

Brand Overview

Logo

Linear:



Stacked:



Stacked Inverted:



Linear Inverted:



Linear (Fascia & Letters by exception):



Clear Space

Linear:



Stacked:



Linear (Fascia & Letters by exception):



Typeface

Primary:

RN House Sans	
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Regular*	abcdefghijklmnopqrstuvwxyz 1234567890
Bold	.,:;'"?!#~£\$€&%@()[]{}<>^_ -_=+÷/*

*Shown in example.

Language

Specification:

BSK: Bespoke
CA1: Critical Action point 1
CSK: Countersunk
C/W: Complete with
DTM: Direct to media
LAM: Laminate
N/A: Not applicable
SUP: Superseded
TBC: (missing info) to be confirmed
TBD: (yet) to be determined

Measurements:

CL: Centerline
EQ: Equal
FFL: Finished floor level
NOM: Nominal
O/A: Overall
R00mm: Radius
TOL: Tolerance
±00mm: Tolerance range
~00mm: Approximate
Ø00mm: Diameter
(+00mm AR): All-round bleed amount
(+00mm L,R,T,B): Bleed edge amount
00°: Degree
00cd/m²: Candela per square metre
00lm: Lumens
00K: Colour temperature (kelvin)

Colour Palette

Primary:

Regal Purple	Champion Purple
Pantone: 2627 C	Pantone: 7678 C
CMYK: 75/100/0/50	CMYK: 80/98/8/0
HEX: #3C1053	HEX: #5A287D

Bright Red

Pantone: 199 C
CMYK: 0/100/80/0
HEX: #E90000

Dark Red

Pantone: 200 C
CMYK: 10/100/80/10
HEX: #C20000

White

Pantone: White C	RAL: 9016 Traffic White (satin)
CMYK: 0/0/0/0	Vinyl: 3M 100-20 White (opaque)
RGB: 255/255/255	#: FFFFFFFF

Surfaces:

S/S: Single Sided
D/S: Double Sided
T/S: Tri Sided
FA: Face applied (first surface)
RA: Reverse applied (second surface)
←👁: Viewing angle

Colour:

PMS: Pantone matching system
RAL: RAL colour system (UK paint)
MP: Matthew's Paint (US paint)

Sign ID:

E.01: External item 1
I.01: Internal item 1
I.GF.01: Internal (with floor indicator)
X.01: Out of Scope item 1
FL.FIL.WHT.X: Product/Illumination/Colour/Size

External Signs

Available Versions:

Face Illuminated (with halo illuminated button)
Halo Illuminated (with face illuminated chevron)
Non-illuminated

Brand Comparison - Option B - New Brand Refit

This option shows the full replacement of the fascia with new button logo and wordmark.

Primary Deployment: Face illuminated button with White halo (creating slight purple wash).

