CITY OF TUCKER

CITY STANDARDS GUIDEBOOK

Signage
January 2025

ACKNOWLEDGMENTS

TABLE OF CONTENTS

01

INTRODUCTION

WHAT IS THIS GUIDEBOOK?

OVERVIEW

This Signage Guidebook is intended to be a comprehensive guide for public signage in the City of Tucker. Tucker is home to over 37,000 residents and attracts thousands of visitors each year who come to enjoy its festivals, events, and support local businesses. A coordinated look for signage and wayfinding will reinforce Tucker's brand while establishing a sense of place.

SIGNAGE GOALS

- Allow people to travel between places and destinations

- Ensure visibility for vehicles and pedestrians

- Make everything easy to understand

- Encourage walking and biking in key locations

THE PURPOSE OF THIS GUIDEBOOK

This guidebook will:

- **Reinforce Tucker's brand.** Tucker prides itself on its industrial past and small-town community feel.

- **Provide a standard for all City signage.** A standard palette of materials, colors, and imagery will create cohesiveness throughout the city.

- **Enhance the resident and visitor experience.** Clear, readable, and eye-catching signage can create a positive experience for visitors who are trying to navigate in a new place.

HOW TO USE THIS DOCUMENT

The City of Tucker should use the Signage Guidebook for the planning, design, and implementation of new and modified signage and branding in the community. It is intended to be used as a "living" document that will allow for changes and flexibility as conditions and funding opportunities change.

It is recommended that the Tucker-Northlake CID and Tucker Summit CID incorporate some common elements of the following designs, such as materials, for any signage needs they have within the community.

02

SIGNAGE TYPES & LOCATIONS

GENERAL GUIDELINES

The following details are applicable to select sign types and are foundational to reinforcing Tucker's brand.

COLOR PALETTE

Tucker's branding primarily features blue and gold. Variations of the blue and gold are incorporated as needed in designs to broaden the range of acceptable color choices.

Primary Colors

Pantone 295C | **R** 0 **G** 40 **B** 84
C 100 **M** 84 **Y** 36 **K** 39
HEX #002856

Pantone 7502 | **R** 208 **G** 183 **B** 135
C 19 **M** 25 **Y** 53 **K** 0
HEX #D0B787

Pantone 7500C | **R** 224 **G** 208 **B** 166
C 12 **M** 14 **Y** 38 **K** 0
HEX #D0B787

Secondary Colors

R 96 **G** 101 **B** 130
C 67 **M** 58 **Y** 32 **K** 9
HEX #616682

R 187 **G** 187 **B** 201
C 27 **M** 22 **Y** 12 **K** 0
HEX #BBBBC9

TYPEFACE

Gotham is Tucker's standard typeface selection and is the fundamental typeface used for the wayfinding and signage designs. Gotham offers a variety of weights, which widens the number of combinations that can be used.

Gotham Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
;:'",.<>/?!@#$%^&*()-=_+\|

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
;:'",.<>/?!@#$%^&*()-=_+\|

GENERAL GUIDELINES

MATERIALS

Primary materials used for signage include the following:

- **Granite block.** Granite is a key part of the history of this region and should be used primarily for bases to anchor the signage. Local stone should be used.

- **Black steel.** Like many towns in the Atlanta region, Tucker has a history deeply rooted in the railroad. To celebrate this, black steel should be incorporated. For a uniform finish, black powdercoat should be applied.

- **Aluminum (for lettering).** When steel is not already used for lettering, aluminum should be used for its durability and contrast with black steel.

- **Vinyl.** Colored sign panels, like those used in park kiosks, should be printed on vinyl with an acrylic coating to maximize durability.

UPDATED SEAL

Tucker's city seal is important to the brand. However, the seal has complex linework that has made it difficult to apply on various mediums. Therefore, a modified seal has been created for use on items that require line art. This includes city signage, embroidery, patches, and black and white imagery.

GENERAL NOTES

1. All signage must be vandal resistant.

2. Any foundation used must be signed and sealed by structural engineer.

3. All colors and materials are presented for design intent only. The sign fabricator shall create and provide samples and/or mock-ups of all materials for final approval.

4. All underground utility locations must be located and reviewed prior to finalizing exact sign locations.

5. Final sign locations to be reviewed and approved in the field by the City of Tucker prior to site work.

6. Appropriate permits must be acquired prior to commencing installation.

7. Landscaping and lighting should be incorporated when feasible.

SIGNAGE FAMILY

OVERVIEW

Tucker's signage and wayfinding will promote community pride amongst residents and promote a positive first impression to visitors. Through a public engagement process, a family of signage was developed that is a reflection of both Tucker's industrial past and its sense of community.

Each element of the signage family works together to create a complete suite of signage and wayfinding types. Each type functions to fulfill a specific need or purpose. On-street signs follow the Manual for Uniform Traffic Control Devices (MUTCD), guiding the application of City branding, while the off-street options introduce a fresher look to create identity and recognition.

The signage family shown is both durable and flexible; it uses materials that resist the natural elements and deters vandalism.
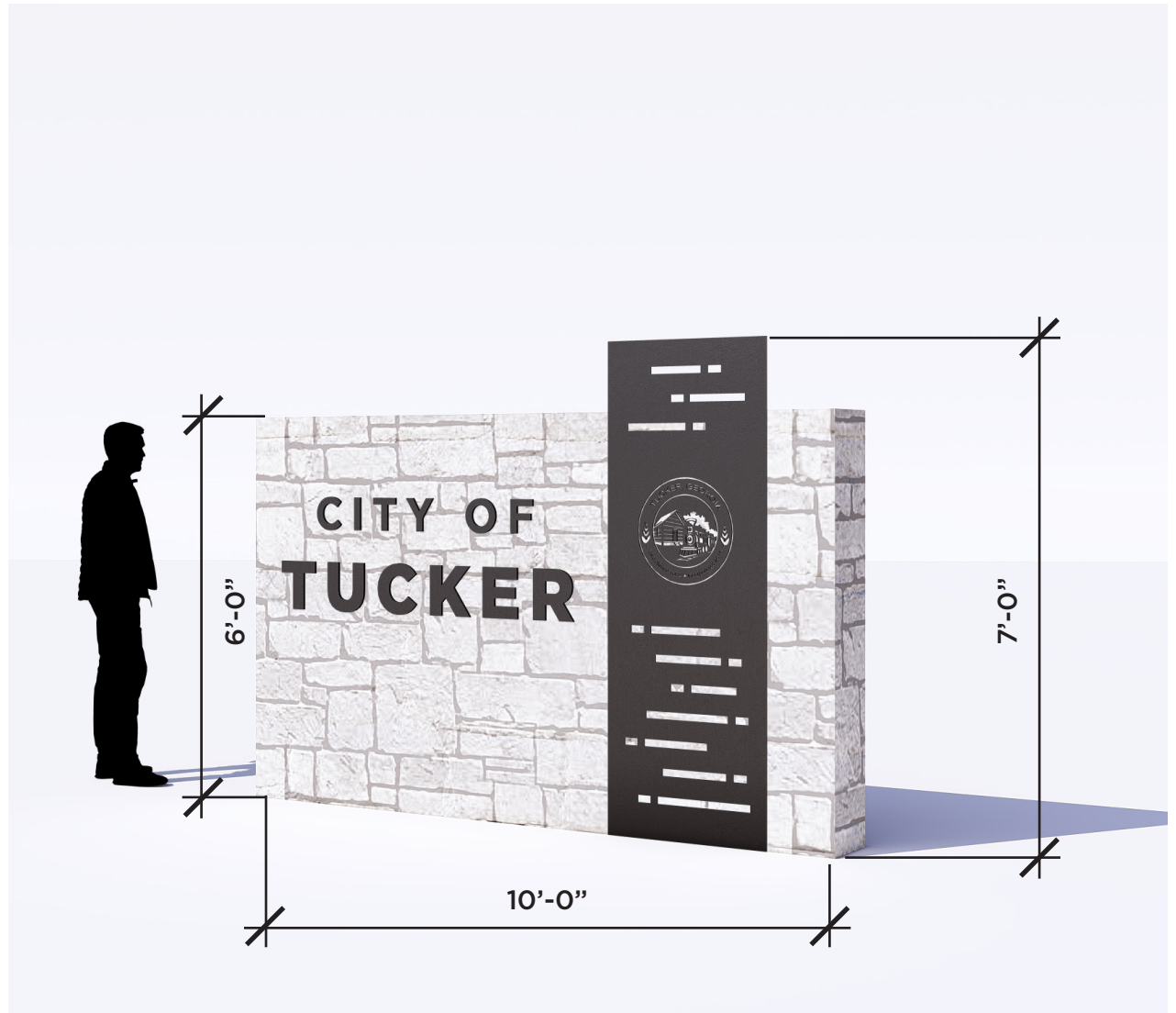
GATEWAY SIGNAGE

HORIZONTAL ALTERNATIVE

Gateway signs will be located at key locations leading into the city, particularly along major roadways. They are intended to welcome visitors and residents, create a sense of arrival to the city, and provide a strong first impression.

