

Ordering your Custom Signs is **easy**

STEP 1: Create Your Message

- Choose easy-to-understand wording and/or graphics
- Clearly state your message
- Use pictures when English isn't the primary language

STEP 2: Select Size

- Choose 7" x 10", 10" x 14", or 14" x 20"
- We can create a sign to any desired dimensions to suit your needs

Viewing Distance Guide



SIZE	7" x 10"	10" x 14"	14" x 20"
Pedestrian Viewing Distance (Favorable Conditions)	15 ft.	25 ft.	40 ft.
Moving Vehicle (i.e. Forklifts) (Favorable Conditions)	10 ft.	15 ft.	20 ft.

Note - Distances are approximate based on optimal viewing. Other factors can improve or diminish optimal conditions, such as lighting, smoke/mist smog, and if the viewer is stationary or on a moving vehicle.

Determine Your Sign Size (How to Use This Chart)

1. Determine your desired viewing distance (this will determine letter size).
2. Count the number of letters (and spaces) in the longest line of your message.
3. Find that number in the row next to your desired viewing distance. The approximate sign width is below that number.

Desired Viewing Distance	Letter Size	Number of Letters (and Spaces) in Longest Line of Message = Approx. Sign Width								
		10 Char.	16 Char.	18 Char.	22 Char.	29 Char.	34 Char.	40 Char.	49 Char.	58 Char.
10'	.75"	10 Char. 5" W Sign	16 Char. 8" W Sign	18 Char. 10" W Sign	22 Char. 12" W Sign	29 Char. 14" W Sign	34 Char. 18" W Sign	40 Char. 20" W Sign	49 Char. 24" W Sign	58 Char. 28" W Sign
15'	1"	7 Char. 5" W Sign	11 Char. 8" W Sign	14 Char. 10" W Sign	17 Char. 12" W Sign	22 Char. 14" W Sign	26 Char. 18" W Sign	30 Char. 20" W Sign	34 Char. 24" W Sign	41 Char. 28" W Sign
18'	1.5"	5 Char. 5" W Sign	8 Char. 8" W Sign	9 Char. 10" W Sign	11 Char. 12" W Sign	15 Char. 14" W Sign	18 Char. 18" W Sign	20 Char. 20" W Sign	24 Char. 24" W Sign	29 Char. 28" W Sign
20'	2"	4 Char. 5" W Sign	6 Char. 8" W Sign	7 Char. 10" W Sign	9 Char. 12" W Sign	11 Char. 14" W Sign	14 Char. 18" W Sign	16 Char. 20" W Sign	19 Char. 24" W Sign	23 Char. 28" W Sign
25'	2.5"	2 Char. 5" W Sign	4 Char. 8" W Sign	5 Char. 10" W Sign	6 Char. 12" W Sign	8 Char. 14" W Sign	10 Char. 18" W Sign	11 Char. 20" W Sign	14 Char. 24" W Sign	17 Char. 28" W Sign
30'	3"	2 Char. 5" W Sign	3 Char. 8" W Sign	4 Char. 10" W Sign	5 Char. 12" W Sign	6 Char. 14" W Sign	7 Char. 18" W Sign	8 Char. 20" W Sign	10 Char. 24" W Sign	12 Char. 28" W Sign
40'	4"	1 Char. 5" W Sign	2 Char. 8" W Sign	3 Char. 10" W Sign	3 Char. 12" W Sign	4 Char. 14" W Sign	5 Char. 18" W Sign	6 Char. 20" W Sign	7 Char. 24" W Sign	8 Char. 28" W Sign
60'	6"	1 Char. 5" W Sign	1 Char. 8" W Sign	2 Char. 10" W Sign	3 Char. 12" W Sign	3 Char. 14" W Sign	4 Char. 18" W Sign	5 Char. 20" W Sign	6 Char. 24" W Sign	7 Char. 28" W Sign

Viewing distance can vary. Distances shown in chart are for optimal visibility and impact of the sign. Please call us if you need further help in determining letter size or approximate width of your sign.

continued...

