




1.1 Front Lit Channel Letters  
Scale : 3/8" = 1'-0"

35 SQ FT

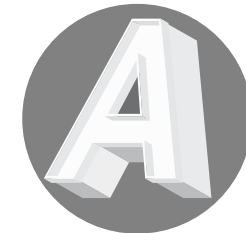
COLOR SCHEDULE

-  MATTHEWS BLACK (PNT1)
-  VINYL - 3M OPAQUE BLACK (VNL1)
-  MATTHEWS WHITE (PNT3)

Details:

- LOGO ICON & LETTERS:
- 3" THICK FRONT LIT CHANNEL LETTER (PNT3) WITH VINYL OVERLAYS (VNL1)
  - 2" THICK ALUMINUM BACKER (PNT1)
  - 3/16" ACRYLIC FACE
  - WHITE TRIM CAPS
  - .040 ALUMINUM WHITE RETURNS | .063 ALUMINUM BACKS (PNT3) WHITE LEDS
  - ALUMINUM RACEWAY PAINTED TO MATCH BUILDING

SIGN SIZE: 35 Sq Ft

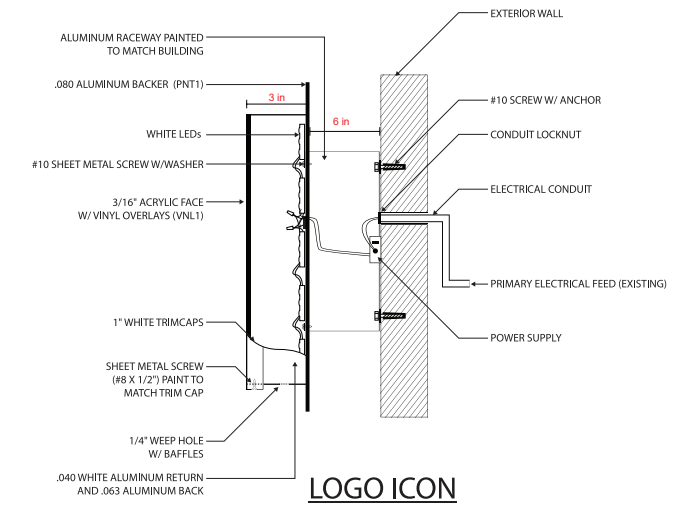


Channel Letter Color Reference

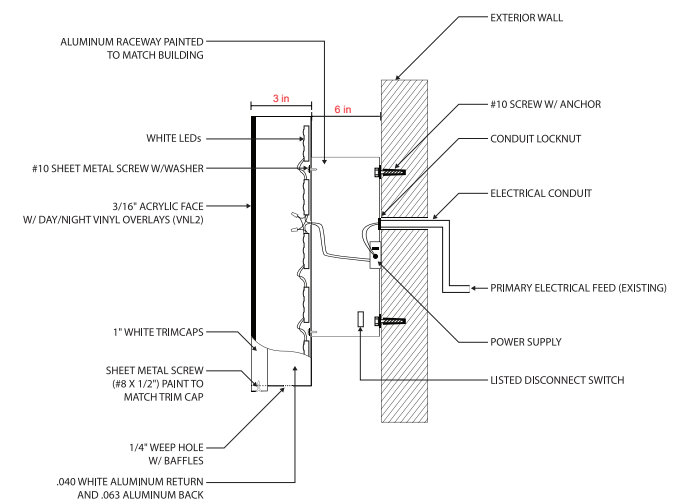
**\*\* ELECTRICAL REQUIREMENTS PROVIDED BY OTHERS : EACH SIGN WILL REQUIRE IT'S OWN DEDICATED CIRCUIT PROVIDED BY OTHERS WITHIN 6' OF THE SIGN AREA AND ON A TIMER AND/OR PHOTOCCELL DEPENDING ON LOCAL SIGN REQUIREMENTS.**

