

# VENTURE COMMERCE CENTER

## • STANDARD SIGN PROGRAM •



## • The below guidelines must be strictly followed •

**Overall Sign Dimensions:** 72" (horizontal) X 24" (vertical)

**Illumination:** Signs are not to be illuminated.

**Materials:** 3/16" thick aluminum panels with 1.5" bent back returns at all 4 edges.

**Paint Finish:** The panel surface is to be painted in satin acrylic polyurethane paint (no high gloss). Color to be chosen by property owner. Fluorescent and metal-flecked paints may not be used. Panels are to be painted in a single color. Edges are to be painted in the same color as the panel face. Paints should be durable, long-term finishes.

**Mounting:** In order to promote consistency and the high quality nature of the project, one (1) sign is permitted per Property (commercial condominium). Signs are installed on the front of the building on the concrete building walls centered vertically between the 1<sup>st</sup> and 2<sup>nd</sup> floor windows and centered above the entrance doors. Panels are mounted using steel bolts set in epoxy. Panels are to stand off walls 3/4". See above drawing.

**Graphics:** Graphics (logo and text) grouping not to exceed 16" tall and 64" wide, and no graphics to be closer than 3" to a bolt head. Graphics to be cut out of acrylic or aluminum (3/8" minimum thickness) and painted with satin acrylic polyurethane to match the owner's preferred company colors. Fluorescent and metal-flecked paints may not be used. Lettering to be installed with pins and spacers – minimum spacer depth – 1/4". If additional small tag line is desired (such as on the above drawing), its maximum height of letters is to be 2". Small tag line to be in owner's preferred color and applied to panel face in high performance vinyl.

**Bolts:** Flat head silver colored bolts are used with washers and threaded nuts behind sign panel to fix sign panel in place. Size of the exposed bolt head is 2" in diameter, 1/2" thick. Bolt holes are drilled through panel 3" in from the vertical and horizontal sides, approximately 4" in from the corners. These stainless steel bolts are custom made and are available at the Venture Commerce Center developer's office: (415) 464-2000.



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**FRONT AND REAR ENTRY DOOR GRAPHICS**

**Permitted Graphics:** Company name and logo may be applied to front, and if provided, rear glass entry doors in owner's company logo font style.

**Grouping Dimensions:** Entire grouping (including logo) not to exceed 12" in height and 22" in width.

**Materials:** White (only) surface-applied, high performance 3-M gloss vinyl.

**Maximum Letter Height:** 3"

**Color:** Only white color to be used on doors.

**Location:** Graphics centered horizontally. Entire grouping to be centered 60" from ground level.

**OTHER**

**No Other Signage:** No lettering or graphics are to be applied to other windows on 1st or 2nd floors. This includes side and rear building windows.

**Color Selection:** Owners are encouraged to be selective on their sign colors. Avoid extremely bright background colors to keep Venture Commerce Center as professional looking as possible.

**City Sign Permits:** All cities require that owners obtain sign permits prior to installing signs. Venture Commerce Center expects to obtain a general approval of this sign program so that all that will be required from each owner is specific approval of the color and design.

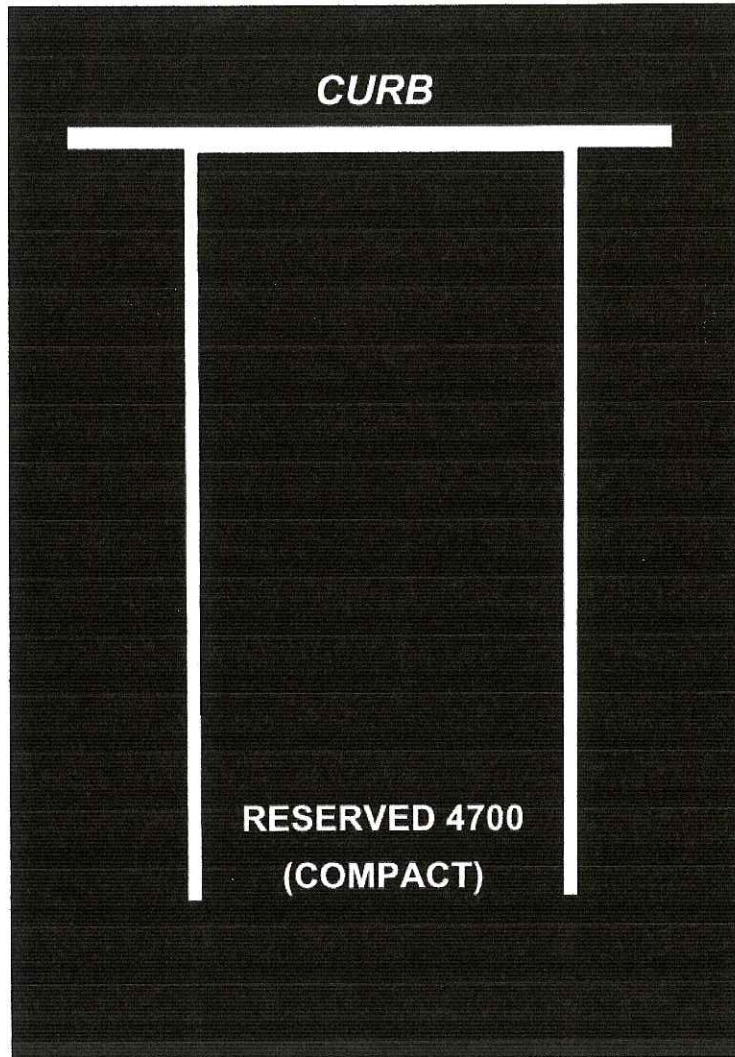
**Long-Term Finishes:** Only durable, long-term finishes should be used on signs. The best acrylic polyurethane finishes are expected to last 8 to 10 years. Signs with a south-facing exposure are expected to last about two years less.

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### Marking Reserved Parking Spaces



The assigned spaces can be marked using the following design guidelines. Wording is comprised of 8" high letters with the word "RESERVED" followed by the UNIT number. (i.e. RESERVED 2775)  
Business names are NOT allowed.

In the case of COMPACT spaces, the lettering is placed above the word COMPACT. (see diagram)  
Lettering is spray painted using white traffic paint.

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Initials

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Initials