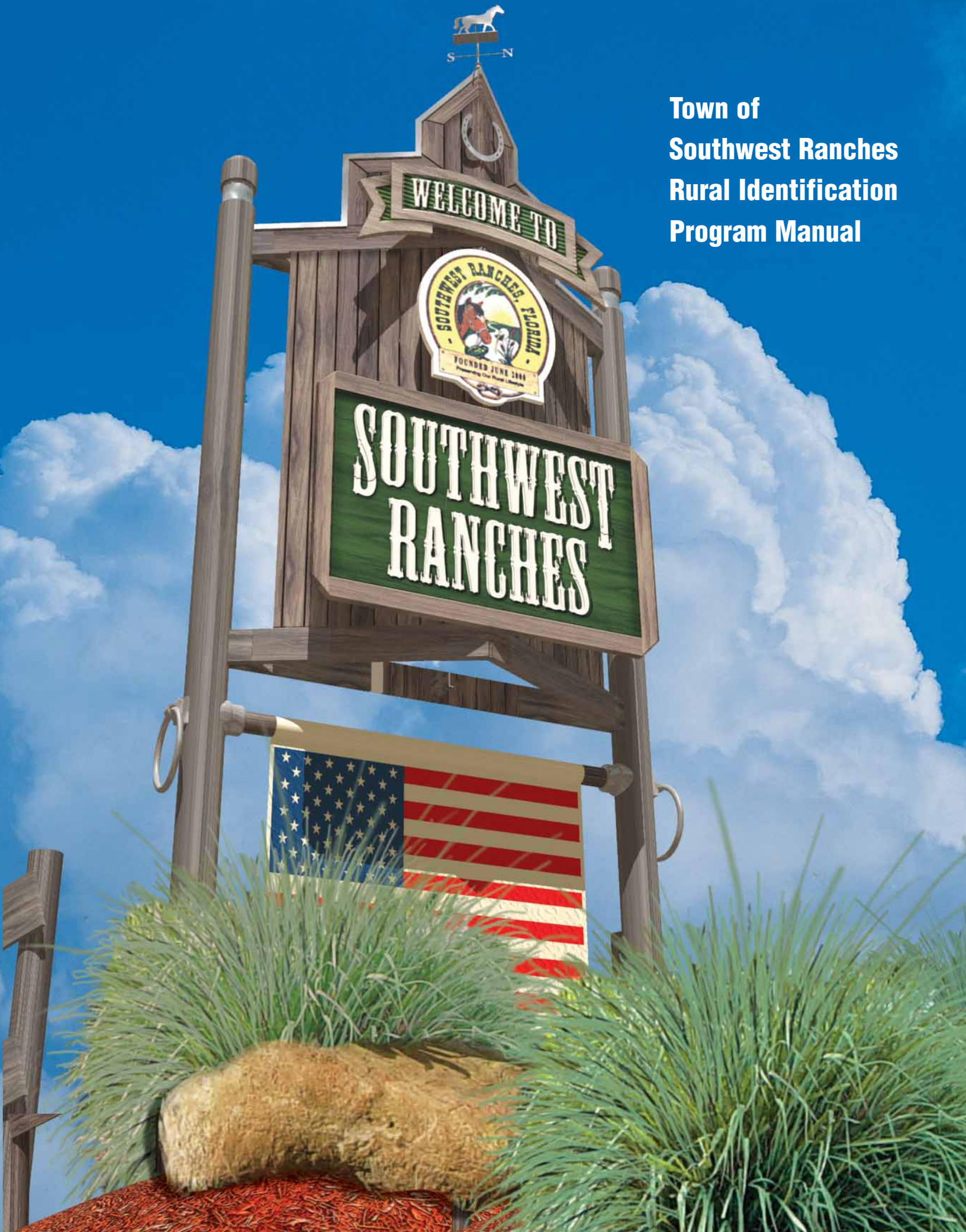


**Town of  
Southwest Ranches  
Rural Identification  
Program Manual**



## Purpose & Rationale

### Town of Southwest Ranches Rural Identification Program

***“For the purpose of creating a stronger sense of place and community identity by establishing a vision or an overall identity.”***

