

Pali Mall

External Signage & Wayfinding

PLACE
MARQUE

Draft 12

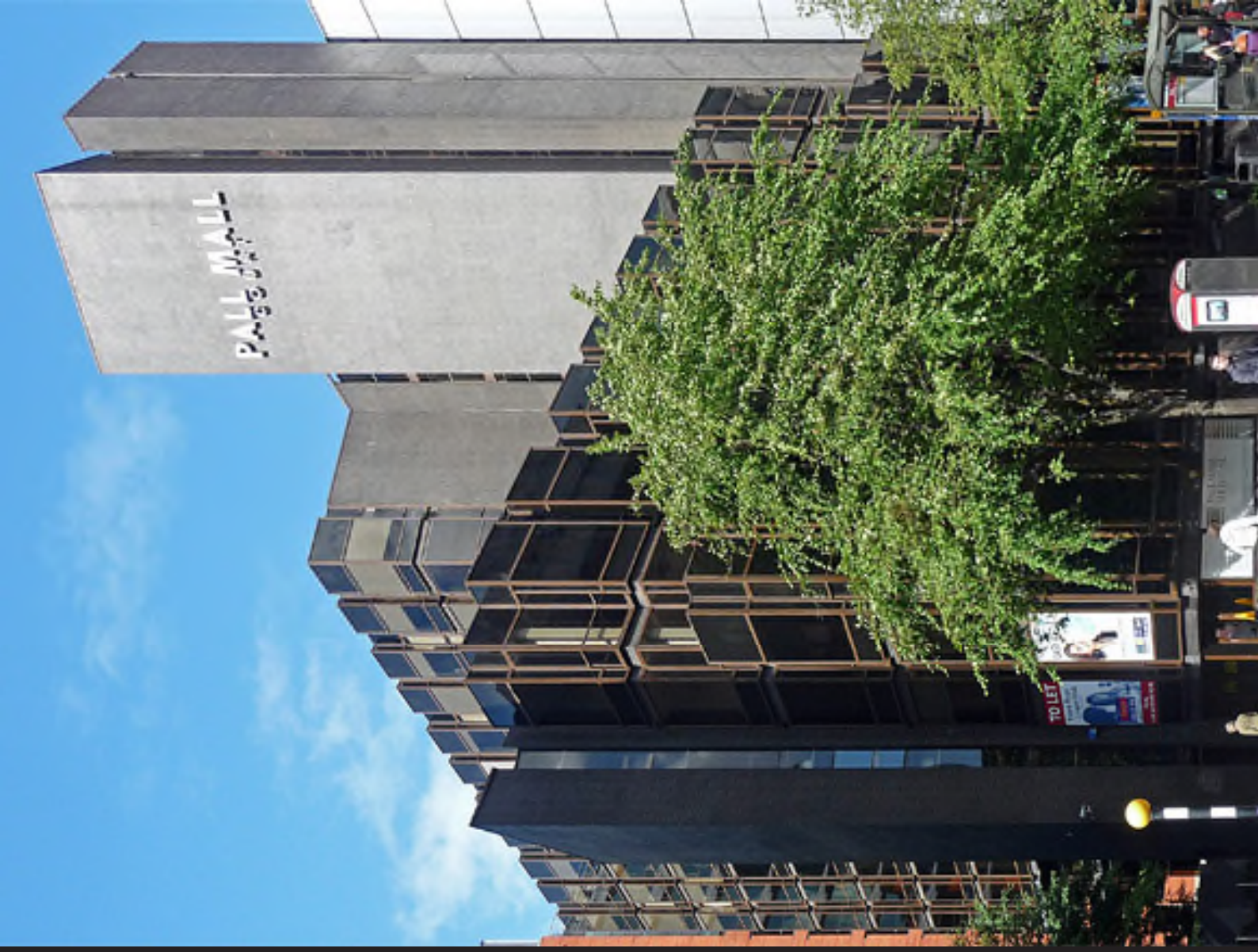
Feb 2026

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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.

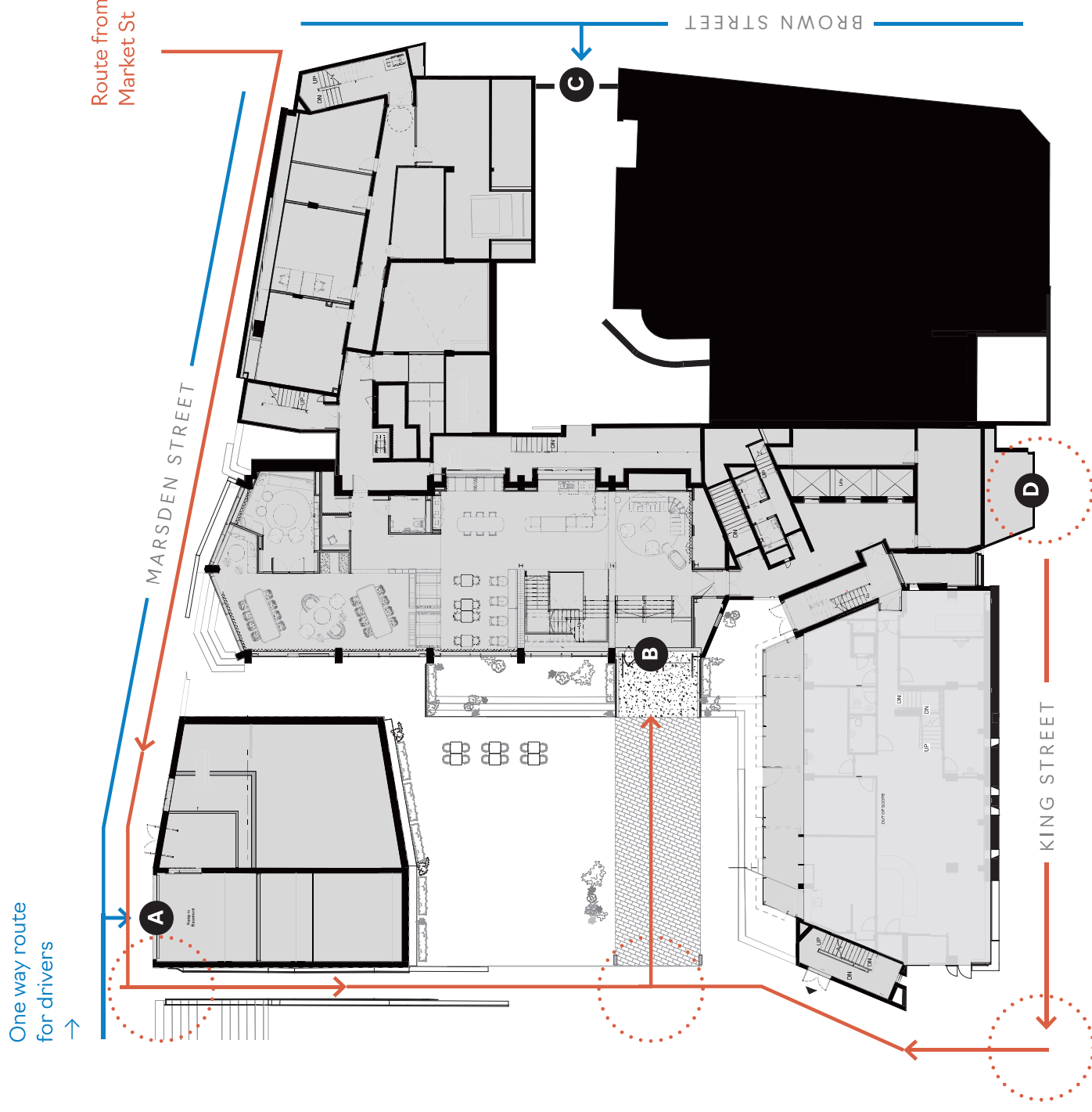
Key Arrival Points

- 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.

