



PROFESSIONAL CENTER GUIDELINES EXTERIOR SIGNAGE

JANUARY 2024

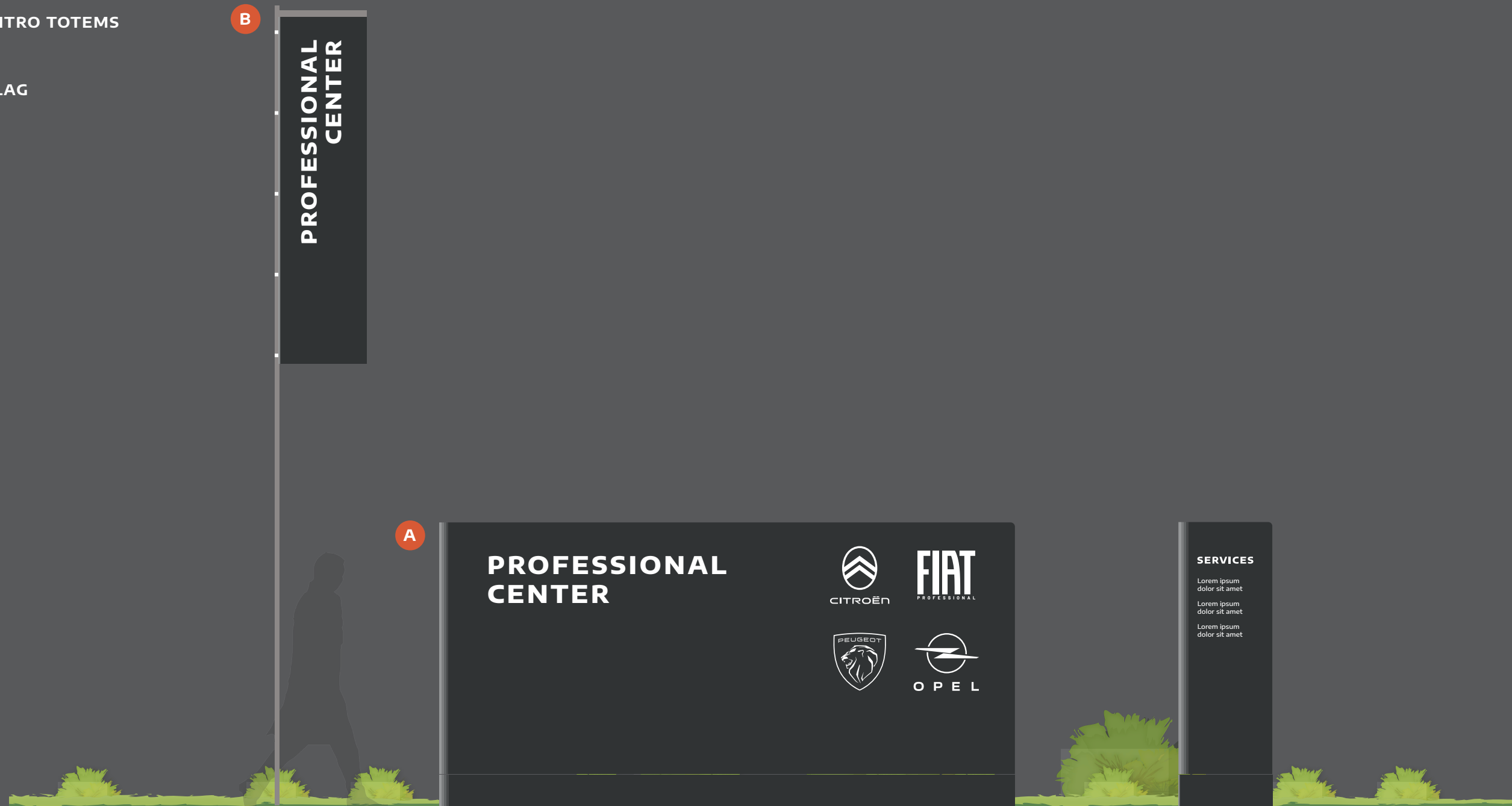
PROFESSIONAL CENTER EXTERIOR

MANDATORY ELEMENTS

THESE 3 ELEMENTS MUST ALWAYS BE PRESENT IN THE PROFESSIONAL PARKING AREA:

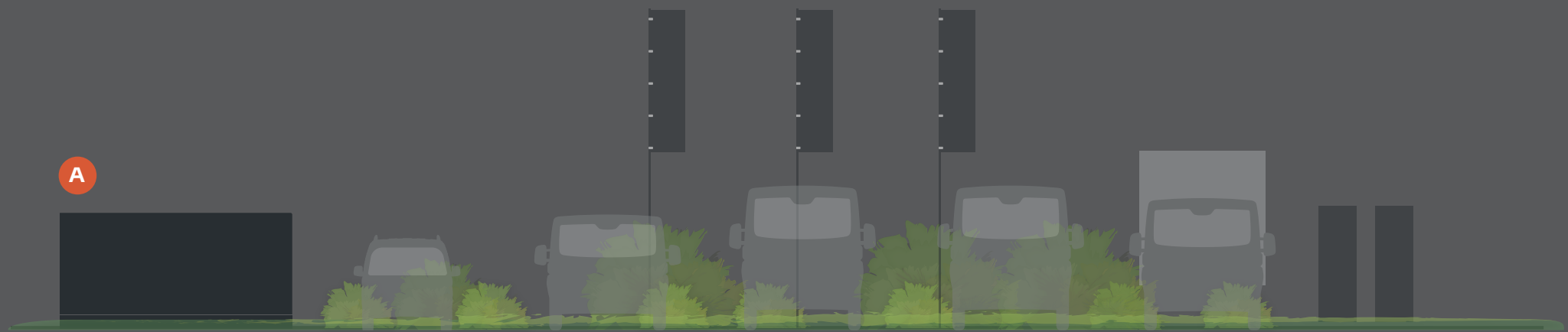
A INTRO TOTEMS

B FLAG



INTRO TOTEMS

THIS LARGE SIGN INTRODUCES THE PROFESSIONAL AREA AND DISPLAYS THE IDENTITIES OF THE BRANDS ON SITE.

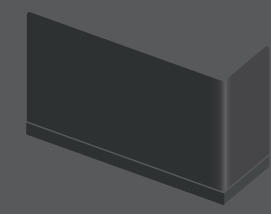


REFLECTIVE WHITE ADHESIVE LETTERING
Ref: 3M SL580-10E or equivalent
Encode Sans Expanded Extra Bold 470pt
Letter spacing 100

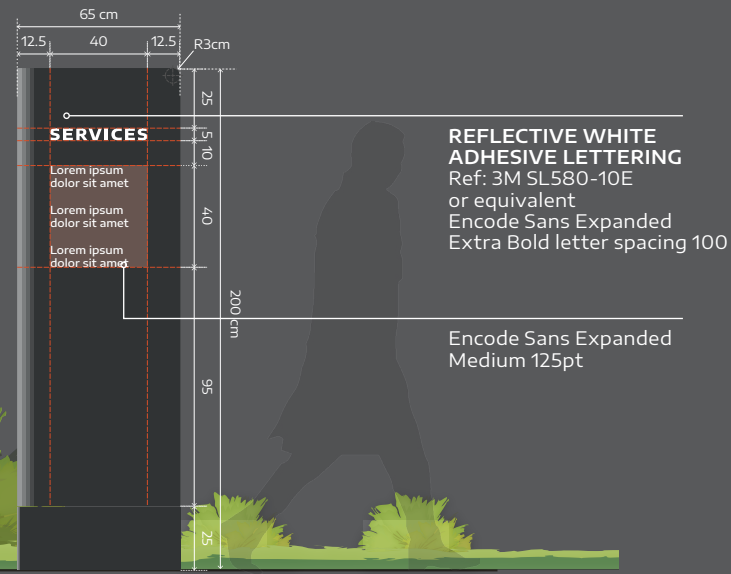
PANEL
Folded metal
RAL 7021
Microbead coating front and back
Ref: Axalta or equivalent

