# EXTERIOR SIGNAGE PLAYBOOK

October 2026

# Sign Vendor Program Outline

## Initiation & Planning

- Franchisees submit plans to a 7Brew-approved sign vendor
- The sign vendor submits a quote to Franchisee for permitting, manufacturing, and installation.
- Vendor completes a code review and provides a code-compliant Brand Book.
- If local code requires signage outside Brand Book standards, the vendor must complete the Vendor Exception Request Form located in Site Folio and submit it to: **exceptionrequest@7brew.com**

## Execution

- Once Brand Book is approved, the sign vendor notifies Corporate (Mollie) of the award and is added to the project in Site Folio.
- Vendor is then responsible for providing weekly project updates on critical dates in Site Folio.
- Once the permit is approved, the sign vendor emails the franchisee and copies the DPM. The vendor then uploads the Brand Book to Site Folio, refreshes milestone dates, and releases the signage for manufacturing.
- Throughout the process, the sign vendor must update the Site Folio fields with blue headers, including deposit date, permit filed date, and installation date.

## Installation & Close Out

- Sign Vendor to Email Franchisee/GC/DPM of firm installation date one week prior to install.
- Final Payment is collected prior to delivery and installation
- Installer will take completion photos as part of their project closeout.

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- LINEAR PYLON SIGN

# COLOR PALETTE & USES

01

# COLOR PALETTE

VISUAL IDENTITY

ENERGY RED
PMS 185C

RGB 228, 0, 43
CMYK 100, 68, 3, 0
HEX #E4002B

STAND BLUE
PMS 2935 C

RGB 0, 87, 184
CMYK 100, 68, 3, 0
HEX #0057B8

KINDNESS BLUE
PMS 297C

RGB 113, 197, 232
CMYK 52, 6, 0, 0
HEX #71C5E8

RICH BLACK

RGB 0, 0, 0
CMYK 75, 68, 67, 90
HEX #000000

WHITE

RGB 0, 0, 0
CMYK 75, 68, 67, 90
HEX #000000

**ACUMIN PRO CONDENSED BLACK**

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#$%&'()*+,-./:;<=>?@[\\]^_`~

**ACUMIN PRO CONDENSED REGULAR**

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#$%&'()*+,-
./:;<=>?@[\\]^_`~

**Ganache**

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#$%&'()*+,-./:;<=>?@[\\]^_`~

# SIGNAGE SYSTEM OVERVIEW

EXTERIOR SIGNAGE CLASIFICATION

PRIMARY SIGNAGE


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02

# ROUND MEDALLION LOGO SIGN (BS-1)

PRIMARY SIGNAGE

COLORS USED

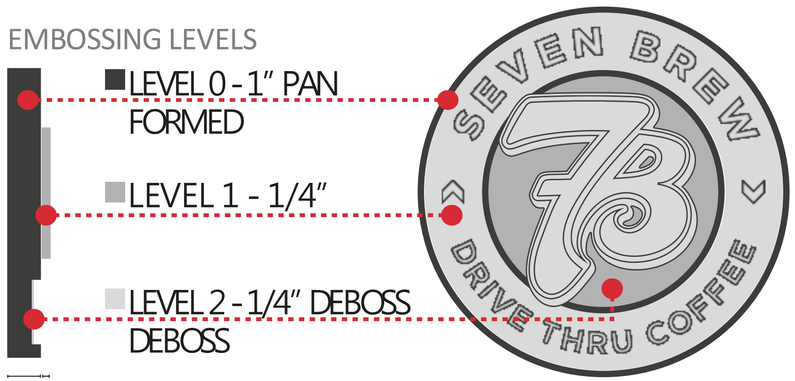
| ENERGY RED | WHITE | RICH BLACK |
|---|---|---|

DESCRIPTION

BS-1

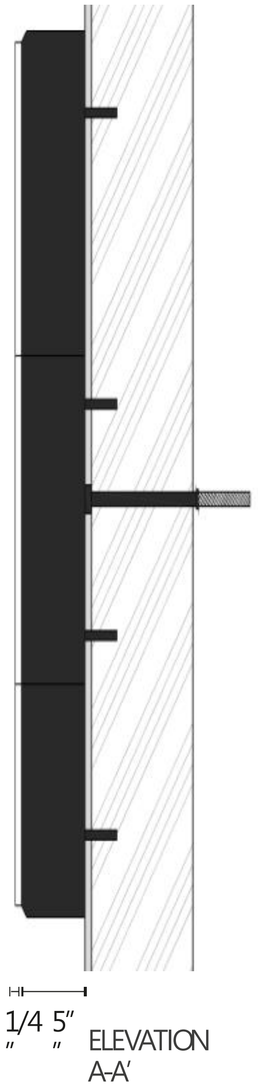
Building Medallion.
Sign Face: Cap-over face construction and 1/4” embossed
Dimensions: 6’ (H) x 6’ (W) x 5” (D)
Total SQFT 28.27

EMBOSSING LEVELS









# LINEAR BUILDING LOGO SIGN (BS-2)

PRIMARY SIGNAGE

COLORS USED

| ENERGY RED | WHITE | RICH BLACK |
|---|---|---|

DESCRIPTION

Linear Building Sign.
Dimensions: 38” (H) x 120” (W) x 5” (D)

Total SQFT 31.76



# LINEAR BUILDING LOGO SIGN (BS-2*)

PRIMARY SIGNAGE ALTERNATIVE

DETAILS

| ENERGY RED | WHITE | RICH BLACK |
|---|---|---|

DESCRIPTION

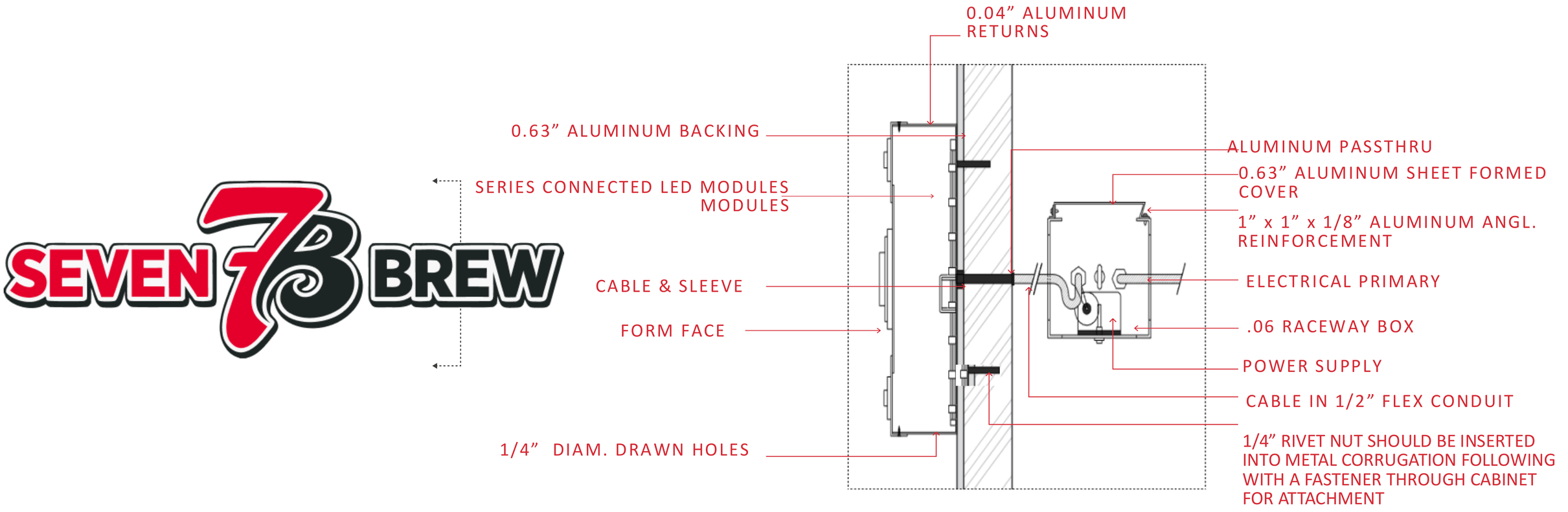
Linear Building Sign Alternate 2.
Only when square footage restrictions apply.
Dimensions: 31 1/16” (H) x 98 1/32” (W) x 5” (D)

