



# RONALD MCDONALD HOUSE CHARITIES BALTIMORE CHAPTER

07.13.17

**BHC**  
ARCHITECTS

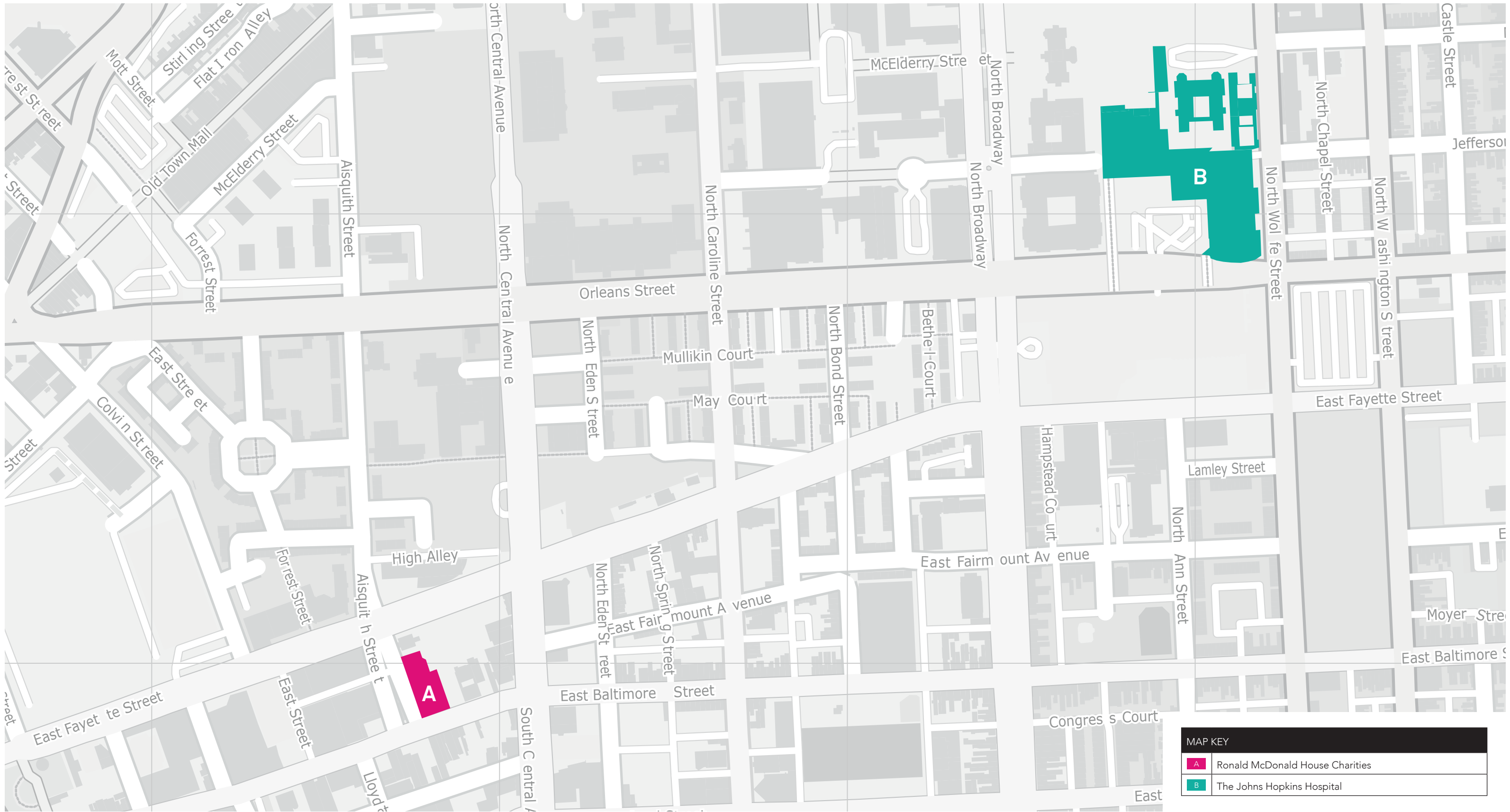
OWNER/DEVELOPER  
BEATTY, HARVEY, COCO ARCHITECTS  
650 S. EXETER ST.  
SUITE 200  
BALTIMORE, MD 21202

DEVELOPER  
BEATTY DEVELOPMENT GROUP  
1300 THAMES ST.  
SUITE 10  
BALTIMORE, MD 21231

**YOUNTS  
DESIGN  
INC.**

SIGNAGE CONSULTANT  
YOUNTS DESIGN INC.  
3600 CLIPPER MILL ROAD  
SUITE 410  
BALTIMORE, MD 21211





# VICINITY MAP

**BHC**  
ARCHITECTS

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**RONALD MCDONALD HOUSE CHARITIES BALTIMORE**  
**SIGNAGE CONCEPT PACKAGE**





## VIEW FROM JOHNS HOPKINS CHILDREN'S HOSPITAL



OWNER/DEVELOPER  
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# SITE LOCATION

