MASTER SIGN PROGRAM

PREPARED FOR:
Folcke Building 2
338 – 344 W. Fifth St. & 544/544-A S. C St
Oxnard, CA 93030

PREPARED BY:
Vogue Sign Company
721 Commercial Ave.
Oxnard, CA 93030
805-485-3411

August 25, 2010
The purpose of this sign program is to establish standards that assure tenant signage is harmonious, integrates with the architecture of the building and provides coordinated proportional exposure for all tenants. This sign criteria also describes the responsibilities of the tenants with respect to sign review, approval and installation. All work shall meet or exceed the minimum requirements shown in this document. A diversity of sign types within the parameters of these criteria is encouraged to allow for creative tenant signage. Any non-conforming signs that have been installed will be removed at tenant’s expense.

The tenant shall submit two copies of the proposed sign to the landlord and/or its agent for review. Upon receiving landlord’s stamped approval, the tenant shall then submit 3 copies to the City of Oxnard. Drawings shall include scaled elevations of proposed sign(s) at tenant location with dimensions of tenant frontage and length of architectural surface on which the sign is installed. Additionally, a detailed, fully dimensioned, shop drawing showing colors and materials, along with a section of the sign showing method of attachment as required by the City of Oxnard shall be included with submittal.

Upon receipt of permits, tenants shall forward copies of permits to landlord prior to installation of signs. All costs associated with the procurement, fabrication and installation of signage are the sole responsibility to the tenant. Finally, any sign contractor working at Folcke Building 2, must be fully licensed, bonded and have workers compensation and liability insurance. Proof of aforementioned shall be forwarded to landlord before commencement of any work on premises.

Landlord Address: Folcke Building 2
c/o Ventura Pacific Capital Company
340 Rosewood Ave., Suite D
Camarillo, CA 93010
Ph: (805) 987-6921 Fax: (805) 987-0152
<table>
<thead>
<tr>
<th>ELEVATION</th>
<th>FRONTAGE</th>
<th>MULTIPLIER</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th Street</td>
<td>75</td>
<td>x2</td>
<td>150</td>
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<tr>
<td>C Street</td>
<td>41.3</td>
<td>x2</td>
<td>82.6</td>
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Total allowed per code **232.6**

<table>
<thead>
<tr>
<th>ADDRESS</th>
<th>ATTACHED</th>
<th>WINDOW</th>
<th>PEDESTRIAN</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td>338 W. Fifth St.</td>
<td>20</td>
<td>5</td>
<td>10</td>
<td>35</td>
</tr>
<tr>
<td>340 W. Fifth St.</td>
<td>22.5</td>
<td>5</td>
<td>10</td>
<td>37.5</td>
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<tr>
<td>342 W. Fifth St.</td>
<td>22.5</td>
<td>5</td>
<td>10</td>
<td>37.5</td>
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<td>344 W. Fifth St.</td>
<td>25</td>
<td>5</td>
<td>10</td>
<td>40</td>
</tr>
<tr>
<td>544 S. C St.</td>
<td>27.5</td>
<td>5</td>
<td>10</td>
<td>42.5</td>
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<tr>
<td>544-A S. C St.</td>
<td>25</td>
<td>5</td>
<td>10</td>
<td>40</td>
</tr>
</tbody>
</table>

Total allowed per sign program **232.5**

All numbers represent the maximum square footage allowable per sign type.
ATTACHED FASCIA SIGNAGE-TYPE A (HALO-LIT):
- Background: Fabricated raceway mounted between two pieces of .125 aluminum painted as per color schedule
- Manufactured of:
  - Halo-lit Channel letters with 3-1/2” returns all painted white and spaced 1” from background
- Size: See allocation table and elevations

ATTACHED FASCIA SIGNAGE-TYPE B (FACE-LIT):
- Background: Fabricated raceway mounted between two pieces of .125 aluminum painted as per color schedule
- Manufactured of:
  - Face-lit Channel letters not to exceed 5” in depth painted white with white trim-cap and white acrylic faces
- Size: See allocation table and elevations

ATTACHED FASCIA SIGNAGE-TYPE C (NON-ILLUMINATED):
- Background: Fabricated raceway mounted between two pieces of .125 aluminum painted as per color schedule
- Manufactured of:
  - 1/2” – 1” thick dimensional letters made of wood or metal painted white
- Size: See allocation table and elevations

HANGING PEDESTRIAN SIGNAGE (BLADE SIGN):
Each tenant is allowed one (1) double-faced hanging pedestrian sign. These signs are to be attached perpendicularly to the façade where shown. See detail page for additional information.
WINDOW SIGNAGE
Window signage is limited to 5 square feet per tenant and must not exceed 20% of the window. Window signage may not include phone numbers.

ACCEPTABLE LETTER STYLES (FONTS)
Proposed lettering shall be in a script or “serif-type” font unless a logo or trademark is used. (Examples of acceptable fonts are provided at the end of this document).

UNACCEPTABLE SIGNAGE
• Awnings signage and/or letters painted directly onto the building.
• Sign cabinets.
• Signs that flash, scintillate, move, change color, appear to change color or change intensity or contain any part or attachment which does the same.
• Banners unless otherwise approved through a Temporary Use Permit
• Telephone numbers.
• Fluorescent colors or paints.

These represent the maximums; the landlord reserves the right to deny any submissions where these parameters are overstated in the context of the architecture (i.e. too crowded). See allocation table for maximum allowable square footage per tenant per sign type.

