

D.C. UNITED STADIUM



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07

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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 GATE SPONSOR PORTAL - NORTHEAST GATE
Aluminum channel letterforms on painted metal panel portal.

X-01 BANNER GRAPHICS
Printed mesh fabric banner

P-04 CLUB SPONSOR
Internally illuminated metal channel letterforms and logo

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-05 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

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**NORTHWEST ENTRY GATE
ELEVATED RENDERING**

P-06 GATE SPONSOR PORTAL - NORTHWEST GATE
Aluminum channel letterforms on painted metal panel portal.

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

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**SOUTHWEST ENTRY GATE
RENDERING**

P-07 GATE SPONSOR PORTAL - SOUTHWEST GATE
Aluminum channel letterforms on painted metal panel portal.

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

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SOUTHEAST STAFF ENTRY

X-10 TEAM OFFICE BRANDING
*Internally illuminated and dimensional DCU logos.
Painted metal and acrylic.*

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**NORTHEAST PREMIUM
ENTRY & TICKETING**

X-11 TICKETING ID
Internally illuminated metal channel letterforms

X-12 PREMIUM ENTRY ID
Internally illuminated metal channel letterforms

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NORTH INTERIOR LED VIDEO BOARD

P-08 STADIUM SPONSOR ID - NORTH INTERIOR BOWL
Internally illuminated metal channel letterforms mounted to painted metal cabinet

P-09 BAR SPONSOR ID
Internally illuminated metal channel letterforms

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**SOUTH INTERIOR STADIUM
SPONSOR SIGN**

P-10 STADIUM SPONSOR ID - SOUTH INTERIOR BOWL
*Internally illuminated metal channel letterforms
mounted to painted metal cabinet*

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and content TBD.*



**SOUTH STADIUM SIGNAGE
ELEVATED RENDERING**

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

X-13 DC UNITED BANNER
Printed mesh fabric banner

X-14 DC UNITED BANNER
Printed mesh fabric banner

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**WEST STADIUM
DC UNITED ID**

