



July 12, 2018

PARK SIGNAGE GRAPHIC STANDARDS

City of Grapevine, Texas

Design Development

Presented to:

Mr. Kevin R. Mitchell
Director of Parks & Recreation
City of Grapevine
1175 Municipal Way
Grapevine, Texas 76051

SHEET SCHEDULE

- 01 - EXISTING SIGNS
- 02 - CITY GRAPHIC GUIDELINE SUMMARY
- 03 - SIGN SHAPE STUDY
- 04 - SIGN THUMBNAIL STUDIES
- 05 - MAJOR PARK ID SIGNS
- 06 - SPORTS SIGN
- 07 - PEDESTRIAN WAYFINDING SIGN
- 08 - 4, 6, & 8ft PARK SIGN OPTIONS
- 09 - 4, 6, & 8ft PARK SIGN 3D STUDIES
- 10 - PARK MAP SIGNS
- 11 - PARK MAP SIGN KIOSK OPTIONS
- 12 - EXISTING TYPICAL PARK SIGN PROGRAM
- 13 - NEW PROPOSED PARK SIGN PROGRAM
- 14 - SIGN PROGRAM OVERVIEW
- 15 - PARK FACILITY SIGN OPTIONS
- 16 - PARK USE SIGN OPTIONS
- 17 - VEHICLE WAYFINDING SIGN
- 18 - EXISTING BOAT RAMP PARK SIGN PROGRAM
- 19 - NEW PROPOSED BOAT RAMP SIGN PROGRAM
- 20 - PRIMARY BOAT RAMP SIGN PAIR
- 21 - BOAT RAMP MAP SIGN OPTIONS
- 22 - BOAT RAMP RULES SIGN OPTIONS
- 23 - BOAT RAMP SIGN PAIR OPTIONS
- 24 - BOAT RAMP WARNING SIGNS

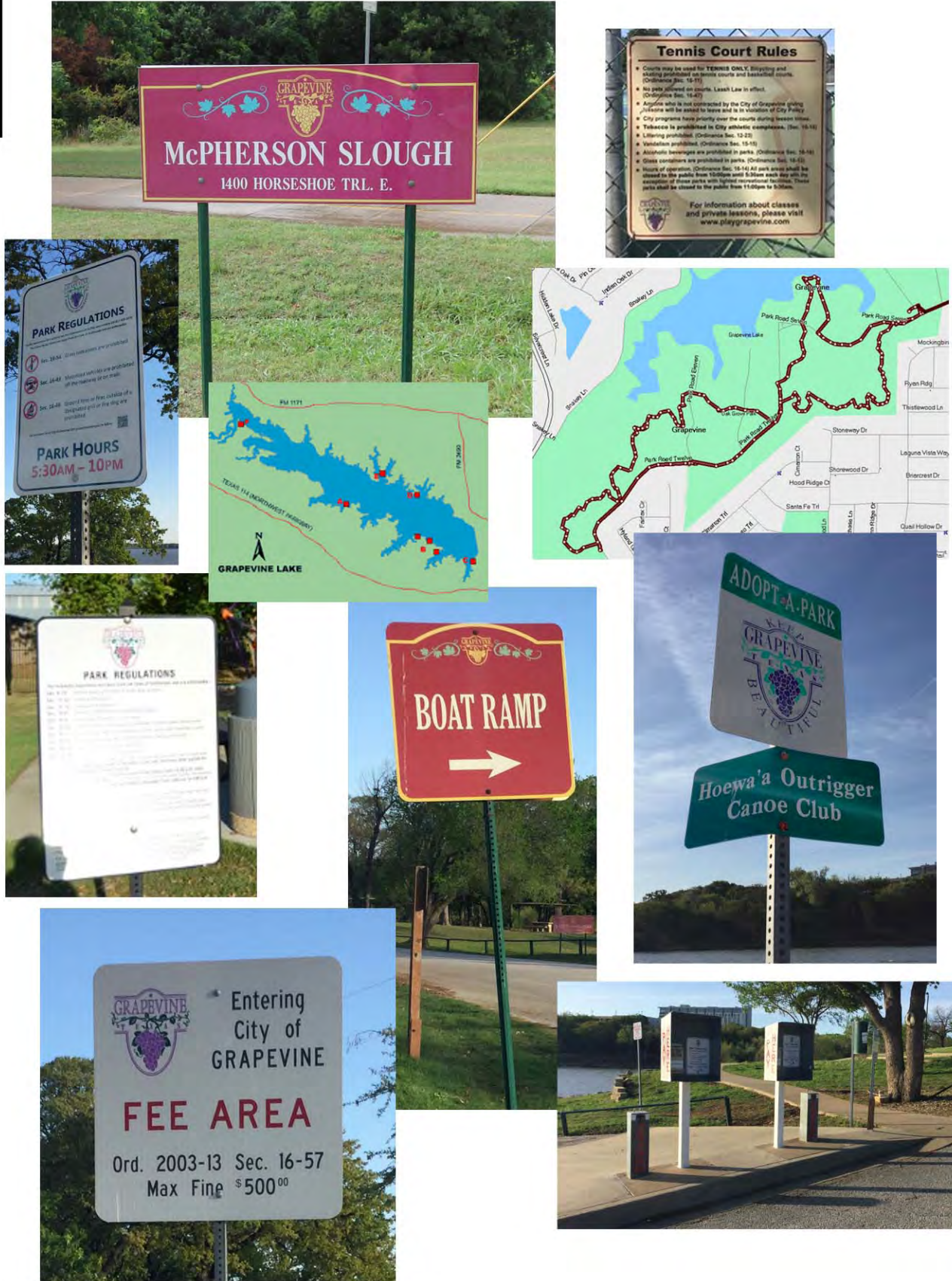


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ph: (469) 549-1832



EXISTING SIGNS AND MAPS



EXISTING MARQUEE & PARK ID SIGNS



Project
PARK SIGNAGE
Graphic Standards

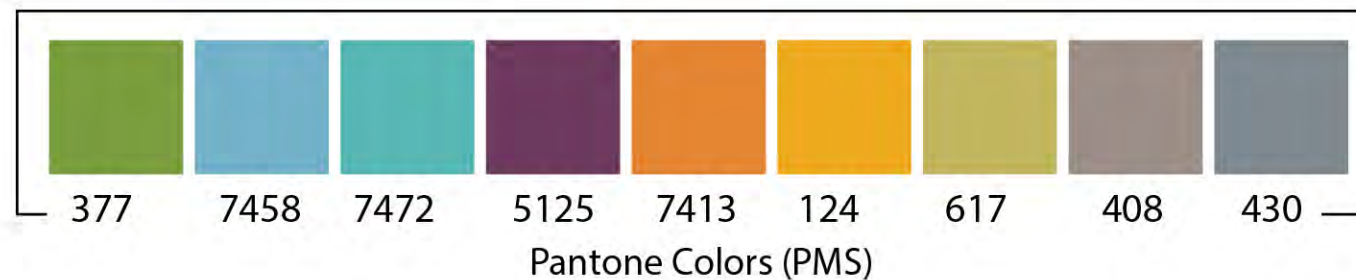
Design Development

EXISTING
SIGNS



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City Logo



Brand
Fonts

Bullet Points

PARK O-NAME

Type - Knockout Welter Weight - ALL CAPS

PARK O-NAME

Type - Knockout Bantam Weight - ALL CAPS

Park O-Name

Type - Knockout Bantam Weight - ALL CAPS



Directional Arrow

Accent Font

Park O-Name

Type - Times Roman Italic

Support Font

Park O-Name

Type - Acumin Pro Regular

Park O-Name

Type - Acumin Pro Semi-Bold



Project

PARK SIGNAGE

Graphic Standards

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CITY
GRAPHIC
GUIDELINE
SUMMARY



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Project
PARK SIGNAGE
Graphic Standards

