



# HUDSON

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## Sign Elements and Wayfinding Specifications

October 2020

Prepared by

FAVERMANN DESIGN



# THE TOWN OF HUDSON

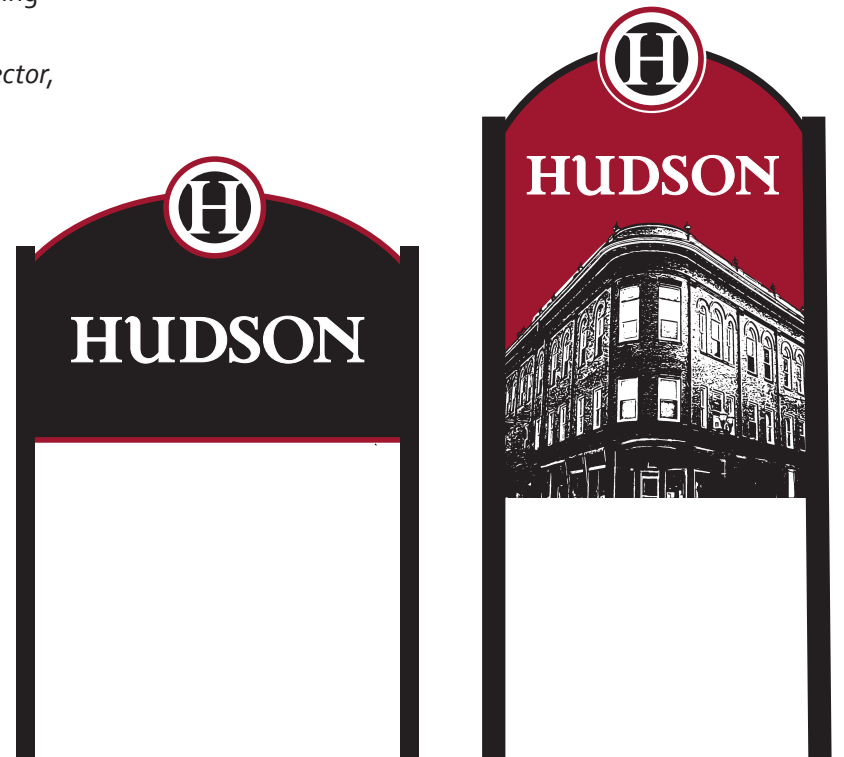
## Signage & Wayfinding Specifications

### INTRODUCTION

The following pages describe and illustrate types and specific details for the fabrication of individual sign and wayfinding elements to be used in the Town of Hudson, MA. Fabricators can use each page to set up the layout of each sign or wayfinding element to fabricate it for installation. Signs and other elements such as Artwings and banners are limited to wayfinding elements and parking signs. Each is distinctive to the character of the Town of Hudson.

Working in conjunction with Town Staff from various departments, the wayfinding component system was developed over a series of months.

*Any questions should be directed to the Planning & Community Development Director, Jack Hunter at (978) 562-2989.*



## SPECIFICATIONS

### FONTS

Primary Font: Priori Serif OT, all caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678910

