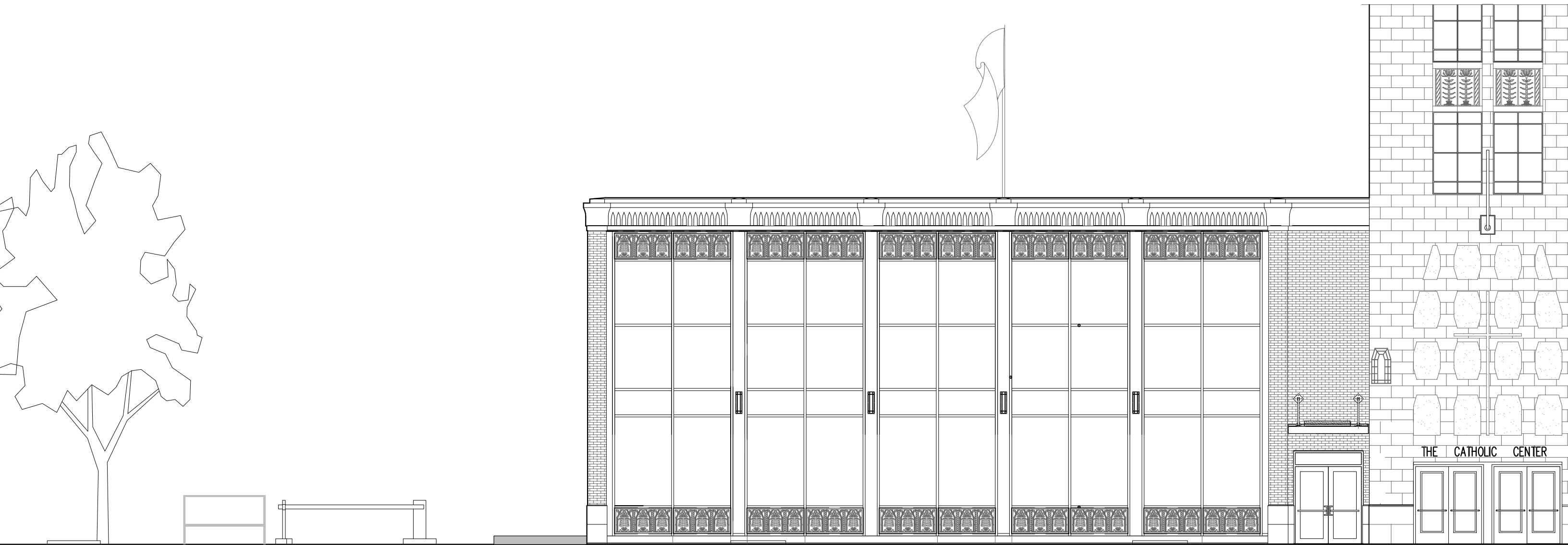


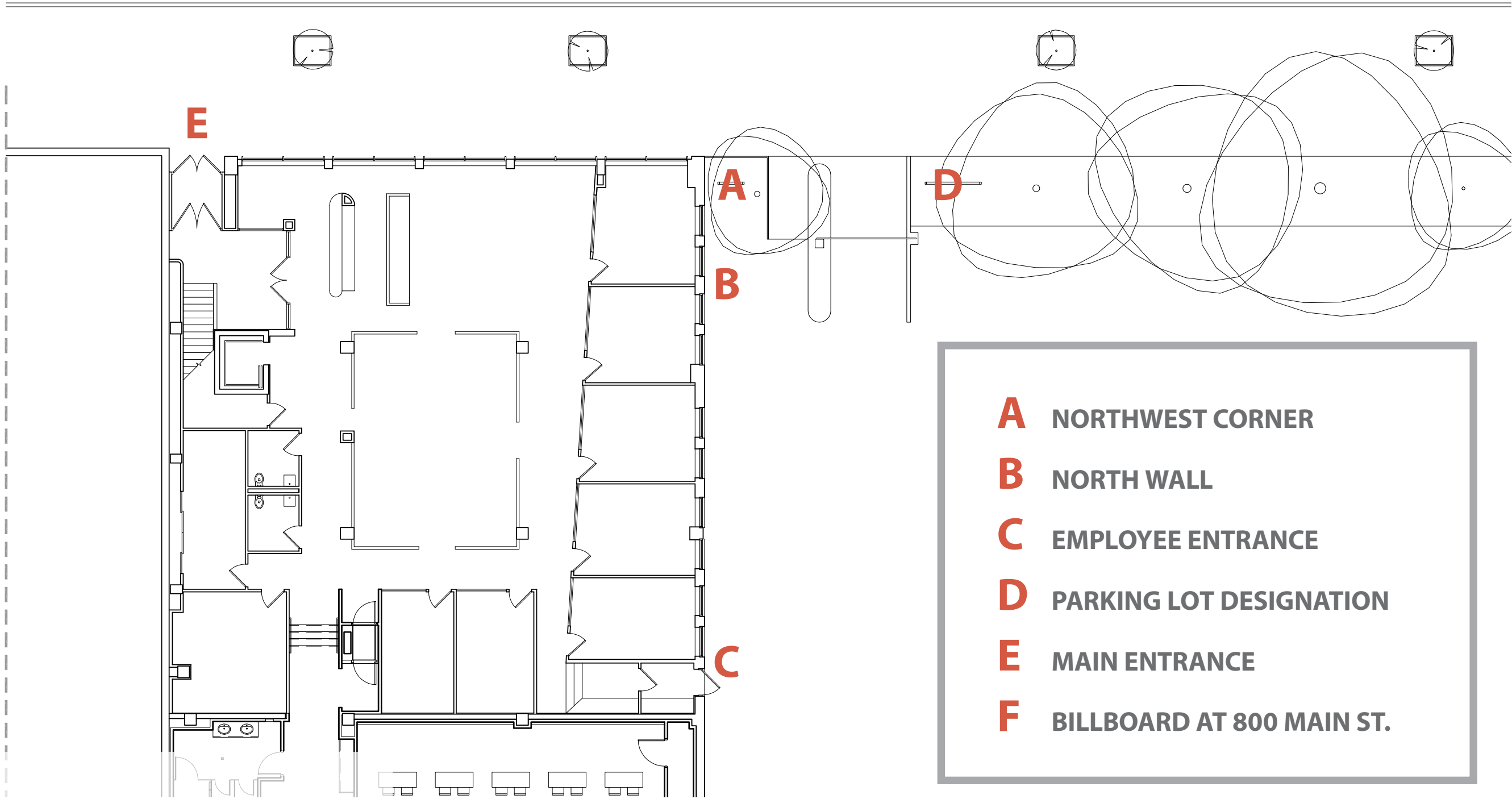
Walsh Duffield Companies, Inc.

Signage Design Concept Proposal

Prepared by Julie Zack | August 7, 2013



MAIN STREET



- A** NORTHWEST CORNER
- B** NORTH WALL
- C** EMPLOYEE ENTRANCE
- D** PARKING LOT DESIGNATION
- E** MAIN ENTRANCE
- F** BILLBOARD AT 800 MAIN ST.

SITE PLAN

SCALE: 1/16" = 1'-0"

