

# Profound Distractions



**NATIONAL  
SIGN**  
CORPORATION



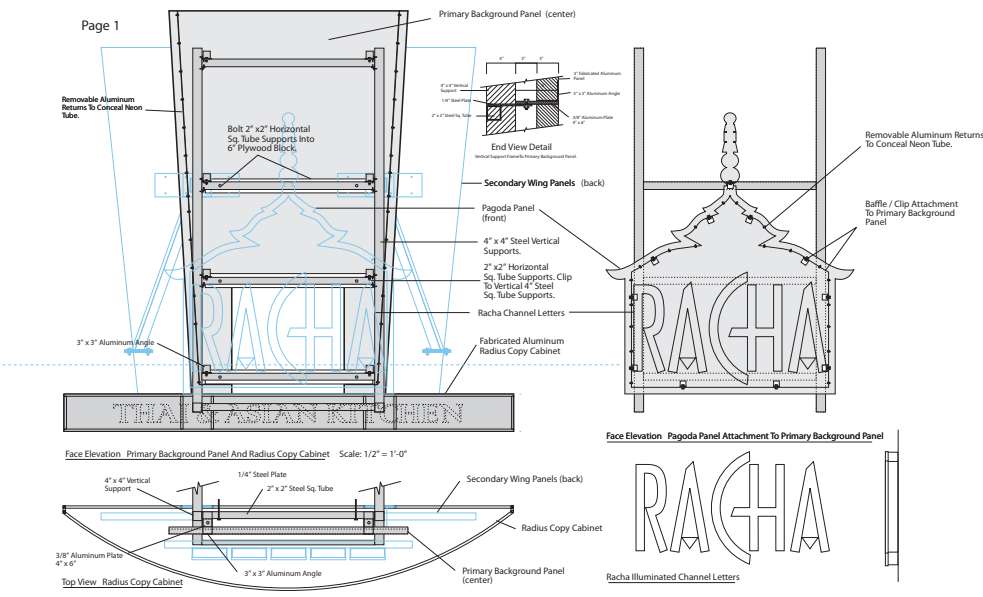
"DESIGN WON'T SAVE THE WORLD  
BUT IT DAMN SURE MAKES IT LOOK GOOD."



PALOMINO - BELLEVUE WA



“IF YOU HAVE TO EXPLAIN IT,  
IT AIN’T WORKING.”  
- MILTON GLASER



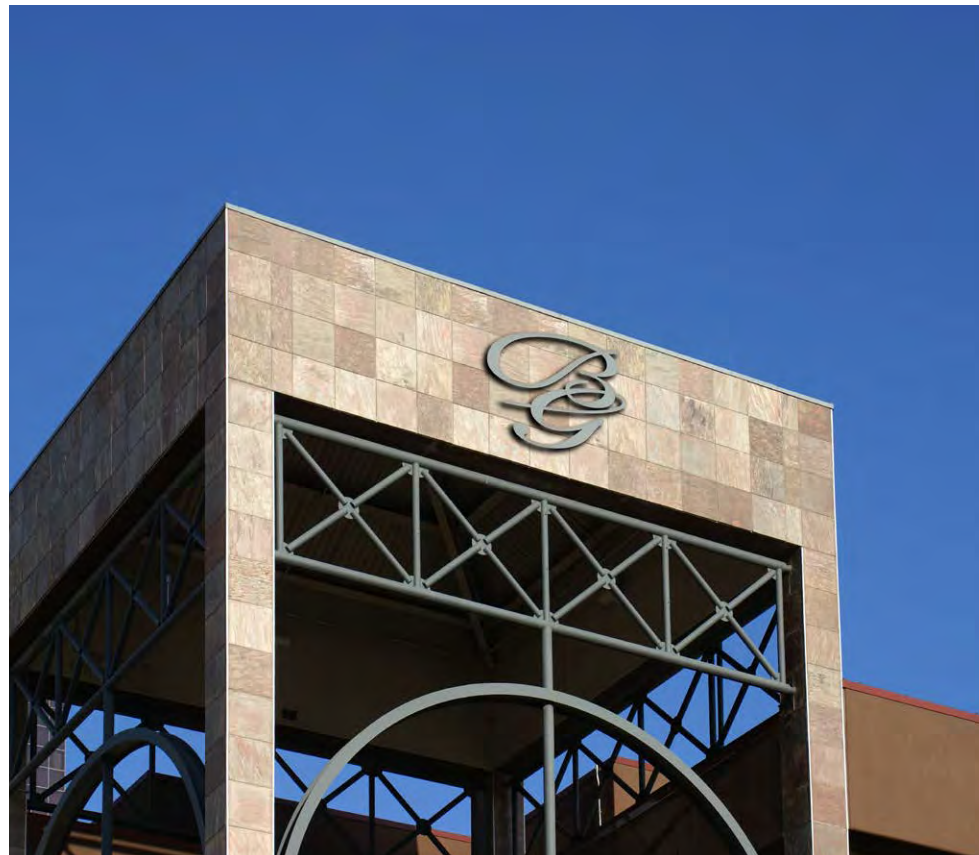
RACHA THAI & ASIAN KITCHEN - SEATTLE WA

\* NATIONALLY RECOGNIZED DESIGN AWARD

“TO CREATE A MEMORABLE  
DESIGN YOU NEED TO START  
WITH THOUGHT THAT’S WORTH  
REMEMBERING.”  
- THOMAS MANSS



BALLARD BLOSSOM - SEATTLE WA.



BELLEVUE GALLERIA - BELLEVUE WA

"MAKE SURE YOU ARE PASSIONATE ABOUT YOUR VISION."  
-MATTHEW CARTER



PALOMINO - SEATTLE WA



MAJESTIC BAY THEATER - BALLARD WA



IT IS GOOD PRACTICE  
WHEN DESIGNING TO  
JUSTIFY EACH LINE  
DRAWN.  
KEN KRUMPOS



grazie

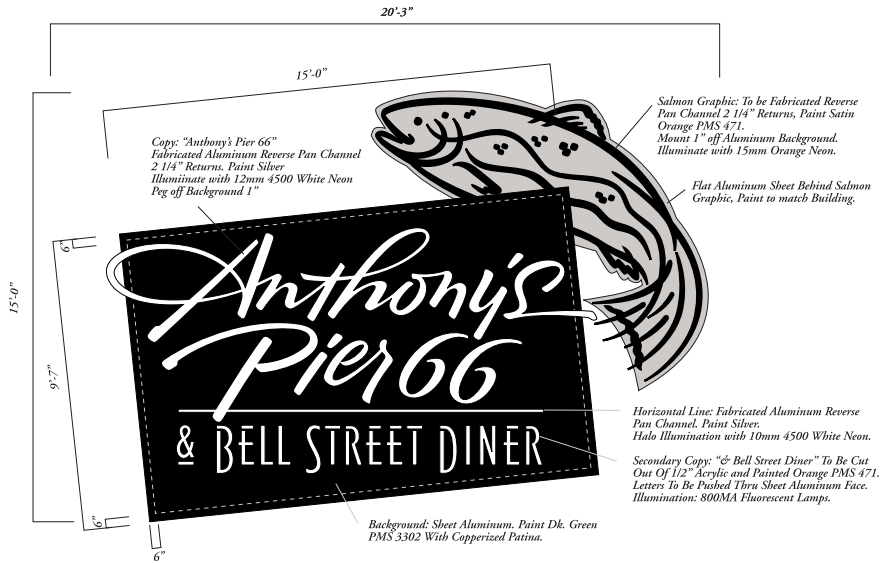
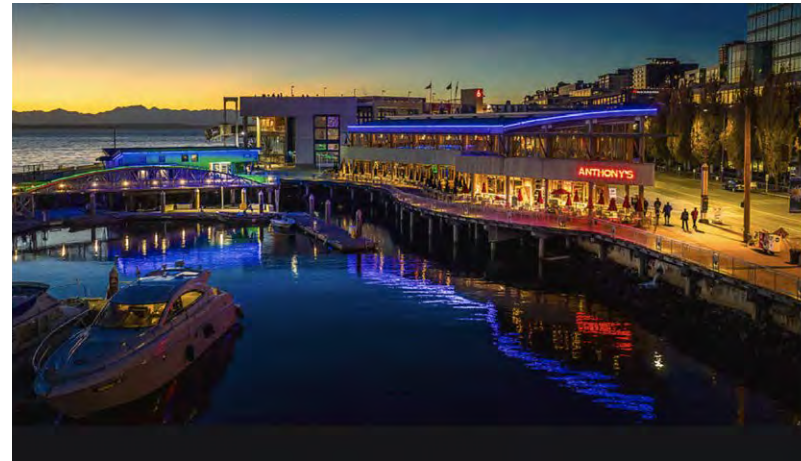
"COLOR DOES NOT ADD A PLEASANT QUALITY TO A DESIGN - IT REINFORCES IT. - PIERRE BONNARD



GRAZIE RISTORANTE ITALIANO - CANYON PARK WA

\* NATIONALLY RECOGNIZED DESIGN AWARD





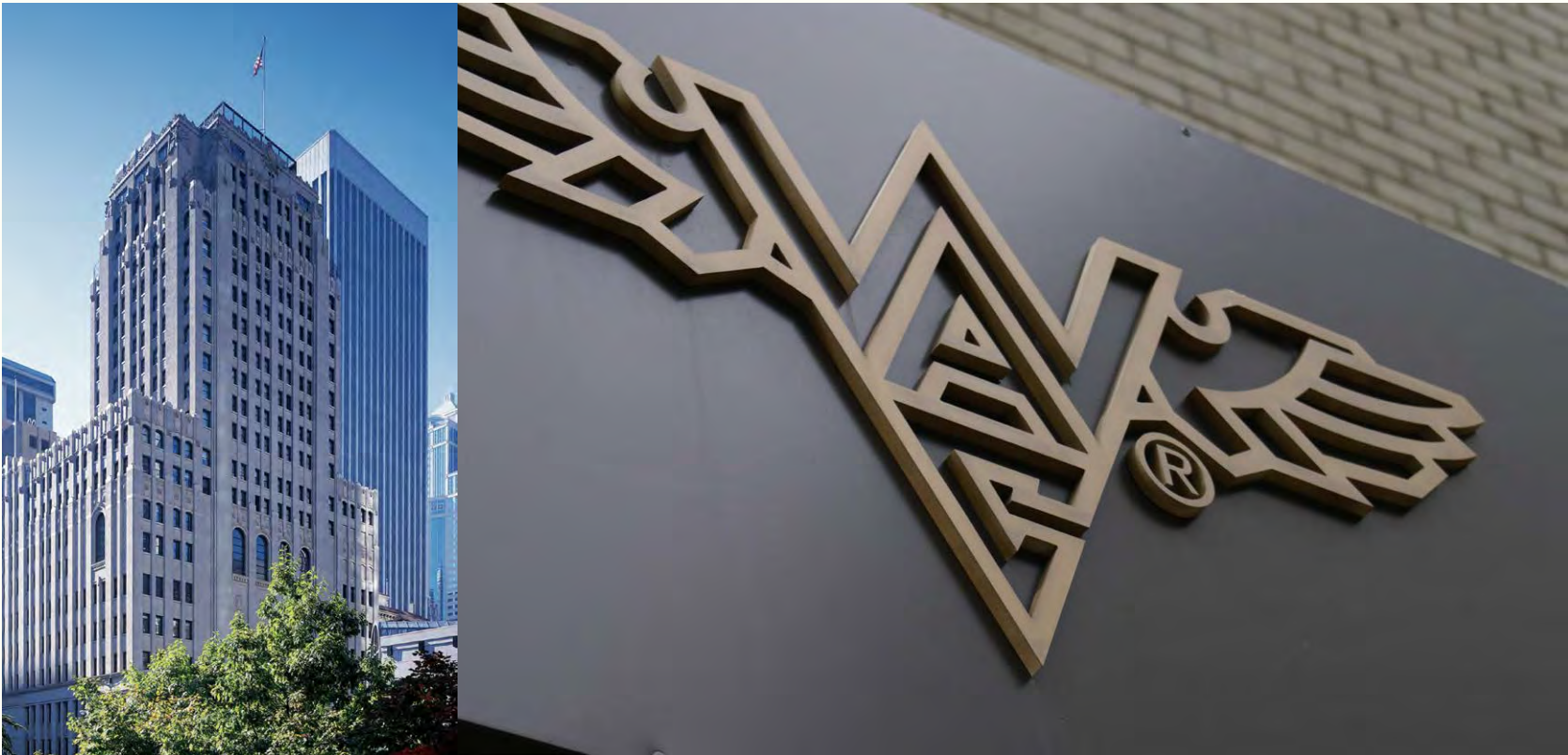
Single Face Illuminated Display



Partial North Building Elevation



ANTHONY'S PIER 66 - SEATTLE WA



WASHINGTON ALTHELTIC CLUB - SEATTLE WA





ROBBINS BROTHERS - GLENDALE CA



"NO DESIGN WORKS UNLESS IT EMBODIES IDEAS THAT ARE HELD COMMON BY THE PEOPLE FOR WHOM THE OBJECT IS INTENDED."  
- ADRIAN FORTY



