



Sign Standards and Technical Specifications

Version 1.7

May 2024

Prepared by
BrandActive

Introduction

- This document provides design standards, intent and other information for the creation of CommonSpirit Health signage
- Signs provided in this document are examples and do not represent a comprehensive catalog of all possible logo and messaging combinations
- Important elements from the CommonSpirit Health brand standards and policies are addressed
- This document is to be used alongside the latest version of the brand standards

Any variation from the standards should be approved by the CommonSpirit Health brand team

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Version	Date	Section(s)	Change(s)
1.0	02 Oct	N/A	Document Creation
1.1	03 Nov	N/A	First DRAFT shared
1.2	20 Dec	N/A	Brand elements, channel letter alignments, unbranded pylon and alignment, technical specifications intent from prototyping results
1.3	24 Jan	N/A	Brand elements, updated alignment and standard layouts for all ground signage
1.4	16 Feb	N/A	Updated alignment and standard layouts for all ground signage as per client and vendor feedback. Additional monument and pylon layouts added for one line logo lockups. Sign codes updated for pylon and monument and material and technical call outs updated for all sign types.
1.5	18 Mar	Material Tech spec DV	Material page Tech spec update: CL; CM; MN; PY Door vinyl alignment update
1.6	8 Apr	Logo All signs PY, MN MN Font	Logo lockup updated throughout package: Space between logo and secondary text equal to height of letter “o” in CommonSpirit Updated scales, adjusted dimensions and drawings to match Sign headers have rounded inner corners (profile view) Changed base height to 10”. Removed address on all 60” options. Monuments no longer have variable cabinet height and must be scaled proportionally if any size increase is needed. Updated clear space below logo lockup to height of letter “o” in CommonSpirit (only for MN.BE.X.I two-line hospital name monuments.) Height of numbers must match adjacent messaging cap-height (OpenType Stylistic Set 8). Circular Book added for clinic name lockups only.
1.7	31 May	Messaging Material CL PY WP RL	Updated usage and size ratio of identifiers Added “horizontal grain” to P4 Removed white & rose perforated vinyl Added 3M Blockout Film 3635-20B White Matte as V3b Updated acrylic face thickness to 3/16” Updated all messaging to have same cap height Added clinic pylon header alignments (logo only) Added material spec for identifiers on pylons Updated branded wall panel to have 1.5X clearspace between logo and messaging Updated all widths in size chart

01 Brand Elements

Logo

- Ties all service, location and experiences together
- Primary logo is the preferred option
- **Solid emblem** to be used for all dimensional signage (channel letters, dimensional letters, monuments, pylons)
- **Gradient emblem** to be used on all flat graphics (Post & Panels, wall panels, regulatory, door vinyls)
- White logo is only to be used when the primary or reversed logos are not feasible. This option requires approval from the brand team
- The icon only appears by itself in select instances and requires brand approval

Primary Logo Solid Emblem (preferred dimensional letters)



Reversed Logo Solid Emblem



Primary Logo Gradient Emblem (preferred for flat graphics)



Reversed Logo Gradient Emblem



White Logo (requires approval from brand team)



Stacked Logo Lockup (Preferred)



Horizontal Logo Lockup



Logo Clear Space

- The recommended clear space zone for the logo is equal to 1C left, right and bottom of the logo with 0.5C clear space for the top
- Always maintain clear space free of any competing elements around the logo
- Clear space (X) is determined by the height of the letter “C” in “Common” in the CommonSpirit Health logo
- Clear space between the logo and hospital name in logo lockups (o) is determined by the height of the letter “o” in “Common” in the CommonSpirit Health logo
- Clear space scales proportionally to the size of the logo

Recommended Logo Clear Space

This is recommended to maximize the logo size and balance the logo for optimal visibility.



Logo Lockup Recommended Clear Space

This is recommended to maximize the logo size and balance the logo for optimal visibility. Do not create logo lockups. Contact the brand team if a logo lockup is required.



Colors and Background Contrast

- Primary logo is to only be used on backgrounds 5% black and under
- Reversed logo is to be used on a background with a value of 30-100% black
- Avoid backer panel where possible; however, if background tone falls within 5% to 30%, a backer panel should be considered

Custom ‘Rose’ Mix



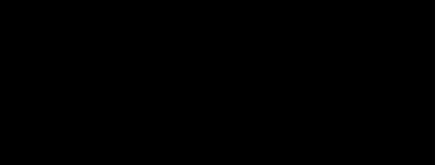
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HEX: #BA4896
RGB: 186 72 150

Pantone Cool Gray 10



CMYK: 40 30 20 66
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Black



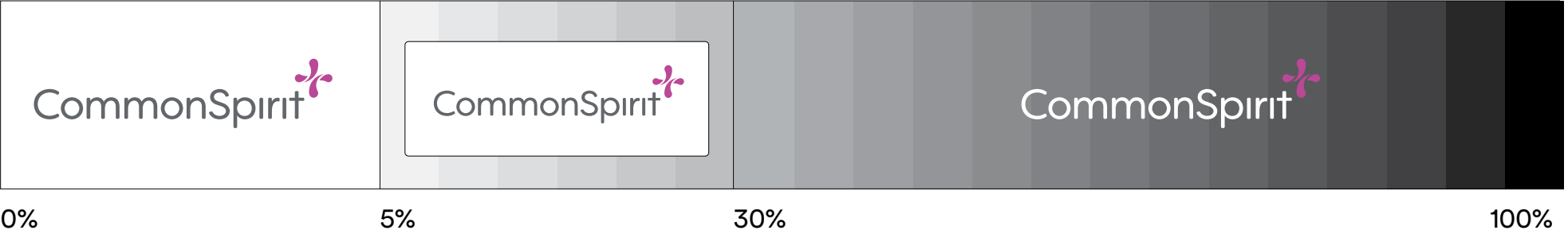
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White



CMYK: 0 0 0 0
HEX: #FFFFFF
RGB: 255 255 255

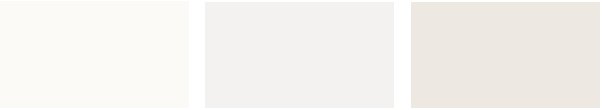
Contrast Study



Application Examples



Background examples



Use the primary logo if background is lighter than 5% black

Background examples



Use backer panel if background falls within the mid-range (reversed logo preferred if there is sufficient contrast)

Background examples



Use the reversed logo if background is darker than 30% black

Typography

- Circular XX Bold is the primary typeface used for all signage
- Circular XX Medium can be used in special cases with approval from the brand team
- Circular XX Book should only be used for clinic names when a logo lockup was not provided

Circular XX Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$?I&@*+

Circular XX Book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$?I&@*+

Circular XX Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$?I&@*+

Type Use Chart

Sign Type	Code	Primary Typeface	Primary Usage Details	Supporting Typeface	Supporting Usage Details
Channel Letter	CL.X.X	Circular Bold	Hospital Name	Circular Book	Same elevation as logo
Pylon	PY.X.X	Circular Bold	Directional Messaging	N/A	N/A
Monument	MN.X.X	Circular Bold	All Messaging	N/A	N/A
Post & Panel	PP.X.X	Circular Bold	All Messaging	N/A	N/A
Regulatory Sign	RG.X.X	Circular Bold	Headline Copy	N/A	N/A
Wall Panel	WP.X.X	Circular Bold	All Messaging	N/A	N/A
Door Vinyl	DV.X.X	Circular Bold	Location ID, Hours, Emergency/Ambulance Bands	N/A	N/A

Message Sizing

- Recommended minimum 3” cap height for vehicular traffic directional messaging
- Recommended minimum 1.5” cap height for pedestrian traffic directional messaging
- Recommended minimum 1” cap height for pedestrian regulatory main messaging
- For vinyl the tagline wordmark should have letters no smaller than 3/4” cap height
- Always use the alternate numbers which are proportional to the cap height

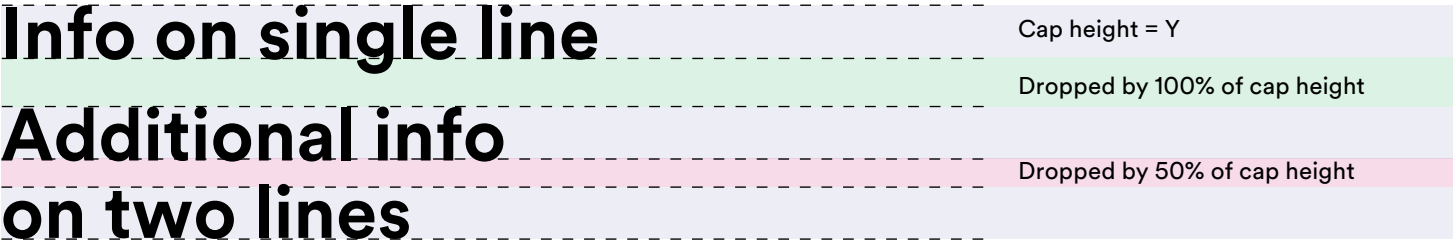
Subtext and Translation

- Additional messaging is to be used on signage with disclaimers or additional information
- Translation text are to be used as required

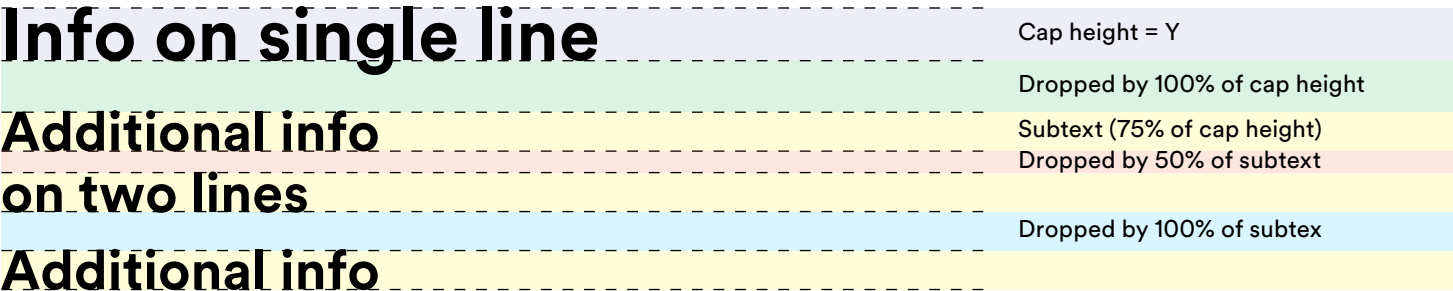
Retrofit Messaging

- Use existing messaging as an alignment tool for additional retrofit logo alignment and additional messaging
- Minimum cap height can be adjusted for retrofit purposes

Sample Information Messaging

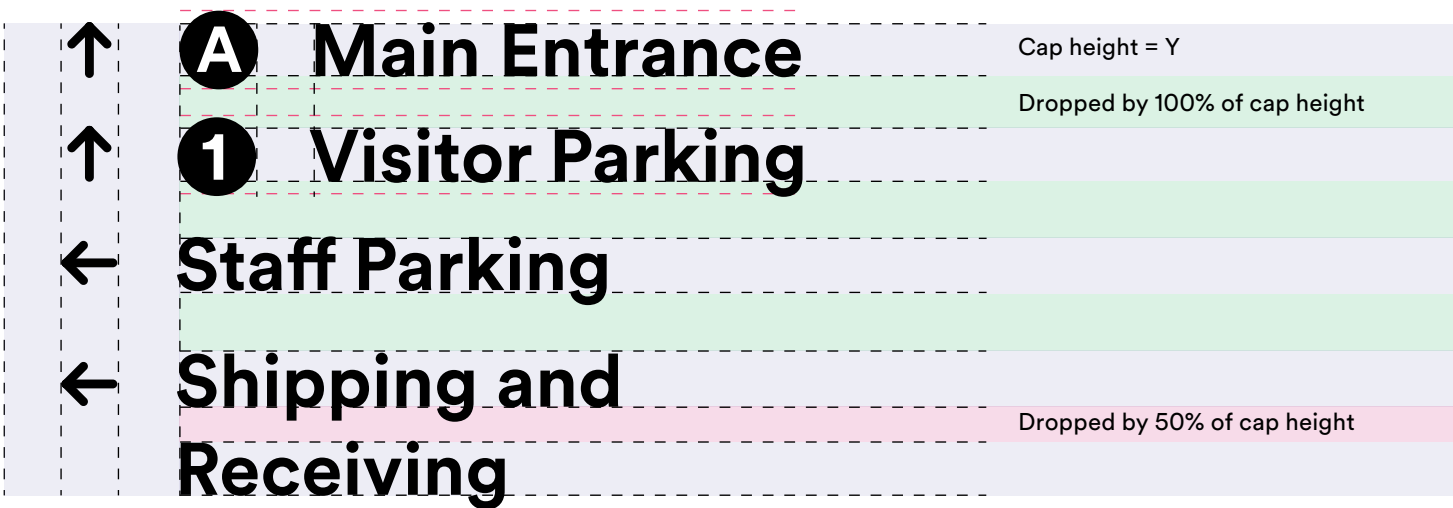


Sample Information Messaging with Additional Messaging and Translation



Sample Directional Messaging

Arrow size: 100% cap height - Identifier size: 141% cap height



Icons

- Standard icons are used throughout the sign family
- Never rotate the icons

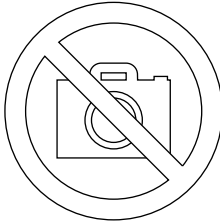
Arrows

- Standard arrows used throughout the sign family
- Never rotate the arrows

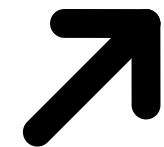
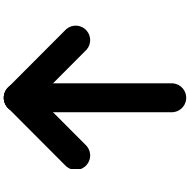
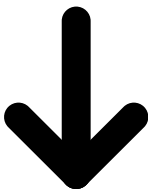
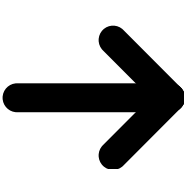
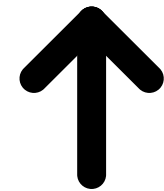
Identifier

- Standard identifier used throughout the sign family
- The identifier can be modified on a per-site basis (e.g. A, B, C becomes 1, 2, 3 etc.)
- Brand gray is preferred, but can be modified for navigation purposes (e.g. color coding large campuses)

Sample Iconography



Arrows



Identifier (optional)

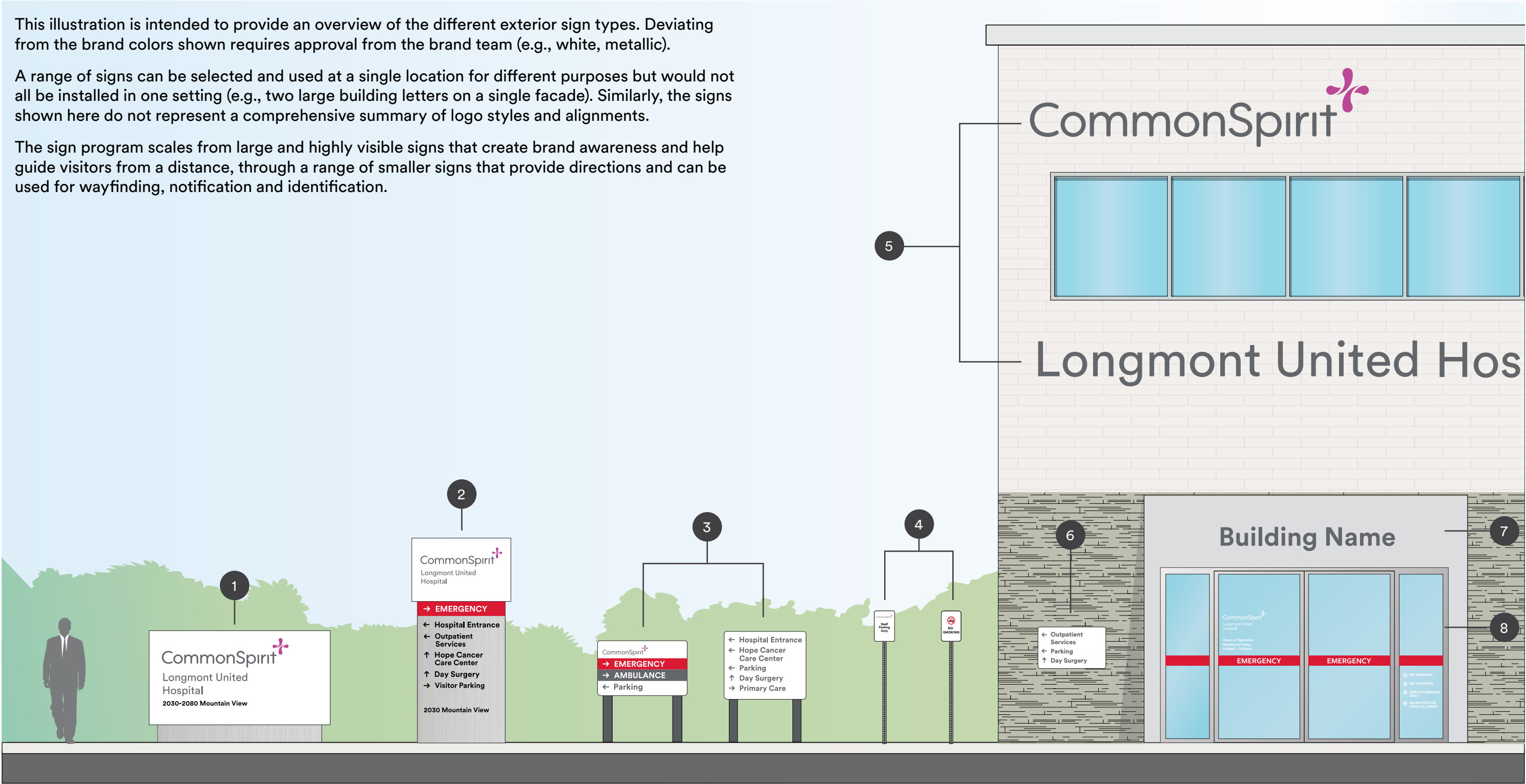


02 Sign Family

This illustration is intended to provide an overview of the different exterior sign types. Deviating from the brand colors shown requires approval from the brand team (e.g., white, metallic).

A range of signs can be selected and used at a single location for different purposes but would not all be installed in one setting (e.g., two large building letters on a single facade). Similarly, the signs shown here do not represent a comprehensive summary of logo styles and alignments.

The sign program scales from large and highly visible signs that create brand awareness and help guide visitors from a distance, through a range of smaller signs that provide directions and can be used for wayfinding, notification and identification.



- 1

Monument
- 2

Pylon
- 3

Post & Panel
- 4

Regulatory
- 5

Channel Letter/Messaging
- 6

Wall Panel
- 7

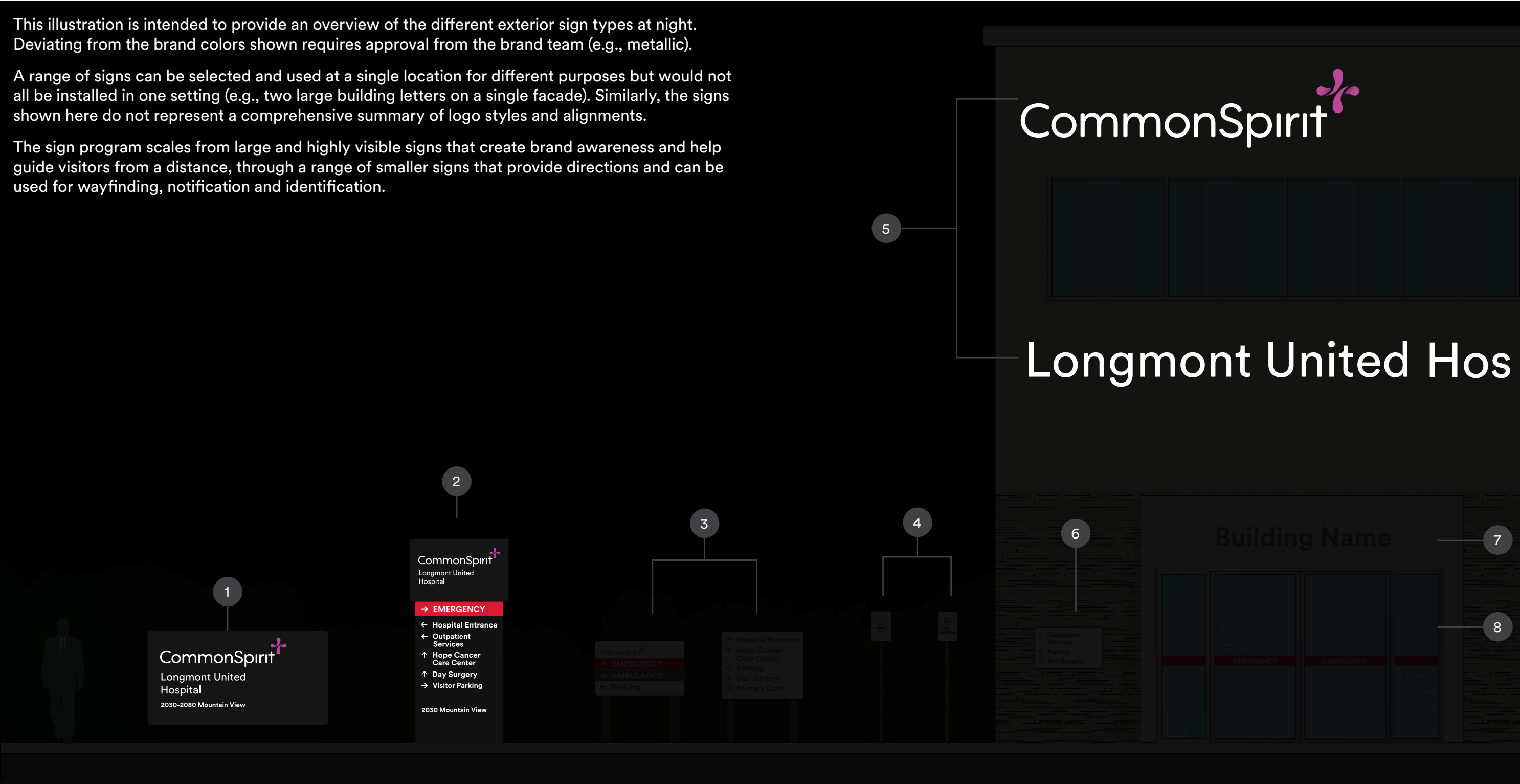
Dimensional Letters
- 8

Door Vinyl (Emergency band as required)

This illustration is intended to provide an overview of the different exterior sign types at night. Deviating from the brand colors shown requires approval from the brand team (e.g., metallic).

A range of signs can be selected and used at a single location for different purposes but would not all be installed in one setting (e.g., two large building letters on a single facade). Similarly, the signs shown here do not represent a comprehensive summary of logo styles and alignments.

The sign program scales from large and highly visible signs that create brand awareness and help guide visitors from a distance, through a range of smaller signs that provide directions and can be used for wayfinding, notification and identification.



1 Monument

2 Pylon

3 Post & Panel

4 Regulatory

5 Channel Letter/Messaging

6 Wall Panel

7 Dimensional Letters

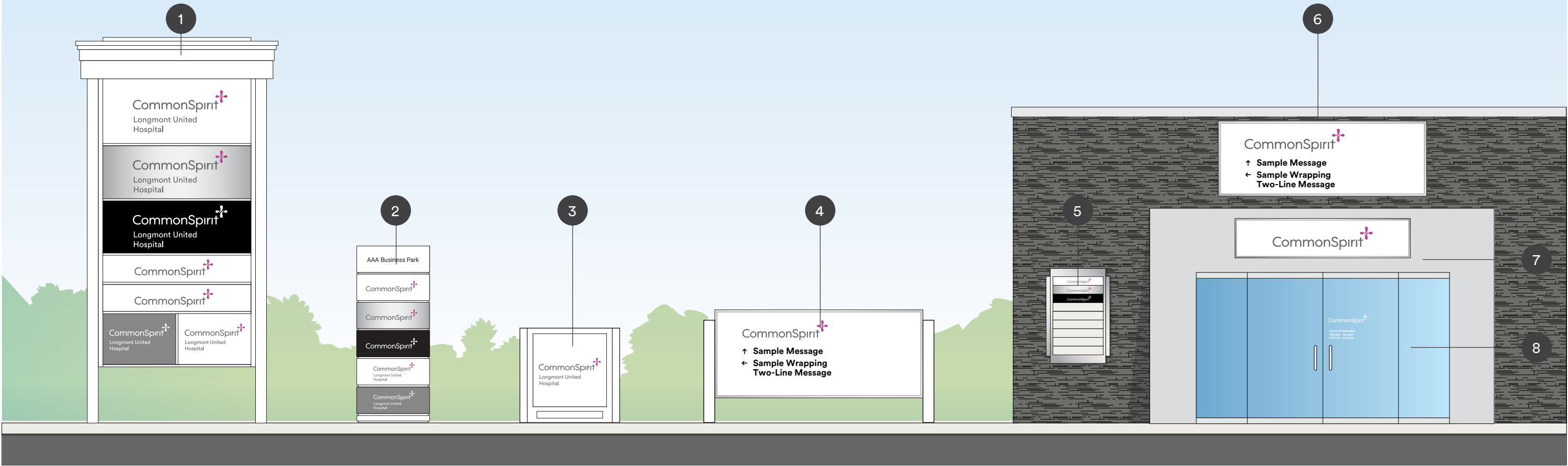
8 Door Vinyl (Emergency band as required)

This illustration is intended to provide an overview of sign types that may be landlord controlled and/or can be retrofitted.

Guidelines have been developed for different layout options that are to be used when retrofitting signs.

A range of signs can be selected and used at a single location for different purposes, but would not all be installed in one setting (i.e., two branded sign cabinets above single entrance).

Signs are subject to permitting requirements.



- 1

Landlord Pylon
- 2

Landlord Monument
- 3

Landlord Sign
- 4

Landlord Directional Panel
- 5

Tenant Directory
- 6

Landlord Directional Wall Panel
- 7

Landlord Entrance Identifier
- 8

Door Vinyl

This illustration is intended to provide an overview of the different reception and lobby sign types. A range of signs can be selected and used at a single location for different purposes, but would not all be installed in one setting (i.e., two reception signs in the same lobby).



1 Full Color Letters: Direct Mount
(preferred on light background)



2 Metallic Letters: Direct Mount
(preferred on dark background; must be approved by brand team)

03 General Notes

Performance Requirements

1. GENERAL NOTES

The following Performance Requirements and General Conditions are an important preamble to the technical specifications for signage which are referred to as the “Design Intent Drawings”.

- A. The party responsible for program management, manufacture, construction, production and installation, as well as their agents, and any subcontractors are referred to as the “Sign Contractor (SC)”.
- B. Shop drawings shall be provided by the SC to be used as the final construction documents and shall include complete construction and installation details required for implementing the designs described herein. Stamped engineering drawings will be provided by the SC as locally required by a landlord or city authority. This must be included in all original quotes/bids.
- C. The SC is responsible to review and follow the General Conditions terms and the Design Intent Drawings.
- D. “Client” or “Client Representative/BrandActive” referred to as the “Owner”. Any exclusions or substitutions to the General Conditions or the Design Intent Drawings must be approved by the Owner.
- E. The Designs and plans indicated or presented by the Design Intent Drawings are property of the Owner.
- F. In all cases where local engineering is required, the Engineer shall be licensed to practice in the applicable area and be in good standing. The acceptance of these drawings by the SC constitutes the acceptance of the following conditions:

The SC is entirely responsible for working drawings, shop drawings and contract documents including permit documents and submissions.

The Owner will review the SC’s documentation for adherence strictly to design intent only:

- Not to be interpreted as an approval of engineering/structural elements or construction purposes.
- Not to alter the requirement to produce artwork that is consistent with the approved site recommendation document.
- Not part of the accuracy of the SC’s message copy.

2. WORK INCLUDED:

- G. Sign Contractor SC shall furnish all labor, materials, equipment, tools, supplies and services necessary and incidental to complete fabrication, installation and delivery of sign(s) as specified. The SC shall be responsible for a complete and thorough job. Materials not specifically described but required for a complete and proper installation shall be identified and provided for by the SC. The SC shall be responsible for the quality of all materials and workmanship of any firms or individuals who act as the SC’s subcontractors. The SC shall be responsible for providing subcontractors with complete and up-to-date drawings, specifications, sign schedules and other information issued for this project. The SC shall be responsible for coordinating final review and approval of all copy wording with designer prior to submittal of shop drawings.
- H. The Owner reserves the right to add and otherwise modify sign text and lettering layout during the shop drawing review at no additional cost to the Owner.
- I. The SC shall provide complete and comprehensive fabrication/ installation liaison with all other trades. Where the SC is providing graphics only, it shall be the SC’s responsibility to schedule its work to coincide with other trades’ fabrication, finishing and installation schedules.
- J. The SC shall provide dimensioned shop drawings for all signs clearly showing materials, typographic layouts, fabrication methods, external finishes, anchorage, electrical connections and other details of construction as well as details related to engineering and other construction responsibilities. The SC shall be responsible for all construction installation and internal supports for a safe and permanent installation of all signs. The SC shall provide location detail drawings for signs supported or anchored to other construction. The SC is responsible for providing stamped engineering drawings where required.
- K. Prior to any sign fabrication, the SC shall provide samples of each sign product and material samples showing finishes, typography, letter spacing, colors and surface textures shown in the Design Intent Drawings.
- L. The SC shall provide manufacturer’s technical data and installation instruction for each type of sign required.
- M. The SC to verify ALL site conditions prior to production, and verify all power requirements are properly met at all signage locations. During Technical Survey stage vendor is to use Technical Documents to verify Recommendation Book final sizing.
- N. All fasteners used are to be concealed and shall not be visible from any viewing angle/direction, unless noted in drawings.

3. LIGHTING

- O. All lighting hardware such as transformers/ballasts/light control modules, are to be placed inside sign system. If a remote placement is required, fabricator to coordinate with the Owner concerning the remote location is required.

4. FIELD DIMENSIONS

- P. The SC shall be responsible for field measurements as required to verify or supplement dimensions indicated herein and shall be responsible for accurate fit of signs upon installation.
- Q. ALL lighting levels to be uniform. All lighting effects to be consistent with no hot spots and/or shadows to be cast. Color to match Brand Standard Colors and to be approved by the Owner prior to fabrication and install. Illumination to be provided by appropriate exterior grade LED lighting with on/off timer or photocell.

5. QUALITY ASSURANCE

- R. The intent of the drawings and contract documents package is to provide all information necessary for a complete contract. In the event of a discrepancy, or an error, neither one rules over the other. Notify the Owner if any discrepancies arise for direction on how to proceed.
- S. The Owner must be notified of any variations of conditions as shown on these drawings. It shall be the SC’s responsibility to obtain and utilize the most current and up-to-date plans and specifications for all construction and installation work.
- T. Work done and material furnished shall be of superior quality in every respect. Signs and sign panels shall be plumb, and without oil-canning. All edges and surfaces to be smooth and free from burrs.
- U. The Owner shall reserve the right to reject any shop drawings, samples or other submittals, as well as any finished product or installation that does not meet or exactly equal the standard of quality established. Any such decision will be considered final and not subject to recourse.
- V. All electrical components shall display required manufacturer’s safety and/or electrical labels (UL/Hydro) or approved equal standards as acceptable by the Owner. Such labels and equipment shall not be displayed or positioned so as to detract from the aesthetic quality of each sign.
- W. The SC must guarantee that only new materials are being used for this work.
- X. Products must be made accessible for quality control inspection at any time.
- Y. Any claims for work carried out on instructions by others will not be accepted or honored.
- Z. All materials to be painted with Matthews Paint (or approved equivalent) according to the paint supplier directions and standards, for high quality finish.

6. SUBSTITUTIONS

AA. Bidders shall submit (with bids), written notification of all proposed substitutions from specifications. Substitutions of any kind shall be approved prior to any sign fabrication or installation. No substitutions will be considered without samples.

7. GENERAL CONDITIONS

- AB. The **SC** is responsible for visiting the site and familiarizing themselves with its conditions prior to submitting a bid.
- AC. The **SC** must familiarize themselves with sub-soil conditions which may affect engineering of footings/sign supports.
- AD. All necessary sign permits are to be obtained by the **SC**.
- AE. The **SC** is responsible for ‘locates’ (i.e., gas, phone, power lines, etc.) which may affect sign supports/footings and locations.
- AF. The **SC** is responsible for electrical and communications hookup and all internal wiring, and supply of appropriate components (e.g., outdoor ballasts, etc.) for all signs. For this tender assume that 120V primary power will be made available by the **Owner**, to a point at the location of any illuminated signs. Final hookup will be the responsibility of the **SC**.
- AG. The **SC** is to protect goods supplied by them from damage during installation with appropriate insurance against fire, theft or other damage. The **SC** shall also protect from injury the property of the **Owner**, which may be adjacent, or with which the **SC** may come in contact, and shall make good any such damage occurring through fault of the **SC**.
- AH. The **SC** shall not use any hazardous substances in the manufacture of the signs, nor bring on-site any hazardous substances, regulated under any environmental laws, without the express written consent of the **Owner**.
- AI. Upon completion of the project, the **SC** shall provide the **Owner** with a manual and/or instructions on the care and maintenance of the signs and replacement of component parts.

8. PRODUCT INDEMNITY

The **SC** shall indemnify, defend and hold harmless the **Owner**, its successors and assigns, and its affiliates and their successors and assigns and the respective representatives of the **Owner**, from all claims and all direct, indirect, special, incidental, actual or consequential liabilities awarded against, or incurred or paid by, the **Owner** as a result of or in connection with any liability, loss, damage, injury, cost or expense sustained by the **Owner** or its officers, directors, employees, subcontractors, agents or by the customer or a third party to the extent that such liability, loss, damage, injury, cost or expense was caused by, relates to or arises from the product’s safety, design, condition, durability, quality of materials, workmanship, or compliance with specifications or applicable law.

9. CONFIDENTIALITY

Care must be taken not to leave drawings in view such that they may be seen by unauthorized parties. The **SC** and their subcontractors are responsible for carefully maintaining possession of all drawings and associated information (electronic or hard copy) and may be held accountable for damages that result from disclosure of confidential information.

10. ARTWORK

- AJ. Electronic artwork as required by the **SC** for symbols or custom-designed graphic components (e.g., logos, logo types, arrows and patterns) will be provided electronically in vector format and should not be altered.
- AK. All artwork scaling without distortion or loss of scale is the responsibility of the **SC**.
- AL. The **SC** may request full scale artwork, if that will reduce the risk of scaling errors and the **Owner** may provide this where willing and able.
- AM. Issues such as messages being too long to fit into the required formats, difficulty accurately reproducing logo or logotype components, etc., must be brought to the attention of the **Owner** prior to execution. It is required that the **SC** not resolve any discrepancies without consulting the **Owner**.
- AN. All typeface licensing requirements are the responsibility of the **SC**.