A

NORTHWEST
CORNER

Currently



A, B

**NORTHWEST
CORNER +
NORTH WALL**

Currently



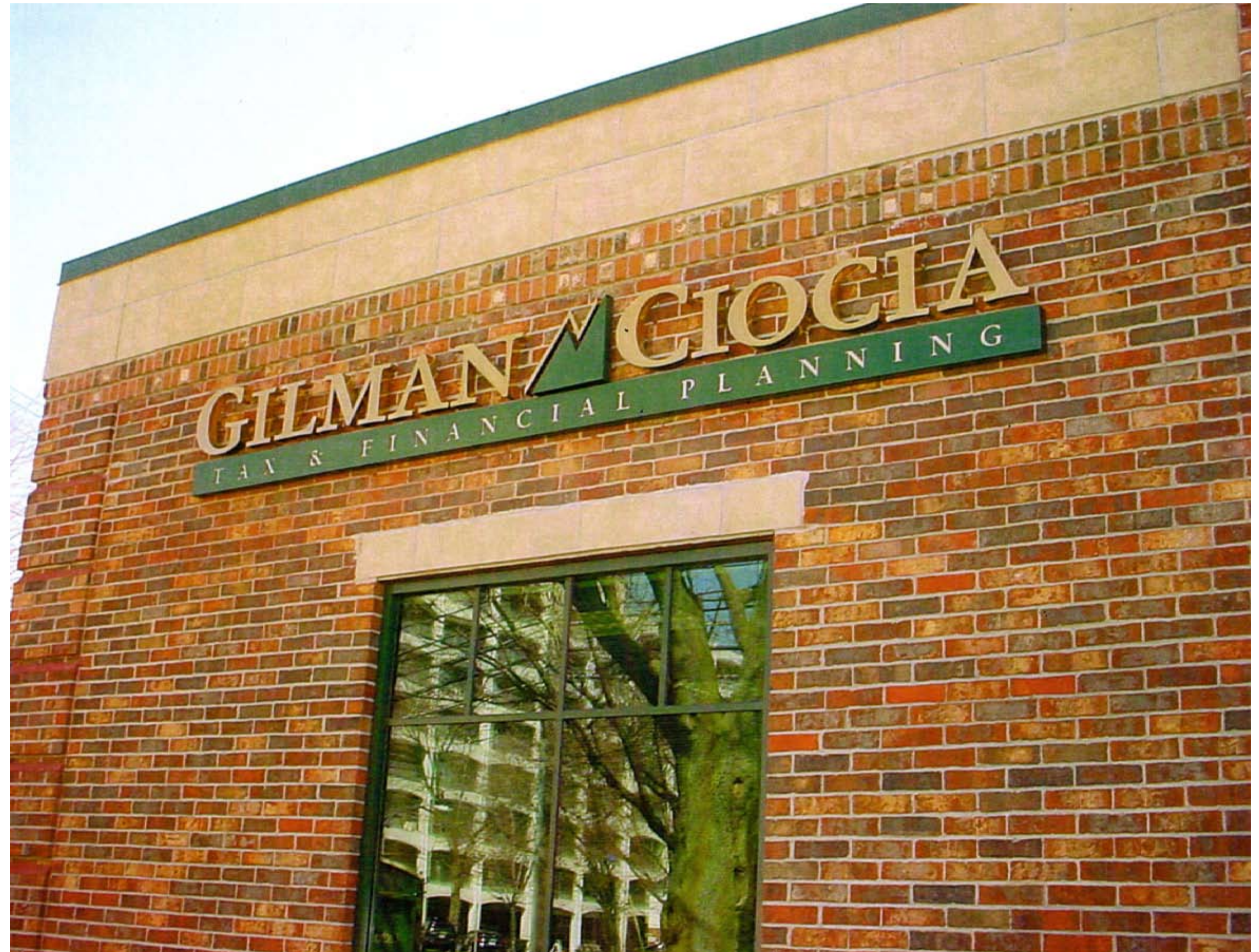
*Image courtesy of
Ulrich Sign Company,
Lockport.*

