



Strategic Signage

“A Comprehensive Sign & Graphic Sourcing Program”

**We want to provide a Comprehensive Management Program
For all your signage needs!**

**Brand Recognition & Integrity is paramount in building
your signage program.**

**Quality Signage can be the difference between the
success and failure of a business.**

**Good Signage is the most effective and affordable tool
to capture and maintain market recognition.**

**As your *Signage Program Manager*, Strategic Signage
provides the following process and services:**

Process:

- ✓ **Planning**
- ✓ **Approvals**
- ✓ **Fabrication**
- ✓ **Shipping**
- ✓ **Installation**
- ✓ **Program Closeout**

Services:

- ✓ **Turnkey Program Management**
- ✓ **Brand Integrity Program**
- ✓ **Inventory Control Management**
- ✓ **Fleet Graphics Program**
- ✓ **Sign Surveys & Site Analysis**
- ✓ **Sign Design, Prototype Design &
Development**
- ✓ **Sign Maintenance Program**

The Process...

Planning

With communication being the key to any successful relationship, we begin by defining the scope of work to be performed based on the number of facilities, geographic dispersion and our client's schedule. Site surveys, zoning research and design solutions would also be included in the planning phase.

Approvals - Permit & Zoning Research

Preliminary research is a vital aspect of what we offer to our customers. Code research consists of preliminary investigations, code interpretation, alignment of design solution with code, while providing full support to our sub-contractors during the approval process. We take the lead on the approval process of your signage needs by working closely with our client's internal team. We work to obtain the Landlord's approval for permitting and variance regulations within guidelines of the specific municipality.

Approvals - Variance Process

The Variance Process can be an arduous procedure and extremely time consuming. Early planning is essential. We will assist in assembling the appropriate team, prepare the documents and obtain review board endorsement.

Fabrication

We offer two methods of procurement to benefit your specific needs.

- ***Direct Procurement:***
We hold contracts with our pre-qualified sign companies
- ***In-Direct Procurement:***
Client holds contract with sign companies

Shipping

We will coordinate with the appropriate companies and be responsible for the shipping of your product ensuring that it will arrive on a timely basis at the proper location. We will also provide updated tracking reports on delivery times and schedule of installation.

Installation

Signing up with **Strategic Signage** for installation of your signage or graphic needs has numerous advantages. We have a network of pre-qualified vendors throughout the country that we have worked with over the years. We have the ability to supply you with competitive pricing. Field inspections insure quality is maintained in the installation phase. We emphasize open communication with our clients by keeping up-to-date reports on a regular basis during all phases.

Program Closeout

We believe that final follow-through of each project is imperative. Upon project completion our clients receive hard copy and electronic files. Our mission to provide open communication during each project follows through to completion. We want to hear your feedback as well by providing a client satisfaction survey. This allows us to constantly update & improve our services. Lastly, we offer a warranty maintenance program to insure your signage for many years to come.

Services...

Turnkey Program Management

As a business owner, one of the primary goals of your signage is to create "Brand Recognition" in the community or nationwide. In today's society with corporate expansion or mergers & acquisitions, logos may change and sign conversions may occur. Often during these times, short term objectives may need a quick turnaround. This is where we come in; we show our clients with strategic planning the expansion or conversion can be executed with ease. Our turnkey program management can promptly and efficiently assure your project to be completed on time and within your budget.

Strategic Signage provides a Signage program designed to meet each individual clients needs. We assign a dedicated project manager who supervises your company's project from the initial consultation to planning, design, fabrication, installation, maintenance and completion of the project. Our experienced and knowledgeable project managers assume ultimate responsibility for overseeing and facilitating your specific program.

Our Management services include, Strategic planning & program design, on-site analysis, re-branding, new identity roll-out programs, engineer services, permit and variance compliance, fabrication, installation, maintenance, inventory control, project status reports, & final inspection and close-out.

Our management strategy and objective is to execute all aspects of your signage program promptly and efficiently assuring complete customer satisfaction.

Brand Integrity Program

Quality Signage is paramount in building or maintaining your company image. Your signage can be the difference between the success and failure of a business. It can also be one of your most effective advertising tools to capture & maintain market recognition.

Whether you're just starting a business or expanding to additional locations, maintaining or selecting new signs, it is essential to retain your brand integrity. In the event your company is selecting new facilities and outsourcing is needed, we provide this program to meet those needs. Strategic Signage specializes in this field. We work on your behalf to see that the quality of signage, fabrication & installation meet company standards.

We are accustomed to working with Real Estate Development teams in adding new building facilities. We do on site analysis to ensure preliminary code research and compliance with landlords is met before establishing signage plans to our clients. Once this has been satisfied, we initiate fabrication and installation of the pre-qualified signs to your new facility. Final inspection is then done and documented in a report to our client.

Inventory Control Management

At Strategic Signage we know first hand that effective inventory management can minimize costs. Often times when companies go through expansion or have multiple locations, it is more cost effective many times to order larger quantities for price breaks. In this situation someone must maintain that excess or remaining inventory. Sometimes businesses order extra signage as a buffer in the case of accidents or unexpected needs in the future.

We offer vendor reports along with inventory tracking for the client's benefit.

Alert reports can be available when inventory is near depletion or needs to be re-ordered.

If a customer has no place for storage, that can be arranged as well.

Fleet Graphics Program

The quality of graphics applied to your service vehicles, vans, trucks, trailers or company cars is one of the most advantageous forms of advertising in today's market. This allows consumers to be continuously reminded of your community or national presence. It can be a valuable tool for information, creative services, and programs or just contact information.

