

# Branding Guide

visualimpact

Questions?  
Please contact [info@visigns.com](mailto:info@visigns.com)

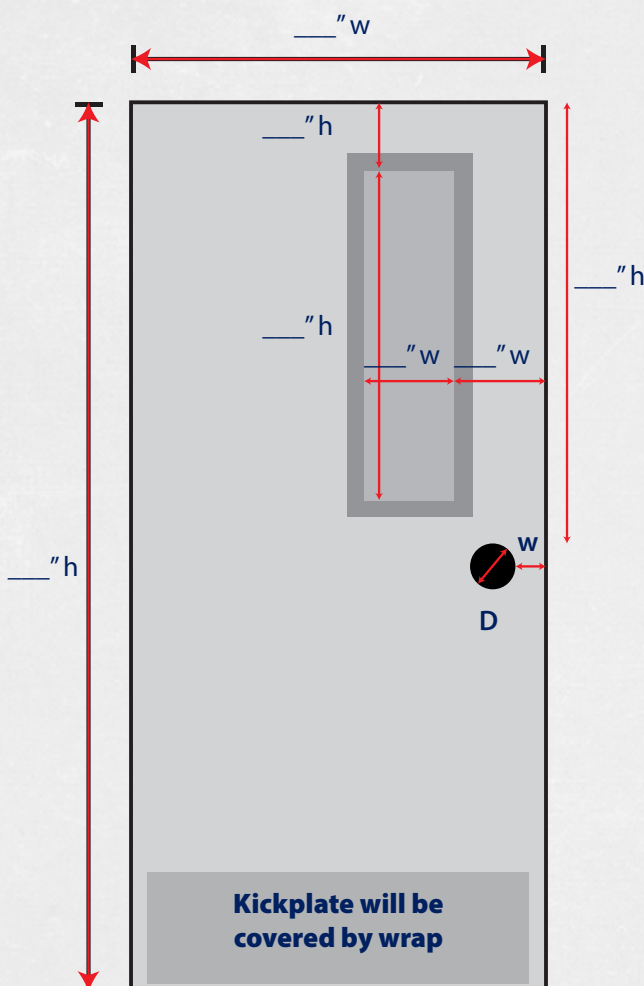
# How To Get Started

**We can make your vision a reality. The following is a guide to the process of getting your creative ideas and projects made into impressive products.**

- Choose the areas you would like to cover with graphics.
- Measure the area per the measuring guidelines on the following pages. This step is critical for the project to be completed correctly. For an additional fee, you may also choose to have us schedule a certified installer to measure for you.
- Receive a preliminary estimate from the sizes you measured and type of material needed for the graphics.
- Take digital photos of the area. It is helpful if you take these as straight on and as square to the ground as possible. Please include some of the surroundings for reference for the designers and installers.
- Send in the photos and measurements to receive the finalized firm quote.
- Send us your high resolution logo (vector art is best). You may also include any slogans or core values you would like to convey in your graphics. Send files to [www.hightail.com/u/VIArtwork](http://www.hightail.com/u/VIArtwork)
- Start choosing art! We have included many ideas in this guideline to get you started. Go ahead and choose fonts, backgrounds or patterns, & colors. Include Pantone Colors if you have them for critical matches in your logo. If you would like a different background please browse [www.shutterstock.com](http://www.shutterstock.com) and include the photo number with your order.
- Submit your request on the order form at the end of this document.
- We start the digital files and will make digital proofs for you to approve.
- Upon written approval of the proof, we start production and schedule the installation.
- Installation time!
- Take photos again and share them with us. We love to see your ideas come to life!

# Single Door Measuring

Please send photos along with measurements.

