



**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."

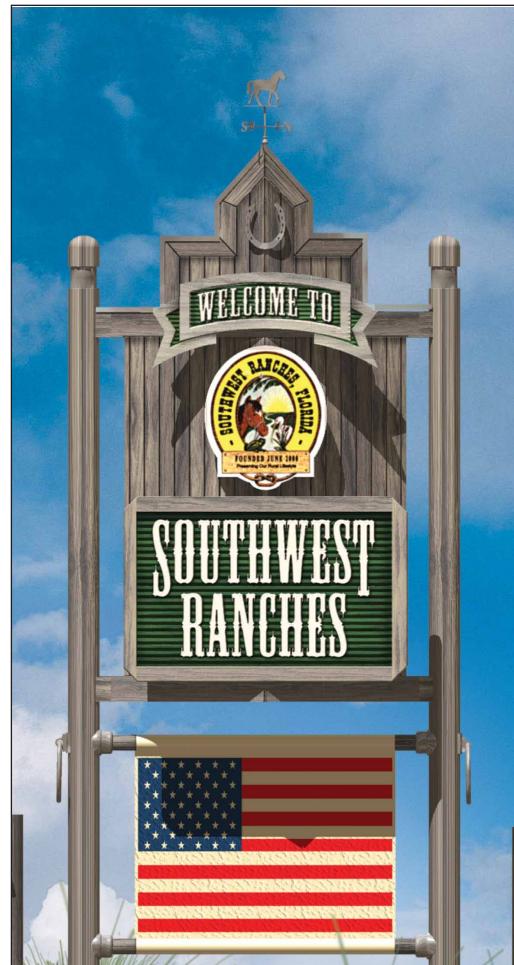
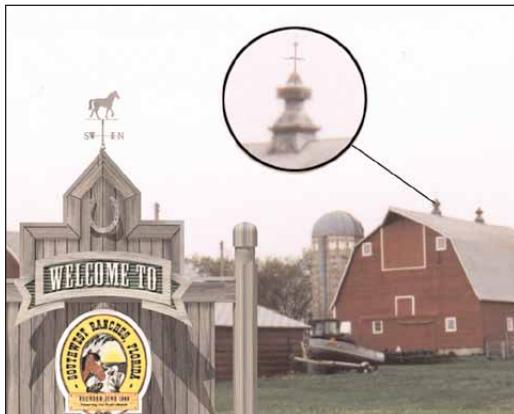
Natural wood colors were used to enhance the rustic feel capped off with tin accents which also add support to the structure. Other accents include hitching rings which would be both ornamental and functional.

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.

