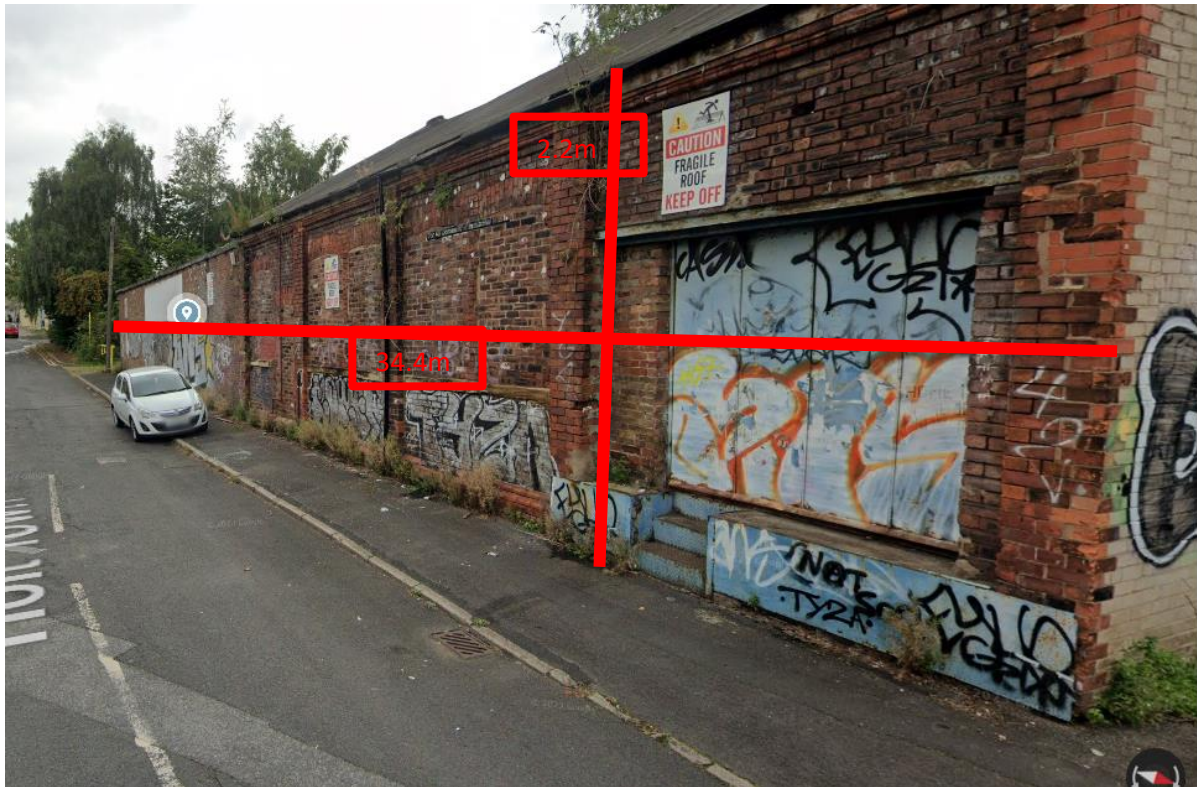


Citylink Walking Route – Graffiti Wall



- Co-op are keen to enhance the current wall against Holt Town Tram stop which currently looks like
- Co-op will use local and credible street artists from Manchester and engage the local community in the designs and are committed to sharing the design concepts with the Council as they develop.
- The mural artwork will be covering the vast majority of the wall and will celebrate the Manchester community and add a vibrant and colourful point of interest for music and sports fans, residents and tourists passing through.
- The brief for the design will focus on bringing to life visuals and statements relating to Co-op values in relation to the venue partnership – including but not restricted to messages and statements around the community and sustainability values/proof-points of the venue partnership (*the design will not feature commercial messages, products or calls to action*)
- The colour palette will use the Co-op Live brand colours (see below) which heavily features Co-op Blue – in keeping with the bright, vibrant approach of the walking route look and feel
- Alongside colour we can also lean into the design principal from the sculptural elements based around strong geometric shapes defined by clean lines which is a strong feature of the Co-op Live brand guidelines
- The brief will complement the overall walking route design principals and be in tune with the route's spirit in welcoming and guiding people on their journey.
- It will contribute to and complement the overall visual language of the route and where possible will involve and our local community (i.e. local community, local Graffiti artists, Co-op academy and Co-op Foundation, Charities) in its design and creation. It will brighten up a rather tired looking wall.

Citylink Walking Route – Graffiti Wall

- The design may feature a logo, but it will not be the primary focus or dominate the space
- Co-op may wish to update annually and will adhere to the above principles

