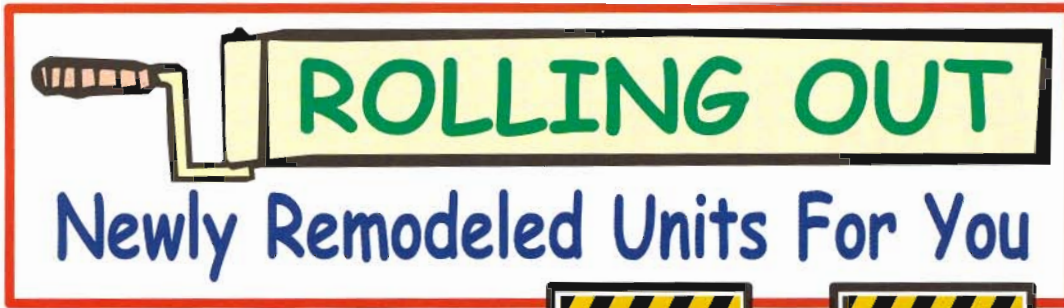


# Construction & Renovation Packages



APT1A

Signs can be sold separately



Each Construction & Renovation Package includes:

- 1 Banner 3' X 10'
- 3 Bandit Signs 18" x 24"

Note: Sign material determines type of sign frame used.



APT1B



APT1C



# Seasonal Sign & Banner Packages



## Spring In To

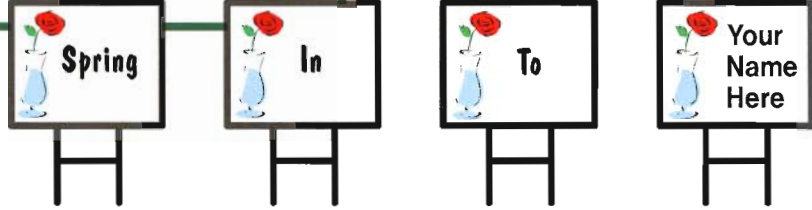
Add your Apt. name here.

APT2A

Each Seasonal Package includes:

- 1 Banner 3' X 10'
- 4 Bandit Signs 18" x 24"

Note: Sign material determines type of sign frame used.



Spring In To Your Name Here

Signs can be sold separately



## Hot Specials!

## Come See!

APT2B



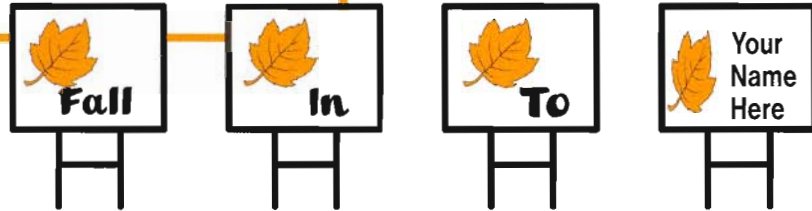
Hot Specials Come See



## Fall In To

Add your Apt. name here.

APT2C



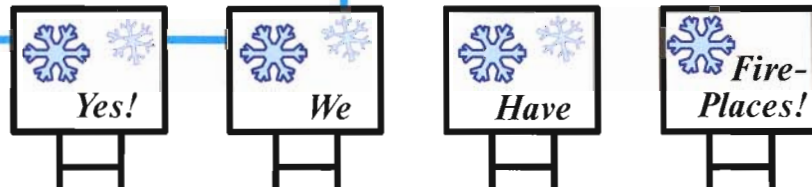
Fall In To Your Name Here



## Warm Up at

Add your Apt. name here.

APT2D



Yes! We Have Fire-Places!

# Custom Sign & Banner Packages

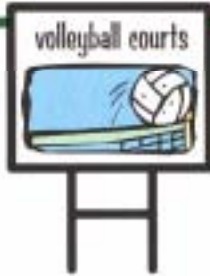
Each Custom Package includes:  
• 1 Banner 3' X 10'  
• 4 Bandit Signs 18" x 24"  
Note: Sign material determines type of sign frame used.

**Make The Most Of Your Free Time!**

Add your Apt. name here.

APT3A

Signs can be sold separately



**Check Out Our Summer Move in Specials!**

Add your Apt. name here.

APT3B



**MORE SPACE!  
3 BEDROOMS AVAILABLE**

Add your Apt. name here.


APT3C





# Custom Sign & Banner Packages

Each Custom Package includes:  
• 1 Banner 3' X 10'  
• 4 Bandit Signs 18" x 24"  
Note: Sign material determines type of sign frame used.