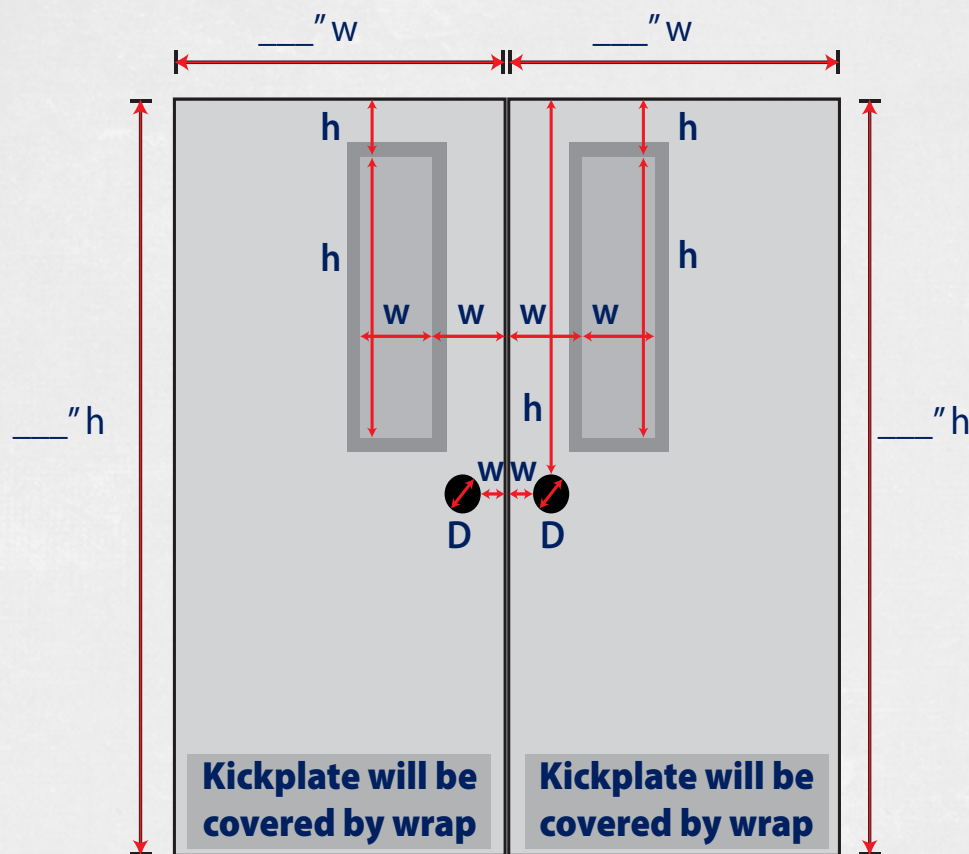


- Measure while door is open.
- Measure the width and height of the door including below the kickplate when present.
- If the door has glass, measure the width and height of the glass within the window frame.
- Measure the distance from the glass to the top of the door and to the edge of the door.



# Double Door Measuring

Please send photos along with measurements.



- Measure while doors are open.
- Measure the width and height of each door. Including below the kickplate when present.
- If the door has glass, measure the width and height of the glass within the window frame.
- Measure the distance from the glass to the top of the door and to the edge of the door.

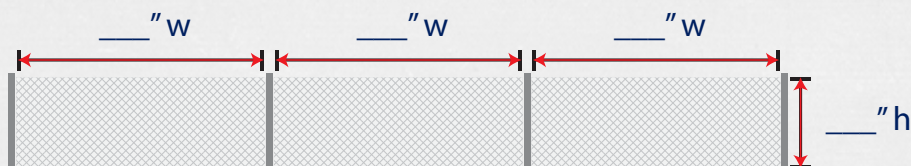


# Windscreen Measuring

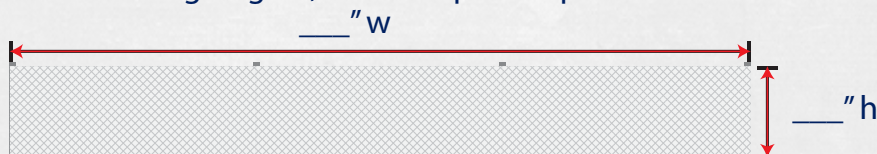
Please send photos along with measurements.



Height measurement should be one knuckle from the top to one knuckle from the bottom.



If fence poles are on the same side of the fence that the mesh is going on, measure pole to pole sections.



