

OST

0 – Campaign Introduction

1 – Engagement

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.





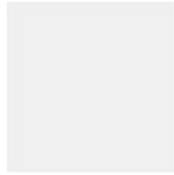
Castlefield
Viaduct



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



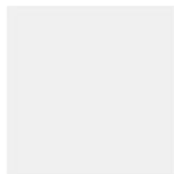
Pantone 2768



Pantone 1788



C72 M0 Y37 K0



Pantone 7541



Pantone 425



Pantone 2768



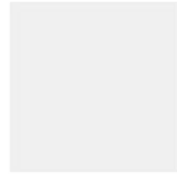
Pantone 1788



C72 M0 Y37 K0



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



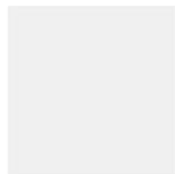
Pantone 1788

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

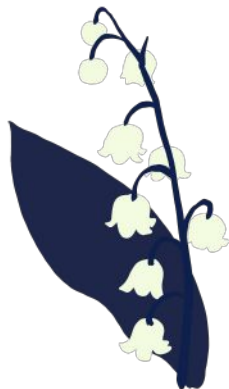
As part of the campaign visuals, we have worked with an illustrator who specialises in celebrating connections between nature and biodiversity in urban environments. These collage style illustrations include a variety of elements that capture structural forms of the local architecture alongside the botanical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

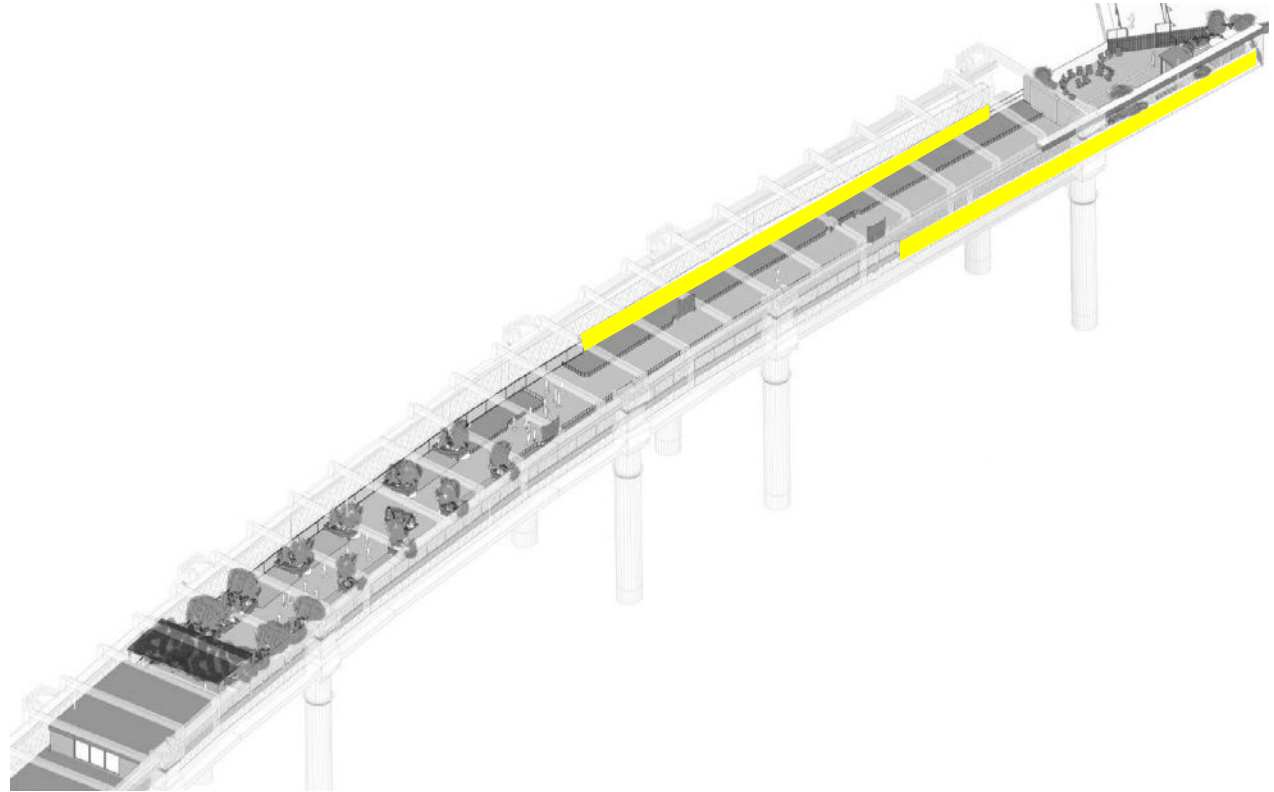
Engagement

1

Graffiti cover up

Graffiti cover up – Location

Graphic display masking existing graffiti along
steel guard rails on each side of viaduct



