# MEDFIELD

**Sign Elements and
Wayfinding Specifications
September 2022**

Prepared by

**FAVERMANN DESIGN**

# THE TOWN OF MEDFIELD

**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 Medfield, 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 Medfield.

Working in conjunction with the Town Planner, the wayfinding component system was developed over a series of months.

Any questions should be directed to:

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Town Planner

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Medfield, MA  02052

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sraposa@medfield.net
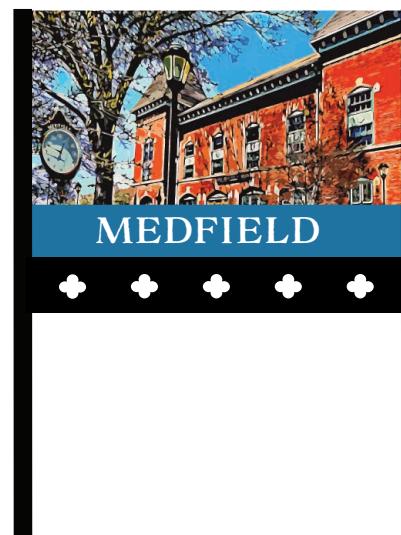


A
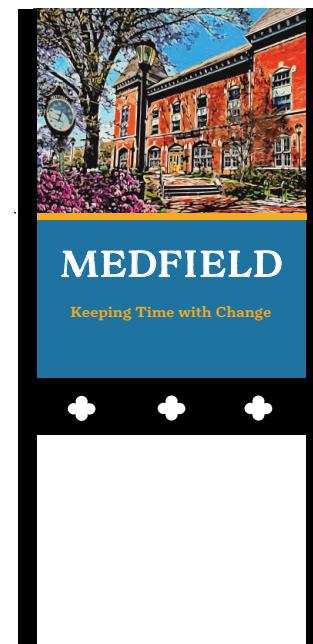
B

# SPECIFICATIONS

## FONTS

**Primary Font: Adorn Serif, all caps**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567891O

**Secondary Font: Turnip Medium, upper and lowercase**

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567891O
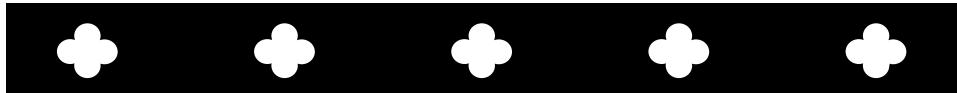
## COLORS

