

### OUR STORY

Once upon a time almost 20 years ago, there was a guy from Jersey who moved to Myrtle Beach with his family to start a business. One day he called a local sign company to get a new sign for his business. The price was so outrageously high that he told that sign guy that if he ever left his current business, he would open a sign shop of his own to offer fair pricing to the people. So, in 2008, our story begins...

It all started in a two-car garage with a desk and a mission statement to always put customers before transactions. What was needed first was a name. A brand that would capture the creativity we possess with an eye-catching logo for both adults and children alike. We knew we couldn't just be another sign company. We had to stand out. After hours of brainstorming and several wads of paper on the floor, the frustration of not getting it just right was rising. After tossing the last piece of paper in the trash can out of anger...The Mad Signtist was born.

Now armed with a brand, a name and surrounded by his most trusted friends, we got to work acquiring all the equipment that would be needed and set out to get our first customers. Fast forward to today, The Mad Signtist has had five shops, outgrowing each one every few years and new equipment has been added as we continue to grow in creativity. We have gained new friends to help us along the way and have earned a reputation for exceptional customer service and expedited turn-around times.

The Mad Signtist chooses to stay small to help the "mom and pop" businesses out there like ourselves. We love what we do and have a lot of fun creating with our customers in our shop every day. We are always growing and learning about new products. We tackle each project as a new challenge and will not rest until it is successfully executed. Even though there are just a few of us, YOU are always our priority.

### MEET OUR STAFF



**TIM** is our Master Graphic Designer! He came to SC in 2004 with his wife and daughter from New Jersey. He has a degree in both Graphic Design and Culinary. He is a member of F3 Nation and enjoys spending time at home with his family and playing guitar. On Sundays in the fall, you can find him watching the Las Vegas Raiders on TV. Tim never fails to bring humor to the office every day, even on Mondays!



**KELLY** is our Chief Multi-Tasker! She moved to SC in 1994 and has a degree in Human Resources. Her exceptional organizational skills and her keen attention to detail keep our projects running smoothly and efficiently. She has a son, Josh and is the owner of our Southern Cottage Designs brand. She enjoys spending time at home with her family watching movies or hockey (Go Caps!)



**TODD** is our Sales Ninja and installer mastermind! He is an alumni of USC and has a degree in geology and marine science. He joined The Mad Signtist in 2018 when he married our Chief Multi-Tasker! He is a member of F3 Nation and an avid racquetball player. Todd also enjoys watching hockey (Go Pens!) and spending his free time outdoors.



### MICHELLE is our Chief

Visionary! She walked into The Mad Signtist one day in 2015 after she and her husband decided to retire to Myrtle Beach. She just wasn't quite ready to retire, and the rest is history. She works remotely and her layouts and designs exceed every expectations of our customers. She enjoys periodic visits back to Ohio to visit her daughters and grandchildren and in her free time she enjoys sewing, gardening, reading on the beach and games of any kind.

# Why Choose Us?



Personal Service

Enter as a Customer, Leave as a Friend! We have established a reputation for consistently delivering exceptional customer service. This, in turn has led to long-term working relationships with our customers. We have even been known to vacation with them! We LOVE what we do, you will always have fun working with us!

### 2 Value for Your Money

We know your business has a lot of expenses, and we want to help. We promise to offer the lowest prices with the same great quality products. While the competition tries to inflate the costs, we tend to keep them low so that it does not break the bank!

**3**Honesty

People before money! If we cannot do it, we will honestly tell you who can. Understanding our customers' needs have propelled us beyond customer satisfaction to customer loyalty.

### 4 Efficient Turnaround

Your time is precious. We know how important it is to have reliable, prompt service. We take great pride in our expedited turn-around times and promise to ALWAYS return your call. We realize that you have a lot of choices when it comes to choosing a sign company for your business. When you walk into our shop, you will see that we are passionate about providing all the solutions to your business needs. We recognize that the success of our customers is the key to the success of our business.

