

NOW SELLING



Sweetwater

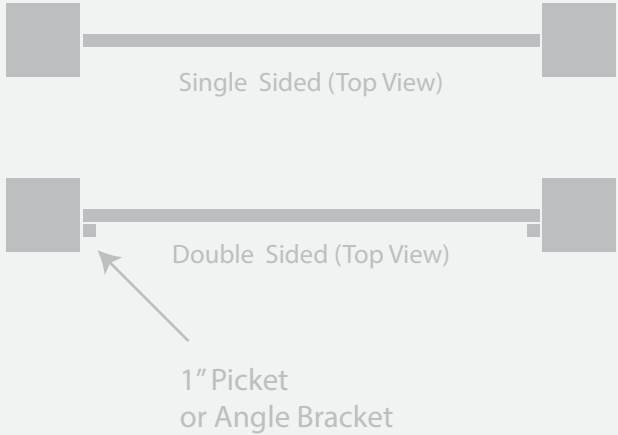
New Homes
Low \$400s

843.714.9478

LOCAL INTERNET NUMBER

EastwoodHomes.com 

Signage is a crucial branding element for a homebuilder. We take our signs very seriously, and require that all divisions follow the same guidelines for a uniform appearance company-wide.



8" x 56" ACM Dibond Rider

NO signage should have
"Built with Care" below logo

All community names
in Lato Heavy
with -25 Tracking

Descriptor in Yellow
Price in White

48" x 96"
1/4" Alumacore or
6mil ACM Dibond

Internet Phone Number Blue

Website darker gray
80% Black (darker than the Eastwood "E")

4x4" Posts with PVC Sleeves
to match SW 7075 Web Gray



Concrete Posts
into the ground



8" Rider

8ft Sign Face

12ft Post

2ft Above Ground

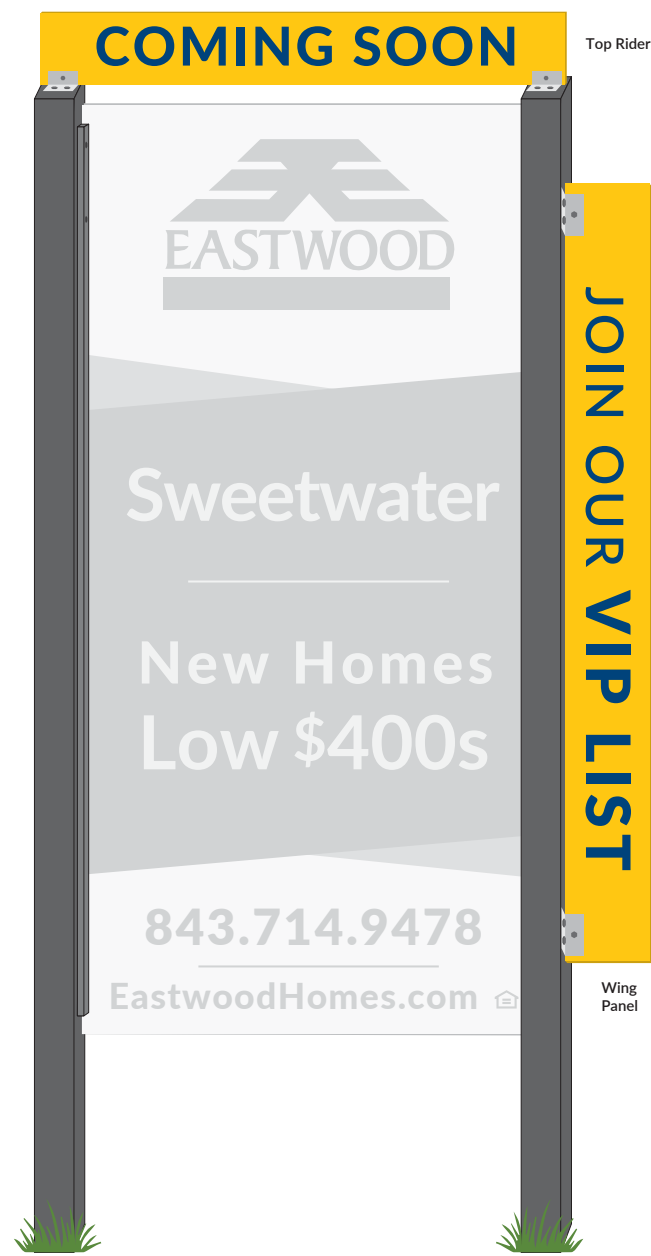
Rider Usage

Top Riders

- 8" tall (width may vary)
1/4" Alumaticore, or 6mil ACM Dibond
- 4ft wide rider placement should always be at the top of the sign, never the bottom.
- It should be installed using metal signage brackets for easy change-out. Riders should ALWAYS be yellow (Pantone 7548).

