



Mitchell's Ice Cream

Exterior Signage

DESIGN INTENT AND SPECIFICATIONS FOR EXTERIOR SIGNAGE **FINAL 01**

ACCOUNT EXECUTIVE
Bruce Farkas
PROJECT MANAGER
Bruce Farkas
DESIGNER
Chris DiAlfredi
PROSPECT/CLIENT
Mitchell's Ice Cream
PROJECT
Exterior Signage
PROJECT LOCATION
19700 Detroit Rd Rocky River, OH 44116
DATE CREATED
12/19/2024



SIGNATURE SIGN Co.
CLEVELAND

Mitchell's Ice Cream

Exterior Signage - DESIGN INTENT AND SPECIFICATIONS - FINAL 01

DESIGN INTENT ONLY - NOT SUITABLE FOR PRODUCTION

01

EXTERIOR SIGNAGE - Current Condition - Southwest Elevation

SCALE: N/A

Conceptual Rendering - Northeast View



CURRENT CONDITION

ACCOUNT EXECUTIVE
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PROJECT MANAGER
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CLEVELAND

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01

EXTERIOR SIGNAGE - Conceptual Rendering - Southwest Elevation

SCALE: N/A

Conceptual Rendering - Northeast View



PROPOSED

DESIGN | MANUFACTURING | INSTALLATION | MAINTENANCE

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01-A

EXTERIOR IDENTITY MONUMENT SCULPTURE - Face Elevation

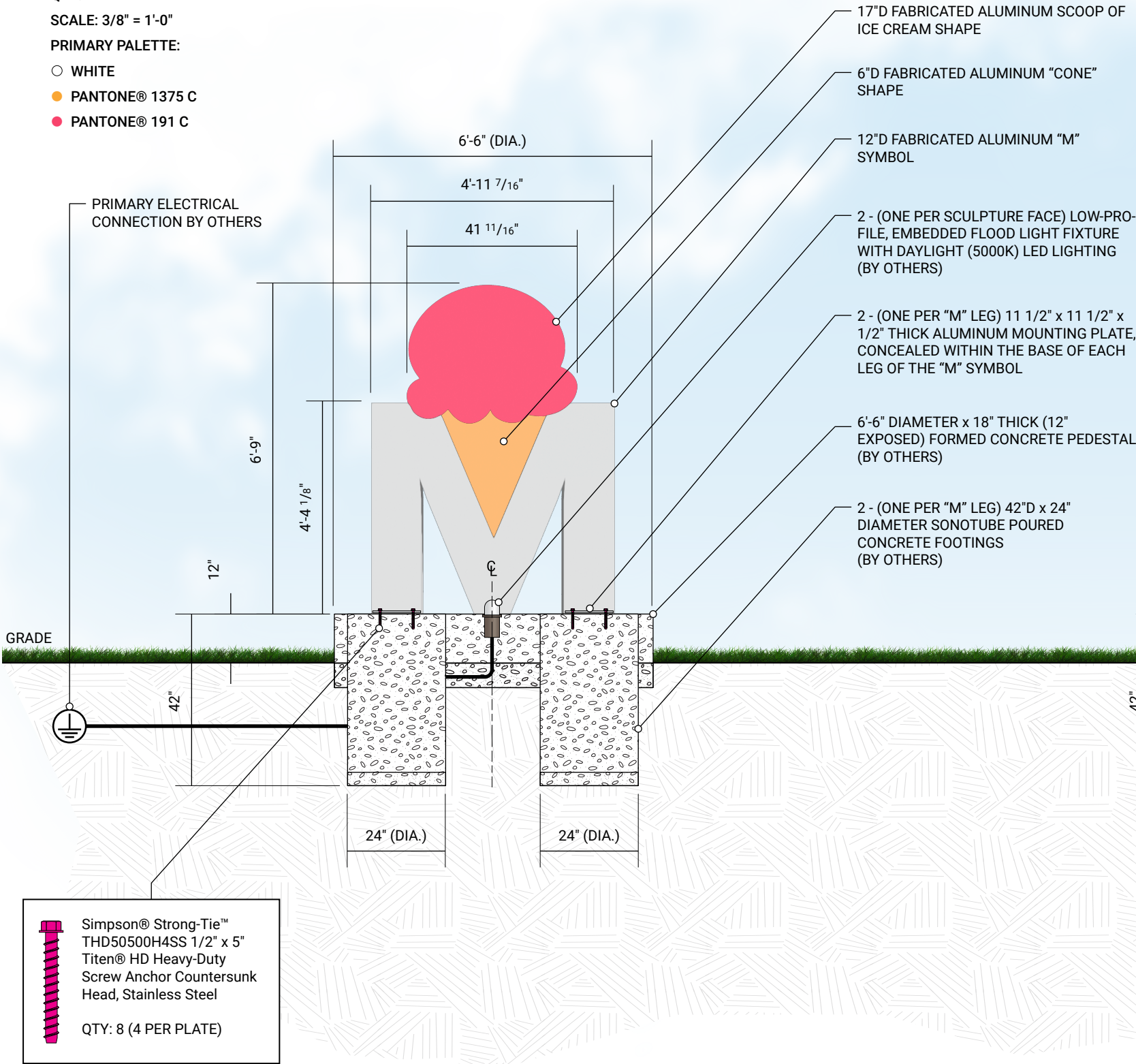
ONE (1 SET) - 27'-4 1/8"W x 6'-9"H x 12"D FABRICATED AND WELDED, STRUCTURALLY REINFORCED, ALUMINUM SCULPTURE OF A MODIFIED MITCHELL'S ICE CREAM LOGO SYMBOL.