The horizontal alternative of the gateway signage features a simple, single-sided design and has the updated seal laser cut into the metal panel as a key branding element. Also laser cut into the metal are horizontal lines intended to be an abstract representation of the city's history with the railroad. This alternative is ideal where there is ample space within the right-of-way or City-owned land to install the sign.

This sign should be highlighted with landscaping and uplighting to ensure maximum visual appeal and visibility.

VERTICAL ALTERNATIVE

The vertical alternative of gateway signage is more complex in its design than the horizontal alternative.
The design is also single-sided and incorporates the laser cut seal and the horizontal lines. This alternative is ideal where there is limited space within the right-of-way or City-owned land to install the sign.

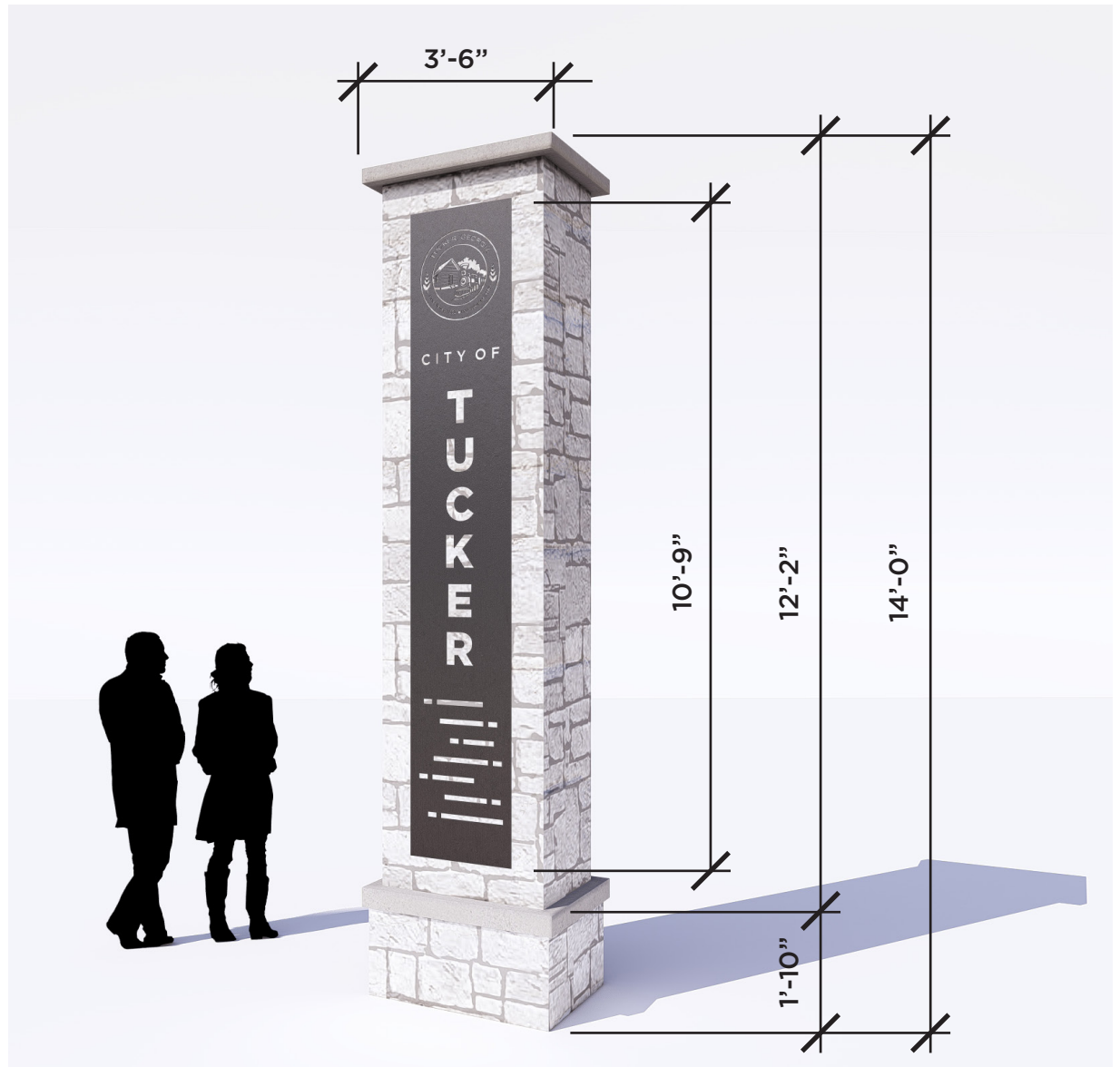This sign should be highlighted with uplighting to ensure maximum visual appeal and visibility.
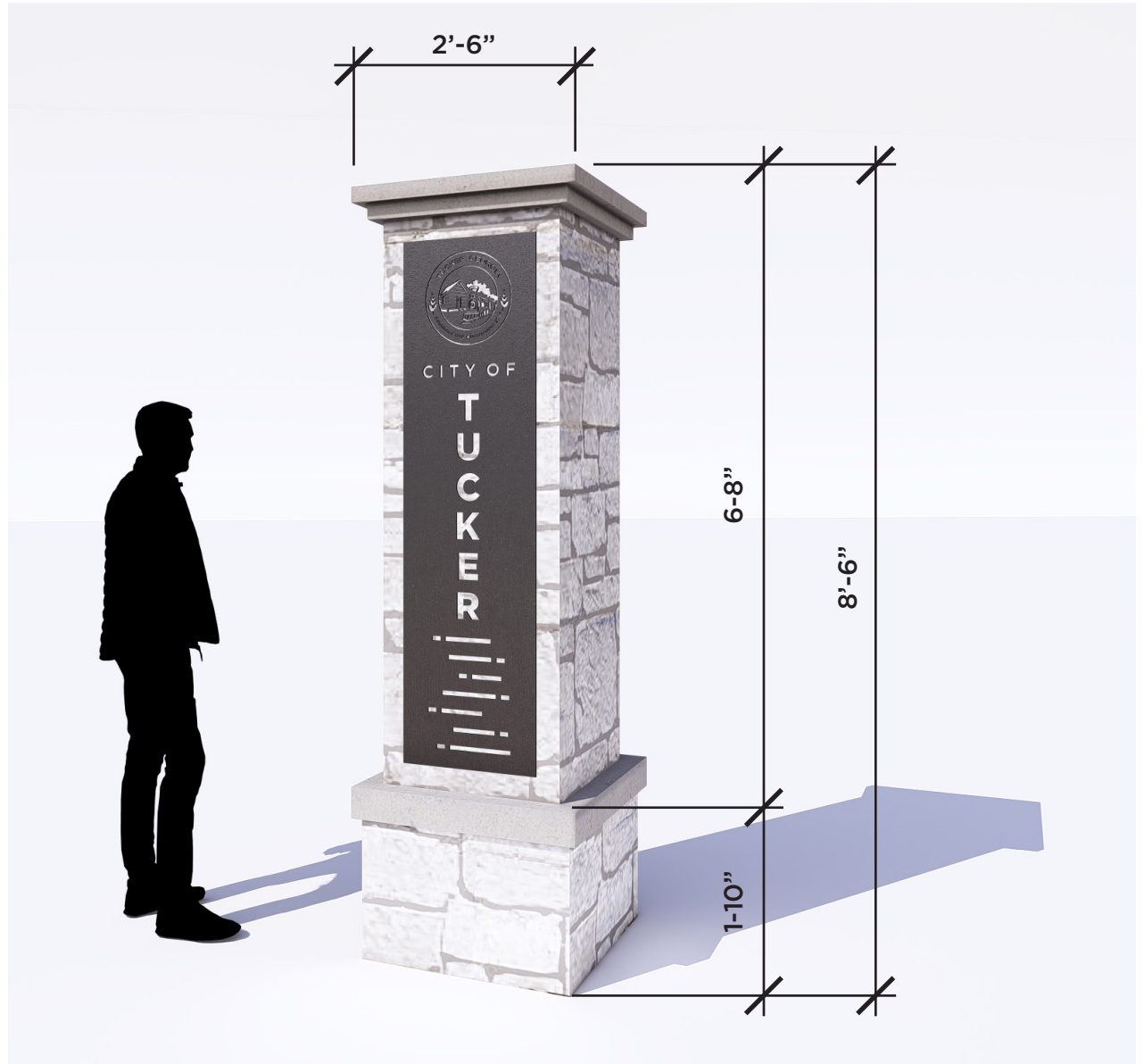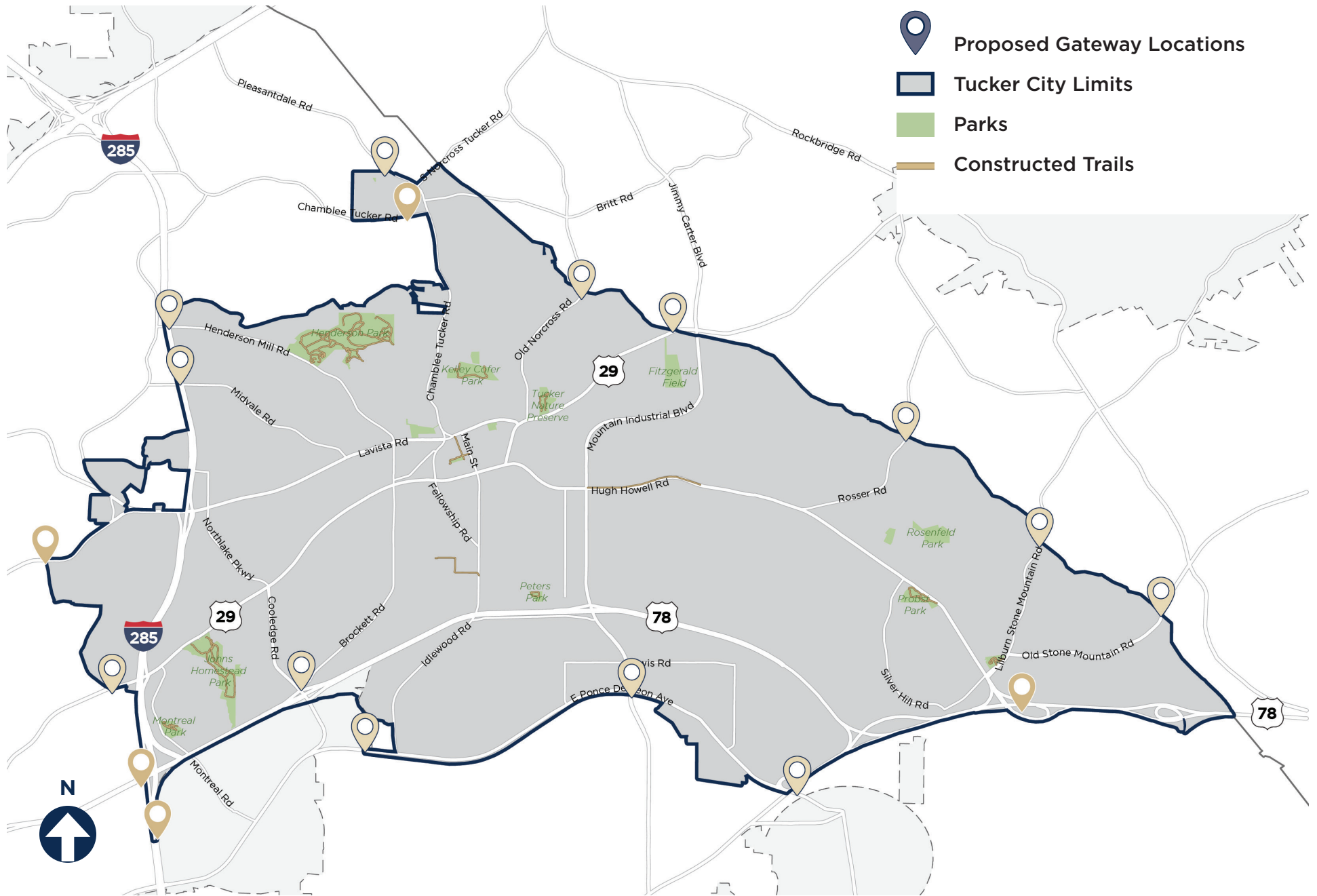
GATEWAY SIGNAGE

