

Signs 101

Max Fulton

Gordon Sign Company

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Acorn Sign Graphics



Contents

Signs and Materials

Difficult Signs

Great Signs

Test

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A-frame



- Easily noticed by pedestrians
- Inexpensive
- Moveable



- Cannot be seen from a long distance
- Not always tall enough
- Difficult to light

Banners



- Quickly made (one day)
- Inexpensive
- Flexible
- Reusable



- Temporary
- Difficult to hang on some surfaces
- Wind can create issues



Yard Signs



- Inexpensive
- Moveable

- Cannot be seen from a long distance
- Small
- Difficult to light
- Can blow over

Projecting, Blade or Flag Sign



- Many more material options
- Time intensive
- Allows for more creative designs



- Size constrained
- Can look very similar to signs in close proximity

Directional & Wayfinding



- Helps direct people
- Many material options
- Open creativity



- Expensive
- Not always enough room to make text large enough
- Long lead times
- Confusing

Pole



- Many material options
- Easily noticed from a distance
- Longevity
- Open creativity



- Expensive
- Long lead times
- Traffic/lane closures
- Setbacks
- Needs large footing

Monument



- Easily read from a distance
- Massive
- Statement



- Need a large area
- Multiple contractors
- Expensive
- Long lead times

Cabinets



- Easily manufactured
- Face can be changed



- Looks cheap

Pan Channel Letters



- Easily illuminated
- Easily manufactured



- Difficult to install
- Night vs. day contrast
- May need raceway

Wall Sign & FCO



- Easily noticed by pedestrians and vehicles
- Easy to manufacture



- Not always tall enough depending on placement
- Many holes in structure for installation if not on race-way or panel

Electronic Message Center



- Flexible
- Ability to show video
- Can communicate multiple things



- May need resolution upgrades
- Expensive
- Long lead times

Formed Face – Thermoformed Polycarbonate



- Flexible shapes
- Ability to show multiple colors
- Ability to show multiple dimensions and planes



- Fading
- Cracking

Contents

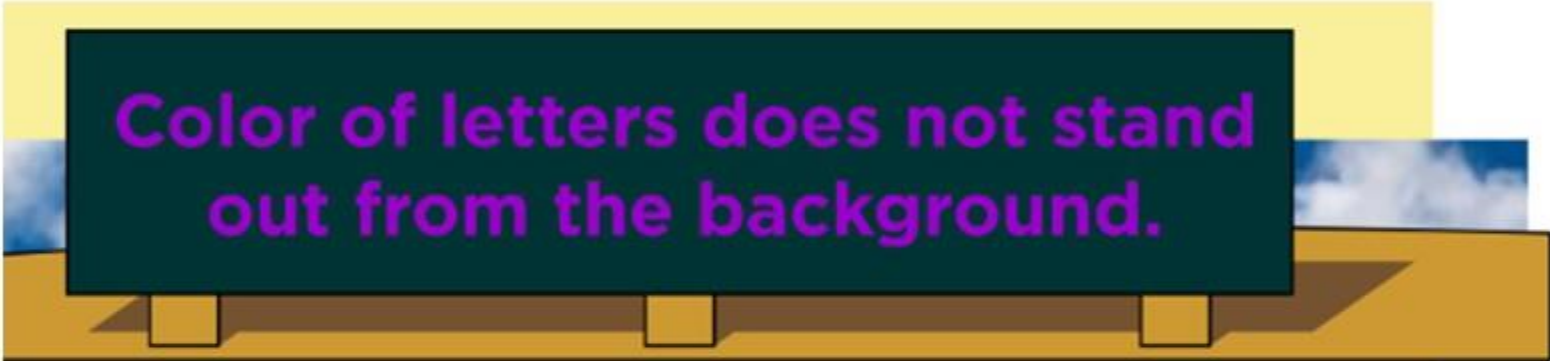
Signs and Materials

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Difficult Signs



Color of letters does not stand out from the background.



Digital signs change the message too fast.

