

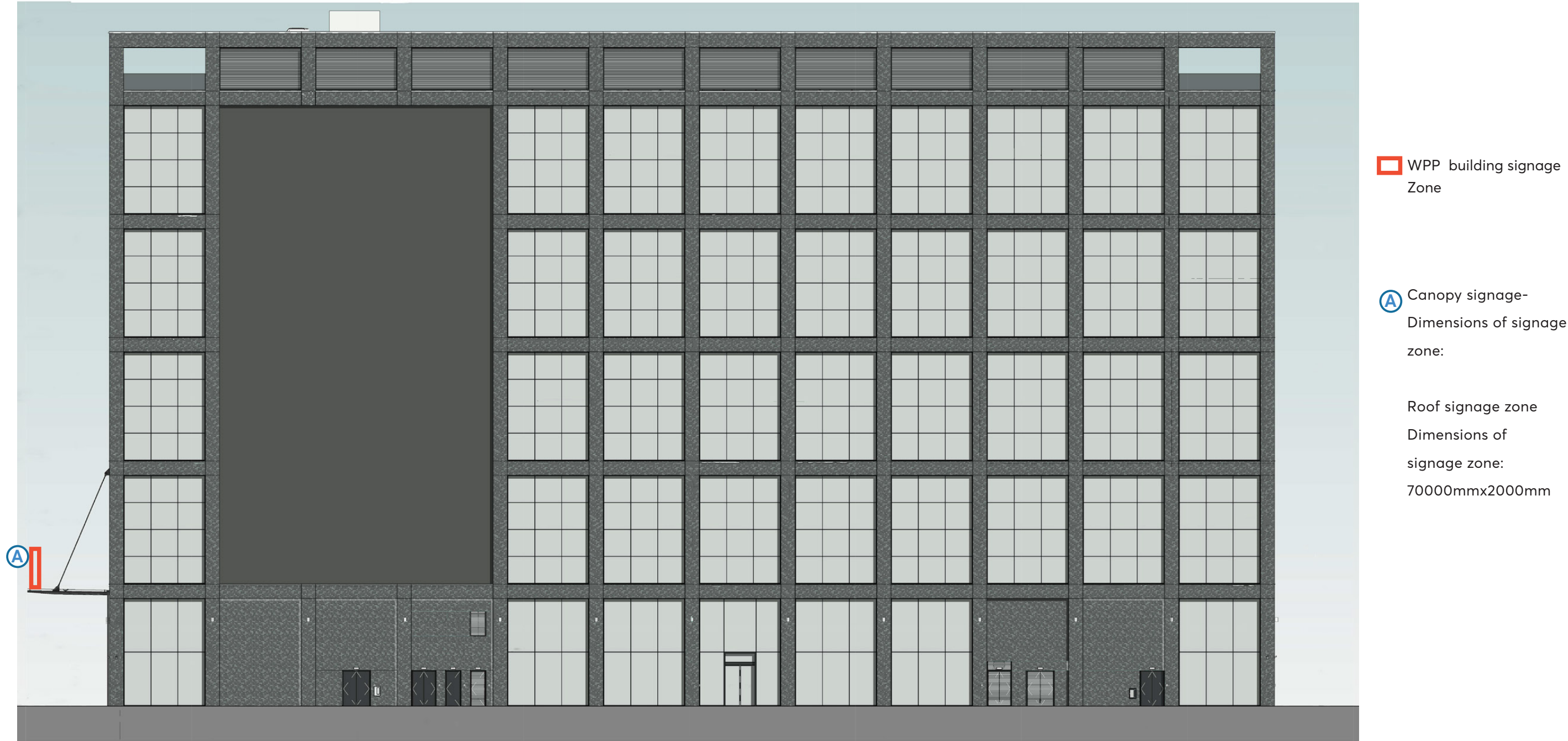
An architectural rendering of a modern building complex. The main building is a multi-story structure with a dark frame and large glass windows. A large blue sign with a white arrow pointing up and the letters 'WIP' in a dotted font is mounted on its side. To the left, a smaller building features a 'Booking.com' sign. In the foreground, a red, curved sculpture stands on a paved plaza with trees and people. A large, semi-transparent graphic of a stylized 'A' with arrows is overlaid on the scene. On the far left, a vertical strip shows the back of several smartphones in purple, green, yellow, and white. The text 'Globe Building Signage.' is centered in a large, white, serif font.

