

FIRST MODE

542 1st Ave S, Suite 300, Seattle WA 98104

SIGN TYPE 01 Exterior Non-illuminated Logo.

SIGN TYPE 02 Exterior Metal FCO Letters/Logo

Brand ID & Color Code

The chart displays two logo variations: a stylized 'F' with a circular arrow and the text 'FIRST MODE'. Below are color swatches for 'Branding and colors' and 'Brand ID & Color Code' sections, including primary colors (teal, orange, red, green) and secondary colors (grey, black, white). It also shows application examples for 'Sign Placement' and 'Sign Material'.



Existing Conditions
Scale: NTS



Existing Conditions
Scale: NTS



1255 Westlake Ave. N Seattle, WA 98109
P: (206) 282-0700
nationalsigncorp.com

CLIENT INFORMATION:

First Mode
542 1st Ave S, Suite 300
Seattle WA 98104

REPRESENTATIVE:

James Zimmerman

DESIGNER:

Pushkar

DATE:

8/30/23

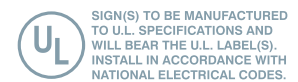
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SCALE: As Noted

DESIGN NUMBER:

21-164 V8

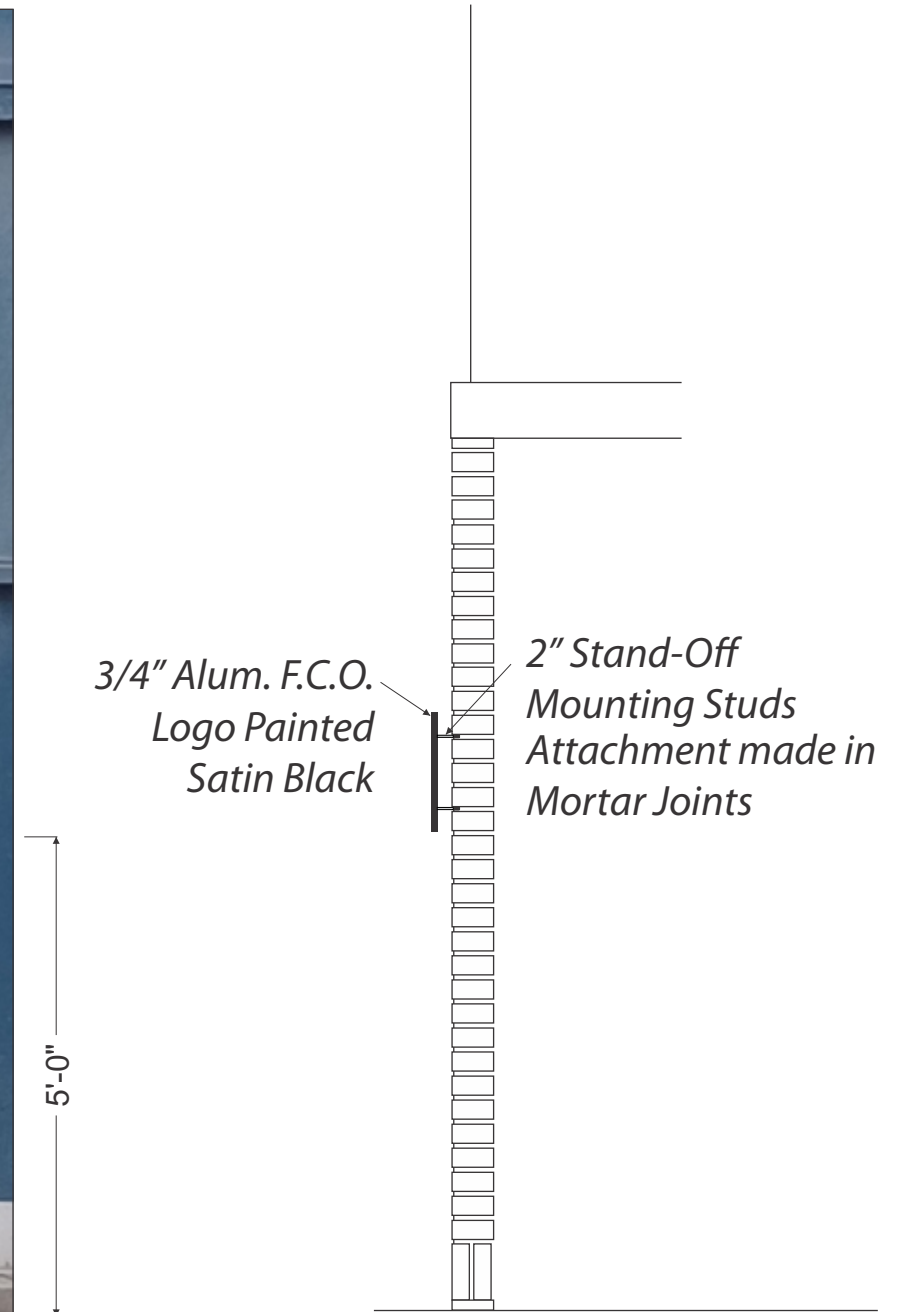
JOB NUMBER:

