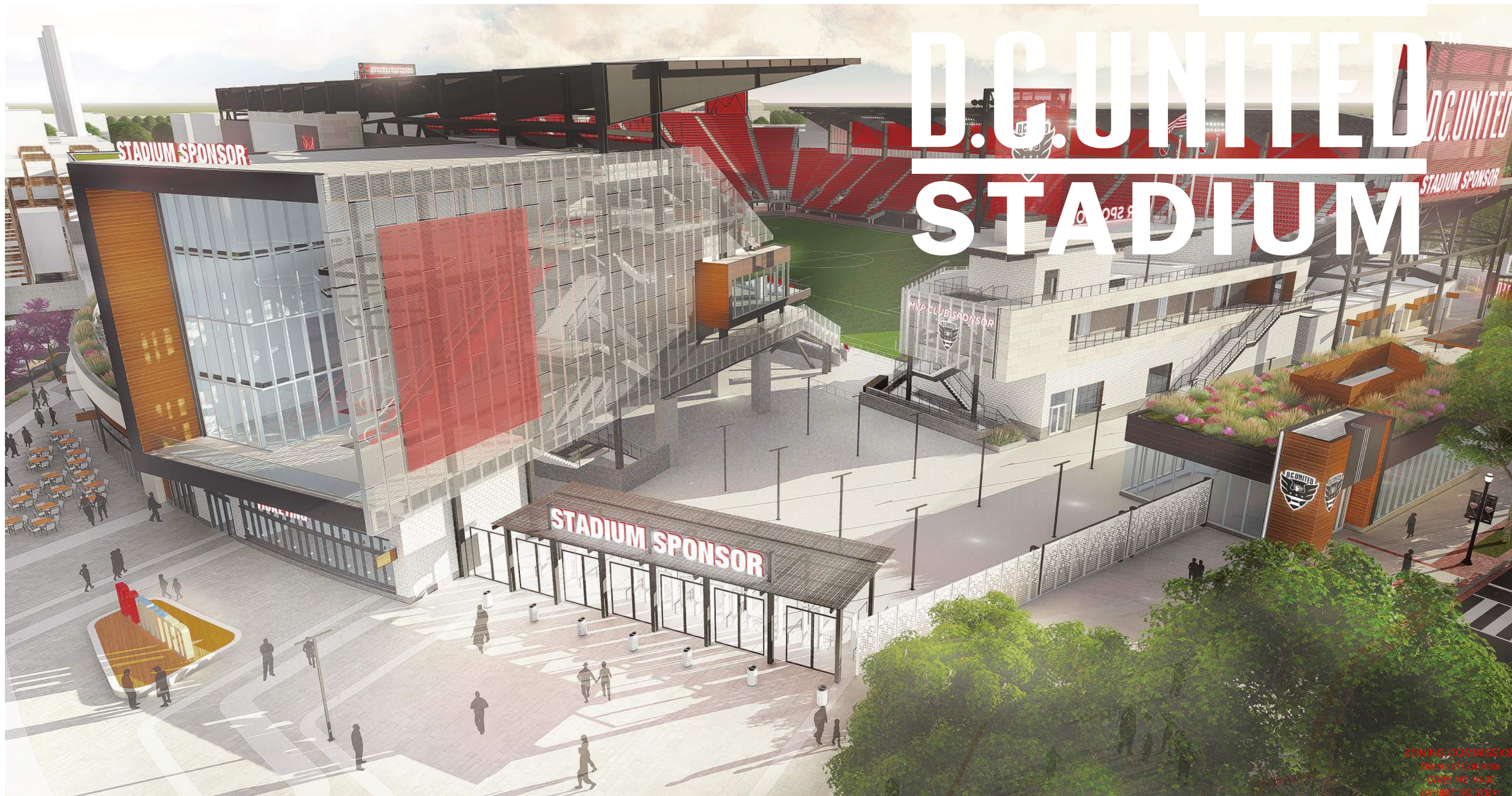


# D.C. UNITED<sup>TM</sup> STADIUM





SECTION

**04**

**STADIUM SIGNAGE:**  
GRAPHICS

SIGNAGE DIAGRAMS

- 4.01 GRAPHICS & SIGNAGE LOCATION RENDERING AND TYPE DESCRIPTION
- 4.02 GRAPHICS & SIGNAGE LOCATION RENDERING AND TYPE DESCRIPTION
- 4.03 GRAPHICS & SIGNAGE LOCATION RENDERING AND TYPE DESCRIPTION
- 4.04 GRAPHICS & SIGNAGE LOCATION RENDERING AND TYPE DESCRIPTION
- 4.05 GRAPHICS & SIGNAGE LOCATION RENDERING AND TYPE DESCRIPTION
- 4.06 GRAPHICS & SIGNAGE LOCATION RENDERING AND TYPE DESCRIPTION
- 4.07 GRAPHICS & SIGNAGE PRECEDENT STUDIES
- 4.08 GRAPHICS & SIGNAGE PRECEDENT STUDIES
- 4.09 GRAPHICS & SIGNAGE LOCATION RENDERING AND TYPE DESCRIPTION
- 4.10 GRAPHICS & SIGNAGE LOCATION RENDERING AND TYPE DESCRIPTION
- 4.11 GRAPHICS & SIGNAGE LOCATION RENDERING AND TYPE DESCRIPTION
- 4.12 GRAPHICS & SIGNAGE LOCATION RENDERING AND TYPE DESCRIPTION
- 4.13 GRAPHICS & SIGNAGE LOCATION PLAN AND TYPE DESCRIPTION
- 4.14 GRAPHICS & SIGNAGE LOCATION PLAN AND TYPE DESCRIPTION
- 4.15 GRAPHICS & SIGNAGE LOCATION PLAN AND TYPE DESCRIPTION
- 4.16 GRAPHICS & SIGNAGE INDEX AND TYPE DESCRIPTION





