

glenmore village



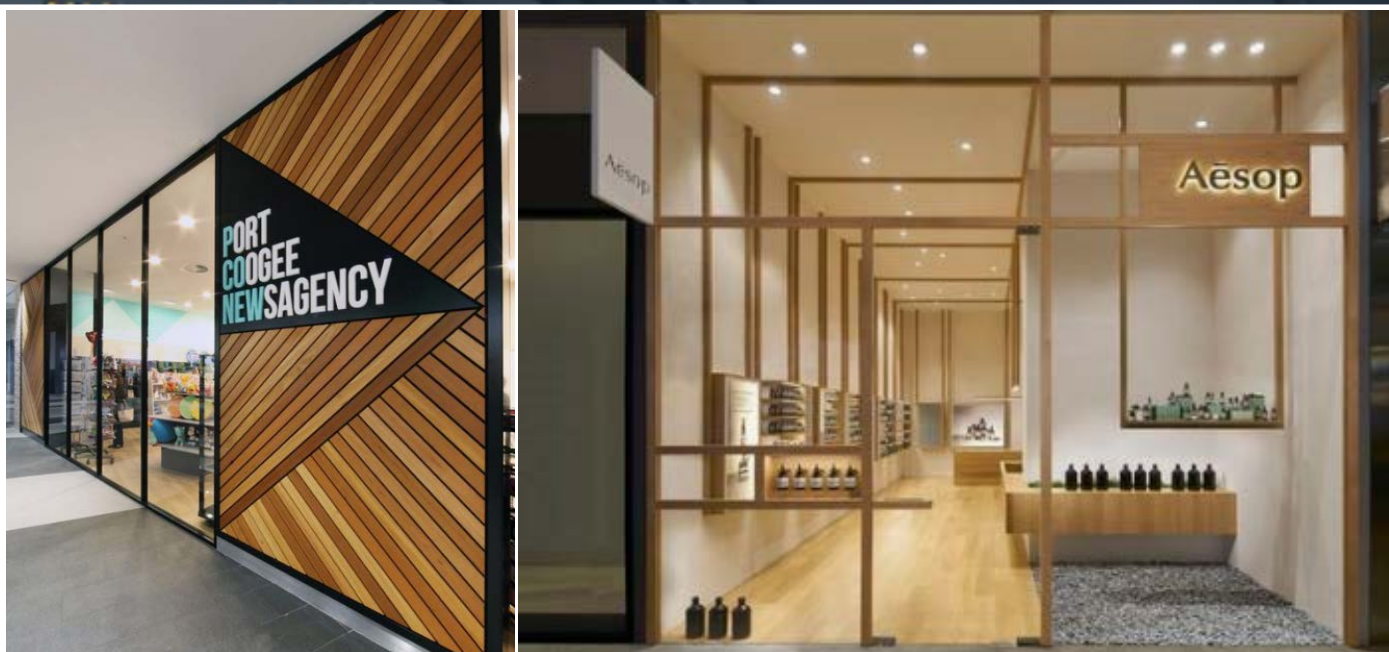
FIT-OUT GUIDELINES

07

DESIGN CRITERIA GENERAL RETAIL



DESIGN CRITERIA GENERAL RETAIL



Signage, menus & graphics

Signage is a critical design element to attract your customer and to promote your brand identity.

- Generally signs shall be three-dimensional and internally illuminated.
- The main and secondary sign should demonstrate creativity, be of the highest standard & limited to the Tenant's logo. A retail or graphic designer must be engaged for signage design.
- The main sign should have either raised or cut out lettering to be 'contained' within shopfront signage of 500x500mm acrylic base template.
- Main wall signs in general to be no higher than 3000mm to the finish floor level.
- The secondary blade sign should have printed sign 'contained' within the acrylic base template of 600mm diameter. This signage is generally installed to the base building at about 3000mm to the finish floor level.
- Shopfront main and secondary signage is to be supported from provided base building structure and certified by a structural engineer.
- In addition to the main sign, extra graphics may be used to enhance your shopfront / counter design and interior. These graphics are to be fully integrated into overall concept of the tenancy.
- The following will not be approved: advertising cards, banners or signs other than those approved, painted signs, bare neon, audible signs, screen-printed, signs with moving light devices or moving signs, signs made out of foam or cardboard, exposed wiring/ transformers/ lamps, & one dimensional signs as main sign.
- All signage & graphics, must be submitted to the Management for approval prior to manufacture and installation.
- Digital screen(s) to shopfront will only be considered if integrated into design. All content to be approved by Management

Signage, menus & graphics

Signage is a critical design element to attract your customer and to promote your brand identity.

- Menus and menu boards in food retailing are a strong part of your brand identity. A qualified graphic designer is to be engaged to assist.
- Consider how you will present this information to your customer. Full length standard illuminated menu boards as provided by suppliers and signage contractors will not be approved.
- Generally signs shall be three-dimensional and internally illuminated.
- The main and secondary sign should demonstrate creativity, be of the highest standard & limited to the Tenant's logo. A retail or graphic designer must be engaged for signage design.
- The main awning sign should have raised lettering to be 'contained' within shopfront signage of 3000x700mm clear acrylic base template provided.
- Main signs in general hanging beneath awnings.
- The secondary blade sign should have printed sign 'contained' within the acrylic base template of 450mm diameter. This signage is generally installed about 3000mm to the finish floor level.
- No signage to be supported from base building structures.
- In addition to the main sign, extra graphics may be used to enhance your shopfront / counter design and interior. These graphics are to be fully integrated into overall concept of the tenancy.
- The following will not be approved: advertising cards, banners or signs other than those approved, painted signs, bare neon, audible signs, screen-printed, signs with moving light devices or moving signs, signs made out of foam or cardboard, exposed wiring/ transformers/ lamps, & one dimensional signs as main sign.
- All signage & graphics menu boards and photos of food, must be submitted to the Management for approval prior to manufacture and installation.
- No advertising placards, banners, pennants of signage other than that approved as the shopfront signage is supplied and installed.
- Digital screen(s) will only be considered if integrated into design. All content to be approved by Management