Difficult Signs



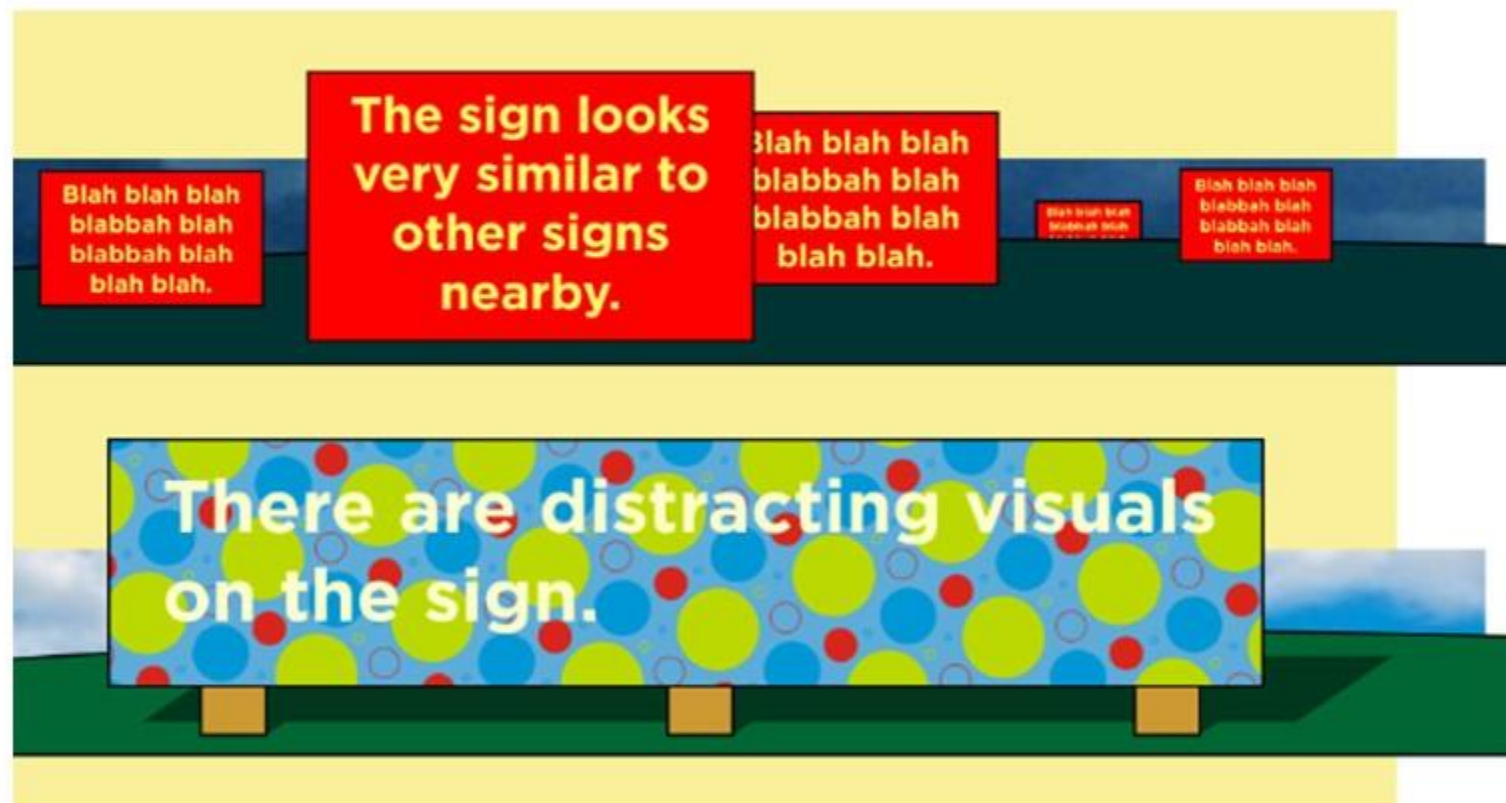
Difficult Signs



Difficult Signs



Difficult Signs



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Great Signs



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Name _____

Date _____

BrandSpark / Better Homes & Gardens...

What Makes Signs Difficult to Read?

Placement of the sign makes it hard to see

There are distracting visuals on the sign.

Digital signs change the message too fast.

The sign looks very similar to other signs nearby.

The letters are spaced too closely together.

Letters are too small.

Not sufficiently lit at night.

Color of letters does not stand out from the background.

The letters use a fancy font.

* Percentages represent the proportion of consumers citing each item in response to the prompt "When a sign is difficult to read, it is usually because..."

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Overview

- How The Public Thinks About Signs
- Illumination Options
- How To Make Great Signs
- Managing A Sign Project

How The Public Thinks About Signs

Insights from the BrandSpark/ *Better Homes & Gardens* American Shopper Study ⁽²⁰¹¹⁻¹³⁾

- Annual survey of 100,000+ conducted in conjunction with the *Better Homes and Gardens* Best New Products Awards program
- Since 2011, University of Cincinnati marketing professor James Kellaris has asked respondents several questions related to signage

BrandSpark /*Better Homes & Gardens* Longitudinal Findings

“One of the first things I notice about a new or unfamiliar business is the signage outside its building.”

2012: **75.2%** agree 20.4% neutral 4.5% disagree

2013: **76.0%** agree 19.1% neutral 4.9% disagree

BrandSpark /*Better Homes & Gardens* Longitudinal Findings

“In the future, there will be no need for signs if everyone has a smart phone.” (2013)

- 6.1% agree
- 15.2% neutral
- **78.6%** disagree

BrandSpark / *Better Homes & Gardens* Summary

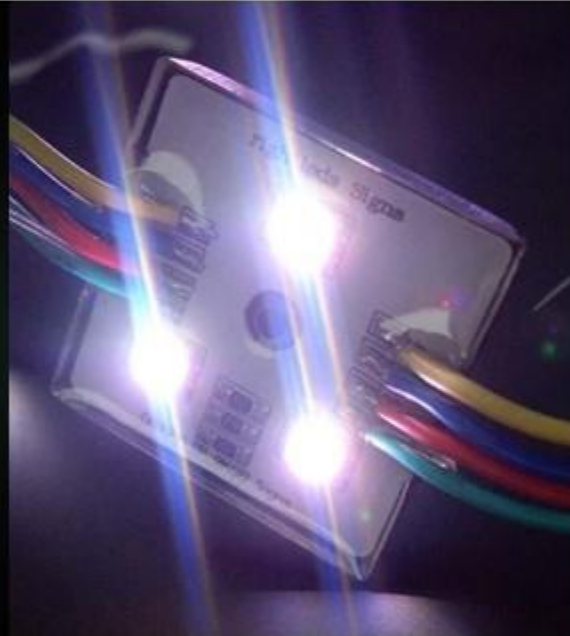
- Most consumers **prefer variety over uniformity** of signage.
- Smaller signs are not perceived as *per se* more attractive than larger signs.
- Consumers demand **legibility**.
- A large majority of consumers believes vintage signs are worth preserving.

Illumination Options

Illumination Options



Neon



LED



Incandescent



HID



Fluorescent

Illumination Options



Internal Illumination –the light source emitting from the sign

- Fluorescent
- LED
- Metal halide
- Neon

Illumination Options

Light Emitting Diode (LED)

- Energy turns into Light
- Uses lower energy consumption, longer lifetime, smaller size
- Used extensively for outdoor signs

Illumination Options



- Fluorescent
- In a sealed glass tube, under low pressure, electricity excites mercury vapor and phosphor for illumination.
- Requires proper environmental disposal due to mercury. *Even CFLs!*
- Efficient use of electricity compared to incandescent lighting.

Illumination Options



Neon

- Proven to be sturdy and weather resistant
- Comparatively long operational lifetimes
- Traditional
- Sign industry properly disposes and recycles neon lamps

Illumination Options

- “Edge-Lit” Signs are Acrylic With Opaque Vinyl or Metal Laminate



- “Halo-Lit” Signs Have Opaque Faces/Sides, with Light Source Pointing Through Open Back Onto Wall



How To Make Great Signs

How to Make Great Signs?

- Employing Skilled Designer/Engineer
- Specifying Quality Materials
- Precision Fabrication
- Responsive Project Management – including permitting and installation
- **Customer Willing to Pay For It**

Limitations on Great Signs

Sign Companies are limited by:

- What the customer wants
 - Budget
 - Timeline
- What best suits the location
 - Existing infrastructure
 - Lease restrictions
- National Branding Requirements
- Sign Codes/Polices



