

Digital Graphics 2010-2011



Distributed Locally By:
Installing The Holidays
Phone: 704-936-6979



PIAGET

OPENING SPRING 2010



PIAGET

OPENING SPRING 2010

Very Special

Very Special

Very Special

Very Special

Open Ahead



wall mural on construction barrier

DIGITAL GRAPHICS

About Digital Graphics	4
Light Pole Banners	10
Banner Shapes	11
Banners	12
Creating Your Banner	16
Mounting Hardware	22
Large Format Banners	24
Window Graphics	26
Floor Graphics	28
Flatbed Graphics	30
Banner Stands	32
Art Specifications	34
Contact Information	35



double banners



step and repeat backdrop

DIGITAL GRAPHICS

We know you expect superior quality and service from your turn-key digital print provider - and we're here to deliver!

We have extensive large format print capabilities coupled with design, warehousing, finishing and installation services. Whether you need one banner or one-thousand, we have the facilities and resources to ensure that your large format print projects look great and stay in-budget.

Our customers benefit from:

10 Years Experience in Digital Printing

Free Site Evaluation and Survey

Installation & Removal

Maintenance and Repair (including cleaning)



black out window graphics



pole banners



black out window graphics



mounted banners

PORTFOLIO IMAGES



banner and window lettering



double banners



944



GO
THERE
THE TRAVEL ISSUE

ALAN TAYLOR



TEXT "UPDATE"
TO **TXT944** (787944)

for the latest news and notes from the 944 world

www.944.com

944

FASHION
ENTERTAINMENT
LIFESTYLE

MAGAZINE



www.944.com

PORTFOLIO IMAGES



holiday banners



window graphic



SantaCarla
GrandPrix
june 7-8
novacom speedway

RELAX THE BACK

LIGHT POLE BANNERS

Our colorful and unique banner designs are a great way to create visual interest and communicate your message with minimal investment.

Don't see anything that fits your needs? We can create a custom light pole banner design specifically for your market.

All banner designs can be printed as single or double banners. Our light pole banners are printed on 13oz or 19oz matte or glossy vinyl and are backed with our **three year no-fade warranty**.



double banners



wall-mounted banners



BANNER SHAPES

We are happy to offer innovative banner shapes. These profiles create a fresh look and add an interesting appearance to your message.



Double rectangle



Double with Spear Extension



Double with Tapered Extension



Double with Diagonal Extension



Rectangle & Companion



Double with Swallow Tail Extension



Double Triangle



Double Flipped Triangle

SEASONAL THEMES

For winter and holiday designs ask about our Holiday Graphics Catalog!



blooming (double)



summer sailing (double)



daisies



spring branch



summertime flowers (double)



water lily (double)



spring flowers (double)



seasonal birds (double)

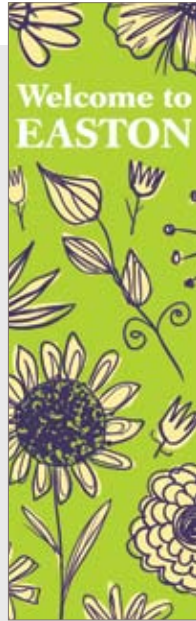


summer fruit (double)

All banner designs are fully customizable and can be tailored to your needs!



summer kites (double)



flower doodles (double)



falling leaves



pumpkin patch



fall leaves (double)



