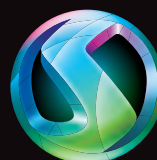


# SIGN BUYER'S GUIDE



Everything you need to make an informed decision on your next sign project.



**Speedy Signs**  
grow your business faster

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# SIX EASY STEPS



At Speedy Signs we pride ourselves on helping demystify the signage process for our customers.

By following some simple steps, we can help to make your branding process easy by taking the hassle away from your desk and letting you get on with running your business.

## STEP 1. CONTACT

Contact your local Speedy Signs in person or over the phone, email, or via website enquiry. We are easy to find on the internet, just search 'Speedy Signs' and select your local sign centre.

## STEP 2. CONSULT

Our signage consultants can meet you on-site or in our showroom to gain a full understanding of your requirements and objectives. We will then provide recommendations tailored to your business.

## STEP 3. ESTIMATE

We always endeavour to provide you with an itemised written estimate within two business days. Once you are ready to approve your estimate, just pay a 50% deposit or submit a purchase order for account clients.

## STEP 4. DESIGN

Our Graphic Designer will generate your unique, customised proof, complete with photographic overlay (where applicable) which will be presented to you for approval or changes.

## STEP 5. APPROVE

Once you are happy with the design, you provide final approval of your proof. This enables us to put your project into our production system. We allow for between 7-10 days from the date of receiving your proof approval to completion for most projects.

## STEP 6 . FULFILL

We will contact you to either arrange for collection of your goods, or to schedule the date and time for the installation of your signage. Each Speedy Signs centre is individually owned and operated with terms of trade as per our website, [speedysigns.co.nz](http://speedysigns.co.nz).



# THE SPEEDY SIGNS EDGE



Your local Speedy Signs owner has come from the business world. We understand that you are busy, and want to achieve excellent results for your business with minimum time investment.

With our international resources, we utilise the latest technology and techniques to produce top-quality results at the best possible price.

## 1. QUALITY

Your business signage is a reflection of your company which is why Speedy Signs will provide you the highest quality materials to get you looking the very best.

## 2. PURCHASING POWER

With over 850 locations across the globe, we also have the purchasing power of the world's largest sign and graphics network.

## 3. PARTNERS IN BRANDING SOLUTIONS

Speedy Signs is more than just your signage company. We can brand everything from basic footpath signs to corporate head offices. Anything you can think of to put a logo on, we can help!

## 4. NZ'S LARGEST SIGN NETWORK

We have over 20 Speedy Signs centres nationwide, the only truly national sign network in the country. From Whangarei to Invercargill – the chances are, wherever you have an office, so do we.

## 5. RESEARCH & DEVELOPMENT

Since 1998 with our affiliation with Signarama, our global brand name, we have continued to research and develop new signage solutions for our customers.

Our size and our exposure to national and international world-leading technologies, means that we can bring you some of the most creative solutions available for your business.

## 6. NATIONAL ACCOUNT MANAGEMENT

Your local Speedy Signs consultant can manage signage projects on your behalf throughout NZ by co-ordinating the Speedy Signs network to deliver a consistent result for your brand. You only need to deal with ONE PERSON, and can immediately begin taking advantage of what is happening daily across the country for nationwide rollouts, image upgrades, fleet branding, health and safety compliance and promotional activities. Whether you're corporate, national, regional or local, it can all be managed through your local Speedy Signs account manager.

## 7. HEALTH AND SAFETY COMPLIANT

When you deal with Speedy Signs you can be confident you are getting full Health and Safety compliance, eliminating huge risks to you and your business. We will protect YOU while we protect our employees and reputation. See page 25 for more on our commitment to Health and Safety.





# THINGS TO CONSIDER



Careful consideration when selecting sign solutions will ensure you get the best look for your organisation or business.

## SIGN BUYER'S CHECKLIST

Here's how to identify your signage needs and guide your Speedy Signs consultant to making the best recommendations for you.

- What is the primary message you want to convey?
- Will it be applied to an existing surface or a product supplied by Speedy Signs?
- What's your sign for? Directing, informing or selling?
- Confirm durability requirements and situation: Temporary or permanent? Inside or outside?
- What image do you want to project? Professional? Sophisticated? Youthful? Fun? How should it coordinate with your other advertising and graphics?
- Your target customers: Whose attention do you want to attract?
- Viewing distance and time: How far will your readers be from your sign? How much time will they have to read it?
- Mounting your signs: Where will your sign be displayed? How will it be attached? Will you need landlord or local planning authority approval?
- Sign copy and layout: What message do you want to communicate? Do you have special logo or layout needs?
- Do you have specific colours that need to be matched?
- Does artwork exist or do you want Speedy Signs to create it?
- Is the sign to be illuminated? If so, internally or externally? Is there an existing lightbox?
- Are you going to install it or will you get Speedy Signs to do this for you?

## HOW TO DESIGN AN EFFECTIVE BUSINESS IDENTIFICATION SIGN

**SIZE** – Too many people underestimate the size of their sign. The sign is of no use if it cannot be easily seen. Our photographic proof gives a good idea of how your sign will look when installed.