**BHC**  
ARCHITECTS

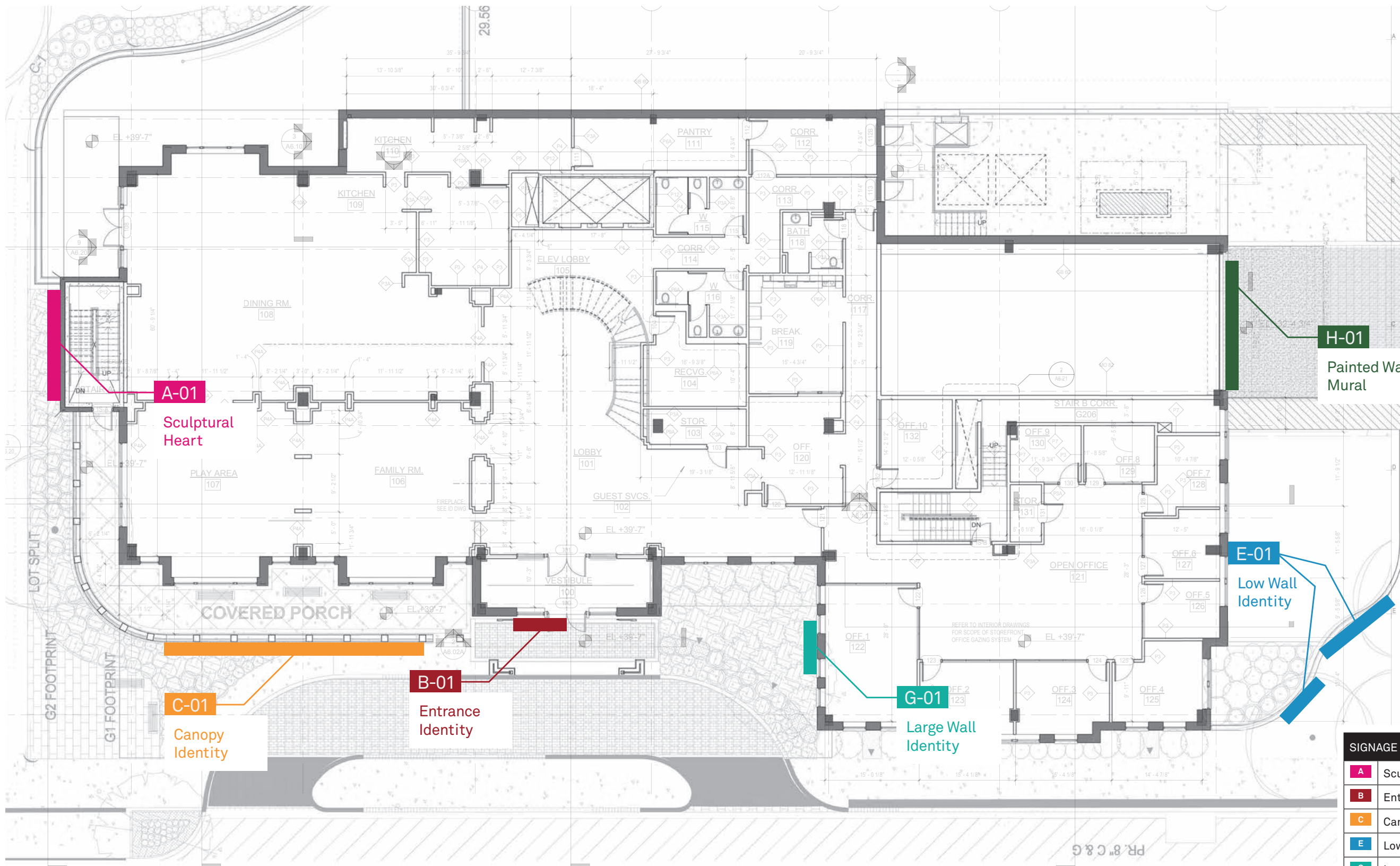
OWNER/DEVELOPER  
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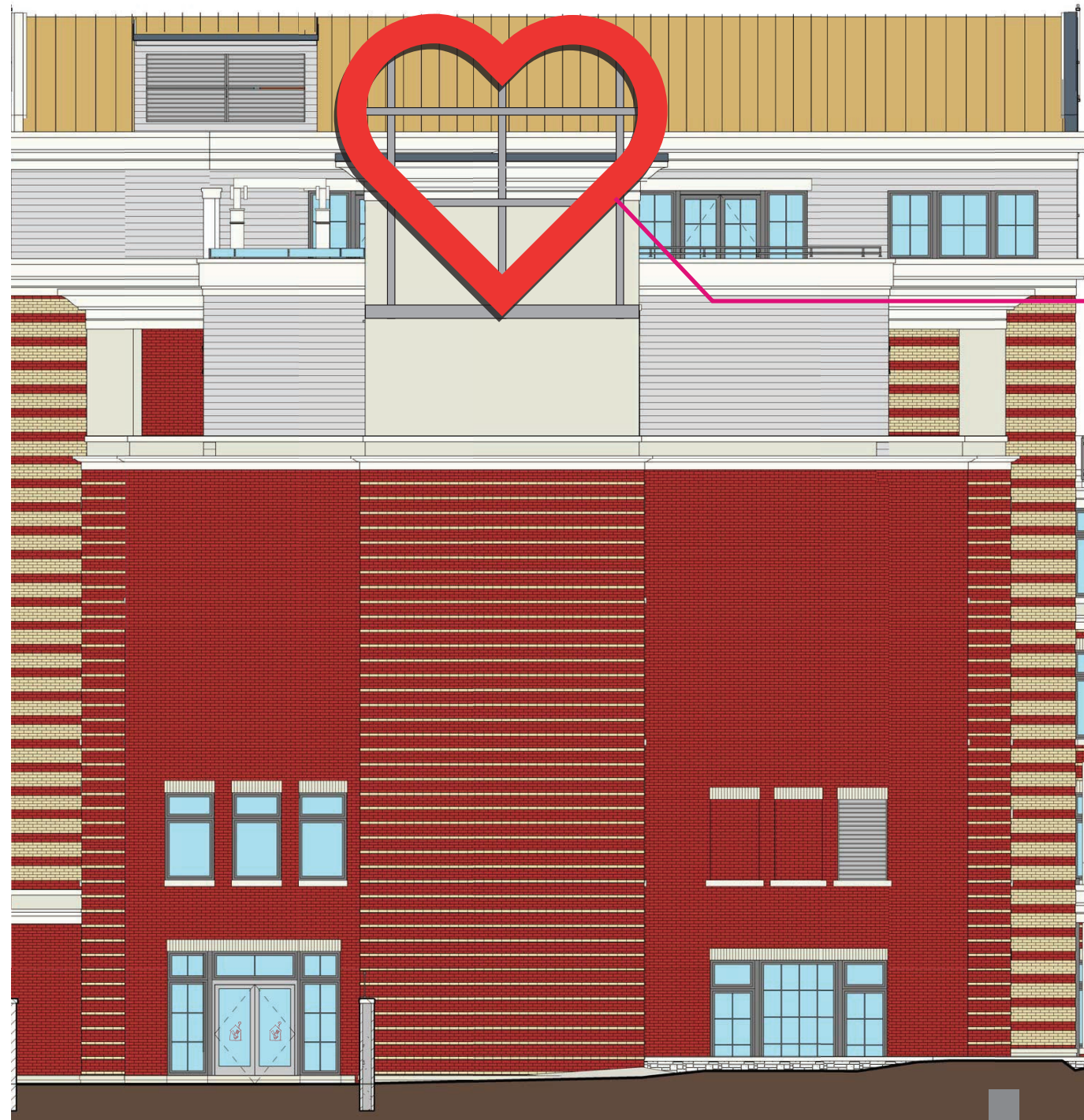




