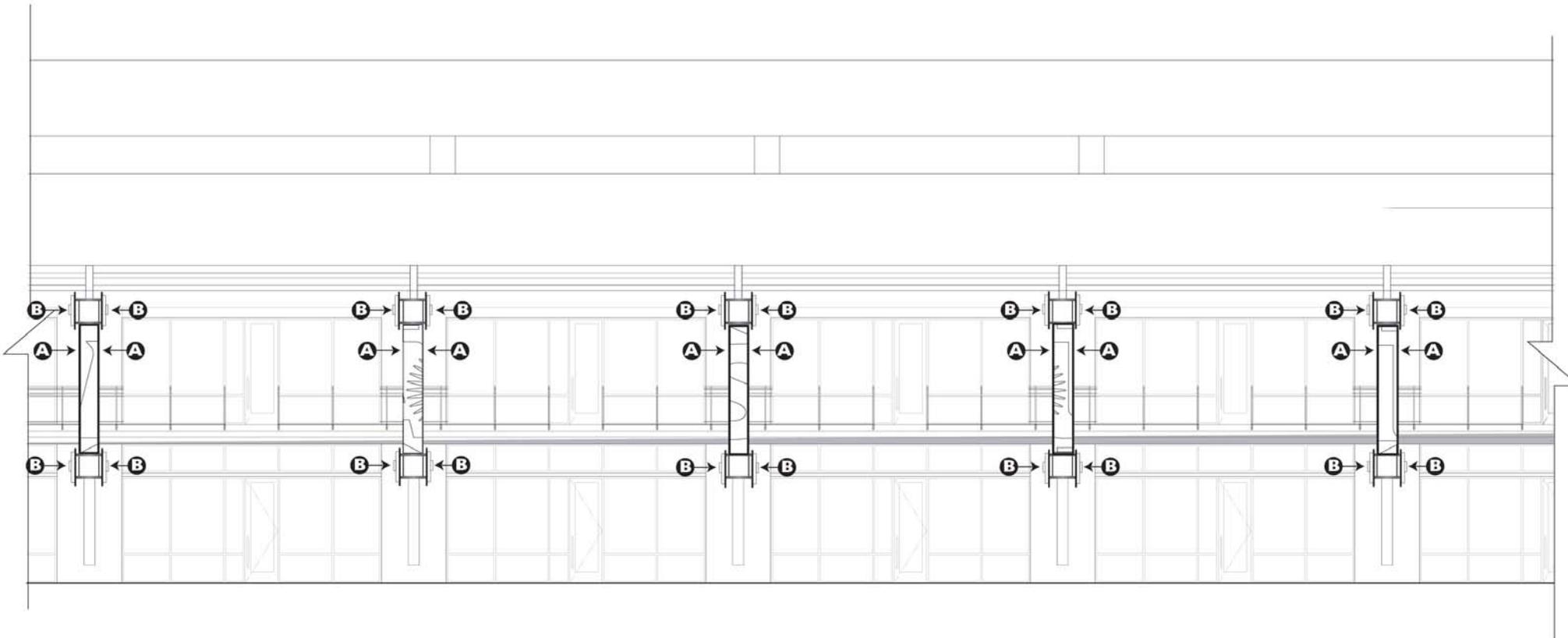


SIGN PACKAGE CRITERIA



DATE	7/27/2004
PROJECT NAME	ASU Foundation
PROJECT ADDRESS	777 S. College Ave & 300 E University Dr
TYPE	
ILLUMINATION	
MATERIAL	
CONSTRUCTION	
LETTER STYLE	
LOGO	Restricted to 25% of sign area – DRC policy.
COLOR	
SIZE RESTRICTION	
INSTALLATION	
WINDOW SIGNAGE	Window signs are restricted to 25% of the individual window in which the sign is located.
CENTER ID	
MAJOR/PAD TENANT VARIATION	

- A** Primary Tenant Signage
- B** Secondary Tenant Signage



Typical ASU Foundation Site Retail Elevation
West Elevation
Scale: nts

Date:

06/23/04

Sheet Number:

5

© 2004 Thinking Caps

**ASU Foundation
TENANT SIGNAGE**

**Design Development
TYPICAL RETAIL ELEVATION**

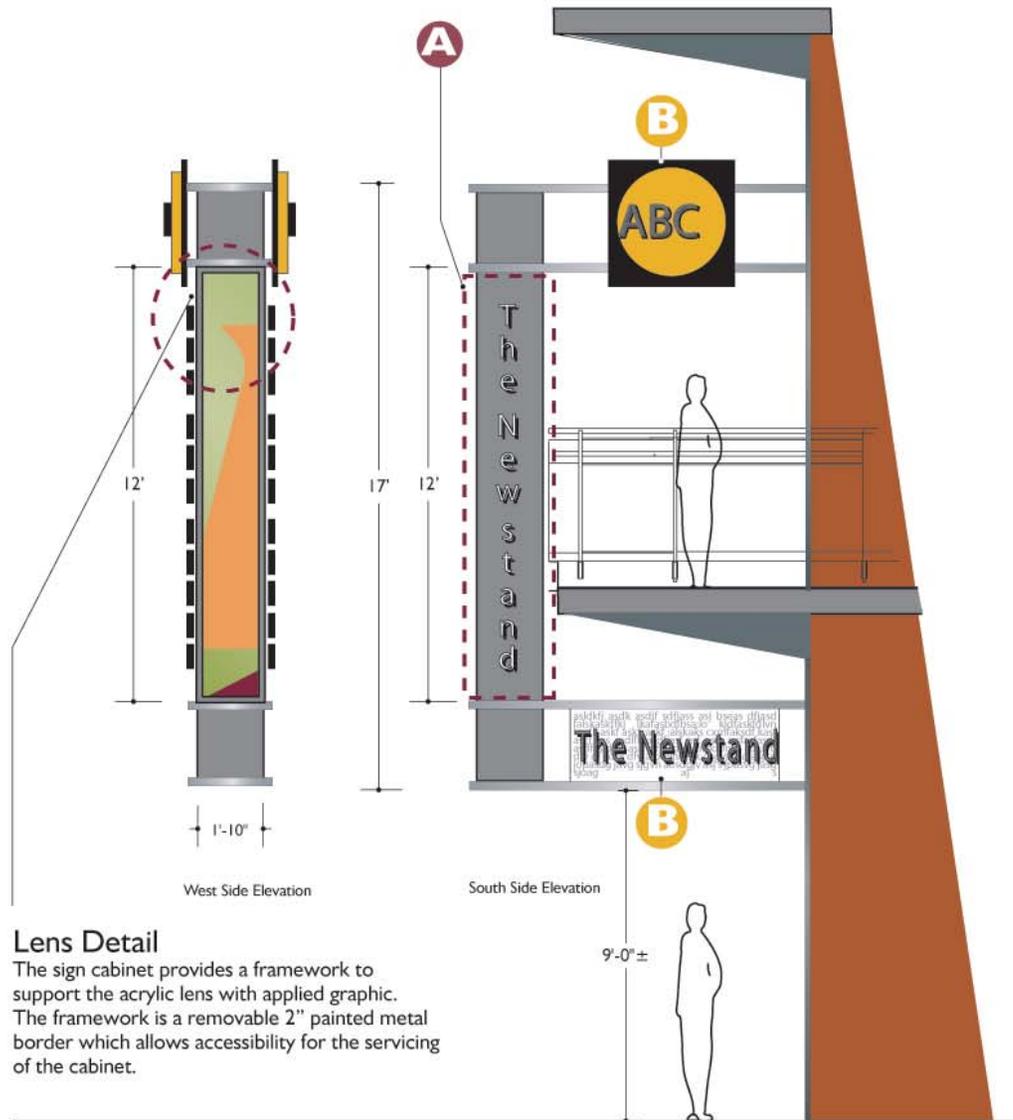
ASU Foundation
The legacy begins with you.

Thinking Caps

phone 602•495•1260
fax 602•495•1258
info@thinkingcaps.net



815 north first avenue suite 3w
phoenix arizona 85003•1448



Primary Tenant Signage A
Ground level

Please reference the site plan and retail elevation on pages 4 & 5 of this submittal for sign type A locations

GENERAL NARRATIVE:

Sign type A provides a vertical opportunity for tenant identity to be incorporated onto the north and south side (as shown here) of the sign cabinet. This sign type also provides a vehicular read as the cabinets extend beyond the building's balcony into an area that permits a more optimum visibility to the tenant's identity.

The sign structure for sign type A is supported by a series of horizontal metal attachments, engineered and tied back into the structure of the building (engineering provided by project engineer). The attachment finish to be a similar finish to the building's balcony railing finish. The sign cabinet is a metal cabinet painted to match the dark grey painted metal accents as used within the architecture. The north and south sides of the cabinets are removable panels to provided less impactful and cost effective updating. Tenant Identity on the sign panels are internally illuminated and detailed on page 6A of this submittal.