valentines hearts



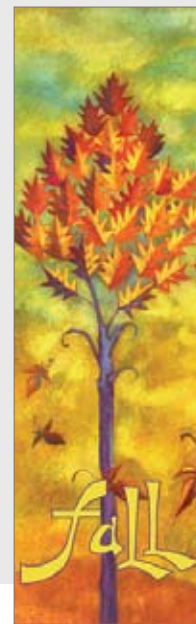
gerber daisies



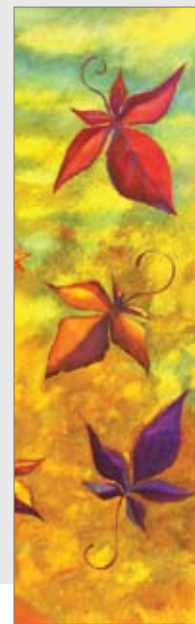
owls in spring



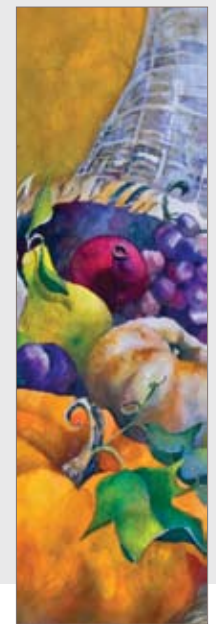
poppy



fall color (double)



cornucopia (double)



PATRIOTIC & HONORS THEMES

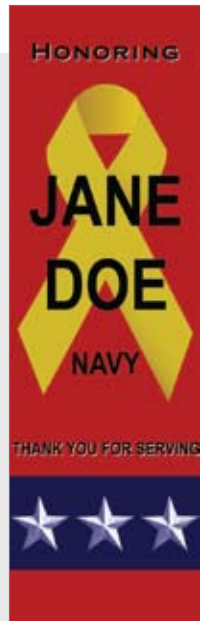
Show pride in the service members from your community with an Honors Banner program!



red honors



flag honors



three stars honors



blue star honors



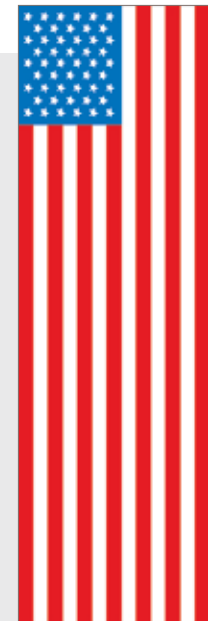
blue honors



shooting star honors



american flag



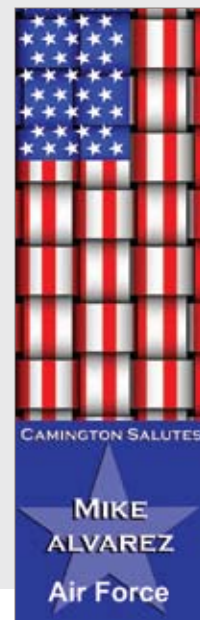
vertical flag



star honors



waving flag honors



woven flag honors



support the troops (double)



canadian honors



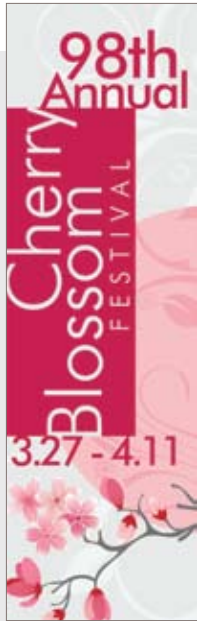
canada day



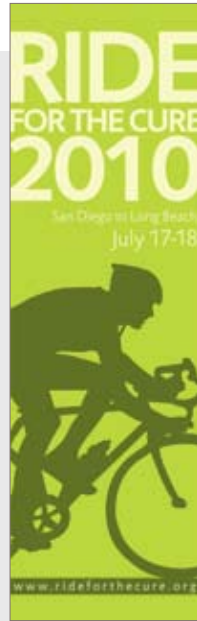
canada city sponsor

Use these designs as a starting point for events and organizations unique to your community!

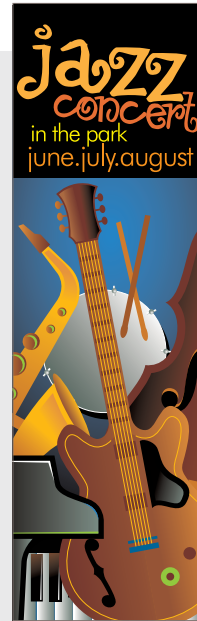
EVENTS & COMMUNITY THEMES



cherry blossoms (double)



