

# EXAMPLE SIGN GUIDE

12/1/25

## TEMPORARY SIGNS

### Lawn Signs

Typical Lawn Sign

24" W x 17.5" H = 420 sq.in. / 2.92 SF



### Other Lawn Signs



12" W x 18" H = 216 sq.in. / 1.5 SF

**Sandwich Board**



Typical sandwich board w/plastic frame  
 28" W x 48" H = 1,344 sq.in. / 9.3 SF  
 (Top of black frame to ground)  
 2 sided = Total Sign Coverage = 18.6 SF

**Example Custom Sandwich Boards**



18.5" W x 39" H = 721.5 sq.in. / 5 SF  
 Total frame from ground  
 2 sided = Total 10 SF



42" W x 68" H = 2,856 sq.in. / 19.8 SF  
 Total frame from ground  
 2 sided = 39.6 SF



24" W x 42" H = 1,008 sq.in. / 7 SF  
 Total frame from ground  
 2 sided = Total sign coverage = 14 SF

**Flags / Vertical Banners**



22" W x 72" H = 1,584 sq.in. / 11 SF  
 Height from the ground = 6' tall



27" W x 120" H = 3,240 sq.in. / 22.5 SF  
 Height from the ground = 10' tall

**Temporary Post Signs**



32" W x 62" H = 1,984 sq.in. / 13.8 SF  
 Top of post to ground  
 Plus 6" for post cross bar



Blue sign = 24" x 24" = 576 sq.in. / 4 SF  
 31.5" W x 63" H = 1985 sq.in. / 13.8 SF  
 Top of post to ground  
 Plus 6" for post cross bar



Signs: 18" W x 47" H = 846 sq.in. / 5.9 SF  
 Full frame with post:  
 32" W x 62" H = 1,984 sq.in. / 13.8 SF  
 Top of post to ground  
 Plus 6" for post cross bar

**Other Temporary Signs**



Yellow Temporary Sign - zip tied to permanent pylon sign  
48" W x 60" H = 2,880 sq.in. / 20 SF  
2 sided = total sign coverage = 40 SF

Permanent Pylon Sign  
single tenant



Sign only:  
72" W x 36" H = 2,592 sq.in. / 18 SF  
Total height from ground: 76" / 6.3'

## PERMANENT SIGNS

### Blade Signs



Sign only:  
33" W x 22" H =  
726 sq.in. / 5 SF  
2 sided = 10 SF total

38" from wall on bracket

Top of bracket 9' from  
ground  
Bottom of sign 7' from  
ground

3 blade signs along  
storefronts; all uniform  
size

### Pylon Signs

Total size unknown / not measured



Pylon sign – single tenant

**Placemaking Signs**

Size unknown/not measured.

Commercial – Multitenant



Commercial – Single Tenant



Sign: 60" W x 60" H = 3,600 sq.in. / 25 SF  
2 sided = 50 SF total sign  
Top of sign frame 95" from ground  
  
Upcast lighting / non-internal illumination



54" W x 29" H = 1,566 sq.in. / 10.9 SF

Double sign

Top of sign 54" from ground

### ***Wayfinding / Directional Signs***



Enter Sign: 40" W x 24" H = 960 sq.in. / 6.7 SF

Top of sign 47" from ground

2 sided; multiple directional signs

Business sign with logo



Caution sign  
8.5" W x 11" H =  
93.5 sq.in. / .66 SF  
3 signs



Wayfinding and Site Management Signs  
No Loud Music  
8.5" W x 11" H = 93.5 sq.in. / .66 SF  
  
Entrance  
24" W x 11" H = 264 sq.in. / 1.83 SF