Pinellas County

Penny for Pinellas
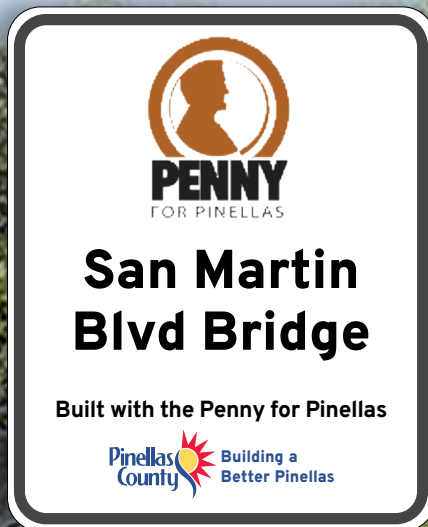# SIGNAGE
Guidelines

PENNY FOR PINELLAS

San Martin Blvd Bridge

Built with the Penny for Pinellas

Pinellas County — Building a Better Pinellas

Table of Contents

Purpose of This Guide

The Penny for Pinellas is a voter-approved, one percent sales tax that supports infrastructure projects. The Penny for Pinellas logo is primarily used for public education efforts and to more visibly document accountability in use of Penny funds.

One way the County communicates to voters the impact of the Penny for Pinellas is to place signs at Penny-funded project sites. This helps maintain the public's recognition of the Penny logo.

This document provides guidelines for a consistent design for these signs. While this document focuses on County projects, municipalities are encouraged to use the templates for permanent Penny for Pinellas signs on their projects. Using a standard sign design guide will improve brand recognition and ensure that signs are legible and appropriately used.

Checklist for Project Managers for Penny for Pinellas Informational Signs

Every project is different, so project managers will need to make judgment calls about what signs to place and where. The goal is to never have a situation where people see a Penny-funded construction project and have no easy way to know what the project is or who is responsible for it.

Design Stage

Is there likely to be **public interest** in the project or significant public benefit? If so, make sure the project has

- A project web page with indication that the project is Penny-funded.
- A plan for temporary construction signs and permanent signs.

Is there a location where **pedestrians might approach** the project area? Is the community already anticipating the project (e.g., a park)? If so, make sure the project has

- One or more "Coming Soon" signs. (May wait to install until late design or design completed depending on the project.)

If there is no pedestrian access but the **work will be visible from roadways**, make sure the project has

- A plan for large temporary construction signs
- A permanent sign plan where permanent signs are feasible.

The earlier signs can be planned, the more likely that they will be ready to install at the beginning of construction. **Determine your sign plan early.**

Construction

At the start of construction, where signs are feasible, the sign plan should be implemented to ensure that the public knows what the project is and that it is Penny funded. If it has not already been created, a request for the permanent sign should be prepared so they are ready to install once the project has been completed.

The remainder of this guide provides the options available for creating signs and exactly how to format them. If you have questions or concerns, please consult the Communications Department for assistance.

What Projects Should Display a Penny Sign?

Any infrastructure project that is partially or fully funded by the Penny for Pinellas should display a Penny sign from the beginning of construction, if feasible, and for at least ten years after the completion of the project. Signs must not violate any state or federal sign requirements or limitations, which may limit feasibility in some cases.

It is better to over communicate than to under communicate. Project managers should plan for signs unless there is a strong reason not to.

Most projects will need both temporary signs and permanent signs. Temporary signs are used to communicate additional information during construction. Permanent signs are to show the use of the Penny infrastructure sales tax over time.

Every project and its location are unique; therefore, project managers must use their judgment in planning for the signs that are appropriate for each project. This document is intended to help project managers make good decisions for the signs on their projects without dictating rules that may not be appropriate for all situations.
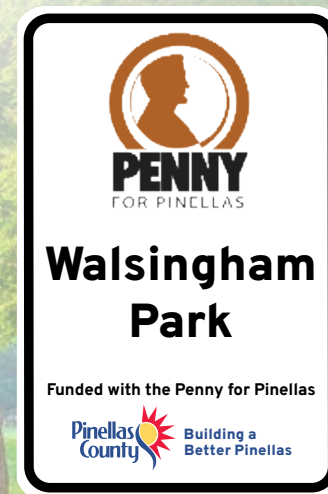
Temporary Signs Versus Permanent Signs

Often during the construction phase there is a need to provide more information to the public about a construction project than after a project has been completed. In this case a temporary sign may be used to convey information that is not needed on the permanent sign. For example, a temporary sign for a project that is in progress may include:

- A QR code linking to a project website.
- A general project time frame.
- Contractor.
- A phone number for more information.
- A phone number to text to sign up for alerts.
- Financial information such as funding source(s) and bid award amount.

