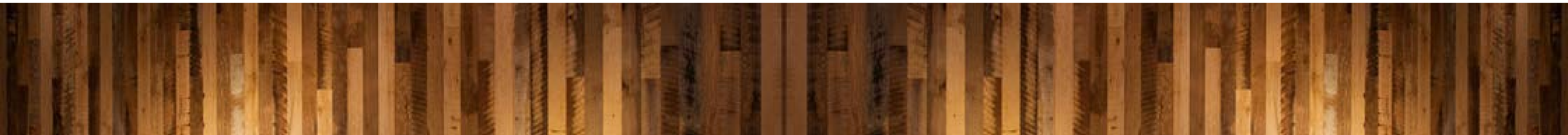


SIGN SAMPLE BOOK

“SIGNS 101”

Created on 3.20.13



THE IMPORTANCE OF ENVIRONMENTAL GRAPHICS

CAPTURING THE SPIRIT OF A PLACE

- WAYFINDING - **DIRECT PEOPLE**
- PLACEMAKING - **CREATE AMBIANCE**
- STORYTELLING - **COMMUNICATE INFORMATION**
- BRANDING - **NAME RECOGNITION**

Graphics engage the individual with their environment. They stimulate the senses, enhance architecture, direct guests and create a sense of place that goes beyond the surface. Signage can be the most powerful and creative tool with the skillful use of typography, materials, texture and scale can create wholeness that is difficult to verbally articulate.

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HOW TO USE THIS SIGNS 101 BOOK

USE THIS WORKSHEET TO FIGURE OUT YOUR SOLUTION

.....
 Things you will need to consider for choosing your solution.

1. What is the purpose of your sign? To Brand or Inform
2. What does the sign say? Logo, Rules, Direct, Decorate
3. Where does the sign go? A Wall, Door, Floor
4. Who is the sign for? Customer, Employee, Guest

TOOLS TO NAVIGATE YOUR PROJECT COST AND TIMING

HOW LONG WILL IT TAKE - KEY

- 🕒 - Quick Turn
- 🕒🕒 - Standard Turn
- 🕒🕒🕒 - Lead Time Required

COST - KEY

- \$ - Economy
- \$\$ - Standard
- \$\$\$ - Superior

CHOOSE YOUR SOLUTION

WHAT IS THE PURPOSE OF THE SIGN?

BRAND



Exterior Identity - Including Dimensional (Raised) & Channel letters.



Interior Identity - Dimensional letters and shapes, digitally printed decals and custom interior graphics.



Visual Graphics - Capture attention on any surface. Durable wall decals, glass or windows decals, digital wallpaper, furniture wraps and even floor graphics.



INFORM



ADA - Code Signs that are required by law.



Wayfinding - Clear concise signage guides your guests & helps prevent navigation frustration.



Regulatory - Keep your guest informed. Directional, rules, parking signs & more.

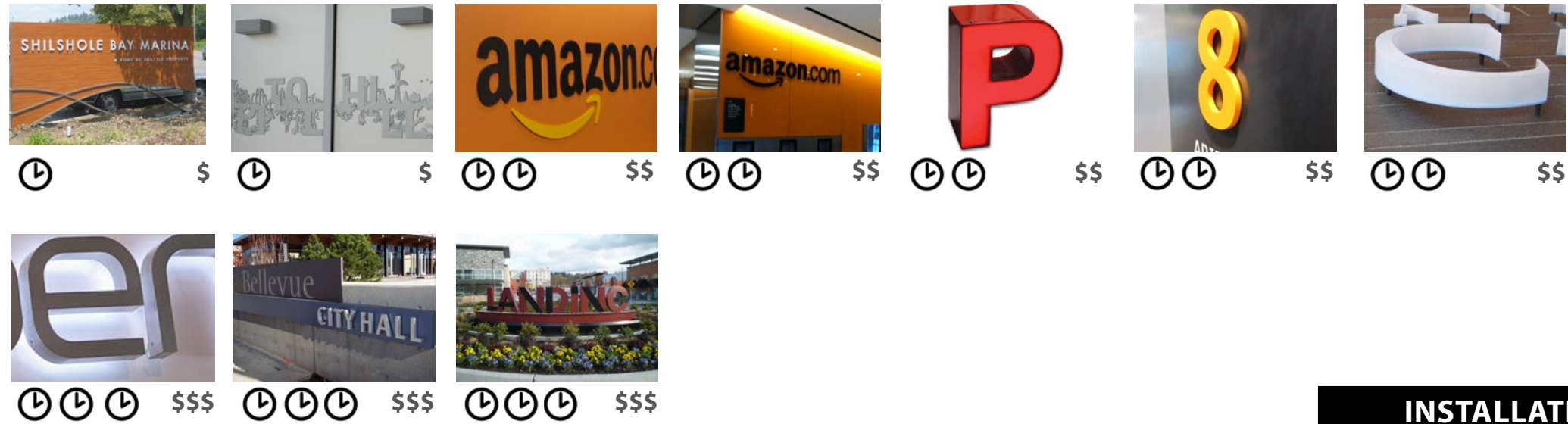


Directories - Make it easy to find the right person or office.

