# **University Park**

WAYFINDING SIGNAGE PROGRAM CONCEPTS

FUEL Creative Group Sacramento, CA

Date Issued: 9/13/13 Latest Revision: 7/10/14



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2321 P Street, Second Floor Sacramento, CA 95816 916-669-1591

fueicreativegroup.com

Project: University Park Wayfinding Sign System

Client:

Grupe Commercial Real Estate

Designer: FUEL Creative Group

Date Issued: 9-13-13 Drawn By: Steve W.

Revisions:

3/4/13



IND Drawing Sheet Index

# Design Notes on University Park

# 1. Goals

#### A. Wayfinding

Allow users to find their way around the complex from entrance to destination, and back again.

#### B. Placemaking

Sew the diverse complex together and project the University Park brand consistently throughout.

#### C. Safety

Add to the safety of the development by making sure everyone knows where they are, how to get where they are going and how to exit. At night, signage can be another source of comforting points of light.

#### C. Future

Be flexible enough to last a long time and expand and adapt to the changing nature of the complex.

# 2. Site Assessment

# A. Large and Diverse

The large campus consists of newly developed retail space, historic properties on wide streets with set-back sidewalks, incubator/industrial areas and mixed use. The buildings vary from modern to historic, and from 2,000 square foot converted homes to 20,000+ square foot office buildings, with both single and multiple tenant scenarios.

While large in scope, two distinct entrances with existing pylon signs and a consistent perimeter fence keep the property well defined.

Two main roads are well defined, but the growth of the property over the years have left some parking lots merging into others such than when outside of the main streets, it can feel more like you are driving from lot to lot with little edge definition. The future plans take care of much of this problem, but the signage can play a significant part in forming the edges of each area and promoting proper flow.

# B. Magnolia Frontage

As you drive north on the tree-lined streets you are presented with a suitably down-played gated entrance to the park, then quickly by the official Magnelia entrance made prominent by dual pylon signs. The pylons work very well, setting a good tone for the complex.

# C. Department of Mental Health Island

Shortly after the magnolia entrance University Park gives way to the Department of Mental Health facility and the frontage degrades. This leaves you with two entrances that do not connect at a corner.

# D. Harding Frontage

The Harding frontage lacks a fence to give the public access to the retail component of the complex. This works well, and the entrance with the roundabout again serves a very good focal point and branding asset.

The roundabout off of Harding slows the traffic and the feel of the complex down well. There is a future secondary entrance off Harding to the west of Fresh & Easy

#### E. Existing Signage

New stop signs, street signs and other traffic signs are in place and were used in the development of the signage in this package. There are several targe masonry monuments as well that we are proposing replacing.

#### F Water Tower and Blank Walls

The large water tower seems like an underutilized focal point (but this may just because the take area was not developed at the time of my visit), and we discussed the varying ideas for murals on some of the large wall-spaced available.

#### G. Tenant Signage

Currently large established tenants are allowed sigange on-building but are also relying on sandwich boards to get some real street presence-particularly on the magnolia side. The newer retail spaces are all being allowed on building signage as the Dialysis center has, it is presumed.

# 3. Recommendations

#### A. Large and Diverse

Make sure the edges of the complex are defined well, and that one parking lot does not bleed to another without a sense of transition-signage can have a big impact here. When you see a sign, you are being told that you are at a transition

# B. Magnolia Frontage

There is an opportunity here to push a wayfinding sign close to the entrance as the first in the wayfinding chain from this point, and a way to draw visitors in by giving them a quick glimpse of the businesses within.

#### C. Department of Mental Health Island

It's our opinion that it is important that this area not be confused with the Complex as it shares little in common from a brand perspective.

When I walked the area (although it is still being developed) I would have liked to see more definition between the Dialysis parking lot and the Dept. of Mental Health property-hedges, the fence continued, something that let me know I was clearly in the Complex still and isolated from that area visually. Signage into and out of this area is important.

# D. Harding Frontage

The roundabout off of Harding slows the traffic and the feel of the complex down well, but it will need to be signed well to make people feel confident ravigating it-especially since this might end up being the main entrance for visitors to 'office A' and 'office B' which isn't apparent immediately since it means driving through the retail parking lot.

