

# SCHOOL SIGNAGE



GULF  
DEVELOPMENT INC.

guru<sup>dm</sup>  
DIGITAL MEDIA



*Build* YOUR SCHOOL IMAGE...  
*Enhance* YOUR SCHOOL IMAGE...



# MEET GULF DEVELOPMENT

***Since 1959, Gulf Development has been the leading manufacturer of signs for schools,*** small businesses and organizations throughout the United States. Gulf Development has a reputation for continuously developed new innovations in the sign industry, helping schools like yours stand out and get noticed in your community, by your student

body and their parents. At Gulf Development we've mastered the production of signs. Our 70,000 square foot state-of-the-art manufacturing facility produces one sign every ten minutes of the day. Over the past 50 years we have produced over 500,000 signs. The secret to our success is our ability to make custom quality signage with mass production efficiency.

Our high efficiency allows us to lower costs and pass the savings on to you.

***We are committed to manufacturing high quality custom signage to fit all of your needs at a low mass-production prices.***





# THE IMPORTANCE *of Your Sign*



## ***Your sign lets people know who and where you are***

Your sign identifies you to the many people who pass by or live in your community.

## ***It Increases School Spirit and Student Activity***

A beautiful new sign with messaging capability will continually remind the students of the events taking place at the school. Student participation dramatically increases with these constant reminders of the events.

## ***It Increases the School's Financial Resources***

Now you can let your community and school know about these fund raisers and events well in advance!



# NOT ALL SIGNS ARE *Created Equal*

## **ADVANTAGE OF A Gulf Development SIGN**

Our sign products are manufactured with the highest quality materials through our state-of-the-art production facility. With our products, many schools are able to proudly display a beautiful professional image while communicating with the passing public.

## **Polycarbonate Sign Face**

Our Polycarbonate sign face is virtually indestructible. We offer a 10 year warranty on breakage including vandalism! Choose from two styles of sign face, Crystalite Photographic or Vacuum formed.

## **Extruded Aluminum Frame**

This ultra-strong frame will withstand the elements from water to wind. The beautiful back satin finish guarantees to protect against rusting. Our frames are engineered to withstand hurricane force winds.

## **LED Lighting System**

LED lighting will give your sign the maximum illumination coverage. You won't see any "shadows" or "dark patches" in a Gulf Development sign.

## **Large Pictorial Graphic**

Grab the attention of your passing public and make them remember you!

## **Ready for Easy Installation**

We install mounting brackets on the sign before shipping. Choose from a large variety of mounting options from pole to monument. Because we have numerous mounting options, please discuss your needs with your representative to determine the best option for you.

## **Designing Your Sign**

Our Graphics Department uses cutting-edge graphics software to design custom artwork to fit your school's individual needs. From custom graphics to our original art designers, we have the ability to create the look you want.

## **Painting Your Sign**

To ensure the integrity of your sign face, we use a high quality acrylic paint. This paint etches itself into the polycarbonate sign face so there is no chance of flaking, peeling or scratching. Our paint is formulated to protect against the sun's UV rays.

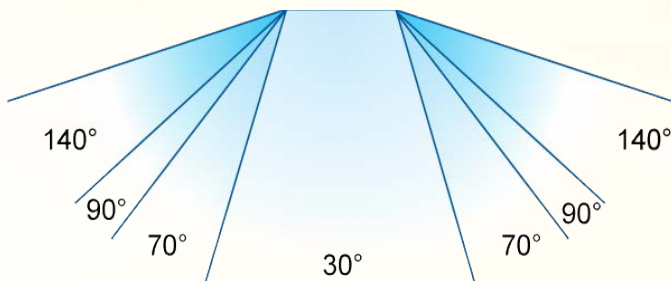




## Electronic Message Centers

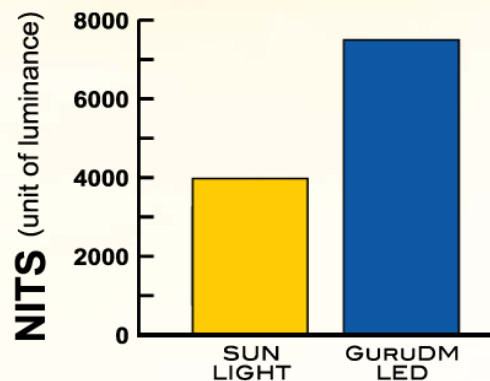
### MORE TIME TO BE SEEN

The viewing angle is the maximum angle LEDs can be seen at 100% brightness. A higher angle of visibility means that you have more time to display messages to the passing public.



