

window graphics guide

Selecting Window Graphics

To effectively select the proper window graphic for your application, you must be able to answer 5 questions about the installation:

1. Will the graphic be placed on the inside surface or the outside surface of the door, window, or display case?
2. Must the graphic be viewable from the inside, outside, or both?
3. Will the viewer need to see through the graphic for safety or navigation reasons?
4. Does the graphic need to be in place for less than 3 months or a longer period of time?
5. If your window graphic will be clear, do you want opaque white behind the image?

Which one

Graphic will be placed
INSIDE

Viewable from...

Inside

Outside/Both Sides

Do you need to see through the decal?

Yes

No

**OPAQUE
DECAL**



Length of use?

≤3 mos.

3+ mos.

**OPAQUE
STATIC CLING**

**OPAQUE
DECAL**



Length of use?

≤3 Mos.

3+ Mos.

**CLEAR
STATIC CLING**

**CLEAR
DECAL**



Specify if you want
opaque white under
your image.

do I need?

Graphic will be placed
OUTSIDE

Do you need to see through the decal?

Yes

No

Do you want...

Where is the image?

1-Way Visibility*

2-Way Visibility*

One Side

Both Sides

Length of use?

Length of use?

≤3 Mos.

3+ Mos.

≤3 Mos.

3+ Mos.

**CLEAR
STATIC CLING**

**CLEAR
DECAL**

**OPAQUE
STATIC CLING**

**OPAQUE
DECAL**



**PERFORATED
DECAL**



**OPAQUE
DECAL**



*Graphic visible from only one side.



How your original image will appear on different materials:

Opaque Static Cling and Decal

The red portion of the sign is the only portion of the graphic that is printed. The white is the default color of the material without any ink.



Halo Cut

A "halo cut" would mean that your red oval sale decal would have a border of approximately 1/4 inch left around the perimeter of the decal.



Contour Cut

A "contour cut" would mean that your red oval sale decal would be cut to the exact perimeter of the decal.



Perforated Window Decal

Outside visitors would see the graphic and would not be able to see inside (sometimes called one-way version). Inside visitors would not see the graphic, but would easily see out through the micropunctures.



Clear Window Decal

Assuming the red portion of the sign was the only color on the graphic, the rest of the sign would be transparent.



Cut Vinyl or Vinyl Lettering

If the design was a collection of individual pieces then this would be cut vinyl or vinyl lettering. These individual pieces would be cut exactly to shape.



Window Graphic Features

	Clings		Decals			
	Clear Static Cling	Opaque Static Cling	Clear Window Decal	Opaque Window Decal	Perforated Window Decal	Cut Vinyl
Repositionable	X	X				
1-Way Visibility					X	
2-Way Visibility	X		X			
Outside	X	X	X	X	X	X
Inside Viewable from Outside (Inside Glass)	X		X			