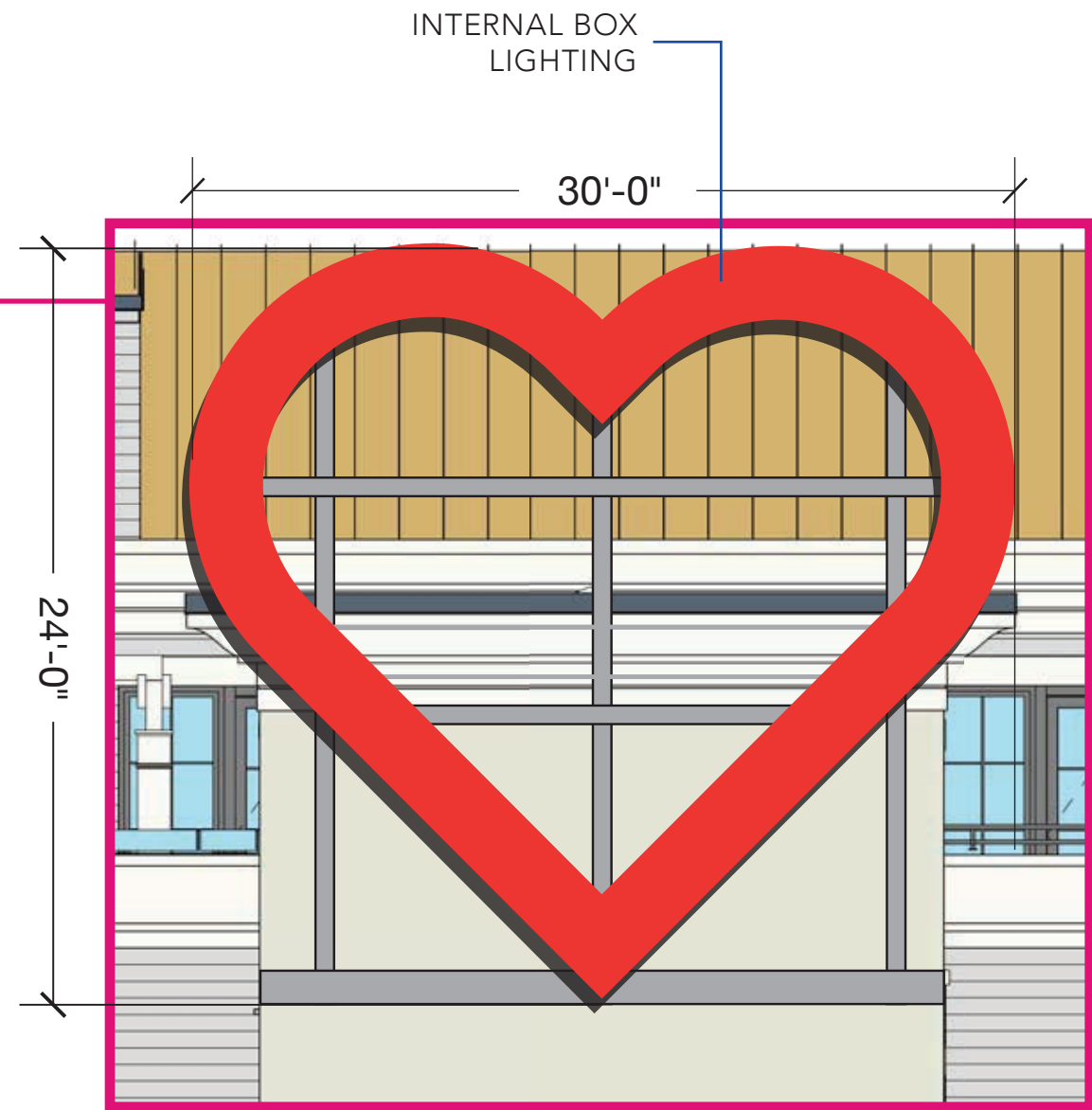
| SIGNAGE KEY |                     | QTY. |
|-------------|---------------------|------|
| A           | Sculptural Heart    | 1    |
| B           | Entrance Identity   | 1    |
| C           | Canopy Identity     | 1    |
| E           | Low Wall Identity   | 1    |
| G           | Large Wall Identity | 1    |
| H           | Painted Wall Mural  | 1    |