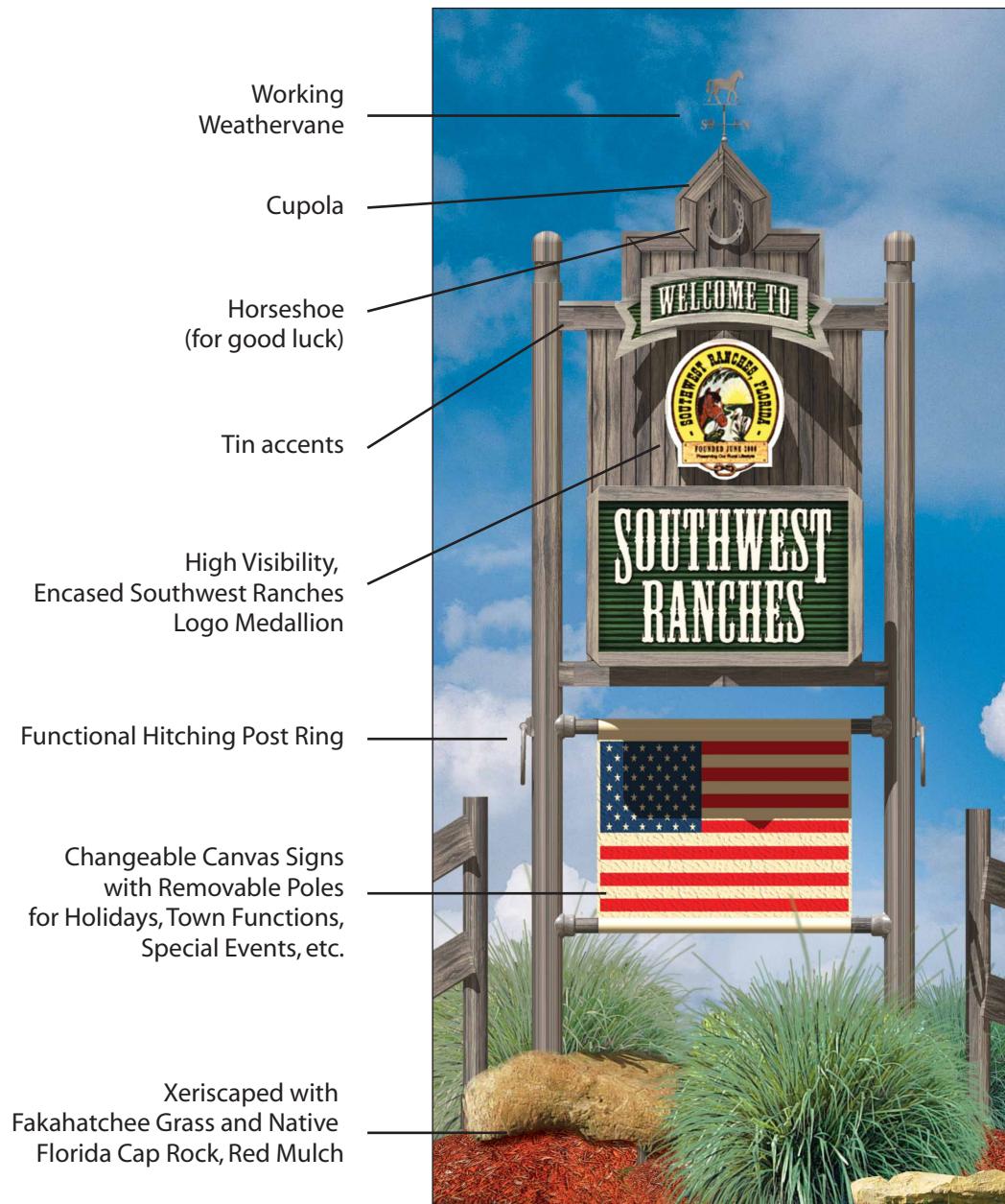
The signs are designed in a wedge shape with a flat front facing. The wedge shape adds dimension to the signage and reacts positively to different changing light conditions throughout the day.

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

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



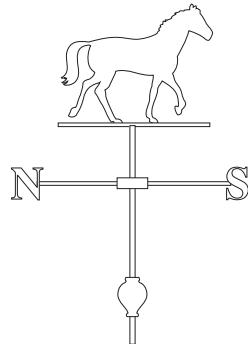
Gray Wood Grain



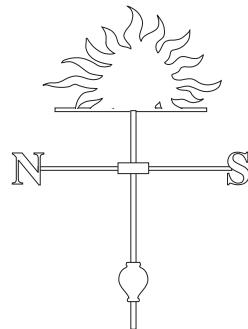
PMS 357 Green

Hardware

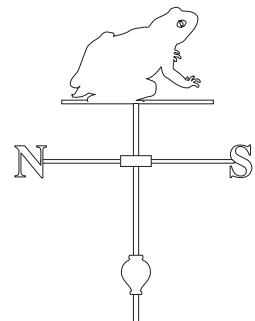
Town of Southwest Ranches Rural Identification Program



