

Tenant Signage Guidelines



Tenant Guidelines
Version 4.0
12th October 2020

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This document provides guidance for retail tenant signage at Deansgate Square.

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Sign Types

Overview

1. Primary ID

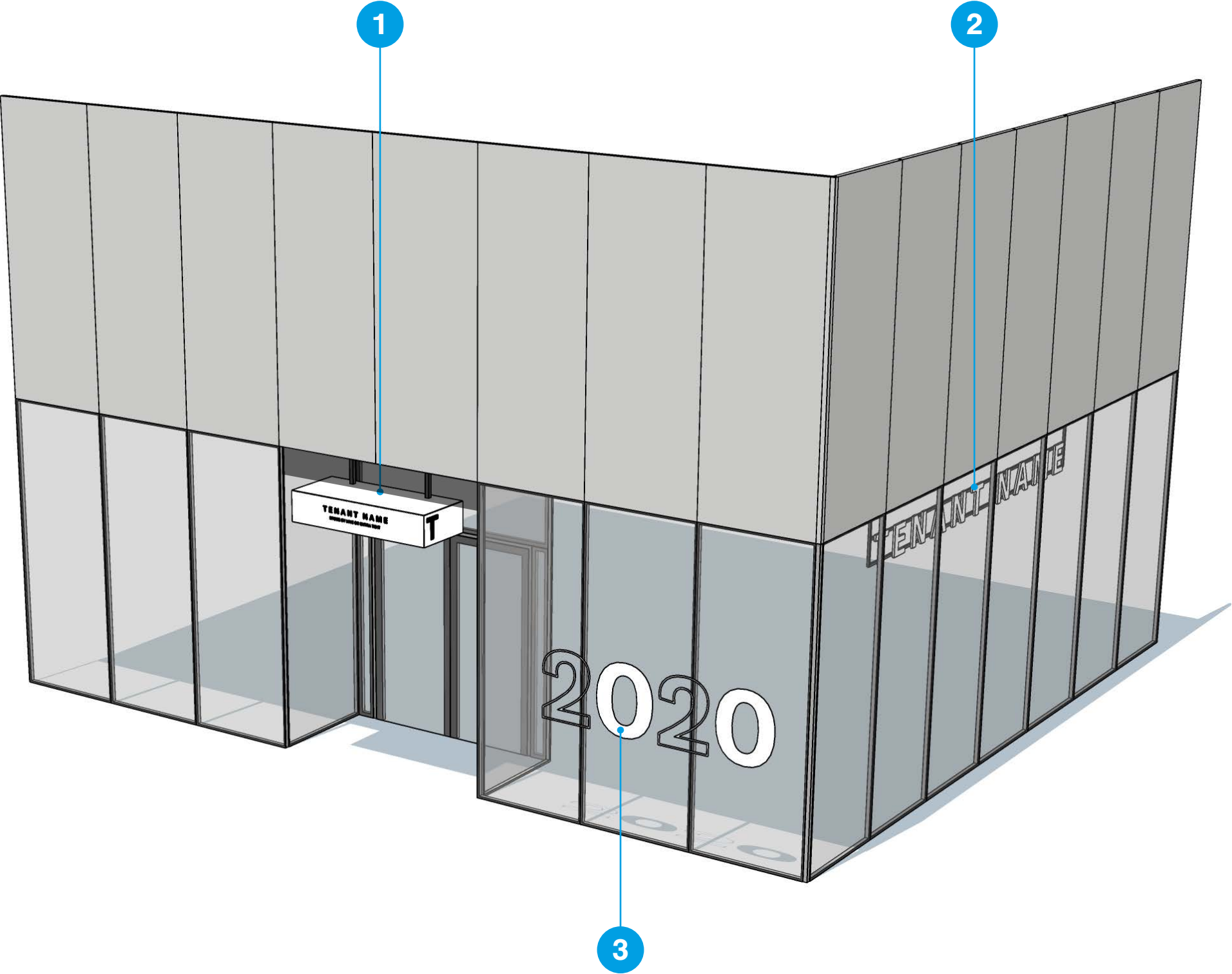
- **Design:** Over main entrance to tenant. Projects beyond facade wall to allow for view of returns to be used as sign for perpendicular approach. Standardised sign
- **Material:** White translucent perspex box with matte black vinyl content applied to face and returns
- **Size:** approx. W: 2000mm x H: 400mm x D: 1000mm
- **Lighting:** Internally illuminated with white LEDs
- **Fixing:** Steel rod frame inside perspex box and secured to structural slab or fixing frame.

2. Secondary ID

- **Design:** Positioned within tenant space. One sign per elevation in allowed areas. Tenant's own artwork/colours subject to Land Lord approval.
- **Material:** Various.
- **Size:** approx. W: 6000m (eqv. 4 panes of glass) x H: 1000mm (this is dependent on tenant logos to be used and will be revised where necessary)
- **Lighting:** Internally illuminated required
- **Fixing:** Preference for individual lettering on raceway or soffit.