BASE / PLINTH
Painted concrete
RAL 9011

REFLECTIVE WHITE ADHESIVE BRAND BADGES
Ref: 3M SL580-10E or equivalent



FOLDED METAL SIGN



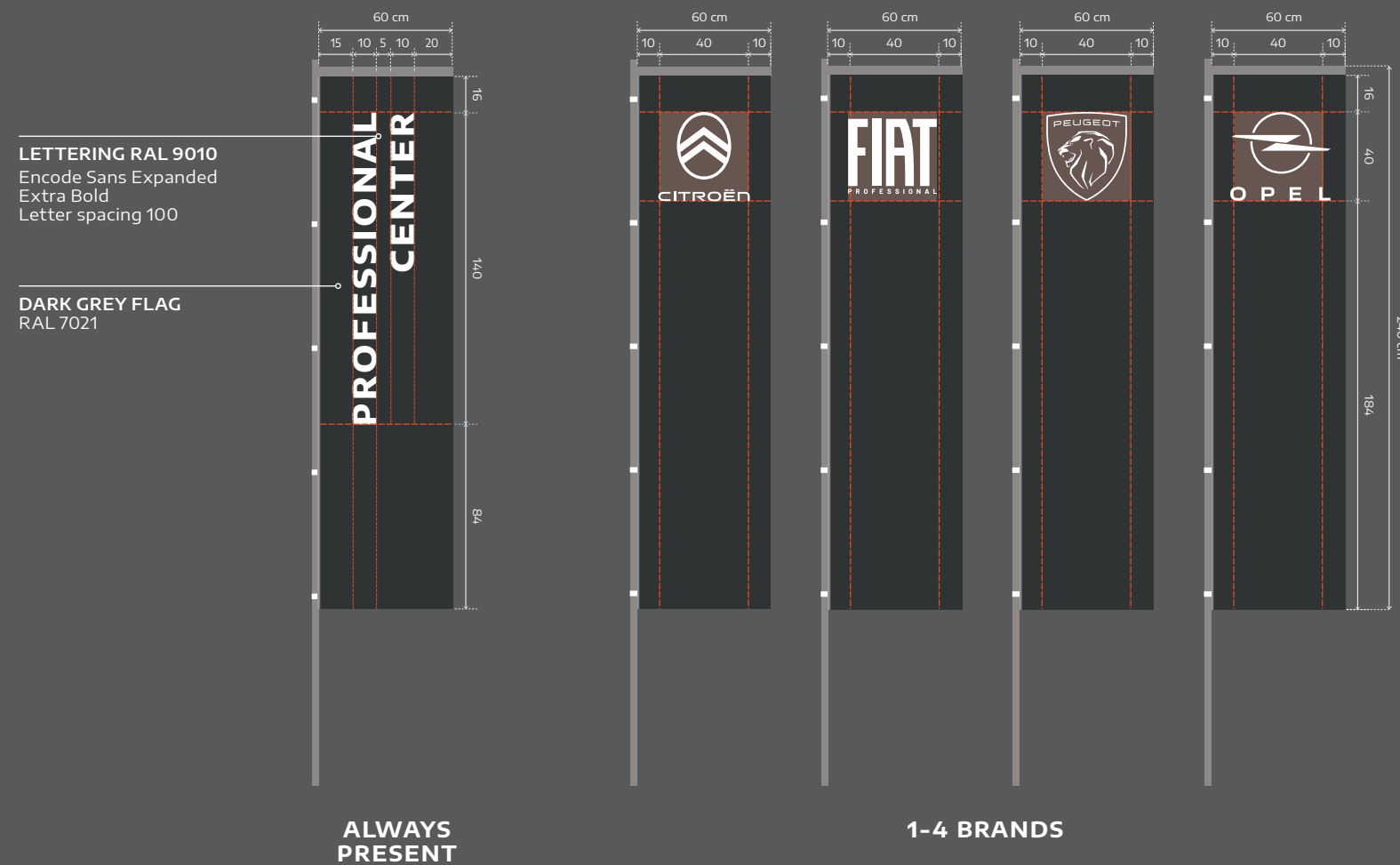
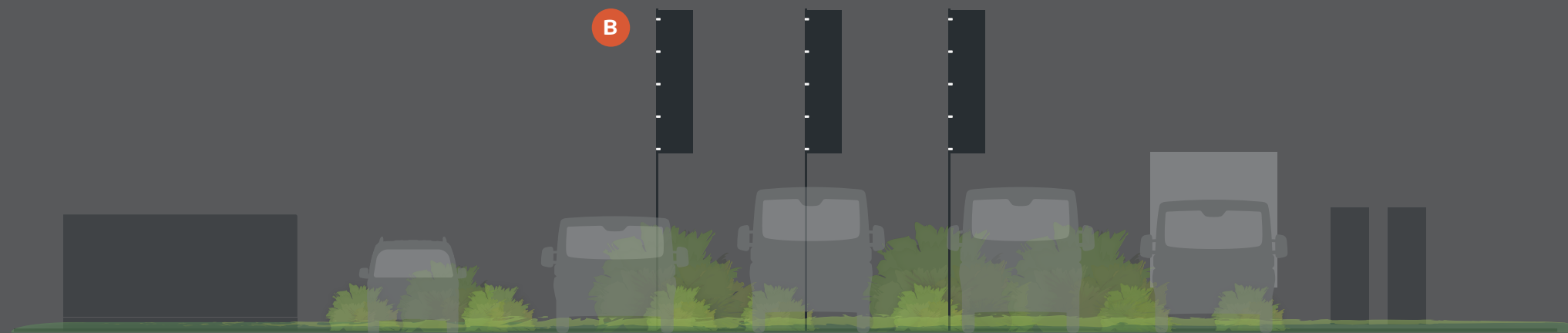
REFLECTIVE WHITE ADHESIVE LETTERING
Ref: 3M SL580-10E or equivalent
Encode Sans Expanded Extra Bold letter spacing 100

Encode Sans Expanded Medium 125pt

PROFESSIONAL CENTER EXTERIOR

FLAGS

THE PROFESSIONAL FLAG IS MANDATORY. ON SITE BRANDS MUST EACH HAVE THEIR OWN BRAND FLAG.



THANK YOU