

Optum

Branding Document

XX000

Line of Business: Clinic
City/State: Plainfield, IN
Address: 1192 Edwards Drive

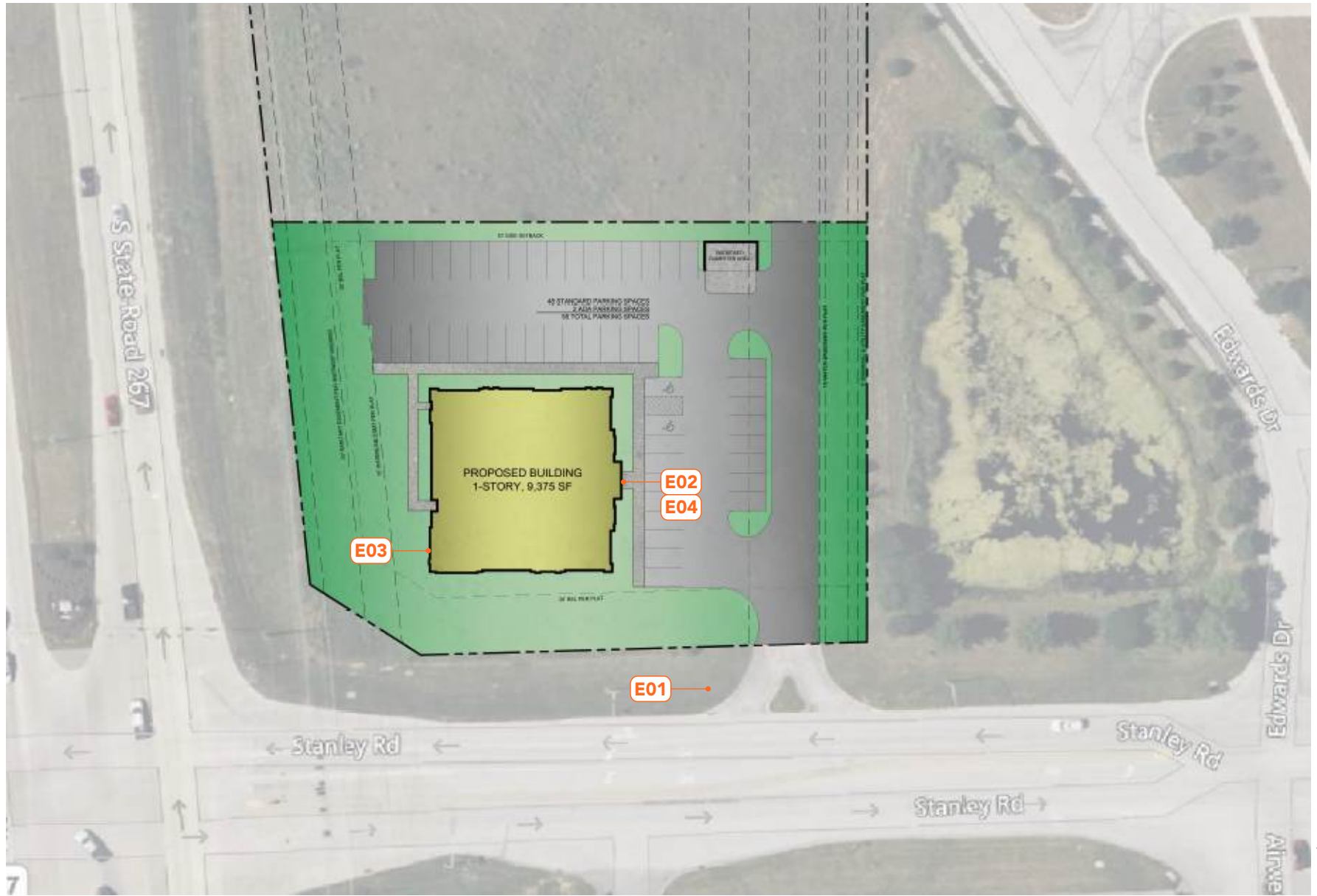
Initial Date: 11.8.24

Revision Dates: 11.12.24

Sign	Existing Sign	Action	Proposed Sign	Qty.
E01		NI	Monument	1
E02		NI	Channel Letters	1
E03		NI	Channel Letters	1
E04		NI	Door Vinyl	1

Sign Key:
I - Interior
E - Exterior

Action Key:
RR - Remove & Replace
NI - New Install
NA - No Action
RE - Remove Existing
LLC - Landlord Controlled



Branding Summary

Ground Signs	Allowed by Code	Proposed	Proposed % Utilized
Height (ft.):	6	6	100
Number:	N/A	1	N/A
Square Footage (ft.):	48	48	100
Wall Signs	Allowed by Code	Proposed	Proposed % Utilized
Height (ft.):	0	0	0
Number:	0	2	0
Square Footage (ft.):	350	69.8	19.9
Total Signage	Allowed by Code	Proposed	Proposed % Utilized
Number:	0	3	0
Square Footage (ft.):	398	117.8	29.6

Branding Rationale / Comments

Ground Signs:

Ground Sign (monument sign) height 6' single 48 sf

Wall Signs:

5% of the wall area per building frontage. Max area 350 sf



1 FRONT ELEVATION
SCALE: NTS



2 REAR ELEVATION
SCALE: NTS

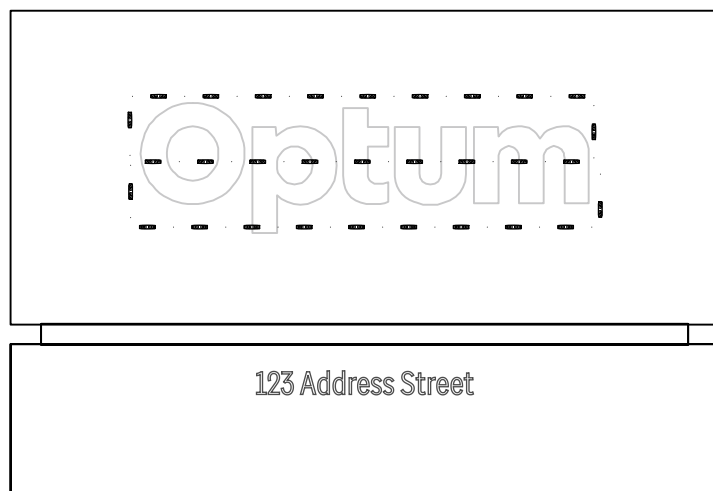
E01 Monument (Qty. 1)

OC-IM-DF-48
Fabricate/install new illuminated monument sign.

COLOR/MATERIAL SPECIFICATIONS

- PAINT:**
MP White - Satin Finish
- PAINT:**
Mp08528 Warm Gray - Satin Finish
- VINYL:**
3M 3630-3247 Translucent Orange

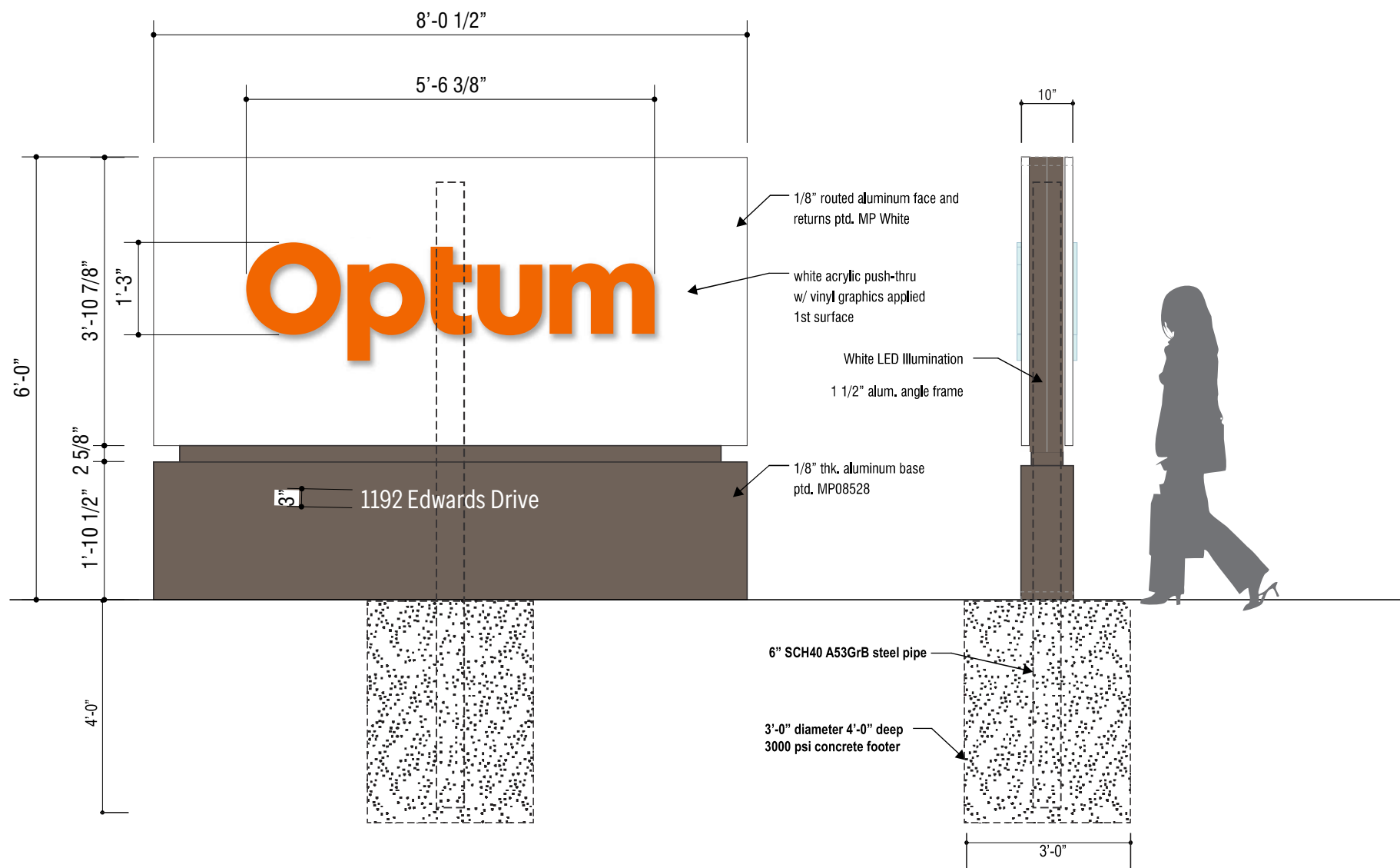
- Cabinet:** 10" overall depth including 5" deep center reveal fabricated with radius as shown using 1-1/2" aluminum angle & tube frame with .125 aluminum skin; face painted White- matte finish; Reveals painted Metallic Silver – matte finish
- Face:** .125 aluminum face glued to tube frame w/Lord's adhesive or approved alternate. Painted White – satin finish
- Logo/Copy:** 1" Clear acrylic push-thru (3/4" exposed) with aluminum overlay painted MP08528
- Illumination:** 41K LED White power strips on sliding, removable panels; power supply housed within cabinet
- Pole Cover / Reveal:** Fabricated .125 aluminum with radius as shown; Painted MP00573 Warm Gray
- Address:** Die cut; surface applied White vinyl copy
- Install:** Cabinet to sleeve over internal steel tubes with direct burial installation into augered concrete footing to meet city code and engineering requirements.