X-15 STADIUM DC UNITED ID
Internally illuminated metal channel letterforms

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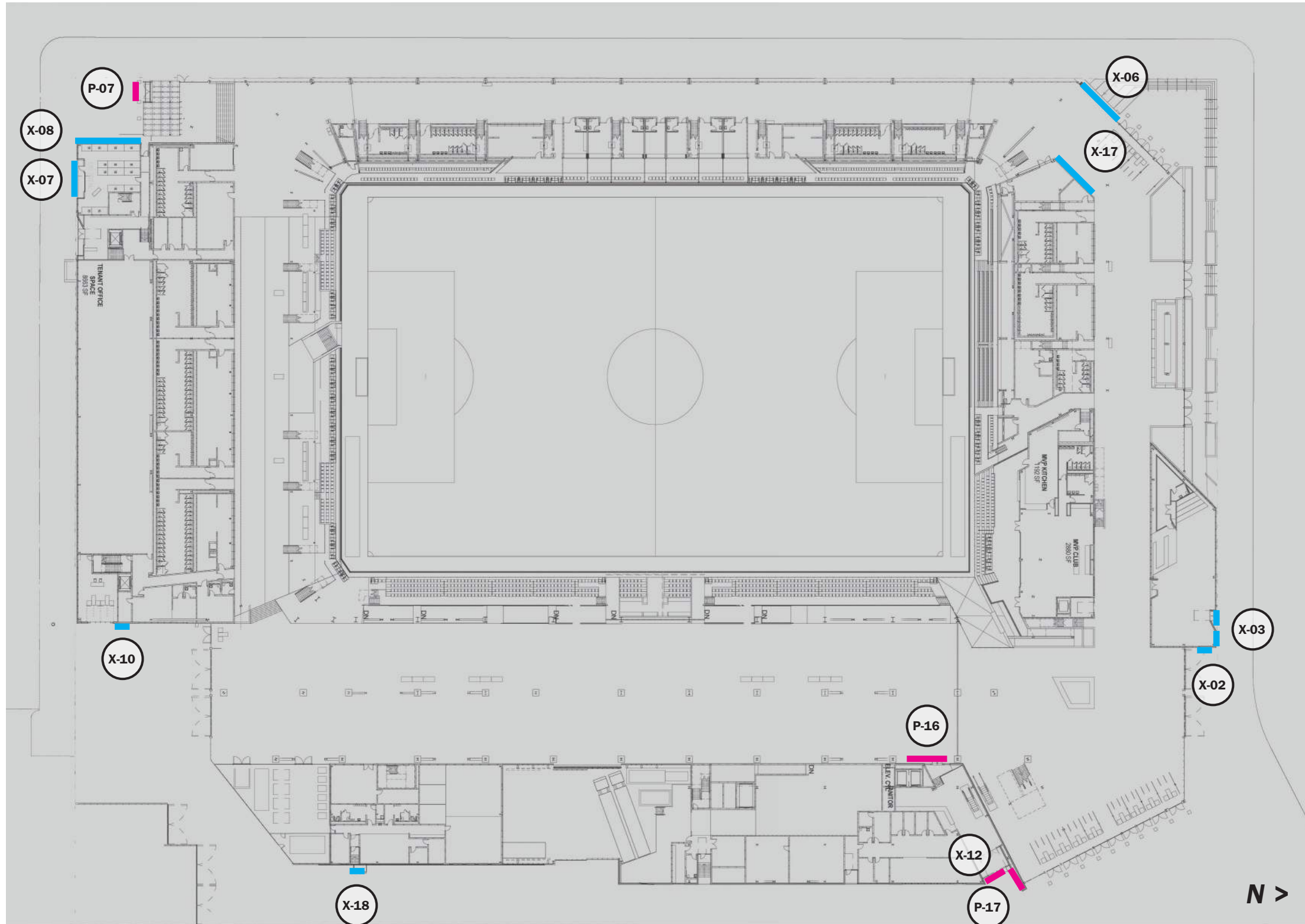
100 CONCOURSE LEVEL PLAN

SIGN TYPE P - SPONSORSHIP SIGNAGE

- P-07** GATE SPONSOR PORTAL - SOUTHWEST GATE
- P-16** CLUB SPONSOR ENTRY ID
- P-17** CLUB SPONSOR ENTRY ID

SIGN TYPE X - EXTERIOR BRAND GRAPHICS

- X-02** TEAM STORE DCU LOGOS
- X-03** TEAM STORE BRANDING
- X-06** DC UNITED LARGESCALE LETTERS
- X-07** BIKE VALET ID
- X-08** BIKE VALET WINDOW GRAPHICS
- X-10** TEAM OFFICE BRANDING
- X-12** PREMIUM ENTRY ID
- X-17** DC UNITED LOGO
- X-18** DC UNITED LOGO



