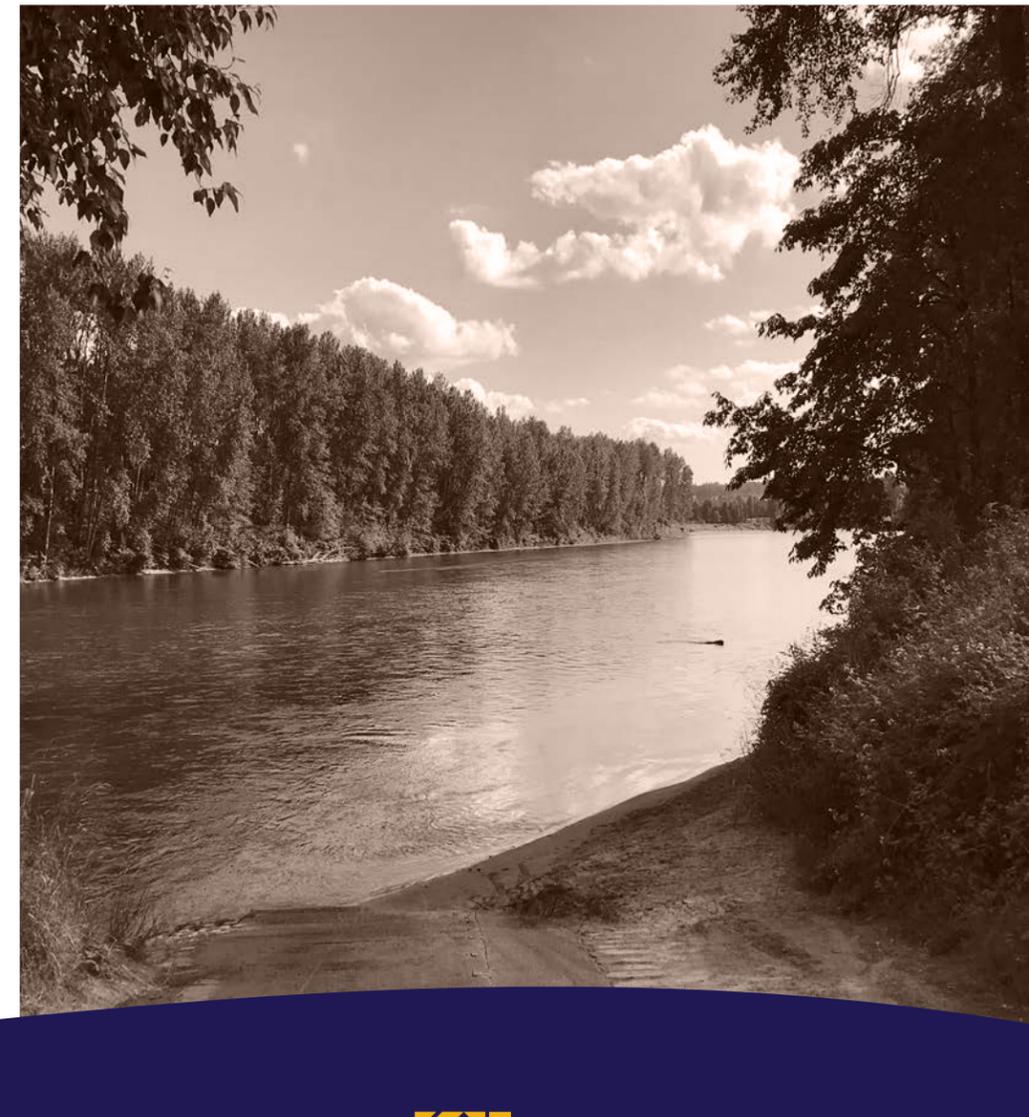


CITY OF MONROE

GATEWAY SIGNAGE DESIGN REVISIONS 1

02/17/2020



INTRODUCTION

Tangram Design developed 7 different concept designs for the City of Monroe’s gateway at the roundabout located at the intersection of Main Street and the 522 exit ramp. Based on a meeting Tangram held with the committee on 01/23/2020, the design team was given specific design directions to move forward with as follows:

General Comments

- Lighting is essential, use lighting as a way to add color to designs. Ensure lettering can be seen at night either through lighter lettering or lighting
- Add “Washington” to signage
- Use landscape as an accent only, include designs that can stand alone without landscape incorporated into design
- Include texture and dimensionality in signage
- Show letterforms in stainless steel color
- Monroe’s history has a strong connection to the railroad. Incorporate elements that reflect this tie.

Concept #1, #2, #3, #5, #6

None of these concepts were liked by the committee so no further development was made to these options.

Concept #4

The committee liked some of the design elements in this concept. Further development was made on this design given the feedback supplied back. Revisions to this concept are provided herein.

