



**TOURISM DEVELOPMENT AUTHORITY
SIGN STANDARDS MANUAL**
APRIL 2024 *(Revised 11/15/24)*



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LOGO AND TAGLINES



See TDA Style Guide for full brand standards.

COLORS AND FONTS

Heather Oliver

HOCHSTADT ROUNDED

PC BLUE
HEX - #42A6D1
CMYK - 68, 19, 7, 0
RGB - 68, 165, 208

PC GREEN
HEX - #308A6D
CMYK - 80, 24, 68, 7
RGB - 48, 138, 109

SHELL
HEX - #FFFAE9
CMYK - 0, 1, 9, 0
RGB - 255, 250, 232

HEX - #F8E086
CMYK - 3, 9, 57, 0
RGB - 250, 224, 135

SKY BLUE
HEX - #99D9E8
CMYK - 84, 36, 0, 38
RGB - 153, 217, 232

ORANGE
HEX - #FCB557
CMYK - 0, 33, 76, 0
RGB - 252, 181, 87

PRIMARY BRAND COLORS

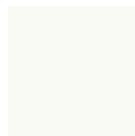
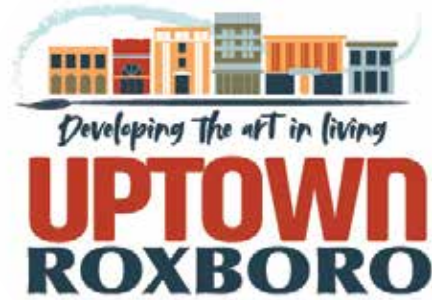
The consistent use of color is vital to effective brand recognition.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.
Do not use any other /unauthorized colors.

SECONDARY BRAND COLORS

The secondary color palette allows for additional color options for brand execution. Use the expanded colors only sparingly.

LOGOS & COLORS



#FAFAF 5



#DFA667



#B35B1 7



#2B6FA 2



#BCCB8 5

SIGN INFO FONT & ADDITIONAL COLORS

ROADGEEK 2005 ENGSCRIPT + ROADGEEK SERIES B

Oxford Blue

#293E4D

R = 41, G = 62, B = 77
C = 85, M = 66, Y = 50, K = 41

PANTONE 7546 C

PANTONE 5463 U

Bottle Green

#003929

R = 0, G = 57, B = 41
C = 80, M = 24, Y = 67, K = 75

PANTONE 567 C

PANTONE 5535 U

SIGN TYPES

A wayfinding system can contain several different types of signs

VEHICULAR DIRECTIONAL SIGNS.

A vehicular directional sign is installed on conventional roadways providing vehicular directional guidance to destinations or groups of destinations (i.e. Historic Downtown, Visitor's Center, etc.). Regulatory, warning and guide signs have a higher priority than community wayfinding guide signs.

Vehicular directional signs should be limited to three destinations per sign and shall not contain commercial advertising. Arrow location and priority order should follow that shown in the Manual on Uniform Traffic Control Devices (MUTCD).

PEDESTRIAN DIRECTIONAL SIGNS.

Pedestrian directional signs are intended for viewing by pedestrians and bicyclists, should be oriented away from the view of motorists and should not be retroreflective. **PARKING DIRECTIONAL SIGNS.**

Parking directional signs are used along roadways providing vehicular directional guidance to public parking lots.

INFO KIOSKS

Info kiosks are often placed in key pedestrian traffic areas. These displays can serve to share maps and highlighting surrounding points of interest. Interpretive displays assist in visitor orientation and wayfinding on foot, understand greenway and trail routes and can inspire travel to surrounding regional attractions.

GATEWAY SIGNS.

Gateway signs are placed at the border of your community or downtown district and introduce and welcome visitors. They are typically placed at the town or county limits. They give a first impression of the community and are a chance to introduce the communities' brand(s).

DIRECTIONAL ARROWS

MUTCD standards for vehicular directional signage require destinations to be listed in order of direction first: Straight ahead, Left turn, Right turn. It is recommended Type D arrows be used in all vehicular-oriented signage in the Person County wayfinding system.

TYPE D VEHICLE DIRECTIONAL ARROWS



PEDESTRIAN DIRECTIONAL ARROWS



SIGN TYPES

NAMING CONVENTION

Signs in this system are identified using the following naming convention:

Location: 1.A, 2.A etc = corresponds to location on maps.

Sign Type: Indicates the type of sign per the key shown.

Pole Mounting Method: Center Pole (CPM), Flag Pole Mount (FPM), Double Pole (DPM), Existing Pole (EP), Ring Mount (RM)

Pole Diameter .4, .5, .6 = Diameter in inches

Styles: Indicates the design style as noted in key shown.

Bases: Denotes if the sign gets a decorative base, stone base or pillars or mounting plate only as shown in key. All signs including poles should have engineered mounting plates.

Sides: Indicates front (A) and back (B) of signs.

NAMING CONVENTION

Vehicular Sign 1A-HSV-CPM.5-STY.1-DB-Side.A

Sign 1 A (intersection 1 EB)

HSV (Vehicular Sign with 6-inch letters)

CPM.5 (Center mounted on 5-inch pole)

STY.1(City of Roxboro text with TDA Color and tagline)

DB (Decor base)

Side A (F)

Pedestrian Sign 5A-PED-FPM.4-SYL.3-DB-Side.B

Sign 5A (intersection 5 WB)

PED (Pedestrian Sign)

FPM.4 (flag mounted on 4-inch pole)

STY.3 (Uptown Branding)

DB (Decor base)and

Side B (Back Design)

Key
Sign Location
1.A, 2.A etc = corresponds to location on maps
Sign Type
LSV = Low Speed Vehicle
HSV = High Speed Vehicle
PED = Pedestrian Directional
P = Parking
Info = Info Kiosk
GW = Gateway
PR = Parking Rider
Pole Mount
CPM = Center Pole Mount
FPM = Flag Pole Mount
DPM = Double Pole Mount
EP = Existing Pole
RM = Ring Mount
Pole Diameter
.4, .5, .6 = Diameter in inches
Styles:
STY.1(City of Roxboro text with TDA Color and tagline)
STY.2 (TDA Branding)
STY.3 (Uptown Branding)
STY.4 (Circular TDA)
STY.5 (Circular Uptown)
STY.6 (TDA Roxboro Logo)
STY.7 (TDA Person Co Logo)
STY.8 (Roxboro + Digital Display)
Bases:
MPO= Mounting Plate Only
DB = Decorative Base Cover
SB = Stone Base
SP = Stone Pillars

VEHICULAR DIRECTIONAL SIGNS

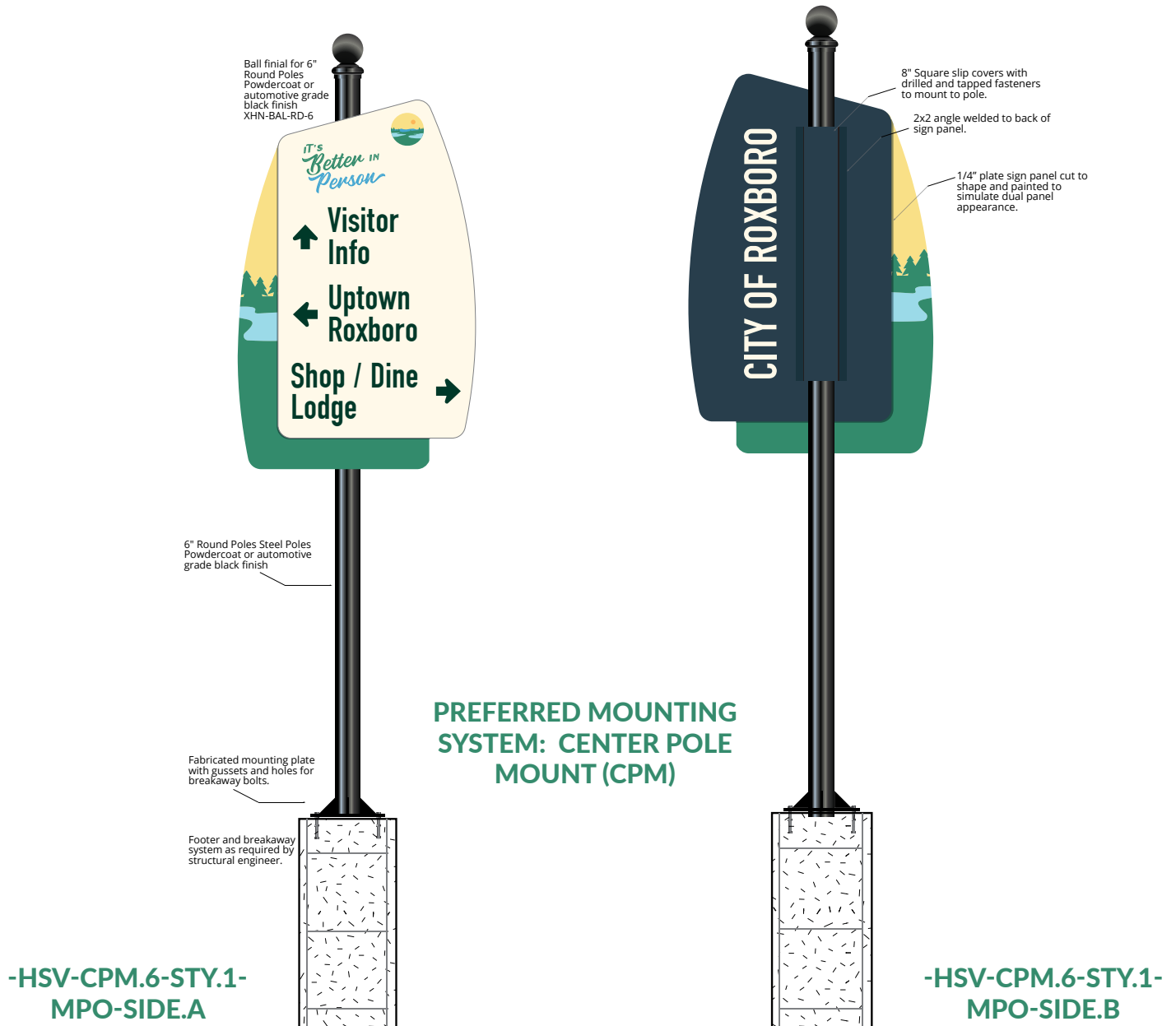
HIGH SPEED VEHICULAR DIRECTIONAL SIGNS (HSV)

Vehicular directional signs vary in size in relation to the number of destinations and the speed limit, but the overall design stays the same.