**IF NO ELECTRICAL IS PRESENT AT TIME OF INSTALLATION, A WHIP WILL BE LEFT FOR OTHERS TO HOOK UP.\*\***

ALL COMPONENTS  LISTED



LOGO ICON



LETTERS

**\*\* ALL BOLTS AND SCREWS ARE STAINLESS STEEL \*\***  
\*\*If standoffs are needed to support logo, Please paint to match raceway.\*\*

1.2 Mounting Detail  
Scale : NTS



1.3 Front Elevation - North  
Scale : NTS



Night Simulation



**SIGNDESIGNLAB**

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PROJECT INFORMATION  
COMPANY & LOCATION

**Crumbl Cookies**  
425 Massachusetts Ave  
Cambridge MA 02139

OVERVIEW

Exterior Signage

DATE PROJECT #

12/22/21 SDLP0000

DESIGNER

TMC

REVISIONS

APPROVAL

- APPROVED WITH NO CHANGES
- APPROVED WITH CHANGES AS NOTED
- REVISE AS NOTED AND RESUBMIT

Signature \_\_\_\_\_ Date \_\_\_\_\_

DESIGN

**A03**

SHEET

**01 of 01**

All original ideas, designs and signage remain the property of Sign Design Lab until paid in full.

Colors and designs are representations of the final product. Final signage colors and build will be based on specifications noted on final proofs and/or invoice.



# What makes us unique

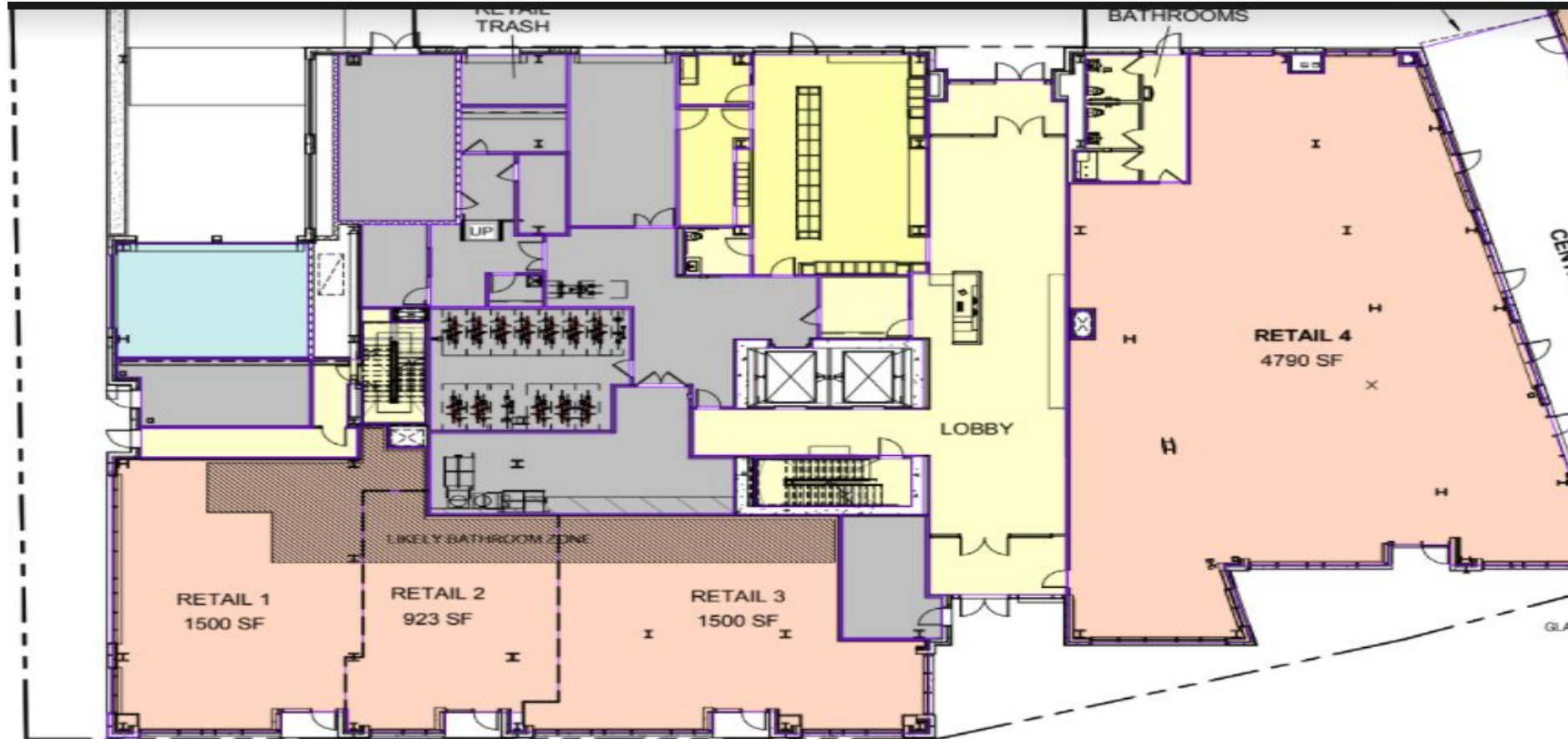
*“Bringing* family and friends *together over a box* of the best *cookies* in the world”