- Likes: dimensionality and simplicity, symbols for mountains and river
- Dislikes: no taglines, mountains should more closely resemble our mountains, black lettering on black river symbols is too much, consider lighter lettering or blue river

Requested Revisions:

- Mountains look to much like rocks. Mountain shapes should be more angular and similar to the Cascade Mountains.
- Color is to southwestern and desert like. Look at colors that are more representative of the Cascades.
- Use type from concept 7.

Concept #7

The committee highly favored the design of this concept over the others. Further development was made on this design given the feedback supplied back. Revisions to this concept are provided herein.

- Likes: overall design, friendly and fresh feeling, two tone mountains, type
- Dislikes: the materials, no pipes, feels too industrial
- Requested Revisions:
 - Look at different material options
 - Don’t use wood for the Monroe letters. It creates too many lines.
 - Try brushed aluminum letters
 - Too monochrome

Tangram has made revisions to concepts 4 and 7.

Enclosed are the revisions to those concepts, per the comments supplied.

Please note that all designs will have lighting. Lighting may include internal lighting, back-lit, or external lighting so the sign can be seen in the day and night. Specific lighting options or designs will be determined at a later time, once a final design direction is selected.



Concept 4



Concept 7

CONCEPT 4 REVISIONS

Concept 4A

Revisions are as follows:

- Added more angles to the mountains
- Modified the color scheme to be less desert or southwestern in appearance. Additional color scheme options are shown on the following page.
- Changed font to match Concept 7
- Added the word "Washington"
- Letterforms changed to stainless steel color
- Wood element mimics railroad ties to add more connection to the city's railroad history (vertical orientation)



Concept 4A - Without Landscaping



Concept 4A - With Landscaping

Concept 4A - Color Options



Color Option 1

- Color scheme to mimic Cascade Mountains at dusk. Blue and purple colors are also similar to Monroe's logo colors.
- Dark wood
- Silver type



Color Option 2

- Color scheme to mimic Cascade Mountains in the distance
- Dark wood
- Silver type



Color Option 3 - Not Recommended

- Color scheme to mimic Cascade Mountains at dusk. Blue and purple colors are also similar to Monroe's logo colors.
- Light wood
- Blue type



Color Option 4 - Not Recommended

- Color scheme to mimic Cascade Mountains in the distance
- Light wood
- Blue type

Concept 4B

Revisions are as follows:

- Added more angles to the mountains
- Modified the color scheme to be less desert or southwestern in appearance. Additional color scheme options are shown on the following page.
- Changed font to match Concept 7
- Added "WA"
- Extended water element
- Letterforms changed to stainless steel color
- Wood element mimics railroad ties to add more connection to the city's railroad history (horizontal orientation)



Concept 4B - Without Landscaping



Concept 4A - With Landscaping

Concept 4B - Color Options



Color Option 1

- Color scheme to mimic Cascade Mountains at dusk. Blue and purple colors are also similar to Monroe's logo colors.
- Dark wood
- Silver type and water element



Color Option 2

- Color scheme to mimic Cascade Mountains in the distance
- Dark wood
- Silver type and water element



Color Option 3 - Not Recommended

- Color scheme to mimic Cascade Mountains at dusk. Blue and purple colors are also similar to Monroe's logo colors.
- Light wood
- Blue type and water element



Color Option 4 - Not Recommended

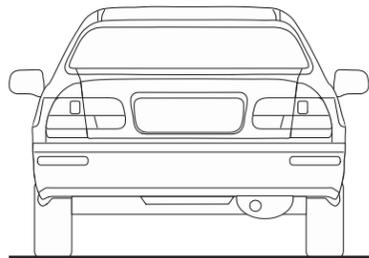
- Color scheme to mimic Cascade Mountains in the distance
- Light wood
- Dark blue type and water element

CONCEPT 7 REVISIONS

Concept 7A

Revisions are as follows:

- Changed the material of the "MONROE" type to brushed metal.
- Modified the color scheme of the "Mountains" to be less monochrome. The color scheme imitates the Cascade Mountains at dusk. The blue and purple colors are also similar to Monroe's logo colors.
- Added the word "Washington".
- Wood element and i-beam details mimic railroad ties and are added to create a better connection to the city's railroad history.



Concept 7A - Without Landscaping



Concept 7A - With Landscaping

Concept 7B

Revisions are as follows:

- The design of this option is very similar to Concept 7A. The only difference is the placement and size of the "Washington" panel.



Concept 7B - Without Landscaping



Concept 7B - With Landscaping

Concept 7C

Revisions are as follows:

- The design of this option is very similar to Concept 7B. The only difference is how the wood panels are connected. They are designed to resemble the detail of railroad spikes and ties.