We LOVE being your neighborhood sign shop. Settling for average is not what we are about. In fact, if you were to look it up in a dictionary, "The Mad Signtist" and "Average" would not be anywhere near each other. The Mad Signtist has stood the test of time over the last 15 years to emerge as an established and reputable sign company and we stand by our commitment to build relationships-not transactions.

Choosing The Mad Signtist means you will always receive one-on-one customer service. It means you will always receive fair and competitive pricing for your project. Choosing The Mad Signtist means you will always receive a seamless and hassle-free experience and even have a little fun while working with us!

The number one comment we receive daily from our customers is "I didn't know you did that!" The Mad Signtist may be small, but our possibilities are endless! We invite you to stop by our showroom to see samples of our products and chat with us. Let us surprise you with a creative explosion of what we can do for your business!

See You Soon!



CONTACT In the adsign tist the adsign tis the adsign tist the adsign tist the adsign tist the	Email Signs@MadSigntistOnline.com Phone 843.293.7446
Scan our QR Code to Follow us on Facebook, Instagram or leave us a review	Website www.MadSigntistOnline.com Address 9261 Hwy 707 Suite G
	Myrtle Beach, SC 29588 Hours Mon - Thurs 8am - 4pm Friday 8am - 12pm Sat & Sun Closed

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Box truck wraps and graphics are the best way to capitalize on your existing assets. There is no better way to market or advertise your company than wrapping your truck. Many of our clients own and operate businesses which utilize box trucks for delivering products and servicing their customers. When you have commercial vehicle with no

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branding on it, you are missing the biggest branding opportunity in your market. Vinyl wrap graphics have an extremely high retention rate and are more targeted than many business owners are aware.



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### **Cabinet Box Signs**

Cabinet Box Signs are available as flat acrylic or pan style. Translucent Vinyl or Embossed lettering are used if the box lights up. Cabinet Box

Signs are best used if you have an intricate design, are seeking durability and longevity, and you have the space. They are internally illuminated with LED lights. Cabinet Signs can be post or wall mounted. Engineered Drawing and Permit are required.

> AUTO - HOME - HEALTH - BOAT - BUSINESS CONDO - MOTORCYCLE - LIFE 843.293.7446

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#### **Promote Your Business!**

- Heating & Air Conditioning
- Plumbing 
   Electrical 
   Hospital
- Roofing Siding Landscaping
- Moving & Storage Flooring
- Painting 
   Cleaning Services
- Home Theater 
   Windows & Doors
- Automotive Dealership
- Construction





### **Channel Letters**

*Channel Letters are a popular and classy way to brand a new* retail storefront, office building or restaurant. Each letter has an individual structure and separate illumination, resulting in a professional and highly visible sign.

Choose from these options:

#### FRONT AND BACK LIT CHANNEL LETTERS

If you are looking for dramatic illumination for your sign, front and back lit channel letters may be the perfect option. Rather than being lit from just the front or the back, the effect is slightly different and more dramatic than illuminating from either side.

#### **REVERSE LIT CHANNEL LETTERS**

Often called "Halo" or "Backlit" letters, reverse lit channel letter signs are mounted away from the wall, causing the light to form a halo effect behind the sign. The distance from the sign to the wall that it is mounted on enables the halo of illumination around each individual character, helping the reverse lit channel letters stand out. Instead of acrylic, reverse channel letters have a metal face. They are also fitted with aluminum letters. Reverse lit channel letters typically have clear lexan or polycarbonate backs.

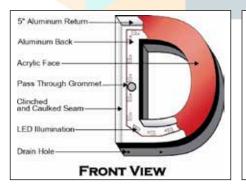
#### FRONT LIT CHANNEL LETTERS

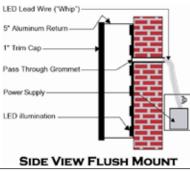
Front lit channel letters use lights to illuminate the face of the letters. This is done with a translucent acrylic face and lights that shine from within the letter itself. Front lit channel letters are the most common type of channel letter. They draw attention during the day or night.

