

# DOWNTOWN PEORIA CONCEPTUAL SIGN DESIGNS

APRIL 2018

Sign Font

Clearview Highway:

The first federally approved road sign font

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

The use of upper and lower case letters on sign faces increases word recognition and legibility.

Clearview Highway has been shown to increase the accuracy of word recognition in upper and lower case.

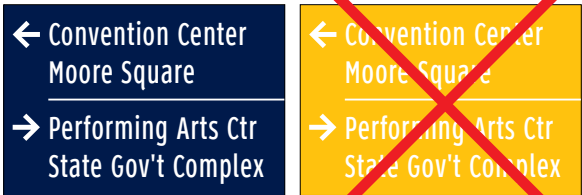
Cap Height & Contrast

4/6" Moore Square

A 4-inch letter height is needed so drivers can read the words while driving below 25 mph

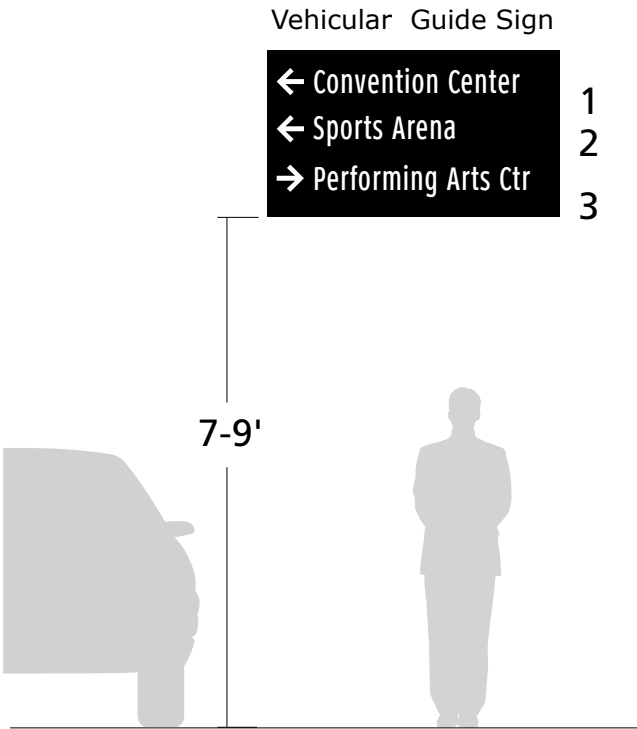
6-inch tall letters are required for road speeds above 25 mph.

White letters on a dark sign face are easier to see and read



ADA requires at least 70% contrast

Size & Clearance



Sign Face Color

Bright red, orange & yellow convey caution & should be avoided in wayfinding signage



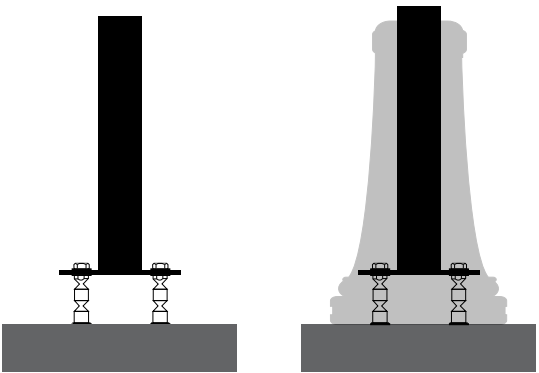
Blues, greens, deep reds & browns work well in wayfinding signage and provide necessary contrast



Breakaway Base

The Department of Transportation requires the use of a special base that will break away in the event of a vehicular collision.

The base covers used in our designs function both as decorative elements and to conceal the breakaway hardware.





