



A Guide to Determining How to Achieve the Most from Your Graphics

So, you have a message you want to visually communicate. You've come to the right place! A&A Graphics is here to help walk you through the process of identifying the criteria to translate your idea to reality! In this guide you can find information about the steps involved in purchasing graphics with A&A.

Step 1

Identify Your Communication Goal

As with most things, aiming for a target is better than shooting in the dark. If you can define what it is that you want to accomplish it will help us to determine what the best medium for your message will be. For example, if your goal is to drive additional business for your established window washing company, we can then determine what assets you already have and the most cost-effective methods for achieving your goal.

Step 2

Decide on a Medium

Now that you A&A can provide you with graphics options that help you achieve your goal. With our example, A&A would recommend vehicle wraps, yard signs, and potentially some event signage for marketing the window washing company.

Step 3

Follow the Rules

It's important when dealing with signage and vehicles to research and be aware of the local ordinances and laws in place that may affect your project. Your local zoning department or county clerk's office can supply you with this information. Restrictions may limit size, color, lighting, location, and height of outdoor signs.

Step 4

Location, Location, Location

The golden rule – find the best location for the graphic! Where is your graphic going to get the most bang for your buck! High visibility and legibility are a must. Decide where your audience is going to be. Are there obstructions blocking the view? On the next page is a chart of recommended text size for legibility based on viewing distance.

Ideal Letter Height by Viewing Distance

**Based on the Average Individual's Eyesight*

Letter Height	Maximum Impact Distance	Maximum Readable Distance
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15'	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
42"	420'	1750'
48"	480'	2000'
54"	540'	2250'
60"	600'	2500'

Step 5

Estimating Cost

Once we have had a lengthy discussion about what your project requires, we have enough to give you a relatively accurate quote on the cost. If you accept the bid, then we are off the fun stuff!

Step 6

The Fun Part

Everyone looks forward to the design of the graphics! And what isn't there to like! Pretty shapes, colors, and words combined to make something plain into an amazing tool for your goal! This is where creativity and A&A's team comes heavily into play! If you have a rigid idea in mind – great, we'll set it up for print! If you need us to engage in concepting and design we can do that too. We follow a simple proofing process that helps streamline production and avoids miscommunication.

Step 7

Installation

Depending on the project you may need A&A to install your graphics. Our certified installers are happy to put their knowledge to work using the best tools and countless hours of experience to the test. If your project requires a simple installation and you have questions feel free to reach out for basic instructions on technique.

Now that you know the process – let's get to it! Give us a call or send us an email – we would love to help!