

# *Old Town* TEMECULA

**Wayfinder Sign System**

Presented by:



## Signage Design Guideline Objective

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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

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

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



Logo:

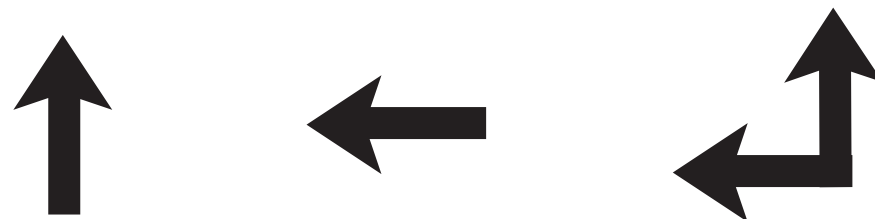
*Old Town*  
**TEMECULA**

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

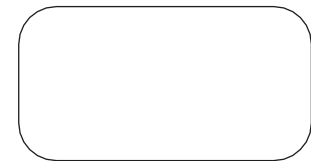
Graphics:

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

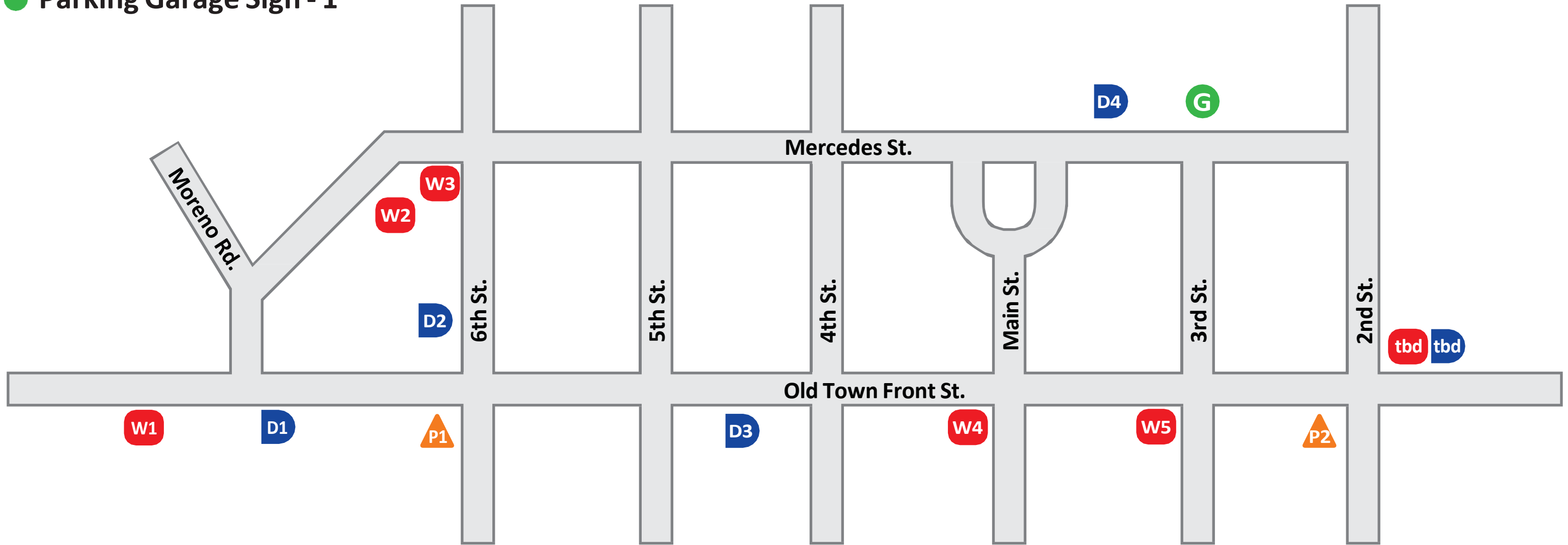


Brown  
39/64/88/35



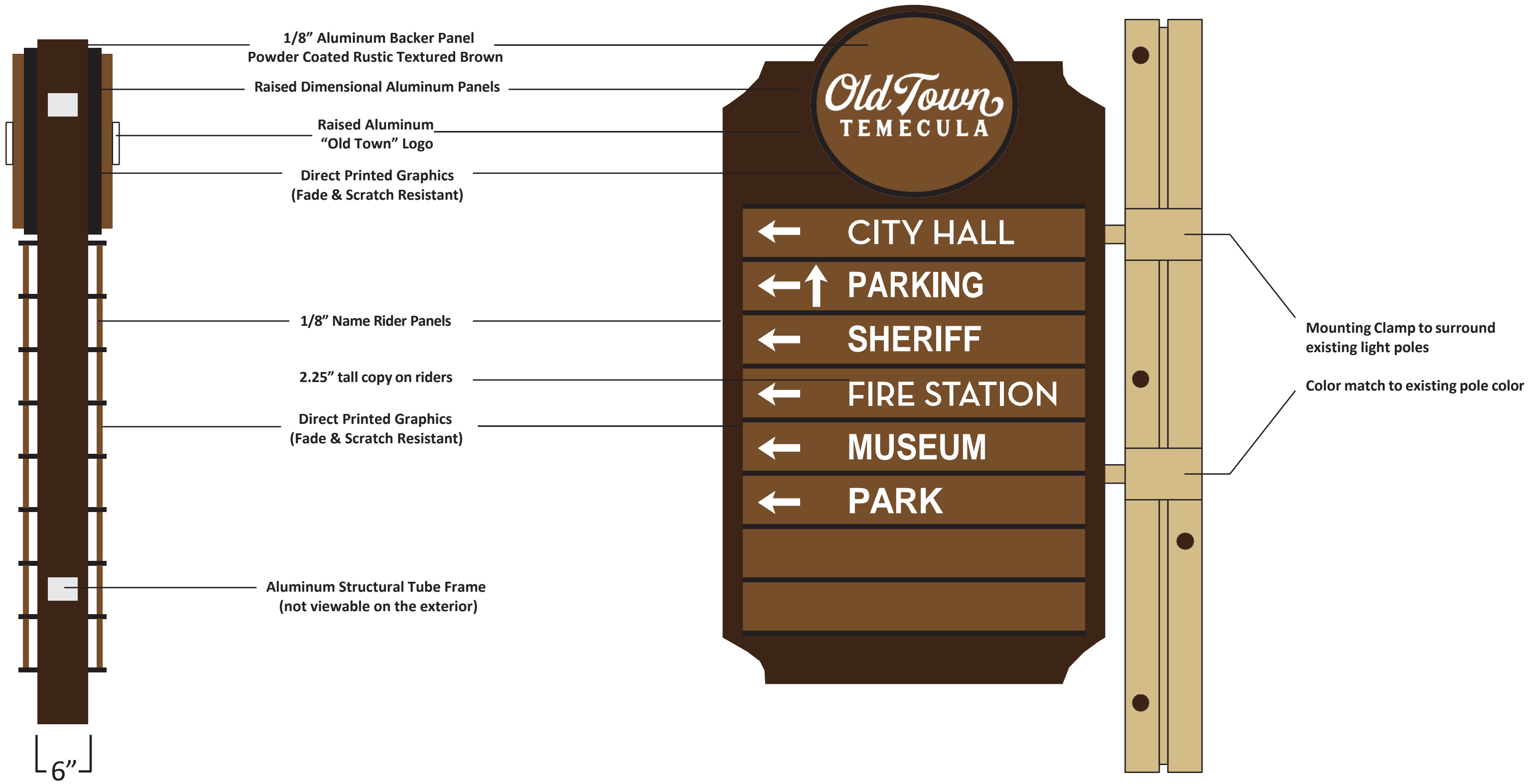
Paint color to  
Match Pole

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



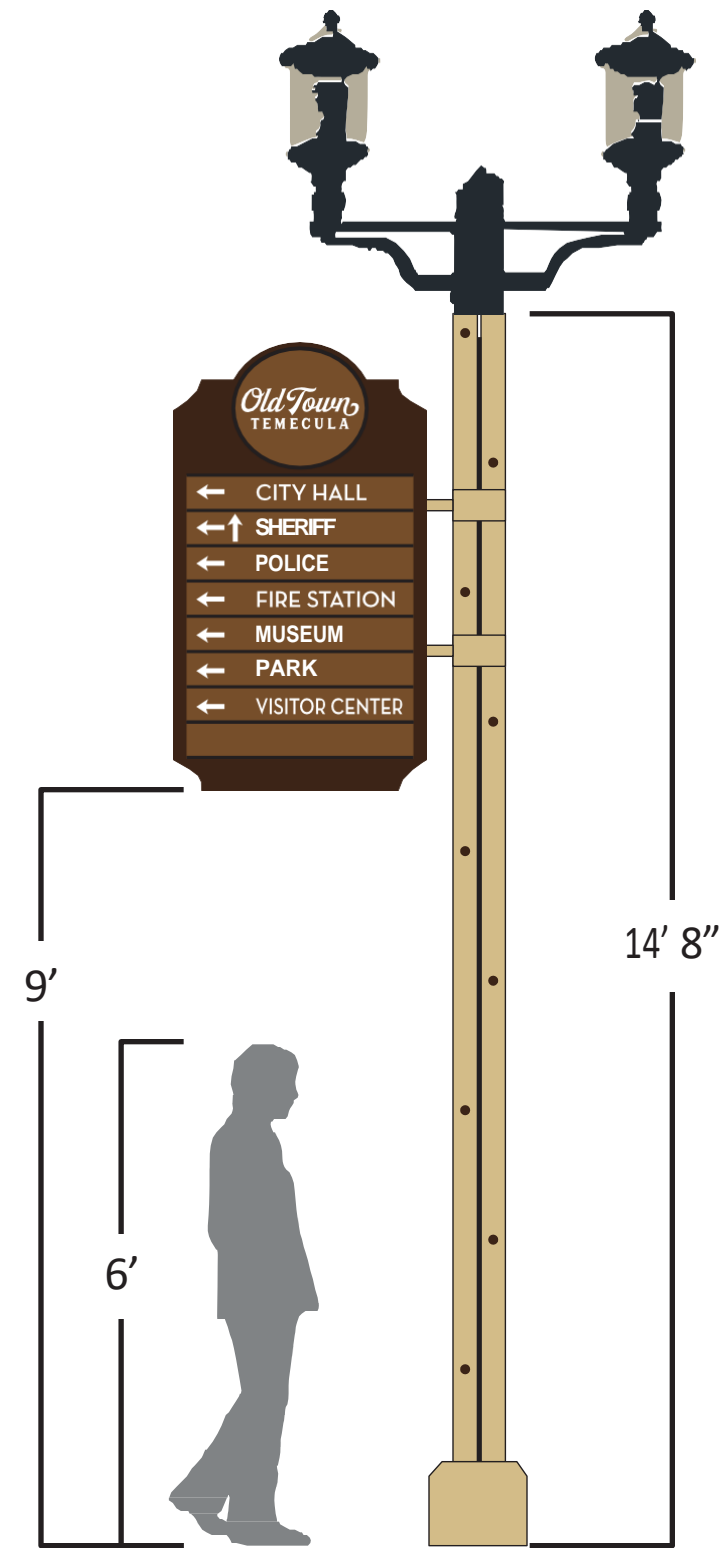
Side view

Front view



Side 1

Side 2





Before

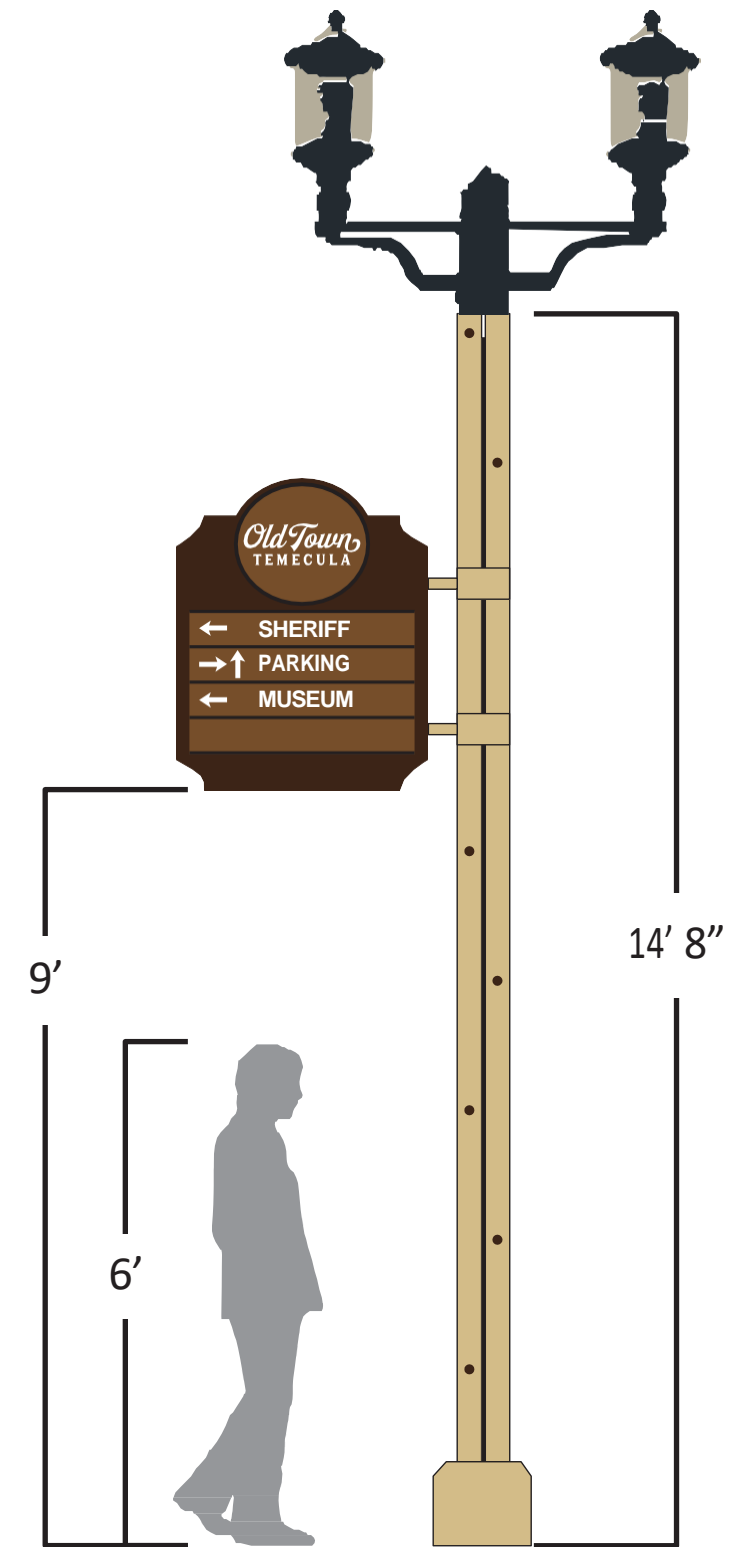
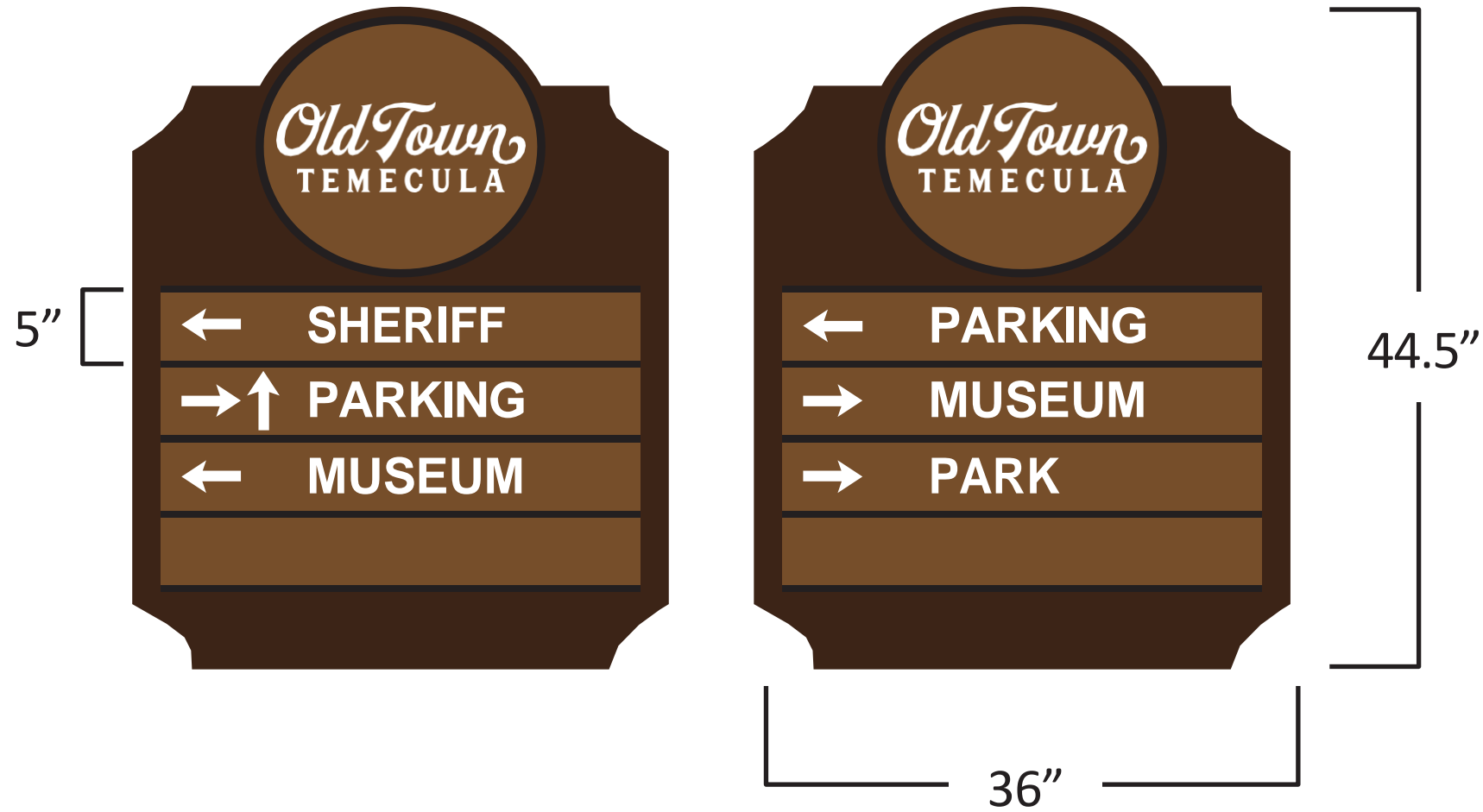


After

Remove existing blue parking sign & existing wayfinding sign.