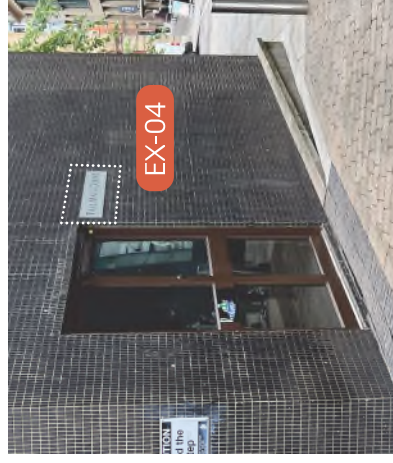
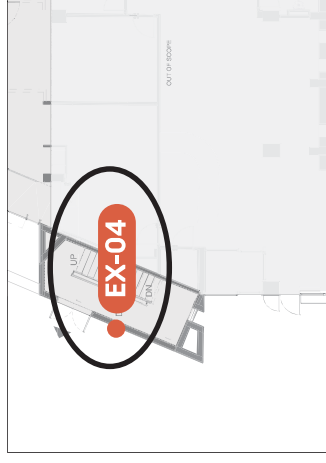
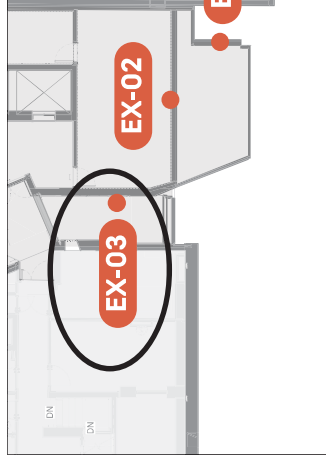
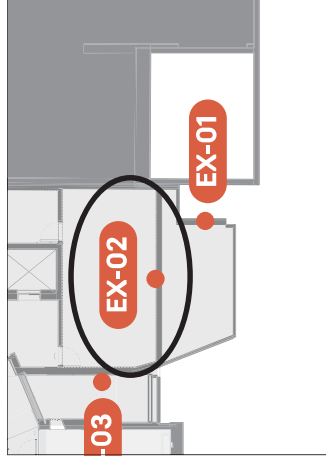
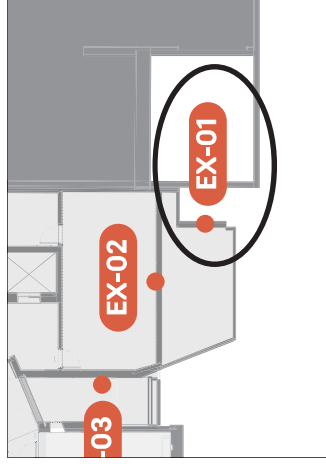
As part of the refurbishment of the building, the name has changed from 'Pall Mall Court' to 'Pall Mall'. The existing signs will need to be removed as part of this scheme and updated to the correct name and will follow the guidelines as set out in the Bruntwood toolkit.

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

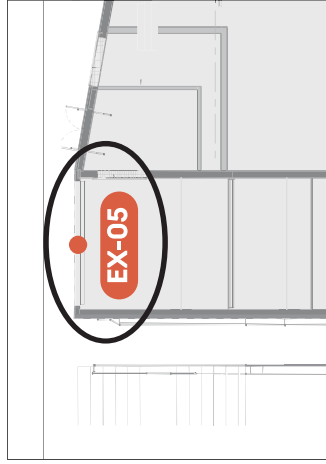
The Site



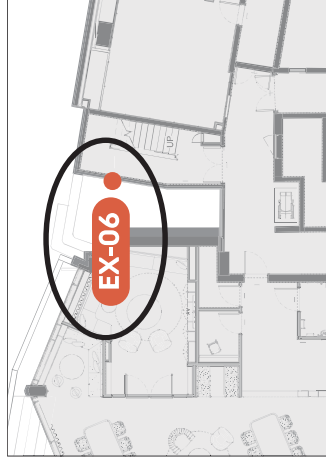
EX-01	EX-02	EX-03	EX-04
Location	Location	Location	Location
Stepped access to entrance on King Street	Canopy at entrance on King Street	West face of Pall Mall tower seen on approach	Fire Escape on West Elevation
Sign Type	Sign Type	Sign Type	Sign Type
Individual letters fixed to building face	Individual letters fixed to building face	Individual letters fixed to building face	Wall mounted sign with direct to surface print
Action	Action	Action	Action
Remove existing and replace (L-02)	Remove	Remove existing and replace (L-01)	Remove

01

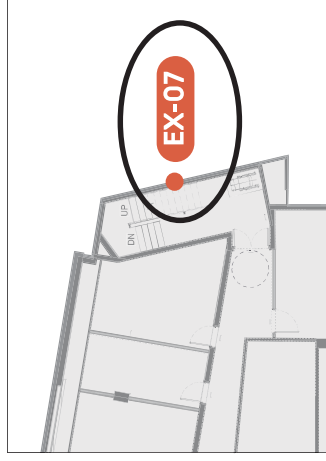
The Site



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)