**WHO YOU ARE** – Your logo and business name – this is your brand. Great design and layout, with consistency of colour and presentation are the important elements here.

**WHAT YOU DO** – If your business name doesn't say what you do, consider including a one-line summary of what your business does or a slogan that describes what sets you apart from your competition. You might also like to include a brief product or service listing, although the golden rule of signage is 'when in doubt, leave it out'.

**WHERE YOU ARE** – Your contact details e.g. telephone number, web address and possibly your physical address provides prospective clients with a channel to contact you.



# BUILDING SIGNAGE



## Make a great first impression.

Perception is reality, so how your customers or clients view your business will be influenced by how you brand your building and the quality of your signage.

The consistency of your branding is important and your local Speedy Signs centre knows how to deliver. With globally proven systems for quality production, you can expect expert results.

Building signs fall into four primary categories: Panel, 3 Dimensional, Illuminated and Banners.

### PANEL

Vinyl lettering and graphics applied to plastic or metal. The versatility of vinyl has no match, both in terms of the quality of the sign and its suitability for exterior applications. From simple, single colour signs to full colour reproduction of logos or photographs, it offers the perfect combination of economy and longevity.

We recommend that all digital graphics should have a protective over-laminate to provide additional protection and longevity to your signage.

**3 DIMENSIONAL** – see page 21

**ILLUMINATED** – see page 12

### BANNERS

A cost-effective, lightweight and durable sign, ideal for small or larger applications with a 2-3 year life.

### INSTALLATIONS

Installation methods vary depending on the surface the sign is to be applied to, height, access and many other variables. We will advise on installation methods which comply with NZ regulations and WorkSafe NZ work practices and guides.



# PYLON SIGNS



This is the way to gain maximum road frontage exposure. Make your business or institution easy to find and communicate your products and services to passing traffic.

Businesses situated in high-traffic areas or set back from the road benefit from the impact of a pylon sign. These can be internally or externally illuminated as required.

In addition to corporate use, these signs are also suited to Universities, Office Parks, Shopping Malls, Industrial Parks, Hospitals and Hotels. Pylon signs use a high finish outer skin usually made from fabricated aluminium sheet, or architectural aluminium composite panels.

Graphics can be 3 dimensional, or self adhesive vinyl. Internally illuminated pylon signs use fitted translucent graphics, and can also feature light boxes which are ideal for directory signs for shopping malls or industrial parks where visibility at night is important.

The supporting structure will be manufactured out of steel and can be mounted on reinforced concrete footings. The sign may be subject to an engineer's specifications and planning approval from council. We can advise and assist with these statutory requirements.

**The logos and designs are the property of the company they represent.**



## EFFECTIVE SIGN DESIGN

**VISIBILITY** – Make sure your sign stands out from its surroundings.

**DESIGN** – Good design works! Make it clear, simple and easy to read so your message is understood.

**FINISH** – Pylon signs are an investment. We use the best quality materials and processes to ensure a sign that reflects your values over a long, productive life.



# CUSTOM ARCHITECTURAL SIGNS



Architectural signs can be used to dramatically enhance the look of a building or office. Using quality materials such as stone gives a look of wealth and professionalism.

If your business presentation deserves something unique, then Speedy Signs is your partner in bringing your vision to life.

We can work to your design, size, colour and material specifications or produce concepts and designs for your consideration.

You have the option of getting the full installation carried out by Speedy Signs. Alternatively, you could have the sign materials delivered to your site for another provider to carry out the installation.

Architectural signs utilise the full range of outdoor signage types and finishes. They consist of two primary components, the structure and the sign. They can also be illuminated.

## THE STRUCTURE

The design of the supporting structure will be influenced by the enterprise the sign is promoting. A golf or country club will generally want to promote a solid 'here to stay' image and the structure will reflect this. A winery on the other hand might want to reflect the qualities of sophistication and simple good taste.

## THE SIGN

Vinyl or 3 dimensional lettering and graphics applied to metal, plastic or wooden substrates are generally the preferred option. The design will dictate the selection but rest assured, if you can imagine it, we can produce it.

**Illumination (optional)** – see page 12





# VEHICLE GRAPHICS



## Take your message to the streets!

Your vehicles have the potential to work for your brand 24 hours a day, 7 days a week, 365 days a year – as mobile billboards!

We can supply simple name and contact information right through to full vehicle wraps to create maximum impact and awareness for your company (see next page for more information on vehicle wraps). We use premium products and processes for our vehicle graphics. Importantly, our vehicle graphics are removable at the end of the life of the vehicle, or at the end of the campaign.

### MAGNETICS

Magnetic sheeting provides removable or changeable signage for steel vehicle panels. Since moisture and pollutants can collect under a magnetic sign, it should be removed and cleaned every week. Vehicle grade magnetics should be specified to ensure the longevity of your signage and to prevent unnecessary damage to your vehicle. Vinyl lettering, digital graphics or screen printing are all suitable for magnetics.

### VEHICLE WINDOW GRAPHICS

Signage on vehicle side and rear windows can be very effective but must meet NZTA rules. Graphics can be vinyl lettering applied to the glass, or digitally printed perforated one-way vision which gives excellent signage while allowing vision from inside the vehicle.