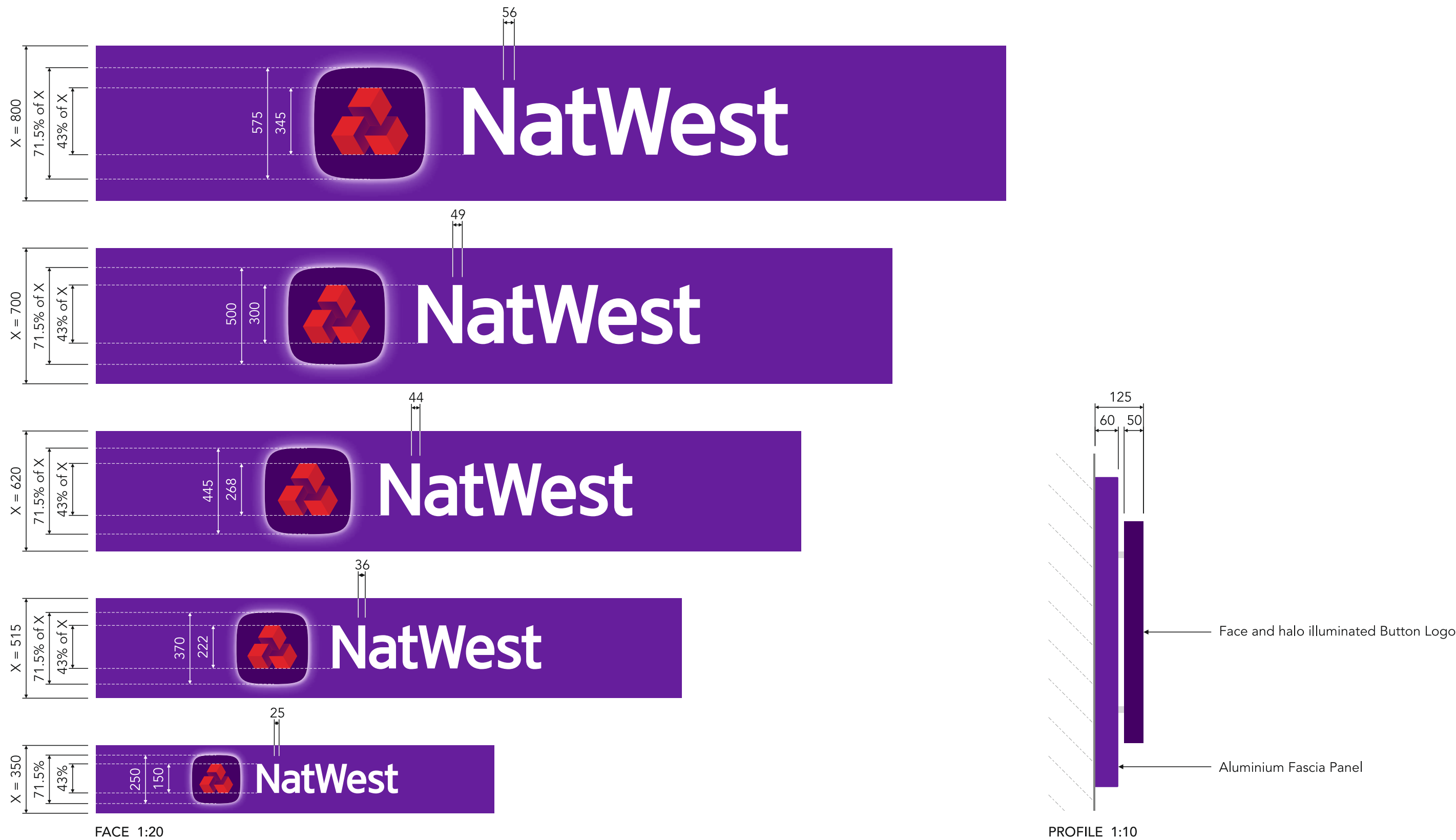
Sizing: Button is 71.5% of the fascia height / Chevron and Wordmark are 43% of the fascia height.



