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## RECAPITULATION

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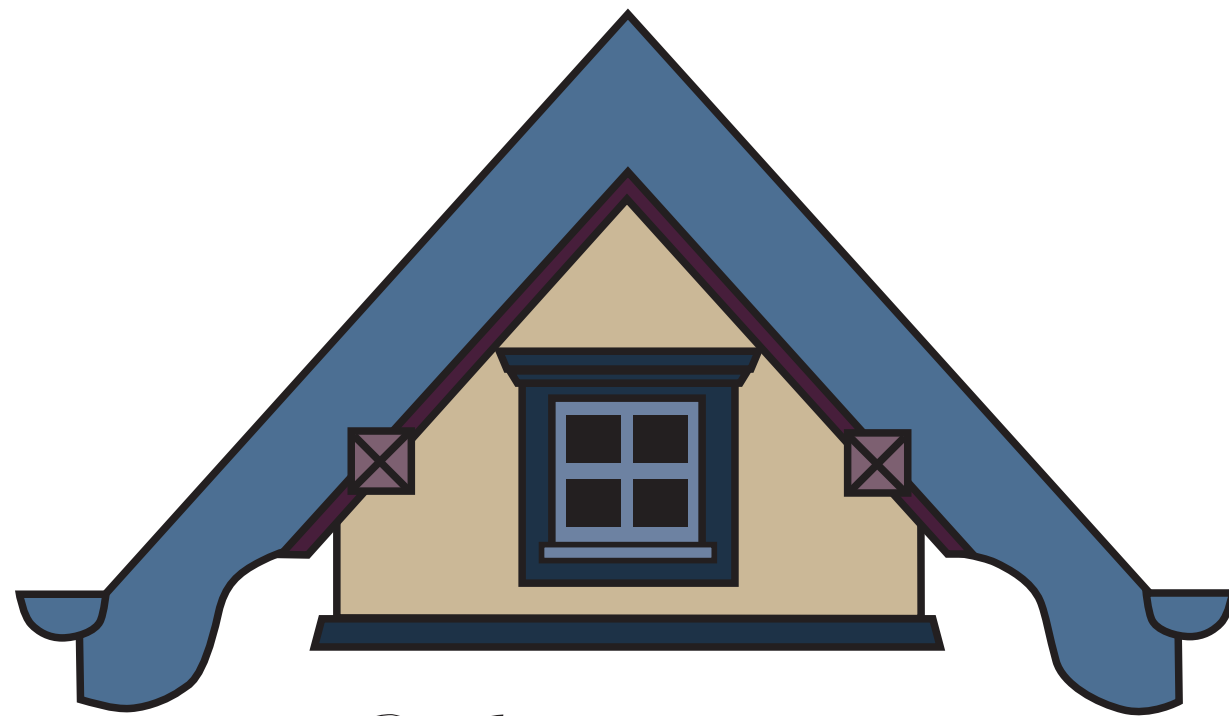
- *Designated as “Historic Property,” without number*
- *Leave space for “Locally Designated” text*
- *No electronic elements*
- *Use HPC logo – cast, not etched*
- *Want to stand apart from other designating bodies*
  - Round shapes (or at least not rectangular)
  - Try colored backgrounds (as London does)
  - Sans serif text options



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## LOGO USE

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MILWAUKEE  
HISTORIC  
PRESERVATION  
COMMISSION

*living with history*

3/8"

Minimum text size for cast plaques is approx. 3/8 in. Using the HPC logo in its current form will demand that it be sized no smaller than 6¼" wide x 7¾" high to meet those minimum text sizes.



*The triangular roof of the HPC logo makes for an inefficient use of space in a round design, but can work for a diamond or pentagonal shape.*

## PENTAGONAL

If using the whole HPC logo, it is highly recommended that the font family be maintained throughout. In this case, various sizes, weights and italicized instances of Garamond are seen. It is classic and engaging, without being too busy or gaudy.

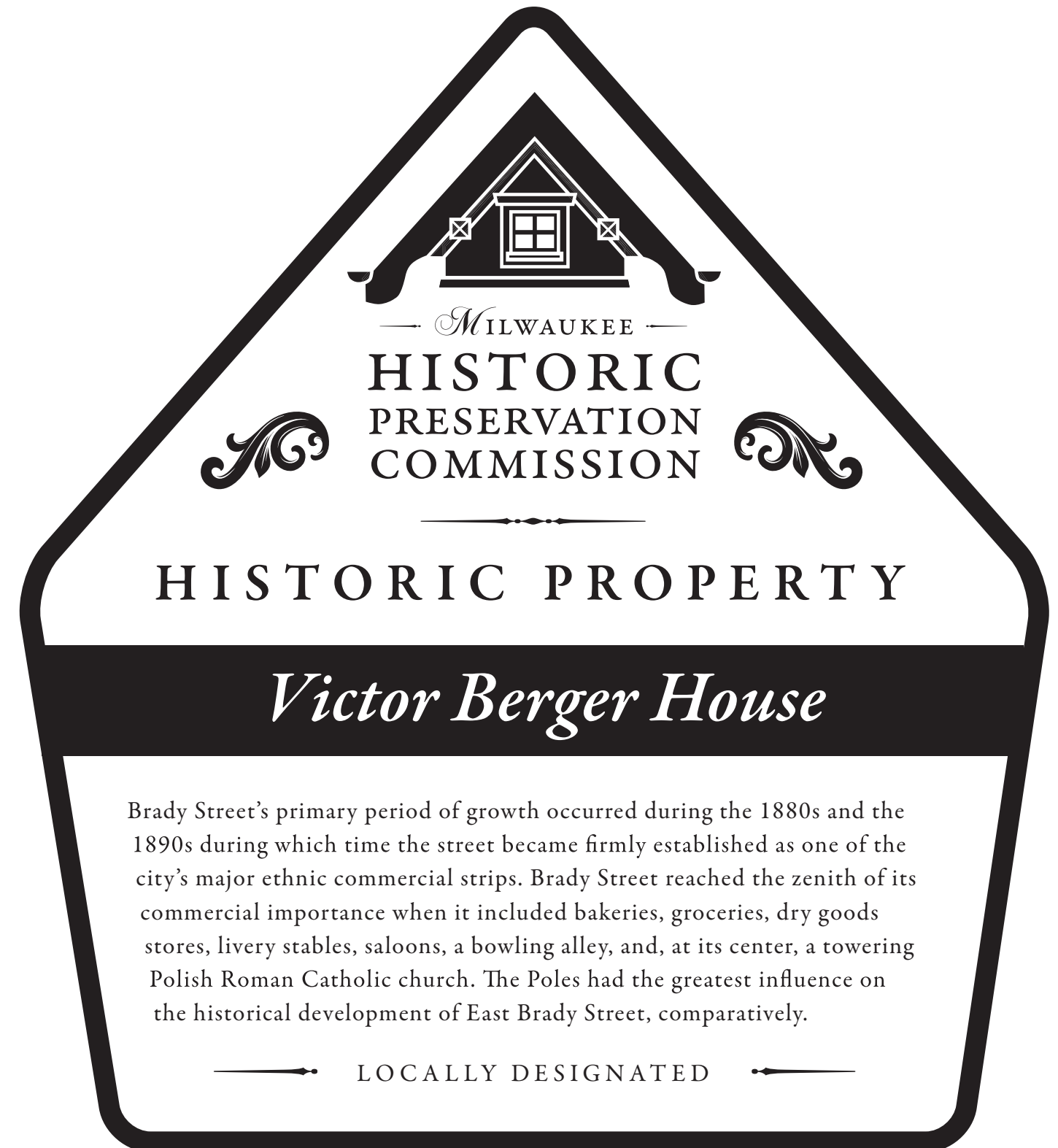
Considered a “medium” amount of text: 95 word limit and results in a final plaque of 17 $\frac{2}{3}$ ” w x 19 $\frac{3}{4}$ ” h. The addition of “Locally Designated” subtracts about 15 words of space from estimated amount.



*50 word count*



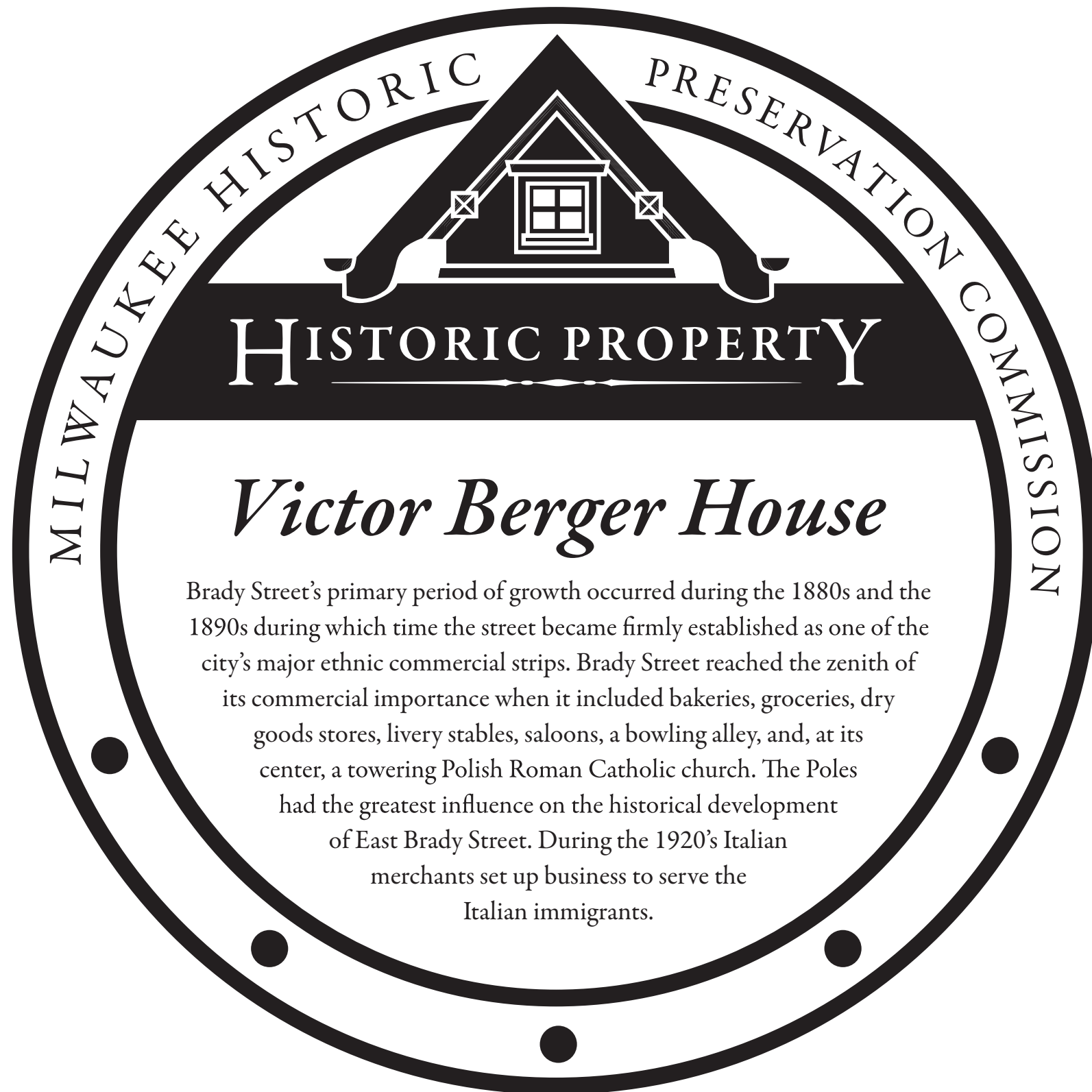
*150 word count*



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## ROUND

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The round shape does not easily accommodate the proper HPC logo, but its elements can be broken up to suit the space.

