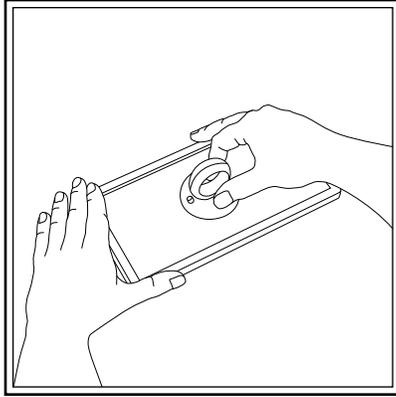


SNAP Sign Instructions & Design Guide

Removing the Shield

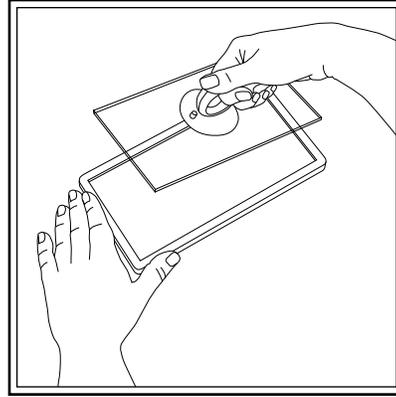
Page 1 of 5

1



Press the suction cup onto the center of the shield.

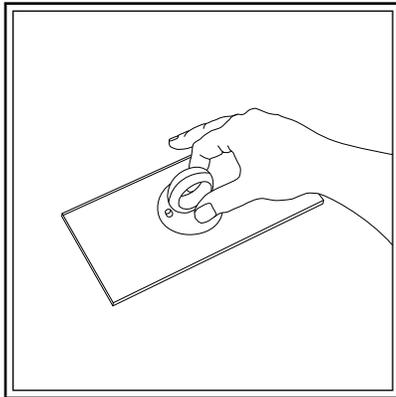
2



Briskly pull the shield straight out of the frame.

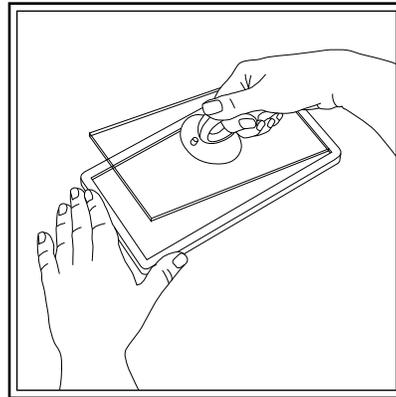
Installing the Shield

1



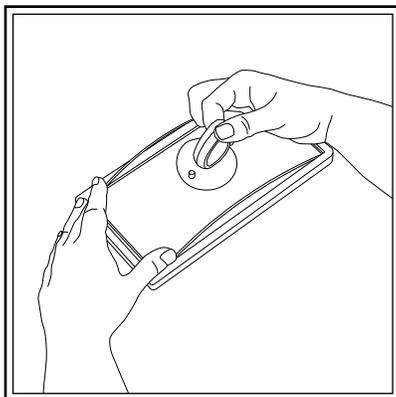
Press the suction cup onto the center of the shield.

2



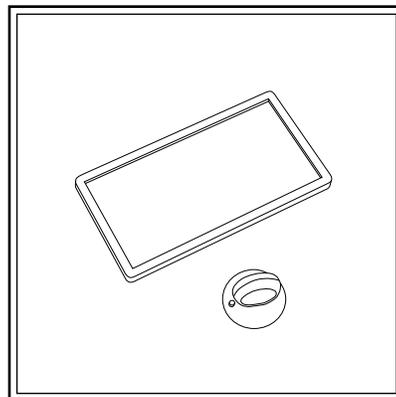
Place the right edge of the shield in the groove.

3



While lifting the suction cup with your right hand, press down on the left side of the shield until it is against the paper insert—make the shield bow. Now let down the center of the bow. The left side of the shield will slide into the groove.

