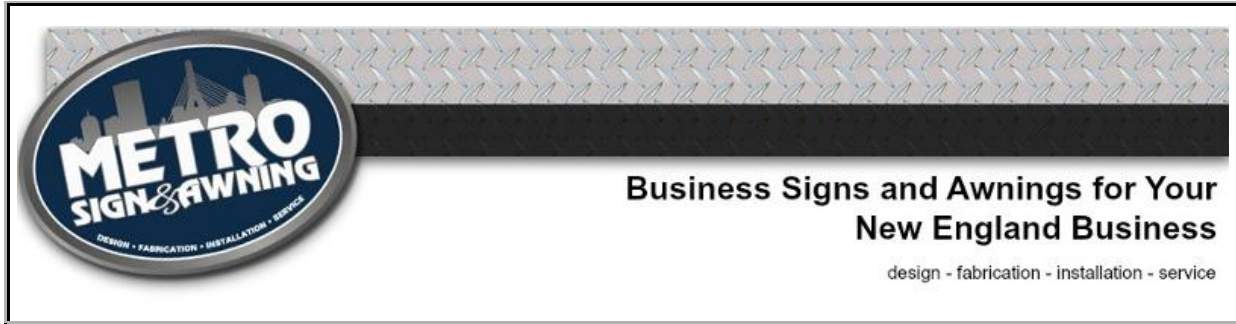


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FALL 2012

Greetings!

With our Fall 2012 edition of Metro Sign & Awning's quarterly newsletter, we're pleased to also introduce our updated website that features an enhanced resource and education, [Signage 101](#), where you can get a better understanding of the signage industry so that you can be a more informed consumer.

Please feel free to explore our new site, and read on to learn about:

- Factoring in [road speeds and sign colors](#) when designing a sign;
- How we created a [custom canopy structure](#) for the Revere Hotel;
- How [going green](#) with signage recommendations can attract customers

As always, we welcome [your feedback](#), questions, or topics you'd like us to cover in a future issue.

Sincerely,

[Tom Dunn](#)
Metro Sign & Awning

Signage 101: Road Speeds and Sign Colors



No Sign Nightmares with Metro Sign & Awning!



Going Green: When Going Green Attracts the Green

Signs are important for your business, and Metro Sign and Awning wants to help you make the most beneficial, cost-effective decision possible. That's why we've created our [Signage 101](#) resource section on our updated website, where you will find information that will help you decide what type of sign is appropriate for your company, including:

- how [posted road speed](#) affects signage visibility
- the most to least visible [sign color combinations](#)

We continue to add to this section, so be sure to check periodically for new information you can use. If you'd prefer to have Metro help you get started right away, please [contact us](#).

Customer Spotlight: Revere Hotel



When creating a custom canopy structure for the Revere Hotel, Cafco Construction sourced Metro's highly skilled fabricators with full confidence. Not many sign companies would respond to the intricate work required to perfectly align the radius seams in the structure.

Our team surveyed the ceiling/structure for precise measurements and fabricated the canopy in our Tewksbury Facility. As shown in the attached photos, each section aligns perfectly to show a seamless yellow canopy with a red overlay branding the structure.

Both Cafco Construction and The Revere Hotel were pleased with the level of craftsmanship Metro was able to provide to achieve this unique design. [Read their feedback](#).

Take a look at our [customer portfolio](#) for other examples of the custom work we can do. Or [contact us](#) or call (978-851-2424) to learn how we can help you meet the challenges of installing a non-traditional sign or awning.



3. Green signs attract business
About 20 percent of US adults identify as "green" consumers - a demographic that's expected to grow by nearly 40 percent in the next decade. Unfortunately, as your retail clients can attest, consumers who say they support efficient production methods and low-emitting, non-polluting and sustainable products don't want to pay more to fund those earth-friendly ideals.

Green to Gold author Andrew Winston calls environmental appeal the "third button" to push when selling products. The first two: price and quality. (Give consumers points for being practical.) Happily, green signs provide that third button - a button that can be pushed as long as the sign is visible. Signs appeal to shoppers' sustainable sensibilities, giving them the positive feelings they crave, without requiring them to pay more for products.

This is the second in our series of Green Signage Tips for architects, general contractors and anyone else interested in eco-friendly signs. [Download the complete set of eco-friendly tips here](#).

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