Typical LED Layout



3/5 Plan View

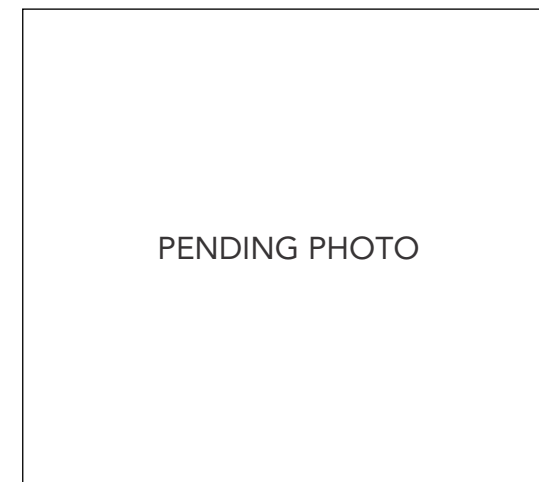


1/5 D/F Illuminated Monument Sign - Front View
Scale: 1/2" = 1'-0"

48 sf

2/5 Side View
Scale: 1/2" = 1'-0"

BEFORE



AFTER



<input checked="" type="checkbox"/> STANDARD OC-IM-DF-48	<input checked="" type="checkbox"/> CUSTOM Size	<input checked="" type="checkbox"/> INFO REQUIRED Survey Information
--	---	--

This drawing, created by Cima. It is submitted for your exclusive review, for a project being proposed by Cima. It is not to be shown used, reproduced, copied or exhibited in any fashion without the expressed consent of Cima Network, Inc. Scan the QR Code for our website or call us at 267.308.0575

E02 Channel Letters (Qty. 1)

OC-RW-O-30

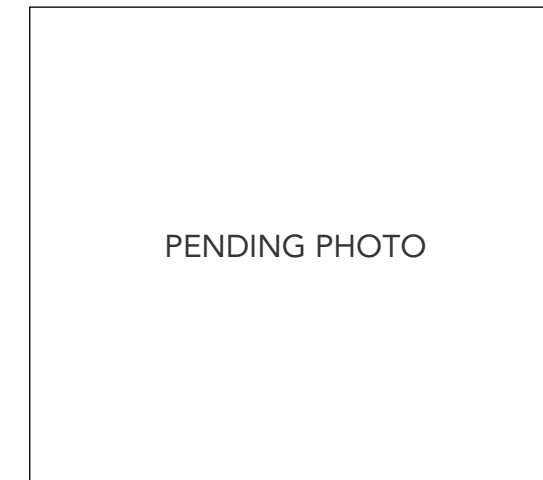
Fabricate/install new face lit channel letters.

COLOR/MATERIAL SPECIFICATIONS

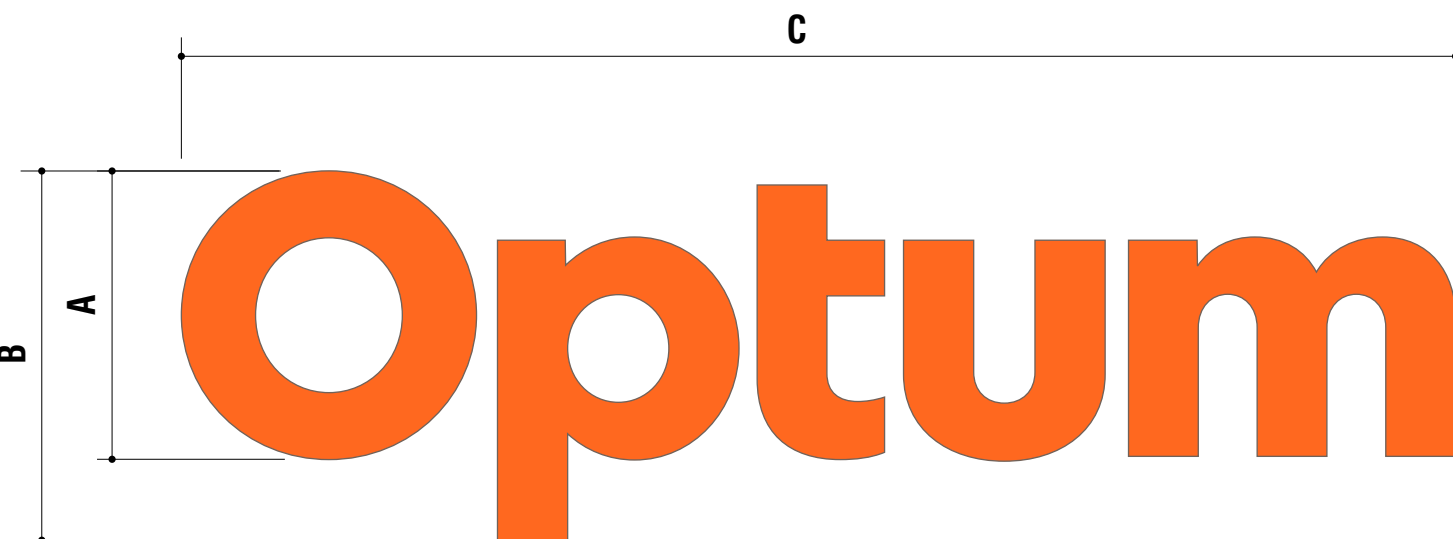
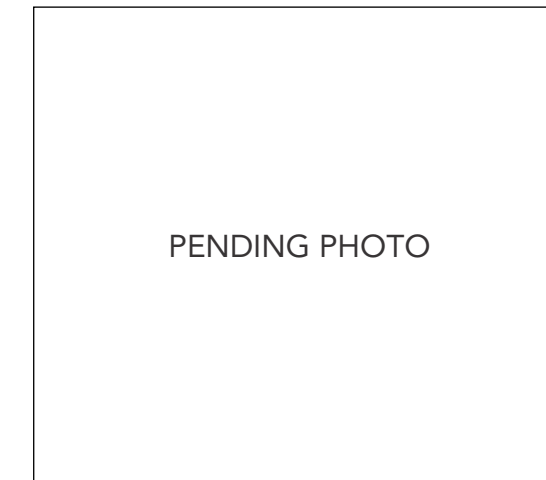
PAINT:
Warm Gray Matthews Paint Mp00573 (PMS Warm Gray 11C)

VINYL:
3M #3630-3247 Translucent Orange (First Surface)

