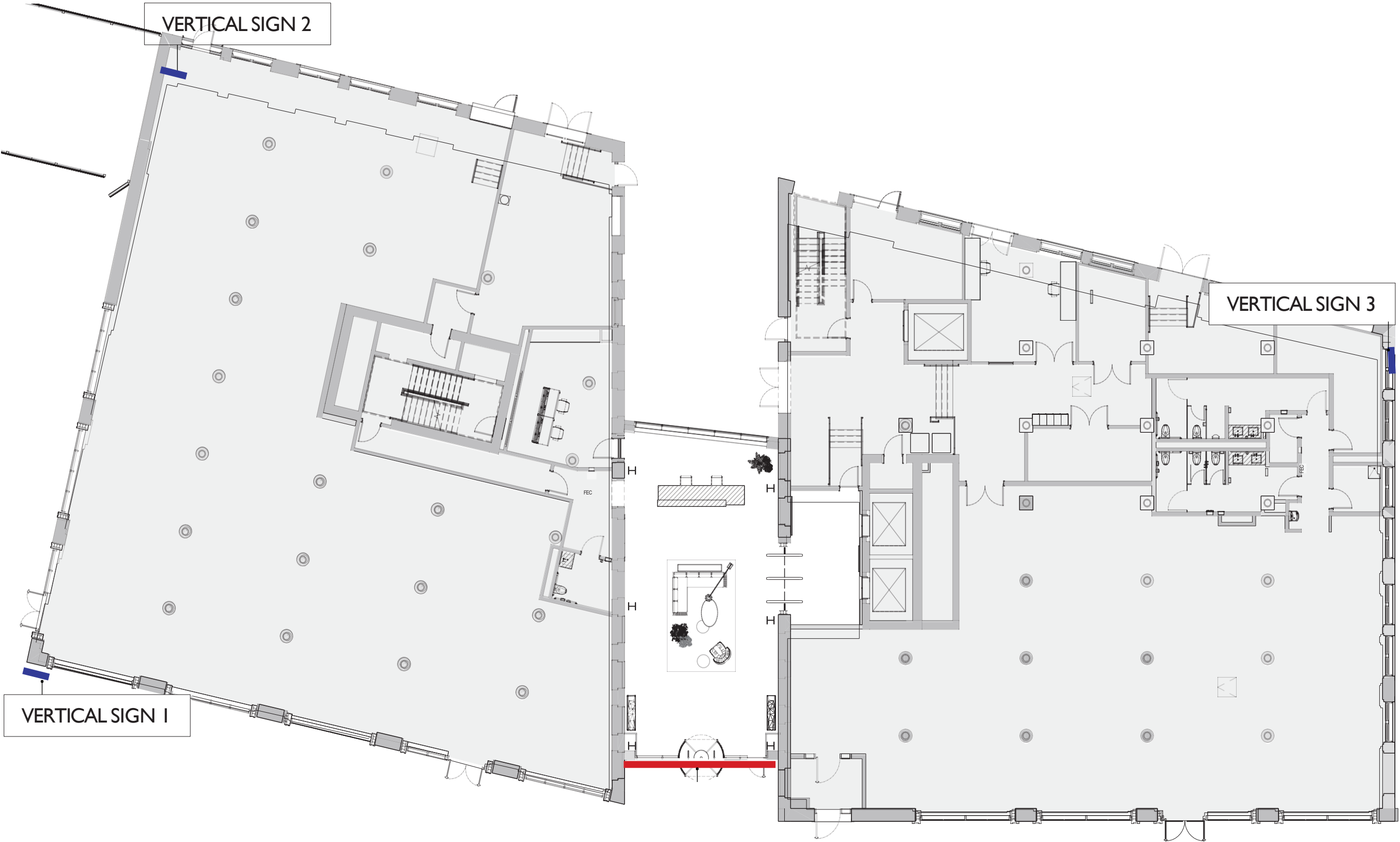


5 Necco Street
Vertical Tenant Signage
Havas Arnold



HAVAS + ARNOLD
Exterior Signage
5 Necco Street
Boston, MA

Gensler

One Beacon Street
Third Floor
Boston, Massachusetts 02108

NOTES:

ALL SITE CONDITIONS, LOCATION AND DIMENSIONS MUST BE VERIFIED BY THE CONTRACTOR/INSTALLER PRIOR TO FABRICATION.

MATERIAL, FINISH AND COLOR SAMPLES MUST BE PROVIDED FOR GENSLER'S REVIEW AND APPROVAL UPON REQUEST PRIOR TO FABRICATION, UNLESS OTHERWISE SPECIFIED.

SHOP DRAWINGS MUST BE PROVIDED TO GENSLER FOR REVIEW PRIOR TO FABRICATION, UNLESS OTHERWISE SPECIFIED.