Globe Building Signage.

Signage 2023

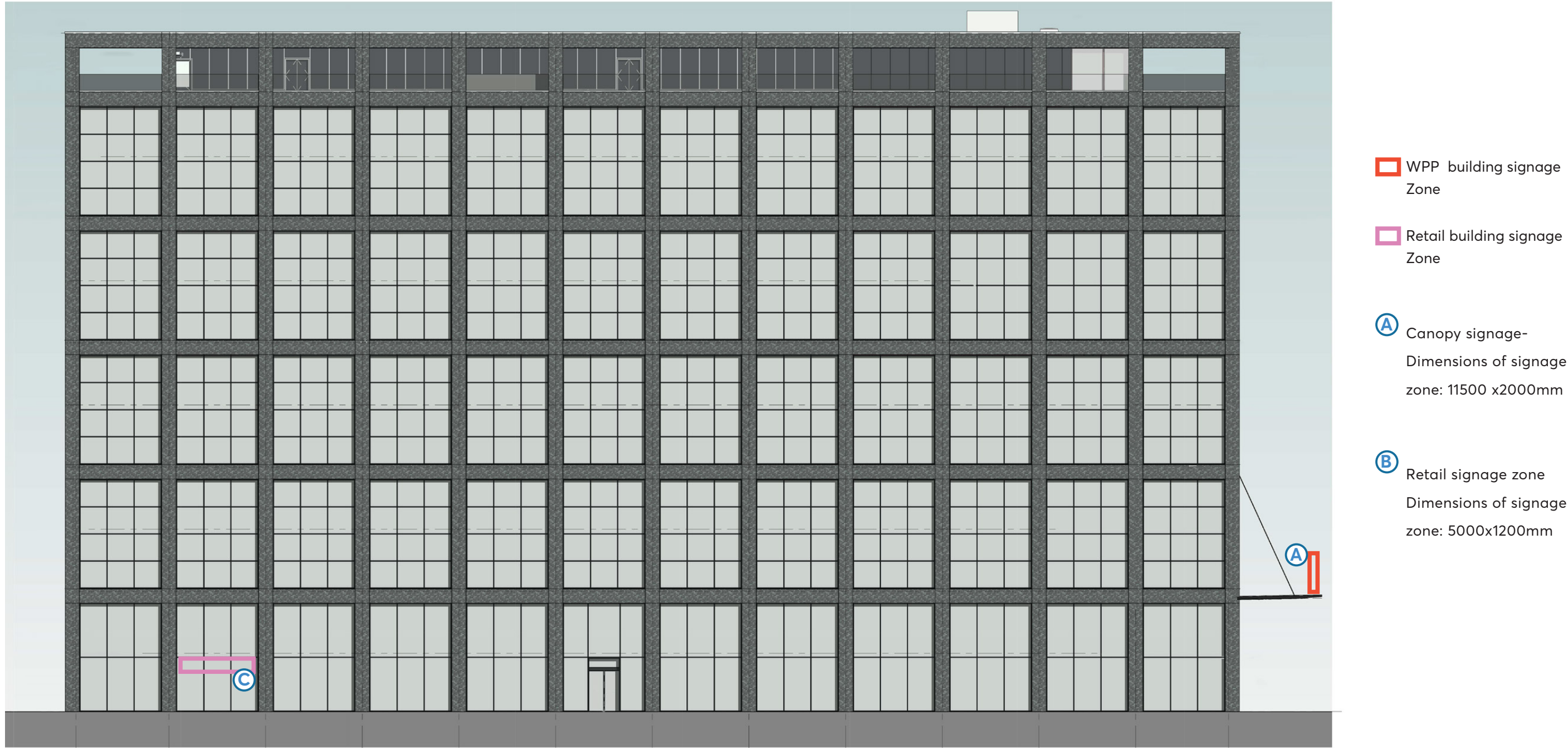
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North Elevation