Total SQFT 21.08



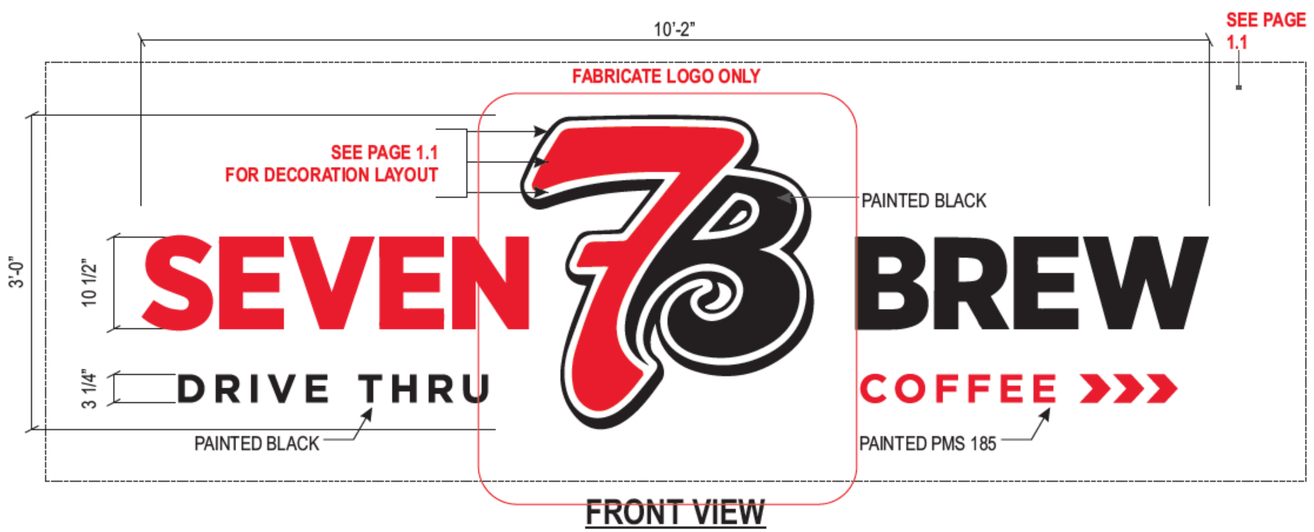
# LINEAR BUILDING LOGO SIGN (BS-2 & BS-2*Detail)

