



BRAND GUIDELINES

OCTOBER 2025



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THE BRAND

BRAND INTRODUCTION

These guidelines are intended to ensure that the SWACO brand is articulated in a consistent and approved manner. Each time the brand is represented correctly, it gains strength. Conversely, with each incorrect use, the brand loses equity. Think of these guidelines as a framework for creating strong and effective business communications. They are a source of guidance and insight for creating communications that engage and inform while reinforcing a consistent brand message.

To achieve the greatest benefit from these guidelines, we suggest that you:

1. Browse through the guidelines to get acquainted.
2. Share them with the appropriate users and require their use.

These standards function as rules, providing definition for acceptable ways to communicate. But overall, the standards are your compass – a tool to help you make good decisions as you create and evaluate work. As a member of the SWACO family, however, you are equally responsible for ensuring that everything bearing our brand is consistent with these guidelines.



LOGO

If a communications piece is executed and is addressing consumers the use of the SWACO logo is necessary to effectively elevate awareness of the Solid Waste Authority of Central Ohio. This should be included on all promotional items, signage, letters to customers, press releases, and communications on behalf of SWACO.



SWACO WORDMARK

The lettermark appears most often as part of the SWACO logo, however in some cases it may be able to stand on its own.

SWACO TAGLINE

The tagline is always used beneath the SWACO lettermark and should never stand alone. **Additionally, the words "Waste" and "Resources" must always be bolded.**

MINIMUM AREA OF PROTECTION

It is important to keep the mark clear of any other elements. To regulate this, an exclusion zone has been established around the logo. Whenever you use this logo, the zone should stay clear to ensure its visibility and impact. No graphic elements of any kind should invade this zone. Use the height of the 'S' in the SWACO lettermark to decipher to exclusion zone.



S } The protected area around the lockup is determined by the height of the capital 'S' in SWACO

MINIMUM SIZE

The SWACO logo can be used in a wide variety of sizes, but when it is sized too small, legibility is reduced and the brand impact becomes lost. Establishing a minimum size ensures proper protection of the integrity of the logo and helps to develop a strong, cohesive look throughout communications. If a smaller logo is required, the tagline can be removed as it becomes illegible at extremely small sizes.

Always scale the SWACO logo elements as a unit to ensure that the approved proportions and relationship between these elements can always be maintained. While enlarging the logo is not limited, the logo must not drop below the minimum standard shown.



IMPROPER USE

To legally protect the SWACO logo, we must not alter or distort it in any way. Changes, no matter how small, weaken our logo's protectability and its impact, and detract from the consistent image we want to project. Even well-intentioned changes can have a negative impact. Illustrated here are common mistakes to avoid on all SWACO logos.



Do not stretch or distort to logo



Do not reproduce the logo in unauthorized colors



Do not use special effects with the logo



Do not position the logo on angles



Do not add elements to the logo



Do not use the the logo as the headline or within body copy



Do not place logo in a way that it isn't legible from a distance, contrast is key

ALTERNATE LOGOS

REVERSE

The reverse logo can be used in situations where the primary SWACO mark is of the same or similar value to the background color.

When using the logo on top of imagery, always reverse the logo. If extra contrast is needed, a color overlay (set to 80-90% opacity) can be added to an image to make the reversed logo more legible.

4-COLOR REVERSE

A 4-color reverse version of the SWACO logo may also be used on a solid fill of the dark blue in special-use applications.



SINGLE COLOR LOGOS

Single color versions of the logo are available in all approved SWACO primary brand colors. The reverse logo may also be used on solid color backgrounds in any of the approved colors.



COLOR PALETTE

Color is an essential part of SWACO which is why we've created a color palette specifically for the brand. No other colors should be used when representing SWACO.

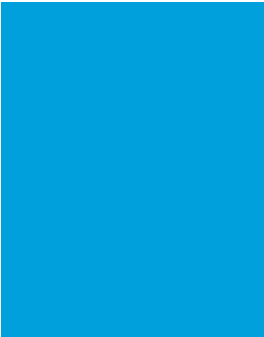
SWACO VEHICLE COLOR

This is the approved color designated for all SWACO vehicles. No other color may be used without permission from SWACO management.

PRIMARY PALETTE



c100 m81 y08 k00
r16 g57 b133
#103985



c80 m18 y00 k00
r00 g160 b221
#00a0dd



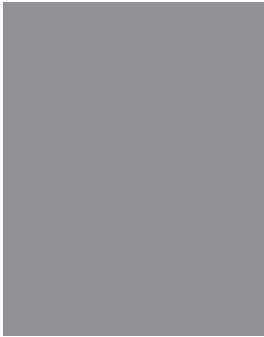
c96 m27 y100 k15
r0 g121 b64
#007940



c61 m00 y96 k00
r111 g191 b74
#6ebe49



c00 m60 y100 k00
r245 g130 b32
#f5821f



c0 m1 y0 k51
r145 g145 b149
#919194

SECONDARY PALETTE

Our secondary palette provides additional colors that complement and enhance our primary brand colors. Use these supplementary colors to help differentiate elements, add visual depth, and create emphasis while maintaining brand cohesion. When using the secondary palette, apply colors thoughtfully and sparingly to ensure balance and harmony without overshadowing our primary palette.



c68 m0 y62 k0
r68 g205 b141
#44cd8d



c70 m100 y12 k20
r83 g0 b120
#530078



c36 m66 y100 k32
r120 g81 b0
#785100



c2 m23 y100 k0
r250 g195 b0
#fac300



c60 m60 y65 k47
r75 g67 b60
#4b433c



c17 m13 y13 k0
r210 g210 b210
#d2d2d2

COLOR PAIRINGS

RECYCLING
COMMUNICATION



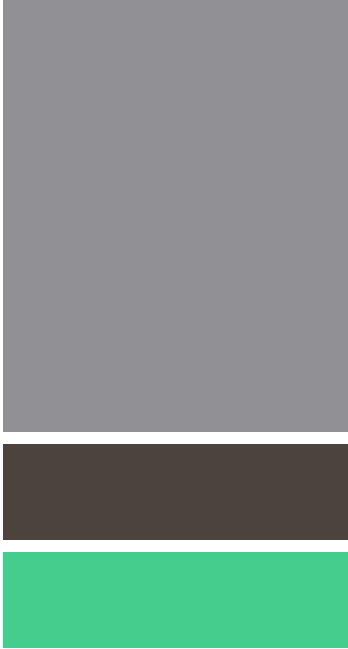
ORGANICS, FOOD WASTE
AND SUSTAINABILITY



HAZARDOUS MATERIALS, WHAT
NOT TO DO, ECTF MESSAGING



DISPOSAL, LANDFILL AND
ECTF/HHW MESSAGING



TYPEFACE

DIN and Klavika font families are required for use in all SWACO print materials directed to external audiences and are strongly recommended for all print materials directed to internal audiences. Consistent use of fonts will strengthen our brand presence.

HEADLINE/SUBHEAD TYPEFACE - KLAVIKA

Klavika Regular

AaBbCcDdEeFfGgHhIijJkKlLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Klavika Bold

AaBbCcDdEeFfGgHhIijJkKlLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

BODY COPY TYPEFACE - DIN

DIN Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

DIN Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

SPECIAL-USE FONTS ARE ALSO AVAILABLE, BUT ARE ONLY TO BE USED SPARINGLY AS EMPHASIS IN A LAYOUT. FASTPEN AND LTC SWING SHOULD NEVER BE USED IN ALL CAPS, STICK TO SENTENCE CASE.

Good Times

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Fastpen 4mm

Aa BbCc DdEe Ff Gg Hh Ii Jj Kk LlMm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

LTC Swing

AaBbCc DdEe FfGg HhIiJjKk LlMmNn
OoPp QqRrSs TtUuVvWwXxYyZz

* When any of the approved Primary Typefaces on this page are not available, please use the Calibri or Tahoma font family instead.

SUBSTITUTE TYPEFACES

Calibri Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Calibri Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Tahoma Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Tahoma Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

ENSURING ADA COMPLIANCE WITH PRINTED MATERIALS

SWACO serves a variety of customers with different abilities. It's important that our brand communications are easy to use and comprehend for as many people as possible. Compliance with the Americans with Disabilities Act (ADA) is essential for accessibility and inclusivity. Since ADA guidelines are routinely updated, SWACO will make every effort to comply with these to ensure our internal and external customers can access communications coming from our organization.

Here are key principles to consider for ADA-compliant marketing materials:

MARKETING COMMUNICATIONS MATERIALS

- **Readable Fonts:** Use sans-serif fonts (like Calibri) in at least 10pt size.
- **High Contrast:** Ensure strong color contrast between text and background (e.g., black text on white background). **WebAIM** is a great tool to check your contrast.
- **Avoid Reliance on Color Alone:** Don't use color as the sole method to convey meaning (e.g., color-coded charts without labels).
- **Clear Layout:** Use headings, bullet points, and sufficient white space to make content easy to follow.
- **Alternative Formats:** If possible, offer materials in accessible formats (e.g., large print, braille, audio).
- **Plain Language:** Use simple, clear, and concise language.
- **Accessible Fonts and Sizes:** scalable fonts for ease of reading

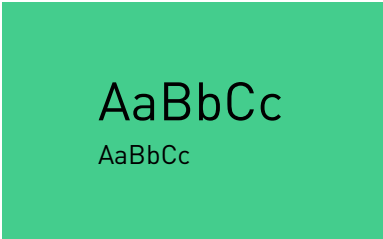
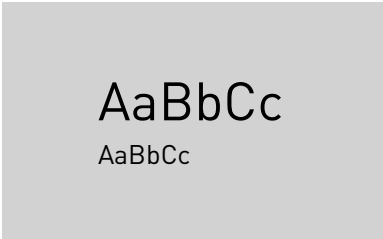
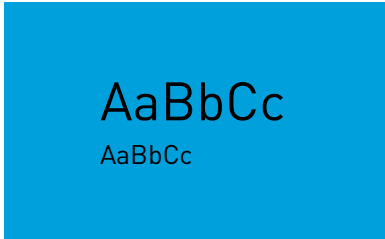
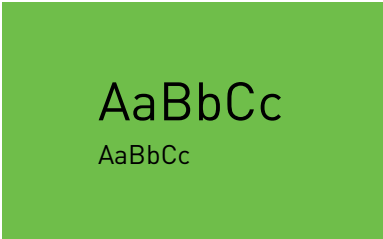
EVENTS AND PRESENTATIONS

- **Accessible Venues:** Ensure physical locations are wheelchair accessible.
- **Assistive Services:** Provide sign language interpreters, captioning, or audio description if requested.
- **Accessible Materials:** Make handouts and presentations available in digital, accessible formats.

COLOR PALETTE ADA COMPLIANCE

Contrast and legibility are important for visually impaired users and e-readers. Below are color combinations that work visually while also being fully ADA compliant for text legibility.

Graphic elements may have additional combinations that work, **WebAIM** is a great tool to test your color-pairing accessibility.



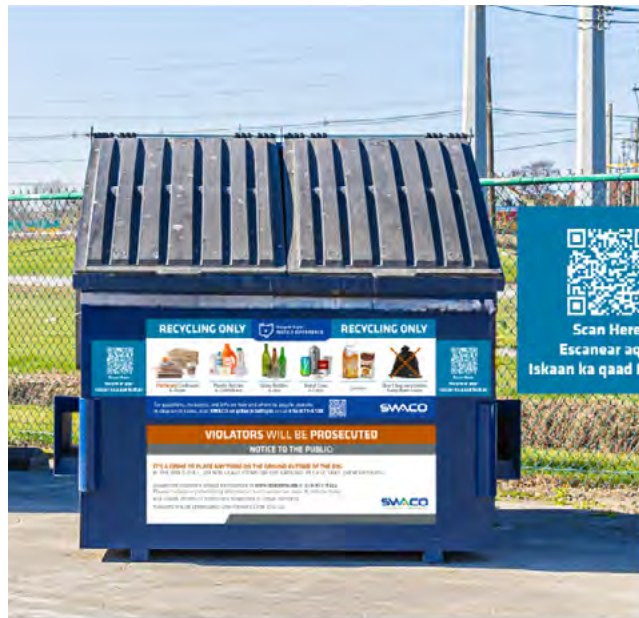
ADA COMPLIANCE

To ensure inclusivity and accessibility, all public-facing instructional materials produced by SWACO should include multilingual content whenever possible and when requested. For printed collateral that contains a fixed design, incorporate a single QR code labeled “Scan Here” in English and 1–2 additional languages. This QR code should link to a PDF version of the material with translated content. If you have a project that allows for multiple designs, provide a translation for each design. All translations must be provided by a professional translator, not online platforms like Google Translate.

RECYCLE

- Plastic Bottles & Containers**
Please empty, lids and labels accepted
- Cartons**
Please empty, remove caps and straw
- Glass Bottles & Jars**
Please empty, all colors and lids accepted
- Paper & Cardboard**
Please flatten cardboard
- Cans**
Please empty
- Paper, Plastic & Aluminum Cups**
Please empty and remove straw

Recycle Right MAKE A DIFFERENCE SWACO



RECYCLING ONLY Recycle Right MAKE A DIFFERENCE **RECYCLING ONLY**

- Flattened Cardboard & Paper**
- Plastic Bottles & Containers**
- Glass Bottles & Jars**
- Metal Cans & Cups**
- Cartons**
- Don't bag recyclables. Keep them loose.**

For questions, resources, and info on how and where to recycle, donate, or dispose of items, visit SWACO.org/RecycleRight or call 614-871-5100

RECYCLING ONLY Scan Here Escanear aqui Iskaan ka qaad Halkan

VIOLATORS WILL BE PROSECUTED

NOTICE TO THE PUBLIC:

IT'S A CRIME TO PLACE ANYTHING ON THE GROUND OUTSIDE OF THE BIN.
IF THE BIN IS FULL, DO NOT LEAVE ITEMS ON THE GROUND; PLEASE TAKE THEM WITH YOU.

Suspected violations should be reported to www.itsacrime.org or 614-871-5322. Please include any identifying information such as license plate #, vehicle make and model, photos of individuals suspected of illegal dumping. Violators will be prosecuted. Ohio Revised Code 3767.32

SWACO
TURNING WASTE TO RESOURCES

IMAGERY

Photography is one of the most important visual elements in communicating our brand. Stylistically, the imagery should capture a sense of natural light and **authenticity** (especially when using stock photography!). Avoid artificial feeling in the lighting or staging of the image subject and, please, no extensive photo-retouching if at all avoidable.

One way to achieve a strong look is to use compositions that hold the foreground or subject in sharp focus, while allowing the background to go soft or out of focus. This is referred to as “depth of field” and it’s important in lending focus to specific objects, especially when in busier background environments, by serving as a contextual backdrop while providing unobstructed areas for headlines or support copy. Avoid using images that are too busy or complicated, too out-of-focus, too low-resolution, or too darkly lit. Creatively cropping an image can add a sense of emphasis for visual impact to the featured topic so occasionally exploring that technique is encouraged as well.

Photos should be a good representation of SWACO (i.e. best practices with container placement, safety, presenting the landfill in a professional and orderly fashion, etc). All images used on SWACO communications should feature correct actions we want replicated (i.e. recyclables that are not bagged, recycling carts free from contaminants, etc.)

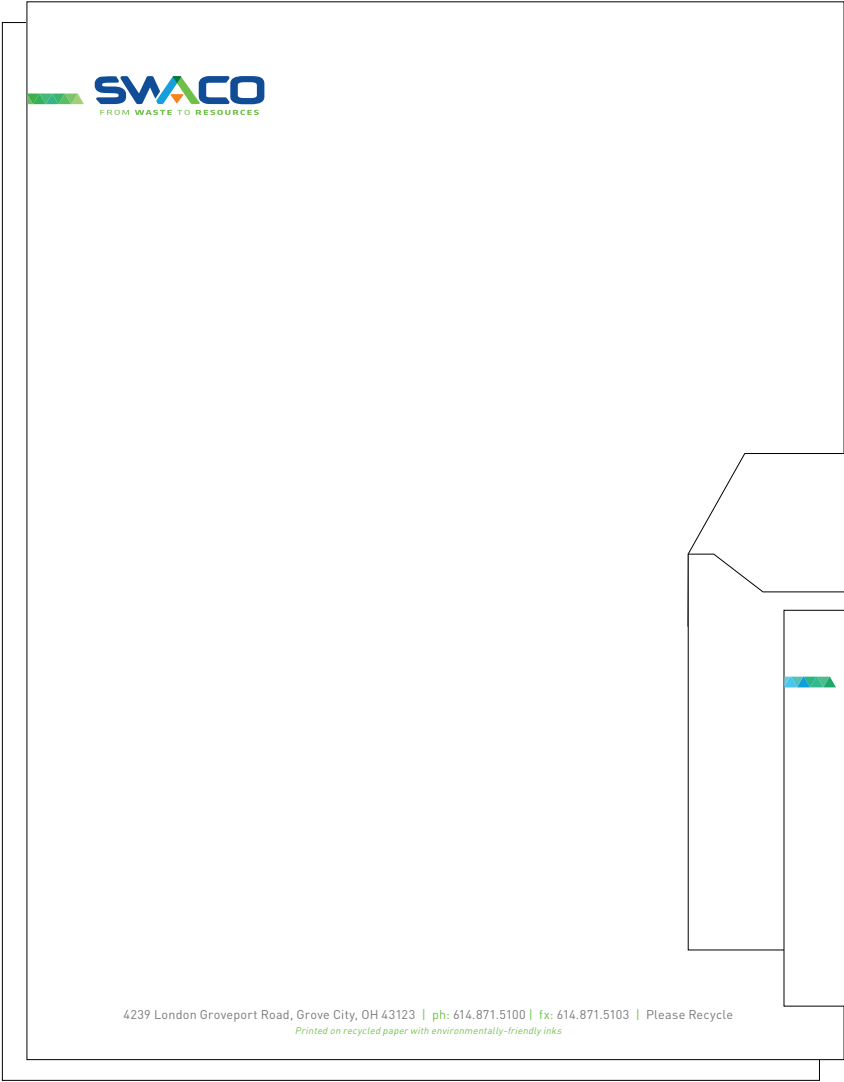




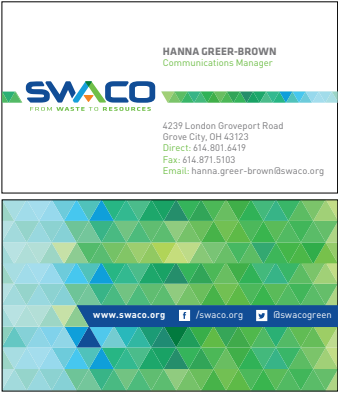
BRAND INTERACTION

PRINT

Examples of SWACO business papers are below. These represent the brand correctly; creating a strong and effective communication using the colors, typography, and graphics outlined in these guidelines.



Letterhead



Business Card



Business Envelope

PRINT



**FRANKLIN COUNTY
RESIDENTS
ONLY**



**RECYCLING
CONVENIENCE CENTER**
for hard-to-recycle materials

2566 Jackson Pike • Columbus, OH 43223
Monday - Friday 10:30am - 6pm & Saturday 9am - 4:30pm

QR CODES

QR codes are a way to bridge the gap between your print and digital content, letting your customers gain access to way more content than on the print piece.

- Recommended width is 1.375" (minimum 0.78")
- QR codes are only as good as their placement, a billboard is an example of bad placement
- Use high contrast and be mindful of print materials used to make sure QR code is legible
- Dynamic QR codes are preferred over a static version
- Logos and icons inside of a QR code are hard to read, resulting in a reduced scan rate
- For ADA compliance, a shortened URL should be offered as well
- Test your QR codes regularly



**BUSINESS
RESOURCES**



Franklin County businesses can rely on SWACO to help them achieve their sustainability goals and provide financial assistance to improve the waste diversion efforts at their facilities or multifamily properties. The SWACO Business Recycling Champions program can provide free signage and indoor recycling containers.

Reach out to the SWACO Business Programs Team at Biz@SWACO.org to learn more or request free technical assistance.



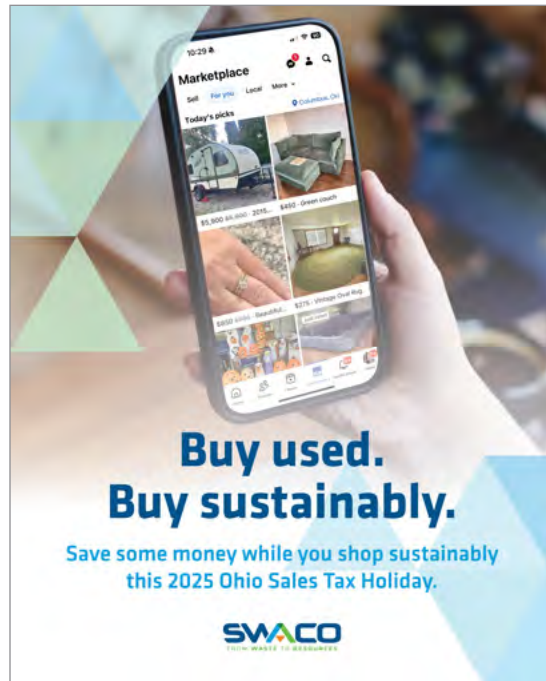
- Participate in our November Caught Blue-Handed social media campaign to recognize sustainability champions.
- Visit SWACO.org for all the latest.

DIGITAL

Examples of SWACO electronic applications are below. These are simple and straightforward in order to capture the audience's attention quickly and efficiently.

QR CODES

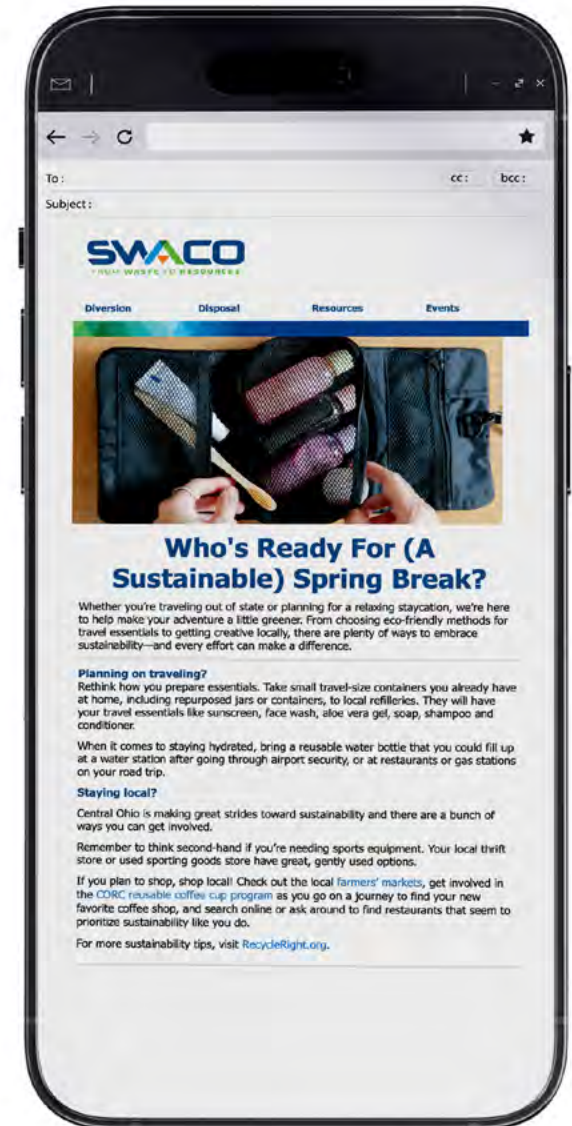
Where QR codes can help link your print piece to your digital content, they are not recommended for digital content. Links with UTM tracking information will be more user-friendly and provide a cleaner layout.



Social Media



Business Update Email



School Email

POWERPOINT

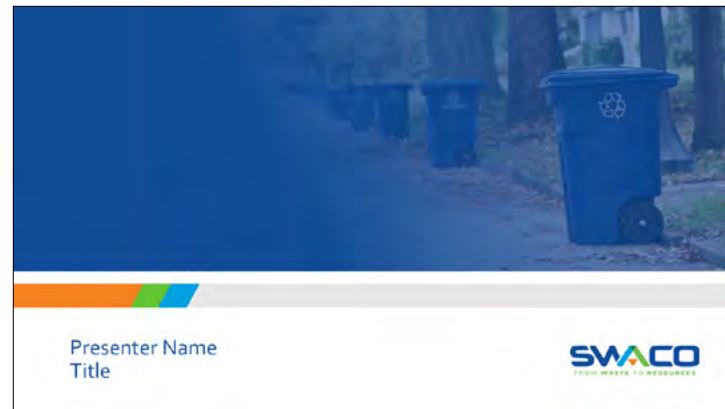
Below is an example of how we visually communicate our brand when using PowerPoint. Approved colors and fonts should be utilized for consistent communication of our brand. A template has been created (see example below) to begin populating with content.

For PowerPoint slides, the general best practice is:

- Minimum size for body text: 18–20 pt.
- Minimum size for titles/headings: 24–28 pt (often larger, 32–44 pt is common for main titles).
- This guideline comes from readability standards—anything smaller than 18 pt becomes difficult for an audience to read, especially if they're seated far from the screen in a conference room or auditorium.

To the right are examples of how we visually communicate with our brand when using PowerPoint. Approved colors and fonts should be utilized for consistent communication of our brand. A variety of templated slide designs have been created (see examples below) for you to choose from. These templates live on the SWACO SharePoint site. **NEVER CREATE A POWERPOINT PRESENTATION WITHOUT THIS TEMPLATE.**

POWERPOINT PRESENTATION SLIDE TEMPLATES



BRANDED ELEMENTS

Below are the suggested placements and usage of the SWACO logo on branding elements.





MICRO BRAND GUIDELINES

BUSINESS PROGRAMS MICROBRANDING

COLORS

Business collateral should build on SWACO's established palette with strategic use of colors to support message clarity and thematic relevance:

Primary color for headers and structural design elements and food waste messaging or broader sustainability initiatives



c100 m81 y08 k00
r16 g57 b133
#103985



c61 m00 y96 k00
r111 g191 b74
#6ebe49

Secondary tone for general business outreach or neutral collateral



c00 m60 y100 k00
r245 g130 b32
#f5821f

Tertiary tone specifically for recycling-focused materials



c70 m100 y12 k20
r83 g0 b120
#530078

FONTS

DIN and Klavika font families are required for use in all SWACO materials.

HEADLINE/SUBHEAD - KLAVIKA

Klavika Regular

AaBbCcDdEeFfGgHhIijJkKlLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Klavika Bold

**AaBbCcDdEeFfGgHhIijJkKlLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

BODY COPY - DIN

DIN Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

DIN Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

✳ When any of the approved Primary Typefaces are not available, please use the Calibri or Tahoma font family instead.

ASSETS / PROGRAM BADGES

BUSINESS RECYCLING CHAMPION BADGE

Recognizes businesses actively engaged in sustainable waste reduction efforts



RECYCLE THIS BOX STICKER

Used in conjunction with the Pizza Box Recycling Initiative and available for use in storefront signage, print materials, and digital content



THE SWACO TRIANGLE PATTERN

Used as a background or framing device.



PHOTOGRAPHY



POWERPOINT TEMPLATE

Although any approved SWACO template may be used, the Business PowerPoint is recommend.



Recycle Right at Work: Organizing a Green Team

Thank you for joining us. The meeting will start shortly.

PROGRAM CASE STUDY

B2B: SWACO fosters relationship between Lovesac and Sew Valley to divert textiles.

CASE STUDY #3

Lovesac

Headquartered in Connecticut with showrooms in central Ohio
lovesac.com

Sew Valley

1010 Hulbert Ave.,
Cincinnati, OH 45214
sewvalley.org

About Lovesac

Lovesac is a publicly traded American furniture retailer, specializing in a patented modular furniture system called Sactionals. With over 200 company owned retail showrooms across the US, they were named America's fastest growing furniture retailer by Furniture Today in 2017.

About Sew Valley

Sew Valley, a registered 501(C)(3) nonprofit organization based in Cincinnati, OH is a small batch garment factory, sample room and incubator space for apparel brands and individuals interested in the sewn trades. They provide guidance, collaboration, connections, space, services and equipment brands or individuals need to bring their design to market.



Challenges and Objectives

Lovesac, a publicly traded furniture retailer, specializing in a *Design For Life* patented modular furniture system called Sactional was housing approximately 97 rolls (5,248 yards) of discontinued or excess fabric in a third-party warehouse located in Grove City, OH.

Their team persistently searched for suitable recipients of the discontinued or excess fabric only to be turned away or met with no response.

Lovesac reached out to SWACO to assist them in locating suitable recipients for the fabric, who then fostered a new relationship between Sew Valley and Lovesac which resulted in the reuse of these materials, keeping them out of a landfill.



CASE STUDY ► B2B: LoveSac & Sew Valley



The Solution

SWACO was able to network with other solid waste districts in Ohio and found a non-profit that was a great partial solution to the problem. Sew Valley traveled to Grove City, OH to pick up 8 rolls (634.6 yards) of fabric to repurpose.

Additionally, Lovesac donated 57 rolls (2,757.8 yards) of fabric to Goodwill Columbus, OH.

Results

65 rolls of fabric, totaling nearly 3,400 yards of material -- enough to cover 20 football fields, were diverted from the landfill and reused.