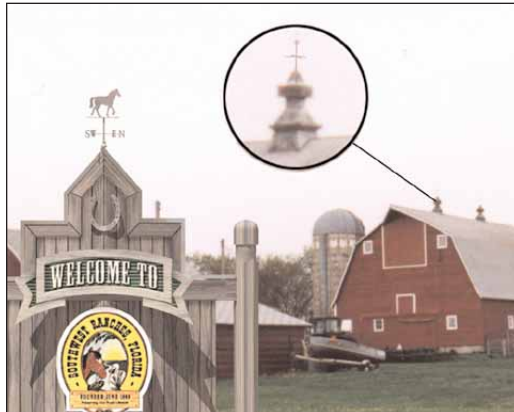
Natural wood colors were used to enhance the rustic feel capped off with tin accents which also add support to the structure. Other accents include hitching rings which would be both ornamental and functional.

A weather vane adorns the tops of the signage with a changeable custom graphic designed for each community and one specifically designed for the town. The weather vane was chosen because it was thought to be a quintessential element of country and rural living. The top pointed

shape of the sign is representative of the copula found on older barns throughout the US.

The signs are designed in a wedge shape with a flat front facing. The wedge shape adds dimension to the signage and reacts positively to different changing light conditions throughout the day.

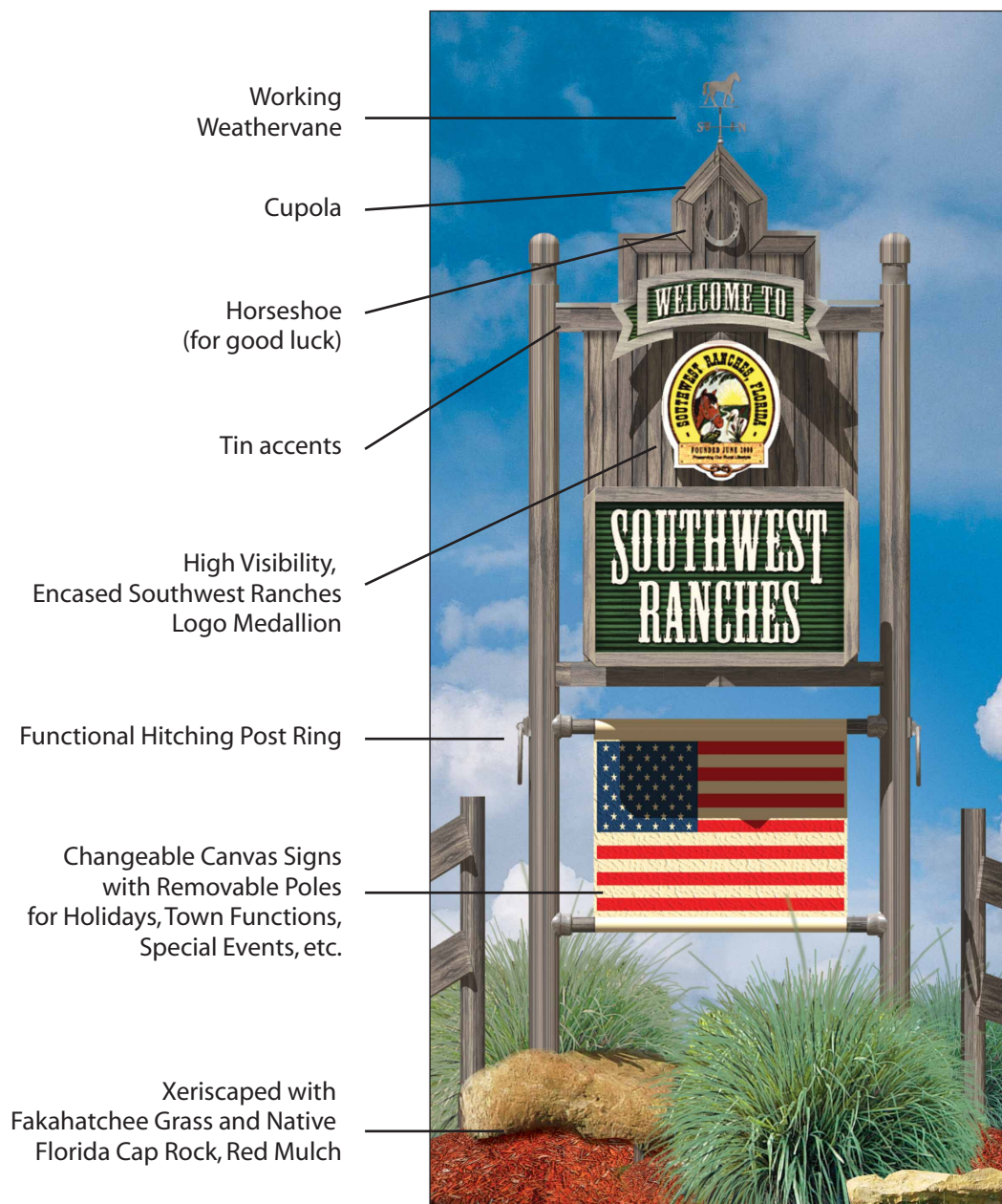
Optional signage can be added to the bottom portions of the signs announcing community events, holidays or simply a nice spot to place an American Flag.





