

1. During the final phase of design the Project Manager (PM) shall work with the Executive Director to determine appropriate placement and sizes for construction signs. Construction signs need to be posted when the construction fence is erected at the start of construction along the main paths of travel or roadways facing the site. (Note: allow 7 days for proofing, approvals and fabrication of construction signs).

- Work with Executive Director to determine the appropriate location for construction signs (foot or car traffic)
- Standard Sign Size: Capital Projects 4' x 6'; Renewal Projects 2 ½' x 4'; custom sizes can be discussed when appropriate.
- **Sign Material:** Durable and waterproof material, such as vinyl or aluminum.

Letter Font and Size: Calibri font or similar San Serif font style, with letters a minimum of 1 inch high as measured by the upper case character. Such letters shall be black on a white background, with College Logo vp-finance.williams.edu/purchasing/swag-visual-identity-guidelines/ in Official Williams purple color of a shade matching Pantone 267C.

Line Spacing: Half of an inch.

- All construction signs must include:
 - i. Project Title
 - ii. High Resolution Project Photo/Rendering or Plan
 - iii. General project description with start and scheduled completion dates for project
 - iv. College Logo in required font per website
 - v. PM name, phone number and email address
 - vi. Website Address for PDC
(facilities.williams.edu/planning-construction/)
 - vii. Architect Information
 - viii. Contractor Information
- Review locations and the number of signs required with Executive Director

- In addition to project signage, all capital projects are to have scrim with project specific graphics, installed along the perimeter fence.
2. PM provides the project information: (project scope of work, benefits, and general timeline) using the templates provided for the appropriate sign size. Remember the audience; provide simple clear project details anyone can understand.
 - i. Do not use acronyms in your descriptions; few people will know what they mean except you.
 - ii. For Capital Projects, the PM will provide the Executive Director with a final template proof and high-resolution project photo or plan for review and approval. For Renewal Projects, the PM will provide the Executive Director with a final template proof for review and approval.
 - iii. Remember this is an opportunity for us to tell others what we do! Does your sign proposal communicate to others what we do, what to expect and the benefits to them?
 3. The Executive Director will make any final edits and gain internal approvals when required. The PM will send the final template proof to sign vendor for printing and delivery to the PM (this may be coordinated through contractor for convenience).
 - i. The construction project is responsible for the cost associated for the construction sign(s). The contractor will be responsible for securing the permit and installing the sign(s).
 - ii. Construction signs should be attached to the construction fence where possible or adhered to 3/4" plywood backing to prevent wind damage. If proper attachment is not used any replacement caused by damage will be at the contractors expense.
 - iii. Construction sign pricing: prices are approximate, a proposal will be provided for all sign orders. Contractors must use the College's sign vendor.
 - a. 4' x 6' vinyl mesh sign - \$105 each
4' x 6' .040 ga. aluminum sign - \$595 each

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CONSTRUCTION SIGNAGE GUIDELINES

- b. 2 ½' x 4' vinyl mesh sign - \$70 each
2 ½' x 4' ga. aluminum sign - \$248 each; with posts \$30 each
 - c. Custom size prices will be priced individually
 - iv. PM's will be responsible for setting up the Contractor with a username and password to the College's sign vendor's website.
4. Should you have questions or need assistance with sign requirements please contact Tim Reisler.