



# TransNet Program Signage Design Guidelines

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MARCH 2022

## PROJECT SIGN GUIDELINES

As a TransNet funded project, it is important to notify the public about project construction, responsible parties/funding sources, and where to find more information. The following are general guidelines for the recommended use, appearance, and placement frequency of TransNet signage. TransNet signage has been developed to ensure the public is informed before, during, and for a period after project construction.

Secondary signs may accompany the primary TransNet sign to recognize project funds provided by additional entities and/or to provide a phone number. Design for secondary signs can be requested through SANDAG by contacting the Visual Communications team, %PublicAffairs\_VisComm@sandag.org.

### Sign Production and Specifications

Artwork for the following sign packages is on file with the vendors below. These preferred vendors were identified by SANDAG as successfully meeting quality standards and production specifications while providing competitive pricing.

#### TransNet signs can be ordered by contacting



##### Clear Sign & Design, INC.

Steve Crow, Sales Representative  
170 Navajo Street, San Marcos, CA 92078  
Phone: (760) 736-8111  
Fax: (760) 736-8121  
Direct: (760) 736-8111 x 128  
stevec@clearsigns.com



##### Maneri Sign Company

Samantha Norys, Sales Representative  
1928 West 135th Street, Gardena, CA 90249  
Phone: (310) 327-6261  
Cell: (310) 892-4613  
samantha@manerisignco.com  
manerisignco.com



##### Myers & Sons HI-WAY SAFETY Inc.

Jeff "JD" Dunn, Sales Representative  
520 W. Grand Avenue, Escondido, CA 92025  
Phone: (760) 745-2250  
Fax: (760) 745-2094  
Direct: (760) 466-3077  
Cell: (760) 445-0578  
jdunn@hiwaysafety.com

Please email %PublicAffairs\_VisComm@sandag.org when you submit your TransNet sign order for signage tracking and quality control during manufacturing, and request that %PublicAffairs\_VisComm@sandag.org be copied on proofs prior to final production. Sign design files can be provided to other vendors upon request.

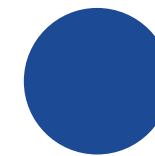
## SIGNAGE BASICS

### Signage Construction Material Details

- 0.063" Anodized Aluminum Panels
- Avery-Dennison T-6500 High Intensity Series Prismatic Reflective Sheeting (3M Type IV), or equivalent
- Avery-Dennison T-9500 OmniView Series Premium Prismatic Grade Reflective Sheeting (3M Type IX Diamond Grade VIP), or equivalent -To be used for SANDAG.org URL area ONLY
- Avery-Dennison OL-1000 Premium Anti-Graffiti Overlay Film, or equivalent
- UV Inks to be used without exception.

**NOTE: Sign production contingent on approval of full scale proof using actual materials by the SANDAG Visual Communications team.**

### Color Palette



**PANTONE 3590 C**  
**#3C57A1**  
**CMYK: 96, 82, 9, 1**  
**RGB: 60, 87, 161**



**PANTONE 2380 C**  
**#343A4A**  
**CMYK: 79, 70, 49, 42**  
**RGB: 52, 58, 74**

# SIGN SPECIFICATIONS

## Sign Sizes and Treatments

The following layouts and sizes are readily available and cost estimates have been secured for high intensity reflectivity, which is required for drivers to see the signs from a distance at night. Securing exact price quotes is highly recommended prior to ordering signs.

- **Horizontal treatment – Version 1:** (120 inches wide by 63 inches high) with secondary funding sign (96 inches wide by 30 inches high)
- **Horizontal treatment – Version 2:** (96 inches wide by 48 inches high) with secondary funding sign (60 inches wide by 24 inches high)
- **Horizontal treatment – Version 3:** (72 inches wide by 36 inches high)
- **Horizontal treatment – Version 4:** (48 inches wide by 30 inches high)
- **Horizontal treatment – Version 5:** (40 inches wide by 32 inches high)
- **Vertical treatment – Version 1:** (30 inches wide by 36 inches high) For local street projects only. Not intended for highway or major arterial projects
- **Vertical treatment – Version 2:** (30 inches wide by 36 inches high) with secondary funding sign (30 inches wide by 9 inches high) For local street projects only. Not intended for highway or major arterial projects

## Installation / Removal, Placement, and Maintenance

Contractor shall furnish and install a minimum of two (2) TransNet project signs for each project prior to any major physical construction work that would be readily visible. Contractor/consultant is responsible for keeping signs clean and in good repair.

