

Tower 22 District Exterior Signs	
11291	Tower 22 District ROUND 2
3901 & 4320 Main St. Dallas, TX	
Date: 06.14.24	
STUDIO DZO	
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1 / 17	



TOWER 22TM
DISTRICT

CLIENT PROVIDED

Current Site Conditions & Renderings

11291

Tower 22 District
ROUND 2

3901 & 4320 Main St.
Dallas, TX

Date: 06.14.24



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2 / 17

Project Rendering



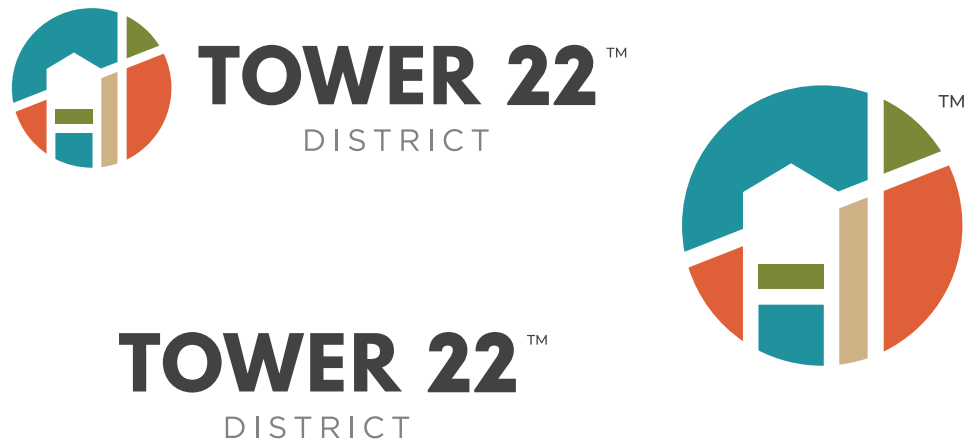
Brand Colors

-  PMS 7579 C
-  PMS 466 C
-  PMS 7496 C
-  PMS 321 C
-  PMS 7694 C
-  PMS 3295 C
-  PMS 704 C
-  PMS 7509 C

Paint Colors

- Sign mfr. to match PMS colors with the Mathews Paint System
-  MP15025 Prague Streetsign Red Satin
 -  MP 31846 Onyx Satin

Project Logos



Project Fonts

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
Gotham

MOOD BOARD

11291

Tower 22 District
ROUND 2

3901 & 4320 Main St.
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TOWER 22™
DISTRICT

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3 / 17



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4 / 17	

Colorways

ROUND 2
COLORWAYS

11291

Tower 22 District
ROUND 2

3901 & 4320 Main St.
Dallas, TX

Date: 06.14.24



TOWER 22™
DISTRICT

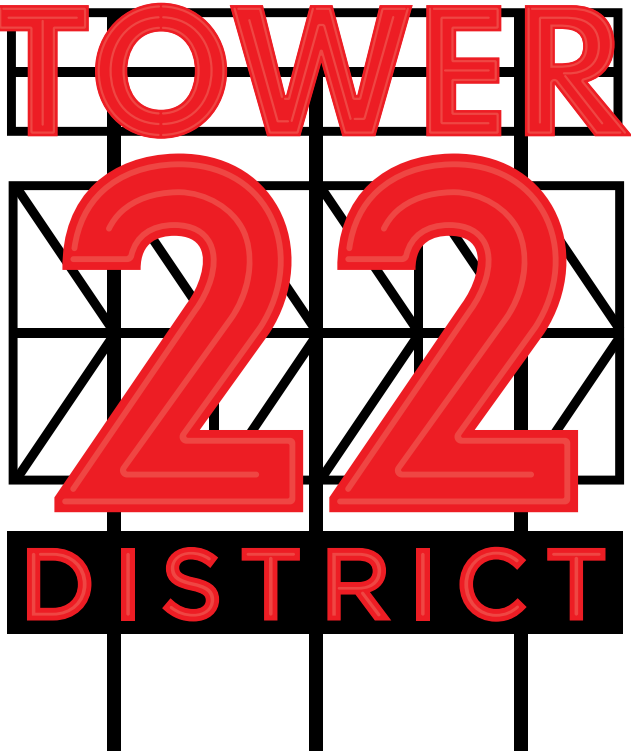
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5 / 17

ORIGINAL STROKEWEIGHT FOR “22”



ROUND 1 - PAINT COLOR



MP
Pepsi Red
Satin



REDUCED STROKE WEIGHT BY 2 INCHES FOR “22”