# CONCEPT INSPIRATION

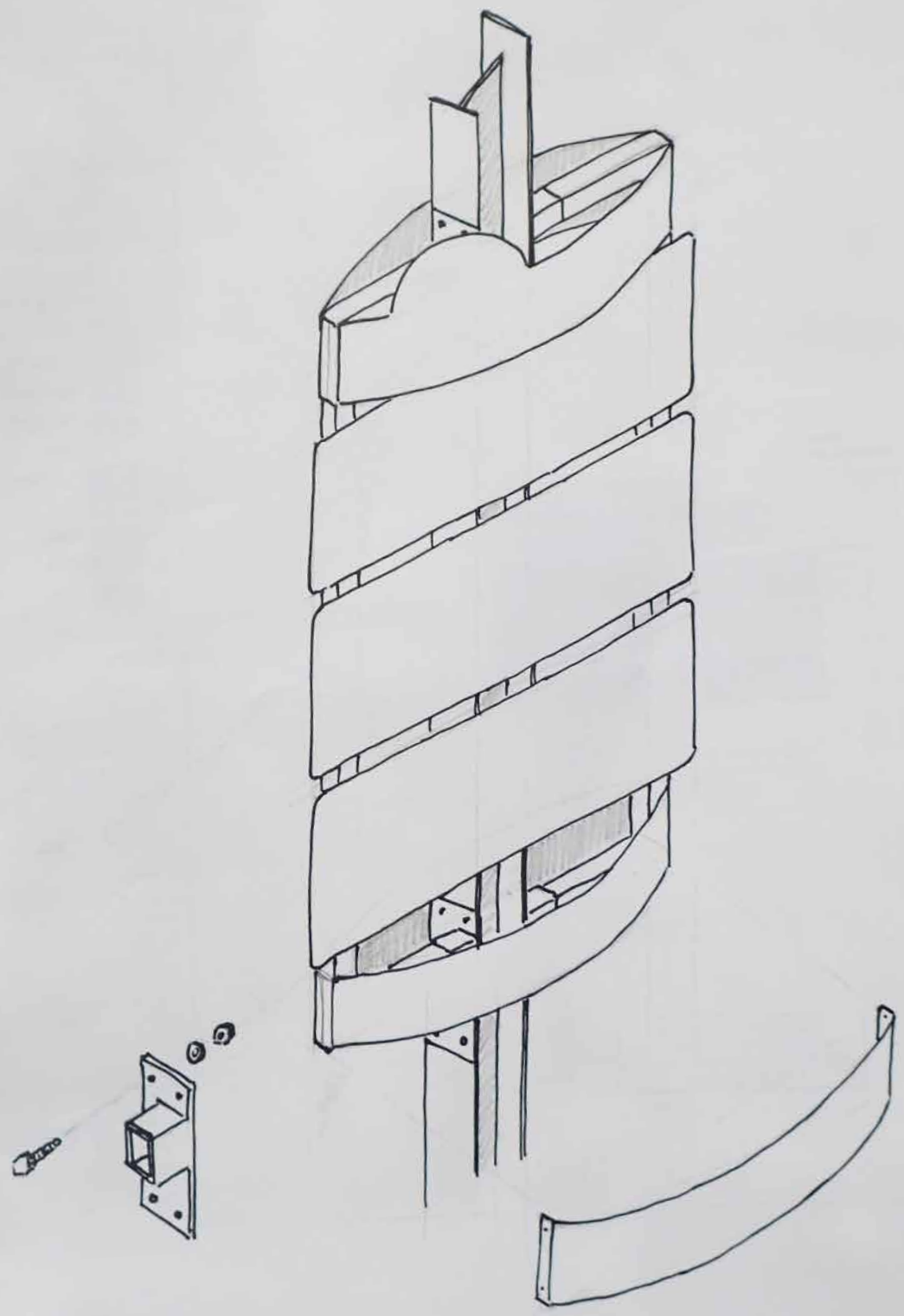


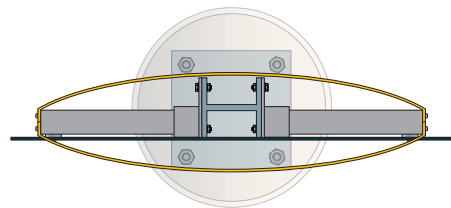
DOWNTOWN  
PEORIA



# CONCEPT 1



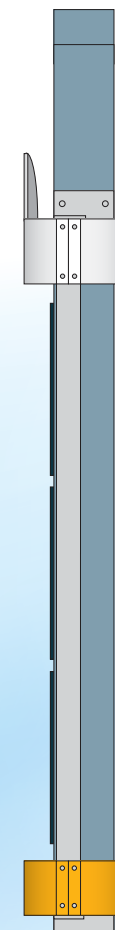




