

Castlefield Viaduct *Approach*
— Proposal for Advertisement Consent

March 2022

OST

0 – Campaign Introduction

1 – Approach

Campaign Introduction

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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.





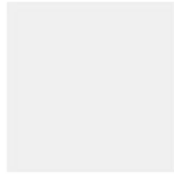
Castlefield
Viaduct



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



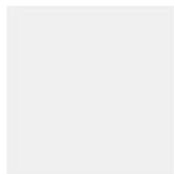
Pantone 2768



Pantone 1788



C72 M0 Y37 K0



Pantone 7541



Pantone 425



Pantone 2768



Pantone 1788

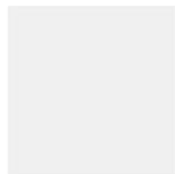


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Three 'neutral' tones are selected from the National Trust palette. A dark grey reflects the grey brick of the viaduct itself, whilst the lighter off white reflects the sky. The addition of a rich dark blue creates a strong neutral base for the colour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

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.



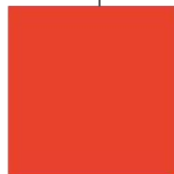
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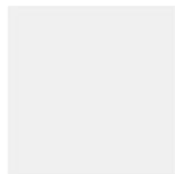
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C72 M0 Y37 K0



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Pantone 425



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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

Items for Advertisement Consent

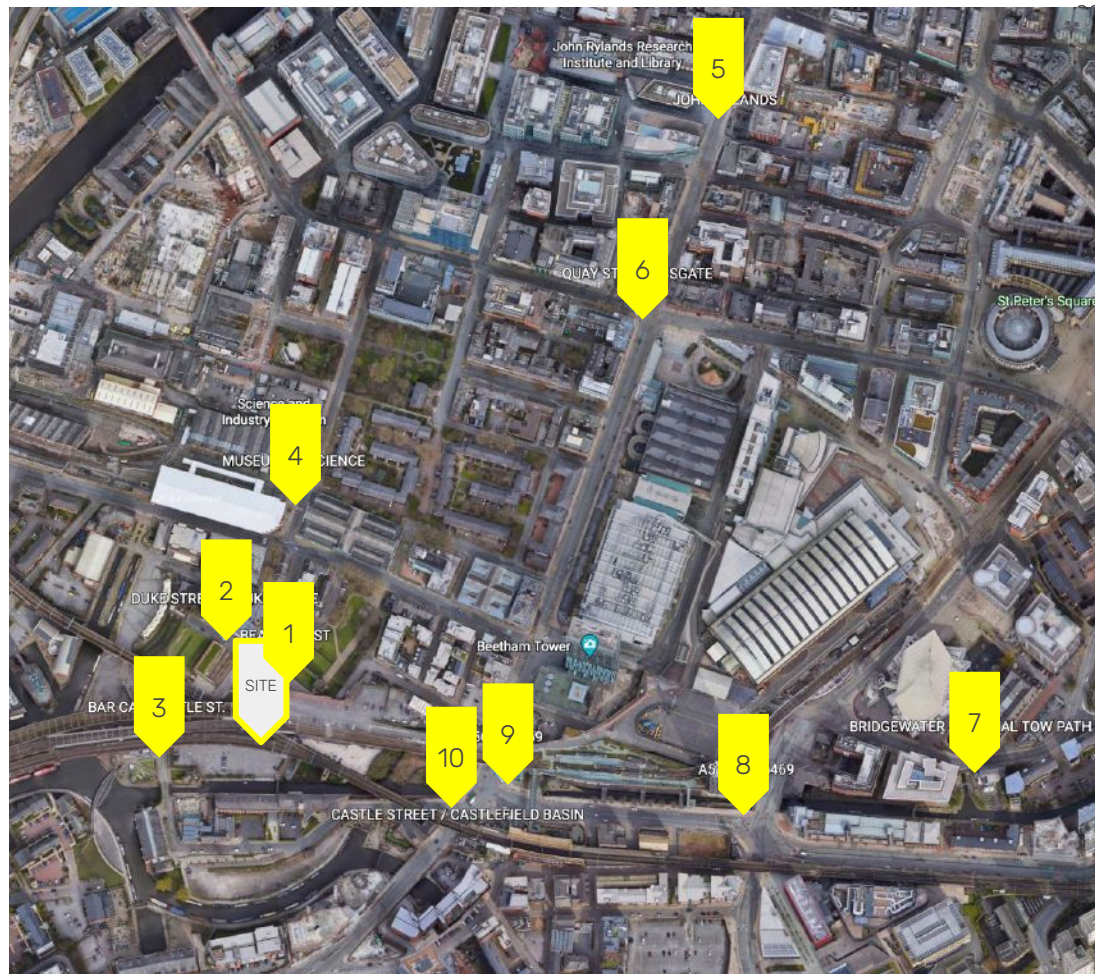
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Fingerpost signage

Fingerpost Signage – Locations

Directional signage leading to viaduct entrance
from points of arrival around the site.

