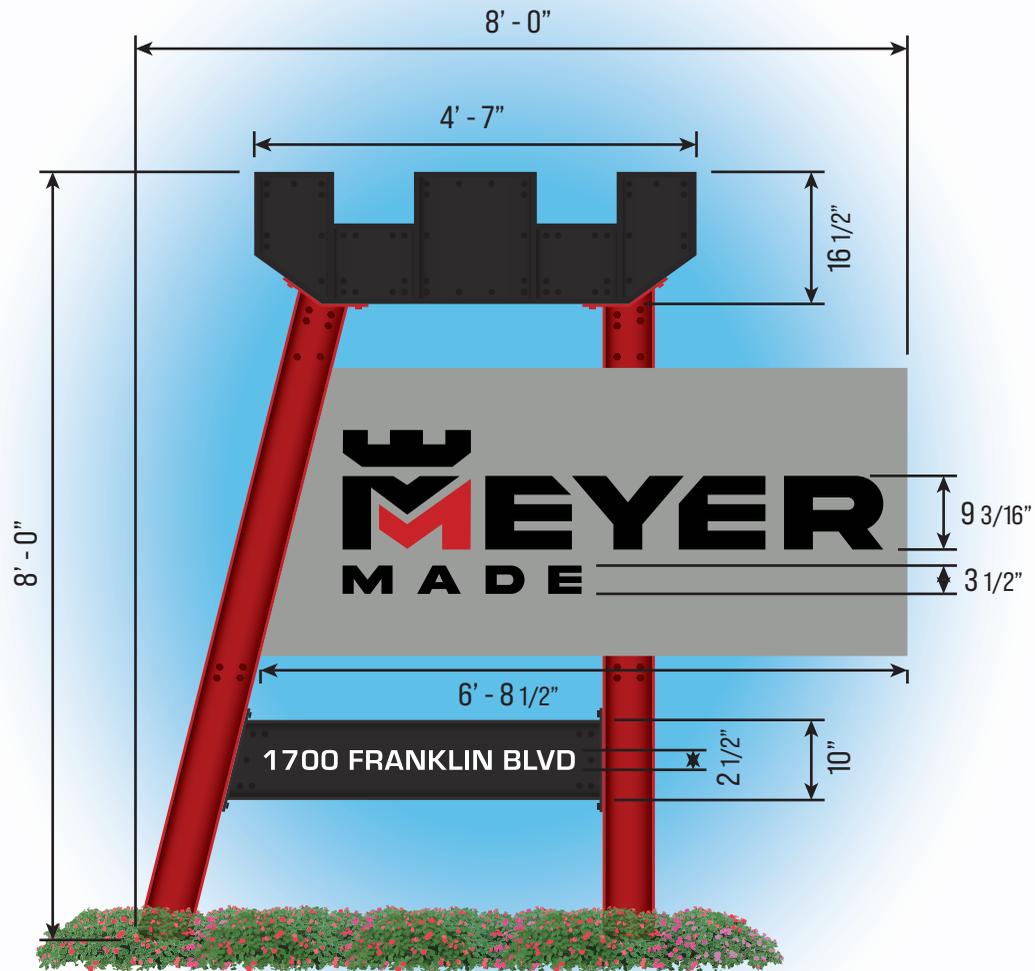
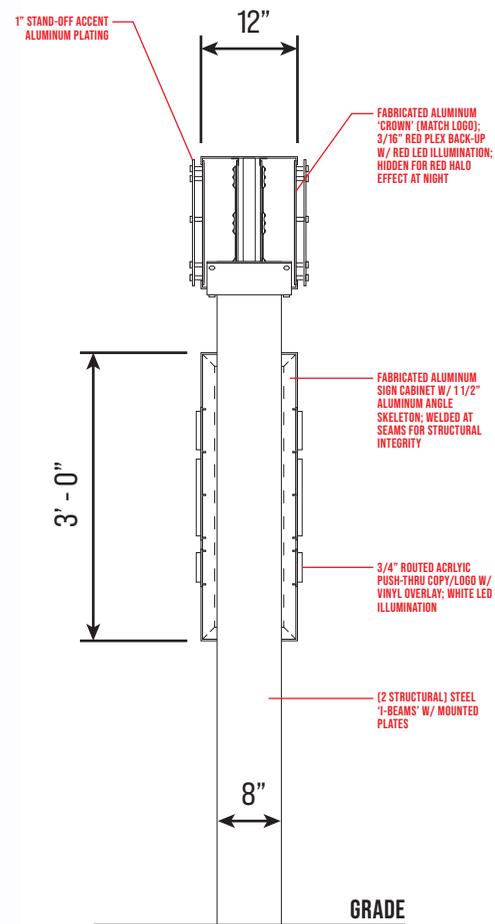