# SIGNAGE LOCATION PLAN – LEVEL 1



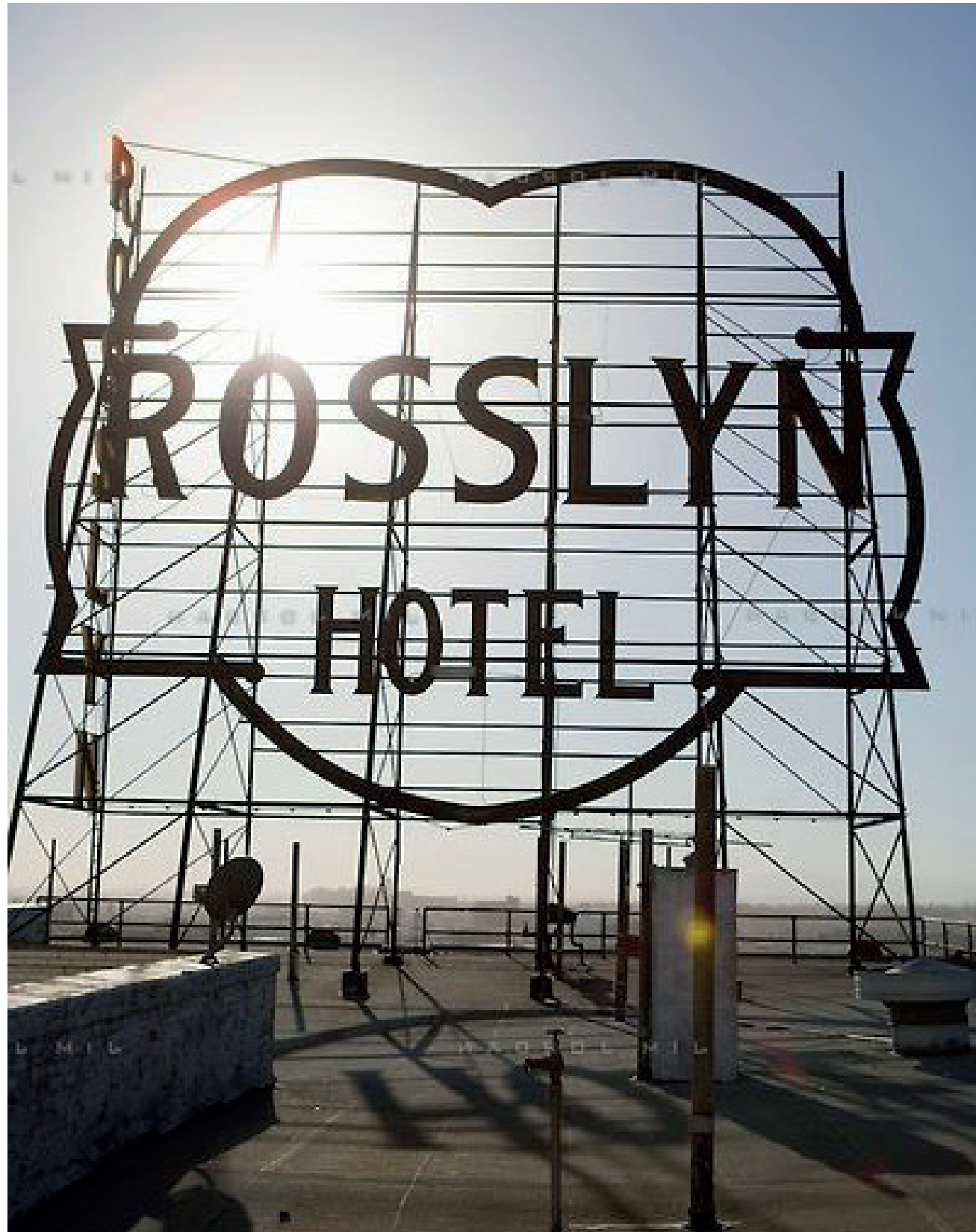


BACK ELEVATION



SCULPTURAL HEART A-01: BUILDING SIDE





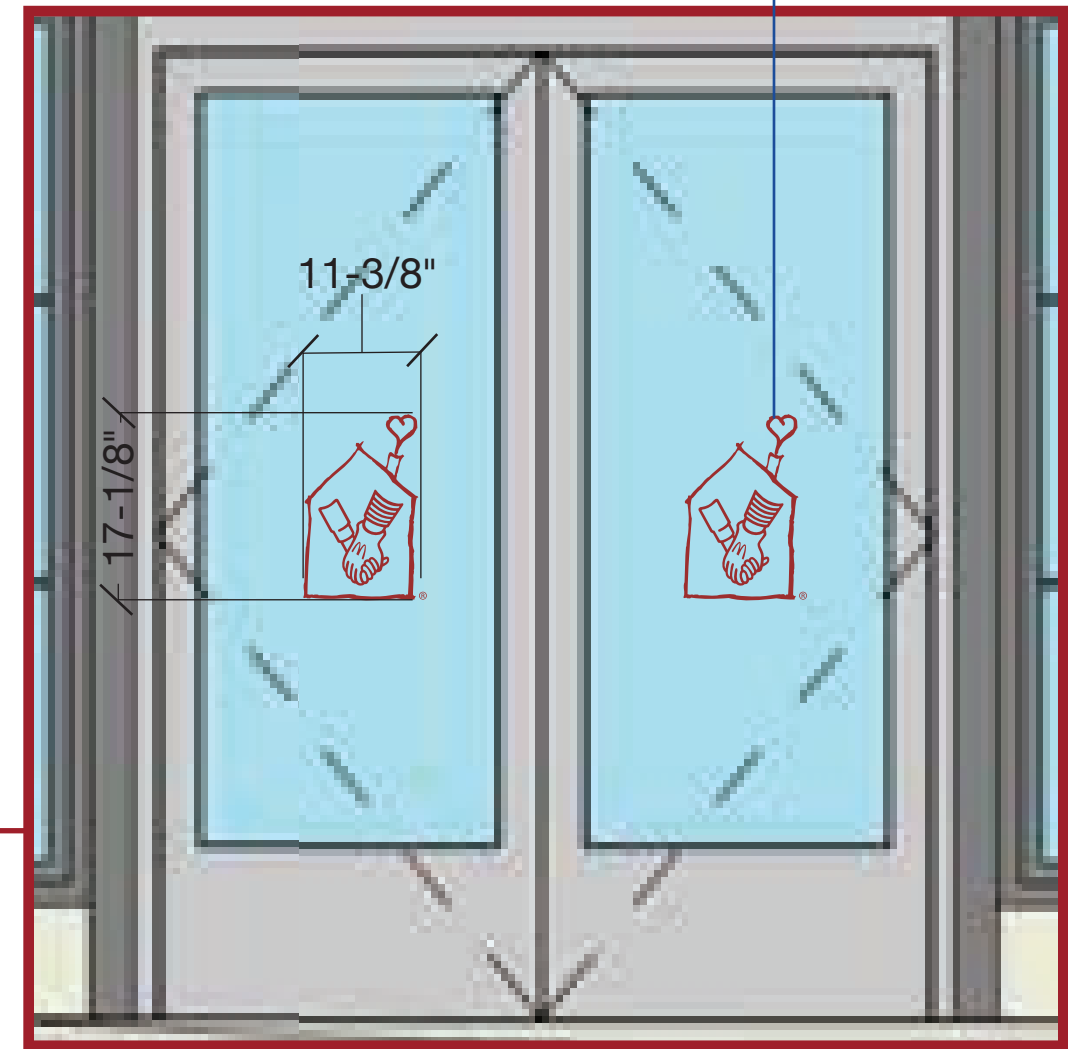
## EXAMPLES OF SCULPTURAL GRAPHICS





ASQUITH ST ELEVATION

APPLIED VINYL  
SECOND SURFACE



## ENTRANCE IDENTITY B-01: VINYL ON GLASS



