

SIGNAGE STANDARDS MANUAL
Philadelphia Parks & Recreation

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ACKNOWLEDGMENTS

Philadelphia Parks & Recreation would like to acknowledge the efforts of those who have been instrumental in the creation of this system-wide Signage Standard.

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SECTION 1

ABOUT THE BRAND AND SYSTEM

1A HOW TO USE THE MANUAL

1B GRAPHIC STANDARDS

1C PROPERTY TYPES

1D MESSAGE STANDARDS

HOW TO USE THE MANUAL

This manual has been developed for the ongoing implementation and maintenance for the Philadelphia Parks & Recreation Signage Standards. A vocabulary of pre-designed sign types and options have been developed that will effectively meet a broad range of sign function requirements. This sign standards manual includes detailed descriptions of all the sign types and their functions. It should be used to facilitate the implementation of signs in new facilities, renovation projects, and as a catalog to order replacements for damaged or outdated parts, or additional signs where the program has already been installed. The manual is divided into three sections:



SECTION 1
ABOUT THE BRAND AND THE SIGN SYSTEM

This section provides instructions for using the manual, an overview of graphic standards, and instructions for implementing the signage standards at a Philadelphia Parks and Recreation site and/or facility.

SECTION 2
SIGN SYSTEM MENU

This section provides the specifications to fabricate the sign types within the sign system. Each sign type comes with message standards and mounting options which are depicted in this section.

SECTION 3
SIGN MAINTENANCE

This section outlines the process to maintain the Philadelphia Parks and Recreation Signage Standards at a PPR site and/or facility.

HOW TO USE THE MANUAL

Select Your Sign Type

All of the sign types that are offered as part of the Philadelphia Parks & Recreation Signage Standards are organized based upon function and type:

- Vehicular ID
- Pedestrian ID
- Site ID
- Trial ID
- Parking ID
- Vehicular Wayfinding
- Pedestrian Wayfinding
- Mile Markers
- Rules & Regulations
- Interpretive
- Donor Recognition
- Bulletin Board
- Temporary

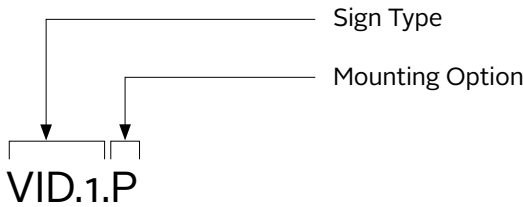


Select Your Options

Each sign type in the system has been assigned a unique sign code. To build a sign, selections are available from the following options: function, size, and mounting.

A suffix is added to the base configuration of the sign type code to create a unique individual sign type based on your selected options as shown in the example below.

Sign Type Code Matrix



SIGN TYPE		OPTIONS	
Sign Types		Mounting Options	
BID.1	Building Identification	PWF.1	Pedestrian Directional
BUL.1t	Bulletin Board — Tack Surface	PWF.2	Pedestrian Directional
BUL.1c	Bulletin Board — Cabinet	RUL.1	Rules + Regulations
BUL.2t	Bulletin Board — Tack Surface	RUL.2	Rules + Regulations
BUL.2c	Bulletin Board — Cabinet	RUL.3	Rules + Regulations
BUL.3t	Bulletin Board — Tack Surface	RUL.4	Rules + Regulations
BUL.3c	Bulletin Board — Cabinet	RUL.5	Pool Height Requirements
CUS.1	Custom Signage	RUL.6	Single Message Rule
DNR.1	Donor Recognition	RUL.7	Single Message Rule
HLP.1	Help Locator	SID.1	Site Identification
INH.1	Interpretive (horizontal)	SID.2	Site Identification
INH.2	Interpretive (horizontal)	SID.3	Pet Waste Station
INH.3	Interpretive (horizontal)	SID.4	Restroom ID
INH.4	Interpretive (horizontal)	TID.1	Trail Identification
INV.1	Interpretive (vertical)	TMP.1	Temporary Sign (Park)
INV.2	Interpretive (vertical)	TMP.2	Temporary Sign (Building)
INV.3	Interpretive (vertical)	TMP.3	Temporary Sign
MMK.1	Mile Marker	TMP.4	Temporary Sign
MMK.2	Mile Marker	TMP.5	Temporary Sign
MMK.4	Mile Marker	VID.1	Vehicular Park ID
PLY.1	Playground ID + Rules	VID.2	Vehicular Park & Parking ID
PID.1	Park Identification	VWF.1	Vehicular Directional
PID.2	Park Identification		
PID.3	Park Identification		
PID.4	Park Identification		
PKG.1	Vehicular Parking ID		
PKG.2	Vehicular Parking Rules		

SIGN TYPE CODE EXAMPLES

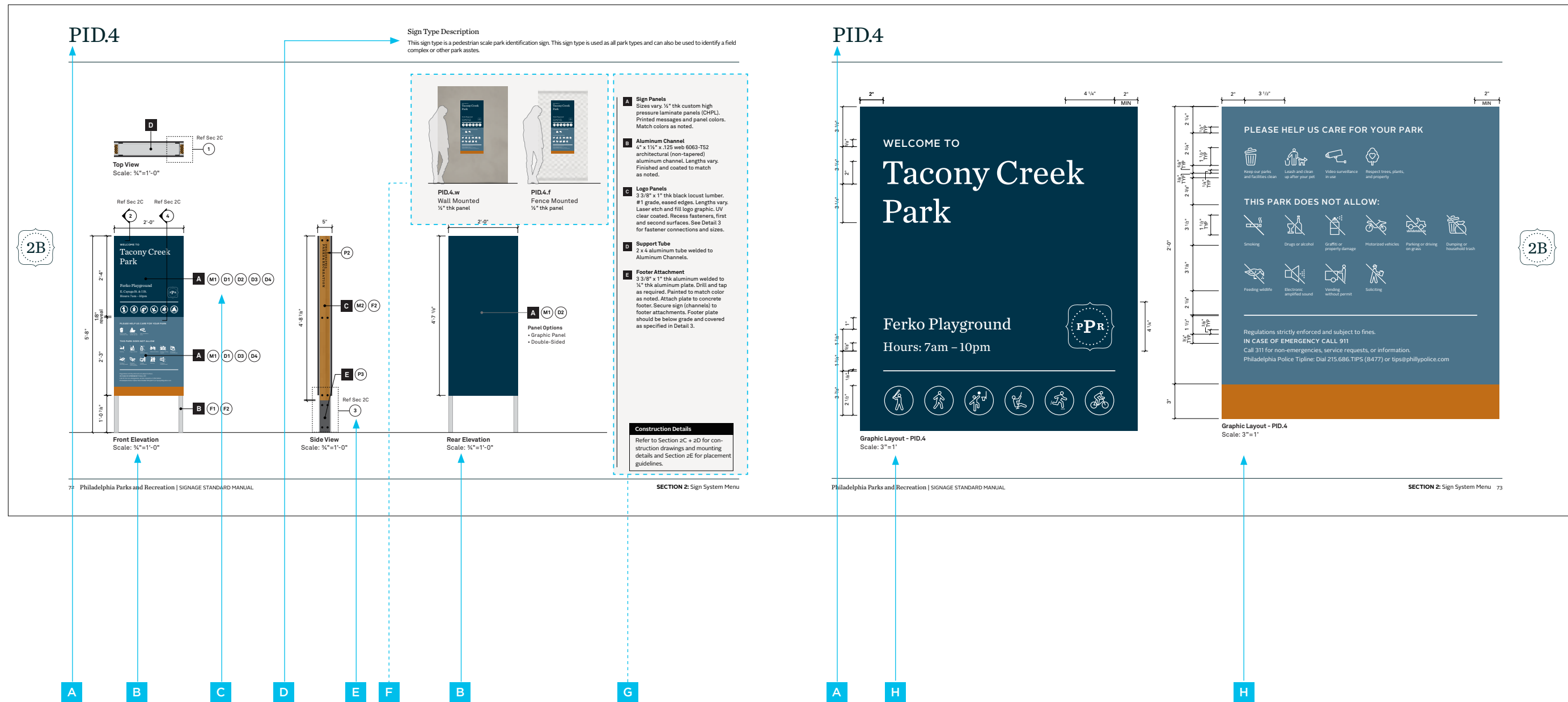
VID.1.P > Vehicular Park Identification // Large // Post Mounted

SID.2.W > Site Identification // Rules + ID // Wall Mounted

MMK.2.P > Mile Marker // Corner, Double-sided // Post Mounted

HOW TO USE THE MANUAL

Typical Spread (Sections 2B)



! Note: Section 2C + 2D must be referenced for construction and mounting details.

- | | | | | | |
|---|---------------------------------|---|----------------------------|---|----------------------------|
| A | Sign Type Code | D | Sign Type Description | G | Fabrication Specifications |
| B | Sign Elevation | E | Detail / Section Reference | H | Graphic Layouts |
| C | Material & Color Specifications | F | Installation Options | | |

GRAPHIC STANDARDS

Vision

Philadelphia has an equitable and exceptional parks and recreation system that connects people to each other, to enriching experiences, and to the natural world.



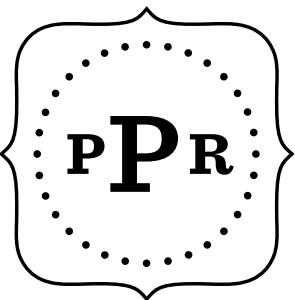
Identity

The Philadelphia Parks & Recreation identity is a key part of identifying each property's ownership. The Philadelphia Parks & Recreation identity has been expanded for signage application as outlined in this document. (For full Philadelphia Parks & Recreation Brand Standards, reference the Philadelphia Parks & Recreation Brand Guide, Aug. 2014)

PHILADELPHIA PARKS & RECREATION TYPOGRAPHIC LOGO

**PHILADELPHIA
PARKS & RECREATION**

PPR SHIELD LOGO



Typography

T1 CHRONICLE TEXT G2 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

T2 ALRIGHT SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

T3 ALRIGHT SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GRAPHIC STANDARDS

ARROWS & TEXT RELATIONSHIPS

Always measure from baseline to baseline.
Reference Arrow detail below.



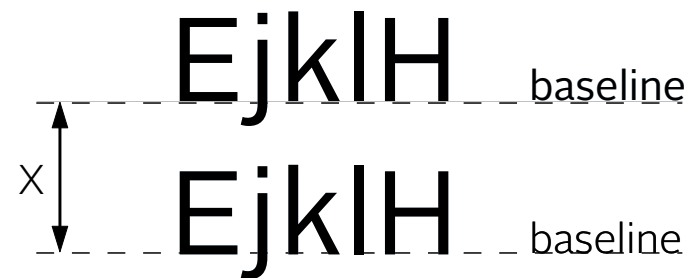
COPY HEIGHT

When measuring copy height, measure only the height of the capital letters to determine your overall copy height (shown in illustration below as “X”). Some of the other letters have an extended height beyond the average height of the letters.



LINE SPACING

When measuring line spacing, always measure from the baseline of the top-most text line to the baseline of the text line below (shown as “X”).



LETTERSPACING

Inconsistencies in Letter Spacing

TYPEFACE 1

Playgro

TYPEFACE 2

Park

TYPEFACE 3

Philade

Corrected Letter Spacing

TYPEFACE 1

Playgro

TYPEFACE 2

Park

TYPEFACE 3

Philadel



IMPORTANT: Individual spacing of each letter needs to be evaluated. See Examples Above.
Kern all copy so that each character is optically centered between the center of each of the surrounding characters.

APOSTROPHE

Sometimes the foot mark is mistaken for an apostrophe and an inch mark is mistaken for quotations.
Below are examples of correct and incorrect apostrophes for each typeface.

TYPEFACE 1 & 2

,

This apostrophe is CORRECT.

PARK'S



This apostrophe is INCORRECT.

PARK'S

TYPEFACE 3

,

This apostrophe is CORRECT.

PARK'S



This apostrophe is INCORRECT.

PARK'S

GRAPHIC STANDARDS

Acceptable Use Symbology

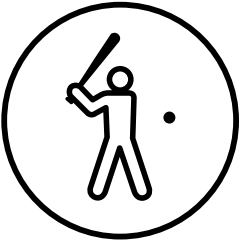
Acceptable use symbology has been developed specifically for Philadelphia Parks & Recreation. These symbols are used to highlight the various activities/acceptable uses of a specific property.

The use of these symbols is intended to encourage pride and community engagement within each space. Symbology also increases our ability to communicate with all users, no matter their language or reading ability.

The acceptable use symbology shown on this page highlight the activities/acceptable uses found throughout the Philadelphia Parks & Recreation system. Artwork for this symbology can be accessed from the Philadelphia Parks and Recreation standards library.



Accessible_A.eps
Accessible



Baseball.eps
Baseball



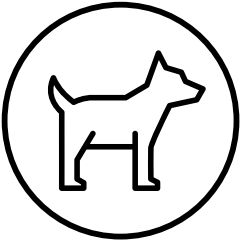
Basketball.eps
Basketball



Biking.eps
Biking



Boxing.eps
Boxing



Dog_Park.eps
Dog Park



Hiking.eps
Hiking



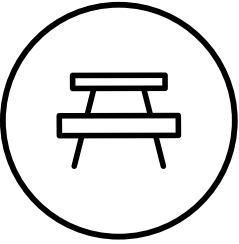
Hockey.eps
Hockey



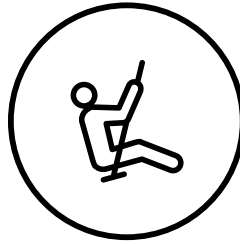
Horseback_Riding.eps
Horseback Riding



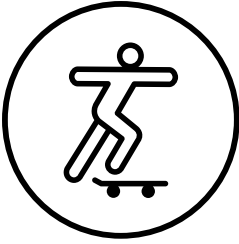
Inline_Skating.eps
In-line Skating



Picnicking.eps
Picnicking



Playground.eps
Playground



Skate_Park.eps
Skate Park



Skateboarding.eps
Skateboarding



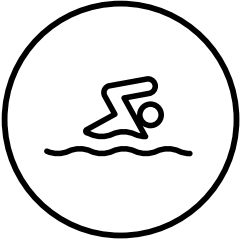
Soccer.eps
Soccer



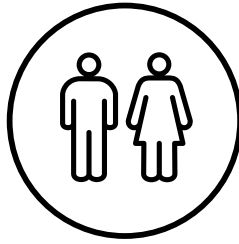
Sprayground.eps
Sprayground



Street_Hockey.eps
Street Hockey



Swimming.eps
Swimming



Restrooms_A.eps
Restroom



Tennis.eps
Tennis



Walking.eps
Walking



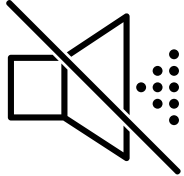


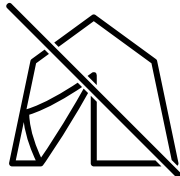








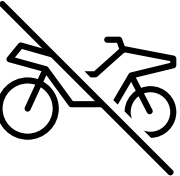
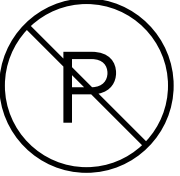


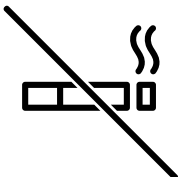



GRAPHIC STANDARDS

Regulation Symbolology

Regulation symbolology has been developed specifically for Philadelphia Parks & Recreation. These symbols are intended to depict the rules and regulations of each property including, but not limited to: fields, courts, picnic areas, spray parks, skate parks, playgrounds and pools.

The use of these symbols is intended to communicate the rules and regulations of each property in a positive voice. The use of symbolology increases the space's ability to communicate with all of its users, no matter their language or reading ability. Artwork for this symbolology can be accessed from the Philadelphia Parks & Recreation standards library.



 No_AmpSound.eps No electronic amplified sound	 No_Animals.eps No animals	 No_Bikes.eps No bikes or scooters	 No_Camping.eps No camping	 No_Diving.eps No diving
 No_DrugsAlcohol.eps Drug/alcohol free area	 No_Dumping.eps No dumping or household trash	 No_Feeding.eps No feeding wildlife	 No_Food.eps No food/glass containers	 No_Graffiti.eps No graffiti/damaging property
 No_Hanging.eps No hanging from nets or rims	 No_Hunting .eps No hunting	 No_Motorized.eps Motorized vehicles prohibited	 No_Parking.eps No parking	 No_ParkingGrass.eps Parking/driving on grass prohibited
 No_Skateboards.eps No skateboards or skating	 SmokeFree.eps Smoke free park	 No_Soliciting.eps No soliciting	 No_StreetHockey.eps No playing street hockey	 No_Vending.eps No vending without permit

GRAPHIC STANDARDS

Additional System Symbolology

The symbols on this page are other artwork elements that are used to communicate with the Philadelphia Parks & Recreation signage standards. These symbols direct, identify and notify about aspects of a property.

These symbols have been developed specifically for Philadelphia Parks & Recreation. Artwork for these symbols can be accessed from the Philadelphia Parks & Recreation standards library.



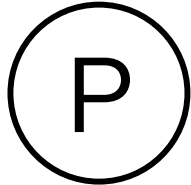
Fires_Permitted.eps
Fires only in permitted areas



Dog_Leash.eps
Keep dogs on leash



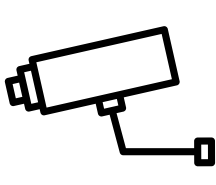
Clean_Parks.eps
Keep our parks and facilities clean



Parking.eps
Parking



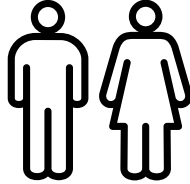
Permits.eps
Permits required for special events



Surveillance.eps
Video surveillance in use



Accessible.eps
Accessible



MF_Restroom.eps
Restroom



Male_Restroom.eps
Male restroom



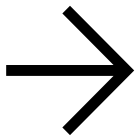
Female_Restroom.eps
Female restroom



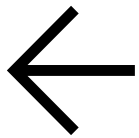
Leash_CleanUp.eps
Leash and clean up after your pet



UA.eps
Up Arrow



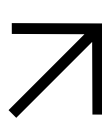
RA.eps
Right Arrow



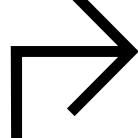
LA.eps
Left Arrow



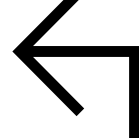
ULA.eps
Up Right Arrow



URA.eps
Up Left Arrow



RA.eps
Straight Up Right Arrow



LA.eps
Straight Up Left Arrow



SmallA.eps
Small Arrow



GRAPHIC STANDARDS

Back Panel Artwork

Custom back panel artwork has been created for use to finish the back of a sign that only requires a single-sided message. This artwork is to be used in lieu of a blank panel.

The use of artwork on these panels is intended to serve as an anti-graffitti deterrent. While the material itself is specified for its anti-graffiti properties, the visual art is also intended to eliminate the enticement of a blank canvas.

Artwork exists and has been sized and cropped to align with each sign type in the system.



PID.1 + BUL.2t
PID1_backpanel.eps



PID.2 + BUL.1t
PID2_backpanel.eps



PID.3
PID3_backpanel.eps



PID.4+BUL.3t
PID4_backpanel.eps



SID.1
SID1_backpanel.eps



TID.1
TID1_backpanel.eps



RUL.1
RUL1_backpanel.eps



RUL.2
RUL2_backpanel.eps



RUL.3
RUL3_backpanel.eps



RUL.4
RUL4_backpanel.eps



PLY.1
PLY1_backpanel.eps



PWF.1
PWF1_backpanel.eps



PWF.2
PWF2_backpanel.eps



VID.1
VID1_backpanel.eps



VID.2
VID2_backpanel.eps



PKG.1
PKG1_backpanel.eps



PKG.2
PKG2_backpanel.eps



VWF.1
VWF1_backpanel.eps



BUL.1c
BUL1c_backpanel.eps



BUL.2c
BUL2c_backpanel.eps



BUL.3c
BUL3c_backpanel.eps



INV.1
INV1_backpanel.eps



INV.2
INV2_backpanel.eps



INV.3
INV3_backpanel.eps

GRAPHIC STANDARDS

Map Artwork

Park overview maps are a key element of the program. They provide an overview of the park and orient users to their location within a park.

Map artwork used throughout this program should be developed as a clear graphic depiction of each park. The styling and language of the map artwork shall be consistent throughout the system using the same color palette, line quality, typography, and legend. It is considered to be part of the standards and shall be consistent so that it is readily recognizable as a Philadelphia Parks & Recreation map.

The artwork shown on this page is a sample for the map styling to be used in the system. Map artwork will need to be created in concert with the approved styling as signs are implemented into the program.





GRAPHIC STANDARDS

Colors + Materials

This page outlines the colors and materials used throughout the Philadelphia Parks & Recreation system. Use of a consistent color and materials palette are critical to maintaining the brand and identity of a Philadelphia Parks & Recreation park.

Specific attention should be given to ensure accurate color use and color matching. Control samples should be used to guarantee consistent application of color with each round of implementation.

Color / Material / Finish Name		Specification (Color to Match)	Substrate(s)	Application Process
P1	Silver	Matthews, Silver Slate Metallic MP46633	Aluminum	Surface Painted
P2	Black	Matthews, Black Magic MP32156	Black Locust Lumber	Surface Painted
P3	Dark Grey	Benjamin Moore, Deep River 1582	Aluminum	Surface Painted
P4	Dark Blue	Matthews Paint MPo6678 "Night Mission"	Aluminum	Surface Painted
P5	Orange	Matthews Paint to match PMS 7414C	Aluminum	Surface Painted
P6	Red	Matthews Paint to match PMS 7620C	Aluminum	Surface Painted
D1	White	White	CHPL	CHPL Digital Print, Rigid UV Printer
D2	Dark Blue	PMS 2189C	CHPL	CHPL Digital Print
D3	Orange	PMS 7414C	CHPL	CHPL Digital Print
D4	Light Blue	PMS 5405C	CHPL	CHPL Digital Print
D5	Green	PMS 377C	CHPL	CHPL Digital Print
D6	Red	PMS 7620C	CHPL	CHPL Digital Print
D7	Light Grey	PMS Cool Grey 8 C2	Sintra	Rigid UV Printer
M1	Custom High Pressure Laminate	PMS colors as specified		CHPL
M2	Black Locust Lumber	#1 Grade, eased edges		
M3	Tack Surface	Black, Forbo	Sintra	Surface Applied

GRAPHIC STANDARDS

Colors + Materials

This page outlines the colors and materials used throughout the Philadelphia Parks & Recreation system. Use of a consistent color and materials palette are critical to maintaining the brand and identity of a Philadelphia Parks & Recreation park.