ANY OF THESE CAN BE USED FOR CUSTOM SIGNS.

BRANDING APPLICATIONS:

Raised or Dimensional Letters, Shapes & Numerals - Emphasize and make information stand out.



SIGNS CAN BE ILLUMINATED OR NON-ILLUMINATED

BRAND

Visual Graphics - Capture attention on any surface. Durable wall decals, glass or windows decals, digital wallpaper, furniture wraps and even floor graphics.



INSTALLATION LOCATIONS

- EXTERIOR HARDSCAPE (ON THE GROUND)
- EXTERIOR FACADE (ON THE BUILDING)
- EXTERIOR GLASS SIDE LIGHT (ON THE WINDOW)
- INTERIOR FLOOR GRAPHICS (ON THE FLOOR)
- INTERIOR WINDOWS (ON THE WINDOW GLASS)
- INTERIOR WALLS, DOORS, ELEVATORS, CAFE'S

MATERIAL OPTIONS

- STAINLESS STEEL
- ALUMINUM
- ACRYLIC
- SINTRA (PVC PLASTIC)
- VINYL DECAL
- CLEAR VINYL DECAL
- HDU (HI DENSITY URETHANE FOAM)

TURN AROUND

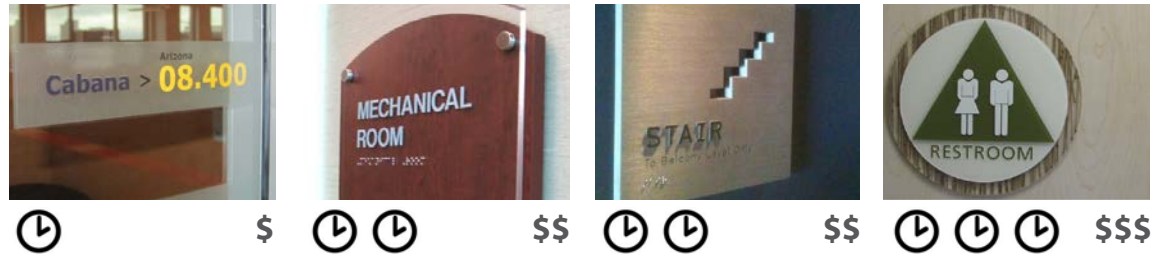
- 🕒 - Quick Turn
- 🕒🕒 - Standard Turn
- 🕒🕒🕒 - Lead Time Required

COST

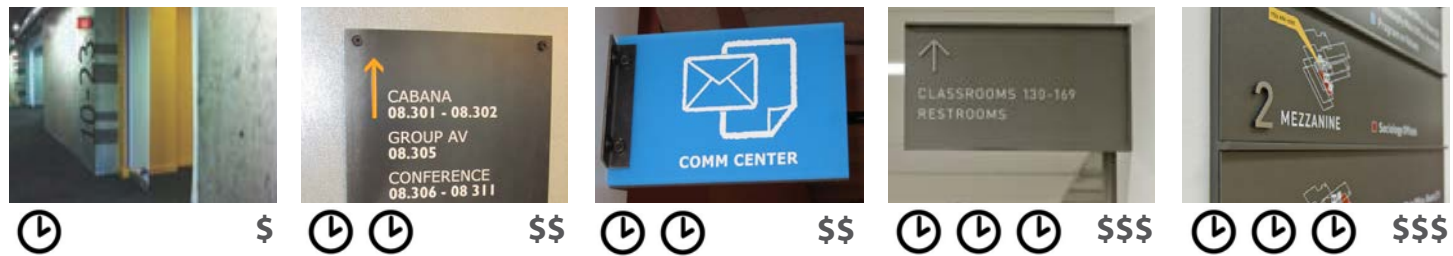
- \$ - Economy
- \$\$ - Standard
- \$\$\$ - Superior

INFORMATIVE APPLICATIONS:

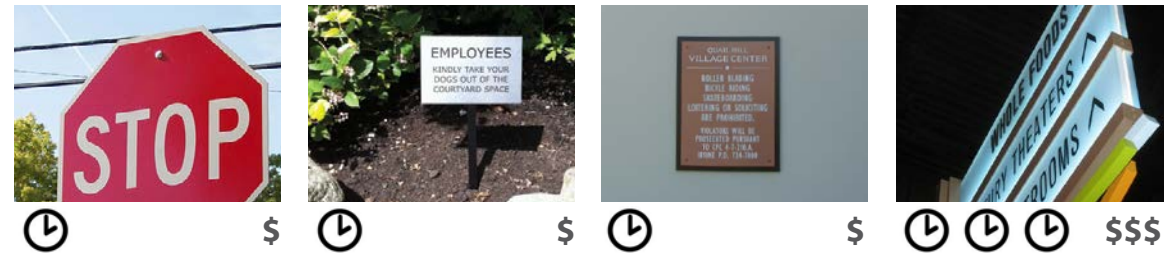
ADA - Code Signs that are required by law.



Wayfinding - Clear concise signs that guide your guests & helps prevent navigation frustration.



REGULATORY - Signs that Inform, Give Direction and State Rules



Directories - Signs that make it easy to find the right person or office.



