Pall Mall

External Signage & Wayfinding

PLACE
MARQUE

Draft 14

Apr 2026

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01
The Site



01
The Site

Arrival

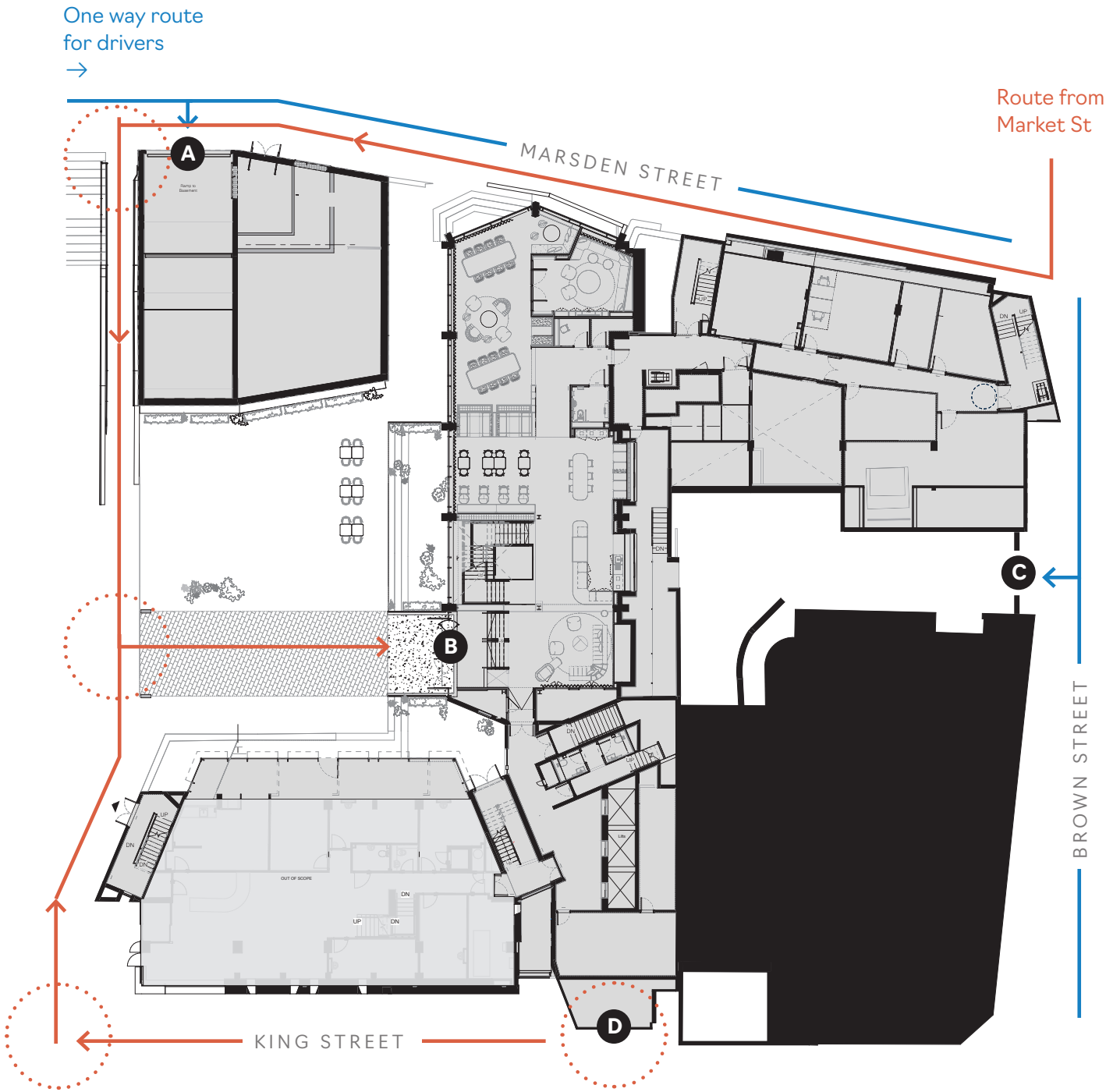
The current main entrance to Pall Mall (D) located on King Street, is to change as part of the refurbishment works. The new entrance (B) is tucked away from the main thoroughfare, so signage is needed on the approach from Marsden and King Street to bring people into the courtyard space.

The diagram here shows the routes users take to gain access to the building. Also marked on the plan here are the multiple arrival points, these will each need to be clearly signposted.

Key Arrival Points

- **A** Access to car park for drivers and cyclists
- **B** Main Entrance to Pall Mall and F&B
- **C** Delivery entrance
- **D** Food & Beverage Entrance

- Pedestrian Route
- Vehicular Route
- Key decision points



01
The Site

There are currently a number of existing signs fixed to the exterior walls of Pall Mall.

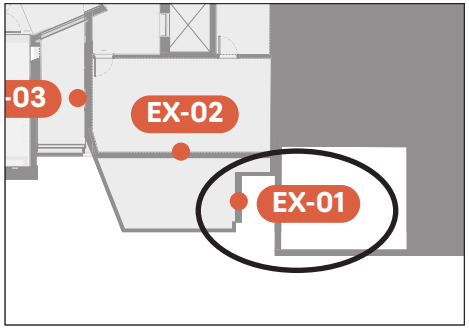
As part of the refurbishment of the building, the name has changed from 'Pall Mall Court' to 'Pall Mall.' The existing signs will need to be removed as part of this scheme and updated to the correct name and will follow the guidelines as set out in the Bruntwood toolkit.

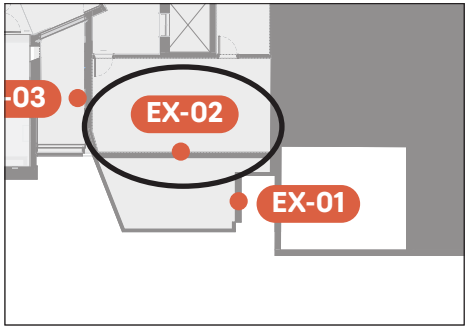
The plan here shows the location of the existing signs on the building. The following pages explain the proposed action for these signs.

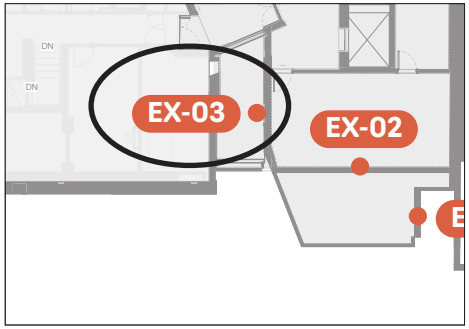


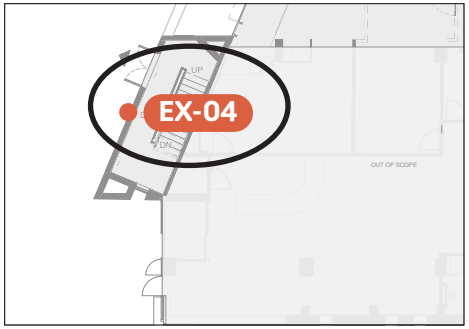
Existing sign location plan

01
The Site

















EX-01

Location Stepped access to entrance on King Street

Sign Type Individual letters fixed to building face

Action Remove existing and replace (L-02)

EX-02

Location Canopy at entrance on King Street

Sign Type Individual letters fixed to building face

Action Remove

EX-03

Location West face of Pall Mall tower seen on approach

Sign Type Individual letters fixed to building face

Action Remove existing and replace (L-01)

