



**MARKETING  
TOOL KIT**

**People Signs®**



# WELCOME

The following selection of marketing tools has been curated to assist you in promoting our company, products, and services.

While we ask that you use our logo, words, and imagery without altering, we believe that the individual elements provide you with the greatest flexibility of design within your marketing assets. We do ask that you share your ultimate design with us prior to final release so that each of our companies' expectations can be met.

All our marketing tools can be found [here](#). Download them at your convenience.

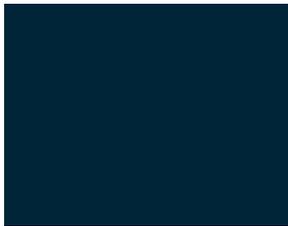
If design assistance is needed, please contact **Roxanne Verrastro**, at [rverrastro@peoplesigns.com](mailto:rverrastro@peoplesigns.com) or 610-434-3613, and we can begin to support your marketing efforts.



Horizontal Logo



Stacked Logo



**Navy**

**CMYK:** 97, 75, 51, 58

**RGB:** 9, 37, 55

**HEX:** 092537

**PANTONE** 539C



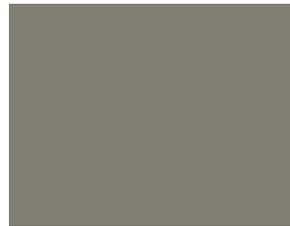
**Cobalt**

**CMYK:** 100, 82, 41, 36

**RGB:** 22, 49, 81

**HEX:** 163151

**PANTONE** 540C



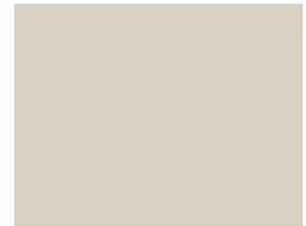
**Slate**

**CMYK:** 51, 42, 53, 10

**RGB:** 126, 127, 116

**HEX:** 7E7F74

**PANTONE** 416C



**Beige**

**CMYK:** 15, 13, 21, 0

**RGB:** 213, 209, 197

**HEX:** D5D1C5

**PANTONE** 7527C



Contract Holder

1100 & 1800 Sign Series  
GSA Schedule: 47QSMA21D08QP

# SIGN STYLES & DESCRIPTIONS

The following product profiles can be used collectively or individually. Albeit our suggestion is to use them individually to create a drip marketing program regularly highlighting People Signs and our offering. The offering can be further segmented by: Construction types: aluminum or plastic, thickness or layers, shaped or GSA versus Open Market.

## 1100 DESIGN SERIES

**This admired economical option is ADA compliant.** This series is clean and simple in its composition. This style is suitable for almost any type of facility or environment. The signs in this series are lightweight and feature a full pass-through insert holder allowing for removal from both the right and the left sides. While each sign has a header, footer, and an accent stripe, the sign depth is slim, yet attractively layered. The fully customizable paper insert can vary from a very simple black and white option to a stunning full-color design that coordinates the sign colors and overall surroundings.



## 1200 DESIGN SERIES

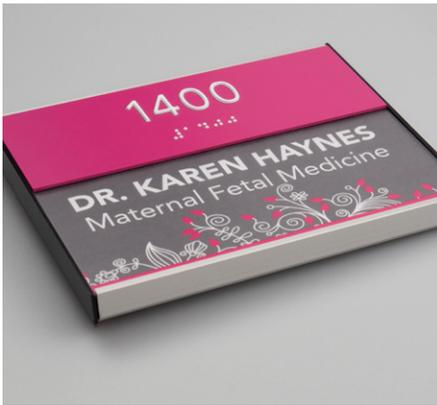
**A contemporary arced aluminum, and modular concept.** This trending style complements environments with columns or curved architectural features. The removable lens allows for customizable and changeable paper inserts. Overall, this satin aluminum finish design series is an eye-catching and modern approach to a sign solution that is ADA compliant. These signs may be designed and hung with the arc from left to right or top to bottom.



## 1300 DESIGN SERIES

**A whimsical twist on the typical square sign series.** The curved header is available in rich wood laminates or in any ADA compliant non-glare acrylic. Another attractive feature of this sign series is the dimensional aluminum accent bar that gives the sign a modern, sophisticated edge. The full pass-through from either the right or left side allows for a customizable paper inserts uniquely designed for the environment. From the side profile, this is a beautifully layered sign with varying elements.





## 1400 DESIGN SERIES

A modular, ADA compliant concept constructed around satin aluminum extrusions. These **industrial style extrusions** snap into place allowing for the ultimate versatility. The clear lens protects alterable paper inserts. The side profile of this sign series is slim and the layered construction is hidden behind the injection molded end caps.