The secondary entrance for Fresh & Easy poses an interesting opportunity; do you add a third, but secondary signed entrance to the complex or leave it as two. with that entrance being available but unsigned except as it will be presumed an

entrance to the retail stores? Our recommendation is to leave it unsigned (or VERY subtly signed as shown on the LOC map) and allow the main entrance to be the starting point for visitors.

#### E. Existing Signage

In general we suggest that certain large buildings/tenants be granted these monument signs to keep costs down and to keep the complex from being 'cut up' in hierarchy. The small buildings will not look good with a large monument, and the large buildings begin to dominate.

The large water tower seems like an underutilized local point (but this may just because the lake area was not developed at the time of my visit), and we discussed the varying ideas for murals on some of the large wall-spaced

#### F. Water Tower and Blank Walls

We suggest branding the water tower with the University Seal so it is visible from

We also think there are several walls that could be used as placemaking opportunities by hiring local artists tying the complex to the community even more and giving it a vibrancy that will compliment the peace park and all of the new life springing forth from the complex. Stockton has taken a beating in the last decade and this may match the craving of its citizens (this is just intuition since i don't live there obviously). The walls we suggest are the back of sequoia half the west side of the High School facing the planned roundabout (this one would be even better if it somehow was a mural with the school name in it). Without seeing the other buildings in place it is hard to say where the other opportunities would he, it would be nice to see another visible from the lake area, perhaps on the back of 'Pad D' or 'Office A', and another pushed out into the mixed use area. You could also use light-pole flags with local art throughout the complex to extend the idea without it becoming over-worked.

The key to the murals in our opinion is having them be highly meaningful/connected to the community.

For the retail area-primarily buildings within site of Harding, and the space immediately to the north of the Magnolia entrance—we suggest you allow all to have on building signage if desired. If a building has a large tenant AND the building architecture allows for a graceful on-building solution AND the business needs it (we realize this is subjective, but Kaiser Hospital and a commercial bakery have two very different visibility needs) it should be allowed within the complex-otherwise don't clutter the old buildings with new signs. Let the wayfinding system do the work.

It would be hard to write a good signage guidelines document for the complex with all the variety that exists. We do recommend that you require all signage to meet some minimums (tabricated aluminum letters with 3/4" offset, if lit, require Halo illumination, and allow for the option of face lit if it is in the retail areas).



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Date Issued: 10-8-13

Drawn By: Steve W.

Revisions:



DES Design Notes

# **Fonts**

FILOSOPHIA SMALL CAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

# Colors & Finishes (2 Submittals required for all colors & materials shown here)



ALL COLORS LISTED HERE MATCH ON-SITE ELEMENTS. BUILDER TO SURVEY AND MATCH COLORS.



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Revisions

R1. 6-25-13 R2. 3-4-14

MAT Materials

# Fabrication Requirements (Page 1 of 2)

This document details the exterior waylinding sign system for the University Park Campus located in Stockton, CA. It is expected that the builder of this sign package meet at of the following quality and performance requirements. Acceptance of these drawings by the Sign Builder constitutes agreement to comply with the following conditions.

# 1. General

# A. Proprietary Information

All designs, instructions, layouts, and plans contained in these drawings are the preparty of the Owner for use on this specific project. This information is confidential and may only be distributed in association with a bid request, or to the sign Builder selected to fabricate the final sign package. Permission from the Owner must be obtained in writing before disseminating this information to any other individuals.

#### B. Interpretation of Drawings

When reviewing these Drawings...

- 1. Written dimensions take precedence over any other implied dimension.
- Material notes take precedence over materials visually implied on the drawings.

# 2. Pre-fabrication

# A. Proposal Requirements

- The proposal shall include all costs needed to complete fabrication, and
  installation of all items in this document, including but not limited to:
  materials, labor, permitting requirements and equipment. The proposal shall
  adhere to all tabrication, performance and material requirements detailed in
  this document.
- For purpose of comparison, when bidding on this project, use all of the specific materials and tabrication methods called out in this document. Upon selection the Sign Builder is ancouraged to suggest alternate materials or mothods which maintain the design of the signs but improve performance. In all cases any deviation from these drawings must be approved in writing by the Owner.

