RESOLUTION NO. 2020 - 10

A RESOLUTION AUTHORIZING THE ADOPTION OF THE POGGEMEYER DESIGN GROUP WAY FINDING MASTER PLAN, AS RECOMMENDED BY THE PLANNING COMMISSION AND DECLARING AN EMERGENCY

BE IT RESOLVED by the Council of the City of Parma Heights, County of Cuyahoga and State of Ohio:

Section 1. This Council does authorize the adoption of the Poggemeyer Design Group Way Finding Master Plan, attached as Exhibit A, along with the revisions recommended by the Ellet Sign Company pursuant to the recommendation of the Planning Commission.

Section 2. This Council finds and determines that all formal actions of this Council concerning and relating to the adoption of this Resolution were taken in an open meeting of this Council and that all deliberations of the Council and of any of its Committees comprised of a majority of the members of the Council that resulted in those formal actions were in meetings open to the public, in compliance with the law.

Section 3. This Council declares this Resolution to be an emergency measure for the immediate preservation of the public health, peace and safety of this municipality and for the further reason that it is immediately necessary to authorize the recommendation of the Planning Commission to approve the Poggemeyer Design Group Way Finding Master Plan; wherefore, it shall be in full force and effect immediately after its passage by Council and approval by the Mayor.

PASSED: 9-14-2020

President of Council

ATTEST: Florence A. Bohdan

9-14-2020
APPROVED

FILED WITH THE MAYOR: 9-14-2020

MAYOR

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WAYFINDING IDENTITY GUIDELINES

The City of Parma Heights, Ohio

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The City of Parma Heights wayfinding design identity guide identifies guidelines to reflect the City's mission and establish a recognizable, consistent approach to promote its authentic and unique local brand and family of signs.

This identity manual supports the standards set for the use of the City logo, tagline and brand, including size, color, typography, and materials. This is key to marketing and brand consistency. The established signage family guidelines will ensure your wayfinding system is easily recognizable.

THE CITY LOGO

The City of Parma Heights Logo mark is the primary element in the brand. It provides a unique visual symbol and when used along with other design elements, portrays a cohesive, memorable brand. Continuity across multiple media platforms is very important when applying the logo.

Primary Color Variations Based on Background

The logo should be legible when placed on top of a color block, photo or busy background. When working with a busy background, it is important to find or create an area that contrasts with the imagery so that the logo is easily read.

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TYPOGRAPHY COLORS:

PANTONE: 554 Dark Green
CMYK: 85/0/9/35
RGB: 32/90/65

TAGLINE & BERRY COLOR:

PANTONE: 3542 Eggplant
CMYK: 86/100/2/9
RGB: 74/41/132

VINE COLORS:

PANTONE: 7737 Green
CMYK: 64/15/100/2
RGB: 106/164/66

PANTONE: 3507 Lime Green
CMYK: 28/0/100/9
RGB: 179/199/42

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TYPOGRAPHY, BERRY & TAGLINE COLOR:

Black

VINE BACKGROUND:

72% Gray
35% Gray

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TYPOGRAPHY & TAGLINE COLOR:

White

BERRIES COLOR:

Black

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THE CITY LOGO COLORS

Primary Color Palette

PANTONE: 554 Dark Green

Secondary Color Palette

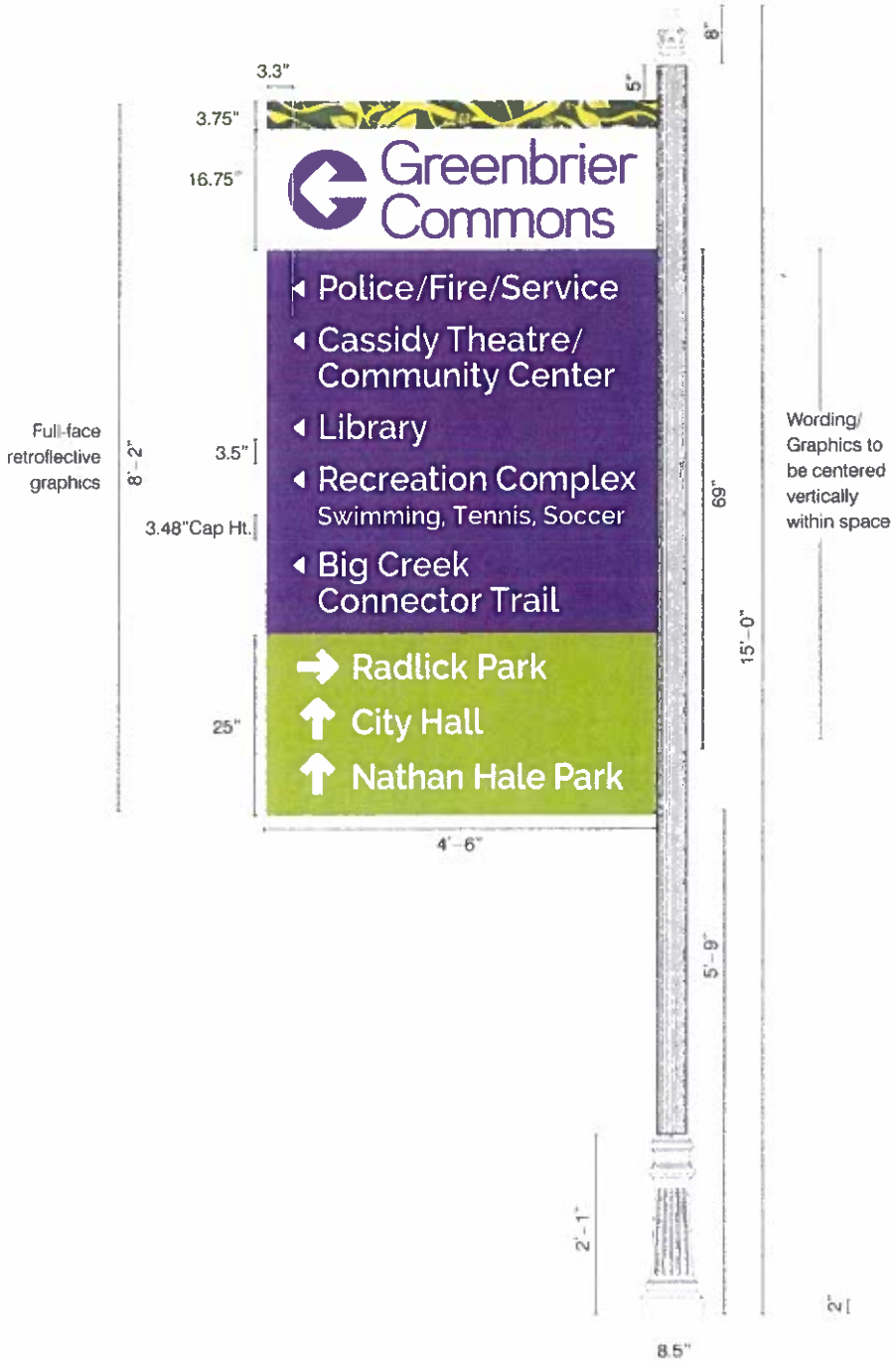
PANTONE: 3542
Eggplant

PANTONE: 7737
Green

