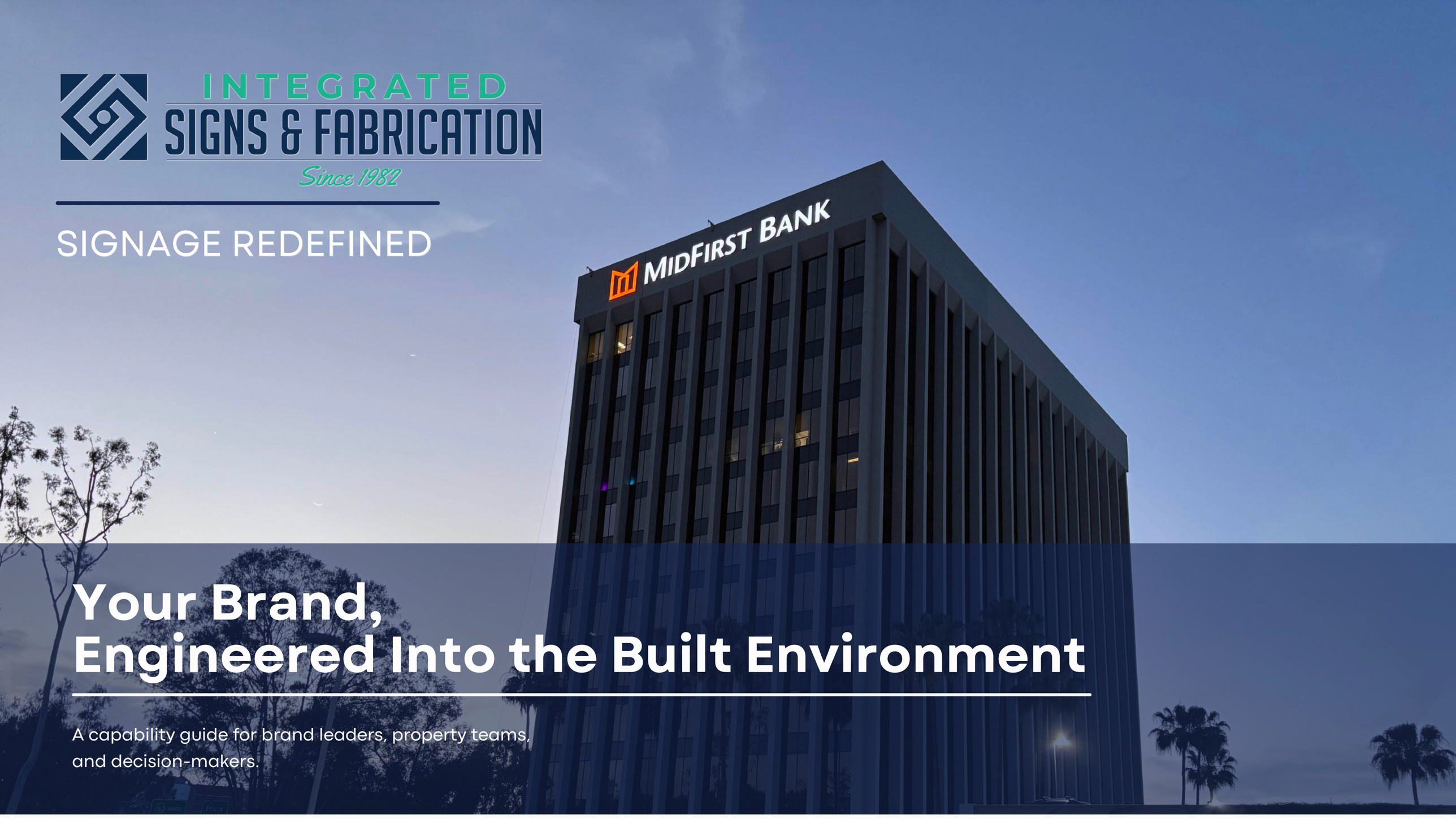
INTEGRATED
SIGNS & FABRICATION
Since 1982

SIGNAGE REDEFINED



Your Brand, Engineered Into the Built Environment

A capability guide for brand leaders, property teams, and decision-makers.



WHY WE TAKE THIS PERSONALLY

Letter from Leadership

Hello, and welcome. Most business owners underestimate one of the most visible assets they have: their sign. Done right, signage is not just a marker. It works every day to attract attention, guide customers, reinforce trust, and turn a brand into something people can physically experience.

A sign carries the work of a founder, marketing team, property owner, designer, contractor, and everyone responsible for making a place feel real. That responsibility is why we take this work personally.

Since 1982, Integrated Signs & Fabrication has built its reputation on practical craftsmanship, honest communication, and details that hold up long after installation day. From the first conversation to the final install, our role is to help turn your vision, brand, and location into something people can see, understand, trust, and remember.

This guide was created to help you ask better questions, make stronger decisions, and understand what it takes to execute physical branding well.

> *A great sign is not just a sign. It is the signature of a great business.*

SINCE 1982: BUILT IN SAN DIEGO, WORKING EVERYWHERE

From a working sign shop to a full-service fabrication, permitting, installation, and rollout partner.

INTEGRATED SIGNS & FABRICATION
Since 1982

1982 — Founded as a working sign shop in San Diego

1995 — Facility growth in El Cajon, California

2005 — In-house manufacturing fully operational

2014 — Nationwide rollout capability established

2020 — Specialty fabrication expansion

Integrated Signs & Fabrication began with the discipline of a working sign shop and grew into a full-service partner for organizations that need their physical brand executed with consistency and care. Today, ISA supports design development, fabrication, permitting, coordination, installation, and service for projects ranging from local storefronts to complex sign packages and multi-site programs.