#### LED Lighting

Channel letters in the past have typically been lit with neon lighting, but the last few years have increased in LED lighting as an illumination source.

Not only are LED Channel Signs more energy efficient, lower maintenance and have a lower voltage than neon-lit signs, their lightweight design nearly eliminates breakage.











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### Vehicle Graphics • Pick-Up Trucks • Vans • Box Trucks • Trailers

Fleet Package Pricing Available

#### Low Coverage

### Maximize your visibility without draining your budget!

Ideal for small budgets, this package includes logo and phone number on the doors only or equal area size on box trucks or trailers



#### **Medium Coverage**

Our most popular vehicle package for those who are in need of mobile image branding as well as the most coverage for their budget. This package includes medium size logos and phone numbers on both sides. Back is not included.



#### **High Coverage**

A great way for your business to be seen and recognized. This package includes large size logos and phone numbers on both sides.



#### **Premium Coverage**

The best way to get your brand recognized and remembered. Allows more information coverage. This package includes full coverage on both sides and back.



### Formed Letters

Formed letters are one of the most effective and economical sign options for businesses for dimensional lettering. Available in Plastic, Metal & Acrylic. They can be used for both interior and exterior signage.





AT CITY CENTRE @

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Child Development Center Conter Conte

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Signs@MadSigntistOnline.com

will help you develop a brand that meets your

exact standards.

# Layout & Design

### **Logo** Creation

Logo creation cost starts at \$70.

A Professional Logo Is Essential To Help You Stand Out From Your Competition!

With a degree in Graphic Design, our designers will help you in creating design solutions that have a high visual impact.

#### We'll start with an

initial meeting to get a better understanding of your business and what statement you want your logo to make.

We will provide you with a proof and you are free to make as many changes as needed until your logo is perfect for you!

Once the final layout is approved, we will provide you with a JPG, PDF, EPS & PNG File.

### **Business** Cards

A typical business card design cost is \$35

Basic text changes to business cards like phone numbers and website are free of charge.

### Postcards, Brochures & Rack Cards

Typical design cost is \$125

### Why Choose The Mad Signtist for your project?

The biggest difference that we offer is we work in all forms of print, from signs to paper products, so we build designs that can work in every process. Most designers will only offer you a high resolution JPG and this file type does not work for wide format printing or apparel. Once we design a logo for you, we will provide you with a JPG, PDF, EPS and PNG file for you to use across any printing format.



### Stand Off Signs

Standoff signs are made of glass, acrylic or metal and are different from other signs by the way they are mounted. Standoffs get their name from the brackets that mount them, often called standoffs. These signs are an inexpensive way to give a 3D look that will be pleasing in any setting.







#### Stand Off Signs are Ideal For:

- Reception Areas
- Lobbies
- Mission Statements
- Directional Signs
- Donor Signs
- Room Number Signs







Wall Clamp Designed from high-quality Stainless Steel for indoor and outdoor use. Provides a beautiful and simple look.



**Stainless Steel Projecting Flag** Perfect for all your indoor applications. The projecting flag will make any room or office easy to find.



**LED Stand Offs** Available in Red, Blue and White. LED inside the standoff mounts create a backlit display. Standard 120 voltage. Wires and transformer will need to be hidden inside wall.



**Desk Stand Offs** The elegant finishes that we carry will give your display a unique look that will make it stand out like no other!

Stand Off Mounts



1" brushed nickel standoff mounts

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Various mount colors available



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### Banners

An inexpensive way of advertising. Popular for use as temporary signs or sponsorships for your event.

- 13 oz. or 18 oz. Vinyl
- Grommets included (Upgrade to Bravo Tabs for more durable installation)



#### Pole Banners

Pole banners are a great way to advertise special events, attractions and to promote a team or school.