Graffiti cover up — Specification

2 of 41x1.8m graphic panels to
conceal existing graffiti



Graffiti cover up — Specification

Semi-permanent printed brick vinyl*
Applied directly to existing steel panels



Situated on viaduct - 12m above ground level

*Brick vinyl is the recommended solution to applying vinyl across the steel structure given the mixed detail surface area (bolts, edges, seams). Please note that brick vinyl becomes more permanent the longer it is in situ. The use of heat for removal will aid in preserving the existing graffiti.

Graffiti cover up — Design



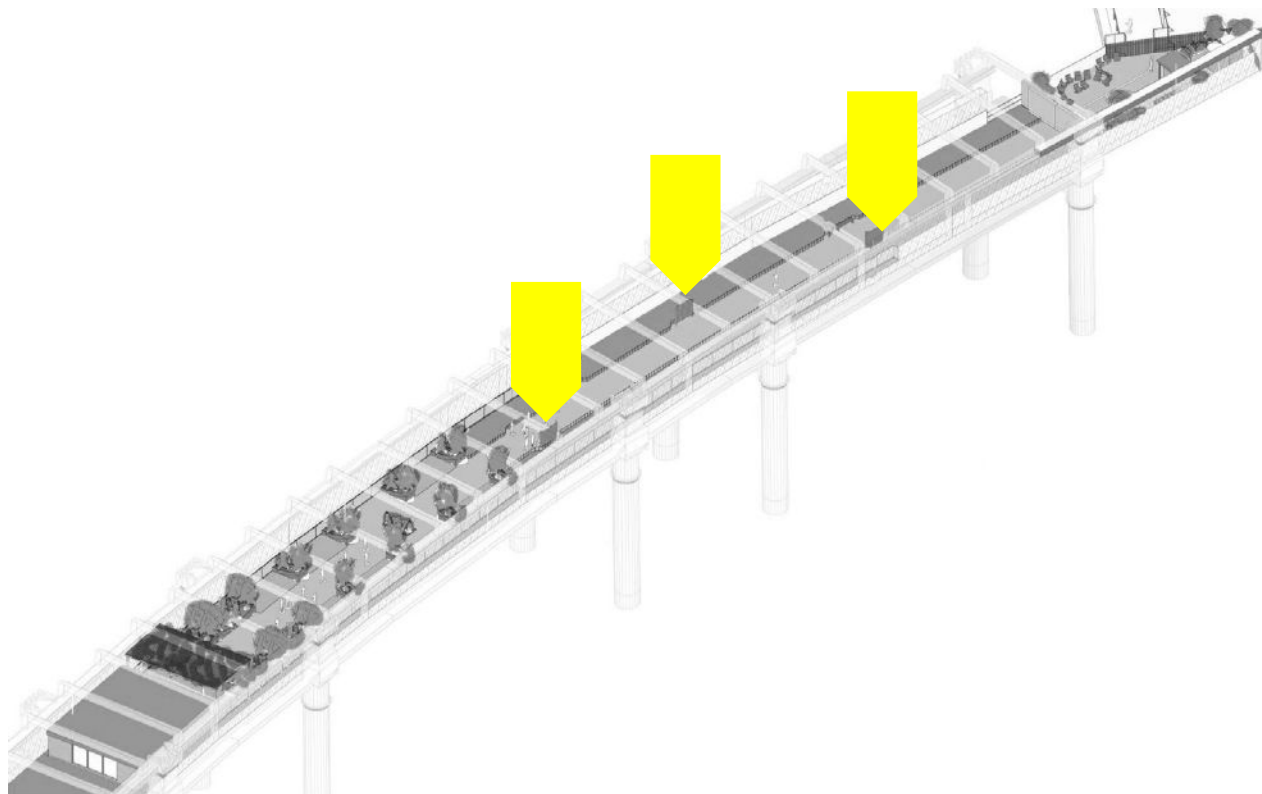
Graffiti cover up – Design



