



CORPORATE NORTH AMERICA - INTERIOR SIGNAGE STANDARDS

Image Group Brand, Inc.

Company Profile

Image Group provides Amazon branding and signage wayfinding systems. We define your signage challenges, recognize potential problems, generate ideas and implement the appropriate solutions. We provide a signage program to clearly identify and efficiently navigate each site.

Sign Standards

Amazon has established identifiable signage standards that are adaptable to unique situations that may occur. We provide comprehensive project management services with all inclusive signage and wayfinding implementation.

Amazon Brand

Adherence to the Amazon Brand is strictly maintained. We put familiar words and pictures into new relationships to achieve the desired exposure at each facility. Every sign is designed to complement the architecture without overwhelming or detracting from the surroundings.

Message Schedule / Programming

The functional necessity of effective signage requires a message schedule, which we provide for each of our signage elements. A site plan is also provided for cross-reference and overview of the system for ease in comprehension and application.

Manufacturing / Installation

Our experience spans hundreds of projects around the world which allows us to fully understand the complexity of manufacturing and the installation process. Our team interacts within the network of alliance partners to determine the best solutions to achieve a seamless implementation of all products.

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INTERIOR SIGNAGE

RUBY

SIGN TYPE

BLDG. ID

BUILDING ENTRY VINYL

BLACKFOOT

SIGN TYPE

BLDG. ID.1

BUILDING NAME SIGNAGE

amazon

SIGN TYPE

RL.1-A

(RECEPTION LOGO
BLACK & YELLOW VERSION)

amazon

SIGN TYPE

RL.1-B

(RECEPTION LOGO
BLACK VERSION)

amazon

SIGN TYPE

RL.1-C

(RECEPTION LOGO
WHITE & YELLOW VERSION)

amazon

SIGN TYPE

RL.1-D

(RECEPTION LOGO
WHITE VERSION)

amazon

SIGN TYPE

RL.2

(RECEPTION LOGO
PAINTED VERSION)

amazon

SIGN TYPE

DL

(DIMENSIONAL LETTERS)

PORT 99

SIGN TYPE

DL.1-A

(DESK LOGO VINYL
BLACK PRINT VERSION)

PORT 99

SIGN TYPE

DL.1-B

(DESK LOGO VINYL
WHITE PRINT VERSION)

Arizona
Conference > 06.201

SIGN TYPE

RS-01

(OFFICE ROOM VINYL CLING)

Arizona
Freight Elevator

SIGN TYPE

RS-02

(OFFICE ROOM VINYL CLING)

Arizona
21.100

SIGN TYPE

RS-03

(OFFICE ROOM VINYL CLING)

Have any facility needs?
Email us at XXXXX@XXXXX.com
Please leave the room ready for others.
Thank you!

SIGN TYPE

CONF. RM.

(CONFERENCE ROOM CLING)

Have any facility needs?
Email us at XXXXX@XXXXX.com
Have any AV needs?
XXXXXXXXX.com or phone number
Please leave the room ready for others.
Thank you!

SIGN TYPE

AV RM.

(AV ROOM CLING)

12
BLACKFOOT

SIGN TYPE

DIR-LM

DIRECTORY DISPLAY

amazon
Reception

SIGN TYPE

TAG

ELEVATOR TAG DISPLAY

THESE ELEVATORS SERVE
FLOORS 1, 7-12
TRANSFER TO HIGH-RISE
FLOORS ON 12
Looking for Amazon Reception?
Please proceed to the 12th floor.

SIGN TYPE

SERVES

ELEVATOR DISPLAY

↑ CONFERENCE
05.101 - 05.103
GROUP AV
05.104
COMM CENTER
BUSINESS CENTER
→ CONFERENCE
05.107

SIGN TYPE

DIRECT

DIRECTIONAL DISPLAY



SIGN TYPE

BLADE-A

("COMM CENTER")



SIGN TYPE

BLADE-A-1

("COPY ROOM")



SIGN TYPE

BLADE-B

("ELEVATORS" -
WITH DOGS)



SIGN TYPE

BLADE-B-1

("ELEVATORS" -
WITHOUT DOGS)



SIGN TYPE

BLADE-C

("RESTROOMS")



SIGN TYPE

BLADE-CM

("MEN")



SIGN TYPE

BLADE-CW

("WOMEN")



SIGN TYPE

BLADE-D

("BUSINESS CENTER")



SIGN TYPE

BLADE-E

("DEKSIDESIDE")

MAXIMUM
OCCUPANCY
45

SIGN TYPE

MAX

MAX. OCCUPANCY SIGN

LANDFILL
RECYCLE
COMPOST

SIGN TYPE

BIN-A

BIN SIGNAGE DECAL

LANDFILL
RECYCLE
COMPOST

SIGN TYPE

BIN-B

BIN SIGNAGE DECAL

COFFEE
GROUND

SIGN TYPE

COFFEE

BIN SIGNAGE DECAL

Amazon.com Logo Usage Guidelines

All use of the Amazon.com logo must be approved by Amazon Corporate Branding prior to use.

Size

The logo must be no smaller than 1" wide for print or 72 pixels on screen.



Color

The Amazon.com corporate colors are Black and Amazon Orange (see colors below). No screens of either color are allowed. If the logo moves to one-color, the smile will be black or white—never gray. The logo must appear in one of the following color combinations.



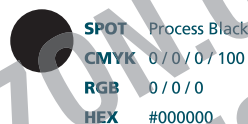
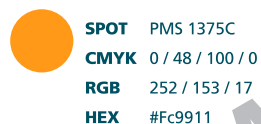
Preferred two-color

Preferred one-color



Reversed two-color

Reversed one-color



If background colors other than black or white are used, the background must provide adequate contrast for the logo.



On dark background

On light background

Clear Space

Clear space is based upon the bold letter 'o' in the logo. Horizontal space required is the full width of the 'o' on either side. Vertical space required is half the height of the 'o' above and below.



Unacceptable Applications

Do not alter the logo artwork in proportion or color. Below are some examples of unacceptable logo presentation.



Legal copy

Include the Amazon.com trademark legal:

Amazon, Amazon.com and the Amazon.com logo are registered trademarks of Amazon.com, Inc. or its affiliates.

Amazon Display Advertising Style Guide

AMAZON BRAND USAGE GUIDELINES

3 Logos & Imagery

3.1 – Amazon.com Logo Guidelines Use of the Amazon logo must be approved in all cases. In the event the logo is used in a co-branded campaign, usage must be in accordance to the standards set forth below. For details on the rest of the family of Amazon logos, see Additional Logo Usage on page 3. Please send requests for approval along with examples of usage to your account team.

Size The Amazon logo must be no smaller than 1" wide for print or 72 pixels on screen.



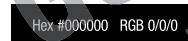
Clear Space Clear space is based upon the bold letter 'o' in the logo. Horizontal space required is the full width of the 'o' on either side. Vertical space required is half the height of the 'o' above and below...



Color Amazon corporate colors are Black and Amazon Orange (see colors below). No screens of either color are allowed. If the logo moves to one-color, the smile will be black or white—never gray. The logo must appear in one of the following color combinations.



Amazon Orange



Black



If background colors other than black or white are used, the background must provide adequate contrast for the logo.



On dark background



On light background

Not Allowed Do not alter the logo artwork in proportion or color. Below are some examples of logo presentations which are not allowed.



Do not use unapproved colors



Do not outline the logo



Do not modify or recreate the provided artwork



Do not use the logo as part of a sentence



Use of arrow as standalone graphic must be approved by the Amazon brand team



Do not layer other content on top or below



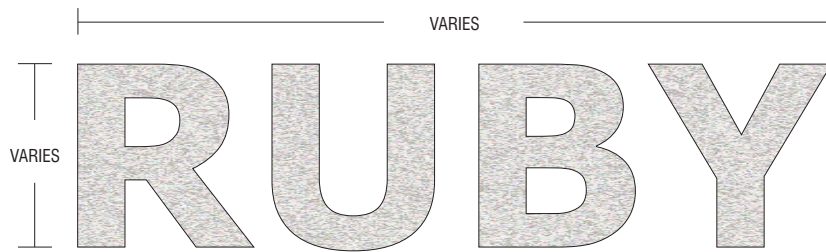
Do not use the logo without the smile



Do not place the logo on a patterned background



Do not place a drop shadow behind the logo



SIGN TYPE
BLDG. ID*

SIGN SPECIFICATIONS:
FIRST-SURFACE APPLIED 3M DUSTED CRYSTAL #7725SE-314
DIE-CUT VINYL GRAPHICS.

