

# Signage Brief Template



signclass



### 3. Objectives

Tick what applies and add a short note for each:

- Brand impact/consistency:  
\_\_\_\_\_
- Wayfinding/navigation:  
\_\_\_\_\_
- Compliance/safety signage:  
\_\_\_\_\_
- Promotional / campaign signage:  
\_\_\_\_\_
- Other:  
\_\_\_\_\_  
Success looks like:  
\_\_\_\_\_  
\_\_\_\_\_

### 4. Constraints (access, heights, power, approvals)

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Access (equipment / after-hours / inductions)

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Heights / mounting surfaces

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Power available (for illuminated signage)

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Approvals required (landlord/centre mgmt/council)

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Site rules (WHS, traffic management, noise, etc.)

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Other constraints

### 5. Brand files required

Provide (or link to) the latest versions of:

Logo files (vector preferred: AI/EPS/PDF/SVG)

Brand guidelines (PDF)

Brand colours (Pantone/CMYK/RGB/HEX)

Fonts (or font names + licences)

Approved imagery and icon set (if applicable)

Any existing signage standards/templates (if available)

### 6. Deadline and install windows

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Target install date

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Hard deadline (if different)

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Preferred install windows (days/times)

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Blackout periods (no access/trading peaks)

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### 7. Budget range (even if rough)

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Budget range (total)

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Budget range (per site) - if known

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Notes (capex approvals, staging, preferred payment terms)

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**Contact us today to  
discuss your project**



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