

THE BRUNSWICK

TENANT SIGN – Graphic guidelines

Revision A1 (September 05)

1 MATERIALS & FINISHES

- 1.1 All finishes on the face panel must be a maximum of 70% gloss i.e. between matt and satin finishes. No gloss finishes are acceptable
- 1.2 All elements of the face graphics are to be 'colour' (including black/white/grey) ie. no base material finishes such as metal, wood etc. or any textured materials
- 1.3 All graphical elements to be flat (2D). No raised elements (3D) will be acceptable. Paint, vinyl and screen-printing are all acceptable

2 LAYOUT

- 2.1 The clear space border (40mm to the perimeter of the sign faces) as shown on the sign drawings must be kept clear of all graphics (other than the background colour used for the whole sign)
- 2.2 The sign face is to show the tenant logo only (with a sub-brand for the specific store if appropriate). No promotional messages (permanent or temporary) are to be displayed on the sign. Permanent straplines under logos are acceptable

3 DESIGN

- 3.1 Tenants are not permitted provide any illumination (internal or external) for the sign

4 SPECIFICATION

- 4.1 All materials and finishes used should be suitable for a minimum 5-year life for colourfastness and visual quality i.e. no delamination of vinyls, no deterioration of surface finishes.

5 MAINTENANCE

- 5.1 Tenants to ensure any deterioration in sign appearance resulting from damage or product failure is rectified quickly
- 5.2 Tenants to ensure signs are kept clean and maintained.