Code	Sign Type	Additional Information
CL	Channel Letter	Illuminated exterior CommonSpirit Health logo
CM	Channel Letter Messaging	Illuminated exterior messaging
DL	Dimensional Letter	Non-illuminated exterior CommonSpirit Health logo
DM	Dimensional Messaging	Non-illuminated exterior messaging
MN	Monument	Large horizontal location identifying ground sign, without branding and illuminated; single- or double-sided
PY	Pylon	Large vertical ground sign, with branding and illuminated; single or double-sided
PP	Post & Panel	Directional ground sign with/ without branding and messaging; non-illuminated; single- or double-sided
RG	Regulatory	Regulatory messaging; single-sided
WP	Wall Panel	Wall-mounted sign with messaging; single-sided
DV	Door Vinyl Messaging	Vinyl application on glass
RL	Reception Letter	Interior CommonSpirit logo

Modifier	
C	Combined/ colored Materials
M	Metallic
I	Illuminated sign
B	Branded
U	Unbranded
H	Horizontal
R	Reversed logo
W	White
EB	Emergency or Ambulance Band



Channel Letter

Color	Reversed	Height	Width	Depth
CL.C.36.I	CL.R.36.I	36"	154"	3"
CL.C.48.I	CL.R.48.I	48"	206"	3"
CL.C.60.I	CL.R.60.I	60"	227.5"	3"

Dimensional Letter

Color	Reversed	Height	Width	Depth
DL.C.36.I	DL.R.36.I	36"	154"	3"
DL.C.48.I	DL.R.48.I	48"	206"	3"
DL.C.60.I	DL.R.60.I	60"	227.5"	3"



Channel Messaging

Color	White	Height	Width	Depth
CM.C.36.I	CM.W.36.I	36"	Varies	3"
CM.C.48.I	CM.W.48.I	48"	Varies	3"
CM.C.60.I	CM.W.60.I	60"	Varies	3"

Dimensional Messaging

Color	White	Height	Width	Depth
DM.C.36.I	DM.W.36.I	36"	Varies	3"
DM.C.48.I	DM.W.48.I	48"	Varies	3"
DM.C.60.I	DM.W.60.I	60"	Varies	3"



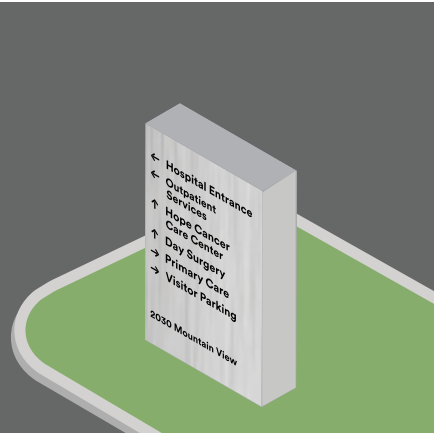
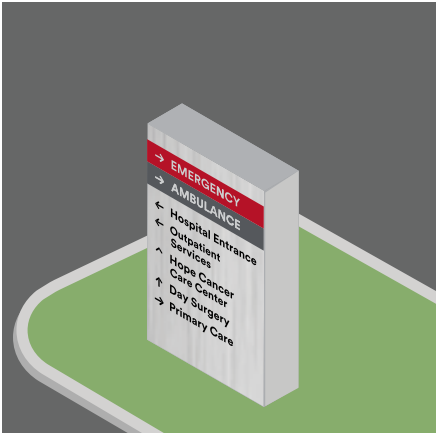
Monument

With Band	No Band	Height	Width	Depth
MN.BE.60.I	MN.C.60.I	60"	110"	15"
MN.BE.68.I	MN.C.68.I	68"	110"	15"



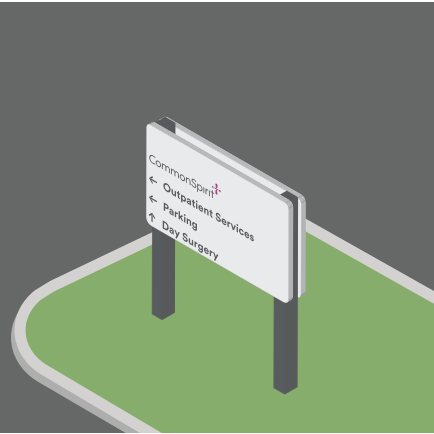
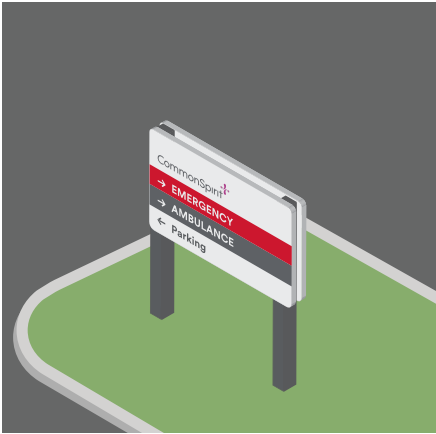
Pylon: Branded

Branded with Band	Branded	Height	Width	Depth
PY.BE.58.I	PY.C.58.I	72"	58"	15"
PY.BE.58.I	PY.C.58.I	69"	58"	15"
PY.BE.58.I	PY.C.58.I	120"	58"	15"



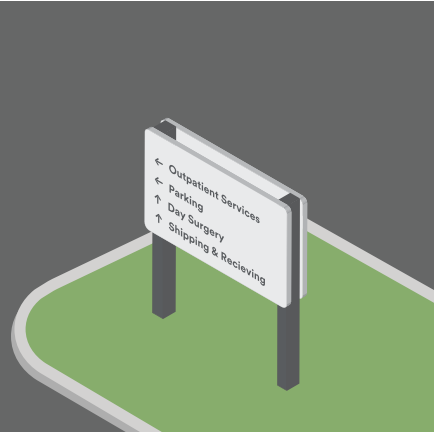
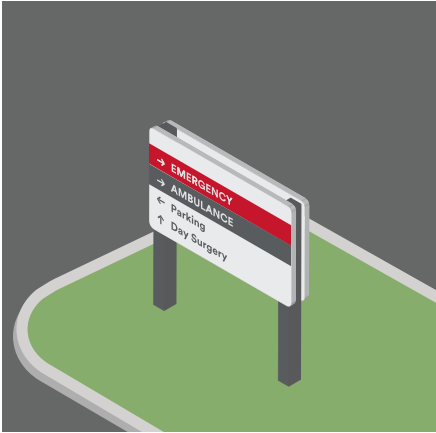
Pylon: Unbranded

Unbranded with Band	Unbranded	Height	Width	Depth
PY.UE.51.I	PY.U.51.I	60"	51"	12"
PY.UE.51.I	PY.U.51.I	91.5"	51"	12"
PY.UE.51.I	PY.U.51.I	120"	51"	12"



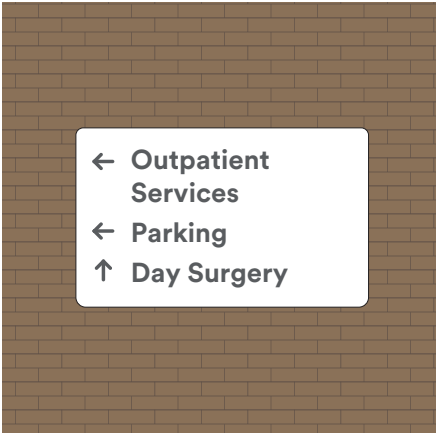
Post & Panel: Branded

Branded with Band	Branded	Height	Width	Depth
PP.BE.45	PP.C.45	Varies	44.5"	6"
PP.BE.54	PP.C.54	Varies	54"	6"



Post & Panel: Unbranded

Unbranded with Band	Unbranded	Height	Width	Depth
PP.UE.45	PP.U.45	Varies	44.5"	6"
PP.UE.54	PP.C.54	Varies	54"	6"



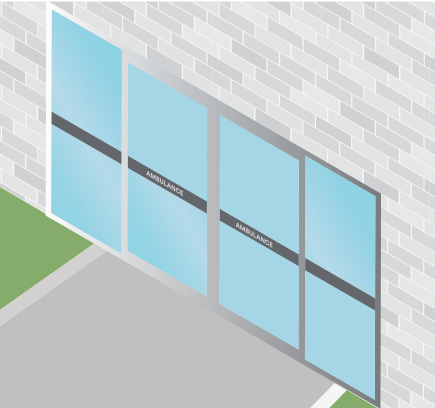
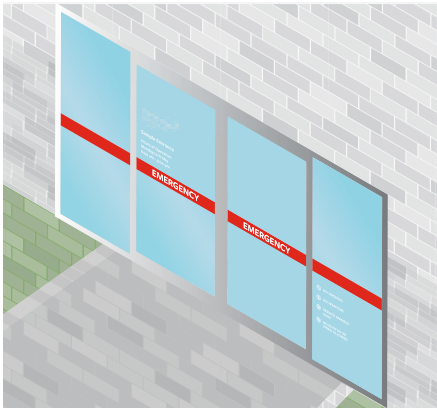
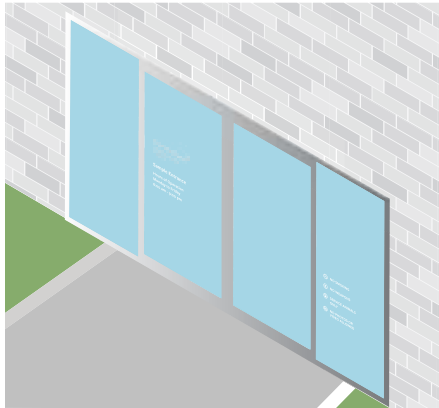
Wall Panel

Unbranded	Branded	Height	Width	Depth
WP.U.24	WP.C.24	Varies	24"	1"



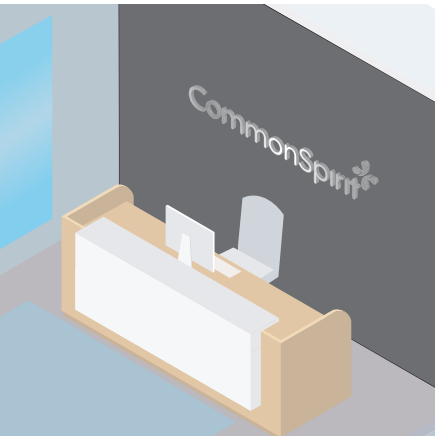
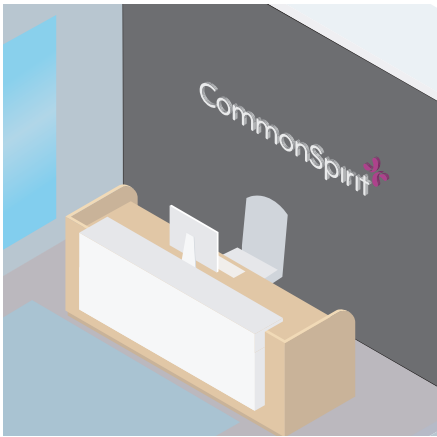
Regulatory: Branded

Branded	Unbranded	Height	Width	Depth
RG.C.18	RG.U.18	18"	12"	1/8"



Door Vinyl

Graphic Element	Code	Height	Width
Logo	DV.1	5.4"	16"
Building ID & Hours	DV.2	Varies	Varies
Emergency Band	DV.3	5"	Varies
Ambulance Band	DV.3A	5"	Varies
Regulatory	DV.4	Varies	Varies



Reception Letters

Color	Reversed	Metallic	Height	Width	Depth
RL.C.12	RL.R.12	RL.M.12	12"	27.5"	1/4"
RL.C.18	RL.R.18	RL.M.18	18"	41.5"	1/4"
RL.C.24	RL.R.24	RL.M.24	24"	55.5"	1/4"

Pantone Cool Gray 10C

V1o

Digitally printed to match Pantone Cool Gray 10C on 3M Controltac IJ180mc-10 with 3M Scotchcal 8520 Matte Overlamine

V1r

Digitally printed to match pantone cool gray 10C on 3M scotchlite reflective graphic film series IJ680-10 with 3M Scotchcal 8520 Matte overlamine

V1p

Digitally printed to match Pantone Cool Gray 10C on 3M Dual-color Film 3635-210 White 3M Scotchcal 8520 Matte Overlamine

P1

Matthews Paint to match PMS Cool Gray 10C with Satin Clear Coat

Rose Custom Mix

V2o

Digitally printed to match Rose Custom Mix on 3M Controltac IJ180mc-10 with 3M Scotchcal 8520 Matte Overlamine

V2t

3M Scotchcal 3630-118 Intense Magenta

V2r

Digitally printed to match Rose Custom Mix on 3M scotchlite reflective graphic film series IJ680-10 with 3M Scotchcal 8520 Matte overlamine

P2

Matthews Paint to match custom rose mix with Satin Clear Coat

White

V3o

3M Scotchcal Graphic Film 7725-20 Matte White

V3b

3M Blockout Film 3635-20B White Matte

P3

Matthews Paint MP32351 White Spirit with Satin Clear Coat

A1

Plaskolite Optix-LD 2406 white acrylic

A2

Plaskolite Optix-LD 7328 white acrylic

Black

V4o

3M Controltac S/B 3630-22 Matte Black

V4r

3M Scotchlite Reflective Graphic Film 680-85

A4

Bitro DuLite Acrylic (black by day/ white by night)

Metallic

P4

Matthews Paint MP18091 Silverstone Metallic with Satin Clear Coat, Horizontal Grain

Red

V5t

3M Envision Translucent cast vinyl 3730-33L Red

V5r

3M Scotchlite Reflective Film 680-82 Ruby Red

P5

Matthews Paint matched to 3730-33L with Satin Clear Coat

04 Exterior Lettersets

Placement

- Mounted to exterior walls
- Placed high on the building at a prominent location

Sizing

- Height of the logo dependent on available space
- Minimum overall logo height for channel letter is 36"

Branding

- Physical representation of brand logo
- Primary logo version against light backgrounds
- Reversed version against dark backgrounds
- Emblem solid color in both day and night

Illumination

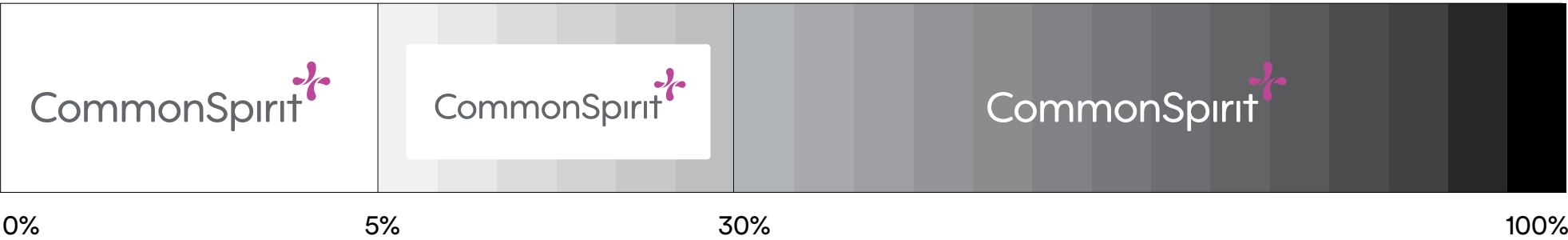
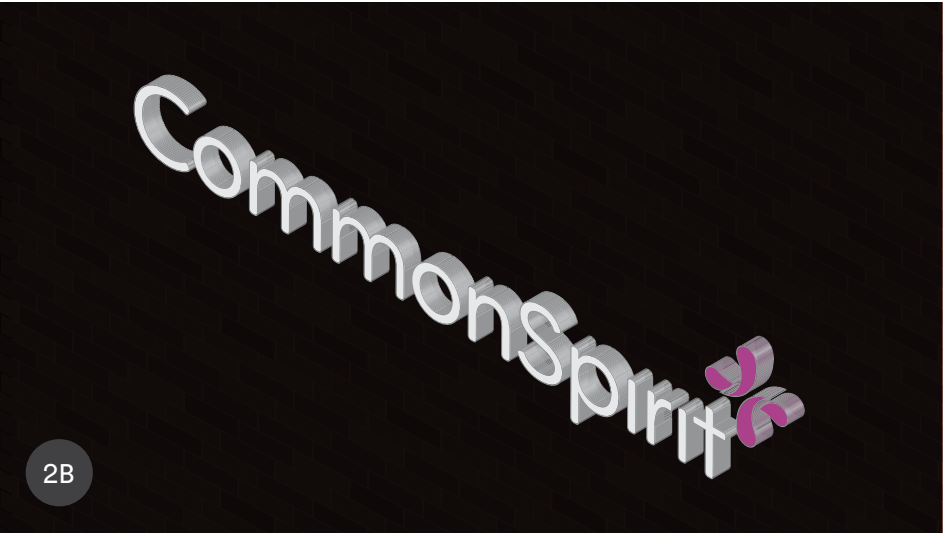
- Face-illuminated (internal)

Restrictions

- If background tone falls within 5% to 30%, backer panel is recommended to create appropriate contrast but requires approval from the brand team
- Often subject to permitting and municipal regulations for placement and sizing

Legend

- 1A Primary logo letterset (day)
- 1B Primary logo letterset (night)
- 2A Reversed logo letterset (day)
- 2B Reversed logo letterset (night)

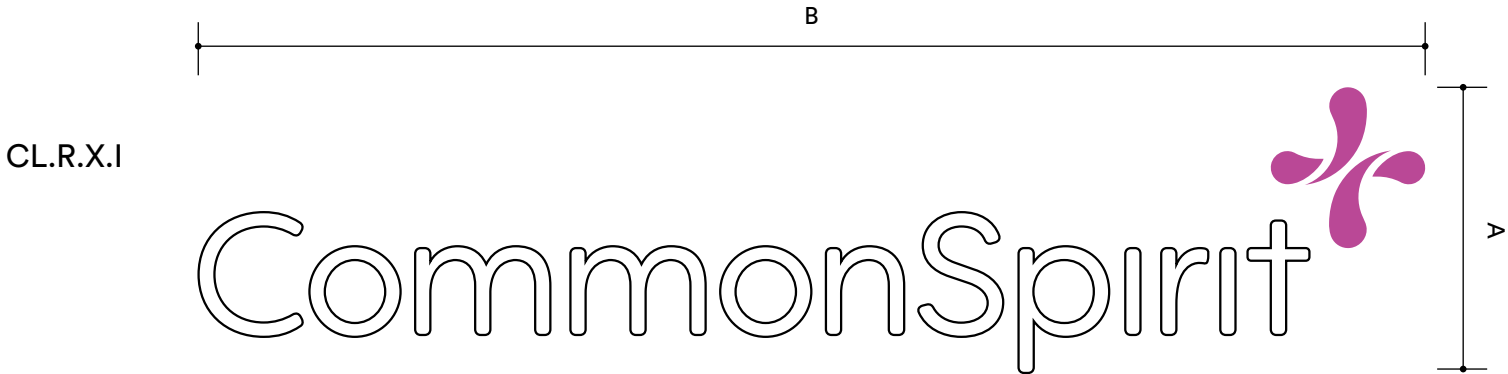
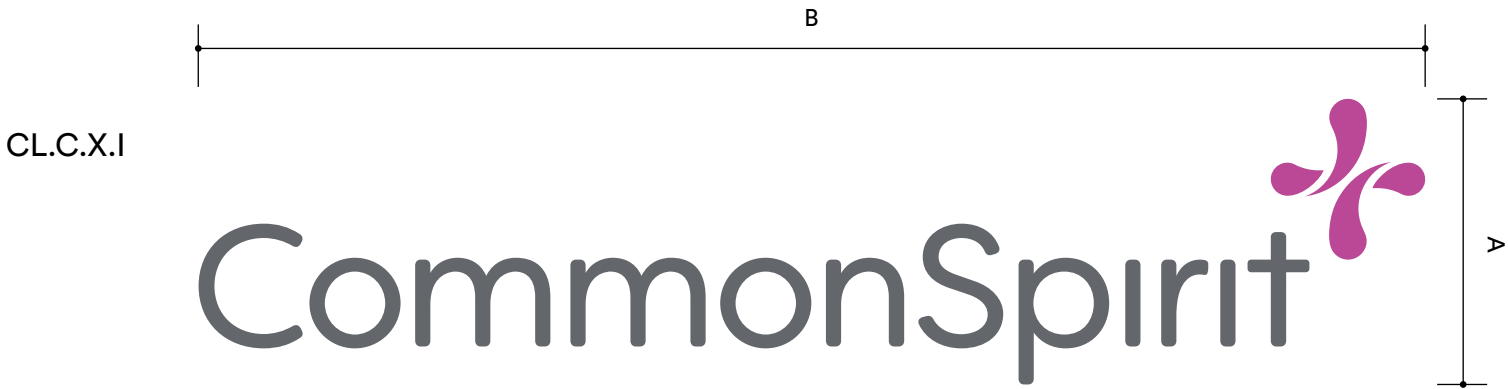




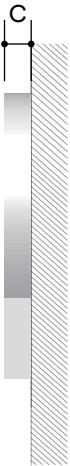
● Top View (CL.X.X.I)
Not to Scale



● Night Appearance (CL.X.X.I)
Not to Scale



● Front View (CL.X.X.I)
Not to Scale

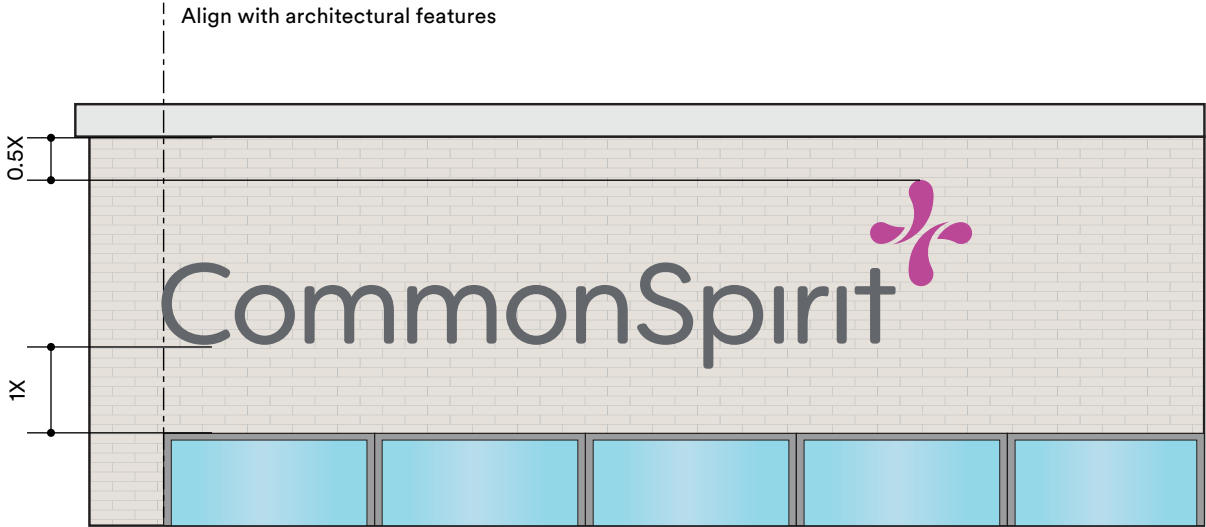


● Side View (CL.X.X.I)
Not to Scale

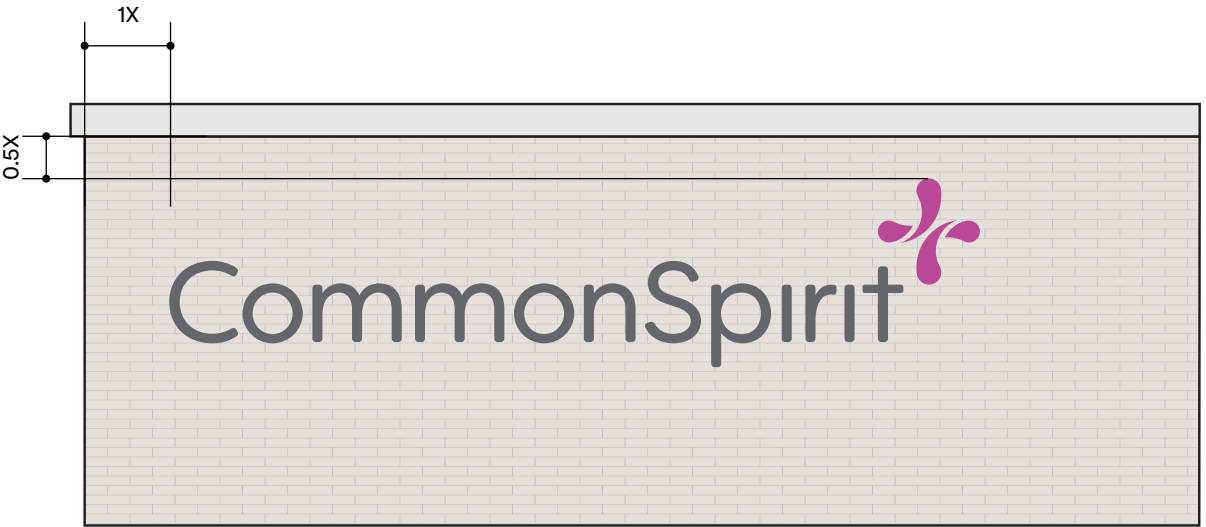
Color	Reversed	Height	Width	Depth
CL.C.36.I	CL.R.36.I	36"	154"	3"
CL.C.48.I	CL.R.48.I	48"	206"	3"
CL.C.60.I	CL.R.60.I	60"	227.5"	3"

Legend

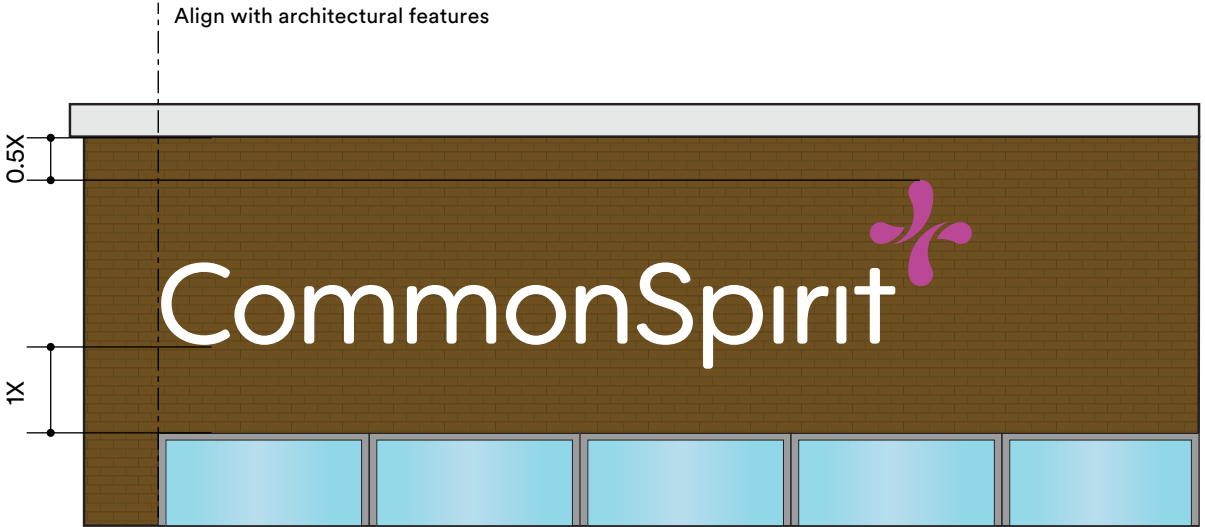
X = height of the “C” in “Common” of the CommonSpirit Health logo
Y = cap height of the messaging text



● Front View (CL.C.X.I)
Not to Scale



● Front View (CL.C.X.I) - No architectural features to align to
Not to Scale



● Front View (CL.R.X.I)
Not to Scale



● Front View (CL.R.X.I) - No architectural features to align to
Not to Scale

- 1

Letter Returns

Fabricated channel letter with painted aluminum returns and trimcaps to match Matthews paint MP18091 Silverstone Metallic brushed aluminum with satin clear coat.

- 2

Emblem Face

3/16" thick 2406 white acrylic with first surface applied digitally printed translucent vinyl to match 3M Controltac 3630-118 Magenta.

- 3

Wordmark Face

CL.C.X.I: 3/16" thick 2406 white acrylic with first surface applied digitally printed perforated vinyl to match PMS Cool Gray 10C.

CL.R.X.I: 3/16" thick 2406 white acrylic.

- 4

Illumination

GE Tetra GEMM2465-W1 LED 6500K. Ensure consistent illumination intensities and color temperature are used.

- 5

Power Supply

Appropriate wet rated power supply.

- 6

Mounting

Safe and secure application appropriate mounting hardware and fasteners as required per engineering. Flush mounting preferred; see following pages for additional mounting options.

- 7

Wall

Structures and substructures will vary by construction per location.

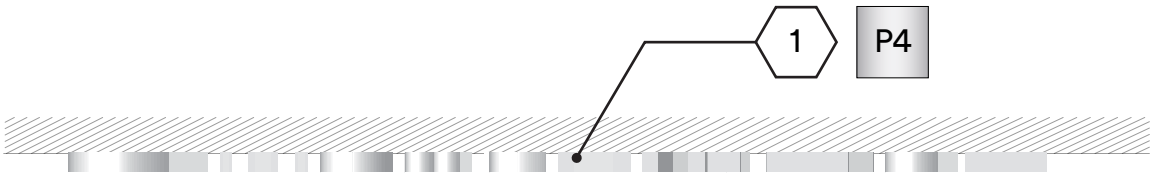
- 8

Letter Cans (internal - not shown)

All aluminum construction free of light leaks, sealed seams, painted internally with white light enhancement paint, and with covered weep/drain holes.

SUBSTITUTIONS

Bidders shall submit (with bids), written notification of all proposed substitutions from specifications. Substitutions are welcomed providing there is an improvement to the current specs. Substitutions of any kind shall be approved by BrandActive prior to any sign fabrication. Please make your recommendations accordingly.



Top View (CL.X.X.I)
Not to Scale



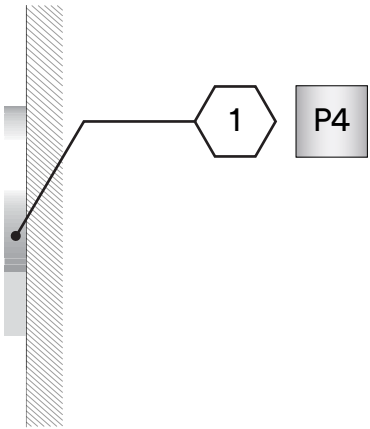
Night Appearance (CL.X.X.I)
Not to Scale



CL.C.X.I



CL.R.X.I



Side View (CL.X.X.I)
Not to Scale

Front View (CL.X.X.I)
Not to Scale



● Top View (CL.X.X.I)
Not to Scale

CL.C.X.I



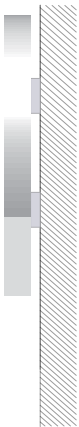
CL.R.X.I



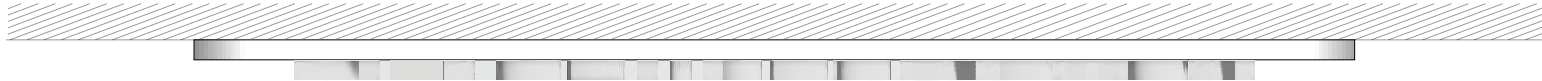
● Front View (CL.X.X.I)
Not to Scale

Guidelines

- Letterset must occasionally be mounted to interstitial components rather than directly to the building facade for various reasons
- Raceways or wireways are sometimes used to create an even mounting surface or reduce the number of building penetrations required
- When using a raceway, the least obtrusive and lowest profile raceway option is preferred as per engineering
- The raceway is to always be painted to closely match the color of the facade to which it is mounted, complete with a satin finish
- Letters are to be bolted to raceways as per engineering
- The raceway is to be mounted to facade as per engineering



● Side View (CL.X.X.I)
Not to Scale



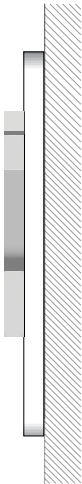
● Top View
Not to Scale



● Front View
Not to Scale

Guidelines

- Used to increase contrast for visibility, minimize wall penetrations or cover existing damage to the mounting surface
- Depth of panel to be a minimum of 1” deep (depth of panel can fluctuate as required per engineering)
- Follow appropriate clear space guidelines when applying the dimensional logo
- Backer panel is aluminum fabricated (unless otherwise required by engineering) complete with radius corners
- Panels to be finished with a seamless appearance without visible through-face fasteners
- Panel face, fasteners and returns painted to match MP White Spirit (material specification P3)
- Mounted as per engineering
- Panels have 1.5" radius corners



● Side View
Not to Scale

Placement

- Mounted to exterior walls
- Always single-sided
- Placed high on the building at a prominent location

Sizing

- Cap height of the text dependent on available space

Branding

- Pantone Cool Gray 10 against light backgrounds
- White on dark backgrounds
- Red for emergency

Illumination

- Internally illuminated
- Pantone Cool Gray 10 and white illuminate white at night
- Emergency illuminates red at night

Restrictions

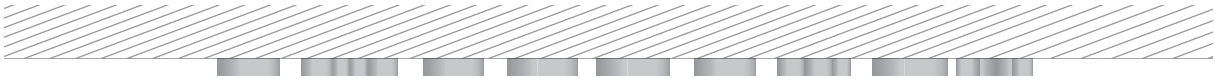
- Often subject to permitting and municipal regulations for placement and sizing

Legend

- 1A** Full color letterset (day)
- 1B** Full color letterset (night)
- 2A** White letterset (day)
- 2B** White letterset (night)



CM.E.X.I



CM.C.X.I



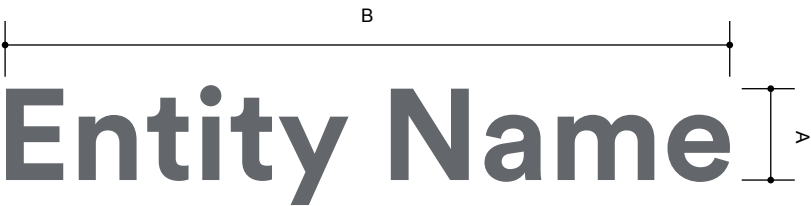
Top View (CM.X.X.I)

Not to Scale

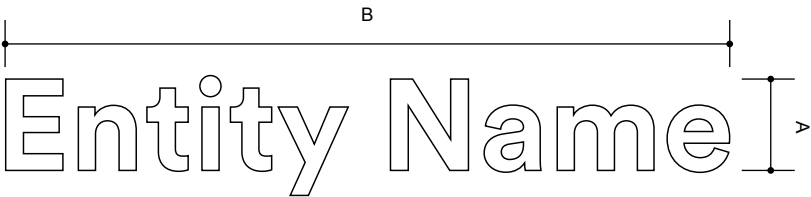
CM.E.X.I



CM.C.X.I



CM.W.X.I



Front View (CM.X.X.I)

Not to Scale

Color	White	Height	Width	Depth
CM.C.36.I	CM.W.36.I	36"	Varies	3"
CM.C.48.I	CM.W.48.I	48"	Varies	3"
CM.C.60.I	CM.W.60.I	60"	Varies	3"

EMERGENCY
Entity Name

Night Appearance

Not to Scale



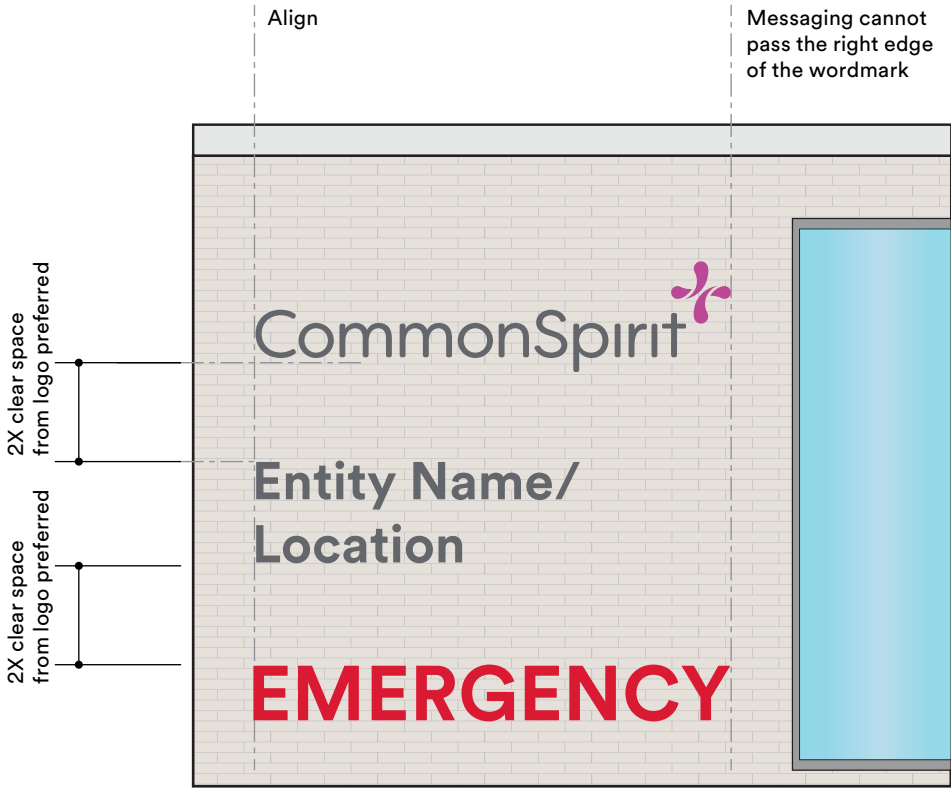
Side View (CM.X.X.I)

Not to Scale

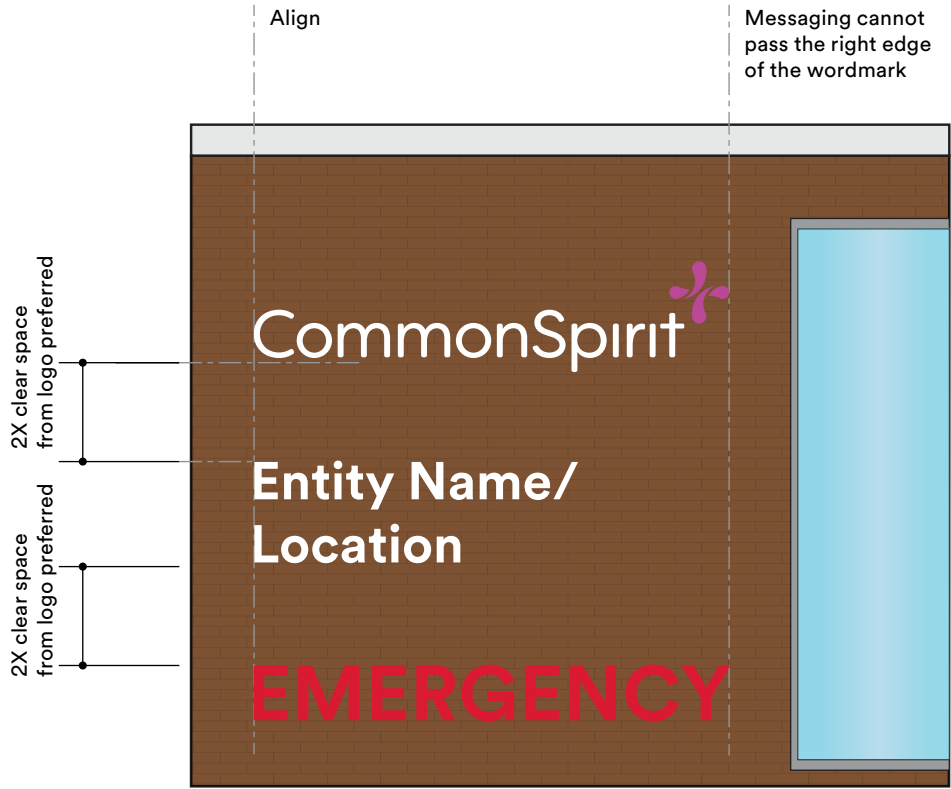
Legend

X = height of the “C” in “Common” of the CommonSpirit Health logo

Y = cap height of the messaging text



● Front View (CM.C.X.I) - Flush Mounted, Light Facade (Preferred)
● Not to Scale



● Front View (CM.W.X.I) - Flush Mounted, Dark Facade
● Not to Scale

1 Letter Returns
Fabricated channel letter with painted aluminum returns and trimcaps to match Matthews paint MP18091 Silverstone Metallic brushed aluminum with satin clear coat.