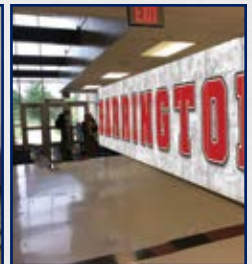
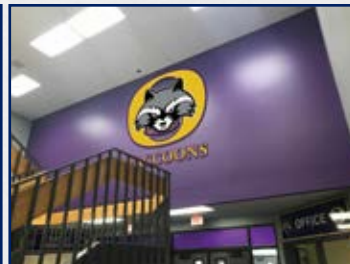
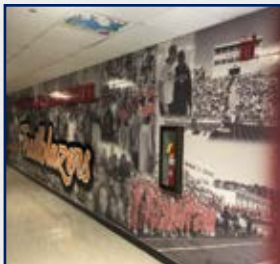
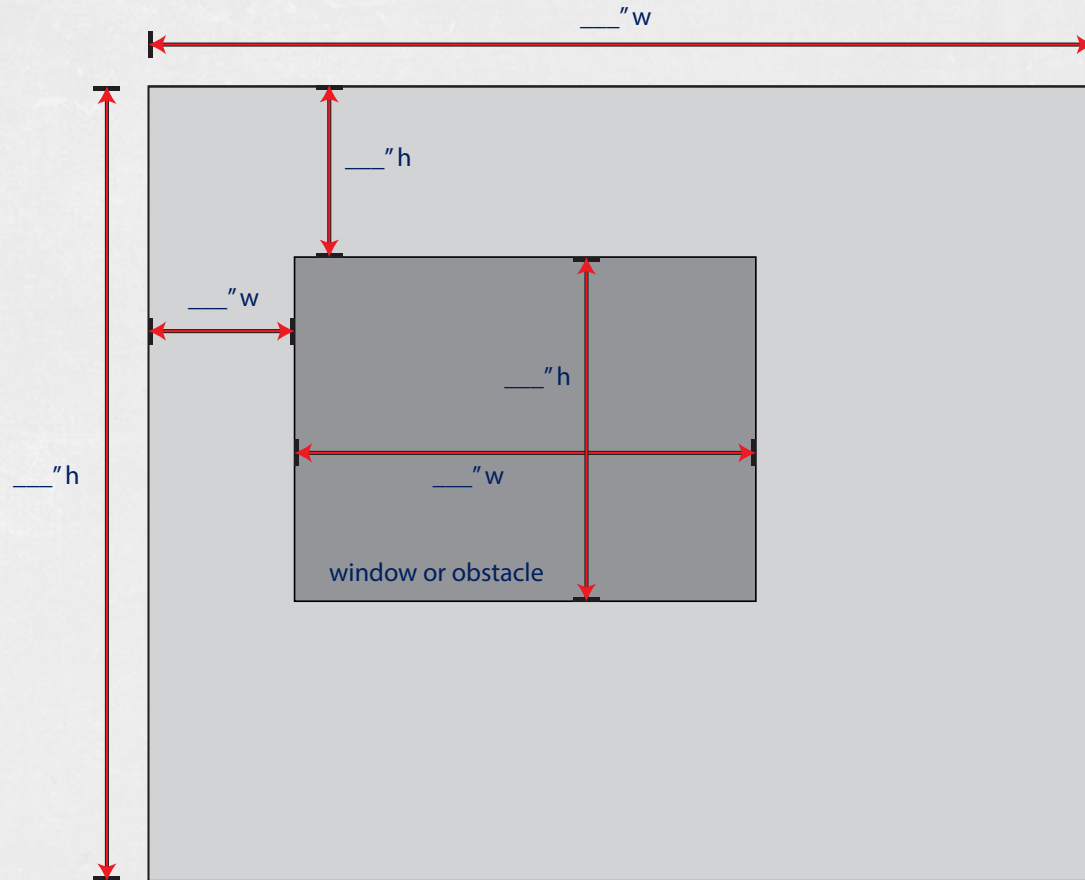
If fence poles are on the opposite side of the fence that the mesh is going on, measure entire length of the fence.

**All stadium/bleacher/fence mesh/windscreen will have sewn in webbing & grommets every 2 feet to increase durability and strength.**