Design Support | Fabrication | Permitting | Installation | Service | Multi-Site Programs



What is a sign?

Signs are the moment a brand becomes physical. They are the mark on the skyline, the cue at the curb, the welcome at the door, and the detail that tells people they have arrived in the right place. For more than four decades, Integrated Signs & Fabrication has helped organizations turn identity into presence through signage, architectural elements, fabrication, installation, and service built to last.

What a Sign Really Does

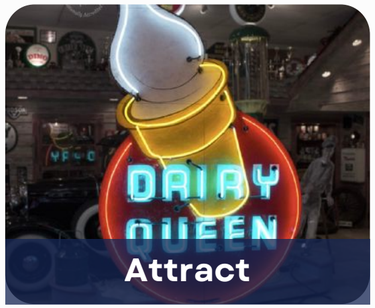
A sign identifies, directs, reassures, sells, welcomes customers. The best signage often does several of these things at once. It helps customers find you. It tells tenants they are in a professionally managed property. It helps patients navigate under stress. It turns a restaurant into a destination. It converts a logo from a file into an object with scale, light, texture, and permanence.

When signage is planned well, it supports visibility, brand equity, operational flow, compliance, and experience. When it is planned poorly, it creates friction: missed deadlines, permit delays, inconsistent materials, weak visibility, rework, and a physical brand that does not match the promise of the business.

THE 6 FUNCTIONS OF SIGNAGE



Identify



Attract



Guide



Comply



Reassure



Reinforce

"A sign is not the end of a project. It is often the first thing people judge."



The Physical Brand Layer

Every physical place has layers: architecture, lighting, materials, circulation, furniture, landscape, and brand. Signage is the layer that connects identity to environment. It must respect the building, follow code, align with brand standards, survive weather and use, fit construction realities, and still look intentional. This is where experience matters. Integrated Signs understands that signage lives between marketing, construction, facilities, design, and municipal approvals. ISA works in that intersection so the finished result looks simple, even when the path to get there is complex.

What We Do

01 Signage Strategy

We help clarify what the sign needs to do before deciding what it should be.

02 Design Support

We support layouts, materials, visibility, construction details, and brand alignment.

03 Permitting & Approvals

We help navigate municipal, landlord, HOA, and code requirements.

04 In-House Fabrication

We control quality, finish, construction, sequencing, and accountability.

05 Installation & Field Coordination

We plan access, placement, mounting, power, safety, and closeout.

06 Multi-Site & Specialty Programs

We support single locations, full property packages, and coordinated rollouts.

Use ISA for one sign, a full property package, or a coordinated multi-location rollout.

How to Use This Field Guide

The following section is designed to help owners, designers, contractors, and brand teams understand what type of signage belongs where.

It is not a substitute for site surveys, code review, engineering, or design development.

It is a decision tool.

Use it to narrow the field, ask the right questions, and understand the tradeoffs between visibility, budget, durability, lighting, maintenance, approvals, and brand expression.

WHAT'S INSIDE

12 Sign Types

Decision Criteria

Application Context

Tradeoff Mapping

DECISION CRITERIA

Key factors that determine the right sign type for any application.

1. **Distance**
   How far away must the sign be read?
2. **Speed**
   Are viewers walking, parking, or driving?
3. **Viewing Angle**
   Straight-on, perpendicular, above, or peripheral?
4. **Lighting**
   Daytime, nighttime, or 24-hour visibility?
5. **Permanence**
   Temporary campaign or long-term asset?
6. **Budget**
   Initial cost versus lifecycle cost?
7. **Code**
   Municipal, landlord, ADA, or HOA restrictions?
8. **Access**
   Can crews safely install and service it?
9. **Maintenance**
   Cleaning, LEDs, faces, finishes, or repairs?
10. **Brand Tone**
    Bold, refined, playful, premium, or institutional?

The right sign type is determined by real-world conditions, not preference alone.

Sign Type Index

12 categories of signage covered in this guide









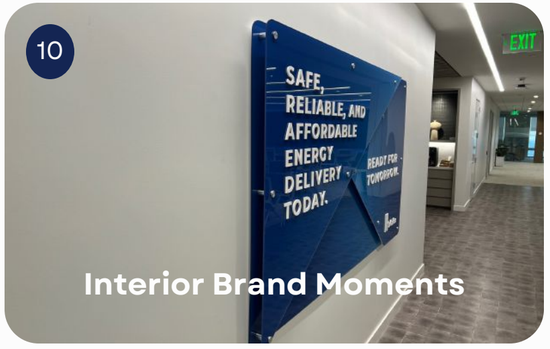
















Choosing the Right Sign Type

Start with the job the sign needs to do.

What does the sign need to do?

- **ATTRACT** → Monument, Pylon, High-Rise
- **IDENTIFY** → Channel Letters, Cabinet Sign
- **IMMERSE** → Environmental, Neon, Specialty Fab
- **GUIDE** → Wayfinding, ADA Signage

SIGN SELECTION MATRIX

SIGN TYPE	VISIBILITY	COST	SPEED	DURABILITY	CODE	BRAND
Monument	HIGH	MED	MED	HIGH	MED	HIGH
Channel Letters	HIGH	MED	MED	HIGH	LOW	HIGH
Cabinet Sign	HIGH	LOW	FAST	HIGH	LOW	MED
Pylon / Pole	MAX	HIGH	SLOW	HIGH	HIGH	MED
Blade / Projecting	MED	LOW	FAST	MED	MED	MED
Dimensional Letters	MED	MED	MED	HIGH	LOW	HIGH
Environmental Graphics	LOW	VAR	MED	MED	LOW	MAX
Wayfinding	MED	MED	MED	HIGH	MED	MED
ADA / Code	LOW	LOW	FAST	HIGH	HIGH	LOW
Neon / LED Neon	HIGH	HIGH	SLOW	MED	MED	MAX
Interior Brand	LOW	VAR	MED	MED	LOW	HIGH
Specialty Fab	MED	HIGH	SLOW	HIGH	MED	MAX

MAX = top performer | **HIGH** = strong | **MED** = moderate | **LOW** = limited | **VAR** = varies by scope

The wrong sign type may still look attractive, but it will underperform.