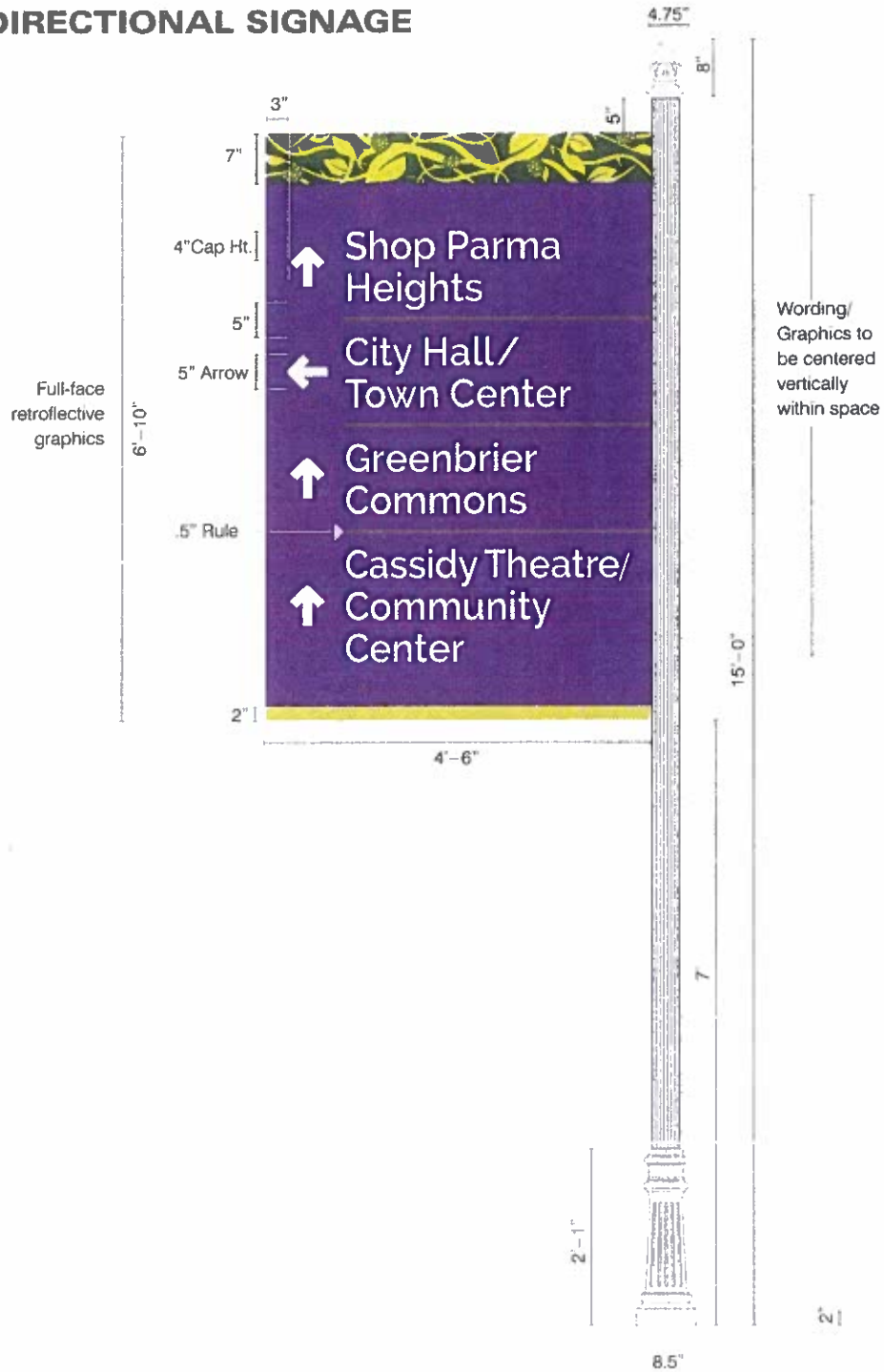
PANTONE: 3507
Lime Green

g – SECONDARY GATEWAY SIGNAGE

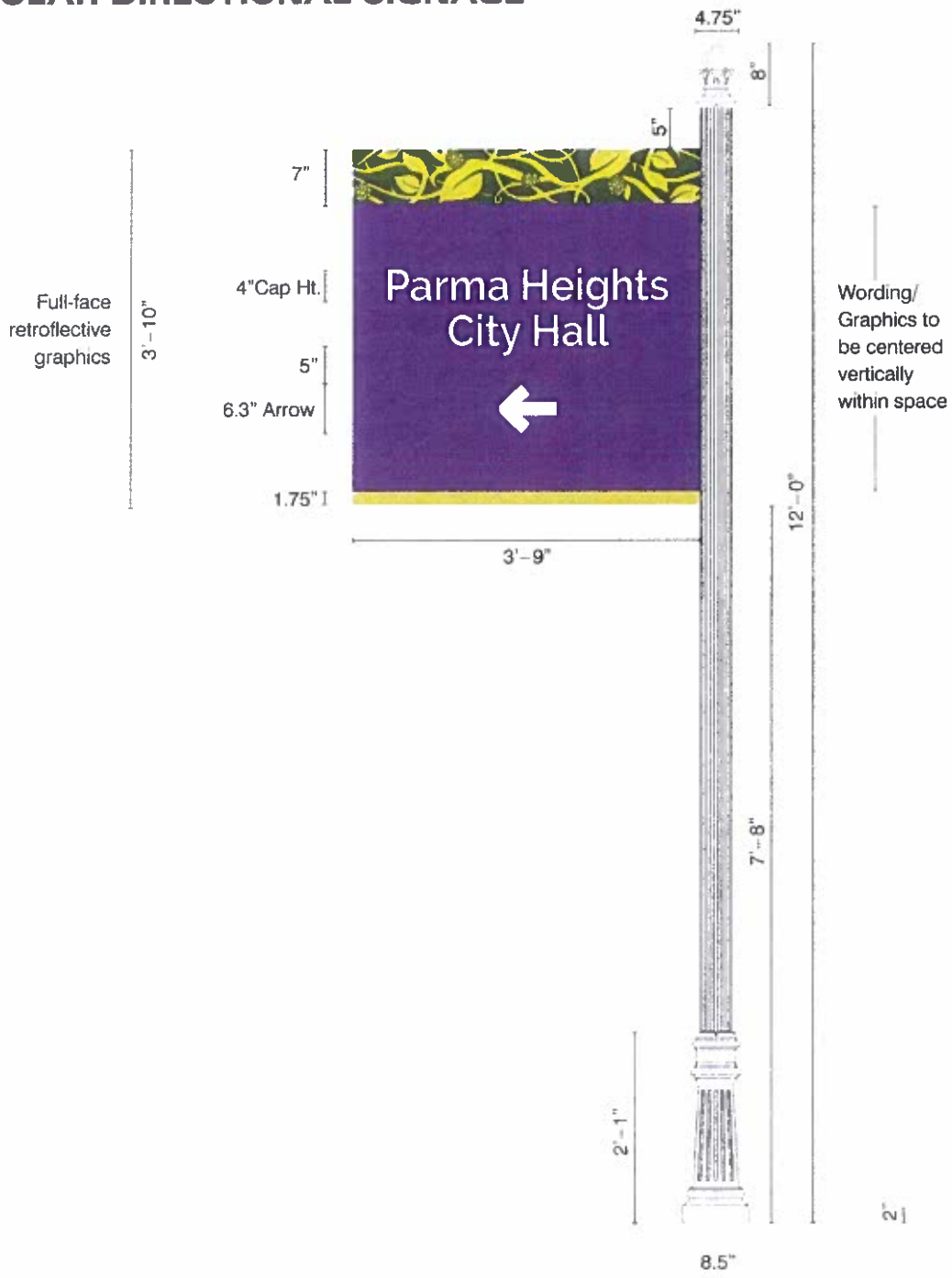
GCAV - GREENBRIER COMMONS AMENITIES VEHICULAR DIRECTIONAL SIGNAGE



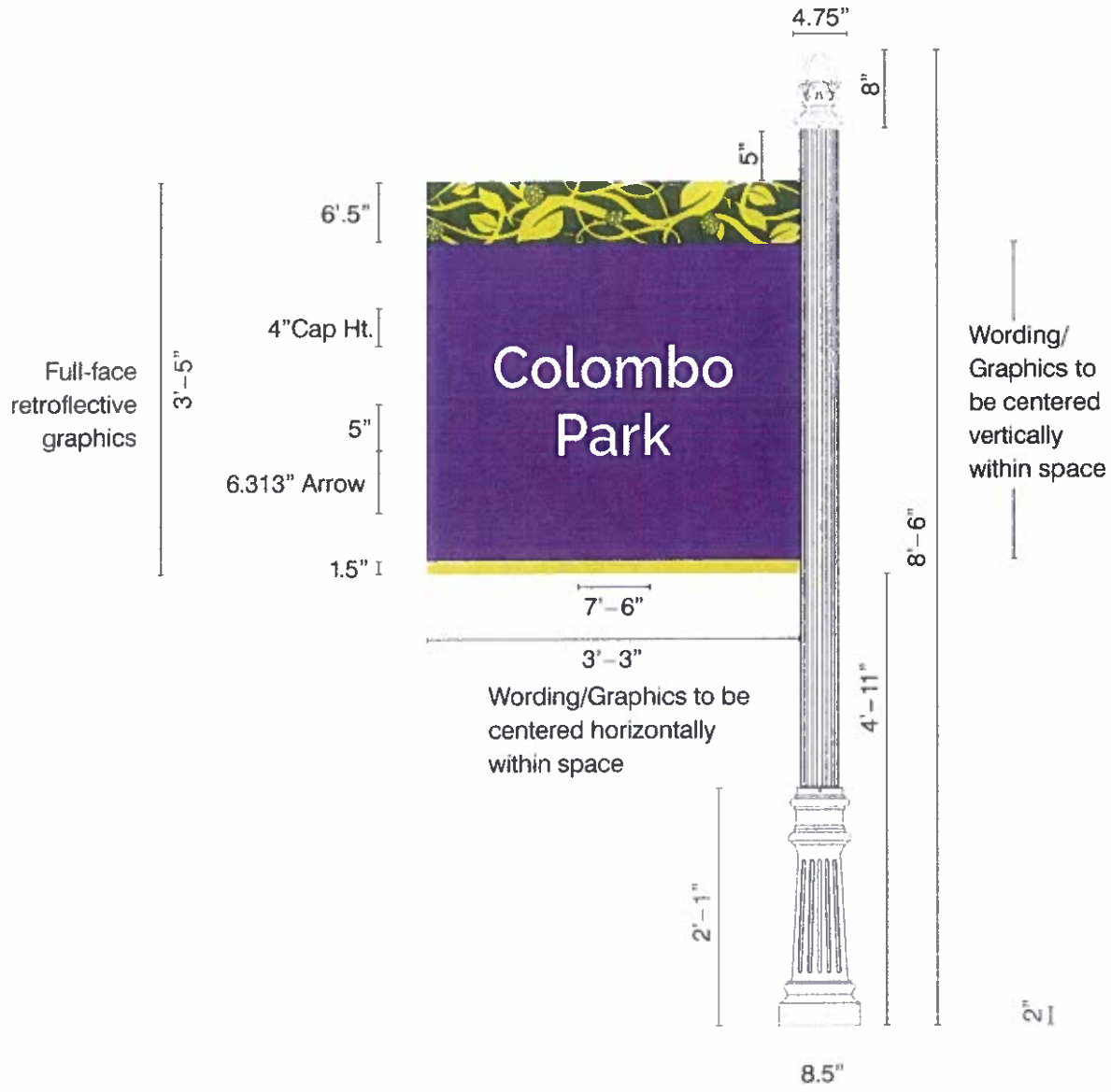