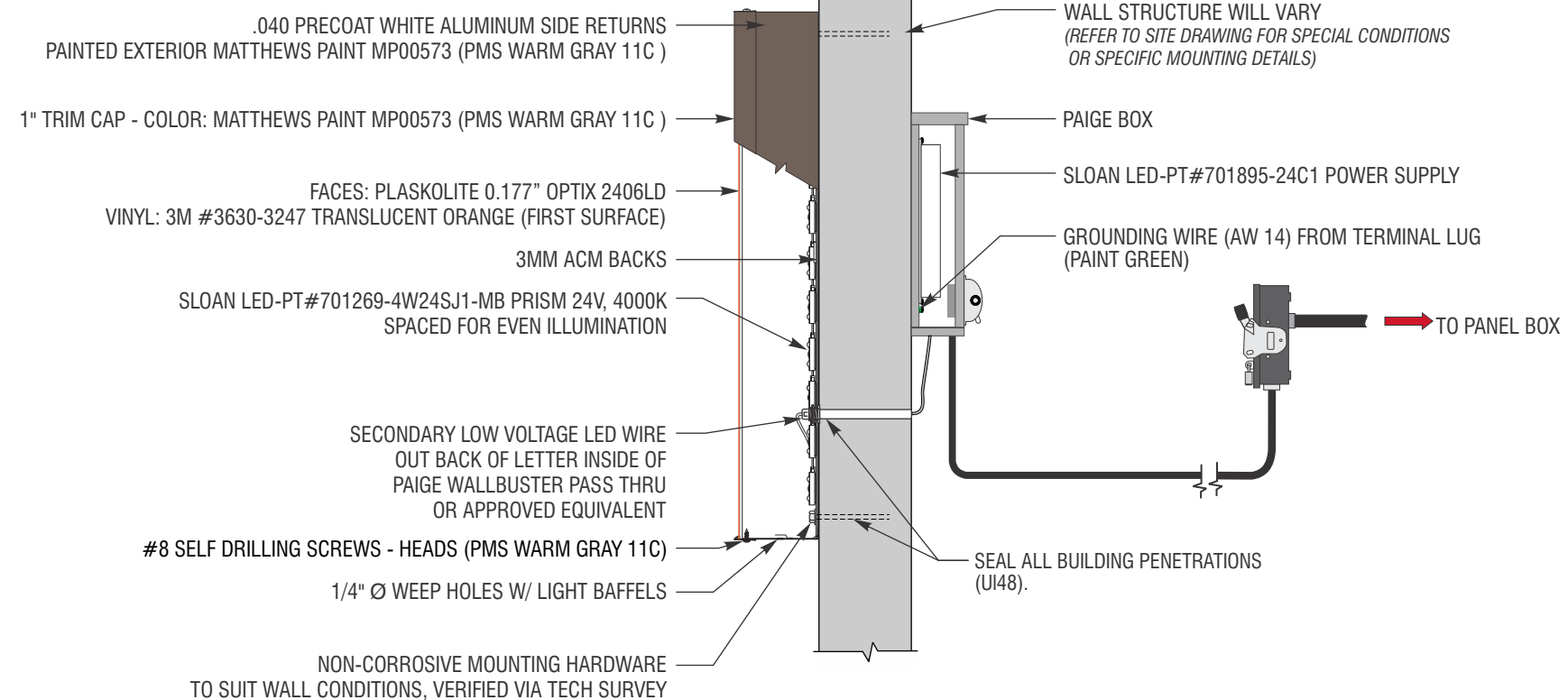
BEFORE



AFTER



1 PREFERRED RETAIL CHANNEL LETTER LAYOUT
Scale: NTS



2 SECTION @ CHANNEL LETTERS
SCALE: NTS

Preferred Retail Channel Letters Schedule				
ITEM	A	B	C	Sq. Ft.
OC-RW-O-30	30"	3'-2"	11'-0"	34.9

<input checked="" type="checkbox"/> STANDARD OC-RW-O-30	<input type="checkbox"/> CUSTOM	<input checked="" type="checkbox"/> INFO REQUIRED Survey Information
---	--	--

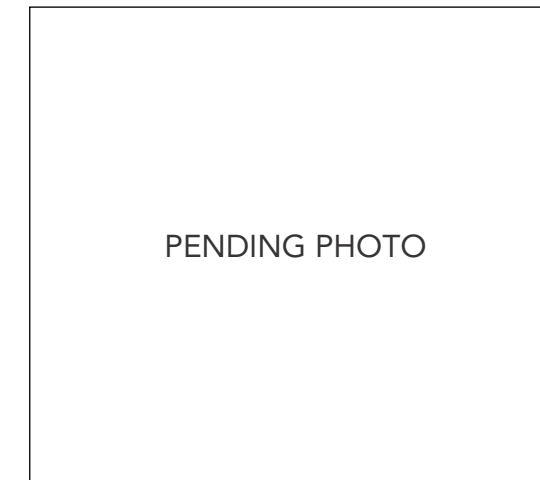
E03 Channel Letters (Qty. 1)

OC-RW-W-30
Fabricate/install new face lit channel letters.

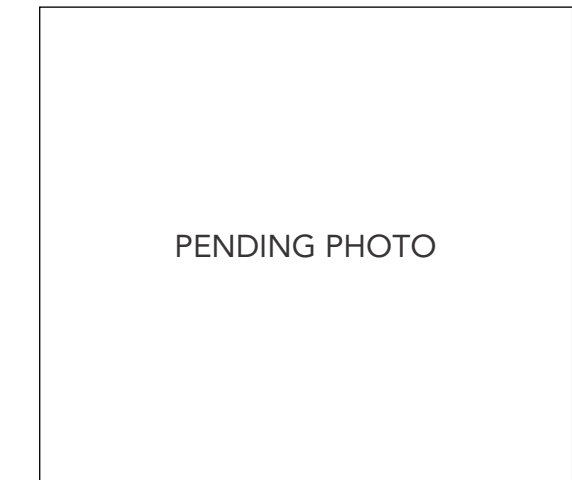
COLOR/MATERIAL SPECIFICATIONS

- PAINT:**
Optum Orange Matthews Paint MP08528 Engine Orange (PMS Orange 165C)
- VINYL:**
3M #3630-210 Perforated White (First Surface)
- VINYL:**
3M #3630-3247 Translucent Orange (Second Surface)

