

January 17, 2020

Philadelphia Art Commission
1515 Arch Street 13th Floor
Philadelphia PA 19102

Re: The Bank of Princeton – 224 W. Rittenhouse Square

To whom it may concern:

This submittal is on behalf of The Bank of Princeton, for signage at their new remote ATM branch set to open at the rear entrance to the Dorchester at 224 W. Rittenhouse.

We are proposing interior signage at this location to optimize The Bank of Princeton branding for their remote ATMs while still holding the exterior aesthetic of the Dorchester and Rittenhouse area.

The proposed signage includes a 5" deep, interior- transom sign box, measuring 16.5 square feet. With a painted black, satin-finish, aluminum face with illuminated-push-through white letters and the logo will feature The Bank of Princeton frame of their signature orange vinyl. The top of the windows will bordered with an orange illuminated-sign band. The windows facing Rittenhouse Square will have applied white vinyl lettering reading "The Bank of Princeton" and "ATM". This is similar to the hanging interior box signs at the 7-11 located in the same building. The use of color will allow for customers to recognize The Bank of Princeton presence without the use of exterior signage on the Dorchester building.

If you have any questions regarding this submittal, please do not hesitate to contact:

Rachel Mackin

Invision Sign

284-286 Chester Avenue

Rmackin@InvisionSign.com

360 Crider Avenue

Moorestown NJ 08057

The committee's decision may also be sent to this contact.

Thank you for your consideration.

Best,

Rachel Mackin
Project Manager

284-286 Chester Avenue
Moorestown, NJ 08057
856-360-7463x104

THIS SIGN PROPOSAL HAS BEEN CREATED EXCLUSIVELY FOR



The Bank of Princeton

Bank Wisely.

January 23, 2020

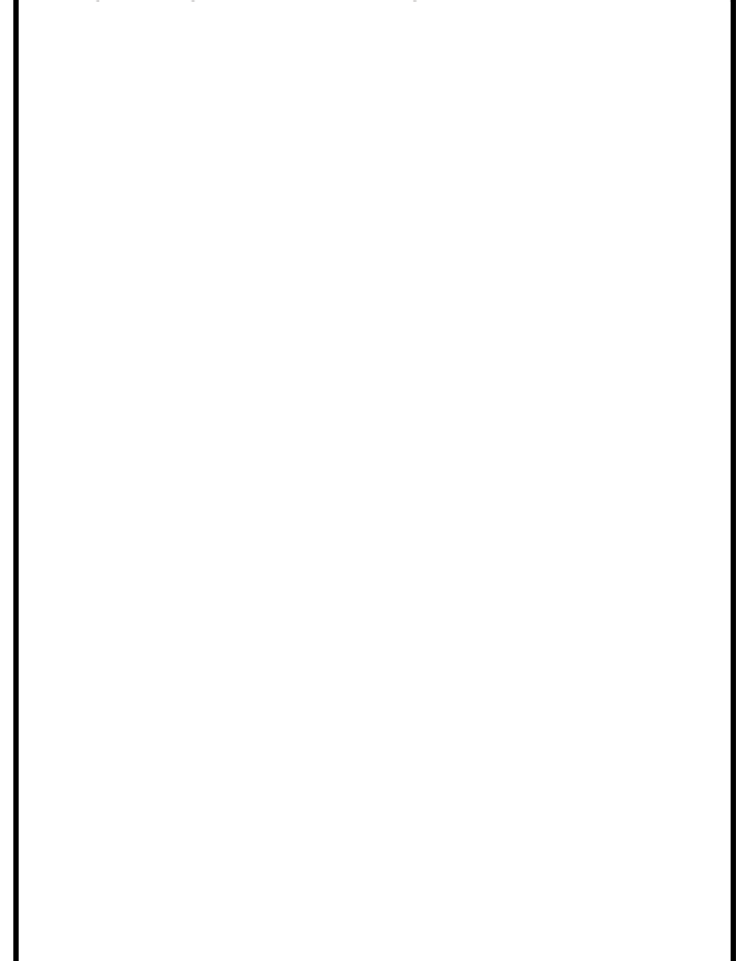
224-30 W Rittenhouse Sq
Suite 102
Philadelphia, PA 19103

