



SIGNAGE PLANNING GUIDE

Table of Contents

- 2. Introduction
- 3. Benefits of Effective Signage
- 4. Signage Planning Process
- 5. Signage Options
- 6. Design Best Practices
- 6. Permits & Regulations
- 7. Installation & Maintenance
- 7. Apparel for Your Team
- 8. Apparel Options & Ordering
- 8. Contact Us

INTRODUCTION

Welcome to your ultimate signage planning guide. This resource walks you step by step through designing, budgeting, and installing the right signs for your new business. You'll also discover branded apparel options to outfit your team and reinforce your brand identity.

BENEFITS OF EFFECTIVE SIGNAGE

- Draws attention and increases walk-in traffic
- Reinforces brand identity at every customer touchpoint
- Communicates promotions and key messages
- Provides wayfinding and safety information
- Delivers a strong first impression

SIGNAGE PLANNING PROCESS

Understand Your Brand

Before you choose materials or colors, clarify your brand's personality, core values, and target audience. Ask:

- What emotions should customers feel?
- Which colors and fonts reflect our identity?

Assess Your Location

Evaluate the physical environment where signs will live:

- Indoor or outdoor use
- Traffic patterns and sight lines
- Lighting conditions and mounting surfaces

Define Your Objectives

Decide what each sign must achieve:

- Brand awareness
- Directional signage
- Product or service promotion
- Safety instructions

Set a Budget and Timeline

Map out:

- Total budget including design, fabrication, permits, and installation
- Project milestones and completion date

SIGNAGE OPTIONS

- **Sandblast Carved HDU & Wood Signs:** Timeless, high-end look for storefronts and lobbies.
- **Lighted Signs:** Channel letters, LED boxes, and neon for 24/7 visibility.
- **Vehicle Graphics:** Full wraps, decals, and magnetic signs to turn any vehicle into a mobile billboard.
- **Banners, A-Frames, & Yard Signs:** Economical, short-term promotions for trade shows and events.
- **Window Graphics:** Perforated vinyl, frosted decals, and full-color prints to engage passersby.
- **Custom Signage:** Acrylic, metal, dimensional letters, and more crafted to your exact specs.

DESIGN BEST PRACTICES

- Keep messaging concise and legible from a distance.
- Use high-contrast color combinations.
- Choose fonts that match your brand personality.
- Incorporate your logo and tagline consistently.
- Provide clear white space around text and graphics.

PERMITS & REGULATIONS

- Check local zoning ordinances for size, height, and illumination limits.
- Apply for sign permits well in advance—municipal approvals can take weeks.
- Comply with accessibility requirements for wayfinding and safety signage

INSTALLATION & MAINTENANCE

- Schedule professional installation to ensure structural safety.
- Plan regular cleaning to preserve appearance and visibility.
- Inspect electrical components of lighted signs annually.
- Touch up paint and replace damaged elements promptly.

APPAREL FOR YOUR TEAM

Branded apparel extends your presence beyond the storefront - Uniforms and promotional apparel

- Reinforce brand consistency during work, events, and shows.
 - Foster team unity and professionalism
- Provide walking advertisements wherever employees go

To place an order:

1. Visit our apparel site at
<https://www.companycasuals.com/valleysign>
2. Select styles, colors, and sizes
3. Upload your logo or work with us on your logo and artwork
4. Review pricing
5. Add items to your cart and submit order for an official quote

Bulk-order discounts and seasonal sales available

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