What's Next

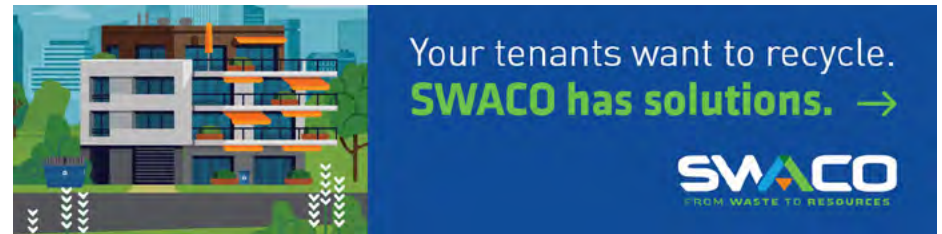
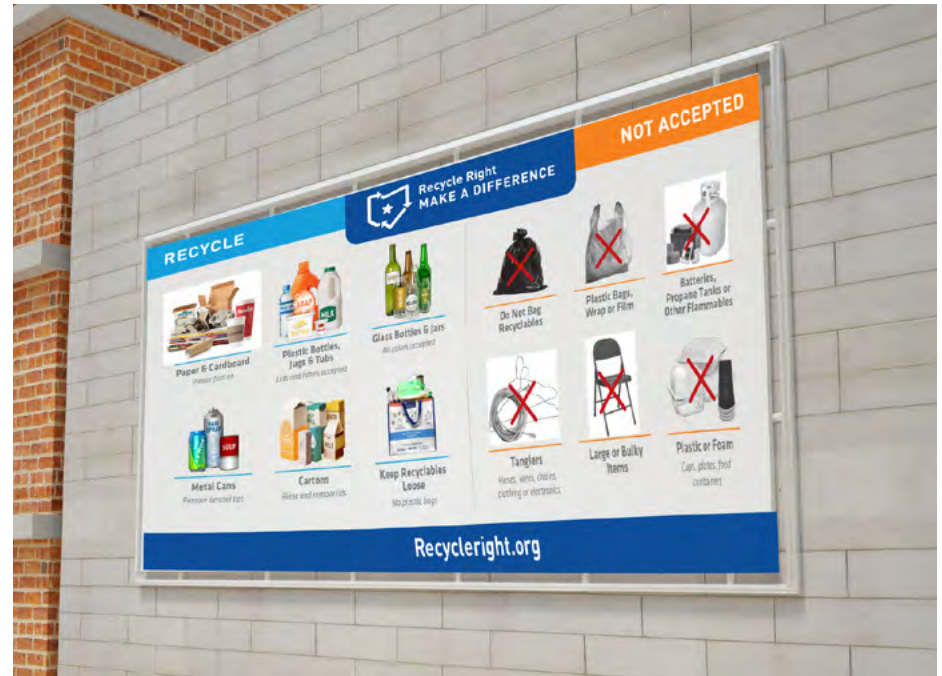
Creating a *Designed for Life* product is a difficult thing to achieve, and Lovesac understands that it will take some time to truly live up to it. The company works every day to ensure they're taking meaningful steps towards achieving this design philosophy. From the raw materials used to packaging and shipping practices, Lovesac is committed to the responsible consumption of resources and working with partners that share the same vision.

Call to Action

Businesses and nonprofits looking to find diversion opportunities for hard-to-recycle materials, can contact SWACO for support at biz@swaco.org, or visit www.swaco.org for more information. In addition, SWACO's webinar series: "Recycle Right at Work" provides informative topics related to business recycling. A schedule of upcoming webinars, as well as recorded previous webinars can be found [here](#).



MULTIFAMILY TOOLKIT



ASSETS



SWACO
FROM WASTE TO RESOURCE

BUSINESS RESOURCES



Franklin County businesses can rely on SWACO to help them achieve their sustainability goals and provide financial assistance to improve the waste diversion efforts at their facilities or multifamily properties. The SWACO Business Recycling Champions program can provide free signage and indoor recycling containers.

Reach out to the SWACO Business Programs Team at Bliz@SWACO.org to learn more or request free technical assistance.



SWACO
FROM WASTE TO RESOURCE

Business Recycling Toolkit

- A step-by-step approach to implementing or improving a recycling program.
- Free downloadable resources to support writing a recycling plan.
- Visual and comprehensive auditing of your waste stream, employee education, best practices for bin and signage placement, and more.

Recycling Champions Program

- Free indoor recycling containers and other financial incentives.
- Free custom signage.
- Reimbursement of some program start-up costs.

Multifamily Recycling Program

- Free resident recycling education toolkits.
- Property manager tools to easily add recycling as an amenity to your property.
- Financial support for containers and services.

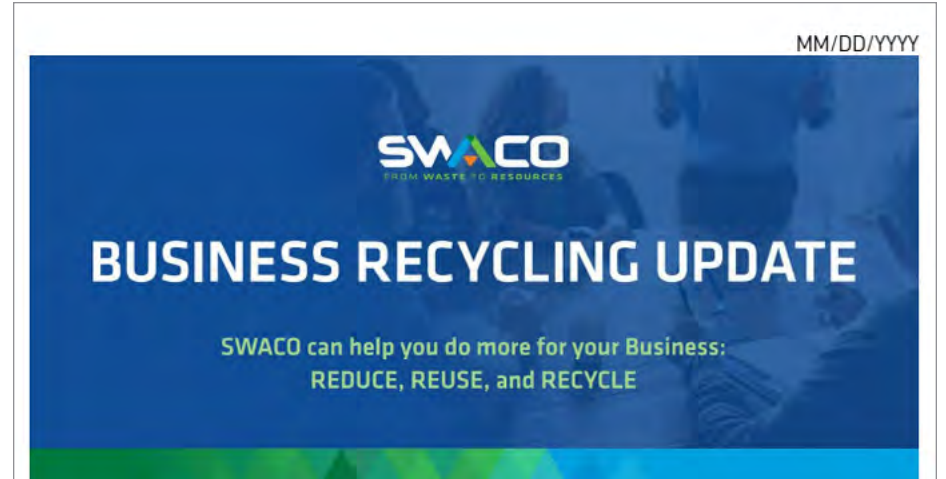
Free Technical Assistance and Resources

- Divert rejected loads from the landfill by connecting with us for alternative solutions.
- Connection to processors who want off-spec goods.
- Detailed information on post-industrial recycling processors for all kinds of materials.

Recognition Opportunities

- Let SWACO showcase your small business achievements as a recycler during Earth Month.
- Participate in our November Caught Blue-Handed social media campaign to recognize sustainability champions.
- Visit SWACO.org for all the latest.

MM/DD/YYYY



SWACO
FROM WASTE TO RESOURCE

BUSINESS RECYCLING UPDATE

SWACO can help you do more for your Business:
REDUCE, REUSE, and RECYCLE



ENVIRONMENTAL CRIMES TASK FORCE MICROBRANDING

LANGUAGE

After Environmental Crimes Task Force has been fully written out it can then be referred to as ECTF.

The domain for the program is **itsacrime.org**. The domain should be typed and written all lowercase letters.

All communications about the Environmental Crimes Task Force should lead with education, focusing on how to properly dispose of materials, the benefits of doing so and where to find helpful resources. Enforcement language about littering and dumping being crimes should be secondary and used only when necessary. Any such legal language must be reviewed by the Franklin County Prosecutor's Office.

FONTS

DIN and Klavika font families are required for use in all SWACO materials.

HEADLINE/SUBHEAD - KLAVIKA

Klavika Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

Klavika Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz**

BODY COPY - DIN

DIN Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

DIN Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz**

✳ When any of the approved Primary Typefaces are not available, please use the Calibri or Tahoma font family instead.

COLORS

Color is an essential part of SWACO which is why we've created a color palette specifically for the Environmental Crimes Task Force.



c00 m60 y100 k00
r245 g130 b32
#f5821f



c17 m13 y13 k0
r210 g210 b210
#d2d2d2



c17 m13 y13 k0
r210 g210 b210
#d2d2d2



c60 m60 y65 k47
r75 g67 b60
#4b433c



c36 m66 y100 k32
r120 g81 b0
#785100

PARTNER LOGOS

Partner logos may be used on communications in combination with the SWACO logo. The current partners are the Franklin County Sheriff's Office, City of Columbus, and the Franklin County Prosecutor. Please follow proper spacing as per the main brand guidelines.



ASSETS

NOTICE

TO ANYONE WHO HAULS JUNK, GARBAGE, APPLIANCES, TIRES, CONSTRUCTION DEBRIS OR ANY OTHER WASTE MATERIALS

OPEN DUMPING IS A CRIME

Open Dumping is the disposal of waste anywhere other than a licensed landfill. For example, it is illegal to dump waste:

- behind buildings or houses
- in alleys
- on dead-end streets
- in yards, fields or woods
- in parks or vacant lots
- along stream banks, or in waterways
- along utility rights-of-way
- along railroad tracks
- any other place that is not a licensed landfill

OPEN DUMPING IS A FELONY-LEVEL CRIME PUNISHABLE BY UP TO 4 YEARS IN PRISON AND A FINE OF \$25,000.

To dispose of waste legally in Franklin County, there are several options below, depending on type of material. You can also contact SWACO with questions at 614-871-5100 or email info@swaco.org.

LICENSED LANDFILLS AND DISPOSAL OPTIONS:



Franklin County Sanitary Landfill
3851 London Groveport Rd
Grove City, OH 43123
614-875-8563

Scan the QR code for a list of unaccepted items

Liberty Tire Recycling
Accepts: tires
3041 Jackson Pike
Grove City, OH 43123
614-871-8097

Frank Road Recycling
Accepts: construction and demolition debris
2230 Brown Rd
Grove City, OH
614-539-3722

Scott's C&D Landfill
Accepts: construction and demolition debris
1489 Harmon Ave
Columbus, OH 43223
614-443-7134



HELP KEEP FRANKLIN COUNTY CLEAN AND SAFE

Report illegal dumping and littering.



SCAN ME



SCAN the QR code
VISIT itsacrime.org
CALL 614-871-5322

ENVIRONMENTAL CRIMES TASK FORCE OF CENTRAL OHIO



ASSETS




How to Report Illegal Dumping or Littering

To help make our investigation as effective as possible, please collect the following information before you make a report and provide the information as soon as possible:

- Incident date and time
- Incident location
- Description of the offender(s)
- Type of material littered or dumped
- Pictures or videos (uploaded)
- Vehicle make and license plate number (if applicable)



Report Environmental Crimes 24/7 by calling **614.871.5322** or visiting our website at www.itsacrime.org.

ENVIRONMENTAL CRIMES TASK FORCE OF CENTRAL OHIO

KEEP YOUR NEIGHBORHOOD HEALTHY AND CLEAN. REPORT ILLEGAL DUMPING AND LITTERING.

Call the 24/7 hotline or Submit a report and photos online.

614-871-5322 | itsacrime.org

EXAMPLE REPORT:

June 14, 2017, 8:30am

Throwing a bag of trash out of the car window, Blue Honda Accord, License # GRE-564, at the corner of High Street and Buttles Ave.







 614-871-5322
  itsacrime.org

ABOUT THE ENVIRONMENTAL CRIMES TASK FORCE

Established in 1992, the Environmental Crimes Task Force of Central Ohio (ECTF) is Franklin County's multi-governmental, anti-littering and illegal dumping collaborative.

Comprised of representatives from SWACO, the City of Columbus, the Franklin County Sheriff's Office, Prosecutor's Office and Public Health, the ECTF works to protect the environmental health and safety of central Ohio residents and communities. Members of the Task Force collaborate daily to investigate and prosecute environmental crimes, attend community outreach events and provide education to citizens.

WHAT IS AN ENVIRONMENTAL CRIME?

Environmental crimes include littering, dumping, and burning solid waste materials. These illegal activities can pollute the land, air, and water, causing harm to the health of the environment and to the public. Littering and dumping also attract other nuisances and lower property values.

Many open dumps are found along secondary roads, abandoned lots, open fields, or along our rivers and streams. Often the property owner is unaware that dumping is occurring, however, property owners are ultimately responsible for proper disposal of any solid waste deposited on their property.



Educating Franklin County residents about how to properly and safely dispose of their unwanted materials – such as hazardous materials, yard waste, tires and construction debris – is a high priority for the ECTF.







LET'S WORK TOGETHER TO KEEP FRANKLIN COUNTY HEALTHY, CLEAN AND SAFE. HELP US BY REPORTING THESE TOP ENVIRONMENTAL CRIMES.

Open Dumping
Open dumping is the placing of trash or other hazardous material onto the ground or into waterways. Please report any opening dumping immediately and do not disturb the dumpsite to ensure safety and proper investigation.

Open Burning & Air Pollution
Burning trash or waste material is prohibited by state law. Report any open burning in your neighborhood to the Task Force and call your local fire department to learn what you can and can't burn on your property. Help keep the air in your neighborhood clean.

Transporting and Disposing of Tires
Did you know that hauling more than 10 tires at one time without proper registration is illegal in Ohio (ORC 3734.83) unless it's for your own agricultural use? Illegally dumped tires are a serious problem and threaten the health and safety of our community. Please pay to have your tires recycled at an area tire dealer or visit itsacrime.org to learn about proper disposal and recycling.

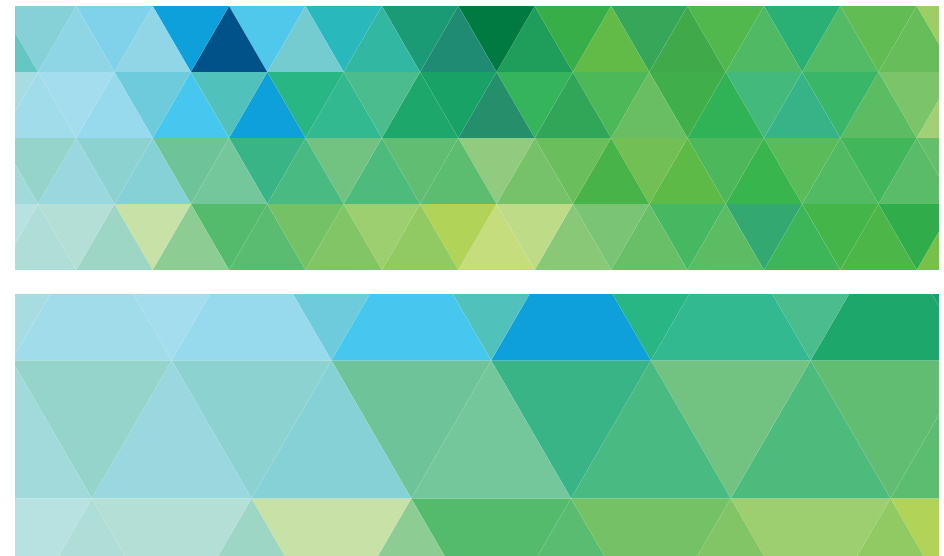
 614-871-5322
  itsacrime.org

Environmental Crimes Task Force of Central Ohio

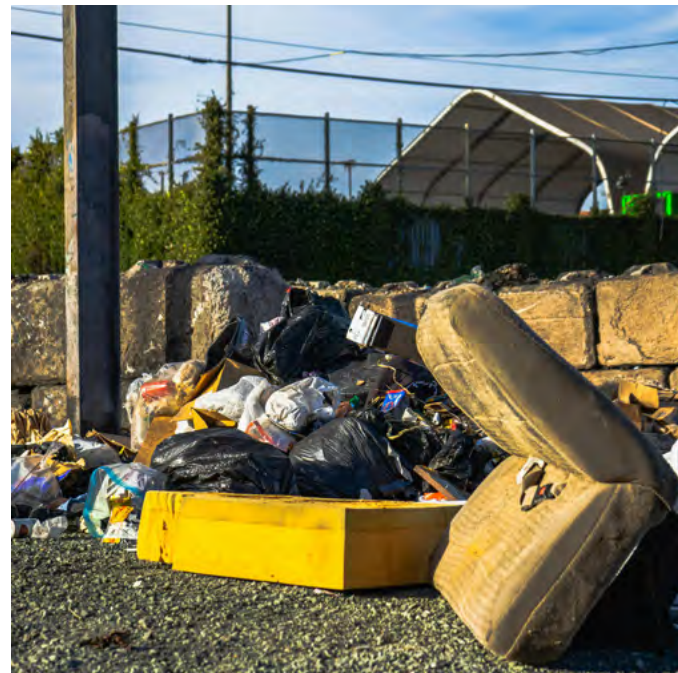
REPORT

ILLEGAL DUMPING, LITTERING OR OTHER ENVIRONMENTAL CRIMES

614-871-5322 itsacrime.org



ASSETS



RECRUITMENT MICROBRANDING

These guidelines outline the SWACO visual and communication standards for recruitment materials.

This ensures all outreach reflects the values and professionalism of the organization, aligns with the SWACO brand identity, and speaks inclusively to the central Ohio community.

Recruitment materials should mirror the SWACO brand, including the tone of voice, color palette and graphic elements.

INCLUSIVE & PROFESSIONAL COMMUNICATION

Recruitment materials should reflect professional, inclusive, and people-centered messaging. Avoid jargon and use language that is clear and welcoming.

Recommended Example (Inclusive & Professional):

- Join SWACO and make a difference.
- We're looking for passionate individuals committed to sustainability and public service.
- SWACO is proud to be an equal opportunity employer. We encourage candidates from all backgrounds, experiences, to apply.

Not Recommended (Vague and Too Casual):













- Need a job? We're hiring hard-working people who are ready to show up and get started.
- If you know someone looking for work, send them our way.

Visuals used in recruitment communications should:

- Be realistic and relatable. Please reference imagery suggestions in the SWACO brand guidelines
- Reflect the population of central Ohio, including people of various backgrounds, ages, ethnicities, and abilities, etc.
- Ensure communications are ADA compliant; please reference the ADA compliance section in the master brand guidelines. In addition, be sure that approved PowerPoint templates are used with adequate font sizes. Guidance on this can found in the master document as well.
- Always use either the SWACO full color logo and or a single-color reverse logo. See the logo section of the master guidelines for details.

COLORS

Recruitment collateral should build on SWACO's established palette with strategic use of colors to support message clarity and thematic relevance:

	c100 m81 y08 k0 r16 g57 b133 #103985		c61 m00 y96 k00 r111 g191 b74 #6ebe49		c68 m0 y62 k0 r68 g205 b141 #44cd8d		c2 m23 y100 k0 r250 g195 b0 #fac300
	c80 m18 y0 k0 r00 g160 b221 #00a0dd		c00 m60 y100 k00 r245 g130 b32 #f5821f		c70 m100 y12 k20 r83 g0 b120 #530078		c60 m60 y65 k47 r75 g67 b60 #4b433c
	c96 m27 y100 k15 r0 g121 b64 #007940		c0 m1 y0 k51 r145 g145 b149 #919194		c36 m66 y100 k32 r120 g81 b0 #785100		c17 m13 y13 k0 r210 g210 b210 #d2d2d2

FONTS

DIN and Klavika font families are required for use in all SWACO materials.

HEADLINE/SUBHEAD - KLAVIKA

Klavika Regular
AaBbCcDdEeFfGgHhIijJkKlLmMnNn
OoPpQqRrSsTtUuVvWwXxYyZz

Klavika Bold
AaBbCcDdEeFfGgHhIijJkKlLmMnNn
OoPpQqRrSsTtUuVvWwXxYyZz

BODY COPY - DIN

DIN Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

DIN Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

✳ When any of the approved Primary Typefaces are not available, please use the Calibri or Tahoma font family instead.

SPECIAL-USE FONTS ARE ALSO AVAILABLE, BUT ARE ONLY TO BE USED SPARINGLY AS EMPHASIS IN A LAYOUT. FASTPEN AND LTC SWING SHOULD NEVER BE USED IN ALL CAPS, STICK TO SENTENCE CASE.

Fastpen 4mm

*Aa BbCc DdEe Ff Gg Hh Ii Jj Kk
LlMm NnOo PpQq RrSs TtUu VvWw XxYy Zz*

LTC Swing

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz*

ASSETS



MEET OUR SUMMER INTERN



Morgan Mills
Communications Intern
Mount Vernon Nazarene University, '25



SWACO STRATEGIC PLAN

VISION
A sustainable future for our region.

MISSION
Champion transformational diversion programs & safe disposal of the waste stream.

CORE VALUES

- Collaborate with our public & private partners to improve our shared quality of life.
- Operate a safe environment with transparency, efficiency, innovation & fiscal responsibility.
- Leverage the waste stream for economic benefit.
- Engage the community through education & outreach.
- Respect an inclusive & diverse workforce.



SWACO STRATEGIC PLAN | @SWACO.org | @SWACDgreen | @SWACO_Green

STRATEGIC OBJECTIVES

OBJECTIVE: 1
SUSTAINABLE WASTE STREAM MANAGEMENT
SWACO will operate & serve the public by providing safe & affordable disposal, focusing on maximizing waste reduction & diversion away from the landfill.

KEY RESULTS

- ▶ Safety
- ▶ Affordability
- ▶ Waste Reduction
- ▶ Regional Diversion

OBJECTIVE: 2
TRANSFORMATIONAL LEADERSHIP
SWACO will demonstrate leadership & excellence through action to drive greater sustainability by collaborating with our partners in the region.

KEY RESULTS

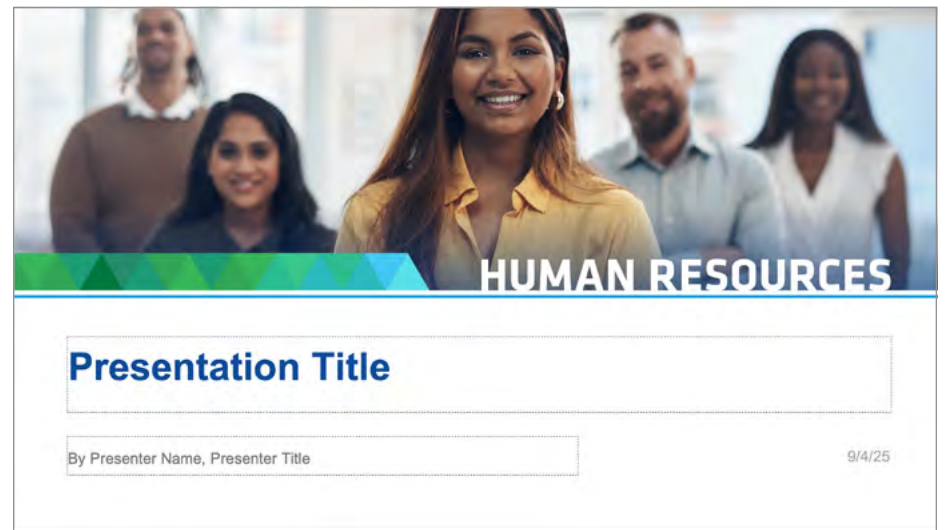
- ▶ Leadership
- ▶ Environmental Impact
- ▶ Collaboration
- ▶ Communication



SWACO STRATEGIC PLAN | @SWACO.org | @SWACDgreen | @SWACO_Green



ASSETS



Powerpoint templates are available for download and use on Sharepoint.

PHOTOGRAPHY



SWACO SCHOOL MICROBRANDING

COLORS

When discussing Recycling, Food Waste, or Disposal, please use the following colors. When creating content focused on teachers, use the darker color. Content focused on students should use the lighter color. See examples on the next page.

RECYCLING COMMUNICATION



c100 m81 y08 k0
r16 g57 b133
#103985



c80 m18 y0 k0
r00 g160 b221
#00a0dd



c70 m100 y12 k20
r83 g0 b120
#530078

DISPOSAL AND LANDFILL



c17 m13 y13 k0
r210 g210 b210
#d2d2d2



c60 m60 y65 k47
r75 g67 b60
#4b433c



c68 m0 y62 k0
r68 g205 b141
#44cd8d

ORGANICS, FOOD WASTE AND SUSTAINABILITY



c96 m27 y100 k15
r0 g121 b64
#007940



c61 m0 y96 k0
r111 g191 b74
#6ebe49



c2 m23 y100 k0
r250 g195 b0
#fac300

GREEN TEAM COMMUNICATIONS



c30 m0 y45 k0
r182 g222 b164
#b6dea4

FONTS

DIN and Klavika font families are required for use in all SWACO materials.

HEADLINE - ARCHITECTS DAUGHTER

Architects Daughter
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

SUBHEAD - DIN BOLD

DIN Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

BODY COPY - DIN REGULAR

DIN Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

✳ When any of the approved Primary Typefaces are not available, please use the Calibri or Tahoma font family instead.

TEMPLATES – TEACHERS

The Four "R's"

Grade: 6-12 Duration: 45 minutes

OVERVIEW

Students will learn about Rethinking, Reducing, Reusing, & Recycling. This lesson focuses on the importance of waste reduction and rethinking purchasing and consumption in our daily lives. A PowerPoint presentation, with notes, has been developed to assist teachers with introducing waste reduction concepts, local facts/stat describing the school and local recycling programs, and how students can make a difference. The SWACO 4R's kit contains recycled content and reused products that students will have the opportunity to pass around for discussion. Students can begin to evaluate their own waste habits by conducting the Take-Home Recycling Survey and the Personal Trash Survey Activities.

LEARNING OUTCOMES

- Students will learn the concepts of rethinking, reducing, reusing, recycling, and their importance as materials management options.
- Students will gain an understanding of natural resources and how they can become depleted.
- Students will learn how to "Close the Loop" in recycling.
- Students will learn what is accepted for recycling in their school and home programs.

MATERIALS

- SWACO's 4R's kit for loan. Includes: recycled-content products, examples of natural resources, and products made from natural resources.
- SWACO's 4R's PP presentation.
- Copies of the Take Home Recycling activity.
- Copies of the Personal Trash Survey activity.

TEACHER PREP

- Email schools@swaco.org to request to borrow SWACO's 4 R's teacher kit. Arrangements will need to be made to pick it up from SWACO.
- Review the 4 R's kit and familiarize yourself with the items in the kit so that you can facilitate a discussion with students about products that have been reused and made from recycled-content materials.
- Review the PowerPoint presentation to familiarize yourself with the Notes and content in the presentation. Request a link to the PP presentation by emailing schools@swaco.org.



Food Waste

Grade: 6-12 Duration: 45 minutes

OVERVIEW

Students will learn about Rethinking, Reducing, Reusing, & Recycling. This lesson focuses on the importance of waste reduction and rethinking purchasing and consumption in our daily lives. A PowerPoint presentation, with notes, has been developed to assist teachers with introducing waste reduction concepts, local facts/stat describing the school and local recycling programs, and how students can make a difference. The SWACO 4R's kit contains recycled content and reused products that students will have the opportunity to pass around for discussion. Students can begin to evaluate their own waste habits by conducting the Take-Home Recycling Survey and the Personal Trash Survey Activities.

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MATERIALS

- SWACO's 4R's kit for loan. Includes: recycled-content products, examples of natural resources, and products made from natural resources.
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- Copies of the Personal Trash Survey activity.

TEACHER PREP

- Email schools@swaco.org to request to borrow SWACO's 4 R's teacher kit. Arrangements will need to be made to pick it up from SWACO.
- Review the 4 R's kit and familiarize yourself with the items in the kit so that you can facilitate a discussion with students about products that have been reused and made from recycled-content materials.
- Review the PowerPoint presentation to familiarize yourself with the Notes and content in the presentation. Request a link to the PP presentation by emailing schools@swaco.org.



Landfill Lesson Plan

Grade: 6-12 Duration: 45 minutes

OVERVIEW

Students will learn about Rethinking, Reducing, Reusing, & Recycling. This lesson focuses on the importance of waste reduction and rethinking purchasing and consumption in our daily lives. A PowerPoint presentation, with notes, has been developed to assist teachers with introducing waste reduction concepts, local facts/stat describing the school and local recycling programs, and how students can make a difference. The SWACO 4R's kit contains recycled content and reused products that students will have the opportunity to pass around for discussion. Students can begin to evaluate their own waste habits by conducting the Take-Home Recycling Survey and the Personal Trash Survey Activities.

LEARNING OUTCOMES


- Students will learn the concepts of rethinking, reducing, reusing, recycling, and their importance as materials management options.
- Students will gain an understanding of natural resources and how they can become depleted.
- Students will learn how to "Close the Loop" in recycling.
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- Review the PowerPoint presentation to familiarize yourself with the Notes and content in the presentation. Request a link to the PP presentation by emailing schools@swaco.org.



RECYCLING COMMUNICATION



ORGANICS, FOOD WASTE AND SUSTAINABILITY



DISPOSAL AND LANDFILL



TEMPLATES – STUDENTS

Title
Subheader

Student Activity

Name: _____

INTRODUCTION

A successful school recycling program has accurately labeled recycling containers throughout the building including offices, classrooms, and common areas. It is considered a "best practice" to locate a recycling container next to every landfill container. Containers must be clearly labeled, using images whenever possible with simple text. SWACO has created recycling and landfill container labels that can be downloaded on our School Recycling Resources webpage.

To begin, contact your hauler to ask about the exact items that are accepted for recycling in your program. The following pages can be used to conduct a school walk-through to identify the number of needed containers and labels. These pages also include helpful reminders with tips and ideas for implementing a sustainable program at your school!

Please complete the following:

School Name _____ Date _____

Name of Person Completing Walk-Through _____

Title
Subheader

Student Activity

Name: _____

INTRODUCTION

A successful school recycling program has accurately labeled recycling containers throughout the building including offices, classrooms, and common areas. It is considered a "best practice" to locate a recycling container next to every landfill container. Containers must be clearly labeled, using images whenever possible with simple text. SWACO has created recycling and landfill container labels that can be downloaded on our School Recycling Resources webpage.

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Title
Subheader

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Name: _____

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Name of Person Completing Walk-Through _____

RECYCLING COMMUNICATION



ORGANICS, FOOD WASTE AND SUSTAINABILITY



DISPOSAL AND LANDFILL

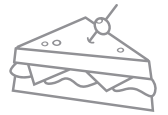
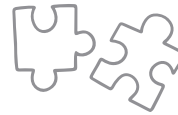
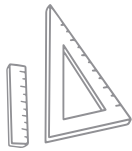


PHOTOGRAPHY



ICONS

When using the icons, the airplane color can be changed to an approved SWACO color if desired.