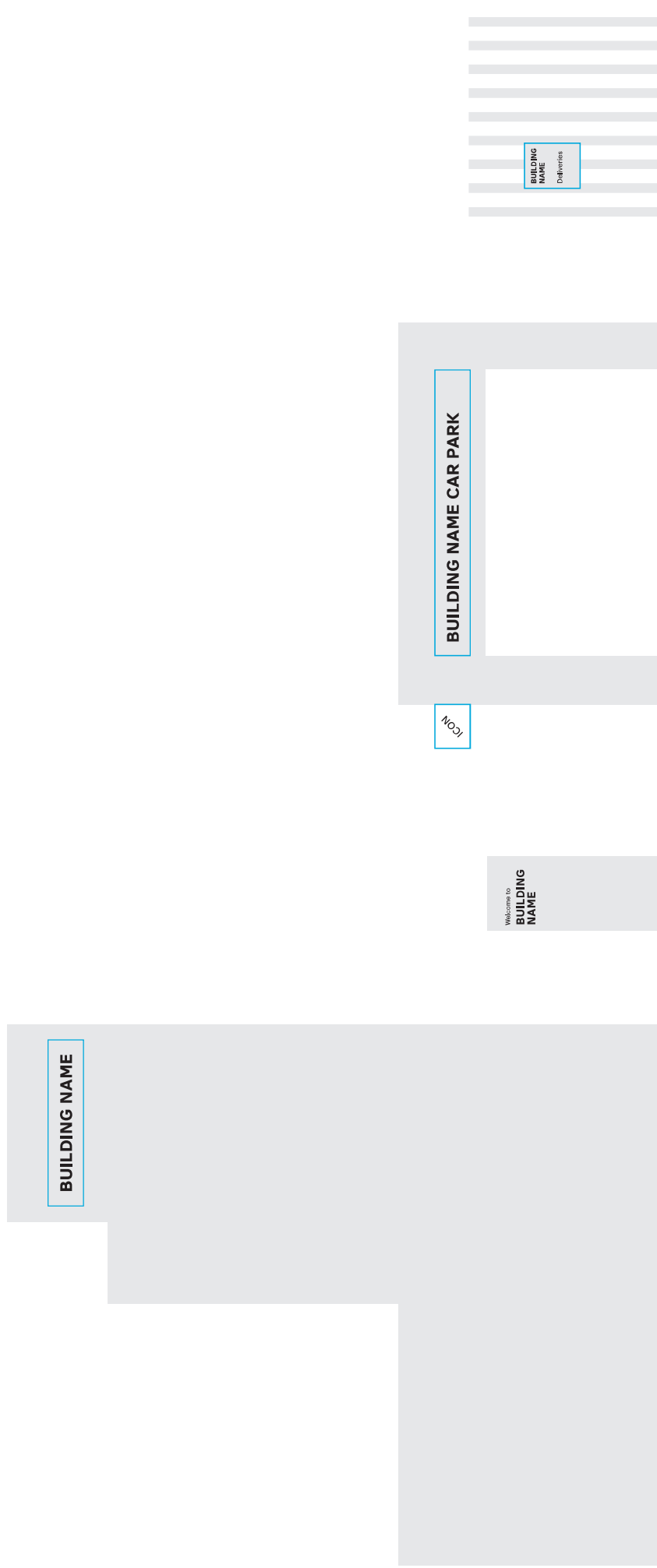
02

Sign Functions



02

Sign Functions



EX 01
High Level Gateway
Announce building name on approach

EX 02
Totem
Direct visitors to the main entrance

EX 03
Car Park Entrance
Announce arrival to car park for drivers and cyclists

EX 04
Deliveries Access
Information sign about access to delivery point

03

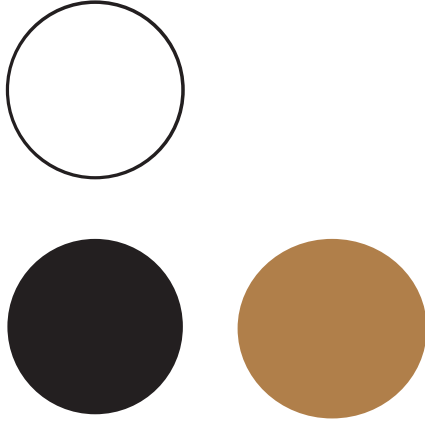
Visual Identity

03

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

04

Sign Family

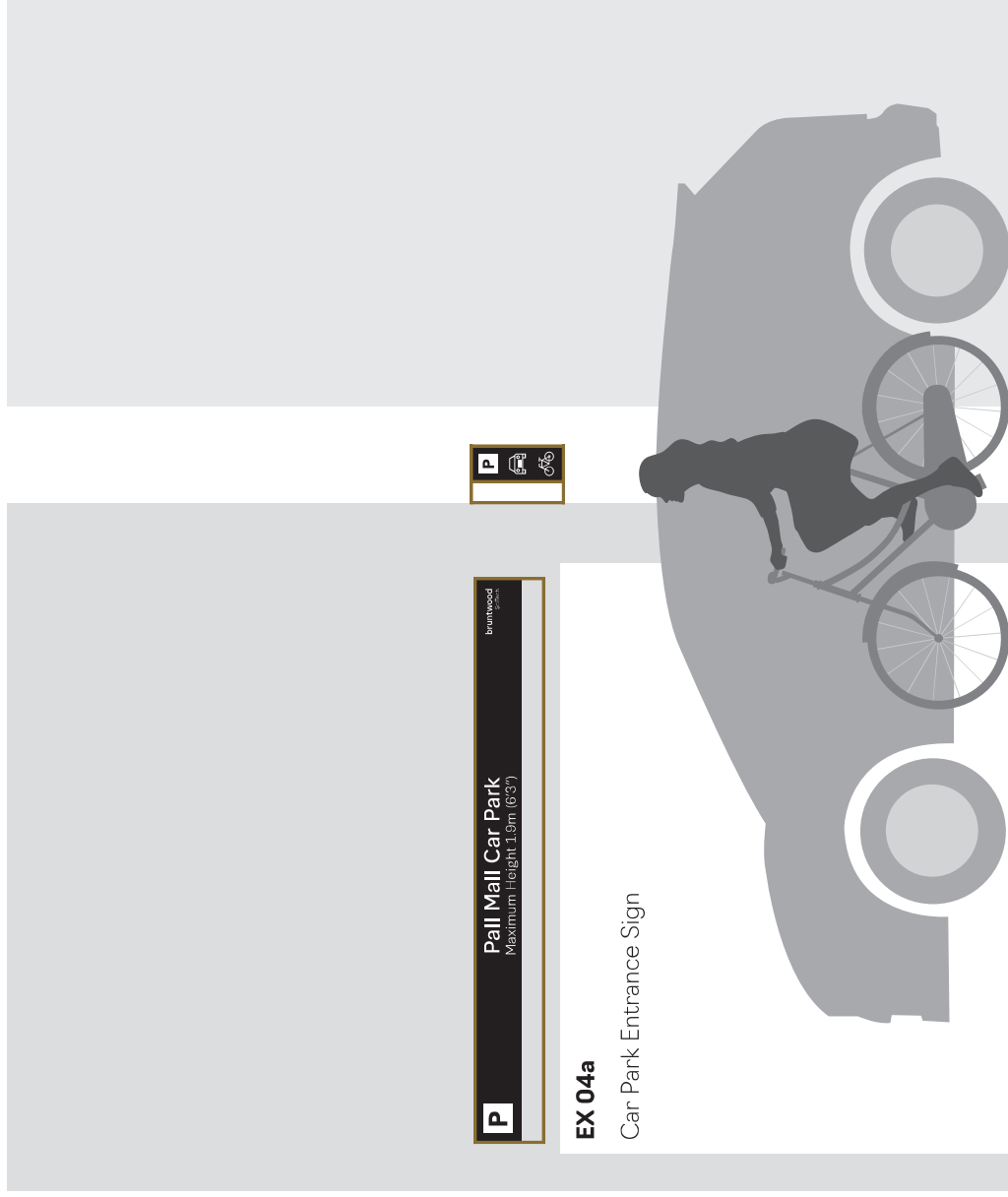
04

Sign Family



04

Sign Family



EX 04b

Car Park Approach Sign

EX 04a

Car Park Entrance Sign

05

Sign Locations

05

Sign Locations

Location Plan

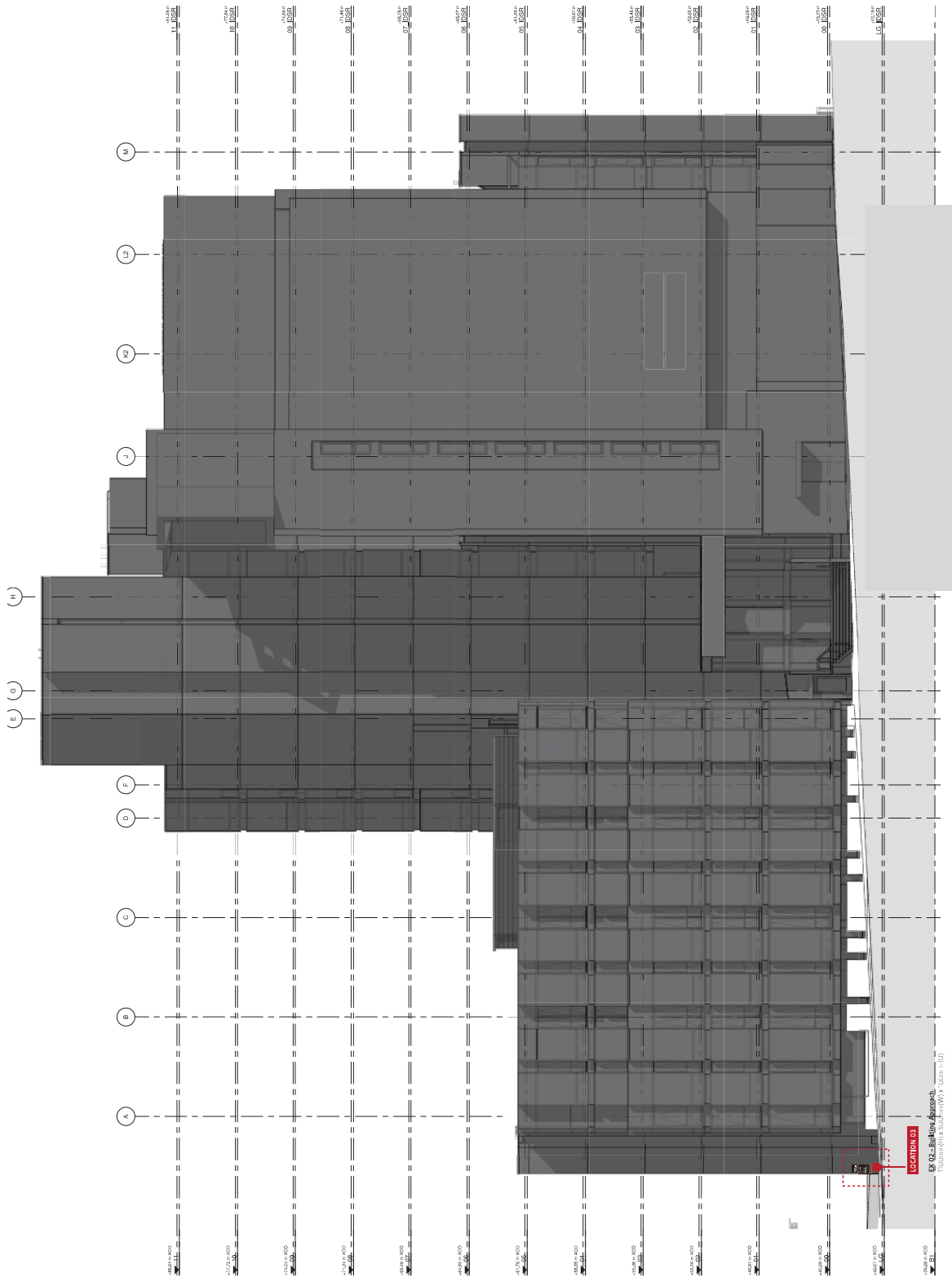
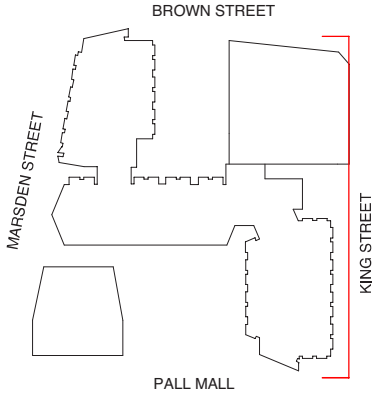
The plan here shows the proposed location of each external sign. The following pages show these signs in further detail.