# Conceptual Signage Design Elements

Town of Southwest Ranches Rural Identification Program



## Typography

Town of Southwest Ranches Rural Identification Program

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### MESQUITE MEDIUM

For use in headlines and proper names

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

### Helvetica Medium

For use as subheadings, secondary wayfinding, etc.

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

## Color Swatches

Town of Southwest Ranches Rural Identification Program

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Gray Wood Grain

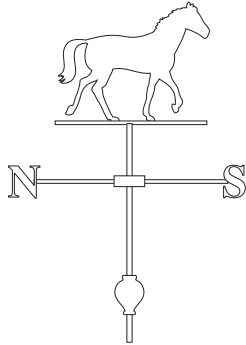


PMS 357 Green

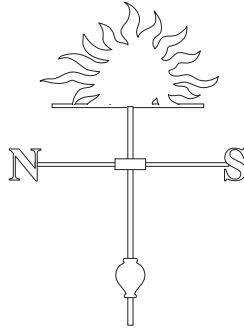
# Hardware

## Town of Southwest Ranches Rural Identification Program

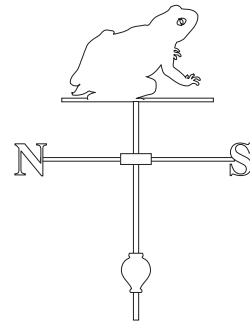
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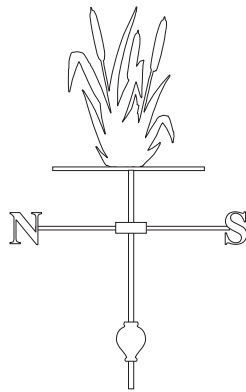
Community Name



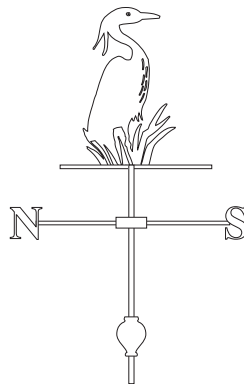
Community Name



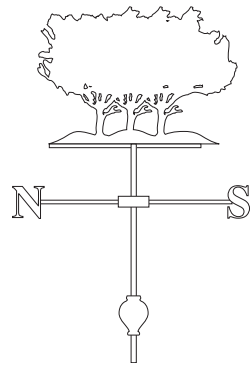
Community Name



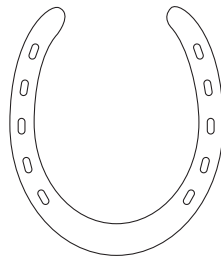
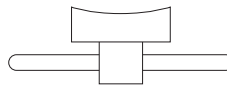
Community Name



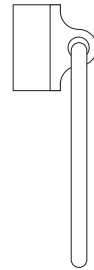
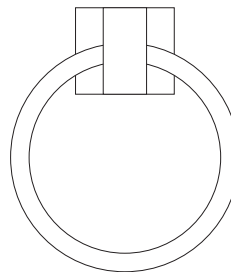
Community Name



Community Name



Horseshoe



Hitching Ring

# Signage

## Town of Southwest Ranches Rural Identification Program

### Entranceways into the Town

1



- |   |                                   |
|---|-----------------------------------|
| 1. Entranceways into Town                             | 5. Town Hall Entrance & Direction |
| 2. Multi-purpose Equestrian Wayfinding Identification | 6. Docking System                 |
| 3. Public Park Entrances                              | 7. Miscellaneous                  |
| 4. Neighborhood Entranceways                          |                                   |