Wing Panel Riders

- 72"t' x 8"w 1/4" Alumaticore, or 6mil ACM Dibond
- Vertical riders, also known as Wing Panels, are 6ft tall, and mounted to the outside of the 4x4 post and sleeve.
- Wing panels are optional, but there should never be more than one wing panel per sign, never on both sides of the sign.
- It should be installed using metal singage brackets for easy change-out. Riders should ALWAYS be yellow (Pantone 7548).

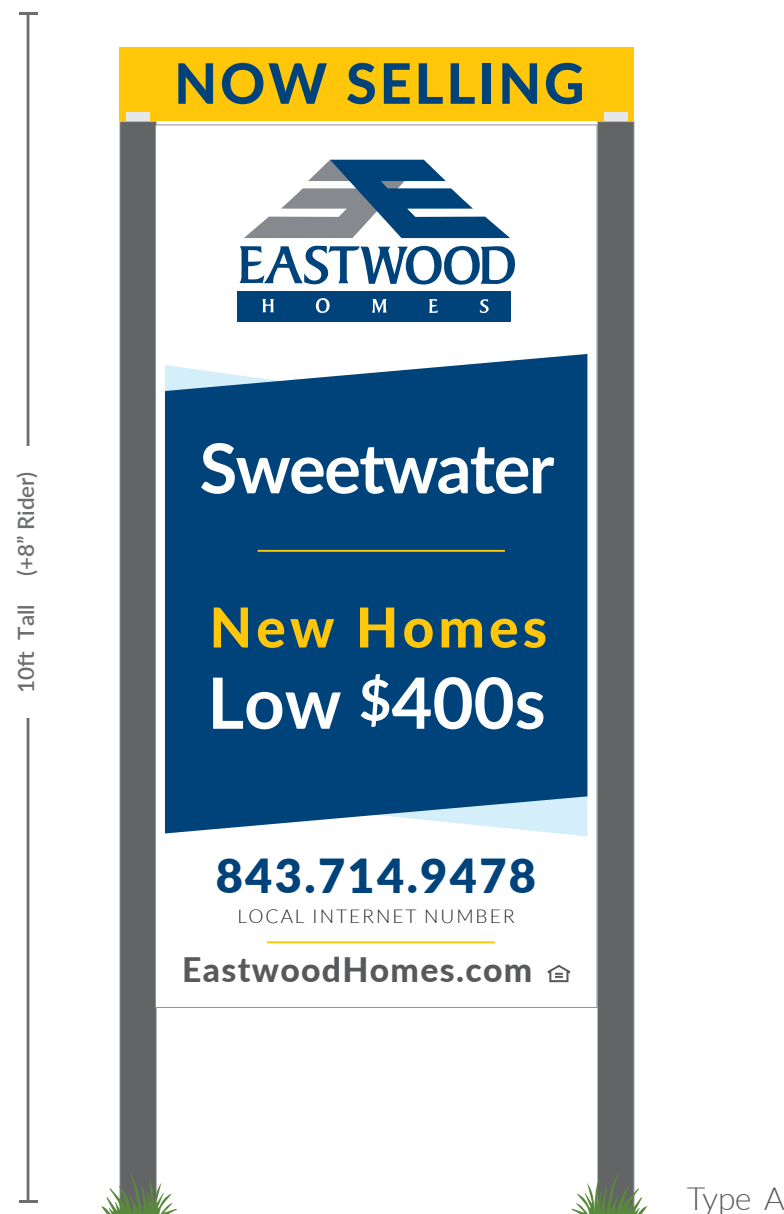


Site Signs

Community Site Signs are the first impression a potential buyer sees when entering the community. This style sign is intended for inside the community, or just outside of it.

SPECIFICATIONS

- 4' x 8' 1/4" Alumacore, or 6mil ACM Dibond
- **TYPE A - Standard Community Site Sign**, utilizing heavy-duty 4x4 posts, with grey PVC sleeves. Sign face printed double-sided, and mounted to the posts using a 1" picket. Font size of community name to be reduced on long names; other elements will not be moved.