BEFORE

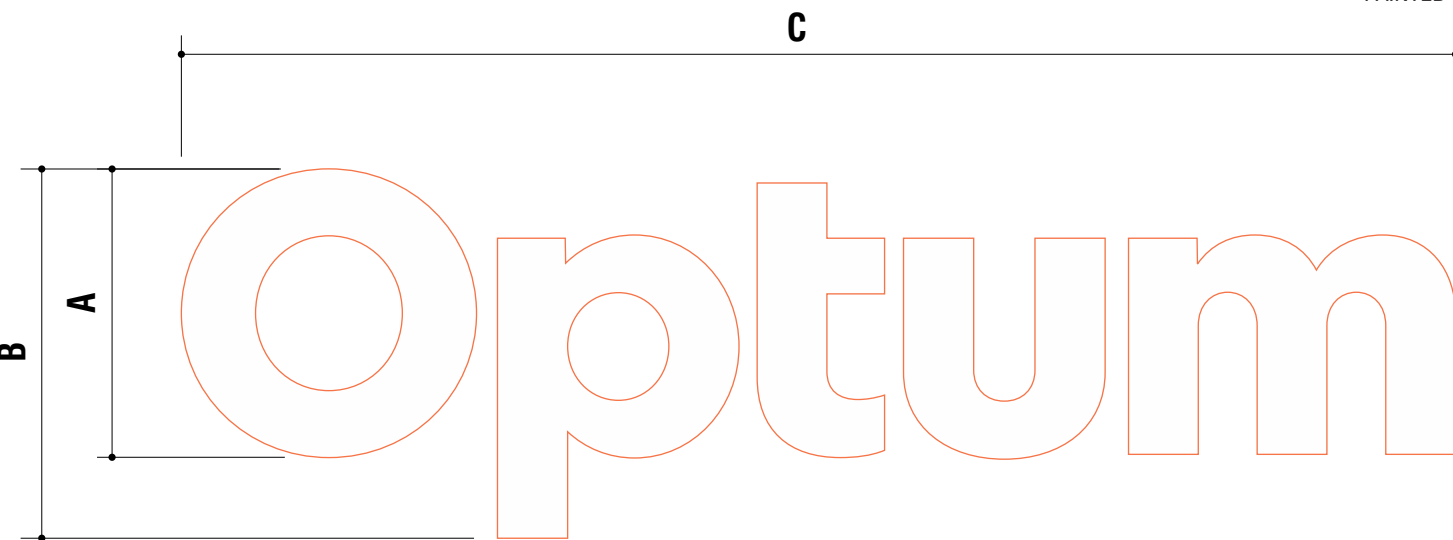


AFTER



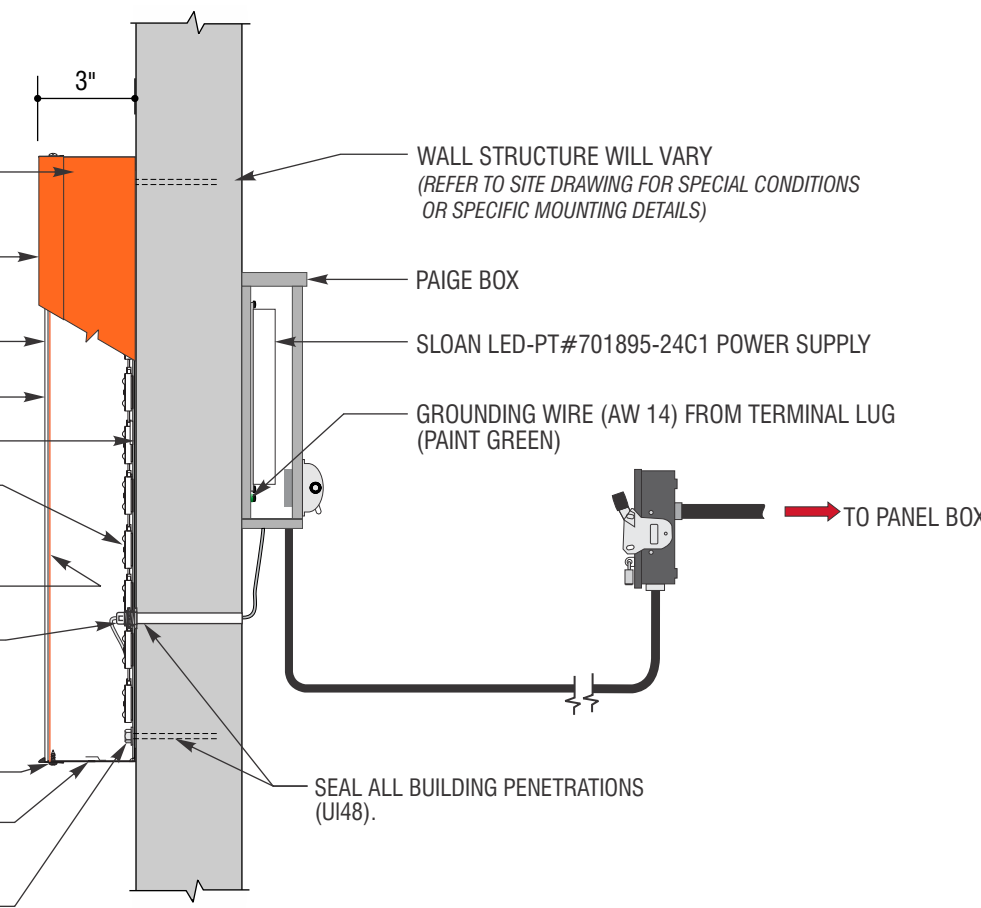
PENDING PHOTO

PENDING PHOTO



1 PREFERRED RETAIL CHANNEL LETTER LAYOUT
Scale: NTS

- .040 PRECOAT WHITE ALUMINUM SIDE RETURNS
- PAINTED EXTERIOR OPTUM ORANGE MATTHEWS PAINT MP08528 ENGINE ORANGE
- 1" TRIM CAP - COLOR: OPTUM ORANGE MATTHEWS PAINT MP08528 ENGINE ORANGE
- FACES: PLASKOLITE 0.177" OPTIX 2406LD
- 3M #3630-210 PERFORATED WHITE VINYL (FIRST SURFACE)
- 3MM ACM BACKS
- SLOAN LED-PT#701269-4W24SJ1-MB PRISM 24V, 4000K SPACED FOR EVEN ILLUMINATION
- 3M #3630-3247 TRANSLUCENT ORANGE VINYL (SECOND SURFACE)
- SECONDARY LOW VOLTAGE LED WIRE OUT BACK OF LETTER INSIDE OF PAIGE WALLBUSTER PASS THRU OR APPROVED EQUIVALENT
- #8 SELF DRILLING SCREWS - HEADS (PMS WARM GRAY 11C)
- 1/4" Ø WEEP HOLES W/ LIGHT BAFFELS
- NON-CORROSIVE MOUNTING HARDWARE TO SUIT WALL CONDITIONS, VERIFIED VIA TECH SURVEY



2 SECTION @ CHANNEL LETTERS
SCALE: NTS

Preferred Retail Channel Letters Schedule				
ITEM	A	B	C	Sq. Ft.
OC-RW-W-30	30"	3'-2"	11'-0"	34.9

<input checked="" type="checkbox"/> STANDARD OC-RW-W-30	<input type="checkbox"/> CUSTOM	<input checked="" type="checkbox"/> INFO REQUIRED Survey Information
---	--	--

This drawing, created by Cima. It is submitted for your exclusive review, for a project being proposed by Cima. It is not to be shown used, reproduced, copied or exhibited in any fashion without the expressed consent of Cima Network, Inc. Scan the QR Code for our website or call us at 267.308.0575

E04 Door Vinyl (Qty. 1)

OC-PC-DV-1

Fabricate/install new door vinyl.

VINYL:

 **Optum Logo:** Orange 3M 180MC-3289 Opaque

 **Copy:** White 3M 7725-10 Opaque

 **Regulatory Symbols:** Digitally Printed to Optically Clear Vinyl

 **Automatic Door Decal:** Digitally Printed to Opaque Vinyl

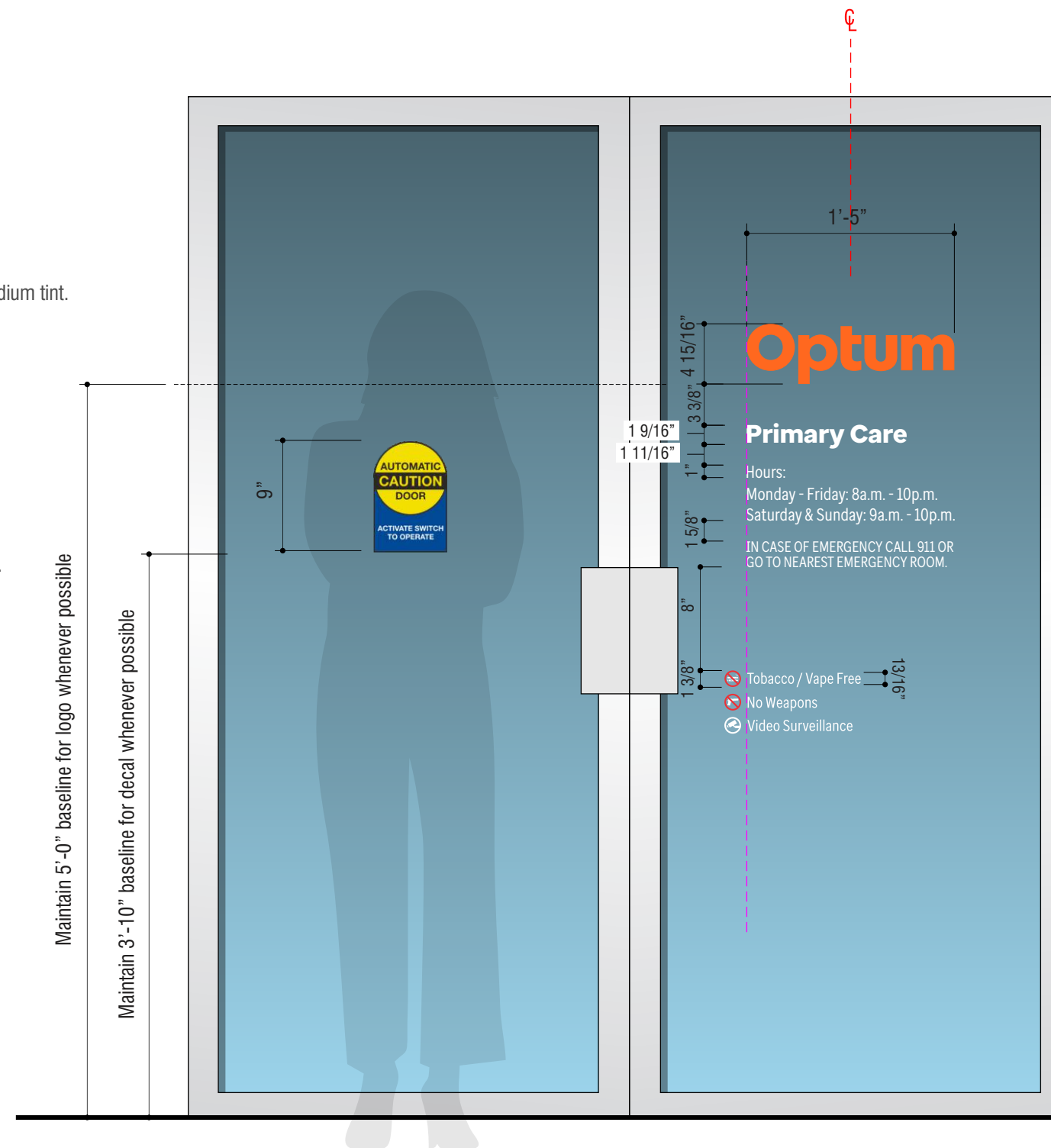
- Apply all vinyl on second surface when glass is clear to medium tint.
- Apply vinyls on the first surface when glass is dark tinted.
- Clean existing glass surface prior to installation.

Alignment

- Center the logo horizontally in the door's visual opening.
- Mount vertical center at 60" AFF, first surface.
- Align all text/graphics left with the logo.
- Install informational icons/text below the main text/graphics.

