



HUDSON

Sign Elements and Wayfinding Specifications

October 2020

Prepared by

FAVERMANN DESIGN



THE TOWN OF HUDSON

Signage & Wayfinding Specifications

INTRODUCTION

The following pages describe and illustrate types and specific details for the fabrication of individual sign and wayfinding elements to be used in the Town of Hudson, MA. Fabricators can use each page to set up the layout of each sign or wayfinding element to fabricate it for installation. Signs and other elements such as Artwings and banners are limited to wayfinding elements and parking signs. Each is distinctive to the character of the Town of Hudson.

Working in conjunction with Town Staff from various departments, the wayfinding component system was developed over a series of months.

Any questions should be directed to the Planning & Community Development Director, Jack Hunter at (978) 562-2989.



SPECIFICATIONS

FONTS

Primary Font: Priori Serif OT, all caps

ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
12345678910

Secondary Font: Priori Serif OT, upper and lower case

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
12345678910

COLORS



Black

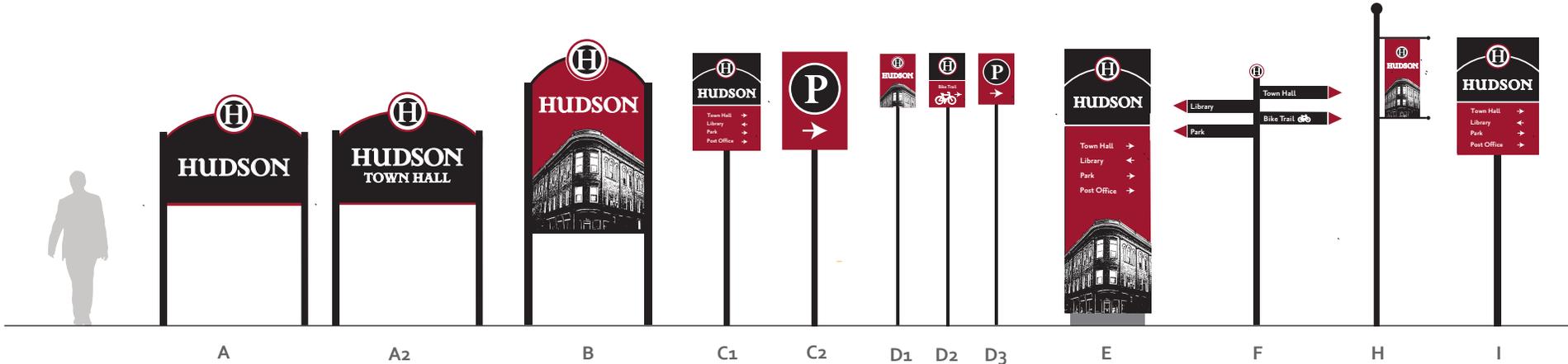
C 100
M 100
Y 100
K 100



Red (Pantone 7427C)

C 26
M 100
Y 82
K 22

FAMILY OF ELEMENTS



A

ENTRANCE

GRAPHICS

Dimensions: 60" x 48"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

STRUCTURE

Posts: 3" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footings to be recommended by installer