QTY: 1

SCALE: 3/8" = 1'-0"

PRIMARY PALETTE:

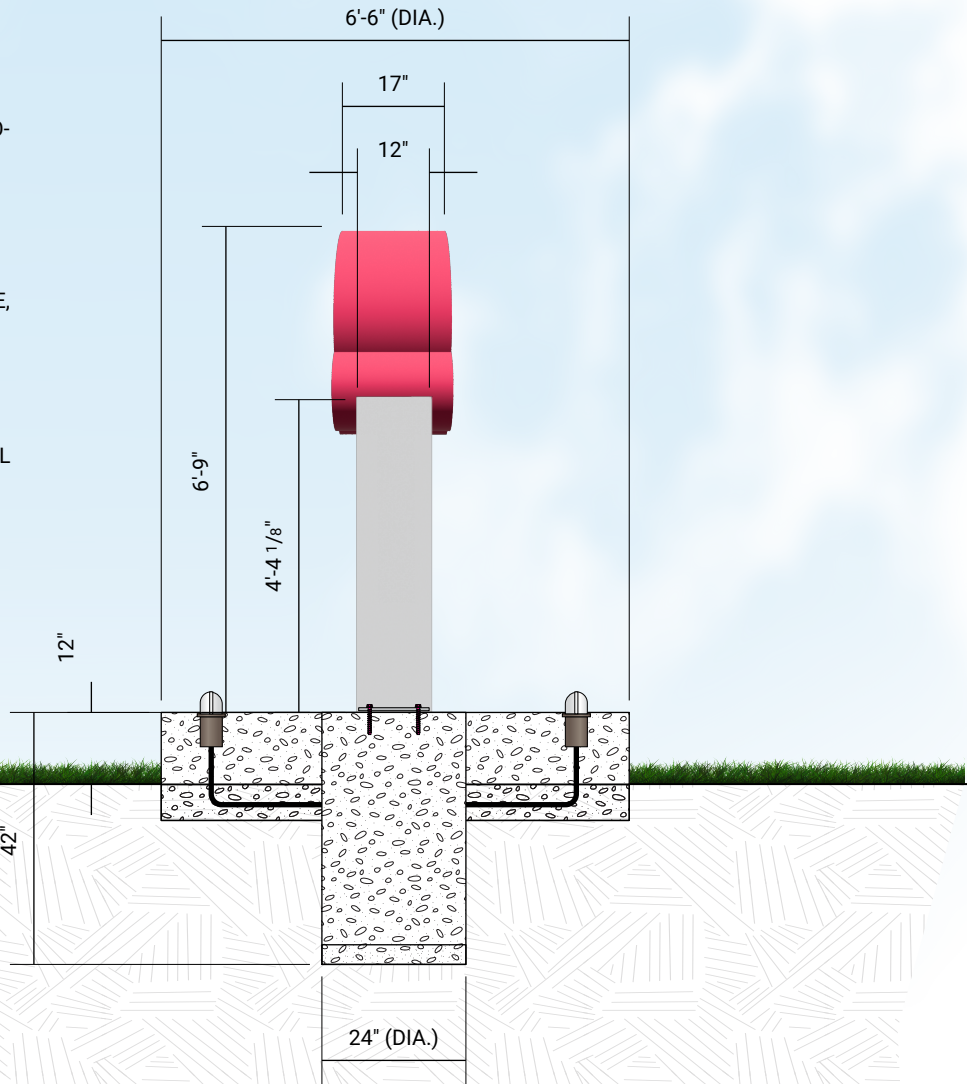
- WHITE
- PANTONE® 1375 C
- PANTONE® 191 C



