

## Sign Design

*The signage plan developed for Exit 10 should result in attractive, legible signs that reflect the needs of the individual store or office and complement the architecture and site detailing.*

### GUIDELINES

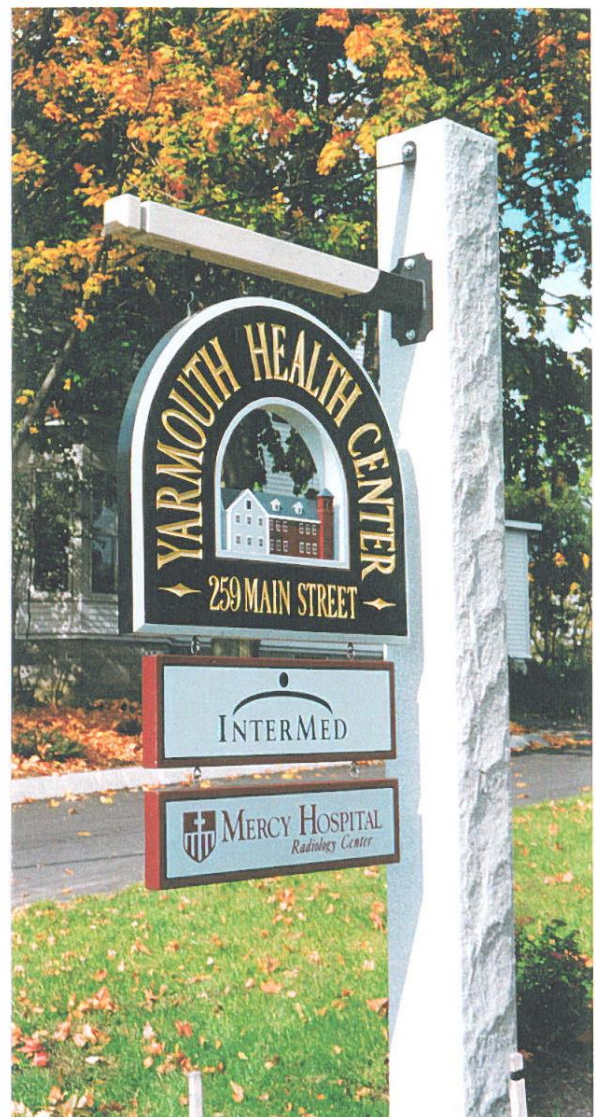
- **Designers.** The Signage Plan required as part of the Site Plan Review procedure should be developed by design professionals with experience in commercial signage.
- **Compatibility.** While the use of a uniform graphic style should be discouraged, the signage plan should illustrate how each sign will be compatible in terms of color, forms, materials, lighting, and other design elements.
- **Shapes.** Simple geometric shapes are recommended for all signage.
- **Design.** The shape of the sign should reflect architectural features on nearby or attached buildings.
- **Coloration.** Signs should be limited to two or three contrasting colors that are complementary to the colors on the building.
- **Materials.** The materials used for signs should have a matte or dull finishes. Gloss finishes should be discouraged.

## Sign Design



Directory of health care providers, in a distinctive format.

Entrance sign, following the graphic format used throughout.





## Content

Signs should be kept simple and direct in message and content.

### GUIDELINES

- ~~Information. In order to deliver a clear, easily readable message, a single sign panel should be used with a minimum of information and content.~~
- Readerboards. The use of reader boards ~~should be discouraged~~ are prohibited.



~~Simple sign with six bits of information. It is questionable if the name of the location is really necessary. Delete photo~~

## Sign Content



~~An example of an overly complex sign. Identification signs should strictly limit the narrative content. The maximum content for this type of sign should be either 30 letters or 7 bits of information. A bit can be a syllable or a symbol. This sign has over two dozen bits. Delete photo~~



The excess, redundant signage detracts from the traditional image that is being projected—delete photo



## Sign Mounting and Location - Signs shall be mounted in positions that complement the architecture.

### GUIDELINES

- Location. Signs should be incorporated into the facade of the building and should not obscure architectural details. Signage should not project above the vertical surfaces of the face of the building.
- Hardware. Signage should be mounted with concealed hardware unless it is an integral part of the design.



Pharmacy sign fits well into the gable end of the building. Down-lighting is an attractive accent for the corner.



