

# SIGN PLANNING GUIDE



# Island Sign

[www.islandsign.com](http://www.islandsign.com)



Doug Allan  
Island Sign, Owner

*Island Sign has grown out of my personal desire to do creative work, and to make a career out of my passion for unique problem solving.*

*I have been designing and manufacturing signs for more than two decades, continuing to educate myself, attending seminars, workshops, classes and enhancing my skills as a sign maker and a graphic artist.*

*It has been said that to find a career doing what you love is to never work another day in your life. I feel extremely fortunate to have found that career for myself with Island Sign.*

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## ABOUT ISLAND SIGN

At Island Sign, we strive to understand our clients visual communication objectives, provide them with a comprehensive overview of materials, and work together to blend the best combination of effective design concepts, suitable materials, and superior production.

Each project in the sign industry has several design components. Your Island Sign representative understands the importance of using clear and concise language, aesthetic use of space and avoiding visual clutter.

In addition to crafting an effective and attractive message, our greatest strength is working with clients to identify their marketing objectives, while maintaining the integrity of their company brand.

Located at 355 Hukilike in the Kahului Industrial area, our facility spans over 2000 sq. ft., housing our showroom, production and design offices. We welcome you to stop in for a free estimate or design consultation.

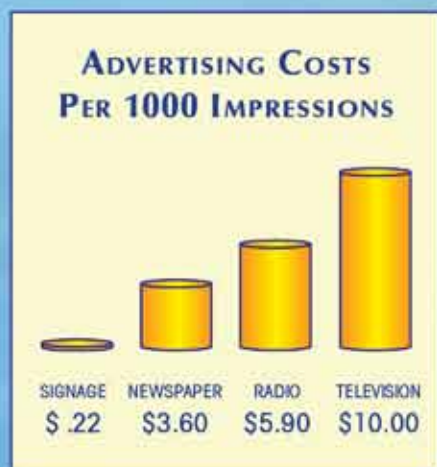
BLASTED SIGNS • ROUTED & CARVED SIGNS  
L COLOR DIGITAL PRINTING • ADA SIGN PLAN  
HICLE GRAPHICS • BUILDING SIGNS • BANNER  
ADESHOW & EXHIBIT GRAPHICS • VEHICLE WRAP  
USTOM DECALS • PRODUCT LABELS • LOGO DESIG  
CHANNEL LETTERS • COUNTY PERMIT APPLICATION  
ANDBLASTED SIGNS • ROUTED & CARVED SIG  
ULL COLOR DIGITAL PRINTING • ADA SIGN PL  
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Island Sign specializes in attractive and durable solutions to capitalize on all your visual marketing opportunities.

With a blend of structural design, fine arts training and two decades of sign building experience, we can help you plan for any sign project you require.

Your business signage is a valuable investment. This guide will assist you in making informed choices to recover the best return on that investment.



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## STATISTICS

Did you know that 85 percent of customers come from within a five-mile radius of the physical location of your business? And did you know that 49 percent of those customers visit your business specifically as a result of seeing your sign?

Given these statistics, it should come as no surprise that an effective, legible and visually appealing sign is of critical importance to any business or organization.

Signs work for your business 24 hours a day, seven days a week and 365 days a year. They don't take vacations, get sick, need training or quit to go work someplace else.

Based on a standard cost of 1,000 visual impressions, a sign literally works for pennies. For example, an on-premise sign will work for just 22 cents per 1,000 visual impressions; compared to newspaper advertisements at \$3.60, radio at \$5.90 and television at \$10.00.

Dollar for dollar, compared to any other kind of advertising, signage is the clear winner when it comes to resulting visibility and sales. At Island Sign, we build custom signs to meet the specific requirements of your business, and at a price that will ensure you receive the optimal cost benefit.

### NOTE:

All of the information, statistics and facts found throughout this guide have been obtained through independent studies by the SBA (Small Business Administration), the ISA (International Sign Association), the University of San Diego's study on the impact of on-premise signage and the American Trucking Association.