01-A

EXTERIOR IDENTITY MONUMENT SCULPTURE - Side Elevation

SCALE: 3/8" = 1'-0"



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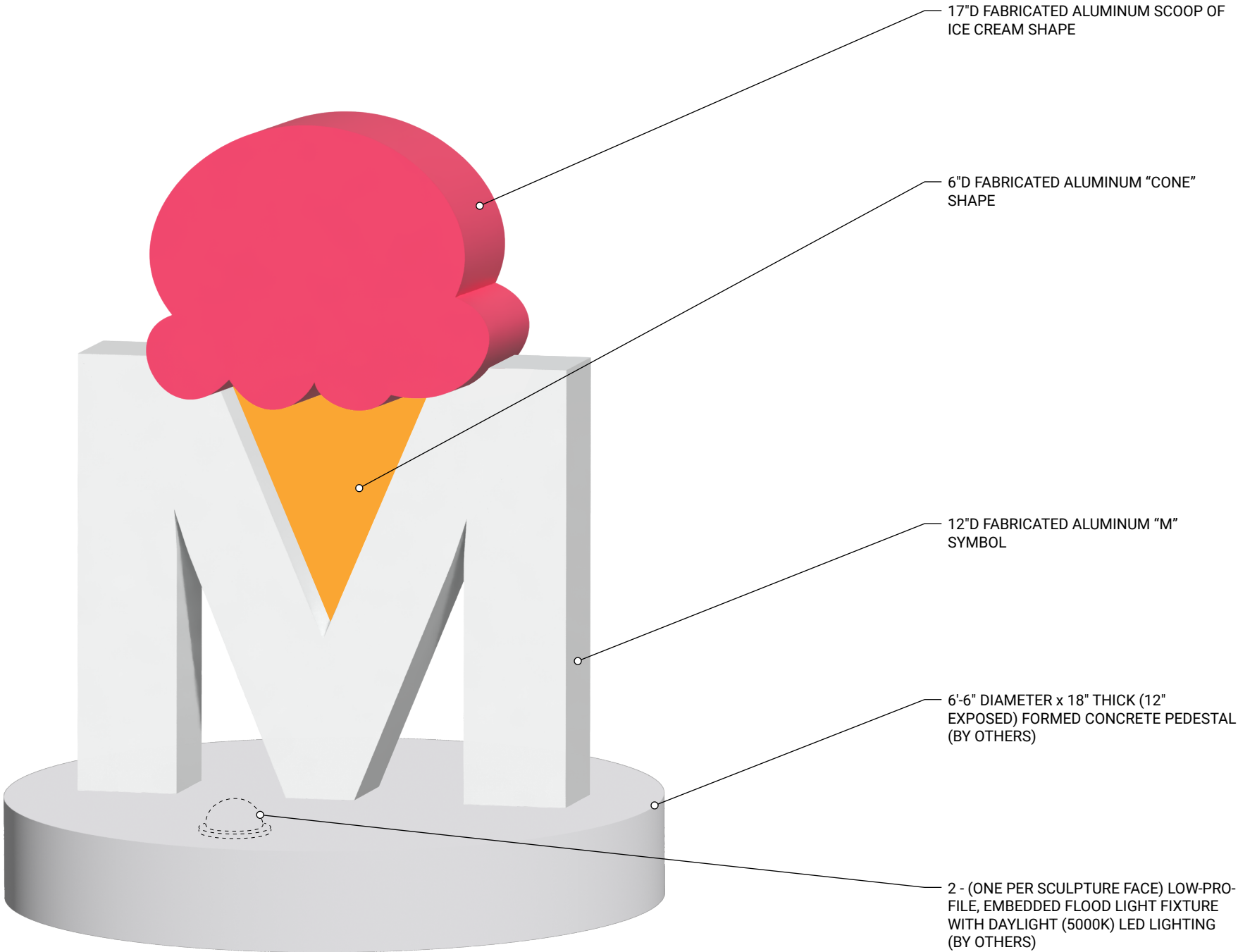
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01-A

EXTERIOR IDENTITY MONUMENT SCULPTURE - Exploded Iso View

SCALE: 3/8" = 1'-0"



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01-B

EXTERIOR IDENTITY SIGNAGE - Face Elevation

TWO (2) - 4'-8" DIAMETER x 3"D SINGLE-SIDED, FABRICATED ALUMINUM, FACE-LIT, SIGN CABINETS ILLUMINATED WITH CONCEALED DAYLIGHT (5000K) WHITE LED MODULES. SIGNS FEATURE VACUUM-FORMED, PAN-FACED, TRANSPARENT POLYCARBONATE FACES PAINTED TO MATCH THE MITCHELL'S ICE CREAM BRAND COLORS. SIGN RETURNS AND RETAINER RINGS ARE PAINTED WHITE TO MATCH THE BUILDING.

