

## SIGN CRITERIA FOR BLADE/BANNER AND FLAG SIGNS IN THE AUTO CENTER SPECIFIC PLAN



- Banner** — Banner signs shall be limited to the dealer name, vehicle make and/or dealer or factory logo only for new car dealerships. For used car dealerships the banner copy would be limited to the name of the dealership and dealership logo. Other symmetrical types of designs may also be incorporated into the sign, such as checker patterns (racing flag) or stripes. The design of the banner shall be same for each dealership location with only the copy and logo changing to reflect the dealership name or make of vehicle sold.
- Blade** — The square portion of the sign shall be used to advertise whatever information the dealer requires. The triangle portion of the sign shall be permitted to use 45-degree angle stripes only, minimum four inches wide, and maximum five inches wide.
- Flag** — Flag signs shall be limited to the dealership name and logo. Color schemes, content and design shall be consistent for all flag signs at a single dealership location.
- Color** — Color schemes and design shall be consistent for all blade/banner and everwave flag signs combined. An overall maximum of four colors shall be permitted with these same four colors beings used on the blade portion of the sign and on the everwave flag sign. The use of black or white will be considered a color (i.e., a sign design with red, black, white and blue has a total of four colors). No fluorescent colors will be permitted. Of the maximum allowed four colors, the stripes for the triangular portion of the blade sign shall be limited to two colors with one of the colors being white.