NON-ILLUMINATED BUILDING ENTRY VINYL GRAPHICS
SCALE: NTS



PROPOSED PHOTO LAYOUT

* This sign type BLDG.ID to be used at non-shared buildings only.

5'-3 1/2"

7"

BLACKFOOT

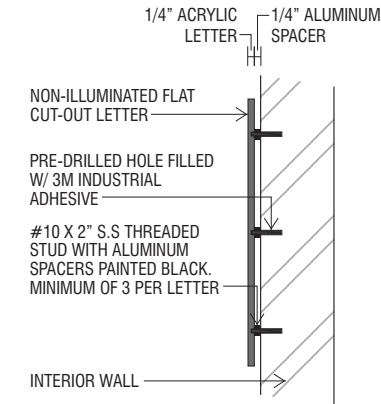
SIGN TYPE
BLDG. ID.1*

SIGN SPECIFICATIONS:

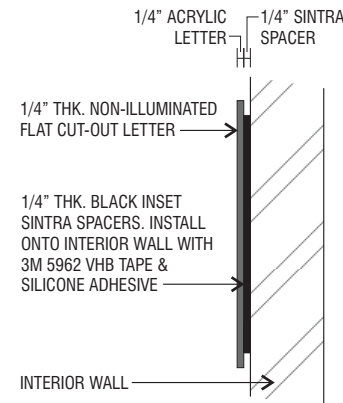
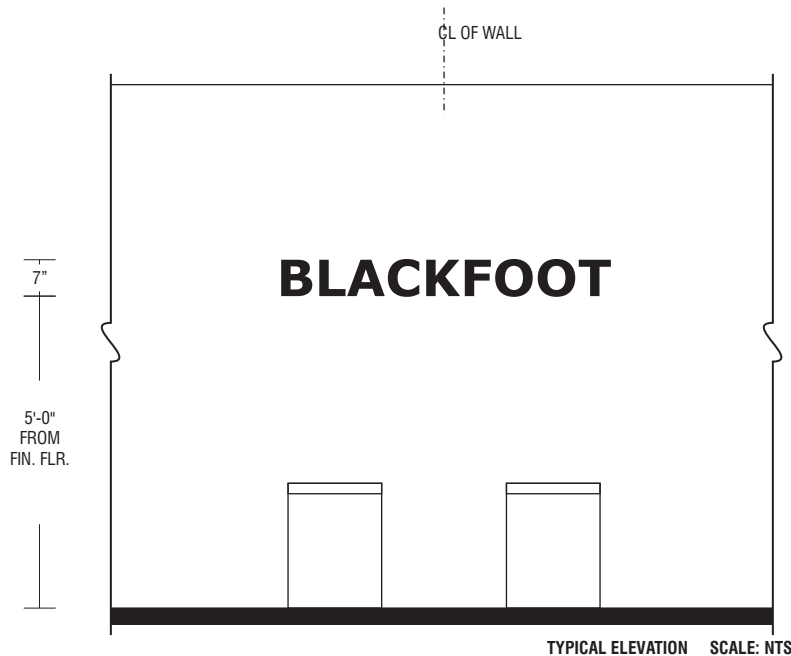
1/4" THK. FLAT CUT OUT ACRYLIC GRAPHICS WITH FACES & EDGES PAINTED BLACK (SATIN FINISH). INSTALLATION METHOD VARIES (SEE SECTION DETAILS AT RIGHT).



NON-ILLUMINATED DIMENSIONAL GRAPHICS
SCALE: NTS



SECTION DETAIL (PREFERRED METHOD)
NO SCALE

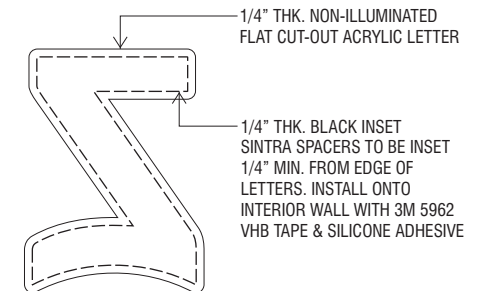


SECTION DETAIL (SECONDARY METHOD)
NO SCALE

NOTE:

SECONDARY METHOD TO BE USED PER THE FOLLOWING:

1. AT LOCATIONS WHEN WALL PENETRATIONS ARE NOT ALLOWED.
2. LETTERSTROKES ARE NOT WIDE ENOUGH TO ACCOMMODATE THE USE OF ALUMINUM SPACERS.



EXAMPLE OF SINTRA SPACER NO SCALE

* This sign type BLDG.ID.1 Building name located at Reception floor when Amazon occupies a shared building, Otherwise, Dusted Crystal vinyl applied at ground floor entry side relite. (See Sign Type BLDG.ID)

amazon

SIGN TYPE
RL.1-A
(RECEPTION LOGO
BLACK & YELLOW VERSION)



TYPICAL APPLICATION OF RL.1-A

amazon

SIGN TYPE
RL.1-D
(RECEPTION LOGO
WHITE VERSION)



TYPICAL APPLICATION OF RL.1-D

amazon

SIGN TYPE
RL.1-B
(RECEPTION LOGO
BLACK VERSION)



TYPICAL APPLICATION OF RL.1-B

amazon

SIGN TYPE
RL.2
(RECEPTION LOGO
PAINTED VERSION)



TYPICAL APPLICATION OF RL.2

amazon

SIGN TYPE
RL.1-C
(RECEPTION LOGO
WHITE & YELLOW VERSION)



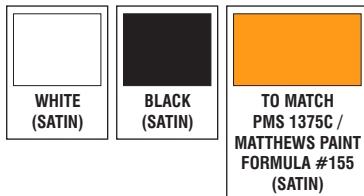
TYPICAL APPLICATION OF RL.1-C

amazon

SIGN TYPE
DL
(DIMENSIONAL LETTERS)

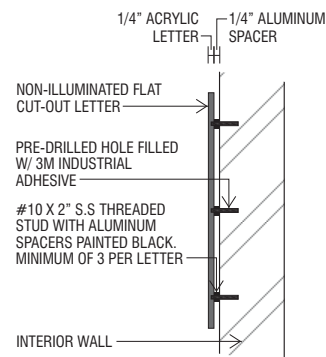


TYPICAL APPLICATION OF DL

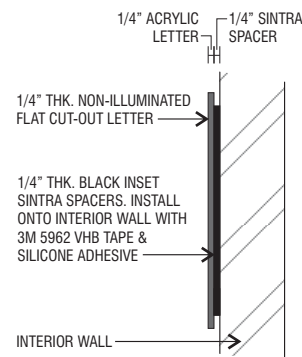


SIGN SPECIFICATIONS:
1/4" THK. FLAT CUT OUT ACRYLIC GRAPHICS WITH PAINTED FACES & EDGES (SATIN FINISH).
INSTALLATION METHOD VARIES (SEE SECTION DETAILS BELOW).

NON-ILLUMINATED DIMENSIONAL GRAPHICS SCALE: NTS



SECTION DETAIL (PREFERRED METHOD)
NO SCALE



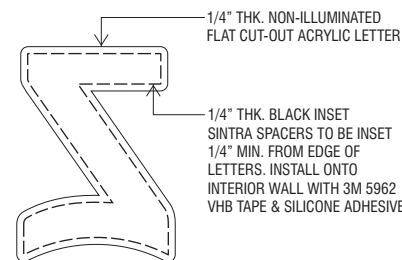
SECTION DETAIL (SECONDARY METHOD)
NO SCALE

NOTE:
SECONDARY METHOD TO BE
USED PER THE FOLLOWING:
1. AT LOCATIONS WHEN WALL
PENETRATIONS ARE NOT
ALLOWED.
2. LETTERSTROKES ARE NOT
WIDE ENOUGH TO ACCOMMODATE
THE USE OF ALUMINUM SPACERS.

