Elwyn

Est. 1852

Signage Guidelines

August 2019

Signage Standards

Elwyn
Est. 1852

Signage Guidelines | August 2019

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ALUMINUM

Depths as specified on sign drawings.
Finish as specified on sign drawings.

Fabricated aluminum structures and panels with concealed fasteners.

All edges to be ground smooth for finishing.

ACRYLIC

Depths as specified on sign drawings.
Finish as specified on sign drawings.

Black.

Frosted (P-95).

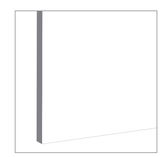
Clear.

VINYL

Avery Dennison® 900 Supercast Opaque Film (ScotchCal) or approved equivalent.

ROWMARK

Depths as specified on sign drawings.
Finish as specified on sign drawings.

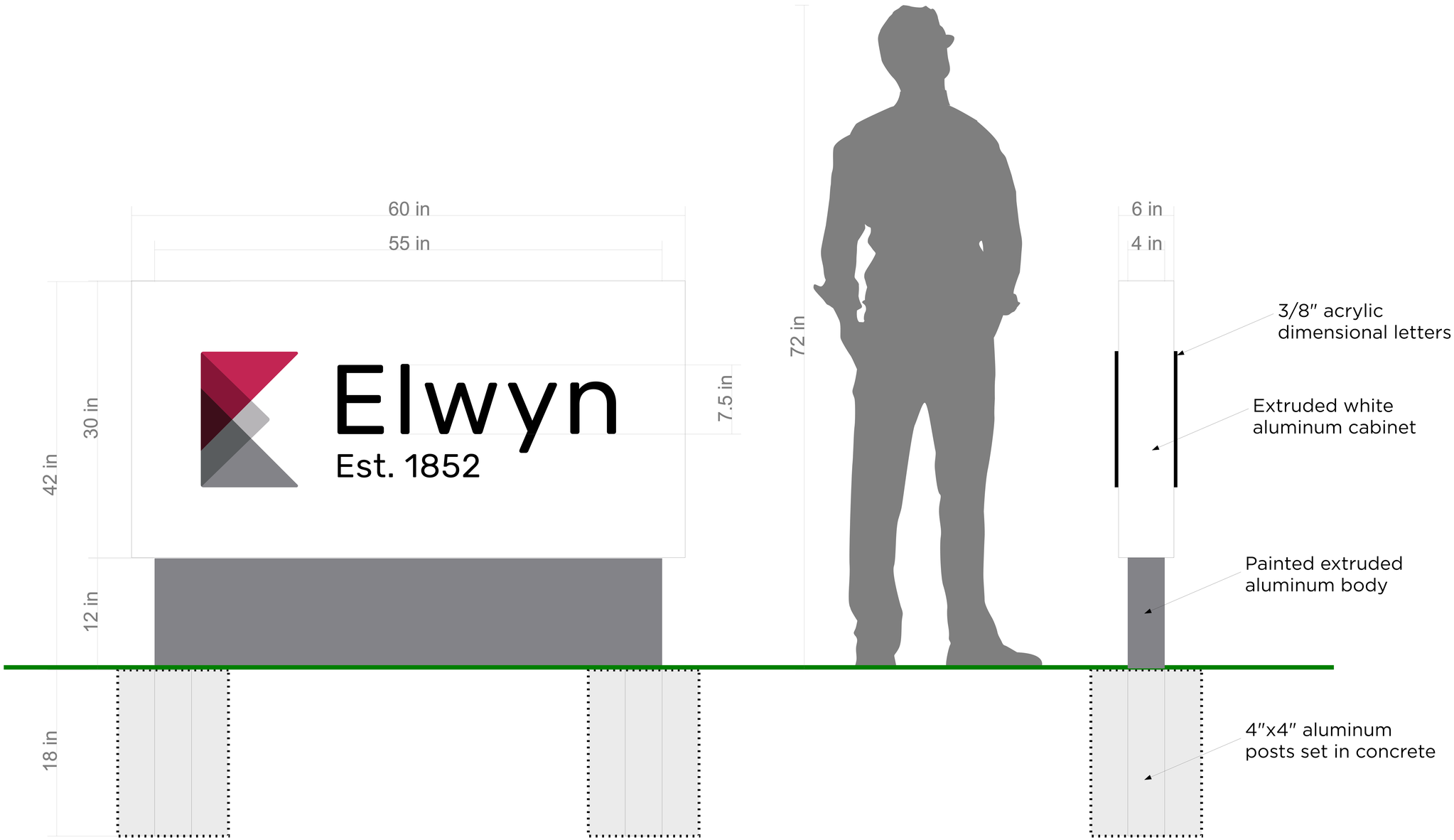


White.

Rowmark ADA backplate & applique material.

Materials

NOTE - PRIOR TO FABRICATION:
- ANY VINYL SUBSTITUTES TO BE APPROVED
- ANY EQUIVALENT MATERIALS PROPOSED MUST BE APPROVED



CMYK: 19 / 98 / 57 / 5
PMS: 198 C / 206 U

CMYK: 51 / 43 / 39 / 6
PMS: Cool Gray 8 C

CMYK: 29 / 24 /22 / 0
PMS: 421 C / 421 U

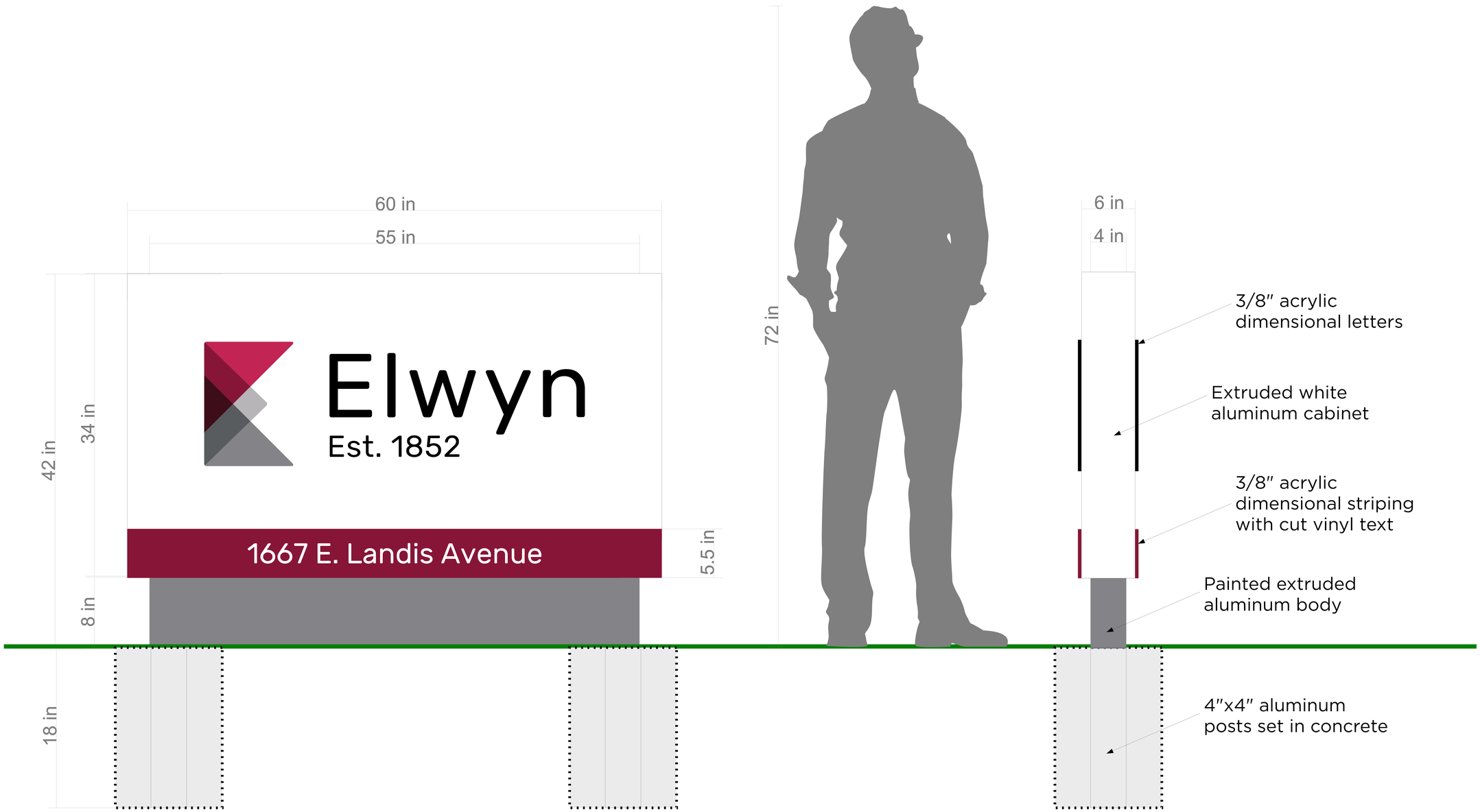
CMYK: 31 / 100 / 67 / 30
PMS: 1955 C / 704 U

