



AstraZeneca Kendall Square Exterior Signage

2024.04.24

EXD

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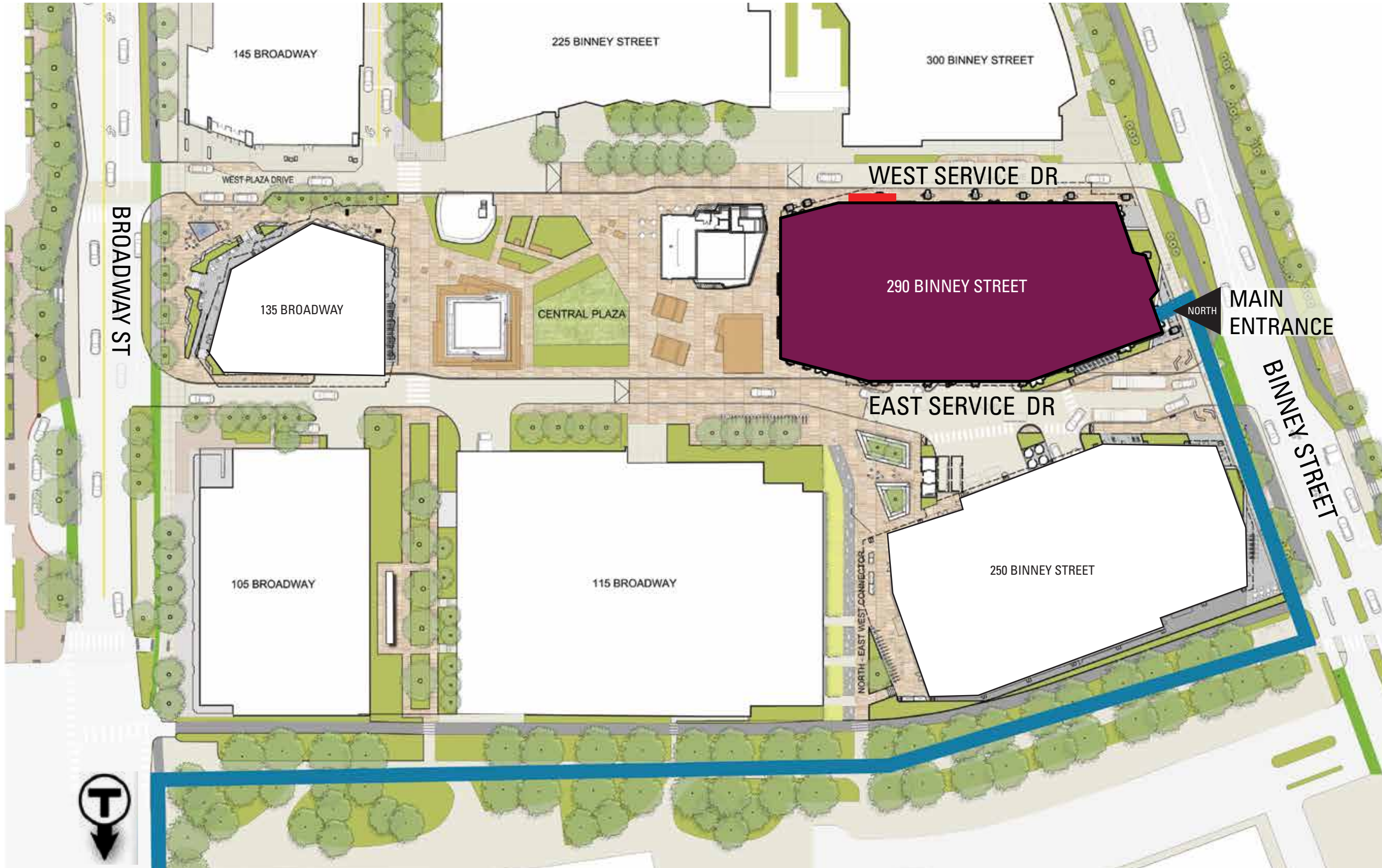
EXD



