



GUMMING'S
SIGNS SM

Sign Proposal



MITSUBISHI
MOTORS



RECEIVED

DEC - 3 2009

CITY OF COCONUT CREEK
DEPT. OF SUSTAINABLE DEVELOPMENT

APPROVED

DATE: 12/7/09 BY: [Signature]
ADMINISTRATIVE APPROVAL

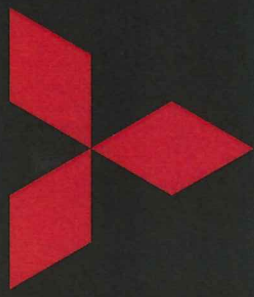
Dealer #: 10261
Dealer Name: Coconut Creek Mitsubishi
Address: 4950 North State Road 7
City/State: Pompano Beach, FL

Orig. 12-03-08 Int. AAA
Rev. 04-17-09 Int. AAA
Rev. 05-15-09 Int. AAA
Rev. 08-19-09 Int. AAA
Rev. 08-21-09 Int. AAA



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Proposed Recommendations



MITSUBISHI
MOTORS



BEFORE

Existing

Remove Existing Signage; existing structure to remain



AFTER

Proposed

Double Faced Monument Sign

Dealer #:

10261

Dealer Name:

Coconut Creek Mitsubishi

Address:

4950 North State Road 7

City/State:

Pompano Beach, FL

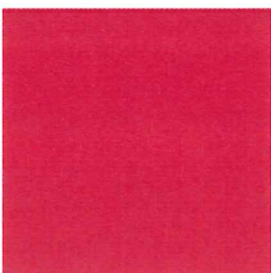
NOTE: THESE ARE PRELIMINARY AND APPROXIMATE TO BE VERIFIED WITH A FIELD SURVEY PRIOR TO FABRICATION. THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT PLANNED FOR YOU BY GUMMING'S SIGNS. IT IS NOT TO BE SHOWN OUTSIDE YOUR ORGANIZATION NOR USED, REPRODUCED, COPIED, OR EXHIBITED IN ANY FASHION UNLESS AUTHORIZED IN WRITING BY AN OFFICER OF GUMMING'S SIGNS.

Basic elements

Corporate Colors

The three colors of Mitsubishi Motors Red, Mitsubishi Motors Black and Mitsubishi Motors Silver are important elements in structuring the Mitsubishi Motors Visual Identity System, as well as in displaying the Mitsubishi Motors brand. These three colors must be used in all cases where Mitsubishi Motors Corporate Marks are displayed, and all applications must follow the specified color code. No other colors besides these three colors should be used with or positioned near the Corporate Mark.

Mitsubishi Motors Red



Special ink color
PANTONE - 485C

4-color process
Magenta 100%
Yellow 100%

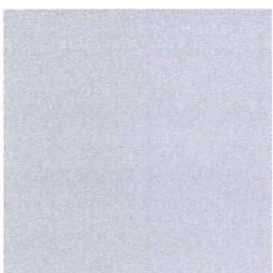
Mitsubishi Motors Black



Special ink color
PANTONE - Process Black

4-color process
Black 100%

Mitsubishi Motors Silver

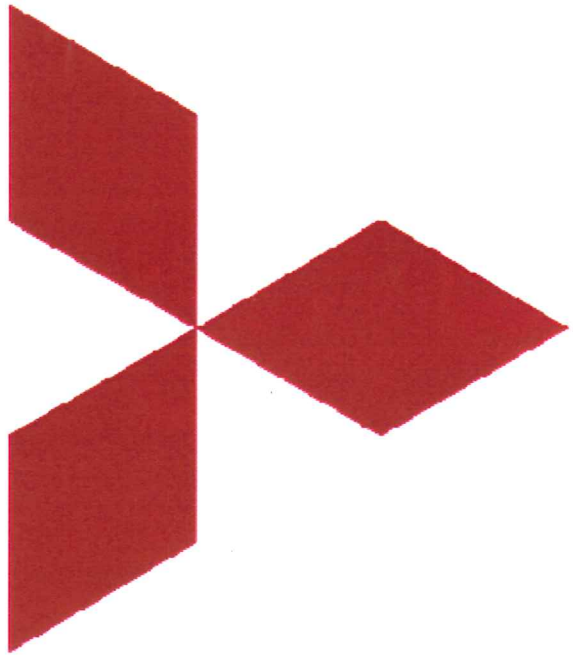


Special ink color
PANTONE - 877C
Mitsubishi Motors Gray is used only when Mitsubishi Motors Silver cannot be used due to printing limitations.
Mitsubishi Motors Gray
PANTONE - Cool Gray 5C

4-color process
Black 30%



Vertical Corporate Mark



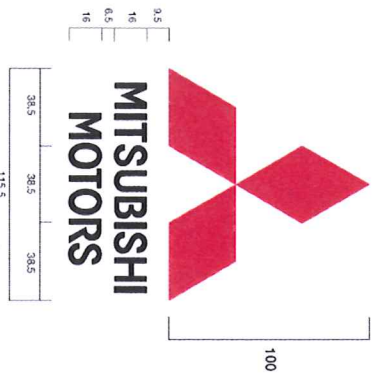
Horizontal Corporate Mark



Principles of Corporate Marks - 1

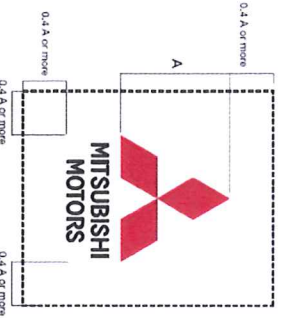
The Corporate Marks are the most important factors of the Mitsubishi Motors design system, and are used in many of the Mitsubishi Motors visual images. Mitsubishi Motors uses the two legitimate variations of vertical and horizontal Corporate Marks illustrated below. Use these Corporate Marks based on the specified rules.

Vertical Corporate Mark



All above figures are calculated assuming the height of the three-diamond Corporate Mark to be 100.

Isolation space for Corporate Marks



As it is strictly required that Corporate Marks always be clearly visible and legible, the Corporate Mark must be bordered on all sides by isolation space. Do not place any design elements, sentences, etc., within isolation space of Corporate Marks.

Minimum •ize



It is important when reproducing the Corporate Mark that "Mitsubishi Motors" is clearly visible. If it is reproduced too small and without care there is a danger that it will become illegible. If this happens, the Corporate Mark will not communicate properly and will give the impression of poor quality.

Principles of Corporate Marks - 2

The Corporate Marks are the most important factors of the Mitsubishi Motors design system, and are used in many of the Mitsubishi Motors visual images. Mitsubishi Motors uses the two legitimate variations of vertical and horizontal Corporate Marks illustrated below. Use these Corporate Marks based on the specified rules.

Horizontal Corporate Mark



All above figures are calculated assuming the height of the three-diamond Corporate Mark to be 100.

Isolation space for Corporate Marks



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COCONUT CREEK
MITSUBISHI

EXISTING