SMALL ALTERNATIVE

This small alternative version of vertical gateway signage is ideal when right-of-way space or City-owned land is very limited. This version may also be used within the city to remind residents and visitors that they are in the City of Tucker.

This sign should be highlighted with uplighting to ensure maximum visual appeal and visibility.

PROPOSED GATEWAY LOCATIONS

Proposed Gateway Locations

Tucker City Limits

Parks

Constructed Trails

I-285

Pleasantdale Rd

Norcross Tucker Rd

Chamblee Tucker Rd

Britt Rd

Rockbridge Rd

Jimmy Carter Blvd

Henderson Mill Rd

Henderson Park

Chamblee Tucker Rd

Kelley Cofer Park

Old Norcross Rd

29

Fitzgerald Field

Midvale Rd

Tucker Nature Preserve

Lavista Rd

Main St

Mountain Industrial Blvd

Fellowship Rd

Hugh Howell Rd

Rosser Rd

Rosenfeld Park

Northlake Pkwy

Cooledge Rd

Brockett Rd

Peters Park

Probst Park

Lilburn Stone Mountain Rd

Old Stone Mountain Rd

29

I-285

Johns Homestead Park

Idlewood Rd

78

Silver Hill Rd

78

Montreal Park

Lavista Rd

E Ponce De Leon Ave

N

Montreal Rd

DOWNTOWN SIGNAGE

DOWNTOWN ARCH GATEWAY

The Downtown Arch gateway is intended to welcome visitors and residents to the trail and Town Green in downtown Tucker. Page 17 shows the recommended location within downtown Tucker. The arch incorporates large steel columns with the City's founding and incorporation years on either side, and "TUCKER" on the top. A 30-inch granite base (not shown) is an optional feature that may be included as seen fit.
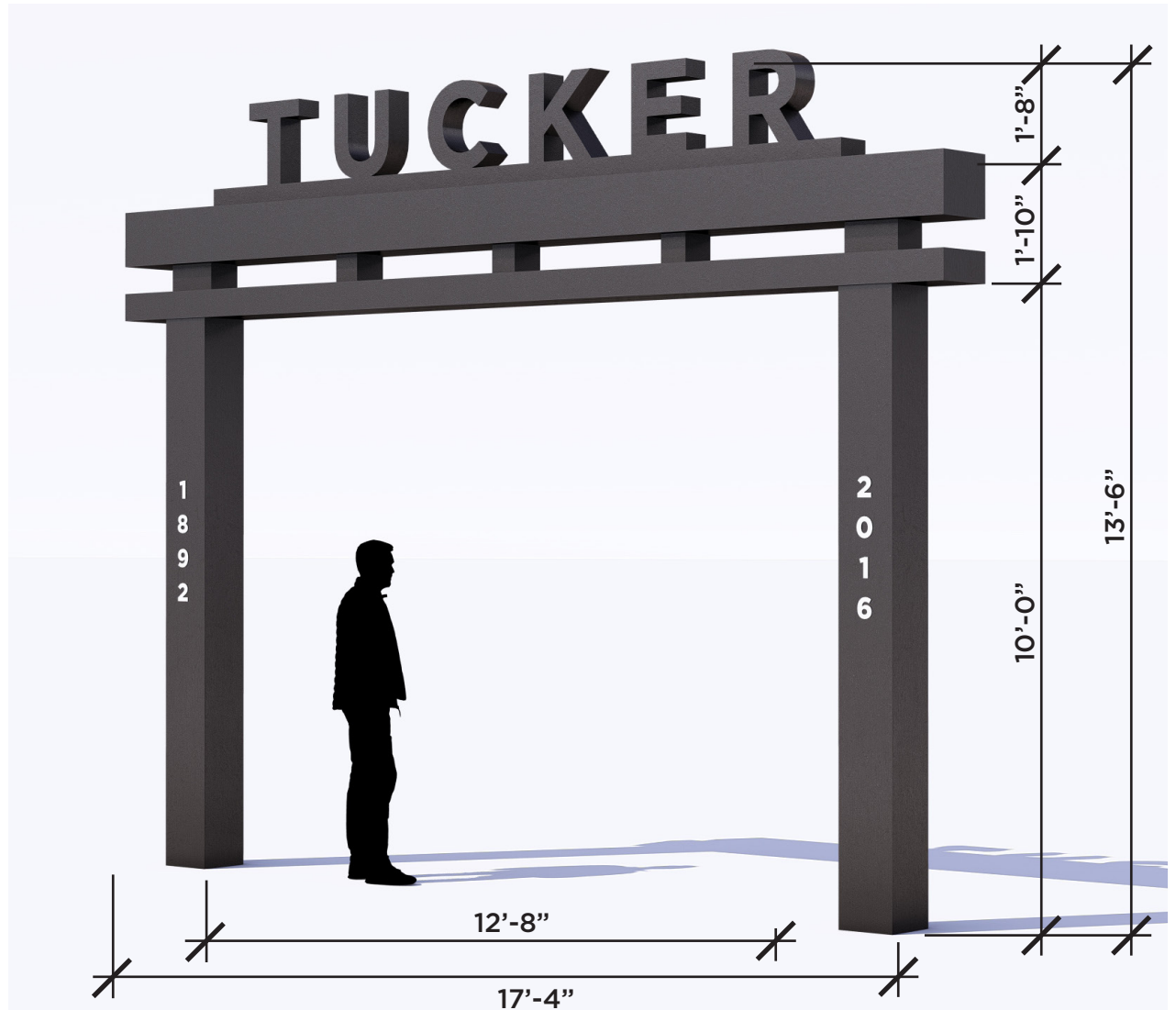
ARTISTIC SIGNAGE