CMYK: 64 / 55 / 52 / 26
PMS: 424 C / 418 U

CMYK: 49 / 86 / 65 / 70
PMS: 7631 C / 7629 U

CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Exterior monument sign.

ELMARK



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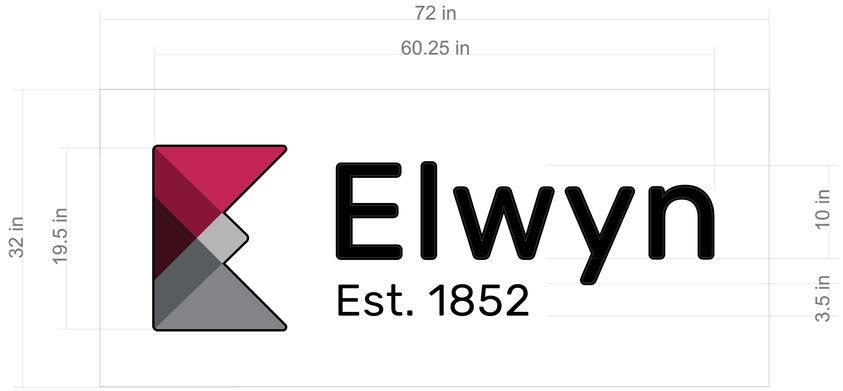
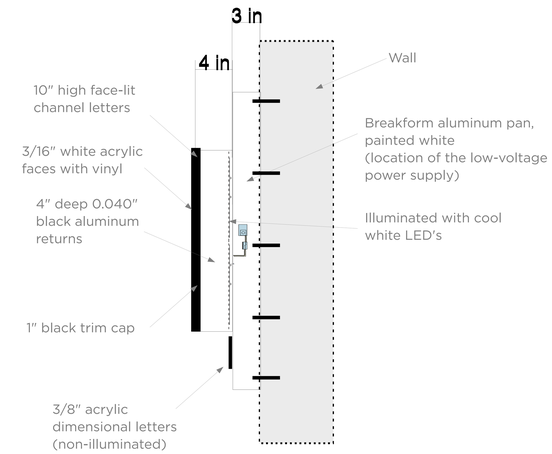
CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Exterior monument sign.

ELMARK

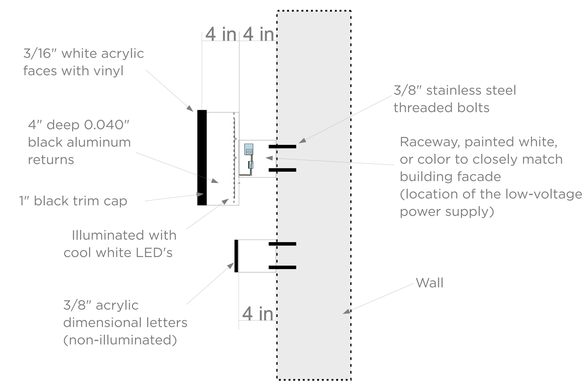
Large Channel letters (illuminated, letters are mounted on a pan sign)



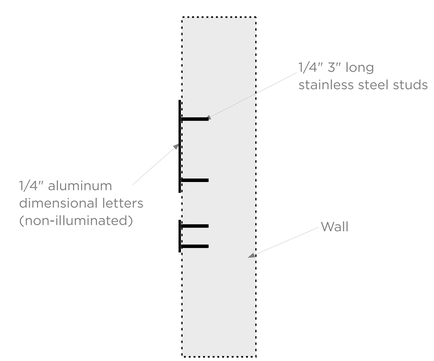


*Letter height is site dependent.
A 10" cap height is the minimum size for an illuminated logo.

Medium Channel letters (illuminated, individual letters)



Dimensional letters (non-illuminated, individual letters)



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CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Exterior sign types (illuminated and non-illuminated).

ELMARK

Vinyl on polycarbonate

*To be inserted into a lightbox.
Sizing is site dependent.