FRONT (SIDE A) & SIDE VIEWS



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)

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SCALE 1/2" : 1'	PAGE# WMMS-2025-001	D	SALESMAN MATT
DATE 1-9-24	REVISED COLORS 3-6-25		DRAWN BY ML
FILE TAPE 53			

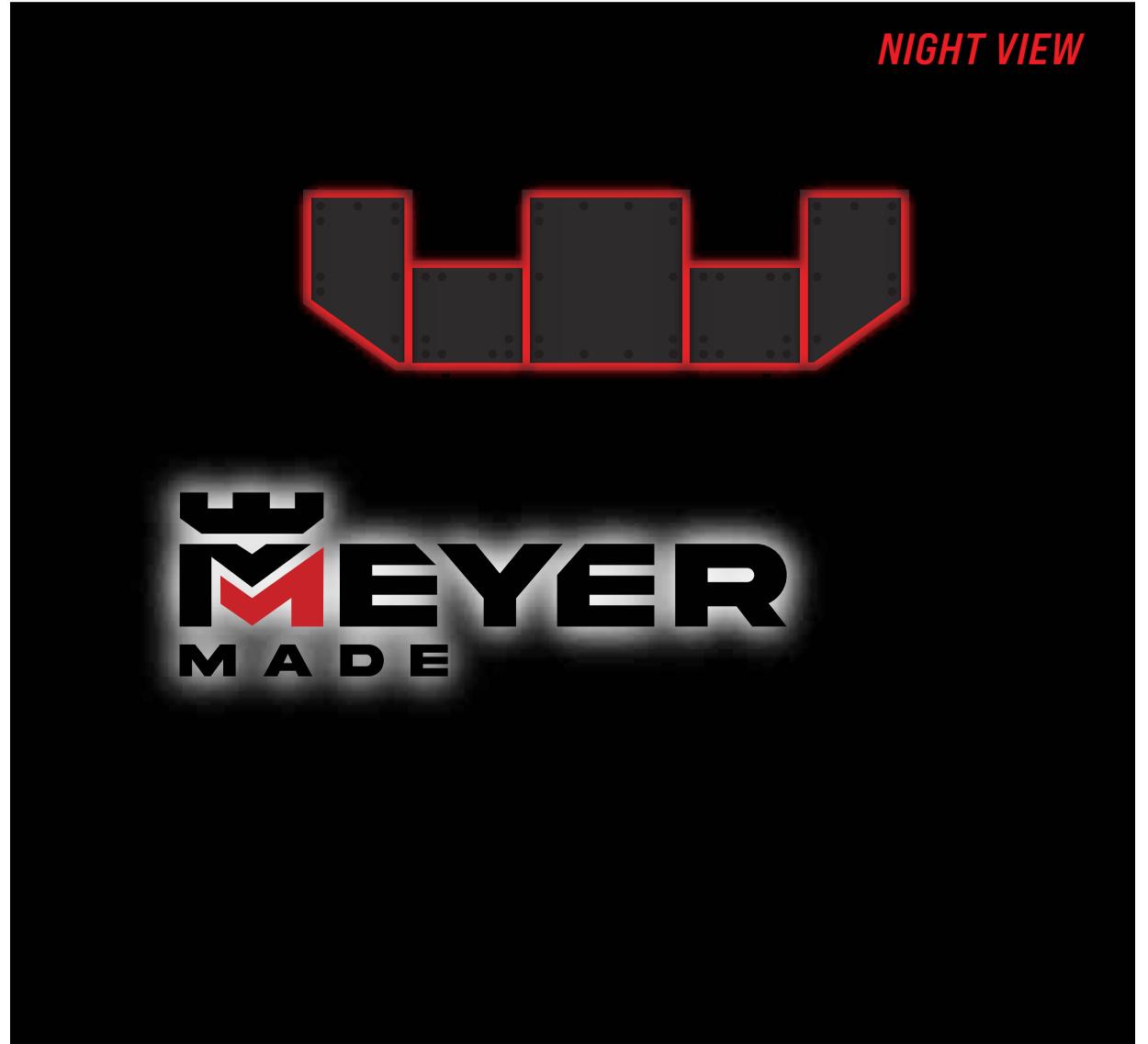
DAY & NIGHT VIEWS (SIDE B)