SCHOOL RECYCLING CHAMPION PROGRAM

Recognizes schools, colleges and universities actively engaged in sustainable waste reduction efforts.



GREEN TEAM



Use the first one or two meetings as a time to lay the groundwork for the year to come. This is a critical step that shouldn't be rushed.

Take attendance: Recording the names of students that attend each meeting will make the Green Team feel more official, make members more accountable and encourage them to arrive on time.



Purpose and Goals

Use the first one or two meetings as a time to lay the groundwork for the year to come. This is a critical step that shouldn't be rushed.

Take attendance: Recording the names of students that attend each meeting will make the Green Team feel more official, make members more accountable and encourage them to arrive on time.



Think of a Name

Use the first one or two meetings as a time to lay the groundwork for the year to come. This is a critical step that shouldn't be rushed.

Take attendance: Recording the names of students that attend each meeting will make the Green Team feel more official, make members more accountable and encourage them to arrive on time.



Establish Leadership Roles/Jobs

Use the first one or two meetings as a time to lay the groundwork for the year to come. This is a critical step that shouldn't be rushed.

Take attendance: Recording the names of students that attend each meeting will make the Green Team feel more official, make members more accountable and encourage them to arrive on time.





FONTS

HEADLINES - DIN BOLD

SUBHEADS - DIN BOLD

Body copy is DIN Regular. Body copy is DIN Regular. Body copy is DIN Regular. Body copy is DIN Regular. Body copy is DIN Regular. Body copy is DIN Regular.

COLORS



#00a0dd



#114d97



#f36c21



#6bf4a

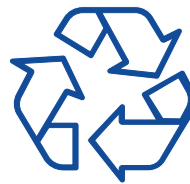
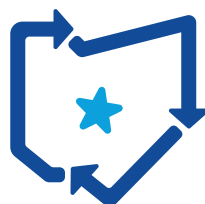


#007940



#797a7c

GRAPHIC ELEMENTS



FONTS

HEADLINES - DIN BOLD

SUBHEADS - DIN BOLD

Body copy is DIN Regular. Body copy is DIN Regular. Body copy is DIN Regular. Body copy is DIN Regular. Body copy is DIN Regular. Body copy is DIN Regular.

COLORS



#00a0dd

#114d97

#f36c21

#6bf44a

#007940

GRAPHIC ELEMENTS





MAKE A DIFFERENCE

COLORS



Pantone 7466
CMYK: 75 9 26 0
RGB: 11 173 188
HEX: #0aadb6



Pantone 375
CMYK: 47 0 93 0
RGB: 148 201 73
HEX: #94c949



Pantone Cool Gray 9
CMYK: 56 46 44 10
RGB: 118 120 123
HEX: #75787b

INVERSED LOGOS





APPENDIX



SIGNAGE GUIDELINES

Version 1.4
02.24.2025

SWACO
FROM WASTE TO RESOURCES

INTRODUCTION

TABLE OF CONTENTS

THE SWACO BRAND

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01 Brand Standards

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- Color and Material Schedule
- Digital Print Color Schedule

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- M - Monuments
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 - M.2 Layout
 - M.9 Layout
 - M.5 Layout
 - M.5 Layout
 - M.8 Layout
- P - Panels
 - P Layouts
 - P1 - P2 Layouts
 - P3 - P4 Layouts
 - P5 Layouts
 - P6 Layouts
- R - Ribbons
- L - Letters
 - L.1 Layouts
 - L.2 Layouts
- V - Vinyl
- C - Signage Accessories

03 Specifications

Our brand philosophy is the set of values and beliefs guiding our company's identity and relationship with our audience. It involves defining the brand's mission, vision, and core values and ensuring all communications and actions align with these principles. On the other hand, the Wayfinding philosophy is a crucial element in creating a cohesive and intuitive system for guiding our visitors and employees through physical spaces. It encompasses signage, landmarks, and environmental design to help individuals navigate and understand their surroundings effectively, thereby enhancing their overall experience.

Utilizing brand equity while streamlining information presentation is crucial to crafting a comprehensive and impactful application.

CONTACT

TERRI DAVIS

Customer Service and Operations Systems Manager
614-801-6424
terri.davis@swaco.org

ADAM BURLESON

Senior Operations Manager
614-728-9400
adam.burleson@swaco.org

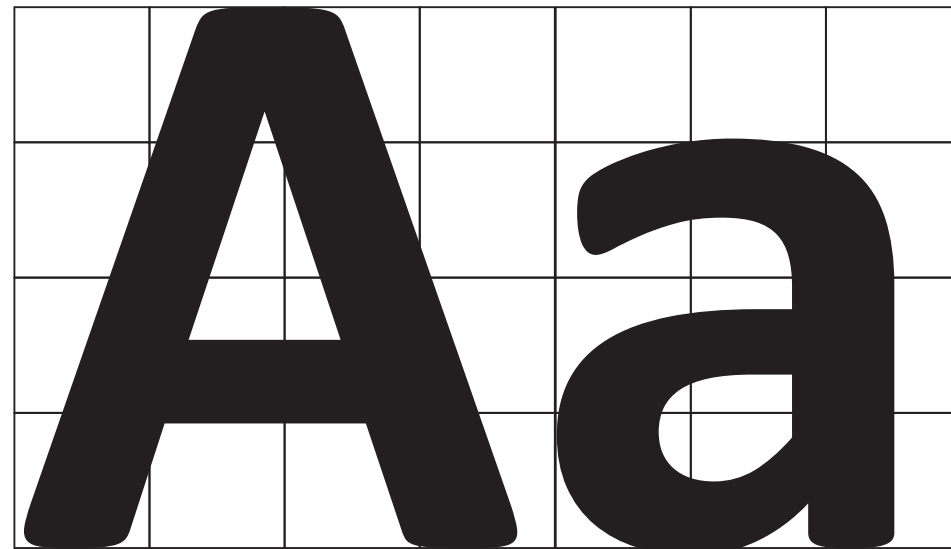


SECTION 1

Brand Standards

FONTS AND ARROWS

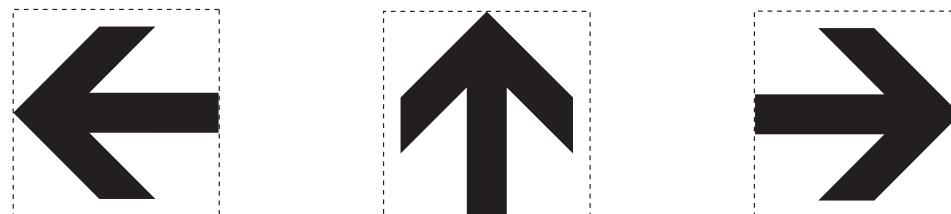
Calibri is a modern sans serif family with subtle roundings on stems and corners. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves reveal a warm and soft character. You may use this font as permitted



Calibri Bold

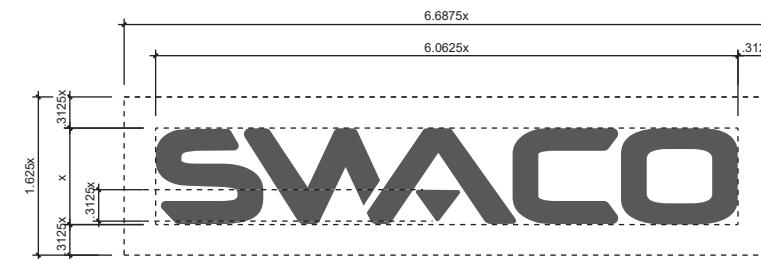
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CALIBRI FONT - BOLD

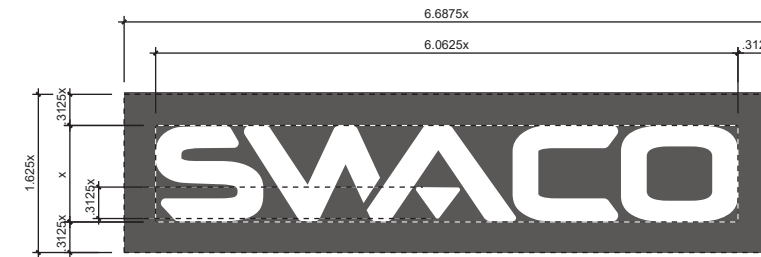


ARROW LAYOUTS

Graphic standards for logo use are created to maintain consistency in the visual representation of a brand. This is crucial for a consistent and unified brand image across all channels and customers. The standards outline commonly how the logo should be used, including details such as size, color, placement, and even what type of backgrounds it can be used on. Note that when using this standard, you may be required to seek approval of proposed layouts.



WHITE BACKGROUND



COLOR BACKGROUND





LOGO STUDY





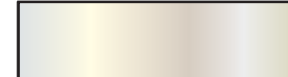
COLORS AND MATERIALS SCHEDULE

Color is an essential part of SWACO which is why we've created a color palette specifically for the brand. No other colors should be used when representing SWACO and PMS 360 should always be the primary color represented in all print and web materials.

COLORS

PMS 2945 C CMYK C100 M81 Y08 K00 RGB R16 G57 B133	PMS 299 CMYK C80 M18 Y00 K00 RGB R00 G160 B221	PMS 356 CMYK C96 M27 Y100 K15 RGB R0 G121 B64	PMS 360 CMYK C61 M00 Y96 K00 RGB R111 G191 B74	PMS 151 CMYK C00 M60 Y100 K00 RGB R245 G130 B32	PMS 2945 CMYK C56 M46 Y44 K10 RGB R118 G119 B123	PMS 360 CMYK C61 M00 Y96 K00 RGB R111 G91 B74	PMS 151 CMYK C00 M42 Y80 K60 RGB R245 G130 B32	PMS 335 C CMYK C00 M42 Y80 K60 RGB R96 G56 B19
								








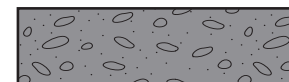

PAINTS

P01 Matthews acrylic polyurethane to match color above.	P02 Matthews acrylic polyurethane to match color above.	P03 Matthews acrylic polyurethane to match color above.	P04 Matthews acrylic polyurethane to match color above.	P05 Matthews acrylic polyurethane to match color above.	P06 Galvanized coating as recommended for steel elements.	P07 Matthews acrylic polyurethane to match color above.	P08 Concrete stain specification TBD	P09 Matthews acrylic polyurethane to match Mother of Pearl White.
								

VINYL FILMS

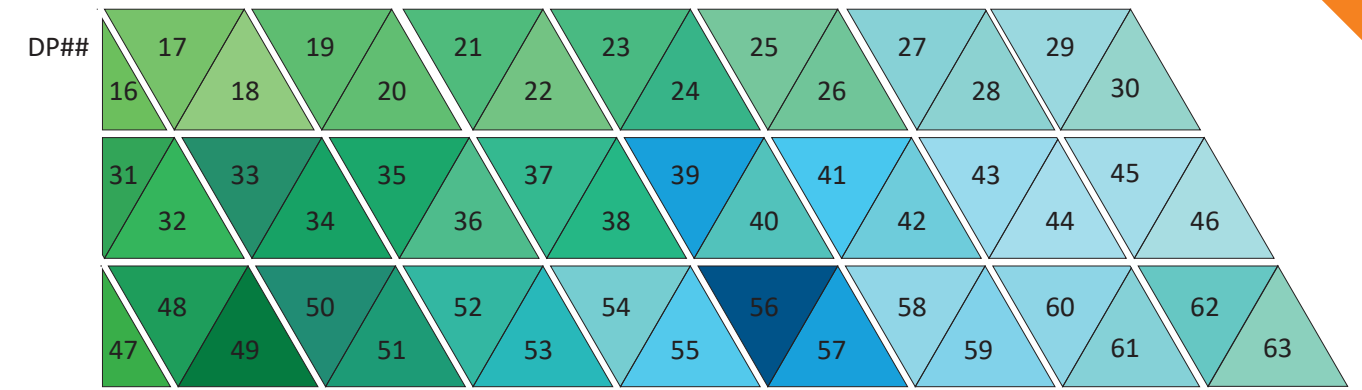
V01 3M Scotchlite Reflective Graphic Film 680 White	V02 3M™ Scotchcal™ Graphic Vinyl Film 50-10 White	V03 3M Dual Color Graphic Vinyl Film 3635-222 Black Vinyl	V04 Graphic Film w/ UV Overlamine 8519 Clear	V05 3M™ Scotchcal™ Graphic Vinyl Film 50-12 Black	V06 3M Photoluminescent Graphic Film 6900 HPPL Yellow Cast	V07 UNSCHEDULED	V08 UNSCHEDULED	V09 UNSCHEDULED
								

MATERIALS

M01 Aluminum Mill finish	M02 Steel Mill finish	M03 Polycarbonate Milk white	M04 Acrylic White	M05 Ferrous Tape White base color	M06 Magnetic Media White base color	M07 18 oz Banner Material White base color	M08 Standard concrete	M09 Not scheduled
								

DIGITAL PRINT COLOR SCHEDULE

Digital Printing is an essential part of SWACO which is why we've created a color palette specifically for the brand. No other colors should be used when representing SWACO and PMS 360 should always be the primary color represented in all print and web materials.



DP01 PMS 2945 C CMYK C100 M81 Y08 K00	DP02 PMS 299 CMYK C80 M18 Y00 K00	DP03 PMS 356 CMYK C96 M27 Y100 K15	DP04 PMS 360 CMYK C61 M00 Y96 K00	DP05 PMS 151 CMYK C00 M60 Y100 K00	DP06 PMS 2945 CMYK C56 M46 Y44 K10	DP07 PMS 360 CMYK C61 M00 Y96 K00	DP08 PMS 151 CMYK C00 M42 Y80 K60	DP09 PMS 335 C CMYK C00 M42 Y80 K60	DP10 COLOR UNSCHEDULED CMYK C-- M-- Y-- K--
DP11 CMYK C00 M00 Y00 K100	DP12 CMYK C00 M00 Y100 K00	DP13 CMYK C15 M100 Y100 K00	DP14 CMYK C100 M90 Y10 K00	DP15 CMYK C83 M07 Y96 K1	DP16 CMYK C61 M0 Y85 K0	DP17 CMYK C57 M0 Y78 K0	DP18 CMYK C46 M0 Y67 K0	DP19 CMYK C64 M0 Y75 K0	DP20 CMYK C63 M0 Y75 K0
DP21 CMYK C68 M0 Y70 K0	DP22 CMYK C57 M0 Y65 K0	DP23 CMYK C69 M0 Y66 K0	DP24 CMYK C73 M2 Y62 K0	DP25 CMYK C54 M0 Y50 K0	DP26 CMYK C56 M0 Y52 K0	DP27 CMYK C45 M0 Y17 K0	DP28 CMYK C43 M0 Y20 K0	DP29 CMYK C38 M0 Y13 K0	DP30 CMYK C41 M0 Y24 K0
DP31 CMYK C7 M9 Y9 K0	DP32 CMYK C75 M0 Y88 K0	DP33 CMYK C82 M22 Y70 K0	DP34 CMYK C64 M0 Y75 K0	DP35 CMYK C80 M7 Y7 K0	DP36 CMYK C67 M0 Y60 K0	DP37 CMYK C72 M0 Y58 K0	DP38 CMYK C75 M0 Y65 K0	DP39 CMYK C71 M21 Y0 K0	DP40 CMYK C63 M0 Y32 K0
DP41 CMYK C60 M0 Y2 K0	DP42 CMYK C37 M0 Y5 K0	DP43 CMYK C37 M0 Y5 K0	DP44 CMYK C33 M0 Y5 K0	DP45 CMYK C34 M0 Y7 K0	DP46 CMYK C32 M0 Y11 K0	DP47 CMYK C76 M4 Y100 K0	DP48 CMYK C82 M13 Y86 K2	DP49 CMYK C89 M27 Y98 K15	DP50 CMYK C82 M24 Y64 K6
DP51 CMYK C81 M16 Y68 K2	DP52 CMYK C71 M2 Y46 K0	DP53 CMYK C71 M2 Y30 K0	DP54 CMYK C51 M0 Y20 K0	DP55 CMYK C58 M0 Y4 K0	DP56 CMYK C99 M72 Y21 K5	DP57 CMYK C74 M21 Y0 K0	DP58 CMYK C40 M0 Y8 K0	DP59 CMYK C45 M0 Y5 K0	DP60 CMYK C41 M0 Y8 K0
DP61 CMYK C45 M0 Y16 K0	DP62 CMYK C57 M0 Y28 K0	DP63 CMYK C45 M0 Y31 K0							