REFERENCE PRODUCTION DETAIL

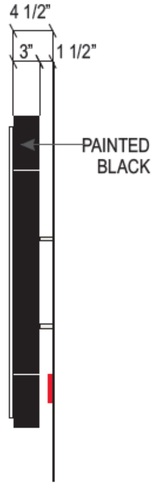



REFERENCE SECTION

# ALT - LINEAR BUILDING LOGO SIGN (Halo)



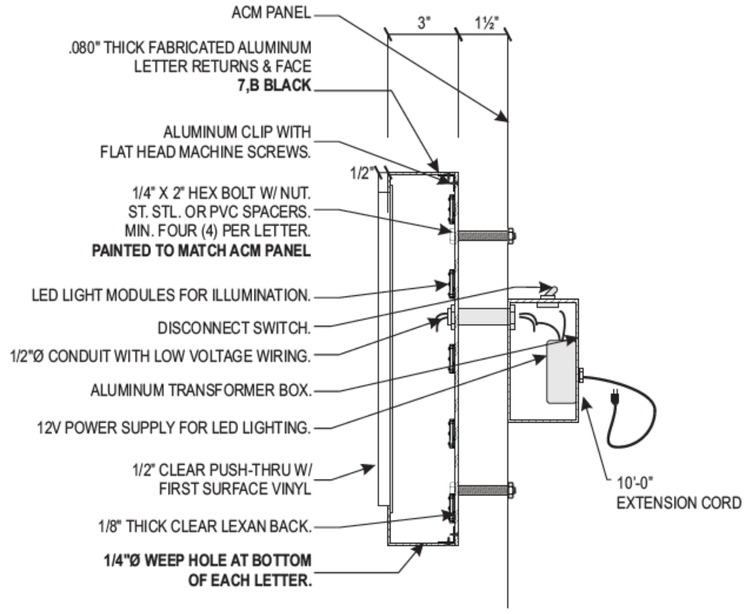

FRONT VIEW



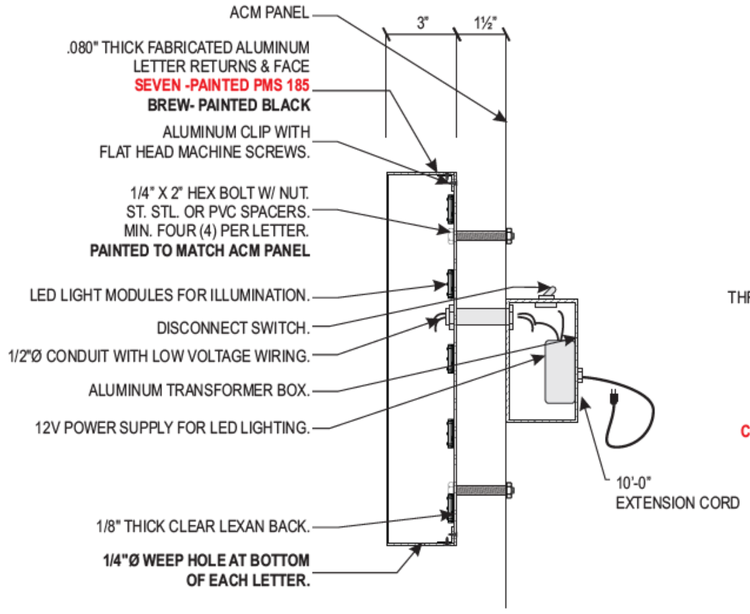

SIDE VIEW



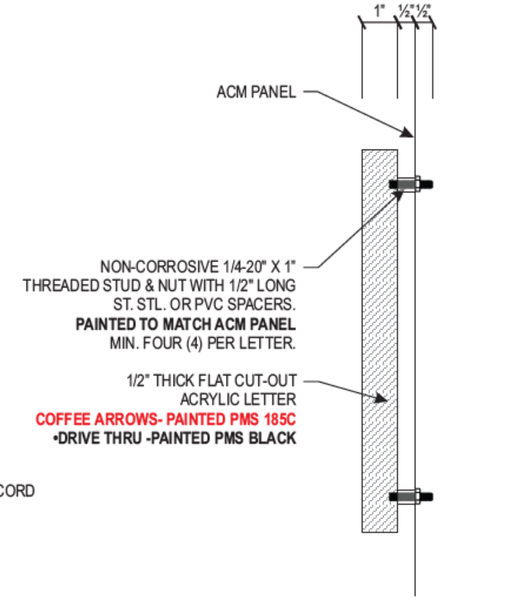

NIGHT RENDERING




2 TYP. HALO-ILLUMINATED CHANNEL LETTER("7B" LOGO) SECTION THRU
SCALE: NOT TO SCALE




2 TYP. HALO-ILLUMINATED CHANNEL LETTER SECTION THRU
SCALE: NOT TO SCALE




3 TYP. FLAT CUT-OUT LETTER SECTION THRU
SCALE: NOT TO SCALE

A 1 FRONT ELEVATION @ ILLUMINATED HALO-LIT LETTERS QTY: 1
SCALE: 3/4"=1'-0" 30.50 SQ. FT.

# DRIVE THRU SIGN (BS-3)

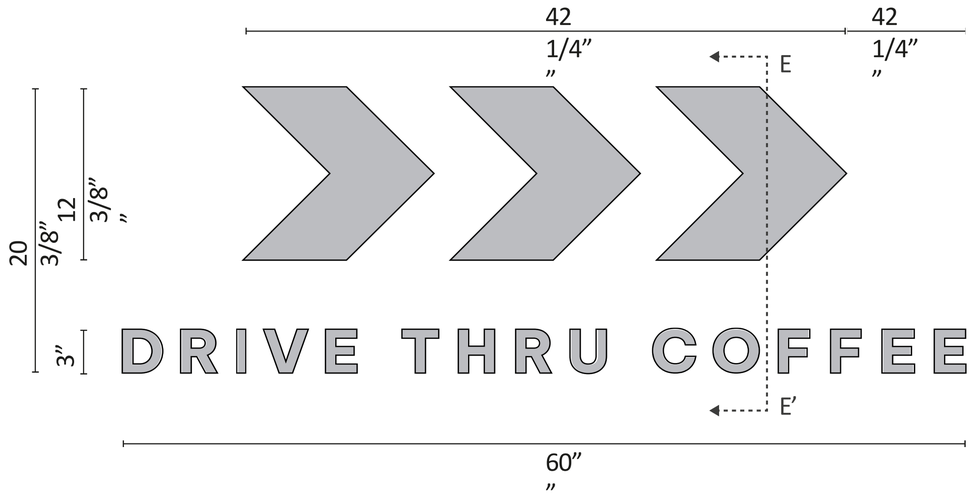
DETAILS

BRUSHED ALUMINUM

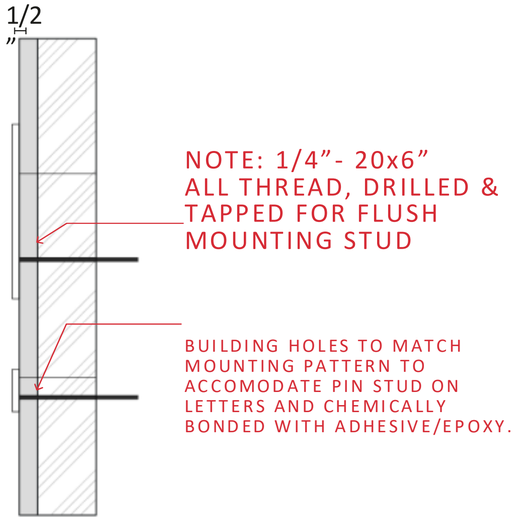
DESCRIPTION

Linear Building Sign.
Non illuminated. Pin mounted.
Dimensions: 20 3/8” (H) x 60” (W) x 1/2” (D)

Total SQFT 7.66




FRONT ELEVATION




SECTION E-E’

# DRIVE THRU SIGN (BS-4)

DETAILS

ENERGY RED

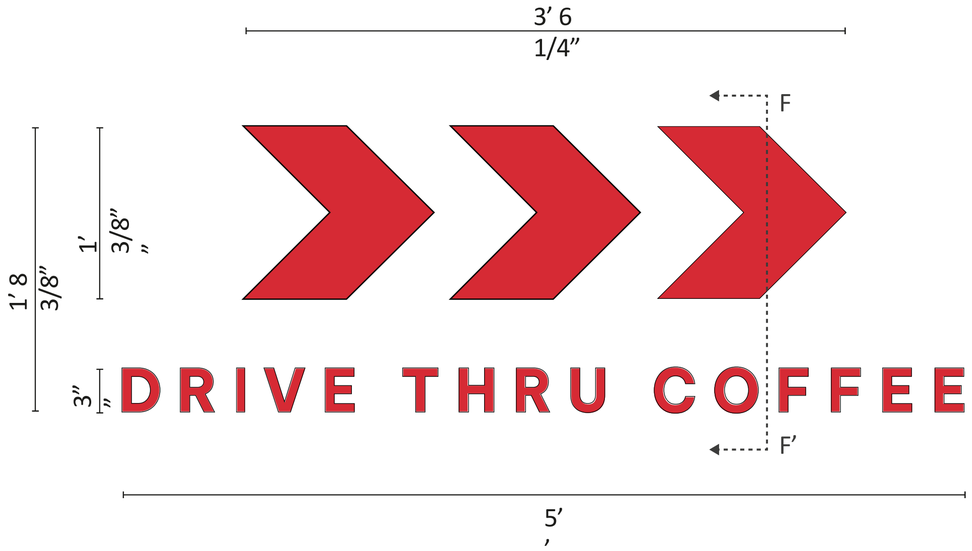
DESCRIPTION

Linear Building Sign.