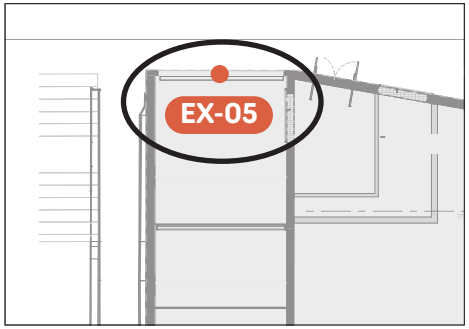
EX-04

Location Fire Escape on West Elevation

Sign Type Wall mounted sign with direct to surface print

Action Remove

01
The Site





EX-05

Location Entrance to car park on Marsden Street

Sign Type Wall mounted sign with direct to surface print

Action Remove existing and replace (L-06)





EX-06

Location Entrance to Pall Mall on Marsden Street

Sign Type Individual letters fixed to building face

Action Remove





EX-07

Location East face of Pall Mall building on Brown Street

Sign Type Individual letters fixed to building face

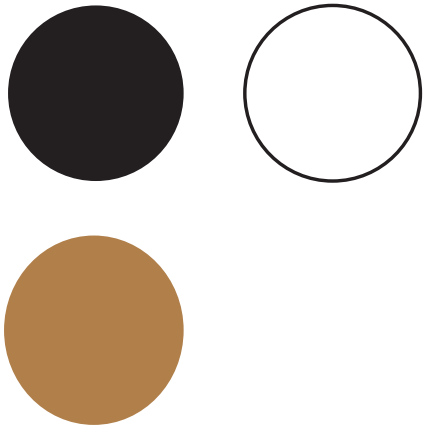
Action Remove existing and replace (L-07)

02
Visual Identity

02
Visual Identity

Colour

The colour palette has been taken from the Bruntwood signage and wayfinding toolkit. This palette is recognisable across Bruntwood buildings and helps to reinforce the brand.



Typeface

Synthese is the primary typeface within the Bruntwood brand identity and should be used in all signage applications across all Bruntwood spaces.

This typeface is functional with a clear and legible appearance making it ideal for signage.