Specific attention should be given to ensure accurate color use and color matching. Control samples should be used to guarantee consistent application of color with each round of implementation.

[illegible]



PROPERTY TYPES

The Philadelphia Parks & Recreation system is made up of a variety of properties. These properties range not only in size but also function. It is important to understand the unique needs of each property type as it relates to signage needs and requirements of the over 400 sites in the Philadelphia Parks & Recreation system. Each property can be categorized into one of four types: trail, multi-use, neighborhood and single-use. Within each of these four types there are a range of property sizes from small to extra large.



Park Size	Description	Est. Qty. of Signs
Extra Large	Trail Park	60-90
Large	Over 10 acres	15-35
Medium	1-10 acres	10-20
Small	under 1 acre	5-12

PROPERTY TYPES

Trail Parks









A trail park is a multi-acre park that includes a marked trail. These parks often have a variety of functions and assets, and are the largest parks within the Philadelphia Parks & Recreation system.

Examples of trail parks include:

- Cobbs Creek Park
- Tacony Creek Park

The diagram to the right provides an overview of the types of signage that may be needed for this park type.



		PARK	BUILDING	FIELD	COURT <small>Basketball Court, Tennis Court Hockey Court, Skateboard</small>	PLAYGROUND	POOL	TRAIL	PARKING
TRAIL PARK	Identification Signs	 Identification	 Identification	 Identification	 Identification	 Identification	 Identification	 Identification	 Identification
	Information Signs	<div>Park Map Park Name PPR Brand</div> <div>Map</div> <div>Rules/Permits Hours/Contact Security Regulatory Info*</div> <div>Park+Picnic Rules</div>	<div>Park Name PPR Brand Friends Group ID Postings Area</div> <div>Bulletin Board</div> <div>Rules/Permits Hours/Contact Security Regulatory Info*</div> <div>Building Rules</div> <div>Receiving Info</div> <div>Building Operations</div>	<div>Park Name PPR Brand Friends Group ID Postings Area</div> <div>Bulletin Board</div> <div>Rules/Permits Hours/Contact Security Regulatory Info*</div> <div>Field Rules</div>	<div>Rules/Permits Hours/Contact Security Regulatory Info*</div> <div>Court Rules</div>	<div>Rules of Use Emergency Info</div> <div>Playground Rules</div>	<div>Park Name PPR Brand Friends Group ID Postings Area</div> <div>Bulletin Board</div> <div>Rules/Permits Hours/Contact Security Regulatory Info*</div> <div>Pool Rules</div>	<div>Trail Map Trail Name PPR Brand</div> <div>Map</div> <div>Trail Name Mile Info PPR Brand Trail Map</div> <div>Mile Markers</div> <div>Rules of Use Emergency Info</div> <div>Trail Rules</div>	<div>Rules of Use Towing Info</div> <div>Parking Rules</div>
	Interpretive Signs	<div>Park History</div> <div>Park Interpretive</div>	<div>Building History</div> <div>Building Interpretive</div>	<div>Field History</div> <div>Field Interpretive</div>	<div>Court History</div> <div>Court Interpretive</div>			<div>Trail History Fitness Info</div> <div>Trail Interpretive</div>	
	Directional Signs	<div>Park Destinations</div> <div>Directional</div> <div>*Regulatory Info: No Smoking, No ATV/Motorbike, Emergency Info, Pet Info, Litter Info</div>	<div>*Regulatory Info: No Smoking, Emergency Info</div>	<div>*Regulatory Info: No Smoking, No ATV/Motorbike, Emergency Info, Pet Info</div>	<div>*Regulatory Info: No Smoking, No ATV/Motorbike, Emergency Info, Pet Info</div>		<div>*Regulatory Info: No Smoking, Emergency Info, Lifeguard Info</div>	<div>Trail and Park Destinations</div> <div>Trail Directional</div>	

PROPERTY TYPES

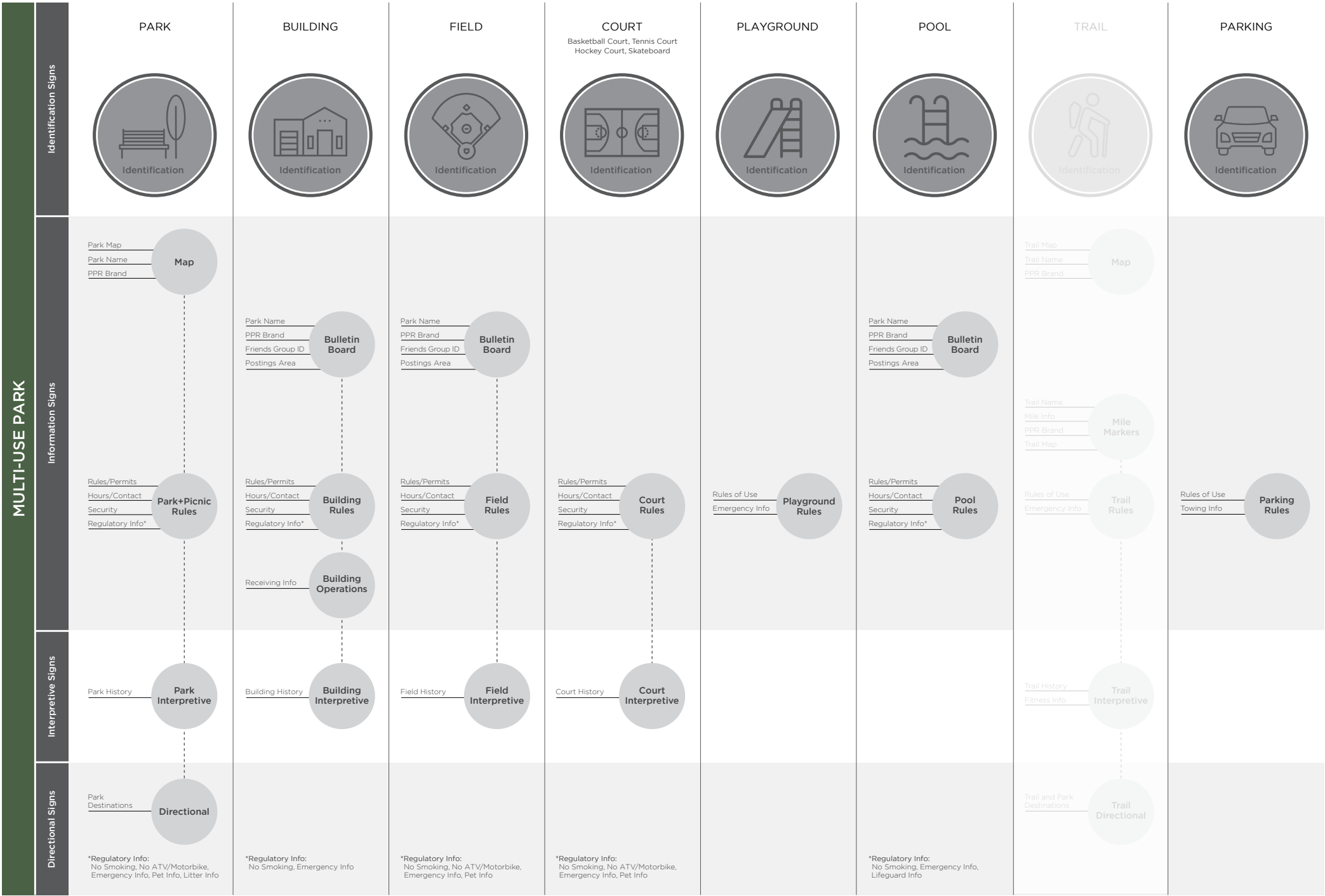
Multi-use Properties

A multi-use property is often a multi-acre space containing a variety of assets similar to a trail park. The main differences between a multi-use and trail park is that a multi-use property typically includes multiple buildings, fields, courts, etc.

Examples of multi-use properties include:

- Happy Hollow Recreation Center
- Lawncrest Recreation Center
- Rumph Recreation Center
- McCreesh Playground
- Scanlon Ice Rink
- Thomas Mitchell Playground
- Vogt Recreation Center

The diagram to the right provides an overview of the types of signage that may be needed for this property type.



PROPERTY TYPES

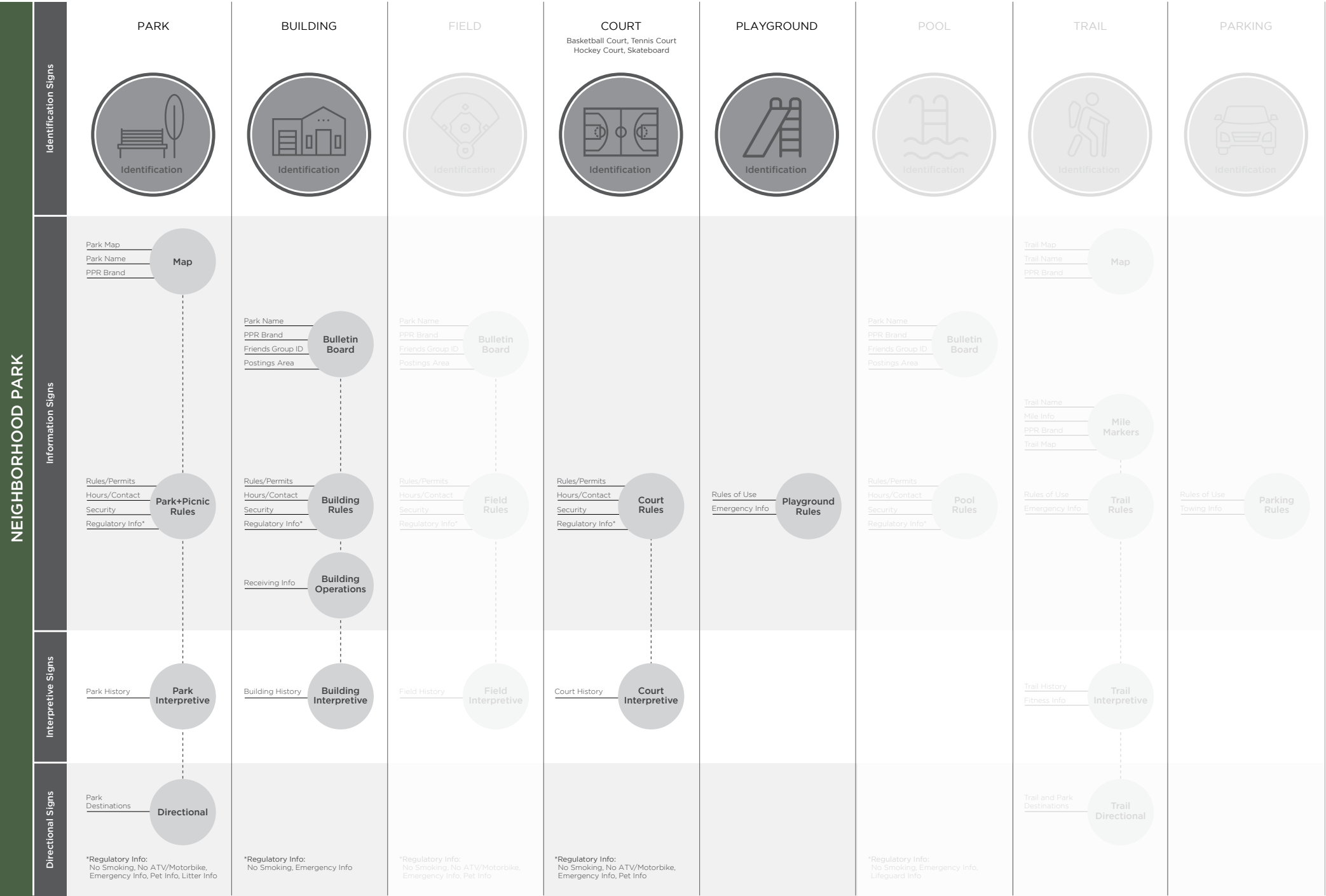
Neighborhood Properties

A neighborhood property often lies within a single or a few city blocks. These properties typically have a few assets like a physical structure, playground and court(s).

Examples of neighborhood properties include:

- Clark Park
- Dickinson Square Park
- Powers Park
- Vernon Park

The diagram to the right provides an overview of the types of signage that may be needed for this property type.



PROPERTY TYPES

Single-use Properties

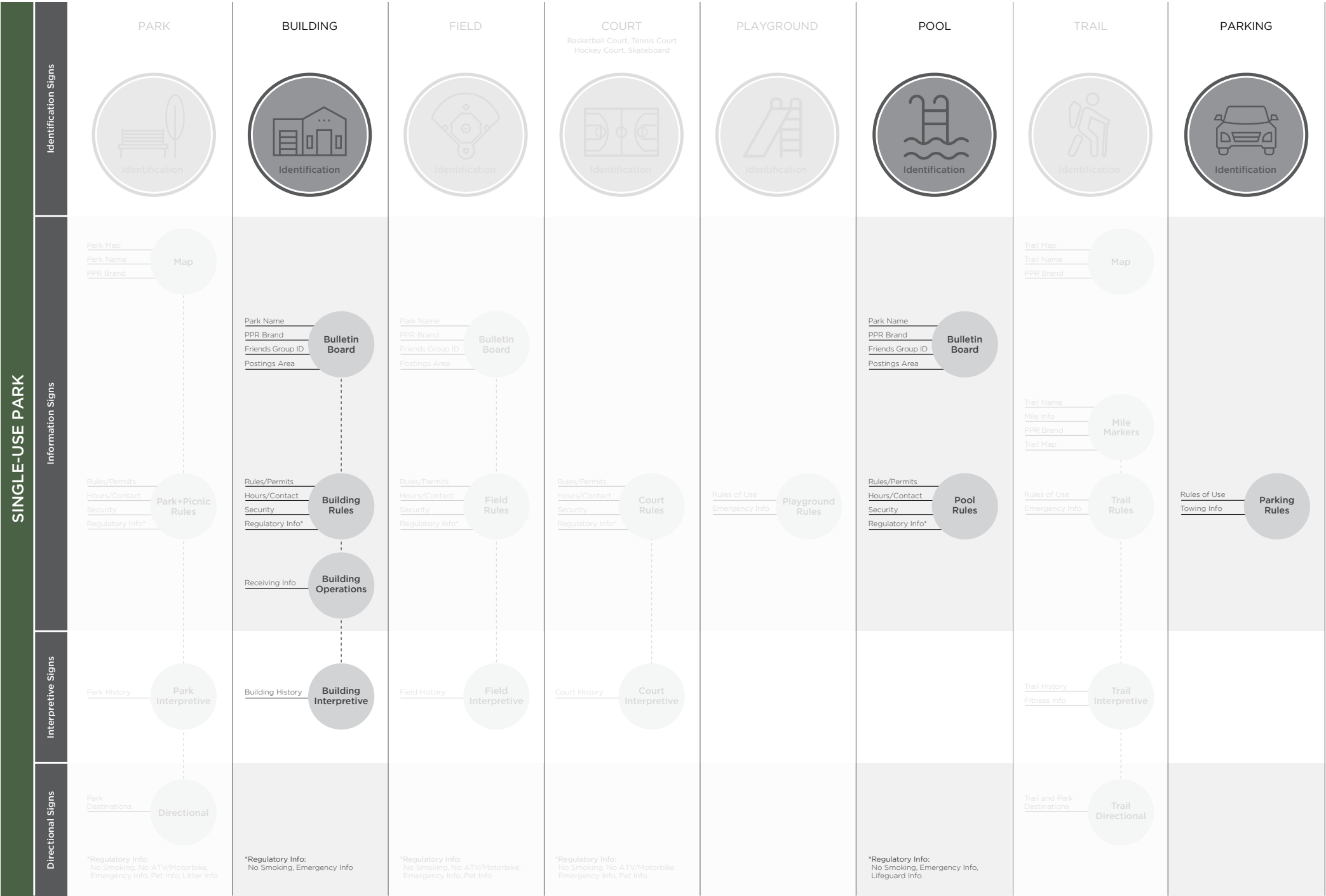
Single-use properties are often a single structure such as a pool or recreation center and at times have parking that serves this property.

Examples of single-use properties include:

O'Connor Pool

South Philadelphia Older Adult Center

The diagram to the right provides an overview of the types of signage that may be needed for this property type.



MESSAGE STANDARDS

Messaging

Beyond the Philadelphia Parks & Recreation's identity and the overall look of the system, messaging is the other layer that makes this system uniquely Philadelphia Parks & Recreation.

Throughout the system and across the various types of parks, each sign type and component part has been developed to put forth specific categories of messaging.

Each color field is programmed to contain specific categories of information:

Navy = Identification

Light blue = Rules & Regulations

Green = Wayfinding

Orange = Partners

Red = Help Locator

Wood = Brand

Grey = Closure



Approved Philadelphia Parks & Recreation system messaging is included in Appendix A of the manual and should be used to maintain the overall voice and needs of the system.

Park ID (Multi-Use Parks)

Navy: Identification

Park Name

Additional Park Asset Name (if applicable)

Hours of Operation

Philadelphia Parks & Recreation Brand Mark

Use Symbols

Light Blue: Rules + Regulations

Rules Tagline

Symbols and Rules

Fine Print

Emergency/Service Contact Number

Website

Orange: Partners (if applicable)

Park Partners, Logos

Red: Help Locator (where necessary)

Locator Number and Contact Info

Wood: Brand

Philadelphia Parks & Recreation Typo. Logo Mark

Park ID (Trail Parks)

Navy: Identification

Park Name

Additional Park Asset Name (if applicable)

Hours of Operation

Philadelphia Parks & Recreation Brand Mark

Use Symbols

Map

Light Blue: Rules + Regulations

Rules Tagline

Symbols and Rules

Fine Print

Emergency/Service Contact Number

Website

Orange: Partners (if applicable)

Park Partners, Logos

Red: Help Locator (where necessary)

Locator Number and Contact Info

Wood: Brand

Philadelphia Parks & Recreation Typo. Logo Mark

Building ID

Navy: Identification

Building Name

Philadelphia Parks & Recreation Brand Mark

Phone Number

Orange: Partners (if applicable)

Park Partners, Logos

Field/Court ID

Navy: Identification

Philadelphia Parks & Recreation Brand Mark

Field Number

Field Name (if applicable)

Light Blue: Rules + Regulations

Rules Tagline

Symbols and Rules

Fine Print

Emergency/Service Contact Number

Website

Orange: Partners (if applicable)

Park Partners, Logos

Wood: Brand

Philadelphia Parks & Recreation Typo. Logo Mark

Trail ID

Navy: Identification

Trail Name/Park Name

Philadelphia Parks & Recreation Brand Mark

Use Symbols

Map Artwork

Orange: Partners (if applicable)

Trail Partners, Logos

Red: Locator

Help Locator ID

Emergency/Service Contact Numbers

Wood: Brand

Philadelphia Parks & Recreation Typo. Logo Mark

Parking Identification

Navy: Identification

Parking Symbol

Lot Name/Number

Park Name

Philadelphia Parks & Recreation Brand Mark

Light Blue: Rules + Regulations

Hours

Rules and Regulations

Emergency/Service Contact Numbers

Mile Marker

Green: Mileage

Mile Marker

Navy: Identification

Philadelphia Parks & Recreation Brand Mark

Light Blue: Symbols

Trail Use Symbols

Regulatory Symbols

Orange: Partners

Trail Partners, Logos

Red: Locator

Help Locator ID

Emergency/Service Contact Numbers

MESSAGE STANDARDS

Messaging

Each color field is programmed to contain specific categories of information:

Navy = Identification

Light blue = Rules & Regulations

Green = Wayfinding

Orange = Partners

Red = Help Locator

Wood = Brand

Grey = Closure



Approved Philadelphia Parks & Recreation system messaging is included in Appendix A of the manual and should be used to maintain the overall voice and needs of the system.