Case Study

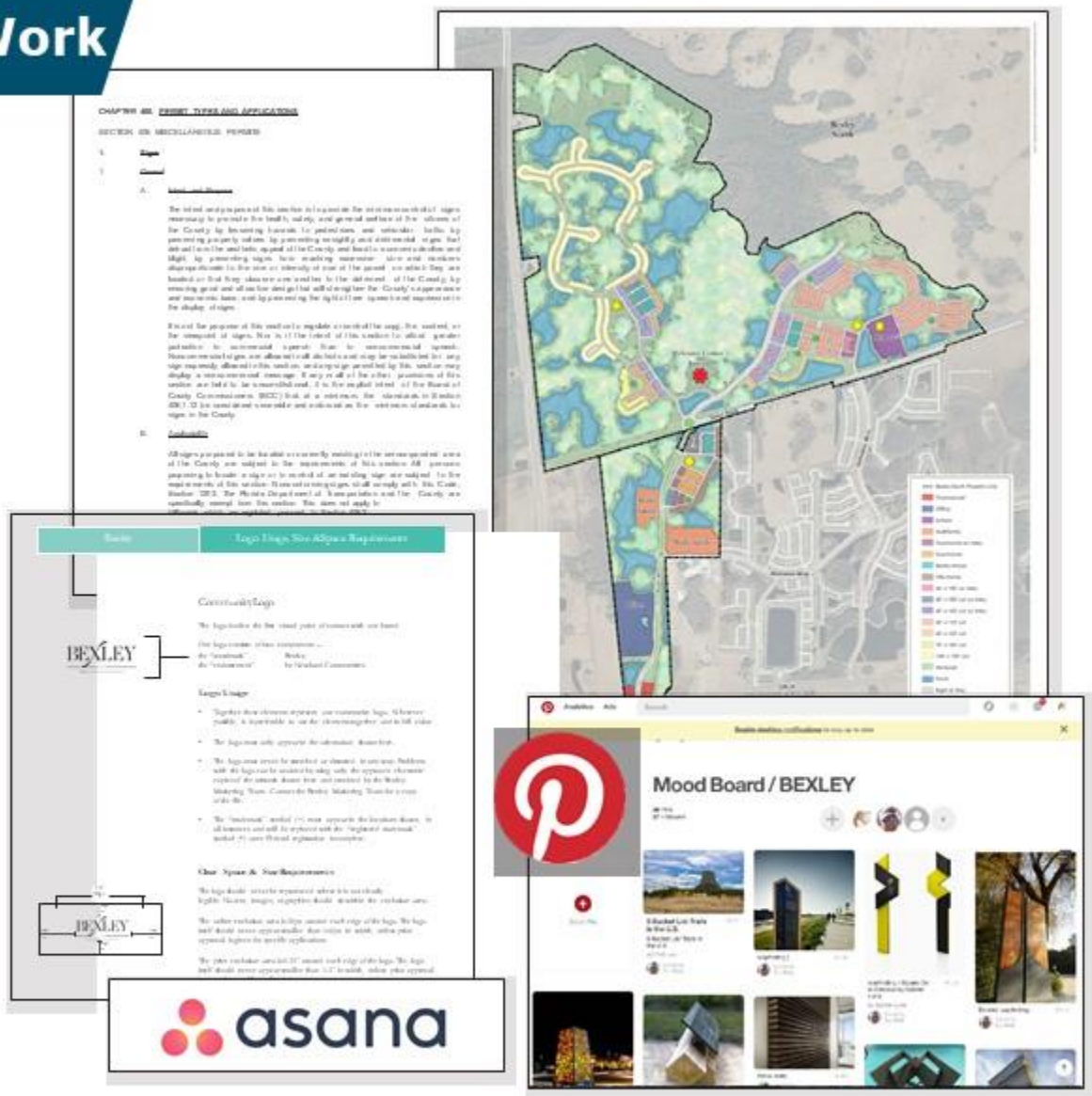


Activating the Community Brand in the Built Environment

Suncoast Pkwy (Toll road)

1. Pre Kick-Off Meeting Prep Work

- Review code
- Analyze site maps
- Research location
- Review Brand Guidelines
- Analyze Start-Up research
- Create Mood Board
- Create Asana project
- Define Team



2. Kick-Off Site Visit

- Kick-Off Meeting**
- Site tour with key team members**
- Tour of comparable developments**
- Meeting with local Code Officials**
- Meeting with additional consultants (Branding agency, Landscape Architect, Town Architect, Civil Engineer)**

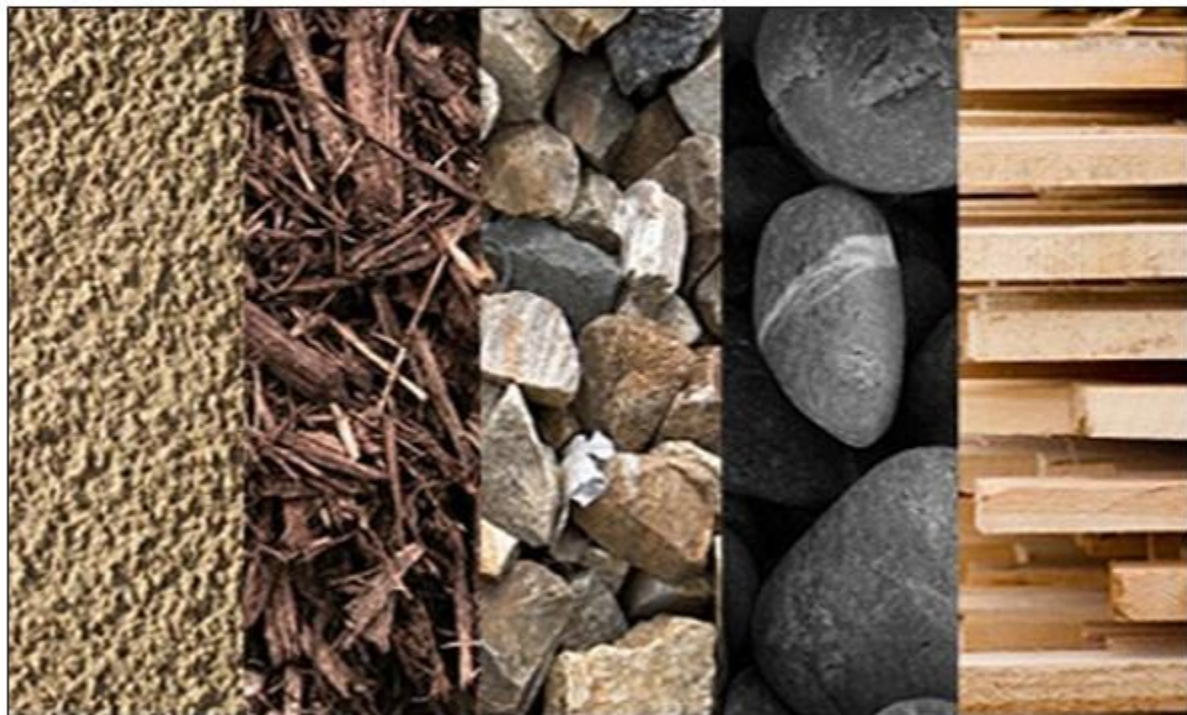


3. Planning Phase

- Sign Location Plan Developed
- Sign Types Defined
- Sign Code Reviewed
- Sign Code Spreadsheet Created
- Pinterest Board Populated
- Asana Logins Distributed
- Local Code Official Prelim Review
- Gateway Location Determined



- **Start-up positioning reviewed**
- **Site features analyzed**
- **Local materials discussed**
- **Rough ideas explored**
- **Logo mark reviewed**