Section 01

Site Plan

EXTERIOR SIGNAGE - Site Plan



BRANDED
SIGN LOCATION

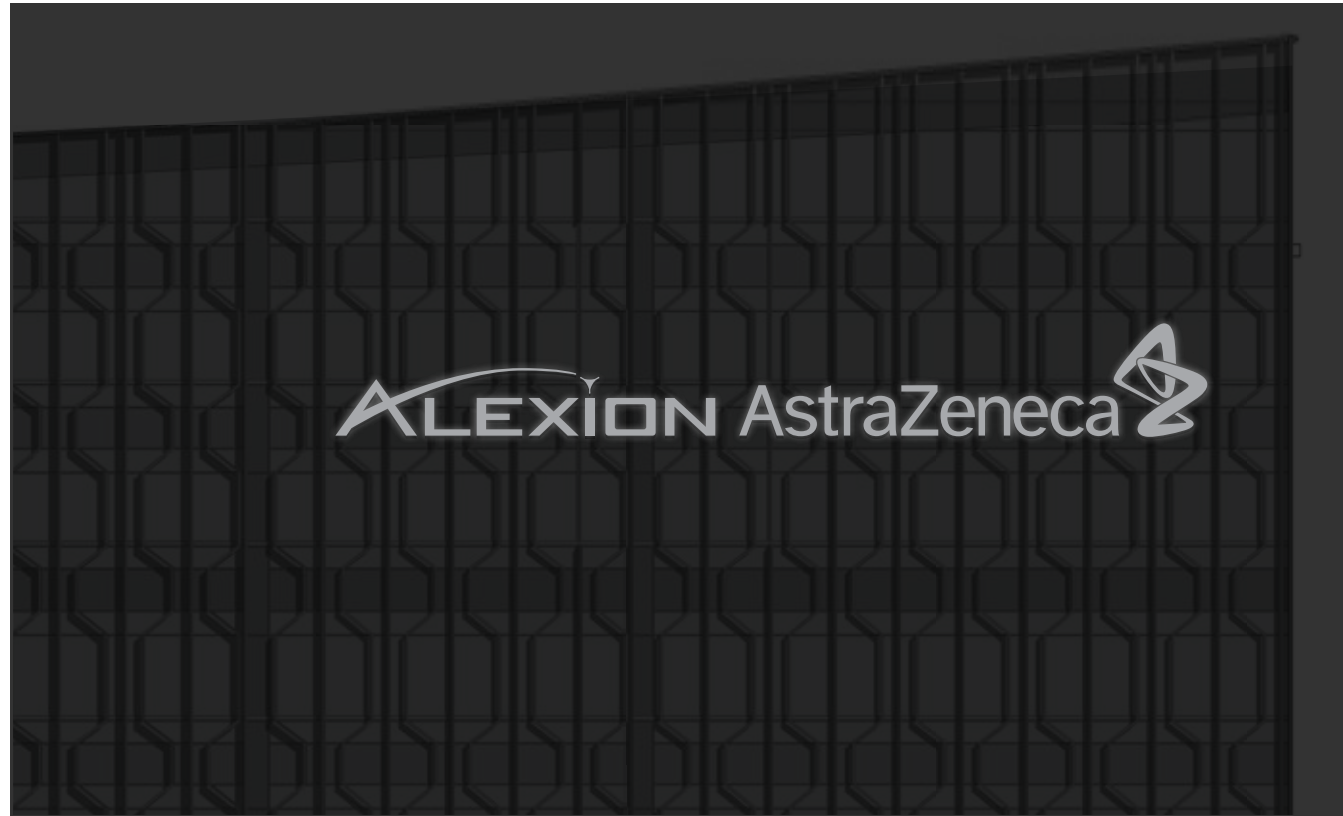
1 SITE PLAN
SCALE: NYS



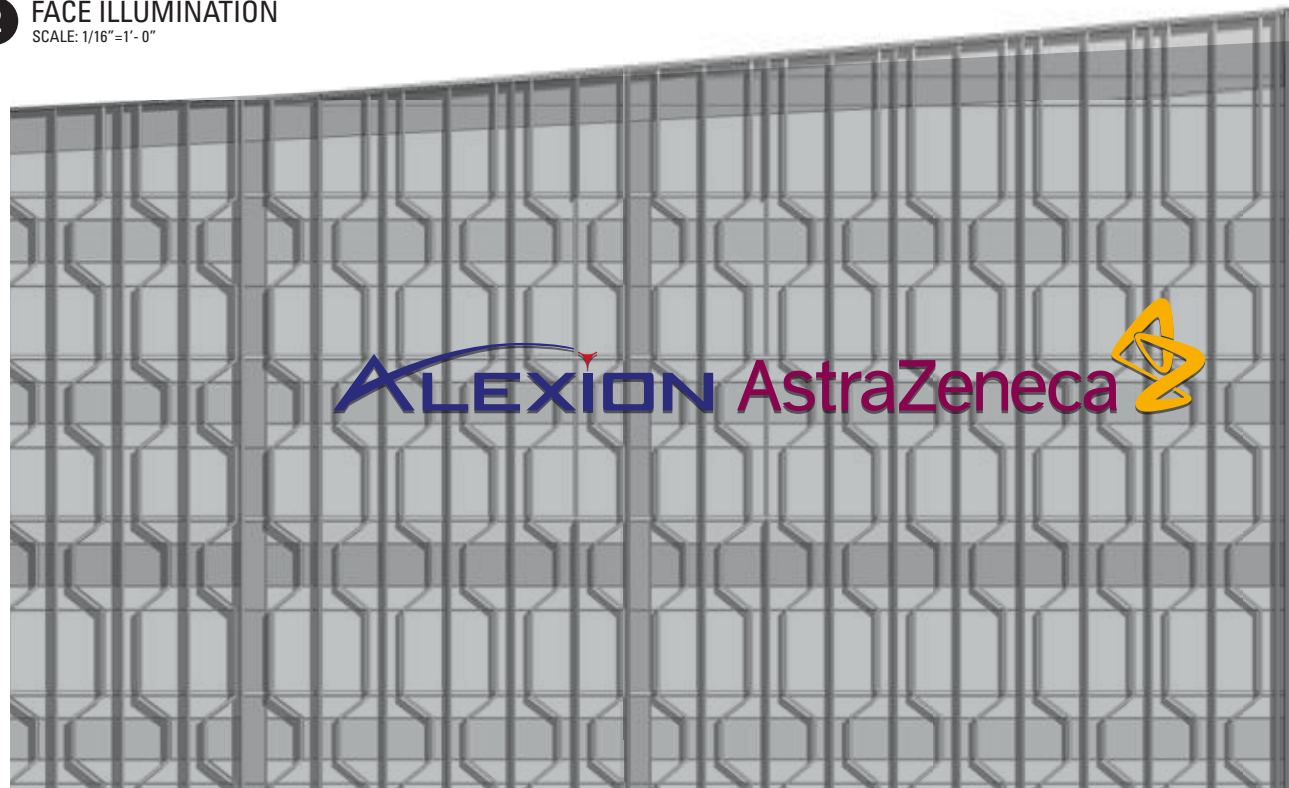
Section 02

Exterior Signage Logo Options

EXTERIOR SIGNAGE - West Side Full Color Logos - Linear



2 FACE ILLUMINATION
SCALE: 1/16"=1'-0"



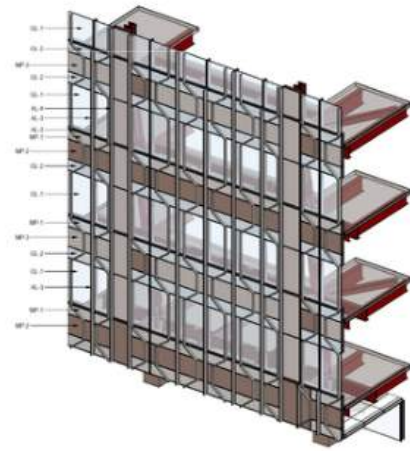
1 WEST ELEVATION DETAIL
SCALE: 1/16"=1'-0"

FULL COLOR LOGOS

FACES GLOW WHITE AT NIGHT

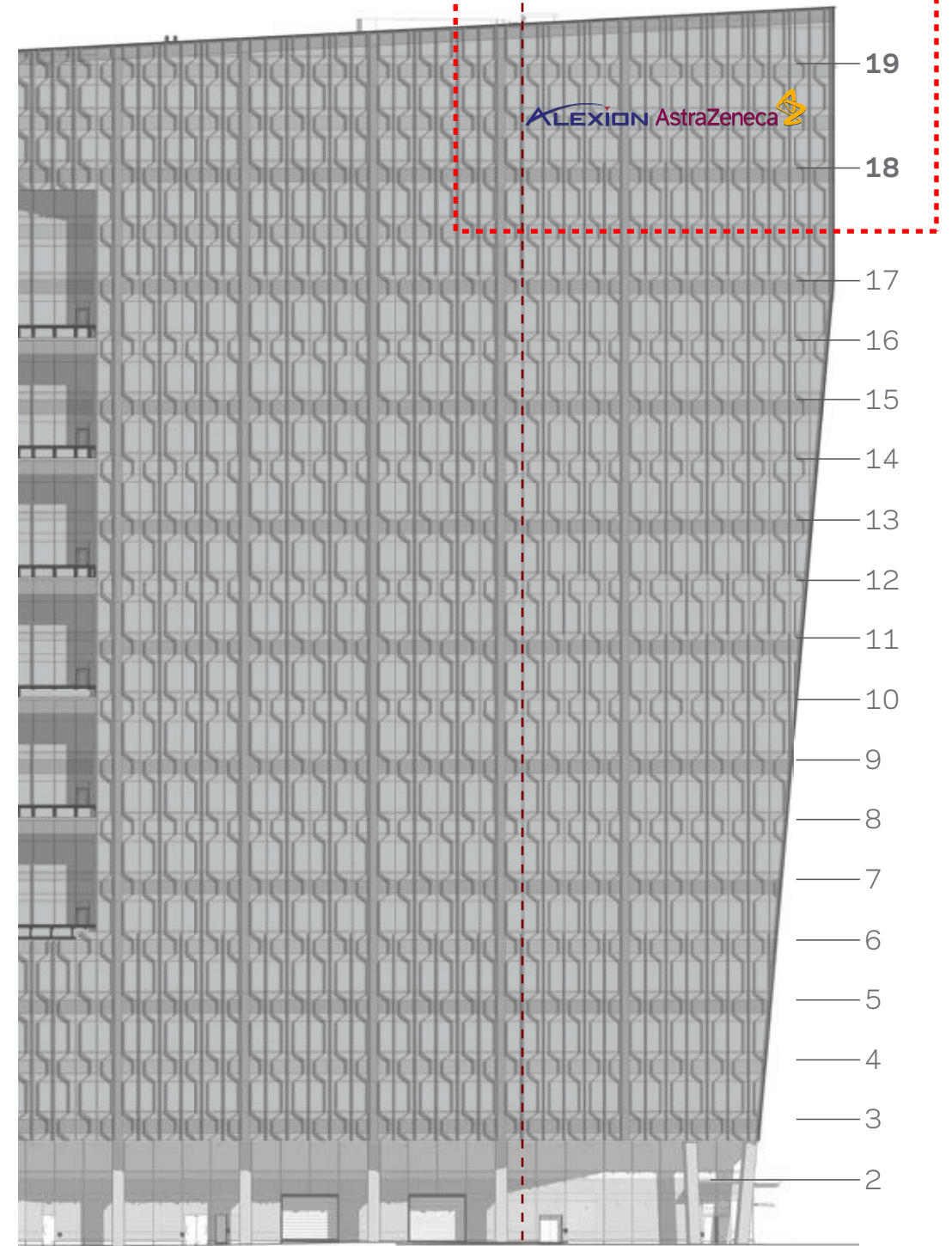
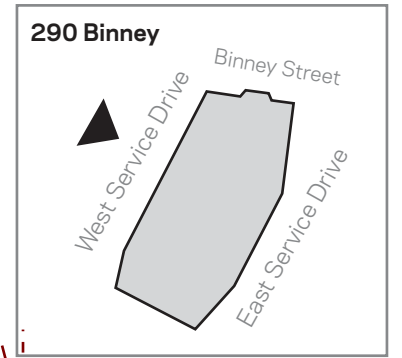
DISTANCE BETWEEN LOGOS
2'-0"