Dorchester

Invision
Sign

SITE / FLOOR PLAN

SIGN SCHEDULE			
No	Qty	Sign Code	Description
1	1	ISB-X	Illum Sign Band
2	1	ISB-X	Illum Sign Band
3	1	VL-11	Vinyl Logo
4	1	VL-11	Vinyl Logo



REVISIONS	
1.chng #3 to just logo no hours	10/31/19 mlh
2.chn 1 to 3 boxes black Mid, larger VL. remove DB chng font ATM	11/6/19 mlh
3.add survey measurements	12/17/19 mlh
4.add survey measurements	1/23/20 rb

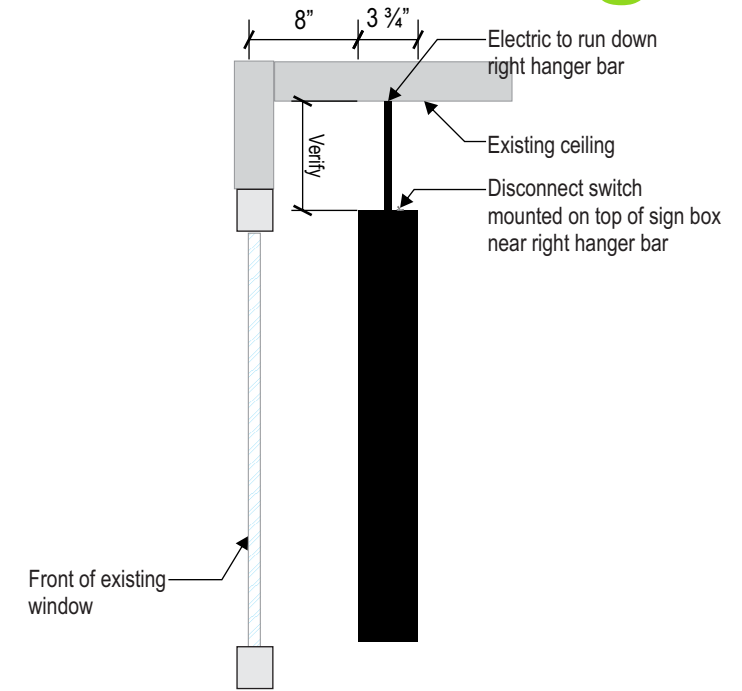
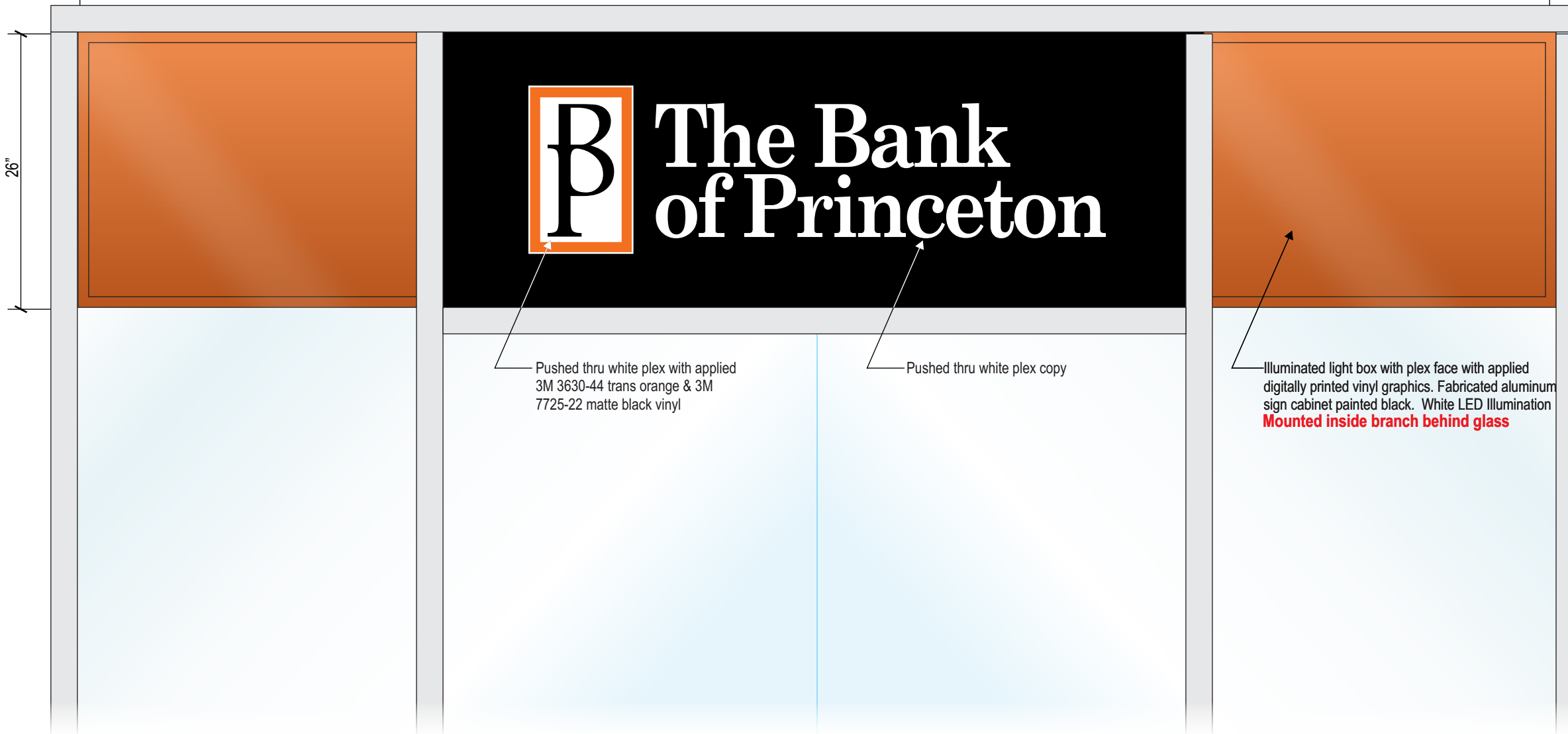


