



SIGN GUIDELINES & SPECIFICATIONS

This sign guide offers basic guidelines for all those planning, designing or installing signs for the Florida Inland Navigation District (FIND). The guide is intended to offer tips on avoiding common pitfalls and give grant recipients preferred options where there is a choice, rather than prescribing how each site is to be treated. To a large extent, conditions on the ground will need to dictate where and how signs are used and installed. We would like to see discussion between contractors, park managers, site managers, and the design team if necessary, to produce the most effective use of FIND signage.

To be effective signage should be:

- Noticeable - the sign should be easily recognizable from its background.
- Readable - text should be easily read with good color contrast and sized in relation to its intended viewing distance.
- Provide clear, concise, “easy-to-understand” information using minimal text.

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Typography for Signs

Three different weights of the Haas Helvetica typeface have been adopted as the standard letter-style to be used on all new FIND signs. These include Helvetica Bold, Helvetica Medium, and Helvetica Regular. These alphabets were selected because they are highly legible, contemporary in character, and readily available to manufacturers preparing signs for FIND.

Shown below is a full upper/lower case display for each weight of the Helvetica letter-style. The comparative diagram on the following page illustrates the designated applications of each different weight.

Helvetica Bold: The wide stroke width of this letter-style creates a distinctive looking sign with simplicity. The bold letter-forms are ideally suited for signs with short copy or headlines for signs with extensive copy. This typeface is used for the primary copy on most signs.

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890(\$?!&-—“”.,;:)**

Helvetica Regular: This weight letter-style is used for signs with longer body copy. The Helvetica Regular type style should be used on signs where Helvetica Bold type faces are used as the headline font.

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
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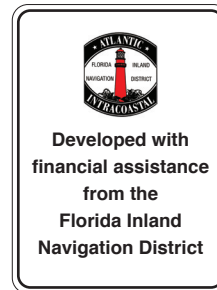
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Typography Application

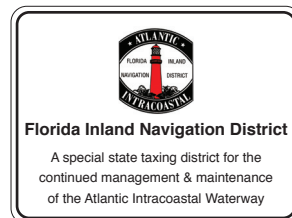
The examples below illustrate how the two different weights of the Helvetica typeface are used on the various types of signs in FIND's sign program. Although each sign type has been designed for a specific purpose, the shared typographic system gives a cohesive look to these many different types of signs.

The basic sizes of these typefaces (capital letter height) have been predetermined for each type of sign depending on the distance at which they will be viewed (see Viewing Distance Guide, next page) for optimum legibility.

Helvetica Bold is used on signs with minimal amount of text.



Helvetica Bold is used as a headline and **Helvetica Regular** is used as a body copy.



Helvetica Regular is used with **Helvetica Bold** on Project Identification signs. Multiple type point sizes can be used to differentiate text on signs with more copy.



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White: Background for signs



Red: Pantone Red 032



Black: Pantone Black



Black logo with red lighthouse on white background. Whenever possible this is the color combination that should be used.



Black logo on white background if the preferred combination in two color applications



In some instances city, town, county or park color standards will take precedence. We ask that logo be used as one color, using the darkest color for the logo and the lightest color for the background.



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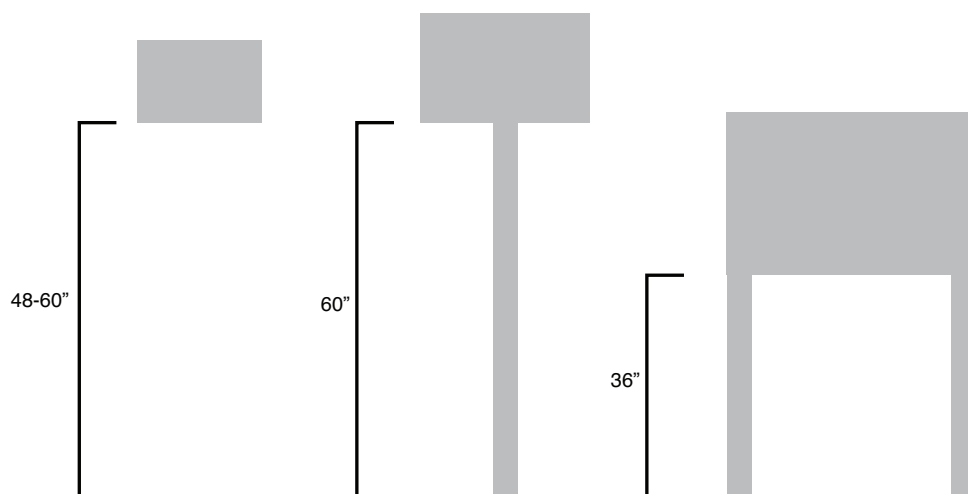
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Viewing Distance