CMYK: 19 / 98 / 57 / 5
PMS: 198 C / 206 U

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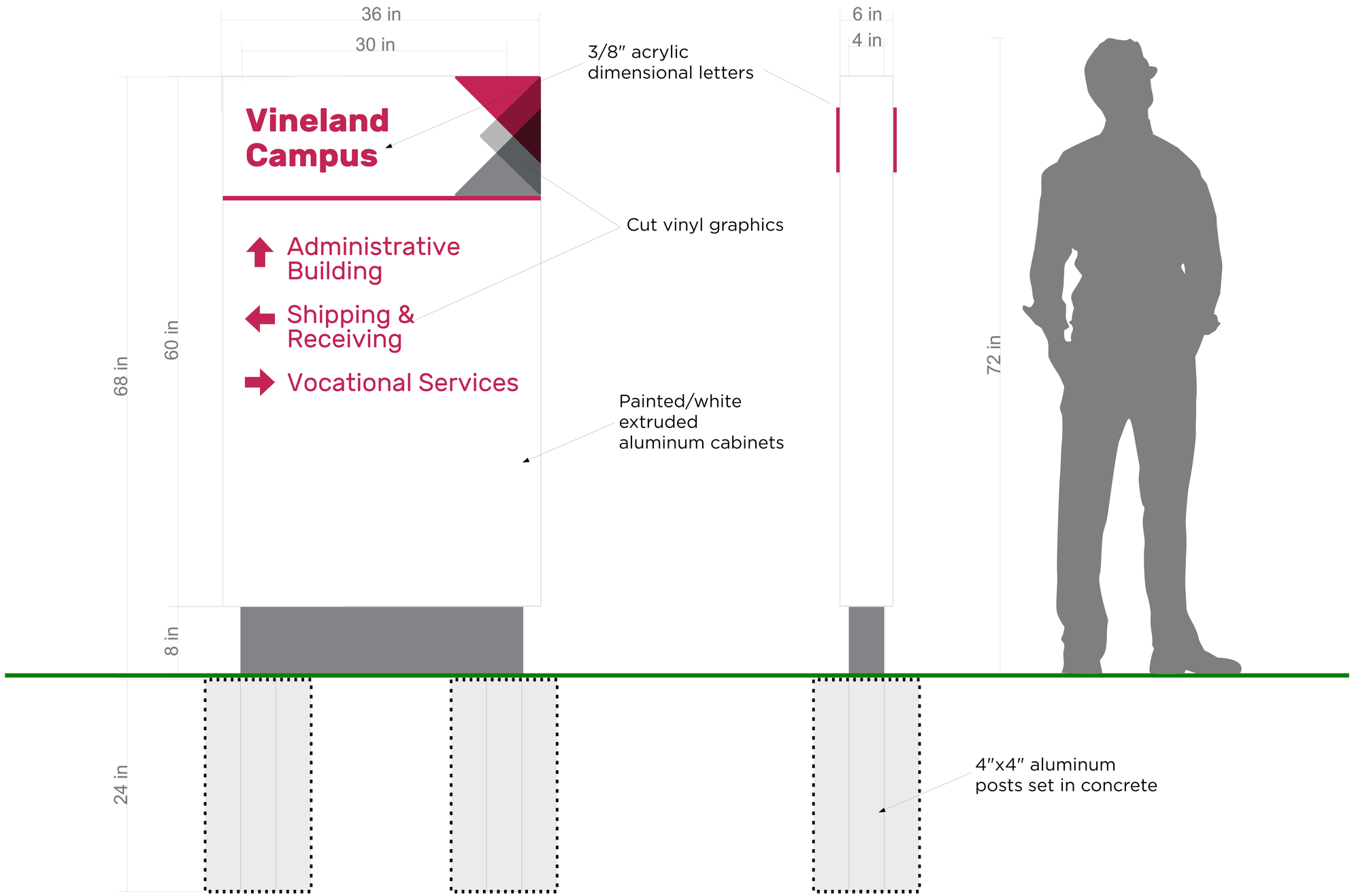
CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Exterior sign types (polycarbonate panel).

ELMARK



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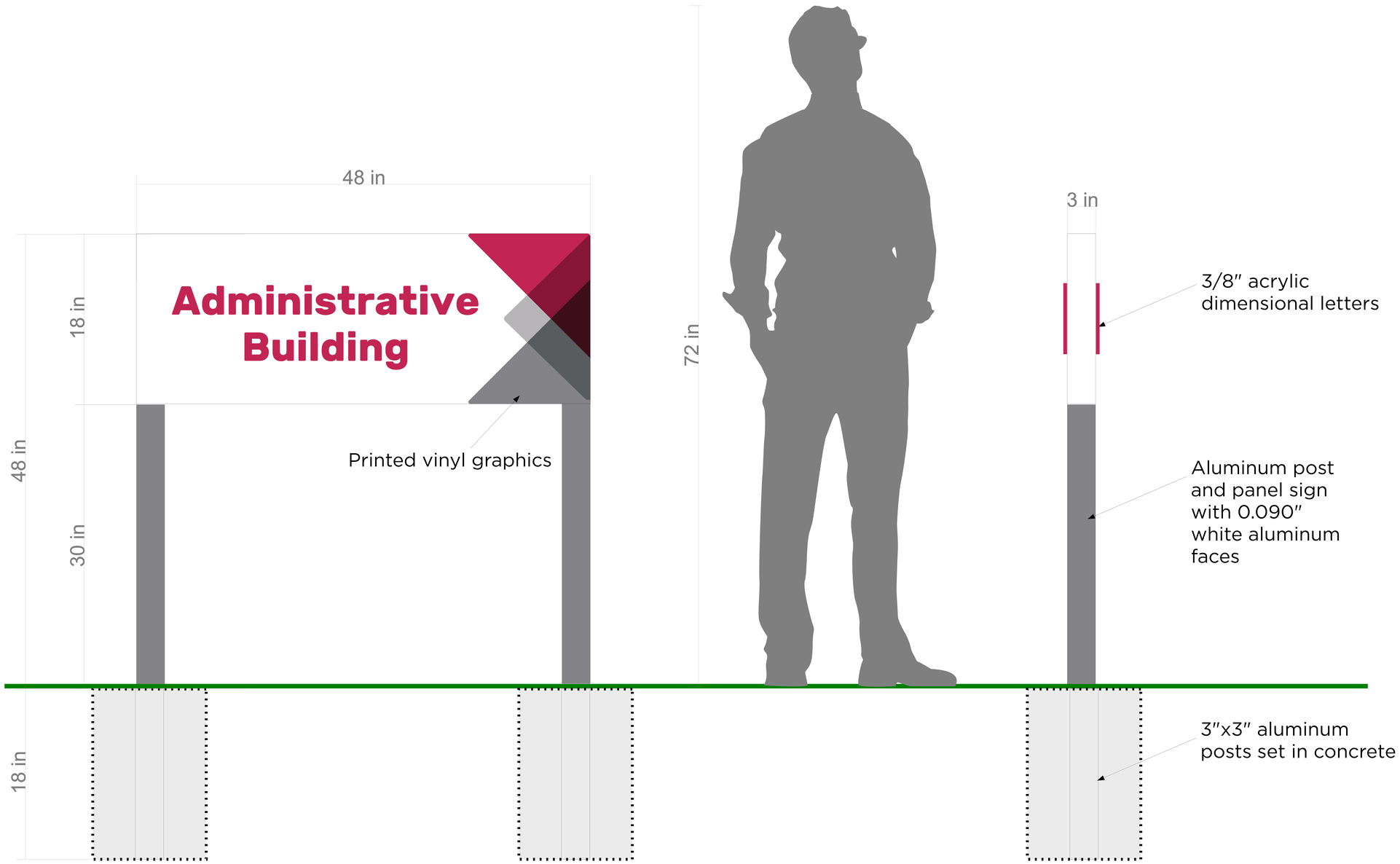
CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Exterior wayfinding signs (large campus)

