

# Sign Location Master Plan

Vehicular Directional & Identification Signage



## Logo's

Four distinct districts have been established within the City core with a defined color scheme. The logo becomes the visual link between districts



DOWNTOWN DISTRICT  
 City Hall  
 Herald Court  
 Public Parking



CITY CENTER DISTRICT  
 County Courthouse  
 CC Event Center  
 Laisley Park  
 Public Parking



HISTORIC DISTRICT  
 Fisherman's Village  
 Gilchrist Park

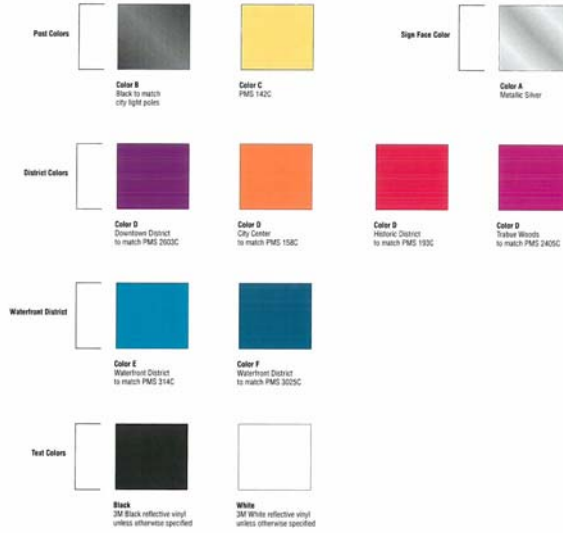


TRABUE WOODS DISTRICT  
 Blanchard House  
 Cooper St. Rec Center  
 South County Park

# Color Palette

Color pallet has been established for the wayfinding system and varies by district.

Sign elements shall be painted in accordance with the color specifications.



# Typography

Primarily used in the logo and to identify districts.



**Mrs Eaves**  
Small Caps  
@ 95% Horizontal Scaling  
(letterspacing as per drawings)

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

Primarily used for directional and informational copy.



**Frutiger**  
67 Bold Condensed  
@ 95% Horizontal Scaling

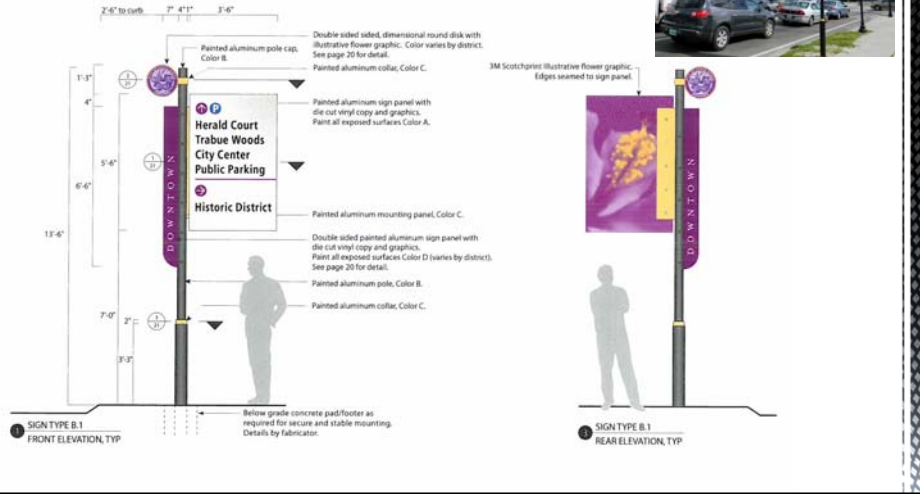
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy z  
1234567890