## 1500 DESIGN SERIES

Featuring a unique combination of 3D acrylic, this ADA compliant sign series is **the ultimate display of depth and dimensionality** using layered plastic and acrylic materials. The possibilities are endless with the color combinations for the series. The top and bottom acrylic colors can be the same or different – the choice is yours! Select this series for environments that are modern and may feature glass walls or windows.



## 1600 DESIGN SERIES

An oversized sign series with multiple layers. This is **an exquisite sign with an ultimate, high-end design**, yet still ADA compliant. The front panel has a curved header and an area for a dimensional accent stripe or aluminum accent bar. The clear lens allows for a full pass-through from either the right or left. The decorative backer adds an additional layer and depth to the sign. Choose from an array of our ADA compliant, non-glare acrylic colors or metallic and wood laminate options. This sign series is ideal in a luxurious environment or in one known for being top-of-the-line.



## 1700 DESIGN SERIES

**The ultimate in simple sophistication** and is essentially a combination of a few design components. This ADA compliant design features a curved header and added dimensionality from the aluminum accent bar. An open pass-through lens from the right or left protects the customizable paper insert. Choose this sign series for almost any environment by maximizing various laminates and acrylic colors, options are infinite.



## 1800 DESIGN SERIES

The original style in a framed design. This is **one of the most popular sign choices** because of its very versatile appearance and ADA compliance. The changeable paper insert is surrounded by a framed lens window creating a vandal resistant option. There are ample space on the sign header to add a logo or other branding elements. The side profile of this design series is slim, yet layered. The selection of this sign is appropriate for any environment and coordination is just a matter of color.



## 1900 DESIGN SERIES

Unlike traditional signage, **standoff signs are designed to be mounted with specialized hardware**, consisting of a barrel cap, and wall screw. With this hardware, signs are able to project from the wall on which they're mounted. As a result, standoff signs have a eye-catching, 3D effect. Additionally, the standoffs have a locking mechanism making it difficult for a vandal to alter or change the sign inserts.



## 2000 DESIGN SERIES

Offering an **elegant, streamlined solution** for multiple wayfinding needs, this flat modular signage systems is environmentally friendly and comes in multiple designs, sizes, and shapes. With special profiles available for both changeable and permanent inserts of various thicknesses.

The 2000 Design Series is ideal for wall, table, suspended, and flag signs. Creating a stunning and uniformed look throughout every aspect of the project.



# PRODUCT PHOTOS

## SILHOUETTED INDIVIDUAL FILES



**1100 SERIES**



**1200 SERIES**



**1300 SERIES**



**1400 SERIES**



**1500 SERIES**



**1600 SERIES**



**1700 SERIES**



**1800 SERIES**



**1900 SERIES**



**2000 SERIES**

# CORPORATE TEXT

The following descriptive paragraphs have been written to provide variations in describing People Signs, our people, products and or our services. Choose what best fits for your audience each time you speak of People Signs.

## People Signs, an Innovator in Wayfinding

People Signs is an innovator in the wayfinding industry. From meticulous planning to expert fabrication and flawless installation, we transform spaces into seamless navigational experiences. With our innovative approach, cutting-edge materials, and unwavering attention to detail, we redefine how people interact with their surroundings.

## People Signs' Talented team

Our talented team delivers exceptional wayfinding solutions, connecting experiential designs elements. From architectural sign systems to wall graphics, branding to dimensional letters, and recognition walls, we bring your vision to life with percision and artistry.

## People Signs Plan with a Vision

As dedicated professionals, in the task of signs and graphics planning, People Signs' experts are your trusted partners. Whether it's a new business complex, office expansion, retrofitting, or ongoing signage support, our experts are here for you. We believe a well-planned sign program is crucial for establishing momentum and energy from day one. Through collaboration and dedication, we create strategic signage solutions that drive success.

## People Signs Experiential Design

Experiential design is an artful orchestration of typography, color, form, imagery, and technology, all aimed at creating environments that effectively communicate. From branding to wayfinding and corporate communications, it seamlessly integrates content for a holistic experience. At People Signs, our skilled team can help create an immersive interior experience for your facility.

The following (4) pictures highlight the (4) sales categories that make up the sales offerings of People Signs. Additional pictures supporting these categories follow on the next page.

# SALES CATEGORIES

## PRIMARY IMAGERY



**Wayfinding**



**Branding**



**Corporate Communication**



**Recognition**

# SALES CATEGORY IMAGERY

## Wayfinding



## Corporate Communication



## Branding



## Recognition



# ANCILLARY TOOLS

**People Signs**

We specialize in the planning, creation, and fabrication of smartly designed, expertly integrated, wayfinding sign systems.