3. Window Graphics

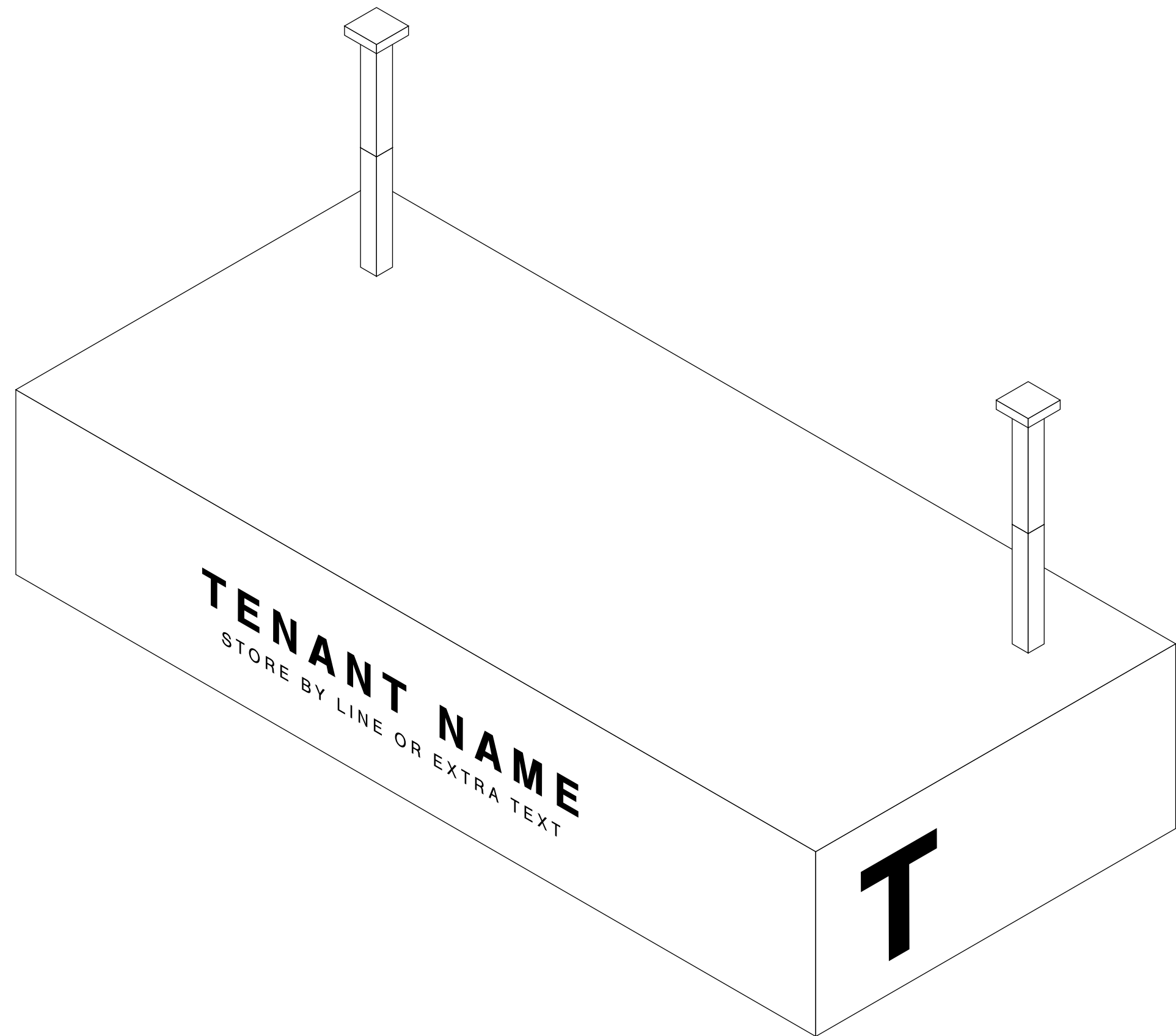
- **Design:** Vinyl graphic with not more than 25% coverage. Focus on translucency and avoid large opaque coverage
- **Material:** UV protected reverse applied vinyl to inside of glass)



Primary ID – Overview

Specification

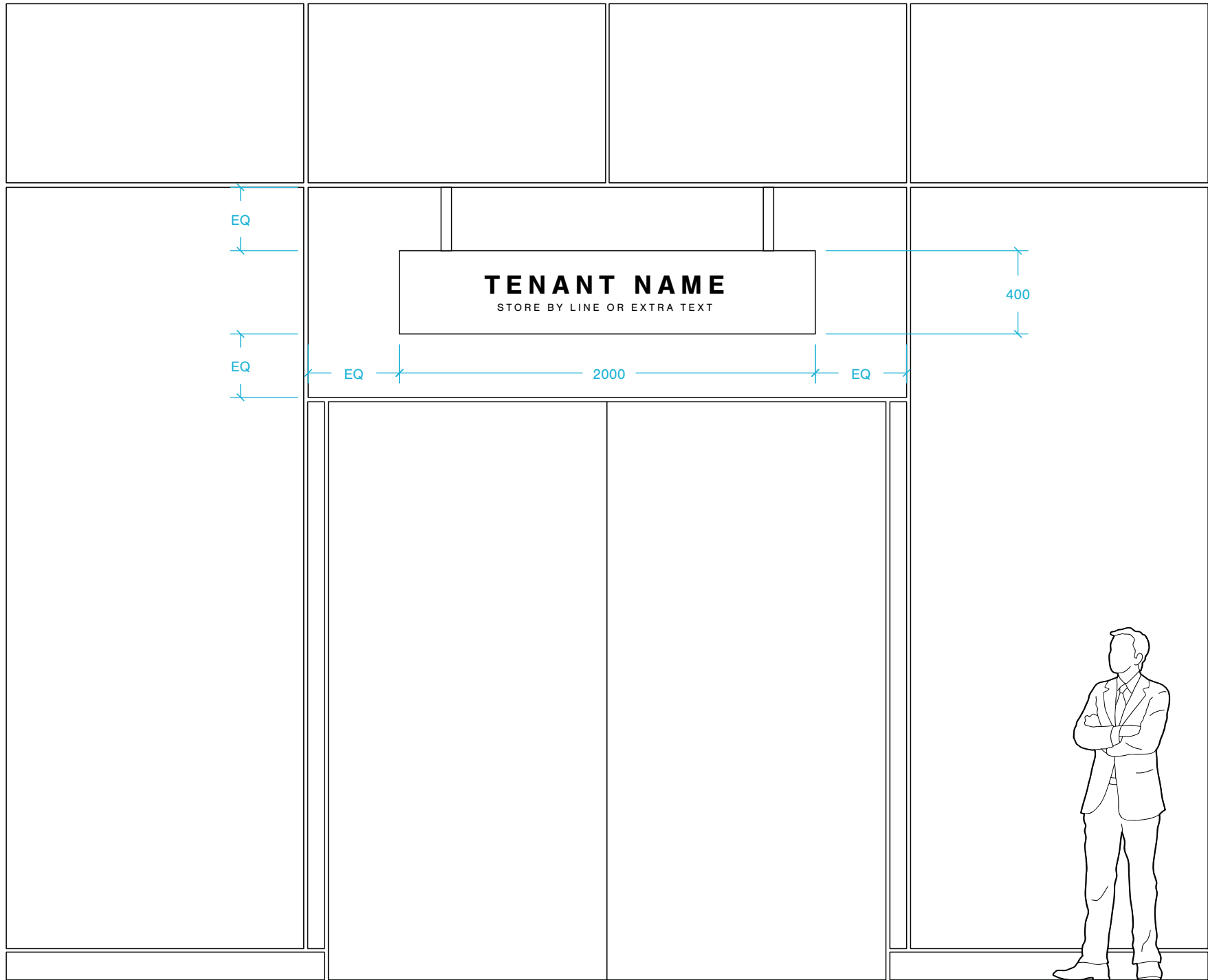
- **Size:** approx. W: 2000mm x H: 400mm x D: 1000mm
- **Material:** White translucent perspex box with matte black vinyl content applied to face and returns
- **Lighting:** Internally illuminated on all sides with white LEDs
- **Fixing:** Steel rod frame inside perspex box and secured to structural slab or fixing frame. PPC coating to match RAL 7016.
- **Typeface:** Primary typeface to be used is Nimbus Sans. The tenant name must be displayed in “Nimbus Sans Bold” and any secondary text must be displayed in “Nimbus Sans Regular”. Individual identities can be expressed on the side of this sign.



