

## Narrative

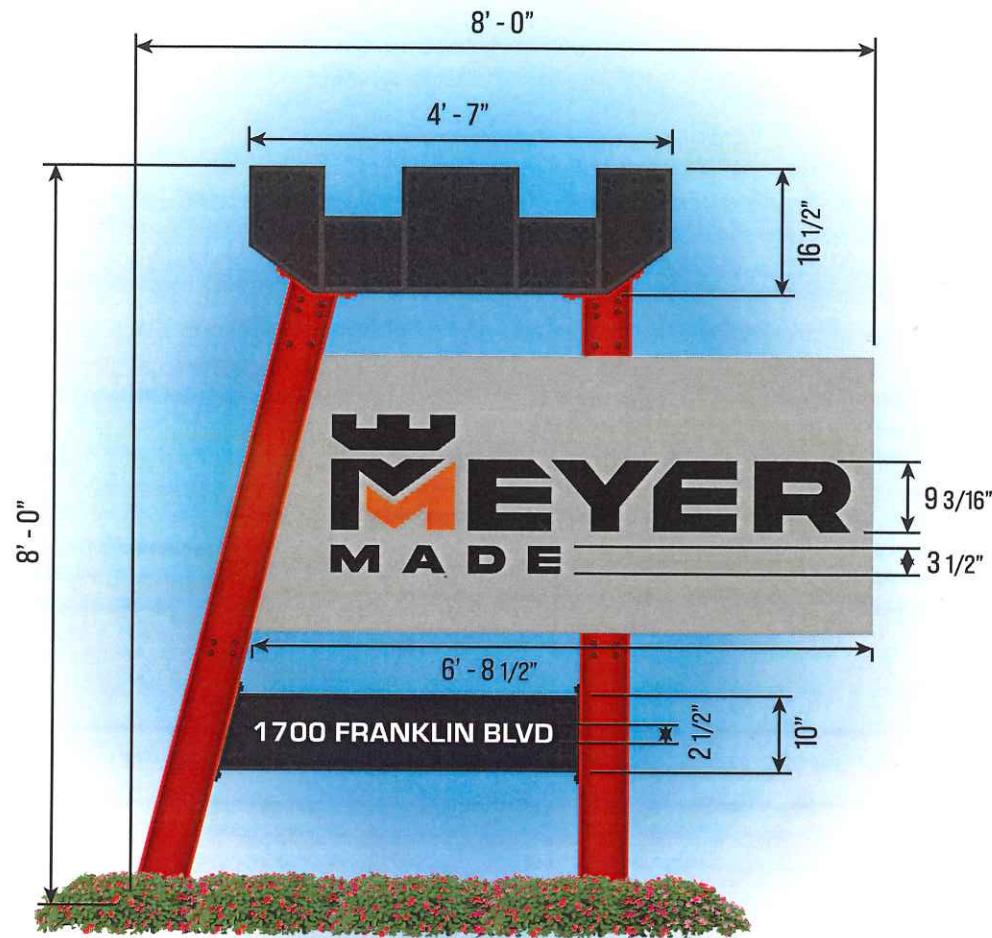
### *Wm. W. Meyer & Sons Signage*

North Shore Sign is proposing a illuminated ground sign at Wm. W. Meyer & Sons in Libertyville, IL. The new ground sign will be replacing the old monument sign and hook-up to the existing electrical.

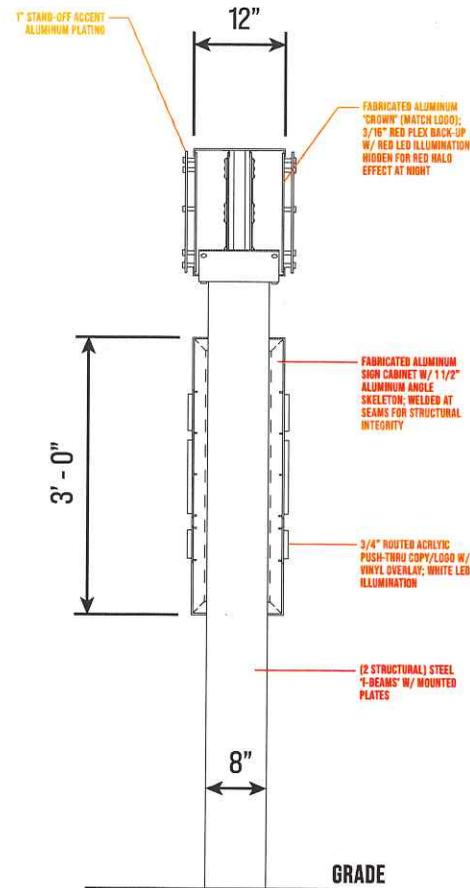
The sign's design ties into the industrial branding of WM and includes structural steel I-Beams as the supports and an illuminated sign cabinet with "Push-thru" copy. The background of the cabinet will be opaque.