Exact sign location to be determined by the SANDAG Project Manager and SANDAG Communications liaison\*. At a minimum, one sign will be placed at each end of the project in both directions(ex. north/south or east/west). If the project crosses other major arterials or is in excess of eight miles in length, additional signs will be installed at an appropriate mid-point and/or 5-mile intervals along the project.

Signs shall remain in position for the duration of construction and for a period of no less than 45 days following completion or until a community/media event takes place, whichever is later.

\* In addition to the SANDAG Project Manager and SANDAG Communications liaison, the Resident Engineer or Construction Manager should be consulted if Caltrans, MTS, NCTD, or other partner agency is involved in the project.

# HORIZONTAL VERSION 1

## Sign Dimensions:

- 120" W x 63" H - (10.0' W x 5.25' H)
- Recommended size for highway use

## Construction Details:

- 0.063" Anodized Aluminum Panels
- Avery-Dennison T-6500 High Intensity Series Prismatic Reflective Sheeting (3M Type IV), or equivalent
- Avery-Dennison T-9500 OmniView Series Premium Prismatic Grade Reflective Sheeting (3M Type IX Diamond Grade VIP), or equivalent -To be used for SANDAG.org URL area ONLY
- Avery-Dennison OL-1000 Premium Anti-Graffiti Overlay Film, or equivalent
- UV Inks to be used without exception

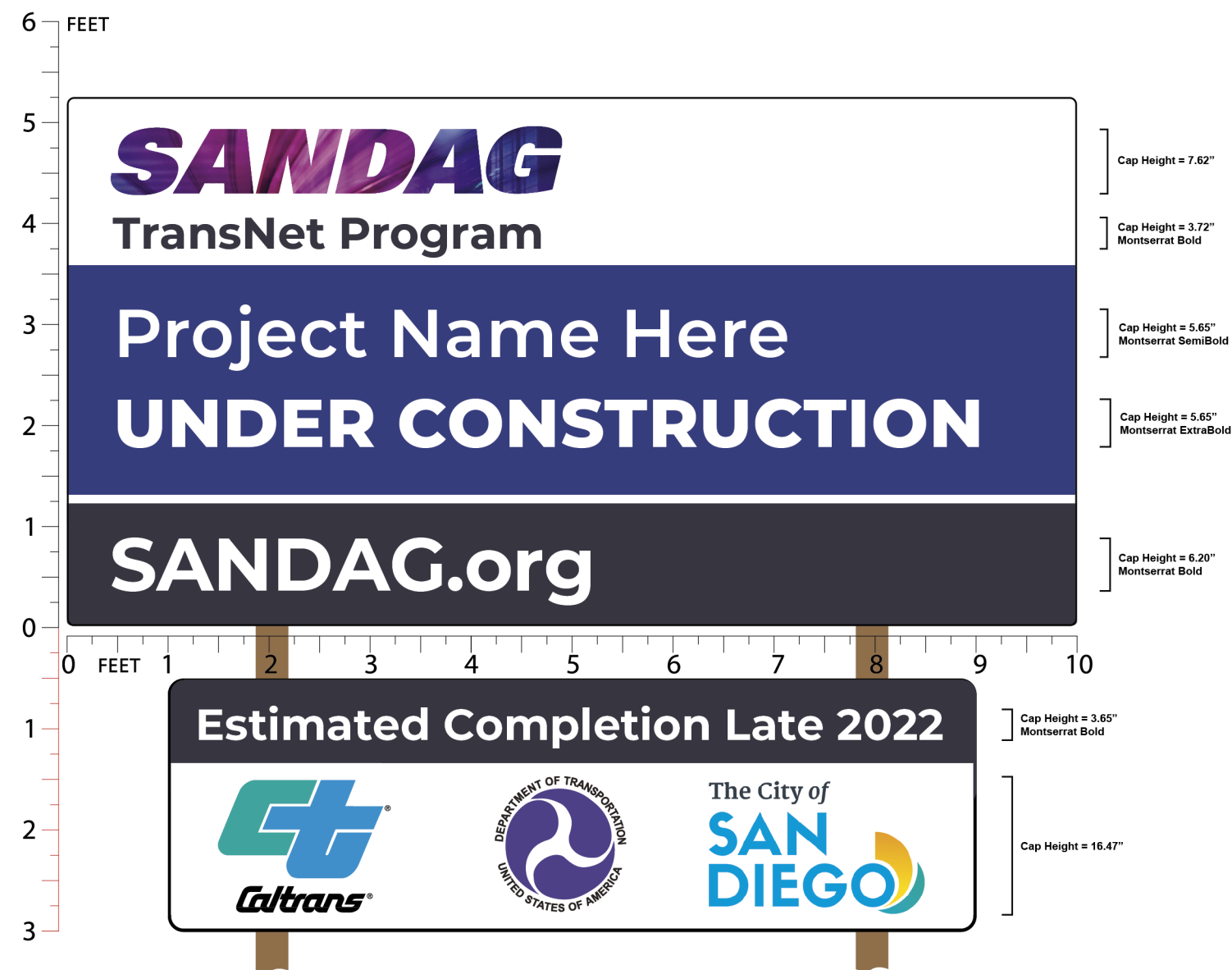
## Secondary Sign Dimensions:

- 96" W x 30" H - (8.0' W x 2.5' H)
- To be mounted 3" below primary sign

## Construction Details:

- Same as materials used for TransNet sign
- Artwork for secondary sign is for illustrative purposes and will vary depending on jurisdiction or project type.
- Custom versions for specific projects can be requested through the SANDAG Visual Communications team, %PublicAffairs\_VisComm@sandag.org.

**NOTE: Sign production contingent on approval of full scale proof using actual materials by the SANDAG Visual Communications team.**



## HORIZONTAL VERSION 2

### Sign Dimensions:

- 96" W x 48" H - (8.0' W x 4.0' H)
- Recommended size for highway use

### Construction Details:

- 0.063" Anodized Aluminum Panels
- Avery-Dennison T-6500 High Intensity Series Prismatic Reflective Sheeting (3M Type IV), or equivalent
- Avery-Dennison T-9500 OmniView Series Premium Prismatic Grade Reflective Sheeting (3M Type IX Diamond Grade VIP), or equivalent -To be used for SANDAG.org URL area ONLY
- Avery-Dennison OL-1000 Premium Anti-Graffiti Overlay Film, or equivalent
- UV Inks to be used without exception

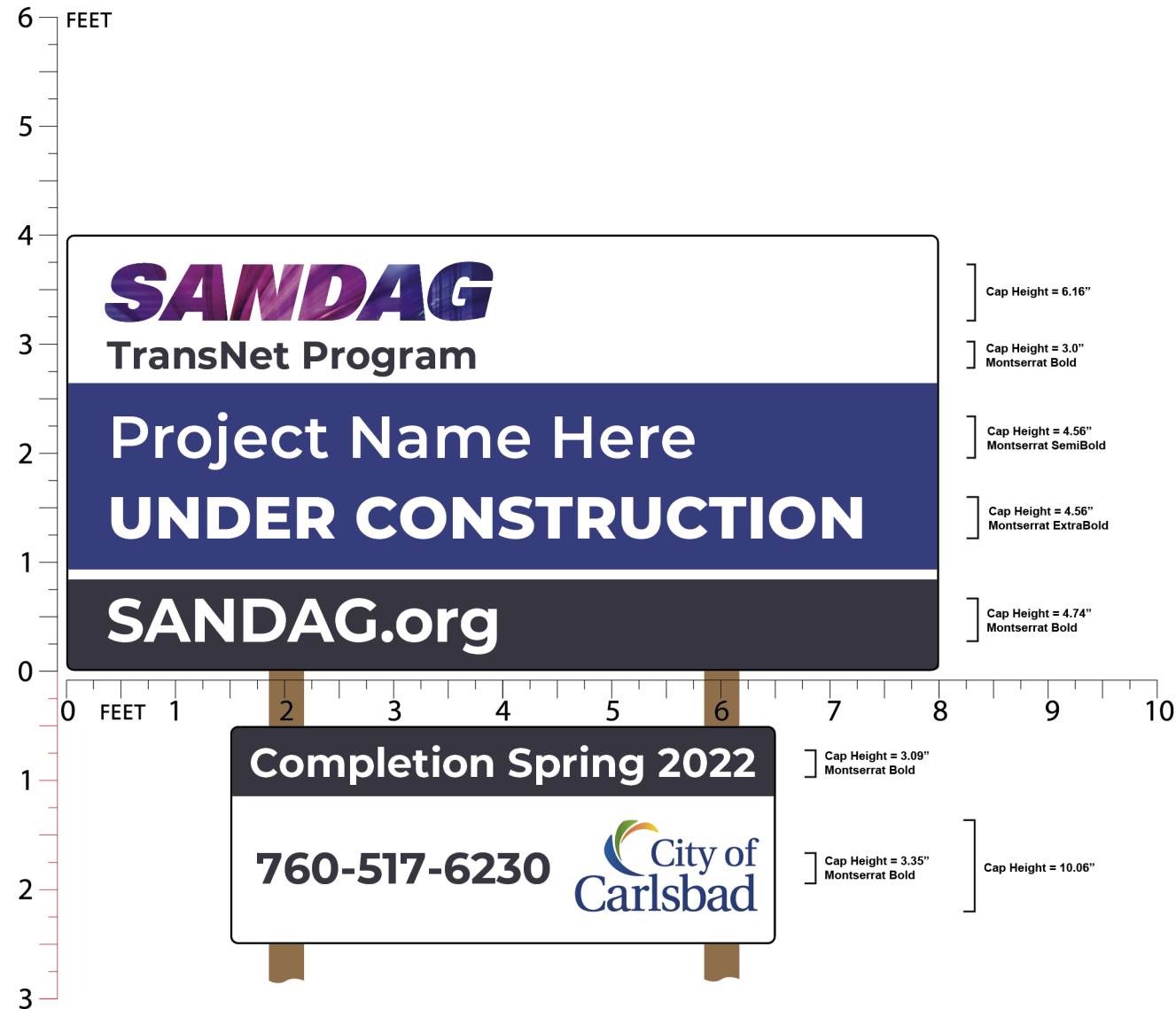
### Secondary Sign Dimensions:

- 60" W x 24" H - (5.0' W x 2.0' H)
- To be mounted 3" below primary sign

### Construction Details:

- Same as materials used for TransNet sign
- Artwork for secondary sign is for illustrative purposes and will vary depending on jurisdiction or project type.
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## HORIZONTAL VERSION 3

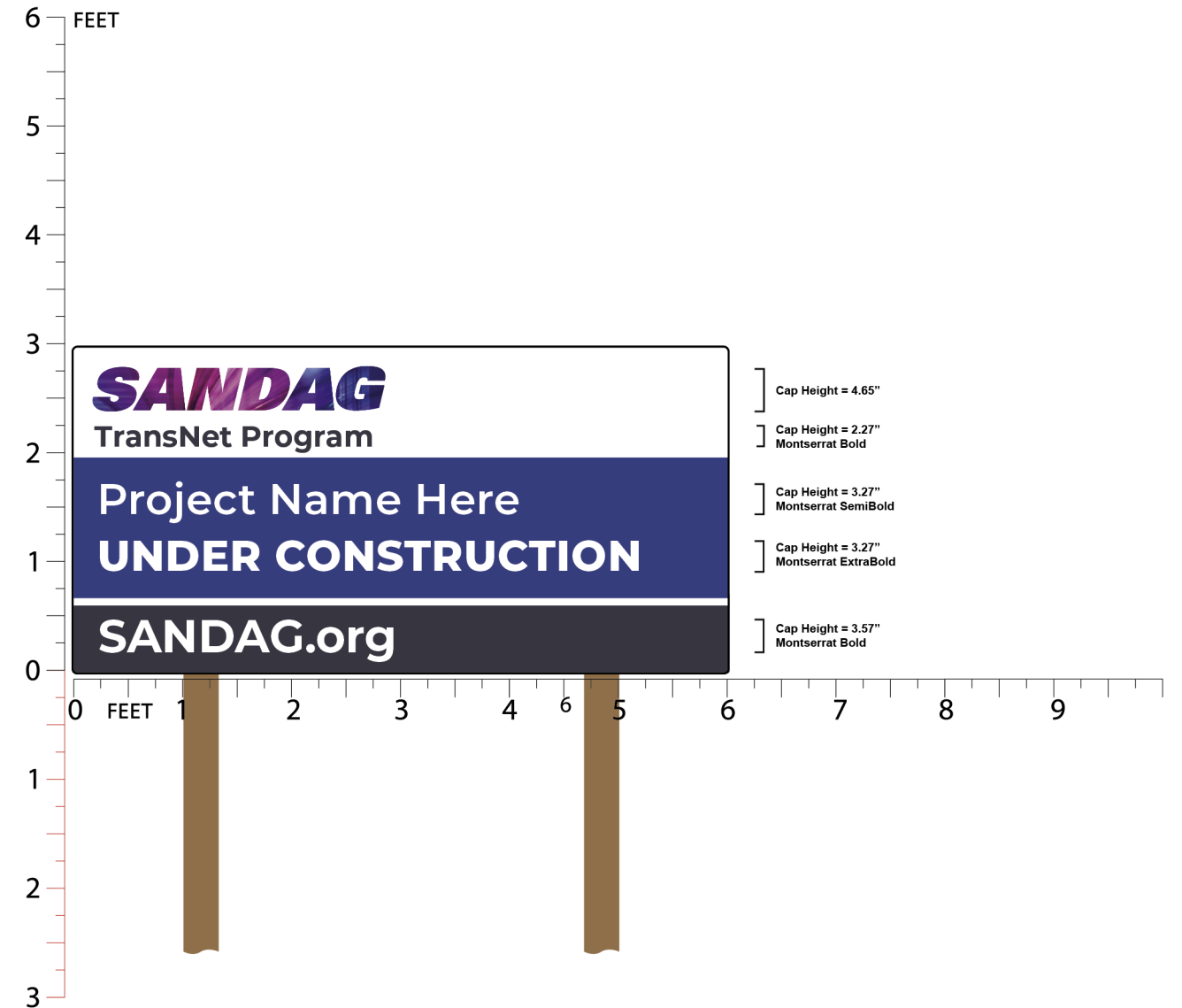
### Sign Dimensions:

- 72" W x 36" H - (6.0' W x 3.0' H)

### Construction Details:

- 0.063" Anodized Aluminum Panels
- Avery-Dennison T-6500 High Intensity Series Prismatic Reflective Sheeting (3M Type IV), or equivalent
- Avery-Dennison T-9500 OmniView Series Premium Prismatic Grade Reflective Sheeting (3M Type IX Diamond Grade VIP), or equivalent -To be used for SANDAG.org URL area ONLY
- Avery-Dennison OL-1000 Premium Anti-Graffiti Overlay Film, or equivalent
- UV Inks to be used without exception

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# HORIZONTAL VERSION 4

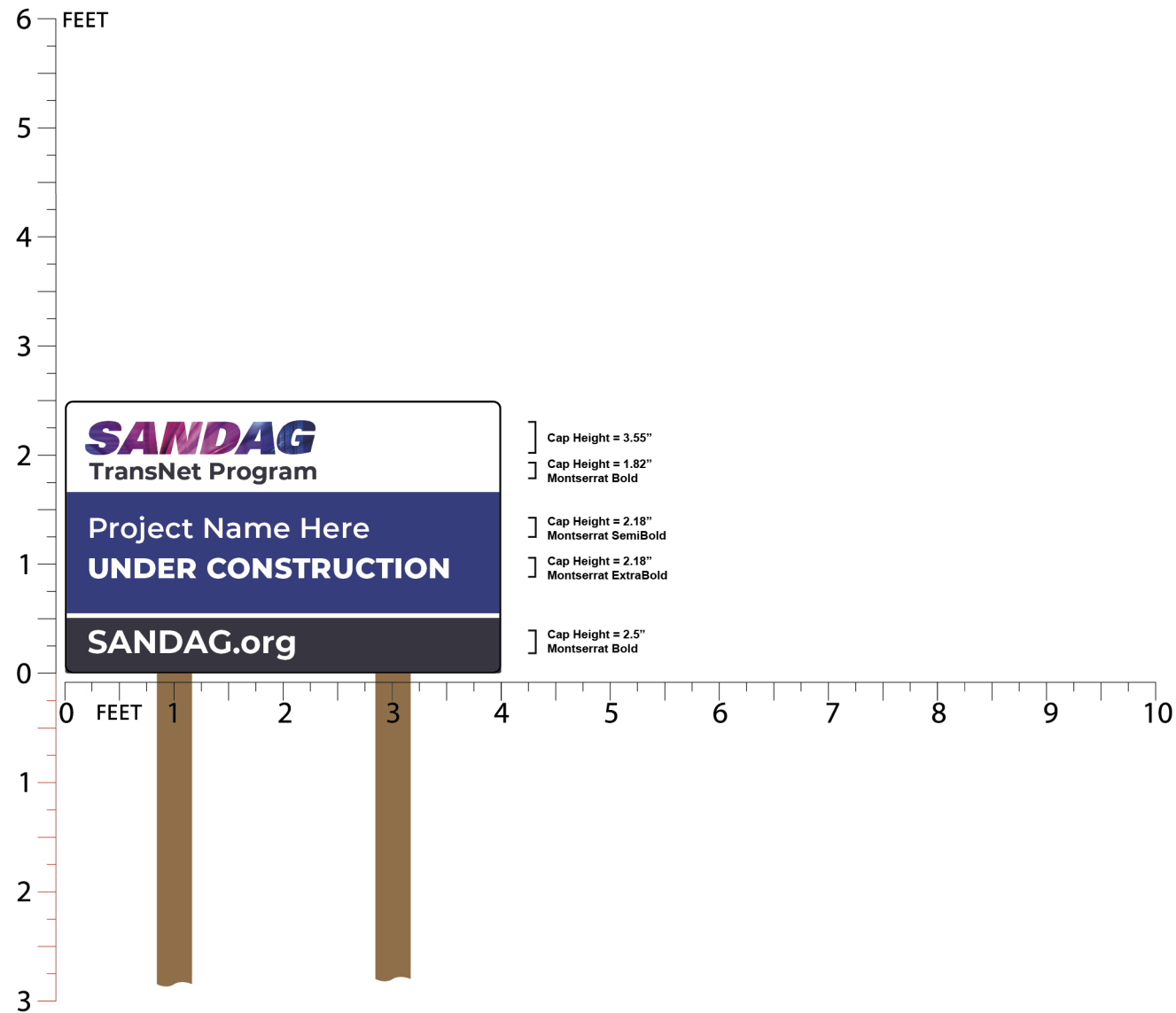
## Sign Dimensions:

48" W x 30" H - (4.0' W x 2.5' H)

## Construction Details:

- 0.063" Anodized Aluminum Panels
- Avery-Dennison T-6500 High Intensity Series Prismatic Reflective Sheeting (3M Type IV), or equivalent
- Avery-Dennison T-9500 OmniView Series Premium Prismatic Grade Reflective Sheeting (3M Type IX Diamond Grade VIP), or equivalent -To be used for SANDAG.org URL area ONLY
- Avery-Dennison OL-1000 Premium Anti-Graffiti Overlay Film, or equivalent
- UV Inks to be used without exception

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# HORIZONTAL VERSION 5

## Sign Dimensions:

40" W x 32" H - (3.33' W x 2.66' H)

## Construction Details:

- 0.063" Anodized Aluminum Panels
- Avery-Dennison T-6500 High Intensity Series Prismatic Reflective Sheeting (3M Type IV), or equivalent
- Avery-Dennison T-9500 OmniView Series Premium Prismatic Grade Reflective Sheeting (3M Type IX Diamond Grade VIP), or equivalent -To be used for SANDAG.org URL area ONLY
- Avery-Dennison OL-1000 Premium Anti-Graffiti Overlay Film, or equivalent
- UV Inks to be used without exception

## Secondary Sign Dimensions:

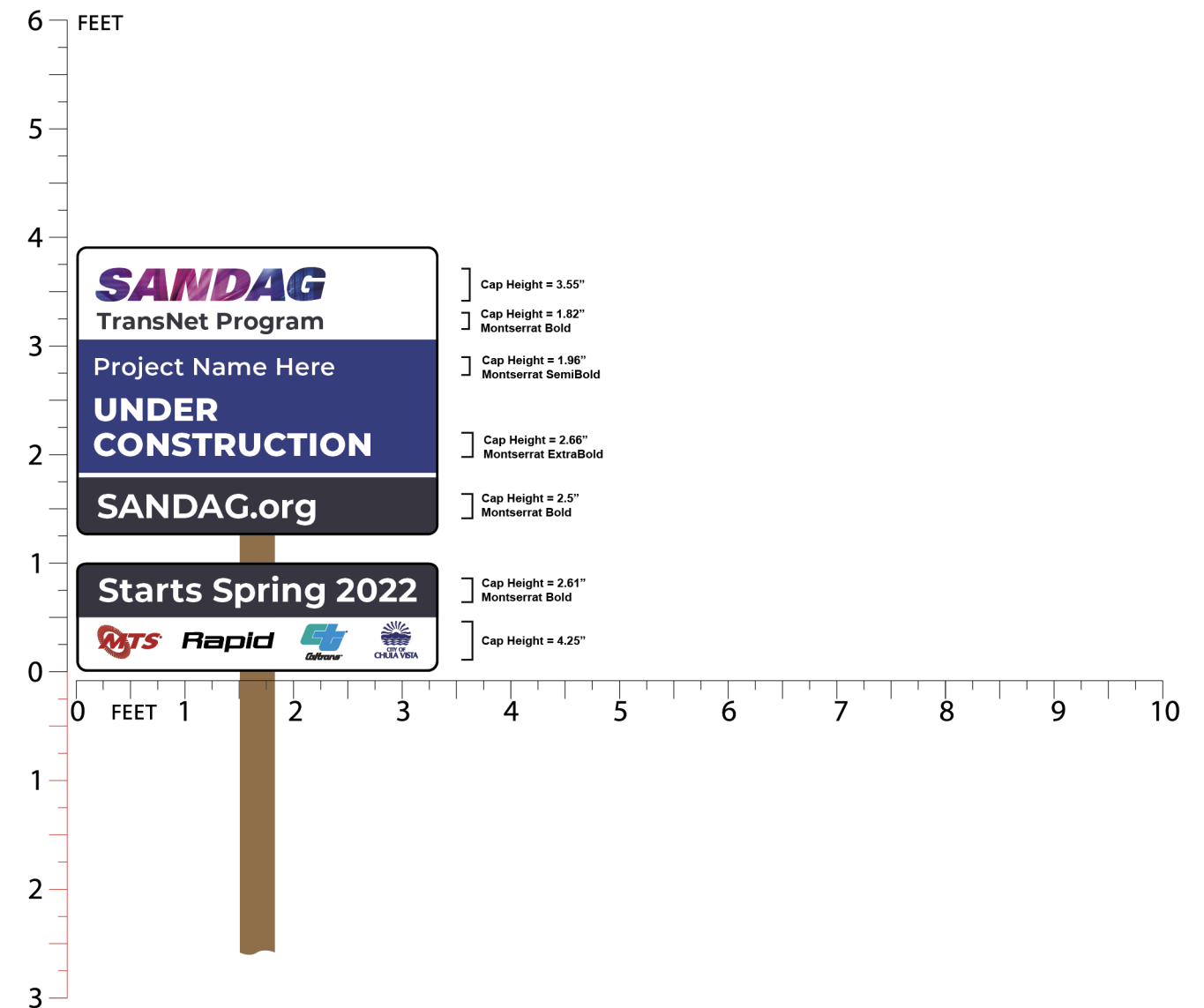
40" W x 12" H - (3.33' W x 1.0' H)

To be mounted 3" below primary sign

## Construction Details:

- Same as materials used for TransNet sign
- Artwork for secondary sign is for illustrative purposes and will vary depending on jurisdiction or project type.
- Custom versions for specific projects can be requested through the SANDAG Visual Communications team, %PublicAffairs\_VisComm@sandag.org.

**NOTE: Sign production contingent on approval of full scale proof using actual materials by the SANDAG Visual Communications team.**