2 Letter Face
CM.E.X.I: 3/16” thick 2406 white acrylic with first surface applied translucent vinyl to match 3M 3730-33L Red.
CM.C.X.I: 3/16” thick 2406 white acrylic with first surface applied digitally printed perforated vinyl to match PMS Cool Gray 10C.
CM.W.X.I: 3/16” thick 2406 white acrylic.

3 Illumination
GE Tetra GEMM2465-W1 LED 6500K. Ensure consistent illumination intensities and color temperature are used.

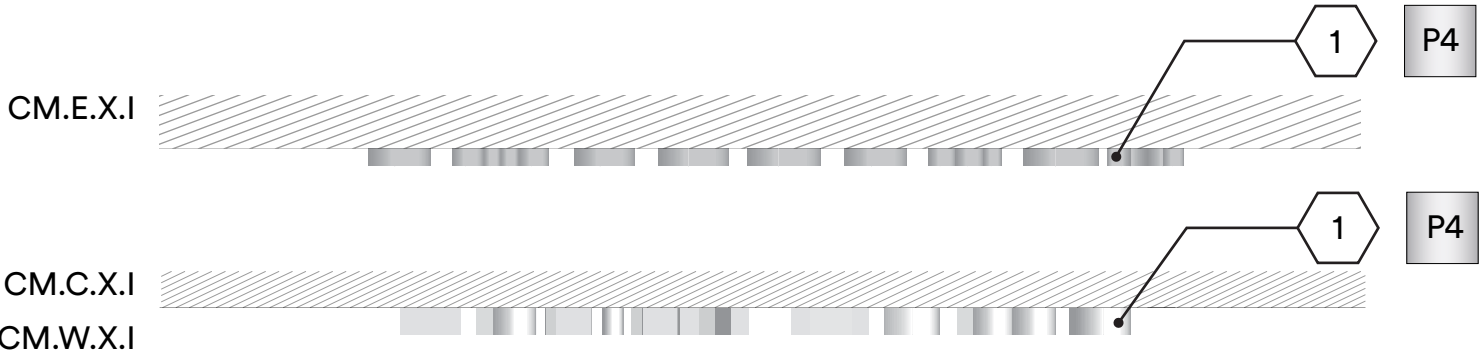
4 Power Supply
Appropriate wet rated power supply.

5 Mounting
Safe and secure application appropriate mounting hardware and fasteners as required per engineering. Flush mounting preferred; see following pages for additional mounting options.

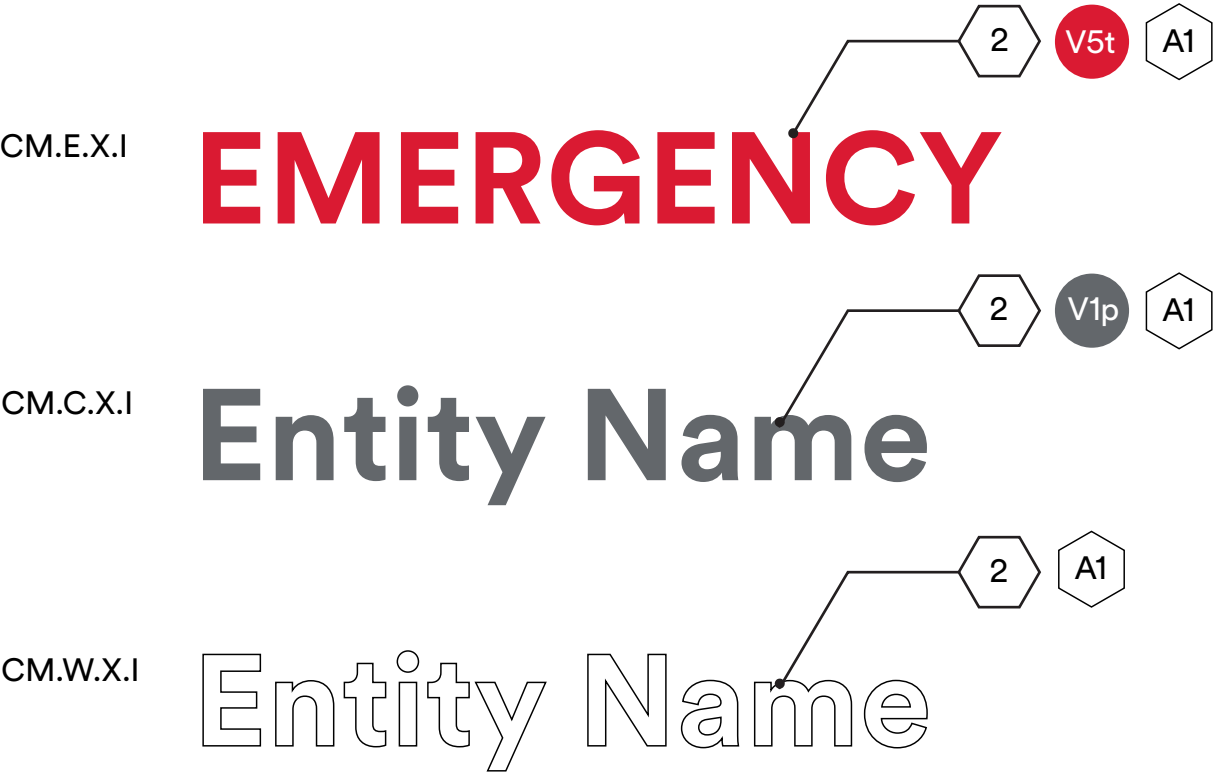
6 Wall
Structures and substructures will vary by construction per location.

7 Letter Cans (internal - not shown)
All aluminum construction free of light leaks, sealed seams, painted internally with white light enhancement paint, and with covered weep/drain holes.

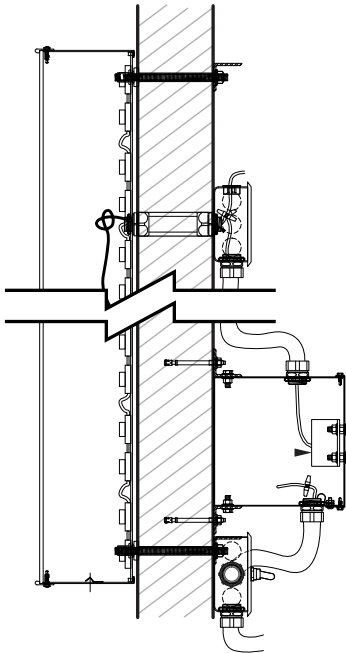
! SUBSTITUTIONS
Bidders shall submit (with bids), written notification of all proposed substitutions from specifications. Substitutions are welcomed providing there is an improvement to the current specs. Substitutions of any kind shall be approved by BrandActive prior to any sign fabrication. Please make your recommendations accordingly.



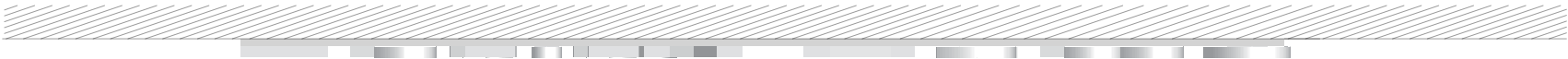
Top View (CM.X.X.I)
Not to Scale



Front View (CM.X.X.I)
Not to Scale



Side View (CM.X.36.I)
Not to Scale



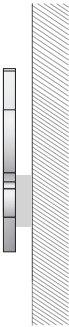
● Top View (CM.X.X.I)
Not to Scale

Entity Name

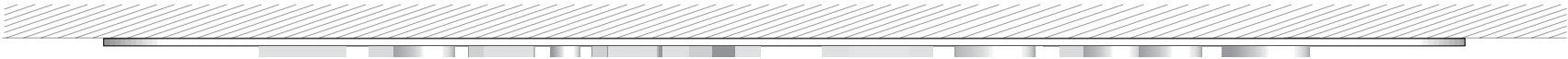
● Front View (CM.X.X.I)
Not to Scale

Guidelines

- Letterset must occasionally be mounted to interstitial components rather than directly to the building facade for various reasons
- Raceways or wireways are sometimes used to create an even mounting surface or reduce the number of building penetrations required
- When using a raceway, the least obtrusive and lowest profile raceway option is preferred as per engineering
- The raceway is to always be painted to closely match the color of the facade to which it is mounted, complete with a satin finish
- Letters are to be bolted to raceways as per engineering
- The raceway is to be mounted to facade as per engineering



● Side View (CM.X.X.I)
Not to Scale



● Top View (CM.X.X.I)
Not to Scale



● Front View (CM.X.X.I)
Not to Scale

Guidelines

- Used to increase contrast for visibility, minimize wall penetrations or cover existing damage to the mounting surface
- Depth of panel to be a minimum of 1” deep (depth of panel can fluctuate as required per engineering)
- Follow appropriate clear space guidelines when applying the dimensional logo
- Backer panel is aluminum fabricated (unless otherwise required by engineering) complete with radius corners
- Panels to be finished with a seamless appearance without visible through-face fasteners
- Panel face, fasteners and returns painted to match MP White Spirit (material specification P3)
- Mounted as per engineering
- Panels have 1.5” radius corners



● Side View (CM.X.X.I)
Not to Scale

Placement

- Mounted to exterior walls
- Placed high on the building at a prominent location where illumination is not possible

Sizing

- Height of the logo dependent on available space

Branding

- Physical representation of brand logo
- Primary logo version against light backgrounds
- Reversed version against dark backgrounds
- Emblem solid color in both instances

Illumination

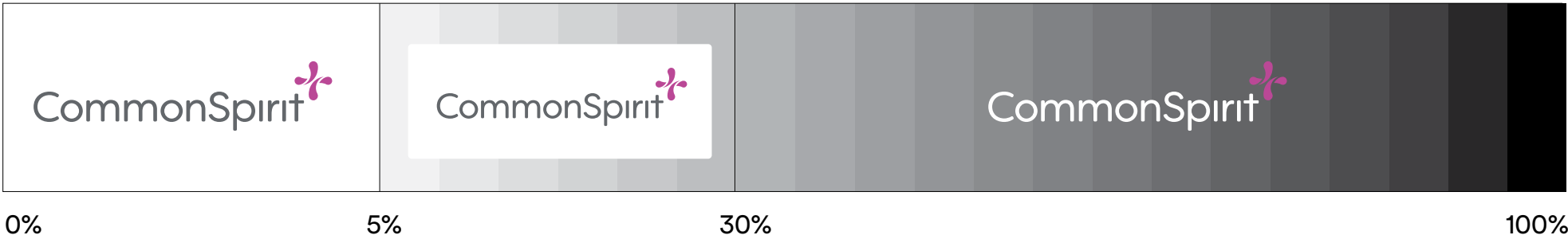
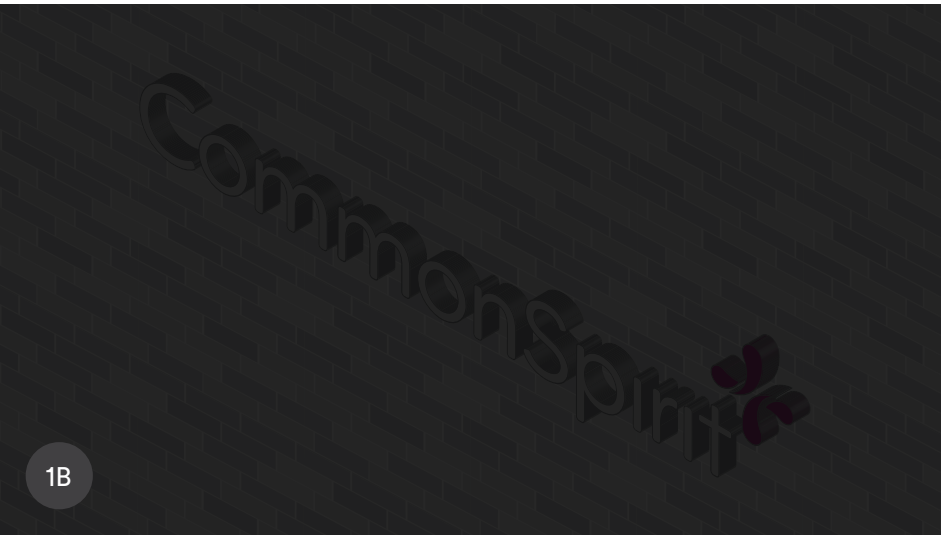
- Non-illuminated

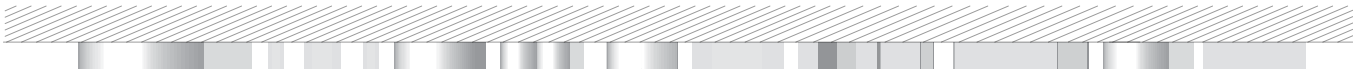
Restrictions

- If background tone falls within 5% to 30%, backer panel is recommended to create appropriate contrast but requires approval from the brand team
- Often subject to permitting and municipal regulations for placement and sizing

Legend

- 1A Primary logo letterset (day)
- 1B Primary logo letterset (night)
- 2A Reversed logo letterset (day)
- 2B Reversed logo letterset (night)





● Top View (DL.X.X.)
Not to Scale



● Night Appearance (DL.X.X)
Not to Scale



● Front View (DL.X.X)
Not to Scale

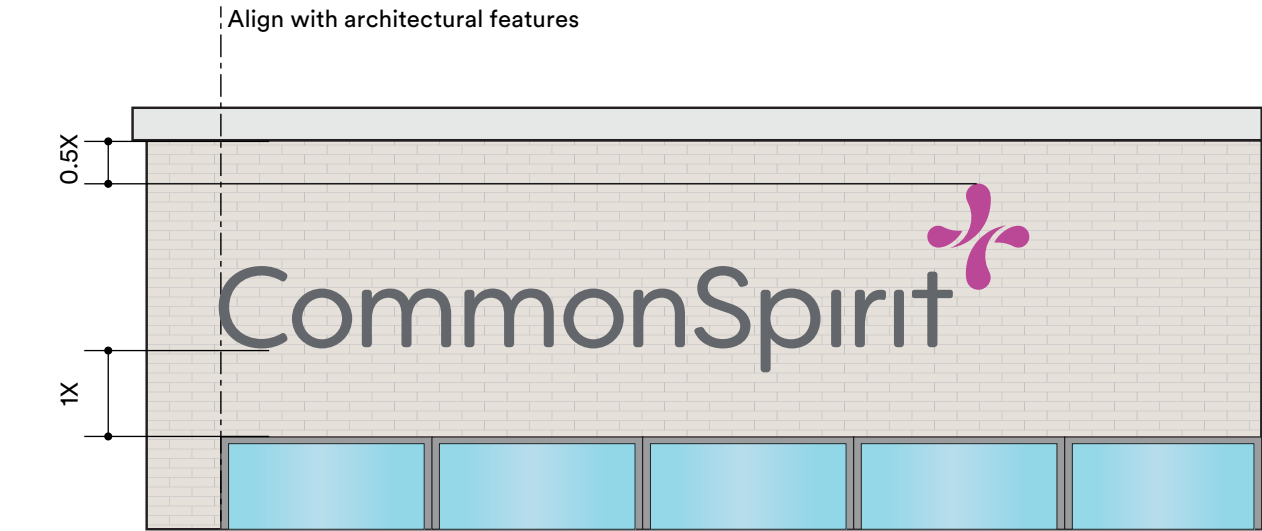


● Side View (DL.X.X)
Not to Scale

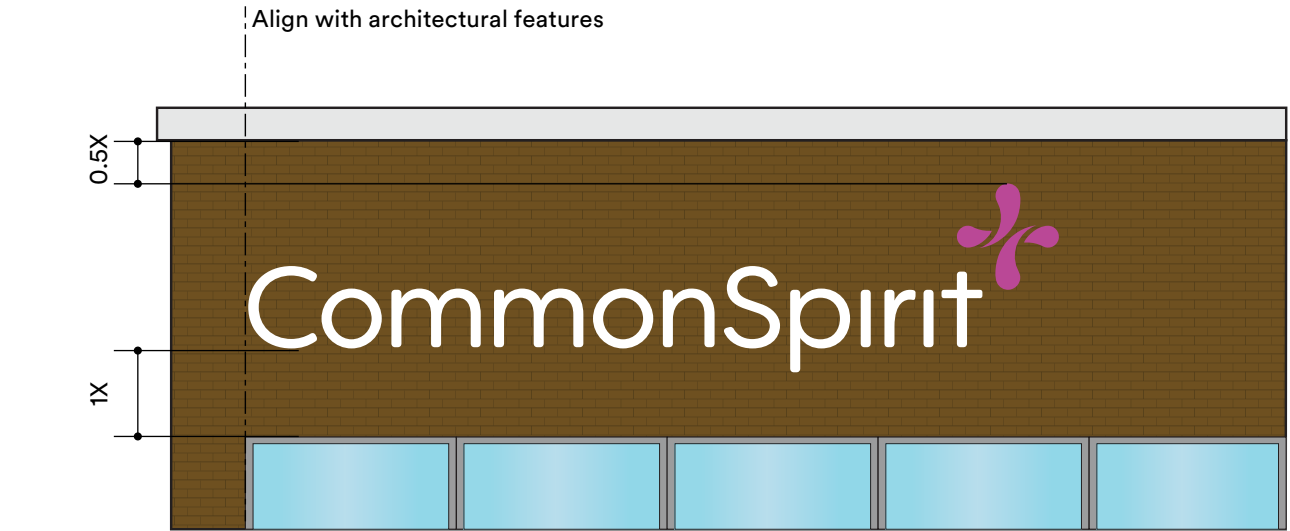
Color	Reversed	Height	Width	Depth
DL.C.36.I	DL.R.36.I	36"	154"	3"
DL.C.48.I	DL.R.48.I	48"	206"	3"
DL.C.60.I	DL.R.60.I	60"	227.5"	3"

Legend

X = height of the “C” in “Common” of the CommonSpirit Health logo
Y = cap height of the messaging text



● Front View (DL.C.X)
Not to Scale



● Front View (DL.R.X)
Not to Scale



● Front View (DL.C.X) - No architectural features to align to
Not to Scale



● Front View (DL.R.X) - No architectural features to align to
Not to Scale

- 1
- Letter Returns**

Fabricated .063” aluminum letter returns painted Matthews MP18091 Silverstone Metallic brushed aluminum with satin clear coat.

- 2
- Emblem Face**

1/8” thick aluminum faces welded to .063” aluminum returns, painted to match 3M Controltac 3630-118 Magenta.

- 3
- Wordmark Face**

DL.C.X.: 1/8” thick aluminum faces welded to .063” aluminum returns, painted to match PMS Cool Gray 10.

DL.R.X.: 1/8” thick aluminum faces welded to .063” aluminum returns, painted to match 3M 3635-210 White.

- 4
- Mounting**

Safe and secure application appropriate mounting hardware and fasteners as required per engineering. Flush mounting preferred.

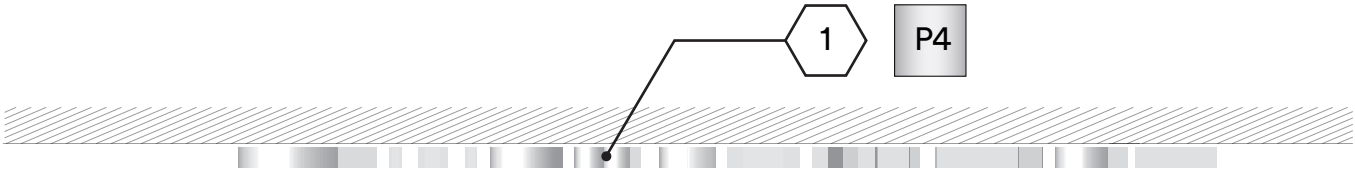
Additional raceway or panel mounting options refer to Channel Letters section.

- 5
- Wall**

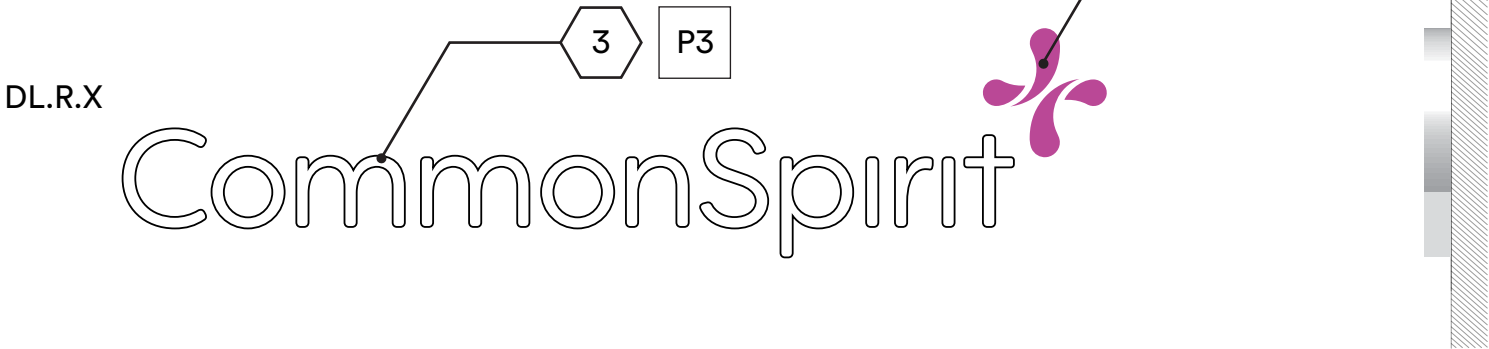
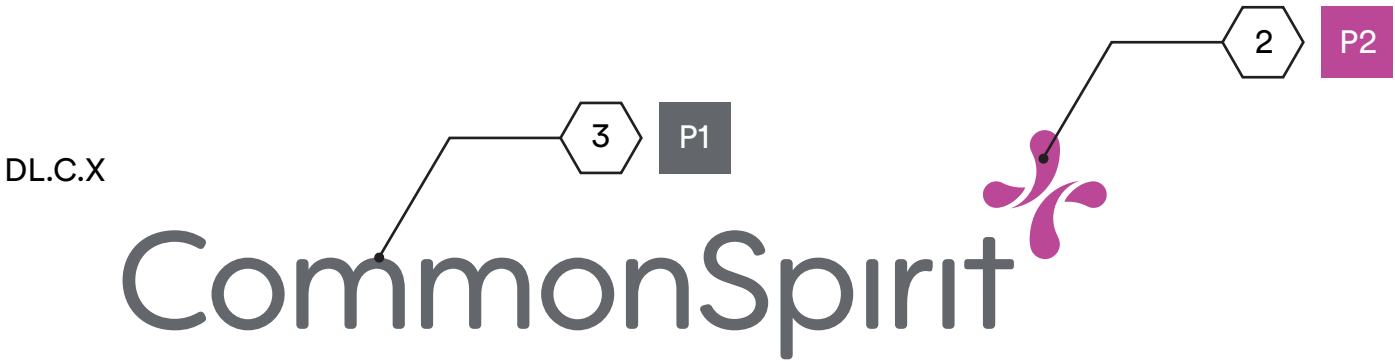
Structures and substructures will vary by construction per location.

- !
- SUBSTITUTIONS**

Bidders shall submit (with bids), written notification of all proposed substitutions from specifications. Substitutions are welcomed providing there is an improvement to the current specs. Substitutions of any kind shall be approved by BrandActive prior to any sign fabrication. Please make your recommendations accordingly.



Top View (DL.X.X)
Not to Scale



Front View (DL.X.X)
Not to Scale

Side View (DL.X.X)
Not to Scale

Placement

- Mounted to exterior walls
- Always single-sided
- Placed high on the building at a prominent location

Sizing

- Cap height of the text dependent on available space

Branding

- Pantone Cool Gray 10 against light backgrounds
- White on dark backgrounds

Illumination

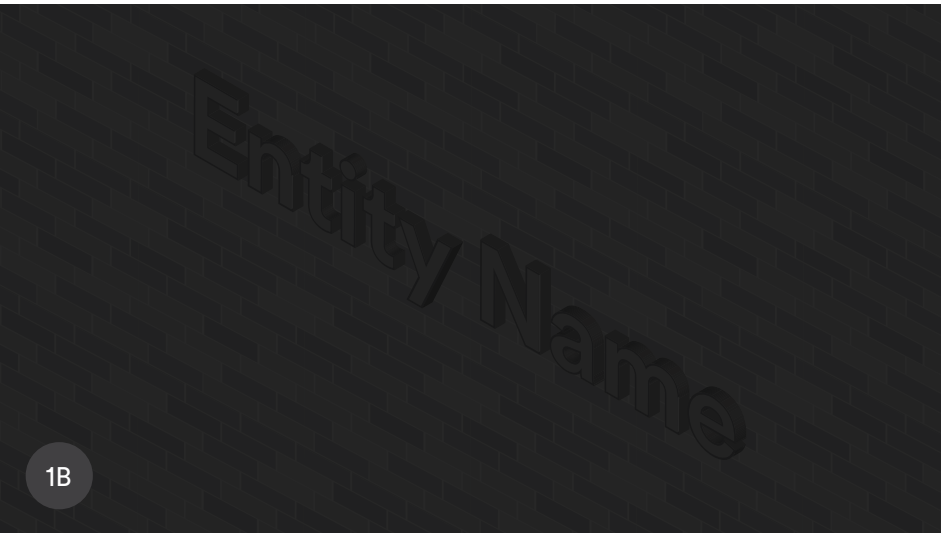
- Non-illuminated

Restrictions

- Often subject to permitting and municipal regulations for placement and sizing

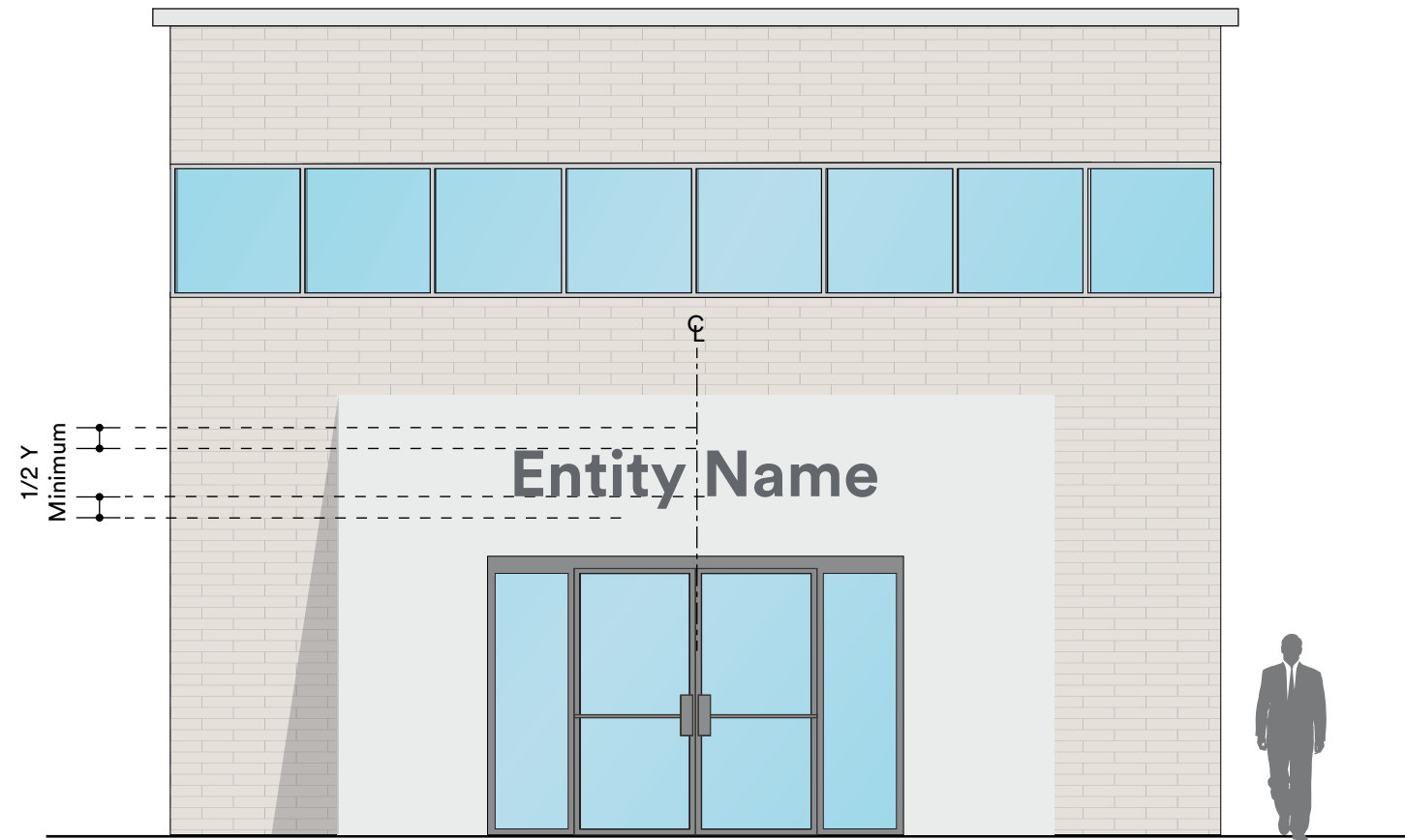
Legend

- 1A Full color letterset (day)
- 1B Full color letterset (night)
- 2A White letterset (day)
- 2B White letterset (night)

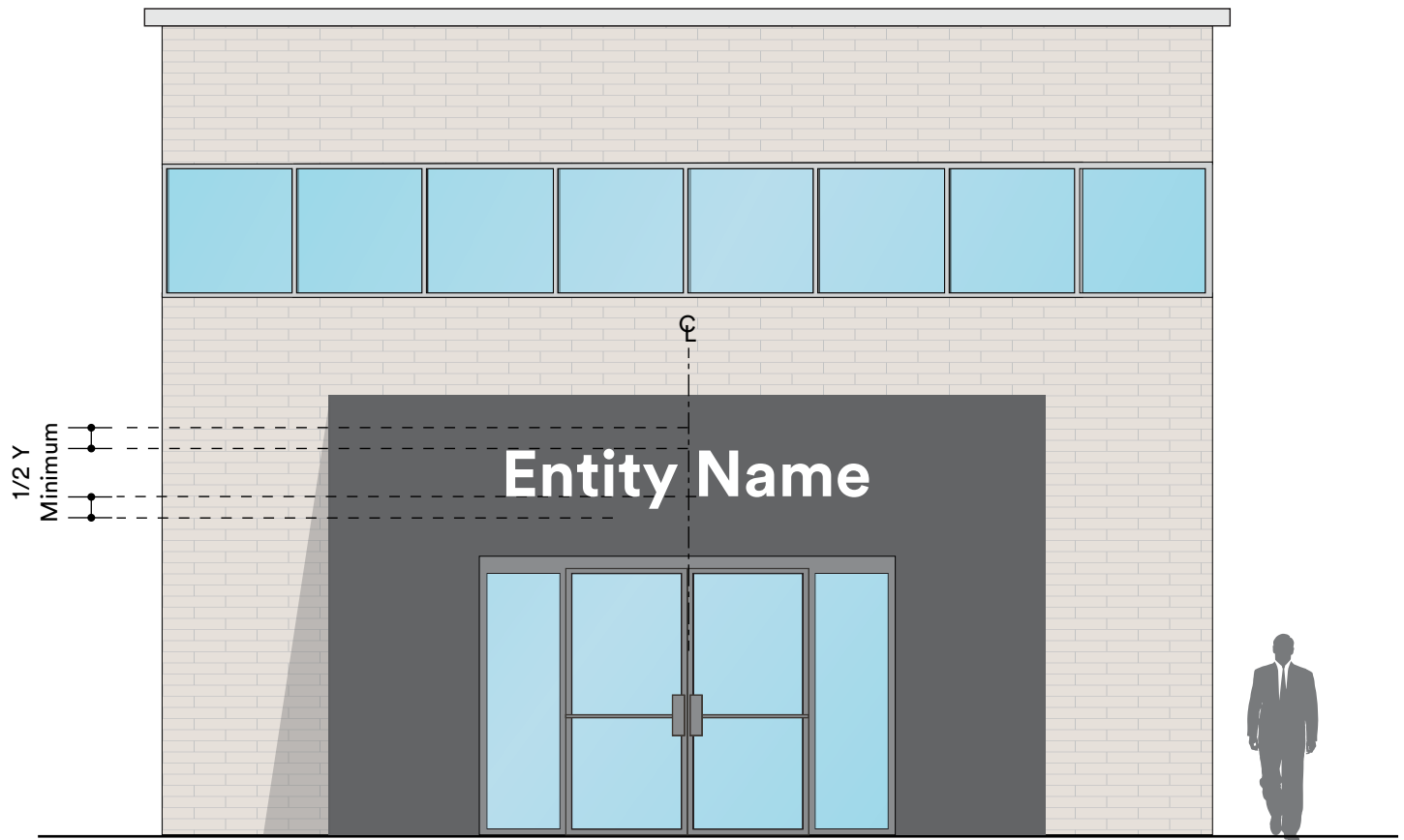


Legend

- X = height of the “C” in “Common” of the CommonSpirit Health logo
- Y = cap height of the messaging text
- ☐ = center-aligned



● Front View (DM.C.X) - Flush Mounted - Light Facade
Not to Scale



● Front View (DM.W.X) - Flush Mounted - Dark Facade
Not to Scale

Color	White	Height	Width	Depth
DM.C.36.I	DM.W.36.I	36"	Varies	3"
DM.C.48.I	DM.W.48.I	48"	Varies	3"
DM.C.60.I	DM.W.60.I	60"	Varies	3"

- 1

Letter Returns

Fabricated .063” aluminum letter returns painted Matthews MP18091 Silverstone Metallic brushed aluminum with satin clear coat.
- 2

Emblem Face

DM.C.X: 1/8” thick aluminum faces welded to .063” aluminum returns, painted to match PMS Cool Gray 10.

DM.W.X: 1/8” thick aluminum faces welded to .063” aluminum returns, painted to match 3M 3635-210 White.
- 3

Mounting

Safe and secure application appropriate mounting hardware and fasteners as required per engineering. Flush mounting preferred.

