The Signage Factory Project Specification Guide



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Checklist & Guidelines for New Signage

Purpose

This guide helps new signmakers and dealers ask the right questions before starting any design or production process. By gathering accurate information, each project can be executed **technically correct, visually consistent, and within budget**.

1. Purpose & Brand Image

What impression should the sign communicate?

- Is it for a barber, lawyer, retail store, or factory?
- What is the primary function? (Retail, Corporate, Industrial, Wayfinding).
- Should the design look modern, classic, playful, corporate, or luxurious?
- Should it match an existing building or a new construction?

➡ **The desired appearance determines the choice of materials, colors, and finishes.**

2. Branding & Corporate Identity

What is the company's existing brand identity?

- Are there logos, fonts, or color guidelines available? (Pantone/RAL colors, Fonts)
- Are vector files available? (AI, EPS, DXF, DWG). JPG/PNG are not suitable for production.
- Should the new sign match existing branding or lettering?

➡ **Accurate digital files are essential for smooth production.**

3. Text & Slogan

Does the company use a slogan or tagline?

- Should it be integrated into the sign or placed separately? Text density directly impacts readability and production cost.
- Is it single-language or multilingual? (For instance in Thailand a name in Thai is sometimes needed for tax purposes)

➡ **Text length directly affects readability and price.**

4. Location & Environment

Where will the sign be installed?

- Indoors or outdoors?
- What weather or environmental conditions will it face? Is it close to the sea? **Exposure: Direct sunlight, high wind load, or chemical exposure?**

➡ Outdoor signs require different LED's, close to the sea (within 10 km) we advice to use 316 Marine Grade stainless steel or titanium coating. Brass is not advisable for outside, its color changes outside.

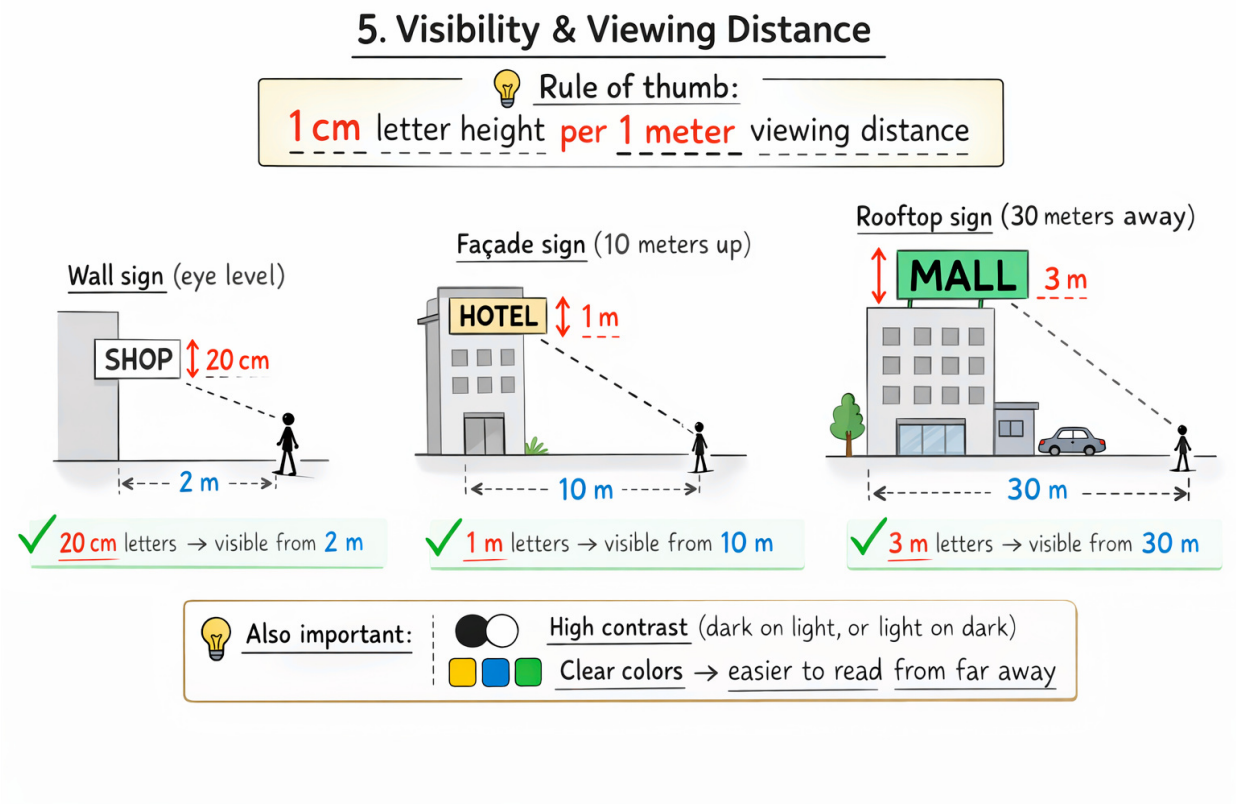
Warning: Avoid direct contact between titanium parts and plaster. Sulfate compounds in plaster can cause embrittlement of titanium, leading to cracking or failure under pressure.

5. Visibility & Viewing Distance

From what distance will the sign be viewed?