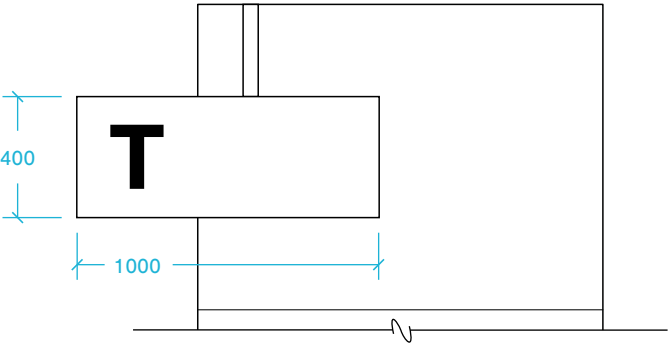
Primary ID – Position

Specification

- **Design:** Over main entrance to tenant. Sign projects beyond facade wall to allow for view of returns to be used as sign for perpendicular approach.



01 Generic Entrance – Front View
1:25

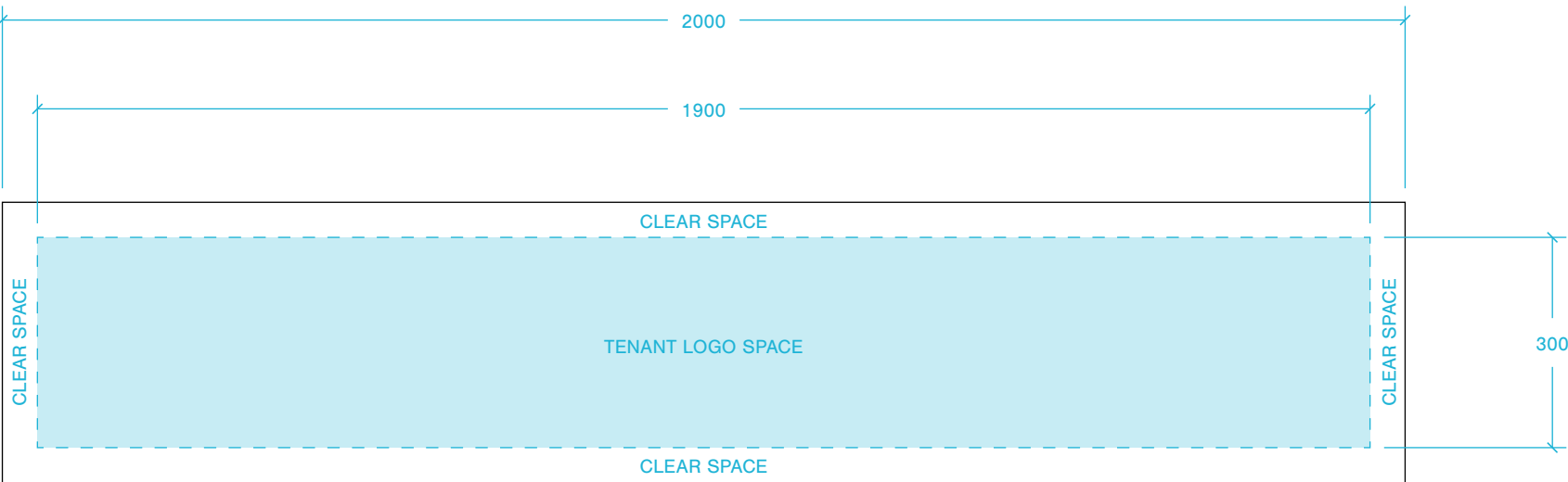


02 Generic Entrance Section – Side View
1:25

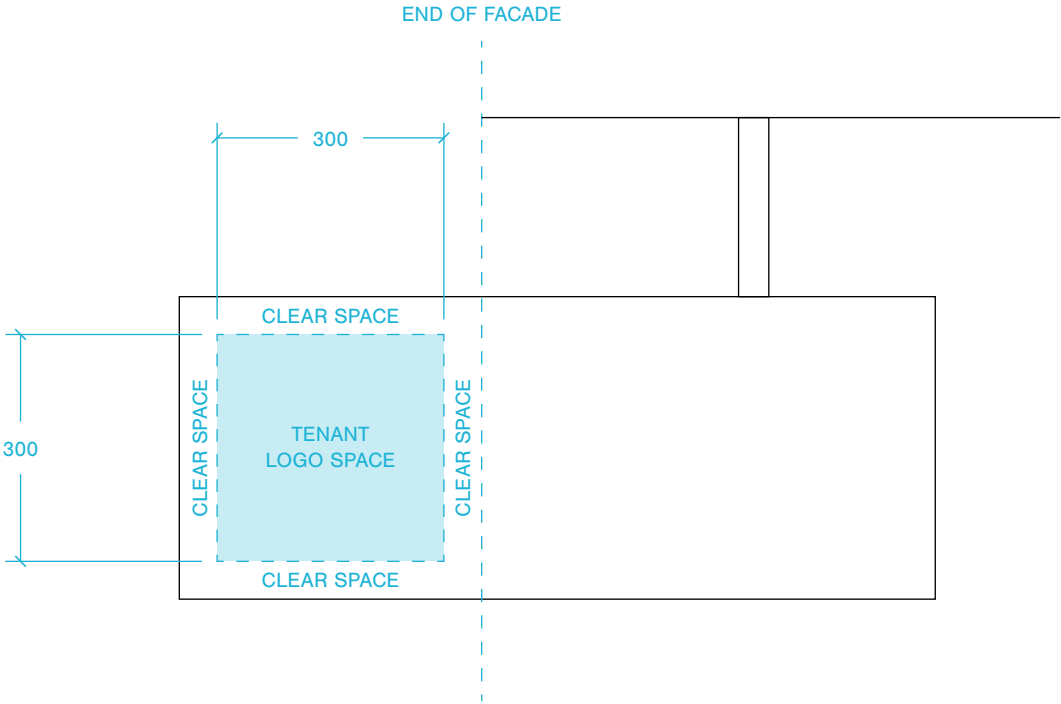
Primary ID – Content

Specification

- **Front Face:** Content on sign must only be placed in the space permitted (indicated beside). Content must be 3M scotchall 80-22 matte black vinyl. Only the Tenant logo and one 'tagline' or 'strapline' is permitted here.
- **Side Faces:** Content on sign must only be placed in the space permitted (indicated beside). Content must be 3M scotchall 80-22 matte black vinyl. Only the Tenant logo is permitted here.
- **Typeface:** Primary typeface to be used is Nimbus Sans. The tenant name must be displayed in "Nimbus Sans Bold" and any secondary text must be displayed in "Nimbus Sans Regular". Individual identities can be expressed on the side of this sign.



