

# Development of Tenant Identity Campaign

## Uniform Tenant Sign Criteria

The purpose of these criteria is to create the framework for a comprehensive and balanced tenant identity guideline for **GRAND LAKES MARKET PLACE**.

All signage shall be constructed in accordance with the following design criteria and shall be subject to the written approval of the development architectural review committee.

Tenant sign contractor shall be licensed to construct and install identity displays. Tenant shall submit a Certificate of Insurance, in force, from the sign contractor with automobile General Liability and Workmans Compensation Insurance, as type coverage and limits as approved by the review committee in writing. Certificate of Insurance shall name the developer and his agents as additional insured. No work on premise may occur without Certificate of Insurance delivered to the developer or their representatives.

Tenant shall submit the name of the signage supplier and/or fabricators to the Development Leasing co-ordinator for Landlord's approval prior to design and fabrication of any signage. Tenant shall submit a copy of the approved sign permit and certificate of final inspection to the Development Leasing co-ordinator in order to receive final approval of sign. Failure to provide proof of final inspection and certificate of completion will result in financial penalties to tenant for costs incurred by landlord to have completion of permit documents and approvals.

### Graphic Style and Logo use:

The letter style shall be selected by tenants that do not already have an established local, regional or national letter / logo style for their identification.

### Refer to sheets 2 through 3 for details

#### Logo Use:

Logos may be used in conjunction with the tenants letter identity. Tenants may use their logo colors in accordance with the approved color palette, size percentages and standards as outlined within this criteria and meet with the approval of the Development Architectural Review Committee. Refer to sheets 2 through 4 for details

#### Graphic Color:

All tenants with non-Nationally registered logo / letter styles are restricted to the Standard Color Program Selection of White for the standard face letter finish. The use White for the criteria style for illumination is outlined under the "FABRICATION OPTIONS" section of this criteria.

### Refer to Sheet 3 for specifications

Tenants with Nationally Registered letter styles / Logo elements may utilize their corporate/creative letter and logo colors for their primary building facade identity. Color finishes for all identity letter form returns and trim cap to follow criteria tenants.

### Refer to Sheet 4 for Details

Tenants with an established local or regional letter style may utilize their letter style but must conform to the Standard Color Program as outlined on Sheet 3

Color finishes for letter and logo features to be approved by Development Architectural Review Committee. Refer to Sheets 2 through 3 for details

## Graphic Size:

Tenant graphics must maintain a minimum height of 16", maximum of 48" for units of 5000 square foot or less and may not have a length / height ratio greater than 80% of the footage area on which the graphic element is mounted.

Tenant lettering heights for units over 5000 square foot not to exceed 72"

All signage must conform to **TrendMaker Guidelines and Fort Bend County Sign Code** as set forth in provisions of the Code of Ordinances and as approved by Development Architectural Review Committee.

### Graphic Placement:

Generally, all tenant lettering shall be installed and centered on the tenants primary store front area both vertically and horizontally. Storefront is defined as that area above the architectural entry element, as reasonably defined by landlord.

### Fabrication Specifications:

Individual acrylic faced channel letter/logo elements.

Standard face color: "Acrylite" brand White Translucent plexiglass, 3/16" thick. Colors are optional, pending landlord approval.

Standard illumination: Single and /or double tube white neon or LED (as applicable)

Standard letter return color: Criteria Color Glass Pantone "Dark Bronze"

Standard Trim Cap for faces: "Dark Bronze" jewelite" brand trim cap secured to return with no light leaks.

Fasteners to secure Trim Cap to returns finished to match Trim Cap.

Labels:

Unless otherwise directed by code, only U.L labels will be allowed on channel letters as defined by Underwriters Laboratory specification

### Refer to sheets 3 for details

### Wall Identity Quantities:

Tenants may be allowed one (1) wall sign per elevation.

### Side and Rear Elevations:

Tenants with side and rear elevations may be allowed additional signage but shall be subject to rules of allowable square footage as defined by **TrendMaker Guidelines and Fort Bend County Sign Code** for additional elevations.

### Window and Door Graphics:

Window graphics are restricted to the trade name, hours of operation and telephone/web address ONLY and are to follow examples as outlined within the design criteria detail specifications.

Solid Delivery Door Graphics: Restricted to trade name and Size/Qty number only in criteria letter style.

### Refer to Sheet 6 for details

### Restrictions:

Restrictions for additional signage include "OPEN", neon window signs, sidewalk "sandwich" signs, curb signs, paper signs and/or banners, neon perimeter window outlines, graphics, characters, etc.