### VEHICLE SIGNAGE

Premium quality vinyl graphics allow great scope for creativity and visual impact while providing a long service life. The majority of vehicle signage utilises lettering, logo and background colours cut from vinyl film. We can supply full colour digitally printed graphics using the latest technology and materials. We apply a UV over-laminate to our digitally printed vehicle graphics to protect the film from abrasion and to resist fading over the life of the graphic. Your Speedy Signs consultant can advise on the right vinyl for your particular graphic application whether it is a short term promotion, or a full wrap.



# VEHICLE WRAPS MADE EASY

**Design and installation of your vehicle wrap is easy so you can be seen on the go!**

You can have the impact of digital vehicle graphics from a full wrap where all panels are covered with your graphics, to a partial wrap which may include doors and rear, or the front or rear half of your vehicle. The choice is yours.

Although every vehicle wrap is custom-made, we can provide graphics to meet almost any budget. Your Speedy Signs consultant will help you get maximum impact for your money.

Upon acceptance of our proposal, we will commence the design and artwork process. Each and every Speedy Signs centre uses a specialist vehicle graphics design program that tailors custom graphics to the dimensions of your vehicle.

## **STEP 1. DESIGN & ARTWORK**

Provide us with your logos and images and we will layout your design on the template that matches your vehicle. This will enable you to see your ideas come alive right in front of you.

## **STEP 2. APPROVE**

Once you have approved the design proof we will prepare all the graphics in advance and then book your vehicle in for an application date.

## **STEP 3. PRINTING & LAMINATING**

There is a lot of technology involved in producing long-lasting, vibrant vehicle wraps. We use the best cast media, latest generation digital printers, and finish with a matched UV over-laminate to extend the life of your graphics, and protect from scratches and abrasion.

## **STEP 4. APPLICATION**

When printed, cured and laminated, our team of professionals will apply the graphics to your vehicle. Whilst we require that your vehicle is presented to us clean, our installation team will prepare your vehicle's surface with special cleaners to allow our graphics to adhere fully. Most vehicle wrap installations will require 1-2 days. Then you drive away in your mobile billboard!

**Local, regional and national fleet service available! Through our network of over 20 locations across New Zealand, Speedy Signs has the ability to re-brand entire fleets either locally, regionally or nationally.**





# BANNERS & FLAGS



From sales campaigns to company golf days, banners are a cost-effective way of gaining exposure and are a popular form of promotional signage.

Banners can be made to any size, so it is easy to get a 'big sign' presence without the hassles of permanent installation.

Use our free consultation service and discover the multitude of configurations available in full colour banners.

## PVC BANNERS

Banners can be produced with computer cut adhesive graphics applied. They can also be digitally printed with full colour graphics and images. Screen printed banners are economical for larger volumes (typically used for 30 or more). Banners are finished with hemmed edges, ropes and eyelets.

## WALL BANNERS

A cost-effective, lightweight and durable sign panel. Usually incorporates an aluminium framing system to keep the banner tight and wrinkle free. Ideal for larger applications that may be required to change from time to time.

## BILLBOARD SKINS

A large format banner, typically used for short-term promotions. More often produced using a digital printing process and installed on-site to a framing system.

## FLAGS

Generally screen or digitally-printed onto a synthetic material. Digital printing is economical for one-offs and short runs. A variety of different flag, frames, poles and shapes are available e.g. rectangular and teardrop shapes.



# ILLUMINATED SIGNS >

The sheer brilliance we build into illuminated and electronic signs makes them the reigning champions when it comes to gaining maximum business exposure.

With partners in over 40 countries, we have access to advanced systems for illuminated awnings, light boxes, neon, fabricated letters and LED displays.

## ILLUMINATED LIGHT BOXES

Consisting of a sign cabinet with fluorescent tube lights or LED's. Acrylic or flex face panels with translucent graphics are fixed to one or both faces.

## ILLUMINATED LETTERS

Fabricated individual letters can be illuminated in several ways. 3D letters, where the face and sides of the letters are translucent giving multidirectional illumination. Translucent faces with the illumination only emitting through the front, or letters with a non-translucent (opaque) face, space mounted away from the wall allowing light to spill out the back. Different effects can be combined, along with a range of other special techniques, to produce stunning illuminated signs. This type of signage is ideal for high-end retail and corporate applications.

## FLEX FACE ILLUMINATED SIGN FACE

Used for larger illuminated sign boxes where a continuous, join-free surface is required and acrylic sheeting is not a suitable option. Best for wind resistance.

## NEON SIGNS

Suited to interior and exterior use. Two types of neon are available; Standard (Blue & Red) or Coloured Glass with around 30 colours, which is more expensive but gives a richer colour. Three sizes of neon tube are available: 9mm for tight curves such as script, 12mm for general work and 15mm for larger lettering etc.

## CREATE MAXIMUM IMPACT

You can enhance the effectiveness of your sign with just 2 simple steps:

**STEP 1.** Adding a border to focus attention on your sign helps viewers read it 26% faster.

**STEP 2.** Presenting special information in a second colour increases memorability by 78%. You can make the most important part of your sign jump out – a phone number or keyword – by using an accent colour.





