

Old Town **TEMECULA**

Wayfinder Sign System

Presented by:



Signage Design Guideline Objective

The intent of the sign program is to provide the guidelines necessary to achieve a visually cohesive, balanced and appealing signage environment in Old Town Temecula. The signage design guidelines identified in this document provide standards for use in the development for Old Town Temecula as part of the enhanced enrichment Site Development project. The intent of the standards is to establish criteria that will be the basis for the design of signage/graphics throughout the project and to insure that there is a consistent design image that contributes to the identity and promotes the quality that Old Town Temecula represents. It is intended that all signage has a coordinated design with organizational unity and overall visual identity . The signage should be an integral part of Old Town architecture, landscaping and compatible with lighting.

Program Components

These Signage Design Guidelines include standards for the following signage/graphics elements:

Wayfinding Directional Signs	(Section 1)
Wayfinding Parking Signs	(Section 2)
Directory Monument Signs	(Section 3)
Directory Monument Signs - Options	(Section 3.2)
Parking Garage ID	(Section 4)
Welcome Monument	(Section 5)
Rotary Trail Head ID	(Section 6)
Logo Option for all signs	(Section 7)



Logo:

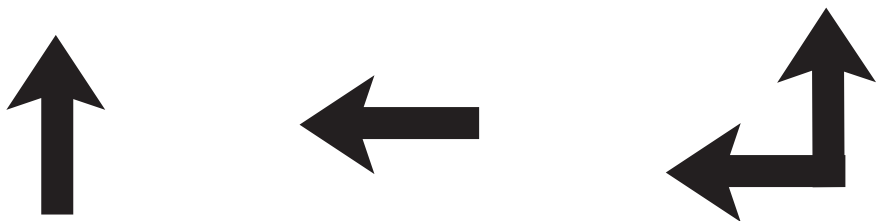
Old Town
TEMECULA

Font:

Neutra Display Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Icons:



Materials:

6061 Marine Grade Aluminum will be used throughout. Seams will be filled, sanded, etc

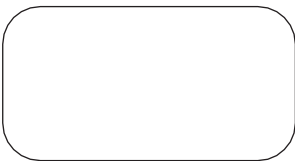
Graphics:

Lettering and logos will be direct printed to Powder Coated Surfaces. Direct printing to substrate offers vivid, crisp reproduction of text and images. The UV ink provides a durable, fade and scratch resistant finish to the signs.

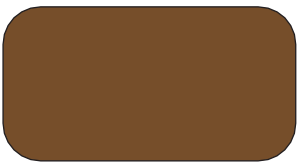
Cardinal Powder Coat Finishes



T291-BR251
Oil Rubbed Bronze Texture
to match existing finishes



T002-WH08
White 20% Gloss

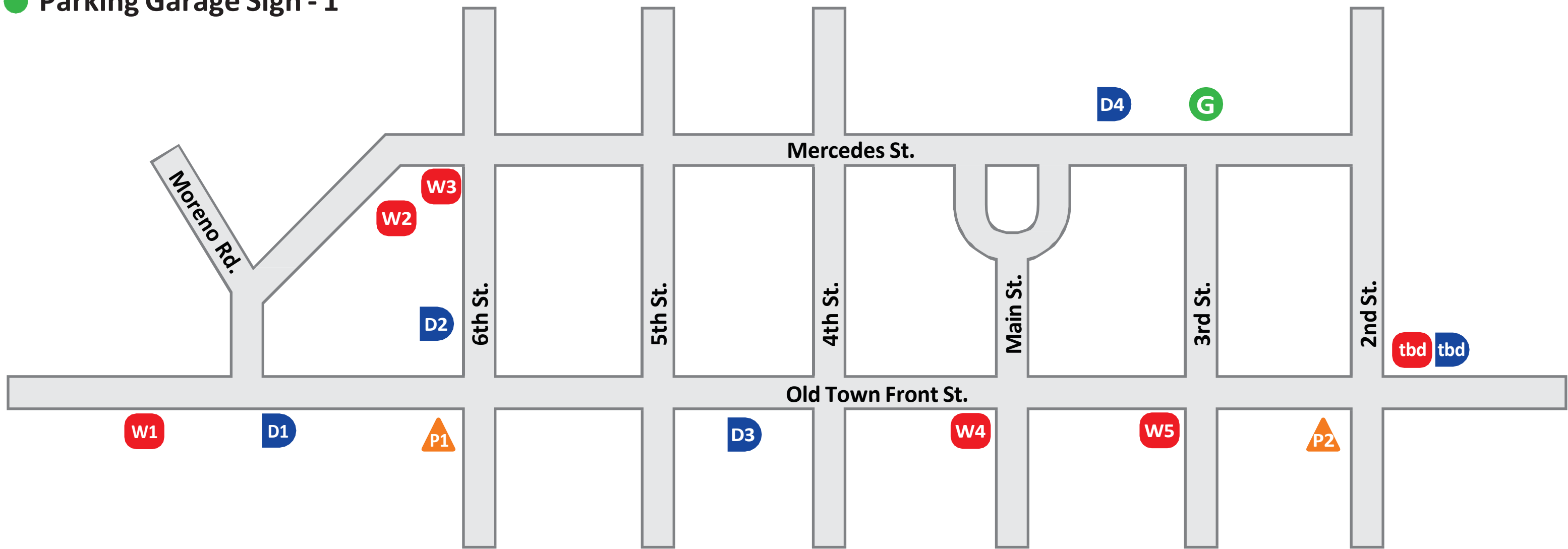


Brown
39/64/88/35

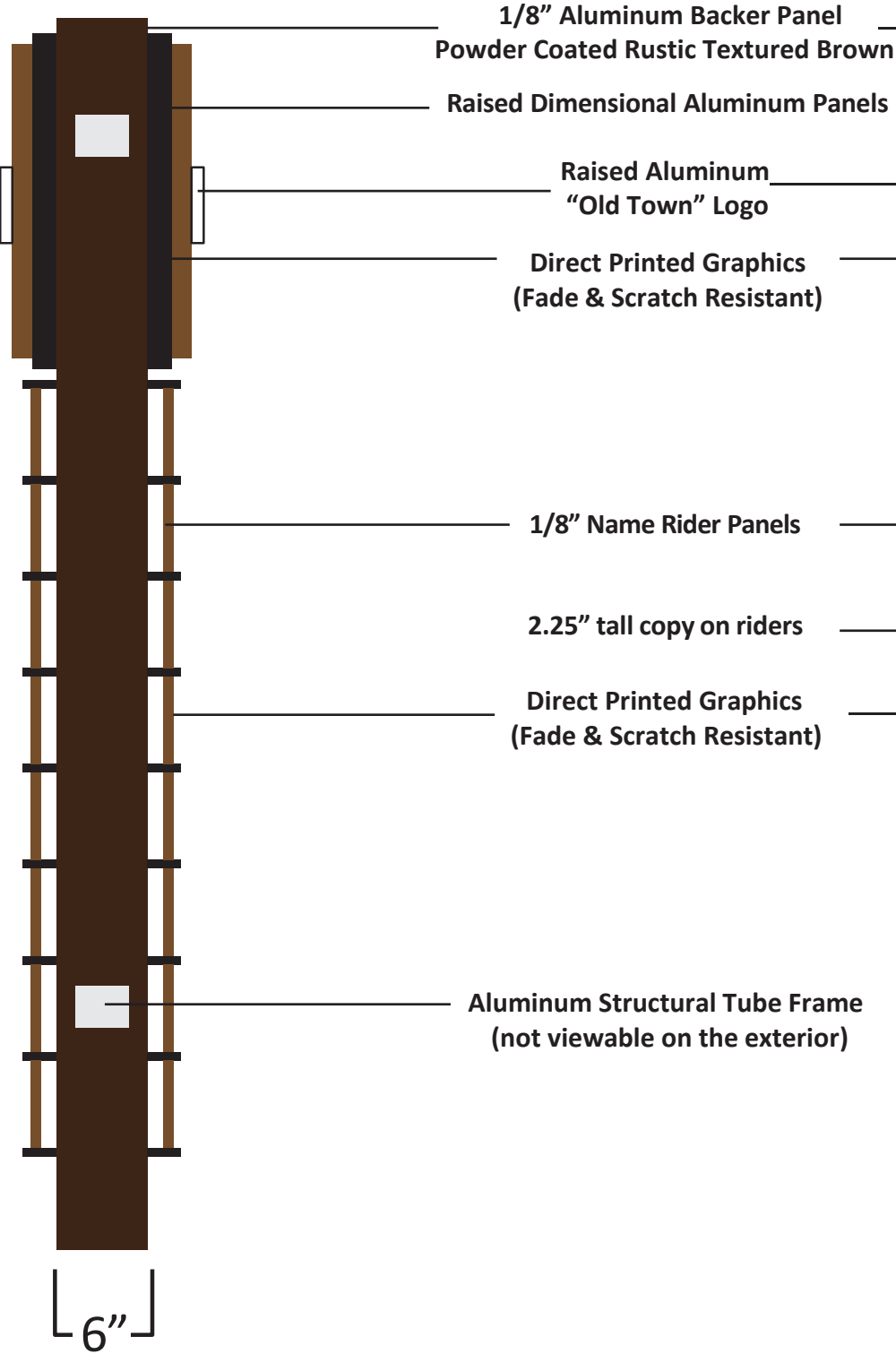


Paint color to
Match Pole

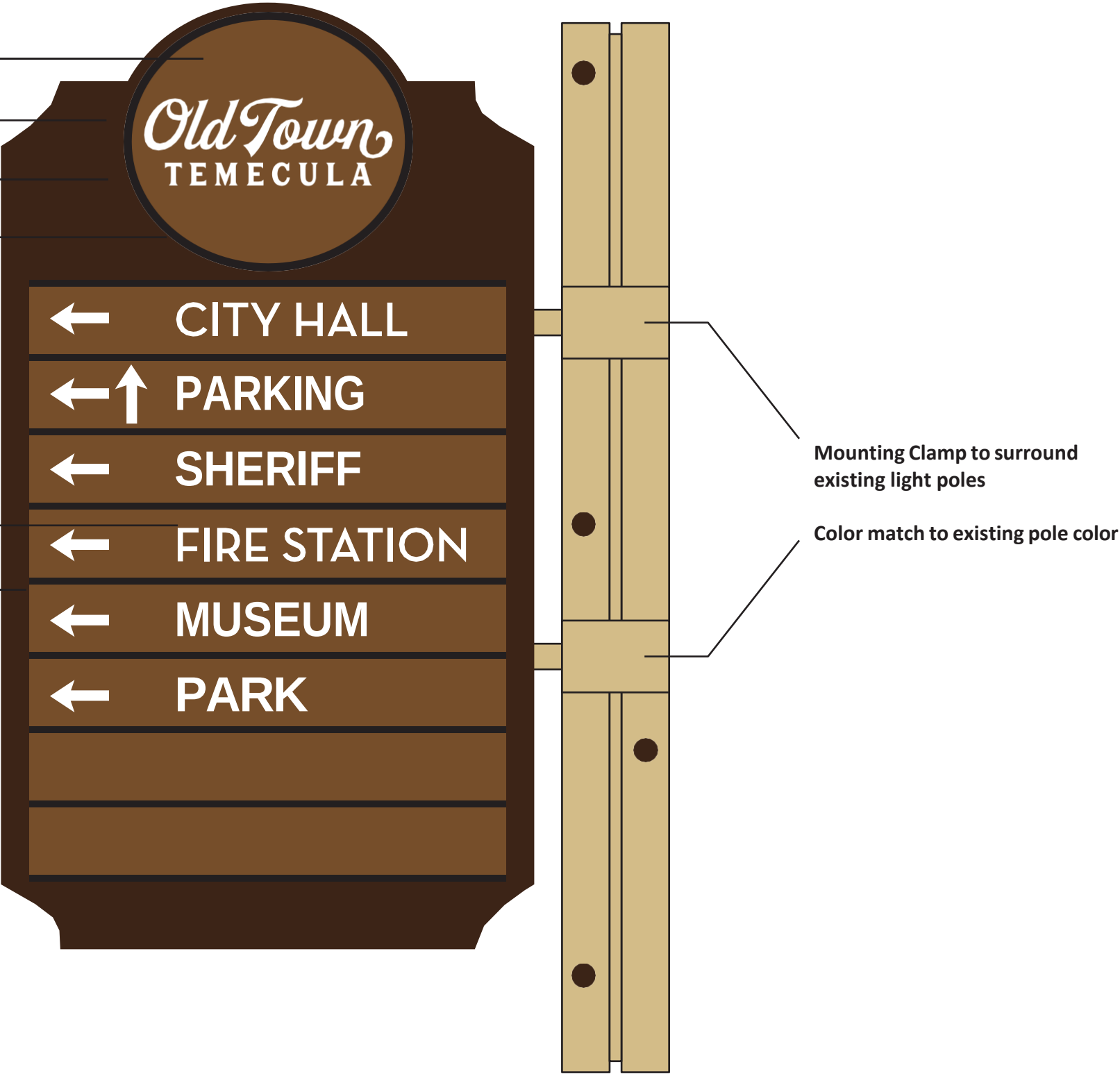
- Wayfinding - 5
- Directory Signs - 4
- Parking Signs - 2
- Parking Garage Sign - 1

