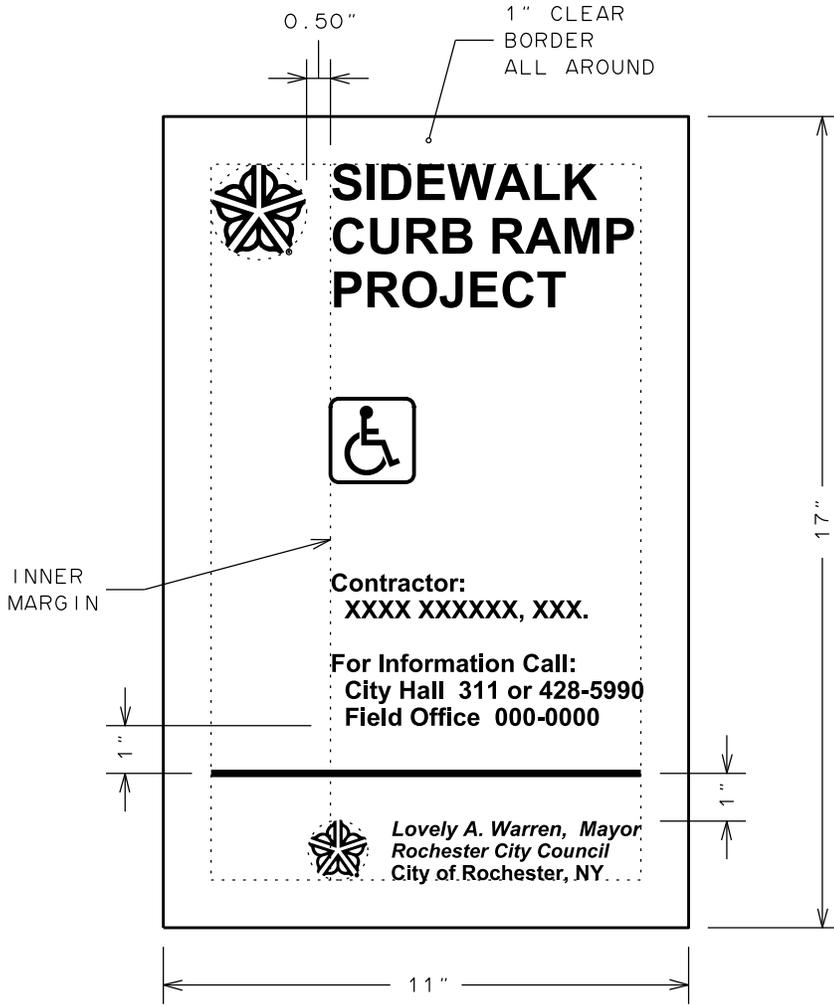


LAYOUT :



- CLEAR BORDER 1" 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 CALL" 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 CALL:
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
0.15625" LINE SPACING
- ROCHESTER CITY COUNCIL:
SWISS 721 CONDENSED BOLD ITALIC
0.28125" LETTERS INITIAL CAP
0.15625" 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 INCH x 17 INCH WHITE POSTER BOARD OR OTHER CARDBOARD TYPE MATERIAL SUITABLE FOR OUTDOOR ALL WEATHER LIFE SPAN OF 2 WEEKS.
3. BOTTOM OF SIGN BOARD IS TO BE POSTED MINIMUM OF 5 FEET ABOVE GROUND.
4. CITY MARK AND ALL TEXT TO BE COLORED TO MATCH PMS COLOR 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	1-1-14	