# POINT OF PURCHASE



Attract, inform and sell. Point of purchase signs play a vital role in maximising client purchasing potential, where it matters.

You've spent a lot of time and effort to attract customers into your store. We can show you how to complete the communication process with impact and style.

The three primary mediums used to create impactful point of purchase signage are Digital Printing, Vinyl Lettering and Screen Printing. On their own or used in combination, these three mediums would account for over 90% of point of purchase signs produced today.

Within the capabilities of these three mediums, information can stand out using backlit transparencies, promotional posters, shelf talkers and merchandising. Menu boards can be illuminated to assist visibility.

## CALL US

Call a Speedy Signs store on 0800 SPEEDY to discuss the various applications available to attract attention at your point of purchase, including retractable banners, X-Frames, countertop digital signage, non-slip floor decals, logo doormats, digitally-printed counter graphics, hanging signs, window display units, menu boards and many more.



# SAFETY SIGNS



Compliance can be a confusing issue. We can help you with signage needed to meet the statutory requirements of the Health and Safety at Work Act 2015, either standard or custom.

We are fully aware of the latest safety standards, so take advantage of our free consultation service.

All pictograms used on safety signs should be compliant and legends should describe the danger or emergency information in a simple and concise manner.

Hazard boards and Reporting boards are an important part of Workplace Health and Safety policies and procedures. These are specifically designed and manufactured to each client's specifications.

Safety signs are generally printed or created by applying vinyl to aluminium, PVC or corflute. Some are reflective fluorescent (glow in the dark).



## LETTER VISIBILITY CHART

MAXIMUM READABLE DISTANCE	READABLE DISTANCE FOR MAXIMUM IMPACT	LETTER HEIGHT
30 m	9 m	75 mm
45 m	12 m	100 mm
60 m	18 m	150 mm
106 m	24 m	200 mm
122 m	27 m	230 mm
137 m	30 m	250 mm
160 m	36 m	300 mm
192 m	45 m	380 mm
228 m	55 m	460 mm
305 m	73 m	610 mm
380 m	91 m	760 mm
458 m	110 m	910 mm
533 m	128 m	1010 mm
610 m	146 m	1220 mm
685 m	165 m	1370 mm
760 m	182 m	1520 mm

NOTE: The above distances will vary approximately 10% with various colour combinations. Maximum distance colours are based on Red or Black on White background. Prepared by the California Institute of Technology.

# TRADE SHOWS & EXHIBITIONS

## Get more out of your participation in trade shows and exhibitions.

We can show you how to create a real impact and reduce set-up costs. Our trade show products, services and systems are globally proven, and with our national coverage, we can deliver a quality result wherever you need to be noticed.

Digital printing has revolutionised trade show presentations. The economical production of one-off signs, posters and banners means that displays no longer need to be produced for multiple uses to justify the costs involved. Sturdier options that provide durability are also available.

### MAKING MORE EFFECTIVE EXHIBITION GRAPHICS

Your Speedy Signs consultant knows all the tricks of the trade show. We'll help you:

- Choose the right colour to make your logo and products stand out.
- Select a lightweight, durable booth and graphic material for easy, affordable transport and storage.
- Create a unique, eye-catching design that communicates a clear message about your business.
- Distill your product information into simple, memorable copy.
- Position graphics to guide traffic into your booth.
- Create a highly effective, professional image that is also on budget.





# DIGITAL PRINTING



Full colour digital images create graphics that demand and hold attention.

Keep clients and customers informed and focused on your communication objectives with superb production, vibrant colours and eye catching designs.

If you can imagine it, we can produce it, leaving a striking, full colour impression of your brand, product or service. Our digital printing process is extremely sophisticated, creating custom images in full colour for both indoor and outdoor applications.

## INDOOR MEDIA

**Poster Paper** – available in a wide variety of finishes. Ideal for presentation graphics and posters.

**Self-Adhesive Paper** – suitable for semi-permanent application and can be mounted onto a backing or directly onto a smooth surface.

**Backlit Transparency Film** – a vibrant medium when illuminated. Used for light box signage.

**Custom Wall Paper** – use as murals covering walls, rooms or corridors.

## OUTDOOR MEDIA

**Self Adhesive Vinyl** – can be applied to any smooth surface. UV and graffiti protection can be applied. We have a variety of media options for floor, pavement and rough surfaces available.

**Synthetic Banner Material** – lightweight, strong, tear and chemical resistant. Ideal for high-resolution graphic reproduction.

**PVC Banner Material** – smooth glossy material for use outdoors.

## NYLON FLAGS & BANNERS

For indoor and outdoor applications.

## RIGID SUBSTRATES

Printing direct onto substrates.

## LAMINATION

It is important to protect the digital print. Three finishes are available:

**Gloss** – superior clarity for bright and bold colours, sharpens and enlivens images without distortion.

**Satin** – exceptional surface clarity with less reflection than glossy films.

**Matte** – great reflection reduction. Excellent choice for graphics with softer, mellow colours and interior images.





# INTERNAL SIGNS



First impressions matter! Well designed, well made interior signage is an important part of any business.