ride for the cure



jazz concert



anniversary



recycle tree



awareness red



jazz fest



botanical gardens



marathon



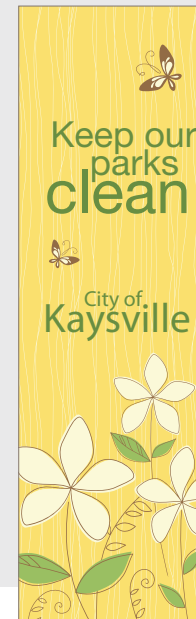
save the arts



music festival



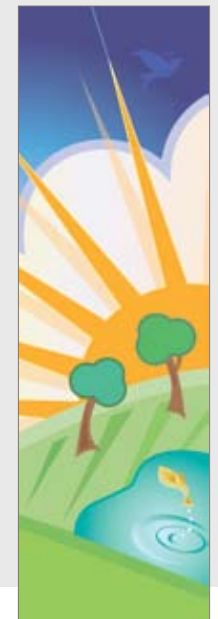
theater



parks



earth day (double)



ATTRACTIONS & PLACES THEMES

Promotion is made easy with an assortment of stylish banners that will get you noticed!



tropical garden (double)



orchids (double)



flight (double)



surf city



sailing



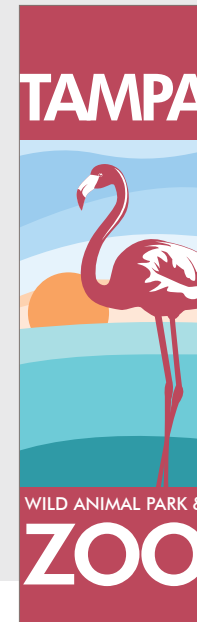
aquarium (double)



hot air balloons (double)



farmers market (double)



zoo



vineyard

Colorful and attractive Pole Mount Banners stretch your promotion budget - ask for details about custom design!



harbor ferry (double)



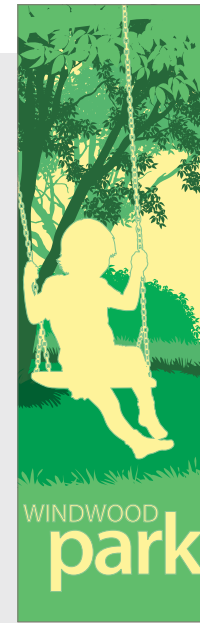
arts & music



downtown



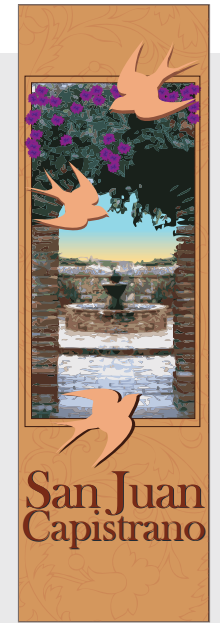
marketplace



park swing



cafe



mission



starfish



urban shop



urban dine



urban play



shopping



shop silhouette



dine silhouette



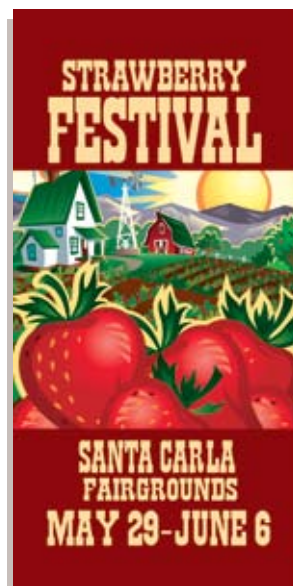
enjoy silhouette

CREATING YOUR BANNER

Designing a banner is simple! The following suggestions will get you started and help you complete a professional looking design for your banner project.

Select the images and messages that best convey your point. Bright and colorful graphics and photographs are guaranteed to attract attention. To ensure the best results, use the highest resolution possible.

Make sure you know what size light pole banner you need. Our most common size is 30" x 96", but we often create banners that are 30" x 60" or 30" x 84". The ratio of the banner makes a big difference in how your image will be cropped.