Field Rules

Light Blue: Rules + Regulations

Philadelphia Parks & Recreation Brand Mark

Rules Tagline

Symbols and Rules

Fine Print

Website

Wood: Brand

Philadelphia Parks & Recreation Typo. Logo Mark

Court Rules

Light Blue: Rules + Regulations

Philadelphia Parks & Recreation Brand Mark

Rules Tagline

Symbols and Rules

Fine Print

Website

Wood: Brand

Philadelphia Parks & Recreation Typo. Logo Mark

Skate Park Rules

Light Blue: Rules + Regulations

Philadelphia Parks & Recreation Brand Mark

Rules Tagline

Symbols and Rules

Fine Print

Website

Wood: Brand

Philadelphia Parks & Recreation Typo. Logo Mark

Pool Rules

Light Blue: Rules + Regulations

Philadelphia Parks & Recreation Brand Mark

Rules Tagline

Symbols and Rules

Fine Print

Website

Small Regulatory

Light Blue: Regulatory

Primary Regulatory Symbol

Pedestrian Directional

Navy: Identification

Park Name/Trail Name

Philadelphia Parks & Recreation Brand Mark

Green: Wayfinding

Arrows

Use Symbols

Destinations

Map (if applicable)

Orange: Partners

Park Partners, Logos

Wood: Brand

Philadelphia Parks & Recreation Typo. Logo Mark



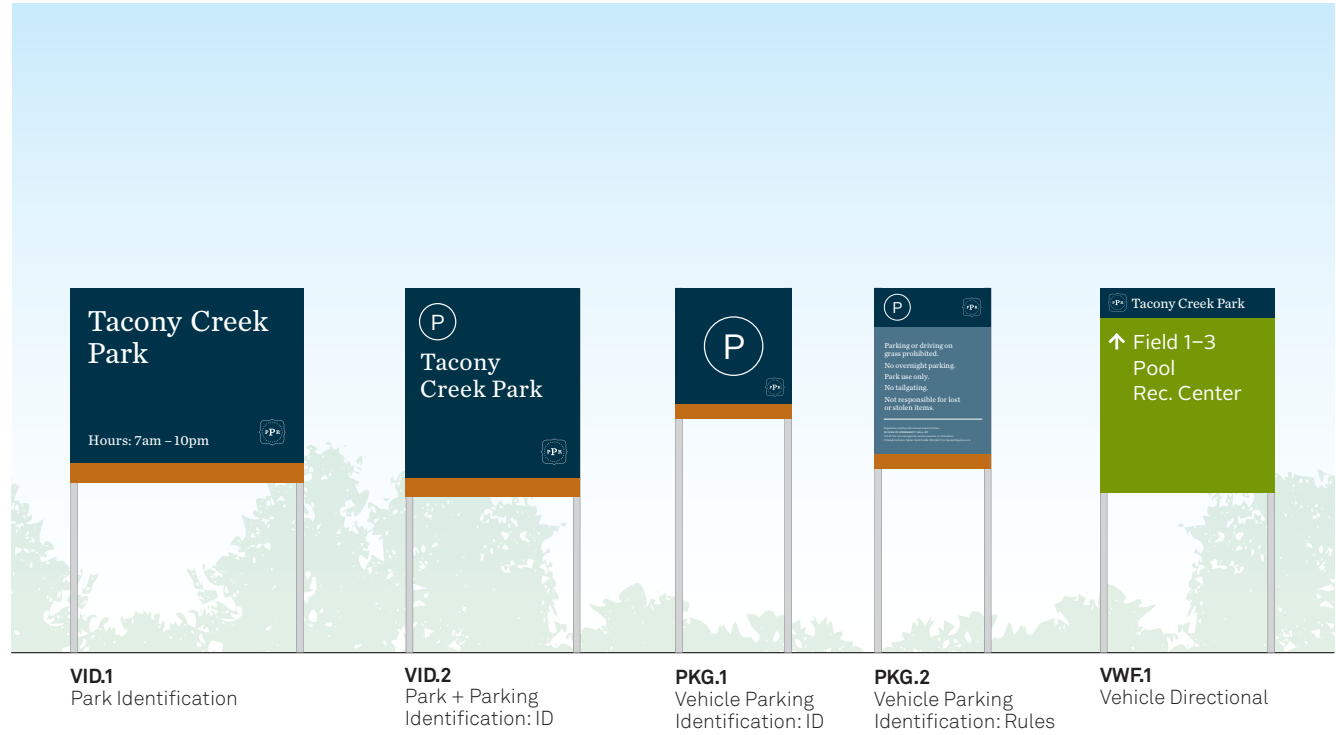
SECTION 2

SIGN SYSTEM MENU

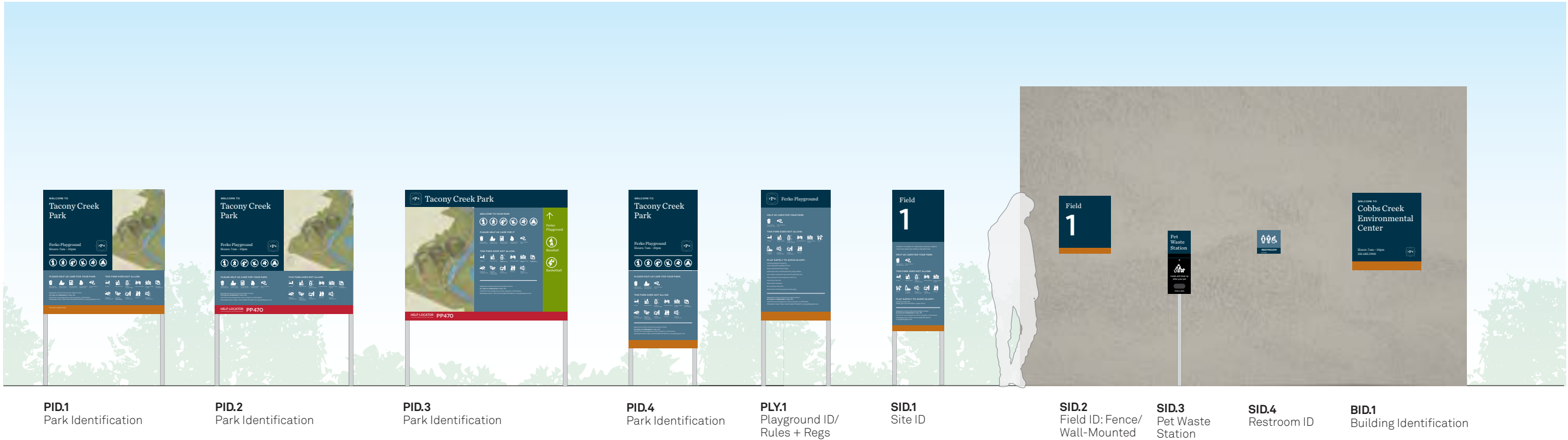
- 2A SIGN SYSTEM OVERVIEW
- 2B SIGN TYPE DRAWINGS
- 2C CONSTRUCTION DETAILS
- 2D INSTALLATION DETAILS
- 2E PLACEMENT DRAWINGS
- 2F PERFORMANCE SPECIFICATIONS

SIGN MENU OVERVIEW

VEHICULAR SIGNAGE

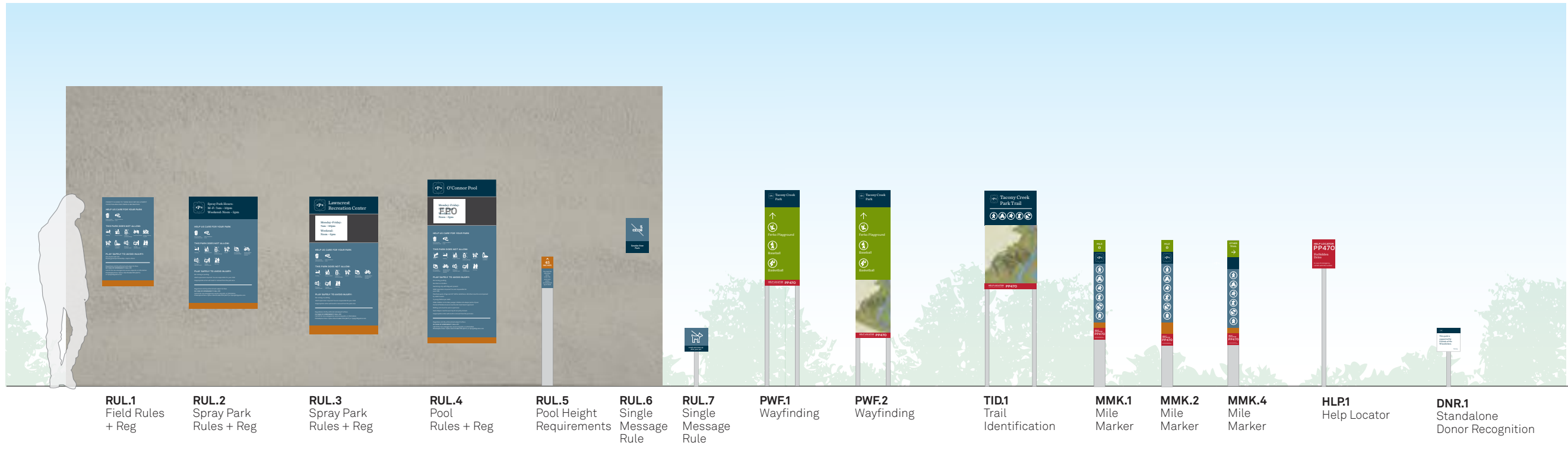


PEDESTRIAN SIGNAGE



SIGN MENU OVERVIEW

PEDESTRIAN SIGNAGE



PEDESTRIAN SIGNAGE

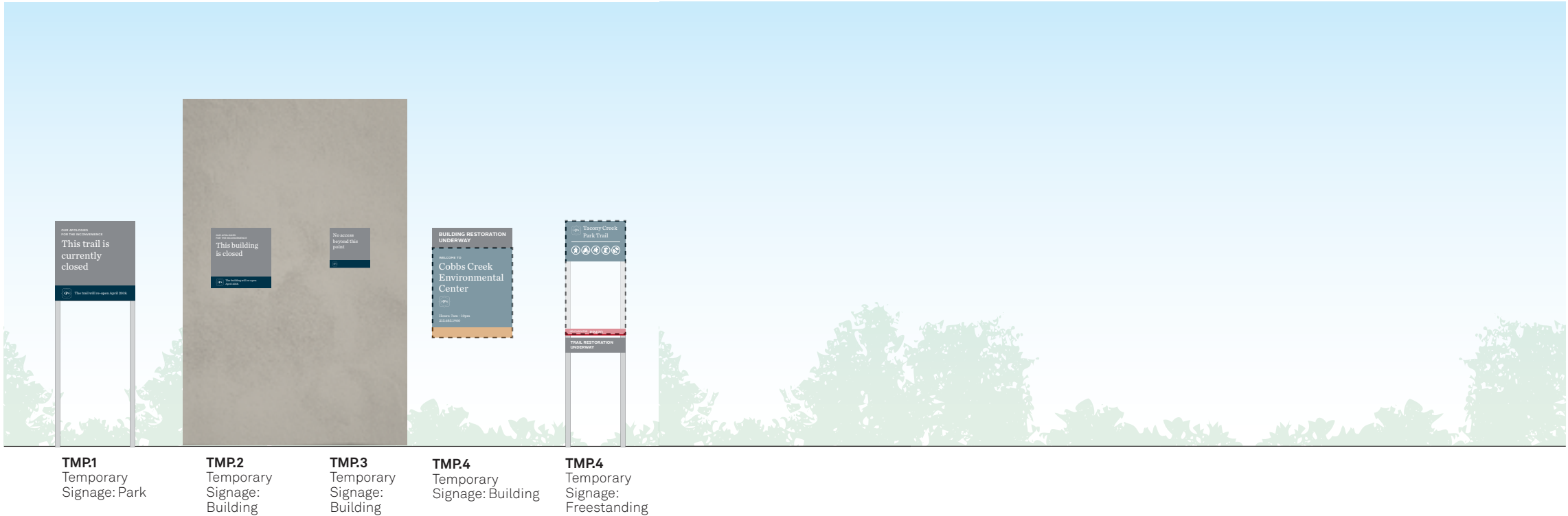


SIGN MENU OVERVIEW

INTERPRETIVE SIGNAGE



TEMPORARY SIGNAGE



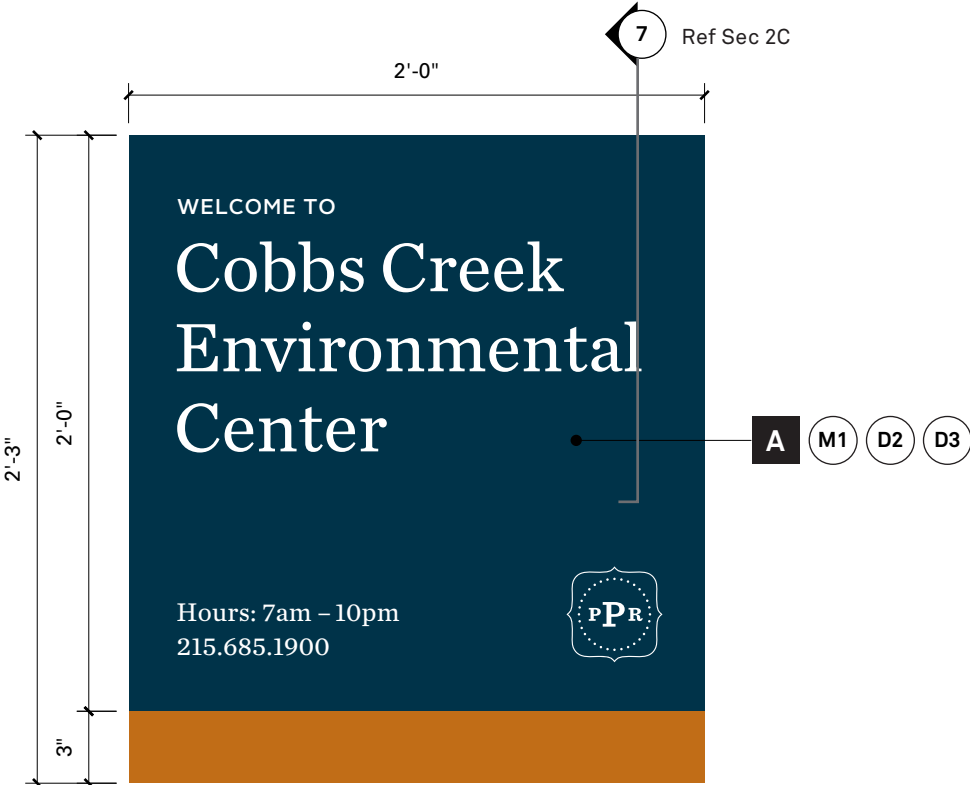
BID.1

Sign Type Description

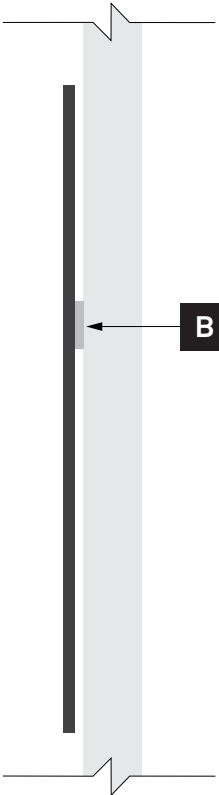
This sign type is to be used to identify buildings or structures owned by Philadelphia Parks & Recreation.



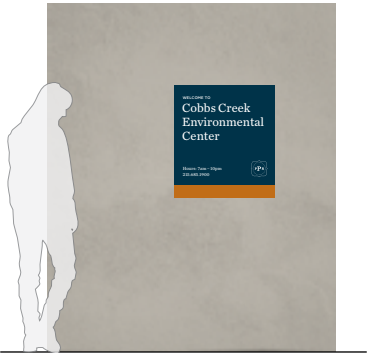
Top View
Scale: 1½"=1'-0"



Front Elevation
Scale: 1½"=1'-0"



Side View
Scale: 1½"=1'-0"

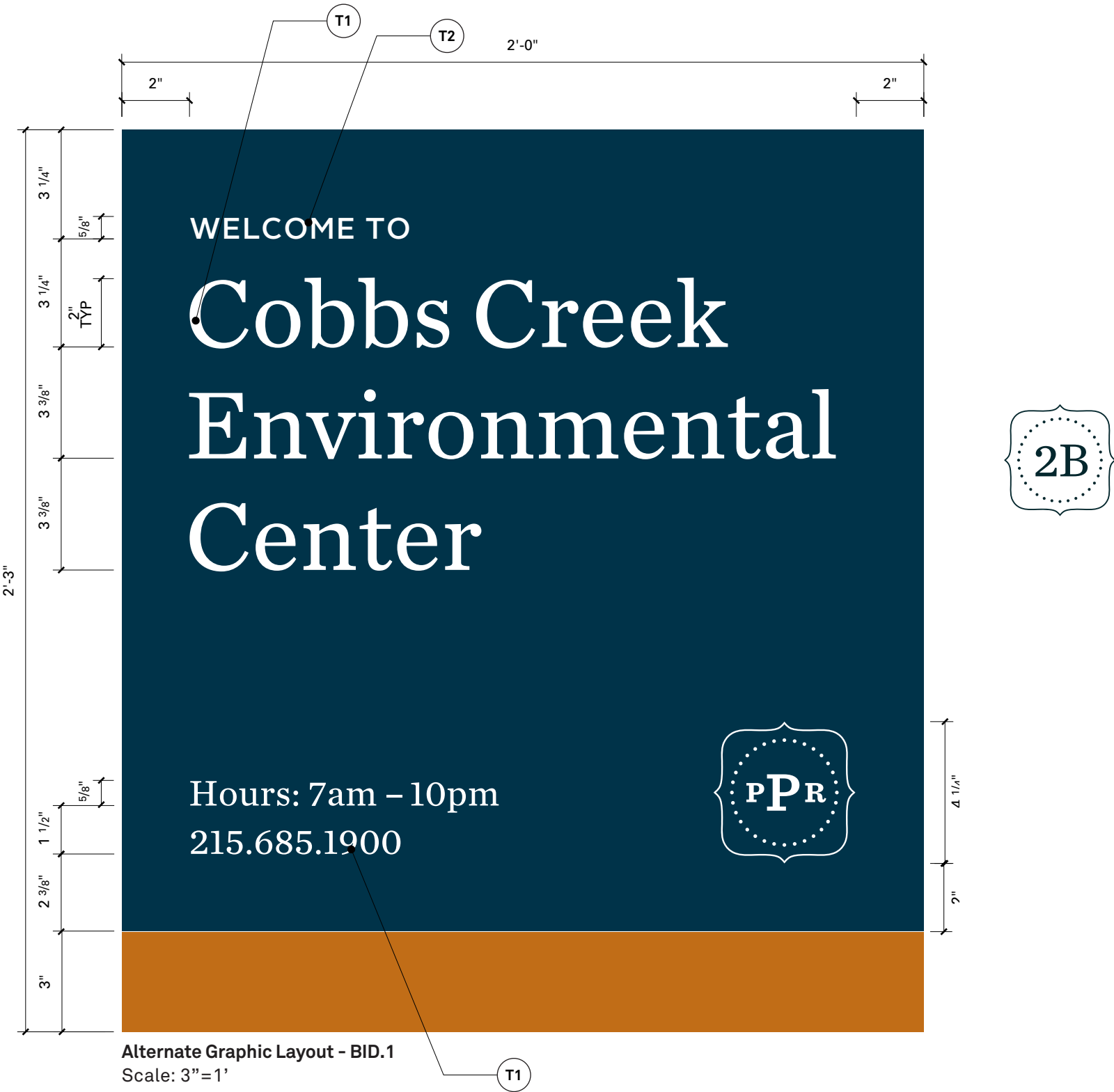
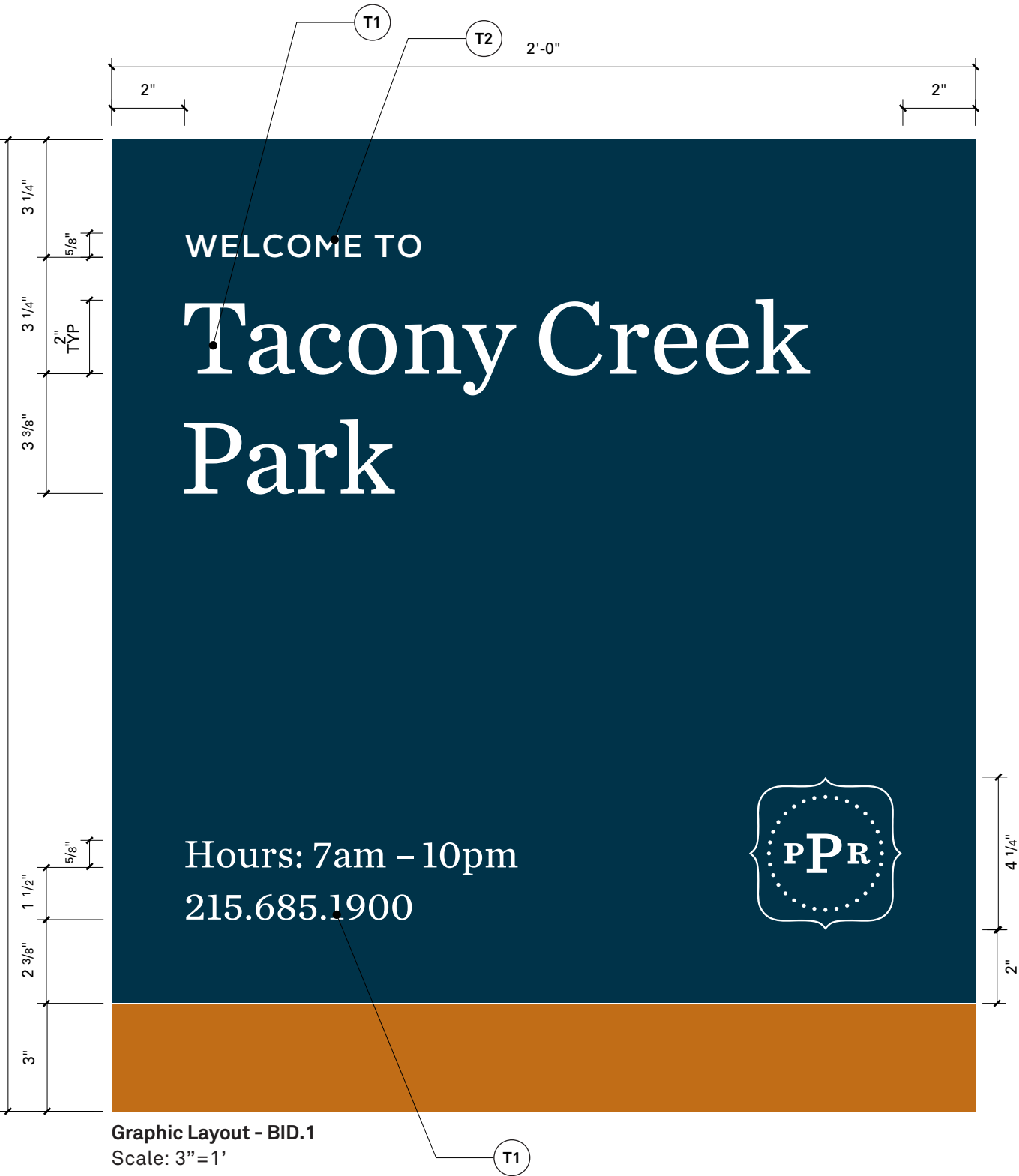


Scale Reference

- A Sign Panel**
½" thk custom high pressure laminate panel (CHPL). Printed messages and panel colors. Match colors as noted.
- B Z-Clip**
Aluminum panel clip. Not visible from face of sign. Minimize penetrations at mounting location.