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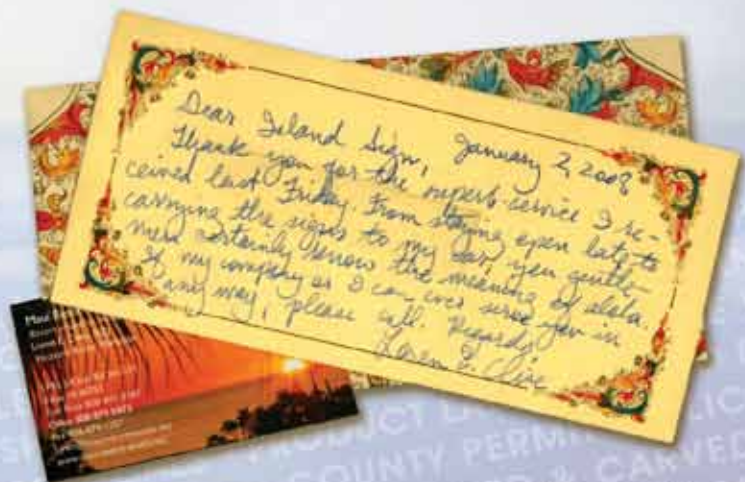


## DIMENSIONAL SIGNS

Island Sign is a pioneer in CNC routing, the latest technology in three-dimensional signage production. Using this cutting edge technology, we create dimensional signs ranging in style from an antique appearance with old-world charm to modern simplicity with a high-tech look, all with a craftsman's touch.

We specialize in High Density Urethane (HDU), which has excellent stability and versatile manufacturing options. HDU is an ideal choice for durable outdoor signage, impervious to termites and environmental degradation.

Routed and sand carved signs are also available in high-quality woods such as redwood and cedar, which are resistant to decay and reflect the natural beauty and texture of wood grain.



- Loren E. Clive  
Maui Resort Rentals

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## LOGO DESIGN

Whether your business is large or small, new or well established, Island Sign can assist you with all of your marketing and branding needs. We provide graphic design services, ranging from basic sign layouts to full logo design projects and corporate identity packages.

Sign designers are frequently approached in the beginning stages of new business development. We are often asked to produce signage before a business has its own established brand or identity.

Logos are an integral part of building and enhancing your brand identity. At Island Sign, we create custom logo designs that are graphic representations of your company and its products and services.

*"I've worked with Doug and Island Sign for over seven years and can attest to the quality and professionalism that is synonymous with their work. Whether an artistic business sign or a simple banner, Doug at Island Sign has made sure the job was done correctly the first time, and at very reasonable prices. His creative abilities in developing my other business logo and branding was also an added value that was greatly appreciated!"*

- JD Wyatt  
Hawai'i Nature Center



# Island Sign

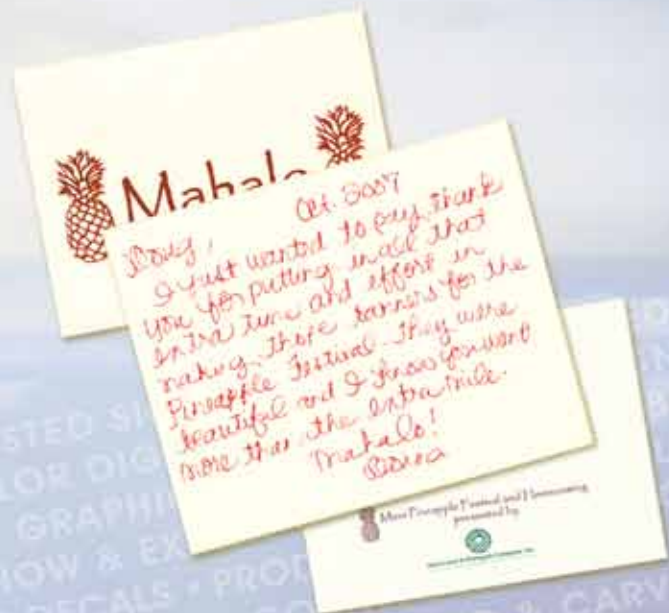


## BANNERS

Promote your business, fundraiser or special event with a customized banner from Island Sign.

Banners are a popular form of advertising for a wide range of retail and wholesale industries. A standard banner will be a regular player for nearly any type of special event – from church functions and golf tourneys to nonprofit fundraisers and other promotional activities, a banner from Island Sign is the best way to publicize your business or organization.

We create banners that are flexible, inexpensive and versatile; crafted with grommets, hemmed edges and reinforced corners to adapt to all weather conditions. At Island Sign, we provide outdoor, durable banners that will send the right message to all of your customers.



- Donna  
 Maui Land & Pineapple Company Inc.