INFORM

INSTALLATION LOCATIONS

- INTERIOR WALLS
- INTERIOR WINDOWS (ON THE WINDOW GLASS)
- EXTERIOR | UNDERGROUND PARKING STRUCTURES
- EXTERIOR COURTYARDS
- DECKS
- STAIRWAYS

MATERIAL OPTIONS

- STAINLESS STEEL
- ALUMINUM
- ACRYLIC
- SINTRA (PVC PLASTIC)
- VINYL DECAL
- CLEAR VINYL DECAL
- HDU (HI DENSITY URETHANE FOAM)

TURN AROUND

- ⌚ - Quick Turn
- ⌚⌚ - Standard Turn
- ⌚⌚⌚ - Lead Time Required

COST

- \$ - Economy
- \$\$ - Standard
- \$\$\$ - Superior

INSPIRATIONAL SIGNS & VISUAL GRAPHICS

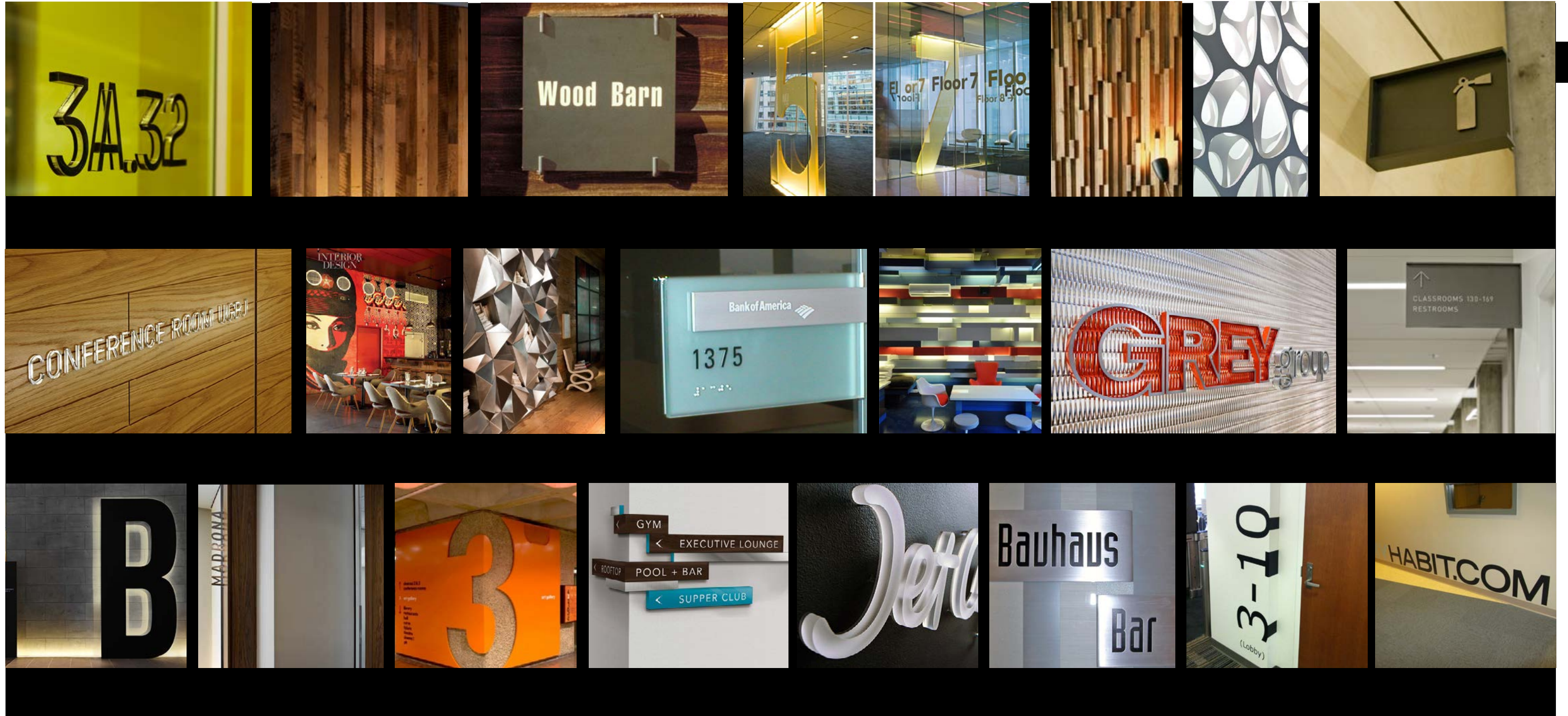


IMAGE GROUP WILL CONNECT THE DOTS TO CREATE YOUR CAMPUS STYLE

A richly detailed and carefully planned environment offers reward to the guest at a variety of scales. The goal is to gradually invite, intrigue and reward exploration. Ultimately, this encourages lingering.

MATERIALS:



FCO - FLAT CUT OUT LETTER

FLAT CUT OUT ACRYLIC LETTER WITH PAINTED FACES & EDGES.

