Signage Guidelines- Residential Projects

A Standard Signage Program for any Residential project shall include the following Sign Types & the basic signage guidelines. The following may vary to a certain extent from case to case :

1. **Entrance Branding Sign:**
   - The Logo of the project (symbol and name, no tagline), generally in English, will be placed at the main entrance of the project in a size and manner that is clearly visible for someone who is driving or walking (before the pass the entry point). This shall be lit for easy visibility at night. In case the project name doesn't not have the name Lodha (eg. The Park, iThink), the Lodha logo (5 bar + Lodha) should also be prominently placed at the entrance (eg. The Park entrance – 2015 – image below).
   - If any requirement for regional language signage, the same will be done in a less prominent fashion (eg. a well done board with moderate size font) on the main entrance. While this is a 'compliance', we will do it in a gracious and aesthetically pleasing manner (though size and cost will be kept under control).



2. **Wing Signage:**
   - Generally, wing identification shall be placed prominently next to the main entrance lobby of the wing (eg. 'C'). If the wing's name is difference from the name used at the 'Entrance Branding', the said name will also be listed along with the Wing (eg. 'Artica C' at Casa Rio) in a It should be sized and placed manner that is clearly visible for someone who is driving or walking (before the pass the entry/drop-off point). This is also to be put on any other level / side where large no. of residents/guests are expected to enter the building eg. Podium/landscape level, parking level if the said level is different from the entry level,

3. **Reception Building Sign:**
   - 5 bar Lodha Logo shall be used, on/close to the reception table.
   - If there is a motif / symbol developed as a support graphic for signage scheme, that may or may not appear on the reception branding

4. **Building Directory:**
   - Not to be used – no building directory is required.

5. **Destination Signs:**
   - All the destination signs will either be represented in the form of pictograms or text consistently across all sign types

- Any signage on footpaths / circulation paths should be placed parallel to the same so that it doesn't obstruct movement. If perpendicular is required, same should be placed above 1.8 m.

6. Public Washroom Signs:

- The washroom signs will have pictogram OR text representation.
- Nomenclature will be Ladies, Gentlemen / Gents (or appropriate pictogram). If unisex, will be called 'Washroom' (or appropriate pictogram).

7. Areas within KCA's – signage nomenclature:

- Use text or appropriate pictogram.
- Text suggestions:
  - Gymnasium
  - Cinema
  - Kids Club
  - Meeting Room
  - Dining Room
  - Massage
  - WC <for WC inside a larger mens or ladies changing room>
  - Steam
  - Shower

8. Lift Numbering Sign:

- If there is more than one passenger elevator, the same shall be numbered starting with A. The numbering shall be marked inside the passenger elevator and only on the main entrance level (in a discreet manner only such that in times of emergency it is possible to know which lift is represented by which Alphabet). In case of destination dispatch / equivalent system, lift numbering signage is needed on all levels served by such lifts.
- Service Lift (if any) shall be marked separately as Service Lift only inside the elevator.
- Whichever elevator is earmarked as 'Fire Lift' shall be marked with suitable signage indicating 'fire lift' inside the elevator and on the main entrance level in the lift lobby.

9. Staircase sign:

- Fire exit staircases will have a sign which is Photo-luminescent

10. Floor Indicator In Lift Lobby:

- We will not provide floor indicators in lift lobbies

11. Floor Indicator In Staircase:

- Provide a floor indicator sign in staircase at landing level, preferably in paint since staircase is a back of house area. For floors on which refuge levels are located, the word 'Refuge' should be stated next to (adjacent, above or below) the floor number in a clearly visible manner, preferably in paint/material which is visible in the dark (eg. Photo luminescent paint).

12. Flat Number :

- Provide Flat Number sign. Generally will be integrated with Name Plate (see 11. Below).

13. Name Plate :

- Name plate shall be provided. Middle of plate should be placed at 62" above FFL, height of name plate to be ~2.5".(refer figure 1 below)
- Customer name shall be displayed as First Name_Last Name. First name shall be designed for maximum of 9 characters and Last name for maximum of 9 characters. If name is longer, font size shall be changed. (No provision shall be made for initials, accordingly the plate can be sized accordingly), Material used for names shall be such that the names can be changed reasonably easily at time of resale of unit.

