

Master Sign Program

Site and Building Signage
Sign Locations and
Design Intent Specifications

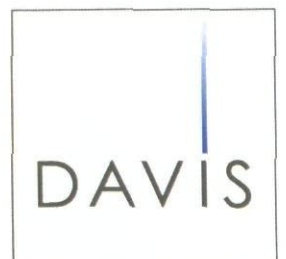
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April 30th, 2008

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May 1, 2008
June 27th, 2008
August 6th, 2008

*** REVISED FOR DEVELOPMENT
REVIEW BOARD**
September 8, 2008
(For Hearing on September 18, 2008)

APPROVED
Sept. 18, 2008
DATE INITIALS

Prepared by the
Environmental Graphic
Design Team of



2-MS-2008
2nd: 9/09/08

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SKYSONG
MASTER SIGN PROGRAM
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PROJECT INFORMATION

OWNER

City of Scottsdale
3939 North Drinkwater Boulevard
Scottsdale, Arizona 85251

TENANT (LAND LEASE)

ASUF Scottsdale LLC
64 East Broadway Road
Suite 230
Tempe, Arizona 85281

DEVELOPER

Higgins Development Partners LLC
2525 East Camelback Road
Suite 1030
Scottsdale, AZ 85016

ENVIRONMENTAL GRAPHIC DESIGN

DAVIS
60 East Rio Salado Parkway
Suite 200
Tempe, AZ 85281

SKYSONG

MASTER SIGN PROGRAM

NARRATIVE

Project Overview

SkySong – the new model for this century's workplace environment.

Located at the intersection of Scottsdale and McDowell Road, SkySong is a mixed-use project consisting of 1.2 million square feet of office, research and retail space, and a hotel /conference center at full build-out. In addition to the commercial space, SkySong will include multi-family residential units. Anchored by the iconic SkySong shade structure, it is built around a densely landscaped grand boulevard lined by ground-floor shops and restaurants with offices above. SkySong will serve the needs of businesses, research and technology industry and academia while building vital networks between university innovations, regional progress and the global technology industry.

SkySong is a center like no other in the world. A place where business and innovation are one and the same. Where business has access to the resources of Arizona State University. SkySong is a global portal connecting the world through technology. It is a place where the architecture, lifestyle and amenities in and around the center stimulate and encourage creativity and new ideas. Where ideas and university research become new technologies and commercial enterprises. A place where imagination shapes reality.

SkySong will attract knowledge workers and corporations from around the world, creating a working community, integrating academia with commerce, developing an interactive relationship among mentor, supplier and start-up technology companies and professional support.

All of this in the heart of Scottsdale, Arizona, one of the most desirable locations in the Southwest. The project is close to abundant recreational, residential and cultural and entertainment opportunities and venues, exceptional schools, major transportation corridors, and Sky Harbor International Airport.

But the differentiating factor is the proximity and involvement of Arizona State University and its preeminent engineering and research programs.

Oriented around shaded and landscaped pedestrian scale boulevards with street-level retail, public gathering places and open spaces, water features and bike paths, SkySong will serve the needs of businesses, research and technology, industry and academia while building vital networks between university innovations, regional progress and the global technology industry.

Master Sign Plan Overview

The overall design concept for the Skysong project aims to provide iconic center identification, clean and consistent tenant identification along the perimeter of the project and a lively retail core in the project's interior. The site signage has been designed with an unique theme which is carried

throughout the design package. Rather than relating directly to the existing architecture of the two existing buildings, this distinctive theme is minimal in nature and is meant to serve as a simple sculptural backdrop which can compliment the architectural design of the future phases.

The entry and corner monuments have been designed as simple, triangular forms protruding from a rectilinear gabion base. This iconic form is dark, warm gray in color, providing contrast to the silver Skysong logo while complimenting the rusted metal and native stone of the gabion pedestal. These simple shapes and warm neutral colors establish the common thread which has been woven into the site signs being proposed through this Master Sign Plan.

The building signage has been designed to compliment the internal 'Main Street' configuration of the site layout, with office spaces over retail spaces at the ground floor. The office signs and any retail signs oriented toward the perimeter of the site will be allowed reverse pan-channel, halo illuminated signs with white neon. Corporate logos will be allowed, but the letters and logos will all be neutral in color. The letters will be painted with a satin aluminum finish to match the Skysong logo, projecting a clean, elegant appearance.

The retail signs above the ground floor and oriented toward the internal "core" of the site will be channel letters with acrylic faces, and corporate logos and colors will be allowed. This more vibrant signage will help to visually energize the core and establish the retail feel of the project's interior.

Variations

All of the signage proposed in the Master Sign Plan conforms to the Scottsdale guidelines with one exception.

The Scottsdale Sign Ordinance states that the maximum sign height on a building shall be three (3) stories. This Master Sign Plan includes a request to allow for wall-mounted signs mounted at the fourth floor level. There are presently a total of four (4) locations proposed at the fourth floor level.

Given the scale of the buildings (60 feet high), this request is in line with the geometry of the existing architecture. This layout allows the sign envelopes to follow the rhythm of the floor spacing without being terminating that union midway up the building facade. These signs also provide much needed visibility for the tenants in the phase I & II buildings to the major arterial streets in the early stages of the development.

Once the latter phases begin to come on line, much of the visibility of these envelopes to the project perimeter will be restricted, so any issue with this variation becomes much less significant as the project matures.

SKYSONG
MASTER SIGN PROGRAM
FONTS & MATERIALS

FONTS

LETTERING ALLOWED

This Master Sign Plan will allow for the use of established logos, letterstyles and colors unless specifically noted to the contrary on the drawings contained within this document.

'Specified uses' which may occur in the future may be allowed to use established logos, letterstyles and colors for their signage ONLY with the prior written approval of the Master Developer / Property Manager.

Century Gothic, Regular and Bold, shall be the default font for directional signs, directories, address numbers, and suite numbers.

DEFAULT FONT

CENTURY GOTHIC REGULAR

abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

CENTURY GOTHIC BOLD

abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

MATERIALS

Gabion Basket



Matthews Paint
MP03078



Translucent Silver Vinyl
3M#3630-121



MATERIALS NOTE

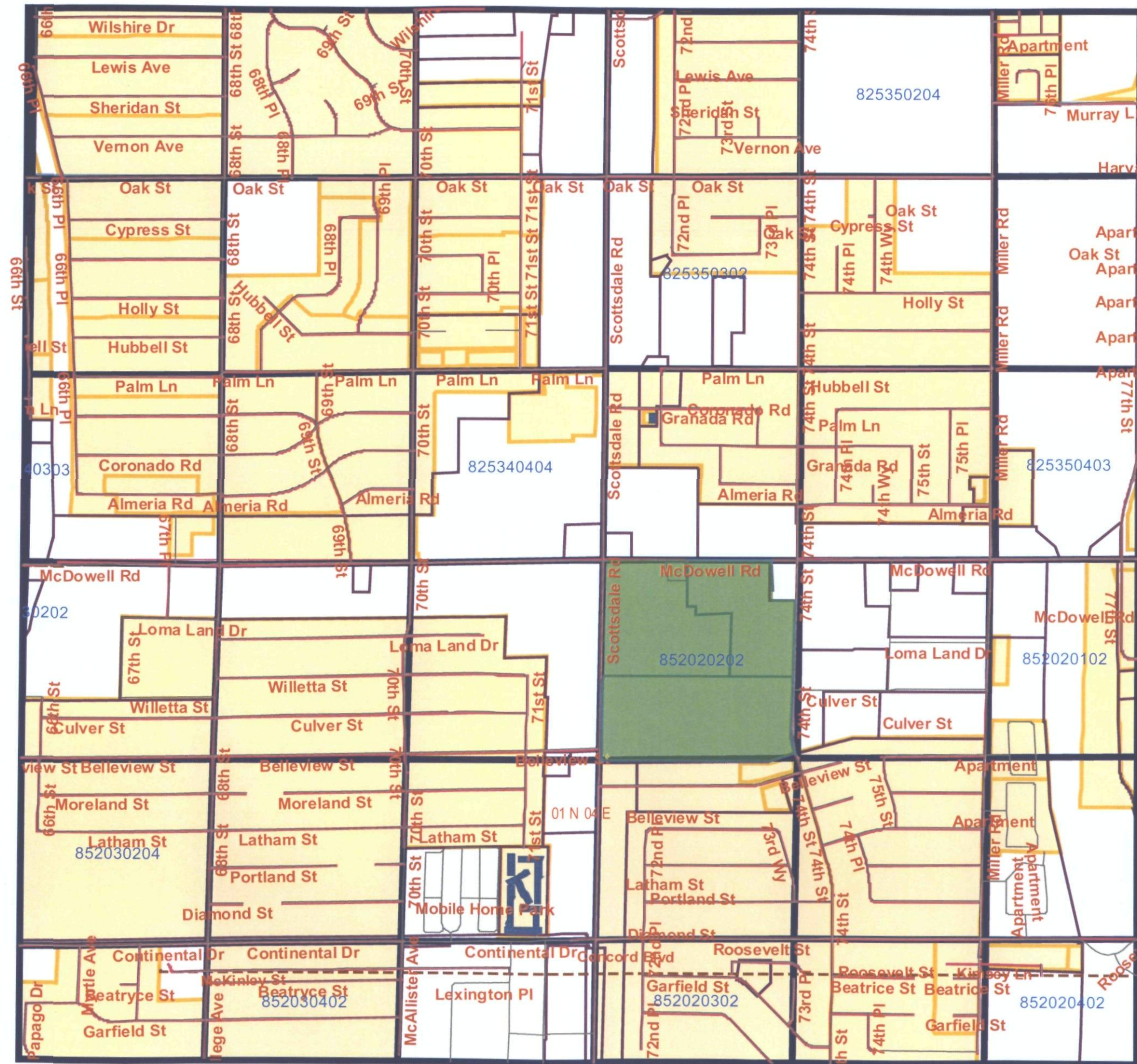
The materials shown here are the base materials used on the freestanding site signage proposed in this package identified as:

Mid-Size Monument, Type 1 (M1)
Mid-Size Monument, Type 2 (M2)
Mid-Size Monument, Type 3 (M3)
Traffic Directional Sign Type 1 (T1)
Traffic Directional Sign, Type 2 (T2)
Directory Sign (DS)

Signage for 'specified uses' which may occur in future phases of the project may use either the materials shown here or materials which compliment the architecture of the building (or buildings) occupied by that specific user.

SkySong Master Sign Program Vicinity Map

 = SkySong Parcels:



SITE SIGNAGE

- M1** Mid-Size Monument, Type 1
- M2** Mid-Size Monument, Type 2
- M3** Mid-Size Monument, Type 3
- T1** Traffic Directional Sign, Type 1
- T2** Traffic Directional Sign, Type 2
- DS** Directory Sign

The sign locations shown are approximate and may be adjusted to account for field conditions, utilities, landscaping and unforeseen visibility restrictions. Exact locations will be determined at the time of permitting.

NOTES

Currently the future development on this site remains undetermined.

The following guidelines provide general regulations regarding signage for future developments.

Freestanding Signs

Specified uses which may occur within Skysong in the future will be allowed freestanding signage as specified in the City of Scottsdale Sign Requirements.

All freestanding signs must be designed to compliment the signage of this package and the architecture of the individual development.