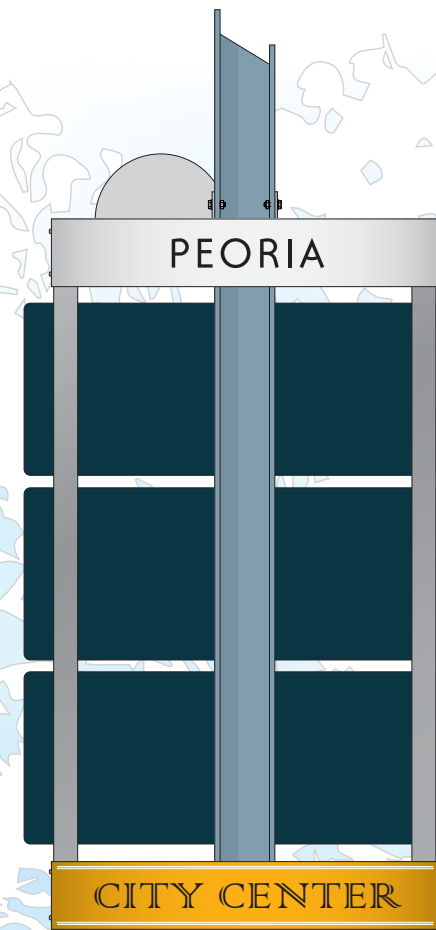
Top View



Front View



Side View



Back View

Primary Vehicular Guide







OPTION 1



OPTION 2

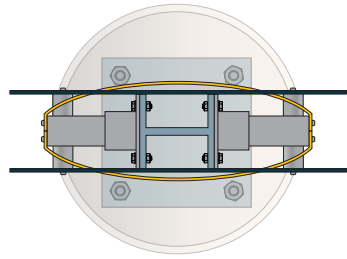


OPTION 3

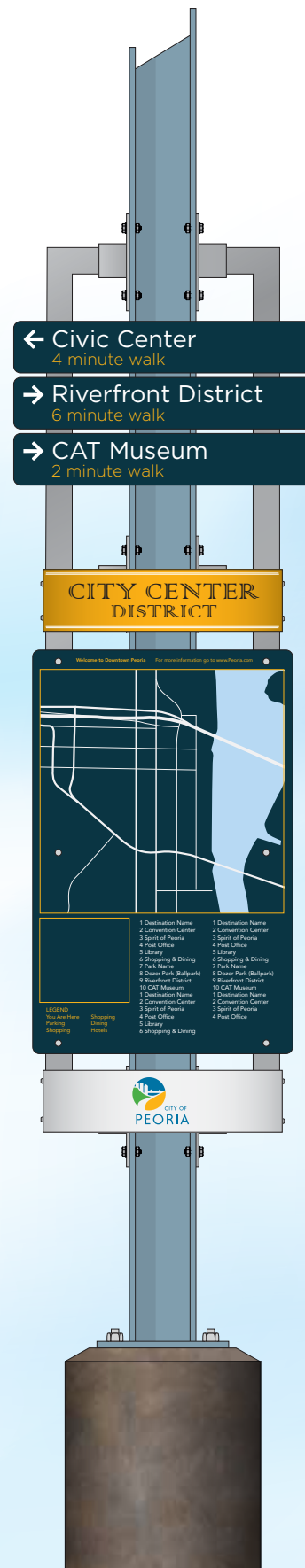


