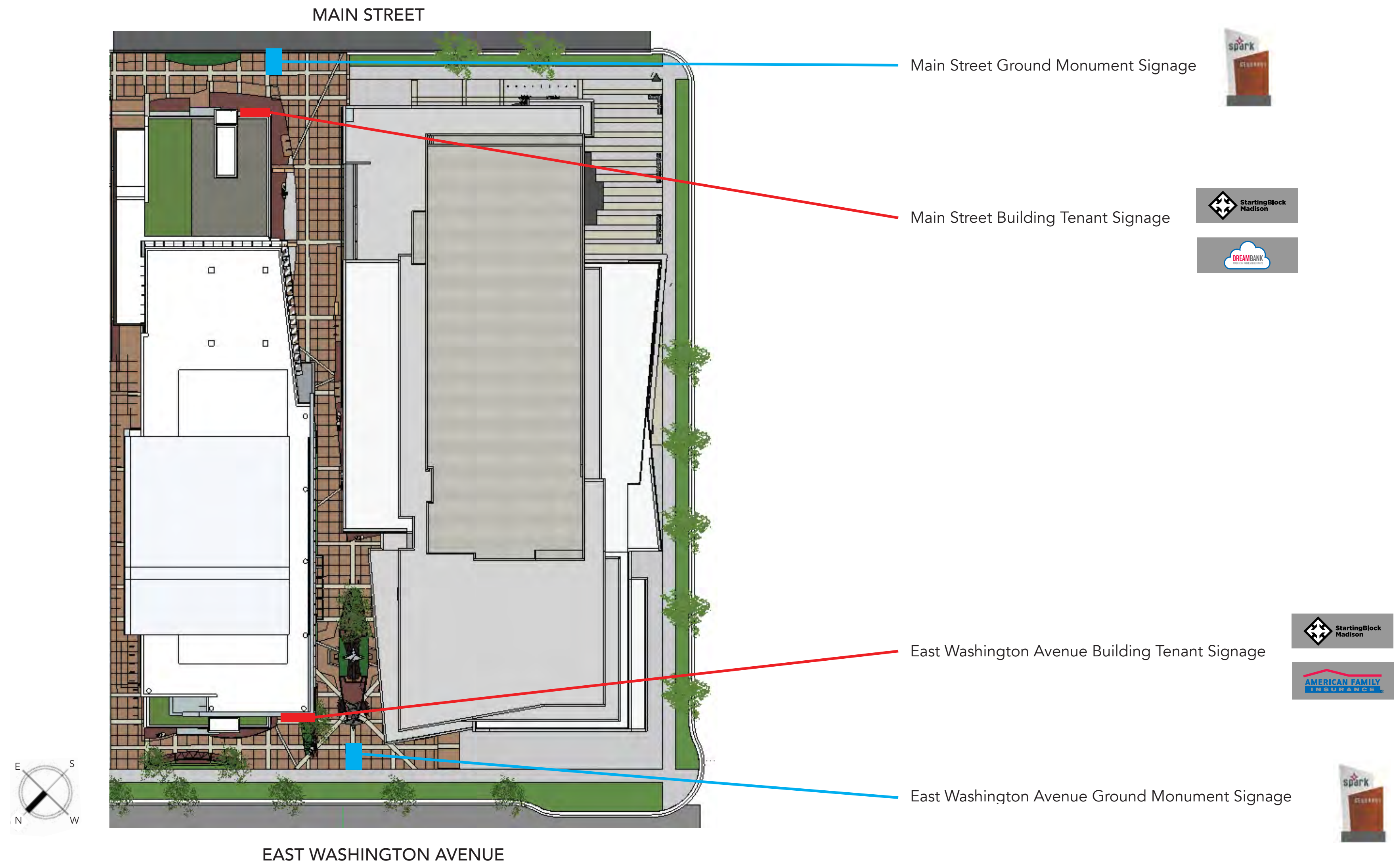


**ZEBRADOG**



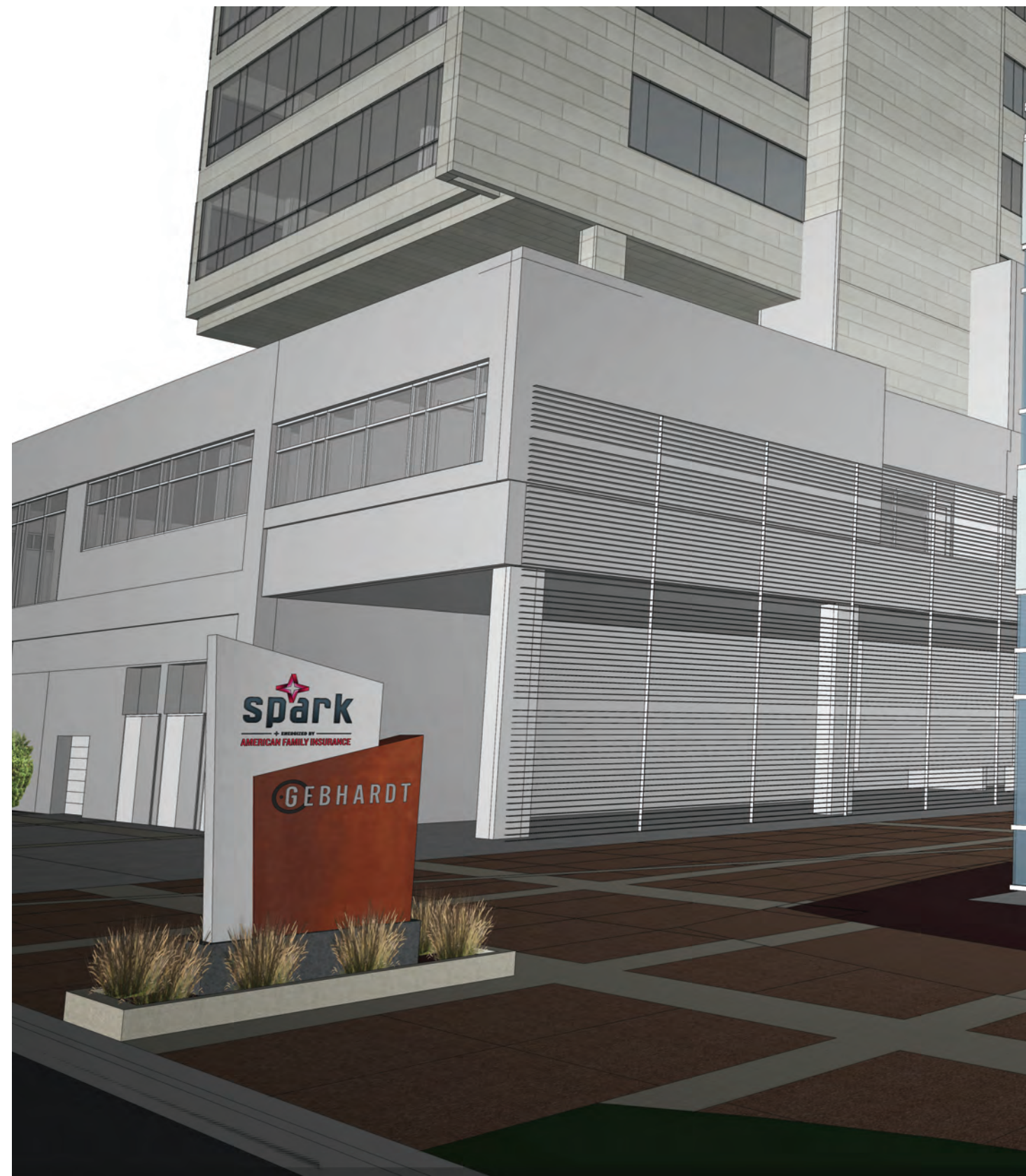


# Overall Site Plan





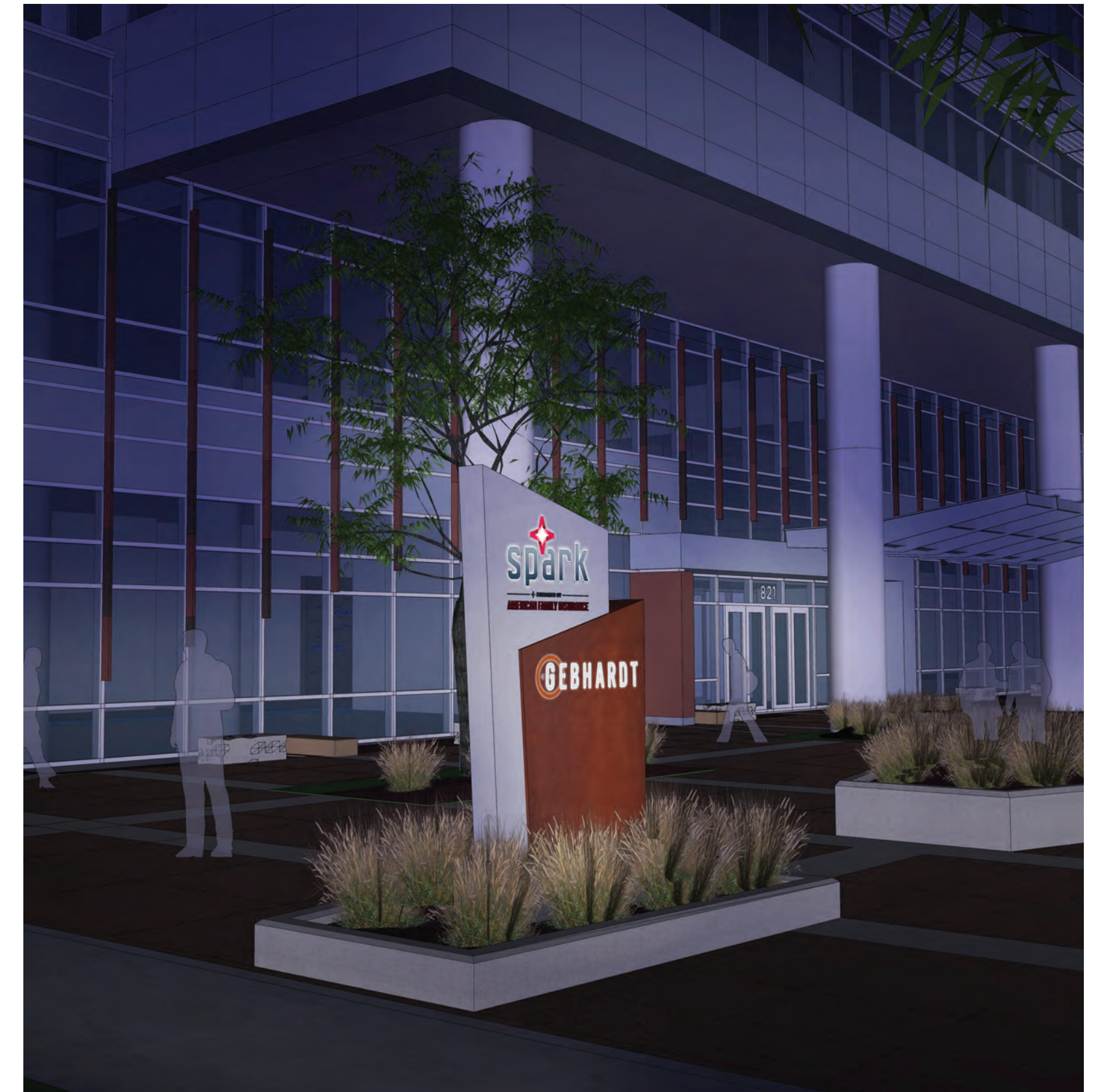
# Accepted Design



Day Time View - Main Street



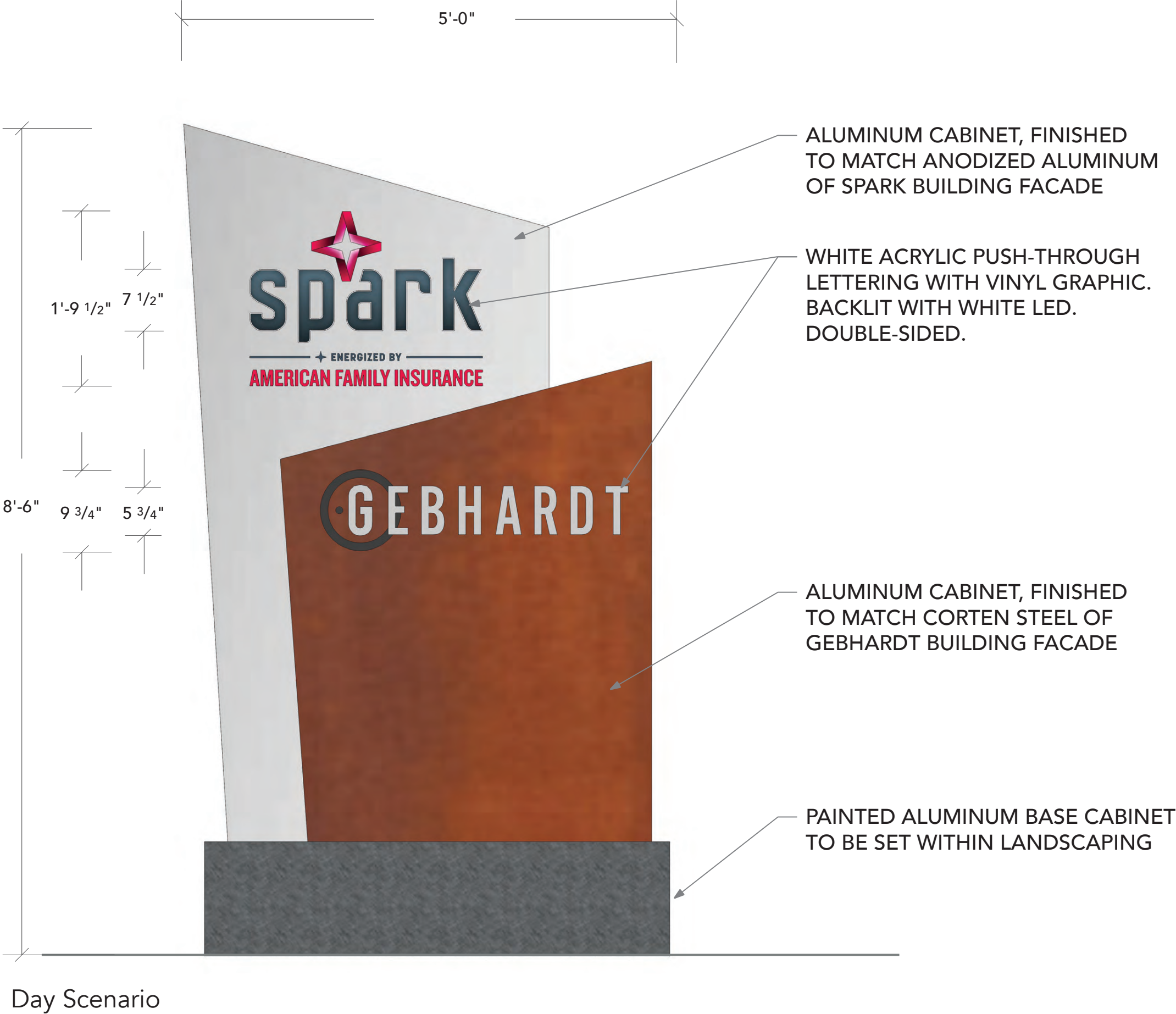
Day Time View - East Washington



Night Time View - East Washington



# Accepted Design

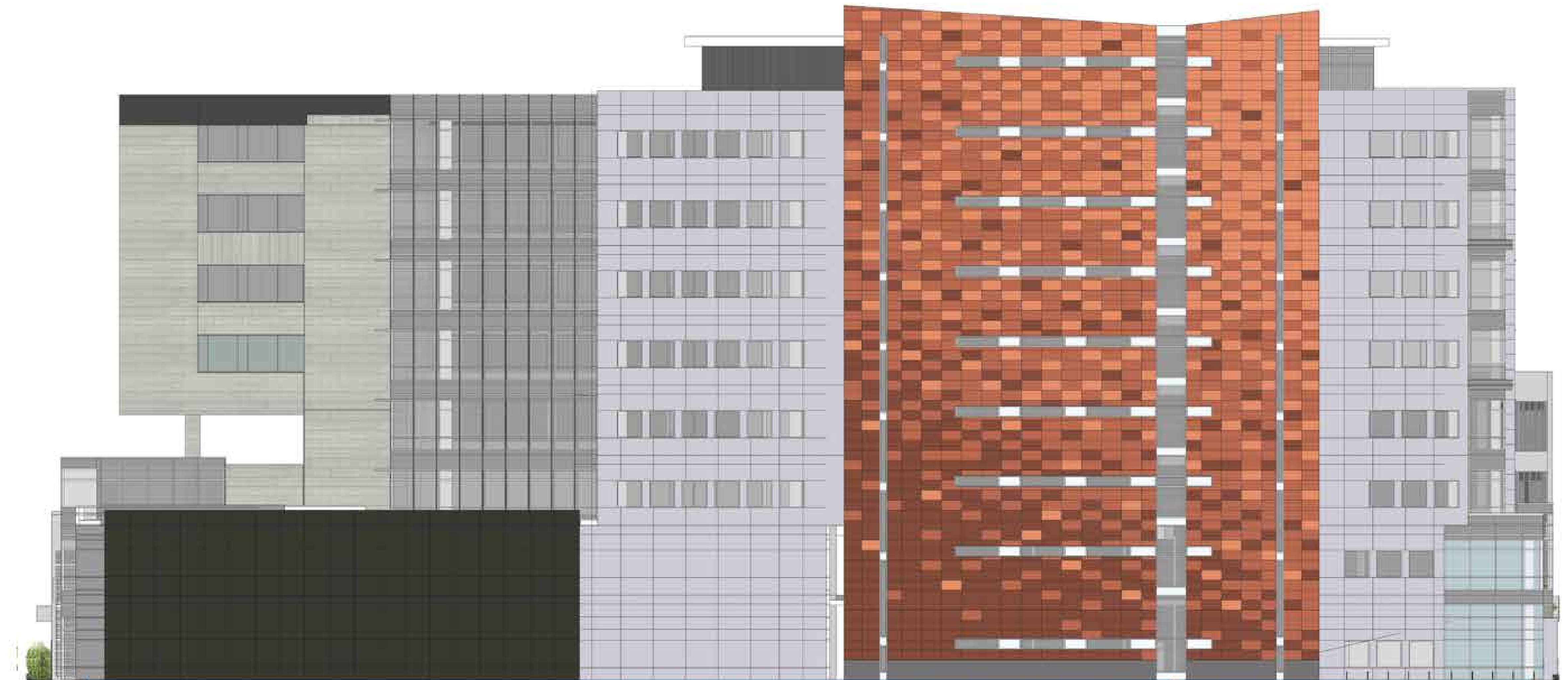


Night Scenario

Color Targeting
<div><div></div> Pantone 199</div> <div><div></div> Pantone 7545</div> <div><div></div> Pantone 7546</div>
Illumination
Internally lit with white LED's. To meet maximum guidelines for the City of Madison Wisconsin.
Wind Load
Withstand up to 75 MPH winds
Construction
Fabricate aluminum cabinets to shape. Spark section to match anodized aluminum of Spark building facade. Gebhardt section to match corten steel finish of Gebhardt building facade.
White acrylic push-through lettering with vinyl graphic faces, backlit with white LED's, double-sided. Spark logo to include painted aluminum dimensional lettering (non-lit) applied flush to face of cabinet.
Painted aluminum base cabinet to be set within landscaping.