- 1 - Beaufort street (bottom of the elevator)
- 2 - Corner of duke street and duke place
- 3 - Castle street near Bar Ca
- 4 - Deansgate, across from the Museum of Science and Industry
- 5 - Deansgate, outside John Rylands
- 6 - Deansgate, corner of Quay Street
- 7 - Great bridgewater street, pointing to canal tow path
- 8 - Corner of A5103 and B6469
- 9 - Corner of A56 and B6469
- 10 - Castle street near Castlefield Basin



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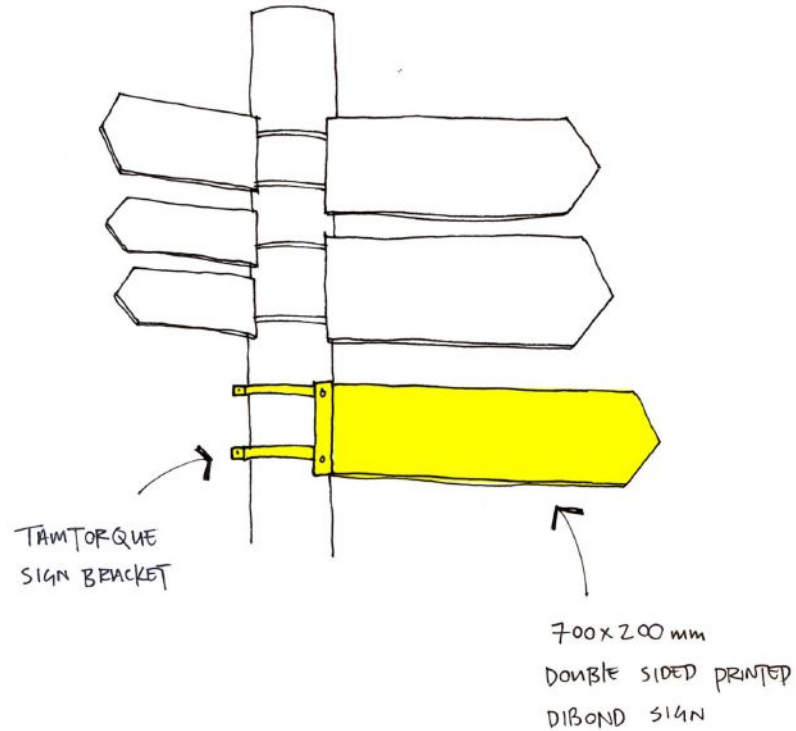
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Fingerpost Signage – Specification

700x200mm double sided print dibond panel

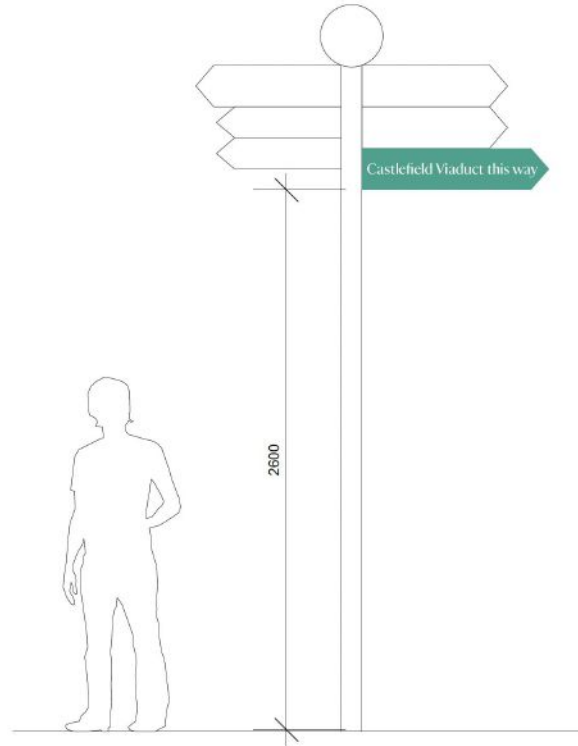
Temporary fixing to lampposts using standard
tamtorque collar brackets



Fingerpost Signage – Specification

700x200mm double sided print dibond panel

Temporary fixing to lamposts using standard tamtorque collar brackets



Fingerpost Signage
— Design



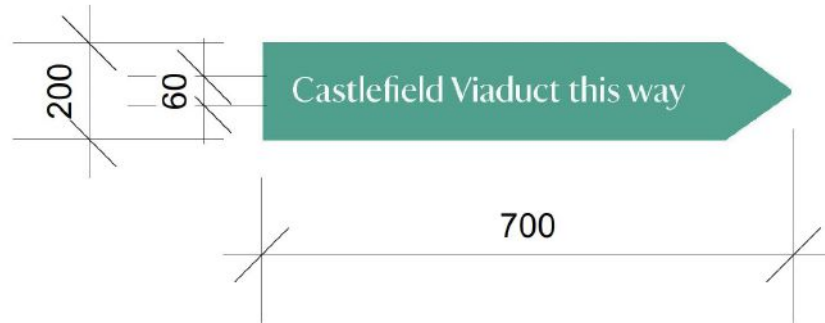
Castlefield Viaduct this way

Look up, you're nearly there

Castlefield Viaduct this way

Fingerpost Signage – Design

Approximate text heights & graphic shape size



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THANKS