A, B

**NORTHWEST
CORNER +
NORTH WALL**

Sign Fabrication
Examples

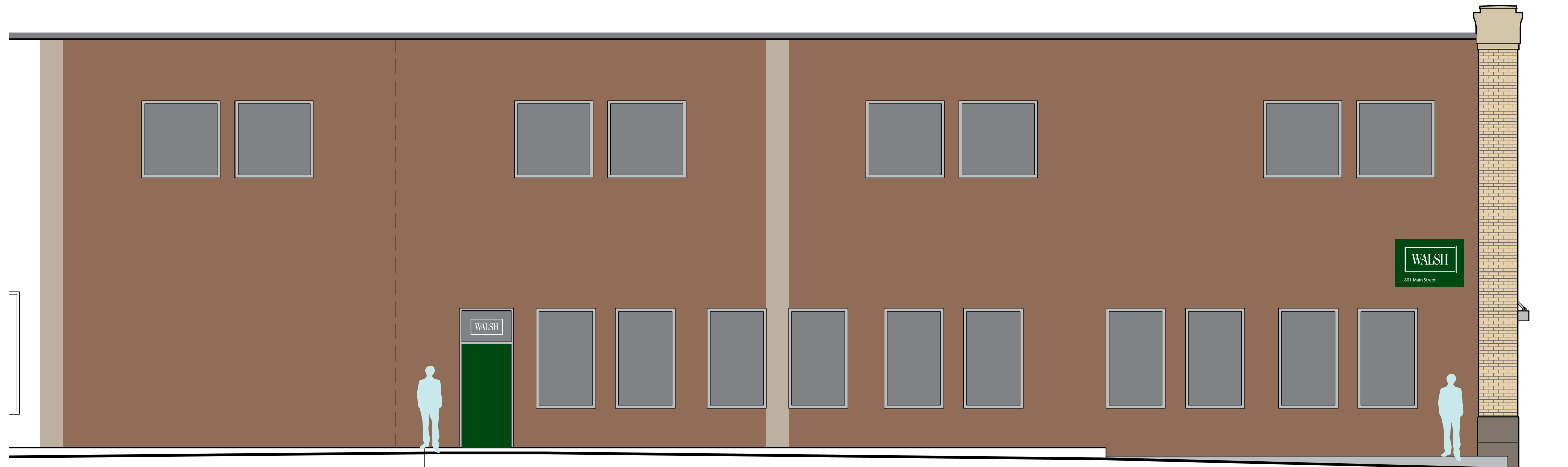
*L-shaped construction.
Metal characters mounted
at a distance from brick wall.*



C EMPLOYEE
ENTRANCE

B NORTH WALL
Logo removed

A NORTHWEST
CORNER
Flat to building



NORTH ELEVATION

A, B

**NORTHWEST
CORNER +
NORTH WALL**

Proposed: Simple

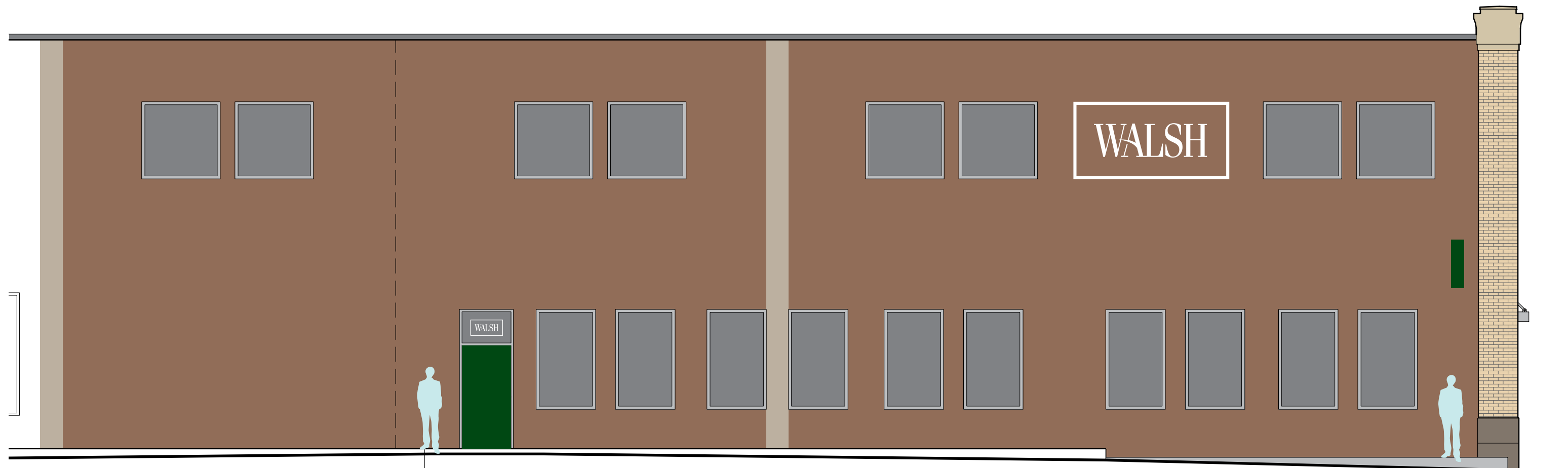
*Simplified wall presence
with one north-facing,
back-lit sign including
address.*