There are three types of temporary signs that may be needed, as explained below.

Temporary "Coming Soon" Signs

For projects expected to have high community interest in walkable locations, such as a park improvements, library additions, or other neighborhood amenities, plan for a "coming soon" sign to inform the community of the project status and the URL for additional information. A temporary subplate "coming soon" below the permanent sign may be placed once the project design has been completed and construction times are more certain.

Temporary Large Construction Information Signs

Temporary signs may be standalone, large signs that are posted only during construction.

Temporary Small Sign Plates to Supplement Permanent Signs

If a permanent sign can be created and installed from the start of the project, a small temporary plate may be installed below the permanent sign to provide additional information relevant during construction.

When planning signs, evaluate the need for a permanent sign in addition to temporary construction signs. Permanent Penny signs are placed on project sites and infrastructure that have broad public visibility and/or are in locations of regular public interaction.

Location Affects What is Feasible to Put on a Sign

The most important information to convey on a temporary construction sign for a Penny project are:

1. This is a Penny for Pinellas Project.

2. Project name, e.g., Dunedin Causeway Bridge.

3. Who is responsible for the project for more information, e.g., Pinellas County, a municipality, etc.

4. Contractor handling the project.

5. Supplemental information about the project such as bid award, schedule, webpage, etc.

In some cases it will not be feasible to communicate more than the first three. For example, on a busy roadway where there are not stop lights or signs, it will not be possible or even safe to try to convey a great deal of detail such as QR codes, project numbers, etc.

Decisions to Consider in Planning for Signs

Project managers are responsible for planning signs for their projects. Public Works project managers should work with the Public Works communications staff to complete their sign plans. The Communications Department is also available to help. Departments without internal communications staff should work directly with the Communications Department.

The following guidelines cover many common situations that project managers will encounter, but every project is unique.

1. **Is there a good location to place a permanent Penny for Pinellas sign at the start of construction?**

   • If so, determine the appropriate size and location based on the templates in this document. Create a permanent sign that will remain and a temporary sign that can be removed when the project has been completed.

   • If not, plan for the location of the permanent sign to be installed after the project has been completed and plan for a temporary sign during construction when feasible.

2. **Does the location warrant one or more large, 8' x 4' temporary construction sign(s), or another size temporary sign?**

   • If the sign will be seen by people driving and there is an appropriate location for a larger sign, a 8' x 4' temporary sign is likely to be the most effective. (See temporary sign templates.) If there is not a good location for such a large sign, a smaller sign may be used.

3. **What information is appropriate for the sign based on the location?**

   • If the sign is a 8' x 4' temporary sign, where will it be located? Will people only see it when driving by at fast speeds, or is it likely that people will see it when walking, parking, or driving slowly? The more time someone would have to safely read the sign, the more information you may choose to include.

   • The standard information is project name, funding sources, contractor, bid award, and expected completion year. The sign may also show the amount of funding from each source and a URL or QR code for more information when this is appropriate for the project and the sign's location.

Funding Language

Most projects are not 100% funded by the Penny for Pinellas, so we use the term "with" to indicate that the Penny helped fund these projects.

When the project is a construction project where we are building something (e.g., a bridge) as opposed to other types of Penny projects (like acquiring park land), use this language:

- Built with the Penny for Pinellas

When the project is not a construction project (e.g., Lake Seminole Restoration), use the word "funded" instead of "built":

- Funded with the Penny for Pinellas

Language for Project Schedule

Do not post a specific month and year because construction project schedules are subject to change. When we have confidence of an approximate time, use the year with Early, Mid, or Late, or the seasons Spring, Summer or Fall. Do not use Winter, as it overlaps years and can be interpreted in two ways (Winter 2022—is that January 2022 or December 2022?)