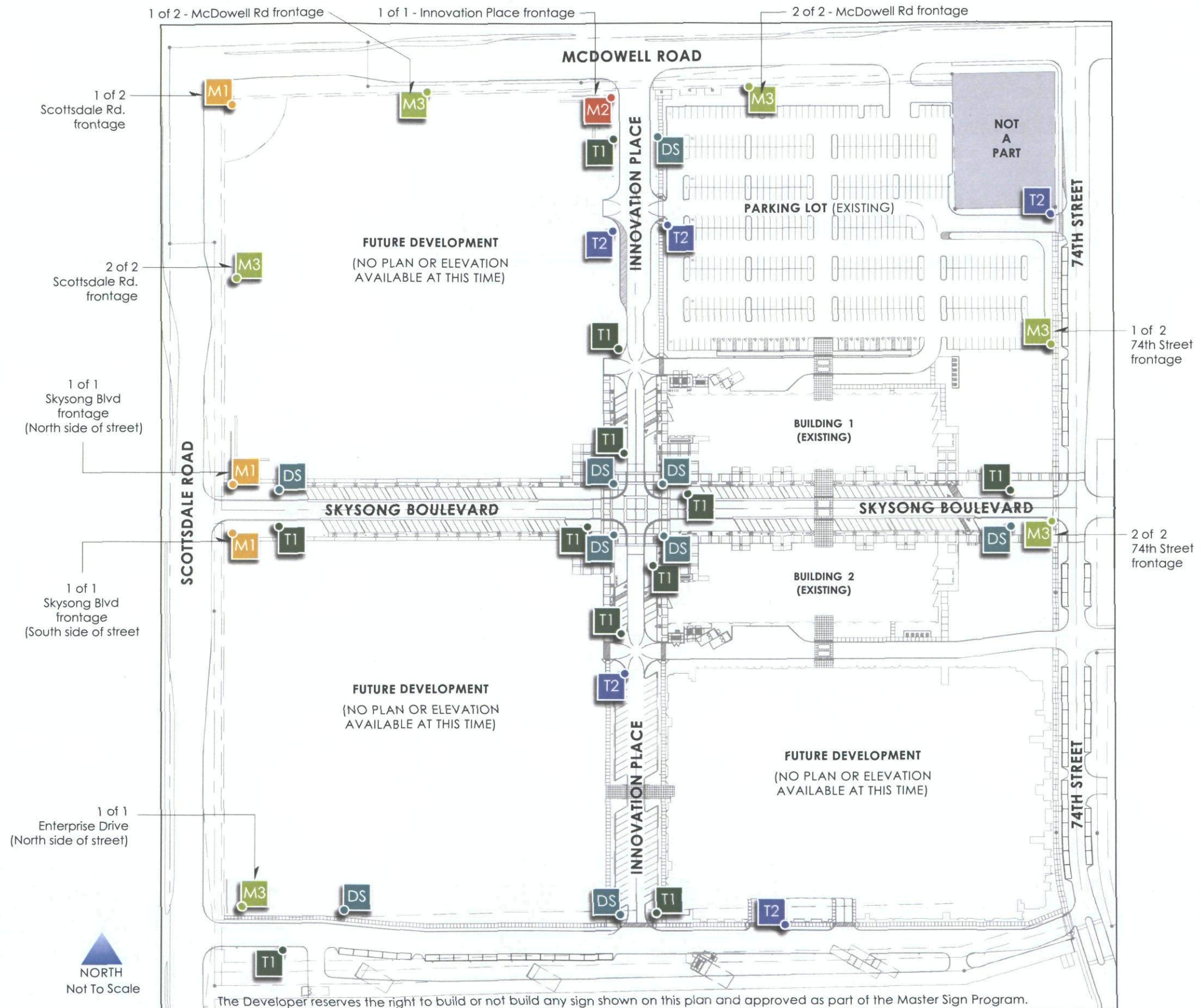
Freestanding signs must use attached channel letters, reverse routed faces backed with acrylic or a combination of the two. No plain white acrylic panels decorated with vinyl will be allowed.

Building Mounted Channel Character Signs

Office and industrial uses may use only halo illuminated or non-illuminated signs.

Retail and specified uses may use non-illuminated, halo illuminated or internally illuminated signage with decorated acrylic faces with approval of the Landlord.

Signage for future phases will be addressed as amendments to this master sign plan.



PROJECT NUMBER **SKYSONG MASTER SIGN PROGRAM**
07286G.000

TYPE DESCRIPTION SCALE
N/A Sign Locations Plan
NTS

DATE 2.12.08
REVISED DATE 8.05.08

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GD 100

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NOTES

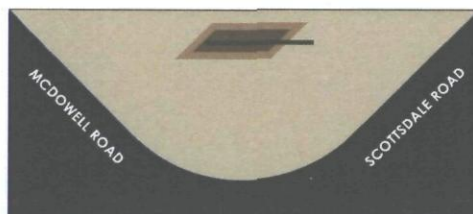
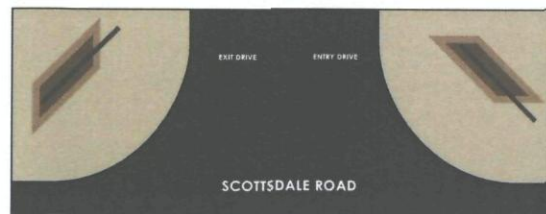
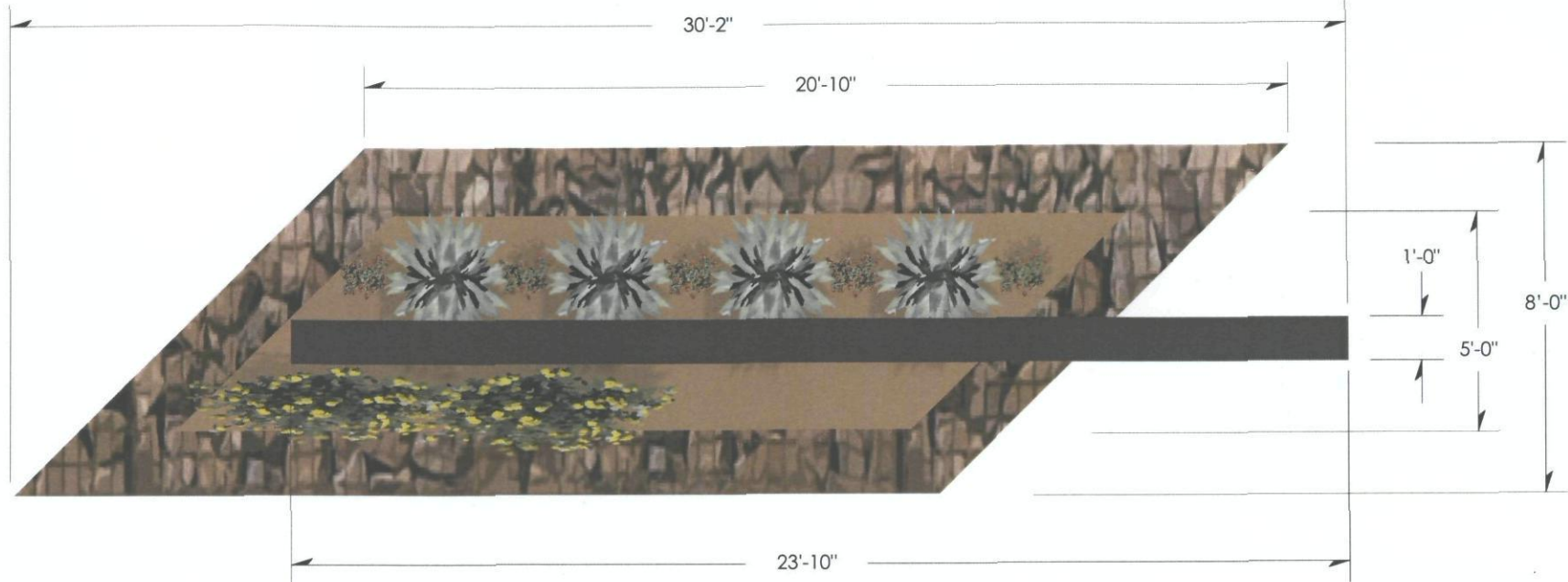
Gabion base with planter.

Internally illuminated painted aluminum cabinet with push-thru acrylic lettering decorated with translucent silver vinyl on the first surface. Cabinet to be illuminated using LED or high efficiency fluorescent lighting.

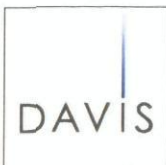
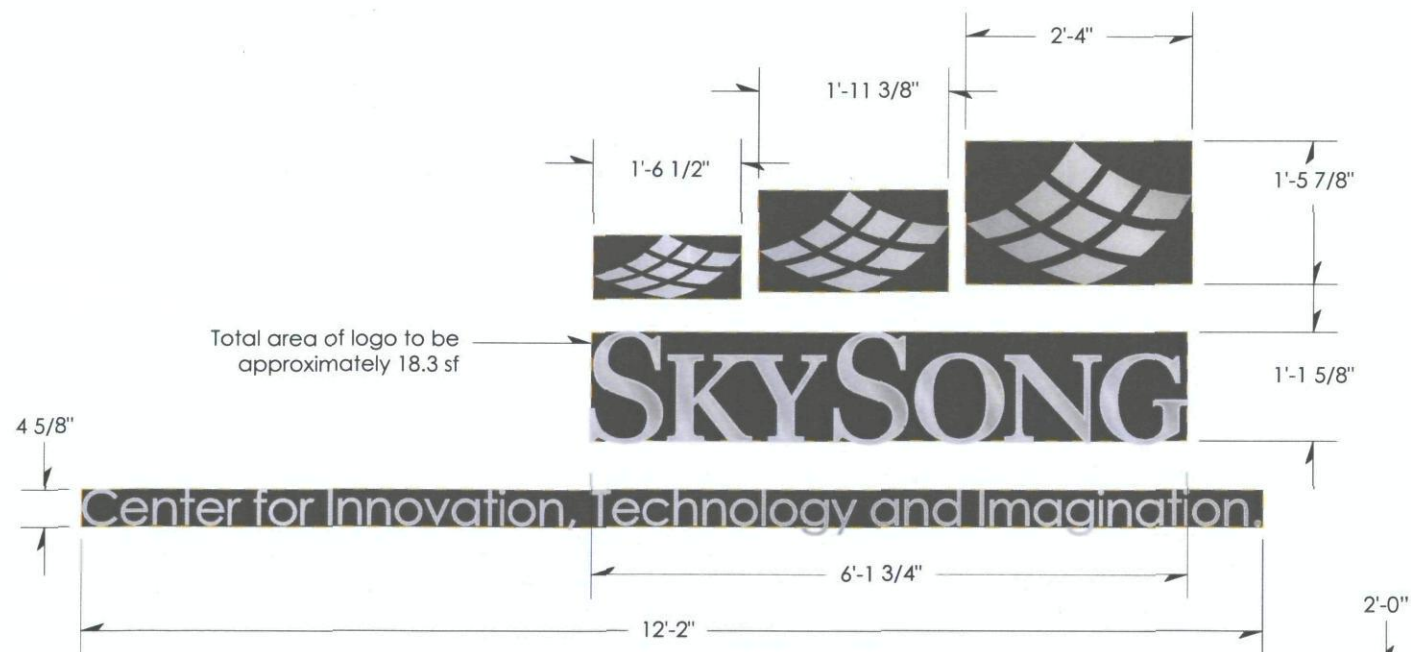
Address numbers to be flat cut-out 1/4" aluminum painted to match the silver vinyl.