Construction Details

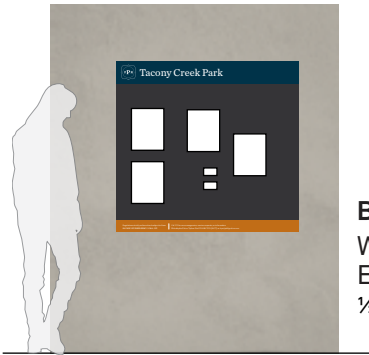
Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.



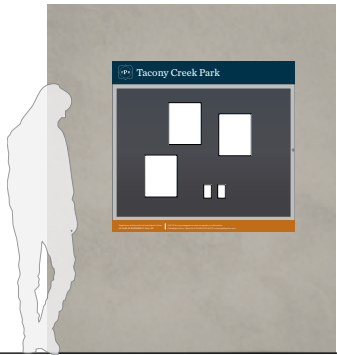
BUL.1

Sign Type Description

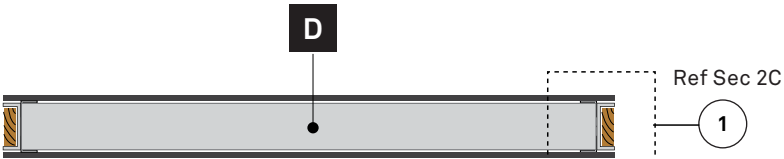
This sign type provides a means to organize postings at a site. Two options are available to choose from: enclosed cabinet and exposed tack surface. The enclosed cabinet is a standalone unit while the exposed tack surface can be standalone or backed up to the corresponding PID (Park Identification) sign type.



BUL.1t.w
Wall Mounted
Exposed tack
1/2" thk panels



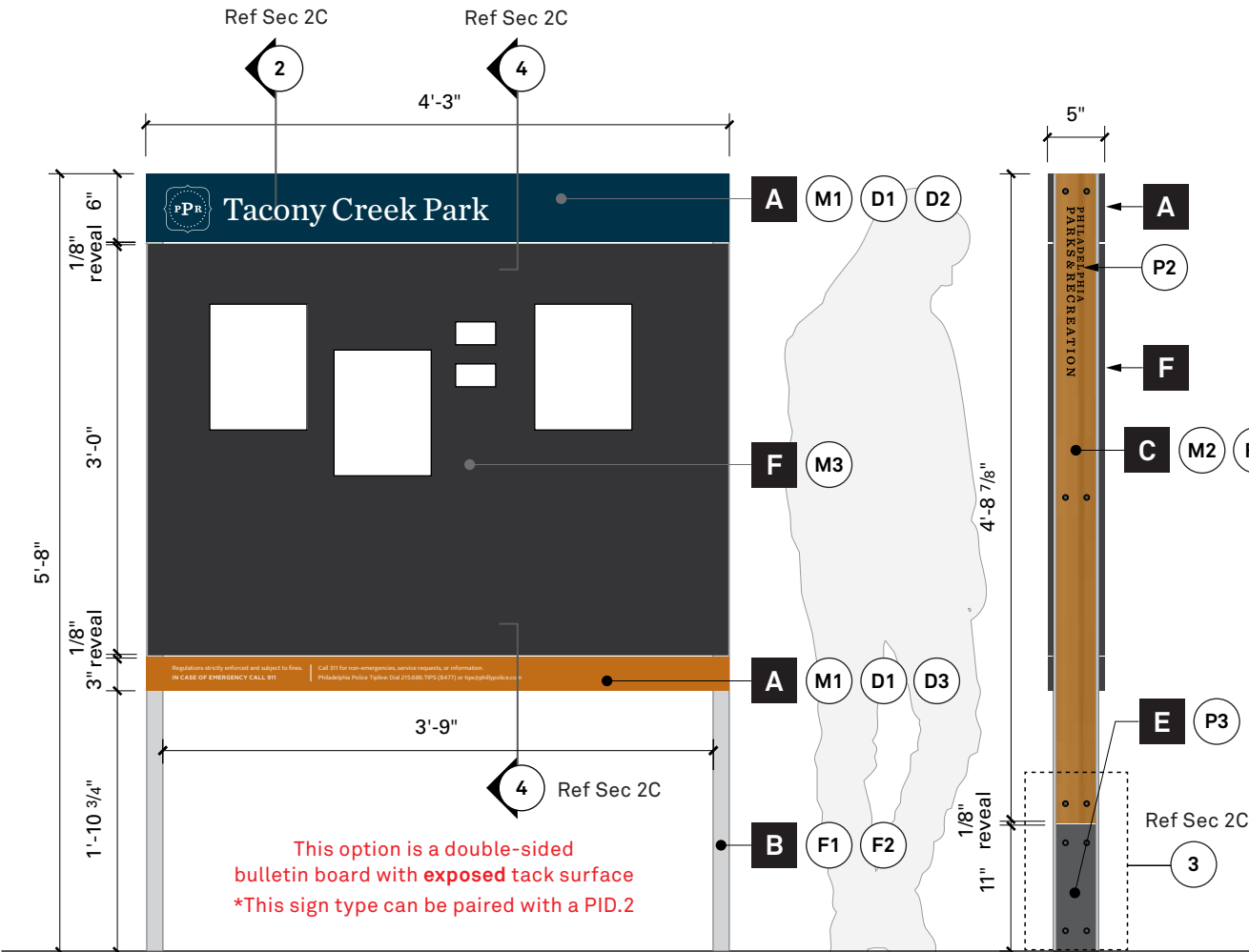
BUL.1c.w
Wall Mounted
Enclosed tack/case
1/2" thk panels



BUL.1t Top View
Scale: 3/4"=1'-0"

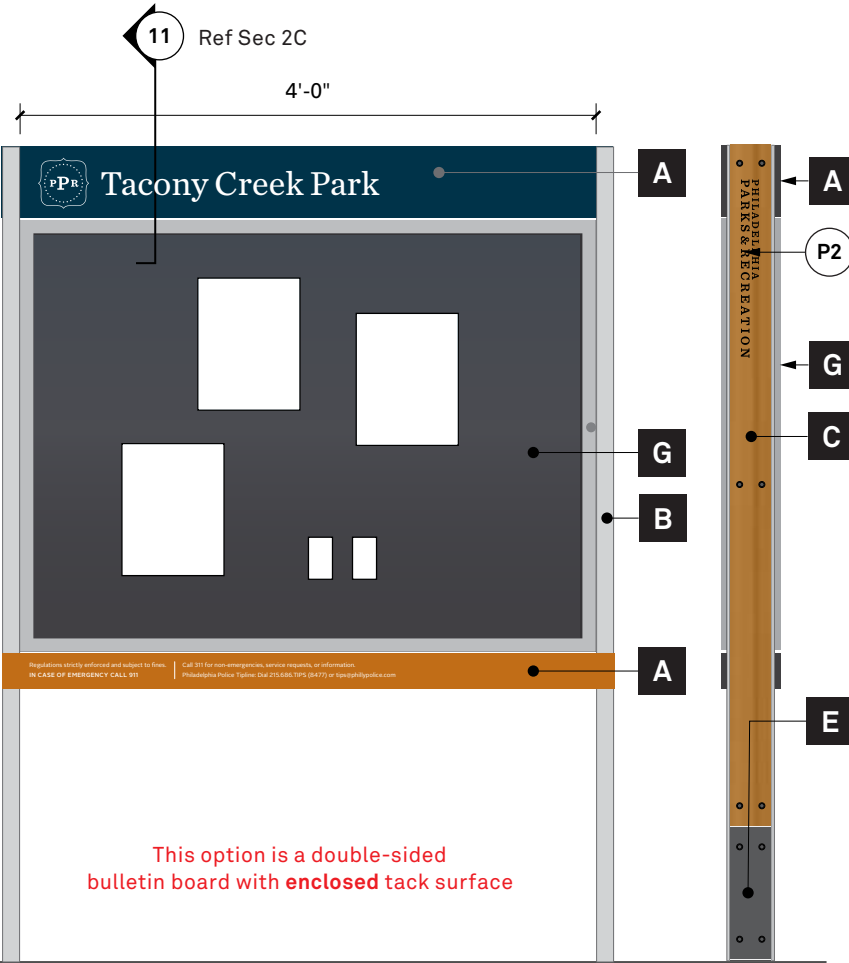


BUL.1c Top View
Scale: 3/4"=1'-0"



BUL.1t Front + Rear Elevation (Exposed Tack)
Scale: 3/4"=1'-0"

BUL.1t Side View
Scale: 3/4"=1'-0"



BUL.1c Front + Rear Elevation (Enclosed Tack)
Scale: 3/4"=1'-0"

BUL.1c Side View
Scale: 3/4"=1'-0"

- A Sign Panels**
Sizes vary. 1/2" thk custom high pressure laminate panels (CHPL). Printed messages and panel colors. Match colors as noted.
- B Aluminum Channel**
4" x 1 1/2" x .125 web 6063-T52 architectural (non-tapered) aluminum channel. Lengths vary. Finished and coated to match as noted.
- C Logo Panels**
3 3/8" x 1" thk black locust lumber. #1 grade, eased edges. Lengths vary. Laser etch and fill logo graphic. UV clear coated. Recess fasteners, first and second surfaces. See Detail 3 for fastener connections and sizes.
- D Support Tube**
2 x 4 aluminum tube welded to aluminum channels.
- E Footer Attachment**
3 3/8" x 1" thk aluminum welded to 1/4" thk aluminum plate. Drill and tap as required. Painted to match color as noted. Attach plate to concrete footer. Secure sign (channels) to footer attachments. Footer plate should be below grade and covered as specified in Detail 3.
- F Tack Surface**
1/4" thick colored cork (Forbo panel) permanently adhered to 1/4" layer of durable and moisture-resistant MDF.
- G Glass Enclosed Case**
48wx36hx2d, 2 door enclosed bulletin board, hinged, shatter-resistant acrylic door with lock, interior back with tackable vinyl.

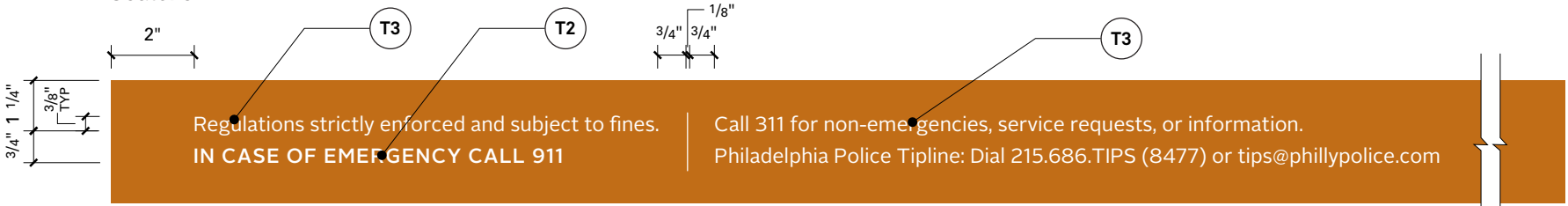
Construction Details

Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.

BUL.1



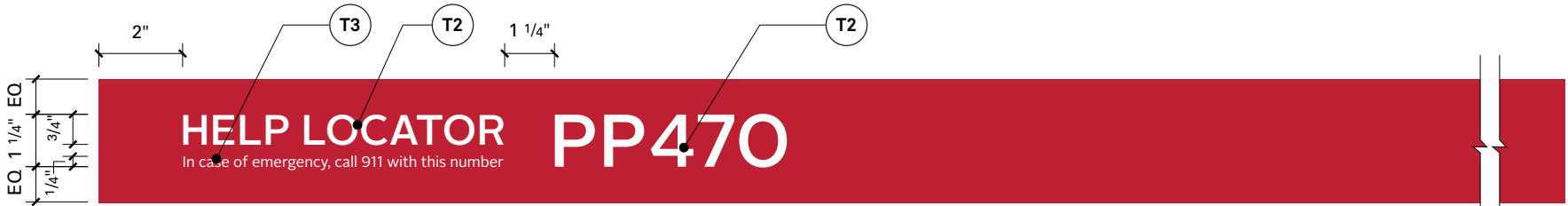
Graphic Layout BUL.1- Identification panel
Scale: 3"=1'



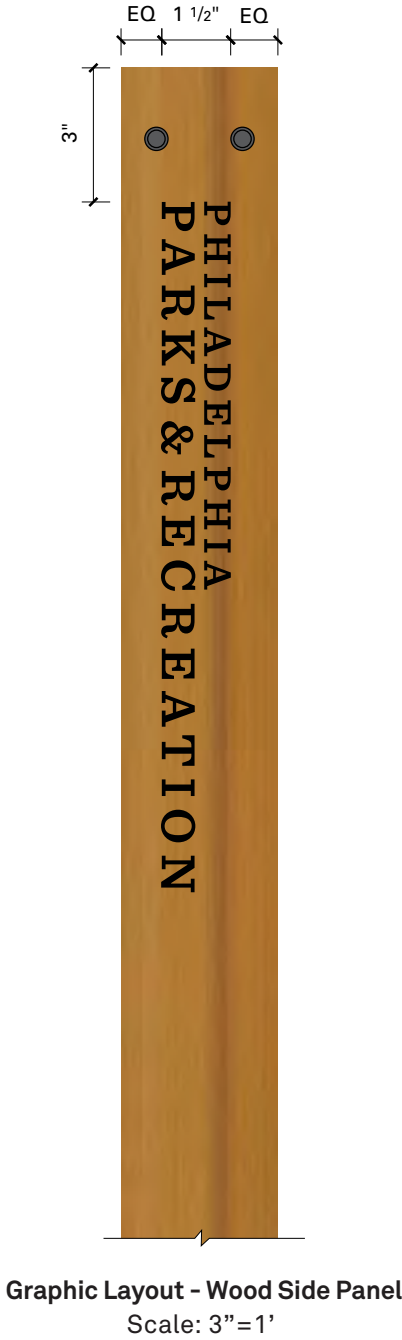
Graphic Layout BUL.1 - Information panel
Scale: 3"=1'



Alternate Graphic Layout BUL.1 - Identification panel
Scale: 3"=1'



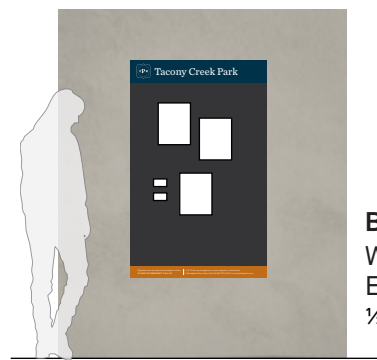
Graphic Layout BUL.1 - Help locator panel
Scale: 3"=1'



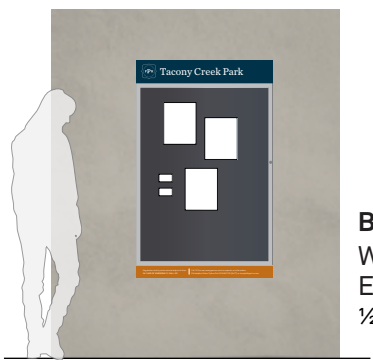
BUL.2

Sign Type Description

This sign type provides a means to organize postings at a site. Two options are available to choose from: enclosed cabinet and exposed tack surface. The enclosed cabinet is a standalone unit while the exposed tack surface can be standalone or backed up to the corresponding PID (Park Identification) sign type.



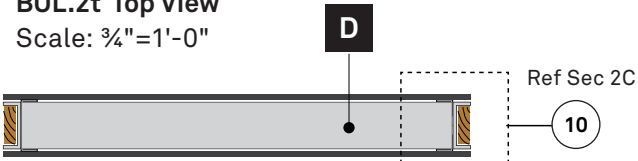
BUL.2t.w
Wall Mounted
Exposed tack
½" thk panels



BUL.2c.w
Wall Mounted
Enclosed tack/case
½" thk panels

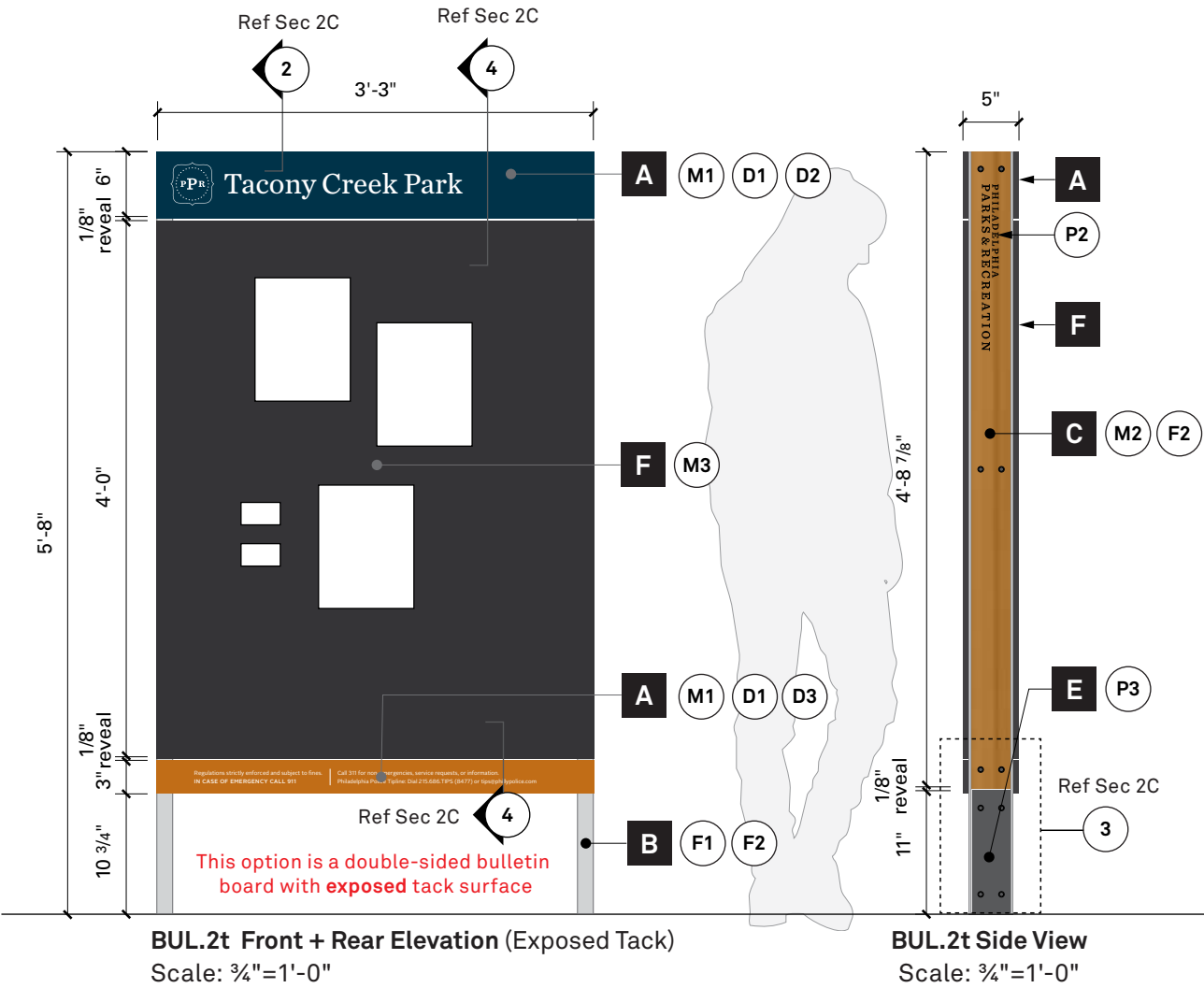


BUL.2t Top View
Scale: ¾"=1'-0"



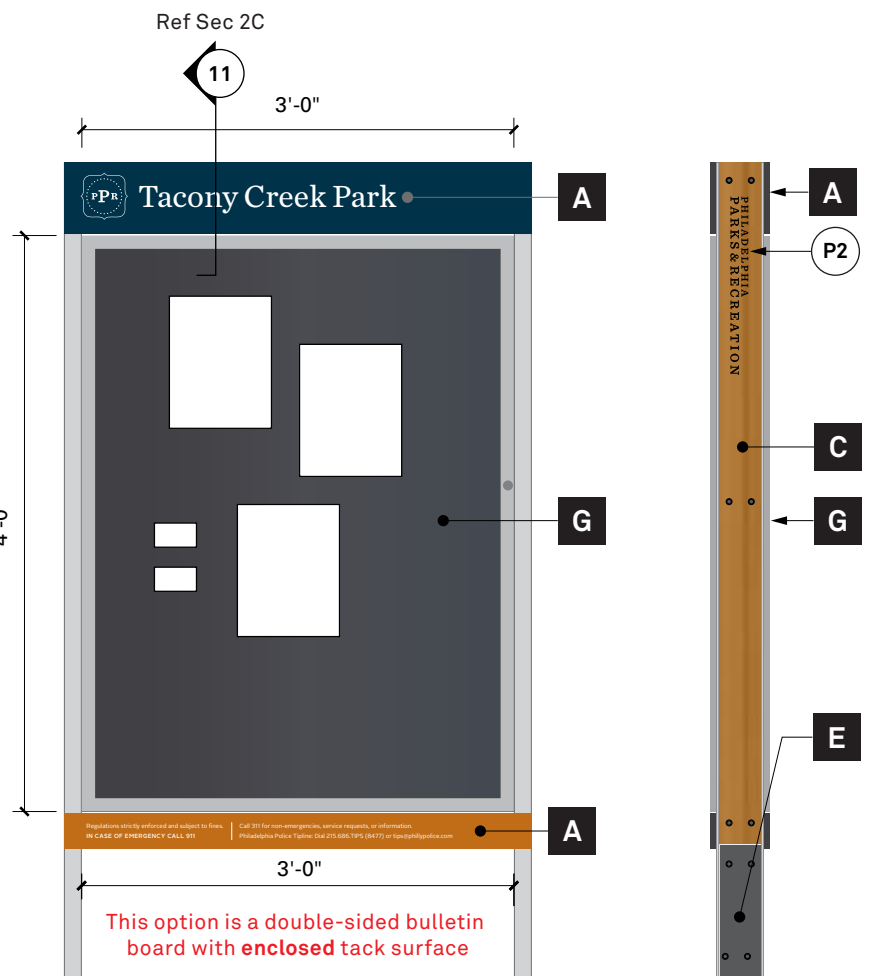
BUL.2c Top View
Scale: ¾"=1'-0"