QTY: 2

SCALE: 1 1/2" = 1'-0"

PRIMARY PALETTE:

- WHITE
- BLACK
- PANTONE® 1375 C
- PANTONE® 2925 C
- PANTONE® 191 C



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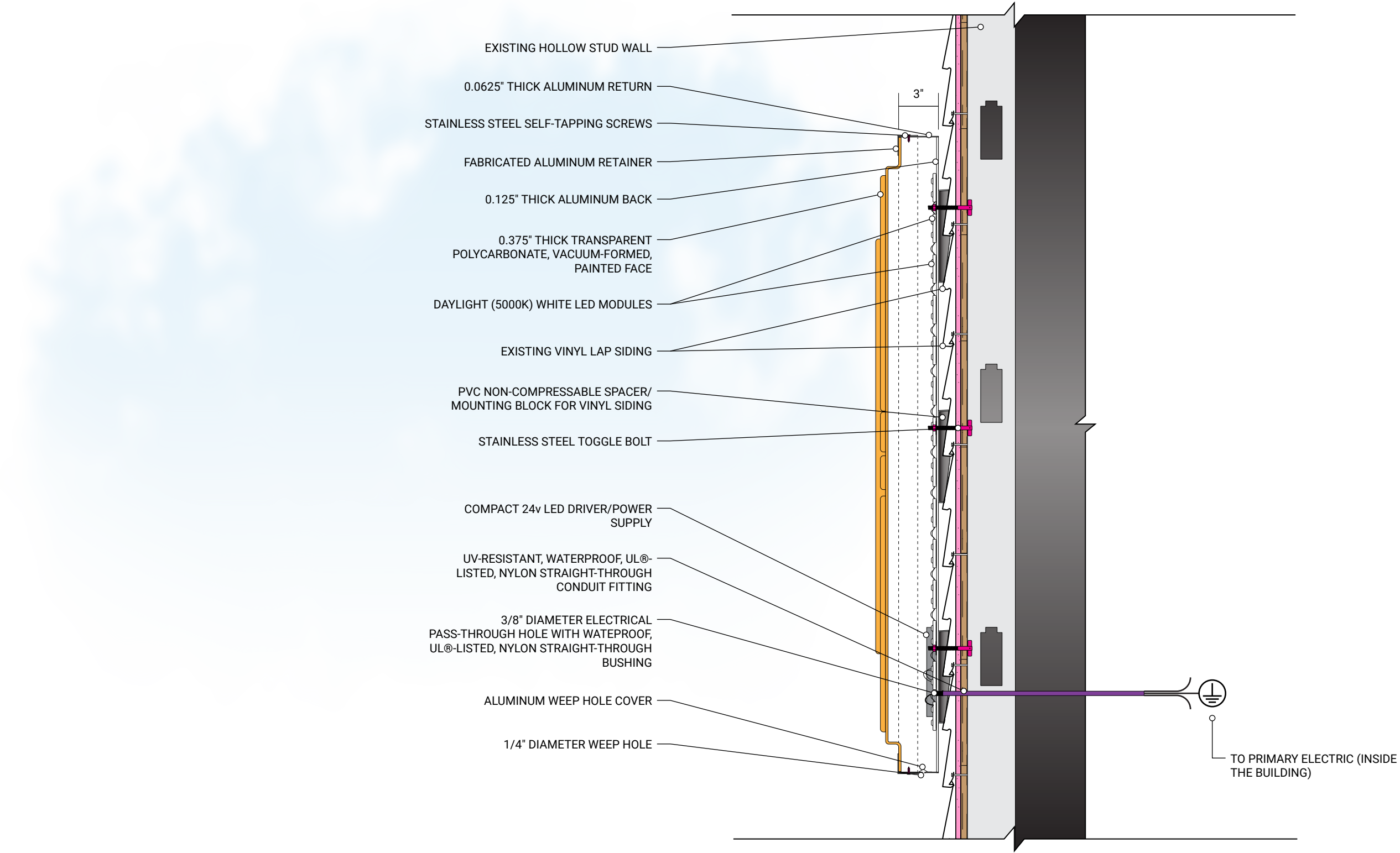
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EXTERIOR SIGNAGE (WALL SIGNS) - Side Elevation/Section (TYP)