# B. Construction Drawings

 This package does not contain completed construction drawings or eorresponding stamped engineering. The proposal shall include all costs associated with creation of construction drawings, ongineering and permitting required to fabricate and install signs. Any costs to rework the drawings must be included in the proposal.

# C. Submittals

 The selected Sign Builder is responsible for providing all submittals as outlined in this bid package. The Owner will review all submittals to make sure design integnty is maintained. All other requirements are the responsibility of the Sign Builder.

All materials and finishes are subject to revisions prior to final approval of all submittals. Submittals must be received with enough time to review and maintain schedule.

# 3. Fabrication/Installation Requirements

# A. Permitting and Code Compliance Requirements

The Sign Builder will secure all required permits, inspections, insurances and tests required by Local, State and Federal agencies. The Sign Builder is also responsible for verifying that all elements of this document meet all code requirements including ADA, OSHA and any environmental regulations. Any revisions to this document or resulting construction drawings must be approved by the Owner prior to tabrication.

# B. Sign Engineering/Structure Requirements/Additional Engineering Costs

Sign builder is responsible for any engineering costs associated with sign fabrication.

# C. Electrical Requirements

Electical and data will be provided by Owner to within 6 feet of final sign location. All additional electrical will be provided by sign builder and all work must be in compliance with NEC and all other required codes. All components to be UL

- A list of electrical requirements will be provided bo Builder along with all necessary location drawings etc. This will be provided in a timely manner that allows the project to maintain schedule.
- All electrical hardware installed will be concealed (i.e. not detectable by any normal means from vehicular or pedestrian traffic). All components will be easily accessible for servicing.

# D. Lighting Requirements

The Sign builder is responsible for the design of all internal lighting elements and structures called for in these drawings.

- 1. All components will be easily accessible for servicing.
- Unless otherwise specified, the internal space of all lit signs will be painted matte white to enhance reflectivity.
- All components will follow required codes or regulations and manufacturers recommendations.

# E. Labeling Requirements

Unless atherwise required by code, labels (manufacturer's or otherwise) shall not appear on any completed element.

# F. Fonts and Other Artwork Requirements

Digital layouts for all signs are available in Adobe illustrator CC format or as requested (if a supported format). All final layouts are the responsibility of the Sign Builder.

All tents required shall be purchased by the Sign Builder. No substitution of fonts will be allowed.

# G. Site Coordination Requirements

The enclosed location plans are approximate. The Sign Builder is responsible for verifying all final locations. If a discrepancy is found between this document and the actual building, or if field conditions prohibit sign placement or functionality the Sign Builder will notify Owner, and suggest a resolution and receive written or before beginning production.

 All required lockings, connections, mounting and fasteners are the responsibility of the Sign Builder. The Sign Builder will provide the Owner or General Contractor with required drawings or templates required allowing enough time to maintain schedule.

# H. Safety and Responsibility Requirements

The Sign Builder is responsible for all necessary precautions to ensure public and property safety during sign installation per OSHA Safety Requirements.



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Project:

University Park Wayfinding Sign System

Client:

rupe Commercial Real Estate

Designer: FLIFI Creative Group

Date Issued: 9-13-13 Drawn By: Steve W.

Revisions:

81. 6-25-1

SW

FAB-1
Fabrication Requirments 1

# Fabrication Requirements (Page 2 of 2)

# 4. Material Requirements

# A. New Material Requirement

All materials used to tabricate any and all components will be new and taken from the newest of the Sign Builder's supply of that material.

# B. Free From Defect Requirement

All materials used to fabricate any and all components will be free from defects of any kind.

# C. Paints and Finishes

All paints and finishes shall match exactly the color, finish, texture and manufacturor noted. All protects, primers, coatings, finishes, paints etc. shall be applied in strict accordance with the manufacturer's specifications and recommendations to ensure the highest possible level of UV light resistance, weatherability and overall longevity for both the materials indicated and any and all environmental conditions which exist at the final install locations.