C EMPLOYEE
ENTRANCE

B NORTH WALL
*Logo frame aligned
with windows -
optional inclusion*

A NORTHWEST
CORNER
*Extended out
from building*



NORTH ELEVATION

A, B

**NORTHWEST
CORNER +
NORTH WALL**

Proposed: Simple

*Simplified wall presence
with partial logo
to offer variance and
compliment both
ground pieces.*



C

EMPLOYEE ENTRANCE

Currently

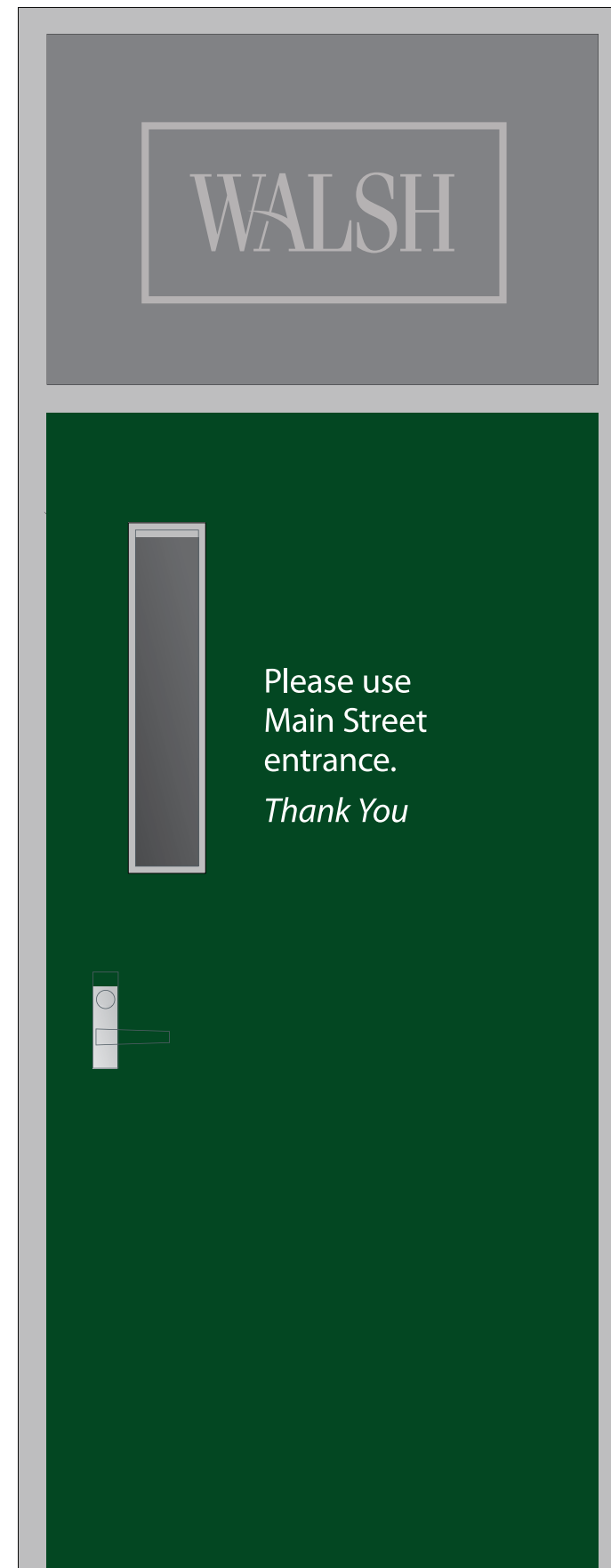


C

EMPLOYEE ENTRANCE

Proposed: Window

*Green door, gray container,
simplified logo etched on glass
with way finding directive flush
on door.*



Vector clarification



D

**PARKING LOT
DESIGNATION**

Currently



D

PARKING LOT DESIGNATION

Currently



D

PARKING LOT DESIGNATION

Proposed: Separate

*Separate but equal brand
representation with parking
invitation extended to Diocese
visitors only.*



D

PARKING LOT DESIGNATION

Proposed: Separate

*Alternate view.
Signs moved 1 foot closer
to street.
Lighter color emphasis.*



D

PARKING LOT DESIGNATION

Proposed: Stacked

*Separate brand representation
with parking invitation
extended to all visitors.
Visible approaching from
North or South.*



Shown stacked in photograph



D

**PARKING LOT
DESIGNATION**

Proposed

Detail.