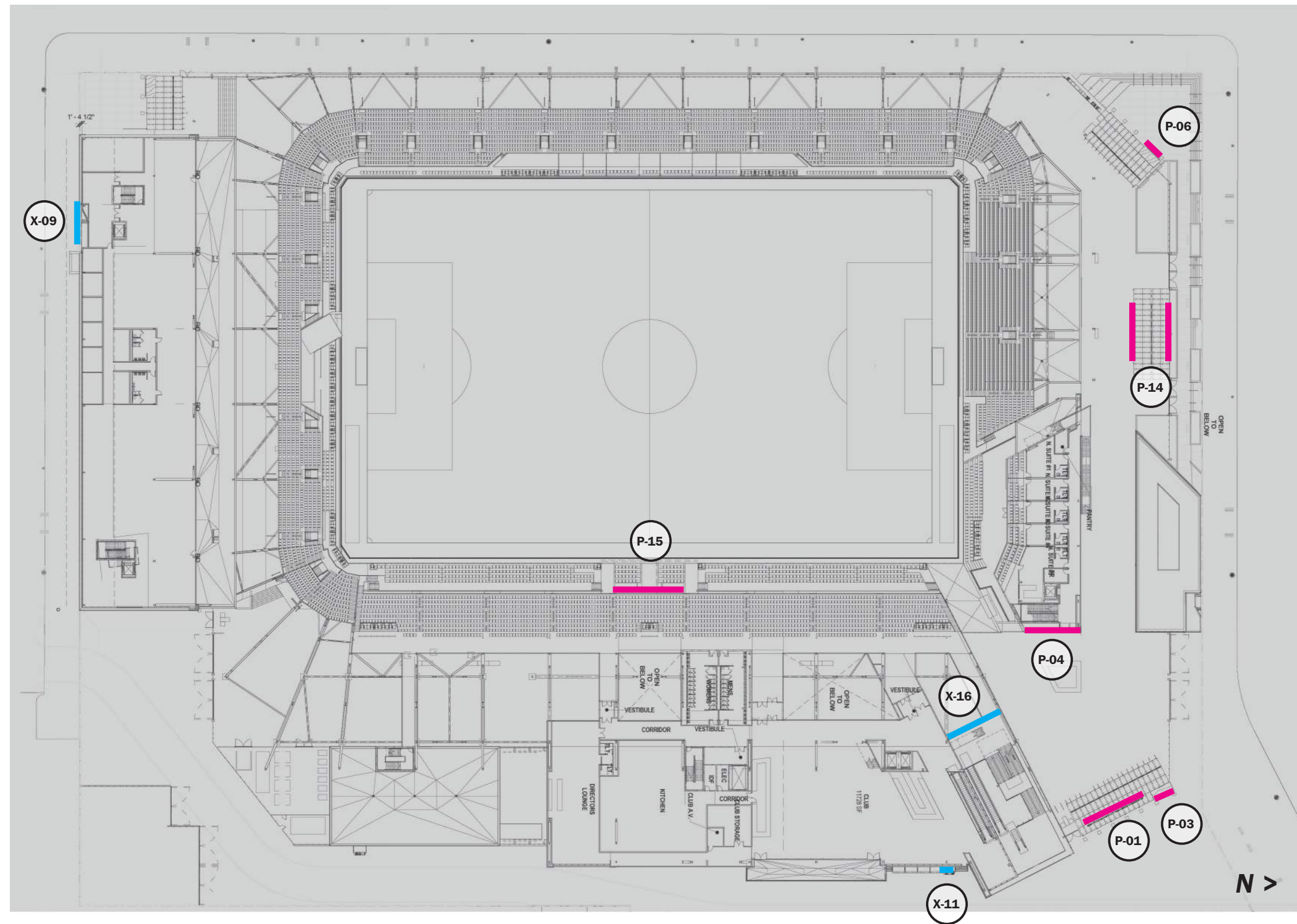
200 CLUB LEVEL PLAN

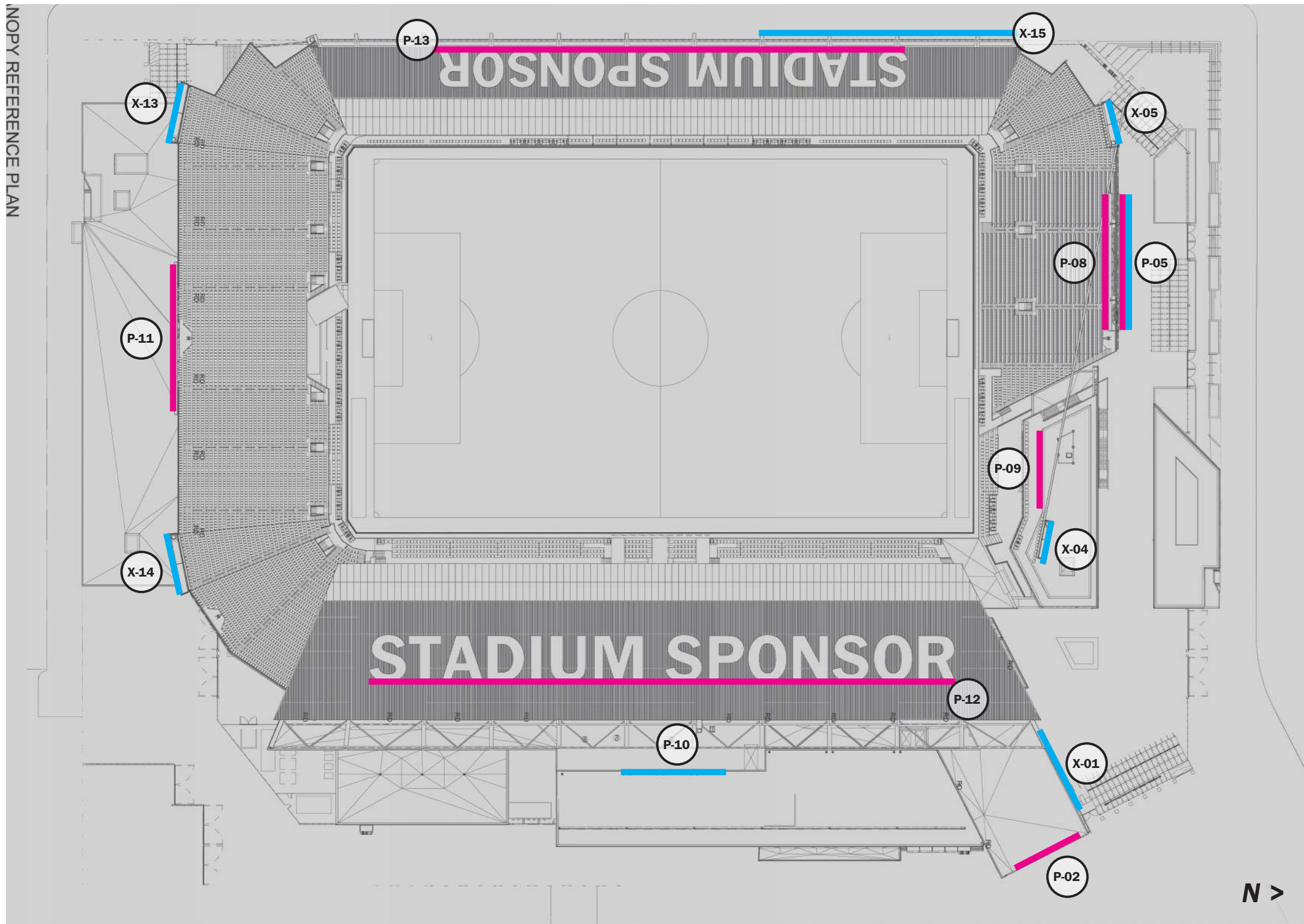
SIGN TYPE P - SPONSORSHIP SIGNAGE

- P-01** STADIUM SPONSOR ID - NORTHEAST GATE
- P-03** GATE SPONSOR PORTAL - NORTHEAST GATE
- P-04** CLUB SPONSOR
- P-06** GATE SPONSOR PORTAL - NORTHWEST GATE
- P-14** BAR SPONSOR ID
- P-15** STADIUM SPONSOR ID - PLAYER SEATS

SIGN TYPE X - EXTERIOR BRAND GRAPHICS

- X-02** TEAM STORE DCU LOGOS
- X-03** TEAM STORE BRANDING
- X-06** DC UNITED LARGESCALE LETTERS
- X-09** DC UNITED OFFICE ID
- X-11** TICKETING ID
- X-16** DC UNITED LOGO