All vehicular signs ***shall be*** retroreflective. A retroreflective surface, material or device reflects light back to its source. Note: Full dimensional callouts are provided in the specification sections.

FRONT OF SIGN

BACK OF SIGN



VEHICULAR DIRECTIONAL SIGNS

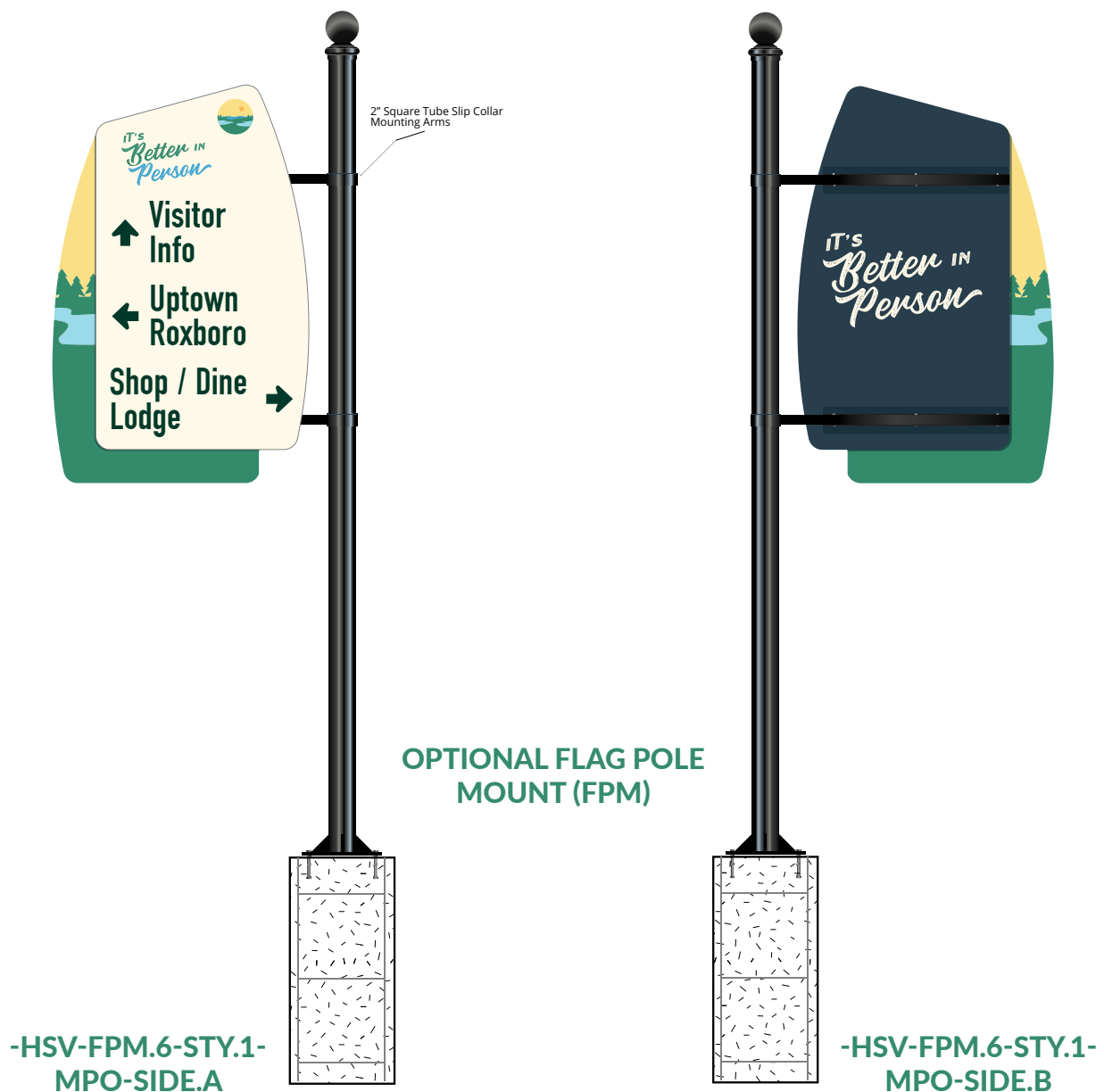
HIGH SPEED VEHICULAR DIRECTIONAL SIGNS (HSV)

Vehicular directional signs vary in size in relation to the number of destinations and the speed limit, but the overall design stays the same.

All vehicular signs ***shall be*** retroreflective. A retroreflective surface, material or device reflects light back to its source. Note: Full dimensional callouts are provided in the specification sections. Vehicular directional signs should always be single sided designed to be placed on the side of the road facing oncoming traffic. While the center pole mount is preferred, this may be used as an option depending on the sign location.

FRONT OF SIGN

BACK OF SIGN



VEHICULAR DIRECTIONAL SIGNS

LOW SPEED VEHICULAR DIRECTIONAL SIGNS (LSV)

Vehicular directional signs vary in size in relation to the number of destinations and the speed limit, but the overall design stays the same. For locations with right-of-way constraints, a smaller sign without the town name may be used.

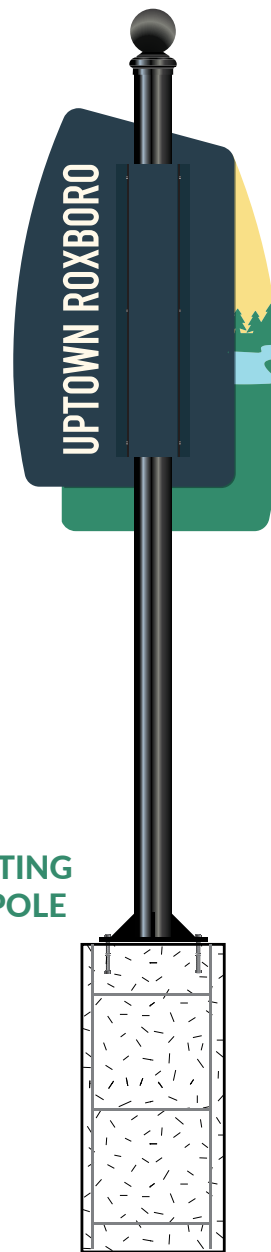
All vehicular signs ***shall be*** retroreflective. A retroreflective surface, material or device reflects light back to its source. Note: Full dimensional callouts are provided in the specification sections. Vehicular directional signs should always be single sided designed to be placed on the side of the road facing oncoming traffic.

FRONT OF SIGN



-LSV-CPM.6-STY.1-
MPO-SIDE.A

BACK OF SIGN



-LSV-CPM.6-STY.1-
MPO-SIDE.B

PREFERRED MOUNTING
SYSTEM : CENTER POLE
MOUNT (CPM)

SIGN DESIGNS

VEHICULAR DIRECTIONAL SIGNS

LOW SPEED VEHICULAR DIRECTIONAL SIGNS (LSV)

Vehicular directional signs vary in size in relation to the number of destinations and the speed limit, but the overall design stays the same. For locations with right-of-way constraints, a smaller sign without the town name maybe used. As an option, a white border may be added.

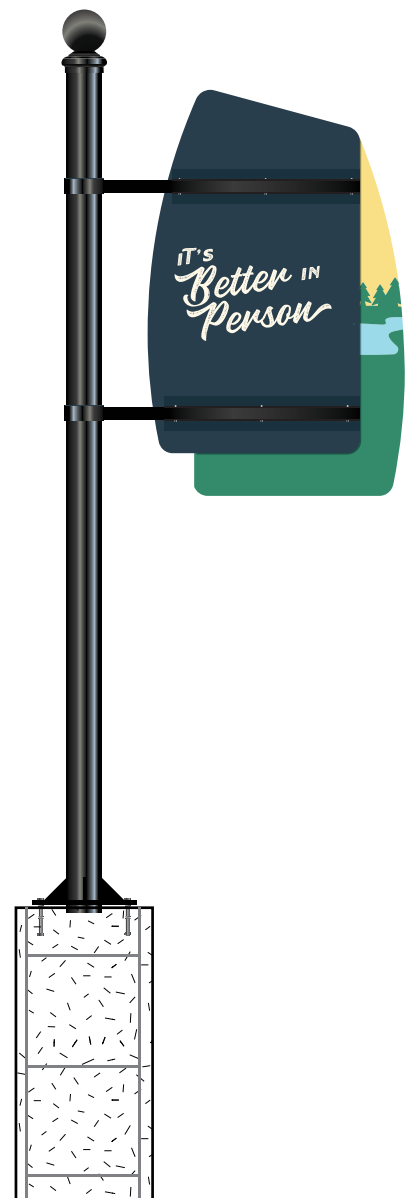
All vehicular signs ***shall be*** retroreflective. A retroreflective surface, material or device reflects light back to its source. Note: Full dimensional callouts are provided in the specification sections. Vehicular directional signs should always be single sided designed to be placed on the side of the road facing oncoming traffic. While the center pole mount is preferred, this may be used as an option depending on the sign location.