4. Design Phase Gateway Entry Round 1



BEXLEY COMMERCIAL GATEWAY / CONCEPT 1, ROUND 1



BEXLEY COMMERCIAL GATEWAY / CONCEPT 2, ROUND 1

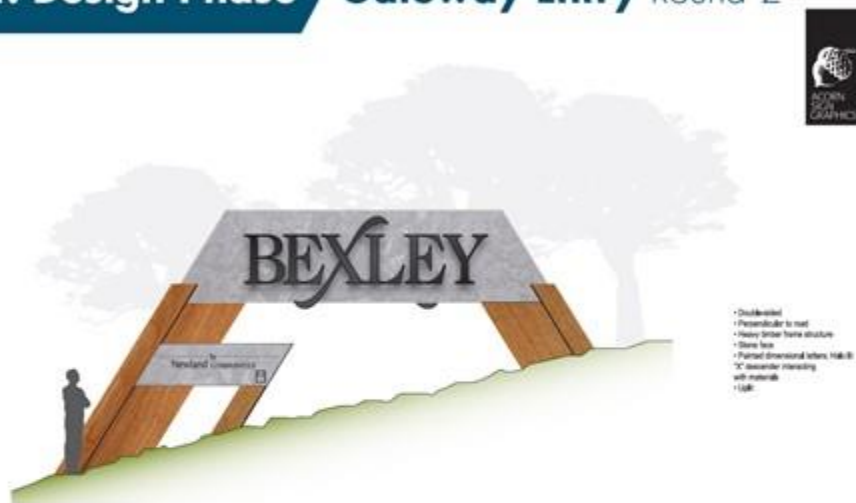


BEXLEY COMMERCIAL GATEWAY / CONCEPT 3, ROUND 1



BEXLEY COMMERCIAL GATEWAY / CONCEPT 4, ROUND 1

4. Design Phase Gateway Entry Round 2



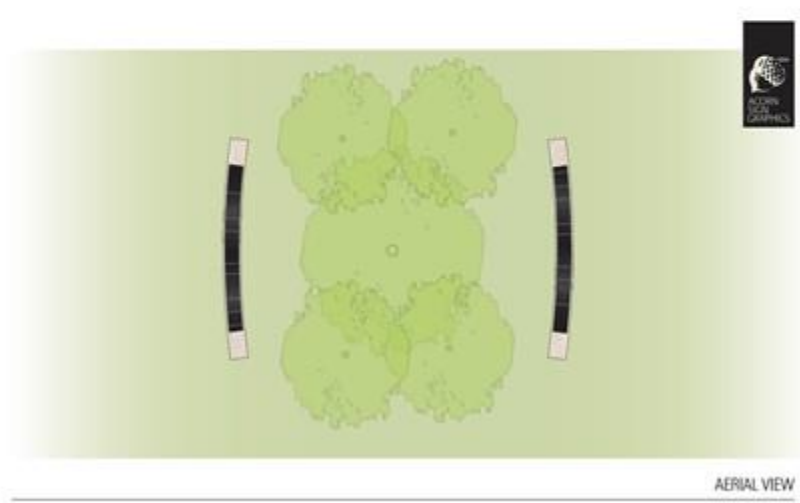
BEXLEY COMMERCIAL GATEWAY / CONCEPT 1, ROUND 2



BEXLEY COMMERCIAL GATEWAY / CONCEPT 2, ROUND 2



BEXLEY COMMERCIAL GATEWAY / CONCEPT 3, ROUND 2



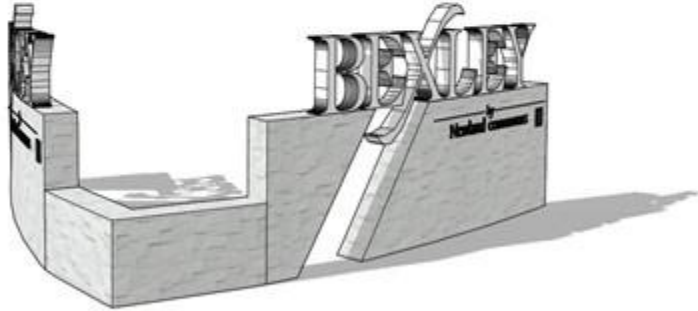
BEXLEY COMMERCIAL GATEWAY / CONCEPT 3, ROUND 2

4. Design Phase

- Concept Selected
- Preliminary review with local code official



A Modeling - Perspective View - Site ID - Left Side
NTS



B Modeling - Perspective View - Site ID - Right Side
NTS

4. Design Phase

Gateway Entry Material Selection

- **Concept reviewed with multiple material options**
- **Material research conducted on price and availability**
- **Samples ordered**
- **Physical samples reviewed**
- **Materials Selected**

GATEWAY MATERIAL FACT SHEET

MATERIAL	2012	PIEDRA	GRANITE	2012 v. 2012
PROCESSED (natural colour - granite)	Stone cladding 8' x 12' slabs	32" x 16" x 11"	8' x 16"	PRICE: \$1000 per sq. yard
				FINISH: Natural No sealant No stain No wax No polish No oil No wax No oil
MATERIAL	2012	PIEDRA	GRANITE	2012 v. 2012
ACQUA (blue granite)	8' x 12' slabs 10' x 16'	32" x 16" x 11"	8' x 16"	PRICE: \$1000 per sq. yard
				FINISH: Natural No sealant No stain No wax No polish No oil No wax No oil
MATERIAL	2012	PIEDRA	GRANITE	2012 v. 2012
SPARKLE (concrete - granite)	Many Stone var. up to 40 different sizes or lengths, widths or thicknesses, available in natural & mixed finishes.	32" x 16" x 11" or 12" x 16" x 11"	16" x 16"	PRICE: \$1000 per sq. yard
				FINISH: Natural No sealant No stain No wax No polish No oil No wax No oil



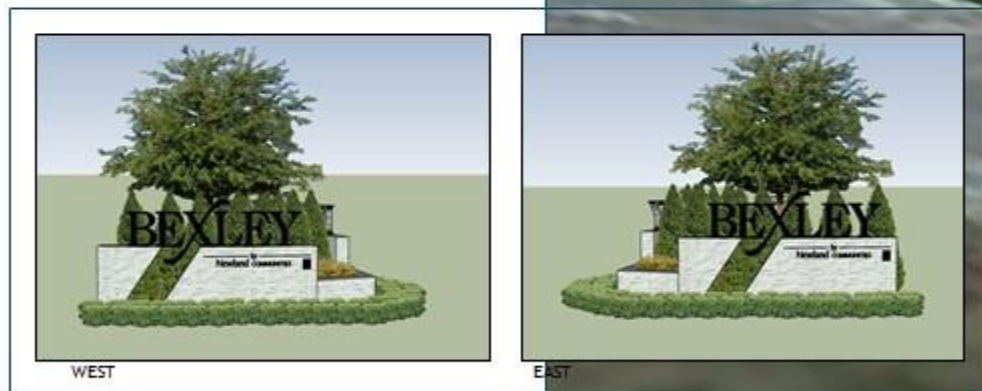
MATERIAL STUDY: PRODEMA ICE GREY
BEXLEY COMMERCIAL GATEWAY



MATERIAL STUDY: PRODEMA RUSTIK
BEXLEY COMMERCIAL GATEWAY

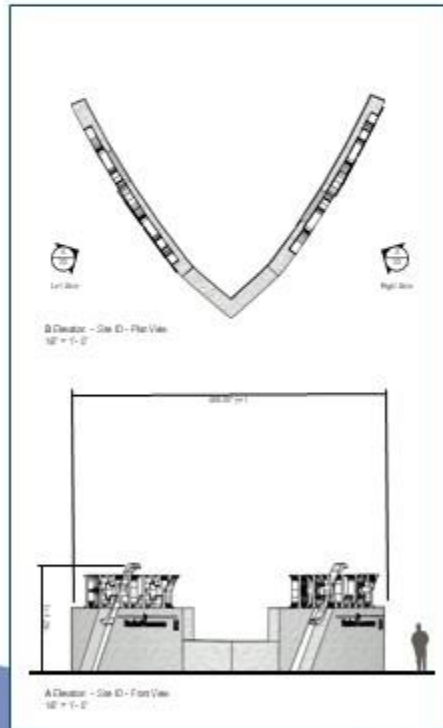
4. Design Phase Gateway Entry Additional Studies

