

# Typical On-Premise Sign Types

## FREESTANDING SIGNS

usually perpendicular to viewer's line-of-sight. May be double or multi faced and contain thematic embellishment and integral covers or cladding to conceal structural supports.



PYLON



POLE WITH CLADDING



MULTI PANEL PYLON



POLE



MONUMENT



CANOPY



MONOLITH

## BUILDING SIGNS



AWNING



ROOF



PROJECTING

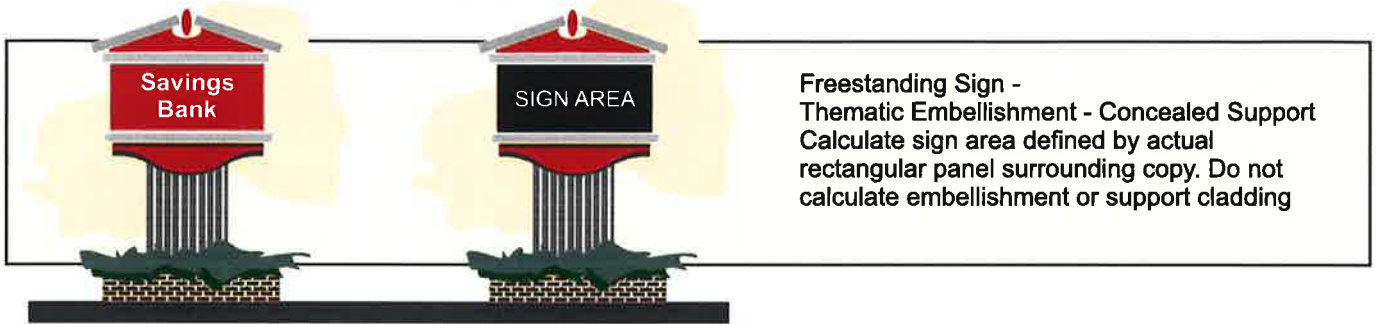
WALL / FASCIA



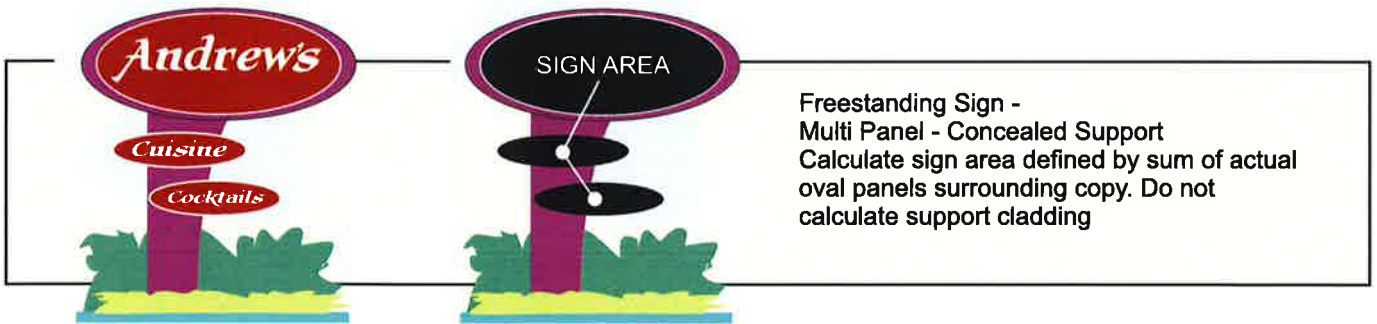
# Sign Area Computational Methodology / Ground Signs



Freestanding Sign - Exposed Pole Support  
Calculate sign area defined by actual rectangular panel surrounding copy.



Freestanding Sign - Thematic Embellishment - Concealed Support  
Calculate sign area defined by actual rectangular panel surrounding copy. Do not calculate embellishment or support cladding



Freestanding Sign - Multi Panel - Concealed Support  
Calculate sign area defined by sum of actual oval panels surrounding copy. Do not calculate support cladding



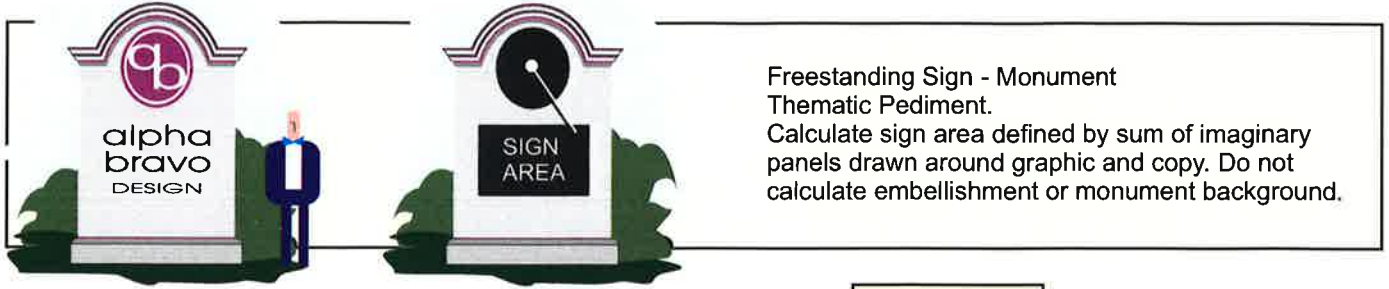
Freestanding Sign - Monument Thematic Embellishment - Concealed Support  
Calculate sign area defined by imaginary panel drawn around copy. Do not calculate embellishment or monument background



Freestanding Sign - Monument Thematic Embellishment - Concealed Support  
Calculate sign area defined by actual oval panel surrounding copy. Do not calculate embellishment or monument background



# Sign Area Computational Methodology / Ground Signs



Freestanding Sign - Monument  
Thematic Pediment.  
Calculate sign area defined by sum of imaginary panels drawn around graphic and copy. Do not calculate embellishment or monument background.