Design Development

SIGN
SHAPE
STUDY

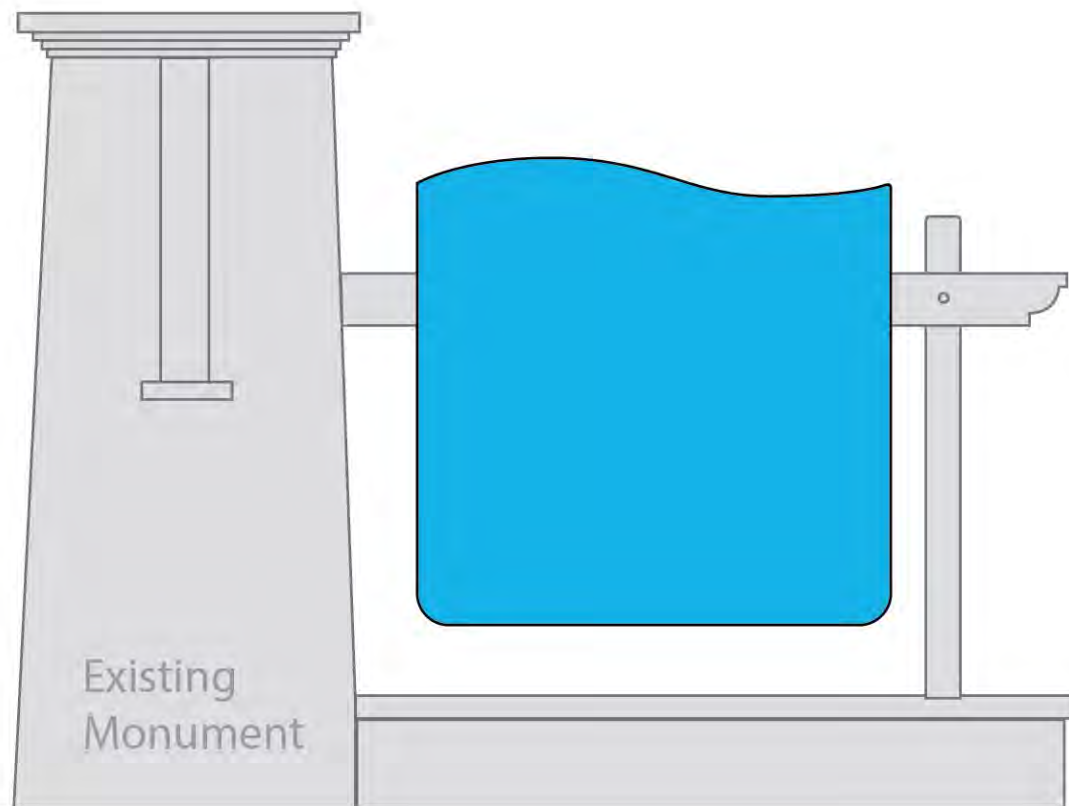


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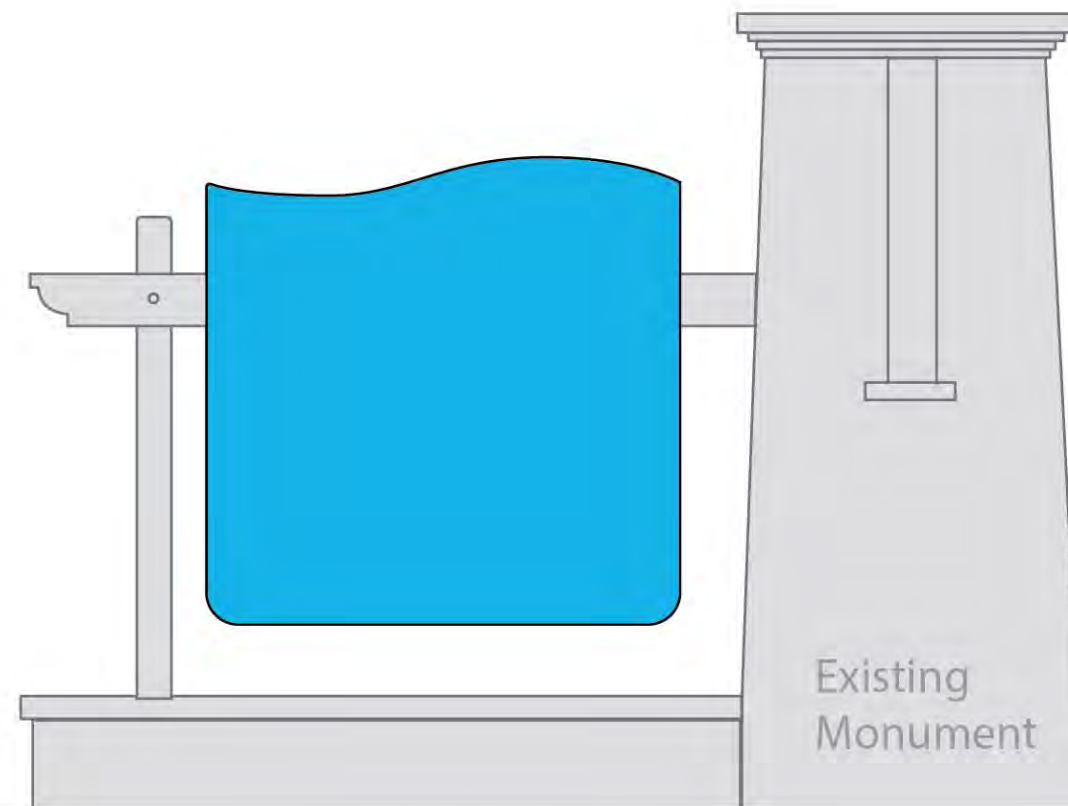
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Curved Top - Right hand sign



Curved Top - Left hand sign



1



2



3



4



5



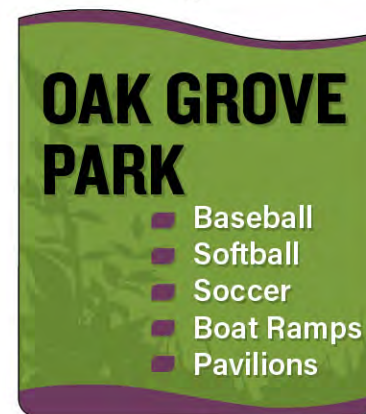
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7



8



9



10



11



12



13



14



15



16



17



18



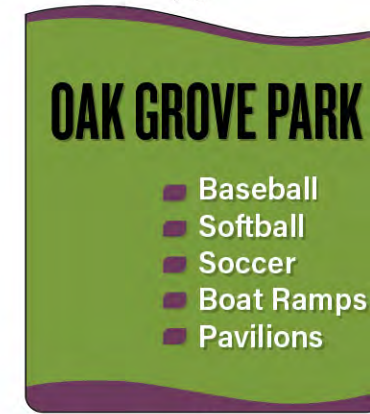
19



20



21



22



23



24



Project
PARK SIGNAGE
Graphic Standards

Design Development

SIGN
THUMBNAIL
STUDIES



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Graphic Standards

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MAJOR ID SIGNS


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MONUMENT - **A**

MONUMENT - **B**

MONUMENT - **C**



MONUMENT - **D**

MONUMENT - **E**

WAYFINDING



Project
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Graphic Standards

Design Development

SPORT
SIGNS



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GREEN & MAROON COLOR SCHEME
WAVE ALONG BOTTOM
SPORT SPECIFIC WATERMARK
KNOCKOUT TYPE - BANTAM OR WELTERWEIGHT
WITH SHADOW



1



2



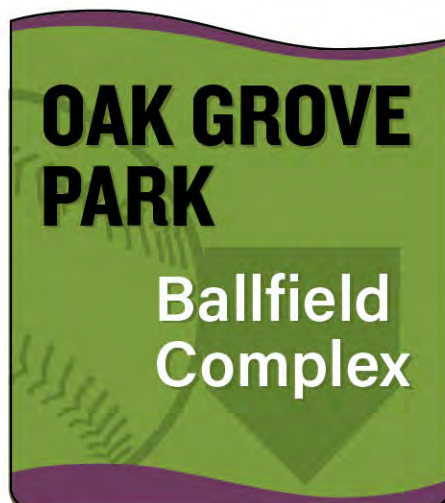
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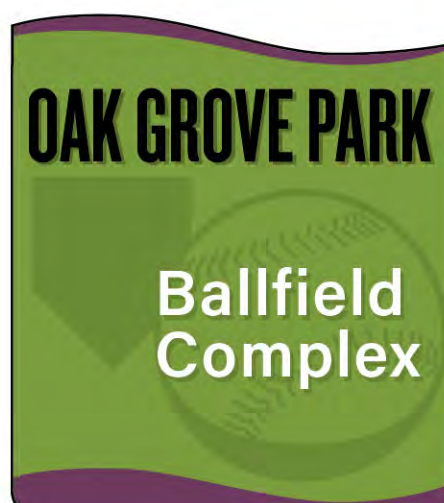
4