- Sign Model in Google Earth
- Landscape architecture review
- Drawings sent to Engineering



4. Design Phase

- Engineering review integrated
- Dimensions defined
- Preliminary pricing completed

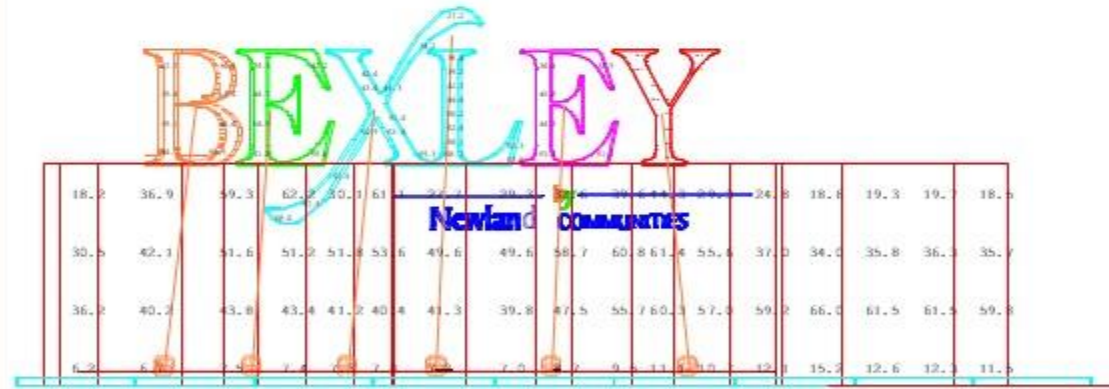


4. Design Phase Lighting

- Lighting plan developed
- Lights specified
- Lighting plan integrated into sign drawings



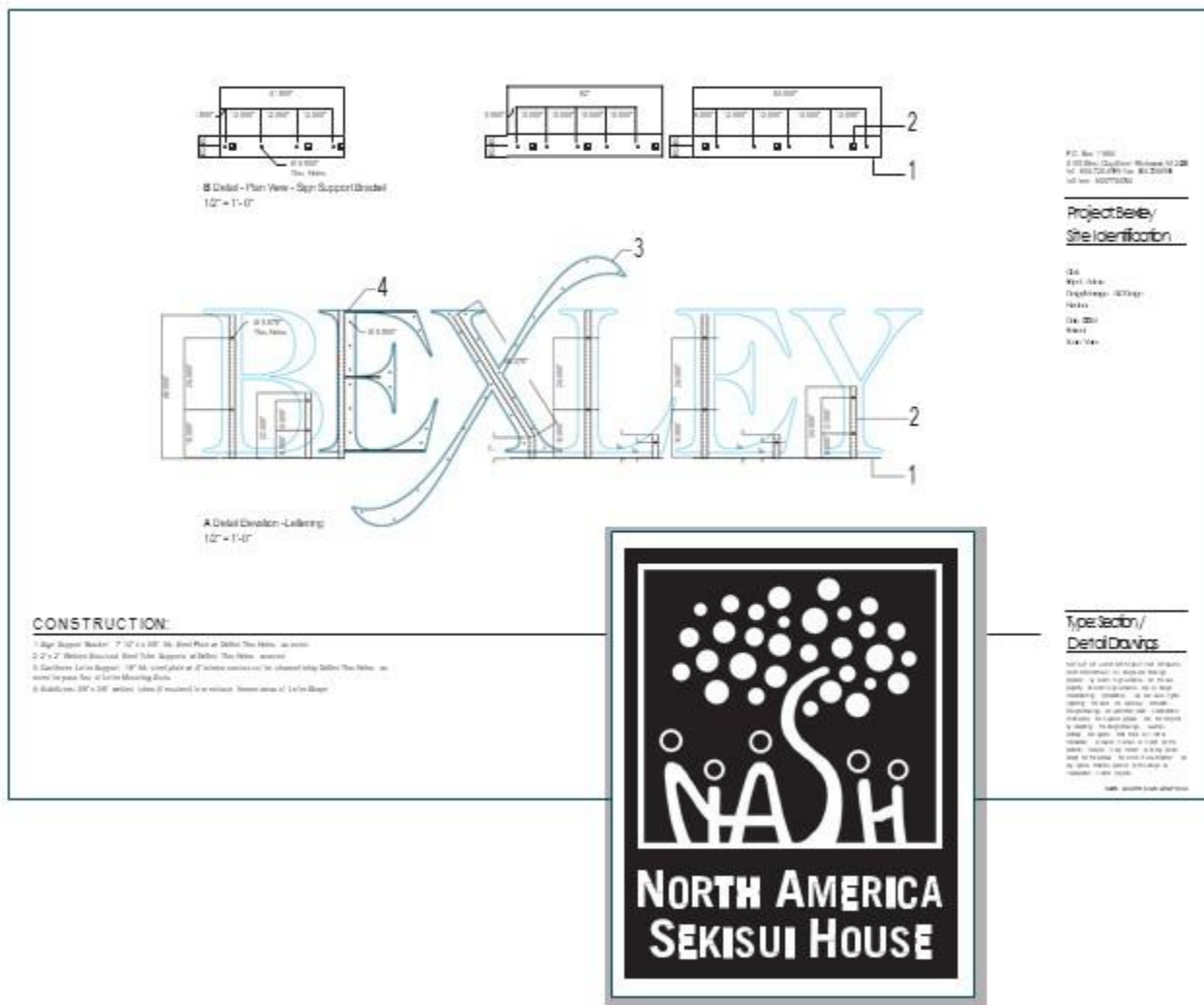
BEXLEY SIGN REVISED LUMEN FACADE LUMEN BEAM AND TEXTURE ELEVATION VIEW 03022016



4. Design Phase Lighting Gateway Entry Drawings completed

Gateway Entry Drawings completed

- Sign spec drawings completed
- NASH plaque size confirmed
- Engineering stamped drawings
- Final pricing competed