# Design Refinement

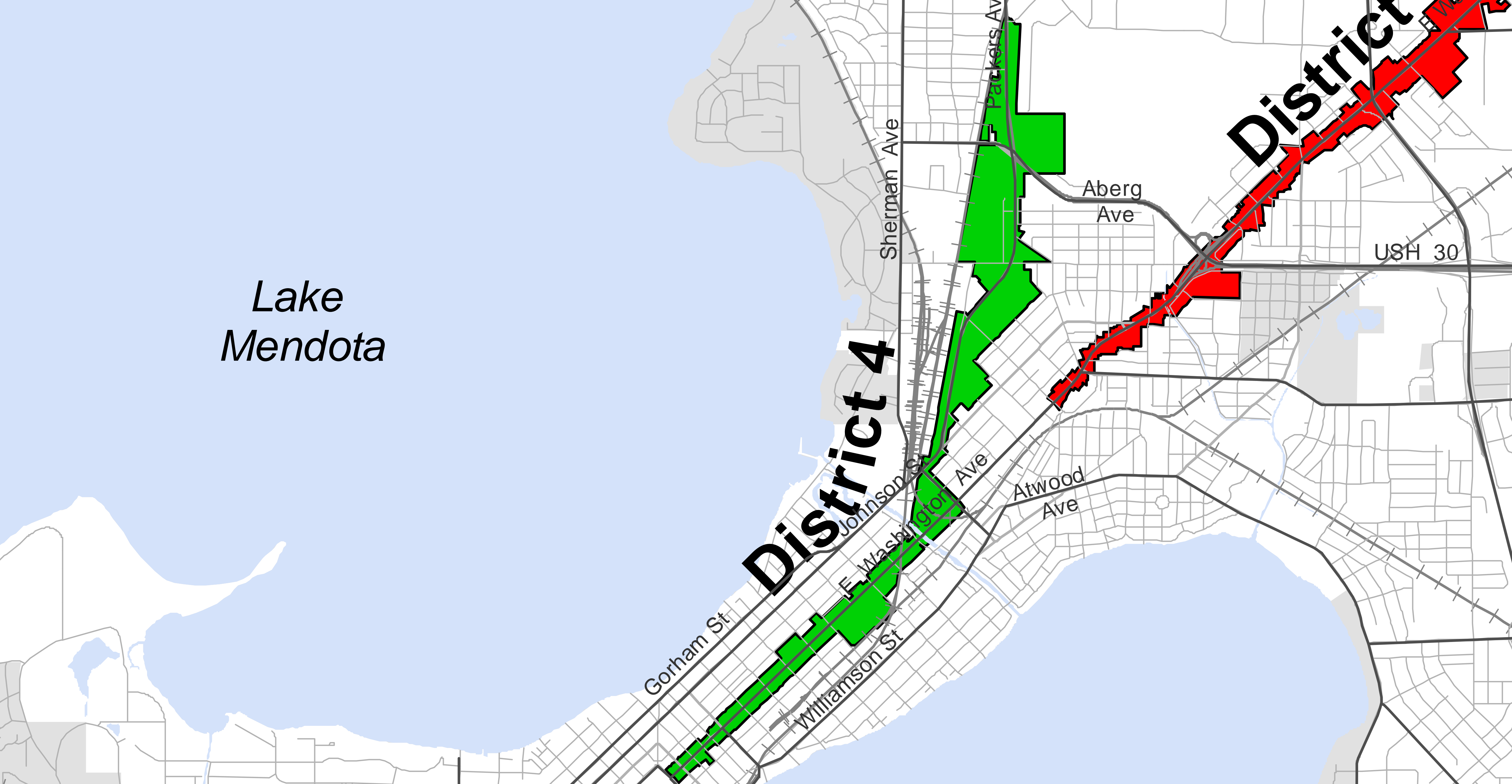




# Design Refinement





































# East Washington Signage











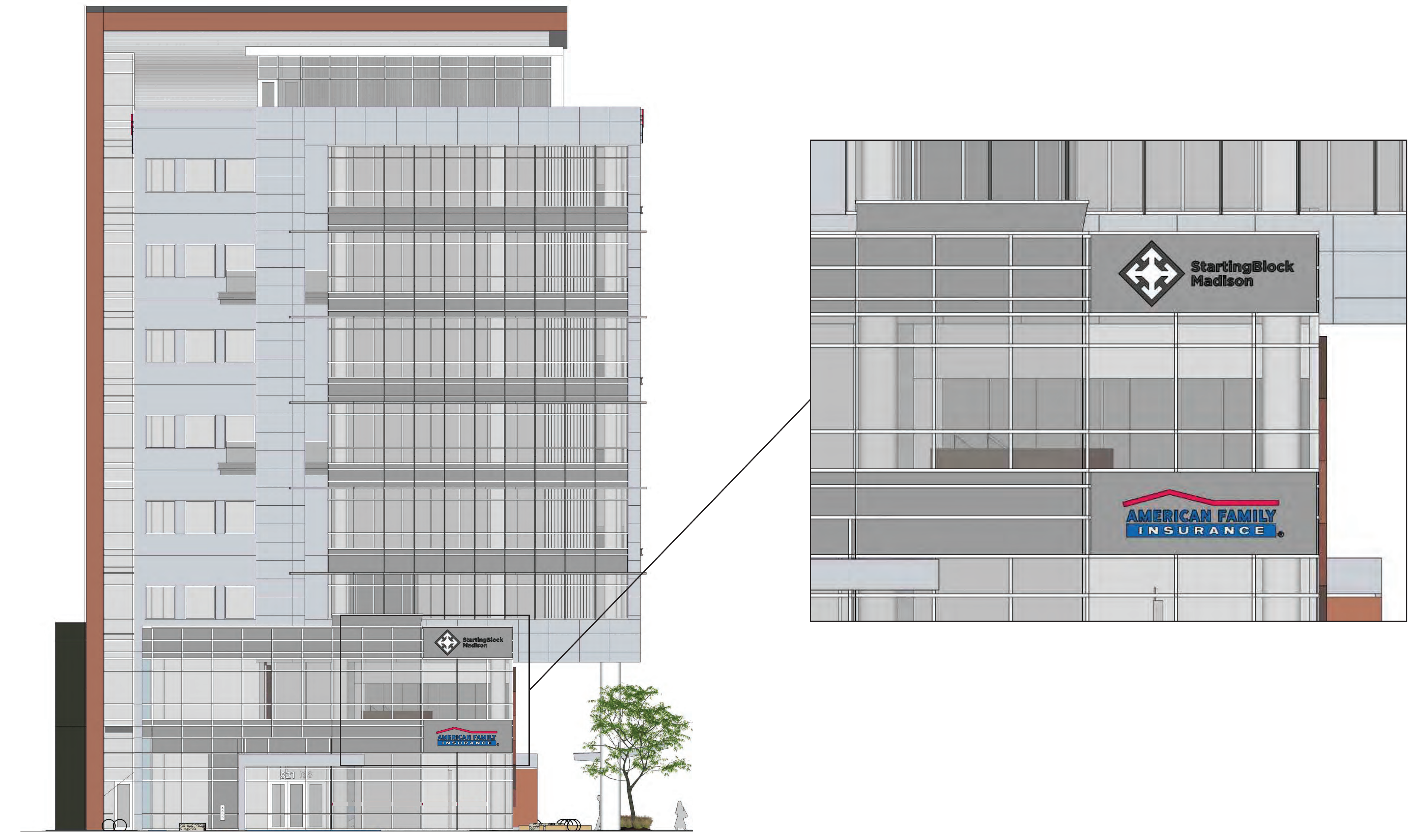














FIRST LEVEL BUILDING TENANT SIGNAGE

Color Targeting
<div><div></div> Pantone 199</div> <div><div></div> Pantone 293</div>
Illumination
Halo-lit with white LED's. To meet maximum guidelines for the City of Madison Wisconsin.
Wind Load
Withstand up to 75 MPH winds
Construction
Fabricate 3" deep channel letters with white polycarbonate face with digitally printed vinyl applied.  All returns on channel sign to match anodized finish of finish of backer.  Channel lettering/logo to be applied to 2-1/2" deep tube frame cabinet, the size of overall sign zone, to match anodized finish of building facade.