OPTION 4

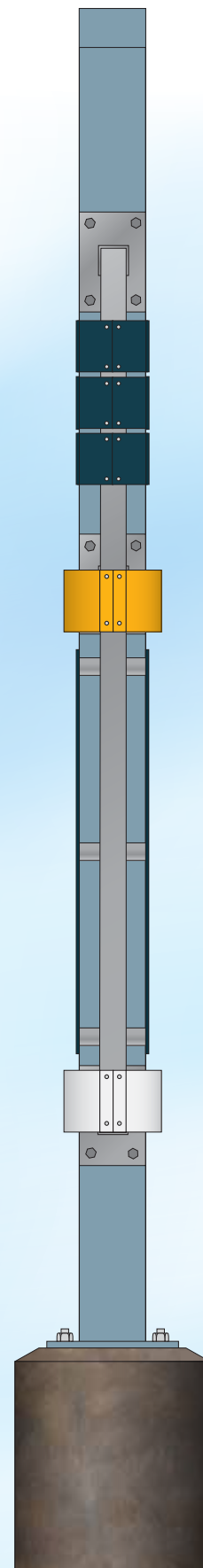




Top View



Pedestrian Kiosk w/Guide Information



Side View



Pedestrian Kiosk

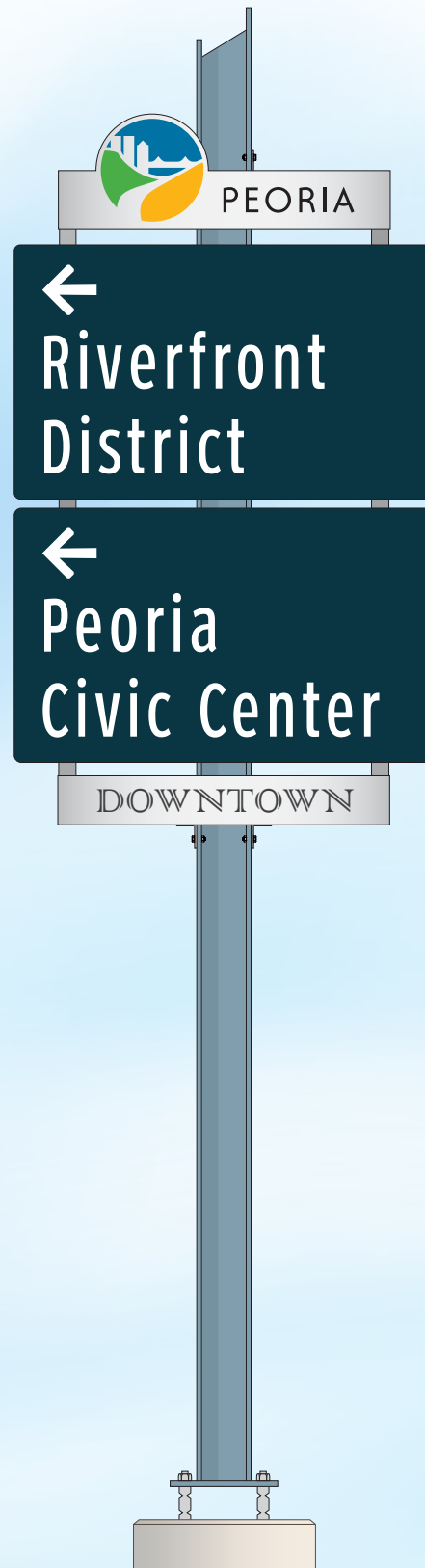
Pedestrian Kiosk

