

Soothe Massage and Wellness

Exterior Signage

DESIGN INTENT AND SPECIFICATIONS FOR EXTERIOR SIGNAGE **FINAL 01.1**



ACCOUNT EXECUTIVE

Ellen Benjamin

PROJECT MANAGER

Bruce Farkas

DESIGNER

Chris DiAlfredi

PROSPECT/CLIENT

Soothe Massage and
Wellness

PROJECT

Exterior Signage

PROJECT LOCATION

20015 Detroit Rd
Rocky River, OH 44116

DATE CREATED

12/30/2024



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— CLEVELAND —

DESIGN | MANUFACTURING | INSTALLATION | MAINTENANCE

Soothe Massage and Wellness

Exterior Signage - DESIGN INTENT AND SPECIFICATIONS - FINAL 01.1

DESIGN INTENT ONLY - NOT SUITABLE FOR PRODUCTION

01 EXTERIOR SIGNAGE - Northwest Elevation - Current Condition

SCALE: N/A

Current Condition - Southeast View



CURRENT CONDITION

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PROJECT MANAGER
Bruce Farkas
DESIGNER
Chris DiAlfredi
PROSPECT/CLIENT
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DESIGN TYPE
Design Intent - Specifications Submittal - FINAL
DESIGN VERSION
01.1

REVISIONS
12/30/2024 - Changed gray, flat, cut-out letters to black, halo-lit, fabricated channel letters
SCALE
As Noted

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SIGNATURE SIGN Co.
CLEVELAND

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01 EXTERIOR SIGNAGE - Northwest Elevation - Conceptual Rendering

SCALE: N/A

Conceptual Rendering - Southeast View



PROPOSED

DESIGN | MANUFACTURING | INSTALLATION | MAINTENANCE

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Exterior Signage - DESIGN INTENT AND SPECIFICATIONS - FINAL 01.1

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01-A EXTERIOR SIGN CABINET - Face (North) Elevation - DAY ☀️

ONE (1) - 9'-10"W x 9'-10"H x 3"D SINGLE-SIDED, FABRICATED ALUMINUM, INTERNALLY-ILLUMINATED "CLOUD" CABINET FEATURING 3"D, HALO-LIT, FABRICATED ALUMINUM CHANNEL LETTERS WITH CONCEALED DAYLIGHT (5000K) WHITE LED MODULES ("Soothe") AND CUT OUT/BACKED-UP TAGLINE BACKED UP WITH TRANSLUCENT WHITE ACRYLIC WITH MICRO-PERFORATED, BLACK, PRESSURE-SENSITIVE VINYL OVERLAY ("massage and wellness"). THE TAGLINE IS BACK-LIT WITH DAYLIGHT WHITE (5000K) LED MODULES AND IS BACKED-UP WITH TRANSLUCENT WHITE ACRYLIC WITH MICRO-PERFORATED BLACK VINYL OVERLAY THAT APPEARS BLACK DURING THE DAY AND LIGHTS WHITE AT NIGHT. THE SIGN CABINET WILL STAND OFF OF THE WALL 2" AND HOUSE CONCEALED DAYLIGHT WHITE (5000K) LED MODULES TO CREATE A HALO GLOW ON THE WALL. THE SIGN INCLUDES A SEPARATE LINE OF FLAT, CUT-OUT 3/8" THICK ACRYLIC LETTERS ("A Rocky River Spa") BELOW THE CABINET. THE SIGN WILL BE FASTENED TO THE FABRICATED PARAPET WALL ABOVE THE MAIN PEDESTRIAN ENTRANCE.