Artistic signage can serve many purposes, including placemaking, public art, and signage. Situated in the Town Green, the letters "TKR" are constructed of black steel and the granite base can be used for seating. This is intended to serve as a community landmark for Tucker. Alternatively, a concrete base may also be used (not shown).
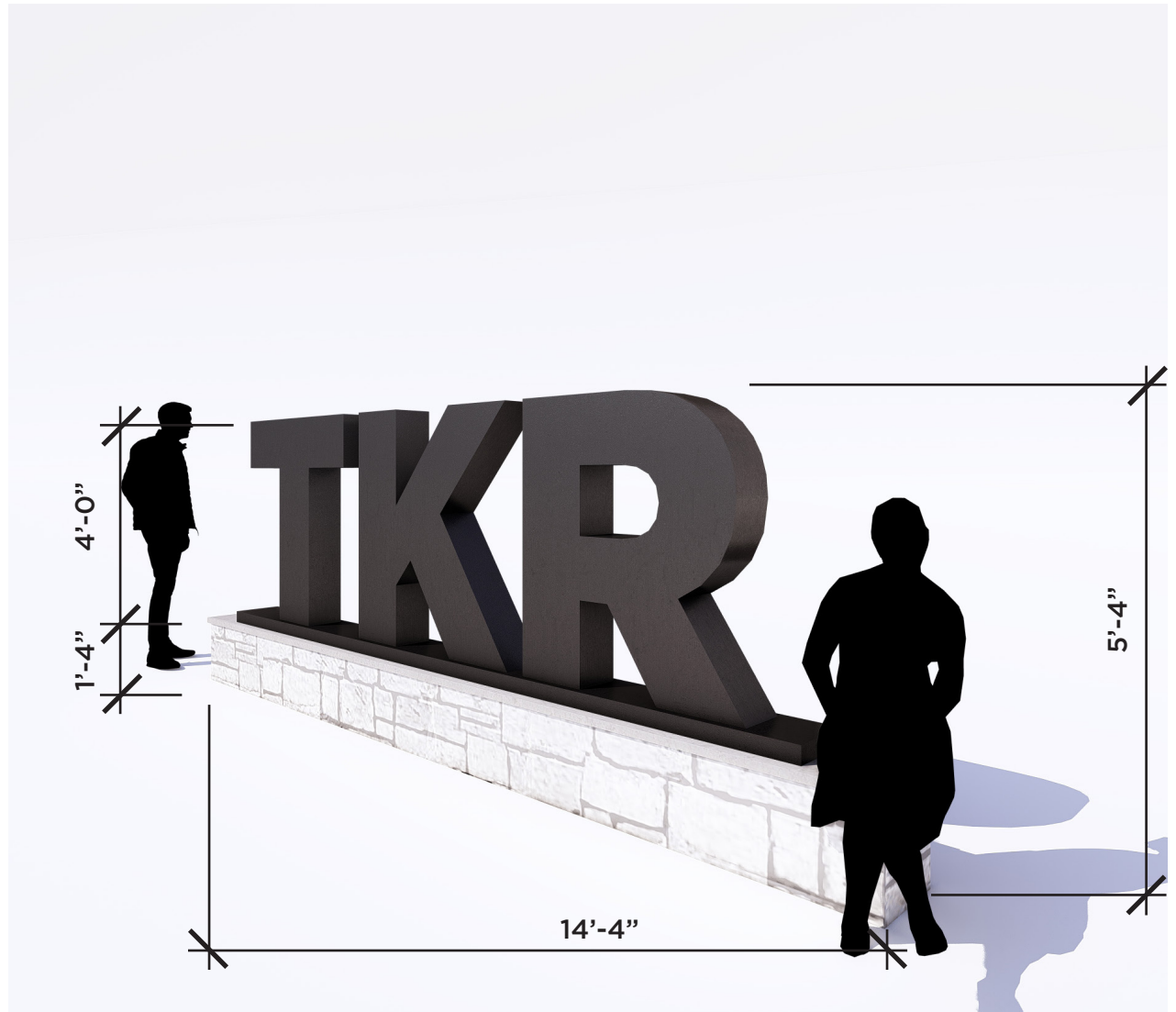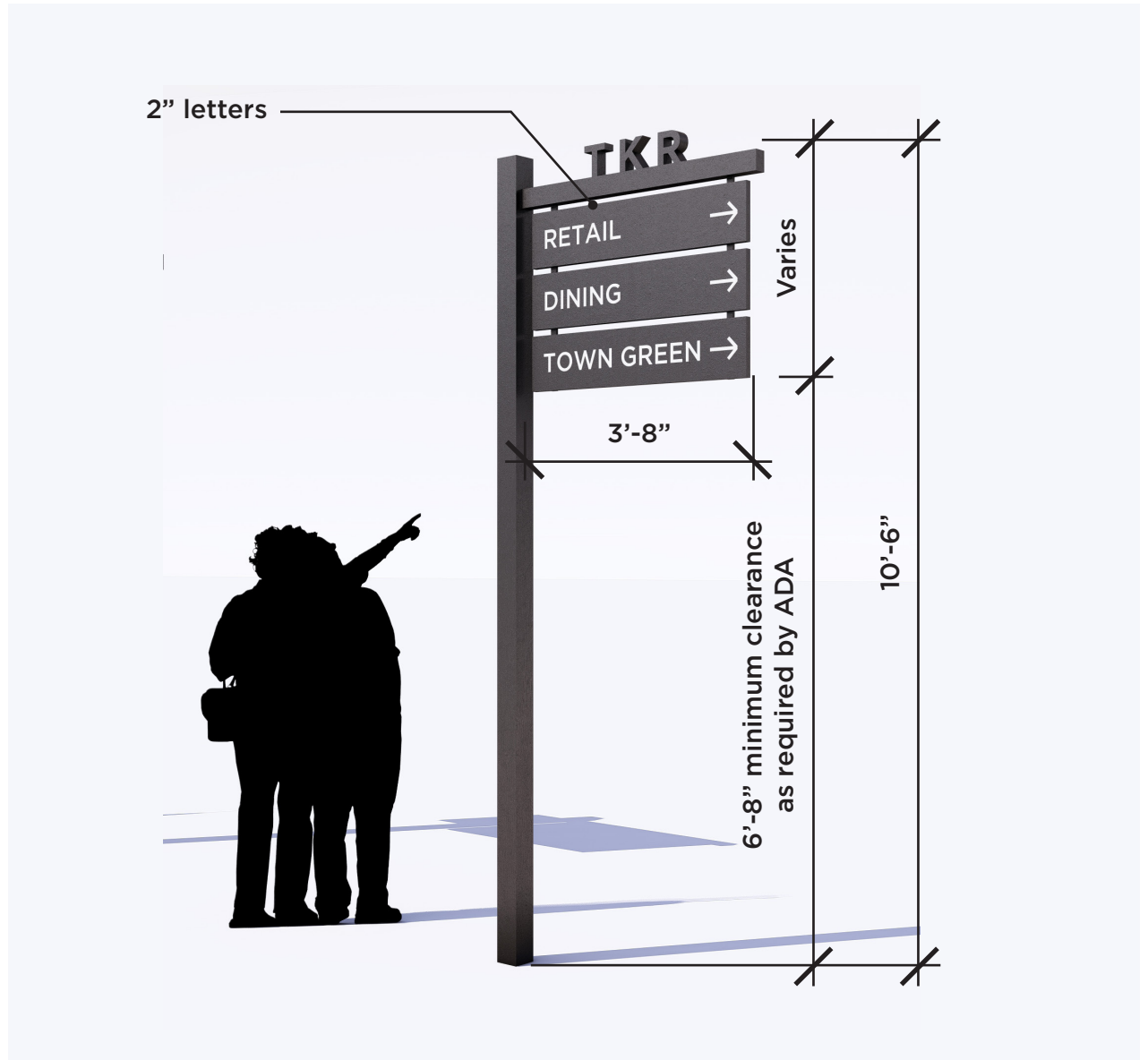
DOWNTOWN SIGNAGE

DIRECTIONAL SIGNAGE

These signs will be primarily located in Tucker's downtown area where there is a large concentration of local businesses and amenities in a small walkable footprint.

