



## Sign Buyer's Checklist

Here's a quick questionnaire to help identify your signage needs and help guide the staff at Christian and Christian Signs in making good recommendations for your project.

### Use of your sign:

- Are you directing, informing, or selling?

### Display and conditions:

- Temporary or permanent?  
temporary signs can be vinyl or paper, but a permanent sign will need to be more substantial, like wood or aluminum
- Indoors or outdoors?  
Interior signs may not require lamination. Exterior signs must be printed on materials with weatherproof coating for durability.

### 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?

### Budget

- Will an economical sign providing the basics meet your needs?  
Or is a high end custom sign with a specific layout within your means?