



# INTERIOR SIGNAGE PROGRAM BRAND BOOK



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**BRAND USAGE GUIDELINES**



**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 OF THE "O" ABOVE & BELOW.



PREFERRED TWO COLOR OPTION



PREFERRED ONE COLOR OPTION



REVERSED TWO-COLOR



REVERSED ONE-COLOR



ON DARK BACKGROUND



ON LIGHT BACKGROUND

AMAZON CORPORATE COLORS ARE BLACK & YELLOW. NO SCREENS OF EITHER COLOR ARE ALLOWED. IF THE LOGO MOVES TO ONE-COLOR, THE SMILE WILL BE BLACK OR WHITE, NEVER GREY. THE LOGO MUST APPEAR IN ONE OF THE COLOR COMBINATIONS SHOWN ABOVE.

SIGNAGE: PMS #1375c YELLOW  
 SPOT: PMS #137c YELLOW  
 CMYK: 0/49/100/0  
 RGB: 255/153/00

SIGNAGE: PROCESS BLACK  
 SPOT: PROCESS BLACK  
 CMYK: 0/0/100  
 RGB: 0/0/0

**CORPORATE COMPLIANCE:**

COLORS REPRESENTED IN THESE DRAWINGS ARE FOR PRESENTATION PURPOSES ONLY. THEY MAY NOT MATCH YOUR FINISHED PRODUCT PERFECTLY. ALL COLOR CALL-OUTS ARE FOR REFERENCE PURPOSES ONLY.

THE ORIGINAL UNPUBLISHED DESIGNS ARE THE SOLE PROPERTY OF IMAGE GROUP. THEY CANNOT BE REPRODUCED, COPIED OR EXHIBITED IN WHOLE OR PART, WITHOUT FIRST OBTAINING WRITTEN CONSENT FROM IMAGE GROUP.

TYPESTYLES

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 012346789

**Verdana Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 012346789**

Frutiger 45 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 012346789

Gill Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 012346789**

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 012346789**

*Calibri Italic*











*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 012346789*

**DEFUSED**






**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 012346789**

MATERIAL FINISHES








PMS & DIGITAL PRINT LEGEND

 PMS #1375c	 PMS #3c COOL GRAY
 PMS #287c	 PMS #431c TO MATCH BLUE WAX
 PMS #7690c	 CMYK C:85/M:64/Y:25/K:6
 PMS #377c	 BLACK
 PMS #725c	 WHITE







VINYL LEGEND

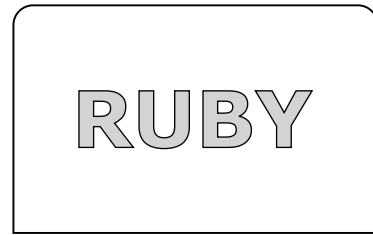
 3M #7725-64 APRICOT - OPAQUE
 3M #7725-20 MATTE WHITE - OPAQUE
 3M #7725-22 MATTE BLACK - OPAQUE
 3M #8150-114 CLEAR - TRANSLUCENT
 3M #7725SE-314 DUSTED CRYSTAL - TRANSLUCENT

PAINT & MATERIAL LEGEND

 TO MATCH PMS #1375c - MAP #155, SATIN FINISH
 WHITE, SATIN FINISH
 BLACK, SATIN FINISH
 BLUE WAX FINISHING PROCESS
 ANODIZED
 BRUSHED #4 HORIZONTAL, SATIN FINISH
 MAP BRUSHED SILVER, SATIN FINISH

ACRYLIC LEGEND

 LIGHTBLOCKS: CONTROL: 739-12 BM2066-40-3+9022 (OR EQUAL)
 LIGHTBLOCKS: CONTROL: 733-12 BM2009-20+9022 (OR EQUAL)
 LIGHTBLOCKS: CONTROL: 737-12 BM2028-20-4+9022 (OR EQUAL)
 LIGHTBLOCKS: CONTROL: 735-12 BM2018-20-1+9022 (OR EQUAL)
 LIGHTBLOCKS: TO MATCH PMS #425u
 PLASKOLITE OPTIX-NG - HEAVY MATTE FINISH



BLDG. ID: BLDG. NAME - EXT



BLDG. ID.1: BLDG. NAME - INT



RL.1-A: RECEPTION LOGO - B/Y



RL.1-B: RECEPTION LOGO - B/B



RL.1-C: RECEPTION LOGO - W/Y



RL.1-D: RECEPTION LOGO - WW



RL.1-E: RECEPTION LOGO - BR/Y



RL.2-A: BLDG. NAME - PNTD.



DL.1-A: BLDG. NAME DECAL - BLK



DL.1-B: BLDG. NAME DECAL - WHT



RS.01-C: OFFICE ROOM ID - CLR  
RS.01-W: OFFICE ROOM ID - WHT  
RS.01-B: OFFICE ROOM ID - BLK



RS.02-C: OFFICE ROOM ID - CLR  
RS.02-W: OFFICE ROOM ID - WHT  
RS.02-B: OFFICE ROOM ID - BLK



RS.03-C: OFFICE ROOM ID - CLR  
RS.03-W: OFFICE ROOM ID - WHT  
RS.03-B: OFFICE ROOM ID - BLK



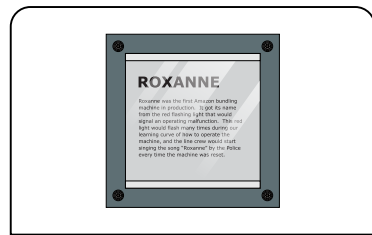
CONF. RM.: CONF. ROOM DECAL



AV. RM.: AV ROOM DECAL



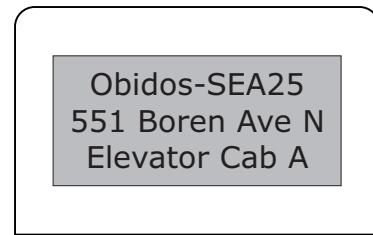
DIR: DIRECTORY / EVAC. MAP



ART-PLQ.: ART PLAQUE



TAG.1: ELEVATOR RECEPTION



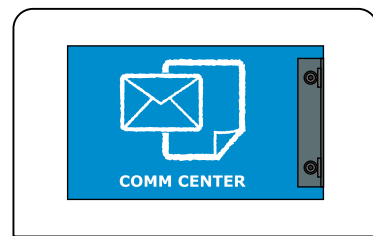
TAG.2: ELEVATOR ID



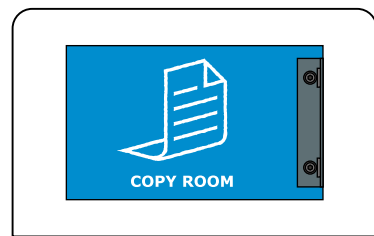
SERVES: ELEVATOR DECAL



DIRECT: DIRECTIONAL - WALL



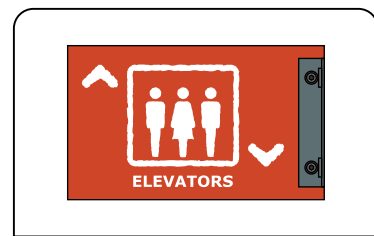
BLADE-A: COMM CENTER



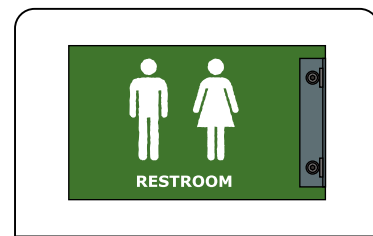
BLADE-A-1: COPY ROOM



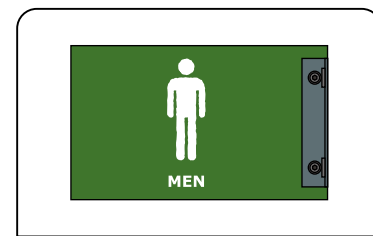
BLADE-B: ELEVATOR w/ DOGS



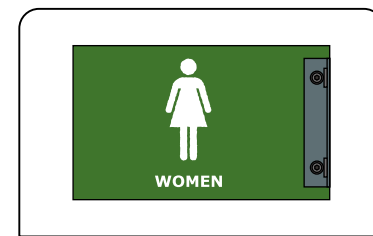
BLADE-B-1: ELEVATOR w/o DOGS



BLADE-C: RESTROOMS



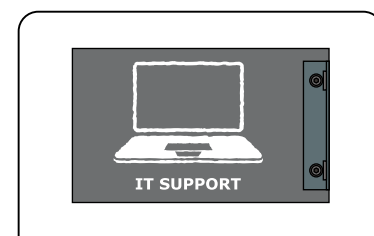
BLADE-CM: RESTROOM-MEN



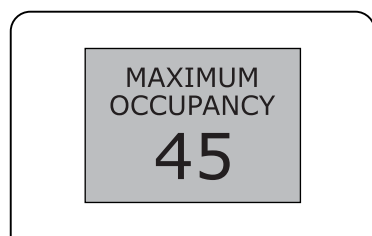
BLADE-CW: RESTROOM-WOMEN



BLADE-D: BUSINESS CENTER



BLADE-E: IT SUPPORT



MAX-OCC: MAX. OCCUPANCY



BIN-A: RECYCLE BIN DECAL - CLR



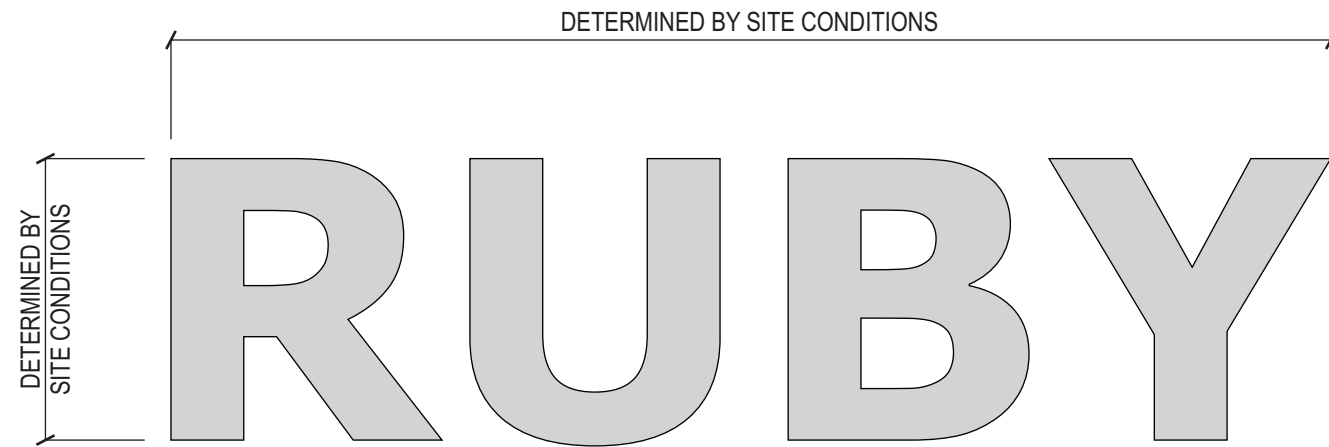
BIN-B: RECYCLE BIN DECAL - DRK



COFFEE-A: COFFEE BIN DECAL - CLR



COFFEE-B: COFFEE BIN DECAL - DRK



**BLDG. ID** **BUILDING NAME - EXT**  
SCALE: PROPORTIONATE

**SIGN SPECIFICATIONS:**  
FIRST-SURFACE APPLIED 3M #7725SE-314 DUSTED CRYSTAL  
DIE-CUT VINYL GRAPHICS. (FONT: VERDANA BOLD)

**NOTE:**  
SIZE & INSTALLATION LOCATION BASED ON SITE CONDITIONS  
THIS SIGN TYPE BLDG. ID TO BE USED AT NON-SHARED BUILDINGS ONLY.

**COLOR LEGEND**

3M #7725SE-314 DUSTED CRYSTAL



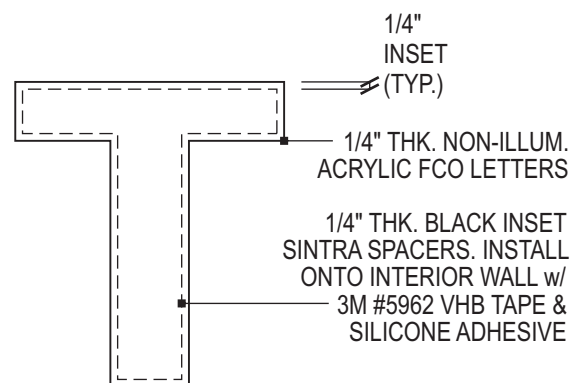


**BLDG. ID.1** BUILDING NAME - INT  
SCALE: PROPORTIONATE

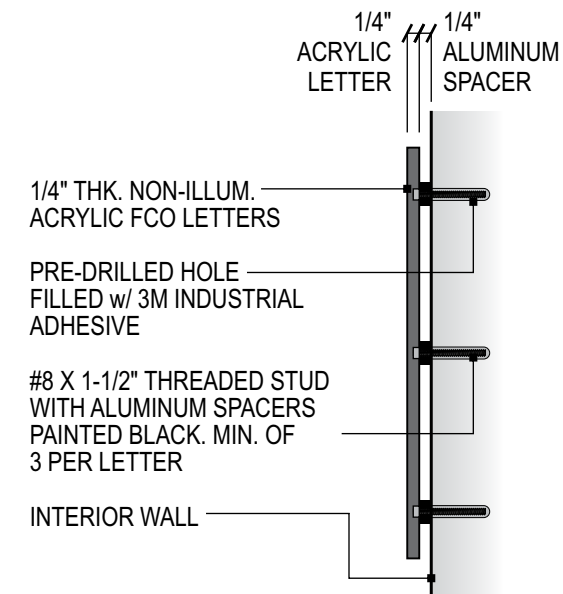
**SIGN SPECIFICATIONS:**  
1/4" THK. FLAT CUT OUT ACRYLIC LETTERS w/ FACES & EDGES PAINTED TO MATCH FACE (SATIN FINISH). (FONT: VERDANA BOLD)

**NOTE:**  
SIZE & INSTALLATION LOCATION BASED ON SITE CONDITIONS

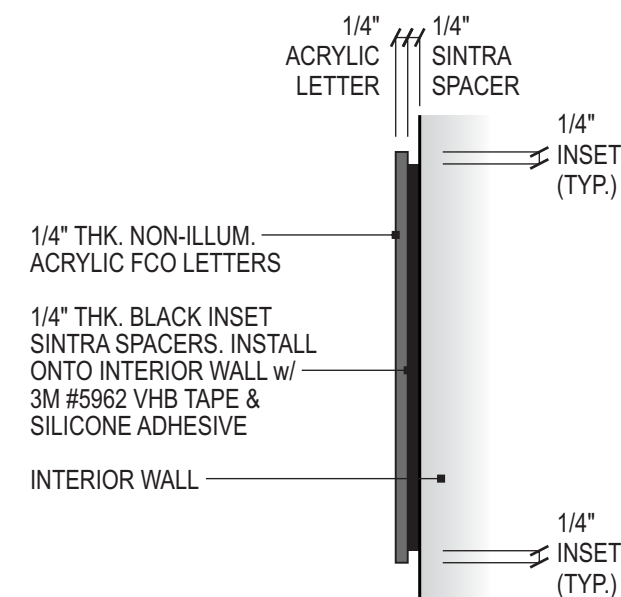
THIS SIGN TYPE BLDG.ID.1 BUILDING NAME LOCATED AT RECEPTION FLOOR WHEN AMAZON OCCUPIES A SHARED BUILDING, OTHERWISE, DUSTED CRYSTAL VINYL APPLIED AT GROUND FLOOR ENTRY SIDE RELITE. (SEE SIGN TYPE BLDG.ID)



**DETAIL - SINTRA BACKER**  
SCALE: PROPORTIONATE

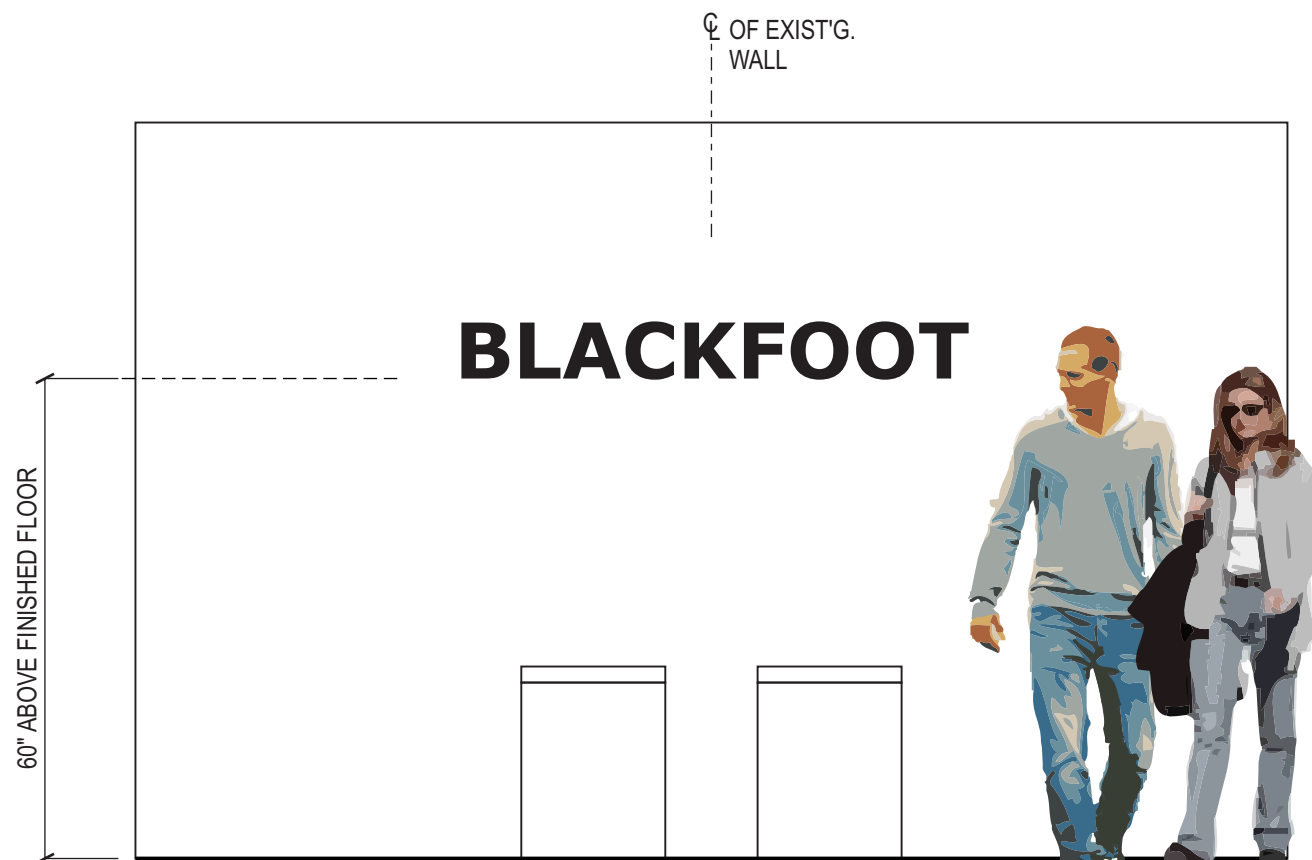


**SECTION - LETTERS - PREFERRED METHOD**  
SCALE: 3"=1'-0"



**SECTION - LETTERS - SECONDARY METHOD**  
SCALE: 3"=1'-0"

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



**INTERIOR ELEVATION - WALL MOUNTED BUILDING NAME**  
SCALE: 1/2"=1'-0"



**RL.1-A** RECEPTION LOGO - B/Y  
SCALE: PROPORTIONATE



**RL.1-B** RECEPTION LOGO - B/B  
SCALE: PROPORTIONATE



**RL.1-C** RECEPTION LOGO - W/Y  
SCALE: PROPORTIONATE



**RL.1-D** RECEPTION LOGO - W/W  
SCALE: PROPORTIONATE



**RL.1-E** RECEPTION LOGO - BR/Y  
SCALE: PROPORTIONATE



**RL.2-A** RECEPTION LOGO - PNTD  
SCALE: PROPORTIONATE



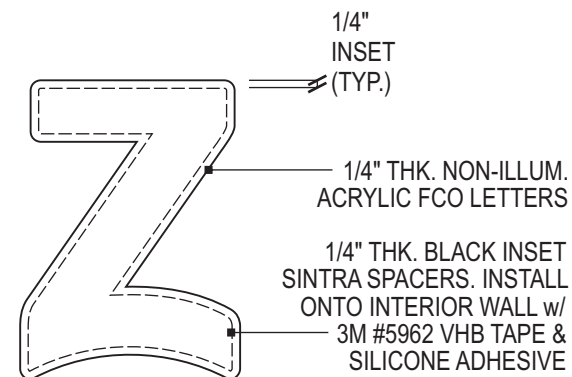
**RL.1-A thru D** RECEPTION LOGO  
SCALE: PROPORTIONATE

**SIGN SPECIFICATIONS:**  
1/4" THK. FLAT CUT OUT ACRYLIC LETTERS w/ FACES & EDGES PAINTED (SATIN FINISH). (FONT: VERDANA BOLD)

**NOTE:**  
SIZE & INSTALLATION LOCATION BASED ON SITE CONDITIONS

**RL.1-E** RECEPTION LOGO - BR/Y  
SCALE: PROPORTIONATE

**SIGN SPECIFICATIONS:**  
1/4" THK. FLAT CUT OUT ACRYLIC LETTERS w/ FACES & EDGES PAINTED BLACK (SATIN FINISH). #4 HORIZ. BRUSHED LAMINATE FIRST SURFACE. (FONT: VERDANA BOLD)