corbindesign

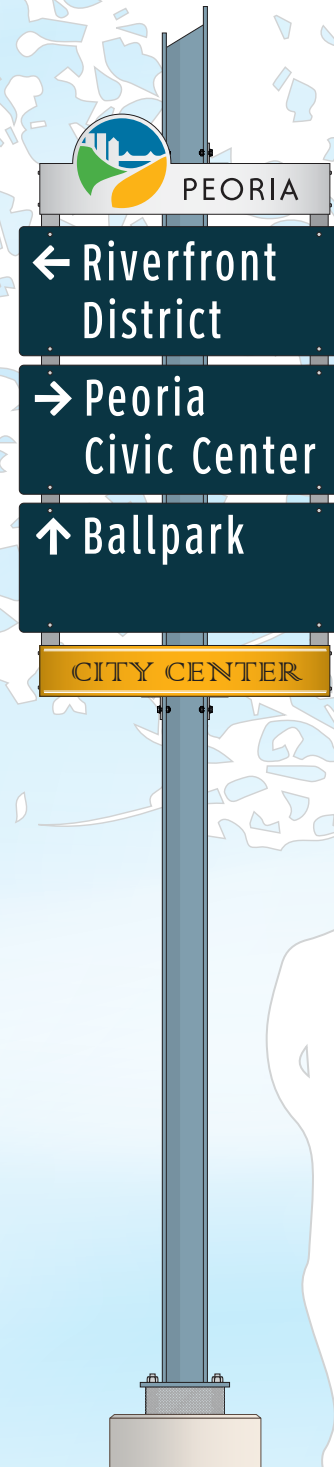
Sign Type Array



IDOT Cross-over Guide



Large Vehicular Guide (6 inch)



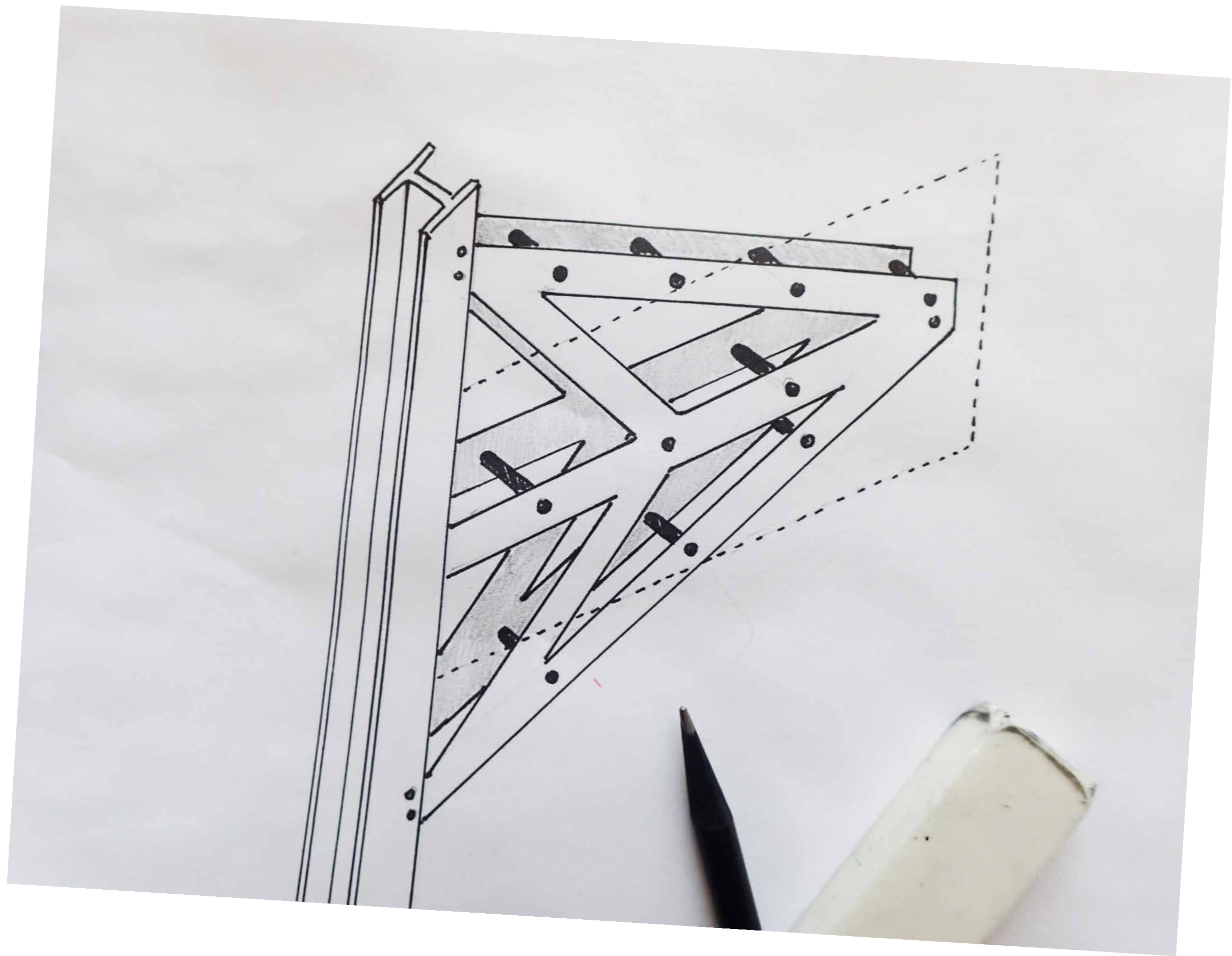
Vehicular Guide (4 inch)



