# Design Brief

Project: Neon Sign Revival – Neon Assessment Leave-Behind Card

Format: Double-sided printed card (leave-behind / inspection style)

1. Objective (What this card is for)

This card is a leave-behind inspection-style card used by Neon Sign Revival when visiting bars, taverns, restaurants, lodges, and businesses that display neon signs.

The goal is to:

• Grab attention immediately

• Spark curiosity and conversation

• Encourage owners to think about broken, stored, or forgotten neon

• Position Neon Sign Revival as authentic neon specialists, not LED sellers

• Drive follow-up via QR code, drop-off, or pickup coordination

Tone should be:

• Confident but friendly

• Educational, not salesy

• Authentic, vintage-inspired

• “We care about saving real neon”

2. Card Size & Orientation

Preferred size: 8.5” x 5.5” (half-sheet)

Orientation: Landscape

Finish: Matte or uncoated preferred (must allow handwriting)

Design should leave intentional space for handwritten check marks or notes.

3. FRONT OF CARD – Attention & Engagement

Purpose: This side is about what we observed onsite and why the business is receiving the card.

Primary Visual Concept:

• An official neon assessment

• A “grade card” or “inspection result”

• Something intriguing enough that they read it before setting it down

Headline Ideas (Designer may refine):

• NEON ASSESSMENT COMPLETE

• YOUR NEON HAS BEEN GRADED

• NEON CONDITION REPORT

Grade System (Core Element):

A – Excellent

C – Needs Attention

F – Not Working

Grade Descriptions:

A – Excellent

We appreciate the true, authentic neon signs on display. All observed signs are in great working order.

C – Needs Attention

We noticed one or more signs that are damaged, flickering, or only partially working.

F – Not Working

We observed one or more neon signs that are completely not working or powered off.

Supporting Message:

Often times, businesses have broken or non-working neon signs tucked away in a basement or back room.

This is where we come into play.

Call to Action:

• Reach out to have stored or broken signs evaluated

• We can inspect and explain what it would take to get them working again

• Some signs may be more sentimental — those can be prioritized

• Other signs can be turned in for cash or credit

• Broken signs can help save other signs by donating parts

Help save authentic neon signs from the dumpster.

Logistics:

• Secure 24/7 drop-off available in Greenleaf, WI

• Option to get on a pickup list when we’re in the area

QR Code:

“Scan to learn more or start a neon assessment”

4. BACK OF CARD – Who We Are & What We Do

What We Do:

• Authentic neon sign repair and revival

• Vintage, distributor, and original neon signs

• Assessment, repair, parts sourcing, and restoration

• Purchase broken signs for parts or restoration

Our Story:

Neon Sign Revival started from a passion for saving authentic neon and preserving craftsmanship, history, and character.

Focused on keeping real neon alive and out of landfills.

Location & Trust:

• Based in Greenleaf, Wisconsin

• Serving Wisconsin and surrounding regions

• Secure 24/7 drop-off

• Coordinated pickups available

Branding Notes:

• Logo supplied separately

• Contact details supplied separately

• Leave clean space for logo placement

5. Design Style Guidance

• Vintage / industrial / authentic neon vibe

• Subtle textures or light neon glow accents (not flashy)

• Clean, approachable typography

• Avoid modern, tech-heavy, or LED-style visuals

This should feel intentional and worth keeping.

6. Deliverables

• Print-ready front and back layout

• Space allocated for QR code and logo

• High-resolution files suitable for commercial printing