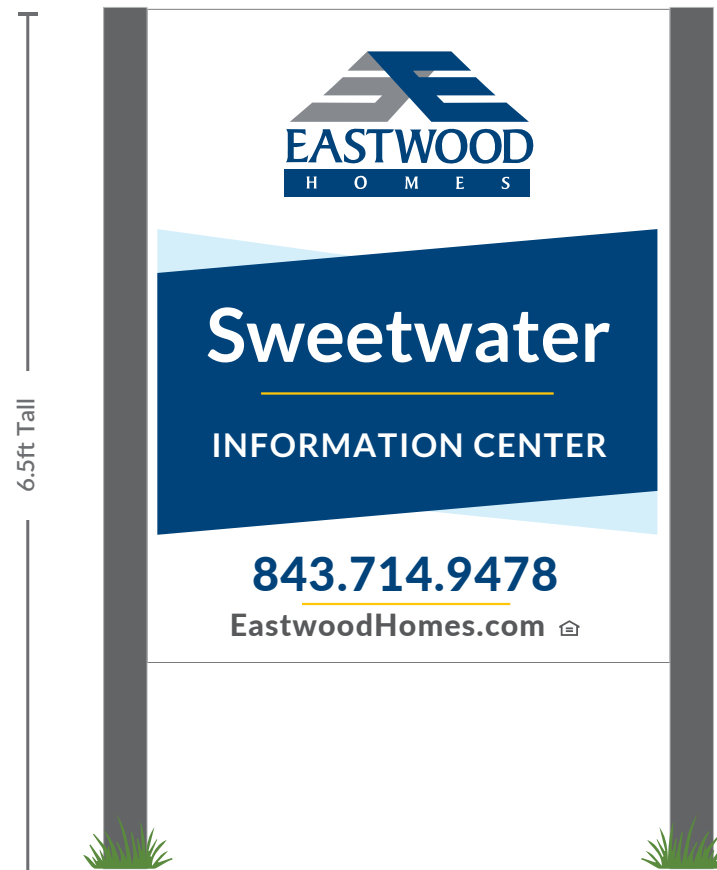


Welcome Signs

This style sign is used inside the community, for slow-moving or foot traffic. Often times located right outside of the sales center.

SPECIFICATIONS

- 4' x 5' 1/4" Alumacore, or 6mil ACM Dibond
- **TYPE C - Standard Community Site Sign**, utilizing standard 4x4 posts, with grey PVC sleeves. Sign face printed double-sided, and mounted to the posts using a 1" picket.



Type C

ALTERNATIVE LAYOUT OPTIONS

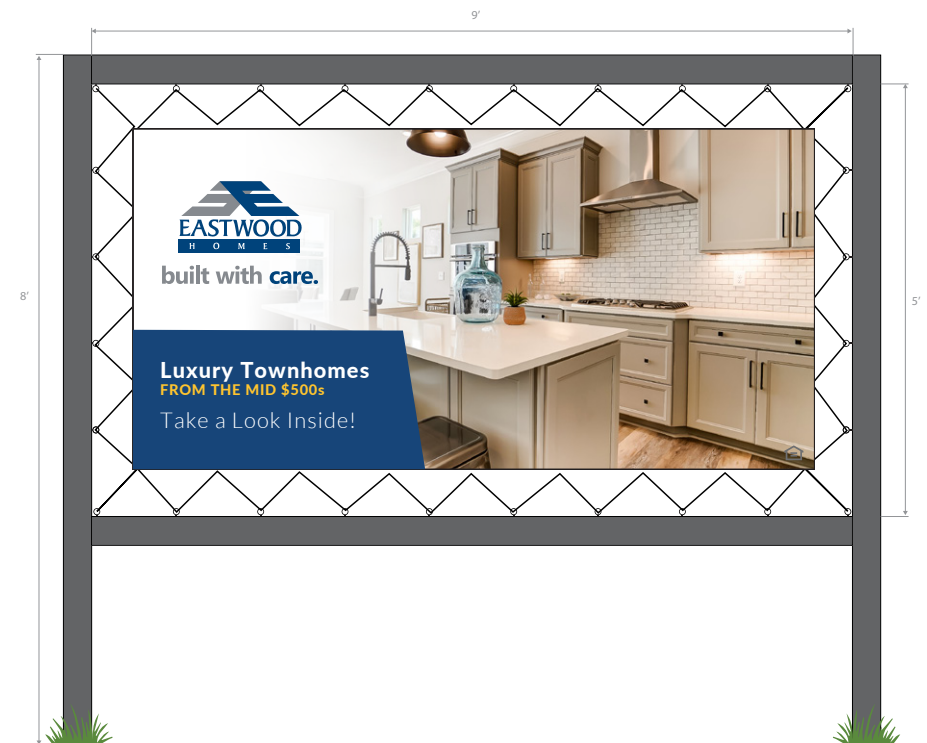
Banner Frame

Roped-in banner frames are used to convey a rotating message for the community, or advertisement. The artwork itself is intended to be changed out periodically.