External Signs

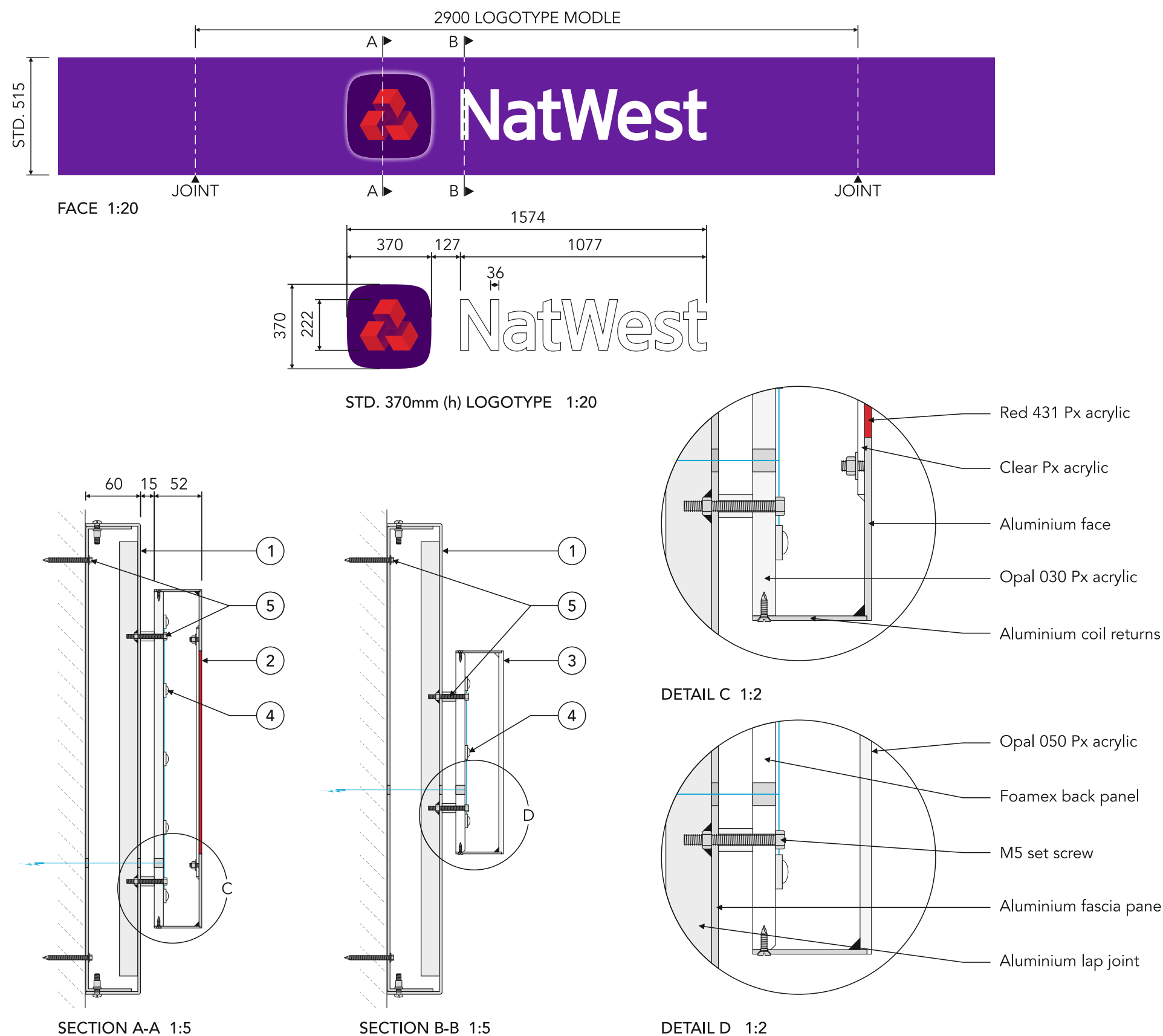
Option B - New Brand Refit - Fascia Sign - Face Illuminated Logotype

Complete replacement. Some reuse of back trays/supports may be possible subject to site by site assessment.