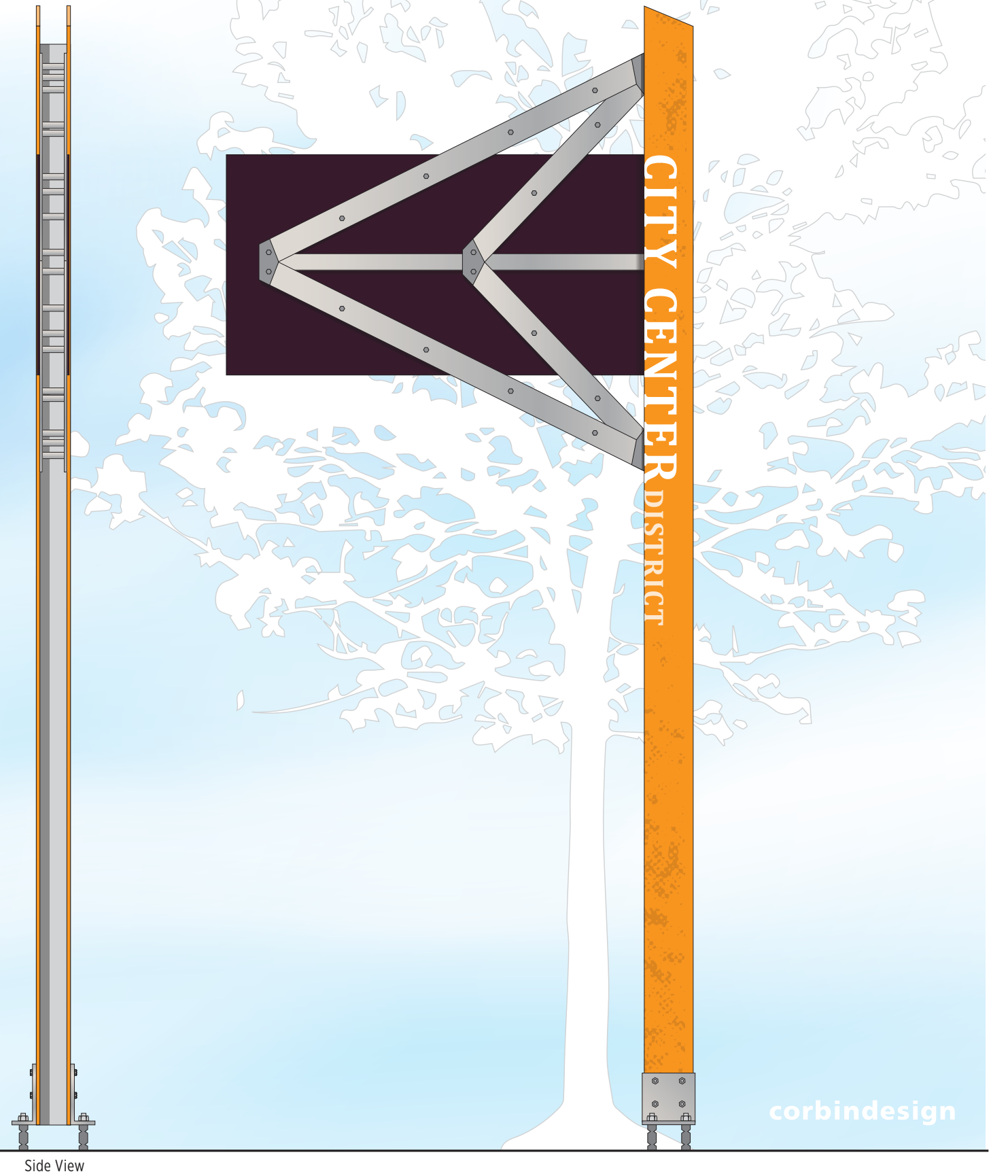