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## FLAT SIGNS

Extend a visual invitation to your customers with an eye-catching, customized flat sign from Island Sign. These signs are cost-effective, rigid and lightweight, yet durable in outdoor environments.

The professional craftsmen at Island Sign create flat signs designed to effectively meet your specific business needs. We offer a wide variety of high-quality materials, suitable for every possible application. We can assist in making the appropriate material choice that best suits your project and environmental conditions.

*"Long Financial Services, Inc. has to follow specific industry guidelines regarding signage, and Island Sign is a key provider for our professional services display. Doug Allan delivers a high quality product, and offers suggestions which are unique, thoughtful and very much appreciated. Doug is professional, on time, and priced competitively; we value those qualities here in Maui and recommend him highly."*

- Gayle Long  
Long Financial

*"We have worked with Island Sign on a number of projects over the last several years. Doug and his crew have always been first rate! Island Sign provides responsive customer service, attention to detail, and quality workmanship. Our experiences working with Doug have always been great! A real class act!"*

- Ken and Monica  
Maui Parcel Service



# Island Sign



## DECALS & LABELS

Promote your brand and identify your product or service with a customized decal or label from Island Sign. Our decals, labels or stickers come in an unlimited assortment of styles, colors, shapes and prices.

Ideal for fundraisers, special events or product marking, our decals and labels are extremely versatile; crafted with durable graphic films including reflective, metallic and foil stock. In addition, we can produce decals and labels with sequential numbering, which are ideal for parking permits or reverse printing for interior window application.

*Hotel Hana Maui and Island Sign with have been working together since 2002. The quality and quantity of signs that Hotel Hana-Maui demanded in their projects over the years have been fulfilled with professionalism that far exceeds our expectations. Our projects include the custom wall graphics in our Sea Ranch Cottages, the exterior directional signs and the high end dimensional signs for our retail shops. Hotel Hana-Maui has seen immense growth over the years working with Island Sign and Doug. They can and will always handle our workload of signs.*

- Roland Torres  
Hotel Hana-Maui

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## VEHICLE GRAPHICS

Drive more traffic to your doorstep with custom vehicle signage. Vehicle graphics can yield 600 visual impressions per mile, at rates as low as 15 cents for every 1,000 impressions!

Island Sign can provide the best mobile advertising for your business. We offer a full range of vehicle graphics, including basic door lettering, fleet striping, custom graphics for your car, truck or van. We are Maui's leader in high impact vehicle wraps.

*"Wanting to expand the advertising of my computer business, I approached Island Sign looking for a magnetic door sign. After discussing my objectives and my needs, I was offered some alternatives to consider. In the end I went with an approach that maintained the quality and look of my vehicle and was a superior representation of my business. I am grateful for the few minutes Doug took to educate me of some other options, resulting in years of increased revenue, business value and return on my advertising investment."*

- Gerald Jones  
Computers Made Easy

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## ELECTRIC SIGNS

Catch the eye of your customers with one of our captivating electric signs. These signs provide high visibility 24 hour, 7 day a week advertising exposure, particularly with fast moving traffic and have been statistically proven to dramatically increase impulse sales.

Our electric signs are custom manufactured using durable, impact resistant materials, with high performance graphics and illuminated faces made from acrylic or poly carbonate (Lexan), an impact resistant material.

*"Ohana Steel Buildings has used Island Sign for several incredible products including banners, yard signs and car advertising magnets. All products are very detailed and the color really makes our business idea POP! We have used Doug's expertise in creating several signs over the years. Their professional attitude, quick response and expert direction is why we don't go anywhere else for our signage!"*

- Jennifer JM Salisbury  
Ohana Steel Buildings, Inc

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## CHANNEL LETTERS

Illuminate your business or organization with Island Sign's custom designed channel letters. In addition to generating attractive and eye-catching publicity, channel letters are the lowest cost advertising compared to any other media that could provide 24-hour, seven day a week exposure for your business.

Island Sign offers lightweight, rust-resistant metal letters with a "channel" light source that casts a light on each letter. In addition to traditional neon lighting, we specialize in LED (Light Emitting Diodes), which are more energy-efficient and cost-effective for our valued clients.

*"We have been working with Doug and his crew at Island Sign for about four years on all of our signage and banner needs. We initially chose Island Sign for the high-quality signs and competitive pricing; we've continued to be a client because the consultation and inventiveness exhibited by the Island Sign 'ohana has proved to be the best! Doug is highly knowledgeable in the use of various materials for specific applications and has a great eye for design detail."*

- Garrett Marrero  
Maui Brewing Company



## CUSTOM GRAPHICS

The equipment and materials utilized by Island Sign are those that have been proven throughout generations of traditional sign making as well as the latest technology used in the industry today.

