

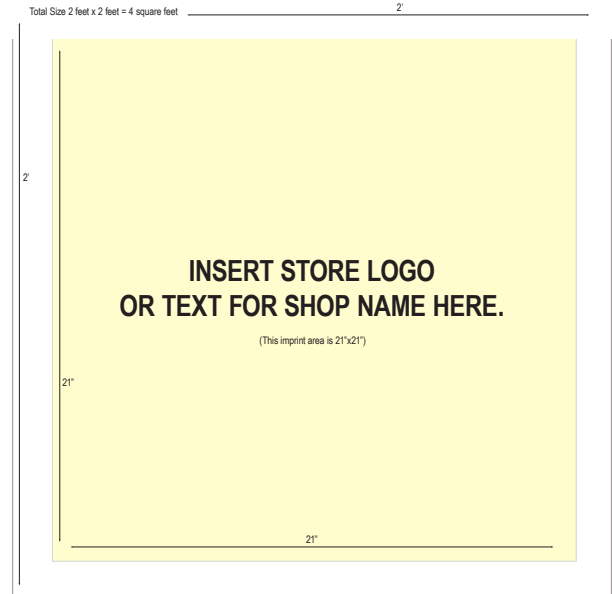
Window Signage Template for Start-up Businesses

Size options and details

November 6, 2018

The sign template applies to businesses who are signing short-term lease agreements in the Downtown area (El Pueblo Viejo District) and can be used up to a year.

$$2' \times 2' = 4 \text{ sq. ft.}$$



$$3' \times 1.333333' = 4 \text{ sq. ft.}$$



$$4' \times 1' = 4 \text{ sq. ft.}$$



The template consists of a contour cut, vinyl window sign with the business name/logo within dimensions of 4 sq. ft. Additional signs can be installed within 15% of the total window area of each façade. Either a business logo* or white text are allowed, with a maximum 10" letter height. Business hours can be placed on a separate sign.

*Color logos must be consistent with the palette in the [Santa Barbara Colors Guide](#). Logos that do not match the palette identified in the Santa Barbara Colors Guide will require Sign Committee review and approval. A white logo image is preferred to minimize design time.