Side 1

Side 2



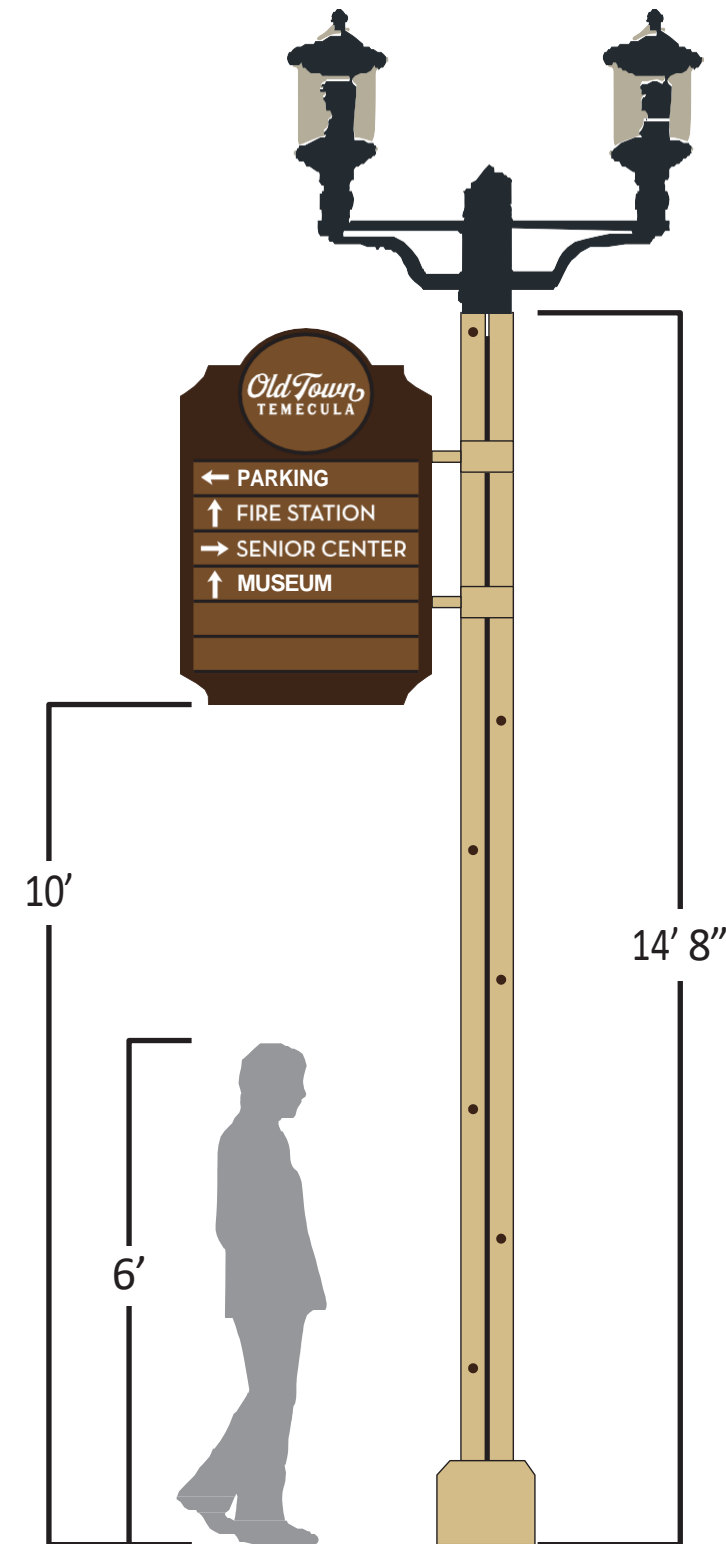
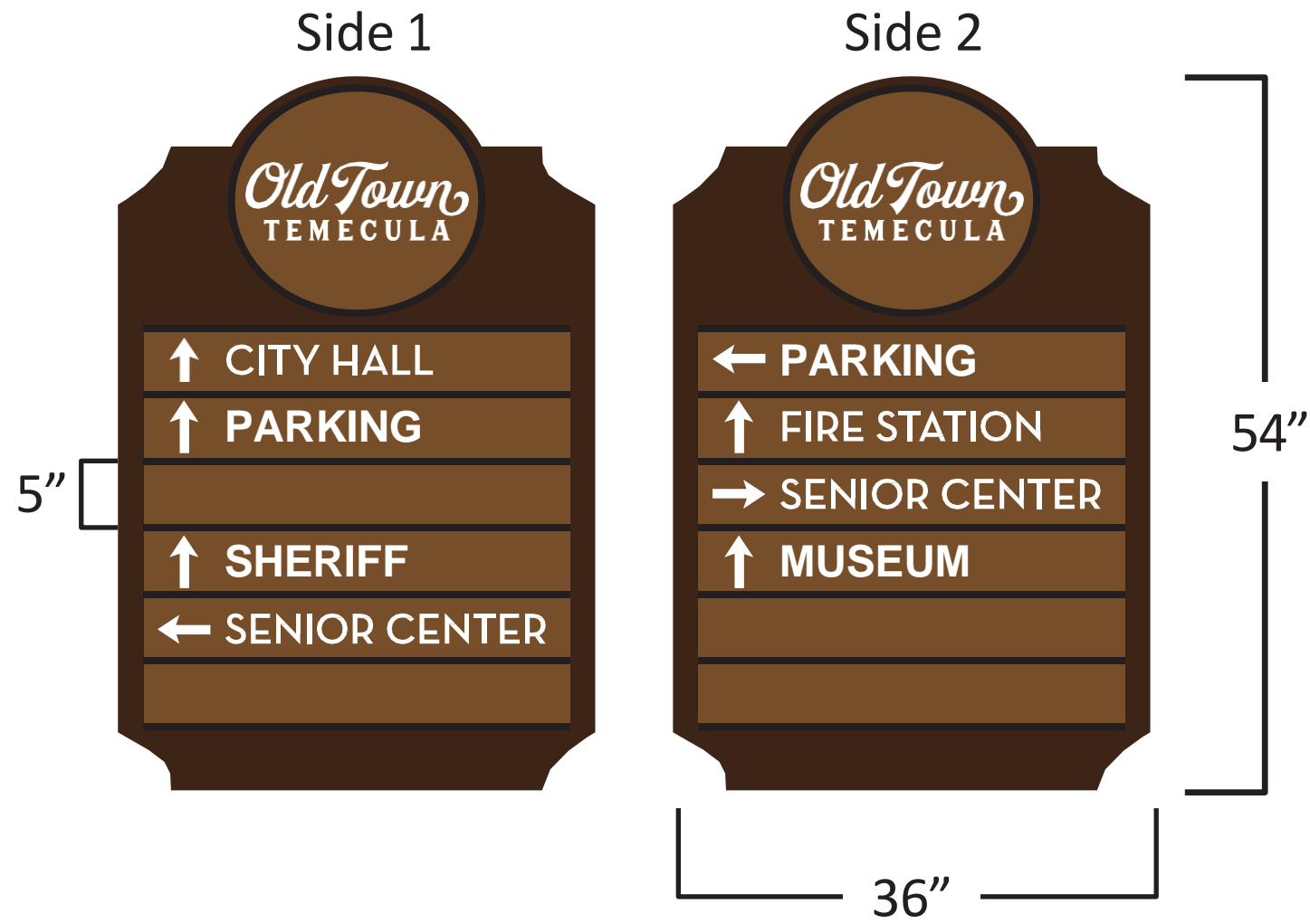


Before



After

Remove existing blue parking sign





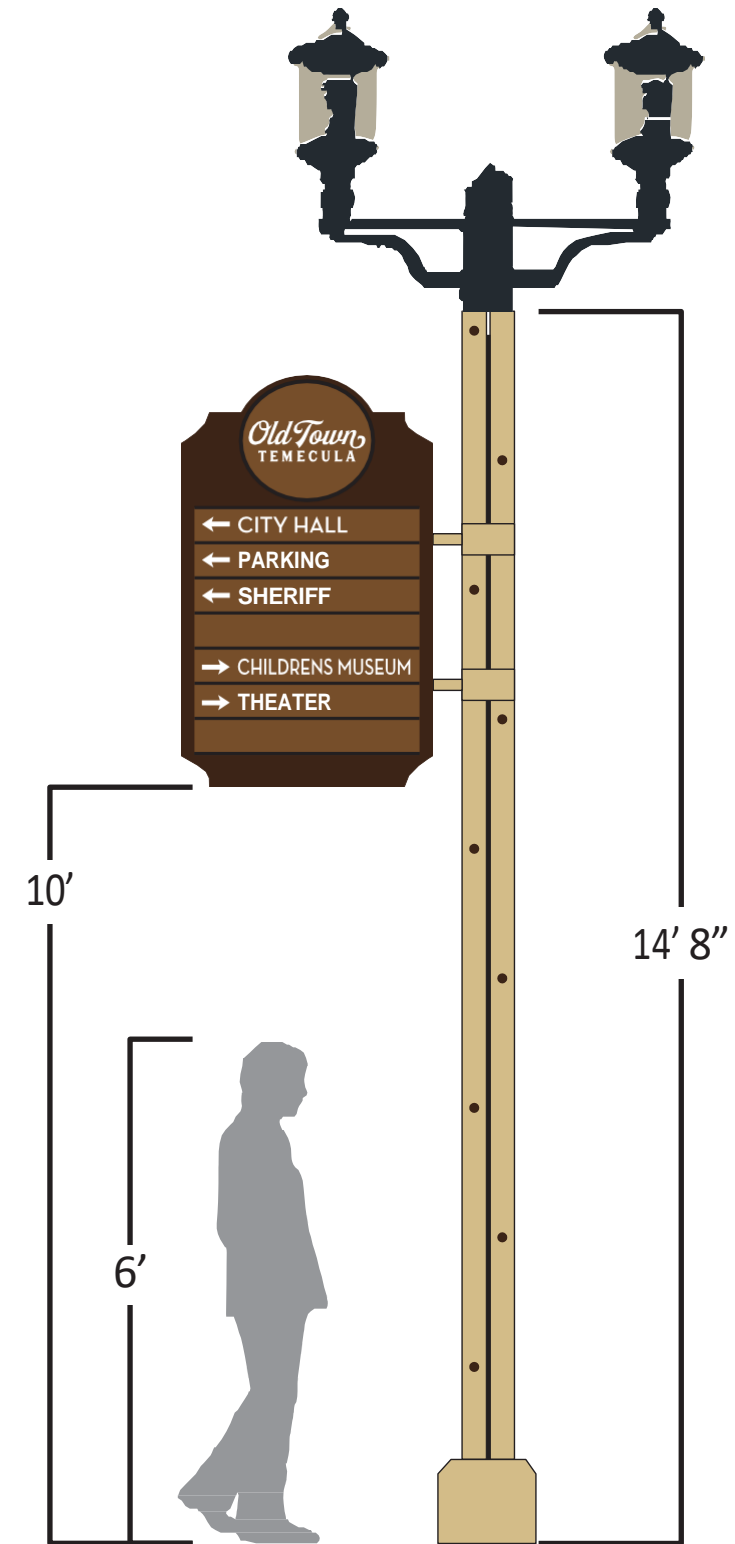
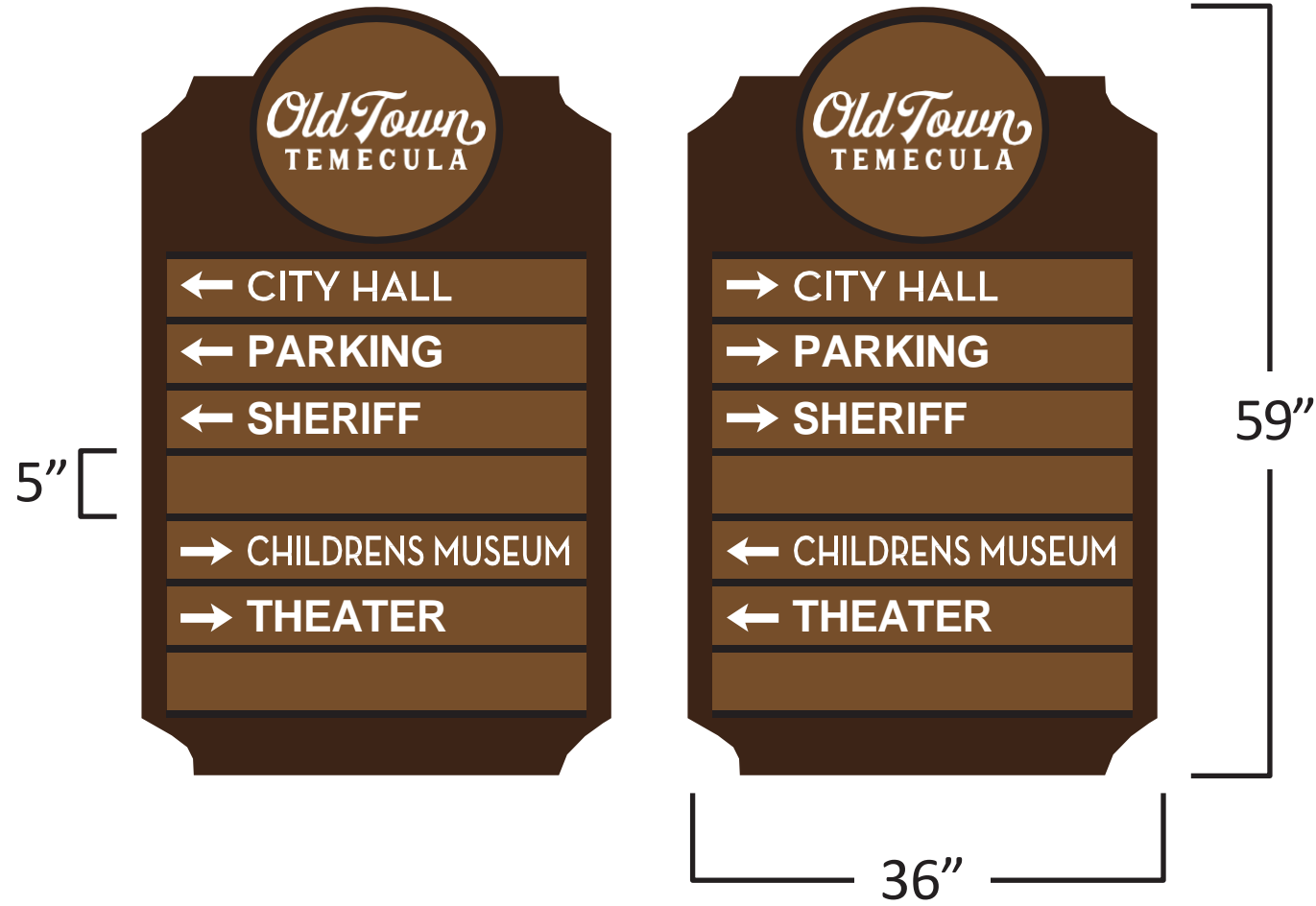
Before