Aa

Synthese
Light / Regular

03
Sign Family

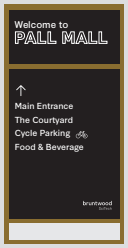
03
Sign Family

PALL MALL

EX 01

High Level Approach





EX 02b

Building Approach



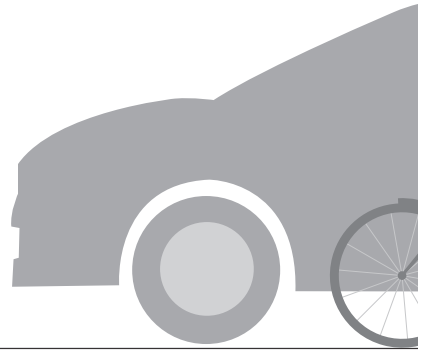
EX 02c

Building Approach



EX 04a

Car Park Entrance Sign



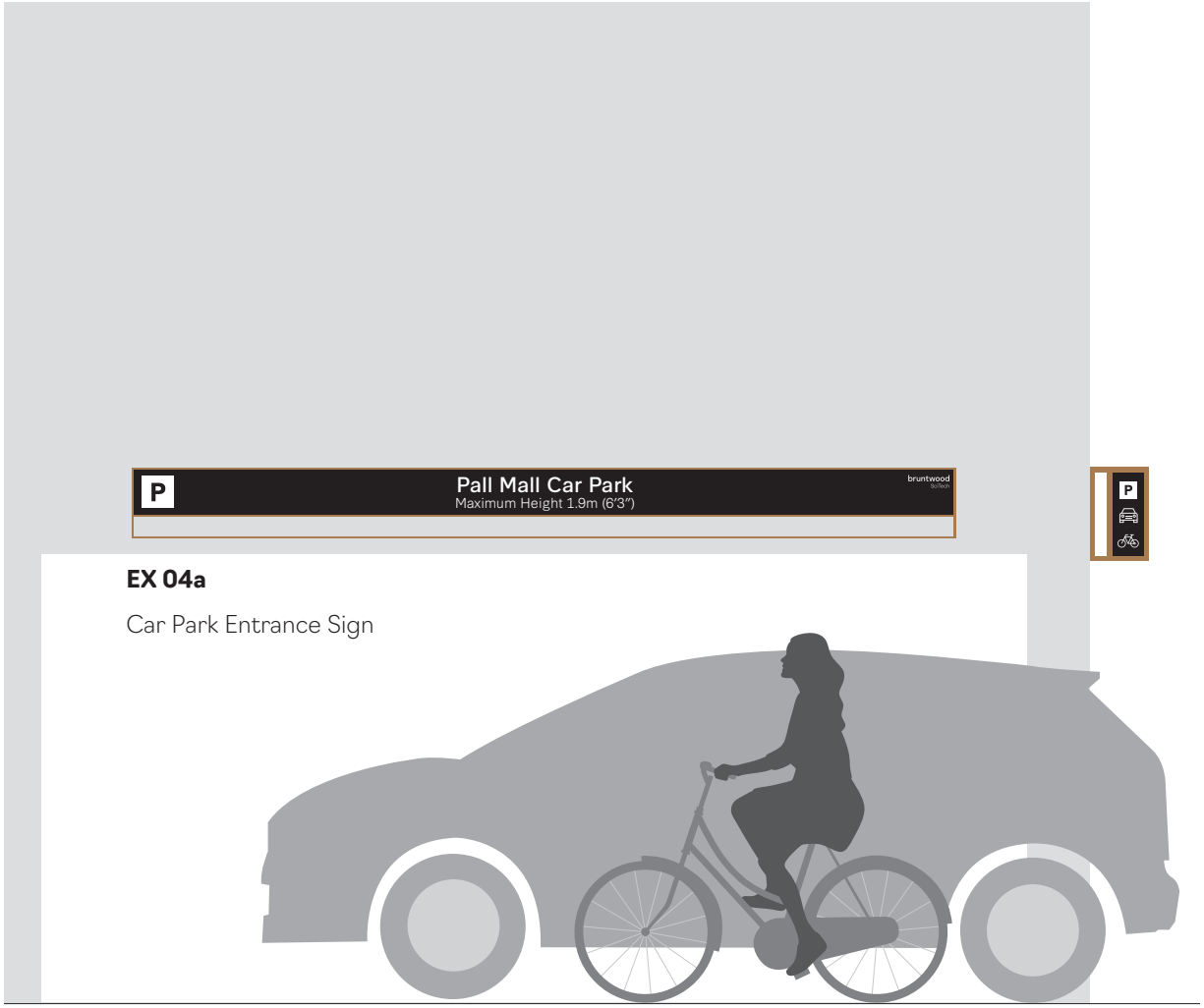
EX 02a

Building Approach

EX 03

Information Sign

03
Sign Family



EX 04a

Car Park Entrance Sign

EX 04b

Car Park Approach Sign

04
Sign Locations

04
Sign Locations

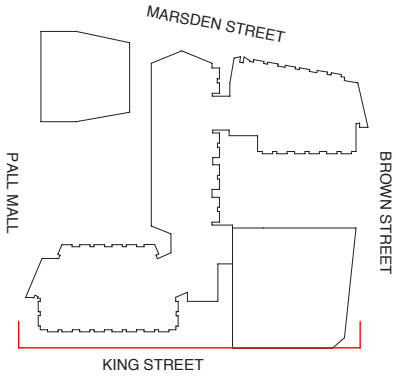
Location Plan

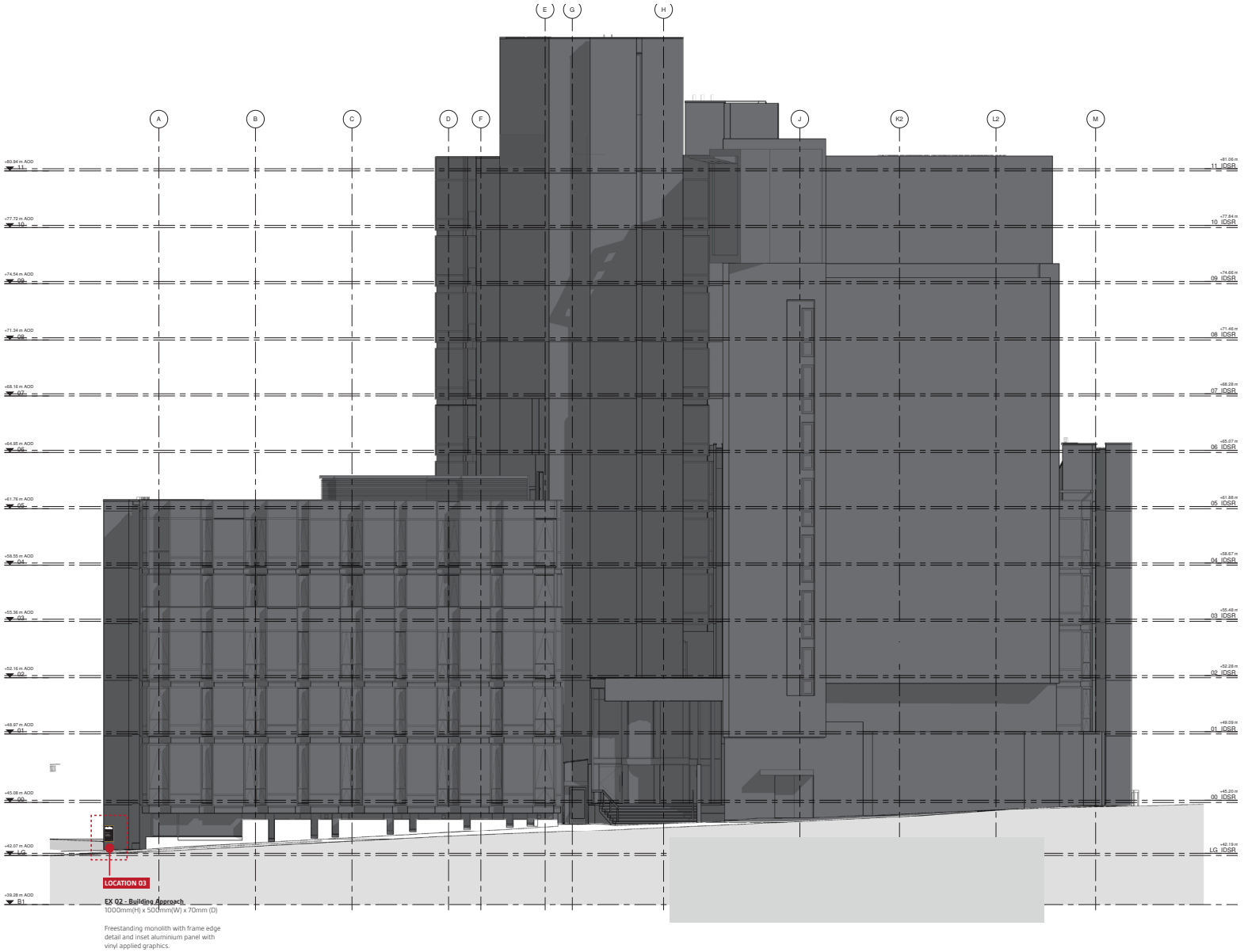
The plan here shows the proposed location of each external sign. The following pages show these signs in further detail.