“DESIGN CAN BE ART. DESIGN CAN BE AESTHETICS. DESIGN IS SO SIMPLE, THAT’S WHY IT IS SO COMPLICATED.”  
- PAUL RAND



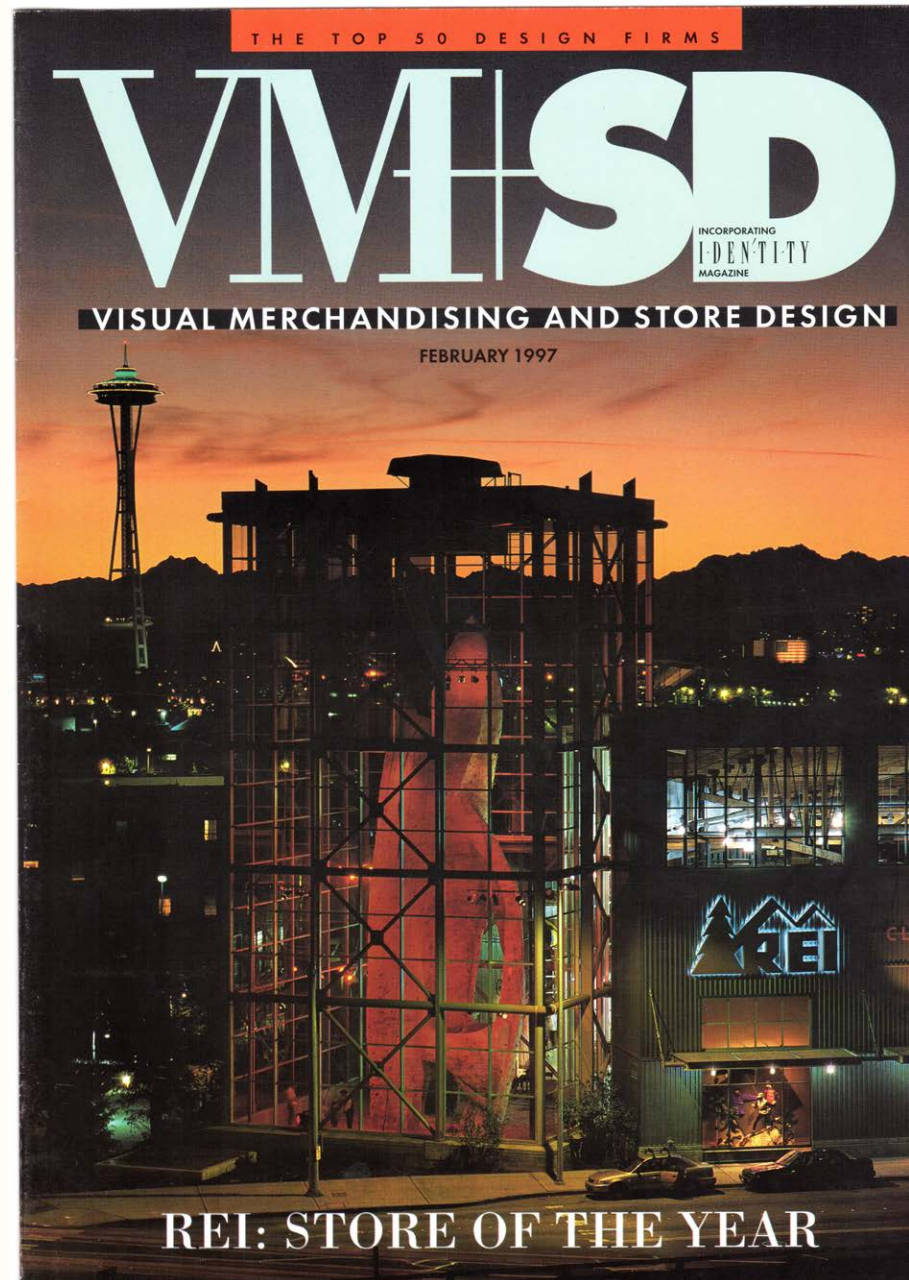
LOVING DENTISTRY - ISSAQUAH WA

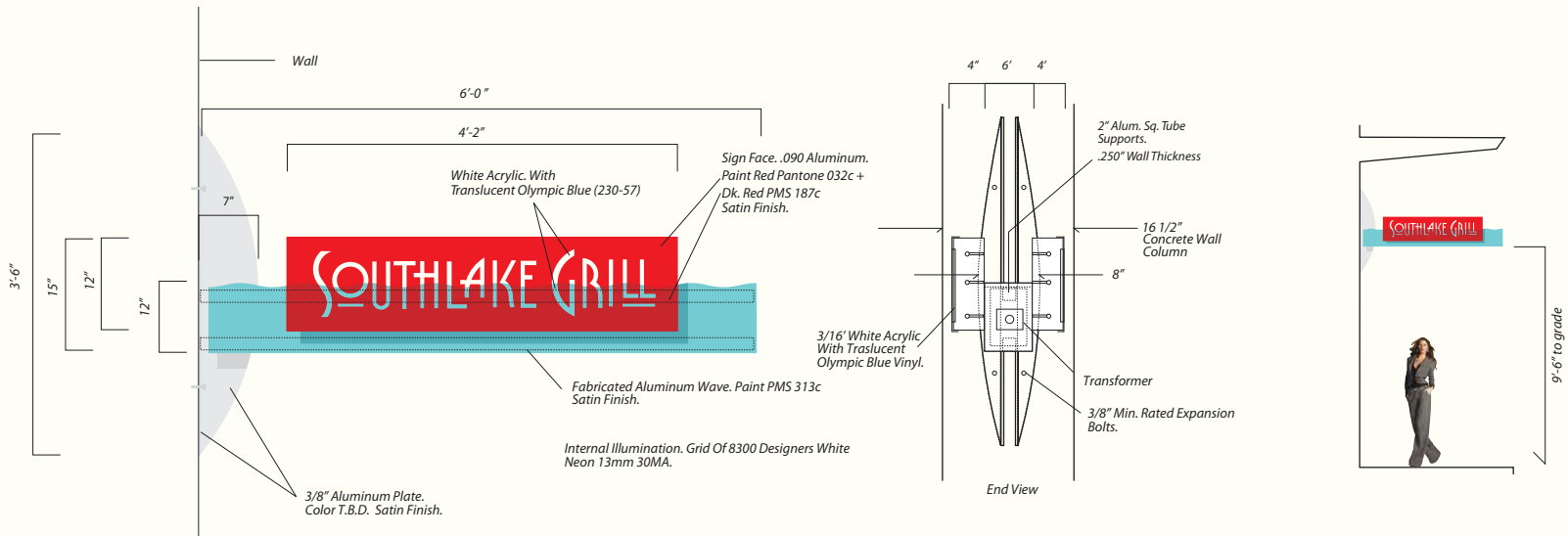


RECREATIONAL EQUIPMENT INCORPORATED

- SEATTLE WA

\* NATIONALLY RECOGNIZED DESIGN AWARD



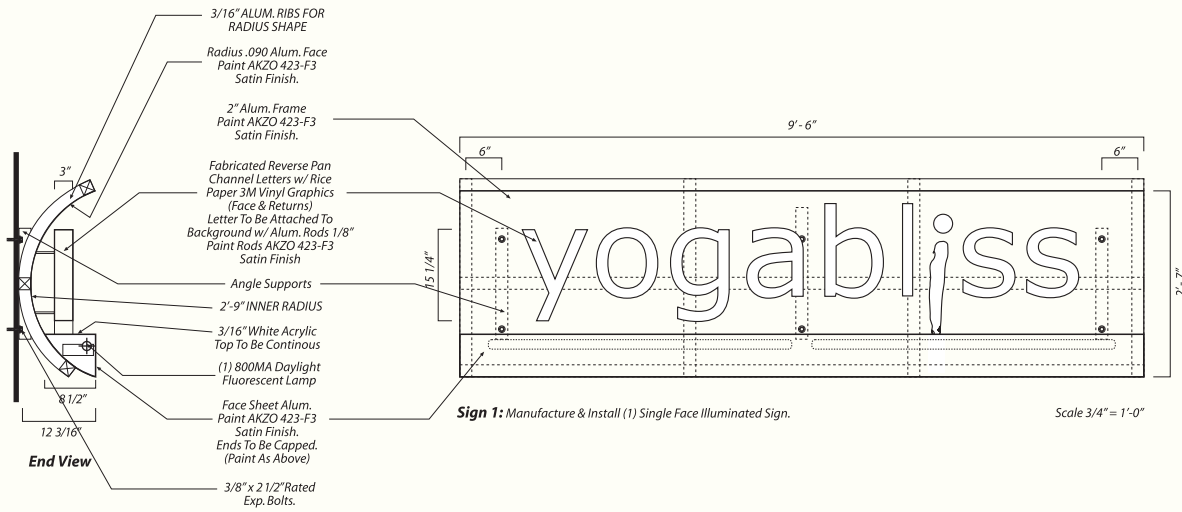


*Double Face Illuminated Display*

“DESIGN IS THINKING MADE VISUAL.”  
 - SAUL BASS



SOUTHLAKE GRILL - SEATTLE WA



"THE EXPERIENCE BEGINS WAY BEFORE  
THE FINAL DESTINATION."  
- KEN KRUMPOS

YOGABLISS - MERCER ISLAND WA



ANTHONY'S HEARTHFIRE GRILL - OLYMPIA WA

"GENIUS MEANS LITTLE MORE THAN THE FACULTY OF PERCEIVING IN AN UNHABITUAL WAY." - WILLIAM JAMES

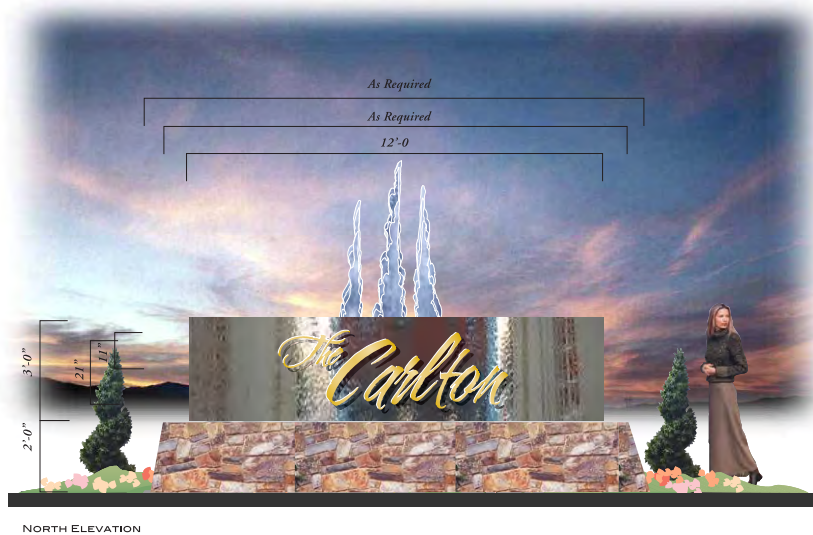
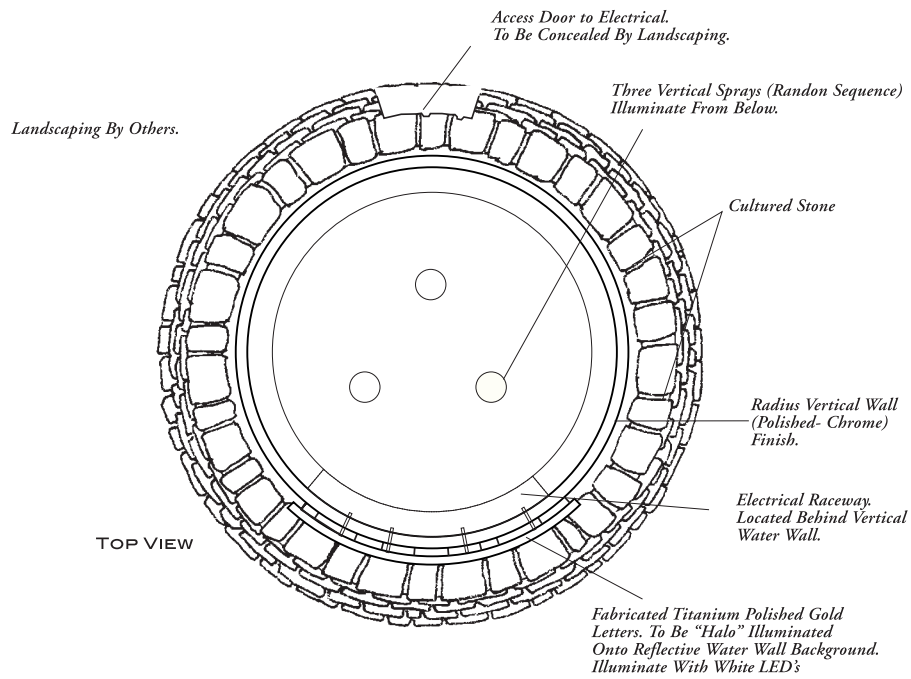




LOGO INLAID INTO TERRAZZO  
FLOOR ENTRANCE



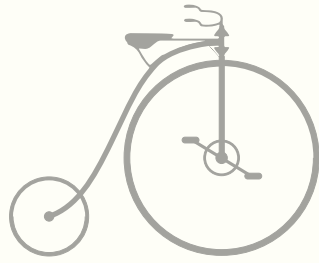
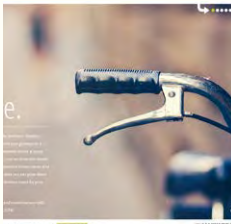
BUSTER & SULLIVAN - MANHATTEN BEACH CA



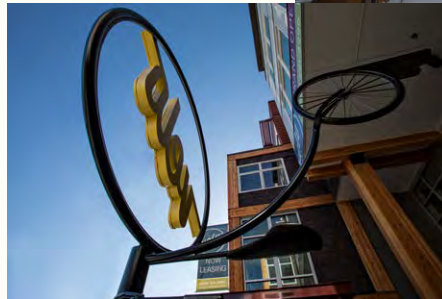
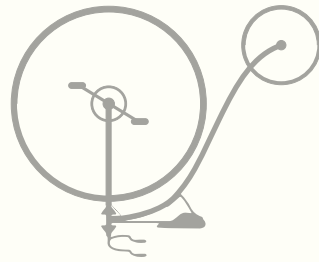
THE CARLTON - MERCER ISLAND WA



DEXTER BREWHOUSE - SEATTLE WA



"I BEGIN WITH AN IDEA,  
AND THEN IT BECOMES  
SOMETHING ELSE."  
-PABLO PICASSO



VELO APARTMENTS - SEATTLE WA

“DESIGN IS A SOLUTION TO A PROBLEM;  
ART IS A QUESTION TO A PROBLEM.”  
- JOHN MAEDA

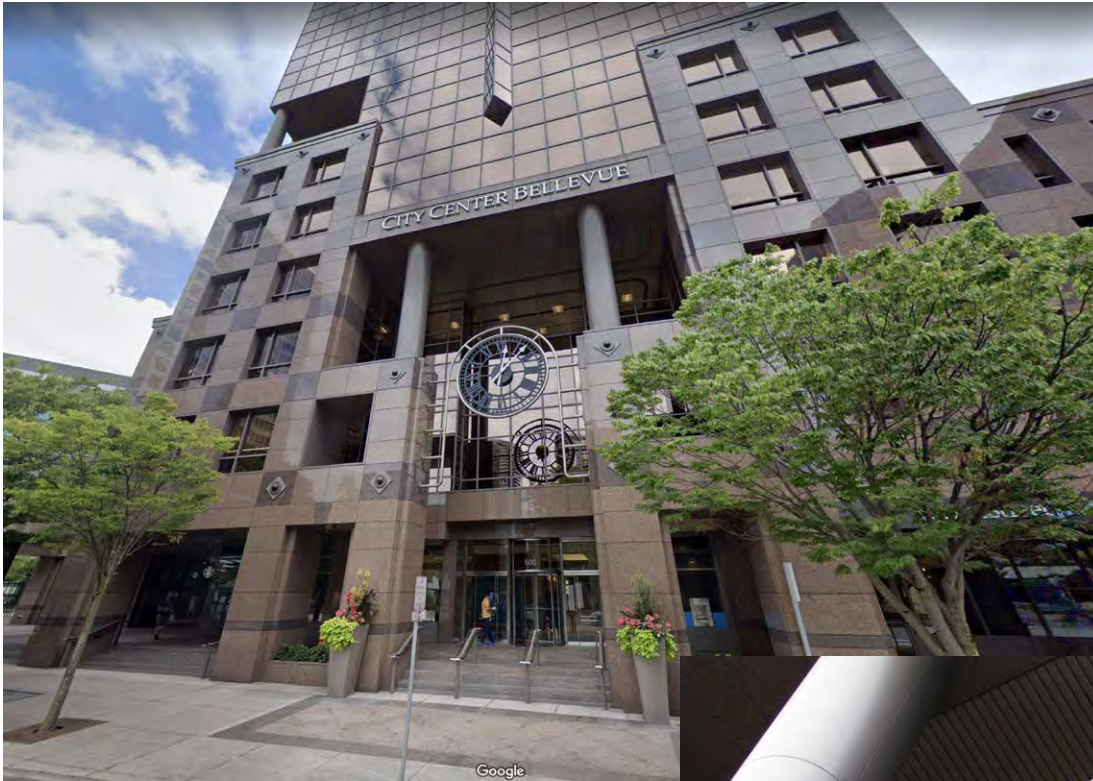


CTI BIOPHARMA - SEATTLE WA



MOTIF - SEATTLE WA

"THE ABILITY TO SIMPLIFY MEANS TO ELIMINATE THE UNNECESSARY  
SO THAT THE NECESSARY MAY SPEAK."  
-HANS HOFMANN



“PERFECTION IS ACHIEVED, NOT WHEN THERE IS NOTHING MORE TO ADD, BUT WHEN THERE IS NOTHING LEFT TO TAKE AWAY.”  
- ANTOINE DE SAINT- EXUPERY



KOLL CLOCK - BELLEVUE WA

“WHEN CONSIDERING CONCEPT, EXHAUST ALL POSSIBILITIES - DON'T SETTLE ON THE FIRST IDEA - THERE ALWAYS SHOULD BE MANY TO CHOOSE FROM.”

- KEN KRUMPOS

RACHA



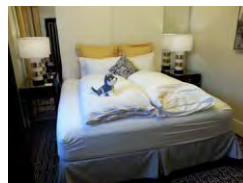
RACHA NOODLES & THAI CUISINE - SEATTLE WA

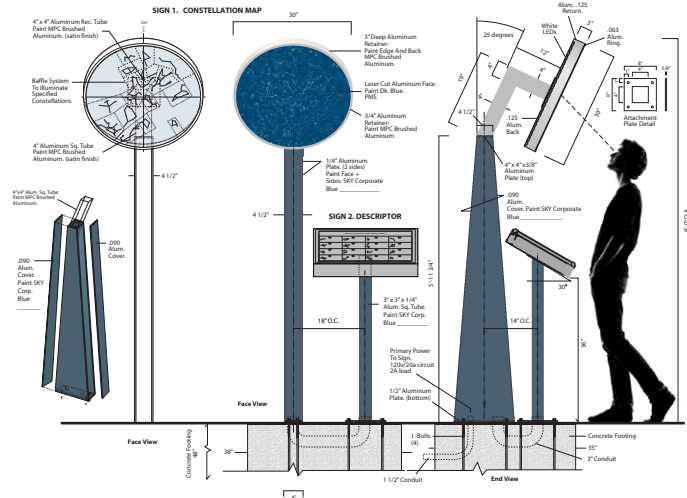
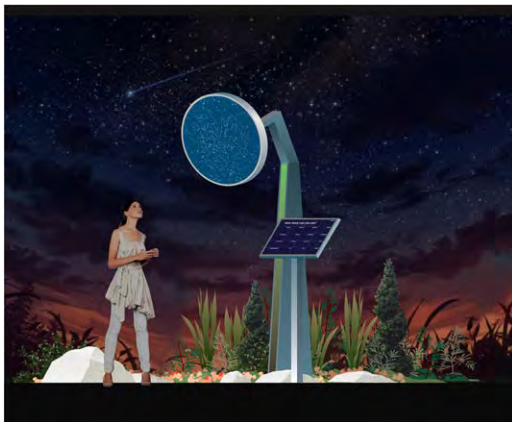
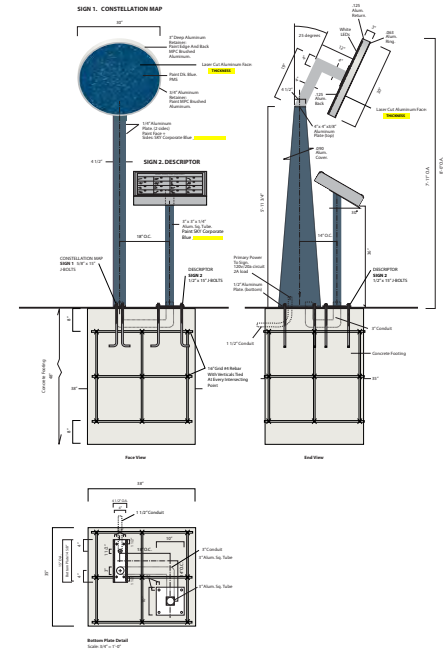
\* NATIONALLY RECOGNIZED DESIGN AWARD



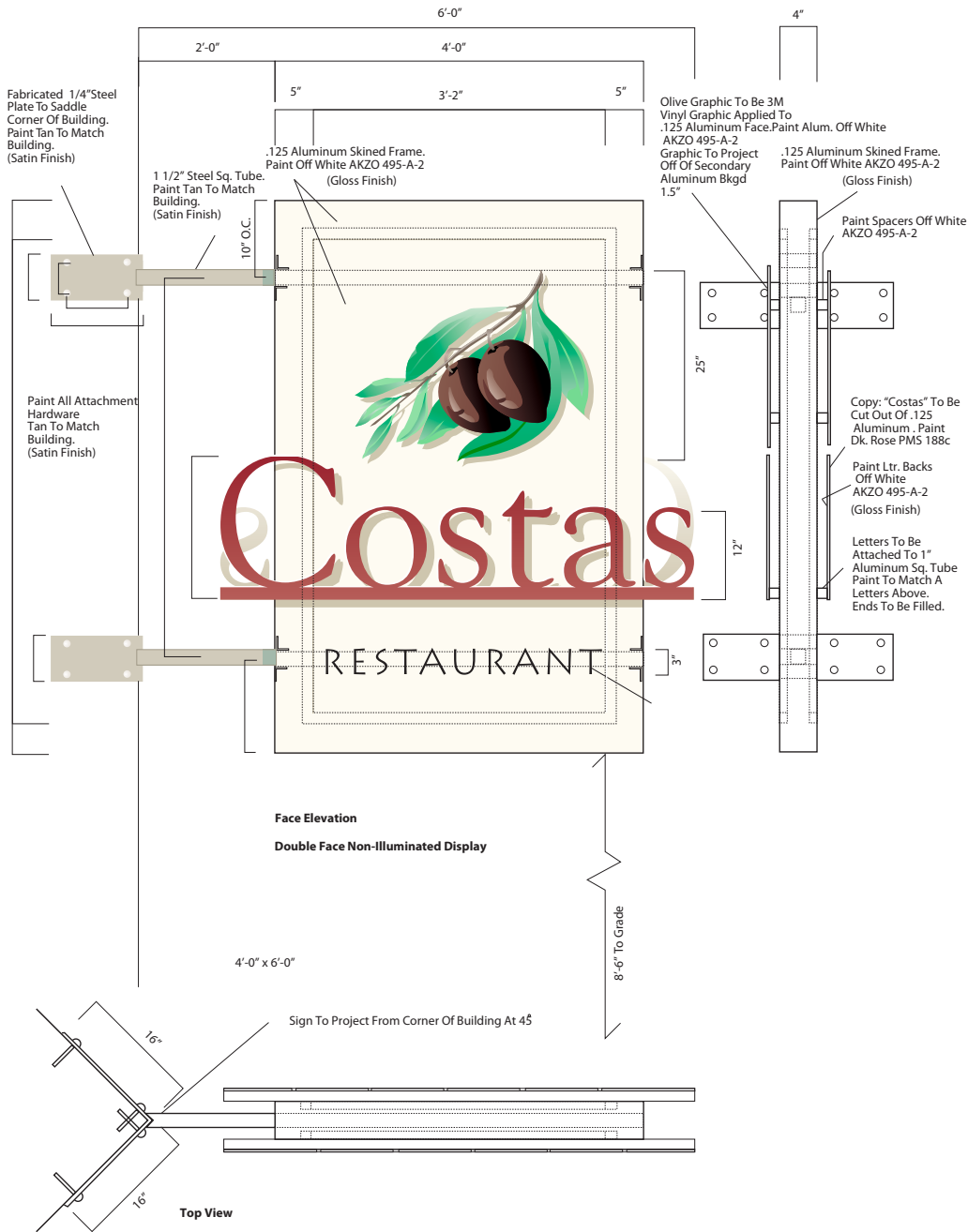


THE ALISE - SAN FRANCISCO CA

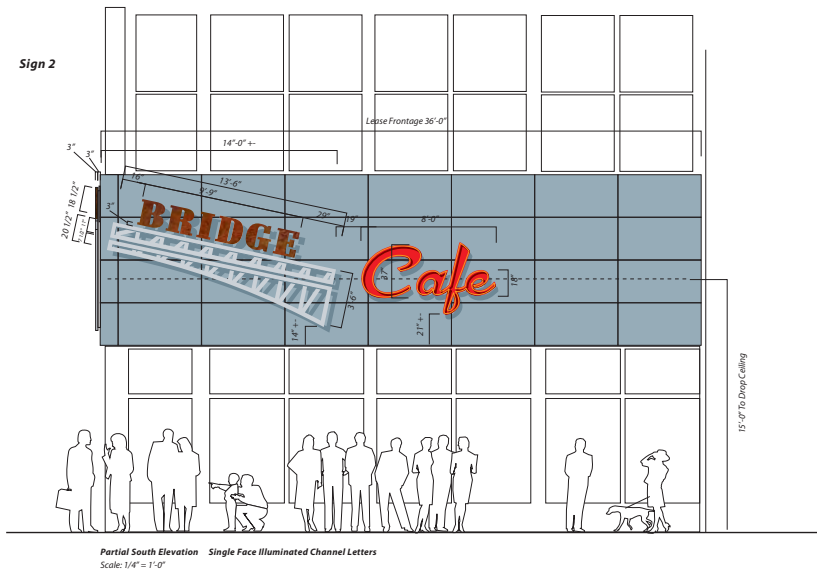
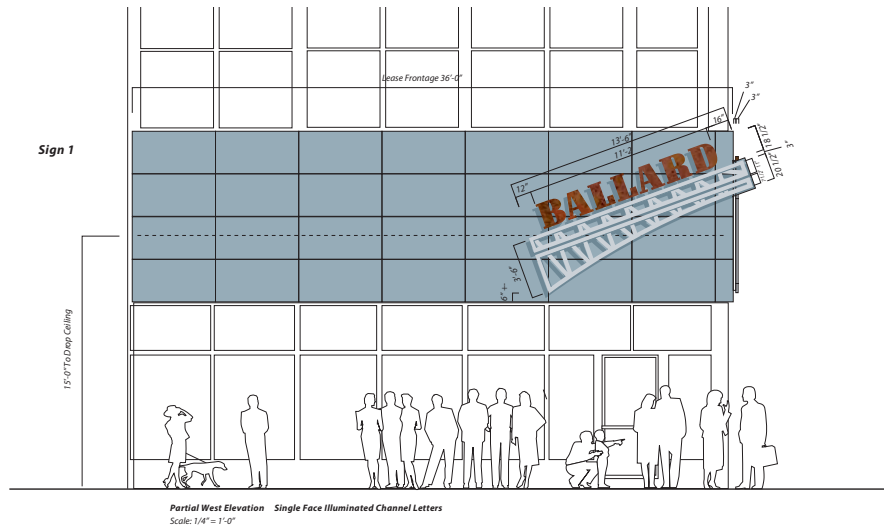




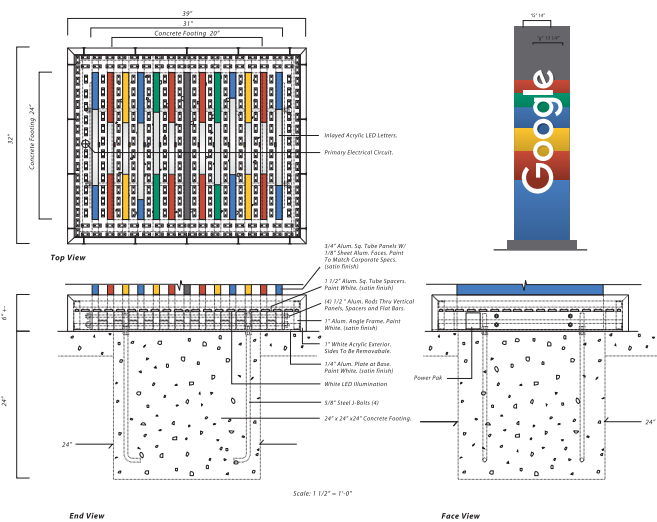
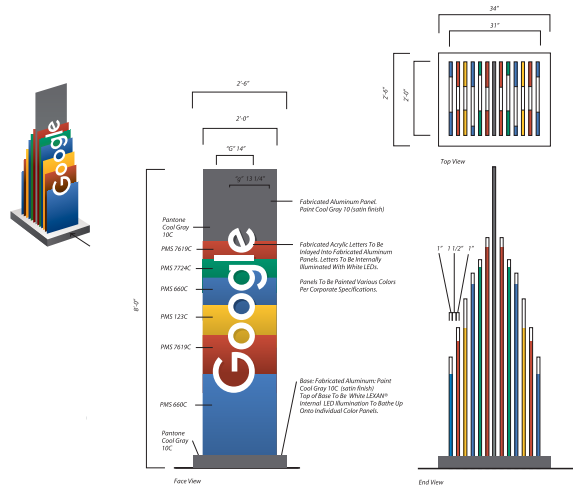
SKY APARTMENTS - SAMMAMISH WA