The west face of the sign cabinet will provide an environmental graphic opportunity which will reinforce the retail building tie to the office building on the south parcel of the overall site. The west face is an acrylic faced graphic set into the panel within a frame and internally illuminated.

note:

Sign type B is referenced here only to provide a visual of overall intent. For more description of sign type B review pages 7 & 7a of this submittal.

Lens Detail

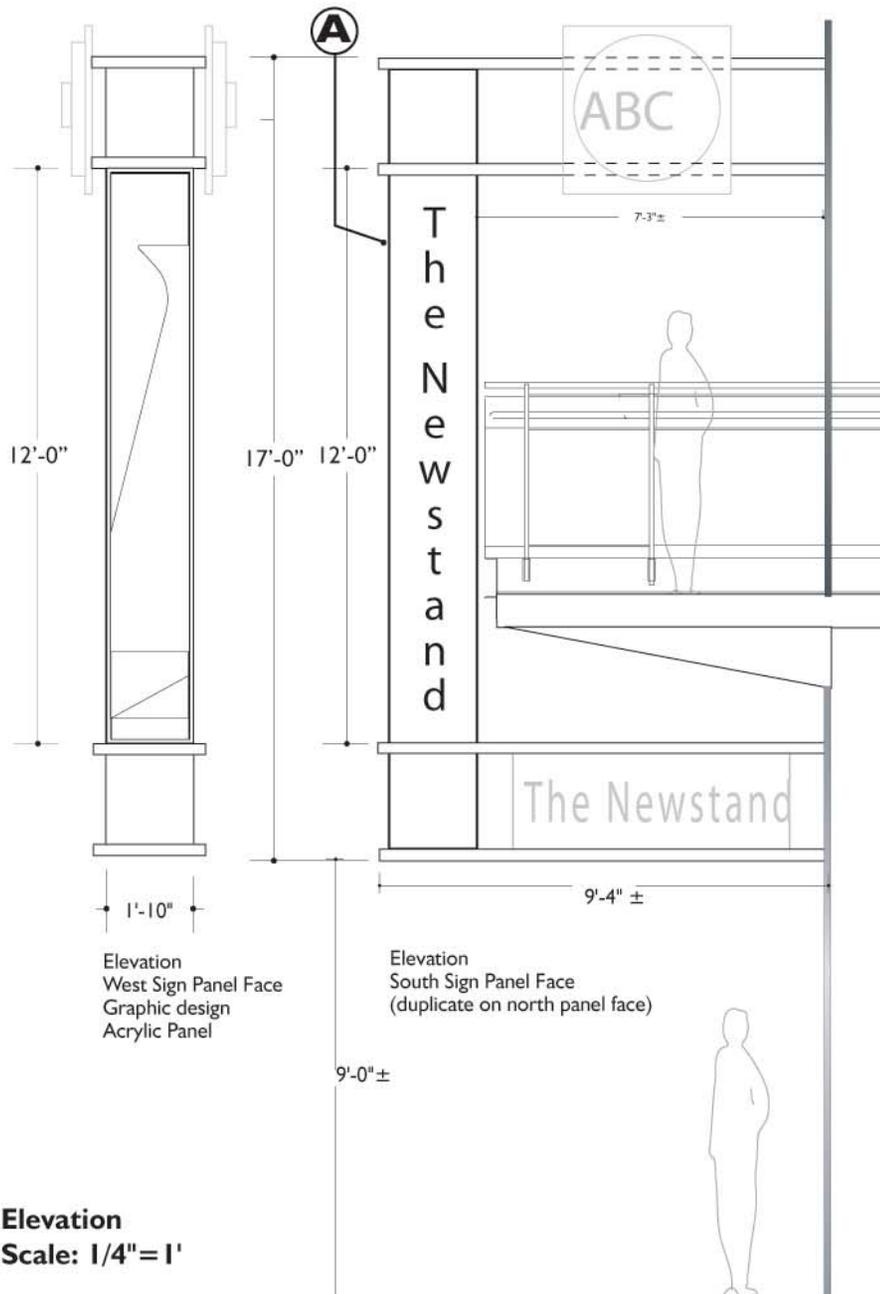
The sign cabinet provides a framework to support the acrylic lens with applied graphic. The framework is a removable 2" painted metal border which allows accessibility for the servicing of the cabinet.