V – VEHICULAR DIRECTIONAL SIGNAGE



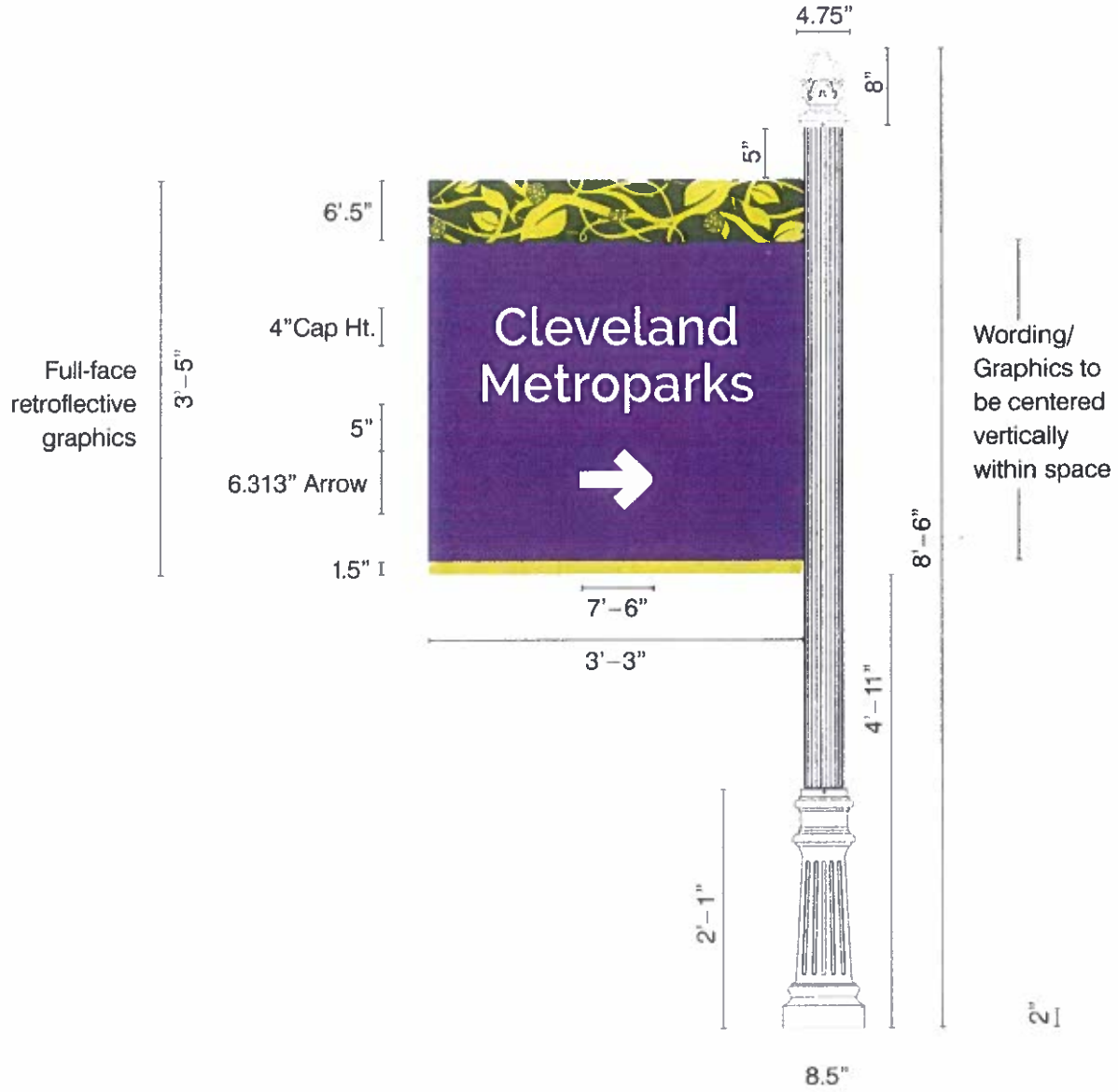
V2 - SMALL VEHICULAR DIRECTIONAL SIGNAGE



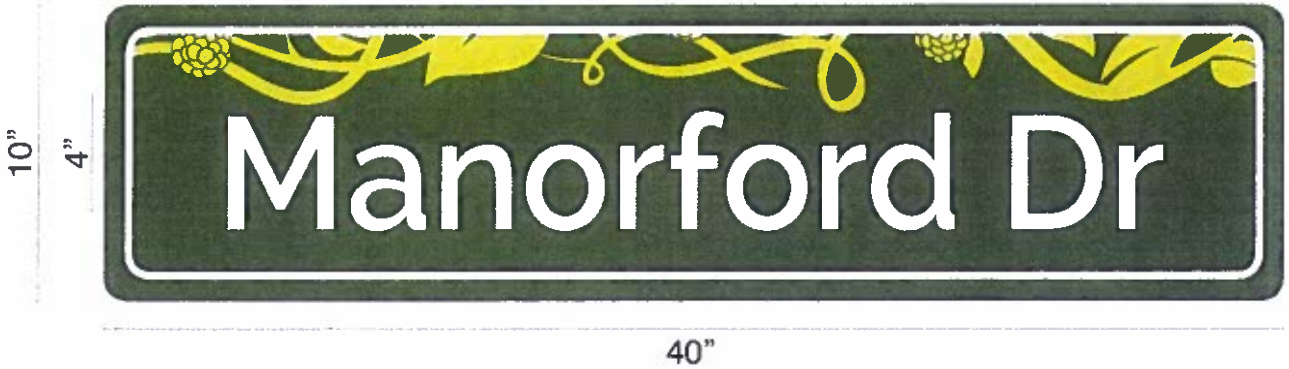
I - IDENTIFICATION SIGNAGE

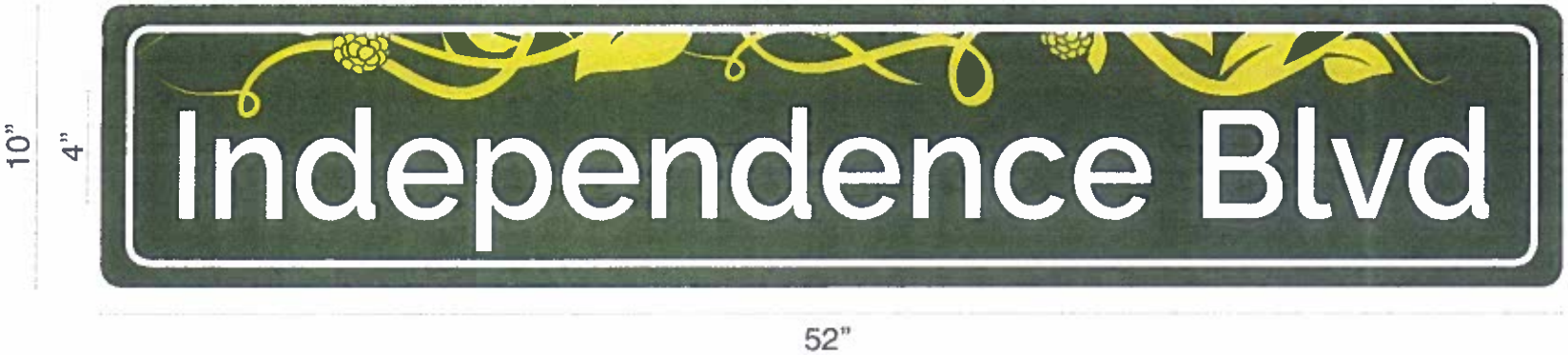