Additional raceway or panel mounting options refer to Channel Messaging section.
- 4

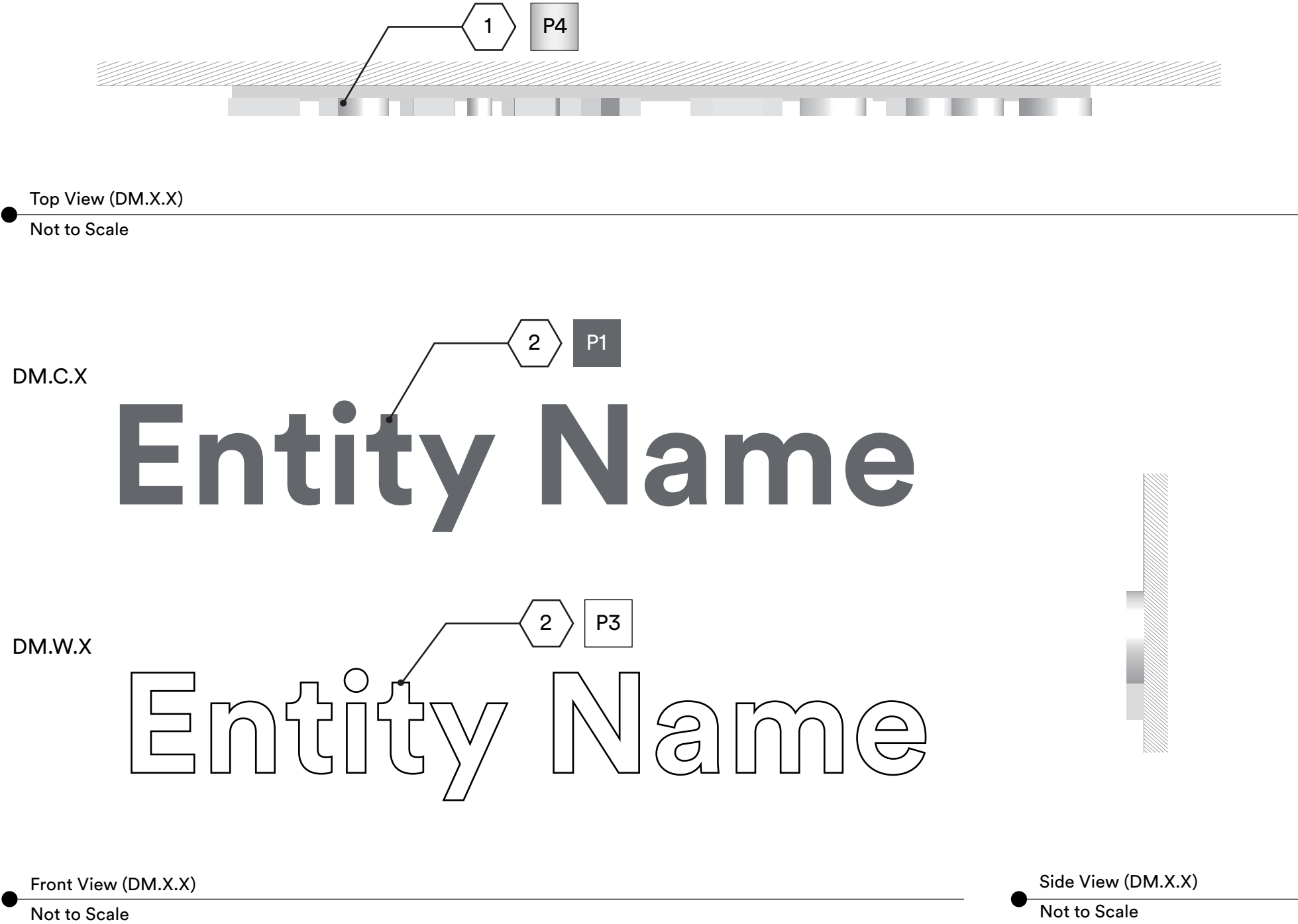
Wall

Structures and substructures will vary by construction per location.

!

SUBSTITUTIONS

Bidders shall submit (with bids), written notification of all proposed substitutions from specifications. Substitutions are welcomed providing there is an improvement to the current specs. Substitutions of any kind shall be approved by BrandActive prior to any sign fabrication. Please make your recommendations accordingly.



05 Ground Signage

Placement

- Large horizontal location identification sign placed at prominent entrances
- Single- or double-sided

Sizing

- Height of the logo dependent on available space
- Minimum cap height for vehicular traffic is 3”

Emergency

- Emergency bands to be used as required

Branding

- Always branded with the solid emblem logo

Illumination

- Monuments are illuminated

Base

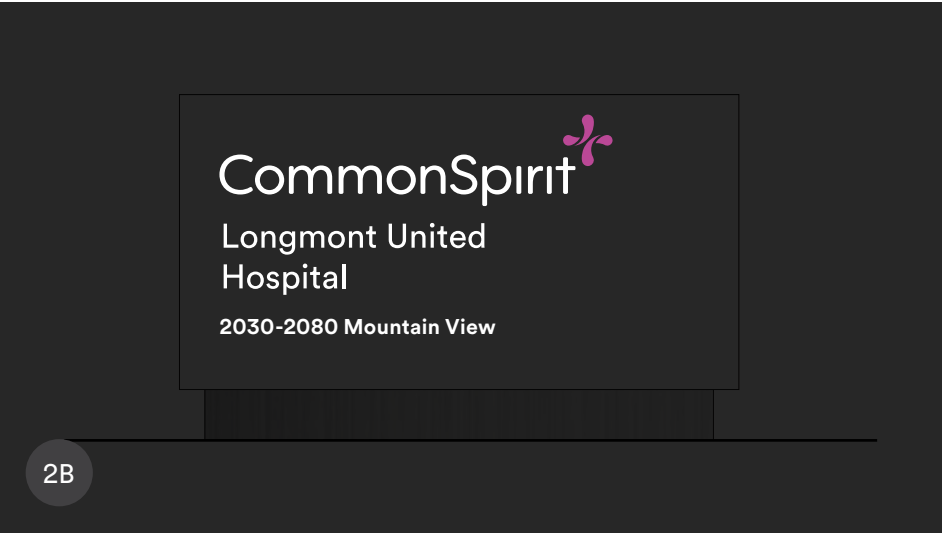
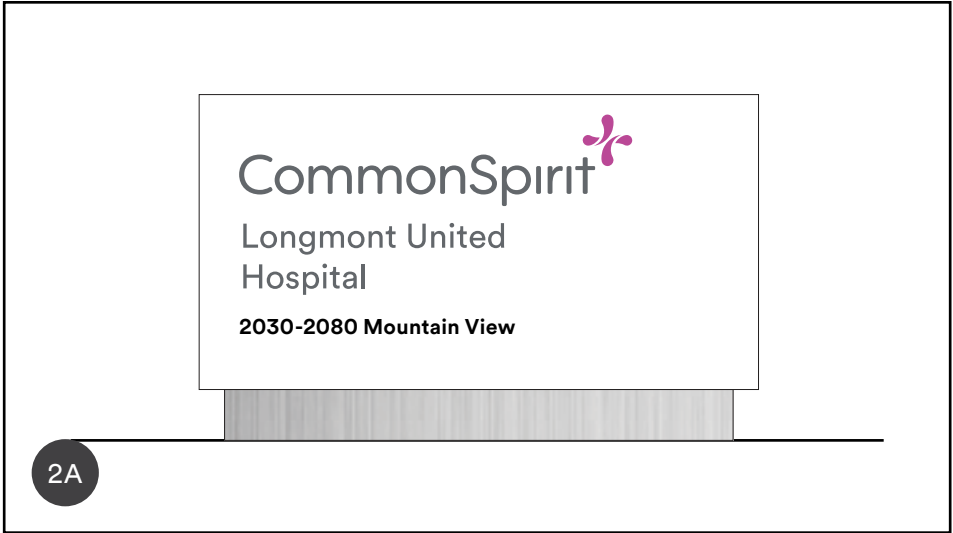
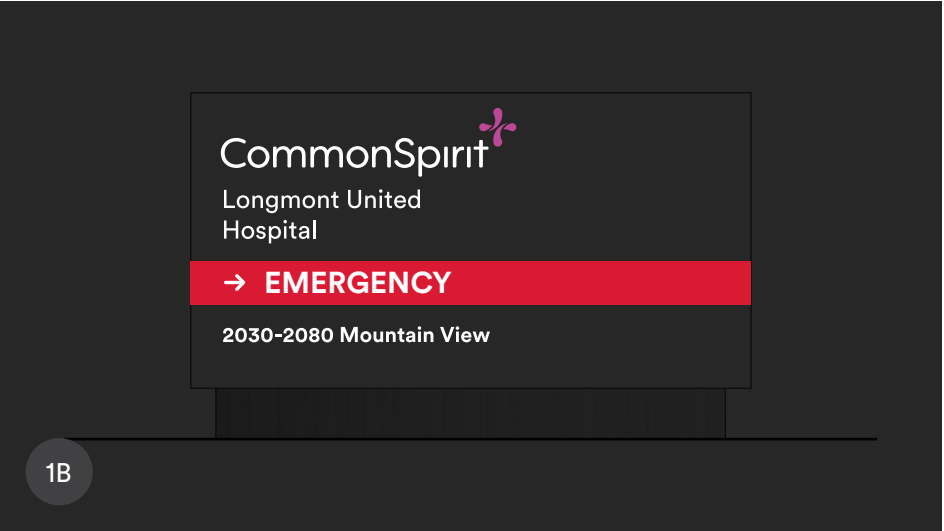
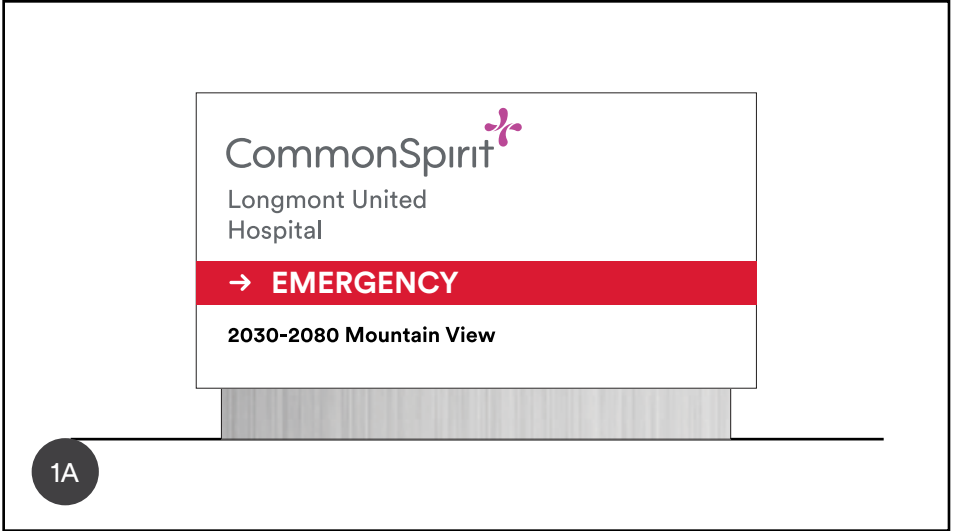
- Base can be adjusted or added as per legibility on site requirements. Specifications to be determined by engineering

Restrictions

- Often subject to permitting and municipal regulations for placement and sizing

Legend

- 1A Monument Emergency (day)
- 1B Monument Emergency (night)
- 2A Monument (day)
- 2B Monument (night)

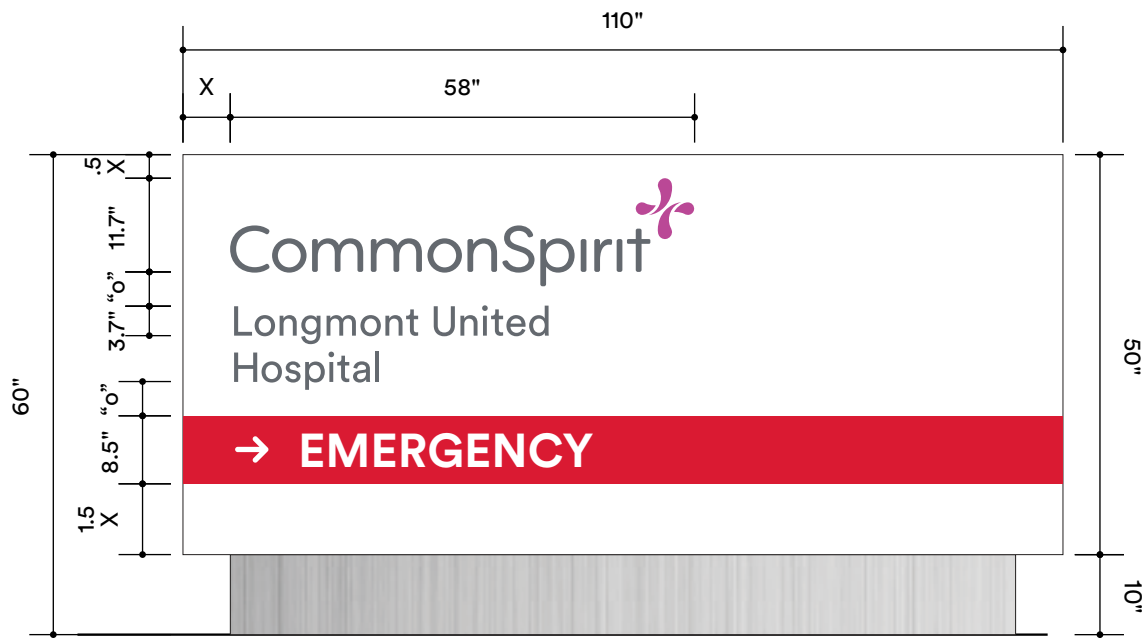


Guidelines

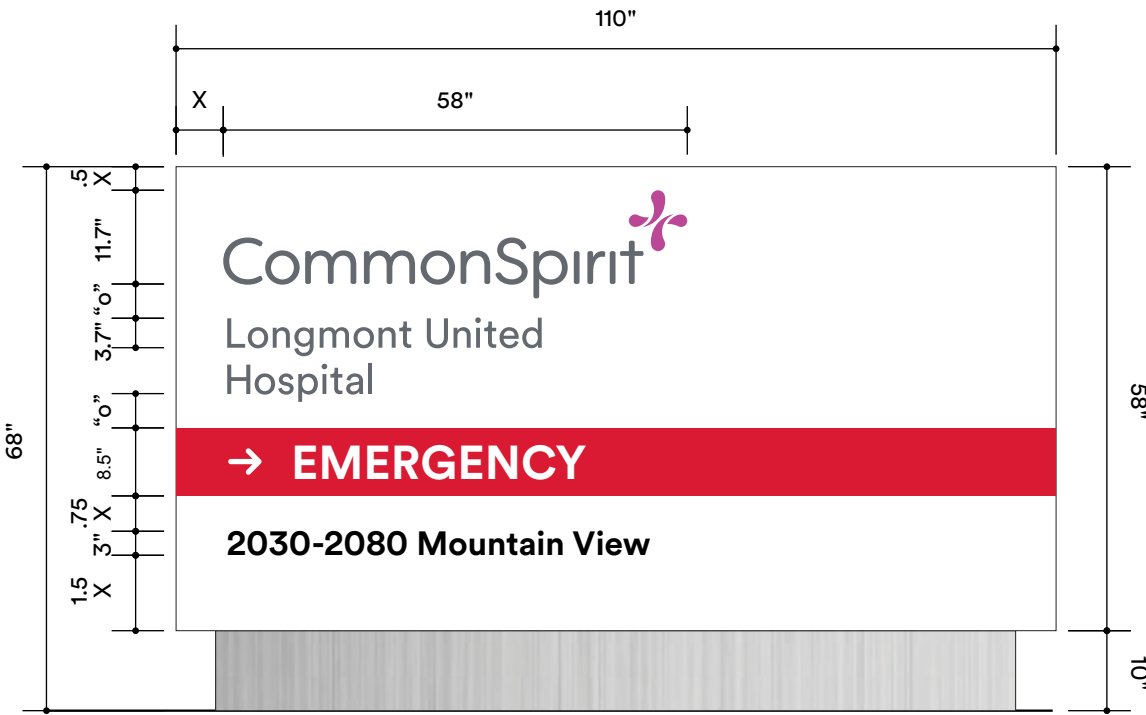
- Monument should always be scaled proportionally to standard sizes if size increases are necessary
- Minimum size for monument with a long address (over 16 characters) is 68”h, including the base (preferred layout for all monuments if in regulation and permit allows)
- Minimum size for monument with short address (under 16 characters) is 60”h, including the base
- If sign must be scaled up, the maximum height should not exceed 84”h, including the base
- Standard monument width is 110”
- All messaging text should not fall below a 3” cap height
- Always use the alternate numbers which are proportional to the cap height
- A logo clear space of 0.5X is required on the top, and “o” on the bottom
- Arrows match the cap height of the text
- A full clear space of the arrow is required on right side of the arrow
- Arrow to be left-aligned with logo

Legend

- X = height of the “C” in “Common” of the CommonSpirit Health logo
- Y = cap height of the messaging text
- “o” = height of the “o” in “Common” of the CommonSpirit Health logo



● Front View (MN.BE.60.I) with Emergency Band (No Address)
Scale 1/2" = 1'



● Front View (MN.BE.68.I) with Emergency Band (Long Address)
Scale 1/2" = 1'

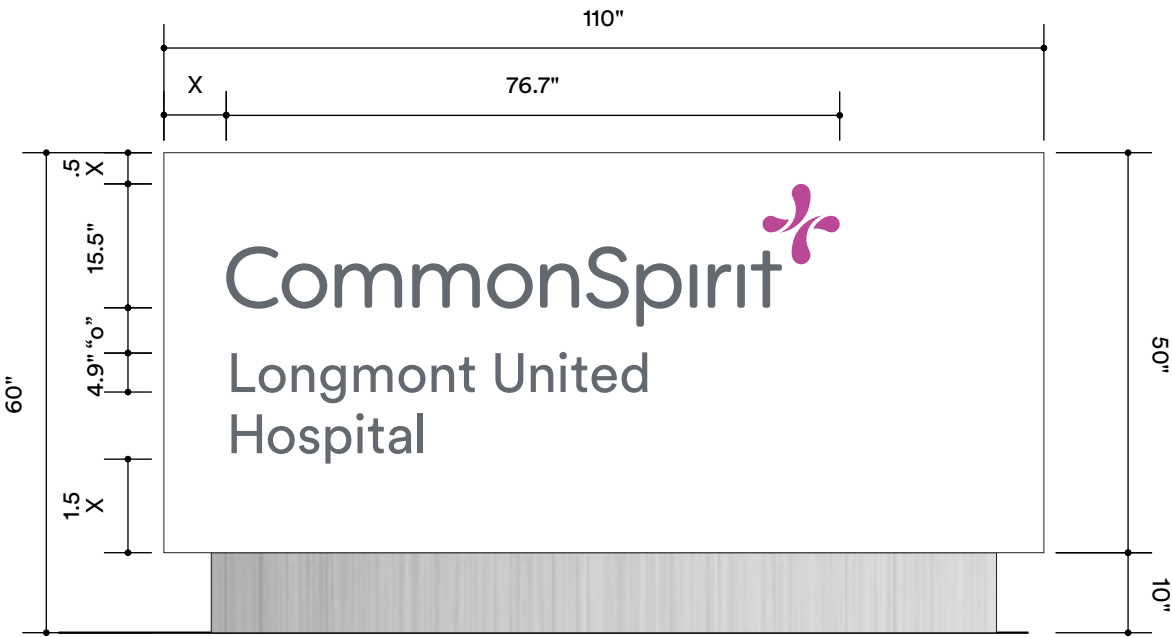
With Band	No Band	Height	Width	Depth	Cabinet Height	Address Height
MN.BE.60.I	MN.C.60.I	60"	110"	15"	50"	3"
MN.BE.68.I	MN.C.68.I	68"	110"	15"	58"	3"

Guidelines

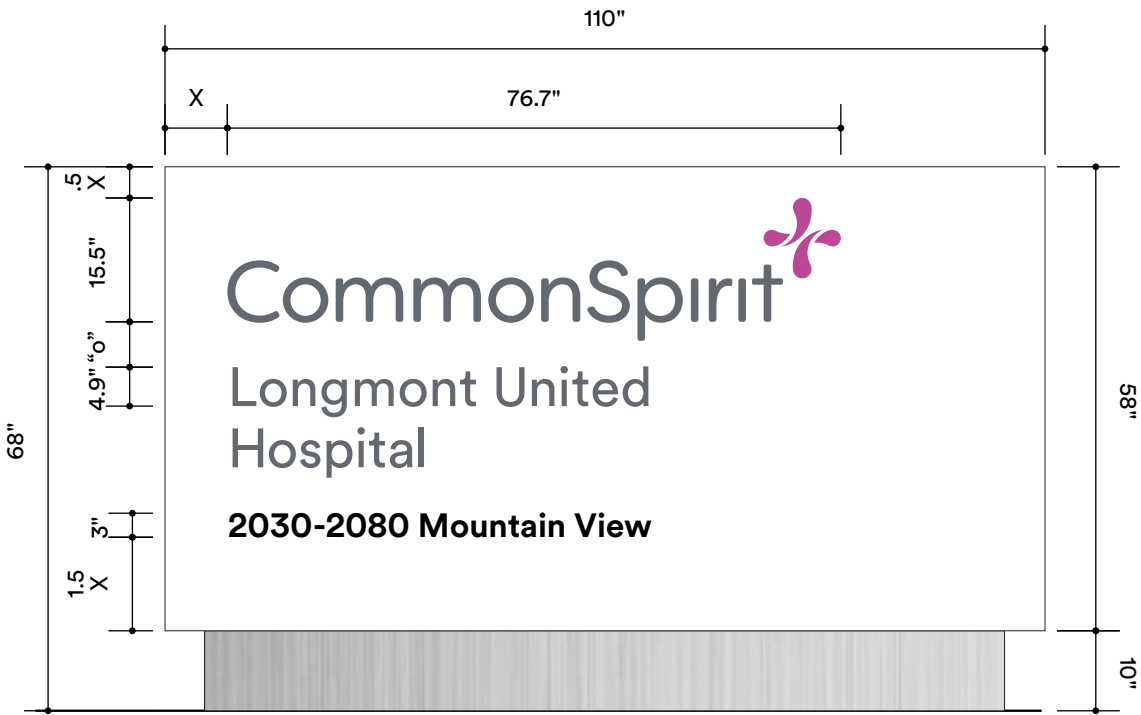
- Monument should always be scaled proportionally to standard sizes if size increases are necessary
- Minimum size for monument with long address is 68”h (over 16 characters), including the base (preferred layout for all monuments if in regulation and permit allows)
- If sign must be scaled up, the maximum height should not exceed 84”h, including the base
- Standard monument width is 110”
- All messaging text should not fall below a 3” cap height
- Always use the alternate numbers which are proportional to the cap height
- A logo clear space of 0.5X is required on the top 1.5X on the bottom

Legend

- X = height of the “C” in “Common” of the CommonSpirit Health logo
- Y = cap height of the messaging text
- “o” = height of the “o” in “Common” of the CommonSpirit Health logo



● Front View (MN.C.60.I) without Emergency Band (No Address)
Scale 1/2" = 1'



● Front View (MN.C.68.I) without Emergency Band (Long Address)
Scale 1/2" = 1'

With Band	No Band	Height	Width	Depth	Cabinet Height	Address Height
MN.BE.60.I	MN.C.60.I	60"	110"	15"	50"	3"
MN.BE.68.I	MN.C.68.I	68"	110"	15"	58"	3"

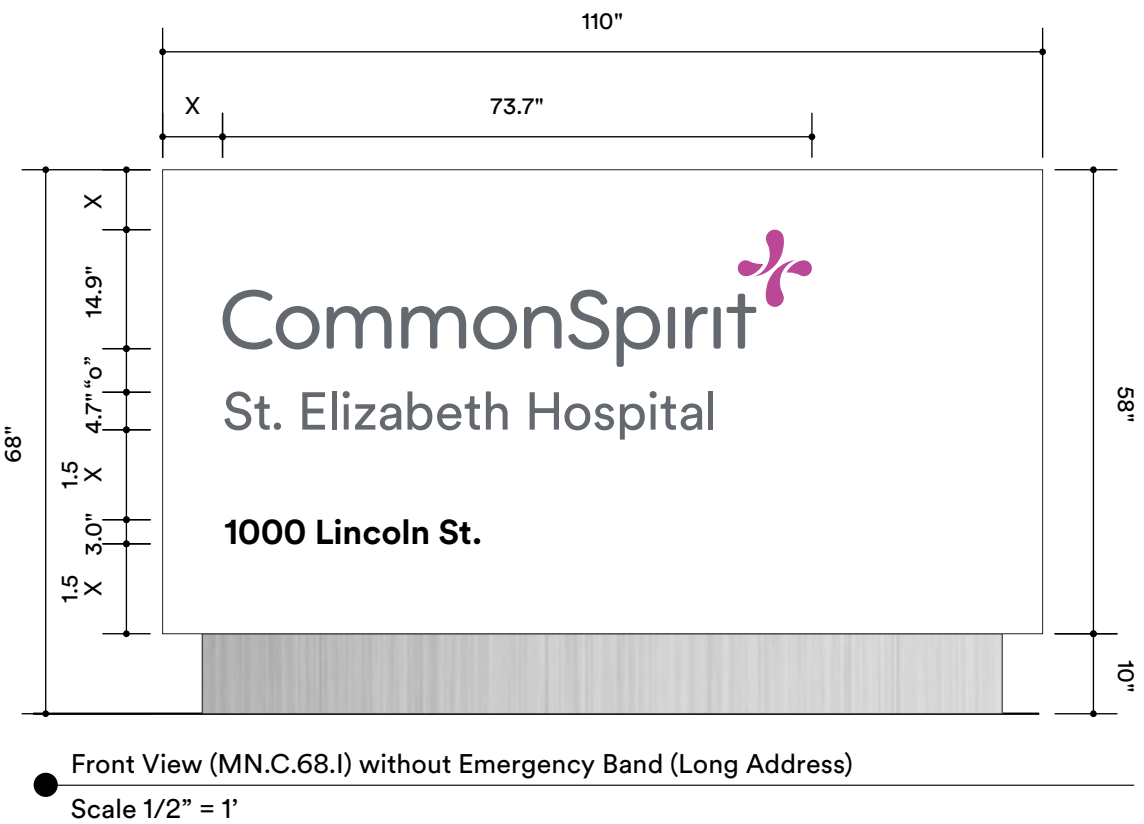
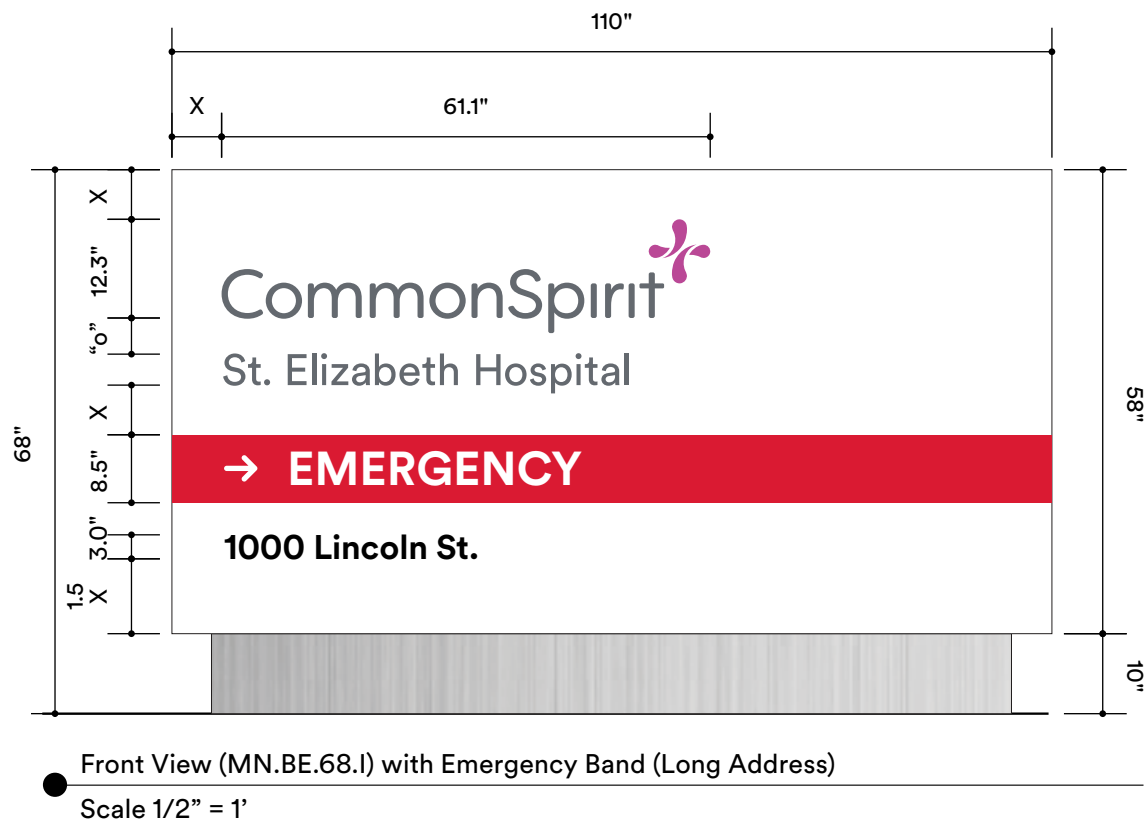
- Guidelines: One Line Logo
- Monument should always be scaled proportionally to standard sizes if size increases are necessary
- Minimum size for monument with a long address (over 16 characters) is 68”h, including the base (preferred layout for all monuments if in regulation and permit allows)
- Minimum size for monument with short address (under 16 characters) is 60”h, including the base
- If sign must be scaled up, the maximum height should not exceed 84”h, including the base
- Standard monument width is 110”
- All messaging text should not fall below a 3” cap height
- Always use the alternate numbers which are proportional to the cap height
- A logo clear space of X is required on the top and bottom
- Arrows match the cap height of the text
- A full clear space of the arrow is required on right side of the arrow
- Arrow to be left-aligned with logo

Legend

X = height of the “C” in “Common” of the CommonSpirit Health logo

Y = cap height of the messaging text

“o” = height of the “o” in “Common” of the CommonSpirit Health logo



1 **Sign Header**
Painted dimensional sign header to be fabricated and layered over messaging section, sitting 1.25” proud as shown, 15” deep overall. No visible through-face fasteners (c/s fasteners can be placed on returns). Seams on sign panels to be reinforced, infilled, sanded smooth and painted for a seamless appearance.

2 **Logo and Entity Name**
Wordmark: 0.177” thick #2406 acrylic routed out & backed up with first surface screen printed perforated vinyl to match PMS Cool Gray 10C (color by day/ white by night)
Icon: 0.177” thick #2406 diffuser acrylic routed out & backed up with first surface translucent vinyl #3630-118 Intense Magenta (color by day/ color by night)

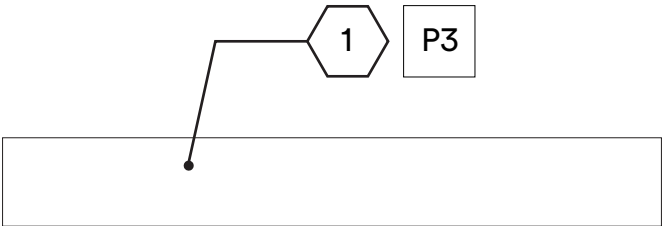
3 **Messaging**
Routed out & backed up with 0.177” thick Bitro Dulite acrylic. Black acrylic (black by day/ white by night)

4 **Emergency Band**
2” wide aluminum retainer with 0.177” thick #7328 White acrylic (emergency copy to show through white face) with messaging weeded out of first surface applied 3M 3730-33L Red translucent vinyl

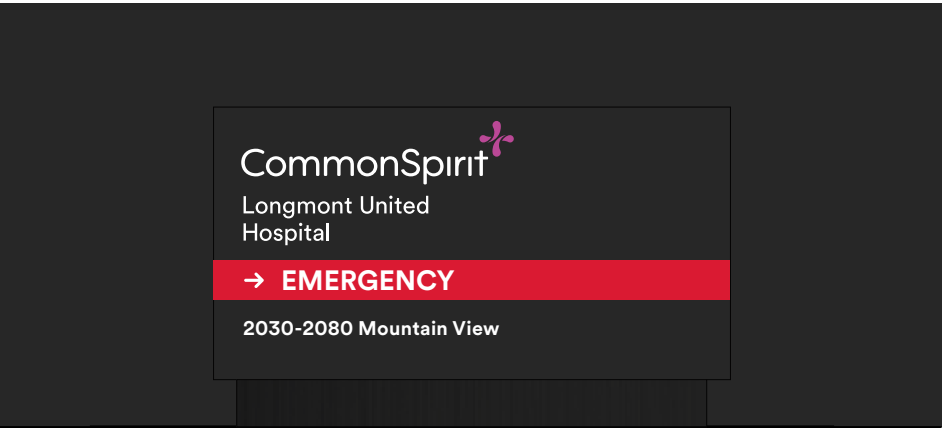
5 **Sign Cabinet**
All aluminum construction, painted Matthews Paint MP18091 Silverstone Metallic, brushed aluminum with satin clear coat. No visible through-face fasteners (c/s fasteners can be placed on returns). Seams on sign panels to be reinforced, infilled, sanded smooth and painted for a seamless appearance.

6 **LED Illumination (not shown)**
Illuminated with GE Tetra GEMM2465-W1 6500K White LED complete with appropriate GE or wet-rated power supply.

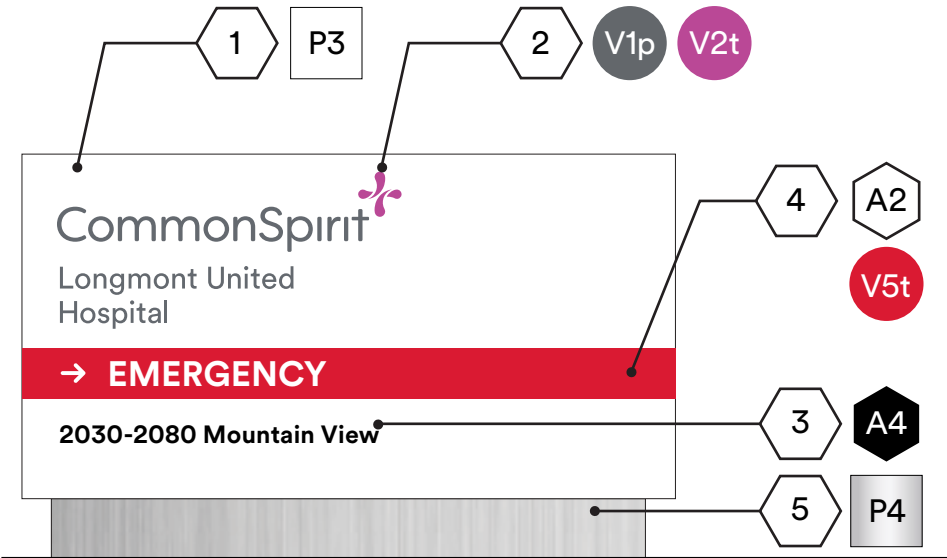
! **SUBSTITUTIONS**
Bidders shall submit (with bids), written notification of all proposed substitutions from specifications. Substitutions are welcomed providing there is an improvement to the current specs. Substitutions of any kind shall be approved by BrandActive prior to any sign fabrication. Please make your recommendations accordingly.