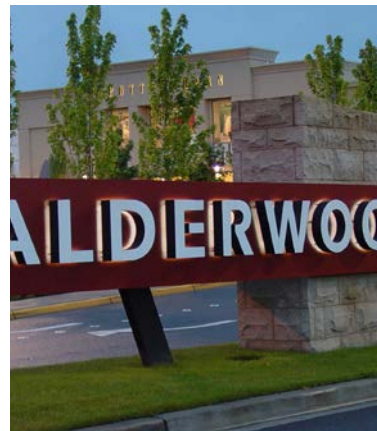
🕒🕒 \$\$



FACE ILLUMINATED CHANNEL LETTER

A FABRICATED LETTER, CONSISTING OF METAL SIDES AND METAL OR PLASTIC FACE. CAN HAVE INTERNAL ILLUMINATION. FACE ILLUMINATION IS SHOWN.

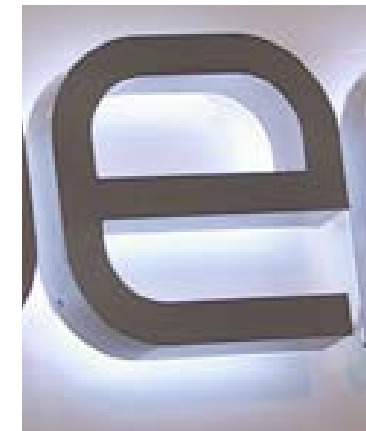
🕒🕒🕒 \$\$\$



CHANNEL LETTERS ON A CABINET

A FABRICATED LETTER, CONSISTING OF METAL SIDES AND METAL OR PLASTIC FACE. CAN HAVE INTERNAL ILLUMINATION. REAR HALO ILLUMINATION IS SHOWN.

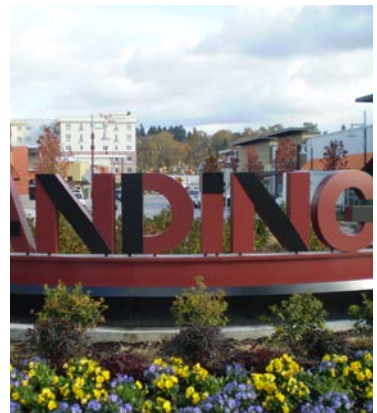
🕒🕒🕒 \$\$\$



**HALO - ILLUMINATED CHANNEL LETTER
RPC - REVERSE PAN CHANNEL**

A FABRICATED LETTER, CONSISTING OF METAL SIDES AND METAL OR PLASTIC FACE. CAN HAVE INTERNAL ILLUMINATION. REAR ILLUMINATION IS SHOWN.

🕒🕒🕒 \$\$\$



CHANNEL LETTERS ON A CABINET

A FABRICATED LETTER, CONSISTING OF METAL SIDES AND METAL OR PLASTIC FACE. CAN HAVE INTERNAL ILLUMINATION. NO ILLUMINATION IS SHOWN.

🕒🕒 \$\$



ALUMINUM SIGN PANEL

ALUMINUM PANEL WITH A BRUSHED FINISH. HIGH PERFORMANCE VINYL APPLIED TO FRONT.

🕒 \$

MATERIALS:



STEEL SIGN PANEL

HOT ROLLED STEEL WITH A BLUE WAX FINISH & EASED EDGES

🕒🕒 \$\$



MATTE CLEAR ACRYLIC

MATTE CLEAR ACRYLIC SANDWICHED WITH COLORED VINYL CORE.

🕒🕒 \$\$\$



CLEAR DECAL WITH PRINTED GRAPHICS

MULTI-COLOR GRAPHIC PRINTED ON ADHESIVE VINYL.

🕒 \$



LARGE FORMAT WALL PRINTED GRAPHICS

COLOR GRAPHIC PRINTED ADHESIVE BACKED VINYL OR WALLPAPER WITH MATTE LAMINATE.

🕒🕒 \$\$



WOOD & ACRYLIC SIGN

WOOD PANEL WITH CLEAR ACRYLIC PANEL & METAL STANDOFFS
RAISED LETTERING & BRAILLE

🕒🕒 \$\$



STEEL & ACRYLIC SIGN

STEEL PANEL WITH ACRYLIC PANEL AND PAPER GRAPHIC INSERT. FLAT CUT OUT NUMERAL & LETTERING

🕒🕒 \$\$

MATERIALS:



ALUMINUM SIGN PANEL

ALUMINUM SIGN PANEL PAINTED WITH VINYL
LETTERING APPLIED TO FRONT

🕒 \$



VINYL LETTERING

VINYL LETTERING APPLIED TO WALL

🕒 \$



ACRYLIC & RESIN SIGN

RESIN 3 FORM MATERIAL WITH GRASS INLAID IN RESIN. ACRYLIC
SHAPES CUT OUT WITH RAISED LETTERS & SYMBOLS

🕒🕒🕒 \$\$\$



METAL SIGN

METAL SIGN WITH SILK SCREENED GRAPHICS AND RAISED
NUMERALS, INTERCHANGEABLE PANELS

🕒🕒🕒 \$\$\$



WOOD & ACRYLIC SIGN

WOOD PANEL WITH CLEAR ACRYLIC PANEL & METAL STANDOFFS
RAISED LETTERING & BRAILLE

🕒🕒 \$\$



ALUMINUM SIGN

ALUMINUM PANEL WITH BRUSHED BLACK VINYL
APPLIED TO FRONT

🕒 \$

GLOSSARY OF SIGN TERMS

- A -

Acrylic: A type of plastic characterized by clarity, both transparent and opaque color ranges, and paintability used in sign making 2. Term generically used in the sign industry to describe all plastics. 3. Certain types of paint which have an acrylic resin as a vehicle.