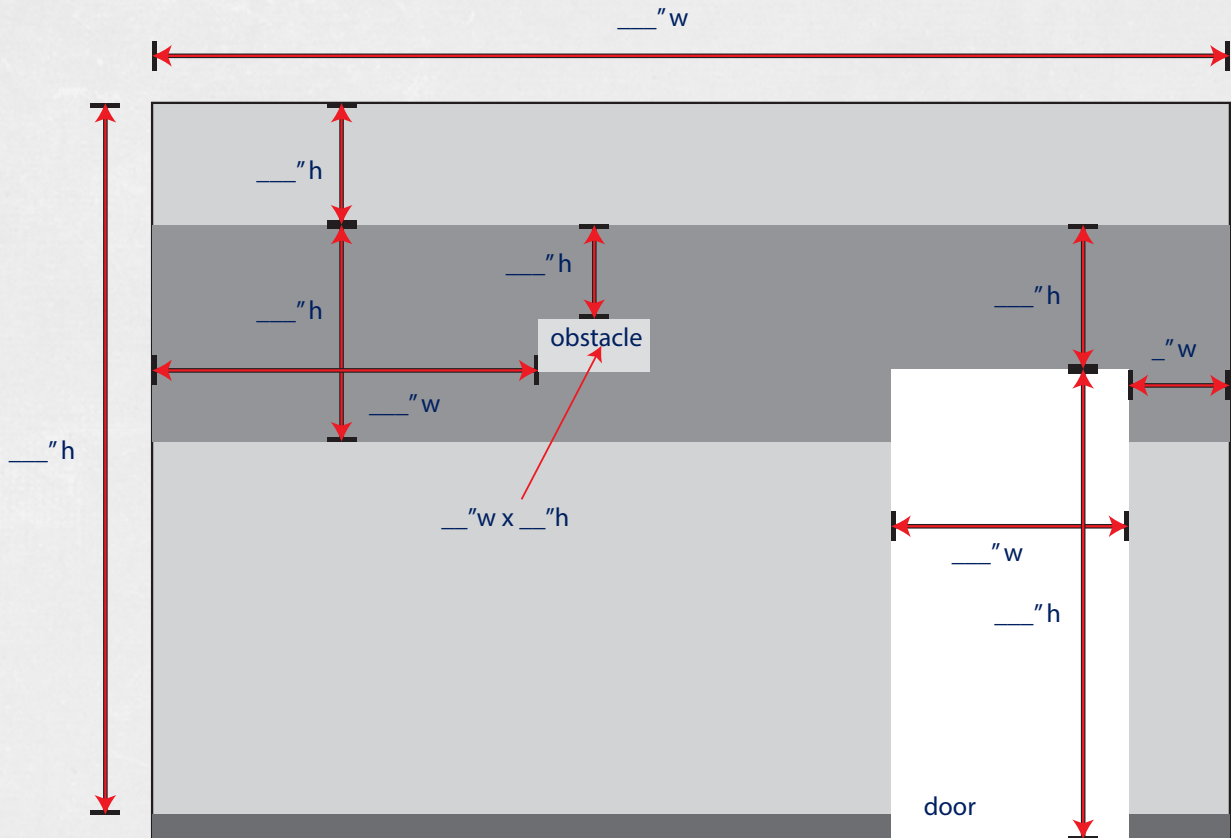
# Wall Measuring

Please send photos along with measurements.



# Wall Band Measuring

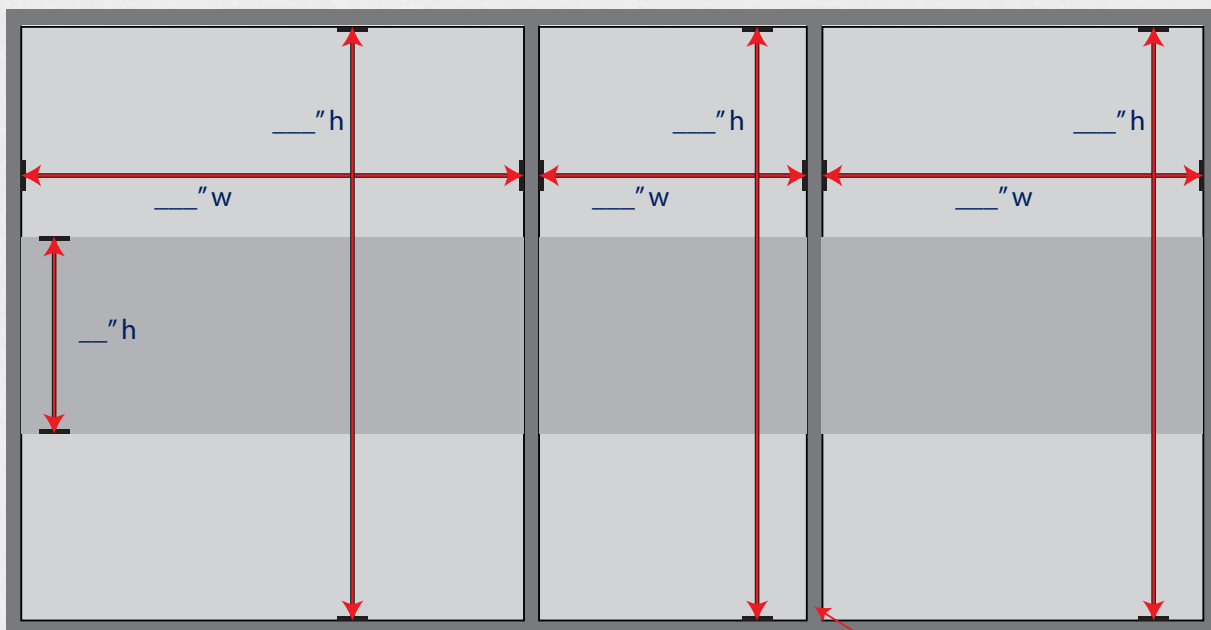
Please send photos along with measurements.



# Frosted Band Measuring

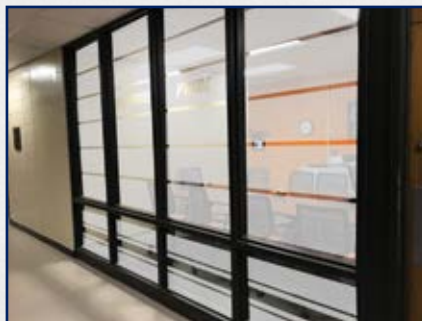
Please send photos along with measurements.