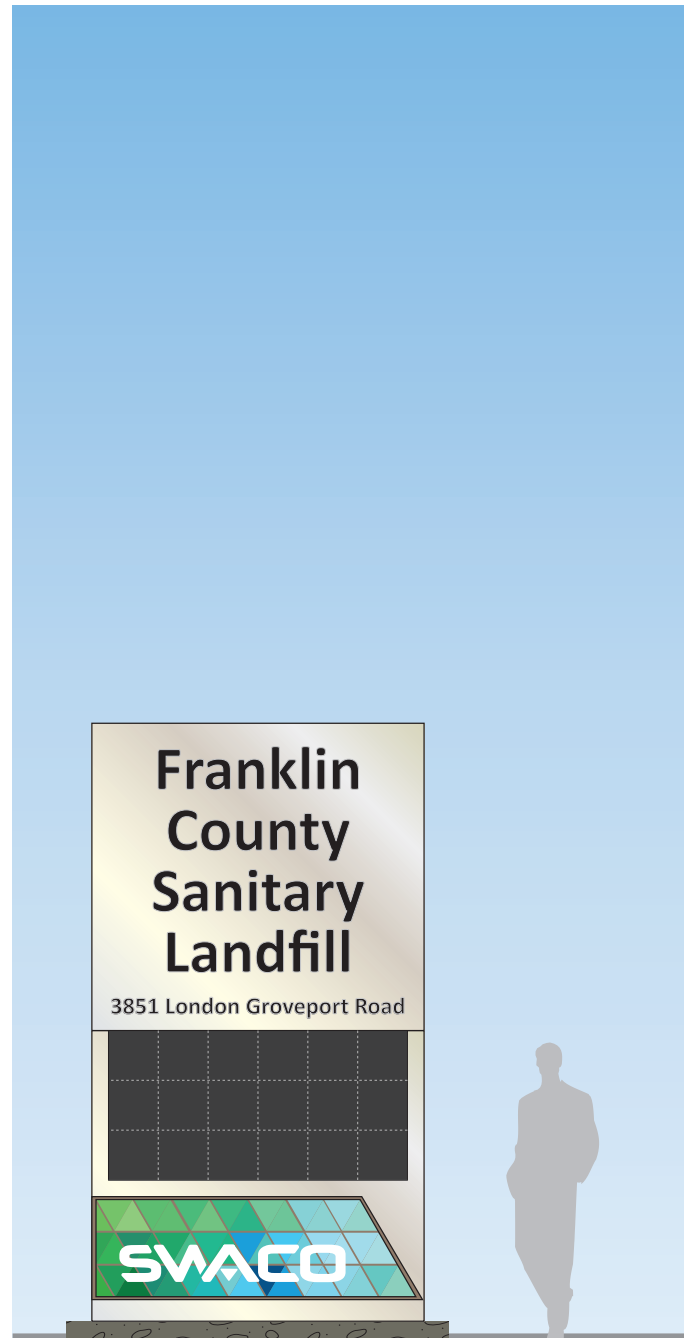


SECTION 2

Signage Types

SIGN TYPE M

SIGN TYPE M.1
MAIN MONUMENT



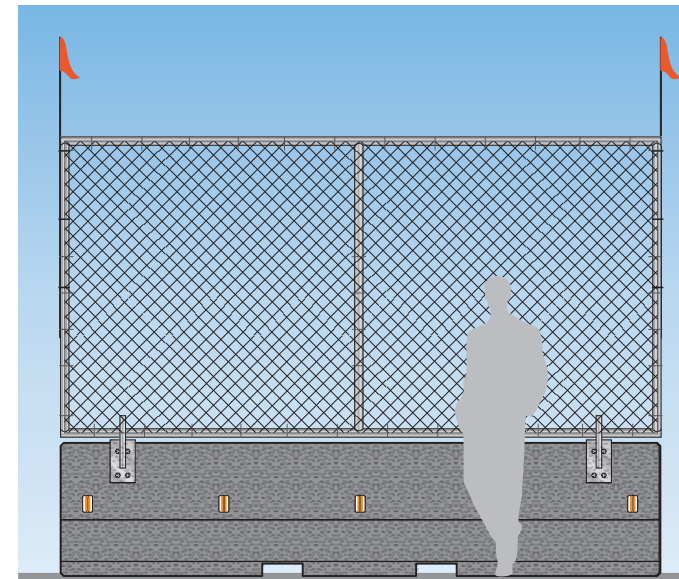
SIGN TYPE M.1: ILLUMINATED, DIGITAL

SIGN TYPE M.2 -
SECONDARY MONUMENT



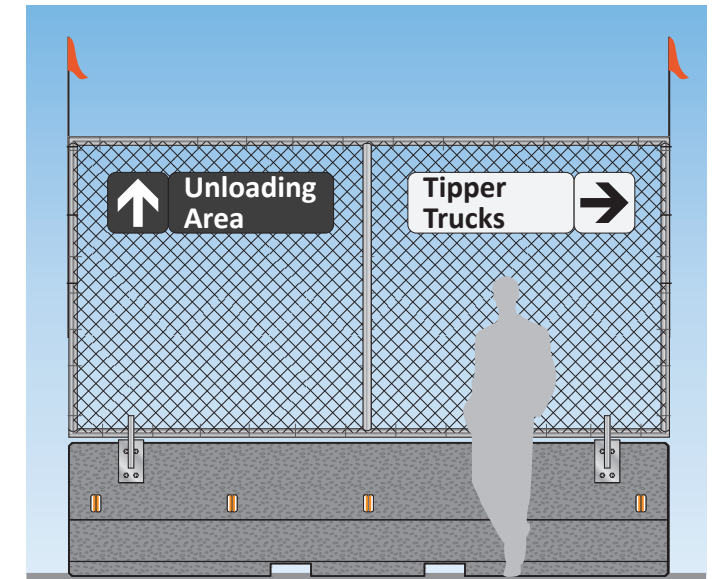
SIGN TYPE M.2: NON-ILLUMINATED

SIGN TYPE M.9A
12 FT. BARRIER SYSTEMS



SIGN TYPE M.9A: BARRIER SIGN, FLAGS

SIGN TYPE M.9B & C
12 FT. BARRIER SYSTEMS



SIGN TYPE M.9B: BARRIER SIGN, DIRECTIONS

PLACEMENT CONSIDERATIONS

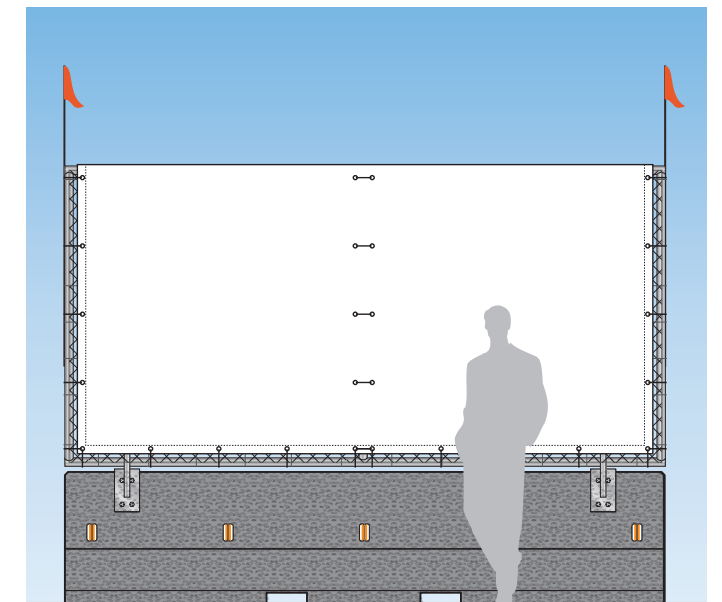


D/F

S/F

S/F

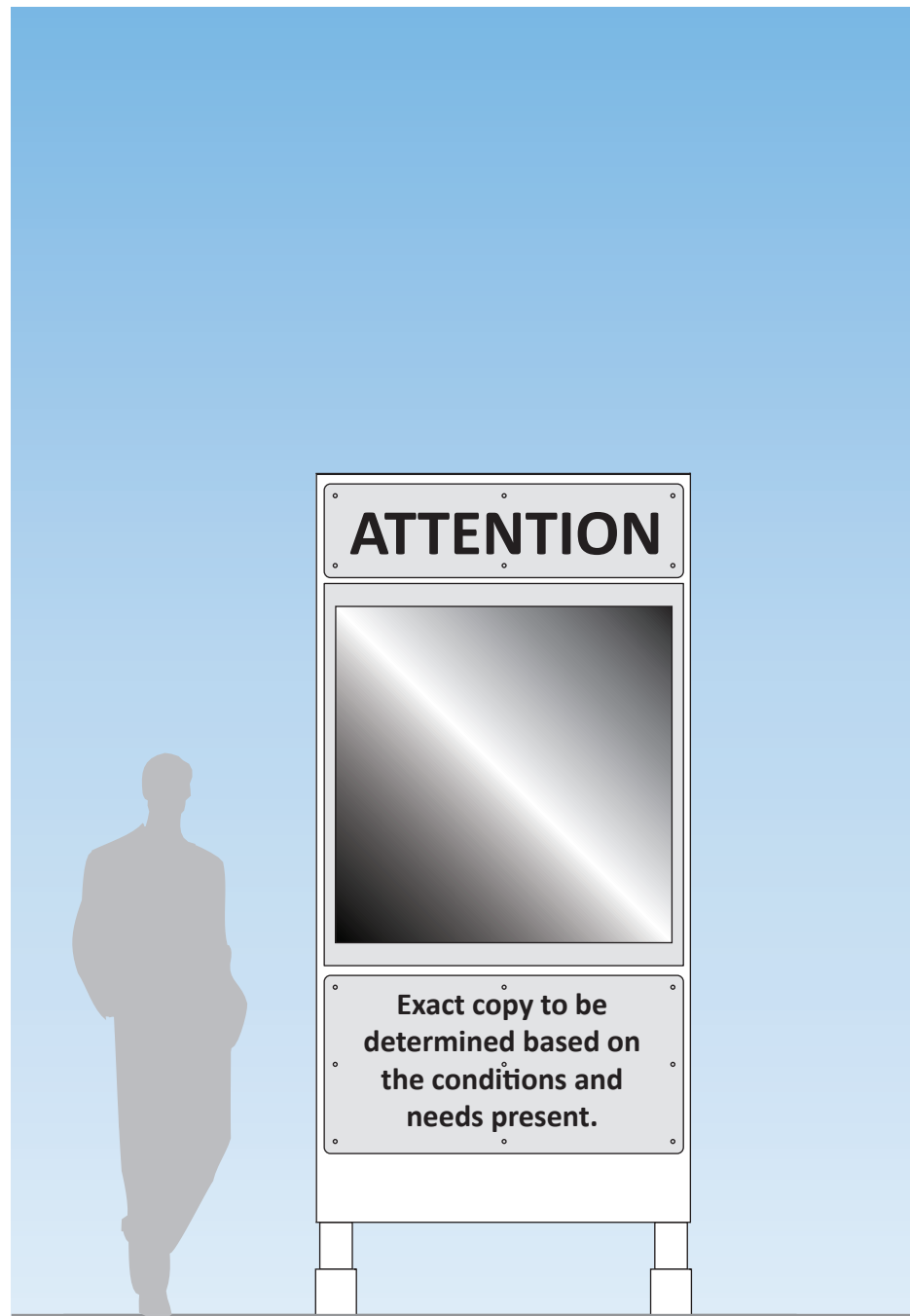
S/F



SIGN TYPE M.9C: BARRIER SIGN, BANNERS

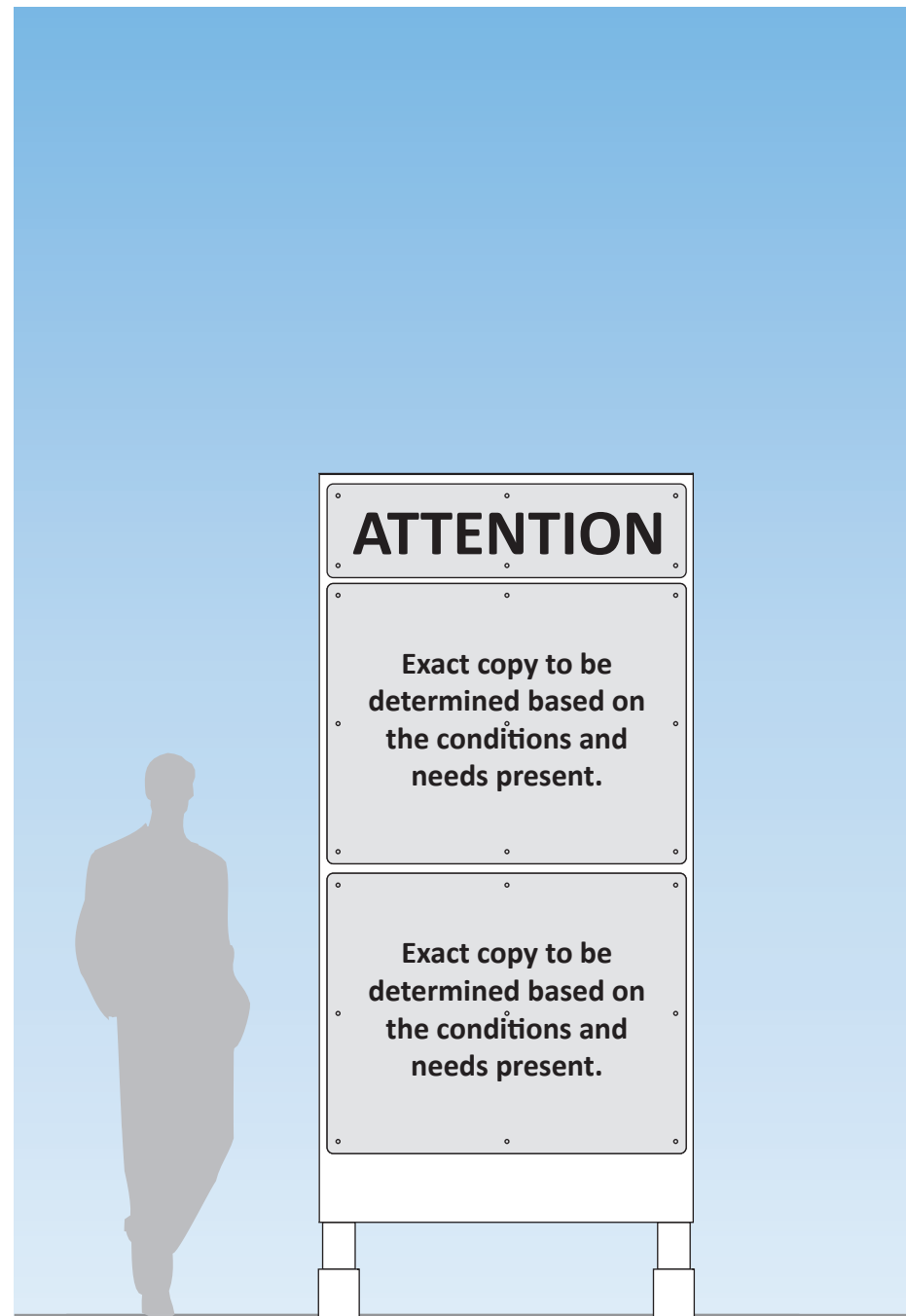
SIGN TYPE M

SIGN TYPE M.5 - POSTING SIGN, DIGITAL



SIGN TYPE M.5: ILLUMINATED

SIGN TYPE M.5 - POSTING SIGN, MANUAL

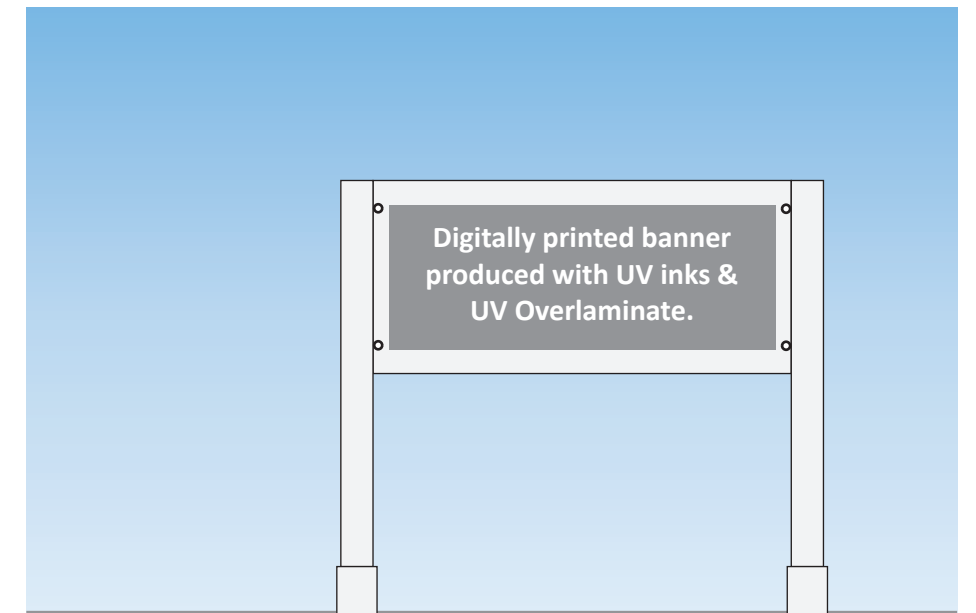


SIGN TYPE M.5: NON-ILLUMINATED

SIGN TYPE M.8 - POST & PANEL



FRONT PANEL



REAR BANNER - CHANGEABLE

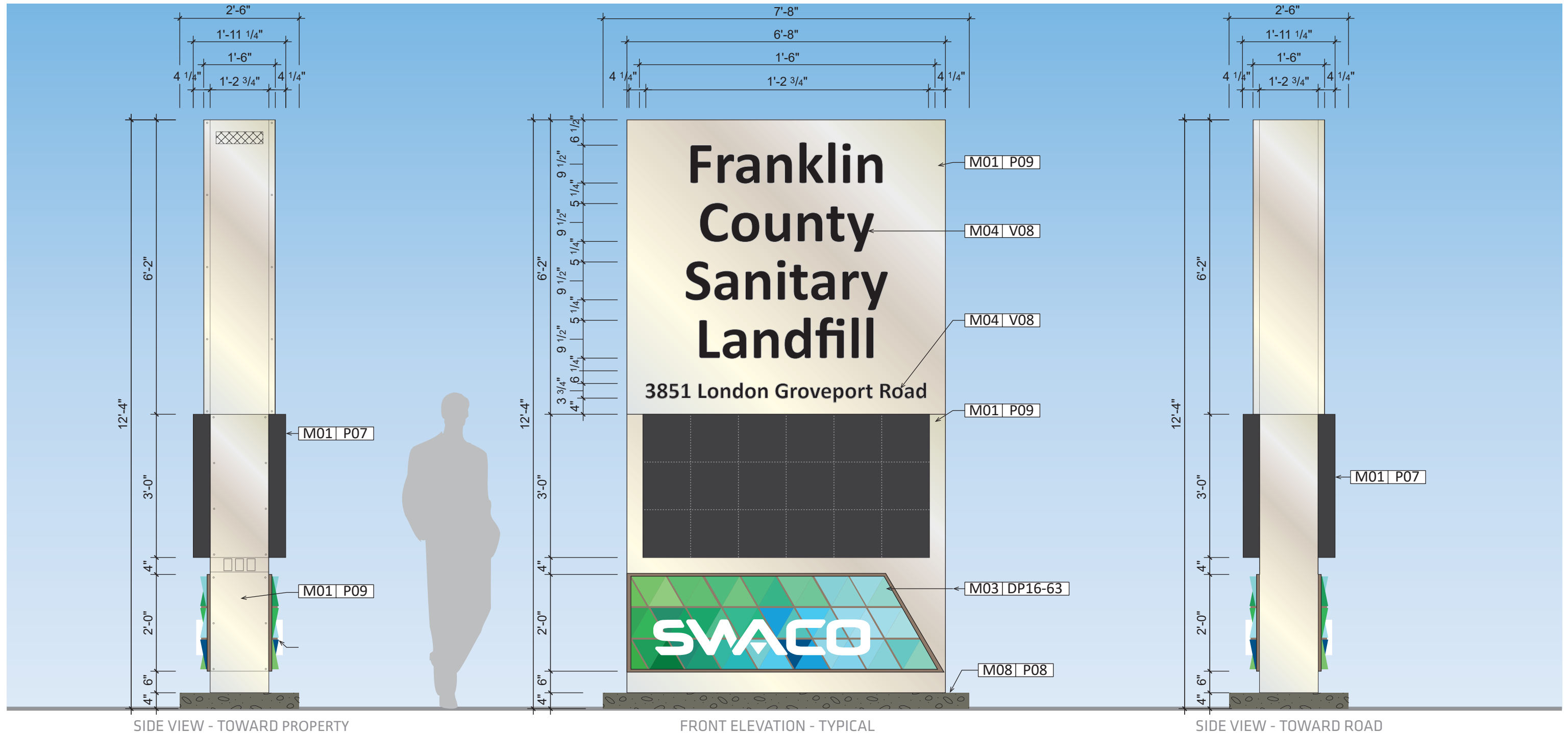
SIGN TYPE M.1
D/F MONUMENT

Double-faced illuminated monument used for both identification and informational purposes.



PLAN VIEW - TYPICAL

Upper Illuminated routed and pushed through flush to face with perf vinyl on face. Fabricated aluminum upper cabinet and Lower Aluminum Cabinet face with cut-away window for polycarbonate face that illuminates with LEDs. Digital 1'x1' matrix of Electronic Display Boards within a shallow angle cabinet applied to face of cabinet. Exact model to be determined. Thermoformed, vacuum-formed polycarbonate sign face with digitally printed graphics. Louver to release heat / provide ventilation painted to match cabinet return, typ. Concrete base with stained finish.

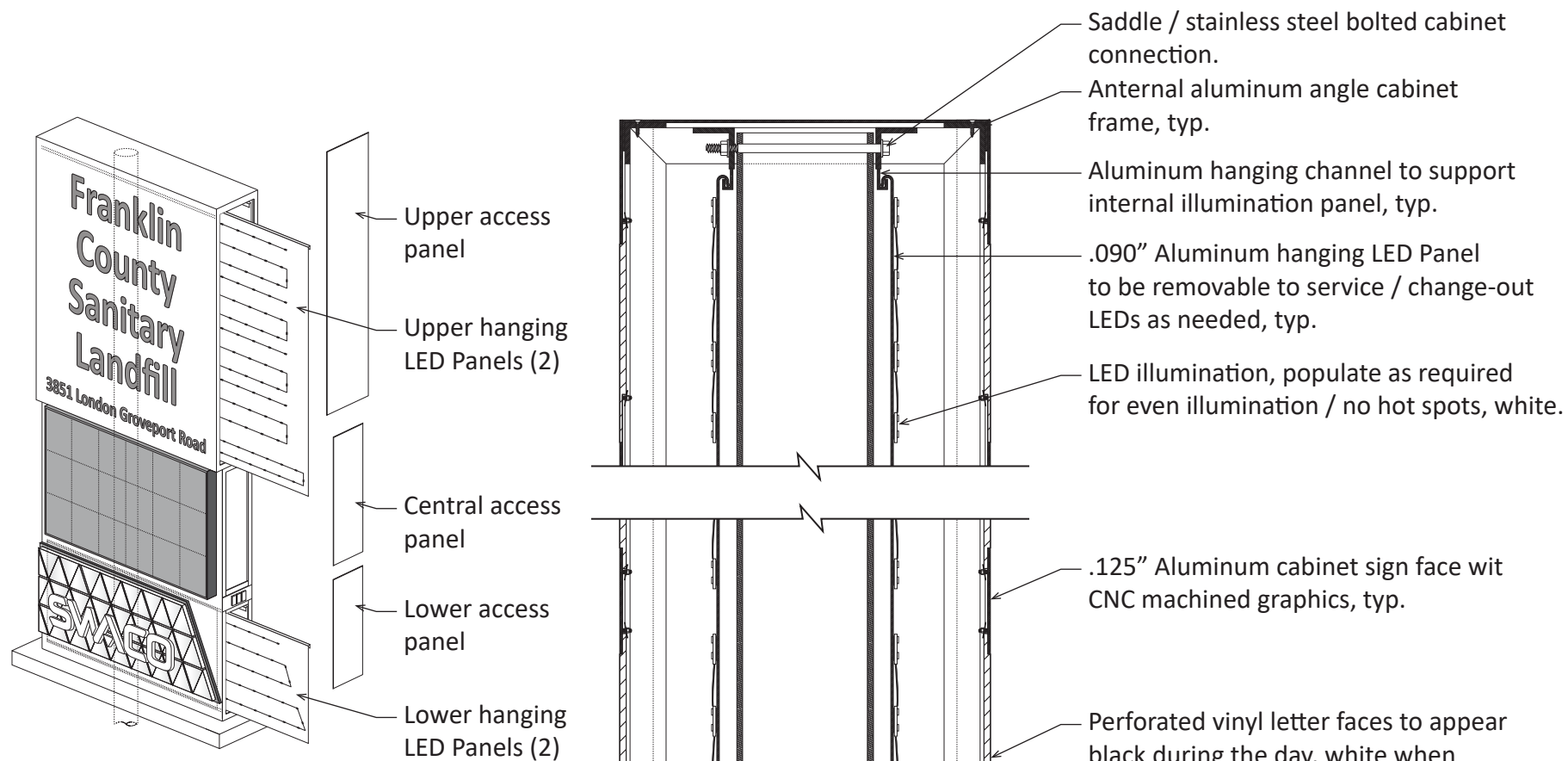


SIDE VIEW - TOWARD PROPERTY

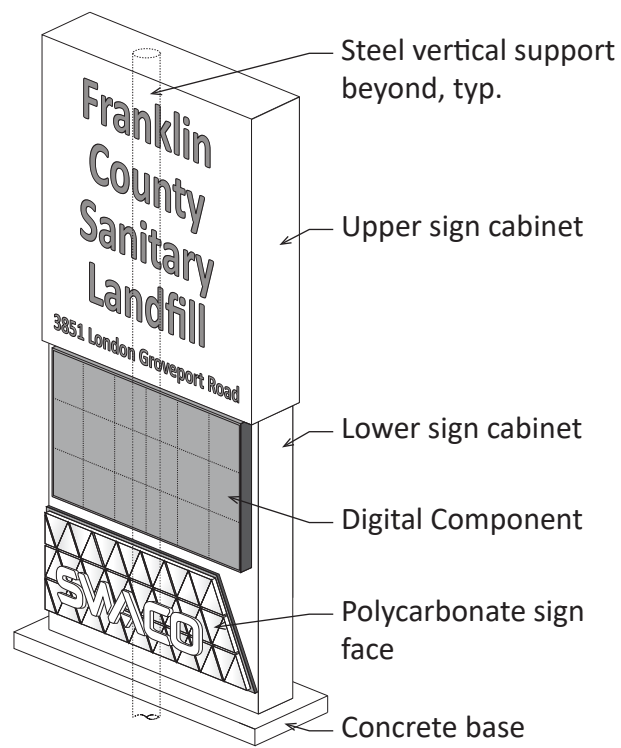
FRONT ELEVATION - TYPICAL

SIDE VIEW - TOWARD ROAD

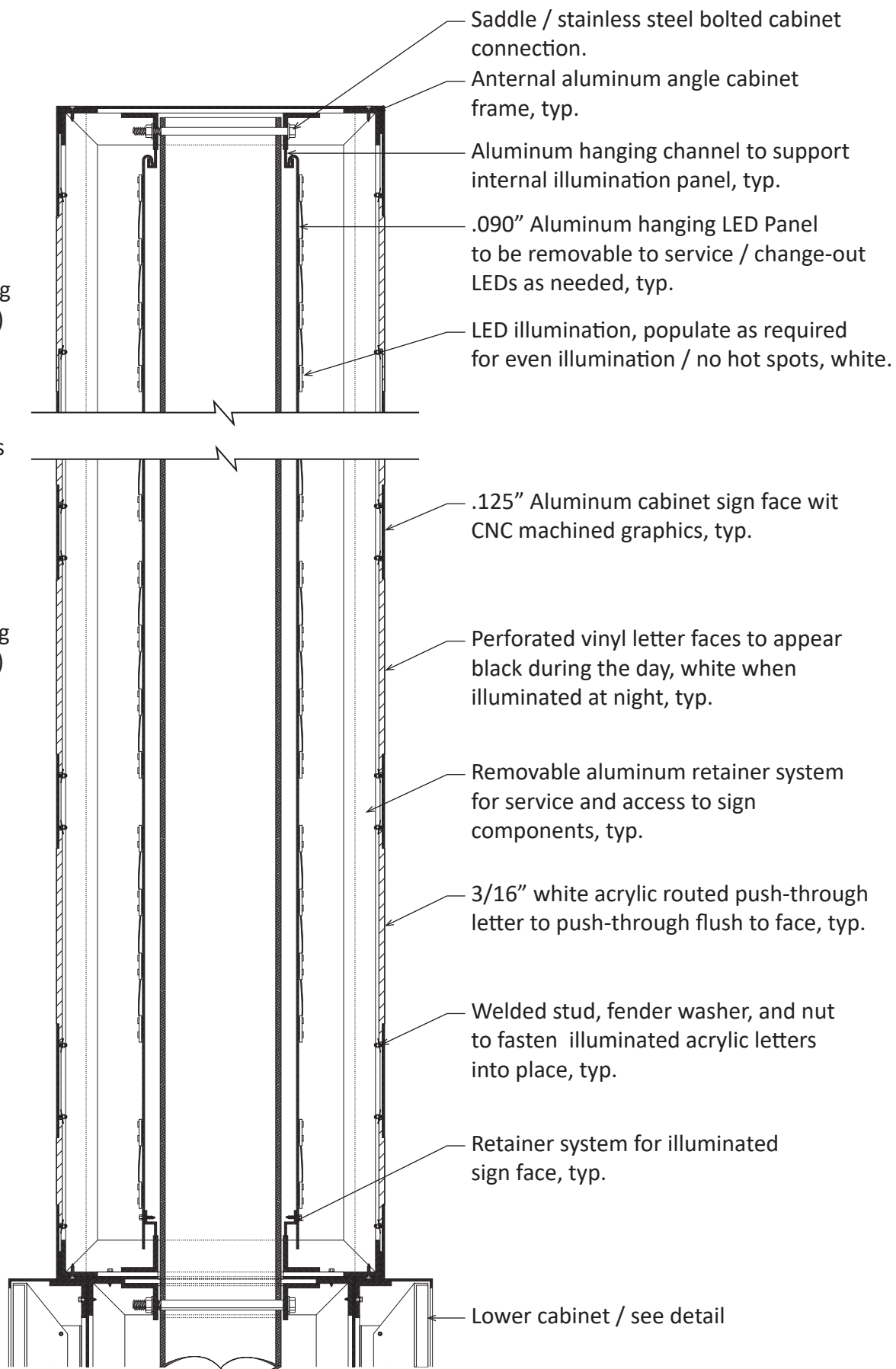
D/F MONUMENT - ILLUMINATED | scale: 1/2" = 1'-0"



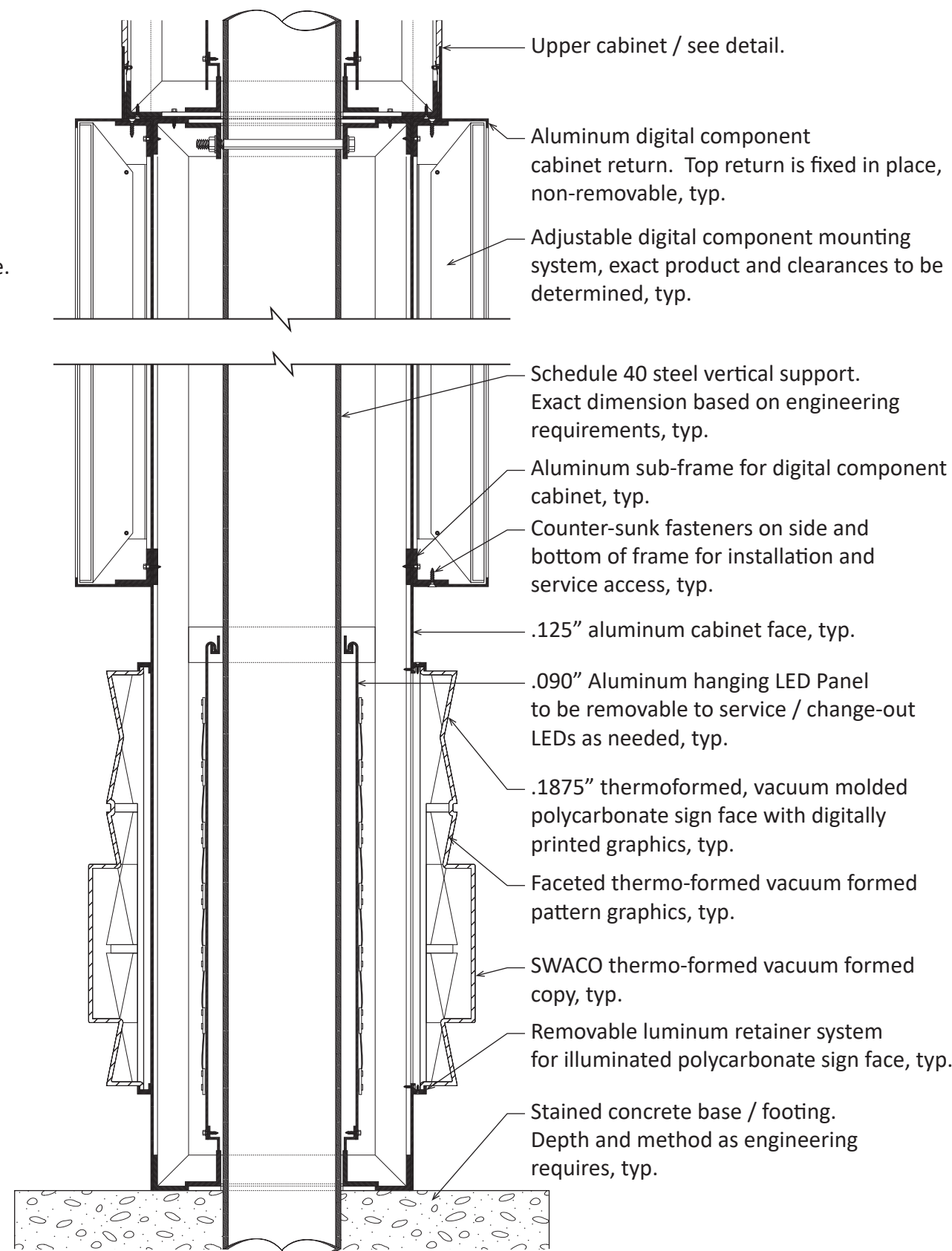
DETAIL - SIDE TO SITE



DETAIL - SIDE TO STREET



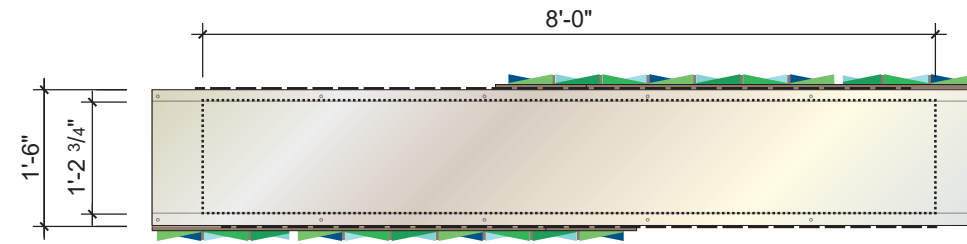
SECTION - UPPER CABINET



SECTION - LOWER CABINET

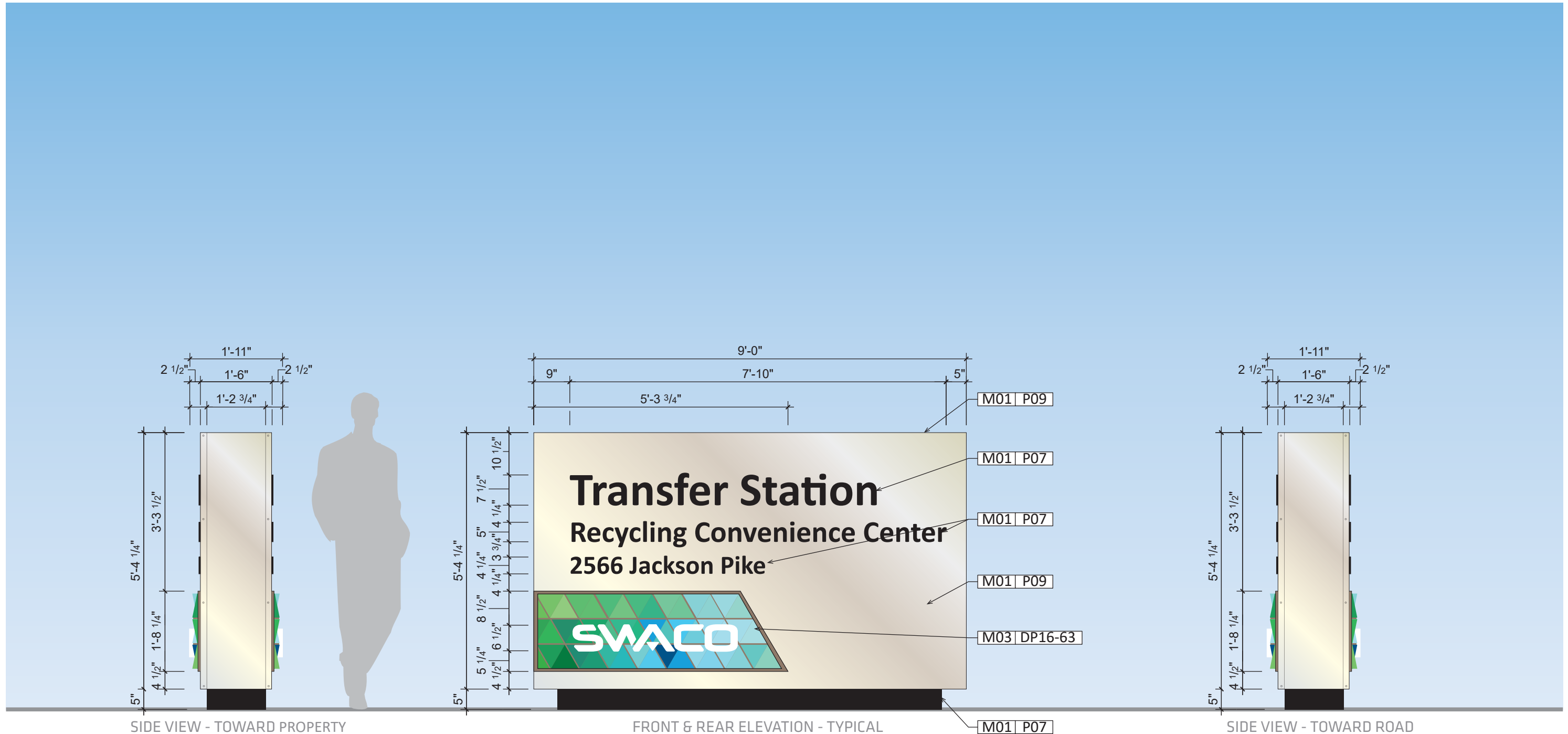
SIGN TYPE M.2
D/F MONUMENT

Double-faced non-illuminated monument used for identification of sites.

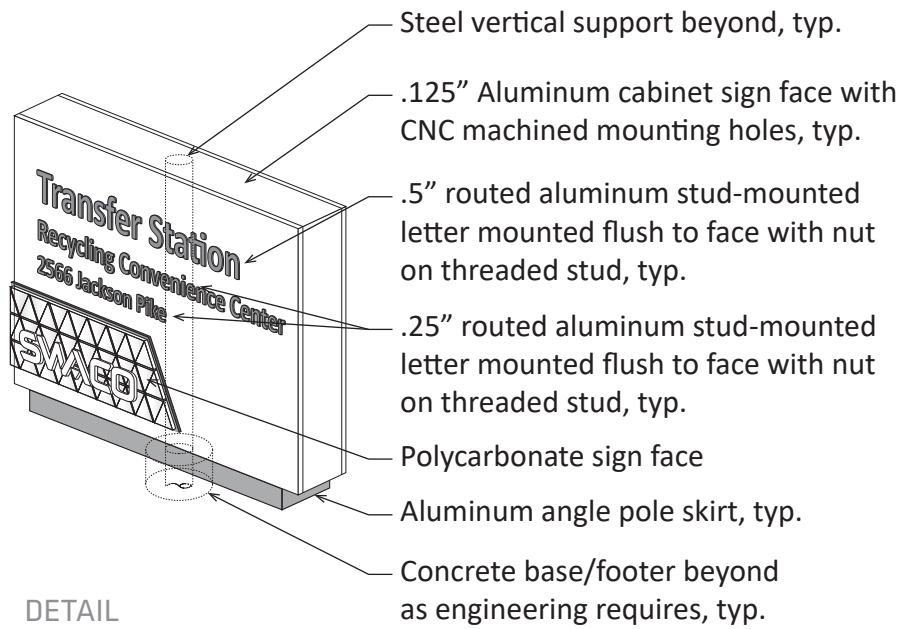


PLAN VIEW - TYPICAL

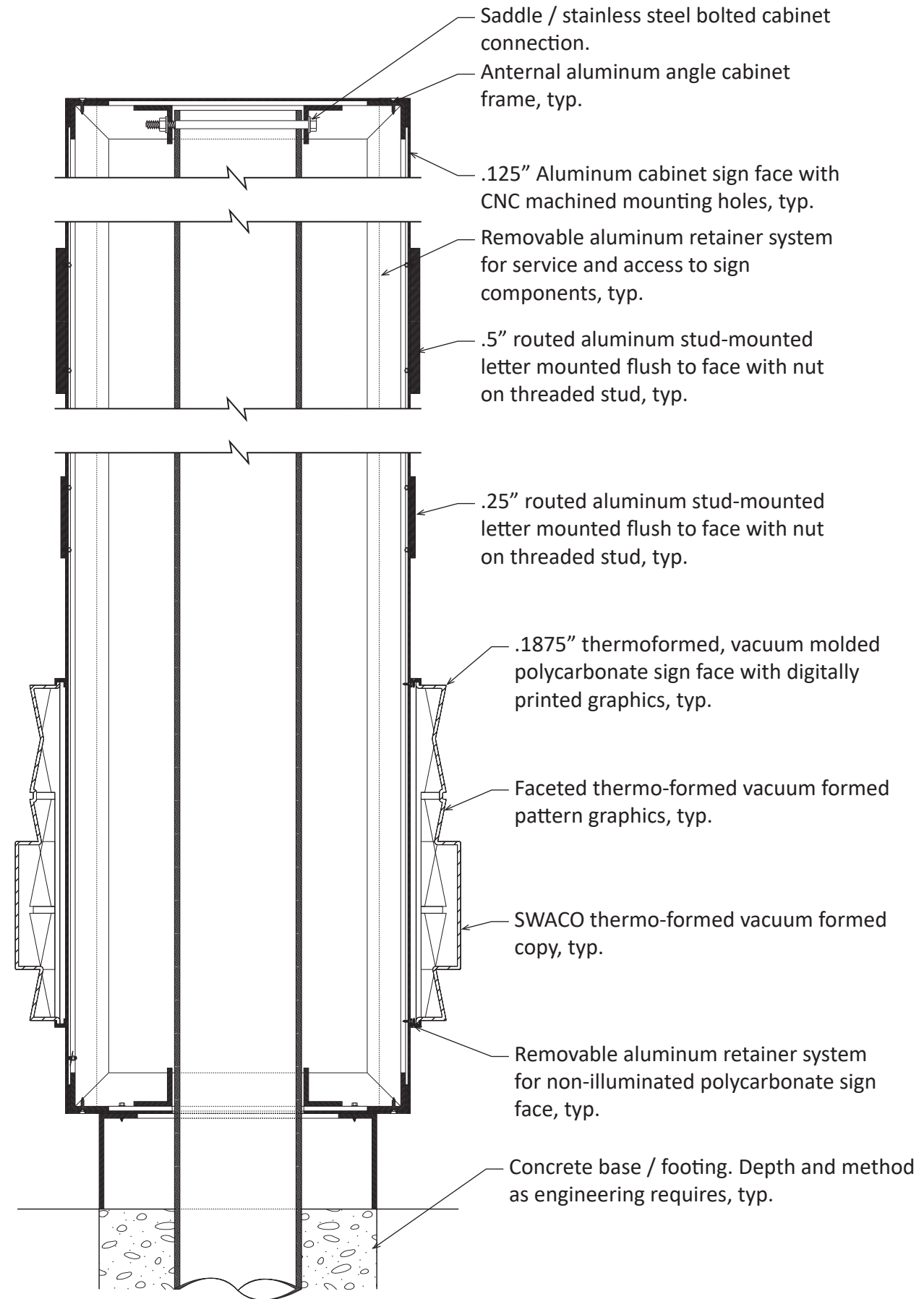
Fabricated aluminum cabinet to have flat cut-out letters mounted to face that are 1/4" thick for primary messaging and 1/8" thick for secondary messaging. All exposed surfaces of cabinet painted to match cabinet, typ. Thermoformed, vacuum-formed polycarbonate branding element with digitally printed graphics. Aluminum angle pole skirt with painted finish, typ. Concrete footing to be concealed below pole skirt, typ.



