



La  
Boutique  
Jolie

SHINE ON SIGNS AND  
GRAPHICS

# SIGN BUYERS GUIDE

Vital Information For  
Your Next Sign Purchase



# About Us

Shine On Signs and Graphics is a family owned business operated by owners Harry and Nancy Wilson. We are located in Renton, Washington just outside of Seattle, Washington and north of beautiful Mt. Rainier. At the end of each project, we want happy customers who love to be photographed next to their brand new wonderful sign.



Nancy Wilson

Nancy is CEO and majority owner of Shine On Signs and Graphics. Her work spans the American business gamut, from small businesses to corporate conglomerates such as GE.



Harry Wilson

Harry is the President of Shine On Signs and Graphics and brings more than 30 years of leadership experience in finance, project management, purchasing, and information technology to the company.

# A-Boards

Do you have a business that receives a lot of foot traffic? Do you often promote specials and products on a daily occasion? Then a great piece of exterior signage you could be utilizing is the A-frame sign.

This is a portable sign that visually looks just like it sounds. It is cost-efficient for changing promotions and locations. They can be tailored to fit any business setting, location, aesthetic, and brand.

We construct tailor made sidewalk (A-board) signs made with premium materials, cutting-edge technology, and techniques.

Let our design team help you choose from many customizing options, to create an A-frame sign that successfully markets your company while leaving a long lasting impression with potential customers.



# Building Graphics



## OUR MISSION CONTINUES...

WE ENDEAVOR TO ALWAYS MAKE AIM A PLACE WHERE:

- ▶ PEOPLE ARE PASSIONATE
- ▶ TEAMWORK IS VALUED
- ▶ WINNING IS EXPECTED
- ▶ GREAT WORK IS REWARDED
- ▶ INNOVATION IS THE NORM
- ▶ CUSTOMER SUCCESS IS THE GOAL
- ▶ & RELATIONSHIPS ARE OUR MEASURE OF ACHIEVEMENT



One of the benefits of utilizing building graphics, as a marketing tool, is the amount of impressions that can be made each day. Potential customers pass by your establishment, and you can give them a high impact advertisement that leaves its mark. Do not let prospects just pass you by.

**Wall-** This is a large sign that can fill any blank wall space with unique graphics, high-resolution images, and even your business information. Broaden the scope of your business's exposure with a sign that leaves a lasting first impression.

**Window-** A great thing about our custom window signs and graphics is the limitless options for customization. We offer a wide range of choices with our stylized fonts, detailed borders, and an exceptional color gamut.

**Floor-** When properly used, floor graphics can enhance a space, inform patrons, and create a way to capture the attention of the people always looking down.

**Architectural-** Architectural finish is a high-quality vinyl that can be used for a high-end look when wrapping a variety of surfaces.



# Illuminated Building Signage

From channel letter, dimensional, hanging, or projecting, we offer it all.

Channel letters are large signs that adhere to the building on a rectangular mounting structure that encases its wiring. These signs can be customized to suit any business in any location. Choose from our exceptional color gamut, stylized fonts, and even the option of front or halo lit letters.

Channel letter signs are 3-dimensional graphic signs fabricated from metal (most often rust-proof aluminum), which is bent to create the letter. Lighting is added to the “can” using either neon gas tubes or more commonly, LEDs. Finished off with a translucent acrylic face, these signs have all the elements to draw attention to your brand.



# Non-Illuminated Signs



Outdoor signs should be durable, weather resistant, and bring in more prospective customers. Having clear marketing with your company's brand, information on products or services offered and choosing a good location for the sign are exponential in getting those sought after results.



**Dimensional Letter-** A dimensional letter is a 3D letter that comes in various sizes and shapes. We offer a variety of materials that can be used to create your custom sign.



**Molded Plastic-** This budget-friendly option comes in almost any color and are created to be resistant to fading from the elements.

**Anodized Aluminum-** Aluminum is both affordable and durable and can be painted to match your branding.

**Other Common Materials include:** PVC, polished bronze, and acrylic.

# Directional and Wayfinding



When you visit an establishment for the first time it's always nice to see signs helping to guide you to your destination. It makes the trip a lot faster and more enjoyable! Directional signage and wayfinding signs are an essential detail when planning your facilities, promotions, and events.