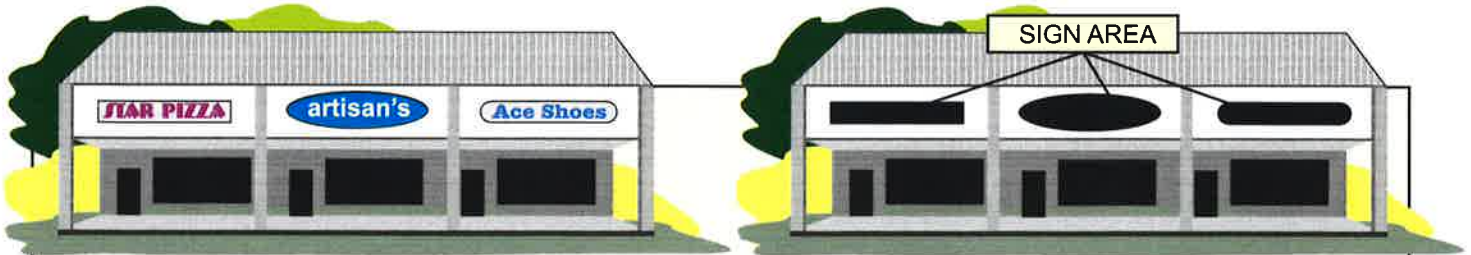
Freestanding Canopy Sign  
Calculate sign area by imaginary panel drawn around copy. Do not calculate decorative graphics. Calculation similar for attached canopy and/or marquee.

## Wall / Fascia Signs

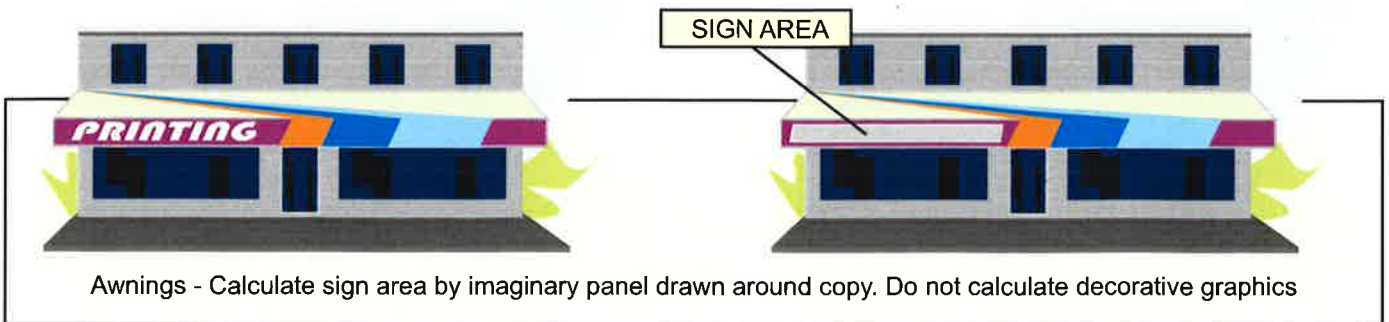


Mixed Case Lettering. Draw imaginary panel around either ascenders or decenders, but not both.

Signs without integral background. Calculate sign area by imaginary panel drawn around sign copy.



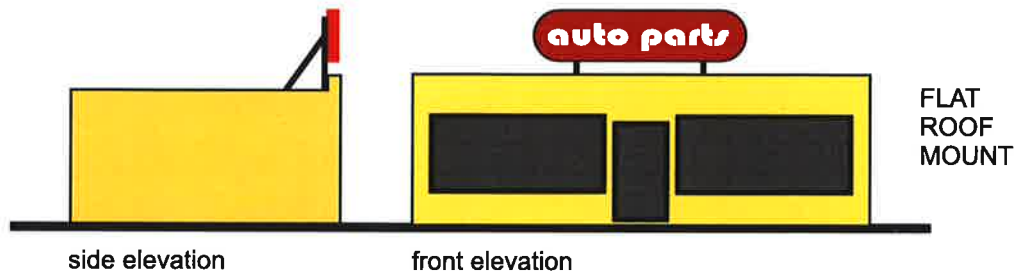
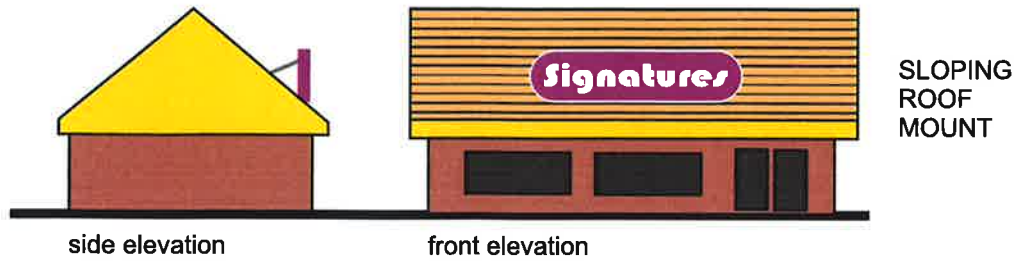
Signs with integral background panel. Calculate sign area by area of actual background panel surrounding sign copy.



Awnings - Calculate sign area by imaginary panel drawn around copy. Do not calculate decorative graphics

# Comparison: Roof and Wall Sign Distinctions

## ROOF SIGNS



## Fascia Signs on Roof-Like Projections NOT ROOF SIGNS

