

— Proposal for Advertisement Consent

OST

0 – Campaign Introduction

1 – Arrival

Campaign Introduction

0

Campaign Introduction

Inspired by a recognisable structural element from the viaduct itself, our core campaign visual uses a 'bracket device' to frame a unique collage illustration.

The illustration piece centres around the connection between the urban environment and nature; featuring people, architectural and botanical elements together.

The bracket device can then go on to be used for other Castlefield Viaduct touchpoints.





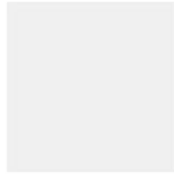
Castlefield
Viaduct



Colour Palette

As part of the campaign visuals, we've developed a engaging colour palette that inspired by the local surroundings. Drawing on references from the local architecture and railway heritage, this palette will bring an energy and identity to the Castlefield Viaduct communications whilst tying in to the local area.

The colour palette for the campaign is formed by a combination of tones from the National Trust brand palette alongside a bright teal colour.



Pantone 7541



Pantone 425



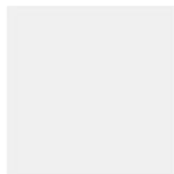
Pantone 2768



Pantone 1788



C72 M0 Y37 K0



Pantone 7541



Pantone 425



Pantone 2768



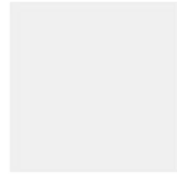
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Three 'neutral' tones are selected from the National Trust palette. A dark grey reflects the grey brick of the viaduct itself, whilst the lighter off white reflects the sky. The addition of a rich dark blue creates a strong neutral base for the colour palette.



Pantone 7541



Pantone 425



Pantone 2768



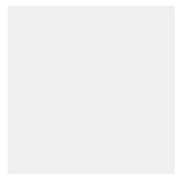
Pantone 1788

A rust red is chosen from the National Trust Colour Palette as a nod to the local architecture— reflecting the cheshire red brick, corten steel and the stairwell structure adjacent to the viaduct itself.



C72 M0 Y37 K0





Pantone 7541



Pantone 425



Pantone 2768



Pantone 1788

The addition of a bright teal creates a vibrant contrast to the rust red and also references the stairwell adjacent to the viaduct, as well as the historical Manchester Tram liveries.



C72 M0 Y37 K0



Core Illustrations

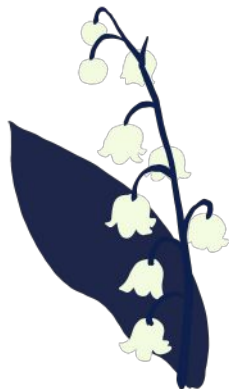
As part of the campaign visuals, we have worked with an illustrator who specialises in celebrating connections between nature and biodiversity in urban environments. These collage style illustrations include a variety of elements that capture structural forms of the local architecture alongside the botanical planting that will feature on the viaduct.



Ferns



Lily of the valley



Sorbus



Salvia



Cotton Grass



Hellebore



People





Campaign Applications

As part of the campaign there are five stages of application; Approach, Arrival, Engagement, Dialogue & Legacy. In this document we will highlight the key elements that require review for planning.

The applications of this campaign fall into the following five categories (in this planning approval document we have included outlines of the items highlighted below):

APPROACH

Tram stop entrance
Finger post signage
Chalk spray paint stencils
Taxi Drive briefing
Pop up orientation stand

ARRIVAL

External lift dressing
Access gate – arrival
Access gate – departure
Lit stairwell sign
Signs on planters
A5 leaflet
Stairwell dressing

ENGAGEMENT

Graffiti cover-up
Info panels
Welcome block (vinyl wrap)
Toilet block (vinyl wrap)
Toilet block (inside panels)
Graphics on green wall
Nested low level panels
Stencils for planters
Water container poster signs
Stickers (event space window)
Stickers (green curtain mirror)
Style guide (partner plots)

DIALOGUE

Digital space/forum
Feedback recording (organic)
Feedback (noticeboard)

