# GENERAL SIGN DESIGN REQUEST FORM

Requested by: _____

Client: _____

Project Name: _____

Sign address: _____

Date of request: _____

Prelim designs due: _____

Presentations due: _____

Est. install date: _____

Sketch

### GRAPHICS

- ☐ Single Face
- ☐ Double Face
- ☐ Channel Letters
- ☐ FCO letters
- ☐ Formed letters
- ☐ Other

### ILLUMINATION

- ☐ Fluorescents
- ☐ Neon
- ☐ LED's
- ☐ Ground Lighting
- ☐ Non-illum
- ☐ Reflective vinyl

### SPECIFICATIONS

Max height: _____

Max width: _____

Sqft allowance: _____

Other restrictions: _____

Formed letters: _____

Other: _____

Notes:

### PROVIDED ITEMS

- ☐ Approach photo
- ☐ Scalable photo
- ☐ Placement photo
- ☐ Dimension photos
- ☐ Other photos
- ☐ Artwork
- ☐ Graphics Standards
- ☐ Site Plan
- ☐ Architects Renderings
- ☐ Color/material samples

1. Who is their local or national competition? What does their signage look like?
2. What are the weaknesses in their competitions identity (bad logo, ugly sign, bad sign location)?
3. What are the strengths in their competitions identity (great logo, awesome signage)? Can the sales person provide photos of the local competition?
4. What colors would they like to incorporate; what colors do they want to avoid?
5. Describe the marketing hurdles they are trying to overcome with new signage. "People can't tell what we do and can't find the entrance to our business."
6. What visual impression does the customer want the sign to portray (quality, class, flashy, contemporary, western, eclectic, conservative, wild)?
7. How should the sign incorporate existing marketing or design elements?

IMAGE FIRST®
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