

SECTION 2: SIGN ALLOWANCES (CONTINUED)

2C. Non-Trademarked Sign Standards

For tenants whose signage does not incorporate a registered trademark, corporate logo, or branded graphic, the following design standards shall apply in addition to the general standards of Section 2A:

Item	Standard
Font/Letter Size	Tenant lettering shall use Helvetica Bold or Arial Bold (sans-serif, bold). Letters may be all capital, or upper and lower case; the first letter must be capitalized. Signs may be one or two lines of text. Single-line tenant signs: letter height shall be 15", 24". Two-line tenant signs: both lines at 15".
Color Palette	Letter faces shall be one of the following two colors: black or red, from a standard commercial color system (Pantone, RAL, or equivalent).
Materials	Permitted: panel signs fabricated from painted aluminum (min. .090 in) or aluminum composite material (ACM, min. 3 mm) Not permitted: paper, cardboard, foam board, vinyl banner, temporary materials. Panel background color shall be white. Lettering applied by vinyl, paint, or routed inset. Panel shall be mounted per Section 8 attachment detail.
Illumination	Permitted: non-illuminated, externally illuminated (flood or gooseneck), or internally illuminated lightbox panel. No expose neon, flashing, or animated lighting.