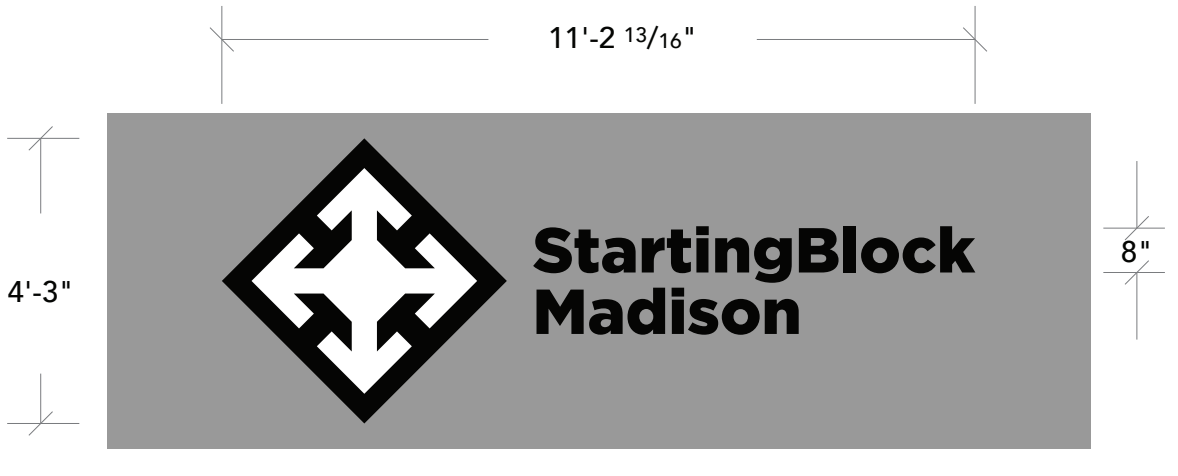


Day Scenario

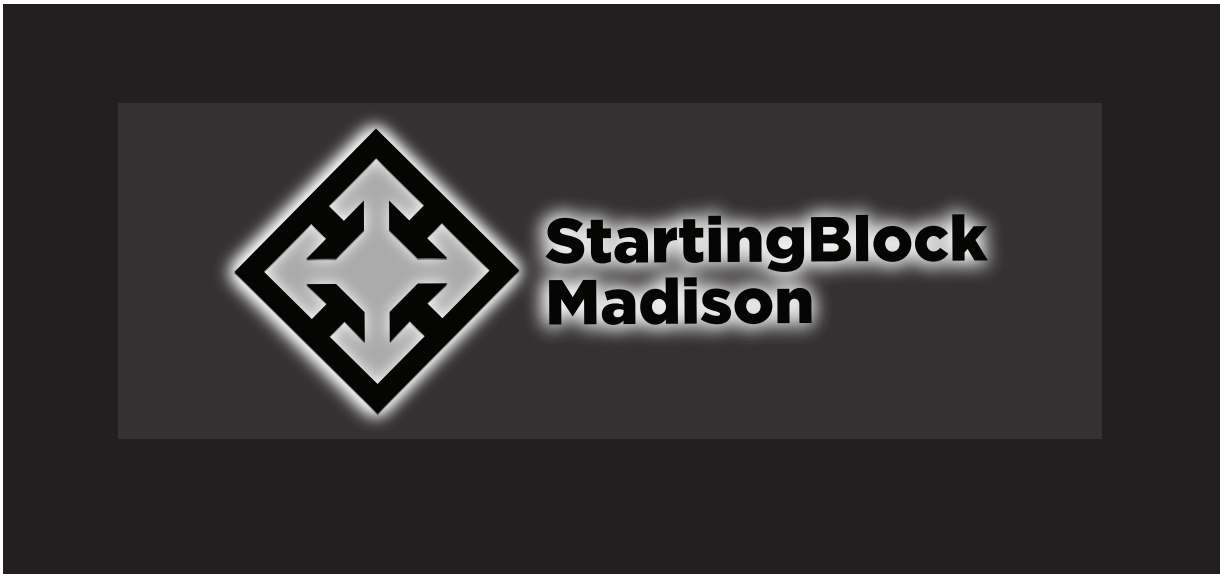


Night Scenario

NON-FIRST LEVEL BUILDING TENANT SIGNAGE



Day Scenario



Night Scenario

Color Targeting
<div><div></div> Black or Matching Dark Metal</div> <div><div></div> White or Matching Light Metal</div>
Illumination
Halo-lit with white LED's. To meet maximum guidelines for the City of Madison Wisconsin.
Wind Load
Withstand up to 75 MPH winds
Construction
Fabricate 3" deep channel letters with white polycarbonate face with digitally printed vinyl applied.  All returns on channel sign to match anodized finish of finish of backer.  Channel lettering/logo to be applied to 2-1/2" deep tube frame cabinet, the size of overall sign zone, to match anodized finish of building facade.  Secondary paint color will be allowed to be applied to backer panel only in order to fill in any interior coloring of logo i.e. Starting Block Madison white interior.



# Main Street Signage







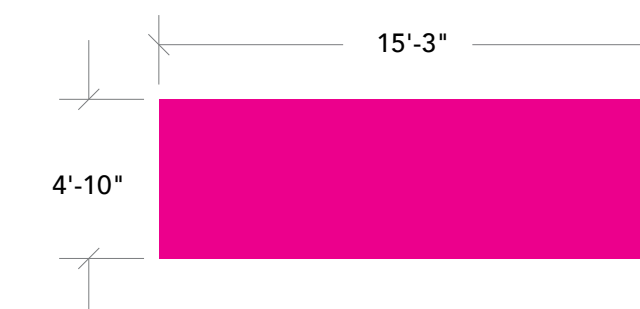




### Second Floor Tenant Signage

#### Signage Requirements

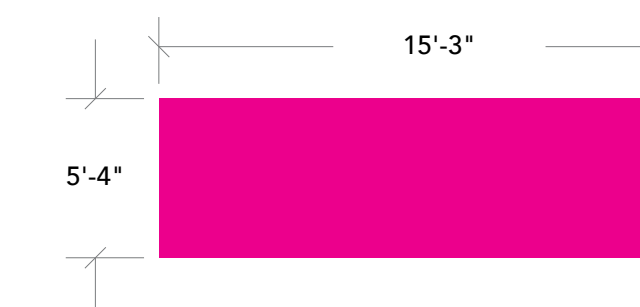
- 3" Deep Channel Lettering / Logo
- Halo Light Illumination
  - White LED's
  - Includes Channel Letters within logo
- Dark Anodized Aluminum Finish (No full color)
- Letters / Logo placed on 2-1/2" deep tube frame cabinet, the size of overall signage zone, to match anodized aluminum building facade finish.
- Transformer in remote location (roof mounted)
- Return of channel lettering to match anodized aluminum of building finish
- Secondary channel letter lighting allowed if multiple layers are needed in logo.
- Secondary paint color will be allowed to be applied to backer panel only in order to fill in any interior coloring of logo



