



Sign Guidelines

Version 1.0

OCTOBER 2018

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AllianceTexas Signage

04 Standard Leasing Sign

05 Sign Guidances

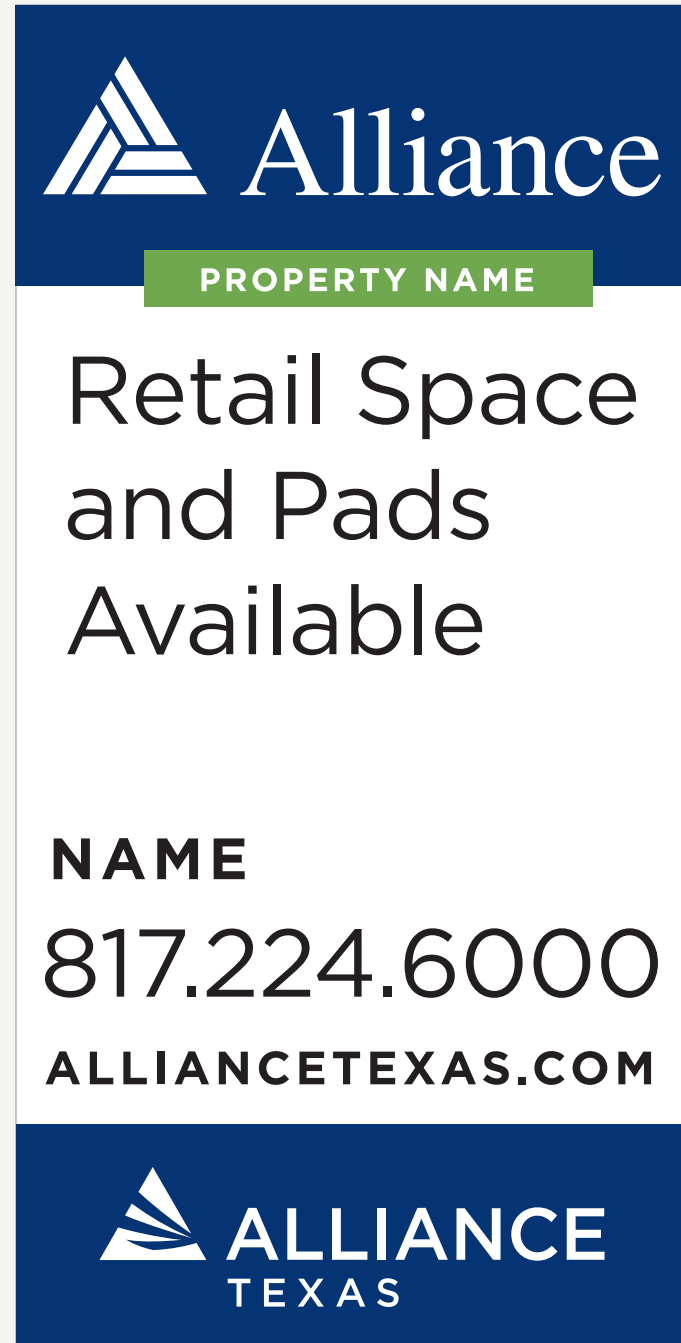
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AllianceTexas Signage

Standard Leasing Sign

The standard leasing sign is designed to have a modern, distinctive appearance across the AllianceTexas development. The standard look includes all necessary elements while allowing white space for a breathable design.



AllianceTexas Signage

Sign Guidances

The guidances on the right help ensure all important elements are legible and visible from a driving distance while maintaining a modern and consistent design. All fonts (with the exclusion of logos) must be Montserrat. The guidances show which font from the Montserrat font family the information will be displayed in.

Note: When submitting your artwork to your sign manufacturer, please request for no exposed fasteners. This ensures the sign looks polished.