D/F MONUMENT - NON-ILLUMINATED | scale: 1/2" = 1'-0"



DETAIL



SECTION

SIGN TYPE M.9A
12 ft. Barrier with flags

Fencing system used to identify areas and spaces.



PRODUCT EXAMPLE

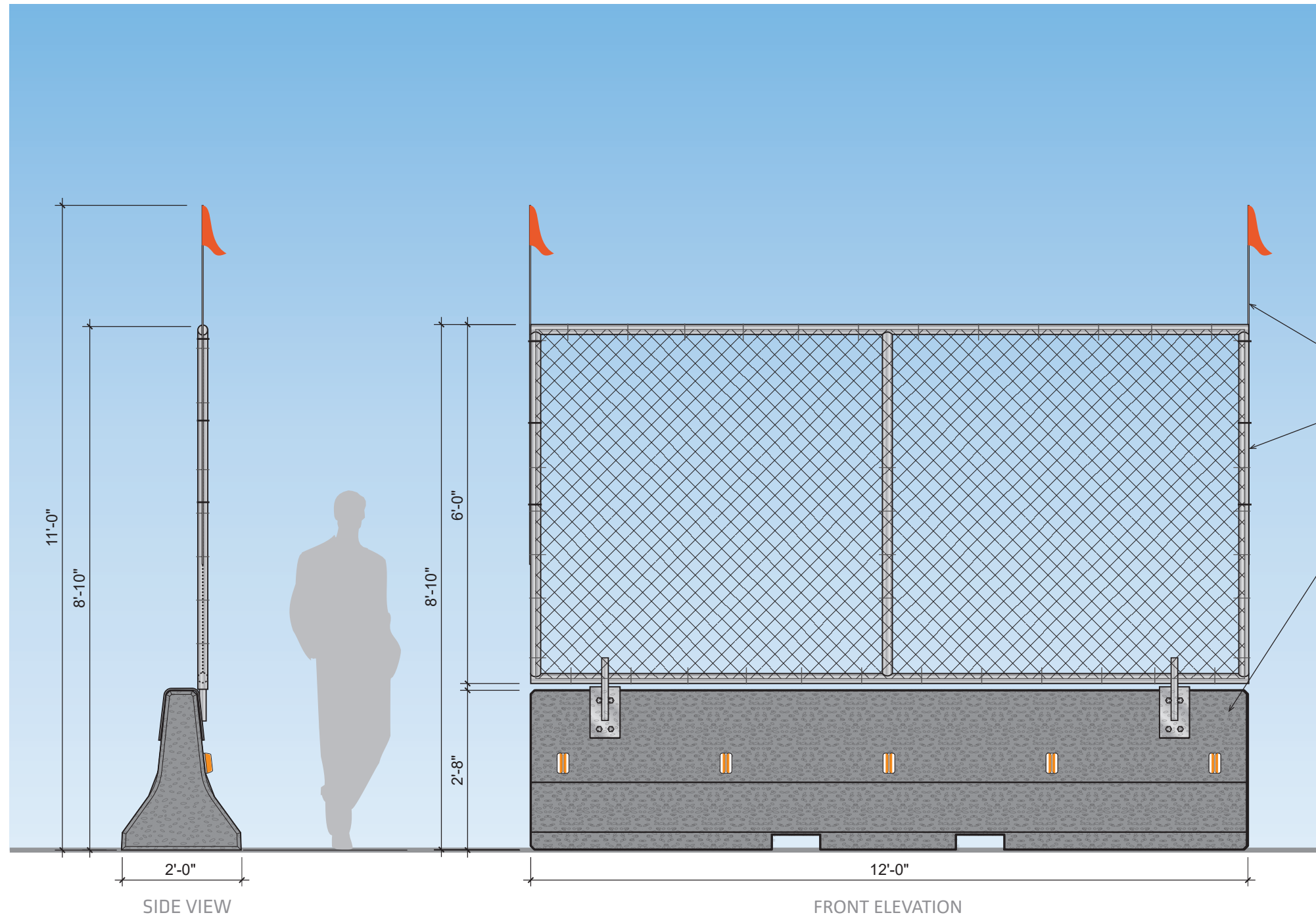


FLAG SYSTEM

Jersey barriers, also known as traffic barriers, can be used innovatively for signage in several ways when paired with a fence element. The fence element can be used to create movable barriers that can be implemented to guide or restrict traffic. Made from steel tubing and steel base plates with a galvanized finish, Jersey barrier fencing can be used to display safety messages or warnings in areas where there is ongoing operations or potential hazards. This Barrier System is to be provided with two flags to accentuate recognition and reflectors to ensure recognition in all light conditions.



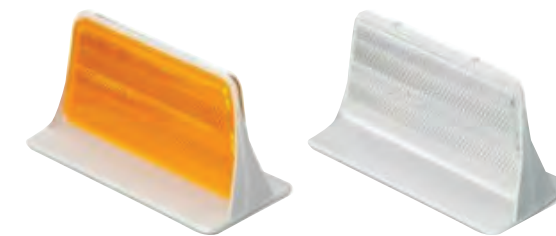
FENCE SYSTEM



Orange Flag Assembly, two per installation. See accessories.

M02 | P06
12' Jersey barriers or median barrier fence made of galvanized steel pipe and galvanized steel wire fence, typ. Bolted to Jersey Barrier with a saddle mount.

M08 | P08
6' Standard concrete Jersey Barrier, typ. Mount reflectors with even spacing, typ.



Accessory reflectors, see following pages for further details.

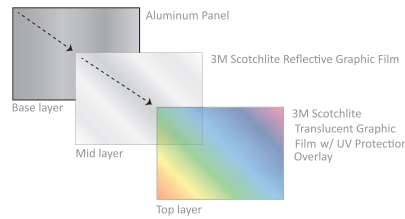
ACCESSORY - JERSEY BARRIER REFLECTORS

SIGN TYPE M.9B
12 ft. Barrier with directions

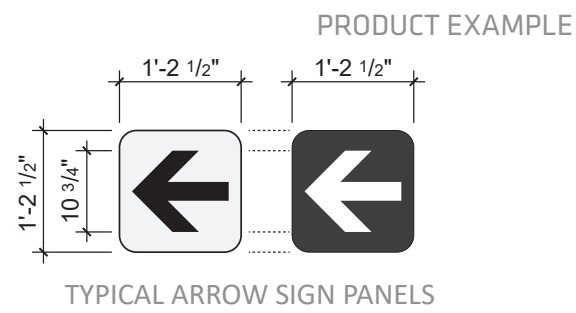
Fencing system used to provide directional information.



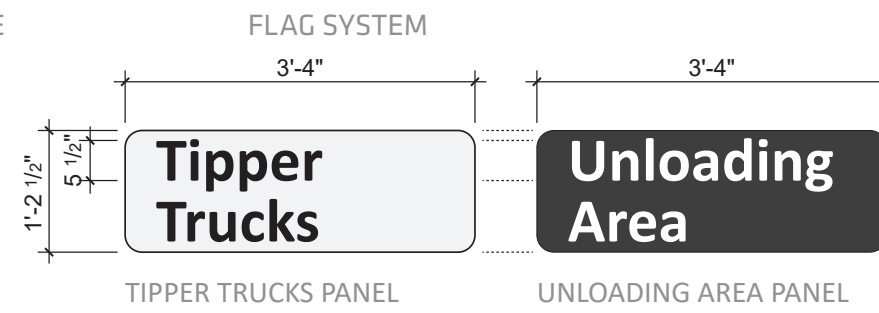
When a directional sign panel is applied to a Jersey barrier fence element, a directional message that cannot be ignored can be made swiftly and easily. Made from .125" aluminum with digitally printed graphics and a UV resistant overlamine, these signs can display directional messages in various configurations with relative ease by positioning the arrows on either side of the message. This Barrier System is to be provided with two flags to accentuate recognition and reflectors to ensure recognition in all light conditions.



APPLICATION PROCESS

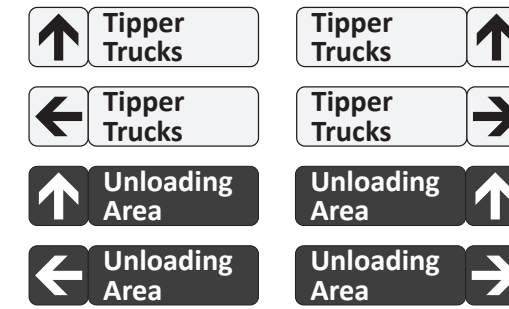


TYPICAL ARROW SIGN PANELS



TIPPER TRUCKS PANEL

UNLOADING AREA PANEL

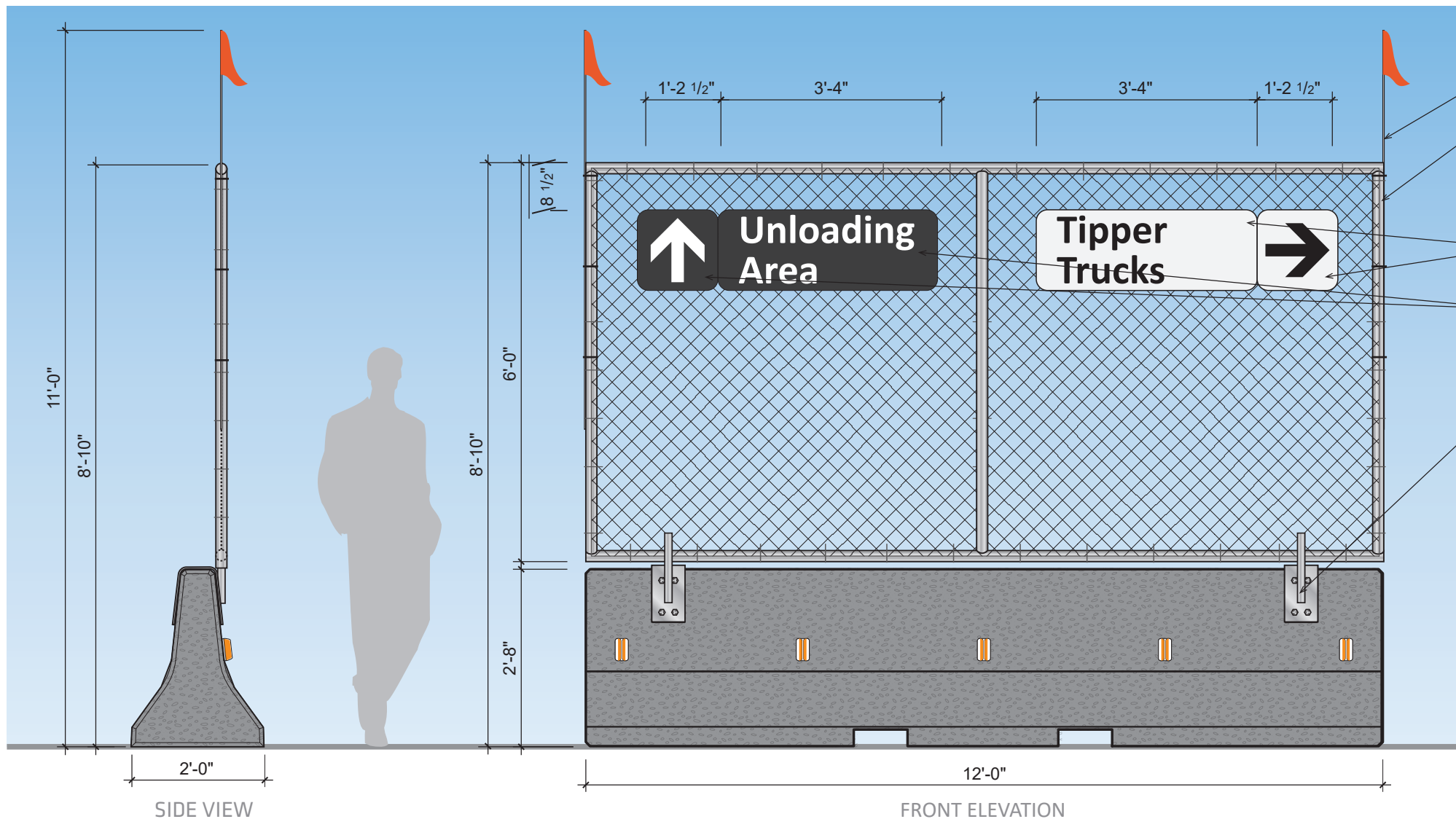


Arrow should not point at copy

ALLOWABLE CONFIGURATIONS



FENCE SYSTEM



SIDE VIEW

FRONT ELEVATION

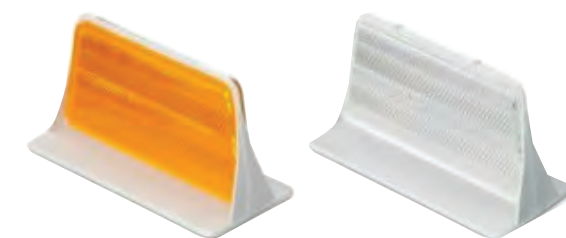
Orange Flag Assembly, two per installation. See accessories.

M02 | P06
12' Jersey barriers or median barrier fence made of galvanized steel pipe and galvanized steel wire fence, typ. Bolted to Jersey Barrier with a saddle mount.

M01 | V01 | DP11 | V04
Wire fence with sign panels applied to fence with diamond fence clip as needed, typ.

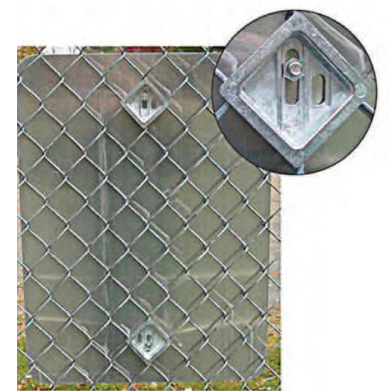
M01 | V01 | DP11 | V04
Wire fence with sign panels applied to fence with diamond fence clip as needed, typ.

M08 | P08
6' Standard concrete Jersey Barrier, typ. Mount reflectors with even spacing, typ.



Accessory reflectors, see following pages for further details.

ACCESSORY - JERSEY BARRIER REFLECTORS



ATTACHMENT METHOD

SIGN TYPE M.9C

12 ft. Barrier with banners

Fencing system used to provide temporary messaging with banners.

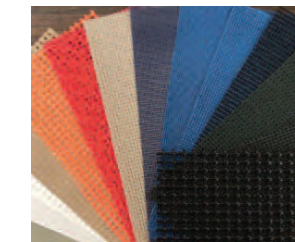
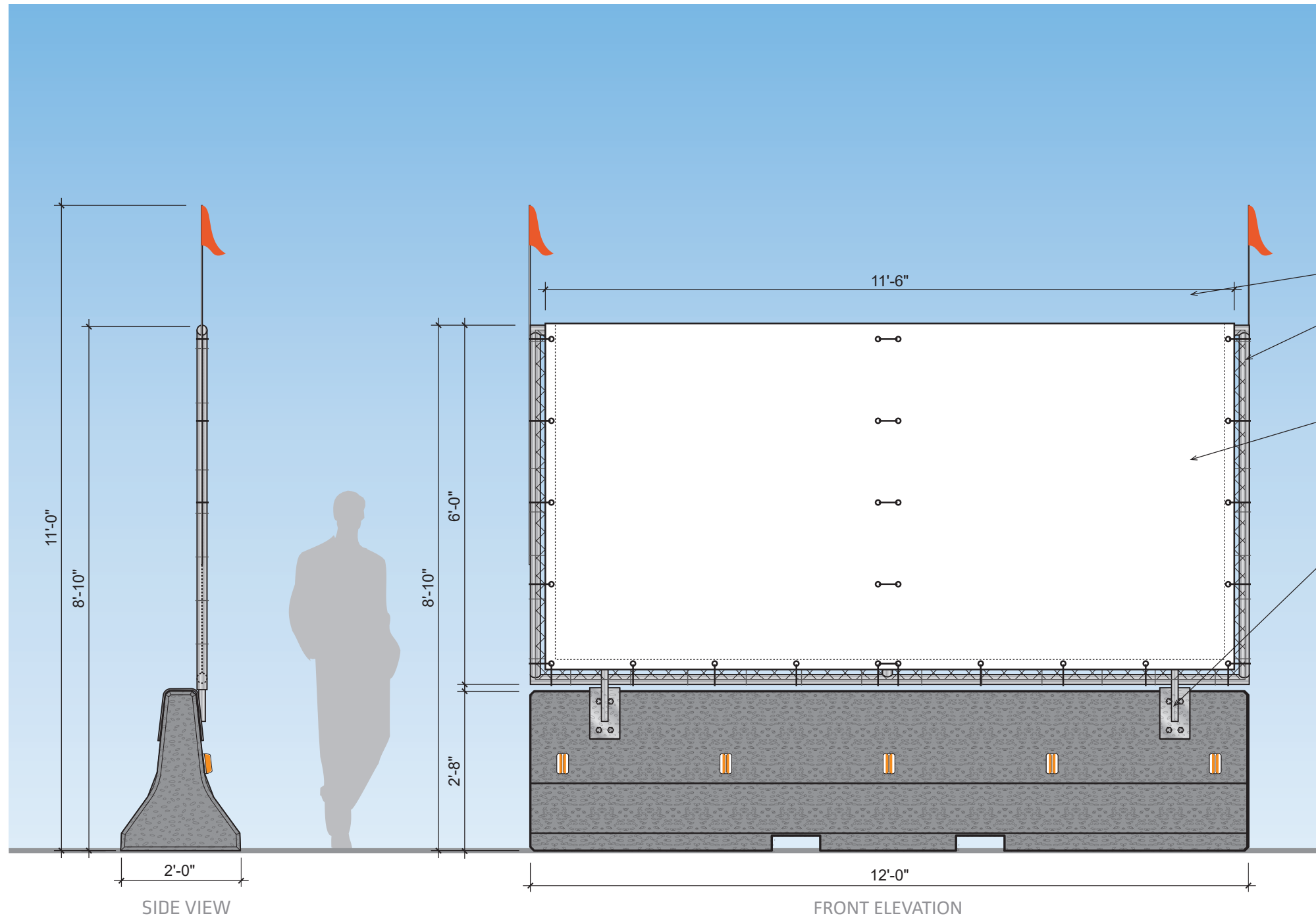


PRODUCT EXAMPLE



FLAG SYSTEM

When a banner is applied to a Jersey barrier fence element, a message or branding touchpoint can be made swiftly and easily. Made from 18 oz. perforated block-out banner material with double-stitched, reinforced perimeter, grommets, and digitally printed graphics and UV resistant inks, these banners can display endless messages or warnings economically and with relative ease by slipping over existing fence systems using simple, cost-effective tools for rapid deployment. This Barrier System is to be provided with two flags to accentuate recognition and reflectors to ensure recognition in all light conditions.



APPLICATION PROCESS



EXAMPLE



FENCE SYSTEM

Orange Flag Assembly, two per installation. See accessories.

M02 | P06

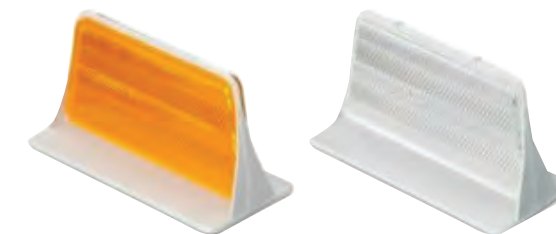
12' Jersey barriers or median barrier fence made of galvanized steel pipe and galvanized steel wire fence, typ. Bolted to Jersey Barrier with a saddle mount.

M07

18 oz. perforated block-out banner with double-stitched, reinforced perimeter, grommets, and digitally printed graphics and UV resistant inks, typ.

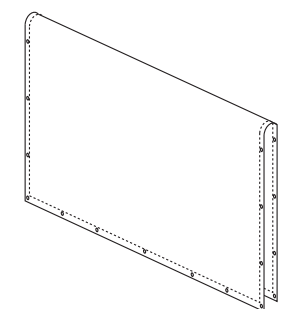
M08 | P08

6' Standard concrete Jersey Barrier, typ. Mount reflectors with even spacing, typ.



Accessory reflectors, see following pages for further details.

ACCESSORY - JERSEY BARRIER REFLECTORS



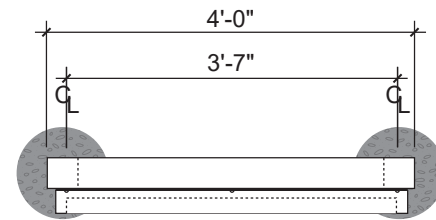
INSTALLATION

12 FT. BARRIER WITH BANNERS | scale: 1/2" = 1'-0"

SIGN TYPE M.5

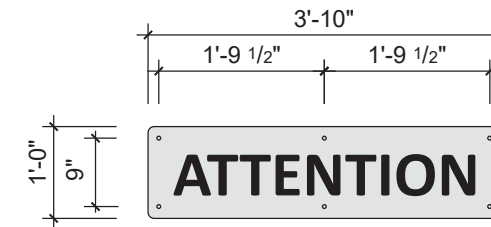
Post Sign with Digital Component

Fencing system used to identify areas and spaces or to provide directional information.

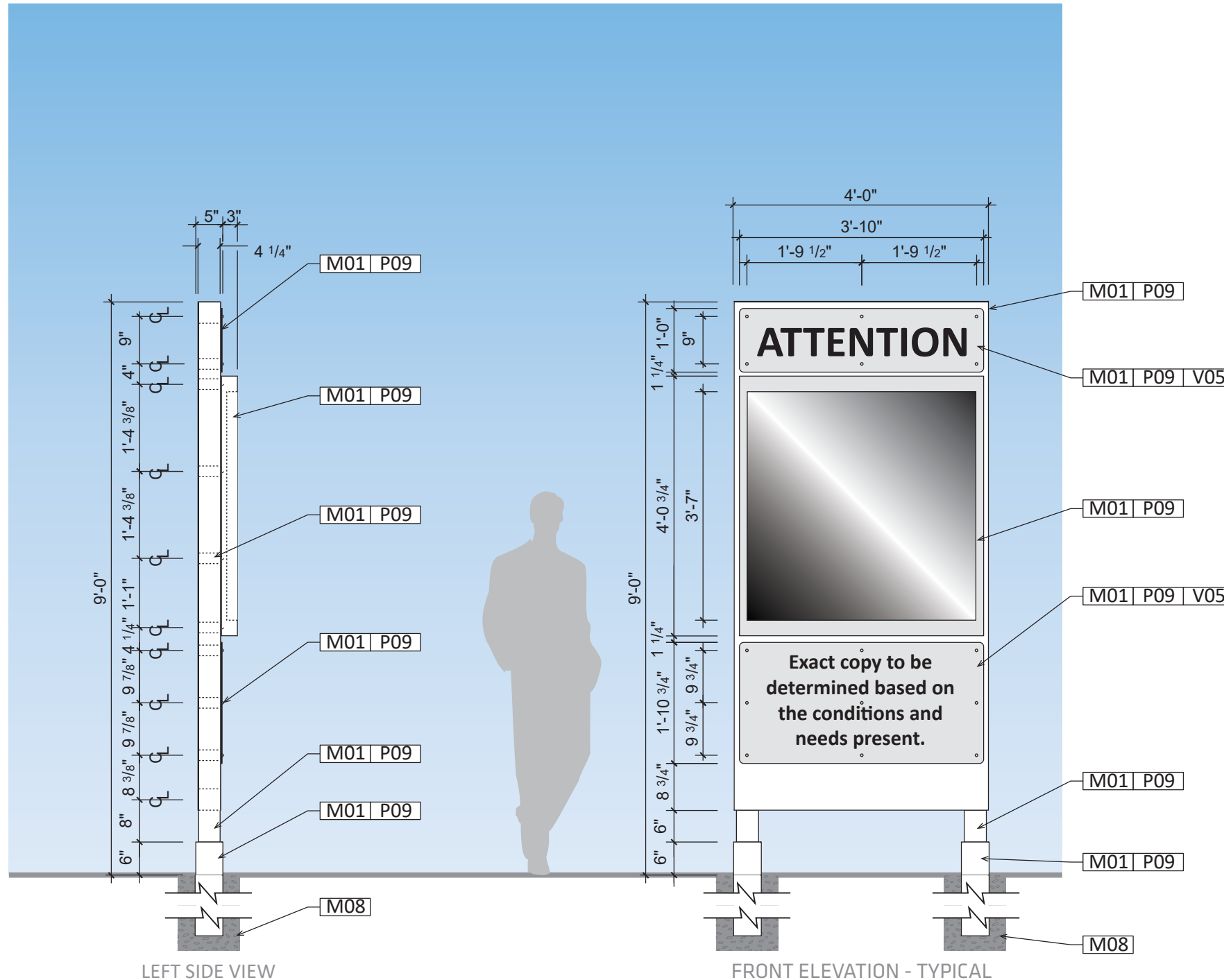


PLAN VIEW - TYPICAL

The Posting Sign with digital component is a simple, yet flexible use sign that can address many different potential needs. It can be used to provide pricing guidelines, safety information, and support multi-lingual messaging to customers. The sign is made with schedule 40 aluminum square tubes, channels and .125" aluminum sheeting with a sheet with an resilient painted finish, inexpensive and durable vinyl graphics. The guidelines for digital component minimum resolution and performance are provided below. The sign also has an innovative nut-sert connection method for the lower message panel so they may be updated or replaced in a matter of minutes. This feature eliminates costly down time or the requirement for off-hours maintenance of the sign.

