

## Custom Indoor/ Outdoor Signs

- Choose your own Wording, colors & sizes
- Ready for wall/door installation or see other display methods at right

### Position of Lettering

TOP LEFT	TOP CENTER	TOP RIGHT
CENTER LEFT	MESSAGE	CENTER RIGHT
BOTTOM LEFT	BOTTOM CENTER	BOTTOM RIGHT

Unless otherwise specified, Visual Planning will center messages within the horizontal and vertical dimensions of a sign.

Lettering Styles\*:  
Available in Graphic process:

Helvetica	1 2 3
Clarendon	1 2
Gothic	1 2 3
Gothic Cond.	3

\* Many other styles available on request

### Lettering Sizes:

1/4" to 6" in 1/8" increments for all the graphic processes

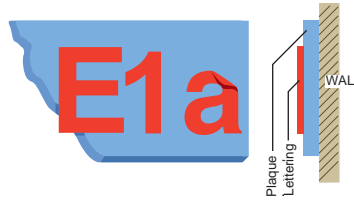
### Letter Spacing:

Letterspacing	Tight (T)
Letterspacing	Standard (S)
Letterspacing	Wide (W)

**Need assistance?**  
**Call us toll free:**

USA & Can. 1(800) 361-1192  
Au Canada 1(800) 263-0632

## Graphic Processes



### 1 SURFACE PROCESS

In our shop vinyl letters are permanently applied to face of an acrylic plaque.



### 2 SUBSURFACE PROCESS

Lettering imprint is applied to the reverse side of vu-thru plastic material which is then back colored. Sub-surface print ensures durability and complete protection for the graphic image and background color.



### 3 ENGRAVED PROCESS

Plastic sign which has a sandwich-like construction with layers of different colors. Engraving through top layer exposes contrasting colored lettering.

## Colors (graphic processes 1 & 2)

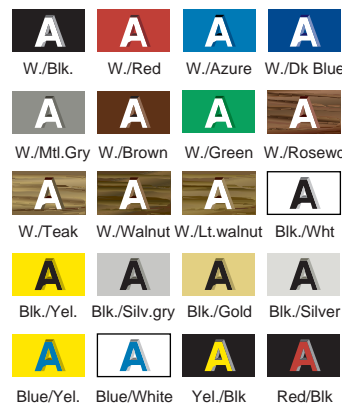
### Lettering Colors:



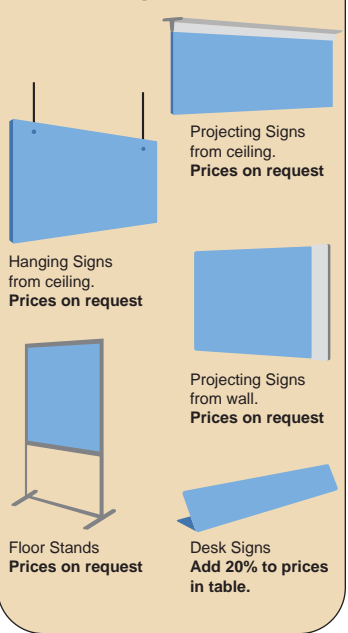
### Plaque Colors:



## Colors (graphic process 3)



## Mounting Methods



When Ordering include a fully detailed sketch and Specify:

- 1.) Graphic Process 1, 2 or 3
- 2.) Size of sign (height x width)
- 3.) Color code
- 4.) Position of lettering & spacing
- 5.) Lettering style & size & text
- 6.) UPPER CASE only, lower case only or Upper and Lower case
- 7.) Corners; square or round
- 8.) Framed or unframed
- 9.) Screw-on or Adhesive (included). Magnetic 10% extra, or see other Mounting Methods above.

Custom Signs (characters: add \$0.50 ea. up to 1/2", • 3/8" to 1" \$0.70/ea. • 1 1/8" to 2" \$1.10/ea. • 2 1/4" + \$1.50 ea.

Size in sq. inch	GRAPHIC PROCESSES		
	1 Surface	2 Sub-surface Square corners*	3 Engraved Beveled Special
1 to 18	\$ 11.40	\$ 14.25	\$14.50
19 to 25	\$ 15.30	\$ 19.25	\$15.75
26 to 32	\$ 20.75	\$ 26.00	\$19.25
33 to 49	\$ 24.30	\$ 30.50	\$21.25
50 to 75	\$ 33.30	\$ 41.75	\$27.75
76 to 99	\$ 48.00	\$ 60.00	\$40.00
100 or more	\$0.42 sq.in.	\$0.53 sq.in.	\$0.35 sq.in.

\*For framed square corner sign add 60% (satin finish aluminum frame)  
Other colors... prices available on request.

### Round Corner Signs



**Unframed** For sign with Round Corners add 25% to prices in table

**Framed** For framed sign with Round Corners add 100% to prices in table

### Double-sided Signs

• Both sides same text add 50% to prices in table

• Both sides different text add 75% to prices in table

• Discounts: 5 or more identical signs less 10%