ELMARK



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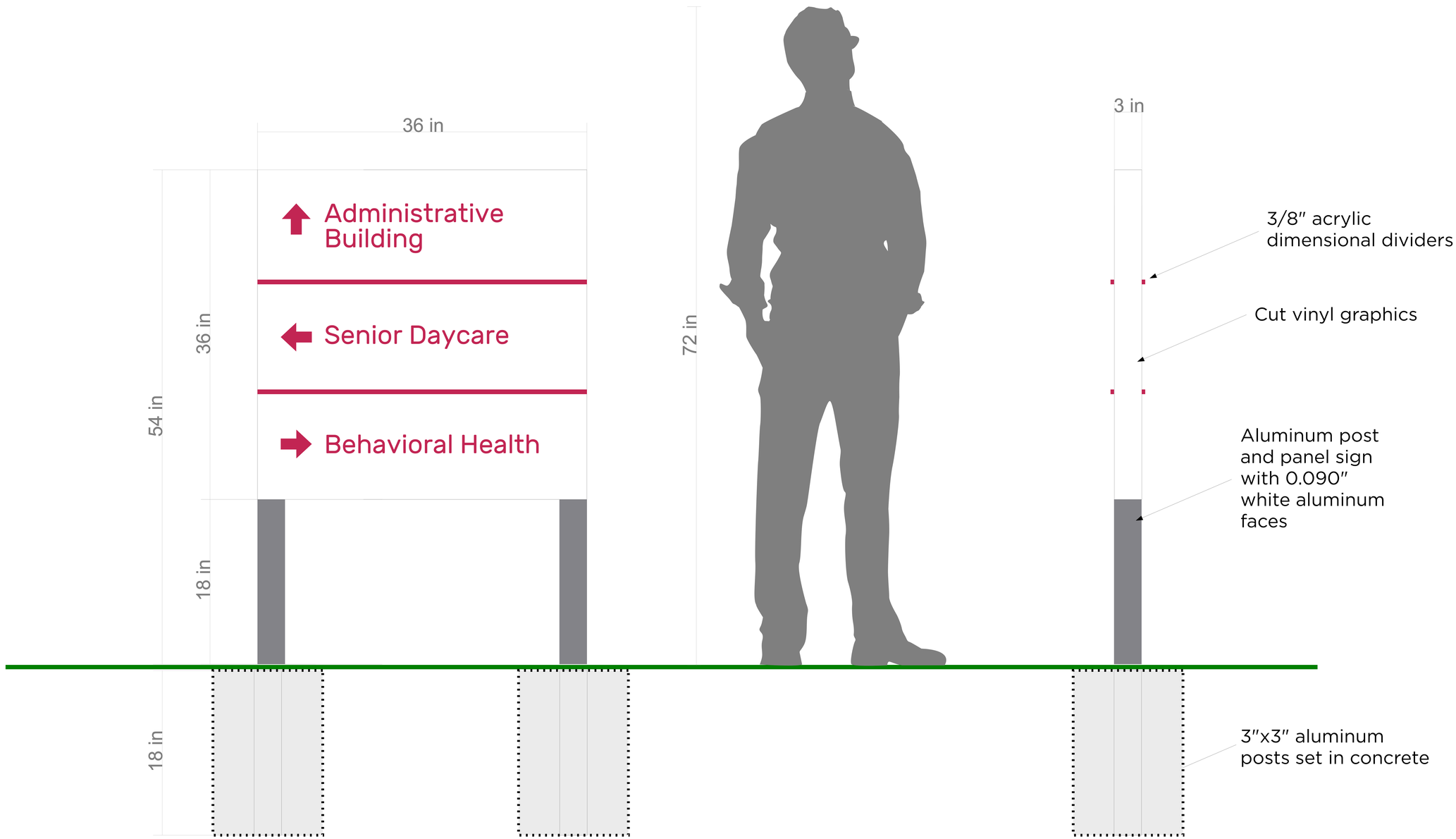
CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Exterior building ID's (large campus)

ELMARK



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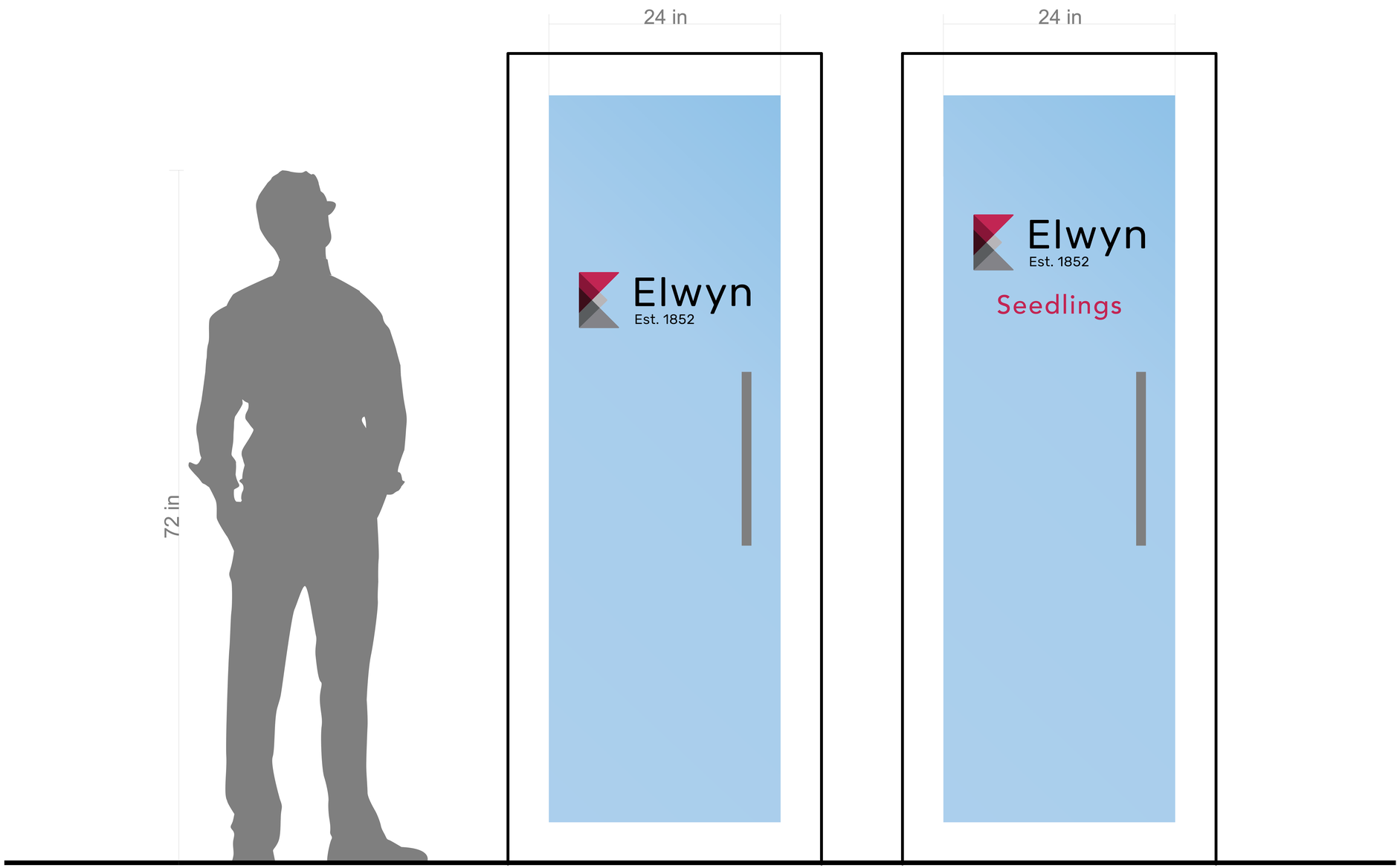
CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Exterior wayfinding signs (small site)

ELMARK

Decal with department name.



