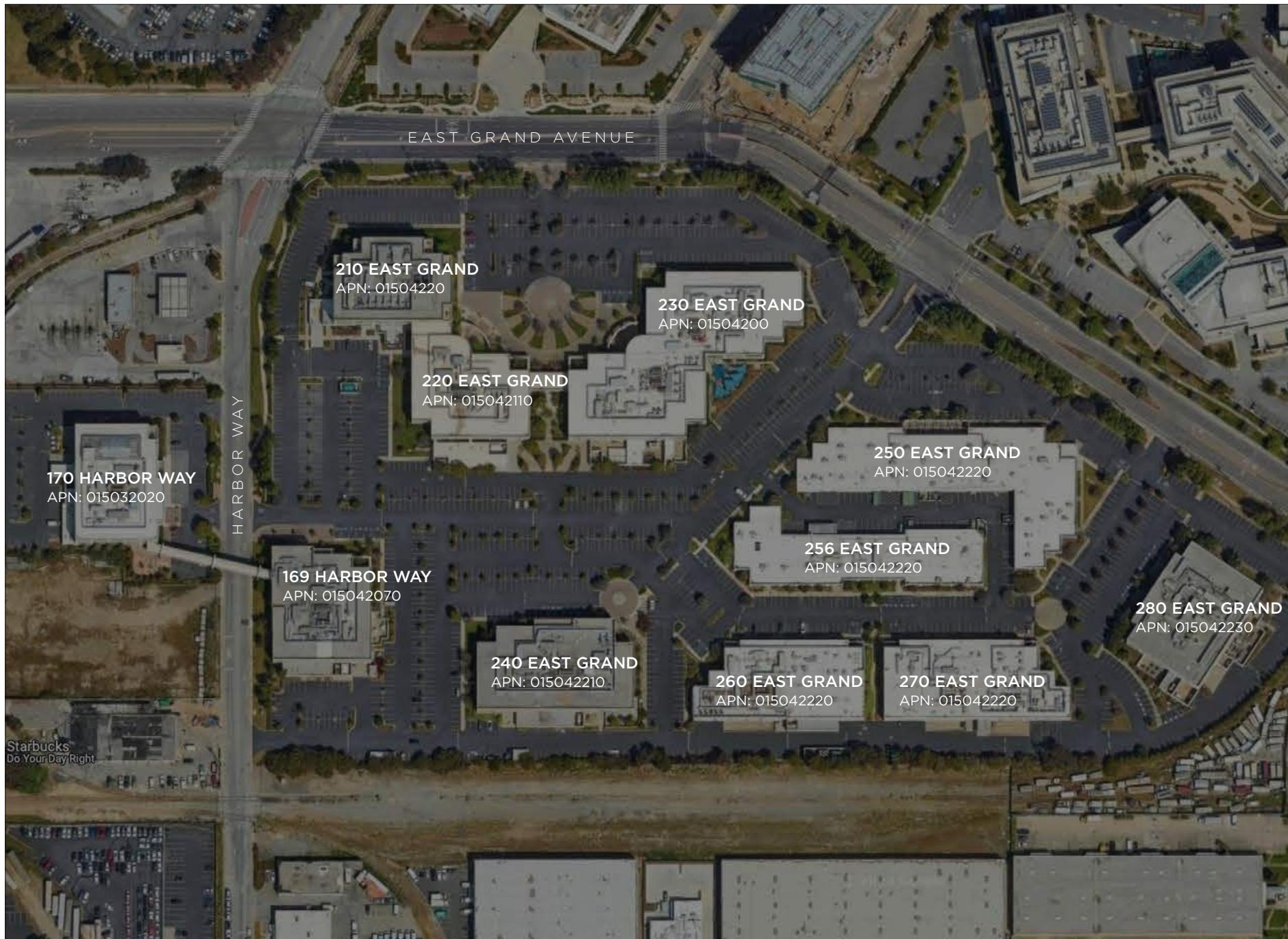


Pointe Grand Campus Master Sign Program

Design Review



Propp+Guerin

2400 Bridgeway
Suite 300
Sausalito, CA
94965
415.558.0550

James Propp
jpropp@proppandguerin.com

Approval Stamp Area Below

Table of Contents

Pointe Grand Campus Location



Campus and Tenant Signage Guidelines

	Table of Contents	2
	Overview	3
	Materials	4
	Site Plan	5
	A / Project Identification Signage	6
	B / Monument Identification Signage	7
	C / Monument Identification Signage + Address	8
	D / Address Identification Signage	9
	E / Vehicular Directional Signage	10
	F / Building Address	11
	G / Skyline Signage	12
	H / Eyebrow Identification	13
	J / Entry Identification	14

Overview

Master Sign Program

This 2024 Master Sign Program for the Pointe Grand campus, which is comprised of the Exterior Site Sign System and the Tenant Signage Guidelines, has been developed to:

- Provide a consistent framework and design vocabulary to the overall signage system to assist day to day users and visitors to navigate safely and efficiently within the campus and provide a consistent, high quality visual thread of Campus Brand Identity.
- Provide general design intent of all signage system components and specific design direction and location intent for certain portions of the system.
- Allow for simplified review and approval of future signage applications for sign elements consistent with these guidelines.

Design Considerations

- Incorporate the character of the campus and observe consistency with the vision of the Pointe Grand Master Plan.
- Create a unique identity for the entire Pointe Grand Campus and provide a unified appearance throughout the site.
- Utilize a cohesive materials palette, color palette and typography. Materials chosen will be inspired from those provided within the landscape plan and surrounding project architecture. Color palette and typography will be selected based upon the project's Brand Identity.
- Optimize sign placement and design for legibility during the day and night. Lighting will play a role in ensuring nighttime visibility for some of the major project identification sign types within the hierarchy.
- Design so massing will be appropriate in scale to the surroundings and will integrate with other elements of the landscape design when applicable.

Regulatory Considerations

- Standard Department of Transportation and California Building Code requirements will be met in the development of control and informational signage throughout the campus.
- Fire safety and emergency codes are taken into account within the program. This will ensure a controlled, accessible and safe campus environment for all visitors, day-to-day users and emergency personnel.
- The SSF Planning Regulations, Municipal Code and MSP shall regulate a building tenant's implementation of building mounted signage.

There are a wide variety of signs required within the Pointe Grand Campus. The following Site Plan diagram illustrates the proposed locations of the sign program and is to be viewed in tandem with the text and graphics in this document.

The following pages outline the entire Program Sign Hierarchy and provide information regarding each sign type's function, general location size, and description.

Materials

Color + Material Palette

The Master Signage Program and Guidelines are intended to outline and illustrate acceptable signage standards for the campus and future tenants. Moreover, the guidelines are intended to provide dimensional and aesthetic guidance prior to formal signage application. Conformance with the guidelines does not replace the review process and does not guarantee approval.

Tenant identity signs should be integrated into the design of each building and compliment the overall campus wayfinding and identity signage.

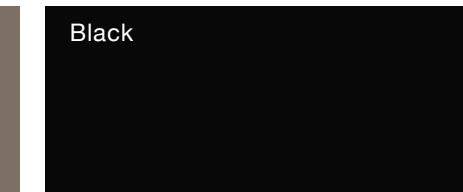
Sign designs shall incorporate high-quality materials – architectural grade metals, glass, metal leaf, porcelain and hardwoods. Potential materials include:

1. Wood-painted or natural.
2. Metal-natural finishes, polished, brushed, patterned, galvanized steel, raw steel, brushed aluminum.
3. Natural stone / Cast concrete.
4. Painted or engraved - directly on facade glazing.

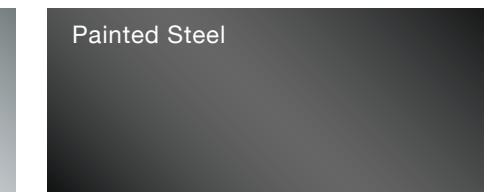
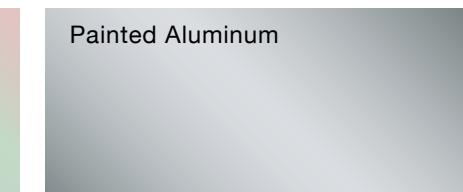
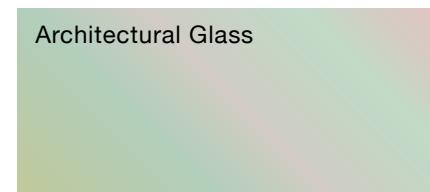
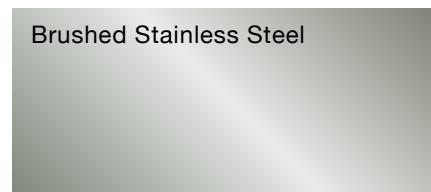
There are no color requirements or restrictions.

The colors and materials shown here are used for campus identity and wayfinding signage. They are not required colors or materials for future signage.

Pointe Grand Campus / Corporate Brand Colors



Pointe Grand Campus / Materials



Pointe Grand Campus / Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345
HELVETICA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345
HELVETICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345
GARAMOND REGULAR

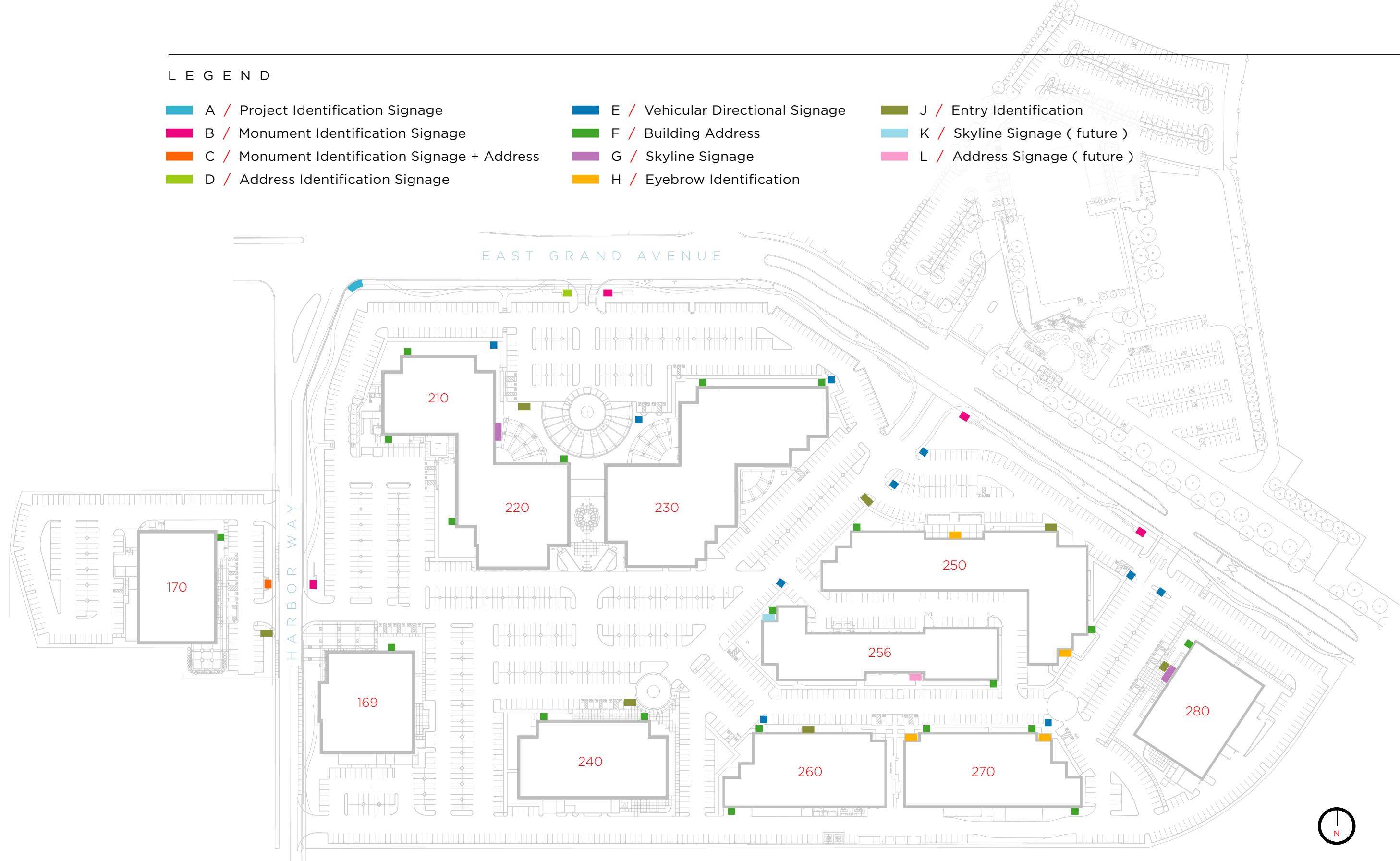
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345
GARAMOND ITALIC

LEGEND

- A / Project Identification Signage
- B / Monument Identification Signage
- C / Monument Identification Signage + Address
- D / Address Identification Signage

- E / Vehicular Directional Signage
- F / Building Address
- G / Skyline Signage
- H / Eyebrow Identification

- J / Entry Identification
- K / Skyline Signage (future)
- L / Address Signage (future)



NOTES

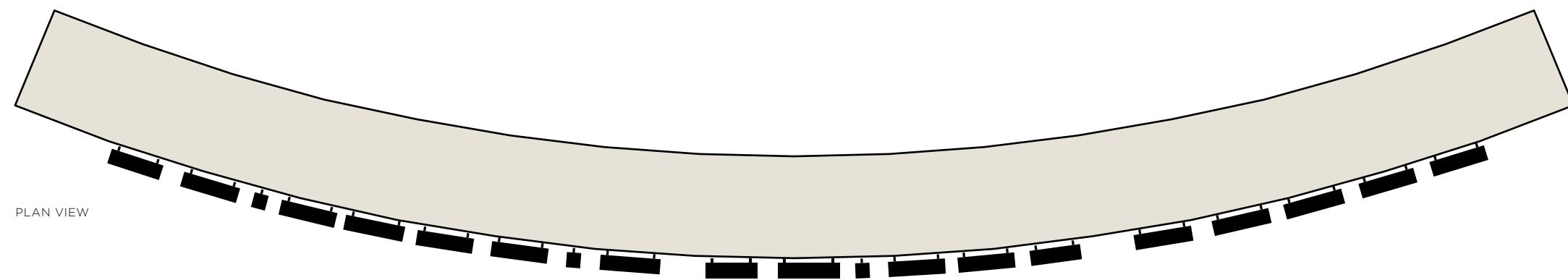
A / Project Identification Signage

① **Sign Type A:** 47" tall x 30'-6" wide x 24" thick concrete monument. Sign to have painted face and returns. Finish: matte sheen. Painted finish to match architects sample.

② 3.75" thick x 16" tall graphic with painted face and returns with halo-lit illumination. Color: Black. Sheen: Matte.

Illumination: Internally Illuminated Sign. Dimmable fixture to provide consistent halo-illumination, hot spots not permitted. Color: Warm White 4000K.

Square Footage: 122 sq. ft.





NOTES

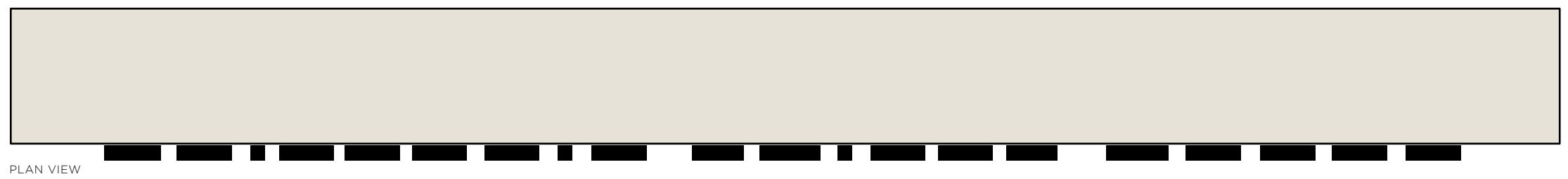
B / Monument Identification Signage

① **Sign Type B:** 47" tall x 23'-0" wide x 24" thick concrete monument. Sign to have painted face and returns. Finish: matte sheen. Painted finish to match architects sample.

② 3" thick x 12" tall graphic with painted face and returns. Color: Black. Sheen: Matte.

Illumination: Ground Illuminated Sign.

Square Footage: 92 sq. ft.



PLAN VIEW



SIDE VIEW

ELEVATION

.5" = 1' - 0"

C / Monument Identification Signage + Address

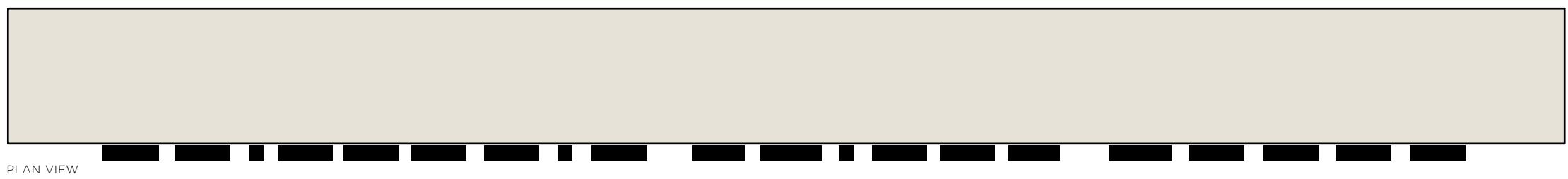
NOTES

① **Sign Type C:** 47" tall x 23'-0" wide x 24" thick concrete monument. Sign to have painted face and returns. Finish: matte sheen. Painted finish to match architects sample.

② 3" thick x 12" tall graphic with painted face and returns. Color: Black. Sheen: Matte.

