

LARGE PROJECT CHECK-LIST

LARGE PROJECT ITEMS TO CONSIDER:

▼ What is the goal/purpose of the sign? (e.g., Identify, marketing, directional, branding)

▼ Is this replacing an existing sign? YES NO

▼ If replacing, why are you replacing? (e.g., New location, rebranding/updating, repairing)

▼ What is it about the old sign that no longer works?

▼ What type of business is this for? (e.g., Coffee Shop, Retail/Mall Store, Education, Hospital)

▼ Tell me about your business:

▼ What is your timeline for this project?

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LARGE PROJECT ITEMS TO CONSIDER:

- ▼ Is this a single sign or are there additional signage needs? (e.g., Exterior / site solution, restrooms, event spaces, interior/office/wayfinding)

- ▼ Are there any unique requirements we should be aware of on the site? (e.g., Is the property leased or owned? Is it part of a mall or property association?)

- ▼ What is your brand image/perception?

- ▼ Do you have a design in mind?

- ▼ What is the budget for this sign? For the overall project?

- ▼ Are there other players involved in the decision-making process who should be a part of the conversation?