2B



BUL.2t Front + Rear Elevation (Exposed Tack)
Scale: ¾"=1'-0"

BUL.2t Side View
Scale: ¾"=1'-0"



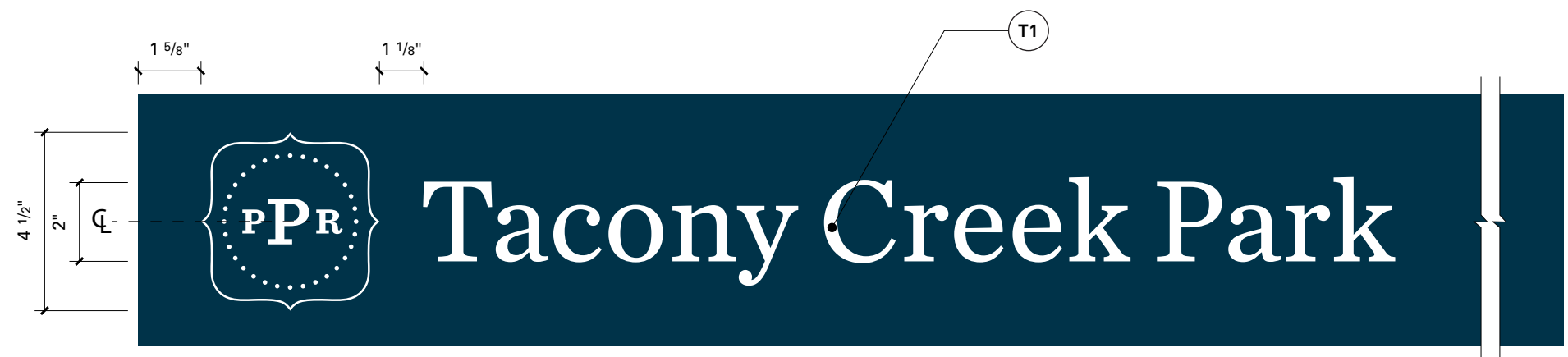
BUL.2c Front + Rear Elevation (Enclosed Tack)
Scale: ¾"=1'-0"

BUL.2c Side View
Scale: ¾"=1'-0"

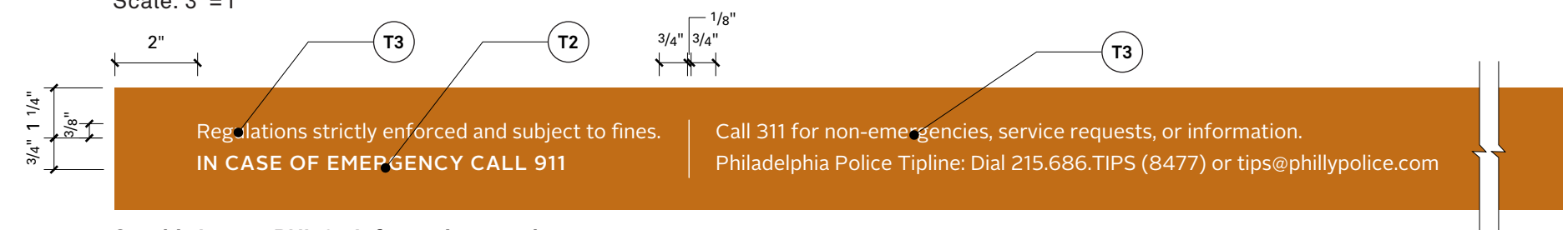
- A Sign Panels**
Sizes vary. ½" thk custom high pressure laminate panels (CHPL). Printed messages and panel colors. Match colors as noted.
- B Aluminum Channel**
4" x 1½" x .125 web 6063-T52 architectural (non-tapered) aluminum channel. Lengths vary. Finished and coated to match as noted.
- C Logo Panels**
3 3/8" x 1" thk black locust lumber. #1 grade, eased edges. Lengths vary. Laser etch and fill logo graphic. UV clear coated. Recess fasteners, first and second surfaces. See Detail 3 for fastener connections and sizes.
- D Support Tube**
2 x 4 aluminum tube welded to aluminum channels.
- E Footer Attachment**
3 3/8" x 1" thk aluminum welded to ¼" thk aluminum plate. Drill and tap as required. Painted to match color as noted. Attach plate to concrete footer. Secure sign (channels) to footer attachments. Footer plate should be below grade and covered as specified in Detail 3.
- F Tack Surface**
¼" thick colored cork (Forbo panel) permanently adhered to ¼" layer of durable and moisture-resistant MDF.
- G Glass Enclosed Case**
36wx48hx2d, 2 door enclosed bulletin board, hinged, shatter-resistant acrylic door with lock, interior back with tackable vinyl.

Construction Details
Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.

BUL.2



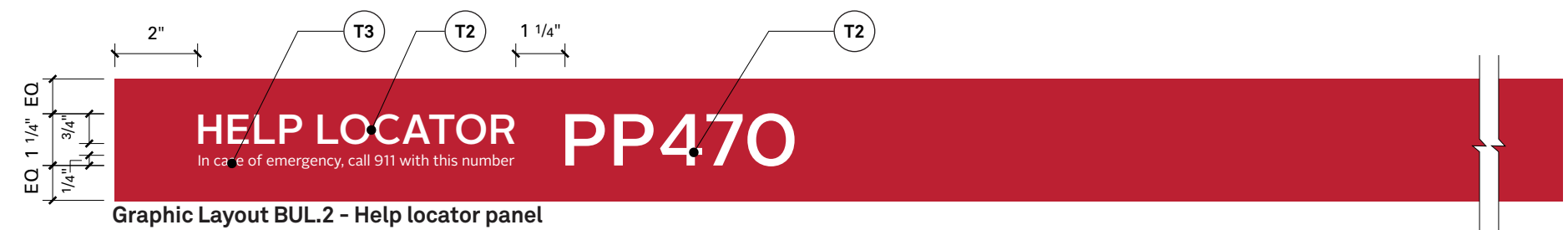
Graphic Layout BUL.2 - Identification panel
Scale: 3"=1'



Graphic Layout BUL.2 - Information panel
Scale: 3"=1'



Alternate Graphic Layout BUL.2 - Identification panel
Scale: 3"=1'



Graphic Layout BUL.2 - Help locator panel
Scale: 3"=1'



BUL.3

Sign Type Description

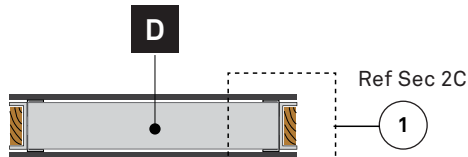
This sign type provides a means to organize postings at a site. Two options are available to choose from: enclosed cabinet and exposed tack surface. The enclosed cabinet is a standalone unit while the exposed tack surface can be standalone or backed up to the corresponding PID (Park Identification) sign type.



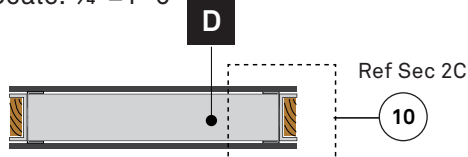
BUL.3t.w
Wall Mounted
Exposed tack
½" thk panels



BUL.3c.w
Wall Mounted
Glass enclosed
½" thk panels

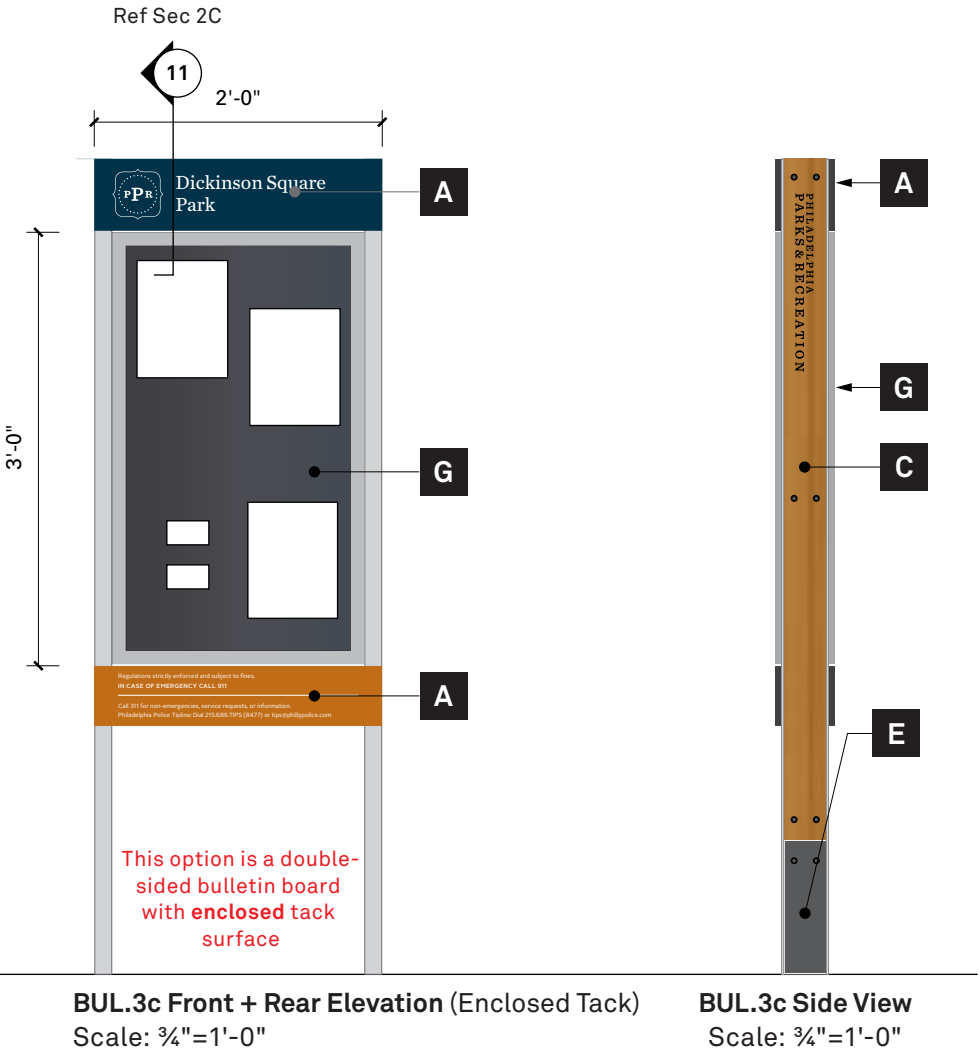
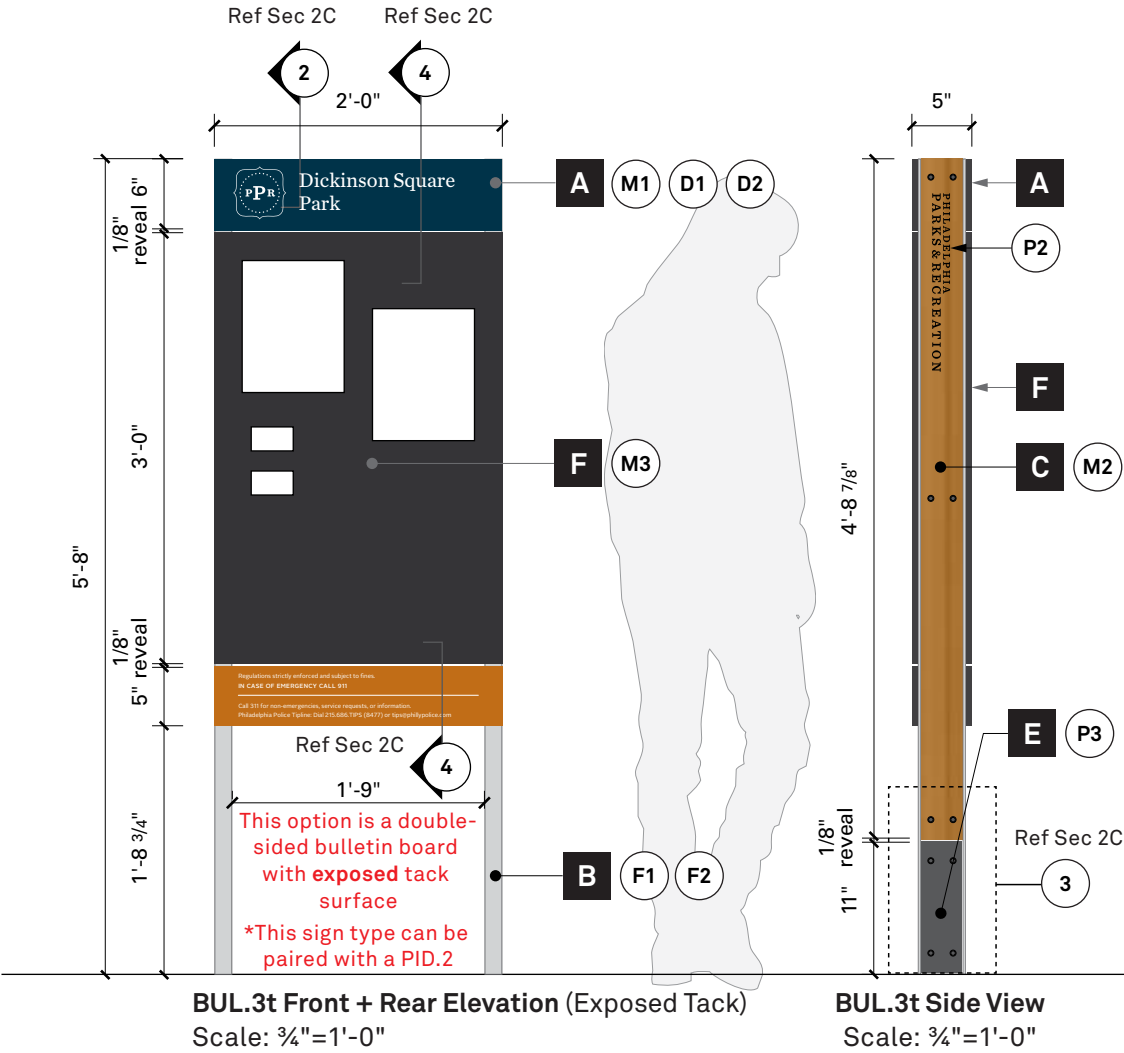


BUL.3t Top View
Scale: ¾"=1'-0"



BUL.3c Top View
Scale: ¾"=1'-0"

2B

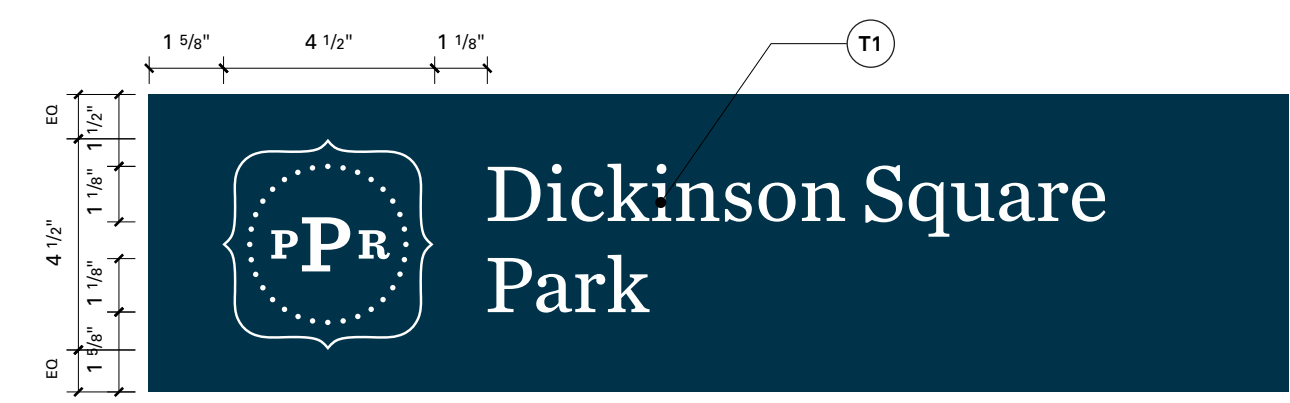


- A Sign Panels**
Sizes vary. ½" thk custom high pressure laminate panels (CHPL). Printed messages and panel colors. Match colors as noted.
- B Aluminum Channel**
4" x 1½" x .125 web 6063-T52 architectural (non-tapered) aluminum channel. Lengths vary. Finished and coated to match as noted.
- C Logo Panels**
3 3/8" x 1" thk black locust lumber. #1 grade, eased edges. Lengths vary. Laser etch and fill logo graphic. UV clear coated. Recess fasteners, first and second surfaces. See Detail 3 for fastener connections and sizes.
- D Support Tube**
2 x 4 aluminum tube welded to aluminum channels.
- E Footer Attachment**
3 3/8" x 1" thk aluminum welded to ¼" thk aluminum plate. Drill and tap as required. Painted to match color as noted. Attach plate to concrete footer. Secure sign (channels) to footer attachments. Footer plate should be below grade and covered as specified in Detail 3.
- F Tack Surface**
¼" thick colored cork (Forbo panel) permanently adhered to ¼" layer of durable and moisture-resistant MDF.
- G Glass Enclosed Case**
24wx36hx2d, 2 door enclosed bulletin board, hinged, shatter-resistant acrylic door with lock, interior back with tackable vinyl.

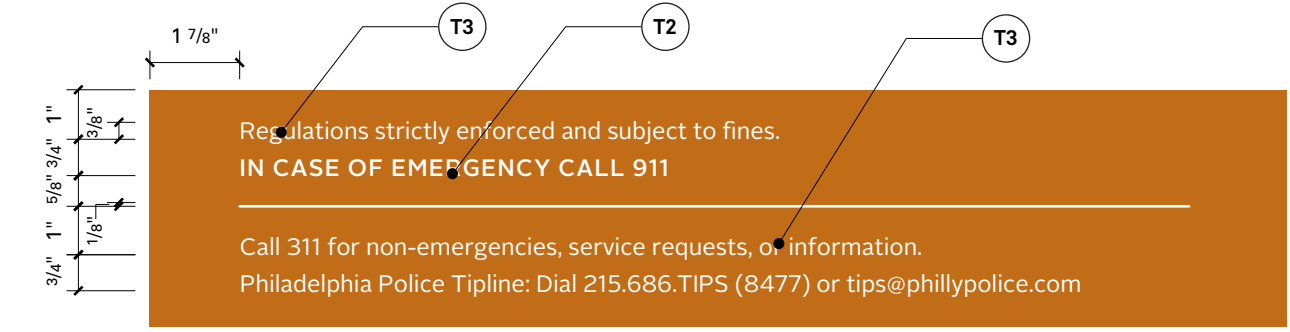
Construction Details

Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.

