



**MORRISON SIGN**  
SINCE 1979

Project Narrative 35 N High Street, Dublin, OH 43017

Tucci's, located at 35 N High Street in Dublin, OH is undergoing a site improvement project to build onto their existing space. With this expansion, existing signage on site no longer works with the new restaurant layout. In addition, Tucci's has gone through a rebrand which requires updates to exterior signage.

This site improvement project has created the need for updated signage. Morrison Sign Company and Tucci's have put together a sign package that fits the Historic District in which the business operates. A combination of new wall signs to replace existing and a new projecting sign along N High Street will aid in the flow of street and foot traffic in this busy area of Historic Dublin.

Signs are produced from High Density Urethane (HDU) material to simulate a historic, wood-like sign with no internal illumination. The ½" raised copy will be of dimensional lettering to add a premium look to the signage.

Signage in this master sign plan are of similar material and design to those in the surrounding area.

Morrison and the owner feel this package adds a tasteful take on signage that not only reflects the Tucci's brand, but also serves as a clear and concise means of wayfinding and brand identification to customers in the area, whether they are on foot or in vehicle.