Info/Interpretation panels

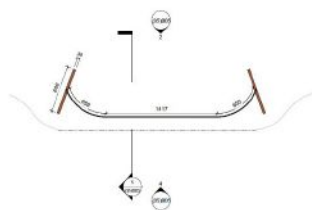
Info/Interpretation panels – Location

Interpretation panels situated along viaduct
walkway

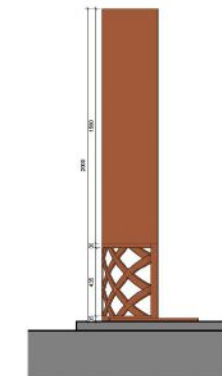


Info/Interpretation panels – Specification

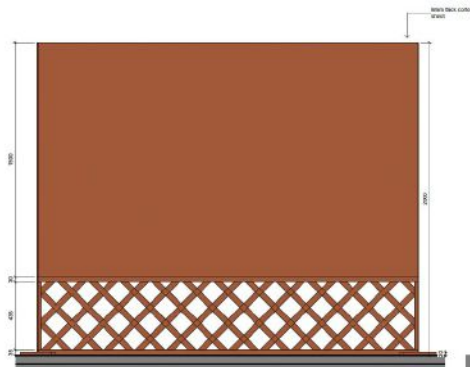
Please note: design and material specification by architect. This design has been shared with Planning previously.



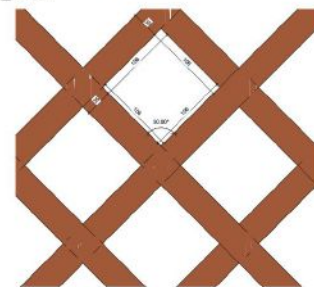
1 (95) Display Board - Plan
1 : 20



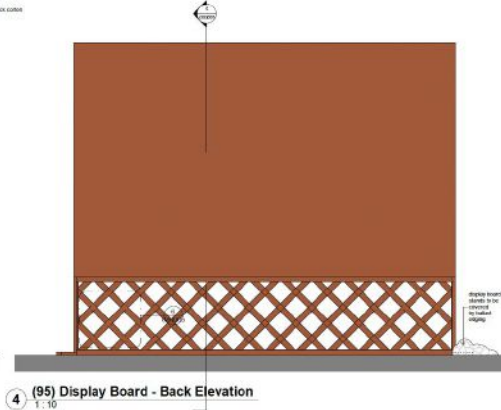
5 (95) Display Board - Section
1 : 10



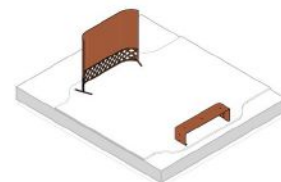
2 (95) Display Board - Front Elevation
1 : 10