Generally, a community's banner should include one interior or exterior photo, along with a lifestyle photo.

SPECIFICATIONS

- 4' x 8' Matte Vinyl Banner
- If double sided, suggested to print two banners and mount back-to-back, to avoid light bleeding through.
- 5'x9' Frame - 4x4 posts, with grey PVC sleeves. Installed using rope and eyehooks. Maximum 6" between banner and lumber.



Type E

Message Signs

A series of at least 3 message signs leading into the community. The message on the signs are specific to the community's amenity features.

SPECIFICATIONS

- If double sided, two sign faces will be printed, and mounted back-to-back on the lumber. Do not print sign face two-sided.
- **TYPE F - Premium Message Sign**, 32" x 24" 6mil ACM Dibond, heavy-duty 6x6 posts, with grey PVC sleeves.

Single Sided



Double Sided



5ft - 6ft Tall



Type F

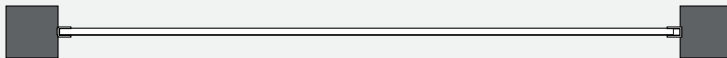
Townhome Availability Signs

Used in townhome communities to show lot numbers and availability.

SPECIFICATIONS

- **TYPE W - Full Building Sign**
Standard 4x4 posts, with grey PVC sleeves.
48" x 96" 6mil ACM Dibond.
- **TYPE X - Between Lots Sign**
16x24" Coroplast Sign Face, Single or Double Sided
Short-Term: lightweight silver step stake
Long-Term: heavy duty black step stake

Top View



Type X



Model Signage

Signs about and surrounding the model home.

SPECIFICATIONS

- **TYPE H - QR Code Sign**
QR code received through marketing
12" x 18" 6 mil ACM Dibond with 12" x 10" lock box sign
- **TYPE I - Parking Sign**
Standard 4x4 posts, with grey PVC sleeves.
12" x 18" 6mil ACM Dibond.
- **TYPE J - Model ID sign.**
Standard 4x4 posts, with grey PVC sleeves, generally very low profile, about 18" off the ground.
10" x 12" 6mil ACM Dibond

Single Sided

Double Sided

45° Angle



Other Single Post Signs

Various other inner community signs.

SPECIFICATIONS

- **TYPE Y - Welcome Sign**
Standard 4x4 posts, with grey PVC sleeves, double-sided with “Welcome” on one side and “Thanks for Visiting” on the other
- **TYPE Z - Take One Box**
36” tall on iron stake with 7” closed flap, 12.5” on the holder



Aframe Signs

Sandwich board signs are often in front of the sales center or model home. The faces can easily be switched out if needed. Avoid including directional arrows.

SPECIFICATIONS

- 24" x 36" Coroplast Sign Faces
- White Signacade Deluxe



K1



K2

Type K

Yard Signs

SPECIFICATIONS

- TYPE M1 - STANDARD Lot Sign (during construction)**
 24x24" Horizontal Coroplast Sign Face, Single Sided.
 Mounted to permit box or heavy stake.
 Instruct the sign company if this is an M1 on T-stake or M2 on post.
- TYPE M2 - PREMIUM Lot Sign (after landscaping is complete)**
 24x24" Horizontal Coroplast Sign Face, Single Sided.
 Mounted to standard 4x4 post, with white PVC sleeves. This option is more durable than Type M1 (standard)
 Instruct the sign company if this is an M1 on T-stake or M2 on post.
M2 Sign needs to have horizontal coroplast to prevent bending.
- TYPE N - QR Code Coming Soon Sign**
 18x30" ACM dibond Sign Face, Single Sided
 Mounted to standard 4x4 post, with grey PVC sleeves.
 When using Type N, the inventory home information needs to be sent to the sign company.
- TYPE O - Sold Decal**
 3.25x24" Blockout Vinyl Decal, which should be applied directly to the sign face, to cover the word AVAILABLE. Decals are not reusable.
 Color: PMS 485 Red

SOLD decal fits over top of the word AVAILABLE

Type O

SOLD



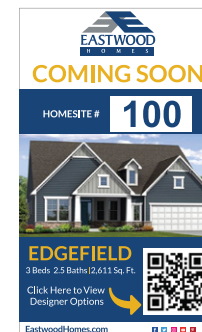
STANDARD LOT SIGN

Type M1



PREMIUM LOT SIGN

Type M2



QR COMING SOON

Type N

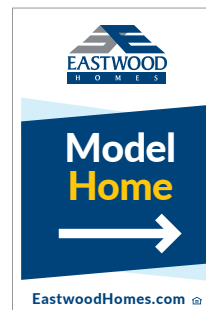
Directional Signs

Model Signs are long-term signs to direct visitors to the community's model home.