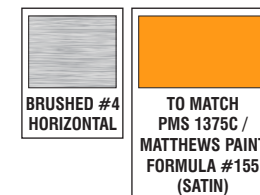
SIGN TYPE DL SIGN SPECIFICATIONS

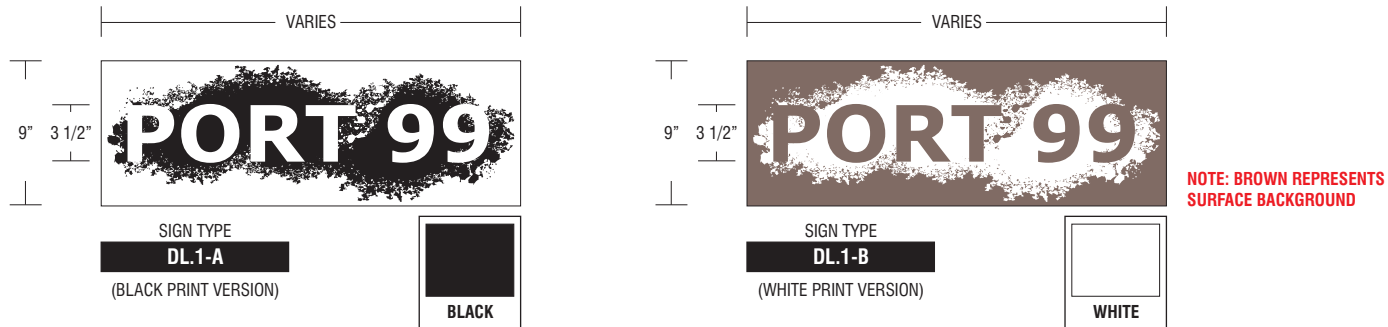
"AMAZON" LETTERS:
MATERIAL: STAINLESS STEEL
FACE FINISH: BRUSHED #4 HORIZONTAL
RETURN FINISH: SATIN
THICKNESS: 1/2" THK. FABRICATED
INTERNAL ILLUMINATION: NONE
INSTALLATION: METHOD VARIES (SEE
SECTION DETAILS BELOW)

SMILE:
MATERIAL: STAINLESS STEEL
FACE & RETURN FINISH: PAINTED TO MATCH
PMS 1375C YELLOW, SATIN
THICKNESS: 1/2" THK. FABRICATED
INTERNAL ILLUMINATION: NONE
INSTALLATION: METHOD VARIES (SEE
SECTION DETAILS BELOW)



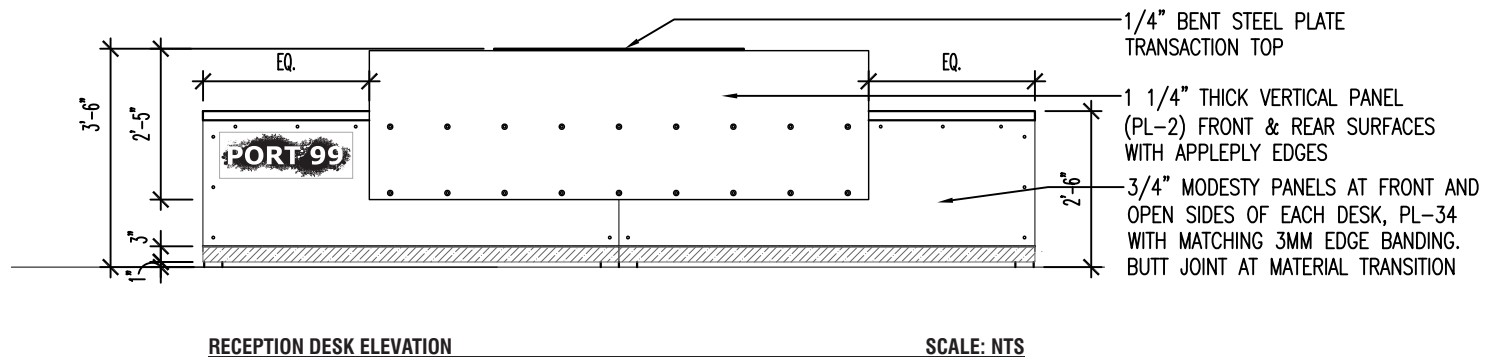
EXAMPLE OF SINTRA SPACER NO SCALE



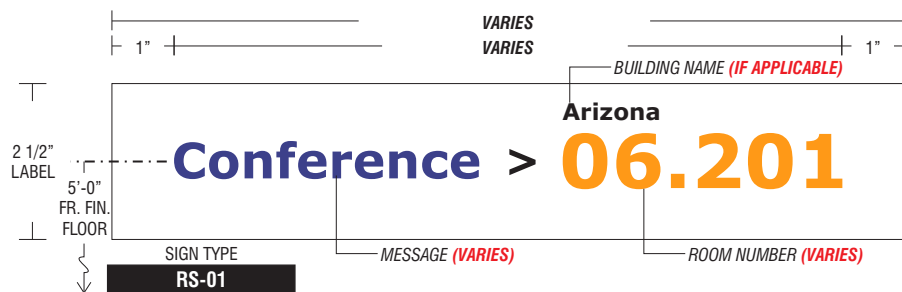


SIGN SPECIFICATIONS:
3M 8150-114 CLEAR VINYL WITH FIRST-SURFACE DIGITALLY PRINTED GRAPHICS.

NON-ILLUMINATED DESK LOGO
SCALE: NTS

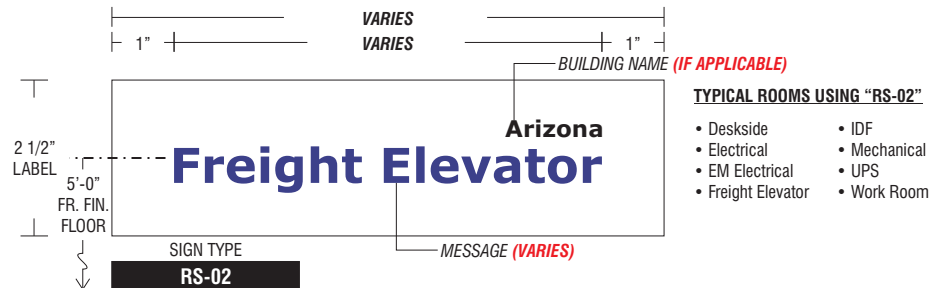


CLEAR CLINGS



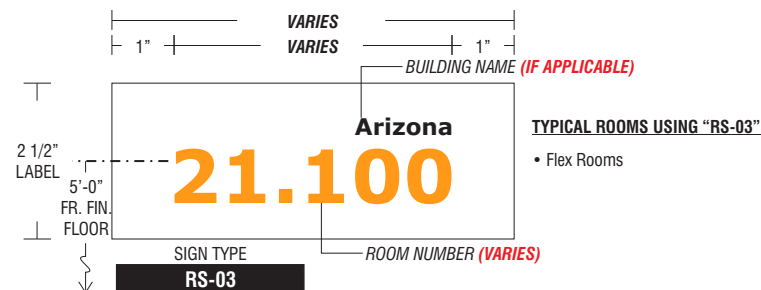
TYPICAL ROOMS USING "RS-01"

- Audio/Video Pod Cast
- AV Room
- AV Storage
- AV Tech Office
- AV Tech Storage
- Business Service Center
- Cabana
- Casual Conference
- Conference
- Editing
- Elec/Stor
- Electrical
- Electrical / Storage
- F.A.
- Group AV
- Mother's Room
- Quiet Room
- Storage
- Team Room
- Usability Lab
- Usability Lab Conference



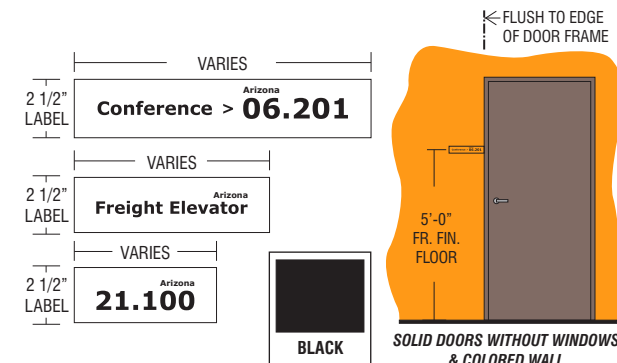
SIGN SPECIFICATIONS:
3M 8150-114 CLEAR CLING WITH FIRST-SURFACE PRINTED BLACK & BLUE GRAPHICS.
SECOND-SURFACE TO HAVE 3M DUSTED CRYSTAL #7725SE-314 BACKERS SIZED TO MATCH (AT WINDOW LOCATIONS ONLY).

NON-ILLUMINATED OFFICE ROOM SIGNAGE
SCALE: NTS



SIGN SPECIFICATIONS:
3M 8150-114 CLEAR CLING WITH FIRST-SURFACE PRINTED BLACK & YELLOW GRAPHICS.
SECOND-SURFACE TO HAVE 3M DUSTED CRYSTAL #7725SE-314 BACKERS SIZED TO MATCH (AT WINDOW LOCATIONS ONLY).