6 (95) Display Board - Lattice Structure
1 : 2



4 (95) Display Board - Back Elevation
1 : 10

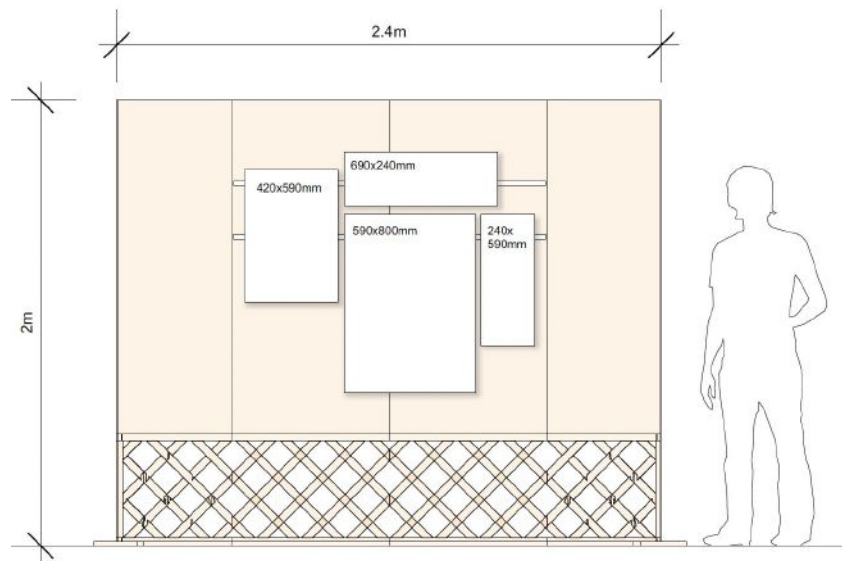


3 (95) Display Board 3D View

Info/Interpretation panels – Specification

3x freestanding interpretation panels situated
along viaduct walkway

Corten with trellis detail to base



Situated on viaduct - 12m above ground level

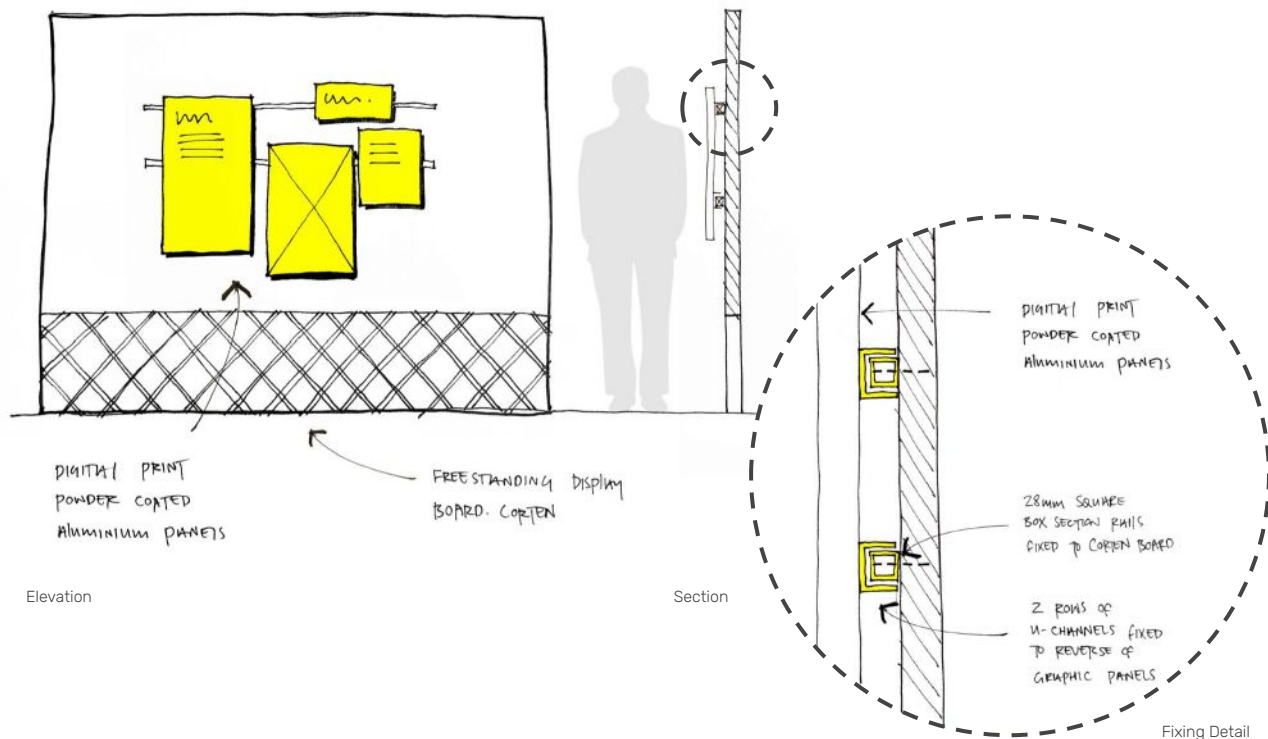


Info/Interpretation panels – Specification

Various size graphic panels fixed to freestanding corten interpretation screen

Graphic panels produced from digital print aluminium with 2x rows of u-channels fixed to reverse for mounting.

Bolt fixing through u-channels & square extrusion hanging method to secure panels