QTY: 1

SCALE: 3/4" = 1'-0"

PRIMARY PALETTE:

- PANTONE® COOL GRAY 6 C
- BLACK



SCALE: 3/8" = 1'-0" - SIMULATED NIGHT VIEW

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Soothe Massage and Wellness

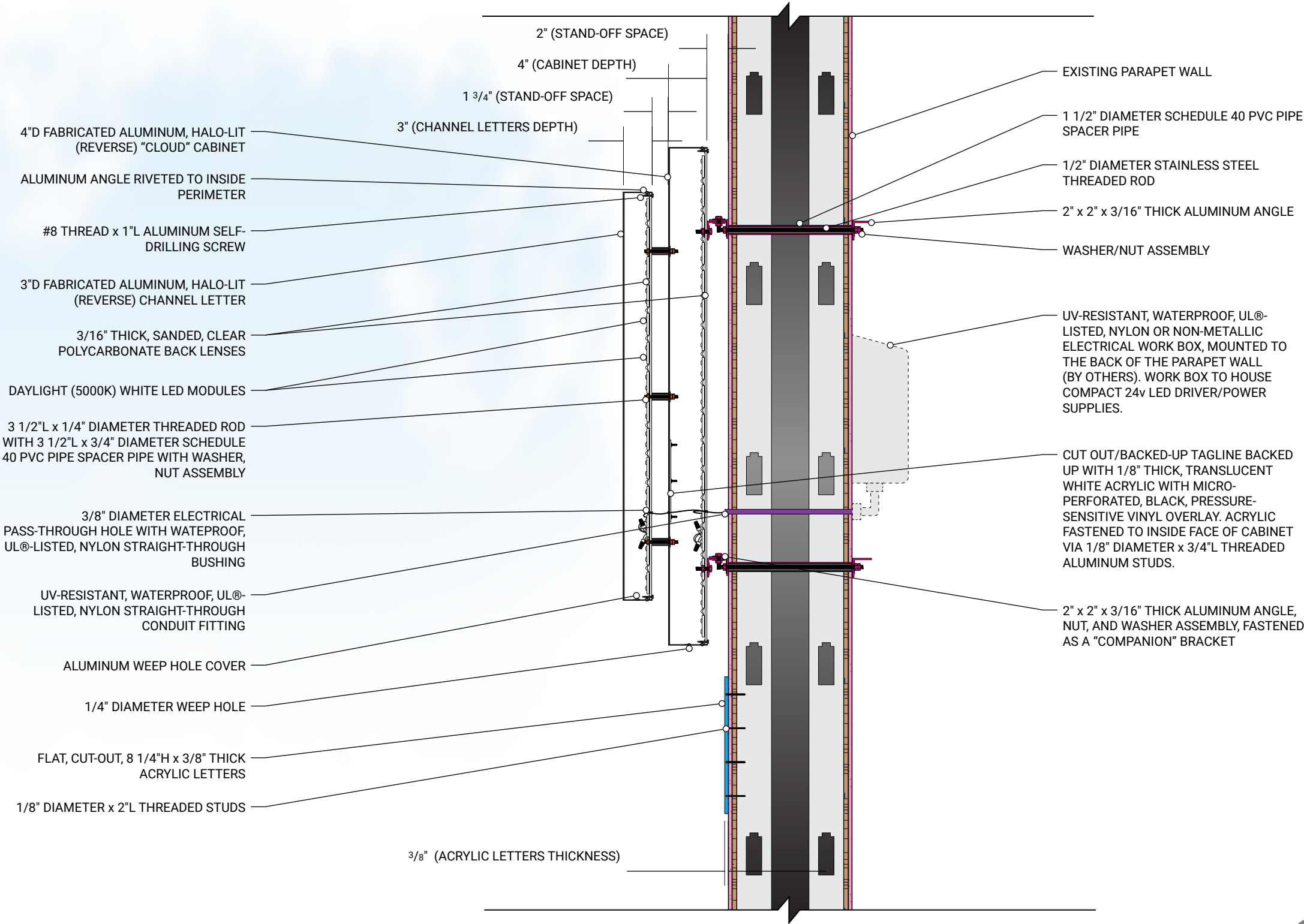
Exterior Signage - DESIGN INTENT AND SPECIFICATIONS - FINAL 01.1

