



**NORTH SALT LAKE**  

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**TOWN CENTER**

**BRANDING & WAYFINDING PLAN**



October 2020

***Prepared by:***

VODA Landscape + Planning  
159 W Broadway Suite 200  
Salt Lake City, UT 84101  
(385) 429-2858



[www.vodaplan.com](http://www.vodaplan.com)

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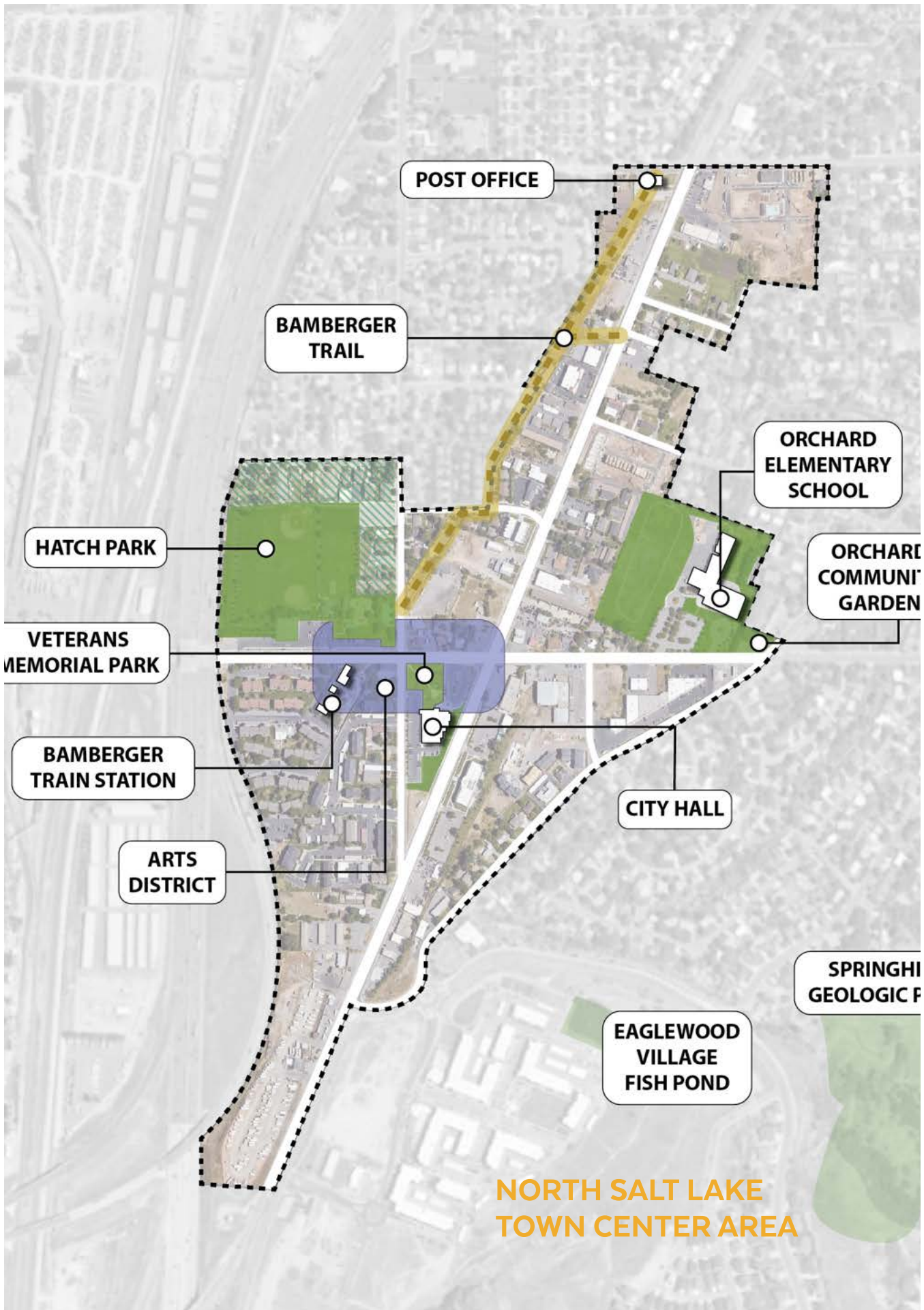
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POST OFFICE

BAMBERGER TRAIL

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BAMBERGER TRAIN STATION

CITY HALL

ARTS DISTRICT

SPRINGHILL GEOLOGIC PARK

EAGLEWOOD VILLAGE FISH POND

**NORTH SALT LAKE TOWN CENTER AREA**

# INTRODUCTION

## WHAT IS THE NORTH SALT LAKE TOWN CENTER BRAND?

A brand encompasses all that comes to mind when people think of your community. Your brand is ultimately determined by who it attracts - who is the audience? For North Salt Lake, this is the community that lives here, the people that pass through, and visitors that may be in the town center for the first time.

The aim of strong community branding is to connect the audience with the place. North Salt Lake needs a brand and aesthetic that identifies it as a distinctive destination that its audience wants to experience. This branding should be repeated and present throughout the town center in its public spaces, architecture, furnishings, public art, and signage.

### TOWN CENTER GOALS:

1. Create a distinct and positive identity for the Town Center.
2. Encourage intensity of activity in the Town Center. The Town Center should become a center of activity and the focal point for the City as a whole.
3. Improve the appearance and enhance the safety of the Town Center and Highway 89 Corridor.
4. Establish streets that work for multiple modes of transportation.
5. Bring high-capacity transit to Highway 89.
6. Expand multi-family development options around Hatch Park by examining use of transfer of development rights (TDR).

Source: - North Salt Lake General Plan (2013)

## BRAND GUIDEPOSTS

Brand guideposts are descriptors that can be revisited anytime new elements of the town center come along. These descriptors are broad, but also important to ensure that there is consistency in how the brand is implemented.

North Salt Lake's Town Center Guideposts can be summarized with the following list:

- Established
- Historic influence
- Contemporary
- Connected to nature
- Familiar

**ESTABLISHED:** the Town Center will feel like an established center that contains timeless elements common to long-standing Utah town centers.

**HISTORIC INFLUENCE:** Elements of the Town Center will reflect the unique history of North Salt Lake, without feeling too rigidly 'historic' in style.

**CONTEMPORARY:** Elements of the town center should reflect that contemporary development patterns are largely modern in style and simple in form.

**CONNECTED TO NATURE:** North Salt Lake's Town Center's location between the foothills of the Wasatch Mountains and the shores of the Great Salt Lake provide the brand with many natural elements to draw from.

**FAMILIAR:** Quality, comfortable urban design elements will reflect the familiar elements of town centers in our region.



## BRAND TOUCHPOINTS

Touchpoints are the interactions that exhibit the brand identity of the area to residents, visitors, shoppers, and potential investors. Examples include public spaces, architecture, landscape, furnishings, public art, and signage. Each touchpoint offers a positive way to impact the target audience and affects the way they feel about the North Salt Lake Town Center.

## ARCHITECTURE

- » Human-scale, contemporary feel
- » Forward facing
- » Specific elements connect to history
- » Durable materials
- » Clear architectural direction



A modern architectural style with a comfortable feel will foster a friendly atmosphere for both visitors and residents. New construction should be built on a human scale and can vary in building height, facade articulation, and materials in an effort to contribute to a welcoming environment.



*A fresh design and materials conveys the center's brand while promoting a friendly message.*



*Architecture can blend old and new: stone and timber frame mixed with smart design and energy conservation.*



## PUBLIC SPACE

- » Wide variety of material options
- » Unique look showcasing creativity and adventure
- » Clear connections between city & nature
- » Can mix historic and modern features
- » Durable materials



*Traditional elements of public space can communicate a connection to history.*



*Public space can utilize natural material and forms, or focus on elements such as water and stone.*



*A modern approach can give a clean and welcoming look to public spaces*



## FURNISHINGS

- » Wide variety of material options
- » Style can convey brand quickly
- » Can mix historic and modern features
- » Durable materials
- » Quality furnishings can create a comfortable space for the public



*Furnishings can be simple, strong elements using stone, wood, and metal.*



*Using modern furnishings while also introducing diversity in surface materials helps to communicate the modern brand identity.*



*Furnishings can also be used as opportunities for art.*

## PUBLIC ART

- » Unique in the local market
- » Wide range of potential features
- » Encourage color and creativity
- » Connects to growing demographic
- » Focus on materials and forms
- » Broad representation from many groups



*Traditional bronze sculptures can relay historical context while conveying the brand essence.*



*Modern style murals can convey artistic elements without being representational.*



*Temporary public art installations can create community building events around art expression.*

## SIGN STYLES

- » Clear connections between city & nature
- » Unique look showcasing creativity and adventure
- » Can mix historic and modern features
- » Durable materials
- » Clean, simple contemporary look



*District entry signage can set the tone for brand.*



*Storefront signage should use traditional materials and be constructed at a pedestrian scale.*



*Welcoming wayfinding signage directs visitors in a clear and simple manner.*





# STYLE GUIDE & ADVERTISING MATERIALS

## PRIMARY LOGO

The primary use and application of the town center logo should use the graphic below. Presence of the full text below the logo should be used in a majority of applications. Color variations must stay within specified colors in this guide.



**NORTH SALT LAKE**  

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**TOWN CENTER**

## SECONDARY LOGO

The secondary logo for the town center branding should be used when the primary logo is inappropriate. The text around the circle element must be included. Color variations must stay within specified colors in this guide.



*Print ready files for signs are found in the folder accompanying this document.*



# LOGO VARIATIONS

## TERTIARY LOGOS

Tertiary logo options are only to be used infrequently when the primary and secondary logo options may not be applicable. Color variations must stay within colors specified in this guide.



*Print ready files for signs are found in the folder accompanying this document.*



# LOGO VARIATIONS

## WORDMARK OPTIONS

Wordmark options can be used for incidentals and other elements of the town center brand as needed when the primary logo graphic is unnecessary.



*Print ready files for signs are found in the folder accompanying this document.*



# COLOR SPECIFICATIONS

- » Fabricator shall match the colors specified here.
- » Tertiary colors are only to be used on pedestrian signs, as the faded mountains and water.

**ACCENT 1**      HEX — #FAFAFB  
 RGB — 250, 250, 251  
 CMYK — 1, 1, 0, 0  
 PMS — 11C

**ACCENT 2**      HEX — #5D4F58  
 RGB — 93, 79, 88  
 CMYK — 60, 64, 49, 30  
 PMS — 8714C

**PRIMARY**      HEX — #006580  
 RGB — 0, 101, 128  
 CMYK — 92, 52, 35, 11  
 PMS — 12015C

**SECONDARY**      HEX — #D1EBF2  
 RGB — 209, 235, 242  
 CMYK — 17, 0, 3, 0  
 PMS — 1181C

**TERTIARY**      HEX — # 3A849B  
 RGB — 58, 132, 155  
 CMYK — 78, 36, 31, 3  
 PMS — 12013C

**PRIMARY**      HEX — #BC4700  
 RGB — 188, 71, 0  
 CMYK — 19, 83, 100, 9  
 PMS — 418C

**SECONDARY**      HEX — #FID09F  
 RGB — 241, 208, 159  
 CMYK — 5, 18, 40, 0  
 PMS — 173C

**TERTIARY**      HEX — # E09163  
 RGB — 225, 144, 97  
 CMYK — 10, 50, 67, 0  
 PMS — 346C

**PRIMARY**      HEX — #205A41  
 RGB — 32, 90, 65  
 CMYK — 85, 40, 78, 35  
 PMS — 14115C

**SECONDARY**      HEX — #ADC9B8  
 RGB — 173, 201, 184  
 CMYK — 33, 10, 30, 0  
 PMS — 1381C

**TERTIARY**      HEX — # 779987  
 RGB — 118, 152, 134  
 CMYK — 57, 27, 50, 3  
 PMS — 13811C

# TYPE SPECIFICATIONS

Texta Black

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890**

Texta Light

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNopQRSTUVWXYZ  
 1234567890



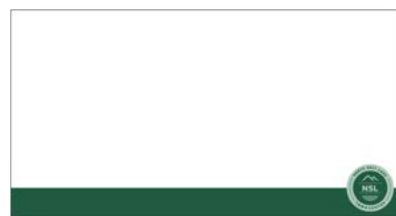
# SOCIAL MEDIA TEMPLATES

## INSTAGRAM

Social media branding should be consistent for all town center postings and elements. These templates are in keeping with branding, text, and color for the brand.



