

Making Graphics...come to Life!



SIGNAGE INFO GUIDE



Large Prints

Posters



Full Colour Flyers

Digital Print



Booklets & Brochures

LARGE & SMALL FORMAT DIGITAL PRINTING

Screen Print



Vinyl Cut

SIGNS & BANNERS



VEHICLE GRAPHICS

Banner Stands



Floor Displays

TRADE SHOW DISPLAYS

Logo Design



Flyers & Brochures

GRAPHIC DESIGN

DIGITAL IMAGING

Looking to get noticed fast? Convey a complex message more simply? Nothing communicates your message faster than a clear, powerful visual. Bring your business into focus with our cost-effective digital imaging solutions that will catch attention.



Indoor Graphics - Draw attention to your next promotion or presentation with our full-colour indoor graphics, anywhere you want to make an impact.

Outdoor Graphics - Make them remember you with a simple, yet powerful outdoor graphic. We can transfer images onto almost any surface you can imagine.

Banners - Our industrial technology can scale any image to size, giving your banner a sharp, clean finish.

EVENT SIGNAGE

Want to stand out at your next trade show?
Want to make a lasting impression at the big presentation? Whether your event is small or large, we can create the elements you need to generate a buzz in your industry. Rely on us to help you pull off your next event without a hitch.



Banners - Banners have all the impact of billboards and virtually none of the high costs. Use them indoors or out to announce your big event.

Trade Shows - Drive more traffic to your trade show space with one of our powerful display solutions. Each is designed for maximum visibility, flexibility, and portability.

Golf / Sports Outings - Sport meets and tournaments all need signs, banners and event schedules to help the participants enjoy the event as well as providing an opportunity for marketing your company.

Presentations - If you're planning a big presentation to co-workers, clients, or perspective customers, rely on AngelStar Digital for high-quality visual aids.

VEHICLE GRAPHICS & WRAPS

Want to maximize your visibility without maxing out marketing costs? Because they're always moving, vehicle graphics and wraps are a cost-effective way to promote your business around town. A customized vehicle graphics solution will help you build awareness, even on the move.



Car, Truck & Van Graphics & Wraps - Create a consistent brand image across all your company vehicles with our fleet graphics solutions. Our services can accommodate multiple makes, models, and business locations including car, truck, or van graphics and wraps and we will work around your work schedule.

Magnetic Vehicle Signs - Take to the road with our versatile, low-cost magnetic vehicle signs. Magnetics come in a variety of shapes, sizes. Easily removable, so your message can travel one vehicle to another.

Custom Vehicle Graphics - On land or at sea, if it moves, you can put a sign on it. Our experienced staff can combine your design with multiple media to accommodate any mode of transportation.

REAL ESTATE

Seeking new tenants? Selling your property? A real estate sign is essential if you want to grab the attention of an audience on the go. Our eye-catching sign solutions are sure to get noticed from any yard or roadside. Make your presence known on a property with real estate signage.



Development Signs - Spark the interest of investors, buyers, or tenants by putting an informative and exciting site sign in front of your commercial project. Easy-to-read text and full-colour renderings maximize visibility and effectiveness.

Yard / Site Signs - Advertise your property or services quickly and inexpensively with a versatile yard sign. Our vibrant colour selection will help you catch the eye of every passing motorist.

Real Estate Frames - Grab the attention of potential homeowners with the wide variety of real estate frames we offer. Steel or wood, we can size and build a frame for your real estate sign.

ARCHITECTURAL

Hoping to make a good first impression? The sign outside your building is your customer's initial encounter with your business. Make sure your company looks its best with a customized sign.



Dimensional Signs - Make your name stand out with dimensional signs. Our durable dimensional materials give your business a professional, established image.

Dimensional Letters / Logos - Highly visible lettering can greatly improve the appearance of any location. The durability and longevity of the lettering makes dimensional letters ideal for indoor and outdoor use.

