

# BUYING GUIDE

## ■ Custom Traffic & Parking Signs

Regulate traffic and enforce driving safety **your way** – create custom signs with **personality, added authority,** and **specific meaning** for those who see them



## ■ Choose a Size

6" x 12"  
12" x 24"  
24" x 48"

18" x 12"  
24" x 18"  
24" x 36"  
36" x 48"

12" x 12"  
18" x 18"  
24" x 24"  
30" x 30"  
36" x 36"  
48" x 48"

24"  
Octagon  
30"  
Octagon

24"  
Diamond  
30"  
Diamond

24" x 30"

## ■ Choose a Material

### Aluminum

- Durable - won't rust, corrode, or fade
- Signs 12" x 24" or larger are .080" thick
- Signs 12" x 18" or smaller are .063" thick

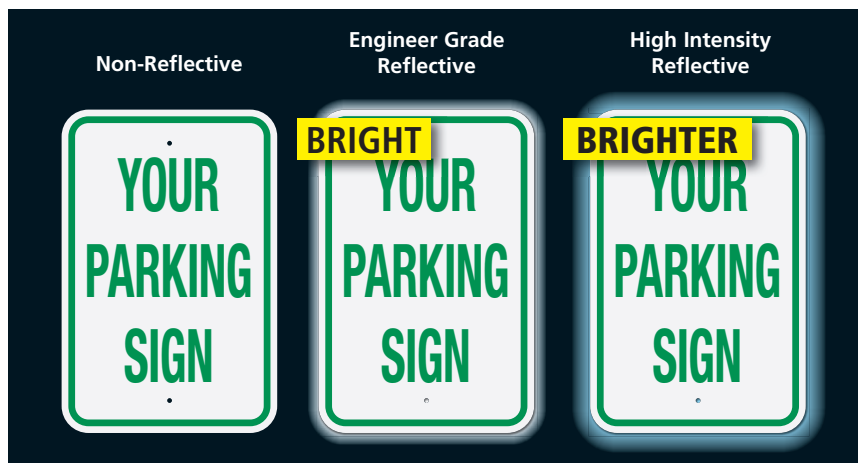
### Polyethylene

- The most economical alternative
- Won't rust, bend, or crack
- .125" thick

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## ■ Choose a Reflectivity

- **Non-Reflective**  
Good for well-lit areas
- **Engineer Grade Reflective**  
500 ft. visibility range
- **High Intensity Reflective**  
1,000 ft. visibility range



## ■ Choose a Color

Add personality and attract attention with color

Background Colors: White Yellow

Text Colors: Green Blue Red Black Orange Brown Purple

Other options are available, and you may add up to 3 additional colors at no charge. Call 800.243.6624 for more information.

## ■ Choose a Graphic or Logo

Add meaning with your words and logo or graphic

Personalize your sign by adding a company logo at no extra charge. Send us your camera-ready artwork.



## ■ Choose a Custom Shape

Opt for unique shapes and sizes to fit any space

Signs come in any size from 6" to 48"



PROTECT YOUR SIGN FOR LIFE ■ LIFETIME GUARANTEE

**SETON**  
**UltraTUFF™**

OVERLAMINATE PROTECTION

*Extend the life and performance of your signs*

- UV protection prevents fading
- Graffiti wipes right off
- Reduces labor and time spent replacing signs



Without  
Seton UltraTuff™  
Overlaminates

With  
Seton UltraTuff™  
Overlaminates



800.243.6624 | [seton.com](http://seton.com)