After

Side 1

Side 2



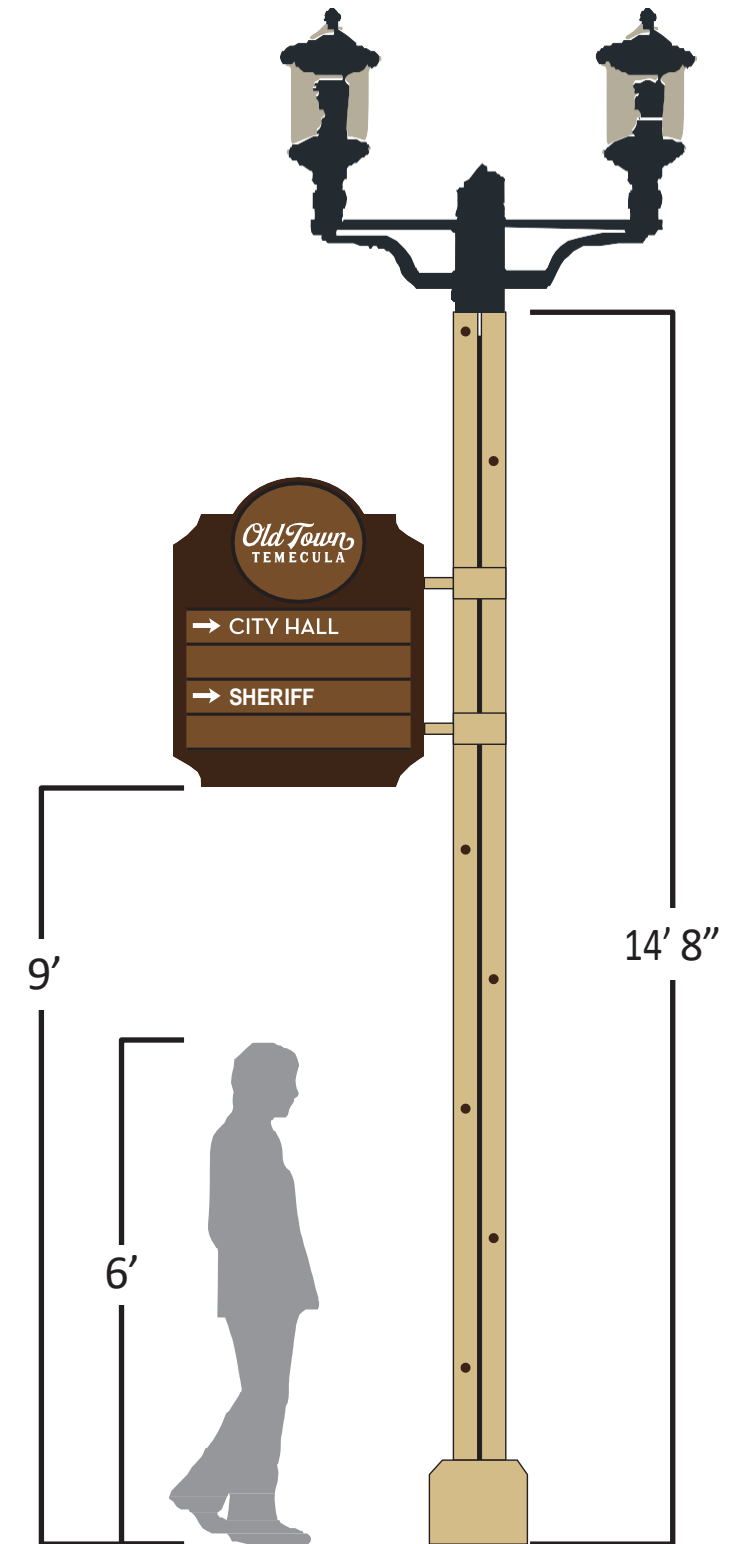
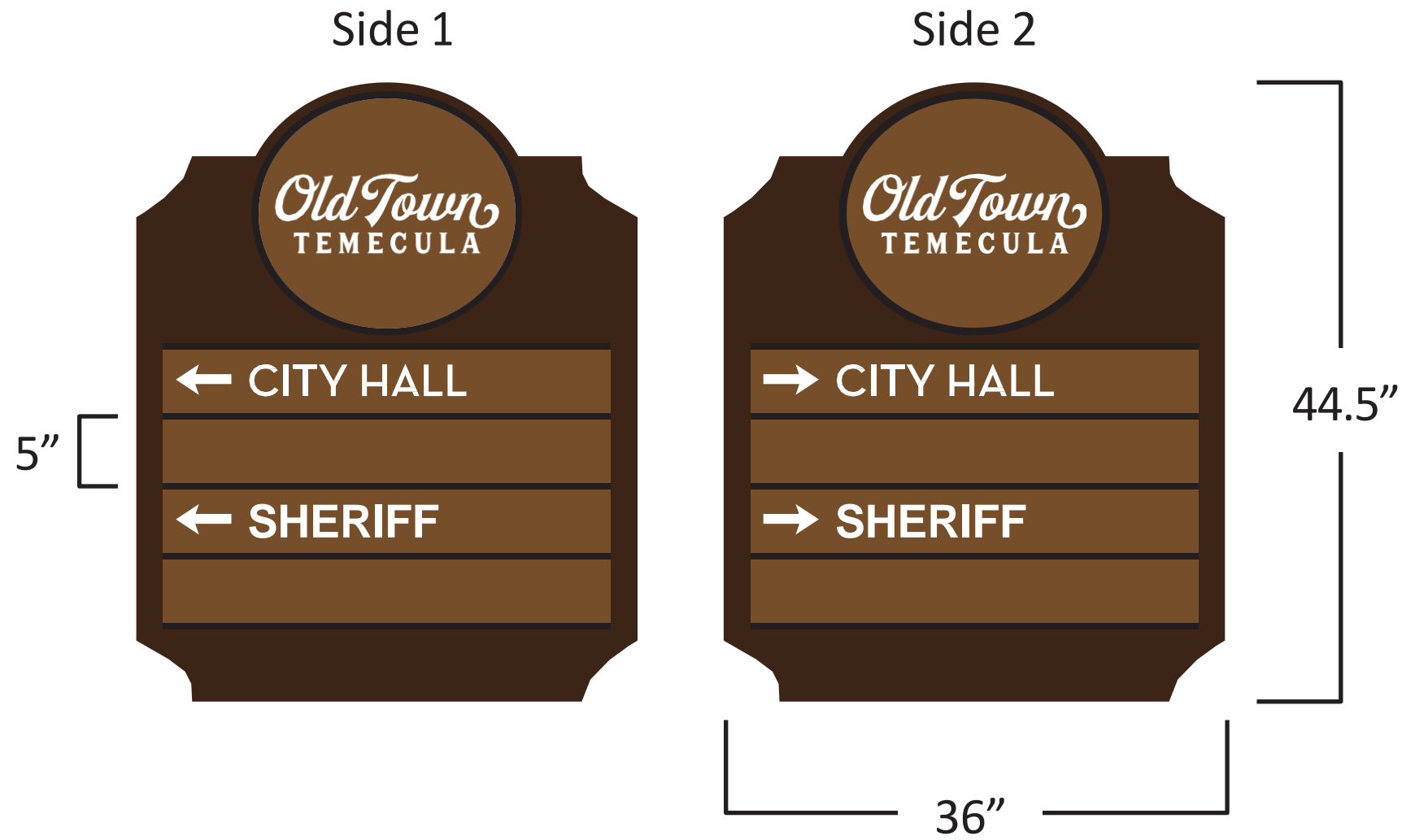