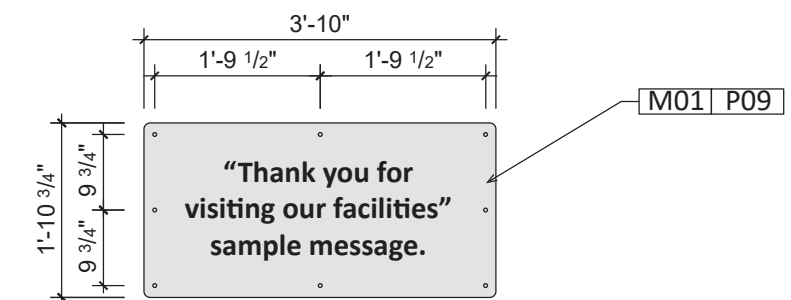


EXAMPLE - HEADER PANEL



Specifications	
Line and Column Spacing:	8mm
Pixel Configuration:	3-in-1 SMD
Character Height:	2" (7 pixel front)
Maximum Brightness:	8,000 nits
Lifetime (.5 brightness):	100,000 hours
Color Capability:	281 trillion colors
Horizontal Viewing Angle:	160 degrees
Vertical Viewing Angle:	70 degrees
Minimum Viewing Distance:	18'
Contrast Enhancement:	Non-reflective black louvers and module face grooves disperse light
Graphic Capability:	Text, graphics, logos, basic animation, video clips, multiple font styles, and sizes
Control Software:	Venus® Control Suite
Power:	120/240 VAC single phase
Display Dimming:	64 Levels
Operating Temperature:	-40°F to 122°F with 99% RH non-condensing
Compliance Information:	UL Listed, FCC compliance
Warranty Coverage:	5 Years Gold Parts Warranty

MINIMUM STANDARD FOR DIGITAL COMPONENT SPECIFICATION

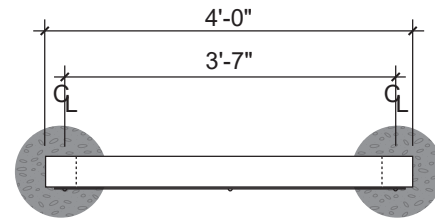


STANDARD MESSAGING

SIGN TYPE M.5

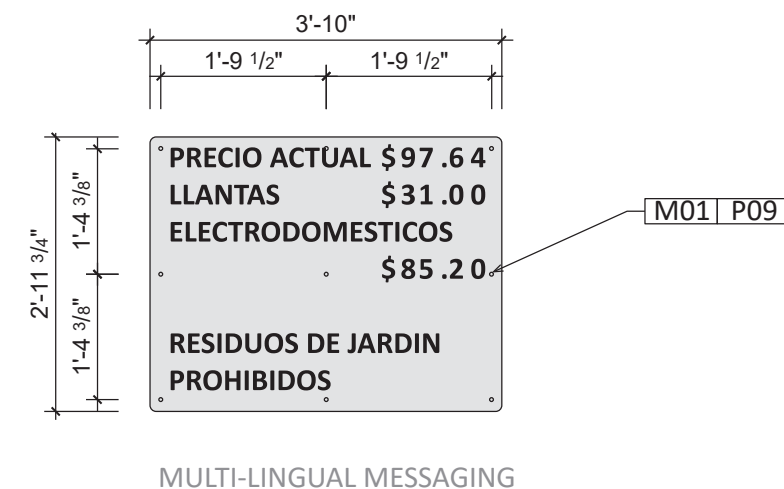
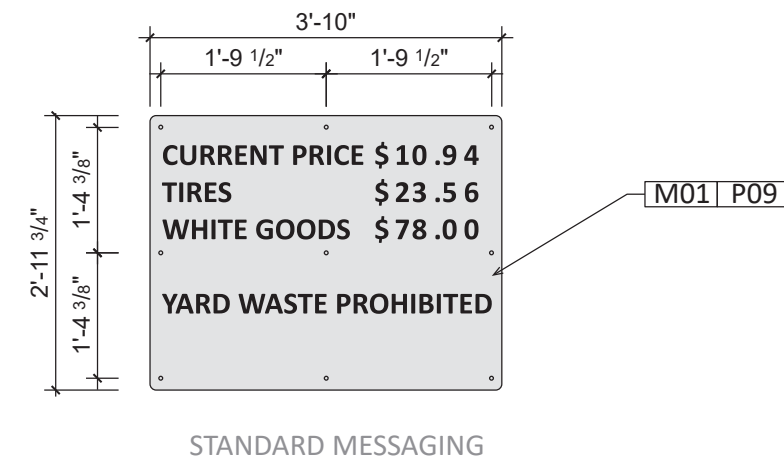
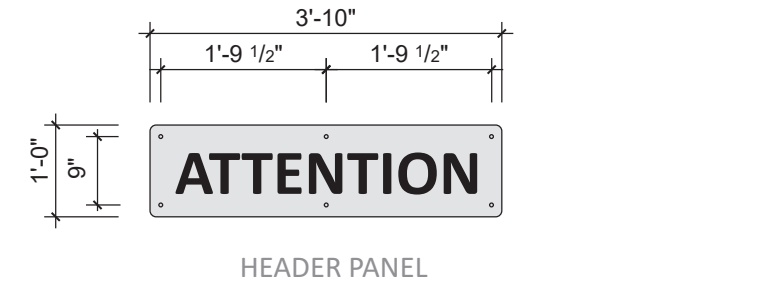
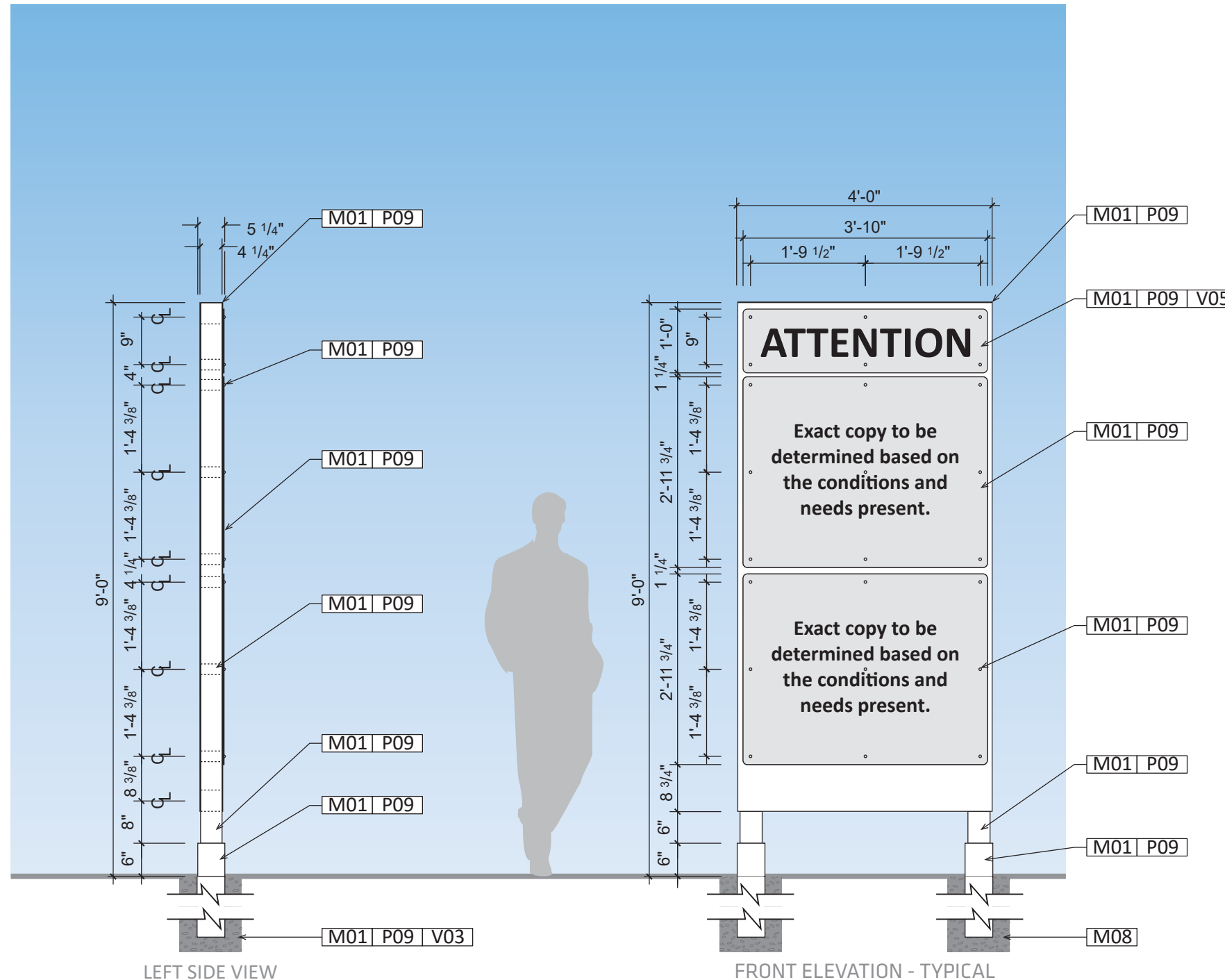
Post Sign with Static Messaging

Fencing system used to identify areas and spaces or to provide directional information.



PLAN VIEW - TYPICAL

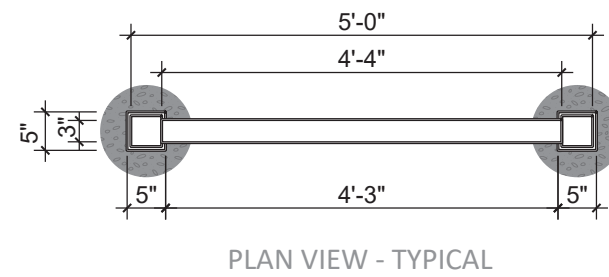
The Posting Sign is a simple, yet flexible use sign that can address many different potential needs. It can be used to provide pricing guidelines, safety information, and support multi-lingual messaging to customers. The sign is made with schedule 40 aluminum square tubes, channels and .125" aluminum sheeting with a sheet with an resilient painted finish, inexpensive and durable vinyl graphics. The sign also has an innovative nut-sert connection method for message panels so they may be updated or replaced in a matter of minutes. This feature eliminates costly down time or the requirement for off-hours maintenance of the sign.



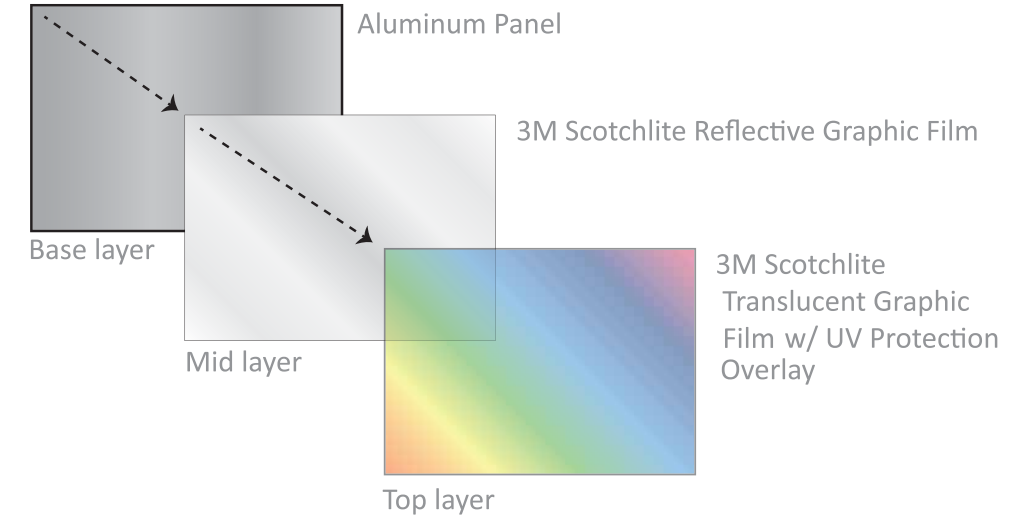
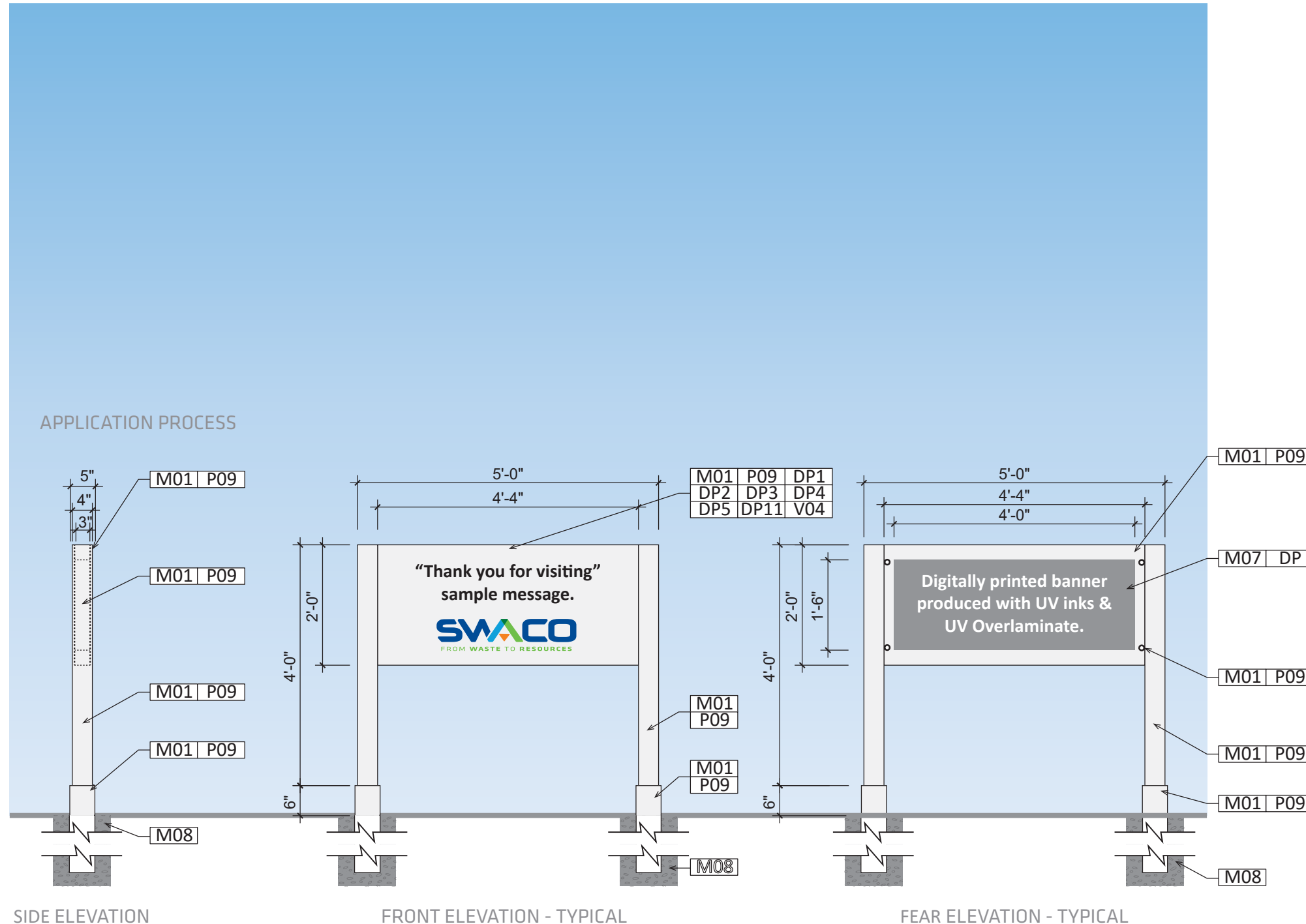
SIGN TYPE M.8

Post Sign with Banner

Double-faced post and panel sign with static message on one side, changeable banner message on other



The Post and Panel Sign is a simple, yet flexible sign that can address many different potential needs. The sign is made with schedule 40 aluminum square tubes, channels and .125" aluminum sheeting with a sheet with a resilient painted finish, inexpensive and durable vinyl graphics. The sign also has an innovative eyelets that allow rapid implementation of a banner. Made of 18 oz. perforated block-out banner material with double-stitched, reinforced perimeter, grommets, and digitally printed graphics and UV resistant inks, banners allow a cost-effective means to rapidly deploy messaging as needed.



APPLICATION PROCESS



BANNER MATERIAL COLOR RANGES



EXAMPLE

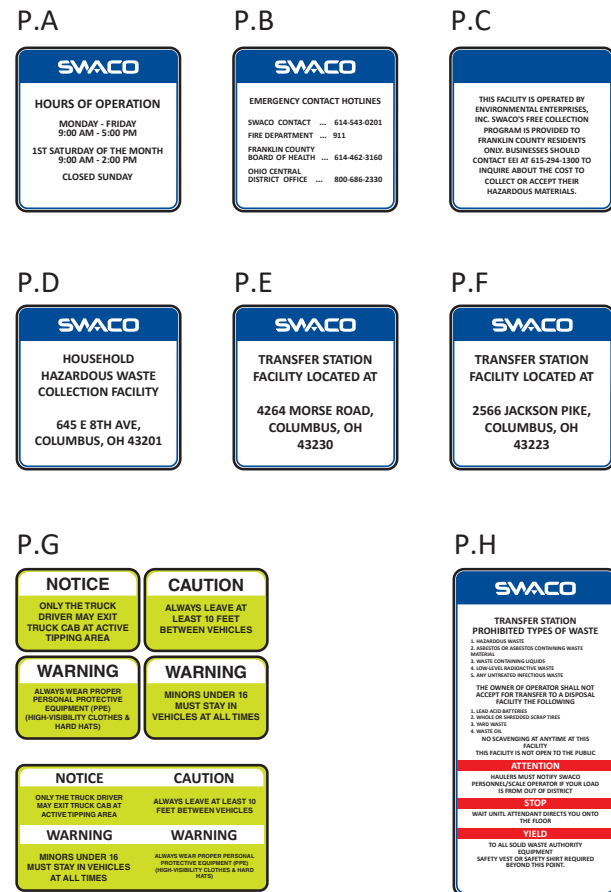
SIGN TYPE P

SIGN TYPE P.A THROUGH SIGN TYPE P.H BRANDED SIGNAGE

M01 Sign Face

DP01|DP04|DP11|DP13|V01|V06 Graphics

V04 Protection

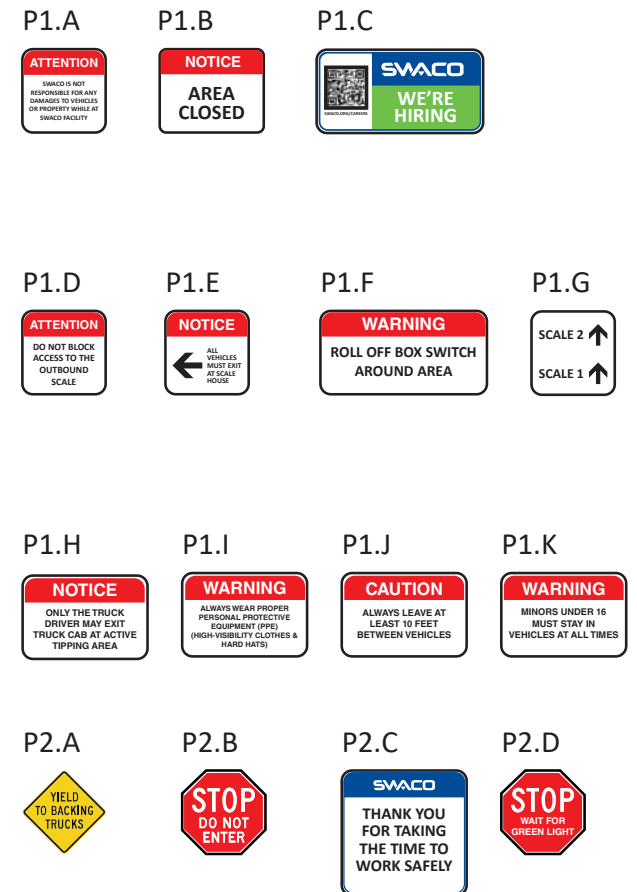


SIGN TYPE P1.A-K & SIGN TYPE P2.A-D WARNING SIGNAGE

Aluminum with ScotchLite Reflective Film

Digitally printed

UV Laminate



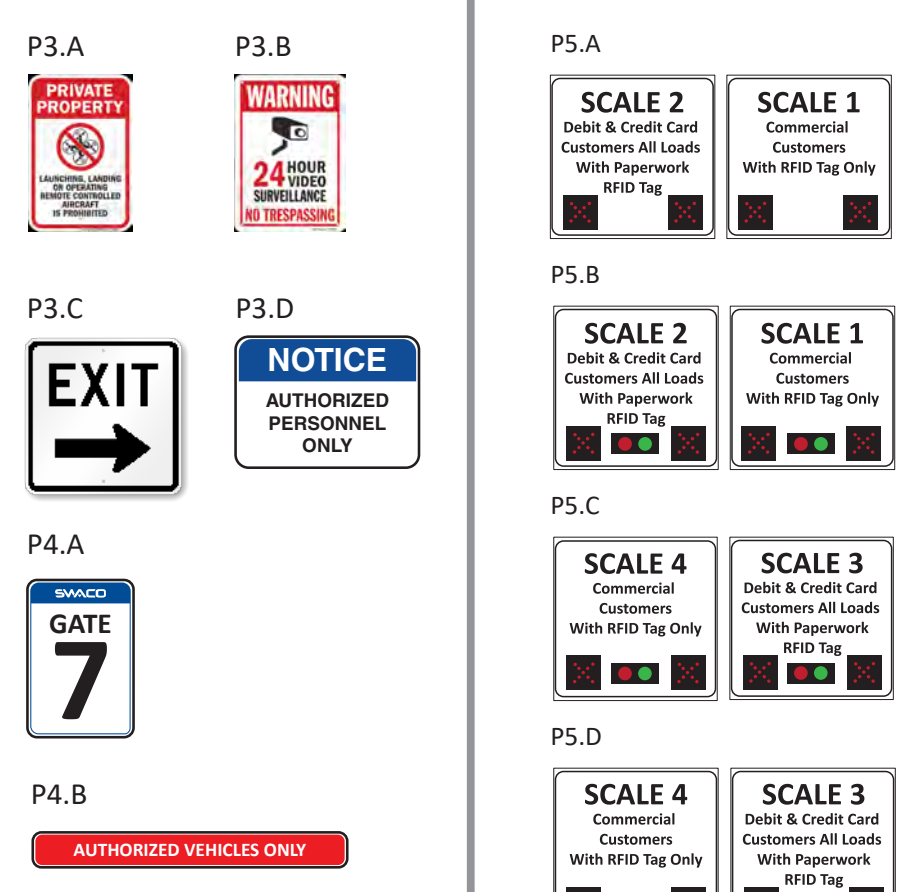
SIGN TYPE P3.A-D & SIGN TYPE P4.A-B POSTING SIGNAGE

SIGN TYPE P5.A THROUGH SIGN TYPE P5.D

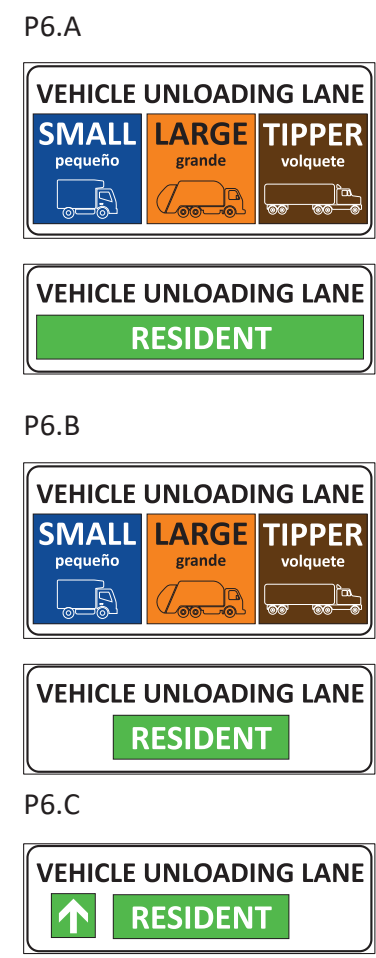
Aluminum with ScotchLite Reflective Film

Digitally printed

UV Laminate



SIGN TYPE P.6A THROUGH SIGN TYPE P.6C LOADING SIGNAGE

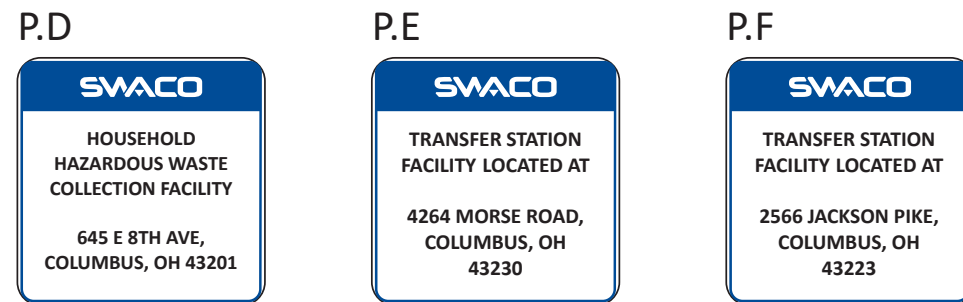


SIGN TYPE P P LAYOUTS

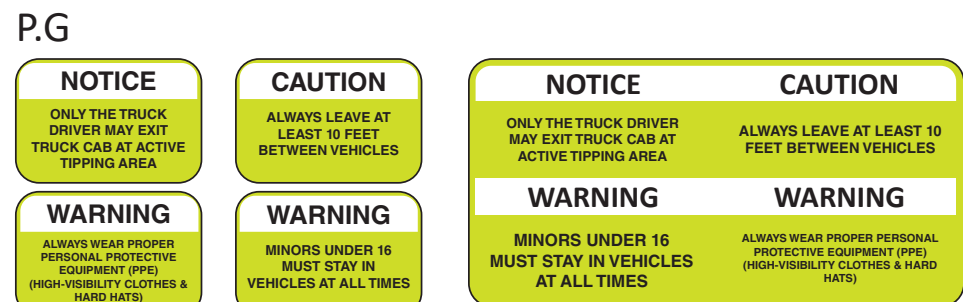
GENERAL DESCRIPTION:
Aluminum Panel with ScotchLite
Film and Electrocut Film.



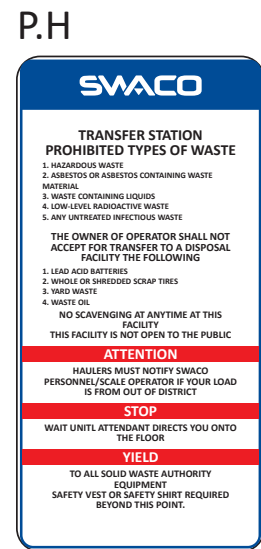
P.A 4'X4' P.B 4'X4' P.C 4'X4'



P.D 4'X4' P.E 4'X4' P.F 4'X4'

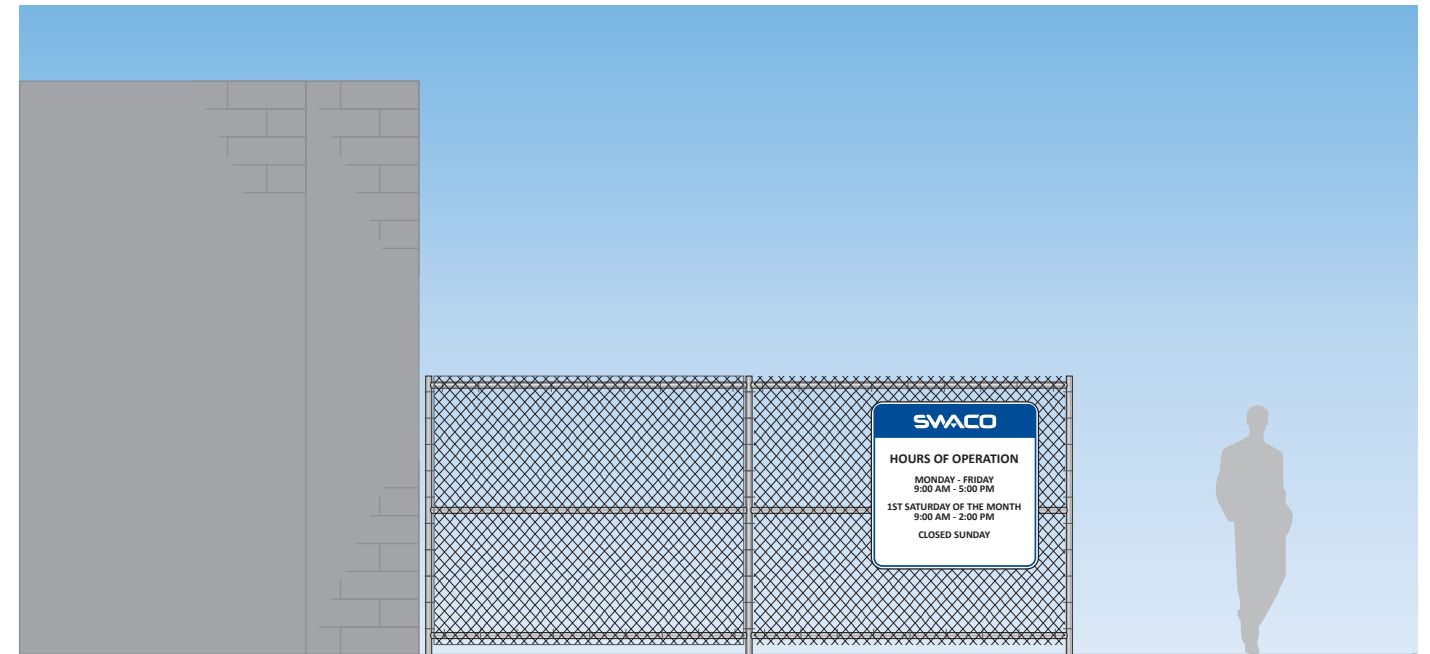


P.G 2'X3' 4'X8'



P.H 4'X8'

Sign Type P Signs are generally fabricated out of 1/8" aluminum sheet stock and then will have ScotchLite Film and Electrocut Film applied to them. Structure for the sign to be mounted to is not included. Surfaces that may be mounted to are as follows: Posts, fences, buildings / structures, Jersey Barriers, and more. Posts may be selected from the accessories section of this guide to supplement the implementation of sign panels like the ones shown.



INSTALLATION CONDITIONS - FENCE



INSTALLATION CONDITIONS - BUILDING & POST MOUNTED

SIGN TYPES P1 AND P2

P1 AND P2 LAYOUTS

Aluminum Panel with ScotchLite Film and Electrocut Film.