DESIGN INTENT ONLY - NOT SUITABLE FOR PRODUCTION

01-A

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

SCALE: 1" = 1'-0"



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Exterior Signage - DESIGN INTENT AND SPECIFICATIONS - FINAL 01.1

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01-B ○

HALO-LIT CHANNEL LETTERS - Face (North) Elevation - DAY ☀️

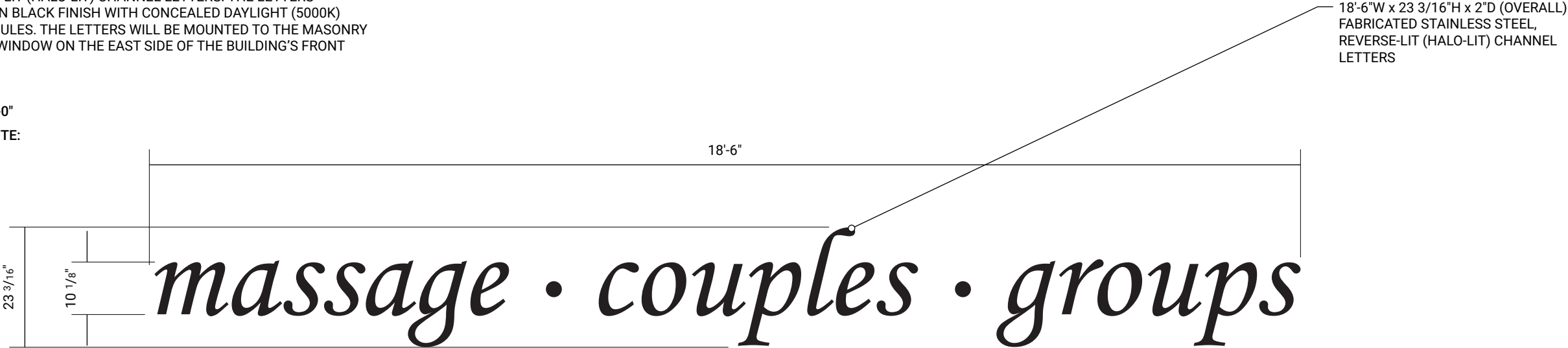
ONE (1 SET) - 18'-6"W x 23 3/16"H x 2"D (OVERALL) FABRICATED STAINLESS STEEL, REVERSE-LIT (HALO-LIT) CHANNEL LETTERS. THE LETTERS FEATURE A SATIN BLACK FINISH WITH CONCEALED DAYLIGHT (5000K) WHITE LED MODULES. THE LETTERS WILL BE MOUNTED TO THE MASONRY WALL ABOVE A WINDOW ON THE EAST SIDE OF THE BUILDING'S FRONT ELEVATION.

QTY: 1 (SET)

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

PRIMARY PALETTE:

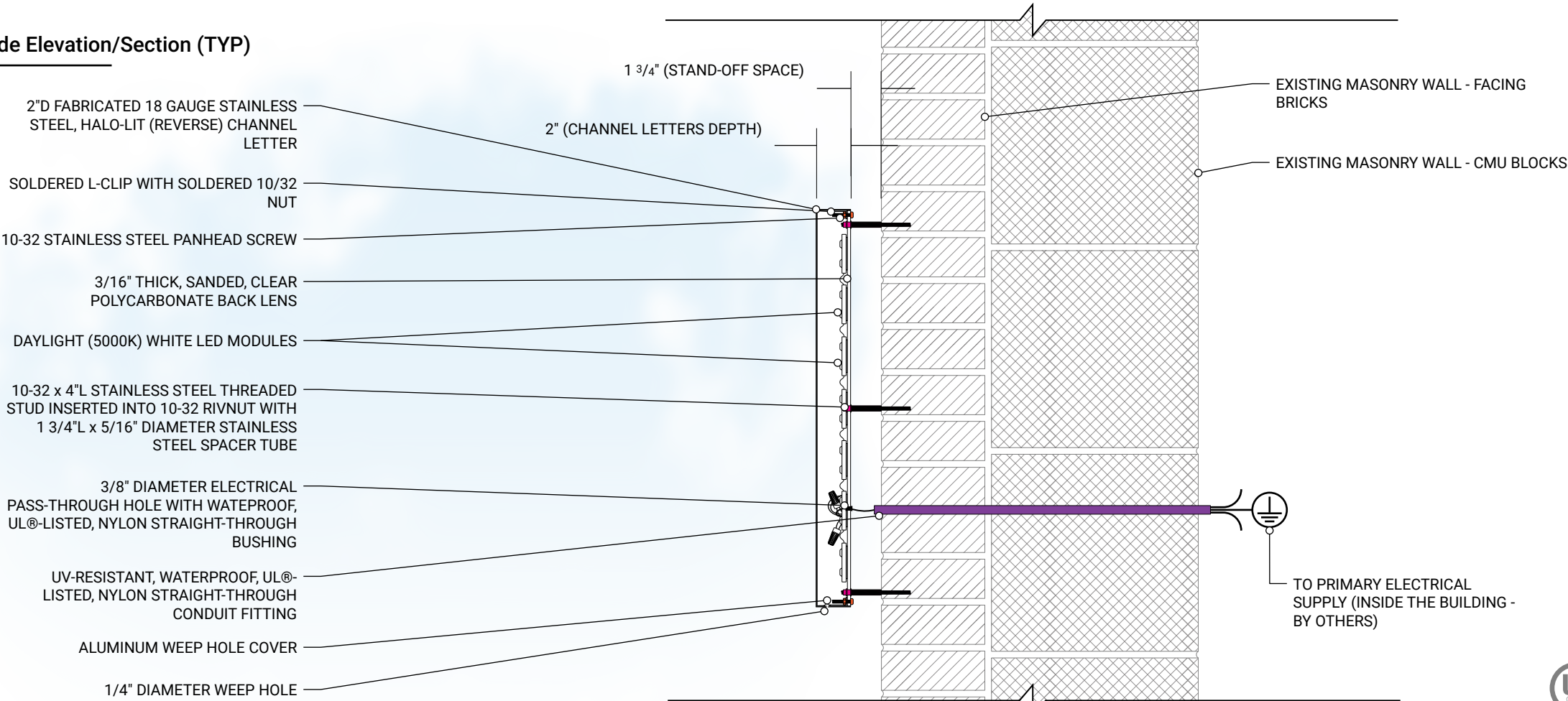
- BLACK



01-B ○

HALO-LIT CHANNEL LETTERS - Side Elevation/Section (TYP)

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



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Exterior Signage - DESIGN INTENT AND SPECIFICATIONS - FINAL 01.1

