



Signage Site & Information Gathering Checklist

Collect the information
commonly needed before
planning, design, and
pricing can begin.



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BRAND INFORMATION

Gather these items first:

- ☐ Vector Logo Files
- ☐ Brand Guidelines
- ☐ Approved Color Specifications

Main Brand Color

CMYK: RGB: HEX#

Secondary Brand Color

CMYK: RGB: HEX#

Accent Colors

CMYK: RGB: HEX#

- ☐ Typography Standards

Heading Font:

Body Font:

Other Brand Fonts:

- ☐ Messaging, Taglines, etc.

- ☐ Existing Sign Design Standards

- ☐ Franchise or Corporate Requirements



PROPERTY INFORMATION

PROPERTY ADDRESS

SITE PLAN

Y N

NOTES

BUILDING ELEVATIONS

Y N

FLOOR PLANS

Y N

PROPERTY SURVEY

Y N

LANDLORD SIGNAGE
CRITERIA

Y N

TENANT CRITERIA
MANUAL

Y N

HOA/ARCHITECTURAL
REVIEW
REQUIREMENTS

Y N

HISTORIC DISTRICT
REQUIREMENTS

Y N

EXISTING PERMITS OR
SIGN RECORDS

Y N





EXISTING CONDITIONS

TO-DO LIST AND CONSIDERATIONS

- ☐ Take photos of existing signage or locations where signs will go
- ☐ Take inventory of existing signs

of exterior signs/locations

of interior signs/locations:

approximate sign dimensions

approximate sign dimensions

- ☐ Do any signs require electric? If so, where are those signs located?

- ☐ Any landscaping or visibility obstructions?

- ☐ What are the vehicle and pedestrian traffic patterns?

- ☐ What is the access for installation?

- ☐ Are there any lighting considerations?





PROJECT TEAM INFORMATION

NAME/EMAIL/PHONE

Property Owner	
Property Manager	
Tenant/Business Owner	
Marketing Contact	
Architect	
Interior Designer	
General Contractor	
Electrical Contractor	
Facilities/Operations	
Final Decision Maker	

Lattice Insight

Incomplete site information is one of the most common causes of redesigns, inaccurate estimates, and installation surprises.