Info/Interpretation panels — Design



Info/Interpretation panels — Design

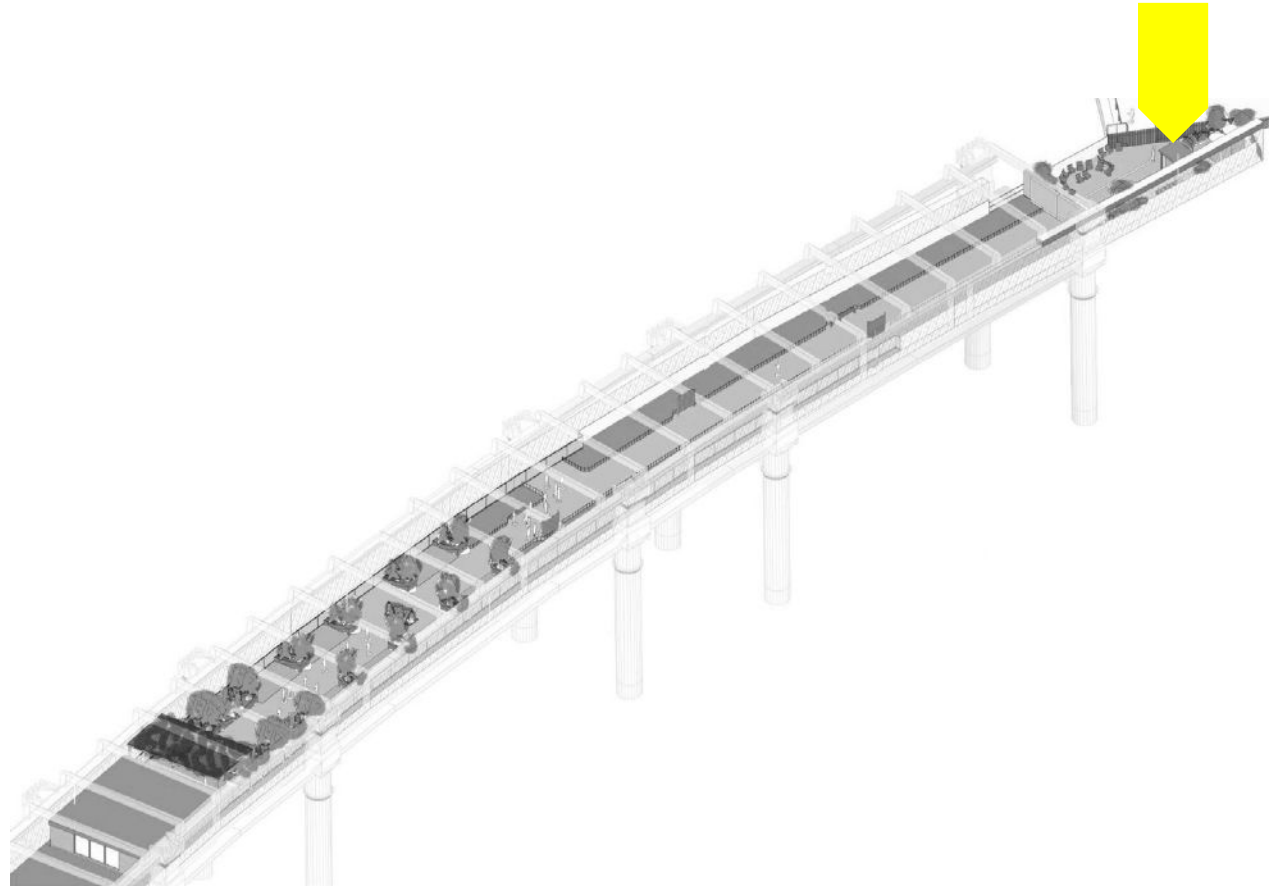
Approximate text heights & graphic shape sizes



Welcome kiosk (vinyl wrap)

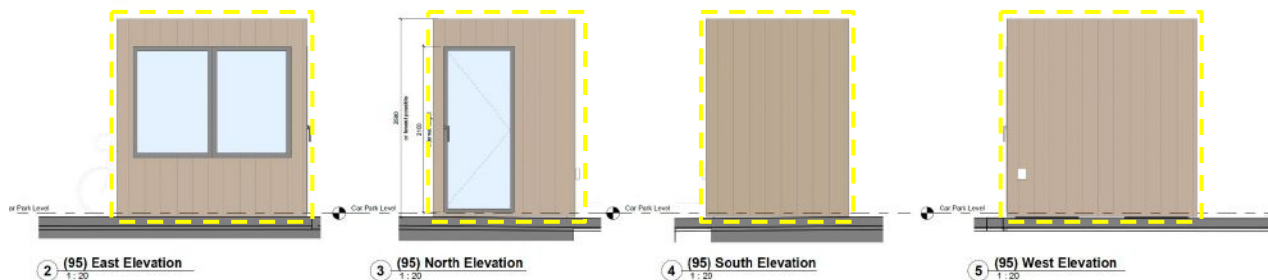
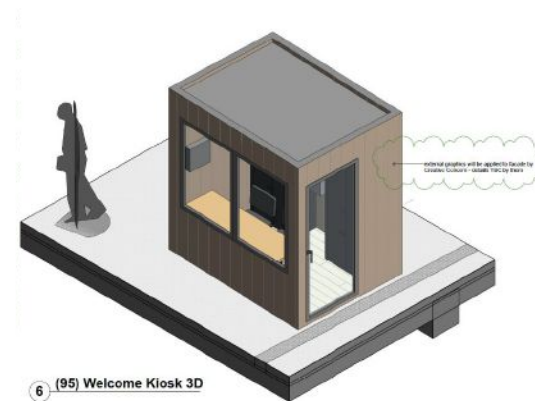
Welcome kiosk (vinyl wrap) – Location