Elevation
 Scale: 3/16" = 1'-0"

<p>Date: 06/23/04</p> <p>Sheet Number: 6</p> <p>© 2004 Thinking Caps</p>	<p>ASU Foundation TENANT SIGNAGE</p> <p>Design Development SIGN TYPE A</p>	<p>ASU Foundation <i>The legacy begins with you.</i></p>	<p style="text-align: right;">Thinking Caps</p> <p style="text-align: right;">  phone 602•495•1260 fax 602•495•1258 info@thinkingcaps.net 815 north first avenue suite 3w phoenix arizona 85003•1448 </p>
------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Primary Tenant Signage **A** Ground level

Please reference the site plan and retail elevation on pages 4 & 5 of this submittal for sign type A locations



SIGN SPECIFICATIONS:

LETTERING STYLES: The intent of the tenant lettering style is to encourage tenants to use their own existing typography style that would further support their identity as long as the lettering style is legible from the intended viewing distance.

SIGN COPY: To be determined by the individual tenant.

SIGN COLORS: The intent is to encourage tenants to use their own existing color palette as long as the legibility for daytime or nighttime is not diminished by the color and contrast of the sign backer panel. Tenants are encouraged to use colors within the value range of 70% contrast with the sign backer panel. The sign backer panel is a dark grey.

METHOD OF ILLUMINATION: Tenant signage is internally illuminated with the following options: halo illumination created by painted RPC letters, or RPC letters with colored acrylic faced letters, or letters routed out of sign panel and fronted with a colored acrylic panel mounted to the second surface of the sign panel.

OF SIGN FACES: Tenants are allowed to use both the south and north sign panel faces within sign type A.

SIGN MOUNTING: Sign panel is completely integrated into the vertical sign cabinet. Removal of the face of the sign panel allows for updatability and servicing as required.

HEIGHT OF SIGN: The Sign panel is 12'-0" ± in height and 1'-10" in width for a total of 22 square feet. The north and south face of the sign panels are counted as a total of 22 square feet.

SIGN CABINET SPECIFICATIONS: The sign cabinet is four (4) sided 1'-10" square box with a vertical height of 17'-0" ±. The base of the sign cabinet is located 9'-0" ± above the finished ground plane. The cabinet detail is solid, refined in finish, free of light leaks and does not expose any internal equipment. The sign cabinet materials are comprised of painted metal surfaces with no exposed fasteners or attachments. The cabinet will contain the electrical required for the tenant signage illumination. The sign cabinet mounts to the structural metal bands that extend from the building with detailed fasteners that are consistent with the projects architectural detailing.

Date:

06/23/04

Sheet Number:

6a

© 2004 Thinking Caps

**ASU Foundation
TENANT SIGNAGE**

**Design Development
SIGN TYPE A**

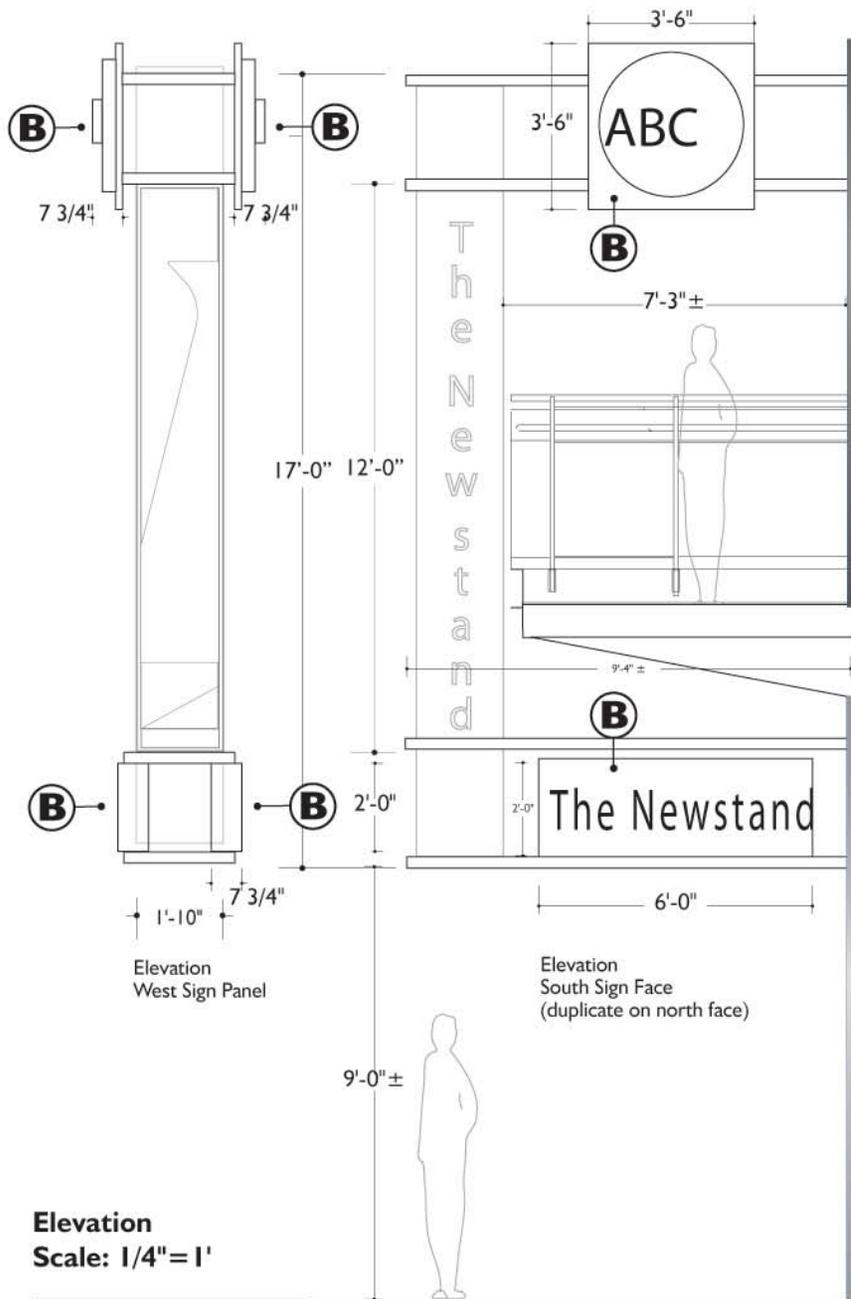
ASU Foundation
The legacy begins with you.

