

Business Signage Kit

Print it • post it • done



Print-ready signs for your windows, counters, tables, and break room. Print on any office printer (cardstock looks great), or send the print files to a local print shop for window clings, sign riders, and vehicle magnets.

WHAT'S INSIDE

- | | |
|------------------------------|-----------------------------------|
| 1 Window sign | 2 Storefront poster |
| 3 "Ask us why" counter signs | 4 Register signs |
| 5 Table tents | 6 Break-room poster |
| 7 3.21 Special sign | 8 Stickers, magnets & sign riders |

START HERE

Which signs do I need?

Most businesses need just two: the window sign and one counter sign. Pick more if you'd like.

SIGN	BEST FOR	PRINT ON	PAGE
Window sign	Every business	Cardstock, or a print-shop cling	3
Storefront poster	Doors, lobbies, bulletin boards	Cardstock or 11x17	4
"Ask us why" sign	Counters, desks, check-in	Cardstock, cut in half	5
Register sign	Checkout and front desks	Cardstock, cut in half	6
Table tents	Restaurants, lobbies, waiting rooms	Cardstock, fold	7
Break-room poster	Employees	Plain paper	8
3.21 Special sign	Restaurants, cafes, salons, gyms	Cardstock, cut in half	9
Stickers	Giveaways, bags, cups	Round sticker sheets (2-inch)	10
Vehicle magnet & sign rider	Home services, realtors, fleets	Print shop (separate files)	11

PRINTING TIPS

- Use cardstock for signs that stand up
- Print at "actual size" or "fit"
- Laminate or use a sheet protector for counters
- Tape on the inside of windows

PRINT-SHOP FILES

- **Window cling:** 8 × 8 in
- **Sign rider:** 24 × 6 in
- **Vehicle magnet:** 18 × 12 in
- Files include 0.125 in bleed

WHEN TO PUT THEM UP

- **March 1:** window sign
- **March 15–21:** counter, register & table signs
- **Early March:** break-room poster
- Leave the window sign up all month!



CELEBRATE **3.21**

WORLD DOWN SYNDROME DAY · 3.21

We're showing up for 3.21!

Different looks good here.

Proud to celebrate people with Down syndrome in our
community.

#Celebrate321





WE ARE A PROUD

Celebrate 3.21 Business

You are valued.

You belong here.

We celebrate you.

People with Down syndrome have three copies of chromosome
21. That's why the world celebrates on **March 21.**

#Celebrate321



PRINTABLE

“Ask us why” counter signs (2 per page)

Print on cardstock, cut on the line, and set by your register or on your desk. Great conversation starter for your team!



**Ask us why
we're wearing
crazy socks!**

WORLD DOWN SYNDROME DAY · MARCH 21

CELEBRATE **3.21**



**Ask us why
we're wearing
crazy socks!**

WORLD DOWN SYNDROME DAY · MARCH 21

CELEBRATE **3.21**



PRINTABLE

Register signs (2 per page)

Print on cardstock and cut in half. Tape to the register, the front desk, or the drive-through window.



3.21 WEEK · MARCH 15-21

We're celebrating World Down Syndrome Day!

Why 3/21? People with Down syndrome have **three** copies of chromosome **21**. Our team is rocking fun socks to say: *different looks good here*.

Join us: wear your brightest socks and post with #Celebrate321

CELEBRATE **3.21**

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CELEBRATE **3.21**

PRINTABLE

Table tents (2 per page)

Print on cardstock. Cut on the dashed lines and fold on the dotted line so both sides face out.



WORLD DOWN SYNDROME DAY • 3.21

We're showing up for 3.21!

Celebrating people with Down syndrome in our community. Ask about our 3.21 special!

CELEBRATE **3.21** #Celebrate321

WORLD DOWN SYNDROME DAY • 3.21

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CELEBRATE **3.21** #Celebrate321

CELEBRATE **3.21**

TEAM, SAVE THE DATE!

Rock Your Socks Day

Friday, March 19

Wear your brightest, silliest, most mismatched socks to celebrate **World Down Syndrome Day** (March 21). We'll take a team feet photo at _____!

Why socks? Different looks good here.



PRINTABLE

“Our 3.21 Special” signs (2 per page)

Write in your special item, drink, service, or class. Use a marker so it’s easy to read from a distance.



3.21 WEEK · MARCH 15-21

Our 3.21 Special

Price: _____

Celebrating people with Down syndrome in our community. **If part of each sale is donated, add the approved Give Kit wording here.**



CELEBRATE **3.21**

3.21 WEEK · MARCH 15-21

Our 3.21 Special

Price: _____

Celebrating people with Down syndrome in our community. **If part of each sale is donated, add the approved Give Kit wording here.**

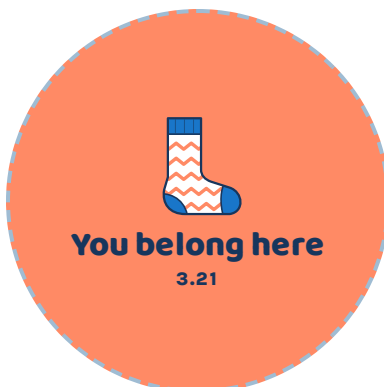


CELEBRATE **3.21**

PRINTABLE

Stickers (2-inch rounds, 12 per page)

Print on 2-inch round sticker sheets, or on cardstock and cut out as tags.



FOR THE PRINT SHOP

Vehicle magnets & sign riders

Previews of the print files. Send the separate full-size PDFs to any local sign or print shop.

SIGN RIDER · 24 × 6 IN · FOR REALTOR SIGNS, LEASING SIGNS, AND JOB-SITE STAKES



Everyone belongs here.
PROUD CELEBRATE 3.21 BUSINESS · #CELEBRATE321



File: Business_Sign_Rider_24x6.pdf

VEHICLE MAGNET · 18 × 12 IN · FOR SERVICE VANS, TRUCKS, AND FLEETS



**We're showing
up for 3.21!**
#Celebrate321



File: Business_Vehicle_Magnet_18x12.pdf

WINDOW CLING

File: **Business_Window_Cling_8x8.pdf**. Ask the print shop for a **static cling** (no adhesive, reusable) printed for the **inside of the glass** (reverse print) or the outside.

ASK THE PRINT SHOP

- Print at 100% with bleed
- Vehicle magnets: 30 mil magnet with rounded corners
- Sign riders: 4 mm corrugated plastic
- Ask about a group discount for multiple businesses