NON-ILLUMINATED OFFICE ROOM SIGNAGE
SCALE: NTS



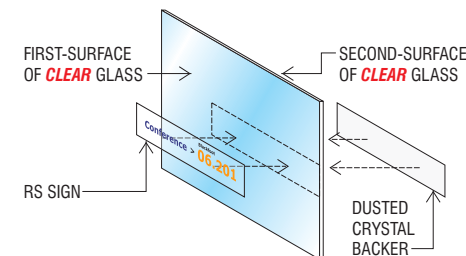
SIGN SPECIFICATIONS:
3M 8150-114 CLEAR CLING WITH FIRST-SURFACE PRINTED BLACK GRAPHICS.
TO BE USED AT YELLOW, ORANGE OR BLUE WALL LOCATIONS ONLY.

NON-ILLUMINATED CLEAR SPECIALTY CLINGS
SCALE: NTS

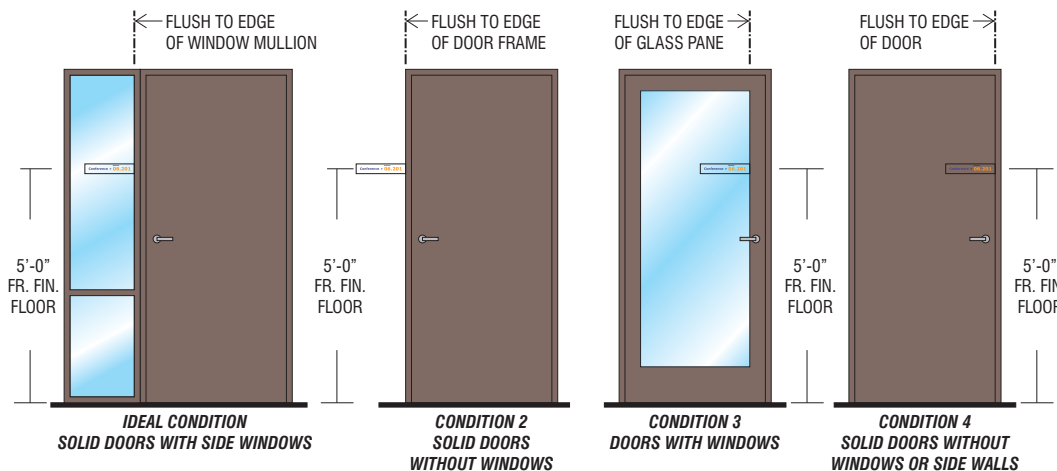


PHOTO LAYOUT OF RS (DOORS WITH WINDOWS)

NOTE:
SIGN TO BE INSTALLED ON DOOR HANDLE SIDE.

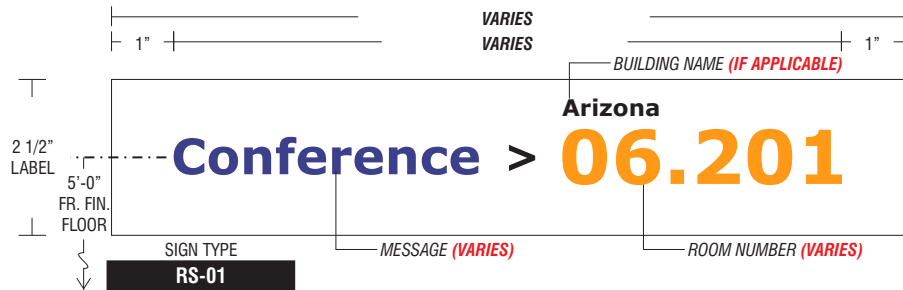


VINYL BACKERS AT CLEAR WINDOW LOCATIONS



INSTALLATION LAYOUTS SCALE: 3/8" = 1'-0"

WHITE CLINGS*



TYPICAL ROOMS USING "RS-01"

- Audio/Video Pod Cast
- AV Room
- AV Storage
- AV Tech Office
- AV Tech Storage
- Business Service Center
- Cabana
- Casual Conference
- Conference
- Editing
- Elec/Stor
- Electrical
- Electrical / Storage
- F.A.
- Group AV
- Mother's Room
- Quiet Room
- Storage
- Team Room
- Usability Lab
- Usability Lab Conference

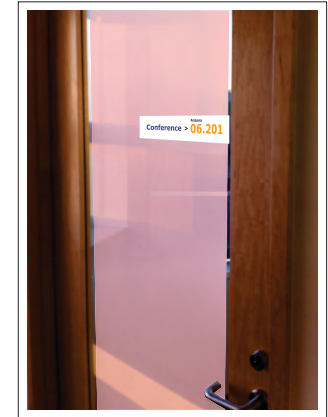
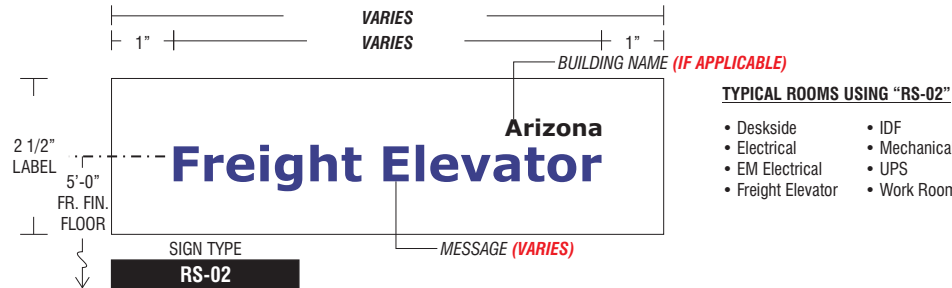


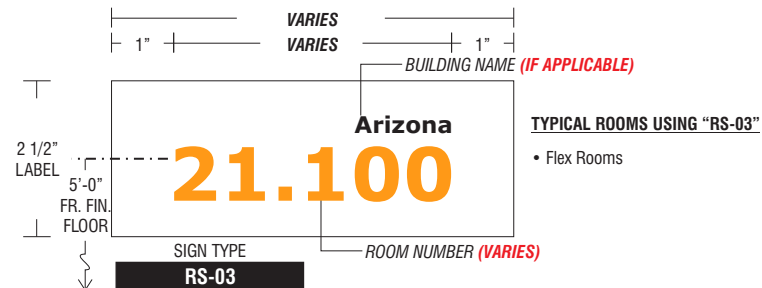
PHOTO LAYOUT OF RS
(DOORS WITH WINDOWS)



TYPICAL ROOMS USING "RS-02"

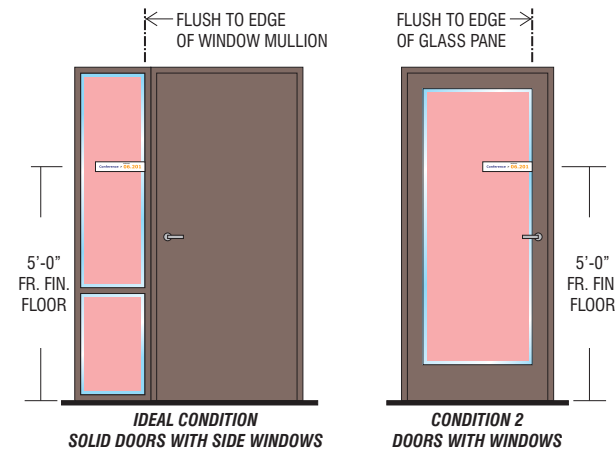
- Deskside
- Electrical
- EM Electrical
- Freight Elevator
- IDF
- Mechanical
- UPS
- Work Room

NOTE:
SIGN TO BE INSTALLED
ON DOOR HANDLE SIDE.