DAY VIEW



LANDSCAPING PROVIDED BY CUSTOMER

NIGHT VIEW



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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.

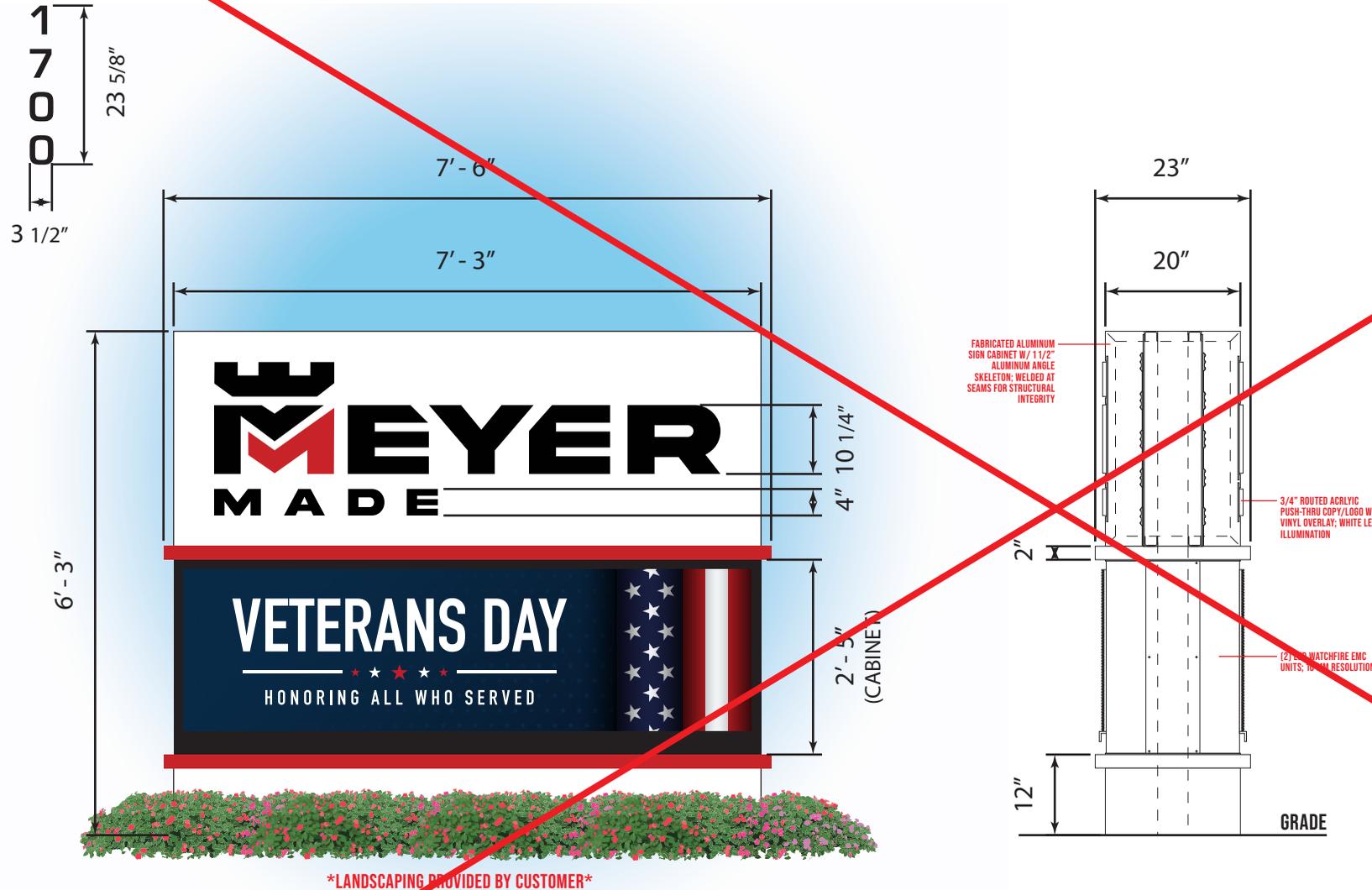
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SCALE	N/A	PAGE #	WMMS-2025-003	D	SALESMAN	MATT
DATE	1-9-24	REVISED COLORS				
FILE	TAPE 53	3-6-25		DRAWN BY ML		