44" w x 10" h white
Legacy Alliance sector logo
on PMS 288 background

White 1.75" letters in all
caps on PMS 7489
(Font: Montserrat Bold)

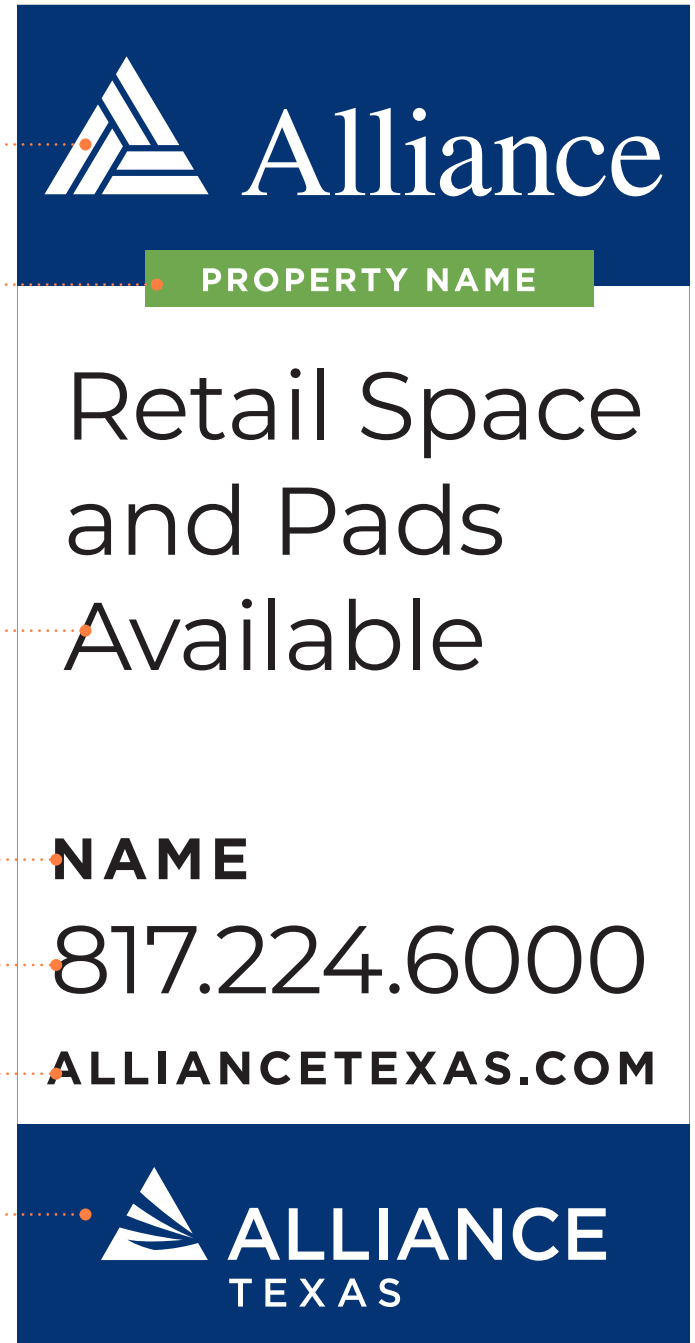
4.75" letters in Black
(Font: Montserrat Regular)

Black 3" letters in all caps (Font:
Montserrat Bold)

Black 4.75" letters
(Font: Montserrat Regular)

Black 2.375" letters
(Font: Montserrat Bold)

White 36" x 10" AllianceTexas
logo on PMS 288 background



AllianceTexas Signage

Signs with Square Feet

Square footage may be included on leasing signs using the guidances on the right. To ensure legibility, please use Montserrat Bold for the square footage with the description below in Montserrat Regular.

Note: When submitting your artwork to your sign manufacturer, please request for no exposed fasteners. This ensures the sign looks polished.