FRONT OF SIGN



-LSV-FPM.6-STY.1-
MPO-SIDE.A

BACK OF SIGN



-LSV-FPM.6-STY.1-
MPO-SIDE.B

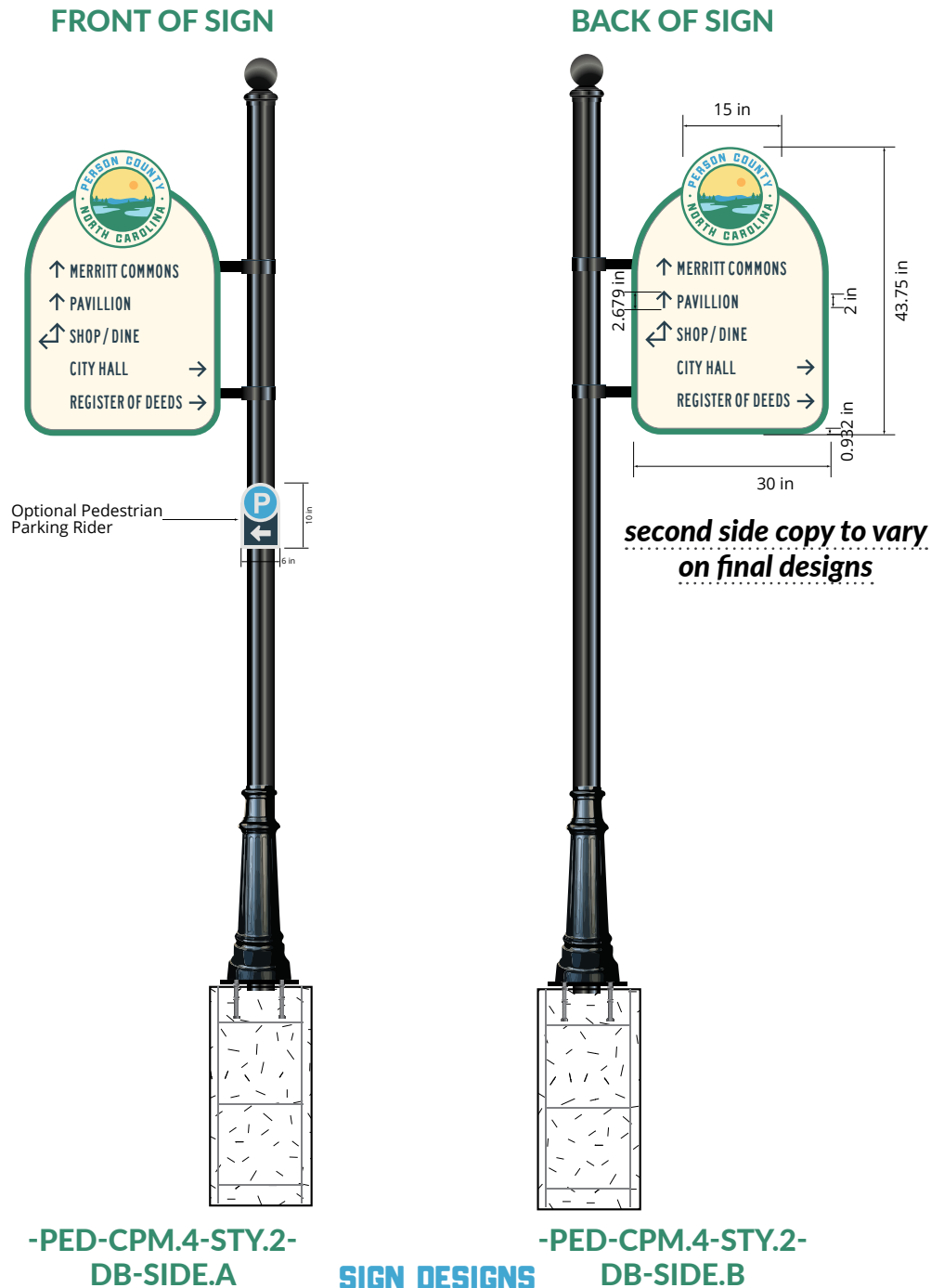
OPTIONAL FLAG POLE
MOUNT (FPM)

SIGN DESIGNS

PEDESTRIAN DIRECTIONAL SIGNS (PED)

The county TDA style may be used in locations outside of Uptown Roxboro such as outdoor recreational areas.

Pedestrian wayfinding signs ***shall not be*** retro-reflective and should be angled slightly away from the roadway. These two things are necessary to prevent drivers from attempting to use the pedestrian signage for vehicular movements. Where appropriate signs may be double sided by attaching panels to both sides of poles or mounts

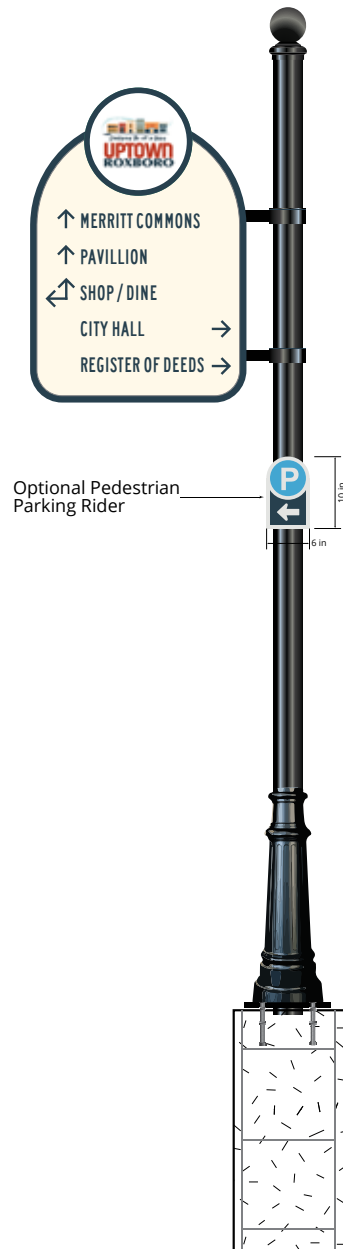


PEDESTRIAN DIRECTIONAL SIGNS (PED)

The Uptown Colors are to be used within Uptown Roxboro.

Pedestrian wayfinding signs **shall not be** retro-reflective and should be angled slightly away from the roadway. These two things are necessary to prevent drivers from attempting to use the pedestrian signage for vehicular movements. Where appropriate signs may be double sided by attaching panels to both sides of poles or mounts.

FRONT OF SIGN



Optional Pedestrian
Parking Rider

-PED-FPM.4-STY.2-
DB-SIDE.A

BACK OF SIGN



*second side copy to vary
on final designs*

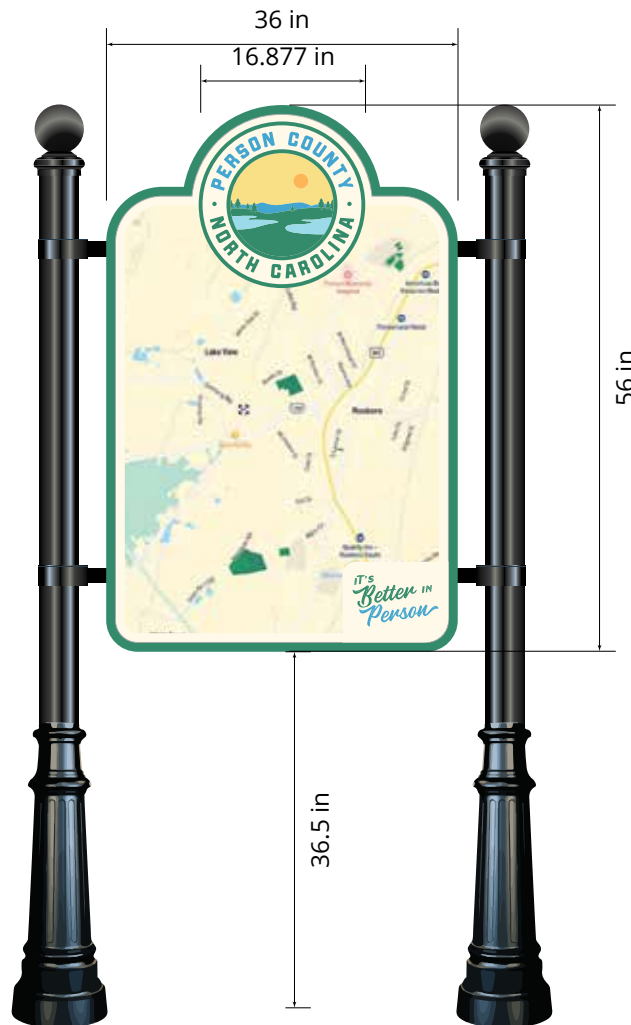
-PED-FPM.4-STY.2-
DB-SIDE.B

SIGN DESIGNS

INFO KIOSKS

INFO KIOSKS (INFO)

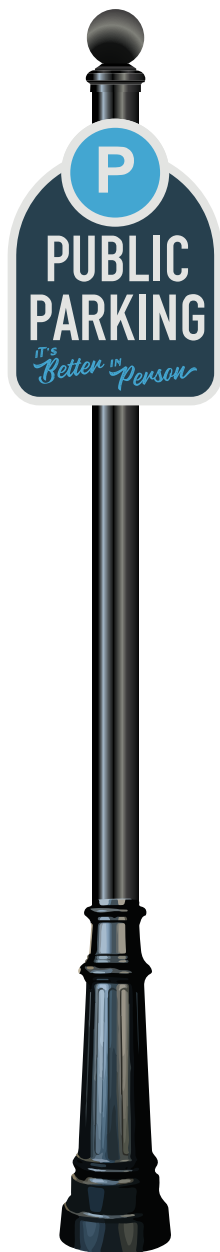
Info kiosks have a consistent design but may be fabricated as single panel displays, double sided displays, triangular (3 sided) or cubic (4 sided) structures. Sizing may vary to suit the environment and information to be displayed. Below is a typical recommended size. These signs are considered pedestrian wayfinding and as such ***shall not be*** retro-reflective and should be angled slightly away from the roadway. ***Refer to sealed structural engineering drawings for final specifications***



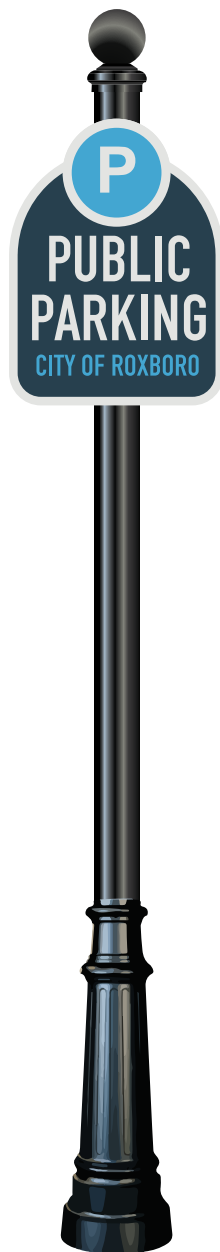
-INFO-DPM.4-STY.2-DB-SIDE.A

PUBLIC PARKING SIGNS (P)

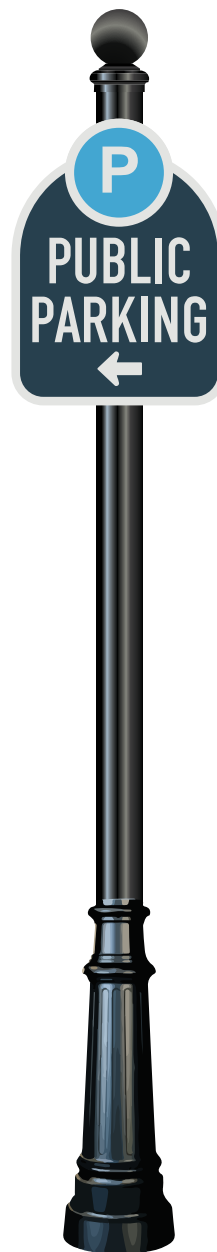
Parking directional signs help to guide residents and visitors to the most dependable public parking locations. Parking directional signs are located along primary roadways and direct them toward the parking lots, while parking lot signs let them know that they are in the correct location. Where appropriate signs may be double sided by attaching panels to both sides of pole.