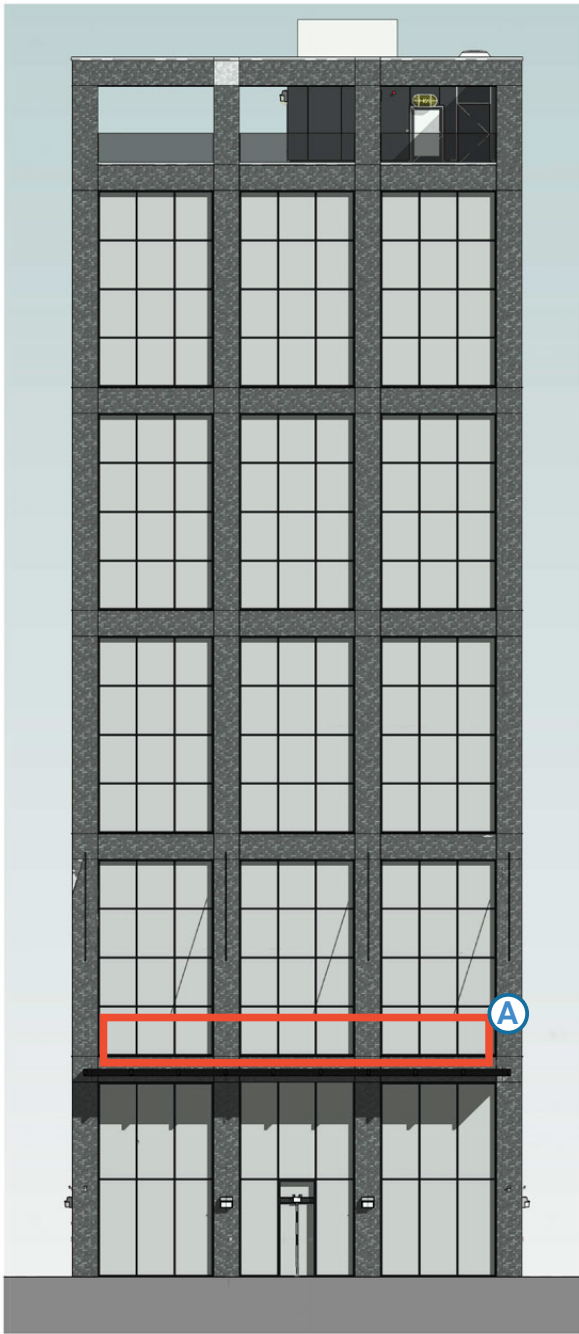
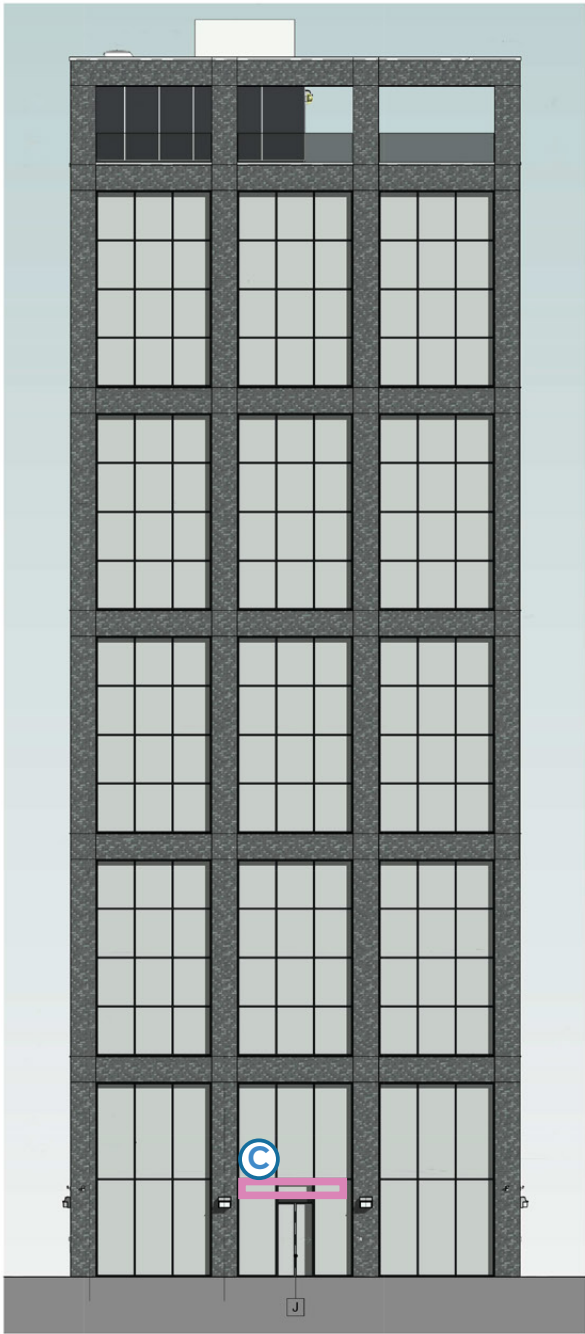
*All signage measurements are to be checked on site.

