

## 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
Letter Style	Sans-serif or serif typefaces only. Script or decorative fonts are permitted with prior written approval from the property owner. No hand-lettered, brush, novelty, or graffiti-style typefaces are permitted.
Color Palette	Maximum three (3) colors per sign, including background. Colors shall be selected from a standard commercial color system (e.g., Pantone, RAL, or equivalent). Fluorescent, metallic, or day-glo colors are permitted as accent only and may not serve as the primary sign color.
Contrast	Lettering and graphics shall achieve a minimum 3:1 contrast ratio against both the sign background and the building facade color. Dark letters on a light ground or light letters on a dark ground are both acceptable, provided the minimum contrast ratio is met.
Materials	Permitted: channel letters (aluminum face and returns); flat-cut letters (aluminum or PVC, min. 1/4 inch thick); push-through acrylic in cabinet face. Not permitted: paper, cardboard, foam board, vinyl banner, or temporary materials. Backer panels shall be .125 in. aluminum, painted to match the building facade.
Background / Backer	Signs may be installed with or without a backer panel. If a backer panel is used, it shall not exceed the sign band dimensions, shall be painted to match or complement the building facade color, and shall not display additional graphics or patterns beyond the sign lettering.