01 Front View
1:10

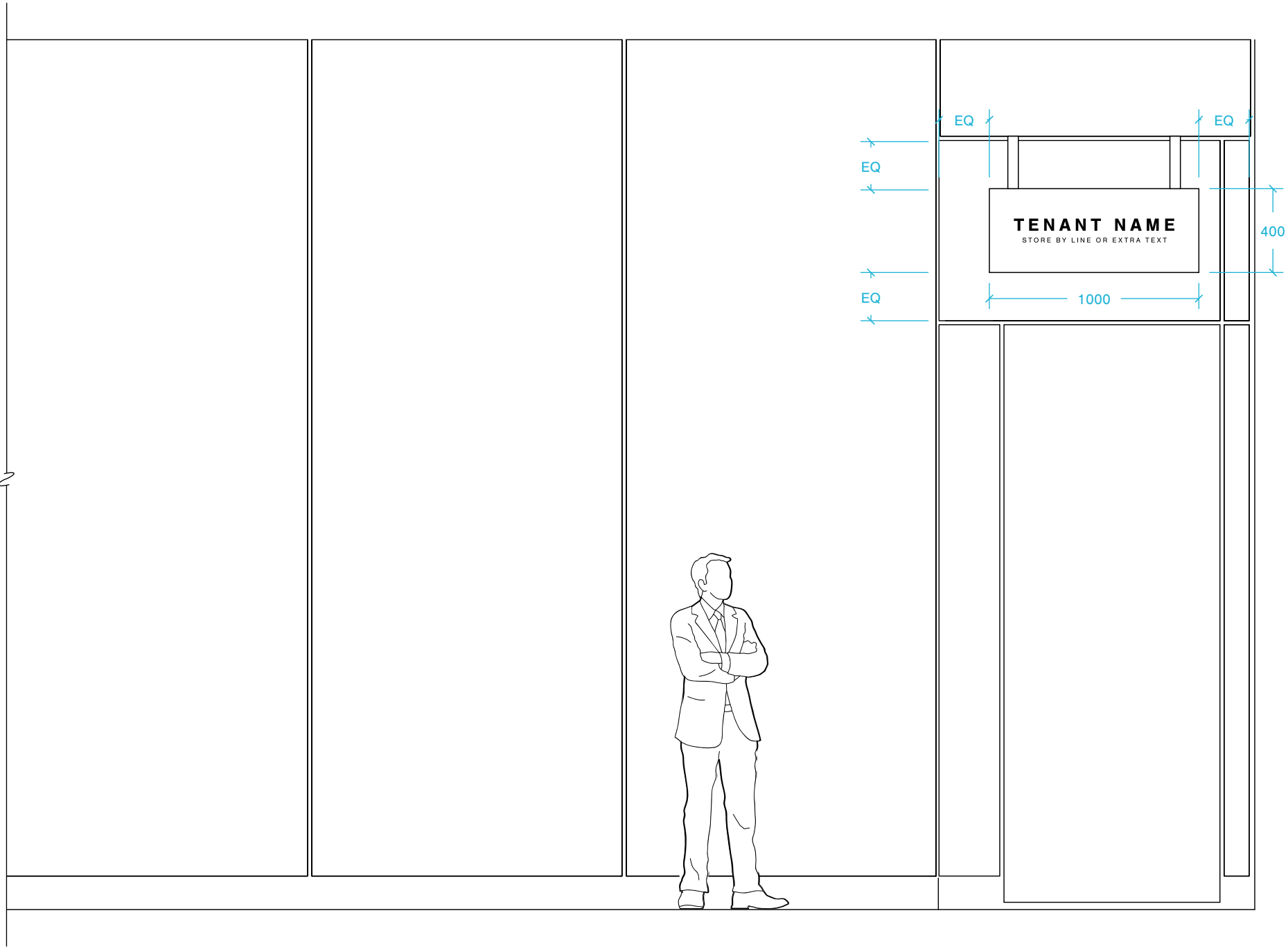


02 Side View
1:10

Primary ID – Position (Unit 3b)

Specification

- **Design:** Over main entrance to tenant. Sign projects beyond facade wall to allow for view of returns to be used as sign for perpendicular approach.

