

www.ESPRESSOSIGNS.com

DIY EASY-FORM

Signs are simple.... there's the LOGO/NAME, and then there's the STUFF. Usually, the LOGO/NAME is on top and the STUFF is beneath or on the side. Some folks have custom designed logo's or pictures. We can use those, just send us the art-files with this form. (see directions for art in FAQ's on-line) Some folks use the business name in large type... we do a lot of those too. BTW, this/your stuff is confidential, we don't sell or share it with anyone.

Your Name:	
Your Cell Phone:	
Your Business Name:	
Your Email Address:	
Your Business Address:	
City State Zip:	
Best way/time to reach you:	
What Size of Sign:	12x18 18x24 24x24 24x32 24 x36 24x48 Custom
What Style Sign:	Tall or Wide (circle) Rounded Corners Y or N
Use LOGO? – FileName:	.jpg .tif .pdf .ps ??
Use a background art file?:	.jpg .tif .pdf .ps ??

Font Styles... Indicate on form below

Espresso Signs F31	Espresso Signs C141	Espresso Signs F22	Espresso Signs L20
Espresso Signs N13	Espresso Signs D8	Espresso Signs O10	ESPRESSO SIGNS P50
Espresso Signs B66	Espresso Signs E5	Espresso Signs G7	ESPRESSO SIGNS P19

The STUFF The second page of this document is set up as a worksheet for you to enter your price list/menu. Each line on the grid is a line on your sign. There are Titles , SubTitles , Items , and Paragraph Breaks . Identify the type of line in the first column: T,S,I,or B . Then fill in what you want to the right in the column it belongs. Some people only have 3 sizes.. leave the columns blank you don't need. If you have a long menu, use extra sheets. Be sure to title each so we can keep them straight. ie.. "Donna's Coffee Pg 1 of 3"	ROW TYPES T = Title S = SubTitle I = Item Name B = Paragraph Break							
	Type	Column 1	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7
	T	HOT DRINKS						
	S	Sizes	Small	Medium	Large	Venti	Grande	Gigantic
	S		12 oz	16 oz	20 oz	24 oz	32oz	64oz
	I	Soy Mocha Latte	\$1.25	\$1.95	\$2.50	\$3.50	\$4.25	\$8.00
	I	Americano						
	B	Put a double line across sign						

Use the "Comment Box" on the bottom of the worksheet for general directions to our art department. If you already have your price menu file on your computer in Microsoft WORD or Open Office. Please send them along, but please, include this file for guidance.

Note, If you have any special fonts, logos, photo art or other files to send us, please be sure that you have all legal copyright permissions to use them. If you are unsure, please contact our art department. We have hundreds of copyright free commercial fonts and access to thousands of useable graphics. We strive to help you protect your business from patent infringement. Any questions, Ask us.

Contact Name:

Business Name

Cell #

ROW TYPES T = Title / S = SubTitle / I = Item Name / P = Paragraph Break / L = Line Gap									
	Row Type	Column 1	Drink Names	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7
a									
b									
c									
d									
e									
f									
g									
h									
i									
j									
k									
l									
m									
n									
o									
p									
q									
r									
s									
t									
u									
v									
w									
x									
y									
z									

Title Font		General Instructions:		
Item Font				
Column Align	Lft Cntr Rt			
Title Size	Sml Med Lrg			
Sub Title Size	Sml Med Lrg			
Item Size	Sml Med Lrg			