Date	Description
July 18, 2025	Updated Renderings
March 20, 2025	Additional Signage
Nov 4, 2024	BID Documents

Design Intent Drawings

HAVAS ARNOLD

Project Number

11.7932.700

Description

See Page Title

Scale

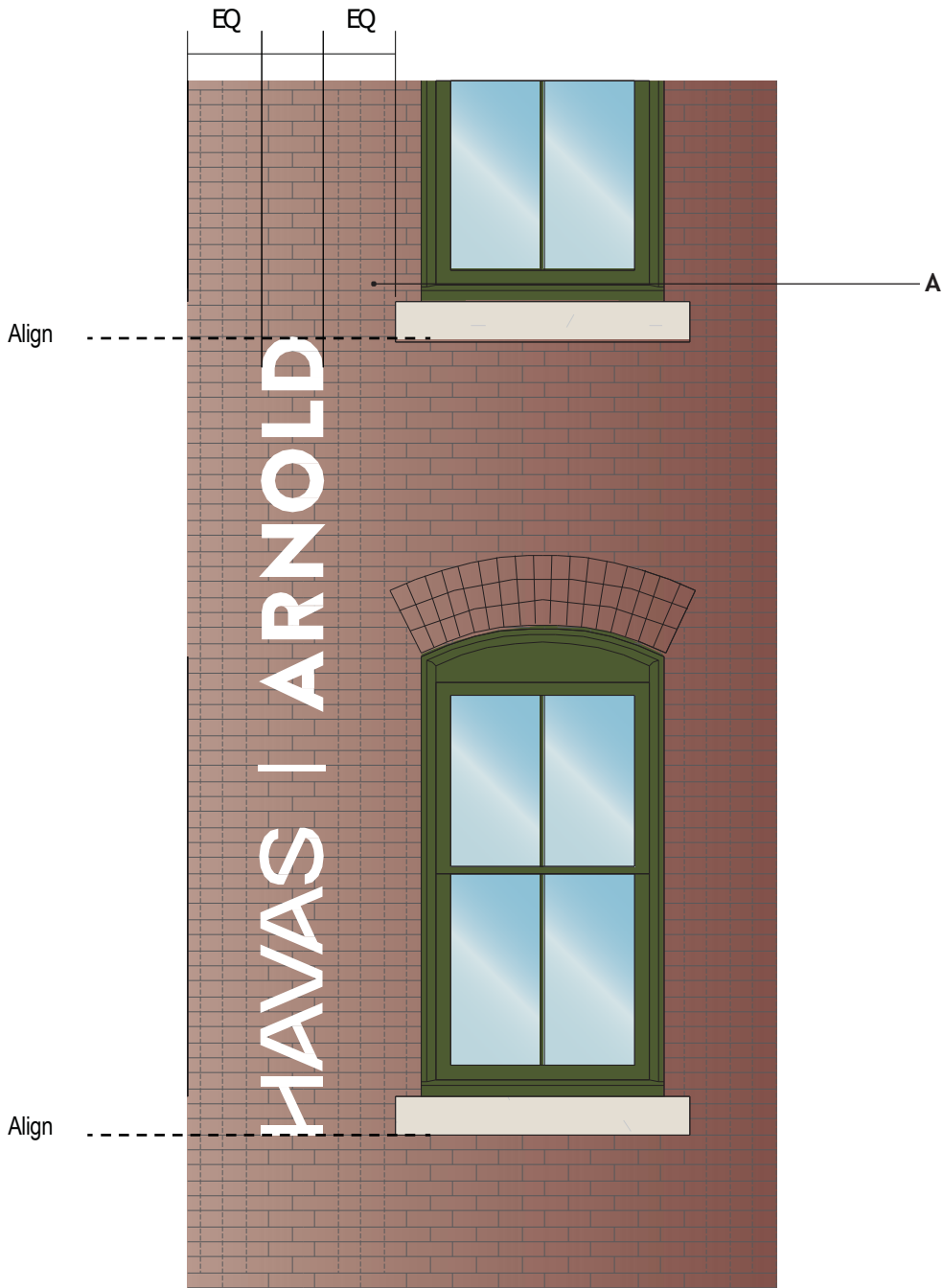
As Noted

SLP.17

5 Necco Street
Vertical Tenant Signage
Havas Arnold



1 Location Elevation
Scale: 3/32" = 1' - 0"



2 Detail
Scale: 3/4" = 1' - 0"

- A.
- OPTION 1:
HAND PAINTED AND DISTRESSED LOGO APPLIED TO BRICK SURFACE.
- OPTION 2:
CONTOUR CUT OPTICALLY CLEAR ROUGH WRAP OR VENDOR EQUIVALENT WITH A MATTE OVERLAM TO MATCH WHITE APPLIED DIRECTLY TO WALL SURFACE; CLEAN OF ANY DEBRIS AND BUBBLES.

NOTE:
SIGN FABRICATOR TO VERIFY ALL AS-BUILT CONDITIONS ON SITE SURVEY.

ELECTRONIC ELEVATIONS (PDF FILES) OF AS-BUILT CONDITIONS TO BE PROVIDED TO GENSLER FOR FINAL ARTWORK PREPARATION WHERE APPLICABLE.