P1.A



2'X2'

P1.B



2'X2'

P1.C



2'X4'

P1.D



2'X2'

P1.E



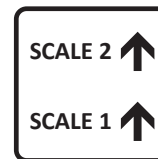
2'X2'

P1.F



2'X4'

P1.G



2'X2'

P1.H



2'X3'

P1.I



2'X3'

P1.J



2'X3'

P1.K



2'X3'

P2.A



2'X2'

P2.B



2'X2'

P2.C



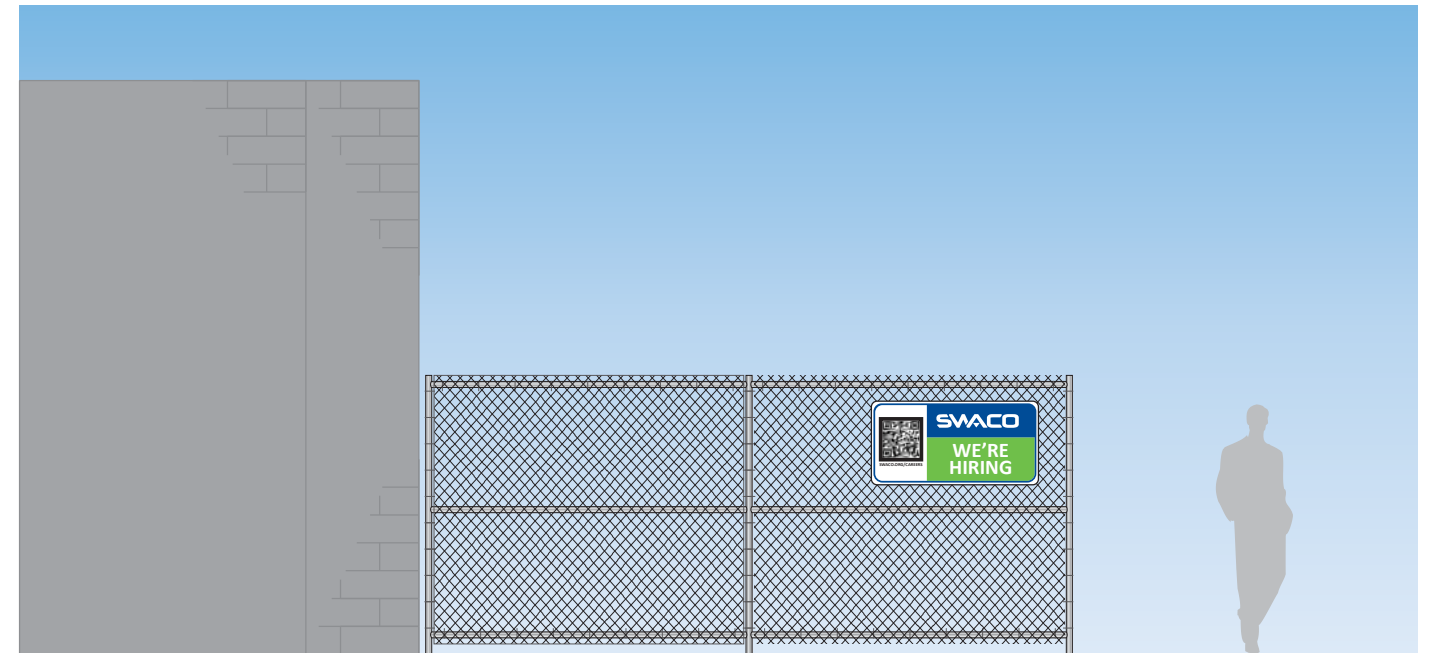
3'X3'

P2.D



2'X2'

Sign Type P Signs are generally fabricated out of 1/8" aluminum sheet stock and then will have ScotchLite Film and Electrocut Film applied to them. Structure for the sign to be mounted to is not included. Surfaces that may be mounted to are as follows: Posts, fences, buildings / structures, Jersey Barriers, and more. Posts may be selected from the accessories section of this guide to supplement the implementation of sign panels like the ones shown.



INSTALLATION CONDITIONS - FENCE



INSTALLATION CONDITIONS - BUILDING & POST MOUNTED

SIGN TYPES P3 AND P4

P3 AND P4 LAYOUTS

Aluminum Panel with ScotchLite Film and Electrocut Film.

P3.A



1'X1'6"

P3.B



1'X1'6"

P3.C



1'6"X1'6"

P3.D



10"X1'2"

P4.A



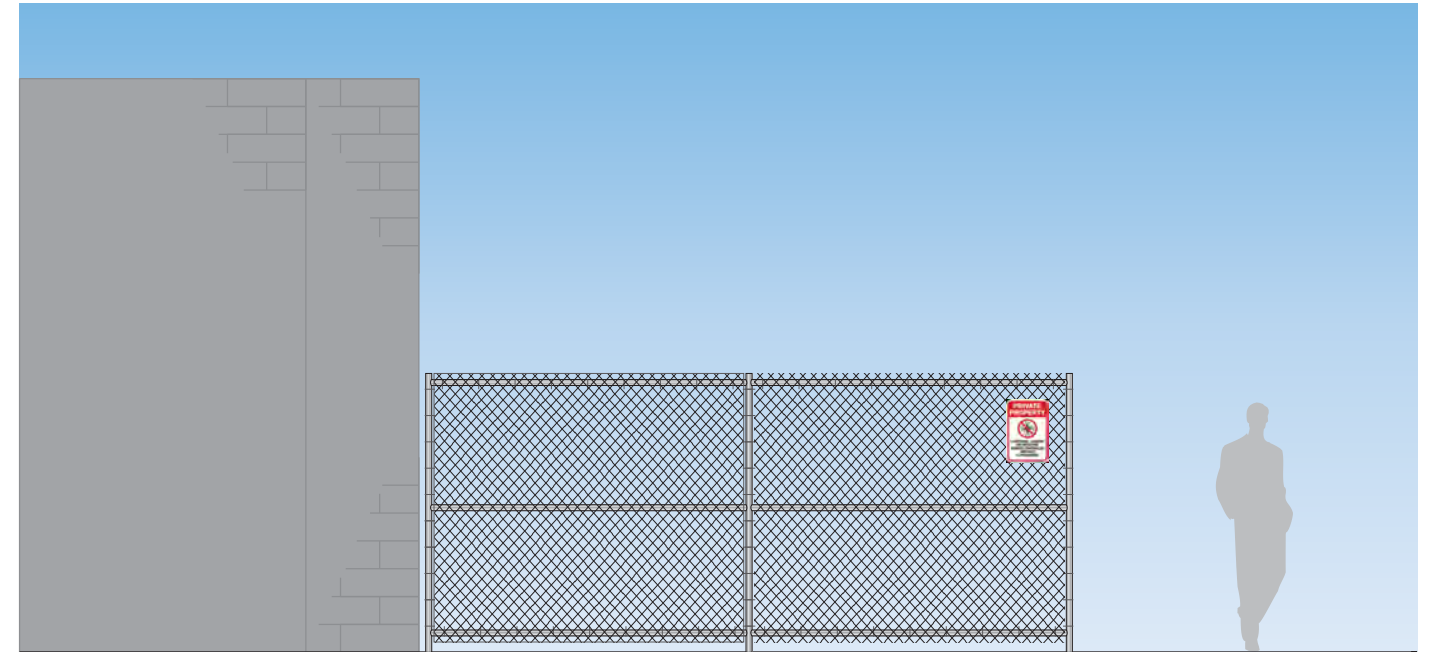
1'X1'6"

P4.B



4"X3'

Sign Type P Signs are generally fabricated out of 1/8" aluminum sheet stock and then will have ScotchLite Film and Electrocut Film applied to them. Structure for the sign to be mounted to is not included. Surfaces that may be mounted to are as follows: Posts, fences, buildings / structures, Jersey Barriers, and more. Posts may be selected from the accessories section of this guide to supplement the implementation of sign panels like the ones shown.



INSTALLATION CONDITIONS - FENCE



INSTALLATION CONDITIONS - BUILDING & POST MOUNTED

SIGN TYPE P5

P5 LAYOUTS

Aluminum Panel with ScotchLite Film and Electrocut Film with light mounted beyond

P5.A



6'X6'

P5.B



6'X6'

P5.C

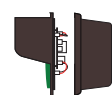
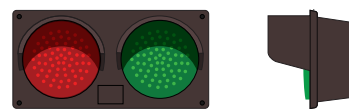


6'X6'

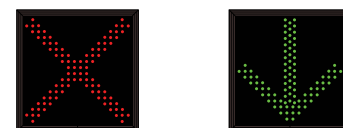
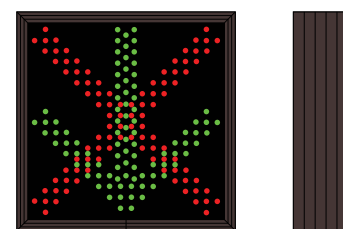
P5.D



6'X6'

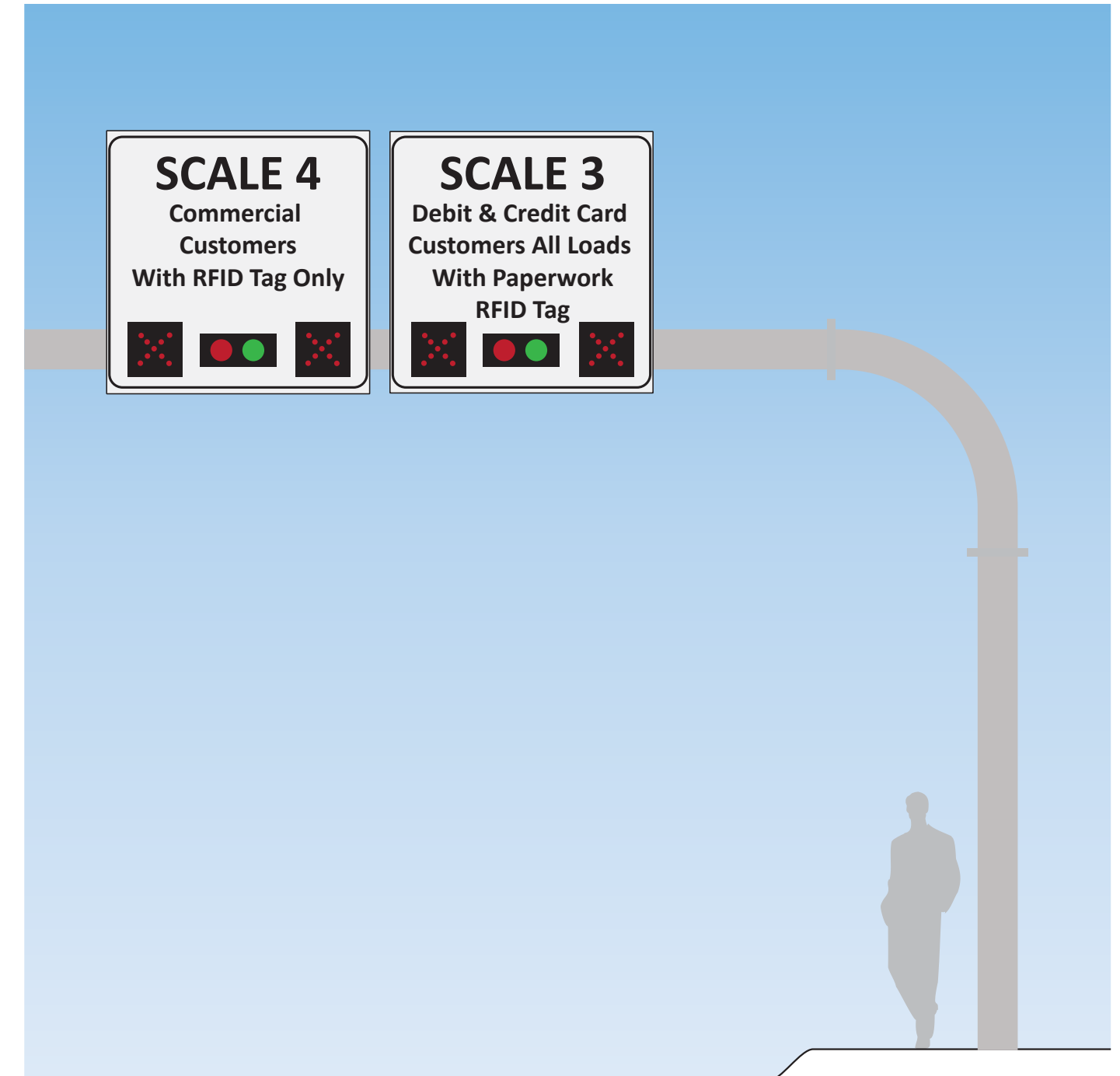


CHANGEABLE LIGHT ASSEMBLY
7"X14"X6"



ARROW LIGHT ASSEMBLY
10"X10"X2"

Signs are generally fabricated out of 1/8" aluminum sheet stock and then will have ScotchLite Film and Electrocut Film applied to them. Structure for the sign to be mounted to is not included. Light fixture / digital elements provided within the accessories section of this sign guide.



INSTALLATION CONDITIONS

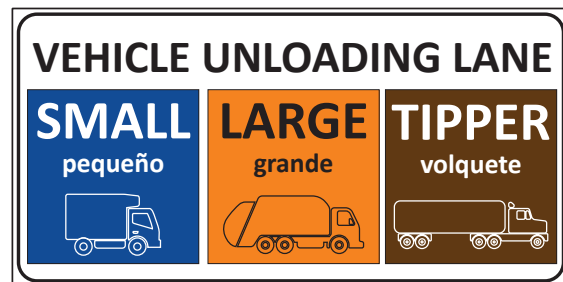
SIGN TYPE P6

P6 LAYOUTS

GENERAL DESCRIPTION:

Aluminum Panel with ScotchLite Film and Electrocut Film.

P6.A

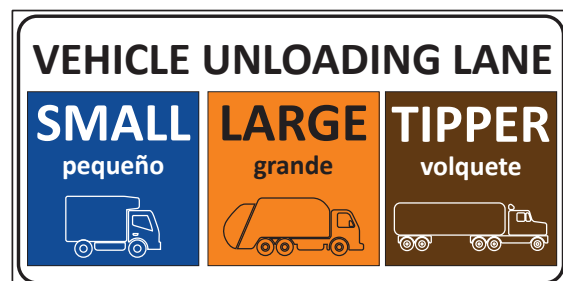


6'X12'



3'9"X12'

P6.B



6'X12'



3'9"X12'

P6.C



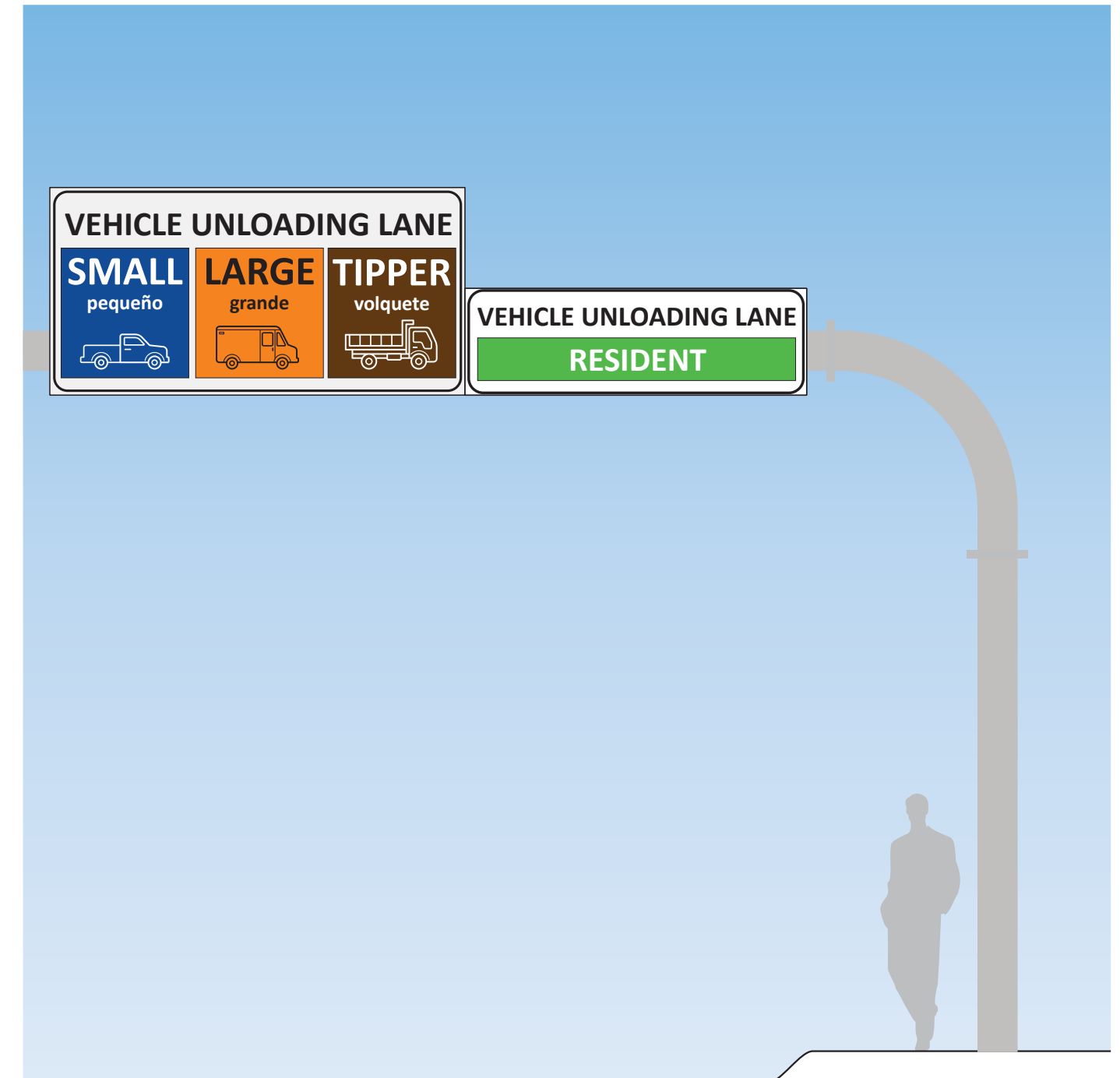
3'9"X12'

Sign Construction:

Signs are generally fabricated out of 1/8" aluminum sheet stock and then will have ScotchLite Film and Electrocut Film applied to them. Structure for the sign to be mounted to is not included.

Surfaces that may be mounted to are as follows:

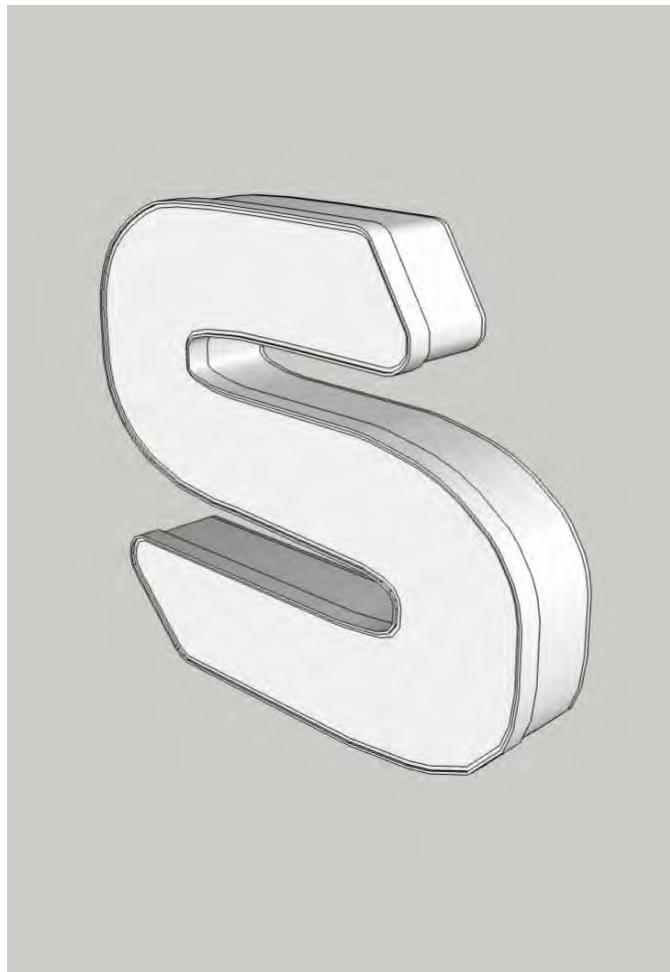
Posts, fences, buildings / structures, Jersey Barriers, and more. Posts may be selected from the accessories section of this guide to supplement the implementation of sign panels like the ones shown.



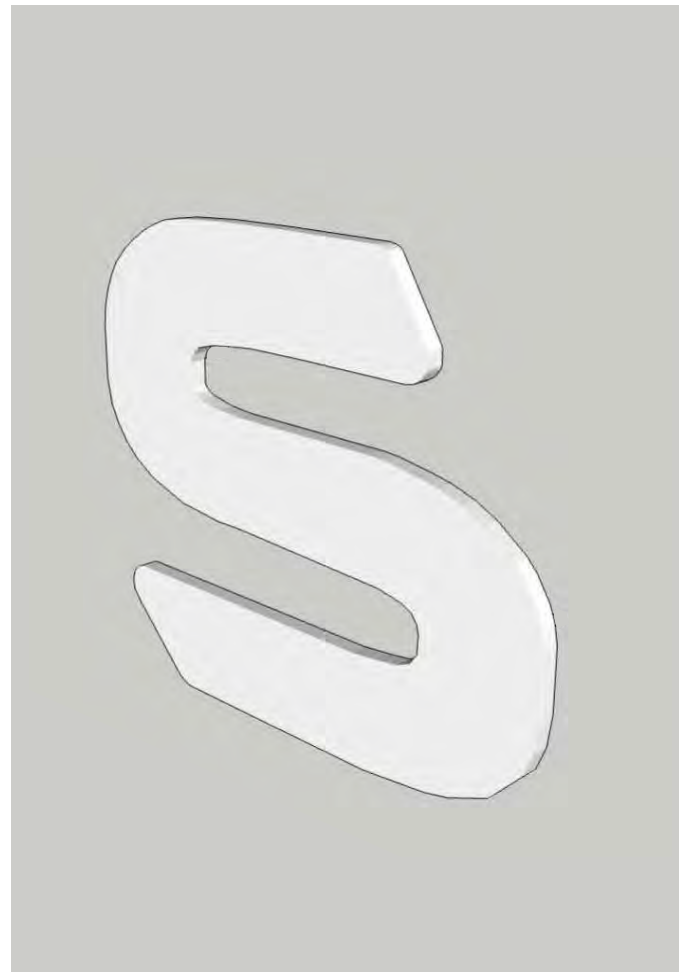
INSTALLATION CONDITIONS

SIGN TYPE R

SIGN TYPE L.2
FACE LIT CHANNEL LETTER
FLUSH- MOUNTED



SIGN TYPE L.1
FLAT CUT-OUT LETTER
FLUSH-MOUNTED



SIGN TYPE R.1 & R.2
RIBBON GRAPHICS
PACKAGE

SEE GRAPHICS PACKAGE FOR FURTHER
INFORMATION AND SPECIFICATIONS.

SIGN TYPE V1
VINYL GRAPHICS

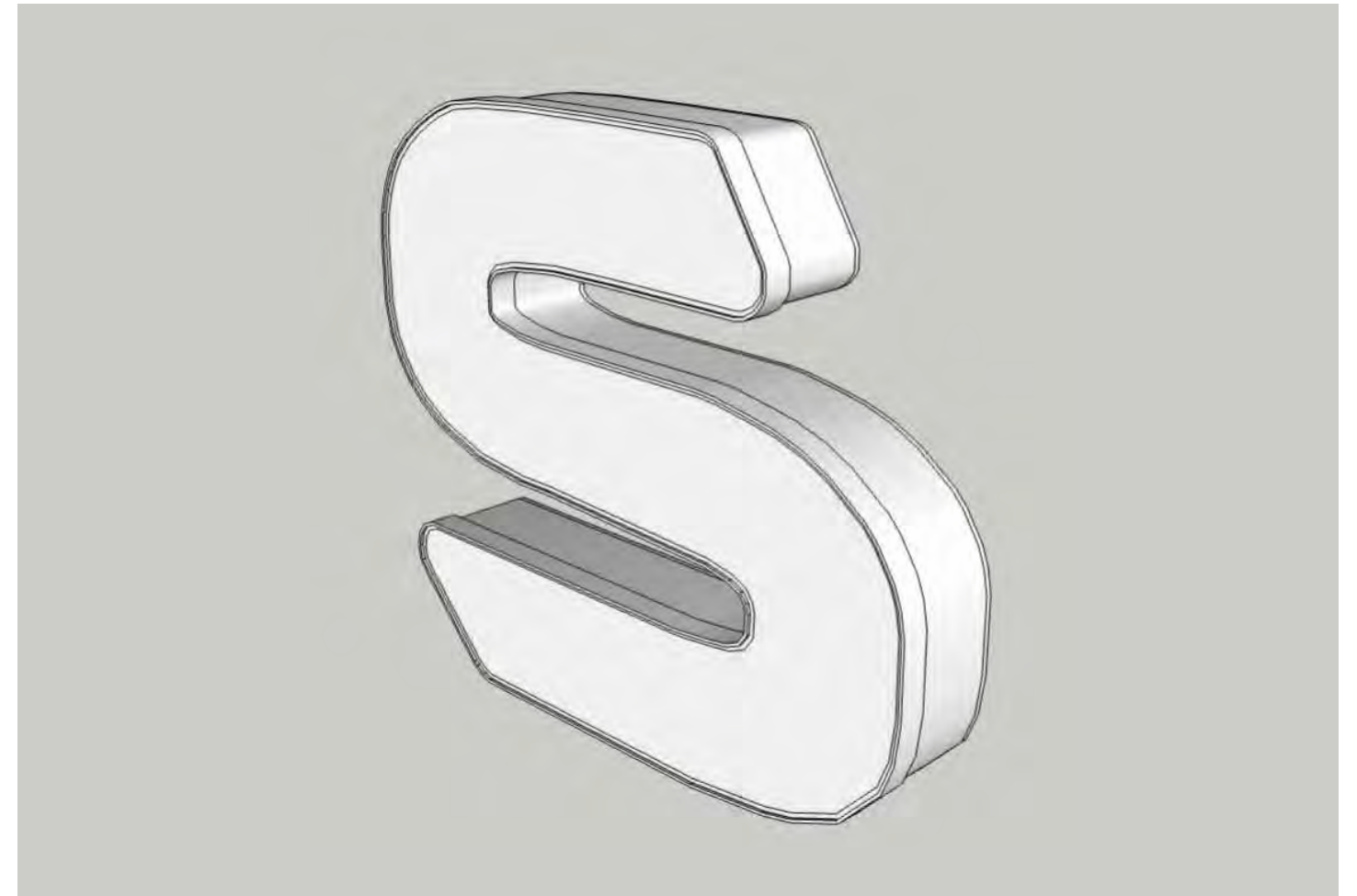


SIGN TYPE L

SIGN TYPE L.1
FLAT CUT-OUT LETTER
FLUSH- MOUNTED



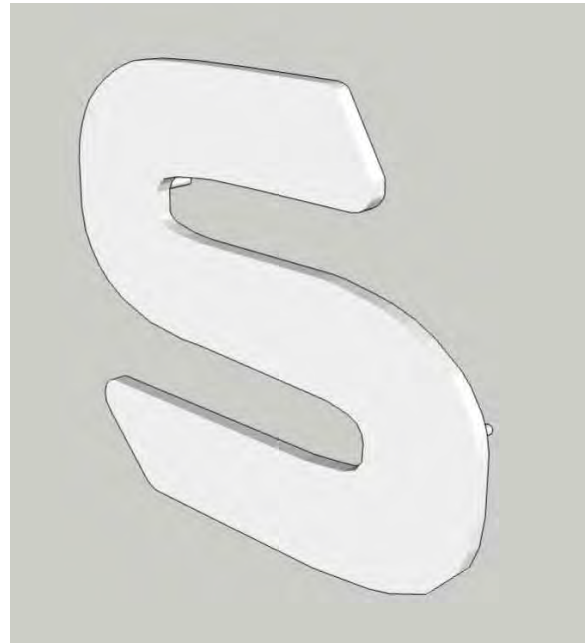
SIGN TYPE L.2
FACE LIT CHANNEL LETTER
FLUSH- MOUNTED



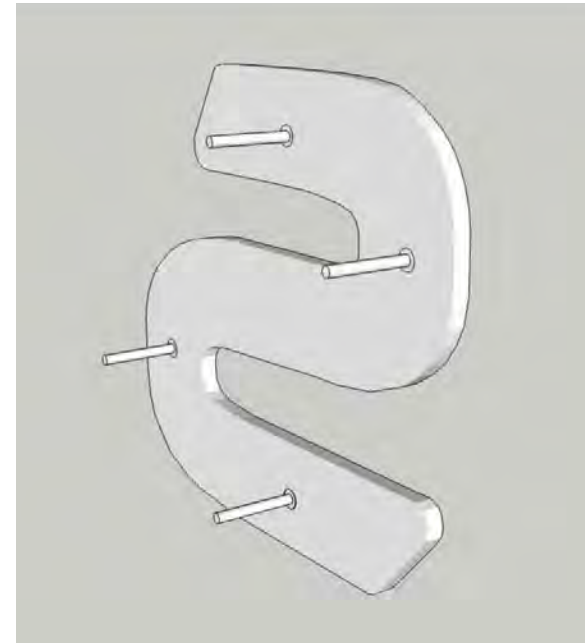
SIGN TYPE L.1
FLAT CUT LETTERS

Material thickness of metal letters is 1/4" minimum and threaded studs are to be drilled and tapped. Installation shall be into silicone-filled holes that have been drilled into existing surface.

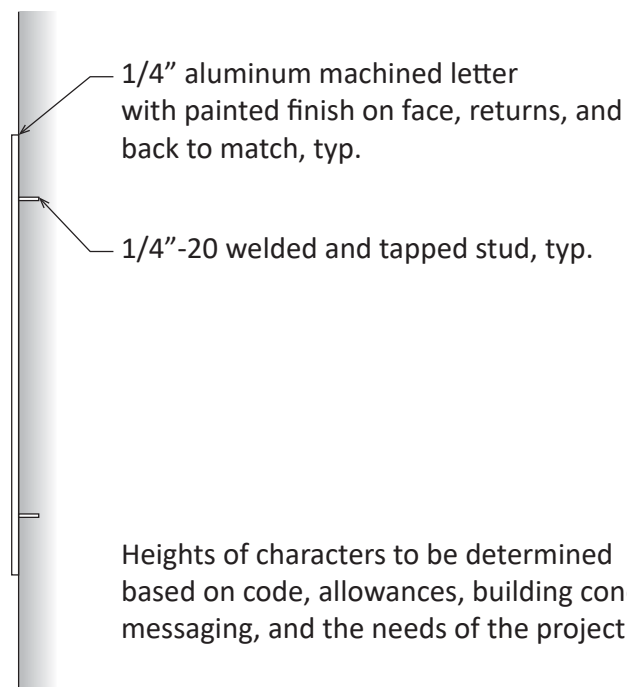
Aluminum letters with painted finish, typ.