# Signage

Town of Southwest Ranches Rural Identification Program

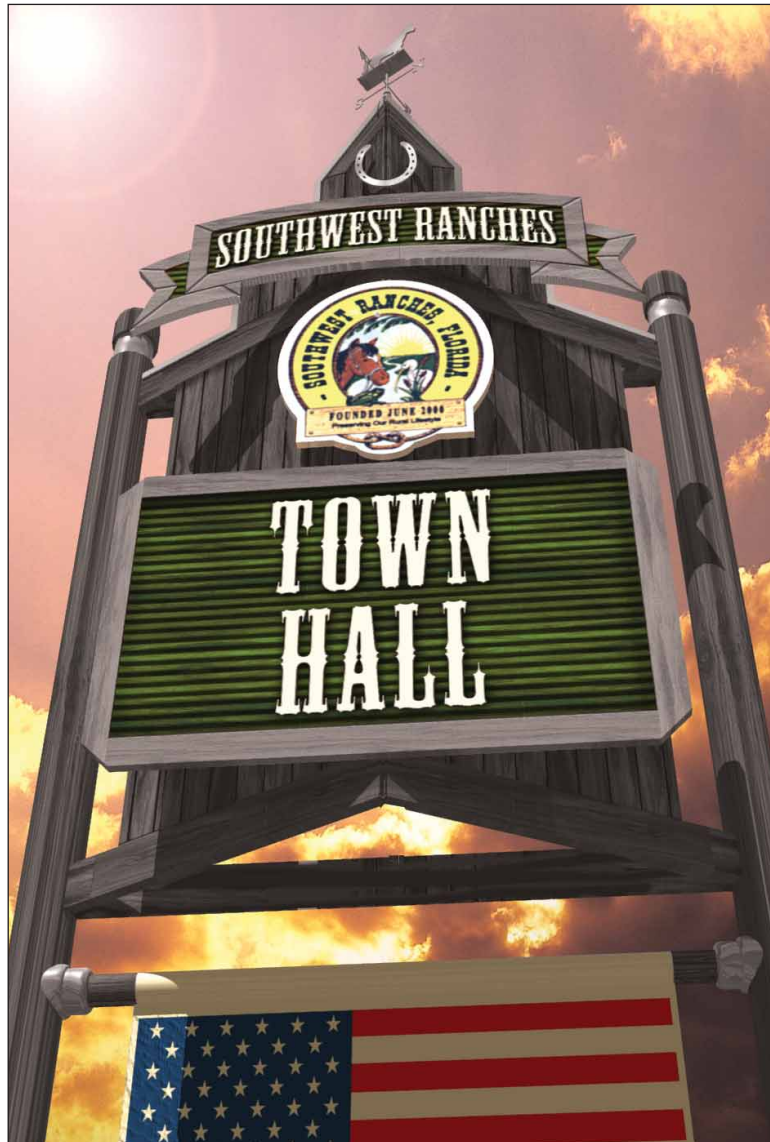


- |   |                                      |
|---|--------------------------------------|
| 1. Entranceways into Town                             | 5. Town Hall Entrances and Direction |
| 2. Multi-purpose Equestrian Wayfinding Identification | 6. Parking System                    |
| 3. Public Park Entrances                              | 7. Miscellaneous                     |
| 4. Neighborhood Entranceways                          |                                      |