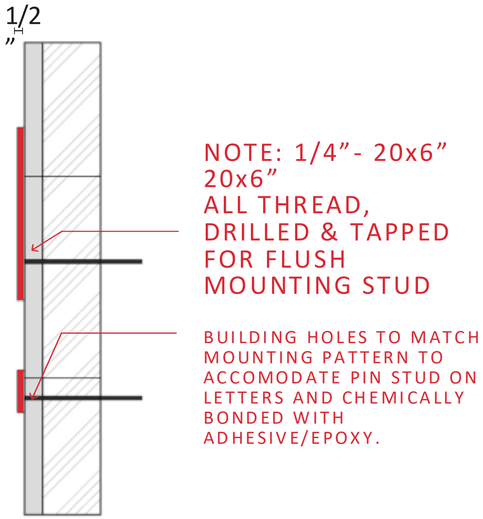
1/2” Thick acrylic flat cut out (FCO) sign painted in red. Backs drilled & tapped to flush stud-mounting-non illuminated.

Dimensions: 20 3/8” (H) x 60” (W) x 1/2” (D)

Total SQFT 7.66




FRONT ELEVATION




SECTION F-F’

# APPLICATIONS & CONSTRUCTIONS DETAILS

## ARCHITECTURE APPLICATIONS


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- PYLON SIGN (PS-1A / PS-1B) ..... 20
- LINEAR PYLON SIGN (PS-2) – (PS-3) ..... 21


03

# PRIMARY FAÇADE

ARCHITECTURE APPLICATIONS

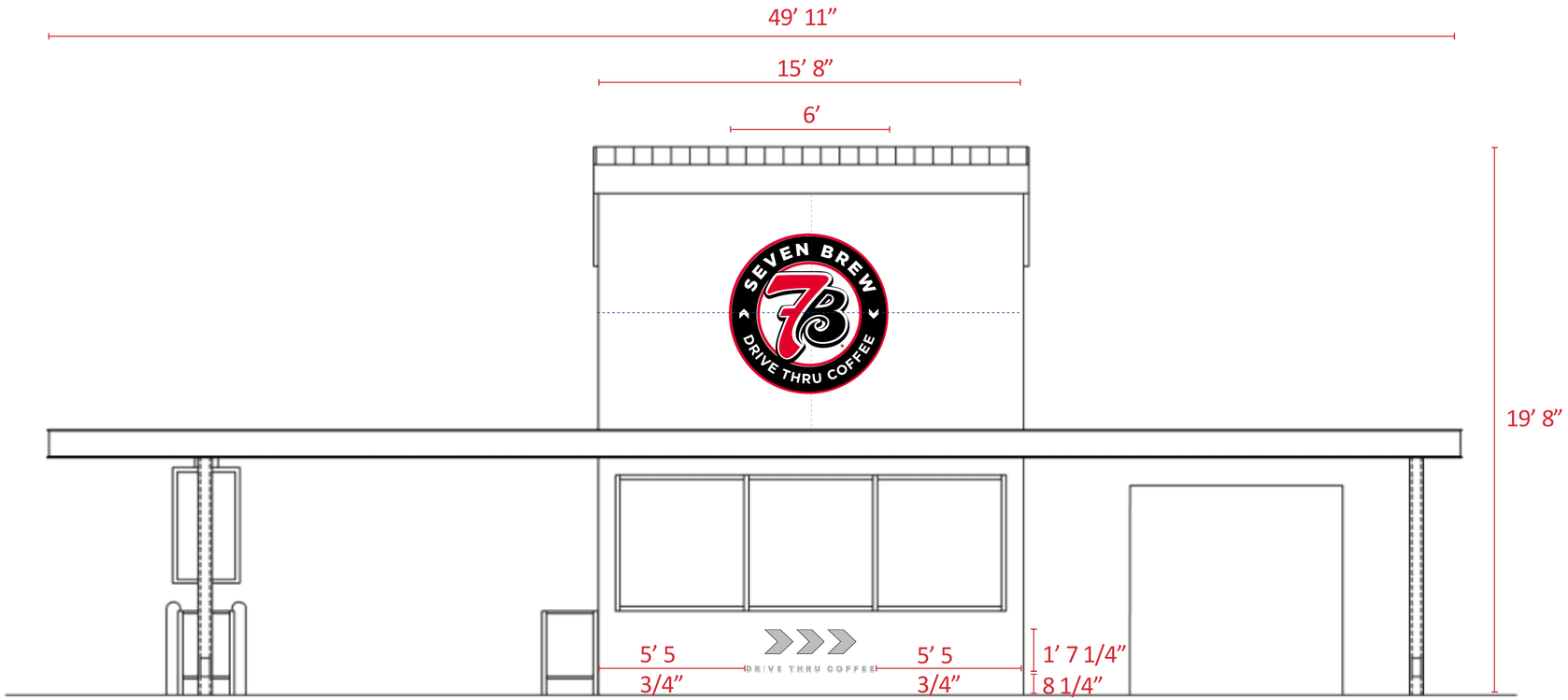
SIGNAGE USED

- Round Medallion Sign (BS-1)

* Centered in the building with arrows level, free space above the canopy.

- Drive thru sign (BS-3)