FRONT & SIDE VIEWS (OPTION 2)

VINYL ADDRESS TO BE LOCATED ON STREET SIDE OF SIGN



JOB SPECS

DESCRIPTION

- FURNISH & INSTALL (1) NEW D/F MONUMENT SIGN W/ (2) NEW LED WATCHFIRE EMC UNITS
- INTERNALLY ILLUMINATED
- SINGLE, CENTER STEEL POLE MOUNT (IN-GROUND BURY)

*TOTAL SQ/FT (MAX ALLOWANCE: 32 SQ/FT): 46.875 SQ/FT

MATERIALS

- FABRICATED ALUMINUM SIGN CABINET & REVEALS
- 3/4" ROUTED PUSH-THRU PLEX W/ VINYL OVERLAY
- SAMSUNG WHITE ILLUMINATION W/ 60 W POWER SUPPLY(S)
- (2) LED WATCHFIRE EMC UNITS:
 - SIZES: 7' - 3" x 2' - 5" (CABINET)
 - RESOLUTION: 10 MM
 - MATRIX: 60 x 210

COLORS/GRAPHICS/FONTS

- PAINT: (SATIN POLYURETHANE)
 - MAIN I.D. CABINET: WHITE
 - REVEALS: RED (PMS 1797 C)
- VINYL:
 - LOGO COLOR #1 & ADDRESS: BLACK (3M 3630-22)
 - LOGO COLOR #2: RED (3M 3630-33)

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SCALE 1/2" : 1'	PAGE # WMMS-2025-004	A	SALESMAN MATT
DATE 1-9-24			DRAWN BY
FILE TAPE 53			