This example sticks with the Garamond font family that is already found in the logo.

The black dots along the edge can be decorative rosettes (multiple kinds available, depending on vendor) or can be replaced with the “Locally Designated” text as needed, without losing any of the word count.

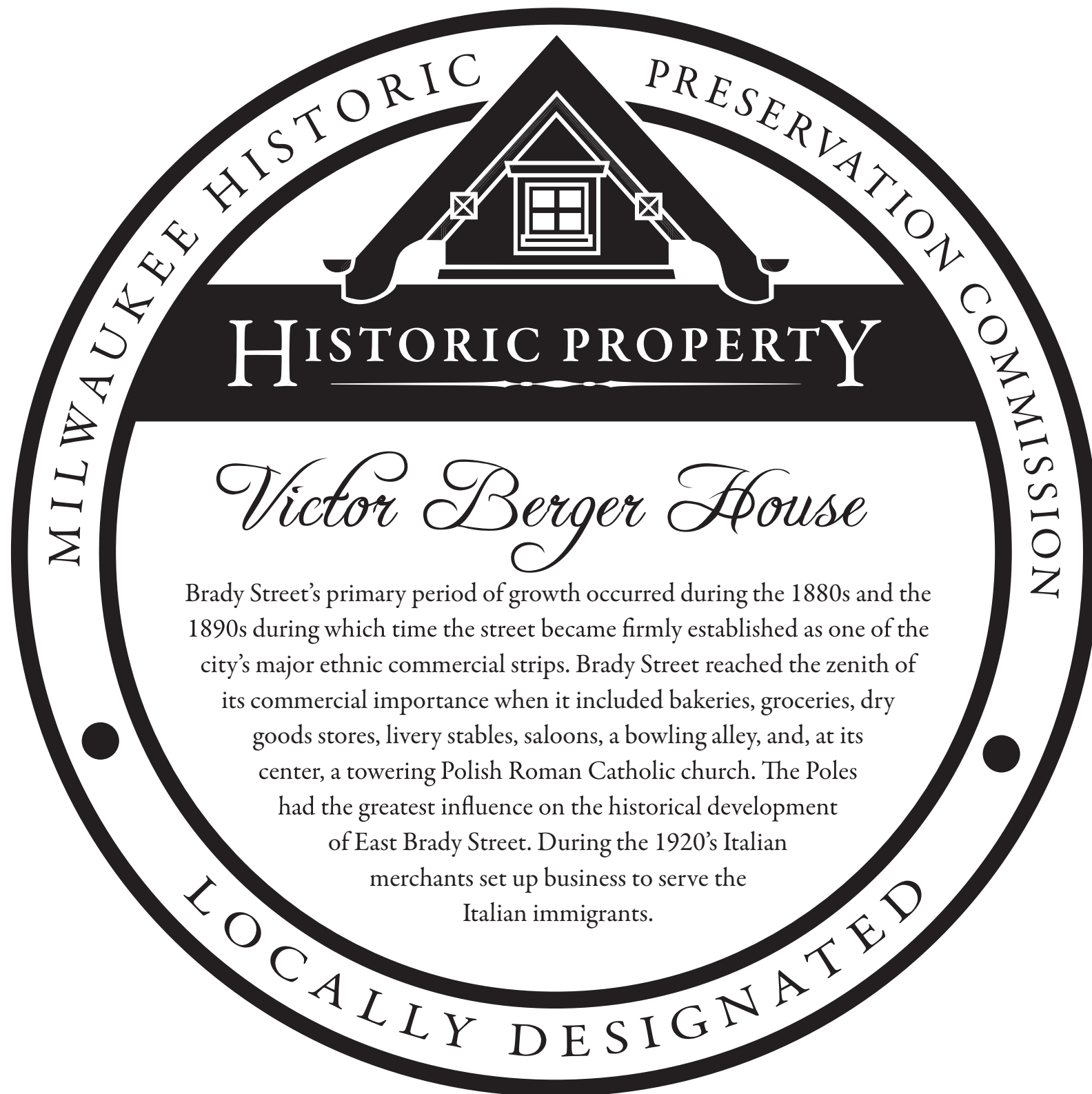
Seen here, a “medium” amount of text - 90 words, requiring a 17” x 17” total size.



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## ROUND

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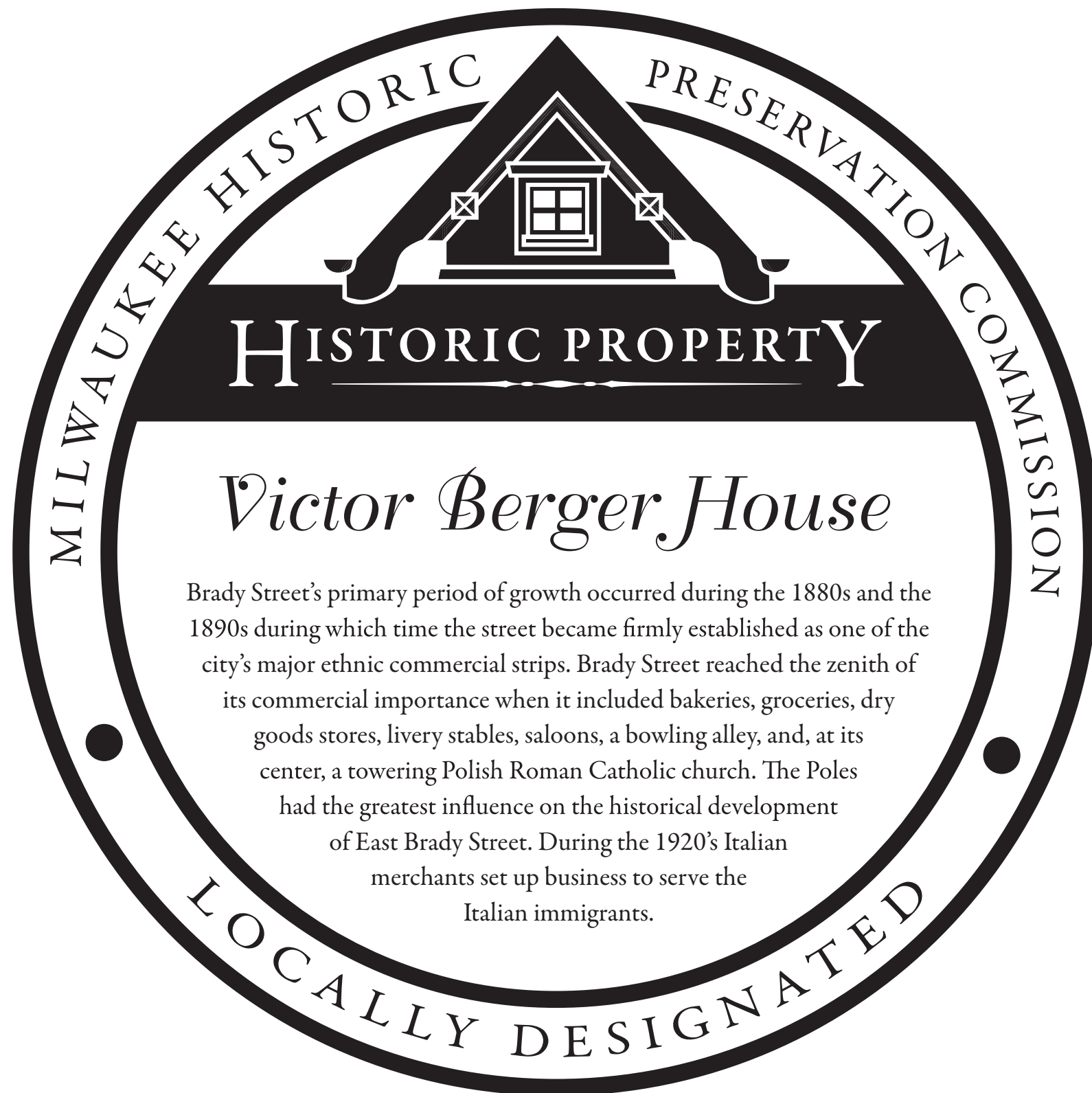
Round shape seen again, with different font for the individual property. This font will only accomodate a single-line name. It will take up too much space and sacrifice legibility if the property name is 2+ lines long.

The “locally designated” text is also shown here.

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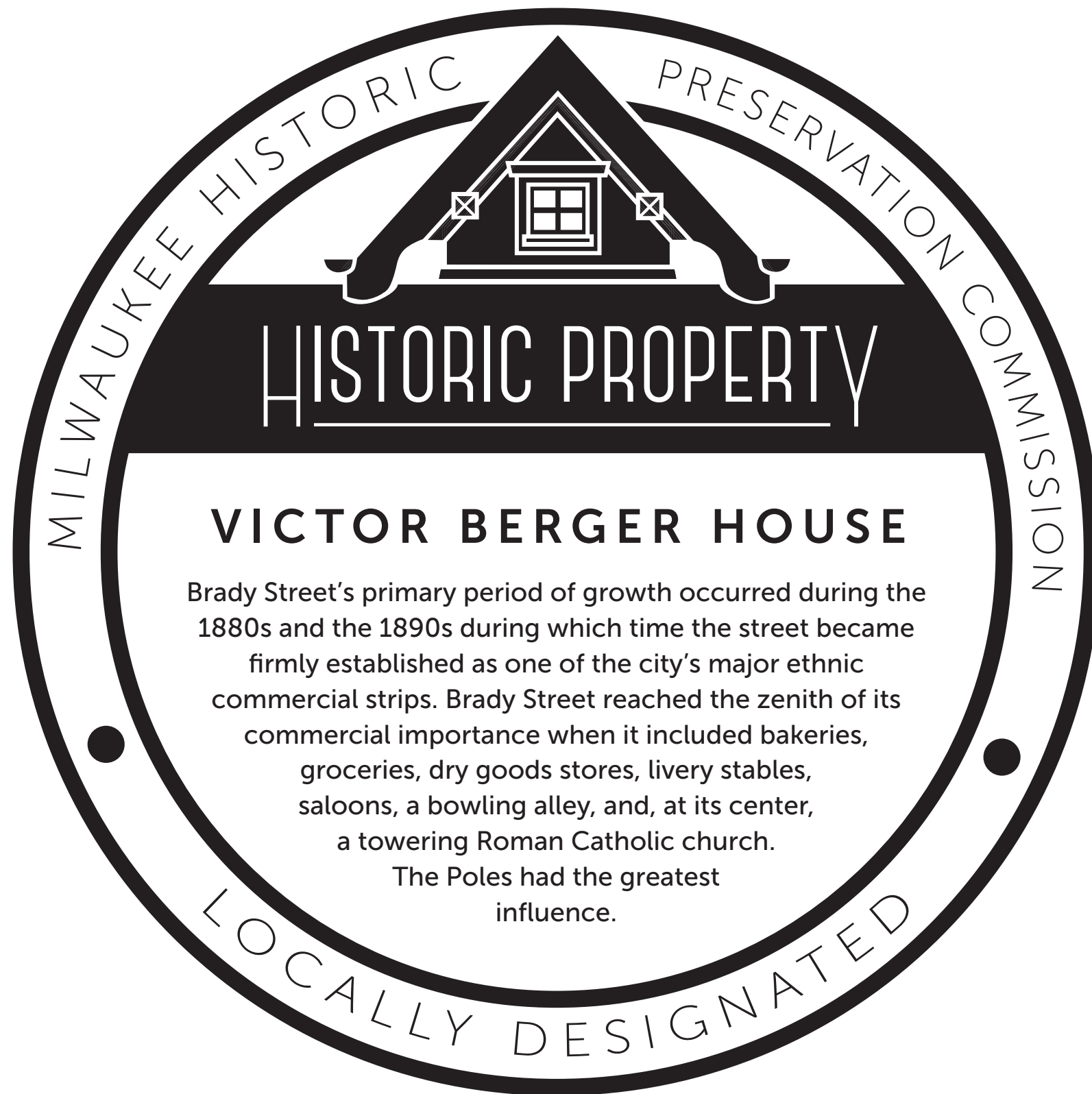
## ROUND