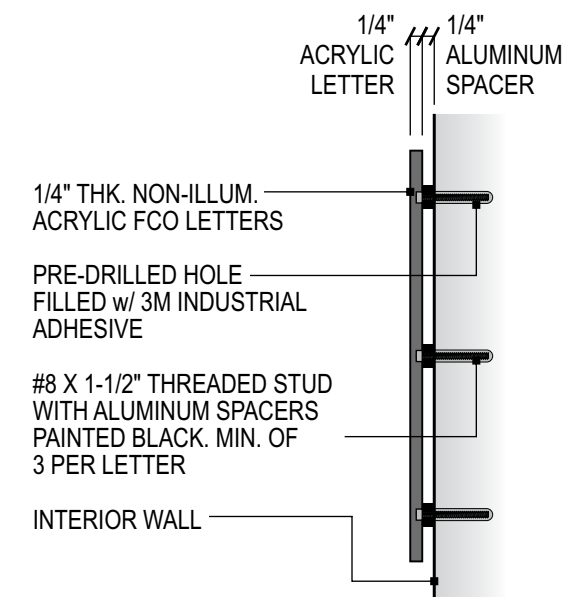
**DETAIL - SINTRA BACKER**  
SCALE: PROPORTIONATE

**RL.2-A** RECEPTION LOGO - B/Y  
SCALE: PROPORTIONATE

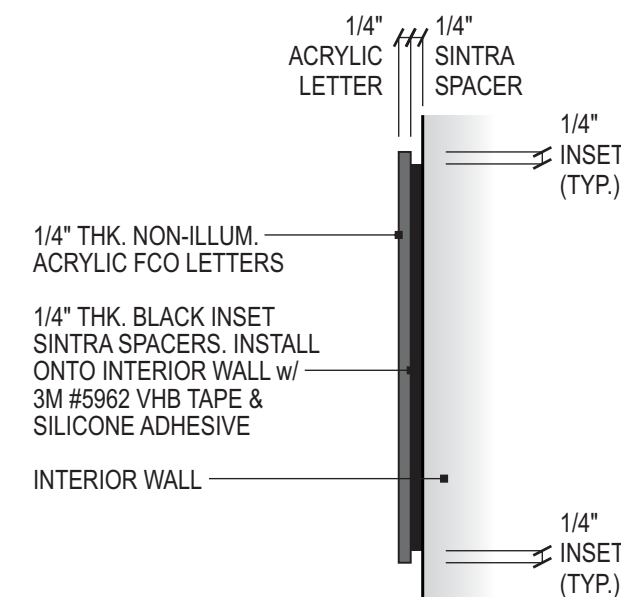
**SIGN SPECIFICATIONS:**  
PAINTED ON WALL BLACK & YELLOW w/ STENCIL



**INTERIOR ELEVATION - WALL MOUNTED RECEPTION LOGO**  
SCALE: 1/2"=1'-0"



**SECTION - LETTERS - PREFERRED METHOD**  
SCALE: 3"=1'-0"



**SECTION - LETTERS - SECONDARY METHOD**  
SCALE: 3"=1'-0"

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



RL.1-A

RECEPTION LOGO - B/Y  
SCALE: PROPORTIONATE



RL.1-D

RECEPTION LOGO - W/W  
SCALE: PROPORTIONATE



RL.1-B

RECEPTION LOGO - B/B  
SCALE: PROPORTIONATE



RL.1-E

RECEPTION LOGO - BR/Y  
SCALE: PROPORTIONATE



RL.1-C

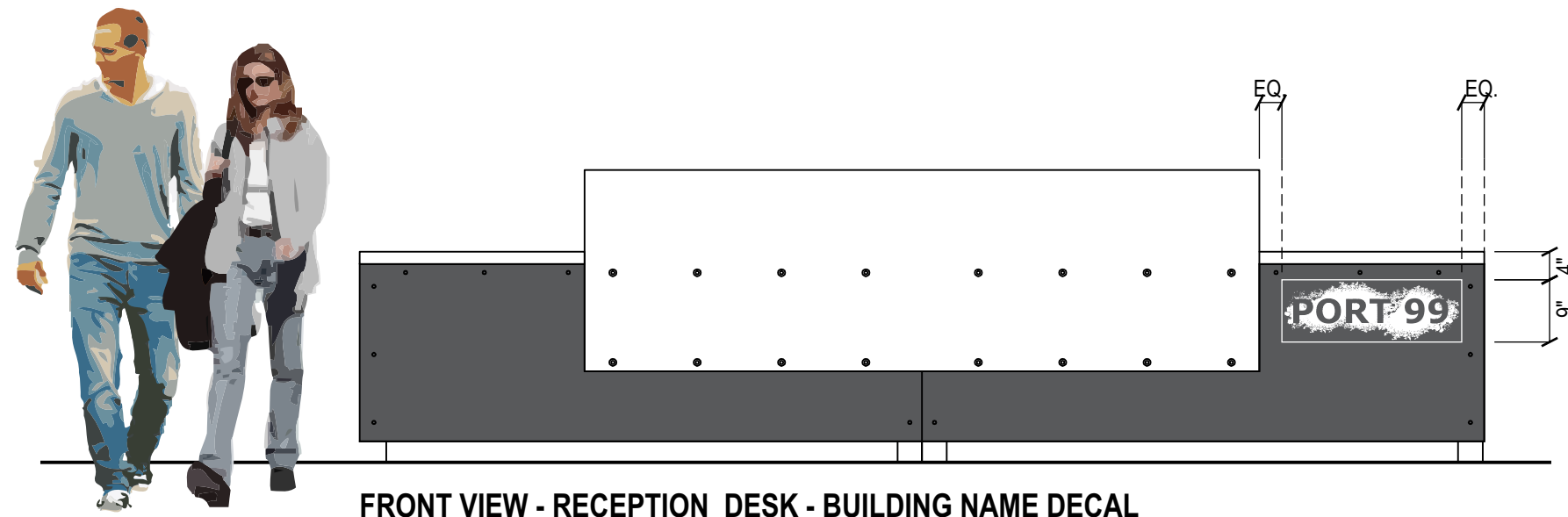
RECEPTION LOGO - W/Y  
SCALE: PROPORTIONATE



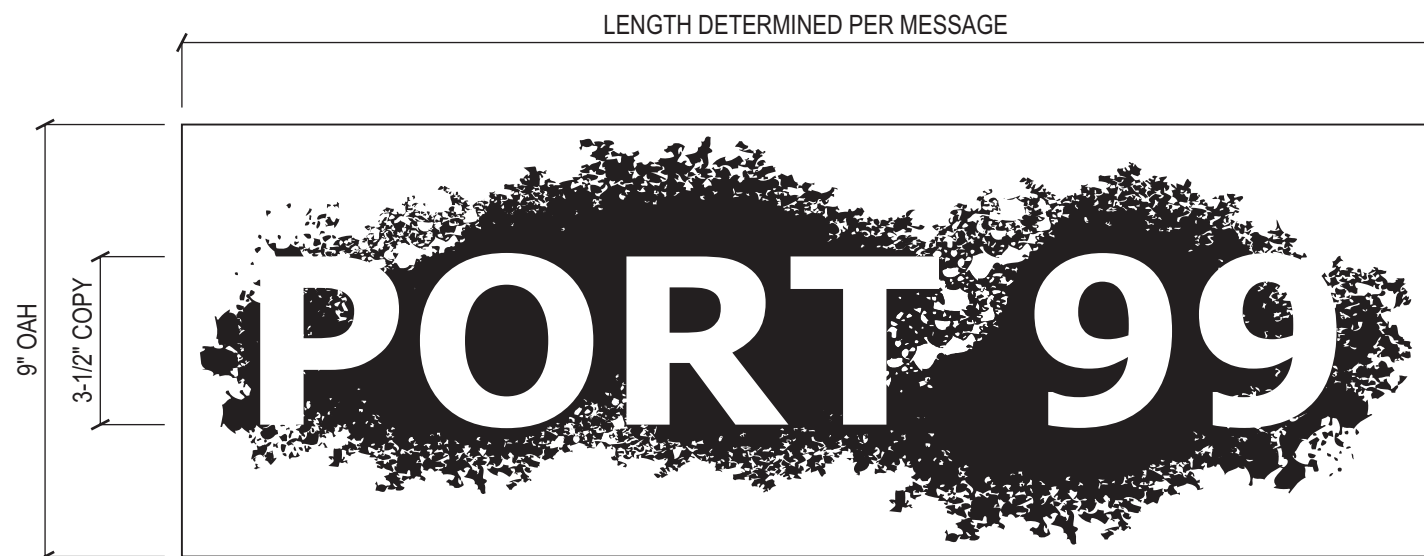
RL.2-A

RECEPTION LOGO - PNTD  
SCALE: PROPORTIONATE





**FRONT VIEW - RECEPTION DESK - BUILDING NAME DECAL**  
SCALE: 1/2"=1'-0"



**DL.1-A BUILDING NAME DECAL - BLK**  
SCALE: 3"=1'-0"

**SIGN SPECIFICATIONS:**  
3M #8150-114 CLEAR VINYL WITH FIRST-SURFACE DIGITALLY PRINTED BLACK GRAPHICS. (FONT: VERDANA BOLD)

**NOTE:**  
SIZE & INSTALLATION LOCATION BASED ON SITE CONDITIONS

**COLOR LEGEND**

- BLACK
- 3M #8150-114 CLEAR VINYL



BROWN REPRESENTS SURFACE BACKGROUND

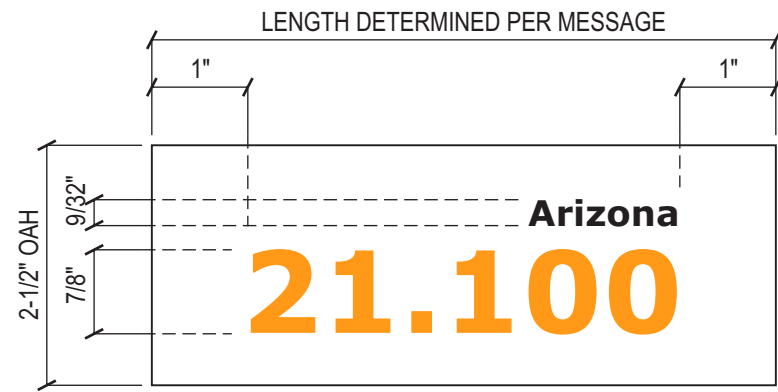
**DL.1-B BUILDING NAME DECAL - WHT**  
SCALE: 3"=1'-0"

**SIGN SPECIFICATIONS:**  
3M #8150-114 CLEAR VINYL WITH FIRST-SURFACE DIGITALLY PRINTED WHITE GRAPHICS. (FONT: VERDANA BOLD)

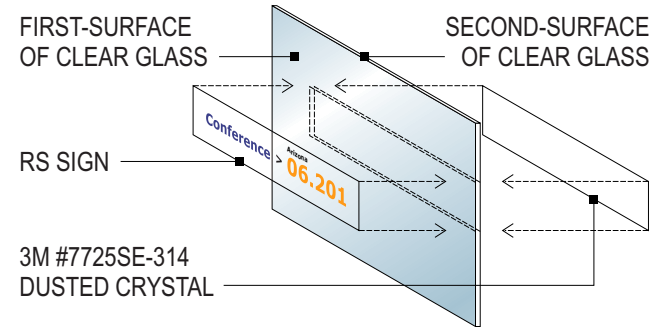
**NOTE:**  
SIZE & INSTALLATION LOCATION BASED ON SITE CONDITIONS

**COLOR LEGEND**

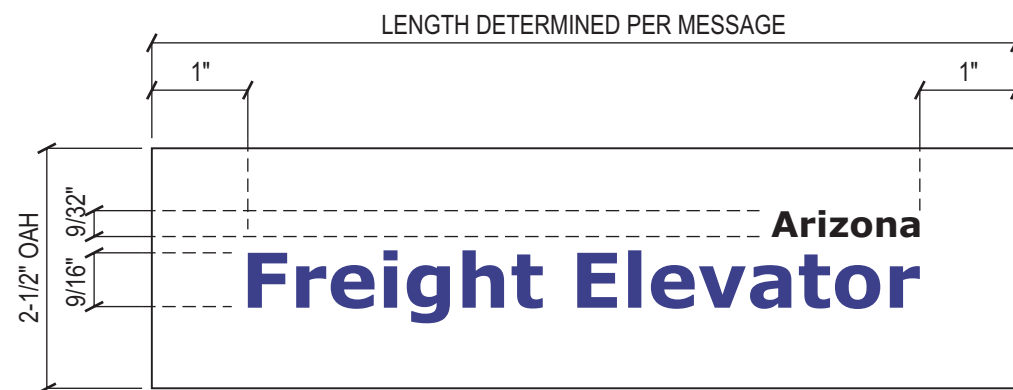
- WHITE
- 3M #8150-114 CLEAR VINYL



**RS.03-C** OFFICE ROOM ID - CLR  
SCALE: 6"=1'-0"



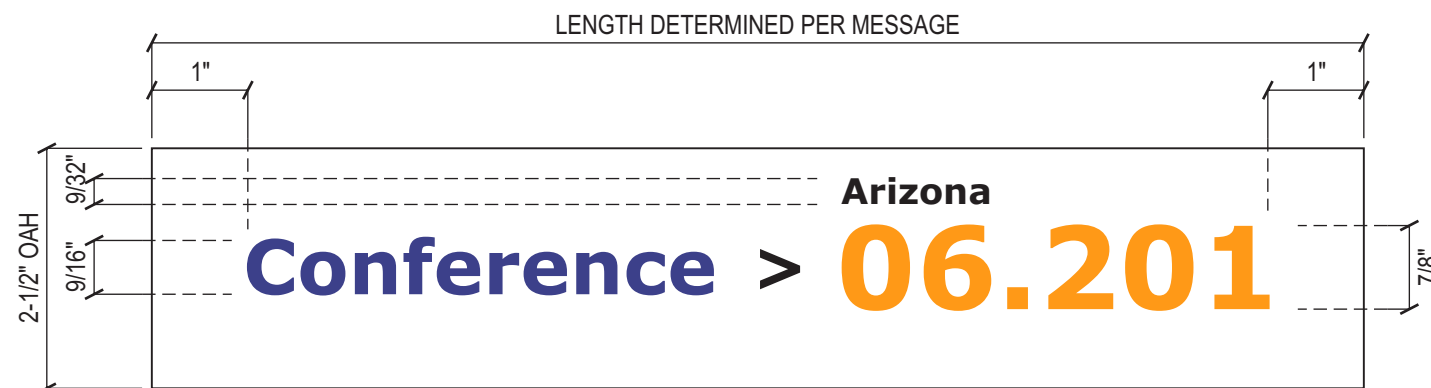
**VINYL BACKER AT CLEAR WINDOW LOCATIONS**



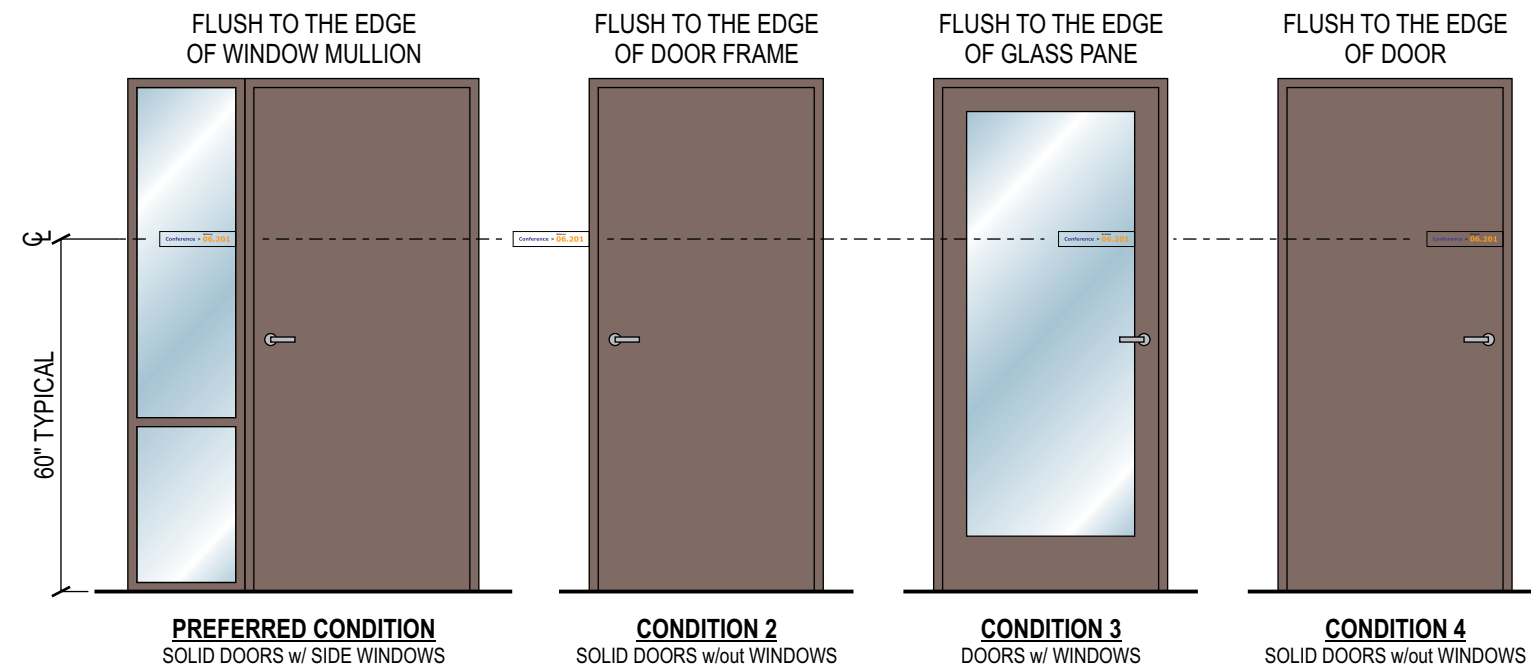
**RS.02-C** OFFICE ROOM ID - CLR  
SCALE: 6"=1'-0"

**COLOR LEGEND**

- PMS #1375c
- PMS #287cp
- BLACK
- 3M #8150-114 CLEAR VINYL
- 3M #7725SE-314 DUSTED CRYSTAL



**RS.01-C** OFFICE ROOM ID - CLR  
SCALE: 6"=1'-0"

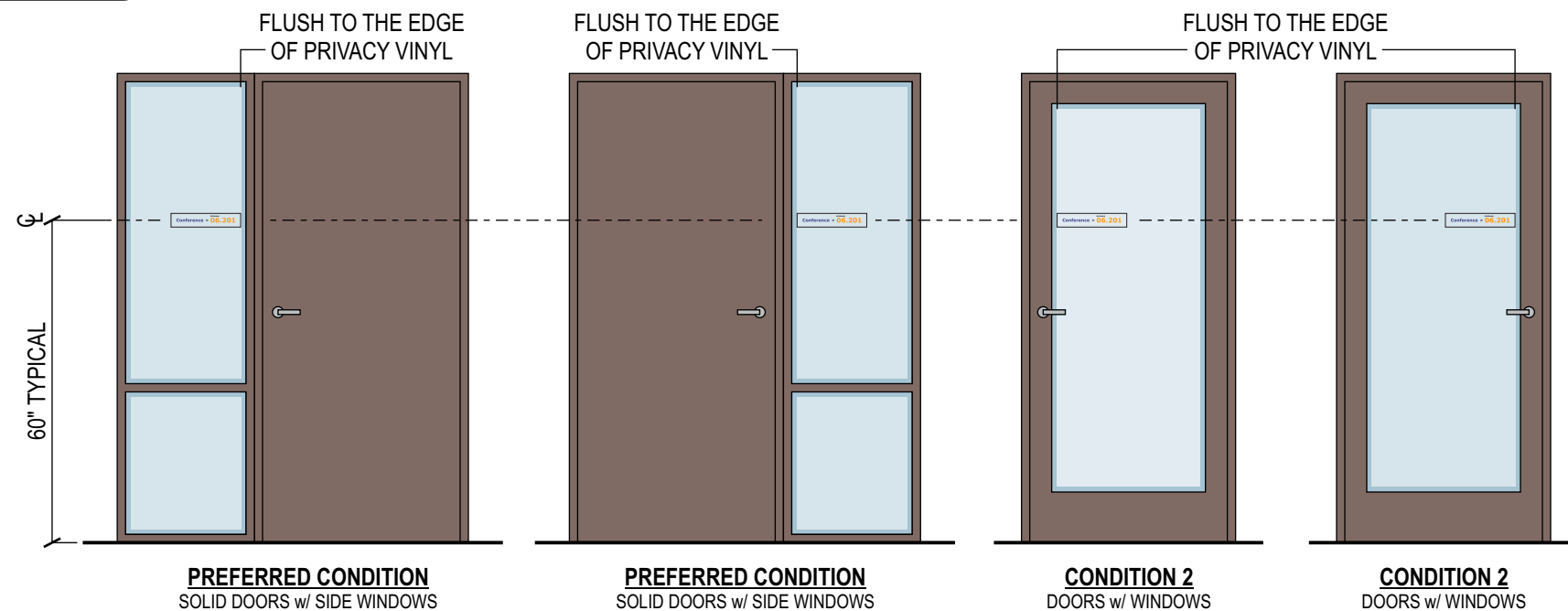


**INSTALLATION GUIDELINES - WINDOWS w/out PRIVACY VINYL**

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

**SIGN SPECIFICATIONS:**

3M #8150-114 CLEAR VINYL CLING WITH FIRST-SURFACE PRINTED BLACK, BLUE & YELLOW GRAPHICS. (FONT: VERDANA BOLD)  
**SECOND-SURFACE TO HAVE 3M #7725SE-314 DUSTED CRYSTAL BACKER SIZED TO MATCH (AT WINDOW LOCATIONS ONLY).**



**PREFERRED CONDITION**  
SOLID DOORS w/ SIDE WINDOWS

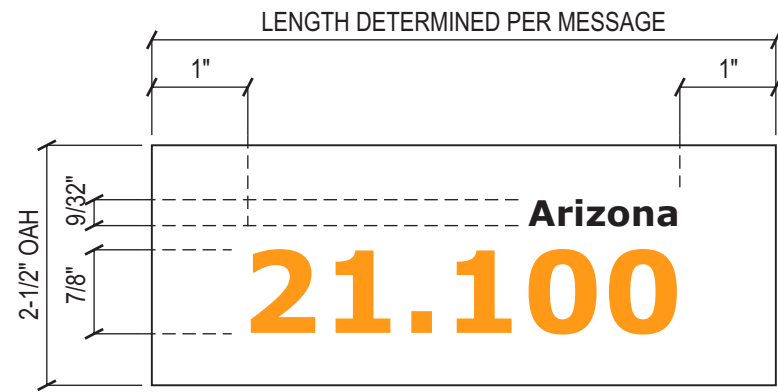
**PREFERRED CONDITION**  
SOLID DOORS w/ SIDE WINDOWS

**CONDITION 2**  
DOORS w/ WINDOWS

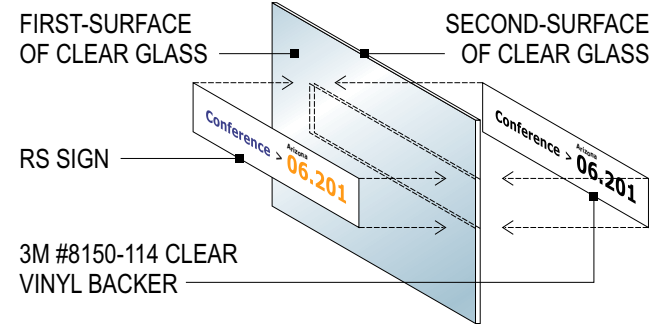
**CONDITION 2**  
DOORS w/ WINDOWS

**INSTALLATION GUIDELINES - WINDOWS w/ PRIVACY VINYL**

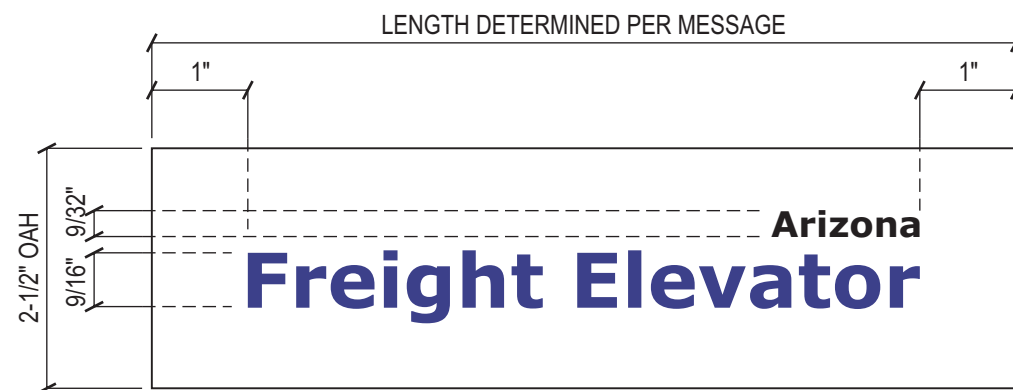
SCALE: 3/8"= 1'-0"



**RS.03-W** OFFICE ROOM ID - WHT  
SCALE: 6"=1'-0"



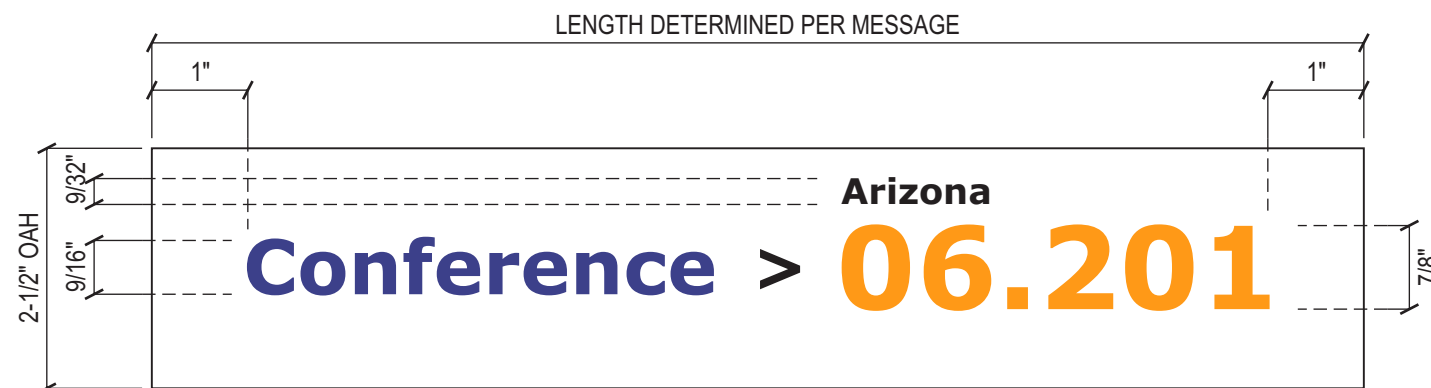
**VINYL BACKER AT CLEAR WINDOW LOCATIONS**



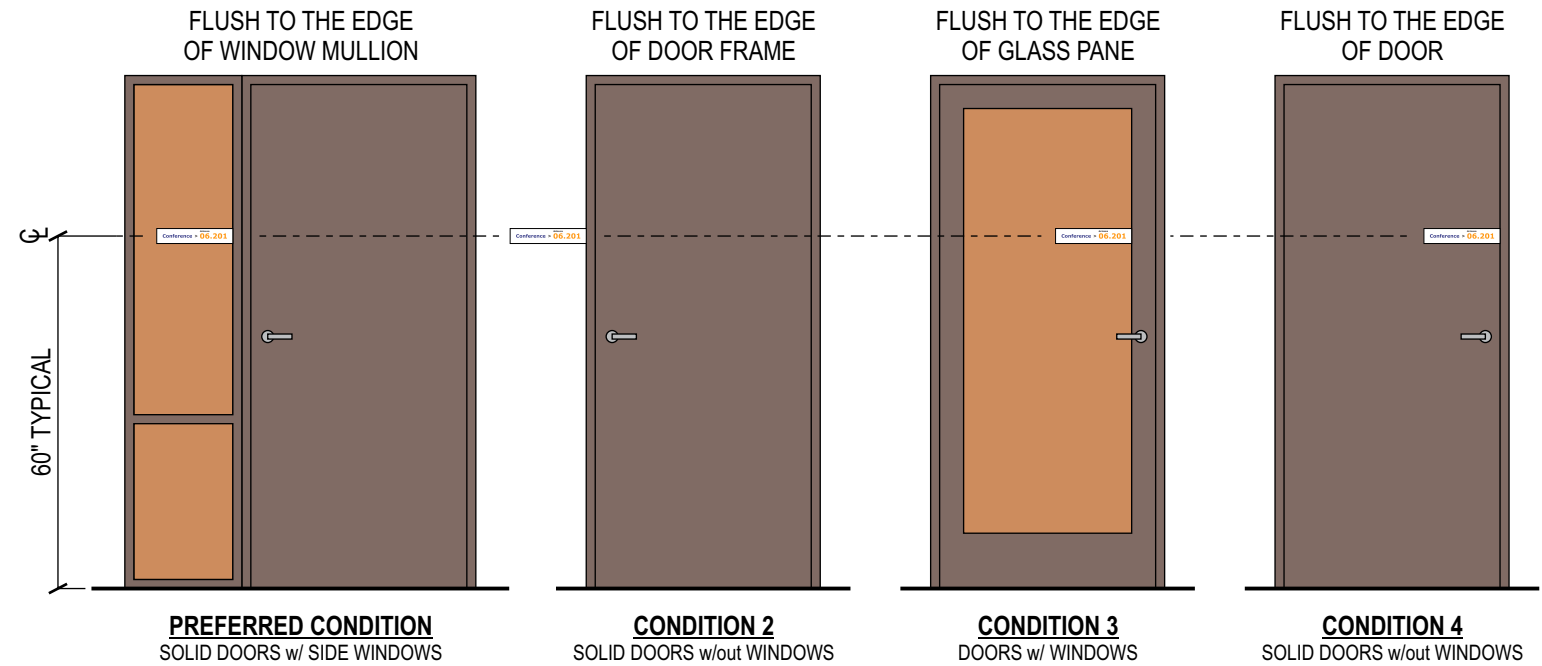
**RS.02-W** OFFICE ROOM ID - WHT  
SCALE: 6"=1'-0"

