

DESIGN SERVICES GUIDE

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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 your provided text (edited and final), 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.

Starting at \$195

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*

BASIC-PLUS DESIGN SERVICES

Layout development from a combination of your provided text (edited and final), 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 \$270.*

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 \$395*.

ESTIMATING DESIGN SERVICES

While each of our design service options indicates a "starting at" cost, we need some information to understand the scope of your particular project. Additionally, if Basic-Plus design services are requested, 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?

REQUESTING A QUOTE

See the following page to learn what information we need to provide you with a quote.

***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.

REQUESTING A QUOTE FOR DESIGN SERVICES

Please provide the following information so that we can provide you with a proposal for your project. We recognize that you might be in the planning stages, but please do your best to describe the scope of design services you are seeking.

OUTLINE YOUR DESIRED DESIGN SERVICES

- Sign sizes** and respective quantities.
- Communication goal** for each sign (What is each sign title or what is the sign about?).
- Which type of design services are you requesting? Basic or Basic-Plus?**
- For signs in need of **Basic Design Services** (designed with your provided content and assets only) how many images or graphics will **you be providing** to be included in the design?
- For signs in need of **Basic-Plus Design Services** (designed with your provided content/assets PLUS Vacker created illustrations and / or acquired high resolution images) how many image/graphics will **you be providing** to be included in the design? What images or illustrations are you **seeking**? If you seek an illustration, what do you want illustrated and what is the communication goal?
- Is there any particular “look”, theme, or agency branding guidelines required? (Do you have a vision for what the sign might look like?) If so, feel free to provide a description, rough sketch, rough mock-up, or screenshot of an example (from our website or another) of what you envision. Anything and everything helps!
- Your willingness to describe your project is appreciated as it assists us in assessing the scope of your desired services and providing you with a firm quotation.
- Forward this information to your contact at Vacker Sign.

CUSTOM DESIGN PROCESS

STEP 1 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.

STEP 2 COMPRESS

For multiple sign panel projects, organize each panel's assets and text into it's own folder. Zip/stuff these folders together into a compressed archive.

STEP 3 UPLOAD

Upload your zipped file to us at hightail.com/u/vackersign.

Witin the message, please include:

Project name

Email address

If you do not have a zip program, please upload the content for each panel in it's own folder. If this necessitates multiple Hightail uploads, please make sure to cite your project information in each upload.

STEP 4 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 5 DRAFT LAYOUT

Typically Vacker provides a proposed draft layout of a single panel. Based on client comments, 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 6 REVIEW

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

Please note: at this point, requests for revision due to content changes or edits that necessitate the need for a significant alteration to the artwork are subject to additional costs.

STEP 7 FABRICATION APPROVAL

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

hightail.com/u/vackersign