## FACEBOOK



Print ready files for signs are found in the folder accompanying this document.



# SOCIAL MEDIA TEMPLATES

## 5X7 PRINT-OUTS OR POST CARDS



Print ready files for signs are found in the folder accompanying this document.

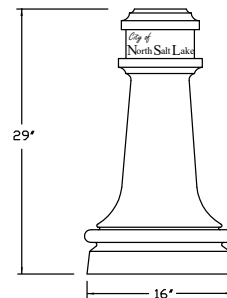
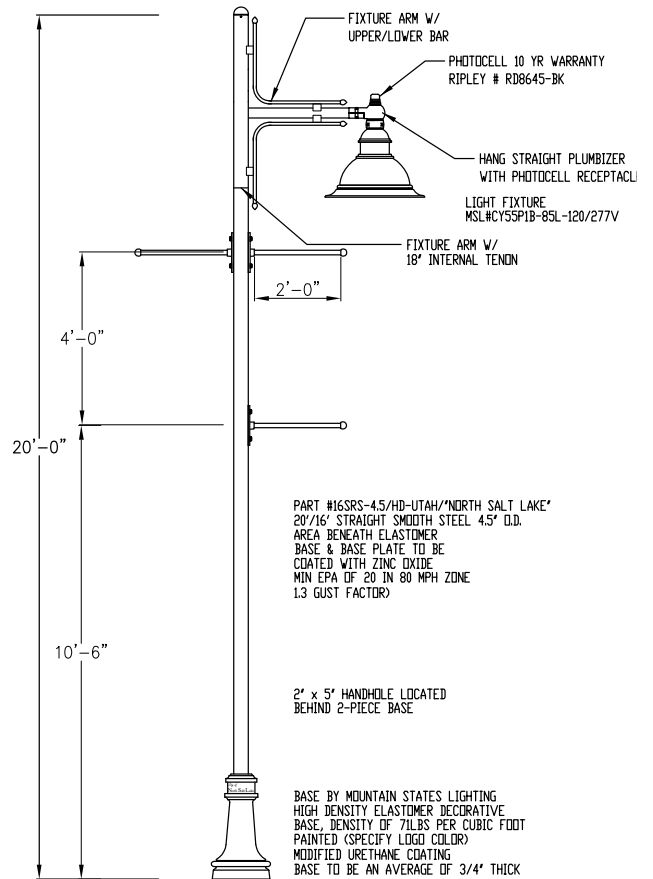


# TOWN CENTER FURNISHINGS

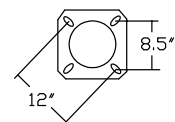
## LIGHTING

Furnishings, like the architecture, can express brand for the town center area. Type, frequency, and material of furnishings can provide a comfortable place for the public to linger in the town center and set the tone for a place for gathering.

Town center furnishings should feel relatable. Having familiar amenities, furnishings, and materials in public facing spaces will contribute to the overall appeal. Modern style furnishings will create a welcoming environment and support a feeling of newness and growth. Furnishings that match the modern style of new construction in the area will promote the brand identity. Furnishings should be of durable materials, with metal and wood accents when appropriate.



DECORATIVE BASE DETAIL



12" BOLT CIRCLE  
ANCHOR BOLTS: 3/4" x 18"  
BASE PLATE DETAIL

DECORATIVE BASE DETAIL



# BENCHES & SEATING

## BENCH



Source: Landscape Forms

Parkview Bench

Color: Black

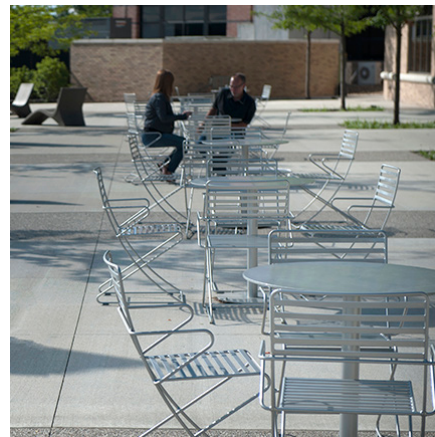
## SEATING & TABLES



Source: Landscape Forms

Parc Centre Chair

Color: Black



Source: Landscape Forms

Parc Centre Table

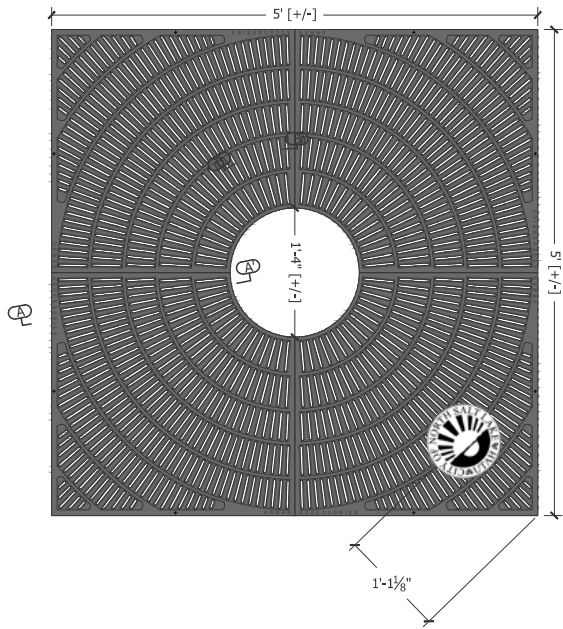
Color: Black





## OTHER FURNISHINGS

### TREE GRATE



Custom Tree Grate for NSL Town Center

## OTHER FURNISHINGS

### BOLLARDS



Source: Landscape Forms

Guide Bollard

Color: Black



# OTHER FURNISHINGS

## BIKE RACKS



Source: Landscape Forms

Key Bike Rack

Color: Black

# OTHER FURNISHINGS

## WASTE BINS



Source: Landscape Forms

Chase Park Litter Bin

Color: Black



# TOWN CENTER PUBLIC ART

Traditional types of public art can include commemorative or architectural sculptures, murals, or unique landscape design. Traditional materials such as bronze can also compliment this style as well as the character of the area.

Public art can also highlight the connections to nature in personality of installations: casual, organic, creative, re-purposed, approachable. Nature can be celebrated for the true joy and wonder it brings to everyone.

Modernity in form and style can also connect with a more contemporary feel for the town center. Simple forms and colors bring a more contemporary look and feel.

Connecting new art installations in the town center to the brand guideposts is essential. The guideposts are broad, but give the artists proposing art some input on what the town center brand entails:

ESTABLISHED

HISTORIC INFLUENCE

CONTEMPORARY

CONNECTED TO NATURE

FAMILIAR

When engaging new artists for commissions in the North Salt Lake Town Center, artists should be encourage to connect their concepts to one or more of these guideposts, but not necessarily all guideposts.

**Connecting to one or two guideposts is recommended, and should be required in the request for proposals.**

## PUBLIC ART

- » Unique in the local market
- » Wide range of potential features
- » Encourage color and creativity
- » Connects to growing demographic
- » Focus on materials and forms
- » Broad representation from many groups

## PLAN FOR PUBLIC ART

Within the town center area, the city should craft a simple plan for types and locations for public art. A small group of stakeholders could identify key locations for public art that will either be funded by the city itself, or required as a component of new developments.

Potential public art locations recommended:

Key viewpoints/corridors along Highway 89

Landmark art at major intersections

Mural program for on-going art additions

Main entries to key destinations

Plaza and park spaces

A public art plan can be something as simple as a map with potential locations or buildings, with the addition of types to be encouraged at each. This plan can help elected and appointed officials budget for public art to begin the process of commissioning new art for the town center.

Each piece of art should be inspired and influence by the brand identity of the Town Center.





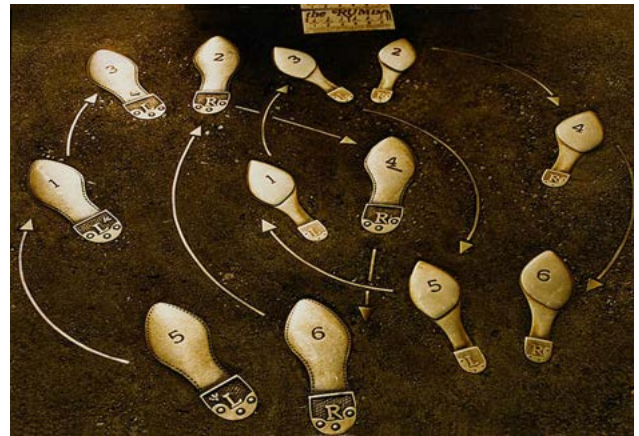
Mural art can reference historic town center elements or tell stories unique to North Salt Lake.



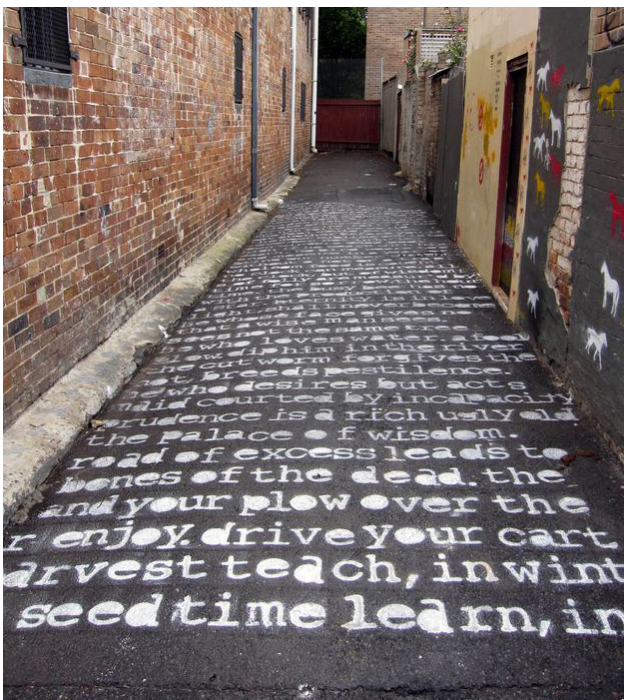
Traditional bronze sculptures can relay historical context while conveying the brand essence.



Successful public art is engaging, and can be a simple interpretation of every-day elements.



Public art can also engage the user and invite them to interact with the piece.



Public art can also successfully use the literary arts to tell the unique story of a place.



Connecting art to nature and local history is encouraged.





*Sculptural art can feel historic and connect the history of train travel in the town center to the new branding.*



*With strong ties to the train network of the Wasatch Front, historic art can also feel experimental and contemporary.*



*Framing of natural features and views can also bring engagement with public art in the town center.*



*Murals can tell stories and bring awareness of important people in the history of the town center.*



*Iconic murals and signs can impact the town center brand.*



*Connecting art to nature and local history is encouraged.*



## PUBLIC ART PROCUREMENT

Establishing a process and standards for procurement of public art in the town center should be prioritized before any funding is identified. This process and who manages it and decides on art installations is fundamental to a successful public art program.

In many ways, public art brings the biggest impact to the personality of a town center area. Art can become an iconic element of the town center, and a landmark or destination for visitors.

Typically, the city should develop and distribute a request for proposals (RFP) from local artists to begin the process of new art in the town center area. Below are some key steps to development of an RFP for art from the BR Howard Conservation group:

## BEST PRACTICES FOR ART COMMISSION

### **Budget**

Will you have a budget range or a fixed cost amount? Will you provide stipends to your artist finalists? Who is responsible for paying to have the piece installed and manufactured? These concerns will need to be included in your RFP to help potential applicants.

***With new development its common practice to require 1% of the total budget for public art installations.***

### **Eligibility**

Are you accepting proposals from vendors only within your state, or anywhere in the country? Do you require a certain amount of past experience? There are a variety of factors that you may want to list in your RFP.