Directional - Visiting your business should be as easy as possible for your customers. Guide them clearly with easy-to-understand directories and directional signs.

Illuminated - Few things get attention like a name in lights. Our illuminated solutions, including edge-lit signs, illuminated monument signs, and light boxes will make your name shine, day or night.

RETAIL

Trying to promote a new product?
Want to announce a big sale?
Effective retail signs can mean the difference between meeting sales goals and exceeding them. We offer a variety of innovative retail sign services to help you make the most of your store space.



Point of Purchase - Promotional signs at the point-of-sale are one of the most effective ways to persuade customers to buy more. There are dozens of innovative ways we can help you inspire more impulse purchases.

Window Lettering - Speak to incoming customers and passersby alike with a vibrant window sign. We can customize your lettering to your liking, permanent or removable, interior or exterior, elegant or exciting.

Screen Printing - When printing large quantities, screen printing is a cost effective solution. Screen printing offers a high quality product for promotional items, political and real estate signage, just to name a few.

Labels and Decals - Put your logo out there with easy-to-distribute labels and decals, perfect to use on packaging, company apparel, vehicles, you name it.

Promotional Products - Promoting your business can be easy with products such as bumper stickers, refrigerator magnets and name badges. We can assist you in finding a solution to fit your needs.

THE IDEA TODAY... THE SIGN TOMORROW!

You know you need to do to attract more customers, boost sales, and grow your business, but you're not sure how you can do it with just a sign. We do, let *AngelStar Digital* help you create an image that will achieve your desired results. We get to know your business, your target audience, and your goals, then combine that understanding with our knowledge of the latest industry trends and products. The end result? A sign that gets you noticed!

YOUR MESSAGE EVERYWHERE.

Your image is one of your most important marketing tools. It grabs customers' attention, informs them of your services, and inspires them to take action. Your image is constantly working to promote your business. We offer a wide variety of products and services that get your message out into the world. Each solution is designed with your business goals in mind and supported by our cutting-edge technology, giving you maximum impact and cost-effectiveness.

PRICING

All signs designed and created at *AngelStar Digital* are custom, so pricing will vary depending on the quantity, type and complexity. In an effort to make purchasing easy, we've developed a system. Based on the customer's needs and budget, we are able to create a layout which typically falls into one of our three categories.

A Basic Layout includes:

1 Colour / 1 Font

Up to 10 Words

White Sign Background

The Basic sign is good for temporary signs where overall appeal is not the number one goal. It is, obviously, the most inexpensive sign available.



**FireFly
Electric**
555-2346

A Basic Plus Layout includes:

2 Colours / Couple Fonts

Up to 25 Words / Coloured Background

Simple Border / Simple Effects and/or Clip-Art

The Basic Plus sign is the most popular sign we sell. Extremely economical, it can convey your message in both an appealing and successful manner.



A Deluxe Layout includes:

Multiple Colours / Multiple Fonts / Special Effects

Coloured Background

Clip Art / Printed Graphics

The Deluxe sign is meant to convey the ultimate in style and appearance. When you want your sign noticed you want a Deluxe Sign.



What is the process for determining the best sign for my needs?

We begin every project with a new customer discussing the intention or purpose of the sign. Where will the sign be viewed? How will the sign be placed or installed? This series of questions will help us determine the best materials, colors and mounting methods in constructing your sign to achieve your desired outcome.

Do you make signs in standard sizes?

At *AngelStar Digital*, we make signs and banners custom-made to any size needed to achieve your desired outcome. There are some standard sizes for basic real estate signs and some regulatory signs, such as parking signs, but the majority of the signs we produce are designed to fit the needs of the customer.

How long will this sign last?

At *AngelStar Digital*, we use a wide variety of materials in the construction of our signs. We have materials that are preferred for short-term applications as well as materials that will withstand the test of time.

Can you use a digital image from my camera?