- WAYFINDING**  
Understanding human behavior, expectations, and good design, are the keys to successful wayfinding.
- BRANDING**  
Branding defines a company, products, message, and overall goal to both the general public and their employees.
- CORPORATE COMMUNICATIONS**  
Have a distinctive identity in a crowded and intensely competitive marketplace.
- RECOGNITION**  
Showcase the achievements of significant individuals and their contributions.

GSA Contract Holder

PEOPLESIGNS.COM

**Pop-Up Display Loaner**

**People Signs**  
WAYFINDING & VISUAL ENVIRONMENTS

BRANDING • WAYFINDING • CORPORATE COMMUNICATION • RECOGNITION

**Wall Display**

**People Signs**

We specialize in the planning, creation, and fabrication of smartly designed, expertly integrated, wayfinding sign systems.

We Put People First™

**Website**

**People Signs**

Your Company Name Here

**Sales Presentation**



**Brochure**



**Planning Guide**  
Coming Soon



**Sample Box**



**Cards**



**Individual Sample**

# SERVICES

People Signs specializes in crafting innovative interior wayfinding systems tailored to the unique needs of clients both big and small. With a focus on providing comprehensive solutions, four essential services that ensure a seamless experience from start to finish are provided: client collaboration, project management, graphic design, and installation.

## CLIENT COLLABORATION

At People Signs, we firmly believe in fostering strong client relationships. We value your input and collaborate closely with you throughout the entire journey. We begin by providing a detailed estimate that outlines the project scope, timelines, and cost breakdown. Throughout the design and production phases, we actively seek your feedback to ensure that your wayfinding systems align with your specific requirements. By involving you in the decision-making process, we ensure that the final result is a true reflection of your vision and brand.



## PROJECT MANAGEMENT

People Signs understand that navigating a signage project can be overwhelming. That's why we offer comprehensive project management services to guide you through the entire process. Our dedicated project managers serve as your reliable point of contact, overseeing every aspect of your project, from initial consultation, design, procurement to final installation. They coordinate all tasks, ensuring smooth communication between team members, meeting deadlines, and maintaining quality control throughout the project.

## GRAPHIC DESIGN

At People Signs, our talented team of graphic designers possesses the artistic prowess to bring your vision to life. We understand the importance of capturing your brand identity and creating visually captivating signage that conveys your message effectively. Using cutting-edge design software and a keen eye for aesthetics, we work closely with you to develop captivating wayfinding designs that align with your brand and exceed your expectations.



## INSTALLATION

People Signs takes pride in delivering impeccable installation services, ensuring that your wayfinding systems are professionally installed with precision and care. Our experienced installation team is well-versed in the technical aspects of signage placement and adheres to industry best practices. For installation of signage both stateside and abroad, we can handle every detail, ensuring that your signs are securely fastened and beautifully displayed, providing guidance to your visitors and enhancing their experience.

# HOW TO GET A PROJECT STARTED

Creating a new sign program is as easy as providing us with ... 1. floor plan, 2. website and 3. building/ office décor – we'll take it from there. Or, send us a 3rd party design package already created and we will estimate and or construct from there.



# 1

## FLOOR PLANS

The effort your company puts into space planning is a foundation for People Signs. We will use your floor plan as the template to establish a working platform.

## WEBSITE

Your customer's website provides a clear window into their branding preferences. From here, People Signs can identify and capture logo, fonts, and colors which may be incorporated into the overall sign design depending on the scope of the project.

# 2



# 3

## DECOR

If branding colors are not a required component of the sign design, wall color and door frame finishes and/or cubicle color are suitable examples for People Signs to draw from in creating a complimentary sign program.

OR

## 3RD PARTY DESIGN

While ready to build a design package for any customer, People Signs is also ready and willing to work from design packages originating from third-party designers. A complete set of documentation includes sign designs, message schedule and location plans.



**PEOPLE SIGNS**

1857 Walnut Street  
Allentown, PA 18104  
610-434-3613

**PEOPLESIGNS.COM**

**Business Size:** Small

**DUNS:** 045281529

**Fed ID:** 04-3748473

**Cage Code:** OGZM3

**NAICS:** 339950



**Contract Holder**

1100 & 1800 Sign Series  
**GSA Schedule: 47Q SMA21D08QP**

Questions?

Please contact **Roxanne Verrastro** at  
**rverrastro@peoplesigns.com** or **610-434-3613**.

Disclaimer: People Signs reserves the right to make changes to any of the products, sizes, colors, or materials featured in this brochure without prior notification.

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