Client:



Architect:



LEVINSON • ALCOSER  
A S S O C I A T E S, L. P.

1177 W. Loop South, Suite 300 Houston, Texas 77027  
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Interior Design

DRAWING

DATE: 07/2012

SCALE: as shown

REVISION:

1



GRAND LAKES MARKET PLACE  
PRIMARY GRAPHICS CRITERIA

# Letter Style Example

# Approved Fabrication Options

Book Antiqua Bold Capital Format

2 1/2" MAX. **TENANT SIGNAGE**

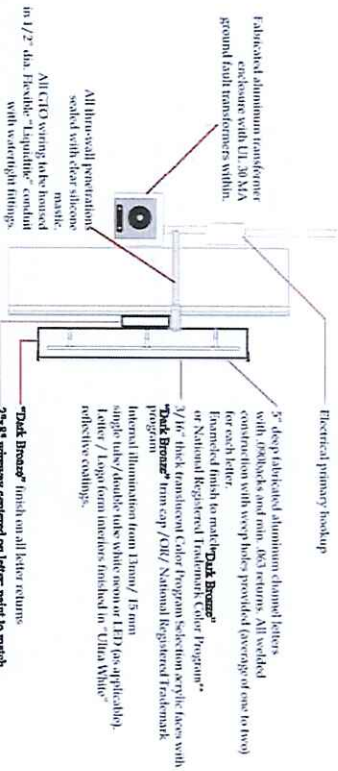
Book Antiqua Bold Title Case Format

2 1/2" MAX. **Tenant Signage**

Book Antiqua Bold Numeral Format

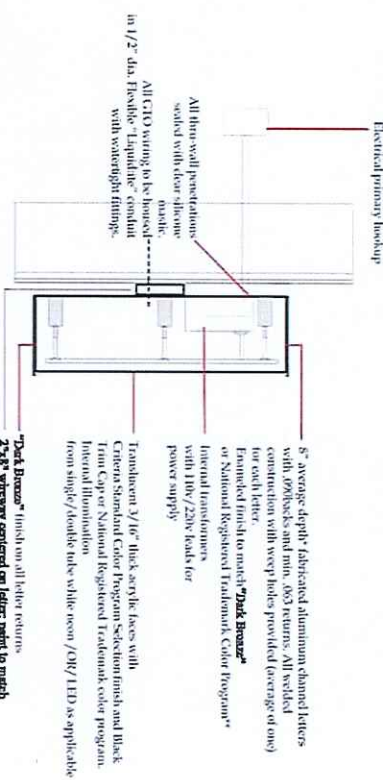
1234567890

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz



Style 1 Acrylic Faced Channel Letter / Logo Forms Remote Transformers

Style 2 Acrylic Faced Channel Letter / Logo Forms Internal Transformers



Client: **FIDELIS**

Architect: **LEVINSON • ALCOSER ASSOCIATES, L.P.**  
1127 W Loop South, Suite 800, Houston, Texas 77002  
Tel: 213.787.0000 Fax: 213.787.0000  
Architecture • Planning • Engineering

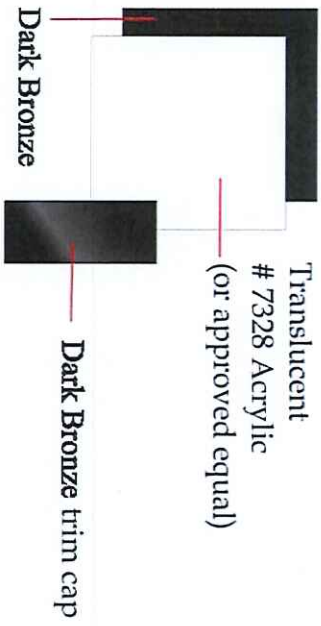
DRAWING: **DATE: 01/29/12**  
SCALE: as shown  
LEVINSON