04
Sign Locations

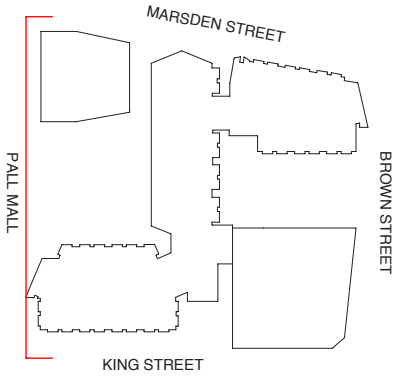
South Elevation

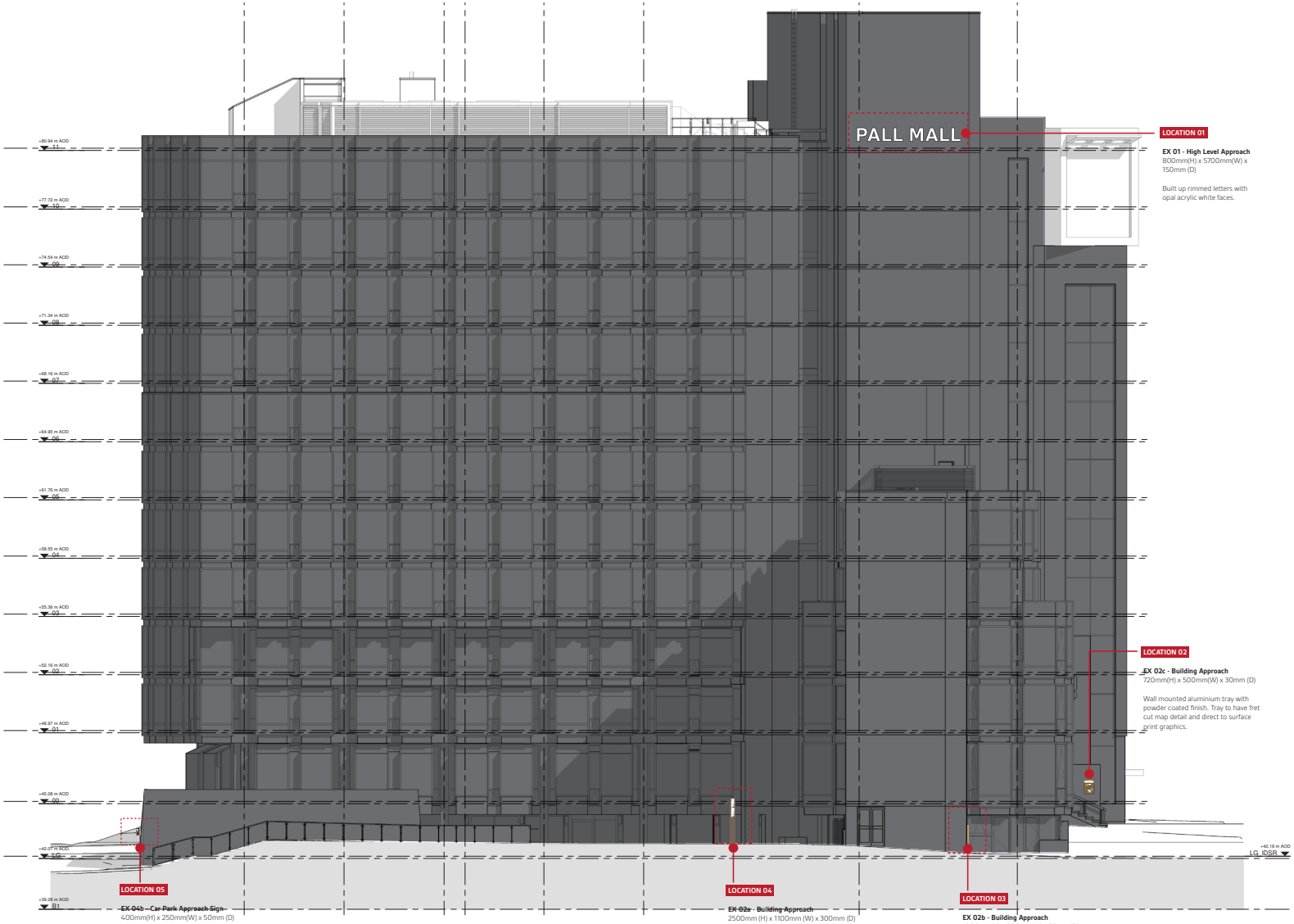




04
Sign Locations

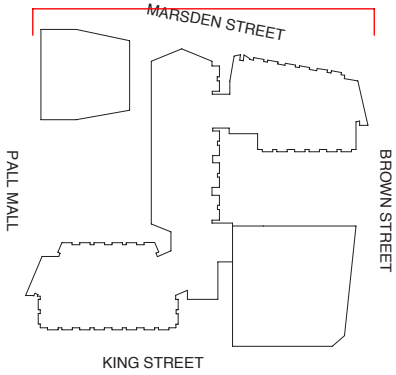
West Elevation

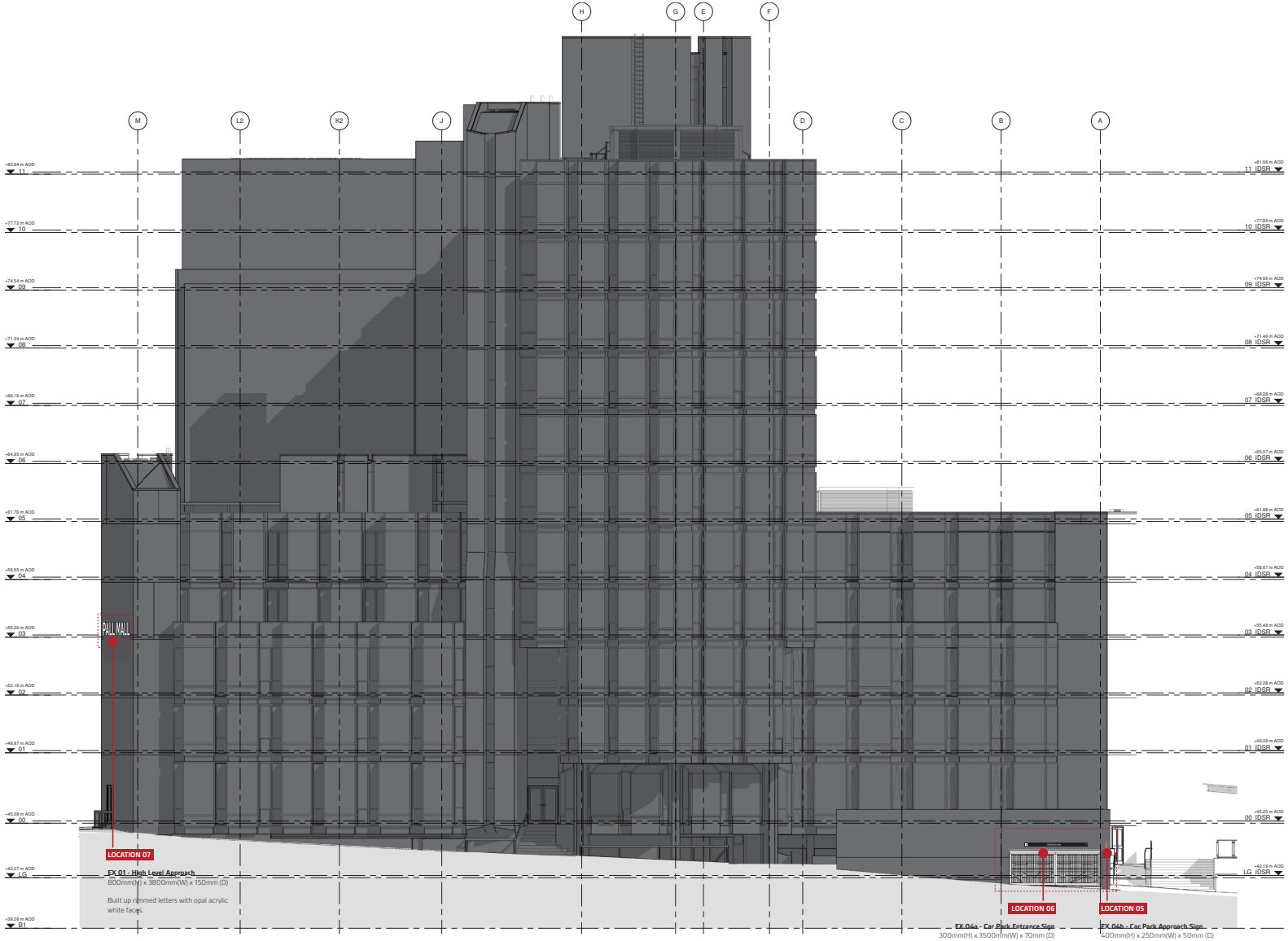




04
Sign Locations

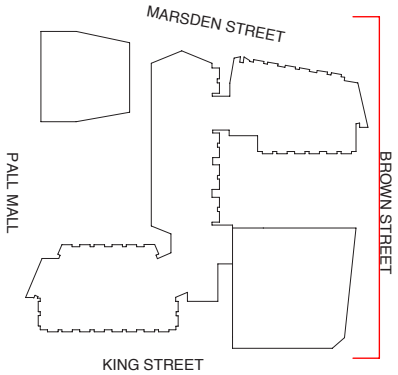
North Elevation

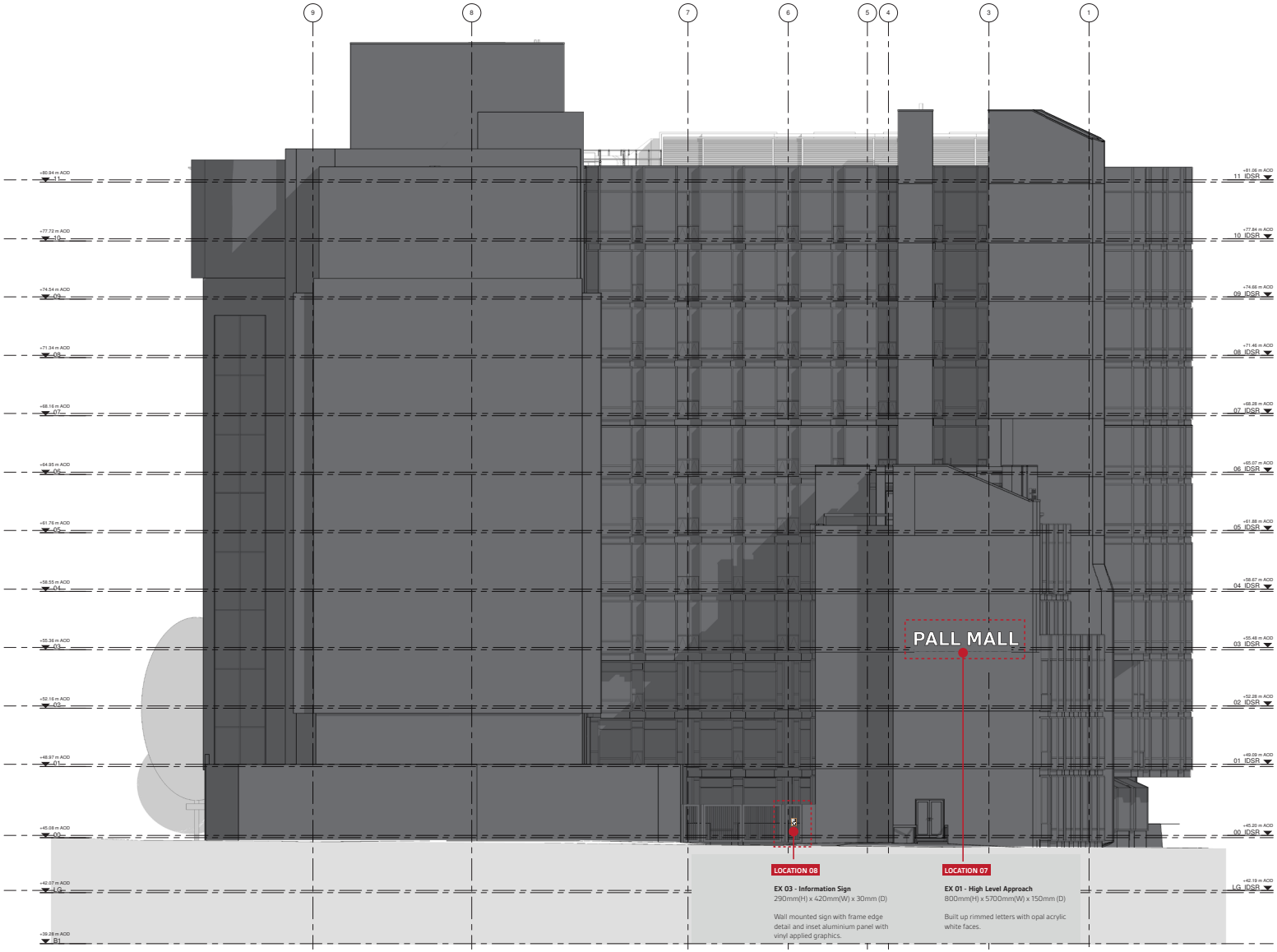




04
Sign Locations

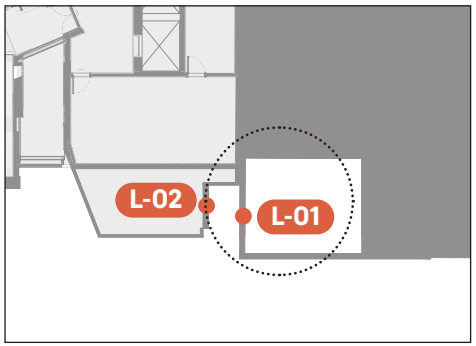
East Elevation