Yes, but there are limitations with enlarging digital images, therefore, quality may suffer. Contact *AngelStar Digital* to discuss your specific image and the ability to incorporate the image into your new sign.

PRODUCT RESOURCE

Your image is a reflection of your business. At AngelStar Digital, we have the design expertise and state-of-the-art technology to create the high-impact image your business demands. Our wide range of quality materials and design elements can transform your biggest visions into reality.

VINYL

Cast Vinyl is our highest grade vinyl with a gloss finish and is better for vehicles and outdoor applications. Cast vinyl has a life of 5-7 years depending on the application.

Calendared Vinyl has a shorter life of 3-5 years. It is typically more cost effective and easy to remove from signs that are resurfaced on a regularly.

Translucent Vinyl appears to be of normal colour and when backlit it allows part of the light through for added visibility at night.

Reflective Vinyl is best known for its 24-hour advertising capabilities. It has a higher impact due to its unique appearance. Good for night viewing and long distance visibility.

Metallic Vinyl is a mirror finished film, its surface creates the look of an actual metal such as a silver, gold, or bronze. This vinyl is typically used for signs that offer a richer look, presenting the appearance of a higher end sign.

SUBSTRATES

Aluminum is the longest lasting material for outdoor signage and any area where durability is a major factor. It will not rust and is available in a range of sizes.

Banners are great for everyday signage and come in many different colours for maximum impact.

Foamcore is the perfect light weight sign for easel displays or inexpensive presentations materials.

Coroplast is an inexpensive, lightweight corrugated plastic used for mostly for temporary signs.

Magnetics can be cut into all shapes and sizes, and can be used outdoors or indoors.

M.D.O. (Medium Density Overlay Plywood) is thick, durable, layered plywood that can be cut into any shapes and sizes. Typical use as job site signs, semi-permanent development signs and directional signs.

Acrylic has polished finish gives it a glossy and elegant appearance which is great indoor signs, but it's long lasting and impact resistant for outdoor use, perfect for illuminated signs.

Styrene is an inexpensive, non-glare smooth plastic that is best for interior signage. This material is light weight and easy to transport. Because of its flexible nature, can be contour to a curved surface.

PVC (Sintra) is a rigid plastic board and is easy to cut into different sizes and shapes. It has a textured surface for a matte appearance and is flame retardant.

VISIBILITY

The ability for your signs and graphic application to be read and understood is an important consideration when designing begins. Choosing letter size is an important part of this decision.

<i>Letter Height (inches)</i>	<i>Best Impact</i>	<i>Max. Readable Distance</i>
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
10"	100'	450'
12"	120'	525'
24"	240'	1000'
36"	360'	1500'
48"	480'	2000'
60"	600'	2500'

COLOURS

One of the most important considerations in the creation of a layout revolves around the effective use of colour. Colour can convey emotions and elicit feelings. Complementary colours such as red and green are not readily legible. Any combination of colours of similar value will have low visibility. Although yellow and purple are complementary colours, they have strong contrast in value and therefore little vibration.

VIBRATION

CONTRAST

LOW VISIBILITY

HIGH VISIBILITY

VISIBILITY OF COLOUR COMBINATIONS

These 14 colour combinations for lettering were tested using only primary and secondary colour of full hue and value. Tests for readability at a distance were conducted on different groups under the sponsorship of the Outdoor Advertising Association of America (OAAA). The results ranked in the sequence shown, with #1 the most legible and #14 as the least legible. Negative letters in 3, 4, 6, 8, 10, 12 and 14 appear to have a broader stroke than their positive counterparts.



1



2



3



4



5



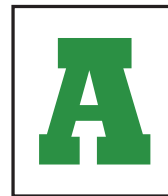
6



7



8



9



10



11



12



13



14

BORDERS & COLOURS

Adding a border increases reading speed by 26%. Borders are suggested whenever your message must be seen and read in a very short time. Adding a second colour can increase retention by 78%.