3D RENDERING



KEY PLANS INDICATING GENERAL SIGN PLACEMENT. NOT TO SCALE



PROJECT SKYSONG MASTER SIGN PROGRAM
NUMBER 07286G.000

TYPE M1
DESCRIPTION Mid-Size Monument, Type 1
SCALE 1/4"=1'

DATE 2.19.08
REVISED DATE 9.8.08



NOTES

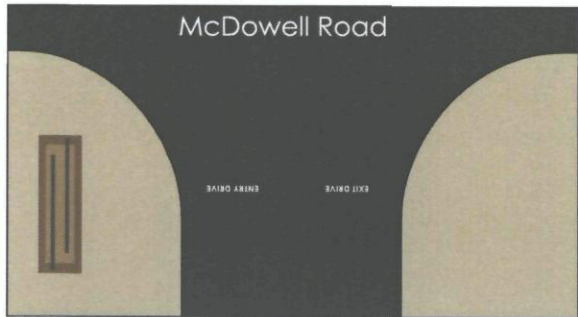
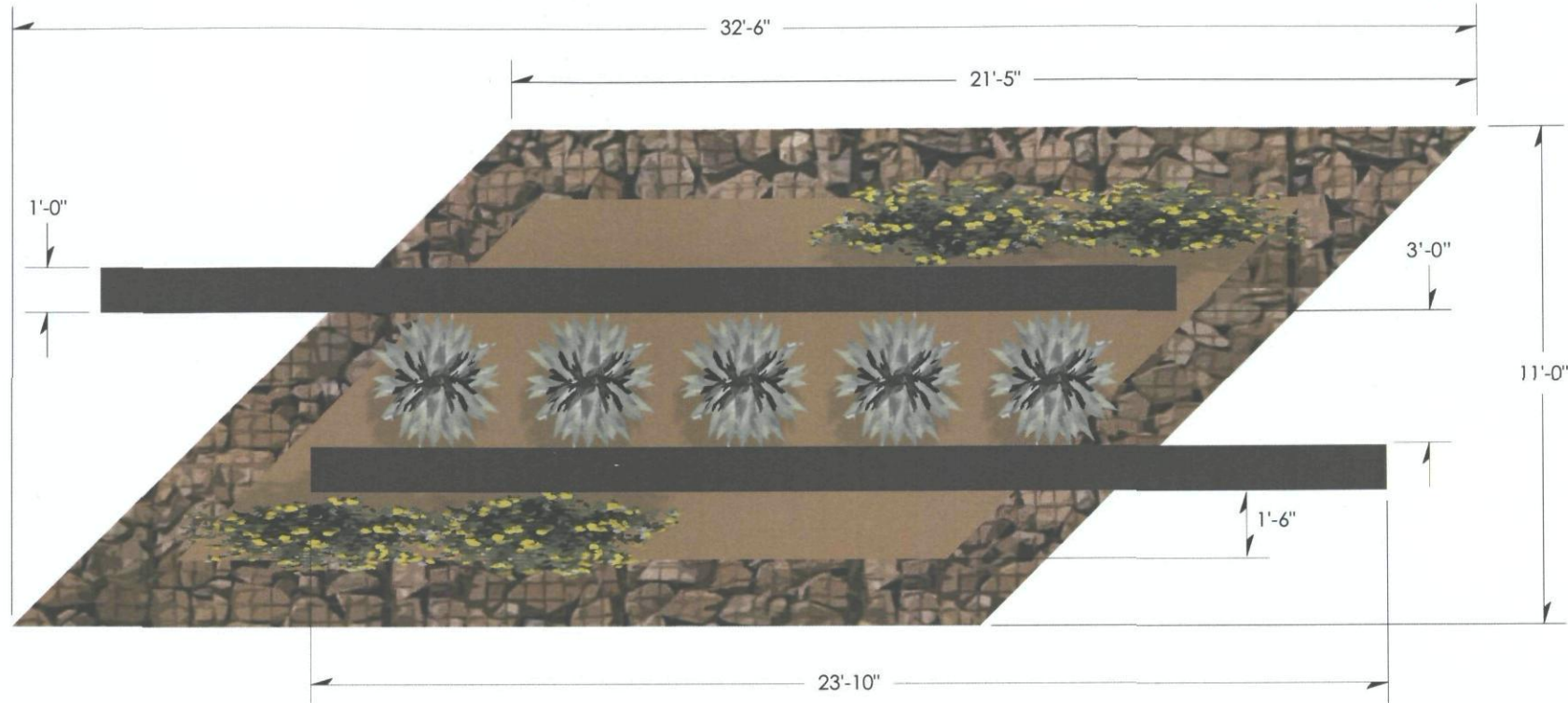
Gabion base with planter.

Internally illuminated painted aluminum cabinet with push-thru acrylic lettering decorated with translucent silver vinyl on the first surface. Cabinet to be illuminated using LED or high efficiency fluorescent lighting.

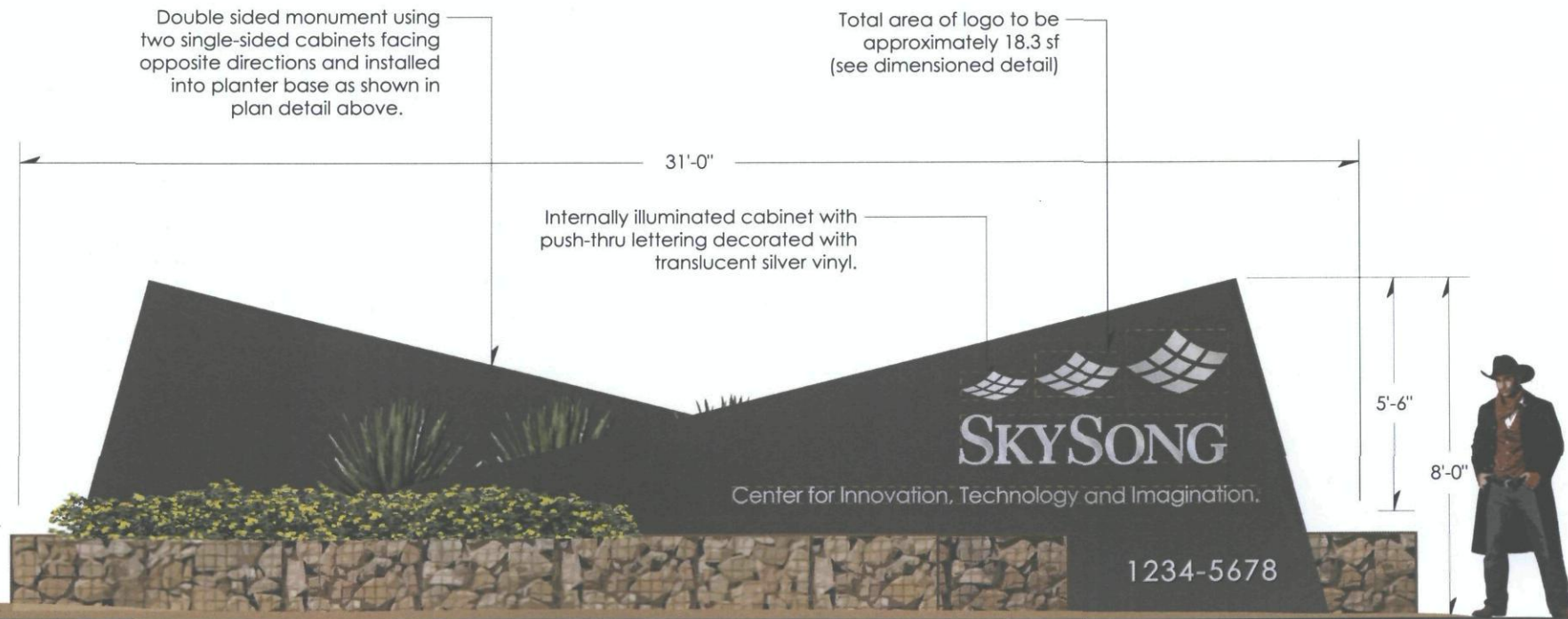
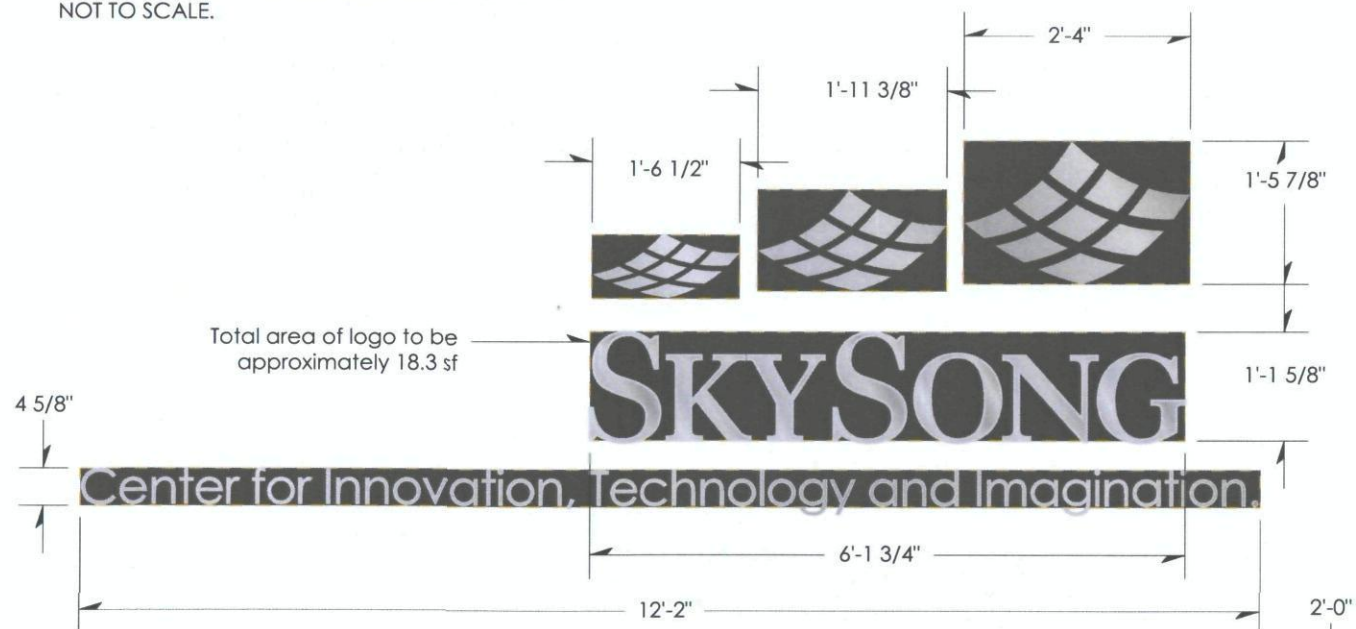
Address numbers to be flat cut-out 1/4" aluminum painted to match the silver vinyl.



3D RENDERING



KEY PLAN INDICATING GENERAL SIGN PLACEMENT
NOT TO SCALE.



PROJECT SKYSONG MASTER SIGN PROGRAM
NUMBER 07286G.000

TYPE M2
DESCRIPTION Mid-Size Monument, Type 2
SCALE 1/4"=1'

DATE 2.19.08
REVISED DATE 9.8.08

NOTES

Internally illuminated painted aluminum cabinet with push-thru acrylic lettering decorated with translucent silver vinyl on the first surface for logo.

Tenant panels to be routed aluminum faces backed with acrylic and translucent vinyl graphics.

Address numbers to be flat cut-out 1/4" steel painted to match the aluminum cabinets. Letters to be welded to a 1 1/2" x 1/4" steel strap. The unfinished strap will be welded to the gabion basket.



Opposite side of monument sign. Shown for reference only.



Tenant copy may not occupy more than 60% of the height or 80% of the width of the panel, and must be centered in the space provided as indicated by the orange dashed line.