 All paints and finishes shall be warranted against failure (color fading, UV damage, cracking, peeling, blistering or any other defect) for at least five years from date of Owner's acceptance.

#### D. Metala

Metals shall be tree of defects impairing strength, durability or appearance. Unless otherwise noted all metals shall be the best commercial quality for the purposes specified, and all visible soams are to be continuously welded, filled and ground smooth. Any and all sheet metal shall have brake formed edges with radii not greater than sheet thickness. All metals must be treated to prevent corrosion and staining of other finishos.

#### E. Fasteners

Unless eitherwise noted, all fasteners will be corrosion and oxidation resistant and tamper-proof. Unless noted, all fasteners will be painted to match adjacent surfaces. Concealed fasteners will be corrosion and oxidation resistant to prevent staining of other surfaces.

#### F. Vinyt

All vinyt shall match the colors and finishes noted exactly. Unless noted, all vinyt shall be applied in strict accordance with the manufacturer's specifications and recommendations to ensure the highest possible level of UV light resistance, weatherability and overall longevity for both the materials indicated and any and all environmental conditions which exist at the final install locations.

 All vinyt shall be warranted against failure (color fading, UV damage, cracking, peeling, blistering or any other defect) for at least five years from date of Owner's acceptance.

# 5. Project Completion

#### A. Punch Lists

Upon completion, the Owner will review all work in accordance with their contract with the Sign Builder and prepare a punch list detailing any unsatisfactory items. The repair/replacement of any work detailed on the punch list will be coordinated between the Owner and the Sign Builder.

#### B. Final Deliverables

Upon final Owner acceptance of the work, the Sign Builder will provide the owner with four copies of complete service and maintenance manuals for all products and thishes used in all components of the job. These manuals shall include, but is not limited to, warranty information, routine maintenance recommendations, manufacturer data and product specification site.

#### C. Warranties

Unless stated differently above, all installed elements shall be warranted against manufacturers defects, and defects in installation or workmanship for a minimum of one year.

All warranty periods shall begin on the date of Owner's acceptance of the work

# D. Repair & Upkeep Inventory

Please supply owner the following list of spare parts/supplies to ensure signs can be maintained.

- 1. 2 gallons of each paint color
- 2. 2 sets of spare hardware (any removeable nuts/bolts for all signs)
- 2 of each replaceable items (items that can be replaced in-field, such as finials, seals etc.—this does not include removeable sign faces)



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# Project

University Park Wayhnding Sign System

#### Client

rupe Commercial Real Estate

#### Designer:

PUEL Creative Group

Date Issued: 9-13-13 Drawn By: Steve W.