# Approved Color Program Selection Options

White Series Color Palette: \_\_\_\_\_

Detail Channel Letter \_\_\_\_\_

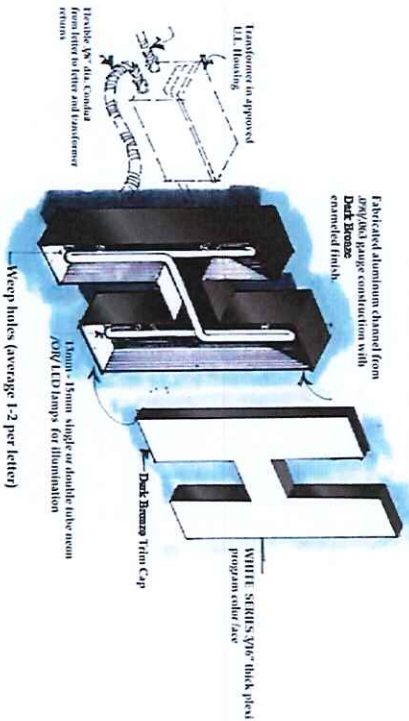


Opt. #1 Book Antiqua Bold Capital Format Shown \_\_\_\_\_

# KATHY'S GIFTS

Opt. #2 Book Antiqua Bold Title Case Format Shown \_\_\_\_\_

# Kathy's Gifts



Client:



Architect:



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1177 W. Loop South, Suite 900 Houston, Texas 77027  
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Interior Design

REVISIONS  
DATE: 01/2012  
SCALE: as shown  
HANSON



Examples of National Registered Trademark Letter / Logo Styles

1 STARBUCKS COFFEE



STARBUCKS  
COFFEE

2 HAVERTYYS



3 BLACK & WHITE

black & white

4 COST PLUS WORLD MARKET



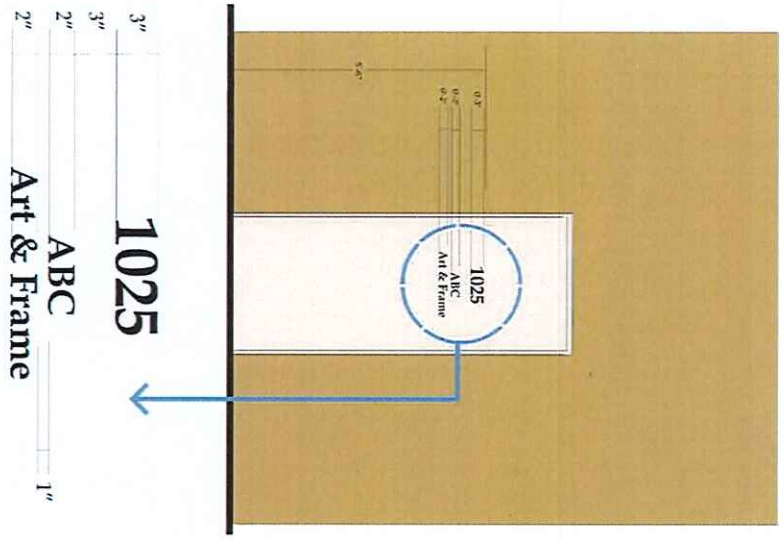
Client:  FIDELIS

Architect:  LEVINSON • ALCOSER  
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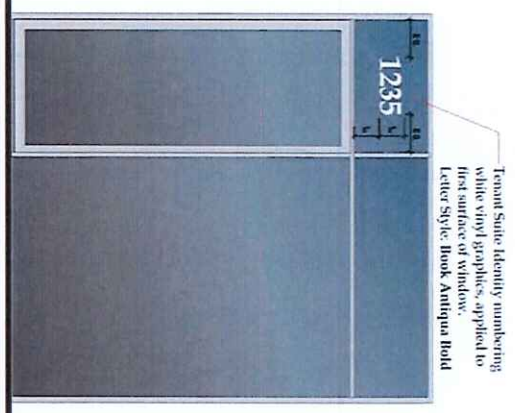
REVISION: DATE: 01/29/12 SCALE: as shown LEVINSON

# Door Signage / Tenant Information

## 1 Rear Suite Address and Tenant Message





## 2 Suite Address



## 3 Solid Door Suite Address & Tenant Message

Tenant Suite Identity numbering; black vinyl graphics, applied to first surface of solid finished door.  
 Letter Style: Book Antiqua Bold  
 Suite Identity centered top/left/right within window area, as shown

<p>Client:</p>  <p><b>FIDELIS</b></p>	<p>Architect:</p>  <p><b>LEVINSON • ALCOSER</b>          A S S O C I A T E S, L. P.          1177 W. Loop South, Suite 300 Houston, Texas 77027          Tel: 713.787.7000 Fax: 713.860.8250          Architecture • Planning • Engineering          Interior Design</p>
<p>DATE: 01/29/12          SCALE: as shown          LEVINSON</p>	<p>DRAWING:          5</p>