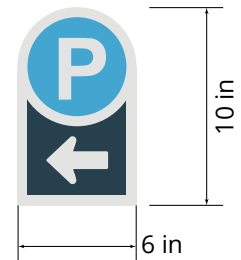
-P-CPM.4-STY.3-DB-
SIDE.A1



-P-CPM.4-STY.3-DB-
SIDE.A.2



-P-CPM.4-STY.3-DB-
SIDE.A3



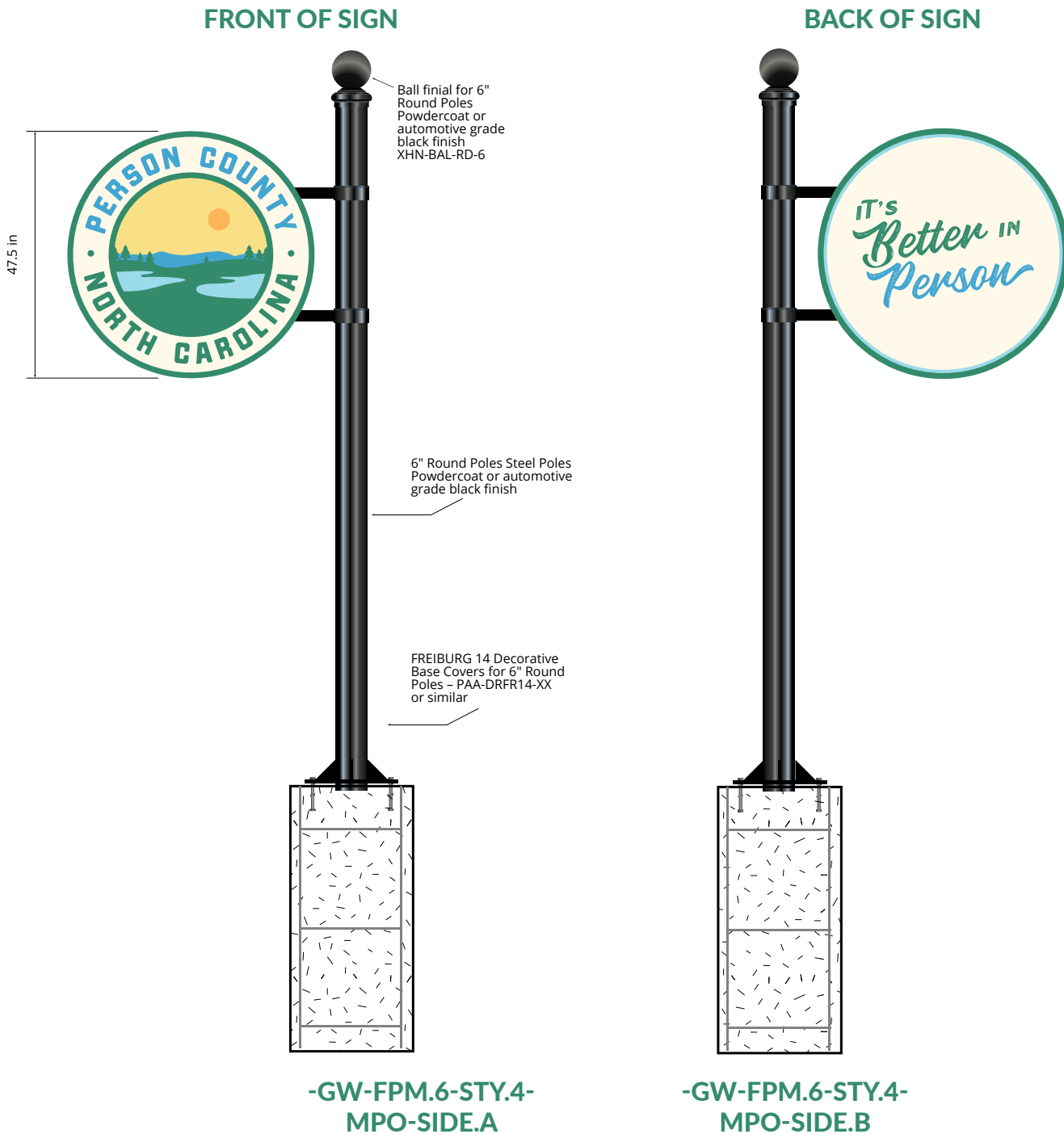
-PR-RM.X-STY.3-
SIDE.A

An optional Parking Rider may be used in conjunction with a Pedestrian sign to direct visitors toward public parking lots” under the parking rider image.

GATEWAY SIGNS

GATEWAY SIGNS (GW)

Gateway signs can vary in size and style, depending on the budget and chosen location. Below may be used at county lines as an option. Two panels are sandwiched on the support arms to form a double sided sign. **Optional Decorative bases may be used (not shown).**



GATEWAY SIGNS

GATEWAY SIGNS (GW)

Gateway signs can vary in size and style, depending on the budget and chosen location. Below are for entry to Uptown Roxboro. Two panels are sandwiched on the support arms to form a double sided sign. Optional Decorative bases may be used (not shown).

FRONT OF SIGN



-GW-FPM.6-STY.5-
MPO-SIDE.A

BACK OF SIGN



-GW-FPM.6-STY.5-
MPO-SIDE.B

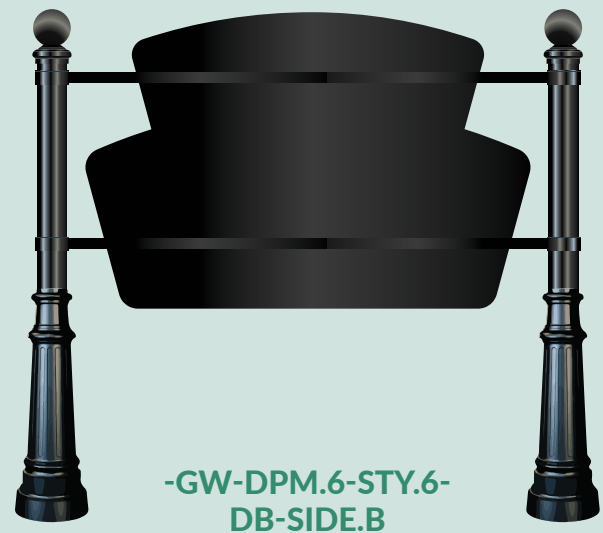
GATEWAY SIGNS

GATEWAY SIGNS (GW)

Gateway signs can vary in size and style, depending on the budget and chosen location. Below are for entry to Roxboro. There is an option for stone base supports depending on budget, proximity to right of way and aesthetic preferences.

FRONT OF SIGN

BACK OF SIGN



SIGN DESIGNS

GATEWAY SIGNS

GATEWAY SIGNS (GW)

Gateway signs can vary in size and style, depending on the budget and chosen location. Below are for entry to at county lines. There is an option for stone base supports depending on budget, proximity to right of way and aesthetic preferences.

FRONT OF SIGN

BACK OF SIGN



GATEWAY SIGNS

GATEWAY SIGNS (GW)

Gateway signs can vary in size and style, depending on the budget and chosen location. Below are for entry to Roxboro. This is an option for a digital display LED, should one be desired and allowed. There is an option for stone base supports depending on budget, proximity to right of way and aesthetic preferences.

FRONT OF SIGN

BACK OF SIGN



-GW-DPM.6-STY.8-
DPM-SIDE.A



-GW-DPM.6-STY.8-
DPM-SIDE.B



OPTIONAL STONE
BASE
-GW-DPM.6-STY.8-
SB-SIDE.A

SIGN SPECIFICATIONS

Wayfinding signs are directional in nature due to their placement along public roadways. Person County should place its directional signs in places where the proximity of the roadway to major destinations warrants directional assistance to the unfamiliar traveler, such as at major intersections and along primary roads.

All of the recommended signage makes use of the existing branding color palettes (page 1-3) and to ensure legibility. The shape of the signs reflect the Steering Committee's thoughtful consideration and consensus regarding the need for engaging yet clear, easy-to-read signs.

LOCATION

Signs shall be located following MUTCD guidelines and be placed on the right side of the roadway. The distance from the roadway's edge is dependent on the location and speed limit. In business, commercial, or residential areas with speed limits below 35 MPH, signs shall be located a minimum of two feet from the roadway's edge and four feet from all pedestrian crosswalks. In rural areas with speed limits 35 MPH or above, signs shall be a minimum of 12 feet from the edge of pavement. Placement behind guardrail or sidewalk is preferred. Signs shall have a lateral offset distance of no less than 7-feet from adjacent grade of pedestrian walkways.

SIGN PANELS

Sign panels should be fabricated with 3/16-inch - 1/4-inch thick aluminum depending on size and mounting method. ***Refer to sealed structural engineering drawings for final specifications.*** Measurements will vary based on the speed limit and the number of destinations. The text should be printed on retro-reflective vinyl unless intended for use by pedestrians.

LETTERING

All lettering for vehicular wayfinding signs shall meet MUTCD guidelines and be a minimum of four inches or six inches in height, depending on speed limit, with a minimum of two inch spacing between lines and no more than six lines of text.