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Yet another serif font option in the round style.

The “locally designated” text is also shown here.



Sans serif option with simple, clean Museo font family in all spots except for the “Historic Property” text, which uses a fancier font for a bit more visual interest.

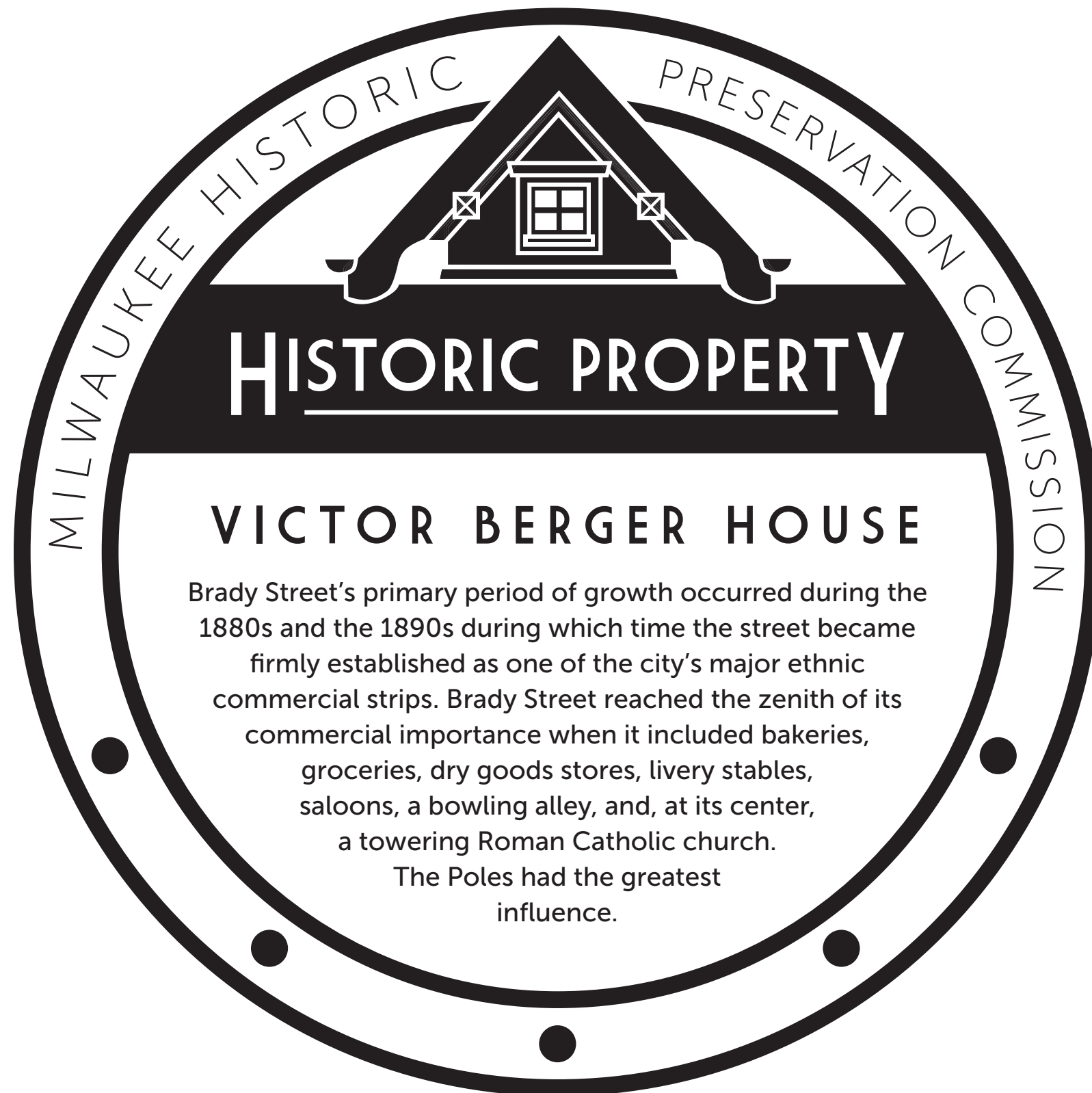
The smaller property name allows for bigger, wider lettering in the body paragraph, which maximizes legibility without losing any of the word count.

Of course, the logo’s original feel is lost by removing the Garamond font family, and the plaque takes on an entirely new feel with vintage sans serif fonts and house image.

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## ROUND

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One more sans serif option, with an art deco style font in place of both the “historic property” text and the property name. Museo remains in the body paragraph and arching MHPC text.



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# SIZES

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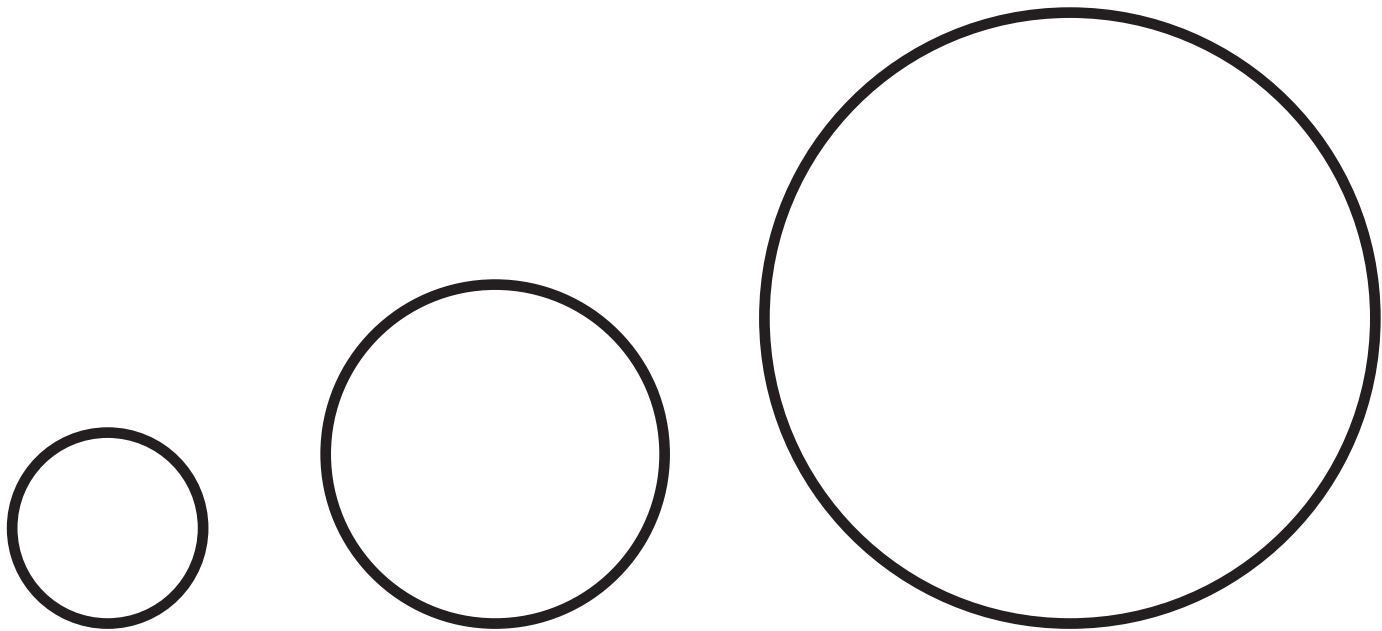
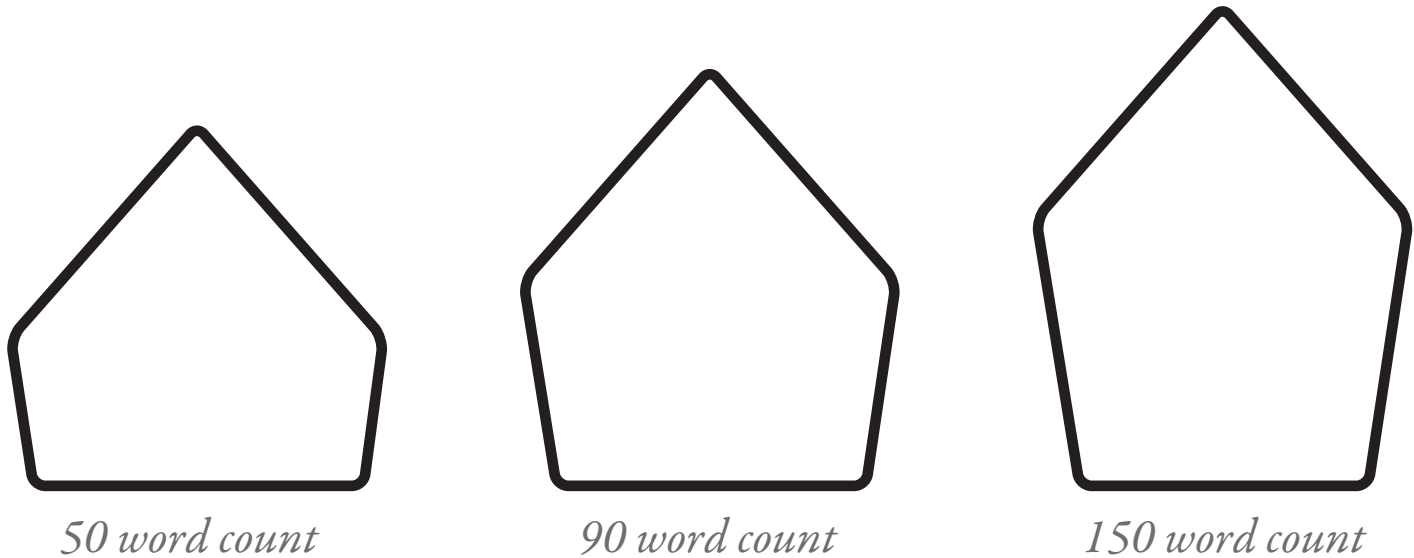
*Text size is the limiting factor for both designs.*

*Pentagonal:*

By including the logo in its entirety, the minimum width for the pentagonal shape will be the previously mentioned 17 $\frac{2}{3}$ " and the vertical dimensions will be scalable to the content.

