TransNet 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. To ensure the public is informed before, during, and for a period after project construction, a series of TransNet project signs have been developed, including variations for:

- **Traffic Relief** (which may be used for highway and major arterial street work)
- **Bike Projects**
- **Smart Growth**
- **Active Transportation**
- **Transit Construction**
- **Street Widening**
- **Street Upgrades**
- **Other Graphic Marks**

Vertical and horizontal signs have been designed and quotes have been collected to provide high intensity reflectivity as well as the recommended graffiti overlay. Secondary signs to accompany the primary TransNet sign may be used to recognize project funds provided by additional entities and/or to provide a phone number (for projects on local streets only) for more information. Design for secondary signs can be requested through SANDAG by contacting Elizabeth Cox, Marketing and Communications Manager, at elizabeth.cox@sandag.org or (619) 699-1937.

Sign Production and Specifications

Artwork for the following sign packages is on file with Myers & Sons Hi-Way Safety Inc. This preferred vendor was identified by SANDAG Creative Services Manager, Keith Kanzel, as successfully meeting quality standards and production specifications while providing competitive pricing.

TransNet signs can be ordered by contacting:

**Jeff “JD” Dunn**

**Sales Representative / Hi-WAY SAFETY Inc.**

520 W. Grand Avenue

Escondido, CA 92025

Phone: (760) 745-2250  •  FAX: (760) 745-2094  •  Direct: (760) 466-3077  •  Cell: (760) 445-0578

Email: jdunn@hiwaysafety.com

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

Color Palette

- Pantone Matching System: PMS 186 – Red
  - CMYK: C = 11.88%, M = 100%, Y = 91.92%, K = 2.83%
  - RGB: R = 177, G = 19, B = 47
- Pantone Matching System: PMS 116 – Yellow
  - CMYK: C = 0%, M = 18.39%, Y = 100%, K = 0%
  - RGB: R = 245, G = 205, B = 33
- Pantone Matching System: PMS 285 – Blue
  - CMYK: C = 90.75%, M = 52.67%, Y = 0%, K = 0%
  - RGB: R = 41, G = 112, B = 202
- Pantone Matching System: PMS Black
  - CMYK: C = 130%, M = 30%, Y = 40%, K = 100%
  - RGB: R = 0, G = 0, B = 0
- Pantone Matching System: PMS 186 – Red to PMS 116 – Yellow (Red to Yellow Gradient Used in SANDAG Logo)
Traffic Relief Projects

Highway / HOV / Managed Lane / Major Arterial / Local Street Projects

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)

- **Vertical treatment** - (30 inches wide by 36 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 to highway users. Contractor/consultant is responsible for keeping signs clean and in good repair.

Exact sign location to be determined by Caltrans Resident Engineer, 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.
TransNet Sign Dimensions:
120" W x 63" H - (10.0’ W x 5.25’ 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 KeepSanDiegoMoving 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 Elizabeth Cox, elizabeth.cox@sandag.org.

NOTE: Sign production contingent on approval of full scale proof using actual materials by Keith Kanzel.

TransNet Your tax dollars at work

TRAFFIC RELIEF

KeepSanDiegoMoving.com

Estimated Completion Late 2017

SANDAG CONTACT: Keith Kanzel, Creative Services Manager • SANDAG 401 B Street, Suite 800 • San Diego, CA 92101 • (619) 699-1953 • keith.kanzel@sandag.org
**TransNet Sign Dimensions:**

96” W x 48” H - (8.0’ W x 4.0’ 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 KeepSanDiegoMoving 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.
- Custom versions for specific projects can be requested through Elizabeth Cox, elizabeth.cox@sandag.org.

**NOTE:** Sign production contingent on approval of full scale proof using actual materials by Keith Kanzel.
TransNet 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 KeepSanDiegoMoving 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 Keith Kanzel.
Sign Sizes

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

- **Vertical treatment** - (30 inches wide by 36 inches high)
- **Horizontal treatment** - (48 inches wide by 30 inches high)

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 to the public. Contractor/consultant is responsible for keeping signs clean and in good repair.

At a minimum, one sign will be placed at each end of the project in both directions. If the project is more than three miles in length, additional signs will be installed at an appropriate mid-point and/or at two-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.
TransNet 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 KeepSanDiegoMoving 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 Keith Kanzel.
**TransNet 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 KeepSanDiegoMoving 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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**NOTE:** Sign production contingent on approval of full scale proof using actual materials by Keith Kanzel.
**Sign Sizes**

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

- **Vertical treatment** - (30 inches wide by 36 inches high)
- **Horizontal treatment** - (72 inches wide by 36 inches high)

**Installation / Removal, Placement, and Maintenance**

Grantee shall furnish and install a minimum of two (2) TransNet project signs for each project that receives $250,000 or more in funding prior to any major physical construction work that would be readily visible to the public. Grantee is responsible for keeping signs clean and in good repair.

