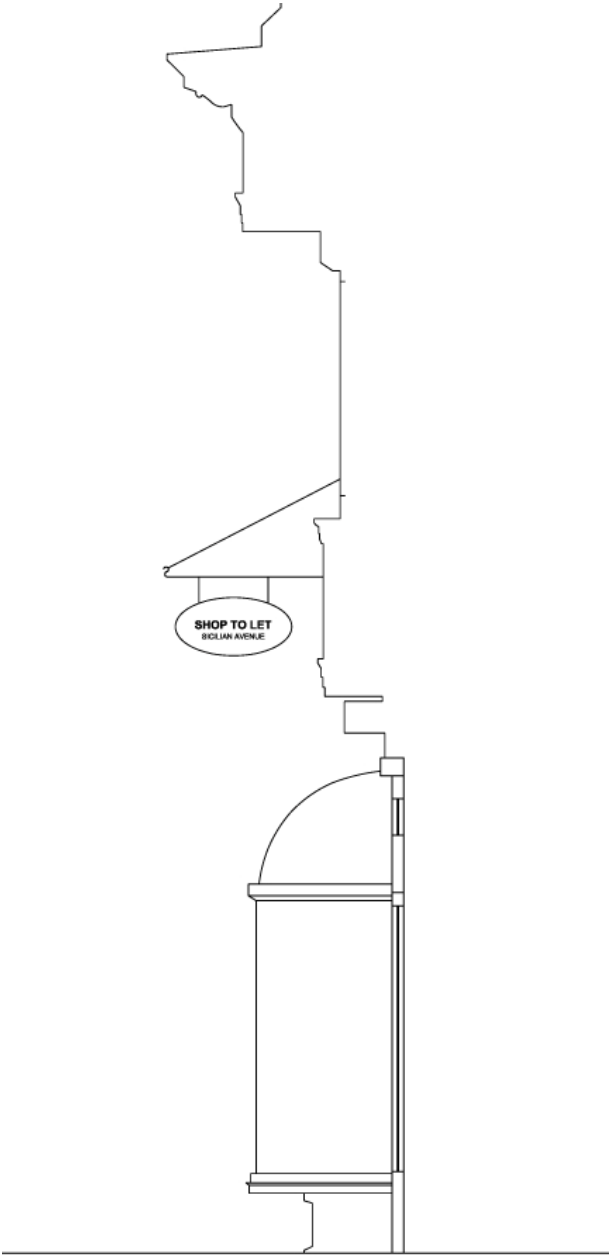


25 – 35 SOUTHAMPTON ROW SIGNAGE & TENANT SIGNAGE GUIDE

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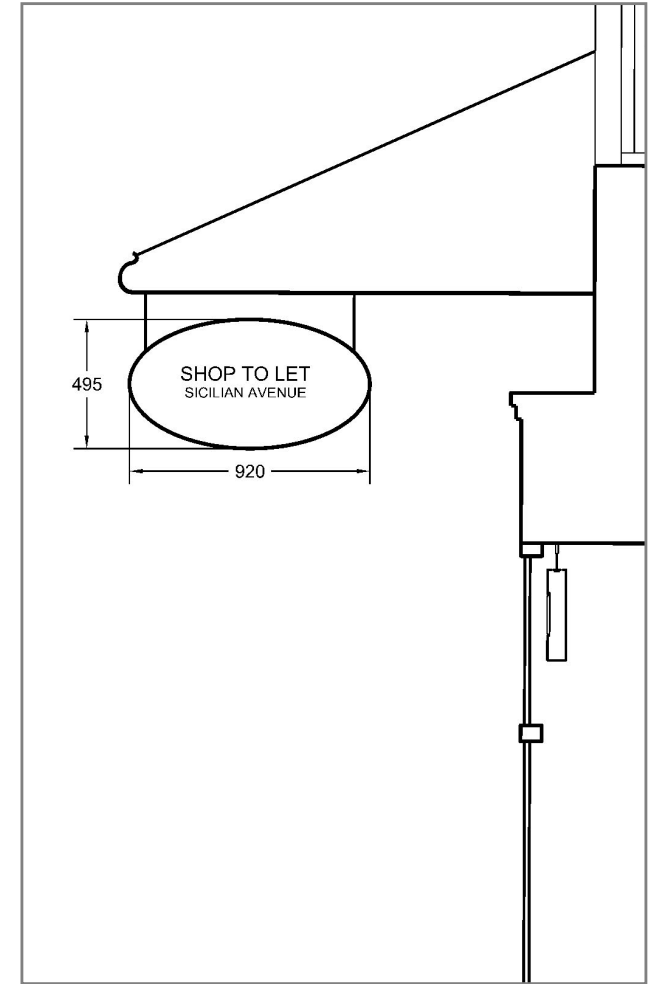
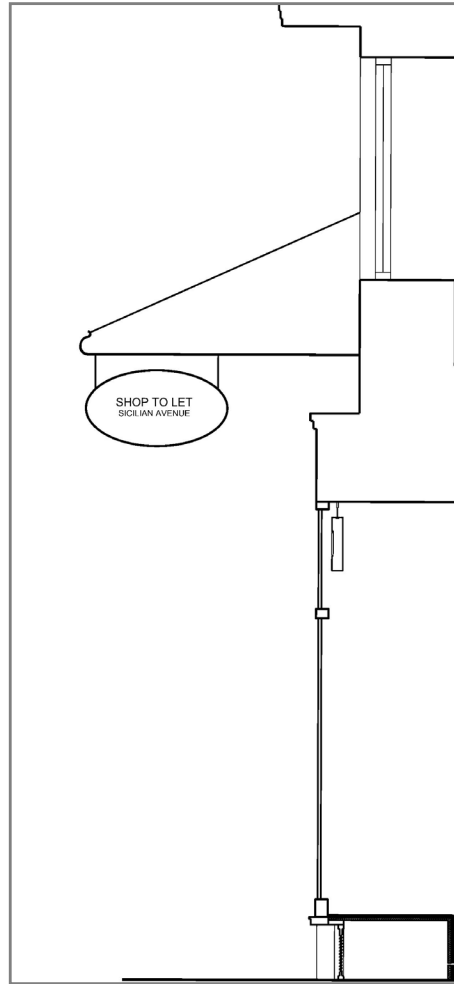
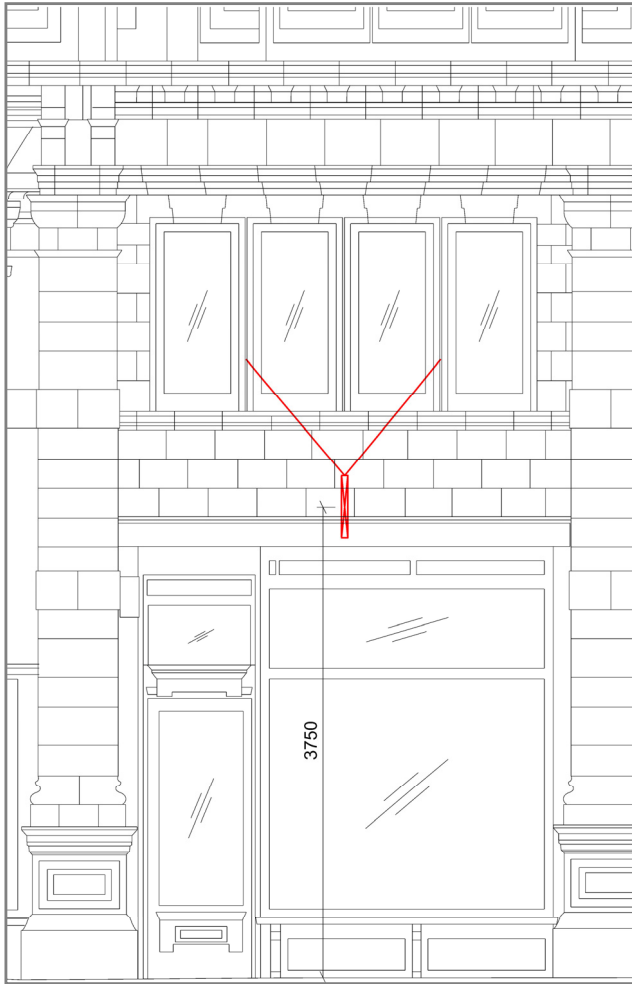
‘SICILIAN AVENUE’ SIGNAGE

The Sicilian Avenue Signage Strategy has been created in order to establish, develop and maintain a ‘Sicilian Avenue’ brand. It is a means of ensuring that the various signage elements within Sicilian Avenue work together to help reinforce the ‘Sicilian Avenue’ brand and promote individual retail units in a cohesive manner.

The signage strategy defines signage quality, types, locations and sizes in order to maintain a consistent level of aesthetic quality across the site. The strategy caters for different shop front types providing signage options to suit both curved and straight shop front types. A number of signage elements will be standard across the site we refer to these as ‘Sicilian Avenue’ signage, these are not optional.

Sicilian Avenue Signage includes external hanging signs, these are located within Sicilian Avenue and 25-35 Southampton Row. The signs are detailed on the following page.

SICILIAN AVENUE SIGNAGE



External hanging signs are located within Sicilian Avenue. Each tenancy is required to have a minimum of one external hanging sign. If a tenancy has only one hanging sign, this is to be located above the primary shop front entrance. Please note that the existing metal rods and Sicilian Avenue 'SA' metal work cannot be removed or modified in any way.

All hanging signs to nos. 25-35 Southampton Row are to match those on Sicilian Avenue, including the bracketry, and are to be manufactured and installed to the following specification:

- 1no. 920mm (w) x 495mm (h) oval black 2mm aluminium with
- 2no. lugs of 6mm welded and dressed edge all painted black satin finish

Applied vinyl lettering Scala Sans Regular (all capital) in RAL 9010 to both sides of aluminium panel; overall height of capital letters 54mm for Shop name and 39mm for byline i.e. Shop name: 'Espresso'; Byline: 'Coffee House'

Artwork to be submitted to landlord for approval prior to manufacture and installation.

SICILIAN AVENUE SIGNAGE