FRONT



BACK



SIDE

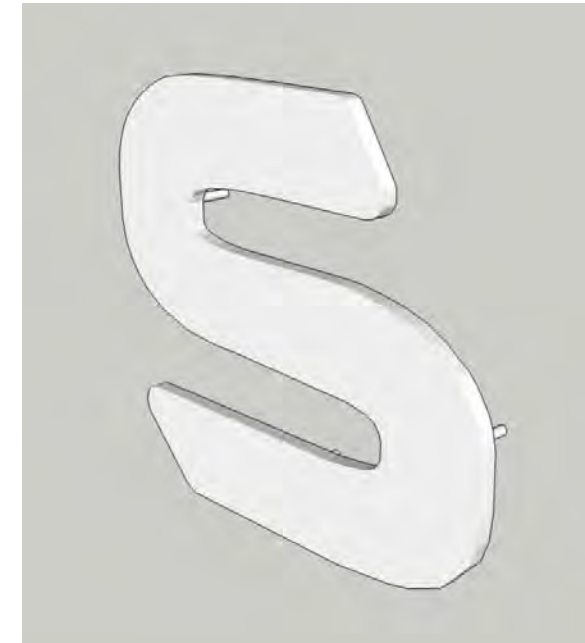


EXAMPLE

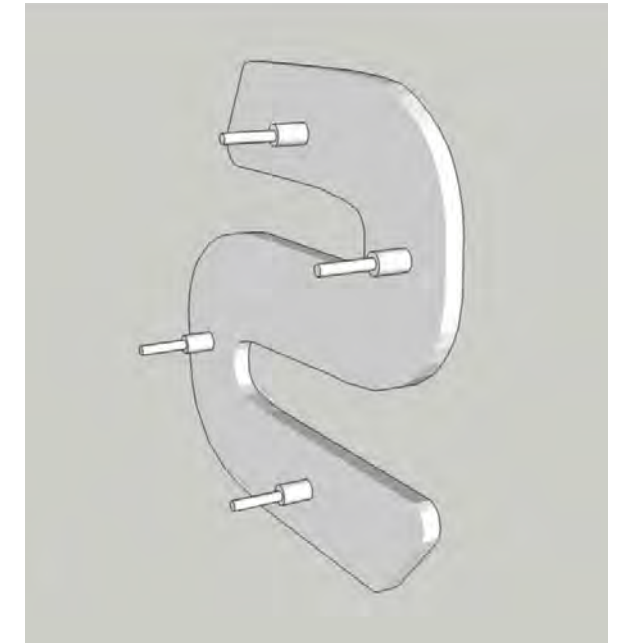
SIGN TYPE L.1
FLAT CUT LETTERS ON SPACERS

Material thickness of metal letters is 1/4" minimum and threaded studs are to be drilled and tapped. Installation shall be into silicone-filled holes that have been drilled into existing surface.

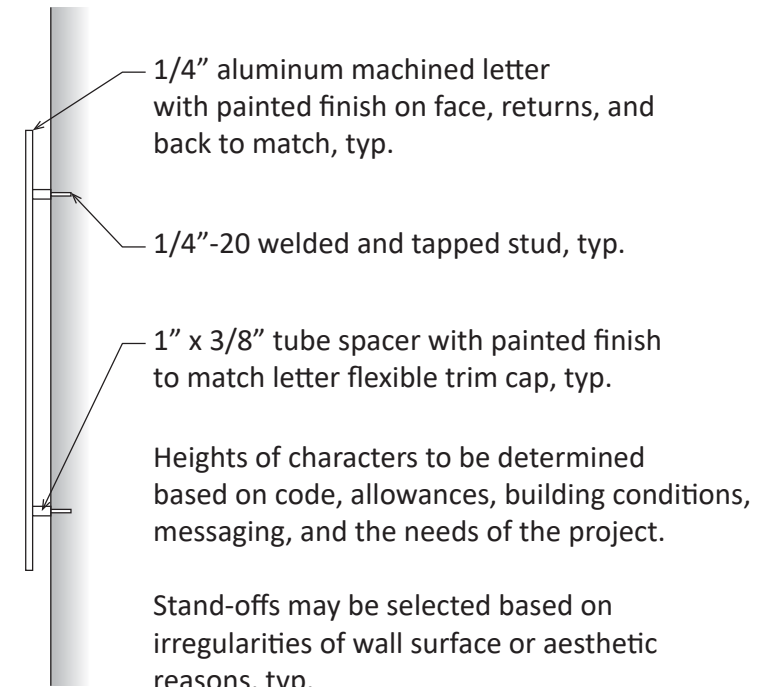
Aluminum letters with painted finish mounted with tube spacers



FRONT



BACK



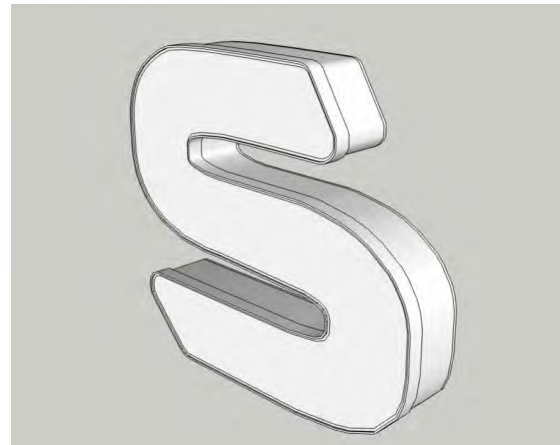
SIDE



EXAMPLE

SIGN TYPE L.2 FACE LIT LETTERS

Face-lit letters mounted to wall flush, typ.



FRONT



EXPLODED - FRONT

BACK

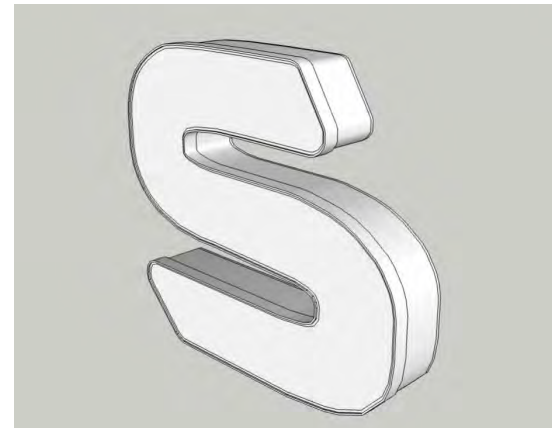


SIDE

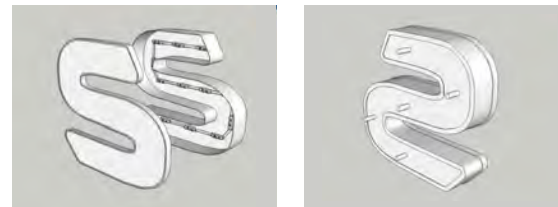
- 1" flexible trim cap, typ.
- Wall condition, varies.
- White 3/16" acrylic letter face, typ.
- White LED illumination, typ.
- Aluminum letter back clinched to return, typ.
- Remote power supply in box, typ.
- 4" aluminum return, typ.

Channel letters are custom-made letters with .030" aluminum sides, .080" backs, brake-formed and clicheed, then glued cans. Each metal and acrylic letter shall have weep holes and be manufactured with UL Listed parts. Letters can be made to illuminate the face and be mounted flush, with spacers, or on a raceway. The letter styles also have an option for a halo effect that can only be mounted with spacers.

Face-lit letters mounted to wall with spacers, typ.



FRONT



EXPLODED - FRONT

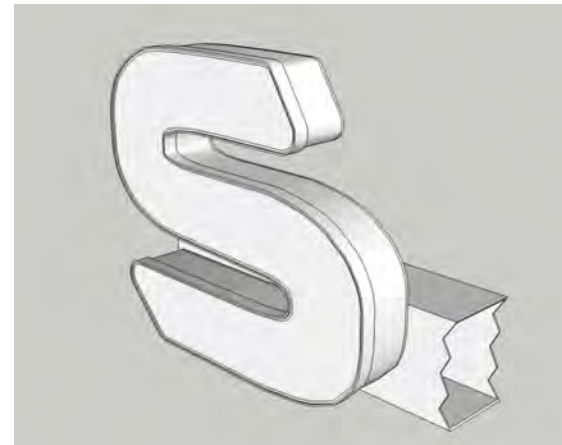
BACK



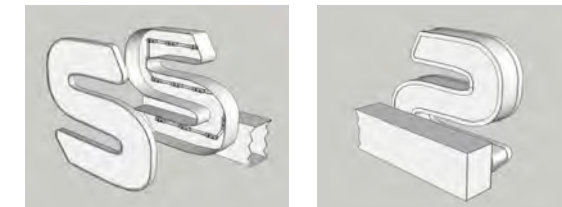
SIDE

- 1" flexible trim cap, typ.
- Wall condition, varies.
- White 3/16" acrylic letter face, typ.
- White LED illumination, typ.
- Aluminum letter back clinched to return, typ.
- Aluminum tube stand-off, typ.
- Remote power supply in box, typ.
- 4" aluminum return, typ.

Face-lit letters mounted to wall with raceway, typ.



FRONT



EXPLODED - FRONT

BACK



SIDE

- Wall condition, varies.
- 1" flexible trim cap, typ.
- White 3/16" acrylic letter face, typ.
- White LED illumination, typ.
- Aluminum letter back clinched to return, typ.
- Aluminum raceway applied to rear of sign, typ.
- Remote power supply in box, typ.
- 4" aluminum return, typ.

SIGN TYPE L.1 HALO-LIT LETTERS

Aluminum letters with painted finish, typ.



FRONT



EXPLODED - BACK

BACK



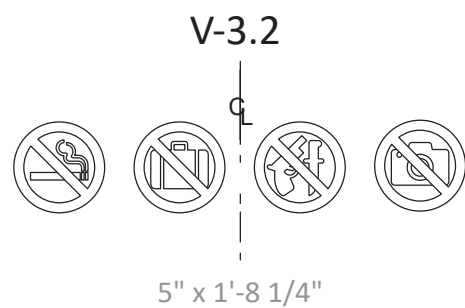
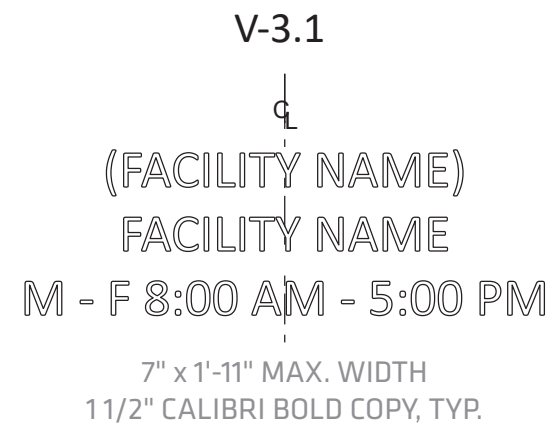
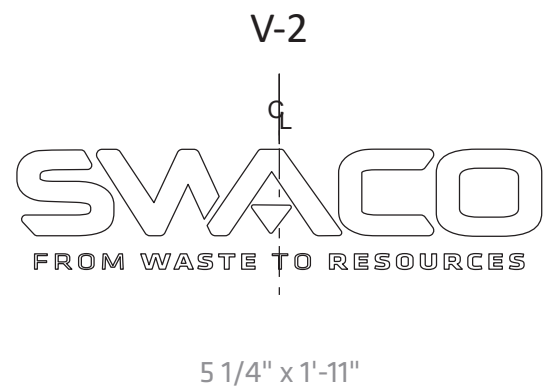
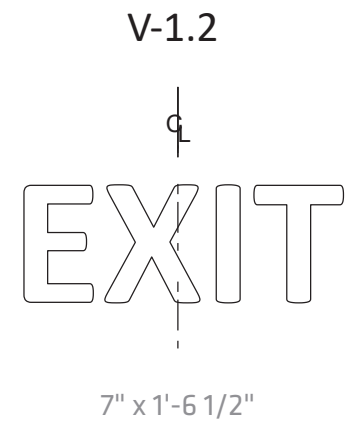
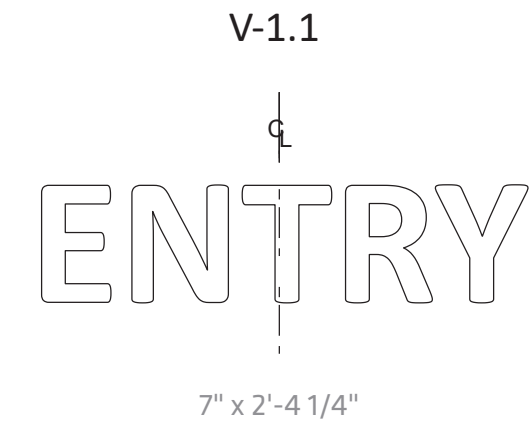
SIDE

- Wall condition, varies.
- 4" aluminum return, typ.
- .125" aluminum letter face, typ.
- White 3/16" acrylic letter face, typ.
- White LED illumination, typ.
- Remote power supply in box, typ.

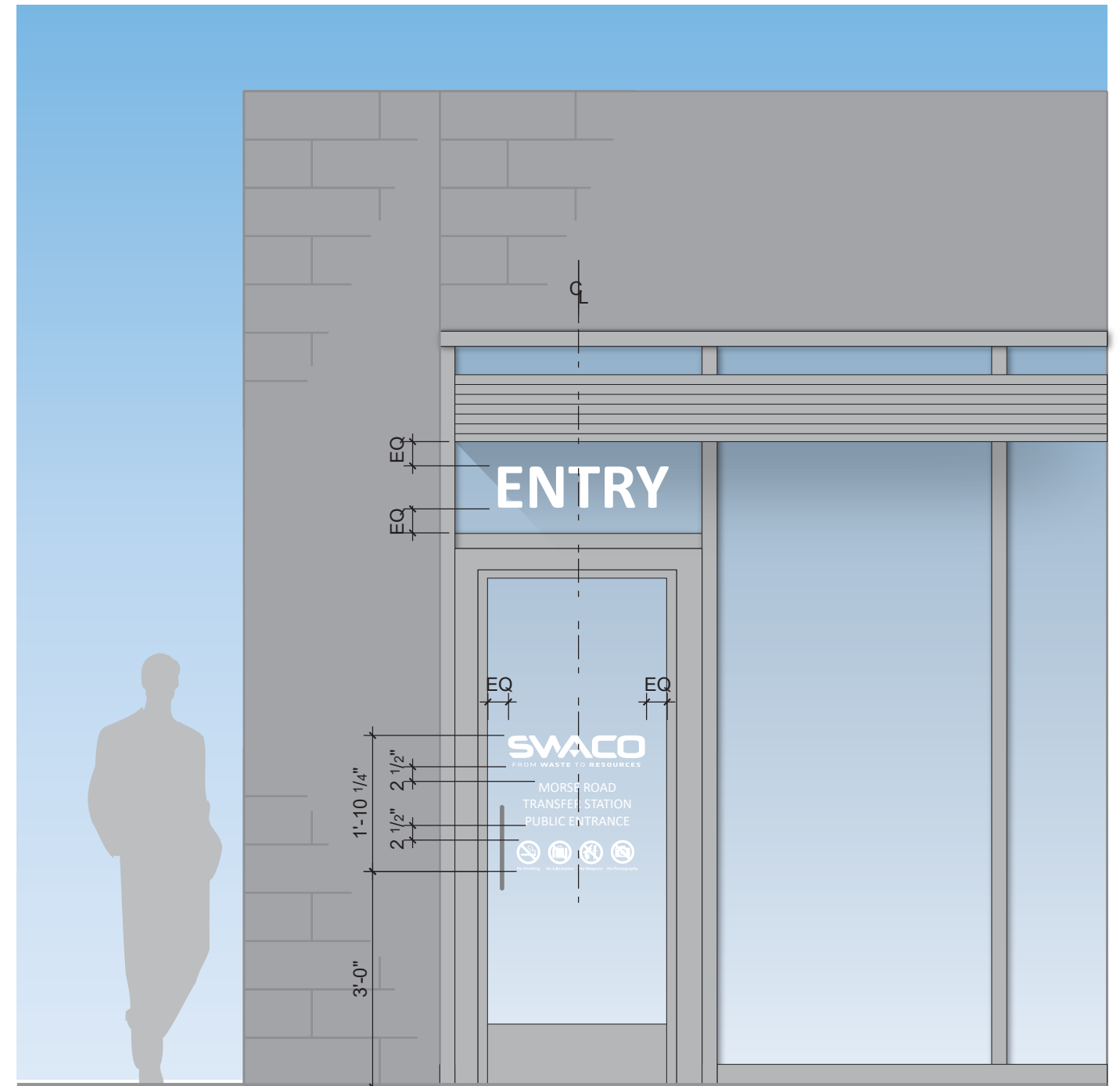
SIGN TYPE V
V LAYOUTS

Vinyl signage for outdoor use to identify and control access

Vinyl signage is an inexpensive and simple signage solution for entries, exits, warnings, and postings. 3M All signs are first surface applied Scotchlite Reflective Graphic Film 680, White, typ.



V01
All signs are to be fabricated from 3M Scotchlite Reflective Graphic Film 680, White, typ.



INSTALLATION CONDITIONS - BUILDING & POST MOUNTED

SIGN TYPE C ACCESSORIES

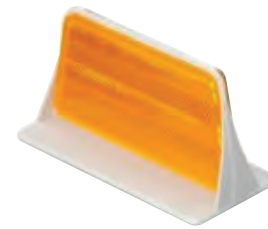
SIGN TYPE C.1
CROSSWALK SYSTEM



SIGN TYPE C.2
MOUNTING INSERT



SIGN TYPE C.3
REFLECTORS



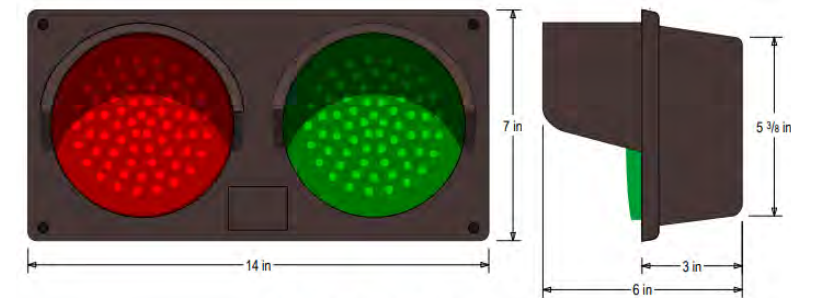
SIGN TYPE C.4
STEEL FENCE CAP



SIGN TYPE C.5
FLAG SYSTEM



SIGN TYPE C.6
LED TRAFFIC CONTROLLER

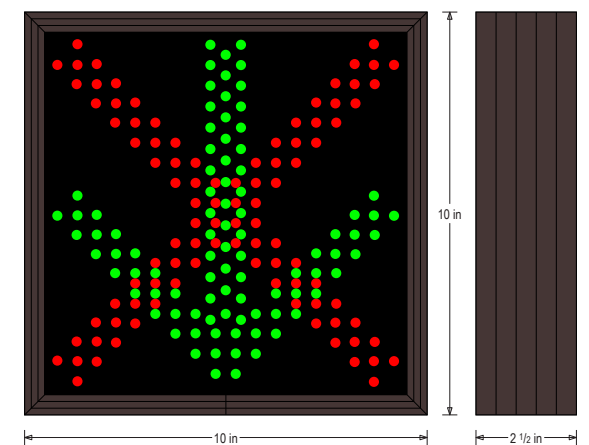


Sample Display Options



Replaceable
Circuit Board Assembly

SIGN TYPE C.7
OUTDOOR LED SIGN





SECTION 3

Specifications

SPECIFICATIONS

1) Design and Performance Requirements

- a) **Final Design Liability:** The Sign Vendor shall assume the sole responsibility for the final design liability, engineering, and construction of all signs and other finished products. The Sign Vendor shall be responsible for engineering all foundations and anchorages and shall submit shop drawings with appropriate engineer's seals, including calculations indicating all applicable fabrication and installation details for review by SWACO (and, if applicable – the Design Team). The Sign Vendor shall be responsible for determining the sizes of structural members and required metal thicknesses to ensure compliance with all engineering design loads and constructability requirements. The Sign Vendor shall be responsible for complying with all local, state, and federal codes, ordinances, regulations, and laws pertaining to the Project.
- b) **Field Measurements:** The Sign Vendor shall verify existing conditions and locations of all signs, anchorage devices, and electrical service embedded in permanent construction by other installers, including the sizes and other details of any existing foundations or signage components specified to be re-used. The Sign Vendor shall verify all sign location conditions by field measurements before the fabrication of signs and notify the Design Team of all conditions affecting the fabrication or installation of signs.
- c) **SWACO signage standards:** The drawings provided in the contract documents bid package are for design intent only. All signage and other products provided shall be of the design, detail, sizes, types, material, and message content shown on the design intent drawings, described in these specifications, and conform to the specified requirements.
 - i) These design intent drawings shall not be considered shop drawings and shall not be re-submitted for review.
 - ii) SWACO (and, if applicable – the Design Team) has the sole discretion to re-use any portions of the design intent drawings provided to the Sign Vendor.
 - iii) SWACO shall retain the copyrights to all designs included in these drawings, and the use of any portions of these drawings for any other project is forbidden without the express written consent of the Design Team.
 - iv) Connections, angles, shapes, and details shown are a graphic indication of requirements. They may not necessarily be the correct size or indicate the best method of attachment or support.
 - v) Details, anchors, and devices not shown will be submitted to the Design Team for review before fabrication.

2) Specifications

- a) The product and performance requirements in this document and related referenced sections provide detailed information regarding products, processes, and other information that supplements the information included in the design intent drawings. The Sign Vendor shall be responsible for the completed work and ensure all signs function according to the project requirements.
- b) SWACO (and, if applicable – the Design Team) has provided an open-source Excel workbook document and PDF Signage Location Plans as part of the bid documents to help determine quantities and provide logistical information for the Sign Vendor during the bid process. Modifications and revisions to these messages and/or locations should be expected as construction progresses and added information is discovered.
 - i) Any required modification to sign location and individual messages will be provided to the Sign Vendor through a Bulletin process via SWACO file management software for documentation of date and release as required.
 - ii) The Sign Vendor shall notify the SWACO (and, if applicable – the Design Team) immediately upon receipt of each Bulletin if there are potential cost or schedule impacts on the Project.
 - iii) The Sign Vendor shall verify the accuracy of all sign message schedules and locations during the shop drawing phase before fabrication.
 - iv) All final message content and location-specific installation details shall be included in the final shop drawings submitted for as-builts.
 - v) Notify the SWACO (and, if applicable – the Design Team) of any discrepancies between the information on the message schedules and the documentation provided on the design or sign location drawings.
- c) **Stamped Engineering Drawings and Calculations:** The Sign Vendor shall provide signed and sealed drawings and calculations by a qualified, professional Engineer licensed in Ohio. This required engineering information shall be provided with shop drawings and shall include structural analysis calculations for all signs and structures to comply with design loads. Structural analysis calculations shall be included on the shop drawings or submitted as

- supplemental information along with the shop drawings.
- d) **Structural Requirements and Design Loads:** All signs and support structures shall be engineered by an Engineer subcontractor to resist wind loads required by the local authority or more according to special situation requirements. Design load requirements shall also include thermal movement resulting from a 140-degree F temperature change without distortions, excessive deflections, or failure of supports to back construction. The Sign Vendor is responsible for the structural integrity of all sign components, structures, and foundations required.
 - e) **Structural Supports and Foundations:** The Sign Vendor shall provide all structural supports and foundations for the signs, reinforcements, and other services needed to complete all required signage unless otherwise noted in the contract drawings as “to be provided by others.”
 - f) **Weight Limitations:** The Sign Vendor is responsible for ensuring that all signs provided comply with the maximum weight limitation for each sign location.
 - g) **Permits and Certifications:** The Sign Vendor shall be responsible for obtaining, at his expense, all permits, certifications, UL listings, and other costs required to execute this work. The cost of all applicable permits and certifications shall be itemized and included as part of each bid submission.
 - h) **Work Hours:** Monday through Friday, 8 AM to 5 PM. All work must be provided as directed by the SWACO (and, if applicable – the Design Team). The Sign Vendor shall collaborate on exact dates and start and stop times. Portions of the scope of work shall require off-hours/weekend work not to hinder the SWACO’s typical day-to-day business or users’ daily traffic movement.
 - i) **Work Plans:** The Sign Vendor is responsible for coordinating with the SWACO (and, if applicable – the Design Team) and all other contractors regarding detailed work plans and prior approvals. These include, but are not limited to, the following:
 - i) Work plans by site during regular business hours.
 - ii) Work plans for off-hours work at night.
 - iii) Lane closures and traffic maintenance plans are required to execute the work.
 - j) **Temporary Signage:** The Sign Vendor shall provide and install temporary signage as needed to support the continued operation of the Project’s public areas during the construction work.
 - k) The Sign Vendor shall coordinate with the SWACO (and, if applicable – the Design Team) to identify the content, placement, and phasing requirements for all temporary signage. The Sign Vendor shall provide and install all temporary signage per the determined schedule.
 - l) The Sign Vendor shall provide temporary signs to replace existing signs when they must be removed to allow for renovation work in active public areas. Temporary signs must be installed simultaneously as the permanent signs are removed to facilitate continued facility operations without delays and minimize inconvenience to the public.
 - m) The sign vendor shall remove temporary signs only when replaced with permanent signs simultaneously.
 - n) **Removal of Existing Signs:** The Sign Vendor shall remove and dispose (to SWACO) of all existing signs at his expense as required for the Project. The Sign Vendor shall confirm the scope of signs to be removed with the SWACO (and, if applicable – the Design Team) before removal. Sign removal shall be conducted safely and lawfully; all existing sign materials shall be recycled as much as possible or otherwise disposed of in an environmentally responsible manner as required by the code requirement of authorities having legal control. Patch and replace any damaged surfaces from removed signs. Notify the Design Team of any questions regarding the removal of existing signage.
 - o) **Code Compliance Responsibility:** The Sign Vendor is fully responsible for compliance with applicable laws, codes, ordinances, and regulations of federal, state, and municipal authorities, which have legal control to protect the Design Team from liability. The Sign Vendor shall endorse the design direction and work toward exceeding code requirements where practicality and aesthetics allow.
 - p) **Department of Transportation (DOT):** All roadway sign panels, support structures, and support posts for roadway and regulatory signage shall be designed in conformance with current federal and state-specific DOT requirements and standards for structures, materials, methods of fabrication, and methods of attachment.
 - q) **Manual on Uniform Traffic Control Devices (MUTCD):** All roadway and traffic regulatory signs shall comply with current federal and state MUTCD standards for structures, materials, graphic layouts (unless noted), methods of fabrication, methods of attachment, and placement.
 - r) **Electrical Components, Devices, and Accessories:** All electrical signs shall be Underwriters Laboratory (UL) listed and labeled as defined in NFPA 70, Article 100, by a testing agency acceptable to authorities having legal control and marked for the intended use.
 - s) The Sign Vendor is responsible for coordinating with the local electrical inspector, who has authority regarding

any specialized requirements during construction to protect the SWACO (and, if applicable – the Design Team) from liability.

3) Quality Assurance

- a) **Single Source Accountability:** Provide all signs required for each project location under a single contract. Signs and related materials shall be fabricated by the Sign Vendor, who regularly manufactures similar-scale products. Signage shall be obtained from a single manufacturer, with specific components (such as custom aluminum extrusions or other raw materials) outsourced as needed to subcontractors and manufacturers of specialty products as specified. Submit product data sheets regarding any outsourced components utilized.
 - i) **Fabricator Qualifications:** The Sign Vendor shall be responsible for the quality of all materials and workmanship required to execute each contract, including any firm or individual who may serve as the Sign Vendor's sub-contractor. The Sign Vendor is reminded that high professionalism, quality, and materials are expected in all aspects of this Project. The Sign Vendor shall provide all up-to-date drawings, schedules, and other required information to all subcontractors and the Design Team. The manufacturer's logo or information may not be located on any sign surface visible to the public except for the information required on the UL labels.
 - ii) **Installer Qualifications:** Engage an experienced installer who is an authorized representative of the Sign Vendor and has completed installations of signs similar in material, design, and extent to those indicated for the Project. Provide references regarding previous project experience and their record of successful in-service performance.
- b) **Experience and References:** The signage contractor and installer must have experience in the fabrication and implementation of signage programs for multiple large-scale projects of comparable size and complexity to the current Project. They must also provide references for at least three (3) previous [Aviation, Department of Transportation, Industrial] projects of similar complexity.
- c) **Graphic Content and Style:** Provide sign message content that complies with the requirements indicated for sizes, styles, spacing, content, positions, materials, finishes, and colors of letters, numbers, symbols, and other graphic devices, including Braille. Verify sign and copy length for proper fit. Before fabrication, notify SWACO (and, if applicable, the Design Team) in writing of discrepancies.
- d) **Correction of Defective Work:** Work determined to be defective by the Design Team or authorities having legal control, regardless of all previous inspections, shall be corrected to the satisfaction of the entities involved at no additional cost to the SWACO.





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