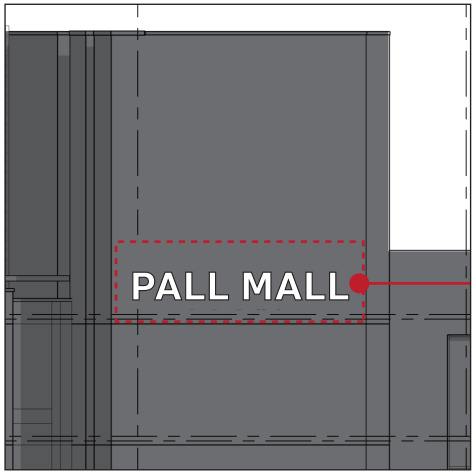




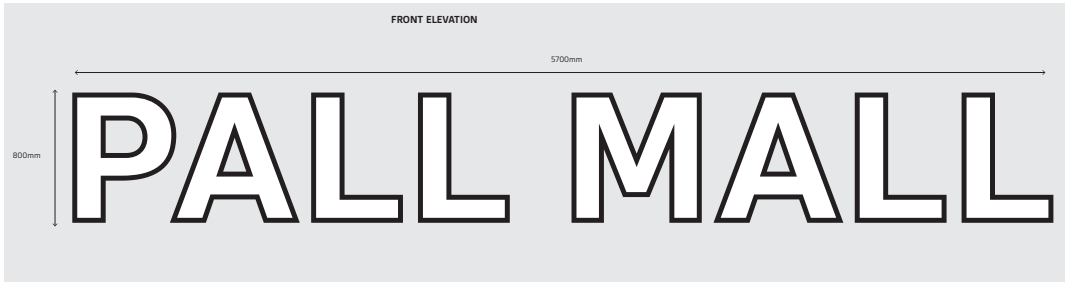
04
Sign Locations

Location 01
Sign Type EX 01 - High Level Gateway
Detail Internally Illuminated







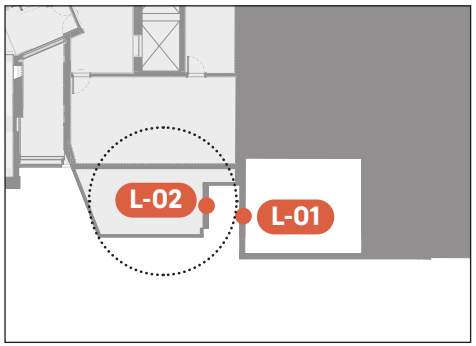


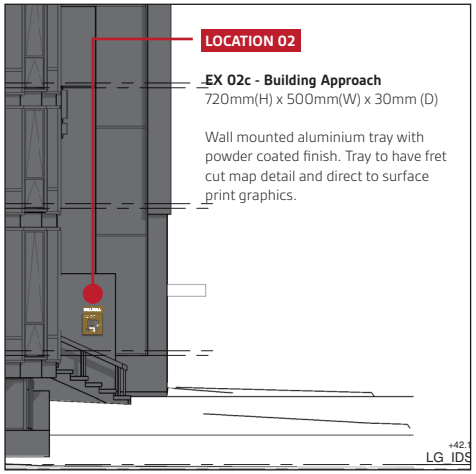


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04
Sign Locations

Location 02
Sign Type EX 02c - Building Approach
Detail No Illumination