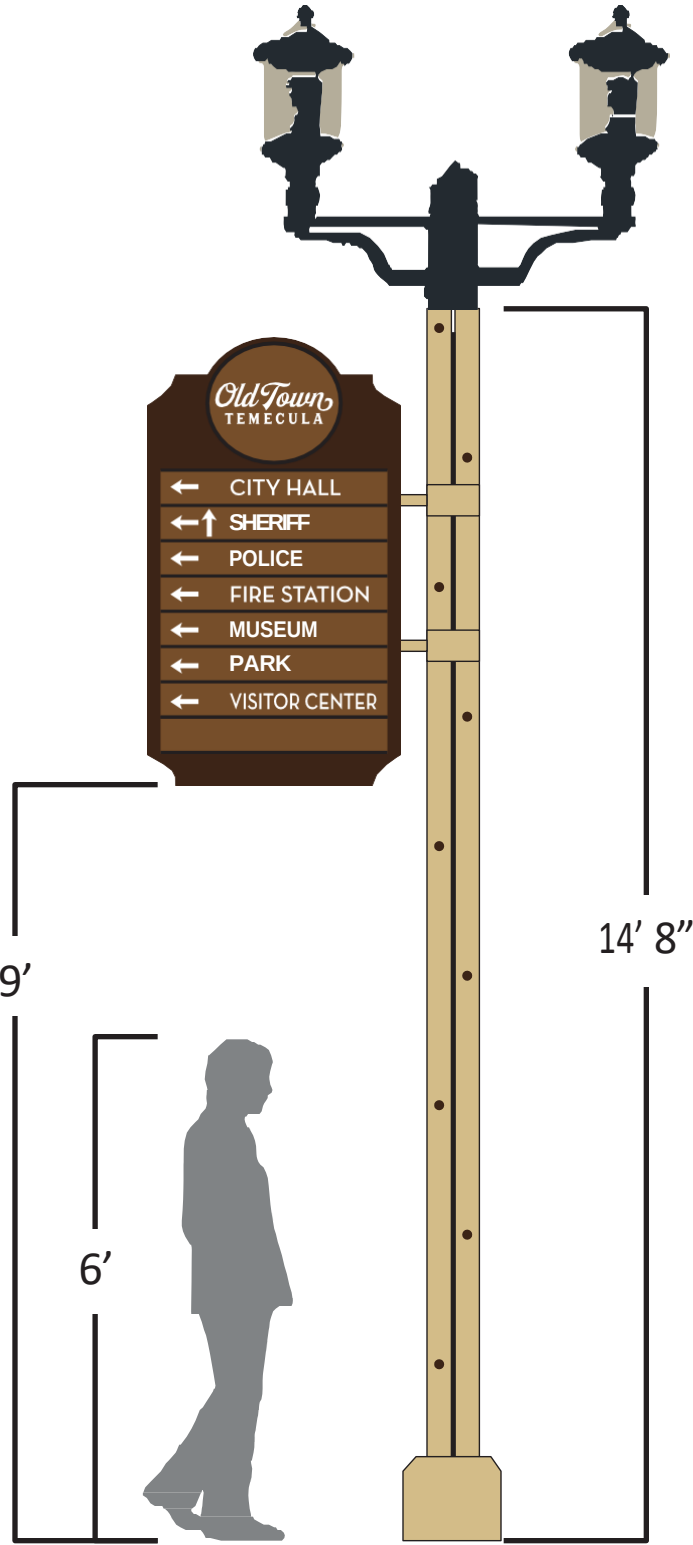


Side view



Front view





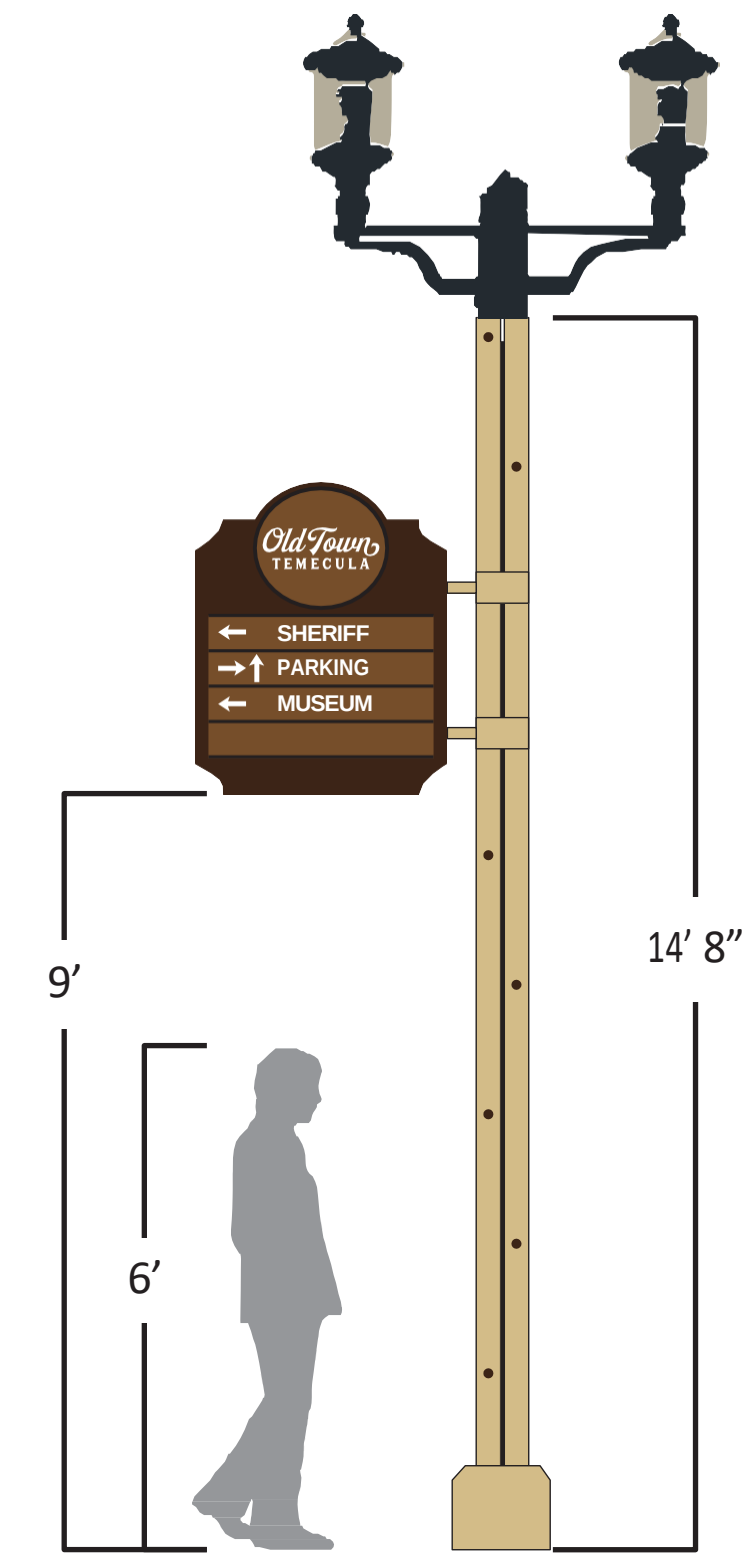
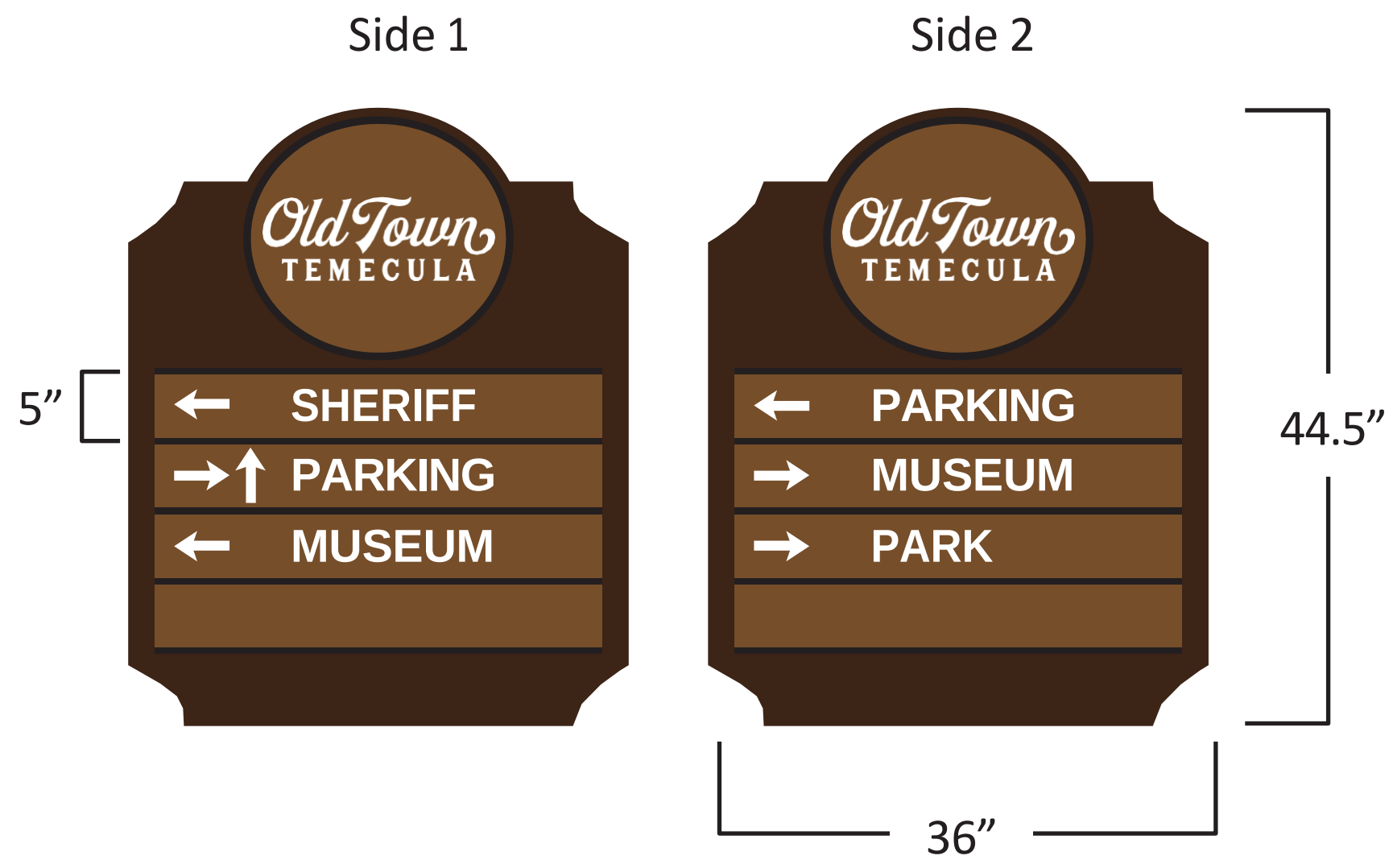


Before



After

Remove existing blue parking sign & existing wayfinding sign.