E

MAIN ENTRANCE

Currently



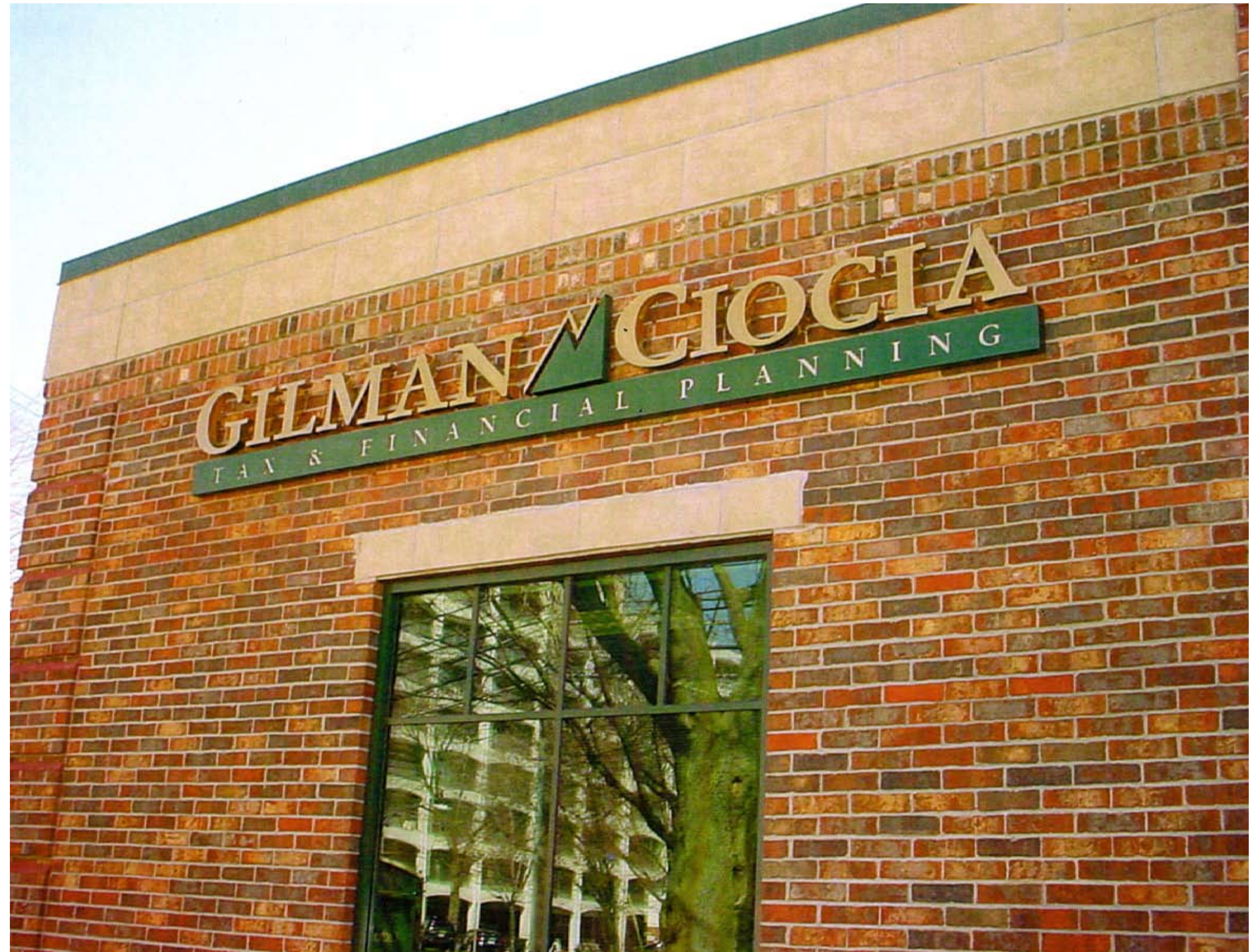
*Image courtesy of
Ulrich Sign Company,
Lockport.*