COSTA'S RESTAURANT - SEATTLE WA



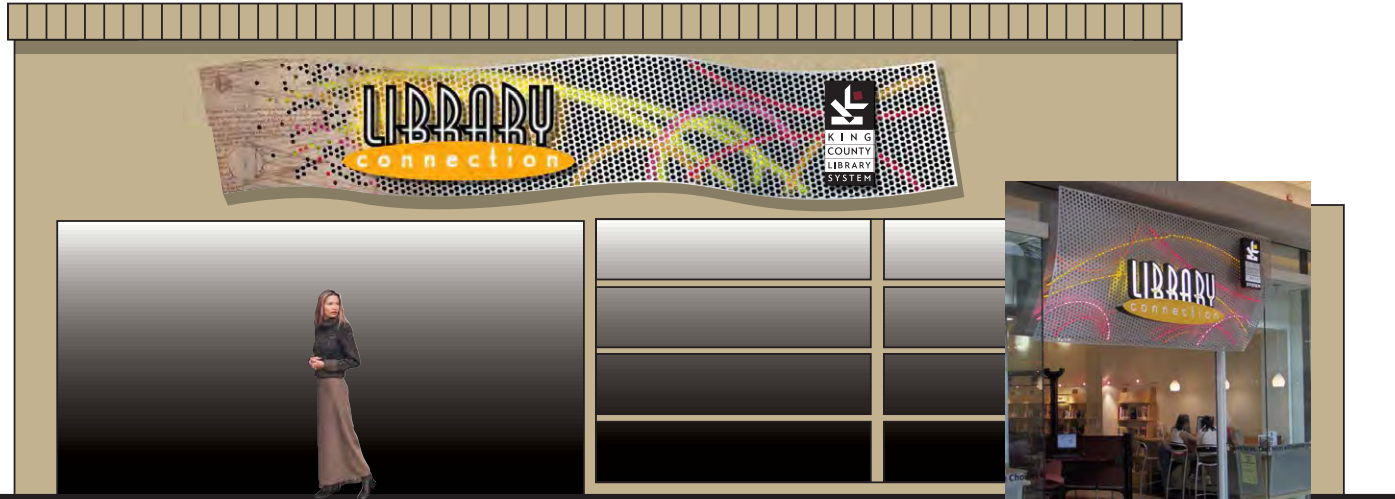
BALLARD BRIDGE CAFE - SEATTLE WA



BEFORE



GOOGLE - SEATTLE WA



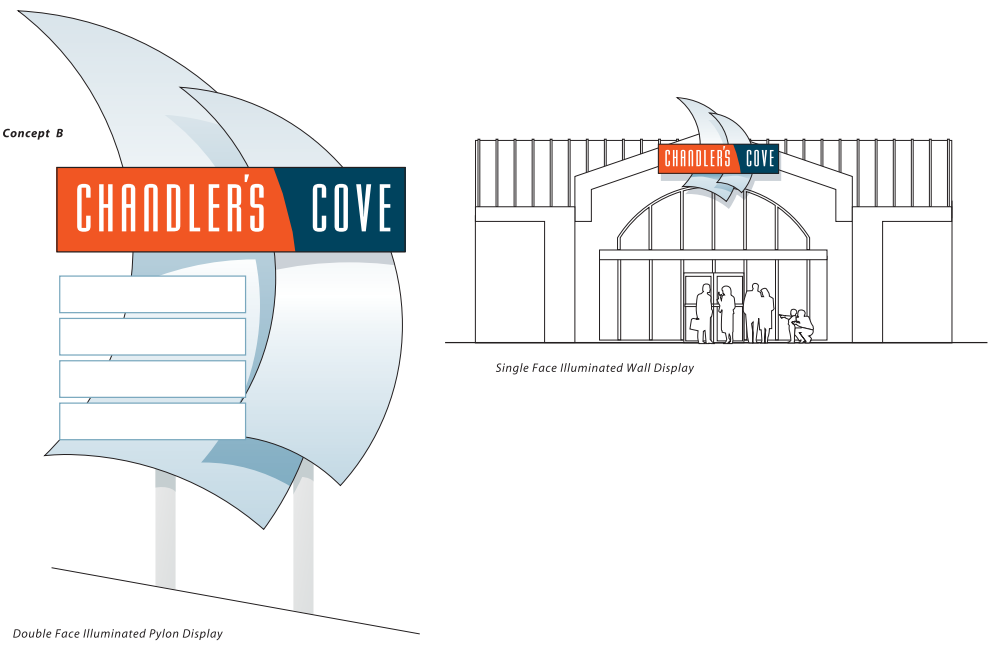
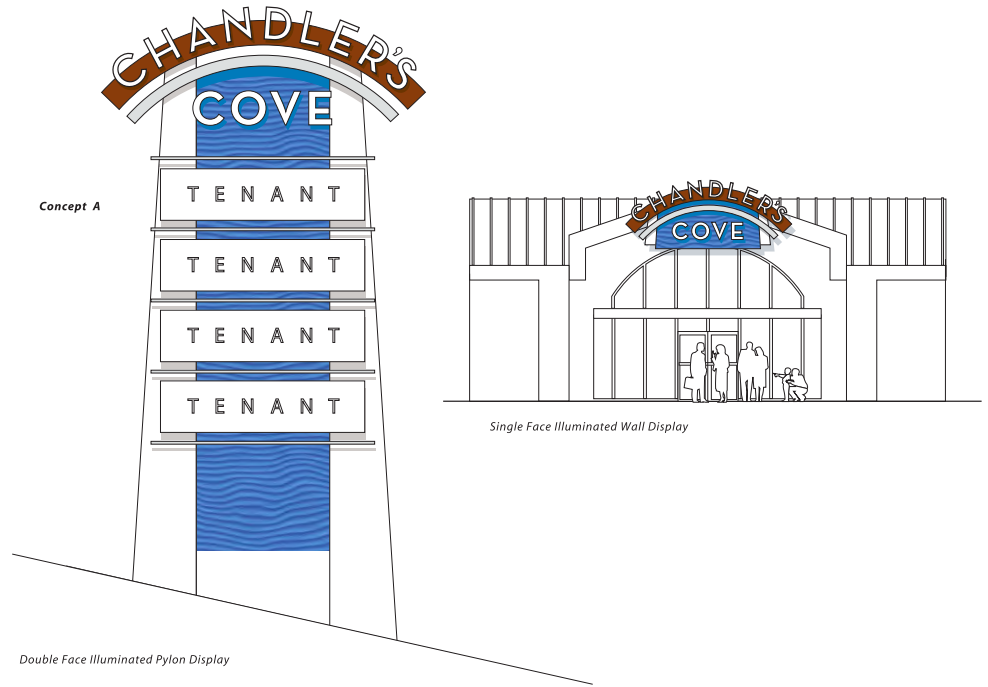
*Storefront Elevation*

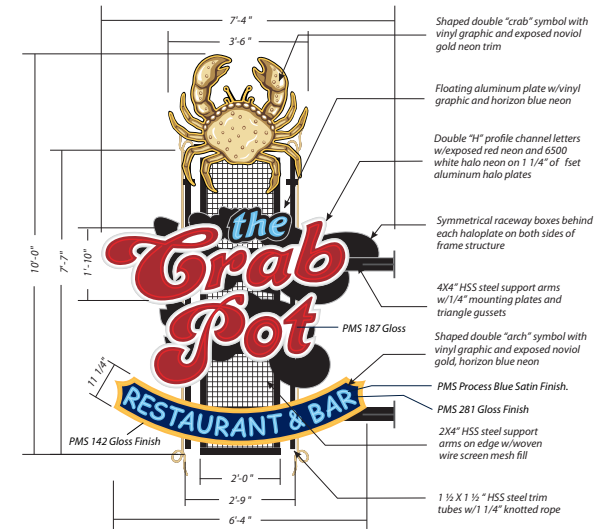


KING COUNTY LIBRARY SYSTEM - TUKWILA WA



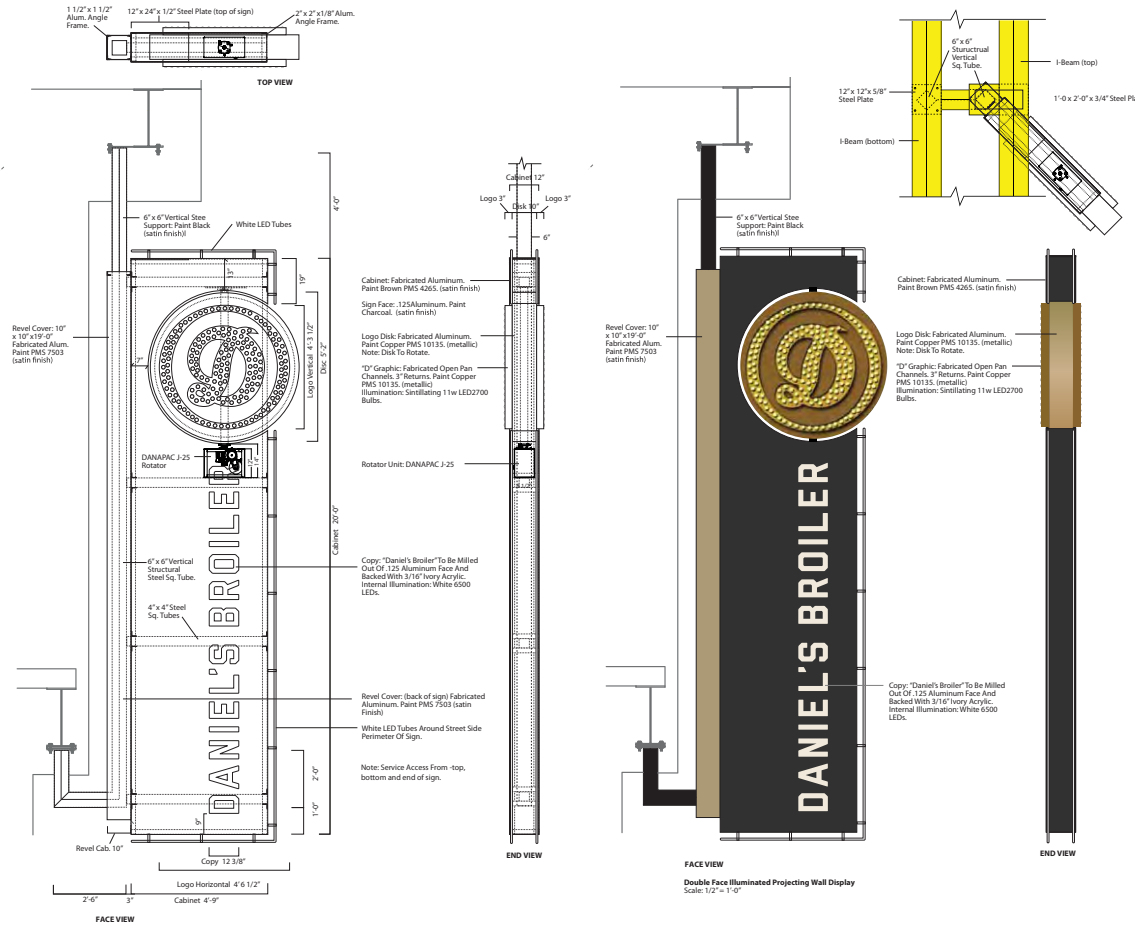
CHANDLER'S COVE - SEATTLE WA



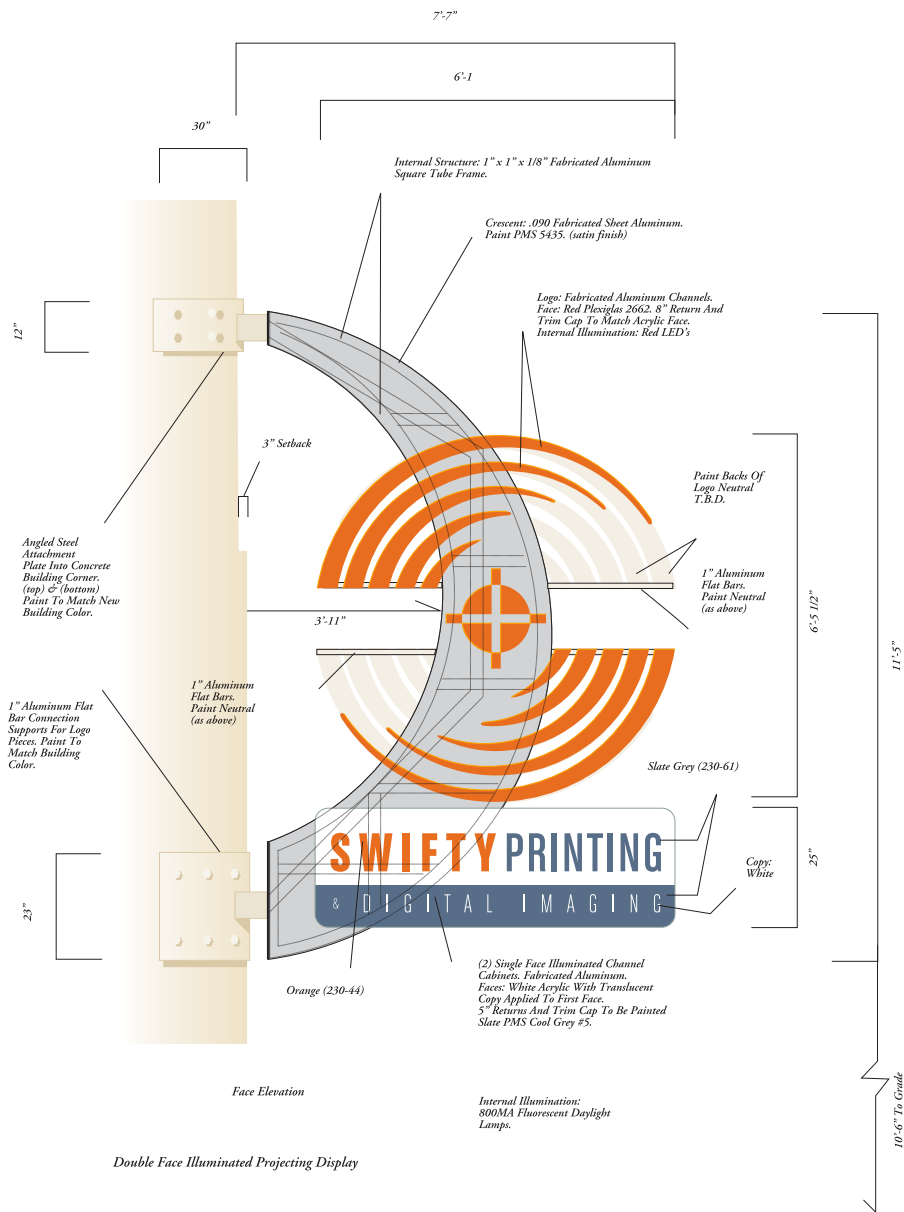


THE CRAB POT - PIER 57 SEATTLE WA





DANIEL'S BROILER - SEATTLE WA

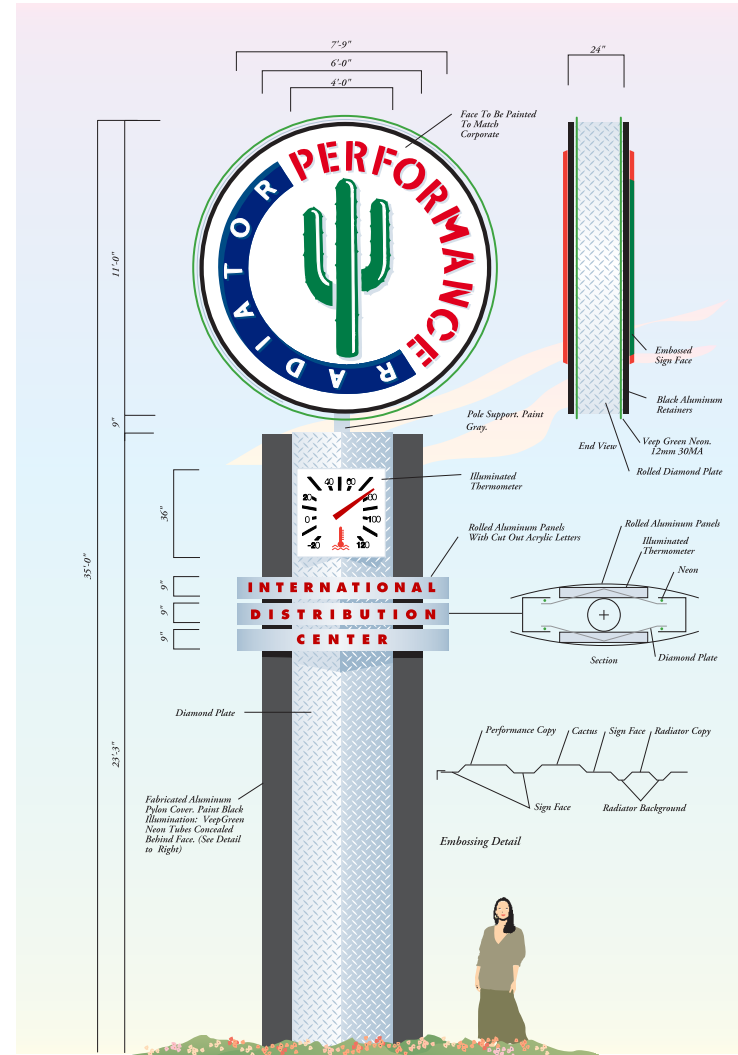


SWIFTY PRINTING - SEATTLE WA

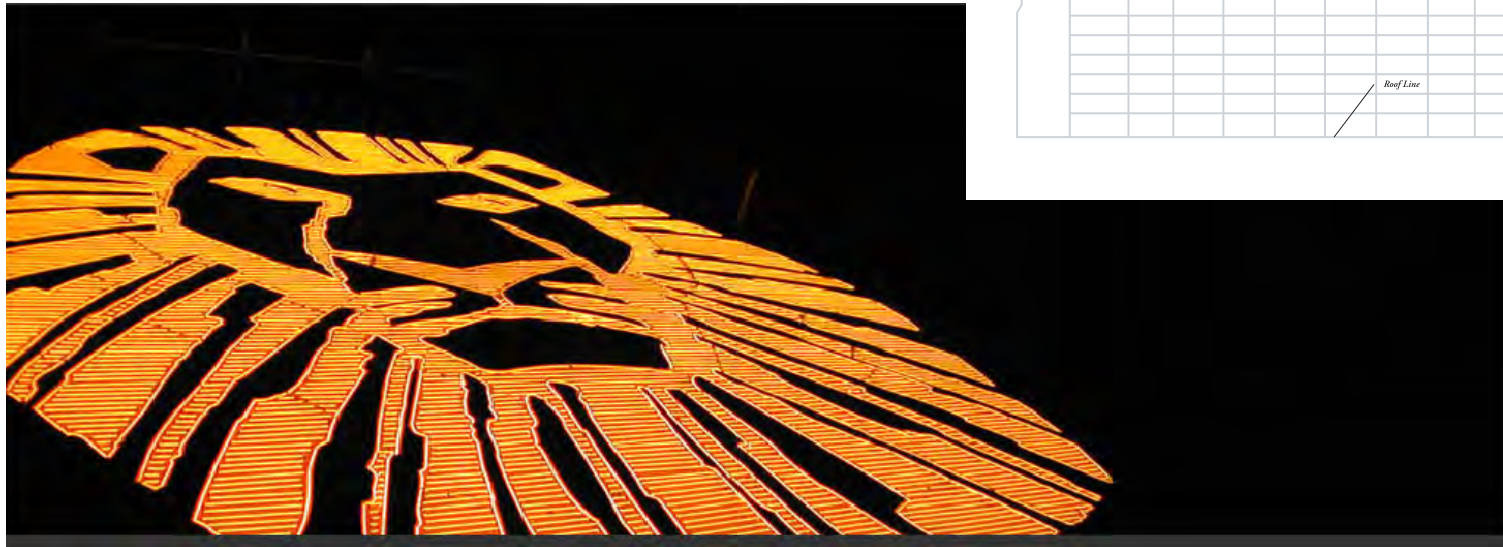
“CONTENT PRECEDES DESIGN. DESIGN IN THE ABSENCE OF CONTENT IS NOT DESIGN, IT’S DECORATION.”  
 - JEFFREY ZELDMAN