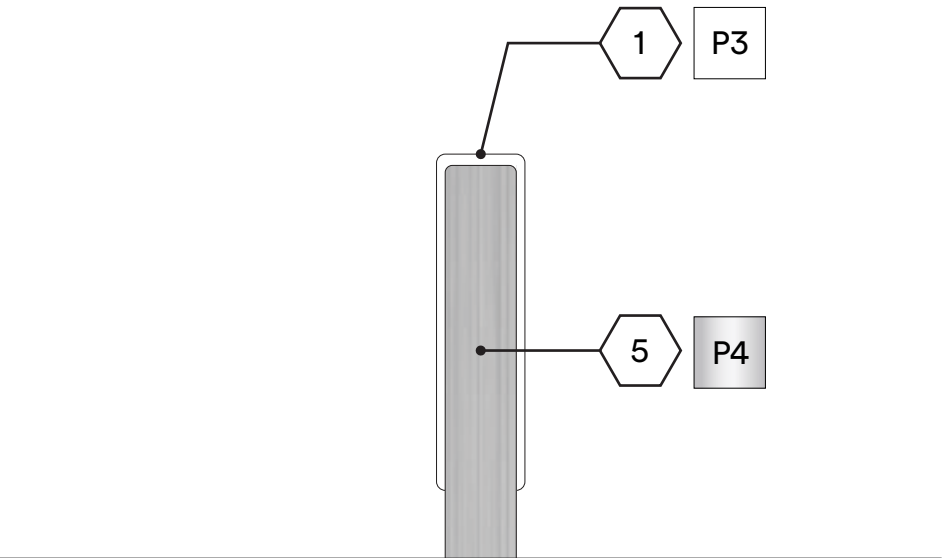
● Top View (MN.BE.68.I)
Not to Scale



● Night View (MN.BE.68.I)
Not to Scale



● Front View (MN.BE.68.I) with Emergency Band
Not to Scale



● Side Views (MN.BE.68.I)
Not to Scale

Placement

- Large vertical sign with directional messaging
- Single- or double-sided

Sizing

- Minimum cap height for vehicular traffic is 3”

Emergency and Ambulance

- Emergency and ambulance bands to be used as required

Branding

- Branded pylon should always be at prominent locations (e.g. major entrances or along busy streets)
- Unbranded pylons are to be used as supporting directional signage (e.g. within a hospital campus)
- Branded pylon uses the solid emblem logo
- Clinics should use a logo-only pylon header

Illumination

- Pylons are illuminated

Base

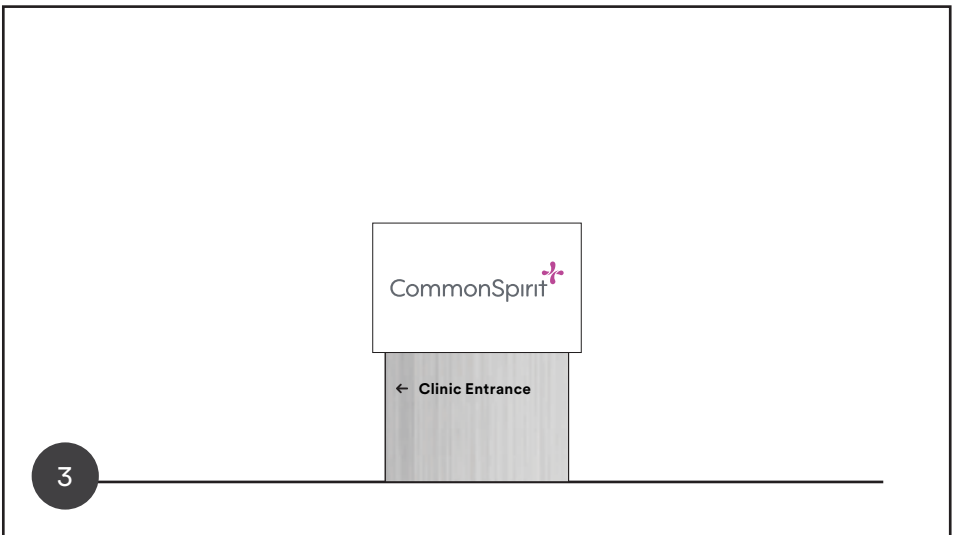
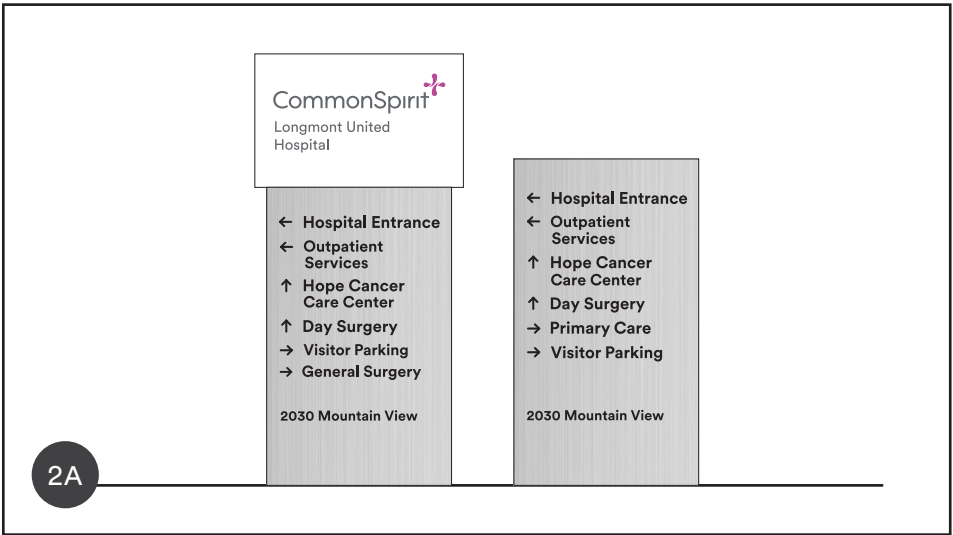
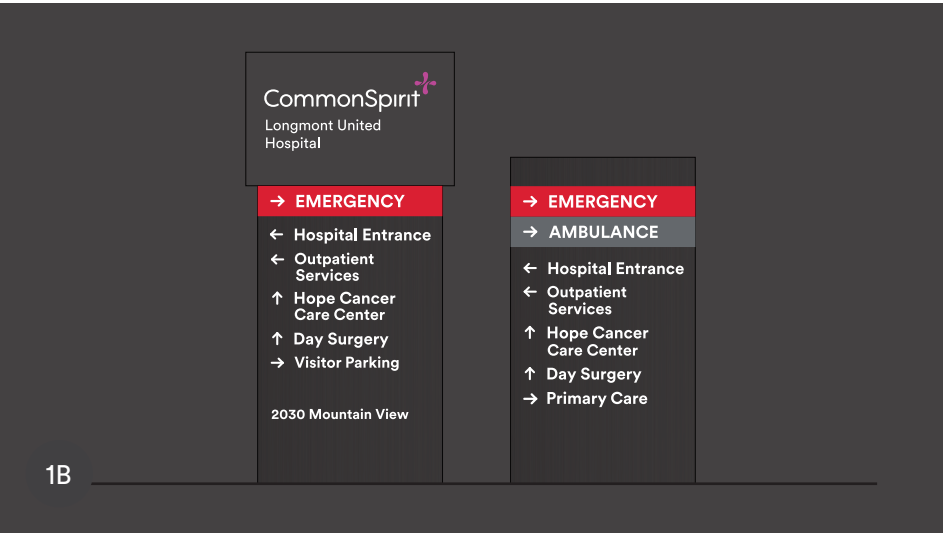
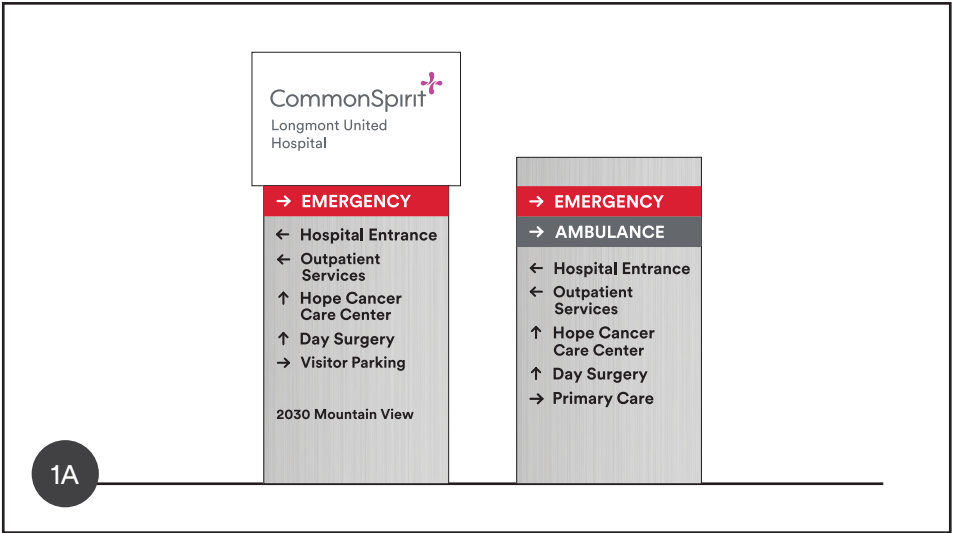
- Base can be adjusted or added as per legibility on site requirements. Specifications to be determined by engineering

Restrictions

- Often subject to permitting and municipal regulations for placement and sizing

Legend

- 1A Emergency Pylon (day)
- 1B Emergency Pylon (night)
- 2A Non-emergency Pylon (day)
- 2B Non-emergency Pylon (night)
- 3 Clinic Pylon Header

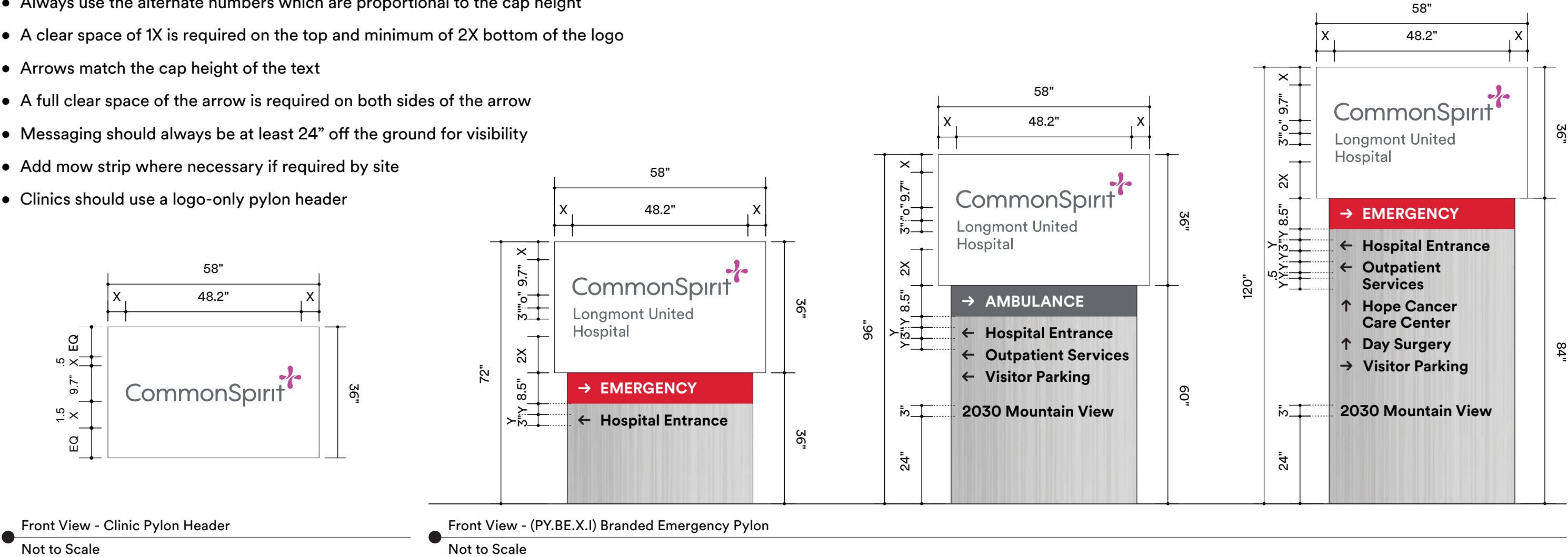


Guidelines

- Standard pylon width is 58"
- Pylon height is flexible and can be scaled up or down based on regulation and permit requirements
- Emergency and Ambulance bands to be used as required
- Recommended messaging cap height is 3.5"; minimum messaging cap height required is 3"
- All messaging should have the same cap height
- Always use the alternate numbers which are proportional to the cap height
- A clear space of 1X is required on the top and minimum of 2X bottom of the logo
- Arrows match the cap height of the text
- A full clear space of the arrow is required on both sides of the arrow
- Messaging should always be at least 24" off the ground for visibility
- Add mow strip where necessary if required by site
- Clinics should use a logo-only pylon header

Legend

- X = height of the "C" in "Common" of the CommonSpirit Health logo
- Y = cap height of the messaging text
- "o" = height of the "o" in "Common" of the CommonSpirit Health logo



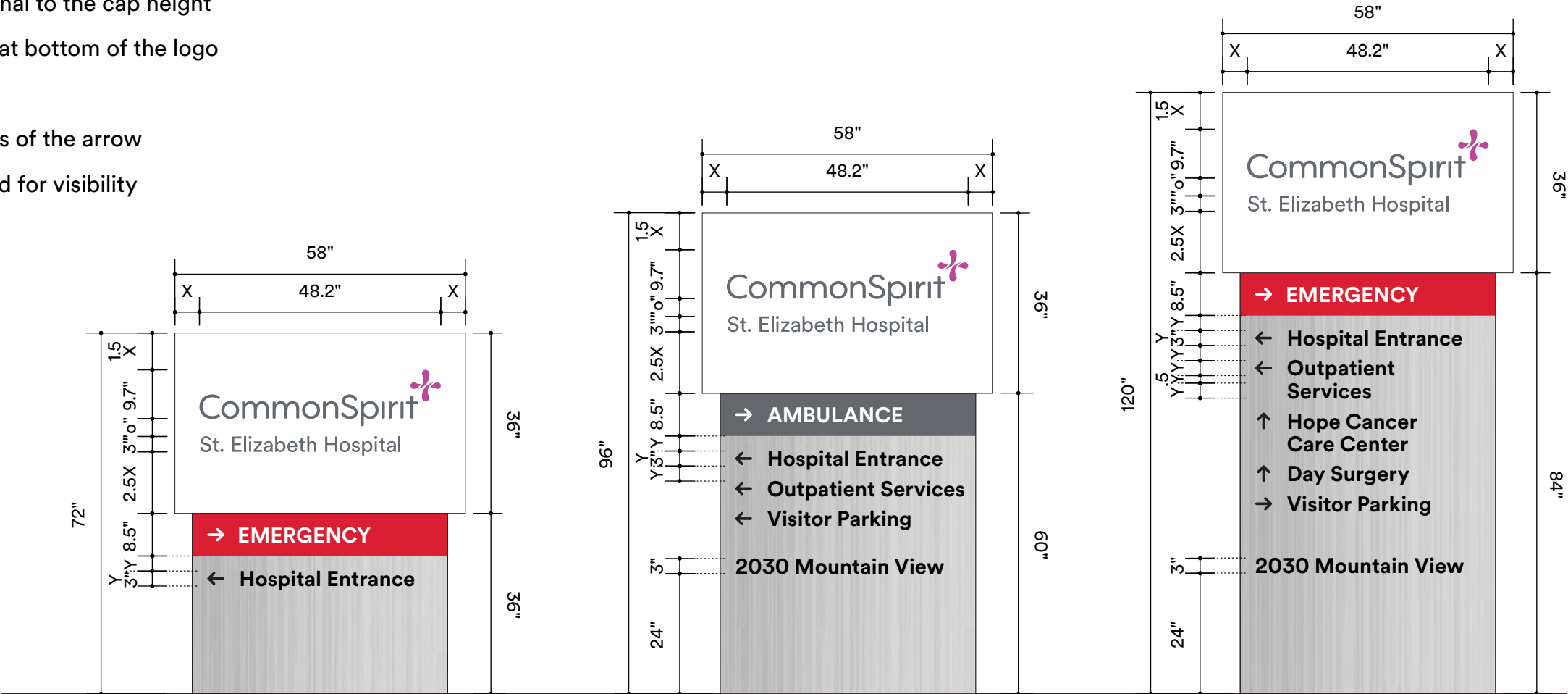
Branded with Band	Branded	Height	Width	Depth	Messaging Cap Height	Band Height
PY.BE.58.I	PY.C.58.I	72"	58"	15"	3"	8.5"
PY.BE.58.I	PY.C.58.I	69"	58"	15"	3"	8.5"
PY.BE.58.I	PY.C.58.I	120"	58"	15"	3"	8.5"

Guidelines: One Line Logo

- Standard pylon width is 58"
- Pylon height is flexible and can be scaled up or down based on regulation and permit requirements
- Emergency and Ambulance bands to be used as required
- Recommended messaging cap height is 3.5"; minimum messaging cap height required is 3"
- All messaging should have the same cap height
- Always use the alternate numbers which are proportional to the cap height
- A clear space of 1X is required on the top, and of 2.5X at bottom of the logo
- Arrows match the cap height of the text
- A full clear space of the arrow is required on both sides of the arrow
- Messaging should always be at least 24" off the ground for visibility
- Add mow strip where necessary if required by site

Legend

X = height of the “C” in “Common” of the CommonSpirit Health logo
Y = cap height of the messaging text



● Front View - (PY.BE.X.I) Branded Emergency Pylon
● Not to Scale

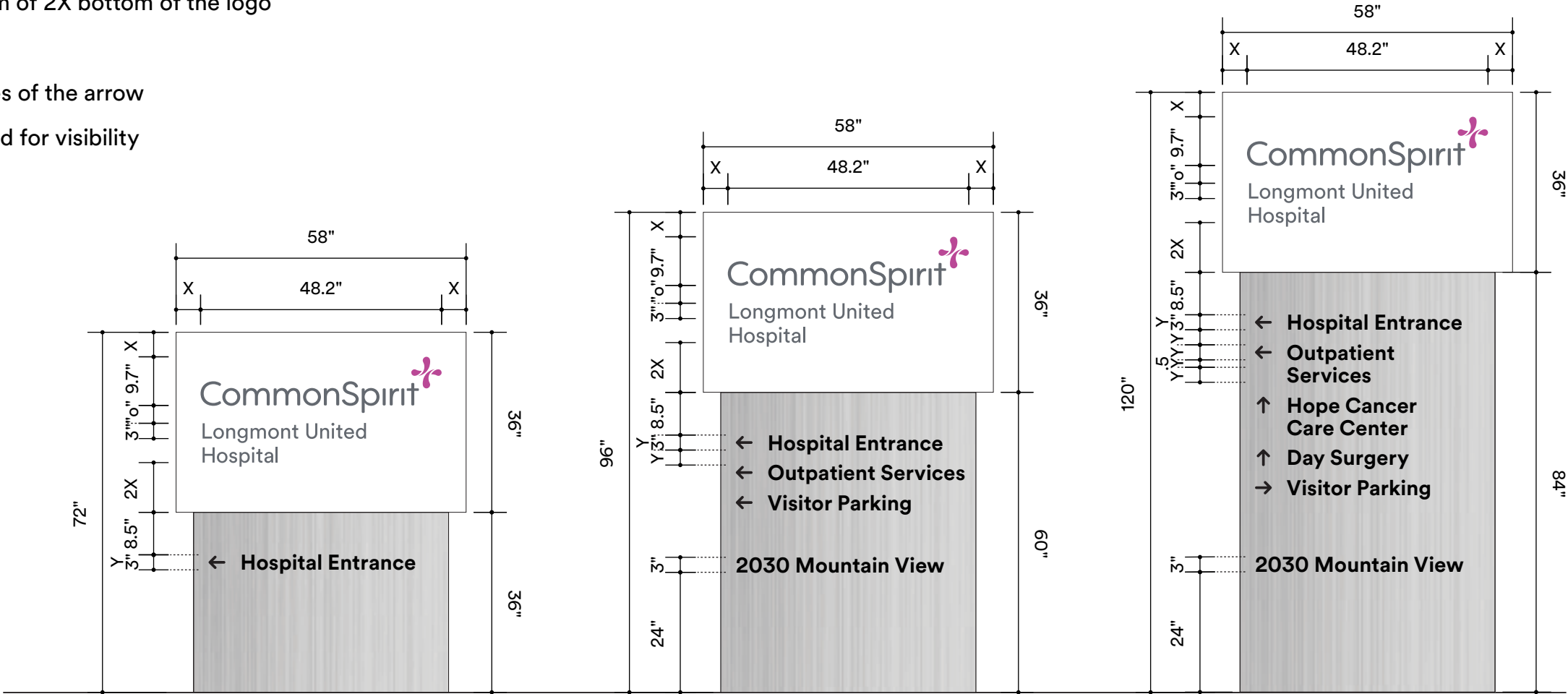
Branded with Band	Branded	Height	Width	Depth	Messaging Cap Height	Band Height
PY.BE.58.I	PY.C.58.I	72"	58"	15"	3"	8.5"
PY.BE.58.I	PY.C.58.I	69"	58"	15"	3"	8.5"
PY.BE.58.I	PY.C.58.I	120"	58"	15"	3"	8.5"

Guidelines

- Standard pylon width is 58”
- Pylon height is flexible and can be scaled up or down based on regulation and permit requirements
- Recommended messaging cap height is 3.5”; minimum messaging cap height required is 3”
- All messaging should be the same cap height
- Always use the alternate numbers which are proportional to the cap height
- A clear space of 1X is required on the top and minimum of 2X bottom of the logo
- Arrows match the cap height of the text
- A full clear space of the arrow is required on both sides of the arrow
- Messaging should always be at least 24” off the ground for visibility
- Add mow strip where necessary if required by site

Legend

- X = height of the “C” in “Common” of the CommonSpirit Health logo
- Y = cap height of the messaging text
- “o” = height of the “o” in “Common” of the CommonSpirit Health logo



● Front View - (PY.C.X.I) Branded Pylon
● Not to Scale

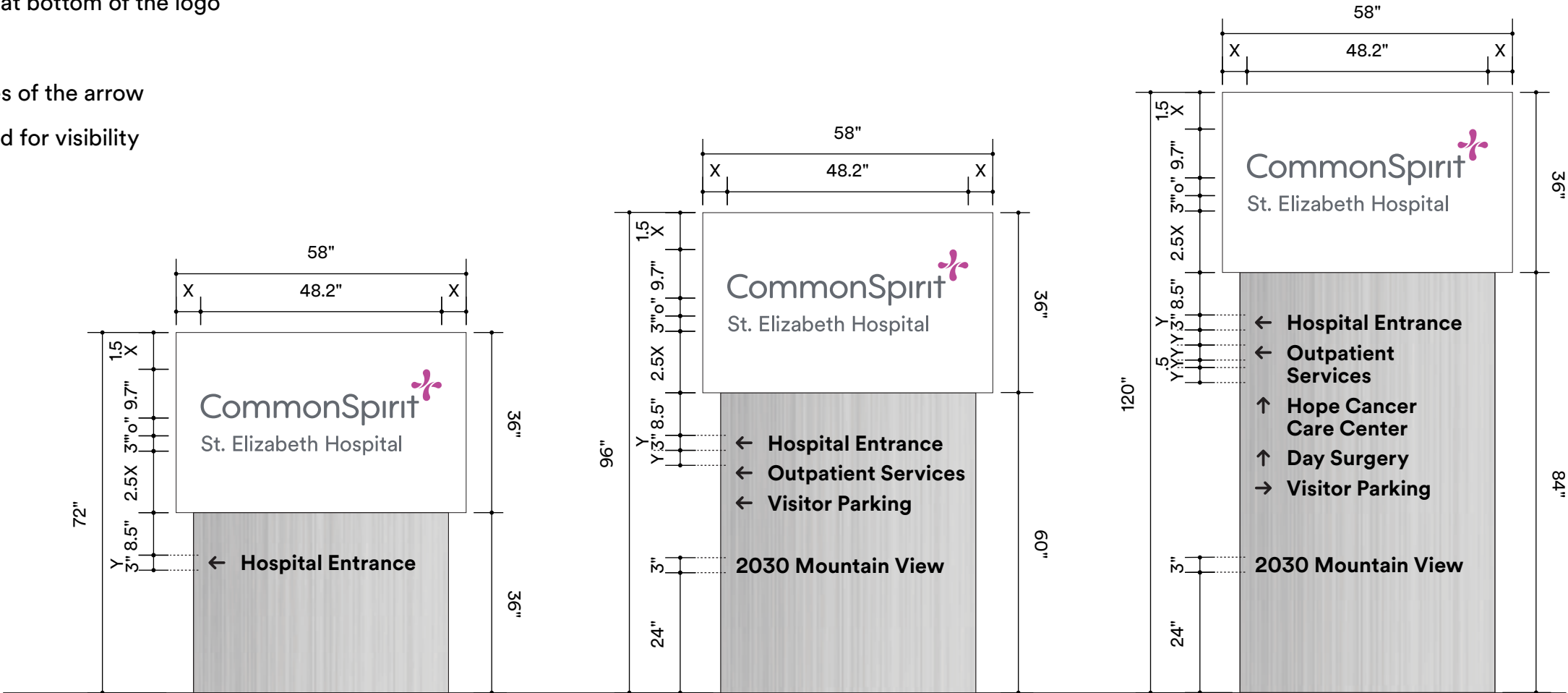
Branded with Band	Branded	Height	Width	Depth	Messaging Cap Height	Band Height
PY.BE.58.I	PY.C.58.I	72"	58"	15"	3"	8.5"
PY.BE.58.I	PY.C.58.I	69"	58"	15"	3"	8.5"
PY.BE.58.I	PY.C.58.I	120"	58"	15"	3"	8.5"

Guidelines: One Line Logo

- Standard pylon width is 58"
- Pylon height is flexible and can be scaled up or down based on regulation and permit requirements
- Recommended messaging cap height is 3.5"; minimum messaging cap height required is 3"
- All messaging should have the same cap height
- Always use the alternate numbers which are proportional to the cap height
- A clear space of 1X is required on the top, and of 2.5X at bottom of the logo
- Arrows match the cap height of the text
- A full clear space of the arrow is required on both sides of the arrow
- Messaging should always be at least 24" off the ground for visibility
- Add mow strip where necessary if required by site

Legend

- X = height of the "C" in "Common" of the CommonSpirit Health logo
- Y = cap height of the messaging text
- "o" = height of the "o" in "Common" of the CommonSpirit Health logo



● Front View - (PY.C.X.I) Branded Pylon
● Not to Scale

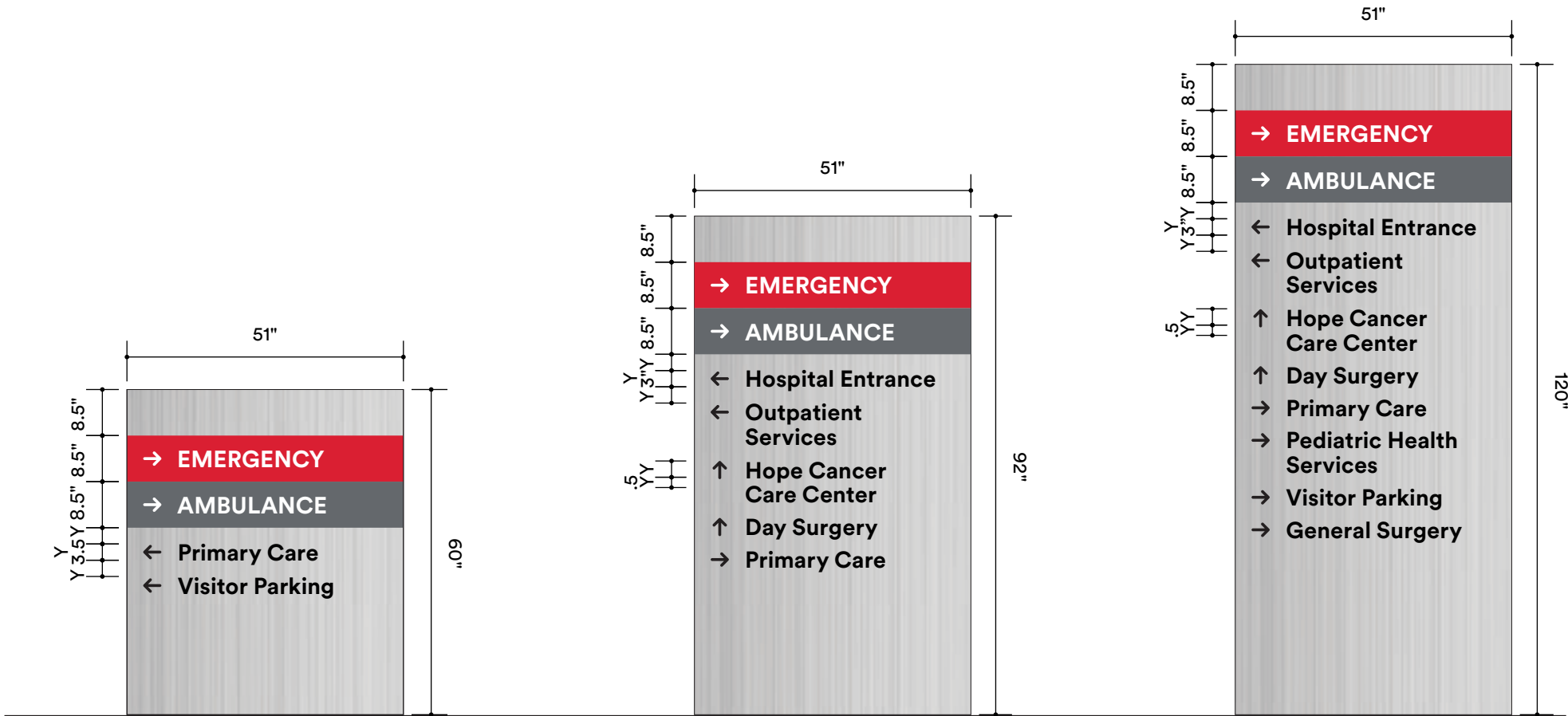
Branded with Band	Branded	Height	Width	Depth	Messaging Cap Height	Band Height
PY.BE.58.I	PY.C.58.I	72"	58"	15"	3"	8.5"
PY.BE.58.I	PY.C.58.I	69"	58"	15"	3"	8.5"
PY.BE.58.I	PY.C.58.I	120"	58"	15"	3"	8.5"

Guidelines

- Standard unbranded pylon width is 51”
- Pylon height is flexible and can be scaled up or down based on regulation and permit requirements
- Emergency and Ambulance bands to be used as required
- Recommended messaging cap height is 3.5”; minimum messaging cap height required is 3”
- All messaging should have the same cap height
- Always use the alternate numbers which are proportional to the cap height
- Arrows match the cap height of the text
- A full clear space of the arrow is required on both sides of the arrow
- Messaging should always be at least 24” off the ground for visibility
- Add mow strip where necessary if required by site

Legend

X = height of the “C” in “Common” of the CommonSpirit Health logo
Y = cap height of the messaging text



● Front View - (PY.UE.X.I) Unbranded Emergency Pylon
Not to Scale

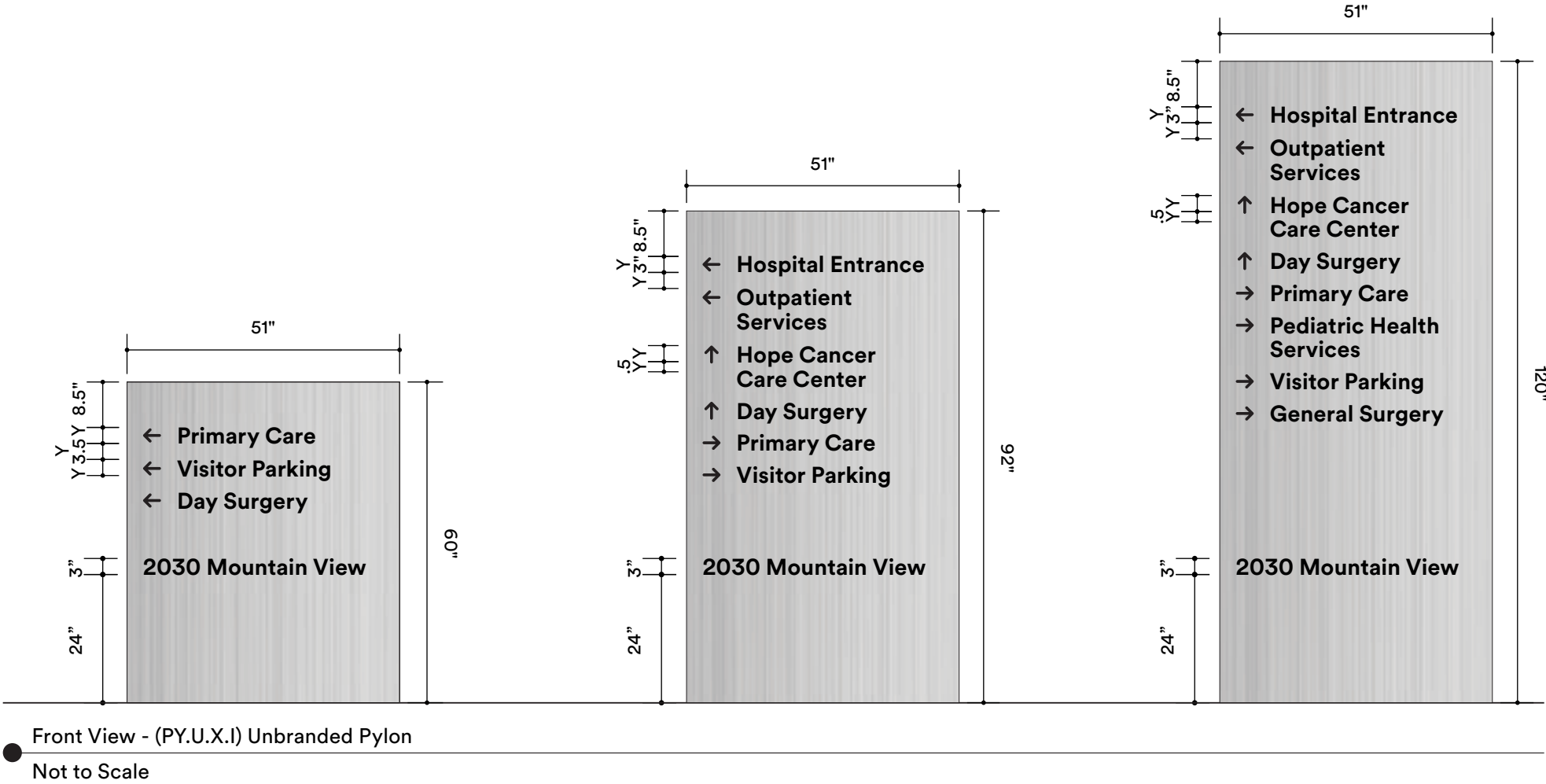
Unbranded with Band	Unbranded	Height	Width	Depth	Messaging Cap Height	Band Height
PY.UE.51.I	PY.U.51.I	60"	51"	12"	3"	8.5"
PY.UE.51.I	PY.U.51.I	91.5"	51"	12"	3"	8.5"
PY.UE.51.I	PY.U.51.I	120"	51"	12"	3"	8.5"

Guidelines

- Standard unbranded pylon width is 51"
- Pylon height is flexible and can be scaled up or down based on regulation and permit requirements
- Recommended messaging cap height is 3.5"; minimum messaging cap height required is 3"
- All messaging should have the same cap height
- Always use the alternate numbers which are proportional to the cap height
- Arrows match the cap height of the text
- A full clear space of the arrow is required on both sides of the arrow
- Messaging should always be at least 24" off the ground for visibility
- Add mow strip where necessary if required by site

Legend

X = height of the “C” in “Common” of the CommonSpirit Health logo
Y = cap height of the messaging text



Unbranded with Band	Unbranded	Height	Width	Depth	Messaging Cap Height	Band Height
PY.U.E.51.I	PY.U.51.I	60"	51"	12"	3"	8.5"
PY.U.E.51.I	PY.U.51.I	91.5"	51"	12"	3"	8.5"
PY.U.E.51.I	PY.U.51.I	120"	51"	12"	3"	8.5"

- 1

Sign Header

Painted dimensional sign header to be fabricated and layered over messaging section, sitting 1.25” proud as shown, 15” deep overall. No visible through-face fasteners (c/s fasteners can be placed on returns). Seams on sign panels to be reinforced, infilled, sanded smooth and painted for a seamless appearance.
- 2

Logo and Entity Name

Wordmark: 0.177” thick #2406 acrylic routed out & backed up with first surface screen printed perforated vinyl to match PMS Cool Gray 10C (color by day/ white by night).

Icon: 0.177” thick #2406 diffuser acrylic routed out & backed up with first surface translucent vinyl #3630-118 Intense Magenta (color by day/ color by night).
- 3

Messaging

Routed out & backed up with 0.177” thick Bitro Dulite acrylic. Black acrylic (black by day/white by night)

Identifier: Routed out & backed up with 0.177” thick Bitro Dulite acrylic. Black acrylic (black by day/white by night), with first surface blackout vinyl graphics #3635-20B Blockout Film White Matte
- 4

Emergency Band

2” wide aluminum retainer with 0.177” thick #7328 White acrylic (emergency copy to show through white face) with messaging weeded out of first surface applied 3M 3730-33L Red translucent vinyl.
- 5

Sign Cabinet

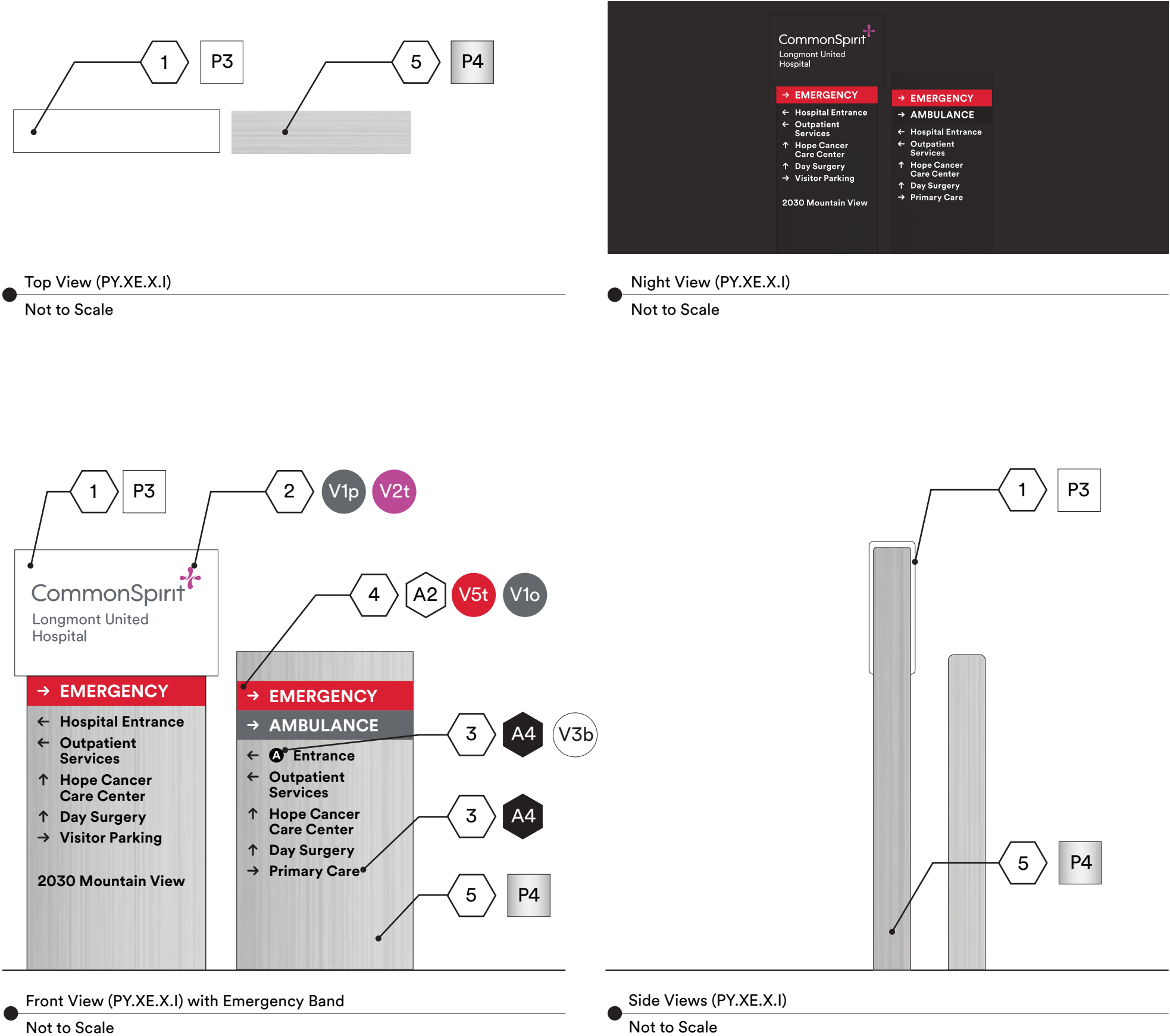
All aluminum construction, painted Matthews Paint MP18091 Silverstone Metallic, brushed aluminum with satin clear coat. No visible through-face fasteners (c/s fasteners can be placed on returns). Seams on sign panels to be reinforced, infilled, sanded smooth and painted for a seamless appearance.
- 6

LED Illumination (not shown)

Pylon illuminated with GE Tetra GEMM2465-W1 6500K White LED complete with appropriate GE or wet-rated power supply
- !

