



CATSPA W

WATERFRONT APARTMENTS

SIGN PACKAGE

Thirty one sign types, one profile, drawn to the code
Annapolis, Maryland, on the Severn

A SELF DIRECTED PACKAGE FOR AN INVENTED CLIENT
KEVIN CAMPBELL · SEPTEMBER 2026 · REV A

Site plates generated. All signage artwork drawn.

SHEETS In reading order. The system pages come before the type sheets so every detail has somewhere to belong.

THE SKETCHES

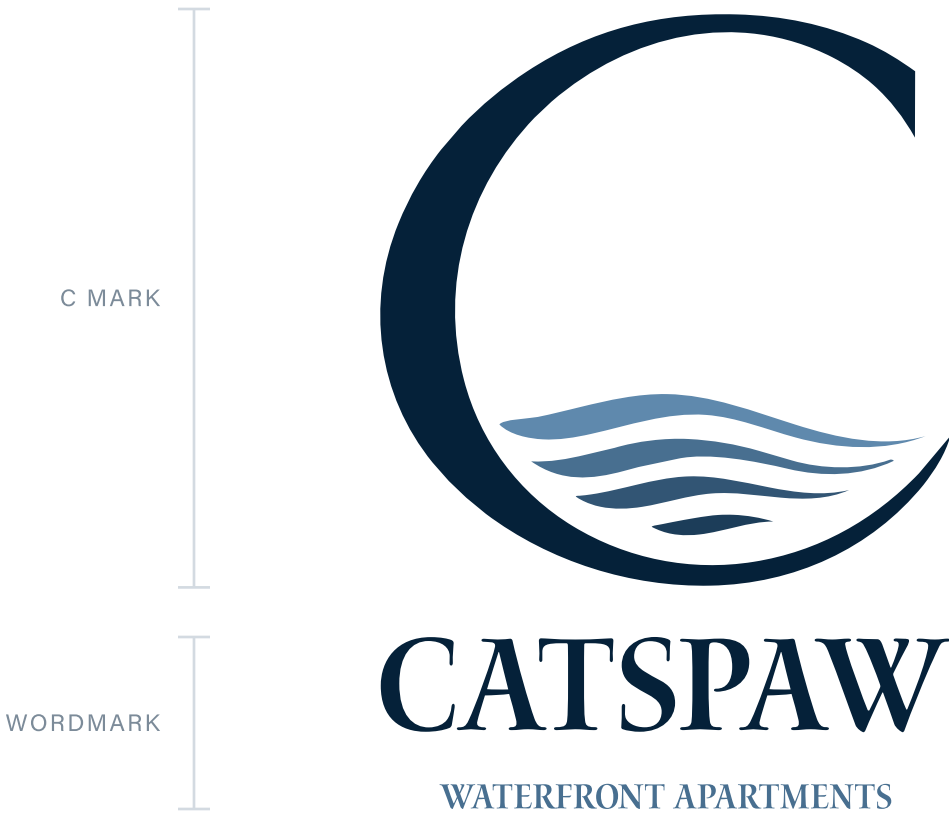
S.1	The naming funnel	Eight names in my hand and why each was killed; Catspaw is the last one standing
S.2	The mark	A grid of C marks, the do and do not lists, the open C with the catspaw in its bowl

THE MARK

M.1	The catspaw mark, construction	How the C and the ripple are built, minimum size, usage and colour
M.2	The stacked lockup	Every ratio measured off the artwork, the two gaps, clear space, colour
A.0	The catspaw, carried	The wave profile as a rule: the mark's top stroke, traced, and where it lands

THE SITE AND THE SYSTEM

FINAL LOGO



CONSTRUCTION STEPS

1

OPEN C

Clean, open C, even optical weight. The C reads first.

2

LOCALIZED PATCH

A catspaw is a localized patch of wind, not a texture.

3

PATCH IN BOWL

The patch sits in the lower bowl. Still water stays visible above.

4

LEADING EDGE

Leading edge denser, trailing tail tapers. Travel reads one way.

5

FINAL MARK

