





CLIENT:	KESSLERS DIAMOND CENTER
ADDRESS:	341 JUNCTION RD
CITY / STATE:	MADISON, WI
DATE:	7/14/2025
SALES:	JOSH TURKOW
DESIGNER:	DANE SCHUMACHER

PRODUCTION FILES REQUIRED?

- ☒ ADDITIONAL DESIGN FEES MAY BE APPLIED TO FINAL INVOICE IF PRODUCTION FILES CAN NOT BE PROVIDED BY CLIENT PRIOR TO PRODUCTION
- VECTOR LOGO
  - HI-RES PHOTO(S)
  - PANTONE COLOR(S)
  - FONT(S)

COLOR SCHEDULE

- ☒ COLORS LISTED BELOW HAVE BEEN SELECTED BY DESIGNER FOR CLIENT REVIEW. APPROVAL OF COLORS REQUIRED BY CLIENT PRIOR TO PRODUCTION.
- PRE-FINISHED MATERIALS
  - PAINTED MATERIALS
  - STANDARD VINYL
  - PRINTED MEDIA

1	PREFINISHED: BLACK RETURN
2	PREFINISHED: BLACK TRIM CAP
3	PAINTED: SW 6651 CHERISH CREAM
4	VINYL: 3M 3630-121 SILVER
5	VINYL: 8500030 DARK RED
6	PREFINISHED: TRANSLUCENT WHITE ACRYLIC
7	COLOR CALL OUT
8	COLOR CALL OUT

FIELD SURVEY REQUIRED?

- ☒ ANY PRICE ASSOCIATED WITH THIS DESIGN CAN NOT BE GUARANTEED. FINDINGS DURING A FIELD SURVEY MAY IMPACT ESTIMATED TIME/MATERIALS.
- ALL SIGN DETAILS
  - ON SITE COLOR MATCH
  - AVAILABLE AREA
  - ELECTRICAL EXISTING
  - FACE DETAILS
  - BEHIND WALL ACCESS
  - POLE DETAILS
  - TRUCK ACCESS
  - OTHER: ADDITIONAL SURVEY DETAILS HERE

ELECTRICAL REQUIREMENTS

- ☒ PROPOSED SIGN IS INTERNALLY ILLUMINATED - POWER TO SIGN IS REQUIRED
- 120v - 277v POWER SUPPLIES USED
- XX TOTAL AMP DRAW OF SIGN (1 PER POWER SUPPLY + X (MISC GROUND))