OVERALL LOGO DIMENSIONS
9'-6" H x 72'-8" W



Sits in Enclosure area A1
See above for color context

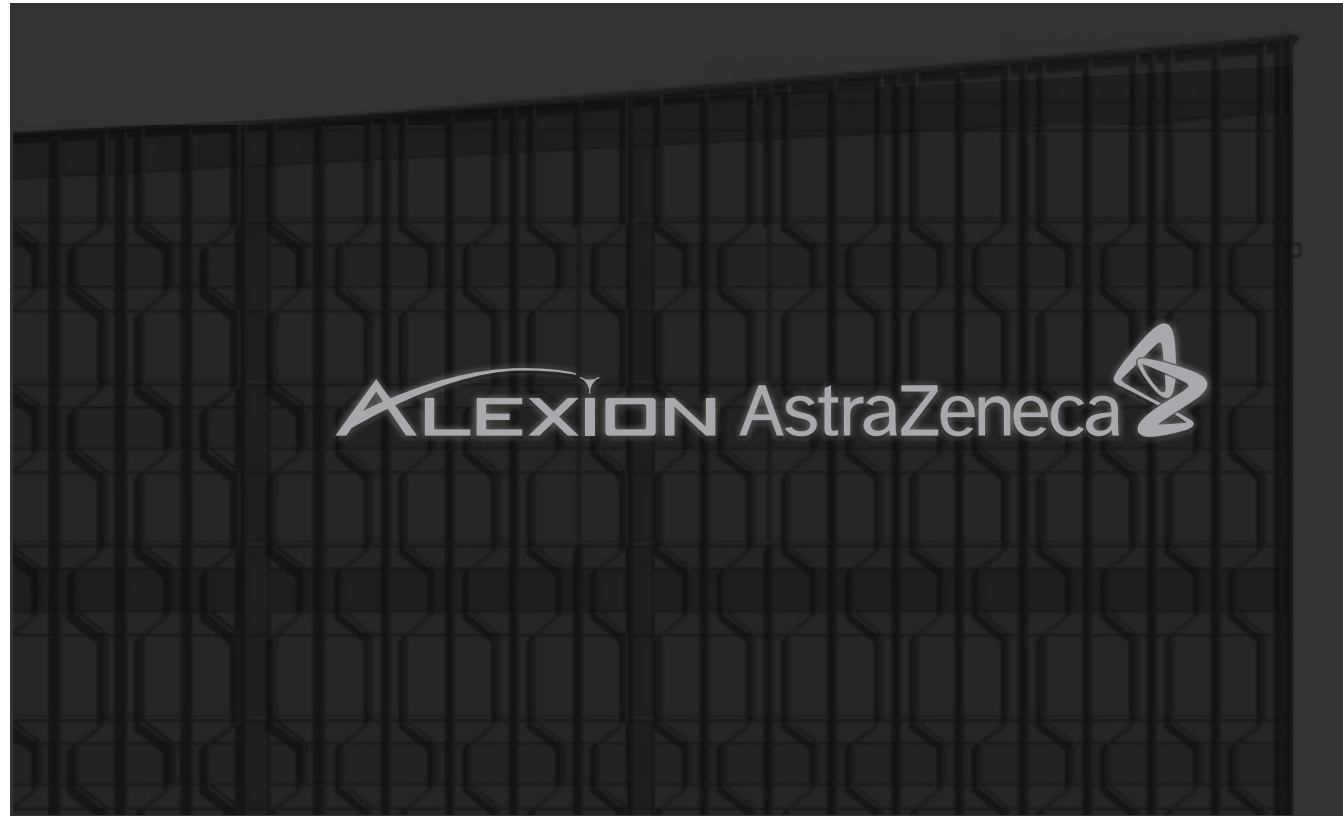
Location of 'bend' in
290 Binney West
Facade.



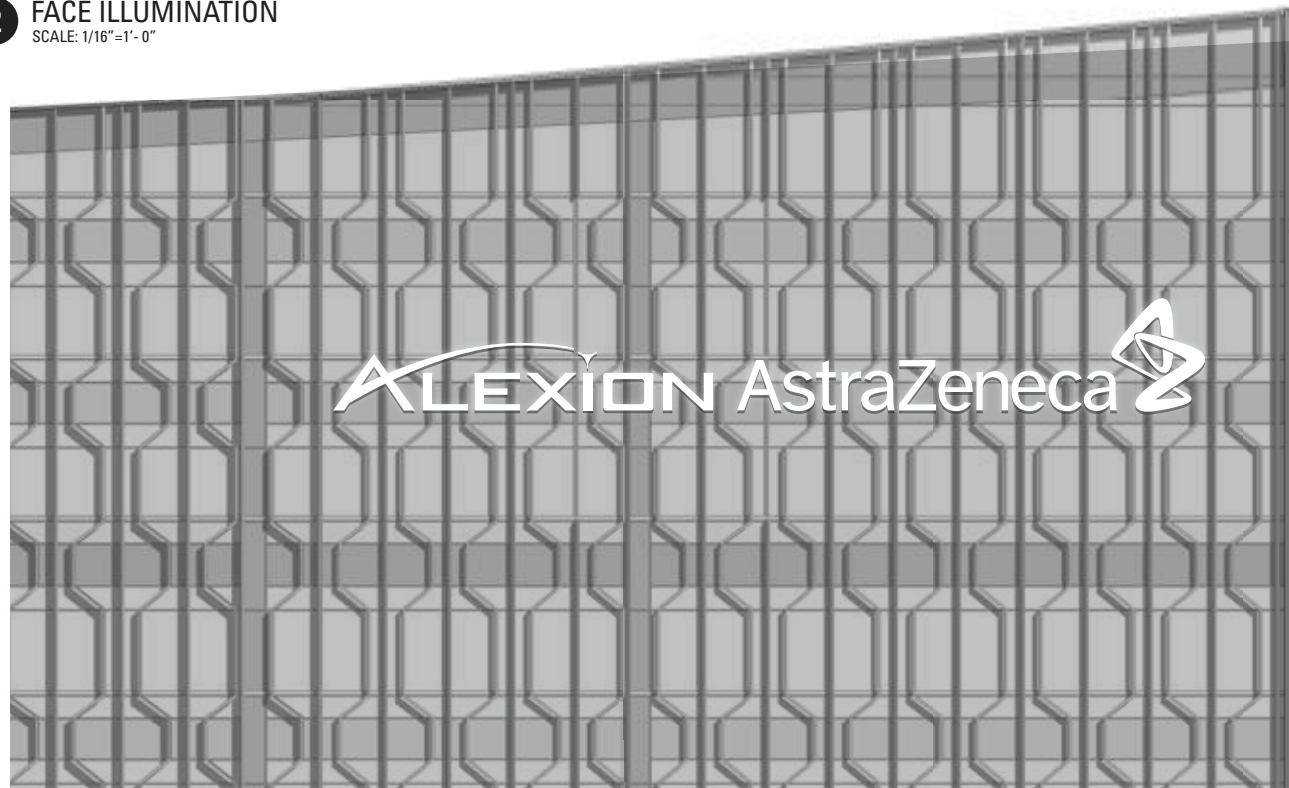
3 WEST ELEVATION
NOT TO SCALE



EXTERIOR SIGNAGE - West Side White Logos - Linear



2 FACE ILLUMINATION
SCALE: 1/16"=1'-0"



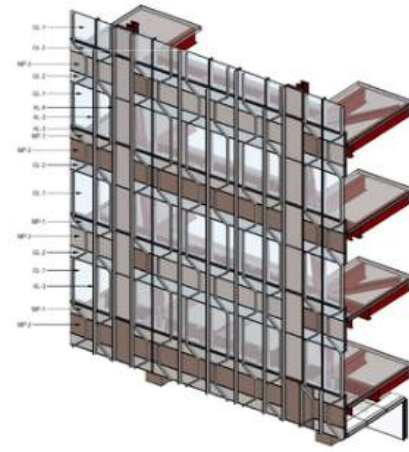
1 WEST ELEVATION DETAIL
SCALE: 1/16"=1'-0"

WHITE LOGOS

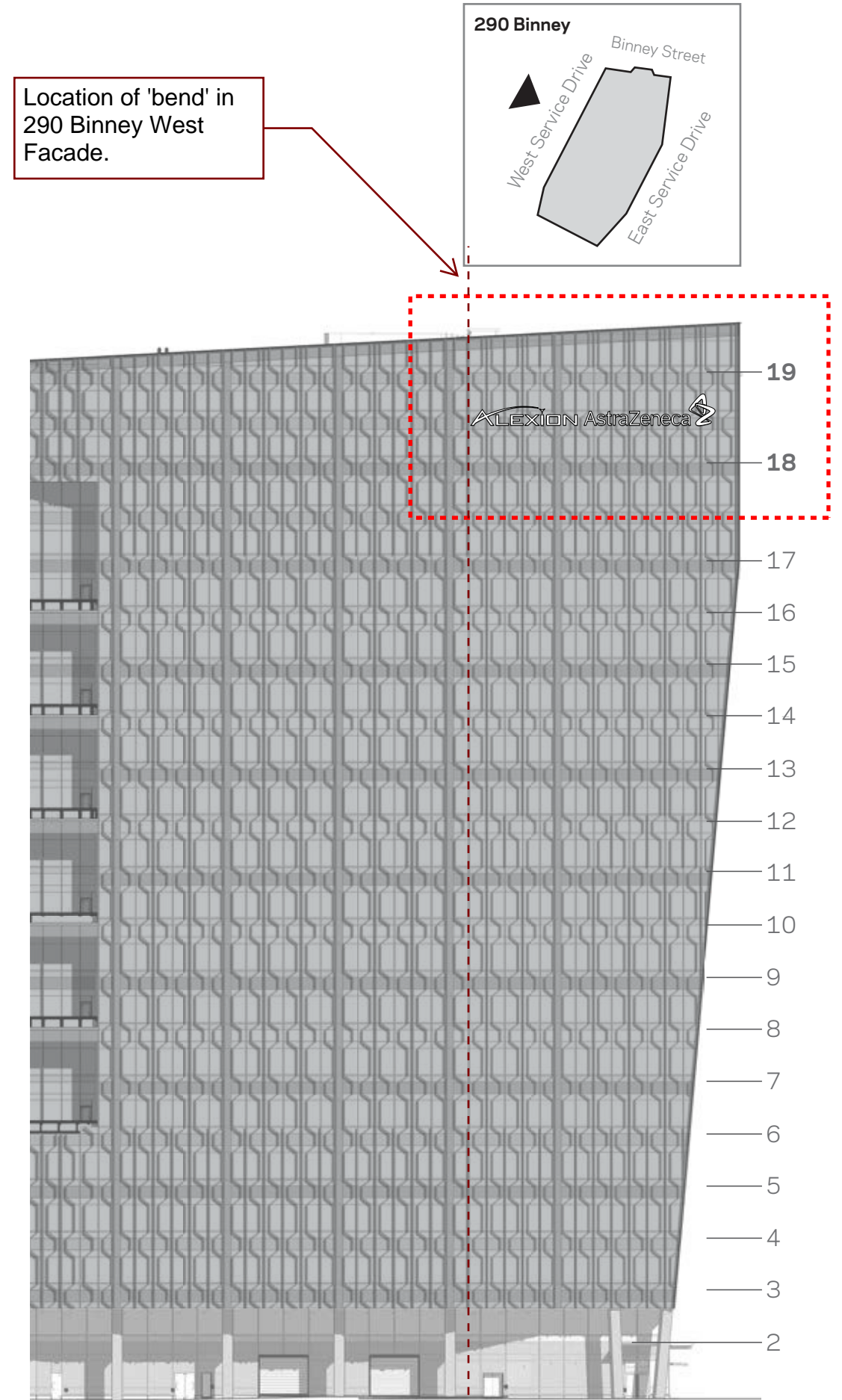
FACES GLOW WHITE AT NIGHT

DISTANCE BETWEEN LOGOS
2'-0"