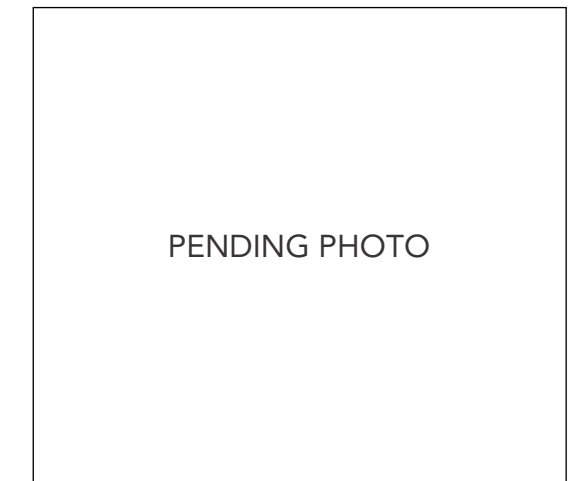
Fonts

- **Enterprise Sans Xbold**
- Enterprise Sans Condensed Regular

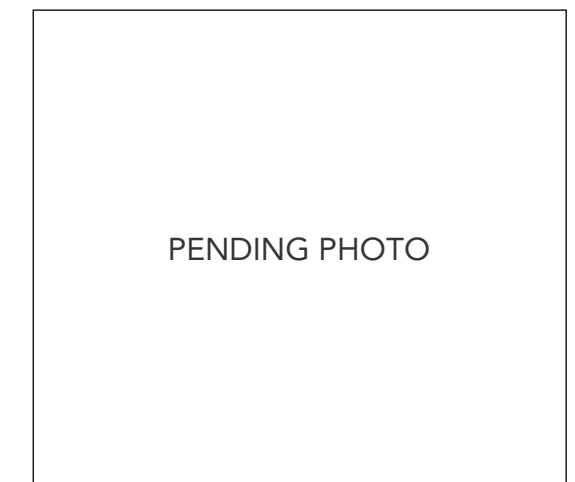


1 Entrance Vinyl - Layout View
8 Scale: 1" = 1'-0"

BEFORE



AFTER

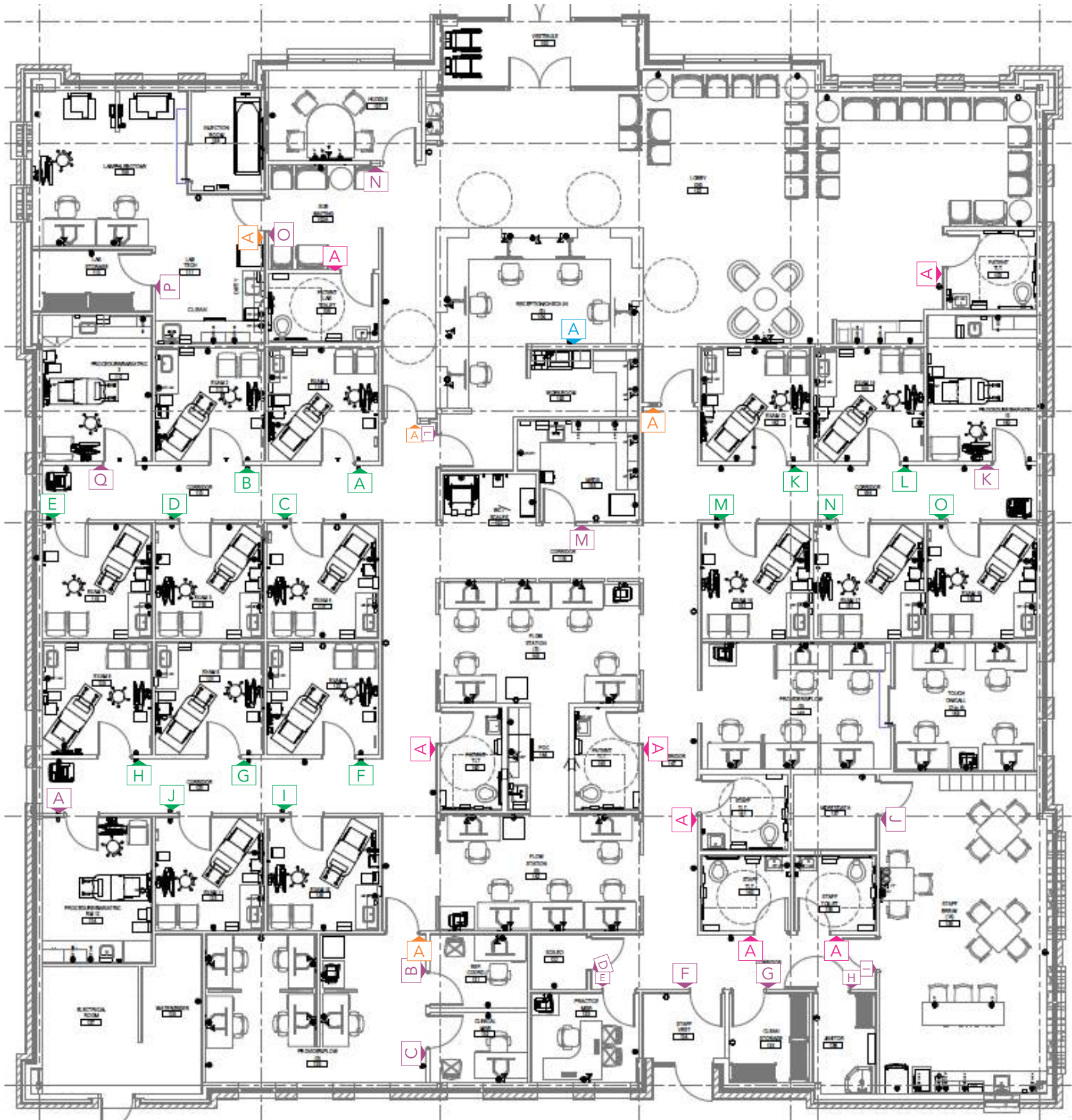


<input checked="" type="checkbox"/> STANDARD OC-PC-DV-1	<input type="checkbox"/> CUSTOM	<input checked="" type="checkbox"/> INFO REQUIRED Survey Information
---	--	--

Floor Plan

SIGN INVENTORY

SIGN ID	PROPOSED
I01	FCOs
I02	Exit
I03	Exam
I04	Restroom
I05	Room ID



I01

Interior Letterset (Qty. 1)

OC-IL-O-12

Fabricate/install aluminum flat cut out letters.

Pending elevation

COLOR/MATERIAL SPECIFICATIONS

PAINT:

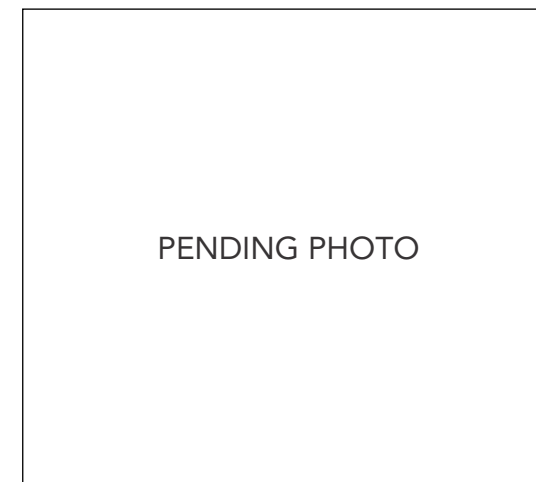


Optum Orange Matthews Paint MP08528 Engine Orange (PMS Orange 165C)

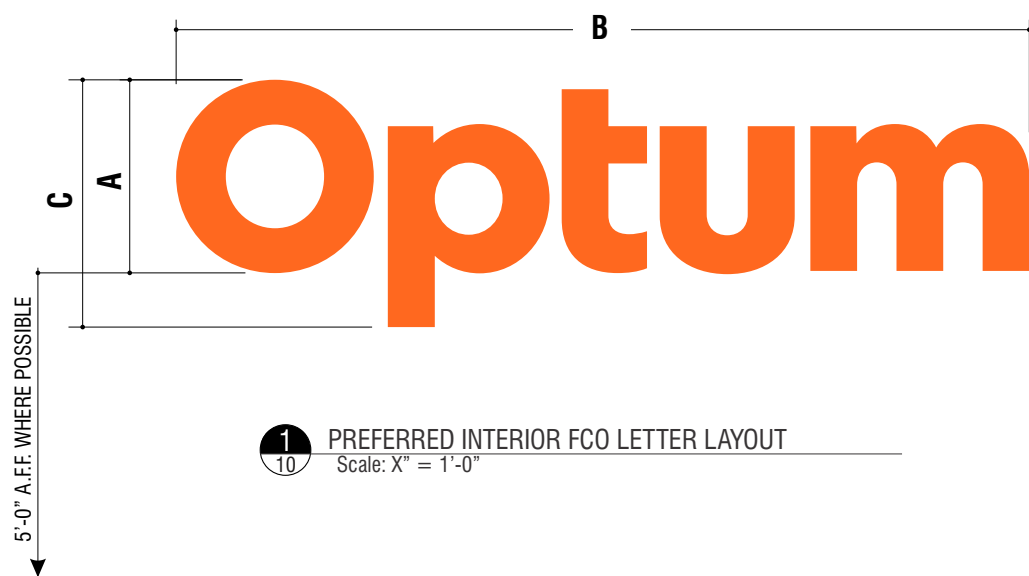
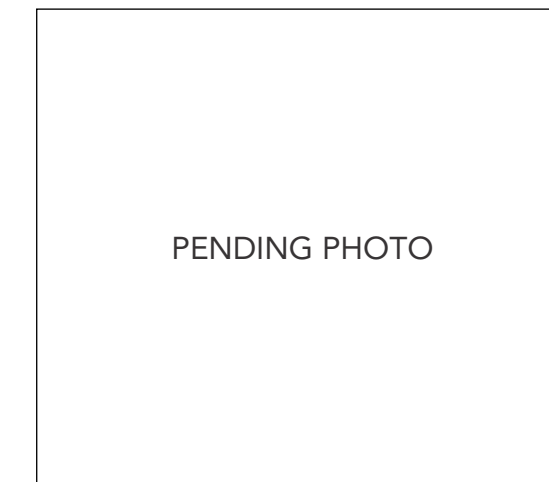


Interior Walls: SW7008 Alabaster

BEFORE



AFTER



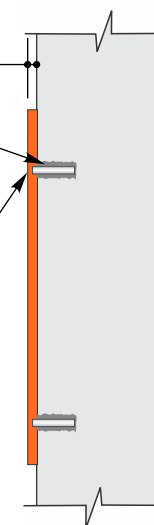
Interior Letterset Schedule			
ITEM	A	B	C
OC-IL-O-12	12"	4'-5"	1'-3"

1/4" THK ALUMINUM - COLOR: PAINTED OPTUM ORANGE MATTHEWS PAINT MP08528 ENGINE ORANGE

DRILL HOLE AT EACH STUD LOCATION AND FILL WITH SILICONE

1 1/4" x 1/8" SPRING PINS ADHERED TO BACKSIDE. MIN (3) PER ELEMENT

2
10 SECTION @ FCO LETTERS
SCALE: NTS



STANDARD
OC-IL-O-12

CUSTOM


INFO REQUIRED
Survey Information

102 Exit Plaques (Qty. 4)

OC-INT-EXIT

Fabricate/install exit plaques with ADA elements.