B

GATEWAY

GRAPHICS

Dimensions: 40" x 70"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

STRUCTURE

Posts: 3" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

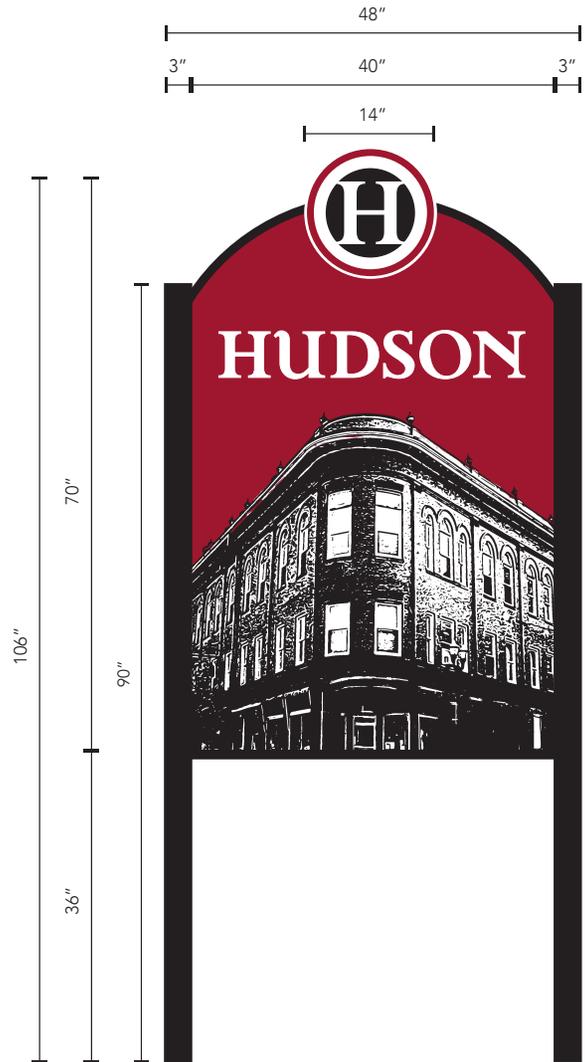
Paint applied to all sides; must have 8 year guarantee

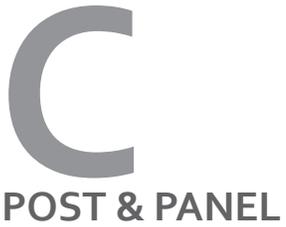
Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footing to be recommended by installer





GRAPHICS

Dimensions: 24" x 36"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

Secondary Font: Priori Sans OT Bold

STRUCTURE

Posts: 2" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

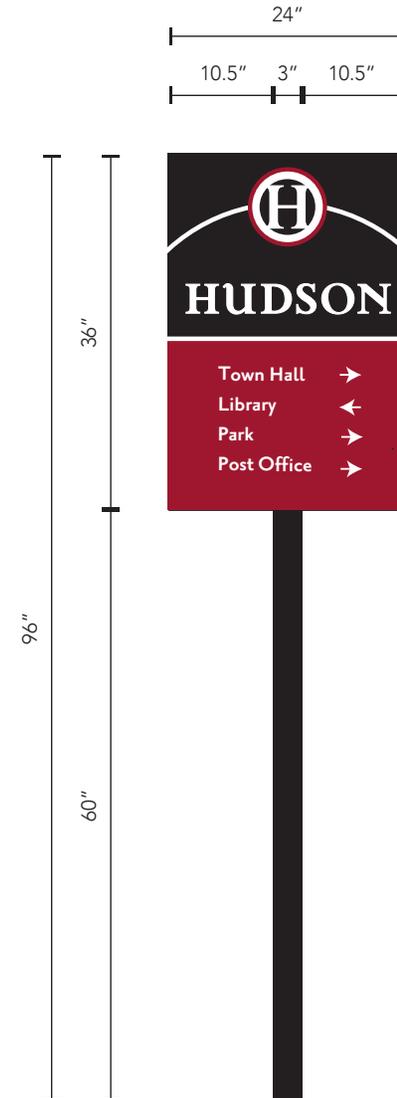
Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footings to be recommended by installer



D

TRAIL MARKER

GRAPHICS

Dimensions: 12" x 18"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

Secondary Font: Priori Sans OT Bold

STRUCTURE

Posts: 2" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

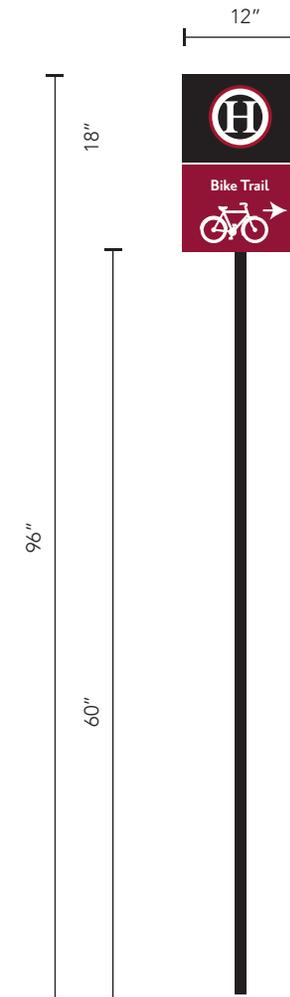
Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footings to be recommended by installer