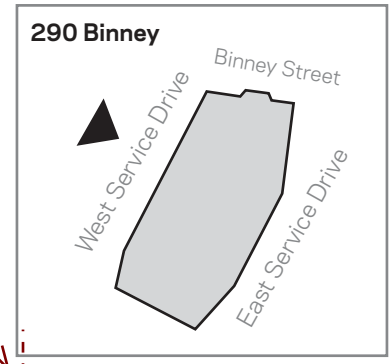
OVERALL LOGO DIMENSIONS
9'-6" H x 72'-8" W



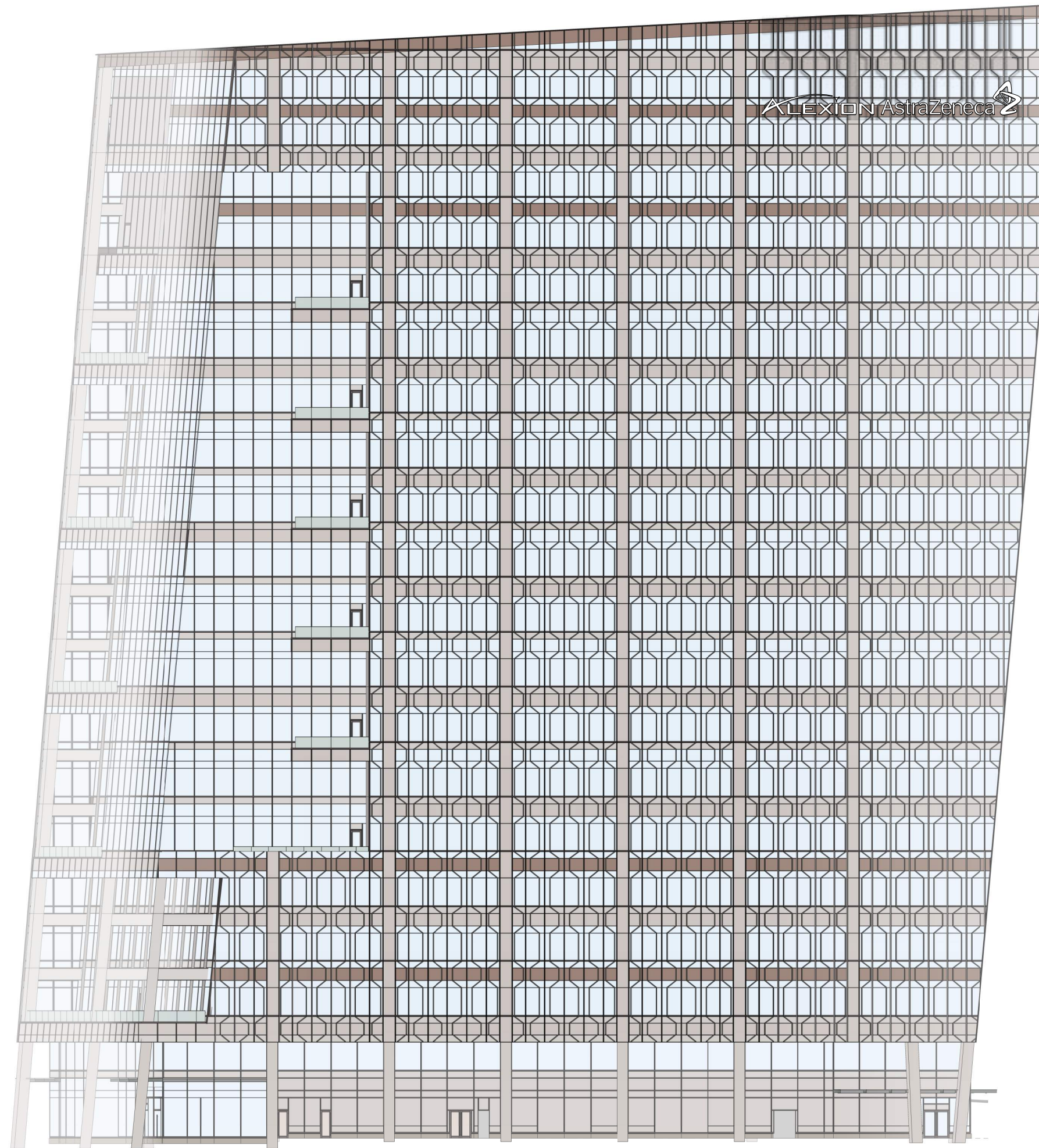
Sits in Enclosure area A1
See above for color context



Location of 'bend' in 290 Binney West Facade.