30" x 60"



30" x 84"

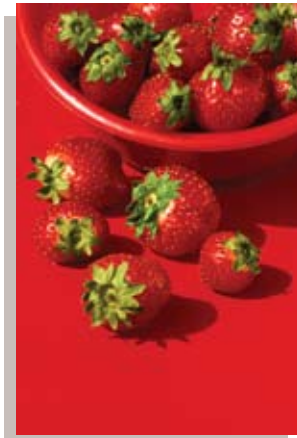


30" x 96"

“We have thousands of stock images and illustrations for you to choose”

ADD YOUR MESSAGE

There may be times when you want your banner to be completely filled by the image. If so, choose an image that has some open space to allow for the placement of text. This way the image doesn't interfere with the legibility of your message.



“ If your image is busy, place the text in a separate field for increased readability”

COLORS AND FONTS

Different color combinations and font styles can create a different look and feel within the same design. Experiment with different colors sampled from the image and decide which one looks best in your banner design.

Avoid using too many colors and fonts, especially when the image featured in your banner is busy. This will keep your banner from looking cluttered. Whatever your design, take care to choose fonts that are easy to read. Avoid overly decorative fonts, as these lose legibility at a distance.

“Different color combinations and font styles can create a different look and feel within the same design”



EXPAND YOUR BRAND

Once you have settled on a design for your banner you can reuse and rearrange elements of your design in other formats. Coordinating light pole banners with window graphics and other signage reinforces your message and helps you get the most bang for your promotional dollar.

We can help you create a coordinated graphics program across light pole banners, over the street banners, window graphics, backlit signage, murals, hanging signage and more. Talk to one of our design experts about how you can best achieve your promotion goals through cohesive design and large format prints.

“Achieve your promotion goals through cohesive designs”



Light Pole Banner



Backlit Sign



Window Graphic

POLE BANNER MOUNTING HARDWARE

We know how important it is that you have the right hardware for your pole banner installation, that's why we carry only the strongest and most reliable hardware for your job. Engineered for long-lasting exterior installations, our Windbreaker™ banner brackets are the strongest banner bracket system in the industry. That's why we stand behind all of our hardware with a 6 year warranty.

“Our Windbreaker™ banner brackets are engineered to withstand sustained 70 mph winds!”



A. Windbreaker™ Banner System w/ Adjustable Bands

Engineered to withstand sustained 70 mph winds when installed with Band-It strapping. Fits poles 2 1/2" or larger. Set includes:

- 2- banner bracket shoes
- 2- pole assemblies
- 4- adjustable band clamps
- 8- 1/4" hex bolts
- 2- 1' pieces solid core wire

B. Band-It™ Strapping Material, Buckles & Tool

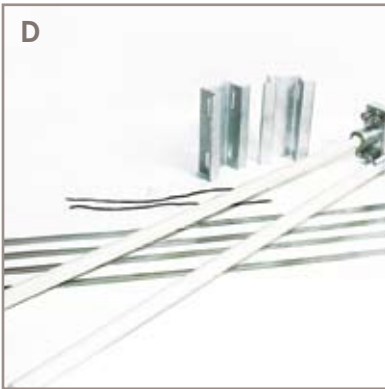
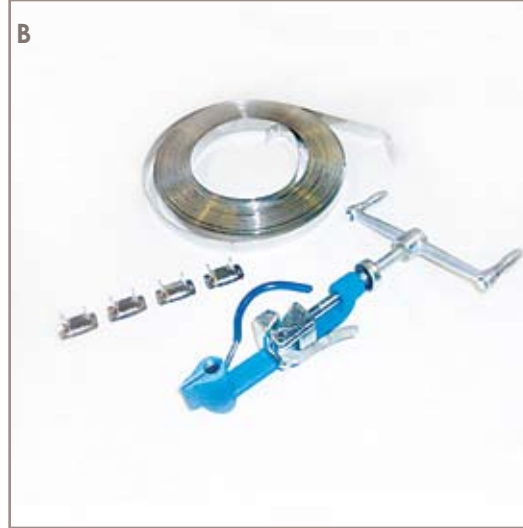
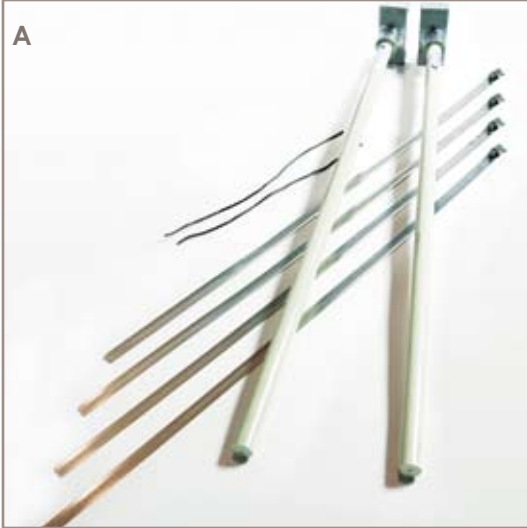
Bright stainless steel finish resists oxidation and many corrosive agents. Imprinted scale on band for easy measuring.