*Round:*

If a perfect circle is always desired, the minimum diameter is 7 $\frac{1}{2}$ " and will only accommodate 10-20 words in the body paragraph. There is no maximum diameter, except by manufacturer's restraints.



variable word count by diameter

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## WEATHERING

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### *Bronze*

The appeal of bronze is often its developing patina over time, from polished gold tones to varying browns, and eventually textured greens and teal tones.

These examples from the Pabst Theatre show varying stages of weathering. Assuming that the years referenced in the text correspond directly to the date they were cast and installed, we can assume a similar appearance for the HPC plaques after 23 and 47 years, respectively.

Note that the Park Service plaque (top) appears to use black, or very dark brown paint, which has chipped to reveal more weathering underneath. The paint will not stop the process, but there are clear coatings that can be applied annually to mitigate the weathering process if desired.





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## WEATHERING

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### *Aluminum*

Aluminum is prone to oxidation that doesn't change its color so much as its texture and sheen. It starts out as a shiny, smooth, polished metallic surface and becomes dull, light gray, and slightly scaly, as seen in the top photo.



The bottom photo shows a much more advanced state of weathering, where the scaly texture is much more pronounced, and removal will take off some of the aluminum itself, which may impact small, delicate lettering on a plaque.



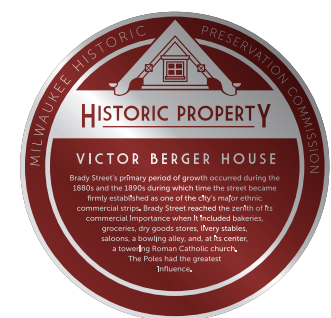
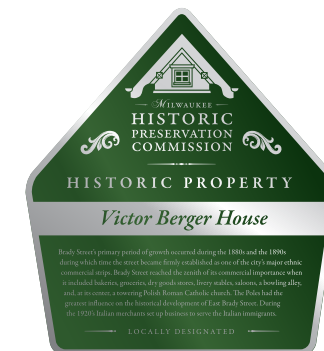
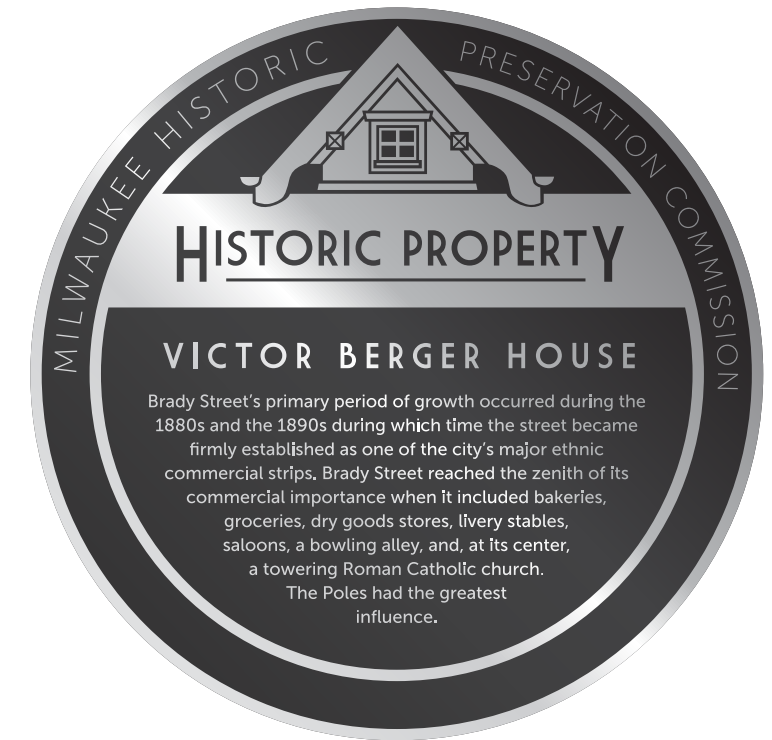
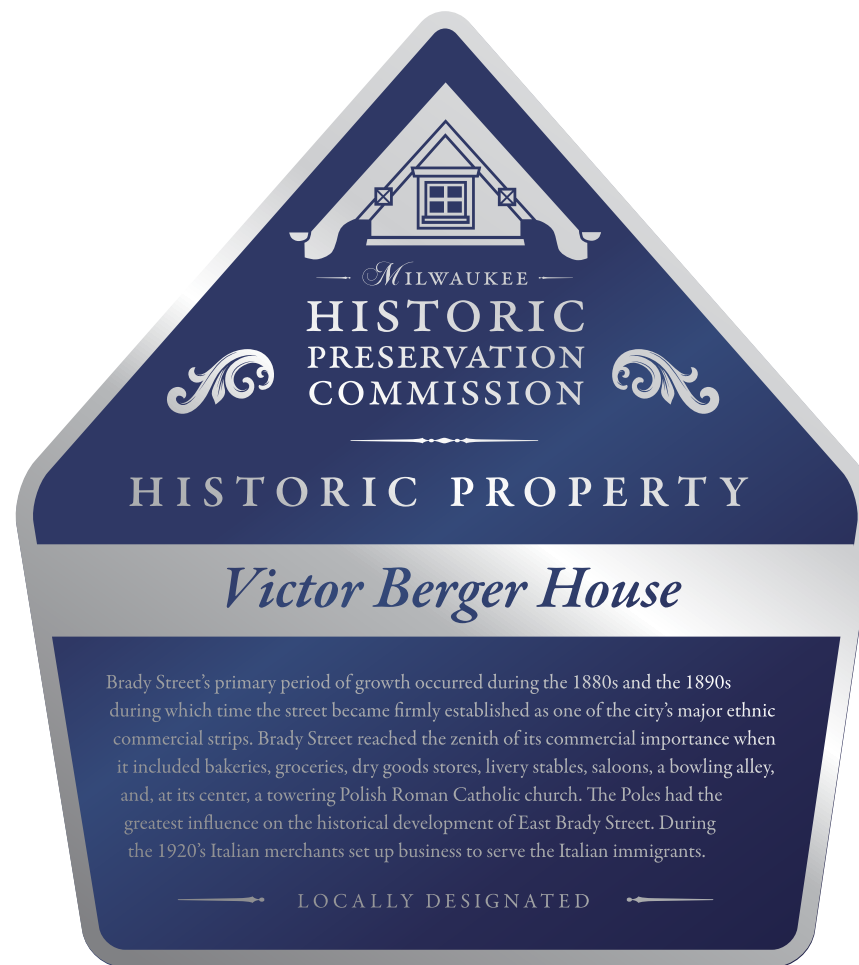
An advantage of aluminum is that colors will “pop” much more against it, and its weathered color will not change that very much. Again, there are clear coatings to help mitigate the weathering process if desired.

## COLORS

As seen with the round, blue plaques from London, colors can be added via enamel paint as requested. Exact color options depend on the vendor chosen.

Bronze will be best suited to dark brown or black paint, since it will eventually develop a green patina of its own. No paint is also an option, relying entirely on the shiny finish of the raised lettering and border to “pop” against the raw bronze relief.

Aluminum can accommodate a much wider variety of colors, but will not be successful without paint.