We have a rotating menu of 4 new cookie flavors every week for the community to look forward to.

Fresh, made from scratch cookies, and open kitchen model for the customer to witness the mixing, balling, baking and frosting

The “Crumbl 3 C’s” that we live by are “Cookie Quality”, “Cleanliness” and “Customer Service”

# Retail Space 1, 425 Mass Ave, Cambridge, MA






# Retail Space 1, 425 Mass Ave, Cambridge, MA





1.1 Front Lit Channel Letters  
Scale: 1/2" = 1'-0"  
27 SQ FT

COLOR SCHEDULE

-  MATTHEWS BLACK (PNT1)
-  VINYL - 3M OPAQUE BLACK (VNL1)
-  MATTHEWS WHITE (PNT3)

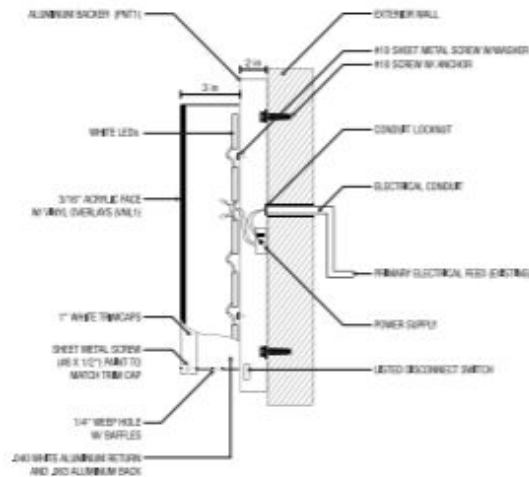
Details:

LOGO ICON & LETTERS:  
 3" THICK FRONT LIT CHANNEL LETTER (PNT3) WITH VINYL OVERLAYS (VNL1)  
 2" THICK ALUMINUM BACKER (PNT1)  
 3/16" ACRYLIC FACE  
 WHITE TRIM CAPS  
 .040 ALUMINUM WHITE RETURNS (.063 ALUMINUM BACKS) WHITE LEDS  
 SIGN SIZE: 27 Sq Ft



Channel Letter Color Reference

ALL COMPONENTS  LISTED



\*\* ALL BOLTS AND SCREWS ARE STAINLESS STEEL \*\*

1.2 Mounting Detail  
Scale: NTS



1.3 Front Elevation - North  
Scale: NTS



Night Simulation

\*\* ELECTRICAL REQUIREMENTS PROVIDED BY OTHERS - EACH SIGN WILL REQUIRE IT'S OWN DEDICATED CIRCUIT PROVIDED BY OTHERS WITHIN 5' OF THE SIGN AREA AND ON A TIME AND/OR PHOTOCELL DEPENDING ON LOCAL SIGN REQUIREMENTS.  
 IF NO ELECTRICAL IS PRESENT AT TIME OF INSTALLATION, A WHF WILL BE LEFT FOR OTHERS TO HOOK UP.\*\*