42882-05



West Elevation - Non-Illuminated F.C.O Sign

Sign Sq. Ft. : 1.56 Sq. Ft



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SIGN(S) TO BE MANUFACTURED TO U.L. SPECIFICATIONS AND WILL BEAR THE U.L. LABEL(S). INSTALL IN ACCORDANCE WITH NATIONAL ELECTRICAL CODES.

SCALE: 1/2"=1'

DESIGN NUMBER:

21-164 V8

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FIRST MODE SIGN 2



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SCALE: 1/8"=1'

DESIGN NUMBER:

21-164 V8

JOB NUMBER:

42882-OS

Building Area Sq. Ft. : 6041 Sq. Ft.
Tenant Sign Area Sq Ft. : 77.91 Sq. Ft.
Sign Area Sq Ft. : 40 Sq. Ft.

FIRST MODE SIGN 2



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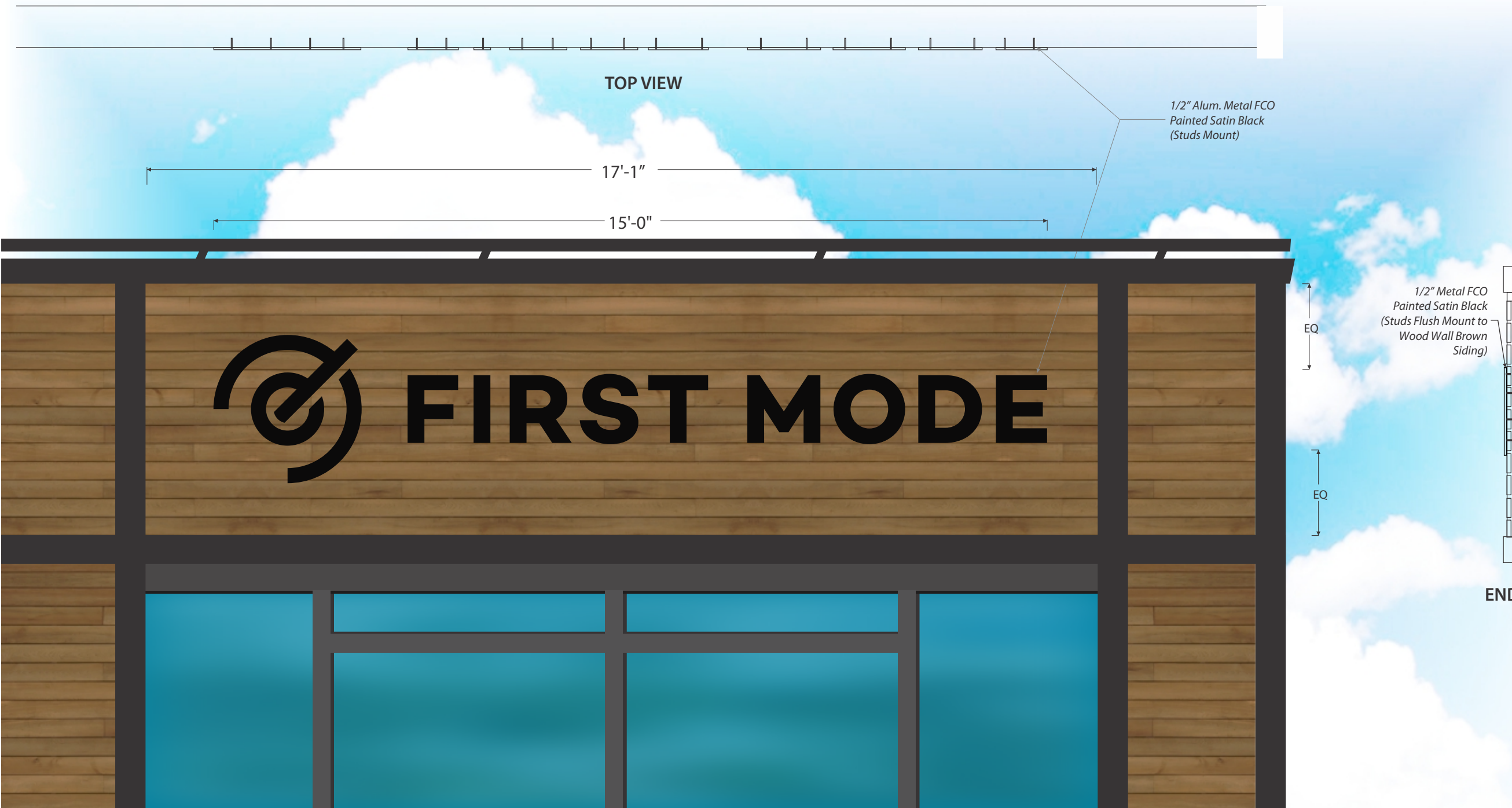
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4'-7"
EQ
2'-8"
EQ