**Full Size of each pane of glass must be noted.**



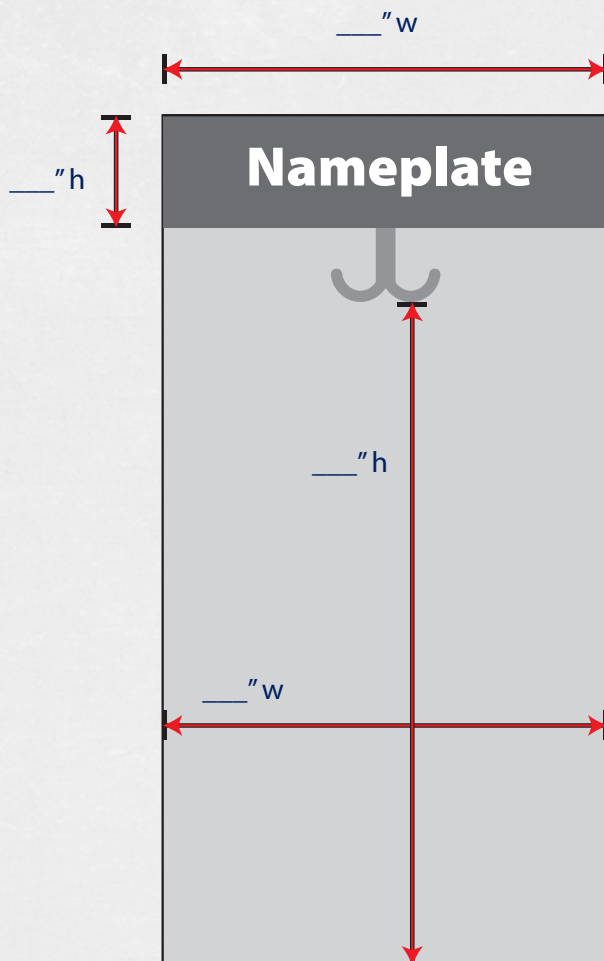
**Please provide a measurement for the space between panes or width of the frames.**

$\_\_\_\_\_\_''w$



# Locker Insert Measuring

Please send photos along with measurements.

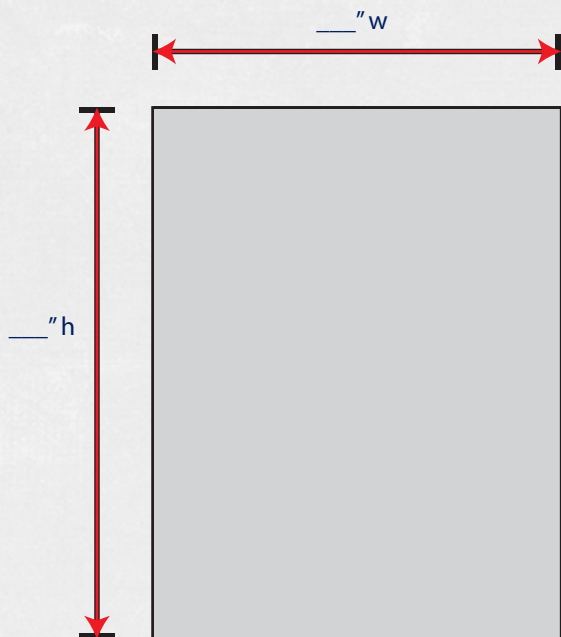


Locker insert cannot go behind the hook. Measure up to the bottom edge of the hook only.

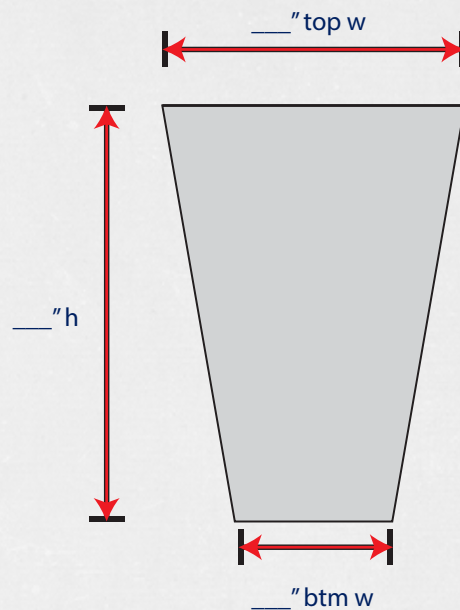


# Endcap Measuring

Please send photos along with measurements.