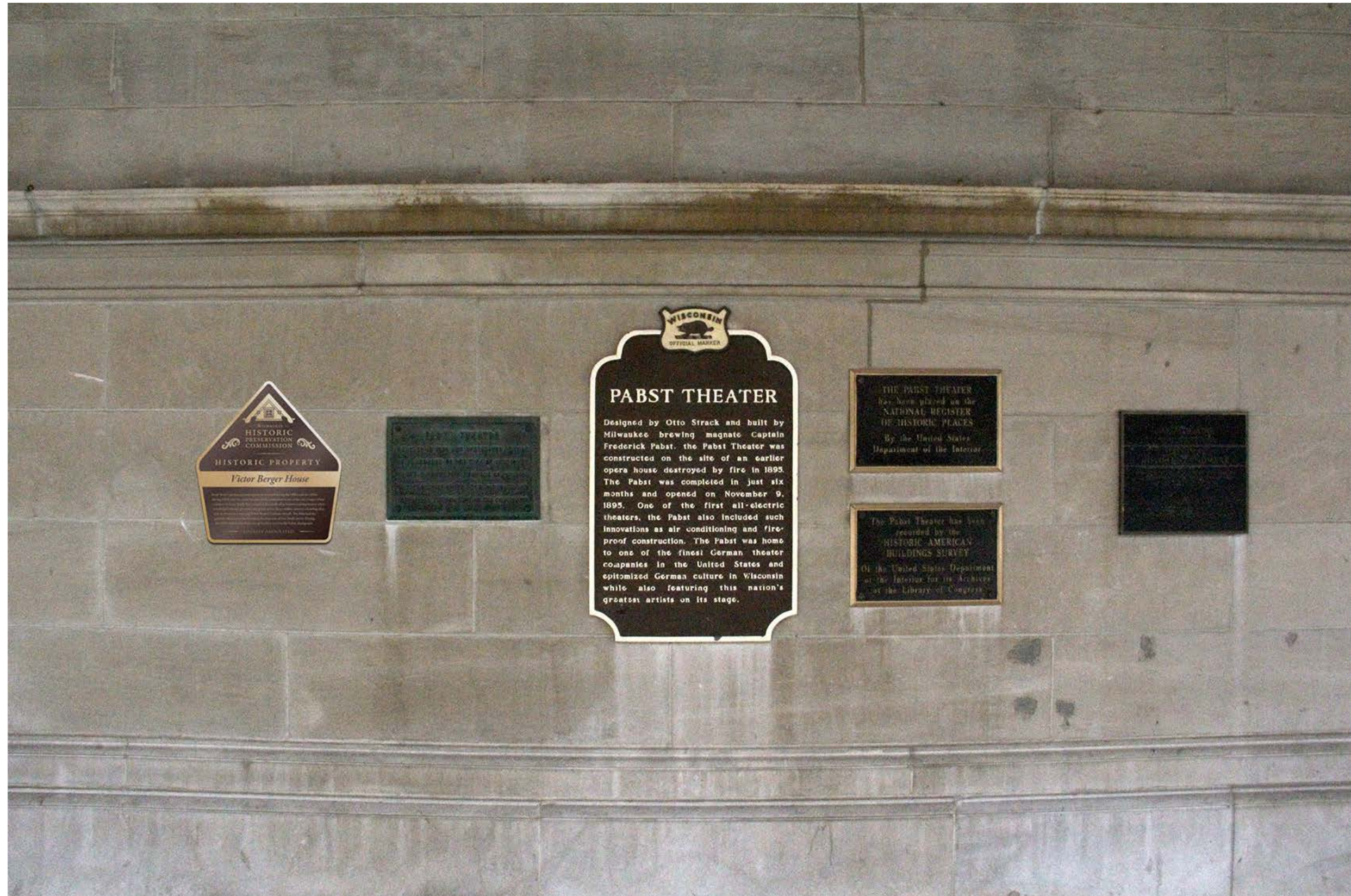




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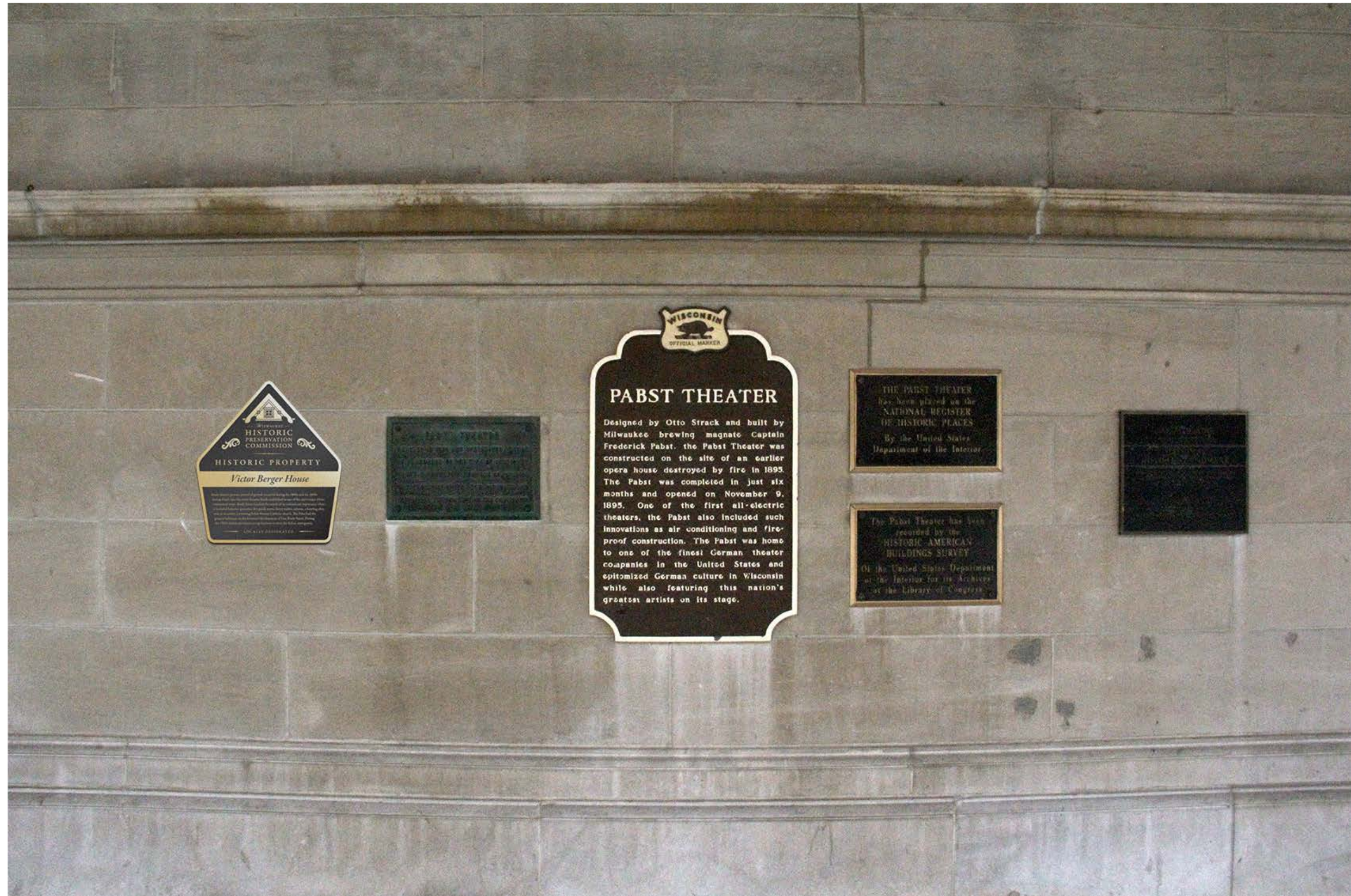
## COLORS

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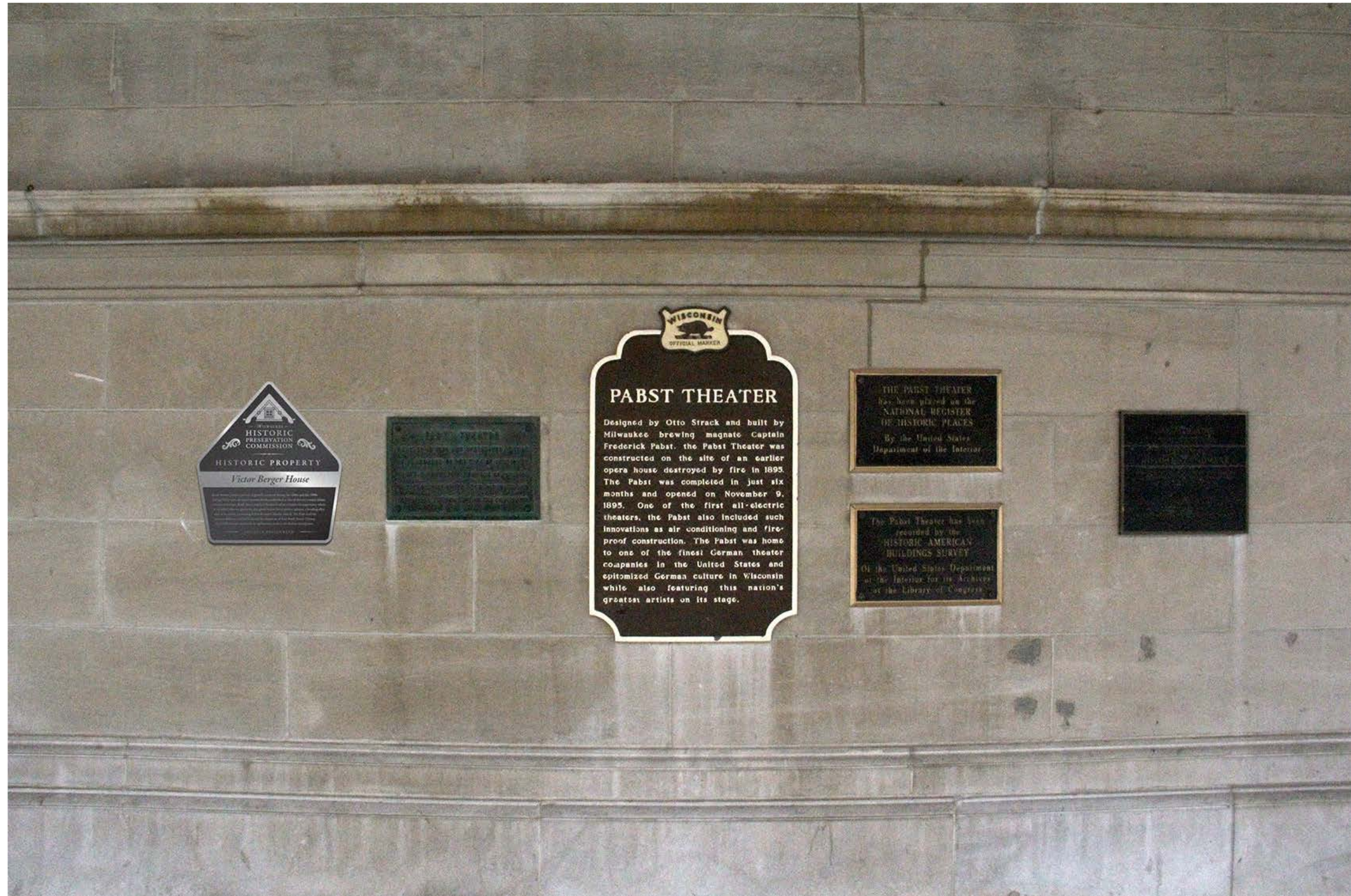