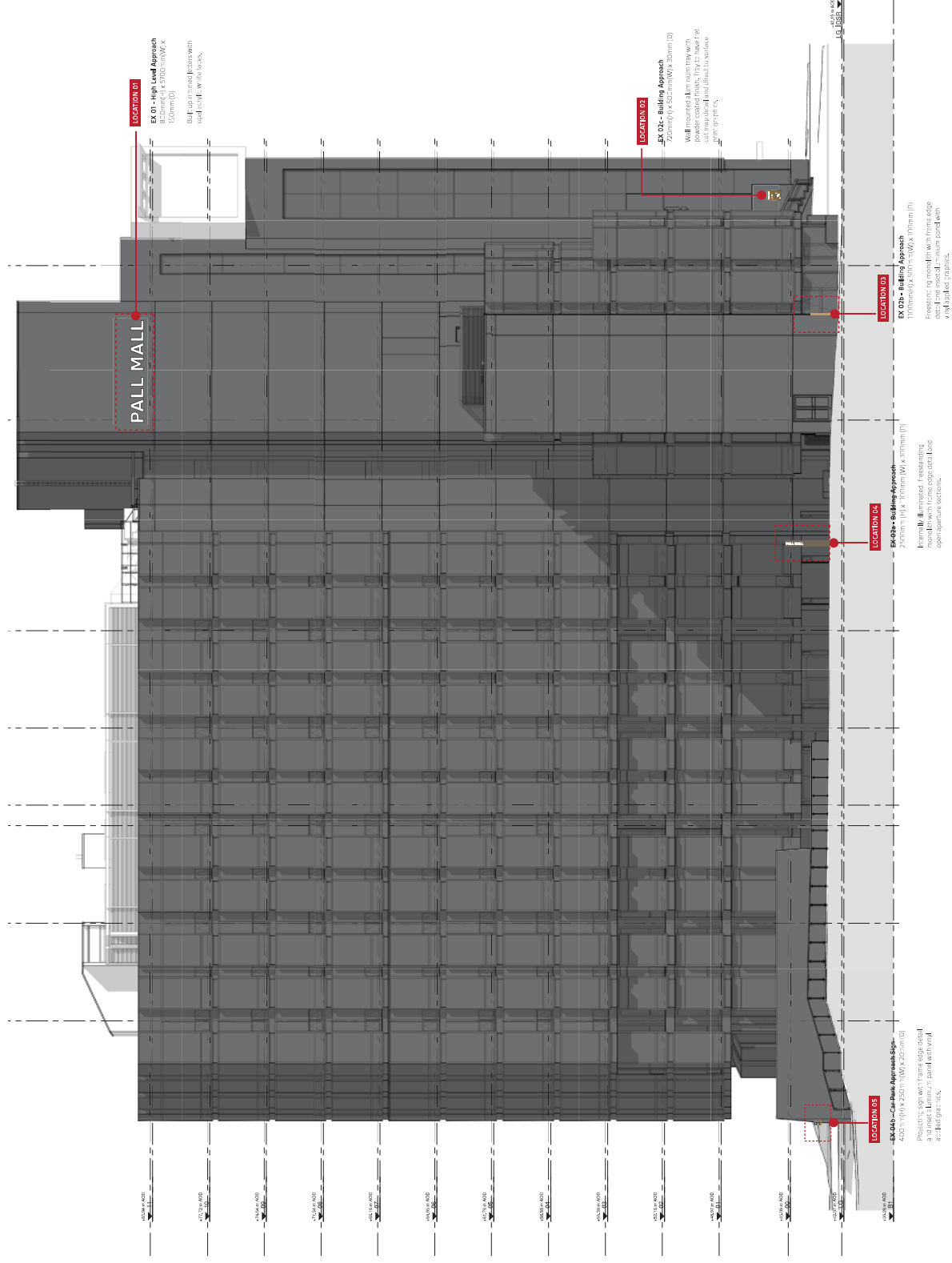
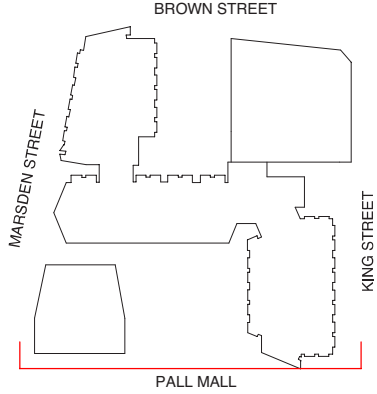
05

Sign Locations

South Elevation

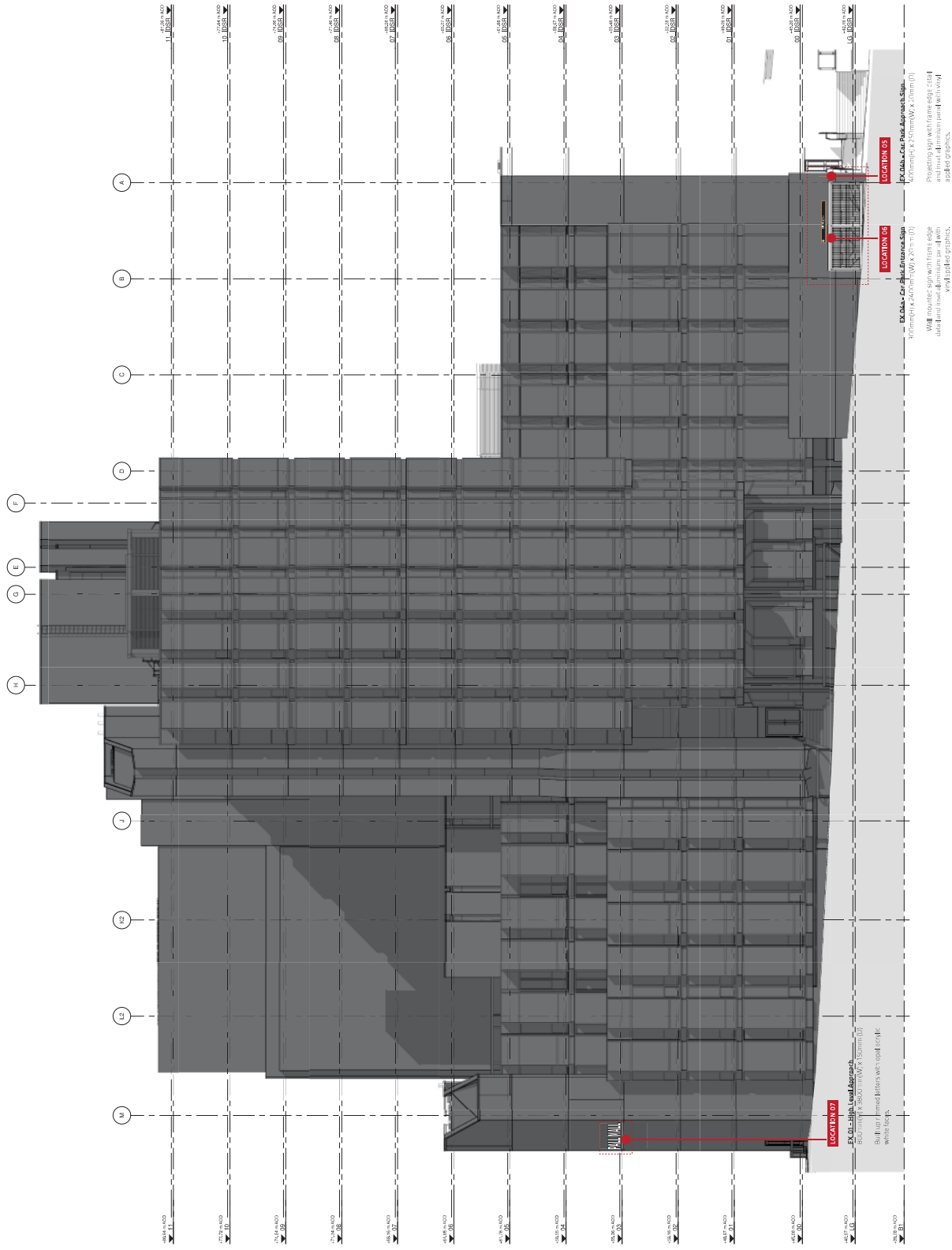
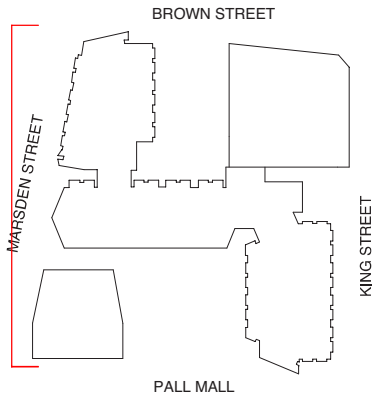


