

BEFORE YOU FINALISE SIGNAGE



SITE OBSERVATION CHECKLIST

A practical guide to evaluate your site before planning signage, branding & **execution**.



VISIBILITY CHECK



LOCATION CHECK



BRANDING CHECK



TECHNICAL CHECK



SAFETY & COMPLIANCE CHECK



EXECUTION CHECK



PLAN BETTER

Evaluate every aspect before you decide.



EXECUTE SMARTER

Avoid site issues and ensure smooth execution.



BUILD STRONGER

Enhance brand visibility and customer impact.



ASSURE QUALITY

Ensure safety, compliance and long-term durability.

THINK. CHECK. PLAN.
THEN EXECUTE WITH CONFIDENCE.



For signage audit, branding consultation or end-to-end **execution**, connect with us.



Before You Finalise Signage:

Site Observation Checklist

Use this checklist to evaluate your site before finalising signage for strong visibility, clear communication and long-term performance.

Each checked item = 1 point.

A. VISIBILITY CHECK

Is the signage visible from the main road?	
Is it visible during daytime?	
Is it visible at night?	
Is there any tree, pole, hoarding or building blocking visibility?	
Is the letter size readable from required distance?	
Is the signage visible for moving traffic?	
Is the brand name clear in 3 seconds?	
Is the viewing angle appropriate?	
Is the signage placed at the right height?	
Is the signage visible from key approach points?	

B. LOCATION CHECK

Main entrance branding	
Reception area branding	
Parking signage	
Direction signage	
Floor directory	
Safety signage	
Emergency signage	
Department signage	
Exit signage	
Washroom signage	

C. TECHNICAL CHECK

Electrical point available?	
Wiring can be concealed?	
Mounting surface is strong?	
Wall / facade material suitable?	

Rainwater exposure checked?	
Sunlight exposure checked?	
Wind pressure area checked?	
Maintenance access possible?	
Earthing required?	
Timer / automation required?	

D. BRAND CHECK

Logo file available in high resolution?	
Correct brand colours available?	
Font style fixed?	
Brand tone premium / basic / corporate?	
Tagline / messaging clear?	
Same design language across indoor and outdoor?	
Is signage matching architecture?	
Is brand positioning reflected in signage?	
Are brand guidelines followed?	
Is the signage future scalable?	

E. CONTENT CHECK

Spelling is checked?	
Information is clear and concise?	
Icons / symbols are easy to understand?	
Language is appropriate for audience?	
Contact details / important information included?	

F. COMPLIANCE & SAFETY CHECK

Is signage compliant with local rules?	
Fire safety signage included?	
Hazard signs placed correctly?	
Accessibility friendly?	
Emergency exit signage visible?	

FINAL SCORE

Total Items: 50

YOUR SCORE

Score Range	Meaning	What it Means
0-10	Weak visibility	Requires major improvement.
11-20	Basic branding present	Some signage in place, but not effective.
21-30	Good signage planning	Good start, scope for improvement.
31-40	Strong brand presence	Well planned signage with strong impact.
41-50	Professional brand presence	Excellent brand-building signage.

Send your score to ThinkTree for practical signage suggestions.

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