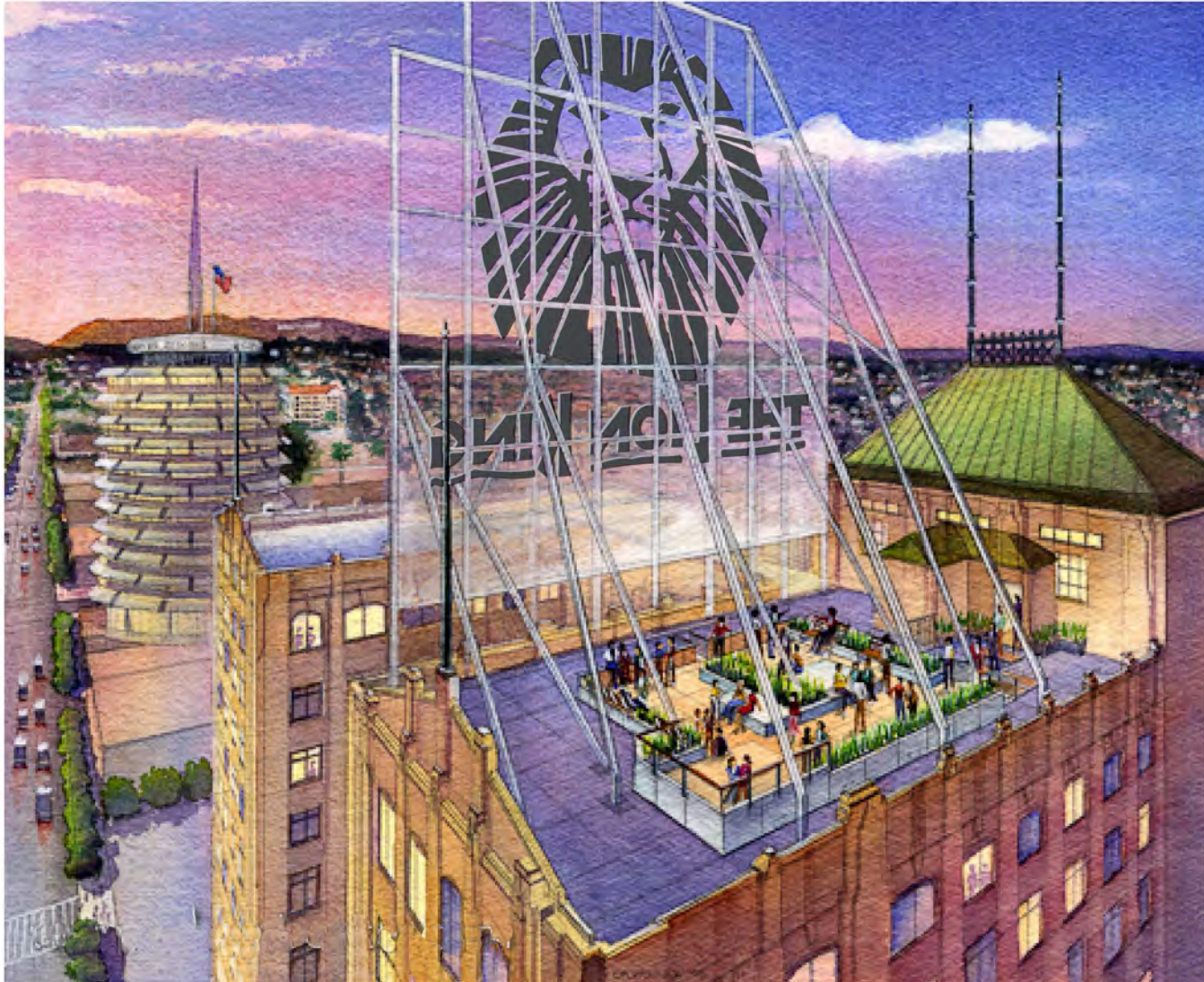
PERFORMANCE RADIATOR - TACOMA WA

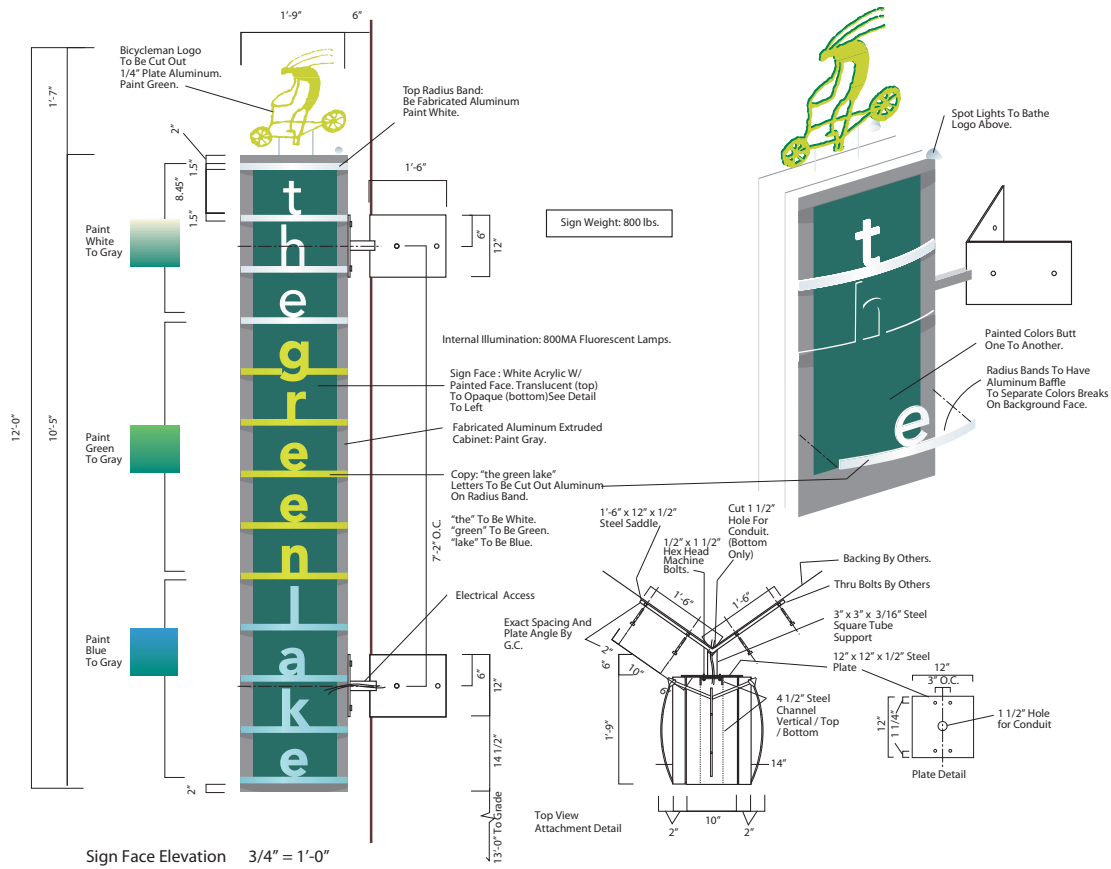


Double Face Illuminated Display



THE LION KING DISNEY THEATRICAL - HOLLYWOOD CA





THE GREEN LAKE - SEATTLE WA



ROBBINS BROTHERS - SEATTLE WA

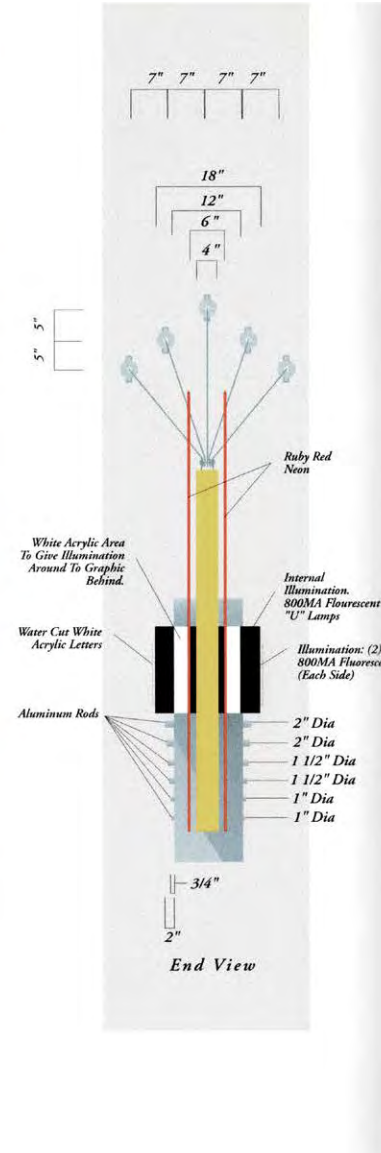
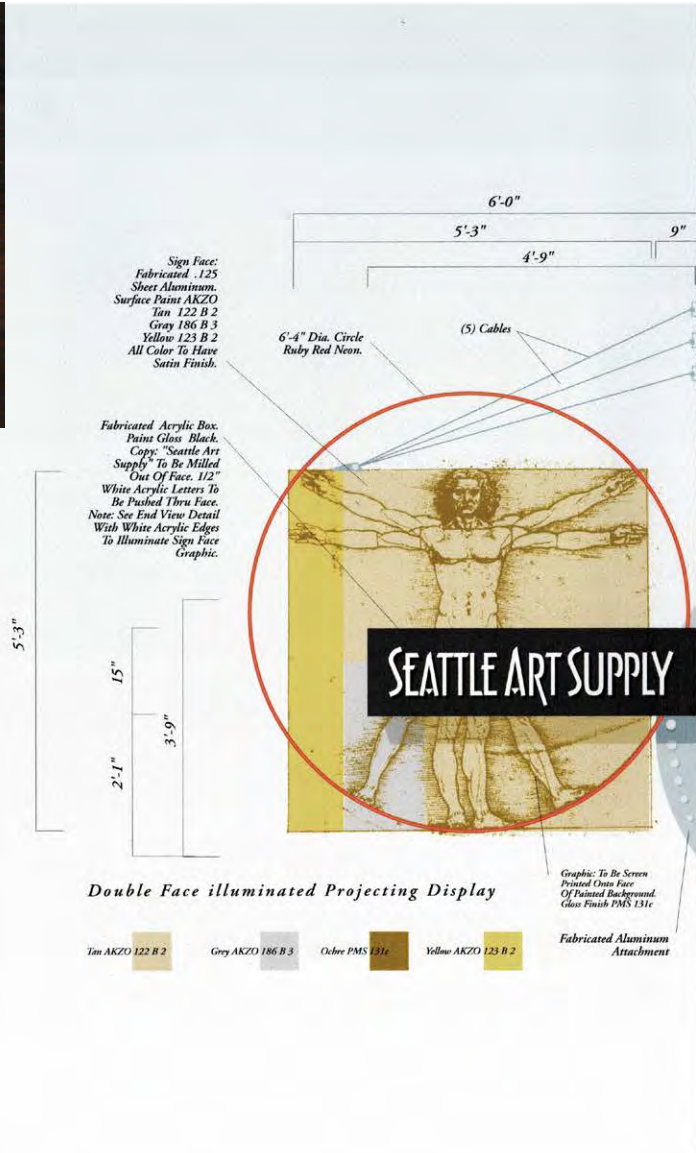


WARWICK - SEATTLE WA



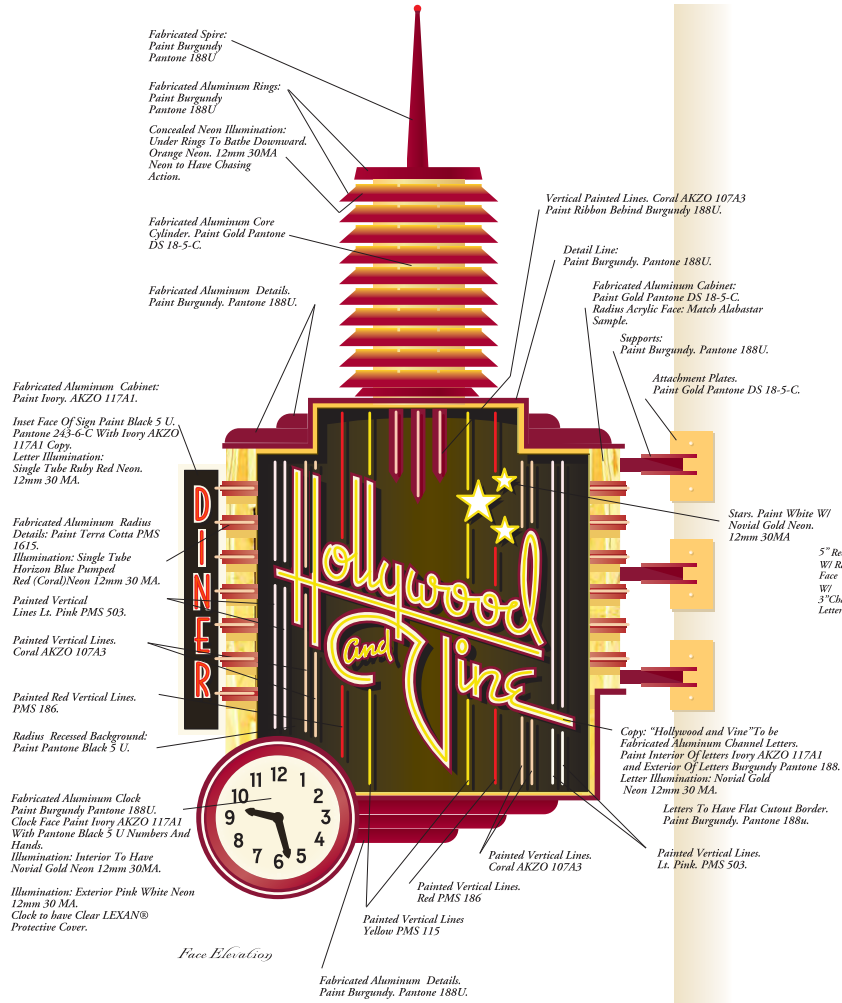


“LEONARDO DA VINCI COMBINED ART AND SCIENCE AND AESTHETICS AND ENGINEERING, THAT KIND OF UNITY IS NEEDED ONCE AGAIN.”  
-BEN SHNEIDERMAN



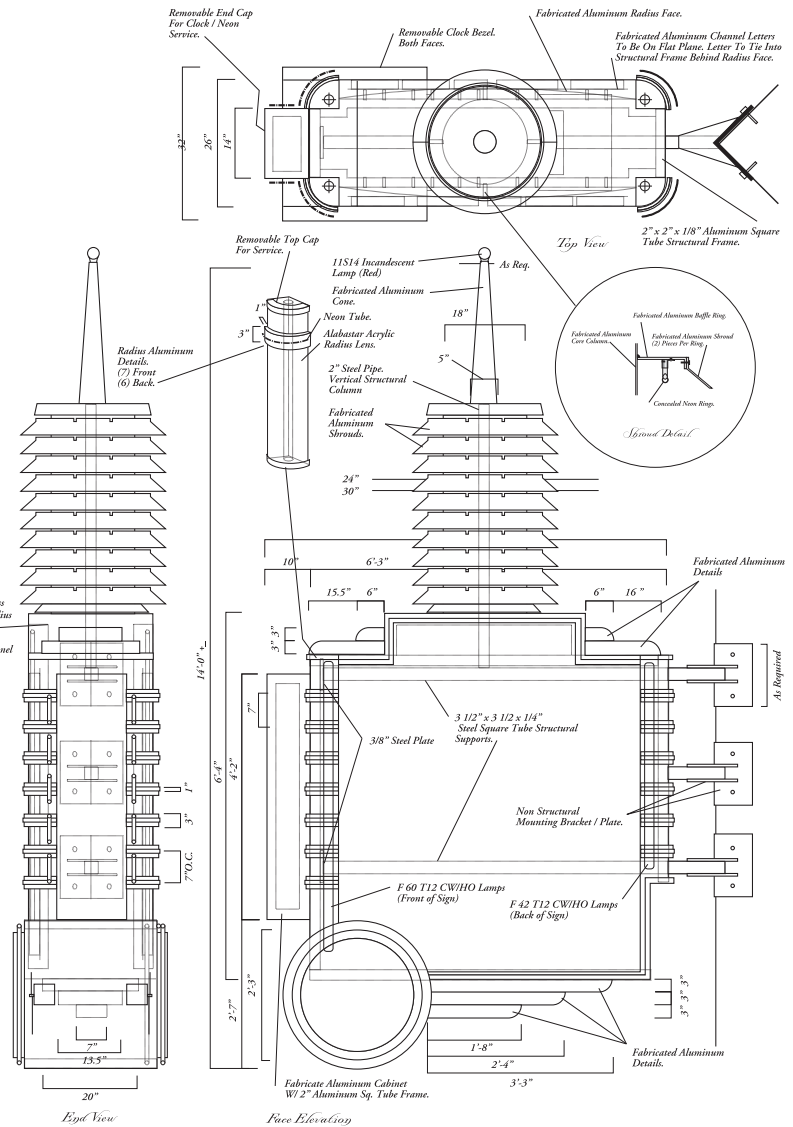
SEATTLE ART SUPPLY - SEATTLE WA

\* NATIONALLY RECOGNIZED DESIGN AWARD



*Double Face Illuminated Projecting Neon Display*  
Scale: 3/4" = 1'-0"

02-126 Revised 6/26/02 bk



*Double Face Illuminated Projecting Neon Display*  
Scale: 3/4" = 1'-0"