44" w x 10" h white Legacy Alliance sector logo on PMS 288 background

White 1.75" letters in all caps on PMS 7489 (Font: Montserrat Bold)

4.75" letters in Black (Font: Montserrat Bold)

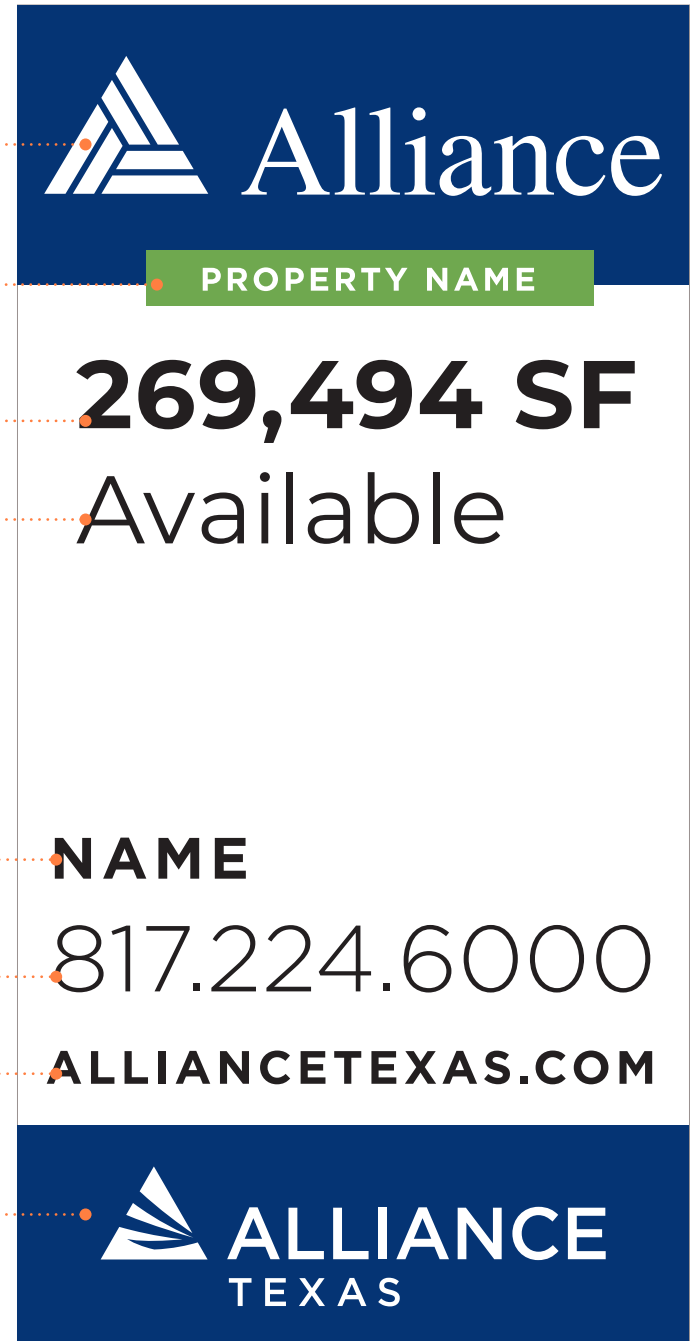
4.75" letters in Black (Font: Montserrat Regular)

Black 3" letters in all caps (Font: Montserrat Bold)

Black 4.75" letters (Font: Montserrat Regular)

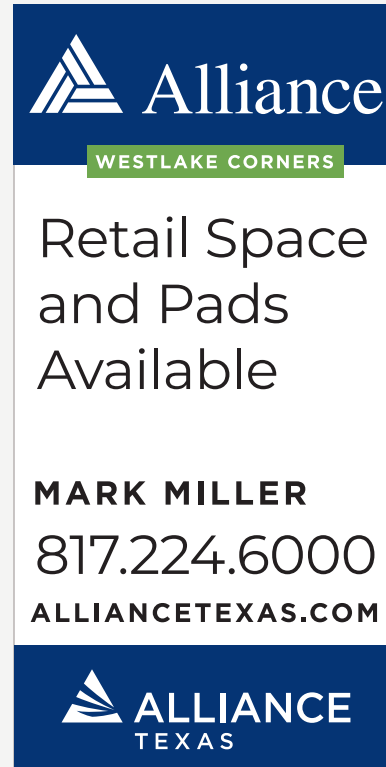
Black 2.375" letters (Font: Montserrat Bold)

White 36" x 10" AllianceTexas logo on PMS 288 background



AllianceTexas Sign Examples

The following examples demonstrate the aforementioned guidances in use for a number of signage instances.