Concept 7C - Without Landscaping



Concept 7C - With Landscaping

Concept 7D

Revisions are as follows:

- The design of this option is the same as Concept 7C, though the only difference is letters of "Washington" are pin mounted to the wood.



Concept 7D - Without Landscaping



Concept 7D - With Landscaping

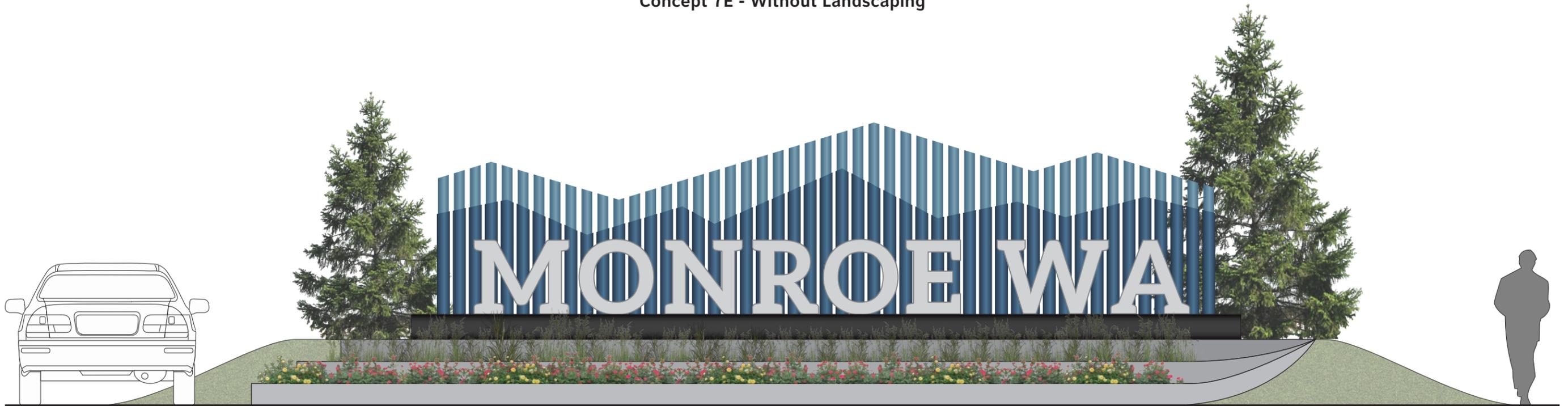
Concept 7E

Revisions are as follows:

- Changed the material of the "MONROE" type to brushed metal.
- Modified the color scheme of the "Mountains" to be less monochrome. The new colors are intended to create the depth of the Cascade Mountains.
- Added the acronym "WA".
- Added an i-beam element to the base to utilize a material and form that would create a connection to the city's railroad history.



Concept 7E - Without Landscaping

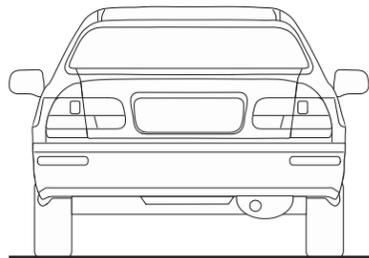


Concept 7E - With Landscaping

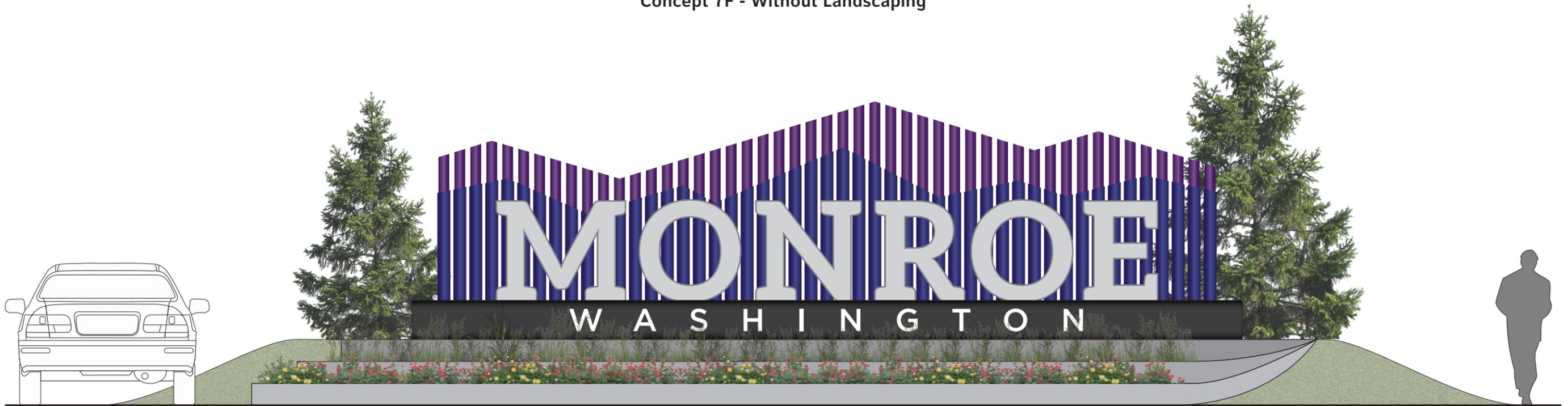
Concept 7F

Revisions are as follows:

- Changed the material of the "MONROE" type to brushed metal.
- Modified the color scheme of the "Mountains" to be less monochrome. The color scheme imitates the Cascade Mountains at dusk. The blue and purple colors are also similar to Monroe's logo colors.
- Added the word "Washington".
- Added an i-beam element to the base to utilize a material and form that would create a connection to the city's railroad history.



Concept 7F - Without Landscaping

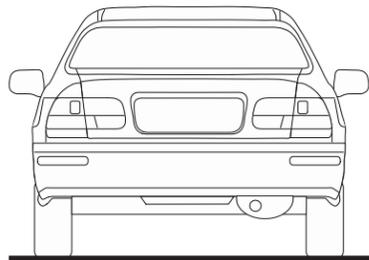


Concept 7F - With Landscaping

Concept 7G

Revisions are as follows:

- Changed the material of the "MONROE" type to brushed metal.
- Modified the color scheme of the "Mountains" to be less monochrome. The new colors are intended to create the depth of the Cascade Mountains.
- Added the word "Washington".
- Added an i-beam element to the base to utilize a material and form that would create a connection to the city's railroad history. An architectural perforated metal panel is added to the front of the i-beam to represent the Skykomish River and resemble the flow of water.



Concept 7G - Without Landscaping



Concept 7G - With Landscaping

Concept 7H

Revisions are as follows:

- The design of this option is the same as Concept 7G. The only difference is the color scheme.



Concept 7H - Without Landscaping



Concept 7H - With Landscaping

Concept 7I

Revisions are as follows:

- The design of this option is the similar to Concept 7H. The only difference is an architectural perforated metal panel is added to the front of the i-beam to resemble the flow of water and pattern on intersecting railroads.



Concept 7I - Without Landscaping



Concept 7I - With Landscaping

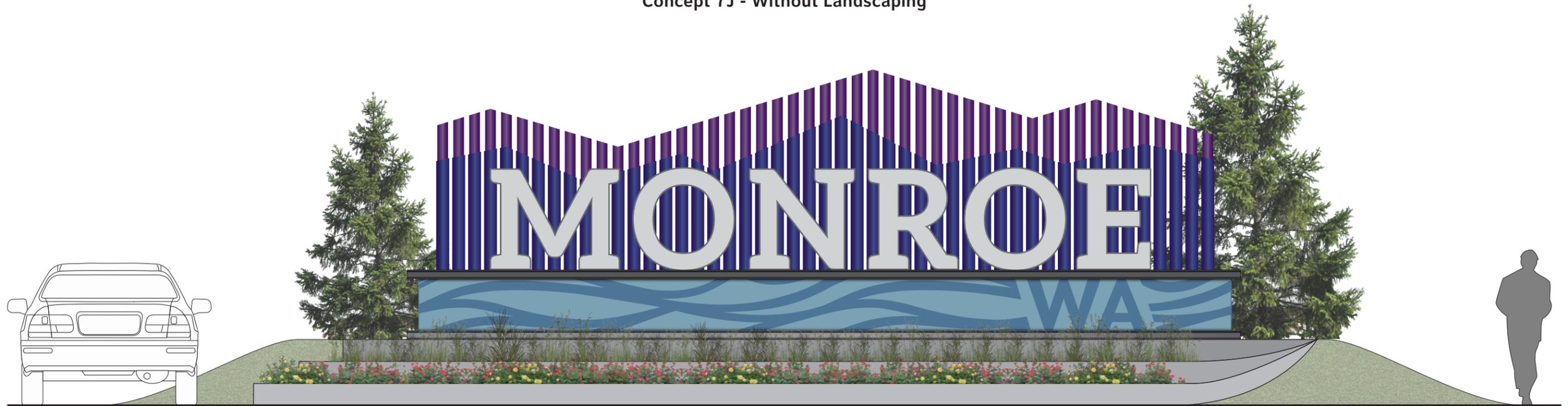
Concept 7J

Revisions are as follows:

- The design of this option is the same as Concept 7I. The only difference is the color scheme of the base.



Concept 7J - Without Landscaping



Concept 7J - With Landscaping