PROJECT SKYSONG MASTER SIGN PROGRAM
NUMBER 07286G.000

TYPE M3
DESCRIPTION Mid-Size Monument, Type 3
SCALE 1/2"=1'

DATE 2.19.08
REVISED DATE 6.24.08

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GD
103

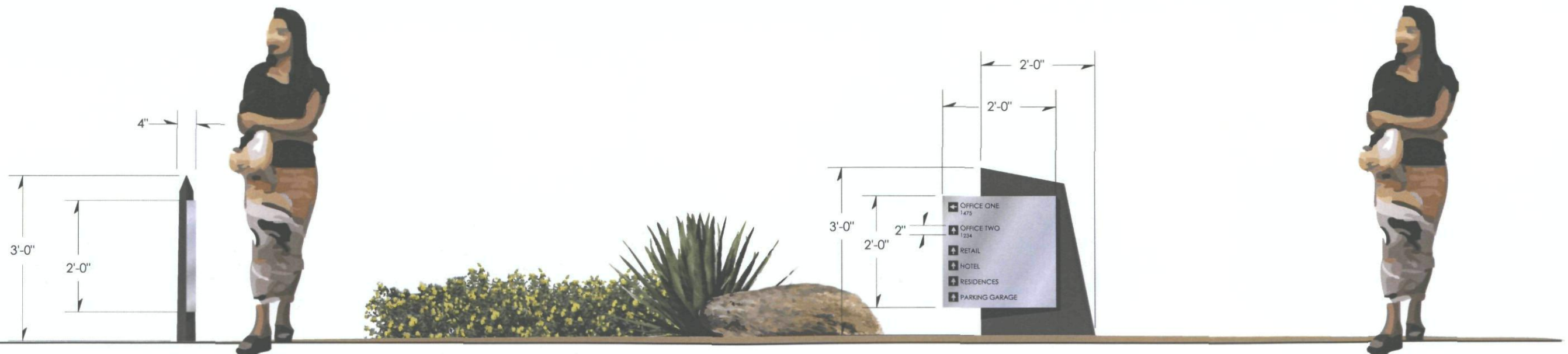
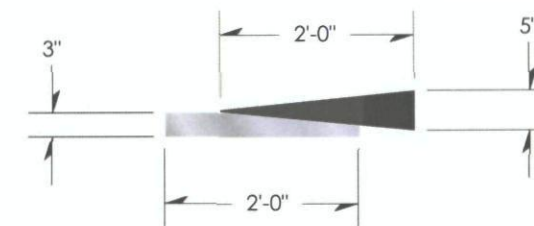
DRAWING NUMBER

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NOTES

Single-sided non-illuminated painted aluminum cabinet base with attached satin finish brushed aluminum cabinet.

Graphics to be 3M reflective black die cut vinyl.



PROJECT **SKYSONG MASTER SIGN PROGRAM**
NUMBER 07286G.000

TYPE **T1**
DESCRIPTION Traffic Directional Sign, Type 1
SCALE 1/2"=1'

DATE 3.6.08
REVISED DATE 6.24.08

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104
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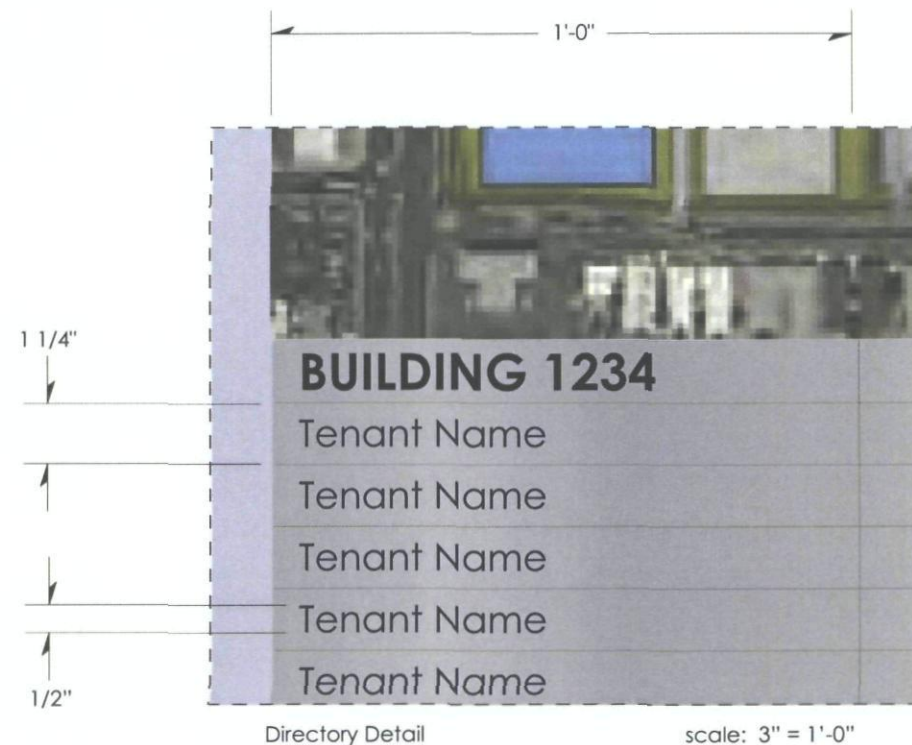
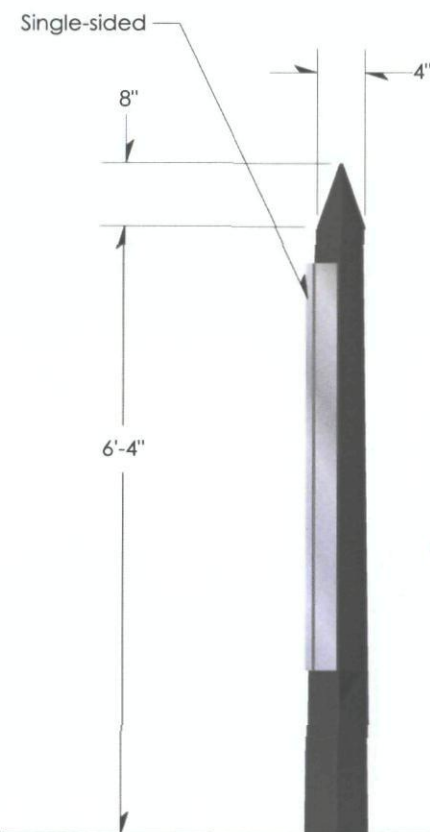
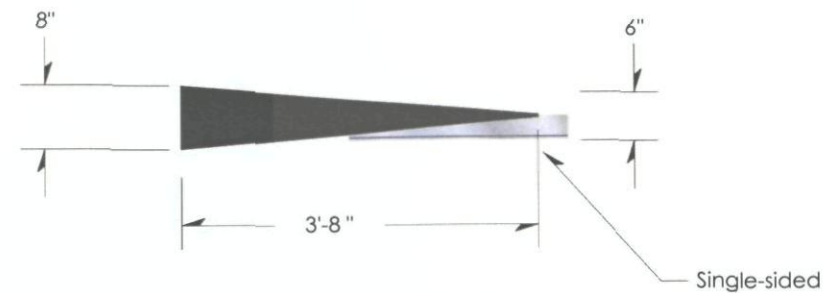
NOTES

Single-sided Internally illuminated painted aluminum cabinet.

DIRECTORY copy to be push-thru acrylic lettering decorated with translucent silver vinyl on the first surface.

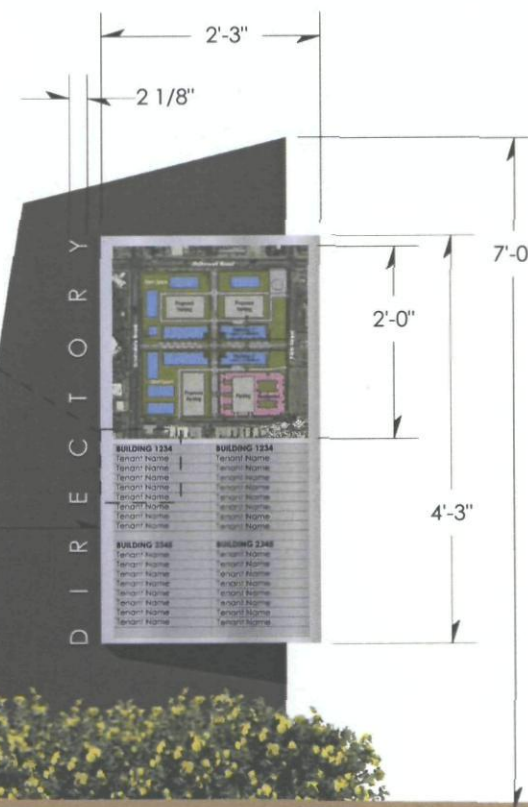
Brushed aluminum cabinet with hinged framed glass doors, digitally printed map graphic and brushed aluminum slot system with applied gloss black 3M vinyl tenant copy.

One side of the kiosk will be used for directory information, the other side will display information relevant to Skysong and the tenants of Skysong.



scale: 3" = 1'-0"

Single-sided directory sign



PROJECT SKYSONG MASTER SIGN PROGRAM
NUMBER 07286G.000

TYPE DS
DESCRIPTION Directory Sign
SCALE 1/2"=1'

DATE 2.20.08
REVISED DATE 6.26.08

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GD
105

DRAWING NUMBER

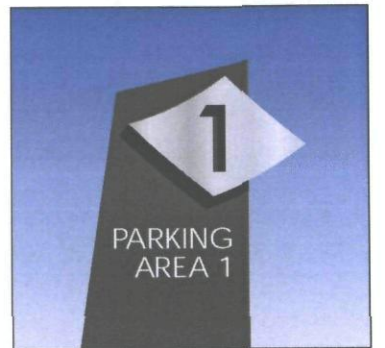
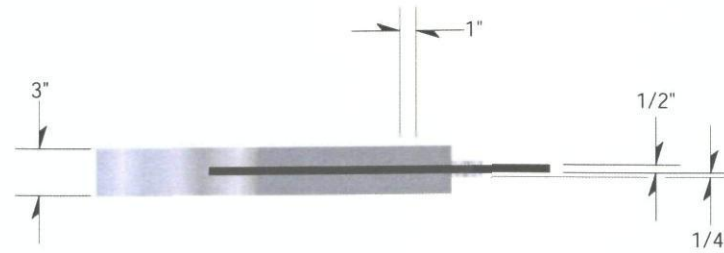
© 2008 DAVIS

NOTES

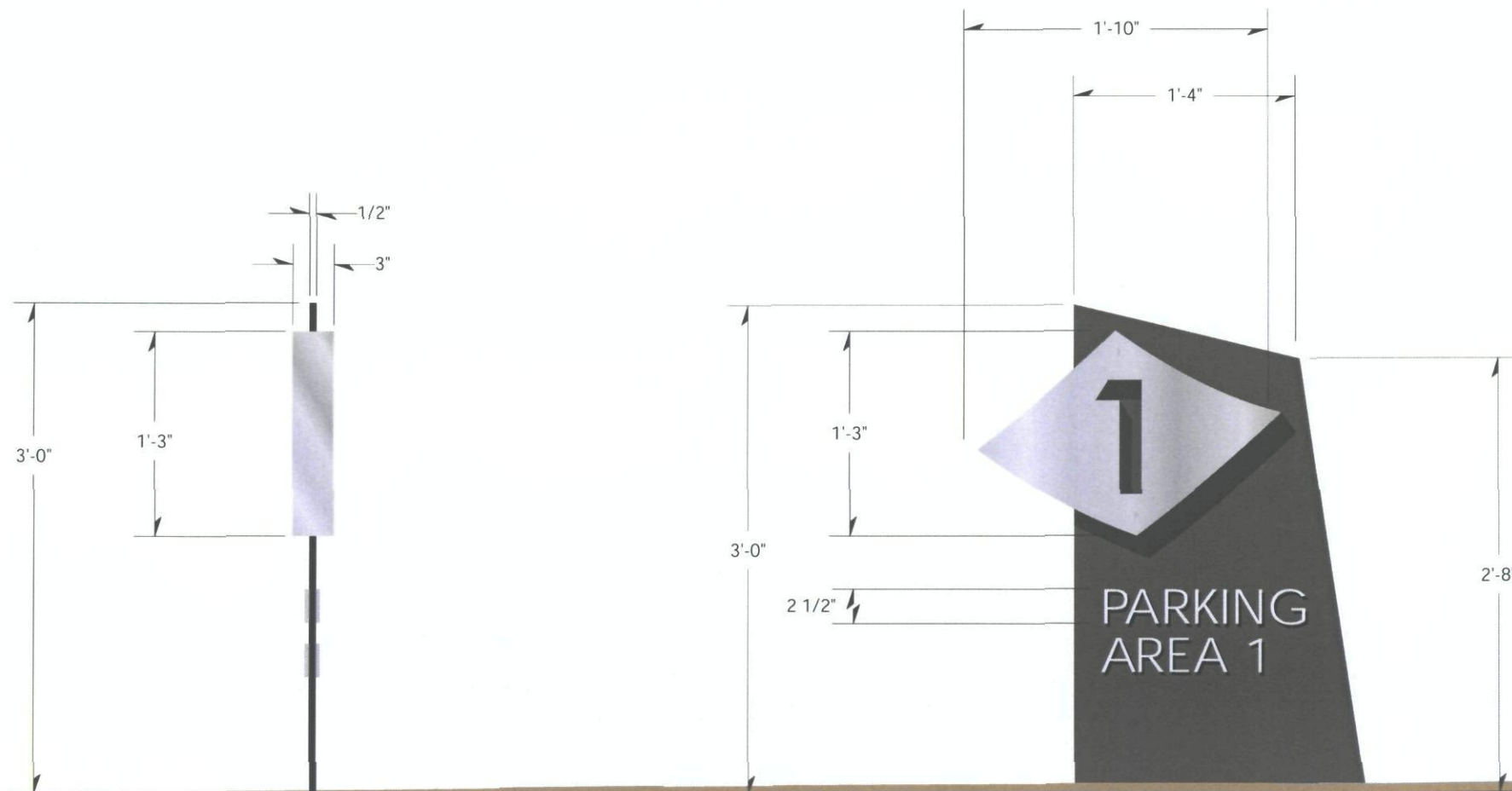
Double-faced non-illuminated painted 1/2" aluminum blade.