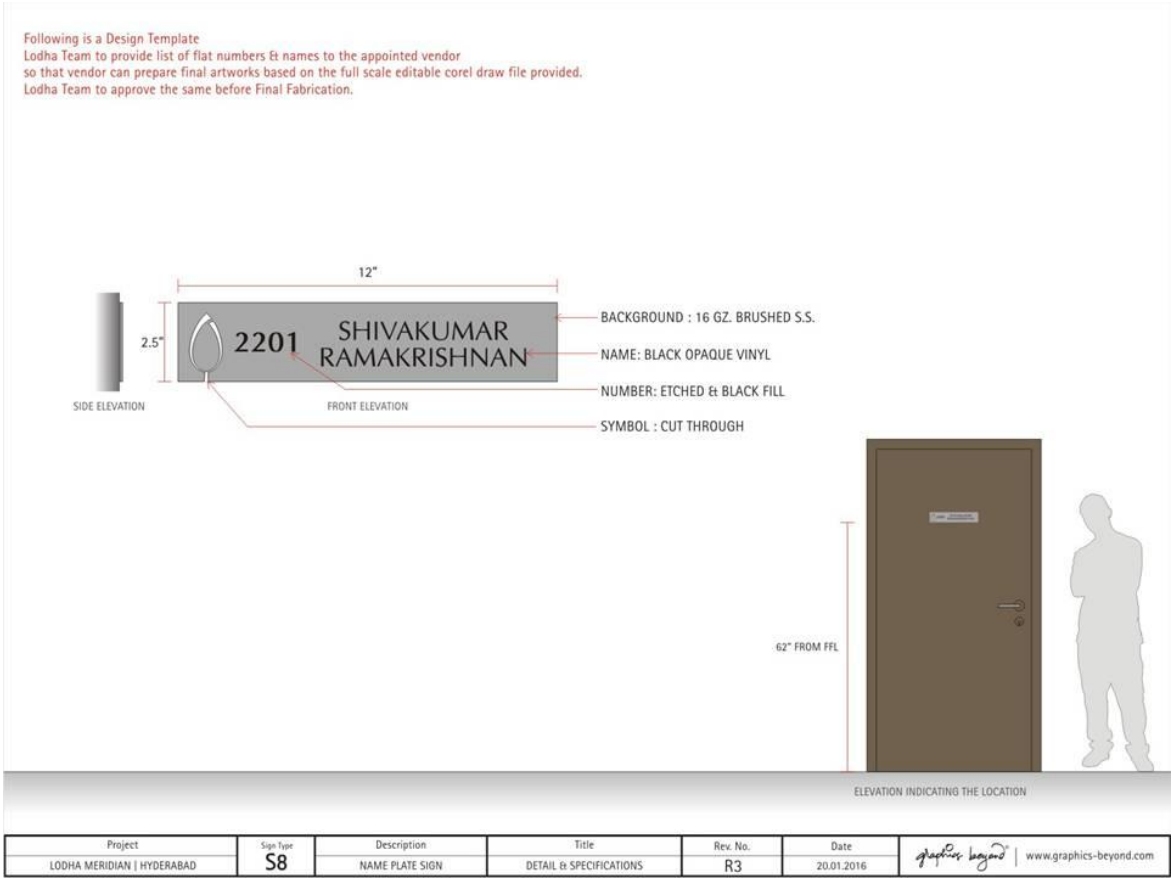


Figure 1

14. Service Room Sign :

- All Service rooms (not ducts) should be provided with appropriate signage (keeping in mind that these are generally Back-of-house).

15. Duct Sign:

- Only fire fighting duct will have a sign on each floor. For other ducts, the details of which duct serves what function will be available with the FM team.

16. Car Slot No. Sign:

- Car slot numbers will be fixed onto wall / column or will be painted onto flooring / kerb with epoxy reflective paint.

- For open parking, parking no shall be painted onto the flooring/kerb with epoxy reflective point.

17. Lifts Sign on Parking Levels :

- Sign Directing to the Lifts will be either represented in the form of pictograms or text Consistently across all sign types

18. Parking Direction Sign :

- Provision of Parking Direction Signs will vary from project to project.

19. Building Top Sign :

a) In general, the name 'Lodha' (font and colour will be as per the relevant brand signage i.e. Lodha Luxury / Lodha) with no logo shall be displayed on the building facade or terrace in a prominent manner, preferably in a material which is visible at night too (eg. neon, LED).

b) The height of the letter ''L" should be between 5 to 10 feet tall (5 feet at 70 m and thereafter growing proportionately based on distance from ground up to maximum of 10 feet) and everything else should be proportionately sized. Some examples of usage of current Lodha name are shown in Annexure 1 here in below (location height and sizing is not as per policy and should only be used for reference).

c) The location of this signage should be such that visibility is maximized as follows:
   i. Signage should generally be placed above last habitable floor.
   ii. In case of multi-building developments, this shall be done on the building which has best visibility wrt access roads / other prominent locations and project name shall be used. This signage shall be put up only once in each marketing project (Casa Bella is one marketing project, GolfLinks is another marketing project).
   iii. The signage shall be oriented such that it is most visible from the access roads / other prominent locations.