Weekend directional signs are directional yard signs that are only put out on Saturday and Sunday, to help promote traffic to selling communities.

SPECIFICATIONS

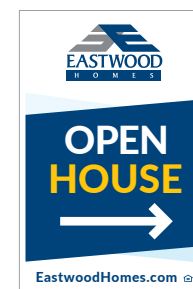
- **TYPE G - Model Directional Sign**
Standard 4x4 posts, with grey PVC sleeves.
16" x 24" 6mil ACM Dibond.
- **TYPE P - Weekend Directional**
16x24" Coroplast Sign Face
Mounting: Wooden Stake
- **TYPE L - Coroplast Directional**
16x24" Coroplast Sign Face, Single or Double Sided
Mounted on heavy duty black step stake



Type G



Type P



Type L1



Type L2

Window Corner Decals

These decals are applied to the home itself, in a prominent window high up on the building. Starting with “Available” and being replaced with “SOLD” after the home has been sold.

SPECIFICATIONS

- 12” x 29” Removable vinyl decals



Q1



Q2



Type Q

Feather Flags

Razor flags can be installed just outside the community, often installed as a repeating series, close together.

SPECIFICATIONS

- **TYPE R - 17' Feather Flags**

For Interior use: pedestal bases

For Exterior use: ground spikes

Double Sided (Imprint Both Sides)

Single Sided (will see reverse on back, not recommended)

Meant for seasonal use, not intended for 24/7 outdoor exposure



R1



R2



R3

Type R

Boulevard Banners

Boulevard banners, or pole banners, can be mounted to lightposts within the community. Often installed as a repeating series, close together, each with a different image or message.

SPECIFICATIONS

- 24"x72" Matte Vinyl Banner, or DyeSub outdoor fabric
- Stitched top and bottom for pole pocket
- Cut wind slits based on your location
- Fiberglass boulevard banner pole hardware



Type S

Driveway Barricades

Barricade signs are put out to prevent anyone from accessing the driveway.

SPECIFICATIONS

- Frame built from custom cut lumber, painted SW 7075 Web Gray
- 6x32" Coroplast face on the front side



SIDE PROFILE

Type T

Billboards

For maximum roadside advertising, billboards offer brand awareness to the masses during their daily commute.

SPECIFICATIONS

- Sizes vary. Always check with the billboard vendor.



U1



U2



U3



U4 - Really

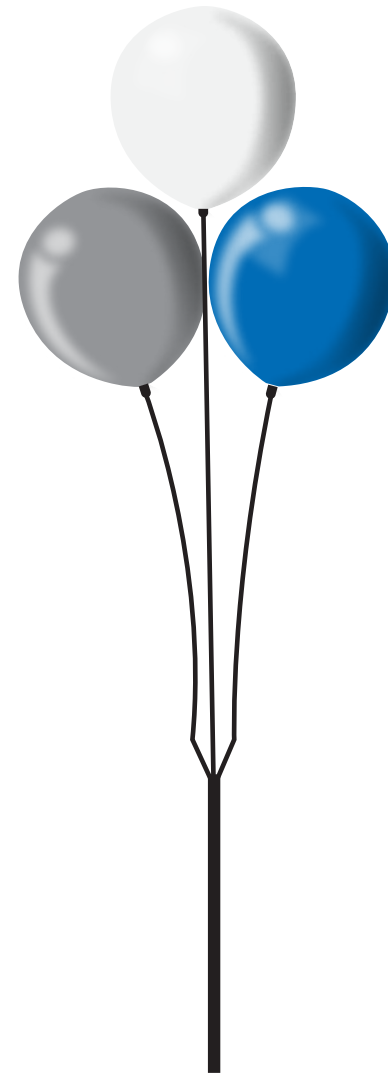
Type U

Triple Cluster Balloon Boppers

These reusable balloon clusters are durable, weatherproof, and helium-free. One kit contains a pole and 3 balloons.

SPECIFICATIONS

- Triple Cluster Pole Kit
- Colors: Blue, Silver, and White Balloon Boppers
- Available on the VMD



Type V

Stormwater Signage

This large sign is used during construction to display permits and rules. Each SWPPP installed should have a protector shed in order to place the sign on it.

SPECIFICATIONS

- 48"x60" made with 1/4" diabond
- Includes spaces for 8.5"x11" printed information to be attached.