West Elevation



05 Sign Locations

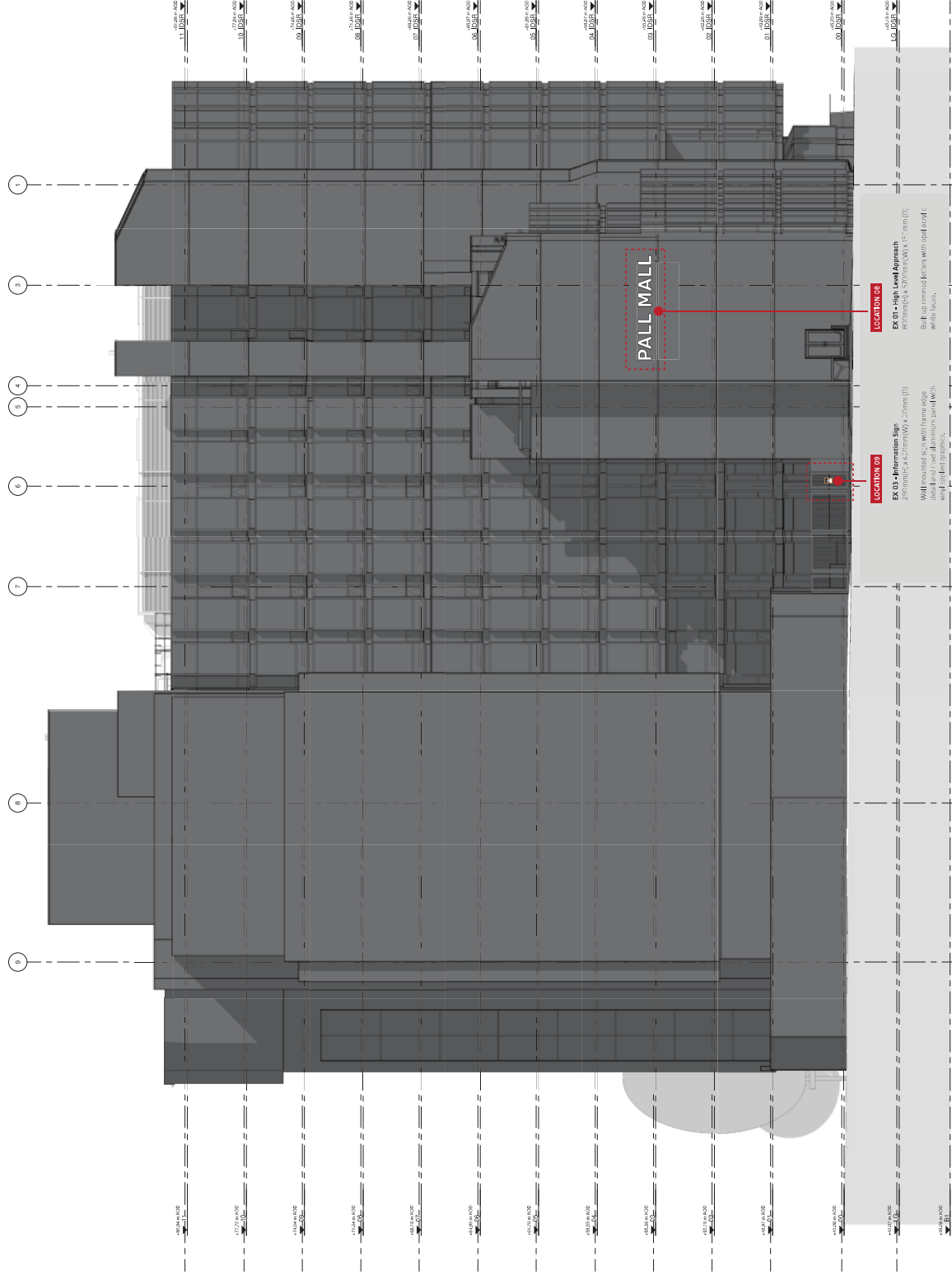
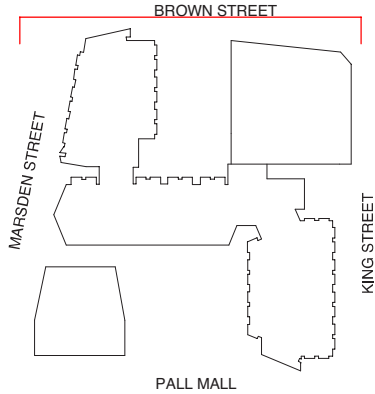
North Elevation



05

Sign Locations

East Elevation

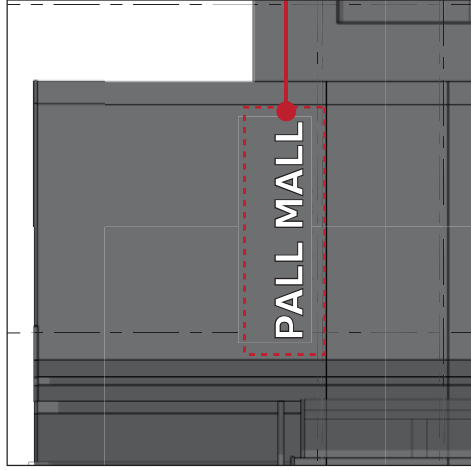


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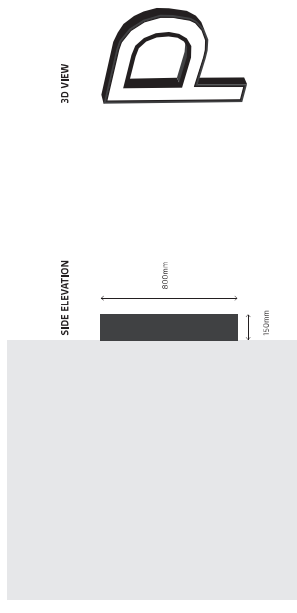
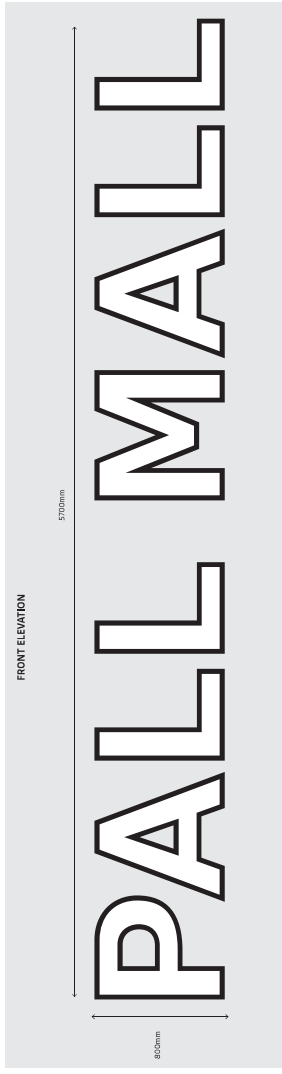
Sign Locations