External Signs

Option B - New Brand Refit - Fascia Sign - Detail based on R&D samples

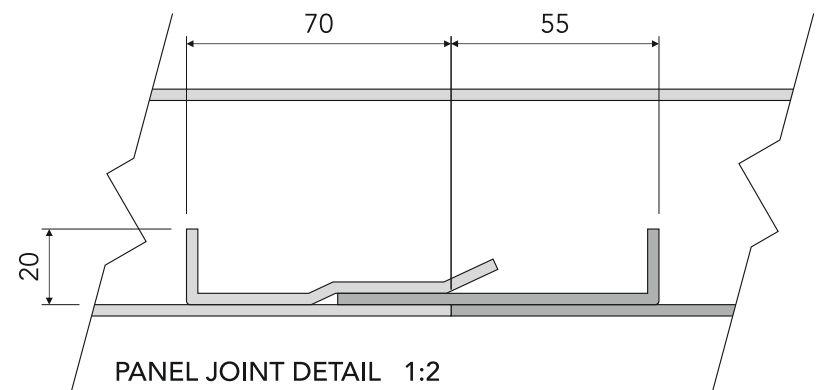


Specification

- 1 **FASCIA PANEL** from 3mm folded aluminium to a depth of 60mm c/w full back tray, all finished NW Champion Purple externally. Face panel located over back tray and secured using M5 dome head screws and rivnuts.
- 2 **BUTTON LOGO** from 3mm aluminium face c/w 2mm thick 50mm deep machine formed aluminium coil returns to an o/a depth of 52mm, all finished NW Regal Purple externally and Traffic White internally. Face to be fret cut out with flush inlaid 3mm Red 431 Px acrylic chevron bonded to 3mm clear acrylic carrier c/w digitally printed chevron detail on white translucent vinyl and matt LAM finish. Backs from 10mm Opal 030 Px acrylic to allow halo illumination, all stood off on 15mm Opal locators.
- 3 **LETTERS** from 5mm Opal 050 Px acrylic face c/w 1.2mm thick 50mm deep machine formed aluminium coil returns to an o/a depth of 52mm, all finished NW Regal Purple externally and Traffic White internally. Faces c/w router cut top-hat profile to be glued into returns. Backs from 10mm white Foamex with 2mm chamfered front edge, all stood off on 15mm Opal locators.
- 4 **ILLUMINATION** via white LEDs mounted to internal face of the back panel to face illuminate chevron, halo illuminate BUTTON LOGO shape and face illuminate LETTERS.
- 5 **FIXING METHOD** to be wall mounted over full aluminium back tray using suitable fixings and wall plugs for site specific fixing grounds. BUTTON LOGO and LETTERS mounted on fascia using M5 set screws through backs, Opal locators and FASCIA PANEL face. Additional holes for cable entry and drainage required.

NOTES:

- The shopfront fascia panel is made up of a series of standard modules including 2900mm (w) logotype panels, 2900mm (w) blank panels, 450mm (w) corner panels and blank end panels. Joints are connected using aluminium lap joints throughout.
- Exact LED layout and module amount (TBD subject to Pearce Signs R&D).
- For further details see latest External POP Signage Guide.