Lot identifier to be 3" deep double-sided aluminum channel form with reverse routed numeral. Channel form to be painted to match 3M translucent vinyl.

PARKING AREA & # copy to be 1/4" aluminum tack welded to blade on both sides.



Opposite side of sign.
Shown for reference only.



PROJECT **SKYSONG MASTER SIGN PROGRAM**
NUMBER 07286G.000

TYPE **T2**
DESCRIPTION Traffic Directional Sign, Type 2
SCALE 1"=1'

DATE 3.6.08
REVISED DATE 9.8.08

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BUILDING SIGNAGE

- OT** Wall Signs, Type 1
(Office Tenant Sign Envelopes *)
- OG** Window Sign, Type 1
(Office Window Graphics**)
- RT** Wall Signs, Type 2
(Retail Tenant Sign Envelopes *)
- RG** Window Sign, Type 2
(Retail Window & Service Door Graphics **)
- AN** Address Numbers ***

- * Refer to elevation drawings for specific envelope locations.
- ** Refer to detail drawing for location information.
- *** Address numbers, locations and specifications to be confirmed by the sign company with the fire department prior to fabrication and installation

NOTES

The following guidelines provide general regulations regarding signage for existing and future developments.

Individual Letter Wall Signs
Office and industrial uses may use only halo illuminated or non-illuminated signs.

Retail and specific uses may use non-illuminated, halo illuminated or internally illuminated signage with decorated acrylic faces with approval of the Landlord.

Signage for future phases will be addressed as amendments to this Master Sign Plan.



PROJECT NUMBER	SKYSONG MASTER SIGN PLAN 07286G.000	TYPE DESCRIPTION SCALE	N/A Building Sign Locations Plan NTS	DATE REVISED DATE	2.20.08 6.27.08	GD 200 DRAWING NUMBER	© 2008 DAVIS
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NOTES

The envelope locations shown here are potential envelope locations - not all envelopes will be used. Secondary office envelope locations may *only* be used once all of the primary envelopes for that use are occupied on that elevation.

Each tenant will be allowed wall-mounted signage up to 1 square foot per linear foot of business frontage.

Each tenant will be allowed 1 sign location per elevation on which the tenant occupies frontage. Only full floor tenants may be allowed 2 envelopes on the North and South facades with approval from the Landlord.

Office signage will be halo illuminated with white neon.

Retail signage may be internally illuminated with acrylic faces.

The Landlord will reserve the right to combine or extend the length of tenant envelopes to accommodate unforeseen configurations as long as the proposed signage complies with the provisions of this document and the sign area requirements of the Scottsdale Sign Ordinance.

Signage will be allowed on sides of retail bays with Landlord approval (typical for entire elevation).



Signage shall not be any wider than 80% of the width of the raceway provided.

No signage will be allowed on awnings.

LEGEND

Office Tenant Envelopes - Primary Locations

Office Tenant Envelopes - Secondary Locations

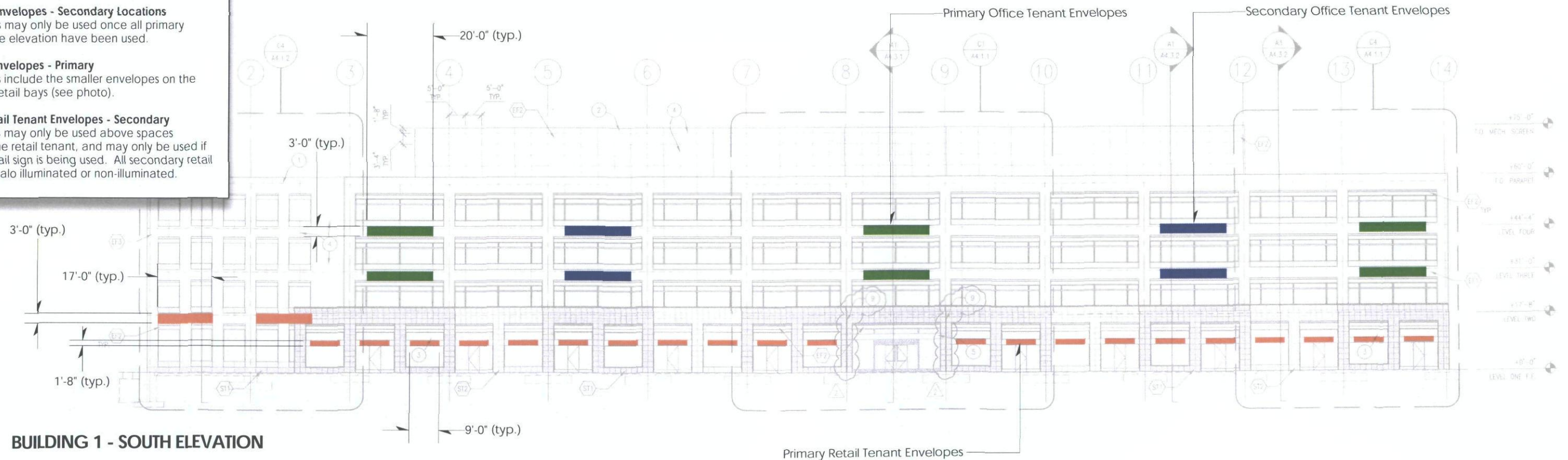
These locations may only be used once all primary locations on the elevation have been used.

Retail Tenant Envelopes - Primary

These locations include the smaller envelopes on the sides of some retail bays (see photo).

Secondary Retail Tenant Envelopes - Secondary

These locations may only be used above spaces occupied by the retail tenant, and may only be used if the primary retail sign is being used. All secondary retail signs must be halo illuminated or non-illuminated.



PROJECT **SKYSONG MASTER SIGN PLAN**
NUMBER 07286G.000

TYPE **N/A**
DESCRIPTION Building 1(Existing) - Elevations / Sign Envelopes
SCALE 1/32" = 1'

DATE 2.21.08
REVISED DATE 6.25.08

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**GD
202**

DRAWING NUMBER

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NOTES

The envelope locations shown here are potential envelope locations - not all envelopes will be used. Secondary office envelope locations may only be used once all of the primary envelopes for that use are occupied on that elevation.

Each tenant will be allowed wall-mounted signage up to 1 square foot per linear foot of business frontage.

Each tenant will be allowed 1 sign location per elevation on which the tenant occupies frontage. Only full floor tenants may be allowed 2 envelopes on the North and South facades with approval from the Landlord.

Office signage will be halo illuminated with white neon.

Retail signage may be internally illuminated with acrylic faces.

The Landlord will reserve the right to combine or extend the length of tenant envelopes to accommodate unforeseen configurations as long as the proposed signage complies with the provisions of this document and the sign area requirements of the Scottsdale Sign Ordinance.

Signage will be allowed on sides of retail bays with Landlord approval (typical for entire elevation).



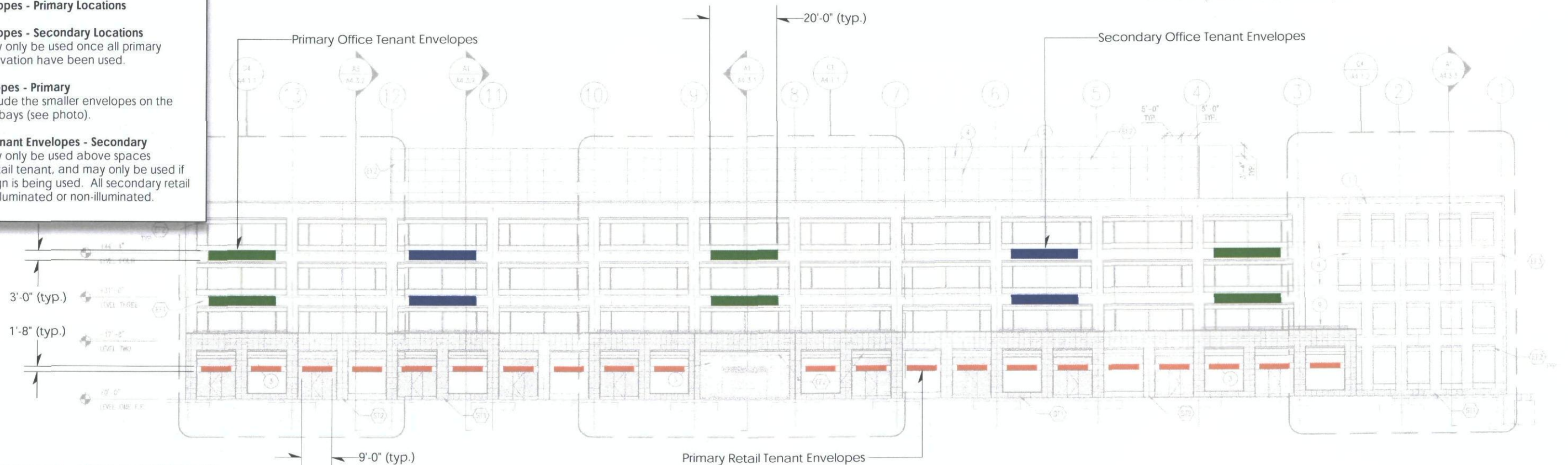
Signage shall not be any wider than 80% of the width of the raceway provided.

No signage will be allowed on awnings.

LEGEND

- **Office Tenant Envelopes - Primary Locations**
- **Office Tenant Envelopes - Secondary Locations**
These locations may only be used once all primary locations on the elevation have been used.
- **Retail Tenant Envelopes - Primary**
These locations include the smaller envelopes on the sides of some retail bays (see photo).
- **Secondary Retail Tenant Envelopes - Secondary**
These locations may only be used above spaces occupied by the retail tenant, and may only be used if the primary retail sign is being used. All secondary retail signs must be halo illuminated or non-illuminated.

BUILDING 2 - NORTH ELEVATION



BUILDING 2 - WEST ELEVATION



The envelope locations shown here are potential envelope locations - not all envelopes will be used. Secondary office envelope locations may only be used once all of the primary envelopes for that use are occupied on that elevation.