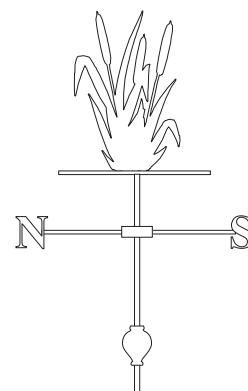
Community Name



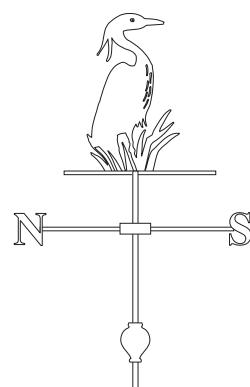
Community Name



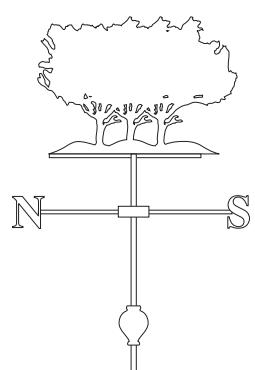
Community Name



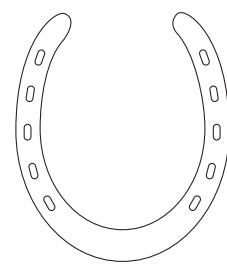
Community Name



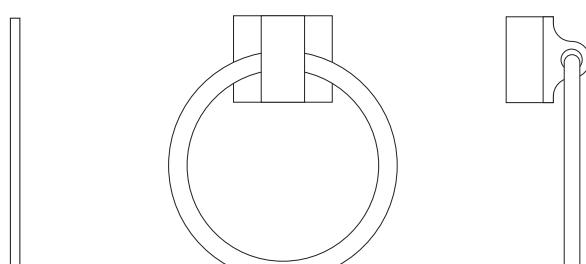
Community Name



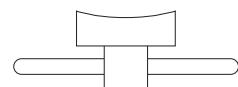
Community Name



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 2 3 4

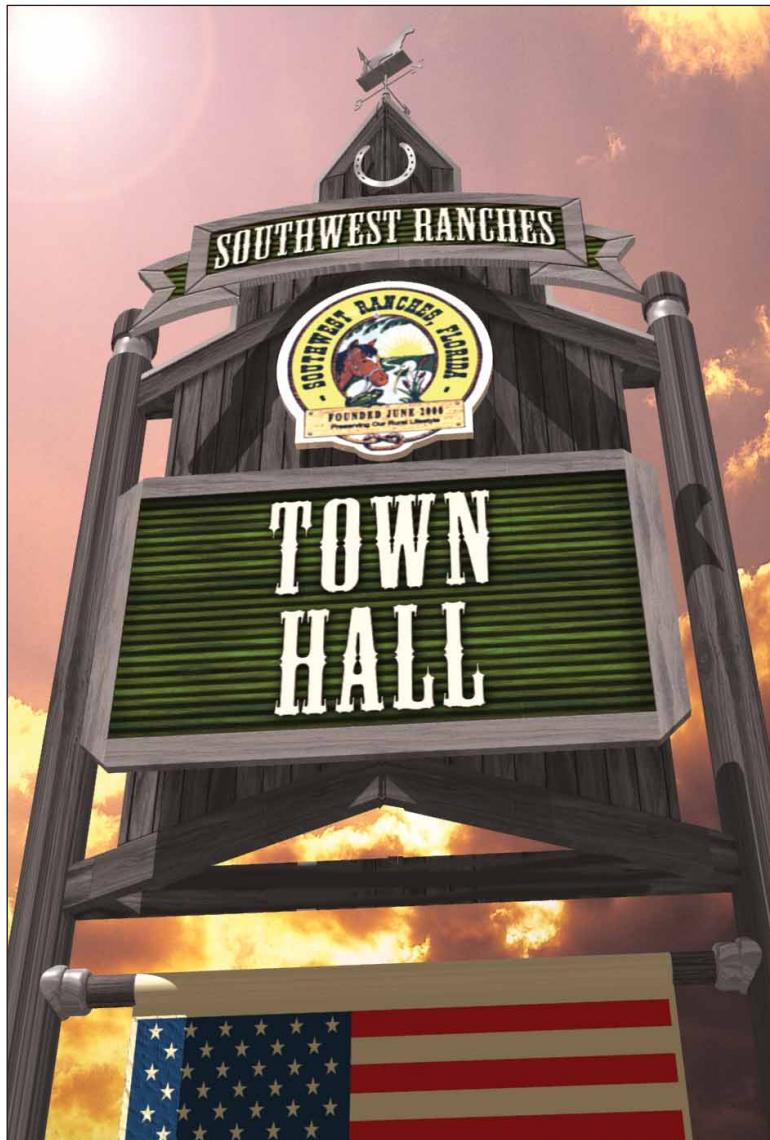


- 1. Entranceways into Town
- 2. Multi-purpose Equestrian Wayfinding Identification
- 3. Public Park Entrances
- 4. Neighborhood Entranceways
- 5. Town Hall Entrances and Direction
- 6. Parking System
- 7. Miscellaneous

