

SIGNAGE CRITERIA

LOGO, TYPEFACES, & COLORS

LOGO

- a. Logos are permitted for only nationally recognized brands with established signage guidelines
- b. Logos or logo elements for national brands shall be clear and legible for the size proposed
- c. Retailers that do not fall into the category above shall use an approved bold sans serif font from the options below.
- d. Signs utilizing legally registered and recognized logos, trademarks or letter styles and colors that differ from the shopping center's sign criteria guidelines may be allowed subject to approval by the planning and zoning department of Pompano Beach and the landlord.

TYPEFACES

Allowable fonts/typefaces for channel letters and tenant signage panels are as follows:

- a. Arial / Arial Bold
- b. Proxima Nova / Proxima Nova Bold
- c. Bebas Neue Bold

PROXIMA NOVA BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

BEBAS NEUE BOLD

AA BB CC DD EE FF GG HH II JJ KK LL MM
NN OO RR SS TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9

ARIAL

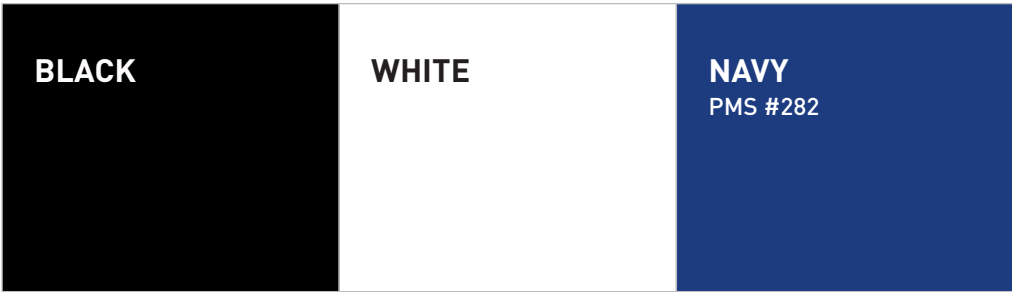
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

ARIAL BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

COLORS

- Colors:
- a. Retailers with nationally recognized branding may use their brand colors per branding guidelines.
E.g. Office Depot can use Office Depot Red, Publix can use Publix Green, Chase Bank can use Chase Bank Blue, etc.
 - b. Retailers that do not fall into the category above shall use an approved color or colors from the options below:



PRIMARY COLORS - SECONDARY COLORS

AAC

PZ25-30000002



A VISUAL
SOLUTIONS
COMPANY.

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PROJECT TITLE: ECHO REALTY - POMPAN0 PLAZA		
ORDER TITLE: ECHO REALTY - POMPAN0 PLAZA		
CITY POMPAN0	COUNTY	
STATE FL	CODE ZIP 33062	
DRAWING DATE 06/17/25	GABLE REP JEC	PROJECT MGR. KL



ENGINEER OF RECORD SIGNATURE/DATE:

REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION

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PRODUCT TYPE:
SIGNAGE CRITERIA

DRAWING TYPE:
COMPREHENSIVE SIGN PLAN

PROJECT NO.	TASK NO.	QTY.
100966	264425	
DWG. NO.		SHEET
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