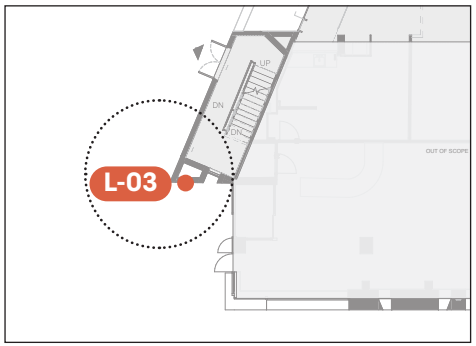


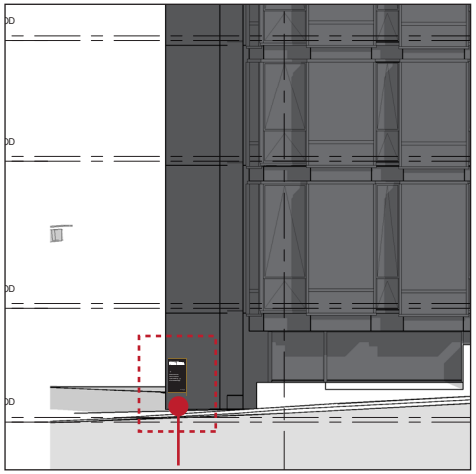


***Scale** 1:200 @ A4*

04
Sign Locations

Location 03
Sign Type EX 02b - Building Approach
Detail No Illumination





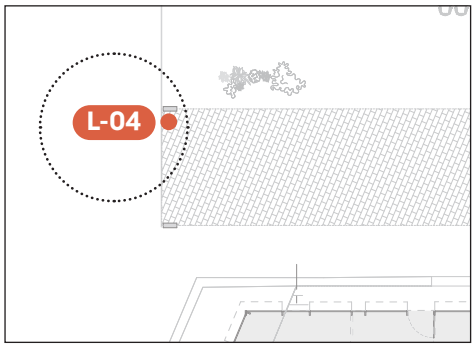


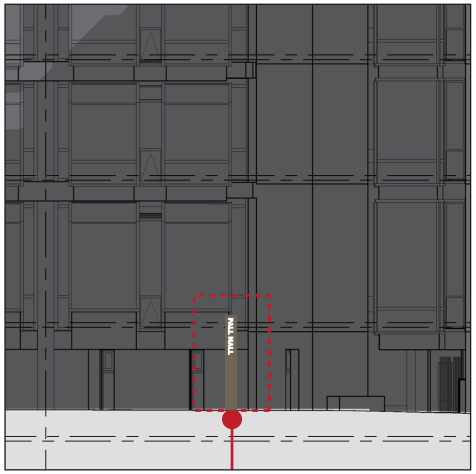


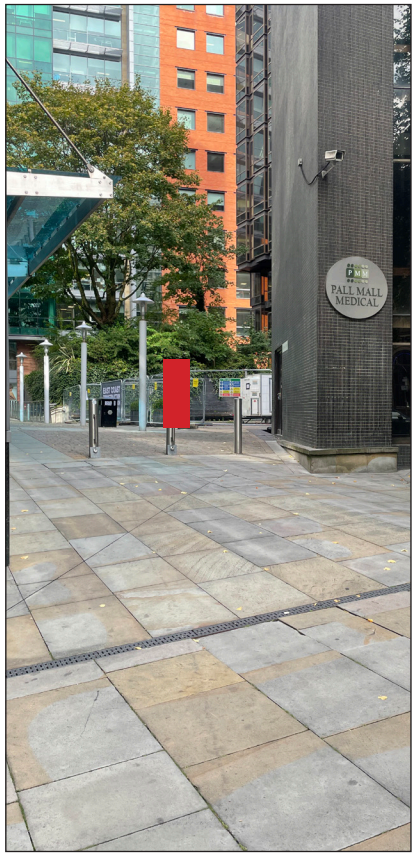
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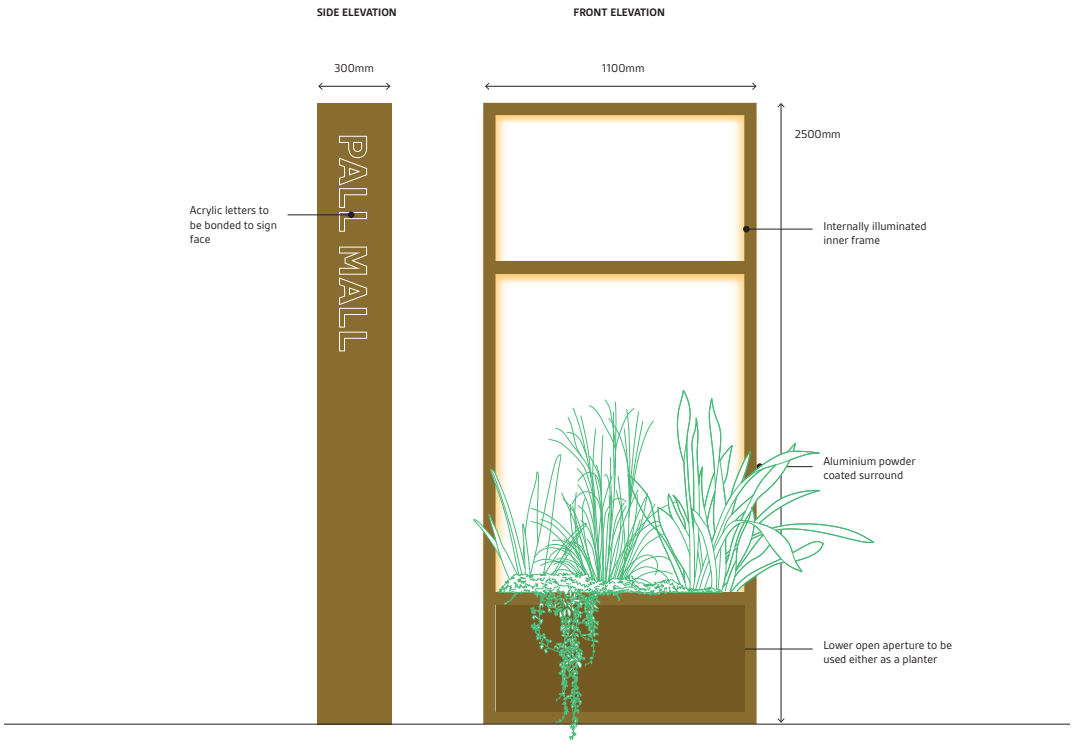
04
Sign Locations