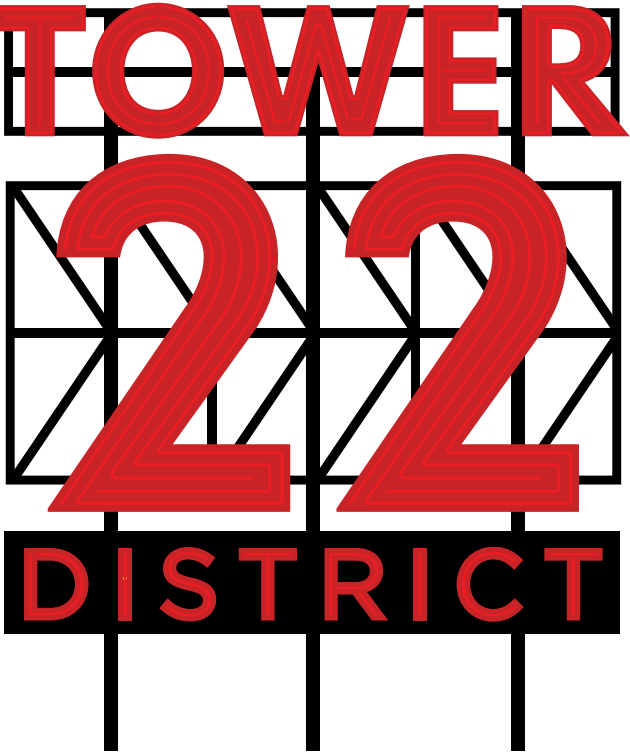


ROUND 2 - SUGGESTED PAINT COLOR



SW7589
Habanero Pepper
Satin





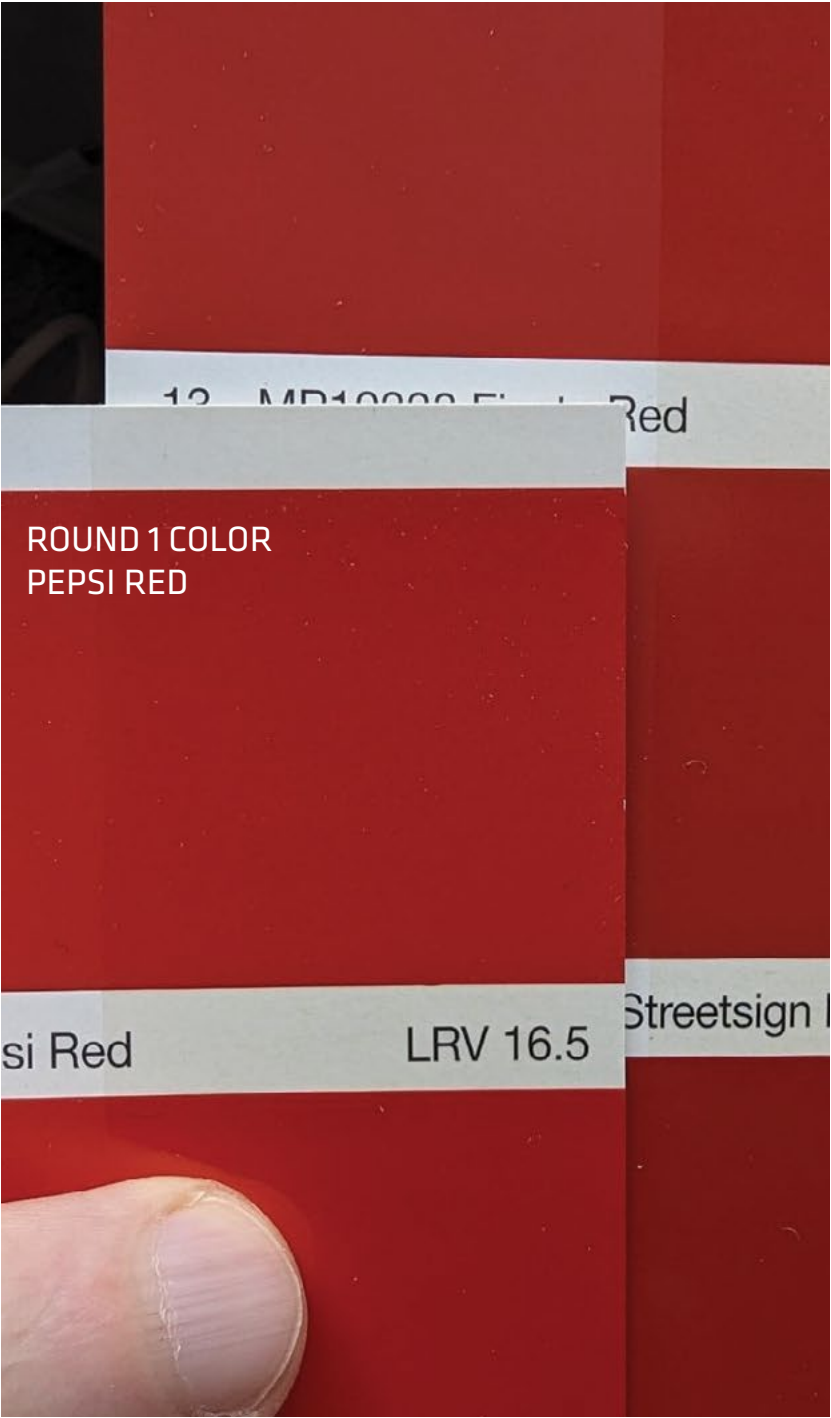
ROUND 2 - RECOMMENDED COLOR CHOICE



MP15025
Prague Streetsign Red
Satin



ROUND 2 COLORWAYS	
11291	Tower 22 District ROUND 2
3901 & 4320 Main St. Dallas, TX	
Date: 06.14.24	
	
	
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ROUND 1 COLOR CHOICE



ROUND 2 - SUGGESTED COLOR "Habanero Pepper"

ROUND 2 - DZO RECOMMENDED COLOR "Prague Streetsign Red"

DIRECTION A Details	
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3901 & 4320 Main St. Dallas, TX	
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 TOWER 22™ DISTRICT	
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Direction A

DIRECTION A

3901 Roof Sign

11291

Tower 22 District
ROUND 2

3901 & 4320 Main St.

Dallas, TX

Date: 06.14.24

TOWER 22™
DISTRICT

Paint Colors

Sign mfr. to match PMS colors with the Mathews Paint System

P1

MP15025
Prague Streetsign Red
Satin

P2

MP 31846
Onyx
Satin

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8 / 17

The image is a 3D architectural rendering of a three-story brick building. The building has a classic industrial aesthetic with multiple windows and a flat roof. A large sign is mounted on the roof, reading "TOWER 22 DISTRICT" in red and black. The rendering includes three views: a perspective view from the top right, a side elevation view, and a front elevation view. Dimensions are provided: 30' 0" height and 85' 0" width. A scale of NTS (Not To Scale) is indicated. The building is shown with a person standing near the entrance for scale.

DIRECTION A

4320 Roof Sign

11291

Tower 22 District
ROUND 2

3901 & 4320 Main St.

Dallas, TX

Date: 06.14.24

TOWER 22™
DISTRICT

Paint Colors

Sign mfr. to match PMS colors with the Mathews Paint System

P1

MP15025
Prague Streetsign Red
Satin

P2

MP 31846
Onyx
Satin

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9 / 17