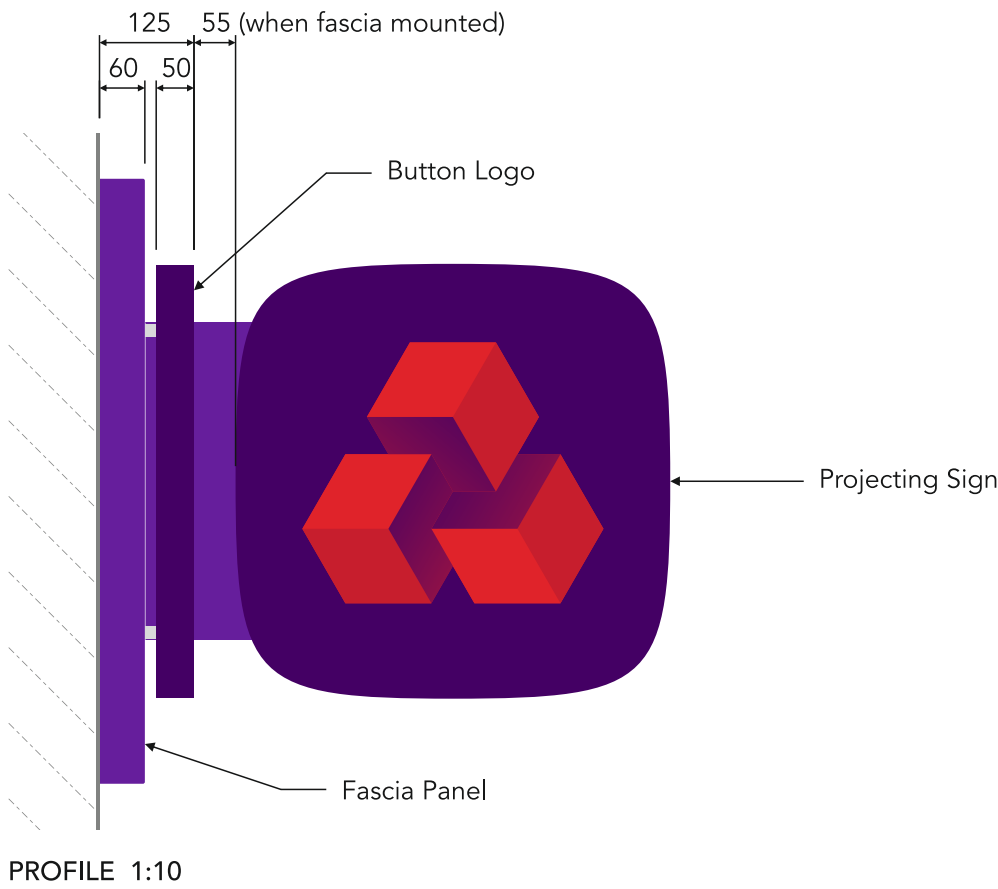
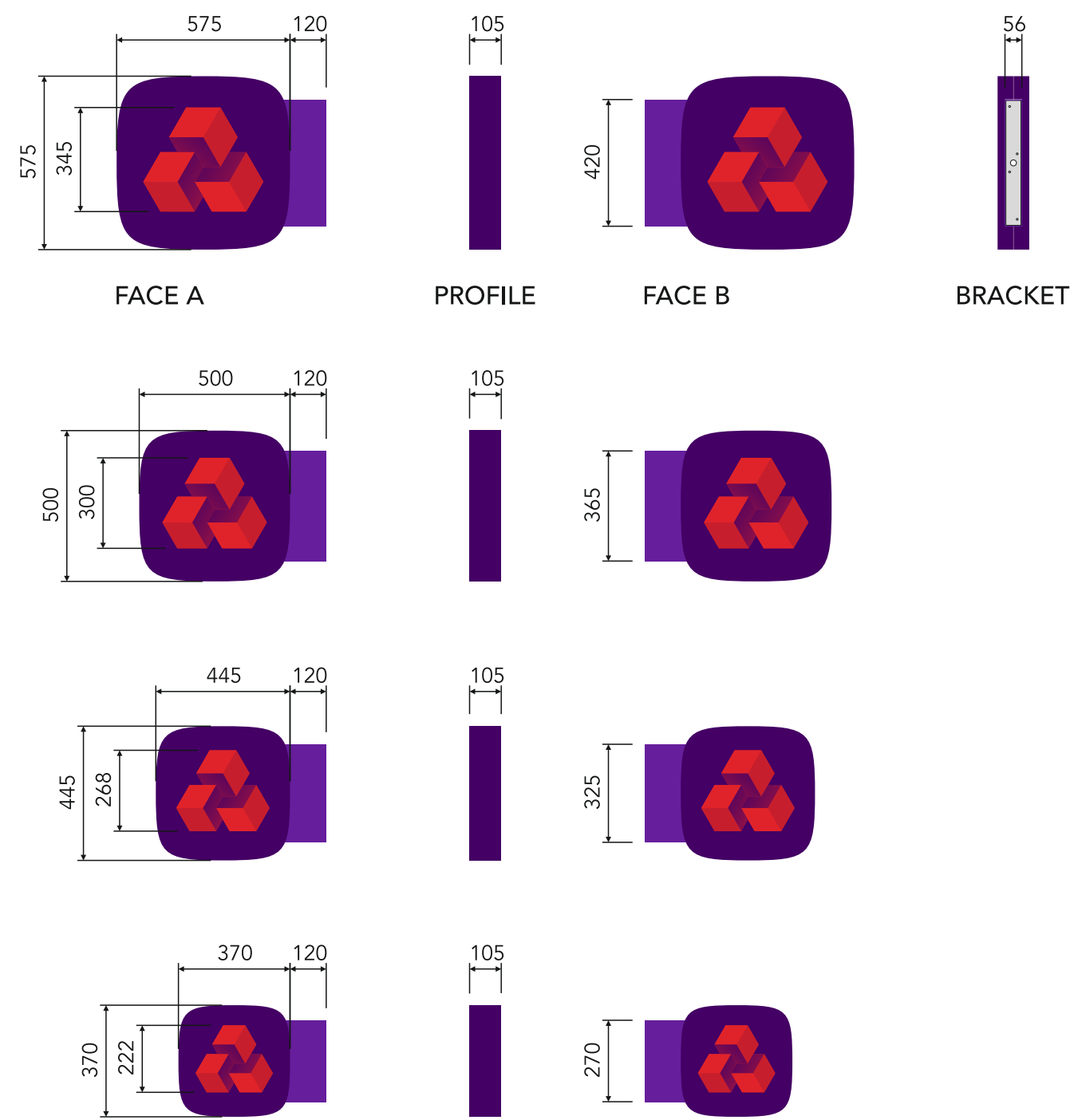