## NORTHEAST ENTRY GATE ELEVATED RENDERING

**P-01** STADIUM SPONSOR ID - NORTHEAST GATE  
*Internally illuminated metal channel letterforms.*

**P-02** STADIUM SPONSOR ID - TOP OF STAIR TOWER  
*Internally illuminated metal channel letterforms.*

**P-03** CLUB SPONSOR  
*Internally illuminated metal channel letterforms and logo.*

**X-01** BANNER GRAPHICS  
*Printed mesh fabric banner.*

**X-02** TEAM STORE DCU LOGOS  
*Internally illuminated and dimensional DCU logos.  
Painted metal and acrylic.*

**X-03** TEAM STORE BRANDING  
*Black metal cabinet with internally illuminated punch  
through channels.*

*\*Signage provided herein is  
indicative of location and  
scale. Final sponsor name  
and content TBD.*





**NORTH STADIUM SIGNAGE  
ELEVATED RENDERING**

**P-04** STADIUM ID - SPONSOR / DC UNITED  
Internally illuminated metal channel letterforms  
mounted to mesh.

**X-04** DC UNITED BANNER  
Printed mesh fabric banner.

**X-05** DC UNITED BANNER  
Printed mesh fabric banner.

*\*Signage provided herein is  
indicative of location and  
scale. Final sponsor name  
and content TBD.*





**NORTHWEST ENTRY GATE  
ELEVATED RENDERING**

**P-05** GATE SPONSOR PORTAL - NORTHWEST GATE  
Aluminum channel letterforms on painted metal panel portal.

**X-06** DC UNITED LARGESCALE LETTERS  
Internally illuminated metal channel letterforms.

*\*Signage provided herein is indicative of location and scale. Final sponsor name and content TBD.*





**SOUTHWEST ENTRY GATE  
RENDERING**

**X-07** BIKE VALET ID  
*Painted channel lettering and logo mounted to a framed wood panel.*

**X-08** BIKE VALET WINDOW GRAPHICS  
*Die-cut vinyl graphics applied to glass.*

**X-09** DC UNITED OFFICE ID  
*Internally illuminated metal channel letterforms.*

*\*Signage provided herein is indicative of location and scale. Final sponsor name and content TBD.*





## S STREET ENTRY GATE

**P-06** GATE SPONSOR PORTAL - S ST. ENTRY GATE  
 Aluminum channel letterforms on painted metal panel portal.

**P-07** RETAIL SIGNAGE  
 Material varies. See reference imagery on following page.

**X-10** DC UNITED BRANDING  
 Printed vinyl graphics.

**X-11** DC UNITED BRANDING  
 Printed vinyl graphics with metal channel letterforms.

*\*Signage provided herein is indicative of location and scale. Final sponsor name and content TBD.*





## NORTHEAST PREMIUM ENTRY & TICKETING

### **P-07** RETAIL SIGNAGE

Material varies. See reference imagery on following page.

### **P-08** GATE SPONSOR PORTAL - NORTHEAST GATE

Metal dimensional letterforms.

### **X-12** DC UNITED LARGESCALE LETTERS

Metal dimensional letterforms.

### **X-13** TICKETING ID

Internally illuminated metal channel letterforms.

### **X-14** PREMIUM ENTRY ID

Internally illuminated metal channel letterforms.

### **X-15** TICKETING SALES ID

Metal dimensional letterforms.

\*Signage provided herein is indicative of location and scale. Final sponsor name and content TBD.



**PRECEDENT IMAGERY FOR  
P-07 RETAIL SIGNAGE  
FLEXIBLE OPTIONS**



*CANOPY OPTIONS*



**PRECEDENT IMAGERY FOR  
P-07 RETAIL SIGNAGE  
FLEXIBLE OPTIONS**



RETAIL STOREFRONTS





## **NORTH INTERIOR LED VIDEO BOARD**

**P-09** STADIUM SPONSOR ID - NORTH INTERIOR BOWL  
*Internally illuminated metal channel letterforms mounted to painted metal cabinet.*

**P-10** BAR SPONSOR ID  
*Internally illuminated metal channel letterforms.*

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**SOUTH INTERIOR STADIUM  
SPONSOR SIGN**

**P-11** STADIUM SPONSOR ID - SOUTH INTERIOR BOWL  
*Internally illuminated metal channel letterforms  
mounted to painted metal cabinet.*

*\*Signage provided herein is  
indicative of location and  
scale. Final sponsor name  
and content TBD.*





## **SOUTH STADIUM SIGNAGE ELEVATED RENDERING**

**P-12** STADIUM SPONSOR ID - SOUTH  
*Internally illuminated metal channel letterforms mounted to painted metal cabinet.*

**X-16** DC UNITED BANNER  
*Printed mesh fabric banner.*

**X-17** DC UNITED BANNER  
*Printed mesh fabric banner.*

*\*Signage provided herein is indicative of location and scale. Final sponsor name and content TBD.*





**WEST STADIUM  
DC UNITED ID**

**X-18** STADIUM DC UNITED ID  
*Internally illuminated metal channel letterforms.*

*\*Signage provided herein is indicative of location and scale. Final sponsor name and content TBD.*