**COLOR LEGEND**

- PMS #1375c
- PMS #287cp
- BLACK
- 3M #7725-20 MATTE WHITE VINYL
- 3M #8150-114 CLEAR VINYL



**RS.01-W** OFFICE ROOM ID - WHT  
SCALE: 6"=1'-0"

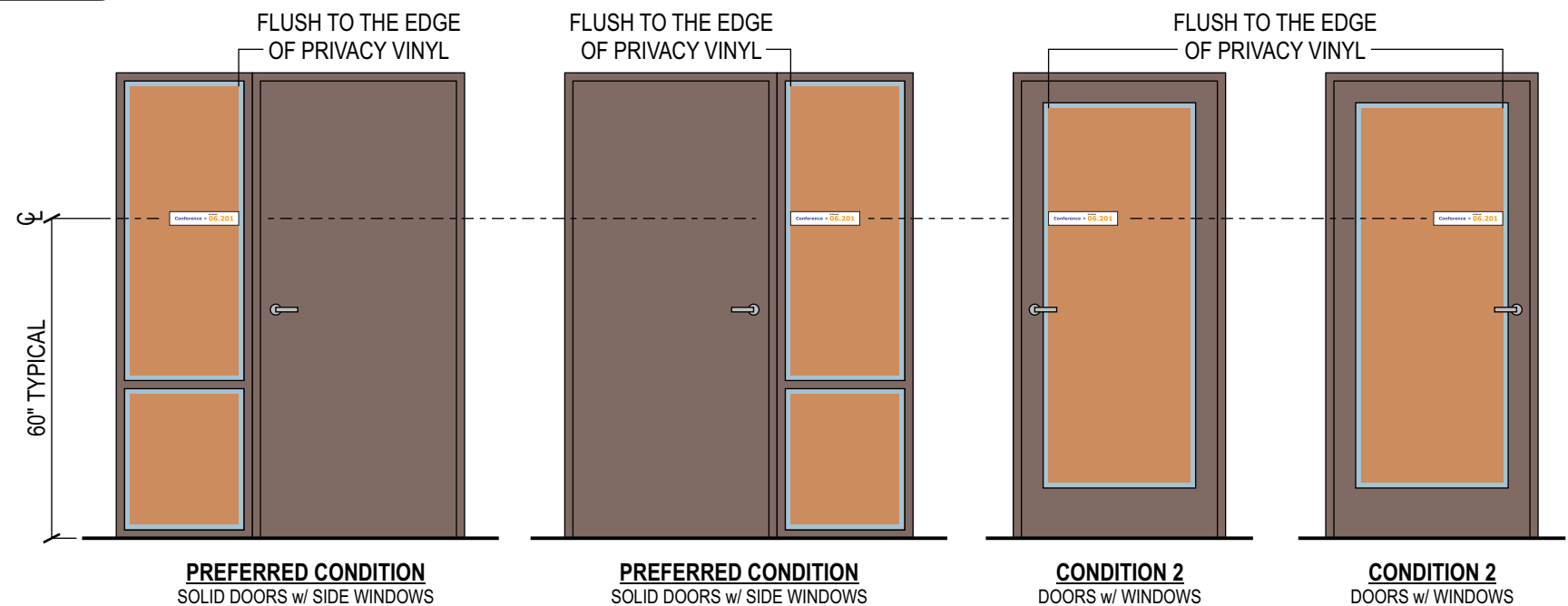


**INSTALLATION GUIDELINES - WINDOWS w/full PRIVACY VINYL**

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

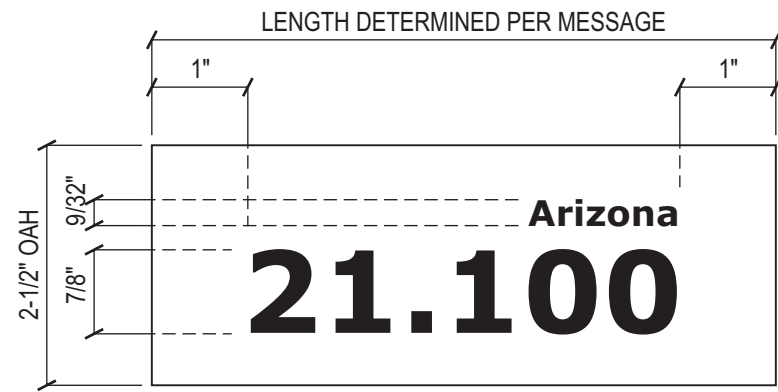
**SIGN SPECIFICATIONS:**

3M #7725-20 MATTE WHITE VINYL CLING WITH FIRST-SURFACE PRINTED BLACK, BLUE & YELLOW GRAPHICS. (FONT: VERDANA BOLD).  
SECOND-SURFACE TO HAVE 3M #8150-114 CLEAR VINYL w/ BLACK COPY BACKER SIZED TO MATCH (AT WINDOW LOCATIONS ONLY).

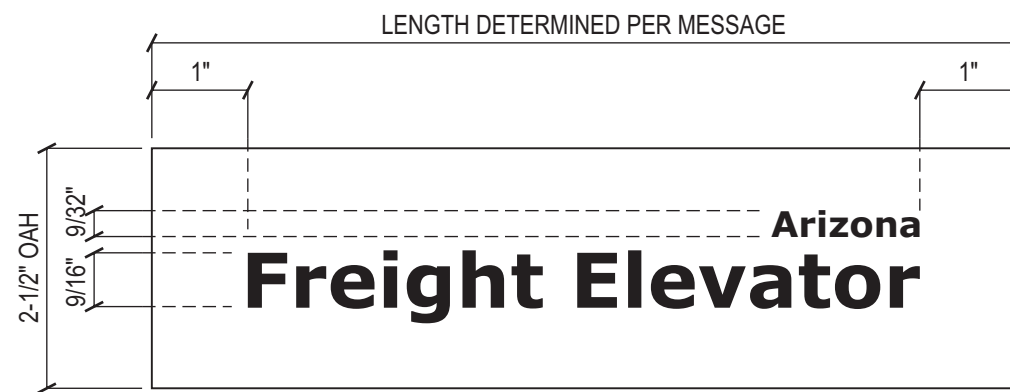


**INSTALLATION GUIDELINES - WINDOWS w/ PRIVACY VINYL**

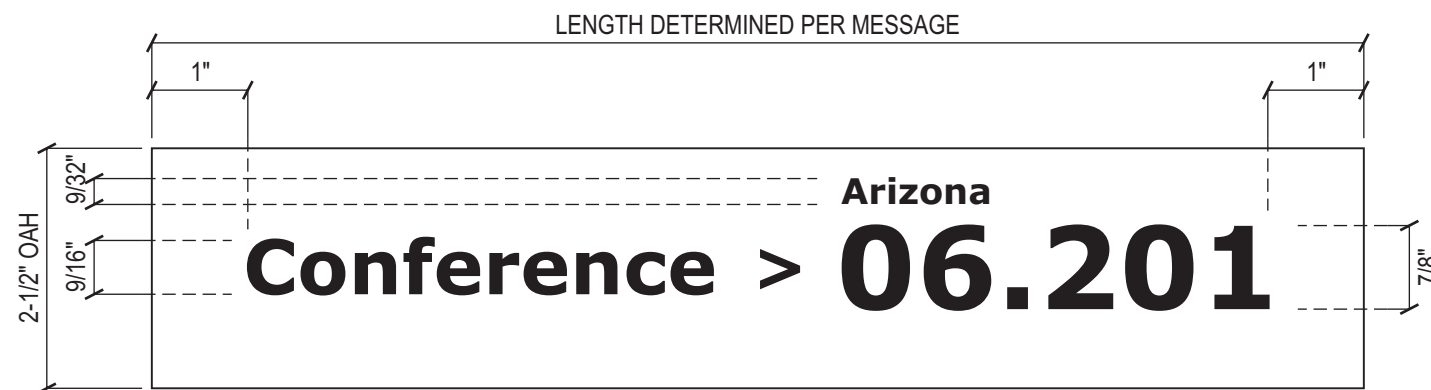
SCALE: 3/8"= 1'-0"



**RS.03-B** OFFICE ROOM ID - BLK  
SCALE: 6"=1'-0"



**RS.02-B** OFFICE ROOM ID - BLK  
SCALE: 6"=1'-0"

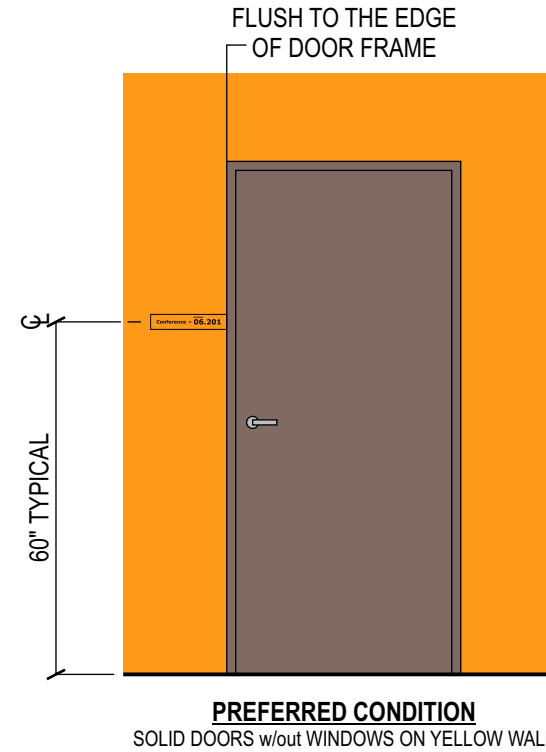


**RS.01-B** OFFICE ROOM ID - BLK  
SCALE: 6"=1'-0"

**COLOR LEGEND**

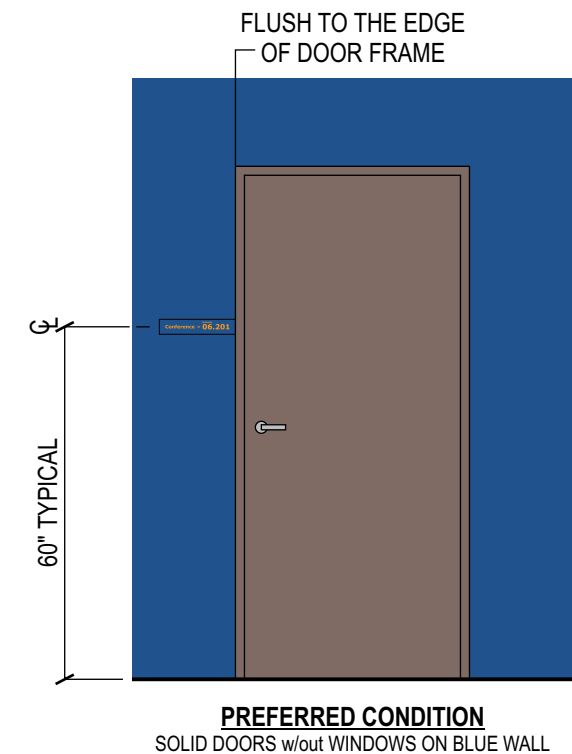
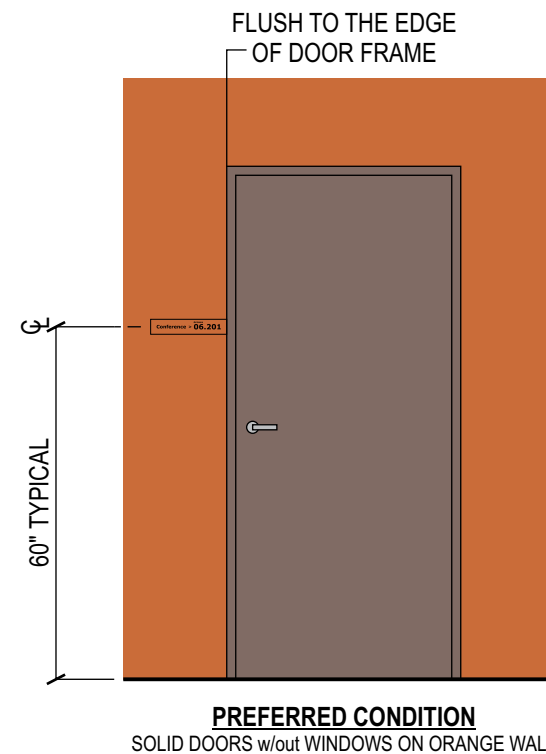
- BLACK
- PMS #1375c
- PMS #287cp
- 3M #8150-114 CLEAR VINYL

**NOTE:**  
ALTERNATE PRINT COLOR DETERMINED BY WALL COLOR.



**INSTALLATION GUIDELINES - COLORED WALLS**  
SCALE: 3/8"= 1'-0"

**SIGN SPECIFICATIONS:**  
3M #8150-114 CLEAR VINYL CLING WITH FIRST-SURFACE PRINTED GRAPHICS - SEE COLOR LEGEND. (FONT: VERDANA BOLD)  
TO BE USED ON COLORED WALLS WHERE ADDITIONAL CONTRAST IS REQUIRED



### Amazon Wayfinding – RS Cling Standards



Typical RS-01 Cling Layout (with Building Name)

All RS-01 clings designate the Room Function, Room Number and Building Name. See example above.  
 Note: If Building is not named, the Building designation is removed, all other content remains the same.

**\*Typical Listing of RS-01 Clings:**

- |                         |                      |                  |               |
|-------------------------|----------------------|------------------|---------------|
| AV Room                 | Conference (AV)      | IT Support       | Storage       |
| AV Storage              | Conference (VTC)     | Mother’s Room    | Team Room     |
| AV Tech Office          | Conference           | Participant Room | Usability Lab |
| Business Service Center | Electrical / Storage | Phone Booth      |               |
| Casual Conference       | Interview Room       | Quiet Room       |               |



Typical RS-02 Cling Layout (with Building Name)

All RS-02 clings designate the Room Function and Building Name. See example above.  
 Note: If Building is not named, the Building designation is removed, all other content remains the same.

**\*Typical Listing of RS-02 Clings:**

- |                  |                  |           |
|------------------|------------------|-----------|
| Electrical       | Janitor’s Closet | Work Room |
| Freight Elevator | Mechanical       |           |
| IDF              | UPS              |           |



Typical RS-03 Cling Layout (with Building Name)

All RS-03 clings designate the Room Number and Building Name. See example above.  
 Note: If Building is not named, the Building designation is removed, all other content remains the same.

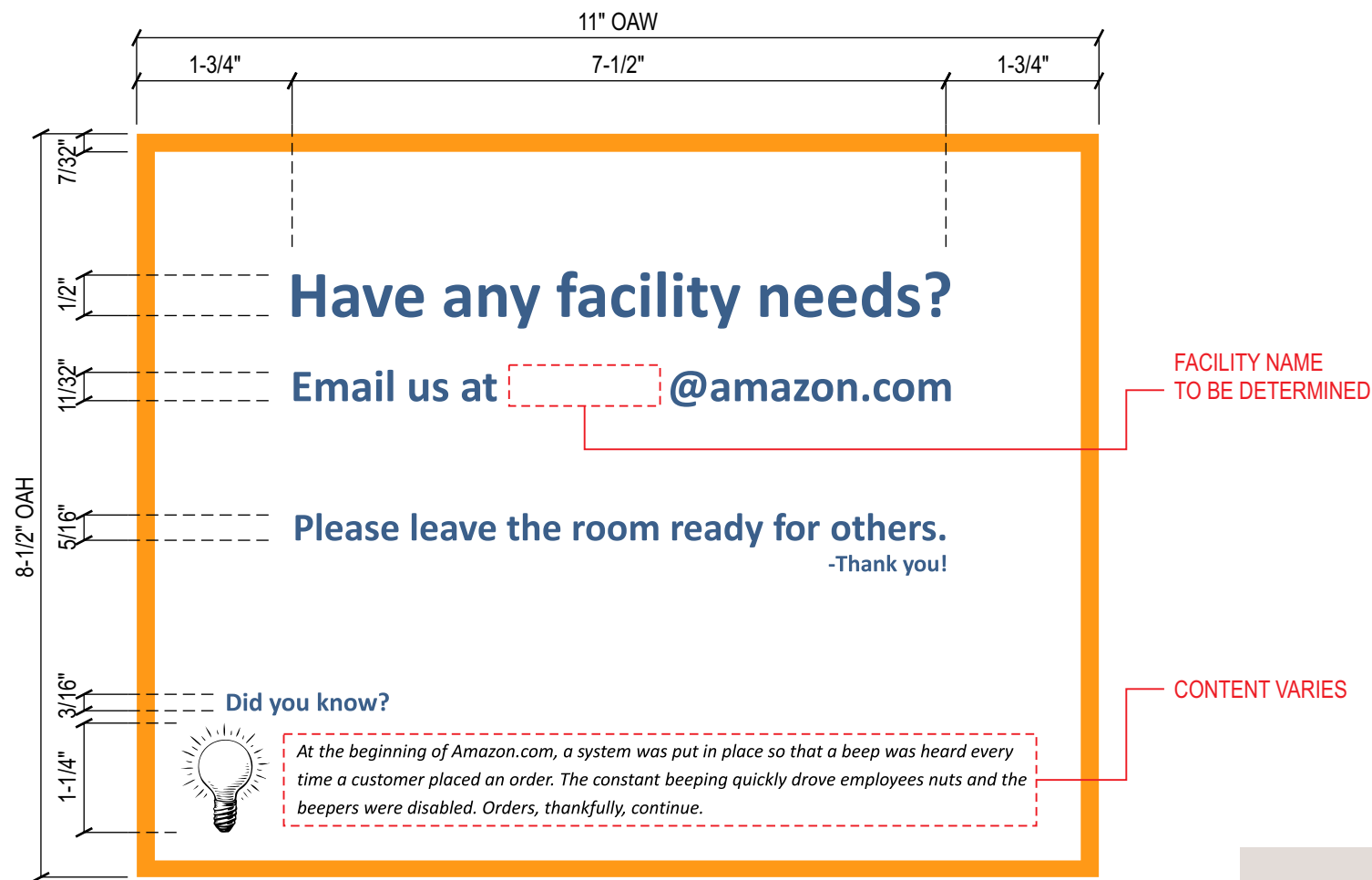
**\*Typical Listing of RS-03 Clings:**

- Flex Rooms

Note: RS-03 clings also used in New Builds adjacent to Shell & Core Code Signs (when applicable) as shown below.

- |                  |            |         |
|------------------|------------|---------|
| Electrical       | IDF        | Storage |
| Freight Elevator | Mechanical |         |

*\*Listed are the typical room functions. Site locations may require specialty names or designations not notated within the list. To be determined on a case by case basis.*



**INSTALLATION INSTRUCTIONS:**

**STEP 1:**  
CLEAN WALL w/ DRY MICROFIBER CLOTH TO REMOVE LOOSE ITEMS.

**STEP 2:**  
**INSTALL CONDITION 1:**  
CENTERED 3" ABOVE LIGHT SWITCH OR THERMOSTAT  
(ALL OTHER OBSTRUCTIONS USE INSTALL CONDITION 2)

**INSTALL CONDITION 2:**  
CENTERED HORIZONTALLY 2" FROM LIGHT SWITCH ON LEFT OR RIGHT WHERE THERE ARE NO OBSTRUCTIONS.

**STEP 3:**  
PEEL DECAL OFF BACKER w/ FINGER TIPS AND ADHERE TO WALL.

**STEP 4:**  
SQUEEGEE SIGN w/ VELCRO TYPE SQUEEGEE (FUZZY PADDING) TO REMOVE AIR BUBBLES. BE CAREFUL NOT TO SCRATCH PRINT.

**NOTE:**  
IF VELCRO SQUEEGEE IS UNAVAILABLE, PLACE A BLANK SHEET OF PAPER OVER CLING & RUB OVER PAPER AND CLING w/ A REGULAR RUBBER SQUEEGEE TO AVOID DAMAGING PRINT.

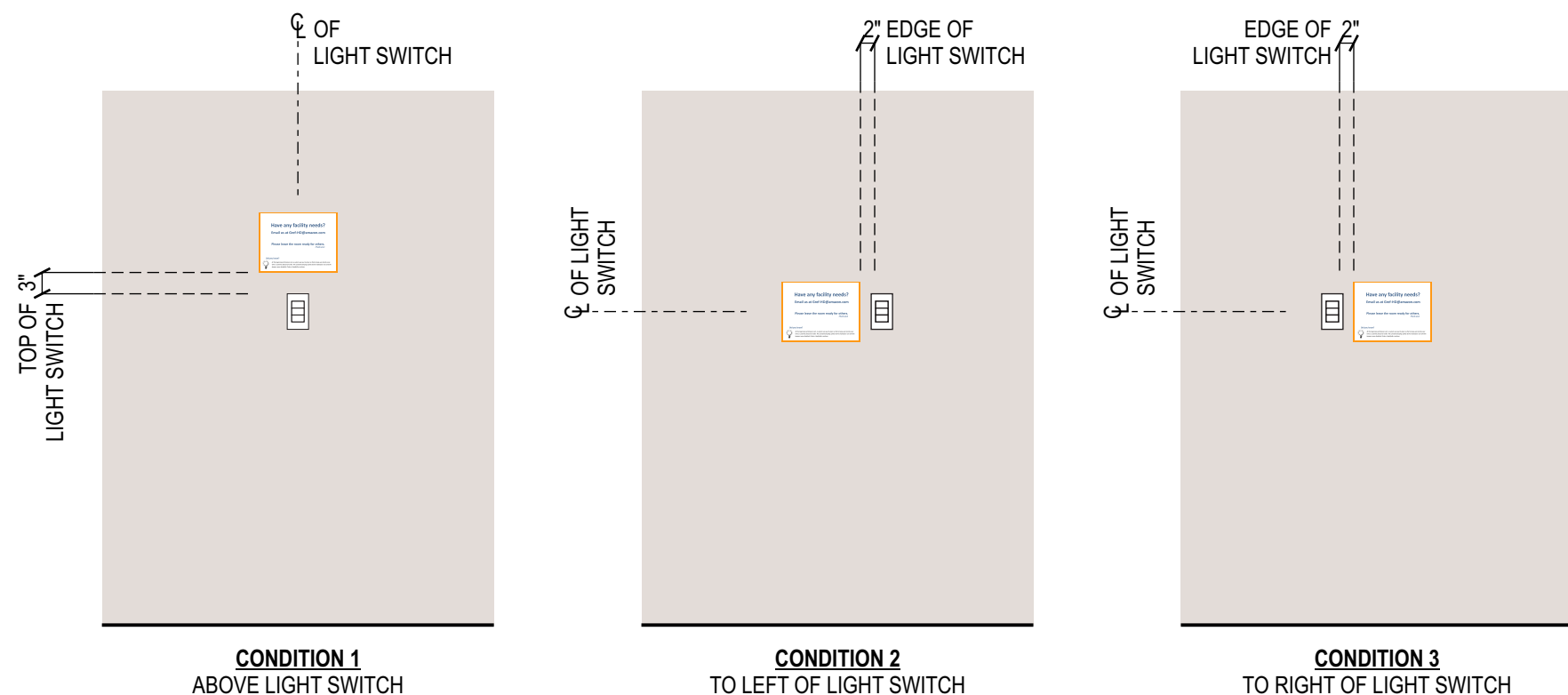
AVOID USING HARD PLASTICS & RUBBER SQUEEGEES DIRECTLY ON DIGITAL PRINT.