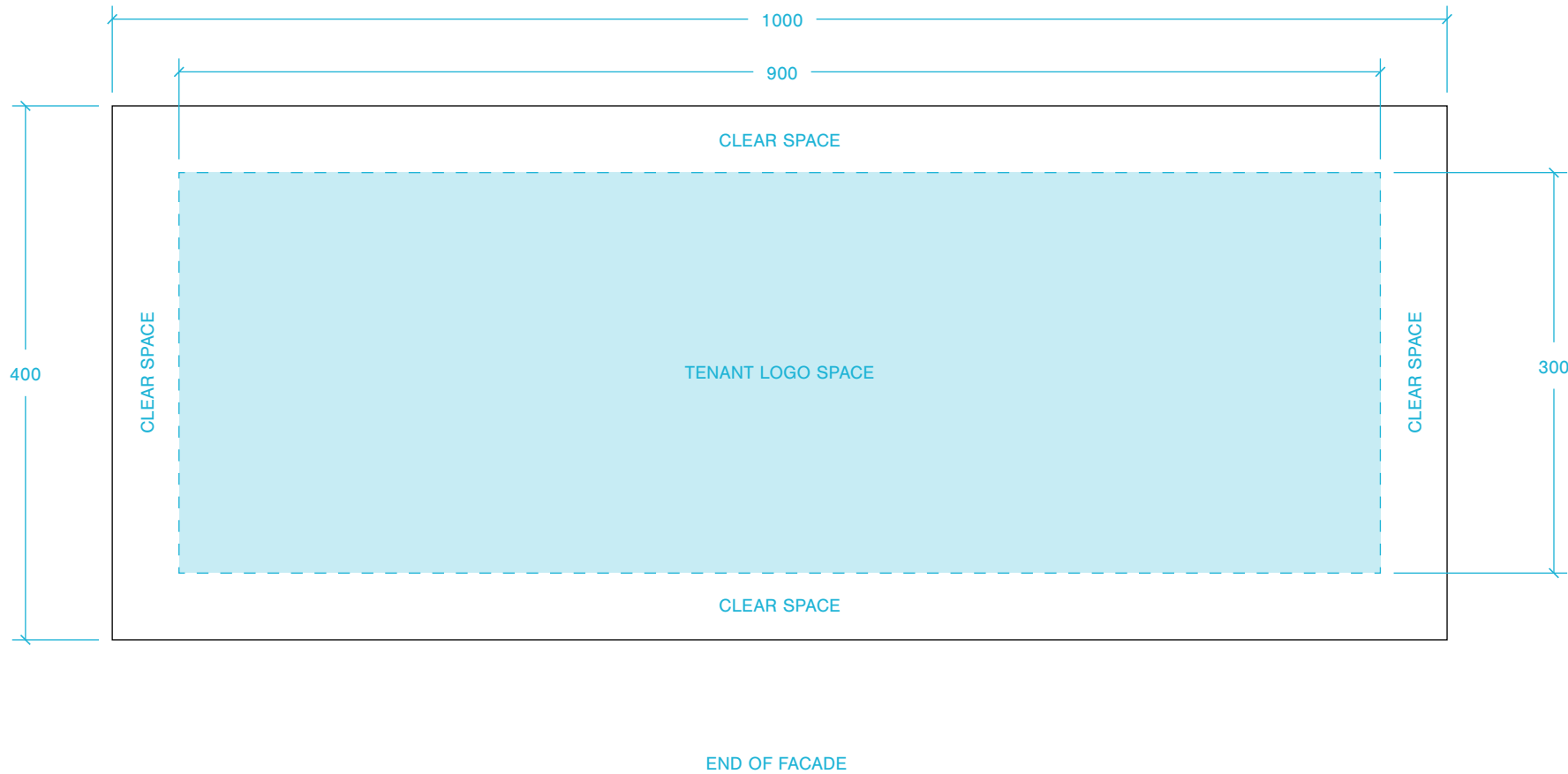


01 Unit 3b Entrance – Front View
1:25

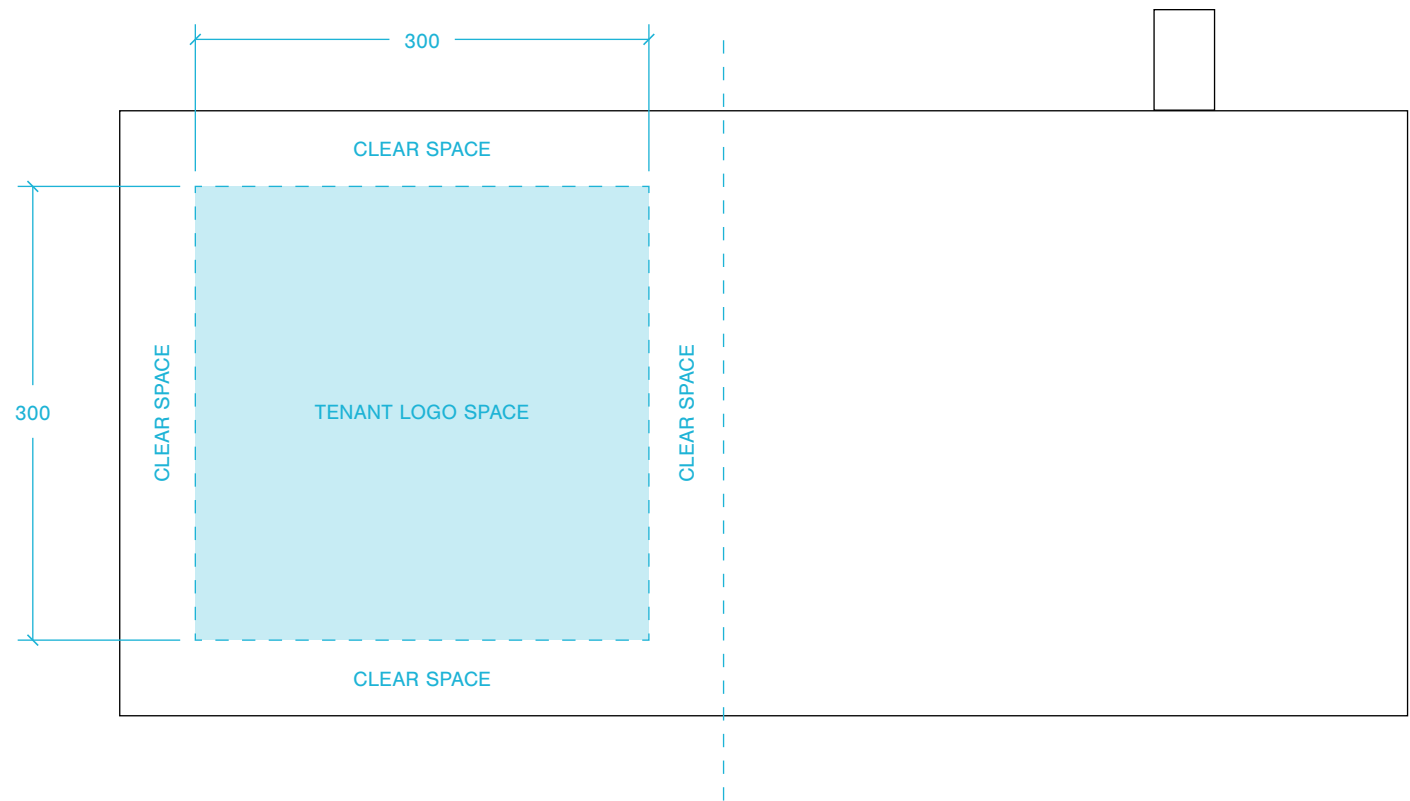
Primary ID – Content (Unit 3b)

Specification

- **Front Face:** Content on sign must only be placed in the space permitted (indicated beside). Content must be 3M scotchall 80-22 matte black vinyl. Only the Tenant logo and one 'tagline' or 'strapline' is permitted here.
- **Side Faces:** Content on sign must only be placed in the space permitted (indicated beside). Content must be 3M scotchall 80-22 matte black vinyl. Only the Tenant logo is permitted here.
- **Typeface:** Primary typeface to be used is Nimbus Sans. The tenant name must be displayed in "Nimbus Sans Bold" and any secondary text must be displayed in "Nimbus Sans Regular". Individual indentities can be expressed on the side of this sign.