Signage

Town of Southwest Ranches Rural Identification Program

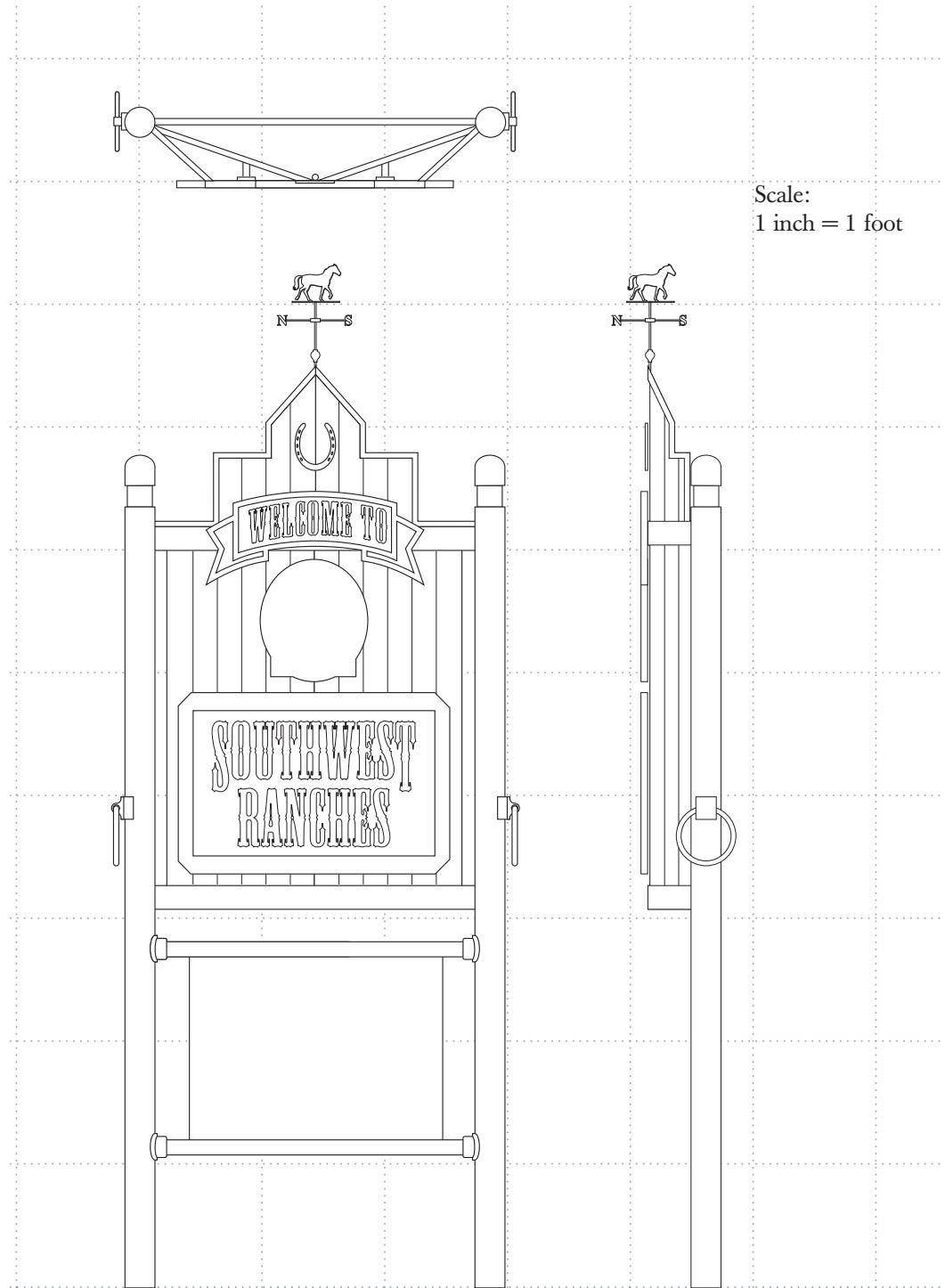
1 2 3 4



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Isometric Drawing

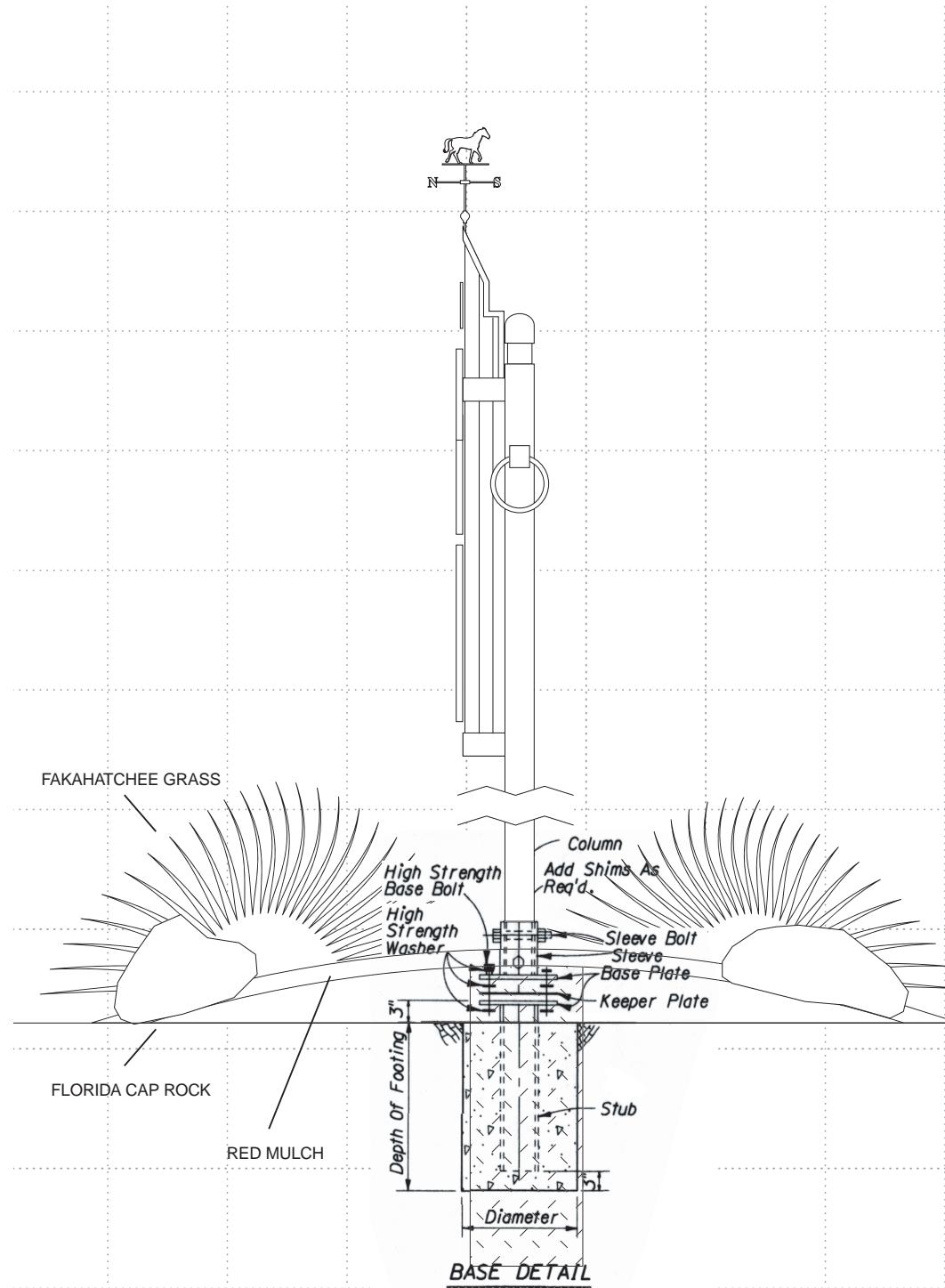
Town of Southwest Ranches Rural Identification Program



Scale:
1 inch = 1 foot

Isometric Drawing

Town of Southwest Ranches Rural Identification Program



CUSTOM HORSE
SHOE

1" trim
1/4" FLAT BAR

1" trim 1/4"

Two
Dimension
Look

1/2 trim

1/4" FLAT BAR

1/4" ALUM PLATE
TO ACCEPT RAISED
LETTERING.

6 1/8 O.D. 1/8"
ALUM.

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

Town of Southwest
Ranches Rural
Identification

ORIGINAL

ALUM CAP. 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

This drawing is property
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Prohibited.