The design can be as simple as cut vinyl graphics of the company name to digitally enhanced vinyl graphics of logo & design to complete Vehicle wraps with reflective vinyl for night vision. There are so many options available today.

Most importantly this process can be a costly venture if done improperly. Our professionals will see that the proper vinyl with UV clear-coating is applied to your vehicles. It is vitally important to use quality materials not only due to weather conditions but also for removal at later dates.

We will work with your existing designs or create new designs to meet your needs. Once the design is in place we coordinate the fabrication and installation to meet your scheduling needs. Many times there are vehicles in several locations and in this case we have a network of qualified installers who can accommodate time & schedules in various locations.

Sign Surveys & Site Analysis

Sign Surveys and Site Analysis are part of our preliminary process after our initial consultation. This allows us to determine where the signs or graphics are needed. Many clients are responsible for facilities or fleet vehicles in various locations. Our survey and site analysis provides photographs, and reports with pertinent information regarding each specific location.

During this phase we also do preliminary permit & zoning research, alignment of design solution with code, and request information for any permitting needed for landlords final approval. Upon completion of survey we supply a status report to the client. After clients approval we proceed with permitting process.

Sign Design, Prototype Design, & Development

After an initial consultation and we have established your company standards, the design process begins. We can take your logo or design and develop a custom sign to fit your site requirements or graphic needs for fleet or vehicle wraps. We will provide color renderings, photo images, or morphs that will reflect your image on the specific building, location or vehicle you have requested.

Sometimes prototypes of particular designs on specified substrates, or sample substrates with the new design can be beneficial as well. In certain circumstances this allows the client to evaluate if in fact the design meets their expectations. This can sometimes prove to be more cost efficient in determining if design complies with existing signs or graphics.

Sign Maintenance Program

Strategic Signage offers a pro-active approach to maintenance of your signs. We understand the importance of your signage projecting a positive image, in other words an asset that we maintain so it doesn't become a liability. Our on-site inspections can uncover sign and or letters being out of service or weathered. The cost of a major repair or replacement can often be avoided with proper care and maintenance.

We can customize a sign maintenance program for your specific needs.



Strategic Signage

Sign Programs & Product Suggestions...

Identification Signs

- **Monument Signs**
- **Channel Letters**
- **Backlit signage & Light-boxes**
- **Digital LED Signage**
- **Pylon/freestanding signs**
- **Architectural building, signage**
- **Awnings**
- **Nameplates**

Directional Signage

(Parking, Warehouse, Interior, Exterior)

- **Floor Graphics**
- **Vinyl Decals**
- **Aluminum Signs**
- **Banners**
- **Wall graphics**

Safety Signage

- **Decals**
- **Slogan Banner**
- **Safety Scoreboards**
- **OSHA Tags**
- **Custom Hazard warning labels**
- **Safe driving Fleet graphics**

Fleet Graphics

- **Magnets**
- **Window Graphics**
- **Cut Vinyl Lettering**
- **Fleet decals**
- **Vehicle Wraps**
- **OT/VIN number**



Clients...

Strategic Signage has forged ahead on both the national and international fronts.

Strategic Signage has a re-branding contract with MCI-Verizon. The first phase of the contract was to convert the sports arena in Washington DC from what was known as the "MCI Center" to the "Verizon Center." We were responsible for replacing all of the exterior signage and interior signage for the facility with the challenge to have the identity of the arena changed in time for the 2006 NCAA Basketball Tournaments. Several hundred interior signs, including the basketball courts and hockey ice, now bear the new logo. Larger exterior signs were built and installed over the following months.



We performed program management for the international re-branding program consisting of over 500 facilities - fabricating and shipping signs as far away as Brazil, Tokyo, New Delhi, Hong Kong only to name a few.

The domestic program in the U.S. consisted of over 150 major facilities and well over 28,000 small tech sites that needed re-branding from MCI to Verizon.

"Verizon Experience" – A high-end retail store designed for the younger generation. Verizon Wireless has engaged Strategic Signage to introduce this new concept in Texas and Virginia.

Verizon FiOS - Strategic Signage is an effective member on the Verizon FiOS implementation team. Up to the present time, we have provided interior and exterior individual, custom signage packages for 9 Verizon stores throughout the northeast. We are in the process of reviewing new locations for New Jersey, Suffolk County, NY, Richmond Virginia and Newton, Mass to be completed by the end of 2007. Looking ahead to 2008, there are another 7 or 8 sites forecasted for completion.

Strategic Signage provides a full complete turnkey, project managed service, from site survey, concept, design, permitting, fabrication and installation. Based on our past relationship and reputation with various Verizon representatives, Strategic Signage is treated as a respected team member who always meets their commitments.



Clients...

WellCare is a leading provider dedicated to government-sponsored health plans such as Medicare, Medicaid, State Children's Health

Insurance Programs and others. Based on Strategic Signage's outstanding performance and attention to detail, we have developed a strong, positive relationship with WellCare. We have always exceeded WellCare's expectations



on our projects. Strategic Signage has completed approximately 30 projects for WellCare in the past year and one-half at various locations in Florida, Georgia, New York and Ohio.

The projects all have been turnkey and project managed from conception to final completion. The projects ranged from large exterior signage projects, interior graphics displays, new awnings with graphics, parking lot signage and directional signage.

WellCare is developing new sites throughout the United States that require signage all the time. The most recent locations that require our expertise is Newburgh and

Kingston, New York. We currently have in the fabrication

stage a core values project for their facility in Tampa, FL. Recently, we have been requested to affix on to all their signage throughout the country the trademark symbol. We are fortunate to be part of the WellCare team to accommodate them in all their future endeavors.

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