Each tenant will be allowed 1 sign location per elevation on which the tenant occupies frontage. Only full floor tenants may be allowed 2 envelopes on the North and South facades with approval from the Landlord.

Retail signage may be internally illuminated with acrylic faces.

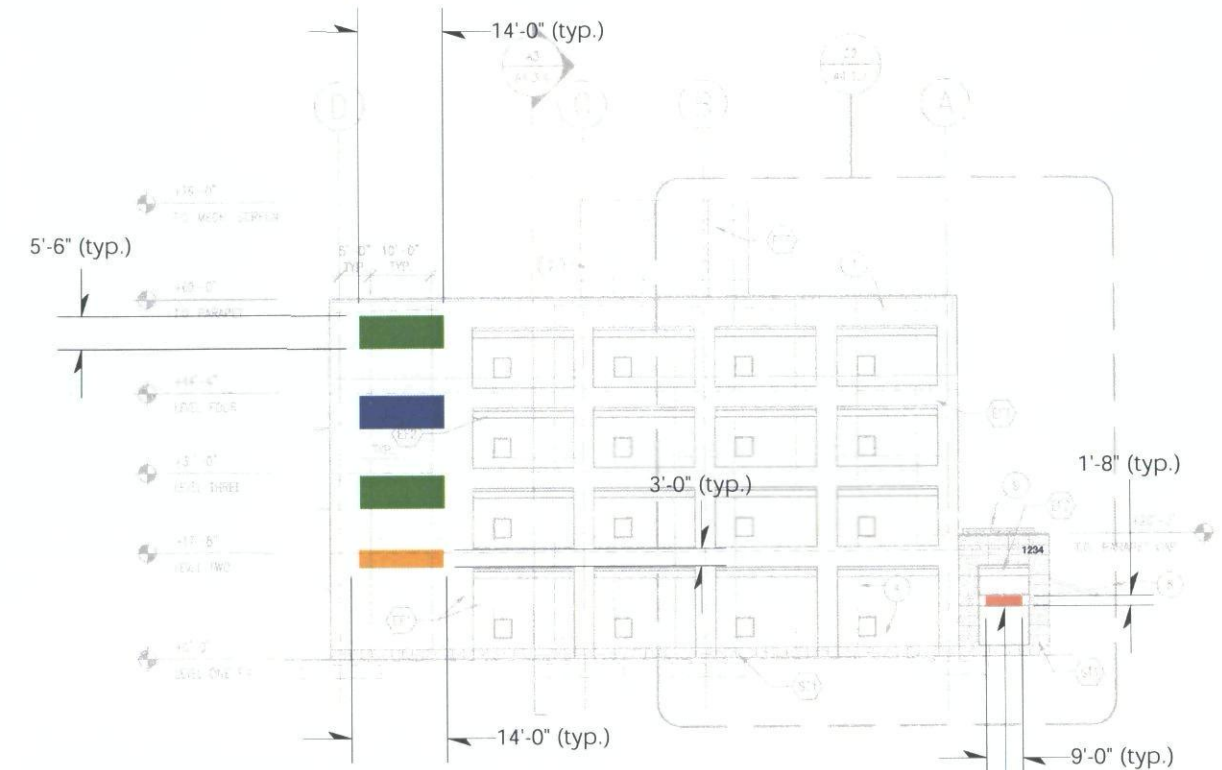
The Landlord will reserve the right to combine or extend the length of tenant envelopes to accommodate unforeseen configurations as long as the proposed signage complies with the provisions of this document and the sign area requirements of the Scottsdale Sign Ordinance.

Signage will be allowed
on sides of retail bays
with Landlord approval
(typical for entire elevation).



Signage shall not be any wider than 80% of the width of the raceway provided.

No signage will be allowed on awnings.



BUILDING 2 - EAST ELEVATION

Primary Retail Tenant Envelopes

Secondary Office Tenant Envelopes

Office Tenant Envelopes - Primary Locations

■ Office Tenant Envelopes - Secondary Locations

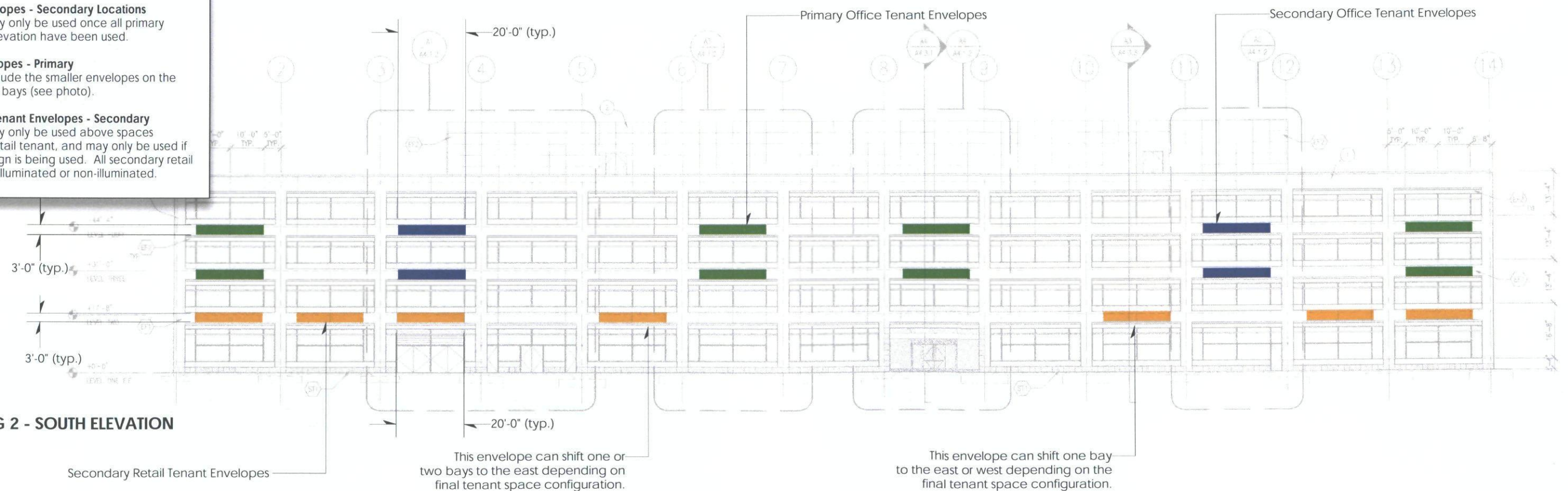
These locations may only be used once all primary locations on the elevation have been used.

Retail Tenant Envelopes - Primary

Retail Retailer Envelopes - Primary
These locations include the smaller envelopes on the sides of some retail bays (see photo).


Secondary Retail Tenant Envelopes - Secondary

Secondary retail tenant envelopes - Secondary locations may only be used above spaces occupied by the retail tenant, and may only be used if the primary retail sign is being used. All secondary retail signs must be halo illuminated or non-illuminated.



BUILDING 2 - SOUTH ELEVATION



PROJECT NUMBER	SKYSONG MASTER SIGN PLAN 07286G.000	TYPE DESCRIPTION SCALE	N/A Building 2 (Existing) - Elevations / Sign Envelopes 1/32" = 1'	DATE REVISED DATE	2.21.08 6.25.08	 DRAWING NUMBER
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NOTES

GENERAL NOTES

Concealed rust proof hardware only.

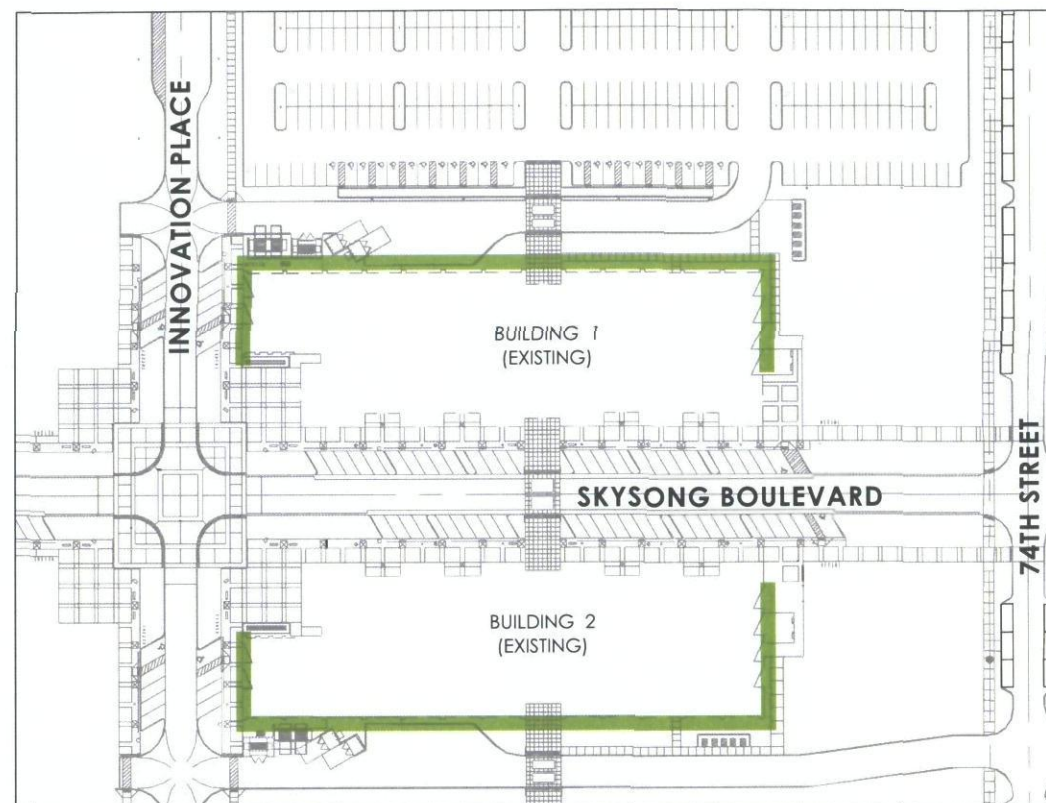
OFFICE TENANT SIGN

Halo-illuminated (white neon only) reverse pan channel letters with brushed aluminum and a matte clear coat finish.

Century Gothic Bold will be the default font should tenants not have an established font style.

See key plan to the right for lighting restrictions.


Indicates frontages on which retail tenants will be restricted to halo illuminated signage (white neon only).



TENANT NAME

TENANT NAME

T E N A N T N A M E



Faces and returns to be brushed aluminum with a matte clear coat finish.

Sub copy under 6" in height may be flat cut out, non-illuminated characters. Finish must match finish of channel letters. Use of subcopy must be pre-approved by Landlord.

With the exception of the East and West faces of buildings 1 & 2 no individual characters may exceed 2'-0" in height. Logos may be up to 3' in height as long as they do not exceed the height of the overall envelope provided.

Logos will be allowed.

OFFICE TENANT SIGNS

HALO ILLUMINATED REVERSE PAN CHANNEL LETTER - OFFICE



PROJECT **SKYSONG MASTER SIGN PLAN**
NUMBER 07286G.000

TYPE **OT**
DESCRIPTION Wall Signage Specifications, Office Tenants
SCALE NTS

DATE 2.21.08
REVISED DATE 6.26.08

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**GD
205**
DRAWING NUMBER

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NOTES

GENERAL NOTES

Concealed rust proof hardware only.

RETAIL TENANT SIGN

Signs along the internal 'Main Street' may use internally illuminated channel letters with decorated acrylic faces. Trim caps and returns to be brushed aluminum with a matte clear coat finish.