We also included a night view as well as a description of the sign's design

# FRONT (SIDE A) & SIDE VIEWS



\*LANDSCAPING PROVIDED BY CUSTOMER\*



# JOB SPECS

## DESCRIPTION

- FURNISH & INSTALL (1) NEW D/F MONUMENT SIGN
- INTERNALLY ILLUMINATED
- TWIN, STEEL 'I-BEAM' MOUNT

\*TOTAL SQ/FT (MAX ALLOWANCE: 32 SQ/FT): 64 SQ/FT

## MATERIALS

- FABRICATED ALUMINUM CROWN W/ 3/16" RED PLEX BACK-UP & 1/4" ROUTED ALUMINUM ACCENT PLATING & 1" STAND-OFFS
- FABRICATED ALUMINUM SIGN CABINET W/ 3/4" ROUTED PUSH-THRU PLEX W/ VINYL OVERLAY
- SAMSUNG WHITE & RED LED ILLUMINATION W/ 60 W POWER SUPPLY(S)
- (2 STRUCTURAL) 6 1/2" x 8" STEEL 'I-BEAMS' (FOR MOUNTING)
- (1 ACCENT) 8" x 10" 'I-BEAM' W/ 1/4" DIMENSIONAL COPY

## COLORS/GRAPHICS/FONTS

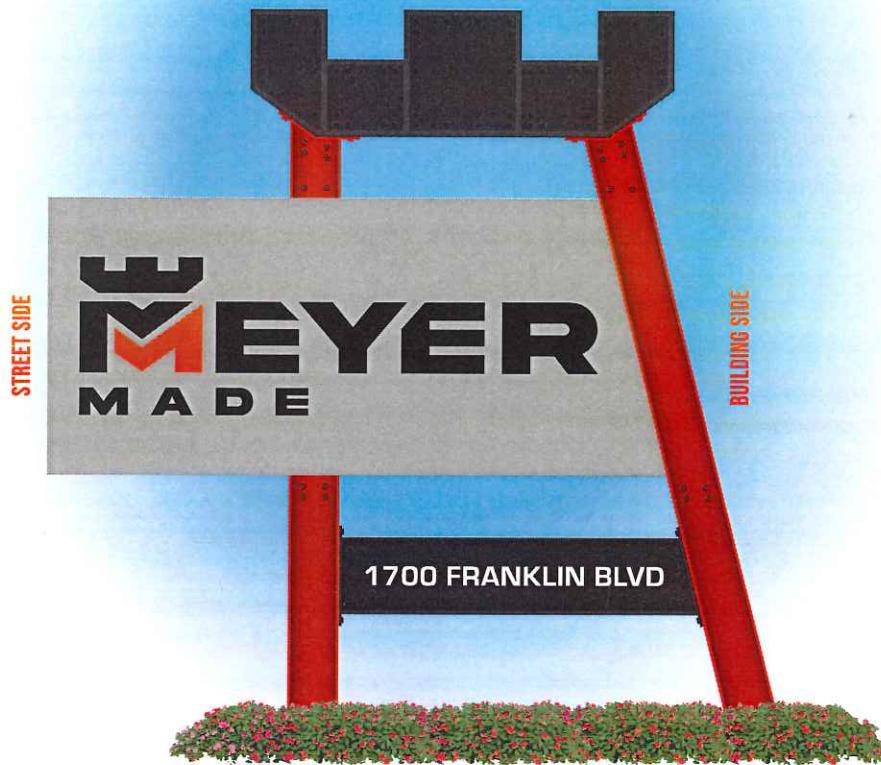
- PAINT: (SATIN POLYURETHANE)
  - CROWN, ACCENT PLATING & STAND-OFFS, & SINGLE ACCENT 'I-BEAM': BLACK
  - TWIN STRUCTURAL 'I-BEAMS': RED (PMS 187 C)
  - MAIN I.D. CABINET: NEUTRAL GRAY (MP 05295)
- VINYL:
  - LOGO COLOR #1: BLACK (3M 3630-22)
  - LOGO COLOR #2: CARDINAL RED (3M 3630-53)

Colors depicted on this drawing are printed simulations to assist in visualizing the design. They do not accurately reflect the actual colors specified.