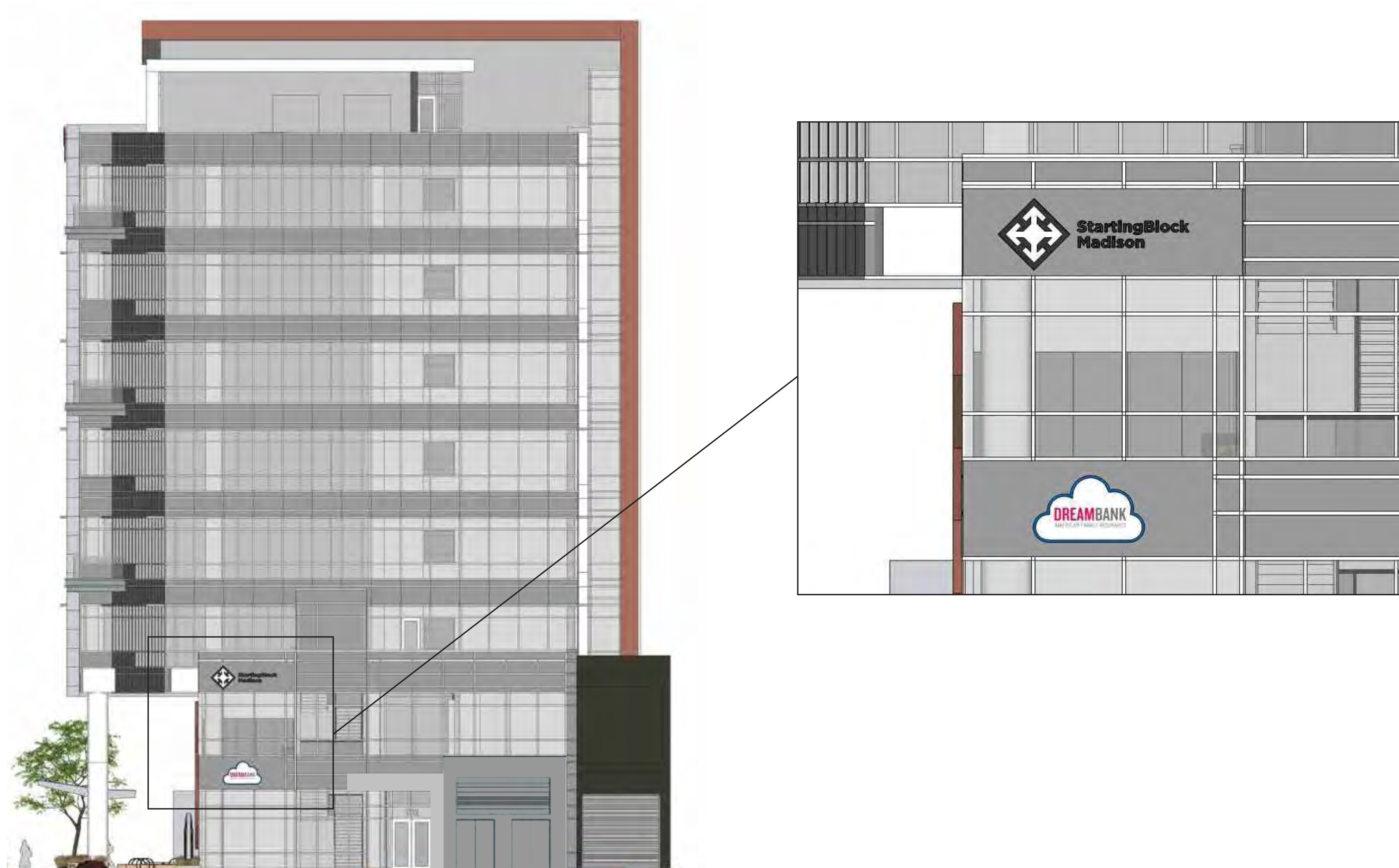
### First Floor Tenant Signage

#### Signage Requirements

- 3" Deep Channel Lettering / Logo
- Halo Light Illumination
  - White LED's
  - Includes Channel Letters within logo
- Full Color
- Letters / Logo placed on 2-1/2" deep tube frame cabinet, the size of overall signage zone, to match anodized aluminum building facade finish.
- Transformer in remote location (roof mounted)
- Return of channel lettering to match anodized aluminum of building finish
- Secondary channel letter lighting allowed if multiple layers are needed in logo.
- Secondary paint color will be allowed to be applied to backer panel only in order to fill in any interior coloring of logo





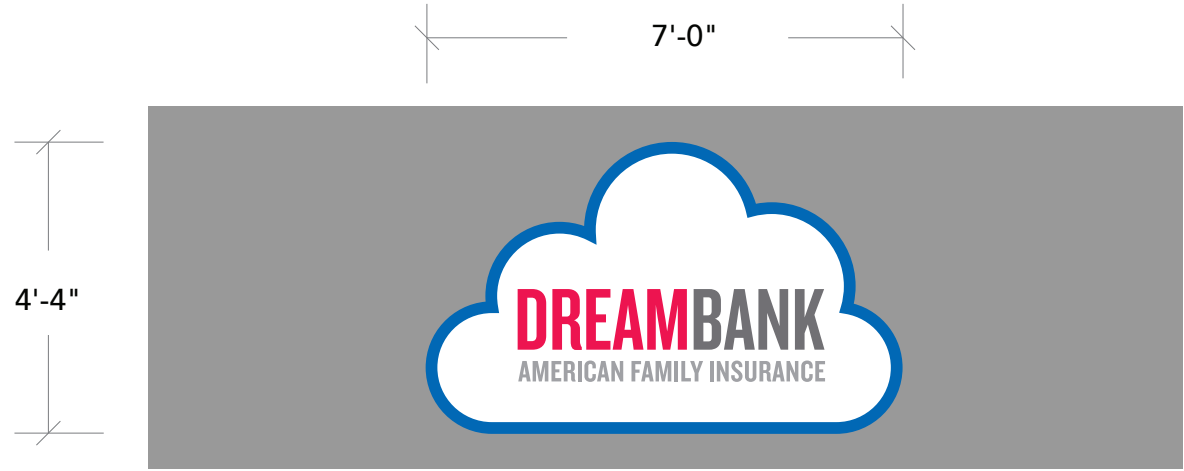






FIRST LEVEL BUILDING TENANT SIGNAGE

Color Targeting
 Pantone 199
 Pantone 293
Illumination
Halo-lit with white LED's. To meet maximum guidelines for the City of Madison Wisconsin.
Wind Load
Withstand up to 75 MPH winds
Construction
Fabricate 3" deep channel letters with white polycarbonate face with digitally printed vinyl applied.  All returns on channel sign to match anodized finish of finish of backer.  Channel lettering/logo to be applied to 2-1/2" deep tube frame cabinet, the size of overall sign zone, to match anodized finish of building facade.  Secondary channel letter lighting allowed if multiple layers are needed in logo.