Illumination: Ground Illuminated Sign.

Square Footage: 92 sq. ft.



PLAN VIEW



SIDE VIEW

ELEVATION

.5" = 1' - 0"

NOTES

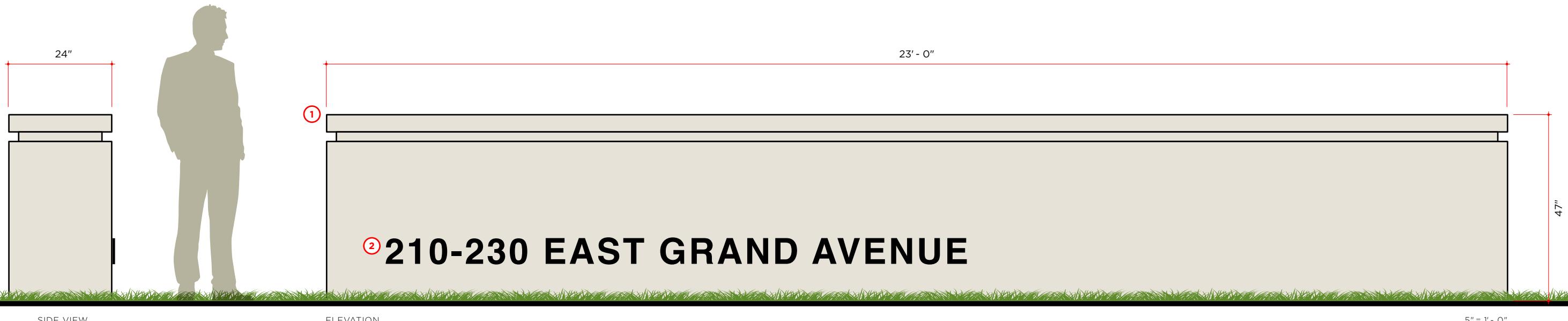
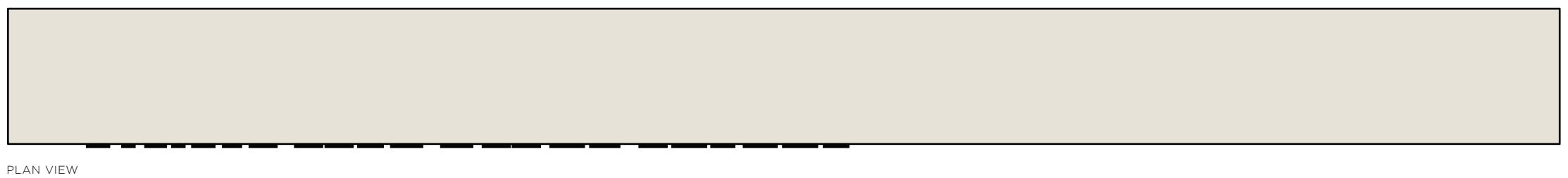
D / Address Identification Signage

① **Sign Type D:** 47" tall x 23'-0" wide x 24" thick concrete monument. Sign to have painted face and returns. Finish: matte sheen. Painted finish to match architects sample.

② .75" thick x 6" tall graphic with painted face and returns. Color: Black. Sheen: Matte.

Illumination: Ground Illuminated Sign.

Square Footage: 92 sq. ft.



E / Vehicular Directional Signage

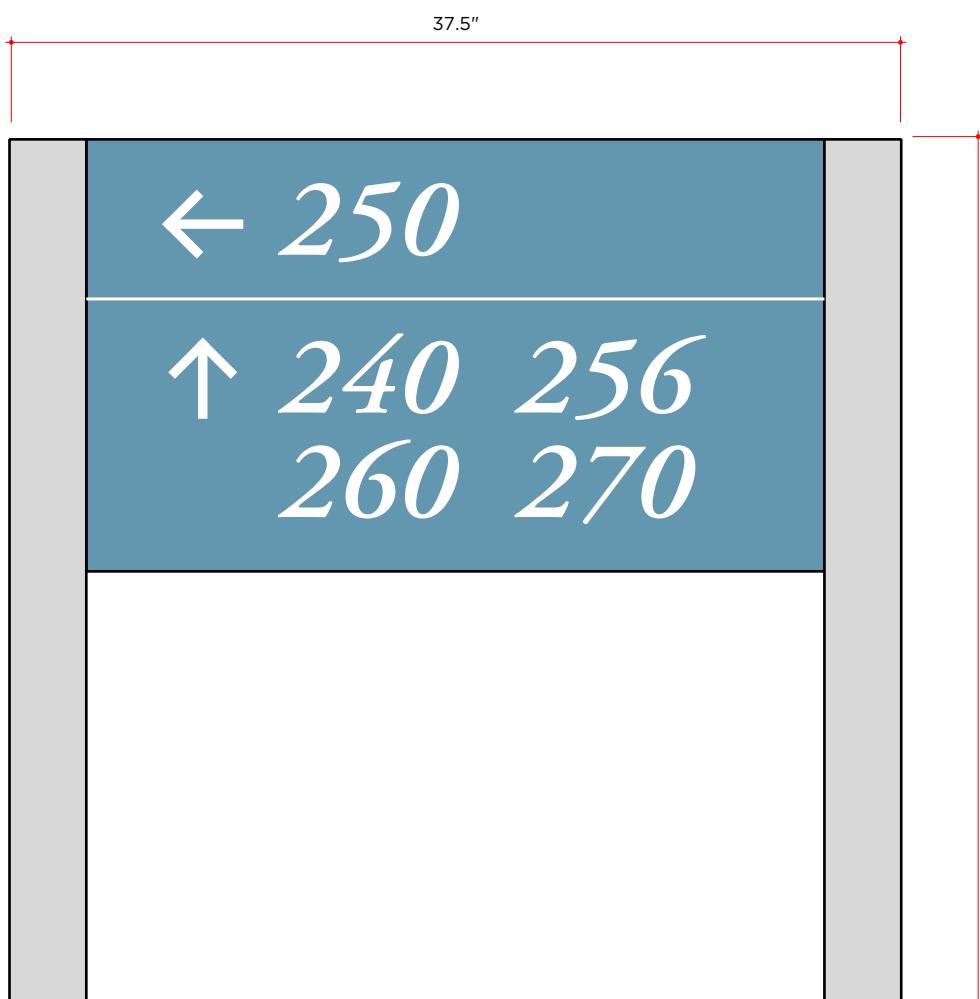
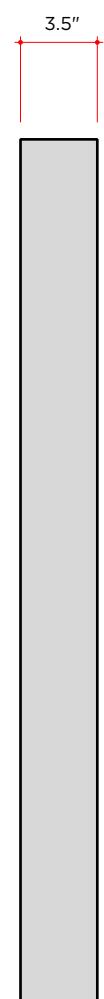
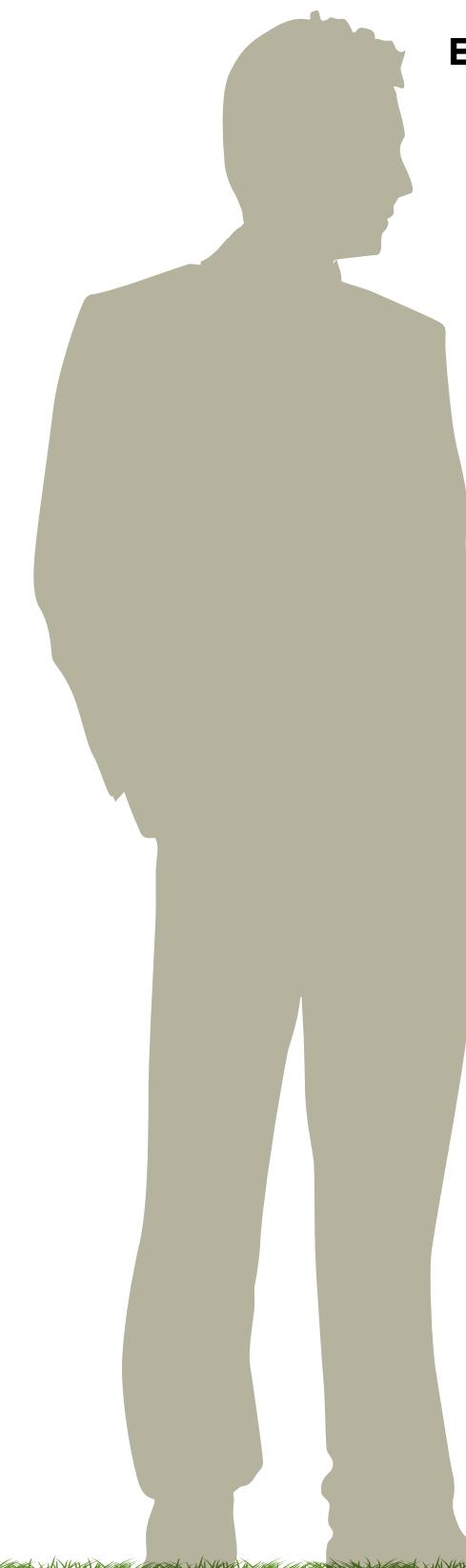
NOTES

① **Sign Type E:** 38" tall x 37.5" wide x 3.5" thick painted metal directional. Sign to have painted face and returns. Finish: matte sheen. Painted finish to match architects sample.

② 3.5" tall applied vinyl graphics. Color: White. Sheen: Matte.

Illumination: None.

Square Footage: 9 sq. ft.



SIDE VIEW

ELEVATION

1.5" = 1' - 0"

F / Building Address Signage

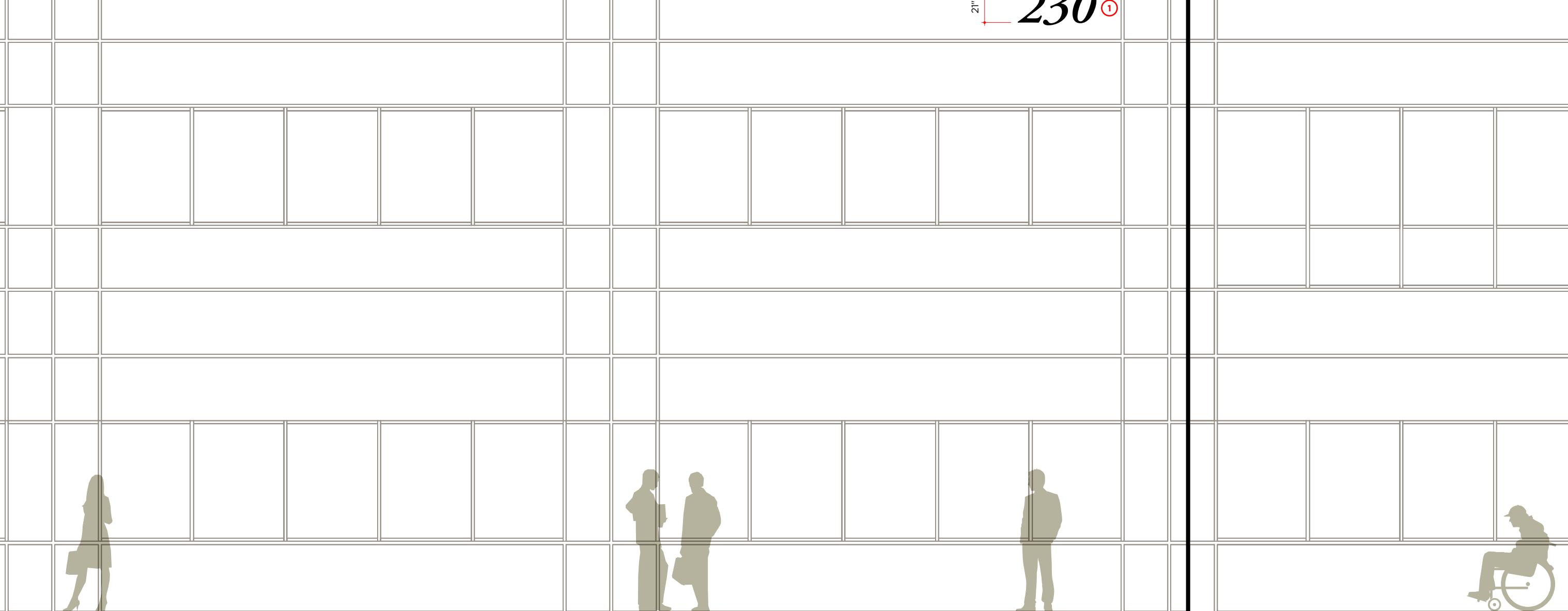
NOTES

① **Sign Type F:** 21" tall x 4" thick halo-lit letter. Sign to have painted face and returns. Finish: matte sheen. Painted finish to match sample.

Illumination: Internally Illuminated Sign. Dimmable fixture to provide consistent halo-illumination, hot spots not permitted. Color: Warm White 4000K.

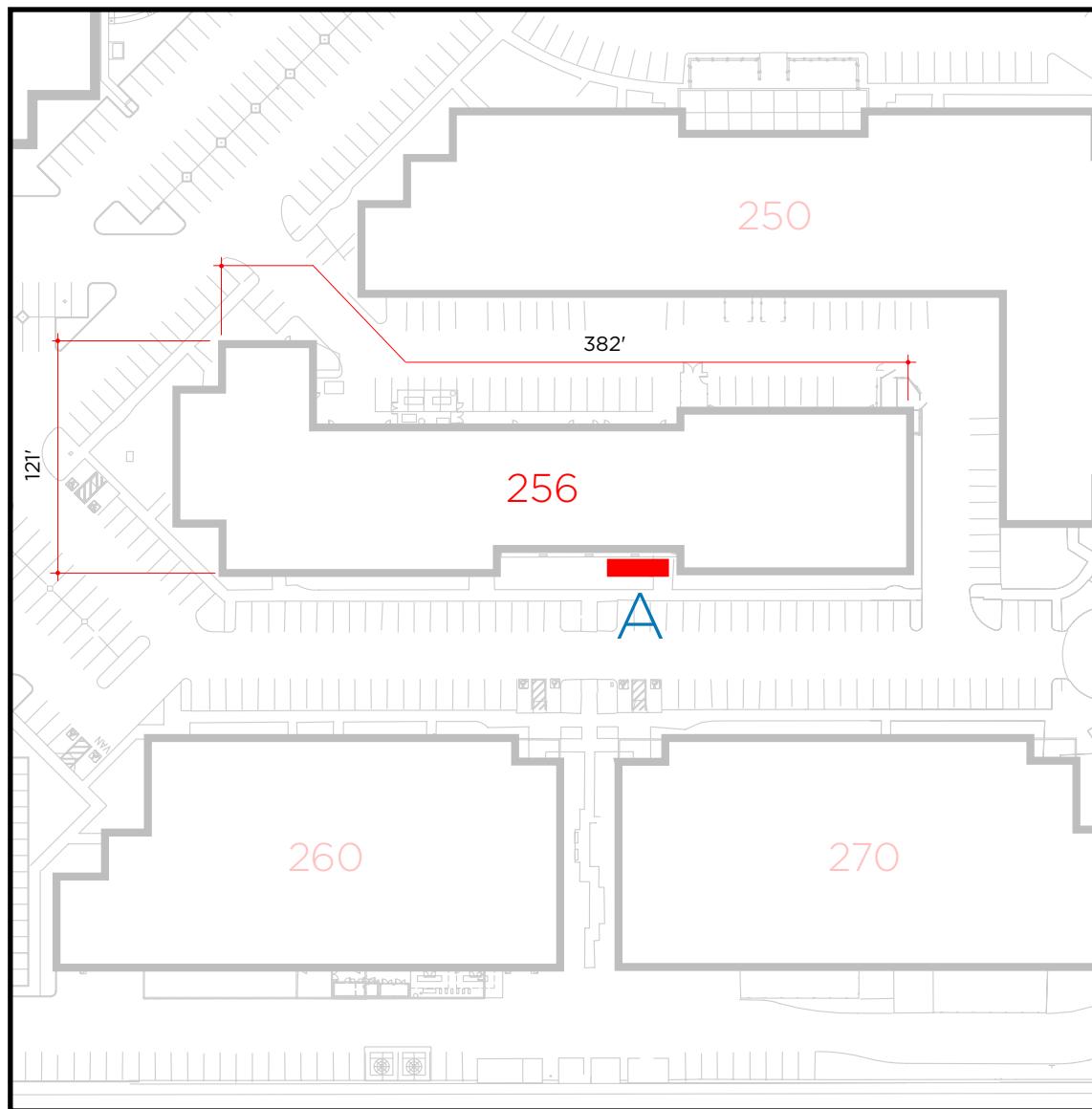
Square Footage: 3 sq. ft.