Existing Elevation



Proposed Elevation - NTS

139 1/2"



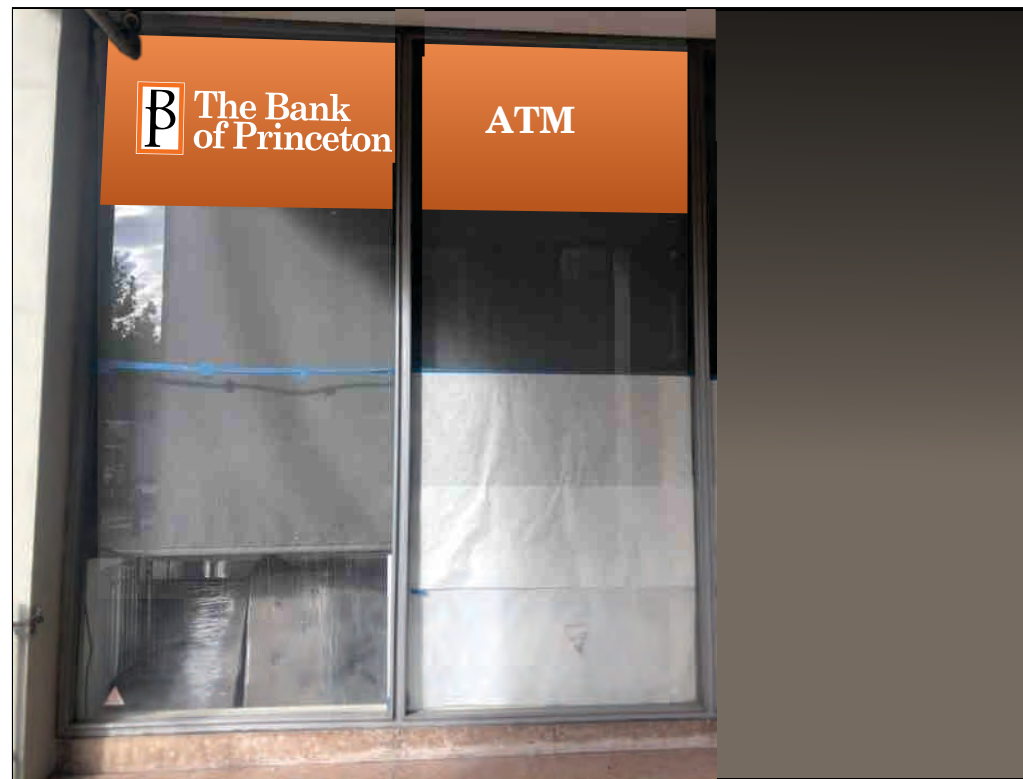
1

Illuminated Sign Band - ISB-X