#### Revisions:

R1. 6-29-13 R2. 11-25-13 R3. 3-4-14



FAB-2
Pabrication Requirments 2



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tualcreativegroup.com

# Project:

University Park Wayfinding Stips System

# Client:

Grupe Commercial Real Estate

# Designer:

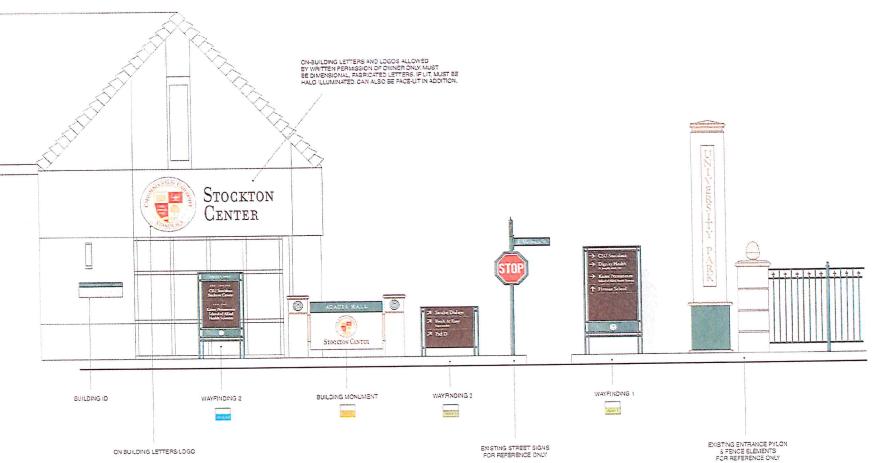
FUEL Creative Group

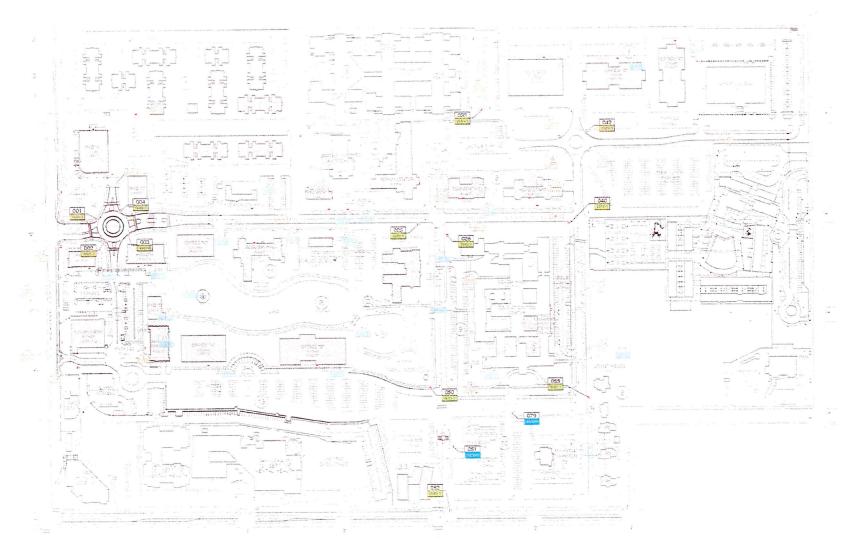
Onte Issued: 9-13-13 Orawn By: Steve W.

Revisions:



PROG Sign Progression







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tuelcreativegroup dom

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Revisions: R1. 6-25-13 SW R2. 11-25-13 SW R3. 3-4-14 SW R4. 6-30-14 SW R5. 7-10-14 SW

LOC Sign Location Plan



Column Cap. Painted University Brown
 B\*Dia, 1/2\* Dwep Cast and Paint Filled University Goven Plaque Must be Secured to Cabinet in a Tamper Proof Nanaer

3 1/8" Tall, 1/2" Painted Dimensional Letters.
Surface Painted - Cream

5 Removable Face Panel
Painted = Cream and University Green

6 4" x 4" Aluminum Angle Painted = University Green

7 3/4" Tall, 1/2" Deep Groove Detail Painted = Cream

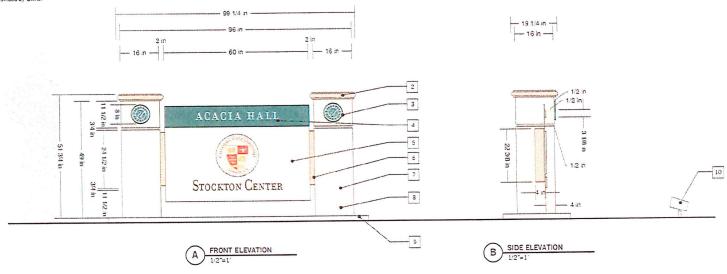
8 Fabricated Aluminum Cabinet Painted = Cream

9 Finished Concrete Mow Strip

Exterior Flood Lighting on Face of Sign. Lighting Provided by Owner



C ALTERNATE MULTI TENANT VERSION





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Revisions:

R1. R2. R3.

10/31/13 11/21/13 3/6/14

MON Building Monument





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Project:

University Park Wayninging Sign System

Client:

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Designer:

FUEL Creative Group

Date Issued: 3-4-13 Drawn By: Steve W.

