

SIGNAGE STANDARDS SIGNAGE ELEMENTS



MAIN SIGNAGE COMPONENTS (i.e., wave form element, letterset, bell) should occupy centerline of slat wall and letterset should be at horizontal center line of bell logo



SUPPORTING SIGNAGE should sit on the upper leading edge of the top most valance.



LARGER TACO BELL LETTERS utilized for maximum visibility and scale to building.



WAVE FORM ELEMENT reversed relative to bell logo. Supporting signage sits lower on the top valance.



CANOPY with Taco Bell letters over designated outdoor seating area.



WAVE FORM ELEMENT AND LETTERSET LAYOUT centered on horizontal centerline of bell logo.



ENTRY CANOPY with integrated letters.