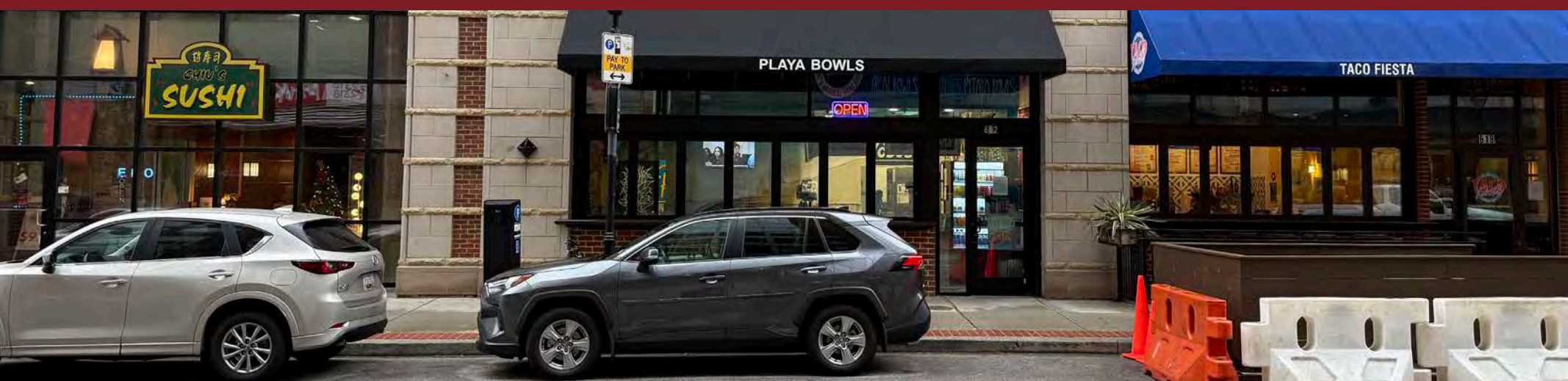




# STOREFRONT SIGNAGE AUDIT CHECKLIST

As a property manager, signage is rarely on the daily radar until visibility, wayfinding, or customer perception becomes an issue. This brief checklist is designed to help you quickly assess whether your property's signage is still performing its job or has quietly faded into the background due to familiarity and changing conditions. It can be completed in just a few minutes and may help identify opportunities to improve clarity, consistency, and first impressions without unnecessary replacements.



## VISIBILITY & LEGIBILITY

- Business name is clearly readable from the primary vehicle approach
- Business name is clearly readable from pedestrian approach
- Strong contrast between lettering and background
- Letter height and stroke width are appropriate for viewing distance

## VIEWING ANGLES & PLACEMENT

- Sign is legible from angled or off-axis approaches
- Perpendicular / secondary sign improves corridor or street visibility
- Mounting height aligns with natural sightlines

## CONDITION & APPEARANCE

- Sign is clean and well-maintained
- No fading, warping, or visible wear
- Materials and finishes still feel current

## BRANDING CONSISTENCY

- Sign matches current brand standards (*fonts, colors, spacing*)
- Exterior signage aligns with interior signage and wayfinding
- Branding is consistent across the property

## LIGHTING & ENVIRONMENT

- Sign is clearly visible at night
- Sign remains legible during winter / overcast conditions
- Nearby trees, shadows, or buildings do not block visibility

## STRATEGY & EFFECTIVENESS

- Sign communicates its message within 3–5 seconds
- Sign is not overloaded with information
- Supporting signage layers are in place (*window graphics, directories, interior cues*)



## SCORING GUIDE

Count the total number of boxes checked:

### 17-20:

Your signage is structurally sound and strategically strong. A professional review may identify minor optimizations to improve visibility and longevity.

### 12-16:

Your signage is functional, but opportunities exist to improve performance. A consultative signage review can help prioritize updates with minimal disruption or cost.

### 7-11:

Sign blindness is likely affecting your property. Strategic updates to contrast, placement, or layering could significantly improve effectiveness.

### 6 OR FEWER:

Your signage may be actively working against visibility and first impressions. A professional signage audit is strongly recommended.

## NEXT STEPS



### AUDIT

A signage audit doesn't mean replacement. It means clarity.



### REVIEW

A brief, consultative review can identify what's working, what's being overlooked, and where targeted updates can deliver the biggest impact, without unnecessary spend.



### SCHEDULE

If your score raised questions, we're happy to help review your property.