



Sign Buyer's Checklist

Here's a quick questionnaire to help identify your signage needs and guide your FASTSIGNS® consultant in making good recommendations for your project.

- Use of your sign:**
Are you directing, informing, or selling?
- Display time and conditions:**
Temporary or permanent? Indoors or outdoors?
- Image you want to project:**
Professional? Sophisticated? Youthful? Fun? How should it coordinate with your other graphics and advertising?
- Your target customers:**
Whose attention do you want to attract?
- Viewing distance and time:**
How far will readers be from the sign? How long will they have to read it?
- Mounting your sign:**
Where will the sign be displayed? How will it be attached? Will you need the approval of a landlord or local sign code authority?

Sign copy and layout: What message do you want to communicate in your copy? Do you have special logo or layout requirements?