Measure by this dimension **Me**

Measure by this dimension **ME**

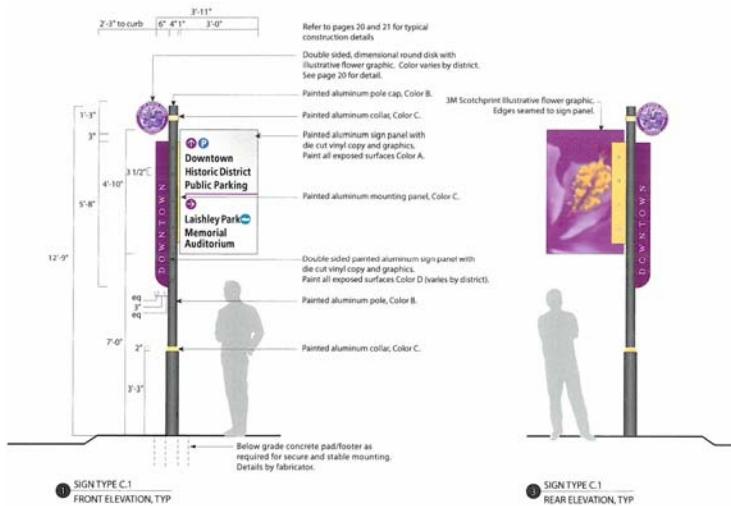
# Primary Vehicular Directional

Single sided freestanding sign located along highway US 41. This sign is designed to direct traffic in and throughout the city core along the preferred routes to destinations and parking areas.



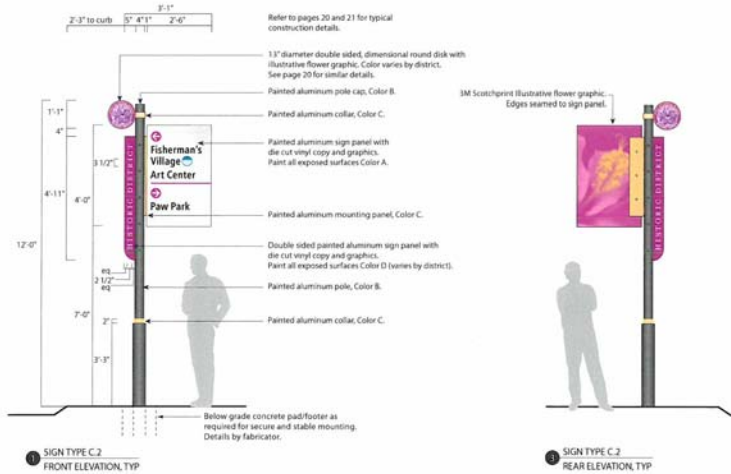
# Secondary Vehicular Directional

Single sided freestanding sign located at major decision points within the city along the major avenues of travel. This sign is designed to direct traffic in and throughout the city core along the preferred routes to destinations and parking areas.



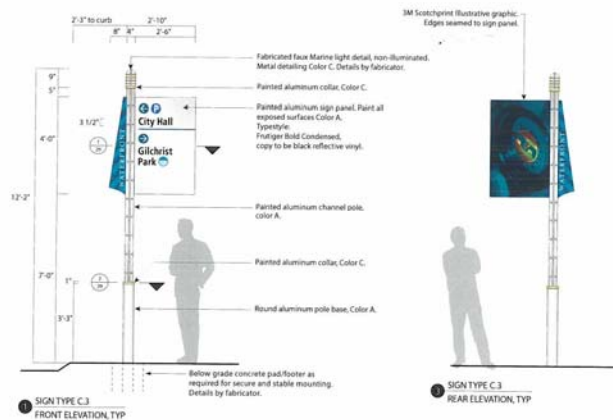
# Tertiary Vehicular Directional

Single sided freestanding sign located at points within the city along the secondary avenues of travel. This sign is designed to direct traffic in and throughout the city core along the preferred routes to destinations and parking areas.