**BORDERS
INCREASE
READABILITY
26%**

**A 2nd COLOUR
INCREASES MESSAGE
RETENTION
78%**

TYPESTYLES

There are basically three families of fonts (typestyles). Every font, for the most part, falls into one of these categories.

Serif Fonts which have feet at the end of each letter. Popular serif fonts are **Times Roman** and **Georgia**. Notice that on these fonts, the ends of the strokes of the letters have a cross-line or foot.

Serif fonts facilitate easier reading when there is a large body of copy as in a book, magazine or newspaper. Studies have shown that the feet on the letters help the eye roll from word to word more easily and facilitates faster reading. However, this does not pertain to the signs because of their feet, serif fonts typically have more character.

Sans Serif (without feet) are fonts which, simply put have no feet at the end of the letters strokes. Typical Sans Serif fonts are **Arial Bold** and **Tahoma**.

Sans Serif fonts are generally easier to read for signs. Signs are typically not excessively wordy and need to be understood fairly quickly. Less decoration equals less distraction for the eye which usually leads to a quicker comprehension of the intended message.

Script Fonts are very much like cursive handwriting. Examples are *Blackadder* and *Commercial Script*.

Script fonts are like our handwriting, some script fonts can be very difficult to read while others might be beautiful and elegant. We prefer to use script fonts in upper and lower case sense which makes the font more legible. And in sign-making, nothing is more important than legibility.

FILE PREP

Call or come by our showroom to let AngelStar Digital be your professional graphics partner. We can help you take your objective and create exciting and effective signs and graphics. We can even accept your existing artwork files to ensure accuracy. Generally we can work with almost any file. However, there are some basic guidelines that will make your artwork more compatible with our sign making technologies.

Guidelines for Basic Signs.

You should save your file as an Adobe Illustrator .AI or .EPS file. This is the most compatible type of artwork. All text should be converted to curves / outlines. This will eliminate any font compatibility issues. If you can't convert the text to curves / outlines, you will need to include the fonts as PC True Type or Adobe Type 1 fonts.

Guidelines for Full Color printed signs.

Any bitmap / raster artwork should be saved at full scale (the size at which it will be printed) at 100-150 DPI. Please contact AngelStar if your not sure how to determine what resolution is needed for your artwork.

BASIC TERMINOLOGY

Vector Art - Vector artwork, like an Adobe Illustrator file, is made up of line segments with starting and ending points. When these line segments are put together into a closed form, you get a shape, like a square. This is the preferred type of artwork for most basic signs. File types supported: AI, EPS, PDF, DWF

Bitmap / Raster Art - Bitmaps, or raster images, are made up of tiny dots. If you put a magnifying glass up to your computer screen or a printed page, you would see that these little dots are crowded next to each other to form the image. A bitmap does not contain line segments. The generic term bitmap can sometimes cause confusion because it is a type of artwork, but it can also be the file extension BMP. Bitmap artwork is typically used in more complex signs and usually must be printed. Any bitmap images that will be used in a sign should be 100-150 DPI at full size (the size at which it will be printed). File types supported: BMP, TIF, JPG, PSD

DPI (dots per inch) or Resolution - DPI, or resolution, refers to the amount of data, expressed in dots per inch, at which a given bitmap image is stored. If you have a bitmap that is 1 inch by 1 inch at 75 DPI, there would be 5625 (75x75) little tiny dots in it. If you have the same sized bitmap, 1x1, at 300 DPI, you have 4 times the amount (90,000 or 300x300) of dots in the bitmap. This means that the dots are smaller. Higher DPI equals better output, however, there is a major pitfall to this; too much DPI equals huge files and slower processing.

Mac vs. PC Format - For the most part, we use PCs to design and output signs, but do accept Mac formatted floppy disks, Zip disks, and CDs.



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***Our Commitment
to you is:***

***Great Service
Exceptional Prices
Fast Turnaround Times
Outstanding Quality
Professional Staff***

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