1



2



3



4



Project
PARK SIGNAGE
Graphic Standards

Design Development

PEDESTRIAN
WAYFINDING
SIGN



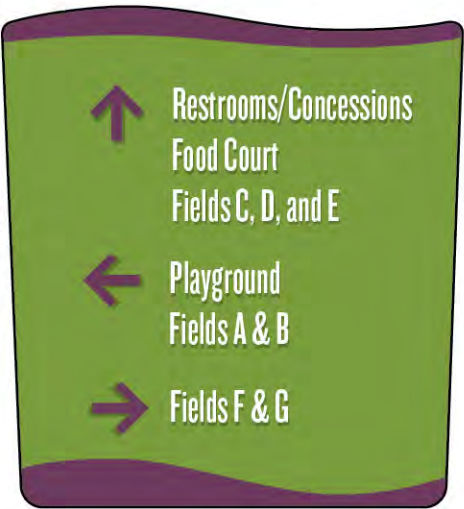
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GREEN & MAROON COLOR SCHEME
WAVE ALONG BOTTOM
SPORT SPECIFIC WATERMARK
KNOCKOUT TYPE - BANTAN OR WELTERWEIGHT
WITH SHADOW

KNOCKOUT TYPE
BANTAM WEIGHT



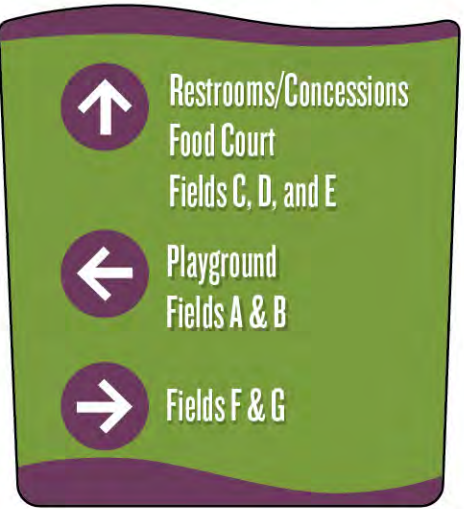
1

NO WAVE @ BOTTOM
ARROWS IN CIRCLES



2

KNOCKOUT TYPE
BANTAM WEIGHT
ARROWS IN CIRCLES

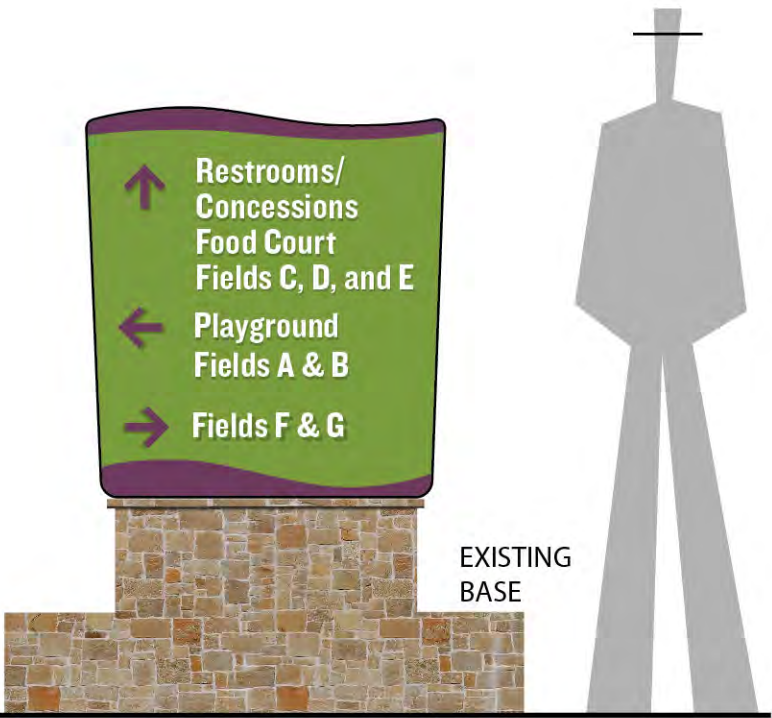


3

KNOCKOUT TYPE
WELTERWEIGHT



4



ELEVATION



Project

PARK SIGNAGE

Graphic Standards

Design Development

4, 6, & 8ft
PARK SIGN
OPTIONS



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Project

PARK SIGNAGE

Graphic Standards

Design Development

- ALL NEW CONSTRUCTION
- 2-SIDED SIGN
- GREEN & MAROON COLOR SCHEME
- WAVE ACCENT TRIM ALONG TOP
- OPTIONAL FOLIAGE WATERMARK
- 3-DIMENSIONAL LETTERING
- KNOCKOUT TYPE - WELTERWEIGHT WITH SHADOW

4, 6, & 8ft
PARK SIGNS

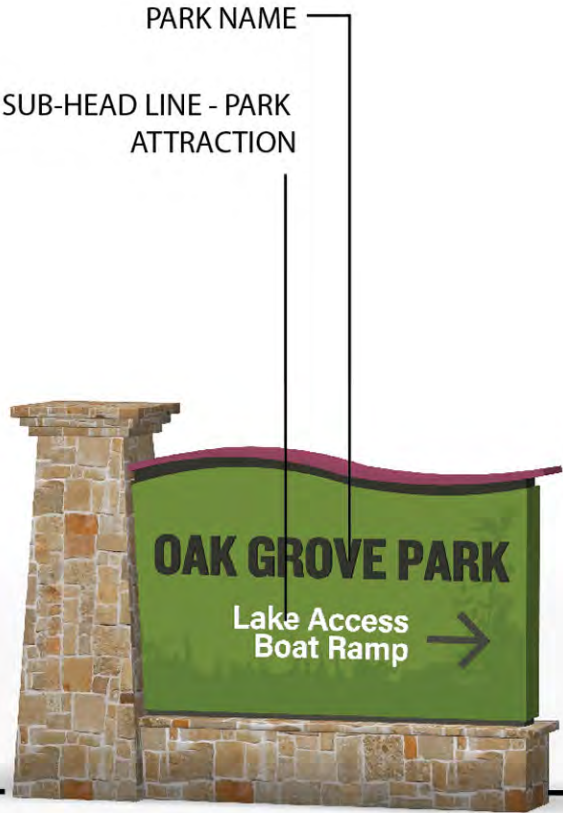


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1



2



3



4



5

- BEST MATCH COLOR SCHEME TO SURROUNDINGS
- WAVE ALONG TOP
- COLOR TRIM/FOOTER AT BOTTOM
- KNOCKOUT TYPE - BANTAM OR WELTERWEIGHT WITH SHADOW
- OPTIONAL PARK DESCRIPTION SUBHEAD
- SUBHEADS AND MAP LABELS - ACUMIN FONT
- GRAPEVINE PARK LOGO BULLET POINTS



Project
PARK SIGNAGE
Graphic Standards

Design Development

PARK MAP SIGNS



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Graphic Standards

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PARK MAP SIGN KIOSK OPTIONS



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8ft TALL KIOSK
WITH
48 x 48
GRAPHIC