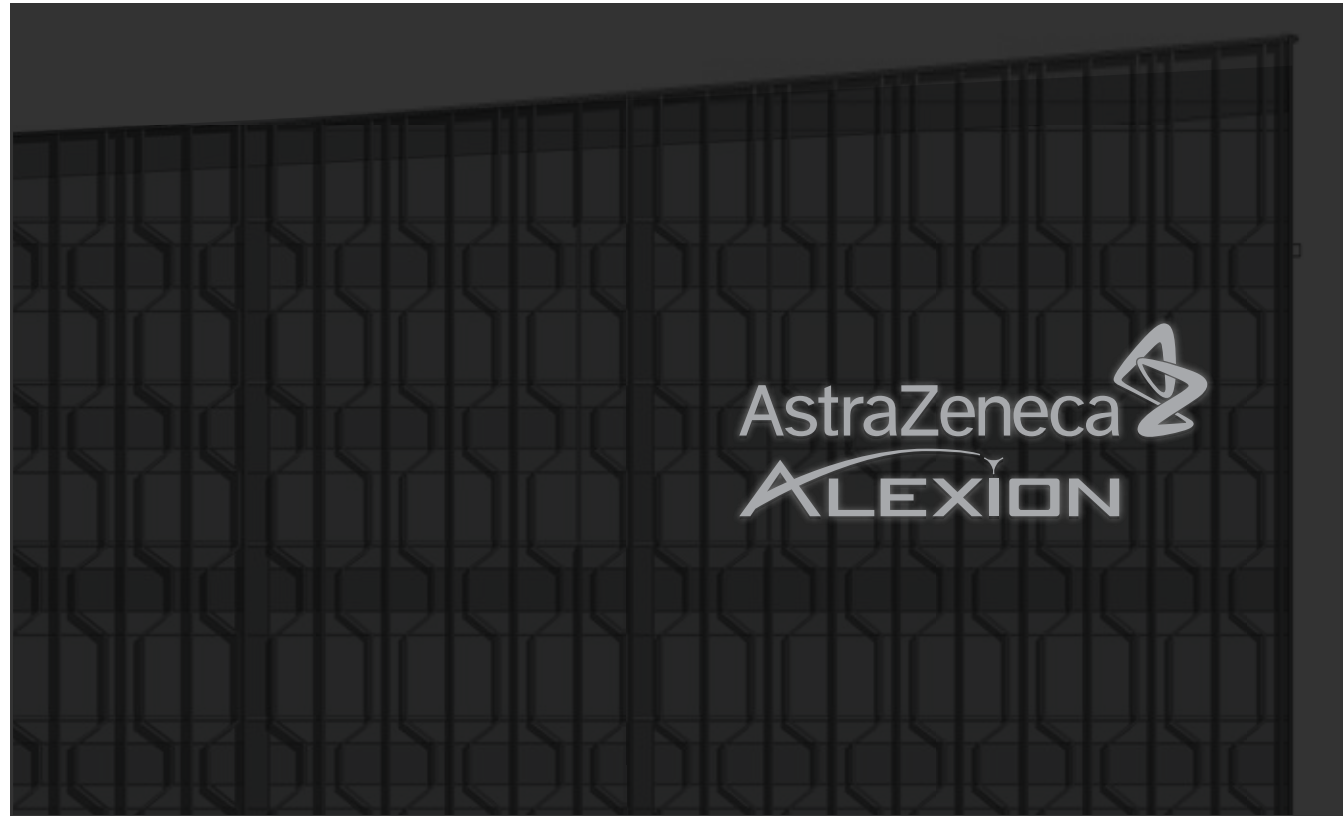


3 WEST ELEVATION
NOT TO SCALE

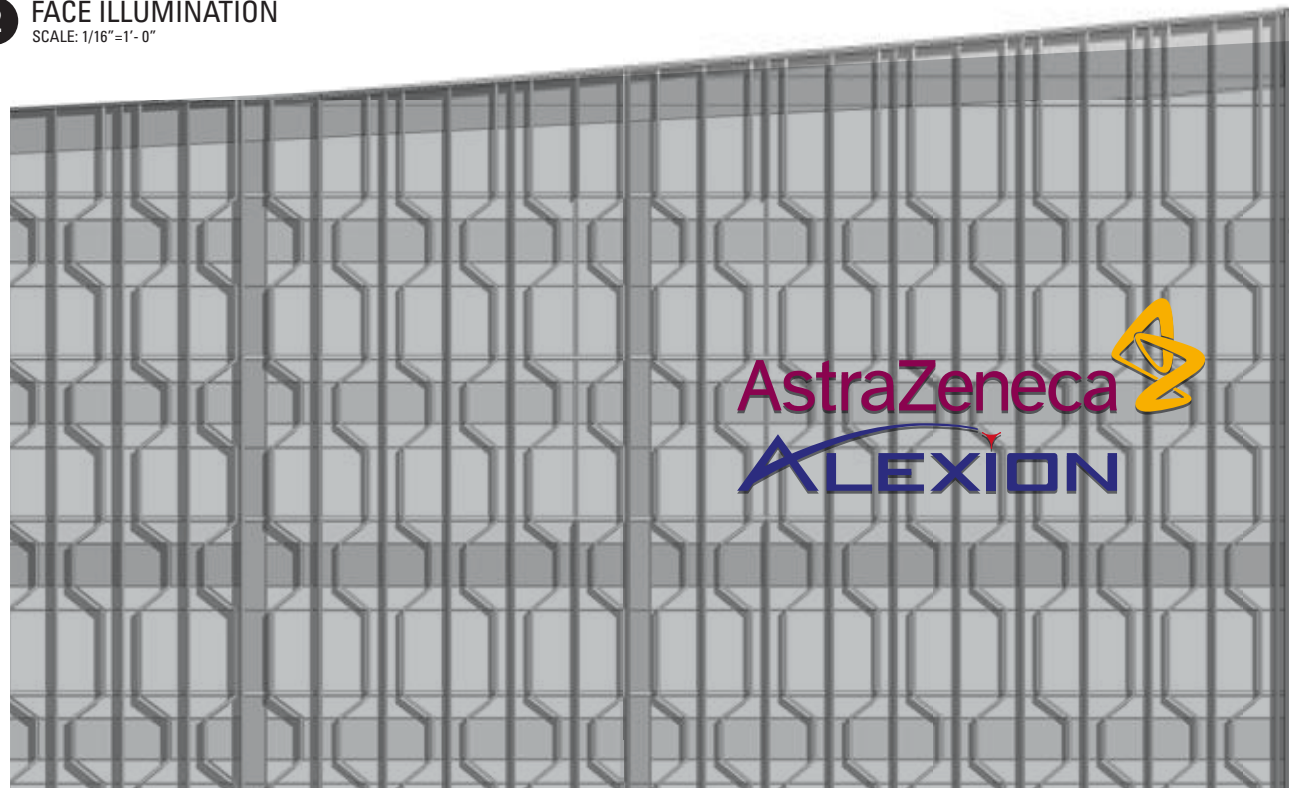


ALEXION AstraZeneca

EXTERIOR SIGNAGE - West Side Full Color Logos - Stacked



2 FACE ILLUMINATION
SCALE: 1/16"=1'-0"



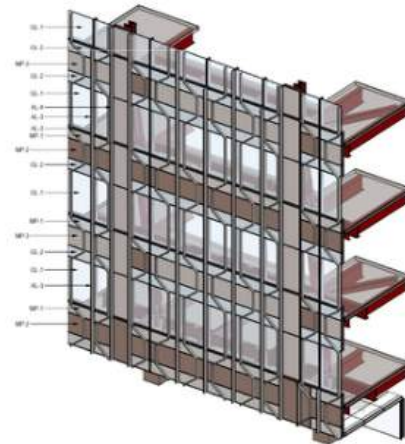
1 WEST ELEVATION DETAIL
SCALE: 1/16"=1'-0"

FULL COLOR LOGOS STACKED

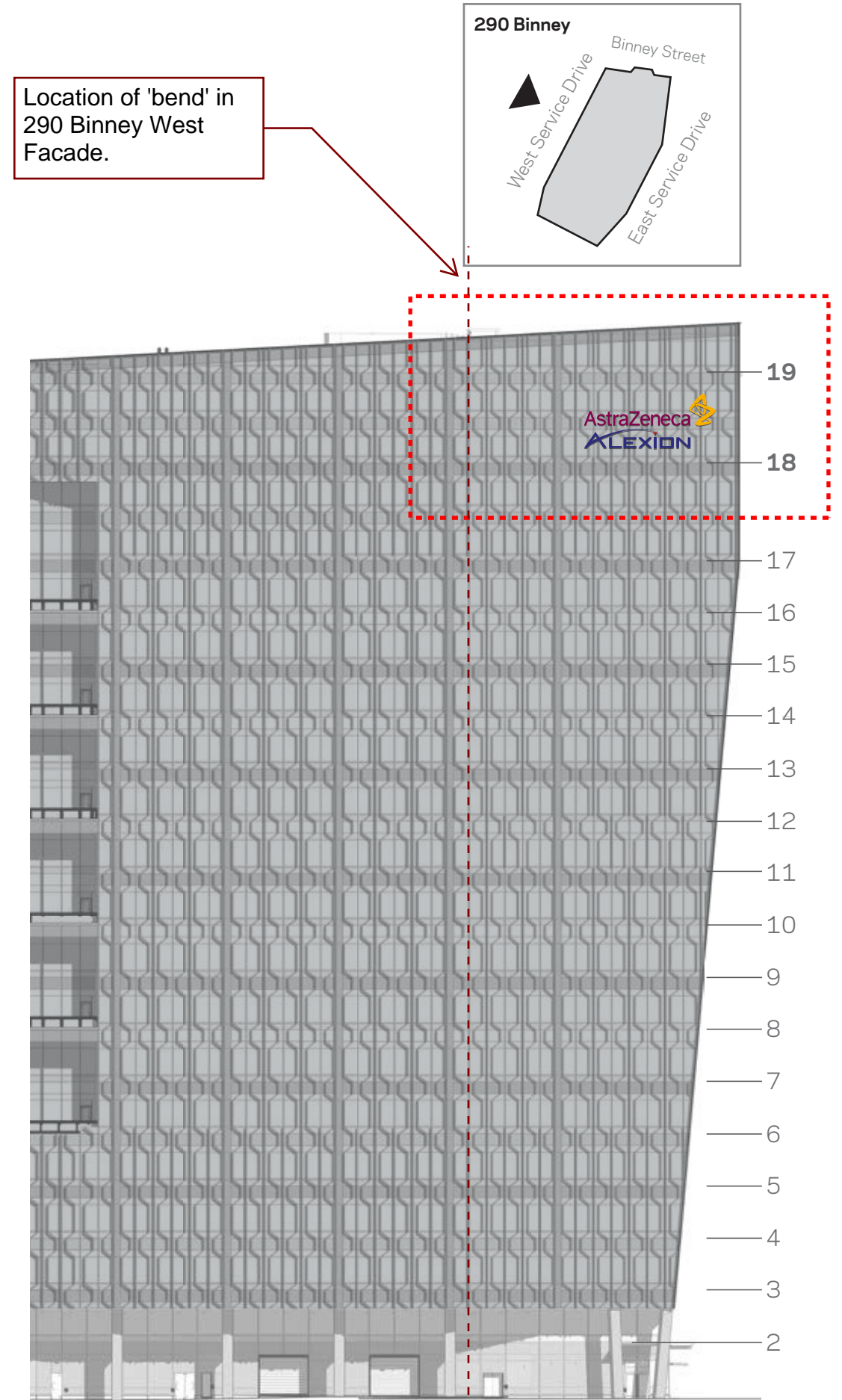
FACES GLOW WHITE AT NIGHT

DISTANCE BETWEEN LOGOS
1'-0"

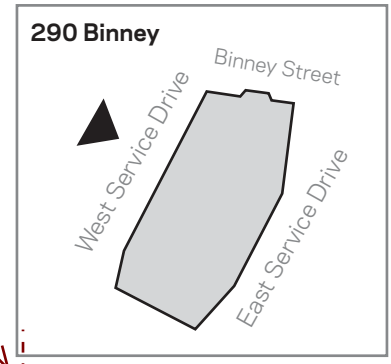
OVERALL LOGO DIMENSIONS
16'-0" H x 39'-0" W

