

# THE SIGN GUIDE



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**ABC**  
  
**SIGNS**

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# DISCOVERING THE NEED



Your customer has been online to search for your business and got your address. Now they are driving on your street at snail speed looking left and right for your business to no avail. Why is it so hard to find you???

Do you have a strong visual identification visible from the street? Are there inconsistencies with your logo/brand identity? The customer needs a sign to signal success in their search.

Signage plays a big role in the success of individual stores. They help you say, "Look at me, I am here." Signage acts as a reminder to customers, reminding them of their need that your business can satisfy, thereby pulling them in. Interior signs aid directions to appropriate departments thereafter.

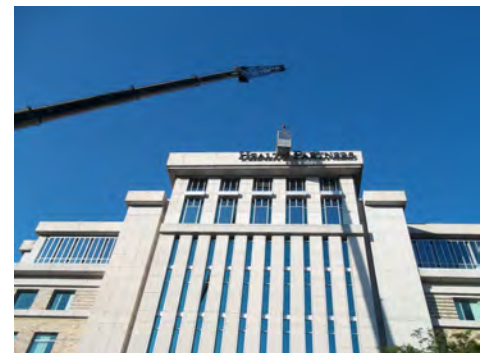
So, here are some reasons you should be thinking of a new sign:

- **No sign**, obviously. Even a small sole proprietary sandwich shop needs a sign.
- **Damaged sign** – this is a tricky one especially with insurance processes and warranties from the signage companies. However, if it disrupts foot traffic it should be rectified ASAP.
- **A face lift** – a change in logo, an outdated or old sign or a desire to give your business a fresh look to bring in more customers.

When you drive around the city, look at your competition and scope out different signs and think of a few ideas that your signage could look like. It also is important to have a budget in mind to assist you when getting started. Next you'll want to do your research, collect multiple quotes, and research the quality reviews from signage companies in the area. Then get in touch with one and start to discuss your ideas.

## DID YOU KNOW?

76% consumers say they have entered a store they have never visited before based on its signs.





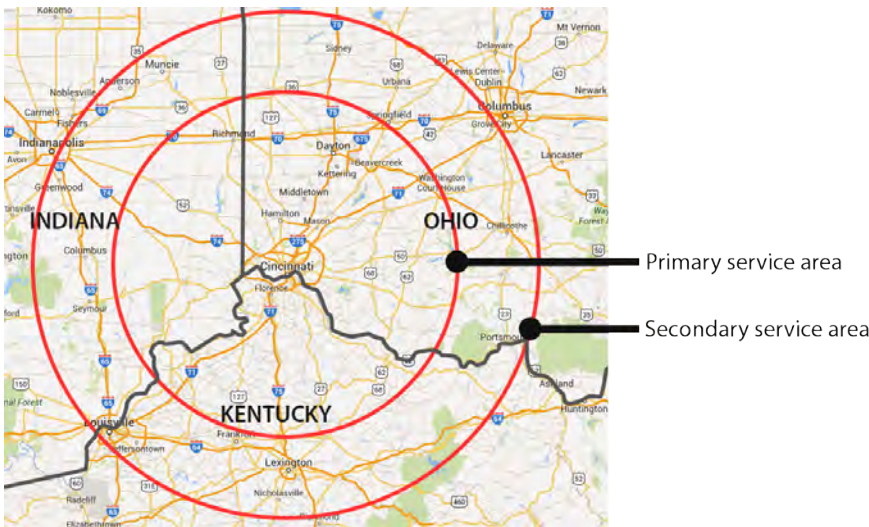
# ON-SITE PLANNING



After the call has been discussed it's time to assess the situation on-site. When the company representative comes out to see your building or area they are ready to create a vision with you. This vision is an important part of the development process and will shape the sign's effectiveness. You'll both talk about available products lines (neon, LED, pylon, etc.) and you'll work together to find what meets your goals, budget and time frame.

During this process the rep will measure and assess everything important to the sign design. They will be capturing photos, taking down dimensions and notes all to understand the size and area around the sign. You might not think about it but a green sign in front of some trees might not be the best place to locate it. Then once we have some data and placement ideas to work with we'll take what logo designs you have and prepare them for the design team.