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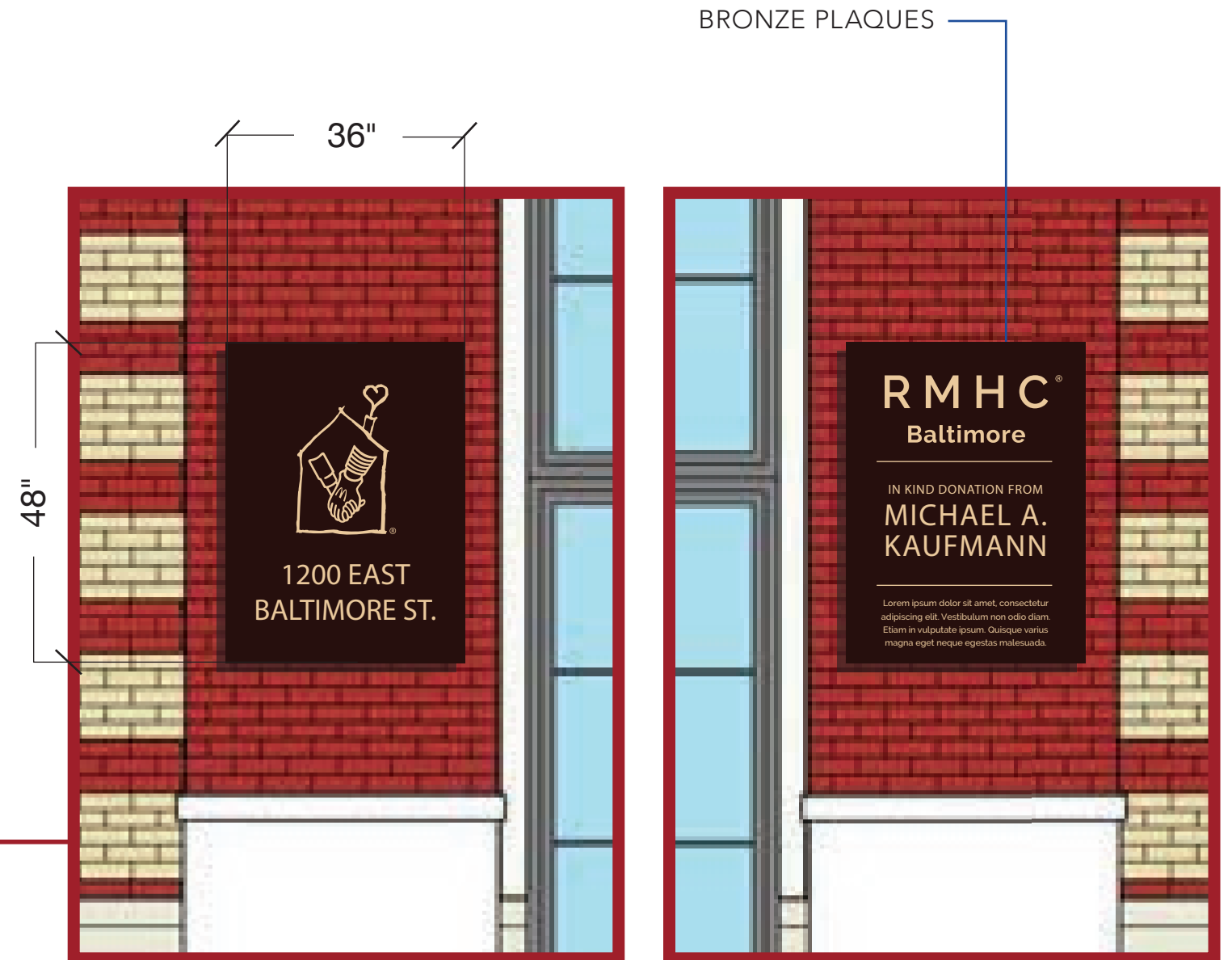


## EXAMPLES OF VINYL ON GLASS





ASQUITH ST ELEVATION



## ENTRANCE IDENTITY B-01: COLUMN PLAQUES



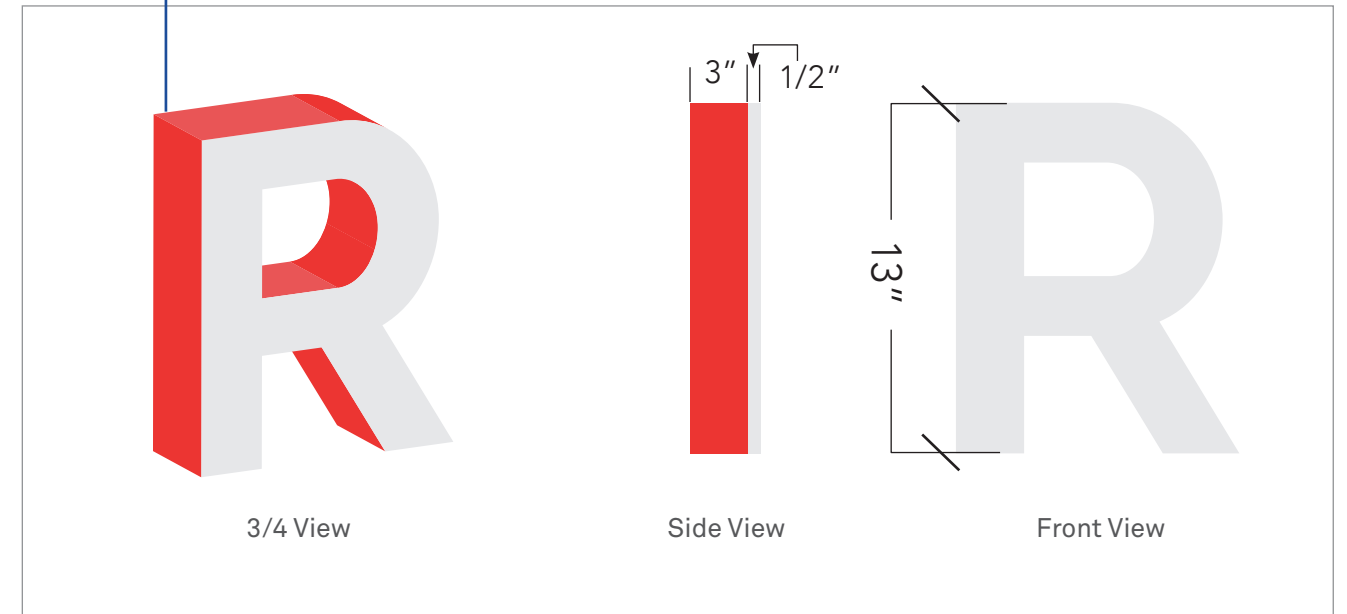


ASQUITH ST ELEVATION

Illuminated Returns (Red)  
 Non-Illuminated Faces (White)  
 LED Illuminated  
 Low Voltage Power Source  
 Bottom Mounted to Wireway