The right type solves for visibility, context, code, budget, durability, and brand tone.

Pylon & Pole Signs

Tall freestanding signs designed for visibility from roadways and large parking fields. Best for shopping centers, hotels, fuel/convenience, auto, industrial parks, and properties set back from major roads.

A strong pylon and pole signs solution starts with the site, not the catalog. The right design accounts for viewing distance, approach speed, mounting conditions, landlord criteria, municipal code, lighting expectations, service access, and how the sign will age. ISA helps clients evaluate these variables early so the finished sign performs in the real world, not just on a rendering.

USE WHEN

Best for shopping centers, hotels, fuel/convenience, auto, industrial parks, and properties set back from major roads.

MATERIALS + CONSTRUCTION

Consider structural engineering, wind load, illumination, tenant panel systems, foundations, service access, and municipal height limits.

WATCH-OUTS

Common mistakes: ignoring sightlines, underestimating engineering requirements, weak tenant hierarchy, and permit strategy started too late.

QUESTIONS TO ASK

Do we need visibility from a long distance or high-traffic roadway?
How tall can the sign be under local code and site conditions?

ISA evaluates site variables early so the finished sign performs in the real world.













Monument Signs

Ground-level identity for entrances, campuses, business parks, retail centers, banks, healthcare properties, and hospitality environments.

Monument signs are often the first permanent brand marker a visitor sees. They help establish identity, confirm arrival, and support visibility from streets, parking fields, and property entrances.

BEST USED FOR

Street-level visibility, property entrances, address identification, tenant identification, campuses, business parks, and architectural integration.

MATERIALS & CONSTRUCTION

Common materials include fabricated aluminum, masonry, stone veneer, concrete, acrylic faces, routed panels, push-through acrylic, internal illumination, and landscape integration.

WATCH-OUTS

Undersizing for road speed, ignoring landscape growth, weak night visibility, late landlord review, poor service access, and designs that fight the architecture.

QUESTIONS TO ASK

Is visibility needed from street traffic, parking traffic, or pedestrian traffic? Will landscaping block sightlines over time? Does the site support a freestanding sign instead of a building-mounted sign? Is illumination needed after dark?

ISA evaluates site variables early so the finished sign performs in the real world, not just on a rendering.



Channel Letters

Individual three-dimensional letters or logos mounted to a building, raceway, or backing panel. Best for storefronts, restaurants, retail, banks, gyms, healthcare, and multi-location brand programs. A strong channel letters solution starts with the site, not the catalog. The right design accounts for viewing distance, approach speed, mounting conditions, landlord criteria, municipal code, lighting expectations, service access, and how the sign will age. ISA helps clients evaluate these variables early so the finished sign performs in the real world, not just on a rendering.

USE WHEN

Best for storefronts, restaurants, retail, banks, gyms, healthcare, and multi-location brand programs.

MATERIALS + CONSTRUCTION

Face-lit, halo-lit, combination-lit, non-illuminated, open face, and reverse pan styles. Aluminum returns, acrylic faces, LED modules, trim cap, painted finishes.

WATCH-OUTS

Poor kerning, overcomplicated raceways, weak contrast, incorrect wall survey, and failing to coordinate power before fabrication.

QUESTIONS TO ASK

What is the viewing distance and approach speed?
What are the and municipal requirements?
Is power available at the mounting location?





ISA helps clients evaluate these variables early so the finished sign performs in the real world, not just on a rendering.

Cabinet Signs

Framed sign bodies with illuminated or non-illuminated faces, often used where high visibility and larger sign faces are needed. A strong cabinet signs solution starts with the site, not the catalog. The right design accounts for viewing distance, approach speed, mounting conditions, landlord criteria, municipal code, lighting expectations, service access, and how the sign will age. ISA helps clients evaluate these variables early so the finished sign performs in the real world, not just on a rendering.





USE WHEN

Best for retail centers, industrial properties, service businesses, roadside visibility, and tenant panels.

MATERIALS + CONSTRUCTION

Common materials include aluminum cabinets, polycarbonate or acrylic faces, routed aluminum faces, vinyl graphics, LED illumination, and serviceable electrical systems.

WATCH-OUTS

Common mistakes: dated face design, uneven lighting, poor service access, and using cabinet signs where dimensional letters would better match the brand.

QUESTIONS TO ASK BEFORE APPROVING

Is power available at the mounting location?
How will the sign be serviced long-term?
Does the face design hold up at night and in daylight?



ISA helps clients evaluate these variables early so the finished sign performs in the real world, not just on a rendering.



BLADE & PROJECTING SIGNS

Signs mounted perpendicular to a building face so pedestrians and drivers can see the brand along a sidewalk or corridor.

Best for walkable districts, hospitality, retail, restaurants, mixed-use centers, and dense urban environments. A strong blade and projecting signs solution starts with the site, not the catalog. The right design accounts for viewing distance, approach speed, mounting conditions, landlord criteria, municipal code, lighting expectations, service access, and how the sign will age.