# VERTICAL VERSION 1

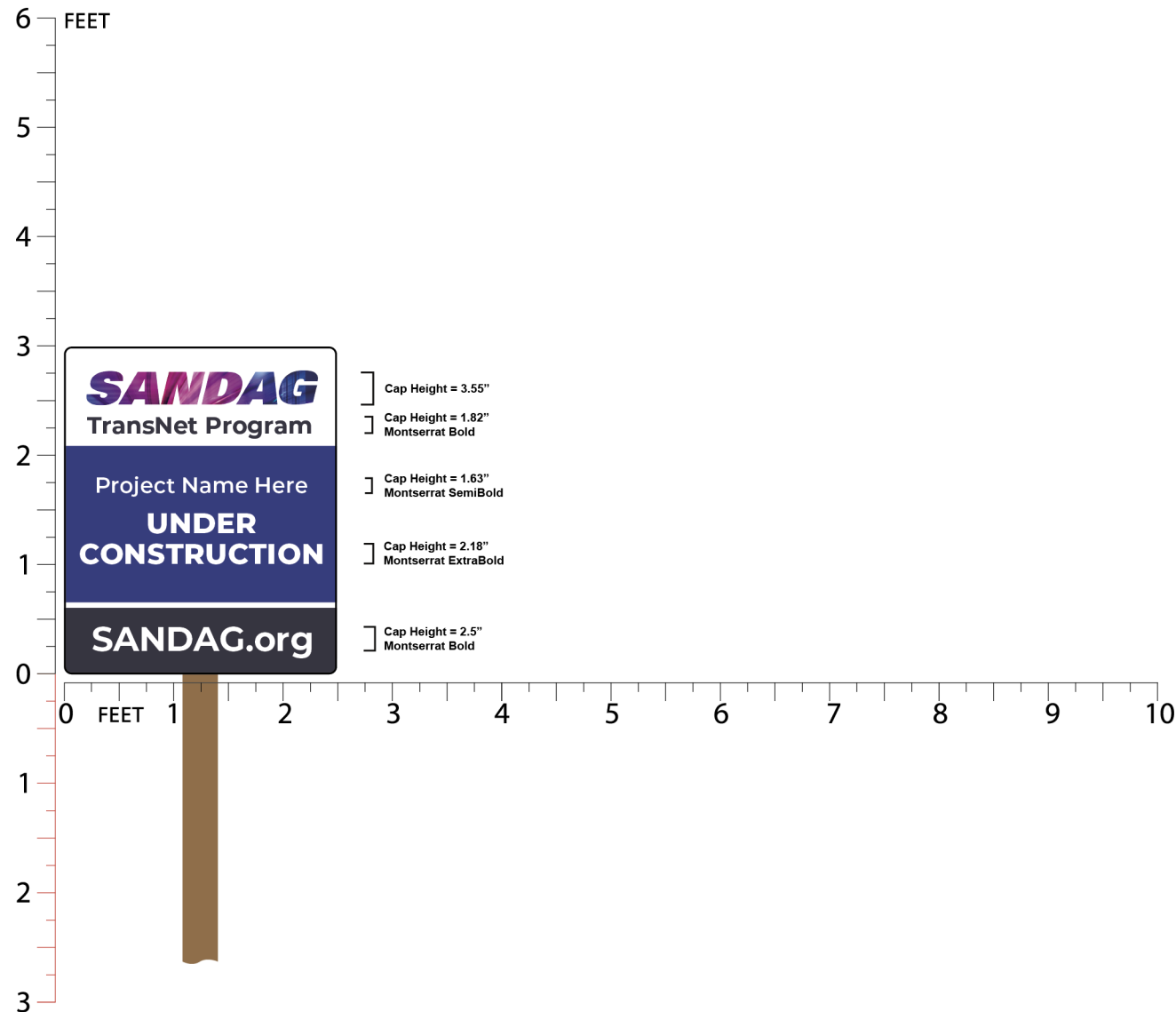
## Sign Dimensions:

30" W x 36" H - (2.5' W x 3.0' H)

## Construction Details:

- 0.063" Anodized Aluminum Panels
- Avery-Dennison T-6500 High Intensity Series Prismatic Reflective Sheeting (3M Type IV), or equivalent
- Avery-Dennison T-9500 OmniView Series Premium Prismatic Grade Reflective Sheeting (3M Type IX Diamond Grade VIP), or equivalent -To be used for SANDAG.org URL area ONLY
- Avery-Dennison OL-1000 Premium Anti-Graffiti Overlay Film, or equivalent
- UV Inks to be used without exception

**NOTE: Sign production contingent on approval of full scale proof using actual materials by the SANDAG Visual Communications team.**



# VERTICAL VERSION 2

## Sign Dimensions:

30" W x 36" H - (2.5' W x 3.0' H)

## Construction Details:

- 0.063" Anodized Aluminum Panels
- Avery-Dennison T-6500 High Intensity Series Prismatic Reflective Sheeting (3M Type IV), or equivalent
- Avery-Dennison T-9500 OmniView Series Premium Prismatic Grade Reflective Sheeting (3M Type IX Diamond Grade VIP), or equivalent -To be used for SANDAG.org URL area ONLY
- Avery-Dennison OL-1000 Premium Anti-Graffiti Overlay Film, or equivalent
- UV Inks to be used without exception

## Secondary Sign Dimensions:

30" W x 9" H - (2.5' W x 0.75' H)

To be mounted 3" below primary sign

## Construction Details:

- Same as materials used for TransNet sign
- Artwork for secondary sign is for illustrative purposes and will vary depending on jurisdiction or project type.
- Custom versions for specific projects can be requested through the SANDAG Visual Communications team, %PublicAffairs\_VisComm@sandag.org.

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