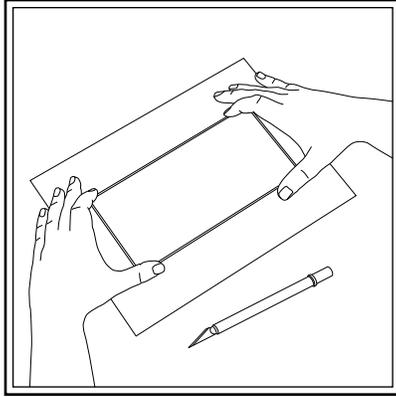
4



Remove the suction cup. To release the suction, lift the edge of the suction cup first, or press the small peg sideways on the cup with a ring.

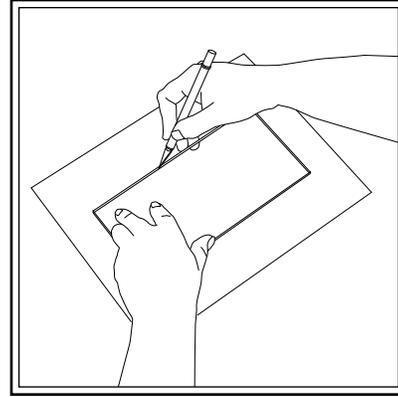
Cutting your own paper to size

1



You can use your own heavyweight (65lb) colored or white papers if you choose. Place the printed sheet on a cutting mat, and have a sharp exacto knife handy. Place the shield over the printing, aligning it with the edge.

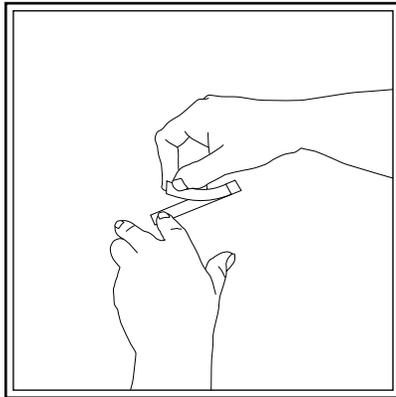
2



Cut closely around the shield with an exacto knife. The paper insert must be the same size as the shield, or slightly smaller, or the paper will wrinkle when the sign is assembled.

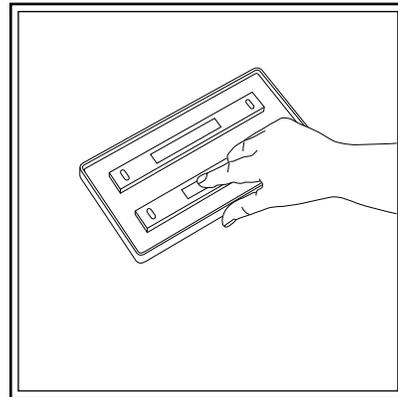
Attaching the frame to the stands

1



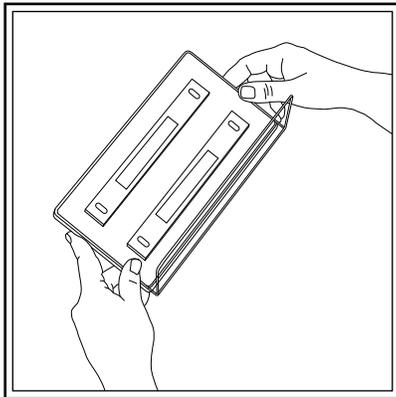
Peel the paper backing from the adhesive strip, leaving the red backing for now.

2



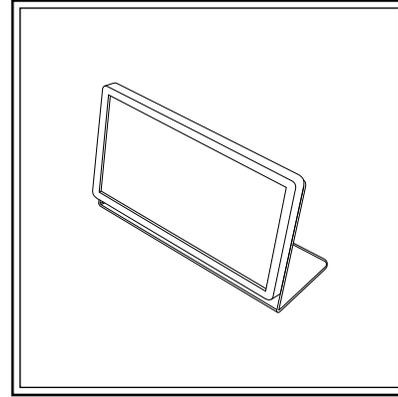
Place a strip on each rib on the back of the frame. Press down firmly with your finger and then remove red backing.