### BRIGHT & VIBRANT MESSAGES

The brightness of an LED sign is generally measured in a value called NITS. The higher the number of NITS the brighter the display. Sunlight is rated at 4,000 NITS. All Gulf Development EMC's have a 7,500 NIT value. The Sign X software includes a feature that allows the user to adjust the brightness for daytime or nighttime use. Gulf Development signs surpass industry standards and can even be used in full & direct sunlight.



## FULL COLOR ELECTRONIC MESSAGE BOARDS

*From simple text messages to high resolution graphics and videos, our eye-catching and versatile full color electronic message board does it all!*



- 16 Million Color Display
- Dedicated Preloaded Programming Laptop
- 100,000 hr. plus LED Life
- Wireless Communication Standard
- 5 Year Warranty Included
- Lifetime Remote Diagnostics
- Modular Parts Technology
- UL and ETL Listed
- Training Videos and Tech Support Included

# WHY CHOOSE GULF DEVELOPMENT/GURU DM?



## STORK®

**We hired Stork Materials Testing to put our signs to the test!**  
They have over 60 years of experience and are one of the world's top independent material and product testing companies.

## GULF DEVELOPMENT/GURU DM VS NATIONAL COMPETITORS

### Test Conditions:

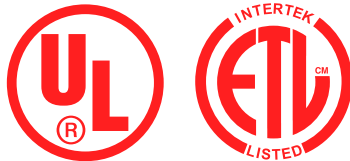
Weather conditions from -40°F to over 158°F over 5 years<sup>1</sup>

### The Results:

- **The Gulf Development** sign and all its electronic components reached a 5 year life equivalency test without degradation or malfunction
- **The Gulf Development** LEDs exceeded a 100,000 hour life expectancy test
- **Competitor A's** LED module housing became delaminated or separated which indicates the unit may no longer be water resistant (see right photo)
- **Competitors A and B's** CPU and other electronic components (other than LEDs) had to be removed and placed in ambient temperature conditions

### Surpassed Industry Required Standards

Our products are UL<sup>2</sup> and ETL<sup>3</sup> certified

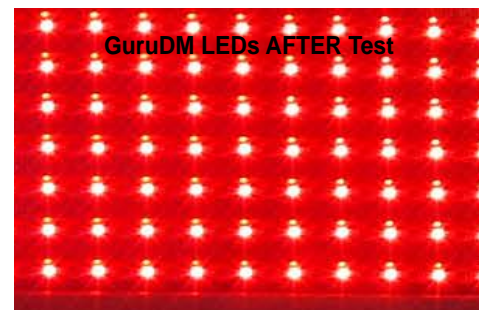
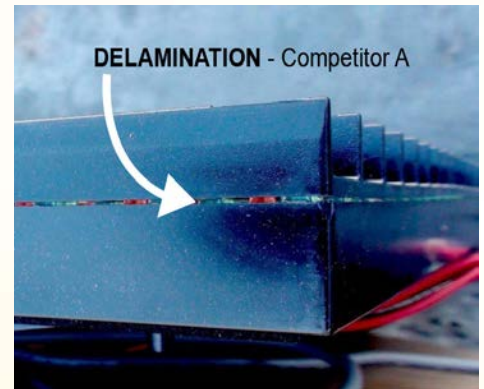


Electronic message sign components have been tested for:  
Salt Water • Fog • Dielectric • Humidity • Industry Safety Standards (UBC)

<sup>1</sup>Environmental acceleration was used to mimic the passing of 5 years

<sup>2</sup>UL (Underwriters Laboratory) is the international resource for product safety certification compliance

<sup>3</sup>ETL (Electrical Testing Laboratory) is the national equivalent for product safety certification compliance