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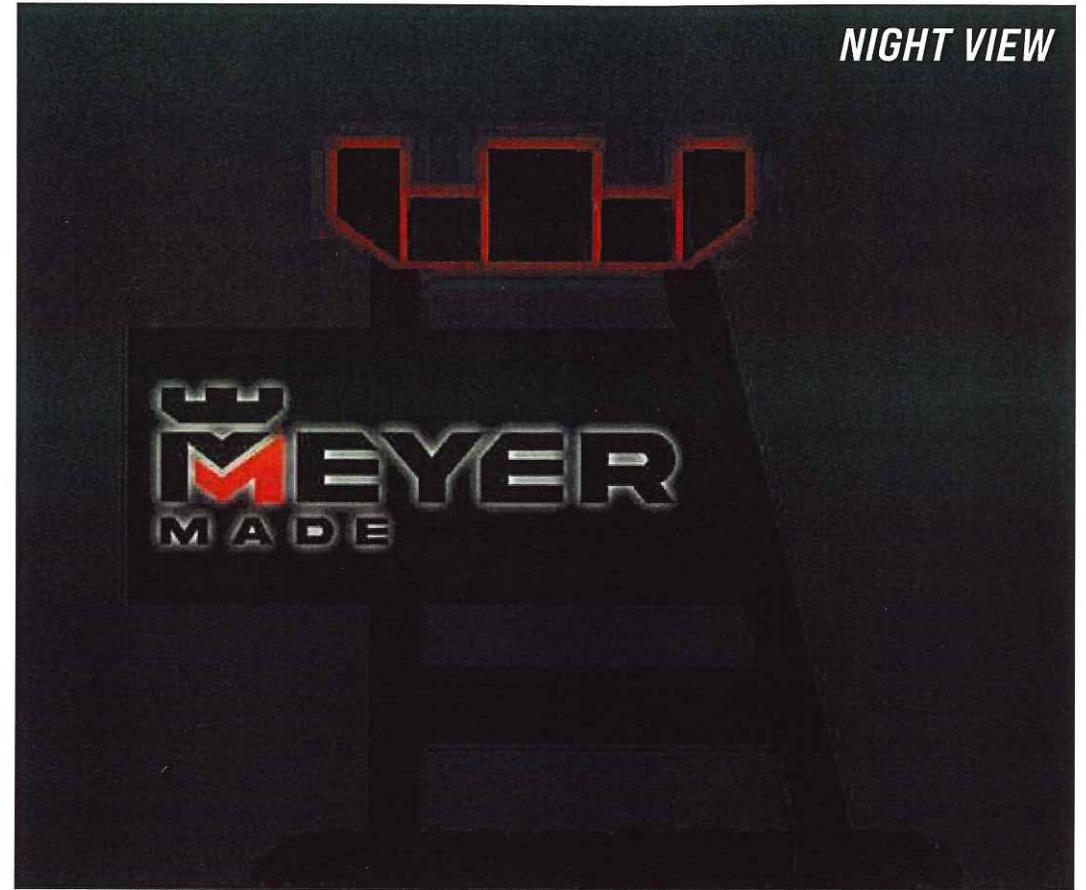
DAY & NIGHT VIEWS (SIDE B)

DAY VIEW



\*LANDSCAPING PROVIDED BY CUSTOMER\*

NIGHT VIEW



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<b>WILLIAM M. MEYER &amp; SONS</b>			
1700 FRANKLIN BLVD, LIBERTYVILLE, IL 60048			
SCALE 1/2" : 1'	PAGE # WMMS-2025-002	D	SALESMAN MATT
DATE 1-9-24	REVISED COLORS 3-6-25		DRAWN BY ML
FILE TAPE 53			

# SIGN DESCRIPTION



## “We choose to be bold. We choose to stand out.”

Armed with a new logo, Meyer & Son's Inc. is creating a new brand and looking to the future, while continuing to showcase its expertise in a space they have been a leader in for over 75 years. When breaking down this quote (from the Meyer & Son's Inc. website), the two keywords/phrases are “bold” & “stand out”. The word bold is synonymous with strength and resilience, while the phrase “stand out” is linked to dynamic and innovative feelings. The logo typeface has a bold stroke, which evokes emotions of strength. The “crown” graphic has squared corners, which evokes resilience and power. The red and black color scheme stands out because they are associated with power and attention. Red, specifically, is the most visible color because of its ability to instantly grab attention.