P - PEDESTRIAN DIRECTIONAL SIGNAGE



PARMA HEIGHTS STREET NAME IDENTIFICATION SIGNAGE





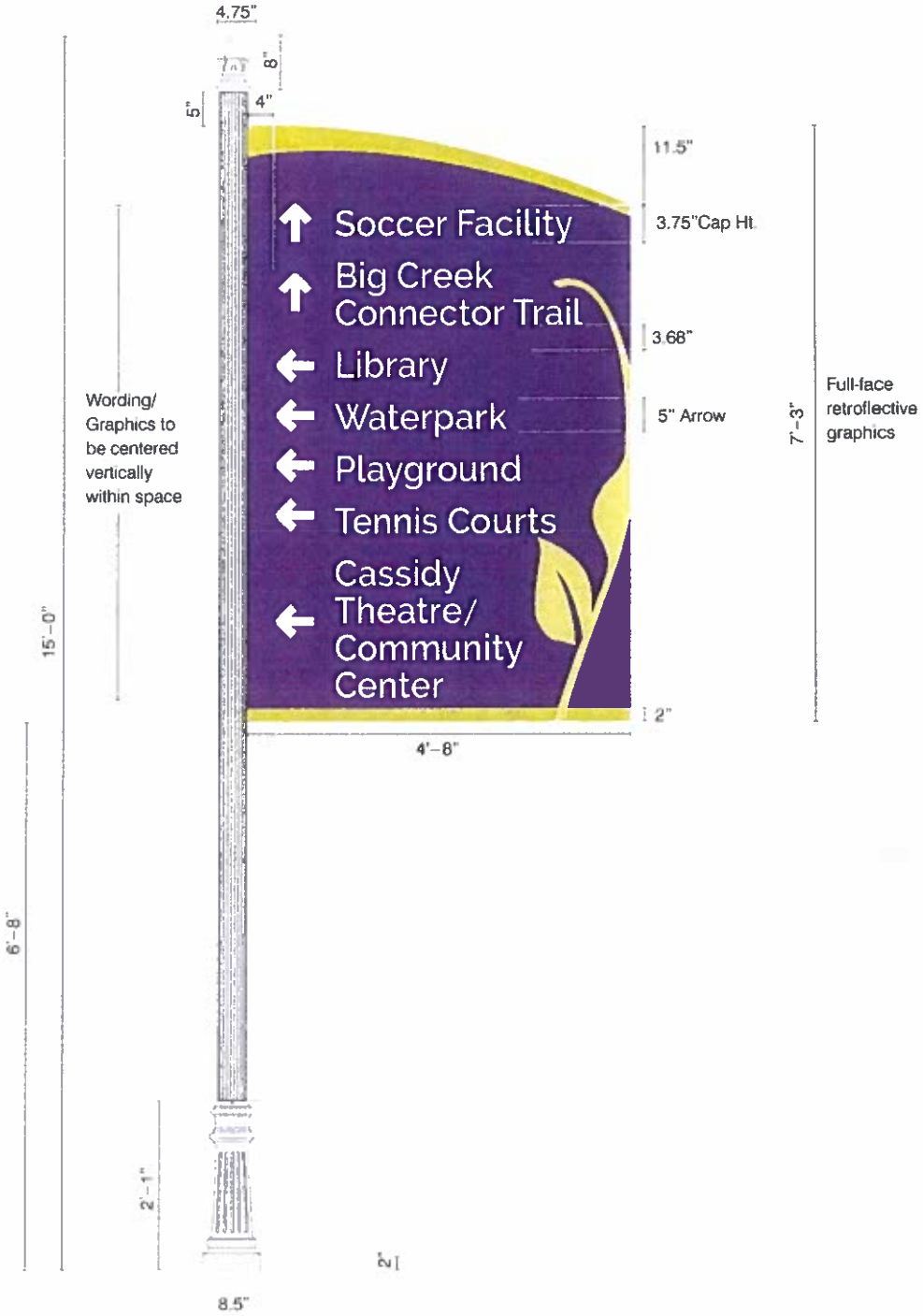
GREENBRIER COMMONS SIGN FAMILY

The City of Parma Heights, Ohio

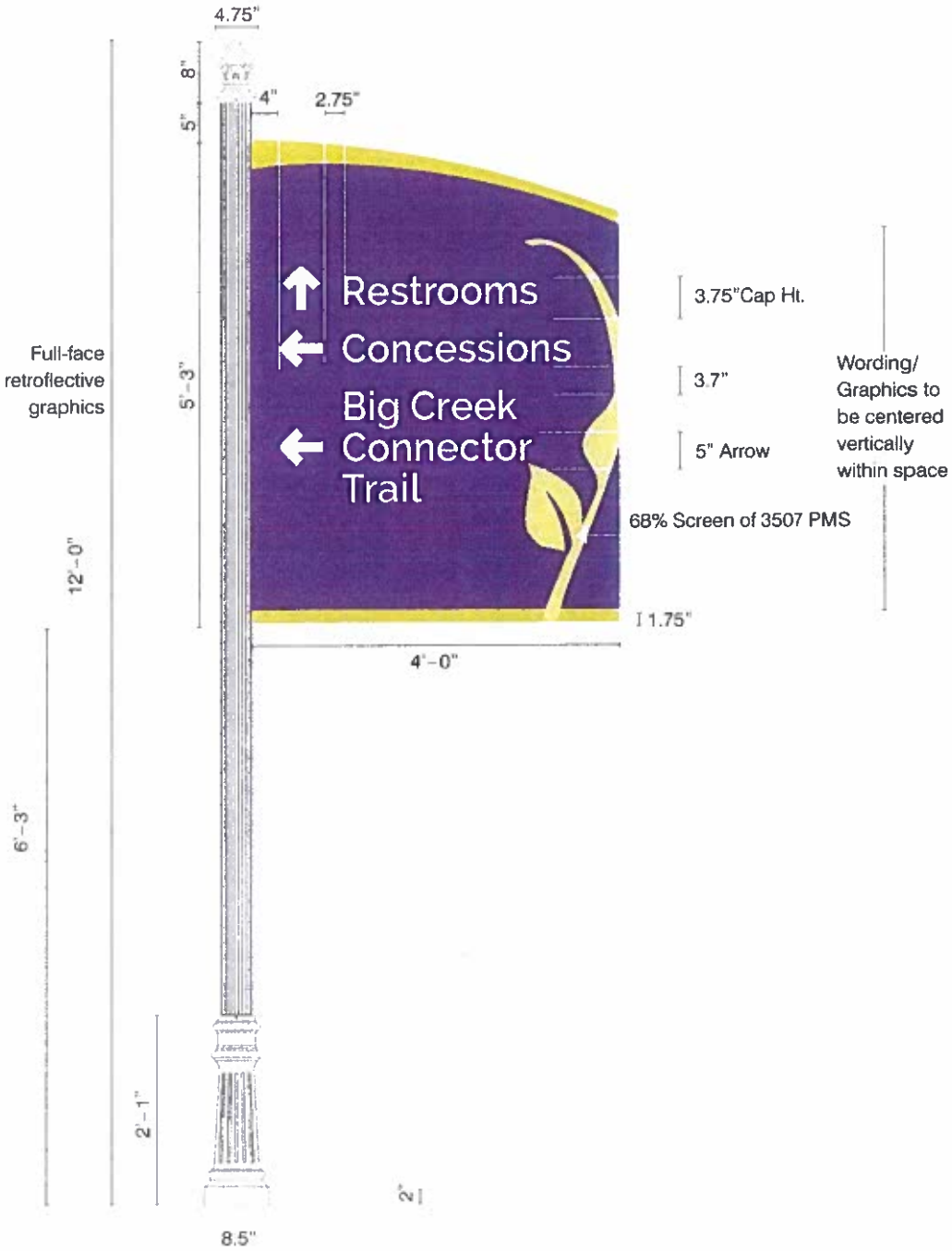
