

# LOGO VERSIONS

## LOGO VARIATIONS

Clear Space Guidelines    Width of ♦ = X    Clear Space Around Logo = 2X



## BORDER WIDTH GUIDELINES

For Signs Only Displaying the Logo and No Other Elements    Width of ♦ = X

Square/Rectangle Signs  
Border Width = 5/12 of X

Circular Sign  
Border Width = 5.5/12 of X



Logo Centering on Sign Adjusted to Look More Visually Centered vs. Mathematically Centered When Used on a Sign with the Logo Only

# COLOR PALETTE

## PRIMARY (LOGO)

- Pantone Solid Coated (Closest Match to Client Supplied Metallic Pantone 8783)  
**PMS 3597 C**
- Client Supplied Metallic Pantone 8783 (Using PMS 3597 C in Place of Metallic)

- Pantone Pastels & Neons  
**PMS 915 C**
- Pantone Solid Coated  
**PMS 360 C**

## SECONDARY

- Soild Coated PMS 235 C
- Soild Coated PMS 1645 C
- Soild Coated PMS 143 C
- Soild Coated PMS 673 C

PAINT	VINYL (Opaque)	VINYL (Trans/First Surface)	VINYL (2-Sided)	AWNING
All Painted Surfaces to Have a Satin Finish	Digitally Printed (Latex) on 3M IJ180 Vinyl with 3M Matte Lamination Note: Back of 3M IJ180 Vinyl is Gray	Digitally Printed (UV Backlit) on Trans White Vinyl with 3M Matte Lamination	Digitally Printed (Latex - Color/White/Color) on Clear Perm PVC Vinyl with 3M Gloss Lamination	Sunbrella Fabric Ocean Blue Painted Graphics (White/PMS 915 C)

# TYPOGRAPHY

## LOGO FONTS

"Magical Beginnings"    "LEARNING CENTERS"  
**Goldplay Alt Semi Bold**    **Avenir Black**

## SIGN FONTS

Headings    Body  
**Lexend Deca - SemiBold**    **Mulish Regular**

# PICTOGRAMS



SALES REPRESENTATIVE  
**Chrissy Ripley**  
INTERNAL PROJECT MANAGER  
**Marie Mercier**  
FIELD MANAGER  
**Shaun White**  
ACCOUNT COORDINATOR  
**Laurie Kalivas**  
DESIGNER  
**CW**

SCALE W/A

SHEET ID  
**G01.00**

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181174

Version 03  
03-04-26

Magical Beginnings  
10 Old Post Rd  
Croton-On-Hudson, NY

**Building Sign (Non-Lit)**

Quantity: 1 Single-Sided

- 1 Sign Panel
  - 1.5" Duna Corafloam HDU 15# (Painted White)
  - V-Bevel Carved and Paint Filled Graphics (PMS 3597 C Dark Blue, 915 C Light Blue, 360 Green)
  - .080 Aluminum Backer (Painted PMS 3597 C Dark Blue)
- 2 Installation
  - Mechanically Fastened Flush to Facade



170 Liberty Street  
Brockton, MA 02301  
508-580-0094

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DESIGNER  
**CW**

SCALE 10%

SHEET ID  
**G02.00**

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SCALE 10%

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**Exterior Door Entrance Graphics**

Quantity: 1 Each

- 1 Vinyl Graphics
  - Text: Avery A7 White Vinyl
  - Blue/Green Graphics: Digitally Printed (Latex - Color/White/Color) on Clear PVC Perm Vinyl with 3M Gloss Lamination
  - Contour Cut / First Surface Applied to Glass



PROPOSED - PHOTO SCALE 1:40 (ON ENTRANCE DOORS)



EXISTING - PHOTO SCALE 1:40 (ON ENTRANCE DOORS)

