

# Signage

From city streets and skylines, through museums and airports, signage functions as identification, information, and advertising. Effective retail signage increases revenues, and intelligent wayfinding systems support and enhance the experience of a destination.

In the 18th C, laws required innkeepers to have their signs high enough to clear an armored man on horseback. In the 21st C, cities and towns around the world routinely revise sign codes in order to create environments that support the image that a community wants to portray, and to regulate standards to protect public safety.



Marseille: Louise Fili Ltd.



Boudin: Pentagram

# Signage Basics

- Signage expresses the brand and builds on understanding the needs and habits of users in the environment.
- Legibility, visibility, durability, and positioning must drive the design process. Distance, speed, light, color, and contrast affect legibility.
- Signage is a mass communications medium that works 24/7 and can attract new customers, influence purchasing decisions, and increase sales.
- Exterior signage must consider both vehicular and pedestrian traffic.
- Every community, industrial park, and shopping mall develops its own signage code; there are no universal codes. Zoning constraints need to be understood prior to design development.
- Signage codes affect material, illumination (electrical), and structural choices; zoning or land use issues affect placement and size of signage.
- Developing prototypes minimizes risk by testing design prior to fabrication.
- Signage should always complement the overall architecture and land use of a site.
- Signage standards manuals include various configurations, materials, supplier selections, and production, installation, and maintenance details.

# Signage Design Process

1. **Establish Goals:** determine scope, audience needs + habits, positioning, function, time + budget
2. **Build Project Team:** client facilities manager, information design firm, fabricator, architect, lighting consultant
3. **Conduct Research:** environment and building type audit, user habits + patterns, codes + zoning, consideration for the disabled, weather + traffic conditions, materials + finishes, fabrication process
4. **Establish Project Criteria:** legibility, placement, visibility, sustainability, safety, maintenance, security, modularity
5. **Begin Design Schematic:** brand identity system, color, scale, format, typography, lighting, materials + finishes, fabrication techniques, mounting + hardware, placement
6. **Develop Design:** begin variance process, prepare prototypes, finalize content, create renderings, choose materials + color samples
7. **Complete Documentation:** complete working drawings, construction, mounting, + elevation, final specs, placement plans, bid documents, permit applications
8. **Manage Fabrication + Maintenance:** check shop drawings, inspect work, manage fabrication + installation, develop maintenance plan



COFFEE		1.2oz	1.6oz	COLD BREW		1.2oz	1.6oz	OVAL DOGS		TEA		CHOCOLATE		
Four Over for one: 2.50 for two: 3.50	Cappachino	2.50	2.75	Coffee Shakes	3.25	3.75			Black	1 bag: 1.75	2 bags: 2.50	Hot Chocolate	2.25	2.75
Espresso single: 1.00 duple: 2.00	Caffe Latte	2.50	2.75	Iced Coffee	2.00	2.50	Green		Hot Chocolate	2.75	3.25	Mexican Hot Chocolate	2.75	3.25
	Americano	1.95	2.25	The "Elizabethan"	2.75	3.00	White		Chocolate Keelbas Tea	1 bag: 1.75	2 bags: 2.50	Chocolate Keelbas Tea	2.75	3.25
	Mocha	3.00	3.50	(Iced coffee, milk, hazelnut syrup)			Herbal	Chocolate Chai	2.75	3.25	(Peppermint, Strawberry, Earl Robert)			