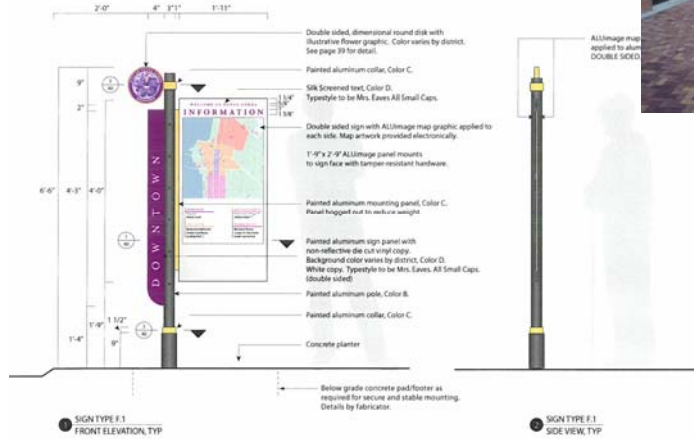
# Tertiary Vehicular Directional at Waterfront

Single sided freestanding sign located at decision points along the waterfront areas within the city. Designed to direct traffic in and through the city core along the preferred routes to destinations and parking areas.



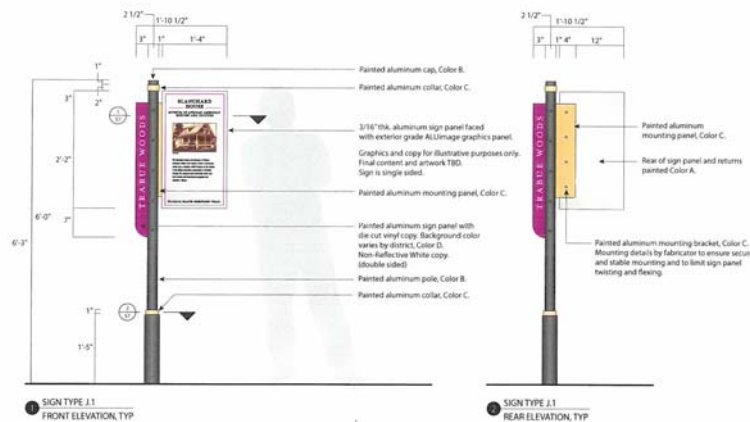
# Pedestrian Map Kiosk

Double sided freestanding pedestrian directional sign located along the major pedestrian pathways throughout the city core. This sign is designed to identify and direct pedestrians to key public amenities



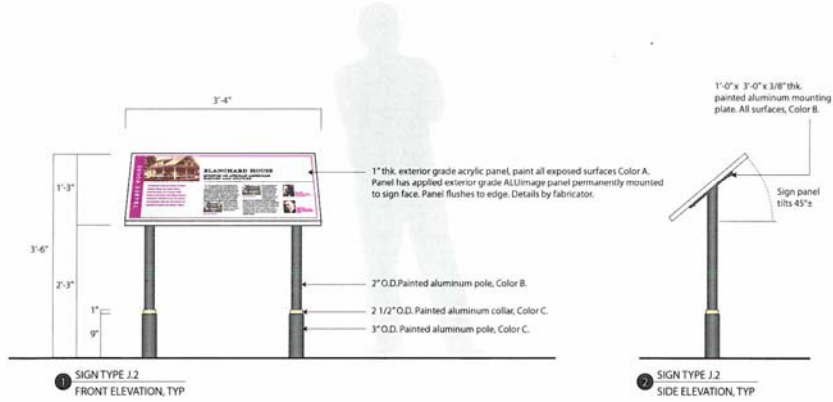
# Historical Markers

Single sided freestanding historical marker. This sign is designed to identify and illustrate important key historical elements throughout the city core.



# Interpretive Panel

The interpretive panel is designed to act as a storyteller. The unit calls attention to a particular location, person, or other item of historical significance. The interpretive panel can accommodate a more detailed story and provide photographs or illustrations.



## Plan for Punta Gorda Pathways Wayfinder Signs





## Proposed Locations:

### Sign & Post:

- Shreve St. at trail intersection
- East end of the Harborwalk
- West end of the Harborwalk (near exercise activity area)

### Sign, Ribbon & Medallion Replaced:

- On Existing Post: Gill St.
- Herald Court Garage Entrance (ribbon currently says City Center and would remain)

### Sign Only:

- Laishley Marina Wall

- Exact placement to be determined by City staff