Secondary Font: Priori Serif OT, upper and lower case

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
12345678910

### COLORS



#### Black

C 100  
M 100  
Y 100  
K 100

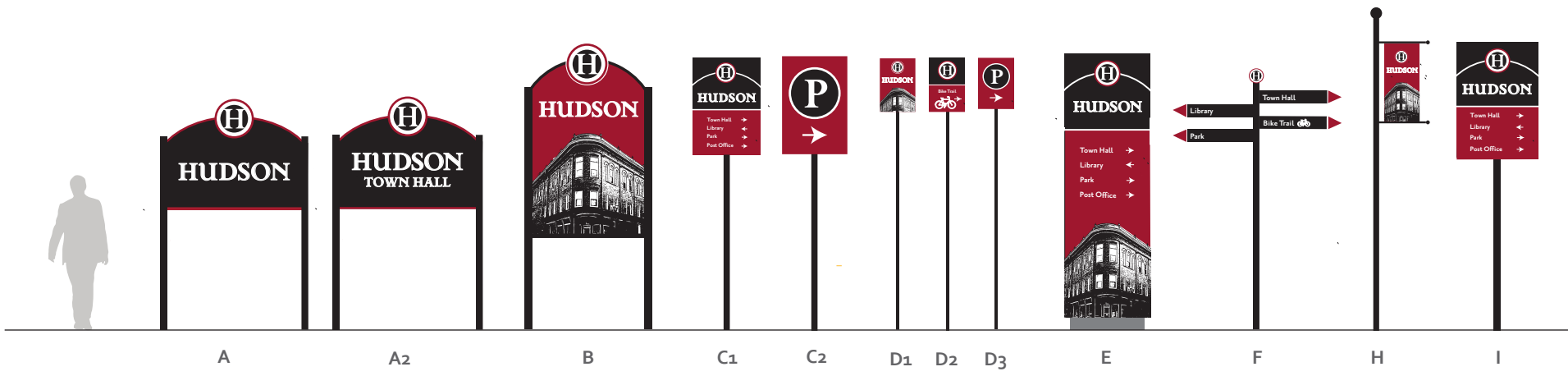


#### Red

(Pantone 7427C)

C 26  
M 100  
Y 82  
K 22

FAMILY OF ELEMENTS





## GRAPHICS

Dimensions: 60" x 48"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

## STRUCTURE

Posts: 3" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

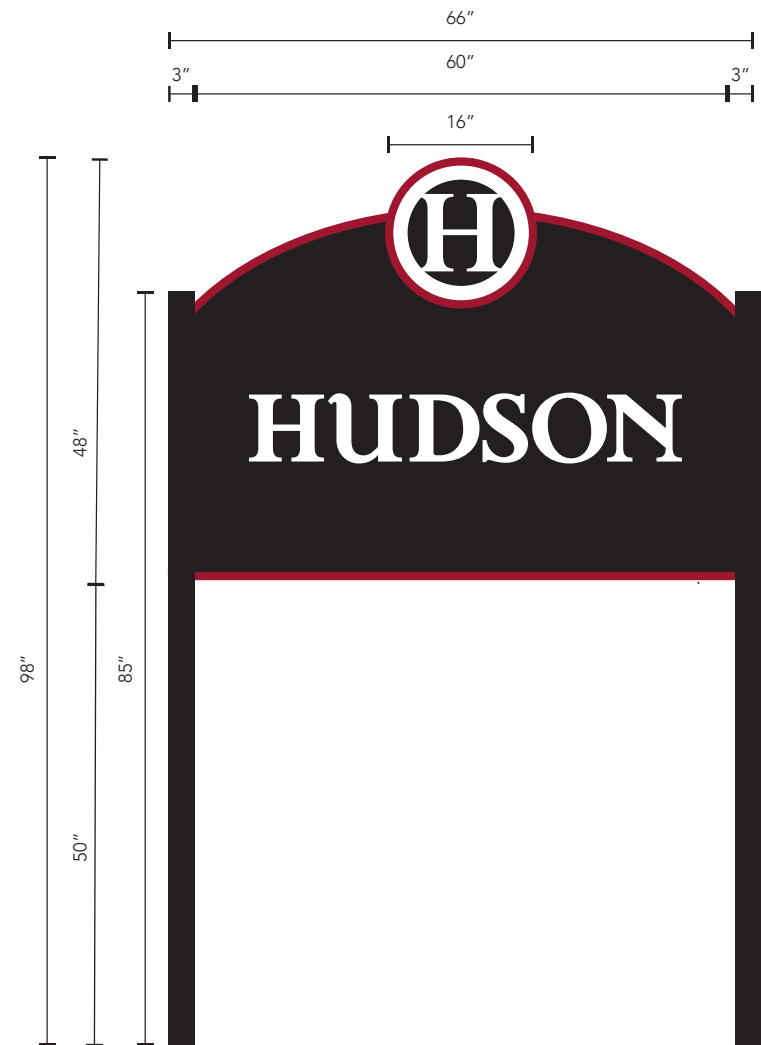
Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footings to be recommended by installer



# B

## GATEWAY

### GRAPHICS

Dimensions: 40" x 70"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

### STRUCTURE

Posts: 3" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footing to be recommended by installer