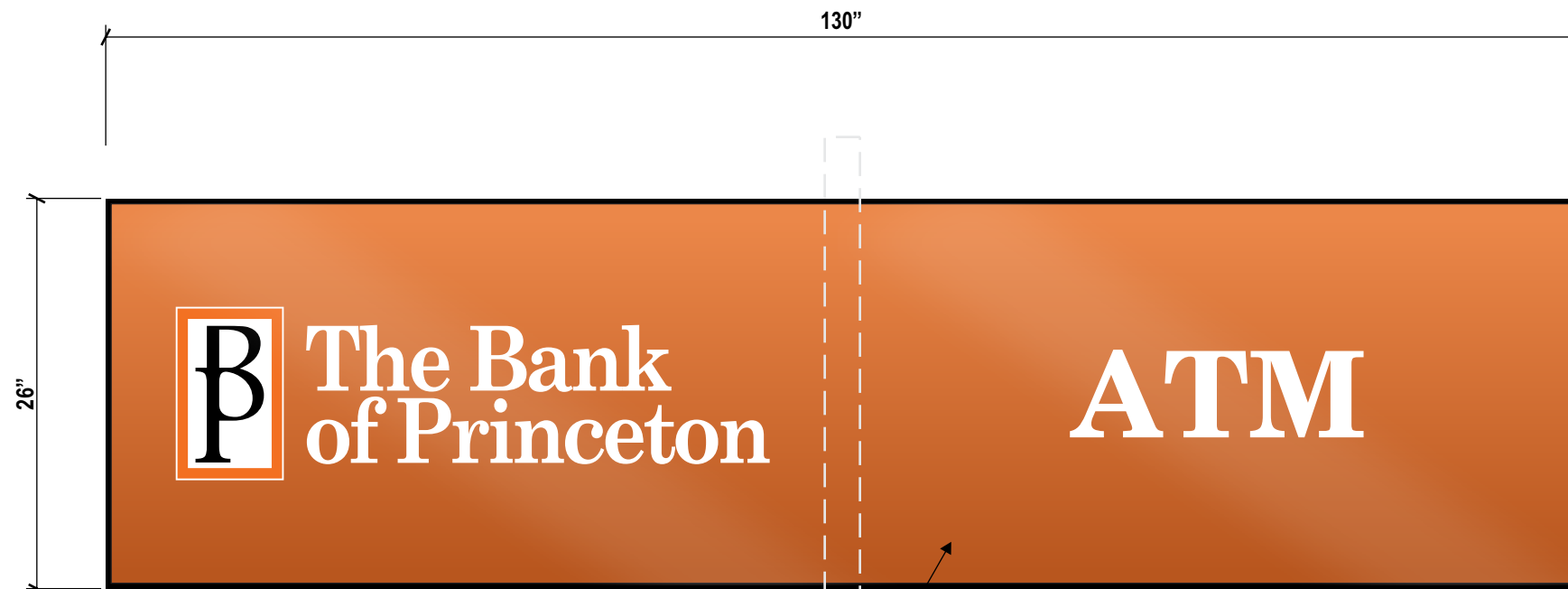
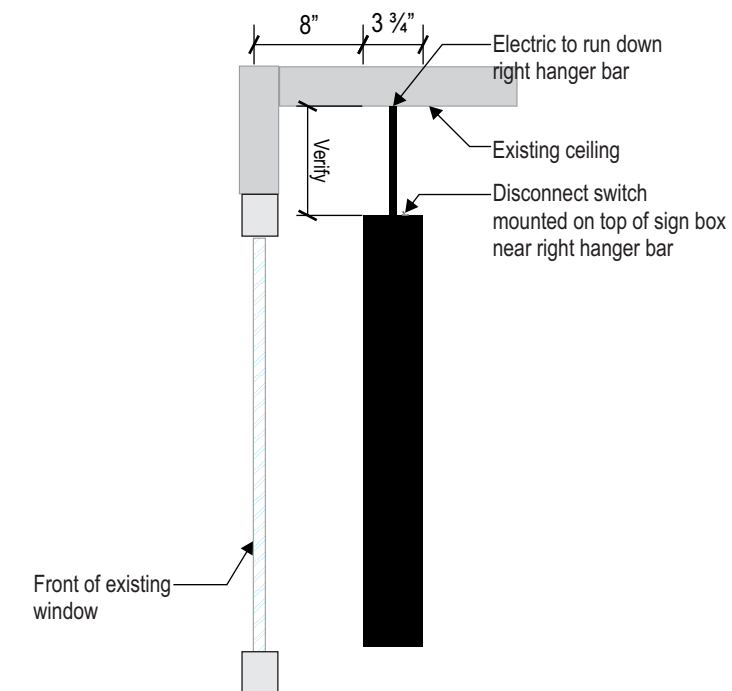
scale: 1/2" = 1'-0"