Determining the size of any sign begins with establishing the size of copy needed. The chart below is to provide assistance in determining the size of lettering to be used in relation to the distance from which a sign will typically be read.

Cap. Letter Height	Point Size	Legible Viewing Distance
5/16"	30 pt	7'
1/2"	50 pt	12'
3/4"	75 pt	18'
1"	100 pt	25'
1-1/2"	150 pt	36'
2"	200 pt	49'
3"	300 pt	74'

Above point size based on **Helvetica Bold** typeface.



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Sign Materials

All materials must be of an exterior grade able to withstand Florida's weather, to include rain, sun and storms for multiple years.

Aluminum panels should be fabricated from 6061-T6 alloy. The surface of the panel should be commercially flat and free of buckles, warps, dents or any fabrication defects. Panel thickness should be .125". Panel should have corners with a safety radius of at least 1". Graphics direct printed with exterior grade ink topped with a UV resistant coating is preferred.

MDO or HDO Plywood (Medium or High Density Overlay Plywood): Panel thickness should be at least .75". Graphics direct printed with exterior grade ink topped with a UV resistant coating is preferred.

Sandblasted, injection molded, laser etched or other materials: Because of the many options available in outdoor signage, we ask that we be kept informed with preliminary design compositions.

Posts and mounting hardware should meet or exceed current hurricane safety standards for the applicable sign size and manufacturing.

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Maintenance and Appearance

We take pride in the work we do to help protect, maintain and provide access to our Intracoastal Waterway. We ask that the signs that are displayed convey this pride. Over time, signs may be damaged or show wear. We ask that you replace any old or damaged signs promptly.

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3'x2'




Our Mission

Florida Inland Navigation District (FIND)

The Florida Inland Navigation District represents Florida's portion of the Atlantic Intracoastal Waterway project, a State/Federal navigation project. As the waterway's local partner, the District provides all lands required for the navigation project including rights of way and lands for the management of materials removed from the channel during dredging activities.

In addition to its responsibilities for maintenance, FIND is dedicated to safe navigation and environmental enhancement and restoration of the waterway. Through its activities and grant programs, the District also plays a critical role in Florida's economy.

3'x2'



Brief History

Florida Inland Navigation District (FIND)

Construction of the first inland canal in Florida began as a private venture in 1881 – the Florida Coastline Canal. The need for an inland waterway running from New England to Key West, with uniform standards for width and depth, was promoted by the Chief of Engineers for the U.S. Army and by the Secretary of War in 1920.

Officially created by the Florida Legislature in 1927 in response to the Federal River and Harbors Act.

In 1995, the Florida Legislature determined that the District's duties and responsibilities fulfilled an essential role for the State and should be continued indefinitely. Waterway access, planning, mapping and other roles and responsibilities have been added to the core mission over the years.

3'x2'



FIND

Florida Inland Navigation District

Waterway Maintenance & Safe Navigation

Working with the federal government to maintain a safe and efficiently operating inland waterway system is FIND's highest priority.

Economic Development

Approximately 66,000 jobs, \$12 billion in annual sales and over \$540 million in tax revenues are generated each year by economic activities reliant on FIND's inland waterways. A variety of capital and grant program projects funded by FIND constantly increase the value of the waterways to member county residents.

Environmental Enhancement & Restoration

Spoil island restoration and enhancement, waterway education programs, seagrass restoration, oyster reef creation and mangrove planting are among the environmental programs FIND finances and oversees.

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