



# Sign Creation Checklist

Here are a few questions that will help make your sign work

## **How will your sign be used?**

Inform, Direct, Sell, etc

## **Who is your target audience?**

## **How long will your sign be displayed?**

Permanent, Temporary

## **Where will your sign be displayed?**

Indoor, Outdoor, On a Vehicle, Wall, Fence, On Posts, etc

## **Viewing Distance?**

## **How long will your audience have to read the sign?**

## **Approval of Landlord or Village**

## **What are the basic message components?**

Picture, Logo, Text, Color, Font