The wrap-around band conveys an informal, modern feel, and is an attractive counterpoint to the architecture



## Sign Mounting and Location

Roof mounted signs should be prohibited.



Signage should be mounted in locations that do not interfere with architectural details.



# Project Identification Signage

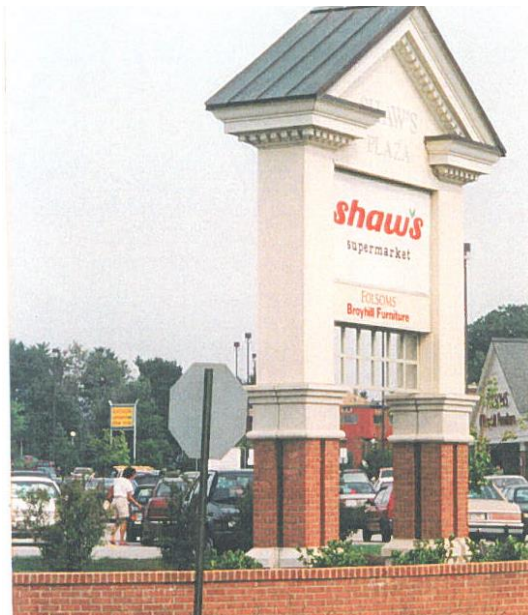
Project identification signs should be high quality examples of environmental graphics that contribute to a sense of identity. A distinct signage hierarchy should be established to reinforce primary and secondary entrances.



While the project sign repeats design elements found on many of the buildings in the development, it has too many typefaces and too many materials. The readerboard listing movies can distract the driver's attention.

## GUIDELINES

- Standards. Development at Exit 10 should be allowed to have one appropriately scaled **major project identification** sign at the main entrance. Other project identification signs, at secondary entrances and for individual buildings, shall be limited in size **and content**.
- Compatibility. The design of the entrance sign should reflect the detailing established for the principle buildings.
- Major Sign. The main project sign should be treated as an integral part of the entrance. The design and siting should be coordinated with the landscape and lighting plan.
- Turnpike Sign. A sign designed to be visible from the Maine Turnpike shall conform to the Maine Turnpike Authority's current standards for commercial signage for abutting parcels. Signs shall be designed and mounted in a manner that avoids any interference with abutting property owners. Signs shall not be visible from either Route 100 or Leighton Road.



An appropriate project identification sign, scaled to the space and building that it advertises. The details, lettering styles, and colors are all derived from the architecture.

## Project Identification Signage



Multi-tenant signs are of questionable value if the driver cannot read them or if there are too many bits of information.



Multiple colors, typefaces, and shapes lead to confusion, rather than clarification.



## Directories

In multi-tenant commercial developments it may be desirable to provide a directory of all commercial establishments and office space to facilitate wayfinding.

Directories should contain basic information in highly legible typeface. People should not have to get out of their car to be helped by the sign. De;ete photo

### GUIDELINES

- ~~Location. Directories should be sited in a location that does not impede safe circulation.~~
- ~~Legibility. Directory signage shall be designed to be read from inside a stopped vehicle.~~



## Directories



The front of an internal directory, with bold graphics and colors.

The rear of the sign has been designed to complement the architecture as well as the front of the sign.





## Externally Illuminated Signs

Externally illuminated signs should be allowable, provided that they do not create glare or unduly illuminate the surrounding area.

Simple wall-mounted flood lights are part of the design theme for this commercial building.

### GUIDELINES

**Standards.** The illumination level on the vertical surface of the sign should be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare.

- Lighting.** Lighting fixtures illuminating signs should be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lighting fixtures should not be aimed toward adjacent streets, roads, sidewalks, or abutting properties.
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- Light Sources.** Wherever possible, lighting fixtures used to illuminate signs should be top mounted and directed
- downward (i.e., below the horizontal).



## Internally Illuminated Signs

Internally illuminated signs should be allowed provided that they do not create glare or unduly illuminate the surrounding area.

This familiar sign is totally translucent and unresponsive to neighboring part of the land uses.

### GUIDELINES

- *General. Internally illuminated signs should not constitute light fixtures in their own right, and should consist of translucent lettering and/or symbols on a dark opaque background.*
- *Illumination. Internally illuminated letters and symbols are preferred over whole panels that are internally lit. Where panel signs are used, the letters / symbols should not constitute a majority of the surface area of the sign.*



The only sign that appears to be lit is the logo and the bank's name.