USE WHEN

Best for walkable districts, hospitality, retail, restaurants, mixed-use centers, and dense urban environments.

MATERIALS + CONSTRUCTION

Fabricated aluminum, acrylic, wood, steel brackets, LED or neon lighting, and decorative hardware.

WATCH-OUTS

Common mistakes: poor clearance, weak bracket detailing, vibration issues, and not checking right-of-way limitations.

QUESTIONS TO ASK

What is the pedestrian viewing distance? What are the local clearance and projection limits?

ISA evaluates site variables early so the finished sign performs in the real world.





DIMENSIONAL LETTERS & FCO

Flat cut out letters and logos mounted directly to a wall, panel, or surface for a clean dimensional look.

Best for lobbies, offices, reception areas, tenant entries, donor walls, and non-illuminated exterior applications. A strong dimensional letters and fco solution starts with the site, not the catalog. The right design accounts for viewing distance, approach speed, mounting conditions, landlord criteria, municipal code, lighting expectations, service access, and how the sign will age.

USE WHEN

Best for lobbies, offices, reception areas, tenant entries, donor walls, and non-illuminated exterior applications.

MATERIALS + CONSTRUCTION

Materials include acrylic, aluminum, stainless steel, brass, PVC, HDU, wood, and composite materials. Mounting may include studs, pads, tape, spacers, or standoffs.

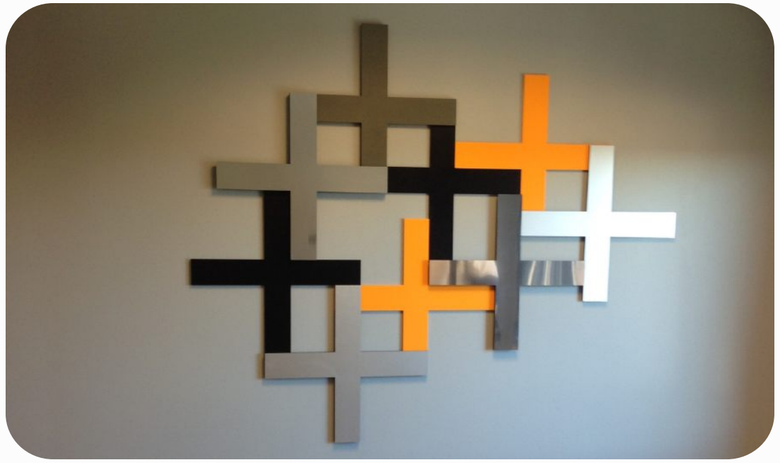
WATCH-OUTS

Common mistakes: selecting material thickness without considering viewing distance, weak wall contrast, and poor templates or alignment.

QUESTIONS TO ASK BEFORE APPROVING

What is the viewing distance and approach speed?
What are the mounting surface conditions?
Does the material thickness hold up at the intended viewing distance?
What are the landlord and municipal requirements?
How will the sign be maintained long-term?







ISA helps clients evaluate these variables early so the finished sign performs in the real world, not just on a rendering.

WAYFINDING SYSTEMS

A coordinated system of signs that helps people understand where they are, where they need to go, and what to do next. Best for hospitals, campuses, mixed-use properties, corporate offices, parking structures, hotels, and multi-building environments. A strong wayfinding systems solution starts with the site, not the catalog. The right design accounts for viewing distance, approach speed, mounting conditions, landlord criteria, municipal code, lighting expectations, service access, and how the sign will age.

USE WHEN

Best for hospitals, campuses, mixed-use properties, corporate offices, parking structures, hotels, and multi-building environments.

MATERIALS + CONSTRUCTION

Includes directional signs, directories, maps, floor identification, room signs, parking signs, regulatory signs, and digital or changeable components.

WATCH-OUTS

Common mistakes: treating wayfinding as individual signs rather than a system, inconsistent terminology, bad placement, and not testing user paths.

QUESTIONS TO ASK BEFORE APPROVING

What is the viewing distance and approach speed?
Is the sign system designed as a coordinated whole?
What are the mounting conditions and landlord criteria?
Does the terminology stay consistent across all signs?
Have user paths been tested on-site?
How will digital or changeable components be maintained?

ISA helps clients evaluate these variables early so the finished sign performs in the real world, not just on a rendering.





VINYL & ENVIRONMENTAL GRAPHICS

Printed or cut graphics applied to glass, walls, vehicles, barricades, windows, or displays. Best for privacy films, seasonal campaigns, branded interiors, construction barricades, fleet graphics, window messaging, and cost-effective updates. A strong vinyl graphics and environmental graphics solution starts with the site, not the catalog. The right design accounts for viewing distance, approach speed, mounting conditions, landlord criteria, municipal code, lighting expectations, service access, and how the sign will age.

USE WHEN

Best for privacy films, seasonal campaigns, branded interiors, construction barricades, fleet graphics, window messaging, and cost-effective updates.

MATERIALS + CONSTRUCTION

Options include cut vinyl, printed vinyl, translucent vinyl, perforated window film, frosted films, wall wraps, floor graphics, and protective laminates.

WATCH-OUTS

Common mistakes: applying to unsuitable paint or surfaces, ignoring sunlight exposure, poor file resolution, and no removal plan.

QUESTIONS TO ASK BEFORE APPROVING

What is the viewing distance and approach speed?
What are the surface and paint conditions?
Is the substrate suitable for adhesive vinyl?
What is the expected sun exposure and orientation?
What is the removal and replacement plan?
How will the graphics hold up over the intended lifespan?

ISA helps clients evaluate these variables early so the finished sign performs in the real world, not just on a rendering.