21" 230 ①

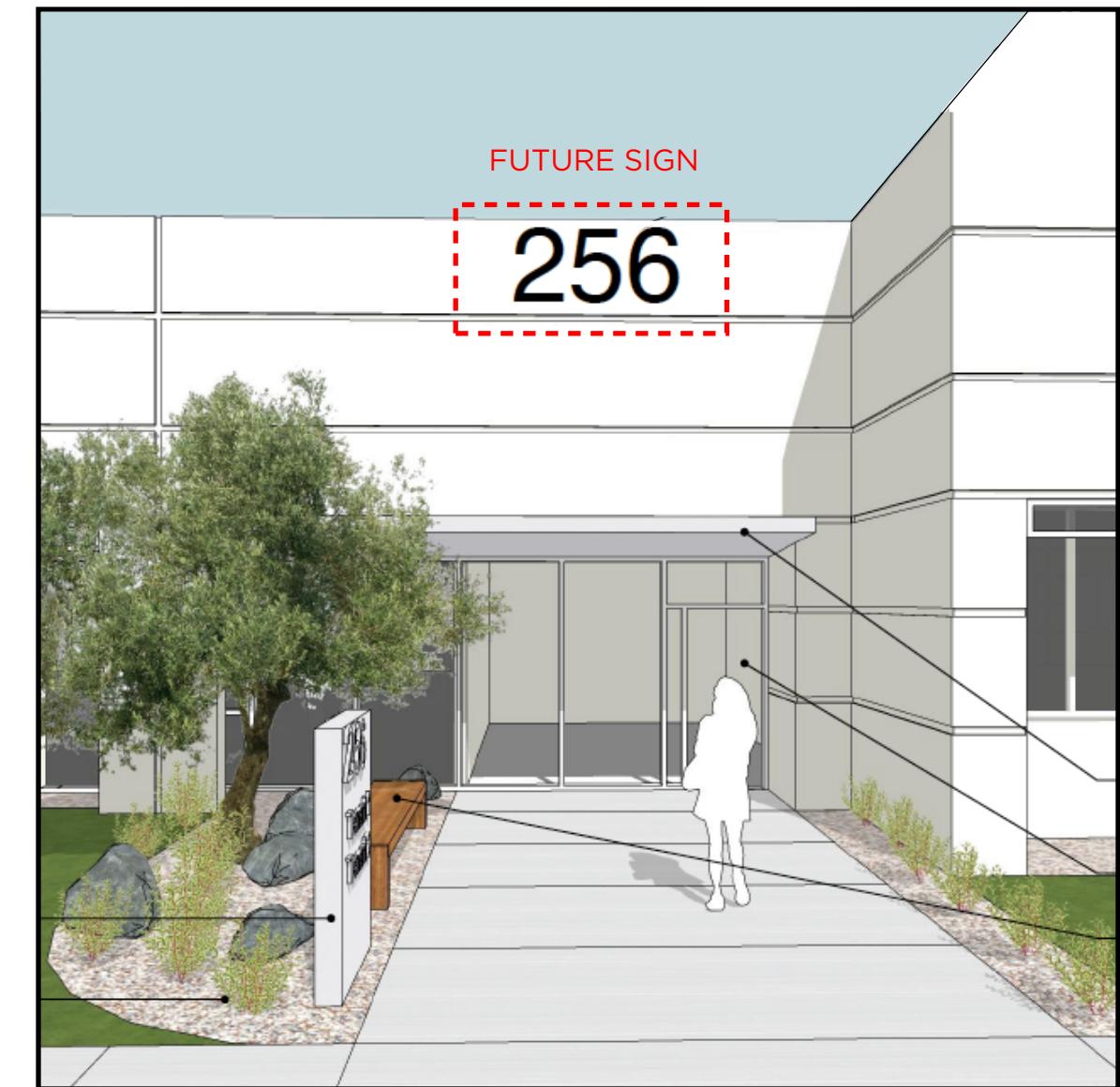


256 Future Signage

Future Sign Location at 256 East Grand.



256 EAST GRAND / ADDRESS SIGN FUTURE LOCATION



256 EAST GRAND / NORTH VIEW

G / Skyline Signage

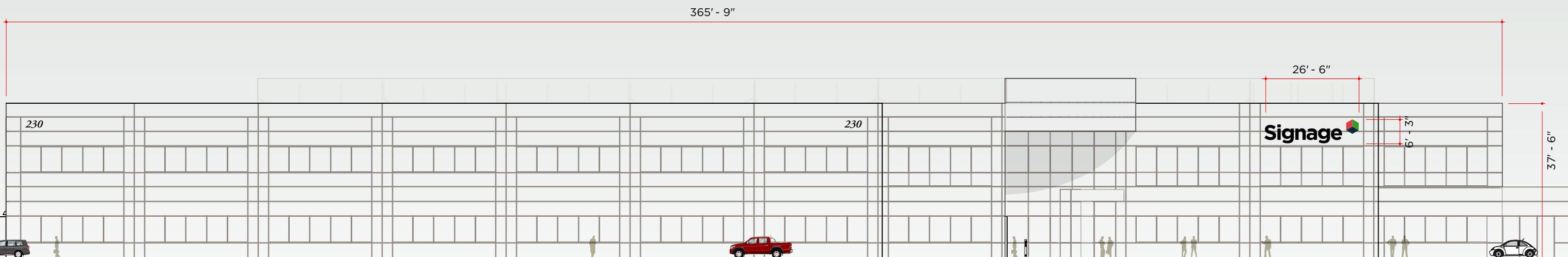
This sign type is located at the building roofline but not above the roofline. The purpose of this sign is to identify occupants from a greater viewing distance. Tenant logo use is acceptable. Illustrative example of signage locations below. **Sign Info:** Maximum Sign Area not to exceed **365 Square Feet**.

Quantity : 1 on any facade.

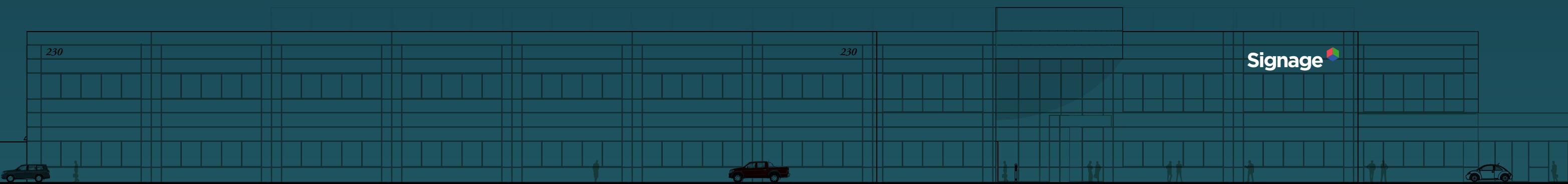
Fabricated Stainless Steel individual channel letters/logos with face lit or halo lit warm white illumination. Letters/logos are mounted to building facade without exposed raceway or visible fasteners or attachments. Color determined by tenant.

Note: All text is shown for design intent only.

Illumination: Dimmable Internally Illuminated Sign.
Color: Warm White 4000K.



G / Skyline Signage / Night View



G / Skyline Signage

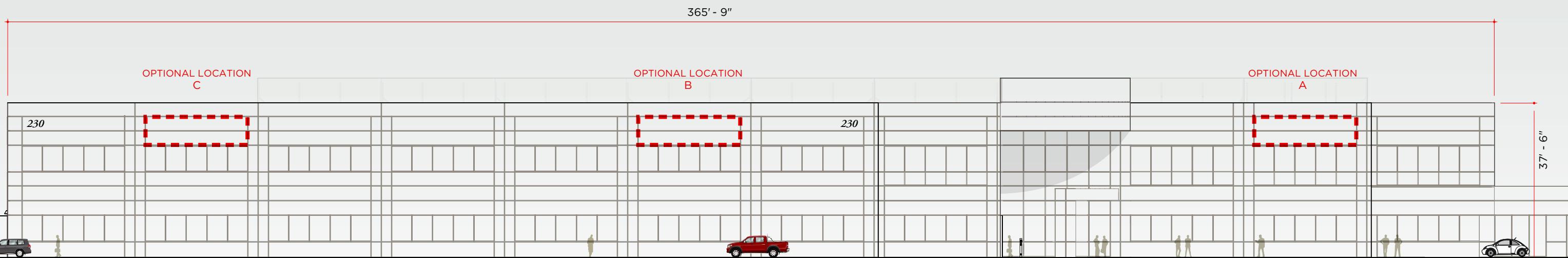
This sign type is located at the building roofline but not above the roofline. The purpose of this sign is to identify occupants from a greater viewing distance. Tenant logo use is acceptable. Illustrative example of signage locations below.
Sign Info: Maximum Sign Area not to exceed **365 Square Feet**.

Quantity : 1 on any facade.

Fabricated Stainless Steel individual channel letters/logos with face lit or halo lit warm white illumination. Letters/logos are mounted to building facade without exposed raceway or visible fasteners or attachments. Color determined by tenant.

Note: All text is shown for design intent only.

Illumination: Dimmable Internally Illuminated Sign.
Color: Warm White 4000K.



210 Skyline Signage

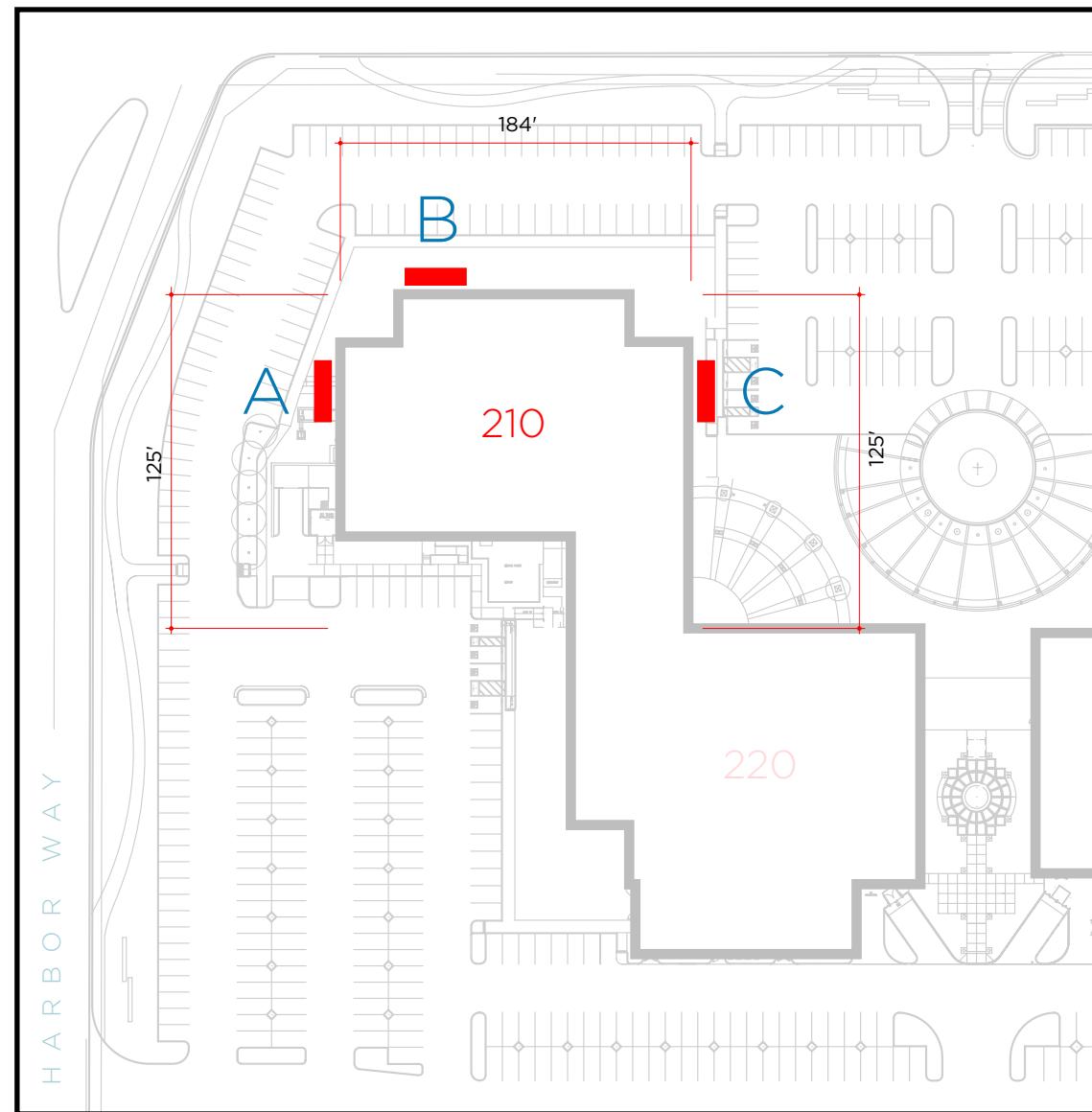
This sign type is located at the building roofline but not above the roofline. The purpose of this sign is to identify occupants from a greater viewing distance. Tenant logo use is acceptable. Illustrative example of signage locations below.
Sign Info: Maximum Sign Area not to exceed **184 Square Feet**.

Fabricated Stainless Steel individual channel letters/logos with face lit or halo lit warm white illumination. Letters/logos are mounted to building facade without exposed raceway or visible fasteners or attachments. Color determined by tenant.

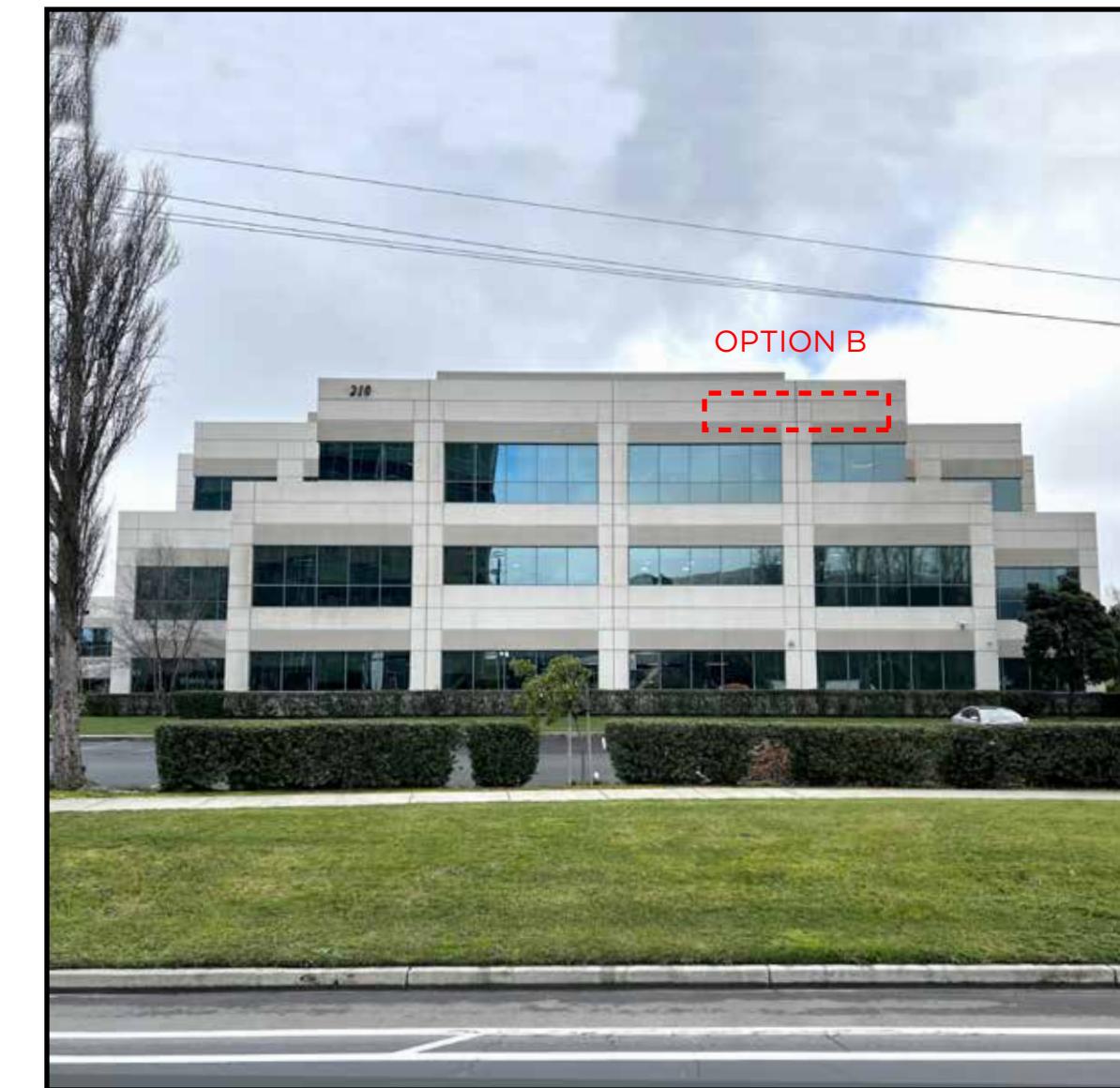
Note: All text is shown for design intent only.

Illumination: Dimmable Internally Illuminated Sign.
Color: Warm White 4000K.

Quantity : 1 on any facade.