These directional signs will be large and noticeable, directing both vehicular traffic and pedestrians to retail, dining, and attractions. Text should be kept as brief as possible while still providing clear understanding to viewers. Clearance under signs must be kept to a minimum of 80 inches to meet ADA requirements.

2" letters

TKR

RETAIL →

DINING →

TOWN GREEN →

Varies

3'-8"

6'-8" minimum clearance as required by ADA

10'-6"

PROPOSED DOWNTOWN SIGN LOCATIONS

Fitness Court

Church St

Chamblee Tucker Rd

Lavista Rd

Main St

Lynburn Dr

Fellowship Rd

1st Ave

4th St

Burns Av

2nd St

Downtown Greenspace

Railroad Ave

3rd Ave

Law

Idlew

N

LEGEND

- Proposed Downtown Arch Locations
- Proposed Artistic Signage Location
- Directional Signage Locations
- Parks
- Constructed Trails
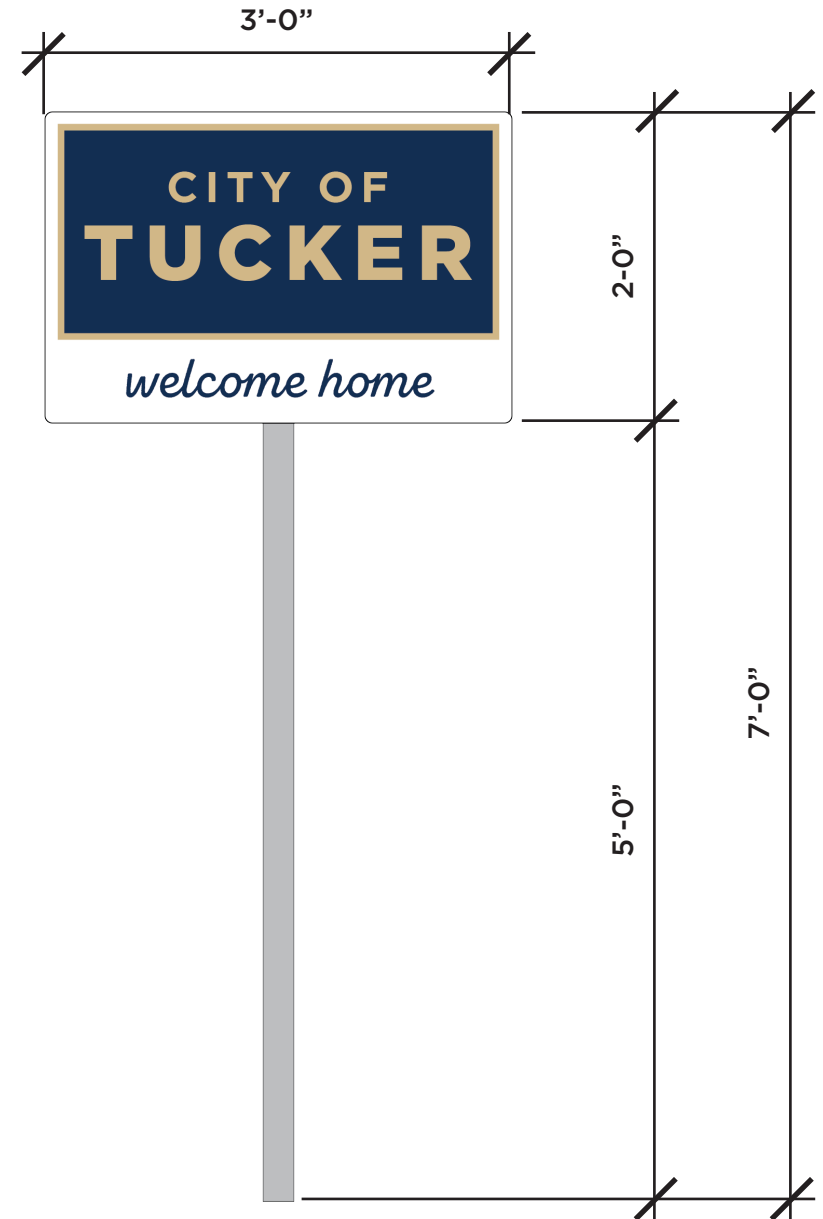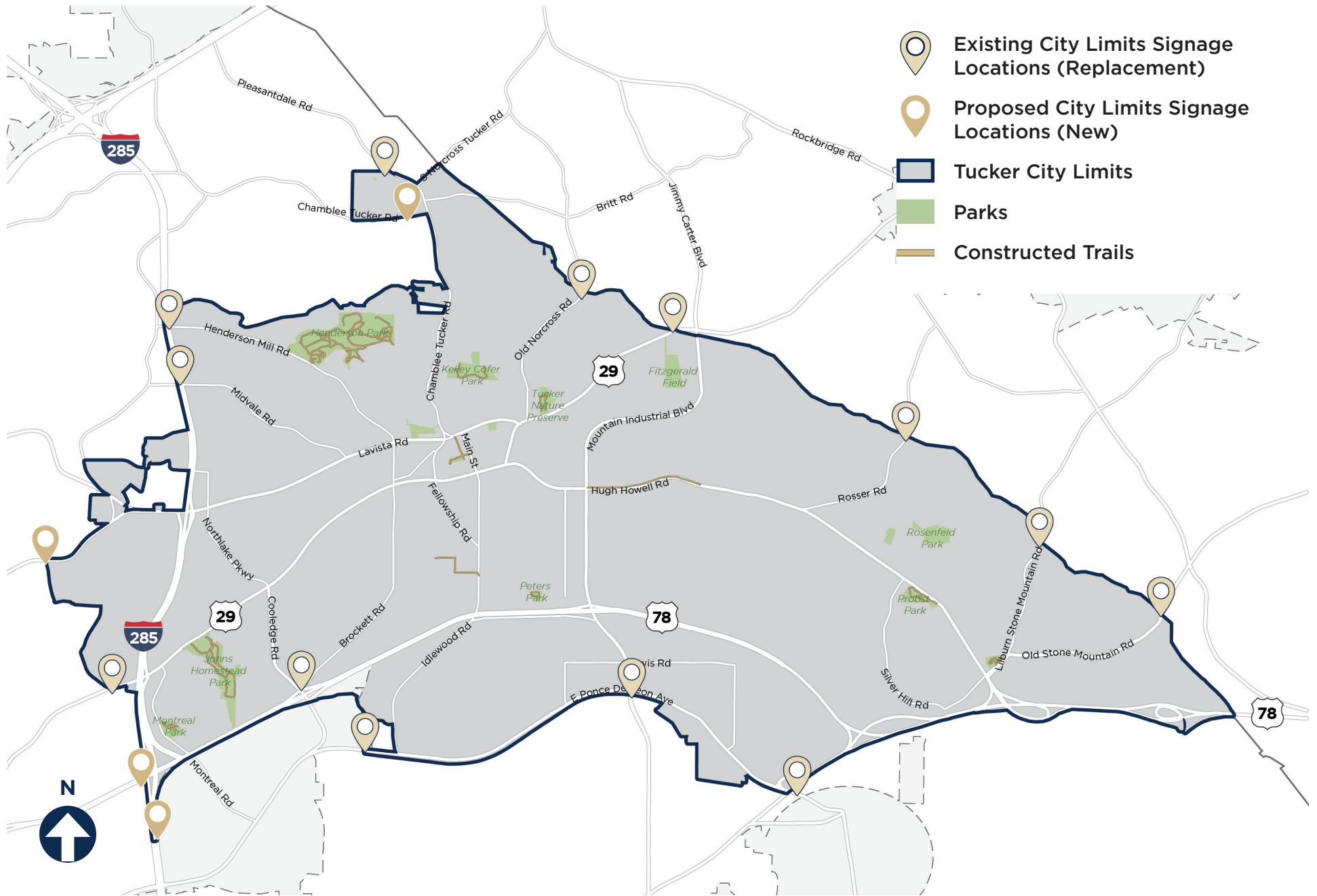
CITY LIMITS SIGNAGE

These redesigned city limits signs are intended to replace the standard green signs that already exist and should be installed at the locations identified on the map on page 19. This new design features Tucker's established colors and font. These signs have been designed with MUTCD guidelines in mind and should be fabricated using reflective materials

