



# Collaborative Sign Development

Whether buying a sign to identify your business, direct visitors to a location or market your company, there is a simple methodology to follow. Your active participation in each step of this collaborative process is critical to ensuring that what you buy supports your goals.

To start, it is important to consider which sign approach best meets your needs. Often, the best way to identify preferences is to view examples of signs you like. We have created a gallery you can use as a resource, or you may provide us with your own examples or designs.

The cost estimate and proposal will closely align with the information that is communicated to your Welch Sign representative. Providing a specific description up front will result in more efficient and economical proposal development.

The documentation Welch provides will vary depending on the complexity of your project. For stand alone and simple sign systems the completion of Step 2 will result in an order being placed or a request for revisions. For more complex projects, the result will be an agreement to move forward into a more lengthy process.

Once all revisions are reviewed and a signed approval is received, your Welch contact will move your order to production. For complex sign systems, this may happen in phases or after the project development process is completed.

## Step 1: Initial Preparation

- Review the portfolio of signs and list the attributes you would like to see in your signs. Note the names of the signs that have particular appeal.
- Collaborate with your Welch Sign representative to develop a description of the signs you would like. Our *Design Brief* will help you prepare.
- Communicate your budget requirement at the beginning of the process. If you have not established a budget, work collaboratively with your Welch contact to develop a preliminary budget range. Having this information will reduce the cost associated with multiple design iterations and save time.
- Consider if you would like to have Welch install your signs or if they will be installed by others. Also consider your delivery requirements. Both installation and turnaround needs can impact the investment required.
- Consider if your sign will stand alone or be part of a larger sign system. A sign system will require more consultation to ensure a well developed sign program.
- If your requirements call for a sign system, consider the choice between a value based modular sign system or more expensive custom options.

## Step 2: Review Documentation

- **Stand Alone & Simple Sign Systems**  
Review proposal documentation and proof details closely to ensure the standards developed during Step 1 are being met. Provide your signed approval or a list of changes that need to be addressed. We have budgeted for one set of revisions, therefore it is important this list be as complete as possible.
- **Fully Customized Sign Project**  
For more complex sign systems, your Welch representative will work with you during Step 1 to establish the service level required. This will result in a detailed proposal outlining all costs associated with design facilitation, consultation, project management and installation. You will be asked to return a signed agreement to proceed, therefore careful review is important.

## Step 3: Place an Order

- Provide final signed approval.
- Provide Welch with all requested materials and documentations. This might include artwork, submittal approval, plan view drawings, elevation drawings, etc.
- Provide required deposit per the terms of the proposal provided.