- Available as single or double sided
- Widths available in 18", 24" or 30" brackets
- Can go up to 96" in length



#### Hanging Banner System

- Snap Rail uses an easy-to-us spring mechanism to open and snap shut.
- •Our poster display kit is a reusable poster hanging system that holds your material safely and securely in place.





### **Mesh Banners** *Perfect for windy conditions. Good for fence graphics, large building banners and outdoor advertisements.*

• Mesh banners are sewn with 1" webbing on top and bottom to reinforce hems where grommets are placed.

#### Floor and Tabletop Retractable Banners



Retractable banner stands are one of the most popular items to showcase your booth for any trade show or festival.

• Comes with a carrying case and sets up in seconds.





### Business Cards

Keep your name in front of your clients! Having a professional, well designed business card ready to hand to your customers is essential for your business.

- 16pt UV Coated front & back
- Production time 4 days (Specialty cards require longer production time)
- Available in quantities of 250, 500, 1000, 2000
- Design fee may apply

Specialty cards available: Square • Painted Edge • Suede • Plastic • Folded • Oval • Round • Magnet











### Printed Items

If you can think of it, we can print it! Turnaround time varies depending upon the project. Design fees apply.

Letterheads **Tablecloths Flyers** Wine Labels **Post Cards** Stickers Rack Cards Carbonless Forms Brochures Appointment Cards **Door Hangers** Newsletters Tickets Sales Sheets **Bookmarks** Menus

**Greeting Cards Thank You Cards Gift Certificates Badges / ID Tags** Invitations Magnet Calendars Envelopes Window Clings Table Tents **Roll Labels** Work Orders **License Plates** Invoices **Parking Passes** Notepads Loyalty Cards







Custom Mats featuring your business logo and slogan.

- Available in a variety of styles for any type of business
- Indoor and outdoor mats available
- Samples located in our shop





**DigiPrint HD Custom Shapes** are excellent for featuring a custom logo or artwork printed with the latest innovation in dying technology in high-definition. This product can be cut into a custom shape.

# STRONG STRONG

**P.O.P.** Mats feature your custom logo or artwork on a dye-sublimated needle punch surface, capable of handling the most complex of art and gradients.



**SuperScrape Impressions** mats feature a custom logo or artwork on a SuperScrape mat. Multi-colored images are printed on vinyl and heat pressed into a nitrile rubber surface.

#### WHY LOGO MATS?

#### Branding

- Customized floor mats offer a great first impression to anyone walking through the door.
- Logo mats enhance the visibility of your brand.
- Branded floor mats state how a company feels about its image and business.

#### Functionality

- Logo mats help prevent slip-and-fall accidents.
- Logo mats create a clean and safe working environment.
- Anti-fatigue logo mats increase employee productivity and comfort.



**Waterhog Impressions HD** mats feature your custom logo or artwork printed on a hybrid application where the surface can scrape and dry your feet while being able to with stand extremely high traffic.



**WaterHog Inlay** mats feature your custom logo or artwork inlaid on a polyester fabric where the surface can scrape and/or dry your feet while being able to withstand extremely high traffic.



**Berber Impressions HD** mats feature your custom logo or artwork digitally printed in high definition on a Berber mat. These mats can handle extremely high traffic.

These are only a few of the styles available. Check out the Logo Mats catalog on our website!



**DigiPrint HD** mats are excellent for featuring a custom logo or artwork printed with the latest innovation in dying technology in high-definition.



## Trade Show Displays

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RENTALS





TAKE CHARGE OF YOUR FUTURE

BUILDING FUTURE CEON THROUGH HANDS ON LEARNING.

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KELLY COLLEGE® Minds On • Hands On

### Customize your Trade Show Display with The Mad Signtist!

A professional, custom-designed trade show display will do wonders for your image. Choose from a wide variety of:

- Table Cloths
- Backdrops
- Flags
- Table Displays
- Tents

Check out our catalog on our website.

Ask us about designing & printing your brochures & hand-outs also!