Thinking Caps

phone 602•495•1260
fax 602•495•1258
info@thinkingcaps.net



815 north first avenue suite 3w
phoenix arizona 85003•1448



Elevation
Scale: 1/4" = 1'

Secondary Tenant Signage **B** Ground and Second level

Please reference the site plan and retail elevation on pages 4 & 5 of this submittal for sign type B locations

SIGN SPECIFICATIONS:

LETTERING STYLES: The intent of the tenant lettering style is to encourage tenants to use their own existing typography style that would further support their identity as long as the lettering style is legible from the intended viewing distance.

SIGN COPY: To be determined by the individual tenant.

SIGN COLORS: The intent is to encourage tenants to use their own existing color palette as long as the legibility for daytime or nighttime is not diminished by the color and contrast of the sign backer panel. Tenants are encouraged to use colors within the value range of 70% contrast with the sign backer panel. The sign backer panel is a dark grey.

METHOD OF ILLUMINATION: Tenant signage is internally illuminated with the following options: Halo Illumination created by painted RPC letters, or RPC letters with colored acrylic faced letters, or letters routed out of sign panel and fronted with a colored acrylic panel mounted to the second surface of the sign panel.

OF SIGN FACES: Tenants are required to use both a south and north sign cabinet and the corresponding faces within sign type B.

SIGN MOUNTING: The sign cabinets are mechanically attached to the horizontal structural supports. There are no exposed fasteners or attachments. The electrical requirements are fed through the horizontal structural supports.

HEIGHT OF SIGN: The Sign cabinet configuration is dependant upon the tenant identity and would allow for a variety of cabinet shapes, for example: square, rectangular or circular. The overall square footage allowance for sign type B is 12 square feet. The north face and south face of the sign cabinets are counted as a total of 12 square feet.

SIGN CABINET SPECIFICATIONS: The sign cabinet vary as noted above. The cabinet detail is solid, refined in finish, free of light leaks and does not expose any internal equipment. The sign cabinet materials are comprised of painted metal surfaces with no exposed fasteners or attachments. The sign face material use and configuration is determined by the individual tenant and approved by the owner. The cabinet will contain the electrical required for the tenant signage illumination. The sign cabinet mounts to the structural metal bands that extend from the building with detailed fasteners that are consistent with the projects architectural detailing.

Date:

06/23/04

Sheet Number:

7a

© 2004 Thinking Caps

ASU Foundation
TENANT SIGNAGE

Design Development
SIGN TYPE B

ASU Foundation
The legacy begins with you.

Thinking Caps

phone 602•495•1260
 fax 602•495•1258
 info@thinkingcaps.net



815 north first avenue suite 3w
 phoenix arizona 85003•1448