Preferred language includes the following:

- Completion Expected YEAR
- Completion Expected Early/Mid/Late YEAR
- Completion Expected Season YEAR (except for winter)

Examples:

- Completion Expected 2027
- Completion Expected Late 2027
- Completion Expected Mid 2027
- Completion Expected Early 2027
- Completion Expected Summer 2027
- Completion Expected Spring 2027
- Completion Expected Fall 2027

Asset Management

All Penny signs installed by the County must be entered into *CityWorks* with refresh/removal dates.

Pine St Sidewalk and Roadway Improvements

Built with the Penny for Pinellas

Completion Expected Summer 2023

Supported by Penny for Pinellas and Community Development Block Grant

Contractor: Florida Safety Contractors, Inc
Contract Award: $426,957
Project #000105A   Bid #178-0350-CP (DF)

Penny Signage Specifications

There are two versions of the Penny for Pinellas logo, one vertical and one horizontal. The vertical version and vertically-oriented signs are preferred.

**Project Name:** Overpass Heavy, centered, black ink

Funded with the Penny for Pinellas, or **Built with the Penny for Pinellas:** Overpass Bold, centered, black ink

Tagline: "Building a Better Pinellas" is the same blue as Pinellas County logo blue, flush left, right of logo

The Pinellas County logo and penny tagline are centered on bottom of sign. The county logo and tagline are on the right when there are two funding sources. "**Building a Better Pinellas**" is removed when there are three or more funding sources.

Black Boarder Specifications
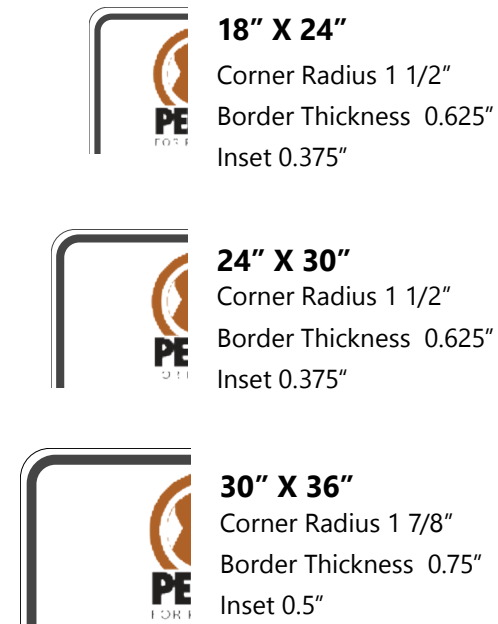
18" X 24"

Corner Radius 1 1/2"

Border Thickness 0.625"

Inset 0.375"

24" X 30"

Corner Radius 1 1/2"

Border Thickness 0.625"

Inset 0.375"

30" X 36"

Corner Radius 1 7/8"

Border Thickness 0.75"

Inset 0.5"

CMYK	Pantone	RGB	CMYK	Pantone	RGB
C: 100	653C	R: 47	C: 0	470C	R: 181
Y: 72		G: 74	Y: 58		G: 110
M: 2		B: 137	M: 100		B: 30
K: 2			K: 33		

Type and Font Family

Typeface

Signs use the open-source typeface **Overpass, http://overpassfont.org** to take advantage of the recognition people have of this typeface from highway signs, to ensure that all municipalities have access to the correct typeface at no cost, and to ensure that the signs are very legible from a distance.