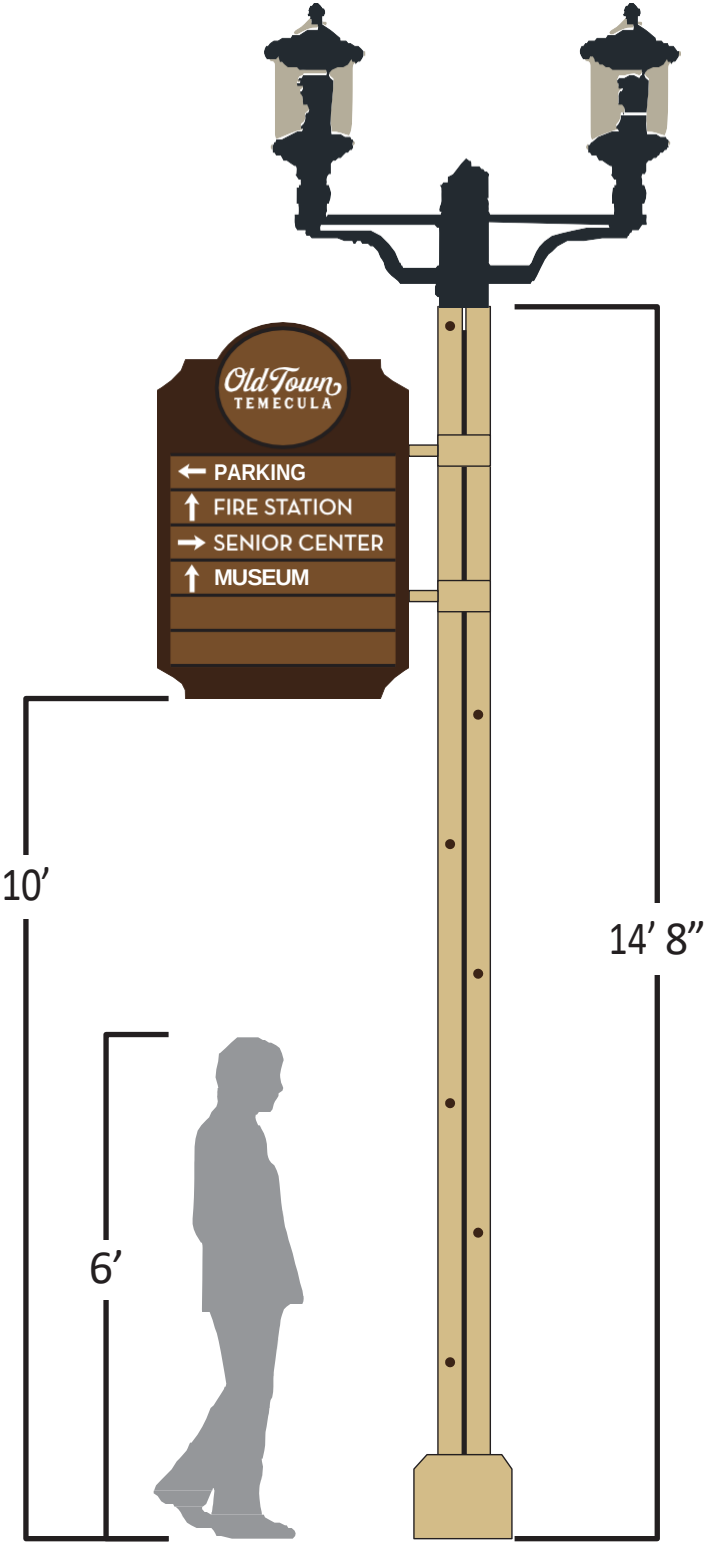
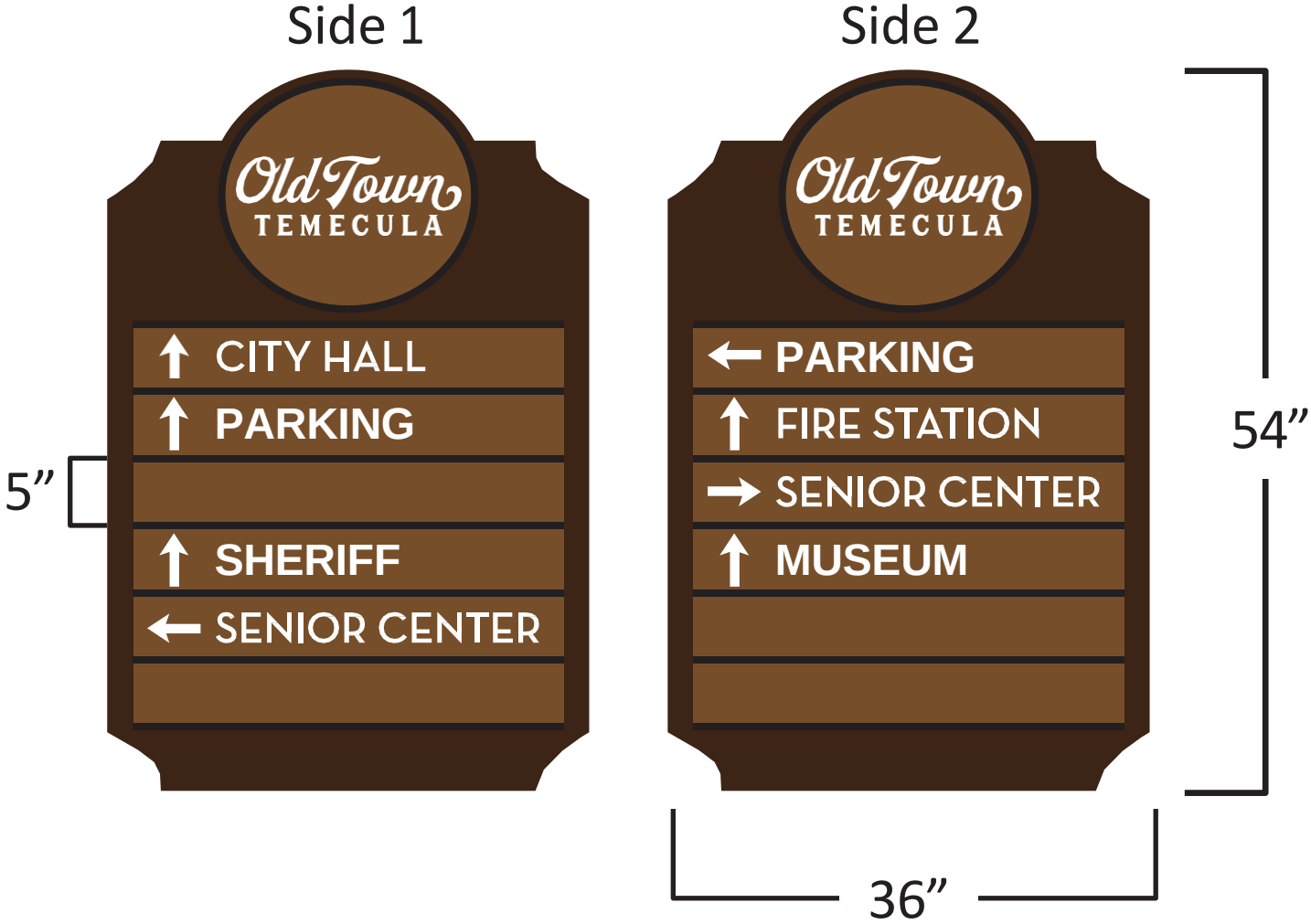