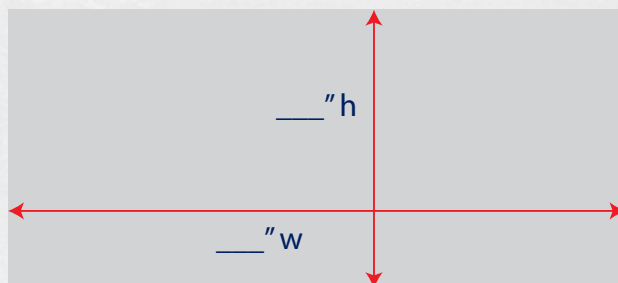


If the endcap is angled,  
measure top & bottom widths



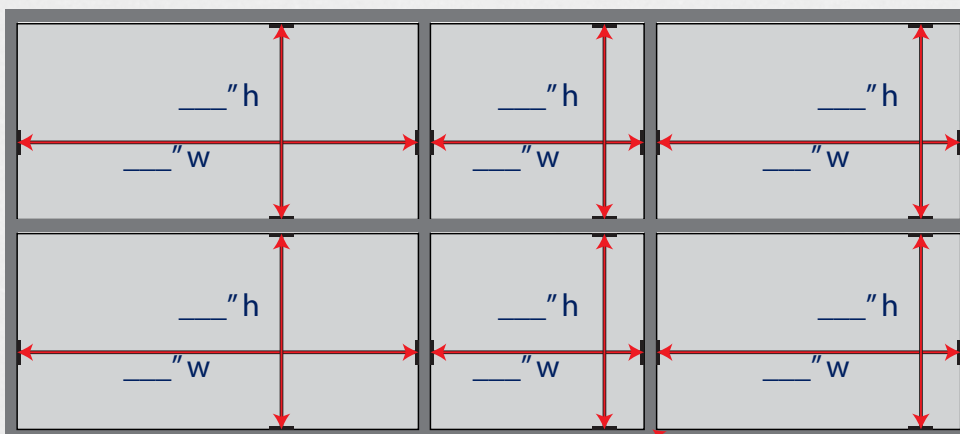
# Window Perf Measuring

Please send photos along with measurements.



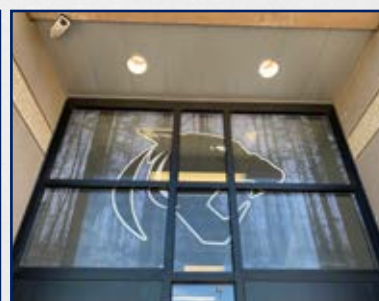
Measure inside of framework – Glass Only

Full Size of each pane of glass must be noted.



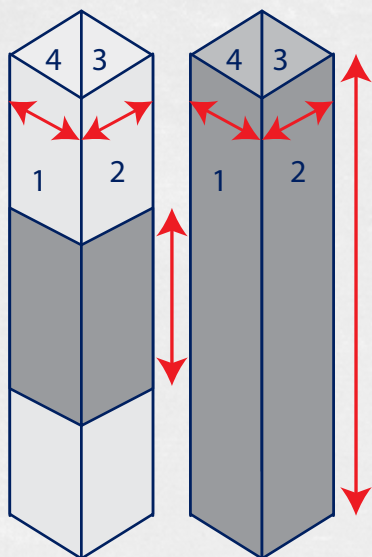
Please provide a measurement for the space between panes or width of the frames.

■ "w



# Column Measuring

Please send photos along with measurements.

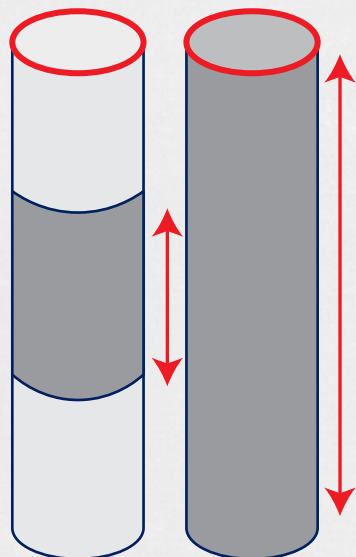


\_\_\_" w of side 1&3

\_\_\_" w of side 2&4

Measure entire width of each side of square column and height from floor to ceiling of column or how tall it should be finished.

\_\_\_" h



\_\_\_" circumference

Measure around a round pillar with a surveyors or cloth measuring tape and the height of the pillar from floor to ceiling or how tall it should be finished.

\_\_\_" h



# Popular Fonts

Client Favorites

**FRESHMAN NORMAL**

**VARSITY TEAM BOLD**

**COLLEGE BLACK**

**Arial BLACK**

**BEBAS NEUE BOLD**

**Aachen BOLD**

**SPORT WORLD**

**BALLOON D EXTRA BOLD**

**COLLEGIATE FLF**

**Agenda BLACK**

**Museo SLAB**

**TRAJAN BOLD**

**CUBANO REGULAR**

**Exo BOLD**

**ORGOVAN BRUSH**

*Brush Script*

Outlined with 1 color

**SCHOOL**

Outlined with 2 colors

**SCHOOL**

Drop Shadow (can be used in combination with other options)

**SCHOOL**

# Background Examples

We can customize these to be different colors or black & white backgrounds.



