

Ripley Signage Guidelines
March, 2019

Overview

The purpose of these Signage Guidelines is to illustrate the parameters for each businesses sign on the main street of Ripley. The intent for the downtown signage is to create a unified look and prevent signage clutter in the downtown corridor. Compliance with these guidelines may result in the eligibility of grant funding.

Signage Design Concept

The signs will be made up of the following elements:

- 1) Sign Shape – Oval
- 2) Business Name – Printed in a legible font
- 3) Other business information as necessary

Signage Colours

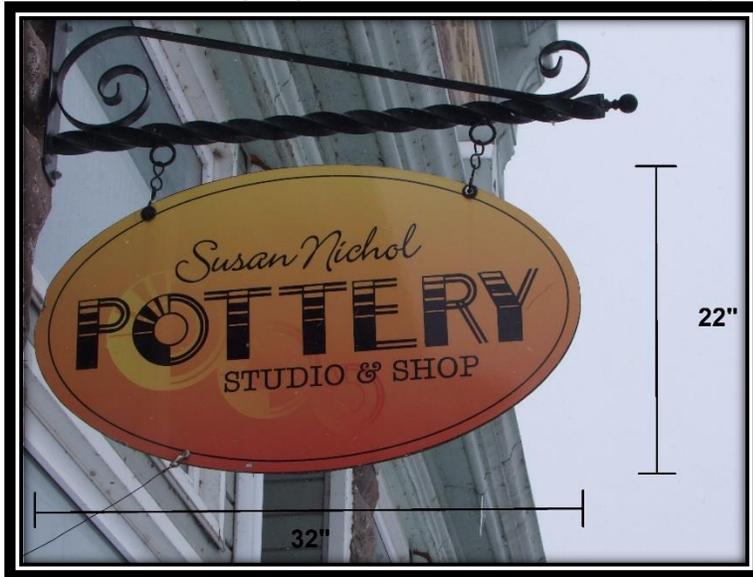
It is recommended that businesses select a colour which complements the historic character of the downtown. Preferred colours include some of the deeper, richer, heritage colours and other coordinating colours, primarily in various shades of green, gold, rust, warm brown, blue and burgundy. Neutral colours (white, cream, beige, black) are also suitable in conjunction with these colours.

Neon and brightly coloured signs are discouraged. As a general guideline, please consult the colour palette below, which is also found in the Ripley Community Toolkit.



Signage Size and Scale

Perpendicular Signage will be 32" wide and 22" high.



Signage Material

Sign – Since the Ripley Revitalization Committee is promoting the look and feel of a “unique and handcrafted” community, businesses are encouraged to try to incorporate “handcrafted” elements appropriate to their business into their signage; although this is not required. For example, a woodworking shop may wish to erect a sign constructed out of sandblasted wood. Existing perpendicular signage in the downtown are constructed out of aluminum with vinyl lettering. Handmade signs are discouraged.

Brackets - It is recommended that each sign in the system use the same colour of bracket.

Selected bracket colour is: Powder Coated Black

Some Blade Sign Brackets Examples:

43" Decorative Scroll Bracket



43" Double Mounted Reverse Scroll Bracket



Sign Maker - To ensure consistency across all the signage, it is recommended that a preferred supplier be appointed to this project. By having a preferred supplier, the quality and pricing will be consistent for all signs.

The preferred sign makers for this project are:

- J&D Signs, Kincardine
- Progressive Results Group, Kincardine

Installation - The sign is to be flush mounted against the building and at **minimum** the bottom of the sign must be 9 feet (2.74 meters) above the sidewalk.

Summary

These guidelines have been developed by the Ripley Revitalization Committee. If you have any questions regarding perpendicular signage in Downtown Ripley, please contact Taralyn Cronin, the Business & Economic Officer for the Township of Huron-Kinloss, at 519-395-3735 or tcronin@huronkinloss.com.