Before



After

Remove existing blue parking sign

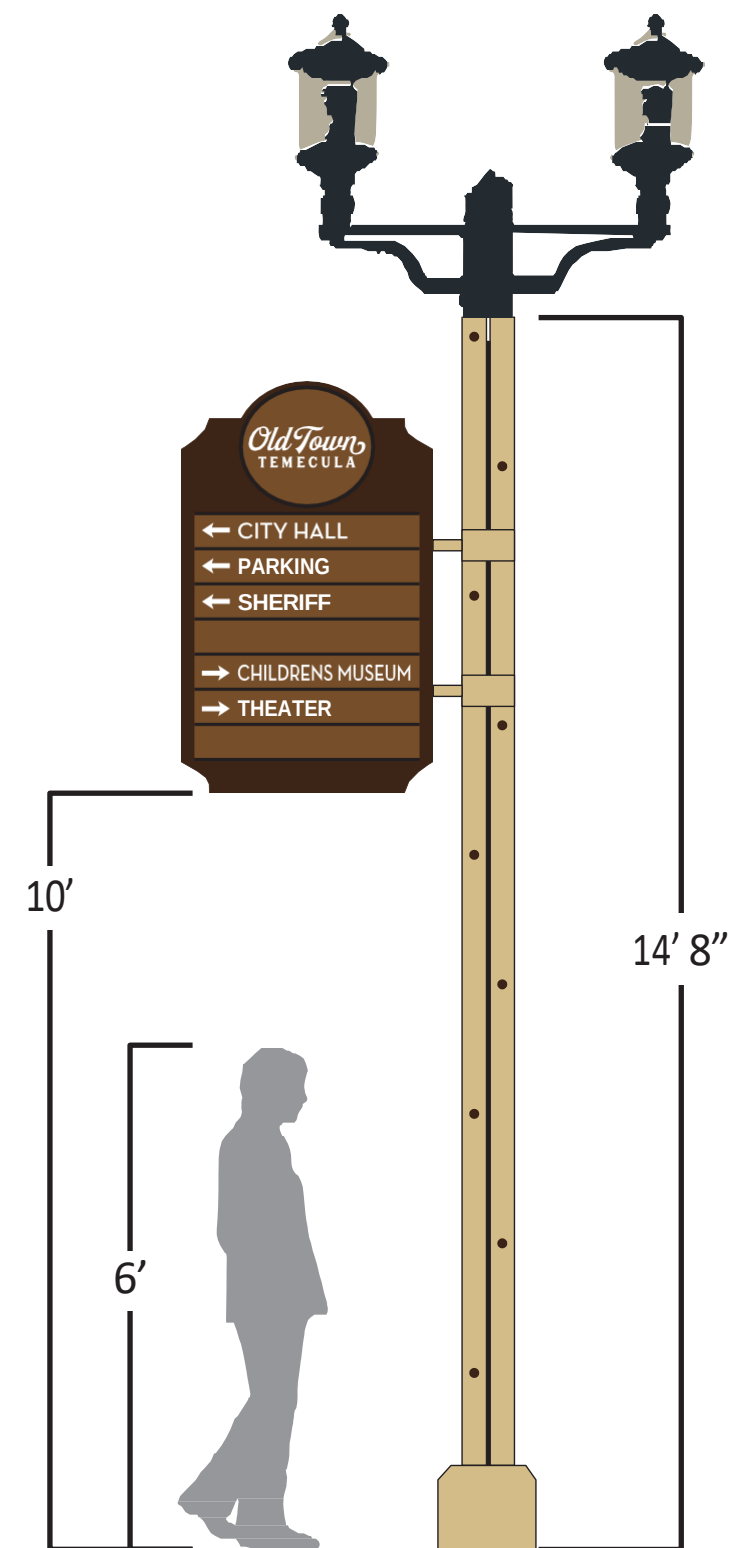
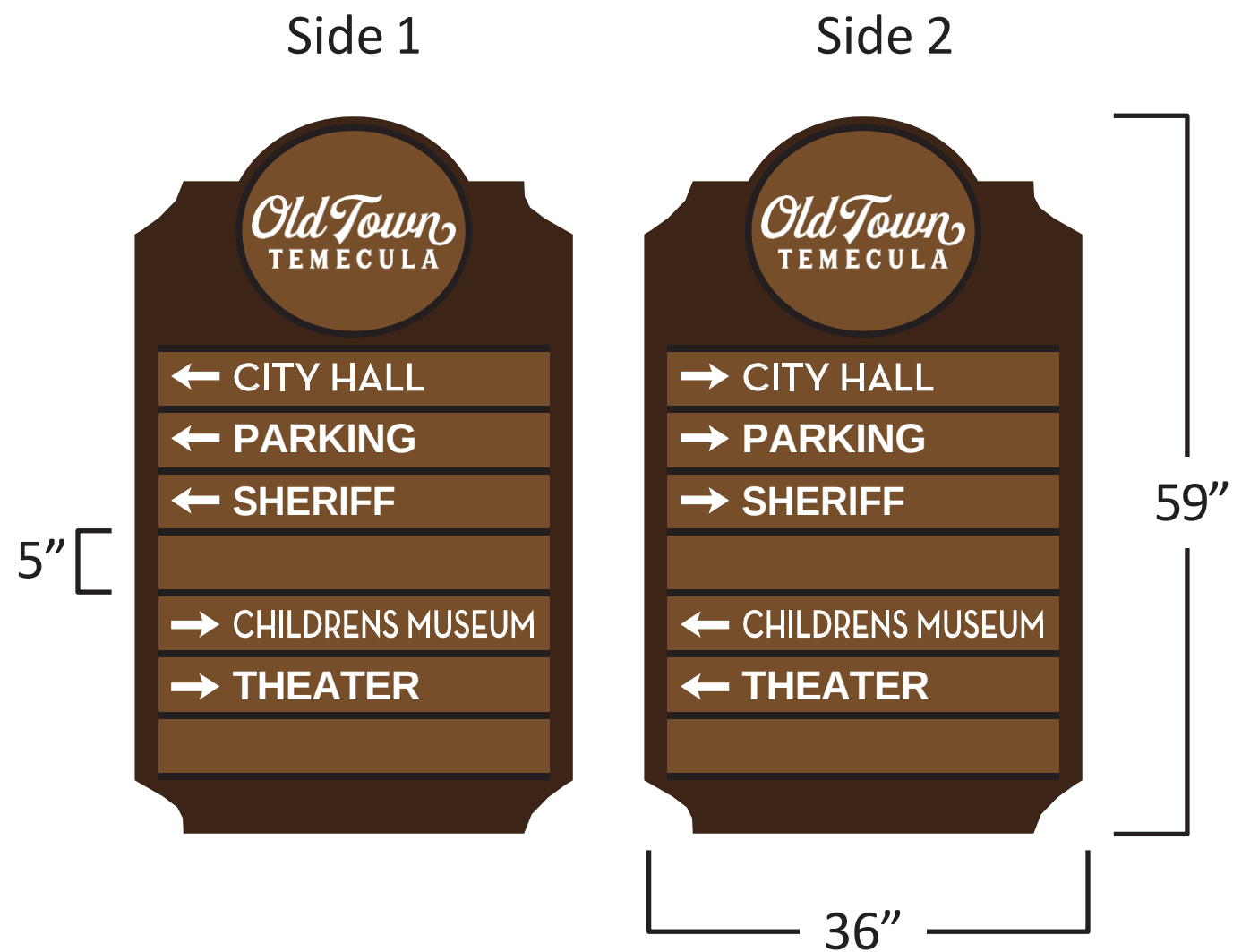




Before



After



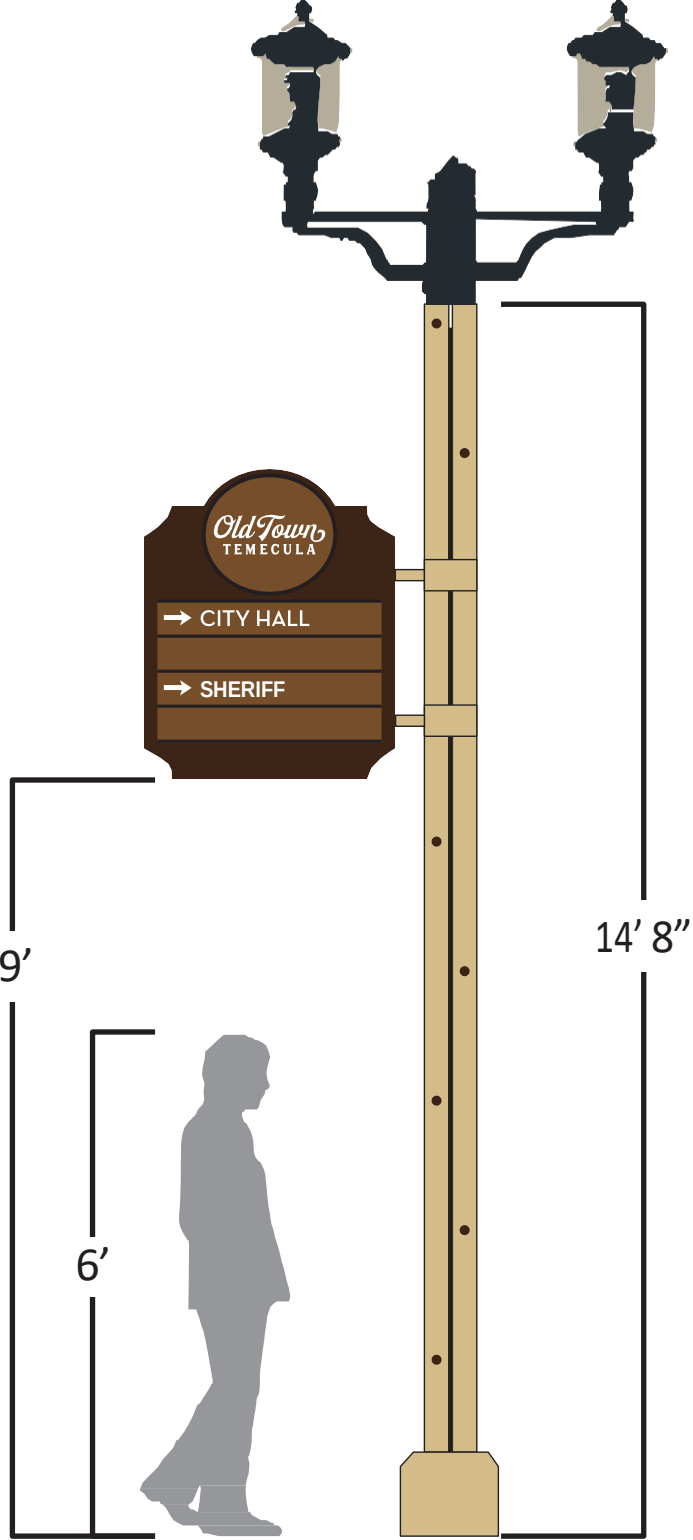
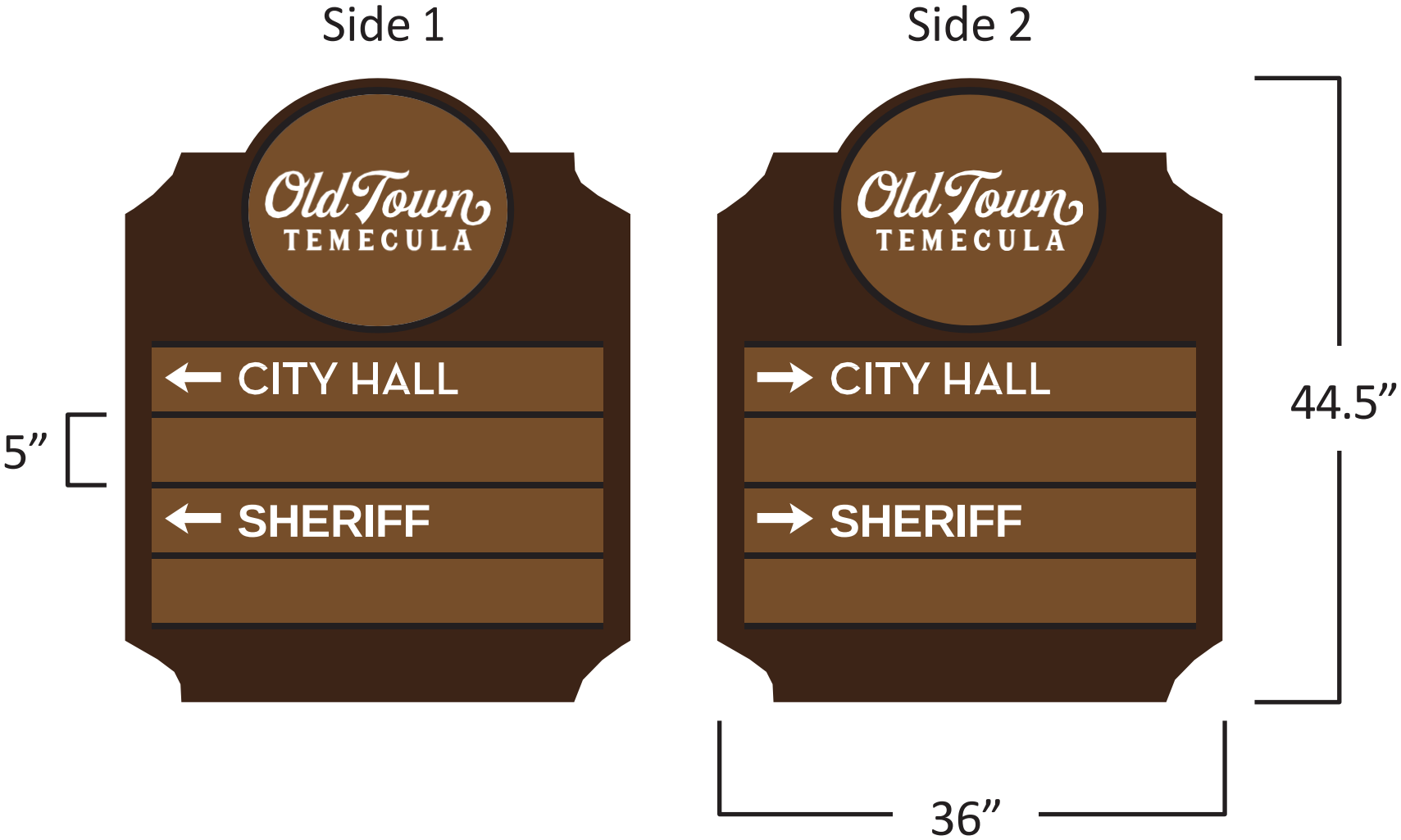