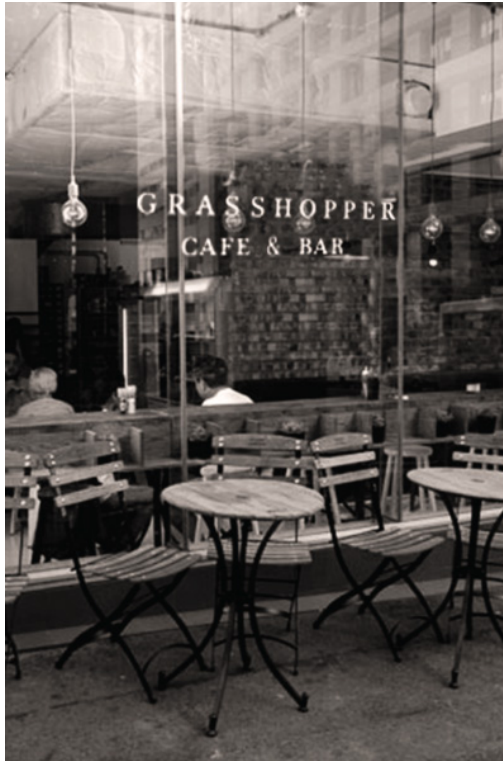
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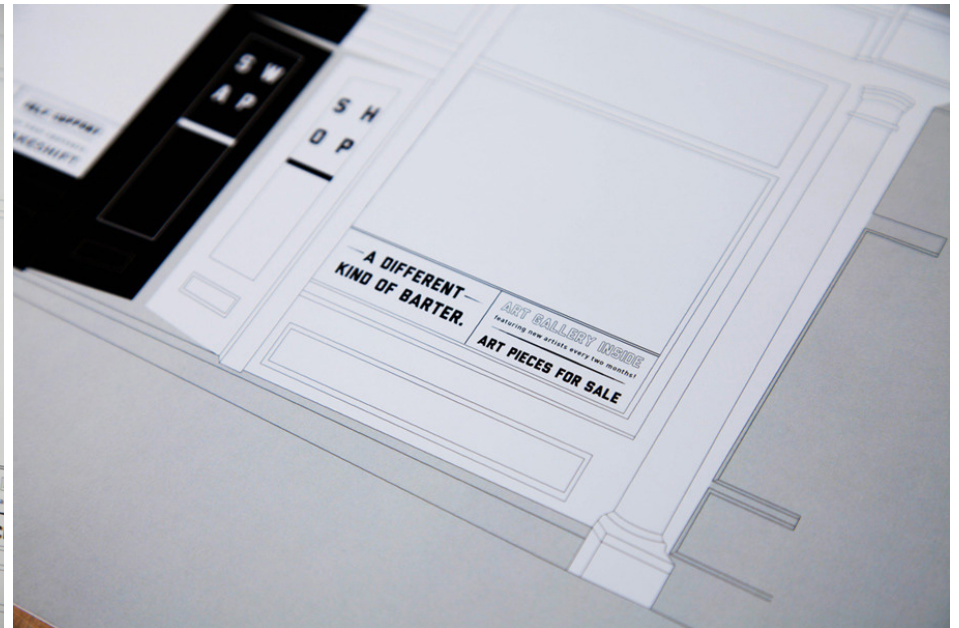