External Signs

Tech detail TBD subject to illumination changes
As there are no projectors required on
Cambridge this detail will follow.

Option B - New Brand Refit - Projecting Sign - Face Illuminated

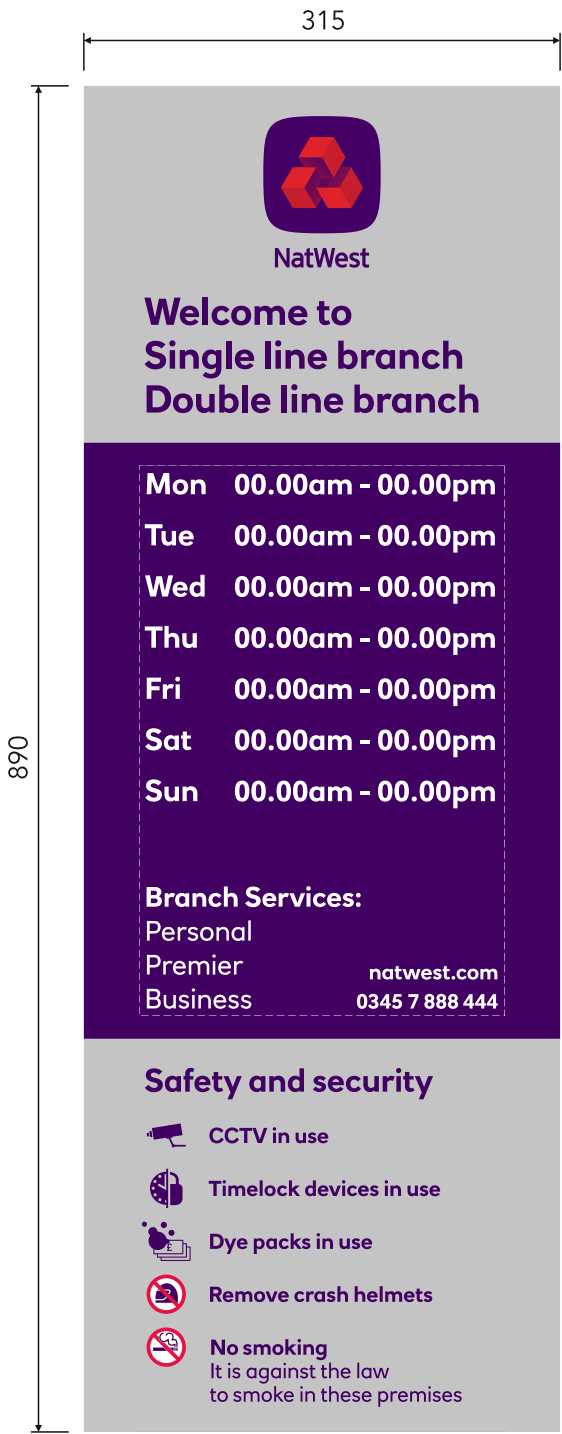
Removal and replacement of existing projecting signs.