Before



After

Remove existing blue wayfinding sign &
Historic 395 Route sign





Before



After

Side view

Front view



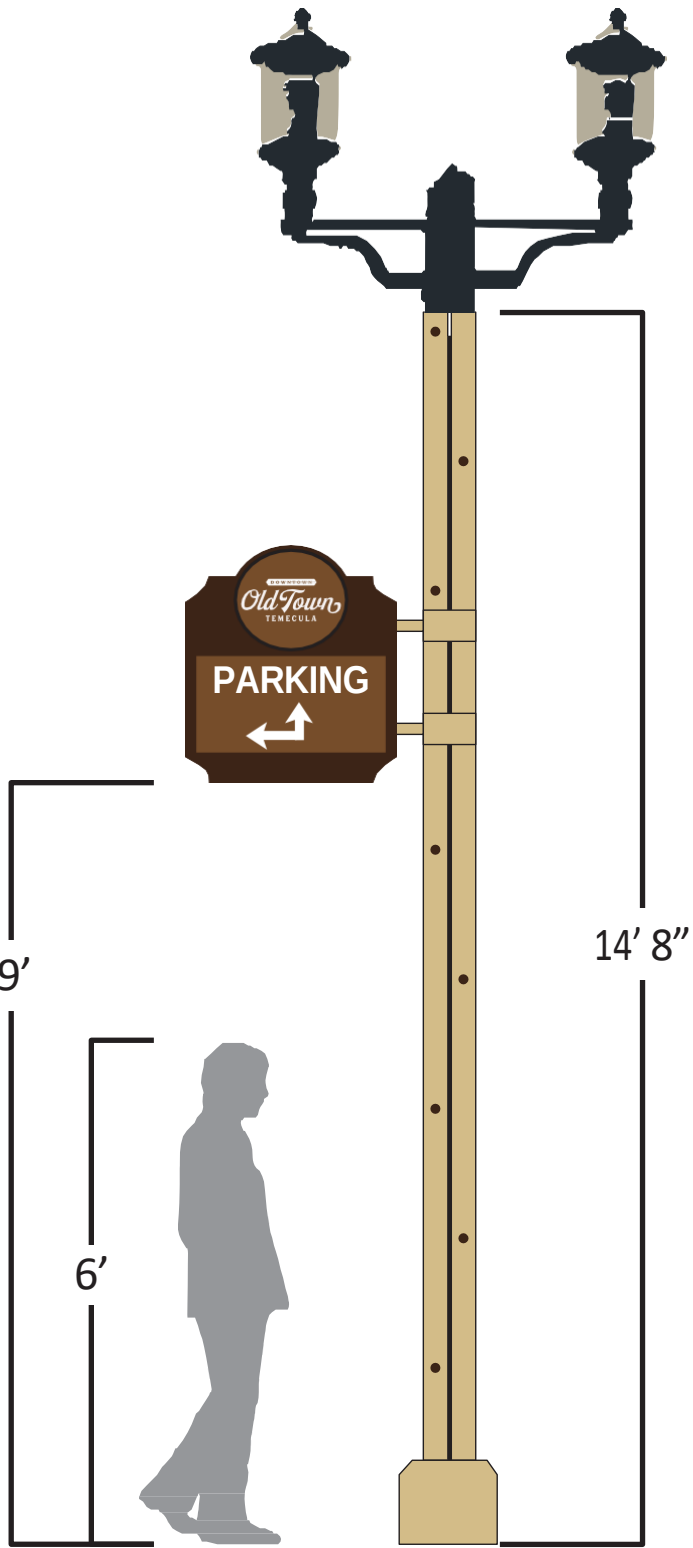
Side 1



Side 2



34"



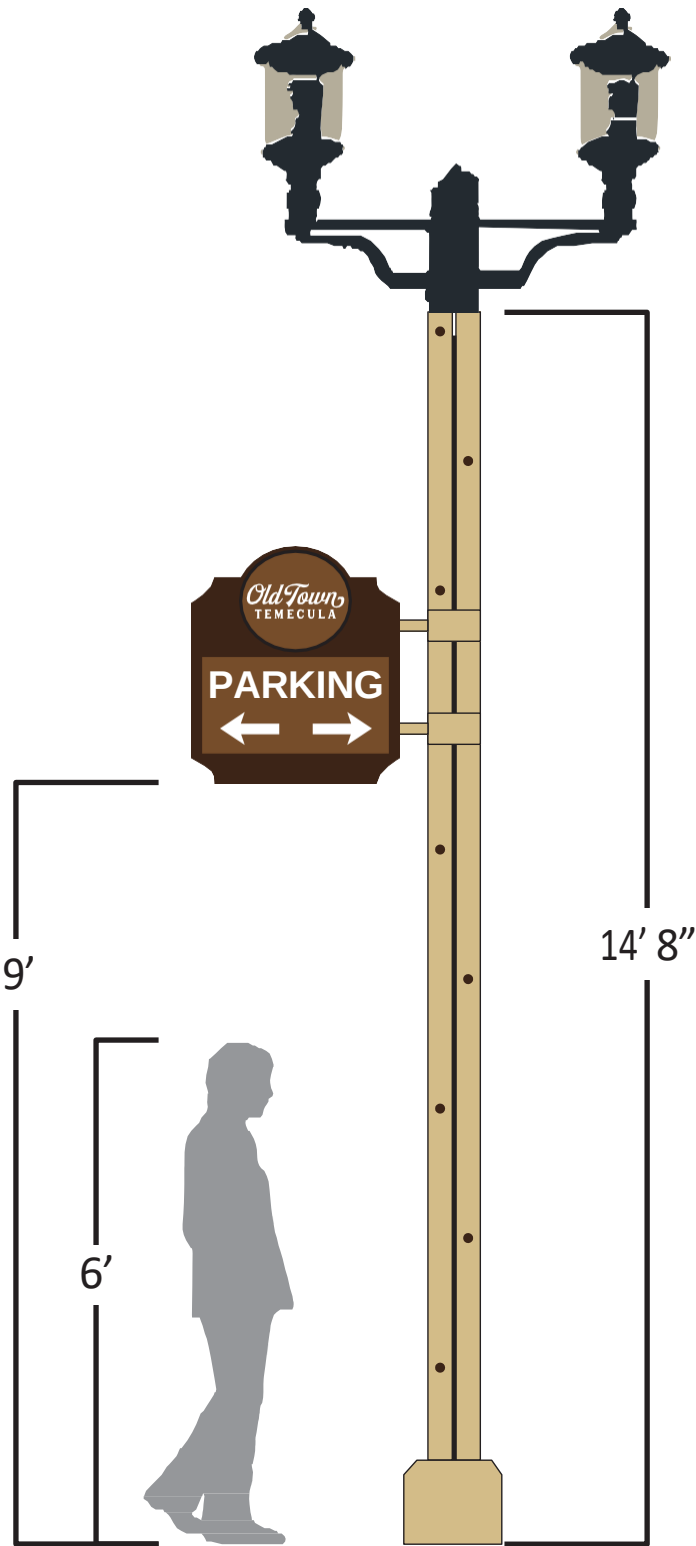
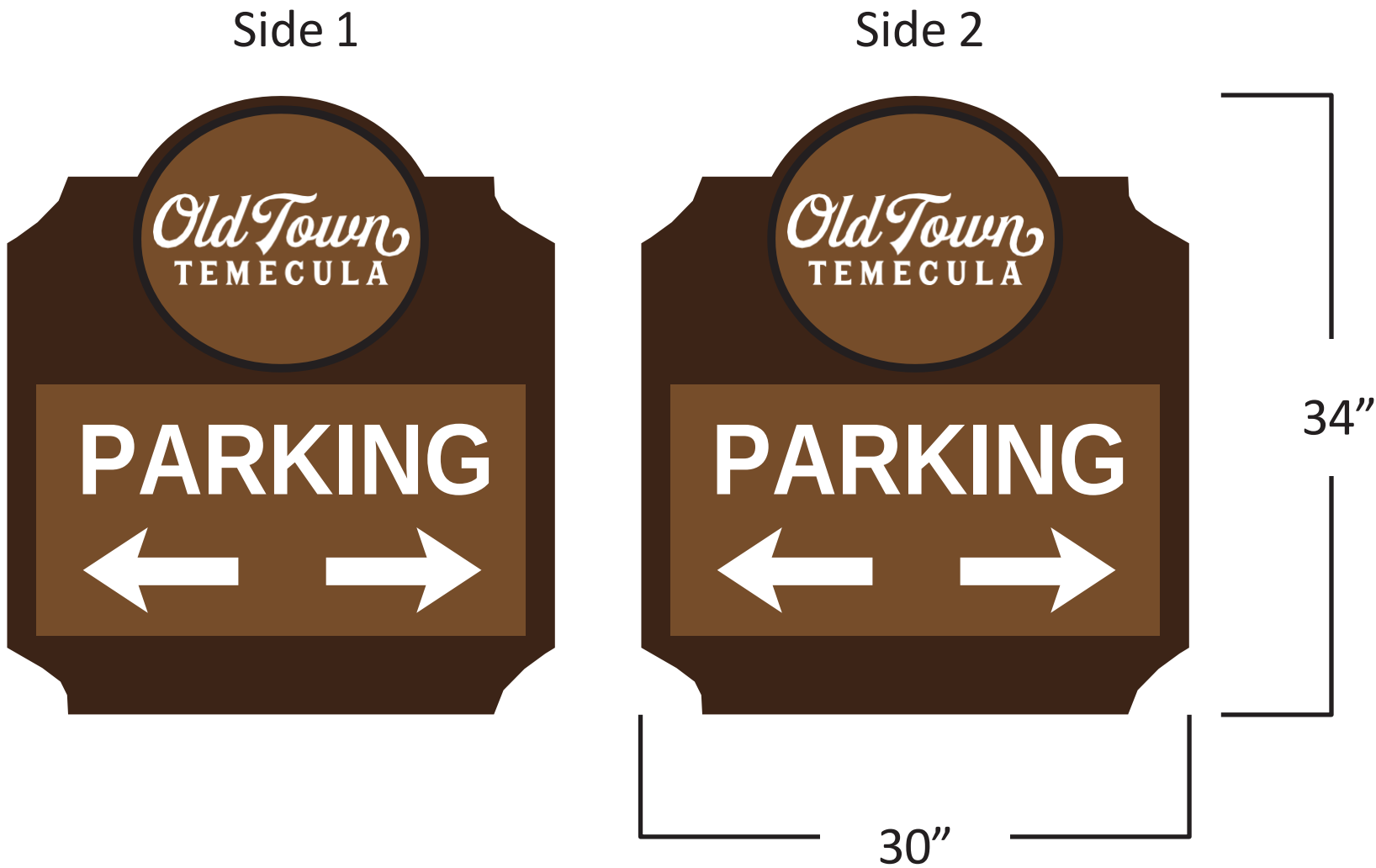


