

Streamlining Franchise Signage

Avoid the most common and costly mistakes
when building a national sign program



Chase Dalton
Founder/CEO
Silicon Signs



Dana Edwards Manatos
Founder & CEO
MilkShake Factory

dogtopia
RECOVER. REPAIR. REBUILD.

SWTHZ
CONTRAST THERAPY STUDIO

MilkShake
EST. FACTORY 1914

VET IQ
Smarter Pet Health

HANDLES
HOMEMADE ICE CREAM SINCE 1945

crumbl
cookies

FayMore
FRANCHISE OPPORTUNITY

WING ZONE
HOT CHICKEN & WINGS

Capriotti's
BARBECUE SALAD

Dirty
Dough

TOC

National Sign Program Options

Considerations for Signage Partners

Best Practices

Designing Signage Standards

FDD Budgeting and Rebates



Here's what we've seen:

- 01 Franchisee hires and vets local vendor with franchisor oversight
- 02 Required National Sign Vendor
- 03 Preferred Vendors



Considerations for Signage Partners

- 01 Frictionless Ordering Experience?
- 02 Exclusivity?
- 03 Promises vs. Execution
- 04 Speed

Best Practices

1. Sign Guide
2. Negotiate Signage Before Lease
3. Build your sign BEFORE permit
4. Interior signs in architect plans
5. Internal Approvals




Sign Design Guide/Standards

- 01 Tricky Landlord Requirements
- 02 Municipal Codes
- 03 Colors, Taglines, Raceways, Lighting
- 04 Fabrication Methods, Restrictive sizing, Urban areas



FDD Sign Budgeting and Rebates

1. Number of signs
 2. Size of signs
 3. Interior vs. Exterior
 4. Local install markets
 5. Permitting fees in different markets
 6. Rebates
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SCAN ME