RENTALS



### Directory Signs $\rightarrow \rightarrow \rightarrow \rightarrow$

### Directory signage is an absolute essential for every building and enables your visitors to easily locate and navigate to the correct location within your facility.

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We provide ADA compliant wayfinding and directional signs.

Do you need to make changes frequently to your directory signs? We offer a wide variety of directory styles that can be quickly switched out as needed. We can also customize to any shape and size you require.

JAKE WILSON





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### **Cable Systems**

**Cable Acrylic Display Holders** (right) are the perfect option for a wide array of different uses. Whether doing a one-time project or one that will expand as time goes one, this is a great project option to effectively display any marketing or office material, while being able to swap out items easily and effectively. Great for work displays.





Aluminum Cable Supports (left) are perfect for indoor applications. The elegant finishes available will give your display a unique, eye-catching look! Great idea for directional signs.

### Sandblasted Signs

Sandblasted signs offer a unique and professional look to any business or property. Unlike most signs which are flat and two-dimensional, this sign is raised and textured, offering a beautiful, hand-crafted appearance. Along with multiple shapes, layers and dimensions, you can choose among a variety of colors and font styles.













Why limit yourself to walls and ceilings? Use the beautifully designed **Standing Sign Base** to create an incredible and portable sign display!



Set up a single- or doublesided display with our **Mighty Mounts**. The heavy-duty steel base makes setup a breeze and the adjustable width allows for materials up to 1" thick.

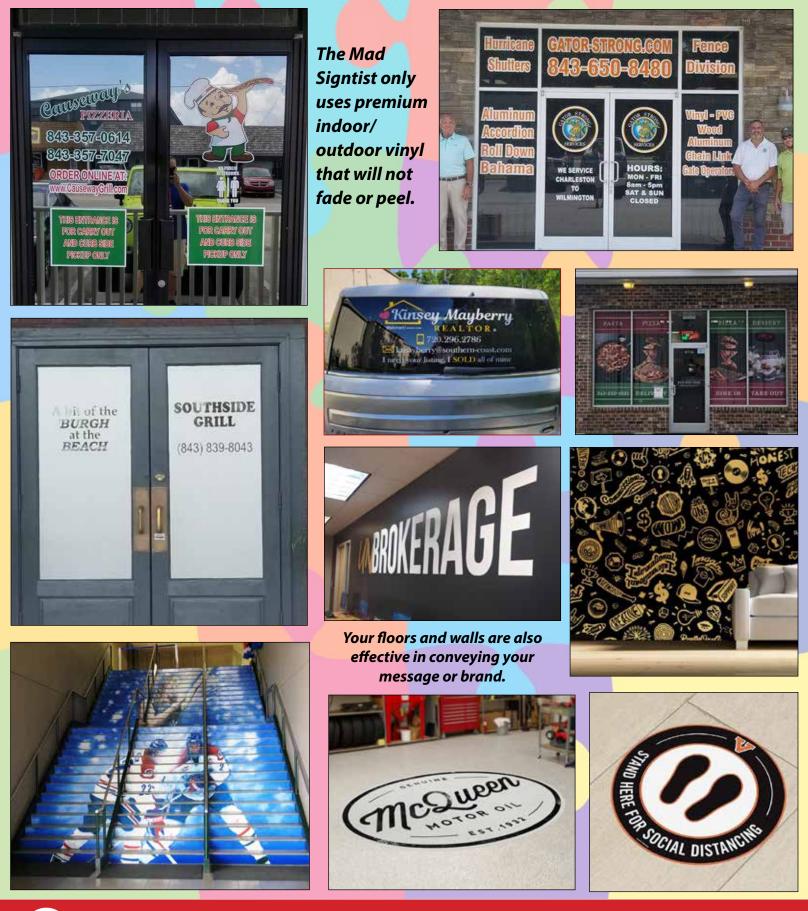
Desk Mounts and Table Top Mounts

Perfect for Lobbies, Reception Areas and Trade Shows

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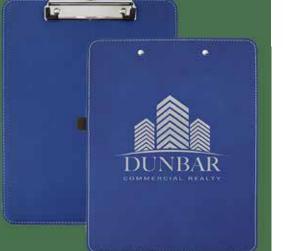
### Window, Wall & Floor Graphics

Give your windows a professional look and deliver your branding message with vinyl graphics. Perfect for store-fronts and car windows.