TOP VIEW

17'-1"

15'-0"

1/2" Alum. Metal FCO
Painted Satin Black
(Studs Mount)

1/2" Metal FCO
Painted Satin Black
(Studs Flush Mount to
Wood Wall Brown
Siding)

END VIEW

East Elevation

Non-Illuminated FCO Letters and Logo

Scale: 1/2"=1'

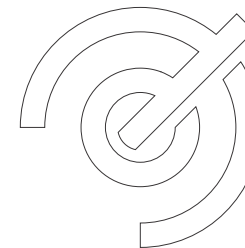
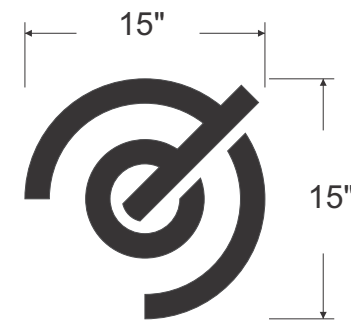
Tenant Sign Area Sq Ft. : 77.91 Sq. Ft.
Sign Area Sq Ft. : 40 Sq. Ft.



SIGN 2

Non-Illuminated 1/2" FCO Letters and Logo

Scale: 1/2"=1'



SIGN 1

Non-Illuminated 3/4" FCO Logo

Scale: 1"=1'

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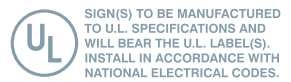
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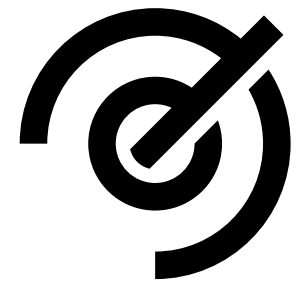
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Aerial View

Scale: NTS



FIRST MODE

542 1st Ave S, Suite 300, Seattle WA 98104

FIRST MODE SIGN INDEX

SIGN TYPE 01 Exterior Non-illuminated Logo.

SIGN TYPE 02 Exterior Metal FCO Letters/Logo

1st Floor – Elysian Brewing is allowed no more than 85 SQFT of signage per elevation –
 · East elevation signage is currently 56 SQFT total, allowing another 29 SQFT if needed.
 · West elevation signage is currently 46.5 SQFT total, allowing another 38.5 SQFT if needed.