## GRAPHICS

Dimensions: 24" x 36"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

Secondary Font: Priori Sans OT Bold

## STRUCTURE

Posts: 2" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

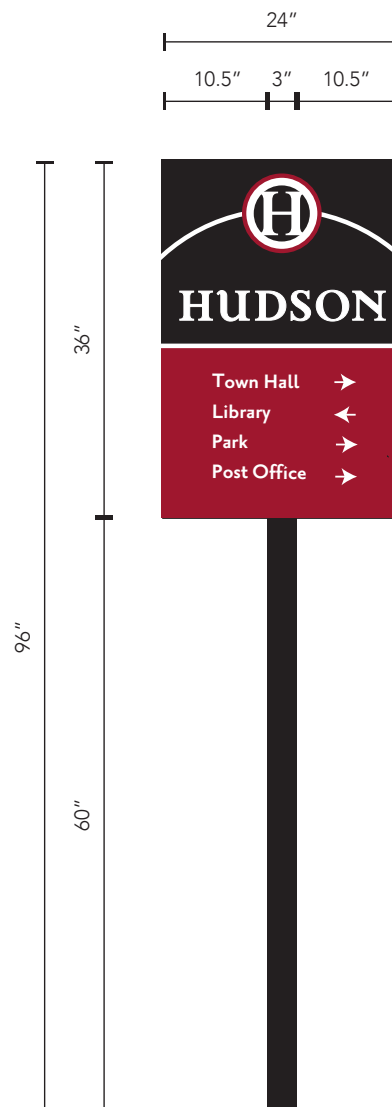
Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footings to be recommended by installer





## TRAIL MARKER

### GRAPHICS

Dimensions: 12" x 18"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

Secondary Font: Priori Sans OT Bold

### STRUCTURE

Posts: 2" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

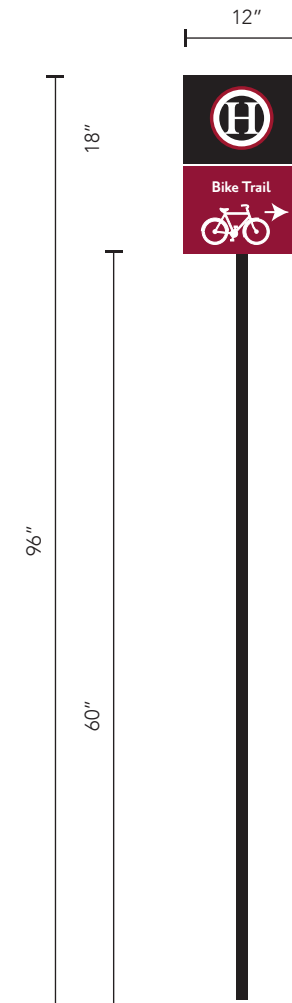
Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footings to be recommended by installer





# D

## PARKING

### GRAPHICS

Dimensions: 12" x 18"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

Secondary Font: Priori Sans OT Bold

### STRUCTURE

Posts: 2" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

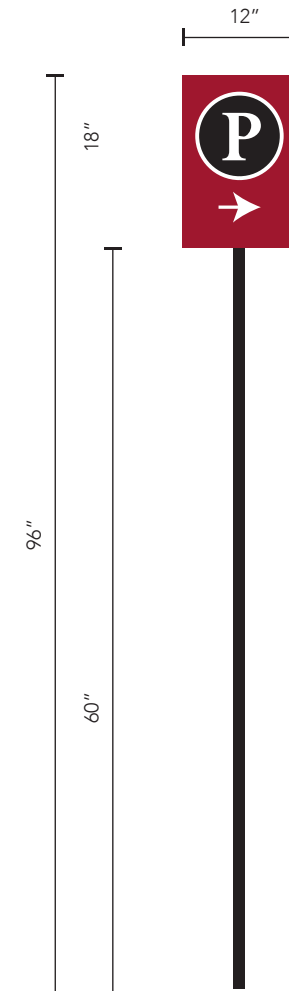
Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footings to be recommended by installer



# E

## MONOLITH

### GRAPHICS

Dimensions: 30" x 92"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

Secondary Font: Priori Sans OT Bold

### STRUCTURE

Width: minimum 2", maximum 6"