3



Align the stand with the top and side edges of the frame. Press down against each strip and watch as it "wets out."

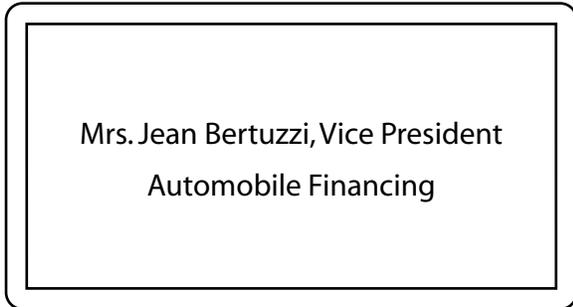
4



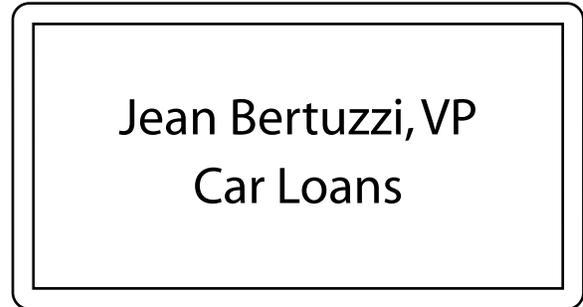
The strength of the adhesive will increase over several hours.



1 Wording

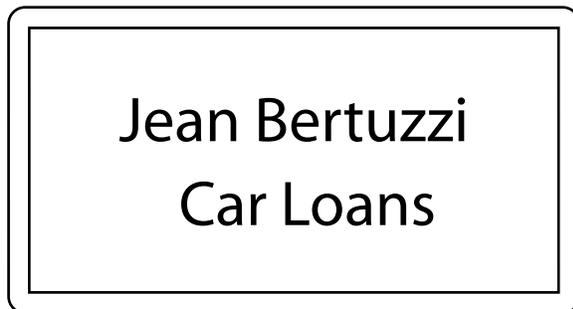


Avoid long titles and descriptions.

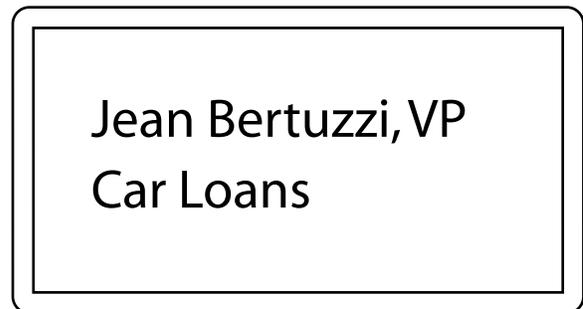


Use abbreviations and simple words.

2 Layout

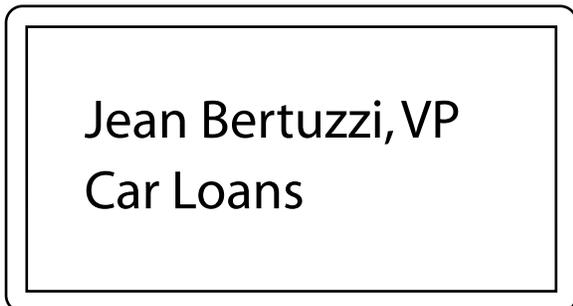


Centering takes more thought to read and more time to design.

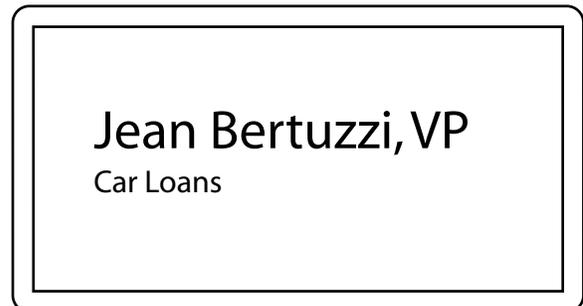


Use the same left margin whenever possible.

