

## Introduction:

With any business decision it is vitally important for the owner or project leader to establish the direction that each organization needs to take.

This is doubly true when working with any kind of *custom designed* product. Only the final decision maker can truly and accurately identify what criteria is vital to his/her final decision.

By taking the time to completely answer these questions you will identify these key factors. Consequently, you will empower your sign & graphics professional to guide you towards the most effective solution for your organization.

## Where do I begin?

**Question 1:** Do you have an existing logo, graphic or brand ID that you wish to incorporate into this project?

- Yes** = Please gather your existing artwork in all the forms (physical & digital) you have and make it available at your meeting.
- No** = Please gather any ideas and possible concepts that you feel would best represent your ideas for how you wish the organization to be portrayed. Be sure to give consideration to your target markets and desired customer.

**Question 2:** What colors do you specifically like and/or dislike?

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**Question 3:** Have you considered your goals & objectives? What do you want to accomplish or, more importantly, what problem(s) do you wish to solve with the sign, logo or graphic?

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**Question 4:** How/Where do you plan to use your graphics?

- Storefront     Vehicle(s)     Business Cards     Letterhead  
 Hats     T-Shirts     P.O.P. (Point of Purchase)     Website

**Question 5:** Have you done any research on signs & graphics in order to make a better educated decision for your organization? An easy and readily available resource is the SBA (Small Business Administration) website at ... <http://www.sba.gov>

**Question 6:** What have you determined your budget to be? Every purchase a business makes should be carefully weighed against the expected return. "Custom designed" products can often include hundreds of possible solutions with widely different price ranges from \$25 to \$125 thousand. Take the time to discuss this issue and come to a realistic figure.

*Please note this is not a blank check but is intended to help give your sign & graphics professional a measure with which to narrow down your possible solutions.*

Anticipated Budget \$ \_\_\_\_\_ to \$ \_\_\_\_\_