8ft TALL KIOSK
WITH
60 x 60
GRAPHIC



SMALL
36 x 36
GRAPHIC



TOP TO BE 0.3 INCH
THICK METAL WITH
PIERCED COPY

KIOSKS TO BE METAL
CONSTRUCTION WITH
POWDER COAT PAINT FINISH



ROOF PROFILE



ROOF PROFILE



ROOF PROFILE



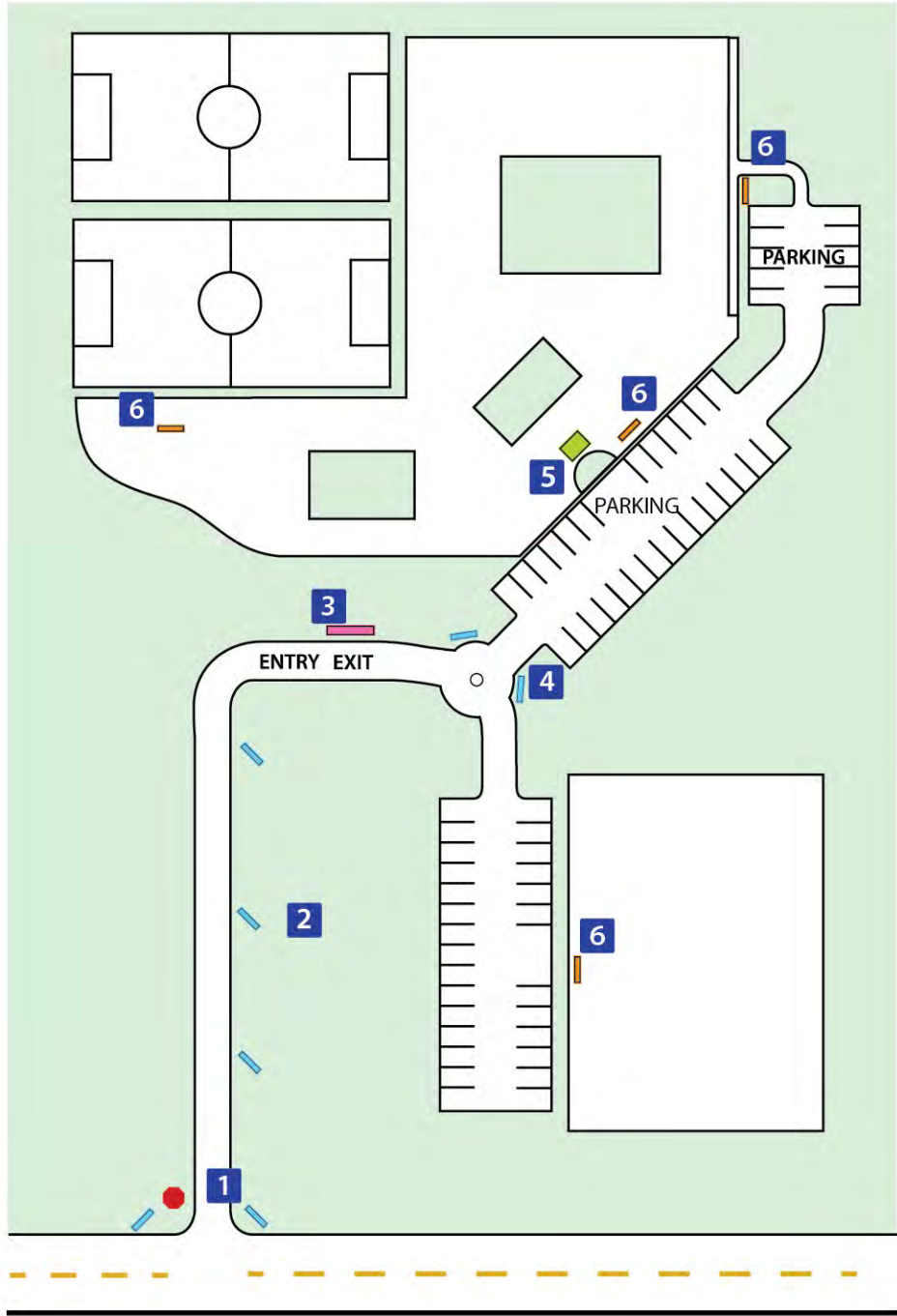
FLAT ROOF
8ft TALL KIOSK
WITH
60 x 60
GRAPHIC
BRONZE FINISH



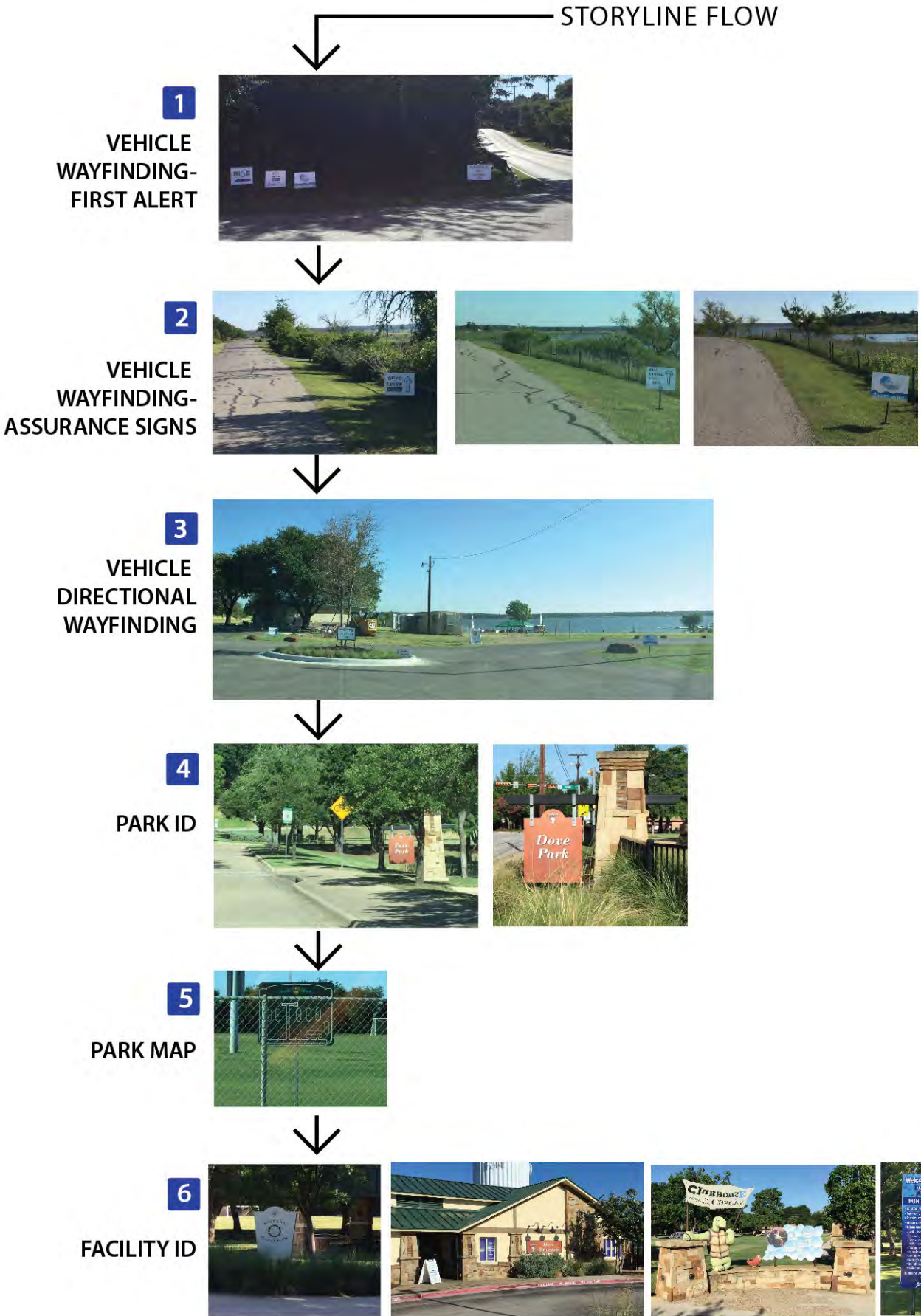
PITCH ROOF
8ft TALL KIOSK
WITH
60 x 60
GRAPHIC
BRONZE FINISH



CURVED ROOF
8ft TALL KIOSK
WITH
60 x 60
GRAPHIC
SILVER FINISH



TYPICAL PLAN VIEW



Project
PARK SIGNAGE
Graphic Standards

Design Development

TYPICAL
EXISTING
PARK SIGN
PROGRAM



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Project
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Graphic Standards

Design Development

NEW PARK SIGN PROGRAM



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STORYLINE FLOW



1

VEHICLE
WAYFINDING-
FIRST ALERT

2

VEHICLE
WAYFINDING-
ASSURANCE &
WAYFINDING SIGNS



3

MAIN PARK
MARQUEE ID
SIGN



4

PARK MAP
KIOSK & SIGN



5

PEDESTRIAN
WAYFINDING
SIGN



6

PARK
FACILITY
ID SIGN

7

USE RULE
SIGN



ELEVATION



Project
PARK SIGNAGE
Graphic Standards

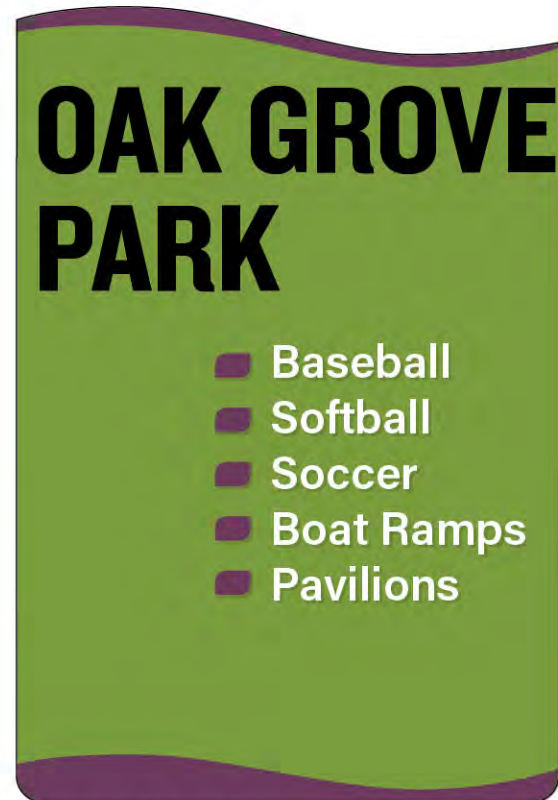
Design Development

PARK SIGN PANEL PROGRAM OVERVIEW



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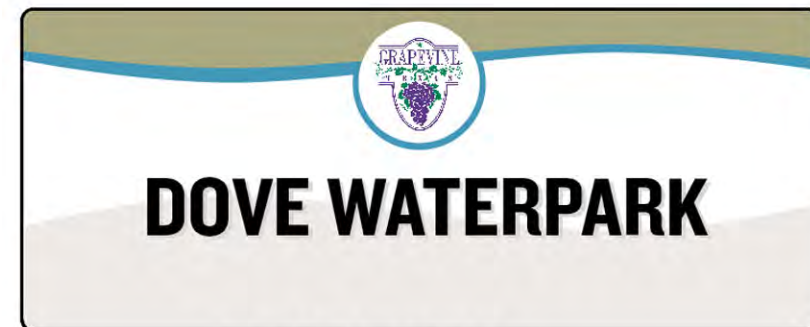
PRIMARY PARK ID SIGNS