At a minimum, one sign will be placed at each end of the project in both directions. If the project is more than three miles in length, additional signs will be installed at an appropriate mid-point and/or at two-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.
**TransNet** Smart Growth (Vertical)

TransNet 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 KeepSanDiegoMoving 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 Keith Kanzel.
TransNet 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 KeepSanDiegoMoving 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 Keith Kanzel.
TransNet 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 KeepSanDiegoMoving 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 Keith Kanzel.
TransNet 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 KeepSanDiegoMoving 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 Keith Kanzel.
Sign Sizes

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

- **Vertical treatment** - (40 inches wide by 32 inches high)
  with secondary funding source sign (40 inches wide by 12 inches high)
- **Horizontal treatment** - (72 inches wide by 36 inches high)

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 to the public. Contractor/consultant is responsible for keeping signs clean and in good repair.

At a minimum, one sign will be placed at each end of the project in both directions. If the project is more than one mile in length, additional signs will be installed at each transit station where construction will take place.

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.
TransNet 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 KeepSanDiegoMoving 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 Elizabeth Cox, elizabeth.cox@sandag.org.

NOTE: Sign production contingent on approval of full scale proof using actual materials by Keith Kanzel.
TransNet 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 KeepSanDiegoMoving 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
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using actual materials by Keith Kanzel.
Sign Sizes
The following layouts and sizes are readily available and cost estimates have been secured for high intensity reflectivity, which is required for signs to be easily seen from a distance at night. Securing exact price quotes is highly recommended prior to ordering signs.

- **Horizontal treatment** - (96 inches wide by 48 inches high) with secondary funding sign (60 inches wide by 24 inches high)
- **Vertical treatment** - (30 inches wide by 36 inches high) with secondary funding sign (30 inches wide by 9 inches high)
  This variation is intended for smaller projects with slower traffic

Installation / Removal, Placement, and Maintenance
Contractor/agency 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 to the public. Contractor/jurisdiction is responsible for keeping signs clean and in good repair.

At a minimum, one sign will be placed at each end of the project in both directions. If the project is more than three miles in length, additional signs will be installed at an appropriate mid-point and/or at two-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.
TransNet Sign Dimensions:
96" W x 48" H - (8.0' W x 4.0' 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 KeepSanDiegoMoving 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.
• Custom versions for specific projects can be requested through Elizabeth Cox, elizabeth.cox@sandag.org.

NOTE: Sign production contingent on approval of full scale proof using actual materials by Keith Kanzel.

STREET WIDENING

Completion Spring 2016
760-517-6230
City of Carlsbad
TransNet 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 KeepSanDiegoMoving 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 Elizabeth Cox, elizabeth.cox@sandag.org.

NOTE: Sign production contingent on approval of full scale proof using actual materials by Keith Kanzel.
**Sign Sizes**

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

- **Vertical treatment** - (30 inches wide by 36 inches high)
- **Horizontal treatment** - (96 inches wide by 48 inches high)
  with secondary funding sign (60 inches wide by 24 inches high)

**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 to the public. Contractor/consultant is responsible for keeping signs clean and in good repair.

At a minimum, one sign will be placed at each end of the project in both directions. If the project is more than three miles in length, additional signs will be installed at an appropriate mid-point and/or at two-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.
TransNet 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 KeepSanDiegoMoving 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 Keith Kanzel.
**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.
- Custom versions for specific projects can be requested through Elizabeth Cox, elizabeth.cox@sandag.org.

**NOTE:** Sign production contingent on approval of full scale proof using actual materials by Keith Kanzel.
**Environmental Mitigation Program**

A scaled version of the TransNet project sign was developed as a “mark” for the Environmental Mitigation Program (EMP) for use in land acquisition and land management projects (restoration, invasive species removal, trail maintenance, etc.). When grant recipients (nonprofits, public agencies, and private property owners who receive funding in exchange for providing open space easements) request SANDAG logo assets to provide funding credit to the EMP in printed fliers or brochures, this mark should be used in color at a size no smaller than 2.67” wide by 1.5” high to recognize SANDAG, TransNet, and the EMP. If color reproduction is not possible, a black and white alternative can be provided.

**Smart Growth Incentive Program**

A scaled version of the TransNet project sign was developed as a “mark” for the Smart Growth Incentive Program (SGIP) for use by local jurisdictions that receive TransNet funds to support transportation investments that create more compact, walkable, bikeable, and transit-oriented communities. When grant recipients request SANDAG logo assets to provide funding credit to the SGIP in printed fliers or brochures, this mark should be used in color at a size no smaller than 2.67” wide by 1.5” high to recognize SANDAG, TransNet, and the SGIP. If color reproduction is not possible, a black and white alternative can be provided.