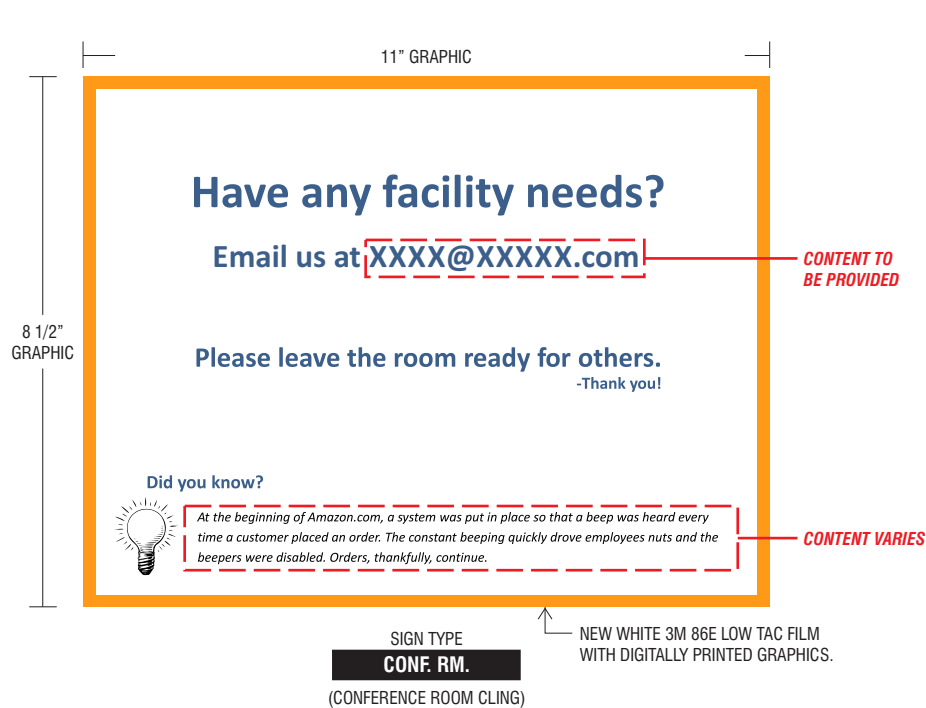
TYPICAL ROOMS USING "RS-03"

- Flex Rooms



INSTALLATION LAYOUTS SCALE: NTS

* White clings are only to be used at locations that have colored relites.



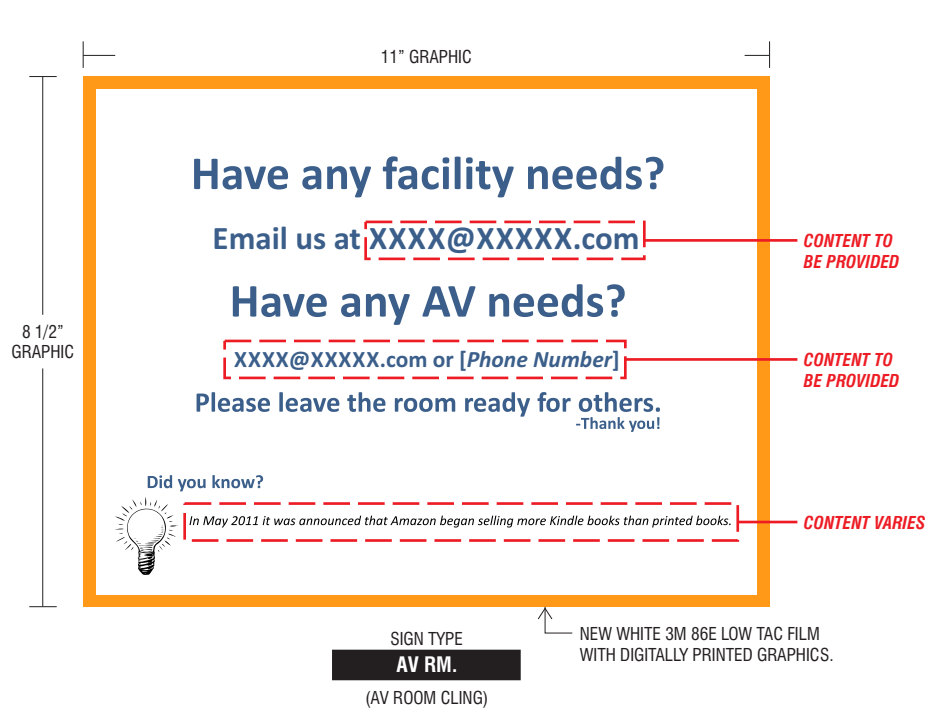
NON-ILLUMINATED LOW-TAC DIGITALLY PRINTED VINYL GRAPHIC (SIGN TYPE: CONF. RM.)
SCALE: NTS



Installation instructions

- Step 1:**
Clean wall with dry microfiber cloth to remove loose items.
- Step 2:**
Measure sign location from finished floor grade to top of sign (5'-4 1/4").
- Step 3:**
Peel decal off backer with finger tips and adhere to wall.
- * Step 4:**
Squeegee sign with velcro type squeegee (fuzzy padding) to remove air bubbles. Be careful not to scratch print.
- If velcro squeegee is unavailable, place a blank sheet of paper over cling and rub over paper and cling with a regular rubber squeegee to avoid damaging print.

* Avoid using hard plastics and rubber squeegees directly on digital print.