ADA: The Americans with Disabilities Act. Federal standard governing building codes and accessibility. Title III governs signs.

Addendum: Written information that clarifies or modifies the bidding documents, often issued during the bidding process.

Aluminum: A common light metal. Softer than steel, can be welded and formed.

Anchor: Various types of inserts used in concrete, brick, etc., to accept fastening hardware.

Architectural signage: A term coined in the 1960's to identify visual communications and wayfinding information in a built environment.

Arm: protruding support from which a sign is hung.

Awning: Roof like cover extending over or from a structure, as in over a sidewalk or from a building or sign. 2. Sign industry term for all fabric or metal covers structures, with or without copy, illuminated or non-illuminated, that serve to beautify a business or product.

- B -

Backlit sign: A sign consisting of a cabinet containing a light source and a translucent face.

Ballast: The component that regulates current to fluorescent tubes.

Base: Concrete foundation which extends above grade.

Brand: A brand is "A name, term, symbol, or design, or a combination of them, which is intended to identify the goods or services of one seller or group of sellers, and to differentiate them from those of competitors." i.e. The combination of the word "Courtney's Cupcakes", and the graphic cupcake, is a brand.

Brand Name: The pronounceable part of a brand is the brand name. i.e. The word "Whataburger" is a brand name. When put in combination with the brand mark "W", the combination is called a brand.

Bronze: 1. an alloy of copper and tin used in casting and fabricating letters + plaques. 2. A moderate yellowish brown or greenish metallic color.

Brushed finish: Finish given to metal, or other similar material, either by hand or mechanically, that produces a glossy, frosted appearance.

Bull-nose: The end of a cabinet or sign panel that has either fully rounded or half-rounded ends.

By others: This term indicates that the work to be performed is not on the sign contract.

- C -

Cabinet: The back and/or sides of a display sometimes referred to as "drum" or "filler".

Canopy sign: A sign mounted to or supported by a canopy.

Cantilever: A sign mounted from the end. Also called a flag or end mount.

Cast: To manufacture letters, plaques, etc. by pouring material into molds, rather than being fabricated.

Changeable copy: Individual letters, or panels with letters printed on them, that can be manually or mechanically changes for various messages and prices. They can be on a track, wired on, pinned, etc.

Channel: 1. A partition rising from the face of a wall or sign, or a letter, designed to confine light, or to provide a shadowing effect. 2. Structural metal in the shape of a "C".

Channel letter: A fabricated letter, consisting of metal sides and internal illumination. Can have either a metal or plastic face.

Computer Aided Design/Drafting (CAD): System used to generate and reproduce line drawings. The output can be used for design, sales, and manufacturing.

Conduit: Plastic or metal tubing used to encase electrical wiring.

Copy: The sum of all words on a sign.

Corrugated: Metal or plastic material that has a "washboard" appearance.

Corten Steel: is steel with a rust patina finish.

Countersink: To ream a hole with a taper, to accept a tapered screw or bolt, so that is flush with the tapered surface.

Crazing: A "spider-web" cracking of plastic. Usually caused by weathering or cleaning with strong solvents.

- D -

Data: New pieces of information, knowledge, observations, questions, or concerns about a project.

Day-night effect: The effect created by a letter or sign that has a transparent or semi-transparent face, such as solar Plexiglas, backed with a translucent, light diffusing material, such as white plastic, vinyl or paint, and lighted from within. The day-time color will change when lit at night, according to the color of the backing material.

Decorative: For looks only, not structural.

Diameter: The measurement taken across a circle.

Dimension: 1. The thickness of an object. 2. The measurements of an object.

Direct illumination: Signs lighted from the outside with floods, spots, etc.

Directional: A display which shows guidance information.

Directory: A display which shows location information.
Display: 1. Refers to all signage and graphics. 2. To place and object in clear view.

Double face (D/F): A display reading from two sides.

- E -

Electronic Message Center (EMC): A large format LED or LCD display, used for indoor and outdoor advertising. Can be either monochrome or color, and can often support moving images.

Elevation: View from ground level.

Expansion shield: A metal device, inserted into a hole, which expands inside the hole when a bolt or lag is driven.

Exposed neon: Luminous tubing open to the eye, uncovered.
Exterior: Outside.

Extrusion: Metal or plastic sign components which are shaped by forcing the material through a die in a molten state. It is then cut to length and assembled into the finished product, i.e. Extruded aluminum cabinets, extruded plastic letter track, etc.

- F -

Fabricate: To manufacture all, or part of, a sign or display from basic raw materials, or component parts.