CITY OF
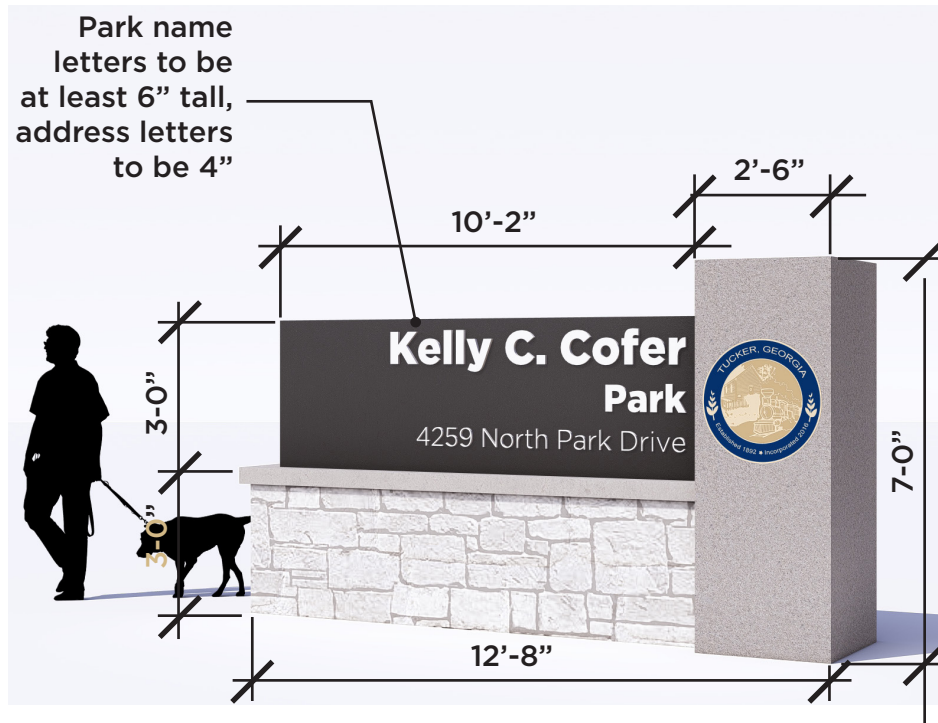TUCKER
welcome home

3'-0"

2'-0"

5'-0"

7'-0"

CITY LIMITS SIGN LOCATIONS

LEGEND

⬤ Existing City Limits Signage Locations (Replacement)

⬤ Proposed City Limits Signage Locations (New)

▢ Tucker City Limits

▢ Parks

— Constructed Trails

N

PARK & TRAIL SIGNAGE

PARK MONUMENT SIGNAGE

Park name letters to be at least 6" tall, address letters to be 4"

Kelly C. Cofer Park
4259 North Park Drive

In recent years, the City of Tucker installed new park monument signage for all its parks, featuring a wood backing with the park name and address. However, when wet, the wood backing becomes so saturated and dark that the park name is unreadable. To blend in with the new signage to be installed throughout the city, the wooden piece should be retrofitted with a new black steel panel with aluminum letters for maximum contrast and readability. When possible, the seal should be updated with the new version shown on page 8.

This sign should be highlighted with landscaping and uplighting to ensure maximum visual appeal and visibility.
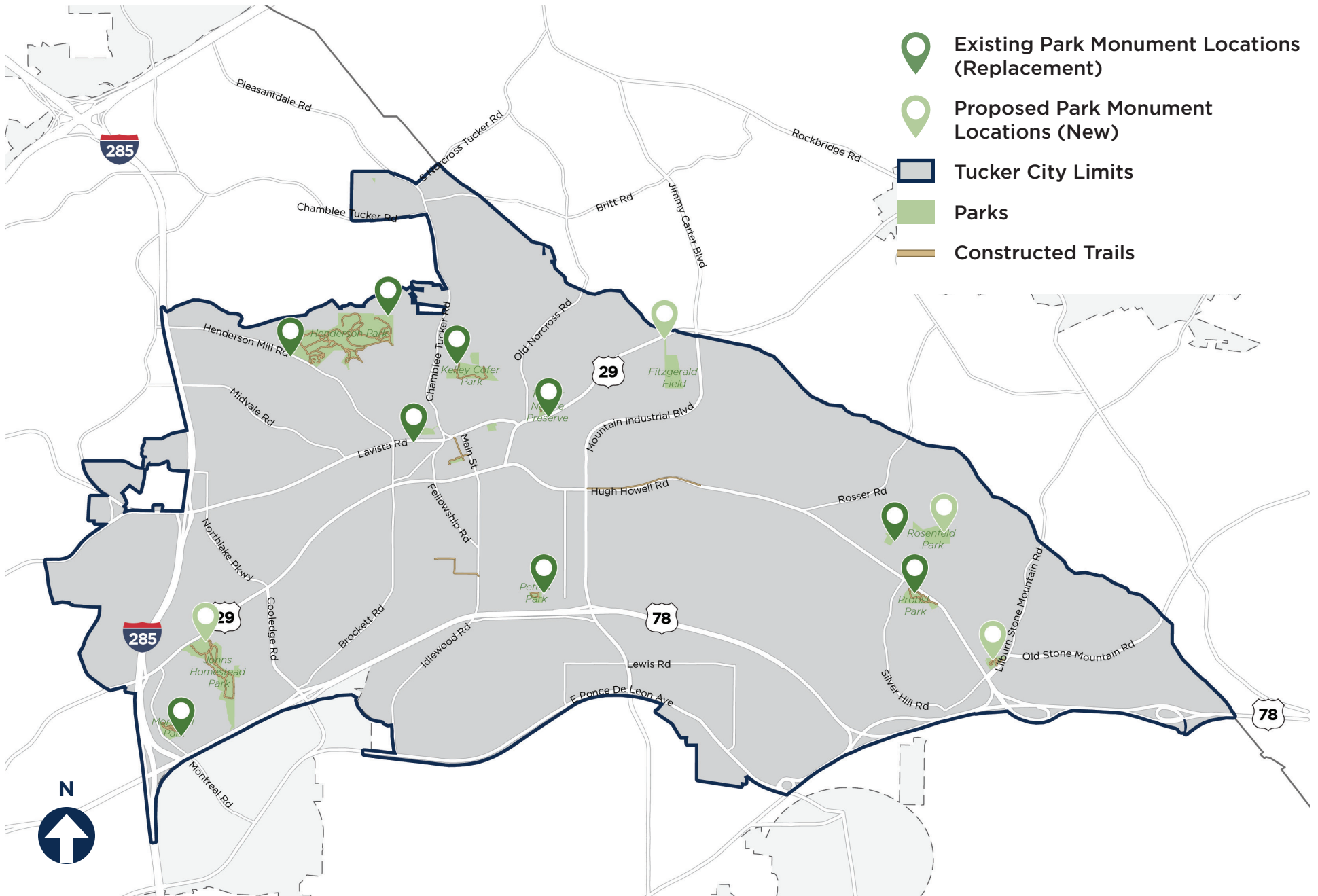
PARK KIOSK (RULES & MAPS)

Henderson Park

Kiosks will be placed in parks and recreation areas showing maps and additional information, like park rules. These should replace all existing kiosks and park rule signage in all City parks.

All signage shall include, at minimum, the City of Tucker seal, the words "City of Tucker," and the name of the park.

PARK MONUMENT SIGN LOCATIONS

LEGEND

📍 Existing Park Monument Locations (Replacement)

📍 Proposed Park Monument Locations (New)

⬛ Tucker City Limits

🟩 Parks

▬ Constructed Trails

N

PARK & TRAIL SIGNAGE

TRAIL SIGNAGE

Trail signs can be placed at the entrance of public trails, along trails, and where two or more trails intersect to help users identify their location. Each sign has the name of the trail and motif, as applicable, and a directional arrow. These elements can be placed on however many sides of the sign as needed to maximize wayfinding. When placed along a trail, they should be spaced every half- mile depending on the total length of the trail and the level of wayfinding needed.