C. Banner Bracket Pole Ends

Solid aluminum pole ends screw on to 3/8" threaded end of Windbreaker™ arms. Available in brushed aluminum or anodized gold. Custom anodized colors available.

Example shown (left) is double pole banner requiring two sets of Windbreaker™ Banner Brackets

We carry the highest quality and long-lasting pole banner hardware in the industry!



D. Mini Windbreaker™ Bracket Kit

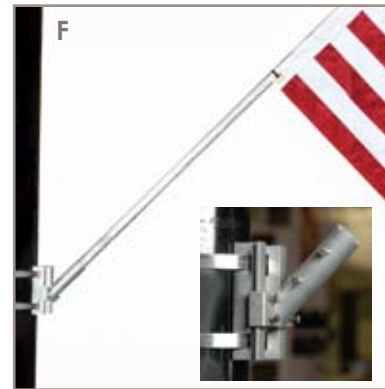
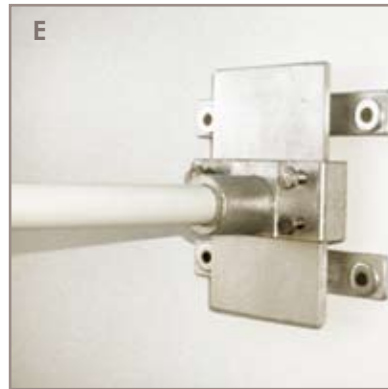
For smaller banners, use our Mini WindBreaker™ Bracket Kit. Adaptable to poles 2 1/2" or larger.

Set includes:

- 2- WindBreaker Mini Pole assemblies
- 4- adjustable bands
- 2- 1' pieces of 14 gauge wire

E. Wall Mount Brackets

Use with Windbreaker™ Banner Arm. Constructed from solid steel with a aluminum finish. Hardware is not included.



F. Flag Pole Bracket

Use with Windbreaker™ brackets to hold pole at 45- degree angle. Aluminum construction supports up to 7/8" fiberglass or wooden rod.



G. Triangle Banner Bracket

Adaptable to poles 2 1/2" or larger. Simple to install and remove. Includes the following:

- 3- Stainless steel adjustable bands
- 1- Arm 30" in length
- 1- Quick link connector
- 1- "D" ring.

LARGE FORMAT BANNERS

We will take your large format banner project from concept to completion with the individual attention your project deserves. You can count on great design and top quality, vibrant printing delivered on time and on budget. We have a large selection of substrates and finishing methods to ensure you have the right banner for your application.

Our knowledgeable graphic and printing experts can help you create truly attention grabbing signage to ensure your messages comes across loud and clear. Talk to one of our friendly representatives and get your project started today!







600

AVAILABLE
6,000 SF
DIVISIBLE

CBRE
Peter Sullivan Peter Wenzel
808.441.1111

Apple Valley
Commons

WINDOW GRAPHICS

Window graphics are a surprisingly affordable and effective way to attract shoppers. Decals add dimension that embellish your window displays. Brightly colored full block-out window graphics create an attractive mural that can hide construction or promote product and sales.

Window static clings are reusable and can be applied to any glass surface without leaving an adhesive residue. Pick the substrate that works best for you; static cling, window perforation, or adhesive.