01 Unit 3b – Front View
1:5

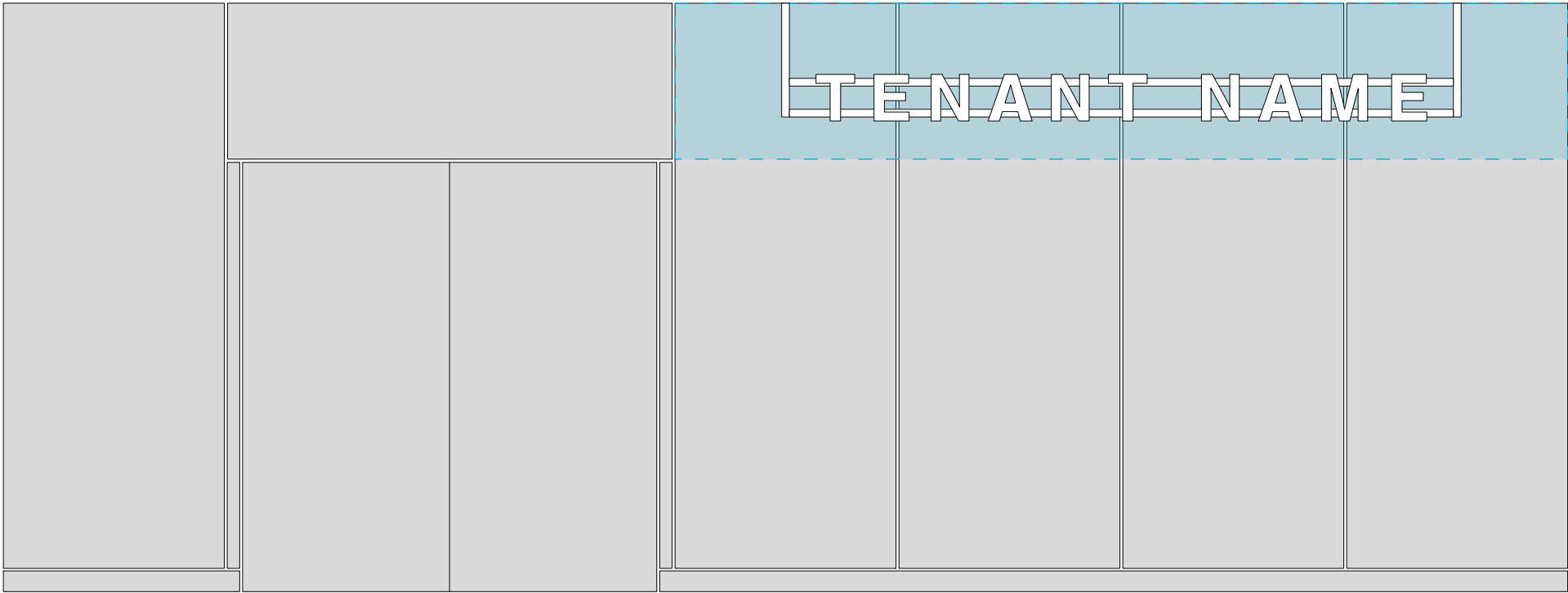


02 Unit 3b – Side View
1:5

Secondary ID – Overview

Secondary ID

- **Design:** Positioned within tenant space. One sign per elevation in allowed areas. Tenant's own artwork/colours subject to Land Lord approval.
- **Material:** Various.
- **Size:** approx. W: 6000m (eqv. 4 panes of glass) x H: 1000mm (logos should, where possible, be between the top of the door and top of panel glazing, this is dependent on tenant logos to be used and will be revised where necessary)
- **Lighting:** Internally illuminated required
- **Fixing:** Preference for individual lettering on raceway or soffit.



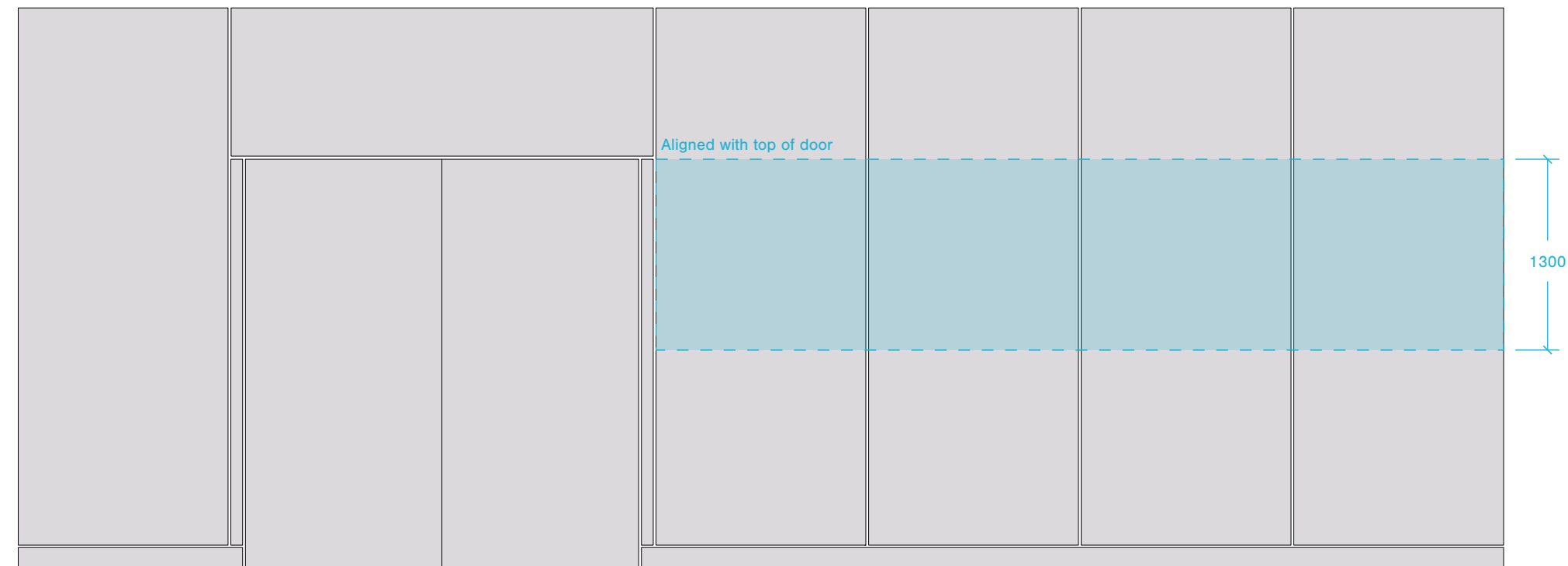
01 Front View – Logotype
1:40



Window Graphics – Overview

Specification

- **General:** Graphic may appear on any open windows in the tenant's demise. Focus on transparency and maintaining views into tenant space.
- **Material:** UV protected reverse applied vinyl to inside of glass
- **Coverage:** Graphics shall not cover more than 25% of available area. Focus on translucency and avoid large opaque coverage.
- **Location:** Graphics should focus on the middle third of the vertical space in the window. Exceptions to this can allowed with Landlord approval.
- **Content:** Graphics should change at least every 3 months. Content should be campaign focused. Content should not include repetition of tenant logo.