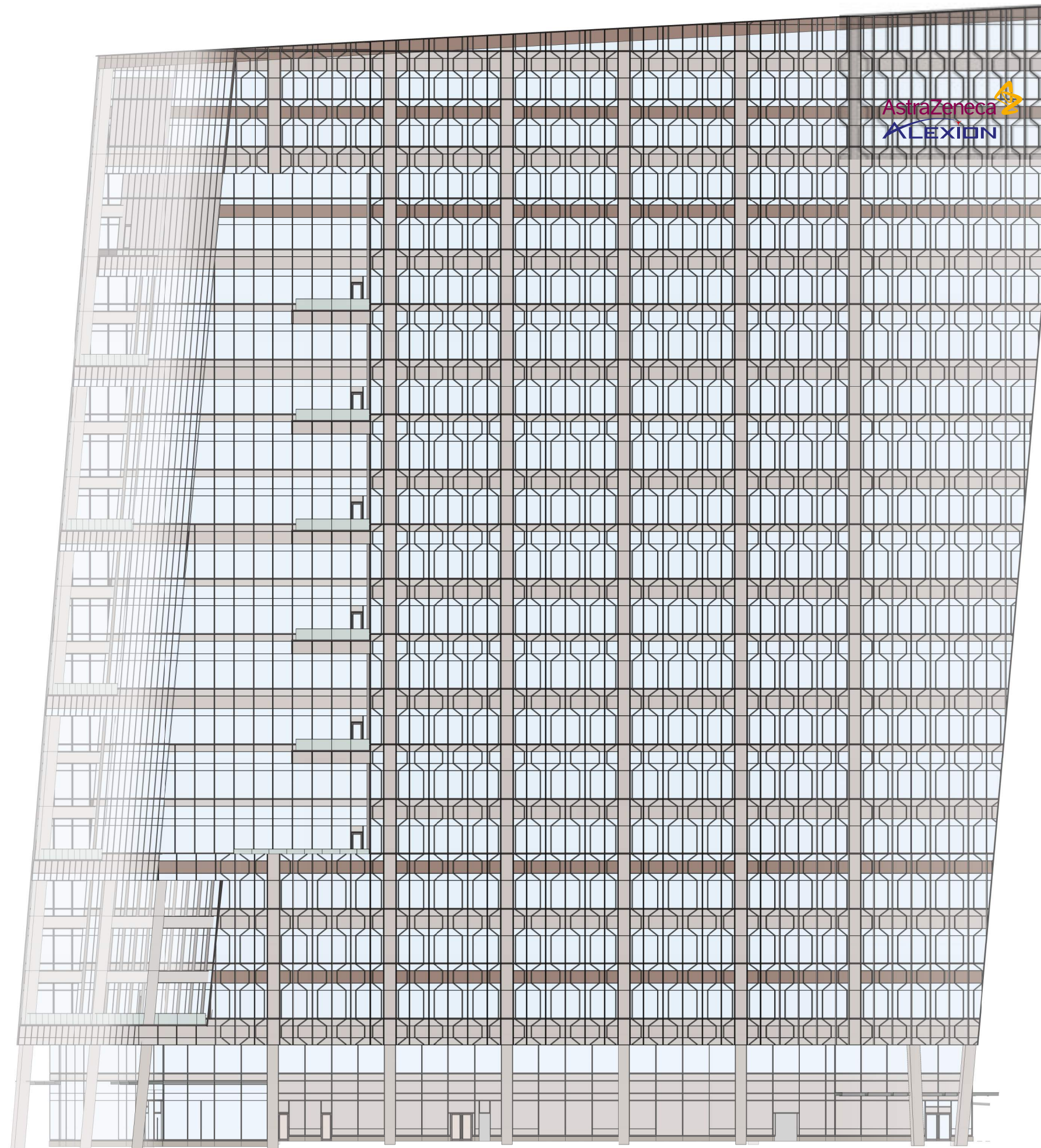


Sits in Enclosure area A1
See above for color context



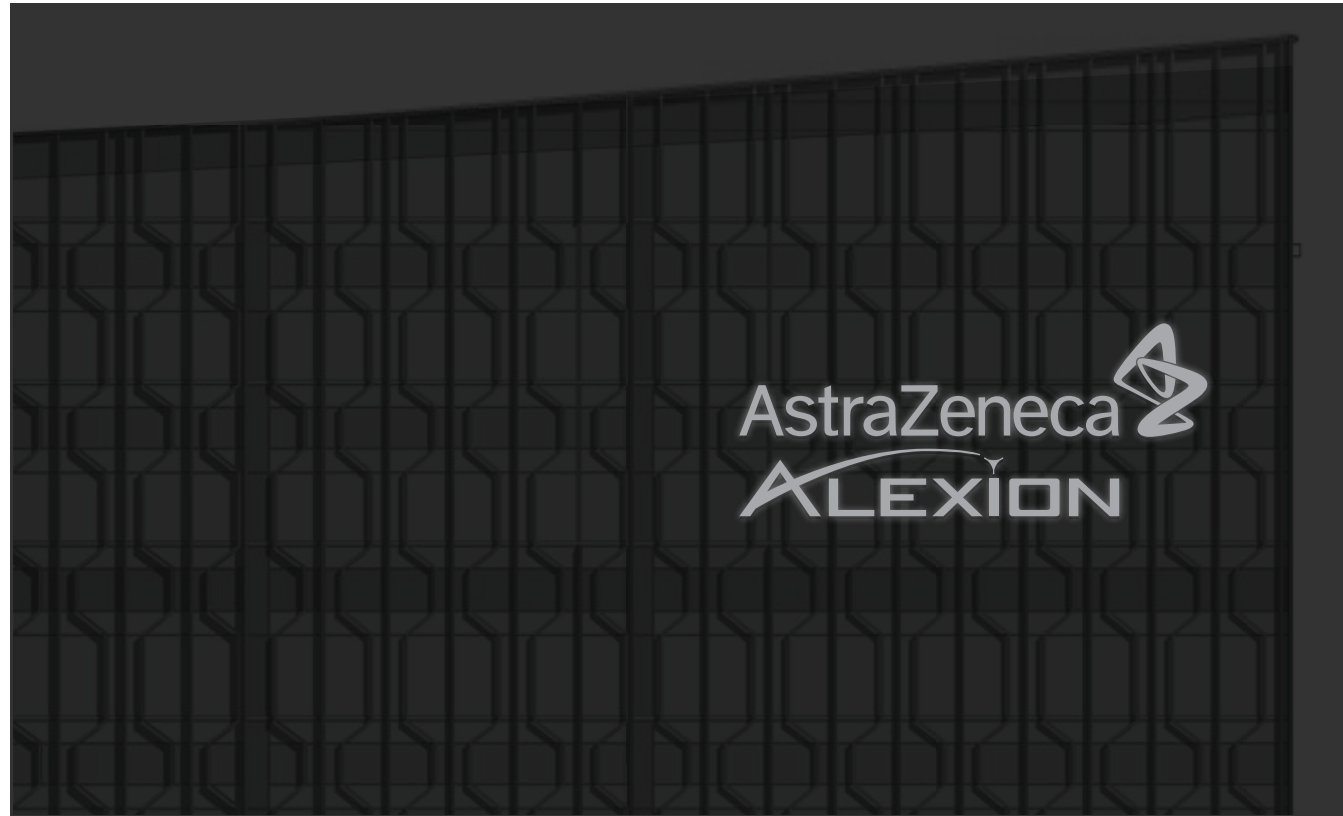
Location of 'bend' in
290 Binney West
Facade.