***Local artists from a broad ranges of representative groups is recommended for the town center art installations.***

### **About the Town Center**

Giving your potential applicants a good understanding of what your North Salt Lake is creating with the Town Center will help them in developing their proposals. Your goals, values, and mission will all be taken into account.

***Including the Town Center Goals, Guideposts, and Branding Guide is a helpful way to communicate key elements to potential artists.***

### **Project description**

This is where you can get into the nitty gritty of the project at hand. Here, you can lay out expectations, needs, goals, and any information that you feel is crucial for potential applicants to know about your project. Being as detailed as possible allows for open communication and ensures vendors understand your needs.

***Keeping a project description flexible (location, size, category) is more desirable than getting too detailed.***

### **Selection process**

Include the types of people who are on the selection panel, e.g., community representatives, art professionals, agency representatives, and funders. Include the number, or range, of finalists that will be selected and what will be required of the finalists, including proposals, dates for presentations, and travel. State the fee that finalists will be paid, to what that fee can be allocated, and if a separate travel budget is available.

***A broad 'selection group' representing many different entities (not just arts groups) is desirable for an arts selection committee.***

### **Timeline**

Including specific dates like deadline, first round, second round, interviews, in person meetings, selection date, etc. helps both the applicants understand your vision for the project and also helps to keep you on track.



## **Submission requirements**

Be very specific about the information artists should include with their application materials since it will determine how they are presented to the panel reviewing applications.

Typical application requirements include:

- Number and type of visual support materials
- Annotated support materials list
- Resume
- References
- Letter of interest
- Self-addressed stamped envelope (SASE)
- Project proposal (for RFPs only).

## **Contact information**

If someone has questions about your RFP, who should they contact? You'll need to designate a specific person to manage all questions and communications with potential vendors and artists.

## **About the artist**

Will you require resumes, case studies, references, statement of work, and mock ups from artists? Provide a list of what you'd like to receive about the artist and/or vendors.

## **Other considerations**

Within your RFP, will you ask for information regarding plans for installation and conservation and maintenance planning? Planning for these up front will help ensure the longevity of your new artwork.

## **How to promote an art commission RFP**

The state of Utah and local arts organizations are good sources to also help distribute art procurement RFPs.

Bountiful Davis Arts Center manages and promotes many local arts exhibitions and artists.

**[info@bdac.org](mailto:info@bdac.org)**

**Tel: 801.295.3618**

Salt Lake City Arts Council is the City's primary arts organization, and manages all the City's public art programs. They maintain a large artists list and distribute many RFPs for arts commissioning every year:

**email: [publicartprogram@slc.gov](mailto:publicartprogram@slc.gov)**

**Phone: 801.596.5000**

State of Utah Division of Arts & Museums maintains listings of art commission opportunities across the state.

**<https://artsandmuseums.utah.gov/public-art-opportunities/>**

**Visual & Public Art Manager: 801.245.7271**

Americans for the Arts is a nationwide arts organization that manages a database of artists and art opportunities for communities across the country. Becoming a member of the organization gives access to posting new arts commission opportunities:

**<https://www.americansforthearts.org/membership>**

## **Choosing an Artist**

Once you have your RFP responses, you'll want to make sure you have a process set up to evaluate your candidates. Do you have a selection committee established? Who is represented on that committee? Including artists and local officials is a good way to make sure you get a thorough discussion of RFP submissions.

Source: [www.brhoward.com](http://www.brhoward.com)





- 1 | GATEWAY**
- 2 | TRAIL**  
FRONT (NORTH FACE)  
↑ TOWN CENTER  
↑ CITY HALL + VETERANS MEMORIAL PARK  
↑ HATCH PARK + BAMBERGER TRAIL
- 3 | AUTO**  
FRONT (NORTH FACE)  
↑ TOWN CENTER  
↑ CITY HALL  
↑ HATCH PARK + BAMBERGER TRAIL
- 4 | TRAIL**  
FRONT (SOUTH FACE)  
↑ TOWN CENTER  
↑ CITY HALL + VETERANS MEMORIAL PARK  
↑ HATCH PARK + BAMBERGER TRAIL  
↑ ORCHARD ELEMENTARY SCHOOL
- 5 | TRAIL**  
FRONT (SOUTH FACE)  
↑ TOWN CENTER  
↑ CITY HALL + VETERANS MEMORIAL PARK  
↑ HATCH PARK + BAMBERGER TRAIL  
↑ ORCHARD ELEMENTARY SCHOOL
- 6 | MAP**
- 7 | MAP**
- 8 | PEDESTRIAN**  
FRONT (NORTH FACE)  
↑ CITY HALL + VETERANS MEMORIAL PARK  
↑ TOWN CENTER  
↑ HATCH PARK + BAMBERGER TRAIL  
↑ ORCHARD ELEMENTARY SCHOOL  
BACK (SOUTH FACE)  
↑ HATCH PARK + BAMBERGER TRAIL  
↑ CITY HALL + VETERANS MEMORIAL PARK  
↑ POST OFFICE
- 9 | PEDESTRIAN**  
FRONT (EAST FACE)  
↑ CITY HALL + VETERANS MEMORIAL PARK  
↑ TOWN CENTER  
↑ HATCH PARK + BAMBERGER TRAIL  
↑ ORCHARD ELEM. SCHOOL + GARDEN  
BACK (WEST FACE)  
↑ ORCHARD ELEMENTARY SCHOOL
- 10 | AUTO**  
FRONT (EAST FACE)  
↑ CITY HALL  
↑ TOWN CENTER  
↑ HATCH PARK + BAMBERGER TRAIL
- 11 | GATEWAY**  
FRONT (SOUTH FACE)  
↑ CITY HALL + VETERANS MEMORIAL PARK  
↑ TOWN CENTER  
↑ HATCH PARK + BAMBERGER TRAIL  
↑ ORCHARD ELEMENTARY SCHOOL
- 12 | PEDESTRIAN**  
FRONT (SOUTH FACE)  
↑ CITY HALL + VETERANS MEMORIAL PARK  
↑ TOWN CENTER  
↑ HATCH PARK + BAMBERGER TRAIL  
↑ ORCHARD ELEMENTARY SCHOOL  
POST OFFICE  
BACK (NORTH FACE)  
↑ HATCH PARK + BAMBERGER TRAIL  
↑ ORCHARD ELEMENTARY SCHOOL
- 13 | MAP**
- 14 | MAP**
- 15 | PEDESTRIAN**  
FRONT (WEST FACE)  
↑ CITY HALL + VETERANS MEMORIAL PARK  
↑ TOWN CENTER  
↑ HATCH PARK + BAMBERGER TRAIL  
↑ ORCHARD ELEMENTARY SCHOOL  
BACK (EAST FACE)  
↑ HATCH PARK + BAMBERGER TRAIL
- 16 | AUTO**  
FRONT (WEST FACE)  
↑ TOWN CENTER  
↑ CITY HALL + VETERANS MEMORIAL PARK  
↑ HATCH PARK + BAMBERGER TRAIL
- 17 | GATEWAY**
- 18 | TRAIL**  
FRONT (SOUTH FACE)  
↑ TOWN CENTER  
↑ CITY HALL + VETERANS MEMORIAL PARK  
↑ HATCH PARK + BAMBERGER TRAIL  
↑ ORCHARD ELEMENTARY SCHOOL
- 19 | AUTO**  
FRONT (SOUTH FACE)  
↑ TOWN CENTER  
↑ CITY HALL  
↑ HATCH PARK + BAMBERGER TRAIL
- 20 | TRAIL**  
FRONT (EAST FACE)  
↑ TOWN CENTER  
↑ CITY HALL + VETERANS MEMORIAL PARK  
↑ HATCH PARK + BAMBERGER TRAIL  
↑ ORCHARD ELEMENTARY SCHOOL
- 21 | MAP**
- 22 | TRAIL**  
FRONT (EAST FACE)  
↑ TOWN CENTER  
↑ CITY HALL + VETERANS MEMORIAL PARK  
↑ HATCH PARK + BAMBERGER TRAIL  
↑ ORCHARD ELEMENTARY SCHOOL
- 23 | GATEWAY**
- 24 | TRAIL**
- 25 | TRAIL**





# SIGNAGE PACKAGE

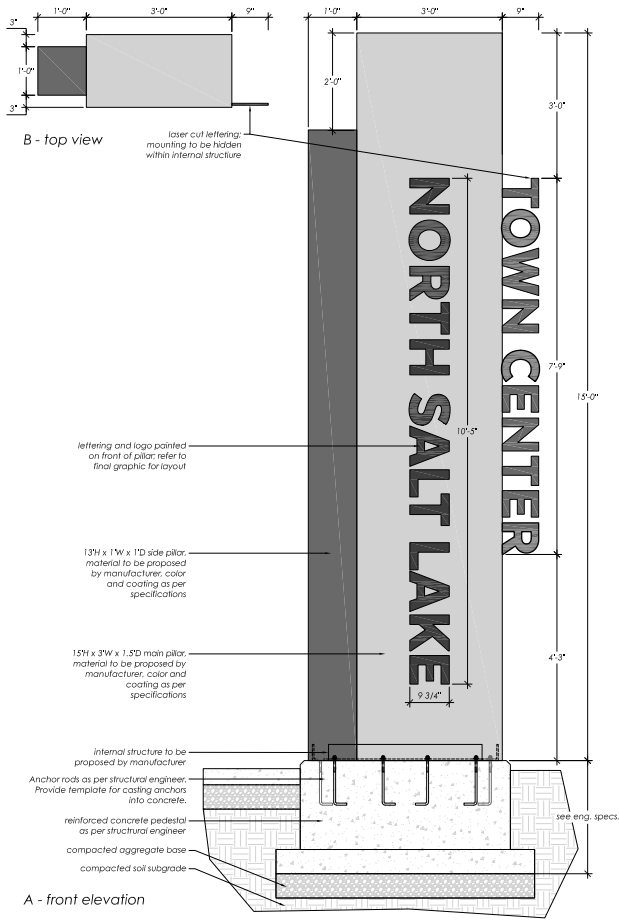
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<a href="#"><u>02 TRAIL SIGN</u></a>	<a href="#"><u>16 AUTO SIGN</u></a>
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<a href="#"><u>14 TOWN CENTER MAP SIGN</u></a>	

*Print ready files for signs are found in the folder accompanying this document.*



# 01 GATEWAY SIGN

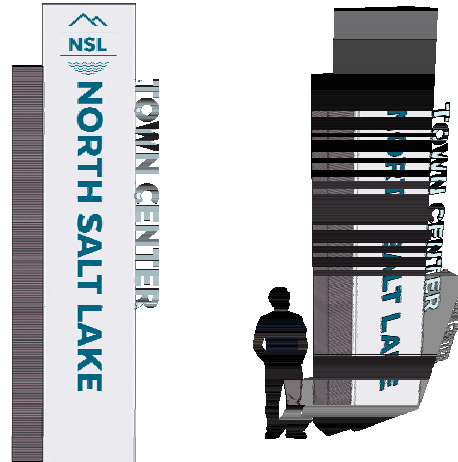


1 Gateway sign - elevation and plan detail  
1" = 2'

## SPECIFICATIONS

Gateway sign with new fabricated metal sign cabinet with primed and painted finish and clear coat.

- SIGN CABINET:** New fabricated aluminum sign cabinet with primed and painted finish and clear coated.
- STRUCTURE:** The sign support structure including the interface with the footing/foundation shall be designed by the structural engineer in coordination with sign Fabricator. Coordinate with Owner for final location.
- BASE:** Raised pad at base. Provide sub-grade concrete foundation as required.
- GRAFFITI COATING:** Apply graffiti-resistant coating to all exposed surfaces.
- MESSAGES, MEASUREMENTS & LOCATION:** Sign fabricator to confirm all messages, field verify all measurements, and determine final sign location with Owner. This information shall be included in the shop drawings to be submitted for review and approval.
- Fabricator's drawings shall include any approved fabricator requirements. Inspections will be required by the registered design professional in responsible charge.