02-126 Revised 6/26/02 bk

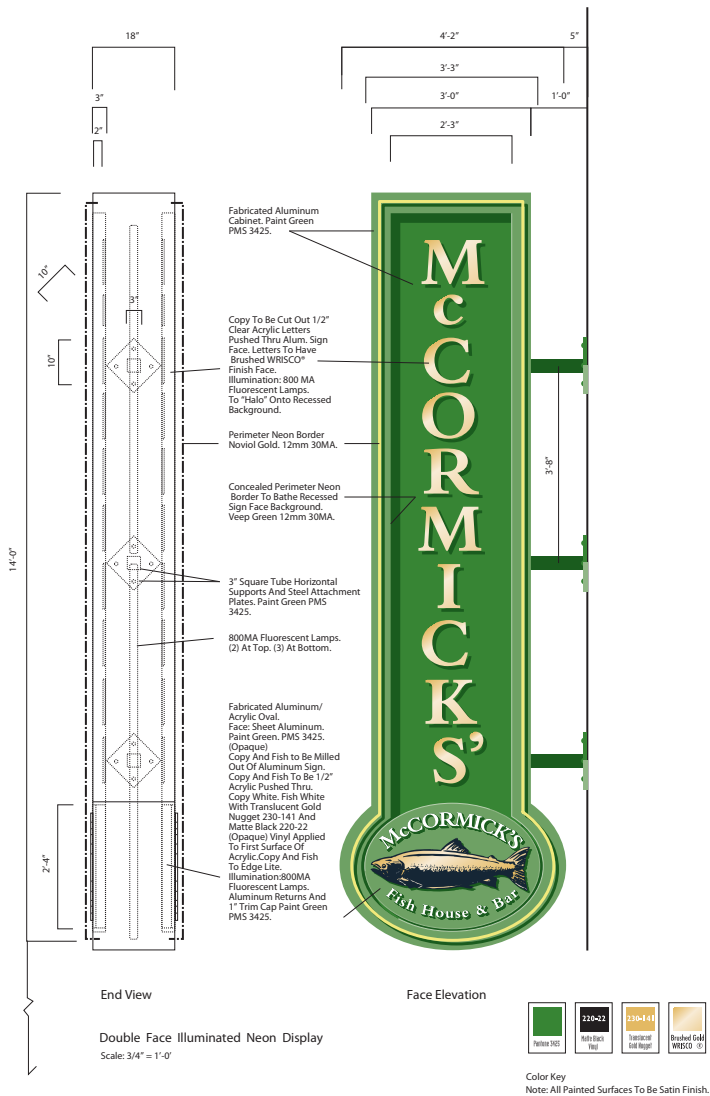
# HOLLYWOOD & VINE DINER - HOLLYWOOD CA



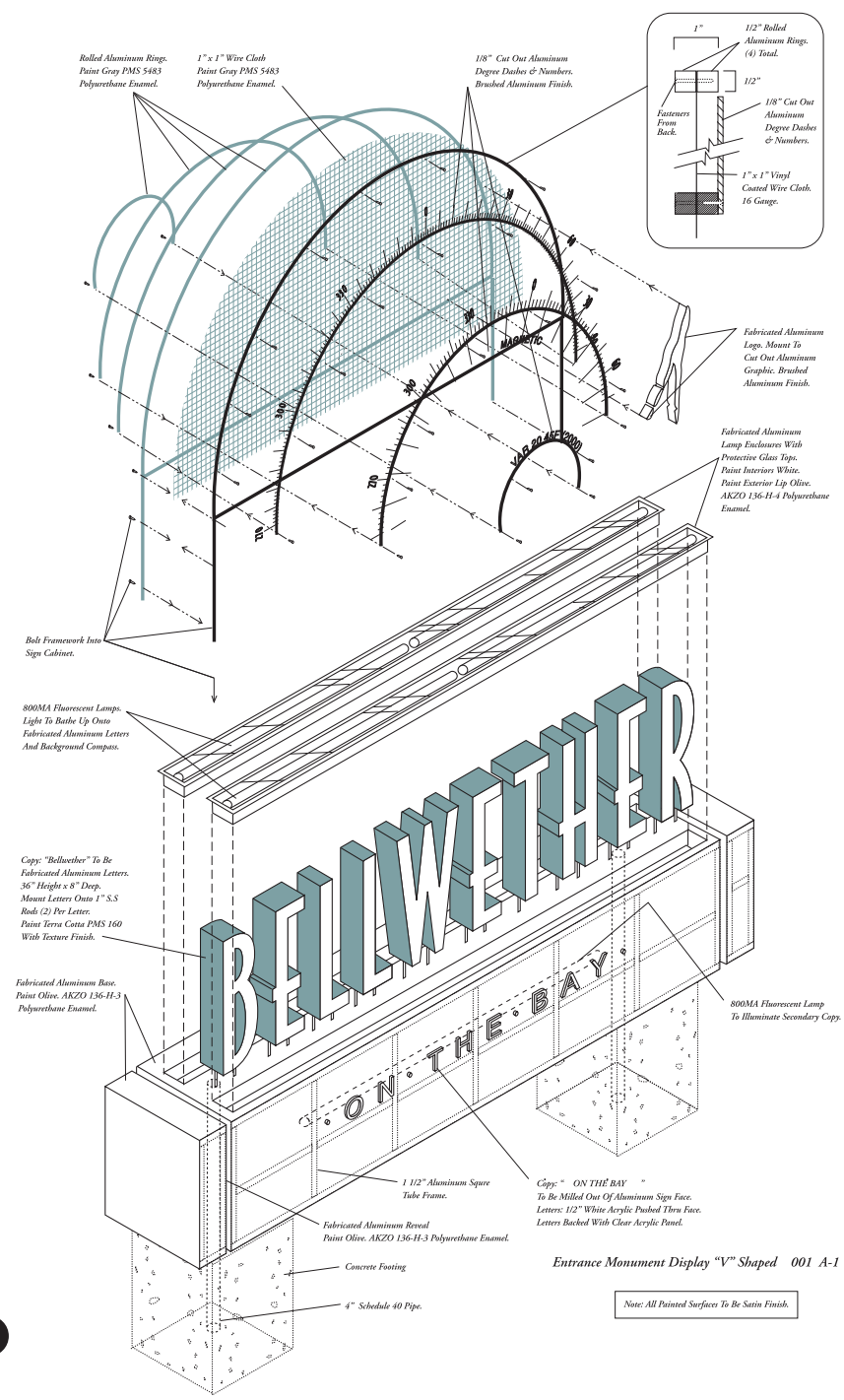


HIGHWAY 101 DINER - SEQUIM WA

\* NATIONALLY RECOGNIZED DESIGN AWARD

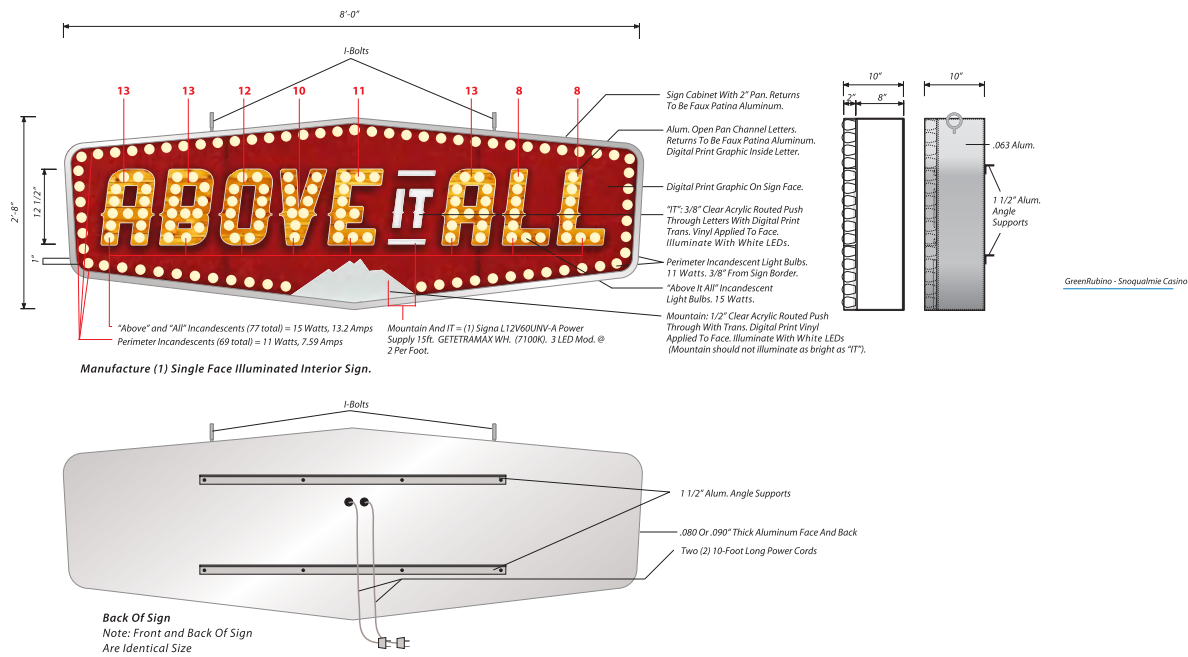


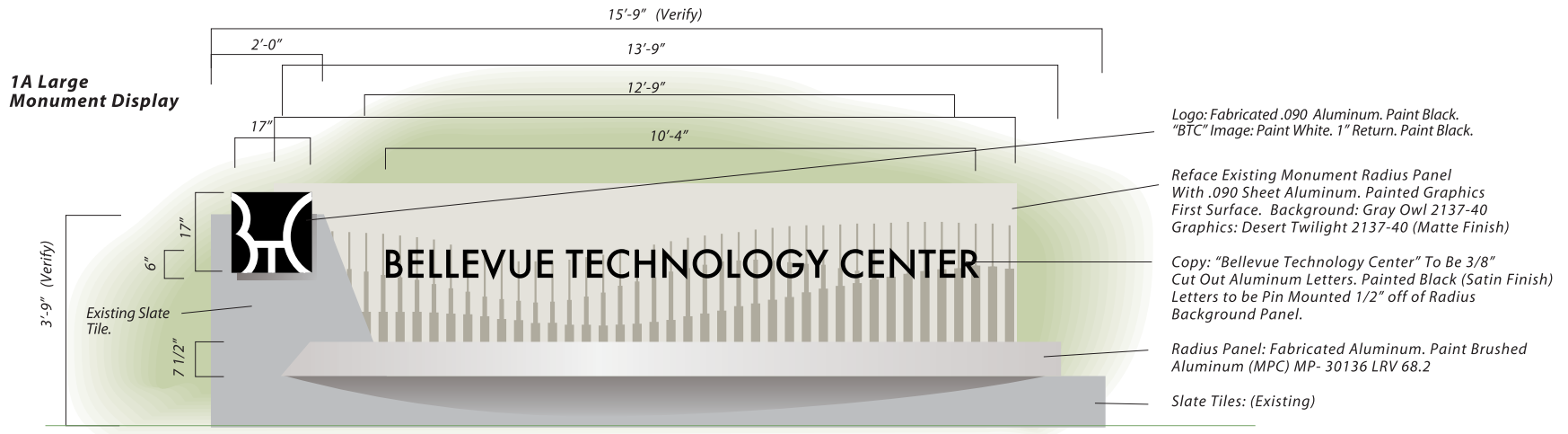
McCORMICK'S- SEATTLE WA



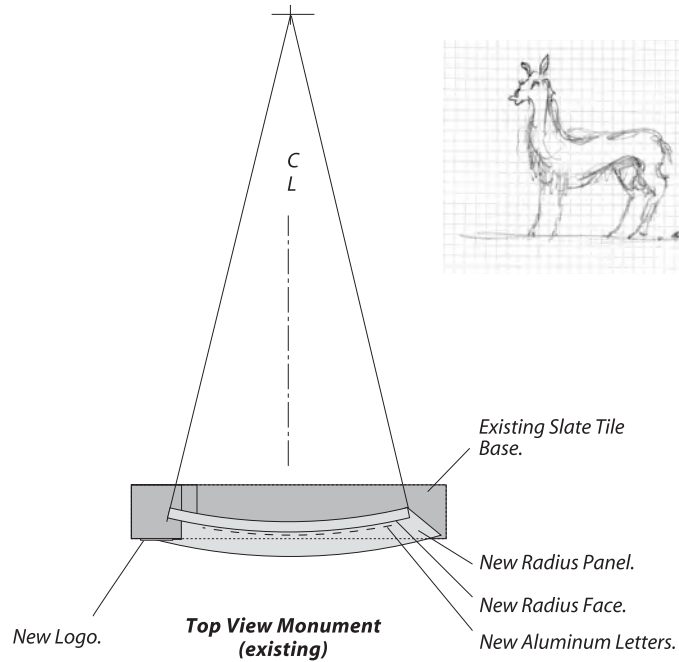


SNOQUALMIE CASINO - SNOQUALMIE WA





**Refurbish (1) Single Face Ground Illuminated Monument With Radius Detail**



**Existing Monument**





ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ

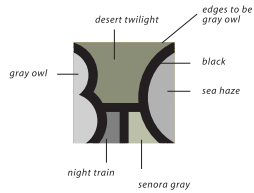
Font: Futura

1234567890

Font: Futura



Logo



Logo



Background Graphic



Black



Gray Owl 2137-60



Desert Twilight 2137-40



Night Train 1567



Senora Gray 1530



Sea Haze 137-50



Black



Blue PMS 7459



Pantone Red 032



Gray Owl 2137-60



Desert Twilight 2137-40



Brushed Aluminum (MPC)  
MP-30136 LRV 68.2

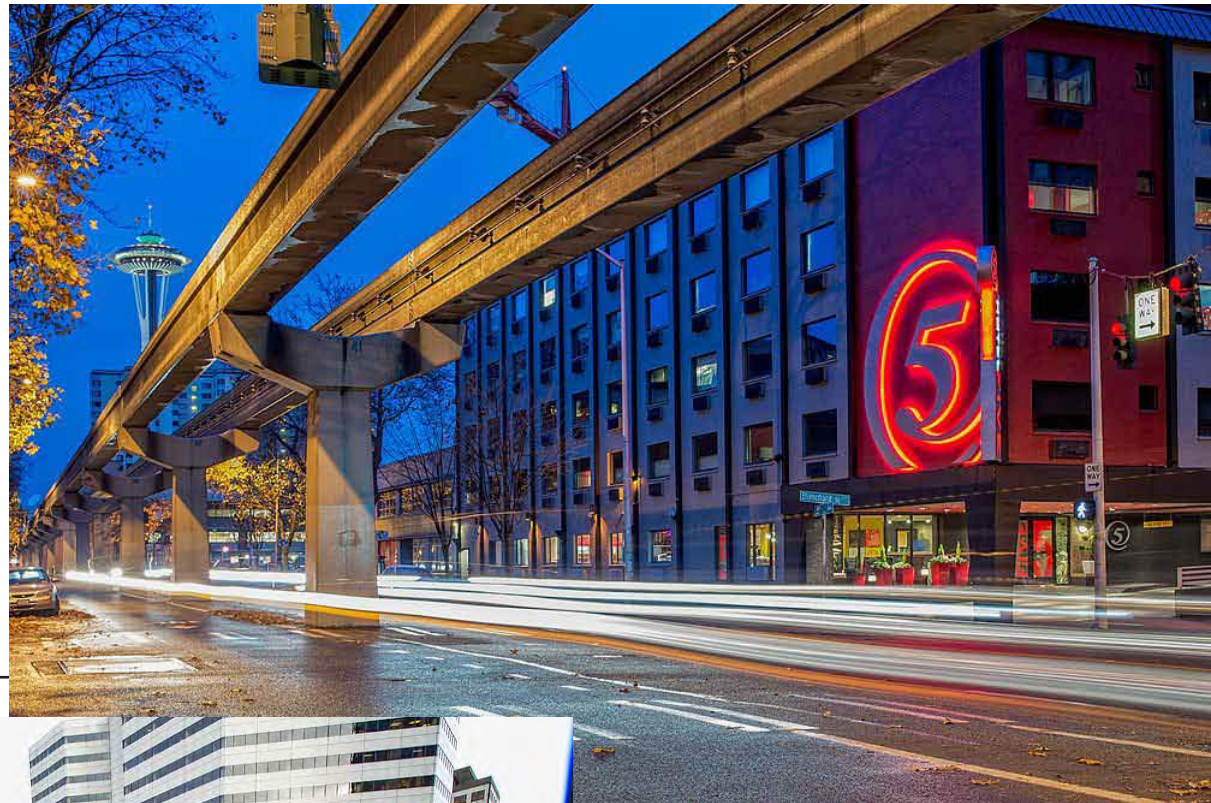
BELLEVUE TECHNOLOGY CENTER - BELLEVUE WA



Note: All Painted Surfaces To Be Satin Finish.

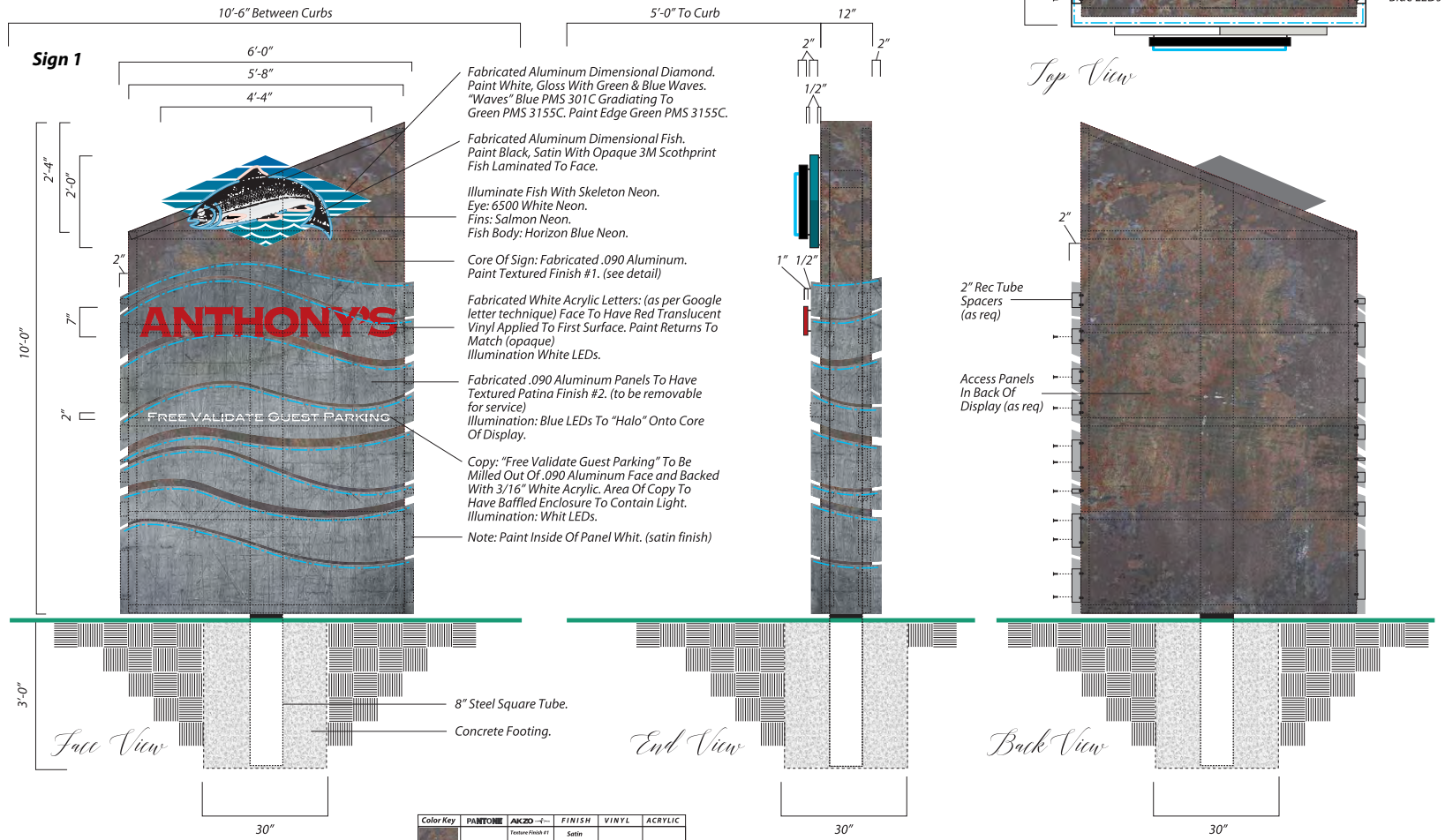


ANTHONY'S BELLWETHER- BELLINGHAM WA



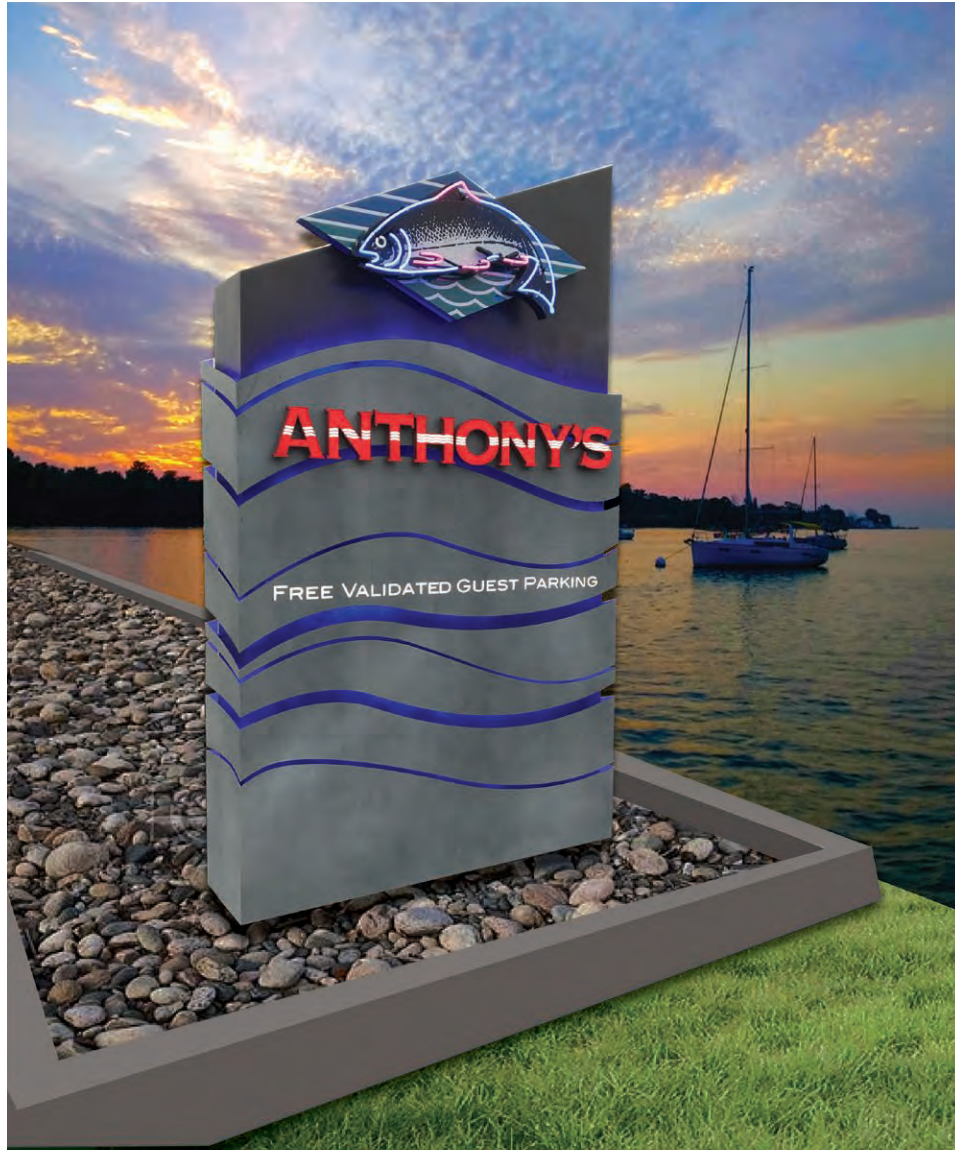
HOTEL 5 - SEATTLE WA



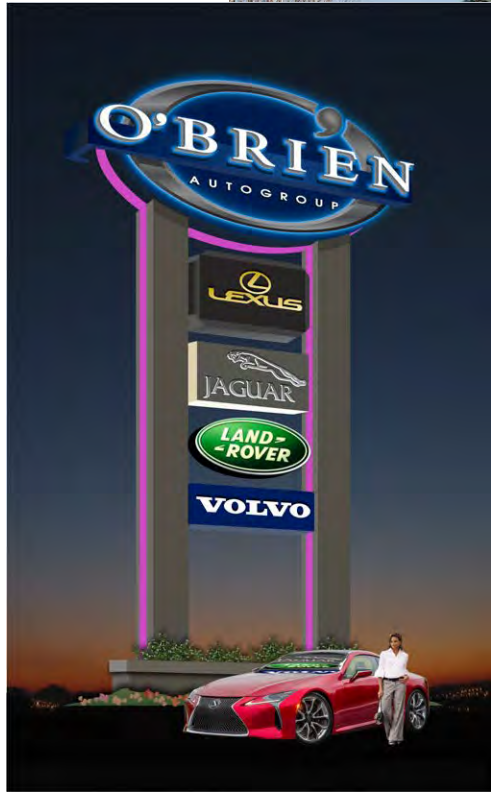


**Manufacture And Install (1) Single Face Illuminated Monument Entrance Display**  
Scale: 1/2" = 1'-0"

Color Key	PANTONE	AKZO	FINISH	VINYL	ACRYLIC
Texture Finish #1			Satin		
Texture Finish #2			Satin		
				Color Digital	
				11. Translucent Red	
			White	Satin	1/12" White