LEGACY

Soundscape 1: online archive
Soundscape 2: install
Soundscape 3: cabinetry
Soundscape 3: Vinyl release

Arrival

1

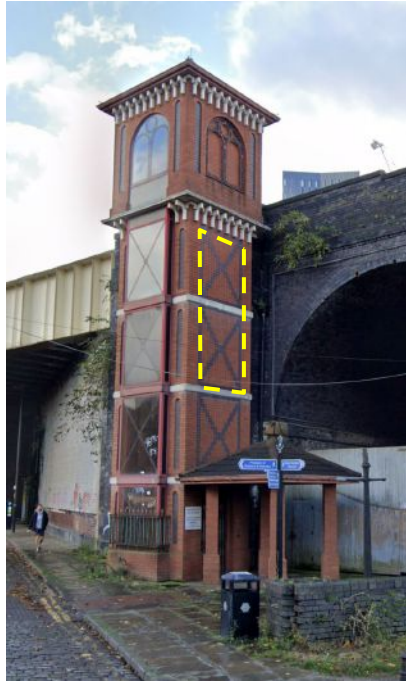
External lift dressing

External lift dressing – Location

2x banner prints hung
either side of lift shaft



External lift dressing – Location



View from Duke Place approach



View from Beaufort St. approach

External lift dressing — Specification

Digital print Eco Banners

Anti-graffiti finish

Screw fit to wall sections

1 of 2x5m

1 of 2x7m



Elevation of Beaufort St. approach



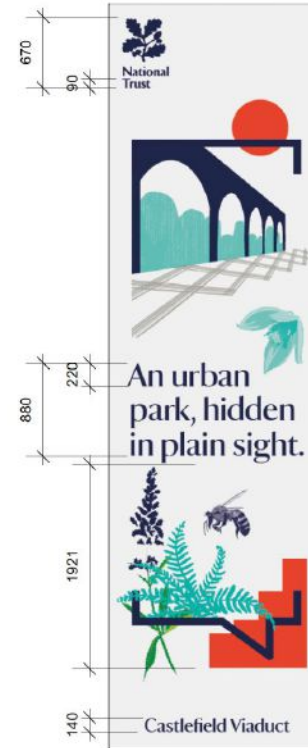
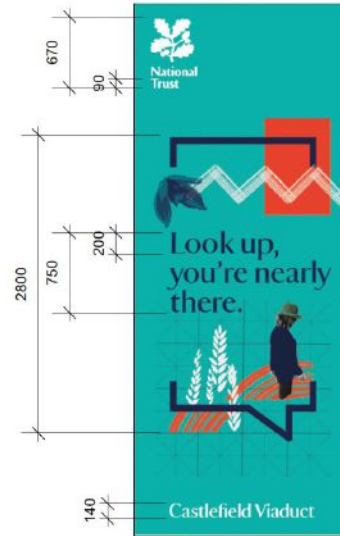
Elevation Duke Place approach