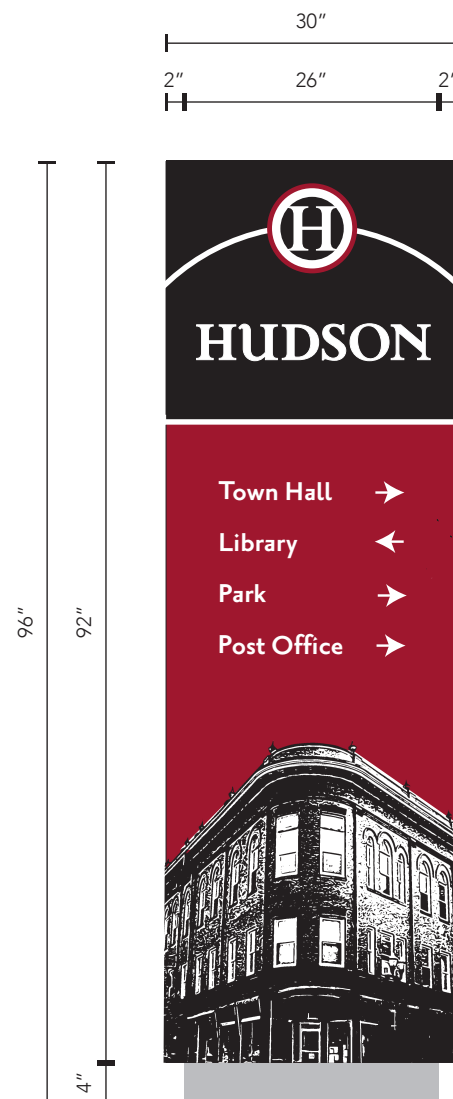
Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor to recommend internal construction

Footing to be recommended by installer



# F

## POLE & ARROW

### GRAPHICS

Dimensions: 28.5" x 4.5"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

Secondary Font: Priori Sans OT Bold

### STRUCTURE

Posts: 3" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

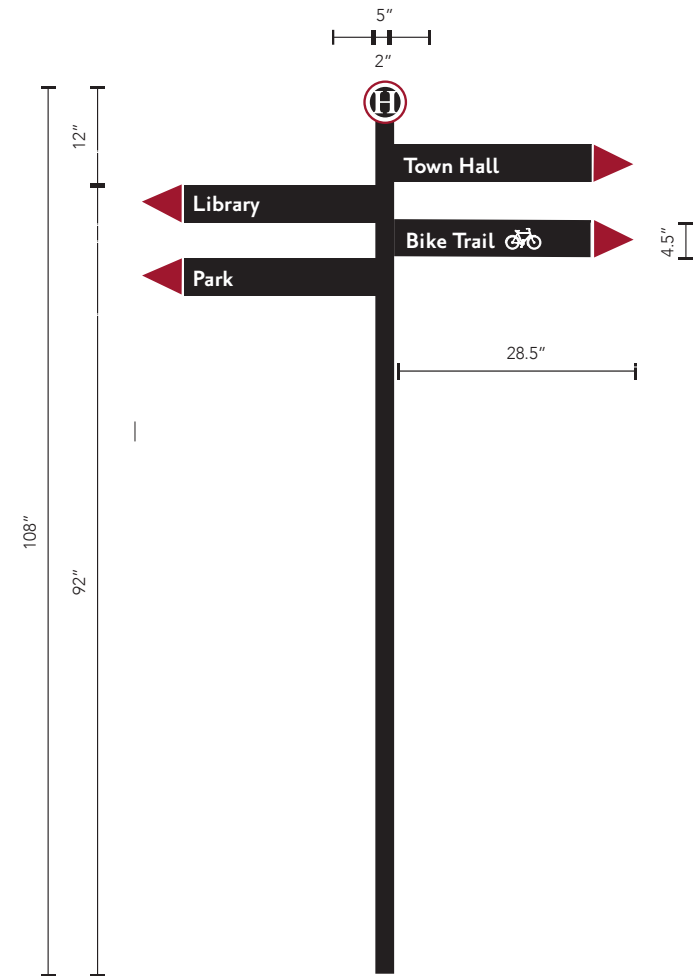
Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footings to be re ended by installer





## GRAPHIC

Dimensions: 18.5" x 40"

Material: Banners are made from vinyl that allows multicolored image printing

Print: Full color print on vinyl

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

## STRUCTURE

Dimensions: 20" x 60" (vertical does not change)