NON-ILLUMINATED LOW-TAC DIGITALLY PRINTED VINYL GRAPHIC (SIGN TYPE: AV RM.)
SCALE: NTS

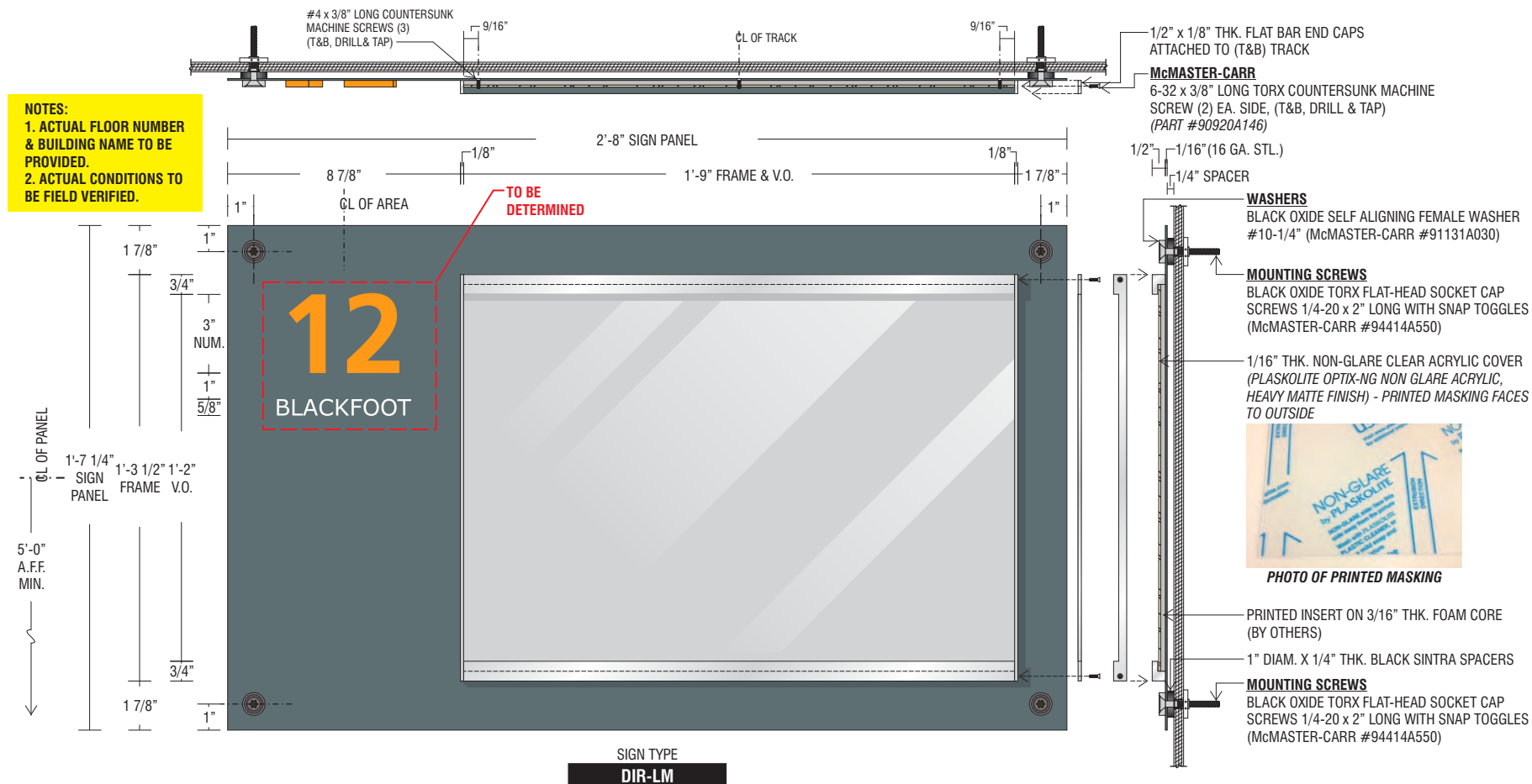


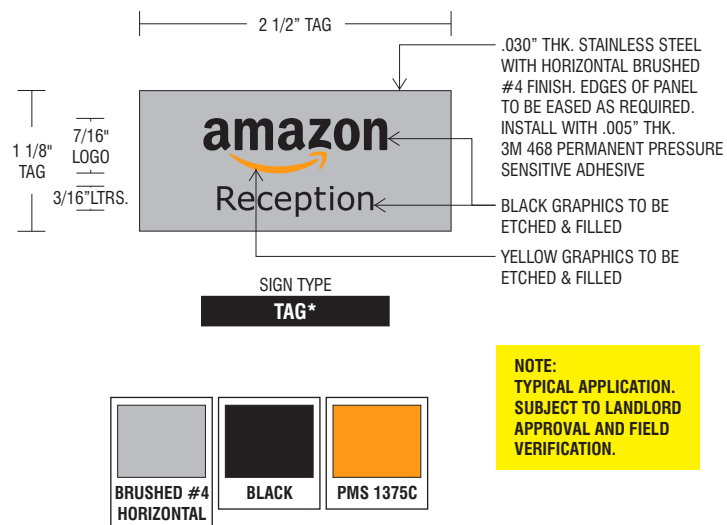
Installation instructions

- Step 1:**
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- Step 2:**
Measure sign location from finished floor grade to top of sign (5'-4 1/4").
- Step 3:**
Peel decal off backer with finger tips and adhere to wall.
- * Step 4:**
Squeegee sign with velcro type squeegee (fuzzy padding) to remove air bubbles. Be careful not to scratch print.

If velcro squeegee is unavailable, place a blank sheet of paper over cling and rub over paper and cling with a regular rubber squeegee to avoid damaging print.

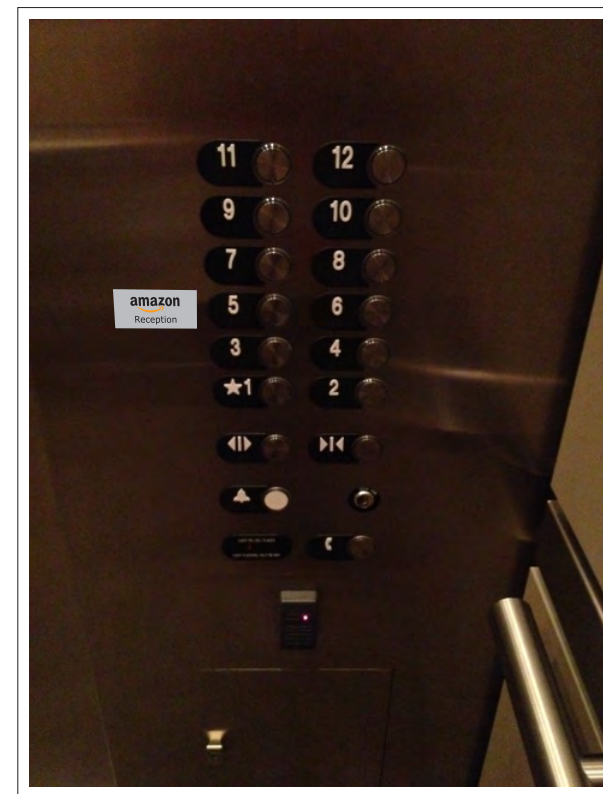
** Avoid using hard plastics and rubber squeegees directly on digital print.*





NEW SINGLE FACED NON-ILLUMINATED ELEVATOR TAGS

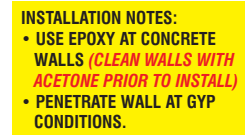
SCALE: NTS



TYPICAL ELEVATOR PANEL

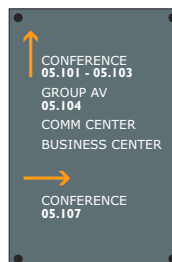
* TAG sign to be used only when Amazon occupies a shared building.





Amazon Wayfinding - Directional Content Standards

All content is listed in order starting with the lowest numerical reference from the top of the panel descending numerically. See example below.



Typical Directional Sign Layout

Typical Listing of Room Functions:

South Lake Union Campus Standards

(Numbered Room Functions)

AV Room
Cabana
Conference
Group AV
Usability Lab

*(*Non-numbered Room Functions*

listed in priority)

Badge Office
Business Center
Deskside
AV Tech Office
Comm Center
Copy Room
Café / Catering / Café Name
Deck
Restrooms
Women's Room
Men's Room
Locker Rooms
Kitchenette
Reception

Off-Campus Standards

(Numbered Room Functions)

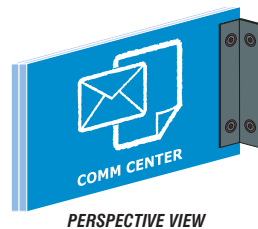
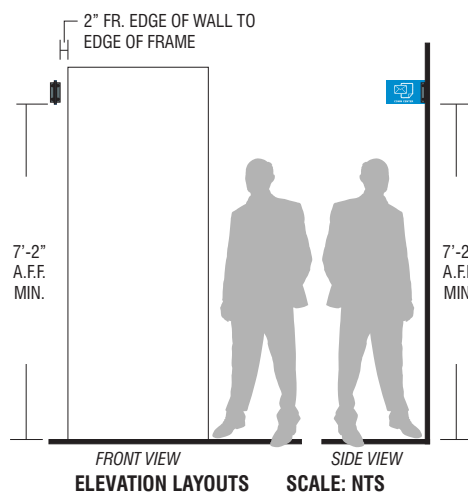
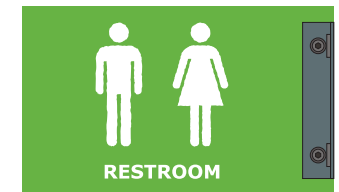
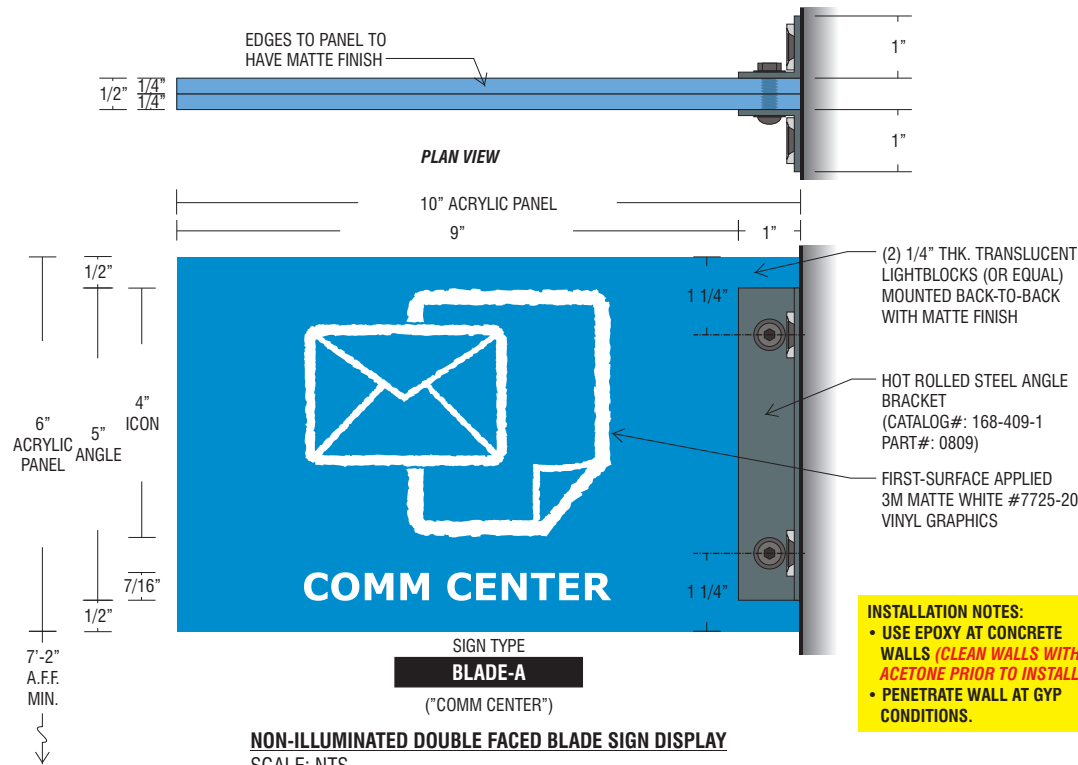
AV Room
Conference / Specific Conference Room Name
Group AV
Office / Office Name
Phone Room
Training Room

*(*Non-numbered Room Functions*

listed in priority)