Minimal degradation after test



# LOCATION GALLERY













# SAMPLES OF CURRENT

Juniata Valley School District	ALEXANDRIA, PA
Granada Middle School	Granada Hills, CA
Dawson ISD	WELCH, TX
Lowry High School	Winnemucca, NV
Kimball High School	Tracy, CA
Breeze Hill Elementary	Vista, CA
Haleyville City Schools	HALEYVILLE, AL
Merced High School	Merced, CA
Tustin Ranch Elementary	Tustin, CA
Benton Community School District	VAN HORNE, IA
Horner Jr. High School	Fremont, CA
Saint Mary's Academy	Inglewood, CA
Cortez High School	PHOENIX, AZ
Summerville High School	Tuolomne, CA
Monticello High School	SAN ANTONIO, TX
Carlsbad High School	Carlsbad, CA
Torrance North High School	Torrance, CA
Torrance West High School	Torrance, CA
S Huntsville School	HUNTSVILLE, AR
an Marin High school	Navato, CA
Van Nuys High School	Van Nuys, CA
Fisher Elementary School	OKLAHOMA CITY, OK
La Entrada Middle School	Palo Alto, CA
Florin High School	Elk Grove, CA
Midland High School	MIDLAND, LA
St. Peters Catholic School	Lemoore, CA
Lakeside Middle School	Lakeside, CA
New Heights Charter School	Los Angeles, CA
Rancho Bernardo High School	Poway, CA
Westmoor High School	Daly City, CA
San Lorenzo High School	San Lorenz, CA
Harbour View Elementary	Huntington Beach, CA
Mission San Jose High School	Fremont, CA
Prairie Branch Elementary School	GRAIN VALLEY, MO
Lemoore HS-Second Order	Lemoore, CA
Sequoia Middle School	Newberry Park, CA
Foothill HS-Second Order	Bakersfield, CA
Arroyo High School	Fremont, CA
Santa Monica HS	Santa Monica, CA
Quartz Hill High School	Quartz Hill, CA
Malta Bend School	MALTA BEND, MO
Hull Middle School	Torrance, CA
Lost Hills School	Lost Hills, CA

Shivela Middle School	Murrietta Spring, CA
Mark Keppel Magnet	Glendale, CA
Merkel Intermediate School	MERKEL, TX
Rancho Bernardo High School	San Diego, CA
Pioneer Elementary School	CHICKASHA, OR
San Lorenzo High School	San Lorenzo, CA
Kirkwood Intermediate	Kirkwood, CA
Lambert Elementary School	MANCHESTER, IA
Lemoore Union HS	Lemoore, CA
Westmoor High School	Daly City, CA
Clatskanie School District	CLATSKANIE, OR
Monterey Trail HS	Elk Grov, CA
Las Montañas Charter High School	LAS CRUCES, NM
Laguna Niguel Jr. Academy	Laguna Niguel, CA
Dana Hills HS	Dana Point, CA
Kastner Intermediate	Fresno, CA
Encampment K-12 School	ENCAMPMENT, WY
Margarita Middle School	Temecula, CA
President Avenue Elementary	Harbor City, CA
Rye High School	RYE , CO
Roosevelt Elementary	Santa Monica, CA
President Avenue Elementary	Harbor City, CA
Lyman High School	LONGWOOD, FL
Pacific Grove HS	Pacific Grove, CA
Alpine ISD	ALPINE, TX
Corona Del Mar HS	Newport Beach, CA
Richland School District	Shafter, CA
Center HS	Antelope, CA
Valley High School	WELLSBURG, WV
Northview HS	Covina, CA
Roosevelt Middle School	Glendale, CA
Rogers High School	PUYALLUP, WA
Mucahy Middle School	Tulare, CA
Central Dauphin Middle School	PITTSBURGH, PA
Cuyama Valley HS	New Cuyama, CA
Tulia Independent School District	TULIA, TX
Strathmore Union Elementary	Strathmore, CA
Balboa Elementary	Glendale, CA
Fisher Elementary School	STILLWATER, OK
Lawndale HS	Lawndale, CA
California HS	Whittier, CA
Lowry High School	WINNEMUCCA, NV
Leland HS	San Jose, CA