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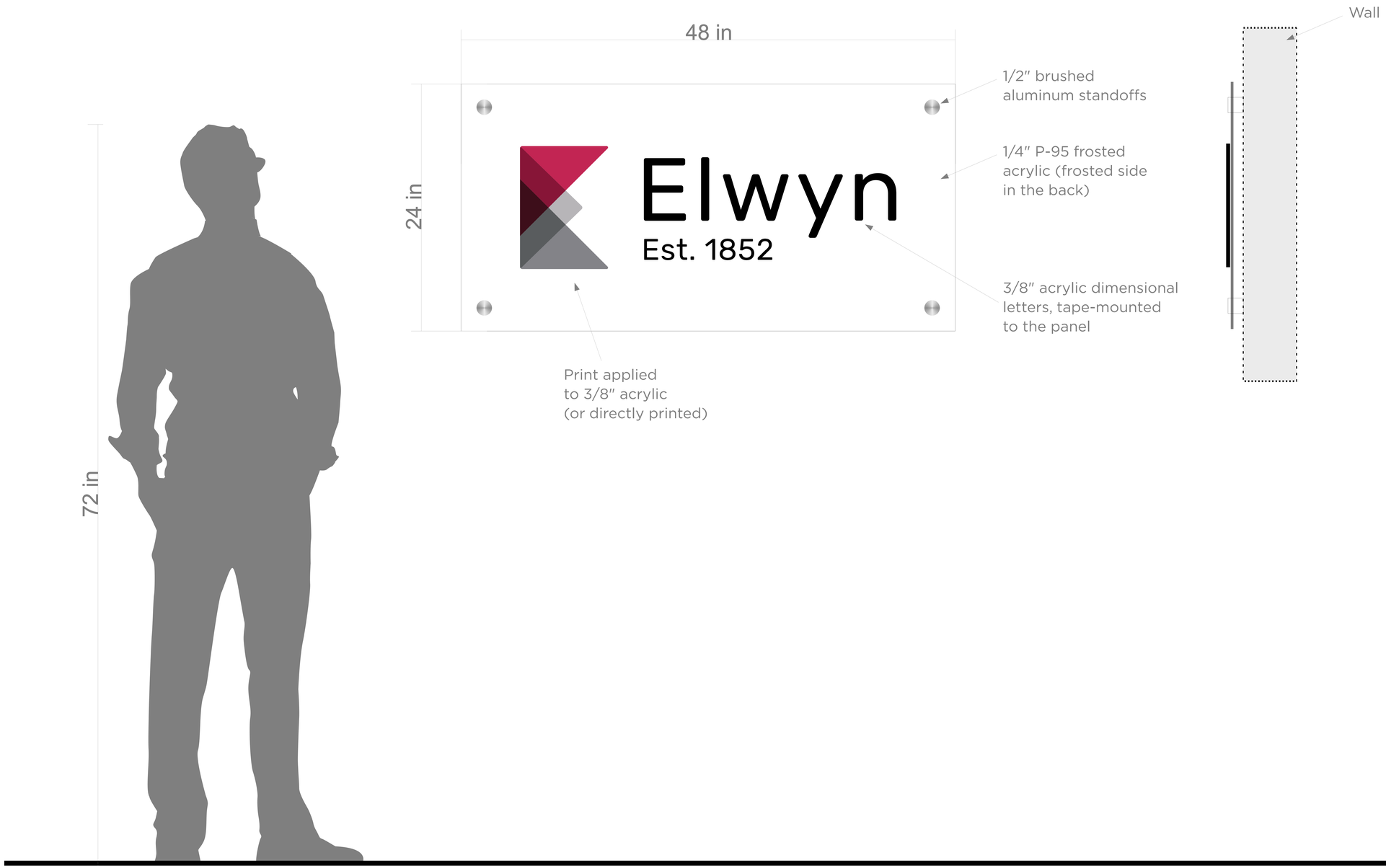
CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Window/Door decals.

ELMARK



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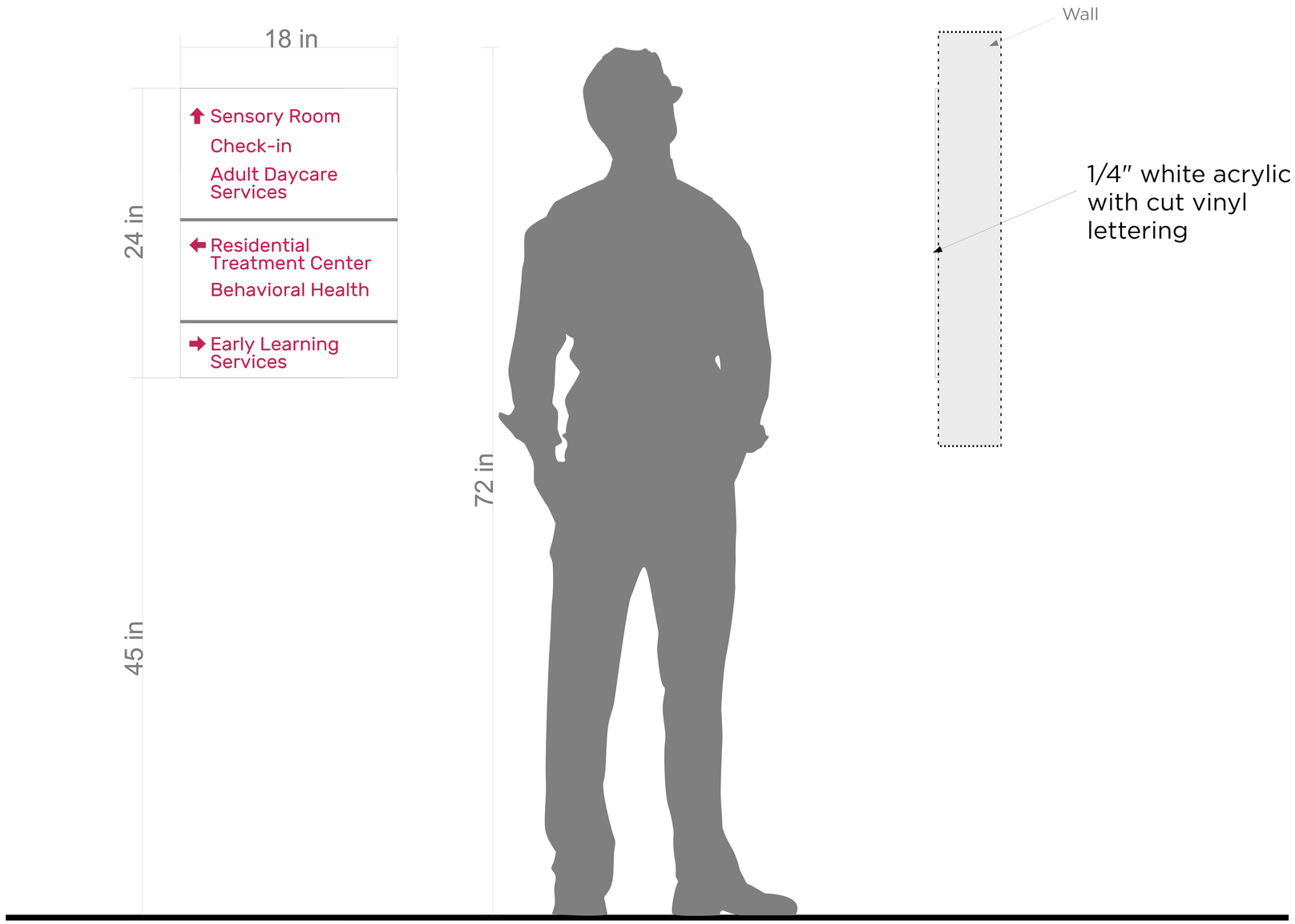
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Interior acrylic panel.