Interview Suites
Partners
Supplier Conferencing
Specialty Rooms (i.e. User Experience)
Reception
Shipping/Receiving
HR Department
IT Department
IT Help Desk
AV Tech Office
Security
Comm Center
Copy Room
Restrooms
Women's Room
Men's Room
Kitchenette
Break Room

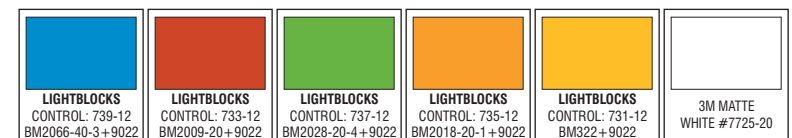
**Listed below Numbered Room Functions subject to site conditions and client approval*



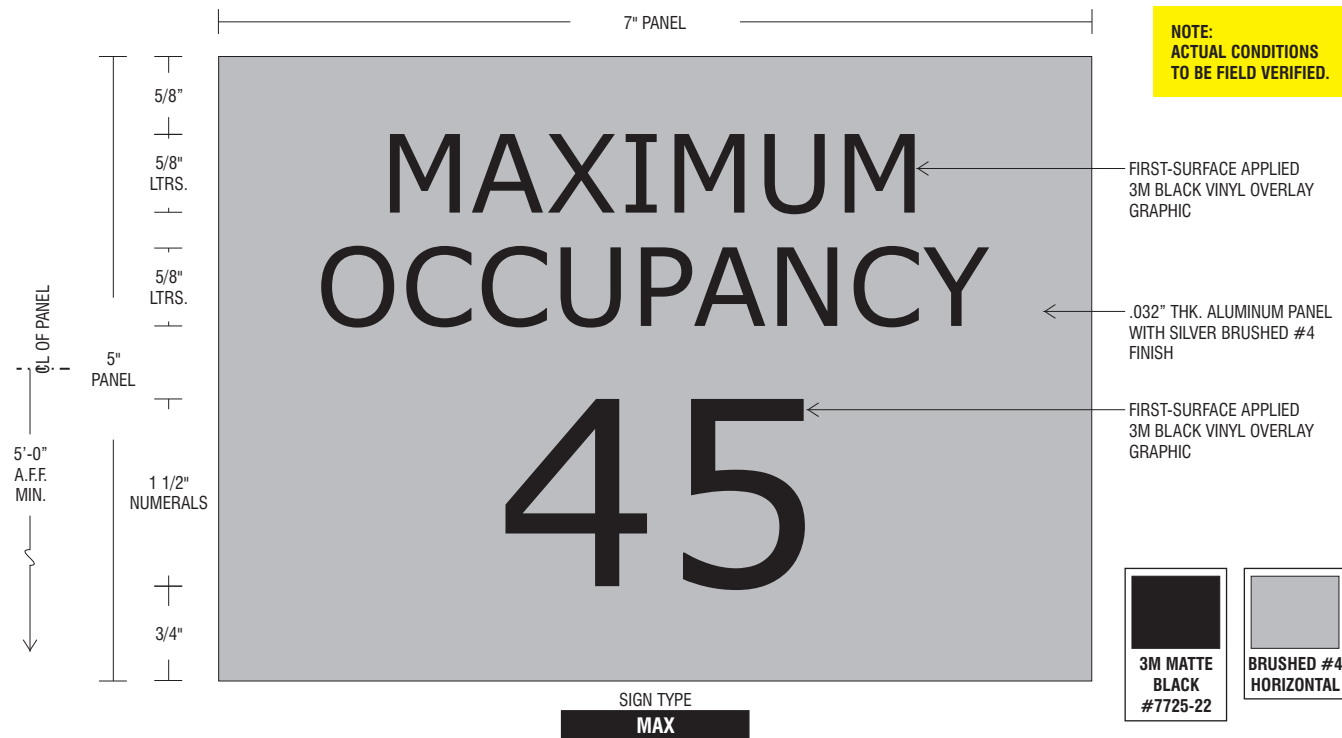
ATTACHMENT ASSEMBLY (AT PLEX)
SCALE: NTS



ATTACHMENT ASSEMBLY (AT WALL - GYP)
SCALE: NTS

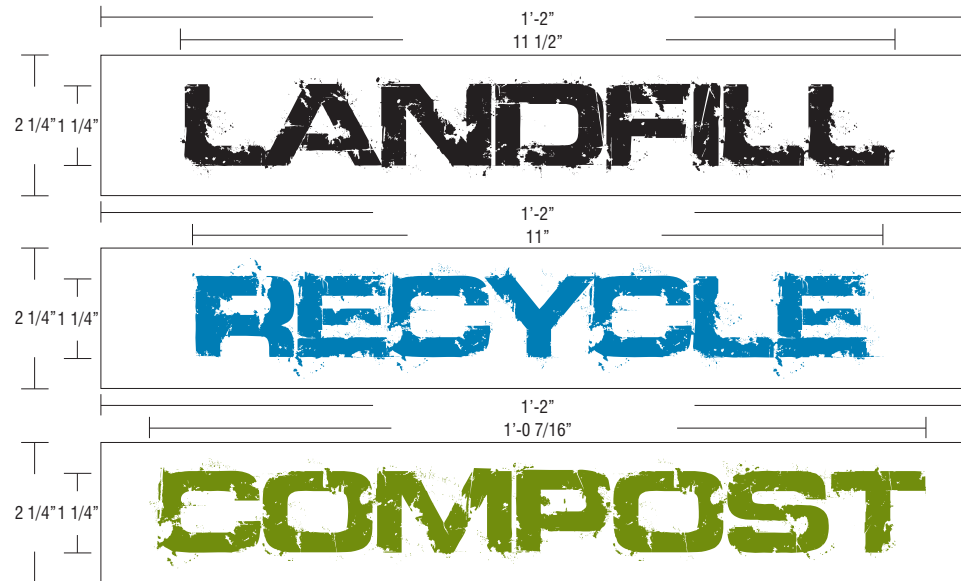


* BLADE-B applies to non-shared buildings - upon Landlord consent.