SPORTS SIGNS



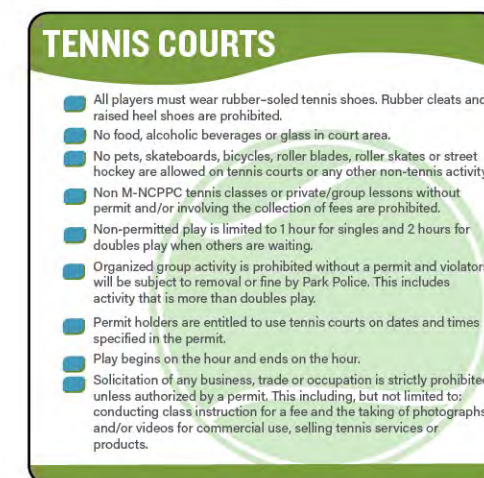
VEHICLE WAYFINDING SIGNS



PARK FACILITY SIGNS



PEDESTRIAN WAYFINDING SIGNS



USE RULE SIGNS



1



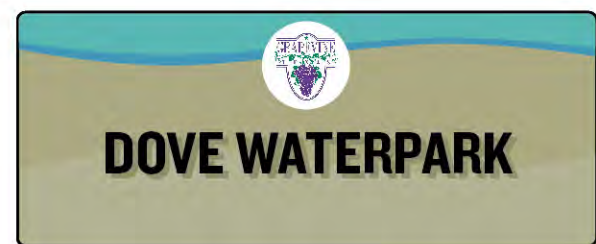
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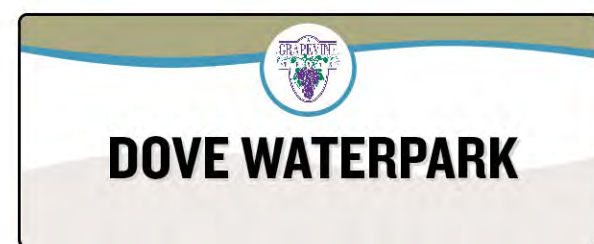
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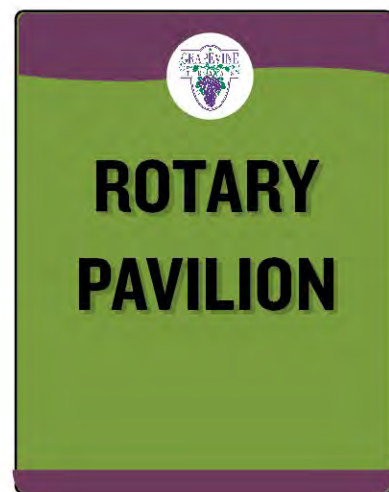
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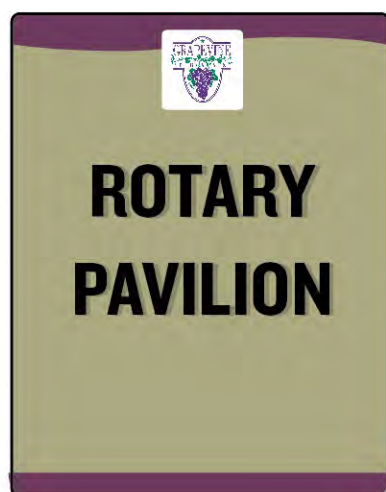
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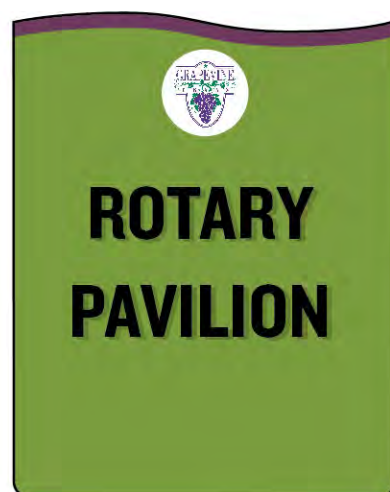
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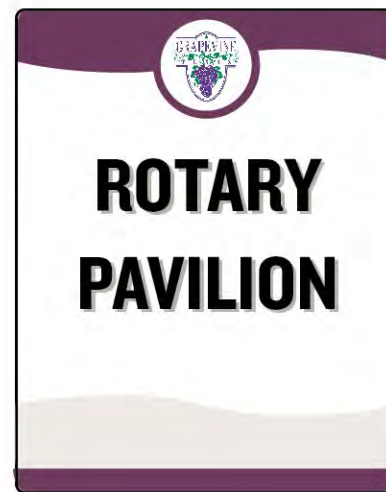
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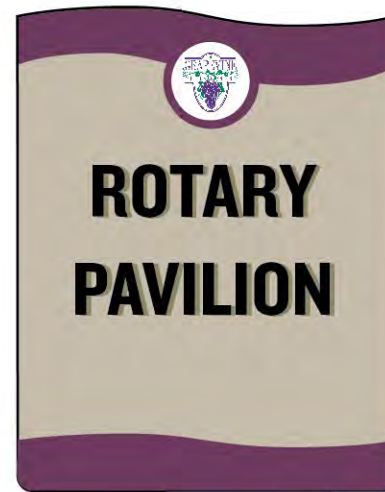
8



9



10



11

SIGN EXACT SIZE AND SHAPE
TO BE DETERMINED BY
BEST FIT FOR CONDITIONS

MATCH COLOR SCHEME
TO SURROUNDINGS

WAVE ALONG TOP

CITY LOGO

KNOCKOUT TYPE

BANTAM OR WELTERWEIGHT
WITH SHADOW



Project
PARK SIGNAGE
Graphic Standards

Design Development

PARK
FACILITY
ID SIGN
OPTIONS



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BEST MATCH COLOR SCHEME
TO SURROUNDINGS

WAVE ALONG TOP

SPORT SPECIFIC WATERMARK

KNOCKOUT TYPE - BANTAM OR WELTERWEIGHT
WITH SHADOW

GRAPEVINE PARK LOGO BULLET POINTS

TENNIS RULES

- All players must wear rubber-soled tennis shoes. Rubber cleats and raised heel shoes are prohibited.
- No food, alcoholic beverages or glass in court area.
- No pets, skateboards, bicycles, roller blades, roller skates or street hockey are allowed on tennis courts or any other non-tennis activity.
- Non M-NCPPC tennis classes or private/group lessons without permit and/or involving the collection of fees are prohibited.
- Non-permitted play is limited to 1 hour for singles and 2 hours for doubles play when others are waiting.
- Organized group activity is prohibited without a permit and violators will be subject to removal or fine by Park Police. This includes activity that is more than doubles play.
- Permit holders are entitled to use tennis courts on dates and times specified in the permit.
- Play begins on the hour and ends on the hour.
- Solicitation of any business, trade or occupation is strictly prohibited unless authorized by a permit. This including, but not limited to: conducting class instruction for a fee and the taking of photographs and/or videos for commercial use, selling tennis services or products.