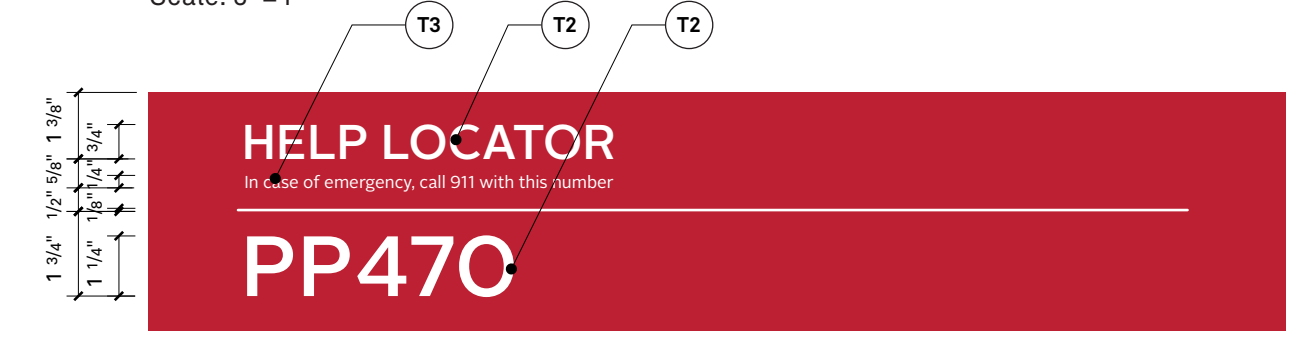
BUL.3



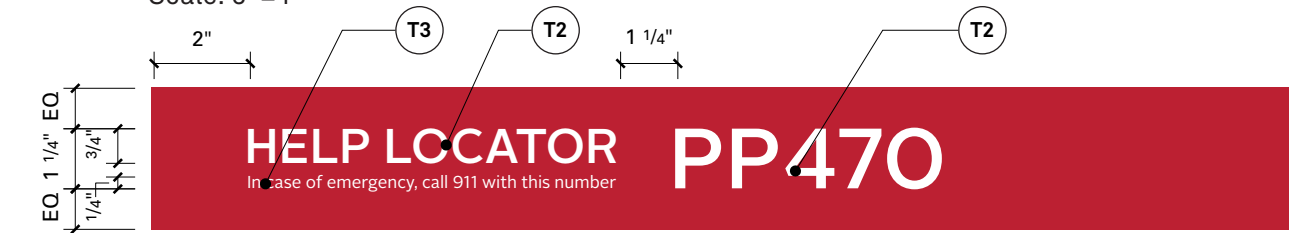
Graphic Layout - Identification panel
Scale: 3"=1'



Graphic Layout - Information panel
Scale: 3"=1'



Graphic Layout - Help locator panel
Scale: 3"=1'



Graphic Layout - Alternate help locator panel
Scale: 3"=1'



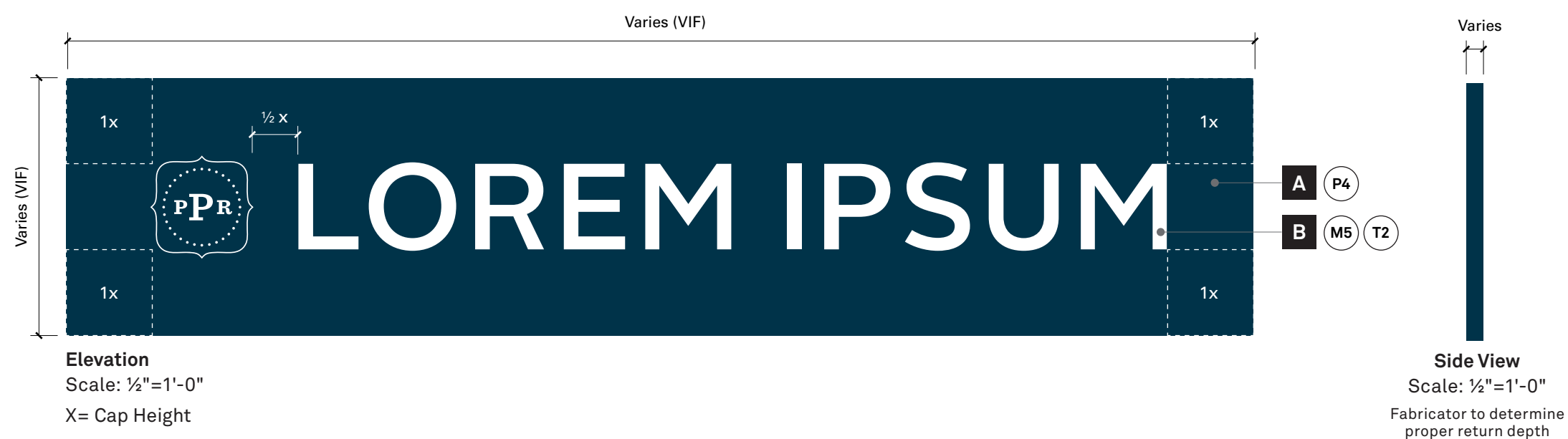
Graphic Layout - Wood Side Panel
Scale: 3"=1'





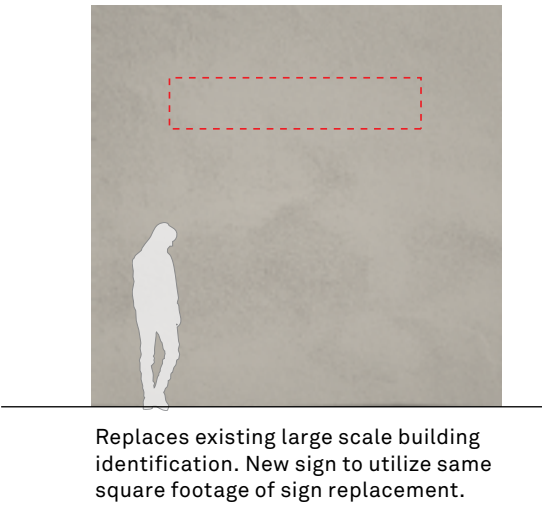
Sign Type Description

This sign type is available to address unique instances where there is an existing sign that is integrated into the landscape or a structure.



Letter Height (Inches)	Distance for Best Impact (feet)	Maximum Read Distance (feet)
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
48"	480'	2000'
60"	600'	2500'

Size Impact Chart
Pedestrian Based



- A Sign Cabinet**
Sizes vary. Aluminum tube frame construction. Clad frame with .090 thk aluminum. Attach faces and returns to frame with VHB tape. Paint to match colors as noted. Attach to building surface as required.
- B Vinyl Letters**
Applied vinyl letters to match as noted.

Construction Details

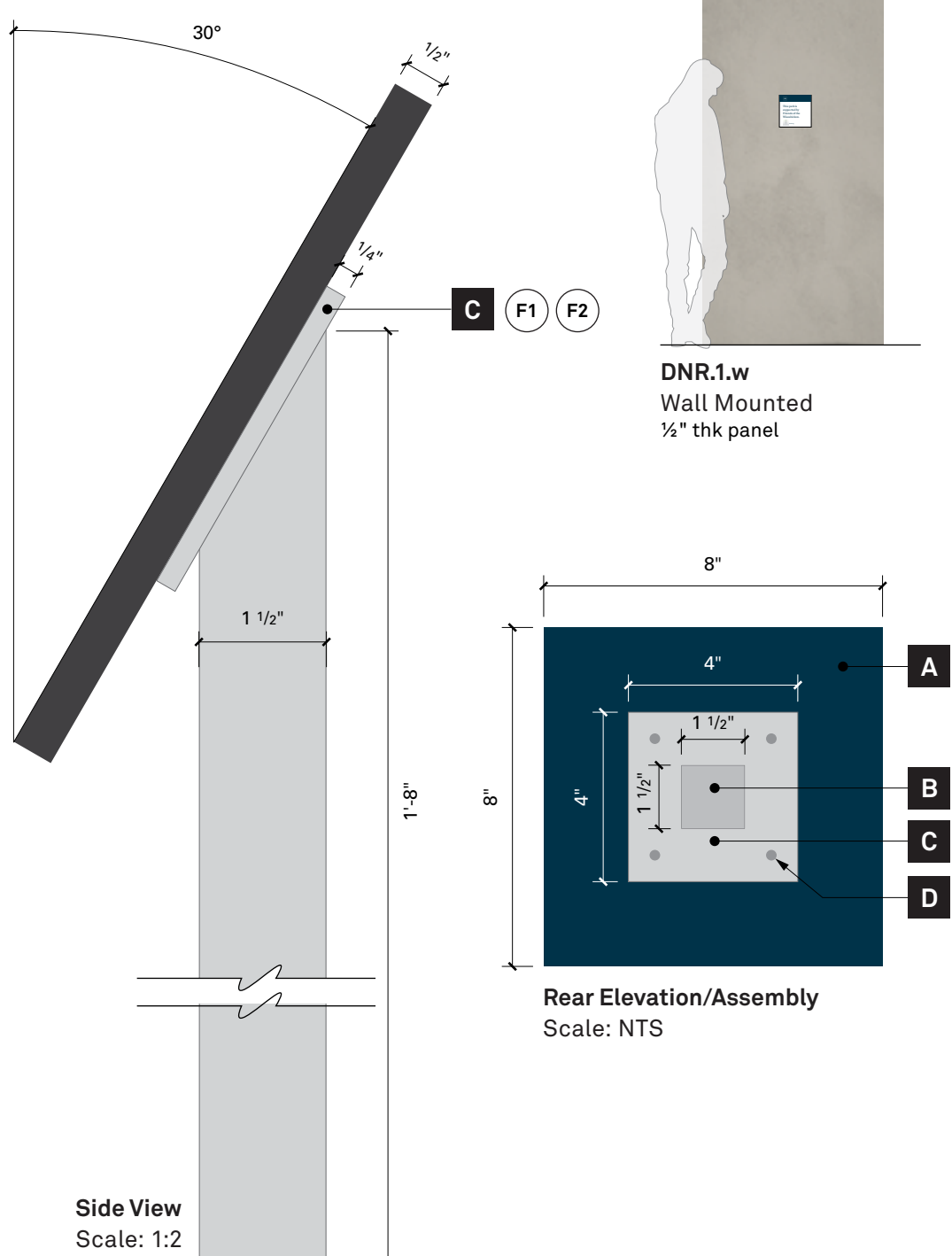
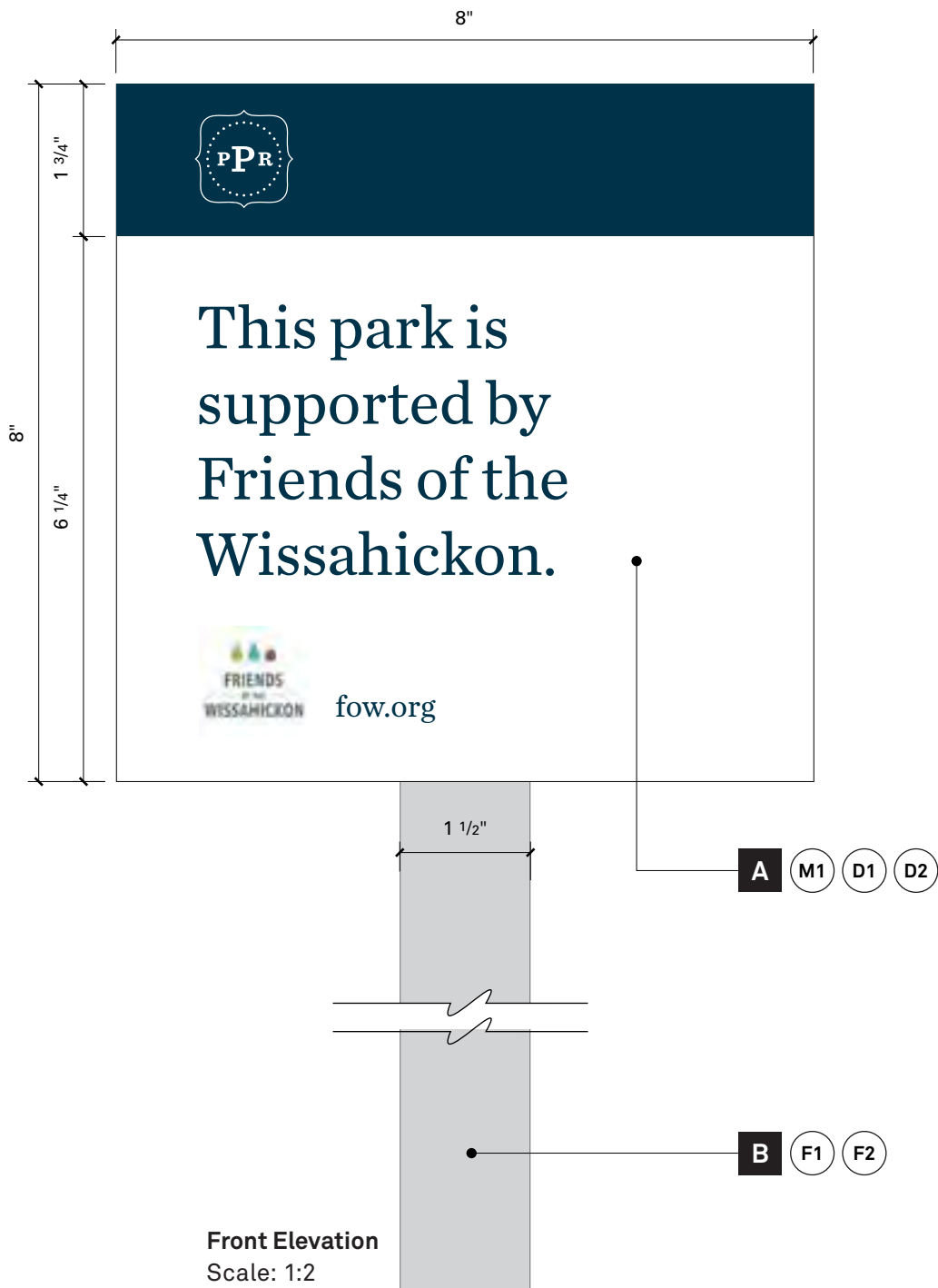
Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.

DNR.1

Sign Type Description

This sign type is used to recognize individuals and/or organizations that support a Philadelphia Park & Recreation site and/or asset.

2B



- A Sign Panel**
1/2" thk custom high pressure laminate panels (CHPL). Printed messages and panel colors. Match colors as noted.
- B Aluminum Tube**
1 1/2" x 3/4" aluminum tube (1/8" wall). Cap top end. Finished and coated to match as noted.
- C Mounting Panel**
1/4" thk aluminum plate. Drill holes as required. Finished and coated to match as noted.
- D Fasteners**
Grainger #10-32 (1/2"L) Tamper Resistant Screw with Flat Head Type, Plain Finish, 18-8 Stainless

Construction Details

Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.

DNR.1



Graphic Layout - DNR.1.w
Scale: Half scale



Graphic Layout - DNR.1.w Alternate Layout
Scale: Half scale

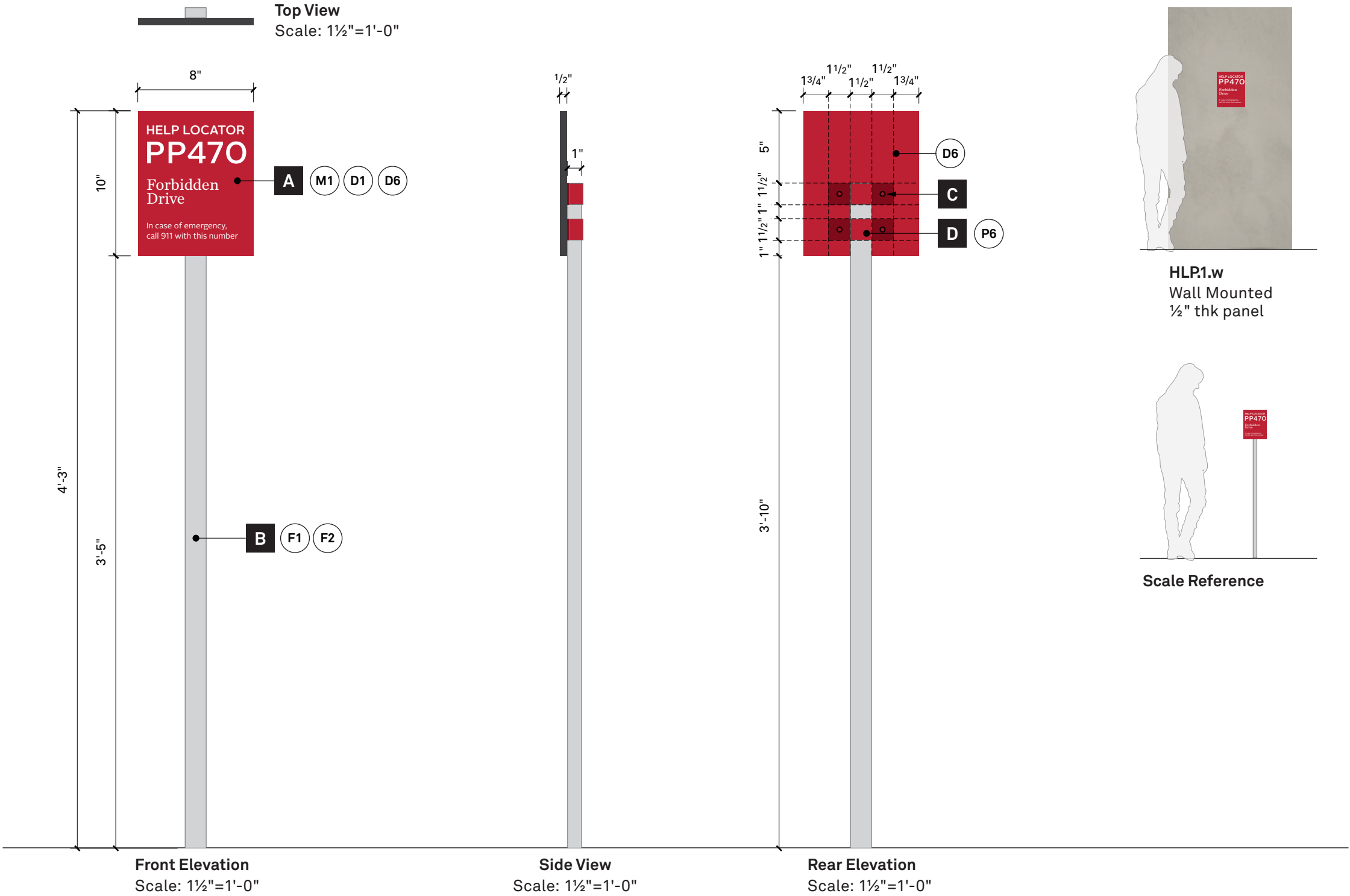


HLP.1

Sign Type Description

This sign type is used for standalone posting of a help locator in remote areas of a Philadelphia Parks & Recreation site.

2B

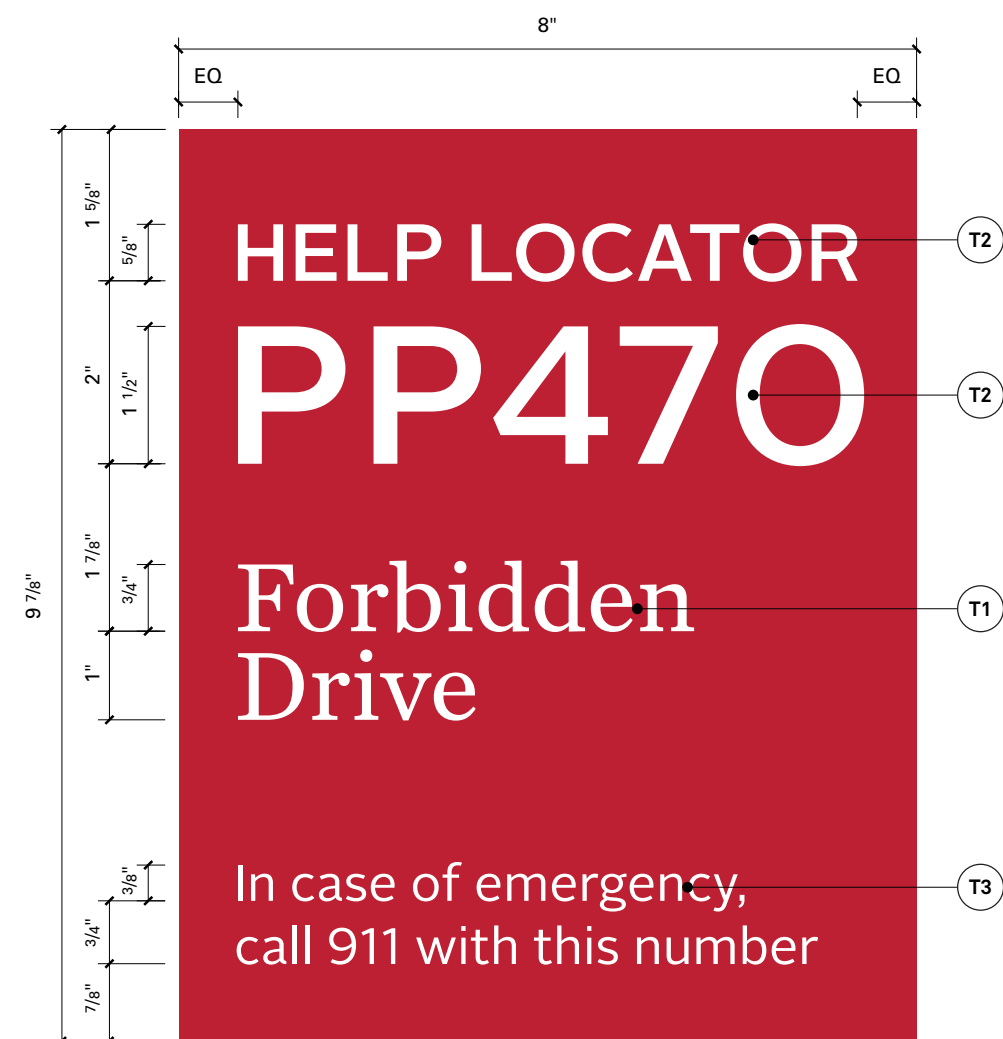


- A Sign Panel**
8" w x 10"h x ½" thk custom high pressure laminate panel (CHPL). Printed messages and panel colors. Match as noted.
- B Aluminum Tube**
1½" x 1" aluminum tube (1/8" wall). Cap top end. Finished and coated to match as noted.
- C Fasteners**
Grainger #10-32 (1"L) Tamper Resistant Screw with Flat Head Type, Plain Finish, 18-8 Stainless
- D Attachment Bracket**
Aluminum sleeve mounting bracket (1/8" wall). Size as specified. Paint to match color as noted.

Construction Details

Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.

HLP.1



Graphic Layout - HLR.1.p
Scale: Half Scale



INH.1

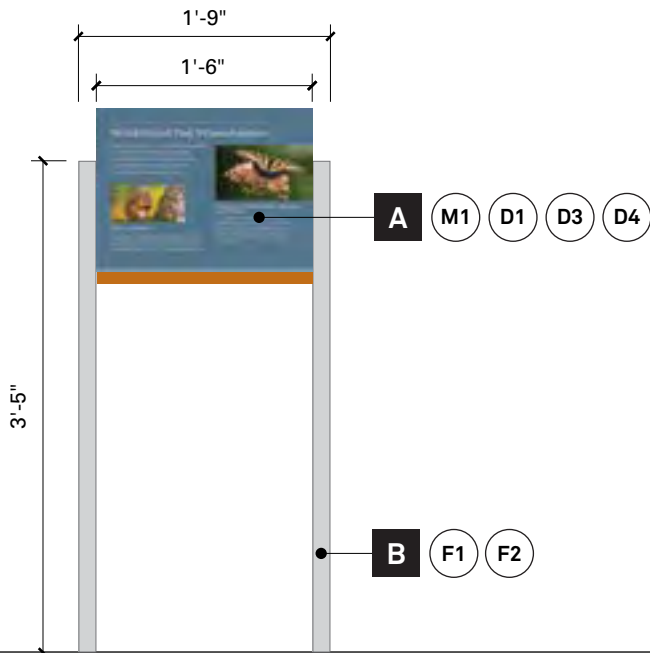
Sign Type Description

This sign type is used to interpret a singular property element —i.e. plant, animal, sculpture, etc.