In addition to sign making, our graphic capabilities lend themselves to various other surface decorations. With the outdoor durability of so many colors and textures of adhesive-backed films, as well as the ability to design custom shapes for cutting these films, there have been many graphic applications other than signs that have passed through the production areas and galleries of Island Sign.

We have enjoyed numerous opportunities to customize surfboards, as well as other recreational boards, canoes, sails and watercraft. Regardless of the project, we can produce a single custom design or fill a large order for our manufacturer clients.

While the "sign industry" may imply storefront signage, our custom graphic work applies to many varieties of sporting gear, musical instruments, automotive customizing and residential or commercial embellishments.

*"Doug Allan is one of those small business success stories that make me so very proud. He is a professional who cares a lot about what he produces, works hard to please his customers, has so many ideas to create exactly what you are looking for, and he does all of this so quickly. I truly admire him and his work."*

- Gladys Coelho Baisa  
Maui County Council



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## SIGN PERMITS

Many sign projects in Maui County require a sign permit. Like many regions, Maui County has developed a sign code that all residential and commercial signage must adhere to. These codes are written to protect public health, safety and welfare, while staying within the requirements mandated by the State of Hawai'i.

These regulations usually fall within one of two categories: Structural integrity or zoning (land use) requirements. In addition to compliance with county codes, there are many multi-tenant buildings that issue their own requirements. Therefore, it is important to contact your landlord or property manager and inquire if a Comprehensive Sign Plan (CSP) has been approved by Maui County. While some property owners or managers may impose stricter requirements, the CSP is typically adopted to ensure and/or improve the aesthetics of the building.

Compliance with an approved CSP will also streamline permit application processes, and will almost always ensure county approval of any applications that conform with the CSP of your designated building.

*"When I approached Doug at Island Sign to help me draft up a Comprehensive Sign Plan for the County Planning Department I knew it was a daunting task. Not only did he bring all my building's tenant signage in compliance with county regulations, but he also replaced our old wooden sign with eye-catching, illuminated channel letters; and the difference has literally turned heads. In fact, more people than ever are noticing our business on this busy Kahului street corner."*

- Theo Brown  
First National Pawn



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## INSTALLATION & MAINTENANCE

Many of the products we produce at Island Sign are small and easy to manage. However, we create a number of signs that require a degree of skilled labor for installation at the final location. Proven installation techniques are employed to provide long-term durability, as well as innovative methods to conceal any visible hardware.

At Island Sign, we will coordinate an initial consultation for each of our clients in order to identify any conditions that may impact the installation process. As a result, any potential challenges that may arise during the installation process will be addressed and incorporated into the development of a design solution for each individual project.

For our established clientele, Island Sign offers maintenance and restoration of aging signs, which is accomplished by updating information or simply refurbishing the sign to its original luster for an extended life expectancy and a renewed appearance.

*"As a designer and reseller of signage, we've dealt with numerous wholesale manufacturers to meet our sign production needs. From our first dimensional project with Island Sign, the assistance and experience of Doug Allan has proven to be an invaluable asset to our company. From concept to creation, Island Sign has been an integral partner, enabling us to offer the best possible value and products to our clients."*

- Lenore Johnson  
LTJ Graphic Studio



## SIGN SUPPLIES

Living on an island always presents unique challenges. One of those is limited access to specialty products. The vast majority of materials used at Island Sign are not available in the State of Hawaii, and must be shipped in from the mainland.

Time is money, and when it comes to marketing, time is always of the essence! We recognize the critical importance of providing a prompt turnaround time for our clients. By dedicating the necessary space & the financial resources, we are able to maintain a broad range of sizes, weights, and colors of the many materials we use.

Our inventory is purchased in bulk, long before we need it for your project. As a result, 90% of the materials used at Island Sign have been brought in by barge, at a dramatically lower freight cost, with less environmental impact on our island & our atmosphere. In any retail manufacturing facility, freight costs are invariably passed on to the consumer. At Island Sign, freight savings are passed on to you!