FINAL ART FILES TO BE PROVIDED BY GENSLER

SIGN FABRICATOR TO COORDINATE ALL INSTALL REQUIREMENTS WITH GENERAL CONTRACTOR ON SITE PRIOR TO FABRICATION

HAVAS + ARNOLD
Exterior Signage
5 Necco Street
Boston, MA

Gensler

One Beacon Street
Third Floor
Boston, Massachusetts 02108

- NOTES:
- ALL SITE CONDITIONS, LOCATION AND DIMENSIONS MUST BE VERIFIED BY THE CONTRACTOR/INSTALLER PRIOR TO FABRICATION.
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Date	Description
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Design Intent Drawings
HAVAS ARNOLD

Project Number
11.7932.700

Description
See Page Title

Scale
As Noted

DI.14

5 Necco Street
Vertical Tenant Signage
Havas Arnold

VERTICAL SIGN RENDERS

RENDERS ARE FOR ILLUSTRATIVE REFERENCE ONLY.



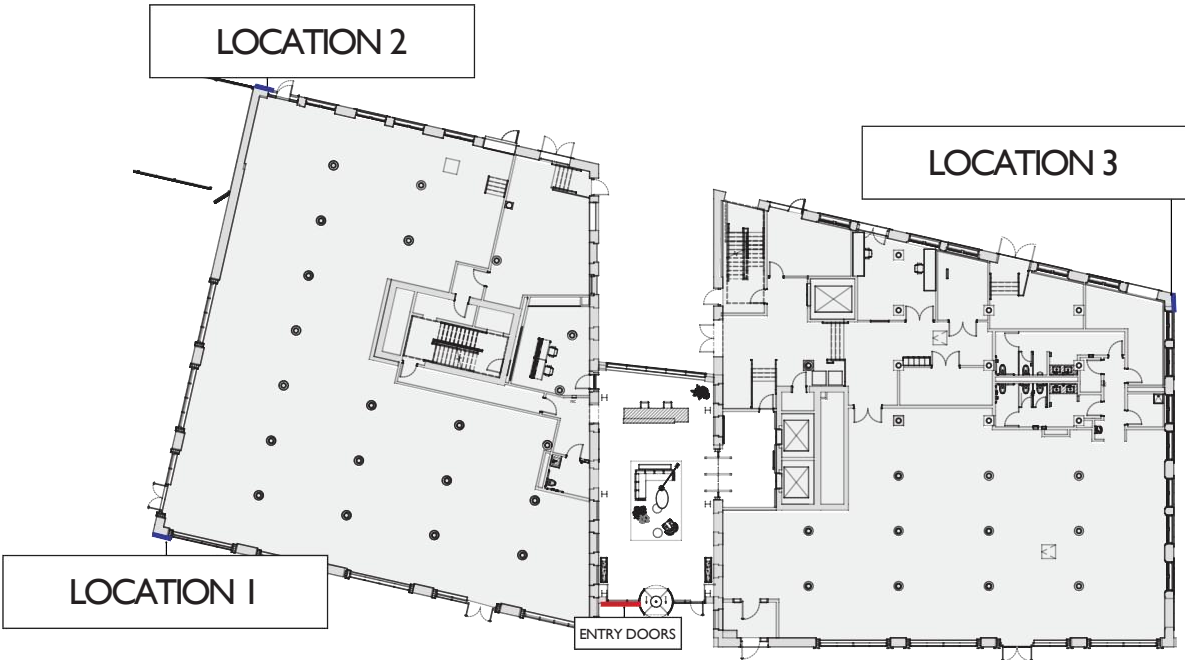
LOCATION 1



LOCATION 2



LOCATION 3



HAVAS + ARNOLD
Exterior Signage
5 Necco Street
Boston, MA

Gensler

One Beacon Street
Third Floor
Boston, Massachusetts 02108

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Design Intent Drawings

HAVAS ARNOLD

Project Number

11.7932.700

Description

See Page Title

Scale

As Noted

DI.15

5 Necco Street
Vertical Tenant Signage
Havas Arnold

North Facade Vertical Sign



HAVAS + ARNOLD
Exterior Signage
5 Necco Street
Boston, MA

Gensler

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HAVAS ARNOLD

Project Number

11.7932.700

Description

See Page Title

Scale

As Noted

DI.11

5 Necco Street
Vertical Tenant Signage
Havas Arnold

We were inspired by the historical branding of this building when designing both the exterior branding and some of the interior features. You can see the old logo painted faintly in the below picture. The client was very much interested in having the designs appear as though they had 'always been there.'



Our installers recommend an approach depicted in the left image, which has the logo looking faded and broken-in from day one. We will maintain the ability to return the brick to its original condition.

We proposed two options for application of signage:

Option 1 Vinyl application. This can be easily removed with heat and manual labor without any damage to the existing brick.

Option 2 Paint application as depicted below. The below sample was created by the vendor who would do the paint installation. The paint would be removed with a brick friendly solvent.