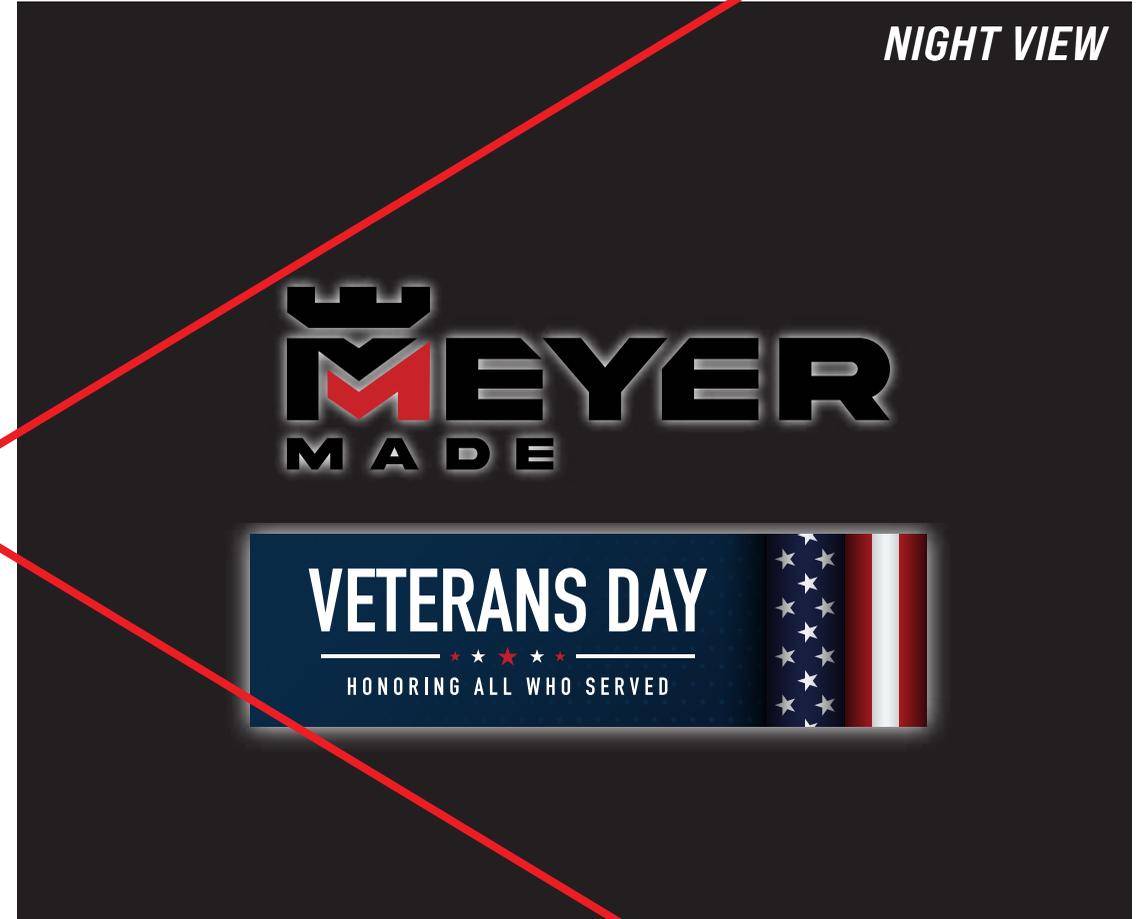
DAY & NIGHT VIEWS (SIDE B - OPTION 1)