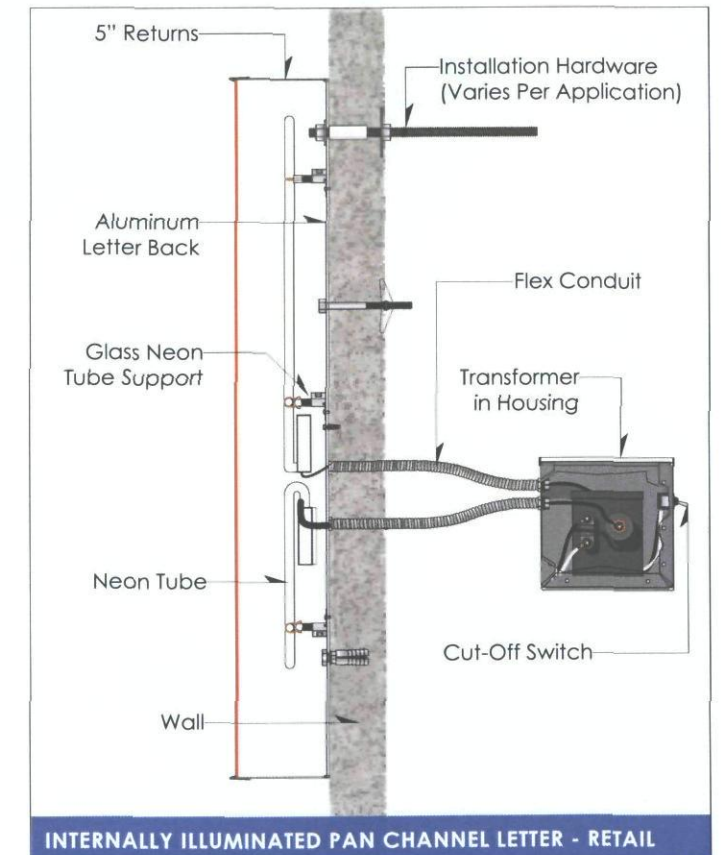
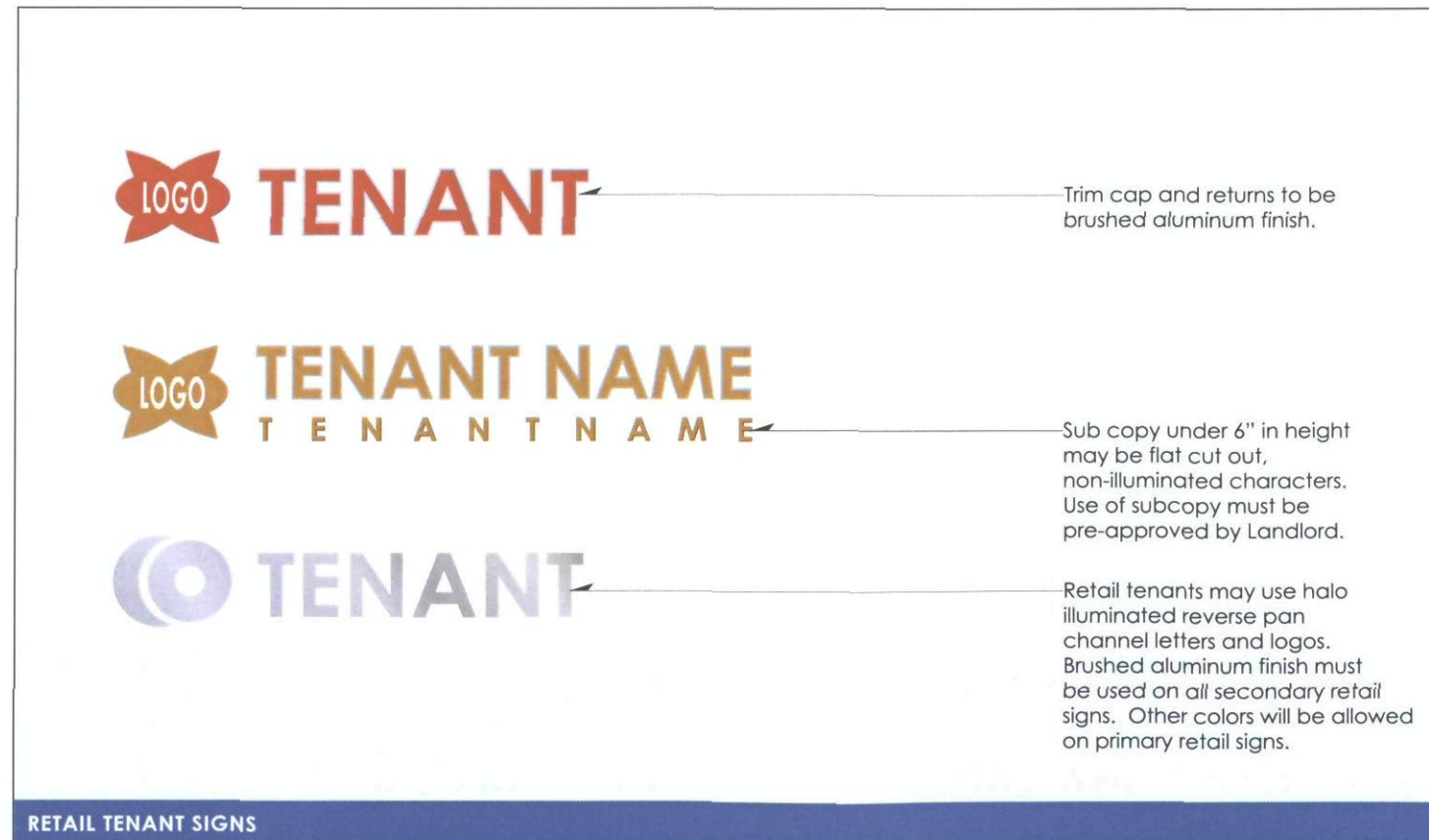
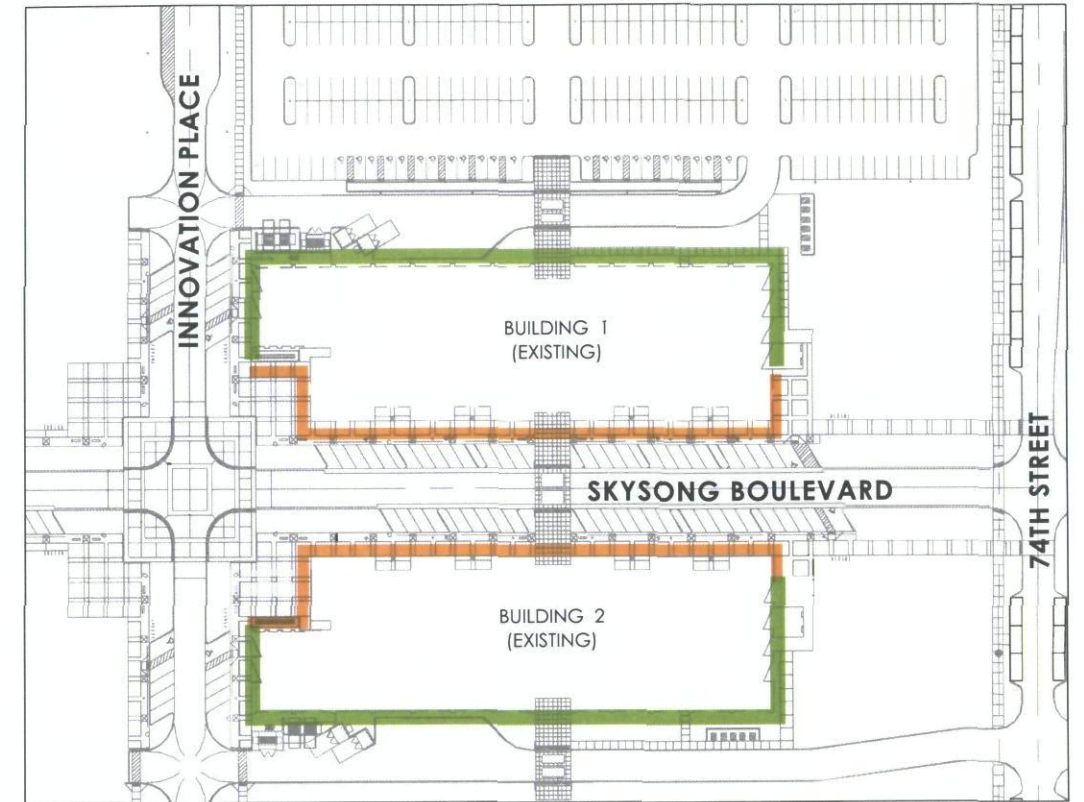
Signs on the outer perimeter of buildings 1 & 2 will be restricted halo-illuminated (white neon only) reverse pan channel letters with brushed aluminum and a matte clear coat finish.

Century Gothic Bold will be the default font should tenants not have an established font style.

See key plan to the right for lighting restrictions.

Indicates frontages on which retail tenants will be restricted to halo illuminated signage (white neon only).

Indicates frontages on which retail tenants may use internal illumination or halo illumination.



PROJECT SKYSONG MASTER SIGN PLAN
NUMBER 07286G.000

TYPE RT
DESCRIPTION Wall Signage Specifications, Retail Tenants
SCALE NTS

DATE 2.21.08
REVISED DATE 6.26.08

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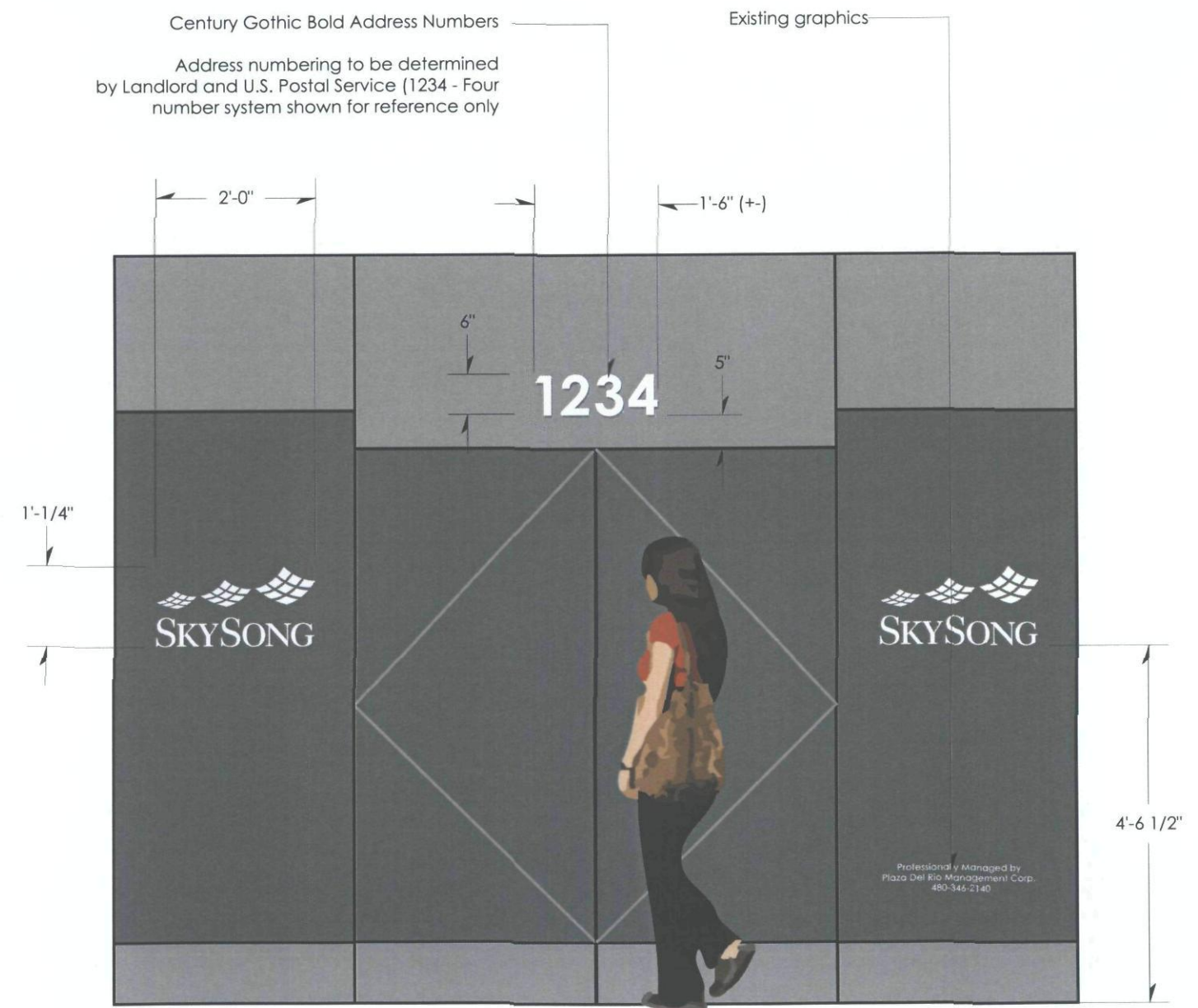
DRAWING NUMBER

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NOTES

3M matte white vinyl graphics.