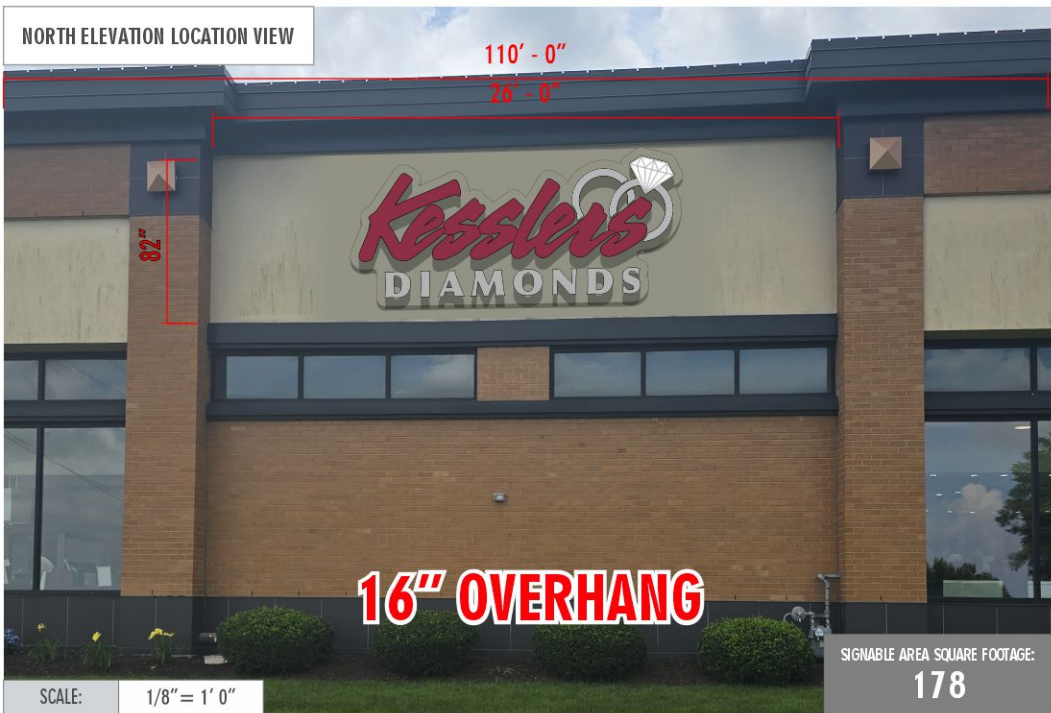
CLIENT APPROVAL

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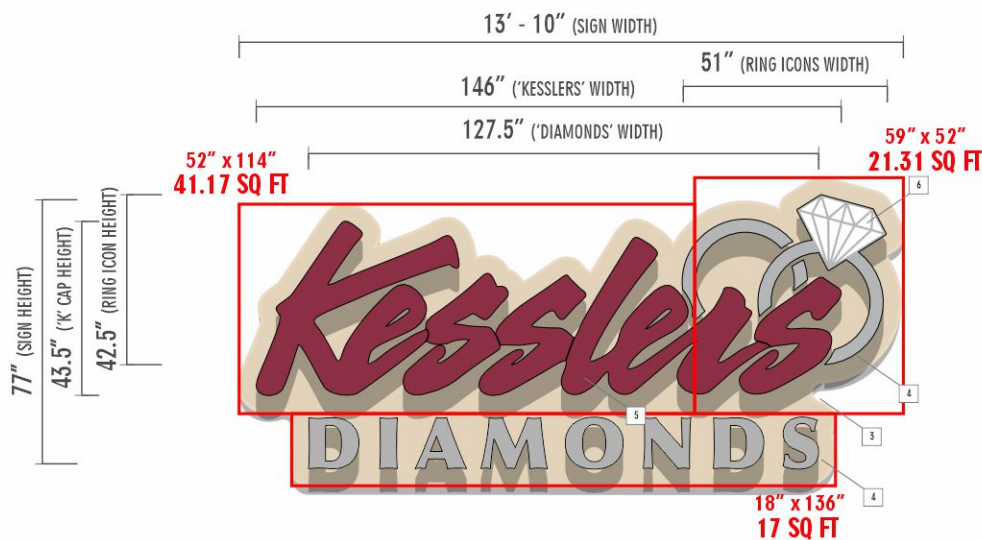
CALCULATED SQUARE FOOTAGE:	250475-03
79.48	

PRODUCTION READY!  
DETAILS ARE CONFIRMED AND APPROVED



A4

DETAIL VIEW



FACE-LIT / HALO-LIT CHANNEL LETTERS

5" DEEP PRE-FINISHED RETURNS -SEE COLOR SCHEDULE  
ALUMINUM BAFFLE IN CENTER OF RETURN  
FACE LIGHT: WHITE LED'S - HALO LIGHT: COLOR CHANGING LED'S  
1" PRE-FINISHED TRIM-CAP - SEE COLOR SCHEDULE  
3/16" ACRYLIC FACES - SEE COLOR SCHEDULE  
TRANSLUCENT VINYL GRAPHICS - FULL COVERAGE OR DIE CUT - SEE COLOR SCHEDULE  
3/16" WHITE LEXAN BACKS  
OFFSET STUD MOUNTED TO 2" THICK PAINTED PAN FORMED BACKER PANEL  
MOUNTED FLUSH TO BUILDING  
MATTE FINISH - PAINTED BACKER PANEL - SEE COLOR SCHEDULE  
(LETTER STROKE=1.5" - TOTAL PERIMETER CALCULATION = 135')

2" DEEP PAN FORMED BACKER PANEL

2" OFFSET

5" DEEP CHANNEL LETTERS

NIGHT VIEW



POWER LOCATED BEHIND COUNTER  
ABOVE DROP CEILING

A

OPT. 1

MANUFACTURE AND INSTALL THE FOLLOWING: A. FOUR(4) SETS OF CUSTOM ILLUMINATED BUILDING SIGNAGE.

DISCLAIMERS:

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FARTHER SOUTH

SIGNAGE AT 309 JUNCTION RD



SIGNAGE AT 201 JUNCTION RD EAST ELEVATION - BELT LINE



DESIGN • BUILD • INSTALL • SERVICE

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  - FONT(S)

COLOR SCHEDULE

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- PRE-FINISHED MATERIALS
  - PAINTED MATERIALS
  - STANDARD VINYL
  - PRINTED MEDIA

1	GREEN/SHIELD/BLACK RETURN
2	GREEN/SHIELD/BLACK TRIM CAP
3	POINTER/CAD/DAVEY CHERISH CREAM
4	COLOR/SHIELD/121 SILVER
5	COLOR/SHIELD/DARK RED
6	GREEN/SHIELD/TRANSLUCENT WHITE ACRYLIC
7	COLOR CALL OUT
8	COLOR CALL OUT

FIELD SURVEY REQUIRED?