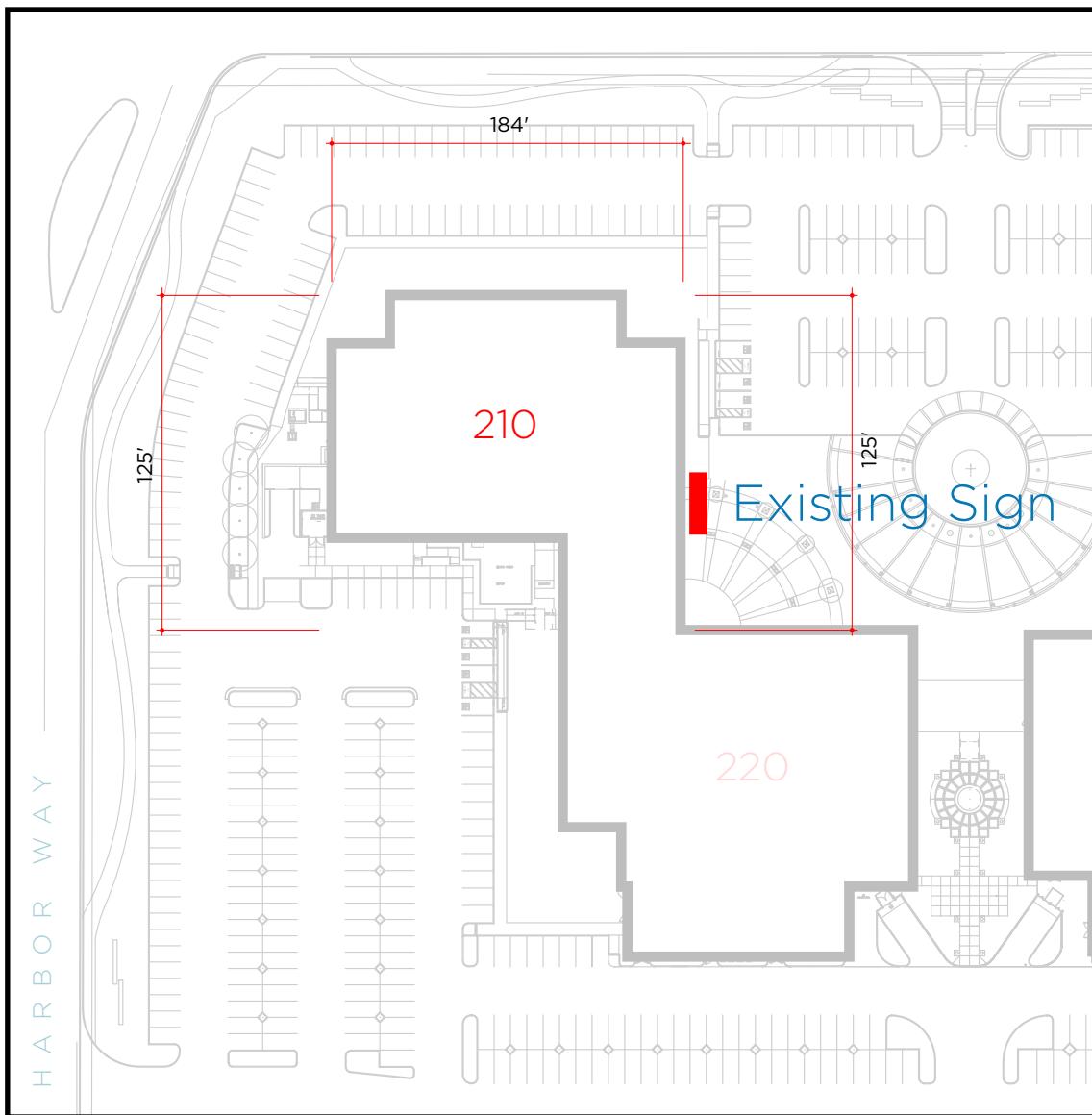
210 EAST GRAND / SKYLINE SIGN OPTIONAL LOCATIONS



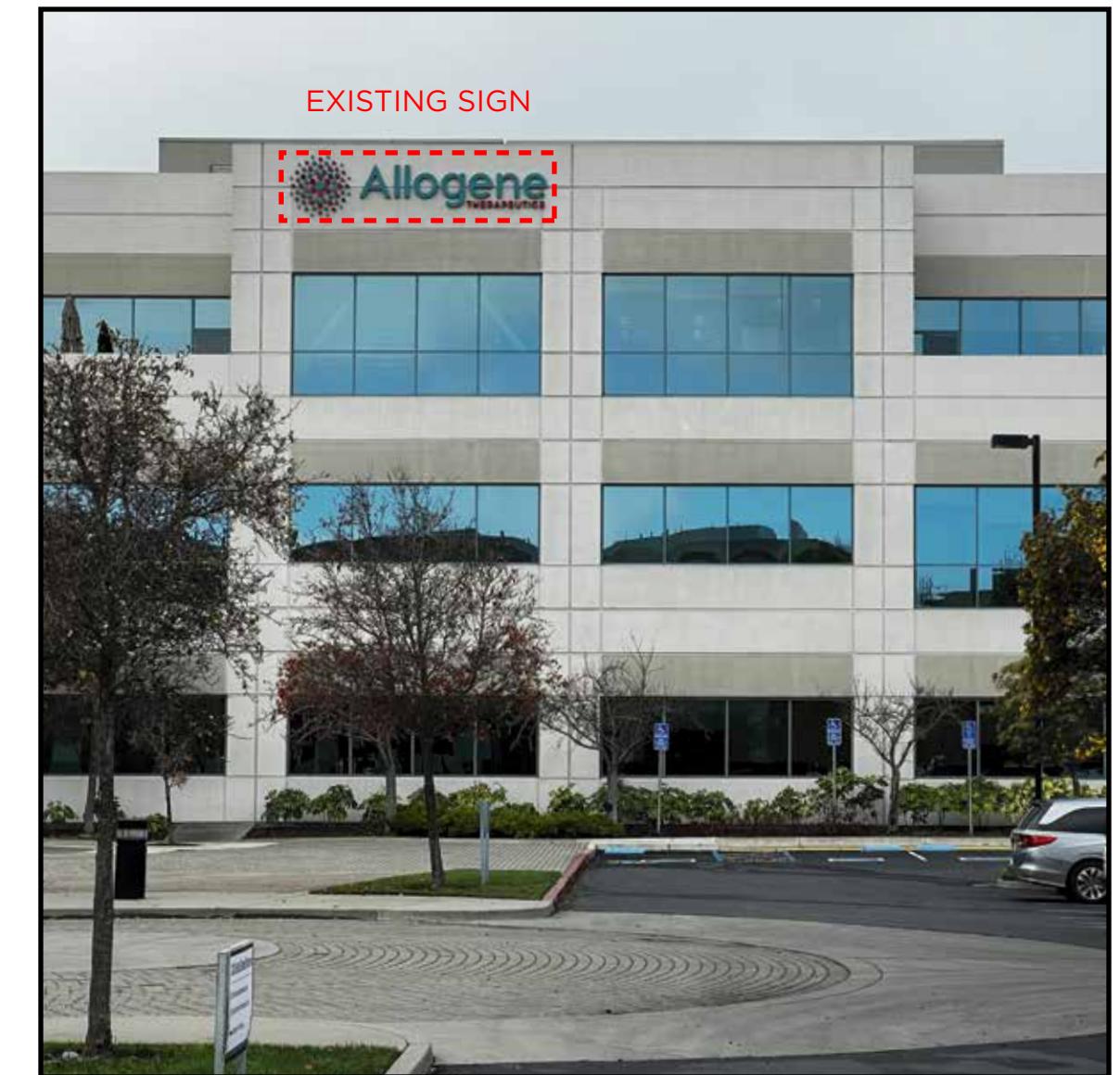
210 EAST GRAND / SOUTH VIEW

210 Skyline Signage

Existing Signage at 210 East Grand.



210 EAST GRAND / SKYLINE SIGN EXISTING SIGN



210 EAST GRAND / SOUTH VIEW

220 Skyline Signage

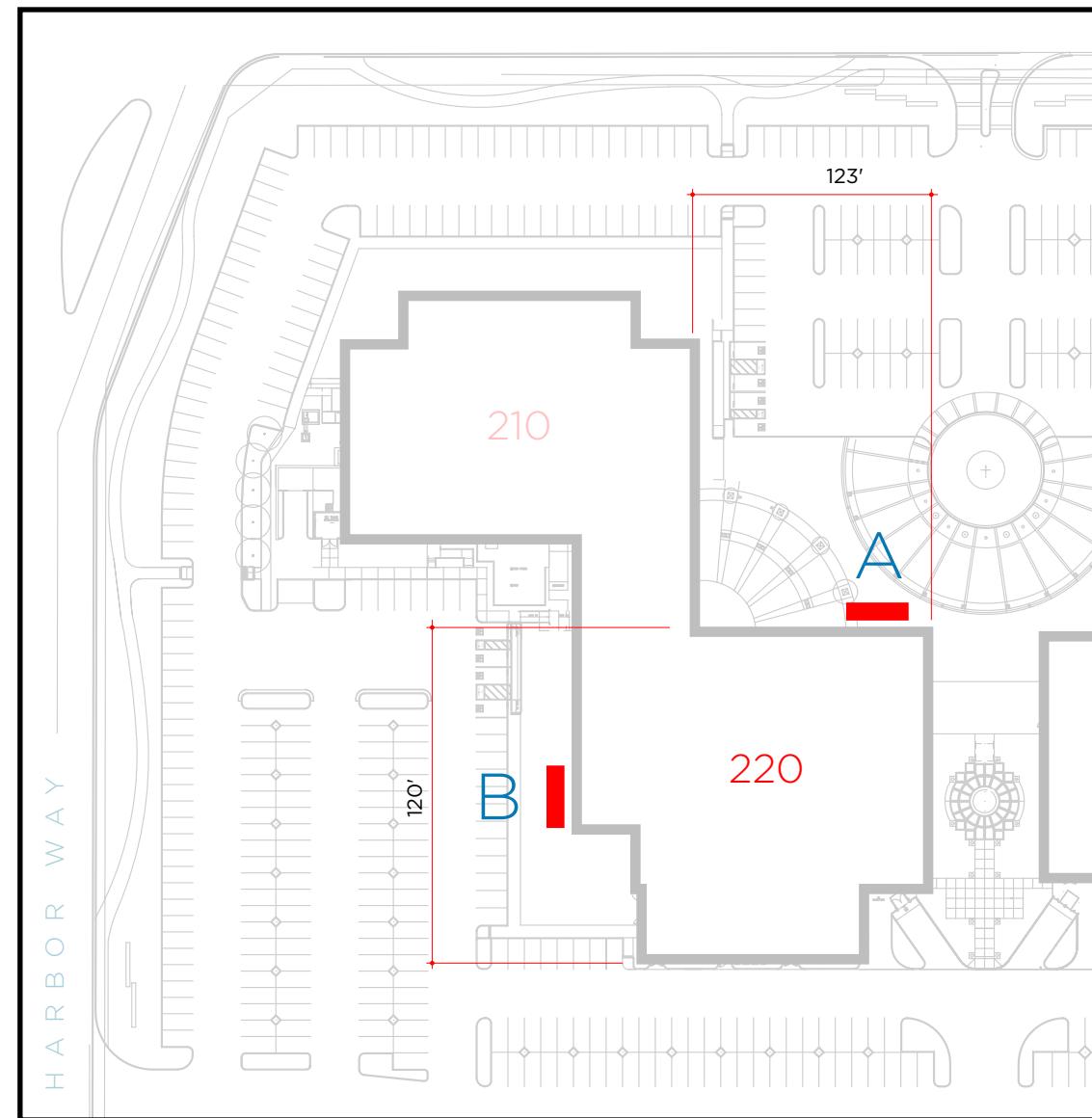
This sign type is located at the building roofline but not above the roofline. The purpose of this sign is to identify occupants from a greater viewing distance. Tenant logo use is acceptable. Illustrative example of signage locations below.
Sign Info: Maximum Sign Area not to exceed **123 Square Feet**.

Fabricated Stainless Steel individual channel letters/logos with face lit or halo lit warm white illumination. Letters/logos are mounted to building facade without exposed raceway or visible fasteners or attachments. Color determined by tenant.

Note: All text is shown for design intent only.

Illumination: Dimmable Internally Illuminated Sign.
Color: Warm White 4000K.

Quantity : 1 on any facade.



220 EAST GRAND / SKYLINE SIGN OPTIONAL LOCATIONS



220 EAST GRAND / SOUTHWEST VIEW

240 Skyline Signage

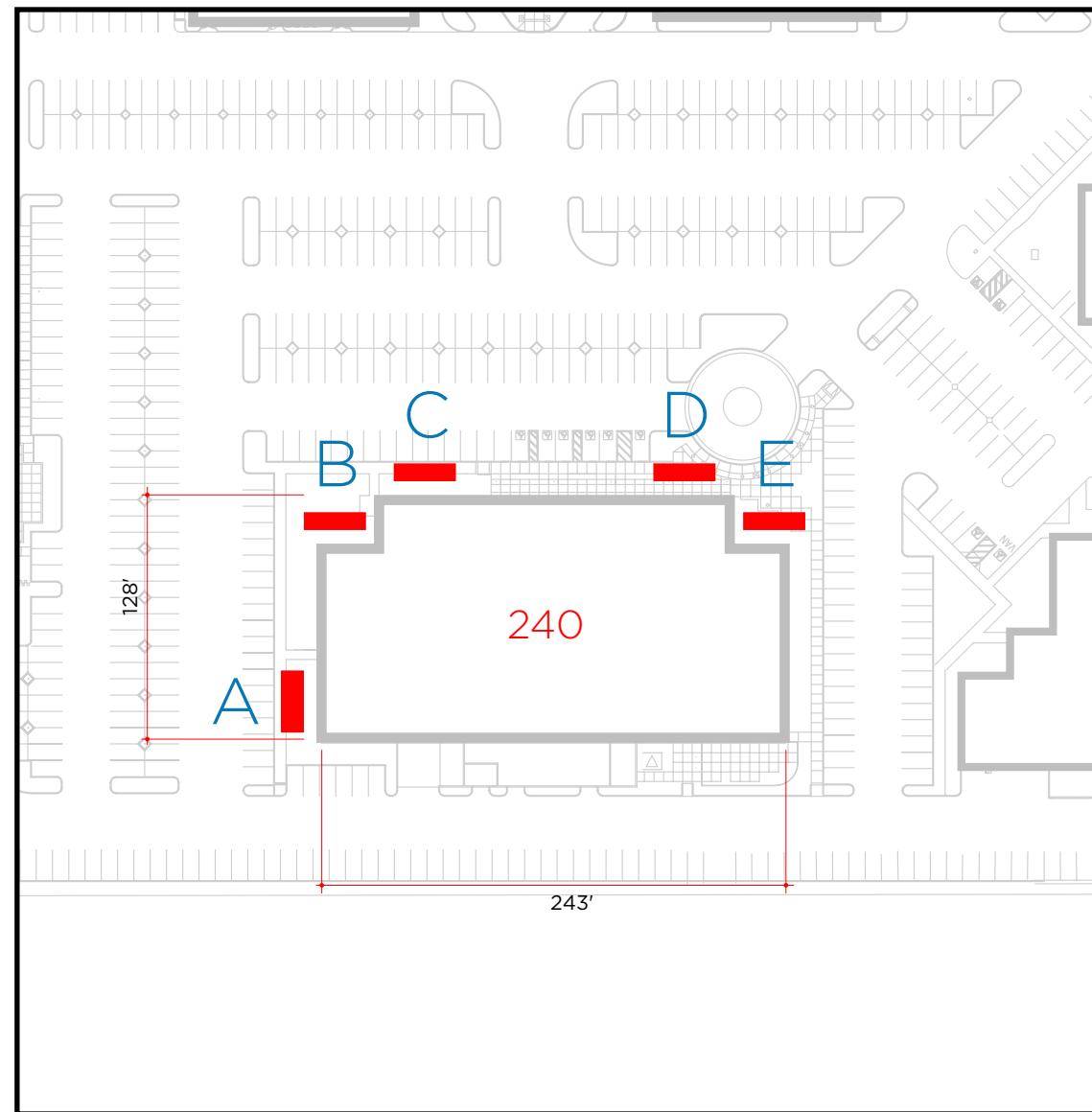
This sign type is located at the building roofline but not above the roofline. The purpose of this sign is to identify occupants from a greater viewing distance. Tenant logo use is acceptable. Illustrative example of signage locations below.
Sign Info: Maximum Sign Area not to exceed **243 Square Feet**.

Quantity : 1 on any facade.

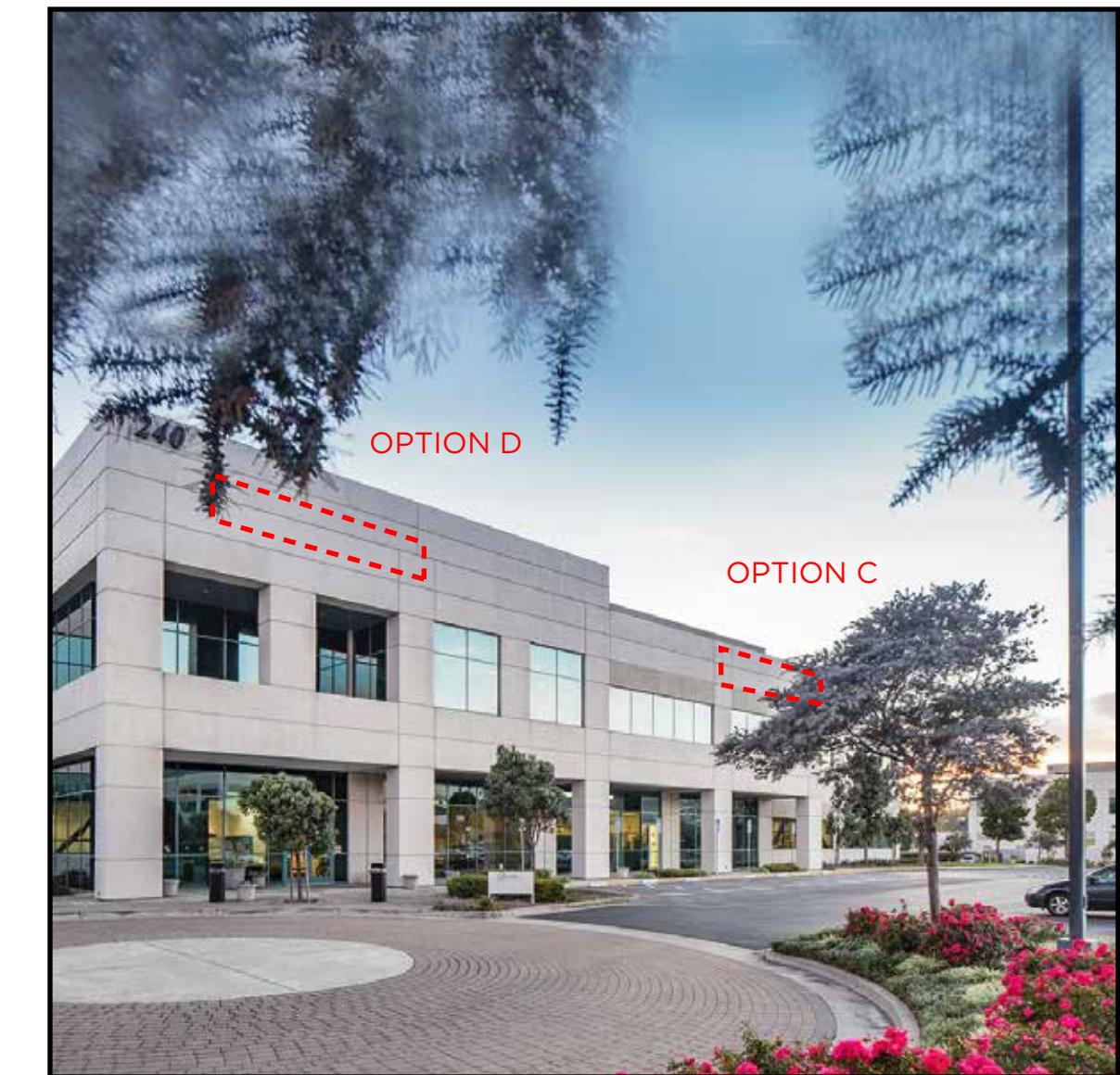
Fabricated Stainless Steel individual channel letters/logos with face lit or halo lit warm white illumination. Letters/logos are mounted to building facade without exposed raceway or visible fasteners or attachments. Color determined by tenant.

