

Guidelines for designing the Windham Welcome Signage

The Town of Windham has been in the review process of designing new Town entrance and wayfinding signage for our Community and Visitors. The ad-hoc committee on signage recently completed a citizen survey and found these following attributes outlined below would be desirable for new Town signage.

If you would like to participate in helping to design a new Town entrance sign, please submit one or more designs for consideration with the following parameters listed below. The Town will then choose the contending designs and present them to the Town Council for selection of the final design of the entrance sign, which will then be used as the basis for the wayfinding signage. The full survey results are on our web site for your review and consideration in designing your signage.

The Town reserves the right to combine or modify any design submitted. Should the Town decide to move forward with your design we would acknowledge the artist(s), all rights to the design/application/modifications would become the Towns.

The committee looked at five major categories.

A) The participants voted on different font's for the signage and the winner was.



Font = LoveChild

For the design purposes you can use a font you are most familiar with, the final font for the signage will be LoveChild

B) We asked the community to provide various symbols/characteristics of what they saw in Windham.

These were the favorite symbols ranked:

- 1) Lakes
- 2) Trees
- 3) Covered Bridge
- 4) Trails
- 5) Mountains
- 6) Rivers
- 7) Birds

Additional symbols suggested

- 1) Eagle
- 2) Loon(s)
- 3) Covered Bridge/River/Trees
- 4) Windham Eagle Mascot

- C) The committee determined that the entrance sign should have no more than 8 colors (including white and black). The signs would be manufactured by a professional sign maker. Post would be aluminum, painted or vinyl.**
- D) The submitted design can be black and white or color. The detail level is your choice. The proto-type design can be 8 1/2 X 11, 8 1/2 x 14 or 11 x 17.**
- E) The final size of the entrance sign is to be determined and could be portrait or landscape. Estimated final size would be 30 to 36 inches by 60 to 72 inches.**

The submissions should be to the Town Manager's office and can be either emailed, dropped off or postal. Submissions should be by July 8th, 2024. The ad-hoc committee will review, and the Town Council will discuss on the August 13th meeting.