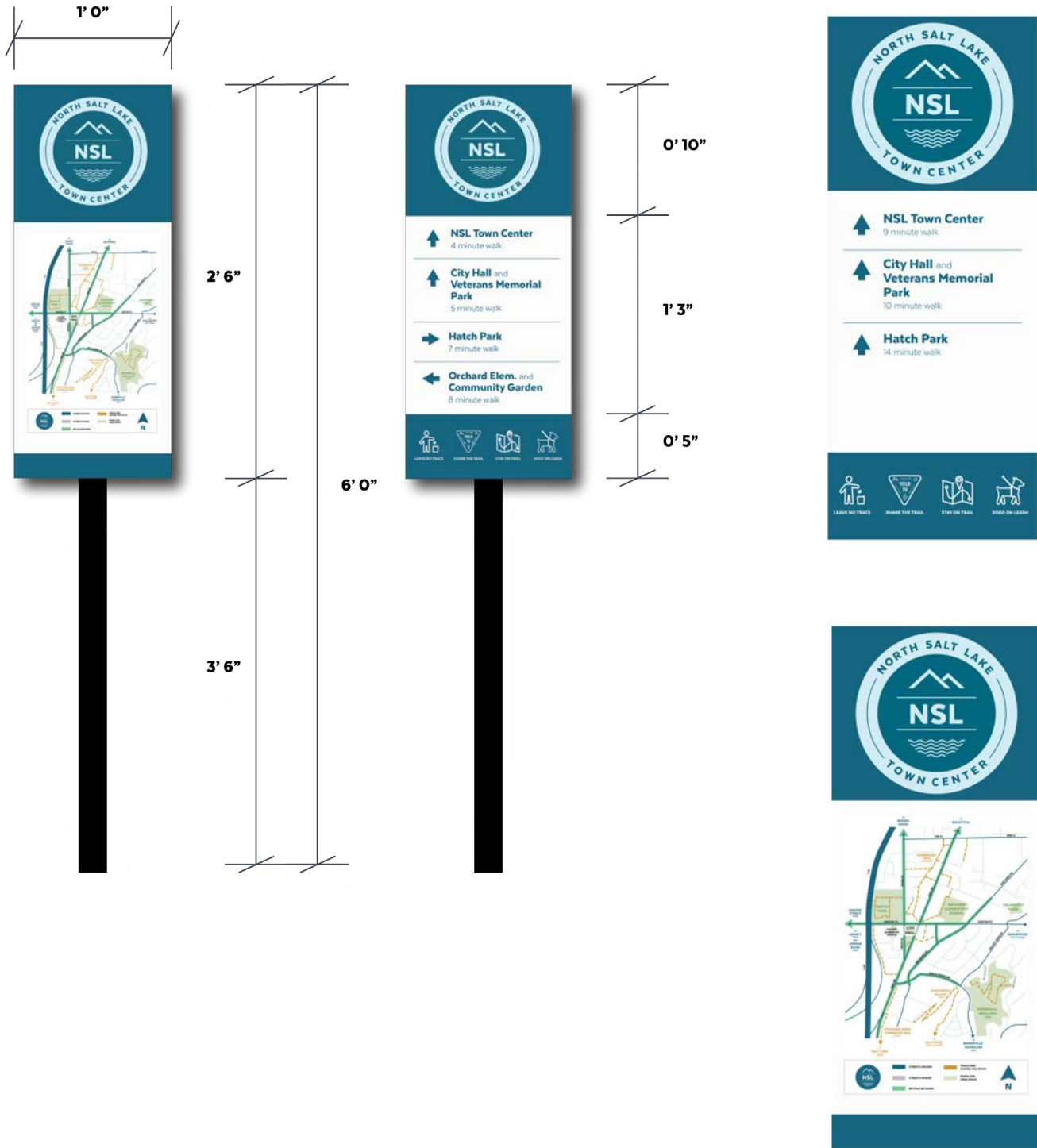


2 Gateway sign - front graphic and perspective  
n/s

Print ready files for signs are found in the folder accompanying this document.



# O2 TRAIL SIGN



Print ready files for signs are found in the folder accompanying this document.



## 03 AUTO SIGN



**NORTH SALT LAKE**  
**TOWN CENTER**



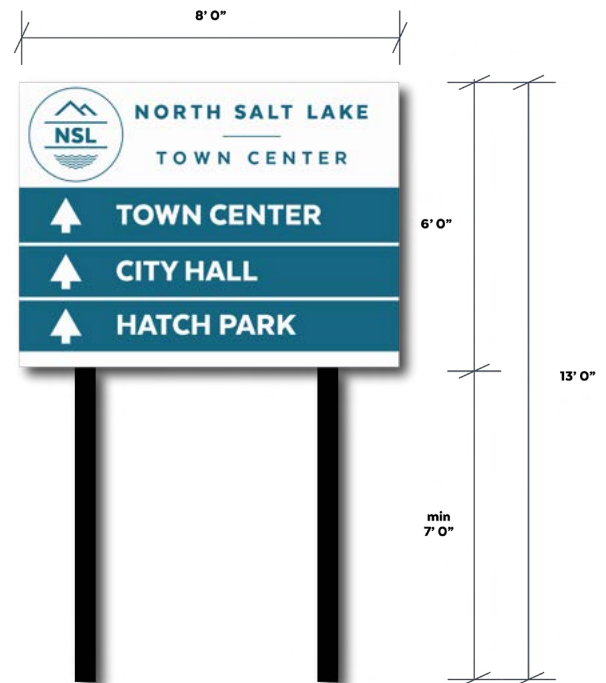
**TOWN CENTER**



**CITY HALL**



**HATCH PARK**



*Print ready files for signs are found in the folder accompanying this document.*



# 04 TRAIL SIGN



Print ready files for signs are found in the folder accompanying this document.



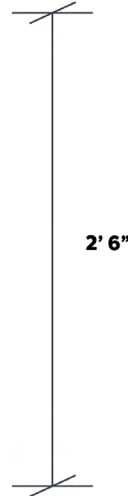
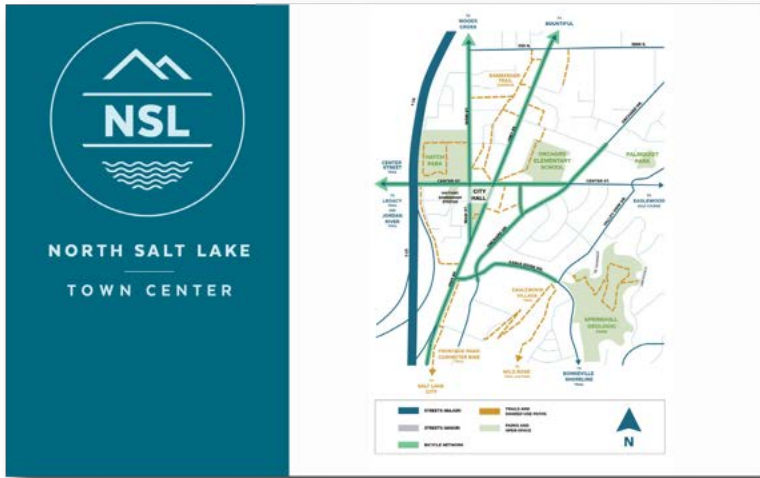
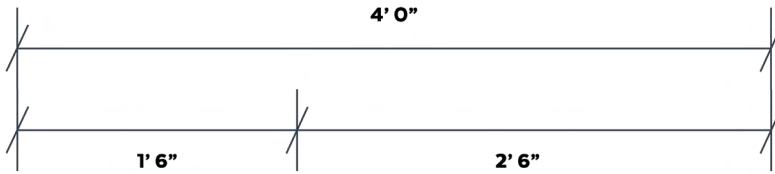
# 05 TRAIL SIGN



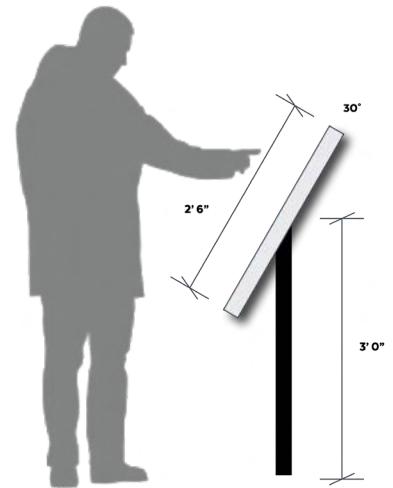
Print ready files for signs are found in the folder accompanying this document.



# 06 TOWN CENTER MAP SIGN



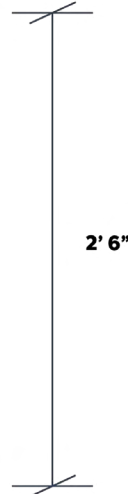
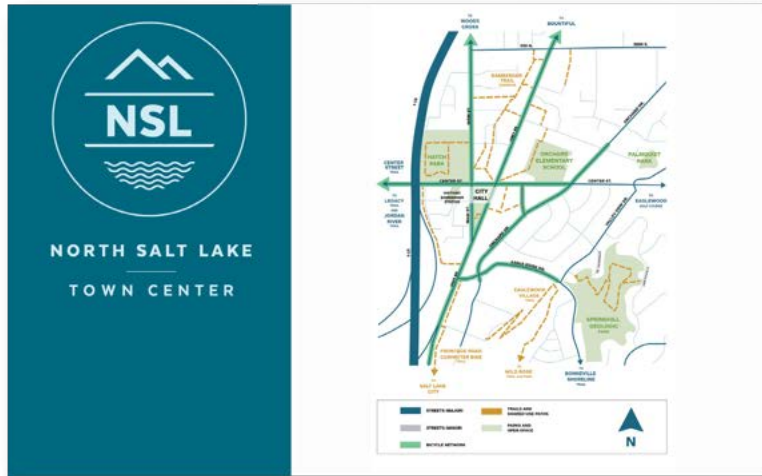
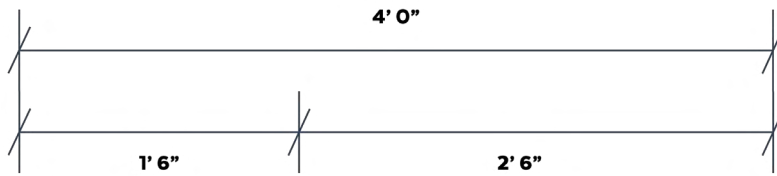
All five map sign will be the same. A "You are Here" sticker will be placed on each map to show location.



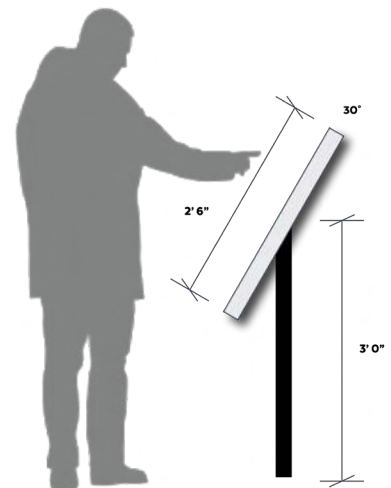
Print ready files for signs are found in the folder accompanying this document.



# 07 TOWN CENTER MAP SIGN



All five map sign will be the same. A "You are Here" sticker will be placed on each map to show location.

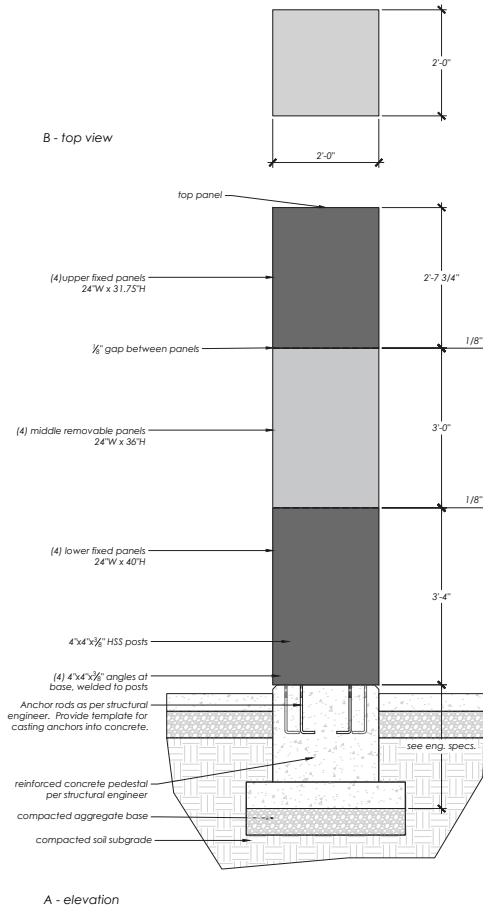


Print ready files for signs are found in the folder accompanying this document.