Note: All text is shown for design intent only.

Illumination: Dimmable Internally Illuminated Sign.
Color: Warm White 4000K.



240 EAST GRAND / SKYLINE SIGN OPTIONAL LOCATIONS



240 EAST GRAND / SOUTH VIEW

250 Skyline Signage

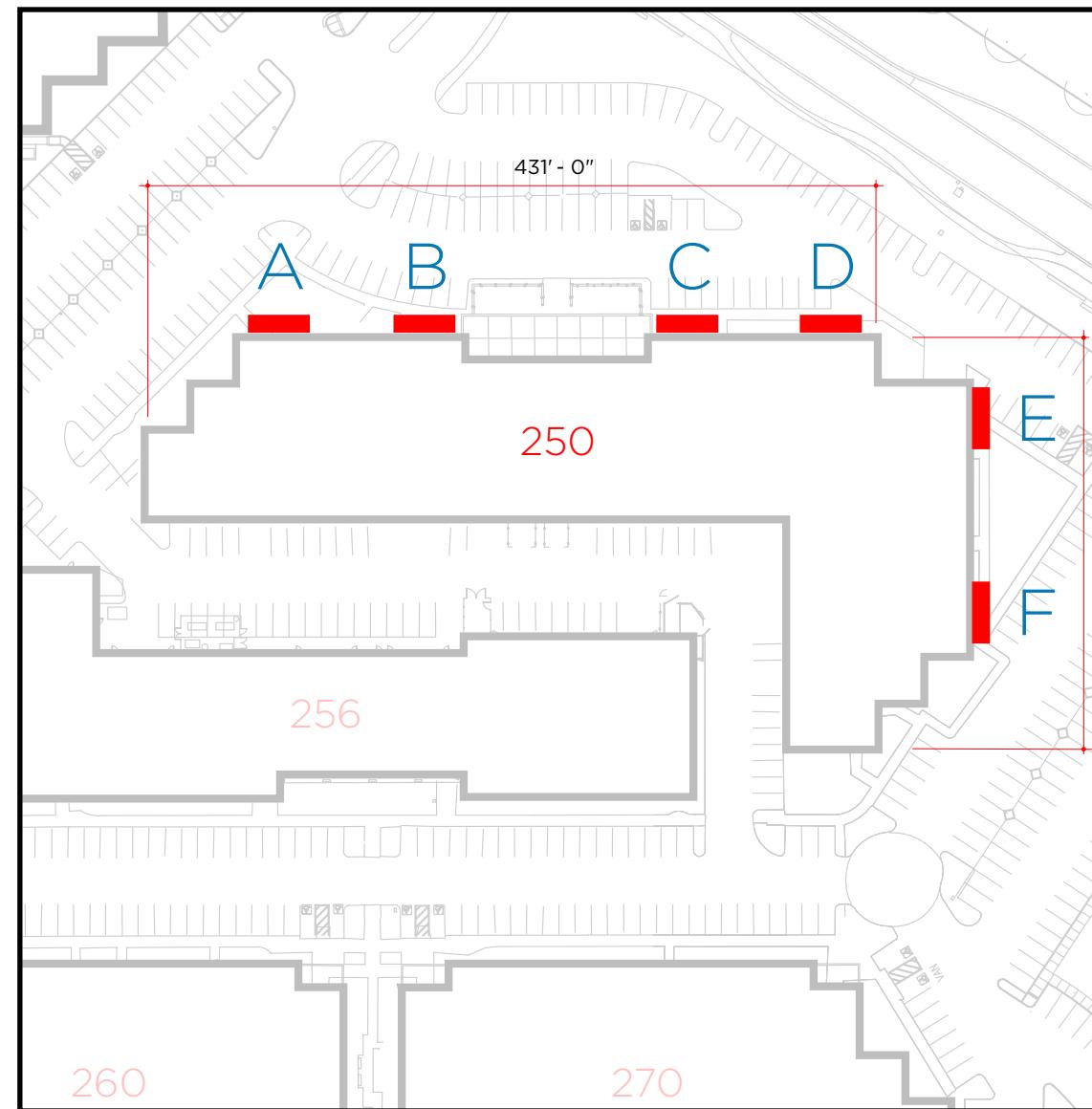
This sign type is located at the building roofline but not above the roofline. The purpose of this sign is to identify occupants from a greater viewing distance. Tenant logo use is acceptable. Illustrative example of signage locations below.
Sign Info: Maximum Sign Area not to exceed **431 Square Feet**.

Fabricated Stainless Steel individual channel letters/logos with face lit or halo lit warm white illumination. Letters/logos are mounted to building facade without exposed raceway or visible fasteners or attachments. Color determined by tenant.

Note: All text is shown for design intent only.

Illumination: Dimmable Internally Illuminated Sign.
Color: Warm White 4000K.

Quantity : 1 on any facade.



250 EAST GRAND / SKYLINE SIGN OPTIONAL LOCATIONS



250 EAST GRAND / SOUTH VIEW

256 Skyline Signage

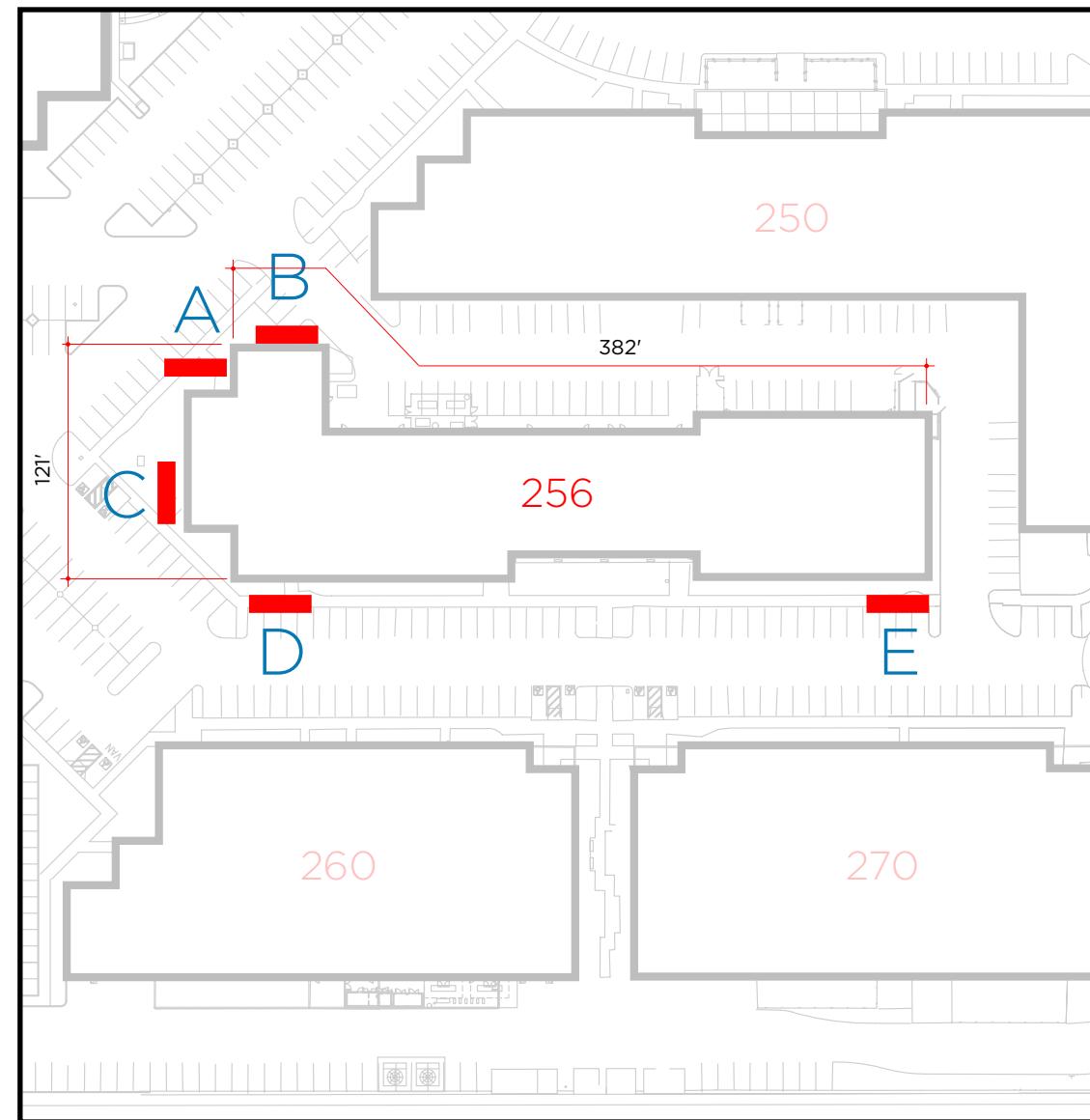
This sign type is located at the building roofline but not above the roofline. The purpose of this sign is to identify occupants from a greater viewing distance. Tenant logo use is acceptable. Illustrative example of signage locations below. **Sign Info:** Maximum Sign Area not to exceed **382 Square Feet**.

Fabricated Stainless Steel individual channel letters/logos with face lit or halo lit warm white illumination. Letters/logos are mounted to building facade without exposed raceway or visible fasteners or attachments. Color determined by tenant.

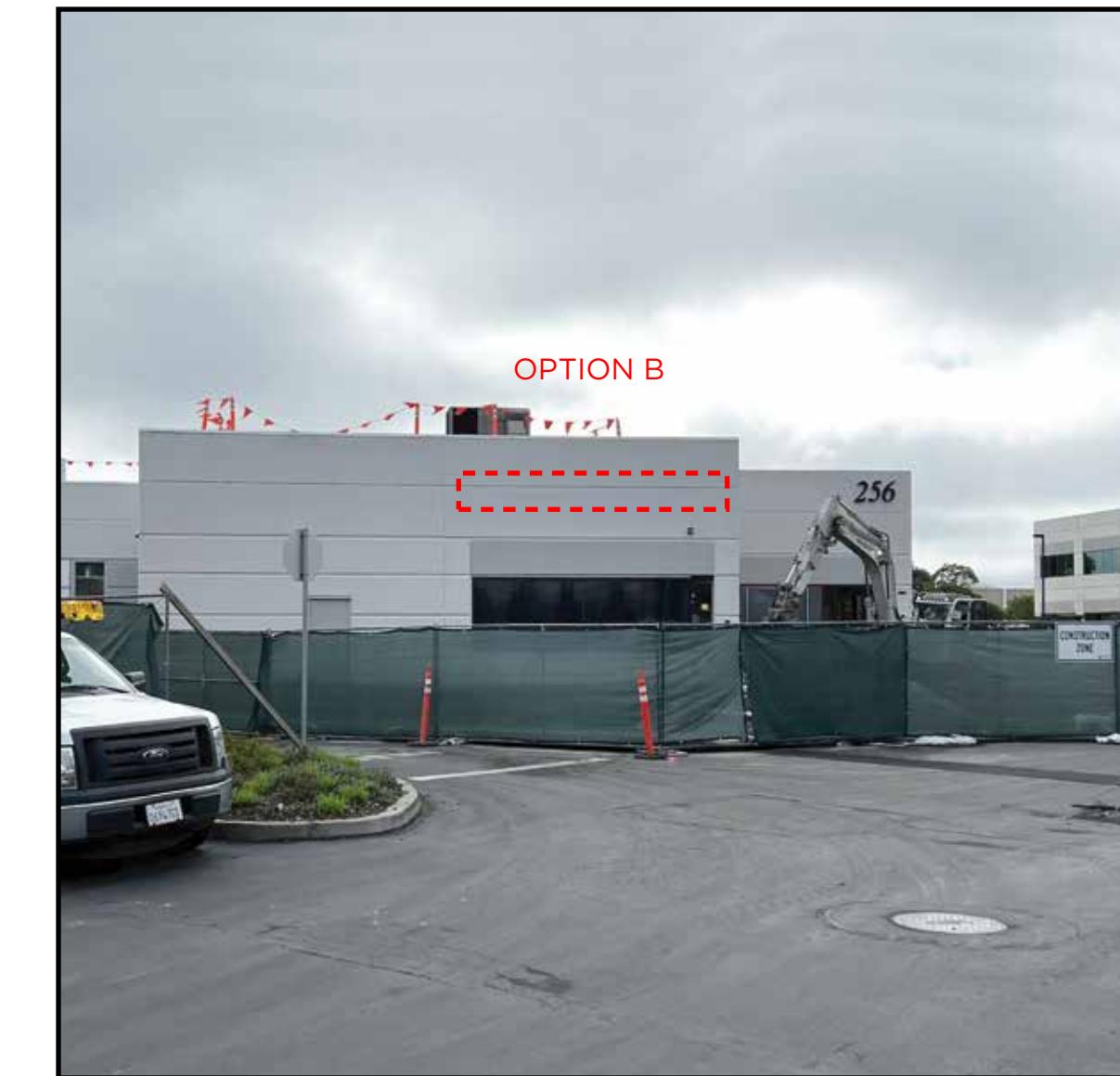
Note: All text is shown for design intent only.

Illumination: Dimmable Internally Illuminated Sign. Color: Warm White 4000K.

Quantity : 1 on any facade.



256 EAST GRAND / SKYLINE SIGN OPTIONAL LOCATIONS



256 EAST GRAND / SOUTHWEST VIEW

260 Skyline Signage

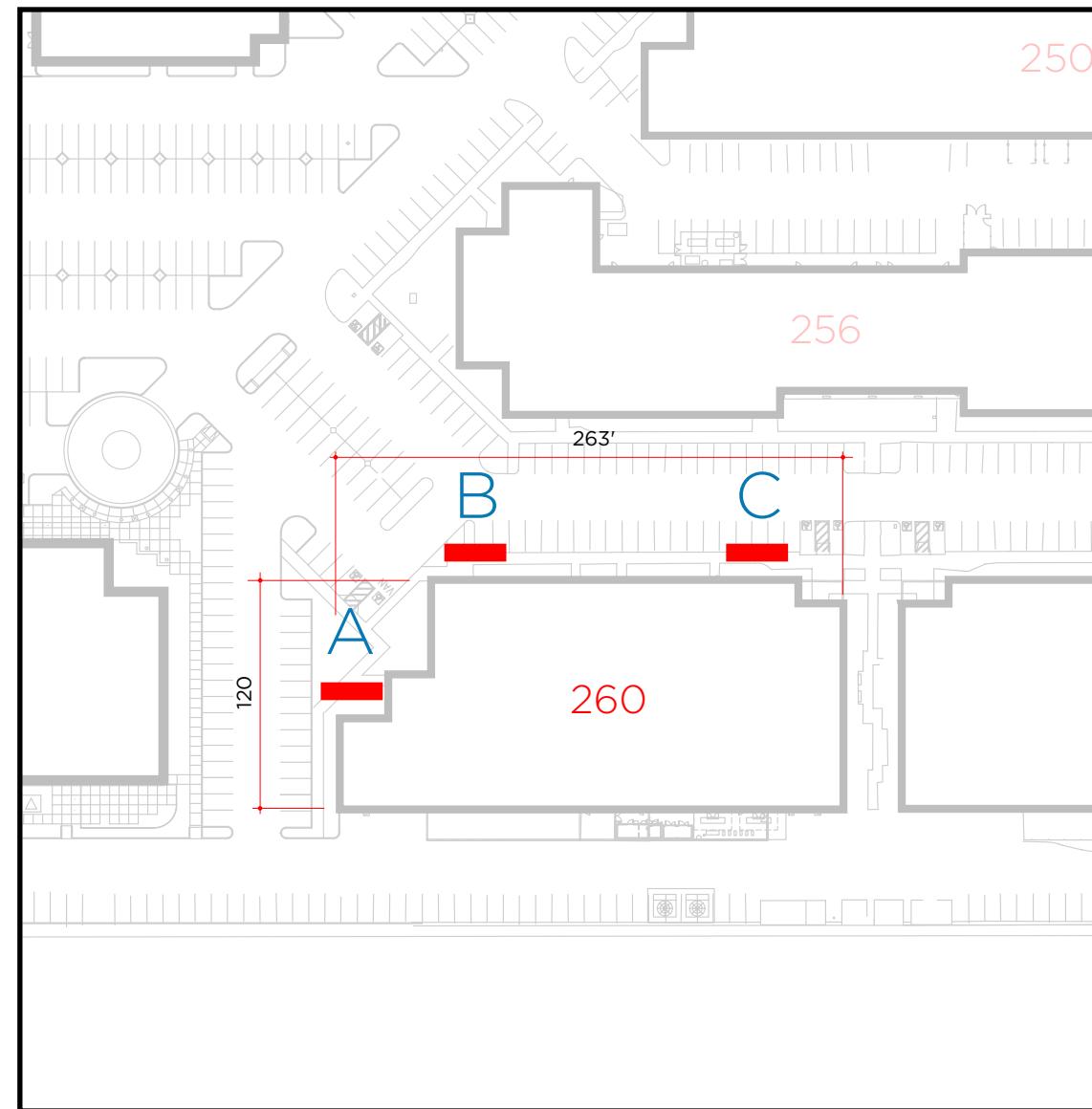
This sign type is located at the building roofline but not above the roofline. The purpose of this sign is to identify occupants from a greater viewing distance. Tenant logo use is acceptable. Illustrative example of signage locations below.
Sign Info: Maximum Sign Area not to exceed **263 Square Feet**.