Before



After

Remove existing blue wayfinding sign & Historic 395 Route sign





Before



After

Side view

Front view



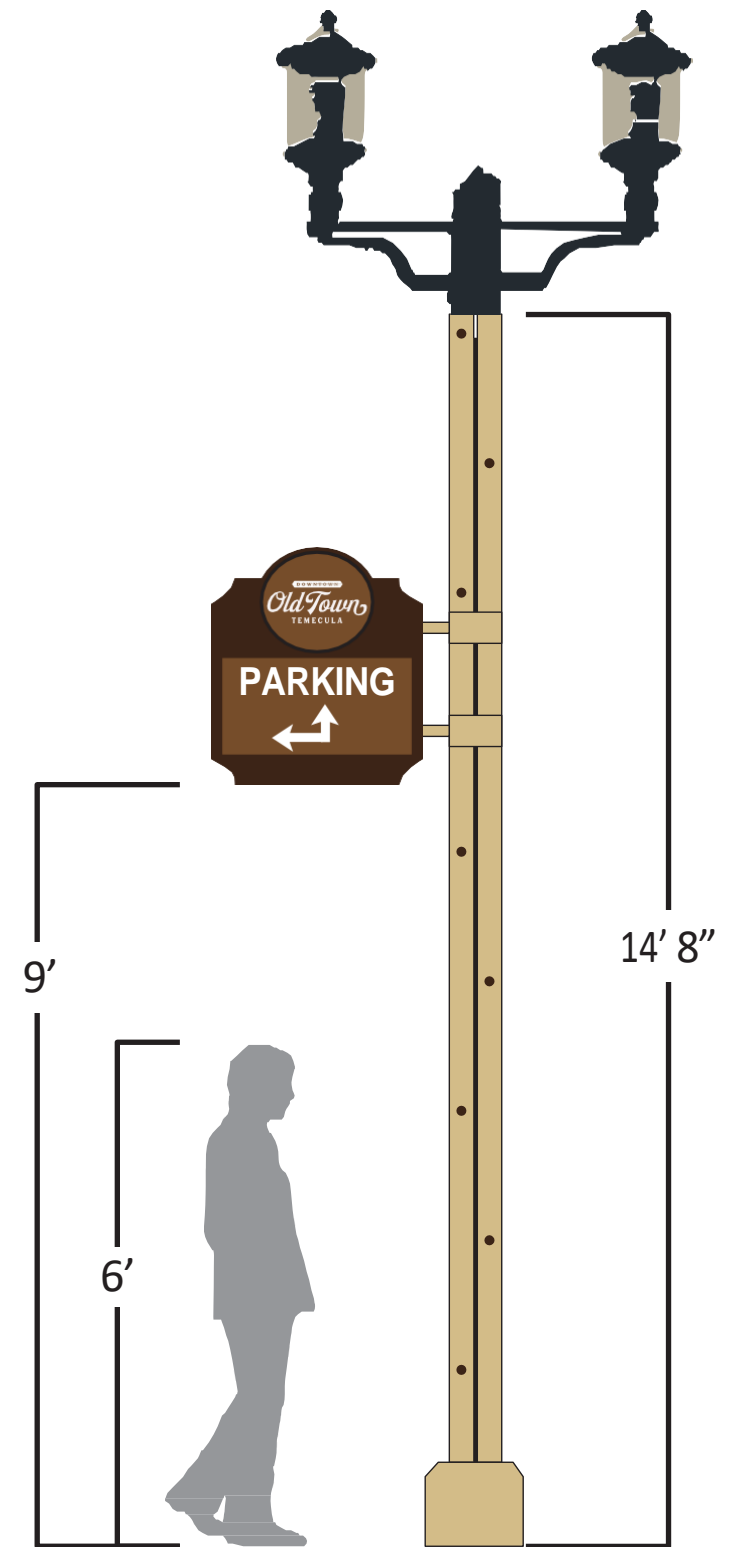
Side 1



Side 2



34"





Before



After

Remove existing Public Parking sign

Side 1

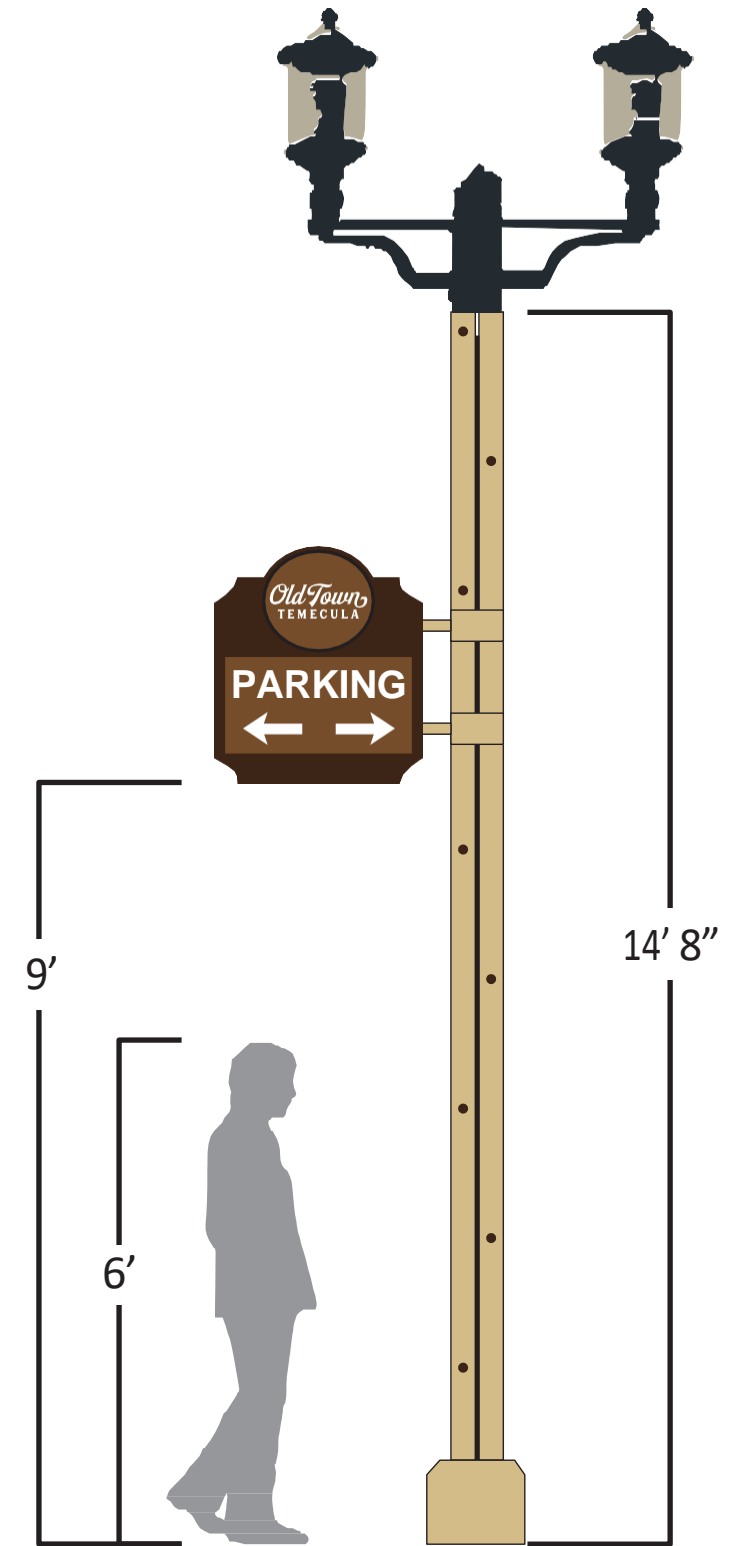


Side 2



34"

30"