DRIVE THRU COFFEE




FRONT ELEVATION

# SECONDARY FAÇADE

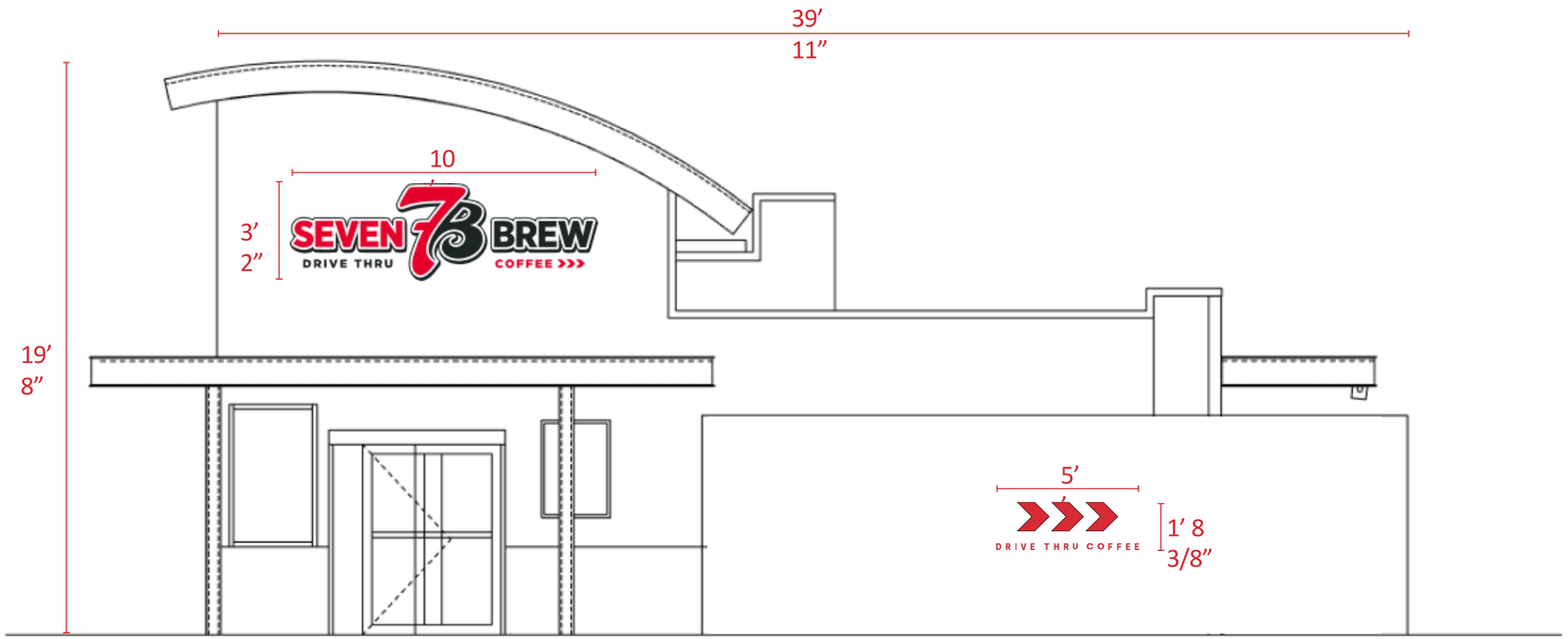
ARCHITECTURE APPLICATIONS

SIGNAGE USED

- Linear Building Sign (BS-2)

* Centered in the building free space between the curve roof line and the canopy.

- Drive thru sign (BS-4)




RIGHT SIDE ELEVATION

# SECONDARY FAÇADE

ARCHITECTURE APPLICATIONS

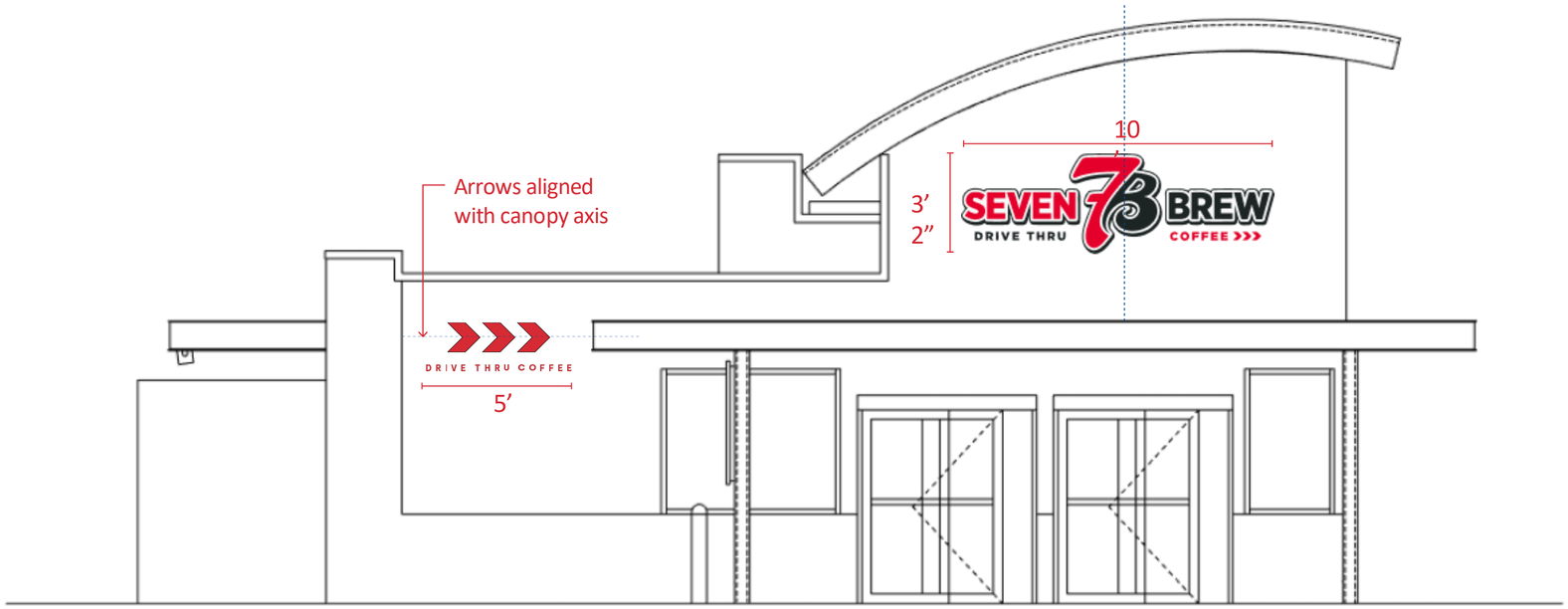
SIGNAGE USED

- Linear Building Sign (BS-2)

* Centered in the building free space between the curve roof line and the canopy.

- Drive thru sign (BS-4)

DRIVE THRU COFFEE




LEFT SIDE ELEVATION

# DUAL SIDED BLADE SIGN (DBS-1)

WALL MOUNTED WALK-THRU MEDALLIOAN SIGN

COLORS USED

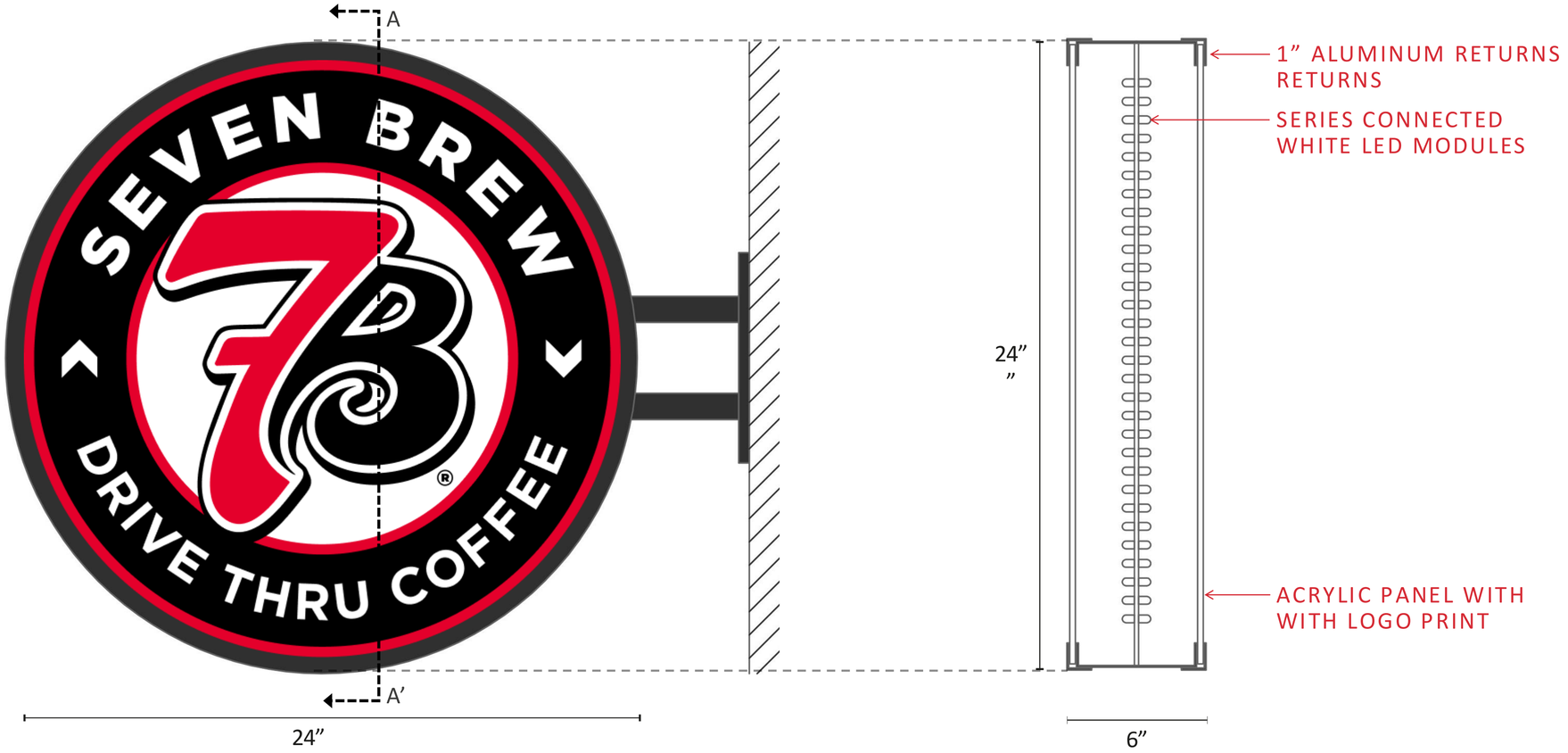
| ENERGY RED | WHITE | RICH BLACK |
|---|---|---|

