

Window Graphic Type Comparison Worksheet

Compare decals, lettering, perforated graphics, privacy vinyl, clings, and full storefront packages.

Use this worksheet to compare common window graphic options by use case and project scope. Select the option based on message, visibility, privacy, duration, and storefront conditions.

Window Graphic Type Comparison

Window Graphic Type	Best Fit	What Affects Scope	Buyer Questions
Cut vinyl lettering	Store hours, door text, contact details, suite information, simple logos	Letter size, quantity, color count, weeding complexity, installation location	Is the message simple text, a logo, or both? Does it need to be visible from inside, outside, or both?
Printed window decals	Logos, promotions, seasonal messages, brand graphics, storefront visuals	Graphic size, print area, color, contour cut, material choice, design complexity	Is this a temporary promotion or a longer-term brand graphic? Is custom artwork needed?
Perforated window graphics	Retail advertising, privacy plus exterior visibility, large storefront campaigns	Window size, coverage area, print quality, application side, visibility goals	How much interior visibility and natural light should remain?
Frosted or privacy vinyl	Offices, clinics, salons, meeting rooms, privacy zones, professional storefronts	Coverage area, pattern, glass size, cut complexity, design layout, access	Is the goal privacy, decoration, branding, or a mix of all three?
Window clings	Temporary promotions, events, short-term campaigns, removable messaging	Size, removability, reusability, surface condition, campaign duration	How often will the message change? Does it need to be reusable?
Full storefront package	Retail, restaurants, franchises, campaigns, privacy plus branding	Multiple windows, design coordination, removal needs, installation, consistency	Does the project need one decal or a complete storefront window system?

Quote Comparison Prompt: Does the quote cover only the printed decal, or does it cover the full window graphics project, including design coordination, removal, surface preparation, installation, landlord criteria, and multi-window alignment?

Public Note: This worksheet is for planning only. It does not provide fixed pricing, material performance guarantees, installation instructions, permit filing steps, or approval guarantees. Final scope depends on site review and approved specifications.