Face: 1. The area of a sign or display having copy, graphics, etc. 2. The front of an object.

Family of Signs | Sign Family: Term referring to numerous sign types that have a consistent design aesthetic.

Fascia: The facing band which finished off a canopy or building projection.

FF&E: movable furniture, fixtures, or equipment that do not require permanent connection to the structure or utilities of a building.

GLOSSARY OF SIGN TERMS

Fiberglass: Glass in a fibrous form, used in making certain types of signs, figures, etc. It can be layered, or blown with a spray gun over a mold. Useful for making odd or complicated shapes, and can be illuminated from within.

Fiber optics: This procedure involves the use of glass or acrylic rods, with a light source at one end, with the light traveling through the rods to appear at the other end.

Finial: A crowning ornament or detail, such as a ball or turned wood item, usually appearing at the upper extremity of a sign or support.

First surface: The outside or exposed surface, i.e. painting the first surface of a sign face.

Flag mount: A sign mounted from the end. See Cantilever.

Flashing: 1. The material, usually galvanized sheet metal, used to weather proof the joint between two construction elements, such as a roof penetration, or certain wall mounts. 2. The action given to a sign by a flasher.

Flat: A dull finish, with no reflective quality.

Fluorescent: 1. In the sign industry, this term is generally used to describe all straight or "U" shaped hot cathode lamps. However, it actually refers to any powder coated glass tubing. 2. A type of paint that glows under a blacklight.

Footing: The concrete base into which a sign support is set.

Formed: An acrylic background or individual letter that has been given dimension by heating and shaping with pressure, vacuum, or draping over a mold.

Freestanding Signage – Stand alone signage, any sign that has its own foundation.

Frosted: A fine-grained, slightly roughened surface, as on metal or glass, produced by sand blasting, painting, or chemically etching.

- G -

Galvanized: Metal that has been chemically treated to resist rusting, but not dipping in zinc.

Gauge: A standard of measurement, primarily for the thickness of metal, or size of wire.

Gloss: A highly reflective surface, i.e. A glossy paint finish.

Grade: ground level.

Grade 1 Braille: A Braille format that included only the letters of the alphabet, numbers, and some punctuation.

Grade 2 Braille: A Braille format that includes more characters, including contractions. A Braille proofreader must approve final artwork.

Ground mount: Sign with the bottom directly touching grade.
Gusset: A reinforcing device used to strengthen a framework or structure.

- H -

Halo: 1. Lighting something from behind, with the light source being contained within the perimeter of that object to create a halo effect.

Hard Scape – consists of the inanimate elements of landscaping, especially any masonry work or woodwork. For instance, stone walls, concrete or brick patios, tile paths, wooden decks and wooden arbors would all be considered part of the hardscape. But by extension, anything used in landscaping that is not part of the softscape can be considered a hardscape element, including home accents such as water fountains and, yes, even pink flamingoes!

Hardware: Generally refers to the clips, nuts, bolts, screws, and other metal attaching devices used to install letters and signs on walls, etc.

- I -

Identification sign: Refers to the main display for a business, which relates his product, service, or name.

Illumination: Refers to and includes all forms of lighting, direct

and indirect.

Incandescent lamp: An electric lamp in which a filament, in a gas or vacuum, gives off light when electrically charged.

Interior: 1. Inside. 2. Sign lighting from within

Isometric view: A drawing made with a 30-60 degree triangle, with the object shown at an angle.

- J -

Jack bracing: Diagonal or vertical bracing in a sign cabinet to relieve weight, and eliminate sag. Also referred to as a Truss.

J bolt: Long bolt with a "J" or "L" shape at one end, and threads at the other. Used primarily to install signs where direct burial of the support pipe is not required.

- K -

Kiosk: A small portable or permanent structure used for light retail sales, information, and phone booths, graphic displays, etc.

- L -

Lamp: 1. Incandescent or fluorescent light. 2. The action of installing lamps.

Layout: 1. A drawing which shows the intended design of a sign, and the copy placement thereon. 2. A full size drawing of a sign. 3. A rough sketch of what the finished product will look like.

LCD (Liquid Crystal Display) sign: A type of changeable copy sign using an LCD panel as the sign face. LCD signs are often used in public spaces, and can have fine detail and moving images.

LED (Light Emitting Diode) sign: A type of changeable copy sign using an LED matrix. Commonly used in large outdoor systems, where the viewer is at least 10' away.

Legibility: How well a sign character can be read at a given distance.

Lexan: A brand of high impact polycarbonate sheet.

Lifecycle – From beginning to end, used to describe the span of job.

Logo: That part of a brand or trademark that appears as a symbol, design, or distinctive letter.

- M -

Map Scale - The scale of a map is the ratio of a single unit of distance on the map to the equivalent distance on the ground. For example 1" equals 1'. On small jobs confirm whether this is necessary, and if provided scale is useable.

Mechanical drawing: A line drawing specifically tailored to the needs of manufacturing, often generated using CAD software.

Message center: An electronically or mechanically changeable copy display, those changes being made from a location other than at the display.

Monument: A freestanding sign sitting directly on the ground or mounted on a low base, similar to ground sign.