*"Doug and the staff at Island Sign have always been extremely professional with all of the jobs I give them. They produce a quality product for my picky clients, are willing to meet my tight deadlines, and always with the spirit of Aloha."*

- Geoffrey T. Moore  
Silver Moon Art & Design



## Contrast & Visibility

**GOOD CONTRAST  
HIGH VISIBILITY**

**BAD CONTRAST  
LOW VISIBILITY**

Common Color  
Combinations

Layout  
Complexity



OK



GOOD



BETTER



BEST

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## BASIC DESIGN

The effectiveness of every sign is defined by several factors...

- 1. Readability:** The size of the sign should be based on the distance to the intended viewer and how fast they are moving. The goal is to communicate to them quickly and allow them enough time to make a decision to visit your business.
- 2. Key Words:** A brief 2 or 3 word message communicates much more effectively than attempting to put a "laundry list" of services and products on your sign.
- 3. Graphics & Symbols:** Symbols, graphics or logos that clearly communicate your business to potential clients often convey more than the words themselves.
- 4. Color:** When additional colors are present on a sign it has been shown to increase retention by 78 percent. Add a second color to get your message across and consider full color for maximum impact.
- 5. Materials:** What you choose to have your sign made from also speaks to your customers. Cheap materials and a stark layout communicates discount prices and no frills. Expensive materials and elegant accents suggest luxury goods and exceptional service.



# Island Sign

With any business decision it is vitally important for the owner or project leader to establish the direction that each organization needs to go.

This is particularly true when working with any kind of "custom designed" product as only the final decision maker can truly and accurately identify what criteria is vital to their final decision.

By taking time to completely answer these questions you will identify these key factors and, consequently, you will empower your sign & graphics professional to guide you towards the most effective solution for your organization.

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Kahului, HI 96732

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fx (808) 871-8787

signs@islandsign.com  
www.islandsign.com

## SIGN PROJECT

1. Do you have an existing logo, graphic or brand ID that you wish to incorporate into this project?

Yes - Please gather your existing artwork in all of the forms (physical & digital) you have and make it available at your meeting.

No - Please gather any ideas and possible concepts that you feel would best represent your ideas for how you wish the organization to be portrayed. Be sure to give consideration to your target markets and desired customers?

2. What colors do you specifically like or dislike?

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3. Have you considered your goals & objectives? What do you want to accomplish or, more importantly, what problems do you wish to solve with this sign, logo, or graphic? Please list them here.

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4. How or where do you plan to use your graphics?

Storefront  Vehicle(s)  Business Cards  Letterhead  
 Hats  T-shirts  Direct Sales  Point of Purchase  
 Website  Other \_\_\_\_\_

5. Have you done any research on signs & graphics in order to make a better educated decision for your organization? An easy and valuable resource is the SBA (Small Business Administration) website at: <http://www.sba.gov/starting/signage/faqs.html>

6. What have you determined your budget to be? Every purchase a business makes should be carefully weighed against the expected return. "Custom Designed" products can often include hundreds of possible solutions with widely different price ranges from \$25 to \$25,000. Take the time to come to a realistic figure.

Please note that this is not a "blank check" but is intended to help give us a measure with which to narrow down your possible solutions.

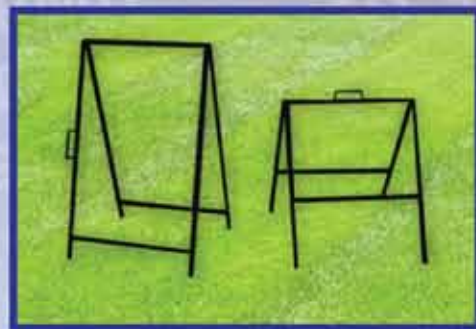


# January Specials!

**FREE SANDWICH BOARD FRAME**  
w/ purchase of 2 sign panels to fit

18" X 24" Full color aluminum signs: \$125.00 /Pair

24" X 36" Full color aluminum signs: \$225.00 /Pair



# February Specials!



**20% OFF FULL COLOR BANNERS**  
Choose from 24", 36" or 48" rolls

Original Price: \$10/sq. ft. **JANUARY PRICE: \$8.00/SQ. FT.**  
Our \$100 minimum order on digital printing still applies



# March Specials!

**50 FREE FULL COLOR DECALS**  
w/ purchase of 1 pair magnetic signs

Standard 12" x 24" **Magnetic Signs: \$150+** Artwork Charges

**FREE** decals are a 1.5" x 3" replica of the magnetic sign artwork





Island Sign LLC  
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