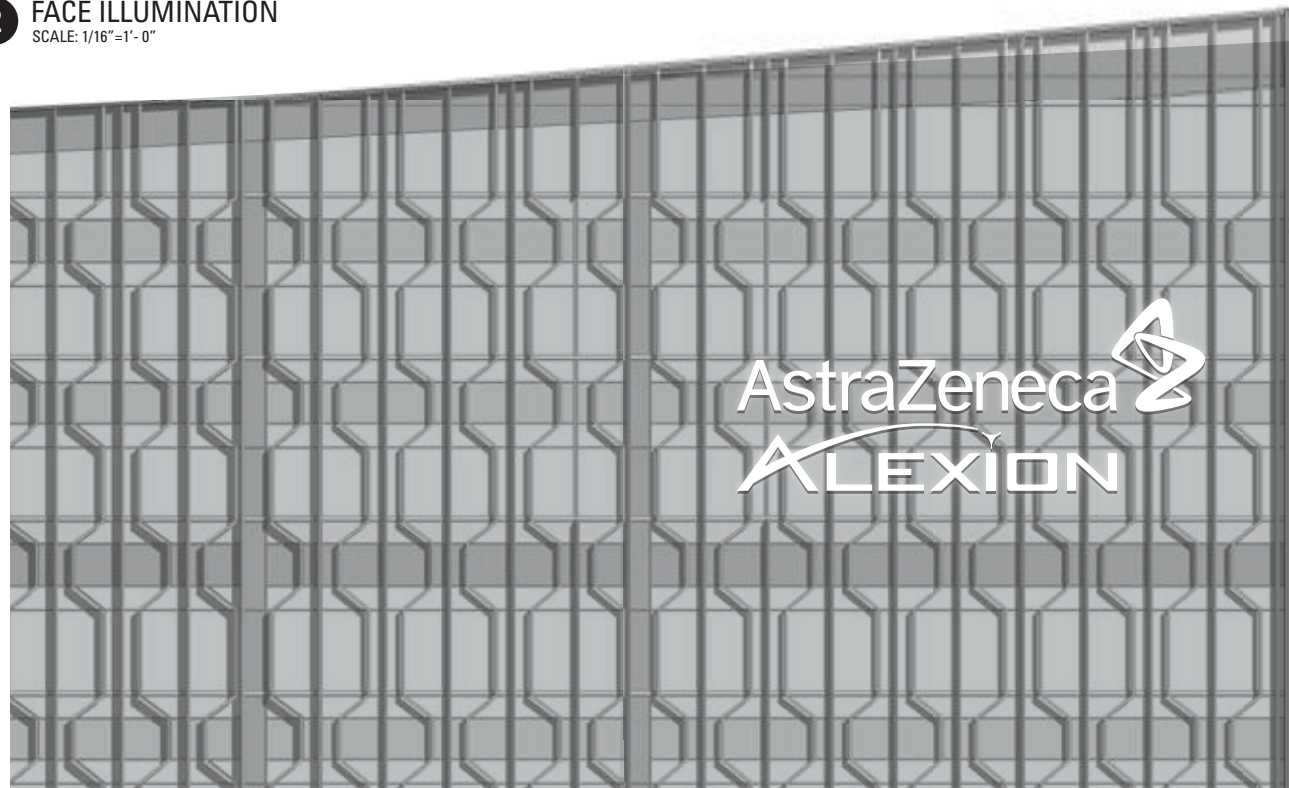


AstraZeneca
ALEXION

EXTERIOR SIGNAGE - West Side White Logos - Stacked



2 FACE ILLUMINATION
SCALE: 1/16"=1'-0"



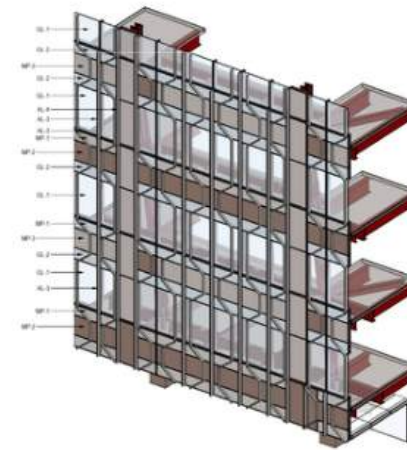
1 WEST ELEVATION DETAIL
SCALE: 1/16"=1'-0"

WHITE LOGOS STACKED

FACES GLOW WHITE AT NIGHT

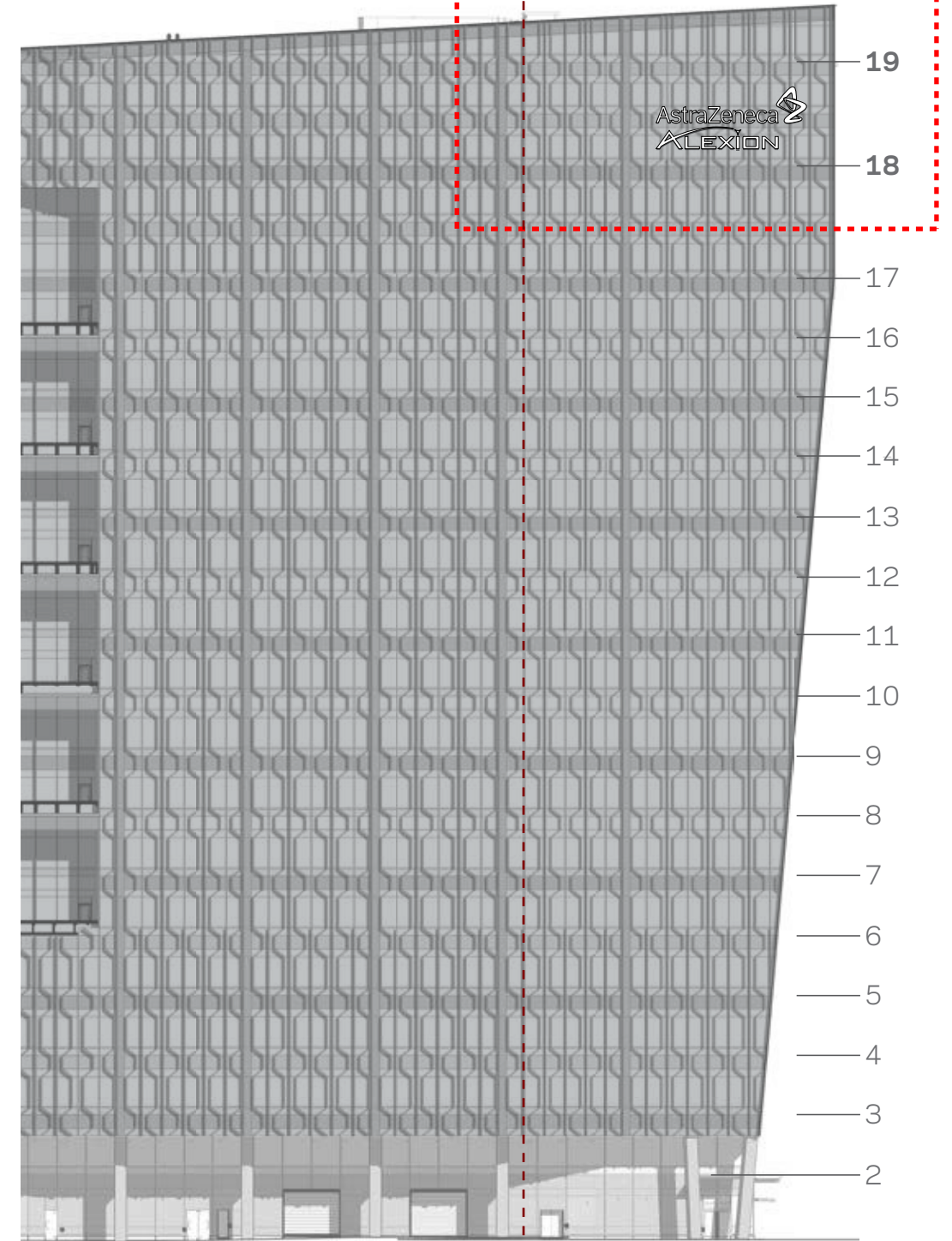
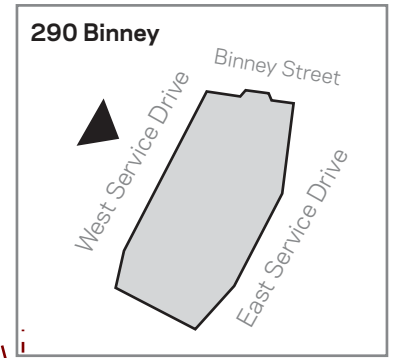
DISTANCE BETWEEN LOGOS
1'-0"