E

MAIN ENTRANCE

Sign Fabrication
Example 1

*Individual metal characters
mounted away from brick.*



*Image courtesy of
Ulrich Sign Company,
Lockport.*

E

MAIN ENTRANCE

Sign Fabrication
Example 2

*Individual characters pushed
through metal container and
back-lit.*



*Image courtesy of
Ulrich Sign Company,
Lockport.*

E

MAIN ENTRANCE

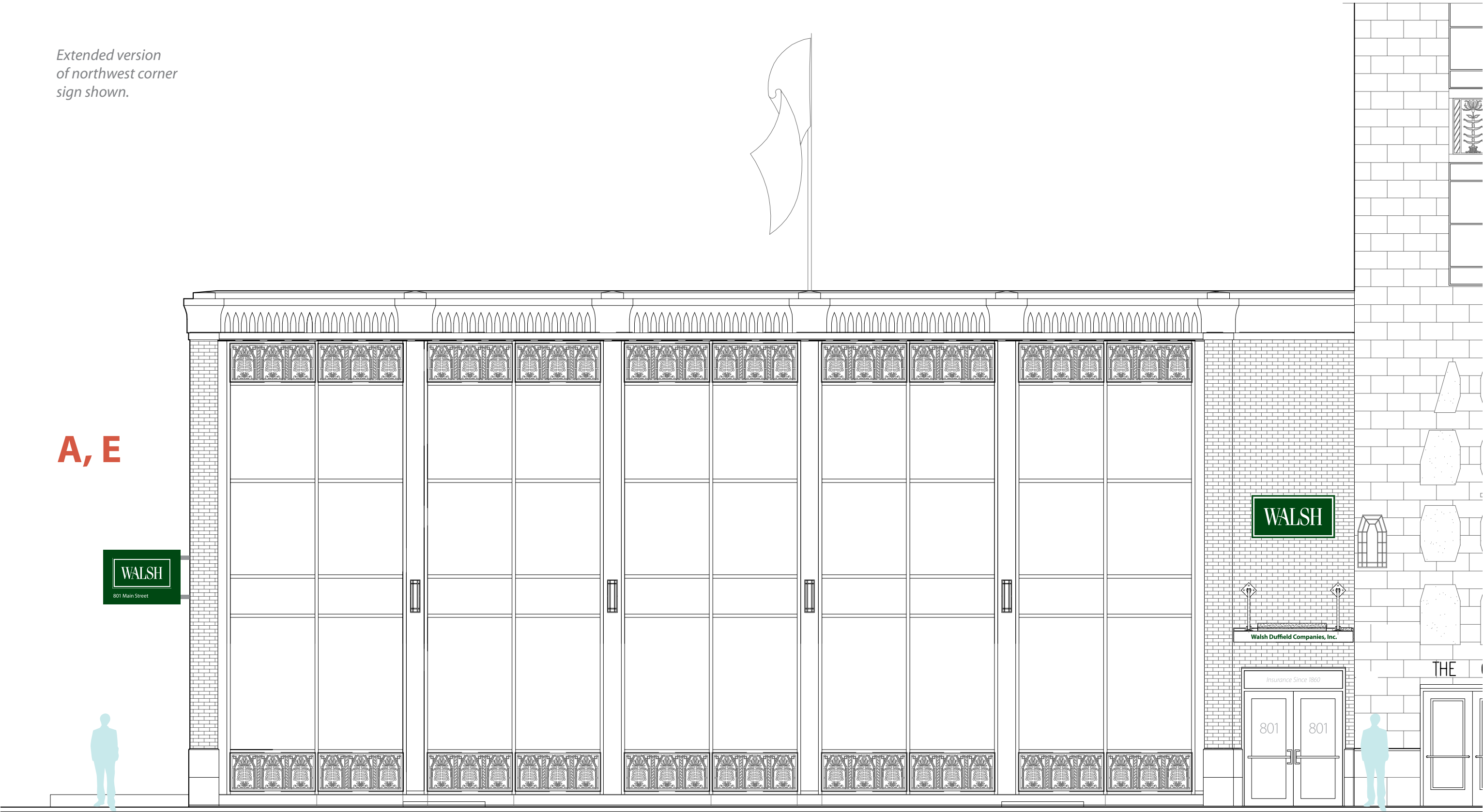
Sign Fabrication
Example 3

*Individual characters also
pushed through substrate
and back lit.*



Extended version
of northwest corner
sign shown.

A, E



WEST ELEVATION

WALSH: Green substrate with white characters and bounding box pushed through and back lit.

Walsh Duffield Companies, Inc.: Either green or white (dependant on final value of gray background) applied to vertical front piece of overhang.