RETROREFLECTIVITY

All lettering, arrows and symbols on signs intended for vehicular traffic shall be retroreflective with Federal Highway Administration (FHWA) approved retroreflective material and show the same shape and color both day and night for optimal visibility. Signs intended for pedestrian use should not be retroreflective.

SIGN SPECIFICATIONS

SUPPORTS

Vehicular directional signs shall be placed on a single support or post as noted in drawings as per specifications provided by a structural engineer to be forthcoming. All support finishes to be powder coated black. ***Refer to sealed structural engineering drawings for final specifications.***

Projection mounted support bars to be welded construction consisting of a round collar sized to fit pole diameter with an arm bar 1.5-inch to 2-inch square. Bars to fit angle brackets welded to back of sign panels to be joined together mechanically.

Single pole mount signs should make use of square slip cover mounts finished in the same color as the post

Parking riders and other small directional signs shall be attached to posts with compression ring mounts.

DECORATIVE BASES

Decorative bases may be used on signs with decorative supports. Decorative bases and finials (pole caps or toppers) come in many different sizes and shapes. The addition of these elements can provide a distinctive style to the wayfinding signage.

Due to the additional cost of these elements, the TDA may consider adding these accents to only the most visible downtown locations. Bases may be similar to Ornamental Post & Panel Series 400 or FREIBURG 14 PAA-DRFR14-06 or as selected by TDA.



SIGN SPECIFICATIONS

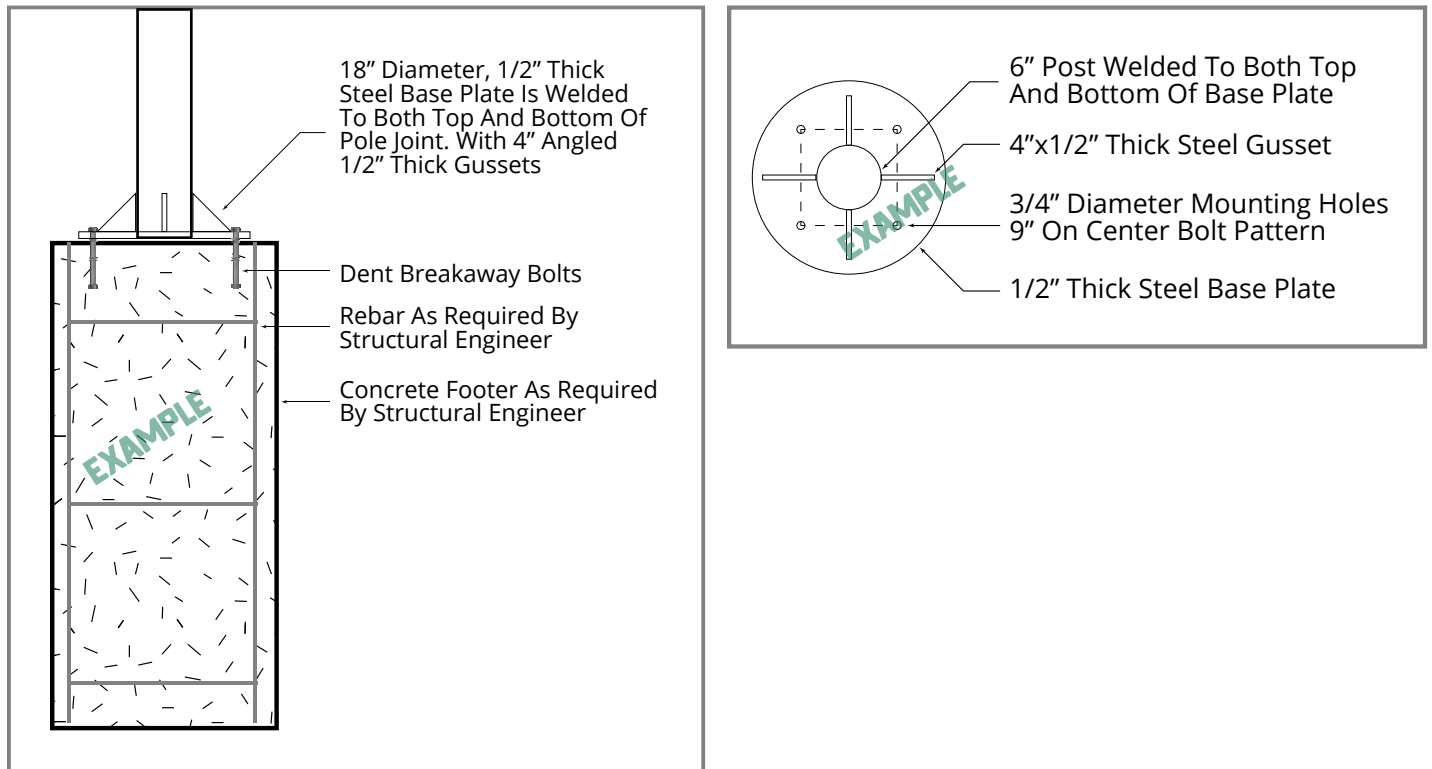
FOOTERS

The footer for a sign depends on the size of the sign, support type, soil type and wind load. When a sign is installed near a roadway, the support must include a breakaway system approved by the Federal Highway Administration (FHWA).

Breakaway systems are used to allow the sign to break away from the concrete footer upon impact. They significantly decrease the possibility of a fatality due to impact. The final footer design should be developed and sealed by a professional structural engineer.

POTENTIAL FOOTER MOUNTING DETAILS

Refer to sealed structural engineering drawings for final specifications.

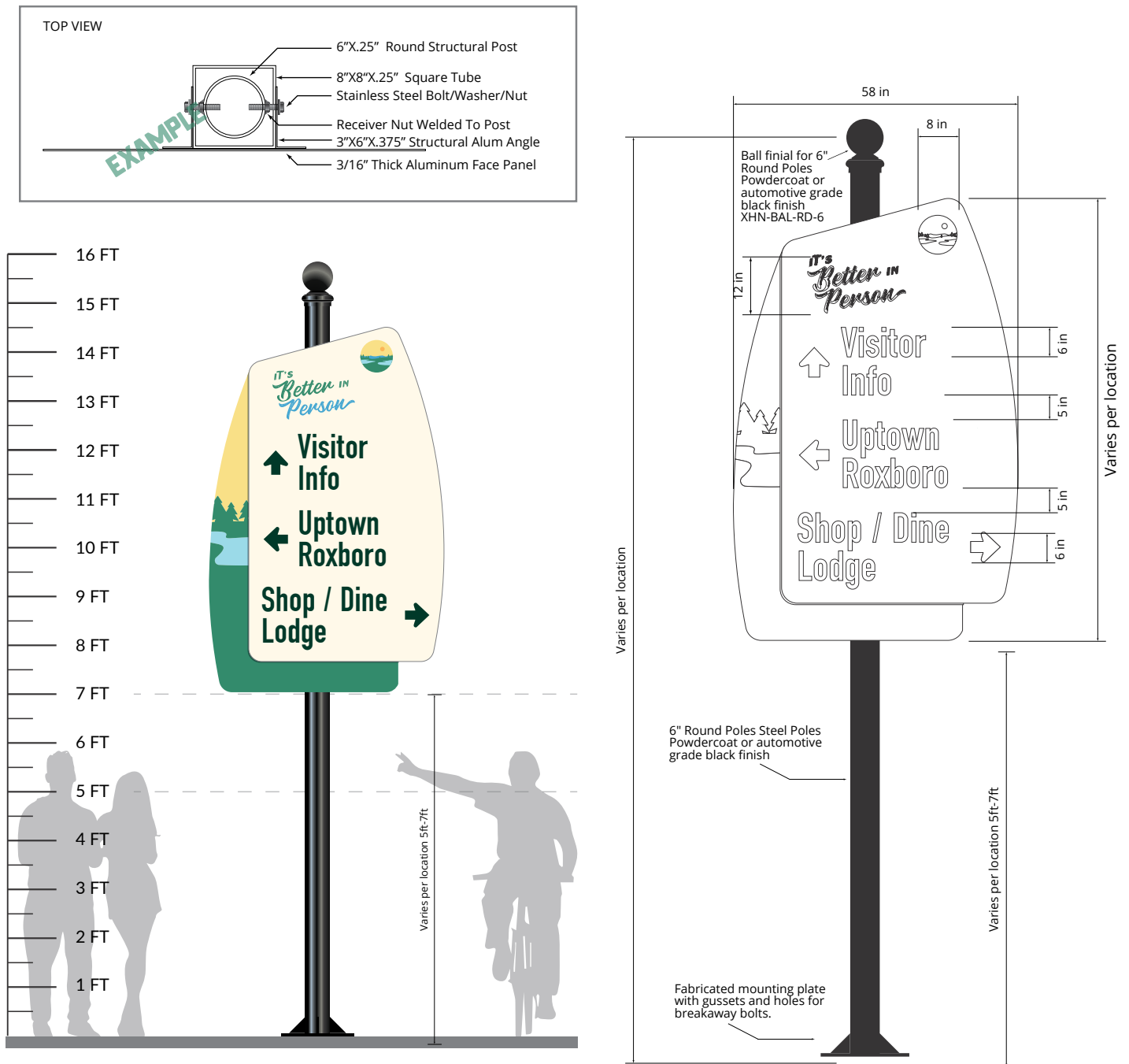


SIGN SIZING

HIGH SPEED

High speed vehicular directional signs should be used on roads where the speed limit exceeds 25mph. Letters should be a minimum height of six inches per MUTCD guidelines. Each panel height may vary based on the number of destinations.

Refer to sealed structural engineering drawings for final specifications.