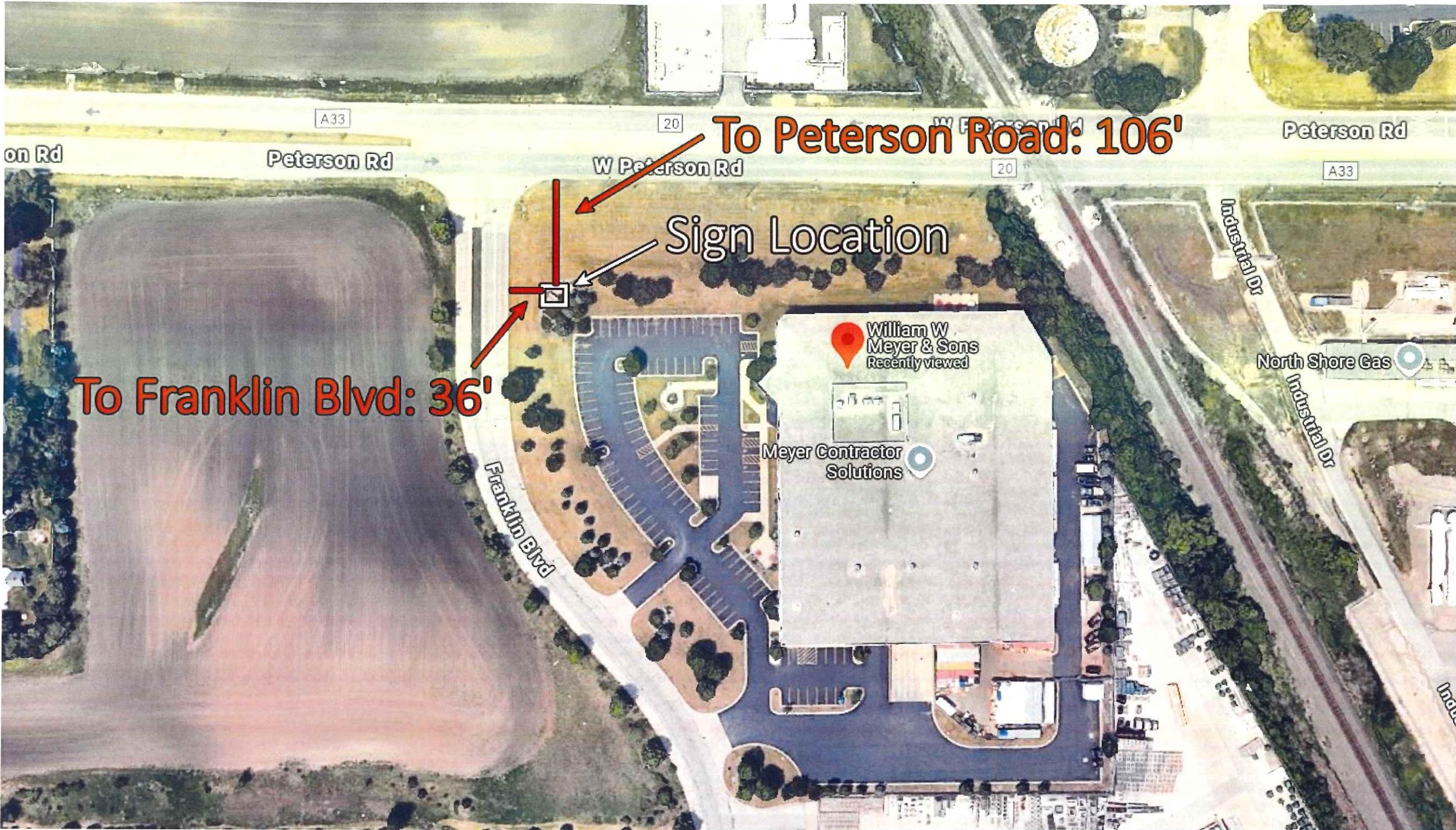
With all of this in mind, North Shore Sign was able to develop this eye-catching attraction, that we believe is dynamic, iconic, and timeless. This industrial-style sign design perfectly embodies key qualities of the Meyer & Son's Inc. brand and history. The steel 'I-Beams' and squared edges create a heavy-duty, durable look. Angled in a way to create a triangle, they are seen as a sign of strength and timeless dependability. The Main I.D. cabinet will be seen from afar with its contrasting color scheme, as well as its sleek modern look. But, the most important feature in this design is the plated crown on top. We took this logo graphic and made it a key visual and structural component. By putting it on top of the sign, we want the viewers to know exactly where Meyer & Son's, Inc. is: Above the Rest. There is no doubt the 20,000+ cars that drive passed Meyer & Son's, Inc. each day, will be impressed and captivated by this dynamic, eye-catching sign.

When we create and manufacture signs, we try and accomplish multiple things: Create a sign that is long-lasting, high-quality, & dynamic. Any company can make a product, but for 95 years, North Shore Sign has stood by and has been proud of our execution in making the best sign possible for our clients. This design is no different.

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SCALE N/A	PAGE # WMMS-2025-003	D	SALESMAN MATT
DATE 1-9-24	REVISED COLORS 3-6-25		DRAWN BY ML
FILE TAPE 53			



To Peterson Road: 106'

Sign Location

To Franklin Blvd: 36'

William W Meyer & Sons  
Recently viewed

Meyer Contractor Solutions

Peterson Rd

Peterson Rd

W Peterson Rd

Franklin Blvd

Industrial Dr

North Shore Gas

Industrial Dr

Indu