



LAYOUT :

- CLEAR BORDER 0.50" ALL AROUND
- INNER MARGIN 0.50" BETWEEN UPPER CITY MARK AND TEXT
- UPPER CITY MARK TO BE 2" DIAMETER AND FLUSH WITH CLEAR BORDER
- "CONTRACTOR" AND "FOR INFORMATION" TEXT TO BE FLUSH WITH INNER MARGIN
- LOWER CITY MARK TO BE 1.25" DIAMETER AND BOTTOM TO BE FLUSH WITH CLEAR BORDER
- RIGHT SIDE MAYOR'S SIGNATURE TO BE FLUSH WITH CLEAR BORDER AND TOP TO LINE UP WITH TOP OF LOWER CITY MARK
- HANDICAP SYMBOL (IF REQUIRED) TO BE 1.75" HIGH AND FLUSH WITH INNER MARGIN

LETTERS :

- PROJECT TITLE:
SWISS 721 CONDENSED BOLD
0.75" LETTERS INITIAL CAP
0.375" LINE SPACING
- CONTRACTOR AND FOR INFORMATION:
SWISS 721 CONDENSED BOLD
0.375" LETTERS INITIAL CAP
0.1875" LINE SPACING
- MAYOR'S SIGNATURE:
SWISS 721 CONDENSED BOLD ITALIC
0.3125" LETTERS INITIAL CAP
0.25" LINE SPACING
- ROCHESTER CITY COUNCIL:
SWISS 721 CONDENSED BOLD ITALIC
0.28125" LETTERS INITIAL CAP
0.25" LINE SPACING
- CITY OF ROCHESTER:
SWISS 721 CONDENSED BOLD
0.3125" LETTERS INITIAL CAP

NOTES :

1. PRIOR TO SIGN FABRICATION, CONTRACTOR MUST OBTAIN WRITTEN APPROVAL FROM CITY OF SIGN LAYOUT.
2. BOARD TO BE 11 INCHES x 17 INCHES WHITE POSTER BOARD OR OTHER DURABLE CARDBOARD MATERIAL SUITABLE TO WITHSTAND ALL OUTDOOR WEATHER EVENTS FOR MINIMUM CONTINUOUS SPAN OF 14 DAYS.
3. BOTTOM OF SIGN BOARD IS TO BE MINIMUM OF 7 FEET ABOVE GRADE.
4. LETTERS AND CITY MARK COLOR TO BE PMS 287C BLUE.
5. LINE TO BE 6 POINT RULE.

CITY OF ROCHESTER		
PROJECT SIGN 11 INCH x 17 INCH		
ISSUED	5-7-01	NON-STANDARD DWG.NO.S999-3
REVISED	11-23-22	