All signs shall comply with the requirements of Article IX, Advertising Signs, of the Oxnard Municipal Code Book, the City’s Sign Ordinance for the CBD Zone, as well as with the requirements of this sign program.
ACCEPTABLE LETTERS STYLES (FONTS)

Central Business District - Times New Roman
Central Business District - Garamond
Central Business District - Book Antiqua
Central Business District - Cheltenham BT
Central Business District - Windsor Lt
Central Business District - Tribune
Central Business District - Kaufmann BT
Central Business District - Monotype Corsiva
Central Business District - StageCoach
Central Business District - University Roman BD
North Elevation

CALCULATIONS - ALLOWED SIGNAGE

338 • 16' OF FRONTAGE = 20 SQUARE FEET OF ALLOWABLE SIGNAGE (SIGN SIZE 30'x8')

340 • 18'8' OF FRONTAGE = 22.5 SQUARE FEET OF ALLOWABLE SIGNAGE (SIGN SIZE 30'x9')

342 • 18'8' OF FRONTAGE = 22.5 SQUARE FEET OF ALLOWABLE SIGNAGE (SIGN SIZE 30'x9')

344 • 21'8' OF FRONTAGE = 25 SQUARE FEET OF ALLOWABLE SIGNAGE (SIGN SIZE 30'x10')
CALCULATIONS - ALLOWED SIGNAGE

544 • 22'4" OF FRONTAGE = 27.5 SQUARE FEET OF ALLOWABLE SIGNAGE (SIGN SIZE 30'x11')

544-A • 19' OF FRONTAGE = 25 SQUARE FEET OF ALLOWABLE SIGNAGE (SIGN SIZE 30'x10')

Blade Signs

Wall Sign

Wall Sign

West Elevation
Primary Tenant Identification

- HALO LIT CHANNEL LETTERS
- 3-1/2" RETURNS
- SPACED 1" FROM BACKGROUND
- FACES & RETURNS PAINTED WHITE

Building Wall

VARIES

5' Max Deep
1" Spacers
Aluminum Channel Returns
LED Modules
Clear Acrylic Backing Back
Wall Sign

Type B Face Lit

Primary Tenant Identification

- FACE Lit CHANNEL LETTERS
- WHITE ACRYLIC FACES
- WHITE TRIM CAP
- 5" RETURNS PAINTED WHITE
- MOUNTED FLUSH TO BACKGROUND

VANES

Building Wall

Transformer

Aluminum Channel Returns

LED Modules

Acrylic Face

Trimmcap

5" Max Depth

VARIES

2' 6" MAX

LANDLORD APPROVAL

CUSTOMER APPROVAL

COPY, COLORS, & SIZE

SIGNATURE

DATE

LANDLORD APPROVAL

SIGNATURE

DATE

Vogue Sign Co. INC. WILL ONLY CONNECT TO EXISTING DESIGNED SIGN CIRCUIT PER ARTICLE 608 OF THE NEC. PRIMARY ELECTRICAL, BY SIGN LOCATION IS THE RESPONSIBILITY OF CUSTOMER.
Type C Non-Illuminated

Wall Sign

Primary Tenant Identification

- NON ILLUMINATED DIMENSIONAL LETTERS.
- 1/2' - 1" THICK LETTERS MODE OF WOOD OR METAL PAINTED WHITE
- SPACED 1/2" FROM BACKGROUND
Hanging Pedestrian Signage (Blade Sign)

Each tenant is allowed (1) hanging sign attached perpendicularly to the facade as shown above. Signs shall be made of 1" square tube frame and bracket painted black with two pieces of .090 aluminum cut to shape painted as per schedule with white vinyl graphics.
Blade Sign

20" x 36" x .125 Aluminum

36" 36"

Blade Sign Blade Sign

36"

20"

36" 36"

1 1/4" aluminum mounting plate

1 x 3/8" expansion anchors

3/8" x 2" expanding anchors

1 1/2" cut out for welded frame support

1 1/2" x 3 1/2" square tube painted black

Graphic Sketch

Job Name: Taylor Building 2 MSP
Date: 3-9-10
Address: 200-344 W. Fitch &
City: 1st St.
City: 3rd St.

CUSTOMER APPROVAL
COPY, COLORS, & SIZE

LANDLORD APPROVAL

SIGNATURE DATE

CUSTOMER APPROVAL

SIGNATURE DATE

INSTALLED IN ACCORDANCE WITH N.E.C.

© COPYRIGHT 2000 VOGUE SIGNS INC.
### Colors

<table>
<thead>
<tr>
<th>Wall Sign</th>
<th>Wall Sign</th>
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<tbody>
<tr>
<td>Pantone 281c</td>
<td>Pantone 485c</td>
</tr>
<tr>
<td>Pantone 4629c</td>
<td>Pantone 2945c</td>
</tr>
<tr>
<td>Pantone 1665c</td>
<td>Pantone 281c</td>
</tr>
<tr>
<td>Pantone 188c</td>
<td>Pantone 877c</td>
</tr>
</tbody>
</table>

**Pantone Numbers:**
- 281c
- 485c
- 4629c
- 2945c
- 1665c
- 281c
- 188c
- 877c

**Rev. 1**

**CUSTOMER APPROVAL**
- COPY, COLORS, & SIZE

**SIGNATURE**
- DATE

**LANDLORD APPROVAL**
- SIGNATURE
- DATE

**Vogue Sign Company**
- 221 Commercial Ave.
- Oxnard, CA 93030
- Phone: 805-688-5033
- Fax: 805-687-8774
- www.voguesign.com

**GRAPHIC SKETCH**
- Job Name: Yebo Building 2 Msp
- Page: 25-26
- Address: 120-04 14 Street & 151-34 13 Avenue, Edmonton, AB
- City: Edmonton
- State: Alberta
- Zip: T5J 4T2
- Salesperson: Christian Mydron
- Client: General Contractor
- Paper: 80#""