



SIGNS GUIDE

PRINTING GUIDE: Inks

Inks Of The Past



Over the last 25 years we have produced high quality artwork for thousands of clients. As technology and printing methods have evolved, so have the inks we use in our print.

Solvent printing was the first method used by Discount Displays. Solvent inks had excellent performance, but were not very eco-friendly, so we have moved onto more modern, environmentally conscious solutions for all our large format printing.

UV Inks



Our flat bed HP printer uses special inks that harden when exposed to Ultra Violet lamps built within the printer. UV inks dry rapidly under the UV lamps, so very few chemicals are released during the printing process, making this a more environmentally friendly solution.

A big advantage of this printing method is that UV inks can print onto almost any substrate that can fit through the printer. As well as traditional sign making media, it is possible to print onto wood, ceramic and glass. UV inks is exceptionally tough and durable, and does not need an over-laminate when being used outdoors. The inks also have very good fade resistance, making them ideal for indoor and outdoor use.



Uses

- **Foamex**
- **Correx**
- **Dibond**
- **Foam Board**
- **Card**
- **Glass**
- **Acrylic**



Latex Inks

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Latex inks are the latest and most eco-friendly printing solution, that can be used to produce vibrant, high quality prints. Being water based, Latex inks are non-toxic, odour free and non-flammable. Products printed with latex inks are extremely durable and resistant to water, heat and scratches.

Latex inks are more conformable than UV inks, making them ideally suited to banners, posters and wall paper. Latex printing produces high quality prints with vibrant colours, without the environmental effects of solvent inks.



Uses

- Pop Up Stands
- Banner Stands
- Self Adhesive Vinyl
- Banner PVC
- Mesh Banner



Watch Our Printing Video

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You can watch our large format print video by clicking the following YouTube link:
<https://www.youtube.com/watch?v=EuPW9q3RUE4>

SIGNS GUIDE: Colours For Visibility

What Are The Best Sign Colours To Use



When it comes to how easy a sign is to read, the contrast between background and foreground colour is one of the key factors.

Formulas can be used where light reflectance is used to calculate the contrast between colours. By subtracting the darker colour from the lighter colour and dividing by the light reflectance value of the lower colour, and then multiplying by 100, you get what is called the brightness differential.

Alternatively, you can rely on good old common sense or have a look at the colour combinations below.

Signs With A White Background



Black on White: 91/100 (brightness differential)

Blue on White: 84/100

Red on White: 82/100

EMOTIVE MEANING: Innocence, purity, clarity, simplicity

USAGE: Museum signs, office buildings, retail signs, school signs

Displays
89/100

Displays
84/100

Displays
82/100

Signs With A Black Background

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White on Black: 91/100

Yellow on Black: 89/100

EMOTIVE MEANING: Power, formality, mystery

USAGE: Airports, office buildings, information and directory signs

Displays
91/100

Displays
89/100

Signs With A Yellow Background

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Black on Yellow: 89/100

Red on Yellow: 82/100

Blue on Yellow: 79/100

EMOTIVE MEANING: Joy, happiness, intellect, energy

USAGE: Events, warning signs, sale signs, information signs

Displays
89/100

Displays
82/100

Displays
79/100

Signs With A Blue Background

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White on Blue: 82/100

Yellow on Blue: 79/100

EMOTIVE MEANING: Depth, stability, wisdom, trust

USAGE: Road signs, public transport, banks, public spaces

Displays
82/100

Displays
79/100

Signs With A Red Background

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White on Red: 84/100

Yellow on Red: 82/100

EMOTIVE MEANING: War, danger, anger, strength, love, determination

USAGE: Warning signs, retail sale graphics, road signs

Displays
84/100

Displays
82/100

Discount Displays Graphic Design Service

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At Discount Displays we offer a number of set price design packages, produced in-house by our team of designers. From a simple sign or banner to complex exhibition stands and everything in between.

FIXED PRICE PACKAGE DEALS

affordable
CREATIVE
DESIGN



1 Send us your brief with images logos and copy including any preferred colours or existing marketing material

2 We will create a design and send a pdf by email (proofs by post in request)

3 Make any amendments. Approve the design and we go to print



[Banner Design from £10.99](#)

[Sign Design from £10.99](#)

[Poster Design from £10.99](#)

[Pop Up Stand Design from £99.00](#)

[Banner Stand Design from £19.00](#)

SIGNS GUIDE: Lettering Height

Sign Viewing Distance



The optimum viewing distance for signs depends mainly on the size of the font used and also the type of font style, the colour of the letters and the location of the sign.

An advertising sign being viewed from passing traffic in varying light conditions would need to be bigger than an information sign on a door for example.

The chart below gives a rough estimate to optimum lettering sizes and various distances. An easy way to check is to print a letter on your desktop printer, stick it on a wall and walk away to get a sense of how visible it is.

