

Retail Signage

f.r.a.

Retail Signage
Deansgate Square
Renaker
28th April 2020

Retail Sign Location (G)



Retail Sign Locations (LG)



Standardised Signage Programme

1. Primary ID

- **Design:** Over main entrance to tenant. Projects beyond facade wall to allow for view of returns to be used as sign for perpendicular approach. Standardised sign
- **Material:** White translucent perspex box with matte black vinyl content applied to face and returns
- **Size:** approx. W: 2000mm x H: 400mm x D: 800mm
- **Lighting:** Internally illuminated with white LEDs
- **Fixing:** Steel rod frame inside perspex box and secured to structural slab

2. Secondary ID

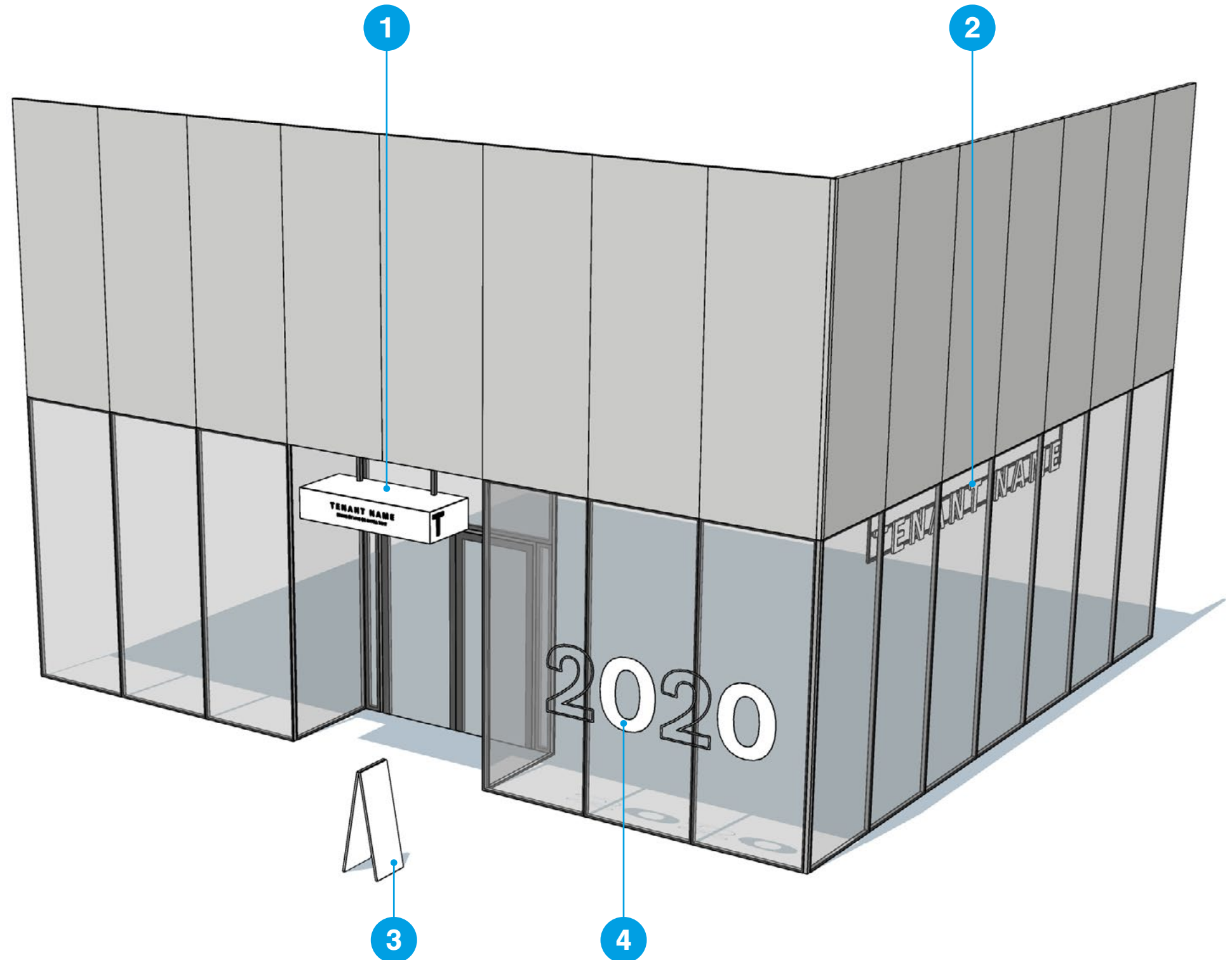
- **Design:** Positioned within tenant space. One sign per elevation in allowed areas. Tenant's own artwork/colours subject to Land Lord approval.
- **Material:** Various.
- **Size:** approx. W: 6000m (eqv. 4 panes of glass) x H: 1000mm (this is dependent on tenant logos to be used and will be revised where necessary)
- **Lighting:** Internally illuminated required
- **Fixing:** Preference for individual lettering on raceway or soffit.