**Black**
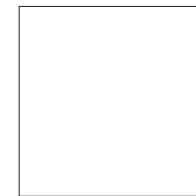
**White**

**Gold**
(Pantone 143C)
C- 0
M- 35
Y- 67
K- 2

**Teal Blue**
(Pantone 3015C)
C- 100
M- 31
Y- 0
K- 41

## BAND

# FAMILY OF ELEMENTS
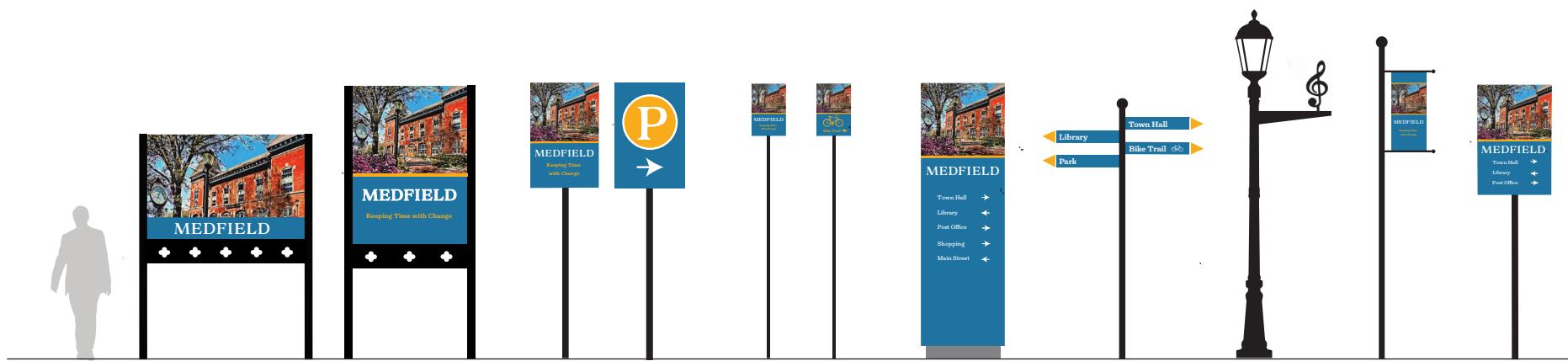
# A
## ENTRANCE

## GRAPHICS

Dimensions: 60" x 30"

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

Print: Full color print on adhesive vinyl

Anti-graffiti coating

Colors: White, Teal Blue (Pantone 3015C), Gold (Pantone 143C)

Font: Adorn Serif, all caps

## STRUCTURE

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

Powder coated: Pantone Black C

Paint applied to all sides; must have 15+ 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
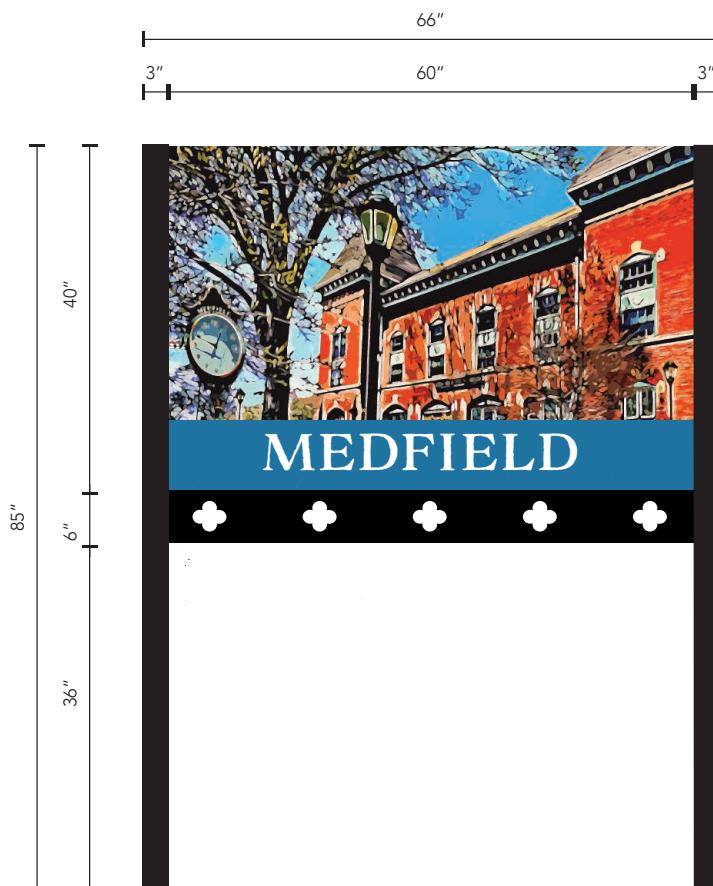
## GRAPHICS

Dimensions: 40" x 60"

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

Print: Full color print on adhesive vinyl

Anti-graffiti coating

Colors: White, Teal Blue (Pantone 3015C), Gold (Pantone 143C)

Font: Adorn Serif, all caps

Secondary Font: Turnip Medium, upper and lower case

## STRUCTURE

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

Powder coated: Pantone Black C

Paint applied to all sides; must have 15+ 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

3"    40"    3"

96"    60"    6"    30"

**MEDFIELD**

Keeping Time with Change

# C
## POST & PANEL

## GRAPHICS

Dimensions: 24" x 36"

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

Print: Full color print on adhesive vinyl

Anti-graffiti coating

Colors: White, Red (Pantone 201C), Blue (Pantone 292C)