**If You Lived Here...  
You'd Be Home By Now!**

Add your Apt. name here.

APT4A

**Enjoy More Free Time**

Signs can be sold separately



**Move-In Specials**

Add your Apt. name here.

APT4B

**\$\$\$\$\$ Come check us out**

**We ♥ Our Residents**

Add your Apt. name here.

APT4C

**FIRE-PLACE CEILING FANS WASHER DRYER CABLE TV**

Bring us your ideas and we can implement them for you.  
Call for a quote on custom packages.

## 18" X 18" Pool Signs

Available in: One Color Text with White Background  
One Color Text with Color Background



APT5A



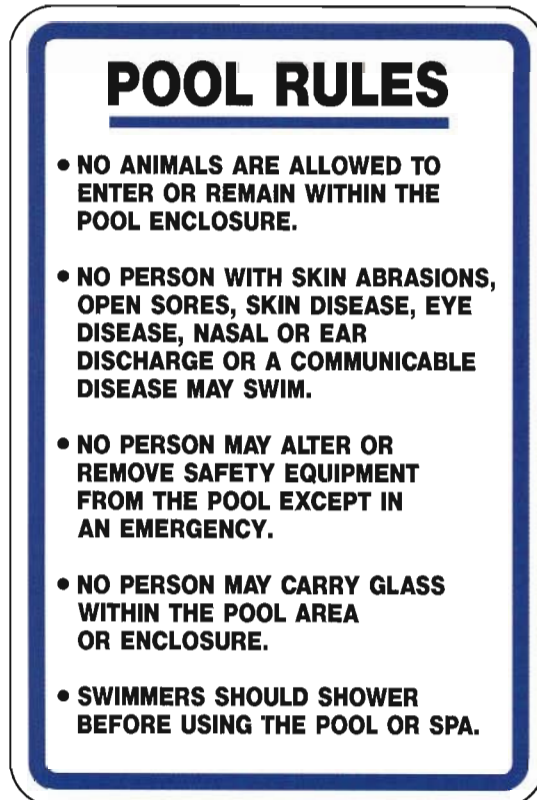
APT5B



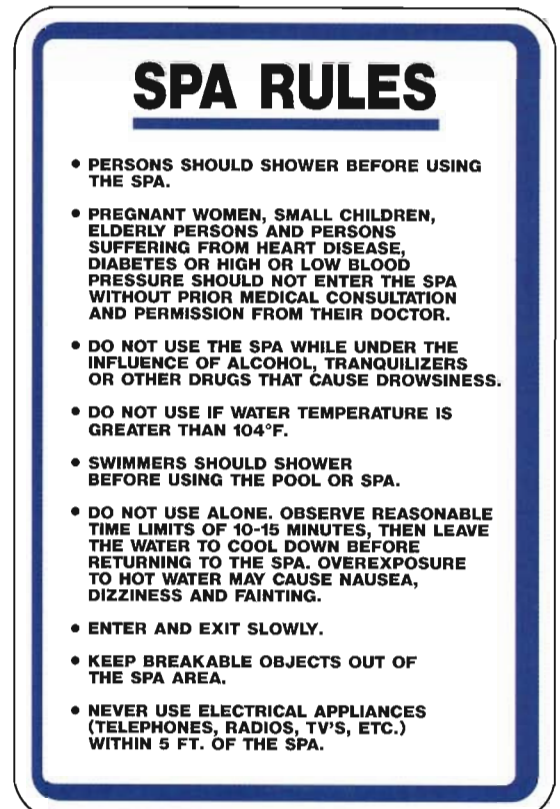
APT5C

## 36" X 24" Pool Signs

Available in: One Color Text with White Background  
One Color Text with Color Background



APT5D \*



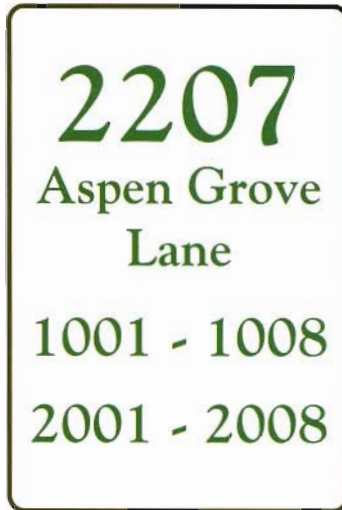
APT5E \*

These examples are standard. For custom text, call for quote.