OVERALL LOGO DIMENSIONS
16'-0" H x 39'-0" W

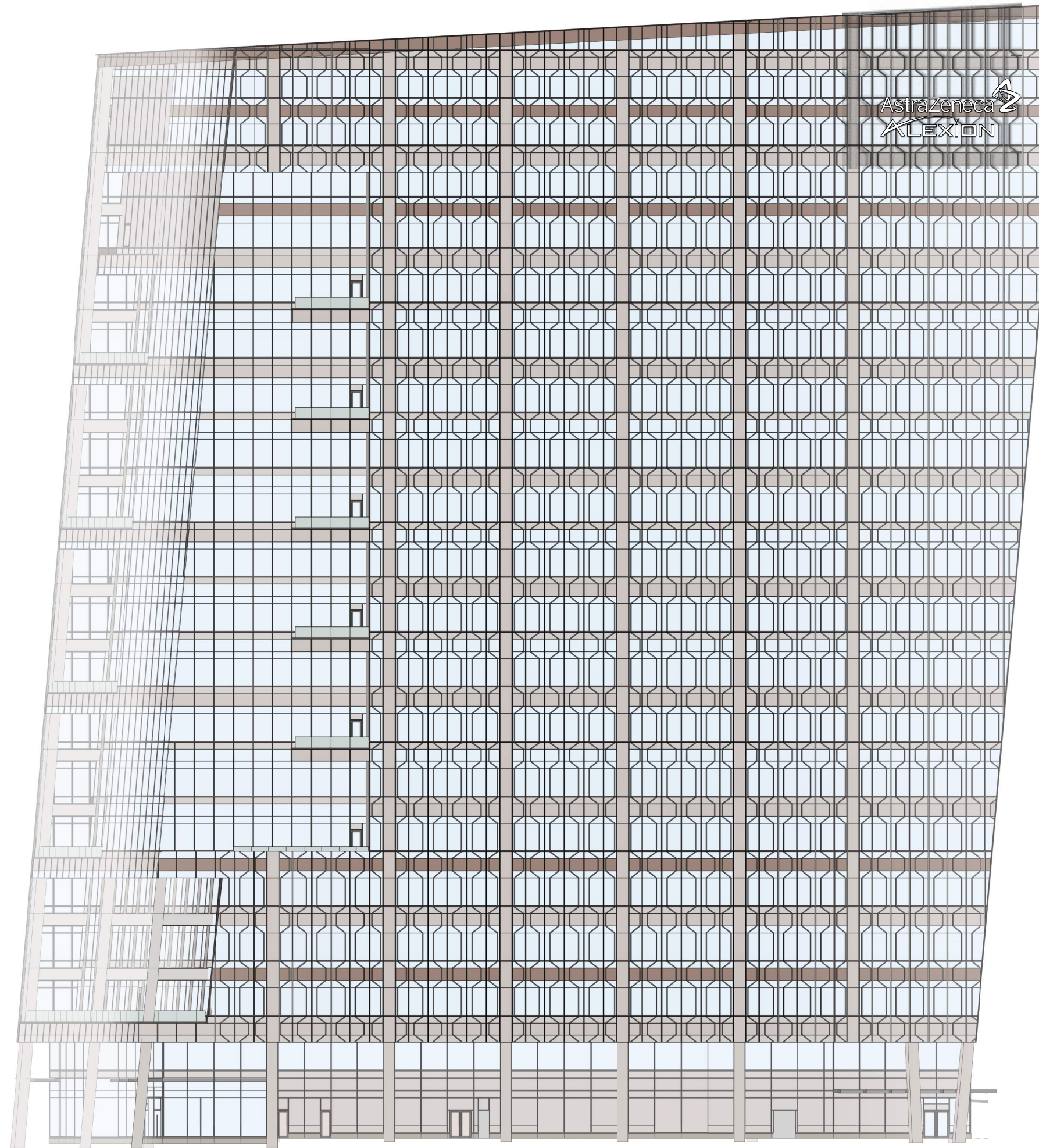


Sits in Enclosure area A1
See above for color context

Location of 'bend' in
290 Binney West
Facade.

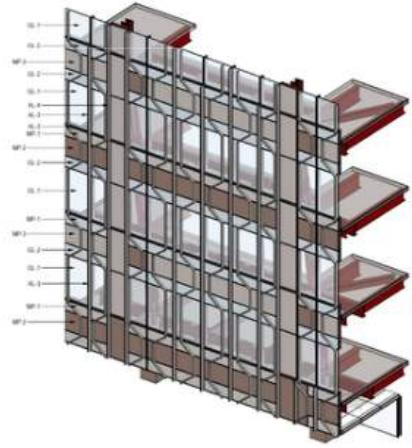


3 WEST ELEVATION
NOT TO SCALE

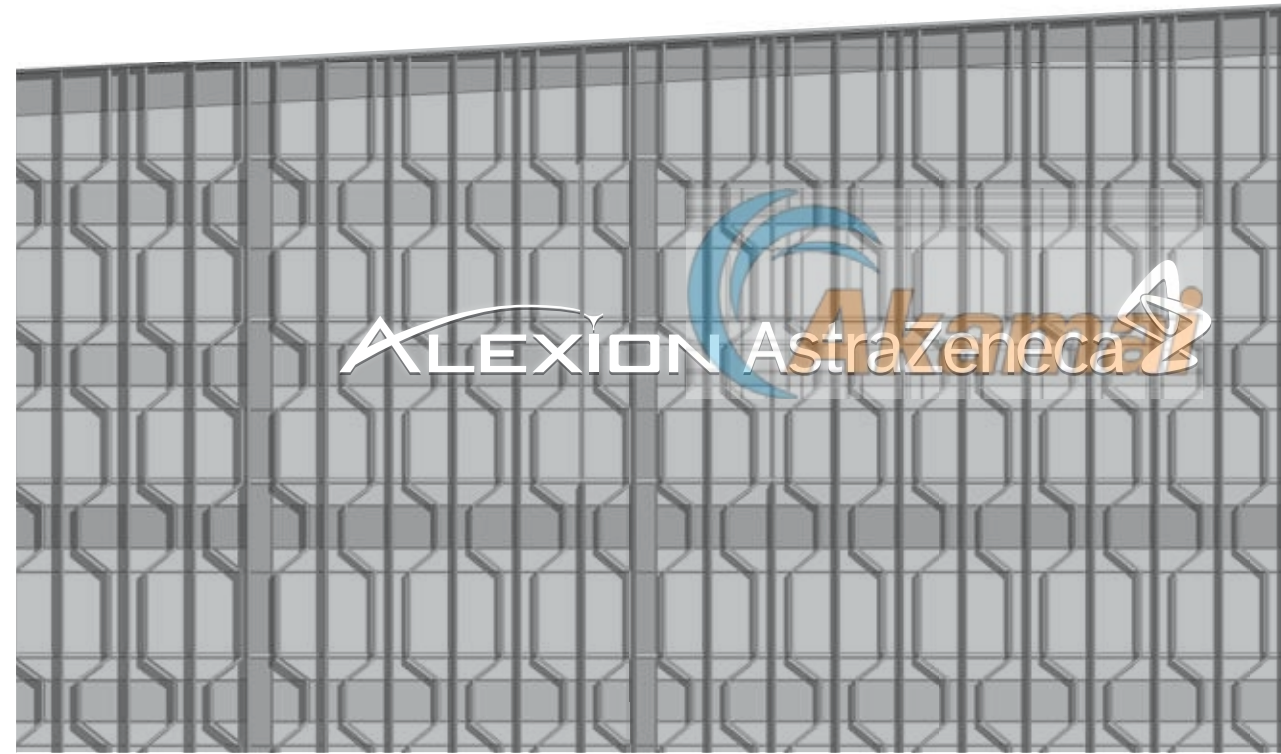


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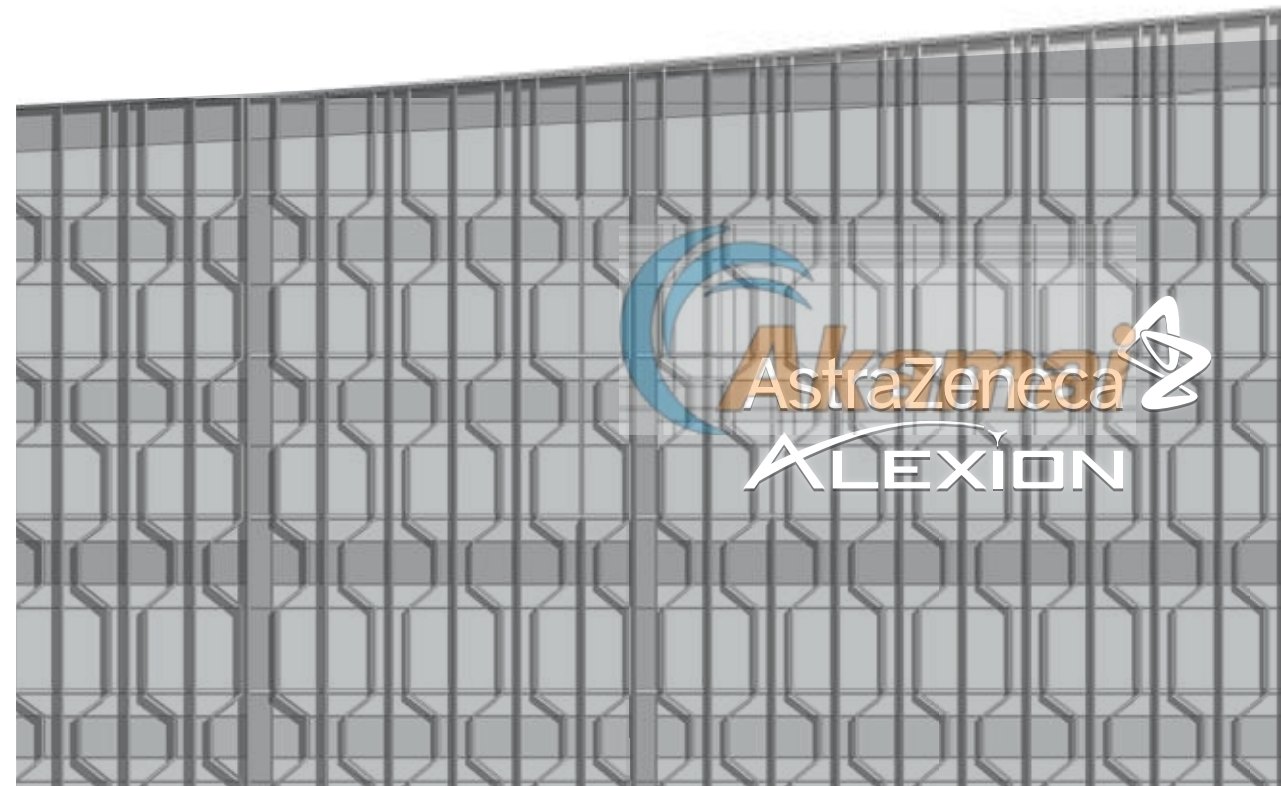
EXTERIOR SIGNAGE - Akamai Sign Comparison



Sits in Enclosure area A1
See above for color context



1 WEST ELEVATION – LINEAR – AKAMAI LOGO COMPARISON
SCALE: 1/16"=1'-0"



2 WEST ELEVATION – STACKED – AKAMAI LOGO COMPARISON
SCALE: 1/16"=1'-0"

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