A wayfinding sign is a sign used to direct visitors through your building or office environment both inside and outside. But did you know a wayfinding sign serves more than a directional purpose? Wayfinding signs are also used to communicate important information quickly.



Our wayfinding signs can be broken down into 3 main categories; regulatory, informational, and directional. Each one of these categories serves an individual purpose and work well when combined to provide a clear message.

**Regulatory-** Regulatory signs, often part of ADA signs, are a vital part of any public building space. Informing patrons of the rules, regulations; and codes for a building or area is important for legal reasons as well as safety reasons.

**Informational-** Informational signs are important to businesses as they communicate information quickly. Common business informational signs include, but are not limited to: business hours, temporary closures, and special events.

**Directional-** Directional signs guide visitors through a location to their desired destination.



# Vehicle Graphics

An exceptional way to rapidly expand your company's voice is through the use of mobile marketing! Vehicle wraps or graphics are a great way to get your business brand out there, simply by utilizing your vehicle as you normally would.

This form of advertisement is very popular with businesses that offer service calls, deliveries, or travel. Vehicles with graphics can generate between 30,000 to 70,000 impressions daily.

A great perk of utilizing vehicle wraps as a marketing tool are the endless options for design and style customization. We can wrap virtually any vehicle.

We use cutting edge printing technology and techniques to produce images and wraps in high resolution with an exceptional color gamut.

There are also stylized fonts, detailed borders, and even your own logo you can opt to include on your custom wrap.



# Banners and Flags



**Banner-** A banner is a sign that can be customized to any size, shape, and is an inexpensive option for any business. Banner signs offer easy installation, high-resolution graphics, and can be customized to fit any setting, location, aesthetic, or brand.



**Flag Signs-** Flag signs are often secured using a stake that is driven into the ground, or through a weighted base for use on solid surfaces. When placed in high traffic areas, they draw added attention to your business or brand. Once you have the flag base and pole, you can quickly and affordably change the flag to promote different events, sales, or messages.



**Banner Stands-** Outdoor banners are widely used as a marketing tool because of their low cost and high impact, but what if your business doesn't have the ability to hang a banner on the building, or wants to target a busy road? A banner stand is a perfect solution! Banner stands come in a variety of sizes to accommodate your banner needs.

Be sure to check with your local city sign code as some cities have restrictions on the use of banners and flags. Or ask us to help you interpret your local sign code.

# Trade Show Products



There are many forms of trade show signage that you can utilize for marketing your business, including pop-up displays, banners, table throws, custom backdrops and floor graphics.

All it takes is one successful trade show to give your business a boost! Give your company an edge over competitors with tailored graphics, appealing signs, and a solid depiction of your brand. Check out our list of common trade show items below.



**Table Throws-** We create custom table throws that you can display at your next event!

**Canopy Tents-** Canopy tents are an excellent way to provide shade during outdoor events, but can be used indoors too! Standard canopies are 10' x 10' and can be customized to meet your needs.



**8ft Wave Display-** Effectively promote your business or product with this easy to assemble trade show classic.

# The Process

## Stage One Quotation:

Our quotation process is fast, easy and stress free for you. Our sales team will contact you shortly after receiving your request for quote. They will review your business and sign needs to determine the best sign solution for your application.

## Stage Two Design:

Our Design team takes over and will work with you to develop your custom design package. We can work with any art format, .cdr, .pdf, .eps, or .ai format.



## Stage Three Approval Drawings:

Stage three is very critical in that we prepare and show you a rendering of your proposed signage on a photo of your location. This is a very exciting time for both you and our design team as we request the required permit.

## Stage Four City Permitting (If Required):

Depending on the type of sign you chose and your location, your new sign may require a permit with the city. Our team will request a permit from the city if necessary.

## Stage Five Production & Delivery:

Upon receipt of your approval drawings, our production team will use the latest technologies, materials, and techniques to ensure that your signs are as impressive as you are!

They take great care and pride in bringing your creations to life. The signs are then passed through final inspection before they are packaged for shipment/delivery.

## Stage Six Installation (If Required):

Our team will schedule an installation date and time once production has been completed.





# ShineOn

Signs and Graphics

Create Impressions That Last Forever

253.243.7777

[ShineOnSigns.com](http://ShineOnSigns.com)