ELMARK



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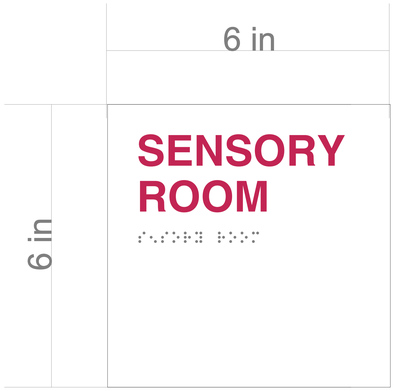
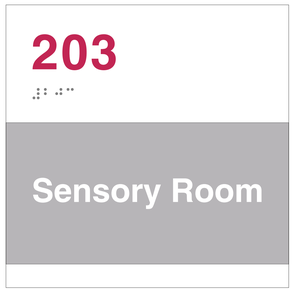
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Interior wayfinding sign/programs sign.

ELMARK



Room ID

Room ID
with #



Room ID with
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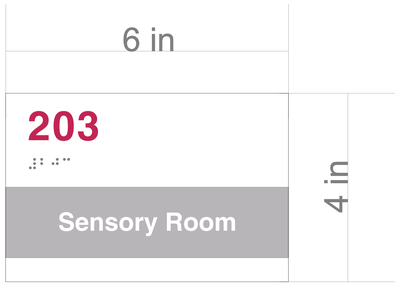

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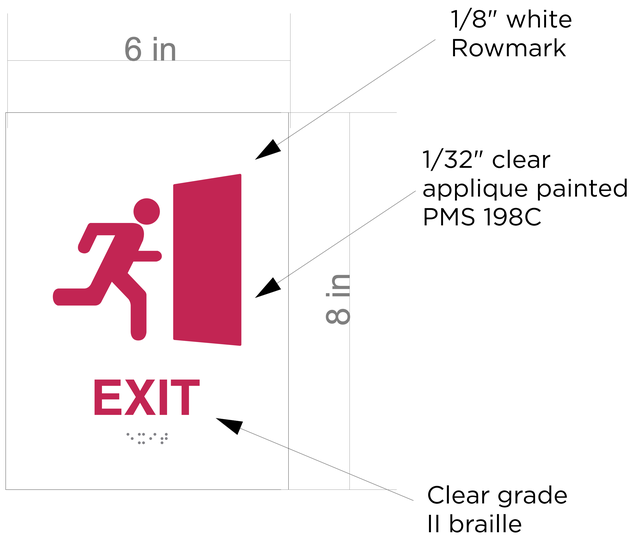

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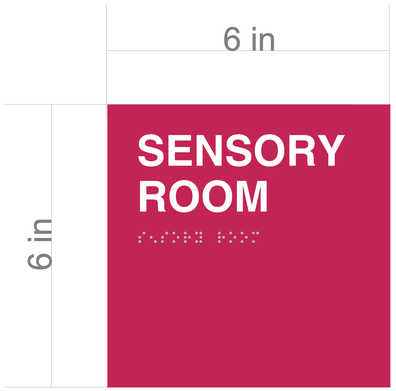
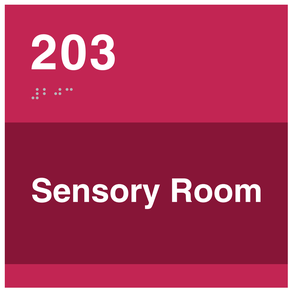
CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Interior ADA signs.

ELMARK



Room ID

Room ID
with #



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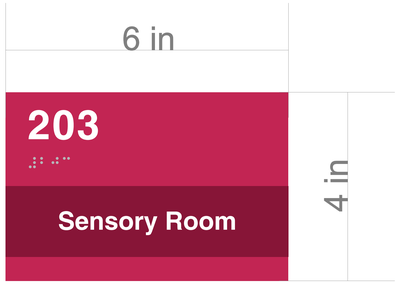

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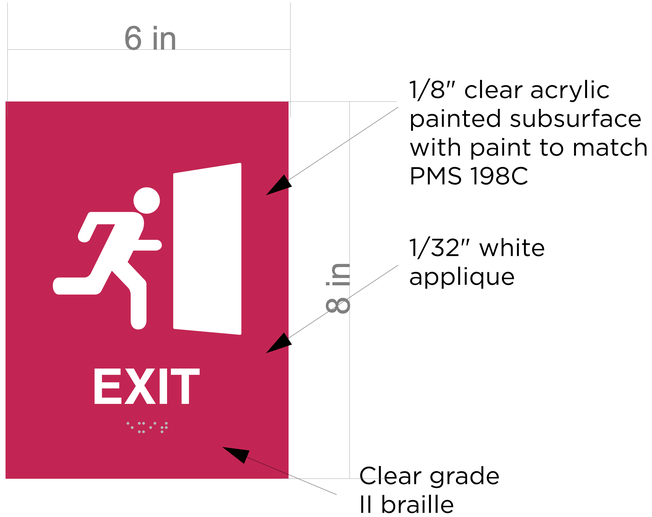
insert window



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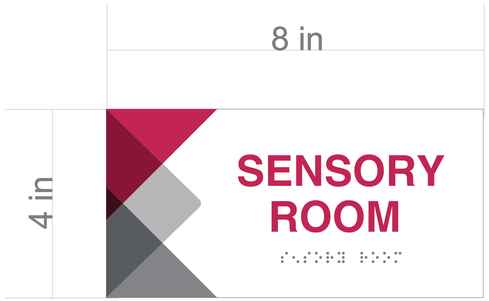
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Interior ADA signs.

ELMARK



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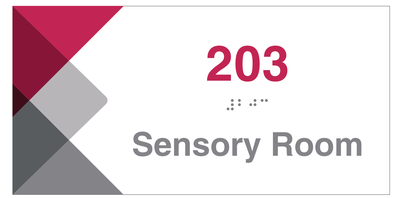
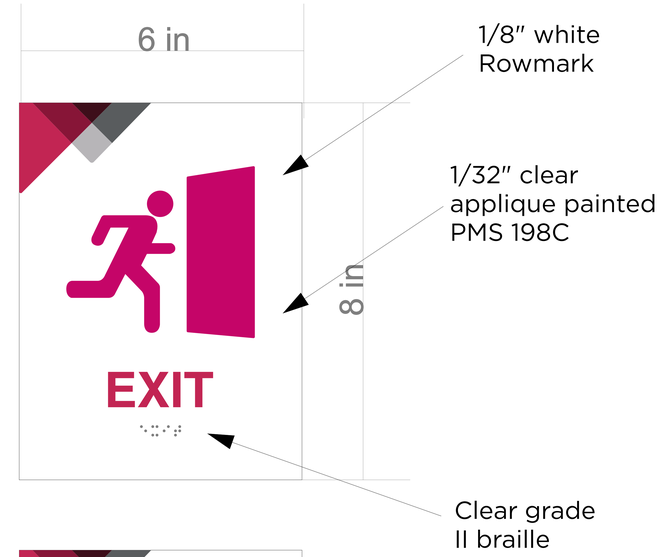
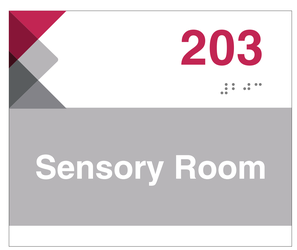
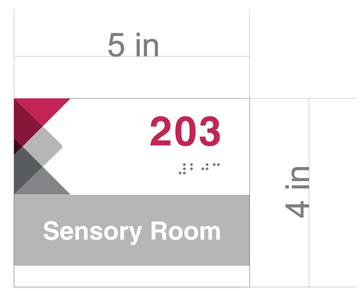