ABC Signs is greater Cincinnati's source for sign fabrication and installation. Here is a map of our service area so you know how far we can go for you.



## GOING THE DISTANCE

Did you know that for every inch of text it increases the visibility distance by 10 feet? So a 60 inch text is great for 600 foot distances. If you have 20/20 vision you could even read it as far away as 2500 feet. Neat huh?

Letter Height	Maximum Impact Distance	Maximum Readable Distance
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
42"	420'	1750'
48"	480'	2000'
54"	540'	2250'
60"	600'	2500'



# SIGN DESIGN



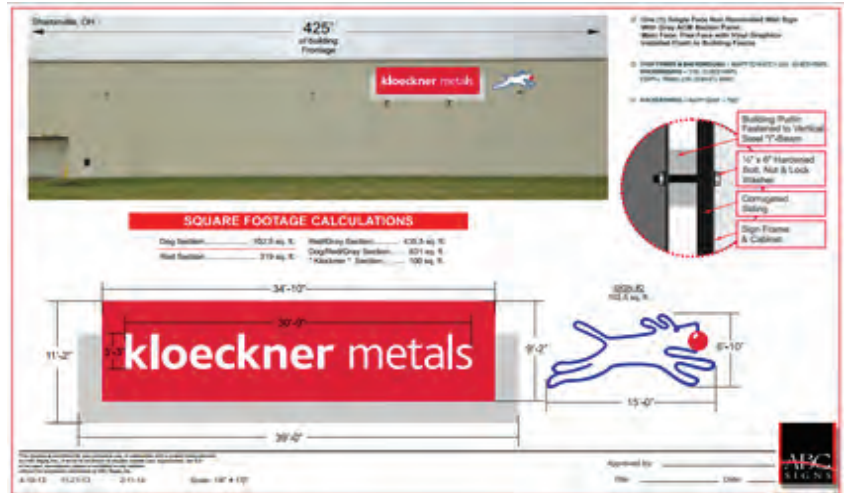
Sign design starts when the sales rep returns to the office and relays the information to our design team! The design team will then generate the new sign keeping your ideas, desires, and logos in the forefront. The proposed design will also acknowledge any zoning requirements and ensure that your future sign abides by those rules and regulations.

ABC Signs takes sign design seriously and is not only concerned for the look and design of the sign but its effectiveness. Your sign will be one of the first impressions that your prospective customers will have of your business. It is essential that your sign is effective and conveys the right image.

The completed sign rendering is used to generate proper measurements and pricing so that it can be easily presented to the customer in the form of a final proposal.

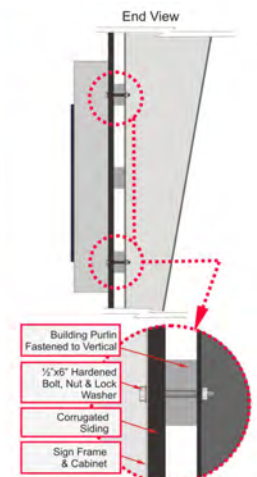
Should you have questions at this stage in the sign design process, you can always give our office a call at 513-241-8884 or fill out our easy to use Contact Us form.

[www.abcsign.com/contact-us](http://www.abcsign.com/contact-us)



## QUICK TIP!

If you want your sign done quickly, it would be best to supply the sales rep with clean, crisp artwork for your logo. This usually comes in the form of an .eps or .ai file but can also come as a .pdf. The cleaner the artwork the easier and faster a design can be turned around for approval. Clean artwork also ensures that the sign will come out with your exact logo and color.



# FORMAL PROPSOAL



When the design for the sign has been completed it's time for the sales rep to meet up with you and review. The honest truth is the formal proposal isn't as formal as it sounds. Since the sales rep has already worked closely with you to create your vision, the proposal is just bringing your dreams down to earth. At this time you'll review the design itself, the materials needed to create it, the method of installation and the price tag for all this work.