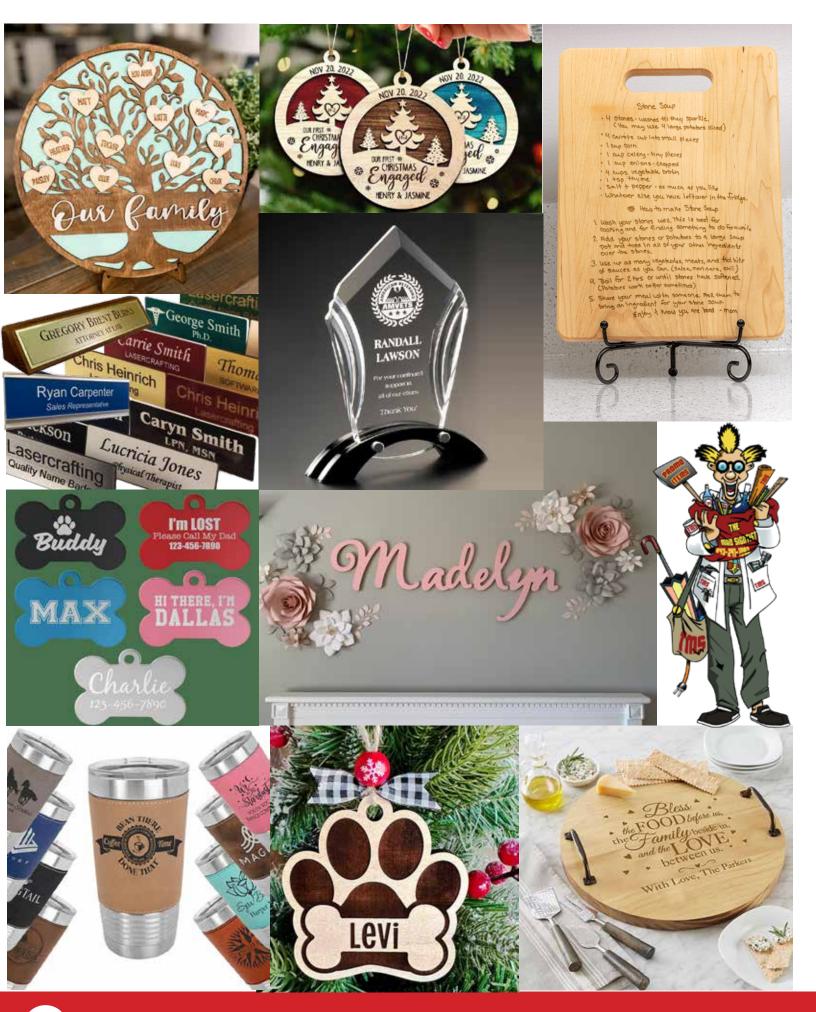




### Laser Engraving

We are excited to have added a Laser Cutter & Engraver to our collection of sign tools! Maybe you are in need of a custom laser cut sign for your business. Or perhaps you're looking for a meaningful and personalized gift for a colleague or loved one. Either way, you've come to the right place! We can engrave / cut acrylic, wood, leather, plastic, metal, aluminum and glass.









### Farmhouse Style Home and Office Decor

Stylish and cozy decor to accent your home or office. Constructed with the highest quality materials and expert craftsmanship that prioritizes practicality, simplicity and rustic charm to make your home or office more inviting. Each sign is hand-cut, sanded, stained, painted and finished with polyurethane for long lasting results. Stop by and experience for yourself the craftsmanship of our farmhouse collection.