The image is a 3D architectural rendering of a building facade and its roof sign. The main rendering is a perspective view of a long, low building. The left portion of the building has a grey brick wall, while the right portion has a red brick wall. A large, black-framed glass entrance is located at the corner. Above the entrance, a large sign is mounted on the roof. The sign consists of the word 'TOWER' in red, block letters, followed by a large '22' in red, block letters, and the word 'DISTRICT' in red, block letters below it. The sign is mounted on a black metal frame. A person is standing near the entrance for scale. Dimensions are provided: 18' 0" height and 117' 0" width. Below the main rendering are two smaller renderings. The left one shows a side view of the building and sign, and the right one shows a front view of the building and sign. Both smaller renderings include a person for scale.

4320 ROOF SIGN - 3D RENDERING | scale: NTS

DIRECTION A

Roof Sign Details

11291

Tower 22 District
ROUND 2

3901 & 4320 Main St.
Dallas, TX

Date: 06.14.24



Paint Colors

Sign mfr. to match PMS colors with the Mathews Paint System

P1

MP15025
Prague Streetsign Red
Satin

P2

MP 31846
Onyx
Satin



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10 / 17

Face View - Elevation | scale: 3/8" = 1'-0"

Top View | scale: 3/8" = 1'-0"

Side View | scale: 3/8" = 1'-0"

REFERENCE IMAGES | scale: NTS

Freestanding Roof Sign with Open Face Channel Letters

- 8" deep open face channel letters with a 2-3" inset for the exposed triple stroke red LED faux neon lighting. Painted P1 red on all sides.
- 3" and 2" aluminum tube and angle scaffold structure will act as sign backer and wireway. Painted P2 black on all sides. Scaffold specifications will be prepared by a licensed engineer.
- 4" deep aluminum pan will act as mounting surface and wireway for the "District" letters.
- 4" deep open face channel letters with a 2" inset for the single stroke red LED faux neon lighting. Painted P1 red on all sides.
- 5x 6" x 24" sign mounting brackets. Anchors as required. Painted P2 black on all sides.