Before



After

Remove existing Public Parking sign





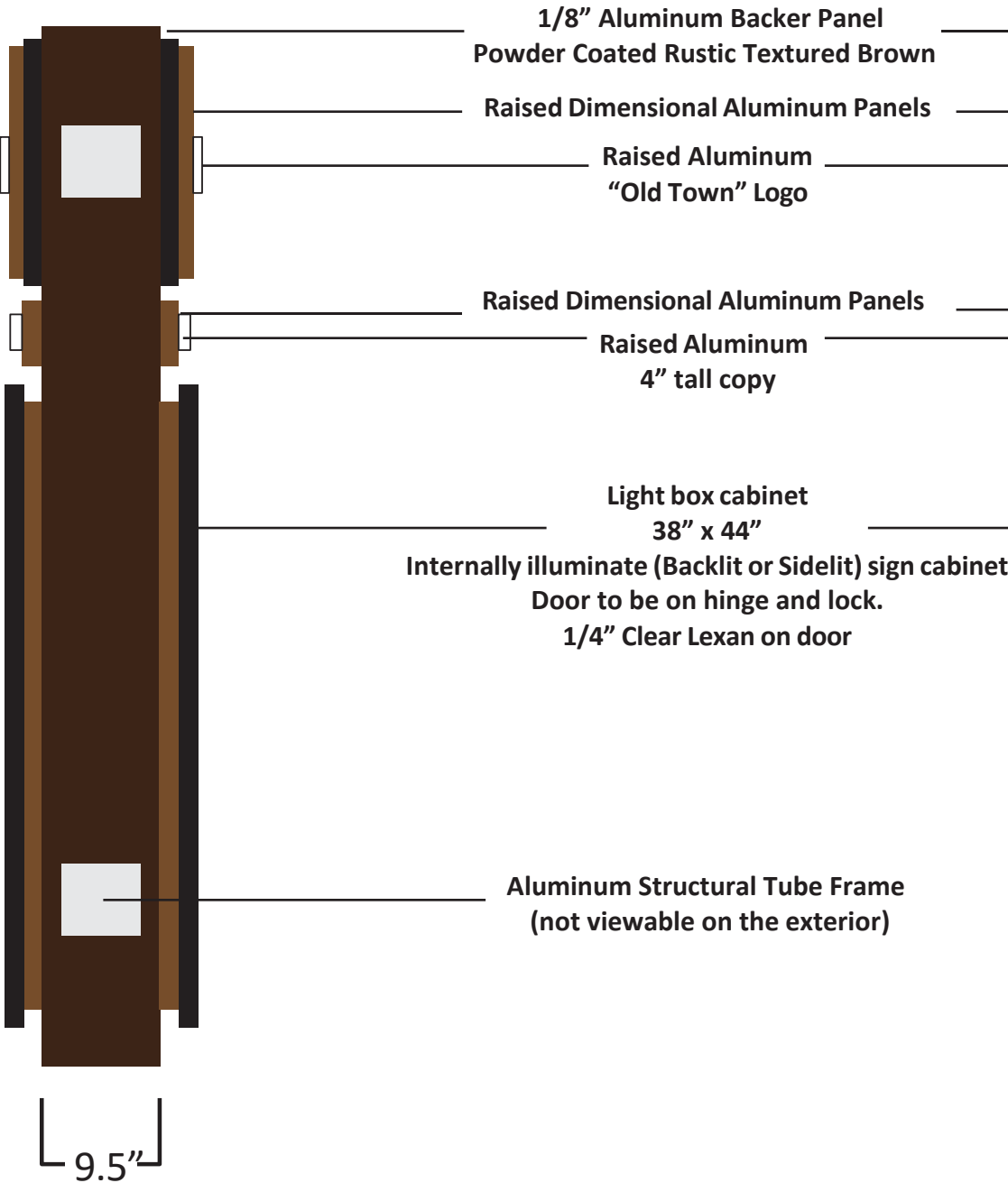
Before



After

Remove existing Public Parking sign

Side view

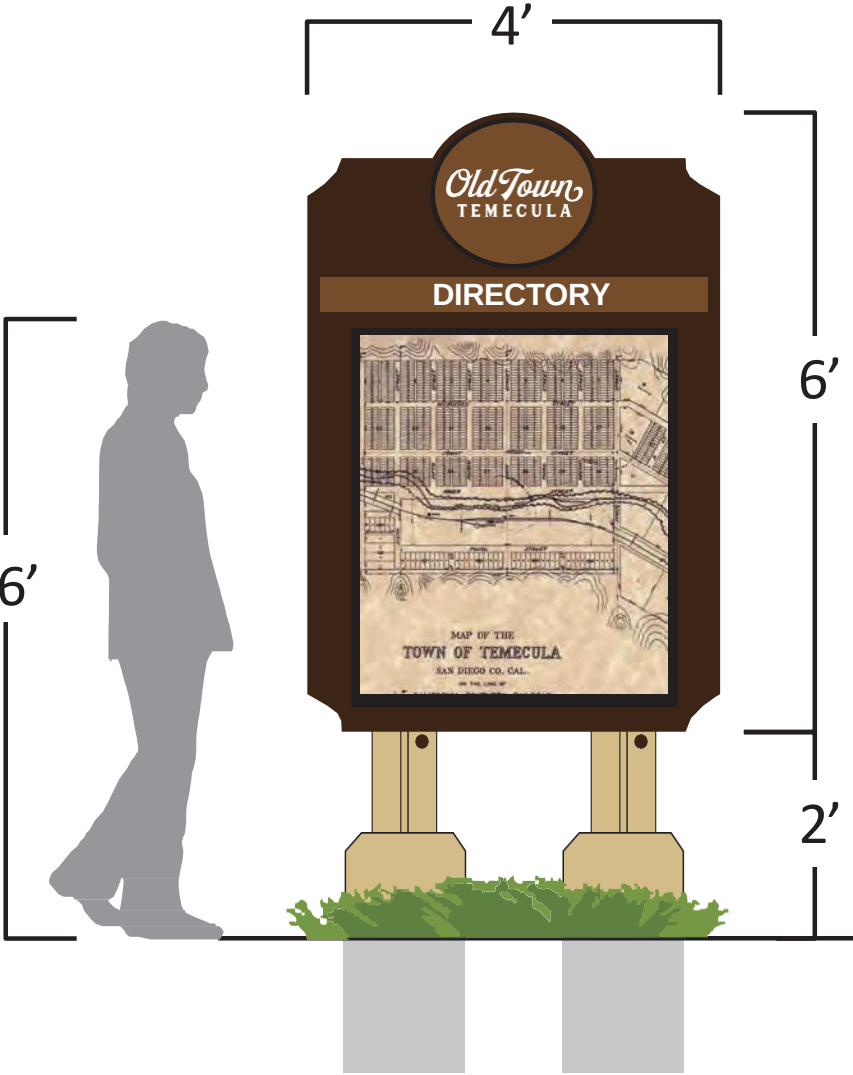
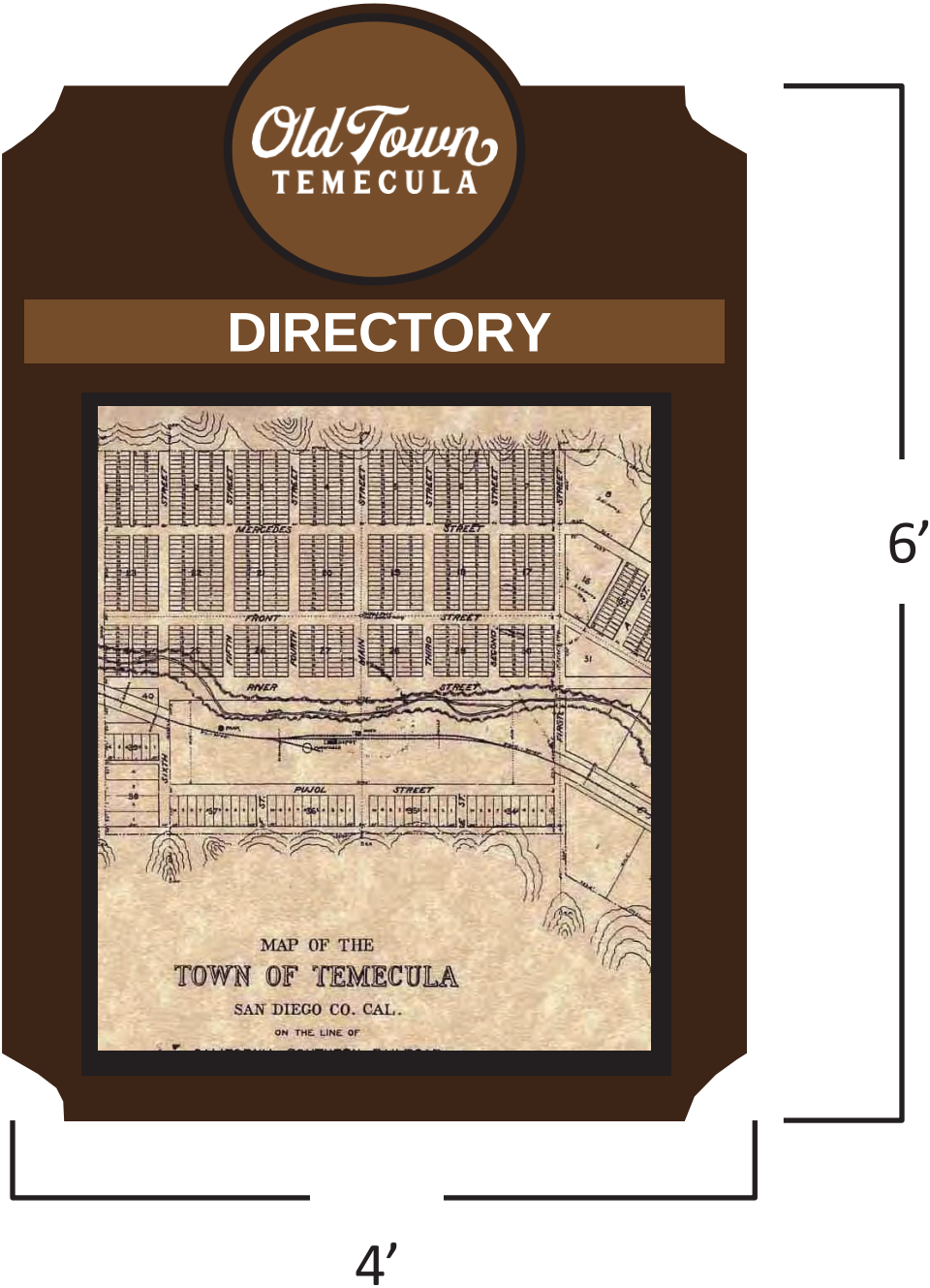


