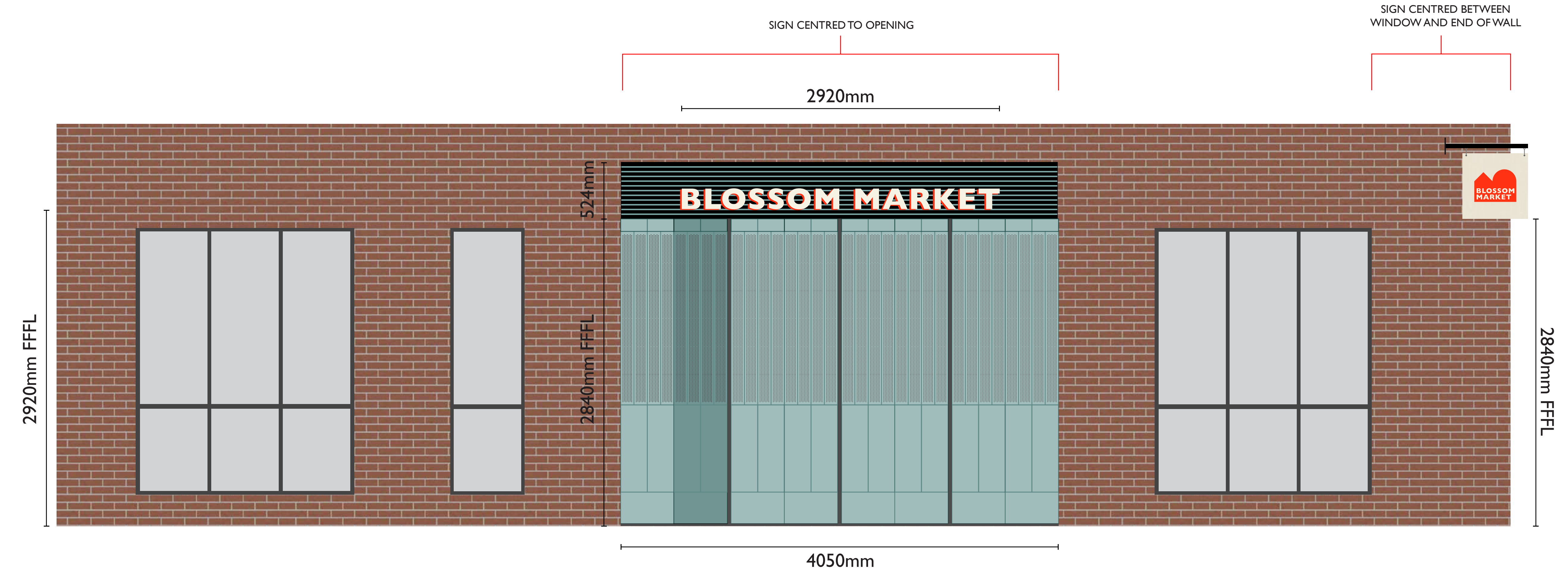


SIGNAGE STRATEGY

BLOSSOM SIGNAGE STRATEGY
HENRY STREET INSTALLATION GUIDE



BLOSSOM SIGNAGE STRATEGY
HENRY STREET



TENANT BRAND SIGNAGE
WINDOW VINYL OR PAINT APPLIED
DIRECTLY TO THE GLAZING

WILL REQUIRE LANDLORD APPROVAL

REPURPOSE EXISTING SIGNAGE LETTERS

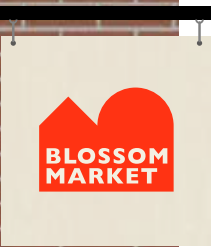


MAIN BRAND SIGNAGE
EXISTING 3D PAINTED METAL LETTERS
ATTACHED TO METALWORK ABOVE GATE



WHITE PAINTED FACE WITH RED RETURN

PROJECTING SIGN
SIMPLE WOOD OR METAL SIGNAGE
TO REFERENCE THE OLD GARAGE
SIGNAGE. FIXED DIRECTLY
TO THE BRICK.