3. Outdoor Signage

- **Design:** Standardised Land Lord sign with client artwork
- **Material:** White PPC aluminium chassis matte black vinyl applied to face
- **Size:** approx. 500mm x 1200mm
- **Lighting:** None
- **Fixing:** Floor locking method to secure A-frame to specific locations

4. Window Graphics

- **Design:** Vinyl graphic with not more than 25% coverage. Focus on translucency and avoid large opaque coverage
- **Material:** UV protected reverse applied vinyl to inside of glass)
- **Size:** tbc



Reference Imagery

1. Primary ID



2. Secondary ID



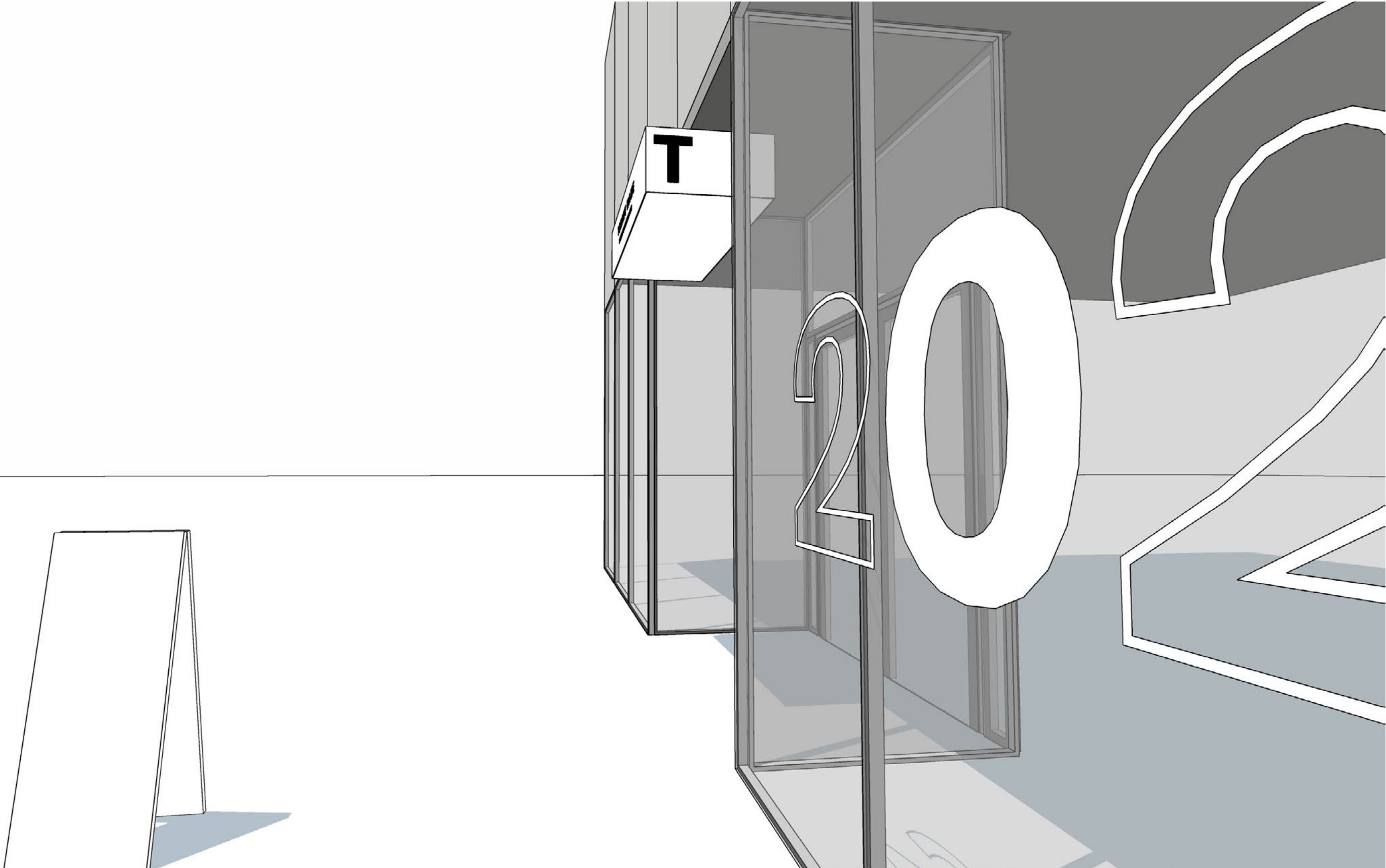
3. Outdoor Signage



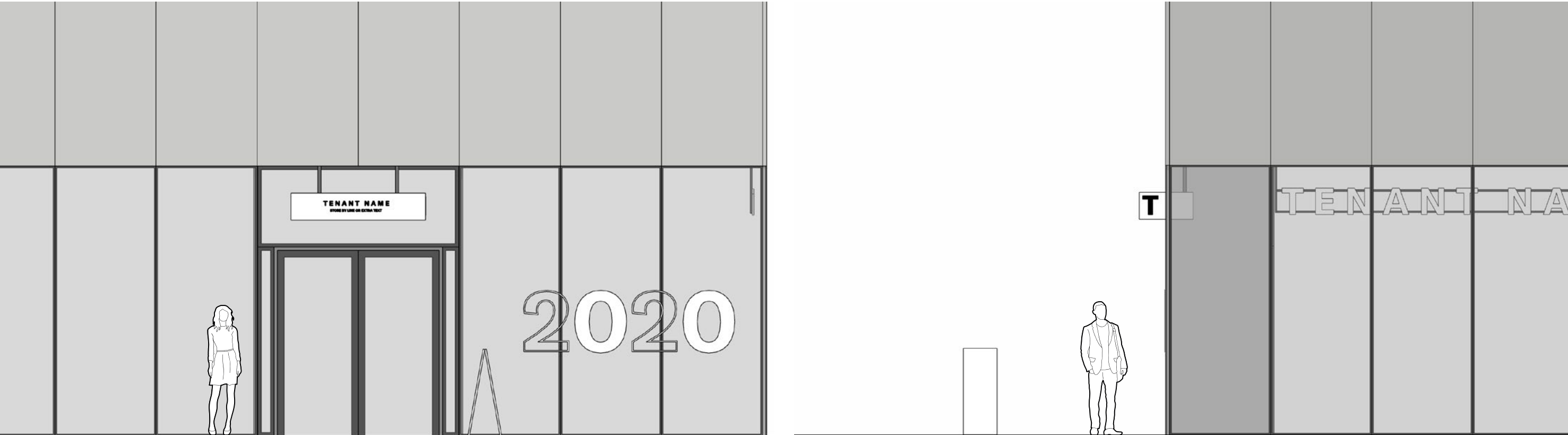
4. Window Graphics



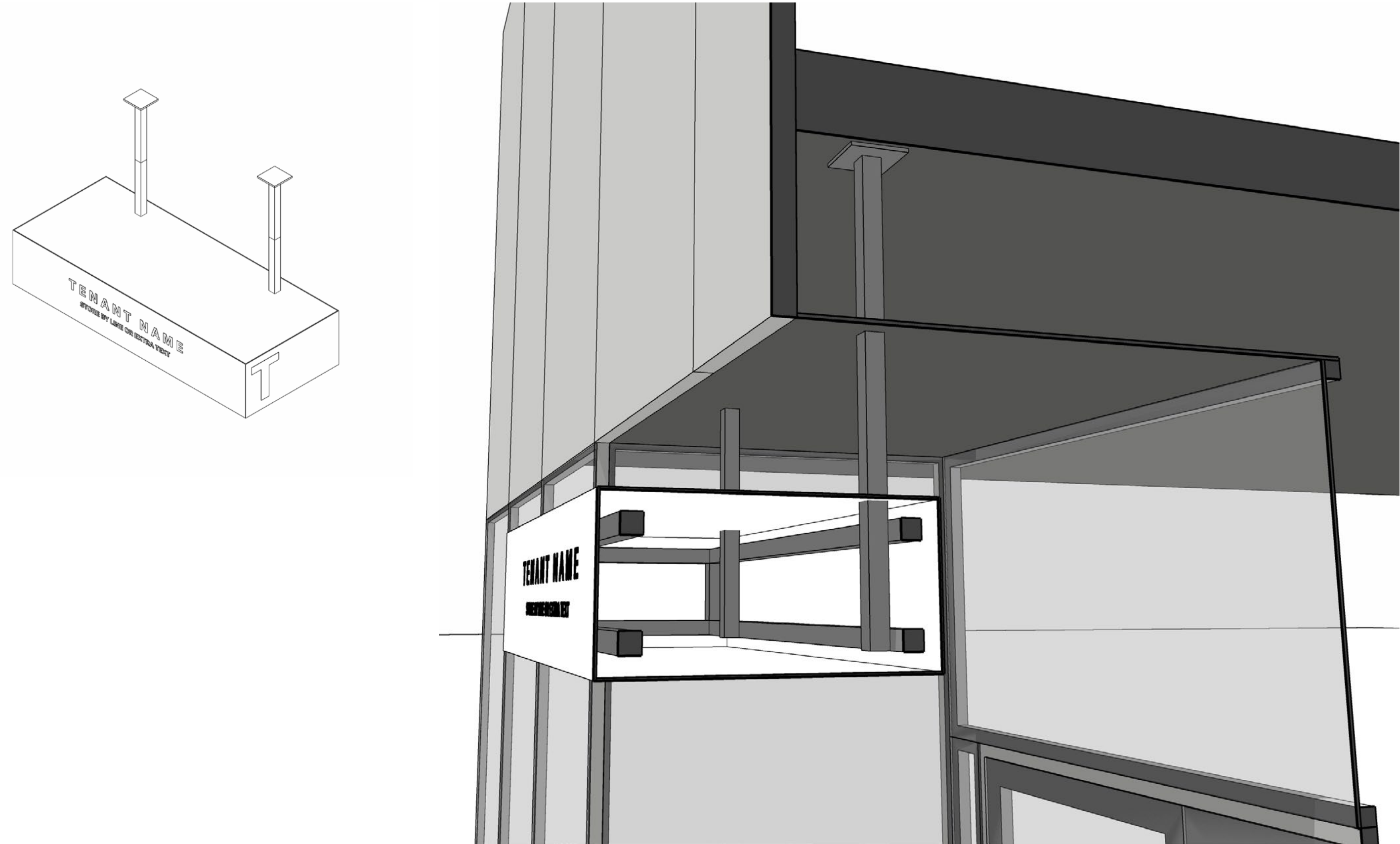
View



Elevations



Section



thank you