- Hand Crafted and Hand Painted
- Made out of Birch and Pine
- Personalized signs make perfect and unique gifts

Family Name Signs • Serving Trays • Home Signs • Porch Signs
Door Hangers • Stove Covers • and more!
Have you seen something on Pinterest, Etsy or Google that caught your eye?

Ask Us about it!







### Shop our retail area!

Custom wood signs are great for a variety of different applications. Whether you're looking for a wood sign to welcome customers to your office or business, or a custom wooden sign to greet visitors to your family farm, the experts at The Mad Signtist can help bring your vision to life!











Scan here to Follow us on FB and Instagram or sign up for our newsletter!

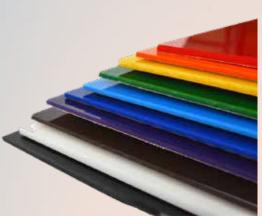




**Corrugated** -Coroplast is a fluted polypropylene substrate, great for those looking for an economical material for digital and screen print applications.

### Substrates

We have a wide variety of substrates available. We'll help you choose which one is best for you for your specific application.



**Acrylic** - Designed to be more durable and much lighter than glass, Acrylic offers a high-quality solution where safety and ease of handling are factors. Acrylic has a low molecular weight and is great for general signage, illuminated signage, thermoforming, framing, and making displays.



**Wood** - Wood is versatile and can be designed to match a variety of situations, from rustic or vintage, to elegant, modern, charming and bold. They're truly personalized. Wood offers a unique alternative to the traditional forms of signage and advertising. Laser cut or engraved wood can achieve a level of detail that is unmatched. The width of the laser beam is less than a human hair and provides a high degree of precision.



#### Aluminum -

Aluminum has remained a staple in the sign industry. It can take on years of wear from the elements and still show bright, beautiful coloring. Aluminum



is a lightweight material that is heated and extruded — or pushed through a shaped die — into flat, thin sheets. These sheets are cut and used for a multitude of purposes, including outdoor signage. The material comes in several colors, but is also receptive to paint, printed inks and finishes.

#### Max Metal -Max Metal

is the standard in ACM, or aluminum composite material. Comprised of two, pre-painted .15mm aluminum panels bonded to a solid polyethylene core, it is lighter and more durable than MDO and solid aluminum panels. The low mineral core makes Max Metal easy to fabricate, and its low thermal conductivity allows for a quick cool down.

**UltraBoard** - UltraBoard Classic foam core board is a popular and versatile foam board product that can be used for a variety of applications. Easily cut with die cut, drag knife, router and more, UltraBoard can be fabricated to meet the needs of almost any job. With up to 10-year durability, UltraBoard is an ideal solution for interior permanent displays and signs and is offered in several thickness and color options.

### Oracal Vinyl Color Chart



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- Quotes are valid for 30 days
- Quotes must be signed and returned before production can begin
- Any orders totaling \$500 or less requires full payment at time of ordering
- Any orders totaling over \$500 requires a 50% deposit at time of ordering
- No design proofs will be sent until payment is received
- The Mad Signtist is not responsible for the final product of any artwork that is customer supplied
- Acceptable files for large format printing include AI, EPS or PDF. JPGs are NOT acceptable.
- All items must be picked up within 7 business days after completion or a 10% service fee will be added to the balance
- No items or vehicles may be picked up until final payment is made
- Once final approval is received, any costs incurred to make changes will be the sole responsibility of the client
- If a project is cancelled for any reason, the deposit amount will be refunded less any design fees and expenses incurred
- If a permit is required for a project, we MUST get a permit.
- The Mad Signtist warrants our products and labor to be free from defects in workmanship and material, under normal use and conditions, for a period of one year from the original invoice date
- Colors on finished products may vary slightly from the proof colors due to the difference in screen pixels and print colors
- All vehicle installations will require a vehicle contact to be signed
- With our expedited turnaround times, a rush charge will apply if delivery of the project is required earlier than normally scheduled.
- All quotes must be in writing. No text, verbal or over-the-phone quotes will be given.





