

**Sign Research Foundation
2019-2020 Research Grant**

Project Title: Best Practices for Convenience Store Signage

Problem Statement

End users are typically either ignorant about their signage needs, or put them off until late in the construction process, or both. The sign industry has an opportunity to educate specific sectors as to what kinds of signs work best depending on type of business, location, regulations, available technologies, best practices, etc. This resource will make end users more receptive to the value of signs and to the sign industry.

Research Product

Provide a summary of best practices in signage for sector specific applications (C-stores, local and chain retail, hotels, banking institutions, service oriented businesses). Study should include full discussion of methods and both qualitative and economic results. Will likely require corporate approvals for publishing. This report should include a literature review including previous SRF research such as ROI of Retail Signage, Retail Wayfinding Best Practices, Illuminated Sign Conspicuity, and Economic Value of Signage. The report would include case studies of excellent signage practices within the convenience store sector as well as evaluating how sign regulations affect these businesses. The final report should be 10-15 pages in length.

Target Audience

End Users (convenience store owners) which will trickle down to designers, sign manufacturers, planners

Budget

\$5,000

PROPOSALS MUST INCLUDE THE FOLLOWING:

Lead Researcher:

Job Title:

University/Organization/Affiliation:

Address:

Email:

Phone:

Date:

Additional Researchers:

Scope of Research (describe your methodology, process, literature review):

Project Timeline with Deliverables

Task/Deliverable	Months													
	1 Jan	2 Feb	3 Mar	4 Apr	5 May	6 Jun	7 Jul	8 Aug	9 Sep	10 Oct	11 Nov	12 Dec	13 Jan	14 Feb
Task 1														

Task 2														
Task 3														
Task 4														
Task 5														
Task 6 Submission of draft report														
Task 7 Submission of final draft with the incorporation of edits from advisory council. This includes preparation of all presentation/webinar materials.														

Project Milestones and Payment

The following schedule identifies target dates for completions of task. If changes to the schedule are necessary, the lead researcher will contact SRF to discuss their impact.

Milestone	Due Date	Payment
Task 1 –		
Task 2 –		
Task 3 -		
Task 4 -		
Task 5 -		
Task 6 –		
Task 7 –		
Travel & Presentation at conference TBD		
TOTAL		