



# Exterior Signage Tool Kit

# Getting started

- In this kit, you will find tools to help you evaluate your current signage, and the steps required to fix or replace including:
  - Assessing your current signage
  - Receiving an estimate from a local or national vendor
  - Getting approval and building it into your FY Budget
  - Tips and suggestions when fixing or replacing your sign

# Four easy steps –

## Step 1

### Know your sign type

- Pylon / road sign
- Monument / outdoor sign
- Strip Mall Sign
- Wall / building sign

## Step 2

### Assess your sign

- Complete the Signage Assessment Checklist
- Send your completed Assessment to your DL & MRO for review
- Upon DL & MRO approval, you will move forward with any changes you may need

## Step 3

### Include in your Budget Plan





- Work with a sign vendor for a price quote and proposal
- Share proposal with your DL & MRO
- Upon approval, include cost in next **FY Budget**

## Step 4

### Get Your Sign Fixed

- Review the Do's and Don'ts
- **Review sign design with you Marketing Business Partner**
- Take Before and After photos

# Step 1: Know what type of signage you have

Sign Type	Description	Example
Pylon / road sign	Typically custom lightboxes, come in different shapes and sizes. Lettering is affixed to a large pole or is a self-standing 3-D fixture with several faces. Can also have a digital component for custom messaging	
Monument / outdoor sign	Freestanding structures at the entrance of a property or business, installed in the ground. Can have a stucco finish, painted or brick/stone look	
Strip Mall Sign	Similar to a monument sign in design but displays multiple names to identify types of businesses within the shopping center	
Building Sign/Channel Letter Sign	Exterior wall of a building, rising from ground level to the roofline eaves and extending across the full width of the structure. Constructed or affixed to a building in such a way that it serves as a canopy over the space below.	

# Step 2: Assess Your Sign

USE THE CHECKLIST BELOW TO ASSESS YOUR SIGN

**ALL hospitals are required to include at least two images of their sign(s):**

- ☐ Front facing and as close-up as you can get with fitting entire sign into the photo
- ☐ Side view and as close-up as you can get with fitting entire sign into the photo

**What type of sign(s) do you have? Check all that apply.**

- ☐ Pylon/ road sign
- ☐ Monument sign
- ☐ Building/Channel Letter Sign

Functionality	Y	N
Is Your Sign Broken		
Letters/Symbols are damaged or fallen off		
Sign does not light up properly		
Sign has a digital /custom messaging		

Content	Y	N
Does the design represent your hospital's personality		
Practice name is accurate		
Includes the words Veterinary/Animal/Pet Hospital or Clinic		

Visibility/Readability	Y	N
Visible from across the parking lot and street		
Are trees/foliage blocking the view		
Does it blend into the background		
Can someone easily read the practice name		



**DON'T FORGET TO TAKE PICTURES!**

# Step 3: Get a quote for your FY Budget

CHOOSE A LOCAL OR NATIONAL VENDOR

Contact a sign vendor with your signage needs

Vendor should complete a site visit to evaluate your sign and prepare proposal

**\*IMPORTANT\***

Vendor is responsible for knowing city & property management restrictions

Vendor to provide proposal, including assessment, price quote and mock-up

Include the vendor's proposed cost in your FY budget plan (due end of May)

DL & MRO to review proposal and provide approval or revisions

Upon approval, include in your Final Budget Plan for upcoming FY

## NVA National Vendor

Identiti Resources

Owner: Michael Sicher

847-805-6688 Direct

[MSicher@identiti.net](mailto:MSicher@identiti.net)

### GENERAL ESTIMATES

*(these can vary significantly based on city /property management regulations)*

- Pylon: \$17,000
- Monument Sign; \$15,000
- Channel Letter Set: \$3500 per letterset
- Additional Services Per Location: \$2500

# Step 4: Fix Your Sign

USE THE BELOW BEST PRACTICES FOR DESIGNING YOUR NEW SIGN

## DO

- ✓ Ensure your sign is visible and easy to read from across the parking lot and across the street
- ✓ Make sure typeface/ font is simple print and as large as possible
- ✓ Include full practice name if possible
- ✓ Include Veterinary, Animal/ Pet, Hospital/Clinic in name
- ✓ Ensure sign is lighted internally or externally or LED†

## DON'T

- ✓ Let trees and landscaping block the view
- ✓ Use cursive or hard to read font styles
- ✓ Use caduceus veterinary symbol or other animal icons with out including Veterinary/Pet/Animal Hospital

## REQUIRED

- ✓ **REVIEW DESIGN WITH MARKETING BUSINESS PARTNER**
- ✓ *Send a before and after photo to [Marketing@nva.com](mailto:Marketing@nva.com)*

† *If your signage has digital component it must be integrated into the network and should be accessible via a desktop application. Contact [HelpDesk@nva.com](mailto:HelpDesk@nva.com) for any issues*



# Examples of Good Signage

Easy to read font and visible from the road



Hospital icons and symbols do not block the name

Animal Hospital/Veterinary Hospital is prominent



Well lit and functioning LED's





# Examples of Not So Good Signage

Difficult to read font



Animal icons conflict with name



Sign is in the middle of foliage



Trees blocking



Neon Colors Blend





# Examples of Before and After