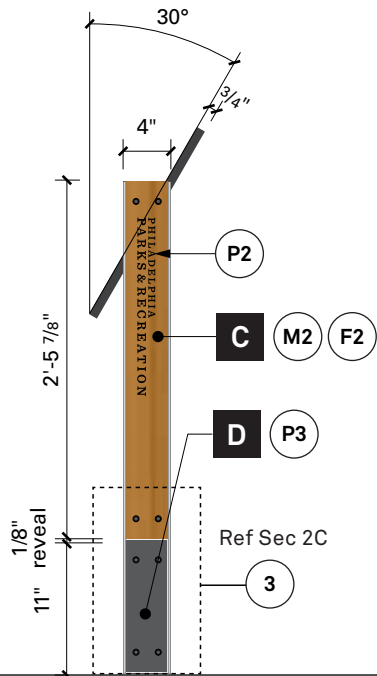
2B



Top View
Scale: 3/4"=1'-0"



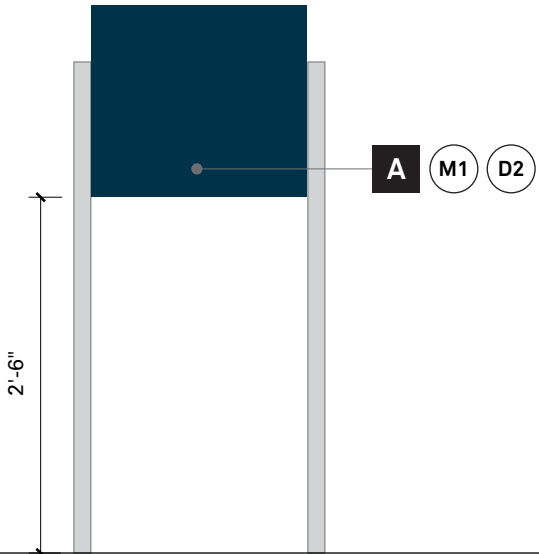
Front Elevation
Scale: 3/4"=1'-0"



Side View
Scale: 3/4"=1'-0"



INH.1.w
Wall Mounted
1/2" thk panel



Rear Elevation
Scale: 3/4"=1'-0"

- A Sign Panel**
Sizes vary. 3/4" thk custom high pressure laminate panels (CHPL). Printed messages and panel colors. Match colors as noted.
- B Aluminum Channel**
4" x 1 1/2" x .125 web 6063-T52 architectural (non-tapered) aluminum channel. Lengths vary. Finished and coated to match as noted.
- C Logo Panels**
3 3/8" x 1" thk black locust lumber. #1 grade, eased edges. Lengths vary. Laser etch and fill logo graphic. UV clear coated. Recess fasteners, first and second surfaces. See Detail 3 for fastener connections and sizes.
- D Footer Attachment**
3 3/8" x 1" thk aluminum welded to 1/4" thk aluminum plate. Drill and tap as required. Painted to match color as noted. Attach plate to concrete footer. Secure sign (channels) to footer attachments. Footer plate should be below grade and covered as specified in Detail 3.

Construction Details

Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.

Horizontal Layout A
XSmall

Align the center of the letterform with the middle points of the logo

Primary Header:
Chronicle Text G2, Roman
80pt / 92pt leading
10pt tracking
Color: white

Rich with trees and habitats, the park is also full of wildlife. Thousands of different kinds of insects, birds, mammals and reptiles live here. Here are some you may see.

RED SQUIRREL

In fall, watch for red squirrels busily storing the seeds they'll eat through winter. At home in hemlocks, red squirrels are harder to spot than their larger cousins, eastern gray squirrels.

EASTERN TIGER SWALLOWTAIL BUTTERFLY

In summer, watch for eastern tiger swallowtail butterflies. These caterpillars eat the leaves of black cherry and tulip trees. Whenever you see these trees, you may see females laying their eggs on the leaves.

1/2" bars can be used as graphic elements; use only at top and bottom of layout
Color: PMS 5405 C or PMS 5425 C

Tertiary Body Copy:
Alright Sans, Regular
26pt / 38pt leading
0pt tracking
Color: white

Horizontal Layout B
XSmall

Primary Header:
Chronicle Text G2, Roman
80pt / 92pt leading
10pt tracking
Color: white

Tertiary Body Copy:
Alright Sans, Regular
26pt / 38pt leading
0pt tracking
Color: white

Red Squirrel

The red squirrel is a small squirrel with reddish to reddish-gray fur on top and a white or cream underside. It has white around its eyes. Its tail is not as long or bushy as the tail of other tree squirrels. In the summer, the red squirrel may have a black stripe on its sides. Its marked front claws and powerful hind legs make it a very good climber and jumper.

In fall, watch for red squirrels busily storing the seeds they'll eat through winter. At home in hemlocks, red squirrels are harder to spot than their larger cousins, eastern gray squirrels.

Image sizes can vary; there are no set sizes or ratios

Align right and bottom margin with the right and bottom edge of the logo

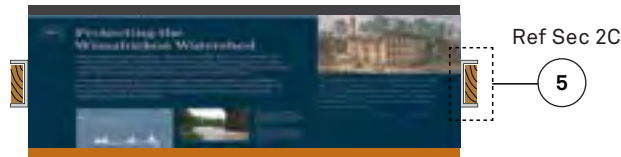




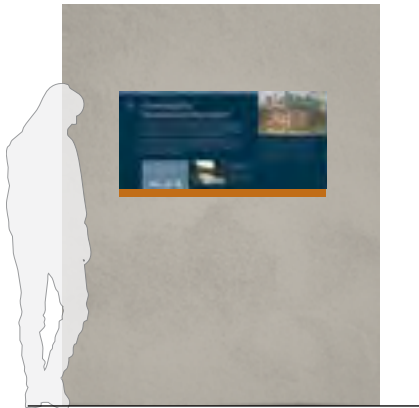
INH.2

Sign Type Description

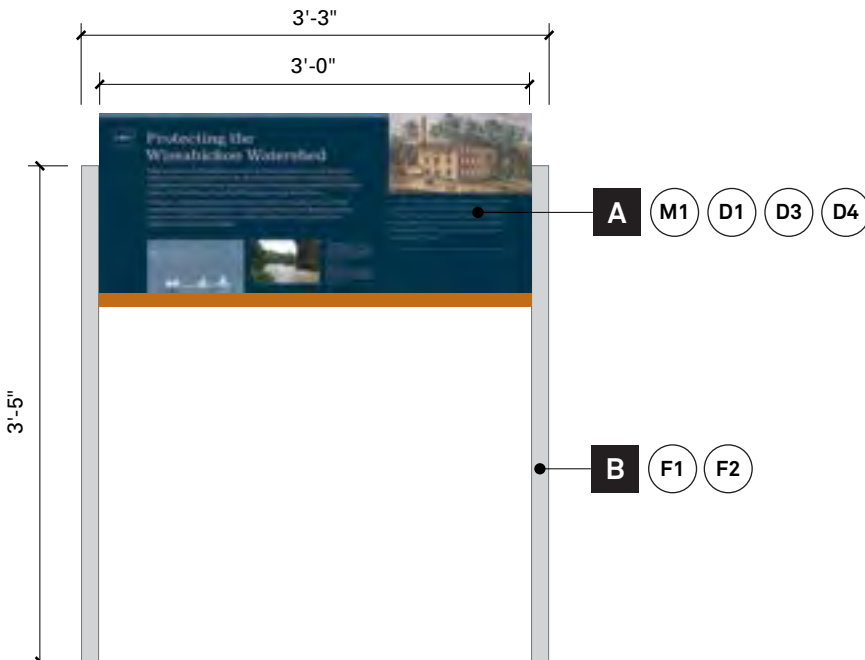
This sign type is used to interpret a property element or history of the site or structure. This sign type accommodates one 150-word story and 2 - 4 images.



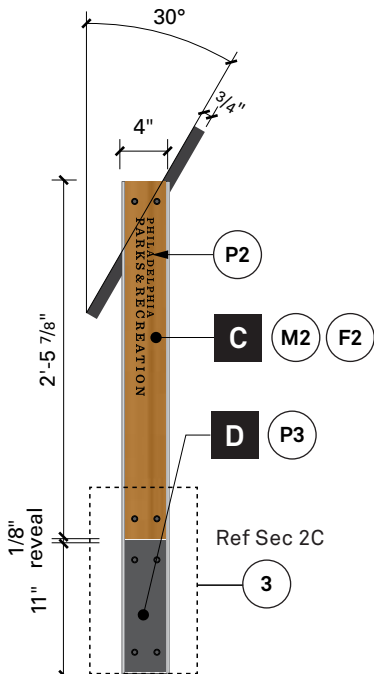
Top View
Scale: 3/4"=1'-0"



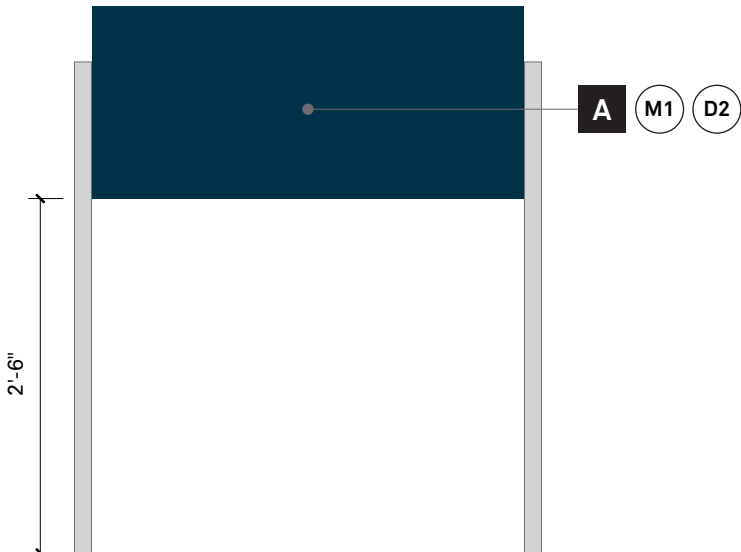
INH.2.w
Wall Mounted
1/2" thk panel



Front Elevation
Scale: 3/4"=1'-0"



Side View
Scale: 3/4"=1'-0"



Rear Elevation
Scale: 3/4"=1'-0"

- A Sign Panel**
Sizes vary. 3/4" thk custom high pressure laminate panels (CHPL). Printed messages and panel colors. Match colors as noted.
- B Aluminum Channel**
4" x 1 1/2" x .125 web 6063-T52 architectural (non-tapered) aluminum channel. Lengths vary. Finished and coated to match as noted.
- C Logo Panels**
3 3/8" x 1" thk black locust lumber. #1 grade, eased edges. Lengths vary. Laser etch and fill logo graphic. UV clear coated. Recess fasteners, first and second surfaces. See Detail 3 for fastener connections and sizes.
- D Footer Attachment**
3 3/8" x 1" thk aluminum welded to 1/4" thk aluminum plate. Drill and tap as required. Painted to match color as noted. Attach plate to concrete footer. Secure sign (channels) to footer attachments. Footer plate should be below grade and covered as specified in Detail 3.



Construction Details

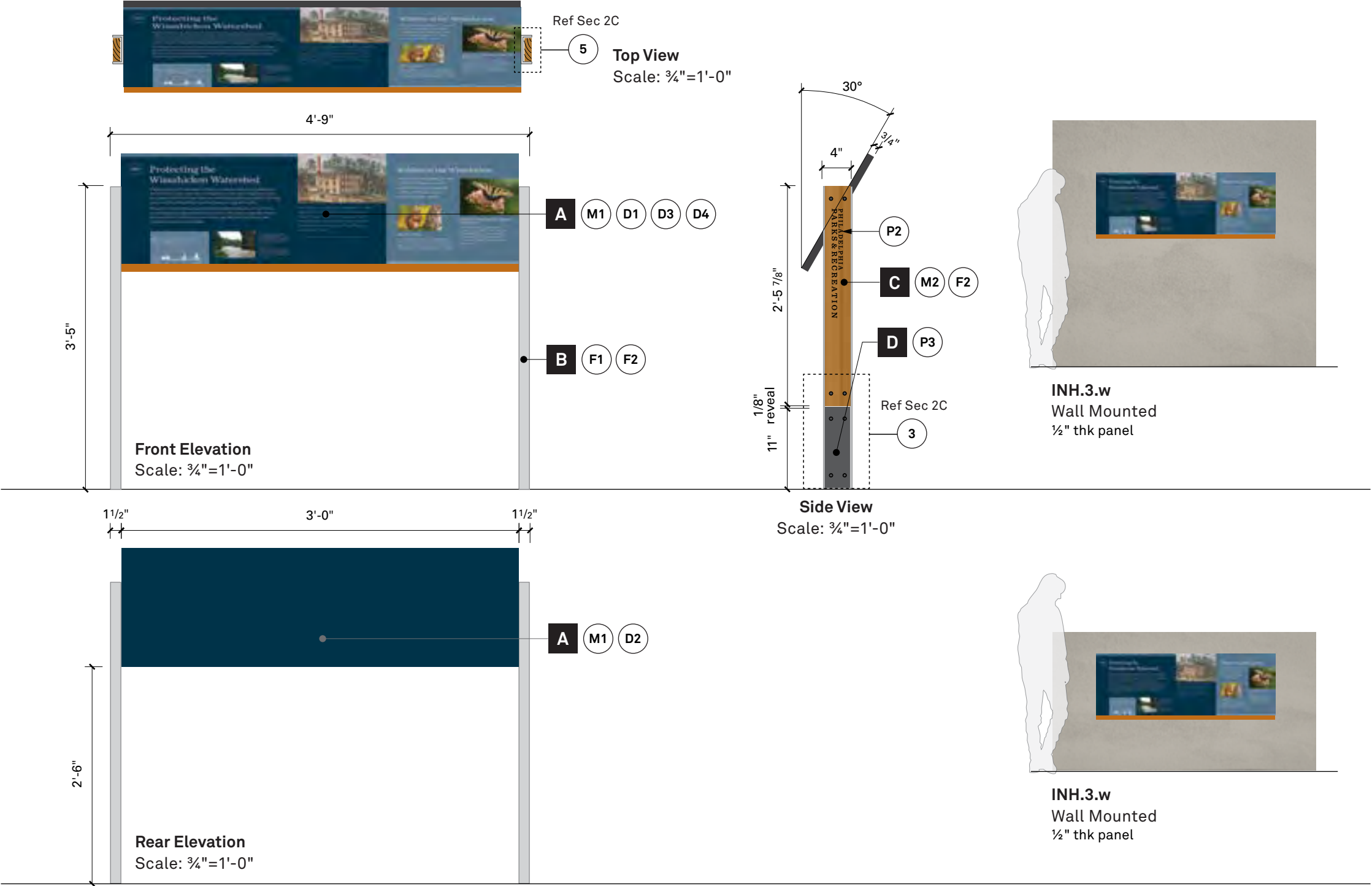
Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.

INH.3

Sign Type Description

This sign type is used to interpret a property element or history of the site or structure. This sign type accommodates one 150-word story, one 75-word sidebar, and 4 - 6 images.

2B



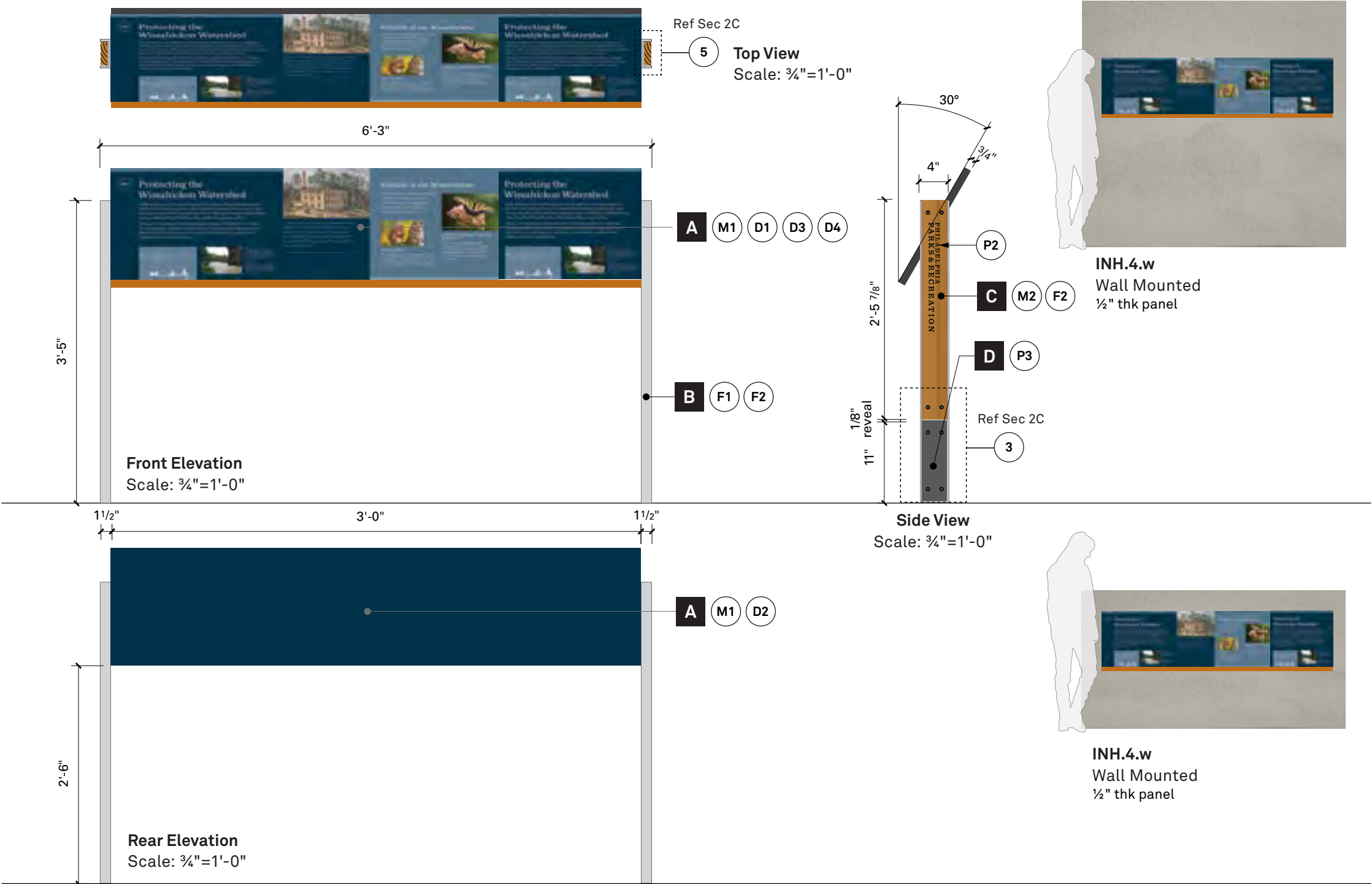
- A Sign Panel**
Sizes vary. 3/4" thk custom high pressure laminate panels (CHPL). Printed messages and panel colors. Match colors as noted.
- B Aluminum Channel**
4" x 1 1/2" x .125 web 6063-T52 architectural (non-tapered) aluminum channel. Lengths vary. Finished and coated to match as noted.
- C Logo Panels**
3 3/8" x 1" thk black locust lumber. #1 grade, eased edges. Lengths vary. Laser etch and fill logo graphic. UV clear coated. Recess fasteners, first and second surfaces. See Detail 3 for fastener connections and sizes.
- D Footer Attachment**
3 3/8" x 1" thk aluminum welded to 1/4" thk aluminum plate. Drill and tap as required. Painted to match color as noted. Attach plate to concrete footer. Secure sign (channels) to footer attachments. Footer plate should be below grade and covered as specified in Detail 3.

Construction Details

Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.

Sign Type Description

This sign type is used to interpret a property element or history of the site or structure. This sign type accommodates two 150-word stories, one 75-word sidebar, and 6 - 8 images.



- A Sign Panel**
Sizes vary. 3/4" thk custom high pressure laminate panels (CHPL). Printed messages and panel colors. Match colors as noted.
- B Aluminum Channel**
4" x 1 1/2" x .125 web 6063-T52 architectural (non-tapered) aluminum channel. Lengths vary. Finished and coated to match as noted.
- C Logo Panels**
3 3/8" x 1" thk black locust lumber. #1 grade, eased edges. Lengths vary. Laser etch and fill logo graphic. UV clear coated. Recess fasteners, first and second surfaces. See Detail 3 for fastener connections and sizes.
- D Footer Attachment**
3 3/8" x 1" thk aluminum welded to 1/4" thk aluminum plate. Drill and tap as required. Painted to match color as noted. Attach plate to concrete footer. Secure sign (channels) to footer attachments. Footer plate should be below grade and covered as specified in Detail 3.



Construction Details

Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.

Horizontal Layout A
Medium

2B

1/2" bars can be used as graphic elements; use only at top and bottom of layout
Color: PMS 5405 C or PMS 5425 C

Note: The numbers in Alright Sans default to old-style figures. Correct this by capitalizing them or choosing the correct characters in the glyphs palette.

Secondary Body Copy:
Alright Sans, Regular
32pt / 52pt leading
0pt tracking
Color: white or PMS 5425 C

Secondary Header:
Chronicle Text G2, Roman
80pt / 92pt leading
10pt tracking
Color: white

Width of side bar is 18".
*Side bar is optional on this size panel.

Align the center of the letterform with the middle points of the logo

Primary Header:
Chronicle Text G2, Roman
106pt / 122pt leading
10pt tracking
Color: white

Primary Body Copy:
Alright Sans, Regular
32pt / 52pt leading
0pt tracking
Color: white

Image sizes can vary; there are no set sizes or ratios

Tertiary Header:
Alright Sans, Medium
30pt / 38pt leading
50pt tracking
All caps
Color: white

The first line after the header will need extra Space Before; increase it from 0.25 in to 0.5 in.