Before

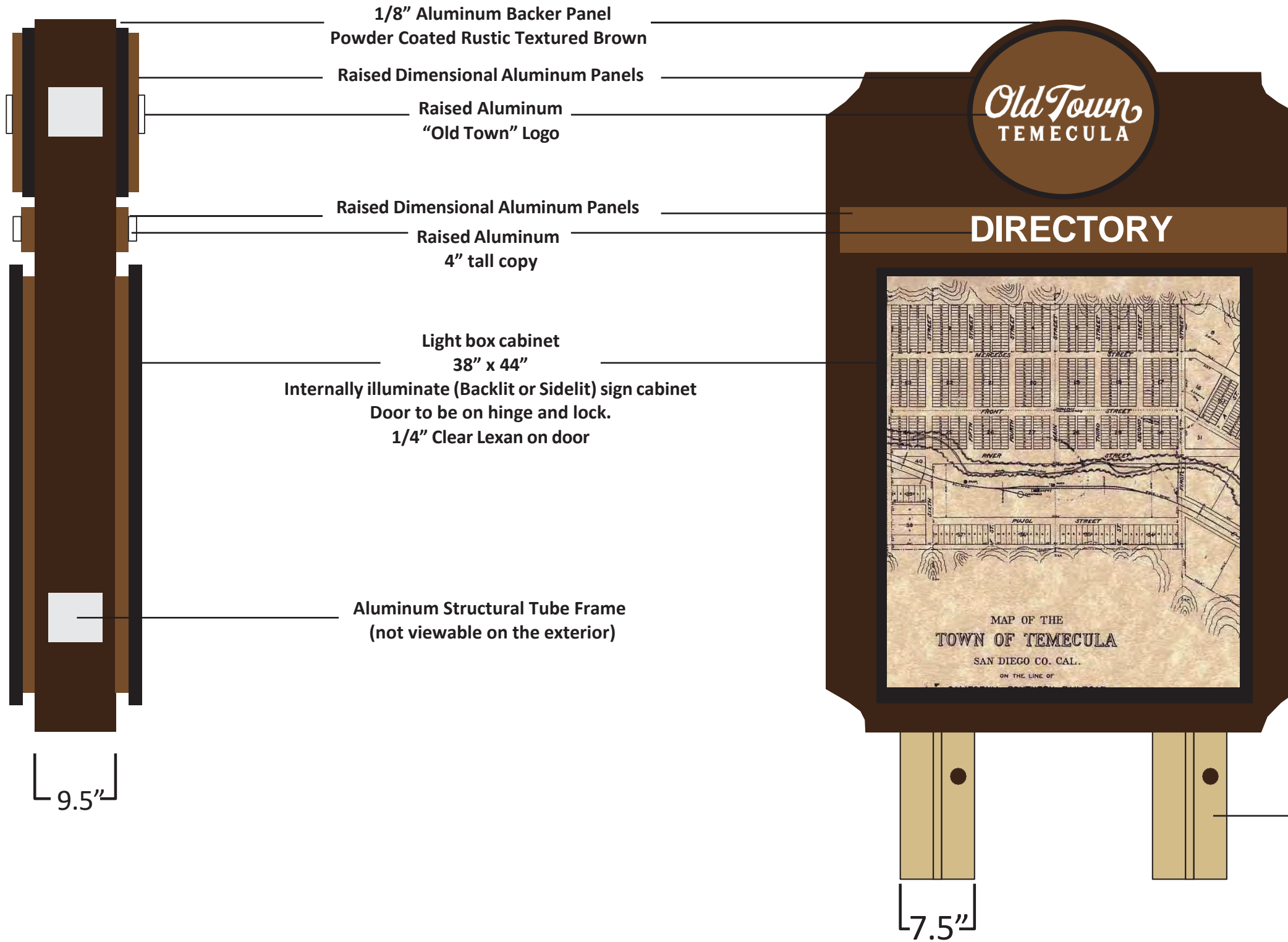


After

Remove existing Public Parking sign

Side view

Front view



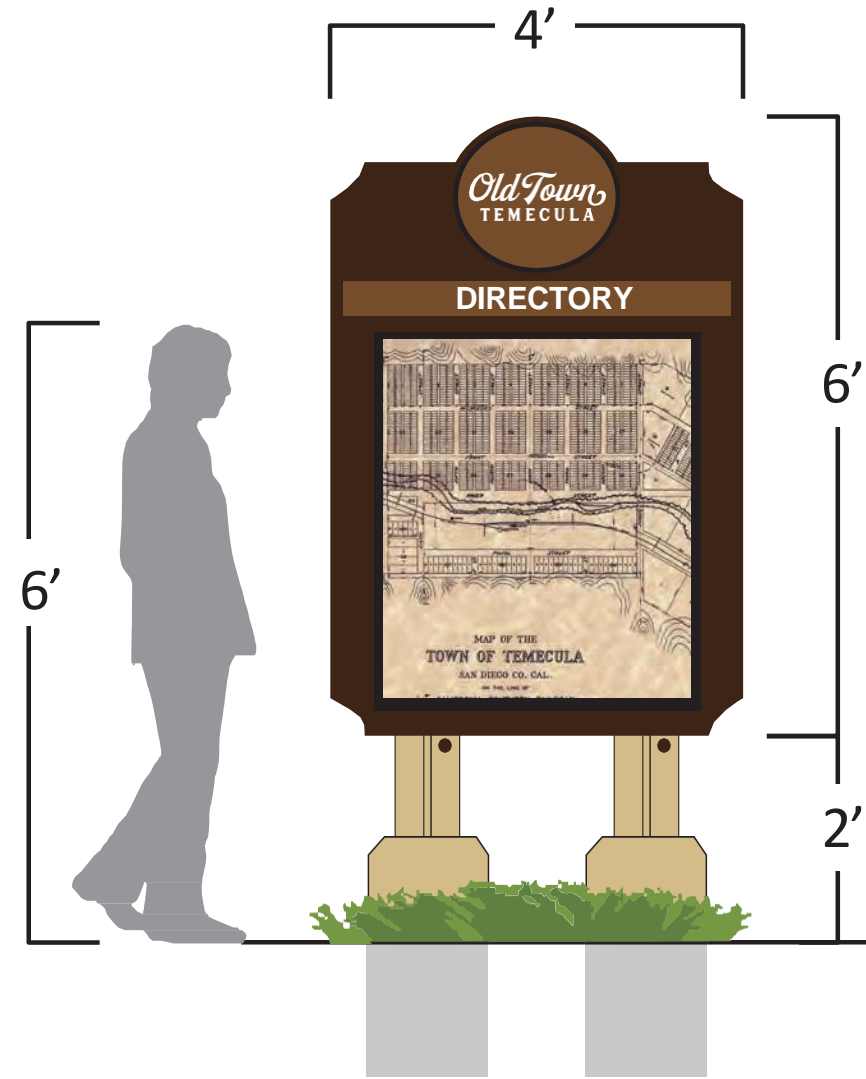
- 1/8" Aluminum Backer Panel  
Powder Coated Rustic Textured Brown
- Raised Dimensional Aluminum Panels
- Raised Aluminum  
"Old Town" Logo
- Raised Dimensional Aluminum Panels
- Raised Aluminum  
4" tall copy
- Light box cabinet  
38" x 44"  
Internally illuminate (Backlit or Sidelit) sign cabinet  
Door to be on hinge and lock.  
1/4" Clear Lexan on door

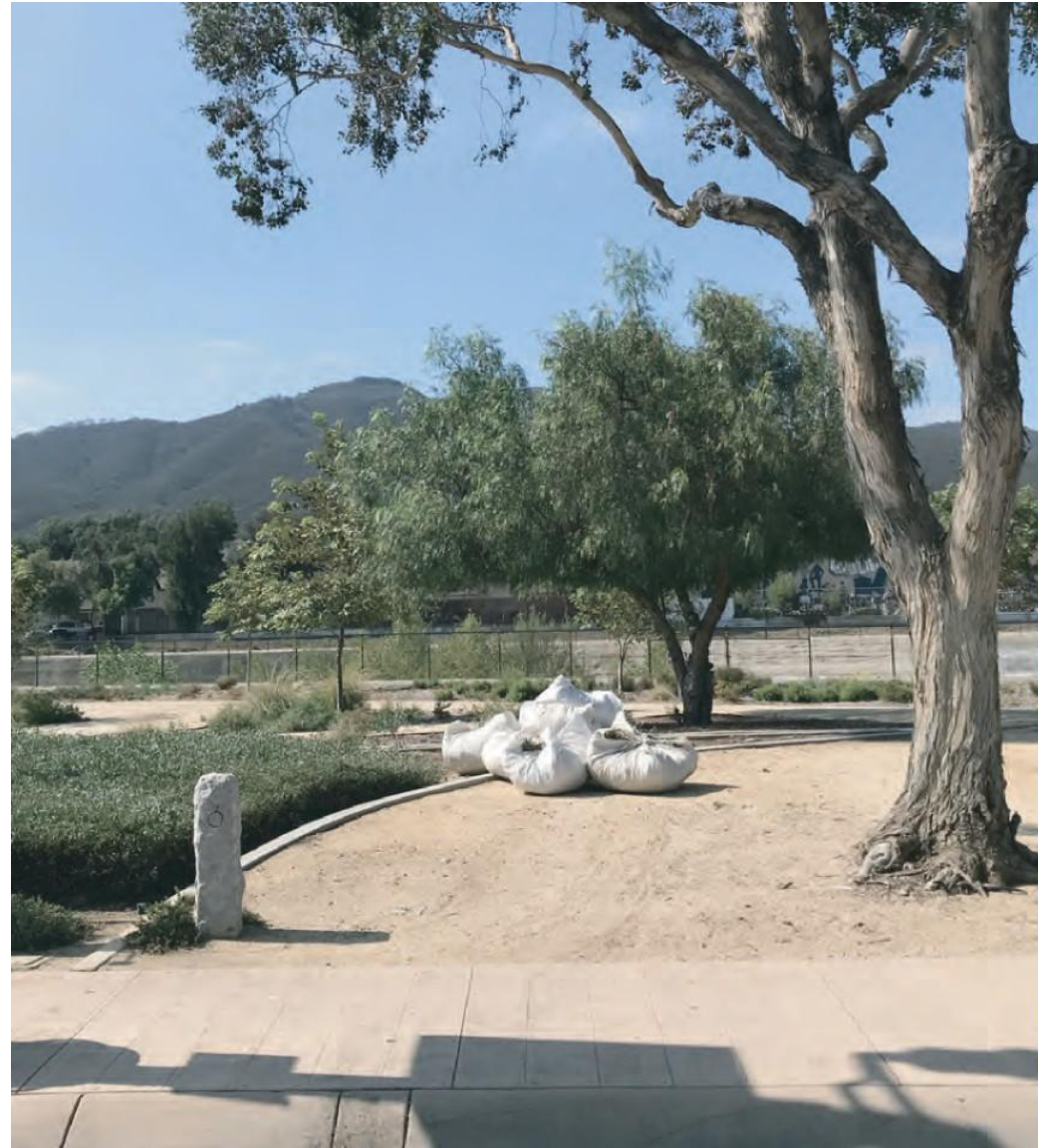
Aluminum Structural Tube Frame  
(not viewable on the exterior)