External Signs

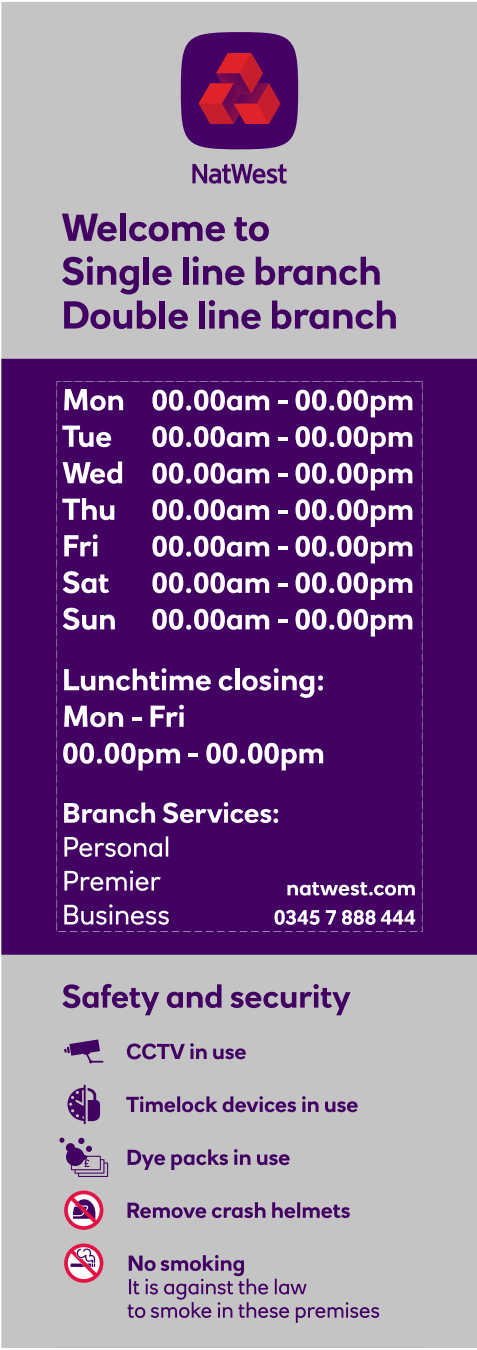
Option B - New Brand Refit - Nameplate and Insert

Complete Nameplate replacement.