ANTHONY'S - DES MOINES WA



O'BRIEN AUTOGROUP - FIFE WA

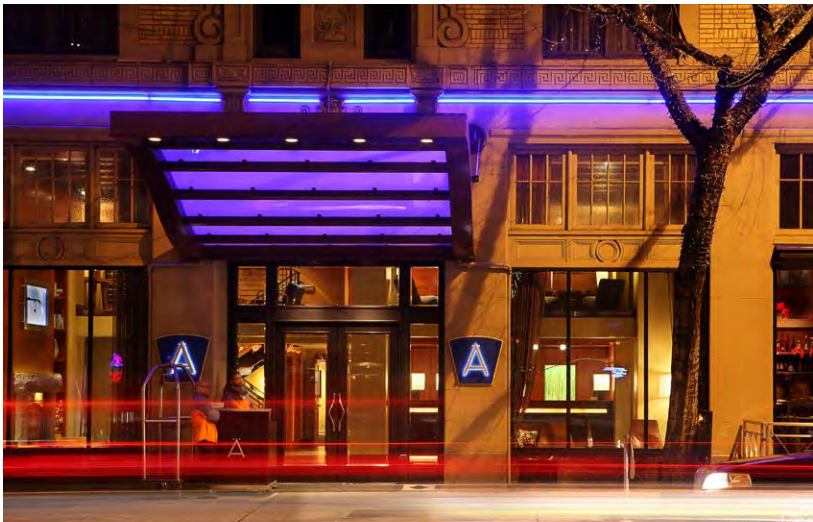


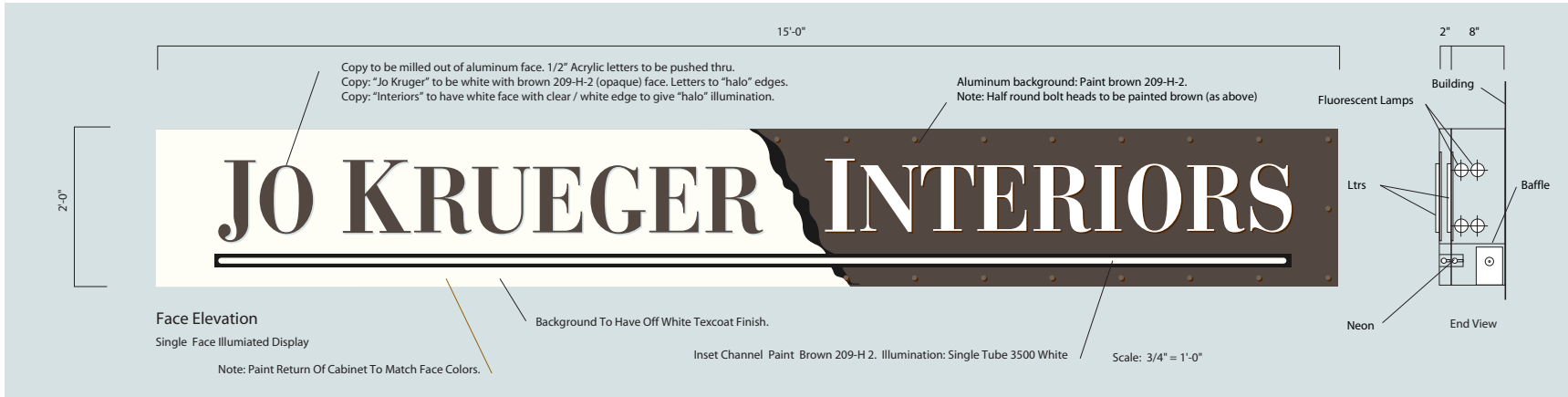
ZOKA COFFEE ROASTER- SEATTLE WA



HOTEL ANDRA - SEATTLE WA

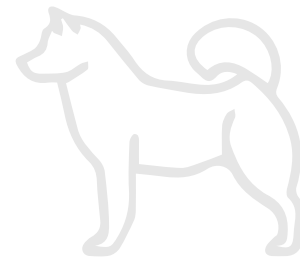






JO KRUEGER INTERIORS - KIRKLAND WA

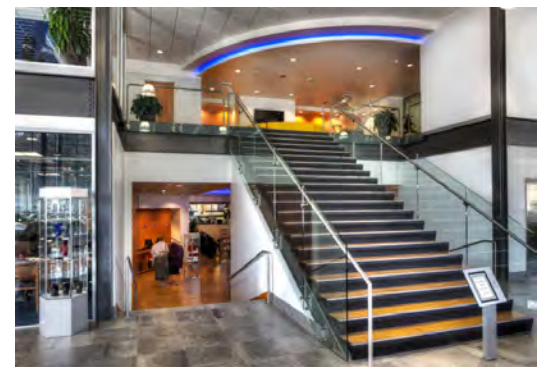
\* NATIONALLY RECOGNIZED DESIGN AWARD



WATERTOWN HOTEL- SEATTLE WA



MERCEDES BENZ OF SEATTLE - SEATTLE WA



MAMNOON - SEATTLE WA

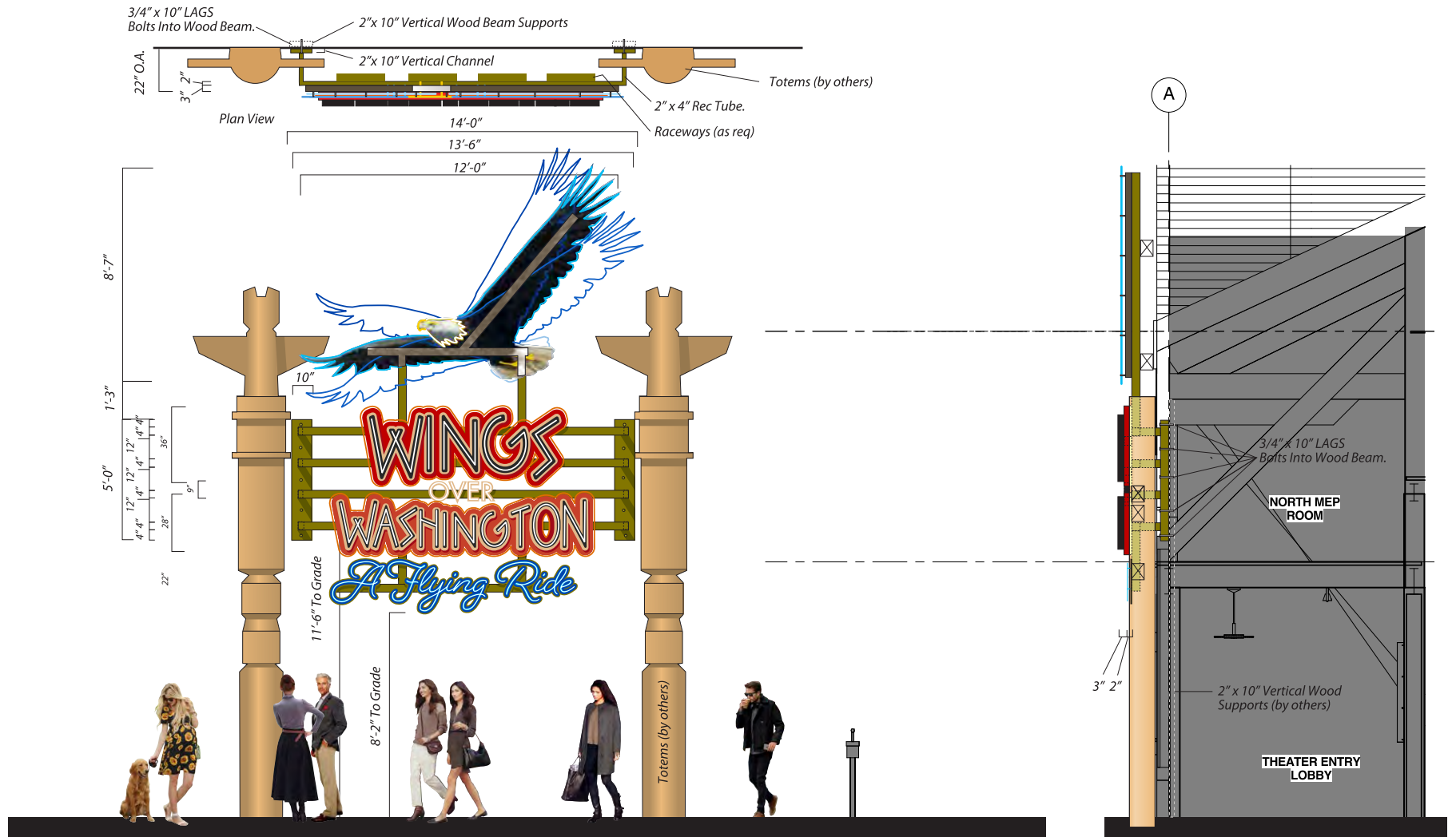
mamnoon

take out

eat in

mamnoon  
*STREET*

Menu board with various food items and prices.



**Partial North Elevation**

Scale: 1/4" = 1'-0"

Manufacture And Install (1) Single Face illuminated Projecting Wall Display

**Section TAT Lobby North Wall**

**1 SECTION TAT LOBBY NORTH WALL**



WINGS OVER WASHINGTON – SEATTLE WA







LEONE & VAUGHN - SEATTLE WA





Double Face Illuminated Display

FURNEY'S NURSERY - SEATTLE WA



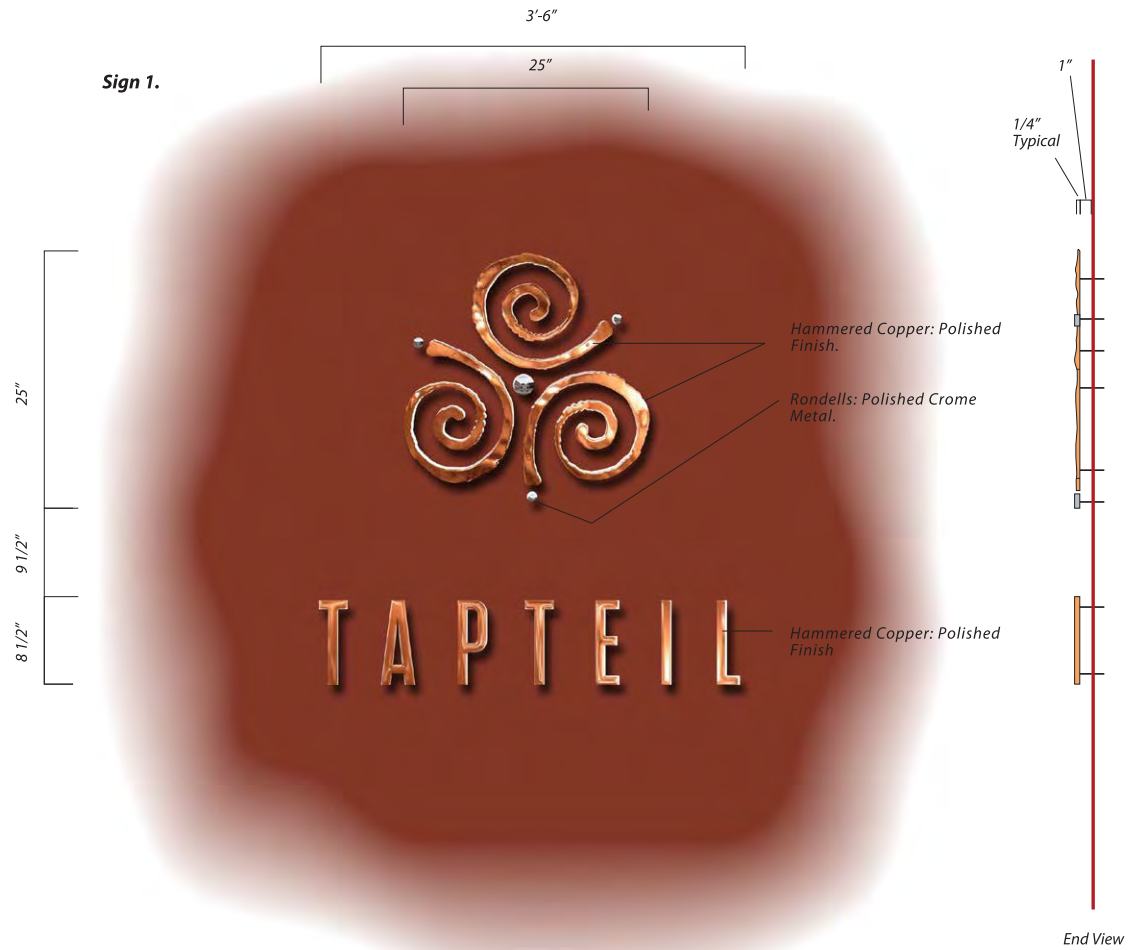
BEFORE



Interior View

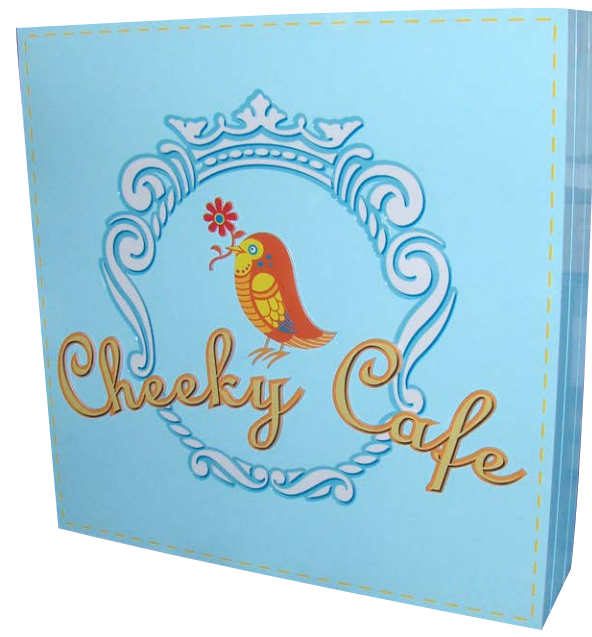
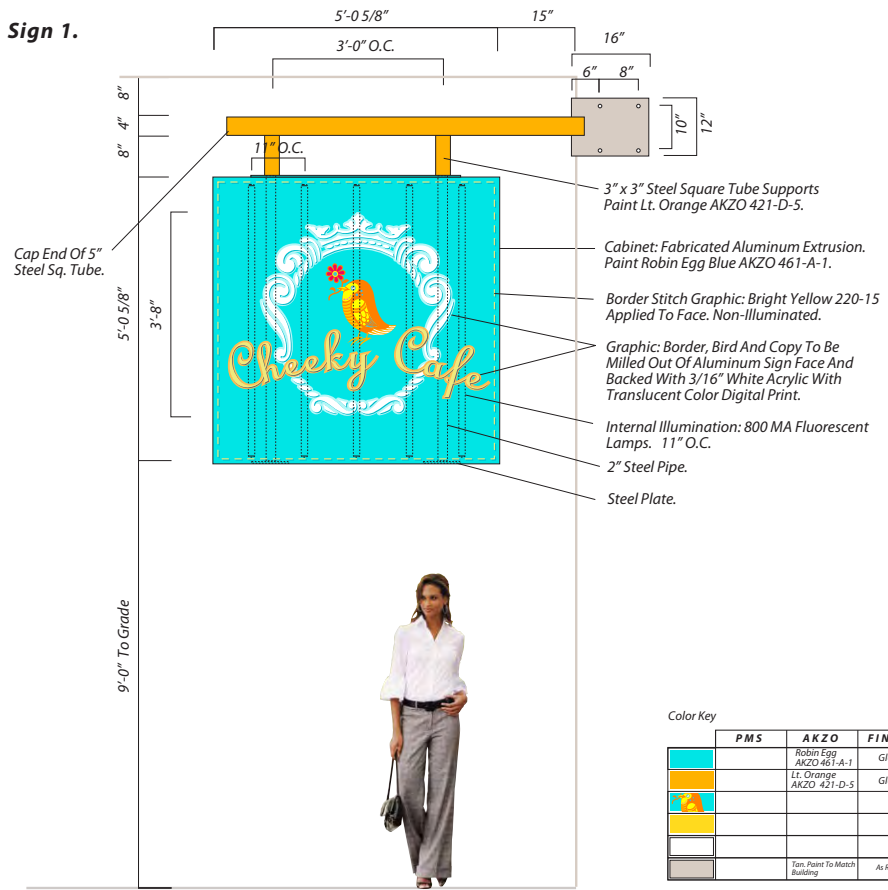
TAPTEIL - BENTON CITY WA

Sign 1.



Manufacture And Install (1) Non-Illuminated Interior Wall Display  
Scale: 1" = 1'-0"

**Sign 1.**

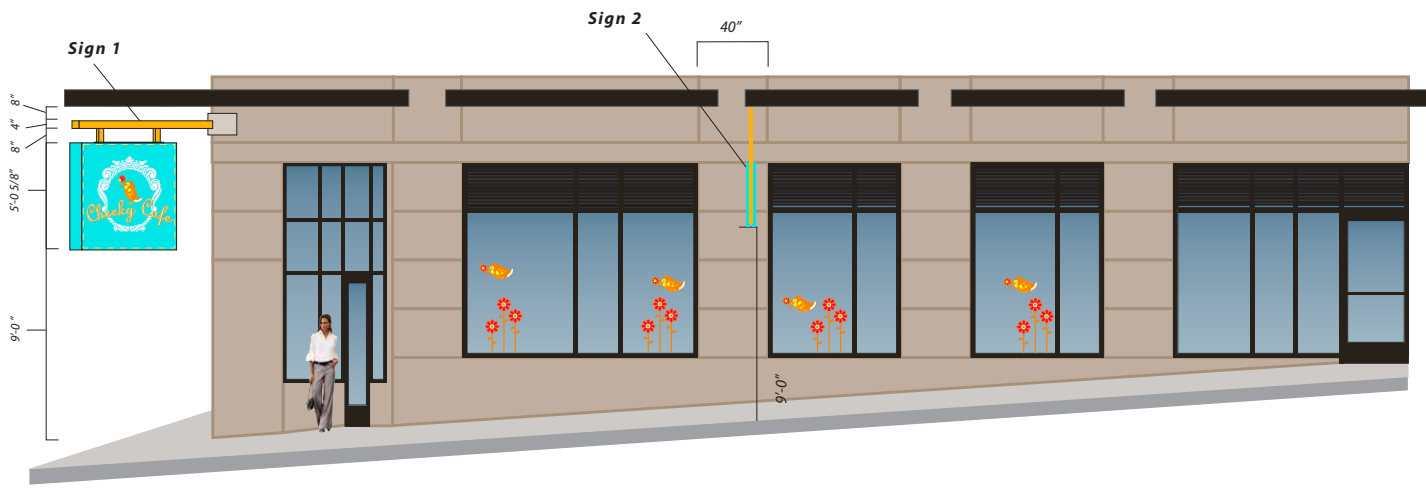


Color Key

	PMS	AKZO	FINISH	VINYL	ACRYLIC
		Robin Egg AKZO 461-A-1	Gloss		
		Lt. Orange AKZO 421-D-5	Gloss		
				Color Digital Print Bright Yellow 220-15	
					3/16" White
		Paint: Paint To Match Building	As Required		

CHEEKY CAFE - SEATTLE WA

Double Face Illuminated Display



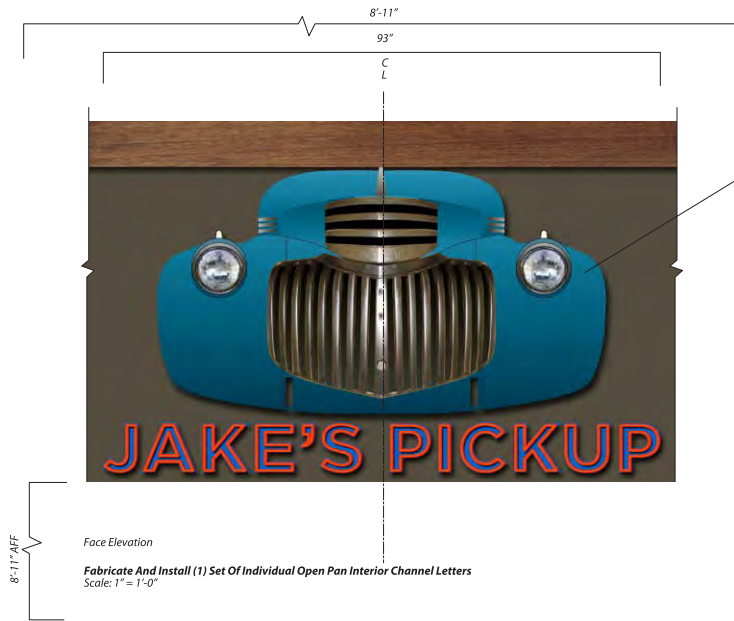
South Elevation



ANTHONY'S SEAFOOD GRILL - LYNNWOOD WA



2200 WESTLAKE AVE - SEATTLE WA



Existing

Color Key	PAINTS	AKZO	FINISH	VINYL	ACRYLIC
Blue	PMS 299		Satin		
White	RODDA Beige Brown 8768	White	Satin		

Copy: "JAKES PICKUP" To Be Fabricated Open Pan Channel Letters, Paint Blue PMS 299 (satin finish), 2" Return.