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

Poles & pole caps to match  
existing Old Town light poles

Double Sided  
(same design front /back)





Before



After



Before

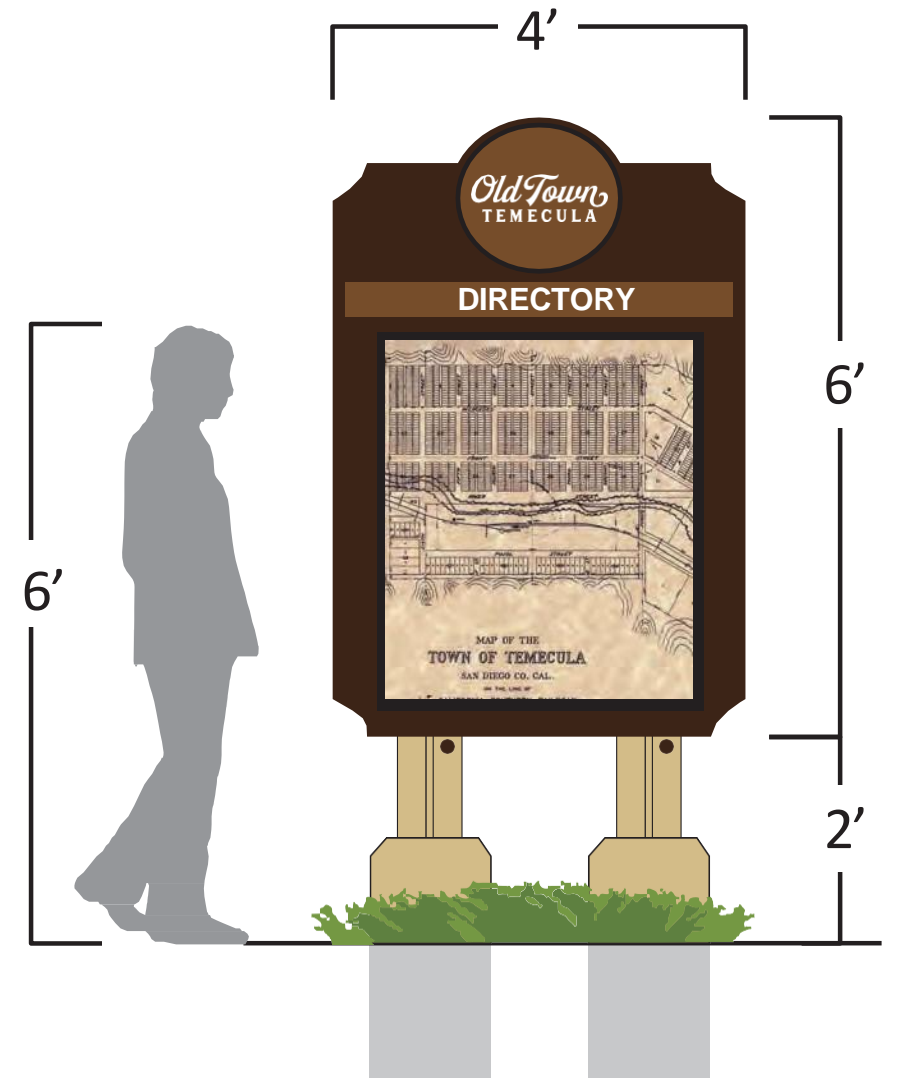


After

Remove existing Directory sign

Side 1

Side 2





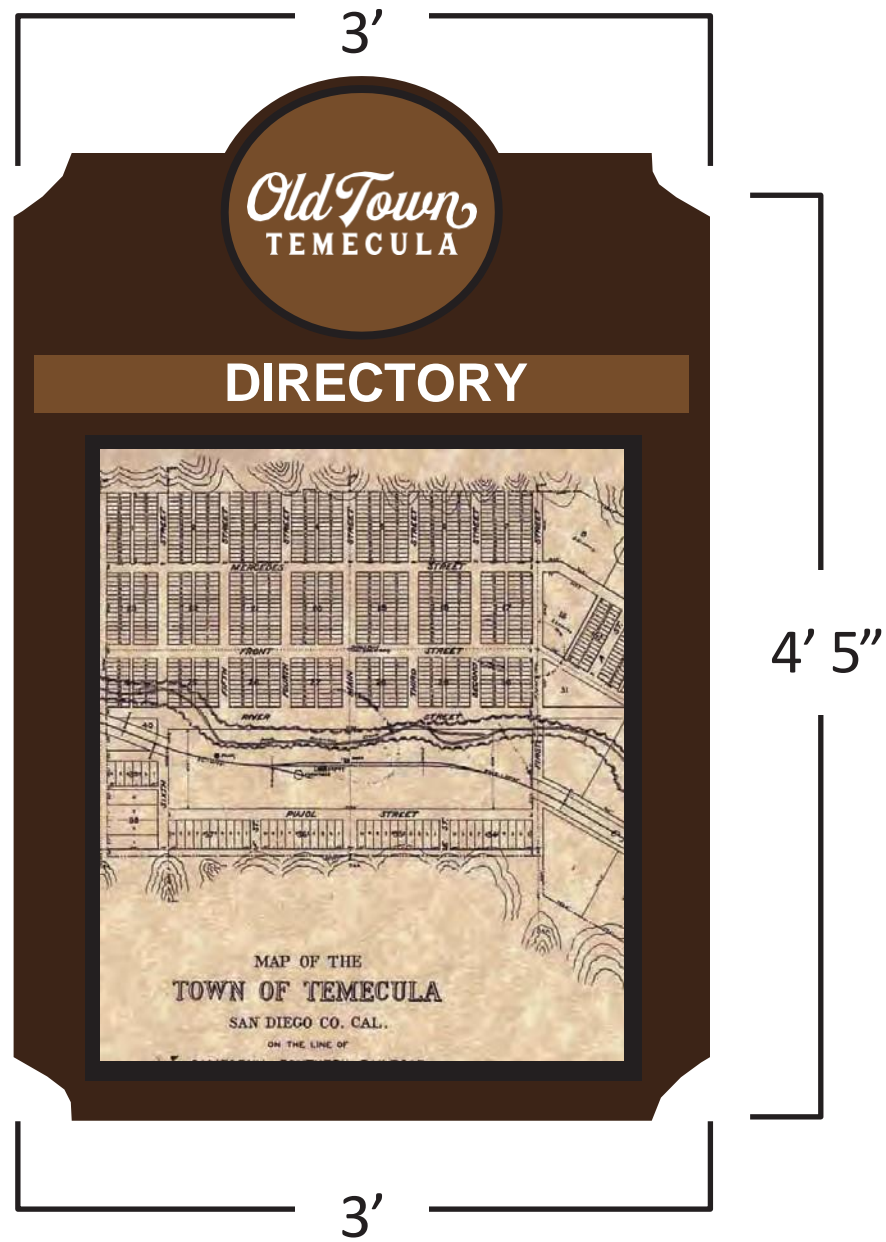
Before



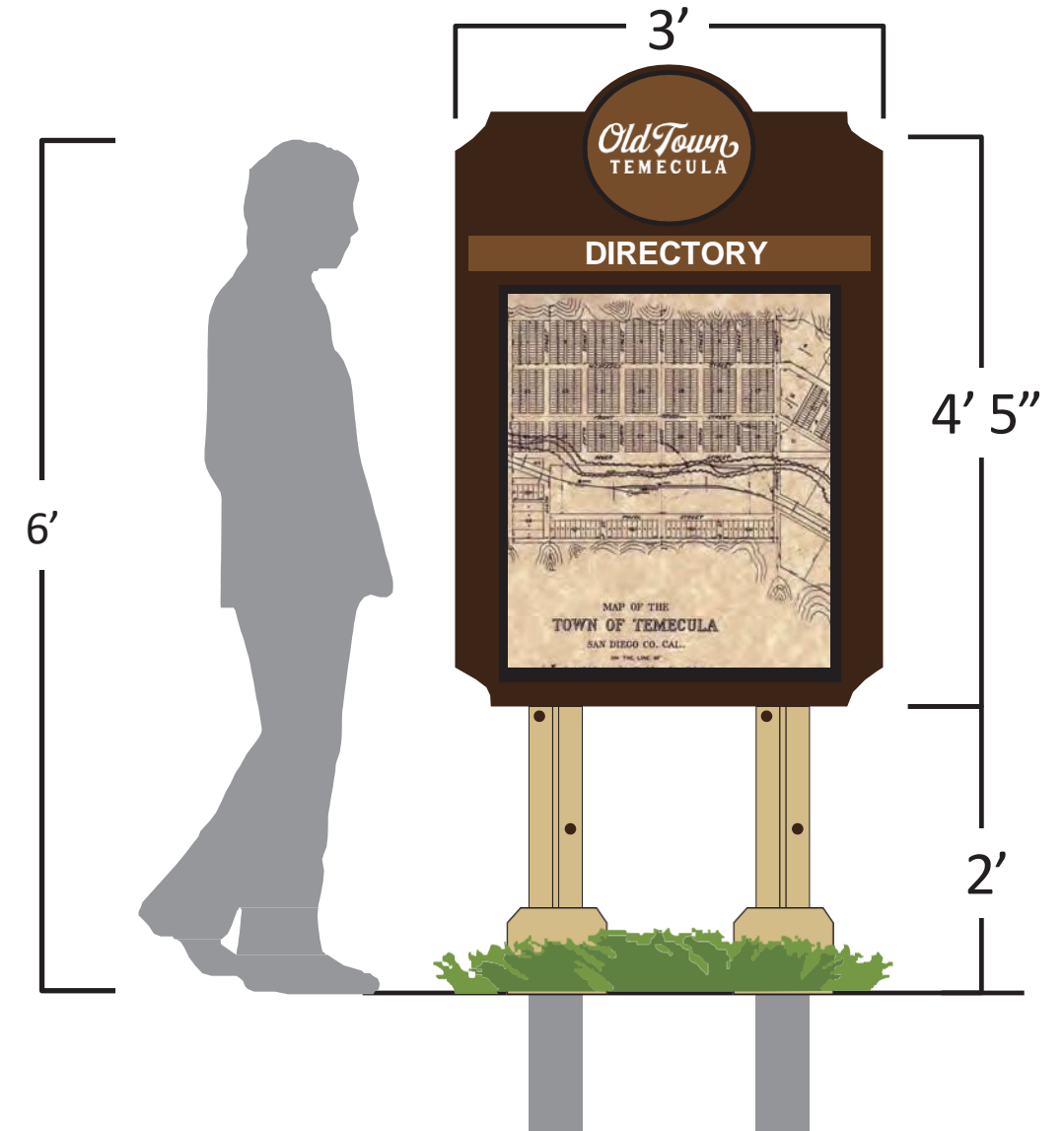
After