Viewing Distance Chart



Letter Height	Optimum Distance	Max Distance
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
42"	420'	1750'
48"	480'	2000'
54"	540'	2250'
60"	600'	2500'

FREE Lettering Height Calculator



If you know the size of the lettering height you require, you can use our [online lettering tool](#) to calculate the size of sign you will need. Alternatively, if you know what size the sign needs to be, our lettering tool will give you an idea of the lettering height that will fit on that size of sign.

SIGNS BUYERS GUIDE: Acrylic Material

What Is Acrylic



Acrylic is one of the toughest materials we sell. It is often used as an alternative to glass. Also referred to as Perspex, it is the perfect choice when you want a sophisticated, high end look.

What Is Acrylic Used For



- High End Signage
- Corporate Branding
- Door Signs
- Hotel Signage
- Architectural Signs
- Illuminated Panels
- Point of Purchase
- Restaurant Signs



Why Is It Popular For Signs



It has a high tech, sophisticated look and is a good alternative to glass as it is less dense and a lighter weight. Acrylic is also very durable and has a smooth surface, making it ideal for high quality graphic reproduction. The only downside is that it can scratch over time and can shatter and chip upon impact.

Where Can I Use Acrylic



Acrylic signs are ideal for indoor or outdoor, long term applications, where image is a crucial factor. They can be used to great effect in offices, receptions and showrooms. We don't advise using Acrylic signs in high traffic areas where they may get scratched or knocked onto the floor.

How Is It Printed

Perspex can be printed direct to the panel or onto a high quality, self adhesive vinyl, which is then applied to the panel. The preferred print method depends on the image that is going to be printed and where the sign will be used. Our team will advise on the best print method for your job.

How Can I Fix Acrylic

Perspex Acrylic can be drilled into and is often used with sign stand-offs to create a modern look. It can also be screwed, attached using double sided tape or glued to a suitable surface.

Can It Be Shaped

Acrylic signs can be contour cut for an additional fee.

What Sizes Are Available

Most popular thickness for Acrylic signs are 3mm or 5mm, but it is available up to 25mm thick for special signage projects.

What Colours Do You Print On

Clear acrylic sheet is held in stock, while opal, frosted and coloured Acrylic sheets are available to order.

Is It Fire Retardant and Can It Be Recycled

Acrylic sheeting achieves a UK Class 3 fire rating. Yes, it can be recycled.

**If you would like a free sample please email
sales@discountdisplays.co.uk or call
0844 800 1020.**

SIGNS BUYERS GUIDE: Correx Material

What Is Correx



Low cost, light weight and weather proof corrugated universal sign material. Correx fluted board is ideal for all types of temporary signage. A good way to describe it is as a full weather proof plastic cardboard. Correx, also known as fluted polypropylene, is ideally suited to outdoor temporary signage and property signs. It has a slightly wavy surface, so comes second to Foamex when viewed close up.

What Is Correx Used For



- Temporary Signs
- Site Boards
- Exhibition Directional Signs
- Advertising Campaigns
- Indoor POP
- Event Graphics
- Folding Displays
- Temporary Traffic / Road Signs
- Estate Agent For Sale & To Let



Why Is It Popular For Signs



It is cost effective and has a great strength to weight ratio. It might not have the polished look of Foamex, but it is equally weather proof and cheaper, making it ideal for all signage. It is more of an industrial product than Foamex, which is better for displays and marketing signage.

Where Can I Use Correx



Correx is 100% weatherproof, and is unaffected by changes in temperature so it can be used for outdoor applications. It is more suited to information and warning signs rather than display signs. In exposed areas the sign can be mounted to an additional wooden board to add strength, otherwise it can be prone to bending along the flutes when subject to a high wind load.

How Is It Printed



We print direct to the panel using durable UV inks. Digital printing works exceptionally well on Correx signs, enabling you to create a high quality design with a professional finish. Due to the corrugated core the surface has a very slight wavy effect.

How Can I Fix Correx



Cable ties are the most popular method. You can also use large head clout nails, screws with washers, glue or Velcro. We also have a range of sign holders specifically designed for Correx.

Can It Be Shaped



Correx can be cut to shape for cheap throwaway signs such as life size cut outs of people and products that can be used indoors or outdoors. Due to the corrugated nature you do not end up with a crisp edge but it is hardly noticeable.

What Sizes Are Available



The most popular thickness is 4mm, which comes in a maximum size of 2440mm x 12200mm. Custom sizes are available online, by using our [Correx](#) calculator.

What Colours Do You Print On



We print onto white Correx material. Other colours are available on request.

Can It Be Recycled



Correx can be recycled along with other PVC products.

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SIGNS BUYERS GUIDE: Dibond Material

What Is Dibond Aluminium



Dibond or Alupanel are brand names of 'Aluminium Composite Sheets' or 'Sandwich Panel'. It is a premium form of signage with the highest durability of the materials we use. A rigid polyethylene core is sandwiched between two thin smooth aluminium layers, which results in excellent printing properties. Rigid, lightweight, super strong and weather-proof; Dibond is ideal for semi permanent application indoors or outdoors.