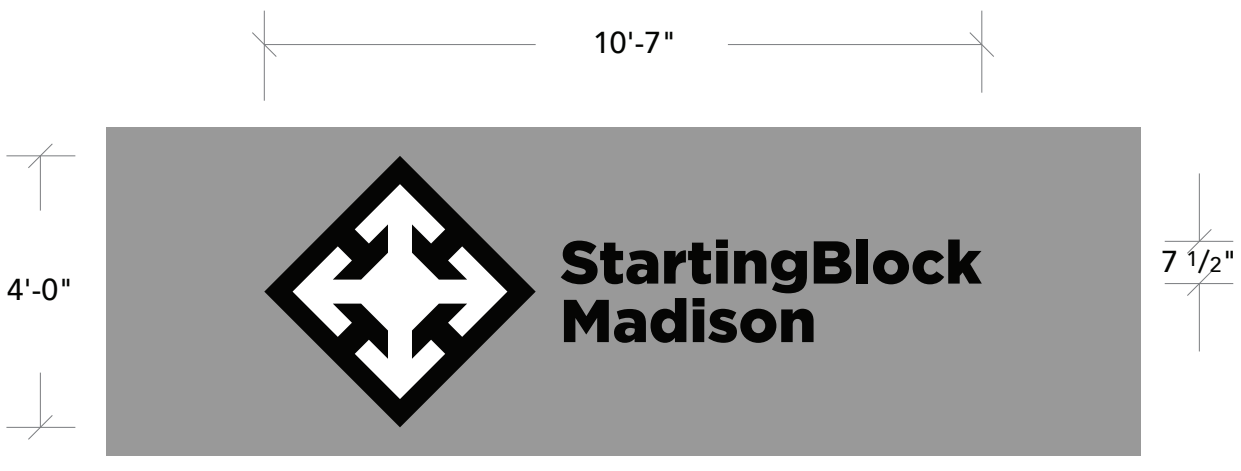
Day Scenario



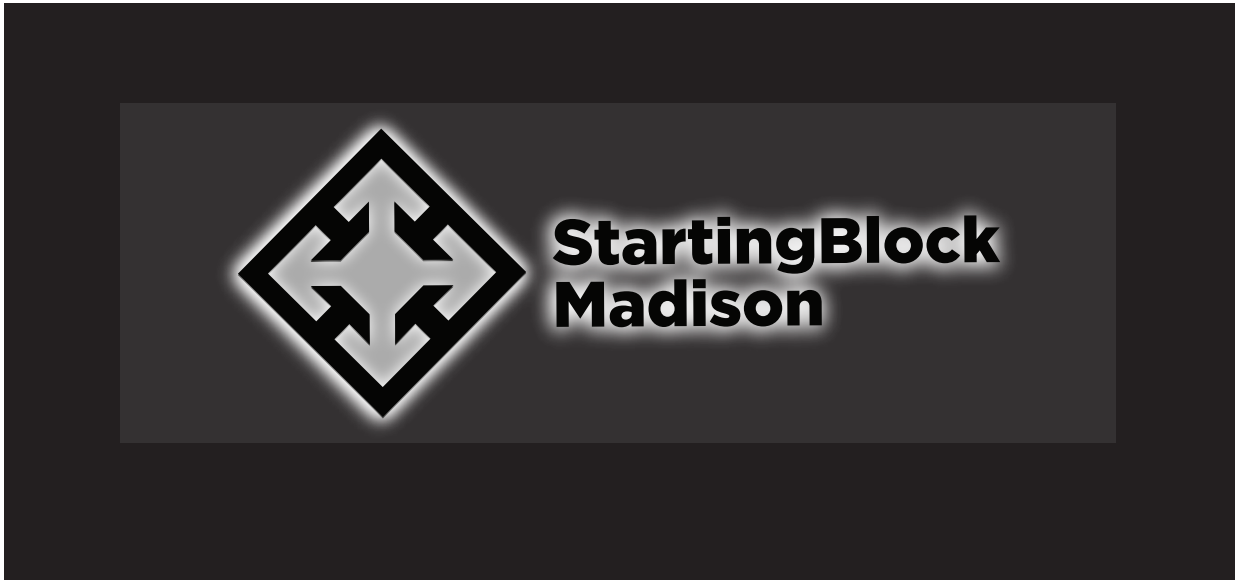
Night Scenario

NON-FIRST LEVEL BUILDING TENANT SIGNAGE

Color Targeting
 Black or Matching Dark Metal
 White or Matching Light Metal
Illumination
Halo-lit with white LED's. To meet maximum guidelines for the City of Madison Wisconsin.
Wind Load
Withstand up to 75 MPH winds
Construction
Fabricate 3" deep channel letters with white polycarbonate face with digitally printed vinyl applied.  All returns on channel sign to match anodized finish of finish of backer.  Channel lettering/logo to be applied to 2-1/2" deep tube frame cabinet, the size of overall sign zone, to match anodized finish of building facade.  Secondary paint color will be allowed to be applied to backer panel only in order to fill in any interior coloring of logo i.e. Starting Block Madison white interior.



Day Scenario



Night Scenario