D

PARKING

GRAPHICS

Dimensions: 12" x 18"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

Secondary Font: Priori Sans OT Bold

STRUCTURE

Posts: 2" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

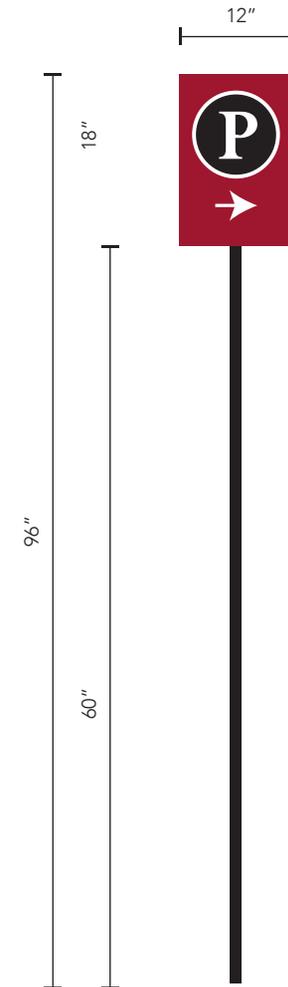
Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footings to be recommended by installer



E

MONOLITH

GRAPHICS

Dimensions: 30" x 92"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

Secondary Font: Priori Sans OT Bold

STRUCTURE

Width: minimum 2", maximum 6"

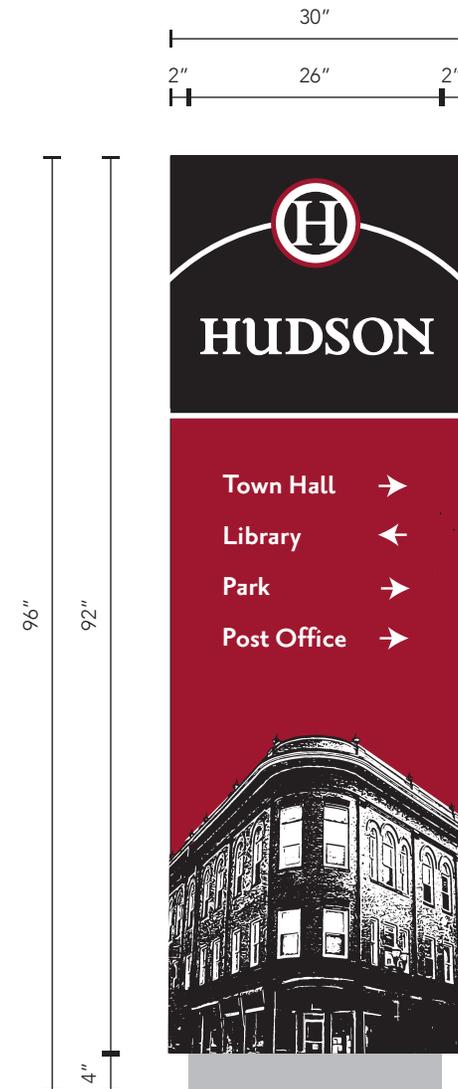
Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor to recommend internal construction