# Signage

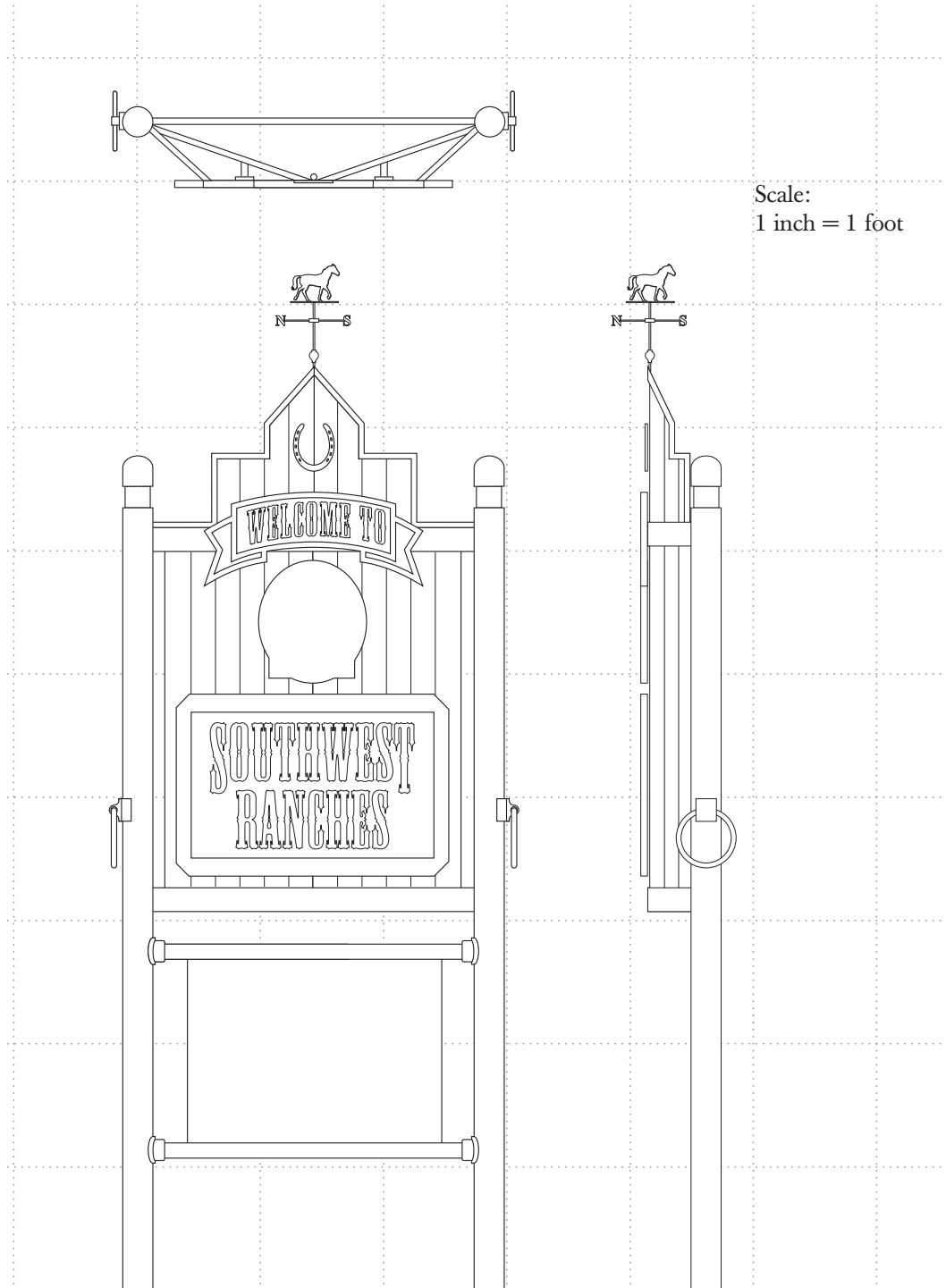
Town of Southwest Ranches Rural Identification Program



- |   |                                      |
|---|--------------------------------------|
| 1. Entranceways into Town                             | 5. Town Hall Entrances and Direction |
| 2. Multi-purpose Equestrian Wayfinding Identification | 6. Parking System                    |
| 3. Public Park Entrances                              | 7. Miscellaneous                     |
| 4. Neighborhood Entranceways                          |                                      |