Notes:
Sign Mfr. to ensure all fasteners are counter sunk and painted to match

Electrical Notes:
A dedicated 120v 20amp circuit to be run within 6 ft of the sign, unless otherwise specified in this document. Electrical is to be provided by client and installed prior to sign installation by a licensed electrician.

Sign Area:
As Shown Here: 137.0 sq. ft.

Maximum Allowed:
15% of Secondary Building Facade|

3901 Main St. 382.5 sq. ft.
4320 Main St 315.9 sq. ft.

REMOTE POWER SUPPLIES
DEDICATED CIRCUIT / J-BOX

MOUNTING BRACKETS & ANCHORS
AS PER ENGINEER'S DRAWING

DIRECTION B

3901 Wall Sign

11291

Tower 22 District
ROUND 2

3901 & 4320 Main St.

Dallas, TX

Date: 06.14.24

TOWER 22™

DISTRICT

Paint Colors

Sign mfr. to match PMS colors with the Mathews Paint System

P1

MP15025
Prague Streetsign Red
Satin

P2

MP 31846
Onyx
Satin

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13 / 17

3901 WALL SIGN - 3D RENDERING | scale: NTS

DIRECTION B

4320 Wall Sign

11291

Tower 22 District
ROUND 2

3901 & 4320 Main St.