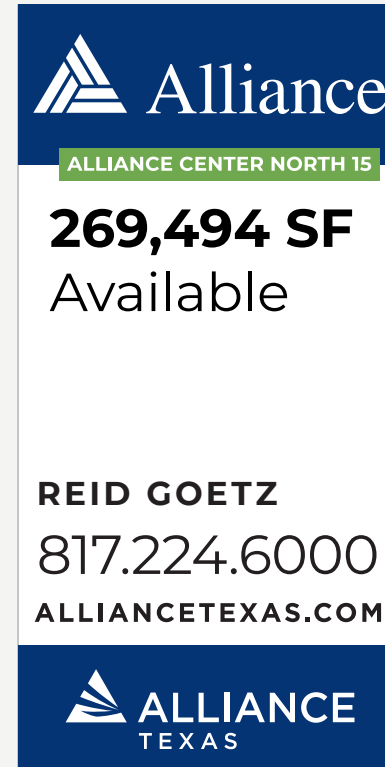


WESTLAKE CORNERS

Retail Space
and Pads
Available

MARK MILLER
817.224.6000
ALLIANCETEXAS.COM

ALLIANCE
TEXAS

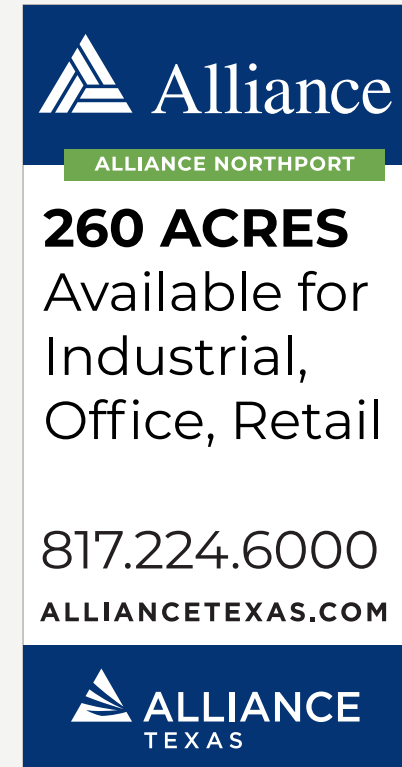


ALLIANCE CENTER NORTH 15

269,494 SF
Available

REID GOETZ
817.224.6000
ALLIANCETEXAS.COM

ALLIANCE
TEXAS



ALLIANCE NORTHPORT

260 ACRES
Available for
Industrial,
Office, Retail

817.224.6000
ALLIANCETEXAS.COM

ALLIANCE
TEXAS

Third Party

10 Third Party Standard Sign

11 Leasing Sign Examples

12 Window Sign

Third Party

Third Party Standard

Logos may be included in the designated space (as shown to the right) on any third party owned signage. Logos must not exceed 40 inches in width or 12 inches in height. Avoid skewing logos to fit.

The property identifier should be included at the top in Montserrat Bold with a green background (PMS 7489). If the property identifier is unknown, the street address may be used. See next page for examples.

Note: When submitting your artwork to your sign manufacturer, please request for no exposed fasteners. This ensures the sign looks polished.



PROPERTY NAME

Third Party Logo
40" w x 12" h

000,000 SF
Available for Lease

BROKER NAME
817.555.0000



Third Party

Leasing Sign Examples

The following examples demonstrate the aforementioned guidances in use for a number of third party signage instances.

Note: When submitting your artwork to your sign manufacturer, please request for no exposed fasteners. This ensures the sign looks polished.

This sign features a dark blue header with the Alliance logo and the word "Alliance" in white. Below the header is a green bar with the address "4801 WESTPORT PKWY" in white. The main body of the sign is white and contains the Exeter Property Group logo (a sunburst icon) and the text "EXETER PROPERTY GROUP". Below this, it reads "400,000 SF Available for Lease" and "BARRY STOKES 214.587.1756". The sign concludes with a dark blue footer containing the Alliance Texas logo.