DESCRIPTION

Building Medallion

Sign Face: Acrylic panel with second surface back spray

Logo graphic
Dimensions: 24” (H) x 24” (W) x 6” (D)




FRONT ELEVATION

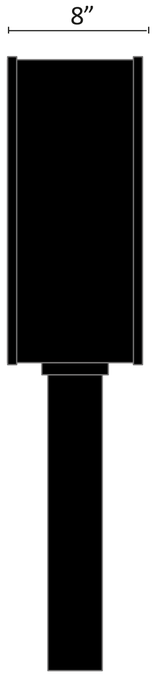
SECTION A-A’

# DUAL SIDED DIRECTIONAL SIGN (DIR-1)

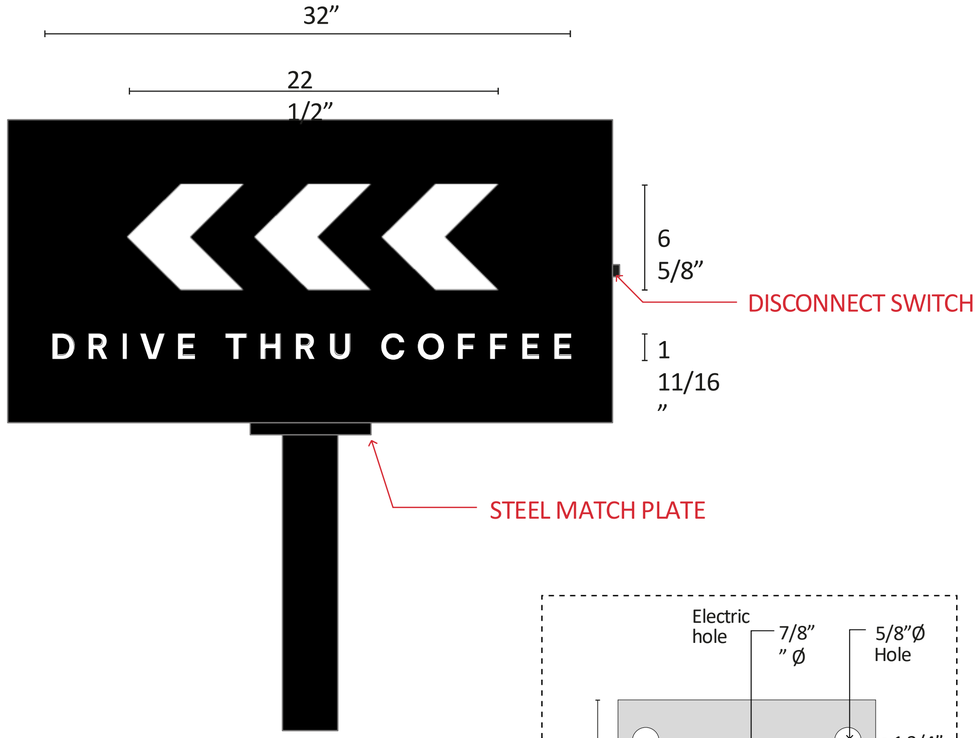
DRIVE THRU SIGN



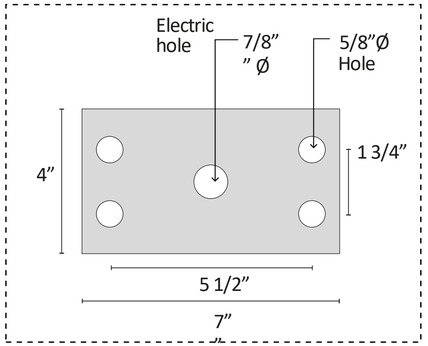

FRONT ELEVATION




ELEVATION G-G’