Examples of 2-line and 3-line project names in Overpass heavy:

San Martin Blvd Bridge

Dunedin Causeway Bridges

Bee Branch Phase III

Walsingham Equestrian Park

67th Street N Widening

Ibis Pond Stormwater Improvements

Overpass Font Family

Overpass Heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Overpass ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Overpass Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Overpass SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Overpass Regular

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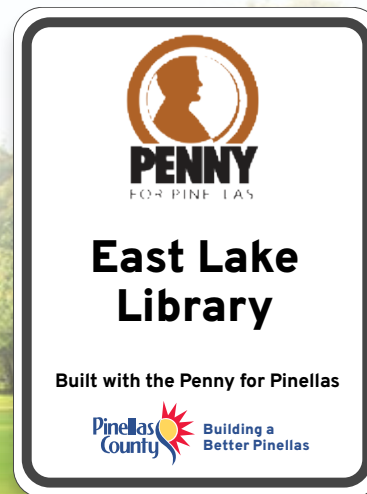
Overpass Light

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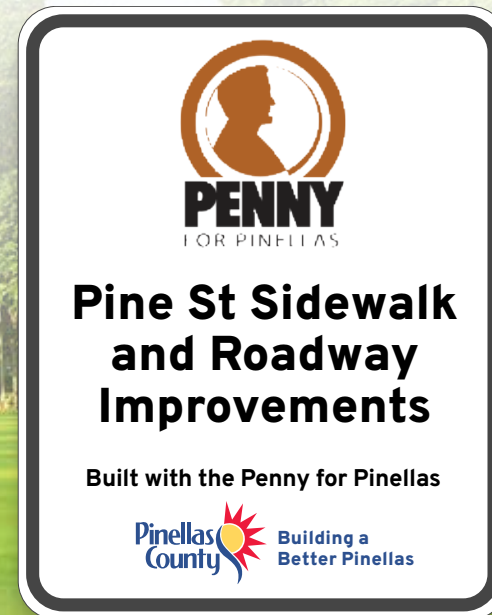
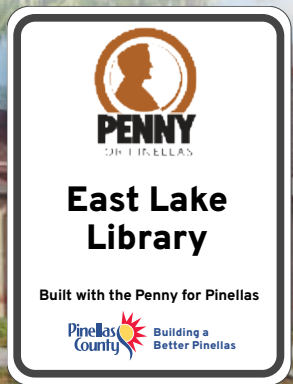## Permanent Penny Signs | Sign Sizes

12" x 18" [SIGN 1]

Walsingham Park

Funded with the Penny for Pinellas

18" x 24" [SIGN 3]

East Lake Library

Built with the Penny for Pinellas

24" x 30" [SIGN 6]

Pine St Sidewalk and Roadway Improvements

Built with the Penny for Pinellas

Permanent Penny Signs | Project Name Lengths

18" x 24" 2 lines [sign 3]

PENNY
OR PINELLAS

**East Lake
Library**

Built with the Penny for Pinellas

Pinellas County — Building a Better Pinellas

18" x 24" 3 lines [sign 4]

PENNY
OR PINELLAS

**Baypointe
Stormwater
Conservation Area**

Funded with the Penny for Pinellas

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24" x 30" [sign 5]

PENNY
FOR PINELLAS

**Pinellas Trail
North Gap**

Built with the Penny for Pinellas

Pinellas County — Building a Better Pinellas

24" x 30" [sign 6]

PENNY
FOR PINELLAS

**Park Boulevard
Drawbridge
Rehabilitation**

Built with the Penny for Pinellas

Pinellas County — Building a Better Pinellas

Permanent Penny Signs | Additional Funding Partner

30" x 36" [SIGN 8]

24" x 30" [SIGN 5]

