



Samuel F.B. Morse  
Corporate Communications



## THE DOT-DASH® SIGN

A **DOT-DASH** sign is more than a sign; it is a design. It makes a distinctive statement about people and their environment.

From the eloquence of translucent acrylics to the warmth of woods, Dot-Dash signage projects an image that ordinary signage can't match.

The "Dot" seems to float in mid-air since, in most cases, no visible means of attachment can be seen from the front.

The "Dash" plaque adds a dramatic look by providing dimension to any backdrop; and a mark of distinction to any environment.

Dot-Dash signage mounts virtually anywhere...office panel, door, wall, or desk. The result is a coordinated signage system throughout a facility.

Installation and maintenance couldn't be easier; no special tools are required.

Dot-Dash signage is the finishing touch for the finest office interiors. There is nothing else quite as appropriate. For the office of today... and tomorrow.

A basic Dot-Dash sign consists of three primary elements; the MOUNTING BRACKET, the PLAQUE, and the DOT.

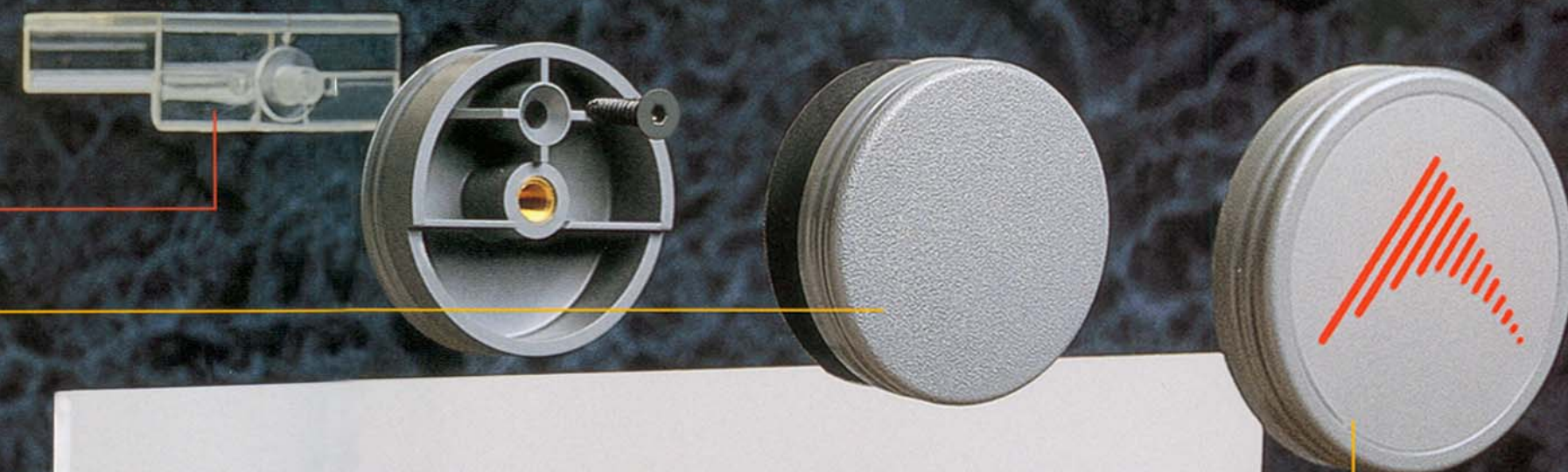
The MOUNTING BRACKET attaches the sign to office panels, windows, doors, walls or provides the means to simply stand on a desk or transaction counter. Mounting brackets, when applied, are hidden or visually minimized.

The DOT is a design element that links the plaque to the mounting bracket. The dot cap turns to grip or release the plaque allowing plaques to be changed easily. In many cases the dot can rotate to position the plaque for optimum visual appeal.

PLAQUES are available in a wide variety of sizes and finishes that include translucent or opaque acrylics, metal laminates, veneers and solid woods.

The DOT-SOCK accessory is a snap-on cover providing additional accentuated message surface.

SIGNWICH plaques have paper inserts that appear to be embedded in acrylic with the edges at the top and bottom hidden by thin frosted columns.