BACK ELEVATION

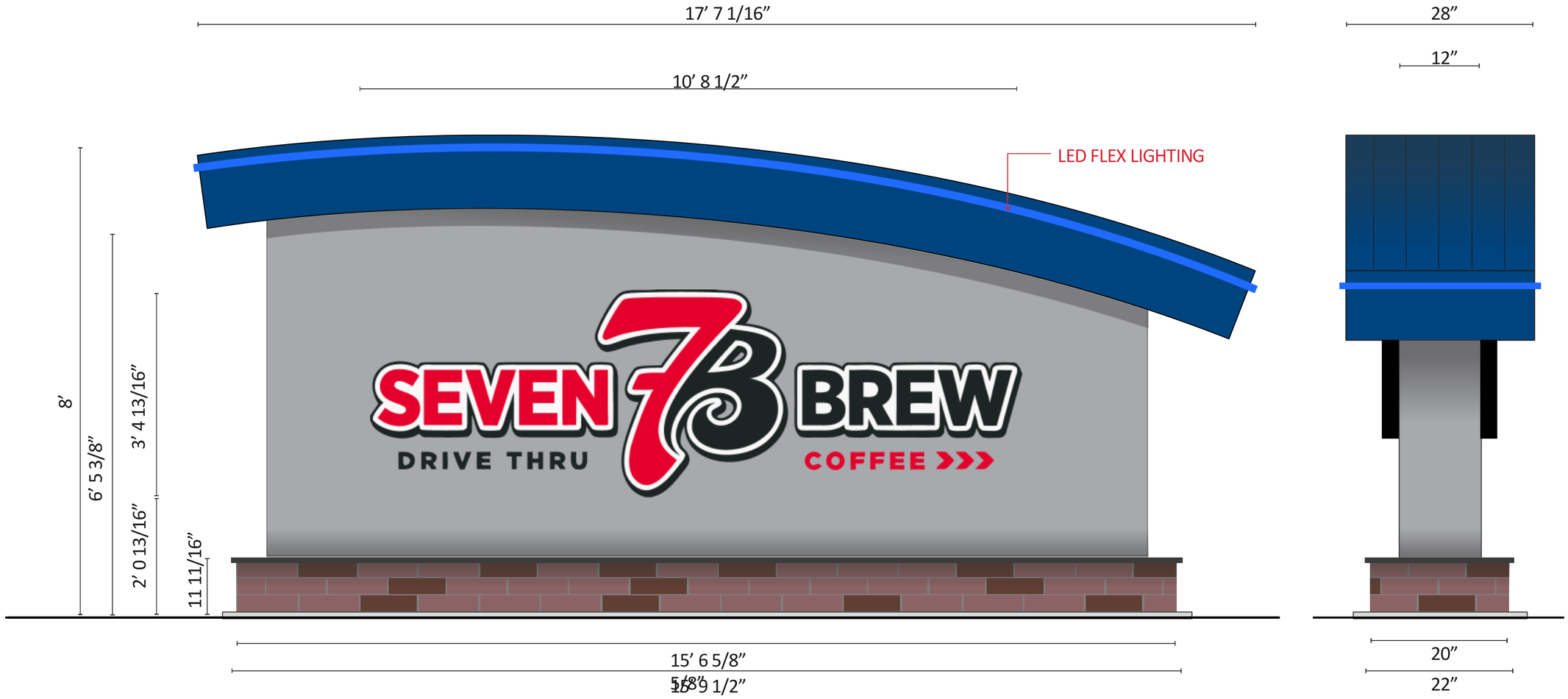



STEEL MATCH PLATE
DETAIL

# MONUMENT SIGN (MS-1)

COLORS USED

| ENERGY RED | WHITE | RICH BLACK | STAND BLUE | PMS Cool Gray 6C |
|---|---|---|---|---|




FRONT ELEVATION

SIDE ELEVATION

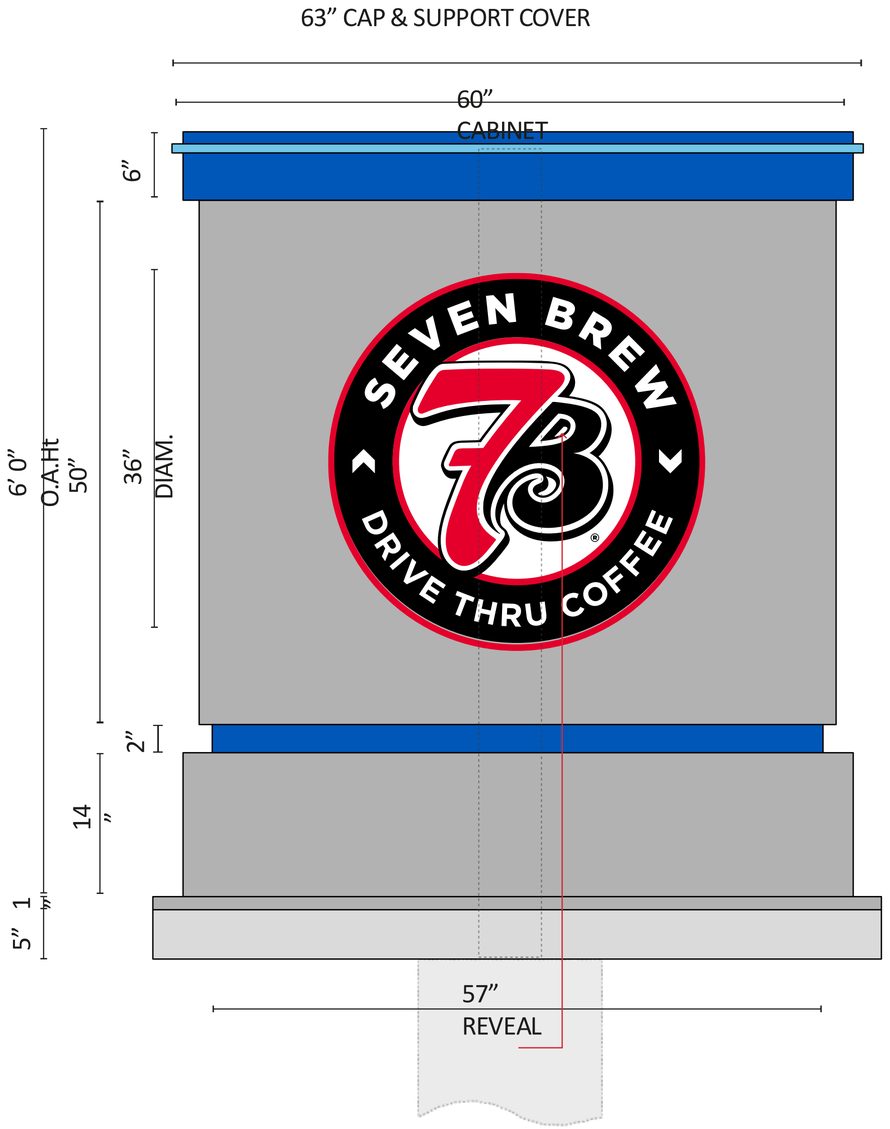
# ALTERNATE MONUMENT SIGN (MS-2)

COLORS USED

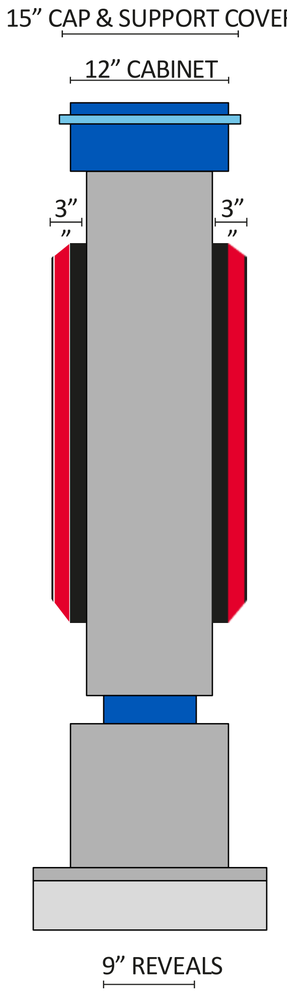
| ENERGY RED | WHITE | RICH BLACK | STAND BLUE | PMS Cool Gray 6C |
|---|---|---|---|---|