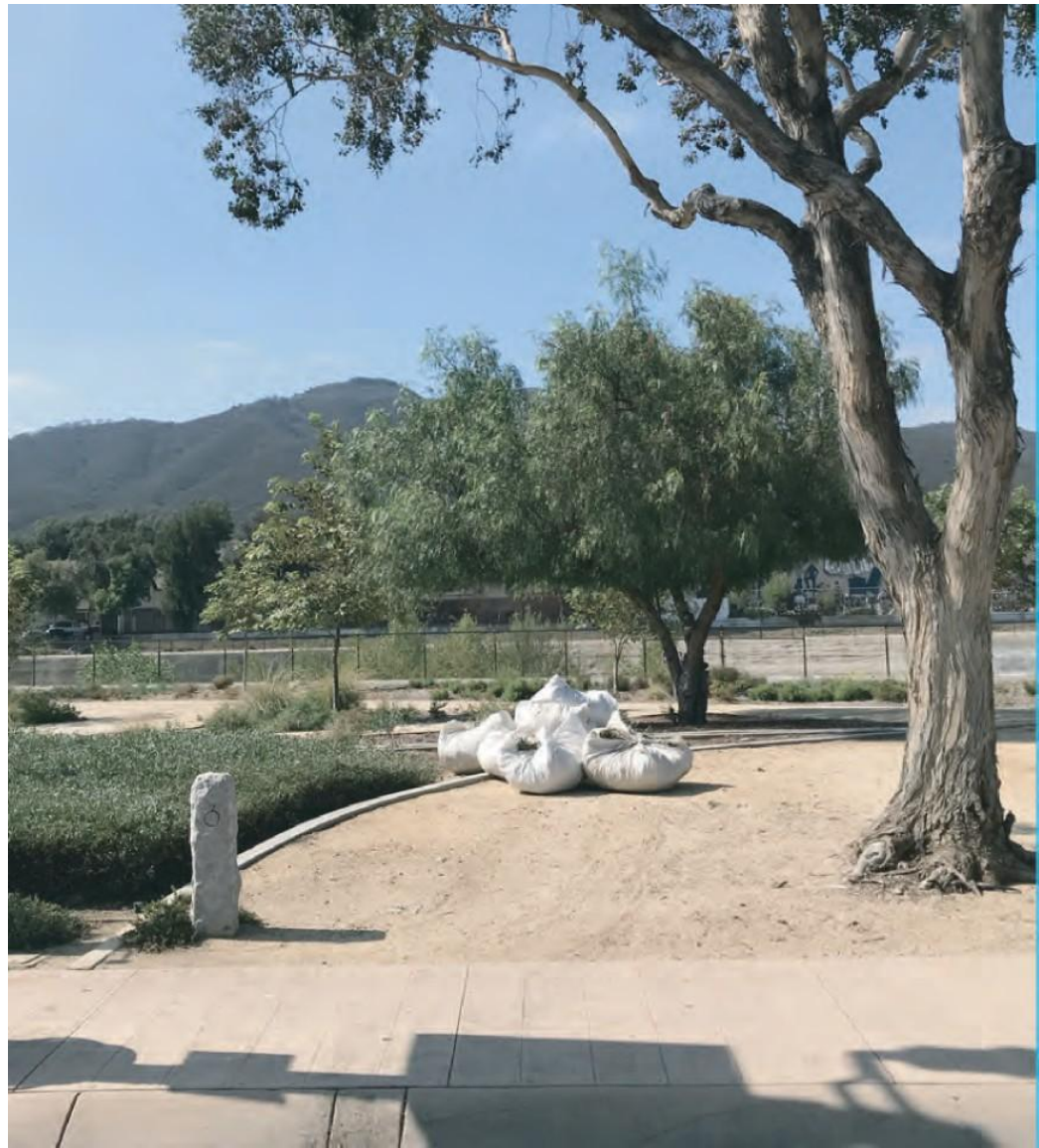
Front view



Map cabinet can either be internal side lit or
entire map backlit

Double Sided
(same design front /back)