The example shown at right demonstrate a recommended naming scheme for the City's trails. At present, segments of the trail system use a nomenclature of various numbers and letters. Using a naming scheme, such as common Southern plant species, will give both existing and future trail segments name recognition and will further wayfinding efforts.
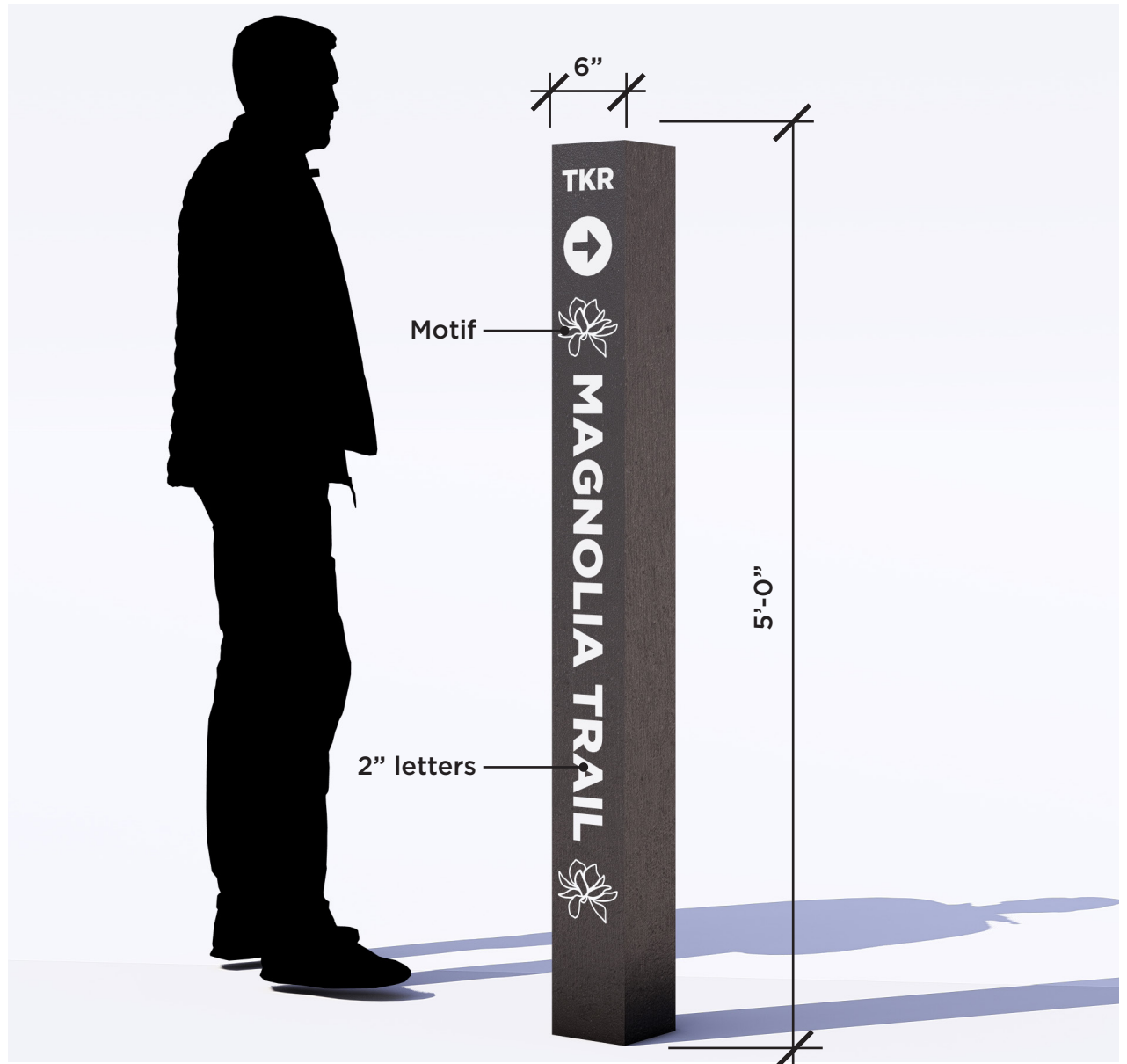
TUCKER TRAILS

LEGEND

▭ Tucker City Limits

▮ Parks

▬ Existing Trails

▬ Proposed and Programmed Trails from 2019 Trails Master Plan
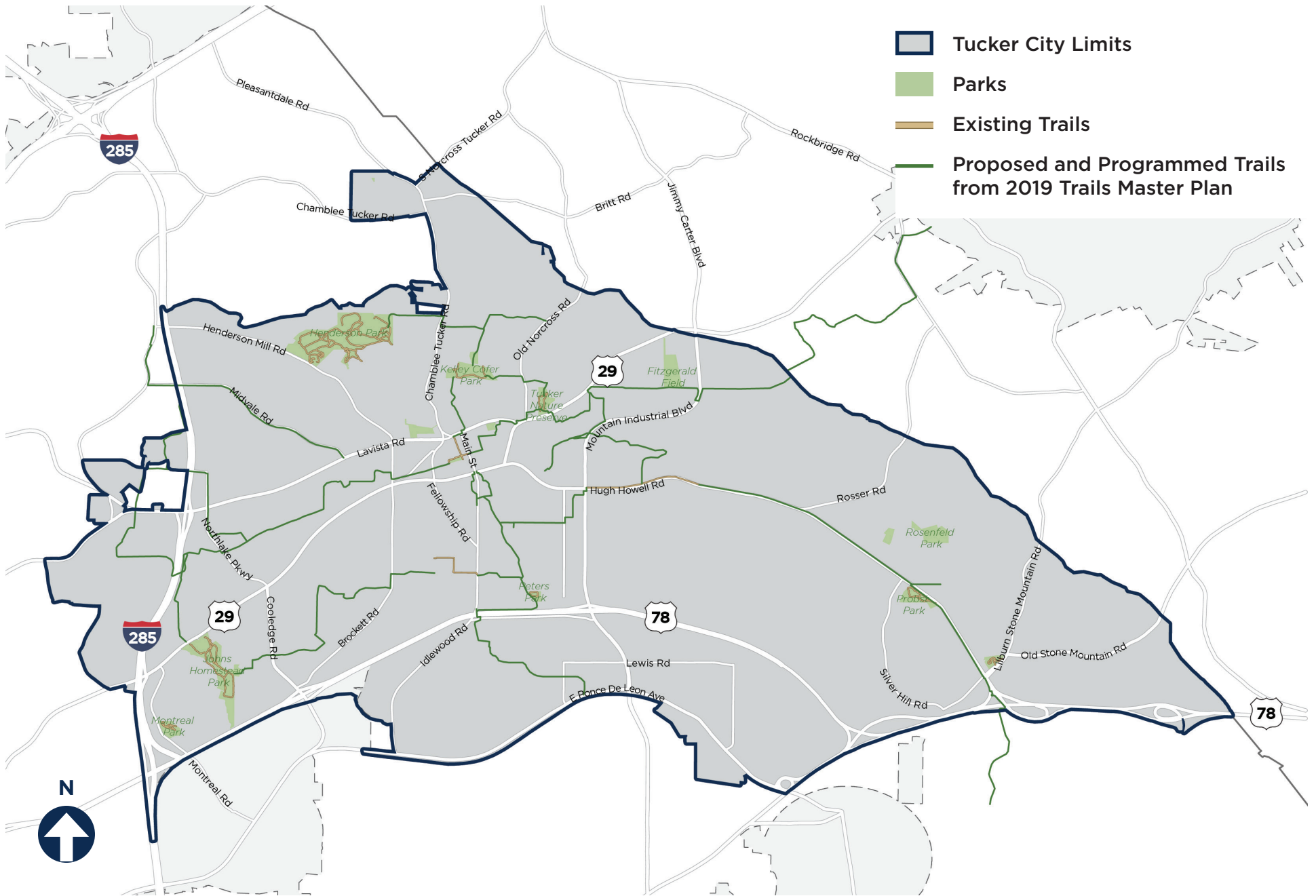
COMMEMORATIVE PLAQUES

Commemorative plaques have many uses and applications. These commemorative plaques will be cast bronze and should incorporate Tucker's branding, such as the City seal, Gotham font (see page 7 for more information), and dark blue for the background. If Tucker's branding elements are not available for custom use through the chosen manufacturer, a standard black or dark brown background and a similar, sans serif font should be used.

Commemorative plaques for building dedications must include, at minimum, the name of the space, the dedication or built year, and members of Mayor and Council. They may also include the names of organizations and individuals who had a part in the project, i.e. the designers, the contractor, donors, etc. The example on the right shows one that could be used to commemorate the Town Green project after its completion.