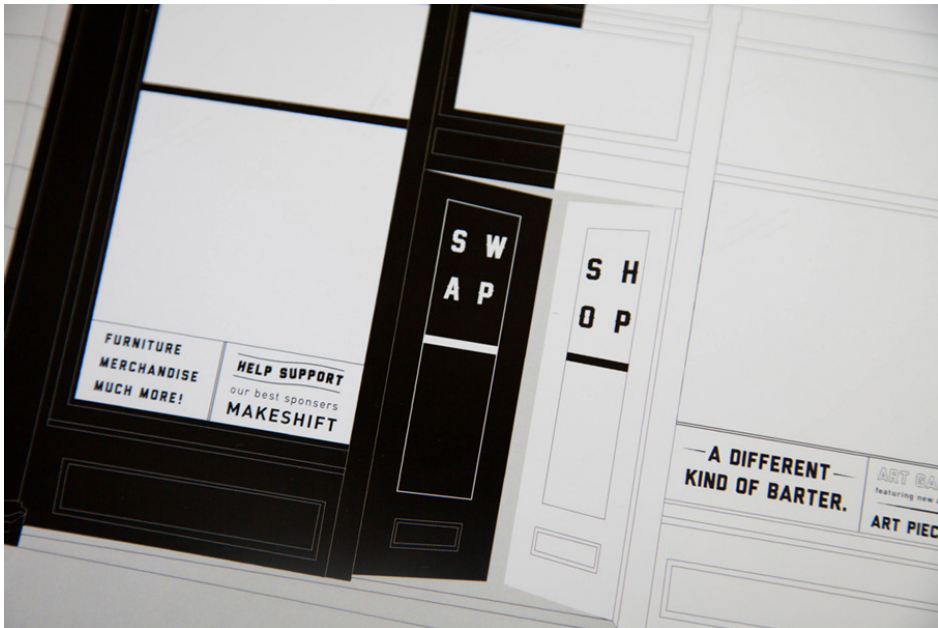
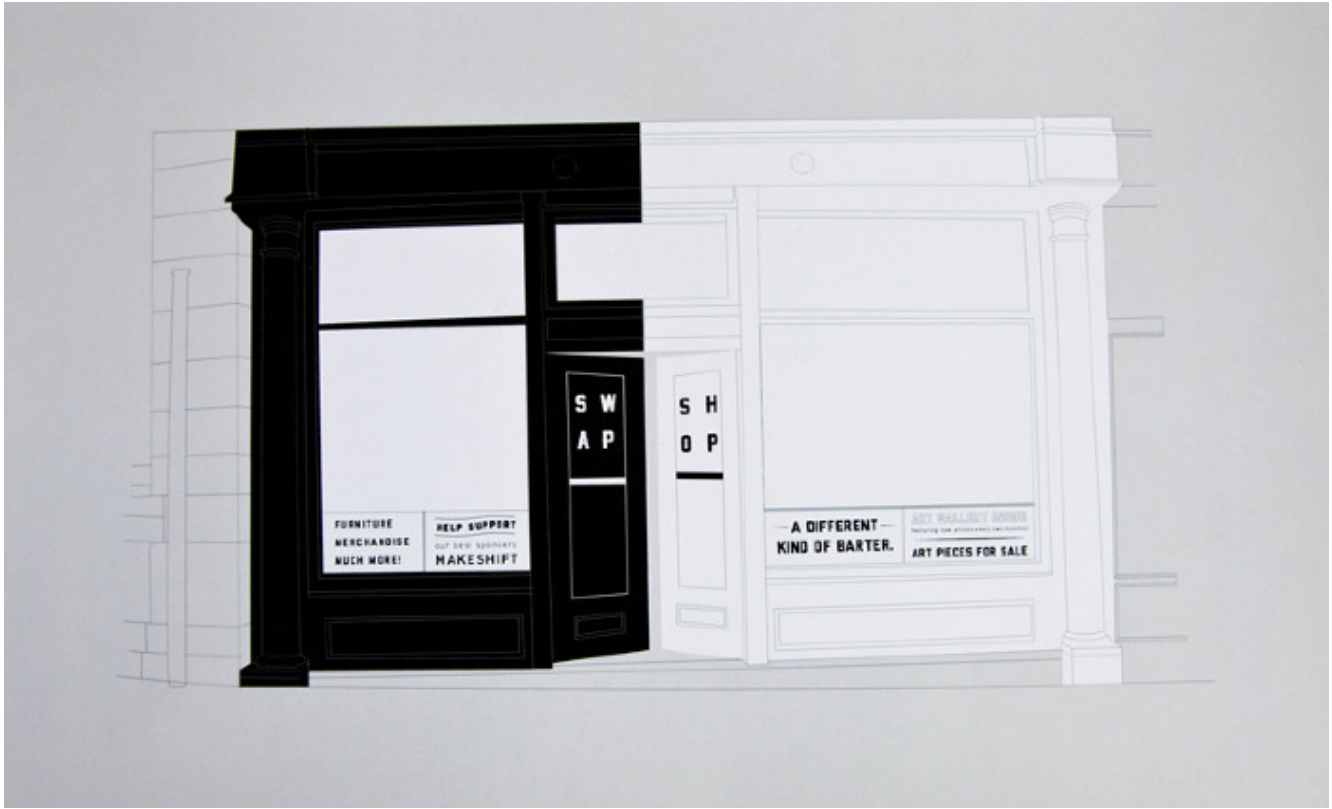
# THE STAG













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