# 08 PEDESTRIAN SIGN



1 Pedestrian sign - elevation and plan detail  
1" = 2"

### SPECIFICATIONS

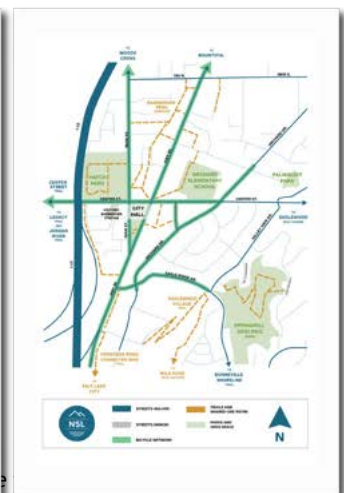
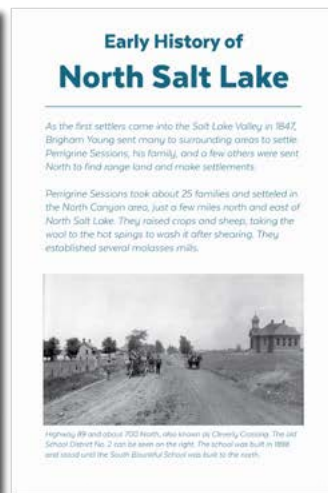
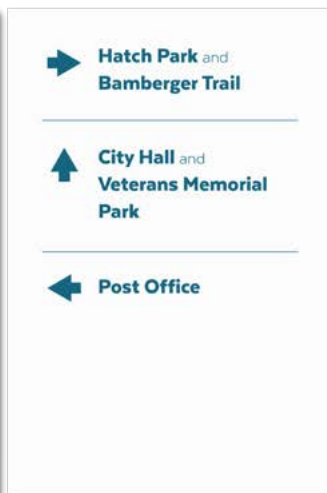
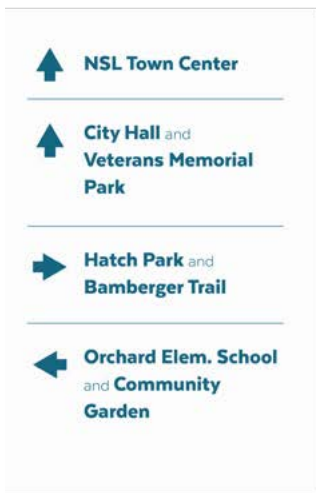
Pedestrian sign with new fabricated metal sign cabinet with primed and painted finish and clear coat. Sign to have four faces.

1. SIGN CABINET: New fabricated aluminum sign cabinet with primed and painted finish and clear coated.
2. STRUCTURE: The sign support structure including the interface with the footing/ foundation shall be designed by the structural engineer in coordination with sign Fabricator. Coordinate with Owner for final location.
3. BASE: Raised pad at base. Provide sub-grade concrete foundation as required.

4. GRAFFITI COATING: Apply graffiti-resistant coating to all exposed surfaces.
5. MESSAGES, MEASUREMENTS & LOCATION: Sign fabricator to confirm all messages, field verify all measurements, and determine final sign location with Owner. This information shall be included in the shop drawings to be submitted for review and approval.
6. Fabricator's drawings shall include any approved fabricator requirements. Inspections will be required by the registered design professional in responsible charge.



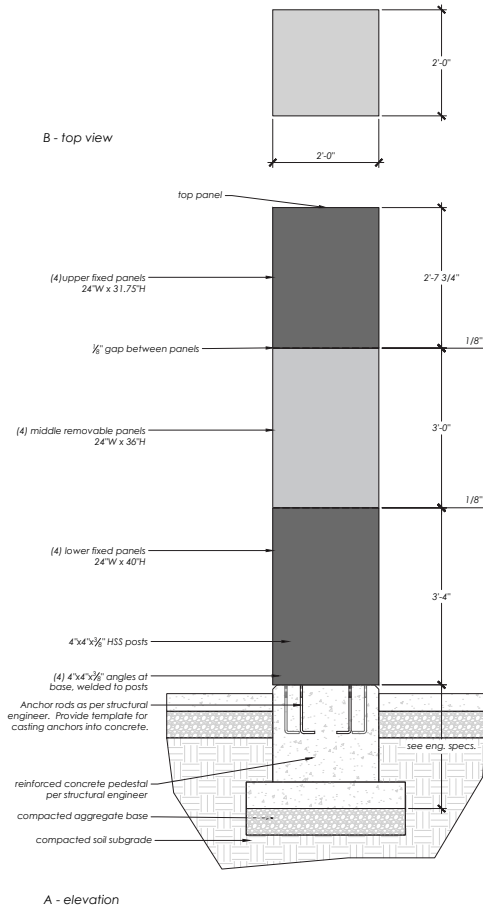
2 Pedestrian sign - front elevation and perspective



accompanying this document.



# 09 PEDESTRIAN SIGN



1 Pedestrian sign - elevation and plan detail  
1" = 2"

## SPECIFICATIONS

Pedestrian sign with new fabricated metal sign cabinet with primed and painted finish and clear coat. Sign to have four faces.

1. SIGN CABINET: New fabricated aluminum sign cabinet with primed and painted finish and clear coated.
2. STRUCTURE: The sign support structure including the interface with the footing/ foundation shall be designed by the structural engineer in coordination with sign Fabricator. Coordinate with Owner for final location.
3. BASE: Raised pad at base. Provide sub-grade concrete foundation as required.

4. GRAFFITI COATING: Apply graffiti-resistant coating to all exposed surfaces.
5. MESSAGES, MEASUREMENTS & LOCATION: Sign fabricator to confirm all messages, field verify all measurements, and determine final sign location with Owner. This information shall be included in the shop drawings to be submitted for review and approval.
6. Fabricator's drawings shall include any approved fabricator requirements. Inspections will be required by the registered design professional in responsible charge.



2 Pedestrian sign - front elevation and perspective  
nts

- NSL Town Center**

---

- City Hall and Veterans Memorial Park**

---

- Hatch Park and Bamberger Trail**

---

- Orchard Elem. School and Community Garden**

- Orchard Elem. School and Community Garden**

### Farm Life in North Salt Lake

In the early 1900's the landscape swayed with blowing hay and corn fields. Farms dominated the area. Victor and Hilior Kay Johnson owned a large farm east of Highway 89.

Today, the Orchard Community Garden is available for families to grow their own food. The community garden is a beautification and community-building project in the city of North Salt Lake. The garden has a total of 26 plots.

August 20, 1901. Chivalo Mills on the western edge of the farmstead of Hilior & Hilior Kay Johnson. The water wagon hauled water to the field for the steam engine at breakfast time.



# 10 AUTO SIGN

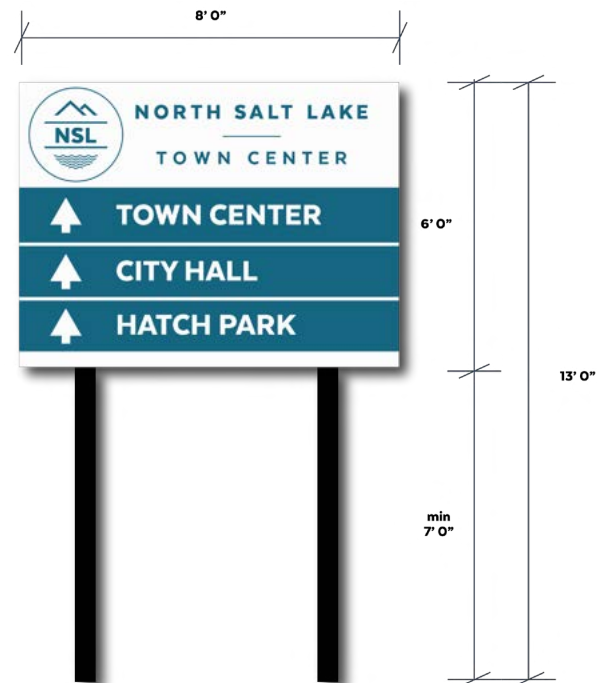


**NORTH SALT LAKE**  
**TOWN CENTER**

**↑ TOWN CENTER**

**↑ CITY HALL**

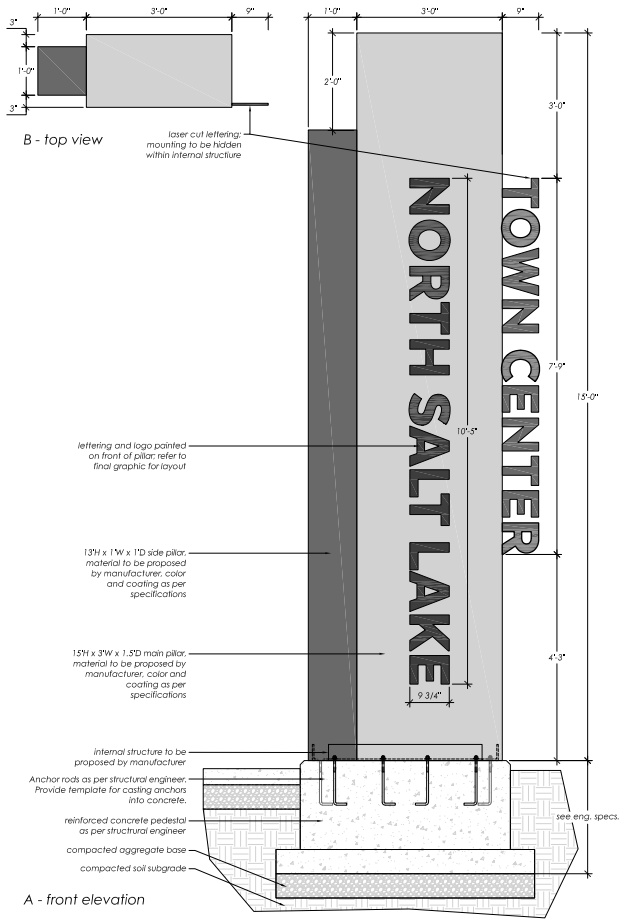
**↑ HATCH PARK**



*Print ready files for signs are found in the folder accompanying this document.*



# 11 GATEWAY SIGN

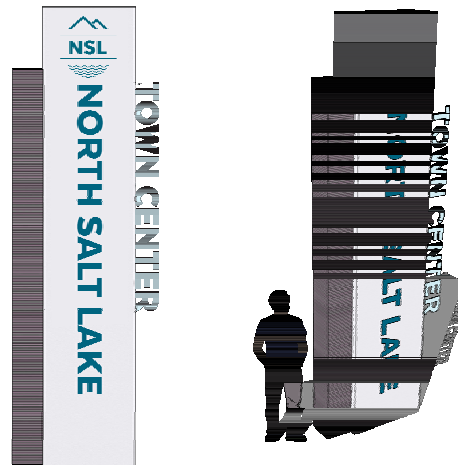


1 Gateway sign - elevation and plan detail  
1" = 2'

## SPECIFICATIONS

Gateway sign with new fabricated metal sign cabinet with primed and painted finish and clear coat.

- SIGN CABINET:** New fabricated aluminum sign cabinet with primed and painted finish and clear coated.
- STRUCTURE:** The sign support structure including the interface with the footing/foundation shall be designed by the structural engineer in coordination with sign Fabricator. Coordinate with Owner for final location.
- BASE:** Raised pad at base. Provide sub-grade concrete foundation as required.
- GRAFFITI COATING:** Apply graffiti-resistant coating to all exposed surfaces.
- MESSAGES, MEASUREMENTS & LOCATION:** Sign fabricator to confirm all messages, field verify all measurements, and determine final sign location with Owner. This information shall be included in the shop drawings to be submitted for review and approval.
- Fabricator's drawings shall include any approved fabricator requirements. Inspections will be required by the registered design professional in responsible charge.