COLOR/MATERIAL SPECIFICATIONS

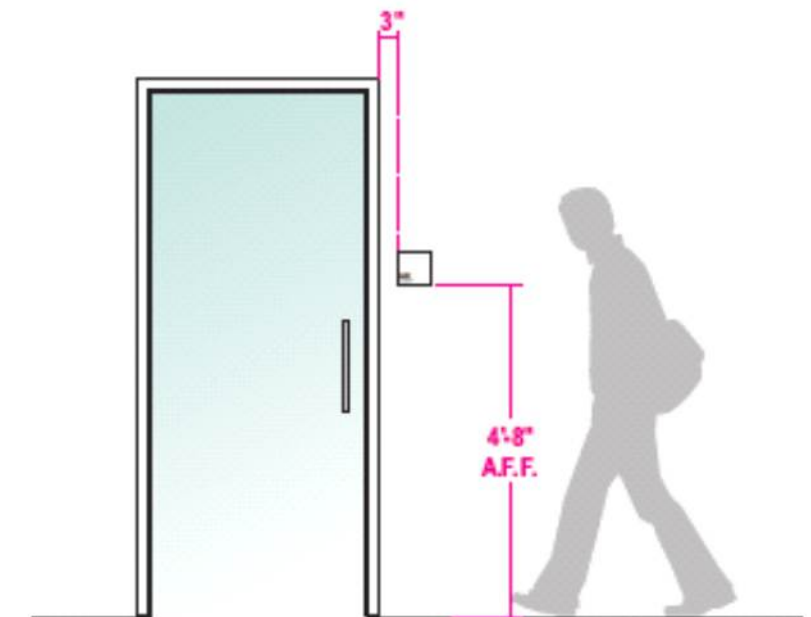
 Paint (Face): Matthews White

 Copy: Warm Gray 11C

VINYL BACKER

Scale: 3" = 1'-0"

Vinyl backer applied first surface on the inside of glass to conceal tape mounting when required



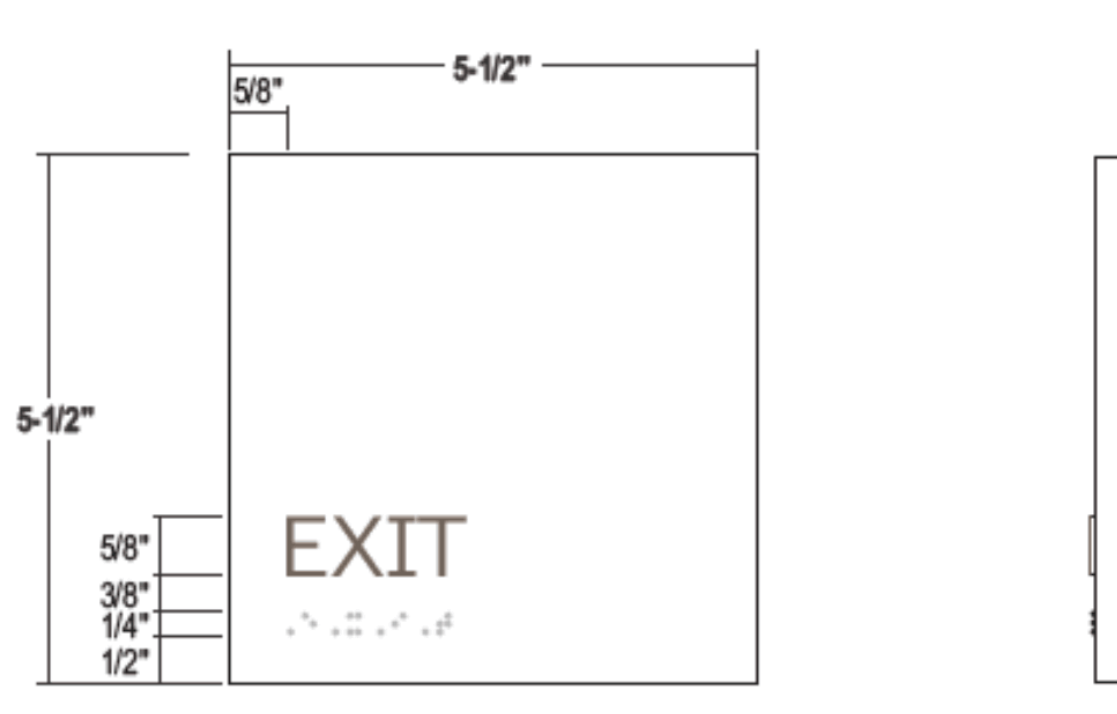
A, Face: 1/8" acrylic panel w/ 1/32" raised graphics and raised Grade II braille. Face surface and returns painted white.

B. Graphics: Raised room number screen printed to match PMS Warm Gray 11C

C. Install: Install flush to wall surface with 3M Rp45 VHB Tape and Clear Silicone.

Fonts

- Enterprise Sans



3 CONTEXT ELEVATION
SCALE: NTS

1 EXIT ADA PLAQUES
SCALE: 1:2

2 SIDE VIEW
SCALE: NTS

<input checked="" type="checkbox"/> STANDARD	<input type="checkbox"/> CUSTOM	<input checked="" type="checkbox"/> INFO REQUIRED
OC-INT-EXIT		Survey Information




I03

Exam Room Plaques (Qty. 14)

OC-INT-EXAM

Fabricate/install exam room slider plaques with ADA elements.

COLOR/MATERIAL SPECIFICATIONS

-  Paint (Face/Returns): Matthews White
-  Copy: Warm Gray 11C
-  Room Number: Direct Flat Printed White with Warm Gray 11C Border
-  Room Slider Backplate: Pantone 200C Red
-  Room Slider Backplate: Pantone 360C Green

A. Face: 1/8" acrylic panel; face surface & returns painted Matthews White, Satin Finish; Grade II Clear Braille Rasters

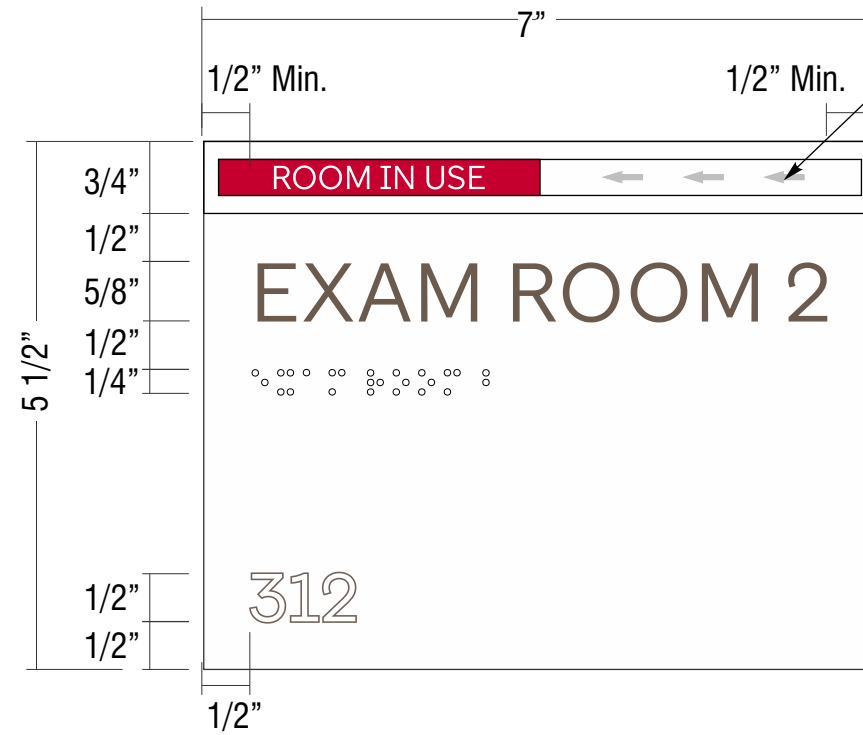
B. Graphics: 1/32" raised room name in Rowmark Warm Gray 11C, Flat Direct Printed White Room Number with Warm Gray 11C Outline

C. Room Slider: 1/16" acrylic face plate with cut out center attached to 1/16" acrylic backplate w/ 1/8" neoprene tape to create pocket for slider panel; Slider panel to have .030 rigid vinyl taped to back to secure between face and backplate. Faceplate returns painted white. Slider panel surface painted White. Backplate to have Red & Green printed background and white copy with returns painted white. Attach slider to sign face w/ 3M 468MP high bond tape.

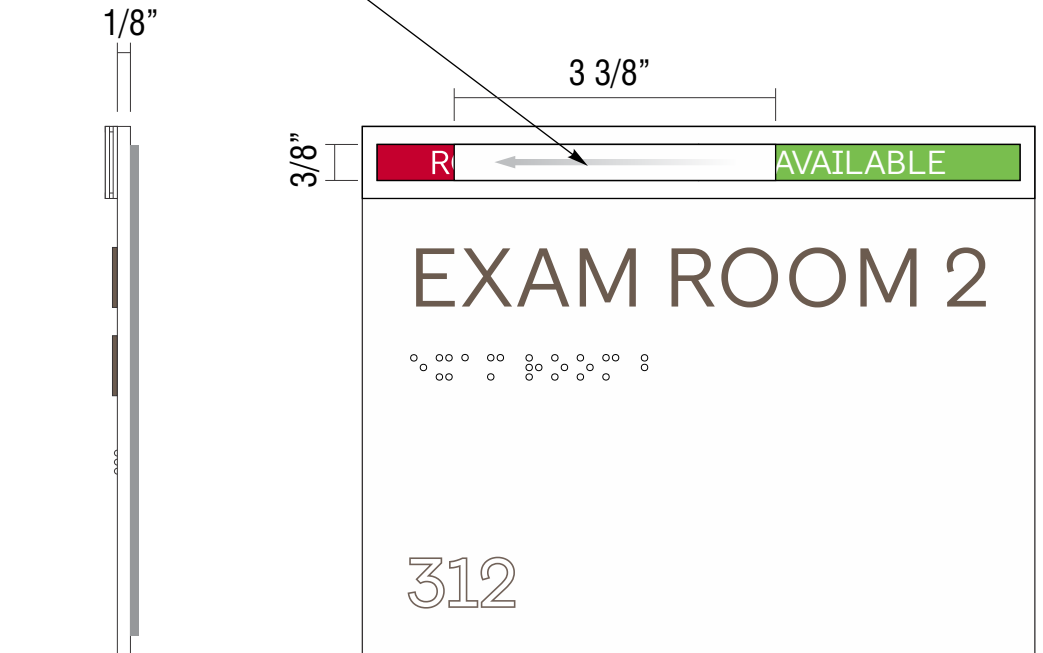
D. Install: Install flush to wall surface with 3M Rp45 VHB Tape and Clear Silicone.