External lift dressing
— Design



External lift dressing — Design

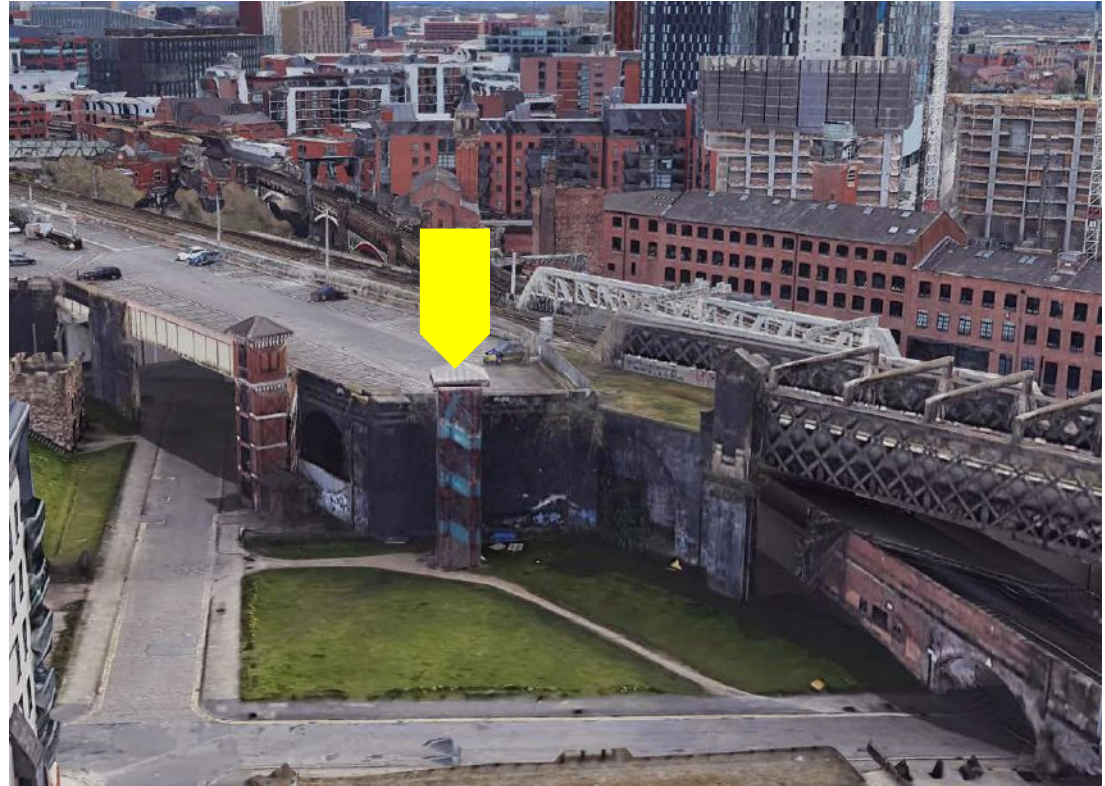
Approximate text heights & graphic shape sizes



Lit stairwell sign

Lit stairwell sign – Location

Light box signage at top of stairway



Lit stairwell sign — Specification

1 of acrylic light box

Situated within existing overhead girder

1000x150x300 (l x w x h)

Vinyl graphic lettering

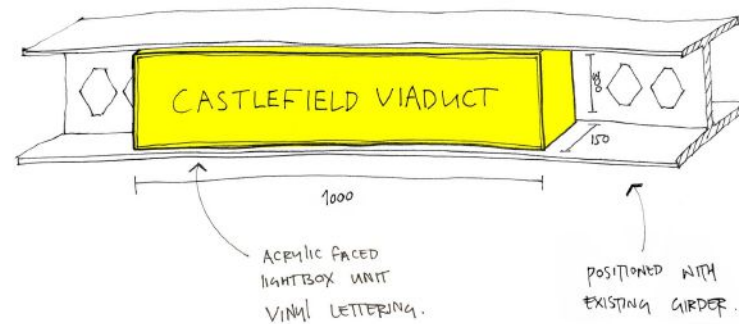
3m from ground level



Lit stairwell sign — Specification

5000K Cool white LED lighting system

The intensity of illumination of the advertisement display shall be restricted to 75 candelas per square meter during night time hours