**CONF. RM. CONFERENCE ROOM DECAL**  
SCALE: 6"=1'-0"

**SIGN SPECIFICATIONS:**  
NEW 3M #86E WHITE LOW TAC VINYL WITH DIGITALLY PRINTED GRAPHICS.  
(FONTS: CALIBRI REGULAR & CALIBRI BOLD)

**COLOR LEGEND**

- PMS #1375c
- CMYK C:85/M:64/Y:25/K:6
- BLACK
- 3M #86E WHITE LOW TAC VINYL



**INSTALLATION GUIDELINES - WALL w/ LIGHT SWITCH**  
SCALE: 1/2"= 1'-0"

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 At the beginning of Amazon.com, a system was put in place so that a beep was heard every time a customer placed an order. The constant beeping quickly drove employees nuts and the beepers were disabled. Orders, thankfully, continue.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 There are several different graffiti walls hanging around the campus? Some designs are named "Whole and Orphans", "Pac Man Monster", "Pippy Longstocking" and "3-Eyed Monster". Can you find them all?

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 FREE Super Saver Shipping was first introduced to customers in August 2002.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 On July 11th, 1998 Amazon launched its first "non-book" product: Music.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 The 1-Click® Shopping was first introduced in September of 1997.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 The first door desks were built in 1994 with materials from Home Depot. As a symbol of frugality, Door Desk Awards are now granted to recognize employees that offer well-built ideas that help deliver low prices to customers while saving Amazon money.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Broomball has become a traditional sport played at the company picnic each year. Amazon's modified version contains elements of the traditional Broomball sport and soccer. Be sure to visit the Broomball Hall of Fame!

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Amazon's affiliate, Quidsi.com, also got its start in a garage! Today, their idea has expanded into an excellent customer-centric online company that ships products worldwide.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Local graffiti artist team, Trey and Derek, designed an Amazon-inspired graffiti partition wall for our building, Arizona. The commissioned wall has many hidden elements speaking to Amazon's culture and folk lore.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Light fixtures in Blackfoot were created to resemble globes and the classic Amazon delivery box. Both of which are representative to the global expansion of Amazon's customer base.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Bigfoot, or Sasquatch, was a bipedal humanoid that has been known to roam the Pacific Northwest in the days of yore.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 In October 1997, the one-millionth order was placed. It was signed by every Amazon employee and hand-delivered to Japan by Jeff Bezos. The package contained Windows NT Manual and Kitty Kelly's "The Royals".

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Col Needham founded IMDb in 1990 and Amazon acquired IMDb in 1998. Today, IMDb is the #1 Movie website in the world.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 The "Just Do It Award" is an award given to an employee or team that demonstrates Amazon's core values of innovation and bias for action.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Amazon.co.jp (Japan) and Amazon.fr (France) were both launched in 2000.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Student artists were recruited to create painted rugs that represent Amazon's culture and influence. You can find their designs in the elevator lobbies of Arizona.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Arizona's theme is Artist's Loft: employees answered a "Call to Artists" and created artwork to decorate the building interior. The artwork is displayed along the core of floors 2-12. Visit and be inspired!

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

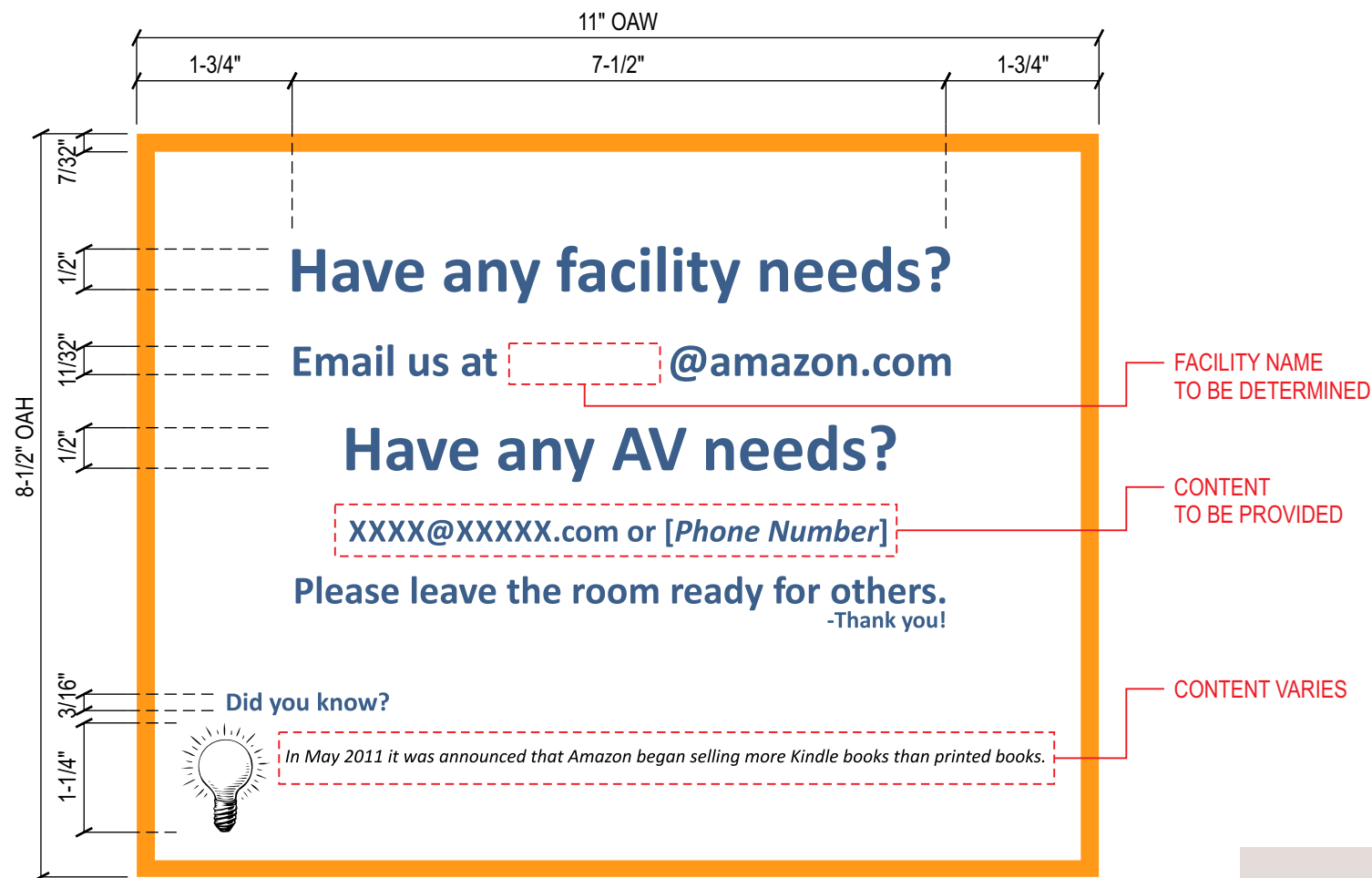
Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 John Locke became the first Independently Published Author to join the "Kindle Millions Club" by selling over a million Kindle eBooks.

**Have any facility needs?**  
 Email us at [@amazon.com](mailto:amazon.com)

Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Between its first launch in 1994 and 2004, Amazon launched 16 new stores on the site: including Beauty, Health & Personal Care, Apparel & Accessories, Home Improvement, and many others.



**INSTALLATION INSTRUCTIONS:**

**STEP 1:**  
CLEAN WALL w/ DRY MICROFIBER CLOTH TO REMOVE LOOSE ITEMS.

**STEP 2:**  
**INSTALL CONDITION 1:**  
CENTERED 3" ABOVE LIGHT SWITCH OR THERMOSTAT  
(ALL OTHER OBSTRUCTIONS USE INSTALL CONDITION 2)

**INSTALL CONDITION 2:**  
CENTERED HORIZONTALLY 2" FROM LIGHT SWITCH ON LEFT OR RIGHT WHERE THERE ARE NO OBSTRUCTIONS.

**STEP 3:**  
PEEL DECAL OFF BACKER w/ FINGER TIPS AND ADHERE TO WALL.

**STEP 4:**  
SQUEEGEE SIGN w/ VELCRO TYPE SQUEEGEE (FUZZY PADDING) TO REMOVE AIR BUBBLES. BE CAREFUL NOT TO SCRATCH PRINT.

**NOTE:**  
IF VELCRO SQUEEGEE IS UNAVAILABLE, PLACE A BLANK SHEET OF PAPER OVER CLING & RUB OVER PAPER AND CLING w/ A REGULAR RUBBER SQUEEGEE TO AVOID DAMAGING PRINT.

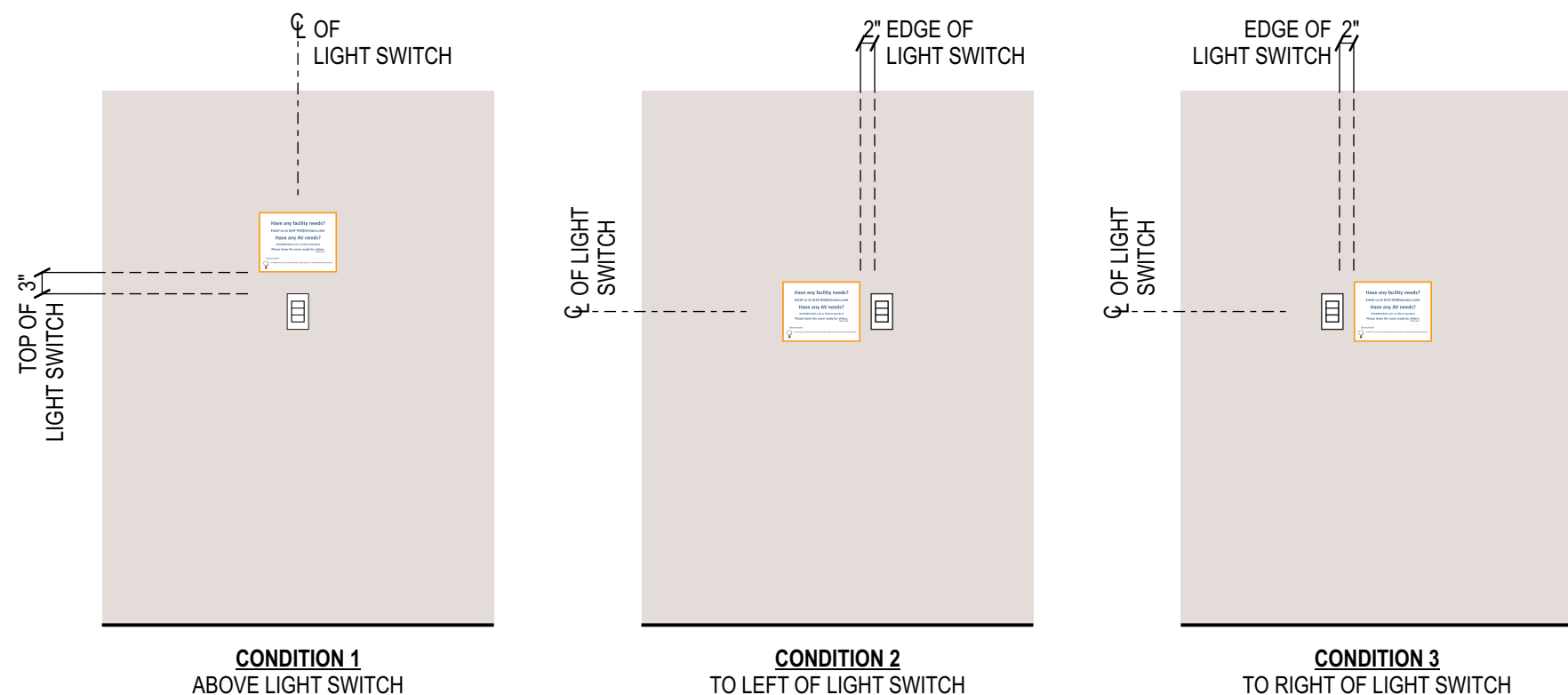
AVOID USING HARD PLASTICS & RUBBER SQUEEGEES DIRECTLY ON DIGITAL PRINT.

**AV. RM. AV ROOM DECAL**  
SCALE: 6"=1'-0"

**SIGN SPECIFICATIONS:**  
NEW 3M #86E WHITE LOW TAC VINYL WITH DIGITALLY PRINTED GRAPHICS.  
(FONTS: CALIBRI REGULAR & CALIBRI BOLD)

**COLOR LEGEND**

- PMS #1375c
- CMYK C:85/M:64/Y:25/K:6
- BLACK
- 3M #86E WHITE LOW TAC VINYL



**INSTALLATION GUIDELINES - WALL w/ LIGHT SWITCH**  
SCALE: 1/2"= 1'-0"



**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 In May 2011 it was announced that Amazon began selling more Kindle books than printed books.

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 In October of 1998, Amazon.co.uk was launched in the United Kingdom.

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 In October of 1998, Amazon.de was launched in Germany.

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 In November 1998, Amazon launched its Video Store.

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 There is a skeleton of a bear species hidden in one of the campus buildings.  
 Can you guess what kind of bear it is?

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Jeff Bezos was named Time Magazine's "Person of the Year" in December 1999.

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 The Vozes application was named after the seasonally flooded Vozes Woodlands of the Amazon Rainforest: a metaphor for Amazon growing larger than its core retail business.

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Amazon moved its warehouse from a garage in Bellevue to 549 South Dawson Street, which served as a fulfillment center from 1996-2001. Today, we honor our beginnings by naming one of our buildings "Dawson".

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 In October 1997, the one-millionth order was placed. It was signed by every Amazon employee and hand-delivered to Japan by Jeff Bezos. The package contained Windows NT Manual and Kitty Kelly's "The Royals".

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 The Amazon affiliate, Quidsi.com, grew from 64 employees in 2008 to 195 employees by the same time the following year. It was named the 35th fastest growing company in September 2009.

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Each floor in Blackfoot represents a particular country and features a special door design reminiscent of the classic doors from the inspired culture.

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Amazon first launch the Kindle Owner's Lending Library in December 2010.

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Obidos was the name of Amazon's original page-rendering engine and appeared in many of the early URLs. It is also a town in Brazil located at the narrowest and swiftest part of the Amazon River.

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 The "Just Do It Award" is an award given to an employee or team that demonstrates Amazon's core values of innovation and bias for action.

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

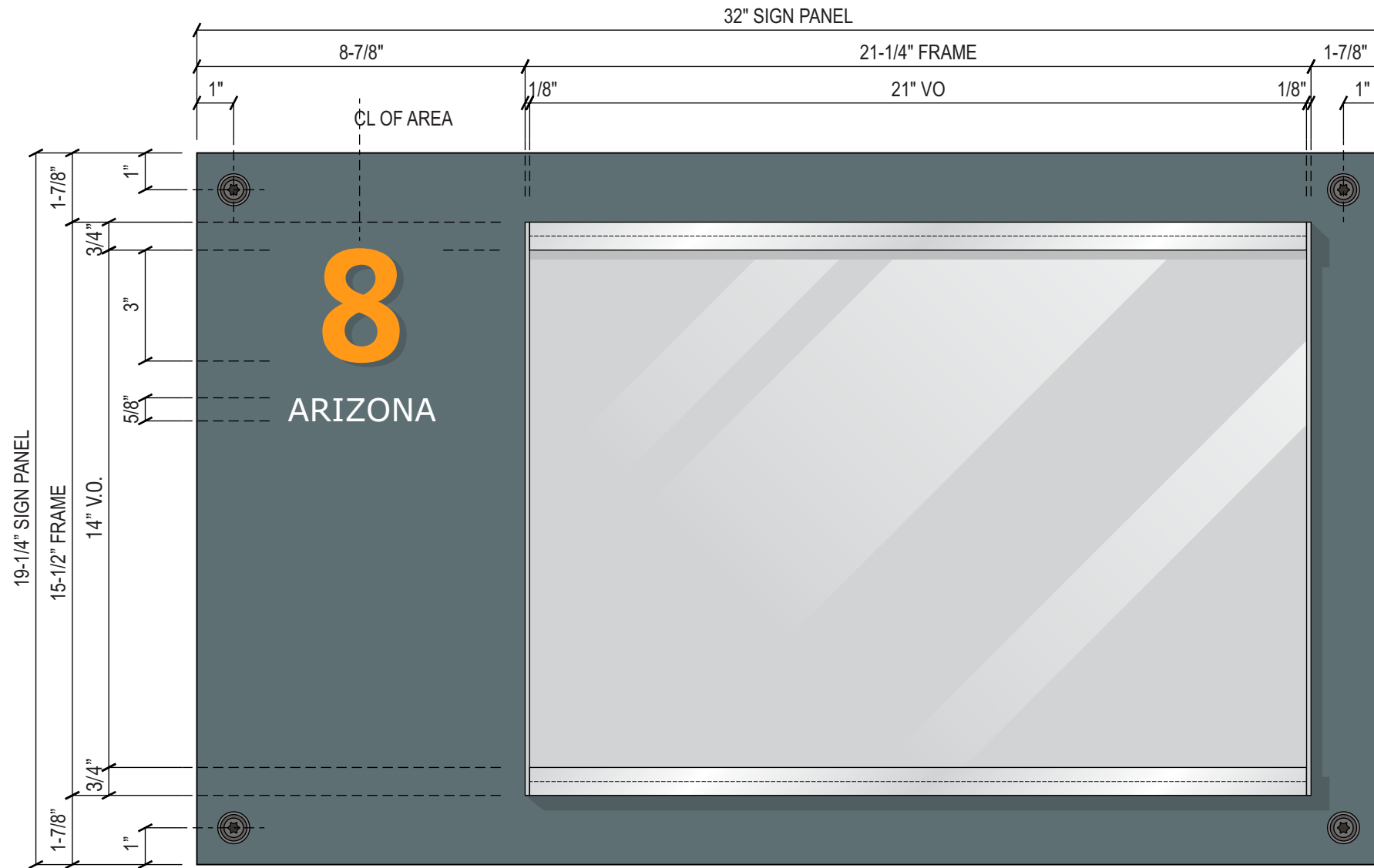
**Did you know?**  
 Rufus, a Welsh corgi, "launched" most—if not all—of our major launches in 1998 and 1999. A team member would hold Rufus and use his paw to click to press the mouse and deploy the build.

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Abe Books, an Amazon affiliate since 2008, launched their website in 1996 and initially included only four bookstores. It now continues to sell millions of new, used, rare, and out-of-print books as well as textbooks all over the world.

**Have any facility needs?**  
 Email us at @amazon.com  
**Have any AV needs?**  
 XXXX@XXXXX.com or [Phone Number]  
 Please leave the room ready for others.  
 -Thank you!

**Did you know?**  
 Arizona's theme is Artist's Loft: employees answered a "Call to Artists" and created artwork to decorate the building interior. The artwork is displayed along the core of floors 2-12.  
 Visit and be inspired!



**DIR**

**DIRECTORY / EVACUATION MAP**

SCALE: 3"=1'-0"

**SIGN SPECIFICATIONS:**

**BACKGROUND**

MATERIAL: 1/16" THK. HOT ROLLED STEEL (16GA.)  
 FINISH: BLUE WAX FINISH, DARK, MOTTLED MATTE  
 EDGES: EASED

**TOP & BOTTOM TRACK**

MATERIAL: ALUMINUM  
 FINISH: CLEAR ANODIZED  
 DIMENSION: 3/4" x 1/2" FLATBAR WITH MACHINED SLOT

**ACRYLIC**

MATERIAL: 1/16" THK. NON-GLARE CLEAR ACRYLIC COVER (PLASKOLITE OPTIX-NG NON GLARE ACRYLIC, HEAVY MATTE FINISH) - PRINTED MASKING FACES TO OUTSIDE

**NUMERALS**

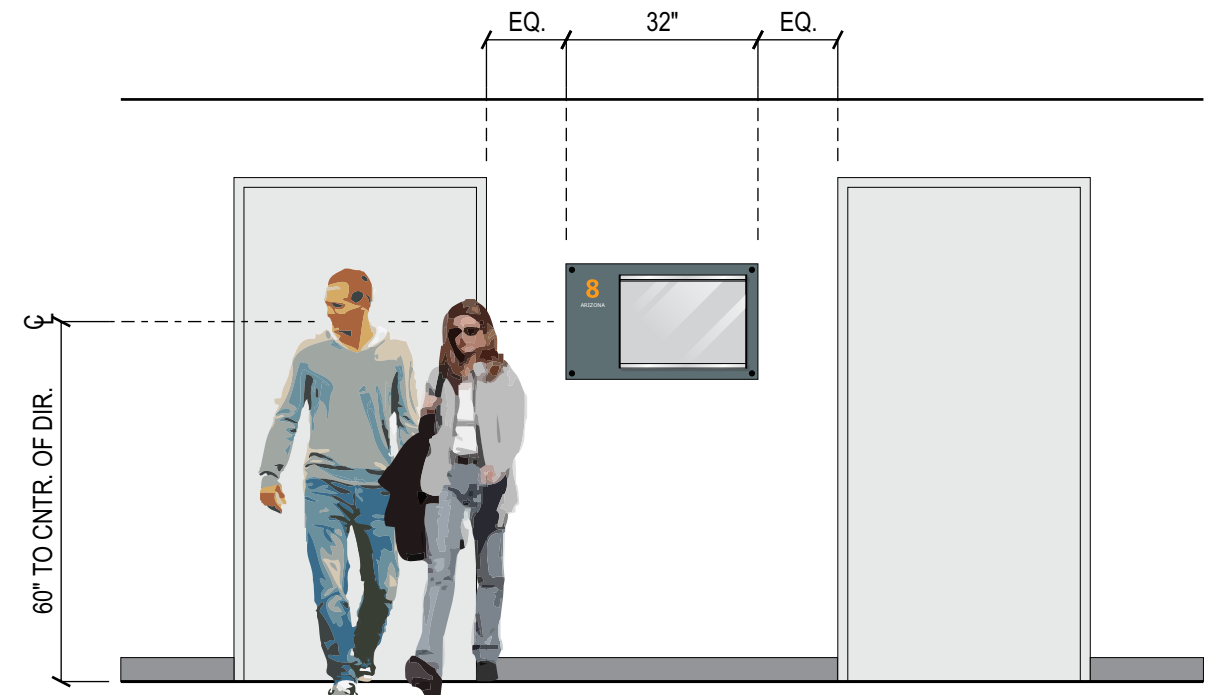
MATERIAL: 1/4" THK. ACRYLIC  
 FINISH: PTM PMS #1375C YELLOW  
 FONT: FRUTIGER 45 BOLD  
 NOTE: NUMBERS VARY