Dallas, TX

Date: 06.14.24



Paint Colors

Sign mfr. to match PMS colors with the Mathews Paint System

P1

MP15025
Prague Streetsign Red
Satin

P2

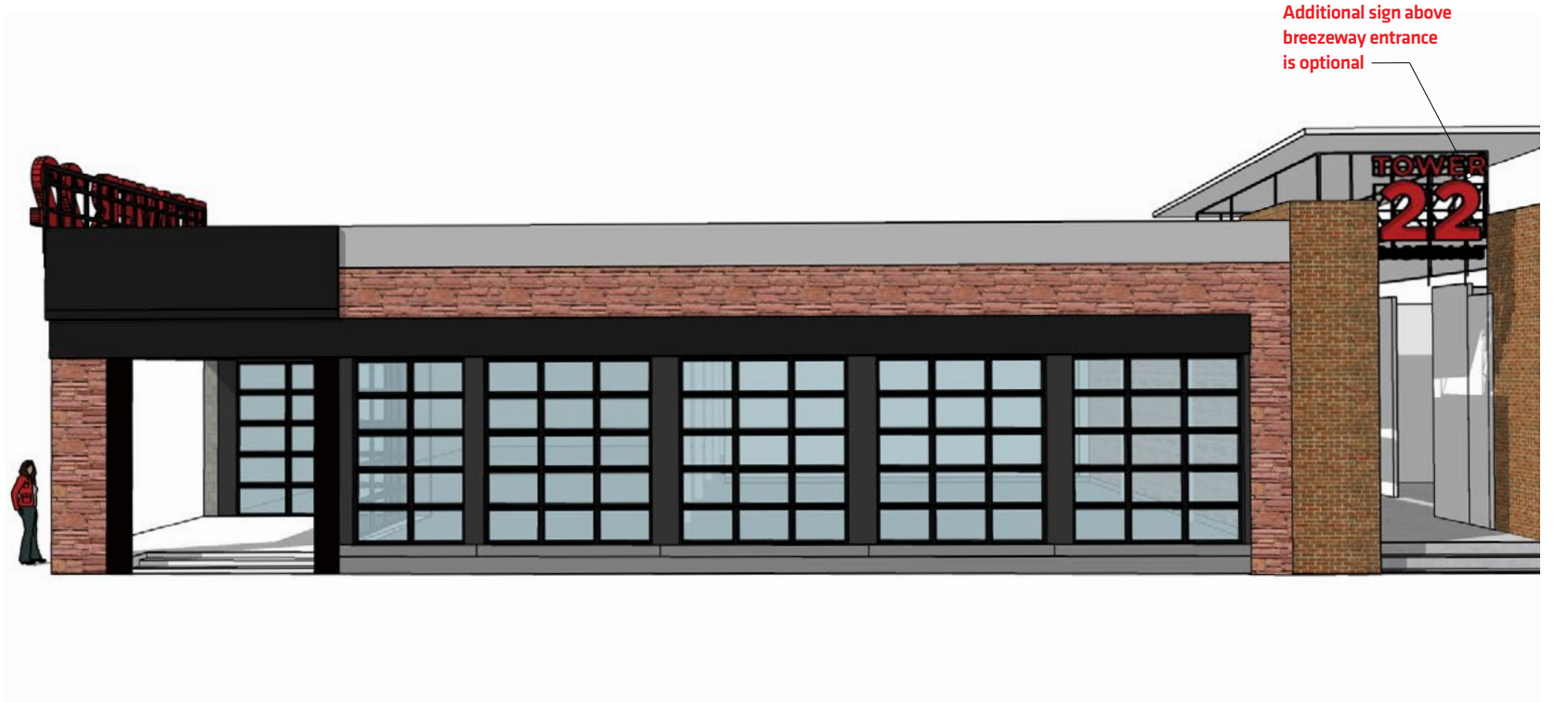
MP 31846
Onyx
Satin

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14 / 17



4320 WALL SIGN - 3D RENDERING | scale: NTS

DIRECTION B

Wall Sign Details

11291

Tower 22 District
ROUND 2

3901 & 4320 Main St.
Dallas, TX

Date: 06.14.24

TOWER 22™

DISTRICT

Paint Colors

Sign mfr. to match PMS colors with the Mathews Paint System

P1

MP15025
Prague Streetsign Red
Satin

P2

MP 31846
Onyx
Satin

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15 / 17

Face View Elevation | scale: 3/8" = 1'-0"

This technical drawing shows the front elevation of the 'TOWER 22 DISTRICT' sign. The letters 'TOWER' and '22' are large, red, 3D block letters. The word 'DISTRICT' is in smaller, red, 3D block letters mounted on a black rectangular base. Dimensions include a total width of 294.00" and 273.500", a height of 43.25" for the letters, and 21.000" for the base. Callouts 1 through 6 point to specific structural and lighting details.

Open Face Channel Letter Wall Sign On Custom Scaffold

- 8" deep open face channel letters with a 2-3" inset for the exposed triple stroke red LED faux neon lighting. Painted P1 red on all sides.
- 3" and 2" aluminum tube and angle scaffold structure will act as sign backer and wireway. Painted P2 black on all sides.
- 4" deep aluminum pan will act as mounting surface and wireway for the "District" letters.
- 4" deep open face channel letters with a 2" inset for the single stroke red LED faux neon lighting. Painted P1 red on all sides.
- 5x 6" x 24" sign mounting brackets. Anchors as required. Painted P2 black on all sides.

Notes:
Sign Mfr. to ensure all fasteners are counter sunk and painted to match

Electrical Notes:
A dedicated 120v 20amp circuit to be run within 6 ft of the sign, unless otherwise specified in this document. Electrical is to be provided by client and installed prior to sign installation by a licensed electrician.

Sign Area:
As Shown Here: 137.6 sq. ft.

Maximum Allowed:
15% of Secondary Building Facade

3901 Main St. 382.5 sq. ft.
4320 Main St 315.9 sq. ft.

Side View | scale: 3/8" = 1'-0"

This technical drawing shows the side profile of the sign. It details the mounting structure, including the sign face, mounting brackets, and wall anchors. Dimensions show a depth of 8.000" for the letters and 48.000" for the main structure. Callouts point to 'REMOTE POWER SUPPLIES DEDICATED CIRCUIT / J-BOX' and 'MOUNTING BRACKETS WALL ANCHORS'.

A close-up photograph of a red neon letter 'D' mounted on a wall. The neon is a bright orange-red color and is housed within a dark, rectangular frame.

A photograph of a red neon sign for 'Lattin' in a stylized, cursive font. The sign is mounted on a building facade and is illuminated.

REFERENCE IMAGES | scale: NTS

DIRECTION B

Wall Sign Lighting

11291

Tower 22 District

ROUND 2

3901 & 4320 Main St.

Dallas, TX

Date: 06.14.24

TOWER 22™

DISTRICT

Paint Colors

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P1

MP15025
Prague Streetsign Red
Satin

P2

MP 31846
Onyx
Satin

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16 / 17

A graphic representation of a wall sign for 'Tower 22 District'. The text 'TOWER 22' is in a large, bold, red sans-serif font. Below it, the word 'DISTRICT' is in a smaller, red sans-serif font, centered within a black rectangular background. The entire sign is overlaid on a black grid pattern that mimics a window or a structural frame.

A graphic representation of the same 'Tower 22 District' sign, but with a dark grey background. The red text 'TOWER 22' and 'DISTRICT' is now rendered as a glowing neon effect, with a bright red outline and a slightly darker red fill. The black grid pattern remains.

Lighting Exhibit | scale: NTS