PROJECT INFORMATION  
 COMPANY & LOCATION

Crumbl Cookies  
 425 Massachusetts Ave  
 Cambridge MA 02139

OVERVIEW

Exterior Signage  
 DATE: 12/22/21 PROJECT #: SDLP0000

DESIGNER: TMC

REVISIONS

APPROVAL

- APPROVED WITH NO CHANGES
- APPROVED WITH CHANGES AS NOTED
- REVIS AS NOTED AND RESUBMIT

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

DESIGN  
**A02**  
 SHEET  
**01 of 01**

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crumbl  
cookies

COMING  
SOON

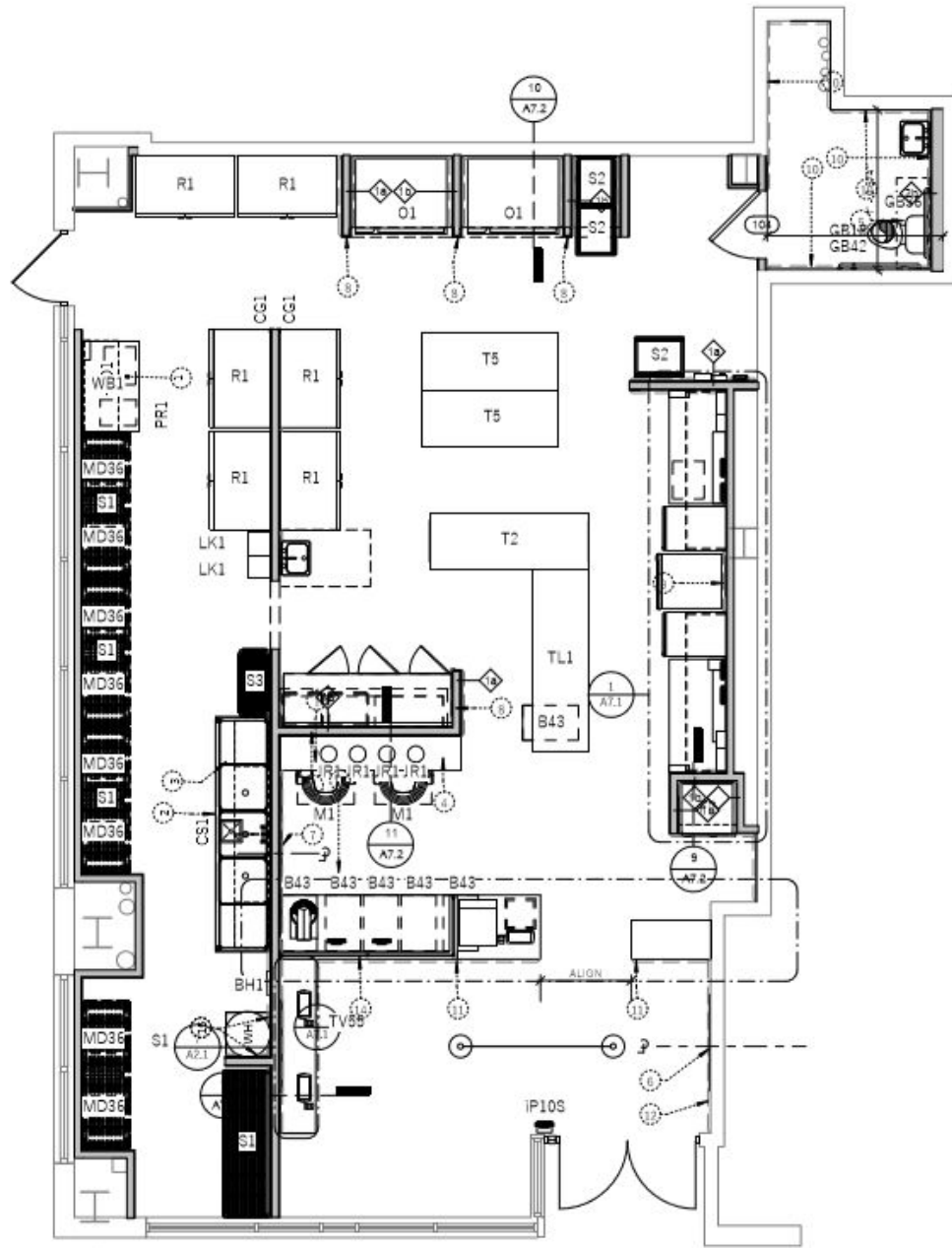


FAST  
FRESH  
WARM

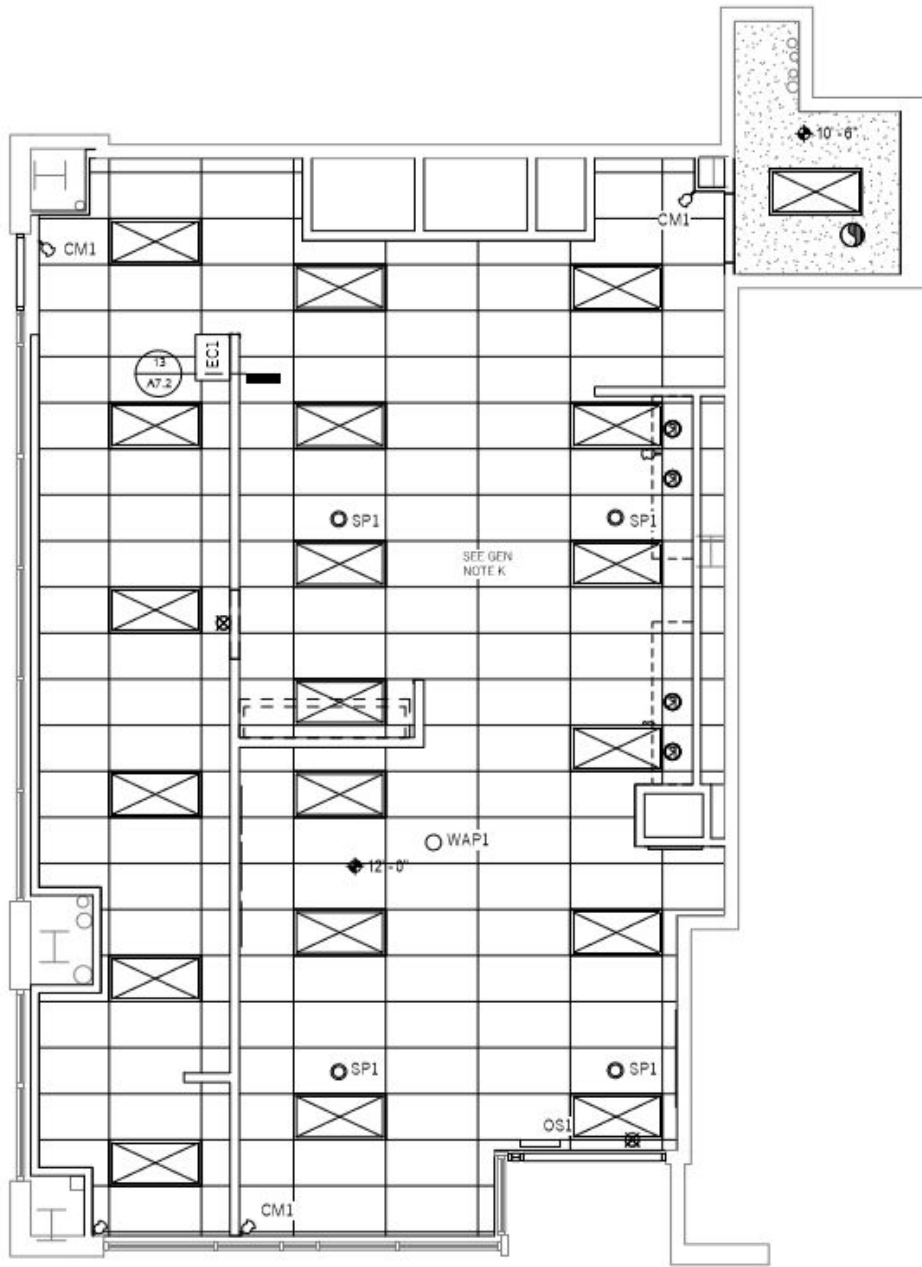
WE  
DELIVER  
ANYWHERE



crumbl  
cookies



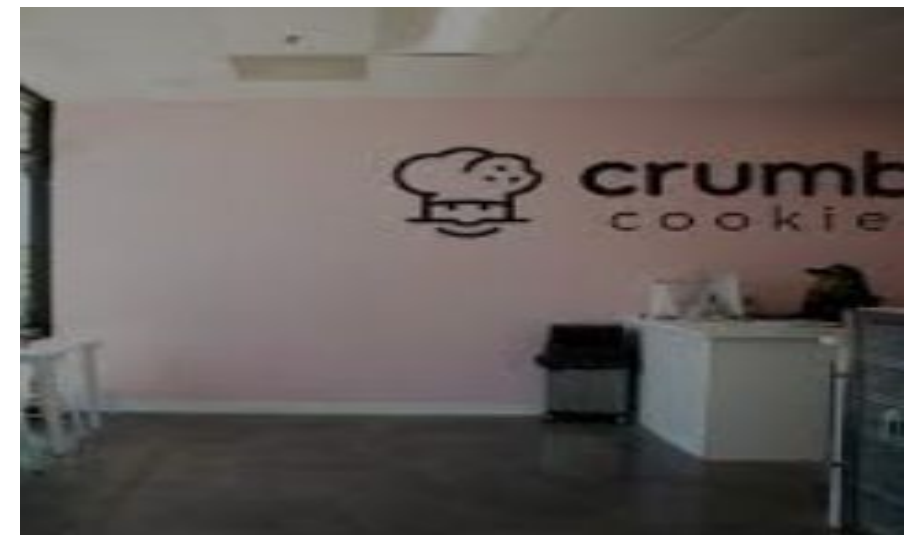
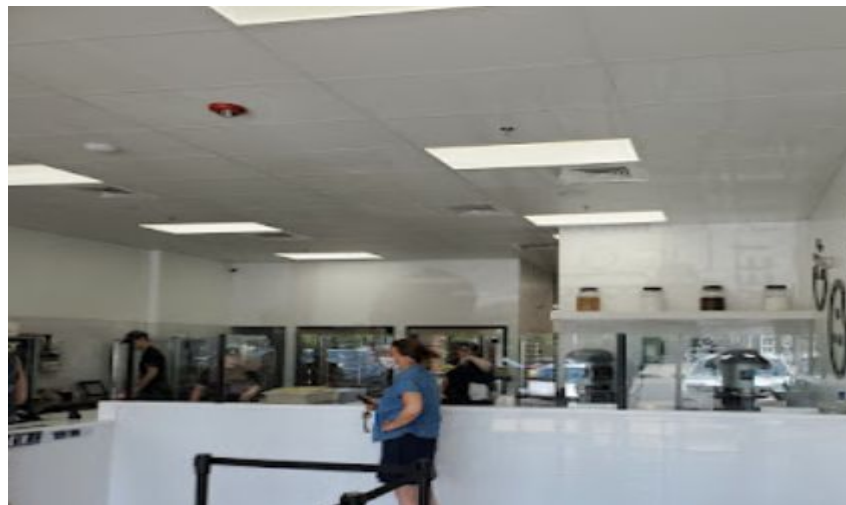
1  
A1.1  
MAIN FLOOR PLAN  
1/4" = 1'-0"



2  
A1.1  
REFLECTED CEILING PLAN  
1/4" = 1'-0"



# Internal Pictures examples



**THANK YOU FOR YOUR TIME!**

## Attendees and Feedback

### Attendees:

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Feedback:

1. Suzannah provided feedback that the black background on the signage may not go with the façade expected, so we have attached the second option that we can go with, with no black background and with only one tasteful signage with wiring in the back.
2. Bob Flack provided insight that this will be a great addition to what Market Central would want to be able to provide to the locality in terms of the citizens' experience.
3. Patrick Rowe congratulated us on our venture and wished us good luck.