SUBSTITUTIONS

Bidders shall submit (with bids), written notification of all proposed substitutions from specifications. Substitutions are welcomed providing there is an improvement to the current specs. Substitutions of any kind shall be approved by BrandActive prior to any sign fabrication. Please make your recommendations accordingly.



Placement

- Versatile ground signs can be used for both vehicular and pedestrian traffic
- Single-sided or double-sided

Sizing

- Minimum cap height for vehicular traffic is 3”
- Minimum cap height for pedestrian traffic is 1.5”
- Minimum sign panel height is 16”

Emergency and Ambulance

- Emergency and ambulance bands to be used as required

Branding

- Branded post & panel should be at prominent locations where illumination is not possible (e.g. major entrances or along busy streets)
- Unbranded post & panel to be used as supporting directional signage (e.g. within a hospital campus)
- Branded post & panel uses the gradient emblem

Illumination

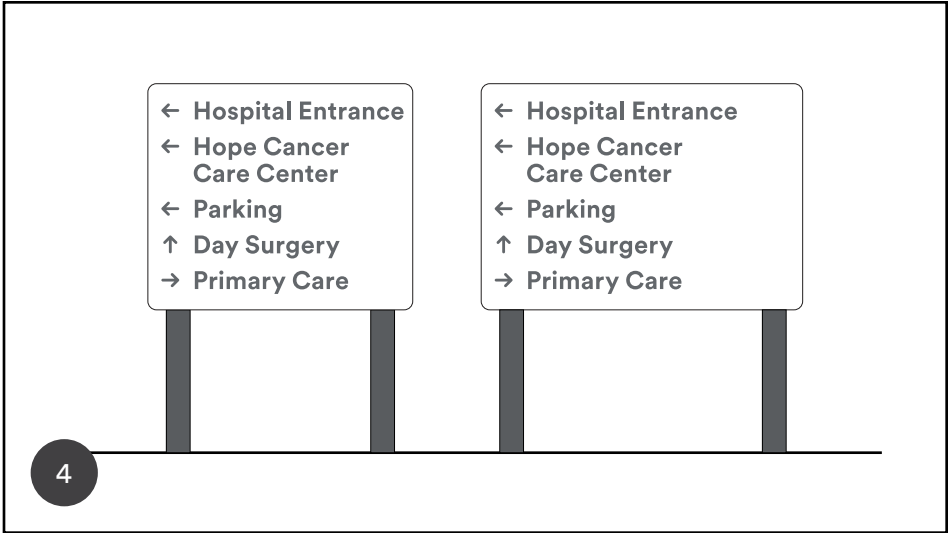
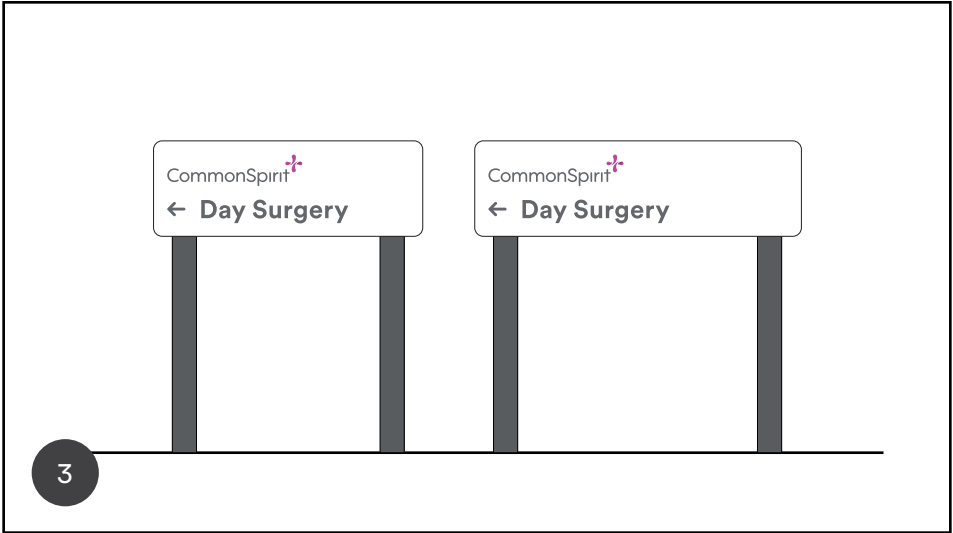
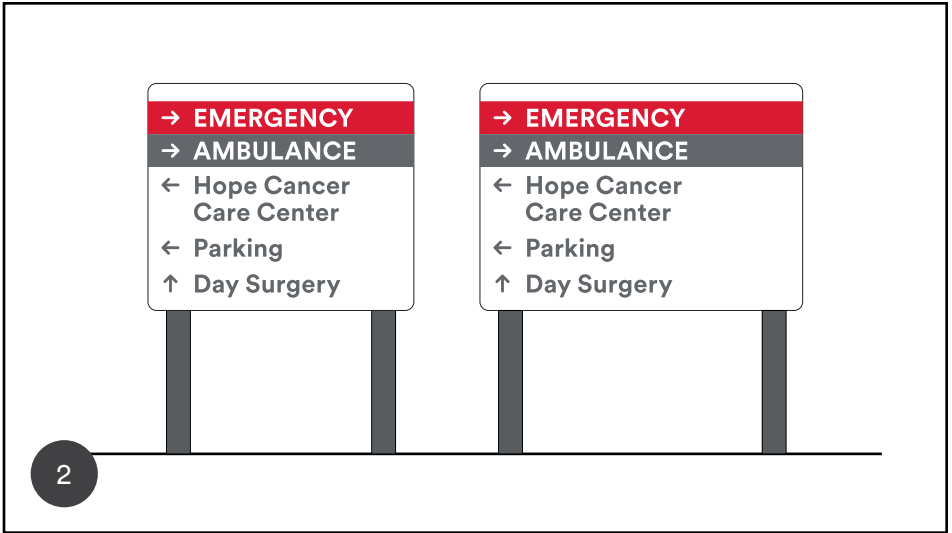
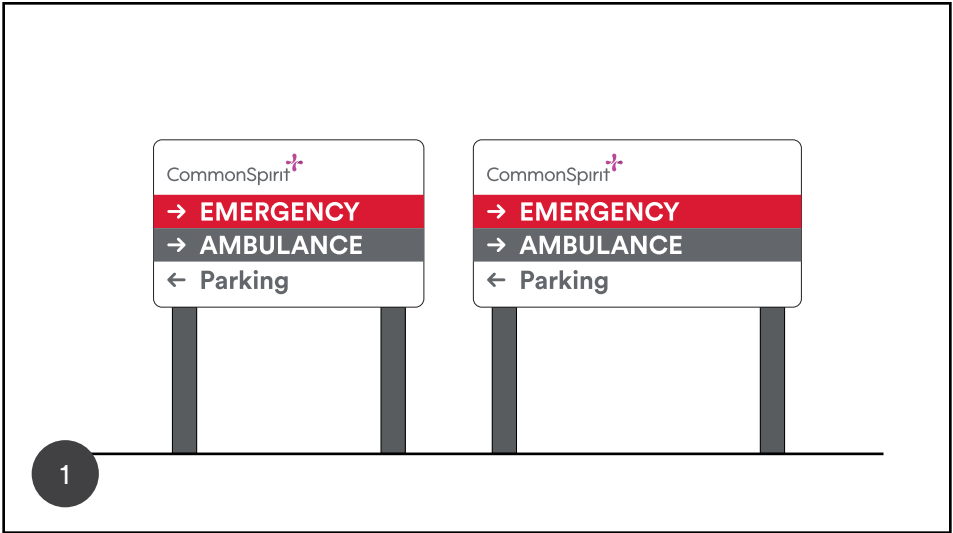
- Post & Panel messaging is reflective

Restrictions

- Often subject to permitting and municipal regulations for placement and sizing

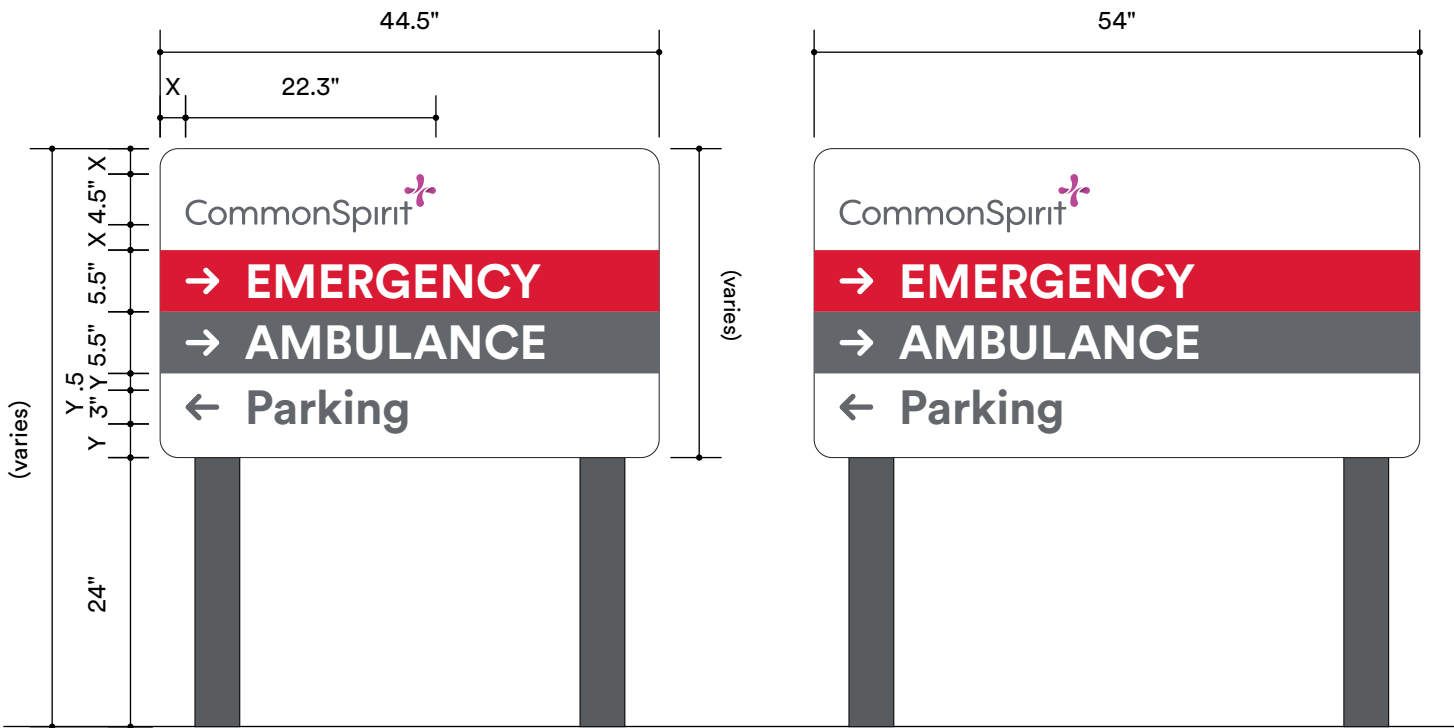
Legend

- 1 Post & Panel - branded with band
- 2 Post & Panel - unbranded with band
- 3 Post & Panel - branded
- 4 Post & Panel - unbranded



Guidelines

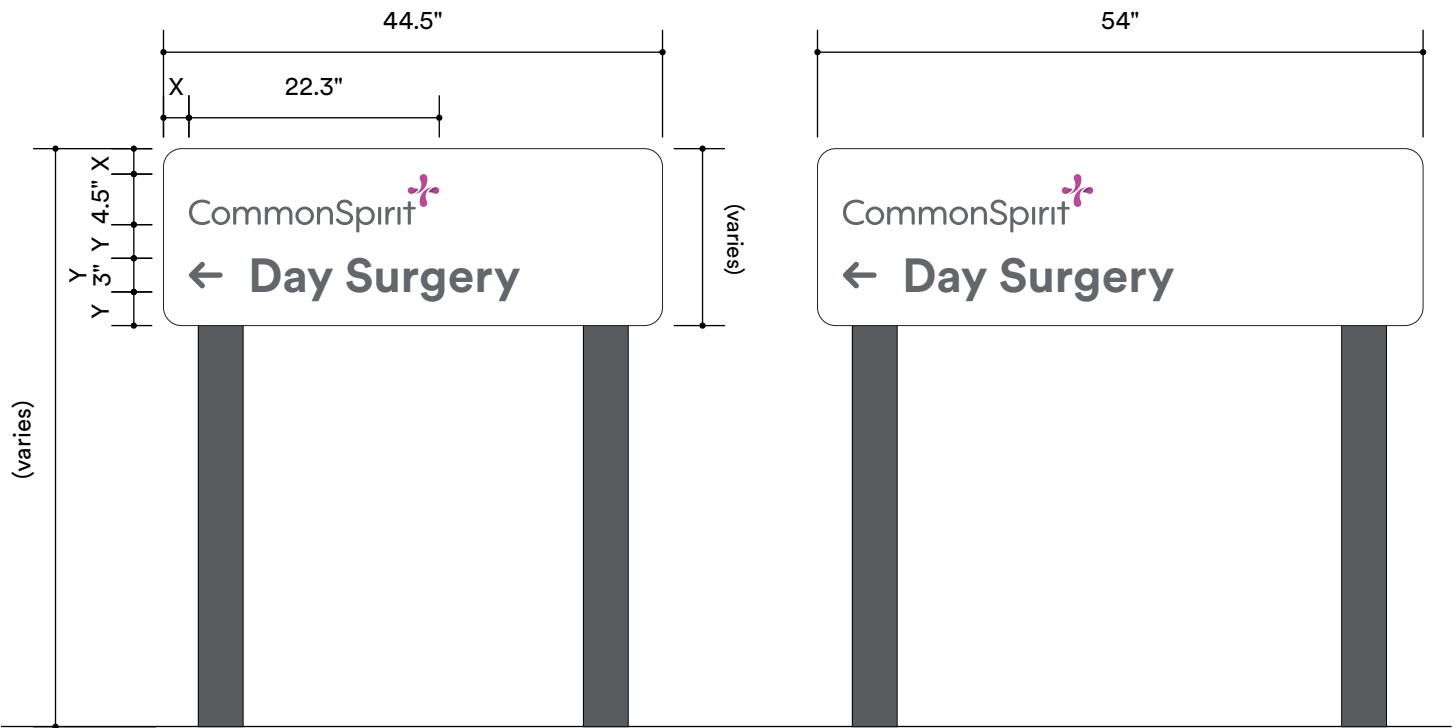
- Always uses master brand
- Directional messaging should always be reflective
- Messaging text should not fall below a 3” cap height for vehicular traffic
- Messaging text should not fall below a 1.5” cap height for pedestrian traffic.
- Panel height is flexible and can be scaled up or down depending on the messaging requirements, two standard Post & Panel widths; 44.5” and 54”
- Arrows and icons match the cap height of the text
- Panel should always be at least 24” off the ground for visibility
- Minimum height for panel is 16”
- All panels have 1.5” radius on corners



● Front View (PP.BE.45) (PP.BE.54)
Not to Scale

Legend

X = height of the “C” in “Common” of the CommonSpirit Health logo
Y = cap height of the messaging text



● Front View (PP.C.45) (PP.C.54)
Not to Scale

Branded with Band	Branded	Height	Width	Depth	Messaging Cap Height	Band Height
PP.BE.45	PP.C.45	Varies	44.5"	6"	3"	5.5"
PP.BE.54	PP.C.54	Varies	54"	6"	3"	5.5"

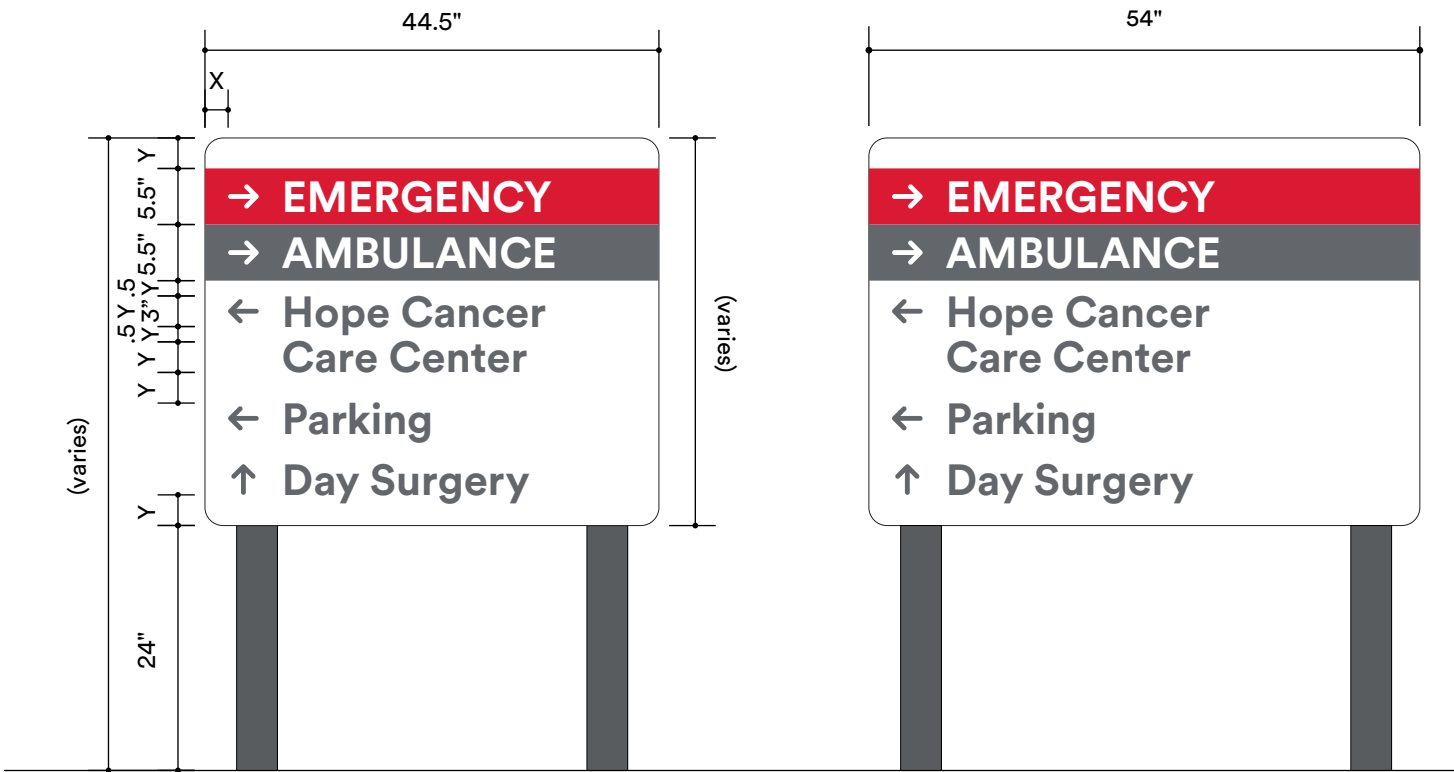
Guidelines

- Directional messaging should always be reflective
- Messaging text should not fall below a 3” cap height for vehicular traffic
- Messaging text should not fall below a 1.5” cap height for pedestrian traffic.
- Panel height is flexible and can be scaled up or down depending on the messaging requirements, two standard Post & Panel widths; 44.5” and 54”
- Arrows and icons match the cap height of the text
- Panel should always be at least 24” off the ground for visibility
- Minimum height for panel is 16”
- All panels have 1.5” radius on corners

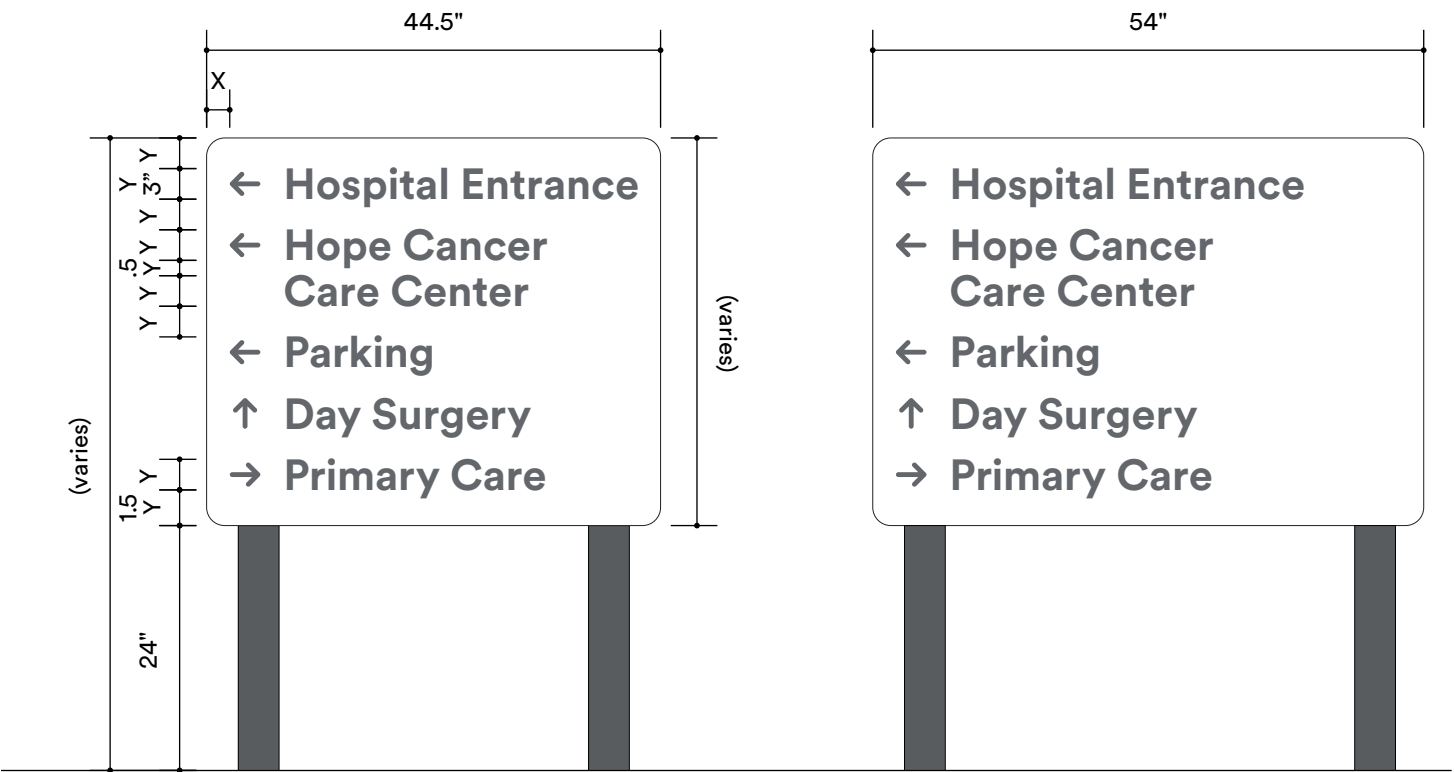
Legend

X = height of the “C” in “Common” of the CommonSpirit Health logo

Y = cap height of the messaging text



● Front View (PP.U.45) (PP.U.54)
Not to Scale



● Front View (PP.U.45) (PP.U.54)
Not to Scale

Unbranded with Band	Unbranded	Height	Width	Depth	Messaging Cap Height	Band Height
PP.U.45	PP.U.45	Varies	44.5"	6"	3"	5.5"
PP.U.54	PP.C.54	Varies	54"	6"	3"	5.5"

Sign Panel

Painted dimensional sign panel to be fabricated and mounted directly to posts as shown, 6” deep overall. No visible throughface fasteners (c/s fasteners can be placed on returns). Seams on sign panels to be reinforced, infilled, sanded smooth and painted for a seamless appearance.

Logo Lockup/Messaging

Kisscut digitally printed reflective vinyl applied to first surface of sign panel.

Logo wordmark: digitally printed to match pantone Cool Gray 10C on 3M scotchlite reflective graphic film series IJ680-10 with 3M scotchcal 8520 matte overlamine.

Logo icon: digitally printed to match #3630-118 Intense Magenta on 3M scotchlite reflective graphic film series IJ680-10 with 3M scotchcal 8520 matte overlamine.

Messaging: digitally printed to match pantone Cool Gray 10C on 3M scotchlite reflective graphic film series IJ680-10 with 3M scotchcal 8520 matte overlamine.

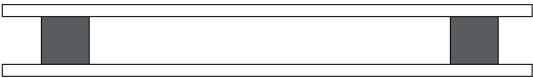
Emergency band: 3M Scotchlite Reflective Film 680-82 Ruby Red with 3M scotchcal 8520 matte overlamine.

Frame and Posts

Painted square aluminum tube post.

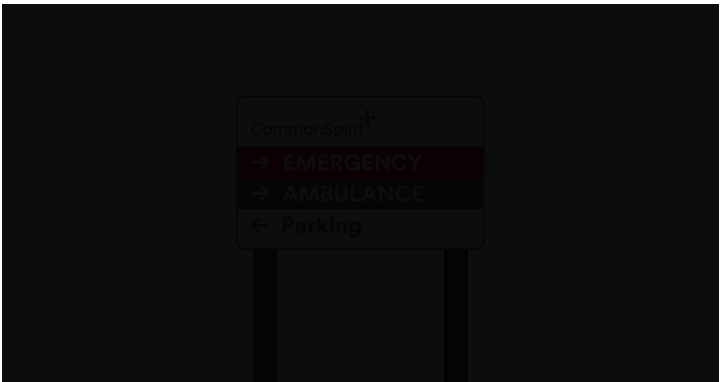
SUBSTITUTIONS

Bidders shall submit (with bids), written notification of all proposed substitutions from specifications. Substitutions are welcomed providing there is an improvement to the current specs. Substitutions of any kind shall be approved by BrandActive prior to any sign fabrication. Please make your recommendations accordingly.



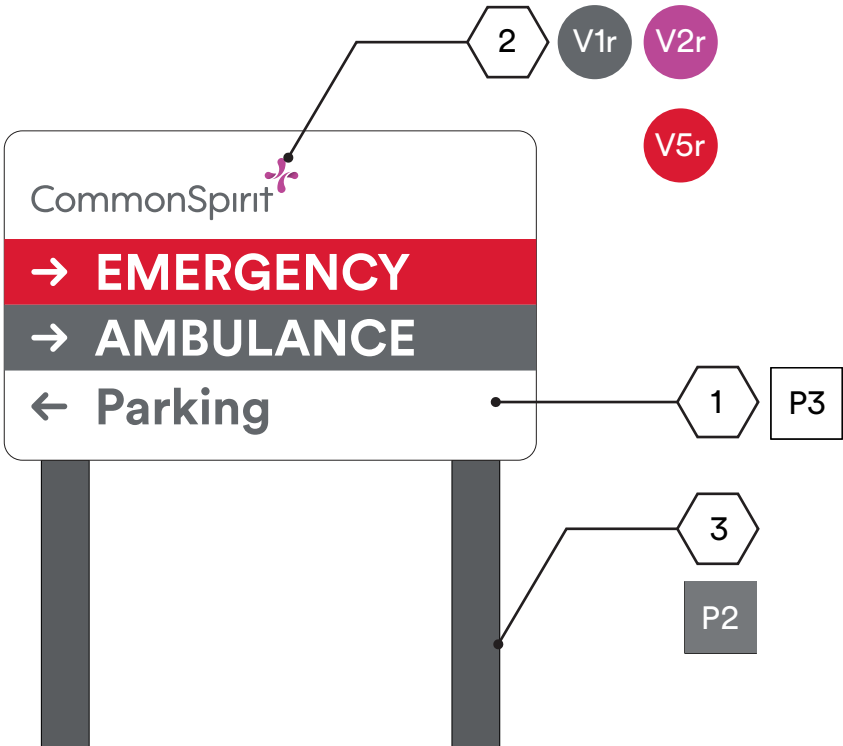
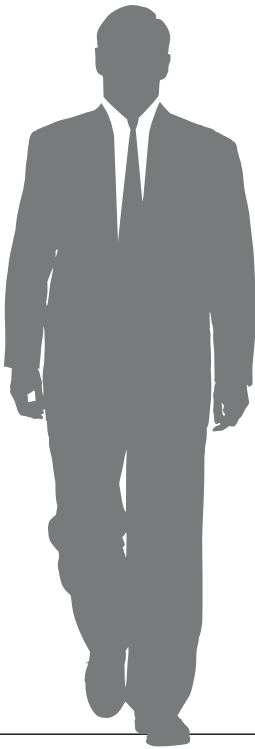
Top View (PP.BE.45)

Not to Scale



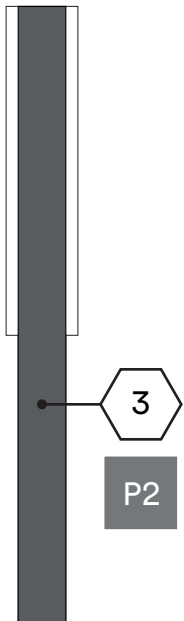
Night View (PP.BE.45)

Not to Scale



Front View (PP.BE.45)

Not to Scale



Side Views (PP.BE.45)

Not to Scale

06 Exterior Wall Signage

Placement

- Wall-mounted signs for directional or location identification
- Always single-sided

Sizing

- Panel heights are adjustable to suit messaging requirements
- Minimum cap height for vehicular traffic is 3”
- Minimum cap height for pedestrian traffic is 1.5”
- Minimum panel height is 10”

Branding

- Directional wall panels are always unbranded
- Location identifying wall panels can be branded with the master logo
- Branded wall panel uses the gradient emblem

Illumination

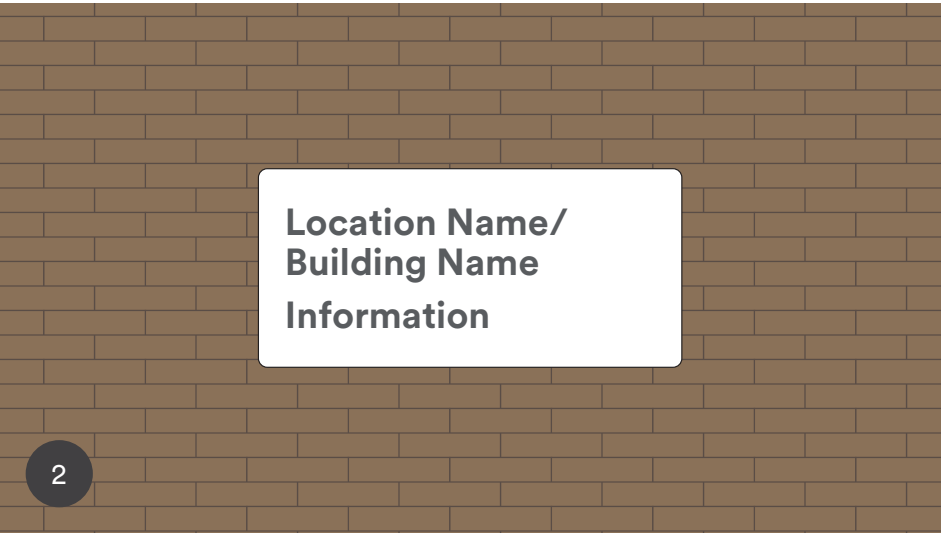
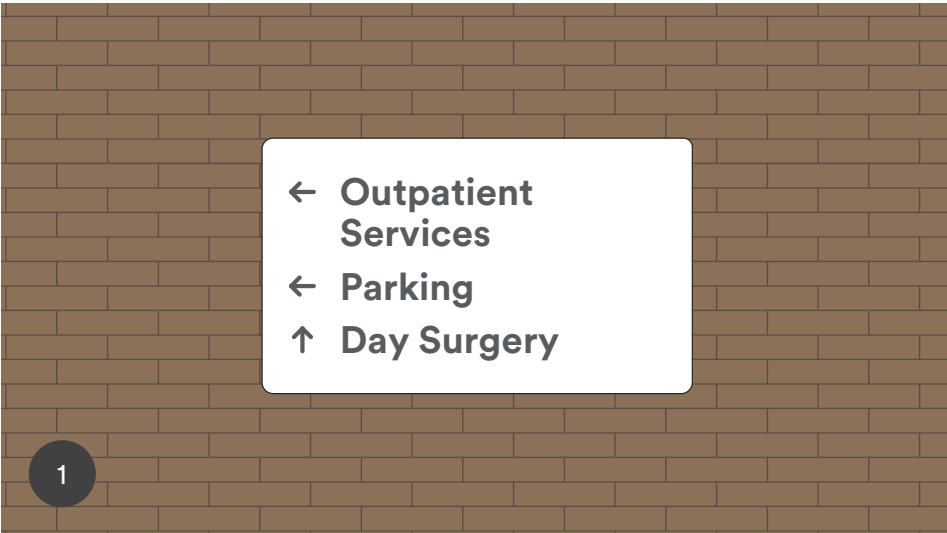
- Wall Panels are non-illuminated
- Can be reflective as required

Restrictions

- Sometimes subject to permitting and municipal regulations for placement and sizing

Legend

- 1 Directional alignment
- 2 Non-directional alignment
- 3 Branded non-directional alignment



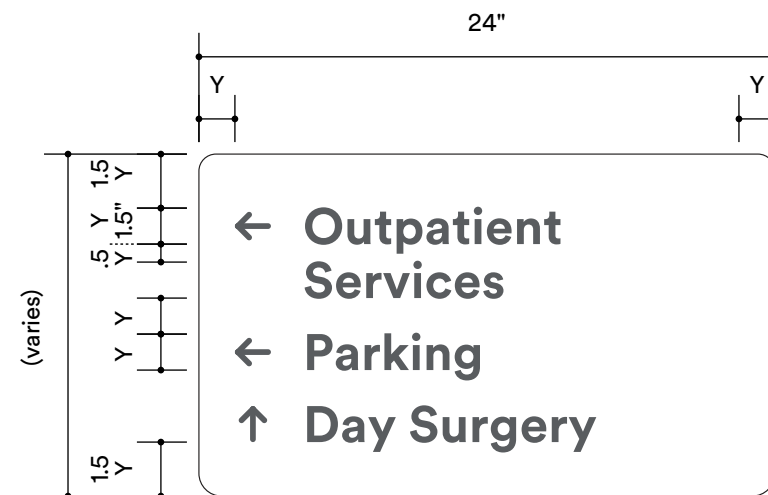
Guidelines

- Signs are non-illuminated; messaging can be reflective
- Messaging text should not fall below a 3” cap height for vehicular traffic. Reference Post & Panel alignment for vehicular traffic
- Messaging text should not fall below a 1.5” cap height for pedestrian traffic
- Arrows and icons match the cap height of the text
- A full clear space of the arrow is required on both sides of the arrow
- Panel height can be scaled to accommodate messaging and text requirements
- Minimum panel height is 10.5”
- Mounting height is dependent on the location to maximize visibility and avoid obstructions
- Location identifying wall panels can be branded with the master logo with gradient emblem

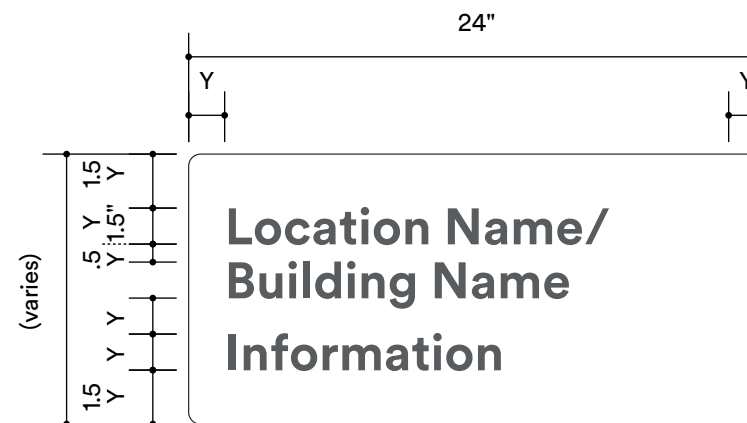
Legend

X = height of the “C” in “Common” of the CommonSpirit Health logo

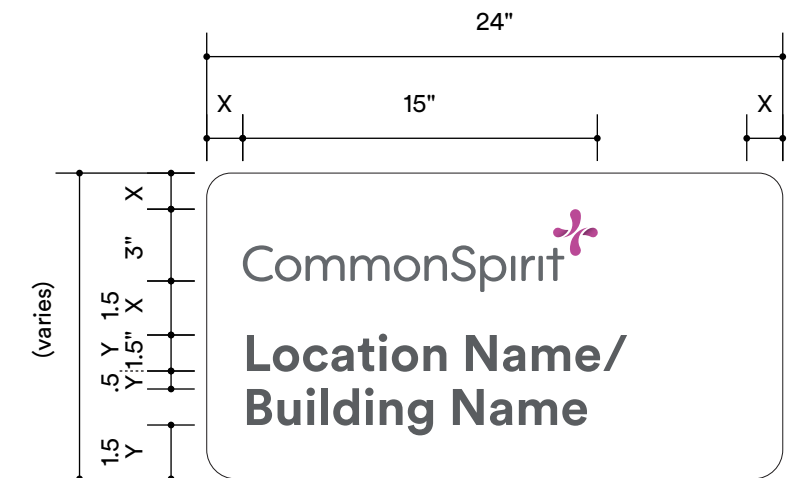
Y = cap height of the messaging text



● Front View (WP.U.24) - Directional wall panel and Receiving
Scale 1" = 1'



● Front View (WP.U.24) - Non-directional wall panel and Receiving
Scale 1" = 1'



● Front View (WP.C.24) - Branded wall panel
Scale 1" = 1'

Unbranded	Branded	Height	Width	Depth	Messaging Cap Height
WP.U.24	WP.C.24	Varies	24"	1"	1.5"

- 1
- Sign Panel**

1” aluminum sign panel. No visible through-face fasteners. All seams on sign faces to be reinforced, infilled, and sanded smooth for a seamless appearance.

