

## STEP 26: Place Marketing Graphics, cont.

### Individual Letter Sign: Letters Only

If you receive a set of letters for an individual letter sign, follow the directions that are shown here.



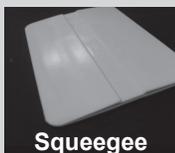
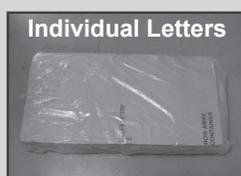
The examples in this section show signs for a calendar store. Your sign will match your store concept.

1. Measure the stencil template to determine the dimensions of the sign letters.
2. Measure the sign face area to calculate the center point. Then use a pencil to mark the corners where the stencil template will be placed.
3. Use scotch tape to place the stencil template within the marked lines.
4. Tape the top of each letter using the hinge method shown here.

*This step will not be used in all stores!  
Complete this step ONLY if you receive an  
"individual letter" or "custom letter" sign.*



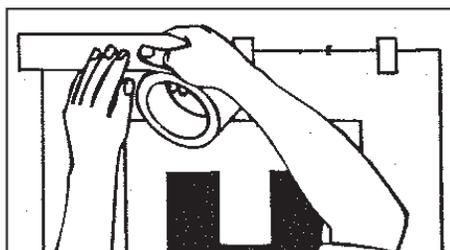
#### What You Will Receive:



*Some stores may also receive a bubble for a game or toy add on with Velcro tape on the back.*

#### Supplies You Provide:

- Ladder
- Tape measure
- Scotch tape
- Pencil
- Scissors or box knife



*Simultaneous Steps*

**STEP 26: Place Marketing Graphics, cont.**

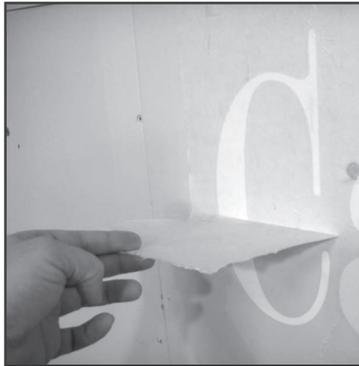
5. Use scissors to cut between each letter.



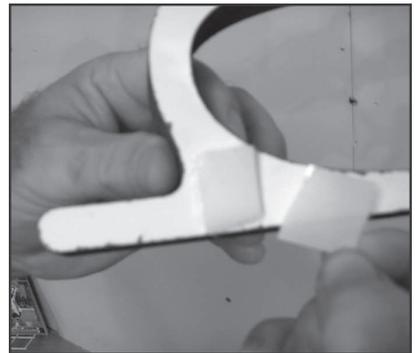
6. Peel the liner back, then use the squeegee to flatten the letters into place.



7. Slowly peel the front liner, making sure the white stencil letters stay in place.



8. Remove the backing on the adhesive for each of the Velcro dots one letter at a time. Do not remove the Velcro from the back of the letters.



9. Place the sign letters directly over the white stencil letters. Each word will have all the same color letters. Do not mix colors within a single word.



## STEP 26: Place Marketing Graphics, cont.

### Individual Letter Sign: Styrene Panel

If you receive a set of letters and a styrene panel for an individual letters sign, follow the directions in this section.



The examples in this section show signs for a calendar store. Your sign will match your store concept.

1. Measure the styrene to determine the dimensions of the sign.
2. Measure the sign face area to calculate the center point. Then use a pencil to mark the corners where the styrene will be placed.
3. Peel the liner off of the double-sided tape on the back of the styrene. You may need several people to hold the sign while removing the tape liner so the sign will not move and accidentally stick to something.

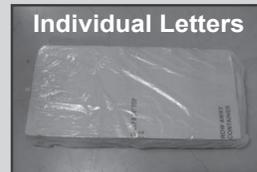
*This step will not be used in all stores!  
Complete this step ONLY if you receive an  
"individual letter" or "custom letter" sign.*



#### What You Will Receive:



Styrene Panel



Individual Letters

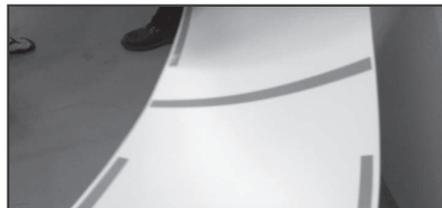


Squeegee

*Some stores may also receive a bubble for a game or toy add on with Velcro tape on the back.*

#### Supplies You Provide:

- Ladder
- Tape measure
- Pencil



*Simultaneous Steps*

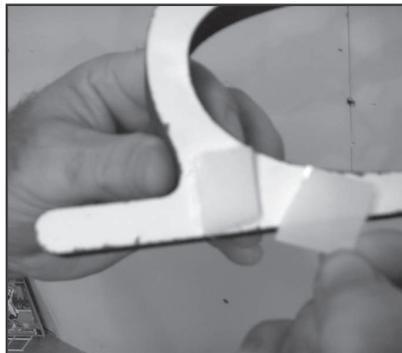
**STEP 26: Place Marketing Graphics, cont.**

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4. Adhere the sign to the store front using your hands and the squeegee. Work from the center out to the corners. You will need at least two people to adhere the sign. Make sure you have the sign oriented correctly; the white letters must be facing up.



5. Remove the backing on the adhesive for each of the Velcro dots on one letter at a time. Do not separate the Velcro from the back of the letters.



6. Place the letters directly over the face of the white stencil letters. Each word will have all the same color letters. Do not mix colors of letters within a single word.