Font: Adorn Serif, all caps

## STRUCTURE

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

Powder coated: Pantone Black C

Paint applied to all sides; must have 15+ 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
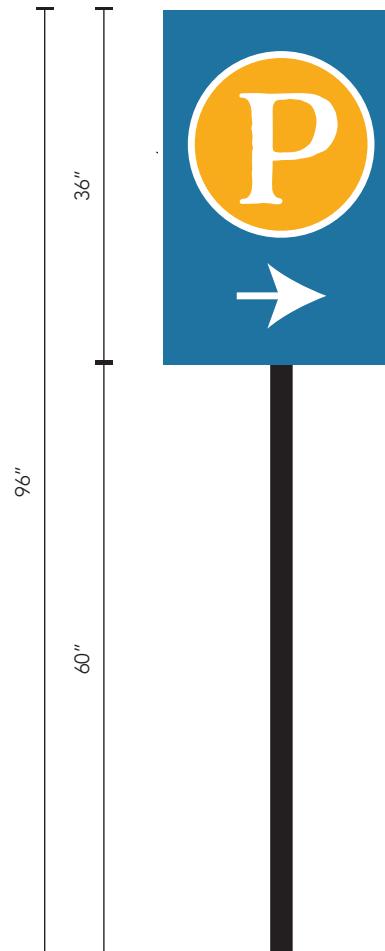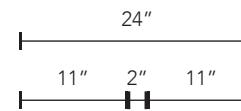
# D
## TRAIL MARKER



## GRAPHICS

Dimensions: 12" x 18"

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

Print: Full color print on adhesive vinyl

Anti-graffiti coating

Colors: White, Red (Pantone 201C), Tan (Pantone 7403C)

Font: Turnip Medium, upper and lower case

## STRUCTURE

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

Powder coated: Pantone Black C

Paint applied to all sides; must have 15+ 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

# E

## MONOLITH
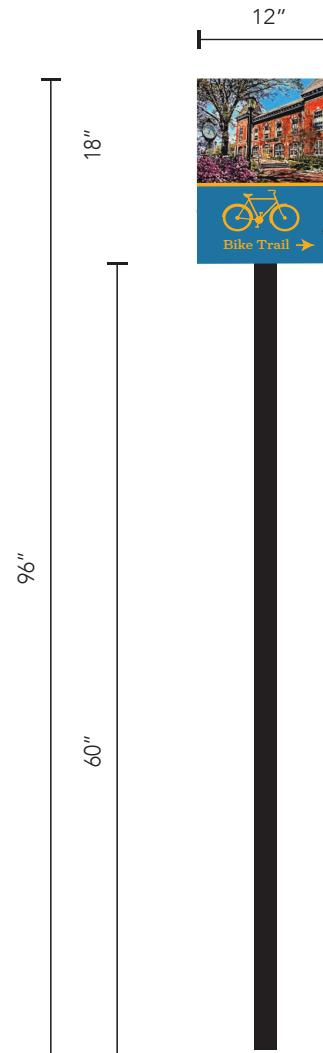
## GRAPHICS

Dimensions: 30" x 92"

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

Print: Full color print on adhesive vinyl

Anti-graffiti coating

Colors: White, Teal Blue (Pantone 3015C), Gold (Pantone 143C)

Font: Adorn Serif, all caps

Secondary Font: Turnip Medium, upper and lower case

## STRUCTURE

Width: minimum 2"; maximum 6"