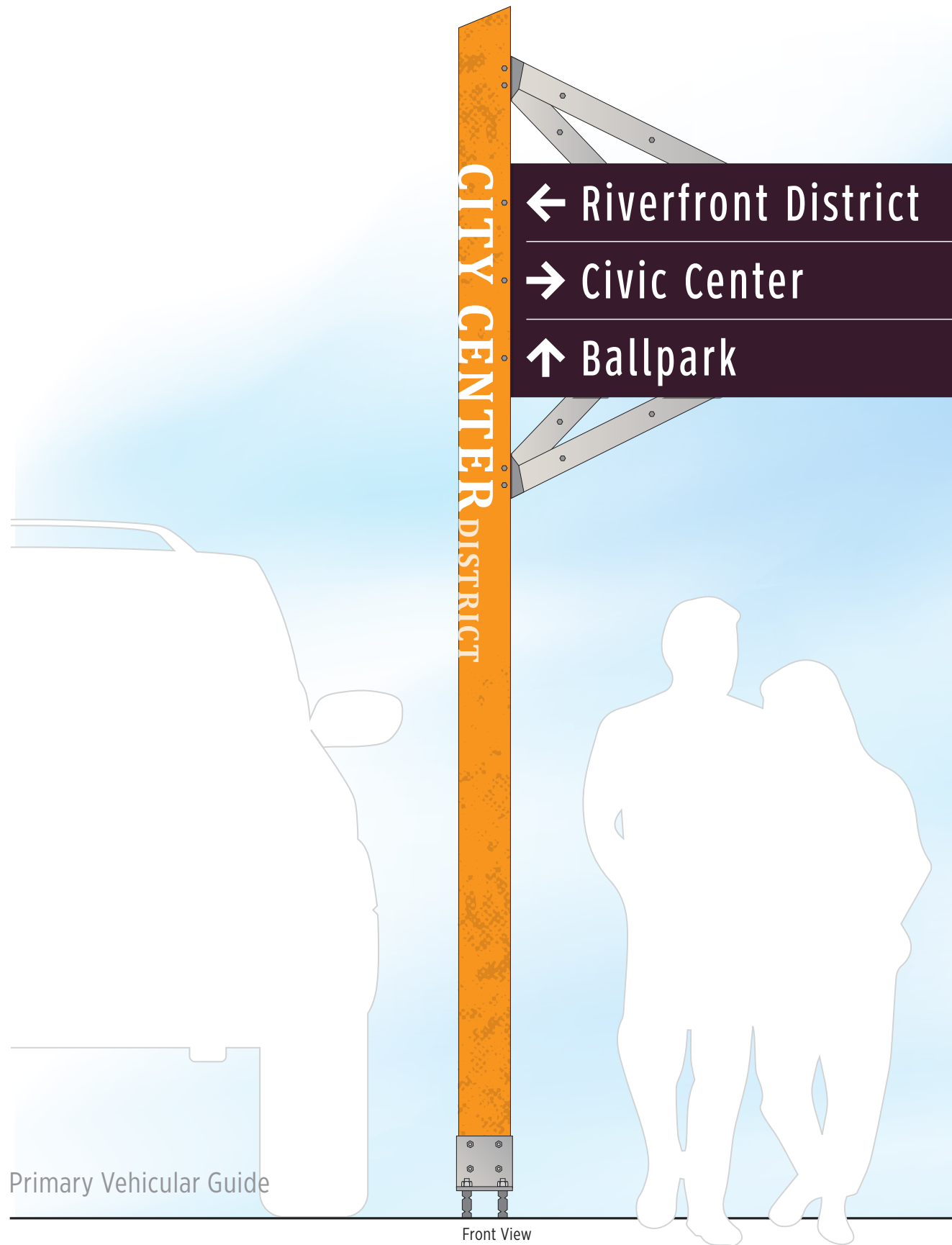
Pedestrian Kiosk