Our capabilities include reception signs, engraved signs, Worksafe-compliant signs, menu boards, point of purchase displays and directory signs.

Vinyl, in conjunction with 3 dimensional lettering and graphics, produces visually interesting signage, and can be economically produced with advances in technology and techniques.

Reception signs represent your brand in your welcome area, and can create a strong impression for your clients and staff. Using some simple effects like brushed aluminium stand-offs and 3 dimensional lettering can give your sign a premium look while staying within your budget.



# WINDOW GRAPHICS



Inform, entice and attract passing clients with sophisticated window graphics. Image is everything, so take control of your business brand and give it real personality.

Show us examples that you like, or we can produce unique designs for you. With experience gained from our national network, we can design and install window graphics that grow your business and grow your brand. There are different types of window graphics:

## TEMPORARY

Vibrant shorter life vinyl is an excellent alternative to the traditional water colour (paint) approach, with no messy removal! Fluorescent colours demand customer's attention to your promotion but have a shorter life.

## LONG-TERM

Vinyl lettering and graphics, applied directly inside or outside the glass, is the standard form of window signage. Vinyl graphics are economical, quick to apply, long lasting and allows for complex requirements such as logos and illustrations.

## FROSTING

Vinyl window frosting provides your office or business with privacy. Bands of frosting give a one-way vision effect. To add branding and individuality to your window frosting, we can create designs which incorporate your logo or message.

## DIGITAL GRAPHICS

Digitally printed, full colour window graphics draw the eye and attract attention to your message. We can also digitally print onto perforated 'one-way vision' material, or we can provide digitally printed profile cut graphics to suit your branding and visual requirements. Perforated vinyl is suitable for window graphics that require one-way view capability including vehicle window graphics.



# ELECTRONIC DIGITAL SIGNAGE



If your business needs to communicate constantly changing information (like restaurants, clubs, hotels, travel agents or banks – to name a few), then why not use the same space to display dynamic text, full colour images, animations, and even full-motion video?

## ELECTRONIC DIGITAL SIGNAGE (EDS)

Should have the power to inform, advertise and entertain. Your Speedy Signs consultant can help guide you through the process of determining what hardware (i.e. screens), software and content are best suited to your requirements.

## LCD (LIQUID CRYSTAL DISPLAY)

With LCD digital displays, you can reach out to your customers with a simple mouse click. Display dynamic presentations, attention grabbing promotions and precise information. We'll help you get your point across.

## LED SIGNS (LIGHT EMITTING DIODE)

Add flexible and inexpensive custom advertising messages to your LED display from across the room to around the world. With just a few keyboard strokes, you can immediately change one or thousands of signs in any location 24/7.

Effectively increase sales by combining custom advertising messages with continuously updated news, weather, sports and financial content. These messages create a dynamic blend that is eye-catching to viewers and will hold their attention. Custom messaging is created, managed and easily scheduled via a web-based interface. We offer multi-coloured LED signs of all sizes.

## FAQS FOR ELECTRONIC DIGITAL SIGNAGE

### • How does the content get created?

We can either provide you with the software that will allow you to update your own content, or you can have Speedy Signs' design professionals do that for you.

### • What media file formats can be used?

Almost anything: Flash, Adobe PDF, all current picture formats, PowerPoint, video, web content, RSS feeds and more!

### • What type of screens do I need?

Since these units will be running continuously for large amounts of the day, you will require commercial-grade units that have better cooling systems to ensure that your display continues to work efficiently.





# DIRECTIONAL & WAY FINDING

Directional and wayfinding signage is essential to any company's signage program.

Well designed directional and wayfinding signs add to the appearance of your site while performing a valuable function of maintaining safety, and helping employees, visitors and suppliers find their way. These signs should be easy to find, read and understand.

Each Speedy Signs centre has design experts who can help you develop a comprehensive directional and wayfinding signage program. Our custom graphic services, including state-of-the-art digital printing capabilities, allow us to match your directional signs to the existing look of your facility.

We can incorporate your company's colours, graphics and branding so that your customers see a consistent image which leads to better brand awareness. There are a wide range of materials and processes for creating good directional & wayfinding signs.

Electronic Digital Signage serves as a great solution for your directional signage (see previous page for more information). This enables you to change information regularly without the hassle and expense of replacing your vinyl graphics.





# 3D SIGNS



3 dimensional signs have impact and create a quality look that enhances your name and your logo.

These range from acrylic letters or shapes less than 10mm thick to fabricated letters and logos for large buildings. 3 dimensional signs come in many variations including internally illuminated and backlit signage.

Speedy Signs can design and produce 3 dimensional signage for a wide range of applications, so talk to us about any of the below options to enhance your location and drive your marketing message.

## ACRYLIC OR PVC

Routed or laser cut lettering and graphics. Some standard colours are available or letters can be spray painted to produce specific colour requirements. Fabricated acrylic letters can be lit with Neon or LED lights for 24 hour outdoor visibility.

