CREATE
DESIGN UNIT

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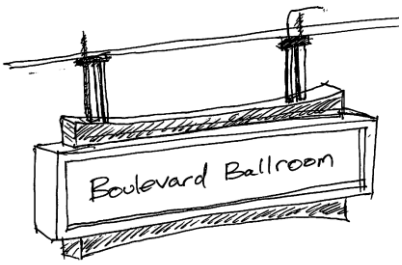
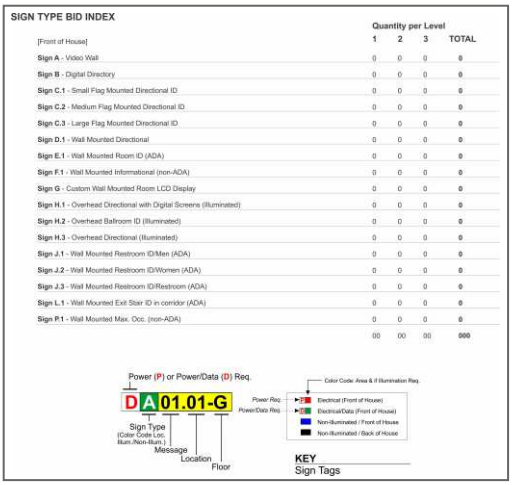
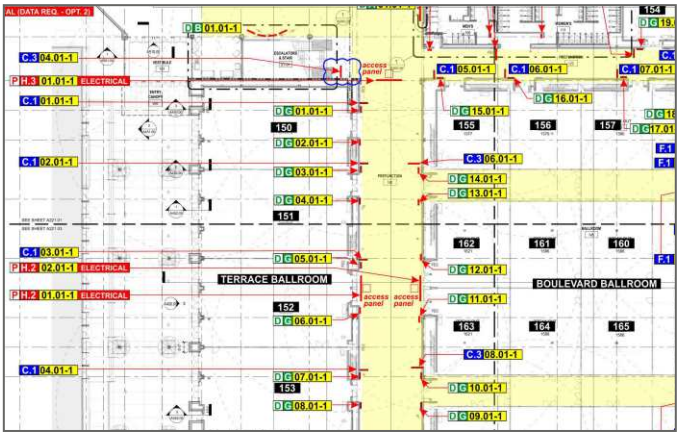
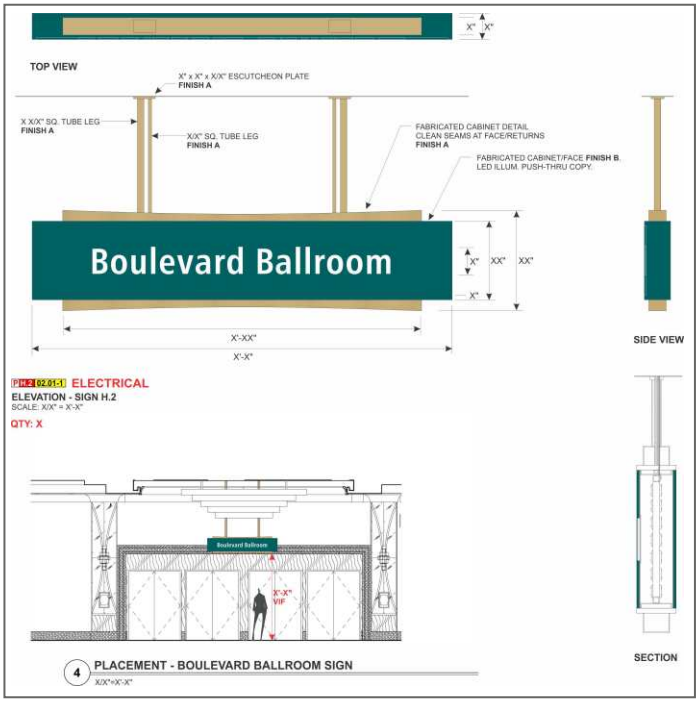
SIGNAGE & WAYFINDING DESIGN PROCESS



- Listen, gather information, understand project goals, objectives
- Review architectural renderings and interior design materials
- Site visit & photos
- Design research
- Concept design - explore shapes, colors, typeface
- Review architectural drawings, details
- Identify key sign types, locations
- Code research
- Schematic design - understand space, sizes, proportions
- Coordinate early need items such as power, data and backing
- Develop preliminary sign plan for review
- Create initial programming, verbiage for client input
- Design development - team comments, details, specs, budget review
- Bid Drawings - final design intent, guide for fabricator's shop drawings







BUILDABLE CREATIVITY WITHIN BUDGET.

SIGNAGE DESIGN WAYFINDING **CONSULTING** PROJECT MANAGEMENT

c: 702.849.9889 | e: tsf@createdesignunit.com