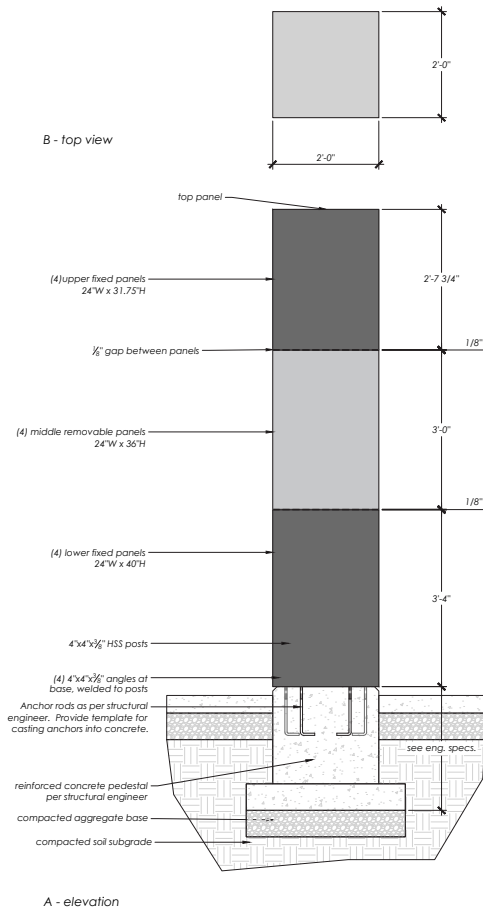


2 Gateway sign - front graphic and perspective  
n/s

Print ready files for signs are found in the folder accompanying this document.



# 12 PEDESTRIAN SIGN



1 Pedestrian sign - elevation and plan detail  
1" = 2"

## SPECIFICATIONS

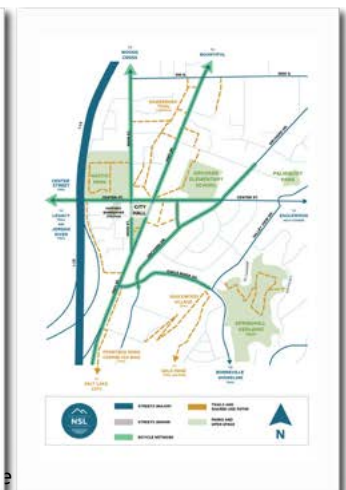
Pedestrian sign with new fabricated metal sign cabinet with primed and painted finish and clear coat. Sign to have four faces.

- SIGN CABINET:** New fabricated aluminum sign cabinet with primed and painted finish and clear coated.
- STRUCTURE:** The sign support structure including the interface with the footing/foundation shall be designed by the structural engineer in coordination with sign Fabricator. Coordinate with Owner for final location.
- BASE:** Raised pad at base. Provide sub-grade concrete foundation as required.

- GRAFFITI COATING:** Apply graffiti-resistant coating to all exposed surfaces.
- MESSAGES, MEASUREMENTS & LOCATION:** Sign fabricator to confirm all messages, field verify all measurements, and determine final sign location with Owner. This information shall be included in the shop drawings to be submitted for review and approval.
- Fabricator's drawings shall include any approved fabricator requirements. Inspections will be required by the registered design professional in responsible charge.



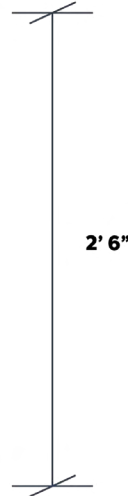
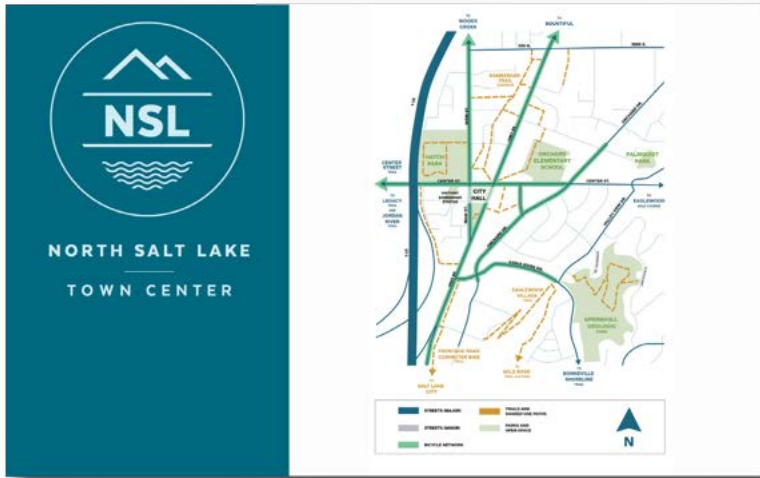
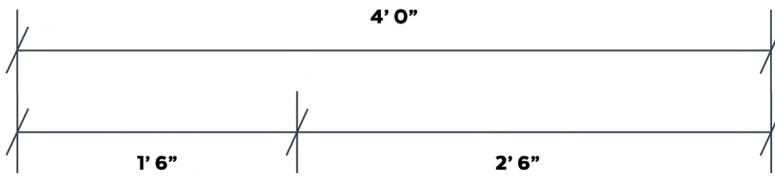
2 Pedestrian sign - front elevation and perspective  
1" = 2"



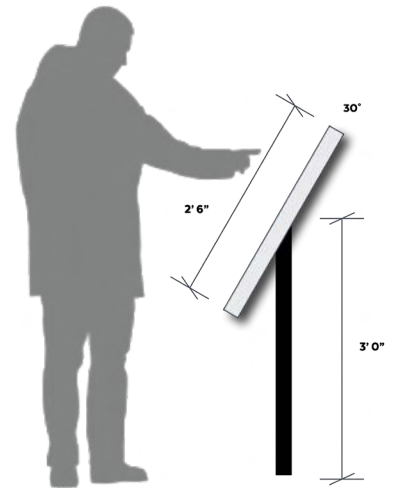
accompanying this document.



# 13 TOWN CENTER MAP SIGN



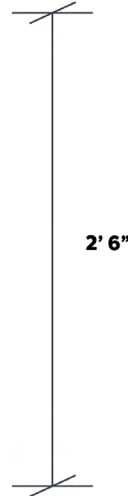
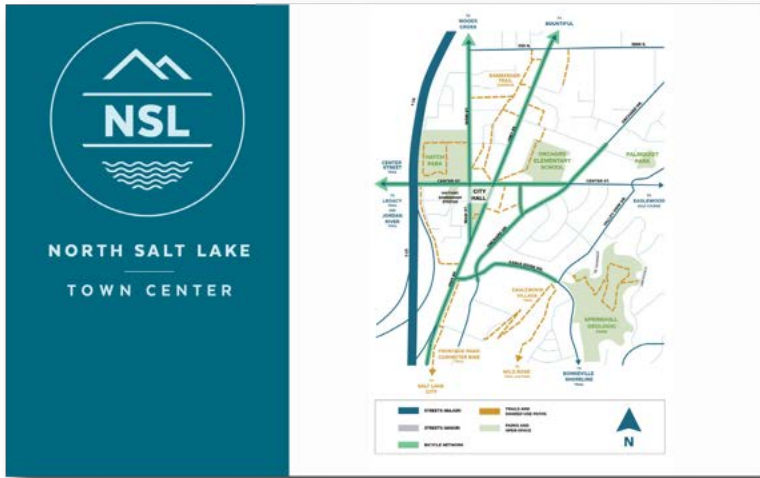
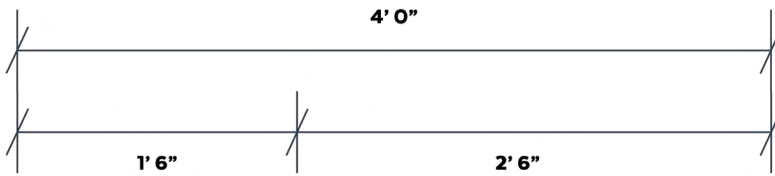
All five map sign will be the same. A "You are Here" sticker will be placed on each map to show location.



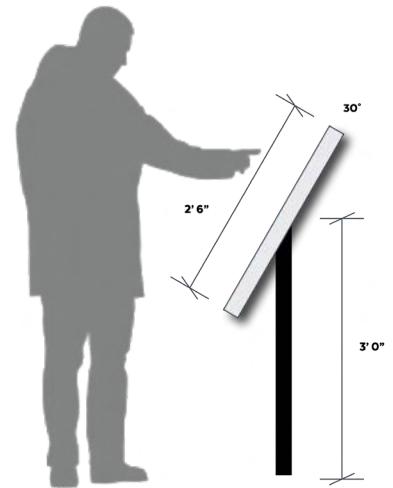
Print ready files for signs are found in the folder accompanying this document.



# 14 TOWN CENTER MAP SIGN



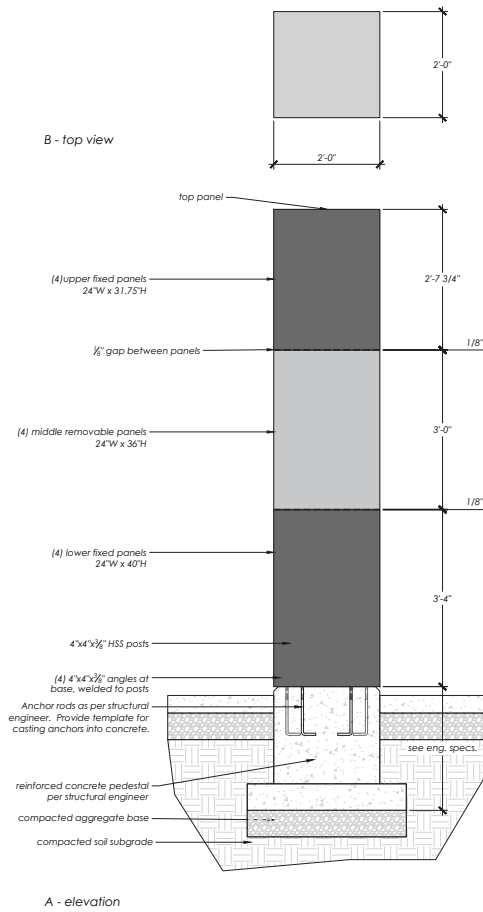
All five map sign will be the same. A "You are Here" sticker will be placed on each map to show location.



Print ready files for signs are found in the folder accompanying this document.



# 15 PEDESTRIAN SIGN



1 Pedestrian sign - elevation and plan detail  
1" = 2'

## SPECIFICATIONS

Pedestrian sign with new fabricated metal sign cabinet with primed and painted finish and clear coat. Sign to have four faces.

1. **SIGN CABINET:** New fabricated aluminum sign cabinet with primed and painted finish and clear coated.
2. **STRUCTURE:** The sign support structure including the interface with the footing/foundation shall be designed by the structural engineer in coordination with sign Fabricator. Coordinate with Owner for final location.
3. **BASE:** Raised pad at base. Provide sub-grade concrete foundation as required.

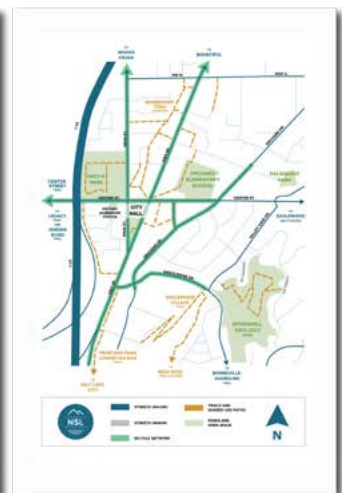
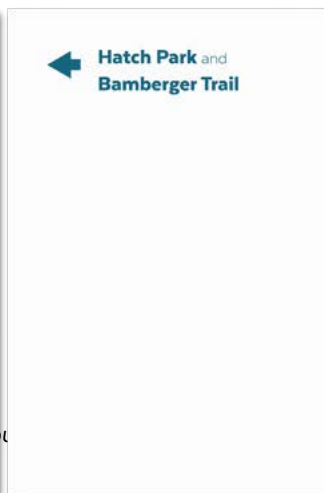
4. **GRAFFITI COATING:** Apply graffiti-resistant coating to all exposed surfaces.