**BUILDING NAMES**

MATERIAL: 3M VINYL  
 FINISH: 3M #7725-20 MATTE WHITE OPAQUE  
 FONT: VERDANA  
 NOTE: BUILDING NAMES VARY, TBD

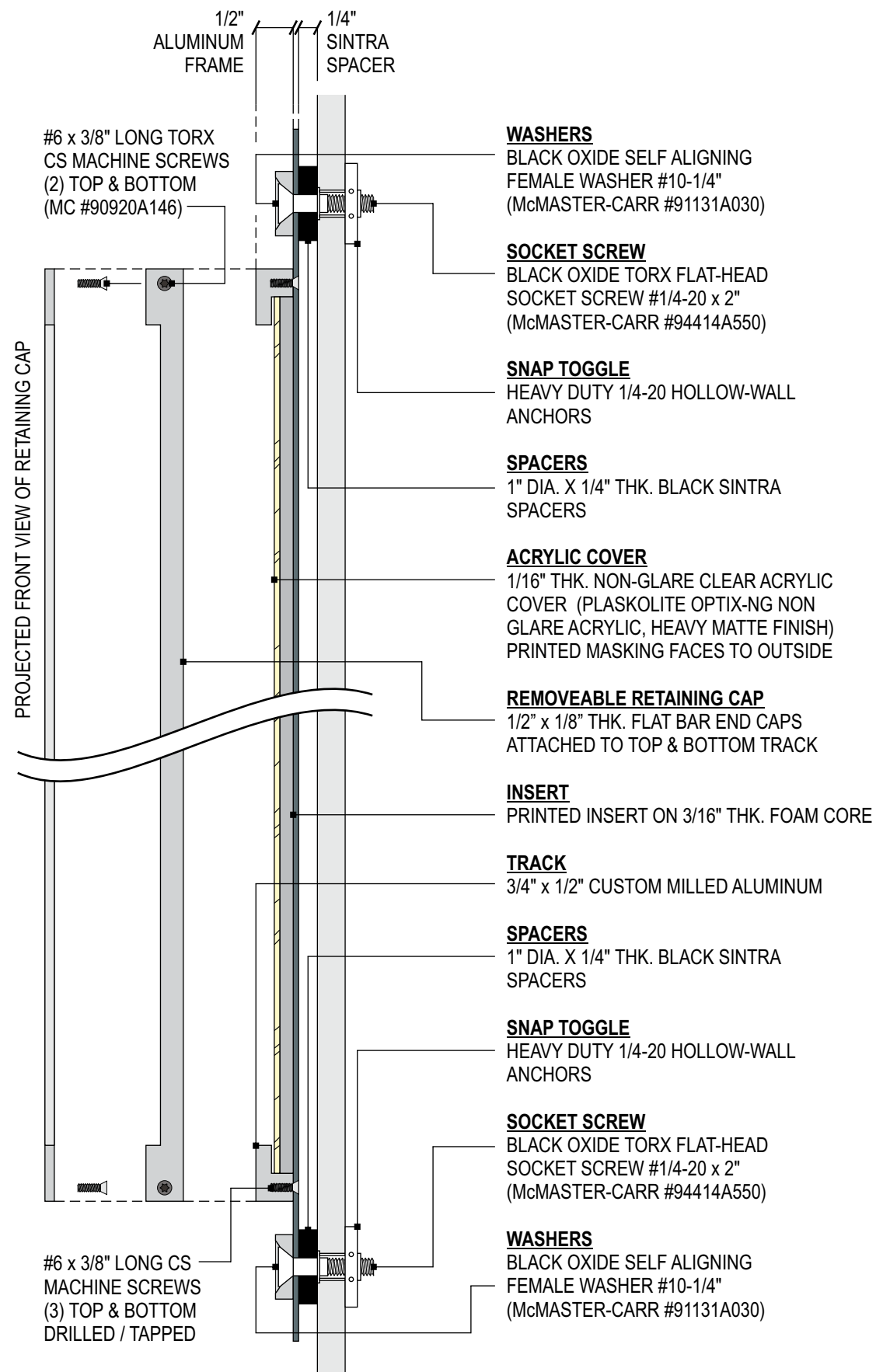
**COLOR LEGEND**

- PMS #1375c
- 3M #7725-20 MATTE WHITE
- BLUE WAX FINISH
- CLEAR ANODIZED

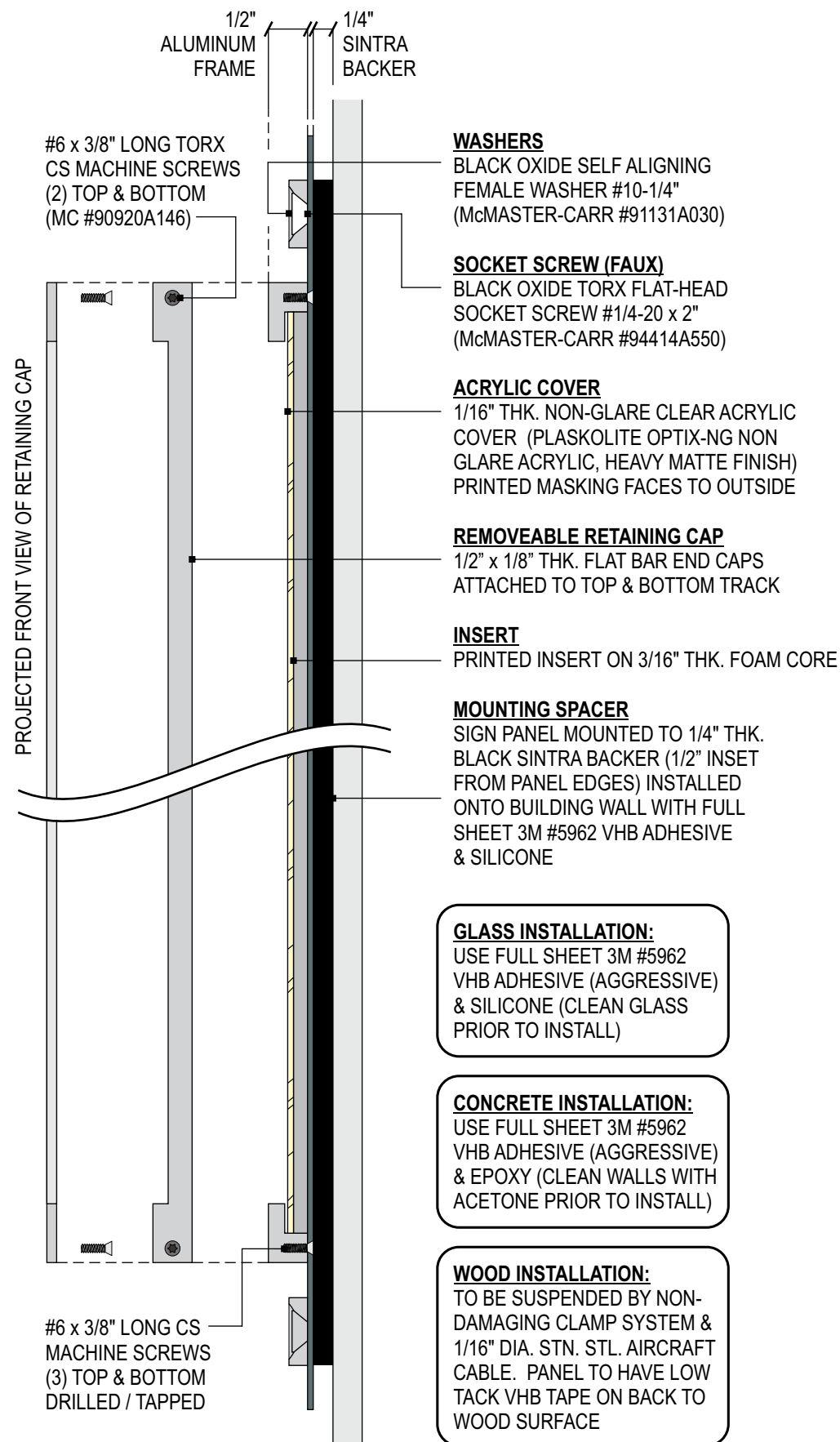


**PARTIAL ELEVATION - WALL PLACEMENT**

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



**SECTION - TYPICAL GYP. WALL INSTALL**  
SCALE: 6"=1'-0"

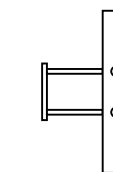


**SECTION - TYPICAL GLASS / CONCRETE WALL INSTALL**  
SCALE: 6"=1'-0"

**GLASS INSTALLATION:**  
USE FULL SHEET 3M #5962 VHB ADHESIVE (AGGRESSIVE) & SILICONE (CLEAN GLASS PRIOR TO INSTALL)

**CONCRETE INSTALLATION:**  
USE FULL SHEET 3M #5962 VHB ADHESIVE (AGGRESSIVE) & EPOXY (CLEAN WALLS WITH ACETONE PRIOR TO INSTALL)

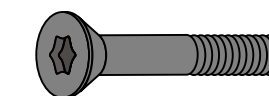
**WOOD INSTALLATION:**  
TO BE SUSPENDED BY NON-DAMAGING CLAMP SYSTEM & 1/16" DIA. STN. STL. AIRCRAFT CABLE. PANEL TO HAVE LOW TACK VHB TAPE ON BACK TO WOOD SURFACE



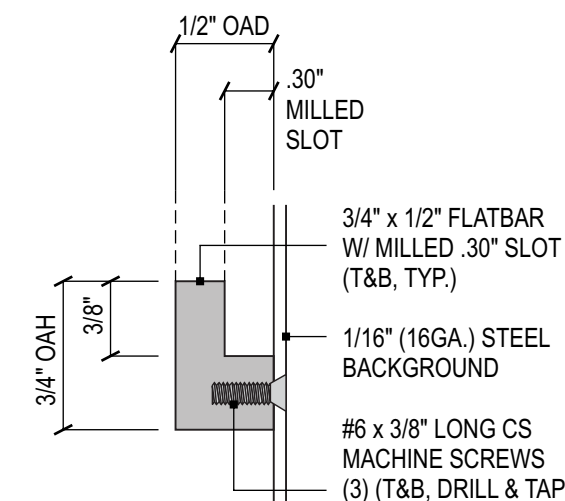
**SNAP TOGGLE**  
HEAVY DUTY HOLLOW-WALL ANCHORS #1/4-20



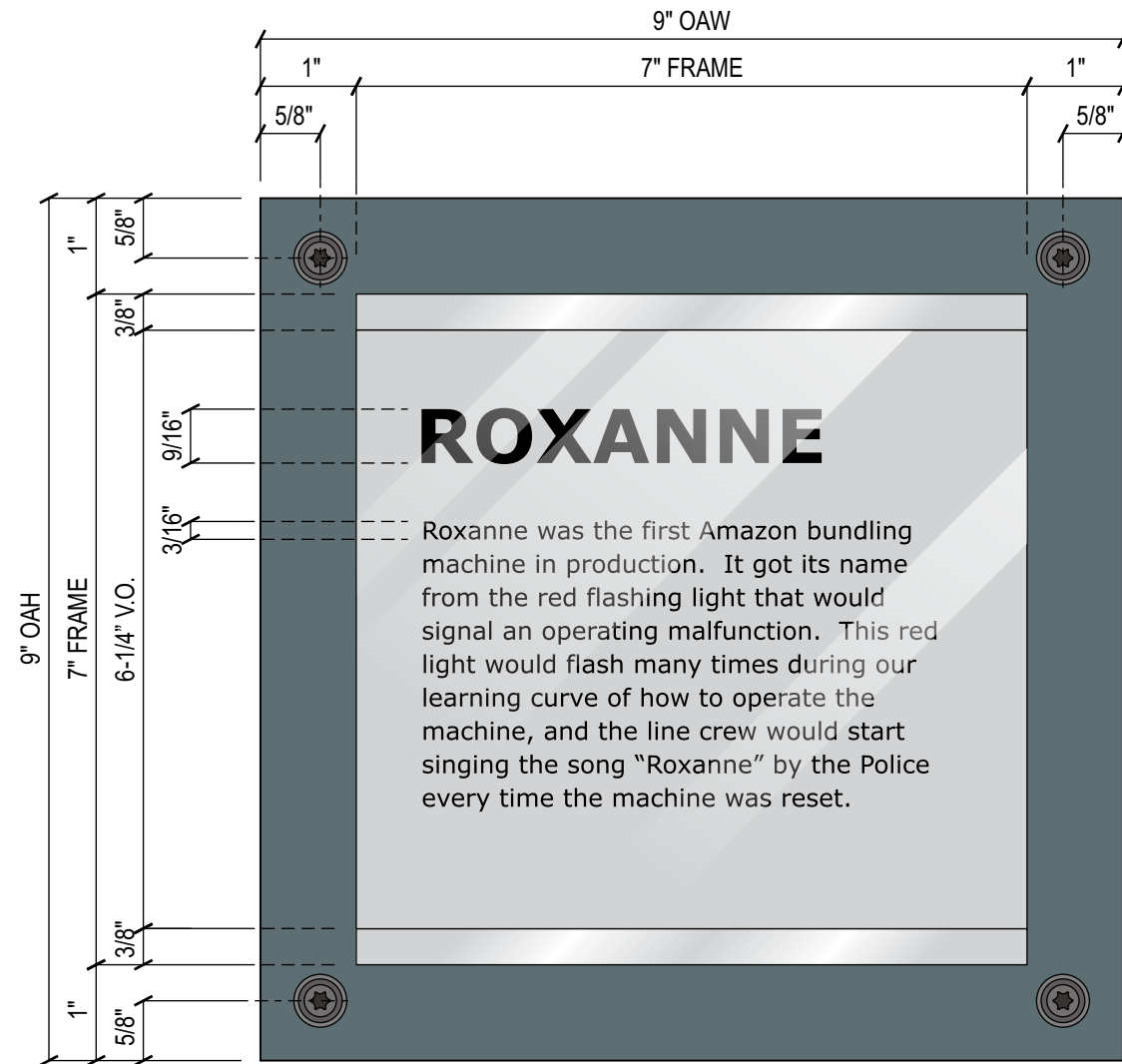
**McMASTER-CARR**  
BLACK OXIDE SELF ALIGNING FEMALE WASHER #10-1/4" (PART #91131A030)



**McMASTER-CARR**  
BLACK OXIDE TORX FLAT-HEAD SOCKET SCREW #1/4-20 x 2" (PART #94414A550)



**SIDE VIEW - TRACK (T&B)**  
SCALE: 12"=1'-0"



**ART. PLQ.** **ART PLAQUE**  
SCALE: 6"=1'-0"

**SIGN SPECIFICATIONS:**

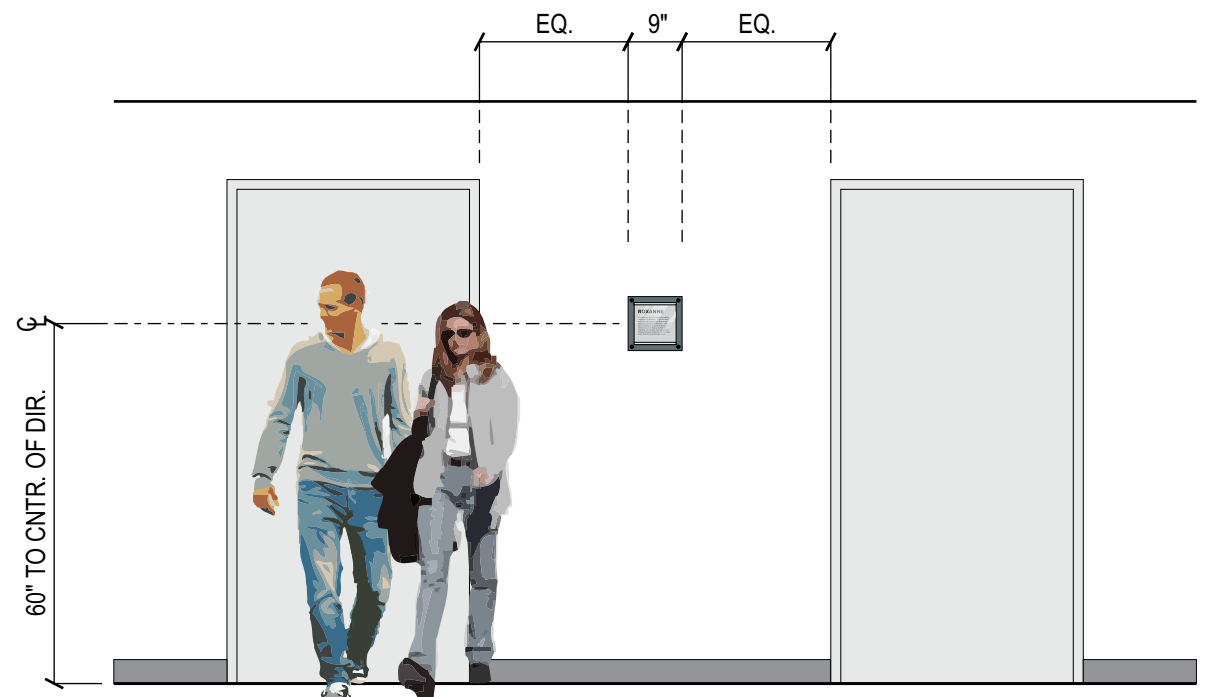
**BACKGROUND**  
MATERIAL: 1/16" THK. HOT ROLLED STEEL (16GA.)  
FINISH: BLUE WAX FINISH, DARK, MOTTLED MATTE  
EDGES: EASED

**TOP & BOTTOM TRACK**  
MATERIAL: ALUMINUM  
FINISH: CLEAR ANODIZED  
DIMENSION: .32" FRONT LEG x .39" WEB x .80" BACK LEG

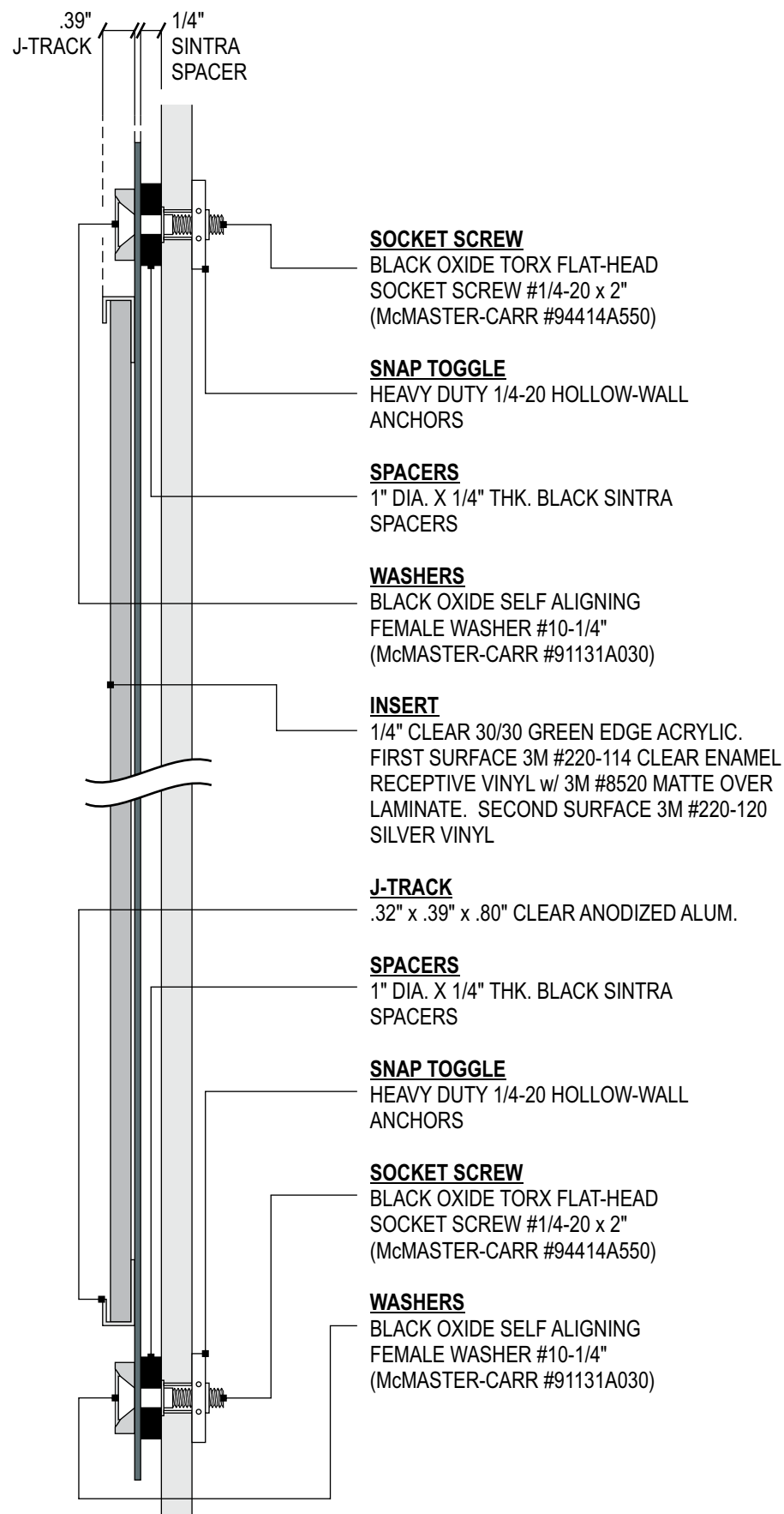
**INSERT**  
1/4" CLEAR 30/30 GREEN EDGE ACRYLIC. FIRST SURFACE  
3M #220-114 CLEAR ENAMEL RECEPTIVE VINYL w/ 3M #8520  
MATTE OVER LAMINATE. SECOND SURFACE 3M #220-120  
SILVER VINYL (FONT: VERDANA & VERDANA BOLD)

**COLOR LEGEND**

- BLUE WAX FINISH
- CLEAR ANODIZED



**PARTIAL ELEVATION - WALL PLACEMENT**  
SCALE: 3/8"=1'-0"



**SOCKET SCREW**  
BLACK OXIDE TORX FLAT-HEAD  
SOCKET SCREW #1/4-20 x 2"  
(McMASTER-CARR #94414A550)

**SNAP TOGGLE**  
HEAVY DUTY 1/4-20 HOLLOW-WALL  
ANCHORS

**SPACERS**  
1" DIA. X 1/4" THK. BLACK SINTRA  
SPACERS

**WASHERS**  
BLACK OXIDE SELF ALIGNING  
FEMALE WASHER #10-1/4"  
(McMASTER-CARR #91131A030)

**INSERT**  
1/4" CLEAR 30/30 GREEN EDGE ACRYLIC.  
FIRST SURFACE 3M #220-114 CLEAR ENAMEL  
RECEPTIVE VINYL w/ 3M #8520 MATTE OVER  
LAMINATE. SECOND SURFACE 3M #220-120  
SILVER VINYL

**J-TRACK**  
.32" x .39" x .80" CLEAR ANODIZED ALUM.

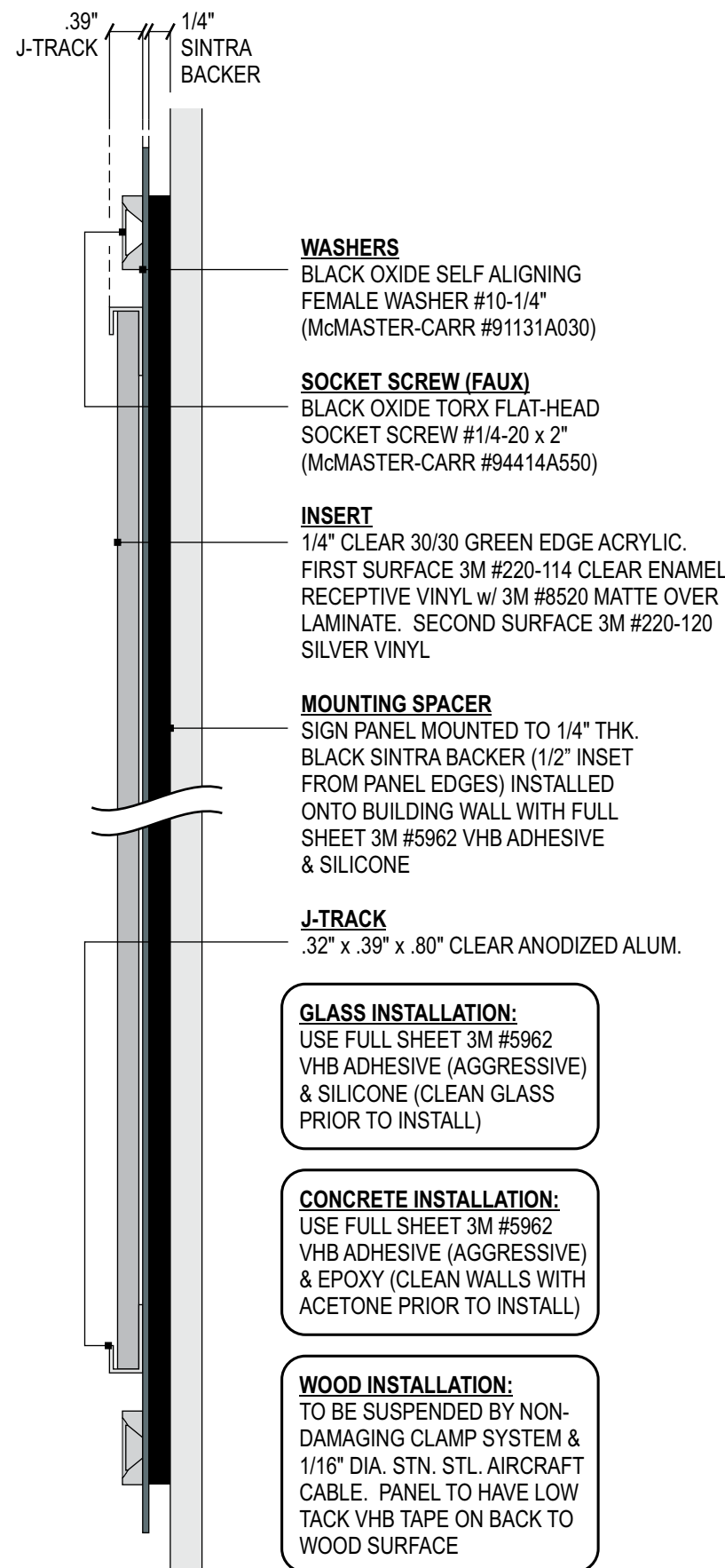
**SPACERS**  
1" DIA. X 1/4" THK. BLACK SINTRA  
SPACERS

**SNAP TOGGLE**  
HEAVY DUTY 1/4-20 HOLLOW-WALL  
ANCHORS

**SOCKET SCREW**  
BLACK OXIDE TORX FLAT-HEAD  
SOCKET SCREW #1/4-20 x 2"  
(McMASTER-CARR #94414A550)

**WASHERS**  
BLACK OXIDE SELF ALIGNING  
FEMALE WASHER #10-1/4"  
(McMASTER-CARR #91131A030)

**SECTION - TYPICAL GYP. WALL INSTALL**  
SCALE: 6"=1'-0"



**WASHERS**  
BLACK OXIDE SELF ALIGNING  
FEMALE WASHER #10-1/4"  
(McMASTER-CARR #91131A030)

**SOCKET SCREW (FAUX)**  
BLACK OXIDE TORX FLAT-HEAD  
SOCKET SCREW #1/4-20 x 2"  
(McMASTER-CARR #94414A550)

**INSERT**  
1/4" CLEAR 30/30 GREEN EDGE ACRYLIC.  
FIRST SURFACE 3M #220-114 CLEAR ENAMEL  
RECEPTIVE VINYL w/ 3M #8520 MATTE OVER  
LAMINATE. SECOND SURFACE 3M #220-120  
SILVER VINYL

**MOUNTING SPACER**  
SIGN PANEL MOUNTED TO 1/4" THK.  
BLACK SINTRA BACKER (1/2" INSET  
FROM PANEL EDGES) INSTALLED  
ONTO BUILDING WALL WITH FULL  
SHEET 3M #5962 VHB ADHESIVE  
& SILICONE

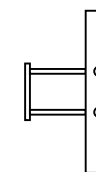
**J-TRACK**  
.32" x .39" x .80" CLEAR ANODIZED ALUM.

