Signage Strategy

Travelodge @ Manchester

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Item 01
A set of individual letters internally illuminated.
Item 02
2 sets of individual letters internally illuminated positioned on a backing board as this is the only way it can only be seen correctly.
Item 05
A set of individual letters internally illuminated.
Item 06
A single sided illuminated sign.

The signage is limited to the front of the building with the high level sign being visible from Piccadilly Gardens & the Piccadilly Gardens metro station.

The projecting sign assists in views from Lever Street & Oldham Street

The signs over the entrance & side of entrance are standard corporate signs for Travelodge.

The signage scheme is limited to just the 4 items there will be no ancillary signage that needs advert consent.