ADA & CODE SIGNAGE

Signs required for accessibility, life safety, room identification, egress, parking, restrooms, and public accommodations. Best when compliance, clarity, and durability are required. This is not optional decoration. A strong ada and code signage solution starts with the site, not the catalog. The right design accounts for viewing distance, approach speed, mounting conditions, landlord criteria, municipal code, lighting expectations, service access, and how the sign will age.

USE WHEN

Best when compliance, clarity, and durability are required. This is not optional decoration.

MATERIALS + CONSTRUCTION

Requires coordination around tactile characters, braille, contrast, mounting height, room function, local code, and building type.

WATCH-OUTS

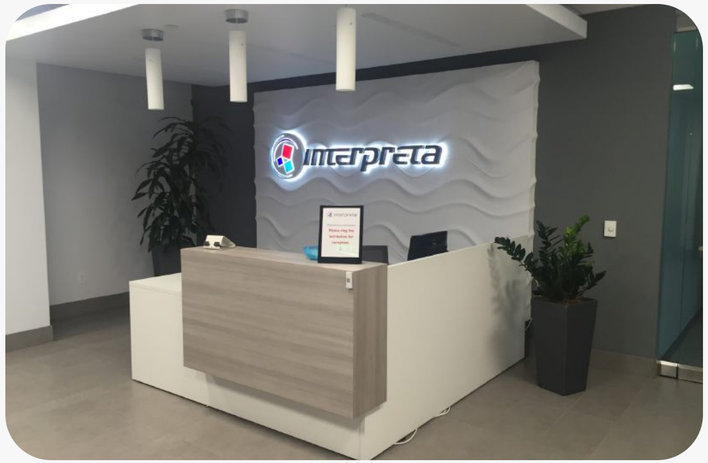
Common mistakes: using noncompliant decorative signs, wrong mounting location, missing braille, poor contrast, and ordering too late in construction.

QUESTIONS TO ASK BEFORE APPROVING

What is the viewing distance and approach speed?
What are the mounting height and surface conditions?
Does the sign meet local ADA and municipal code?
Is braille included and correctly positioned?
What is the expected lifespan and maintenance plan?
How will contrast and legibility hold up over time?

ISA helps clients evaluate these variables early so the finished sign performs in the real world, not just on a rendering.

INTERIOR BRAND MOMENTS







Lobby signs, reception walls, donor recognition, mission walls, dimensional brand marks, custom displays, and feature elements. Best for creating confidence when someone enters a space, improving employee pride, or translating brand into the built environment. A strong interior brand moments solution starts with the site, not the catalog. The right design accounts for viewing distance, approach speed, mounting conditions, landlord criteria, municipal code, lighting expectations, service access, and how the sign will age.

USE WHEN

Best for creating confidence when someone enters a space, improving employee pride, or translating brand into the built environment.

MATERIALS + CONSTRUCTION

Materials may include metal, acrylic, wood, glass, lighting, paint, vinyl, architectural panels, and mixed-media fabrication.

WATCH-OUTS

Common mistakes: making the wall attractive but not brand-relevant, failing to coordinate backing and power, and underestimating finish tolerances.

QUESTIONS TO ASK BEFORE APPROVING

What is the viewing distance and approach speed? | What are the mounting and surface conditions? | Does the design coordinate with landlord and code criteria? | How will the sign age and be serviced? | Is the design brand-relevant or just decorative?

ISA helps clients evaluate these variables early so the finished sign performs in the real world, not just on a rendering.



NEON AND LED NEON EFFECTS

Illuminated line-based signage used for atmosphere, nostalgia, social media moments, bars, restaurants, retail, gyms, and hospitality. Best when mood, memorability, and visual identity matter as much as identification. A strong neon and led neon effects solution starts with the site, not the catalog. The right design accounts for viewing distance, approach speed, mounting conditions, landlord criteria, municipal code, lighting expectations, service access, and how the sign will age. ISA helps clients evaluate these variables early so the finished sign performs in the real world, not just on a rendering.

USE WHEN

Best when mood, memorability, and visual identity matter as much as identification.

MATERIALS + CONSTRUCTION

Traditional glass neon, LED neon flex, channel-mounted systems, exposed tubing, and backer panels.