GCA - GREENBRIER COMMONS ARCHWAY GATEWAY

SCALE: 1" = 1.0' (Reference Only)

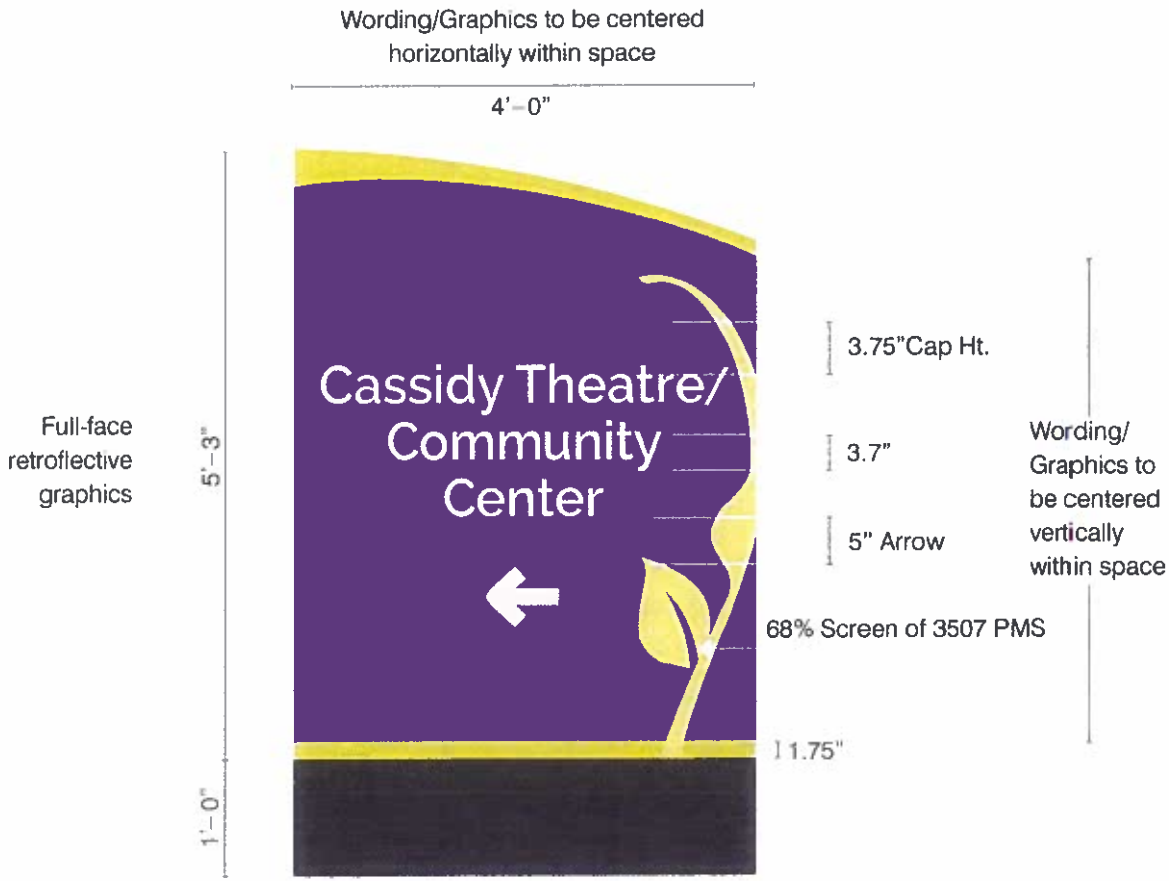
GCV - GREENBRIER COMMONS VEHICULAR DIRECTIONAL SIGNAGE



GCV2 - GREENBRIER COMMONS SECONDARY VEHICULAR DIRECTIONAL



GCI – GREENBRIER COMMONS IDENTIFICATION SIGNAGE



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PROBABLE SIGN COST ESTIMATES

2 – Primary Gateway Sign

Structure $15,350

Total for 2 signs $30,700

7 – Secondary Vehicular Gateway

Sign Structure $3,200

Total $22,400

5 – Secondary Vehicular Gateway

Directional Sign Structure $3,200

Total $16,000

Probable estimated cost per sign based on conceptual work to date. Costs do not reflect inflation, installation or utilities.