4. Design Phase Gateway Entry Full Scale Mock-Up

- Scale and color reviewed on site



4. Design Phase Gateway Entry Permitting

•Permitting package submitted for approval

BEXLEY: SUNCOAST COMMERCIAL ENTRY SIGN PERMIT PLANS LUTZ, FL

PROJECT SITE VICINITY MAP



INDEX OF DRAWINGS

PNB	DRAWING	DATE	ENTRY SIGN
02/01	02/01	02/10/2016	
02/02	LANDSCAPE DEVELOPMENT PLAN	02/10/2016	
02/03	LANDSCAPE DETAILS	02/10/2016	
02/04	LANDSCAPE DETAILS	02/10/2016	

SITE KEY



OWNER/ DEVELOPER:
HWP-DEWEY, LLC
777 S. HARBOR ISLAND BLVD. STE. 330
TAMPA, FL 33603
PH: 813-430-3555
info@hwpdewey.com

ENGINEER:
CLEARVIEW LAND DESIGN
1213 E. 6TH AVE.
TAMPA, FL 33605
PH: 813-223-3919
info@clearviewlanddesign.com



ALL ELEMENTS FOR THE STORMWATER PREVENTION PLAN (SWPPP)
DEVELOPED BY CLEARVIEWLAND DESIGN I ACCORDANCE WITH THE FLORIDA
DEPT. OF ENVIRONMENTAL PROTECTION "NATIONAL POLLUTANT DISCHARGE
ELIMINATION SYSTEM" (NPDES). SHALL REMAIN ON PLACE THROUGHOUT
LANDSCAPE AND IRRIGATION CONSTRUCTION

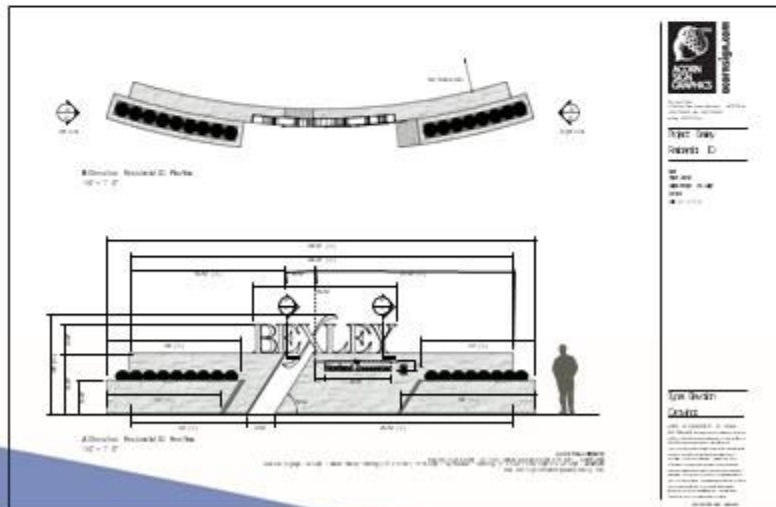
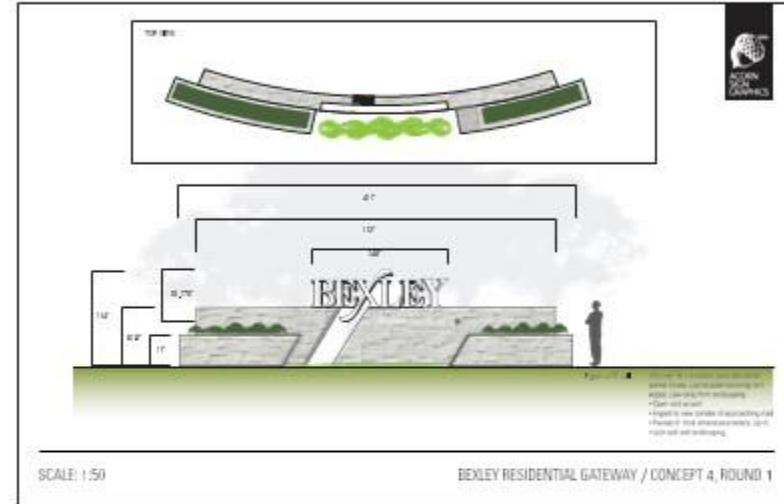


BEXLEY: SUNCOAST COMMERCIAL
ENTRY SIGN PERMIT SET

4. Design Phase Gateway Entry Build

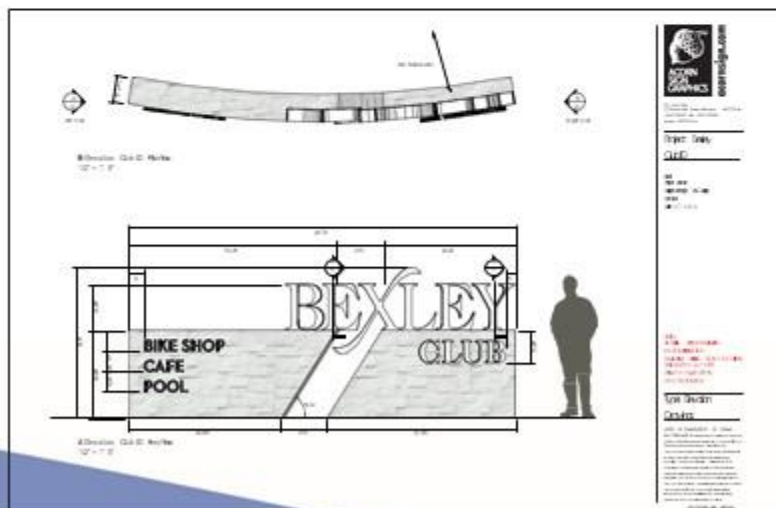
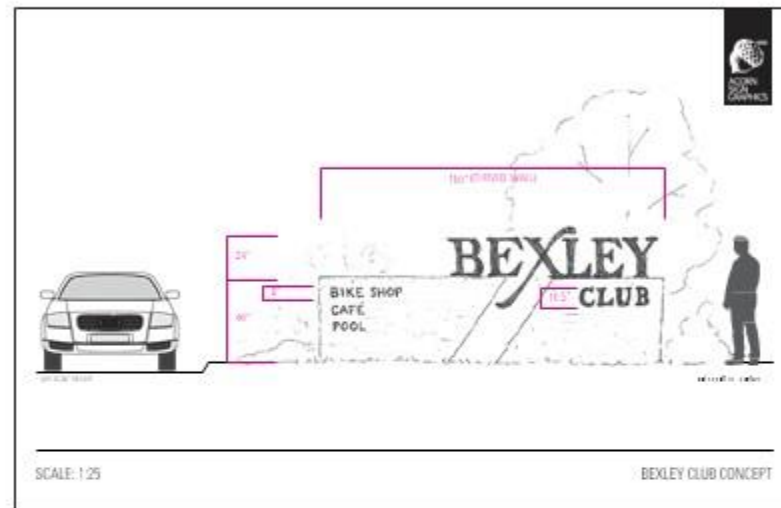
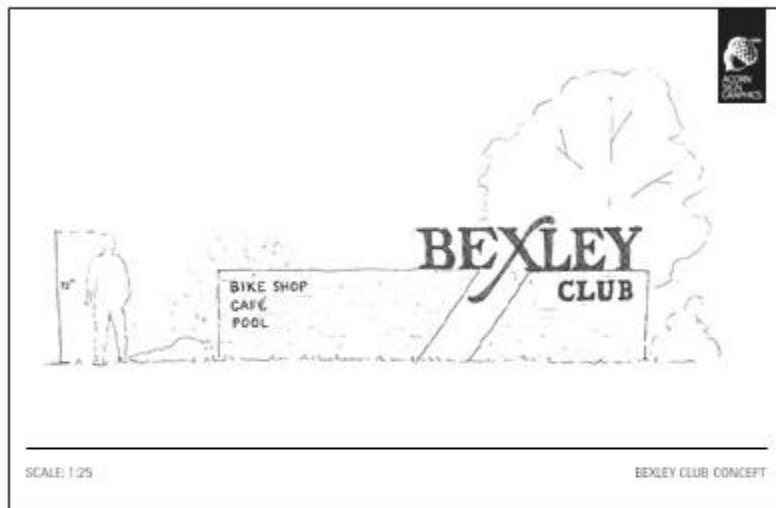