Insurance tagline and address: Exterior glass doors and transom feature translucent elements applied or etched.

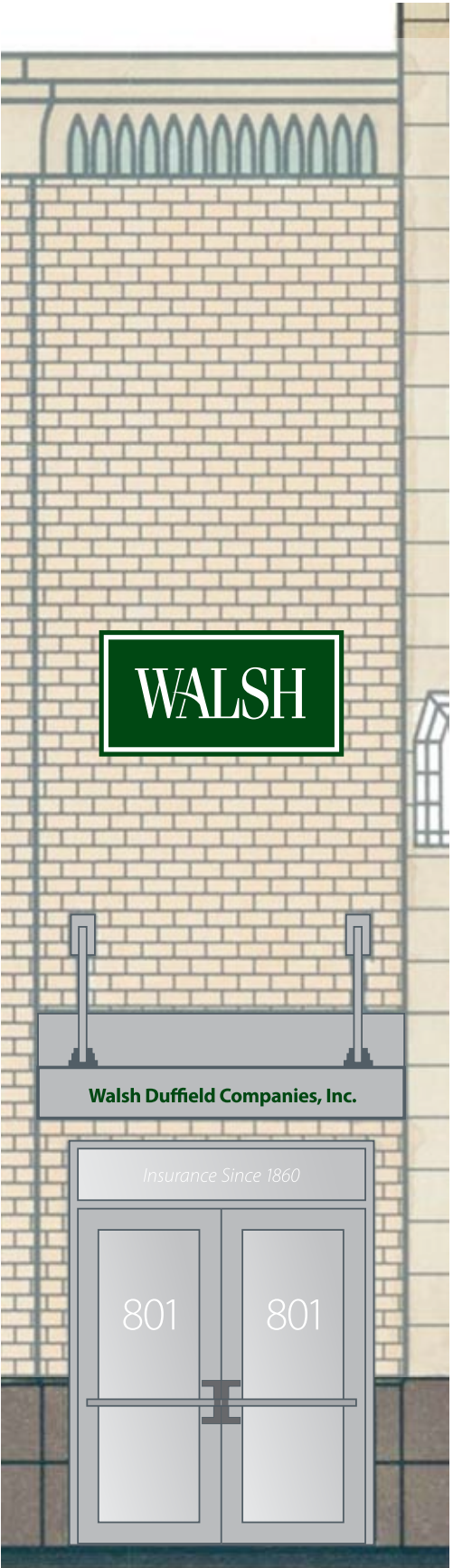
Simplified "Welcome" copy to be incorporated on interior glass doors (not pictured).

E

MAIN ENTRANCE

Proposed: Brand Hierarchy

Elements read in order of prominence and follow established brand guidelines.





F

BILLBOARD 800 MAIN STREET

Currently

*Visible while traveling South.
Walsh resides on opposite side
of Main.*



F

**BILLBOARD
800 MAIN STREET**

Proposed: Not-for-profits

*Direct copy, primary and
secondary approved brand
colors.*



F

**BILLBOARD
800 MAIN STREET**

Proposed: Not-for-profits

Alternate view.