5. **MESSAGES, MEASUREMENTS & LOCATION:** Sign fabricator to confirm all messages, field verify all measurements, and determine final sign location with Owner. This information shall be included in the shop drawings to be submitted for review and approval.

6. Fabricator's drawings shall include any approved fabricator requirements. Inspections will be required by the registered design professional in responsible charge.



2 Pedestrian sign - front elevation and perspective  
n/s





# 16 AUTO SIGN

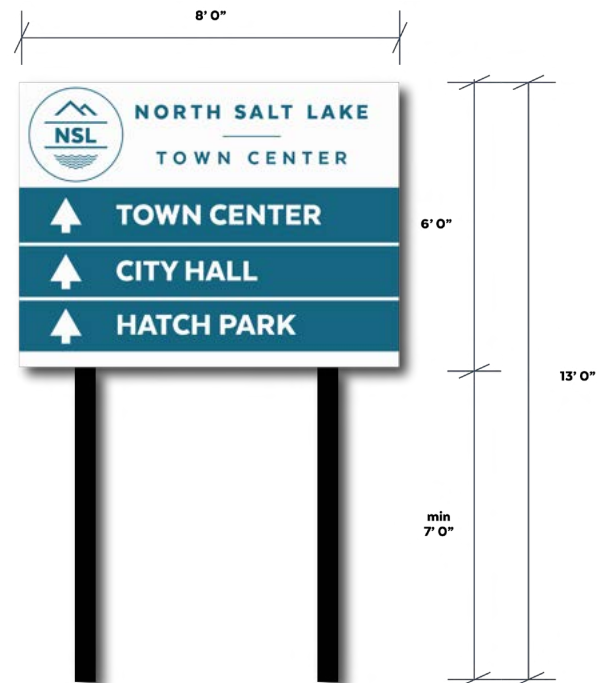


**NORTH SALT LAKE**  
**TOWN CENTER**

**↑ TOWN CENTER**

**↑ CITY HALL**

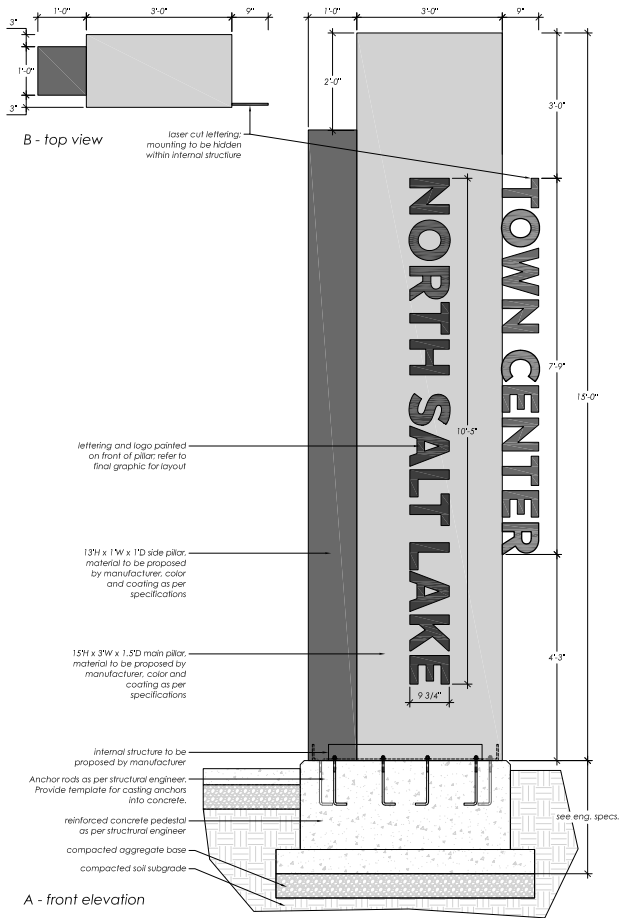
**← HATCH PARK**



*Print ready files for signs are found in the folder accompanying this document.*



# 17 GATEWAY SIGN

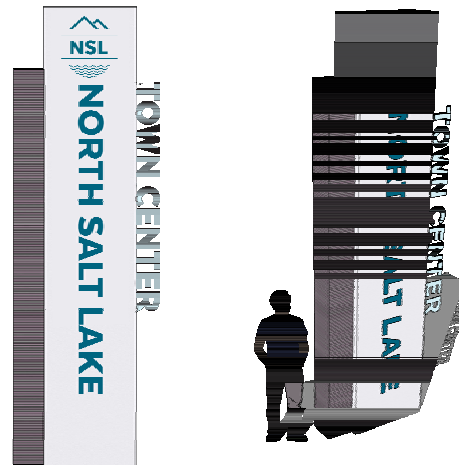


1 Gateway sign - elevation and plan detail  
1" = 2'

## SPECIFICATIONS

Gateway sign with new fabricated metal sign cabinet with primed and painted finish and clear coat.

- SIGN CABINET:** New fabricated aluminum sign cabinet with primed and painted finish and clear coated.
- STRUCTURE:** The sign support structure including the interface with the footing/foundation shall be designed by the structural engineer in coordination with sign Fabricator. Coordinate with Owner for final location.
- BASE:** Raised pad at base. Provide sub-grade concrete foundation as required.
- GRAFFITI COATING:** Apply graffiti-resistant coating to all exposed surfaces.
- MESSAGES, MEASUREMENTS & LOCATION:** Sign fabricator to confirm all messages, field verify all measurements, and determine final sign location with Owner. This information shall be included in the shop drawings to be submitted for review and approval.
- Fabricator's drawings shall include any approved fabricator requirements. Inspections will be required by the registered design professional in responsible charge.

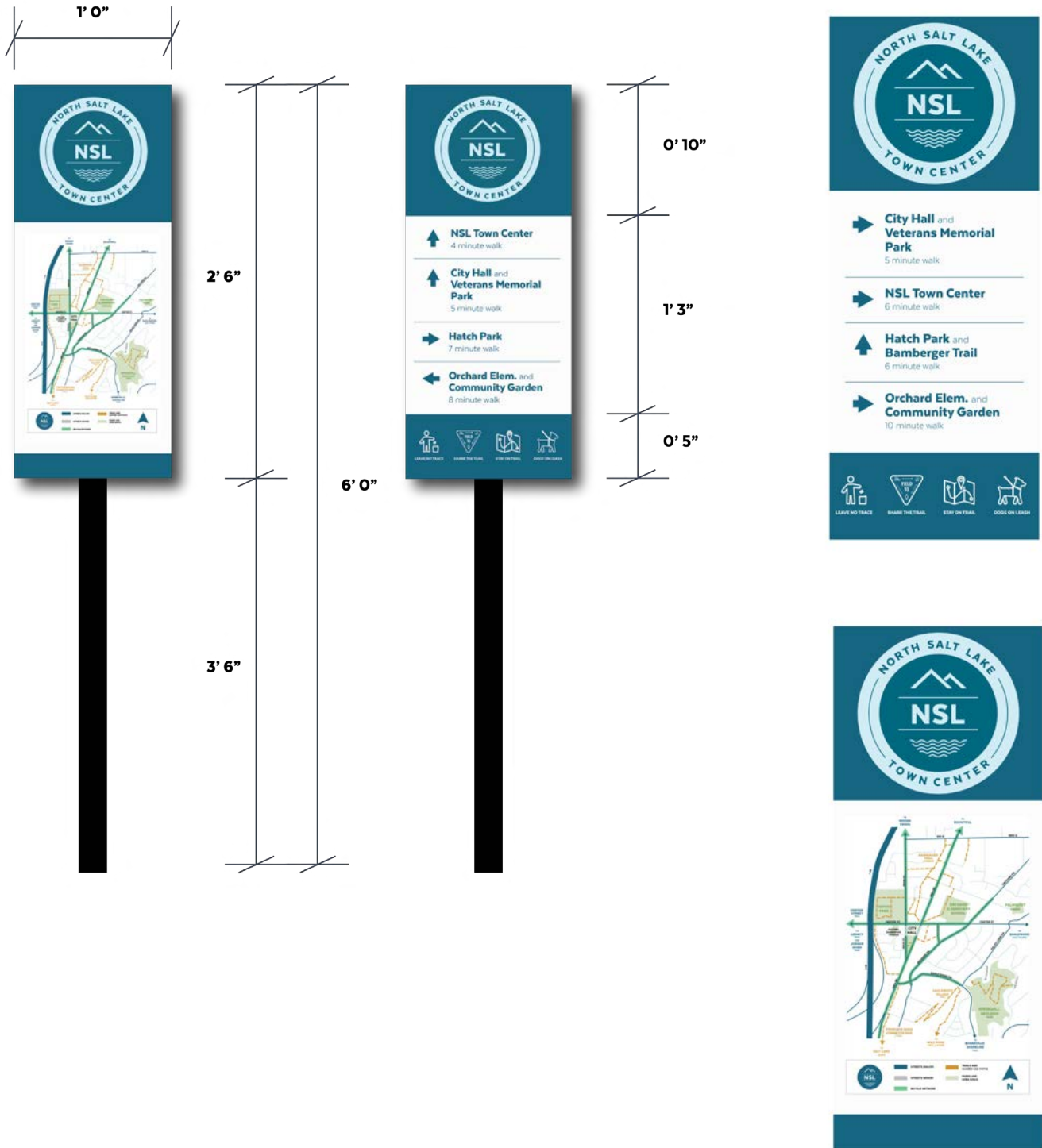


2 Gateway sign - front graphic and perspective  
n/s

Print ready files for signs are found in the folder accompanying this document.



# 18 TRAIL SIGN



Print ready files for signs are found in the folder accompanying this document.



# 19 AUTO SIGN

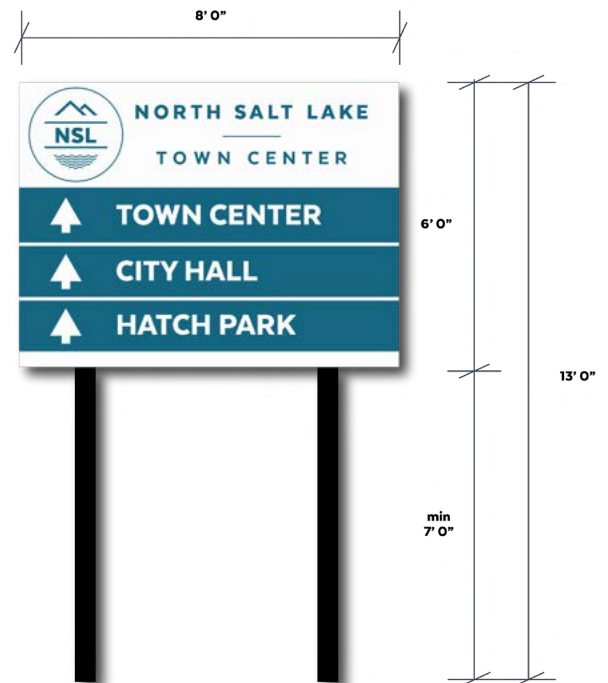


**NORTH SALT LAKE**  
**TOWN CENTER**

**↑ TOWN CENTER**

**↗ CITY HALL**

**↗ HATCH PARK**



Print ready files for signs are found in the folder accompanying this document.