- 2
- Logo Lockup/Messaging**

Kisscut digitally printed reflective vinyl applied to first surface of sign panel.

Logo wordmark: digitally printed to match pantone Cool Gray 10C on 3M scotchlite reflective graphic film series IJ680-10 with 3M scotchcal 8520 matte overlamine.

Logo icon: digitally printed to match #3630-118 Intense Magenta on 3M scotchlite reflective graphic film series IJ680-10 with 3M scotchcal 8520 matte overlamine.

Messaging: digitally printed to match pantone Cool Gray 10C on 3M scotchlite reflective graphic film series IJ680-10 with 3M scotchcal 8520 matte overlamine.

- 3
- Mounting (not shown)**

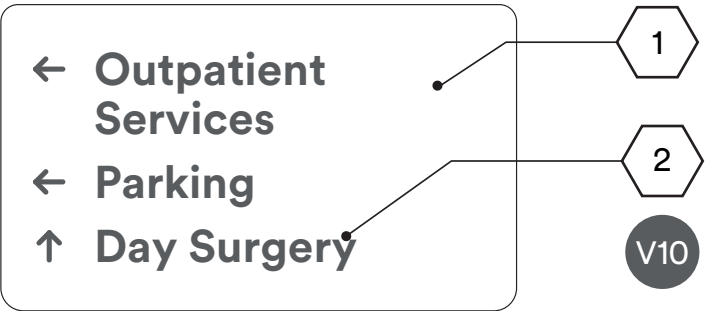
Panel to be mounted flush to wall or as per engineering with no visible through-face fasteners (all mounting hardware should be concealed behind the panel - e.g., pins, cleats, brackets, etc.).

- !
- SUBSTITUTIONS**

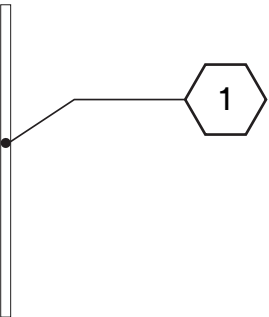
Bidders shall submit (with bids), written notification of all proposed substitutions from specifications. Substitutions are welcomed providing there is an improvement to the current specs. Substitutions of any kind shall be approved by BrandActive prior to any sign fabrication. Please make your recommendations accordingly.



Top View (WP.U.24)
Not to Scale



Front View (WP.U.24)
Not to Scale



Side View (WP.U.24)
Scale Not to Scale

07 Regulatory Signage

Placement

- Placed on single posts or affixed to exterior walls
- Always single-sided
- Regulatory panel signs affixed to posts should be mounted with the bottom of the sign at 60” from the ground
- Regulatory panel signs affixed to walls should be mounted with the bottom of the sign at 60” from the ground

Sizing

- Preferred cap height of main messaging is 2”
- Minimum cap height of main messaging is 1”

Branding

- Branded regulatory signs are to be used as required (e.g. shared parking spaces)
- Unbranded regulatory signs are to be used for generic information (e.g. No Smoking) or where the brand has already been experienced (e.g. within a hospital campus) to avoid oversaturating the brand
- Use logo with gradient emblem

Illumination

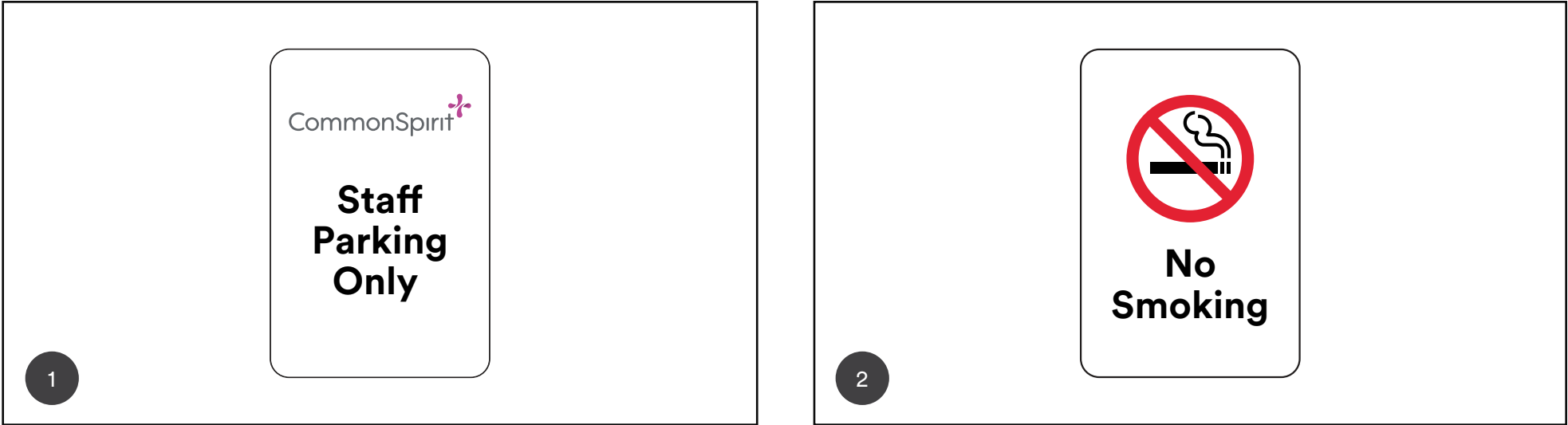
- These signs are non-illuminated
- Can be reflective as required

Restrictions

- Rarely subject to permitting and municipal regulations for placement and sizing

Legend

- 1 Branded regulatory panel
- 2 Unbranded regulatory panel



Guidelines

- Branded signs are to be used to identify CommonSpirit-only spaces (e.g., shared parking lot with allocated spaces)
- Unbranded regulatory signs are to be used for generic information (e.g. No Smoking) or where the brand has already been experienced (e.g. within a hospital campus) to avoid oversaturating the brand
- Use the shortened version of messaging possible (e.g., “Staff Parking Only” instead of “Reserved Parking Staff Only”)
- Refer to alignment page to modify messaging
- Height of sign can be adjusted to allow for more text when needed.

Legend

- X = height of the “C” in “Common” of the CommonSpirit Health logo
- Y = cap height of the messaging text
- CL = center-aligned



● Front View (RG.C.18)
Scale 3" = 1'



● Front View (RG.U.18)
Scale 3" = 1'

Branded	Unbranded	Height	Width	Depth	Messaging Cap Height
RG.C.18	RG.U.18	18"	12"	1/8"	Varies

- 1
- Sign Panel
1/8" (3.175mm) thick painted aluminum panel

- 2
- Logo and Messaging
Opaque vinyl applied to first surface.

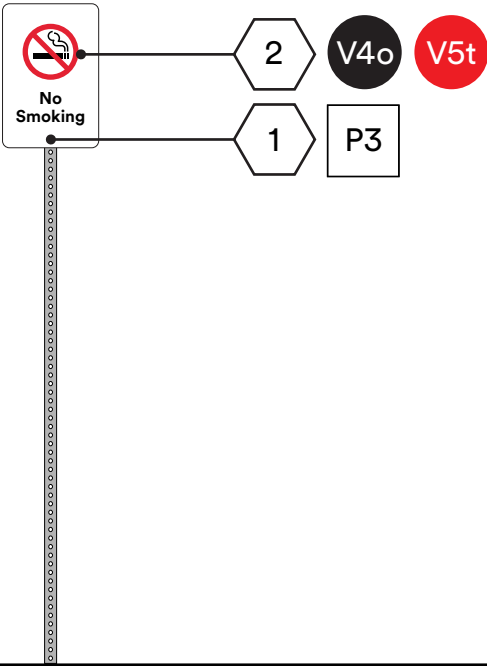
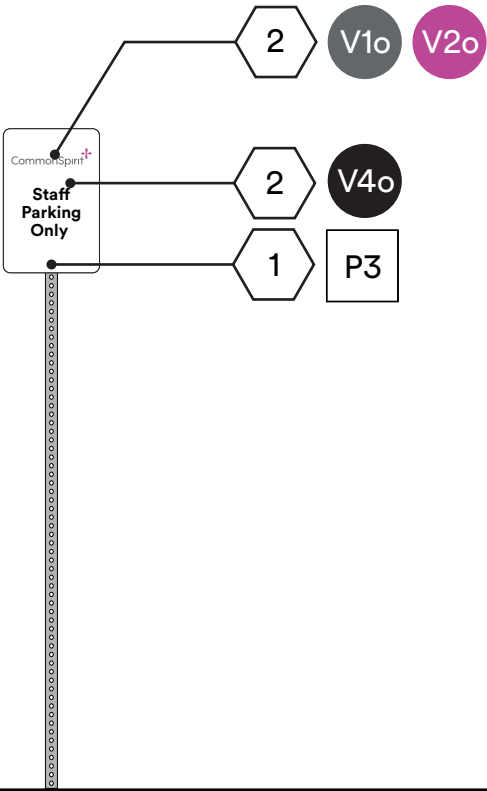
SUBSTITUTIONS

Bidders shall submit (with bids), written notification of all proposed substitutions from specifications. Substitutions are welcomed providing there is an improvement to the current specs. Substitutions of any kind shall be approved by BrandActive prior to any sign fabrication. Please make your recommendations accordingly.

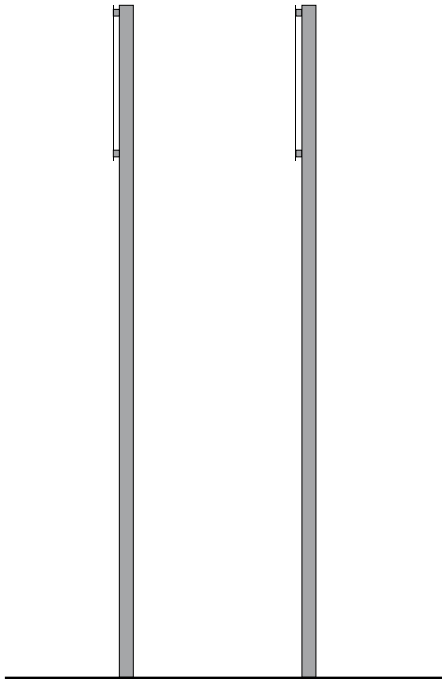
Top View (RG.C.18) (RG.U.18)
Not to Scale



Front View (RG.C.18) (RG.U.18)
Not to Scale



Side View (RG.C.18) (RG.U.18)
Not to Scale



08 Vinyl Graphics

Placement

- Used to efficiently convey messaging on doors and glass surfaces
- First surface application preferred for maximum legibility
- Always single-sided but will be visible from behind through transparent glass

Sizing

- Messaging such as location or hours of operation cap height is a minimum of 1”

Branding

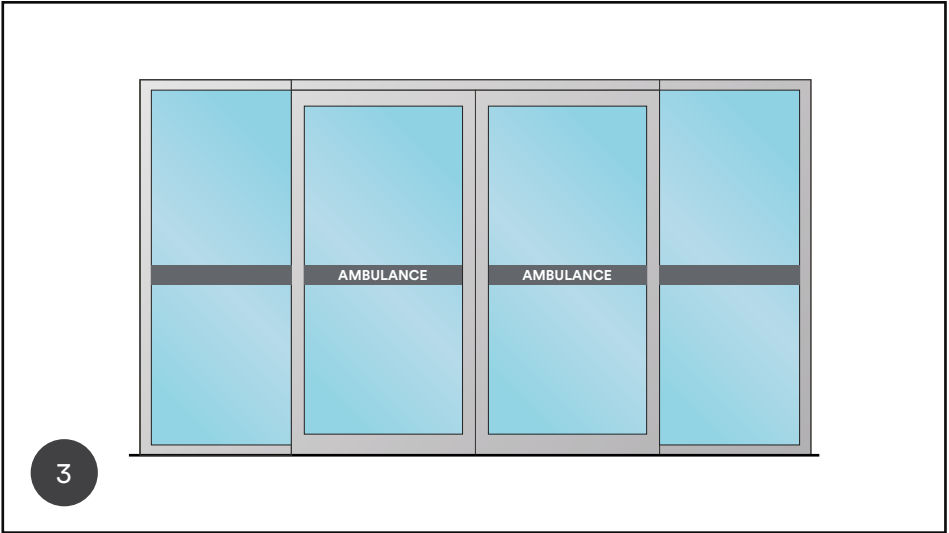
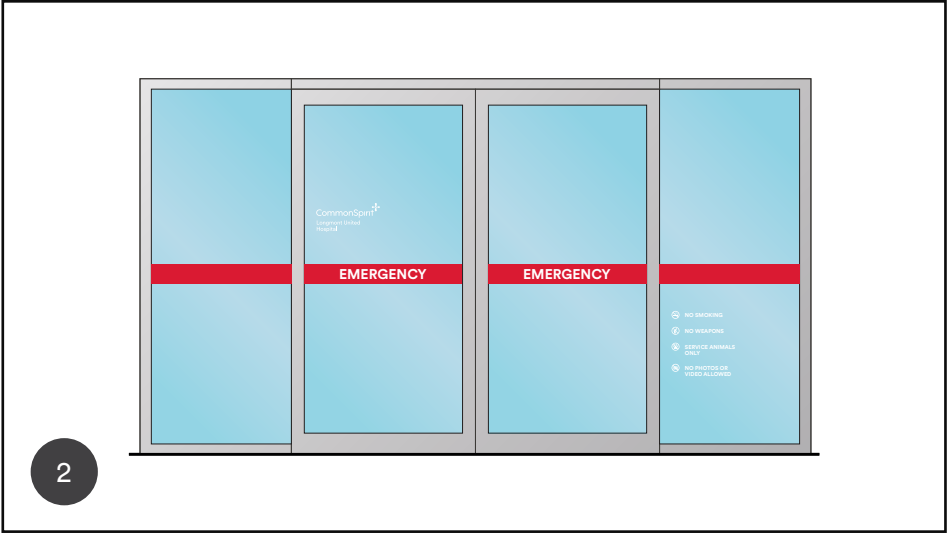
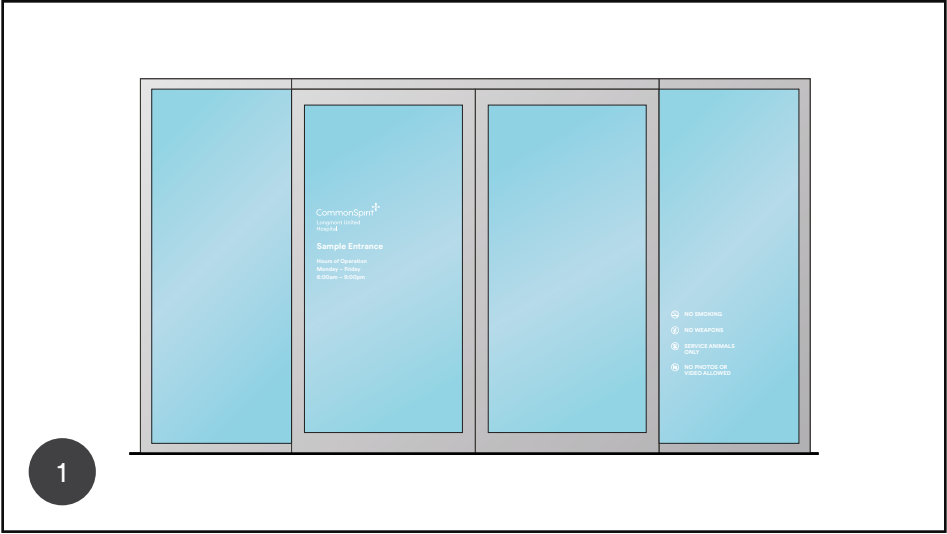
- Door vinyl application uses the all-white logo and does not require special approval with the exception of emergency and ambulance band

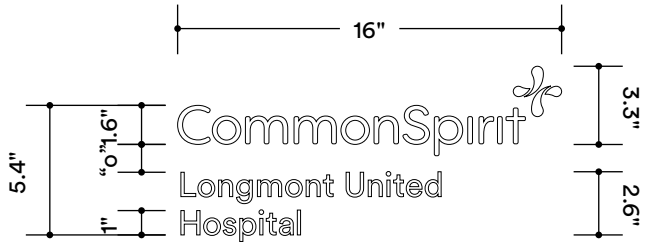
Restrictions

- Almost never subject to permitting and municipal regulations for placement and sizing
- Messaging may carry additional regulatory or legal requirements (e.g. provider name)

Legend

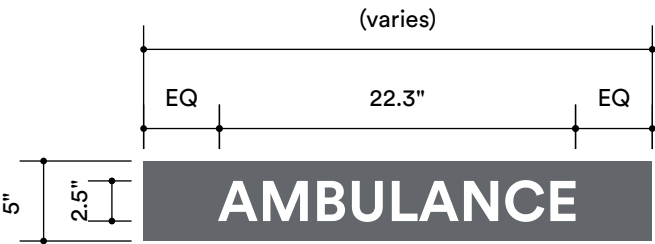
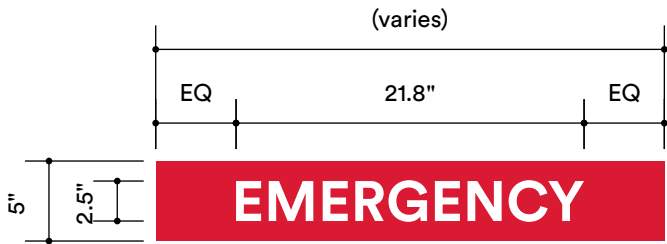
- 1 Logo with Messaging
- 2 Emergency Band
- 3 Ambulance Band





● Front View (DV.1)
Scale 1 1/2" = 1'

● Front View (DV.2) With Building Identifier
Scale 1 1/2" = 1'



● Front View (DV.3)
Scale 1" = 1'

● Front View (DV.3A)
Scale 1" = 1'

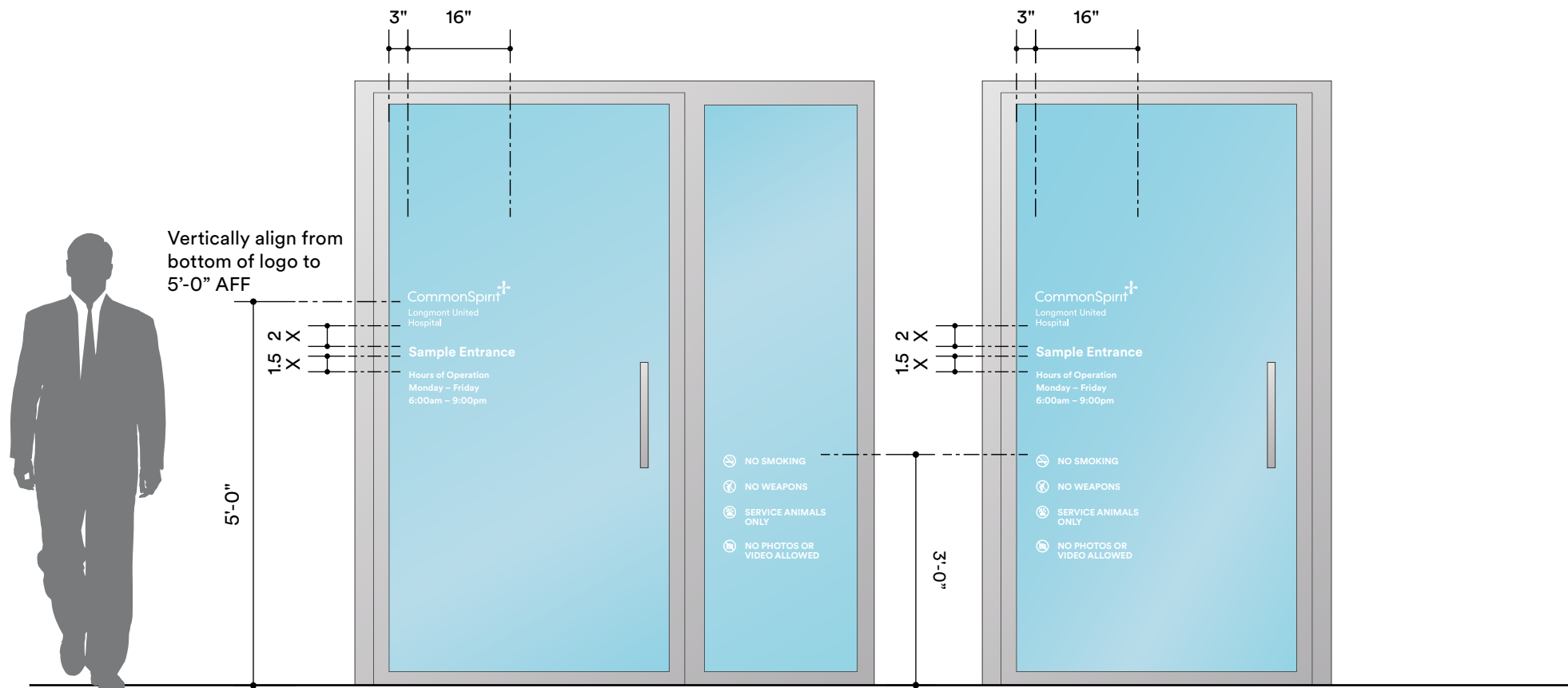


● Front View (DV.4)
Scale 1 1/2" = 1'

Graphic Element	Code	Height	Width
Logo	DV.1	5.4"	16"
Building ID & Hours	DV.2	Varies	Varies
Emergency Band	DV.3	5"	Varies
Ambulance Band	DV.3A	5"	Varies
Regulatory	DV.4	Varies	Varies

Guidelines

- Door vinyl should never be placed within 3” of the edge of frame to avoid overcrowding the panel
- **The logo is most prominent, followed by the entrance or provider name and services**
- Logos should be placed on the primary entrance door (left side) when possible, 5’-0” from the ground to the bottom of the logo. Maintain at a minimum 2X clear space from logo to messaging below
- **Service entity names and service lines** (or entrance names for on-campus hospital locations) should be placed below the logo on the main door if possible
- **Hours of operation** or other messaging with lower priority should be placed next to the door on a side pane if a entity name or service lines are present
 - Only if no entity name or service line is present (or if space is very restricted) should all copy be placed on the same pane
- **Regulatory vinyl** should be least prominent, with a preferred minimum mounting height of 3’-0” to the top, on a different glass panel wherever possible



Front View Single Door (DV.1, DV.2, DV.4)

Scale 1/2" = 1'

Overall Guidelines

- The logo is most prominent, followed by the entrance or provider name and services
- Regulatory vinyl is always low and to the right to be separated from the logo and messaging
- Building name and hours of operation are aligned to the left of the main door with at least 2X clear space for the logo and 3” minimum space on the side

Situation 1: Optimal distribution

- Logo on main door at preferred height
- Provider name and/or services with hours of operation are on the main door beneath the logo. If this is not possible see Situation 3 for reference

Situation 2: Crossbar on the main door

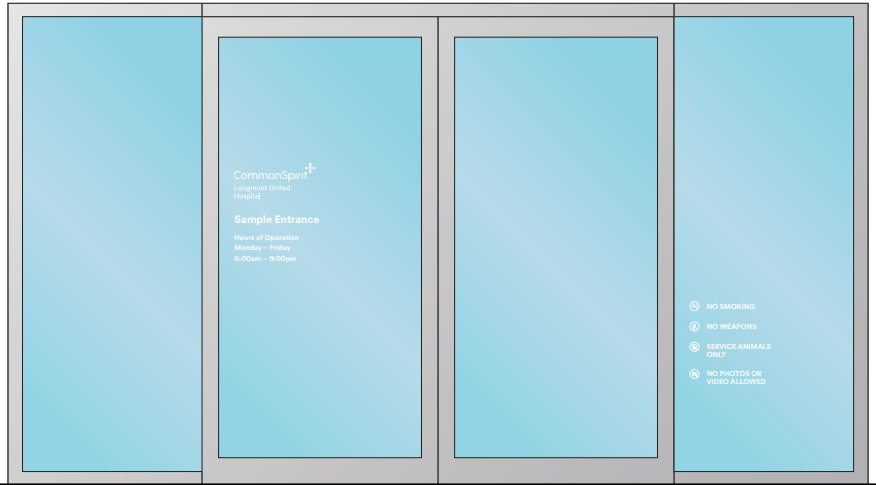
- Logo on main door is slightly above preferred height to avoid the cross bar
- Provider name and/or services with hours of operation are on the main door beneath the logo. If this is not possible see Situation 4 for reference

Situation 3: Automatic door vinyl on the main door

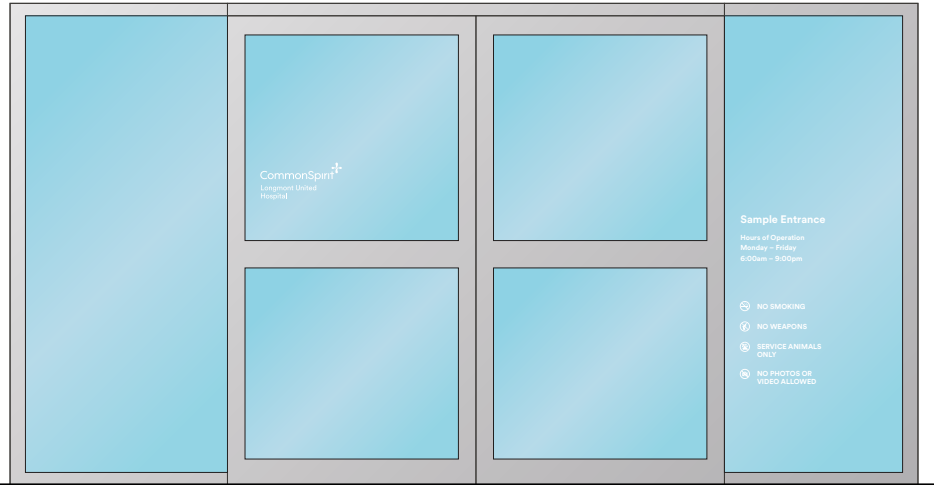
- Logo on main door is slightly above preferred height to maintain clear space
- Provider name and/or services with hours of operation are placed at the next available clear panel (preference to the right side)

Situation 4: Both crossbar and automatic door vinyl

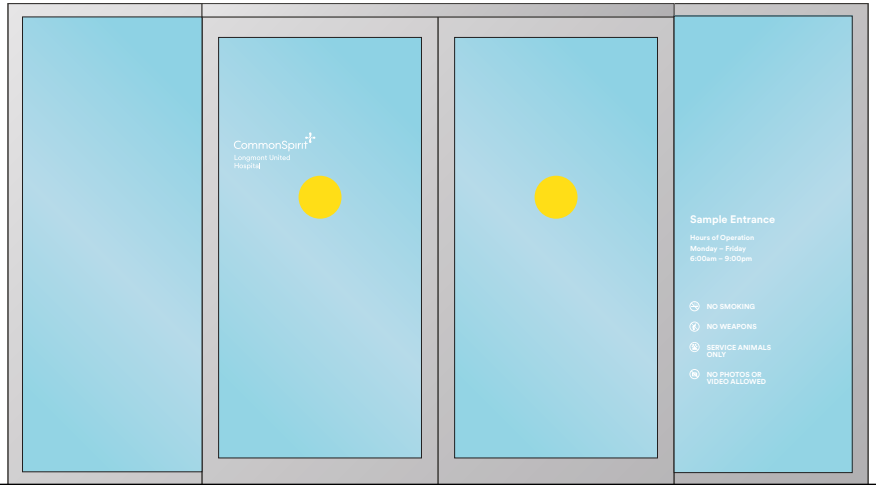
- Logo is shifted to the top where it will not compete with the automatic door vinyl while maintaining 1/2X minimum clear space below
- Provider name and/or services with hours of operation are placed at the next available clear panel (preference to the right side)



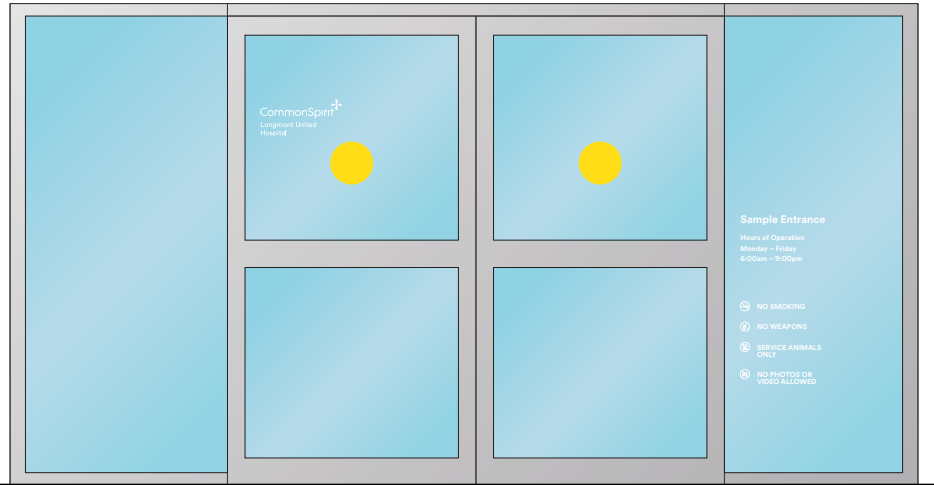
● Situation 1: Optimal distribution
Not to Scale



● Situation 2: Crossbar on the main door
Not to Scale



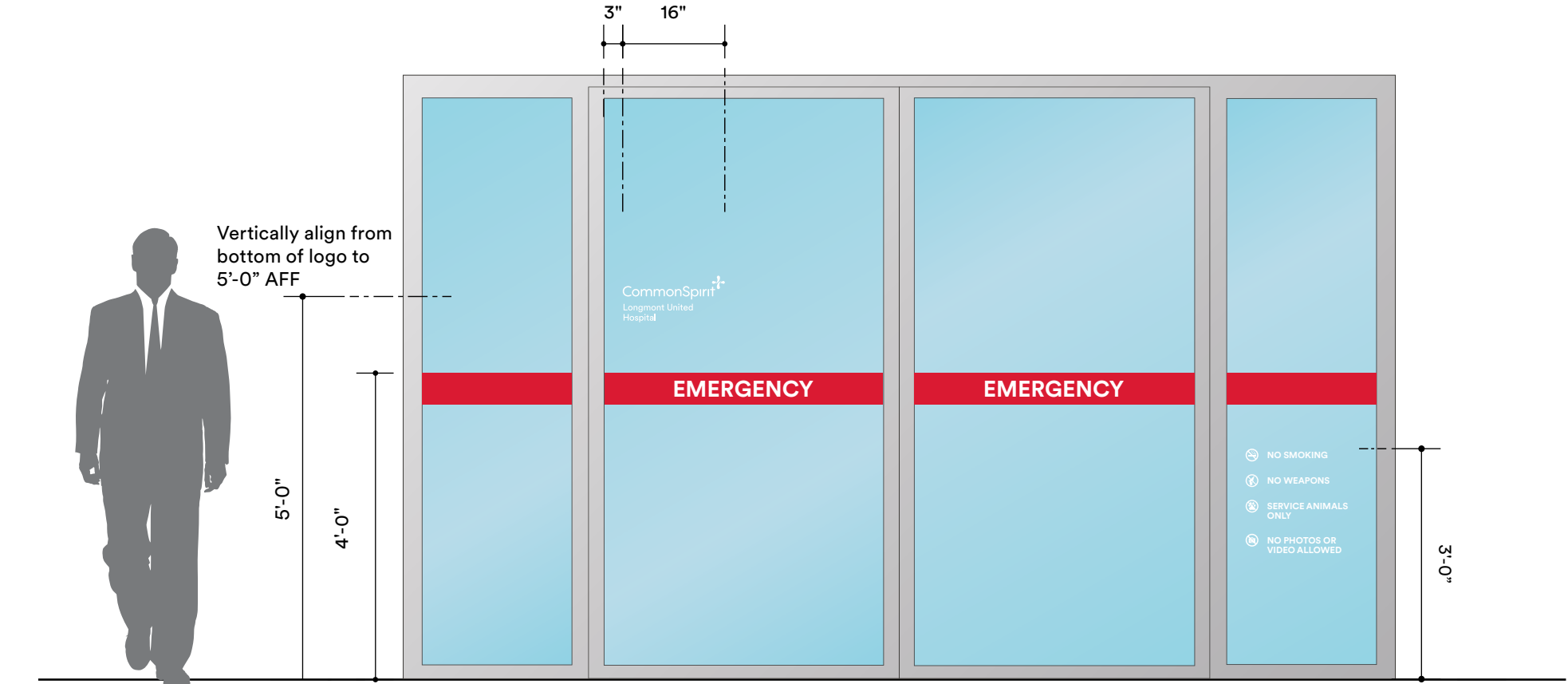
● Situation 3: Automatic door vinyl on the main door
Not to Scale



● Situation 4: Both crossbar and automatic door vinyl
Not to Scale

Guidelines

- Emergency bands should span the width of the glass and “EMERGENCY” copy should only be placed on doors that open and static doors use only the band. Text to be center-aligned within the band
- **Emergency band is the most prominent followed by the logo and then entrance or provider name and services**
- Logos should be placed on the primary entrance door (left side) when possible, 5’-0” from the ground to the bottom of the logo. Maintain at a minimum 2X clear space from logo to messaging below
- **Service entity names and service lines** (or entrance names for on-campus hospital locations) should be placed below the logo on the main door if possible
- **Hours of operation** or other messaging with lower priority should be placed next to the door on a side pane if a entity name or service lines are present
 - Only if no entity name or service line is present (or if space is very restricted) should all copy be placed on the same pane
- **Regulatory vinyl** should be least prominent, with a preferred minimum mounting height of 3’-0” to the top, on a different glass panel wherever possible



● Front View (DV.1, DV.3, DV.4)
● Scale 1/2” = 1’

Guidelines

Emergency bands further disrupt the placement of other vinyl elements but take priority due to the nature of the messaging

Situation 1: Optimal distribution

- Logo on main door at preferred height
- Hours of operation and other messaging are grouped on the side pane, split above and below the band with 3” minimum space
- Emergency band is at preferred height
- Regulatory vinyl is low and to the right

Situation 2: Crossbar on the main door

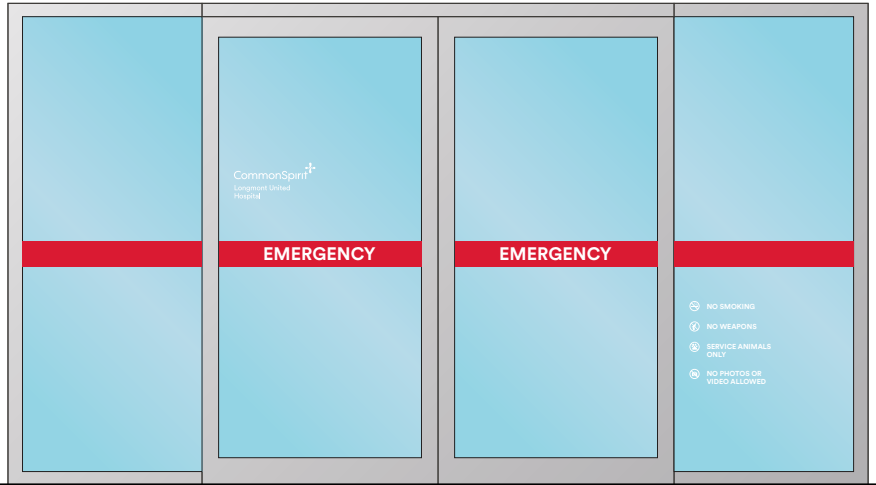
- Emergency band has been shifted to account for the crossbar
- Hours of operation and other messaging are grouped on the side pane, split above and below the band with 3” minimum space