Fabricated Stainless Steel individual channel letters/logos with face lit or halo lit warm white illumination. Letters/logos are mounted to building facade without exposed raceway or visible fasteners or attachments. Color determined by tenant.

Note: All text is shown for design intent only.

Illumination: Dimmable Internally Illuminated Sign.
Color: Warm White 4000K.

Quantity : 1 on any facade.



260 EAST GRAND / SKYLINE SIGN OPTIONAL LOCATIONS



260 EAST GRAND / SOUTH VIEW

270 Skyline Signage

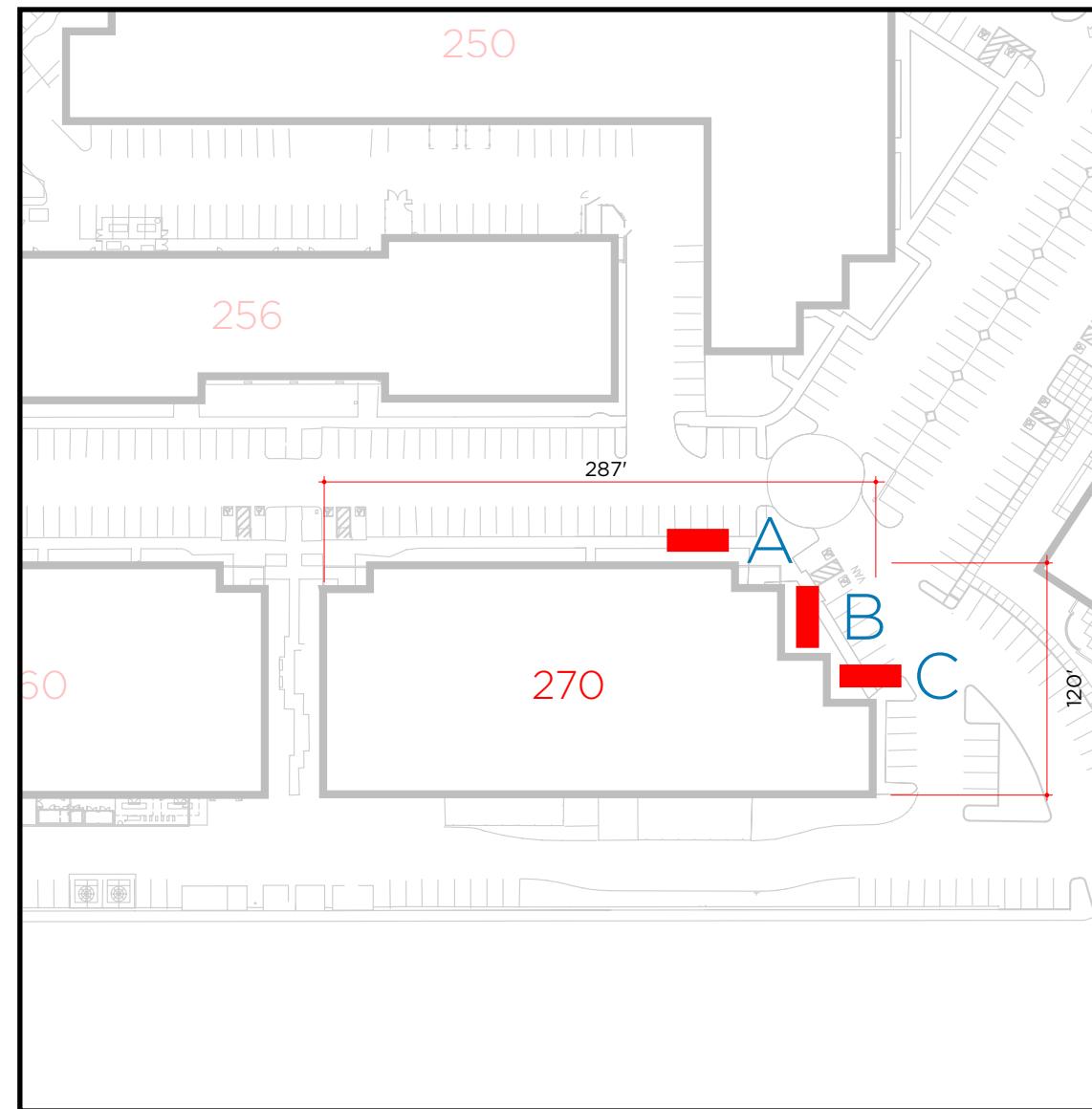
This sign type is located at the building roofline but not above the roofline. The purpose of this sign is to identify occupants from a greater viewing distance. Tenant logo use is acceptable. Illustrative example of signage locations below. **Sign Info:** Maximum Sign Area not to exceed **287 Square Feet**.

Fabricated Stainless Steel individual channel letters/logos with face lit or halo lit warm white illumination. Letters/logos are mounted to building facade without exposed raceway or visible fasteners or attachments. Color determined by tenant.

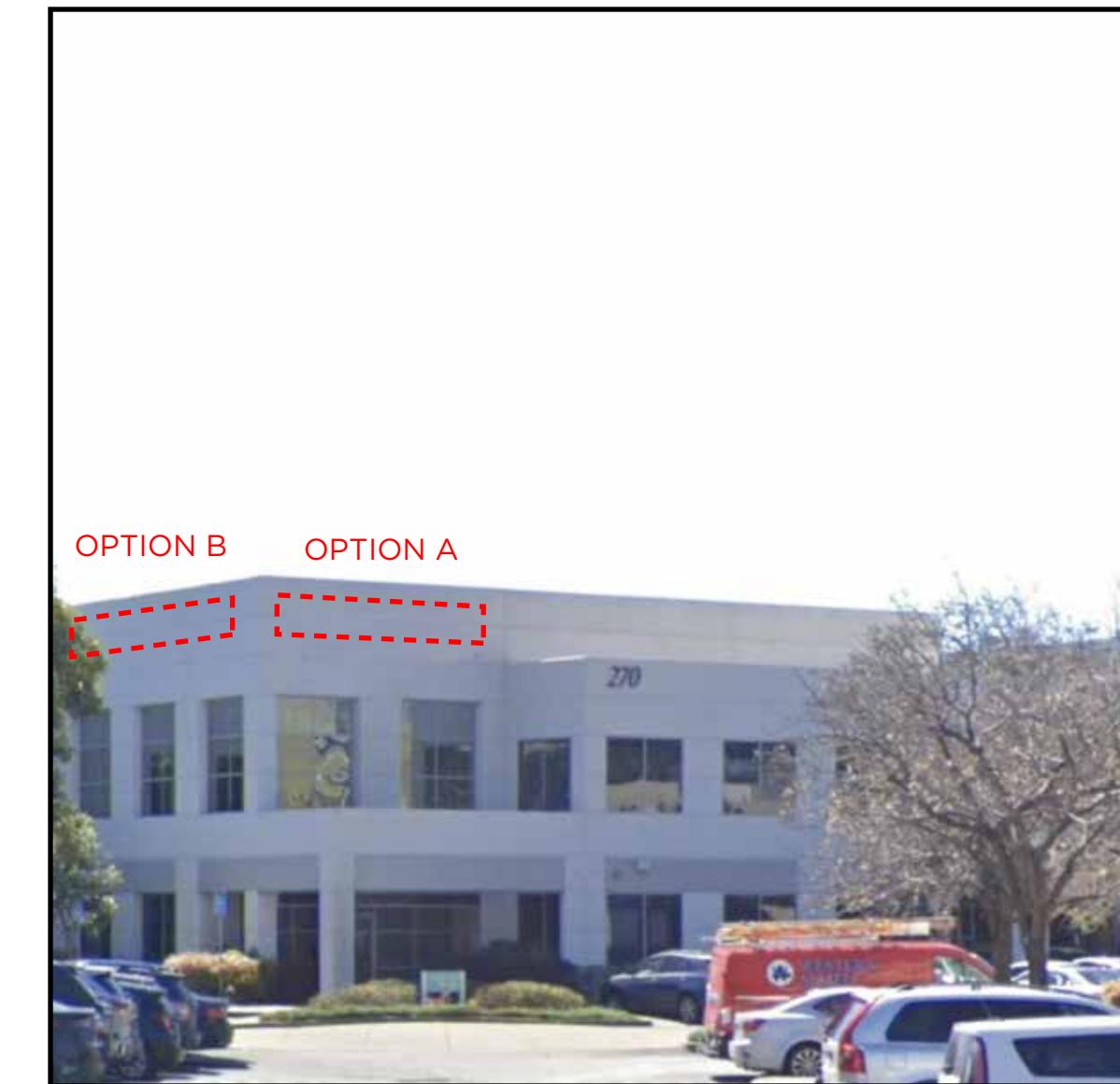
Note: All text is shown for design intent only.

Illumination: Dimmable Internally Illuminated Sign. Color: Warm White 4000K.

Quantity : 1 on any facade.



270 EAST GRAND / SKYLINE SIGN OPTIONAL LOCATIONS



270 EAST GRAND / SOUTHWEST VIEW

280 Skyline Signage

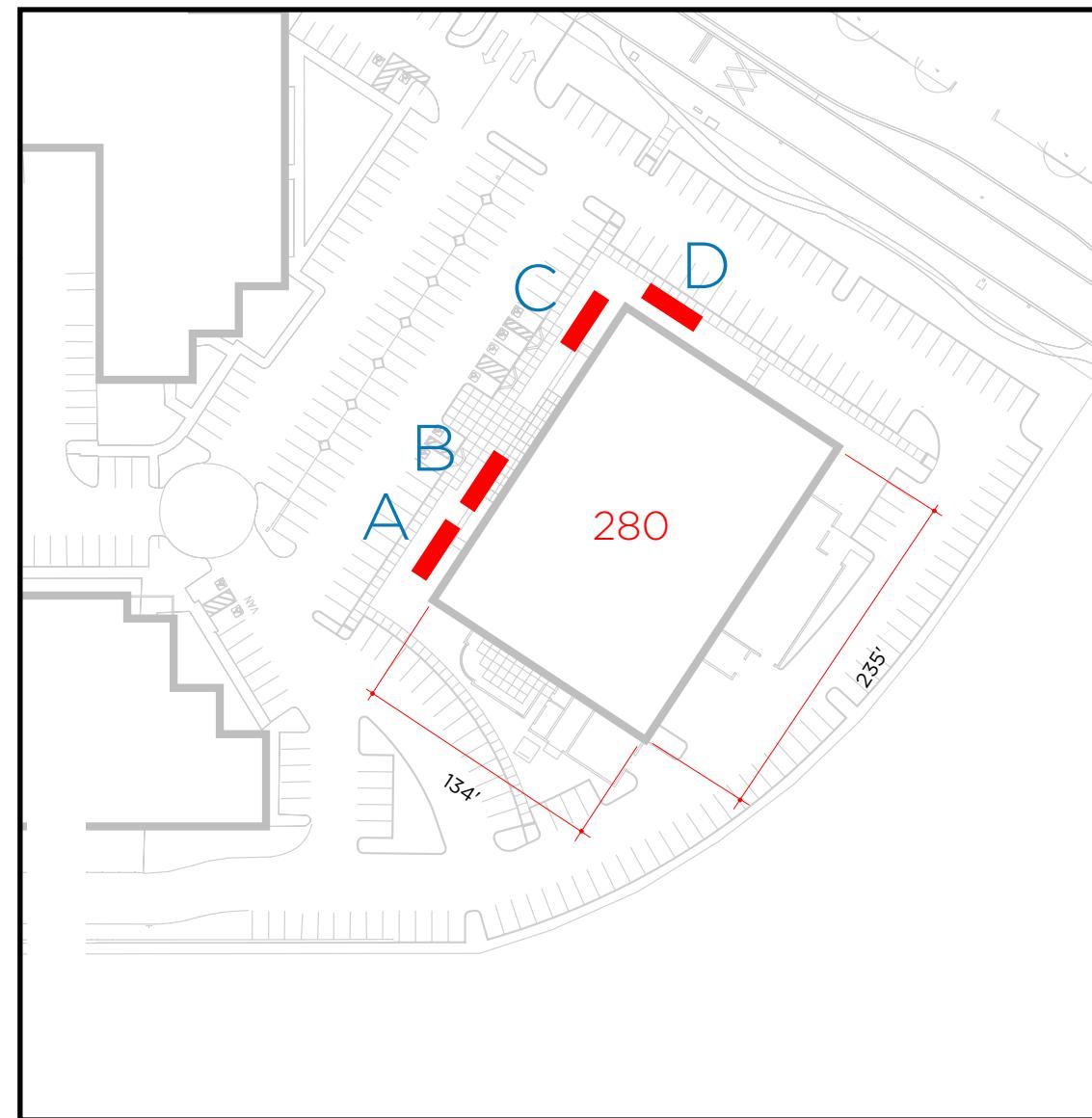
This sign type is located at the building roofline but not above the roofline. The purpose of this sign is to identify occupants from a greater viewing distance. Tenant logo use is acceptable. Illustrative example of signage locations below.
Sign Info: Maximum Sign Area not to exceed **235 Square Feet**.

Fabricated Stainless Steel individual channel letters/logos with face lit or halo lit warm white illumination. Letters/logos are mounted to building facade without exposed raceway or visible fasteners or attachments. Color determined by tenant.

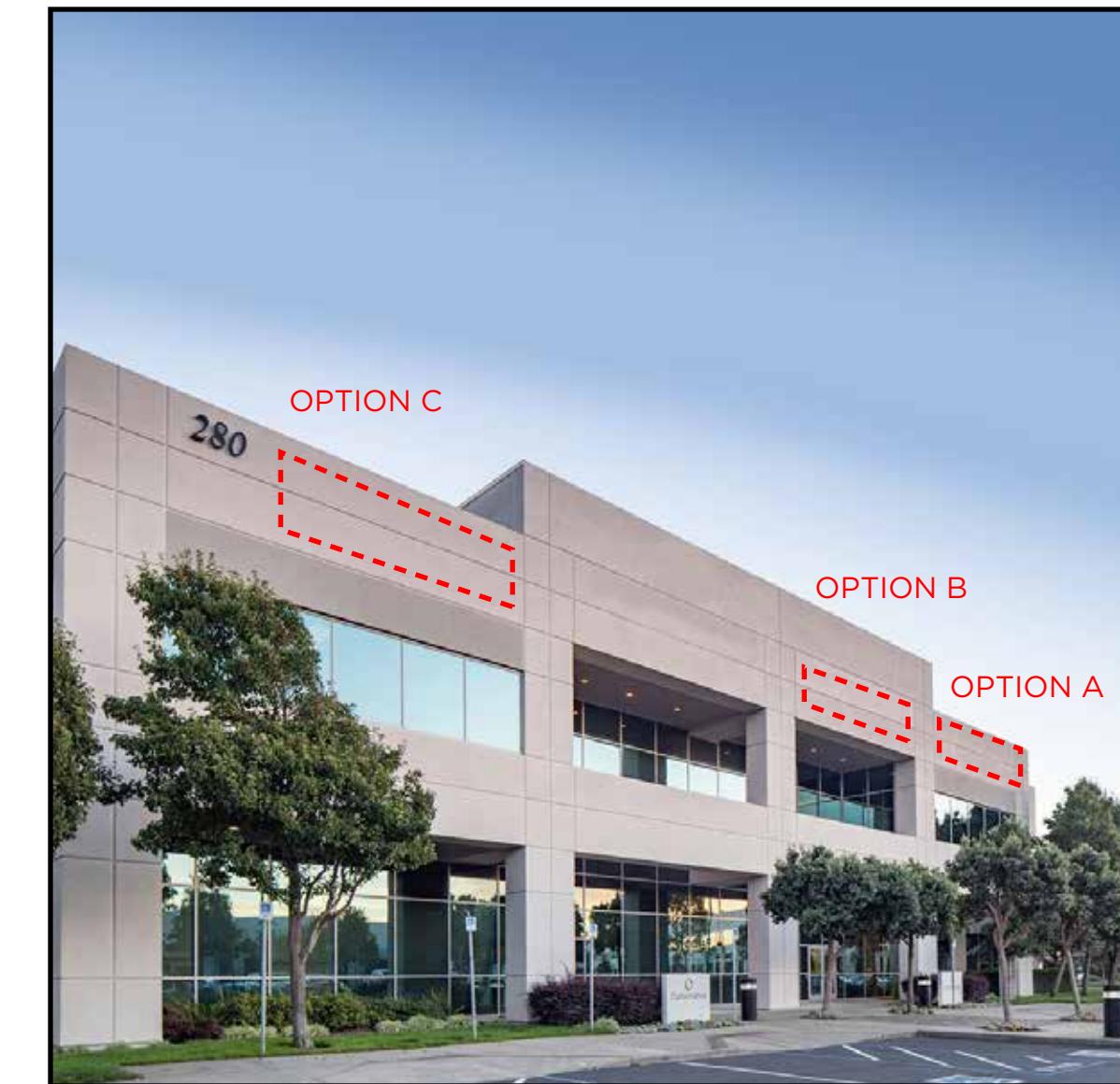
Note: All text is shown for design intent only.