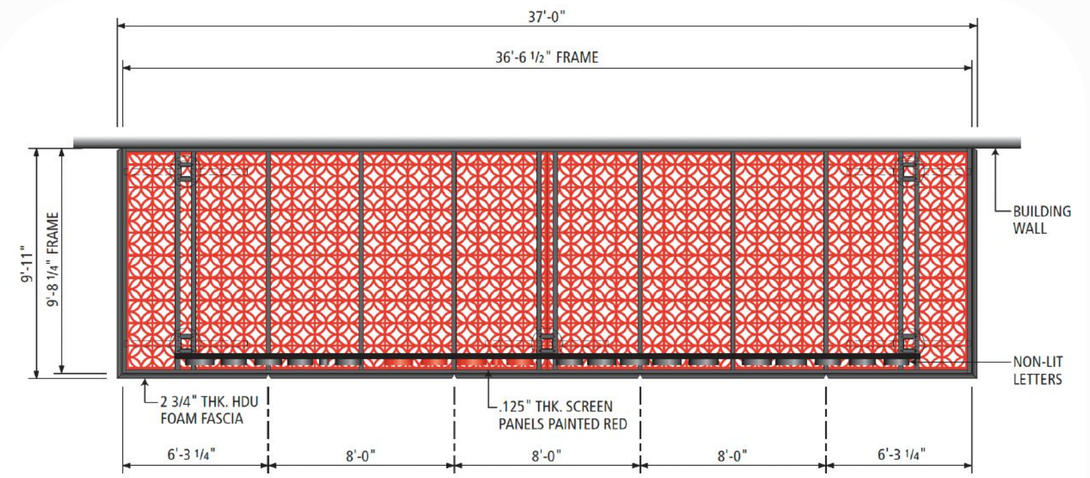
WATCH-OUTS

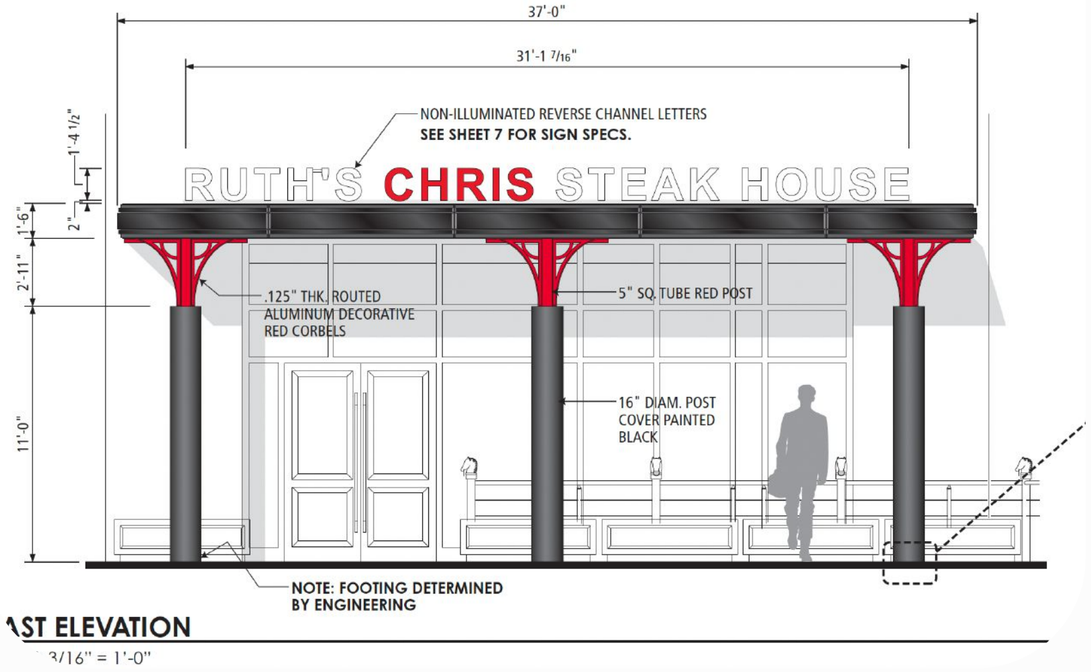
Common mistakes: using novelty lighting where code, durability, or serviceability require a more engineered solution.

QUESTIONS TO ASK BEFORE APPROVING

What is the viewing distance and approach speed?
What are the mounting and surface conditions?
Does the design coordinate with landlord and code criteria?
How will the sign age and be serviced?
Is the design brand-relevant or just decorative?

ISA helps clients evaluate these variables early so the finished sign performs in the real world, not just on a rendering.





AST ELEVATION
3/16" = 1'-0"

SPECIALTY FABRICATION

Custom architectural elements, fixtures, displays, metalwork, illuminated features, branded objects, and non-standard installations. A strong specialty fabrication solution starts with the site, not the catalog. The right design accounts for viewing distance, approach speed, mounting conditions, landlord criteria, municipal code, lighting expectations, service access, and how the sign will age.

USE WHEN

Best when a designer or owner needs a custom element built with sign-shop precision, material knowledge, and installation accountability.

MATERIALS + CONSTRUCTION

Aluminum, steel, acrylic, wood, composite panels, lighting, vinyl, hardware, and custom finishes.

WATCH-OUTS

Common mistakes: treating custom fabrication like standard signage pricing, starting after design intent is locked, and not testing prototypes or finishes.

QUESTIONS TO ASK BEFORE APPROVING

What is the viewing distance and approach speed?
What are the mounting and surface conditions?
Does the design coordinate with landlord and code criteria?
How will the sign age and be serviced?
Is the fabrication method matched to the material and environment?

ISA helps clients evaluate these variables early so the finished sign performs in the real world, not just on a rendering.

SIGNAGE PLANNING

PROJECT KICKOFF CHECKLIST

A working reference for planning, budgeting, design, and construction. Gather these items before your first project meeting to accelerate timelines and reduce change orders.

QR

Scan for digital version

10 ITEMS

- [ ] Project address and landlord/property contact
- [ ] Brand standards or logo files
- [ ] Desired sign types or current sign pain points
- [ ] Building elevations, floor plans, and photos
- [ ] Opening date or construction milestone
- [ ] Budget expectations or approval range
- [ ] Known city or landlord restrictions
- [ ] Power availability and access requirements
- [ ] Existing signage removal needs
- [ ] Preferred materials or finish direction

Materials Matter

Material is not only a technical choice. It is a brand choice.

Brushed metal communicates permanence. Painted aluminum communicates precision. Acrylic can feel clean, luminous, and versatile. Wood can soften a space. The correct material depends on environment, exposure, desired lifespan, maintenance expectations, brand personality, and budget. Choosing the right material involves balancing these factors to ensure that the final product not only fulfills its functional requirements but also aligns with the brand's aesthetic and ethos. Each material offers unique qualities that can enhance the storytelling of a space. For instance, wood might be selected for its organic warmth, perfect for creating inviting, comfortable environments. In contrast, acrylic's sleek appearance can bring a modern edge to a design, ideal for innovative, forward-thinking brands.