Situation 3: Automatic door vinyl on the main door

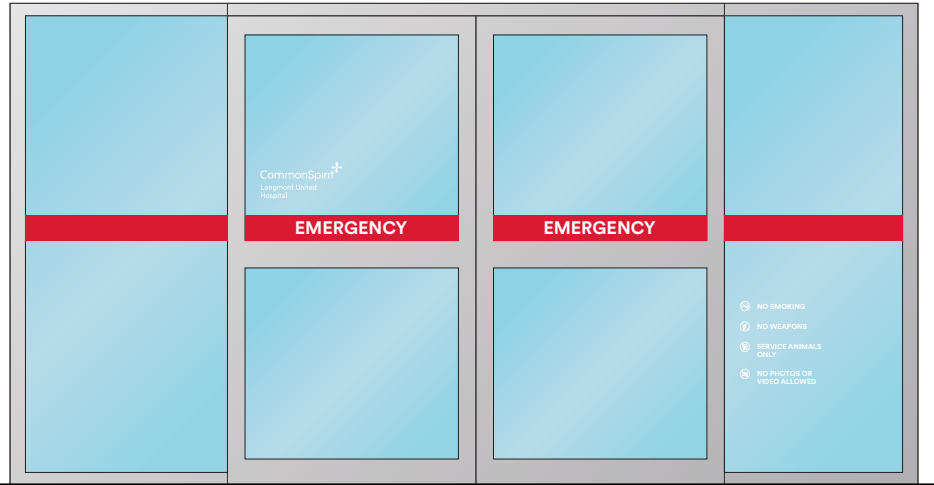
- Logo on main door is slightly above preferred height to maintain reduced clear space
- Maintain 3” clear space around vinyl obstructions
- Emergency band is at preferred height
- Hours of operation and other messaging are grouped on the side pane, split above and below the band with 3” minimum space

Situation 4: Both crossbar and automatic door vinyl

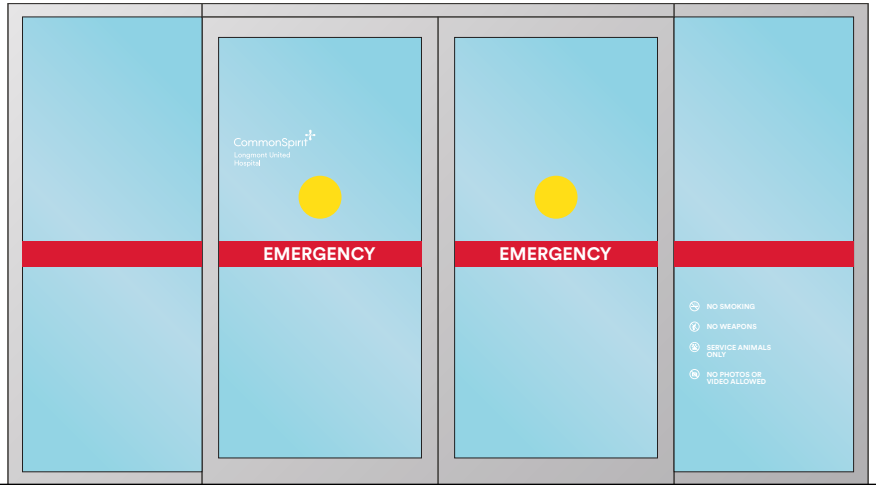
- Logo is shifted to the top where it will not compete with the band and the automatic door vinyl while maintaining 1/2X minimum clear space below
- Maintain 3” clear space around vinyl obstructions
- Emergency band has been shifted to account for the crossbar
- Hours of operation and other messaging are grouped on the side pane, split above and below the band with 3” minimum clear space



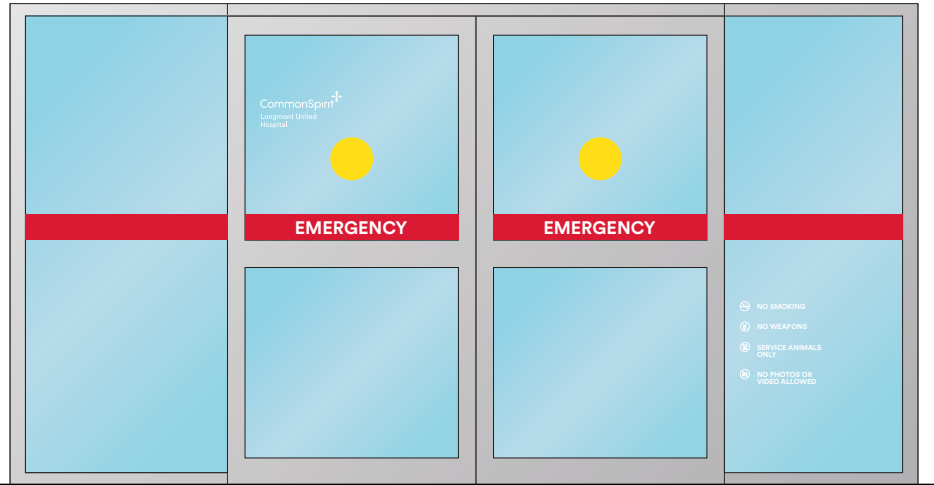
● Situation 1: Optimal distribution
Not to Scale



● Situation 2: Crossbar on the main door
Not to Scale



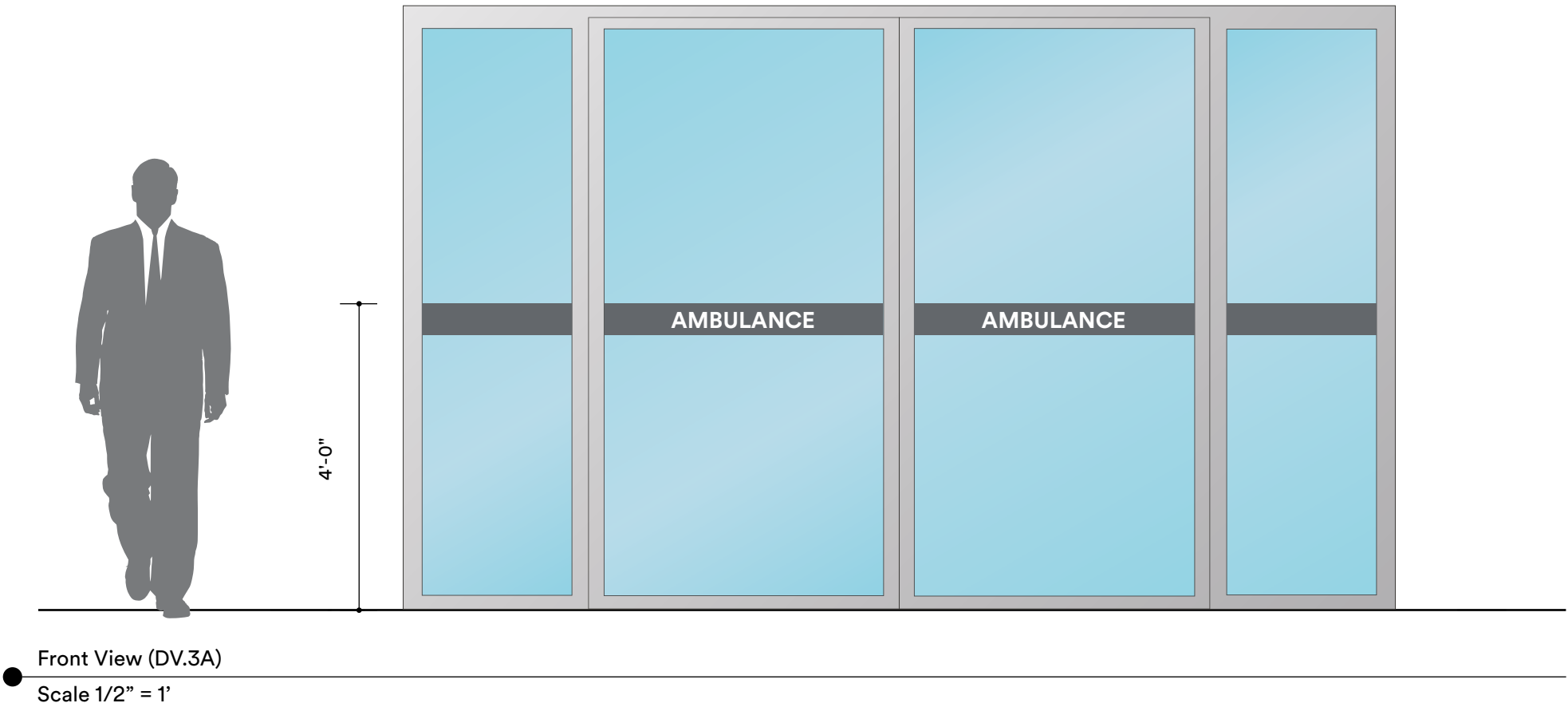
● Situation 3: Automatic door vinyl on the main door
Not to Scale



● Situation 4: Both crossbar and automatic door vinyl
Not to Scale

Guidelines

- Ambulance bands should span the width of the glass and “AMBULANCE” copy should only be placed on doors that open and static doors use only the band. Text to be center-aligned within the band
- Ambulance entrance does not require logos, hours or regulatory messaging



Situation 1: Optimal distribution

- Ambulance band is at preferred height

Situation 2: Crossbar on the main door

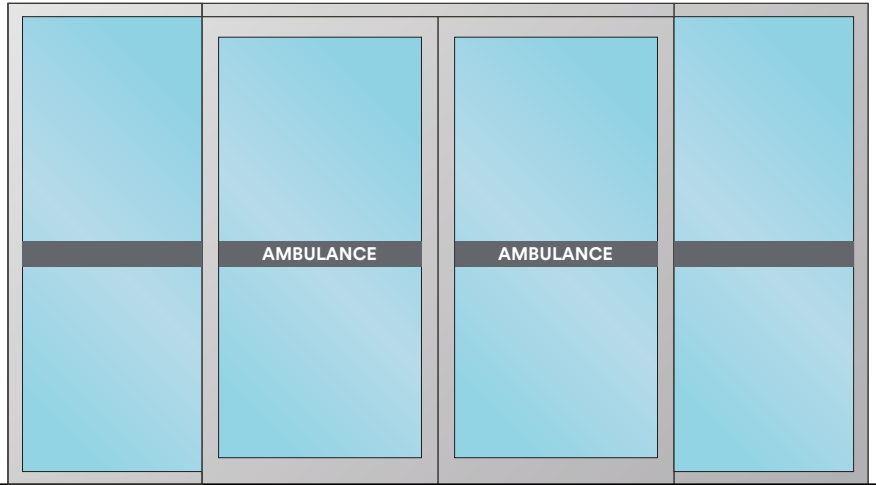
- Ambulance band has been shifted to account for the crossbar

Situation 3: Automatic door vinyl on the main door

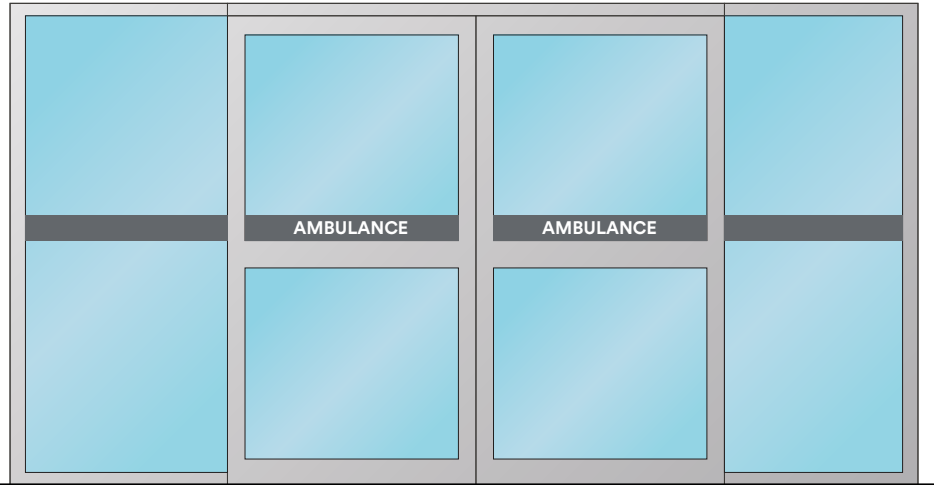
- Ambulance band is at preferred height

Situation 4: Both crossbar and automatic door vinyl

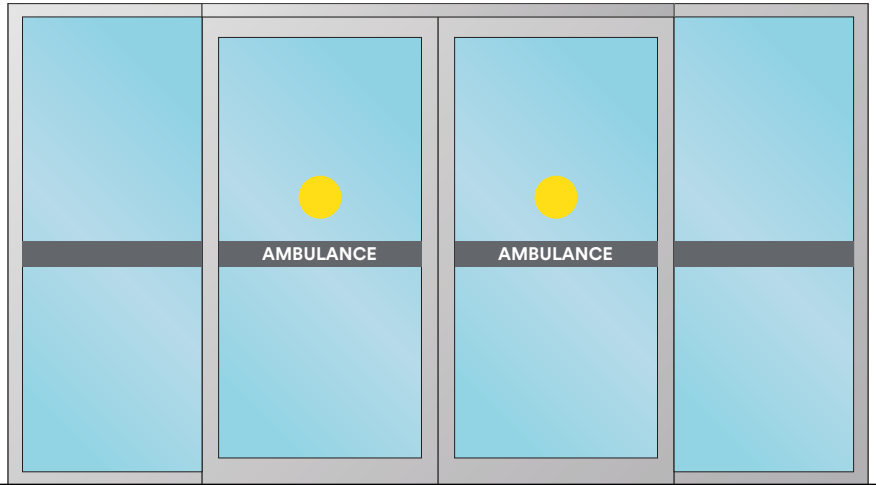
- Ambulance band has been shifted to account for the crossbar



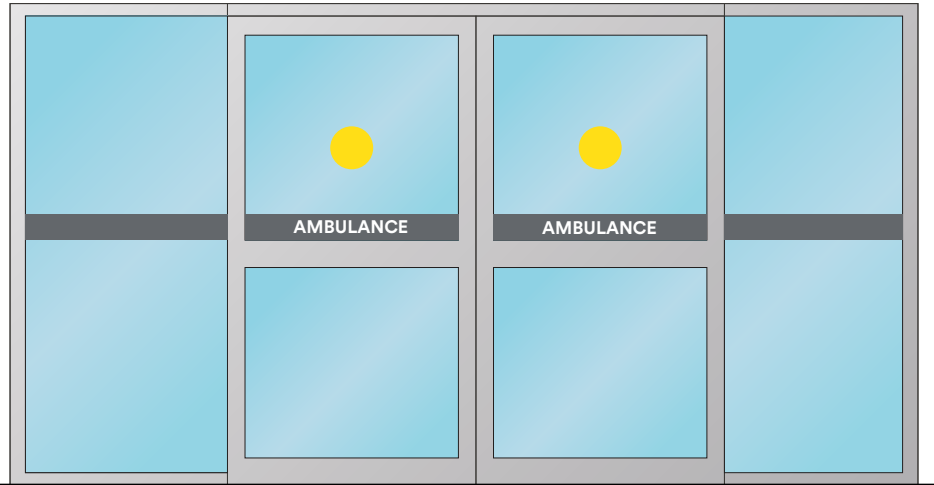
● Situation 1: Optimal distribution
Not to Scale



● Situation 2: Crossbar on the main door
Not to Scale



● Situation 3: Automatic door vinyl on the main door
Not to Scale



● Situation 4: Both crossbar and automatic door vinyl
Not to Scale

- 1

Logo, Messaging and Regulatory

Kisscut opaque white vinyl with transparent adhesive applied to first surface.
- 2

Door Bands

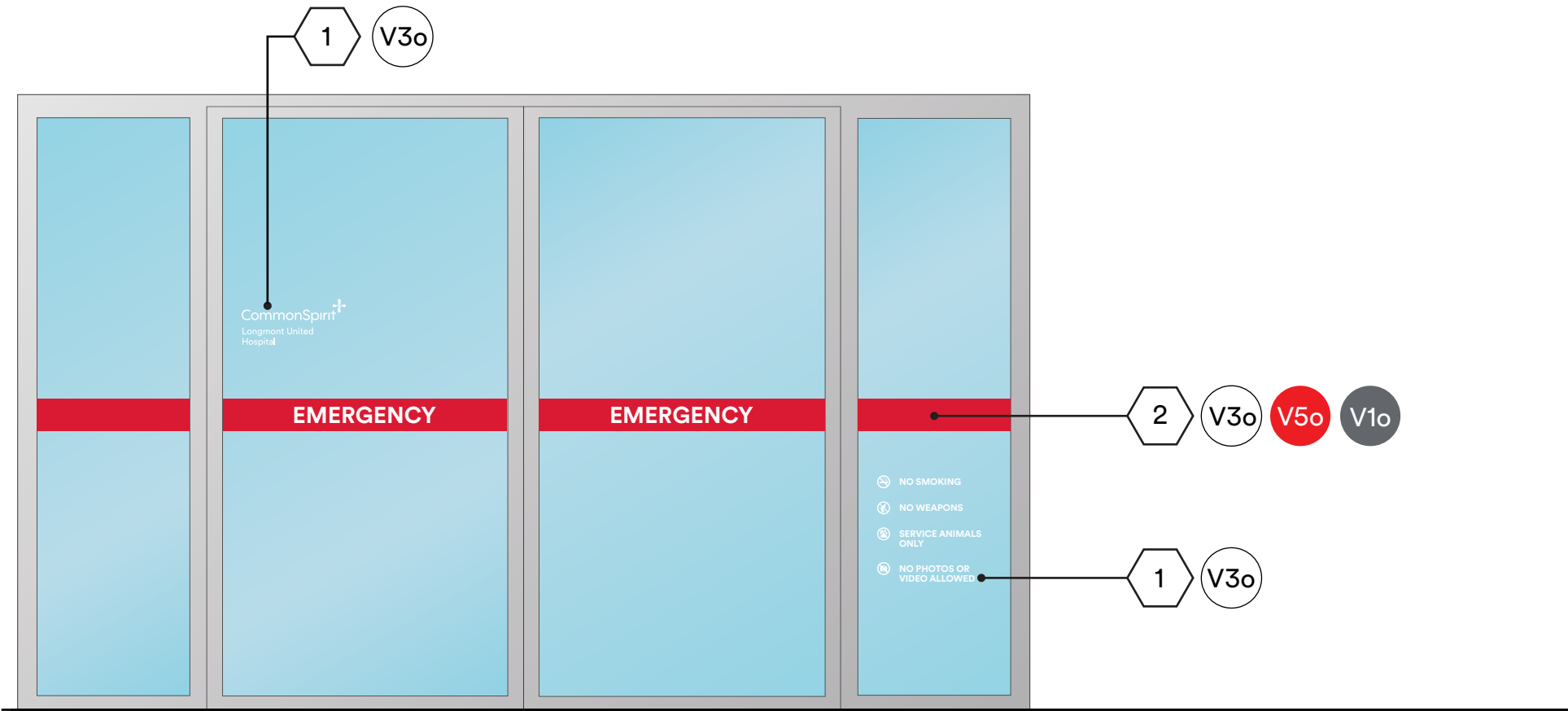
Opaque vinyl band with transparent adhesive and kisscut opaque vinyl message applied overtop.
- 3

Mounting Surface

Existing on-site window or door glass glazing. Clean surface prior to install.

SUBSTITUTIONS

! Bidders shall submit (with bids), written notification of all proposed substitutions from specifications. Substitutions are welcomed providing there is an improvement to the current specs. Substitutions of any kind shall be approved by BrandActive prior to any sign fabrication. Please make your recommendations accordingly.



● Front View (DV.1, DV.3, DV.4)

Not to Scale

09 Reception Signage

Placement

- Reception letters are placed in lobbies and high-traffic areas
- They should be visually centered to the desk or wall as appropriate
- Ensure clear space requirements are met and the surrounding wall is free of interfering elements
- Full color letters direct mount (preferred on light background)
- Reversed color letters direct mount (preferred on dark background)
- Metallic letters requires approval from the brand team

Illumination

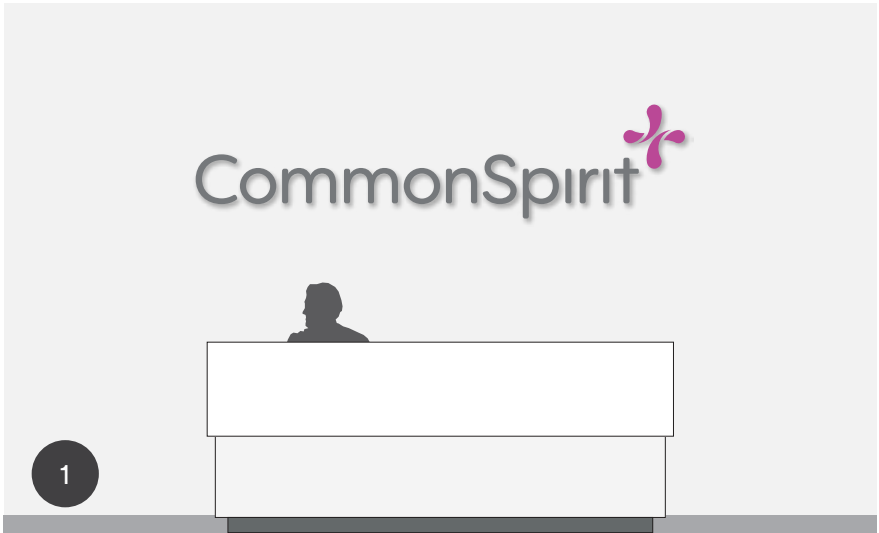
- Reception signs are non-illuminated

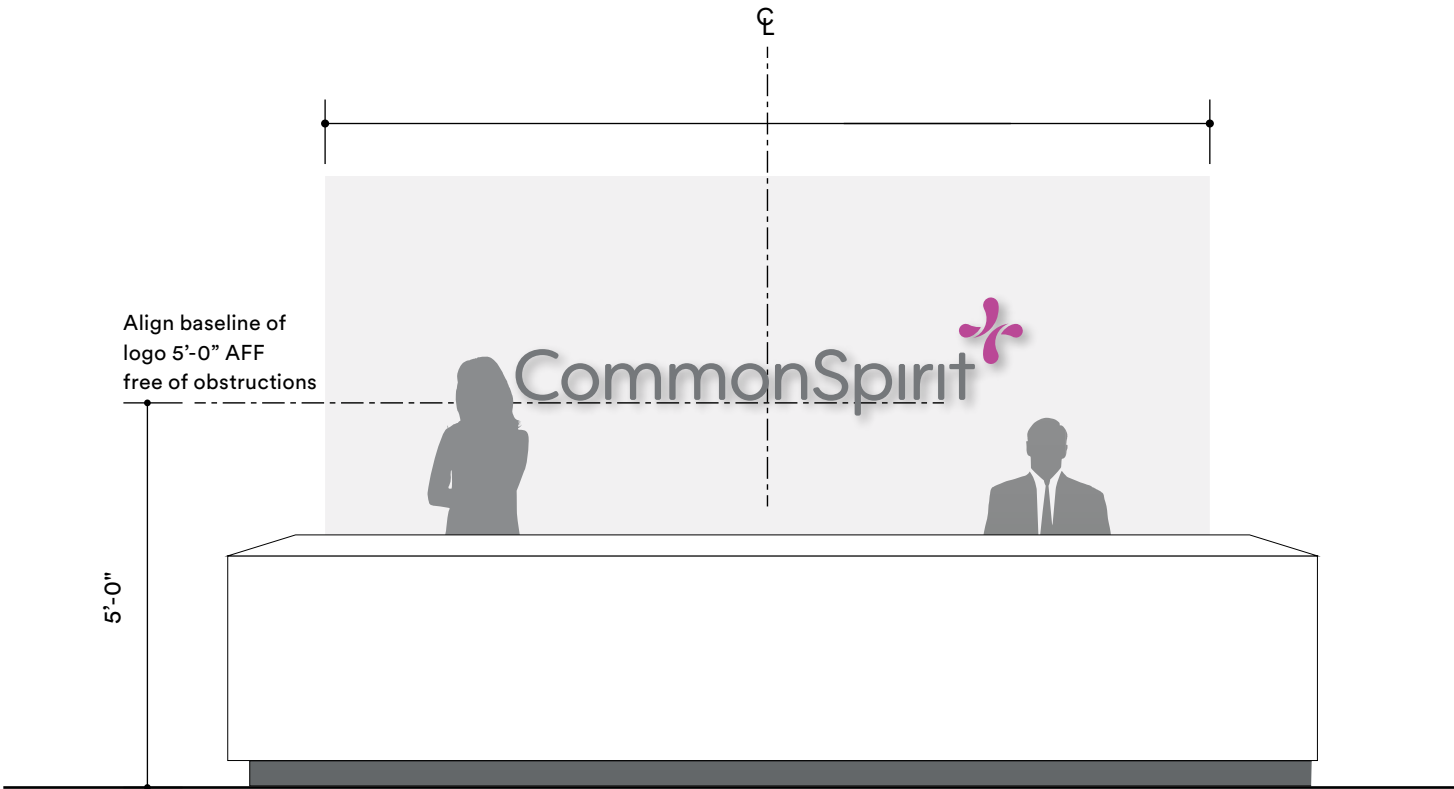
Restrictions

- Backer panels maybe required (e.g. cover wall damage)
approval from the brand team required

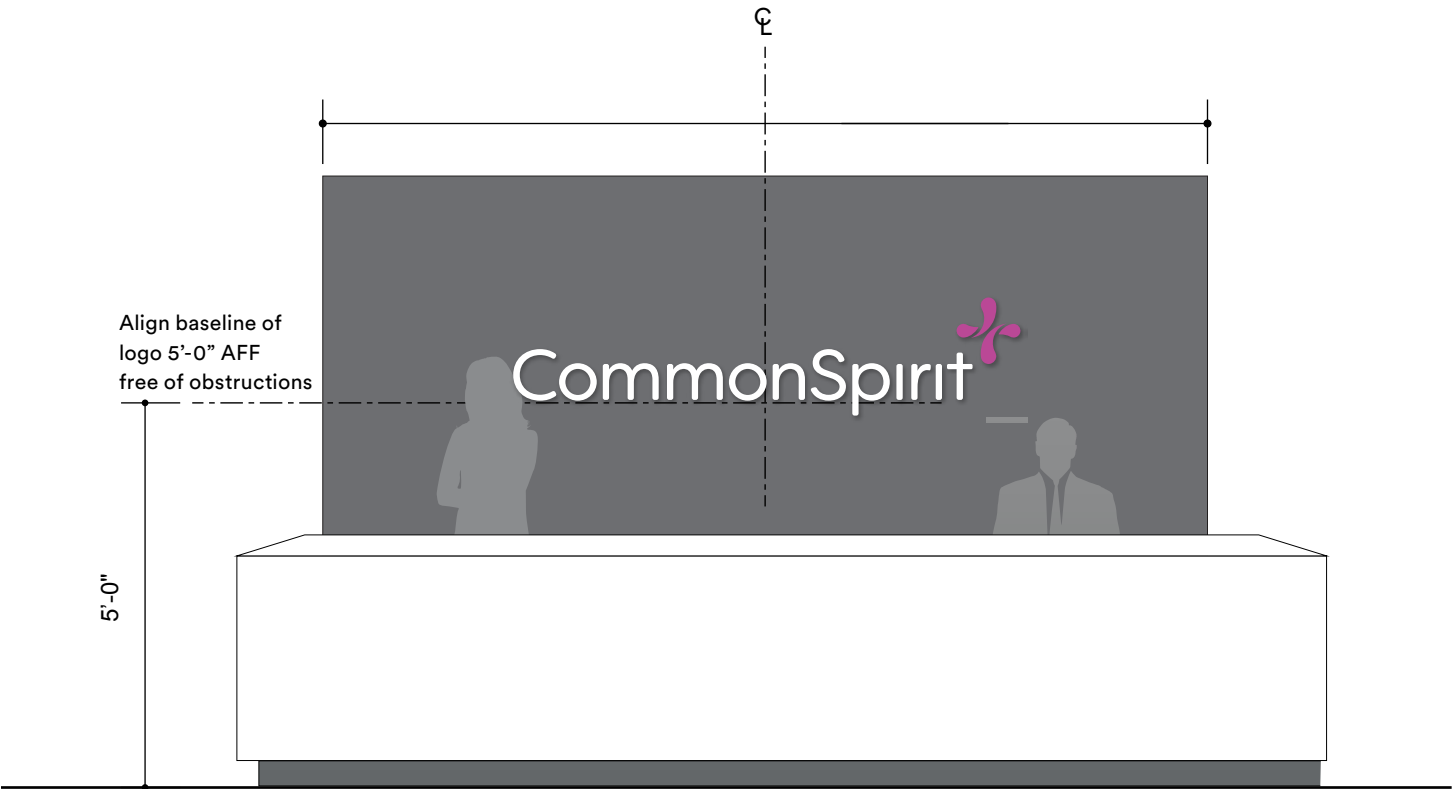
Legend

- 1 Full color logo (preferred)
- 2 Reversed logo
- 3 Metallic logo (requires approval by brand team)





● Front View (RL.C.24) - Flush Mounted
● Not to Scale



● Front View (RL.R.24) - Flush Mounted Reversed
● Not to Scale

Color	Reversed	Metallic	Height	Width	Depth
RL.C.12	RL.R.12	RL.M.12	12"	51.5"	1/4"
RL.C.18	RL.R.18	RL.M.18	18"	77.3"	1/4"
RL.C.24	RL.R.24	RL.M.24	24"	103"	1/4"

- 1

Letter Returns

1/4" thick clear acrylic face - returns painted to match as shown.
- 2

Emblem Faces

Painted as shown. No visible fasteners. Letters are to appear seamless.
- 3

Wordmark Faces

Painted as shown. No visible fasteners. Letters are to appear seamless. Utilizing laser or water jet to cut to achieve crisp details
- 4

Mounting Hardware (not shown)

Pin-mounted flush to wall complete with silicone (mounting hardware and application may vary).
Alternate panel mount: panel to be 1/2" thick (by approval only)
Refer to Channel Letter for panel alignment
- 5

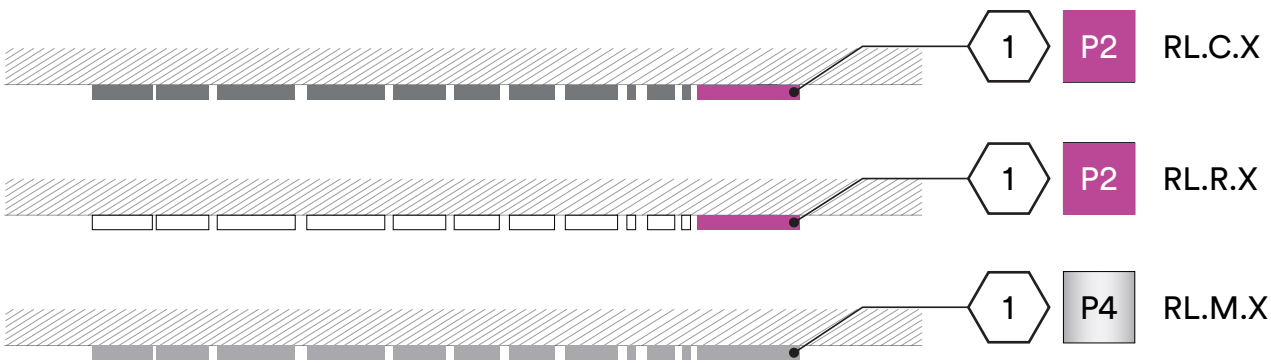
Wall (not shown)

Structures and substructures will vary by construction per location.

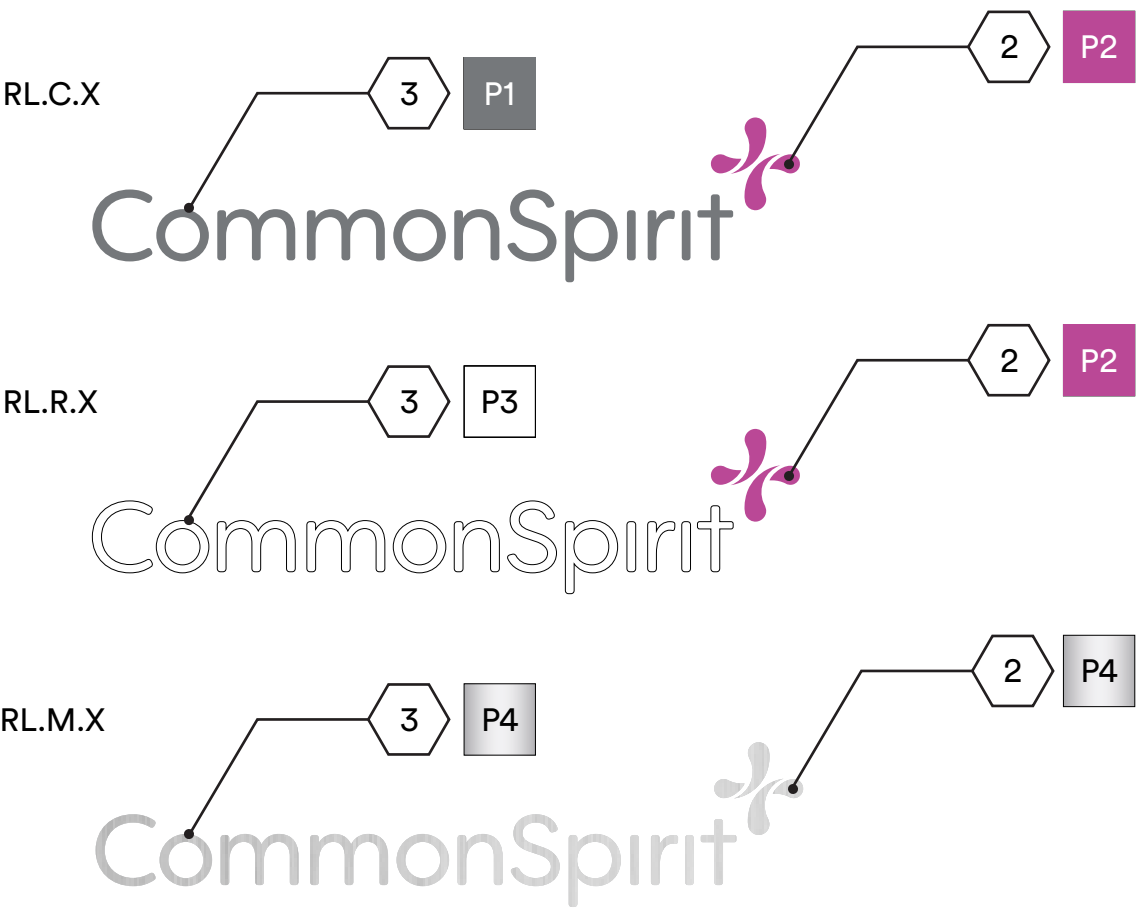
!

SUBSTITUTIONS

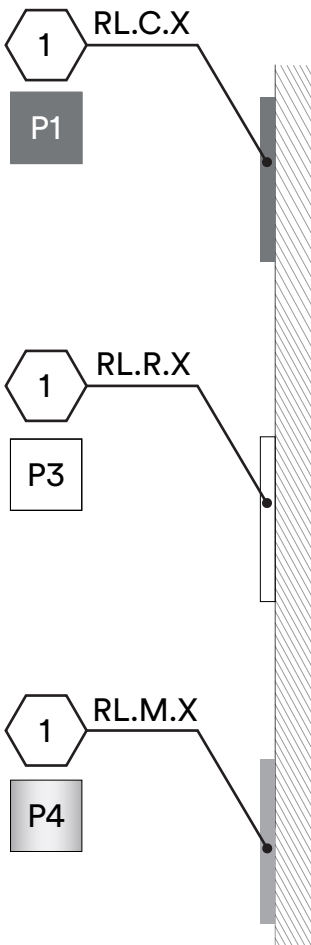
Bidders shall submit (with bids), written notification of all proposed substitutions from specifications. Substitutions are welcomed providing there is an improvement to the current specs. Substitutions of any kind shall be approved by BrandActive prior to any sign fabrication. Please make your recommendations accordingly.



● Top View (RL.X.X)
Not to Scale



● Front View (RL.X.X)
Not to Scale



● Side View (RL.X.X)
Not to Scale

Prepared By
BrandActive