d) The initial design of the façade / terrace level and structure will make necessary provisions for the installation, electrification (if applicable), maintenance and cleaning of this signage. As far as possible the fixing methodology should avoid visible supporting framework for the signage and should be as inconspicuous as possible (may be achieved by leaving inserts/Halfen anchors at the time of casting the terrace parapet).

e) The quality and material selection of the sign is very important since it reflects our brand identity to the world at large. As such, we must select good quality materials, vendors and have strict norms for maintenance and DLP arrangements in the signage contract

f) This signage should have separate electric meter in name of LDPL.This allows us to run the signage even after society handover without any commercial implication. Similarly, at the time of society handover, HFM team to ensure that the society handing over document specifically mentions the terms for accessing the sign for its upkeep, maintenance, etc. and that the signage belong to LDPL and Society cannot obstruct or remove it.

19. Under Construction Signage:

- Project Name and other branding (flex / other material) to be located at entrance of Sales office/Show Flat (Resp: Marketing).
- For towers which have height > 70 m (high rise and very high rise), one tower in every neighbourhood/independent marketing project to have signage which rises as the building rises eg. Lodha

Venezia (2015) (Resp: Design). The purpose of such signage is to get visibility for the project and showcase progress. Such signage shall generally be:

- Logo (without tagline) of the neighbourhood/marketing project (not just Lodha logo).
- Placed on the formwork (or any other surface wherein it moves up as the building moves up). The face chosen shall be the one which has high visibility for nearby roads.
- Be visible at night.
- Such signage shall be executed before the time the first tower in the neighbourhood/marketing project crosses height of 30 m.
- Expenses shall be to Marketing budget
- Cost shall be kept moderate since this signage is temporary and shall be removed once the final signage (Lodha only) for the neighbourhood / marketing project is installed. If feasible, reuse maybe considered for the Building Top sign (see 18 above).
- Other guidelines (size etc.) to be as per those of Building Top Sign (see 18 above).

20. Complex level signage (covering developments with > 1 building):

- All complex level signage (i.e. outside the building and its car park) has to be divided into 2 groups:
    i. Car-usage: Should largely be placed on levels which are motorable and guide those in car to key destinations eg. Exit; and ~15 s driving distance before fork point/turns, direct to select destinations/buildings which are reached by taking the said fork/turn.
    ii. Walk-usage:Generally maps (5 min radius & if applicable, 15 min radius) showing key destinations (buildings, KCAs, entry/exit) and clearly marking 'you are here'. Can be placed at key fork points / turns or after every 400-600 m walking on longer routes.

21.

Notes:

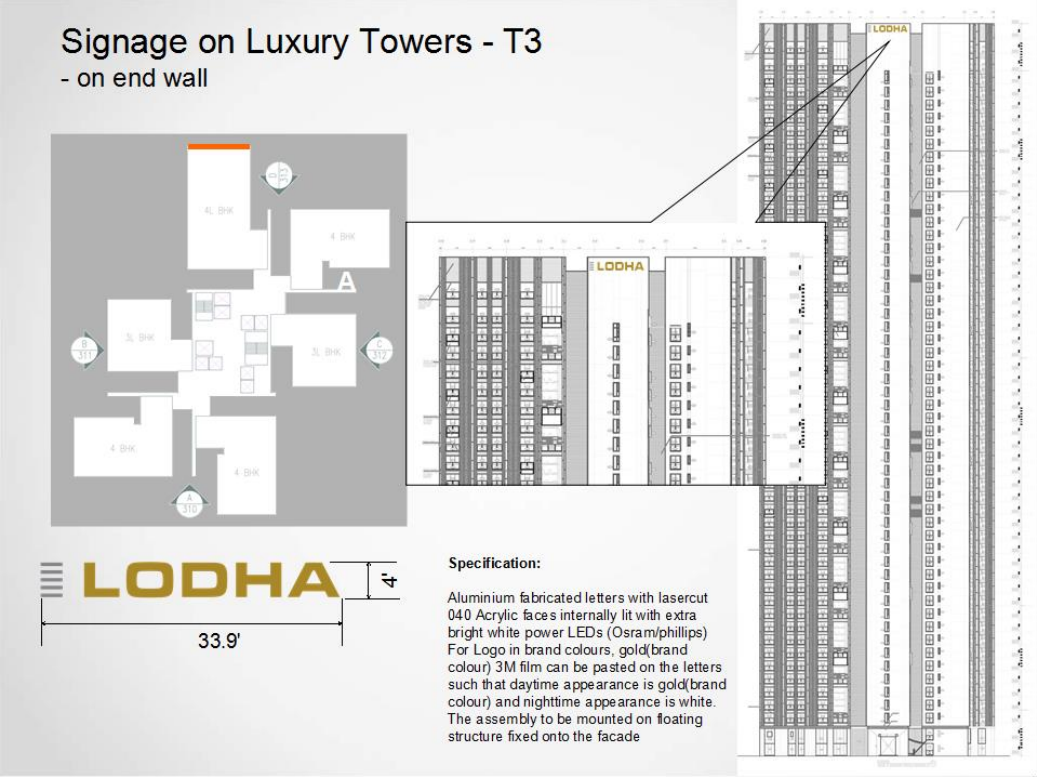
a. Materiality:
    i. Other than the 'First Name_Last Name' part of the name plate, all other signage lettering shall be in permanent material (i.e. not sticker or equivalent, which can be easily removed). This is particularly important in common areas where the tendency to 'play around' with non-permanent signage is high.
    ii. The rest of the material of the signage has to be determined taking into account the level of weather exposure to ensure that the signage does not look 'old' for minimum of 10 years.
b. Content – 'less is more'
    i. Signage has to work for 90% of people – it cannot be designed to serve the youngest or least intelligent.
    ii. From a content perspective 'less is more' eg. Instead of writing 'World Crest Lobby', one can write 'World Crest' and same is sufficient because everyone understands that the entry to a building is generally through the lobby. Similarly, things which are self-evident eg. Mandir, playground etc. don't need an identification signage to mark them (will need direction signage but not identification signage when you get there) unless there is a specific reason / request to provide it.
c. Mock up to **test functionality and content usability** of the signage – this has to be done on site (covering atleast 25% of the key signage points) to ensure that these two critical aspects are at 90% or better satisfaction level.

d. For all nomenclature/brands which are used in public communication eg. Neighbourhood name, building name – strictly follow the brand terminology for the said brand eg. 'Trump Tower Mumbai' is to be written as such, not 'Trump' and with the relevant logo unit. Ensure that design terminology does not get into signage, signage is a customer facing (and hence, brand led) design item.

Annexure 1 (note: 5 bar logo was dropped wef 18.7.16 and hence, should be ignored in the examples below)**:**



CASA ROYALE



NCP-T3

22. Complex Signage

- Older guidelines (follow pt titled Complex level signage, in case of conflict between below and the contents of 'Complex level signage' pt) - For Larger Complexes like Aqua the Following Sign Types shall be incorporated:
    1. You Are Here Upstand (with location / key map) – refer figure 1
    2. Direction Upstand to key common areas and buildings
    3. Cluster Upstand (if needed)
    4. Building Upstand (if needed)

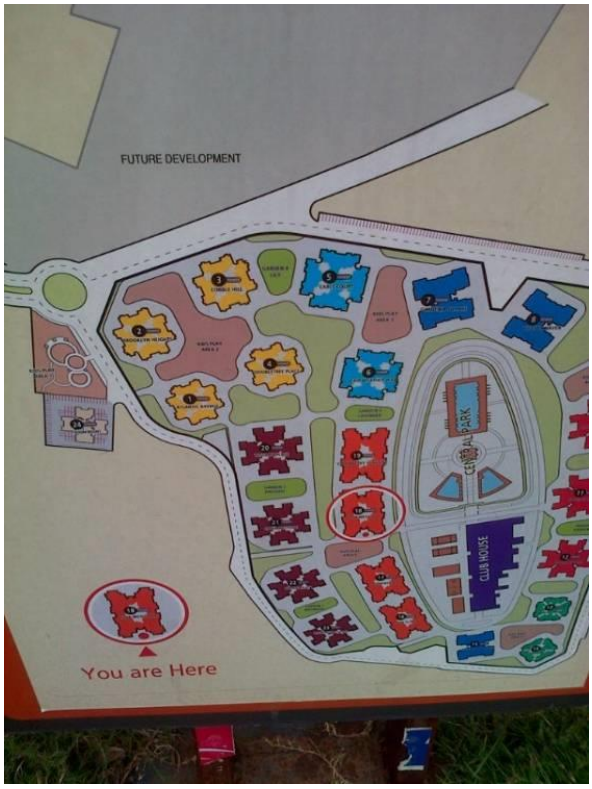


Figure 1

In general, signs are to be painted onto permanent surface or screwed / pasted onto wall / column surface. Hung signs are to be avoided (due to theft concerns).