Vinyl wrap applied to external walls



Welcome kiosk (vinyl wrap) – Specification

Please note: design and material specification of kiosk by architect. This design has been shared with Planning previously.



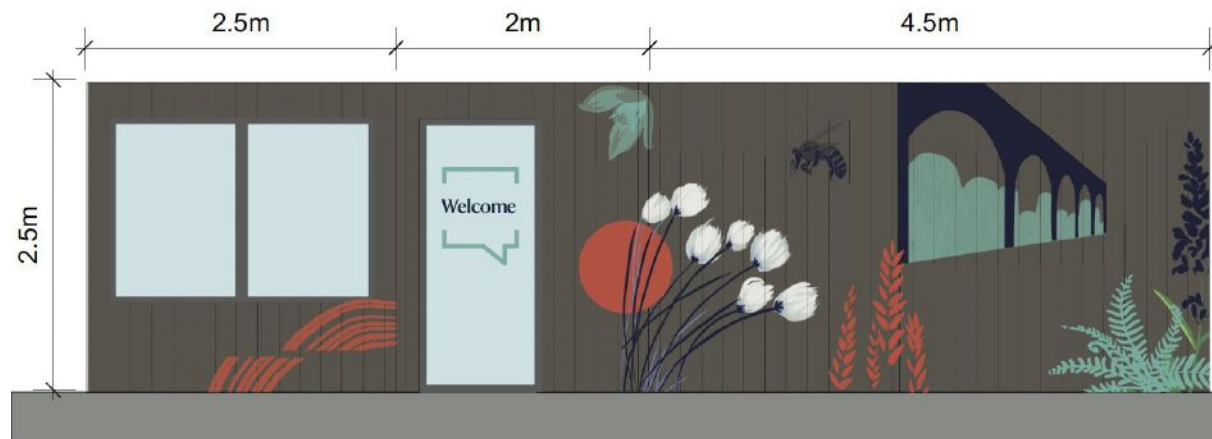
Welcome kiosk (vinyl wrap) — Specification

Digital print high tack conformable vinyl

Matt laminate

Applied to 4 sides of kiosk

Small vinyl details to glazed area



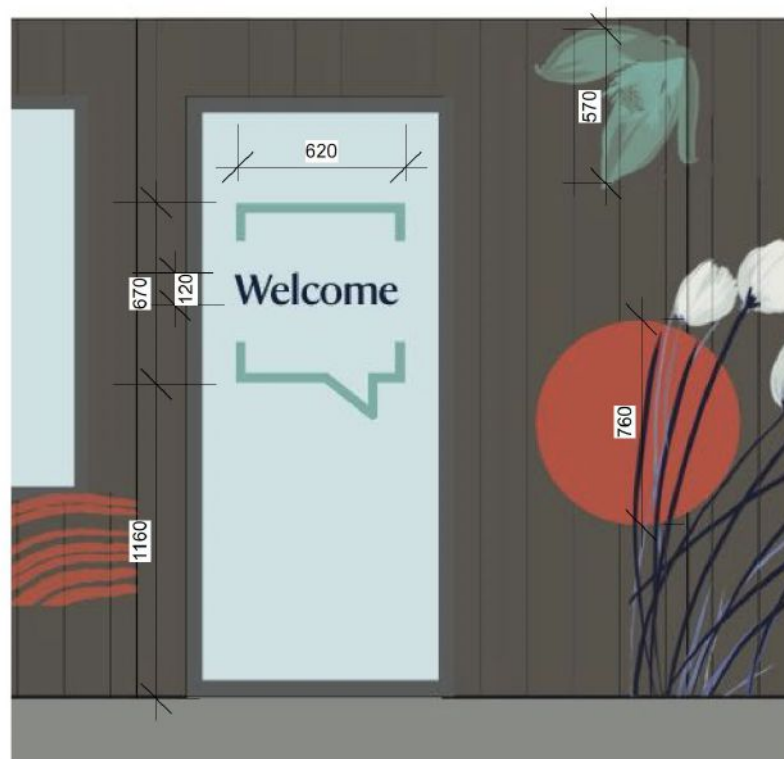
Situated on viaduct - 12m above ground level