PENNY
FOR PINELLAS

Fort De Soto Bay Pier Replacement

Built with the Penny for Pinellas

Federal Transit Administration | Pinellas County | Building a Better Pinellas

PENNY
FOR PINELLAS

Lake Seminole Restoration

Funded with the Penny for Pinellas

Southwest Florida Water Management District | Pinellas County | Building a Better Pinellas
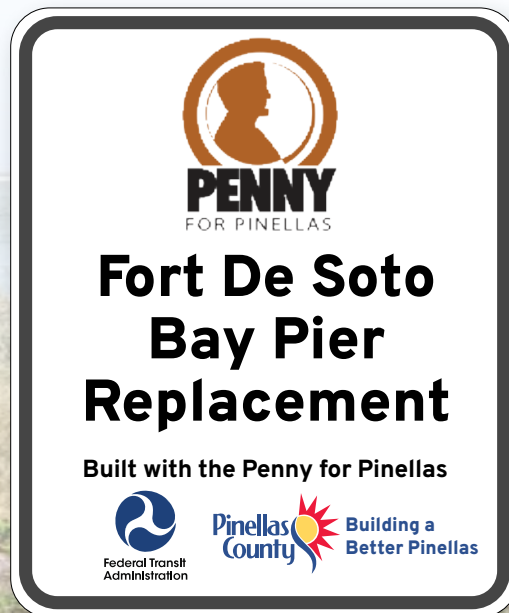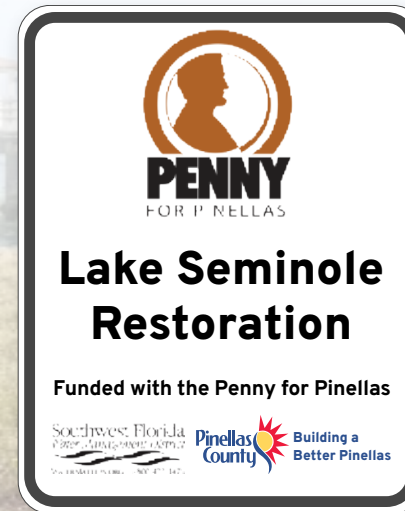
Permanent Penny Signs | Additional Project Information

24" x 30" with 24" x 30" subplate signs

PENNY
FOR PINELLAS

Georgia Ave Drainage Improvements

Funded with the Penny for Pinellas

Pinellas County — Building a Better Pinellas

Completion Expected Spring 2023

PENNY
FOR PINELLAS

Pine St Sidewalk and Roadway Improvements

Built with the Penny for Pinellas

Pinellas County — Building a Better Pinellas

Completion Expected Summer 2023

Supported by Penny for Pinellas and Community Development Block Grant

Contractor: Florida Safety Contractors, Inc
Contract Award: $426,957
Project #000105A   Bid #178-0350-CP (DF)

PENNY
FOR PINELLAS

Orange St – Alt 19 Pedestrian Bridge Replacement

Built with the Penny for Pinellas

Pinellas County — Building a Better Pinellas

Text DCAUS to 987654
to sign up for alerts

Board of County Commissioners Pinellas.gov/Alt 19

Contractor: GFL Construction Corps.
Contract Award: $1,191,575
Project #000105A   Bid #178-0012-CP (DF)

PENNY
FOR PINELLAS

Raymond H Neri Community Park

Funded with the Penny for Pinellas

Pinellas County — Building a Better Pinellas

Completion Expected Summer 2023

Pinellas.gov/park/raymondhneri

Contractor: AECOM   Project #000105A

Permanent Penny Signs | Temporary Subplate Signs

24" x 30" [sign 6] with 24" x 18" subplate signs

PENNY FOR PINELLAS

**Georgia Ave
Drainage
Improvements**

Funded with the Penny for Pinellas

Pinellas County **Building a
Better Pinellas**

PENNY FOR PINELLAS

**Georgia Ave
Drainage
Improvements**

Funded with the Penny for Pinellas

Pinellas County **Building a
Better Pinellas**

PENNY FOR PINELLAS

**Georgia Ave
Drainage
Improvements**

Funded with the Penny for Pinellas

Pinellas County **Building a
Better Pinellas**

**Completion
Expected
Spring 2023**

Supported by
Southeast Florida Water
Management District
and Penny for Pinellas

Project ID# 001008A

**Completion
Expected
Spring 2022**

Text DCAUS to 987654
Pinellas.gov/causeway
Contractor: Florida Safety Contractor

Budget $8,900,900

**Completion
Expected
Spring 2022**

Pinellas.gov/causeway

Temporary Construction Project Signs

For larger projects where Pinellas County is the lead and the project is in an area where the public will see the construction, one or more construction signs should be created to inform people about the project. Information on the sign will vary by project as indicated earlier in this guide, but must include the project name, "Funded with: " or "Built with: ", Penny logo, contractor, and bid award.

In most cases, signs also should include expected completion date and a URL with a QR code linking to the project webpage. These signs may be produced by the contractor or the Public Works sign shop if they have the capacity. All signs should be created using templates at **Pinellas.gov/Pennysigns**.