500 ROOF LEVEL PLAN

SIGN TYPE P - SPONSORSHIP SIGNAGE

- P-02** STADIUM SPONSOR ID - TOP OF STAIR TOWER
- P-05** STADIUM ID - SPONSOR / DC UNITED
- P-08** STADIUM SPONSOR ID - NORTH INTERIOR BOWL
- P-09** BAR SPONSOR ID
- P-10** STADIUM SPONSOR ID - SOUTH INTERIOR BOWL
- P-11** STADIUM SPONSOR ID - SOUTH
- P-12** STADIUM SPONSOR ID - EAST ROOF CANOPY
- P-13** STADIUM SPONSOR ID - WEST ROOF CANOPY

SIGN TYPE X - EXTERIOR BRAND GRAPHICS

- X-01** BANNER GRAPHICS
- X-04** DC UNITED BANNER
- X-05** DC UNITED BANNER
- X-13** DC UNITED BANNER
- X-14** DC UNITED BANNER
- X-15** STADIUM DC UNITED ID

SPONSORSHIP & EXTERIOR BRAND SIGNAGE INDEX

SIGN TYPE P - SPONSORSHIP SIGNAGE

- 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** GATE SPONSOR PORTAL - NORTHEAST GATE
Aluminum channel letterforms on painted metal panel portal.
- P-04** CLUB SPONSOR
Internally illuminated metal channel letterforms and logo
- P-05** STADIUM ID - SPONSOR / DC UNITED
Internally illuminated metal channel letterforms mounted to mesh
- P-06** GATE SPONSOR PORTAL - NORTHWEST GATE
Aluminum channel letterforms on painted metal panel portal.
- P-07** GATE SPONSOR PORTAL - SOUTHWEST GATE
Aluminum channel letterforms on painted metal panel portal.
- P-08** STADIUM SPONSOR ID - NORTH INTERIOR BOWL
Internally illuminated metal channel letterforms mounted to painted metal cabinet
- P-09** BAR SPONSOR ID
Internally illuminated metal channel letterforms
- P-10** STADIUM SPONSOR ID - SOUTH INTERIOR BOWL
Internally illuminated metal channel letterforms mounted to painted metal cabinet
- P-11** STADIUM SPONSOR ID - SOUTH
Internally illuminated metal channel letterforms mounted to painted metal cabinet
- P-12** STADIUM SPONSOR ID - EAST ROOF CANOPY
Internally illuminated channel letterforms
- P-13** STADIUM SPONSOR ID - WEST ROOF CANOPY
Internally illuminated channel letterforms
- P-14** BAR SPONSOR ID
Internally illuminated metal channel letterforms
- P-15** STADIUM SPONSOR ID - PLAYER SEATS
Internally illuminated metal channel letterforms mounted to painted metal cabinet
- P-16** CLUB SPONSOR ENTRY ID
Metal channel letterforms
- P-17** CLUB SPONSOR ENTRY ID
Metal channel letterforms

SIGN TYPE X - EXTERIOR BRAND GRAPHICS

- 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
- X-04** DC UNITED BANNER
Printed mesh fabric banner
- X-05** DC UNITED BANNER
Printed mesh fabric banner
- X-06** DC UNITED LARGESCALE LETTERS
Internally illuminated metal channel letterforms
- 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
- X-10** TEAM OFFICE BRANDING
Internally illuminated and dimensional DCU logos. Painted metal and acrylic.
- X-11** TICKETING ID
Internally illuminated metal channel letterforms
- X-12** PREMIUM ENTRY ID
Internally illuminated metal channel letterforms
- X-13** DC UNITED BANNER
Printed mesh fabric banner
- X-14** DC UNITED BANNER
Printed mesh fabric banner
- X-15** STADIUM DC UNITED ID
Internally illuminated metal channel letterforms
- X-16** DC UNITED LOGO
Internally illuminated and dimensional DCU logo. Painted metal and acrylic.
- X-17** DC UNITED LOGO
Internally illuminated and dimensional DCU logo. Painted metal and acrylic.
- X-18** DC UNITED LOGO
Internally illuminated and dimensional DCU logo. Painted metal and acrylic.