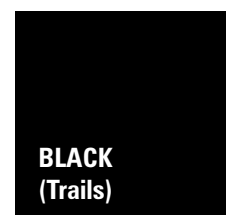
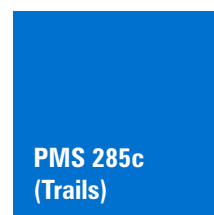
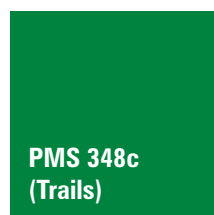
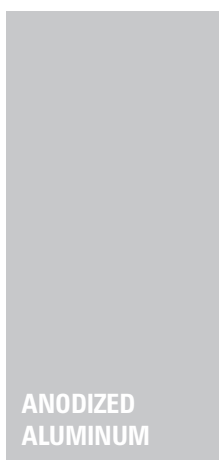
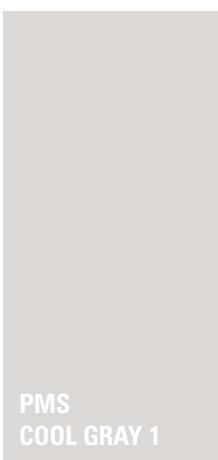
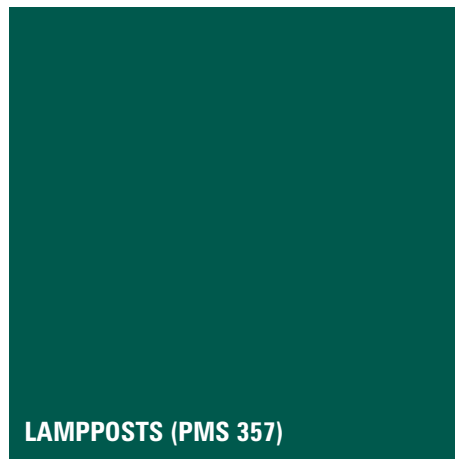
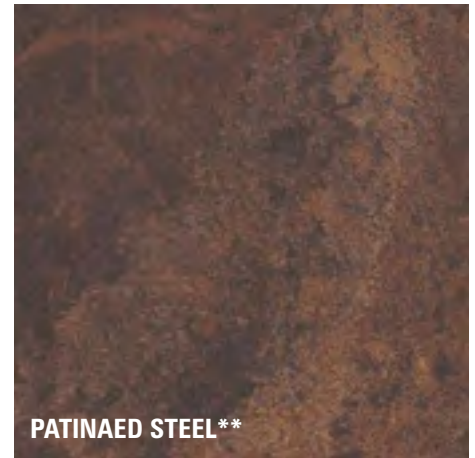


3.0 GRAPHIC SPECIFICATIONS

COLOR PALETTE, MATERIALS AND SUBSTRATES

This section establishes the color and finishes specifications for all Mountain Village signage outlined in this Guide. By following, signage will maintain a consistent outcome regardless of the entity fabricating and installing.



***NATURAL STONE:** "Seniors Mix" - blend of split face strip including Colorado Buff, New Mexico Buff, Oklahoma Cameron, Oklahoma Blue and Telluride Gold.

****NATURAL AND PATINAED STEEL:** Either starting as raw, natural steel and left to rust naturally over time OR force patinaed with chemical etch during fabrication; All steel should be cleaned of blemishes and mill scale.

3.0 GRAPHIC SPECIFICATIONS

FASTENERS

For the purpose of flexibility and collaboration with fabricators and vendors, exact specifications on fastener parts have not been mandated within this Guide. Please assume that all fasteners should match visible substrates in color, texture and material so that the most integrated finish can be achieved.

In many cases, aluminum letters and graphics are specified to be attached to natural steel substrates. In order to avoid corrosion and incompatibility of materials, "rubber backers" have been recommended. All letters and graphics, regardless of their relief, should be mounted flush to their surface substrate, with either bolt/stud or adhesive attachment - please refer to each individual sign and lettering type for individual attachment specification, as they vary by sign and sign type.

Where rubber backers are recommended for bolt/stud attachment, please refer to the following logic:

- a rubber gasket (backer) is essentially a rubber washer to be placed in between contact surfaces of letter or graphic and its sign substrate
- size and thickness of rubber gasket will depend on the size of bolt/stud used:
 - if the stud on the back of the letter is, say 1/4" deep, the rubber gasket might be 1/8" or 1/6" thick; Adjust up or down, depending on the stud size
 - the diameter of the gasket depends on the letter stroke or graphic thickness and should be undersized so that it does not show or creep beyond the edge of the letter or graphic

Product reference: <https://www.mcmaster.com/#standard-washers/=17zfohy>
Chemical-Resistant Cushioning Washers
Moisture-Resistant Cushioning Washers

3.0 GRAPHIC SPECIFICATIONS

TYPOGRAPHY

The recommended typeface shown on all sign type templates in this manual is one specifically designed to be easily read while minimizing space required. The distinctive letter forms, ample letter spacing and large cap heights facilitates easy reading.

PLEASE NOTE: A TEMPLATE HAS BEEN CREATED FOR ALL UNIQUE SIGN TYPES. THE TYPOGRAPHIC INFORMATION INCLUDED IN EACH SIGN TEMPLATE FILE IS MEANT TO BE FOLLOWED PRECISELY. THE CORRECT TYPE FAMILY HAS BEEN PROVIDED IN DIGITAL FORM ALONG WITH THE TEMPLATE FILES AND SHOULD BE INSTALLED AND USED ACCORDINGLY.

FONT FAMILY

The recommended typeface is Trade Gothic Bold Condensed 20:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FONT SPECIFICATIONS AND CONSIDERATIONS

- A variety of weights are used - please refer to individual template files for reference;
- Do not apply an additional styling (italics, etc.) to the font;
- The majority of typography should be in ALL CAPS;
- Use the font sizes specified in the design files - extreme caution should be used on any modifications so as to not negatively affect style and readability;
- In the case of extra long words or phrasing, scale type down to fit within design template.

3.0 GRAPHIC SPECIFICATIONS

SERVICES AND AMENITIES ICONS

The following symbols are either universal icons or custom illustrations designed to support wayfinding. On most signs, symbols are used in lieu of words in order to reduce clutter and increase readability - art file: MTV-icons.ai