**GLASS INSTALLATION:**  
USE FULL SHEET 3M #5962  
VHB ADHESIVE (AGGRESSIVE)  
& SILICONE (CLEAN GLASS  
PRIOR TO INSTALL)

**CONCRETE INSTALLATION:**  
USE FULL SHEET 3M #5962  
VHB ADHESIVE (AGGRESSIVE)  
& EPOXY (CLEAN WALLS WITH  
ACETONE PRIOR TO INSTALL)

**WOOD INSTALLATION:**  
TO BE SUSPENDED BY NON-  
DAMAGING CLAMP SYSTEM &  
1/16" DIA. STN. STL. AIRCRAFT  
CABLE. PANEL TO HAVE LOW  
TACK VHB TAPE ON BACK TO  
WOOD SURFACE

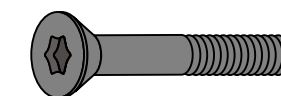
**SECTION - TYPICAL GLASS / CONCRETE WALL INSTALL**  
SCALE: 6"=1'-0"



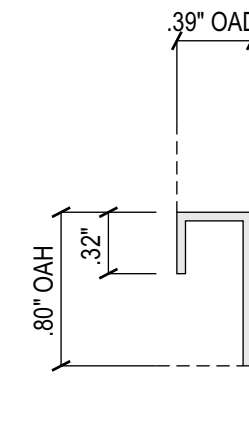
**SNAP TOGGLE**  
HEAVY DUTY HOLLOW-  
WALL ANCHORS #1/4-20



**McMASTER-CARR**  
BLACK OXIDE SELF ALIGNING  
FEMALE WASHER #10-1/4"  
(PART #91131A030)



**McMASTER-CARR**  
BLACK OXIDE TORX FLAT-HEAD  
SOCKET SCREW #1/4-20 x 2"  
(PART #94414A550)



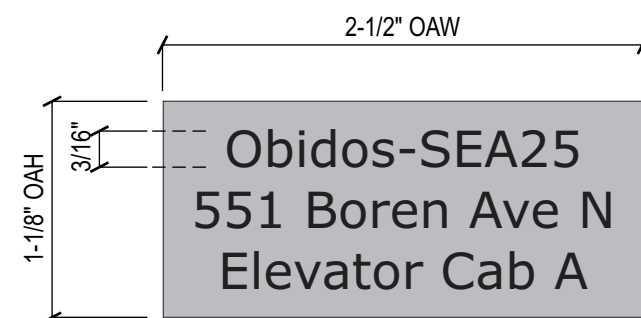
**SIDE VIEW - J-TRACK (T&B)**  
SCALE: 12"=1'-0"



**TAG.1** **ELEVATOR RECEPTION**  
SCALE: 12"=1'-0"

**COLOR LEGEND**

- PMS #1375c
- BRUSHED #4 HORIZ.
- BLACK



**TAG.2** **ELEVATOR ID**  
SCALE: 12"=1'-0"

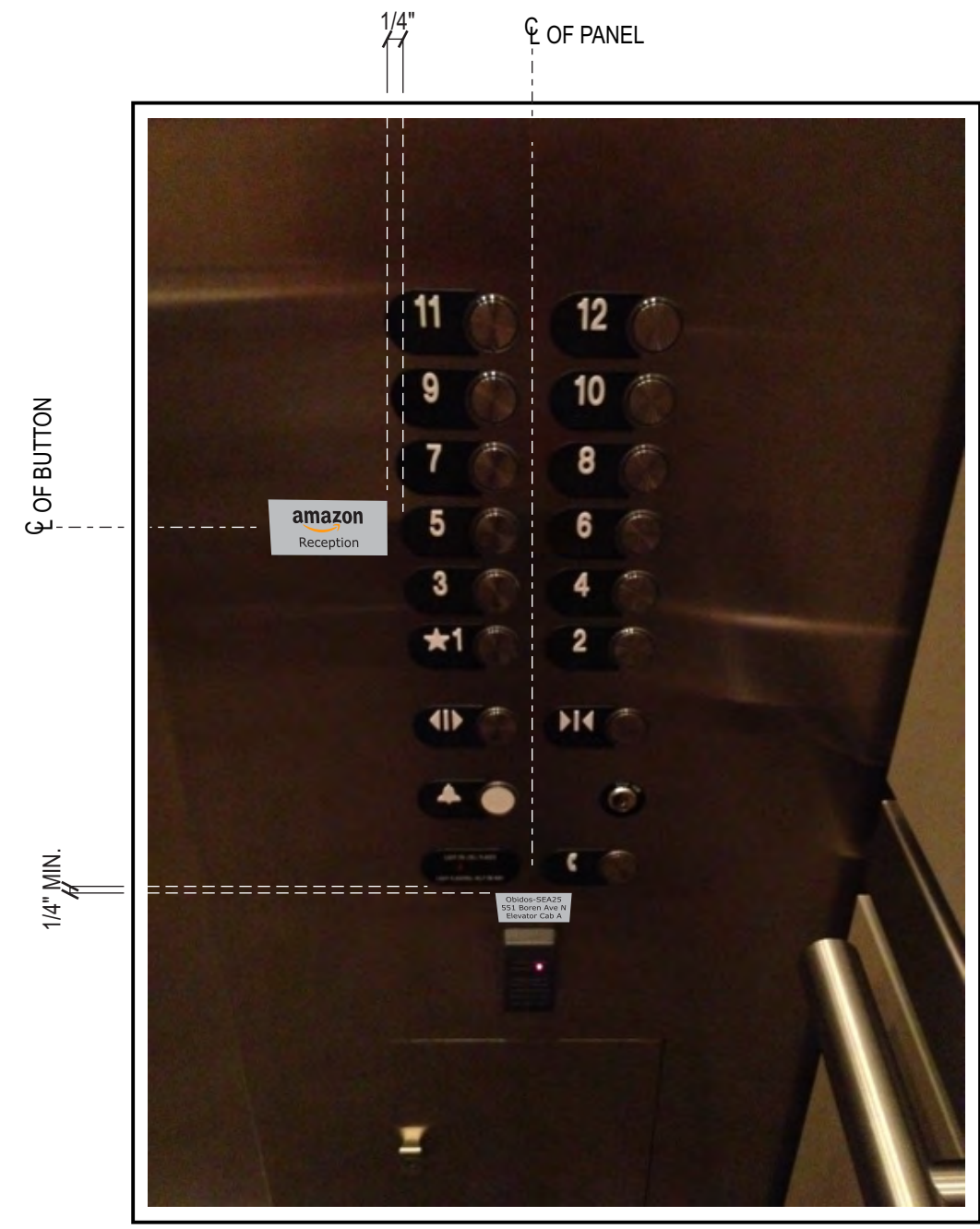
**NOTE:**  
CONTENT SHOWN FOR REPRESENTATIONAL PURPOSES ONLY. BUILDING NAME, SEA #, ADDRESS & ELEVATOR CAB # TO BE PROVIDED

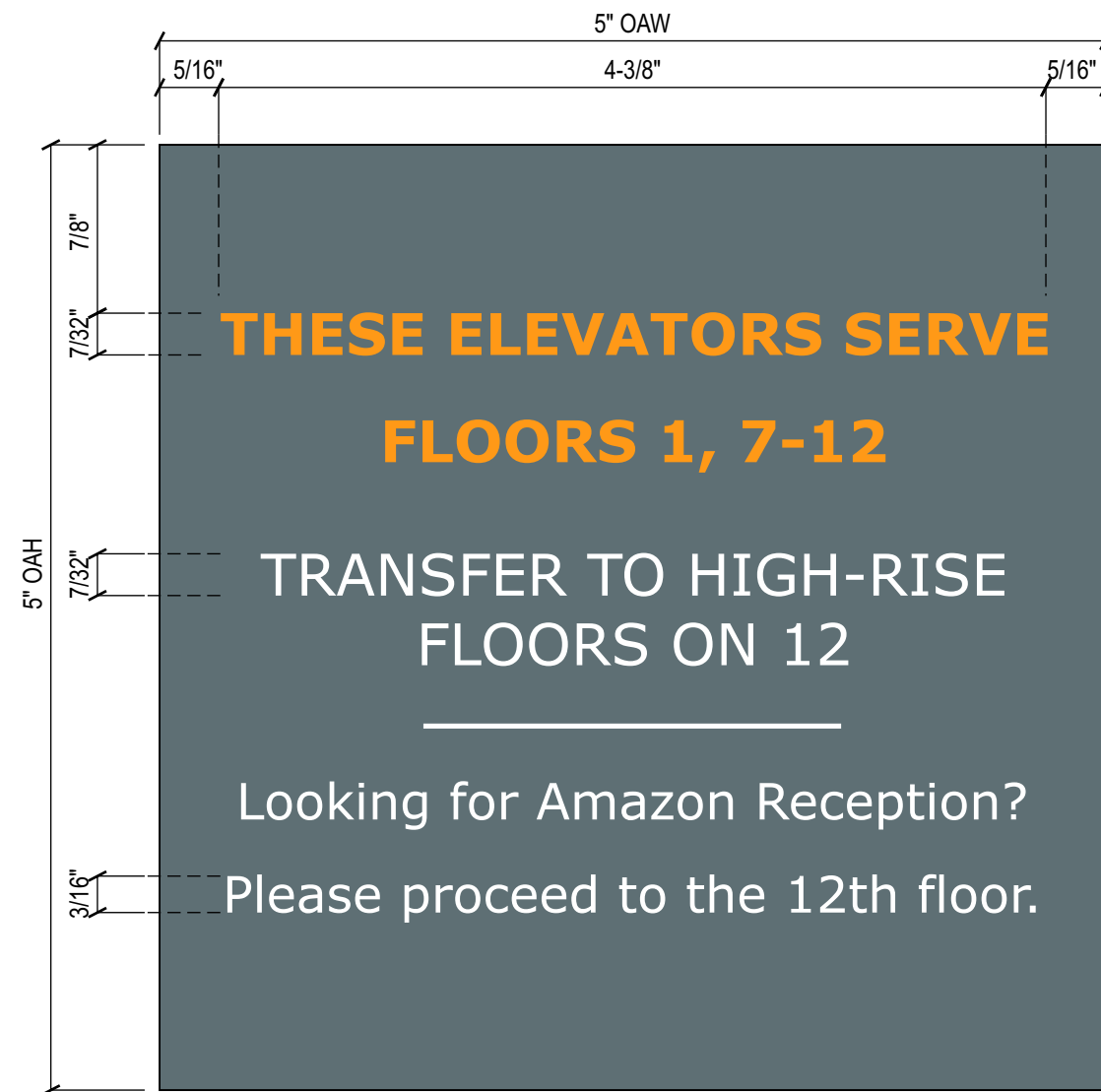
**SIGN SPECIFICATIONS:**

**BACKGROUND**  
.030" THK. STAINLESS STEEL w/ HORIZONTAL BRUSHED #4 FINISH. EDGES OF PANEL TO BE EASED AS REQUIRED. INSTALL w/ .005" THK. 3M #468 PERMANENT PRESSURE SENSITIVE ADHESIVE

**GRAPHICS**  
ETCHED & FILLED (FONT: VERDANA)

**NOTE:**  
TYPICAL APPLICATION SUBJECT TO LANDLORD APPROVAL AND FIELD VERIFICATION.





**SERVES**

**ELEVATOR RECEPTION**

SCALE: 12"=1'-0"

**SIGN SPECIFICATIONS:**

NEW WHITE 3M #86E LOW TAC VINYL w/ DIGITALLY PRINTED GRAPHICS. (FONT: VERDANA & VERDANA BOLD)

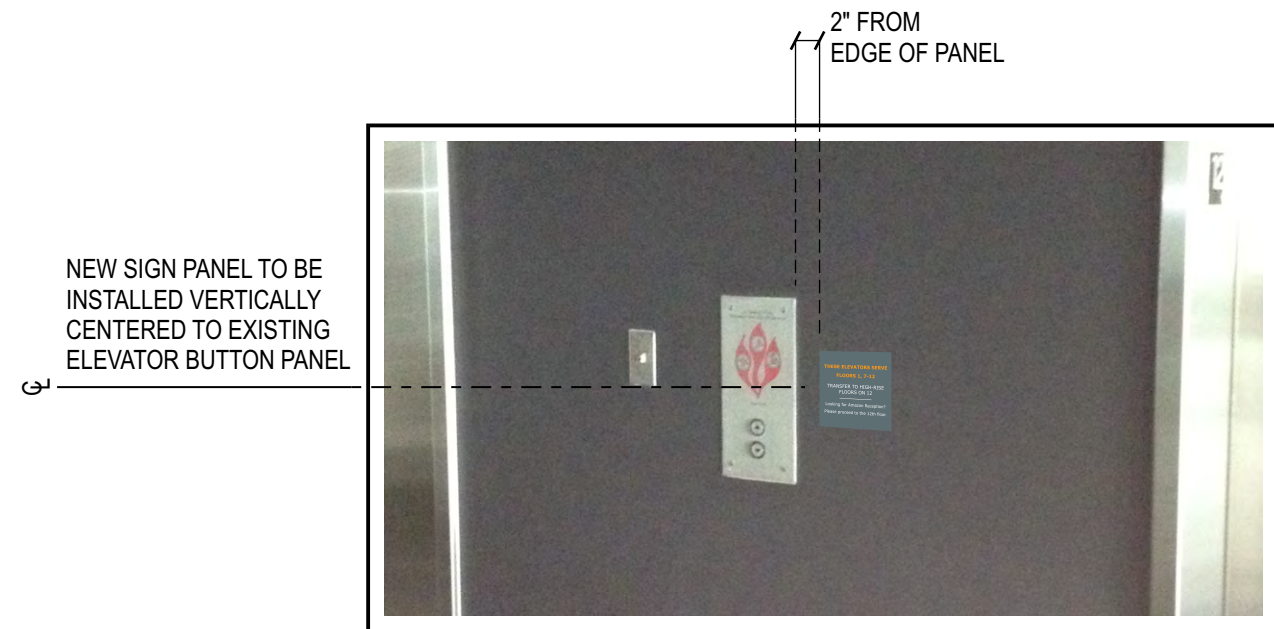
**NOTE:**

SIZE, MESSAGE & INSTALLATION LOCATION BASED ON SITE CONDITIONS.

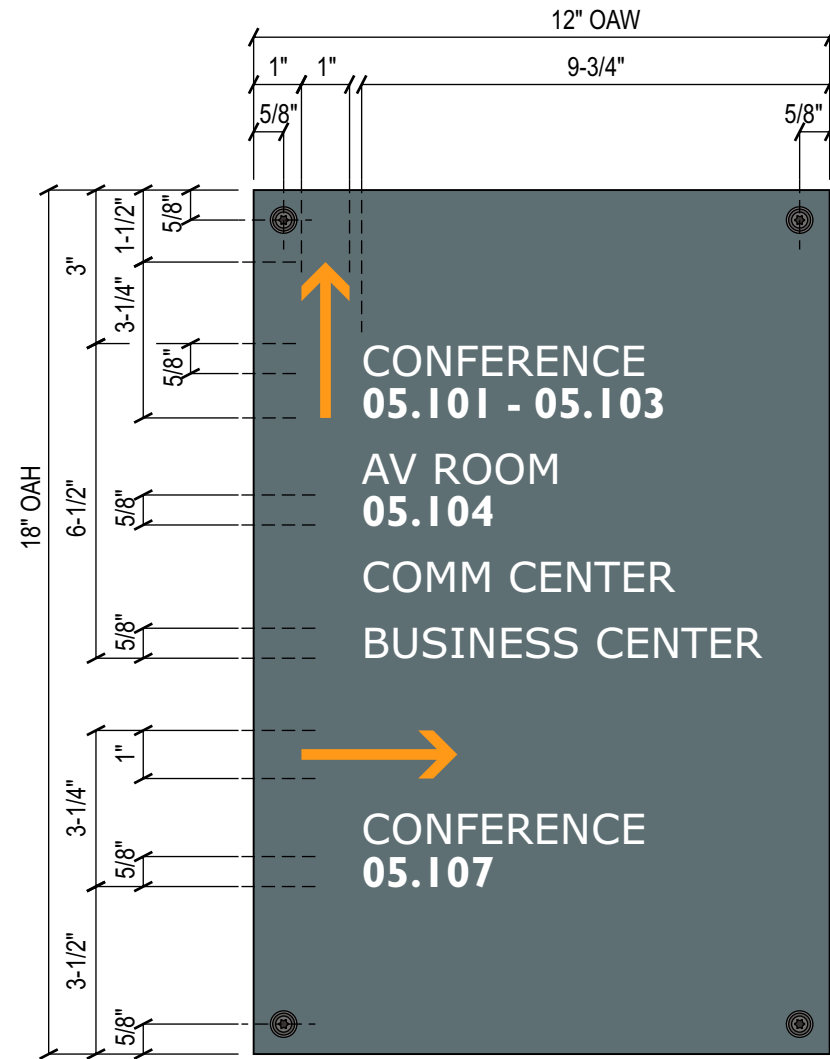
SERVES SIGN TO BE USED ONLY WHEN MULTIPLE FLOOR CONDITIONS APPLY/EXIST.

**COLOR LEGEND**

- PMS #1375c
- PMS #431c (TM BLUE WAX)
- WHITE



**NOTE:** INSTALL ON RIGHT OR LEFT SIDE OF CALL BUTTONS



**DIRECT**

**DIRECTIONAL - WALL**  
SCALE: 3"=1'-0"

**SIGN SPECIFICATIONS:**

**BACKGROUND**

MATERIAL: 1/16" THK. HOT ROLLED STEEL (16GA.)  
FINISH: BLUE WAX FINISH, DARK, MOTTLED MATTE  
EDGES: EASED




**ARROWS**

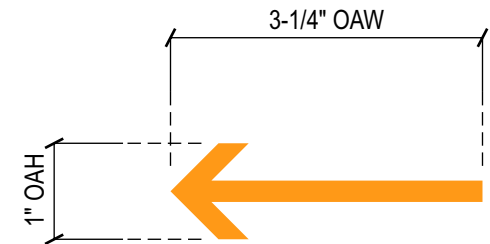
FIRST-SURFACE APPLIED 3M #7725-64 APRICOT,  
OPAQUE VINYL

**COPY**

FIRST-SURFACE APPLIED 3M #7725-20 MATTE WHITE  
OPAQUE VINYL. (FONT: VERDANA LTRS & GILL SANS BOLD NUMERALS)

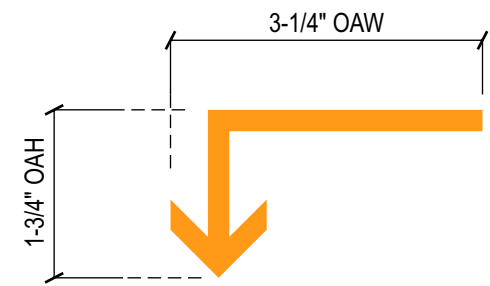
**COLOR LEGEND**

-  3M #7725-64 APRICOT VINYL
-  3M #7725-20 MATTE WHITE VINYL
-  BLUE WAX FINISH

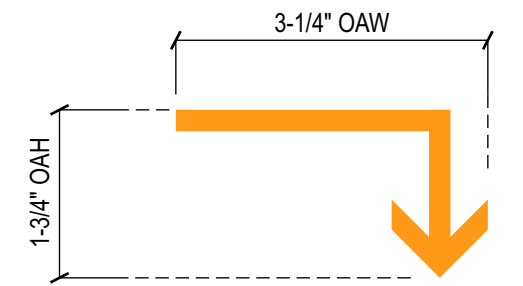


**BASIC ARROW LAYOUT**  
SCALE: 6"=1'-0"

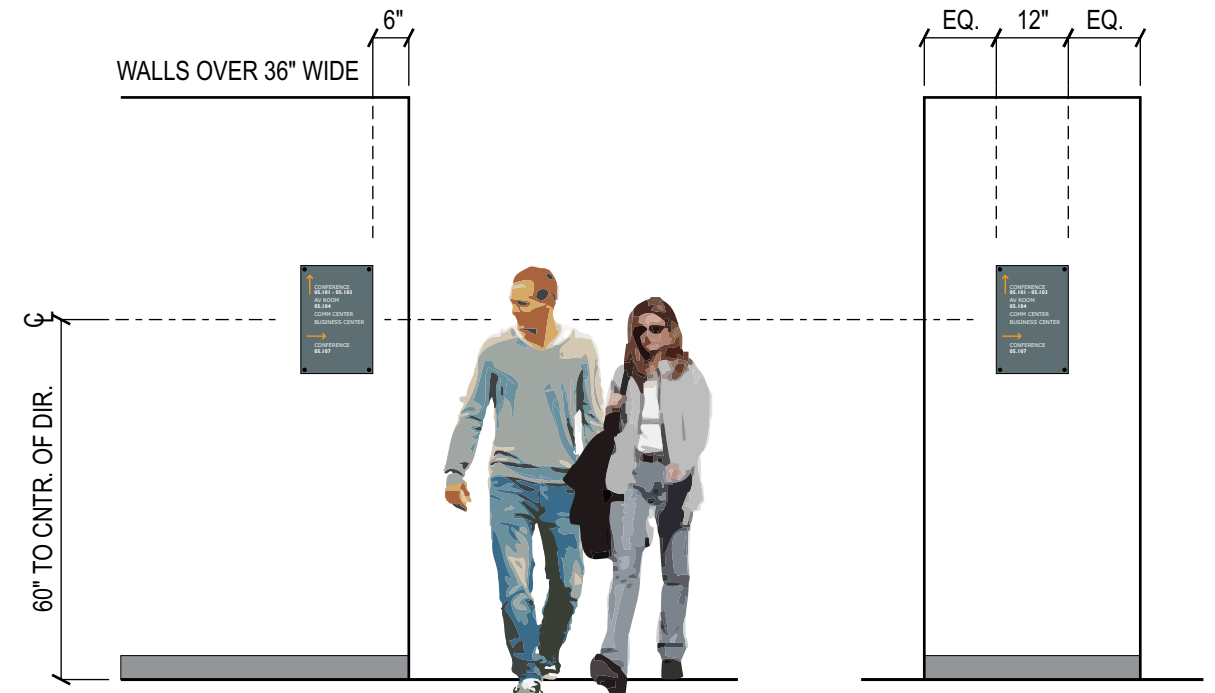
**NOTE:**  
RIGHT & LEFT ARROWS TO BE USED  
IN UNIQUE ENVIRONMENT CONDITIONS  
ONLY. REFER TO FACE LAYOUTS.