DAY VIEW



LANDSCAPING PROVIDED BY CUSTOMER

NIGHT VIEW

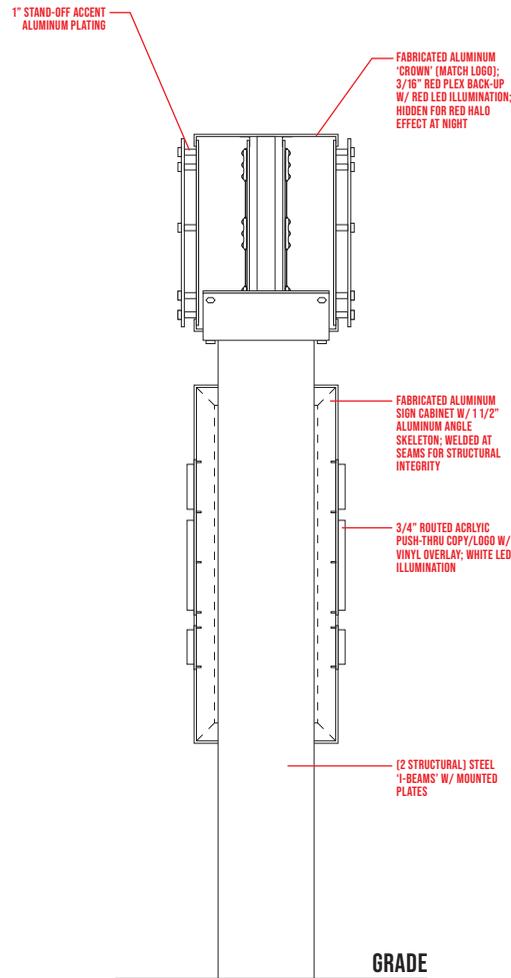
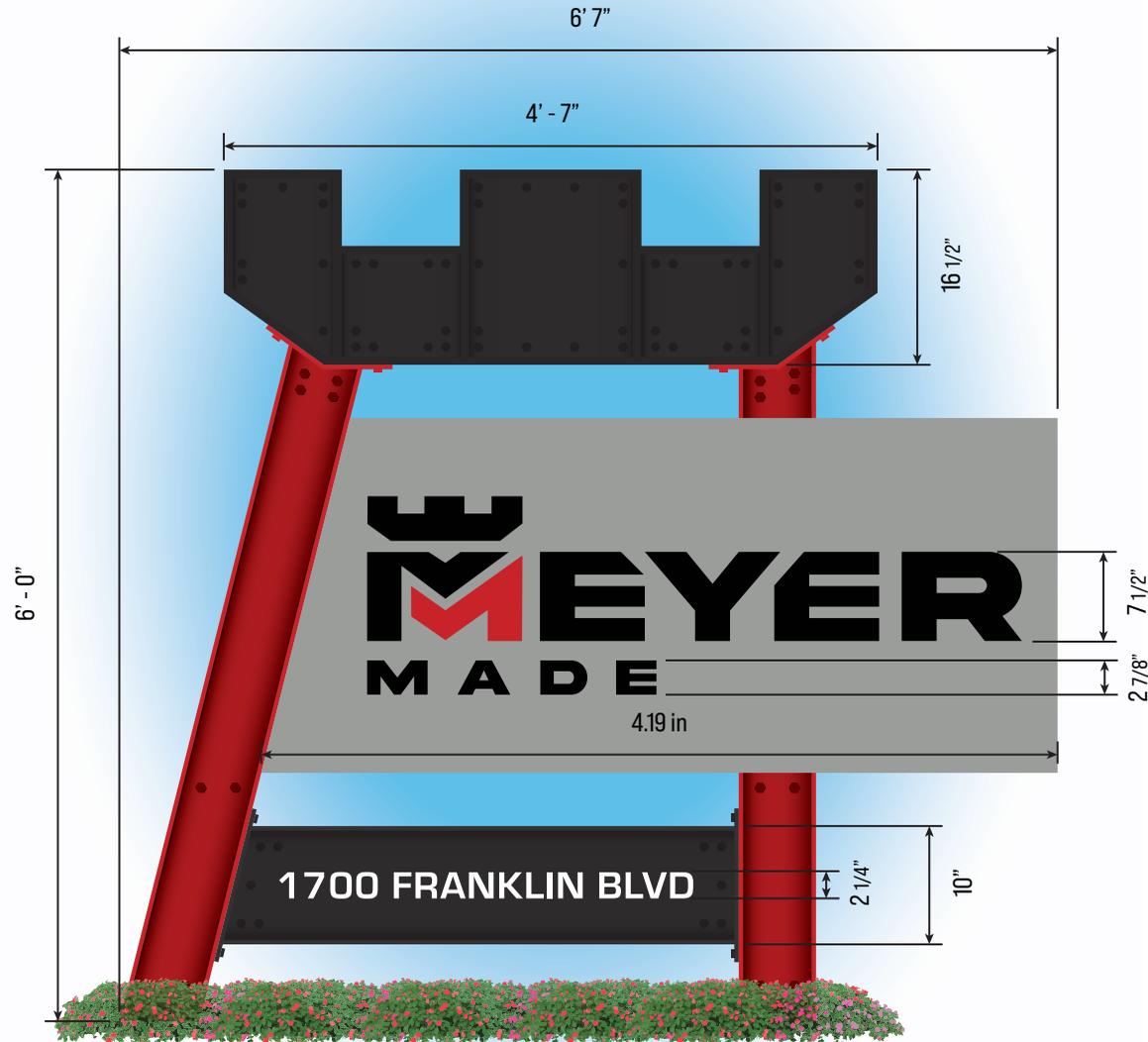