South Elevation



*All signage measurements are to be checked on site.

West & East Elevation



WPP building signage Zone

Retail building signage Zone

Canopy signage-
Dimensions of signage zone:11500 x2000mm

Retail signage zone
Dimensions of signage zone:3500x800mm

*All signage measurements are to be checked on site.

Signage Types

- (A) Canopy Signage**
Warm white illuminated signage mounted onto canopy



- (B) Retail Signage**
Retail signage to be vinyl graphic in window



- (C) Retail Signage**
Warm white illuminated signage mounted onto facade above entrance door

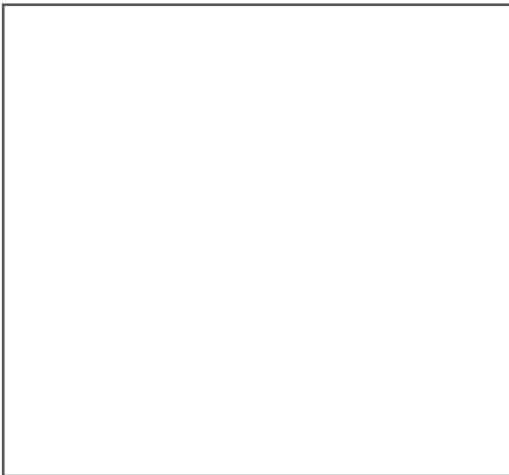


Globe Building brand guidelines

Brand colours



Colour CODES
CMYK C0 M0 Y0 K100
RGB R0 G0 B0
PANTONE Black 6 C
Web #000000



Colour CODES
CMYK C0 M0 Y0 K0
RGB R255 G255 B255
PANTONE Black 6 C
Web #ffffff



Colour CODES
CMYK C0 M60 Y93 K8
RGB R235 G94 B16
PANTONE Black 6 C
Web #EB5E10

Brand Logo



A simple method to ensure a comfortable space around the logo.
The primary and secondary logos should be spaced away from any other element by a distance equal to the logo mark.

Globe Building brand guidelines

Fonts

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Aa

123456789£\$?!<>{}[]#¢™®
123456789£\$?!<>{}[]#¢™®

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Aa

123456789£\$?!<>{}[]#¢™®
123456789£\$?!<>{}[]#¢™®

Note
Primary typeface: Gotham
Titles and Headings: Gotham light – preferred uppercase – lowercase limited use.
Small headings and highlighted body text: Gotham bold
Body text: Gotham book
Gotham regular and medium can be also be used as secondary choices if they serve the layout.