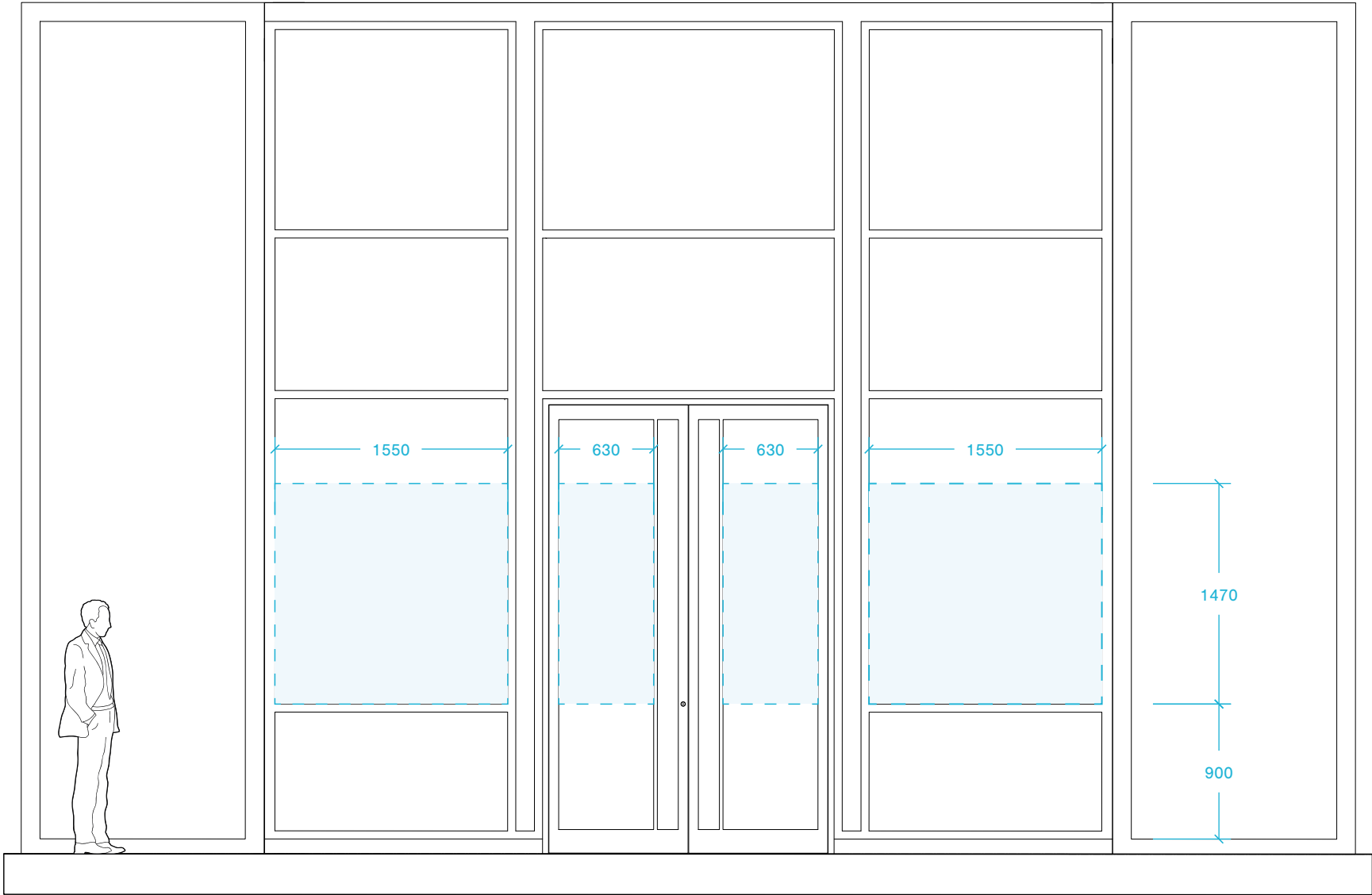
01 Front View
1:40



Unit 3b – Interior ID Sign

Specification

- **General:** Graphic must be identification of Tenant (logo, symbol or logotype)
- **Material:** UV protected reverse applied white vinyl to inside of glass
- **Location:** Graphic may only be placed within the area permitted (shown beside)