# CONCEPT 2







RIVERFRONT DISTRICT

- ← Riverfront Museum
- Civic Center
- ↑ Ballpark

WAREHOUSE DISTRICT

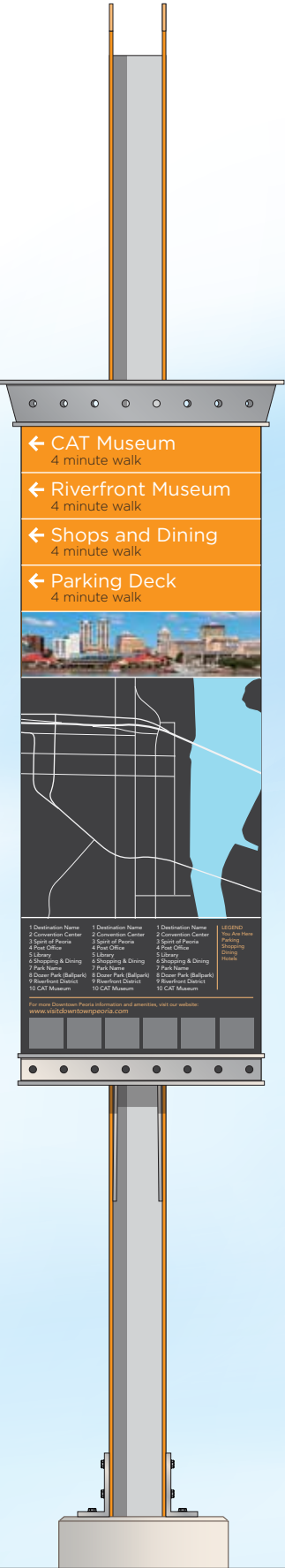
- ← Riverfront District
- Civic Center
- ↑ Ballpark

PEORIA DOWNTOWN

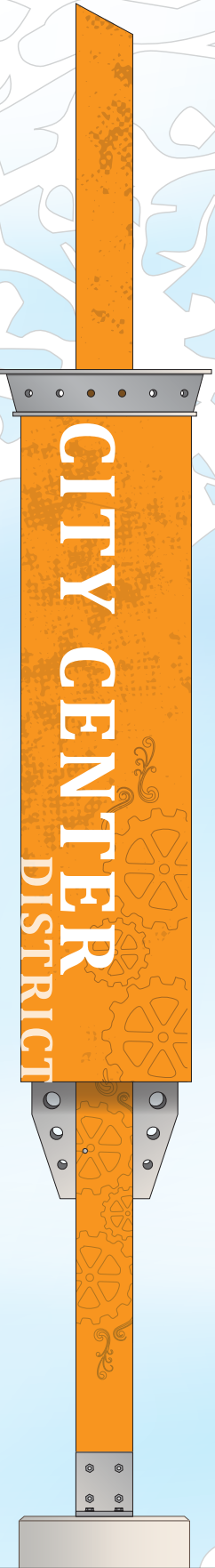
- ← Riverfront District
- Civic Center
- ↑ Ballpark

District Identification

corbindesign



Front View



Side View





Sign Array

IDOT Cross-over Guide

Large Vehicular Guide (6 inch)

Vehicular Guide (4 inch)

Pedestrian Kiosk

# Concept Comparison

Concept 1



Concept 2