Location 01

Sign Type EX 01 - High Level Gateway



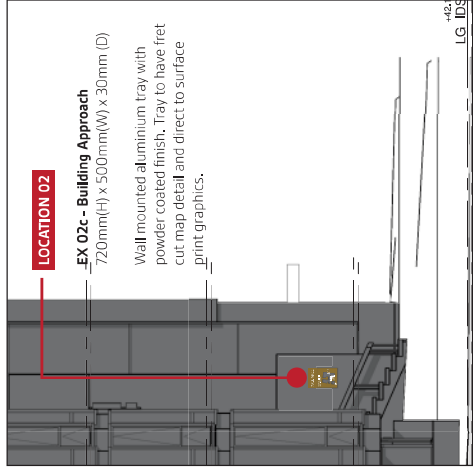
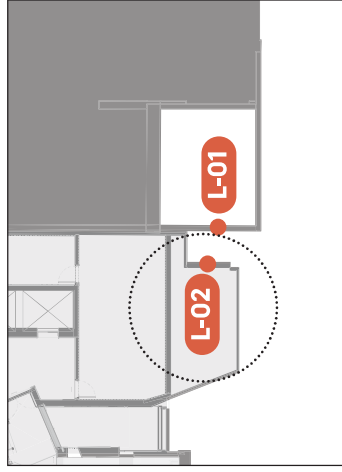
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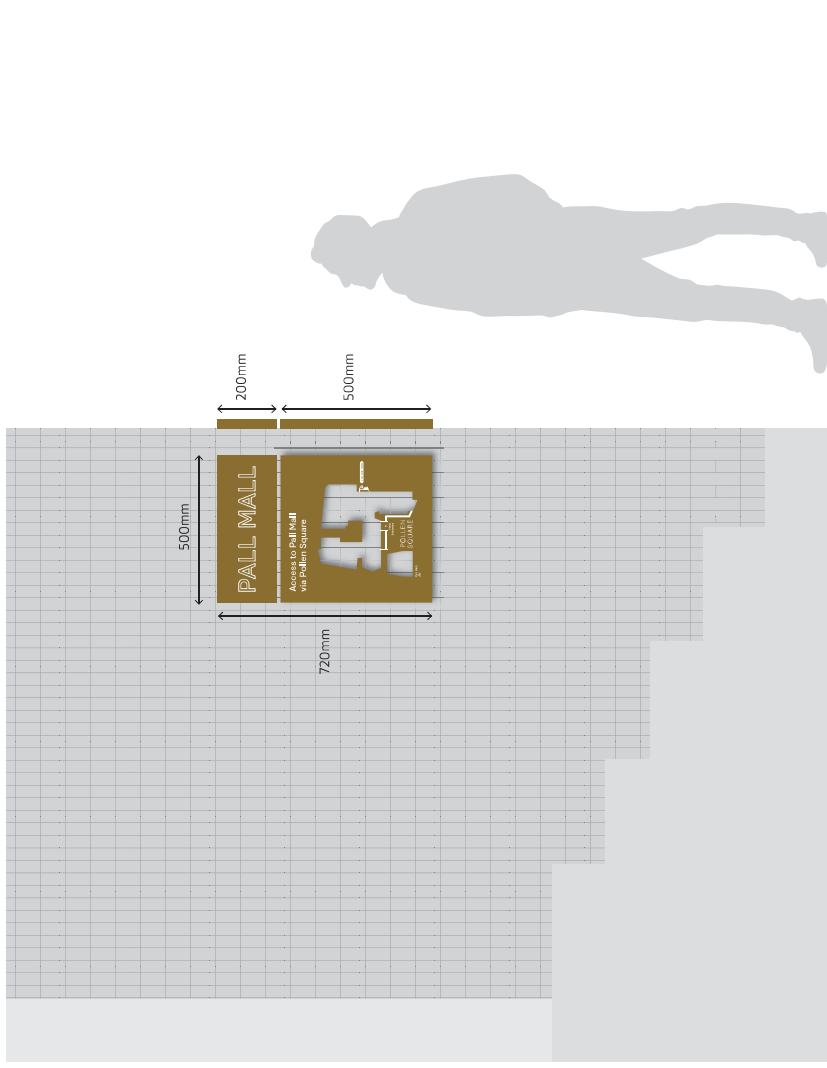
05

Sign Locations

Location 02
 Sign Type EX 02c - Building Approach



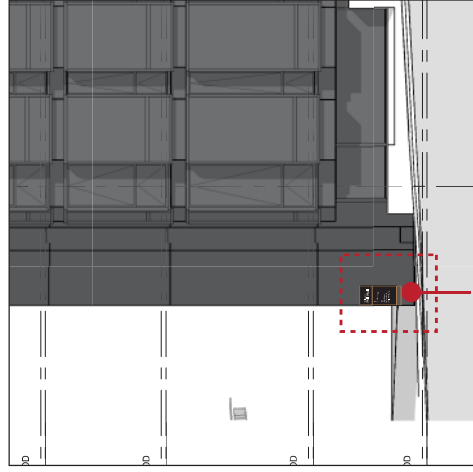
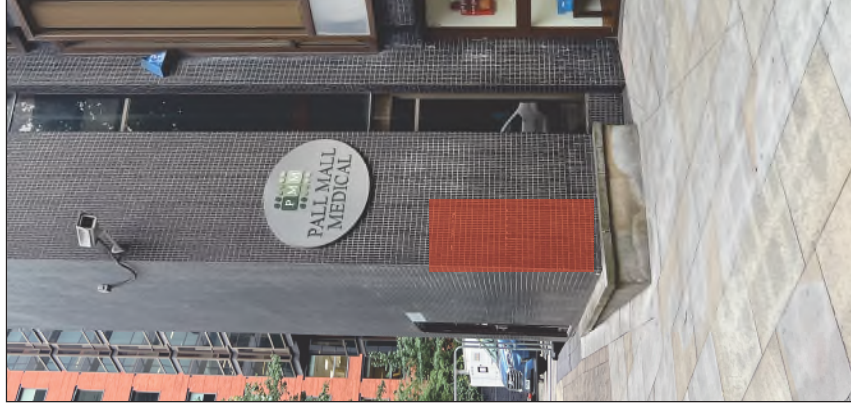
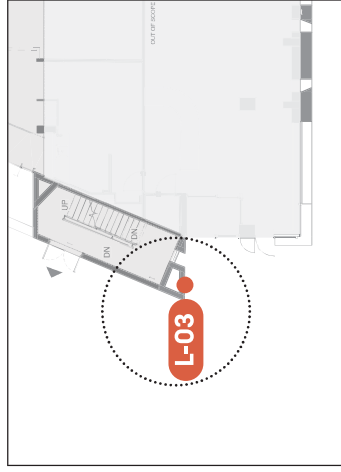
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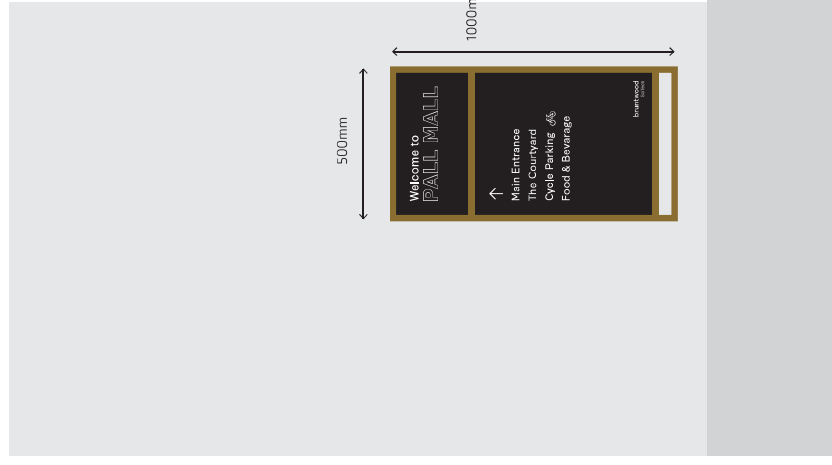
05