5. Sign Family Continuing the Process Residential Entry



5. Sign Family

Continuing the Process Amenity Entry



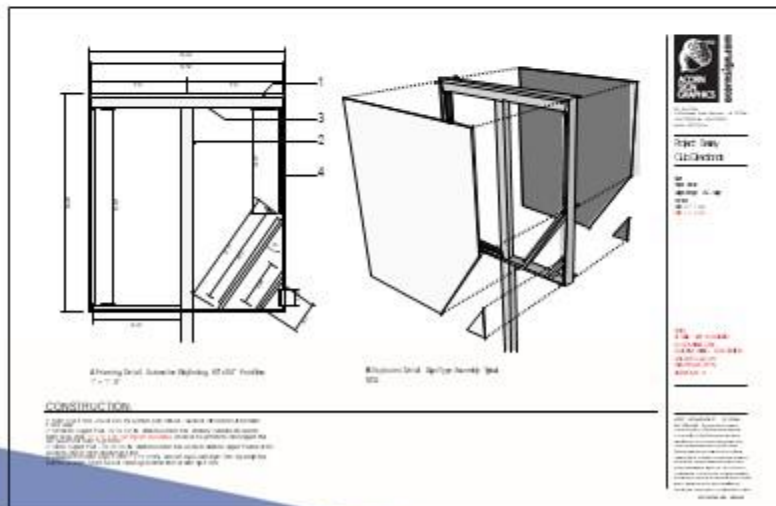
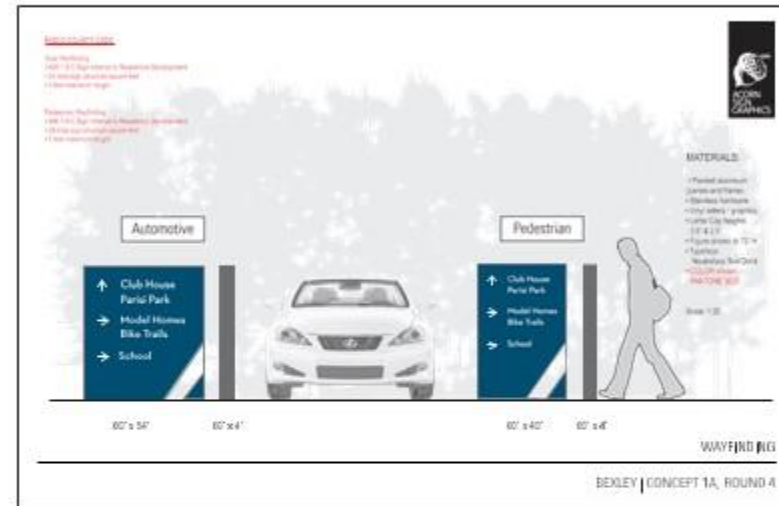
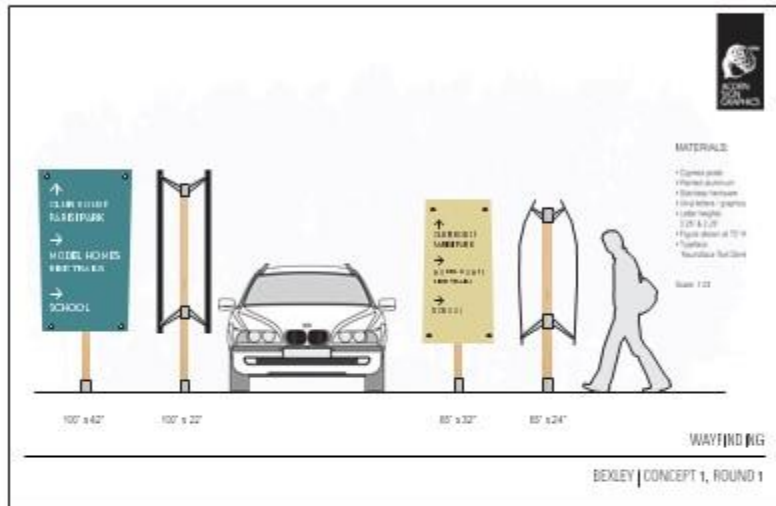
5. Sign Family