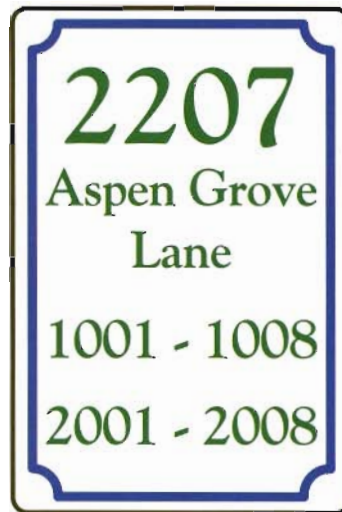
\* Please check local city codes/ordinance.

# Building Numbers/Miscellaneous Signs

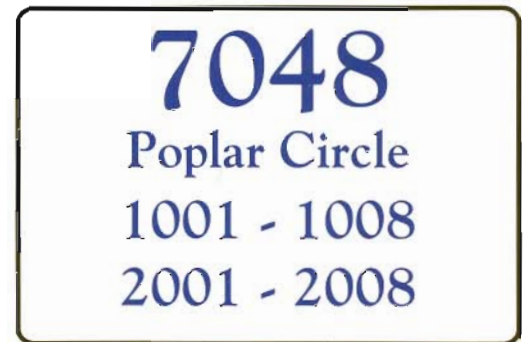
APT6A



APT6B



APT6C



APT6F



APT6D



APT6E



APT6G



## 24" X 18" Aluminum Vertical

Available in: One Color Text with White Background  
or One Color Text with Color Background.  
With or Without Border.

## 18" X 24" Aluminum Horizontal

Available in: One Color Text with  
White Background or One Color Text  
with Color Background. With or  
Without Border.

Call today for installation and color options.