Illumination: Dimmable Internally Illuminated Sign.
Color: Warm White 4000K.

Quantity : 1 on any facade.



280 EAST GRAND / SKYLINE SIGN OPTIONAL LOCATIONS



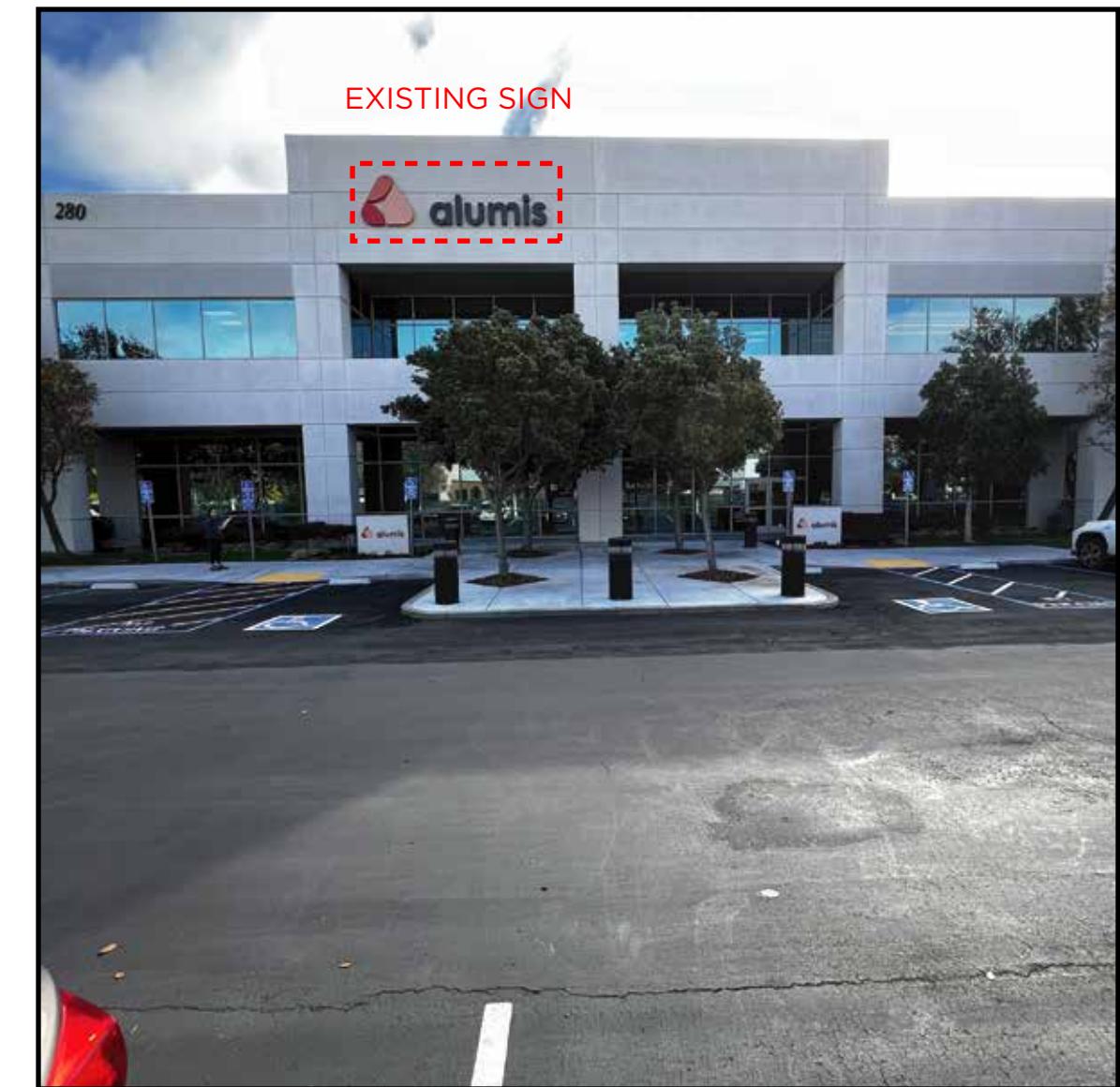
280 EAST GRAND / SOUTHEAST VIEW

280 Skyline Signage

Existing Signage at 280 East Grand.



280 EAST GRAND / SKYLINE SIGN EXISTING SIGN



280 EAST GRAND / SOUTHEAST VIEW

169 Skyline Signage

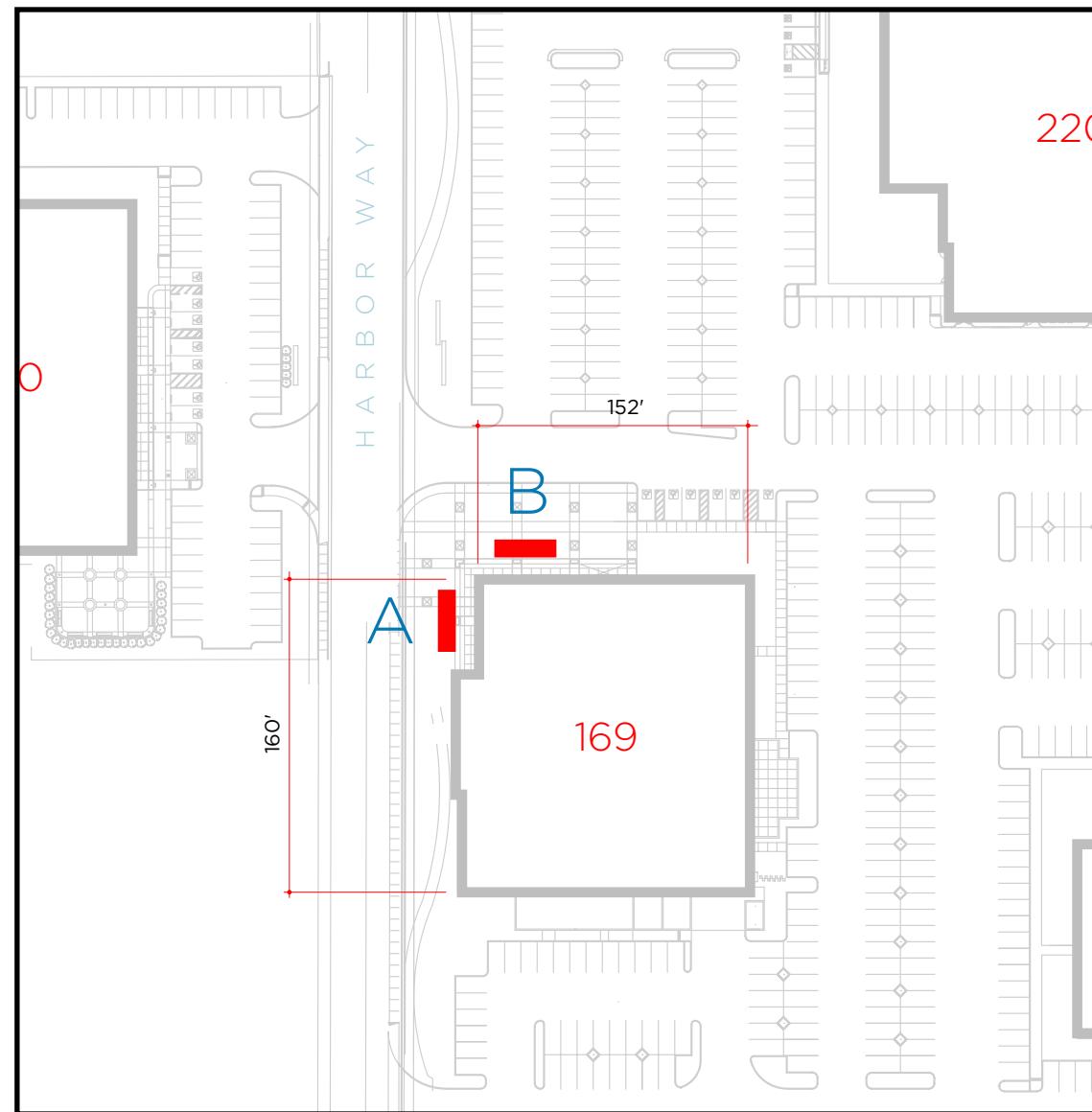
This sign type is located at the building roofline but not above the roofline. The purpose of this sign is to identify occupants from a greater viewing distance. Tenant logo use is acceptable. Illustrative example of signage locations below. **Sign Info:** Maximum Sign Area not to exceed **160 Square Feet**.

Quantity : 1 on any facade.

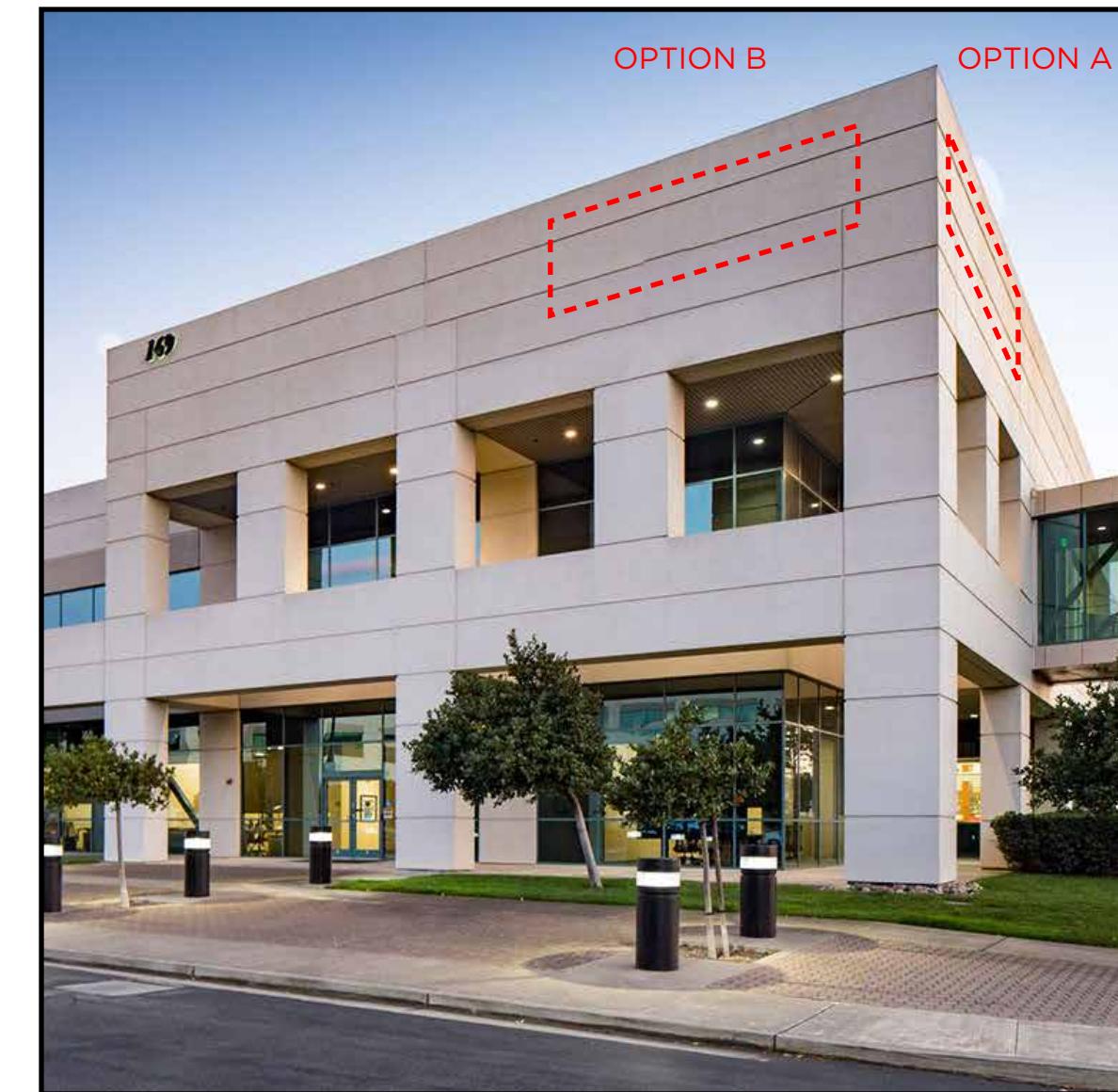
Fabricated Stainless Steel individual channel letters/logos with face lit or halo lit warm white illumination. Letters/logos are mounted to building facade without exposed raceway or visible fasteners or attachments. Color determined by tenant.

Note: All text is shown for design intent only.

Illumination: Dimmable Internally Illuminated Sign. Color: Warm White 4000K.



169 HARBOR WAY / SKYLINE SIGN OPTIONAL LOCATIONS



169 HARBOR WAY / SOUTHEAST VIEW

170 Skyline Signage

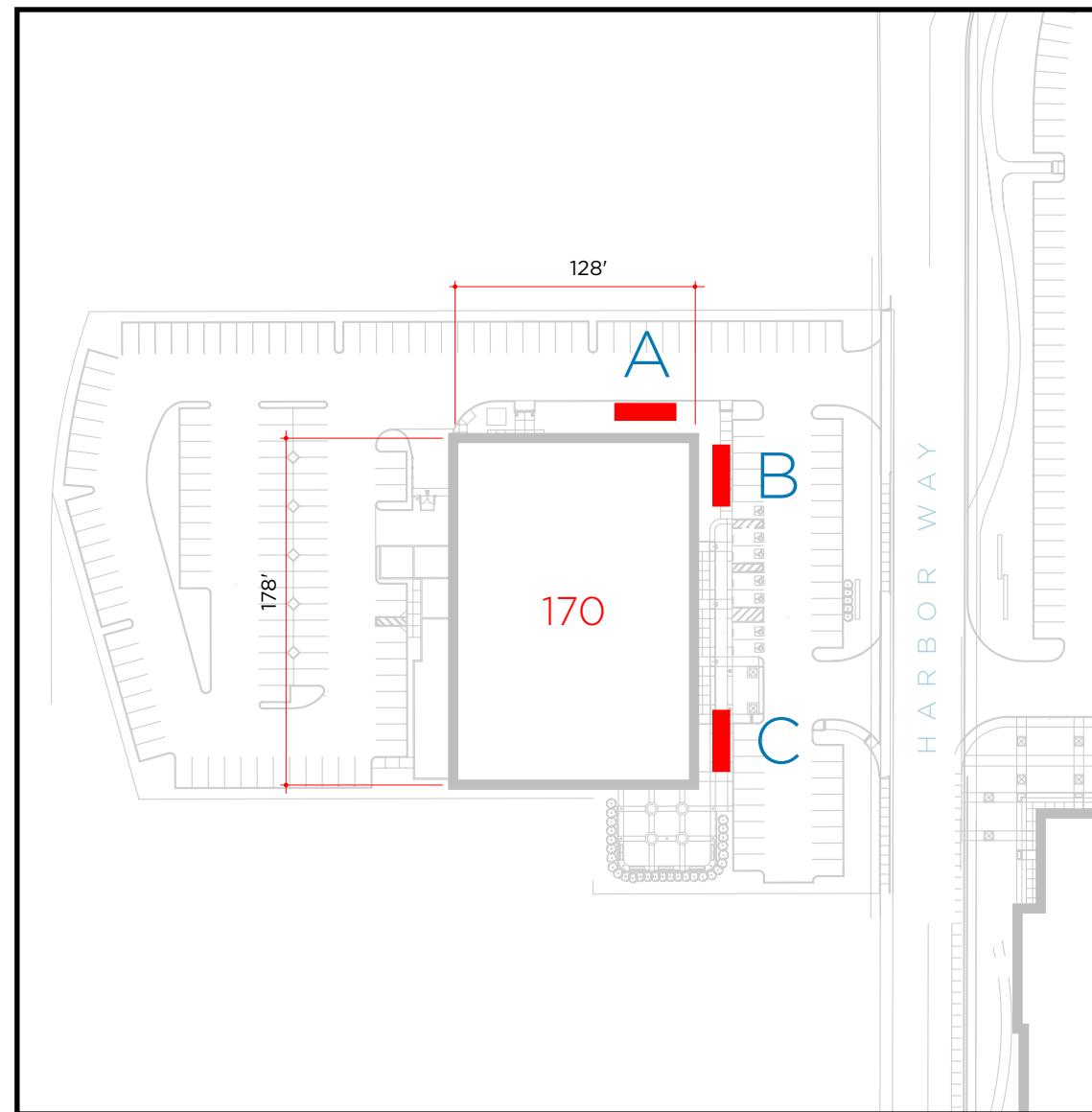
This sign type is located at the building roofline but not above the roofline. The purpose of this sign is to identify occupants from a greater viewing distance. Tenant logo use is acceptable. Illustrative example of signage locations below. **Sign Info:** Maximum Sign Area not to exceed **178 Square Feet**.

Quantity : 1 on any facade.

