MECA
MAINE COLLEGE OF ART

New logo Implementation
Proposed Signage Treatme
Submitted by Raffi Der Simor
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RESURGAM. CITY OF PORTLAND, MAINE
Reviewed for Code Compliance
Inspections Division
Approved with Conditions
Date: 05/07/13
Planner: Tammy Munson

EXECUTIVE SUMMARY:
The objective of this proposal is to update the signage at Maine College of Art to reflect our new institutional visual identity. We intend on installing the new logo (see above) on either side of the marquee (8' total depth) as well as affixing cut letters on the lip of the marquee itself (see rendering on slide # 3). The letters would be safely affixed using a bracket and brace system (see rendering on slide # 5)

Proposed Lighting:
MECA proposes installing Tokistar LED strips on either side (8' total) and in front/center (8' total). The lighting strips would be framed by custom fabricated thin metal arms (9 total, 3 on each lit area). The sides arms would be 10" long and the front/center arms would be 18" long each. The lighting strip would be angled to cast a light on the face of the sign. See slides 7 & 8 for a rendering.