## COLORS





## COLORS

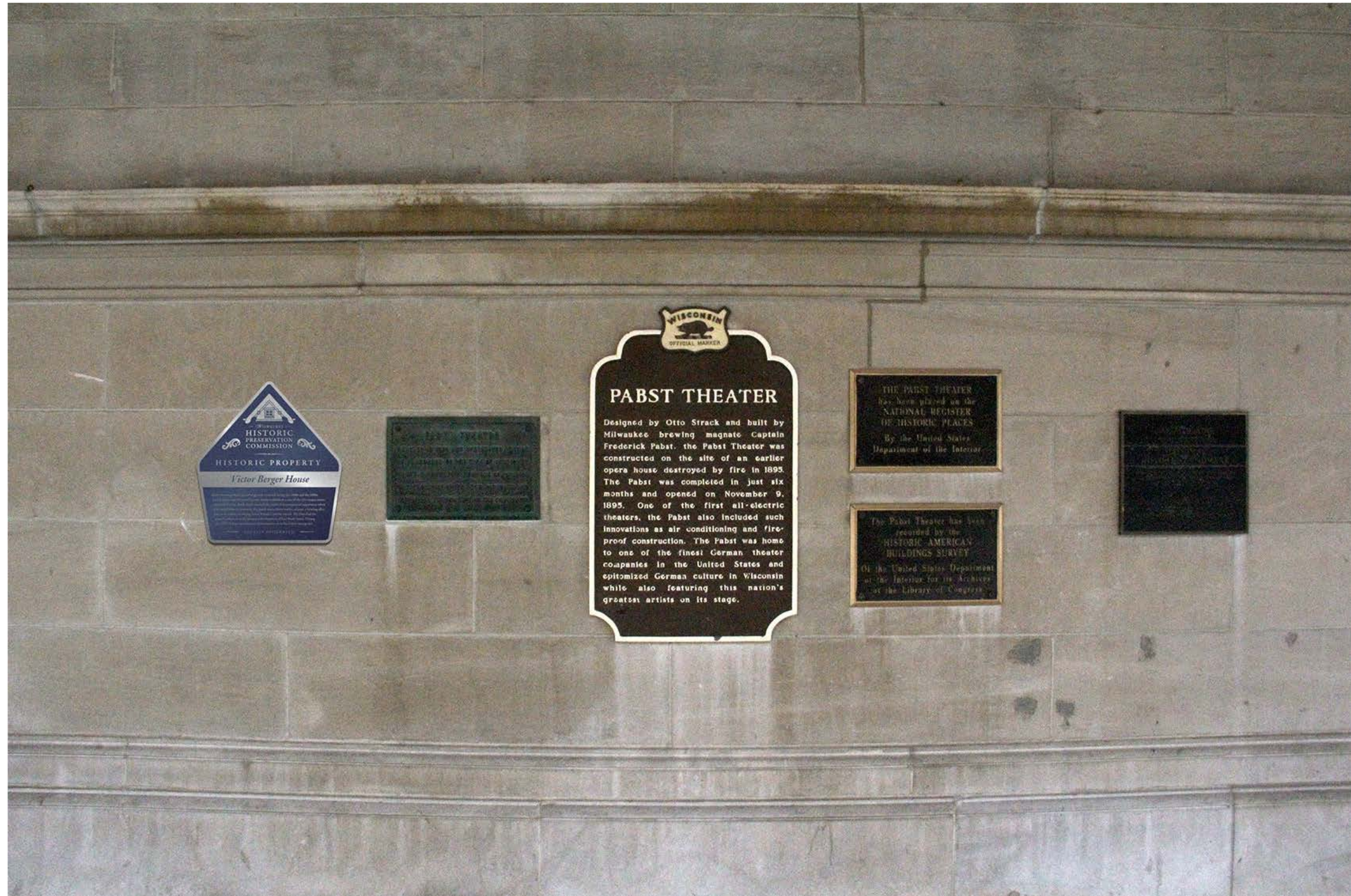




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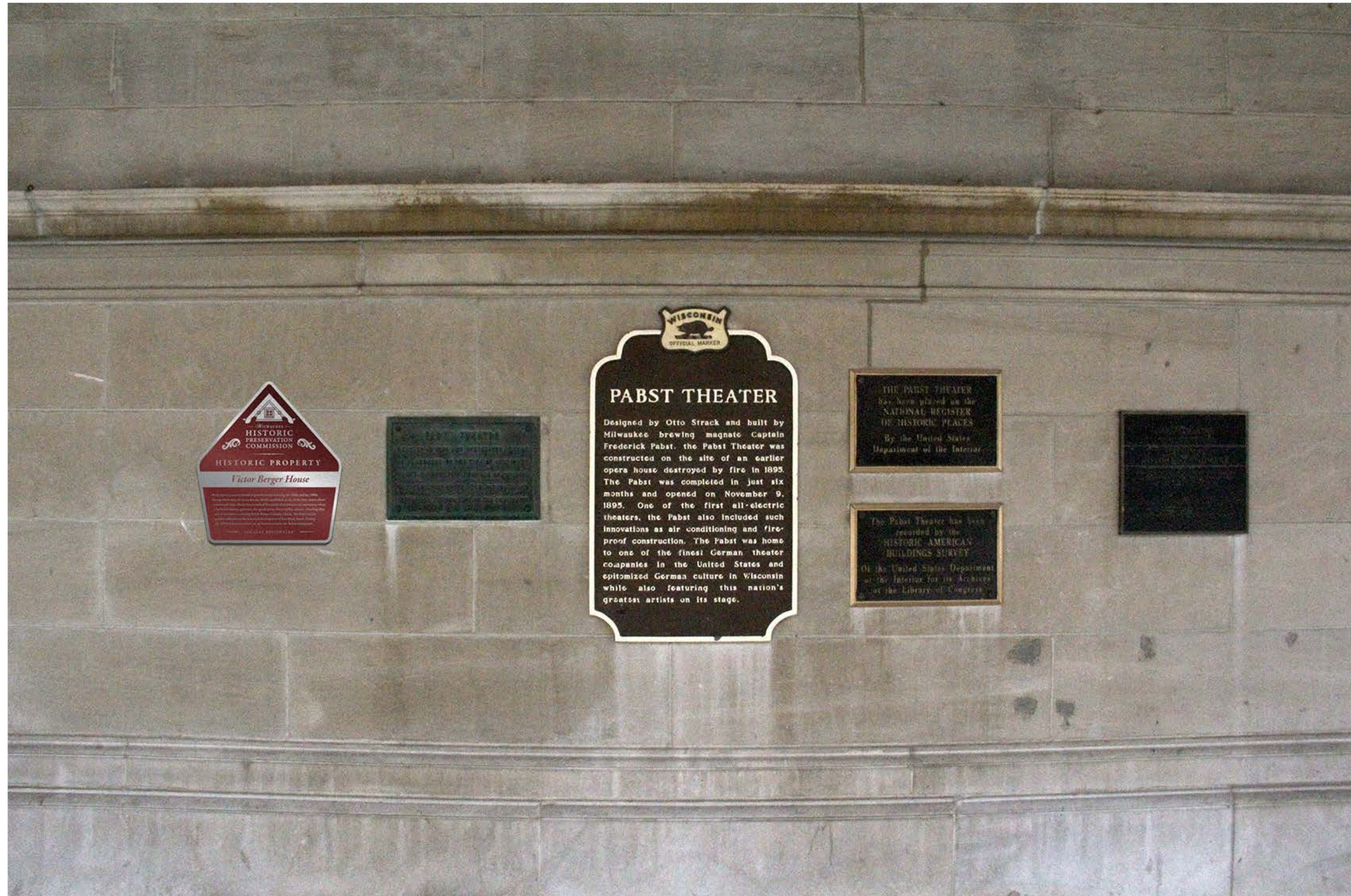
## COLORS

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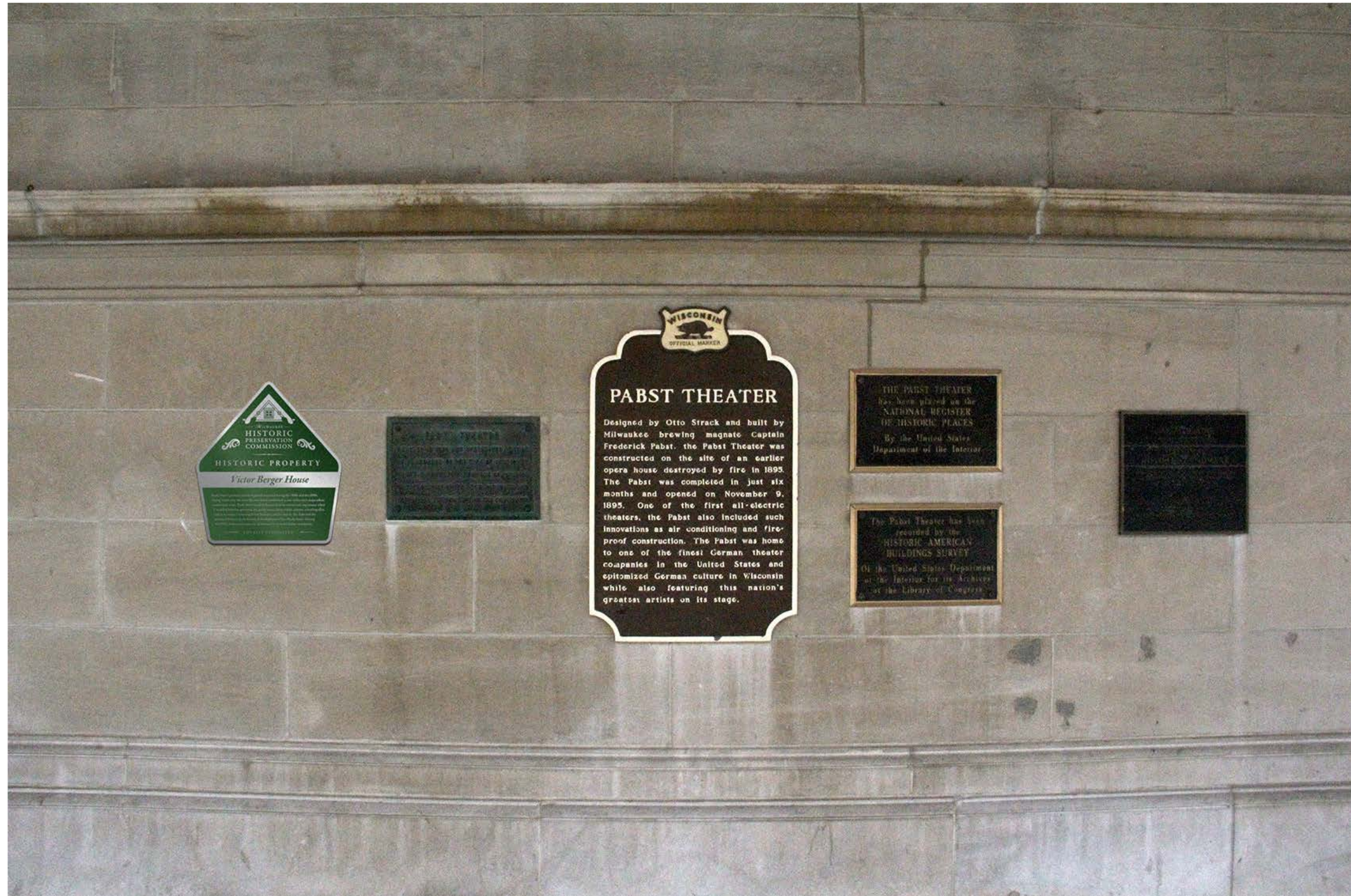