Ultimately, the selection process should be guided by a thorough understanding of the project's goals and constraints. Working closely with designers and material experts can help find the optimal solution, ensuring that the materials chosen not only meet the immediate needs but will also stand the test of time, reinforcing the brand's identity and vision.

ALUMINUM

Durable, paintable, corrosion resistant. Common for cabinets, returns, panels, and structural components.

ACRYLIC

Clean, translucent, available in colors and thicknesses. Useful for faces, push-through elements, and interior signs.

STAINLESS STEEL & BRASS

Premium finish options for interiors, plaques, and architectural details.

PVC & HDU

Cost-effective dimensional options, usually best in controlled applications or specific exterior contexts.

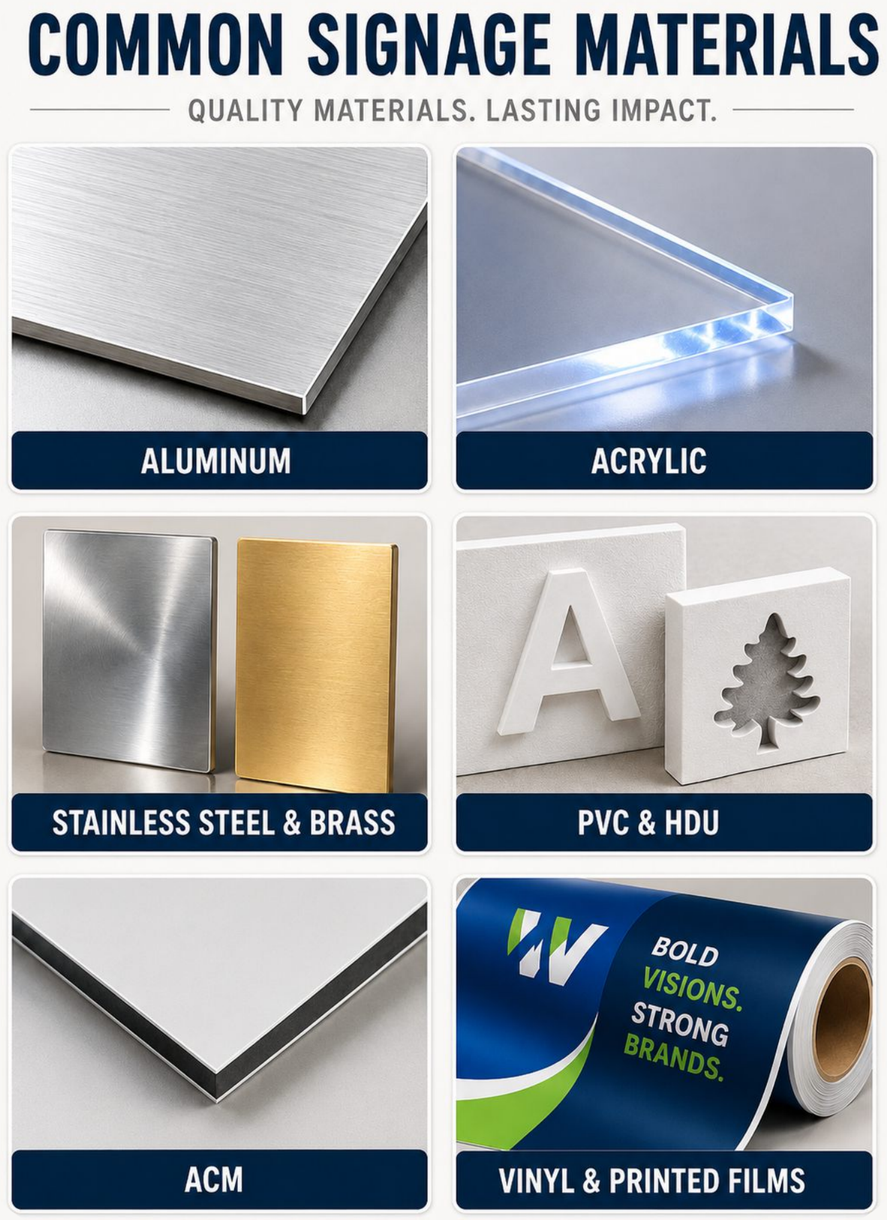
ACM

Lightweight composite panel for faces, backers, and durable graphic surfaces.

VINYL & PRINTED FILMS

Flexible, fast, and efficient for graphics, windows, privacy, and promotional messaging.

ISA helps clients choose materials that look right on day one and still make sense years later.



Illumination Strategy

The right answer is not always the brightest answer.

Illumination changes the way a brand behaves after dark. It also changes permitting, power coordination, fabrication details, maintenance, and cost. The best lighting strategy starts with visibility requirements and brand tone. Face-lit letters create strong direct visibility. Halo-lit letters create a refined architectural glow. Push-through acrylic creates crisp illuminated details. Internal cabinet lighting creates large-format visibility. Neon and LED neon effects create atmosphere. The right answer is not always the brightest answer. It is the one that makes the brand readable, compliant, serviceable, and appropriate to the environment.

ILLUMINATION TYPES

Face-lit

High visibility, common for retail and restaurant storefronts. Strong direct illumination.

Halo-lit

Premium architectural effect with softer illumination. Refined glow against the wall surface.

Combination-lit

Direct and halo lighting for maximum impact and dimensional depth.

Push-through Acrylic

Clean illuminated letter or logo elements through routed metal faces.

External Illumination

Useful when internal electrical is not feasible or a specific architectural look is desired.

Non-illuminated

Appropriate when ambient light, hours of operation, budget, or code conditions make lighting unnecessary.