FLOOR GRAPHICS

Visually compelling designs can be applied to most floors. We have materials that will adhere to carpet and unfinished cement. Floor graphics have become the hottest trend in retail point of sale advertising.

Retail space isn't the only place that floor graphics have an impact; restaurants, corporate lobbies, trade shows and special events all benefit from the unique promotional opportunity of floor graphics. Available in any size and printed on opaque or clear durable vinyl, and finished with a scuff and slip resistant overlamine.







insight

RIVER

THE NEW LUXURY!

Bang-for-Your-Buck Fashion
Must-Get Watches
Blat-From-the-Past Bookends
Fashion: Paying Dr. Zhivago
Exclusive! S.D.'s Gem Fabrics
Our Glam & Green Gift Guide

decor
COMBINE THE BEST OF
STYLE, FUNCTION & VALUE

Save

FLATBED GRAPHICS

Dimensional signage can be hung from the ceiling, displayed on a counter top or the floor. Printed on our large flat-bed printer and cut on our digitally controlled router we can create any quantity of creatively designed dimensional signage.

Some of our most successful designs include large multi-dimensional standees and hanging mobiles. With our creative team, state of the art equipment and competitive pricing, there is nothing stopping you from creating your dream signage today!



BANNER STANDS

Contact us for specifications for our full line of banner accessories and hardware

FIXED WIDTH BANNER STANDS

We carry a full line of banner stands and accessories to suit any banner application. Our banner stands are available in a range of shapes and sizes from a sign holder for your corporate lobby, to a grand format banner stand for a tradeshow backdrop.

“We carry a complete line of banner stands and hardware !”



FIXED WIDTH TOWERS



SIGN HOLDERS



POLE SYSTEM BANNER STANDS



CLASSIC BANNER STANDS



MERCURY RETRACTABLE
BANNER STAND



QUICK SERIES
BANNER STAND



SNAPGRAPHICS
GRIPPER



TEARDROP BANNERS



GRAND FORMAT BANNER STAND



ROLL UP PROFESSIONAL BANNER STAND



ART SPECIFICATIONS

File types

- We accept both Mac and PC formats of the following file types:
- TIFF flattened
- EPS flattened with all text converted to outlines
- AI Illustrator CS3 or lower
- PSD Photoshop CS3 or lower
- PDF with all fonts embedded

Please make sure to include all images required and all fonts used should be embedded or converted to outlines.

Size & Resolution

All files should be built as large as possible. (maximum of full size at 150 dpi)

Bleeds

No bleeds required on artwork.

Please add a clipping mask to EPS artwork.

Colors

For best results, please build your files in CMYK colorspace. All banners are printed in CMYK process and may have slight variations in color.

Additional Information

A color printout of the artwork must accompany the CD, or a PDF must accompany artwork if uploading to the FTP site.

Number and placement of grommets, pocket size, special stitching, existing hardware, or other details need to be included in notes but not in file.

If banners are going to have pole pockets, please add 1.25" to height only. For banners going into banner stands, please call for extra height needed for that particular stand.



CONTACT INFORMATION



Banner and Bracket Warranty

The Dekra-Lite Digital banners are warranted for three (3) years from manufacturer defects and fading when installed per the instructions on Wind Breaker Banner Brackets. Wind Breaker Banner Brackets are guaranteed for six (6) years against defects in material and workmanship when installed according to our installation instructions. Please note - any banner programs up over 30 days must use "Bandit-It" stainless steel banding (Model #206) and the banding must wrap around the pole twice (x2) before clamping the buckles to qualify for warranty. After three (3) years we prorate our warranty by 50% from the date of delivery. Also, as noted in your instructions, inspect your banner installation 30 days after initial installation and every 60 days thereafter making any appropriate adjustments. Please verify with your light pole manufacturer or a structural engineer to insure that the light pole is suitable for a banner bracket and a banner application.

Installing The Holidays

3611 Mt Holly Huntersville Rd, Ste 204-251

Charlotte, NC 28216

Phone: 704-936-9679 Fax: 866-844-0503

www.installingtheholidays.com