Commemorative Building Plaque
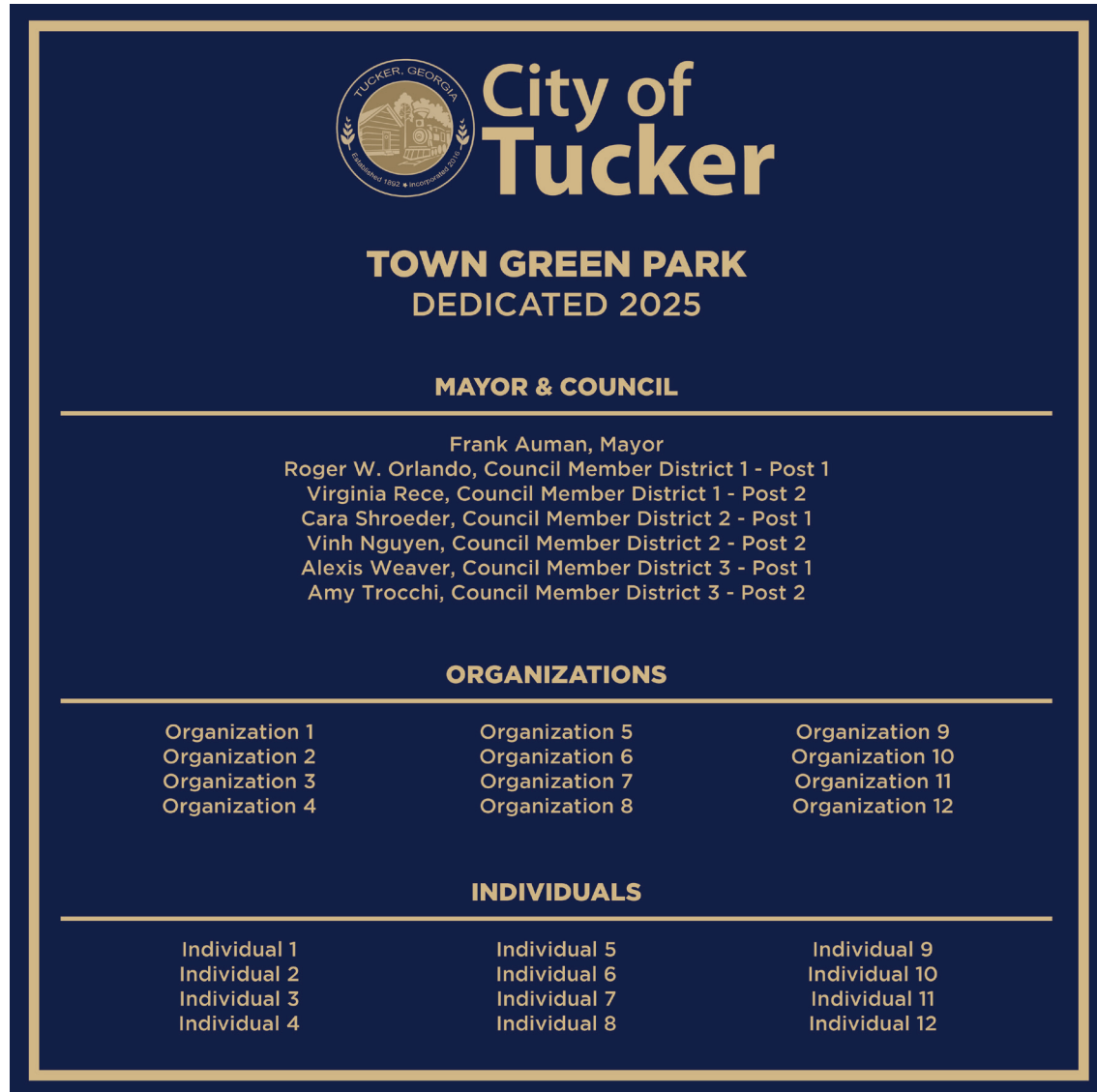
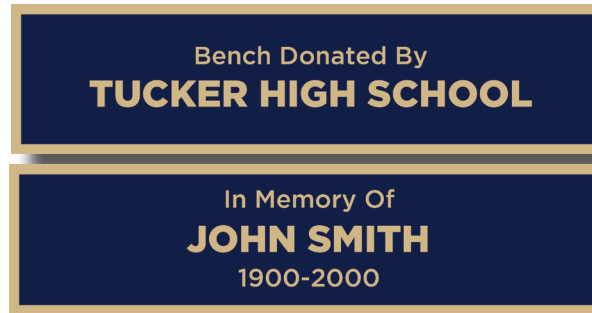Another common application for memorial plaques include benches. These plaques can be used as a way to honor or memorialize donors or residents. These can include names of people or organizations, dates, and even epitaphs if a person is being memorialized. Given their smaller size, it is recommended that the text not exceed more than three lines.

Tree plaques can be used for memorials or dedications. These plaques can be used to honor and recognize donors, residents, or businesses. These include names, dates, quotes, and an epitaph if a person is being memorialized by the tree. They must be mounted to stakes up to 24 inches long. It is recommended that the text not exceed more than five lines.

Landmark plaques are used to recognize historic buildings or buildings of local significance. They should be mounted to the building where they can be seen by visitors. These plaques may include the building name, address, and date of construction or historic recognition.

Regardless of the use of plaques, the size and shape of the plaques can be adjusted depending on the application and other factors such as the maximum size allowed by the manufacturer and budget.

Bench Plaque Examples

Bench Donated By
TUCKER HIGH SCHOOL

In Memory Of
JOHN SMITH
1900-2000

Tree Plaque Example

Memorial Tree
Planted & Maintained By

THE CITY OF TUCKER

2025

Landmark Plaque Example

THIS PROPERTY
HAS BEEN PLACED ON THE

NATIONAL REGISTER OF HISTORIC PLACES

BY THE UNITED STATES
DEPARTMENT OF THE INTERIOR

2025

STREET SIGNAGE

STREET NAME SIGNS

All street name signs should follow MUTCD guidelines for maximum visibility.

STREET SIGN TOPPERS

Street sign toppers help neighborhoods and special districts be more easily recognized by increasing their visibility. They can also encourage neighborhood pride and complement other neighborhood identity efforts. Downtown Tucker is a place that residents are proud of and is enjoyed by many visitors. Below is a design for a street sign topper that can be used throughout Downtown Tucker.

Proposed Downtown Tucker Street Sign Topper

In addition to Downtown, Tucker has many neighborhoods that have a strong identity and may have a desire to express that with street sign toppers. To maintain consistency with the City's branding and with other signs, a set of design standards have been established. Neighborhoods that are installing or replacing street sign toppers must adhere to the standards show on page 27. It is up to the neighborhood or civic association to complete an application and submit their design to the Public Works Department for approval.

SIZE

Sign toppers cannot exceed 12 inches in length and 4 inches in height.

SHAPE

All new sign toppers must adhere to the approved shapes shown below.

BACKGROUND COLOR

Background colors must adhere to Tucker's branding, which is predominantly blue and gold. Note, white is also an acceptable background color.

Pantone 295C | **R** 0 **G** 40 **B** 84
C 100 **M** 84 **Y** 36 **K** 39
HEX #002856

Pantone 7502 | **R** 208 **G** 183 **B** 135
C 19 **M** 25 **Y** 53 **K** 0
HEX #D0B787

Pantone 7500C | **R** 224 **G** 208 **B** 166
C 12 **M** 14 **Y** 38 **K** 0
HEX #D0B787

White | **R** 255 **G** 255 **B** 255
C 0 **M** 0 **Y** 0 **K** 0
HEX #FFFFFF

TYPEFACE

Gotham is Tucker's standard typeface selection. Gotham offers a variety of weights, which widens the number of combinations that can be used. Letters must range between 2 and 3 inches in height and must be visible from the street. Font color must have significant contrast.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
;:'",.<>/?!@#$%^&*()-=_+\|

Recommended Letter Contrast

LOGOS & GRAPHICS

Signs are limited to no more than one simple logo or graphic, provided that it has contrast against the sign's background color.

ADDITIONAL CONSIDERATIONS

The neighborhood may include a founding or establishing year. Underlining the neighborhood name is also optional.

SIGNAGE UPLIGHTING

LIGHT FIXTURE, OPTION A

Brand: B-K Lighting

Model: DS-LED-E66-BLP-12-11-A-360SL

Color/finish: Satin black

Website: https://bklighting.com/collaterals/specs/specs-739.pdf

Recommended mounting: 18 to 24 inches offset from sign

LIGHT MOUNT, OPTION A

Brand: B-K Lighting

Model: PP-J-TRE20-BLP-B-SF

Color/finish: Satin black

Website: https://bklighting.com/collaterals/specs/specs-449.pdf

LIGHT FIXTURE, OPTION B

Brand: B-K Lighting

Model: SA-LED-X54-WW-BLP-13-CV-360SL

Color/finish: Satin black

Website: https://bklighting.com/collaterals/specs/specs-1313.pdf

Recommended mounting: 4 to 6 inches offset from sign

LIGHT MOUNT, OPTION B

Brand: B-K Lighting

Model: HP2-010-BLP-MT

Color/finish: Satin black

Website: https://bklighting.com/collaterals/specs/specs-1314.pdf

COST INFORMATION

Cost estimates shown should be used for initial feasibility and understanding of potential costs. The signage designer/fabricator chosen by the City will more accurately gauge costs based on additional factors and details such as: design fees*, exact finishes, install locations and conditions, etc.

Sign Type	Estimated Cost Per Unit**
Gateway Signage - Horizontal Alternative	$16,000
Gateway Signage - Vertical Alternative	$22,000
Gateway Signage - Small Alternative	$11,000
Gateway Signage - Downtown Arch	$30,000
Artistic Signage (with granite base)	$30,000
Directional Signage	$15,000
City Limits Signage	$750
Park Monument Signage (replacement of wood panel only)	$10,000
Park Kiosk	$18,000
Trail Signage	$3,500

*   *Design fees typically include detailed design, research, revisions, samples, and construction administration and are estimated at 12%.*

**   *Cost estimates provided by Custom Sign Factory.*