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SCALE	1/2" : 1'	PAGE #	WMMS-2025-005	A	SALESMAN	MATT
DATE	1-9-24				DRAWN BY	WME
FILE	TAPE 53					

FRONT (SIDE A) & SIDE VIEWS (OPTION 2)



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): 39.5 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)

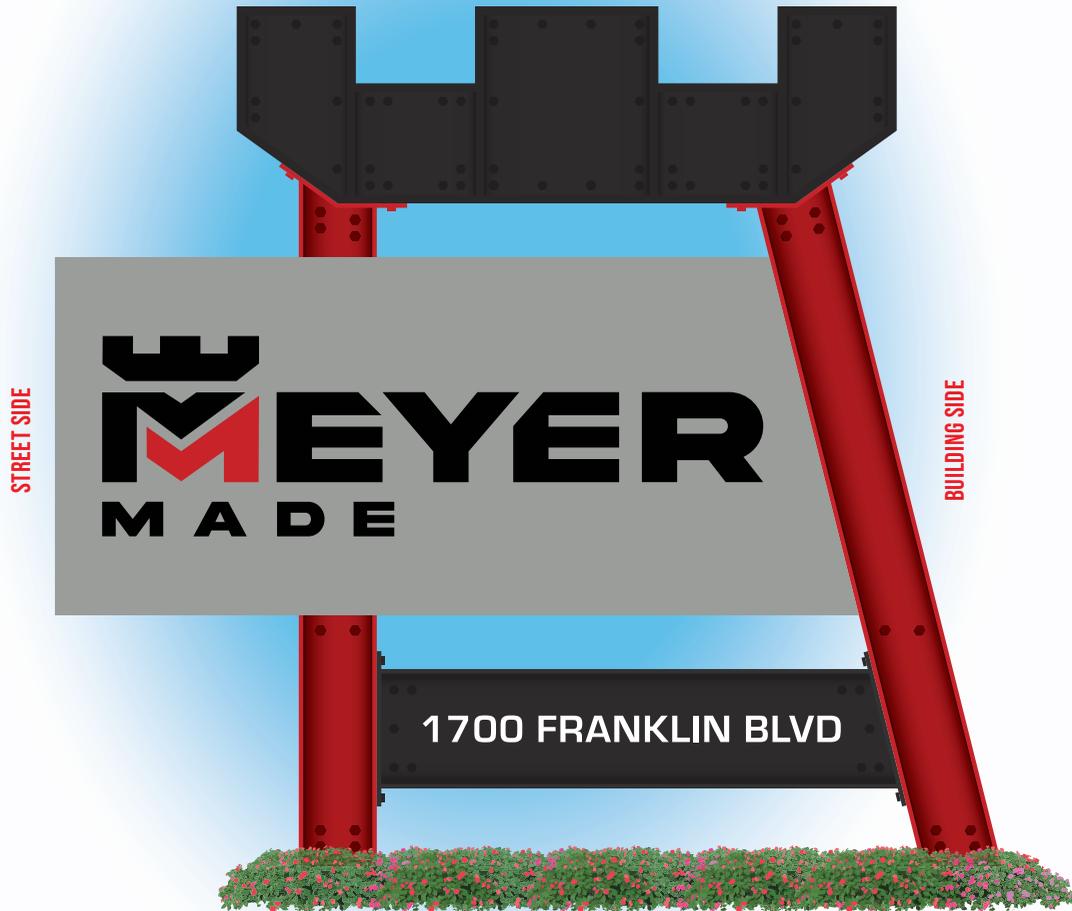
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SCALE	3/4" : 1'	PAGE #	WMMS-2025-006	A	SALESMAN	MATT
DATE	5-27-25				DRAWN BY	ML
FILE	TAPE 53					