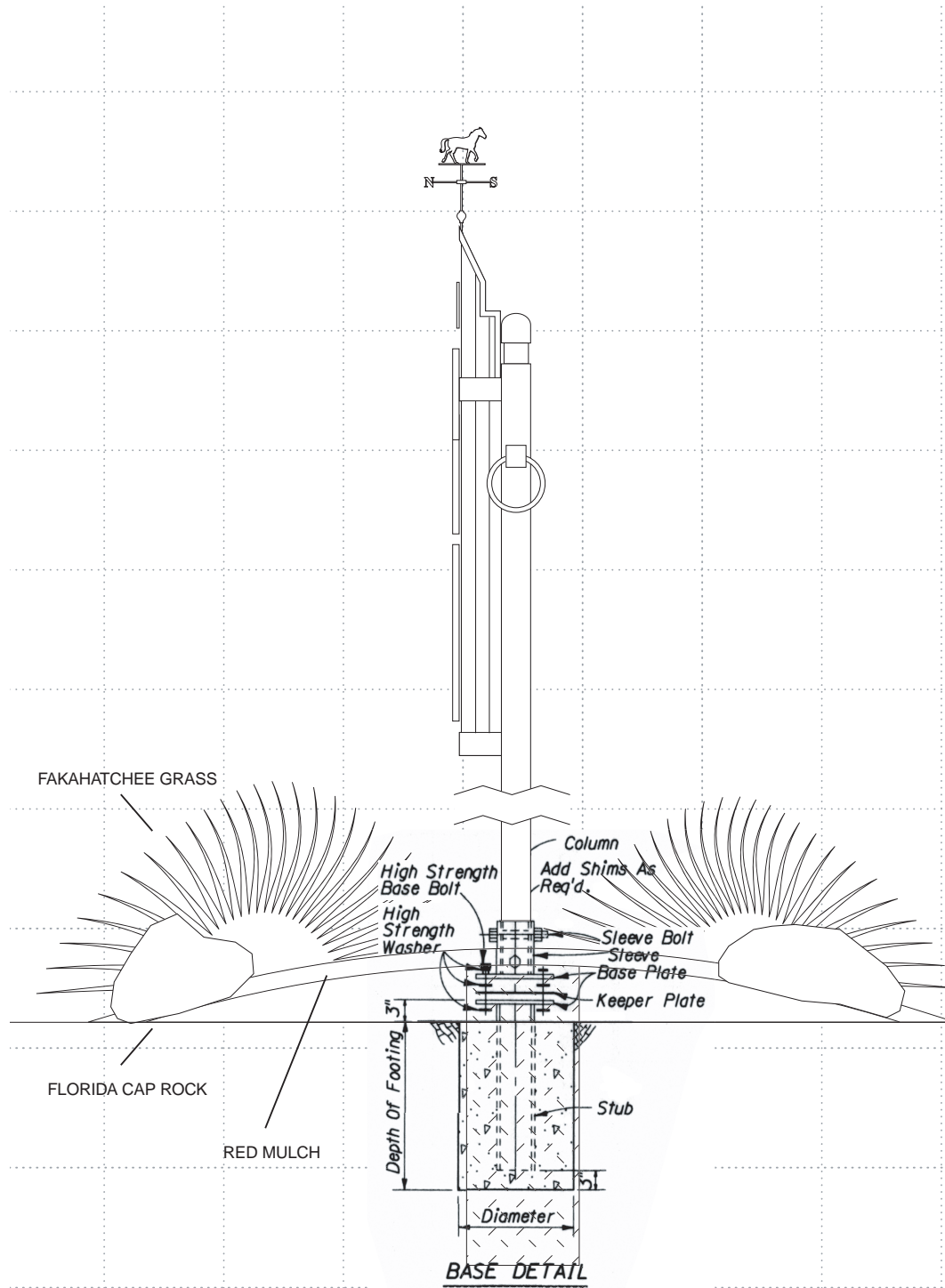
# Isometric Drawing

Town of Southwest Ranches Rural Identification Program



# Isometric Drawing

Town of Southwest Ranches Rural Identification Program





CUSTOM HORSE  
SHOE

Town of Southwest  
Ranches Rural  
Identification

ORIGINAL

1" trim  
1/4" FLAT BAR

1" trim 1/4"

Two  
Dimension  
Look

1/2 trim

1/4" FLAT BAR

TOWN  
LOGO  
STICKER

1/4" ALUM PLATE  
TO ACCEPT RAISED  
LETTERING.

ALUM CAR. 3 1/2"

RECESSED 1/8"

4" FLAT BAR

ALUM. 1/4" GAUGE

WITH BEVELED EDGE  
WELDED

1/4" ALUM PLATE

CUSTOM CUT TO  
TOWN LOGO SHAPE.  
RAISED

ALUM. RING  
CUSTOM MADE

1 5/8 O.D. 1/8"

ALUM.

3 1/2" O.D. 3/16"  
ALUM.

4"

1'6"

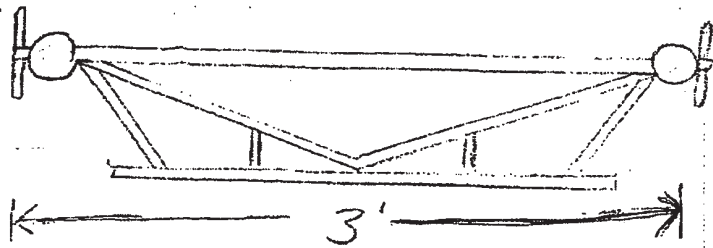
1'2"

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Prohibited.