Before



After



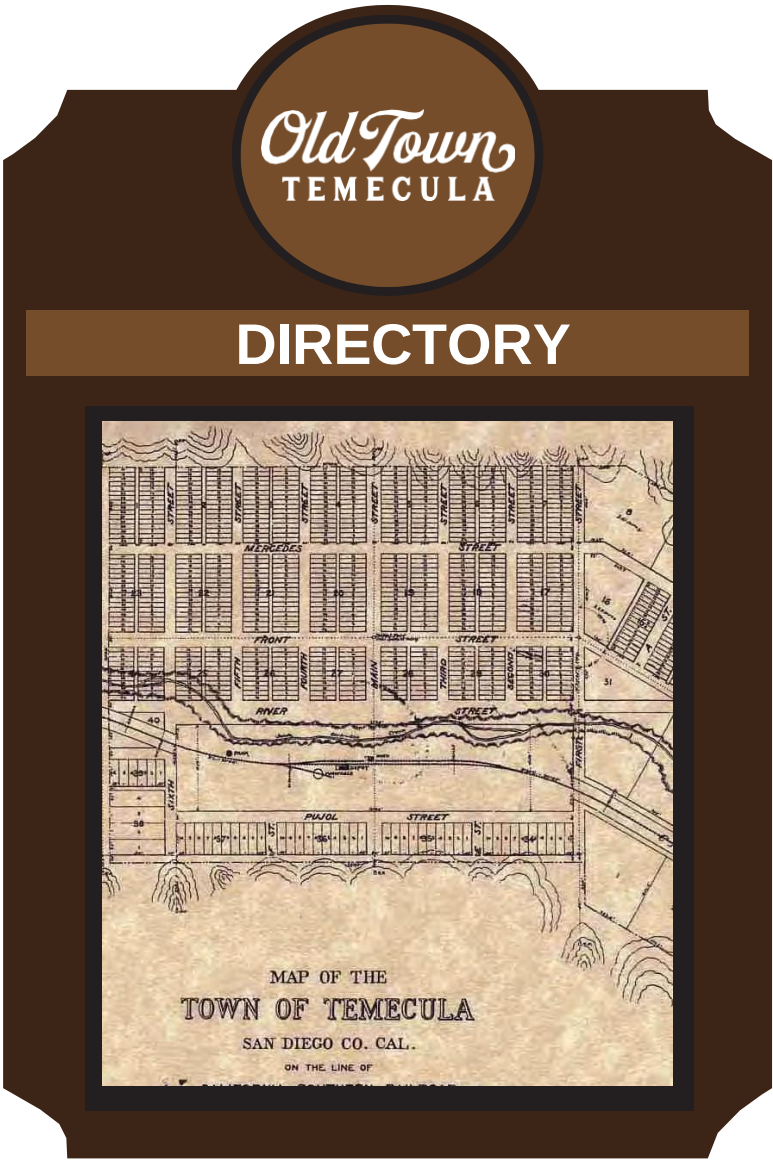
Before



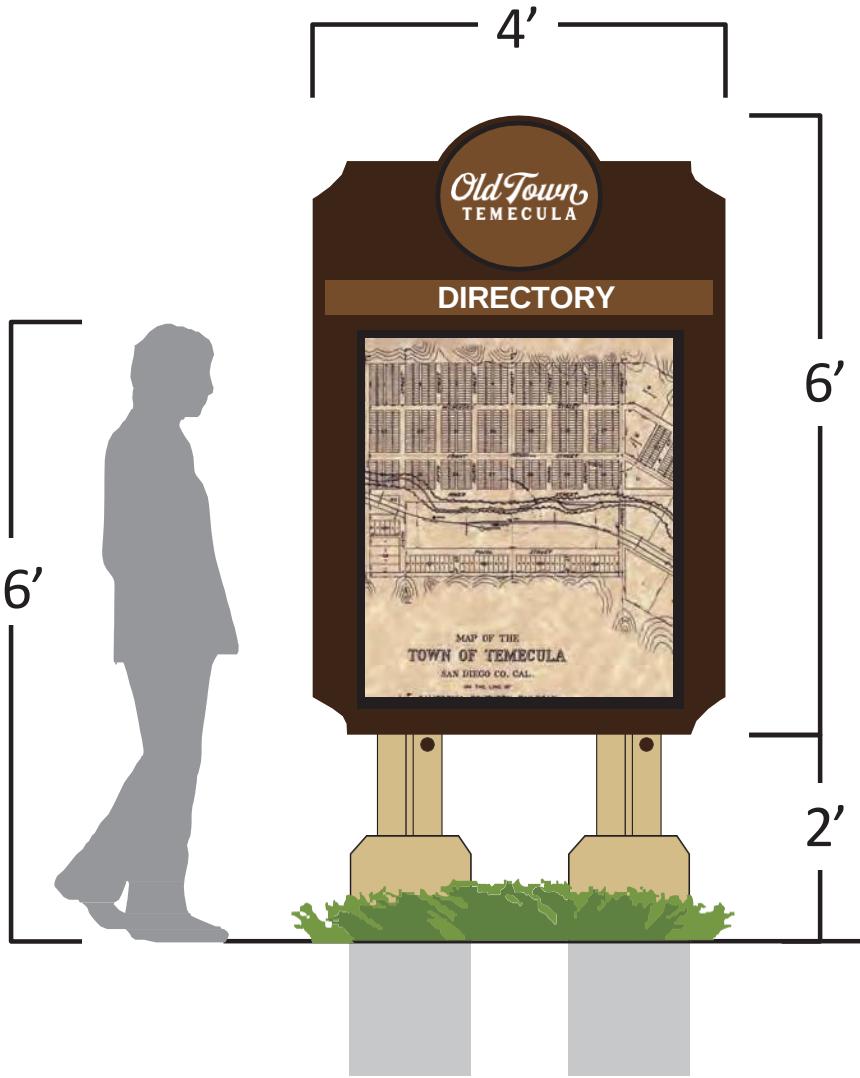
After

Remove existing Directory sign

Side 1



Side 2





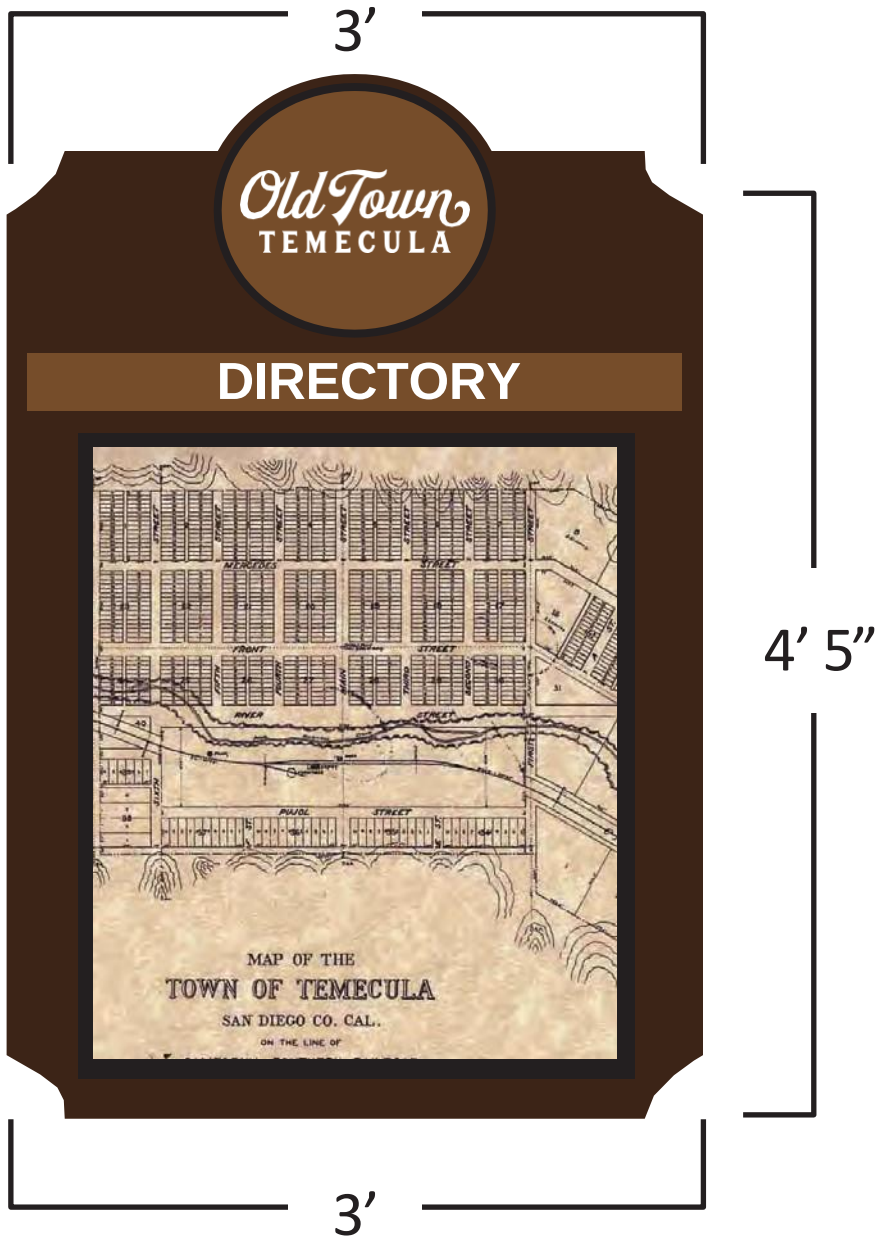
Before



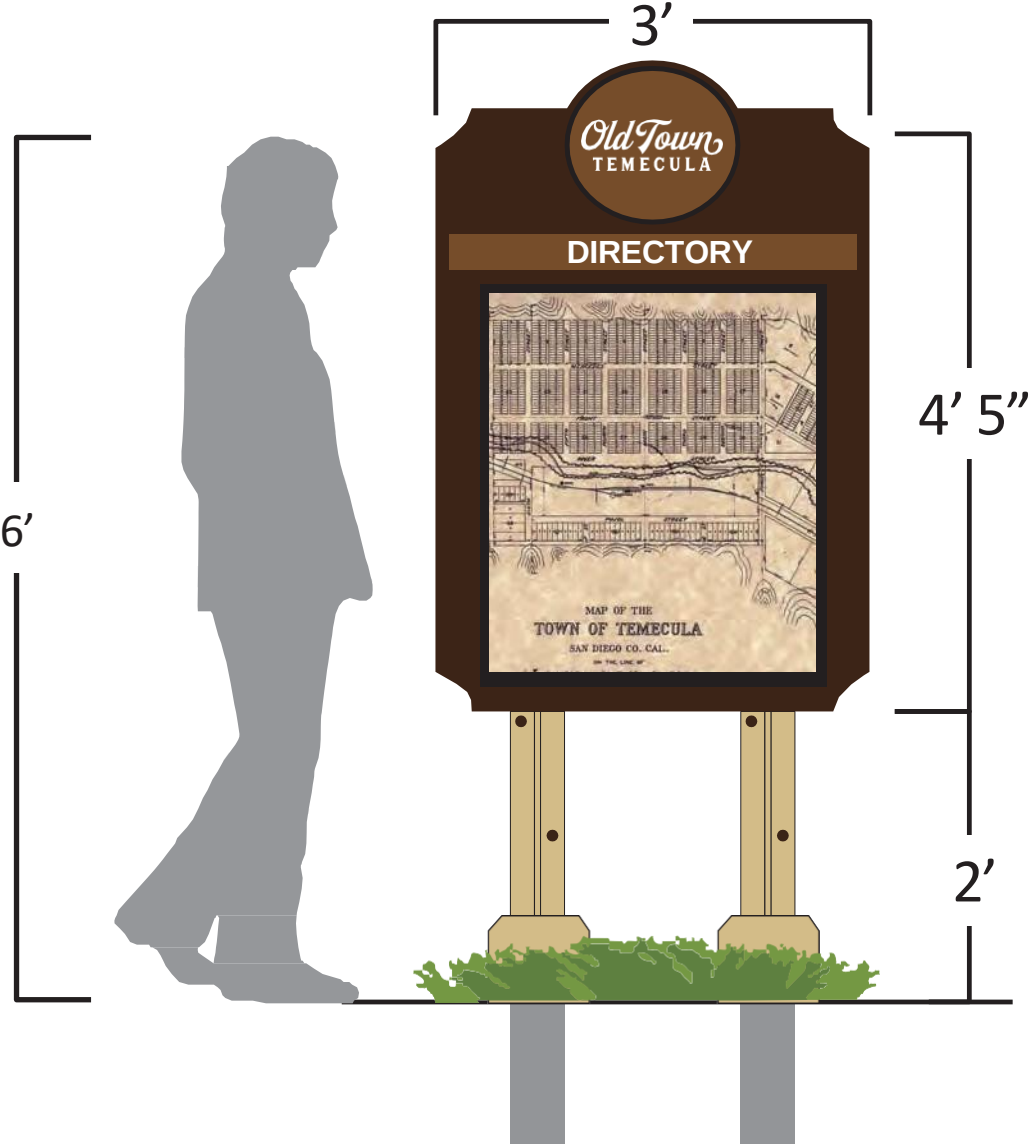
After

Remove existing Directory sign

Side 1



Side 2





Before



After

Remove existing Directory sign



Backlit



Backlit



Backlit Light Box



Edgelit Light Box



Edgelit



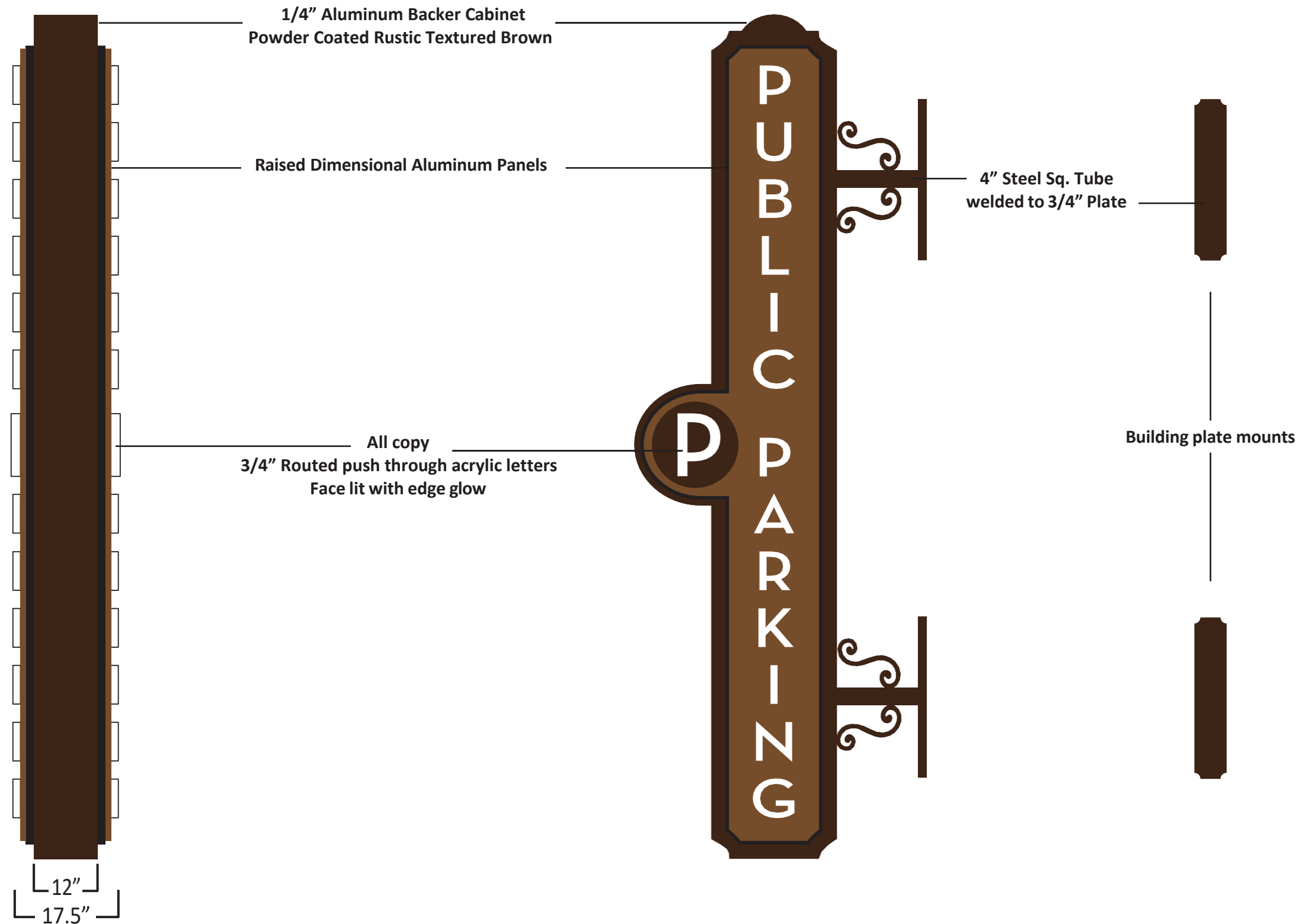
Top lit

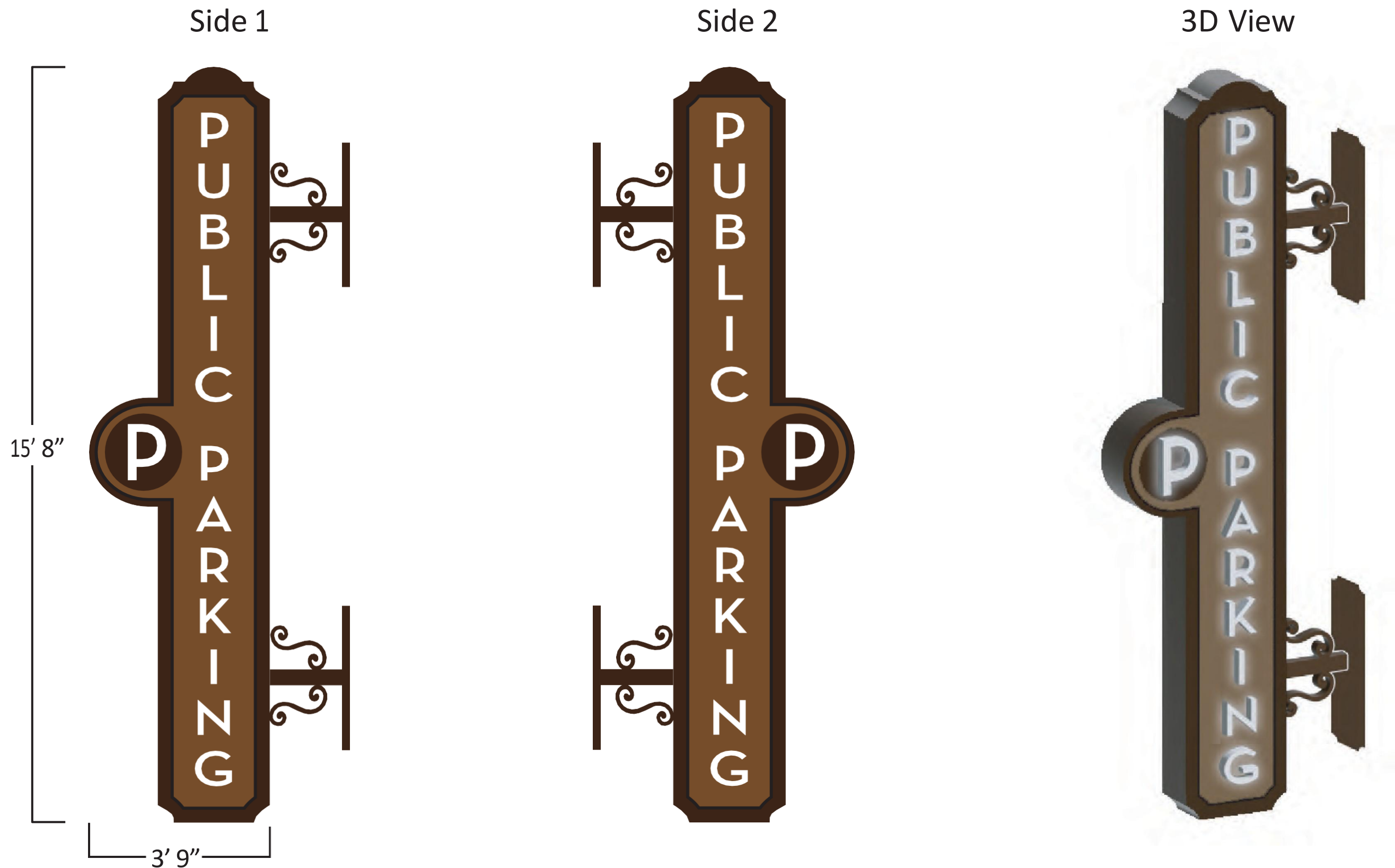


Top lit

Side view

Front view





Section 4	Parking Garage ID	Sign: Garage (G)
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Current



Day time



Night time