1A



2A



3A



4A



5A



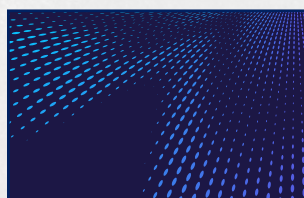
6A



7A



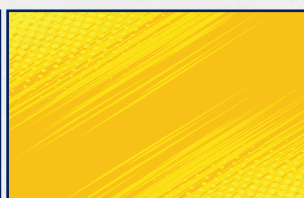
8A



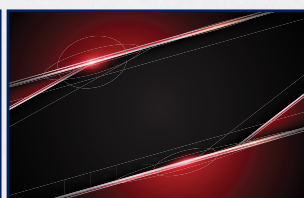
9A



10A



11A



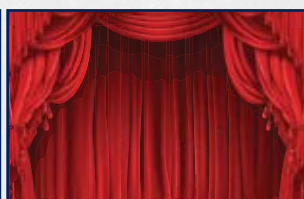
12A



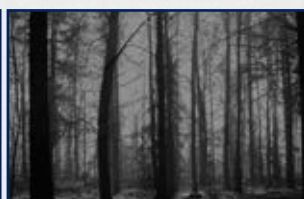
13A



14A



15A



16A



17A



18A



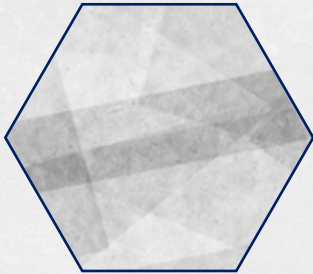
19A



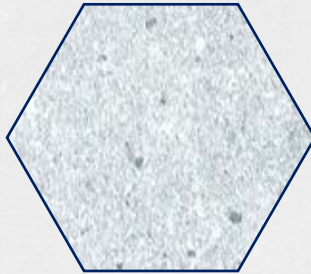
20A

Browse [shutterstock.com](https://www.shutterstock.com) for more options - extra fee may apply.