STEP 3: Choose Material

- We offer the widest selection of sign materials
- Choose materials based on the sign's mounting location
- Add Duroshield topcoat and your sign will be guaranteed for life

Material Buying Guide

Standard Materials (available for Custom Signs and most stock wordings)										
Material/ Sign Type	Material & Application Notes	Environment	Thickness	Holes*	Adhesive Backing	Standard Guarantee	Life-Time Guarantee Option	Reflective Option	Glow Option	Double-Sided Option
Aluminum	Durable material is lighter than steel and will never rust.	Indoor/ Outdoor	.040"	✓		10-year	✓	✓	✓	✓
Steel	Strong to survive abusive conditions. Galvanized coating resists rust.	Indoor/ Outdoor	.030"	✓		5-year	✓	✓	✓	✓
Plastic	Lightweight material will not chip, flake or peel in harsh conditions.	Indoor/ Outdoor	.060"	✓		5-year	✓	✓	✓	✓
Foam Adhesive	Thick adhesive is the best choice for textured or irregular surfaces.	Indoor	.005"		✓	5-year	✓	✓	✓	
Adhesive Vinyl	Economical choice bonds to any smooth surface and is flexible for curved objects.	Indoor/ Outdoor	.003"		✓	5-year	✓	✓	✓	
Magnetic	Easy to apply and remove on steel doors, drums, tanks, cabinets, and machines.	Indoor/ Outdoor	.020"			5-year	✓	✓	✓	✓
3-Way Plastic	Provides 180 degree viewing and comes supplied with foam adhesive and holes.	Indoor/ Outdoor	.040"	✓	✓	5-year	✓	✓	✓	
2-Way Plastic	2-Way viewing is ideal for hallways, aisles, and corridors.	Indoor/ Outdoor	.040"	✓	✓	5-year	✓	✓	✓	
Special Materials (available for Custom Signs and selective stock wordings)										
Fiberglass	Ideal for harsh conditions. Withstand temperatures of -40 to 190 F.	Outdoor	.100"	✓		15-year				
Eco-Friendly Recycled Plastic	Recyclable signs contain over 50% recycled content.	Indoor/ Outdoor	.055"	✓		5-year				
Anti-Microbial Plastic	Get up to a 99.99% reduction in germs, bacteria, mold and mildew growth.	Indoor	.055"	✓	✓	5-year				
Interior Décor Polished Plastic	Subsurface graphics resist vandalism and have an easy-to-clean plastic surface.	Indoor	.063"		✓	Lifetime	✓		✓	
Engraved Plastic	Engraved message is tamper-proof and can be supplied with holes or adhesive.	Indoor	.063"	✓	✓	10-year				✓
Glow-in-the-Dark Vinyl (Glo-Mor)	Stores light and glows up to 6 hours without electricity.	Indoor	.010"		✓	5-year			✓	
Glow-in-the-Dark Vinyl (Super Glo)	High performance signs glow for over 30 hours when charged for as little as 5 min.	Indoor	.010"		✓	5-year			✓	
Reflective Vinyl	Instantly visible when struck by a beam of light.	Indoor/ Outdoor	.007"		✓	5-year		✓		

*Mounting holes are reinforced with 3/16" nickel-plated brass eyelets

Mounting & Placement Recommendations:

- ✓ Signs should be installed in the line of sight and not be obscured by doors, racks or other objects.
- ✓ Installation should be in a well-lit, easily accessible and visible location.
- ✓ Where light levels are poor, the signs should incorporate artificial lighting or reflective or photoluminescent (glow) material as appropriate.
- ✓ Safety and fire equipment signs must be clearly visible in the immediate vicinity of the equipment or do not create a distraction, and are not a hazard in themselves.
- ✓ Signs must not be placed on moveable objects or adjacent to moveable objects like doors, windows etc., which if moved, will obscure the sign.
- ✓ Faded, degraded, or damaged signs should be replaced immediately.

STEP 4: Determine Color(s)

- Choose appropriate colors to meet regulatory requirements
- Select standard colors or your desired PMS color, match for unlimited options
- Choose colors that get noticed

ANSI 1967	Choose the appropriate Signal Word (Header)		ANSI 2011
	Red: DANGER	Indicates a hazardous situation that, if not avoided, <i>will</i> result in death or serious injury .	
	Orange: WARNING	Indicates a hazardous situation that, if not avoided, <i>could</i> result in death or serious injury .	
	Yellow: CAUTION	Indicates a hazardous situation that, if not avoided <i>could</i> result in minor or moderate injury .	
	Blue: NOTICE	Indicates information considered important but not hazard-related.	
	Green: SAFETY FIRST/THINK	Indicates specific safety related instructions or procedures that are related to safe work practices.	