



The first question we're typically asked when addressing a new client's signage needs is, "how much will it cost?"

"GNU's Sign Profile Analysis™ process for defining budgets was invaluable in allowing me to understand how to allocate my signage and graphics investment for our new campus headquarters."

David Tricaso

Vice President,

Workplace Resources

Cadence Design Systems

While that's like being asked how much a car or a house will cost, our Sign Profile Analysis™ (SPA™) process lets us accurately come up with the answer.

Like a house or a car, the cost depends on the details. When we're done with the SPA™, clients have everything they need to make informed decisions about what things will cost and how to allocate their signage budgets. That means they can influence the final expense by deciding which areas require high-profile, image-oriented signs, where they can use more utilitarian solutions and other criteria that will impact costs. Before we begin design, they'll have the exact number they'll spend on the signage program.

The SPA™ allows our clients to insightfully influence solutions in ways that will result in exactly what they want, need and have to spend.

[But cost isn't the only thing to be learned from an SPA™. Click here to read our BLOGPOST about the benefits of a Sign Profile Analysis™.](#)