## MDF, PVC & PLYWOOD

Routed or laser cut lettering and graphics. Spray painted finish, acrylic or adhesive vinyl applied to the face with painted edges.

## POLYSTYRENE LETTERS & LOGOS

Mainly for interior display or thick exterior signage. Urethane foam can be used for exterior projects. Paint or vinyl is applied. These are often combined with a hard face material for longer term good looks.

## ALUMINIUM, COPPER & BRASS

Can be router cut, laser cut or cast then flush fitted to any surface. Anodising or powder coating gives different effects to the finished surface. For a greater 3 dimensional effect, letters can be raised off the surface.

## FABRICATED LETTERS & LOGOS

Fabricated letters and logos are hollow inside and are usually made from aluminium, stainless steel or acrylic and come in a range of finishes. Letters can be internally illuminated. Front lit allows the light to come from the front of the sign and backlit gives a halo effect where light spills out from the edges of the sign and on to the back panel.



# FOOTPATH SIGNS



The inexpensive way to advertise products and services with impact to passing trade.

Speedy Signs have the most extensive range of options, from lightweight PVC T-Boards to large A-Frames with aluminium or corflute interchangeable panels. Custom designed and shaped versions are also available. We have the solution to suit your message, and budget.

Freestanding footpath signs are available in a variety of designs and materials. For small volumes the panels will have applied vinyl lettering or full colour digital graphics. For economy, large volumes can be screen-printed. The three most popular are:

## A-FRAMES (SANDWICH BOARDS)

PVC, Metal or Plywood signs of varying sizes.

## T-BOARDS (ROUND OR RECTANGULAR BASE)

Come with either Aluminium or PVC panels. Bases are generally plastic which are hollow (to be filled with water or sand) or solid heavy rubber to stop the wind blowing them around.

## STREET BARRIERS

Hollow aluminium frame to allow for easy movement around busy thoroughfares. These generally include a banner allowing for either vinyl or digitally printed graphics. Perfect for street cafes and restaurants.



# ARTWORK HINTS



We can help you with your existing art file, so you get the result you want.

Artwork for signage and exhibitions often requires high resolution files, so graphics that work on business cards and websites are not suitable for other signage applications.

## HOW TO GET YOUR FILES TO US

Smaller files can be emailed directly to us but photographic art (bitmap or raster files) are often too big to email. These can be sent on flash drives, DVD or CD, or electronically to us via the 'send us a file' link on our website. We work with most common file formats, but prefer Vector files, such as EPS, or Adobe Illustrator, or PDFs originating from vector graphics.

## HELPFUL DESIGNER TIPS

**Fonts & Text** – if you want us to use your design without any changes, it is best to convert all text to outlines. This avoids the problem of us not having the exact same fonts as you on our system (we have thousands of fonts, but there is sometimes one that we don't have). If you don't know how to convert fonts to outlines, just ask your local Speedy Signs consultant, and they will tell you how to do it on your design program.

**Colour** – colour is an important part of good signage and exhibition graphics. However the colour you see on your monitor, or produce on your printer will not necessarily be the colour you will see on your new Speedy Signs digitally printed graphics. This is not due to any fault on your part, or ours, rather it is because colour is device dependent.

We can maintain the colours in your digitally printed graphics. Talk to us to find out about how to incorporate industry standard colour in your design, and other ways of maintaining colour fidelity. Be sure to provide the Pantone (PMS) colours if you have them.



## HELPFUL TIPS FOR DESIGNING YOUR NEW SIGN

Use light colours on dark

Use dark colours on light



**Alert**  
Red  
Orange

**Soothing**  
Blue  
Green

**Exciting**  
Yellow  
Fluro's



# PLANNING MAJOR SIGNAGE PROJECTS



## Any major signage project involves planning.

By considering the message you want to convey to your target audience and the location of your signage, we can help you select the best solution for your needs.

You also need to take into consideration the timing of your project to ensure that we can meet all of the necessary requirements to have your signage installed on time.

### COUNCIL APPROVAL

Large signs and those at height will generally need planning and building approval from your local council. Your signage will need to comply with regulations covering location, height and stability. Each approval process is charged by the council and each council will have a different set of regulations, so speak with your Speedy Signs consultant to find out what the requirements are in your area.

### RE-BRANDING PROJECTS

We have the unique ability to deploy your re-branding projects quickly.

Each of your different locations will normally require a new signage package to be tailored to suit.

Through our national network of over 20 sign locations all around the country, we can manage tailored signage solutions for each location while giving you full control over the consistency and location of your re-branding.



# WHO WE ARE



**Speedy Signs is part of the world's largest full-service sign and graphics network which consists of over 850 locations in more than 40 countries. Speedy Signs has the network to help you grow your business faster.**

We are over 20 strong across New Zealand, from Whangarei to Invercargill, giving us unmatched national coverage.

We firmly believe in what we do and so we make this commitment in our daily activities:

## **1. YOUR SAFETY CHOICE**

We have 110% commitment to Health and Safety! Even before the Health and Safety at Work Act 2015 came into legislation, Speedy Signs had embraced a rigorous Health and Safety culture, recognising the advantages for clients and employees. Now with the Act in place we are able to guarantee we will work within, and above, the legal requirements, with all the necessary compliance and training in place to deliver "Safety Excellence". For us it only starts with "Site Safe" registration, but goes far beyond this to ensure that we are appropriately managing the risk associated with our work, at each level, and as it specifically relates to work on each site.