FONTS USED | RALEWAY EXTRA BOLD

PAINTED DIMENSIONAL LETTER DETAIL



CANOPY IDENTITY C-01: MOUNTED TO CANOPY



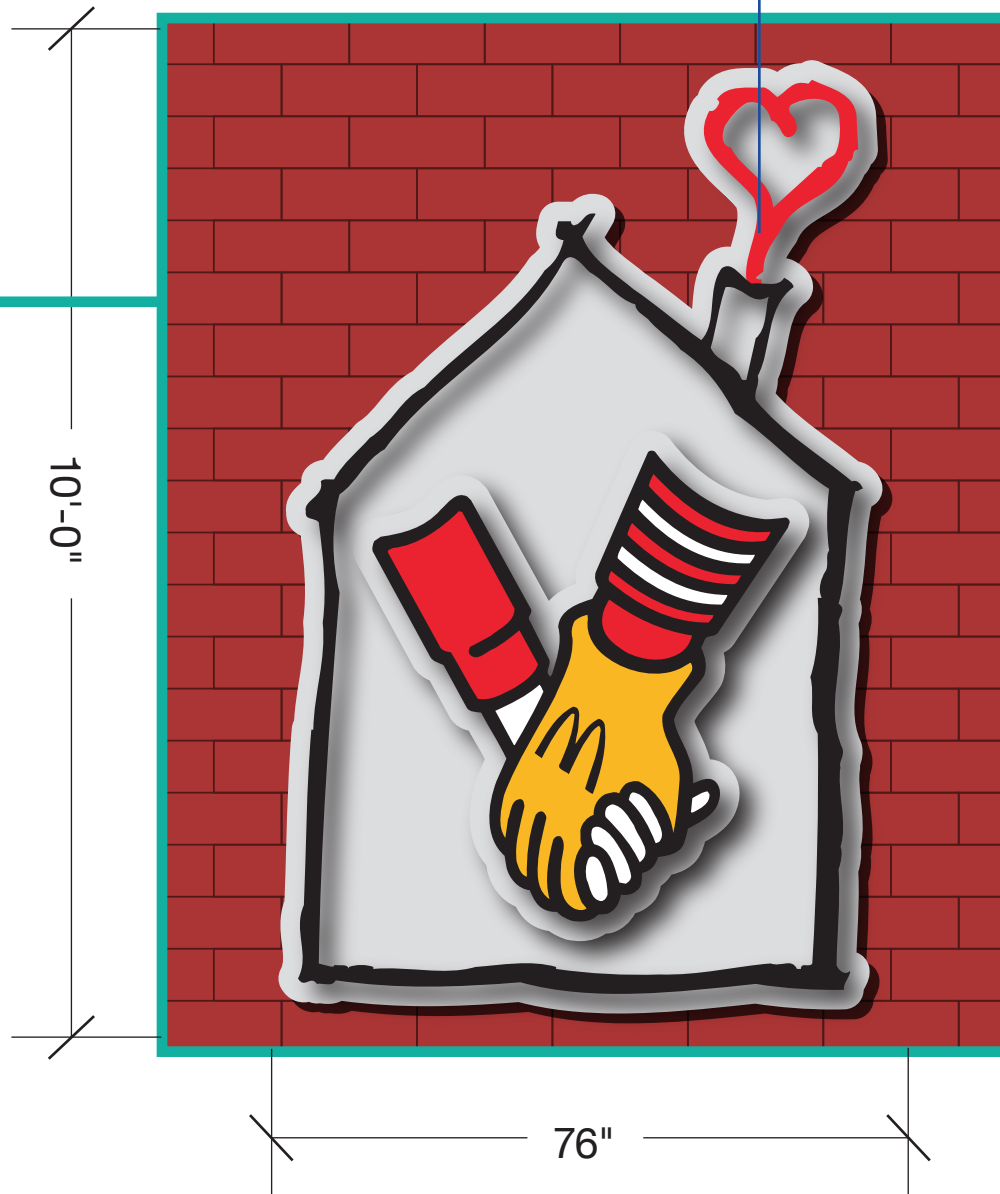


## EXAMPLES OF PAINTED DIMENSIONAL LETTERS





PAINTED ALUMINUM  
CUTOUTS ON 2"  
STAND-OFFS



NIGHTTIME VIEW