## COLORS



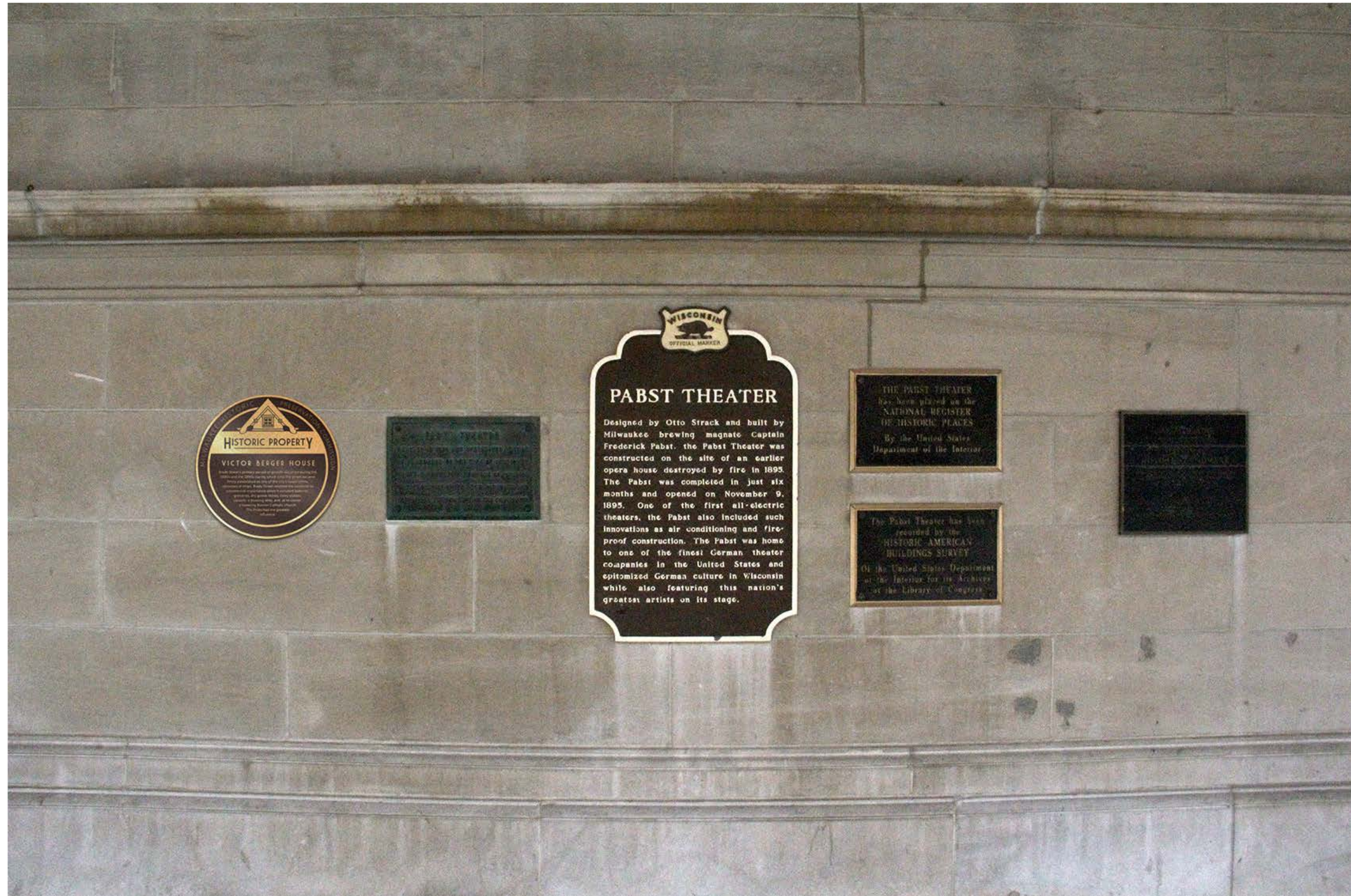


# COLORS





# COLORS

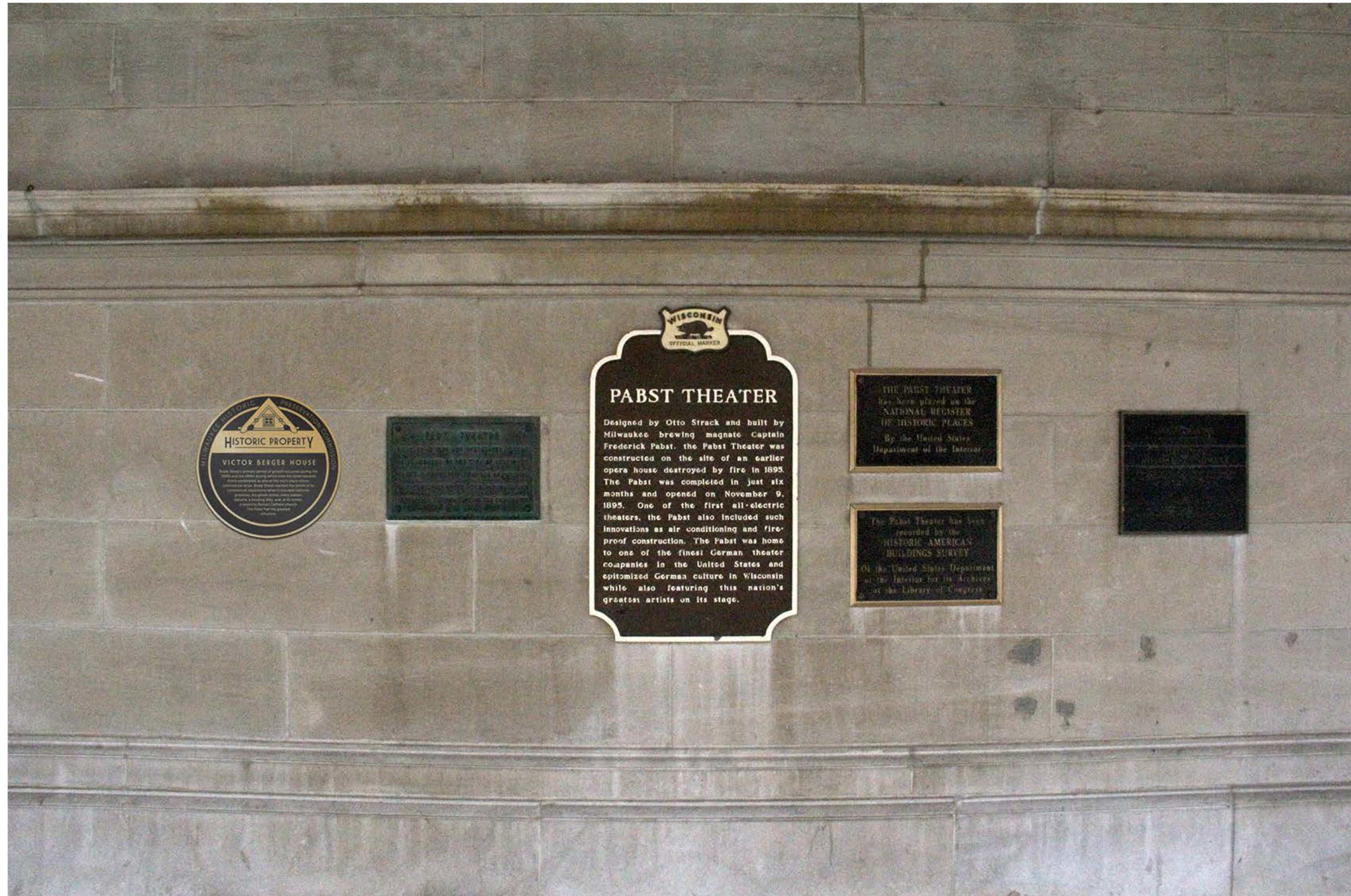




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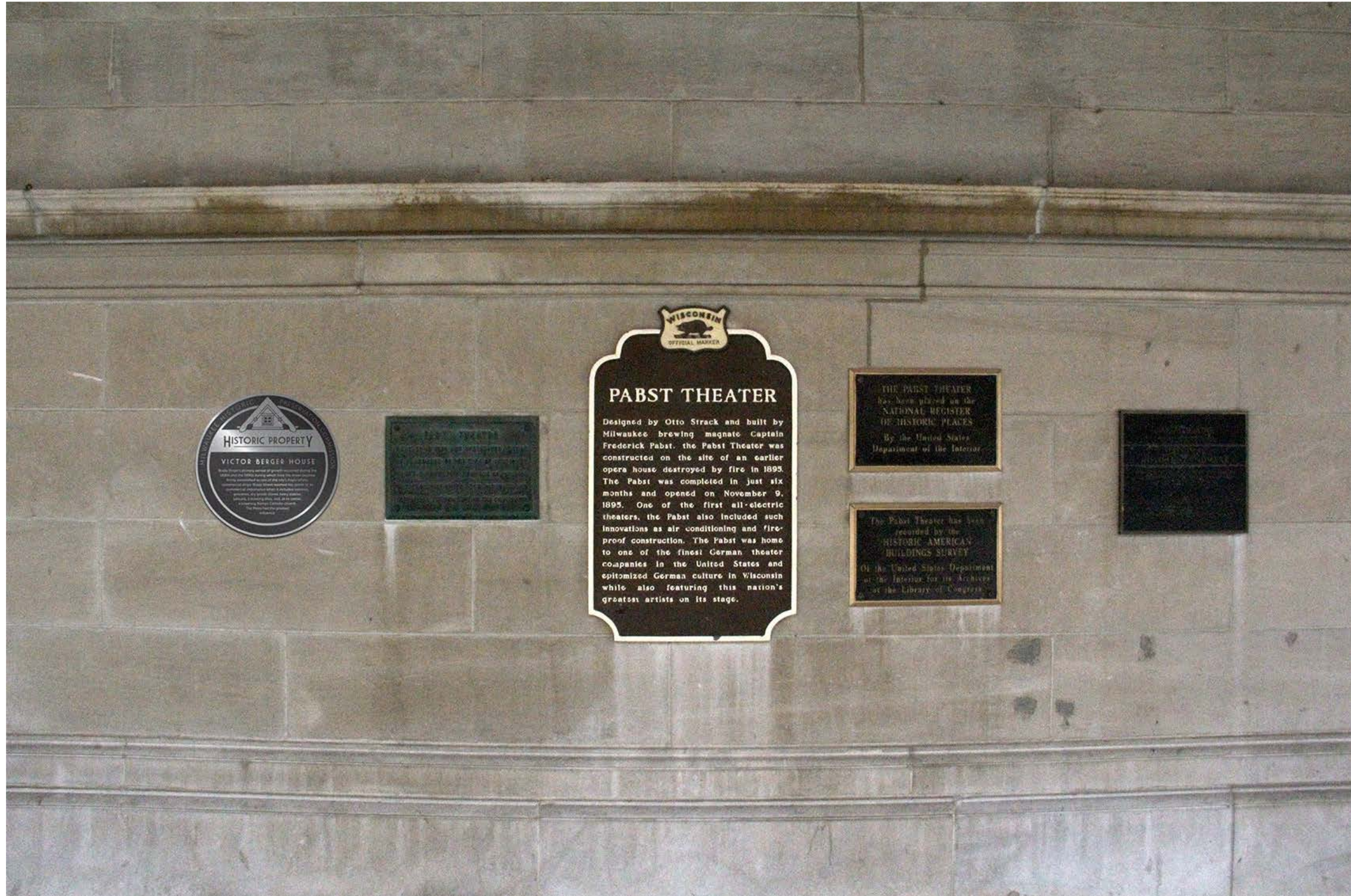
## COLORS