**UNIQUE ARROW LAYOUT**  
SCALE: 6"=1'-0"

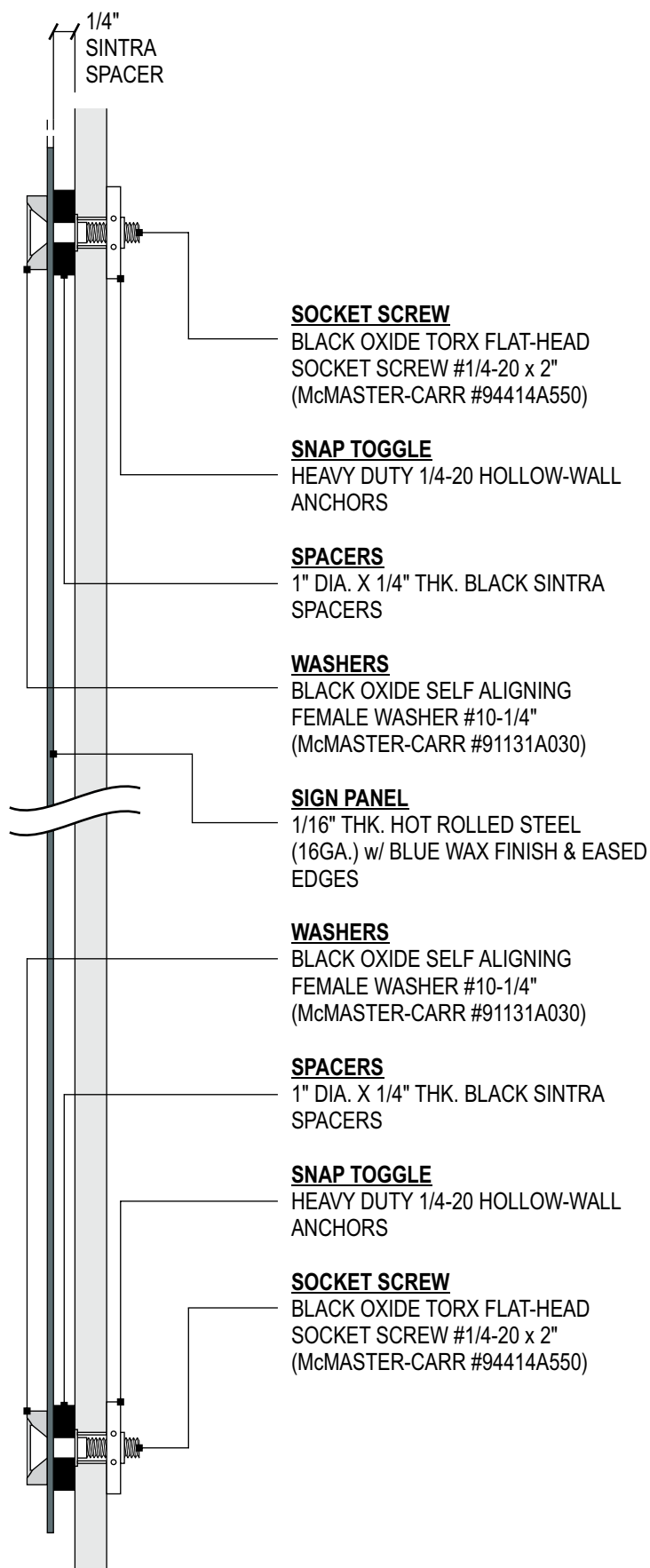


**UNIQUE ARROW LAYOUT**  
SCALE: 6"=1'-0"

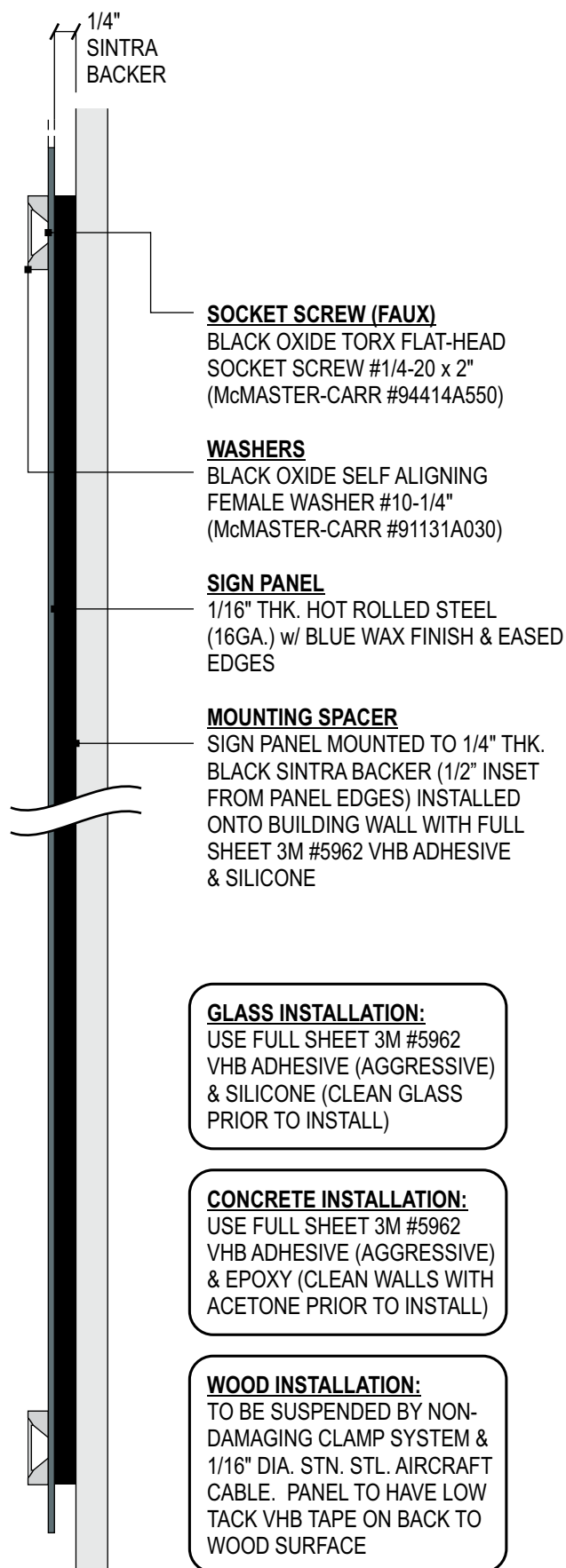


**PARTIAL ELEVATION - WALL PLACEMENT**  
SCALE: 3/8"=1'-0"





**SECTION - TYPICAL GYP. WALL INSTALL**  
SCALE: 6"=1'-0"

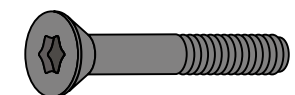


**SECTION - TYPICAL GLASS / CONCRETE WALL INSTALL**  
SCALE: 6"=1'-0"

**GLASS INSTALLATION:**  
USE FULL SHEET 3M #5962 VHB ADHESIVE (AGGRESSIVE) & SILICONE (CLEAN GLASS PRIOR TO INSTALL)

**CONCRETE INSTALLATION:**  
USE FULL SHEET 3M #5962 VHB ADHESIVE (AGGRESSIVE) & EPOXY (CLEAN WALLS WITH ACETONE PRIOR TO INSTALL)

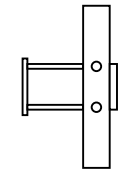
**WOOD INSTALLATION:**  
TO BE SUSPENDED BY NON-DAMAGING CLAMP SYSTEM & 1/16" DIA. STN. STL. AIRCRAFT CABLE. PANEL TO HAVE LOW TACK VHB TAPE ON BACK TO WOOD SURFACE



**McMASTER-CARR**  
BLACK OXIDE TORX FLAT-HEAD SOCKET SCREW #1/4-20 x 2" (PART #94414A550)



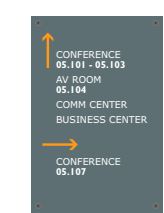
**McMASTER-CARR**  
BLACK OXIDE SELF ALIGNING FEMALE WASHER #10-1/4" (PART #91131A030)



**SNAP TOGGLE**  
HEAVY DUTY HOLLOW-WALL ANCHORS #1/4-20

**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.



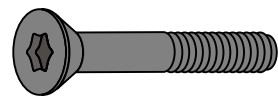
Typical Directional Sign Layout

**Typical Listing of Room Functions:**

South Lake Union Campus Standards	Remote New Build Standards	Remote Retrofit Standards
<i>(Numbered Room Functions)</i> AV Room Conference Interview Room Participant Room Phone Booth Usability Lab	<i>(Numbered Room Functions)</i> AV Room Conference Interview Room Participant Room Phone Booth Usability Lab	<i>(Numbered Room Functions)</i> AV Room Conference / Specific Conf. Room Name Group AV Office / Office Name Phone Room Training Room
<i>(*Non-numbered Room Functions listed in priority)</i> Badge Office Business Center IT Support AV Tech Office Security Comm Center Copy Room Café Coffee Shop Deck Restrooms Women's Room Men's Room Locker Rooms Kitchenette Reception	<i>(*Non-numbered Room Functions listed in priority)</i> Badge Office Business Center IT Support AV Tech Office Security Comm Center Copy Room Café Coffee Shop Deck Restrooms Women's Room Men's Room Locker Rooms Kitchenette Reception	<i>(*Non-numbered Room Functions listed in priority)</i> 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

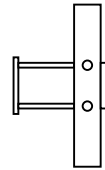




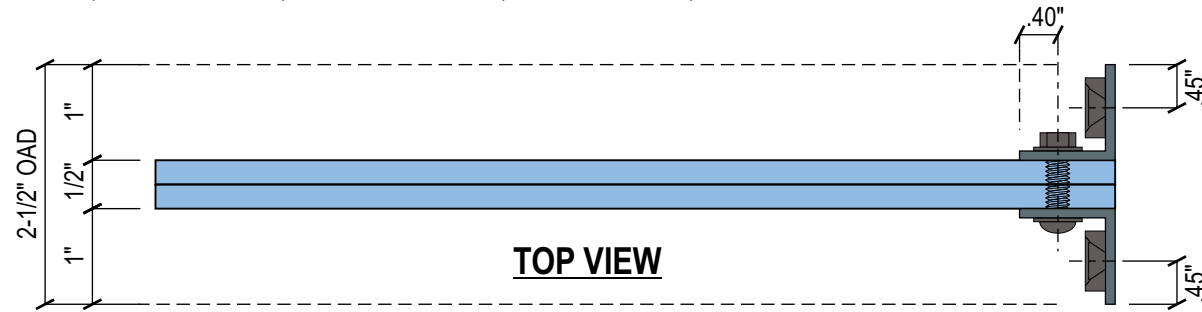
**McMASTER-CARR**  
BLACK OXIDE TORX FLAT-HEAD  
SOCKET SCREW #1/4-20 x 2"  
(PART #94414A550)



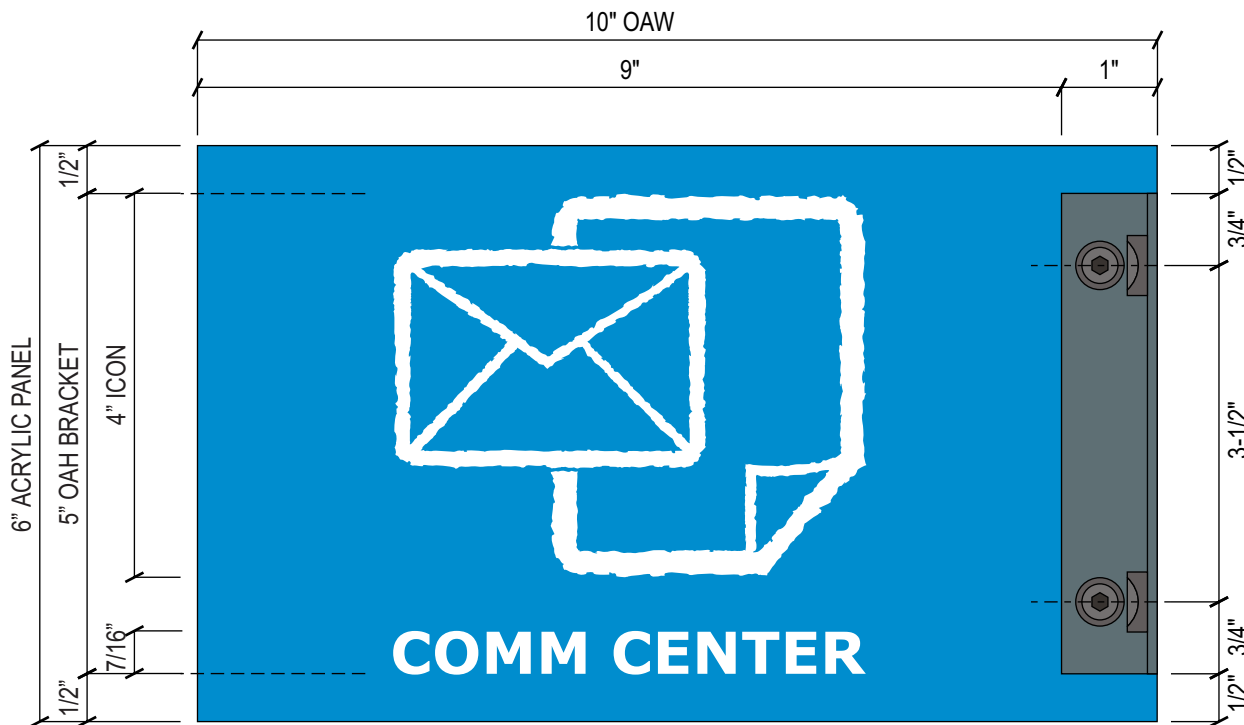
**McMASTER-CARR**  
BLACK OXIDE SELF ALIGNING  
FEMALE WASHER #10-1/4"  
(PART #91131A030)



**SNAP TOGGLE**  
HEAVY DUTY HOLLOW-  
WALL ANCHORS #1/4-20



**TOP VIEW**



**BLADE**

**FRONT VIEW - TYPICAL BLADE**  
SCALE: 6"=1'-0"

**SIGN SPECIFICATIONS:**

**PANEL**

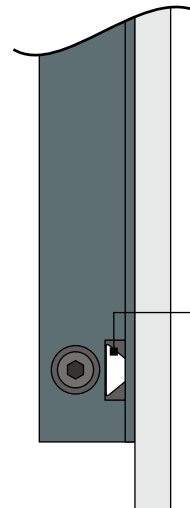
(2) 1/4" THK. TRANSLUCENT (MATTE) LIGHTBLOCKS (OR EQUAL) MOUNTED BACK-TO-BACK

**GRAPHICS**

FIRST-SURFACE APPLIED 3M WHITE #7725-20 MATTE WHITE VINYL GRAPHICS.  
(FONT: VERDANA BOLD)

**MOUNTING ANGLES**

MATERIAL: 1" X 1" X 1/8" THK. ANGLE BRACKET.  
FINISH: BLUE WAX FINISH, DARK, MOTTLED MATTE.  
EDGES: EASED

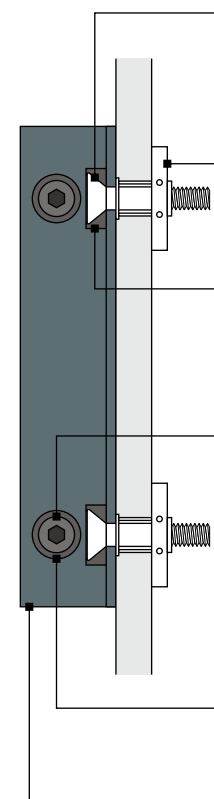


**GLASS INSTALLATION:**  
USE FULL SHEET 3M #5962  
VHB ADHESIVE (AGGRESSIVE)  
& SILICONE (CLEAN GLASS  
PRIOR TO INSTALL)

**CONCRETE INSTALLATION:**  
USE FULL SHEET 3M #5962  
VHB ADHESIVE (AGGRESSIVE)  
& EPOXY (CLEAN WALLS WITH  
ACETONE PRIOR TO INSTALL)

**SOCKET SCREW (FAUX) IN LIEU OF  
SNAP TOGGLE**  
BLACK OXIDE TORX FLAT-HEAD  
SOCKET SCREW #1/4-20 x 2"  
(McMASTER-CARR #94414A550)

**SECTION - TYP. GLASS / CONCRETE WALL INSTALL**  
SCALE: 6"=1'-0"



**SOCKET SCREW**  
BLACK OXIDE TORX FLAT-HEAD  
SOCKET SCREW #1/4-20 x 2"  
(McMASTER-CARR #94414A550)

**SNAP TOGGLE**  
HEAVY DUTY 1/4-20 HOLLOW-WALL  
ANCHORS

**WASHERS**  
BLACK OXIDE SELF ALIGNING  
FEMALE WASHER 1/4-20  
(McMASTER-CARR #91131A030)

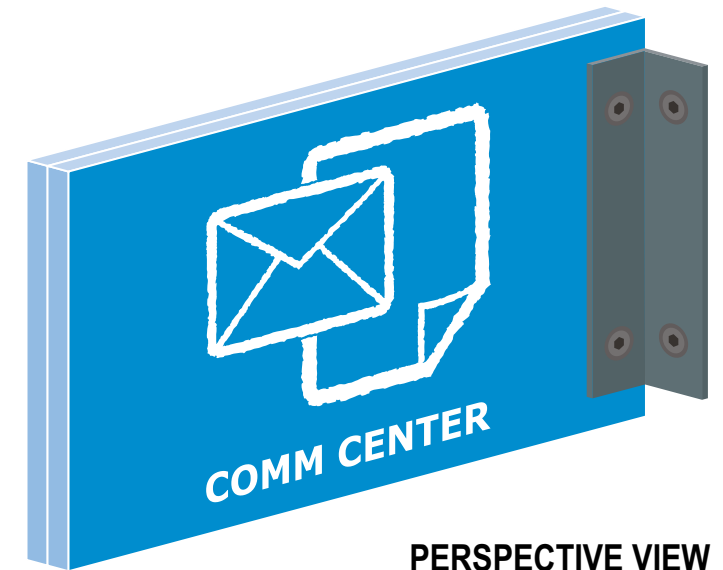
**SOCKET SCREW**  
BLACK OXIDE TORX BUTTON-HEAD  
SOCKET SCREW 1/4-20 x 1"  
(McMASTER-CARR #96452A542)

**NUTS (ON OPPOSITE SIDE)**  
BLACK OXIDE HEX NUT 1/4-20  
(McMASTER-CARR #97149A100)

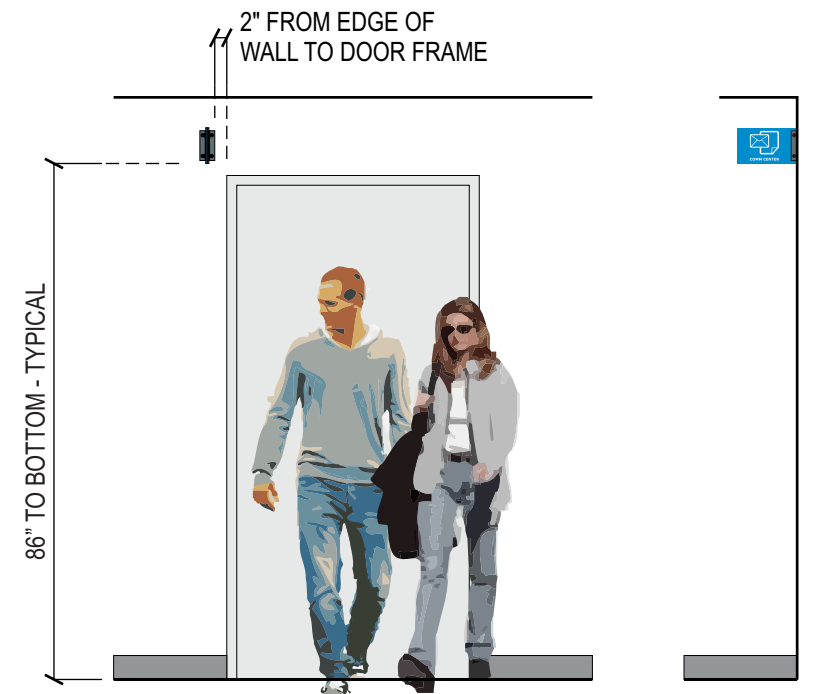
**WASHERS**  
BLACK OXIDE WASHER 1/4-20  
(McMASTER-CARR #96582A304)

**MOUNTING ANGLES**  
MATERIAL: 1" X 1" X 1/8" THK. ANGLE BRACKET  
FINISH: BLUE WAX FINISH, DARK, MOTTLED MATTE  
EDGES: EASED

**SECTION - TYP. GYP. WALL INSTALL**  
SCALE: 6"=1'-0"



**PERSPECTIVE VIEW**  
SCALE: NTS



**PARTIAL ELEVATION - WALL PLACEMENT**  
SCALE: 3/8"=1'-0"



**BLADE-A** COMM CENTER  
SCALE: 3"=1'-0"



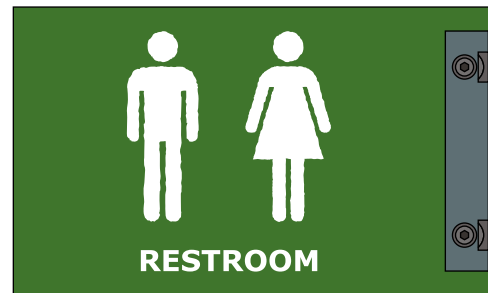
**BLADE-A-1** COPY ROOM  
SCALE: 3"=1'-0"



**BLADE-B** ELEV. w/ DOGS  
SCALE: 3"=1'-0"



**BLADE-B-1** ELEV. w/out DOGS  
SCALE: 3"=1'-0"



**BLADE-C** RESTROOMS  
SCALE: 3"=1'-0"



**BLADE-CM** RESTROOM-MEN  
SCALE: 3"=1'-0"



**BLADE-CW** RESTROOM-WOMEN  
SCALE: 3"=1'-0"










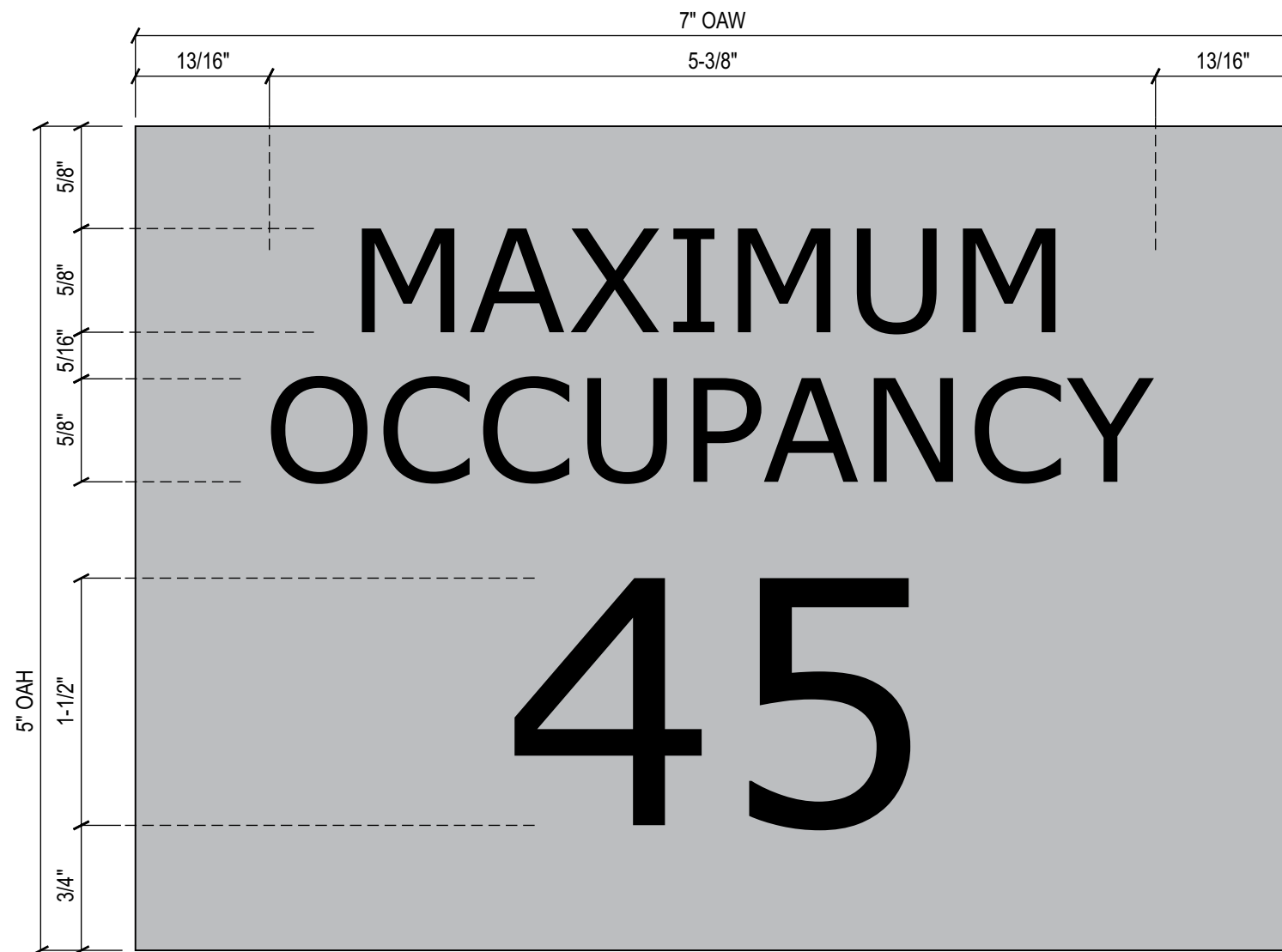
**BLADE-D** BUSINESS CENTER  
SCALE: 3"=1'-0"