Color: Brackets and rods are painted black or silver color of aluminum

Pole mounting hardware displays a 30"w vinyl banner

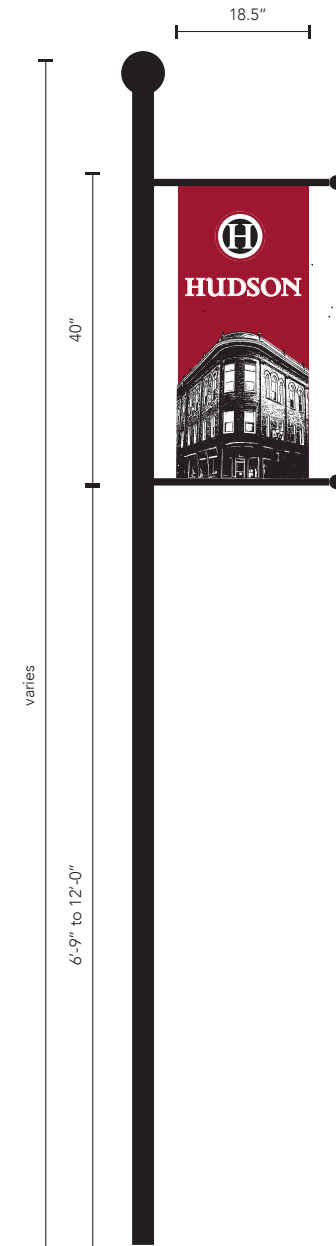
Pole mounting hardware generally comes with (2) banner rods, (2) brackets, (6) bandings, (2) pins, (2) zip ties, & installation instructions

Rods are usually 1/2" to 3/4" in diameter

Stainless steel bands are 40" long so they will fit any post up to 12-3/4" in diameter

Pole mounting hardware is rust resistant with cast aluminum construction

Banners are made with a 2" sleeve at either end to fit the banner rods



# DIRECTORY

## GRAPHIC

Dimensions: 30" x 45"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

Secondary Font: Priori Sans OT Bold

## STRUCTURE

Posts: 2" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

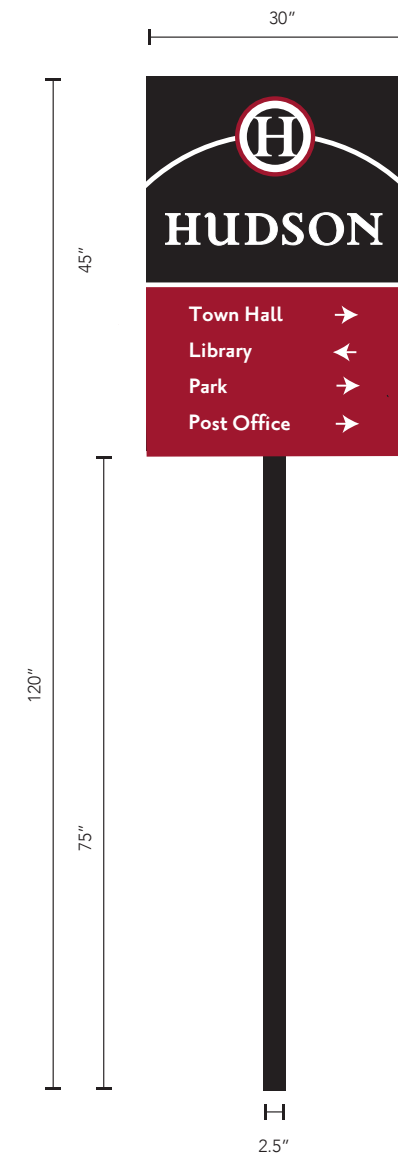
Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footings to be recommended by installer



# K

## KIOSK

### STRUCTURE

Dimensions: 112.5" x 50"

Posts and frame: 5" square metal

Posts coated: Black

Graphic above panel: 12 gauge steel welded to frame

Graphic above panel powder coated: Pantone XXXXX

Paint applied to all sides; must have 10 year guarantee

### MAP PANEL

Dimensions: 58" x 40"

Both sides: Door on hinge with plexi panel and lock

Coating: Anti-graffiti and UV protection

\*Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footing to be recommended by installer

### SPECIAL CONDITIONS

# of Units \_\_\_\_\_

Panel specifications \_\_\_\_\_