3 Emphasis



Your message gets lost with just one size of type.



Make your most important line the largest one.



1 Images



Avoid photographs or illustrations with too much gray. Stay away from graduated shading.



The simpler the art, the better.

2 Type



Don't crowd your type, change type families or use serif typefaces in small point sizes.



Indicate your most important information with larger type sizes or bolder typefaces, and be sure to economize those words.

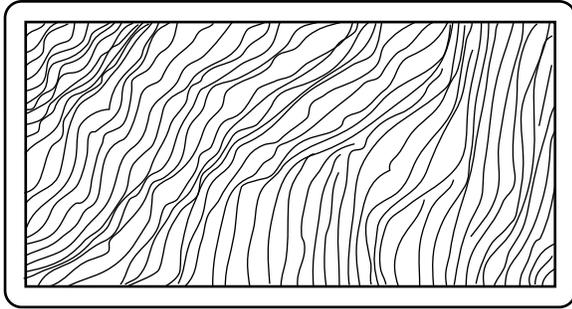
3 Borders



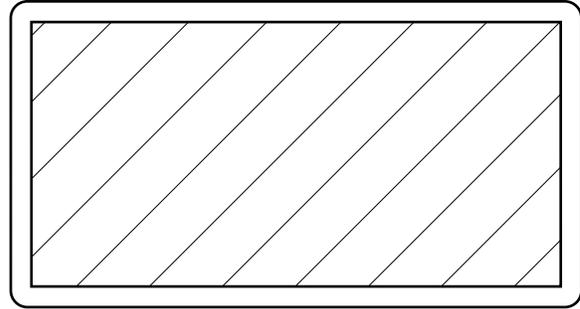
Thick, ornamental borders interfere with stylish S.N.A.P. frames and the lettering area.



Get better results from a thin-line border, leaving a 1/4" space from the frame.



On one-color signs, avoid dark-colored paper and complex patterns. Be sure your printer can handle weight of your paper stock.



Brighten your message with a light-colored paper. Try different textures and patterns that complement your words.

Color Tips

Even if you create your inserts in one color, remember that S.N.A.P. sign holders come in five different colors that offer changing looks and exciting possibilities. So experiment and have fun!

S.N.A.P Sign Colors	Color of the wall	Suggestions for paper insert colors
White	Off White, Cream, Light Blue, Light Yellow, Brown, Light Brown, Blue, Dark Blue	Off White, Cream, Light Blue, Yellow, Light Yellow, Olive, Rose, Light Brown
Gray (cool neutral color)	White, Off White, Cream, Light Blue, Light Yellow, Brown, Light Brown, Blue, Dark Blue	White, Off White, Cream, Light Blue, Yellow, Light Yellow, Olive, Rose, Light Brown, Tan, Lavender, Yellow Green, Light Blue Gray
Putty (warm neutral color)	White, Off White, Cream, Light Blue, Yellow, Light Yellow, Olive, Light Brown, Tan, Yellow Green, Salmon, Light Gray	White, Off White, Cream, Light Blue, Yellow, Light Yellow, Orange Yellow, Olive, Rose, Light Brown, Tan, Yellow Green, Salmon, Light Gray, Peach
Brown (warm neutral color)	White, Off White, Cream, Blue, Light Blue, Yellow, Light Yellow, Yellow Green, Orange, Orange Yellow, Tan, Salmon, Goldenrod, Light Gray, Light Blue Gray	White, Off White, Cream, Blue, Light Blue, Yellow, Light Yellow, Yellow Green, Orange, Orange Yellow, Tan, Salmon, Goldenrod, Light Gray, Light Blue Gray
Black	White, Off White, Cream, Blue, Light Blue, Yellow, Light Yellow, Yellow Green, Orange, Orange Yellow, Tan, Salmon, Goldenrod, Light Gray, Light Blue Gray	White, Off White, Cream, Blue, Light Blue, Yellow, Light Yellow, Yellow Green, Orange, Orange Yellow, Tan, Salmon, Goldenrod, Light Gray, Light Blue Gray