1

TENNIS RULES

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3

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2

TENNIS COURT RULES FOR USE

- All players must wear rubber-soled tennis shoes. Rubber cleats and raised heel shoes are prohibited.
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4



Project

PARK SIGNAGE

Graphic Standards

Design Development

PARK USE
RULES
SIGN



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1



2



1



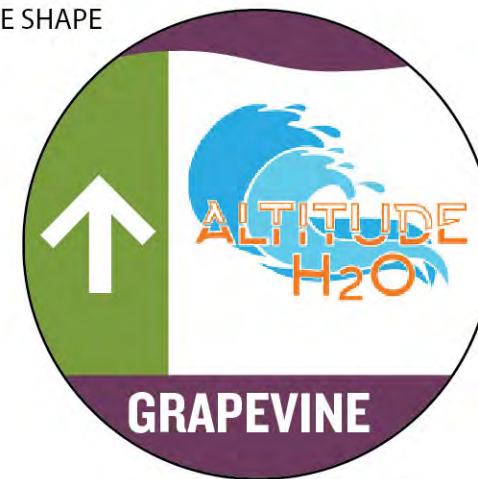
2



3



4



3



4

SIGNS TO BE TEMPORARY
OR SEMI-PERMANENT

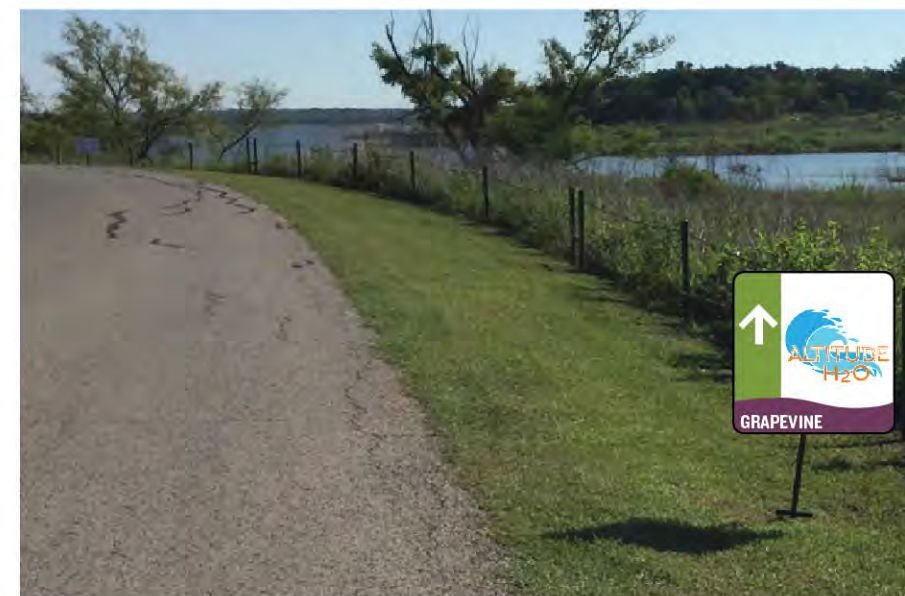
ROUND OR SQUARE SHAPE

DIRECTIONAL ARROW ON LEFT
ATTRACTION ON RIGHT

BEST MATCH COLOR SCHEME
TO SURROUNDINGS

GREEN & MAROON COLOR SCHEME UNLESS CHOOSEN
WAVE ALONG TOP

KNOCKOUT TYPE - WELTERWEIGHT



Project
PARK SIGNAGE
Graphic Standards

Design Development

VEHICLE
WAYFINDING
SIGN
OPTIONS



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Project
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Graphic Standards
Design Development

