i. **Window Signs** shall not interfere with the primary function of windows, that is to enable passersby and public safety personnel to see through windows into Premises and view product displays.

ii. Only the following Window Sign types shall be permitted:

   (a) Vinyl applique letters applied to the window. Appliques shall consist of individual letters or graphics with no visible background.

   (b) Letters painted directly on the window.

   (c) Hanging Signs that hang from the ceiling behind the window.

   (d) Neon Signs.

   (e) Door Signs applied to or hanging inside the glass portion of an entrance doorway.

iii. Window Signs shall not interfere with the primary function of windows, that is to enable passersby and public safety personnel to see through windows into Premises and view product displays.

iv. Window Signs shall be no larger than 25% of the total area of the window onto which they are applied. Sign area shall be measured using smallest rectangle that fully encompasses the entire extent of letters, Logo and background.

v. Window Signs may list services and/or products sold on the Premises, or provide phone numbers, operating hours or other messages, provided that the total aggregate area of these messages not exceed the limit provided above.

vi. Letters on window Signs shall be no taller than 8 inches.