Mullion: A mullion acts as a structural member, and it carries the dead load of the weight above the opening and the wind load acting on the window unit back to the building structure.

- N -

Neon: See Luminous tubing. Note: Only those tubes filled with neon should be designated as neon. All others should be referred to as luminous tubing.

No exposed fasteners: To position fasteners in such a way as to make them the least noticeable, or invisible, i.e. on the side of a cabinet, countersunk, countersunk and filled, etc.

Non-illuminated: A sign or display that has no lighting, either direct or indirect.

Not to scale: A sketch or drawing that has no reference scale.

GLOSSARY OF SIGN TERMS

- O -

Occupational Safety and Health Administration (OSHA): Government agency which administers federal regulations regarding occupational safety and health concerns.

Off premise signage: Signs that are placed off the business property.

On Building Sign: General term, a sign which is installed on the building or fascia. Includes Eyebrow,

Opaque: Solid, not allowing light or images to pass through. Also refers to a coating or cover without letting the color or image below to show through.

Open channel: A sign component that has a back and sides, but no face.

Open channel letter: A letter constructed with back and sides, but no face.

Overall Site Plan – Is a drawing of the project property that shows property lines, buildings, and signage and their placement on the site and the site's relation to neighboring streets. It specifies signs to be done at this time or future.

Overlay: 1. To cover, permanently or temporarily, one material with another, as with a veneer. 2. A transparent sheet with graphic information, to be superimposed over another.

- P -

Paint: 1. The action of applying paint to a surface. 2. The material used in this application.

Paint Formula – A formula similar to a recipe that lists specific increments of different pigments, when mixed together create a desired color.

Pantone matching system: A system of matching and hence for ink and paper colors. Since these colors are difficult to match in paint, this system's use is minimized in the sign industry.

Pegged off: A letter or graphic that is raised from the background surface by means of studs, cups, blocks, or other types of spacers.

Penetration: A hole drilled into a wall or sign to accept electrical wiring either through a housing or approved conduit.

Perforated metal: Refers to any number of types of perforated metals: perforated, flattened and expanded, perforated and expanded, or simply perforated, used as walkways, sunscreens, decorative coverings, etc. Also referred to as expanded metal and Perforated expanded metal.

Point of purchase display: A sign or display used in close proximity to the actual retail product being sold.

Post and panel: Type of sign that is composed of a face supported by round or square supports, usually informational in nature, and generally mounted low to the ground, for good visibility.

Property Lines – Is the boundary line between two pieces of property. (It is sometimes referred to as the Right of Way Line)

Primary wiring: Electrical wiring from a breaker box to a ballast, transformer, or other electronic device.

Prop 65: Known as "The Safe Drinking Water and Toxic Enforcement Act of 1986" Consist of Warning signs in the state of CA that communicate that a chemical in question is known to the state to cause cancer, or birth defects or other reproductive harm. Usually posted at the entrance to property and or parking garage and or building entrance.

- Q -

- R -

Raceway: A continuous metal box, containing all required electrical components, onto which illuminated signs, letters, or graphics are affixed prior to installation. This technique is used where numerous penetrations into a wall or sign face is not recommended.

Raster Image - A bitmap (or raster) image is one of the two major graphic types (the other being vector). Bitmap-based images are comprised of pixels in a grid. Each pixel or "bit" in the image contains information about the color to be displayed. Bitmap images have a fixed resolution and cannot be resized

without losing image quality. Common bitmap-based formats are JPEG, GIF, TIFF, PNG, PICT, and BMP. Most bitmap images can be converted to other bitmap-based formats very easily. Bitmap images tend to have much large file sizes than vector graphics and they are often compressed to reduce their size.

Reface: To replace an old face with a new one, without changing the size or shape.

Reflective: Capable of reflecting exterior directed light, giving the appearance of being illuminated, such as reflective vinyl sheet.

Remote: 1. An electrical component, such as a switch or terminal, that is distant from the actual sign, i.e. an inside on/off switch. 2. A sign that is off the customer's property. See Off-premise Signage.

Request for Information (RFI): Written request from a contractor to the owner or architect for clarification of the contract documents.

Request for Proposal (RFP): Written request to a contractor, architect, or subcontractor for an estimate or cost proposal.

Retrofit: To replace the face of a sign with a different material than it was originally designed for.

Return: The sides of a channel letter.

Reveal: An indented detail on a sign.

Reverse: 1. The backside of a sign face. 2. Artwork that has a light image on the dark background. 3. backward application of letters or graphic on glass or clear plastic, or on a vehicle so that it appears right-reading on a mirror.

Reverse channel letter: A letter that has a face and sides, but no back, often using halo illumination.

Roof sign: A sign that is installed above the line of the parapet or roof of a building.

Rotator: The mechanism used to continuously turn a sign.

- S -

Sandblasting: To remove, incise, or texture an area by means of pressurized sand.

Satellite Aerial Map – is an overall map of the project, created from an online map program, such as Google Earth or Yahoo Maps, that shows aerial maps and streets. This tool can be used as a site plan if this is all that is available.