# Parking/Traffic/Directional Signs

## 12" X 18" Aluminum Parking Signs

Available in: Reflective or Non-Reflective



APT 7A



APT 7B



APT7G



APT7H



APT7C



APT7D



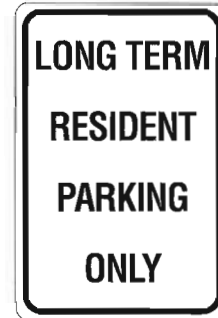
APT7E



APT7F



APT7I



APT7J

## 12" X 18" Aluminum Traffic Signs



APT7K



APT7L



APT7M



APT7N

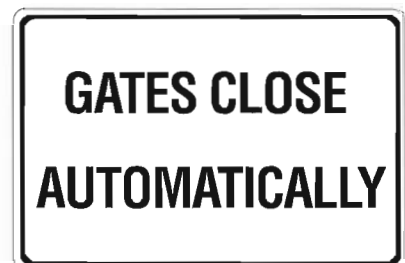
## 18" X 12" Aluminum Traffic Signs



APT7O



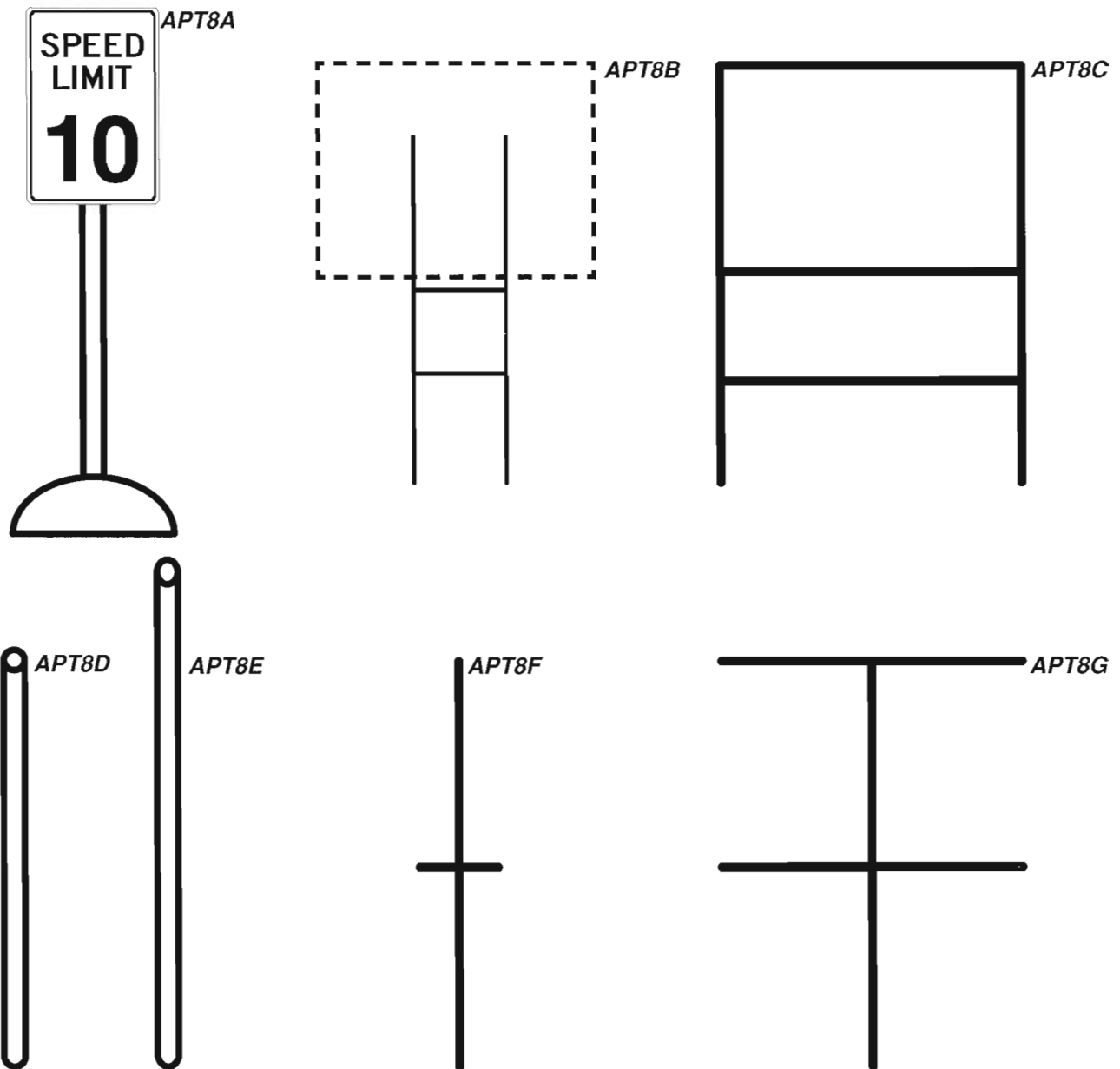
APT7P



APT7Q

A Large Color Selection is Available.

# Sign & Banner Hardware



**APT8A - Pole with Base (sign not included)**

**APT8B - H-Frame (used with coroplast bandit signs)**

**APT8C - Angle Iron Frame (18" X 24" and 24" X 36")**

**APT8D - 6 ft. Tubular Post with Brackets**

**APT8E - 8 ft. Tubular Post with Brackets**

**APT8F - Angle Iron Straight Stake**

**APT8G - Angle Iron T-Bar Stake**

**APT8H - 40 ft. Polypropylene Rope (not shown)**



# Sign Design Ideas & Choices

Getting it right starts right here

## Typestyles

SANS SERIF	SERIF	DECORATIVE
Avant Garde	Bookman Bold	<i>Athletic Script</i>
Bauhaus Med.	Clarendon Med.	<i>Breeze Script</i>
<b>Eurostile Bold</b>	<b>Cooper Black</b>	<i>Brush Script</i>
Helvetica	Goudy Bold	<i>Commercial</i>
Handel Gothic	Souvenir Demi	<i>Mistral</i>

## Colors



## Symbols & Effects



## EFFECTIVE SIGN DESIGN

### MAXIMUM IMPACT

Full Color graphics create the highest awareness of all sign categories.\*\*



### HIGH-IMPACT

A border and graphic add visual interest — and the extra color improves reader retention by 78%.\*



### STANDARD

Adding a border to the design helps the viewer read it 26% faster.\*



### BASIC

Signage builds awareness through low-cost multiple impressions, reinforcing your other advertising media.



## SIGN BUYERS TIP

### Sign Buyer's Checklist

Here's a quick questionnaire to help identify your signage needs and guide your consultant in making good recommendations for your project.

- Use of your sign:**  
Are you directing, informing, or selling?
- Display time and conditions:**  
Temporary or permanent?  
Indoors or outdoors?
- Image you want to project:**  
Professional? Sophisticated?  
Youthful? Fun? How should it coordinate with your other graphics and advertising?
- Your target customers:**  
Whose attention do you want to attract?
- Viewing distance and time:**  
How far will readers be from the sign? How long will they have to read it?
- Mounting your sign:**  
Where will the sign be displayed? How will it be attached? Will you need the approval of a landlord or local sign code authority?
- Sign copy and layout:**  
What message do you want to communicate in your copy? Do you have special logo or layout requirements?

\* Source: Pennsylvania College of Optometry. \*\*Based on a JMI marketing study on visual merchandising.