This sign features a dark blue header with the Alliance logo and the word "Alliance" in white. Below the header is a green bar with the address "ALLIANCE CROSSING" in white. The main body of the sign is white and contains the logo for "THE retail CONNECTION" (with "retail" in a dark blue box). Below this, it reads "For Lease", "DAVID LEVINSON 214.572.7777", and "THERETAILCONNECTION.NET". The sign concludes with a dark blue footer containing the Alliance Texas logo.

Third Party

Window Sign

Please follow the guidances on the right when designing a window leasing sign. Standard size is 30" wide by 36" in height.

Note: Window sign should be printed on adhesive material to avoid the usage and visibility of any tape.



ALLIANCE
TEXAS

ALLIANCE CROSSING

For Lease

HUNTER HAYS

817.487.7200

NAIGlobal[®]

NAIRLRETAIL.COM

Temporary Signage

12 Now Hiring

Temporary Sign

Now Hiring Signage

MATERIALS

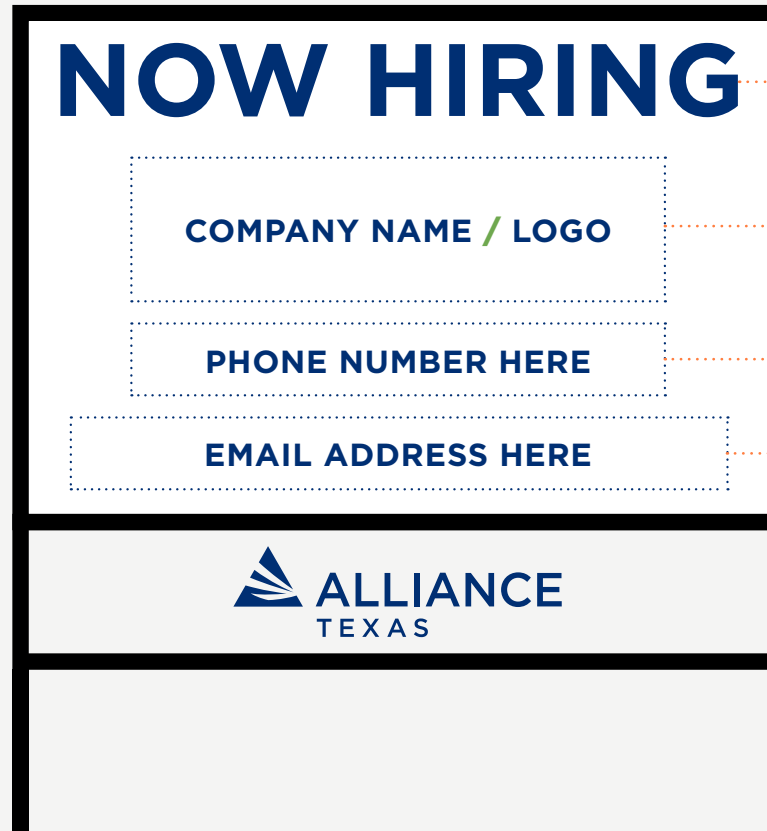
- PANEL: 24" x 36" D/S .040 Pre-Finished White Aluminum with Vinyl Graphics with Frame
- FONT: Montserrat Bold (Free through Google: www.fonts.google.com/specimen/Montserrat)

LIMITED USE

- Onsite Tenant/Owner only
- Placed out of R.O.W.
- One 5 day work week per month
- One sign per Tenant/Owner per site placed near main entry

APPROVAL PROCESS

- Submit for review and approval an exhibit with a dimensioned design showing text and specifying compliance with above requirements



33" x 3.5" PMS 288
Exact Language & Size

Company name or logo
must not exceed 26" in
width and 7" in height.

Phone Number:
26" x 3.5" Max area

Email Address:
32" x 3.5" Max area

Reference

Contact

For more information, contact
Nancy Dang at Nancy.Dang@Hillwood.com or
Mercedes Bolen at Mercedes.Bolen@Hillwood.com

The requirements in this Signage Guide are in addition to, and not in lieu of, Alliance Development Guidelines and applicable restrictive covenants. Temporary signage program may be changed and/or eliminated at any time by the relevant Association. All signage must comply with relevant jurisdictional requirements.