

# Business News & Notes

## Look Like A Million Dollar Business For A Lot Less

(NAPSA)—Companies, non-profit organizations, government agencies and others of all kinds and sizes can create customized professional-looking signs quickly and easily. Whatever type of sign you need from a poster to a banner to ground stake sign or a display board, now you can express yourself in a big new way.

### Signing On

Start with an easy-to-use kit that includes everything you need—special design software, die-cut adhesive sheets and sturdy backing material.

What's more the kit offers 50-plus preformatted designs and printing templates plus more than 1,000 images, clip-art and graphic elements, and over a 100 fonts from which to choose. You can create your own design from scratch or customize one of the preformatted ones with your logo, photos and so on.

What really makes this Avery Sign Kit different is the unique way the software and adhesive sheets work together. The software splits your design into sections with a slight overlap between them so as you assemble the sign you can easily line up the graphics and create a large sign with a virtually seamless look.

Perhaps best of all, the die-cut adhesive sheets can be repositioned until they're aligned properly. There's no cutting or pasting, you just peel off and apply each sheet using the convenient guidelines on the included backing material. There's even a weather-resistant sleeve for outdoor signs.

### Make Signs with Impact

Keep in mind a few key design and usage tips and you'll be creat-



**A sign of the times: Even small businesses can make big-time looking signs with computer graphics and printing kits.**

ing signs that impress in no time.

- Most signs are viewed from a distance so use large type and graphics.

- Red, yellow and orange get noticed and convey energy.

- High levels of contrast between colors and text increases readability and visual impact.

- Use vivid graphics and charts for powerful presentations.

- Signs work best when the focus is a key image or word or a short statement.

- For stopping power use incentive words such as Free, Sale, Special Offer, Now and New.

- Place a sign near a new product to call attention to it.

- Post a sign in a window or door to direct customers to a special area you wish to highlight.

- Place a sign in a hallway or major area of traffic to point out a new policy or special event.

### Learn More

To view a demo and for product information, design ideas and special offers visit [www.avery.com/signs](http://www.avery.com/signs).