



Signage and Graphics

Storefront signage is often considered to be the signature on the presentation of the product. Imaginative use of signage and graphics can accentuate the character and identity of the product. A successful and appropriate signage solution requires consideration of typography, composition and illumination. Size and height must also be evaluated to insure the proper application of the sign to the storefront.

Appropriate signage formats may include one or more of the following sign construction types:

- Dimensional, surface-applied or pin-mounted lettering with indirect illumination.
- Etched or edge-illuminated glass.
- Push-through illuminated acrylic lettering and graphics with a minimum projection of $\frac{3}{4}$ ". Dimensional letters could also receive a translucent or opaque appliqué that provides a sign letter face with a halo-illumination of the lettering and graphics.
- Reverse channel illuminated lettering and graphics either pin-mounted to the storefront or back-illuminated and mounted on a non-reflective surface.
- Internally illuminated channel lettering and graphics with neon light source and translucent acrylic faces.

Signage solutions that incorporate moving or flashing lights or exposed light sources detract from the merchandise presentation and are prohibited. Channel type letters must have trim caps that match the return. No "jewelite" trim caps are permitted. No weep holes, light leaks or visible manufacturer labels are permitted. Shutoff switches and UL labels required by municipality must be located in an inconspicuous manner. Exposed raceways are prohibited.

Depending on the signage format, lettering format and the storefront design the height of storefront signage formats are restricted to a maximum average height of sixteen inches (16") and a maximum individual lettering height of eighteen inches (18"). Typically, each store is permitted a maximum of one storefront sign per each storefront elevation. All signage components must be uniformly illuminated.

Extraneous signage such as credit card company logos, store hours, or product listings are not permitted on the storefront as they detract from the merchandise presentation adding uncomplimentary visual clutter. Promotional signage or graphics that are temporary and complimentary to the visual merchandising program and done in good taste will be considered.

Subject to Landlord approval supplementary graphics such as logos, marketing themes etc. may be installed on the interior face of the storefront glass. Acceptable formats include silk-screened, painted or applied vinyl or metallic leaf graphics with a maximum height of four inches (4"). Graphics applied to the storefront glass should be positioned so that they do not obstruct the view into the store interior.

In certain visually challenged areas of the mall, such as entrance corridors, the Landlord may consider making an exception for the installation of a blade sign.

Prohibited sign types include:

- Illuminated face box signs

- Signs utilizing unedged or uncapped letters
- Formed plastic or injection molded letters or graphics
- Paper, cardboard or Styrofoam signs

Illuminated storefront signage is only effective when it is properly illuminated. Signage must be properly maintained and functional during all operating business hours. Electronic time clocks are to be used to control the illumination of all signage.