STD. NAMEPLATE & STD. INSERT

FACE 1:10



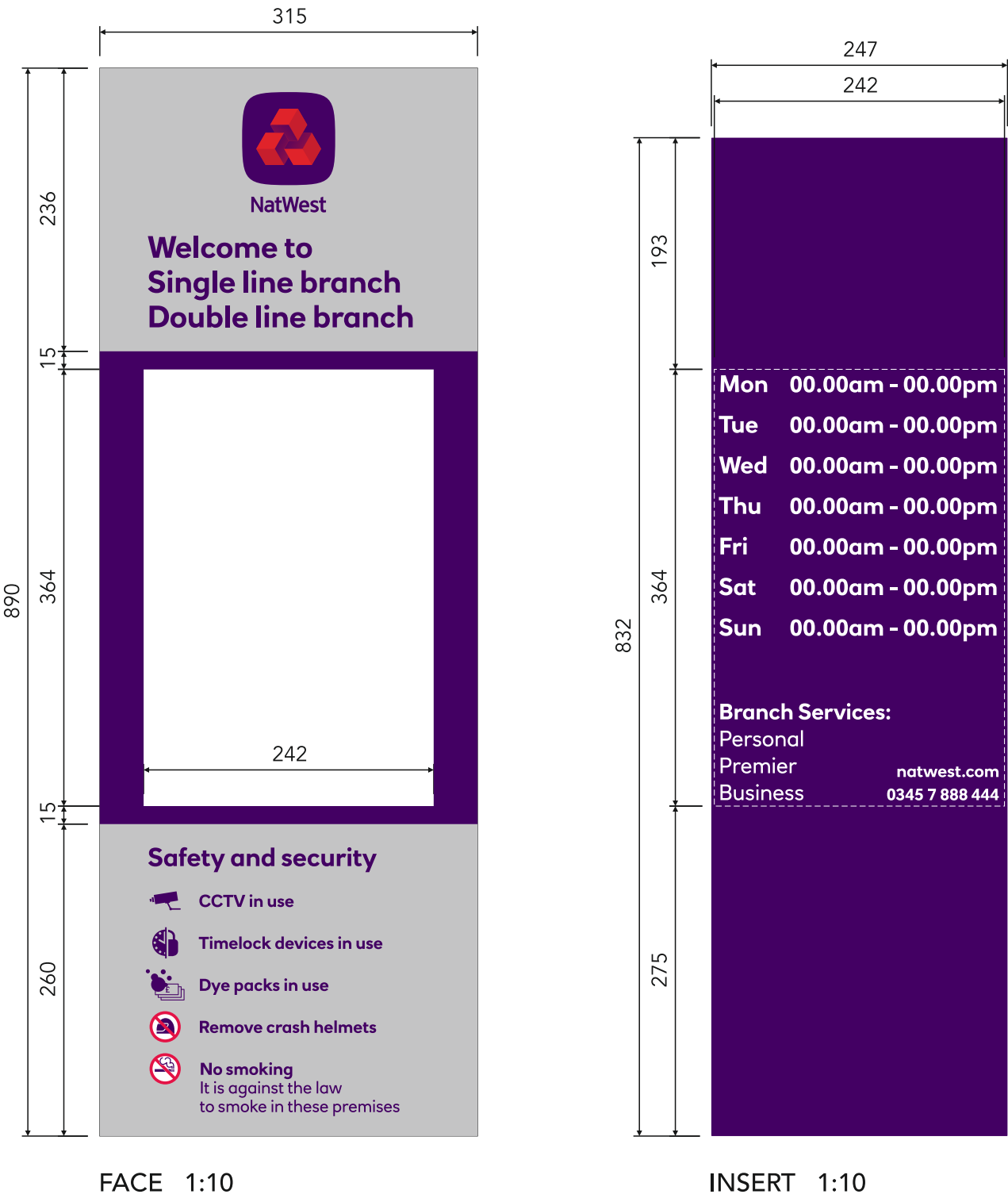
LUNCHTIME CLOSING INSERT



SELF-SERVICE AREA INSERT

External Signs

Option B - New Brand Refit - Nameplate and Insert



Specification

- 1 **FACE UNIT** to consist of Clear Px acrylic panel and acrylic insert track:
- 2 **FACE** from 10mm Clear Px acrylic to have 2.5mm bevelled front edge, all edges to have buff polished finish. Panel c/w reverse applied digitally printed graphic to rear to consist of reverse printed detail on to 3M Clear View graphic film backed with matt White vinyl and further backed with matt Black vinyl with aperture stencil cut out to leave clear window for insert.
- 3 **INSERT TRACK** from router cut from 10mm clear acrylic and bonded to the rear of FACE panel (and print), using 3M double sided VHB tape.
- 4 **INSERT** from 1mm polycarbonate insert with face applied digitally printed detail (mid section).
- 5 **BACKTRAY** from 2mm aluminium to a depth of 20mm c/w keyhole fixings to mount insert track, all finished NW Champion Purple externally. Security hex bolt through top return to prevent removal of face. Security clip to bottom return to secure interchangeable insert.
- 6 **FIXING METHOD** to be wall mounted using suitable fixings for site specific fixing grounds. FACE UNIT located into BACK TRAY over keyhole fixings and secured through top returns with security hex bolt.

NOTES:

- All details remain as per current construction, for further details see latest External POP Signage Guide.