Jan 1, 2014

4"

↑

1' 6"

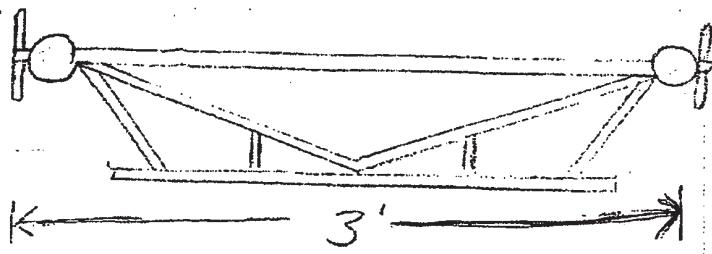
↓

1' 2"

↓

GRADE

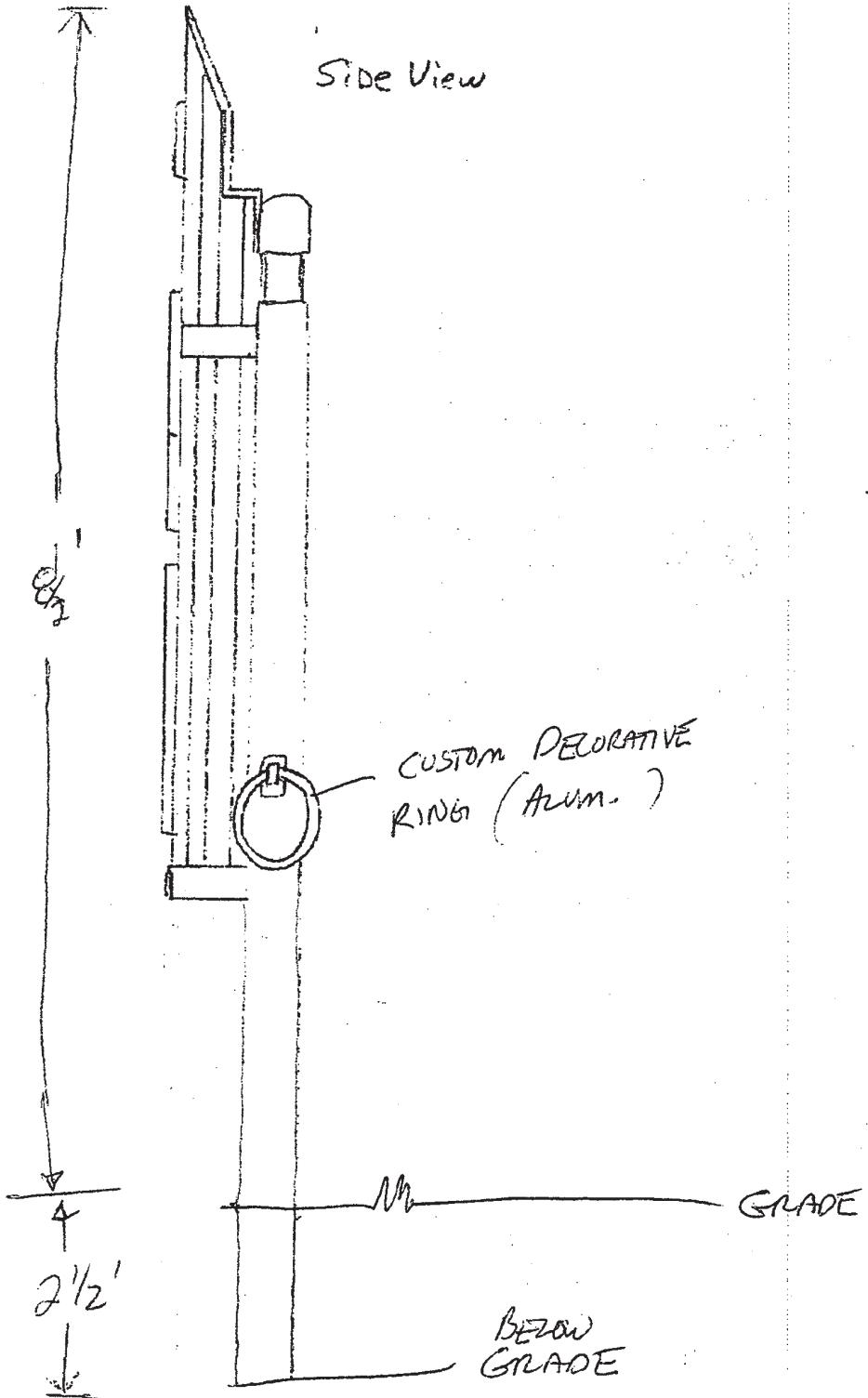
Top View



Town of Southwest
Ranches Rural
Identification

ORIGINAL

Side View



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