- Fonts
- Enterprise Sans

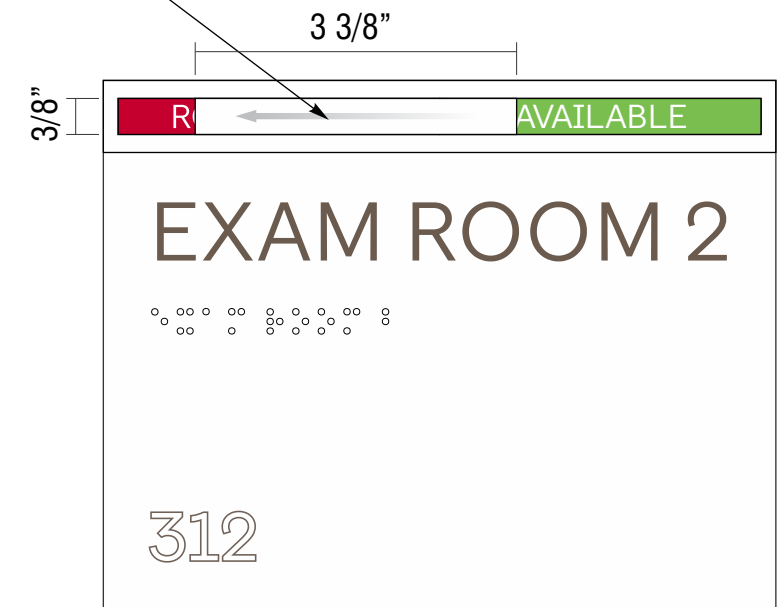
DO NOT PRODUCE ARROWS - FOR INSTRUCTIONAL USE ONLY



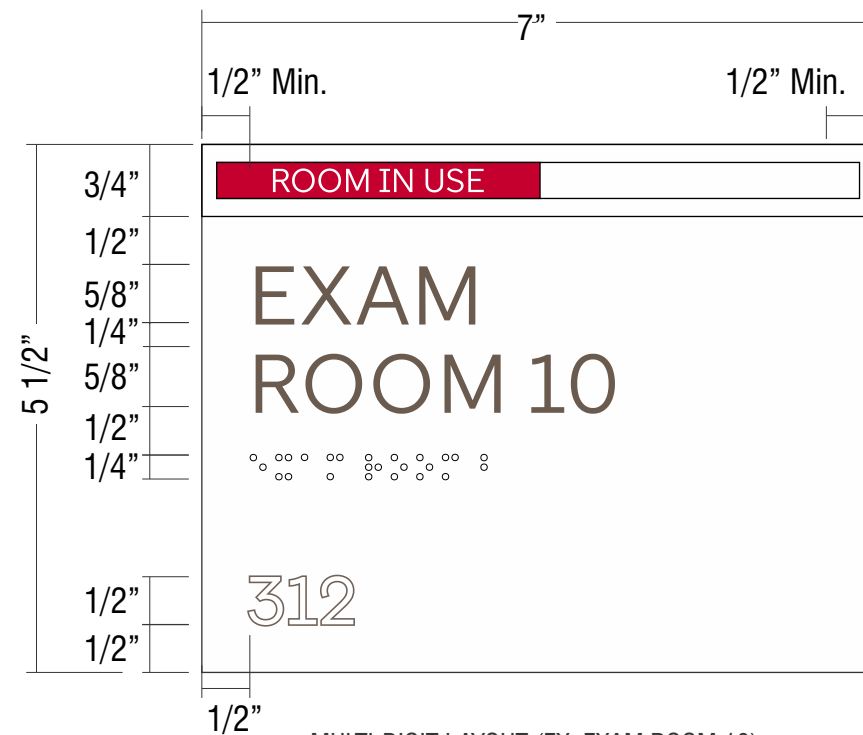
1 ROOM ADA PLAQUES - "ROOM IN USE" SLIDER SHOWN
SCALE: 1:2



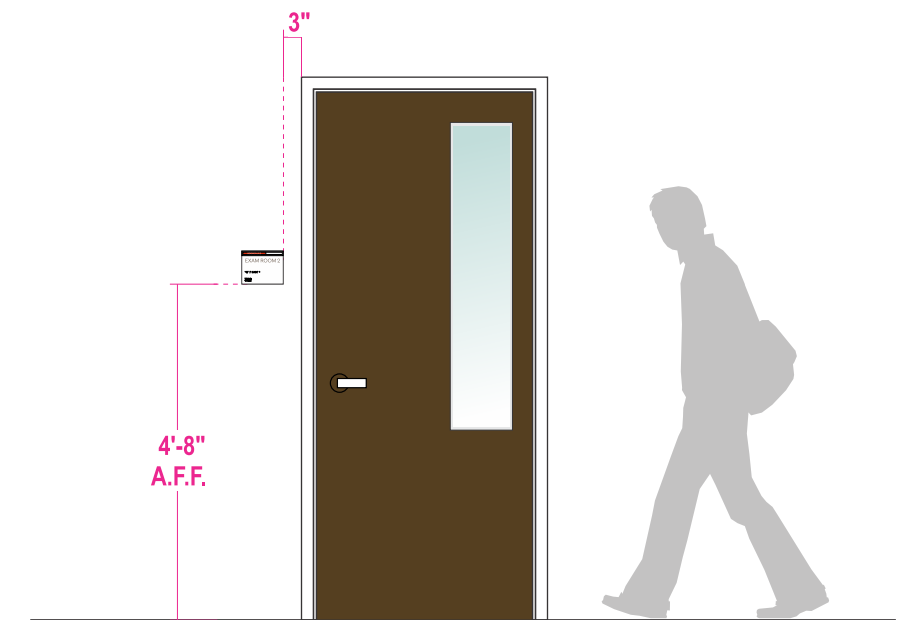
2 SIDE VIEW
SCALE: NTS



3 ROOM ADA PLAQUES - "AVAILABLE" SLIDER SHOWN
SCALE: 1:2

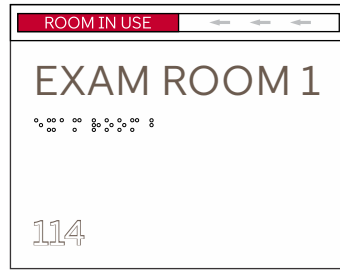


MULTI-DIGIT LAYOUT (EX. EXAM ROOM 10)

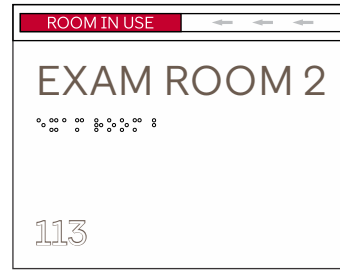


4 CONTEXT ELEVATION
SCALE: NTS

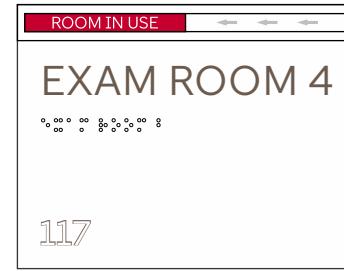
<input checked="" type="checkbox"/> STANDARD OC-INT-EXAM	<input type="checkbox"/> CUSTOM	<input checked="" type="checkbox"/> INFO REQUIRED Survey Information
--	--	--



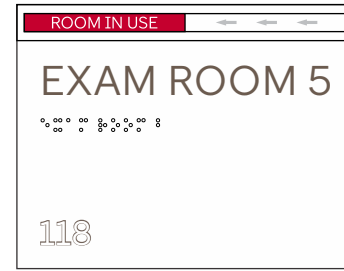
A



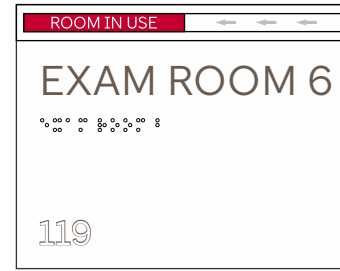
B



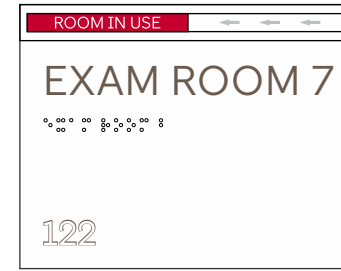
C



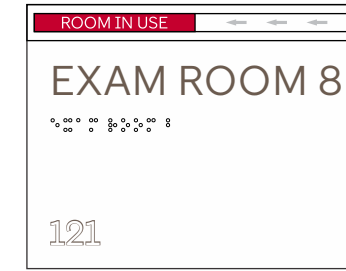
D



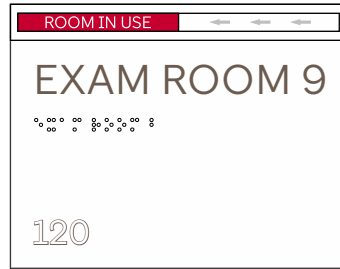
E



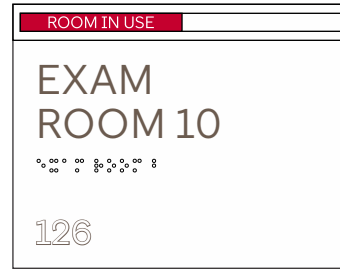
F



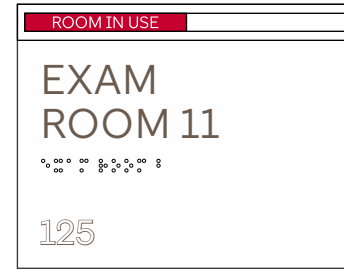
G



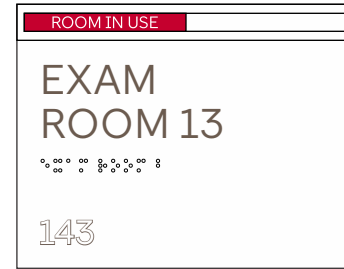
H



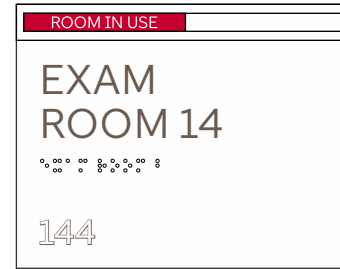
I



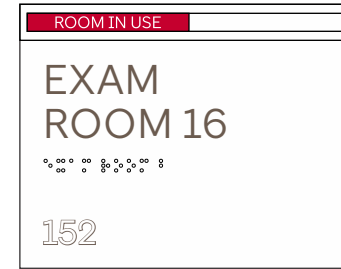
J



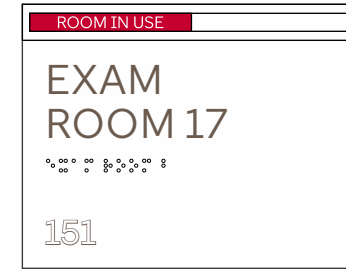
K



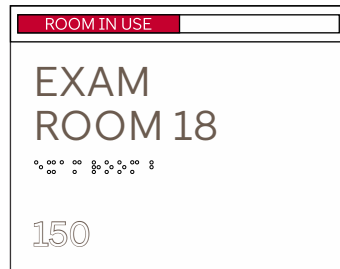
L



M



N



O



I04

Restroom Plaques (Qty. 7)

OC-INT-RR

Fabricate/install restroom plaques with ADA elements.