Vinyl applied to outside surface of glass.
Landlord may elect to install vinyl to inside of glass to prevent vandalism.



PROJECT **SKYSONG MASTER SIGN PLAN**
NUMBER 07286G.000

TYPE **OG**
DESCRIPTION Office Window Graphics
SCALE 1/2"=1'

DATE 4.3.08
REVISED DATE 6.23.08

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DRAWING NUMBER © 2008 DAVIS

NOTES

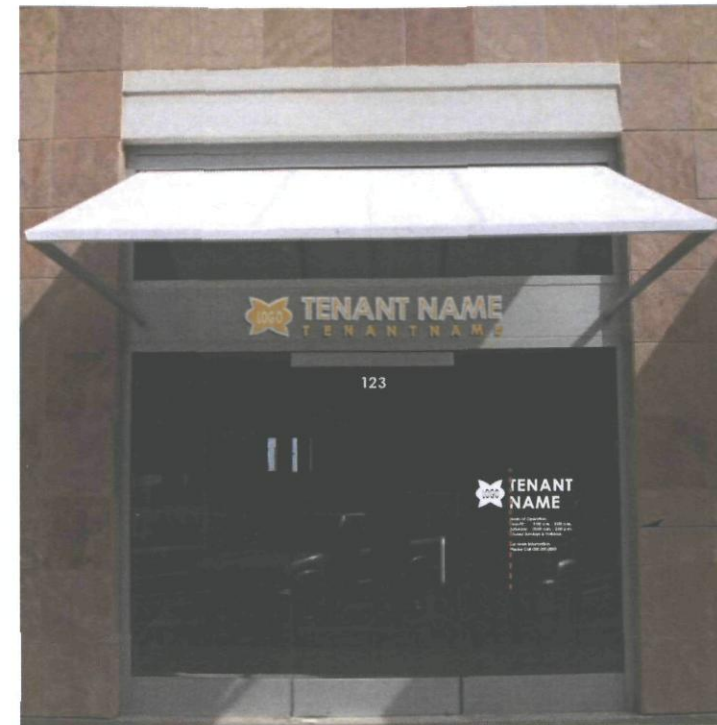
3M matte white vinyl graphics.

Century Gothic Bold must be used for suite numbers.
Century Gothic Regular must be used for subtext.
Tenant logos and typestyles may be used for the business name.

Vinyl applied to outside surface of glass. Individual tenants may elect to install vinyl to inside of glass to prevent vandalism.

Reflective black or white vinyl on the rear / service doors depending on the background color of the door.

Limited to the display of the suite number, business name and/or logo, hours of operation and contact information (phone, fax, website, etc.)

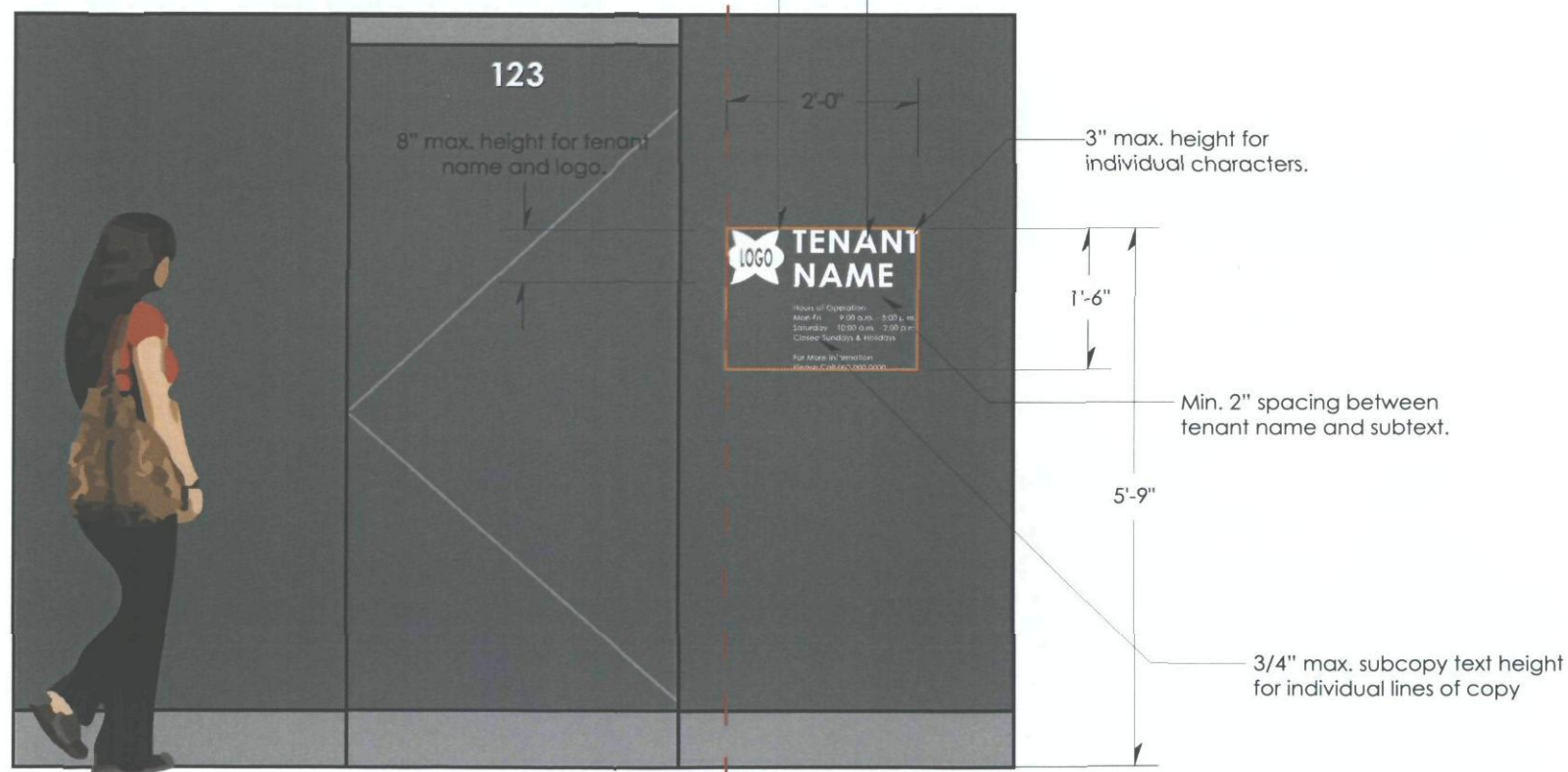


Position and alignment of subtext may vary in order to visually align with tenant identification.

Left align graphic when graphic is on the right side of the entry, and right align information when graphic is on the left side of entry.

Tenants may choose to locate their information on either side of their primary entrance.

3M matte white vinyl graphics



Century Gothic Bold Suite Numbers

Suite numbering to be determined by Owner and U.S. Postal Service (123 - Three number system shown for reference only).

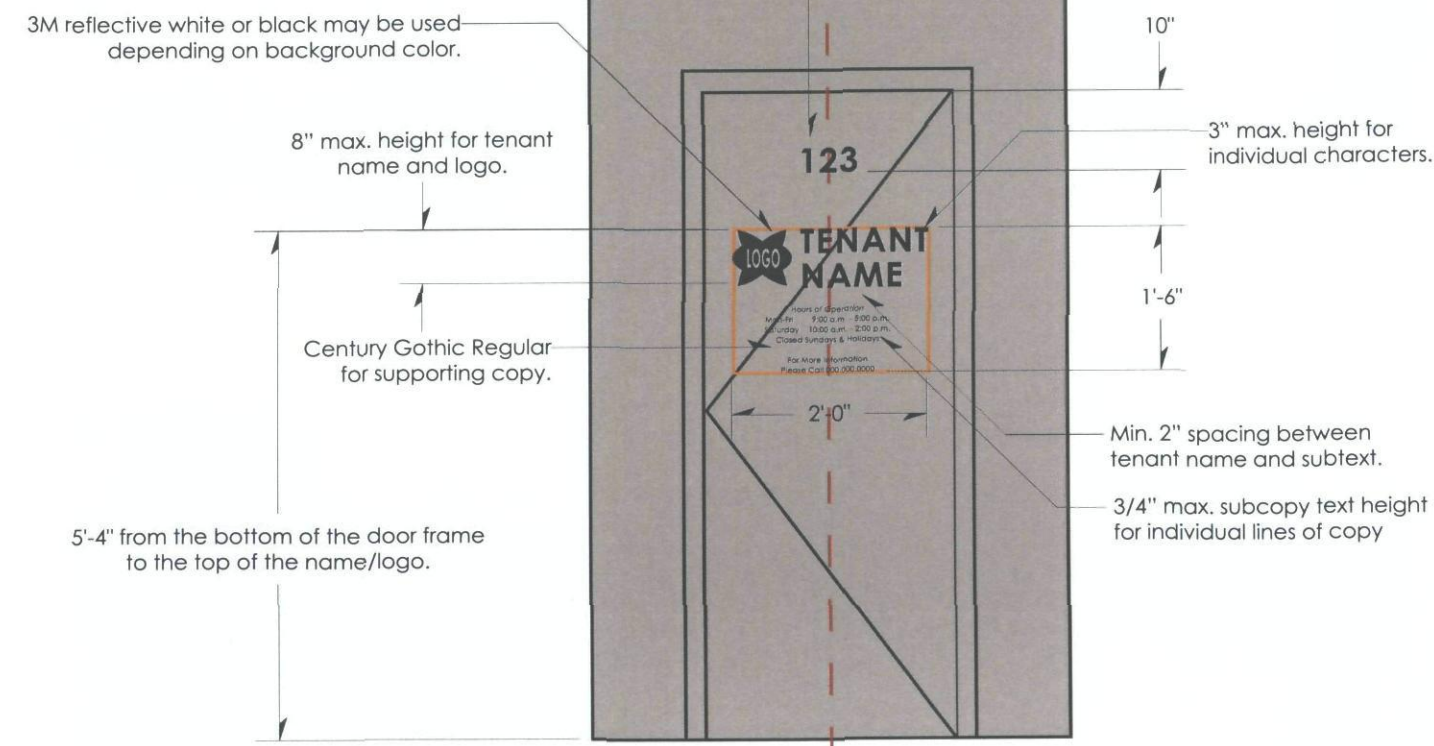
3M reflective white or black may be used depending on background color.

8" max. height for tenant name and logo.

Century Gothic Regular for supporting copy.

5'-4" from the bottom of the door frame to the top of the name/logo.

Information to be centered left to right on the service door as shown.



PROJECT **SKYSONG MASTER SIGN PLAN**
NUMBER 07286G.000

TYPE **RG**
DESCRIPTION Retail Window & Service Door Graphics
SCALE 1/2"=1'

DATE 4.3.08
REVISED DATE 6.23.08

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DRAWING NUMBER

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