

# Sign Checklist

*To get the most functional sign design, consider how your sign will be used.  
This checklist can help you work with us to obtain exactly what you need.*

1. What is the purpose of your signage?

- Directing                       Informing                       Selling or Informational  
 Identify Product, Brand or Company                       Other List \_\_\_\_\_

2. What image would you like to project?

- Professional                       Classy/Sophisticated                       Rustic/Antique  
 Young and Fun                       Other List \_\_\_\_\_

3. Whose attention are you trying to attract?

- General Public                       Passerbys                       Targeted Audience  
 Other List \_\_\_\_\_

4. From what distance will your audience be reading your sign? \_\_\_\_\_

5. How much time will they have to read the sign? \_\_\_\_\_

6. What would you like for readers to understand from your signage? \_\_\_\_\_  
\_\_\_\_\_

7. Do you want to use a special logo, layout or photographic image? \_\_\_\_\_

8. How much copy do you need for your sign? (Consider the fewest number of words possible to communicate your message.) \_\_\_\_\_  
\_\_\_\_\_

9. Where do you want your sign installed? \_\_\_\_\_

10. What type of sign installation are you considering?

- Free Standing:        \_\_\_\_\_ Pylon                      \_\_\_\_\_ Monument  
 Wall Mounted:        \_\_\_\_\_ Framed                      \_\_\_\_\_ Unframed  
 In-ground Yard Sign     On Counter                       Haven't considered or doesn't apply

11. If applicable, what are your local sign codes or landlord requirements/restrictions?  
\_\_\_\_\_

List other pertinent information. \_\_\_\_\_  
\_\_\_\_\_

*For more assistance, check out our design tips.*