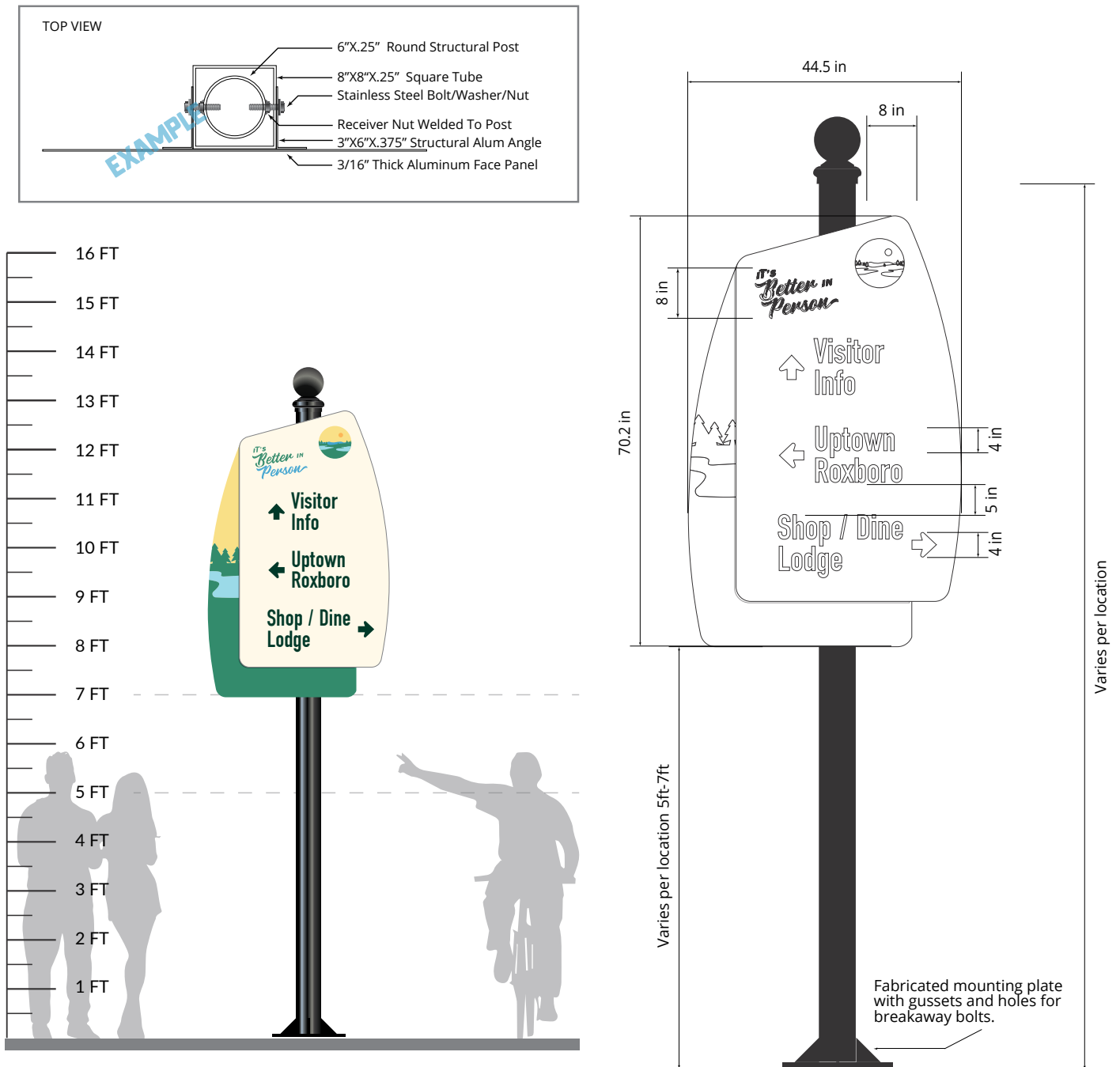


SIGN SIZING

LOW SPEED

Low speed vehicular directional signs should be used on roads where the speed limit is 25 mph or less. Letters should be a minimum height of four inches per MUTCD guidelines. Each panel height may vary based on the number of destinations.

Refer to sealed structural engineering drawings for final specifications.

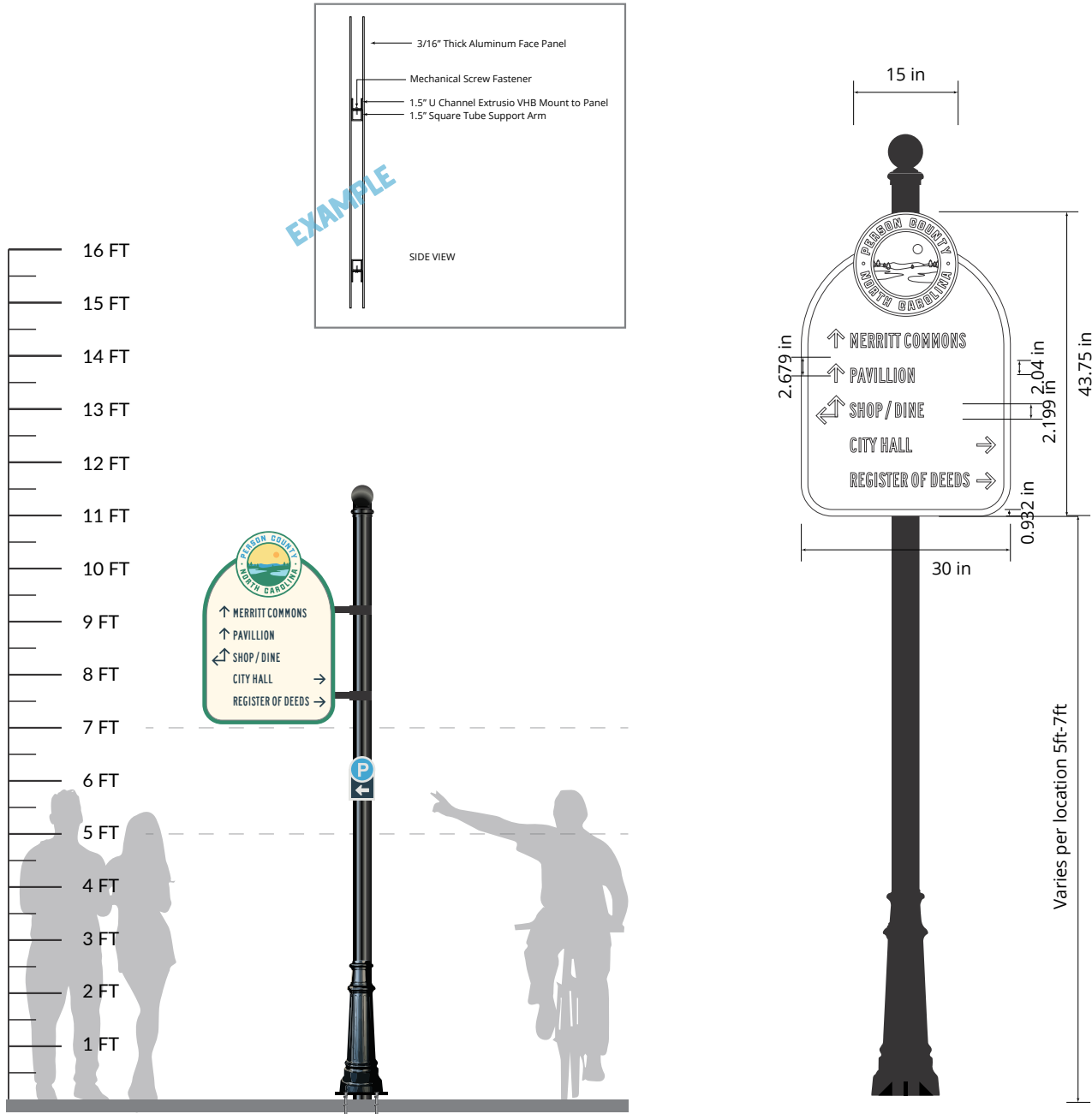


SIGN SIZING

PEDESTRIAN

Pedestrian wayfinding signs should be placed to minimize visibility to drivers, using methods like locating them far from the road or facing them toward the sidewalk. If near the road, signs should be mounted high or cantilevered over the sidewalk to avoid conflicting messages for drivers and pedestrians.

Refer to sealed structural engineering drawings for final specifications.