## LARGE WALL IDENTITY G-01



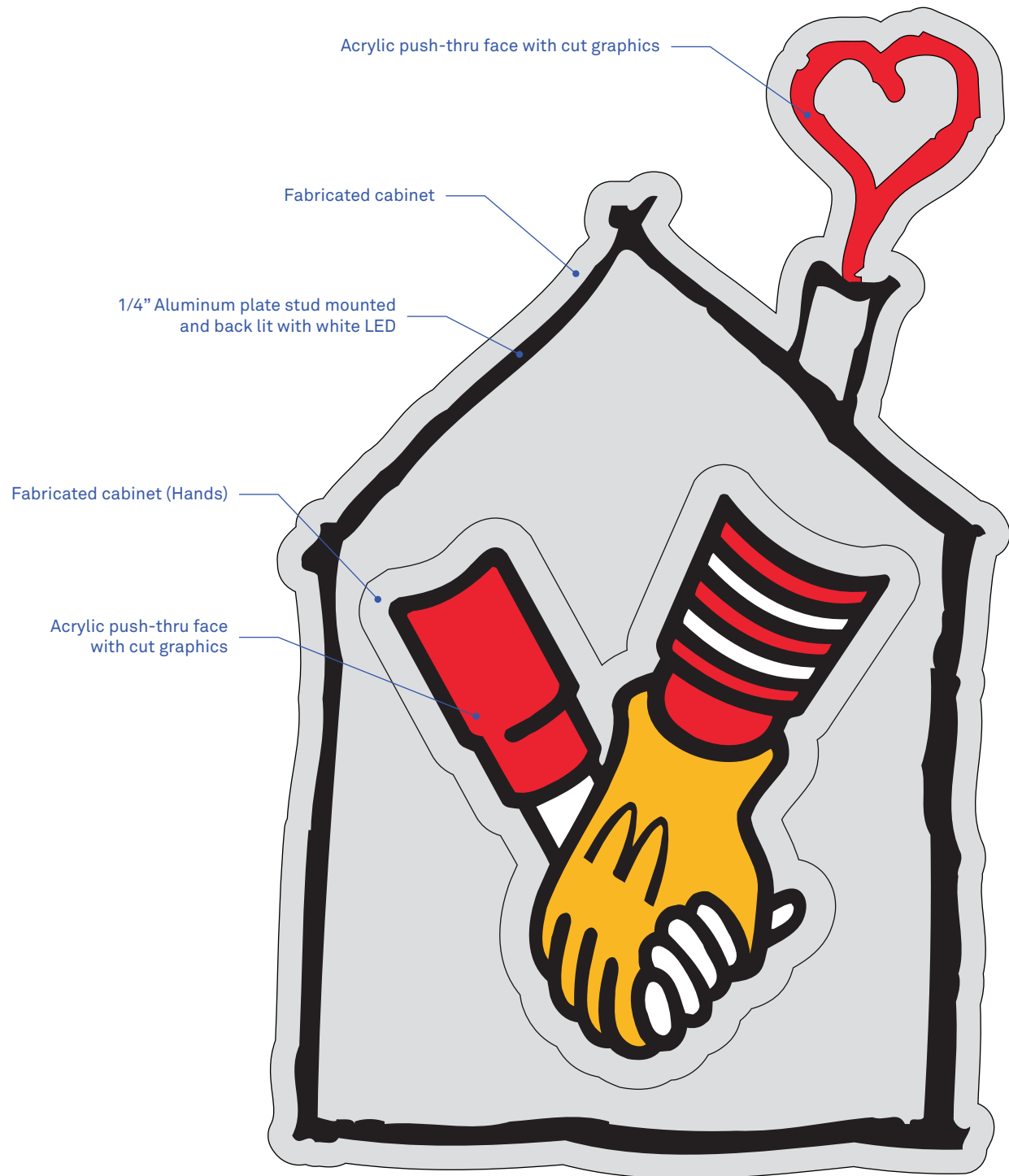
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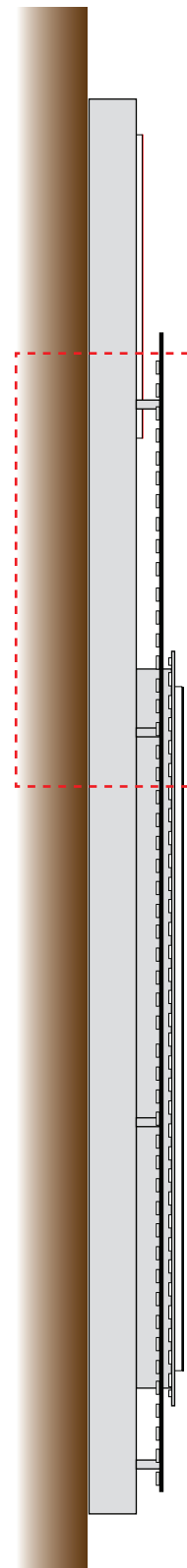
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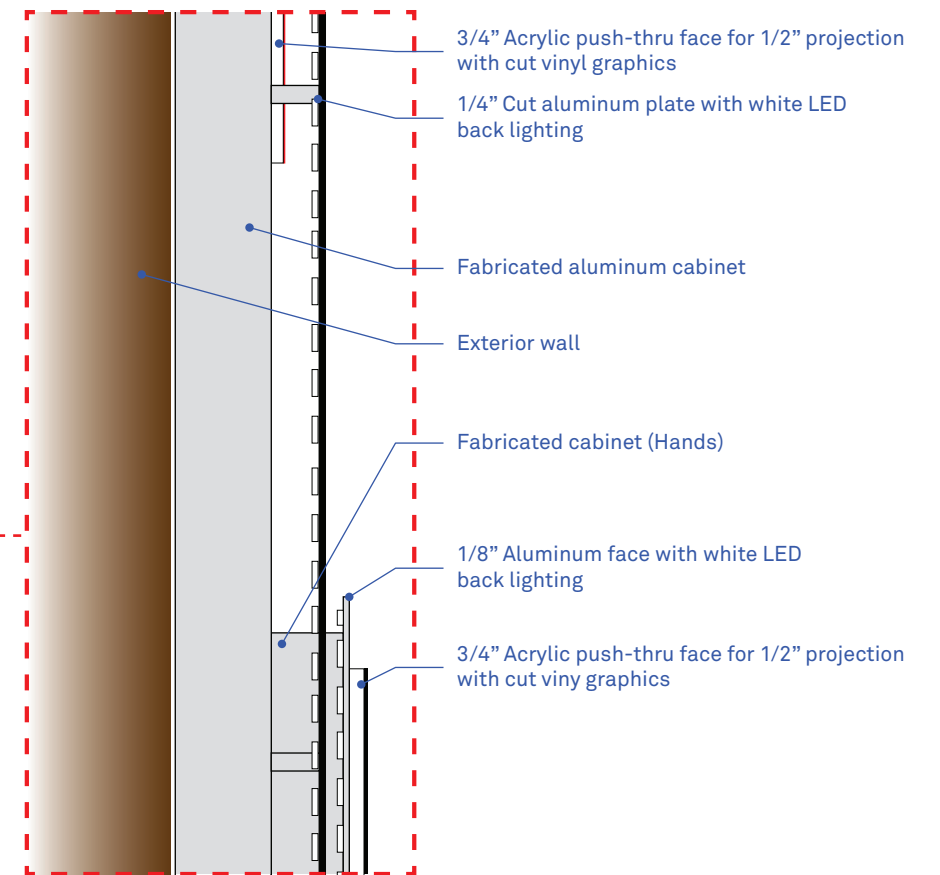