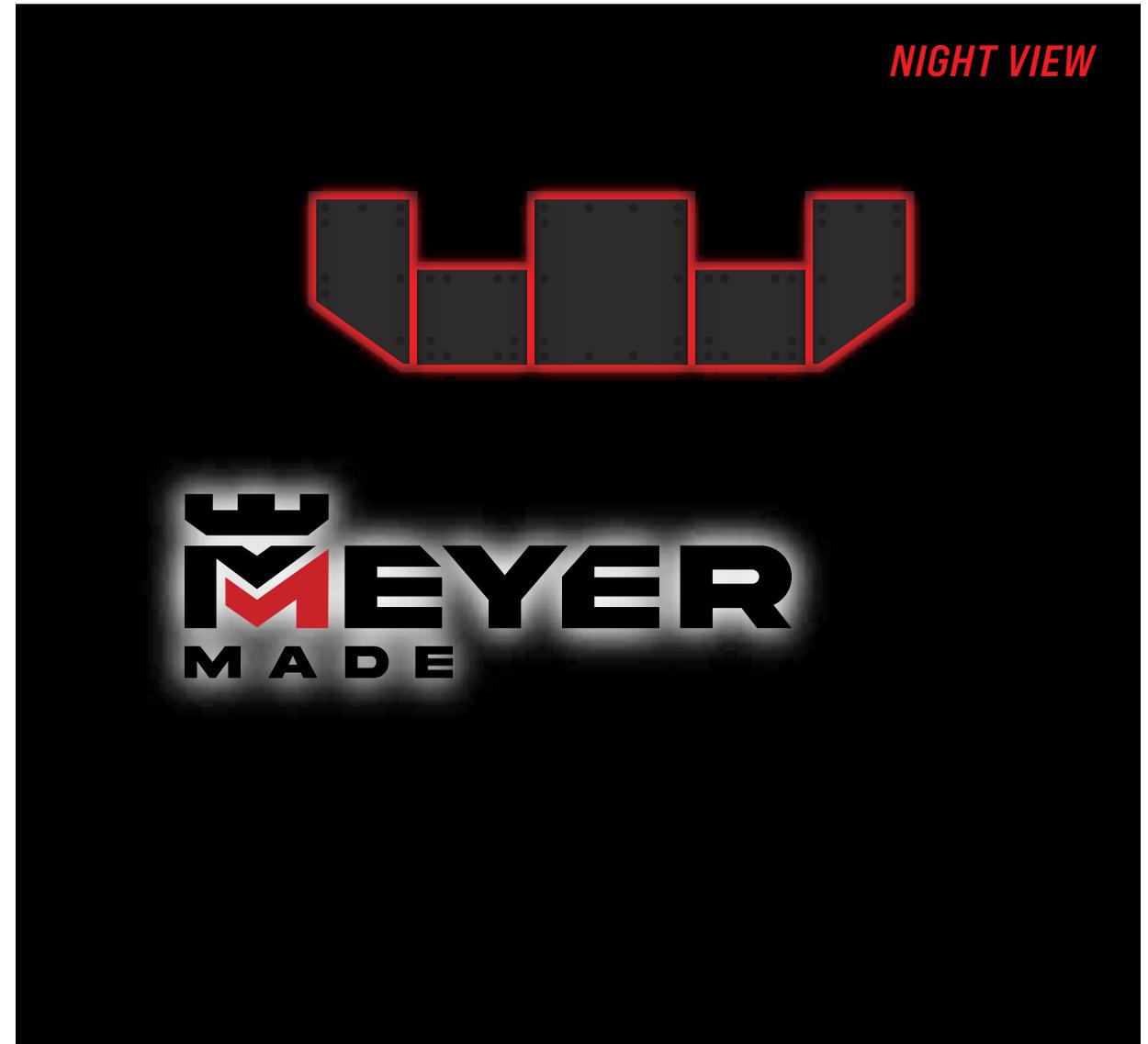
DAY & NIGHT VIEWS (SIDE B - OPTION 2)

DAY VIEW



LANDSCAPING PROVIDED BY CUSTOMER

NIGHT VIEW



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SCALE 3/4" : 1'	PAGE # WMMS-2025-007	A	SALESMAN MATT
DATE 5-27-25			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-2025-008	A	SALESMAN	MATT
DATE	5-27-25				DRAWN BY	ML
FILE	TAPE 53					