2nd, 3rd, 4th, and Penthouse – First Mode is allowed no more than 155 SQFT of signage per elevation –
 · East elevation signage is currently 40 SQFT total, allowing another 115 SQFT.
 · West elevation signage is currently 1.5625 SQFT total, allowing another 113.4375 SQFT.

FIRST MODE will not need any more exterior non-illuminated signage on East & West Elevations.



"ELYSIAN" Sign
25.5 Sq Ft

"FIELDS" Sign
21 Sq Ft



Sign Type - 02
40 Sq Ft

"ELYSIAN" Sign
28 Sq Ft

"FIELDS" Sign
28 Sq Ft

Existing Conditions
Scale: NTS



Sign Type - 01
1.5625 Sq Ft

Existing Conditions
Scale: NTS



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6/15/23

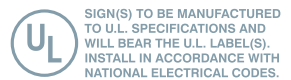
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SCALE: As Noted

DESIGN NUMBER:

21-164 V6 - SIGN PLAN

JOB NUMBER:

42882-OS

FIRST MODE East Elevation

"FIRST MODE" Letters Scaled to 14" 1/2" Tall For Readability Per Pioneer Square Guidelines XX. B. Where Maximum is 10" Unless Approved

Building Area Sq. Ft. : 6041 Sq. Ft.
 Tenant Sign Area Sq Ft. : 77.91 Sq. Ft.
 Sign Area Sq Ft. : 40 Sq. Ft.

89'-10"

17'-1"

15'-0"

2'-8"

4'-7"

FIRST MODE

ELYSIAN

FIELDS

"ELYSIAN FIELDS" OPTIONAL Sign
29 Sq Ft

"ELYSIAN" Sign
28 Sq Ft

"ELYSIAN" Sign
28 Sq Ft



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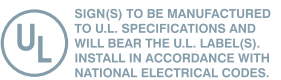
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FIRST MODE West Elevation

← 90'-1" →



“ELYSIAN FIELD” OPTIONAL Sign Location
38.5 Sq Ft

“ELYSIAN” Sign
25.5 Sq Ft

“FIELDS” Sign
21 Sq Ft

Sign Type - 01
1.5625 Sq Ft

15"
5'-0"



NATIONAL SIGN CORPORATION
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SCALE: -

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21-164 V6 - SIGN PLAN

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42882-OS



Aerial View

Scale: NTS



July 20, 2023

Historical Preservation Board
Pioneer Square
Seattle, WA 98101

To Whom It May Concern:

KG Investment Properties is an agent to the Owner, Reedo LP, of the building located at 542 First Ave South in Seattle, commonly known as the Reedo Building, f/k/a Washington Shoe Building.

The Owner consents to the installation of exterior non-illuminated signage on the Occidental Street side of the building and non-illuminated signage at ground level on First Ave South (signs 1 & 2 per the National Sign proof).

The Owner's approval of signage on the Occidental Street Side would not limit all future signs for other tenants and we are not changing the name of the building to First Mode. The Owner will maintain an area for other tenants in the building to install their exterior signage if approved.

- Total # of spaces in the building: 5 floors, 3 tenants
- Total # of tenants (2)
 - Elysian Brewing occupies 10,514 sf on the ground floor
 - Synchronous LLC dba First Mode occupies a total of 49,667 sf on floors 2, 3, 4, and the penthouse
- Allocated SQFT for signage per tenant on 1st Ave elevation is as follows:
 - Elysian Brewing – no more than 85 sf
 - First Mode – no more than 155 sf
- Allocated SQFT for signage per tenant on Occidental Ave is:
 - Elysian Brewing – no more than 85 sf
 - First Mode – no more than 155 sf

Please note, Owner reserves the right to modify the above signage allocations should either tenant reduce or expand their existing premises square footage.

Sincerely,

DocuSigned by:

86D8DA85F169455...
Regina Menssen
General Manager
Agent to the Owner, Reedo LP