# LOCATIONS *+ Hundreds More!*

Olney Elementary School	OLNEY, TX	Breed Middle School	LYNN, MA
D' Hanis ISD	D'HANIS, TX	Rosamond HS	Rosamond, CA
Willow Glen HS	San Jose, CA	Phoenix Charter School	GREENVILLE, TX
Christ Lutheran Church & School	Palos Verdes, CA	Lawndale HS	Lawndale, CA
Madison High School	MINERVA, OH	Hacienda Heights Elementary	EL PASO, TX
New Millennium Center School	Fresno, CA	Seventh Street School	San Pedro, CA
Turkey Ford Elementary School	WYANDOTTE, OK	Patrick Henry Middle School	Granada Hills, CA
Isaac L. Sowers Middle School	Huntington Beach, CA	Sabinal ISD	SABINAL, TX Pleasant
Benjamin Franklin Elementary	Glendale, CA	Decatur ISD	DECATUR, TX
Berry Shoals School	DUNCAN, SC	View Elementary	Baldwin Park, CA
Foothill HS	Bakersfield, CA	Great Oak HS	Temecula, CA
Firebaugh Middle School	Firebaugh, CA	Highland ISD	ROSCOE, TX
Weimer Elementary School	SAINT ALBANS, WV	Hector School District	HECTOR, AR
Richland School District	Shafter, CA	Olive Middle School	Baldwin Park, CA
Pueblo West High School	PUEBLO WEST, CO	Canyon HS	Anaheim, CA
Golden Valley Middle School	San Bernardino, CA	Johnston Senior High School	JOHNSTON, RI
Moscow High School	MOSCOW, KS	Elwin Elementary	Baldwin Park, CA
Reef-Sunset Middle School	Avenal, CA	Olive Pierce Middle School	Ramona, CA
Monterey Trail HS	Elk Grove	Zephyr ISD	ZEPHYR, TX
Channel Island HS	Oxnard, CA	Santa Monica HS	Santa Monica, CA
Lemoore Union HS	Lemoore, CA	Patrick Henry Middle School	San Diego, CA
Dolores Huerta High School	PUEBLO, CO	Dodson Middle School	Palos Verdes, CA
Town's County Elementary Schools	HIAWASSEE, GA	Floydada High School	FLOYDADA, TX
Edison HS	Fresno, CA	John Burroughs HS	Burbank, CA
Anderson County JR/SR High School	GARNETT, KS	Criswell Elementary	Forney, CA
Wasco HS	Wasco, CA	Howe Middle School	HOWE, TX
Cabrillo HS	Long Beach, CA	Carson HS	Carson, CA
Lewis Elementary School	EXCELSIOR SPRINGS, MO	Nipomo HS	Nipomo, CA
Scicon-Tulare Co. Office of Ed	Springville, CA	McIntosh High School	PEACHTREE CITY, GA
Reydon Public School	REYDON, OK	Orcutt Jr. HS	Orcutt, CA
La Quinta HS	La Quinta, CA	Avon Lake High School	AVON LAKE, OH
Rosamond HS	Rosamond, CA	Filmore Middle School	Filmore, CA
Oklahoma Union Schools	SOUTH COFFEYVILLE, OK	Lewiston Comm. High School	LEWISTOWN, IL
Woodrow Wilson Middle School	Glendale, CA	Santa Lucia Middle School	Cambria, CA
Gandy Elementary School	WHITEHALL, AR	Paso Robles HS	Paso Robles, CA
Desert Rose Elementary	Palmdale, CA	Denver Justice High School	BOULDER, CO
Britton Middle School	Morgan Hill, CA	San Lucas USD	San Lucas, CA
Frazier Mountain HS	Lebec, CA	Avenal HS	Avenal, CA
Knippa Independent School District	KNIPPA, TX	Strathmore HS	Strathmore, CA
Woodcreek HS	Roseville, CA	Cerritos HS	Cerritos, CA
Hico ISD	HICO, TX	Granite Hills HS	Porterville, CA
Cimarron Elementary School	Palmdale, CA	Cherokee ISD	CHEROKEE, TX
Baldwin Park HS	Baldwin Park, CA	Midway IDS	HENRIETTA, TX





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# CONSIDER A SIGN PACKAGE FOR YOUR SCHOOL

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