Existing Elevation



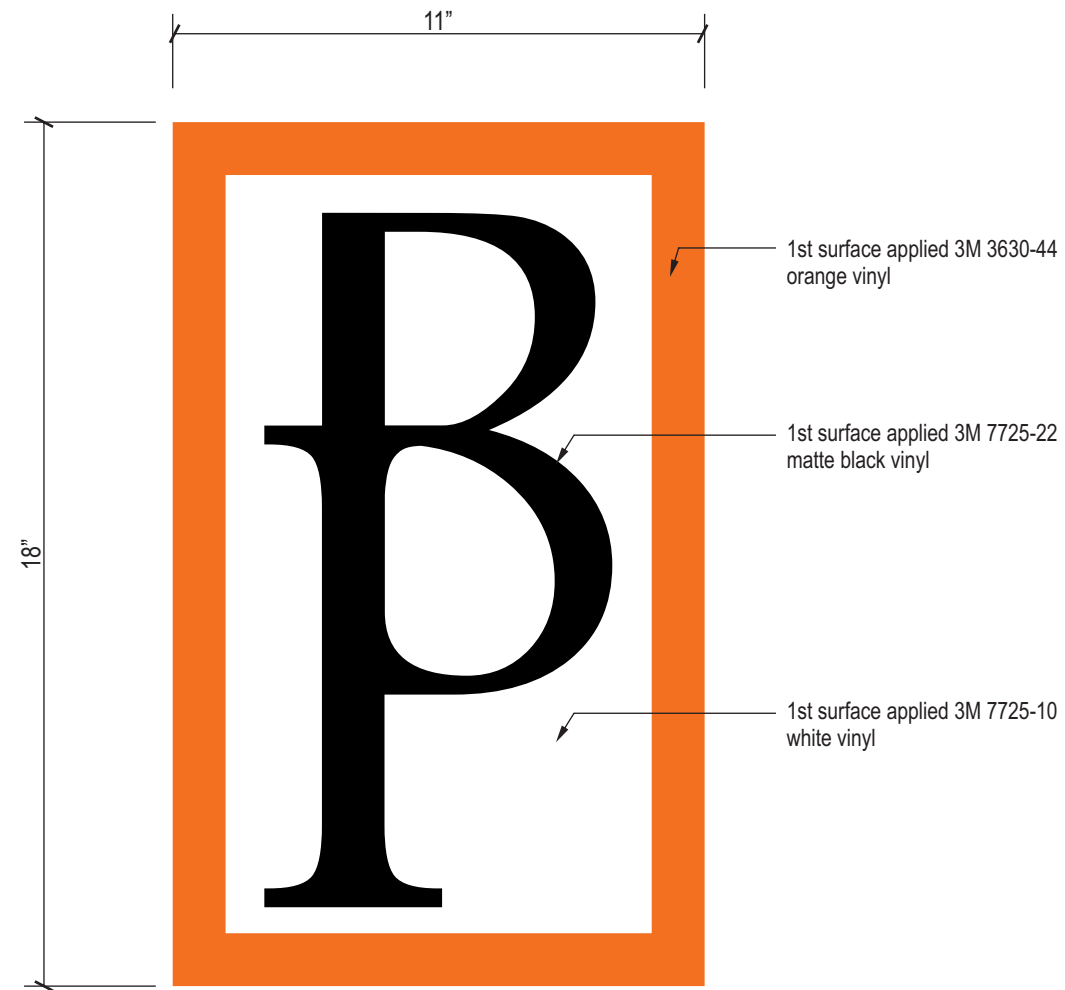
Proposed Elevation - NTS



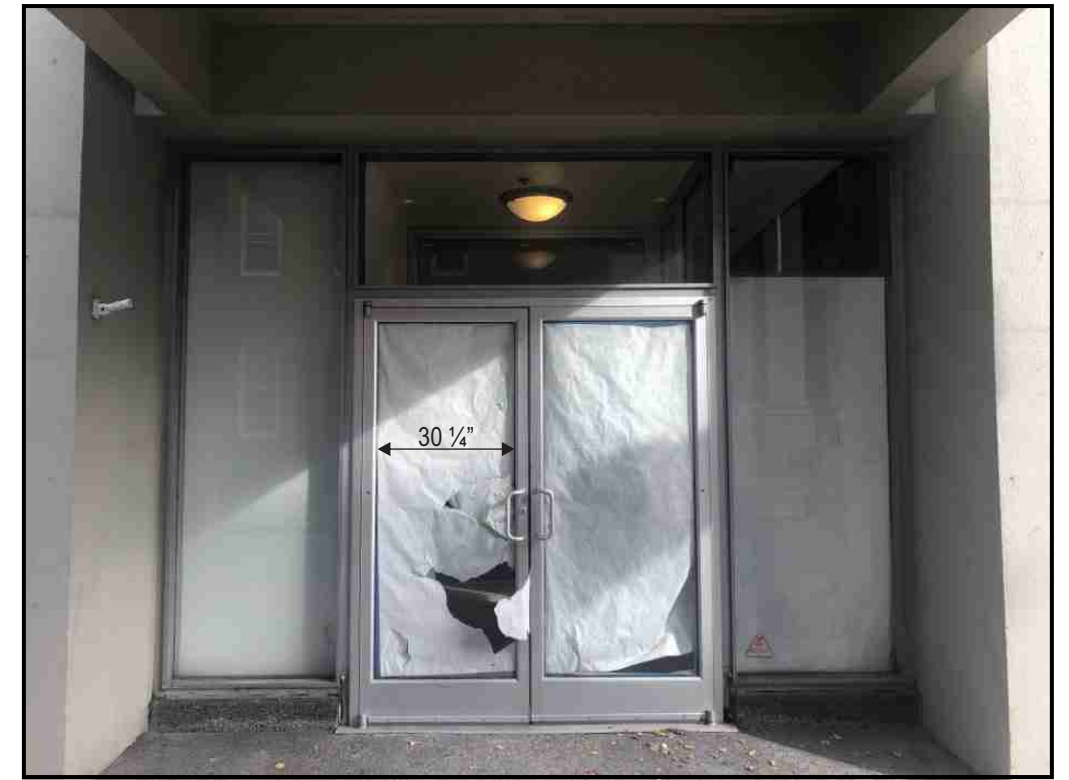
2 Illuminated Sign Band - ISB-X
scale: 1/2" = 1'-0"

Illuminated light box with plex face with applied digitally printed vinyl graphics. Fabricated aluminum sign cabinet painted black. White LED illumination
Mounted inside branch behind glass

***Verify all dimension prior to fabrication**



3 4 **Vinyl Logo - VL-18**
scale: 3" = 1'-0"