What Is Dibond Used For



- Directory Signs for Flats
- Office Signs
- No Parking Signs / Traffic Signs
- Direction and Information
- Industrial Signs
- Shop Front Signs
- Information Signs
- Development Hoardings
- Shop Signs and POS
- Display Signage



Why Is It Popular For Signs



Dibond has a great surface for printing onto, which means consistently high quality print results. It is super-strong, but still lightweight and weatherproof. The sandwich construction of Dibond aluminium makes it very rigid, which means it lays flat regardless of temperature fluctuations and it does not rust or deteriorate in the sun.

Where Can I Use Dibond



Dibond is 100% weatherproof, and is unaffected by changes in temperature so it can be used for outdoor applications. It is more suited to information and warning signs rather than display signs. If 10mm Foamex is too heavy, Dibond is the answer as it takes a higher wind load and weighs far less.

How Is It Printed



We print direct to the panel using durable UV inks which won't crack, peel or fade. Digital printing works exceptionally well on Dibond signs due to its extremely flat surface. This gives the highest quality results.

How Can I Fix Dibond



Dibond can be fixed to walls and posts. Dibond can be easily drilled so you can use screws or sign stand-offs. It can be hung from ceilings using wires or it can be attached to smooth surfaces using double sided tape. It can also be riveted.

Can It Be Shaped



Dibond is usually cut with square corners, but it can be cut to shape on request.

What Sizes Are Available



The most popular thickness is 3mm, which comes in a maximum size of 2440mm x 12200mm, but custom sizes can be purchased online using our [Dibond calculator](#) tool.

What Colours Do You Print On



We print onto white backing as standard. Other colours and finishes are available for special projects. Please call 0844 800 1020 for details.

Is It Fire Retardant and Can It Be Recycled



Dibond can be recycled along with other PVC products. It has a temperature resistance range from minus 50°C to plus 80°C.

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SIGNS BUYERS GUIDE: Foamex Material

What Is Foamex



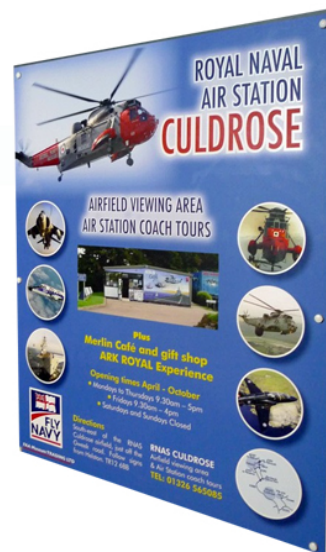
It is our most widely used sign making material. Foamex sheeting is a rigid hardwearing PVC foam that is compressed to create a lightweight weather-proof board.

Otherwise known as Foam PVC, Foamalite or Foam Board PVC, it is suitable for short and medium term indoor and outdoor use.

What Is Foamex Used For



- Point of Sale
- Outdoor Signs
- Exhibition Panels
- Backdrop Displays
- Advertising Boards
- Interior Signage
- Stage Skirts
- Museum Displays
- Directional Signs
- Other Semi-Permanent Displays



Why Is It Popular For Signs



As it is rigid and hardwearing, Foamex is a very economical material that is ideally suited to sign making. It is excellent value for money, can be used in a variety of environments, and has a brilliant white, smooth and even surface enabling high quality print results.

Where Can I Use Foamex



Foamex is 100% weatherproof, and is unaffected by changes in temperature, so it can be used for outdoor applications. It also has an excellent fire rating, making it ideal for indoor use as well. Foamex is readily available in 3mm and 5mm thicknesses. The 3mm version is mostly recommended for indoor use due to its flexibility, which doesn't withstand outdoor conditions as well as the 5mm version. This can be overcome by fixing the 3mm Foamex to another board or wall surface.

How Is It Printed



In most cases, we print directly onto the Foamex panel using durable UV inks. Digital printing works exceptionally well on Foamex sheeting, enabling you to create a high quality design that will translate well to the finished print.

How Can I Fix Foamex



Due to its composition, Foamex board can be screwed to walls, post mounted or hung in a frame. It can also be attached to trade show stands with Velcro or double sided tape.

Can It Be Shaped



Foamex is ideal for contour cutting with its smooth edges. We can cut Foamex to pretty much any shape you like using our state of the art Zund flat bed cutter.

What Sizes Are Available



The most popular thicknesses are 3mm or 5mm in sheet sizes, but 10mm is also available for certain applications. The normal sheet size is 2440mm x 1220mm for the 3mm and 5mm, but custom sizes can be purchased online using our [Foamex calculator](#) tool. Sheets up to 10mm thick and 3050mm x 1560mm can be ordered by calling 0844 800 1020.

What Colours Do You Print On



90% of our print is onto white Foamex. The main reason to print onto other colours, is if you want to see a coloured edge on your sign. Foamex is also available in yellow, red and black. The actual print is full colour using high quality inks.

Is It Fire Retardant and Can It Be Recycled



Fire retardancy: BS746: Part 7: Class 1 M1 and B1 (dependant on application).

Foamex is an eco-friendly material that can be recycled along with other PVC products.

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