Room ID
with #

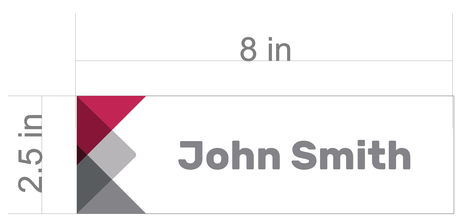




Room ID with
insert window



Desk ID with
insert window



Desk nameplate

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CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Interior ADA signs.

ELMARK

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CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Van decal.

ELMARK

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*Graphics are for reference only. Drawing is not to scale.

CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Box truck graphics.

ELMARK

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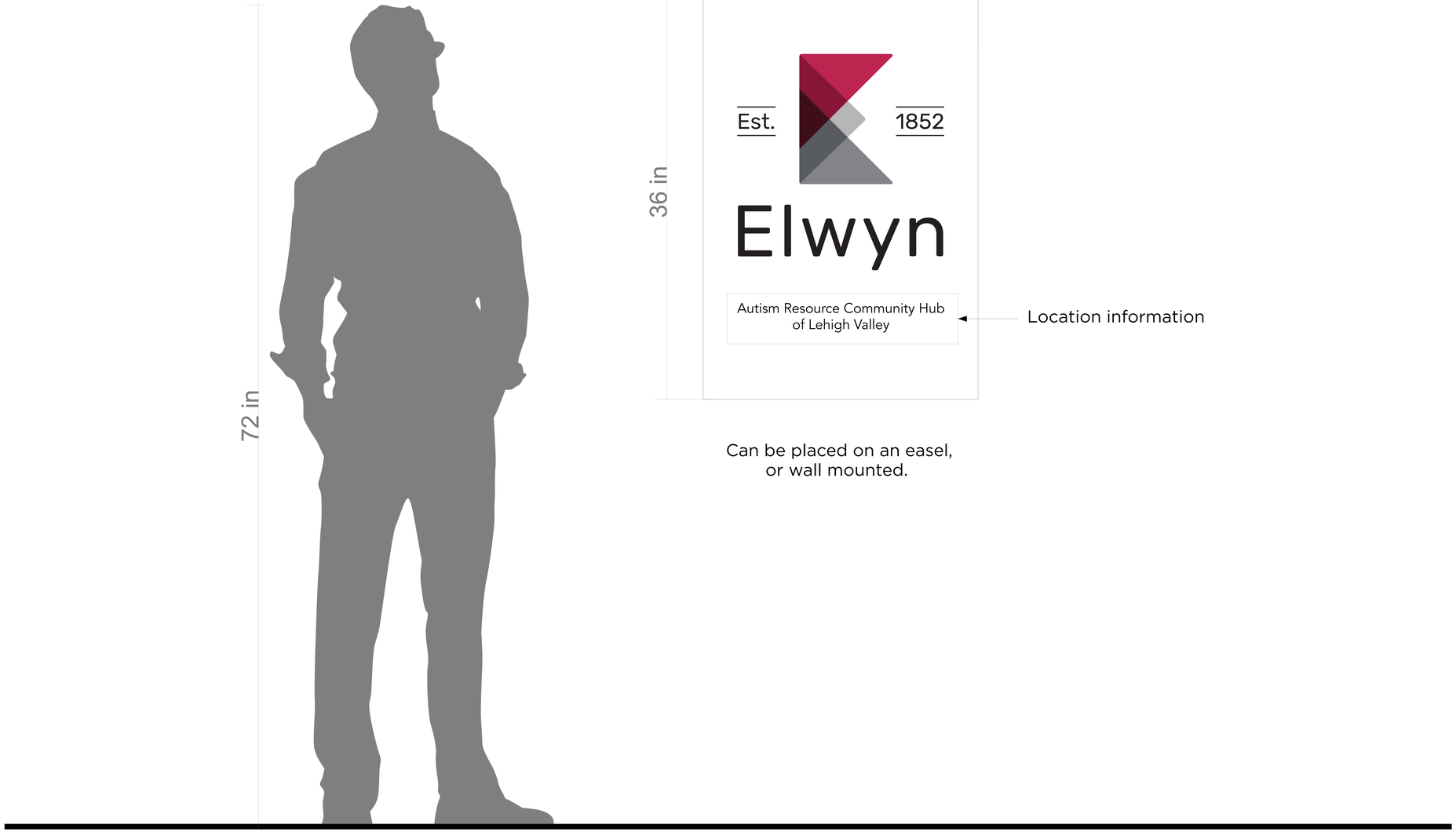
CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Interior dimensional letters

ELMARK



Can be placed on an easel,
or wall mounted.