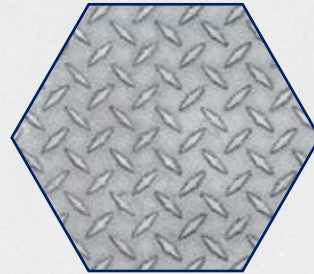
# Printed Patterns



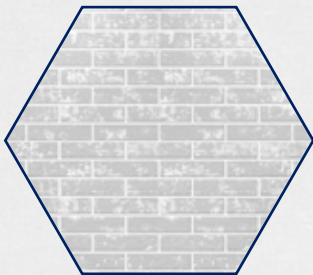
**Triangle Overlays**



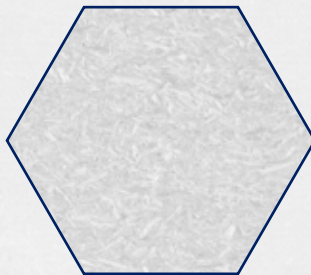
**Concrete**



**Diamond Plate**



**Brick**



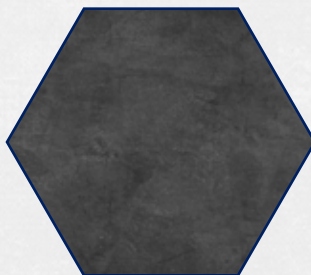
**Plywood**



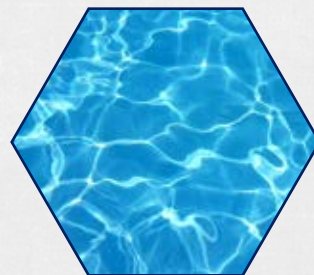
**Angled Shadows**



**Grass**



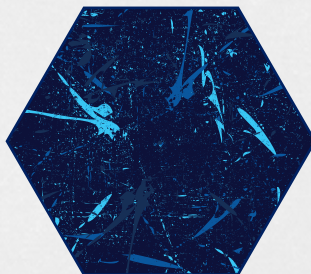
**Chalkboard**



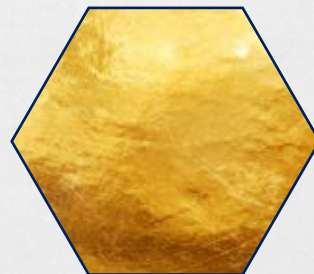
**Water Surface**



**Cloudy Sky**



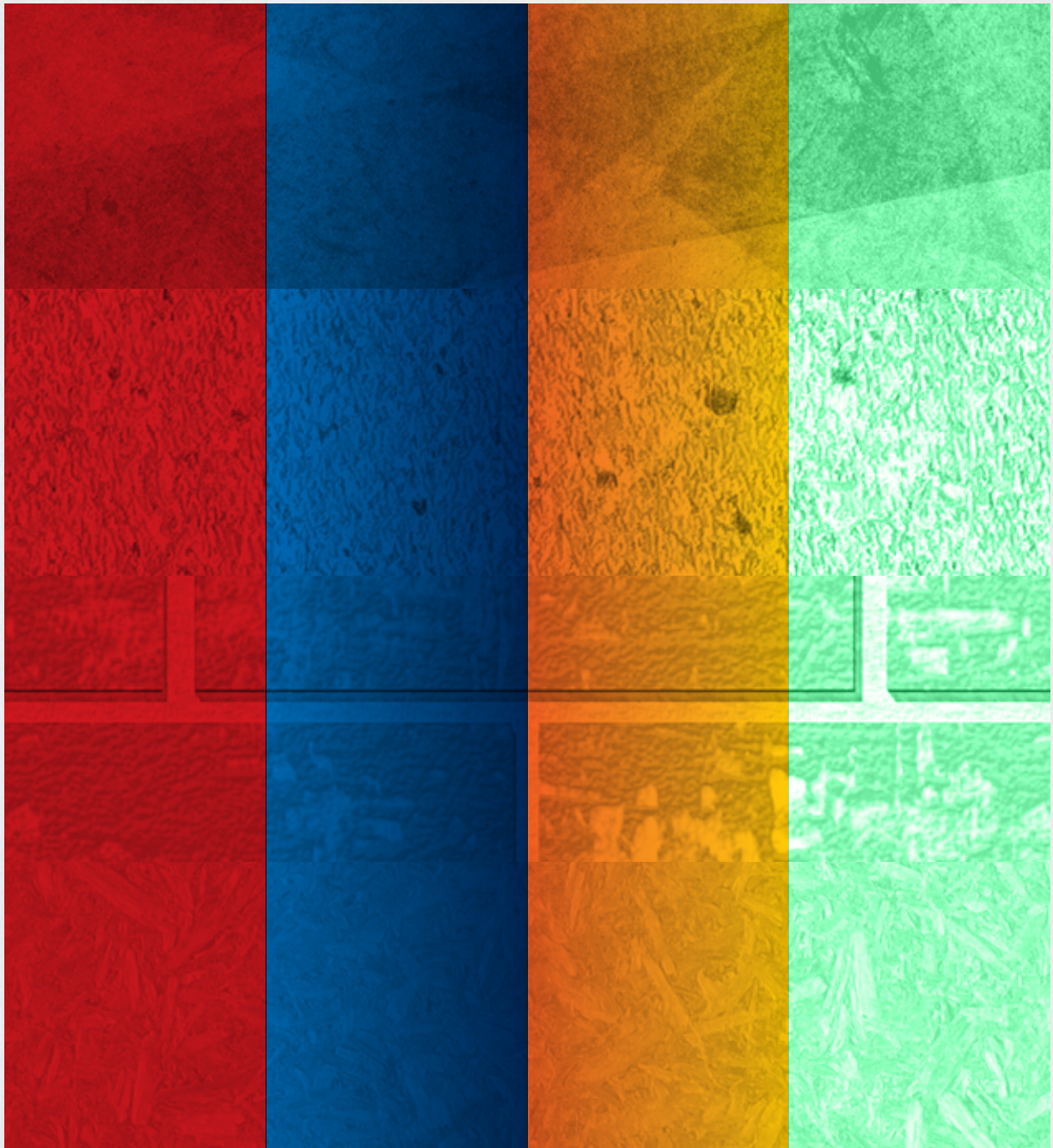
**Splatter**



**Gold Plated**

# Customize Patterns

We can take your colors and work them into the background texture of the art.



Color Overlay

2 Shade Gradient

2 color Gradient

Color Screen

Visual Impact Partner Order Submission Guidelines  
School/Corporate Branding

When a client is ready to move forward with a firm quote and or an installation here are the items you must gather:

1. Provide accurate measurements for the branding locations based on the Visual Impact Measuring Guidelines
2. Select a background from the template catalogue. If the client wants to create their own background please submit according to our graphic submission guide lines to Visual Impact here:
  - a. <https://www.hightail.com/u/VIArtwork>
3. Define the font the client would like to use
4. Provide the school colors as a pantone identifier, which should be included in the client's style guide.
5. Gather all graphic assets (logo in a vector format, any other graphic images they want to use)
6. Provide a rough layout idea including text and logo layouts
7. Layouts will be returned for approval within 5 business days
8. Completed prints will be shipped within 5 days of receipt of layout approval
9. Installation will be scheduled once layouts are approved. Install timeline will be based on availability/schedule of install teams.
10. Completed install will be approved by the client, and photos to document will be provided by the installation team

Please use the order form below!

## Visual Impact Architectural Branding Order Form

Visual Impact Estimate Number \_\_\_\_\_

Customer Name \_\_\_\_\_

Customer delivery address \_\_\_\_\_

Customer E-Mail \_\_\_\_\_

Project Name \_\_\_\_\_

Send approvals via email to \_\_\_\_\_

Product \_\_\_\_\_

School Colors as Pantone \_\_\_\_\_

School desired font \_\_\_\_\_

School logo uploaded to <https://spaces.hightail.com/uplink/VIArtwork> \_\_\_\_\_

School custom graphics uploaded to <https://spaces.hightail.com/uplink/VIArtwork> \_\_\_\_\_

Standard background selected \_\_\_\_\_

Accurate final measurements completed and attached \_\_\_\_\_

Desired team building words or statements to include:

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Please allow 5 business days from acknowledgement of receipt of this order for layouts to be returned for approval. Product will ship approximately 5 days after final approval on layouts.

**Thank You For Choosing**

visual**impact**

**Questions?**

**Please contact [info@visigns.com](mailto:info@visigns.com)**