

Sign Planner With Price Guide

D-Sign Graffix

Dixon, Ca.

707-322-9694

www.DSignGraffix.com

From D-Sign Graffix,

We at D-Sign Graffix understand a basic truth about most individuals who need to buy a sign... they don't do it very often.

We have found that most people might be tasked with making a major sign or graphics purchase once in their entire lifetime. This guide is for you, no obligation, just useful information to help you walk the road to purchasing an effective sign.

Please call if you have any additional questions or are in need of an on-site visit to assess your particular sign needs.

Best Regards.

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FACT: 85% of a new business' customers come from within a 5 mile radius of their physical location and 49% visit the location specifically as a result of 'seeing the sign'.

It is a logical conclusion that having an effective, legible and visually appealing sign is of critical importance to every organization. It is arguably the most important aspect of a new business as the sign is responsible for literally half of the sales volume.

FACT: Signs work for your organization 24 hours a day, 7 days a week and 365 days a year. They don't take vacations, get sick, need training or quit to go work somewhere else.

FACT: Dollar for dollar, compared to any other kind of advertising, signs are the clear winner when it comes to resulting exposure for dollars spent in a community.

Based on a standard 'cost of 1,000 visual impressions' signs literally work for pennies. An on-premise sign will work for \$.22 per 1,000 visual impressions compared to billboards at \$1.90, Newspapers at \$3.60, Radio at \$5.90, and TV at \$10.00.

** NOTE: All of the information, statistics and facts found throughout the book have been obtained through independent studies by the SBA (Small Business Administration), the ISA (International Sign Association), the University of San Diego's study on the impact of on-premise signage and the American Trucking Association.*

Banners



Banners

Benefits:

- Flexible, inexpensive, and changeable
- Increase awareness for special events & promotions
- Most economical use of full color advertising
- Dramatically increase impulse sales & purchases

Description:

A vinyl banner is a common advertising method for a wide range of retail, and wholesale industries. The standard vinyl banner is also a regular player for almost every special event, church function, golf outing, charity fund raiser and a host of other promotional activities.

A standard banner should be at least 13 oz vinyl material with nylon reinforcement. It can have reinforced corners, stitched edges, and reinforced grommets for outside conditions that might have excessive wear possibilities.

Typical alternative options include pole pockets, velcro strips for trade shows as well as mounting straps.

Budget Range:

\$90-\$250+

(assumes a 4x8' area, standard font types, standard colors, 13 oz vinyl banner with nylon reinforcement and grommets every 18" - 24")

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Panel Signs



Panel Signs

Benefits:

- Relatively inexpensive sign options
- Rigid and lightweight yet outdoor durable
- Can easily incorporate full color advertising
- Can increase weekly sales by 5% -10%

Description:

A panel sign is a generic term for sign products that are made using one of many flat panel types of materials or substrates. These substrates include such materials as Coroplast, PVC (Sintra), Aluminum, Polystyrene and Wood (MDO).

There are also many composite sheets that combine aspects of standard materials to create hybrids. These materials can include such products as DiBond, Alupalite and Alucabond.

Each substrate has specific capabilities and is suitable for different types of applications, environment and usage conditions. Contact your representative at Pro Sign & Graphics for facts on how to address your specific needs.

Budget Range:

Coroplast - \$200-\$400

Aluminum - \$300-\$500

Wood/MDF - \$400-\$600

Assumes a 4'x8' sign with standard fonts and simple colors, Includes Professional Installation.

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Vehicle Graphics



Vehicle Graphics

Benefits:

- Excellent 'Mobile Billboard' advertising
- Most economical use of mobile 'full color'
- Vehicle graphics enjoy 600 visual impressions per mile
- An unbelievable rate of \$.15 per 1,000 impressions

Description:

1. Basic Door lettering / graphics is typically custom manufactured high performance vinyl. These graphics are installed on the doors of a vehicle and are used for basic identification.

2. Van / Truck graphics are generally more involved graphics and incorporate larger visual areas, multiple colors, and creative use of vehicle surfaces. Sometimes these graphics utilize elements of full color, digitally printed graphics

Budget Range:

1. Door Graphics: \$150 - \$250
2. Van/Truck Graphics: \$250 - \$650

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Basic Design

Contrast & Visibility

GOOD CONTRAST
HIGH VISIBILITY

BAD CONTRAST
LOW VISIBILITY

Common Color Combinations



eh...?

BOB'S
LAWN CARE
555-1234

GOOD

**BOB'S
LAWN CARE**
555-1234

BETTER



BEST



Basic Design

The effectiveness of every sign is defined by several factors...

1. Readability: The size of the sign should consider the distance to the intended audience and how fast they are moving. The goal is to communicate to them quickly and allow them enough time to make a decision to visit your business.

2. Key Words: A brief 2-3 word message communicates much more effectively than attempting to put a laundry list of services and products on your sign.

3. Graphics / Symbols: Symbols, Graphics or logos that clearly communicate your business to potential clients often convey more than the words themselves.

4. Color: When additional colors are present on a sign it has been shown to increase retention by 78%. Add a second color to get your message across and consider full color for maximum impact.

5. Materials: What you choose to have your sign made from also speaks to your customers. Cheap materials and a stark layout communicates discount prices and no frills. Expensive materials and elegant accents suggest luxury goods and exceptional service.

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SIGN PROJECT

Introduction:

With any business decision it is vitally important for the owner or project leader to establish the direction that each organization needs to go.

This is doubly true when working with any kind of custom designed product as only the final decision maker can truly and accurately identify what criteria is vital to his / her final decision.

By taking the time to completely answer these questions you will identify these key factors and, consequently, you will empower your sign & graphics professional to guide you towards the most effective solution for your organization.

Information provided by...

D-Sign Graffix

Question 1: Do you have an existing logo, graphic or brand ID that you wish to incorporate into this project(s)?

Yes = Please gather your existing artwork in all of the forms (physical & digital) you have and make it available at your meeting.

No = Please gather any ideas and possible concepts that you feel would best represent your ideas for how you wish the organization to be portrayed. Be sure to give consideration to your target markets and desired customers?

Question 2: What colors do you specifically like and/or dislike?

Question 3: Have you considered your goals & objectives? What do you want to accomplish or, more importantly, what problem(s) do you wish to solve with this sign, logo, graphic, animation? List them here...

Question 4: How / Where do you plan to use your graphics?

- Storefront Vehicle(s) Business Cards Letterhead
 Hats T-Shirts Direct Sales POP (Point of Purchase)
 Web site Other _____

Question 5: Have you done any research on signs & graphics in order to make a better educated decision for your organization? An easy and readily available resource is the SBA (Small Business Association) web site at...

<http://www.sba.gov/starting/signage/faqs.html>

Question 6: What have you determined your budget to be? Every purchase a business makes should be carefully weighed against the expected return. Custom Designed products can often include hundreds of possible solutions with widely different price ranges from \$25 to \$125 thousand! Take the time to discuss this issue and come to a realistic figure.

** Please note that this is not a blank check but is intended to help give your sign & graphics professional a measure with which to narrow down your possible solutions.*

Anticipated Budget: \$ _____ to \$ _____