



Commercial Signage Project Starter Worksheet

Planning a new signage project? Use this worksheet to clarify your goals, priorities, audience, budget, timeline and project stakeholders before design begins.



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PROJECT OVERVIEW

Project Name

Property or Business Name

Project Address

Primary Contact Name:

Phone:

 email:

Target Completion Date:

Project Type? Is this a new location, renovation, rebrand, replacement or multi-site rollout?



WHY ARE YOU INVESTING IN SIGNAGE?

Check all that apply:

- ☐ Improve Visibility
- ☐ Help customers find the business
- ☐ Strengthen brand recognition
- ☐ Improve wayfinding
- ☐ Update an outdated environment
- ☐ Support a new location or renovation
- ☐ Meet accessibility or code requirements
- ☐ Create a more cohesive customer experience
- ☐ Support leasing or tenant identification
- ☐ Other

Define the audience:

Who needs to see or use the signage?

Where will they first encounter the brand?

Are they driving, walking, entering a building, or navigating inside?

What information must they understand immediately?



DEFINE SUCCESS

What problem should the signage solve?

What should customers notice, understand, or do?

How should the finish environment feel?

What would make this project successful?

Early Project Considerations

- ☒ ☐ Preliminary budget range
- ☒ ☐ Desired installation date
- ☒ ☐ Known municipal/landlord requirements
- ☒ ☐ Construction or renovation schedule
- ☒ ☐ Internal approval process
- ☒ ☐ Existing brand guidelines
- ☒ ☐ Known sign types or locations

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