**David A. Taylor**  
Design & Development









## THE DOT AND DOT-SOCK®

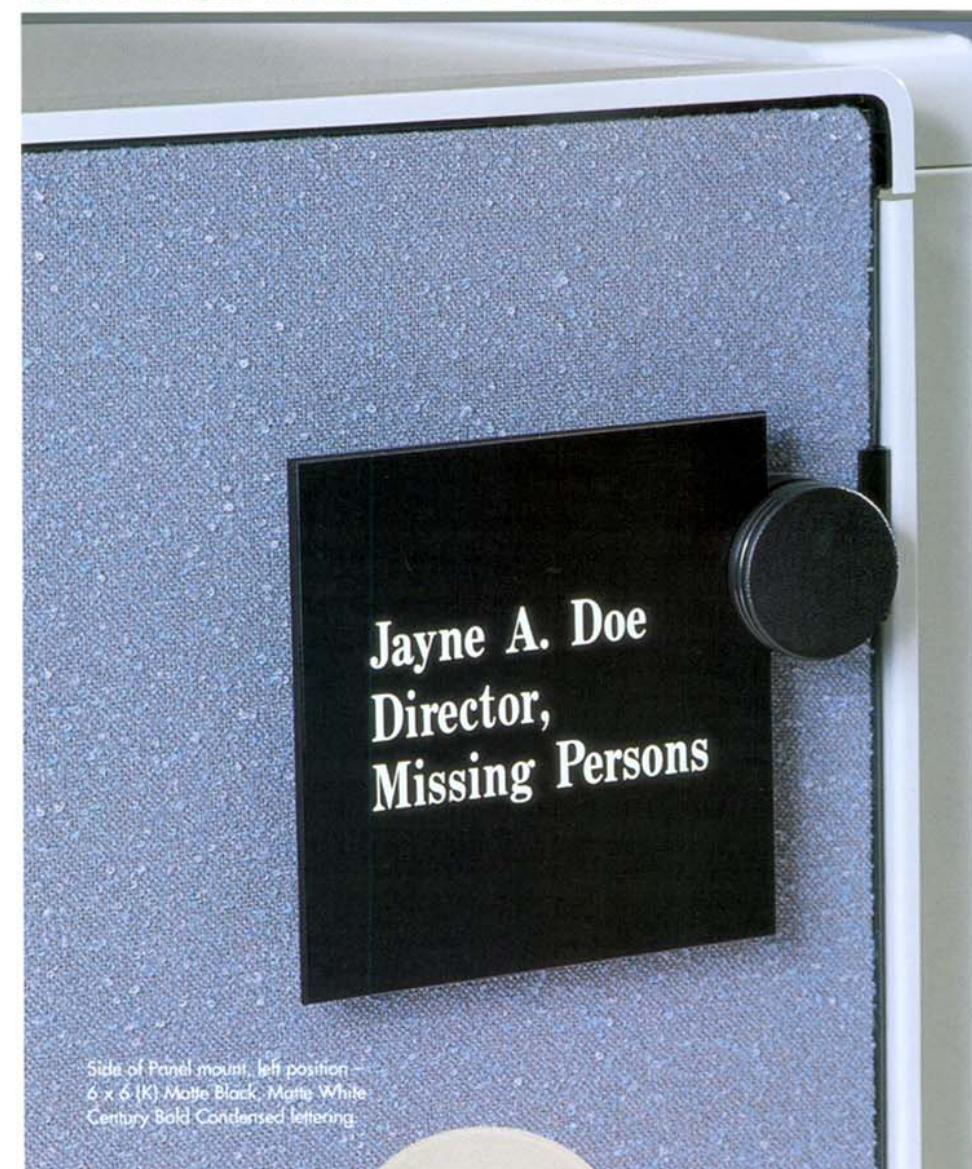
www.appenx.com

The **DOT** is made of high quality ABS plastic with the front and back surfaces textured and the ribbed sides polished. A specially designed laminated washer is included to protect the plaque. The dot is offered in today's popular interior colors.

Limited only by your imagination, the **DOT-SOCK** is an exciting way to either convey a message or add an aesthetic detail in your facility. The Dot-Sock snaps over the dot cap and rotates independent of the cap for graphic alignment. Offered in the same colors as the dot, the Dot-Sock functions as:

**A traffic signal** – An international symbol that everyone can understand to mean vacant/occupied, in/out, open/closed, etc.

**A message carrier/aesthetic detail** – An additional accentuated message surface for a logo, arrow, number(s), letter(s), accent color, symbols, braille ...



Side of Panel mount, left position  
6 x 6 (K) Matte Black, Matte White  
Century Bold Condensed lettering

### STANDARD DOT COLORS

(SG) Slate Grey

(CE) Champagne

(LA) Silver

(RD) Red

(HF) Innertone Light

(LU) Soft White

(LT) Light Tone

(BU) Black Umber

(MT) Medium Tone

DOT-SOCK EXAMPLES



Hard Surface mount on drywall – 6 x 9 (HF) Innertone Light,  
Medium Grey Helvetica Compact lettering.





Mounting hardware is designed to attach/install a Dot-Dash sign on today's popular systems panels as well as many general **APPLICATIONS**

- 1 Top of Panel** mount, up position – 2 1/2 x 9 (L) Soft Frost, Medium Grey Times Roman lettering
- 2 Top of Panel** mount, down position – 3 x 9 (MT) Medium Tone, Matte White Helvetica Medium Lettering
- 3 Side of Panel** mount, right position – 3 x 9 (P) Semi Frosted, Medium Grey Century Bold Condensed lettering
- 4 Side of Panel** mount, left position – 7 1/2 x 7 1/2 (A) Frosted, Medium Grey Optima lettering
- 5 Wall** mount/90° – 7 1/2 x 7 1/2 (LU) Soft White, Matte Black graphics and Helvetica Medium lettering
- 6 Hard Surface** mount on dry wall – 3 x 9 (LU) Soft White, Medium Grey Helvetica Medium lettering
- 7 Hard Surface** mount on glass – 7 1/2 x 7 1/2, (LT) Light Tone, Matte Black Optima lettering
- 8 Hard Surface** mount on door – 3 9/16 x 11 13/16 (M1) Brushed Brass, Matte Black Century Bold condensed lettering
- 9 Tile Face** mount – 6 x 9 (U) UL Grey Frosted, Special Color Optima lettering
- 10 Desk** mount – 2 5/8 x 7 1/2 (RM) Mahogany Veneer, Black Times Roman lettering

#### OTHER PRODUCTS

available from Appenx include

- A** Opaque Signwich Plaque
- B** Standard Signwich Plaque
- C** Coat Hooks
- Directories, Wayfinding and ADA Compliant Signs
- Systems Picture Hooks
- Marker Board lines and lettering

Printed on recycled paper.  
Printed with soy inks.

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