Lit stairwell sign
— Design



Lit stairwell sign
– Text

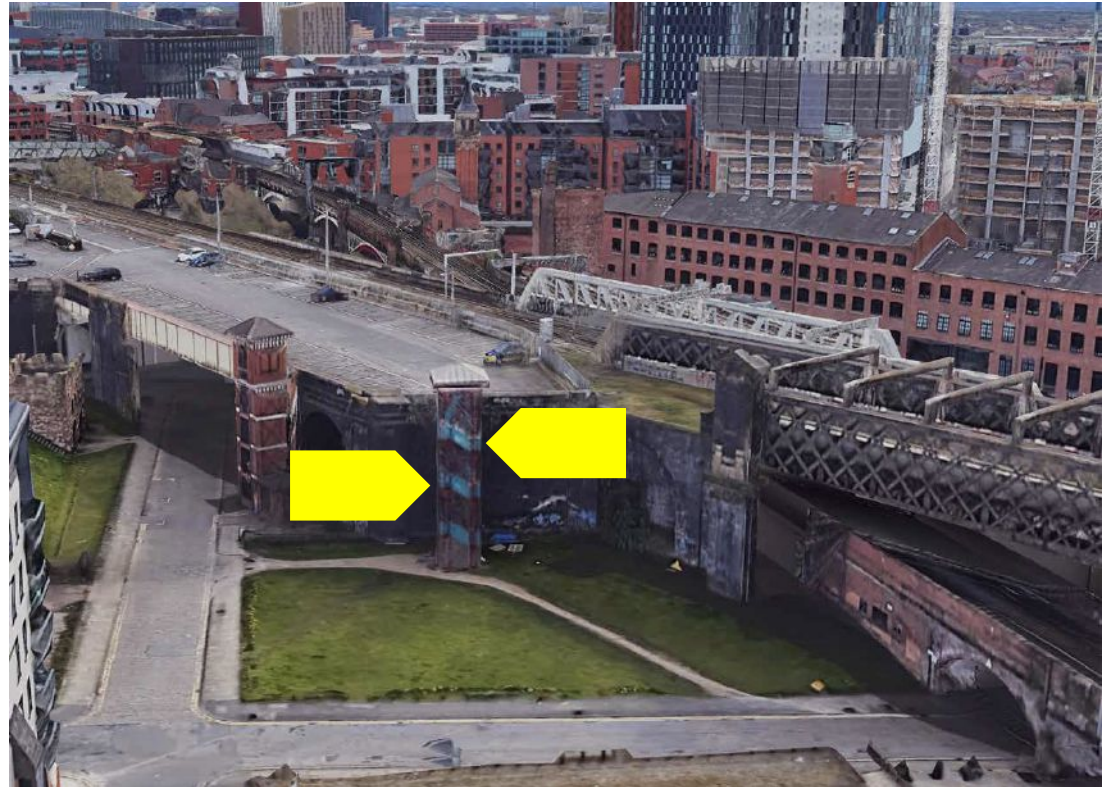
Approximate text height



Stairwell dressing

Stairwell dressing – Location

Graphic panels situated within staircase



Stairwell dressing — Specification

6 of 800x800 graphic panels

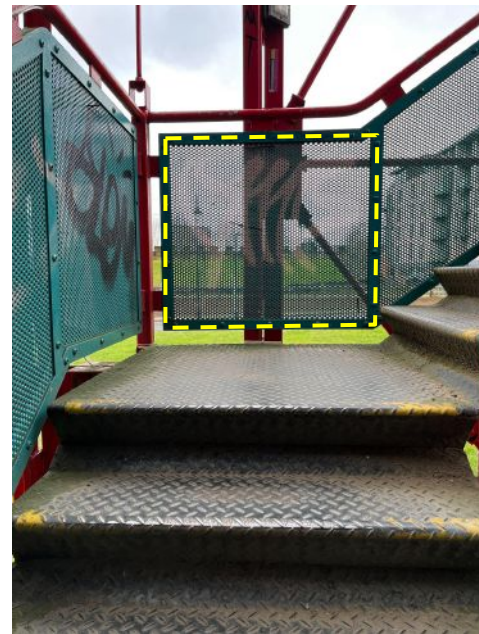
Fixed to internal face of stairwell at landings

Temporary fix with steel clips to stair structure

Located at random throughout the staircase

Eco Exfoam Smart panels

(recycled, recyclable, pvc-free polypropylene)



Stairwell dressing — Specification

- 1 - 1m from ground level
- 2 - 2.5m from ground level
- 3 - 3.5m from ground level
- 4 - 6.5m from ground level
- 5 - 8m from ground level
- 6 - 9m from ground level



Visual

Stairwell dressing — Design



Stairwell dressing — Design

Approximate text heights & graphic shape sizes



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THANKS