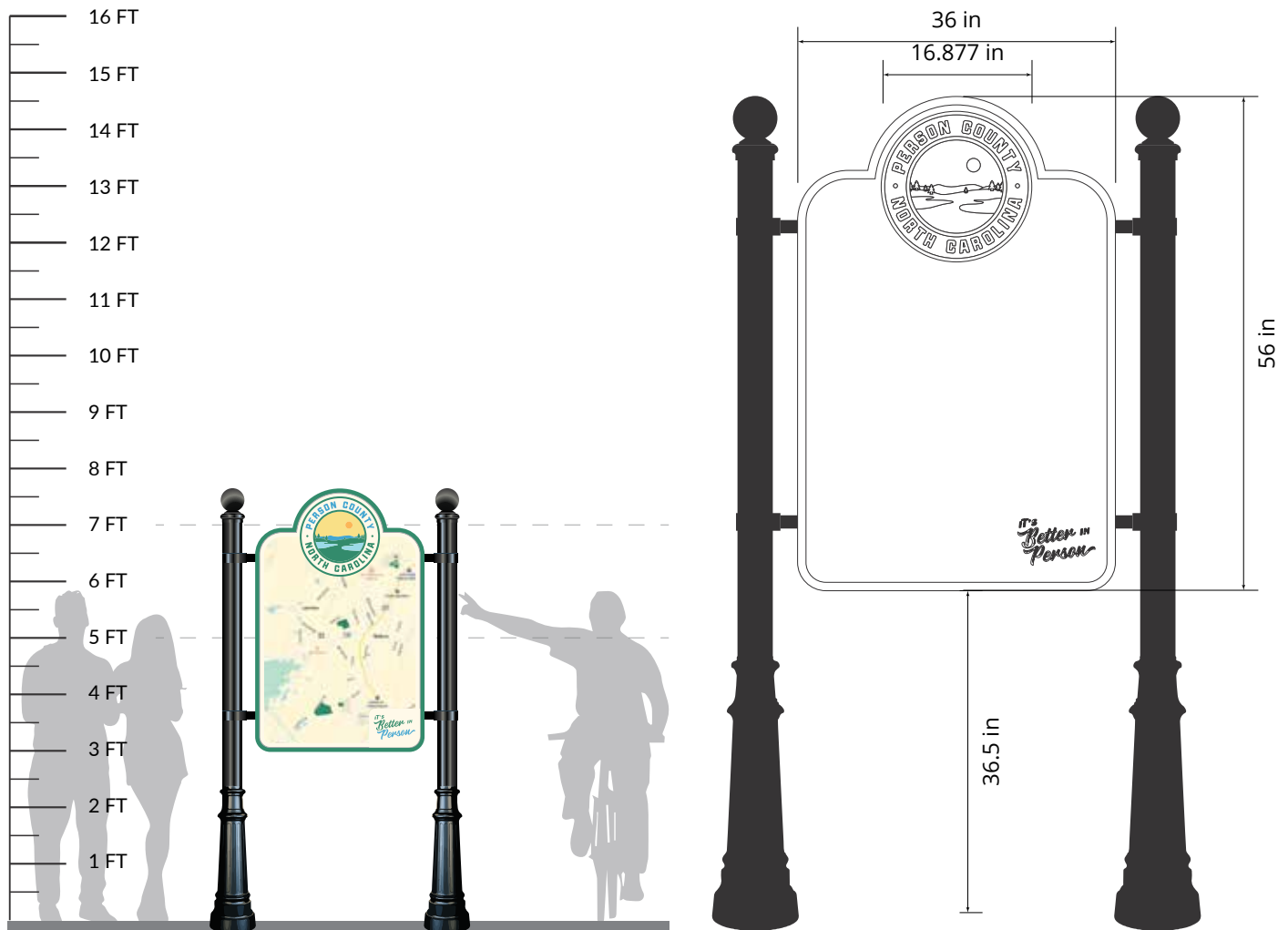


SIGN SPECIFICATIONS

INFO KIOSK

Info kiosks are integral parts of pedestrian wayfinding, providing valuable information for pedestrians only. They come in various designs such as single or double-sided displays, triangular, or cubic structures. Sizing can vary but typically follows recommended dimensions to suit the environment and information needs.

Refer to sealed structural engineering drawings for final specifications.

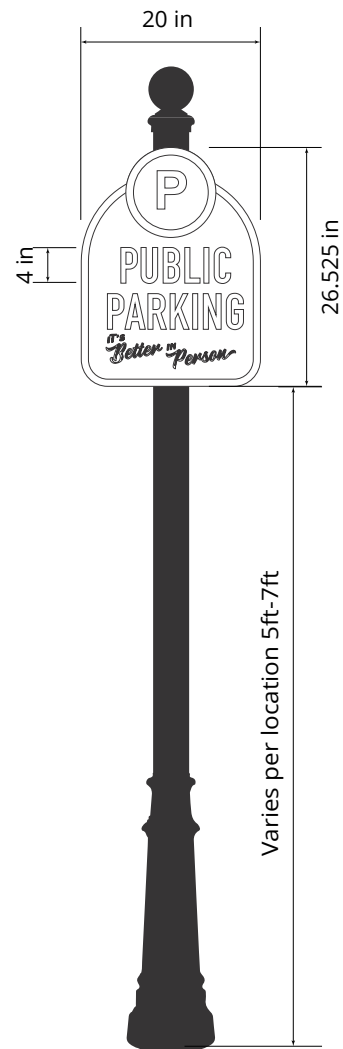
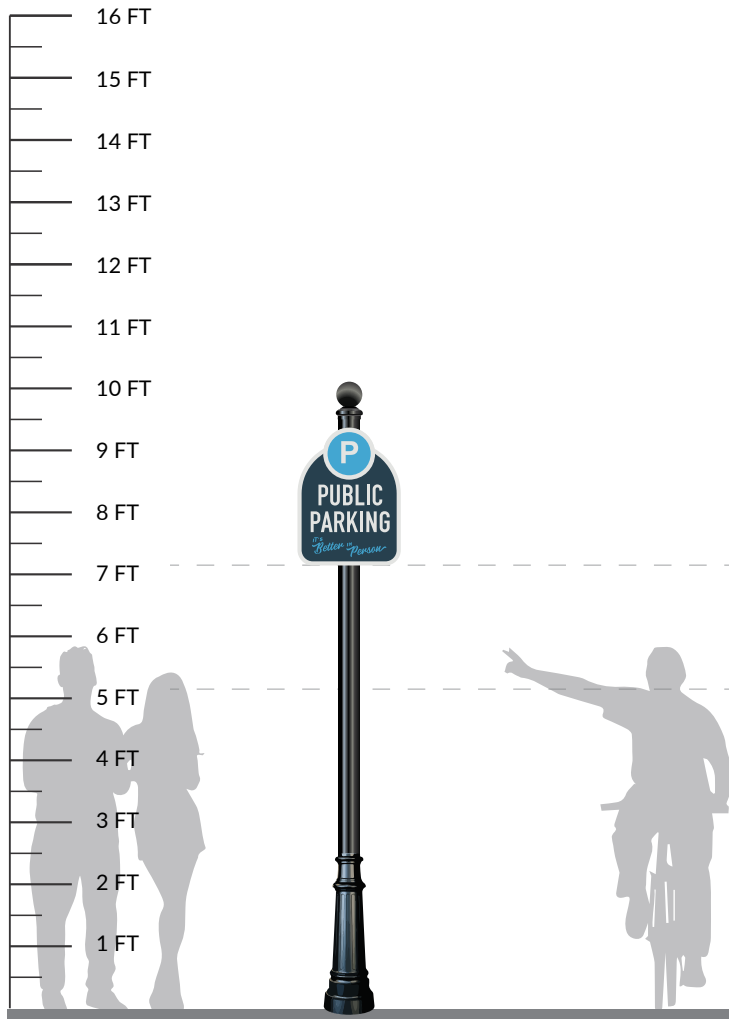
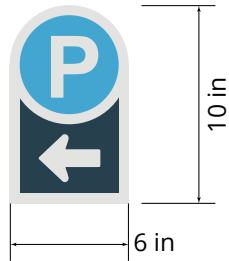


PUBLIC PARKING SIGNS (P)

Parking directional signs help to guide residents and visitors to the most dependable public parking locations. Parking directional signs are located along primary roadways and direct them toward the parking lots, while parking lot signs let them know that they are in the correct location.

Refer to sealed structural engineering drawings for final specifications

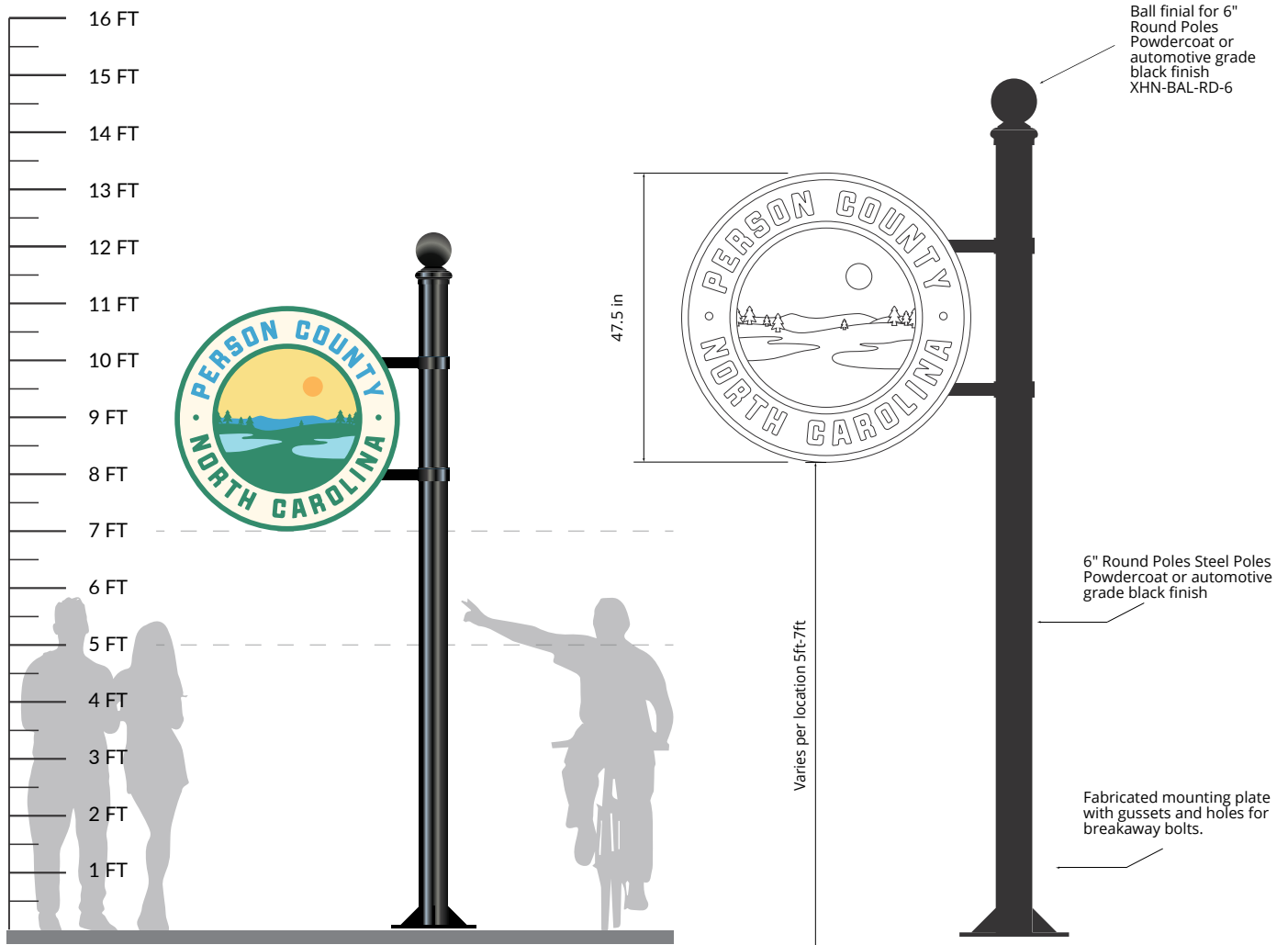
An optional Parking Rider may be used in conjunction with a Pedestrian sign to direct visitors toward public parking lots” under the parking rider image.



GATEWAY

Gateway signs are placed near municipal or community limits along roadways to showcase local identity. To ensure safety, signs must not obstruct sight lines or resemble traffic control devices. The size and placement of these signs follow MUTCD and NCDOT standards and guidelines to maintain a clear and safe environment for all road users.