TYPICAL EXISTING BOAT RAMP SIGN PROGRAM



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STORYLINE FLOW

1



2



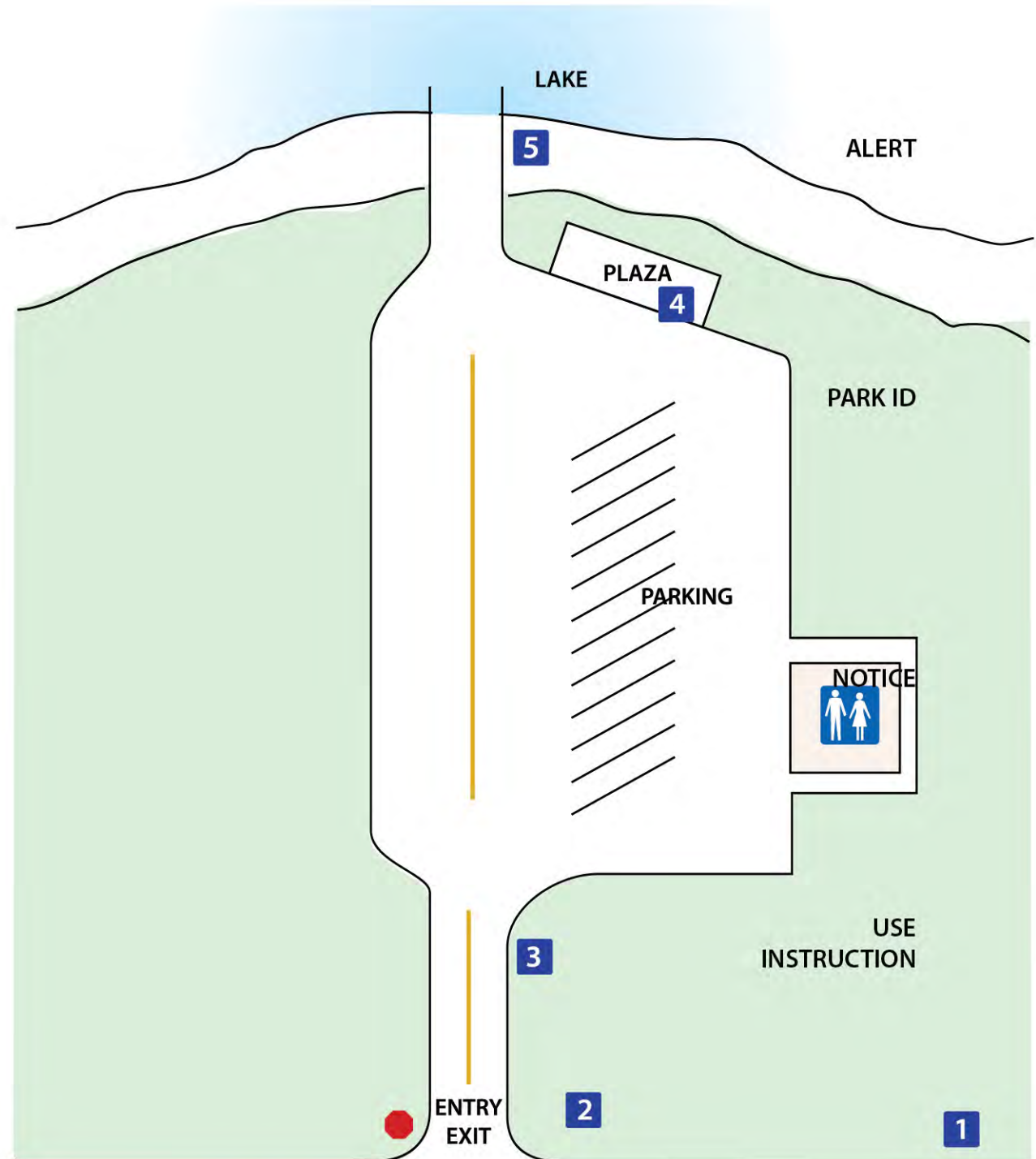
3



4



5



1

TYPICAL PLAN VIEW

WARNINGS
and
ACKNOWLEDGEMENT



Project
PARK SIGNAGE
Graphic Standards

Design Development

NEW PROPOSED BOAT RAMP SIGN PROGRAM



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STORYLINE FLOW



1

PARK ID



2

USE
INSTRUCTION



3

WARNINGS
and
ACKNOWLEDGEMENT



ELEVATION



Project
PARK SIGNAGE
Graphic Standards

Design Development

PRIMARY
BOAT
RAMP
SIGN PAIR



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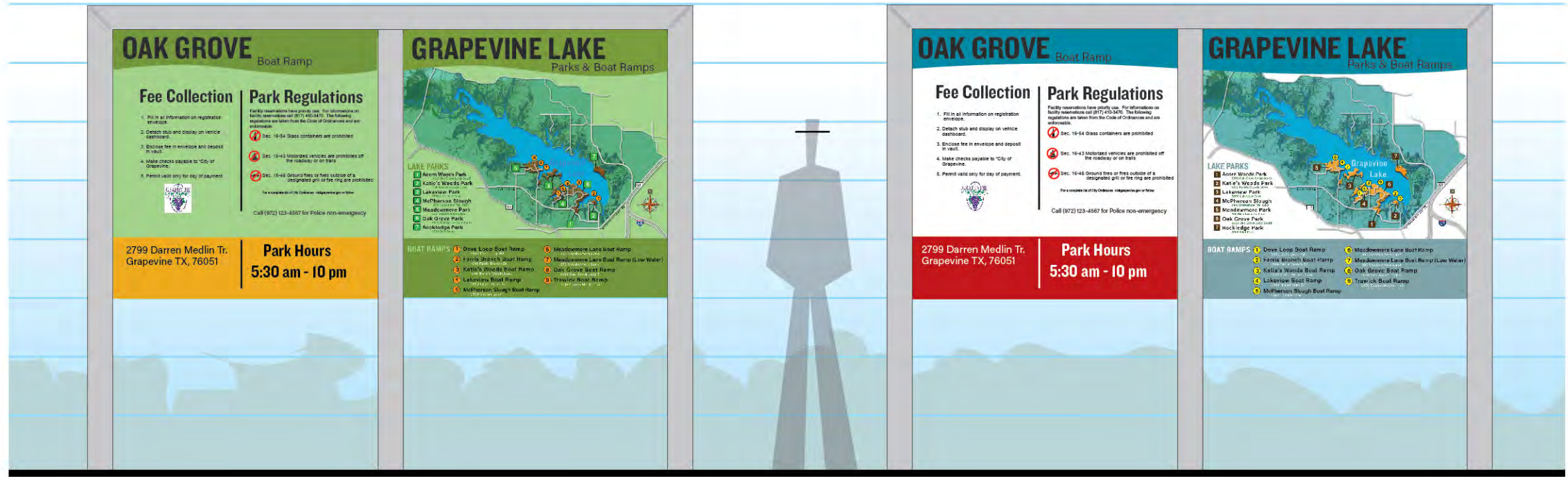
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PARK ADDRESS AND HOURS
IN BRIGHT ATTENTION
GRABBING COLOR

GREEN COLOR SCHEME
TO BEST MATCH PARK ID
SIGNS

PARK ADDRESS AND HOURS
IN BRIGHT ATTENTION
GRABBING COLOR

AQUA & WHITE COLOR
SCHEME TO COMMUNICATE
MARINE/LAKE THEME



1

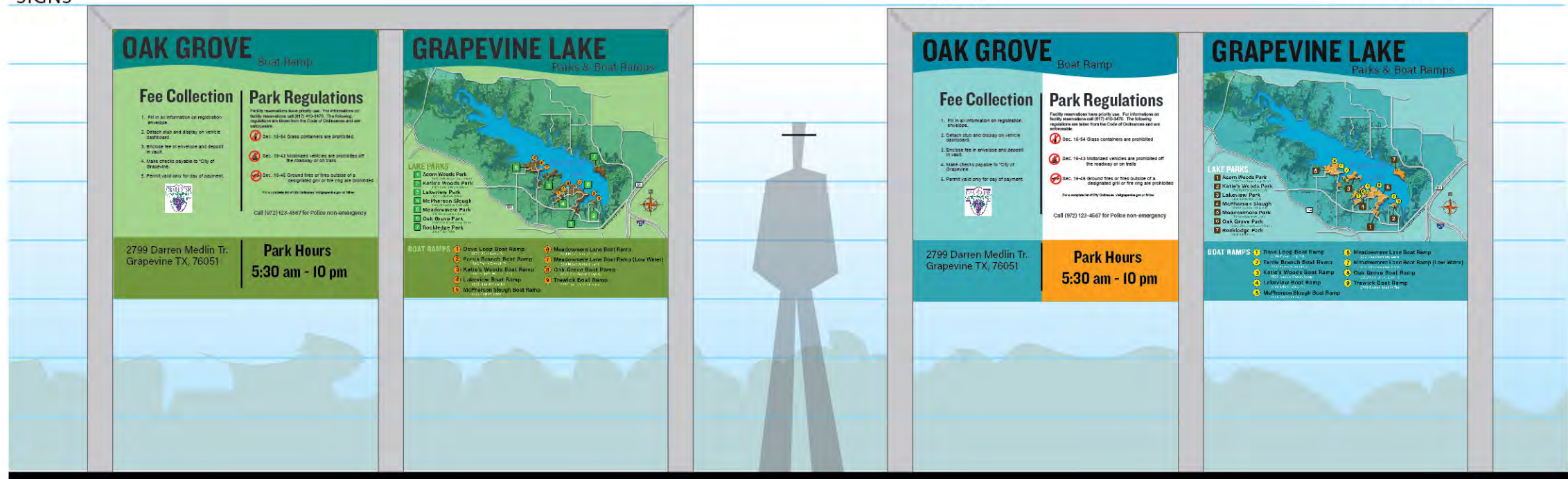
GREEN COLOR SCHEME
TO BEST MATCH PARK ID
SIGNS

PARK HOURS IN BRIGHT
ATTENTION GRABBING
COLOR

2

AQUA COLOR SCHEME
TO COMMUNICATE
MARINE/LAKE THEME

POWDER
COATED STEEL
FRAMES

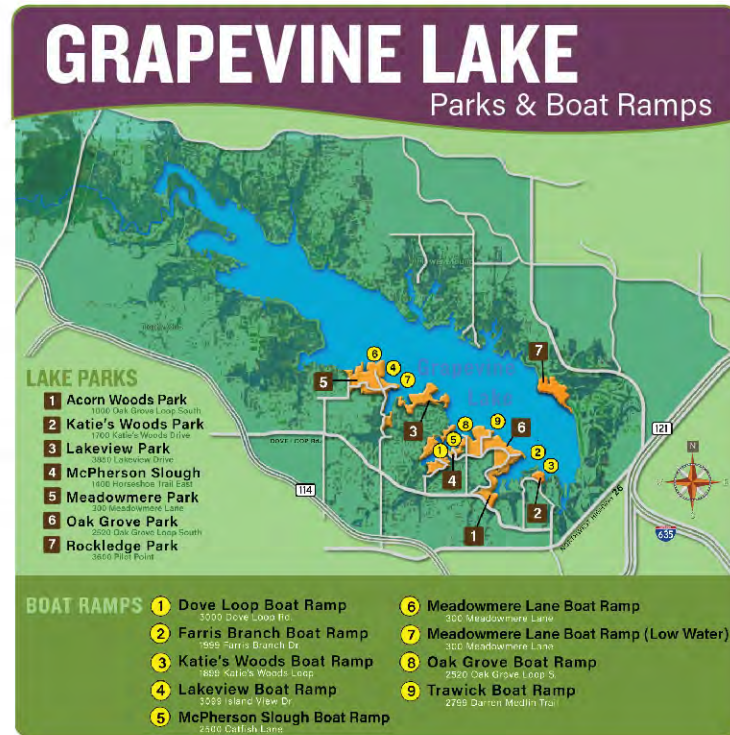


3

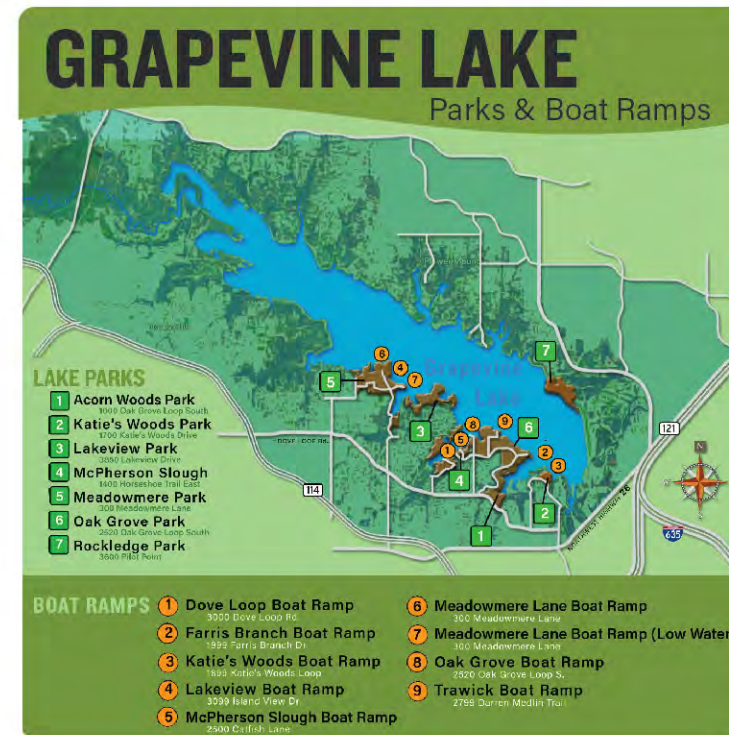
4

GREEN COLOR SCHEME MAP WITH
ORANGE PARKS
BROWN SYMBOLS
YELLOW BOAT RAMP SYMBOLS
MAROON HEADER

KNOCKOUT BANTAM WEIGHT
"BOAT RAMPS"