4' x 8'

Pinellas Gateway Expressway

Built with:

Completion Expected 2023

Contractor
he
eholder

ward
05,969.81

4' x 8'

Orange St – Alt 19 Pedestrian Bridge Replacement

Completion Expected
2023

Contractor
Any Construction Company

Bid Award
$3,105,969.81

Built with the Penny for Pinellas

Pinellas.gov/projects/orange-street-bridge/

4' x 8'

Bay Pier Replacement

Built with:

Completion Expected
Late 2023

Contractor
Shoreline Foundation Inc.

Bid Award
$4,764,300

Pinellas.gov/baypier

Incorrect Formatting

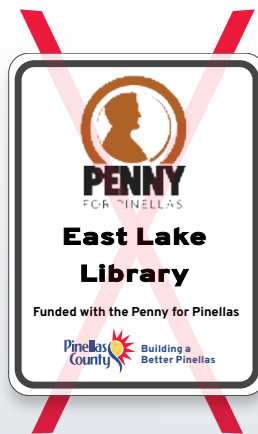Do not use different typefaces, colors, or distort the logo or typeface.
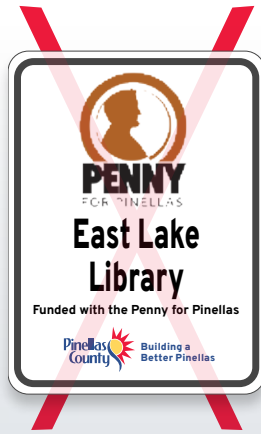
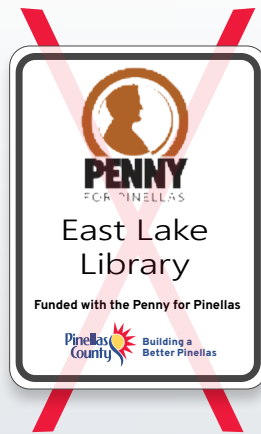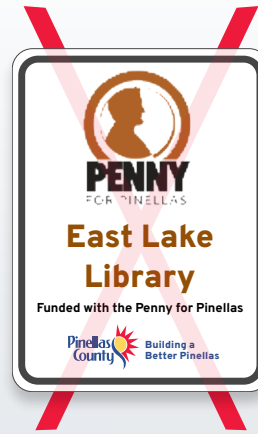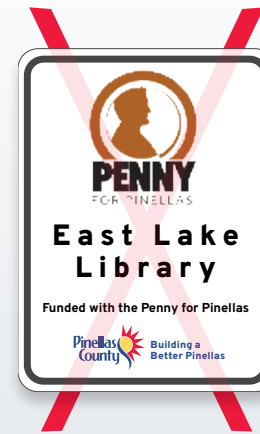**Don't condense type**

Don't stretch type

Don't resize logos

Don't use other typefaces

Don't change colors

Don't add spacing

Ordering Sign Templates

Sign templates are available at Pinellas.gov/Pennysigns. Municipal partners who wish to create their own signs may use these. County staff who have Adobe Illustrator software also may use these, or may work with the Public Works Sign Shop or a contractor to complete the sign layout.

If creating and installing a construction sign is included in the scope of work for the contractor, they should use these templates to create the signs. The project manager and the Communications Department must approve the layout before the sign is produced.
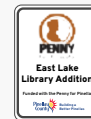
Return Signs to Public Works for Reuse

Any temporary signs for Pinellas County projects that are no longer needed should be returned to the Public Works Sign Shop, 22211 U.S. Highway 19 N, Bldg 1, Clearwater, FL 33765.
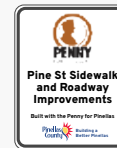
SIGN 1 12x18 2-lines.eps [Download]

SIGN 2 12x18 3-lines.eps [Download]

SIGN 3 18x24 2-lines.eps [Download]

SIGN 4 18x24 3-lines.eps [Download]

SIGN 5 24x30 2-lines.eps [Download]

SIGN 6 24x30 3-lines.eps [Download]
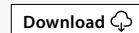
SIGN 7 30x36 2-lines.eps [Download]

SIGN 8 30x36 3-lines.eps [Download]