Refer to sealed structural engineering drawings for final specifications.

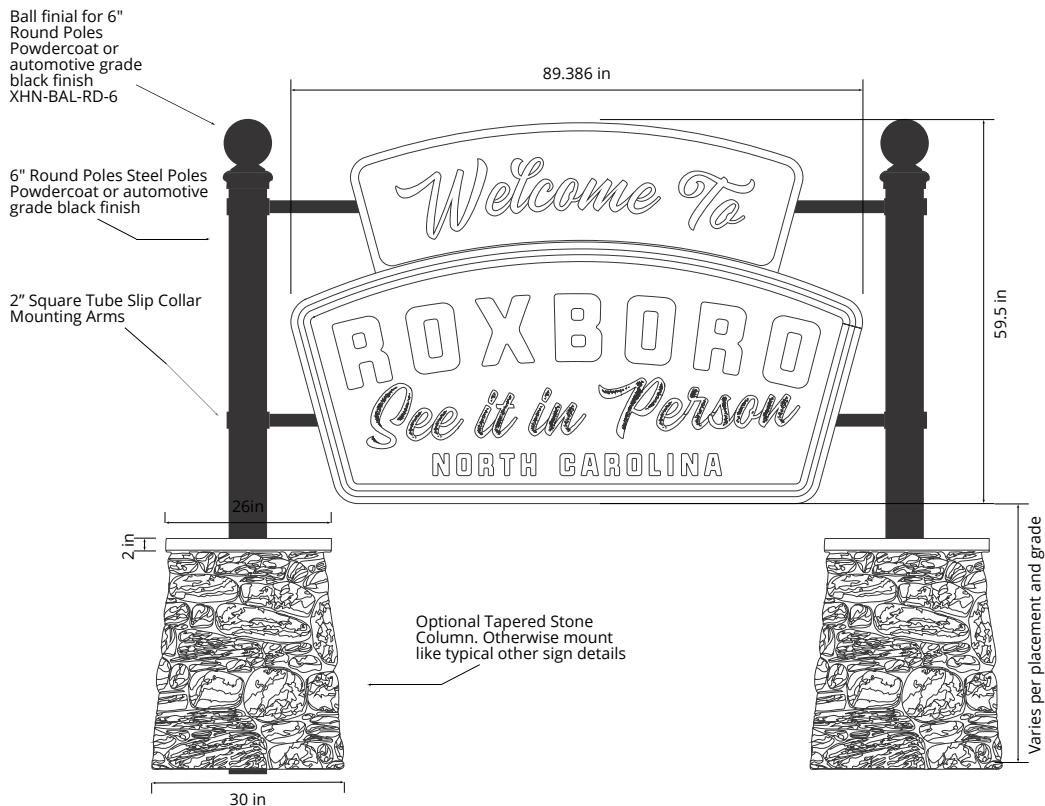


SIGN SIZING

GATEWAY

Gateway signs are placed near municipal or community limits along roadways to showcase local identity. To ensure safety, signs must not obstruct sight lines or resemble traffic control devices. The size and placement of these signs follow MUTCD and NCDOT standards and guidelines to maintain a clear and safe environment for all road users.

Refer to sealed structural engineering drawings for final specifications.



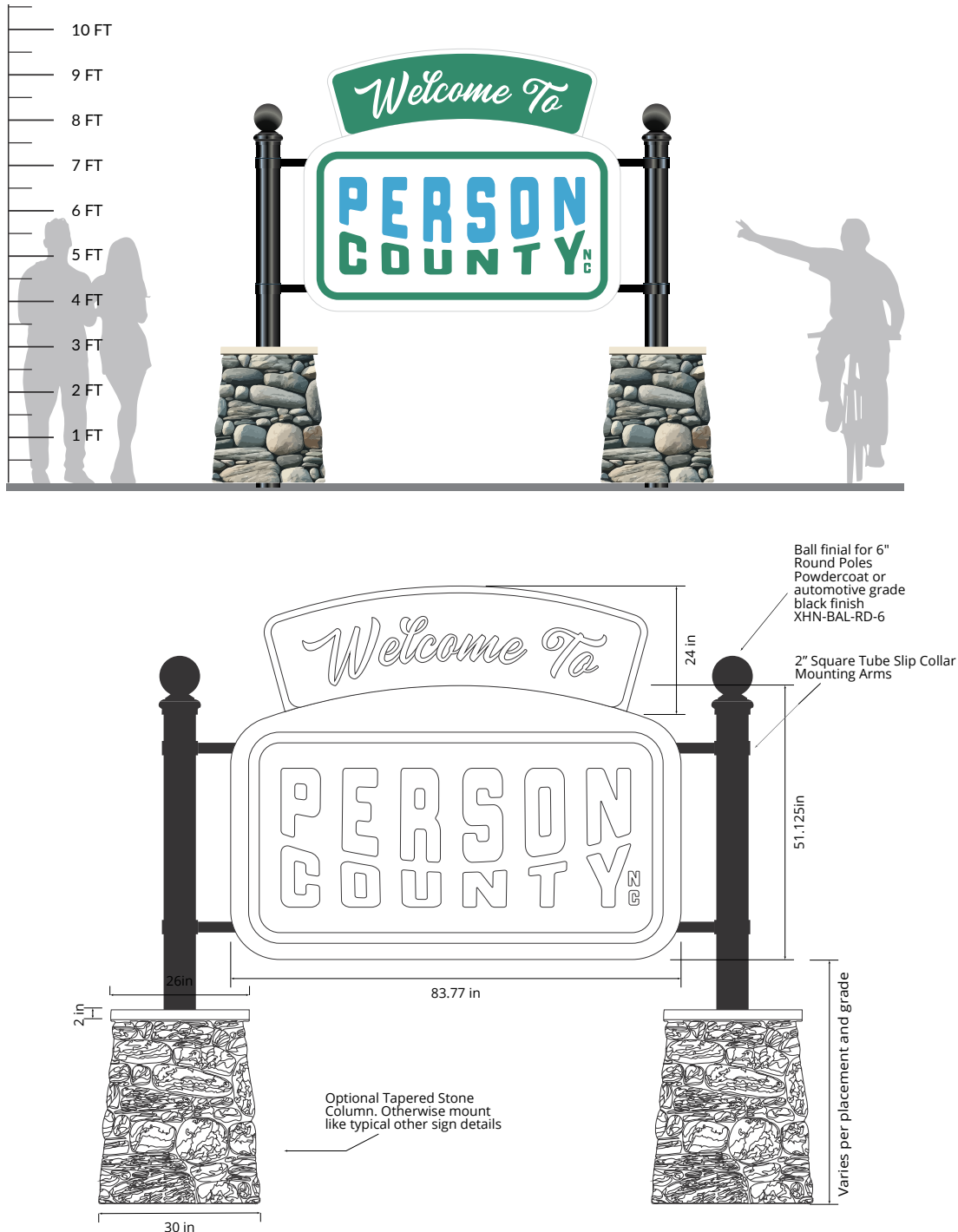
SIGN SPECIFICATIONS

SIGN SIZING

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Refer to sealed structural engineering drawings for final specifications.

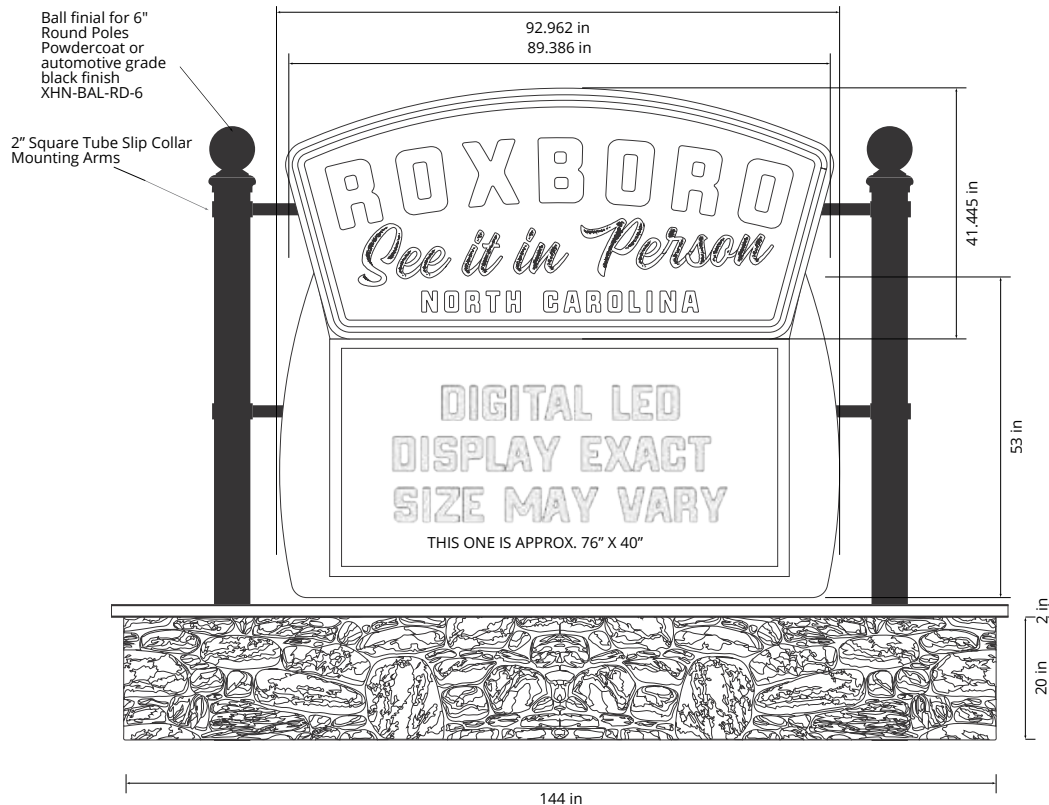


SIGN SIZING

GATEWAY

Gateway signs are placed near municipal or community limits along roadways to showcase local identity. To ensure safety, signs must not obstruct sight lines or resemble traffic control devices. The size and placement of these signs follow MUTCD and NCDOT standards and guidelines to maintain a clear and safe environment for all road users. This is a conceptual option only. Final design to be determined based on the proposed sign location and use.

Refer to sealed structural engineering drawings for final specifications.



SIGN SPECIFICATIONS