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3/4/13 6/30/13 7/10/13

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MON-S1
Building Monument
Schedule 1



1 1/4" x 3"Metal Tube Painted = University Green

2 Surface Applied Vinyl Color = White

3 Surface Applied Vinyl Color = University Brown

4 1/8" Thick Vinyl Line Color = University Green

5 Aluminum Panel Painted = Black

5 Silk Screened Scal

7 Finished Concrete Mow Strip

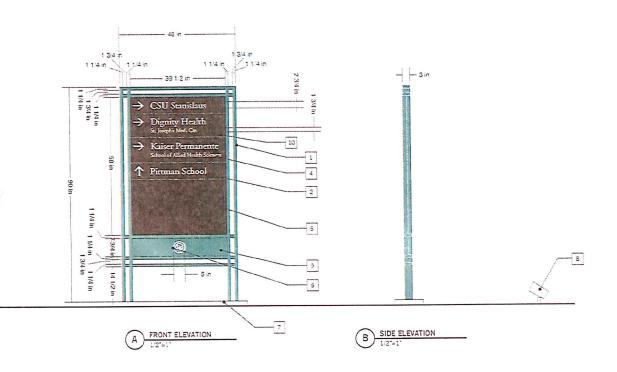
Exterior Fleed Lighting on Face of Sign. Lighting Provided by Owner

9 Aluminum Panel Painted = University Green

1/8" Thick Vinyl Line Color = University Green









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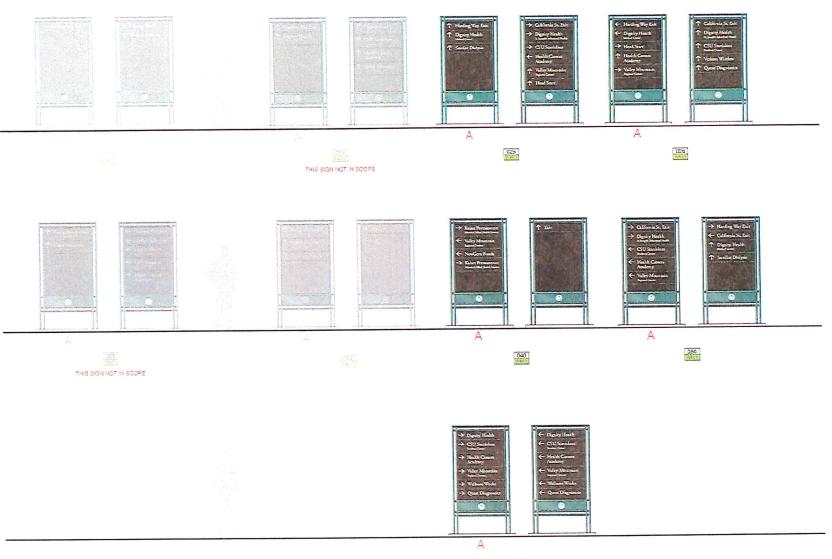
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11/21/13 3/6/14

WAY1 Vehicular Wayfinding

06,00



F B E L CABATIST 2004F

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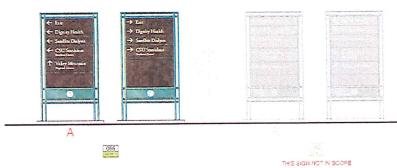
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WAY1-S1 Vehicular Wayfinding Signage Schedule 1





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Date Issued: 3-4-14 Drawn By: Steve W.

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3/4/13 7/10/14

WAY1-SS Vehicular Wayfinding Signage Schedule 2



1 1/4" x 3" Metal Tube Painted = University Green

3 Surface Applied Vinyl Letters Color = White

4 Surface Applied Vinyl Letters Color = University Brown

5 1/8" Thick Vinyl Line Color = University Green

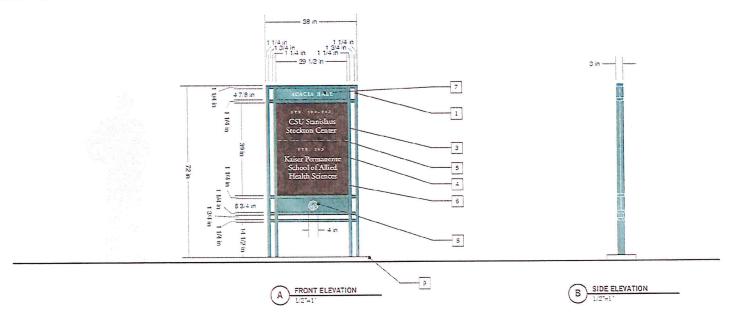
6 1/4 Thick Aluminum Panel Painted = Black