**A** Sign Cabinet with Hands - Front Detail  
SCALE: 1-1/2" = 1'



**B** Sign Cabinet with Hands - Side Detail  
SCALE: 1-1/2" = 1'



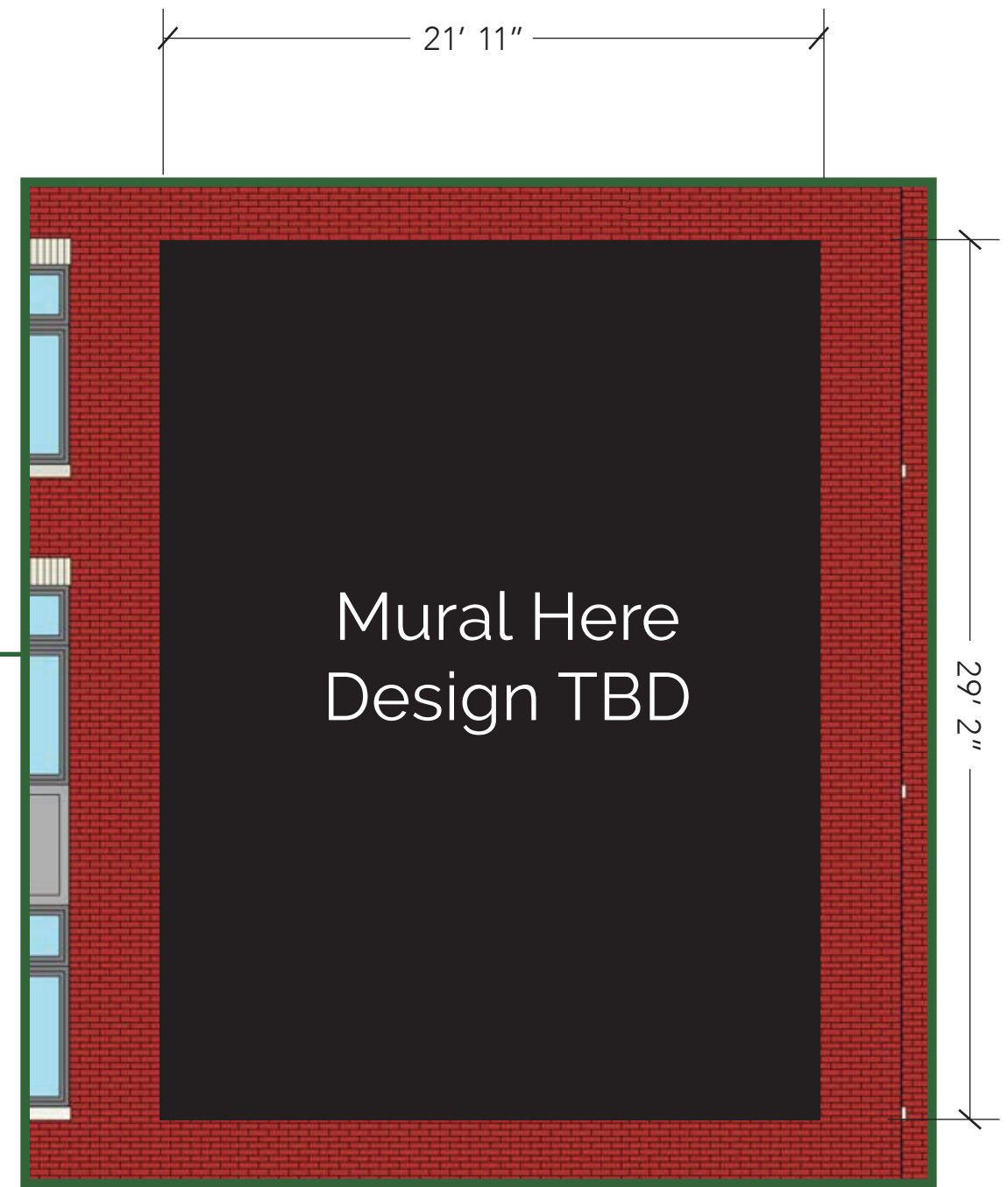
**C** Sign Cabinet with Hands - Fabrication Exploded View  
SCALE: 3/4" = 1'

# LARGE WALL IDENTITY G-01





EAST BALTIMORE ST ELEVATION



## PAINTED WALL MURAL H-01





## EXAMPLES OF PAINTED MURALS

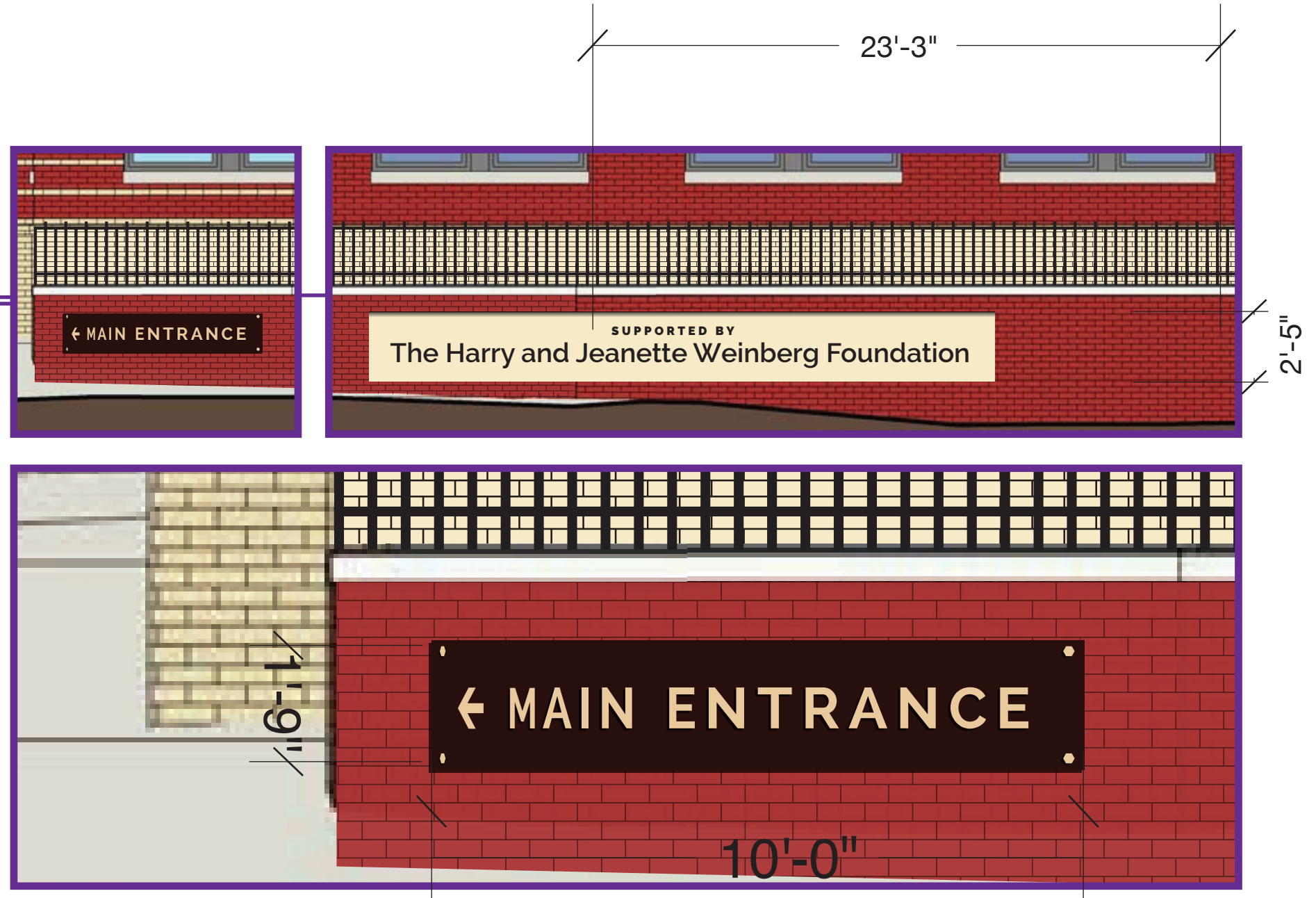


FONTS USED

RALEWAY SEMIBOLD  
RALEWAY BOLD  
RALEWAY BLACK



EAST BALTIMORE ST ELEVATION



## LOW WALL IDENTITY E-01: ALUMINUM LETTERS MOUNTED ON BRONZE PLAQUE



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## CORNER ANGLE VIEW FROM BALTIMORE & ASQUITH



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