Illumination: Double Tube Orange Neon 10mm 30MA

Electrical Raceway To Be Located Behind Wall, Paint RODDA Beige Brown 8768 (satin finish)

"IDEAS ARE LIKE RABBITS.  
 YOU GET A COUPLE AND  
 LEARN HOW TO HANDLE THEM,  
 AND PRETTY SOON YOU HAVE  
 A DOZEN."  
 - JOHN STEINBECK

Face Elevation

Fabricate And Install (1) Set Of Individual Open Pan Interior Channel Letters  
 Scale: 1" = 1'-0"



JAKE'S PICKUP - BAINBRIDGE ISLAND WA



ROCHEBOBOÏS PARIS- SEATTLE WA



“OTHERS HAVE ASKED WHAT IS AND ASK WHY,  
I HAVE SEEN WHAT COULD BE AND ASKED WHY NOT”  
- PABLO PICASSO



PEMCO CORPORATE HEADQUARTERS - SEATTLE WA



PEMCO CORPORATE HEADQUARTERS - SEATTLE WA



BEER DISPLAYS FOR THE ROCK - SEATTLE WA

"INSPIRATION EXISTS, BUT IT HAS TO FIND YOU WORKING."  
- PABLO PICASSO



WIZARDS OF THE COAST - SEATTLE WA



F5 TOWER - SEATTLE WA



F5 TOWER - SEATTLE WA



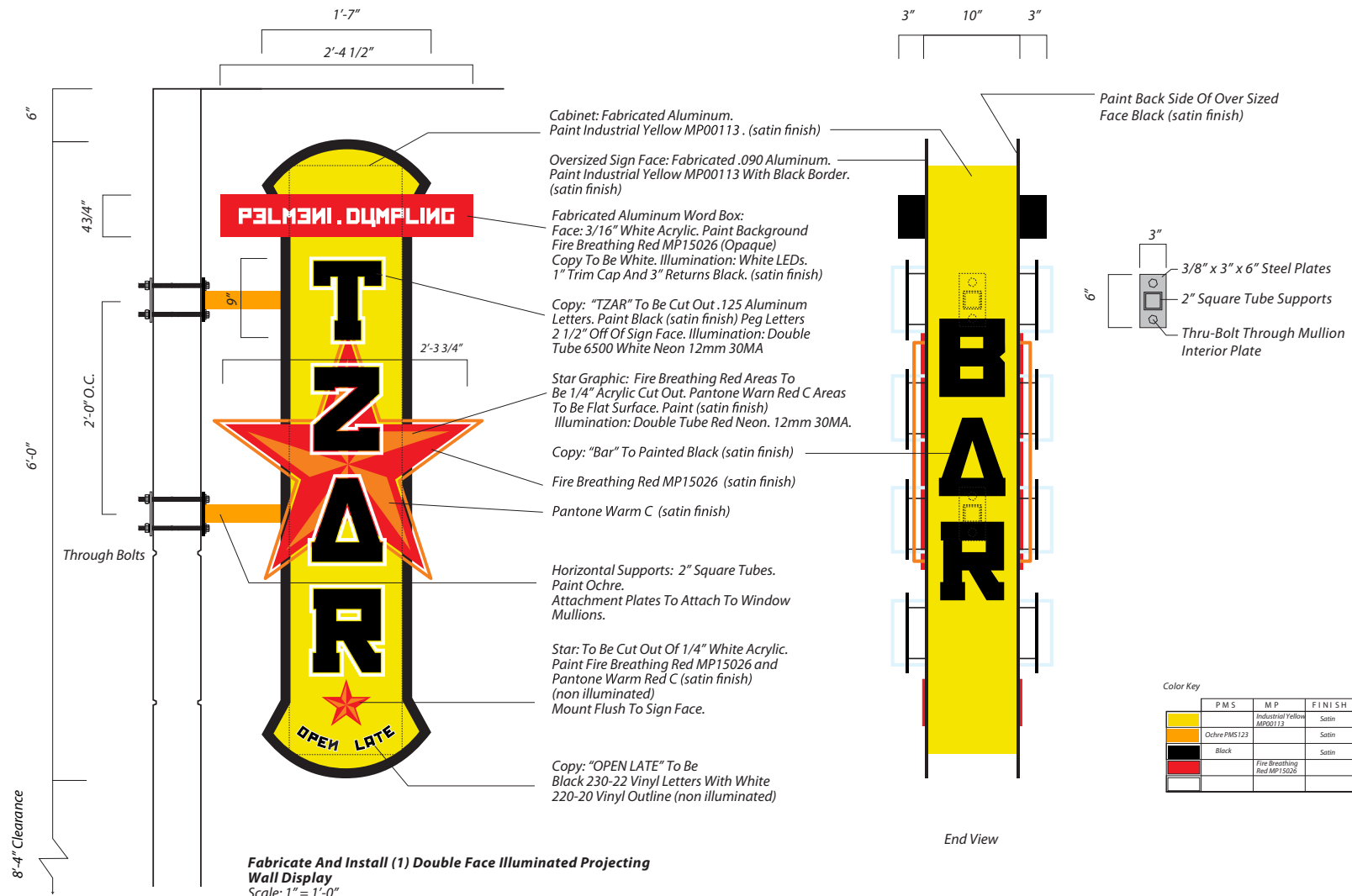
SMITH & BURNS - SEATTLE WA



“TALENT HITS A TARGET NO ONE ELSE CAN HIT.  
GENIUS HITS A TARGET NO ONE ELSE CAN SEE.”  
- AUTHER SCHOPENHAUER

DUMBLING TZAR - SEATTLE WA





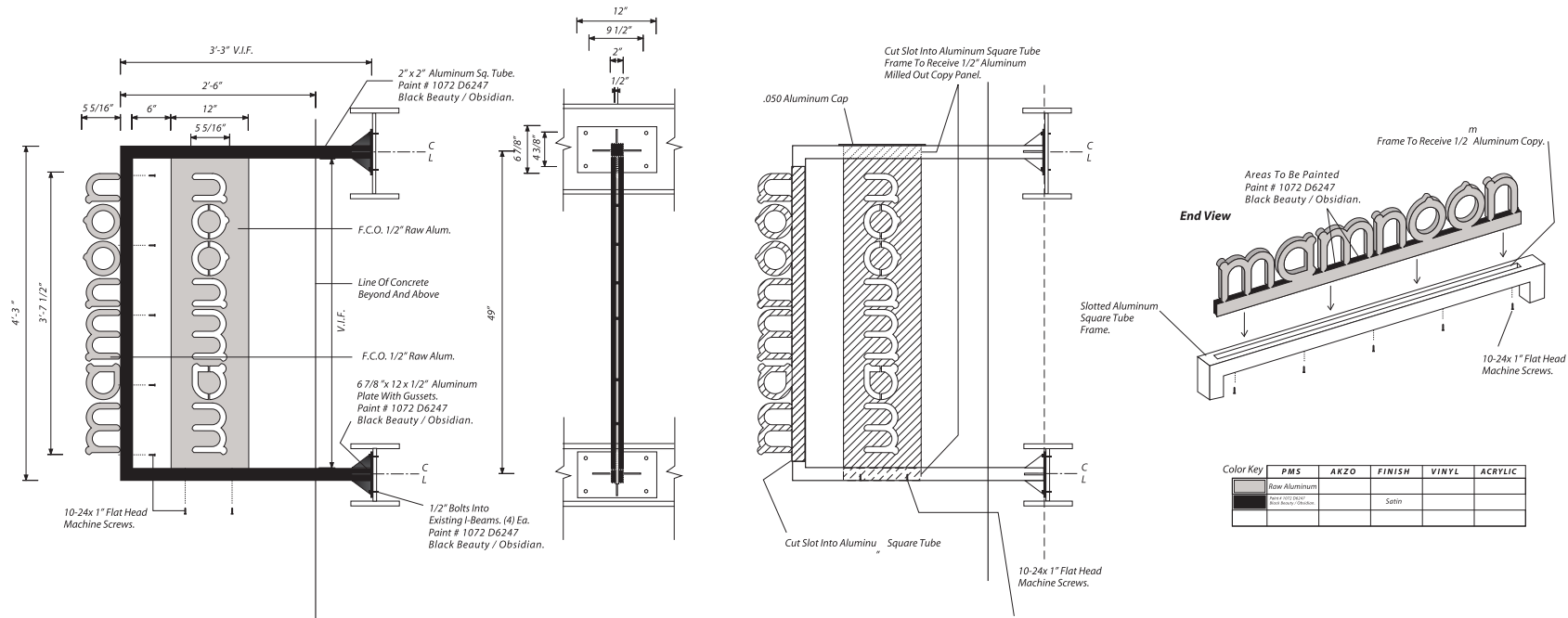
DUMBLING TZAR - SEATTLE WA



KADLEC - KENNEWICK WA



ALEXIS HOTEL - SEATTLE WA



**Face Elevation**  
 Manufacture And Install (1) Double Face Non-Illuminated  
 Projecting Display

Scale: 1'-1'-0"

"DRAW THE ART YOU WANT TO SEE,  
 START THE BUSINESS YOU WANT TO RUN,  
 PLAY THE MUSIC YOU WANT TO HEAR,  
 WRITE THE BOOKS YOU WANT TO READ,  
 BUILD THE PRODUCTS YOU WANT TO USE—  
 DO THE WORK YOU WANT TO SEE DONE."

— AUSTIN KLEON

MAMNOON — SEATTLE WA



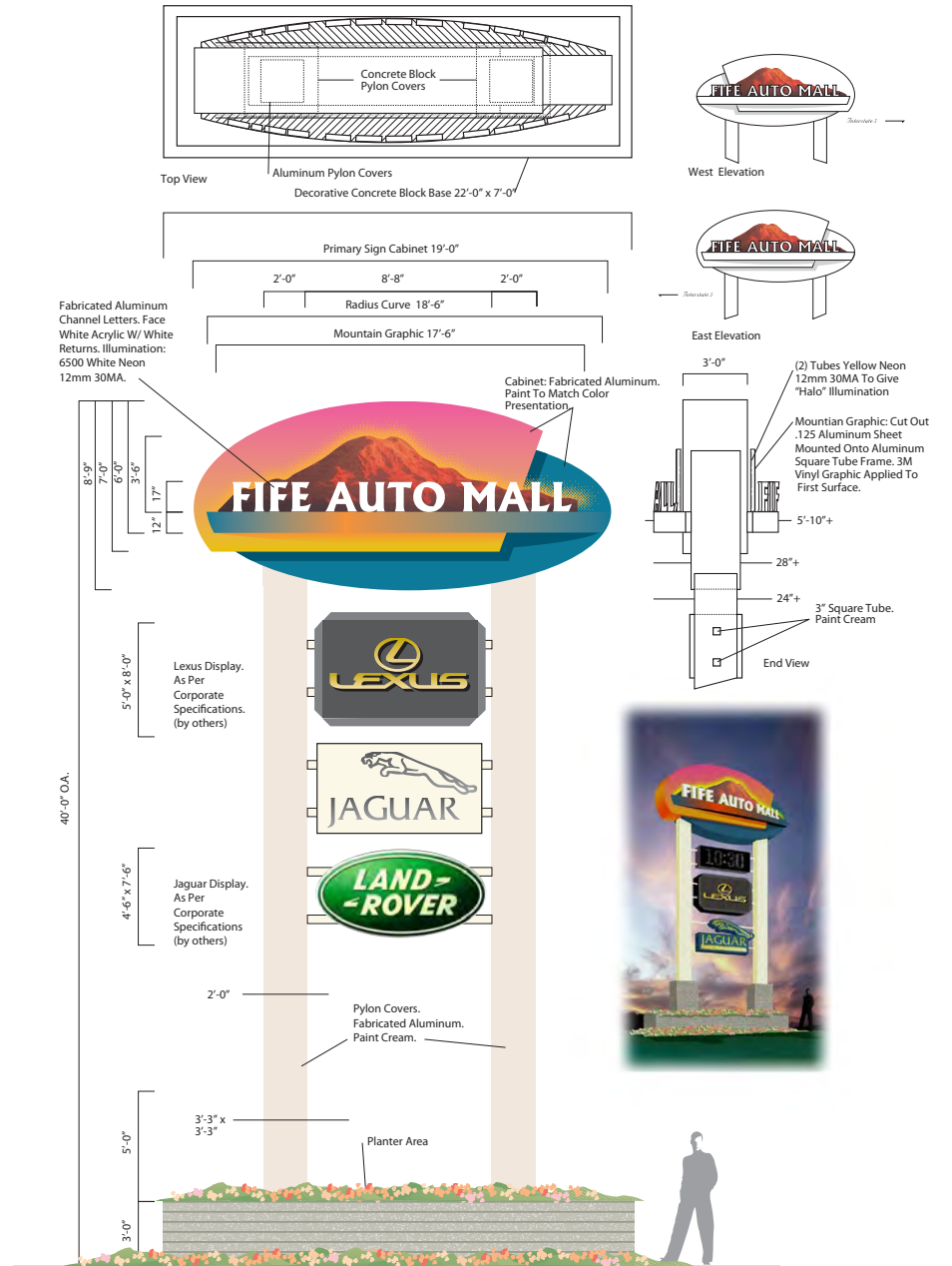


1900 FIFTH BAR & LOUNGE THE WESTIN HOTEL- SEATTLE WA





FIFE AUTO MALL - FIFE WA





ANTHONY'S HEARTHFIRE GRILL - BELLINGHAM WA



WILD GINGER - SEATTLE WA



# NORTHGATE MALL





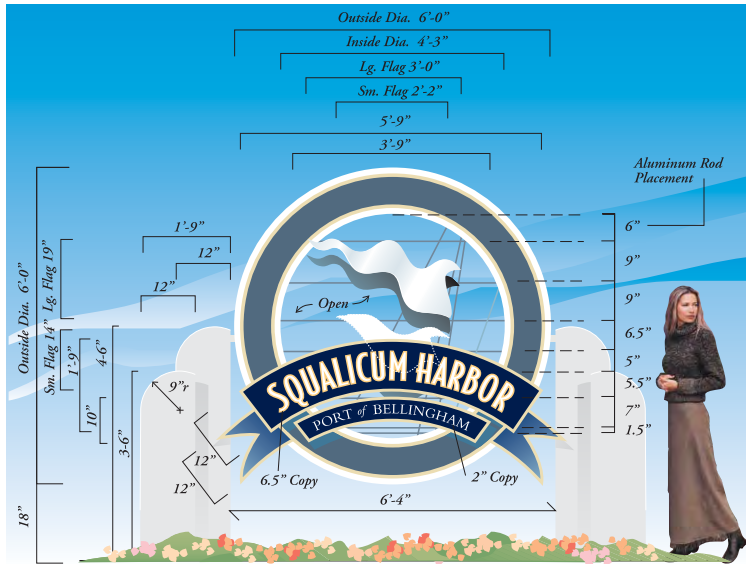
BONEY COURTHOUSE - ANCHORAGE AK



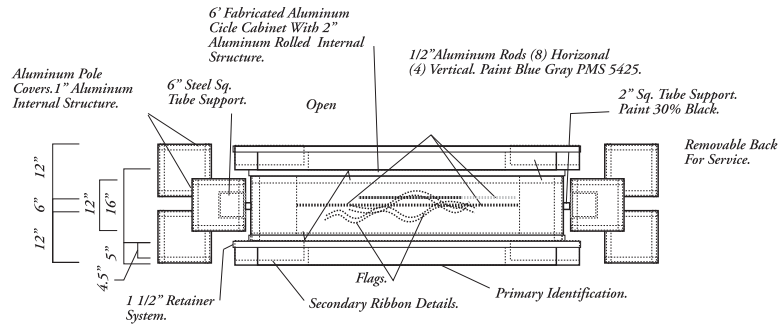


BROWN BEAR CAR WASH - PUYALLUP WA.





Face Elevation Double Face Illuminated Display



Top View Single Face Illuminated Display

Color Key

Blue Gray PMS 5405	Goldenrod PMS 467	Dk. Blue PMS 282	30% Black	Gold PMS 129	White

Note: All Painted Surfaces To Be Satin Finish.

SQUALICUM HARBOR - BELLINGHAM WA.



Circle Cabinet: Fabricated Aluminum. 1.5" Retainer. Paint Retainer and Cabinet White.  
 Sign Face : White Acrylic. Paint Face Blue Gray PMS 5405c.  
 Paint Perimeter Border Goldenrod PMS 467  
 Illumination: 6500 White Neon 12mm 30MA.  
 2" Rolled Angle Frame.  
 Note: Paint Back Of Display White.



SQUALICUM HARBOR ID: Fabricated White Acrylic. (Face And 5" Returns). 1.5" Retainer At Back Of Shape. Paint White. White Returns To Illuminate Upwards Onto Flag And Rods.  
 "SQUALICUM HARBOR" White Copy With Gold PMS 129 Letter Outline.  
 Background: Paint Dk. Blue (Translucent) PMS 282.  
 Perimeter Border: Paint Goldenrod PMS 467  
 Illumination: 6500 White Neon. 12mm 30MA.



PORT of BELLINGHAM ID: Fabricated White Acrylic. (Face And 5" Returns). 1.5" Retainer At Back Of Shape. Paint Satin White.  
 "PORT of BELLINGHAM" White Copy.  
 Background: Paint Dk. Blue (Translucent) PMS 282.  
 Perimeter Border: Paint Goldenrod PMS 467  
 Illumination: 6500 White Neon. 12mm 30MA.



Ribbon Details: Fabricated White Acrylic. (Face And 4" Returns). 1.5" Retainer At Back Of Shape. Paint Satin White.  
 Background: Paint Dk. Blue (Translucent) PMS 282.  
 Perimeter Border: Paint Goldenrod PMS 467  
 Illumination: 6500 White Neon. 12mm 30MA.



Primary Flags: Cut Out Of Aluminum. Flags To Have 3-D Wave Detail.  
 Paint White. Attach Flags To 1/2" Aluminum Rod Supports.



Backs of Flags : Cut Out Of Aluminum. Flags To Have 3-D Wave Detail. (Clone Primary Flag).  
 Paint Blue Gray PMS 5405. Attach Flags To 1/2" Aluminum Rod Supports.



1/2" Aluminum Rod Supports: To Attach To Inside Of Circle Cabinet.  
 Paint Blue Gray PMS 5405.



Fabricated Aluminum Pole Covers. Paint 30% Black.



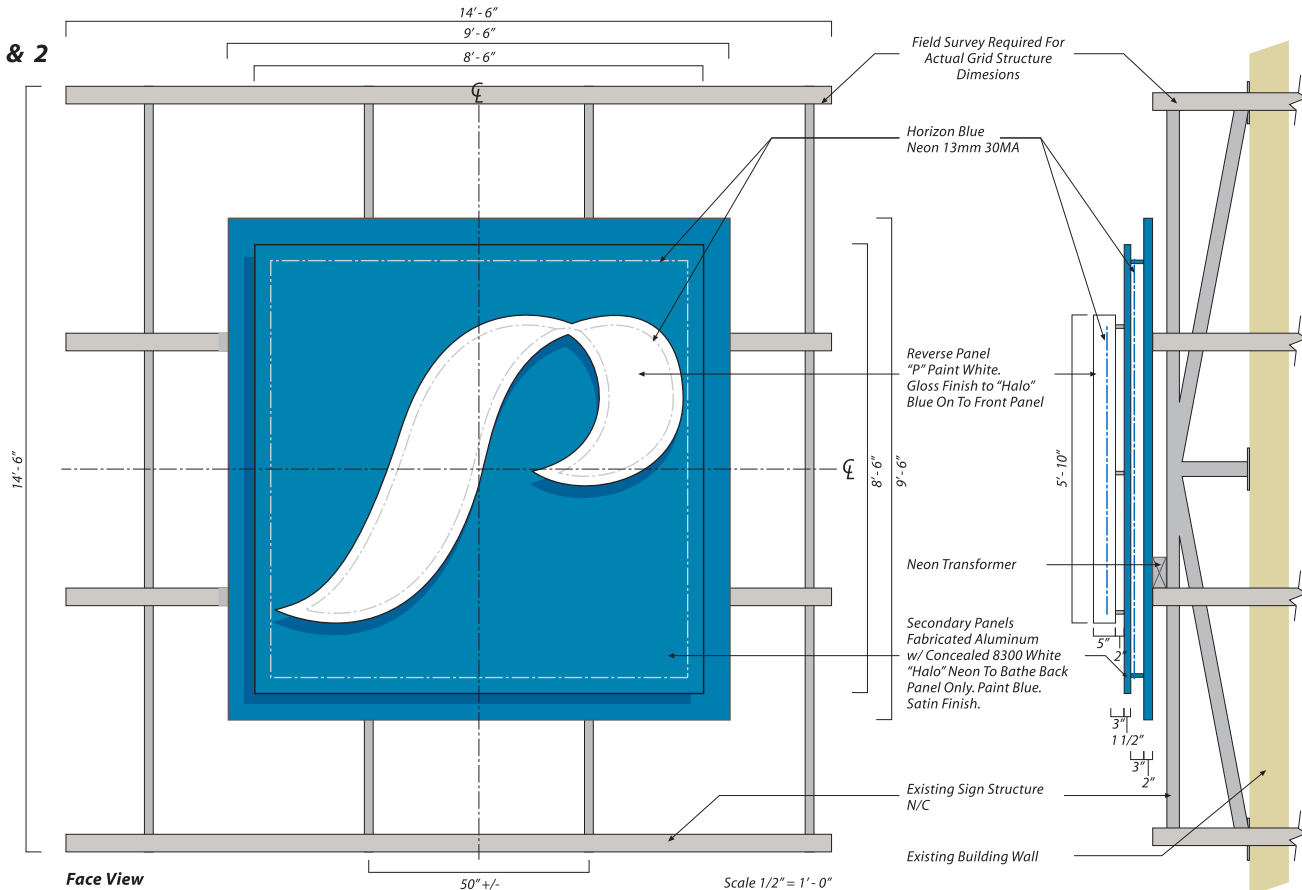




PACIFIC OFFICE AUTOMATION - SEATTLE WA.