Remove existing Directory sign

Side 1



Side 2





Before



After

Remove existing Directory sign



Backlit



Backlit Light Box



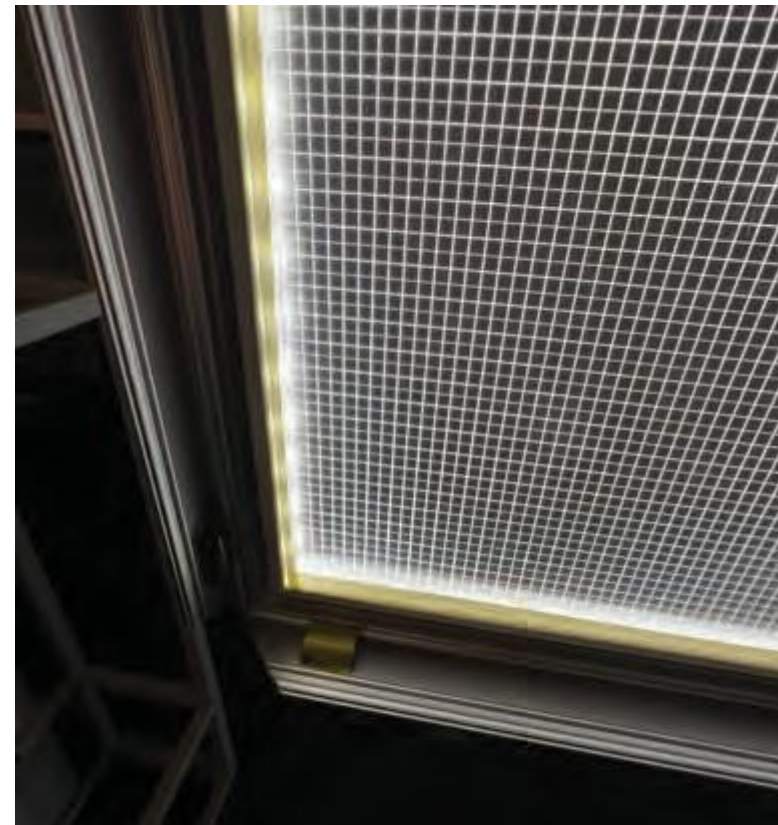
Edgelit Light Box



Top lit



Backlit



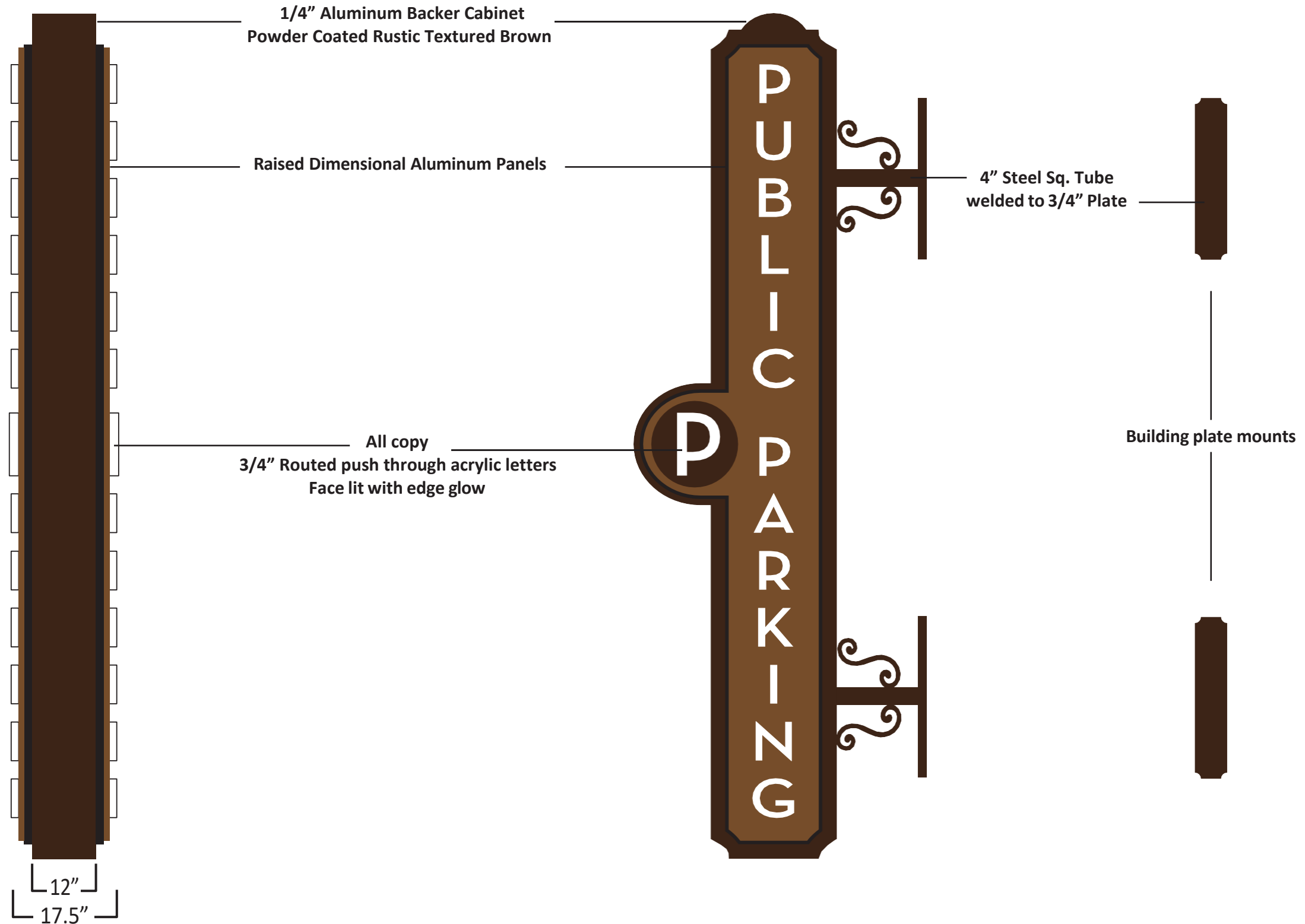
Edgelit



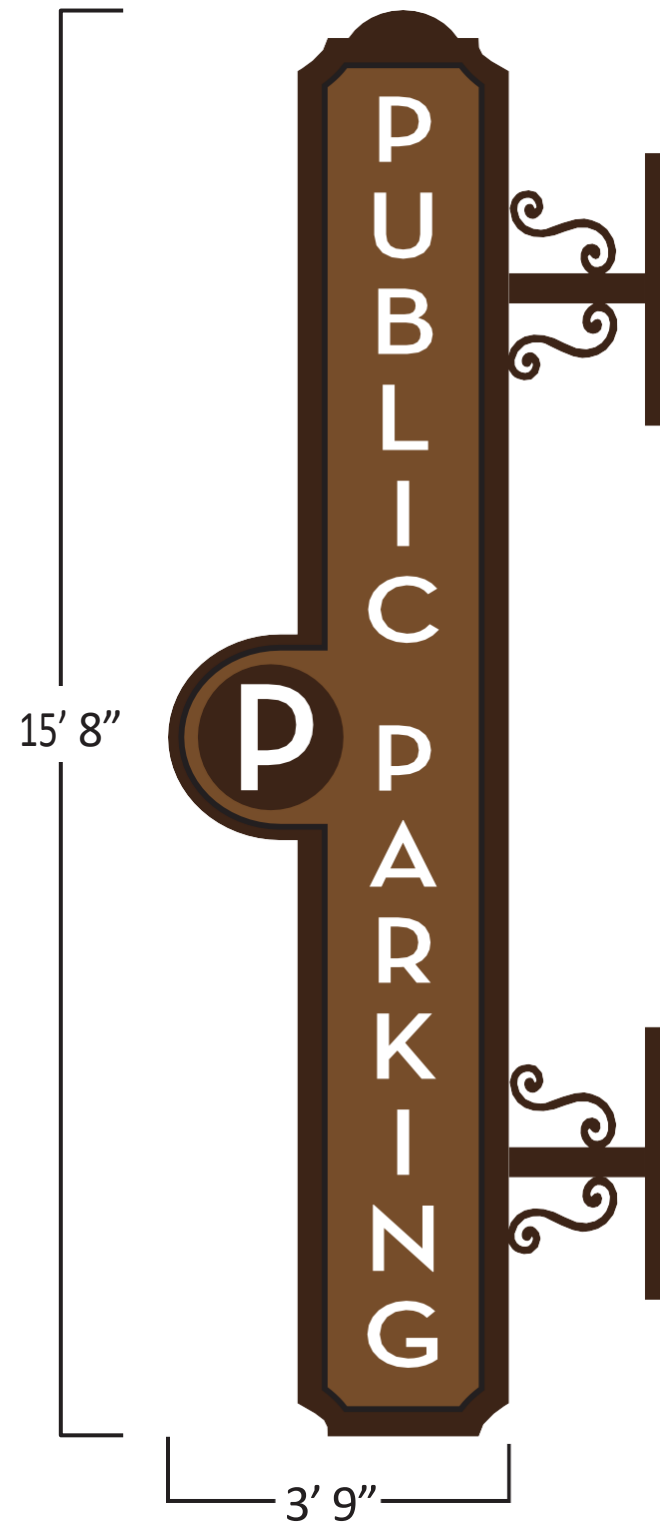
Top lit

Side view

Front view



Side 1



Side 2



3D View





Current



Day time



Night time