



## ***Sign Questionnaire***

Use this checklist to help you get the maximum potential from your next sign project.  
By filling out this sheet we will be more prepared to get you the sign(s) you need.

1. What is the purpose of your signage? \_\_\_\_\_  
 Directing/Wayfinding     Informative     Sales Tool  
 Strengthen Brand or Company identification     Event Promotion  
 Other specify \_\_\_\_\_
2. What image would you like to project with your sign? \_\_\_\_\_  
 Corporate/Professional     Classy/Sophisticated     Antique/Victorian  
 Fun/Bouncy     Rustic/Western     Modern/Contemporary  
 Other specify \_\_\_\_\_
3. Who do you want to IMPACT with your signage?  
 General Public     Passersbys     Specific Audience     Other specify
4. From what distance will your sign be viewed/read? \_\_\_\_\_
5. How much time will they have to read the sign? \_\_\_\_\_
6. What message would you like your audience to get from your signage?  
\_\_\_\_\_
7. Do you want to use a special logo, layout, or photographic image? \_\_\_\_\_
8. How much lettering/descriptive text is need for your sign? \_\_\_\_\_  
\_\_\_\_\_
9. Where do you want your sign installed? \_\_\_\_\_
10. What type of sign installation are you considering?  
 Post & Panel     Vehicle     Monument  
 Wall Mounted     Scroll Bracket     Storefront Window  
 Customer installed     Haven't considered or doesn't apply
11. Do you have any local sign codes or landlord requirements/restrictions that need to be considered? \_\_\_\_\_  
  
List other important information. \_\_\_\_\_