Jan 1, 2014

GRADE

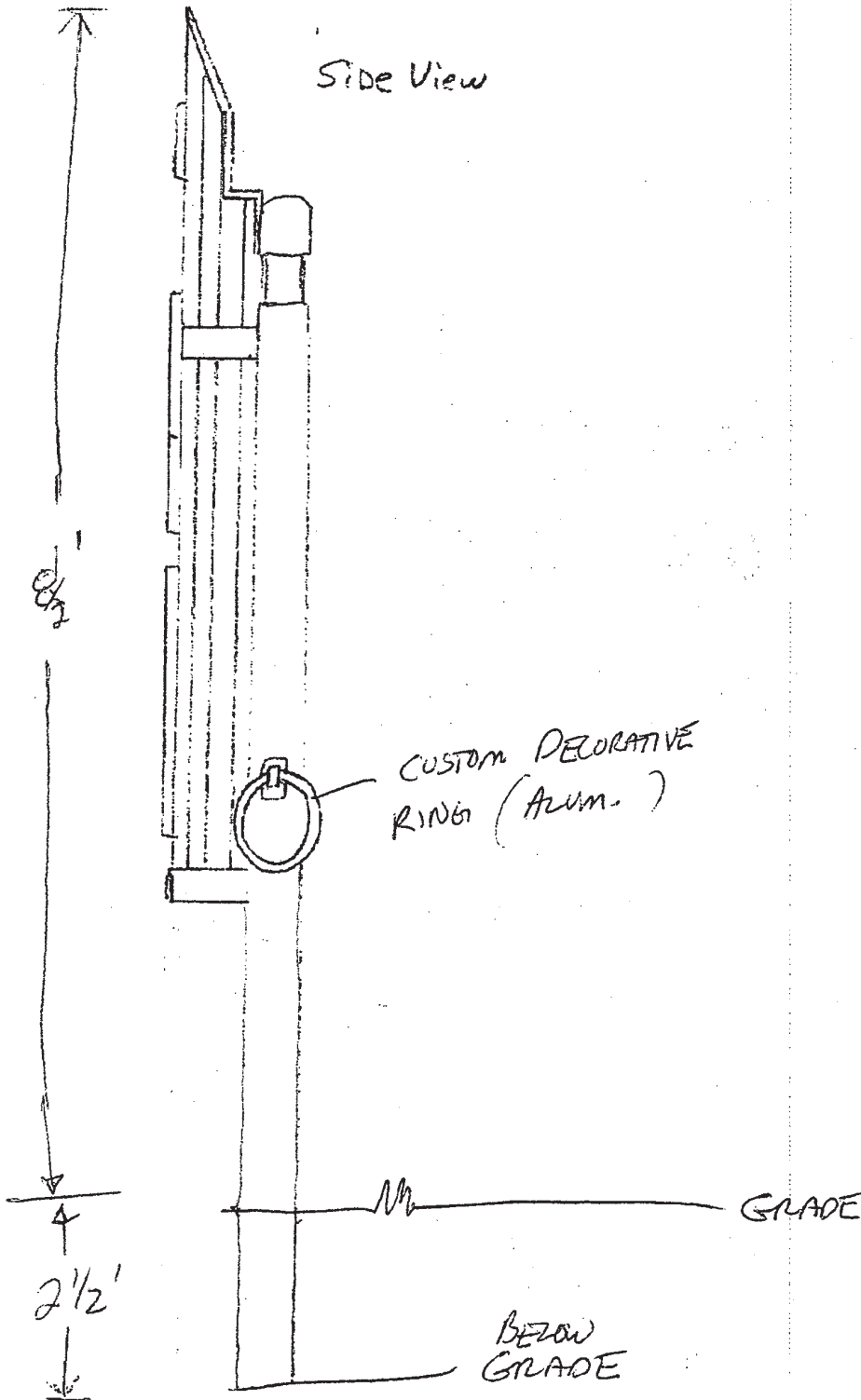
Top View



Town of Southwest  
Ranches Rural  
Identification

ORIGINAL

Side View



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Jan 1, 2014