**BLADE-E** IT SUPPORT  
SCALE: 3"=1'-0"

**MATERIAL & COLOR LEGEND**

-  LIGHTBLOCKS: CONTROL: 739-12 BM2066-40-3+9022 (OR EQUAL)
-  LIGHTBLOCKS: CONTROL: 733-12 BM2009-20+9022 (OR EQUAL)
-  LIGHTBLOCKS: CONTROL: 737-12 BM2028-20-4+9022 (OR EQUAL)
-  LIGHTBLOCKS: CONTROL: 735-12 BM2018-20-1+9022 (OR EQUAL)
-  LIGHTBLOCKS: TO MATCH PMS #425u
-  ANGLE FINISH TO MATCH BLUE WAX
-  3M #7725-20 MATTE WHITE VINYL



**MAX-OCC**

**MAXIMUM OCCUPANCY**

SCALE: 12"=1'-0"

**SIGN SPECIFICATIONS:**

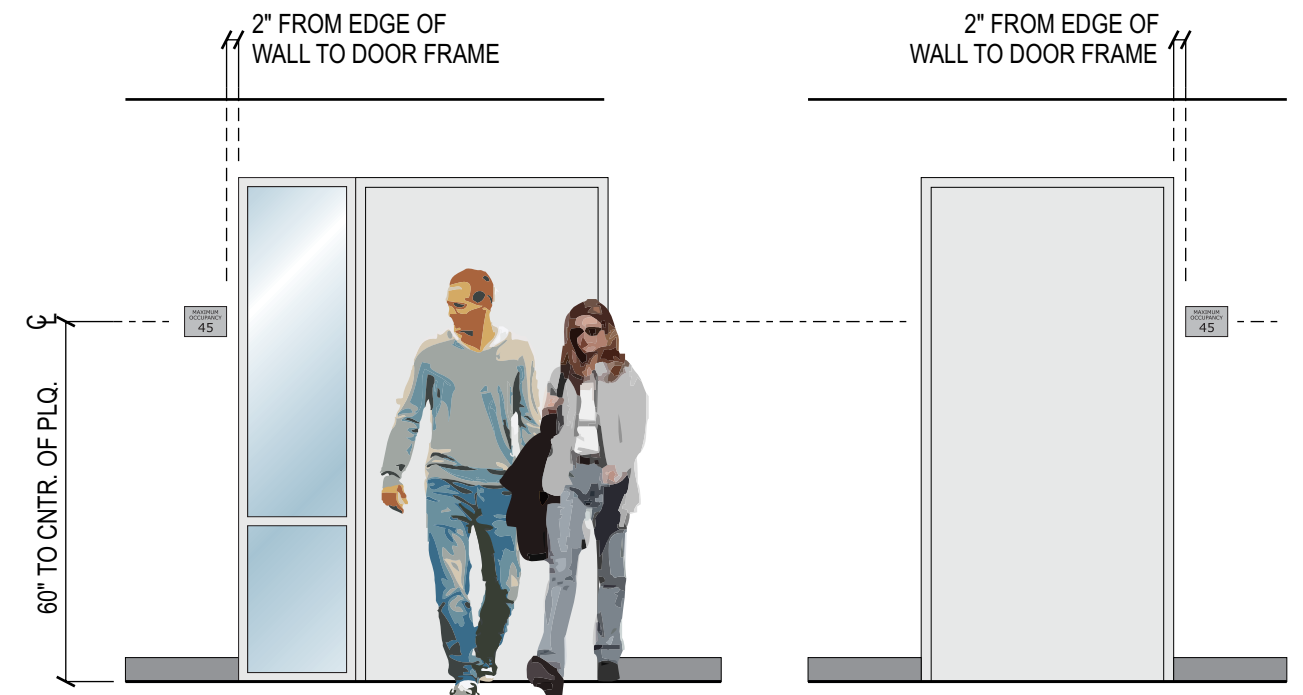
.032" THK. ALUMINUM PANEL w/ BRUSHED #4 HORIZONTAL FINISH & FIRST SURFACE 3M #7725-22 MATTE BLACK VINYL. (FONT: VERDANA)

**NOTE:**

SIZE, MESSAGE & INSTALLATION LOCATION BASED ON SITE CONDITIONS

**COLOR LEGEND**

- BRUSHED #4 HORIZONTAL, SATIN FINISH
- 3M #7725-22 MATTE BLACK - OPAQUE

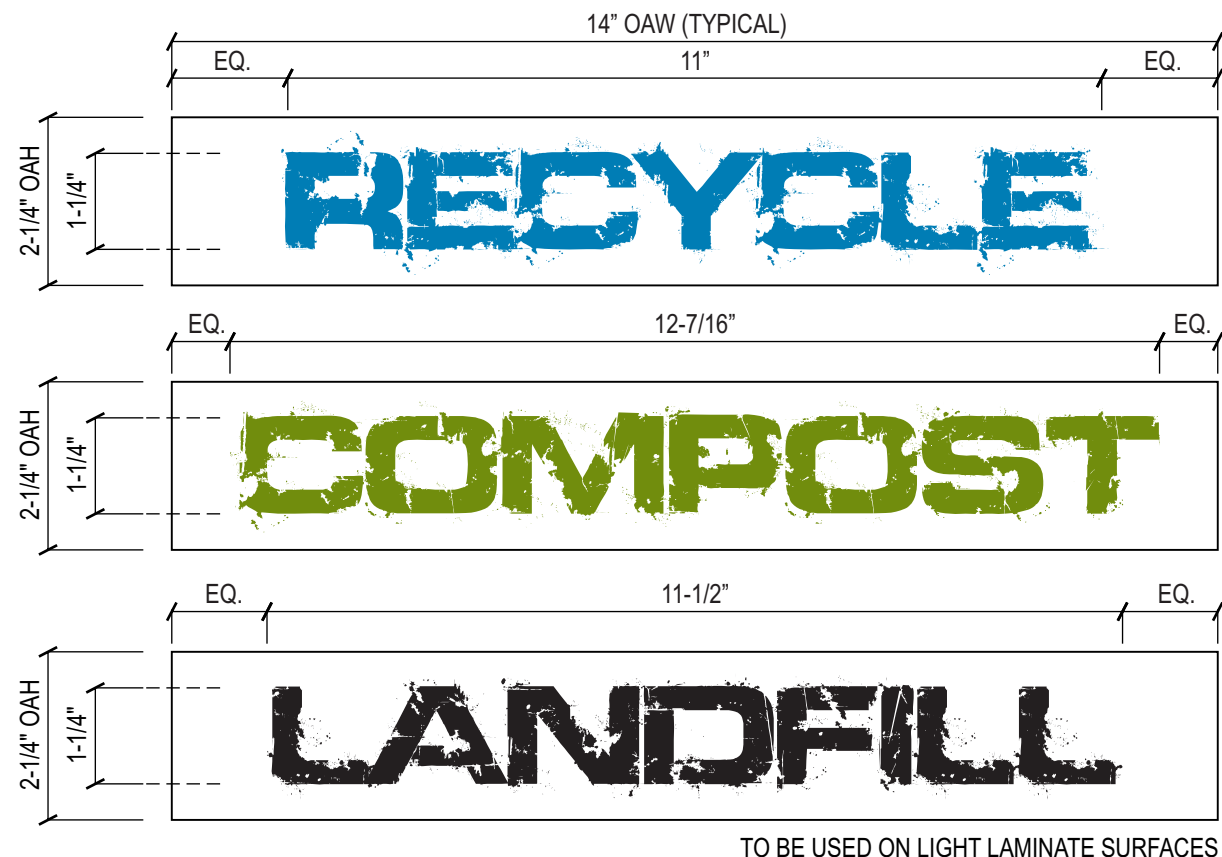


IDEAL CONDITION - SOLID DOORS w/ SIDE WINDOWS

CONDITION 2 - DOORS w/out SIDE WINDOWS

**PARTIAL ELEVATION - WALL PLACEMENT**

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



TO BE USED ON LIGHT LAMINATE SURFACES

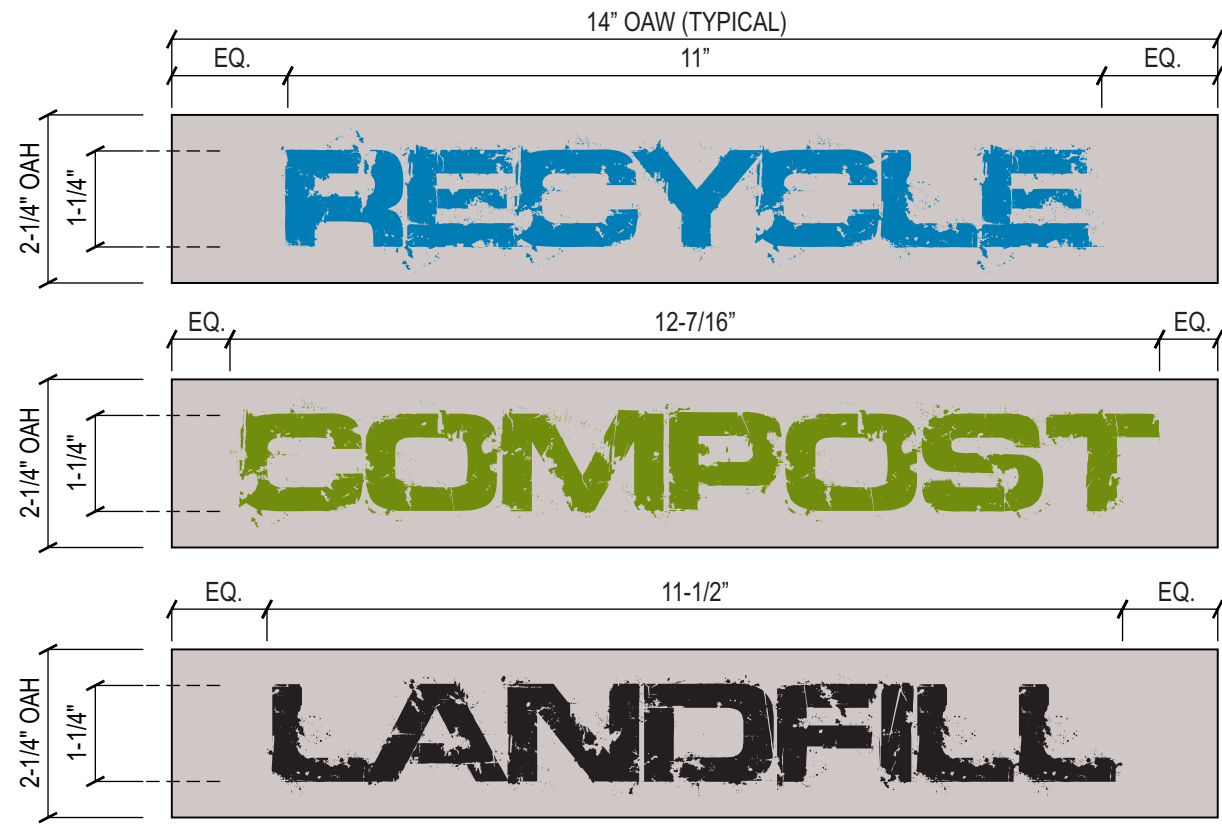
**COLOR LEGEND**

- PMS #7690c
- PMS #377c
- 3M #8150-114 CLEAR VINYL
- BLACK

**BIN-A RECYCLE BIN DECAL**  
SCALE: NTS

**SIGN SPECIFICATIONS:**

**BACKGROUND**  
3M #8150-114 CLEAR DECAL w/ FIRST SURFACE DIGITAL PRINTED GRAPHICS (FONT: DEFUSED)



TO BE USED ON DARK LAMINATE SURFACES

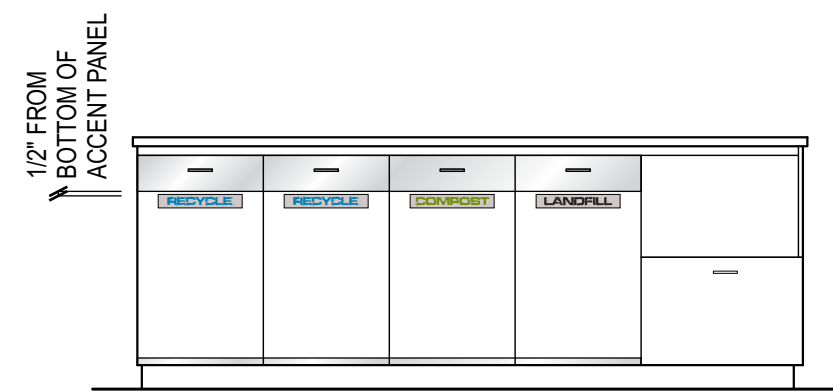
**COLOR LEGEND**

- PMS #7690c
- PMS #377c
- PMS COOL GRAY #3C
- BLACK

**BIN-B RECYCLE BIN DECAL**  
SCALE: NTS

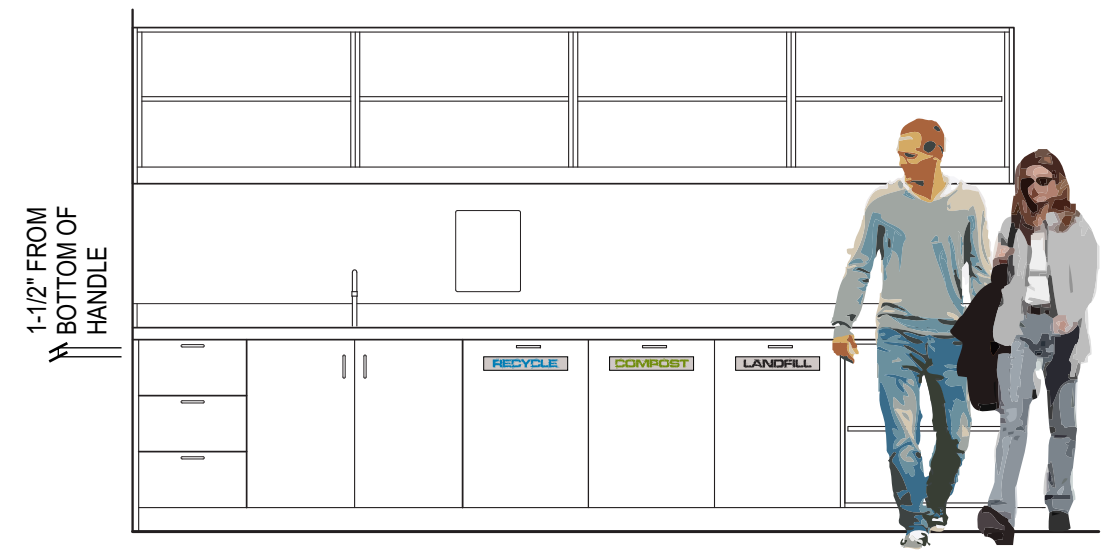
**SIGN SPECIFICATIONS:**

**BACKGROUND**  
3M WHITE VINYL DECAL w/ FIRST SURFACE DIGITAL PRINTED GRAPHICS (FONT: DEFUSED)

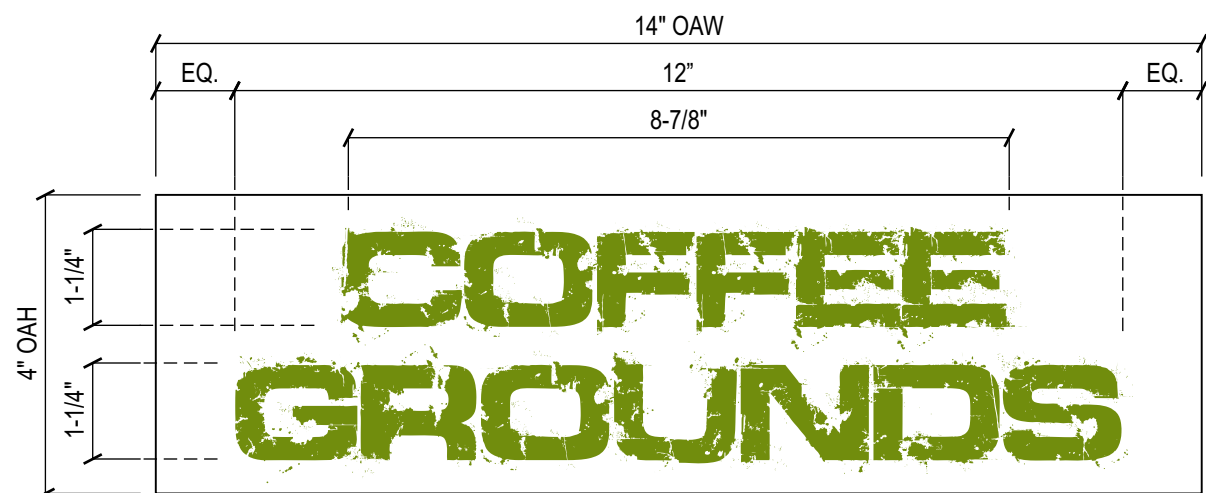


**TYP. APPLICATION OF BINS w/ ACCENT PANELS**  
SCALE: 3/8"=1'-0"

**INSTALLATION NOTE:**  
INSTALL IN ORDER FROM LEFT TO RIGHT  
INSTALL CENTERED HORIZONTALLY ON BIN.



**TYP. APPLICATION OF BINS w/out ACCENT PANELS**  
SCALE: 3/8"=1'-0"



TO BE USED ON LIGHT LAMINATE SURFACES

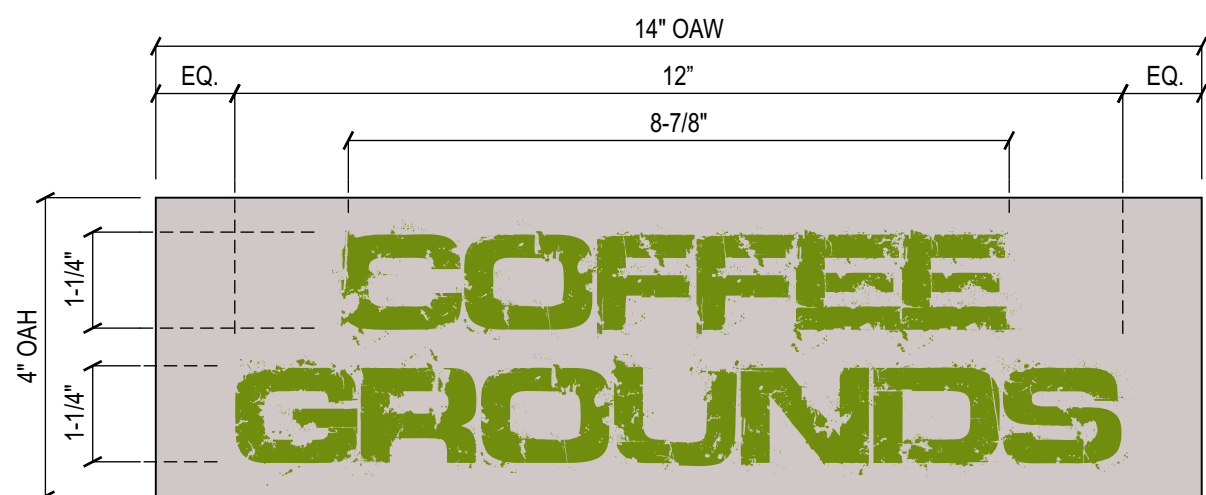
**COLOR LEGEND**

- PMS #7690c
- PMS #377c
- 3M #8150-114 CLEAR VINYL
- BLACK

**COFFEE-A COFFEE BIN DECAL**  
SCALE: NTS

**SIGN SPECIFICATIONS:**

**BACKGROUND**  
3M #8150-114 CLEAR DECAL w/ FIRST SURFACE  
DIGITAL PRINTED GRAPHICS (FONT: DEFUSED)



TO BE USED ON DARK LAMINATE SURFACES

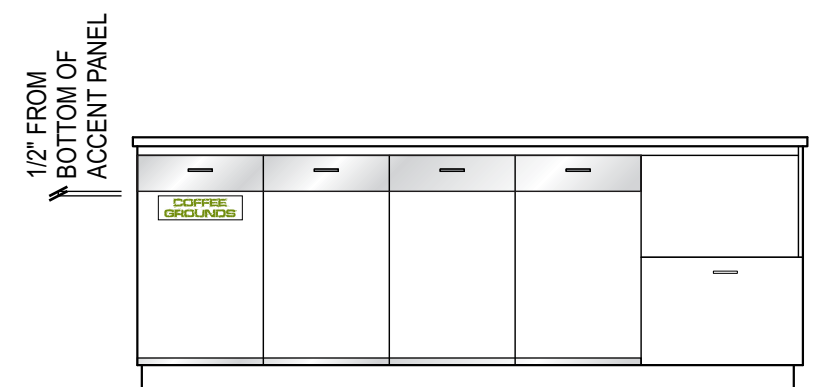
**COLOR LEGEND**

- PMS #7690c
- PMS #377c
- PMS COOL GRAY #3C
- BLACK

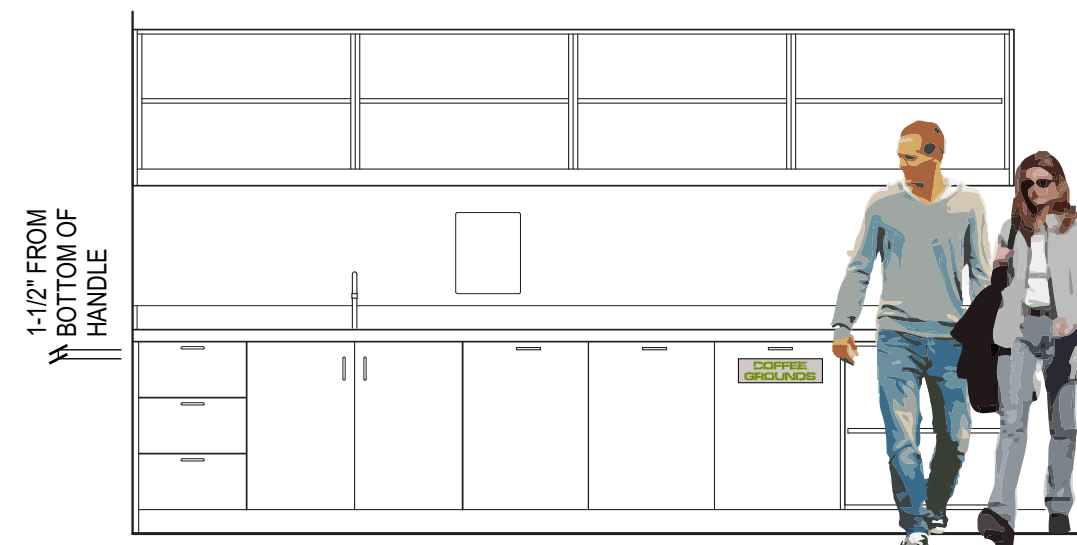
**COFFEE-B COFFEE BIN DECAL**  
SCALE: NTS

**SIGN SPECIFICATIONS:**

**BACKGROUND**  
3M WHITE VINYL DECAL w/ FIRST SURFACE  
DIGITAL PRINTED GRAPHICS (FONT: DEFUSED)



**TYP. APPLICATION OF BINS w/ ACCENT PANELS**  
SCALE: 3/8"=1'-0"



**TYP. APPLICATION OF BINS w/out ACCENT PANELS**  
SCALE: 3/8"=1'-0"

## Amazon Signage Programs:

Image Group is a turnkey provider of amazon branding approved signage programs that include all (interior wayfinding, environmental & exterior identity) signage elements.

We specialize in collaborating with site specific amazon contacts, property management, architectural and general contractor teams to provide comprehensive signage / wayfinding programs. We provide full project management coordination with coverage across the United States.

Image Group manages all phases from budget analysis and planning through design, engineering, fabrication, permits, installation and preventative maintenance. We offer flexibility, personalized service, efficient work flow, adherence to schedules with the delivery of quality products and service.

## National Network:

Our dedicated signage team includes an alliance of field offices that support the seamless implementation of the amazon brand. From the initial phase of design and budget analysis through final installation, our staff provide the best innovative solutions available.

## Services Provided:

- Budget analysis
- Sign program work plan
- Programming
- Design development
- Conceptual renderings / submittal
- Construction administration

## Project Flow Milestones:

- Initial meeting with site management
- Customized shop drawings, message schedules and site plan overview
- Permit procurement and approval
- Coordination of all shop fabrication
- Delivery and installation of all signage
- Final walk-thru with any punch list items addressed and corrected

## Manufacturing Services:

- Exceeding all applicable codes and the regulatory requirements of local municipalities, Underwriters Laboratories, NEC, OSHA and ADA.
- Finest quality materials, state of the art equipment and journeymen fabricators.

## Installation Services:

- Comprehensive project management support
- Verification of all site conditions and field coordination
- Professional installation teams
- Post-installation support
- Sign maintenance plans

## Contact Information:

National Alliance Network  
 Main office phone - 858.345.1542  
 Fax - 858.408.3203

## Project Consultant:

Bart Haynes  
 Direct - 206.455.0774  
 Email - bhaynes@imagegroupusa.com

## Project Consultant:

Mariana Buenrostro  
 Direct - 818.919.0934  
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## General Inquiries:

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Bart Haynes is the first point of  
 Contact for all inquires regarding  
 Regional & national support