DESCRIPTION

- Metal caping & reveal, painted blue
- LED Flex lighting mounted to topper
- Fabricated cabinet painted to match Pantone Cool Gray 6C
- 3” deep illumintaed logo medallion
- Formed & embossed face w/ logo to match color key
- Internally illuminated with white LED’s
- Weep holes at low points of letters
- Flush-mounted to monument faces
- 6” mow pad 1” above grade at 3” perimeter
- Pier type foundation with steel pipe supports & concrete to require engineering to withstand native conditions & wind load, code, etc…
- Sub-grade electrical service required by GC /Customer’s electrician prior to installation




FRONT ELEVATION




SIDE ELEVATION

# PYLON SIGN (PS-1A / PS-1B)

DESCRIPTION

PS-1A Embossed Pylon Medallion

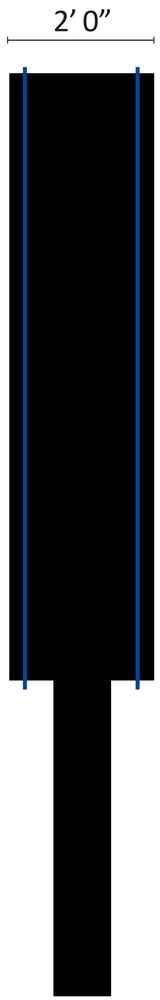
- Dual side illuminated
- Polycarbonate Vacuum formed and embossed faces with second surface back spray
- 2’ Deep Black Cabinet with LED Flex lighting attached to the outside of cabinet

PS-1B Flex Face Pylon Medallion

- Dual side illuminated
- First surface graphics in translucent vinyl
- 2’ Deep Black Cabinet with LED Flex Lighting attached to the outside of cabinet




FRONT ELEVATION



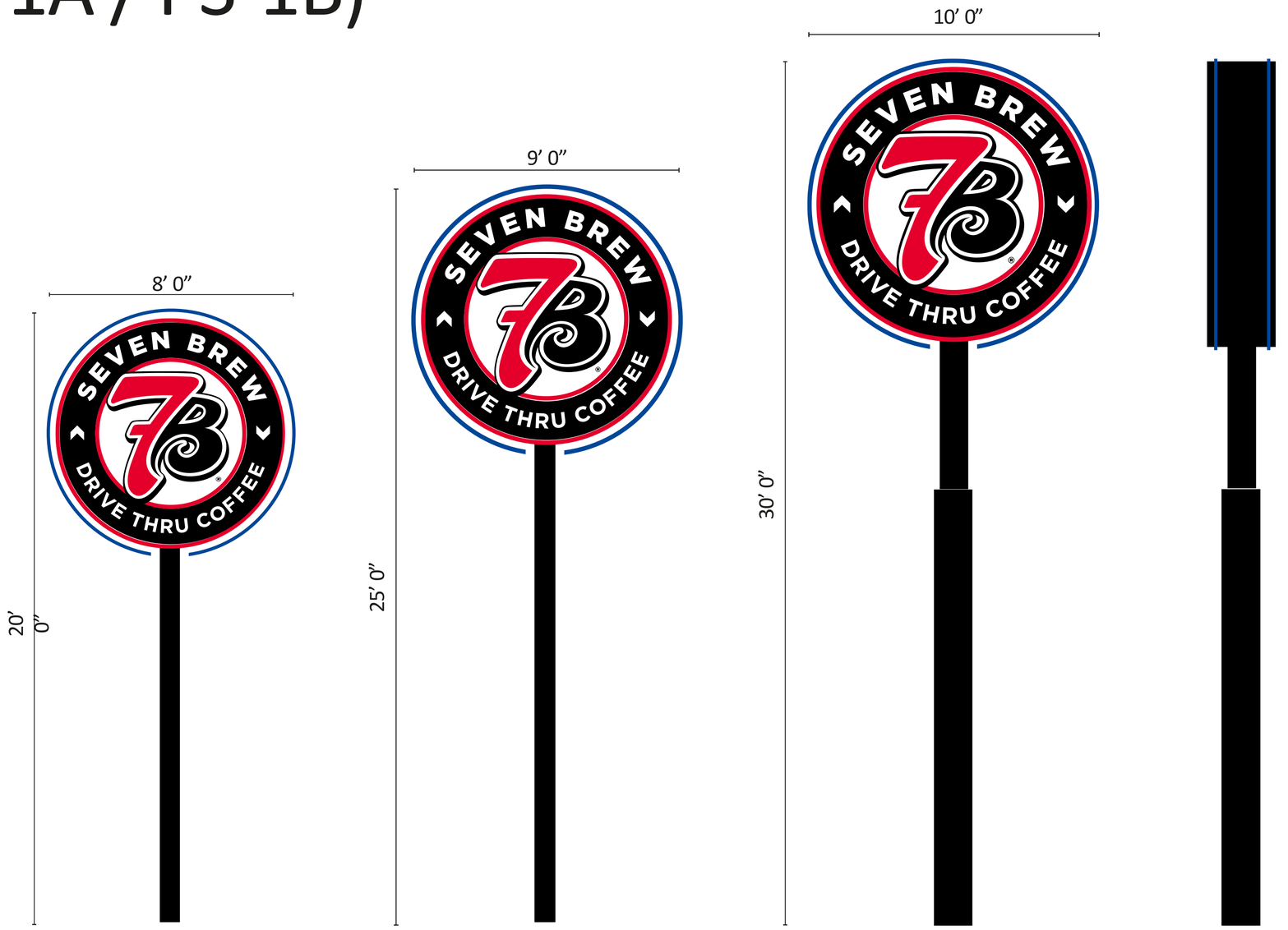

SIDE ELEVATION

# PYLON SIGN (PS-1A / PS-1B)

ROUND MEDALION SIGN

DESCRIPTION

- Fabricated aluminum cabinet, painted black and internally illuminated
- Perimeter of cabinet to have LED Flex Lighting
- Signs center mounted on steel pipe (sizes to be determined)



# LINEAR PYLON SIGN (PS-2)

COLORS USED

| ENERGY RED | WHITE | RICH BLACK | STAND BLUE |
|---|---|---|---|

EMBOSSING LEVELS

- LEVEL 0 - 1" PAN FORMED
- LEVEL 1 - 1/4"
- LEVEL 2 - 1/4" DEBOSS DEBOSS







FABRICATED ALUMINUM CABINET
SLEEVE MOUNTED ON EXISTING 6.635" O.D. STEEL
CABINET PAINTED BLUE AND INTERNALLY ILLUMINATED

PAN FORMED LEXAN WITH EMBOSSED / DEBOSSED
TRANSKUCENT GRAPHICS - SECOND SURFACE

EXISTING 10 3/4" STEEL PIPE
PAINT PIPE BLACK
*PIPE TRANSITIONS TO 6.635" AT BOTTOM OF CABINET

# LINEAR PYLON SIGN (PS-3)

LINEAR BUILDING SIGN

DESCRIPTION

PS-3

- This design is specifically intended for the existing multi-tenant pylon sign






# Exterior Digital Menu Board – by Others (Technology Package)

Samsung Model OH55A-S

