



Survey details are outlined per the steps set forth in my Pre-Sale Sign Survey Book!

- 1 Sales & Survey
- 2 Code Research
- 3 Sign Design
- 4 Estimate Files
- 5 Shop Files
- 6 Deposit Received

OUTLINE OF THE Sign Creation Process

by Matt Charboneau

Behind the Scenes...

AFTER THE CUSTOMER GIVES THE DEPOSIT

The Clock Starts when the Permit Is Issued

Day 1

- 7 Permit Issued
- 8 Pre-Fab Vet
- 9 Fabrication
- 10 Paint
- 11 Final Finish
- 12 Storage
- 13 Crate & Load
- 14 Transport
- 15 Unload
- 16 Installation
- 17 City Inspect
- 18 Final Invoice

Day 60 +/-

- Start the City/County Sign Permit Application Process
- Initiate Project Communication with Engineer
- Finish Up Last Minute Requested Design Revisions
- Gather/Create Required Logos for Sign Face Artwork
- Prepare Final Artwork Files for Client Approval

The Clock is Ticking...

ONCE THE SIGN PERMIT IS ISSUED

- Create Necessary Paint and Material Samples
- Order Utility Locate at the Install Site
- Perform Post-Sale Site Survey(s)
- Document Landscaping Obstacles
- Submit Lane Obstruction Applications to City
- Schedule Drilling of Caisson Holes or Spread Footer
- Coordinate Concrete Delivery to Install Site
- Coordinate Delivery of Steel Pipe to site
- Coordinate Masonry / Stone for Base (if needed)
- Schedule Electrician for TWO VISITS
- Plan Equipment / Team Members for Install Day
- Any Low Bridges or Construction along the route?
- Schedule any Required Progress Inspections

Note: While this outline contains the primary steps of the process, there are significant tasks required for each step that may or may not need to be completed. These tasks may not be required for every sign type. Deciding which tasks are required and when they are to be performed is where your team refines the process to focus on their individual strengths, and to establish a process built on passion and accountability. This outline also works with commercial sign shops, simply ignore the electrical and footer details.

- Blue Sales
- Green Design
- Red Fabrication
- Pink Installation



LEARN SIGN DESIGN