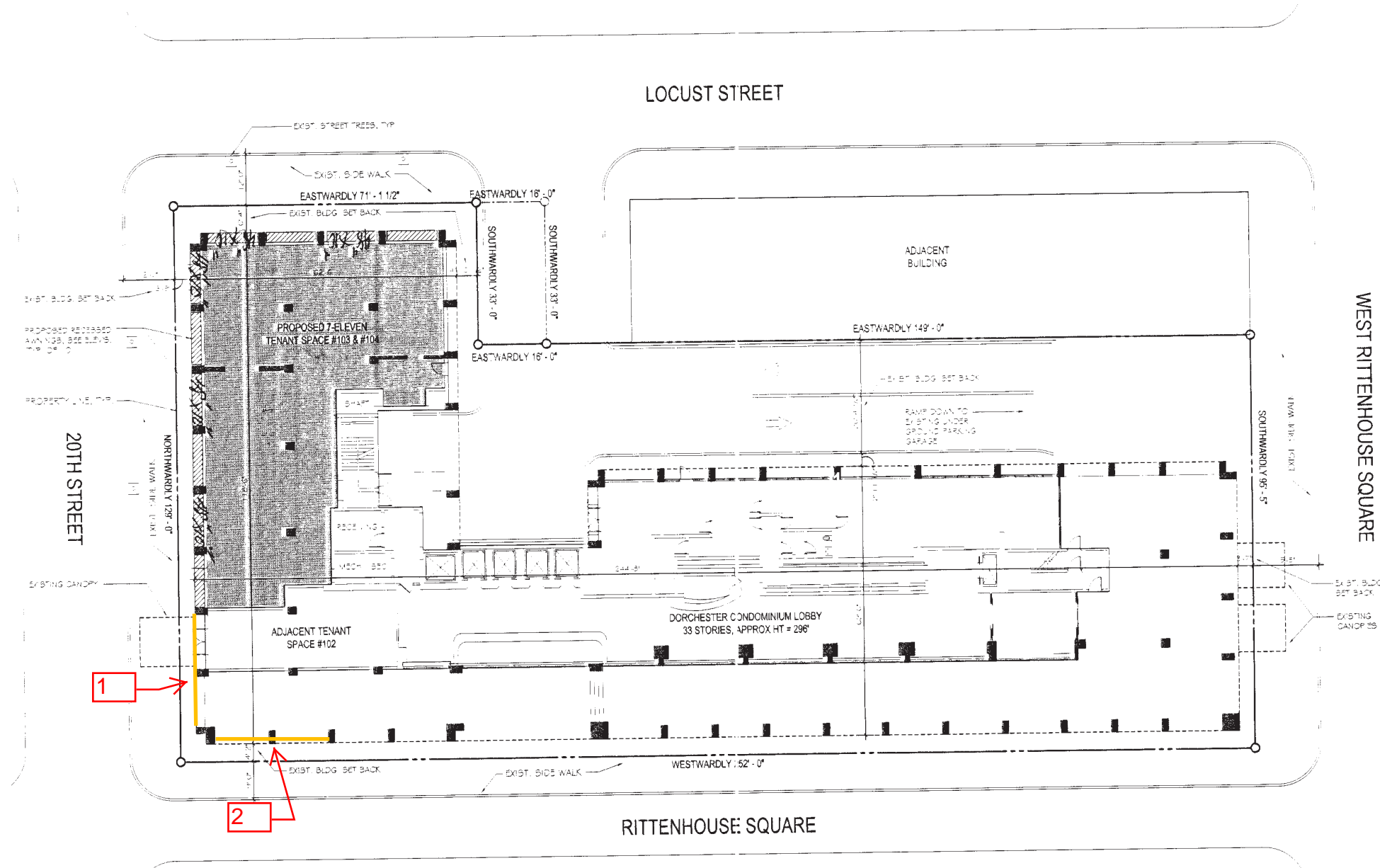
Existing Elevation



Proposed Elevation - NTS

SITE / FLOOR PLAN

284-86 CHESTER AVE MOORESTOWN, NJ 08057



Scale: 1/32' = 1'-0"



COOK

ONE WAY

NO LEFT TURN

MAXX'S PRODUCE

COOK

THE DORCHESTER





RITTENHOUSE SQ
ONE WAY

THE DORCHESTER





THE D