Location 04
Sign Type EX 02 - Building Approach
Detail Internally illuminated







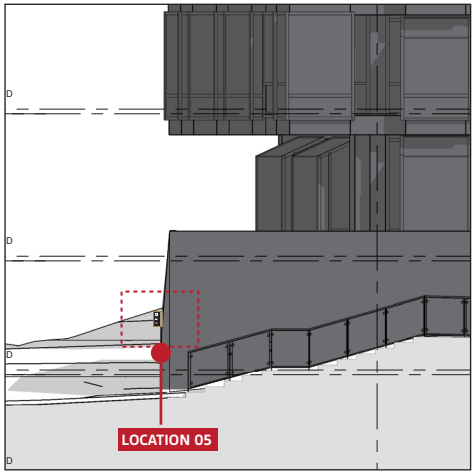


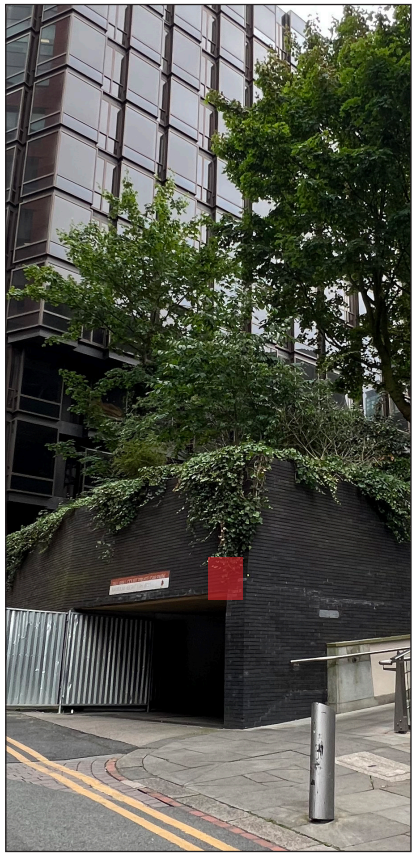
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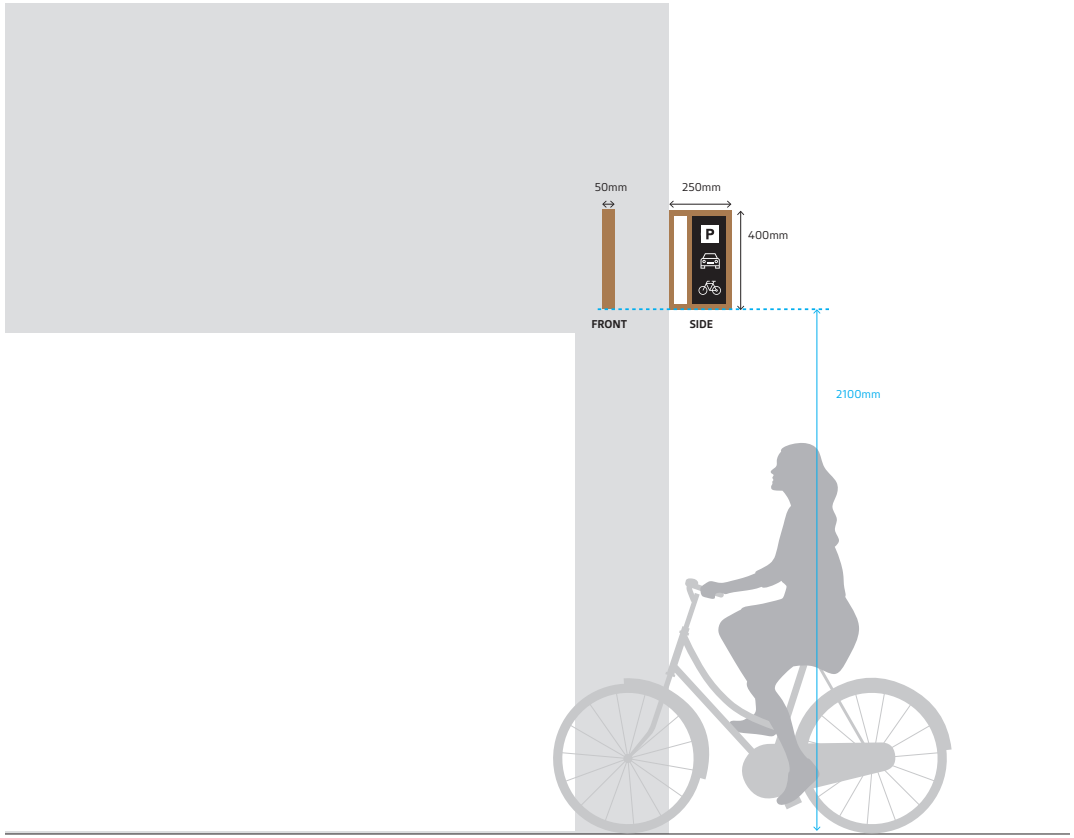
04
Sign Locations

Location 05
Sign Type EX 04b - Car Park Approach
Detail No Illumination







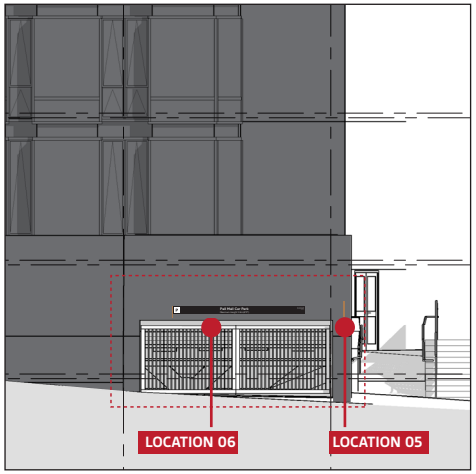


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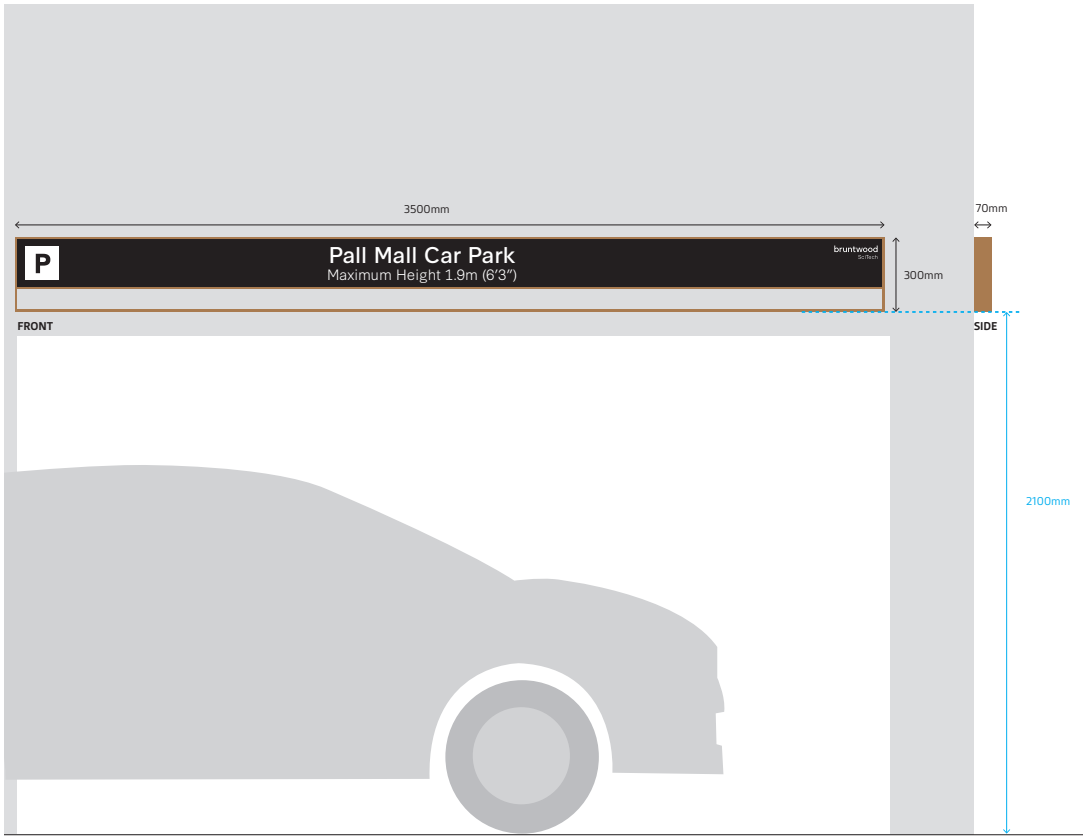
04
Sign Locations

