



Leave an Impression with a Comprehensive Branding Program

- ◆ Let CPC Signs help you design and develop your own comprehensive branding program.
- ◆ CPC offers a robust line of products and services to help you develop and implement your program from your smallest and simplest to your largest and most complex sign.
- ◆ Utilize CPC's standard design elements and plethora of sign products and mounting systems to create a fully integrated program. Your program will not only be aesthetically pleasing but direct visitors to sites more easily, creating safer roads and visitor satisfaction.
- ◆ Comprehensive Branding Programs are ideal for communities, subdivisions, complexes, campuses, facilities, parking areas and garages, businesses, buildings and entrances plus wayfinding, metro street name signs, city entrance guide signs and ground mounted street name signs.
- ◆ Check out all of the comprehensive branding program elements on our website.

Design Uniformity

Easily elevate the look of your sign program through Uniformity, to achieve a clean, aesthetically-pleasing appearance that will impress for years to come. Follow CPC's Design Standards and utilize the uniform shapes, design styles, colors, fonts and mounting systems for your entire sign program.

Sign Reflectivity & Substrates

Custom Products utilizes durable DOT Grade raw materials on most of our signage to ensure a time tested, proven performance. 3M High Intensity Prismatic (HIP) Reflective Sheeting and .080" thick aluminum are our most common substrates but others are available by special quote. Also, many of our unique mounting systems allow the option of a double-sided sign.

Sign Sizes

Signs are available in a multitude of sizes for all scale applications from a single letter or number to large signs for identification and navigation.

Sign Shapes - Standard & Contoured

Create a distinctive look for your system by choosing a standard sign shape or a contoured shape from one of our 31 routed shapes.

Sign Legends

Utilize a mixture of standard, semi-custom and custom legend signs (CLS) to build your comprehensive branding program quickly without the need to re-invent common and standard legends. This not only saves you time, but money allowing you to get the most out of your budget.

Sign Fonts

CPC's preferred sign font is Highway Gothic. This standard highway font offers maximum visibility and legibility at a distance and at higher speeds.

Already have an established font? Or looking for something different or fancy? CPC can design your signs with many other fonts, by request. Not sure what font to choose? Contact us, we can help!

Sign Logos

Show pride in your business or community by adding your logo to any sign. Don't have a logo? Ask about an icon to add some pizzazz to your sign such as a star, heart, leaf, tree, seashell, animal, etc.

NOTE: Please visit www.cpcsigns.com/artwork-guidelines.php for information on logo requirements and design service fees for non-production ready artwork.

Sign Backers

We got your back...Don't let that single sided sign back go unfinished. Complete the look by adding a Sign Backer to your single-sided sign. Choose from premium quality Steel Frames, Aluminum Plates or Vinyl Laminate backer options to put the finishing touch on your signs.



Comprehensive Branding Program

The possibilities are limitless with a Comprehensive Branding Program



CPC Standard Color Chart for Sign Colors

Add some flair to your branding program by utilizing the 21 colors in the CPC Standard Color Chart to design your sign. Start by choosing a color for the Legend (Copy/Graphics/Border) and then select a color for the background. The option to add gold pinstriping to a white border is available at no extra charge. **NOTE: Request Pantone Color Matching Service by calling customer service at 1-800-367-1492.**

Colors may vary in appearance from catalog, digital screen, substrates and light conditions.



Mounting Systems

Mounting System Components are modular to allow you to design and build your own system to suit your taste. From a wall mount to a one or two post mount, the program offers a multitude of styles and options. Components are offered for each post style including u-channel, square and round posts.



U-Channel Posts, Brackets and Hardware

2-3/8" Round Posts, Brackets and Hardware

3" and 4" Round Posts, Brackets and Hardware

Punched Square Posts, Brackets and Hardware

3" and 4" Square Posts, Brackets and Hardware

CPC Standard Powder Paint Colors for Mounting Systems

Complement your sign design with powder painted mounting systems. Achieve a classy look with our standard semi-gloss black sign mounting systems. 20 additional standard colors available by custom order to add flair, match your team, town or business colors, or differentiate between zones to help in wayfinding.



Black Semi-Gloss Powder Painted items are available in 20 additional standard colors by custom ordering. Call for details.

Quick Tip 

Increase safety with time-tested HI-VIZ Conspicuity Yellow

3M Matched Component System



The use of 3M's Matched Component System insures your investment. When signs are created with high quality 3M sheeting and components, the sign performance is backed by 3M warranties. The MCS guarantees that signs will remain effective for their intended use and meet minimum values for retroreflection for the specified warranty period. The use of any non-3M materials in conjunction with 3M products will void all warranties.



COMPREHENSIVE BRANDING PROGRAM OVERVIEW