

# INTERPRETIVE SIGN CUSTOM DESIGN

If our standard and semi-custom sign offerings don't meet your unique needs, our professional design team can create a custom sign panel layout with your provided text, high resolution photos, illustrations and logos. We can also supplement your content with images and illustrations from our library of resources.

## BASIC DESIGN SERVICES

Layout development solely from client provided text (edited), high resolution images, illustrations and logos.

### Estimated costs for a 18"×24" sign panel

Typically consists of one or two sections with 2-4 photos/illustrations and text.

**\$175\***

### Estimated costs for a 24"×36" sign panel

Typically consists of a central graphic/map, or multiple panel sections including a total of 5 or more photos / illustrations, and text.

**\$275\***

## BASIC-PLUS DESIGN SERVICES

Layout development from a combination of client provided text (edited), high resolution images, illustrations and logos, plus Vacker provided high resolution images and illustrations.

### Estimated costs for a 18"×24" sign panel

Typically consists of one or two sections with 2-4 photos/illustrations and text.

**Starting at \$225\*.**

### Estimated costs for a 24"×36" sign panel

Typically consists of a central graphic/map, or multiple panel sections including a total of 5 or more photos / illustrations, and text.

**Starting at \$325\*.**

## ESTIMATING BASIC-PLUS DESIGN SERVICES

To estimate Basic-plus Design services, we need to understand the nature of the "plus" services desired. What additional resources do you want us to acquire or develop? For example, if you seek an illustration, what do you want illustrated and what is the communication goal?

Contact us to discuss your Vacker provided high resolution images and illustration needs.

**\*Cost of sign panel and mount is additional.**



Custom Illustration: "A Healthy and Diverse Habitat"

Illustration services are available to compliment your client provided text (edited), high resolution images.

# CUSTOM DESIGN PROCESS

While we can take care of design and file preparation, we believe that client interaction is paramount to the successful design and implementation of an interpretive panel project. Although every project is unique, a typical project involves multiple interactions and client participation. Contact us for our “**Guide to Planning your Interpretive Project**” for guidance in developing an effective message and other best practices for completing a successful project.

## STEP 1 BASIC VS BASIC PLUS

Determine desired scope of design services and anticipated sign panel sizes:

### *Option 1*

#### **Basic sign design and file preparation services.**

Design and file preparation services for interpretive sign panel layout with client provided content only.

### *Option 2*

#### **Basic-Plus sign design and file preparation services.**

Design and file preparation services for interpretive sign panel layout with client provided text (edited) and a combination of client provided content plus Vacker created illustrations and / or acquired high resolution images. If you seek an illustration, what do you want illustrated and what is the communication goal?

## STEP 2 PROPOSAL REQUEST

Request a proposal from Vacker Sign for desired scope of design services and specific sign products (include sign sizes and sign material type and mount style. Sign proposal and return by email to confirm acceptance of proposal.

## STEP 3 CONTENT ORGANIZATION

Organize your content by sign panel title.

Create a file folder for each sign panel layout to be designed. Name the folder by sign panel title and include all client provided content to be placed in the sign layout:

- Sign panel text (panel title, subtitles, paragraph text, photo captions, photo credits, etc.) saved as word doc. Text should be “spell checked”, proofed, edited and approved by project stakeholders.
- Create an “images” sub-folder for high resolution images, illustrations, and / or QR codes to be placed in the sign panel layout. To ensure the placement of high quality images, consider the size at which an image will likely be placed in the sign panel layout. Provide images in the largest available file size and save them with a meaningful file name.
- For agency and / or sponsor logos to be included in the layout, create a “logos” sub-folder and provide any agency sponsor logos in vector (lines and curves) saved as an Illustrator, EPS or PDF file, or as high resolution image files (png, jpg, tiff). Vector art is often available from the department that produces the agency’s communication or branding materials. Please be aware that logos pulled from websites and email signatures are often low resolution and not suitable for print.

# CUSTOM DESIGN PROCESS (CONT'D)

## STEP 4 COMPRESS

For multiple sign panel projects, Zip/Stuff the folder into a compressed archive.

## STEP 5 UPLOAD

Upload your zipped file to us at [hightail.com/u/vackersign](https://hightail.com/u/vackersign) Please reference project name and contact. If you don't have a zip program, please send a separate Hightail with content for each sign panel title.

## STEP 6 THEME INPUT

If desired, provide input regarding the desire for any particular "look" for the panel(s). Input regarding fonts, color palette and format is welcome in an effort to evoke the spirit of the subject matter as well as the unique nature and character of the setting where the panel will be located.

## STEP 7 DRAFT LAYOUT

Vacker provides a proposed draft layout of a single panel. Based on client comment, panel layout is revised accordingly. Once the layout of a single panel is approved, subsequent panels are designed and submitted for client review and approval.

## STEP 8 REVIEW

While all content should be edited and approved by the client prior to content submission, client reviews panel layouts for any errors or omissions for final layout approval.

## STEP 9 FABRICATION APPROVAL

Vacker revises panel as requested. Client reviews and approves panel layouts and authorizes panel fabrication.

[hightail.com/u/vackersign](https://hightail.com/u/vackersign)