Location 06
Sign Type EX 04a - Car Park Entrance
Detail No Illumination





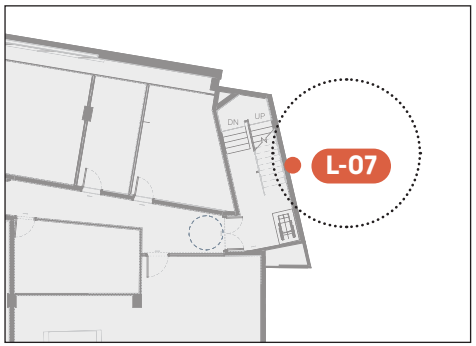


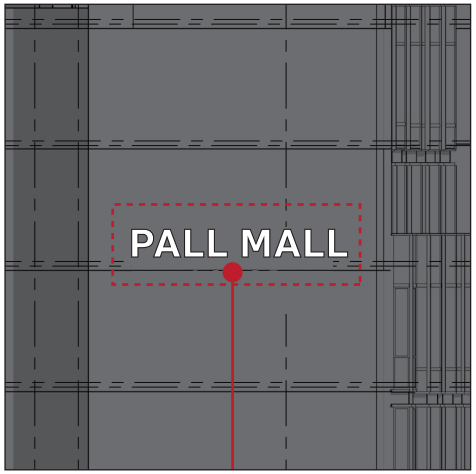


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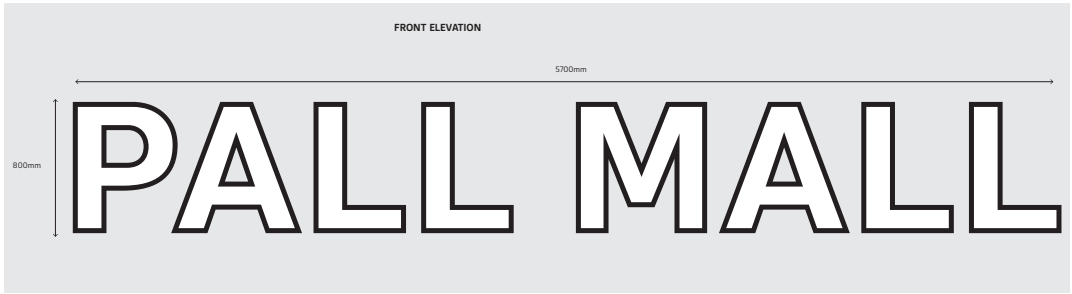
04
Sign Locations

Location 07
Sign Type EX 01 - High Level Gateway
Detail No Illumination







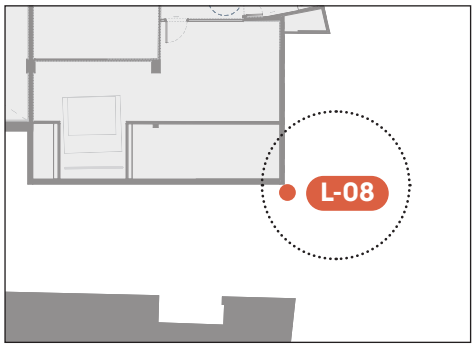


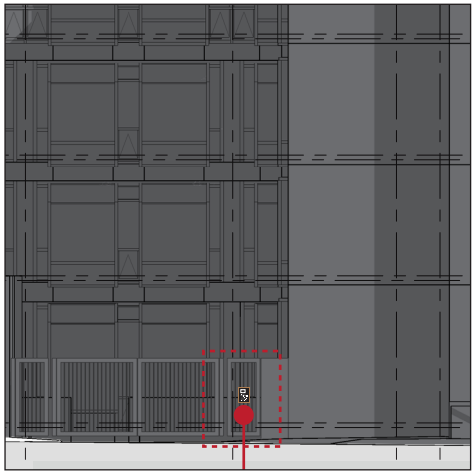


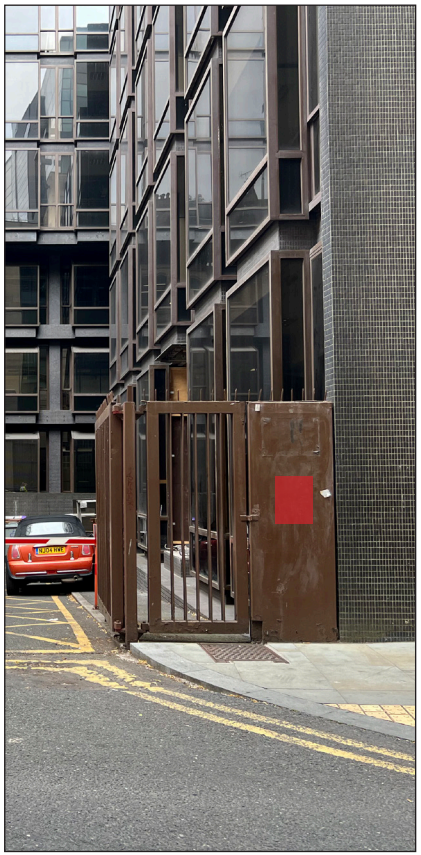
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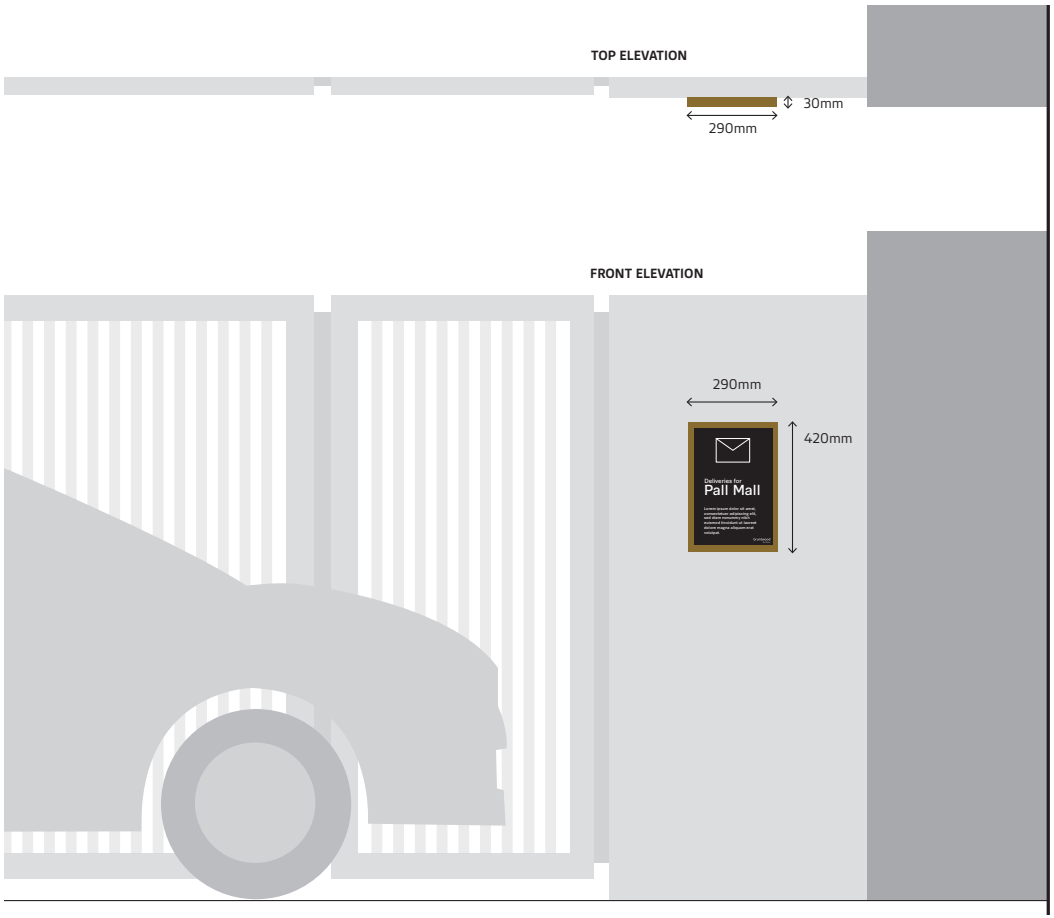
04
Sign Locations

Location 08
Sign Type EX 03 - Information Sign
Detail No Illumination









***Scale** 1:200 @ A4*