7 1/2" Thick, Applied Dimensional Letters Color a White

B Silk Screened Seal

9 Finished Concrete Maw Strip







1321 P Street, Second Floor Sacramento, CA 95316 916-669-1591

nueloreative-group.com

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University Park Wayfinama Sign System

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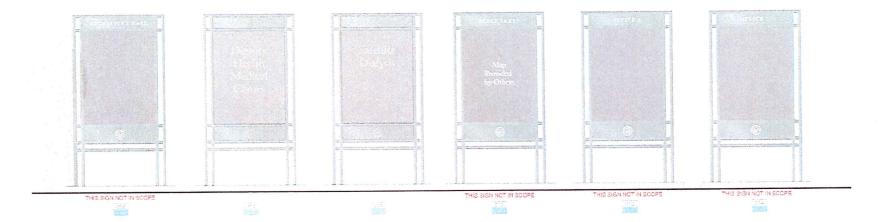
Date Issued: 9-13-13 Drawn By: Steve W

Revisions:

11/21/13 3/4/13

WAY2 Pedestrian Wayfinding 2





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Project:

University Park Wayneding Sign System

Client:

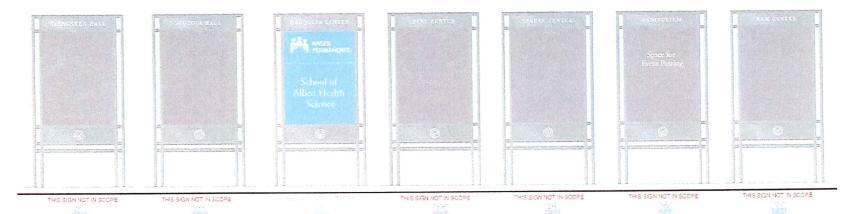
Grupe Commercial Real Estate

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11/21/13 3/4/13 7/10/14



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WAY2-S1 Pedestrian Wayfinding 2 Schedule 1







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Revisions: R1. R2. R3.

11/21/13 3/4/13 7/10/14

WAY2-S2 Pedestrian Wayfinding 2 Schedule 2

# Keynotes

1 1/4" x 3" etal Tube Painted • University Green

2 Surface Applied Vinyl Color = White

3 Surface Applie Vinyl Color a University Brown

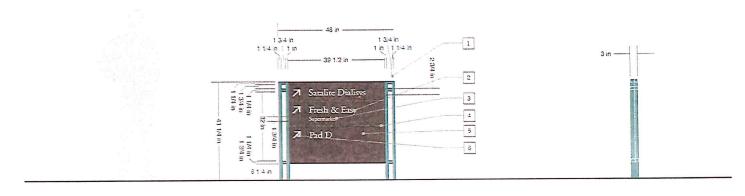
4 1/8" Thick Vinyl Line Color = University Green

5 1/4 Aluminum Panel Painted = Black

6 Surface Applied Vinyl Color = White







A FRONT ELEVATION
1/2°=1'