Sign Locations

Location 03
Sign Type EX 02b - Building Approach



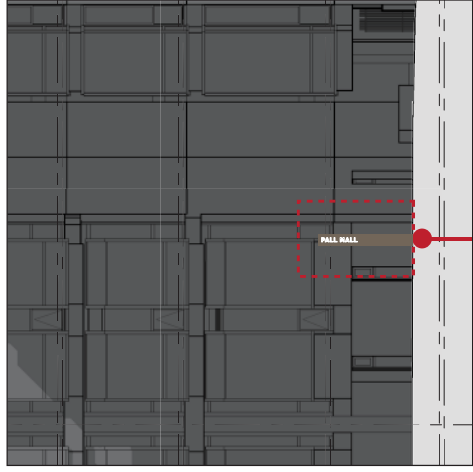
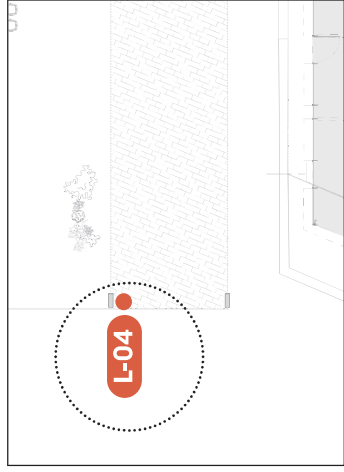
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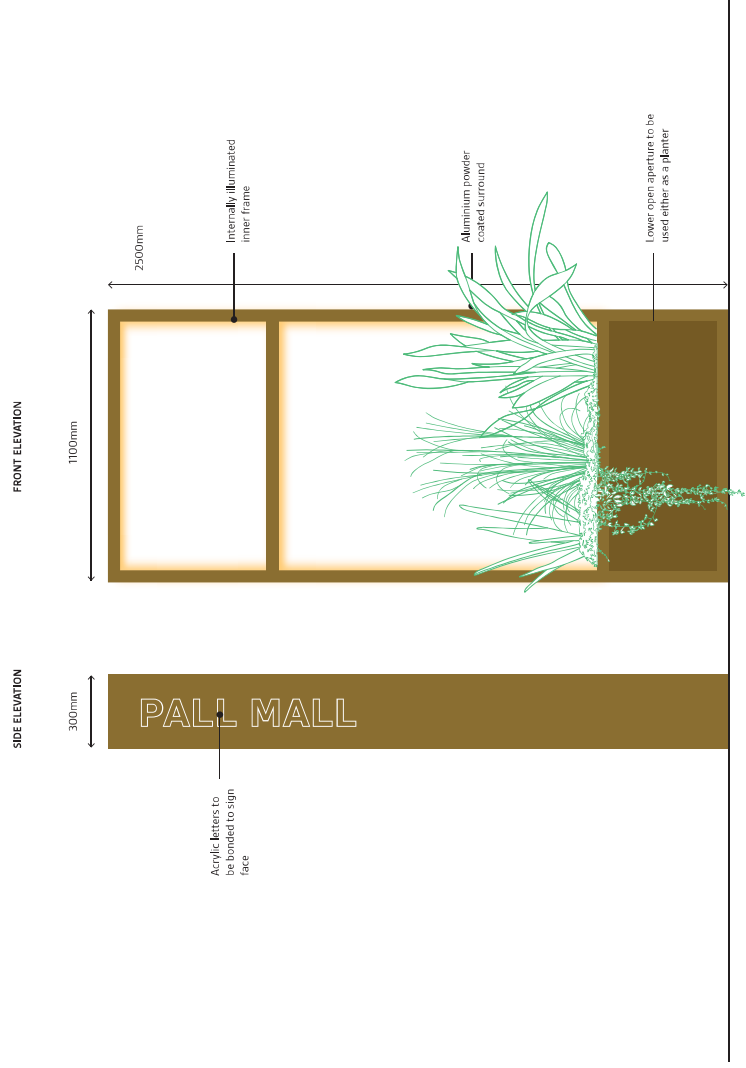
05

Sign Locations

Location 04
Sign Type EX 02 - Building Approach



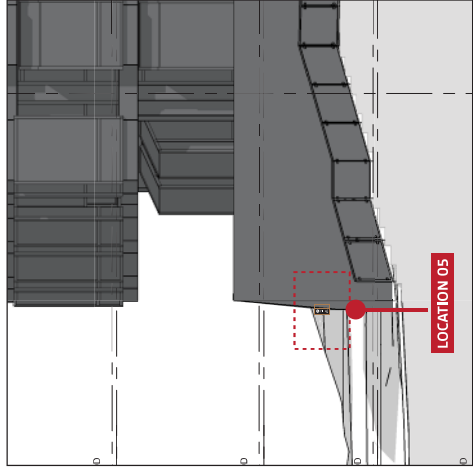
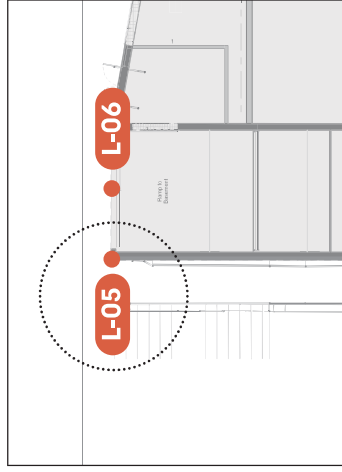
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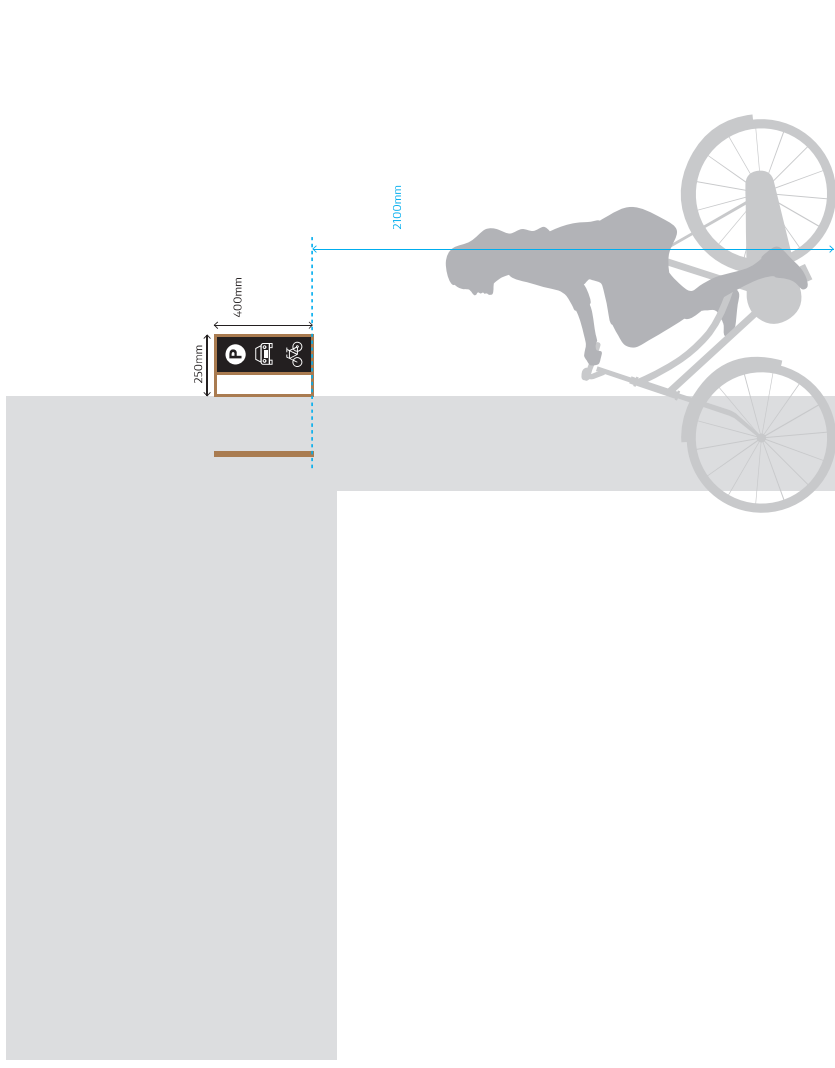
05