Footings to be recommended by installer



F

POLE & ARROW

GRAPHICS

Dimensions: 28.5" x 4.5"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

Secondary Font: Priori Sans OT Bold

STRUCTURE

Posts: 3" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

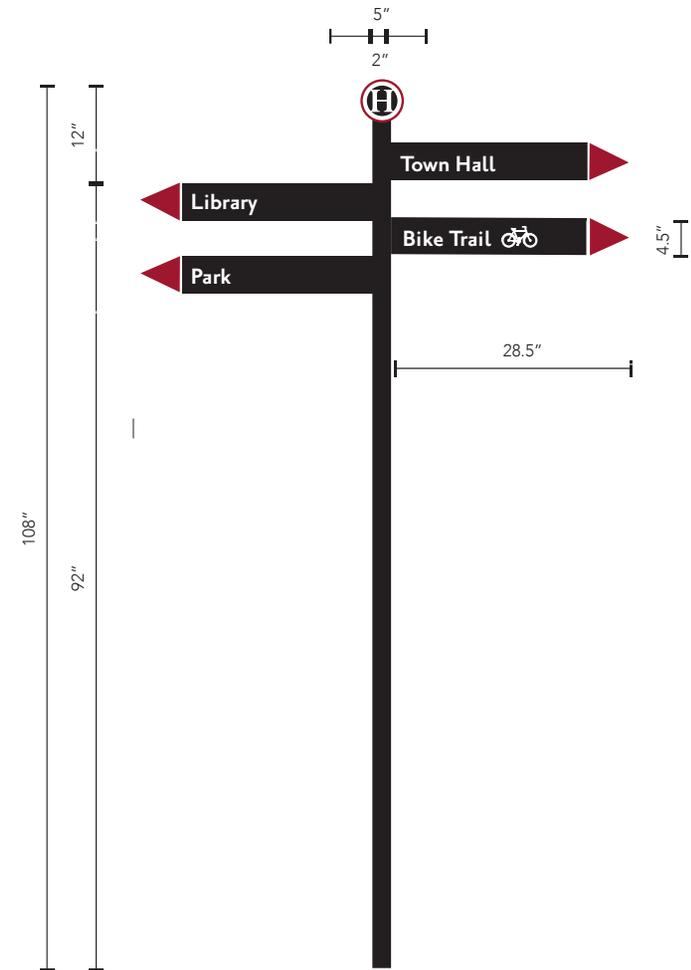
Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footings to be re ended by installer



H

BANNER

GRAPHIC

Dimensions: 18.5" x 40"

Material: Banners are made from vinyl that allows multicolored image printing

Print: Full color print on vinyl

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

STRUCTURE

Dimensions: 20" x 60" (vertical does not change)

Color: Brackets and rods are painted black or silver color of aluminum

Pole mounting hardware displays a 30"w vinyl banner

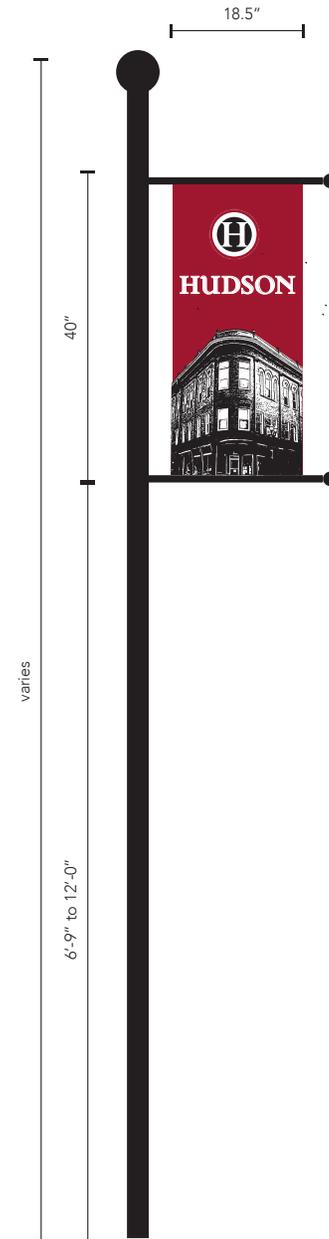
Pole mounting hardware generally comes with (2) banner rods, (2) brackets, (6) bandings, (2) pins, (2) zip ties, & installation instructions

Rods are usually 1/2" to 3/4" in diameter

Stainless steel bands are 40" long so they will fit any post up to 12-3/4" in diameter

Pole mounting hardware is rust resistant with cast aluminum construction

Banners are made with a 2" sleeve at either end to fit the banner rods





DIRECTORY

GRAPHIC

Dimensions: 30" x 45"

Material: Aluminum panel 2mm thick (or per suggestion of fabricator)

Print: Full color print on adhesive vinyl

MassDOT minimum levels of Reflectivity

Anti-graffiti coating

Colors: Red (Pantone 7427 C), Black

Font: Priori Serif OT Bold

Secondary Font: Priori Sans OT Bold

STRUCTURE

Posts: 2" square posts metal or pressure-treated wood, capped

Powder coated: Pantone Black C

Paint applied to all sides; must have 8 year guarantee

Sign fabricator must coordinate with installer for mounting and orientation details

Must verify overall dimensions and orientation in the field

Vendor will make recommendations to affix panel to posts

Footings to be recommended by installer