DESIGN INTENT ONLY - NOT SUITABLE FOR PRODUCTION

- 01-C
- FABRICATED AWNING - Iso View

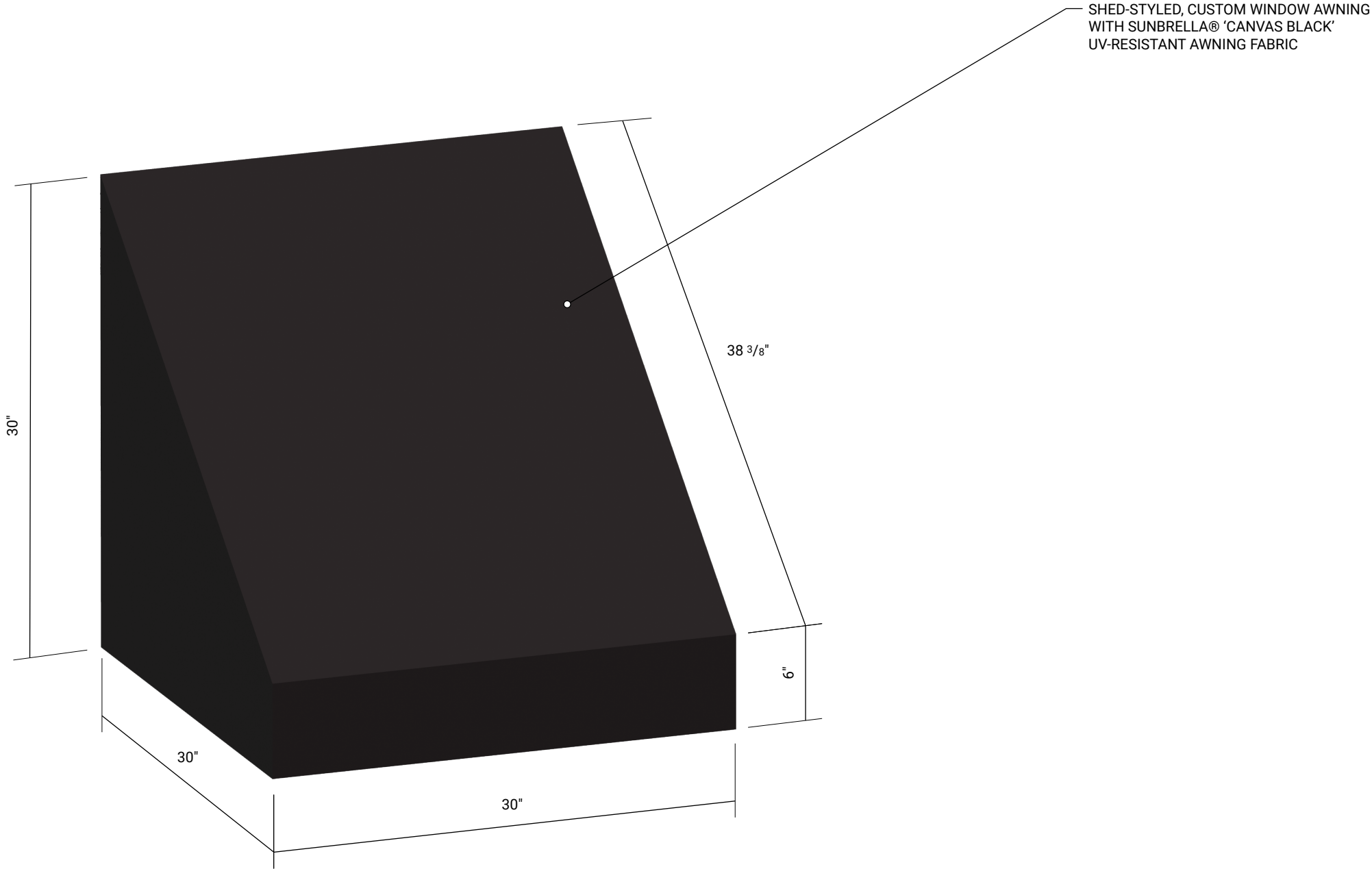
THREE (3) - 30"W x 30"H x 30"D (OVERALL) SHED-STYLED, CUSTOM WINDOW AWNINGS CONSISTING OF FABRICATED ALUMINUM SQUARE TUBE FRAMES WITH SUNBRELLA® 'CANVAS BLACK' UV-RESISTANT AWNING FABRIC. AWNINGS MOUNTED OVER THREE IDENTICAL WINDOWS CENTERED ON THE STONE-FACED WALL ON THE CENTER OF THE BUILDING'S FRONT ELEVATION.

QTY: 3

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

PRIMARY PALETTE:

SUNBRELLA® CANVAS BLACK



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EXTERIOR SIGNAGE - Site Plan

SCALE: 1" = 50'-0"



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