Continuing the Process Temporary Marketing



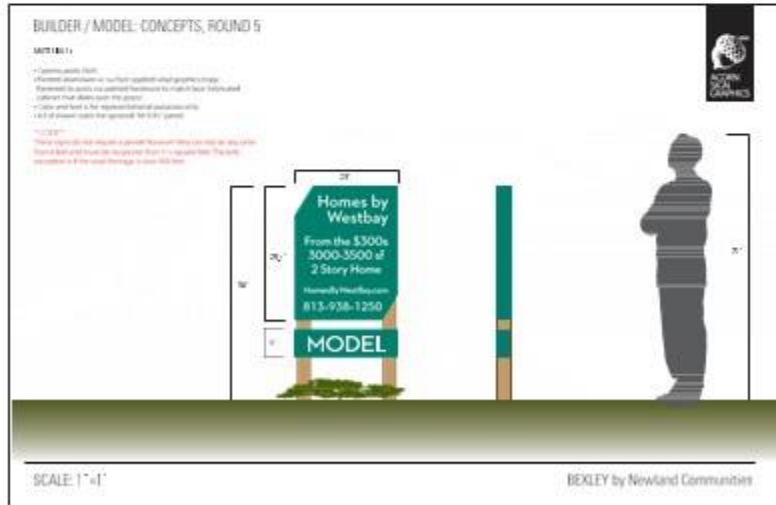
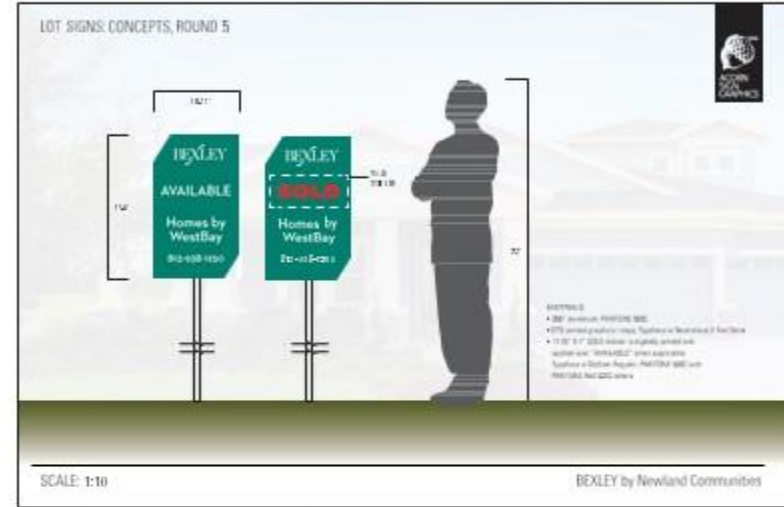
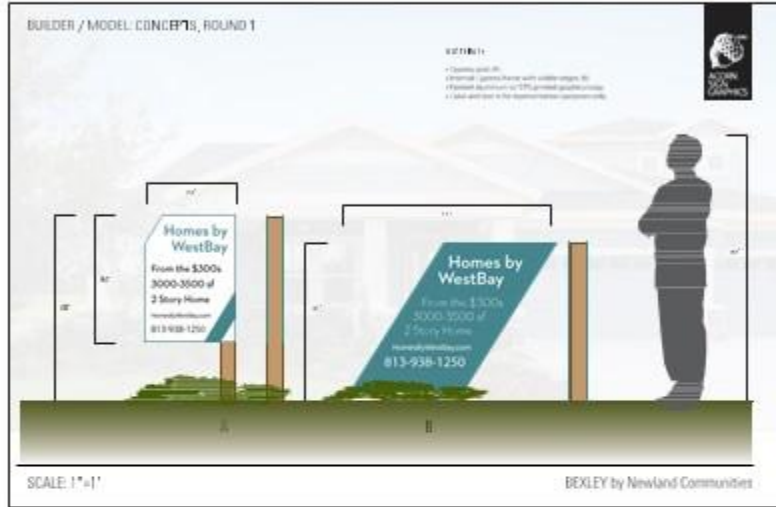
5. Sign Family

Continuing the Process Wayfinding



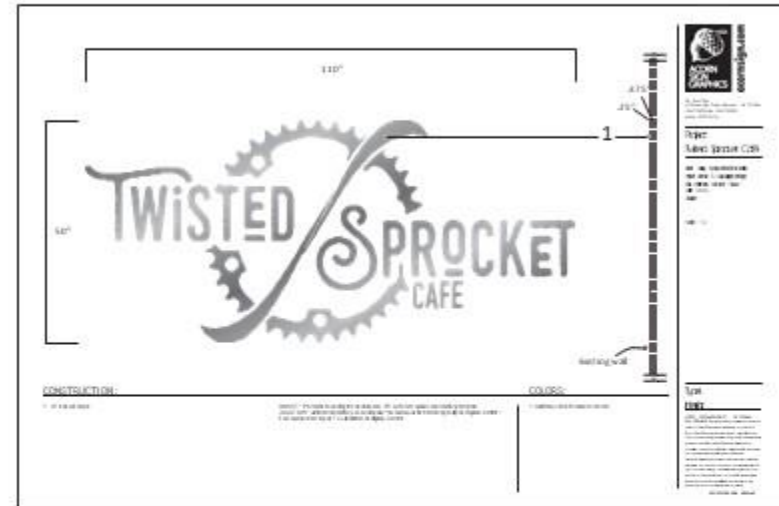
5. Sign Family

Continuing the Process Builder/Model Signage



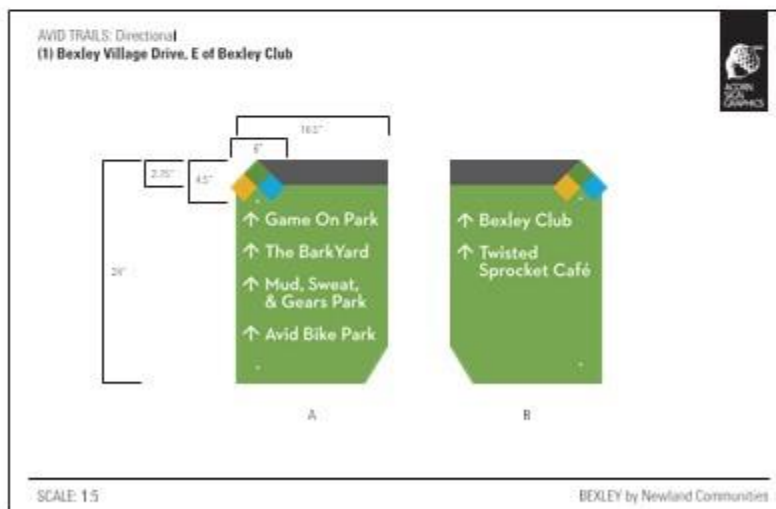
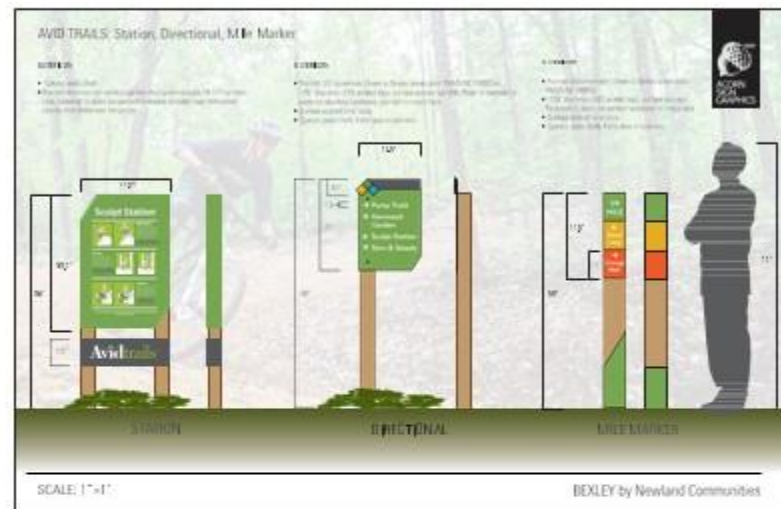
5. Sign Family

Continuing the Process Amenity Signage / Graphics



5. Sign Family

Continuing the Process Trail Signage



5. Sign Family

Continuing the Process Park Markers / Graphics



Questions?