B SIDE ELEVATION



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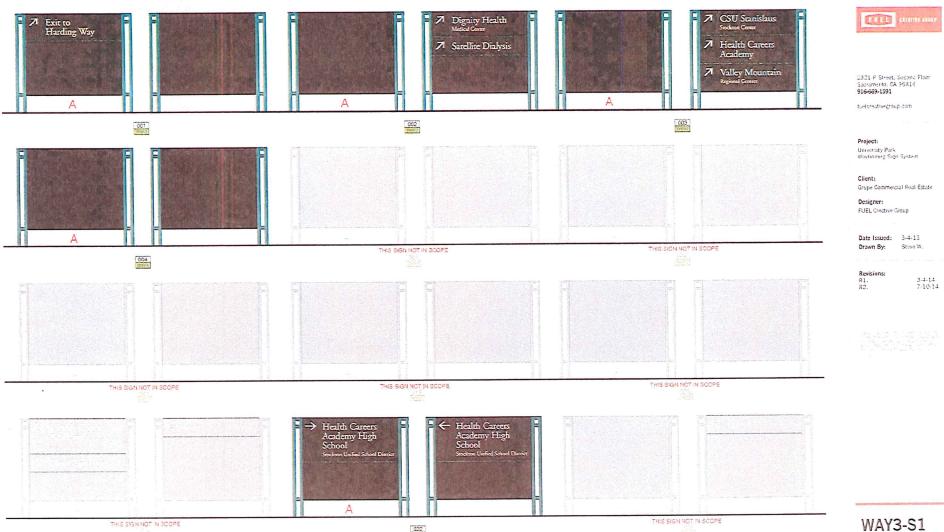
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11/21/13 3/4/13

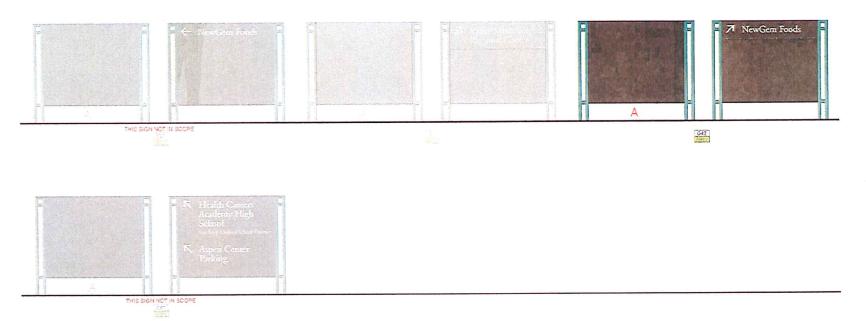
WAY3 Vehicular Wayfinding 3

08,00



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SIGN LOCATIONS FROM CLIENT PRIOR TO STARTING WORK

WAY3-S1 Vehicular Wayfinding 3 Schedule 1



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Revisions: R1. R2.

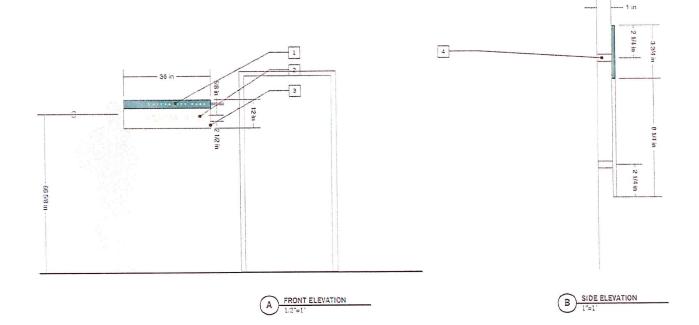
3-4-14 7-10-14

WAY3-S2 Vehicular Wayfinding 3

Schedule 2 08.02

# Keynotes

- 1 Painted Letters Color = White
- 3 Elched and Paint Filled Letters Color & University Bonus
- 1/4" Thick Aluminum Panell Painted: University Green and Cream
- 4 1"Standoffs Painted Cream





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Designer:

FUEL Creative Group

Date Issued: 9-13-13 Drawn By: Store W

Revisions:

3:4:13

BID Building ID





064



065



066



067









070



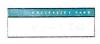
071 no



072 UIL



273



074



068 No





2321 P Street, Second Floor Sacramento, CA 95815 916-669-1591

tuelcreativegroup.com

Project: University Park Wayfinding Sign System

Client:

Grupe Commercial Real Estate

Designer:

FUEL Creative Group

Date Issued: 9-13-13 Drawn By: Steve W.

Revisions:

3/4/13



BID-S1
Building (D Schedule 1