In most installation cases we can't eliminate the risks associated with a job, so we have to minimise these through a full risk assessment, best practice, and by training our staff in relation to procedures, equipment handling and risk management, which is constantly reviewed. Each person is a stakeholder in our programmes and is aware of their duties and responsibilities under the Act, but more importantly as an individual exercising personal responsibility, and great work practices.

It is true, that correct compliance may cost a little more, which will be reflected in our quotes. We don't apologise for behaving properly in the marketplace, but

this is more than outweighed by the confidence you can have in the job being conducted professionally, being fully compliant with your own Health and Safety Policy, and with everyone going home safely each day. Each Speedy Signs consultant will be able to discuss with you how they will meet your individual requirements.

There is no room for complacency, with all our owners being committed to continual improvement and progressively higher standards, so our declaration is that next year we will be even better than this year.

The SAFETY CHOICE is the right choice!

## **2. EASY TO DEAL WITH**

We understand that time is money in your business and that signage is one of the most important forms of advertising that you have. In our daily activities, we commit to making this ever-important task as easy as possible for you.

## **3. LOCAL & NATIONAL AT THE SAME TIME**

We are your local source for all your signage and display needs. Through our national and international network, we commit to providing the best service across the entire country, and around the world. With our local presence and our ability to coordinate national projects, we will make your re-branding projects go seamlessly.

## **4. PROFESSIONAL**

We like to deal with busy people! Speedy Signs locations are all run by independent owners who bring expertise from successful careers in other industries. We respect your time and commit to provide a consistency of excellent service each and every time.

Our quality of work and process is unmatched in the signage industry. We know the importance of your brand and the affect it has on the bottom line. Signage plays an integral part in brand recognition. Quality and consistency is imperative.



**SITESAFE**

# GLOSSARY >>

**AESTHETICS:** facets of signage that exudes a certain level of beauty and value, which will include aspects of design, colour, form, and a quality of craftsmanship that appeal to a viewer's artistic taste.

**ARCHITECTURAL SIGNAGE:** custom signs designed specifically for identification and/or wayfinding within a specific facility, often monolithic in design.

**BACKLIT LETTERS:** fabricated letters, open-backed or translucent, illuminated from within or behind, that throws light back onto the structural surface to create a halo effect around the letters. (Sometimes referred to as silhouette or halo lettering).

**BANNERS:** portable signs made of a light, flexible material like cloth or PVC that are hung or suspended by eyelets or rope. Often used for the promotion of events and occasions, banners are great for short-term signage and in-home use, or can be manufactured out of more durable materials for long-term reuse inside and outside.

**BUILDING FASCIA:** the exterior wall of a building, taking into consideration the overall height and width.

**BUILDING MOUNTED SIGNAGE:** signs installed onto the walls or roof of a building, using it as the structural element.

**CHANGEABLE PANELS:** a section of an otherwise permanent sign that allows the message to be amended, updated, or otherwise modified using clip frames, track lettering, chalk pens or dry erase, etc.

**CHANNEL LETTERS:** three-dimensional fabricated letters, often hollow, that could also incorporate a light source within.

**CONTRAST:** the principle of design using the arrangement of opposite elements (light vs. dark colours, rough vs. smooth textures, large vs. small shapes, etc.) on a sign so as to create visual interest, excitement and clarity.

**COPY:** the text message (words) contained within a sign, as opposed to the graphic elements.

**CUSTOM SIGNS:** signs made specifically for a customer, which may include their logo, copy and colours.

**DECALS:** another word for 'sticker' consisting of a printed film, usually made of vinyl, with a pressure sensitive adhesive.

**DIRECTIONAL SIGNS:** signage that helps people navigate any given location or event, whether interior or exterior, e.g. parking signs, wayfinding signs, signs indicating destinations with arrows, etc.

**DIRECTORY SIGNS:** signage at a location with multiple business tenants that lists their names or the companies within.

**DOUBLE-FACED SIGN:** signage with two "fronts," installed so that the faces can be seen from either side.

**ELECTRONIC MESSAGE BOARDS:** programmable signs controlled by computer software, that automates the visual message content via cable, wi-fi, cellular network or radio frequency. Can display a combination of text and illustrations.

**EXTERIOR ILLUMINATED SIGNS:** when the face of signs are illuminated by light sources that aren't from within the sign.

**FACE:** the "front" of a sign, where the message is displayed.

**FASCIA SIGNS:** sign installed to a face (wall or verandah) of a building.

**FLEET GRAPHICS:** uniformly designed vehicle graphics or wrap designs applied to multiple vehicles operated by a company. May include cars, vans and trucks in a single fleet.

**FONT:** an industry wide standardised design for a set of letters, numbers, and punctuation marks, incorporating specifications for serif styles, boldface, italic, and all combinations of these e.g. bold italic.