If you're not 100% satisfied with the formal proposal we'll just go back to step 4 and try again. Any sign company that takes their job seriously, and that means ABC Signs, will make sure you are 100% happy with your vision before you agree to anything. It's your sign and it's going to be on your business for years. So please take your time during this process.

Once you are ready we'll let you sign the proposal and get the show on the road!

## WHAT AM I PAYING FOR AGAIN?

Keep in mind that the price includes multiple things that vary from sign to sign. It covers fabrication time, design time, shop time, install time, removal time, etc. It also includes material costs like steel posts, concrete, etc. So in the end you're paying for peace of mind. We'll worry about getting it altogether. You can just sit back, relax and watch the sign magic happen.

# ZONING AND PERMITS



After a formal proposal is agreed upon, our zoning specialist will begin putting together the permit application. We do charge an extra fee for permit procurement but we take care of all aspects. A permit or Zoning Certificate of Compliance is required for all signs to control visual clutter and assure signs are safely and accurately installed. Before a temporary or permanent sign is installed usually permits are required, even for wall signs and paintings and it depends on the jurisdiction.

Zoning and permits can be tricky as there are several plans and codes you must abide by:

## Plot Plan

- Distance from sign to structure
- Location and description of existing and proposed signs
- Plus more!

## Sign Illustrations

- The size and shape of the sign
- Details of how the sign is attached, anchored, connected, etc.
- Lamp location
- Plus more!

## Electrical or Lighting Information

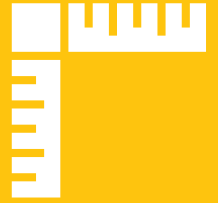
- All electrical signs must be tested and approved
- A separate electrical permit is also required

Trust in ABC Signs that we will make the zoning and permit process a seamless one!

## BIG BROTHER IS WATCHING

Even though zoning and permits sound like a pain, the government is making sure we are all safe. They are also keeping people from putting up naughty signs in your district. If you're in a historical district it will certainly help maintain sign design integrity. So Big Brother in this case is alright with us.

# FABRICATION



## Let's build it!

When everything is squared away and the zoning is approved we can start fabricating. There's not a whole lot going on during this part of the process on your end. We're fabricating, assembling, and planning things out over a 4-6 week period. During this process your sales reps becomes the project manager who will be getting things together and keeping you informed.

ABC prides itself on its range of sign capabilities when it comes to bringing signs to life.

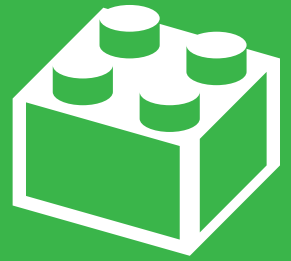
### DID YOU KNOW?

Quality craftsmanship is just as important to us as it is to you. That's why we've been a member of Underwriter Laboratories Inc. (UL), a globally recognized product safety testing and certification organization since 1993.





# INSTALLATION



The final, most exciting phase in your signage purchase is the installation. Our promise to you is a worry-free installation from a knowledgeable and experienced team of insured and licensed professionals.

Your sales rep/project manager will notify you and your business a couple of days prior to the planned installation date. We will let you know if any last minute accommodations need to be made before the install occurs. For example, turning off electric, reserving parking places, notifying employees, etc. We will take you through every step of the final process!

Most installs can be completed in just one day however for larger projects, there is the possibility that it could take just a bit longer!

Once your sign is fully installed, we perform final inspections of the site and of course clean-up the sign and surrounding areas. We will also take completion photos in your desired formats and even nighttime photos if required.

Should you have any questions after the install or need any additional assistance, ABC Signs is here for you. Give us a call or contact your project coordinator!

ABC Signs is available to clean your new signage; we also can provide you with safe ways to perform these techniques yourself. For more information, visit our website.

([www.abcsign.com/sign-repair/sign-safety](http://www.abcsign.com/sign-repair/sign-safety))



## INSURED AND LICENSED

All ABC Sign crews receive OSHA safety training and are compliant with the appropriate OSHA standards and guidelines.

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# NEED HELP? WANT TO LEARN MORE?

Start with a 100% free  
consultation and estimate on us.  
Contact ABC Signs today.



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