1



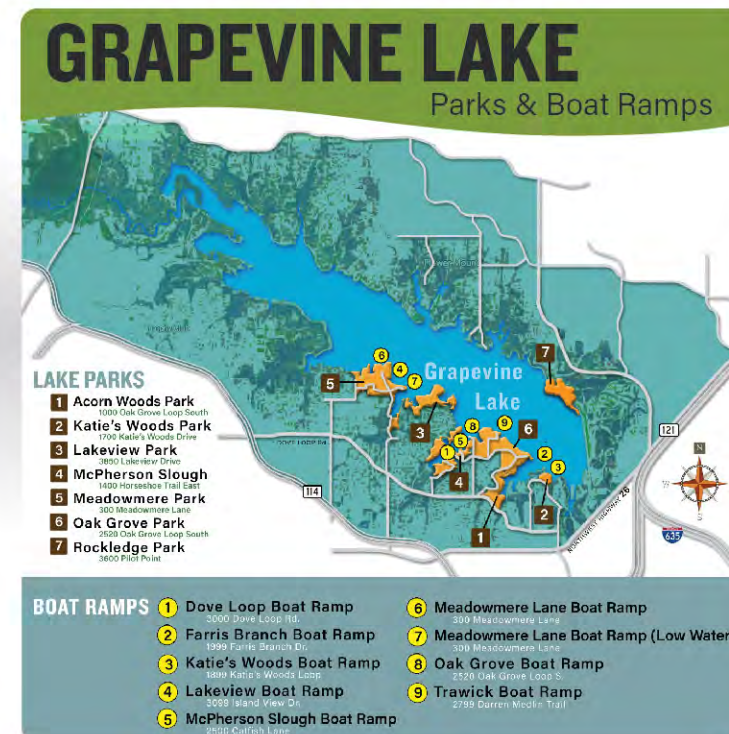
2

GREEN COLOR SCHEME MAP WITH
BROWN PARKS
GREEN SYMBOLS
ORANGE BOAT RAMP SYMBOLS
OLIVE HEADER

KNOCKOUT BANTAM WEIGHT
"BOAT RAMPS"



3



4

WHITE COLOR SCHEME MAP WITH
ORANGE PARKS
BROWN SYMBOLS
YELLOW BOAT RAMP SYMBOLS
OLIVE HEADER

LARGE KNOCKOUT BANTAM WEIGHT
"BOAT RAMPS"



Project
PARK SIGNAGE
Graphic Standards
Design Development

BOAT RAMP
MAP PANEL
OPTIONS



Kaser design
M. Kaser & Associates, Inc.
217 S. MacARTHUR BLVD.
COPPELL, TEXAS 75019
www.kaserdesign.com

DATE
July 12, 2018
SHEET NUMBER
21 of 24



Project
PARK SIGNAGE
Graphic Standards

Design Development

BOAT RAMP
USE RULES
SIGN
OPTIONS



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WAVE AT TOP

KNOCKOUT
WELTERWEIGHT
HEADLINE
SUGHEAD -
ACUMIN FONT

EXISTING SIGNS
RECREATED INTO
ONE NEW SIGN
EXECUTED WITH
GRAPHIC
GUIDELINES

PARK ADDRESS AND
HOURS IN BRIGHT
ATTENTION GRABBING
COLOR

AQUA & WHITE COLOR
SCHEME TO
COMMUNICATE
MARINE/LAKE THEME

PARK HOURS IN BRIGHT
ATTENTION GRABBING
COLOR

OAK GROVE

Boat Ramp

Fee Collection

1. Fill in all information on registration envelope.
2. Detach stub and display on vehicle dashboard.
3. Enclose fee in envelope and deposit in vault.
4. Make checks payable to "City of Grapevine."
5. Permit valid only for day of payment.

Park Regulations

Facility reservations have priority use. For informations on facility reservations call (817) 410-3470. The following regulations are taken from the Code of Ordinances and are enforceable.

- Sec. 16-54 Glass containers are prohibited
- Sec. 16-43 Motorized vehicles are prohibited off the roadway or on trails
- Sec. 16-46 Ground fires or fires outside of a designated grill or fire ring are prohibited

For a complete list of City Ordinances visit grapevine.gov or follow

Call (972) 123-4567 for Police non-emergency

2799 Darren Medlin Tr.
Grapevine TX, 76051

Park Hours

5:30 am - 10 pm

1

OAK GROVE

Boat Ramp

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2

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Boat Ramp

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4

PARK ADDRESS AND
HOURS IN BRIGHT
ATTENTION GRABBING
COLOR

PARK HOURS IN BRIGHT
ATTENTION GRABBING
COLOR

OAK GROVE

Boat Ramp

Fee Collection

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Grapevine TX, 76051

Park Hours

5:30 am - 10 pm

PARK ADDRESS AND HOURS IN BRIGHT ATTENTION GRABBING COLOR

GRAPEVINE LAKE

Parks & Boat Ramps



LAKE PARKS

- 1 Acorn Woods Park
- 2 Katie's Woods Park
- 3 Lakeview Park
- 4 McPherson Slough
- 5 Meadowmere Park
- 6 Oak Grove Park
- 7 Rockledge Park

BOAT RAMPS

- 1 Dove Loop Boat Ramp
- 2 Farris Branch Boat Ramp
- 3 Katie's Woods Boat Ramp
- 4 Lakeview Boat Ramp
- 5 McPherson Slough Boat Ramp
- 6 Meadowmere Lane Boat Ramp
- 7 Meadowmere Lane Boat Ramp (Low Water)
- 8 Oak Grove Boat Ramp
- 9 Trawick Boat Ramp

WAVE AT TOP TO APPEAR AS ONE SINGLE CONTINUOUS WAVE SPREAD OVER TWO PANELS

KNOCKOUT WELTERWEIGHT HEADLINE

SUBHEAD - ACUMIN FONT

1

OAK GROVE

Boat Ramp

Fee Collection

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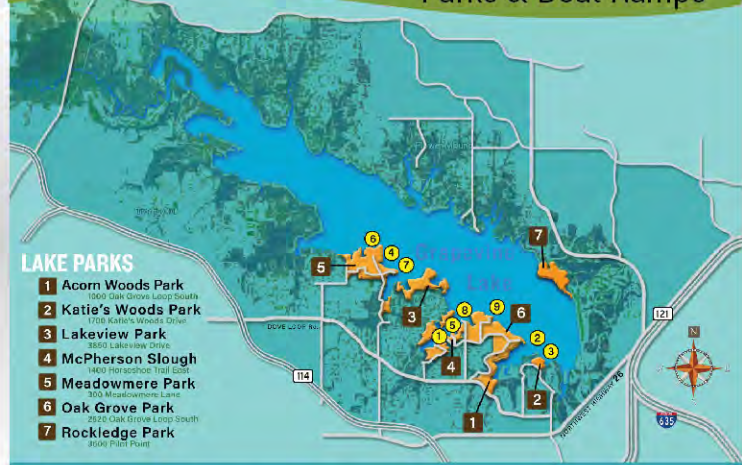
Park Hours

5:30 am - 10 pm

PARK HOURS IN BRIGHT ATTENTION GRABBING COLOR

GRAPEVINE LAKE

Parks & Boat Ramps



LAKE PARKS

- 1 Acorn Woods Park
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- 6 Oak Grove Park
- 7 Rockledge Park

BOAT RAMPS

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- 6 Meadowmere Lane Boat Ramp
- 7 Meadowmere Lane Boat Ramp (Low Water)
- 8 Oak Grove Boat Ramp
- 9 Trawick Boat Ramp

TWO SEPERATE WAVES FOR TWO PANELS

KNOCKOUT WELTERWEIGHT HEADLINE

SUBHEAD - ACUMIN FONT

2



Project
PARK SIGNAGE
Graphic Standards

Design Development

BOAT RAMP SIGN PAIR OPTIONS



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Project
PARK SIGNAGE
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Design Development

BOAT RAMP
WARNING
SIGN PAIR
OPTIONS



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EXISTING SIGNS RECREATED INTO
ONE NEW SIGN EXECUTED WITHIN
GRAPHIC GUIDELINES

POWDER COATED STEEL FRAMES

PARK NAME AND ADDRESS
REPEATED AT TOP

WARNINGS IN BRIGHT
ATTENTION GRABBING
COLOR



1

2

3