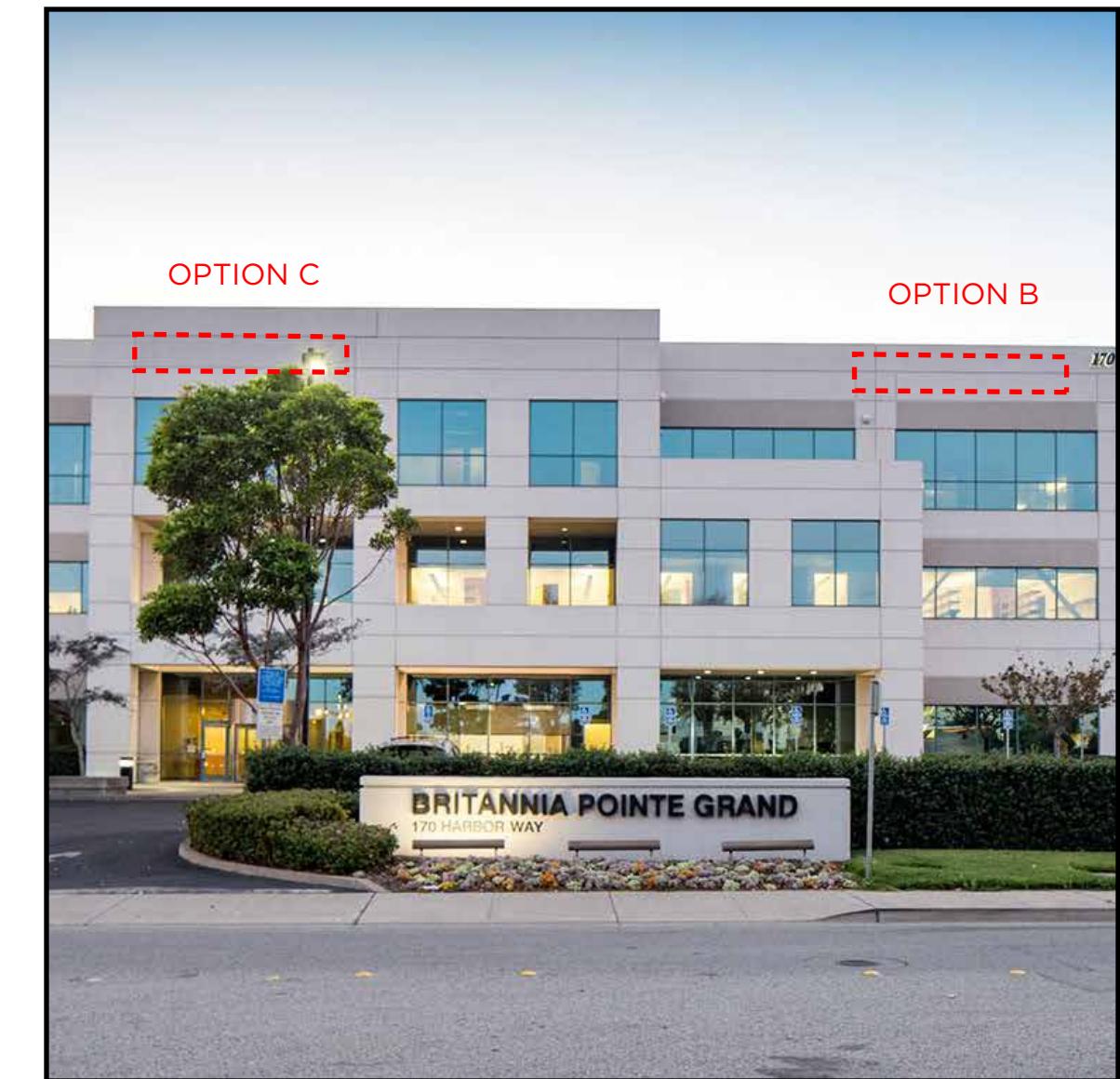
Fabricated Stainless Steel individual channel letters/logos with face lit or halo lit warm white illumination. Letters/logos are mounted to building facade without exposed raceway or visible fasteners or attachments. Color determined by tenant.

Note: All text is shown for design intent only.

Illumination: Dimmable Internally Illuminated Sign. Color: Warm White 4000K.



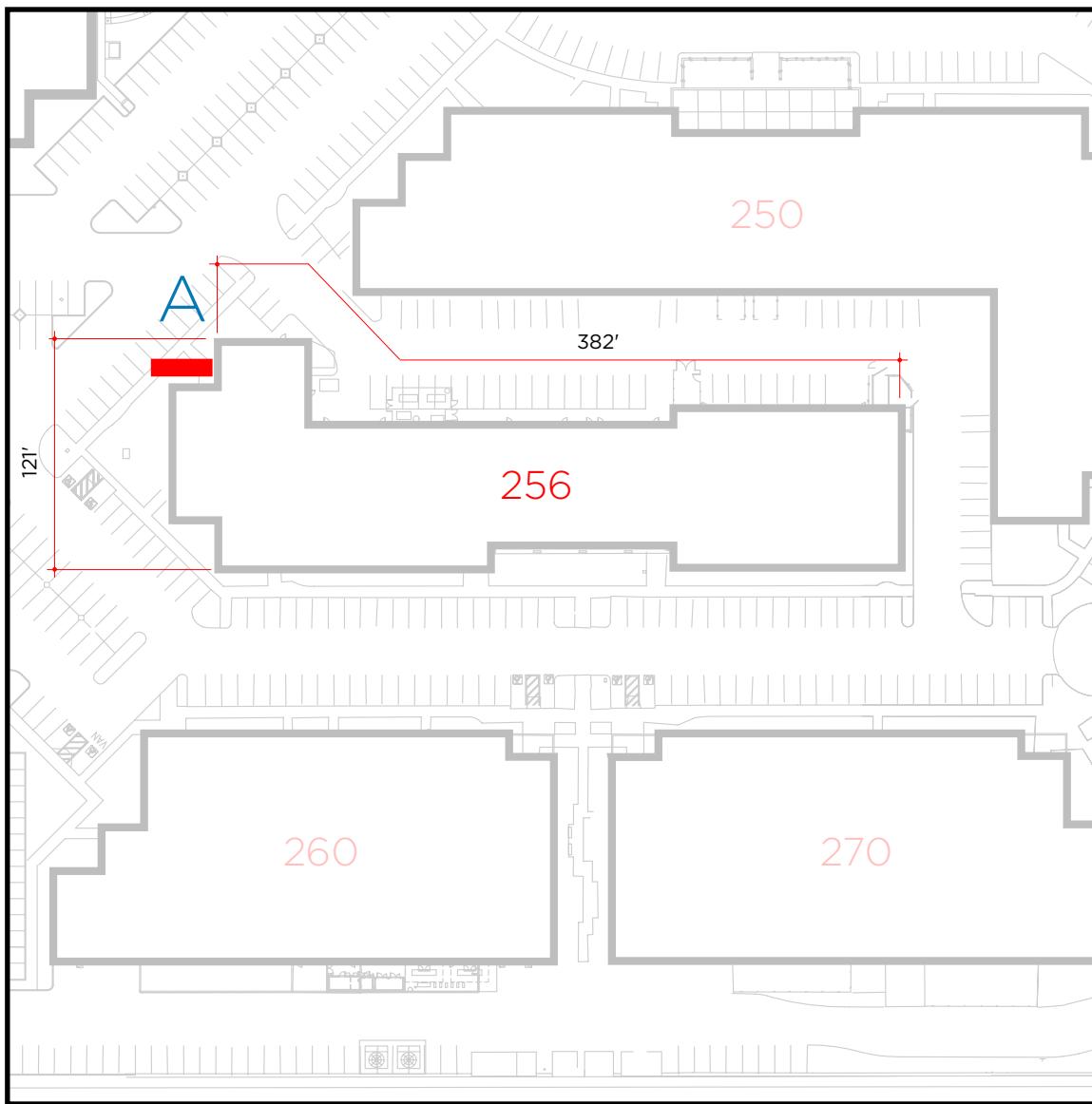
178 HARBOR WAY / SKYLINE SIGN OPTIONAL LOCATIONS



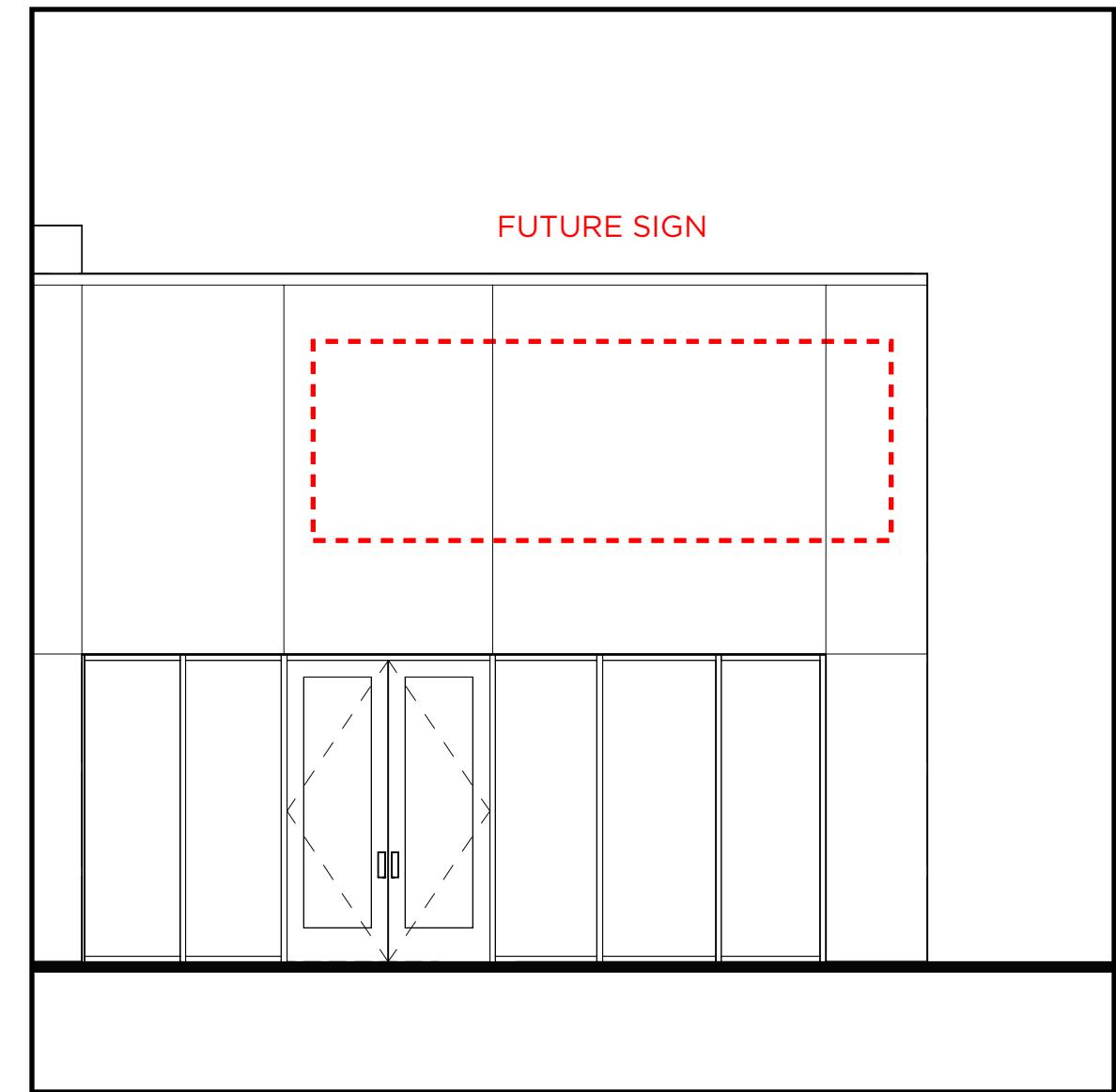
178 HARBOR WAY / WEST VIEW

256 Future Signage

Future Sign Location at 256 East Grand.



256 EAST GRAND / SKYLINE SIGN FUTURE LOCATION



256 EAST GRAND / SOUTH VIEW

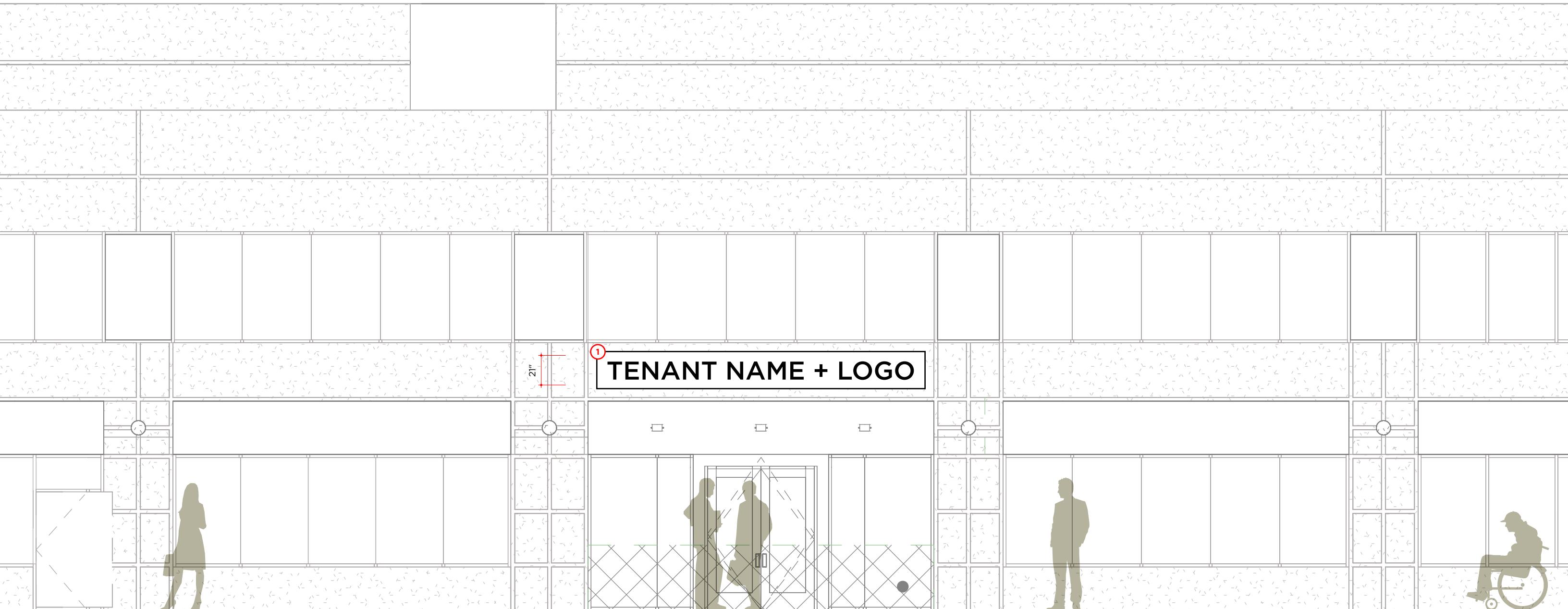
NOTES

H / Eyebrow Identification Signage

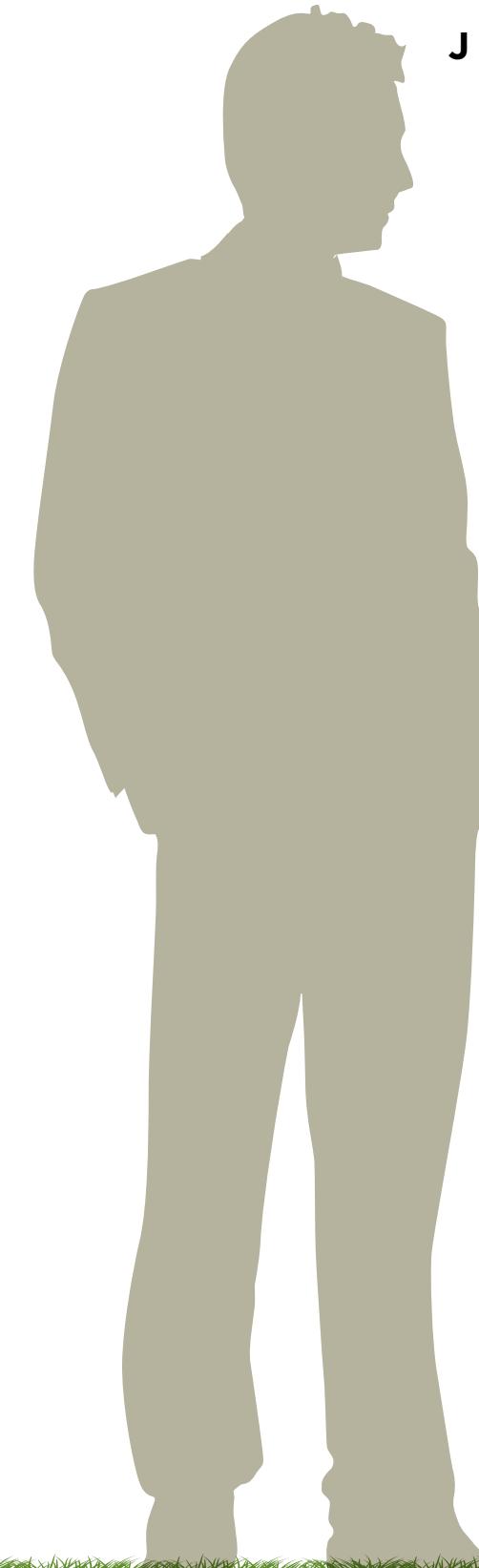
① **Sign Type H:** 21" tall x 1" thick metal letter. Sign to have painted face and returns. Finish: matte sheen. Painted finish to match sample.

Illumination: Non-Illuminated.

Square Footage: 25 sq. ft.



J / Entry Identification Signage



PLAN VIEW



NOTES

① **Sign Type J:** 48" tall x 60" wide x 3.5" thick painted metal monument. Sign to have painted face and returns. Finish: matte sheen. Painted finish to match architects sample.

② 14" tall applied vinyl graphics. Color: Black. Sheen: Matte.

Illumination: None.

Square Footage: 20 sq. ft.

J / Entry Identification Signage