> The right illumination makes the brand readable, compliant, serviceable, and appropriate to the environment. Start with visibility requirements and brand tone - not brightness.

SIGN ILLUMINATION TYPES



FRONT-LIT



HALO-LIT



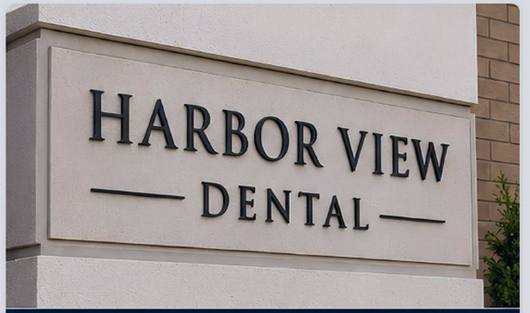
COMBINATION-LIT



PUSH-THROUGH ACRYLIC



EXTERNAL ILLUMINATION



NON-ILLUMINATED

Mounting & Attachment

Installation is engineered, not improvised.

A sign is only as good as the surface and system holding it. Mounting decisions affect appearance, safety, serviceability, and the building envelope. Stud-mounted letters create clean dimensional separation. Raceways consolidate wiring and reduce wall penetrations. Cabinets require structural support and service access. Monument signs require foundations and engineering. Blade signs require bracket design, clearance, and load review. ISA evaluates attachment conditions before fabrication so the final installation is secure, clean, and aligned with site conditions.



Stud-Mounted Letters



Raceway-Mounted Channel Letters



Direct Wall-Mounted Cabinet



Panel-Mounted Dimensional



Freestanding Monument



Structural Bracket / Blade



Temporary / Removable Graphics

ISA evaluates attachment conditions before fabrication so the final installation is secure, clean, and aligned with site conditions.

Permitting & Approvals

Strategy before submission. Design intent protected.

The approval process is where many signage projects lose time. Municipal codes, landlord criteria, tenant standards, electrical requirements, structural documentation, and site-specific limitations can all reshape a design.

ISA approaches permitting as a strategy, not an afterthought. We review the site, evaluate visibility opportunities, check owner criteria, prepare documentation, coordinate revisions, and move the project through approvals before fabrication begins.

The goal is not only to get a permit. The goal is to protect the design intent while reducing surprises.

01
Site Survey & Code Review

02
Landlord & Property Standard Checks

03
Permit Drawings & Documentation

04
Electrical & Structural Coordination

05
Municipal Submission & Revision Support

06
Pre-Fabrication Approval Checks

ISA PERMIT PROCESS FLOW

SITE REVIEW → CODE ANALYSIS → DOCUMENT PREP → SUBMIT & REVISE → APPROVAL CLEAR

ISA treats permitting as project strategy – protecting design intent, compressing timelines, and eliminating rework before fabrication.



The Shop Floor

Technology and judgment, sequenced for precision.

Great signage requires both technology and judgment. CNC routing, welding, painting, vinyl production, assembly, electrical work, finishing, and quality control all depend on disciplined sequencing. In-house manufacturing gives ISA tighter control over specifications, schedule, and accountability.

01
Design Files & Production Drawings

02
Material Procurement & Cutting

03
Fabrication & Welding

04
Painting & Finishing

05
Vinyl & Print Production

06
Electrical Assembly

07
Quality Control & Pre-Install Review

A sign may look simple when installed – that simplicity is the result of many controlled decisions behind the scenes.



Installation Day

Where planning becomes permanent.

Installation is the point where planning becomes permanent. Access, crew safety, lifts, traffic, weather, tenant schedules, wall conditions, power, and field adjustments all matter. ISA treats installation as a project phase, not a final errand.

01
Pre-Install Review

Review approved drawings, site conditions, measurements, materials, hardware, power requirements, and install scope before arriving on site.

02
Access & Lift Planning

Confirm how crews will safely reach the install area, including ladders, lifts, staging, parking, loading zones, and any site access restrictions.

03
Site Protection

Protect walls, flooring, landscaping, storefronts, vehicles, and surrounding finishes before work begins to prevent unnecessary damage.

04
Placement Verification

Verify sign location, height, spacing, alignment, and mounting surface against the approved drawings before drilling or mounting.

05
Secure Mounting

Install the sign using the correct anchors, fasteners, brackets, backing, or structural support so it is safe, level, and built to last.

06
Electrical Testing

For illuminated signs, confirm power, wiring, LEDs, transformers, timers, and final illumination are functioning correctly before completion.

07
Punch List Closeout

Take final photos, document any remaining items, complete punch list corrections, and confirm the project is ready for client handoff.

We coordinate, verify, protect, install, test, document, and leave the work ready to perform.

Ready to Start?
Send Us What You Have.

You do not need perfect drawings to begin. The earlier ISA understands the site, brand, timeline, and constraints, the faster we can guide the right next step.

WHAT TO SEND - Any bit helps!

- > Property address
- > Site photos
- > Logo files
- > Brand standards
- > Plans or elevations
- > Desired sign types
- > Project timeline
- > Budget range
- > Landlord or property contacts
- > Known permit concerns
- > Decision-maker contact information
- > Existing sign photos if replacement is needed

Send whatever you have. We will identify what else is needed and define the path forward together.

Start with a conversation.

Integrated Signs & Fabrication can help with signage strategy, design support, fabrication, permitting, installation, and service.

Email info@isasign.com

Phone 619.579-2229

Address 1160 Pioneer Way, Suite M
El Cajon, CA 92020

Website www.isasign.com

Instagram https://www.instagram.com/integratedsigns

From first idea to final installation, ISA helps make the physical brand real.





INTEGRATED SIGNS & FABRICATION

Since 1982

