



MLA

Freetrade Exchange Manchester

**Clearbell UK Strategic
Partnership**

Advertisement Consent

May 2023

Clearbell

SECTION 01

Main Entrance

MAIN ENTRANCE & RECEPTION

EXISTING SOUTH ELEVATION - PETER STREET

ALL EXTERNAL WORKS ARE CAPTURED UNDER
A DIFFERENT PLANNING APPLICATION



MAIN ENTRANCE & RECEPTION
EXISTING PHOTOS

EXISTING EXTERNAL FREETRADE EXCHANGE SILVER
METAL SIGNAGE FIXED TO HISTORIC FACADE TO
BE REPLACED WITH NEW PROPOSED SIGNAGE



NEW FREETRADE SIGNAGE OPORTUNITY

MAIN ENTRANCE & RECEPTION

PROPOSED SOUTH ELEVATION - PETER STREET

ALL EXTERNAL WORKS ARE CAPTURED UNDER
A DIFFERENT PLANNING APPLICATION



PROPOSED NEW WHITE
REVERSE CONTOUR CUT DECAL
APPLIED TO INSIDE OF GLAZING

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REVERSE CONTOUR CUT DECAL
APPLIED TO INSIDE OF GLAZING

PROPOSED NEW WHITE
REVERSE CONTOUR CUT DECAL
APPLIED TO INSIDE OF GLAZING

PROPOSED NEW WHITE REVERSE
PRINT METAMARK OPTICALLY
CLEAR TO COVER FULL GLAZING

PROPOSED NEW SIGNAGE. RIM AND RETURN POLYCARBONATE
WHITE LED FRONT FACE ILLUMINATED STAINLESS STEEL RETURNS
POWDER COATED BLACK AT 100MM INDIVIDUAL LETTERING SET
ON BACK TRAYS MOUNTED ALONG BAR AT BOTTOM HOUSING
ALL WIRING GIVING PROTECTION TO ALL ELECTRICAL PARTS AND
ADDING RIGIDITY TO LETTERS BAR WILL ACT AS HOLD BETWEEN
MULLION AND LOGO.

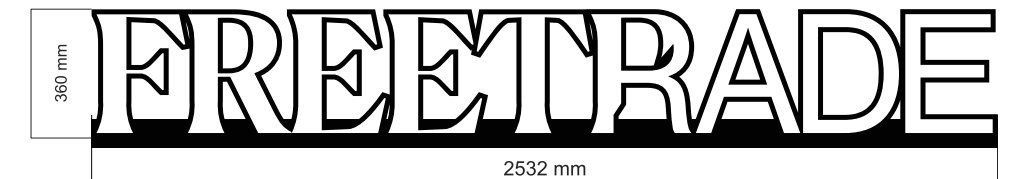
MAIN ENTRANCE & RECEPTION

PROPOSE MAIN ENTRANCE - LOGO



MAIN LOGO

A CORE FEATURE OF THE BRAND IS THE COMBINATION OF TWO DISPARATE FONT STYLES: THE CLASSICAL SERIF SPEAKING TO THE HISTORY OF THE BUILDING AND THE REFINED SAN-SERIF SUGGESTING THE SYMPATHETIC MODERN DEVELOPMENT. THE IDEA BEHIND THIS DESIGN CHOICE IS TO ENHANCE AND MODERNISE THE BUILDING, CREATING A STRONGER CONNECTION TO ITS SURROUNDINGS AND CITY AS A WHOLE, WHILST BEING SYMPATHETIC TO ITS HISTORICAL SIGNIFICANCE AND ORIGINAL FACADE.



EXTERNAL LOGO AT MAIN ELEVATION

RIM AND RETURN POLYCARBONATE WHITE LED FRONT FACE ILUMINATED STAINLESS STEEL RETURNS POWDER COATED BLACK AT 100MM INDIVIDUAL LETTERING SET ON BACK TRAYS MOUNTED ALONG BAR AT BOTTOM HOUSING ALL WIRING GIVING PROTECTION TO ALL ELECTRICAL PARTS AND ADDING RIGIDITY TO LETTERS BAR WILL ACT AS HOLD BETWEEN MULLION AND LOGO

THE TYPICAL CANDELA SCALE MEASUREMENT FOR EXTERNAL SIGN IS 56 CD PER SQM. AS THESE ARE FRONT FACE ILUMINATED THE 5MM ACRYLIC WILL TAKE THE MEASUREMENTS DOWN BY 40 TO 16. THIS IS ENOUGH FOR TWILIGHT AND EVENING ILUMINATION EXTERNALLY AND USED THROUGHOUT THE UK SIGN INDUSTRY.



SIGNAGE EXAMPLE

MAIN ENTRANCE & RECEPTION PROPOSE MAIN ENTRANCE

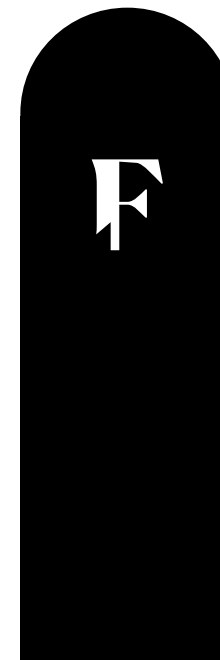


LION EMBLEM

THE LION EMBLEM IS A CONTEMPORARY REPRODUCTION OF THE LION HEAD BUST THAT FEATURES ON THE BUILDING'S ORIGINAL FACADE, FURTHER SUPPORTING THE BRAND ETHOS. A MANIFESTATION OF THIS EMBLEM APPEARS ON THE CENTRAL WINDOW DIRECTLY BENEATH THE ORIGINAL BUST ON THE FRONTAGE, THE LOCATION AND SIZE CHOSEN TO DRAW A VISIBLE LINK BETWEEN THE CELEBRATION OF THE BUILDING'S HERITAGE AND ITS CONTEMPORARY REPOSITIONING.

'F' LOGOMARK

THE 'F' LOGOMARKS THAT APPEAR IN THE GROUND FLOOR WINDOWS CONTINUE THIS BRAND IDEA: THE SERIF 'F'S FEATURE A CUTOUT OF THE BOTTOM STEM THAT IS AN INVERSE OF THE SHAPE WHERE THE TWO FONT STYLES JOIN IN THE MAIN LOGO (SEE THE INSIDE EDGE OF THE BOWL OF THE R). THESE LOGOMARKS ARE FIXED TO THE INSIDE OF THE WINDOWS TO AVOID NEW FIXINGS TO THE HISTORIC FACADE, AND ARE POSITIONED ABOVE EYE-LEVEL TO MINIMISE VISUAL OBTRUSION AT NEARSIDE STREETLEVEL TO COMPLIMENT THE OTHER EXTERNAL SIGNAGE.



3 No

WHITE REVERSE CONTOUR CUT
DECAL APPLIED TO INSIDE OF
GLAZING. (BLACK BACKGROUND IS
INDICATIVE OF CLEAR GLAZING)



1 No

WHITE REVERSE PRINT METAMARK
OPTICALLY CLEAR TO COVE FULL
GLAZING. (BLACK BACKGROUND IS
INDICATIVE OF CLEAR GLAZING)

MAIN ENTRANCE & RECEPTION

PROPOSE MAIN ENTRANCE - EXTRNAL TREATMENT

PETER SIDE (SIDE PANEL)





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