Welcome kiosk (cut out vinyl wrap)
— Design



Welcome kiosk (cut out vinyl wrap) — Design

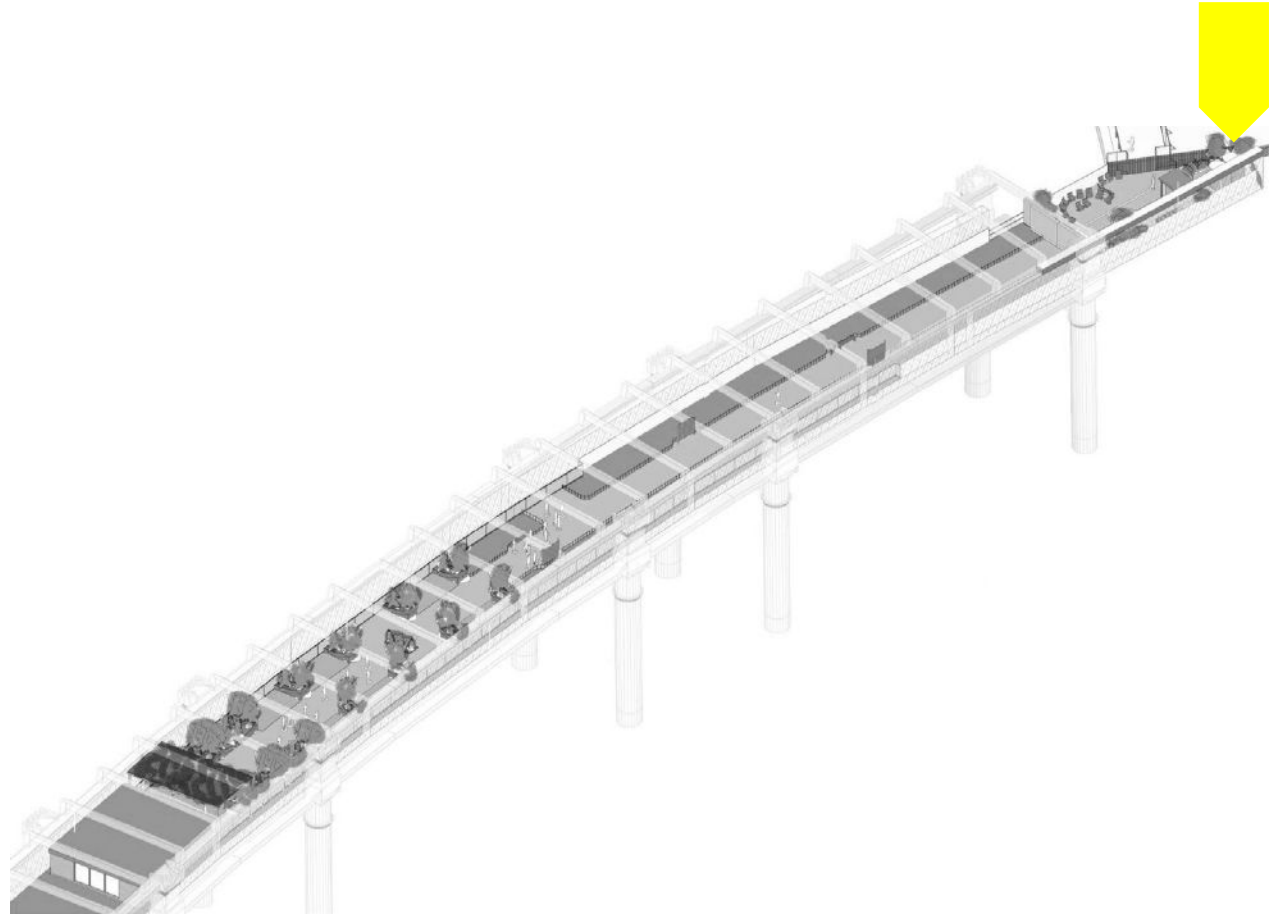
Approximate text heights & graphic shape sizes



