YOUR  
LOGO

**COMPANY NAME**

IN-STORE SIGNAGE REDESIGN PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your in-store signage redesign project. We specialize in creating visually impactful and strategically placed signage that enhances customer experience and boosts in-store engagement.  
  
This proposal outlines our approach to redesigning in-store signage for [Client Name].

# Project Objectives

The primary goals are:  
  
- Improve in-store navigation and customer flow  
- Enhance brand visibility and messaging consistency  
- Increase product visibility and promotional effectiveness  
- Create an aesthetically pleasing and functional store environment

# Proposed Services

Our signage redesign services include:  
  
- Site evaluation and signage audit  
- Design concept development aligned with brand identity  
- Prototyping and material selection  
- Production and installation planning  
- Measurement of signage effectiveness post-implementation

# Scope of Work

Scope includes:  
  
- Initial consultation to understand brand goals and store layout  
- Comprehensive audit of existing signage  
- Design of new signage concepts for key store areas  
- Coordination with production vendors for manufacturing  
- Installation oversight and final quality checks

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Audit & Concept Development | Conduct signage audit and develop design concepts | [Start Date] |
| Design Finalization & Prototyping | Refine designs and select materials | [Date] |
| Production & Installation Planning | Coordinate production and schedule installations | [Date] |
| Implementation & Review | Oversee installation and measure effectiveness | [Completion Date] |

# Pricing

Estimated cost breakdown for in-store signage redesign services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Signage Audit & Assessment | Evaluate current signage effectiveness | [Amount] |
| Design & Prototyping | Develop new signage concepts and prototypes | [Amount] |
| Production Coordination | Manage vendor relations and production logistics | [Amount] |
| Installation Oversight & Review | Supervise installation and conduct quality checks | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a creative design agency specializing in retail branding and environmental graphics.  
  
- Experience: [X] years in retail signage design and implementation  
- Expertise: Visual merchandising, wayfinding systems, promotional signage  
- Mission: To transform retail spaces into engaging and brand-consistent environments through strategic signage solutions

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: In-store signage redesign for a national apparel retailer  
- Outcome: Improved customer navigation and increased promotional engagement by 20%  
  
Testimonial:  
“[Your Company Name] delivered innovative signage designs that significantly enhanced our in-store customer experience.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Service Scope: Includes audit, design, coordination, and oversight.  
Client Responsibilities: Provide access to store premises, brand guidelines, and approvals.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

To approve this in-store signage redesign proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_