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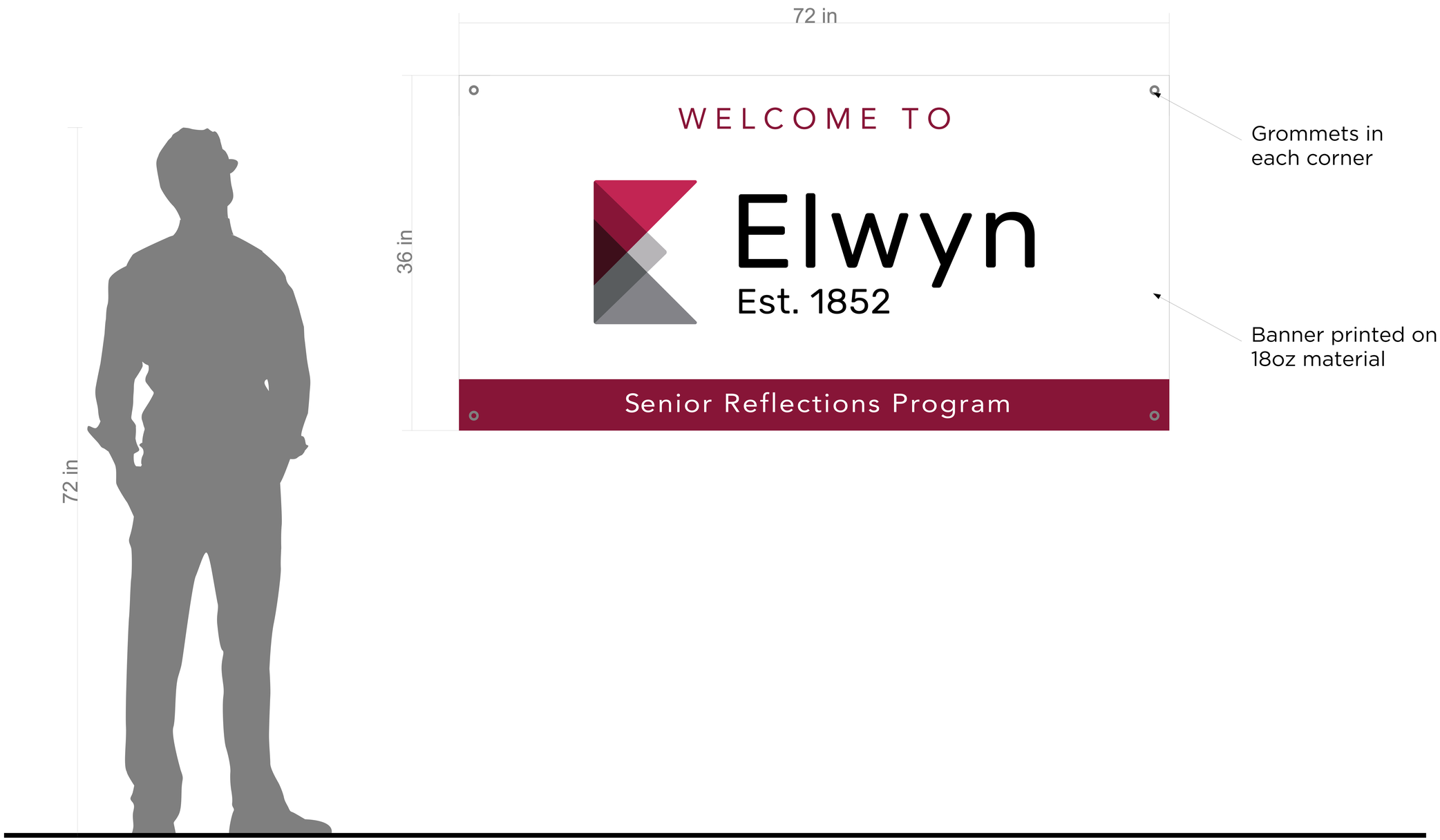
CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Poster.

ELMARK



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CMYK: 31 / 100 / 67 / 30
PMS: 1955 C / 704 U

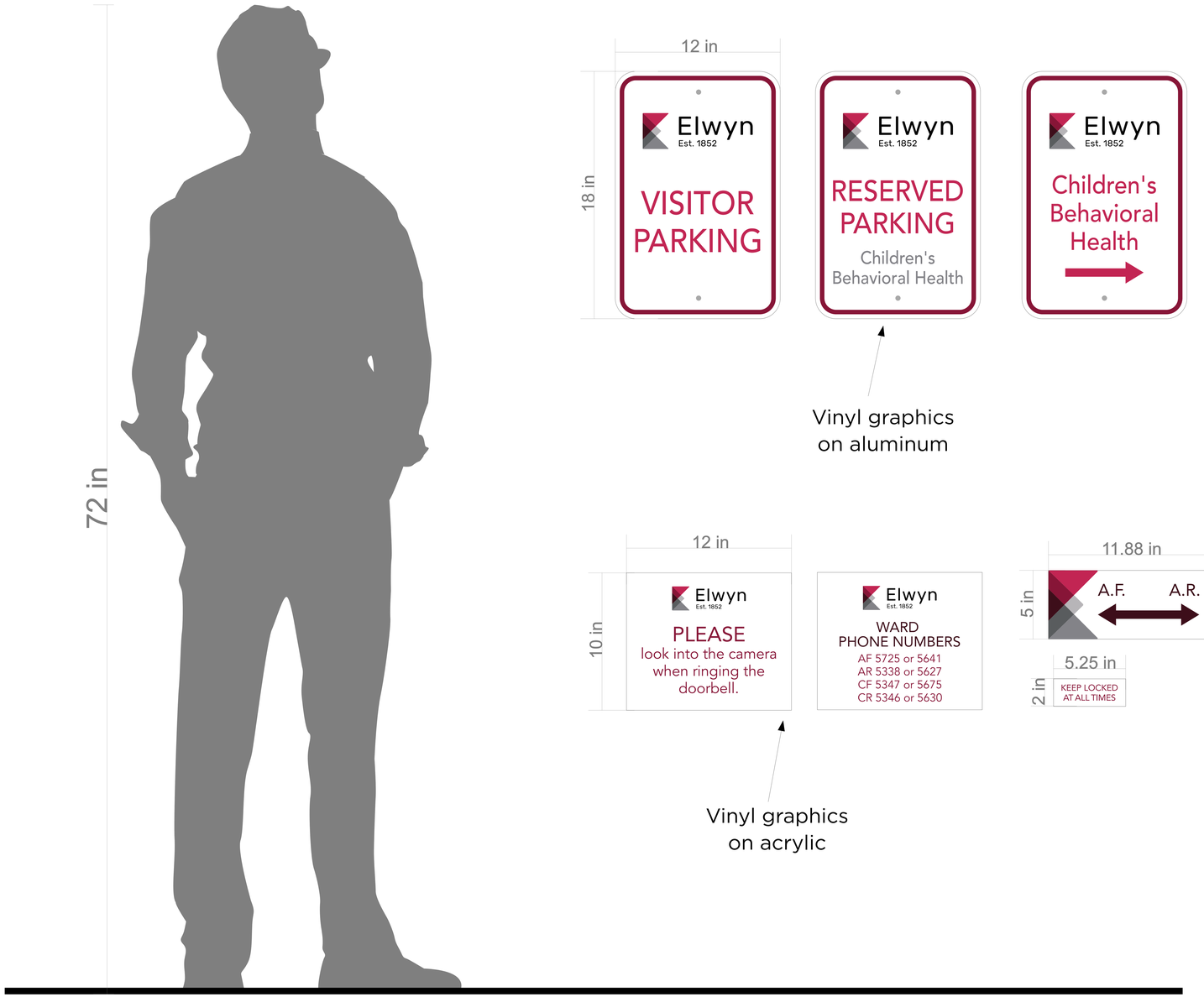
CMYK: 64 / 55 / 52 / 26
PMS: 424 C / 418 U

CMYK: 49 / 86 / 65 / 70
PMS: 7631 C / 7629 U

*Sizing is site dependant, and shown for reference only.

CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Interior banner.

ELMARK



CMYK: 19 / 98 / 57 / 5
PMS: 198 C / 206 U

CMYK: 51 / 43 / 39 / 6
PMS: Cool Gray 8 C

CMYK: 29 / 24 /22 / 0
PMS: 421 C / 421 U

CMYK: 31 / 100 / 67 / 30
PMS: 1955 C / 704 U

CMYK: 64 / 55 / 52 / 26
PMS: 424 C / 418 U

CMYK: 49 / 86 / 65 / 70
PMS: 7631 C / 7629 U

*Sizing is site dependant, and shown for reference only.

CLIENT	PROJECT	CONTACT	DESCRIPTION
Elwyn	Elwyn Sign Guidelines	Jennifer Gaier (610) 891-7689	Assorted sign types (interior and exterior).

ELMARK