Space images, rules and text boxes at least 1/2" and at most 1" apart from one another
Captions are always 1/2" away from images

Caption:
Alright Sans, Regular
18pt / 27pt leading
0pt tracking
Color: white

Caption Source (& directional copy):
Alright Sans, Regular
14pt / 27pt leading
0pt tracking
Color: white

Decorative rules can be used in the layout.
Size: 2pt, match width of text box
Color: match the color of the neighboring text box
Placement: 1" from text box or image

Tertiary Body Copy:
Alright Sans, Regular
26pt / 38pt leading
0pt tracking
Color: white

The image shows a horizontal layout design for a sign. It is divided into two main sections: 'Protecting the Wissahickon Watershed' and 'Wildlife of the Wissahickon'. The first section has a dark blue background with white text. It includes a logo on the left, a main header, and several paragraphs of body text. There are also two small images of a creek and a mill. The second section has a lighter blue background with white text. It includes a main header, a paragraph of body text, and two images of a squirrel and a butterfly. There are also two small images of a creek and a mill. The layout is annotated with various text boxes and lines pointing to specific elements, providing detailed instructions on typography, spacing, and image placement.

INH.2-4

Horizontal Layout B Medium

Primary Header Alternate:
Some situations may allow for a more interesting typographic moment.
Use this option when it makes sense with the copy.
Alright Sans, Medium
39pt / 48pt leading
50pt tracking
All caps
Color: white

Align the center of the letterform with the middle points of the logo

1" space between logo and header



1" space between rule and text box

Hang quotes

Pull Quote:
Chronicle Text G2, Roman
68pt / 87pt leading
10pt tracking
Color: PMS 5425 C
Size of pull quote can vary;
try to keep it smaller than
the Secondary Header and
larger than the Primary
Body Copy

Pull Quote Source:
Alright Sans, Regular
14pt / 27pt leading
0pt tracking
Color: PMS 5425 C

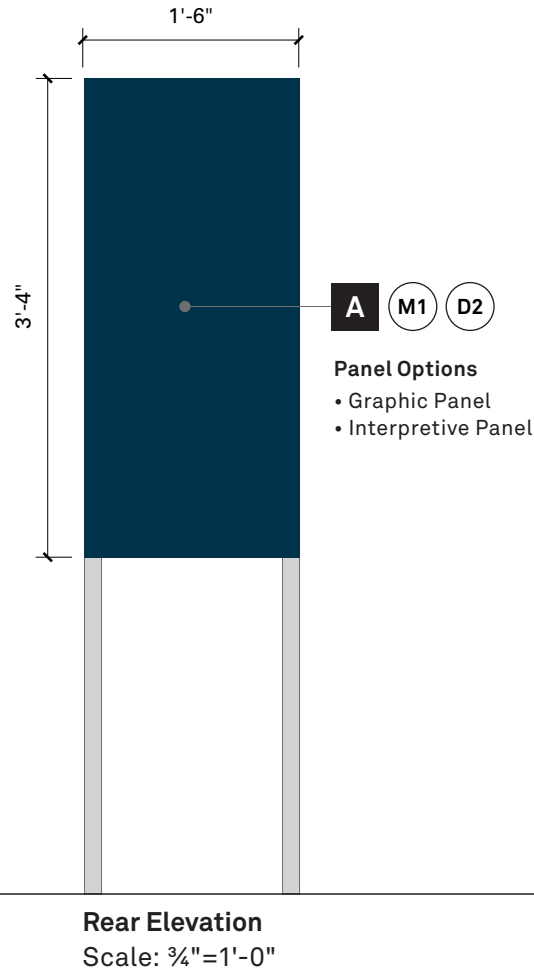
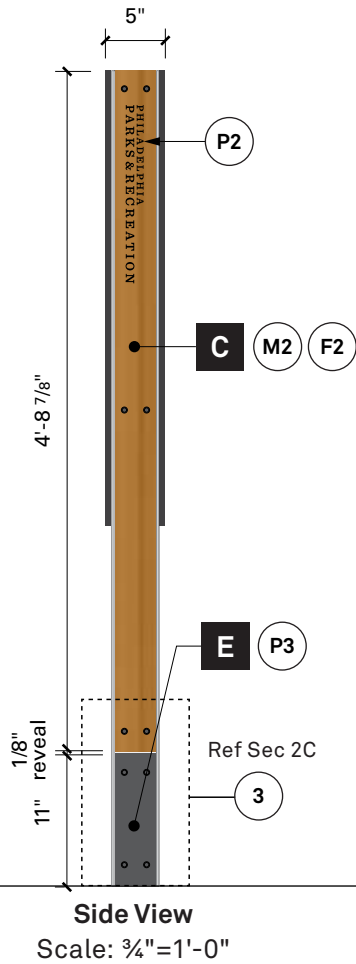
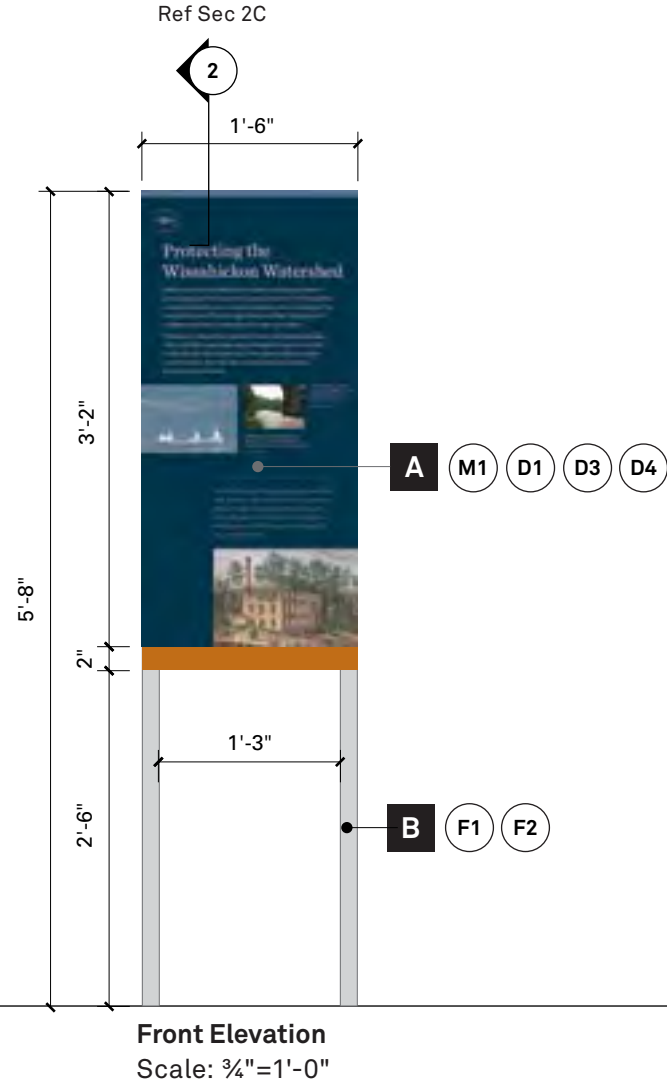
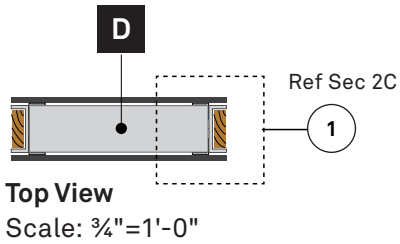
3/4" of space between rule and text box works best in this scenario



INV.1

Sign Type Description

This sign type is used to interpret a property element or history of the site or structure. This sign type accommodates one 150-word story and 2 - 4 images.



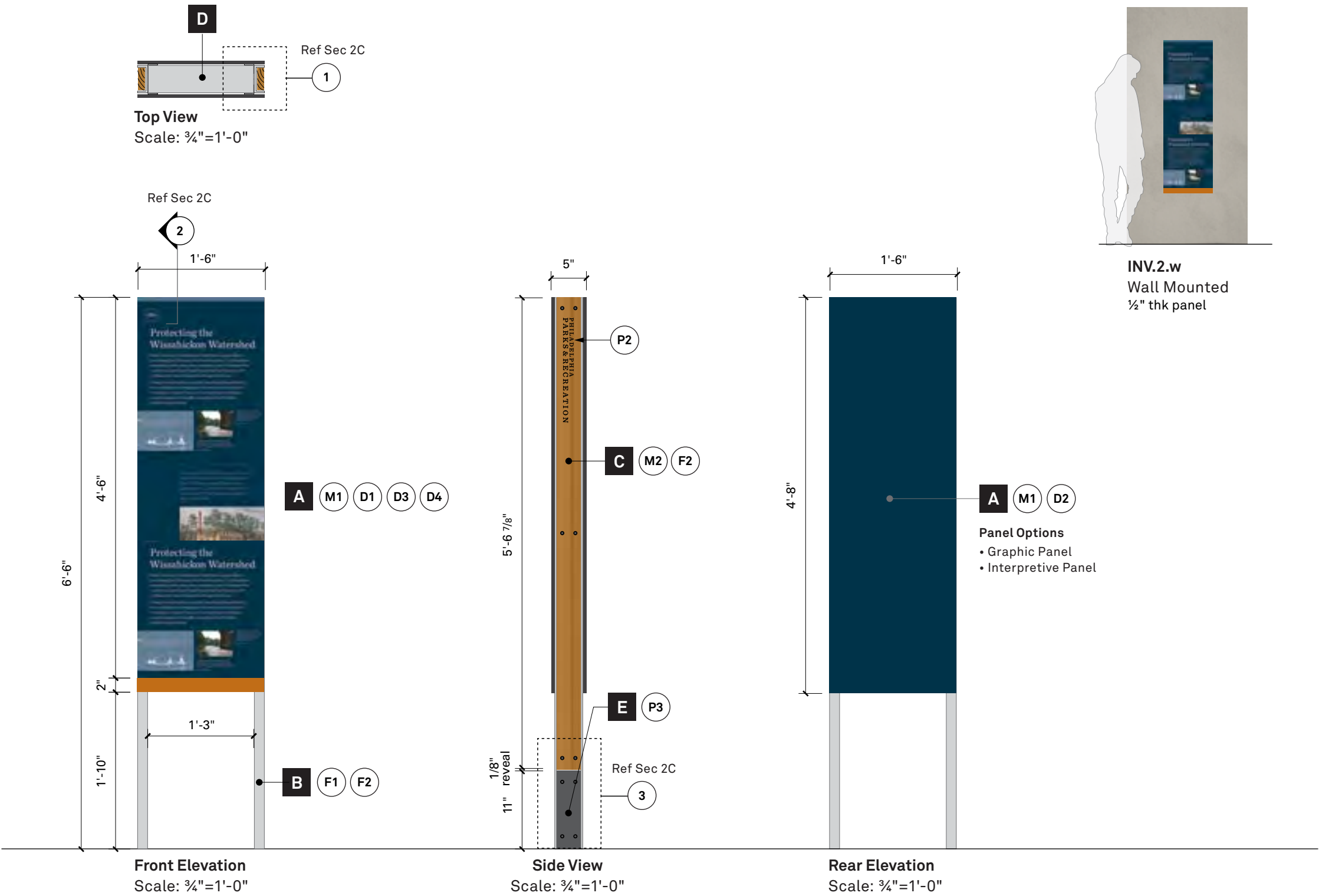
- A Sign Panels**
Sizes vary. 1/2" thk custom high pressure laminate panels (CHPL). Printed messages and panel colors. Match colors as noted.
- B Aluminum Channel**
4" x 1 1/2" x .125 web 6063-T52 architectural (non-tapered) aluminum channel. Lengths vary. Finished and coated to match as noted.
- C Logo Panels**
3 3/8" x 1" thk black locust lumber. #1 grade, eased edges. Lengths vary. Laser etch and fill logo graphic. UV clear coated. Recess fasteners, first and second surfaces. See Detail 3 for fastener connections and sizes.
- D Support Tube**
2 x 4 aluminum tube welded to Aluminum Channels.
- E Footer Attachment**
3 3/8" x 1" thk aluminum welded to 1/4" thk aluminum plate. Drill and tap as required. Painted to match color as noted. Attach plate to concrete footer. Secure sign (channels) to footer attachments. Footer plate should be below grade and covered as specified in Detail 3.

Construction Details

Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.

Sign Type Description

This sign type is used to interpret a property element or history of the site or structure. This sign type accommodates one 150-word story, one 75-word sidebar, and 4 - 6 images.



- A Sign Panels**
Sizes vary. 1/2" thk custom high pressure laminate panels (CHPL). Printed messages and panel colors. Match colors as noted.
- B Aluminum Channel**
4" x 1 1/2" x .125 web 6063-T52 architectural (non-tapered) aluminum channel. Lengths vary. Finished and coated to match as noted.
- C Logo Panels**
3 3/8" x 1" thk black locust lumber. #1 grade, eased edges. Lengths vary. Laser etch and fill logo graphic. UV clear coated. Recess fasteners, first and second surfaces. See Detail 3 for fastener connections and sizes.
- D Support Tube**
2 x 4 aluminum tube welded to Aluminum Channels.
- E Footer Attachment**
3 3/8" x 1" thk aluminum welded to 1/4" thk aluminum plate. Drill and tap as required. Painted to match color as noted. Attach plate to concrete footer. Secure sign (channels) to footer attachments. Footer plate should be below grade and covered as specified in Detail 3.



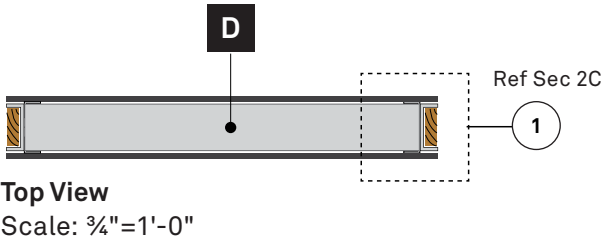
Construction Details

Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.

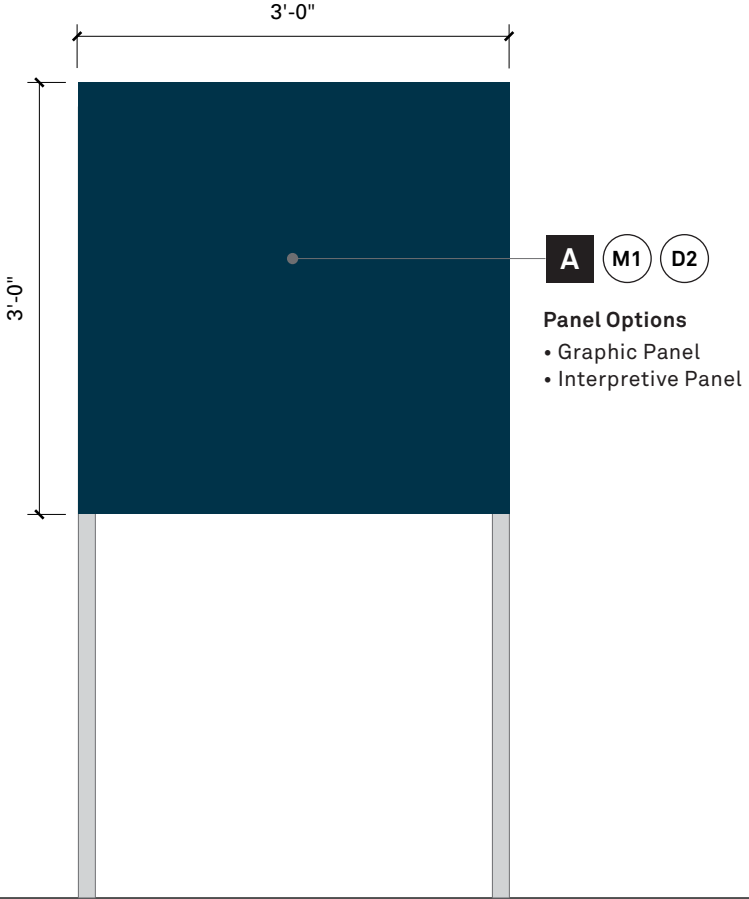
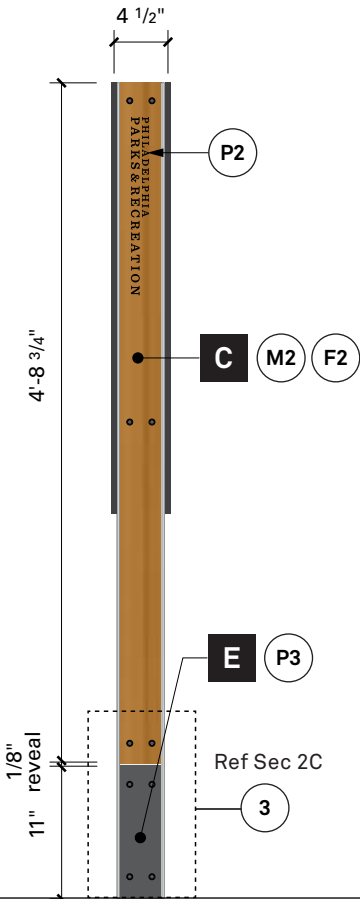
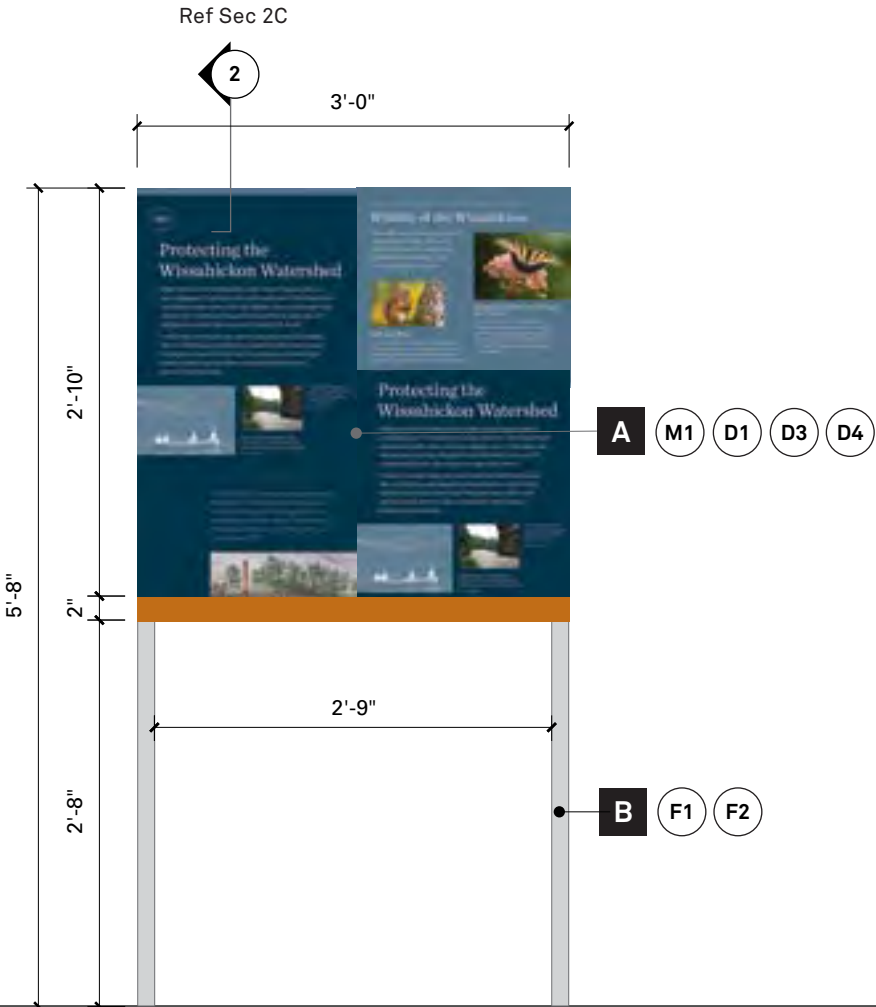
INV.3

Sign Type Description

This sign type is used to interpret a park element or history of the site or structure. This sign type accommodates two 150-word stories, one 75-word sidebar, and 6 - 8 images.



INV.3.w
Wall Mounted
1/2" thk panel



- A Sign Panels**
Sizes vary. 1/2" thk custom high pressure laminate panels (CHPL). Printed messages and panel colors. Match colors as noted.
- B Aluminum Channel**
4" x 1 1/2" x .125 web 6063-T52 architectural (non-tapered) aluminum channel. Lengths vary. Finished and coated to match as noted.
- C Logo Panels**
3 3/8" x 1" thk black locust lumber. #1 grade, eased edges. Lengths vary. Laser etch and fill logo graphic. UV clear coated. Recess fasteners, first and second surfaces. See Detail 3 for fastener connections and sizes.
- D Support Tube**
2 x 4 aluminum tube welded to Aluminum Channels.
- E Footer Attachment**
3 3/8" x 1" thk aluminum welded to 1/4" thk aluminum plate. Drill and tap as required. Painted to match color as noted. Attach plate to concrete footer. Secure sign (channels) to footer attachments. Footer plate should be below grade and covered as specified in Detail 3.

- Panel Options**
- Graphic Panel
 - Interpretive Panel

Construction Details

Refer to Section 2C + 2D for construction drawings and mounting details and Section 2E for placement guidelines.

2B

INV.1-3

Vertical Layout A
Small

Align the left side of the letterform with the middle points of the logo

Header sits 1" below logo

When there needs to be more air, space text boxes, rules and images 1" apart



A margin like this is too tight, but it is the best case scenario in this situation; ideally the margin would be the same as that on the left side

Vertical Layout B
Small



Pull Quote Caption can be left aligned where appropriate

Captions can be aligned to top edge of photo or 1/2" from bottom of page

It is okay to have white space as long as the layout feels balanced