SCALE: 1 1/2" = 1'-0"



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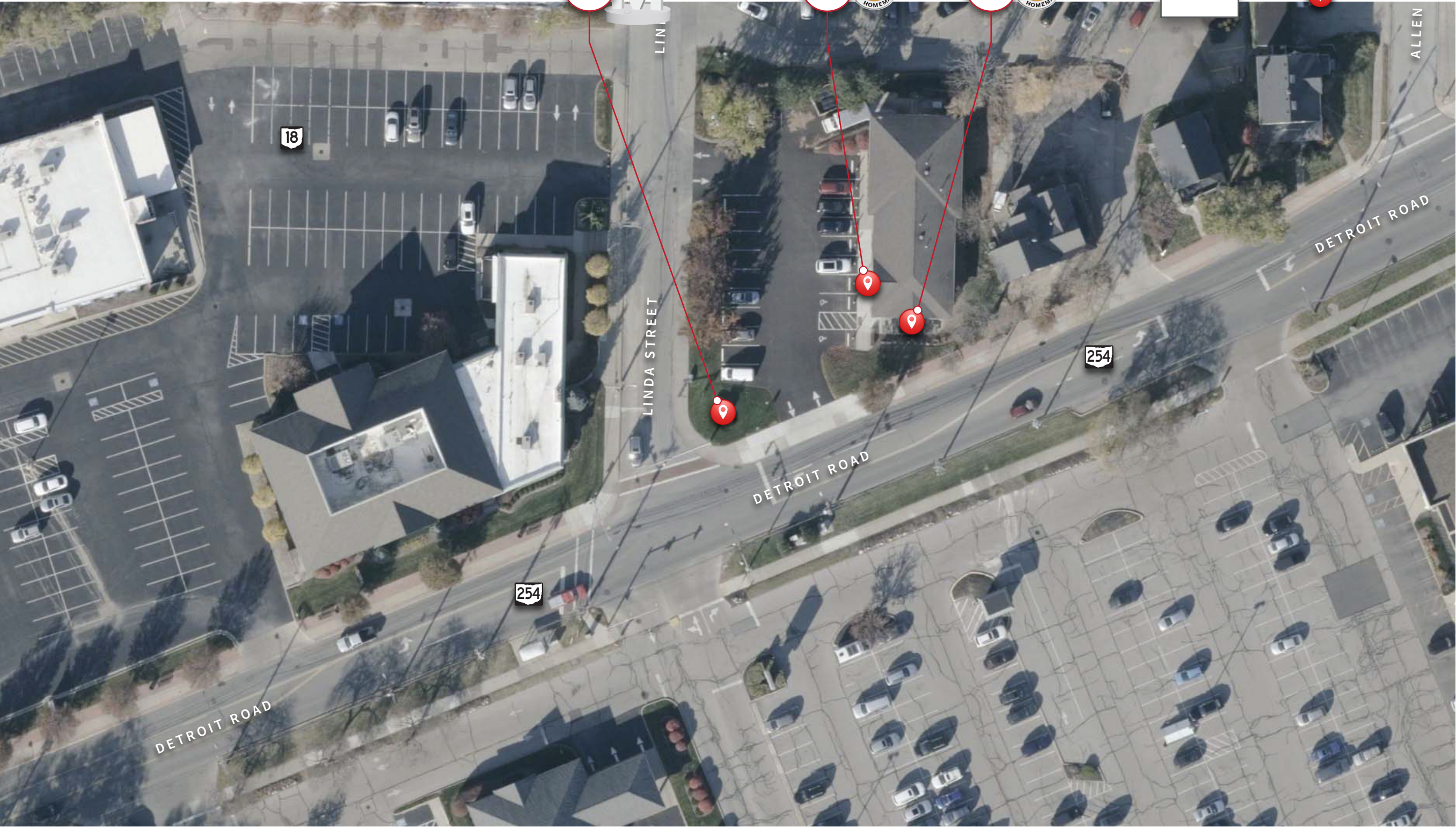
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EXTERIOR SIGNAGE - Site Plan

SCALE: 1" = 50'-0"



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