**Sign 1 & 2**

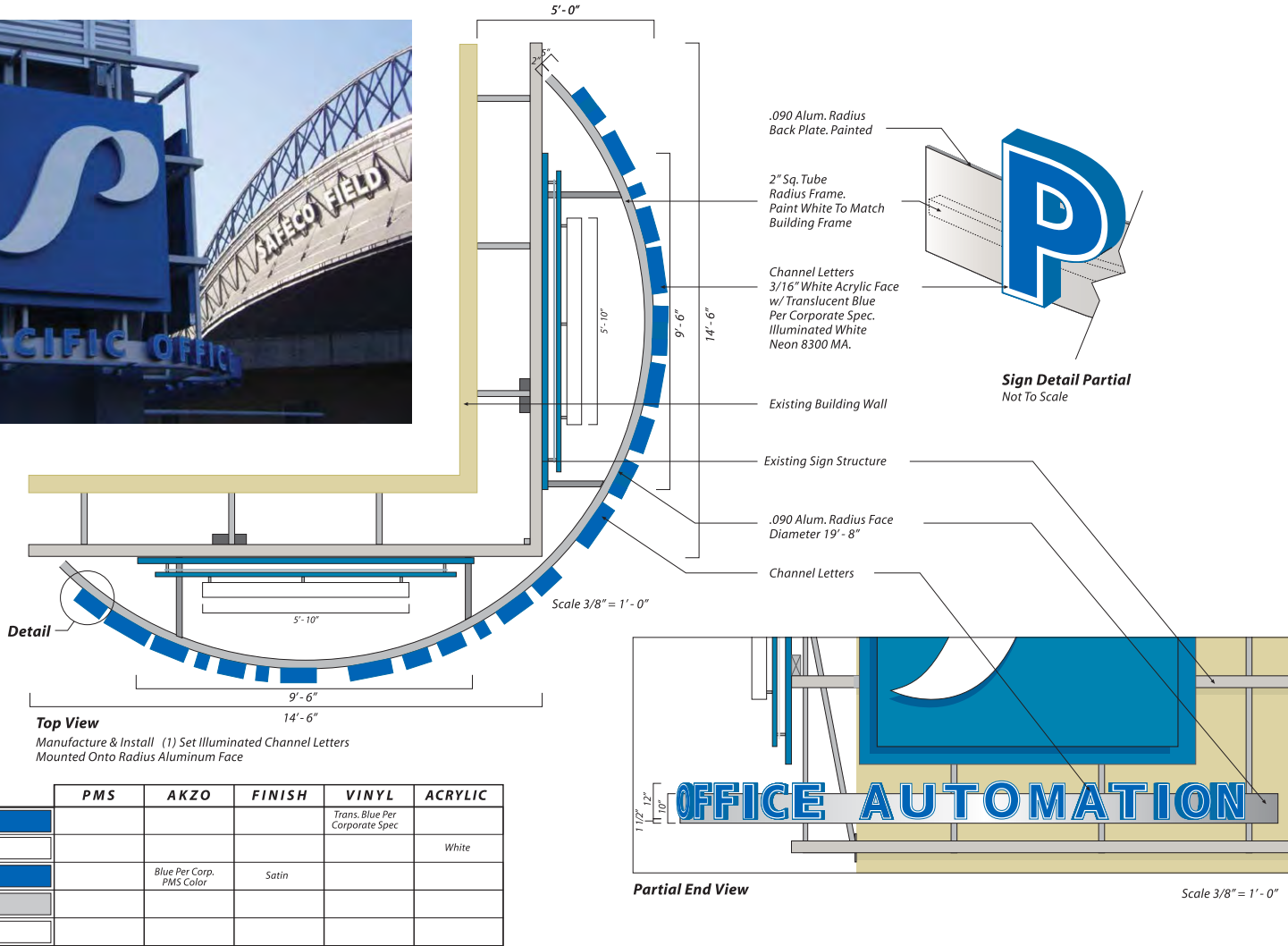


**Face View**  
 Manufacture & Install (2) Single Face Illuminated Displays  
 Mounted Onto Existing Structure

**End View**  
 Not To Scale

**Color Key**

	PMS	AKZO	FINISH	VINYL	ACRYLIC
	Process Blue		Satin		
			Gloss		





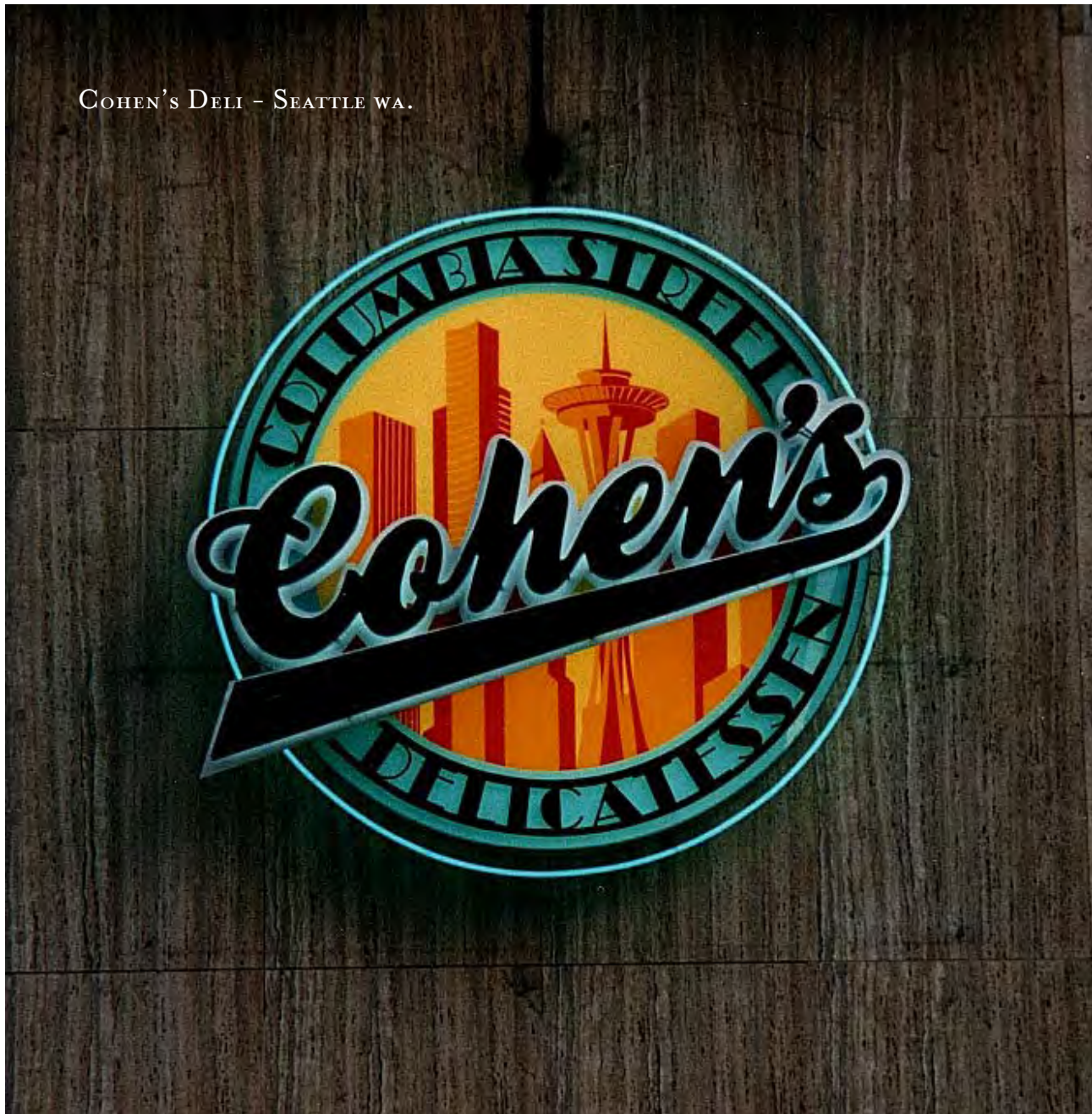
"THERE ARE THREE RESPONSES TO A  
PIECE OF DESIGN - YES, NO, AND WOW!  
WOW IS THE ONE TO AIM FOR."  
- MILTON GLASER

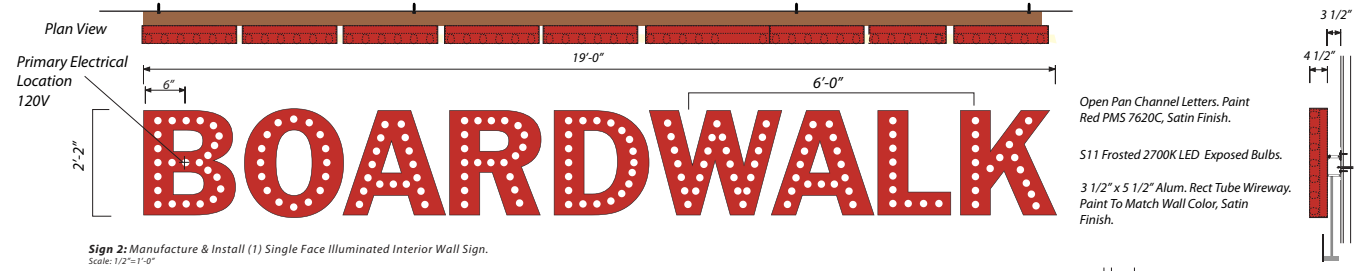


PESCATORE - SEATTLE WA

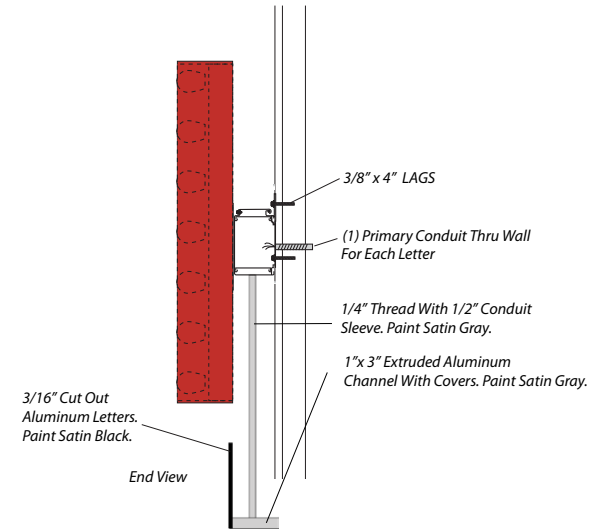
\* NATIONALLY RECOGNIZED DESIGN AWARD

COHEN'S DELI - SEATTLE WA.





Sign 2: Manufacture & Install (1) Single Face Illuminated Interior Wall Sign.  
Scale: 1/2"=1'-0"



BOARDWALK A MARIA HINES RESTAURANT - REDMOND WA.



**W  
G**  
WILD GINGER



WILD GINGER - BELLEVUE WA.





GORDON BIERSCH - VARIOUS LOCATIONS.



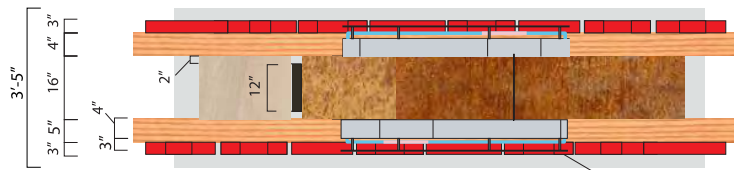
STANLEY & SEAFORT'S - TACOMA WA.



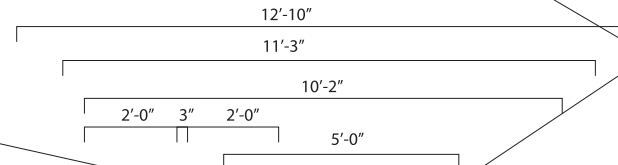


h o t e l  
ROSE

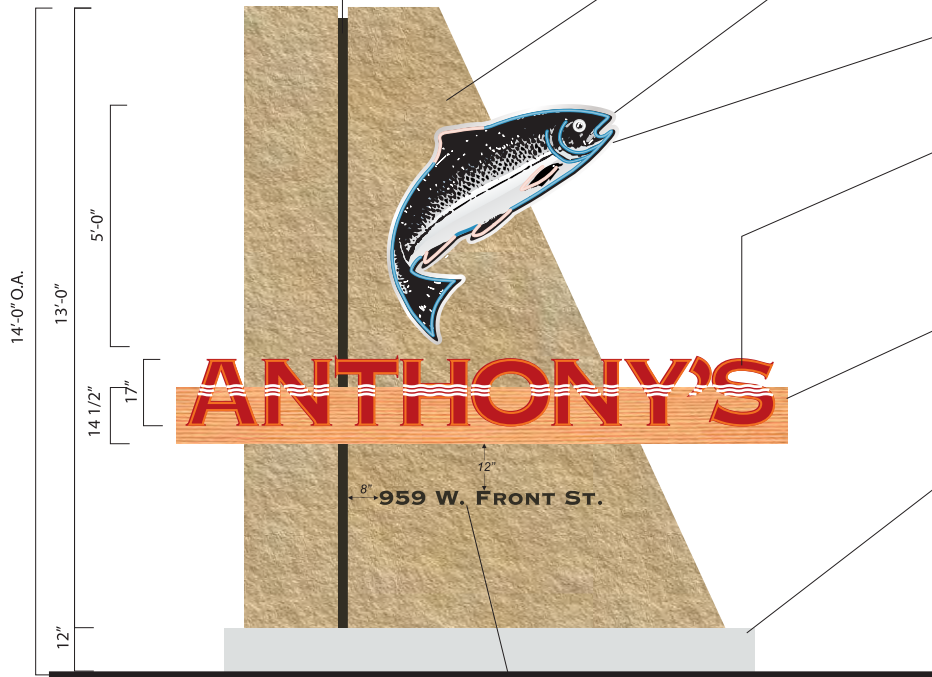
HOTEL ROSE - PORTLAND OR.



Top View



Recessed Vertical Element:  
Fabricated Aluminum.  
Paint Dk. Brown. PMS 440c  
(satin finish)



**SIGN 1.** DOUBLE FACE ILLUMINATED PYLON DISPLAY  
Scale: 3/8"=1'-0"

1/4" aluminum FCO address,  
stud mounted flush to monument body,  
painted dark brown to match PMS 440c

Sign To Have Fabricated Aluminum Structure  
With Painted Idaho Sandstone Finish.  
Nate Has Sample In Paint Department.

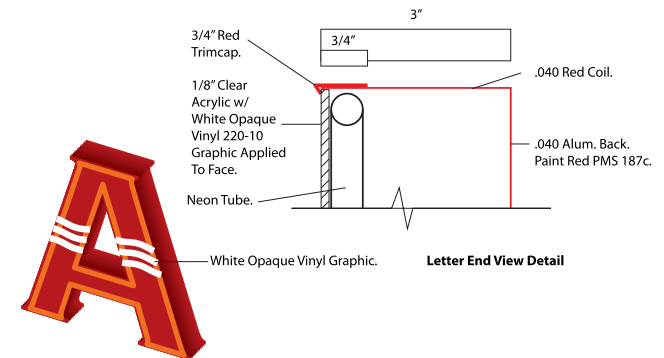
3D Salmon: Fabricated Aluminum. 4" Returns,  
.063" Back.  
Paint MPC Metallic Silver. Salmon Face To Have  
Color Digital Vinyl Print Applied To First Surface.  
Illumination: Exposed Neon. 6500 White, Pink,  
Horizon Blue. 12mm 30MA  
See Details on Page 11.

1/4" Clear Acrylic cover, pegged 3" off of  
sign face (both sides).

Copy: "ANTHONY'S" To Be Fabricated Aluminum  
Open Pan Channel Letters. Paint PMS 187. (satin  
finish)  
Illumination: (2) Tubes Clear Red Neon 10mm 30MA.  
Copy To Have Clear Acrylic Covers.  
See Detail Below.

Horizontal Background Panels: Fabricated .100 Aluminum.  
With Color Digital Vinyl Applied To Surface  
See Wood Color Digital File For Budd's Broiler  
In Tri-Cities. To Be Finished On All Sides.

Base: Concrete. See Detail on Page 5.



ANTHONY'S - BOISE ID.



**ANTHONY'S**

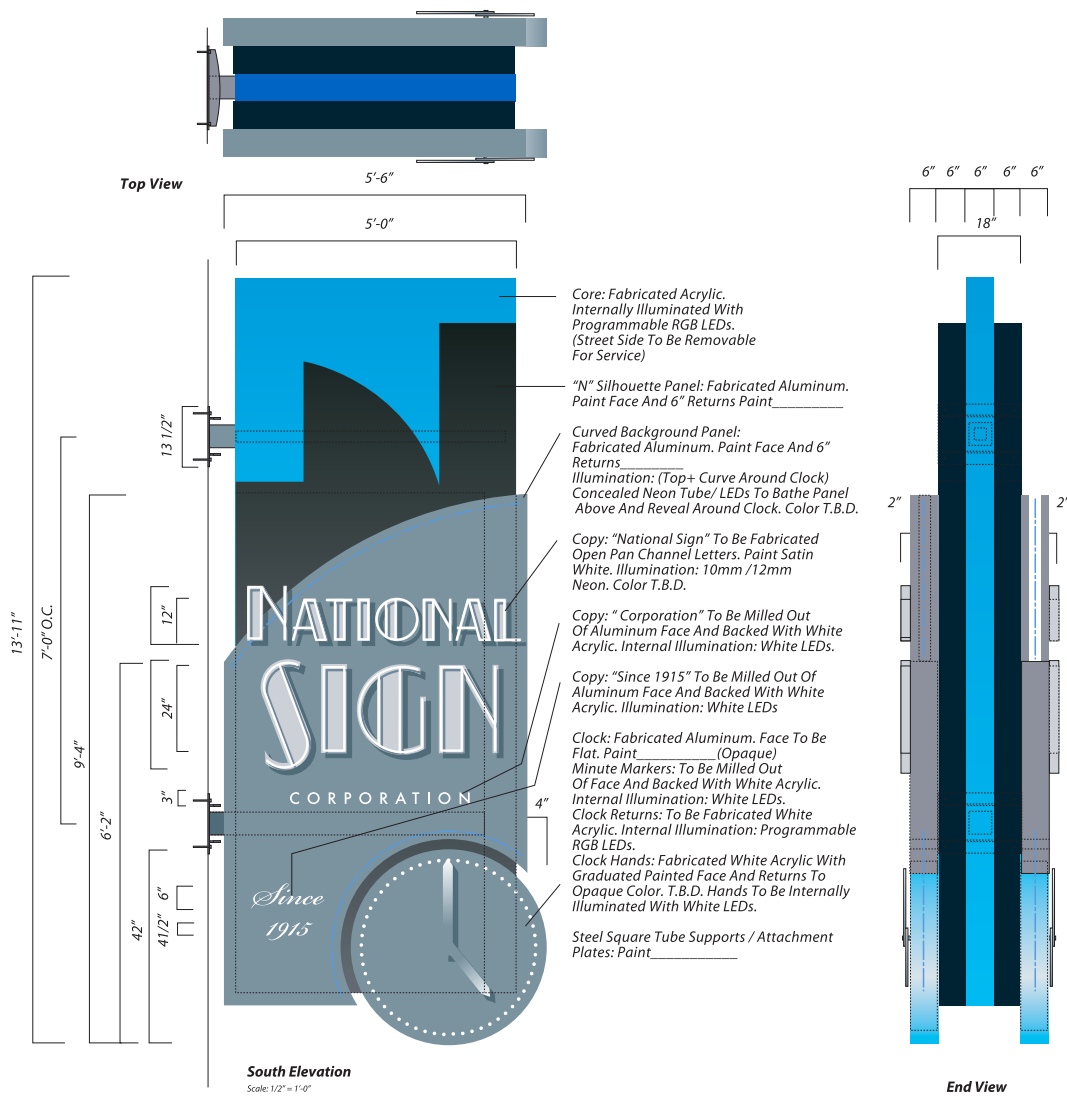
ANTHONY'S



BOISE  
STARTUP WEEK

P

→



NATIONAL SIGN CORPORATION - SEATTLE WA.

NATIONAL SIGN CORPORATION BRANDING



1970



1985



2000



2015



2020

"ALL PROFOUND DISTRACTION OPENS CERTAIN DOORS.  
A WELL DESIGNED DISTRACTION IS ULTIMATELY WHAT THE CLIENT LONGS FOR."  
-KEN KRUMPOS