Paint applied to all sides; must have 15+ 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
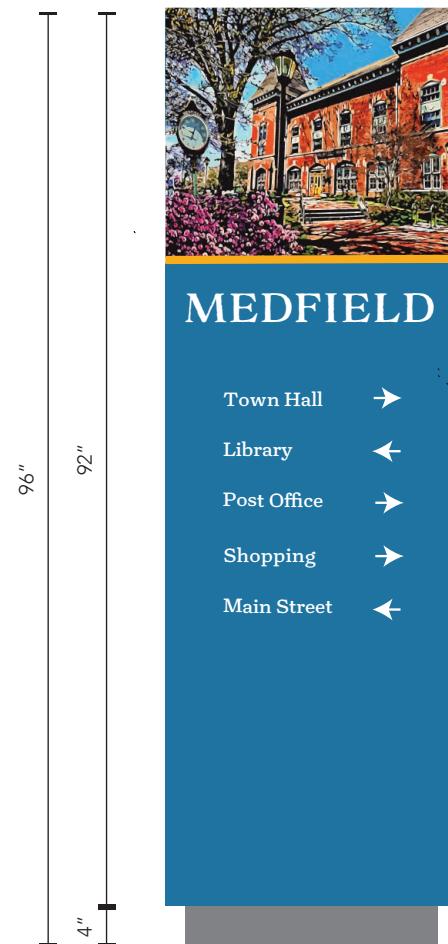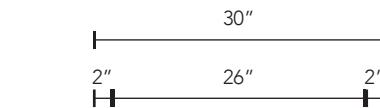
## POLE & ARROW

## GRAPHICS

Dimensions: 28.5" x 4.5"

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

Print: Full color print on adhesive vinyl

Anti-graffiti coating

Colors: White, Red (Pantone 201C), Tan (Pantone 7403C)

Secondary Font: Turnip Medium, upper and lower case

## STRUCTURE

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

Powder coated: Pantone Black C

Paint applied to all sides; must have 15+ 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 re ended by installer

# G

## ART WING
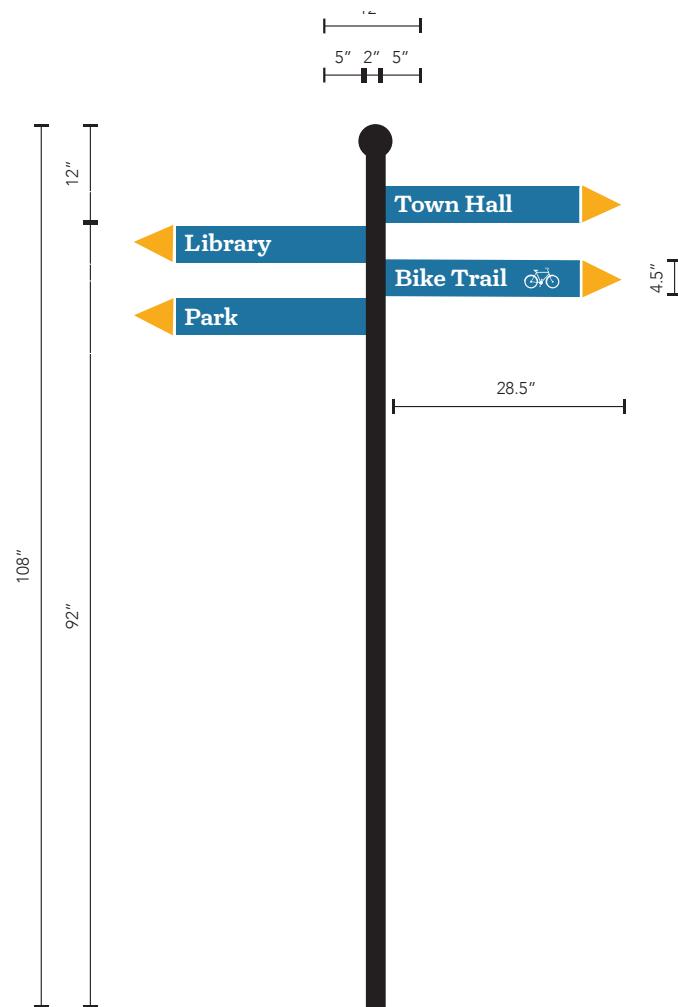
## GRAPHIC

Dimensions: 18" x 18"

Material: Galvanized Steel 12 gauge (or per suggestion of fabricator)

Color: Black

## STRUCTURE

Dimensions: 30" x 5.5" (tapered to 2")