- Wall sign at eye level, façade sign 10 meters up, or rooftop signage?

➡ Rule of thumb: 1 cm letter height per meter of viewing distance, also contrasts and color are important.

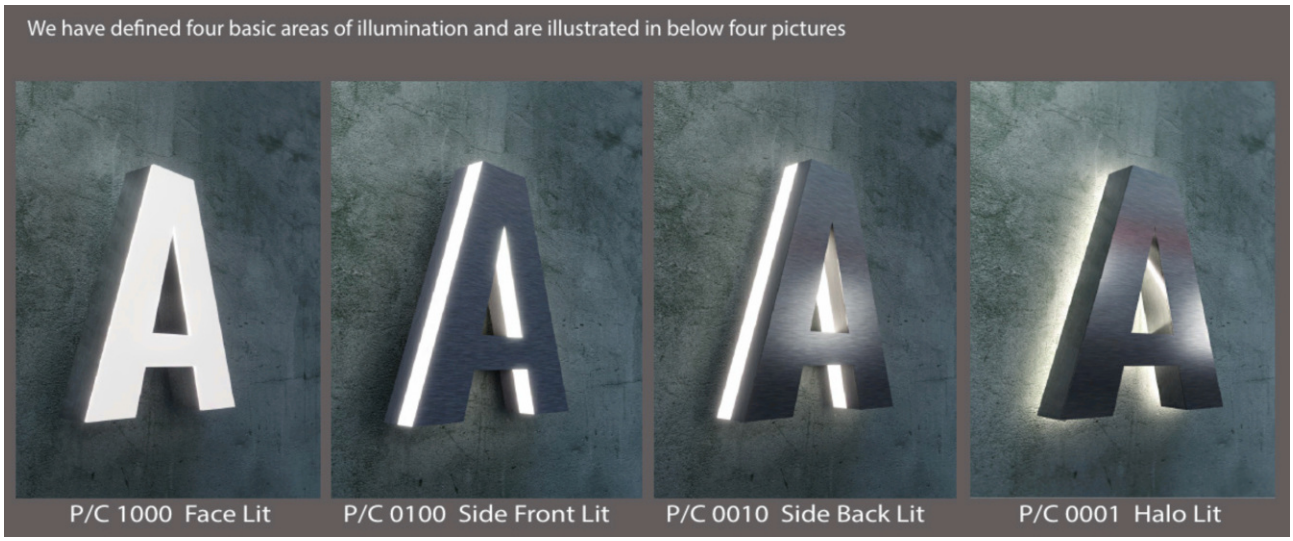


6. Illumination

Is lighting required? If yes, what type?

- Type: Face-lit, Halo-lit, Side-lit, or Non-illuminated, or a combination?
- White or warm white LED?
- How many hours per day will the sign be illuminated?

➡ The Signage Factory LEDs operate on 12V, are waterproof IP67, and built to last, be aware that for outside we use different LED modules then inside.



7. Installation & Site Limitations

Are there any restrictions at the installation site?

- **Surface Type: (Concrete, Glass, Wood, Cladding).**
- **Access: Is a lift/crane required?**
- **Restrictions: Drilling permits, working hours, noise limitations.**

➡ Mounting conditions determine structure and fixing methods.

8. Durability & Lifespan

How long should the sign last?

- Temporary promotion or permanent façade signage?
- Is regular maintenance expected/possible?

➡**Lifespan impacts both material selection and pricing. TSF has a wonderful and avoidable neon flex line that could be used for promotions of temporary sales. But for instance our Solid Acrylic letters are made to last.**

9. Warranty & Budget

What warranty period and budget range are expected?

- What quality level does the client require?

➡ Clear budget expectations prevent disappointment and design revisions. To be clear to our contact person, also gives us the range of what you are looking for.

10. Delivery & Planning

When does the client need the sign installed?

- Are there construction deadlines or special events planned?

➡ Production Lead Times:

We Usually ship Unpainted orders in approximately 2 weeks.

And because of drying time, painted orders take a bit longer Usually Painted orders we use approximately 2.5 working weeks.

Please note that these lead times cover production within our factory. Total delivery time depends on your location and the chosen shipping method.

Urgent requests? If you have a tight deadline, let us know. We always strive to accommodate urgent orders without compromising our quality standards. And of course there can always be exceptions depending on quantities and complexity but we have an on time delivery rate close to 100%.

Summary Table

Topic	Key Question	Importance
1. Brand Image	What appearance is desired?	Defines design & materials
2. Branding	Are logo, fonts & guidelines available?	Required for accurate production
3. Slogan	Include tagline or not?	Affects layout & proportions
4. Location	Indoor/outdoor & environmental exposure?	Determines materials, LED
5. Viewing Distance	From how far will it be seen?	Determines letter height
6. Illumination	Should the sign be lit?	Determines LED type & power
7. Installation	Any wall or regulation restrictions?	Defines mounting method
8. Durability	Expected lifetime?	Influences choice of technology
9. Warranty/Budget	What is the target price range?	Defines quality level
10. Delivery Date	When must it be completed?	Defines production schedule

Tip for Dealers & Designers

Collecting this information early ensures accurate quotations, faster approvals, and smooth production at The Signage Factory.
Every well-prepared project starts with **good questions and complete client input**.