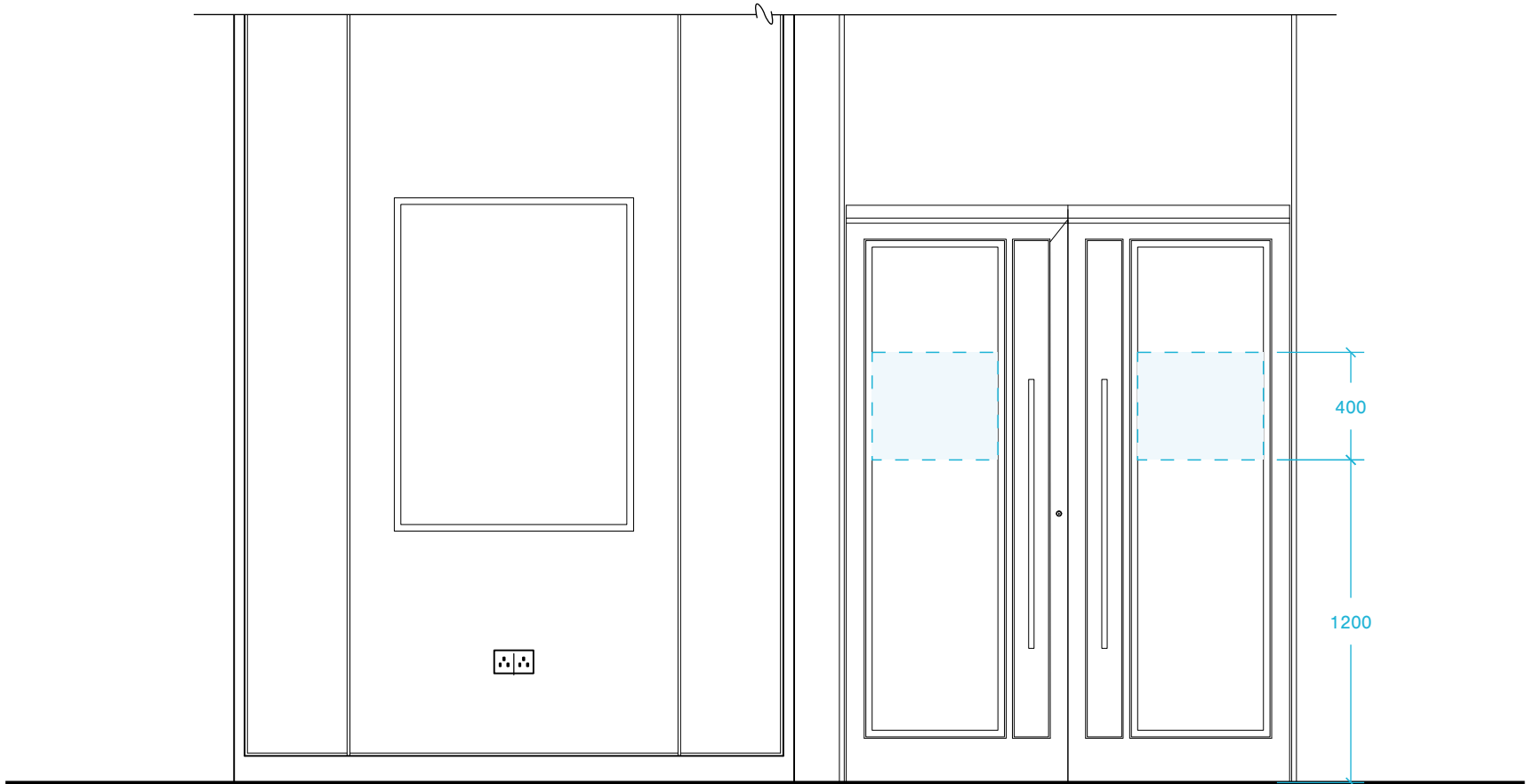


01 Entrance
1:40

Unit 8 – Interior ID Sign

Specification

- **General:** Graphic must be identification of Tenant (logo, symbol or logotype)
- **Material:** UV protected reverse applied white vinyl to inside of glass
- **Location:** Graphic may only be placed within the area permitted (shown beside)



01 Entrance
1:25

Sign Locations

Sign Locations (G)



Sign Locations (LG)



Prohibited Signage

Prohibited Signage

Exclusions

- The following sign types that shall be prohibited on this Project:
 - Signage that could be misunderstood as a sign placed by the Landlord regarding use of the Mall or does not clearly identify that the signage is the expressed message of a Tenant and not the Landlord.
 - Internally Illuminated sign boxes with a face treated entirely with graphics.
 - Signs with exposed, conduit, junction boxes, transformer lamps, tubing, or neon crossovers of any type.
 - Rotating, animated and flashing signs.
 - Signs attached, painted on, or otherwise affixed to trees, other living vegetation, landscaping or natural materials.
 - Balloons and inflatable signs.
 - Signs which emit sound, odor or visible matter.
 - Signs which contain statements, words or pictures of an obscene, improper or immoral character.

Landlord Approval

Approval & Planning

1. Planning

- Permission for the signage proposals (approval in the first instance by the Landlord) and advertising consent will be required and is the Tenant’s responsibility to reach approval via the Local Planning Authority (LPA). Tenant to allow sufficient time for Landlord and LPA approval.

2. Pre-Approval

- All sign design are to be created from professional quality artwork prepared by a professional graphic designer.
- Tenants shall submit documentation of any proposed signage to the Landlord for approval.
 - Tenant shall submit a soft copy (PDF format) and one printed hard copy of proposed design.
 - Design documentation should include specific dimensions, colours and materials used in the design.
 - Design documentation should indicate if/how lighting is used.
 - Tenant shall submit samples of colours/materials used in the design.
 - Perspective drawings/3D rendering of shop front showing signage are encouraged.
- Landlord will review proposed designs for Tenant signage and may (at Landlords discretion) request revisions to design. Tenants shall resubmit design documentation (above) as needed until Landlord finds acceptable.
- If design submission is satisfactory, Landlord will provide a “pre-approval” for the design to be submitted to a sign fabricator to have shop drawings created.

3. Approval

- When a design for a Tenant sign has been given “pre-approval”, Tenant shall employ the services of a professional signage fabricator to create the sign(s).
 - Only pre-qualified signage fabricators provided by the Landlord may be employed for fabricating signage on the Project.
- The Tenant’s sign fabricator shall provide documentation (shop drawings) of all proposed signage prior to fabrication. Documentation should include:
 - Fully-dimensioned and scaled shop drawings specifying exact dimensions, copy layout, typestyles, materials, colors, means of attachment, electrical specifications, and all other details of construction.
 - Elevations of storefront showing design, location, size and layout of sign drawn to scale indicating dimensions, attachment devices and construction detail.
 - Sample board showing colors and materials as requested by the Landlord.
 - Cut-sheets of any external light fixtures.
 - At Landlord’s discretion, full sized paper print-outs of proposed signage may be required for review on site.
- Landlord will review shop drawings for Tenant signage and may (at Landlords discretion) request revisions to construction or design. Tenants shall resubmit design documentation (above) as needed until Landlord finds acceptable.
- Where signage, in the form of a film, is applied to the glass, the tenant must provide Renaker with a marked up drawing to include design of lettering, material proposed and colour detail. On behalf of the tenant, Renaker will then seek approval from the glass manufacturer; ensuring the signage meets the thermal stress standards.
- If design submission is satisfactory, Landlord will provide approval for fabrication and the sign fabricator may carry out construction.
- All work carried out by the sign fabricator shall be exactly as specified in the construction documents. Any variations, substitutions or exceptions must be corrected with out cost to the Landlord.
- The Landlord reserves the right to reject any fabrication work deemed to be below standard.
- In no case shall any sign fabricator’s label be visible from normal viewing angles.

4. Maintenance

- All Tenant signage will be maintained in like-new condition at all times.
 - All lighting components will be in full working order.
 - Any component which has become discoloured, faded, cracked or broken will be replaced immediately.
 - Signs will be kept clean and free of dust, dirt or debris.