- ☒ ANY PRICE ASSOCIATED WITH THIS DESIGN CAN NOT BE GUARANTEED. FINDINGS DURING A FIELD SURVEY MAY IMPACT ESTIMATED TIME/MATERIALS.
- ALL SIGN DETAILS
  - ON SITE COLOR MATCH
  - AVAILABLE AREA
  - ELECTRICAL EXISTING
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  - POLE DETAILS
  - TRUCK ACCESS
  - OTHER: ADDITIONAL SURVEY DETAILS HERE

ELECTRICAL REQUIREMENTS

- ☒ PROPOSED SIGN IS INTERNALLY ILLUMINATED - POWER TO SIGN IS REQUIRED
- 120v - 277v POWER SUPPLIES USED
- ☒ TOTAL AMP DRAW OF SIGN (1 PER POWER SUPPLY + X EMC QUOTE)

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☒ DATE: \_\_\_\_\_

CALCULATED SQUARE FOOTAGE: **79.48** **250475-03**

PRODUCTION READY!  
DETAILS ARE CONFIRMED AND APPROVED

A

OPT. 1

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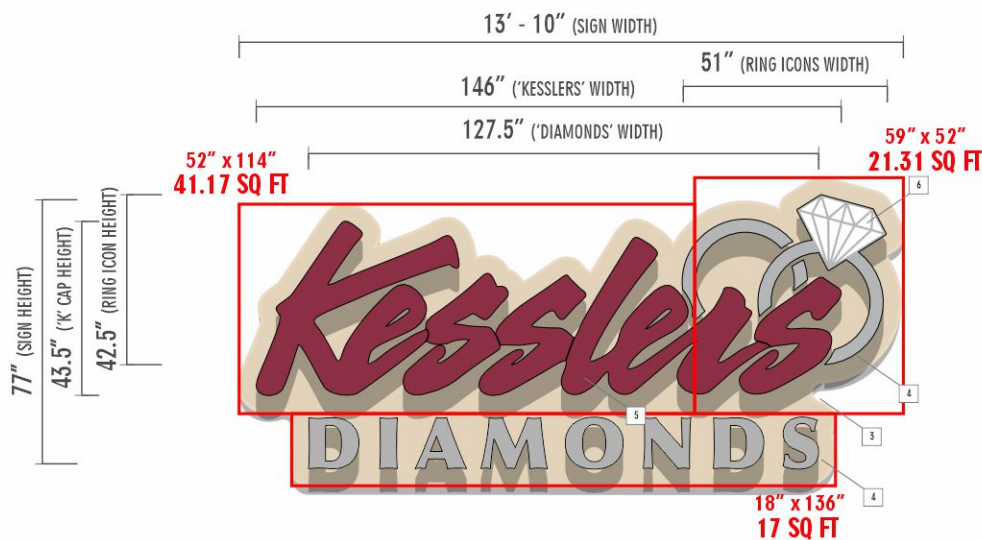
CALCULATED SQUARE FOOTAGE:	250475-03
79.48	

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DETAIL VIEW



FACE-LIT / HALO-LIT CHANNEL LETTERS

5" DEEP PRE-FINISHED RETURNS -SEE COLOR SCHEDULE  
ALUMINUM BAFFLE IN CENTER OF RETURN  
FACE LIGHT: WHITE LED'S - HALO LIGHT: COLOR CHANGING LED'S  
1" PRE-FINISHED TRIM-CAP - SEE COLOR SCHEDULE  
3/16" ACRYLIC FACES - SEE COLOR SCHEDULE  
TRANSLUCENT VINYL GRAPHICS - FULL COVERAGE OR DIE CUT - SEE COLOR SCHEDULE  
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(LETTER STROKE=1.5" - TOTAL PERIMETER CALCULATION = 135')

2" DEEP PAN FORMED BACKER PANEL

2" OFFSET

5" DEEP CHANNEL LETTERS

NIGHT VIEW



POWER LOCATED BEHIND COUNTER  
ABOVE DROP CEILING

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OPT. 1

MANUFACTURE AND INSTALL THE FOLLOWING: A. FOUR(4) SETS OF CUSTOM ILLUMINATED BUILDING SIGNAGE.

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SIGNAGE AT 309 JUNCTION RD



SIGNAGE AT 201 JUNCTION RD EAST ELEVATION - BELT LINE



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  - PRINTED MEDIA

1	GREEN/SHIELD/BLACK RETURN
2	GREEN/SHIELD/BLACK TRIM CAP
3	GREEN/SHIELD/BLACK TRIM CAP
4	GREEN/SHIELD/BLACK TRIM CAP
5	GREEN/SHIELD/BLACK TRIM CAP
6	GREEN/SHIELD/BLACK TRIM CAP
7	COLOR CALL OUT
8	COLOR CALL OUT

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