NEW SINGLE FACED NON-ILLUMINATED SIGN PANELS

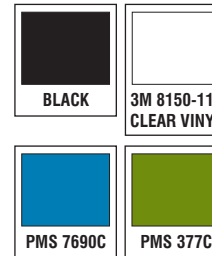
SCALE: NTS



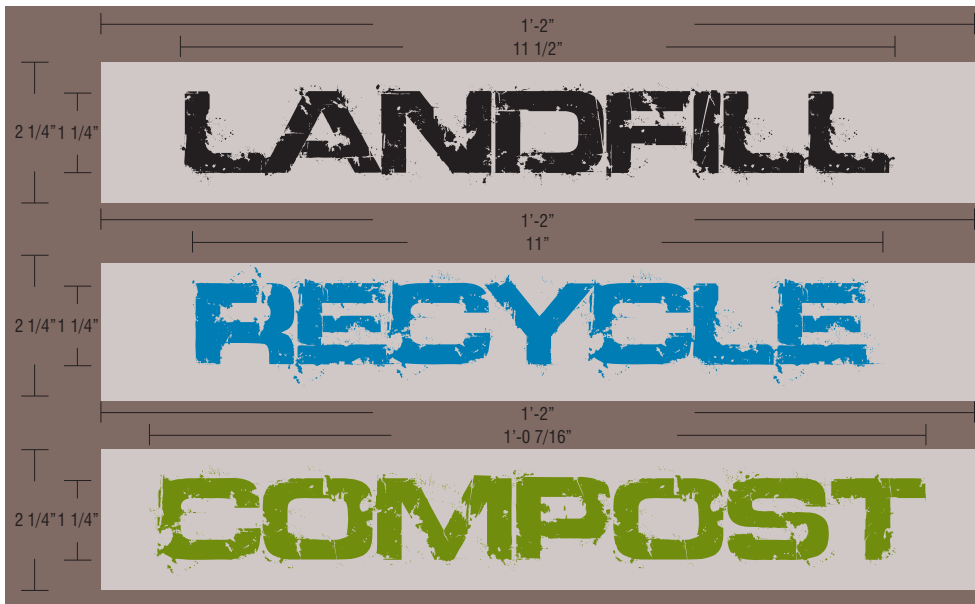
SIGN TYPE

BIN-A

SIGN SPECIFICATIONS:
3M 8150-114 CLEAR DECAL WITH
FIRST-SURFACE DIGITAL PRINT
GRAPHICS
FONT: DEFUSED



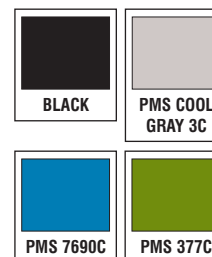
TYPICAL APPLICATIONS OF BIN



SIGN TYPE

BIN-B

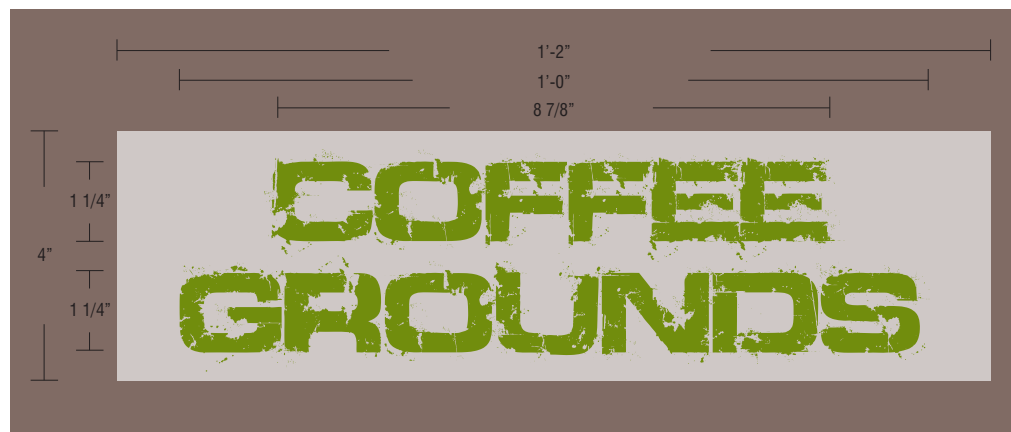
SIGN SPECIFICATIONS:
DECAL WITH FIRST-SURFACE
DIGITAL PRINT GRAPHICS AND
BACKGROUND
FONT: DEFUSED



NOTE:
BROWN REPRESENTS A DARK
COLORED BACKGROUND



TYPICAL APPLICATIONS OF BIN

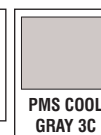


SIGN TYPE
COFFEE

NOTE:
BROWN REPRESENTS A DARK
COLORED BACKGROUND

SIGN SPECIFICATIONS:
DECAL WITH FIRST-SURFACE DIGITAL PRINT GRAPHICS
AND BACKGROUND
FONT: DEFUSED

NON-ILLUMINATED KITCHENETTE BIN SIGNAGE
SCALE: NTS



TYPICAL APPLICATIONS OF BIN

Corporate Services:

Image Group is a turnkey provider of signage solutions, wayfinding and environmental graphics with coverage throughout the United States. We specialize in the creation of signage programs working with design, architectural and general contractor teams across the country to implement comprehensive signage/wayfinding programs with full project management support.

Working closely with our clients, Image Group manages all phases of a signage program from analysis and planning to design, engineering, fabrication, permits, installation and preventative maintenance. This ensures efficient work flow, adherence to schedules, respect for budget and the delivery of quality product and service. We offer flexibility, personalized service, and a solid history of proven results.

Strong Visual Communication:

Navigating through a business environment requires the knowledge, planning and expertise to ensure that all signage functions as an attractive addition to any facility with clear communication. We remove the invisible walls that often separate businesses from their clients and replace them with a total commitment to their brand collaboration. In an industry where expertise is in increasing demand, our craftspeople and technologies are unsurpassed. So is the innovative way we deliver what we create.

Sign Program Work Plan:

- Programming
- Design Development
- Conceptual Shop Drawings/Submittal
- Construction Administration

Project Flow Milestones:

- Initial meeting with site management.
- Provide customized shop drawings, message schedules and site plan overview.
- Permit procurement and approval.
- Complete shop fabrication.
- Delivery and Installation of all signage in the field.
- Final walk-thru and punch list items addressed and corrected.

Manufacturing Services:

- Complying with all applicable codes and the regulatory requirements of: Local municipalities, Underwriter Laboratories, NEC, OSHA and ADA.
- Verification of adequate backing support for signage components.

Installation Services:

- Comprehensive Project Management support and coordination.
- Professional installation teams.
- Post-installation support.
- Sign Maintenance Plans.

Contact Information:

Seattle/San Diego/National Alliance Network
(858) 345-1542 Main Office
(858) 408-3203 Fax

Senior Sales Consultant:
Bart Haynes
Email: bhaynes@imagegroupusa.com

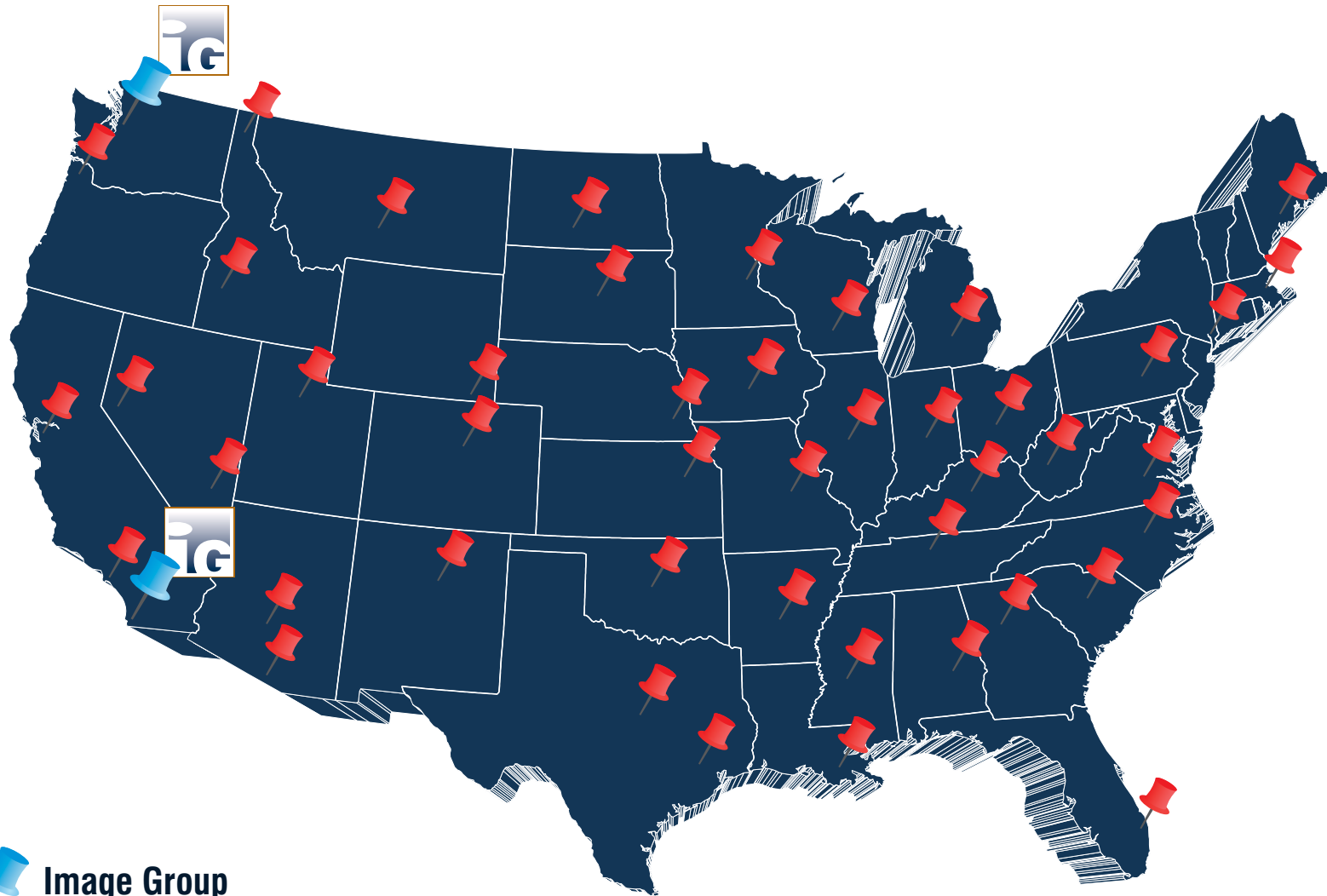
Creative Director:
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Email: rgermar@imagegroupusa.com

Director of Project Management:
Mariana Buenrostro
Email: mariana@imagegroupusa.com

General Inquiries:
Information Desk
Email: info@imagegroupusa.com

*Bart Haynes is the first point of contact
for all inquiries regarding Regional &
National Support.*





 **Image Group**

 **National Alliance Network**

Our dedicated signage team includes an alliance of field offices supporting the seamless implementation of the Amazon brand.