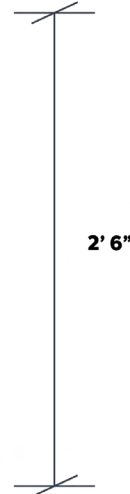
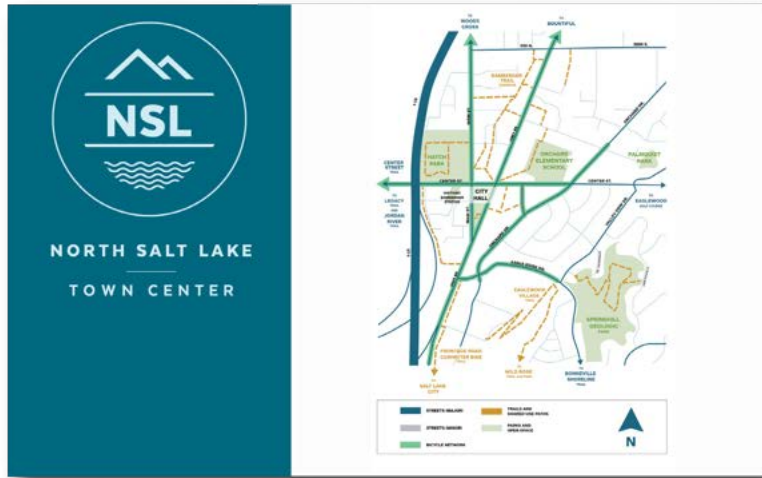
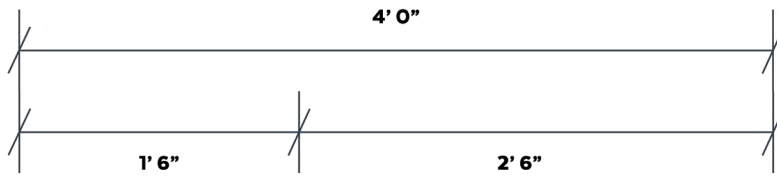
# 20 TRAIL SIGN



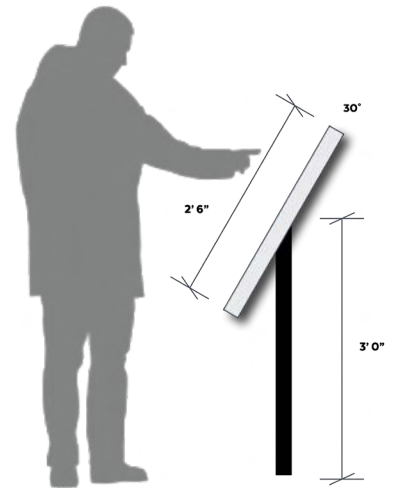
Print ready files for signs are found in the folder accompanying this document.



# 21 TOWN CENTER MAP SIGN



All five map sign will be the same. A "You are Here" sticker will be placed on each map to show location.



Print ready files for signs are found in the folder accompanying this document.



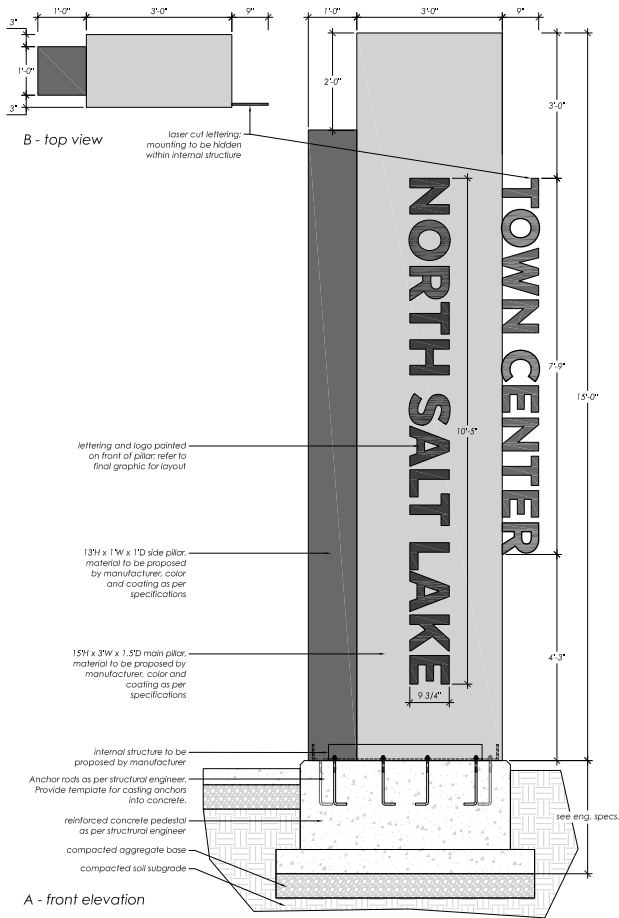
# 22 TRAIL SIGN



Print ready files for signs are found in the folder accompanying this document.



# 23 GATEWAY SIGN

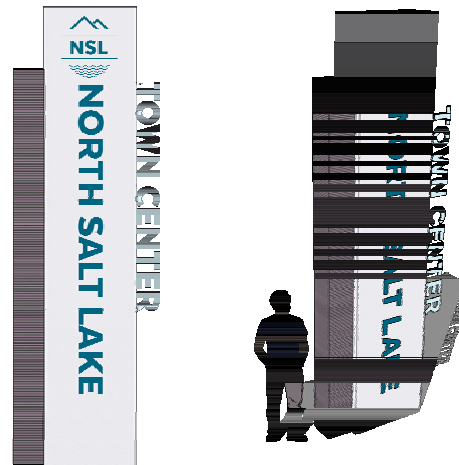


1 Gateway sign - elevation and plan detail  
1" = 2'

## SPECIFICATIONS

Gateway sign with new fabricated metal sign cabinet with primed and painted finish and clear coat.

- SIGN CABINET:** New fabricated aluminum sign cabinet with primed and painted finish and clear coated.
- STRUCTURE:** The sign support structure including the interface with the footing/foundation shall be designed by the structural engineer in coordination with sign Fabricator. Coordinate with Owner for final location.
- BASE:** Raised pad at base. Provide sub-grade concrete foundation as required.
- GRAFFITI COATING:** Apply graffiti-resistant coating to all exposed surfaces.
- MESSAGES, MEASUREMENTS & LOCATION:** Sign fabricator to confirm all messages, field verify all measurements, and determine final sign location with Owner. This information shall be included in the shop drawings to be submitted for review and approval.
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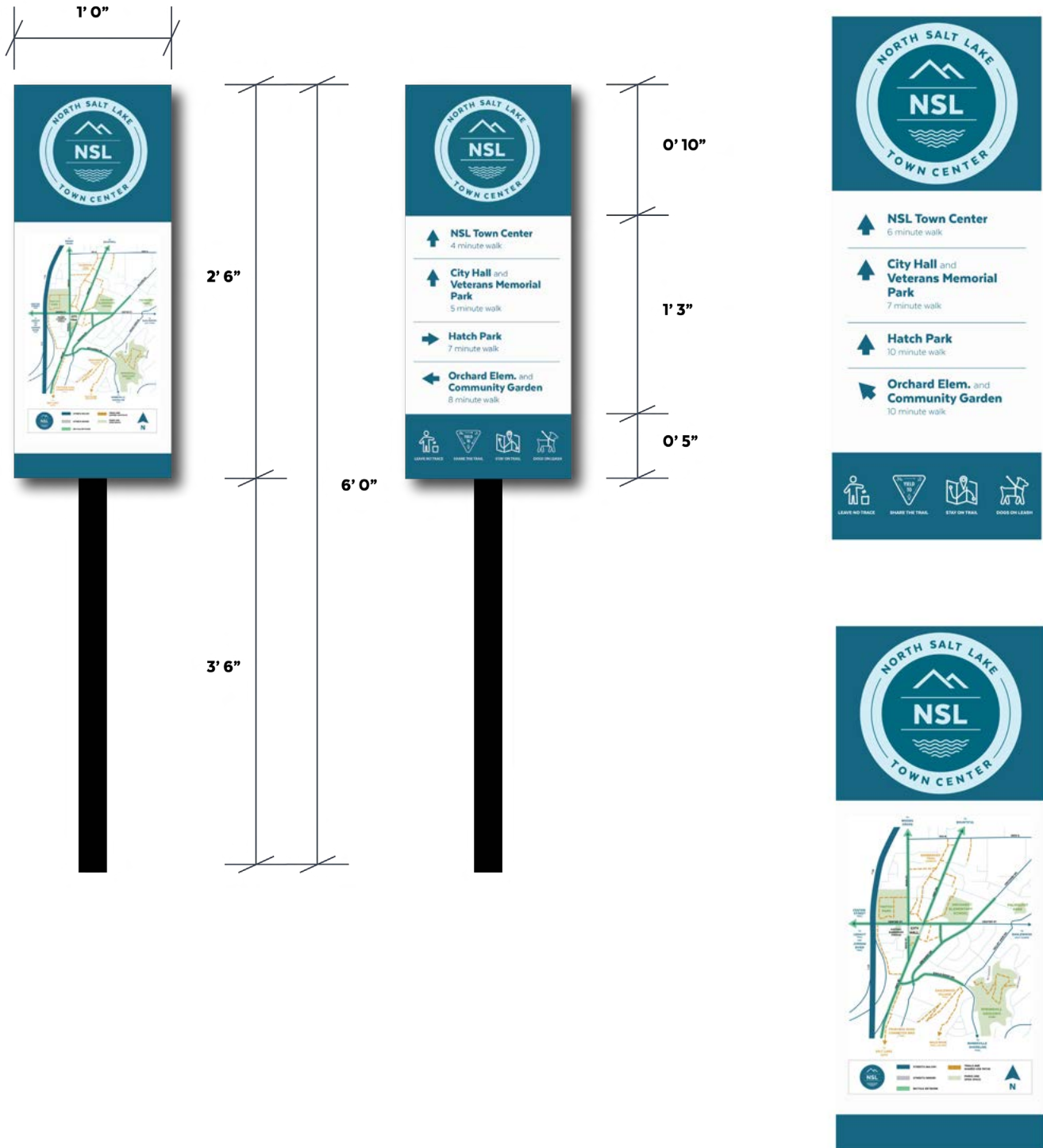
2 Gateway sign - front graphic and perspective  
n/s

Print ready files for signs are found in the folder accompanying this document.





# 24 TRAIL SIGN



Print ready files for signs are found in the folder accompanying this document.



# 25 TRAIL SIGN



Print ready files for signs are found in the folder accompanying this document.



## 26 BANNERS



*Print ready files for signs are found in the folder accompanying this document.*

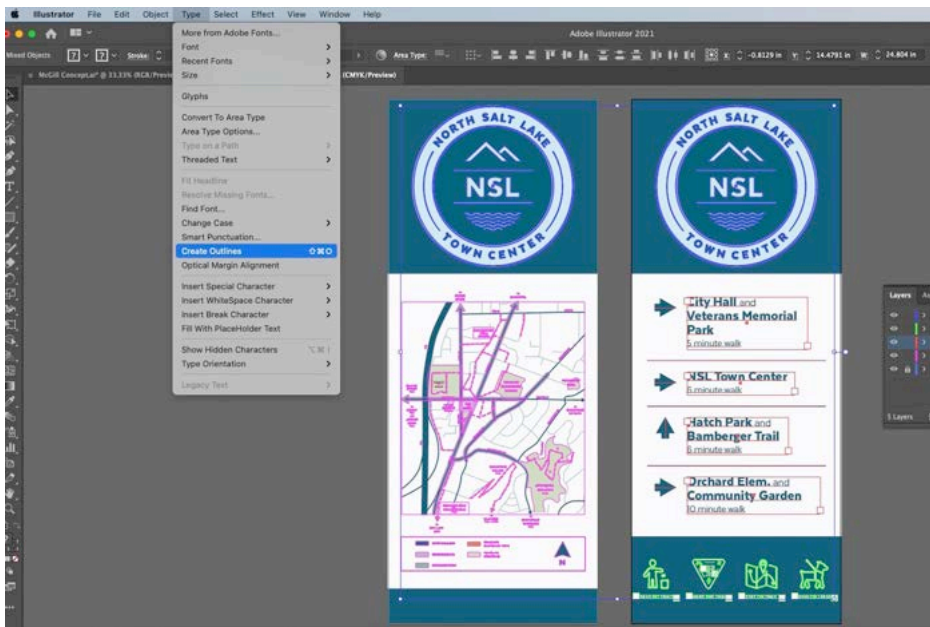


# EDITING SIGNAGE FOR PRINT

When editing Adobe Illustrator files' text content, you will need to update the 'for print' file to be sent to the printer.

The key task is to convert text to 'outlined text' so the printer is able to print, regardless of whether they have the same fonts set up on their computer. After you have completed your edits, save the file as is. Follow the following steps to create a new file FOR PRINT.

1. Step one: select all text in file
2. Step two: go to TYPE menu and select 'Create Outlines'



3. Step three: save the file as a new file, adding the name FOR PRINT at the end of the file name.

Please note: once text has been outlined, it is no longer editable. Make sure you keep the original, editable file so you have something to get back to should you need it.