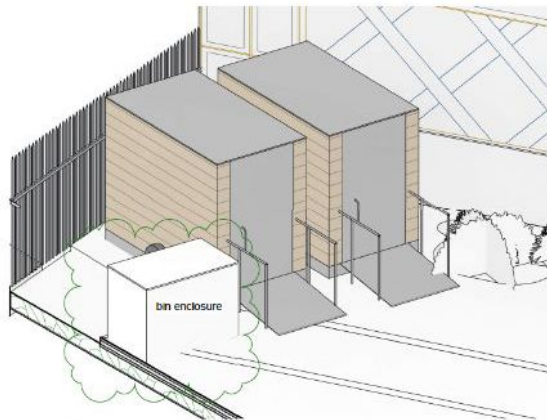
Toilet block (vinyl wrap)

Toilet block (vinyl wrap) – Location

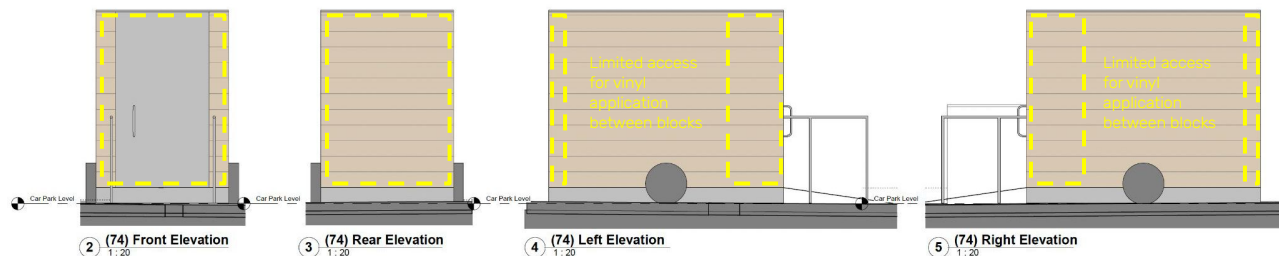
Vinyl wrap applied to external walls



Toilet block (vinyl wrap) – Specification



Please note: design and material specification of kiosk by architect. This design has been shared with Planning previously.

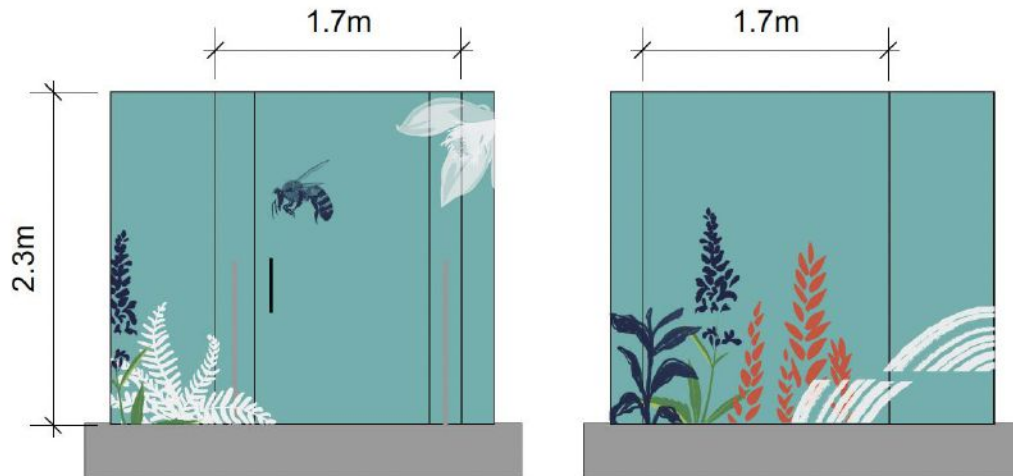


Toilet block (vinyl wrap) – Specification

Digital print high tack conformable vinyl

Matt laminate

Applied to 3 sides of toilet blocks – limited application in narrow gap between blocks



Situated on viaduct - 12m above ground level

Toilet block (vinyl wrap)
— Design



Front Aspect Wrap



Rear Aspect Wrap

Toilet block (vinyl wrap) — Design

Approximate graphic shape sizes



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THANKS