

FREQUENTLY ASKED QUESTIONS

1. How much text can go on a sign?

Let common sense be your guide, bearing in mind that for a sign of a given size, the more words you put on it, the smaller they have to be. And of course any graphical elements will mean less space available for text. To get an idea, you can easily create your own sample sign using a word processor. (Remember to leave margins and whitespace.)

2. What are the color combinations of the aluminum?

The aluminum comes in the following finishes: silver matte, silver satin, copper satin, and gold satin. The complementary color will be black, which can be used either as the background color or the text color.

3. What is your standard turnaround time?

Typically you should receive your finished signs within two weeks of the time that we get your final approval. If signs are needed on an expedited basis, we can accommodate that as well.

4. Do I get a proof?

Our practice is to provide you with an electronic file (or a fax if necessary) containing your sign layouts exactly as we will use them in preparing the signs. Typically the file or fax will have black text on a white background - if your signs will have a black background, don't worry - we make that adjustment in the printing process. We do not actually make your signs until you have returned a signed Final Approval Form.

5. What is the graphics setup charge?

The graphics setup charge is a small fee that covers our labor costs for laying out your sign artwork. (We call sign layouts "artwork" even if they consist only of text.) Smaller signs have a standard fifty cent charge, while larger or more graphically-intense signs may require a higher charge.

6. Is there an extra charge for bending the stakes?

Our stake and NameStake prices include all cutting, bending, and adhesive.

7. Do you have a minimum order?

Our minimum order is \$25, to cover our administrative costs in processing orders.

8. How should I pay you?

Purchase Orders are acceptable after credit approval, or you may pay by check or credit card.

9. Does the mounting hardware hurt the trees?

We offer two methods for mounting tree tags - a vinyl branch tie will loop around a (small) branch, or signs can be secured with one or (typically) two screw-and-spring mounting kits. These screws go into the tree trunk, with the springs holding the sign out away from the tree. The holes made by the screws are about 3/16" in diameter and perhaps 1/2" deep, and they offer very minimal danger to any tree with a trunk that's at least 2-3" in diameter.

10. What is your warranty?

We guarantee that our Anodized Aluminum signs will be free from manufacturing defects for 15 years. Practically speaking, they should look good indefinitely, even in demanding weather conditions. Engraved plastic signs are guaranteed for one year of outdoor use.

11. Is the aluminum engraved?

What exactly is your sign making process?

The aluminum is not engraved, but in fact contains a photographic image. The sign making process embeds an image into the surface of the aluminum itself, and seals it in a weather-proof, scratch-resistant coating that prevents fading for many years.

12. Are there any discounts available?

Quantity discounts are available on signs, but not on mounting products or other standard charges. The discounts are: 5% for 50-99 signs, or 10% for 100 and above.

13. How should I submit my information to you?

We are able to accept many standard electronic formats, though of course we prefer some more than others. We use Windows PCs only, no Macs, and you may need to provide us with any non-standard fonts that you use.

Graphical images should be sent as JPG, TIF, or EPS. Text should be in spreadsheet (Excel) form, with one row of the spreadsheet containing the text for one sign. We can also accept text in word processor (Word) or plain text format, though we prefer spreadsheets.

Some customers submit "camera-ready artwork" to us, but if you want to do that, please call us first to make sure that what you mean by "camera-ready" is the same as what we mean. Our graphics people will be happy to answer any specific questions. Our ideal sign order looks like this: 1) a spreadsheet laid out as described, 2) separate files for any graphical elements, and 3) a PDF, Word, or similar document containing your sample mock-up of what a sign should look like. And again, please feel free to call us before submitting anything, to make sure that your material will be easy for us to work with. A little care beforehand can make the whole job go much more smoothly, and result in quicker turnaround times and reduced setup charges.