Sign Locations

Location 05
 Sign Type EX 04b - Car Park Approach



Scale 1:200 @ A4

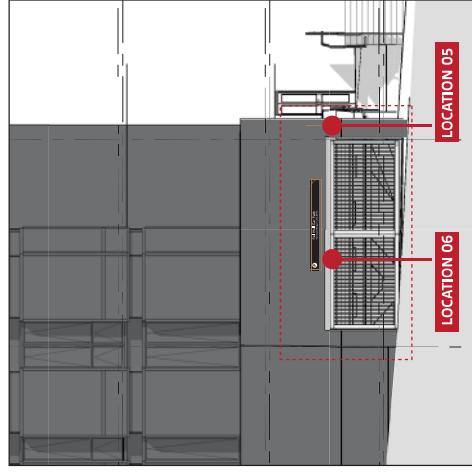
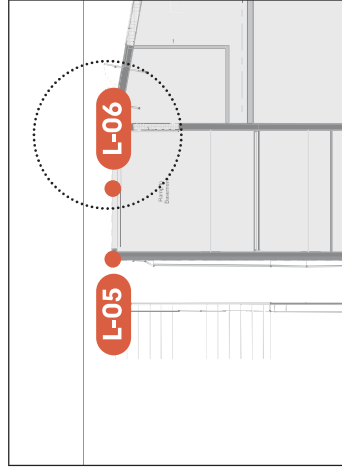


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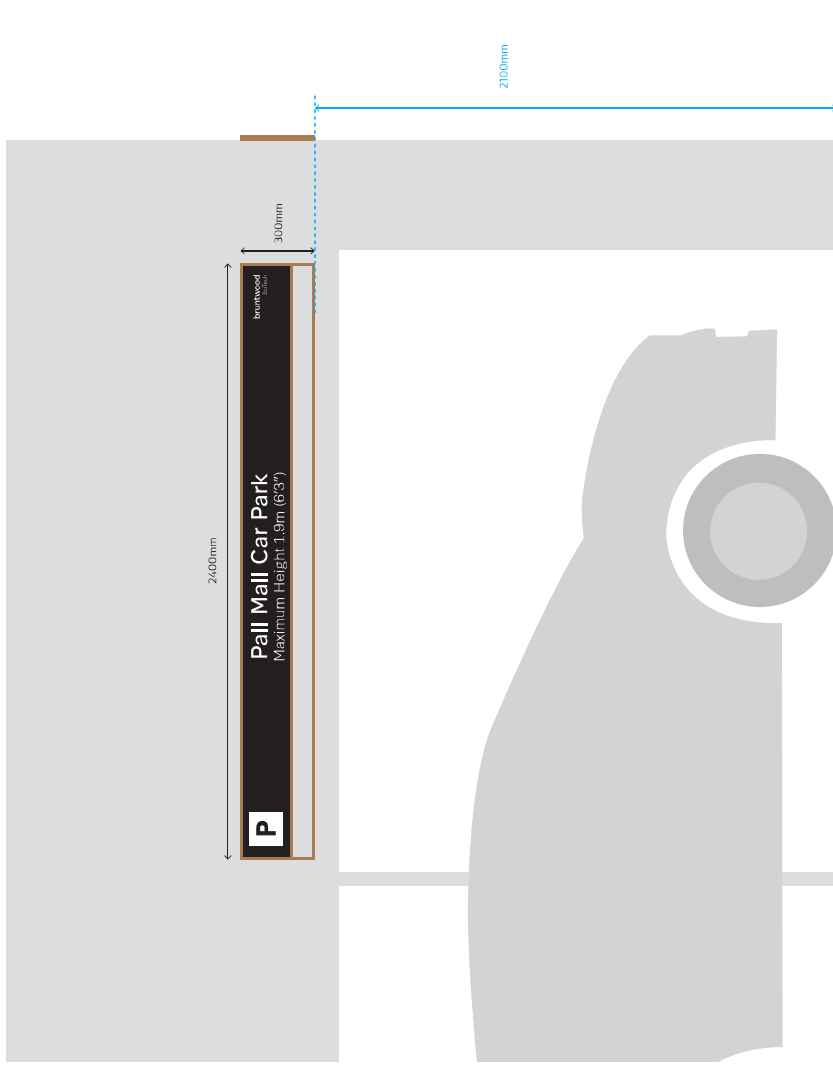
Sign Locations

Location 06

Sign Type EX 04a - Car Park Entrance



Scale 1:200 @ A4

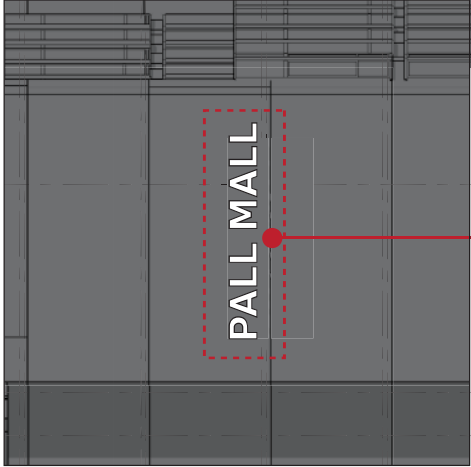
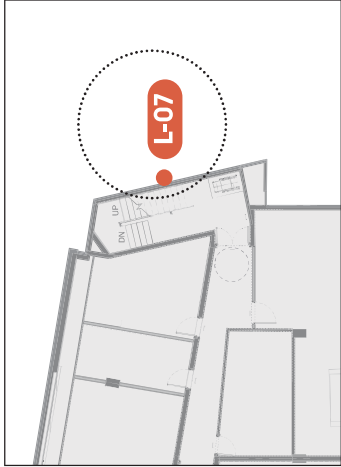


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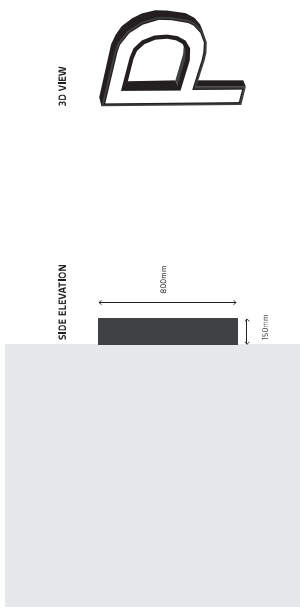
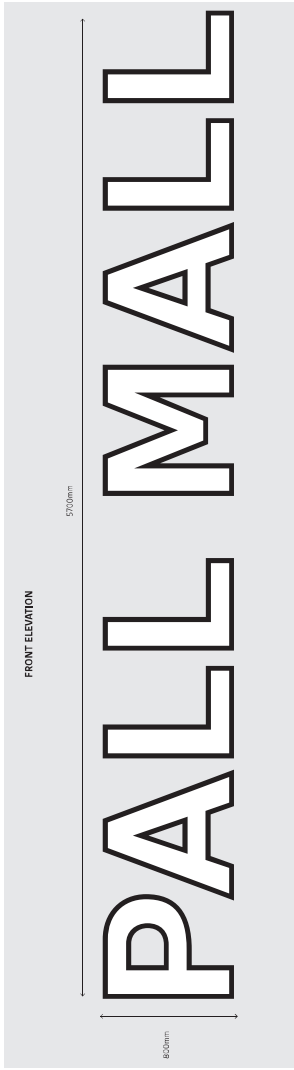
Sign Locations

Location 07

Sign Type EX 01 - High Level Gateway



Scale 1:200 @ A4

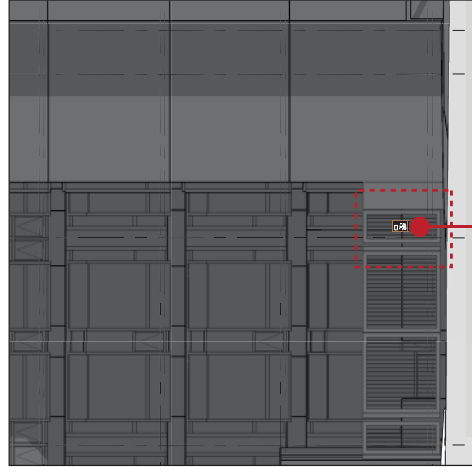
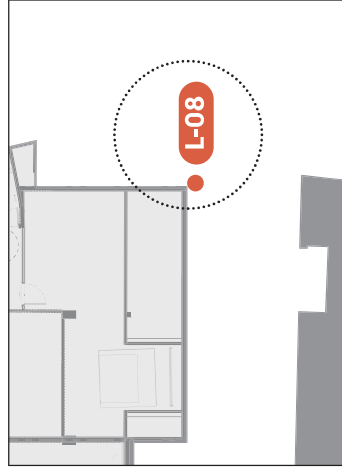


05

Sign Locations

Location 08

Sign Type EX 03 – Information Sign



Scale 1:200 @ A4