**FREESTANDING SIGNS:** signage installations that are not attached to any building or structure. Signs that are able to stand on their own.

**FRONT-LIT LETTERS:** fabricated letters illuminated from within themselves that emit light through the face of the letters.

**FULL SERVICE SIGN COMPANY:** a provider of signage for all applications, whether short or long-term, interior or exterior, and is also able to manage a project from inception to completion, incorporating design, compliance, engineering, manufacture and installation.

**LEGIBILITY:** the ability to decipher the text and message elements from a given distance based on the design and manufacture of the signage. How easily a sign can be read and understood.

**LIGHTBOX:** a box-like sign that encloses within it, the various electrical components that illuminate the faces. The sign faces can be flat or have 3D elements.

**LOGO:** a unique design that represents a company's trademark, brand or identity.

**LONG-TERM SIGNS:** durable signage manufactured or applied for long-term use, being not easily removed, and resistant to weather and other general wear and tear.



**MENU BOARDS:** designed for relatively easily updated copy on the signs, typically used by retailers to list items and prices of goods currently offered, or by businesses within the food service industry.

**MONUMENT SIGNS:** freestanding signs, similar to pylon or architectural signs, with a low profile.

**NEON SIGNS:** signs fashioned from hollow glass tubing bent to the shape of letters or images, filled with specialist gases that glow when an electrical current is passed through them.

**OFF-PREMISE SIGNS:** signs situated in a location that is not directly associated with the information being displayed on it; e.g. billboards, outdoor advertising or event signage.

**OPEN CHANNEL LETTERS:** fabricated letters with open faces that, when illuminated, reveal the light source. These letters can also use transparent material to protect the interior components.

**POINT OF PURCHASE SIGNS (POP; ALSO POINT OF SALE, POS):** signage promoting goods where they are sold.

**POST AND PANEL SIGNS:** signs installed onto single or multiple support posts that may be made of timber, aluminium or steel.

**PROOF:** (Visual Proof) the computer generated visual of a proposed sign for the expressed purpose of clients checking and approving all fonts, spelling, grammar, layout, colours, logos, images, dimensions and readability, prior to the sign advancing to the manufacturing process.

**PUSH-THROUGH:** lettering or images cut through the sign face, with the backing material inlaid so it protrudes past the face, making it appear as if it is “pushed through, up, and out” of the sign. The push-through component can be translucent allowing it to be backlit and illuminated.

**PYLON SIGNS:** freestanding sign, with either visible supporting posts or fully clad to give a monolithic appearance.

**READABILITY:** how easily the signs message can be interpreted and assimilated by its audience.

**RETURNS:** the sides of channel letters.

**REVERSE CHANNEL LETTERS:** channel letters where the face and sides are opaque.

**SIGNAGE:** the aggregate of signs (graphic or visual display to inform and/or advertise companies, products, services and events) for a particular use or location.

**SINGLE-FACE SIGNS:** signs with only one side carrying the message.

**STAND-OFFS:** Mounting systems for panels and lettering that hold them a set distance from a wall or support structure.

**TEMPORARY SIGNS:** signs intended for short-term use or not installed in such a way to be permanent, e.g. banners, election and real estate signs and construction site panels.

**THREE DIMENSIONAL LETTERS:** Router-cut, cast, moulded, or fabricated lettering or design (logo) made to create a raised image on signage.

**UNDER-VERANDAH SIGNS:** signs designed to be mounted under a verandah.

**VEHICLE GRAPHICS:** text, graphics or logos applied to cars, vans and trucks. One of the most cost effective ways for businesses to advertise.

**VEHICLE WRAPS:** as per vehicle graphics, but taken to the point where the design fully encapsulates the vehicle with the vinyl when completed, to either change the vehicle colour, or to create an impacting mobile advertisement.

**VINYL:** Thin film (media) available to the signage industry in a range of printable or solid colours, with a pressure sensitive adhesive layer on the reverse side. Vinyl can be cut to detailed shapes. CAST vinyl is thinner, more conformable, with the longest durability. CALENDERED vinyl options range from a 6 month durability upwards. The correct choice of vinyl is essential to get the best value and durability for each project.

**VISIBILITY:** as in ‘readability’, how well signs can be interpreted by their audience, along with how well the signs can be seen against their surroundings.

**VISUAL AREA:** the section of a sign that contains the readable message from a given location.

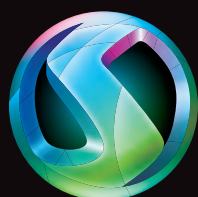
**WAYFINDING:** as with ‘directional signage’, that which assists viewers or visitors to find their way to a destination.

**WINDOW GRAPHICS:** graphics applied directly to the glass with adhesive backed vinyl. When applied to the face of the glass, it is referred to as “First surface” and to the back of the glass as “Second surface”.



Wherever you are, so are we.

Speedy Signs is New Zealand's largest network of sign companies, with over 20 locations across the country. We are also affiliated with an international signage group which operates in 40 countries.



**Speedy Signs**  
grow your business faster

**speedysigns.co.nz | 0800 speedy (77 33 39)**  
independently owned + operated