Satellite Vicinity Map – is an vicinity map of the area created from an online map program, such as Google Earth or Yahoo Maps, that shows aerial maps and streets of the outlying area of the project.

Scale: 1. An instrument for measuring distances on a drawing, map, etc. 2. The proportion between two sets of dimensions, i.e. between a sign drawing and the finished product.

Schedule: A listing of certain components, such as paint colors, pipe sizes, etc. on an Architectural drawing.

Scope of work: A written description of all work to be done on a particular contract.

Second surface: The back or reverse side of a sign face. Section: Profile view of an object as if part of it were cut on a plane and removed. Also called a cut away view, or cross section.

Self-Contained: Letters and signs which have all the necessary wiring, transformers, ballasts, etc. enclosed within.

Sign Copy: Message or text of sign

Sign Location Plan: Usually a site plan or floor plan indicating where signs will be placed or located.

Sign Type: A name given to different signs, designating a group or style.

Sign Schedule: An inventory or list indicating the sign type,

GLOSSARY OF SIGN TERMS

typically defined as numeral. For example Sign type 1. Then the quantity of sign type 1 is defined by a second number .1, .2 and so forth this for each individual sign, for example Sign Type 1.1. Sign Schedule is used for final text and or message, location and is keyed to the site plan.

Sign Message Schedule: An inventory or list indicating the quantities of signs and messages for each individual sign. Typically used as a contract document for final text and sign wording, and keyed to the sign location plan. Provides sign type, location, and message.

Sign Program – A document that contains site specific sign guidelines for a retail center, industrial park, or commercial project. The guidelines consist of specifications regarding sign size, letter style, construction methods, placement, quantities and color. In many situations sign programs differ from city sign regulations and will supercede city regulation.

Sign Type Legend – Is a table correlating all the sign types and their color, symbol and sign number on the site plan.

Single face: A sign having copy on only one face.

Single tube: Having one luminous tube.

Site: Location of a structure or group of structures.

Siteplan: Is a drawing of the project property that shows property lines, buildings, and signage and there placement on the site and the site's relation to neighboring streets.

Soffit: The bottom or underside of an overhang, such as a canopy or marquee.

SoftScape - Softscape comprises the animate, horticultural elements of landscape design, i.e., plants.

Spacer: A device used in mounting displays and letters which causes them to extend from the background.

Stanchion: An upright support, permanently mounted or portable.

Stand off letters: Flat cut letters that are spaced off background

with spacers or studs.

Stroke: The horizontal or vertical bar of a letter.

Stucco finish: Roller, spray, or brush applied finish similar to a rough plaster wall.

Stud: 1. A threaded rod on the back of a sign or letter to facilitate mounting.

- T -

Tactile signage: High contrast, raised or incised signage, generally intended for the visually impaired. This would normally include Braille copy.

Template: 1. A cut out pattern, usually of wood, metal, or plastic, used in the transfer of shapes to finished material for cutting or painting, and testing accuracy. 2. Pre punched metal or plastic device used as a guide for drawing circles, ovals, arcs, and shapes.

Texcote: See Stucco finish.

Toggle bolt: Self opening bolt used for hollow wall installations.

Tombstone: An upright receptacle for fluorescent tubes.

Traffic count: The amount of vehicular or pedestrian traffic passing a certain point in a given length of time.

Transformer - in electrical signs, the mechanical or electrical component that transforms the voltage coming into the sign (the primary voltage) into a higher or lower voltage (the secondary voltage) necessary to run the sign.

Transformer box: A galvanized sheet metal box that holds a luminous tube transformer.

Translucent: Diffuses light, so that objects beyond cannot be viewed, but visible light can pass through. (Example: frosted glass)

Transparent: Clear, so that object beyond can be seen.

Tube support: Glass, metal, ceramic, or plastic device used to support luminous tubing.

Typical: One that is the same or similar to others.

- U -

Underwriter's Laboratories (UL): A privately owned and operated, independent, third party organization, operating in the public interest, that maintains safety standards in electrical equipment and appliances. Licensed use of it's label requires close adherence to their specifications.

- V -

Value Engineering (VE): Process of analyzing the cost versus the value of alternative materials, equipment, and systems, usually in the interest of achieving the lowest total cost for a project.

Vent: A louvered or screened aperture in a sign which allows heat to escape.

Vertical: Perpendicular to the plane of the horizon, i.e. upright.

Vertical reader: Copy that reads vertically, rather than horizontally.

Vicinity Key – Is a basic key showing overall project and major landmarks or buildings.

- W -

Wall Sign – An exterior sign that is mounted on the fascia, eyebrow or other location of a building wall.

Weep hole: Holes drilled in the bottom of formed or fabricated letters and sign cabinets to allow water drainage.

Wet Stamped Engineering: Original structural documents and drawings provided by a licensed engineer that have been stamped and have their signature, and are NOT photocopied.

Wireway: Tube or rod, or structure similar to a raceway that contains electrical wires only, and does not contain transformers or ballasts.

- X -

- Y -

Yoke: A cable or other device used to distribute weight and balance when used to lift large signs and steel lengths.

- Z -

Z clip: Z shaped metal or plastic clip used in to make various sign attachments.