COLOR/MATERIAL SPECIFICATIONS

Paint (Face): Matthews White

Copy: Warm Gray 11C

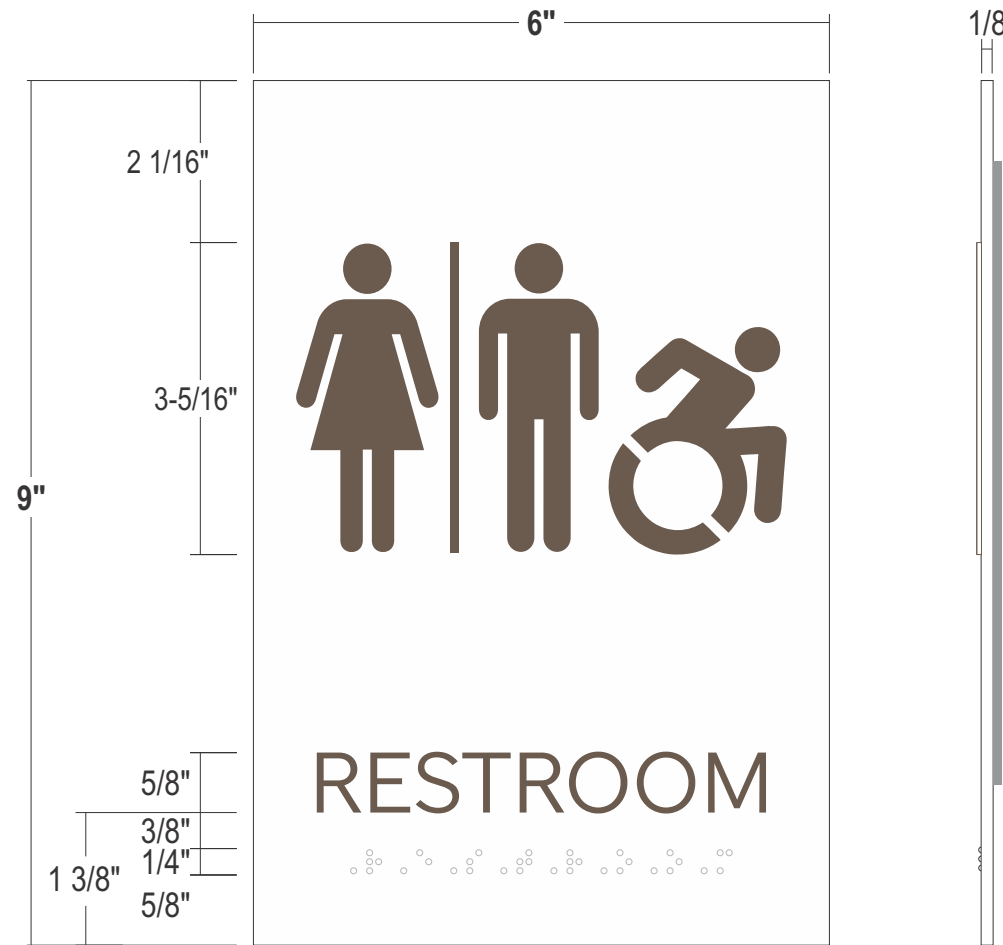
A, Face: 1/8" acrylic panel w/ 1/32" raised graphics and raised Grade II braille. Face surface and returns painted white.

B. Graphics: Raised room number screen printed to match PMS Warm Gray 11C

C. Install: Install flush to wall surface with 3M Rp45 VHB Tape and Clear Silicone.

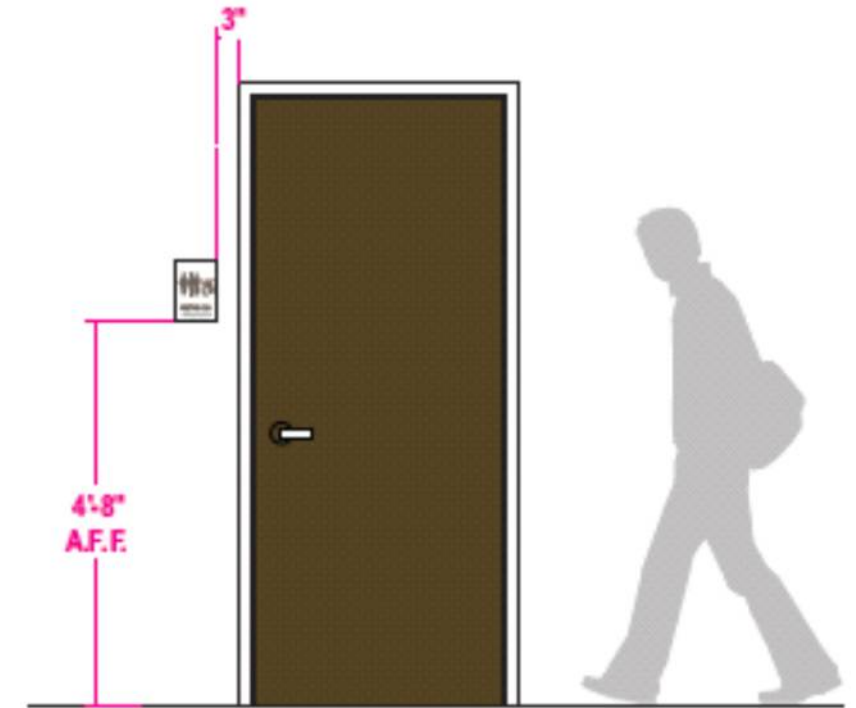
Fonts

- Enterprise Sans



1 RESTROOM ADA PLAQUES SCALE: HALF

2 SIDE VIEW SCALE: HALF



3 CONTEXT ELEVATION SCALE: NTS

<input checked="" type="checkbox"/> STANDARD	<input type="checkbox"/> CUSTOM	<input checked="" type="checkbox"/> INFO REQUIRED
OC-INT-RR		Survey Information

I05 Room ID Plaques (Qty. 17)

OC-INT-ROOM

Fabricate/install room plaques with ADA elements.

COLOR/MATERIAL SPECIFICATIONS

- Paint (Face>Returns): Matthews White
- Copy: Warm Gray 11C
- Room Number: Direct Flat Printed White with Warm Gray 11C Border

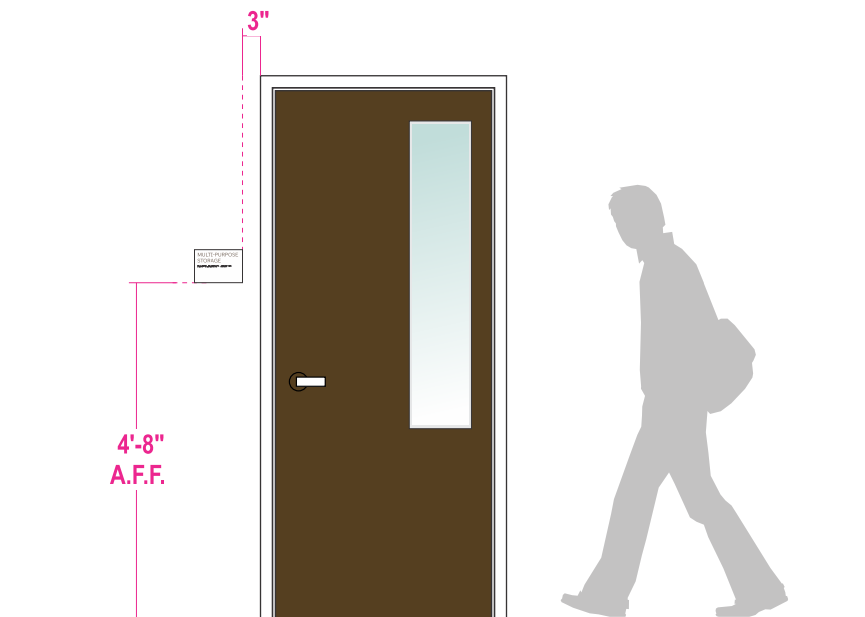
A. Face: 1/8" acrylic panel; face surface & returns painted Matthews White, Satin Finish;
Grade II Clear Braille Rasters

B. Graphics: 1/32" raised room name in Warm Gray 11C, Flat Direct Printed White Room Number with Warm Gray 11C Outline

C. Install: Install flush to wall surface with 3M Rp45 VHB Tape and Clear Silicone.

Fonts

- Enterprise Sans



3 CONTEXT ELEVATION
SCALE: NTS



1 ROOM ADA PLAQUES
SCALE: 1:2

2 SIDE VIEW
SCALE: NTS

<input checked="" type="checkbox"/> STANDARD	<input type="checkbox"/> CUSTOM	<input checked="" type="checkbox"/> INFO REQUIRED
OC-INT-ROOM		Survey Information