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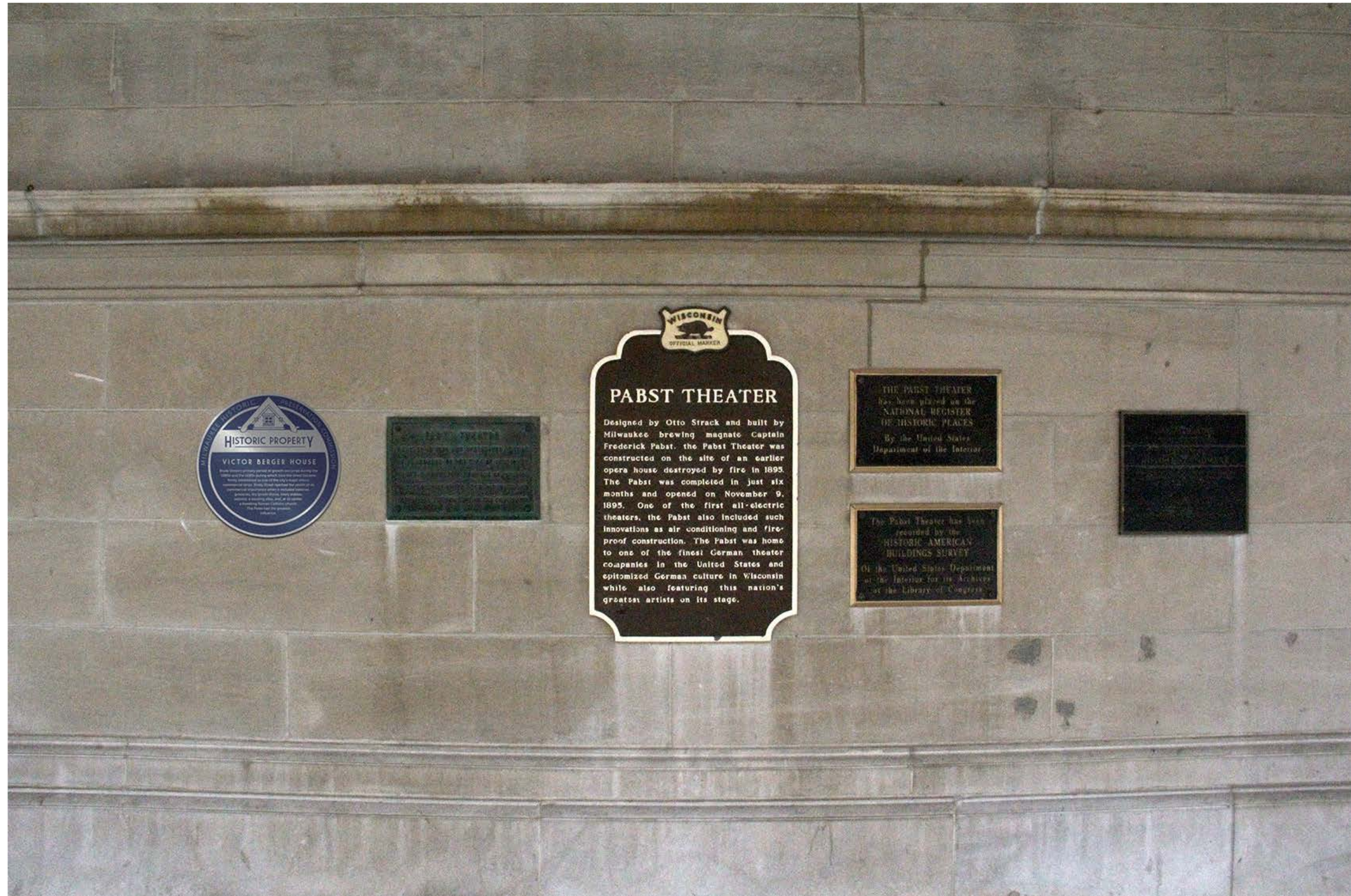


## COLORS



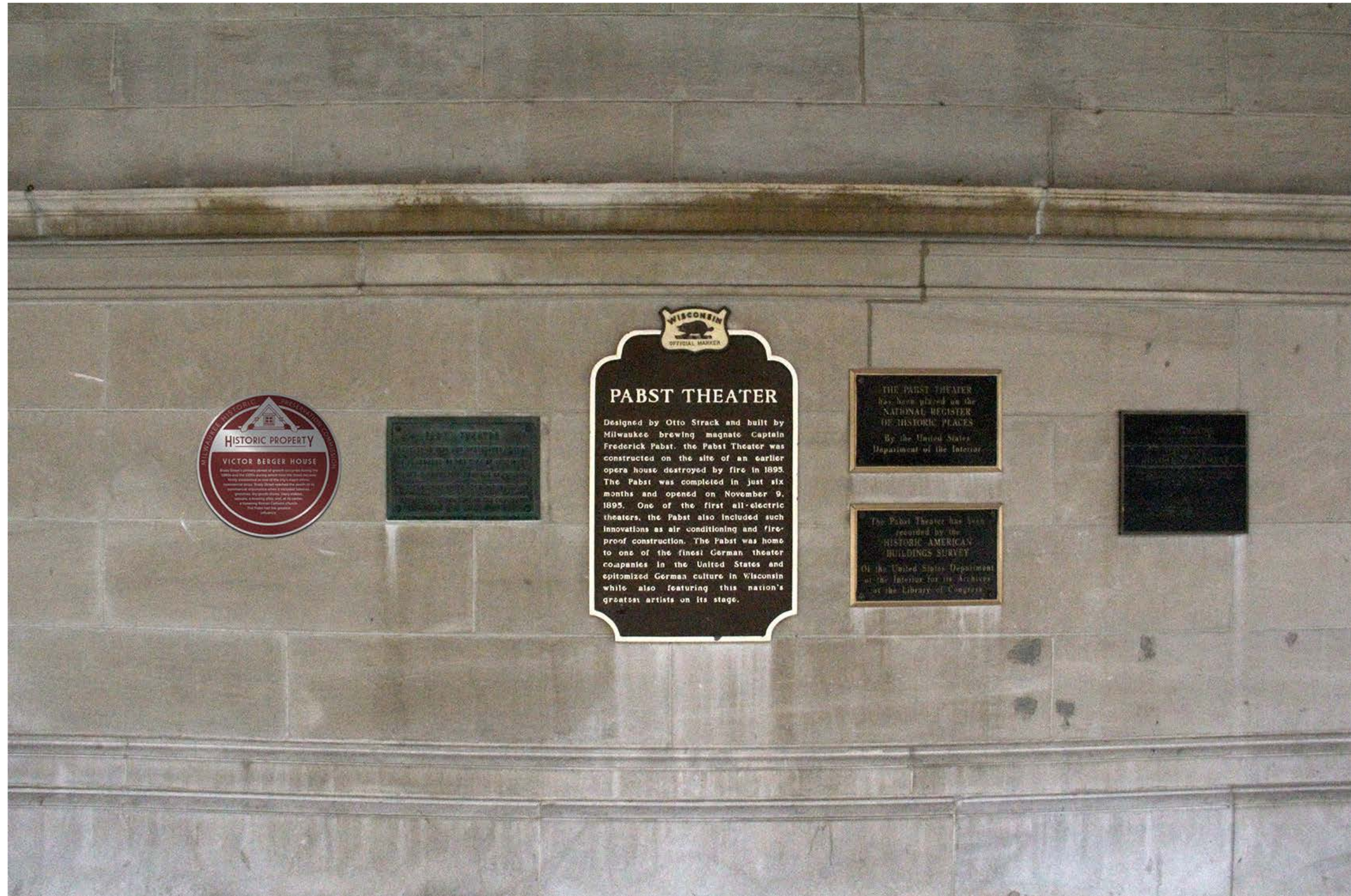


# COLORS



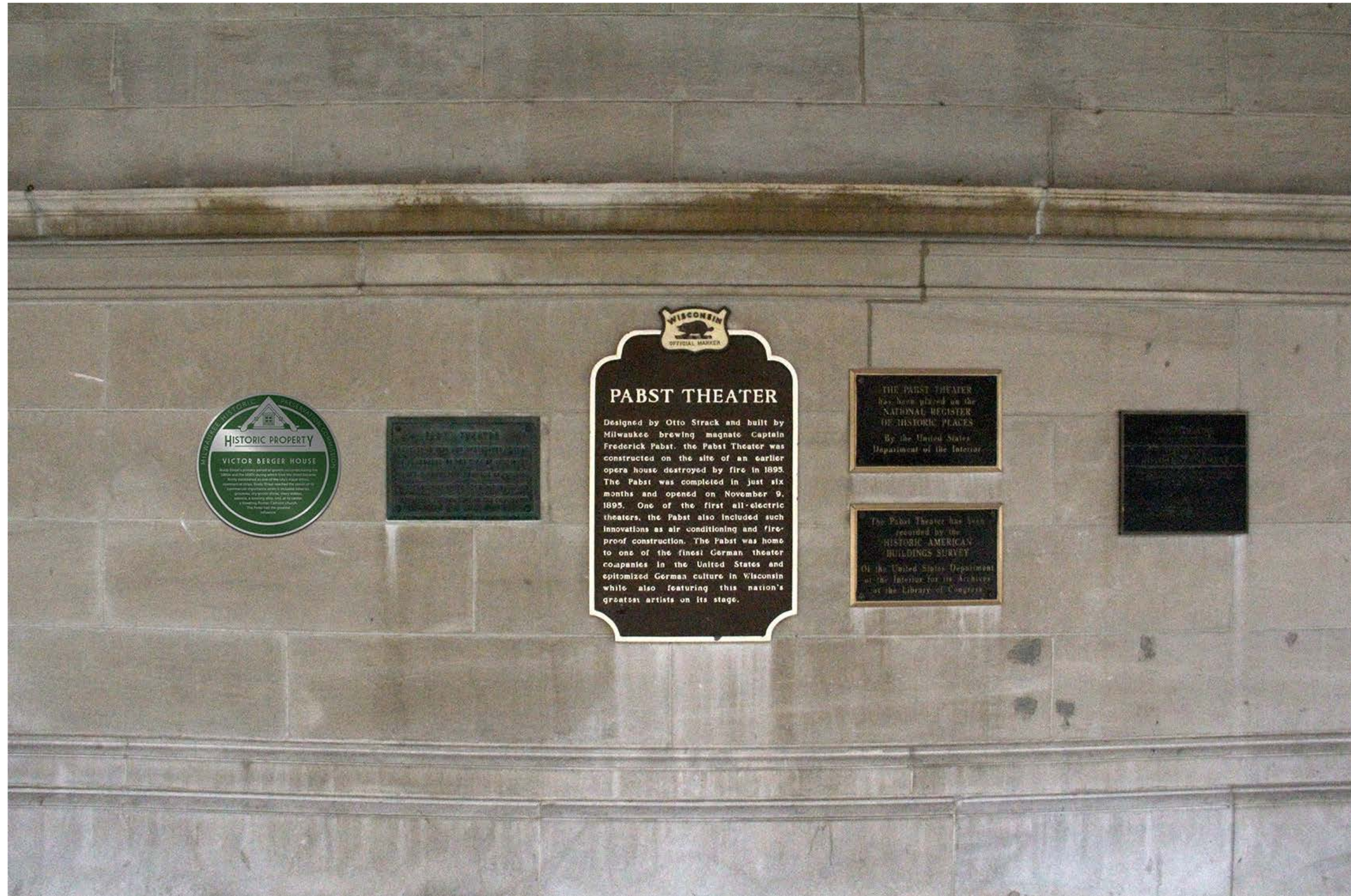


# COLORS





# COLORS





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## S U M M A R Y

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### *Shape*

- Pentagon can accommodate full logo – most “brand equity”
- When using the full logo, only serif text options make sense
- Round plaque must break up logo elements
- Lack of logo’s exact lettering allows for use of sans serif fonts

### *Size*

- Round plaque style can scale down to 7½” diameter
- Pentagon is stuck at 17⅔” wide, barring logo changes

### *Metal*

- Bronze lasts a very, very long time, and has desirable patina
- Aluminum is cheaper, more compatible with colors, still lasts a long time

### *Text*

- Serif vs. Sans
- Which one?

### *Colors*

- Bronze can have brown, black, or none to look its best
- Aluminum can have any color, “pops” more than bronze
- Which one?