Color: Powder coated: Pantone Black C

Paint applied to all sides; must have 15+ 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 art wing to posts



12"

20"

varies

8'-0" to 12'-0"

# H
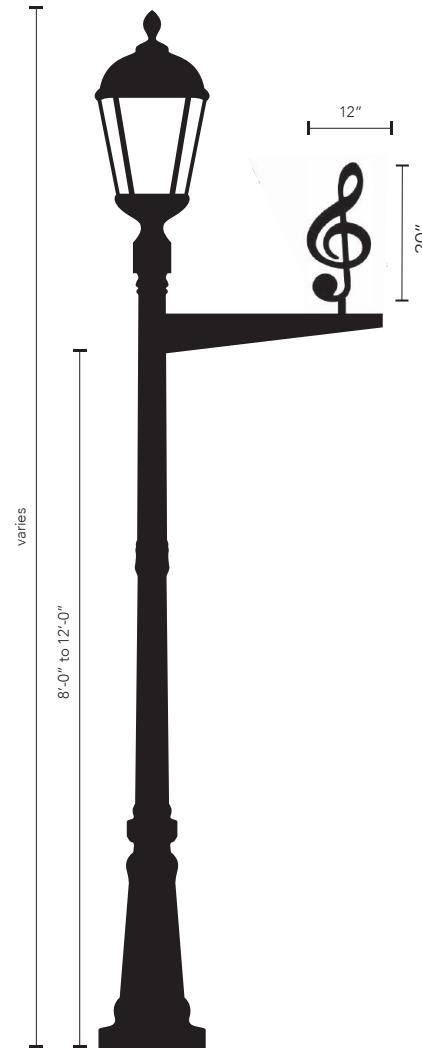
# BANNER

## GRAPHIC

Dimensions: 18.5" x 40"

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

Print: Full color print on vinyl

Colors: White, Teal Blue (Pantone 3015C), Gold (Pantone 143C)

Font: Adorn Serif, all caps

Secondary Font: Turnip Medium, upper and lower case

## 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

18.5"

40"

varies

6'-9" to 12'-0"

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with Change
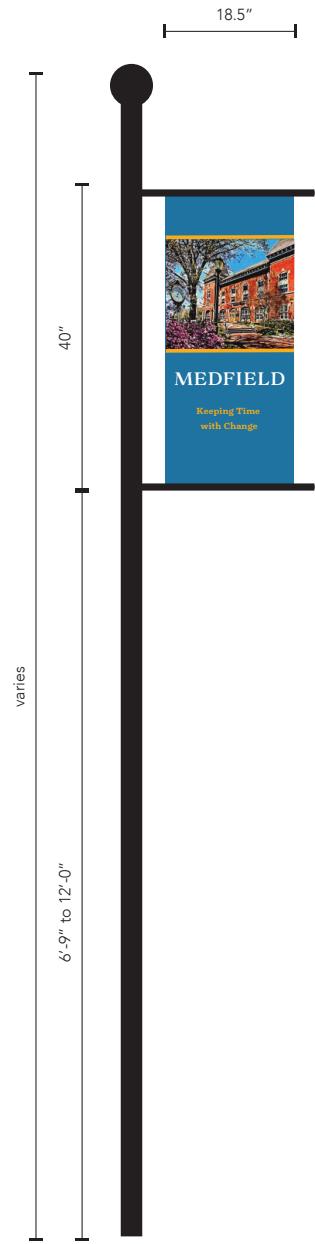
# DIRECTORY

## GRAPHIC

Dimensions: 30" x 45"

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

Print: Full color print on adhesive vinyl

Anti-graffiti coating

Colors: White, Teal Blue (Pantone 3015C), Gold (Pantone 143C)

Font: Adorn Serif, all caps

Secondary Font: Turnip Medium, upper and lower case

## STRUCTURE

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

Powder coated: Pantone Black C

Paint applied to all sides; must have 15+ 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

30"

45"

**MEDFIELD**

Town Hall →
Library ←
Post Office →

120"

75"

2.5"