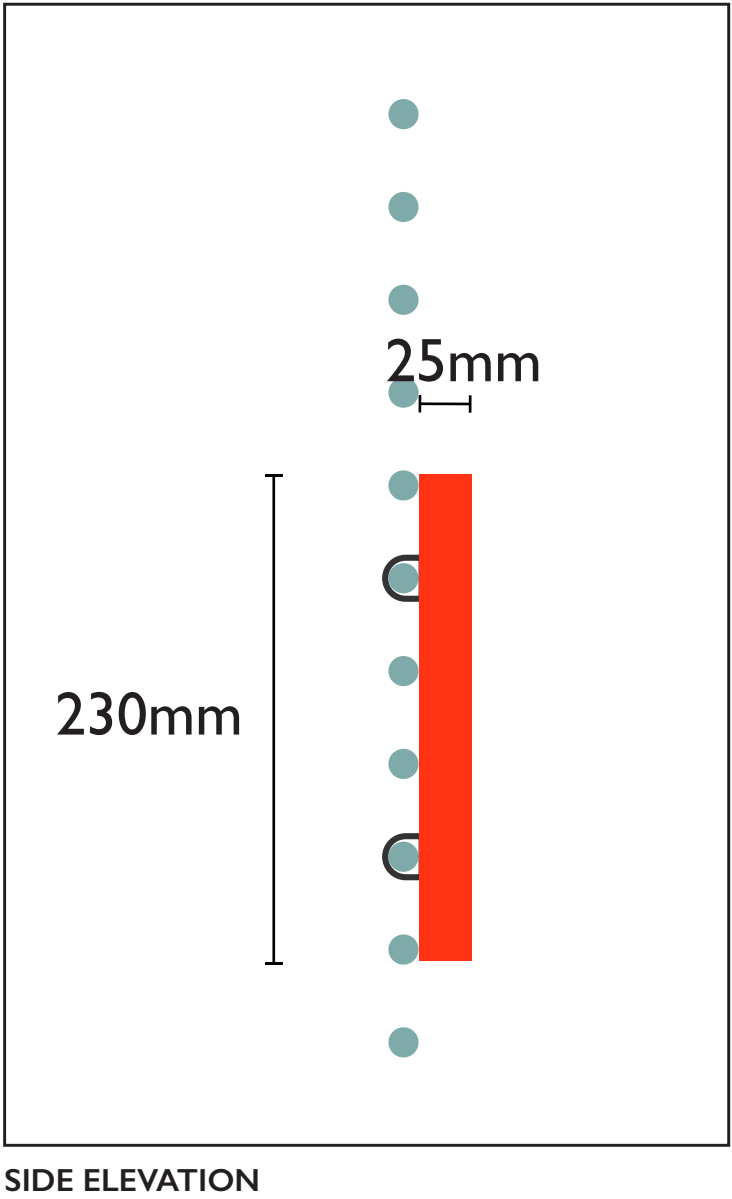
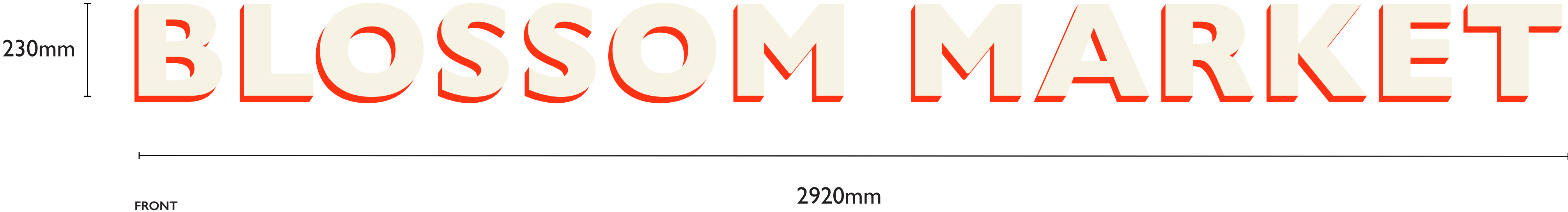
TENANT BRAND SIGNAGE
WINDOW VINYL OR PAINT APPLIED
DIRECTLY TO THE GLAZING

WILL BE USED MINIMALLY AND TASTEFULLY
TENANT WILL BE REQUIRED TO GAIN LANDLORD
APPROVAL BEFORE APPLICATION

VINYL SHOULD COVER NO MORE THAN 25%
OF THE OVERALL GLAZING

BLOSSOM SIGNAGE STRATEGY
MAIN BRAND SIGN SPECIFICATION
HENRY ST & GUN ST

- SPECIFICATION:
- 3D METAL LETTERS
- FIXED TO THE METAL GATE USING APPROPRIATE METAL FIXINGS
 - PAINTED SIGN TO MATCH BRAND COLOURS
 - FRONT IS WHITE TO MATCH CMYK: 3,3,10,0
 - SIDES ARE RED TO MATCH CMYK: 0,92,99,0
 - BOTTOM OF SIGN IS 2840MM FFFL
 - DEPTH OF SIGN IS 25MM
 - CAP HEIGHT IS 230MM



BLOSSOM SIGNAGE STRATEGY
MAIN BRAND SIGNAGE CONSTRUCTION
HENRY ST & GUN ST

MAIN BRAND SIGNAGE
REPURPOSING THE EXISTING LETTERS FROM THE BLOSSOM MOTOR CO. SIGN.
THESE WILL BE SANDED AND RE PAINTED AND REPAIRED WHERE NECESSARY.
THEY WILL BE PAINTED OFF WHITE WITH RED RETURNS.

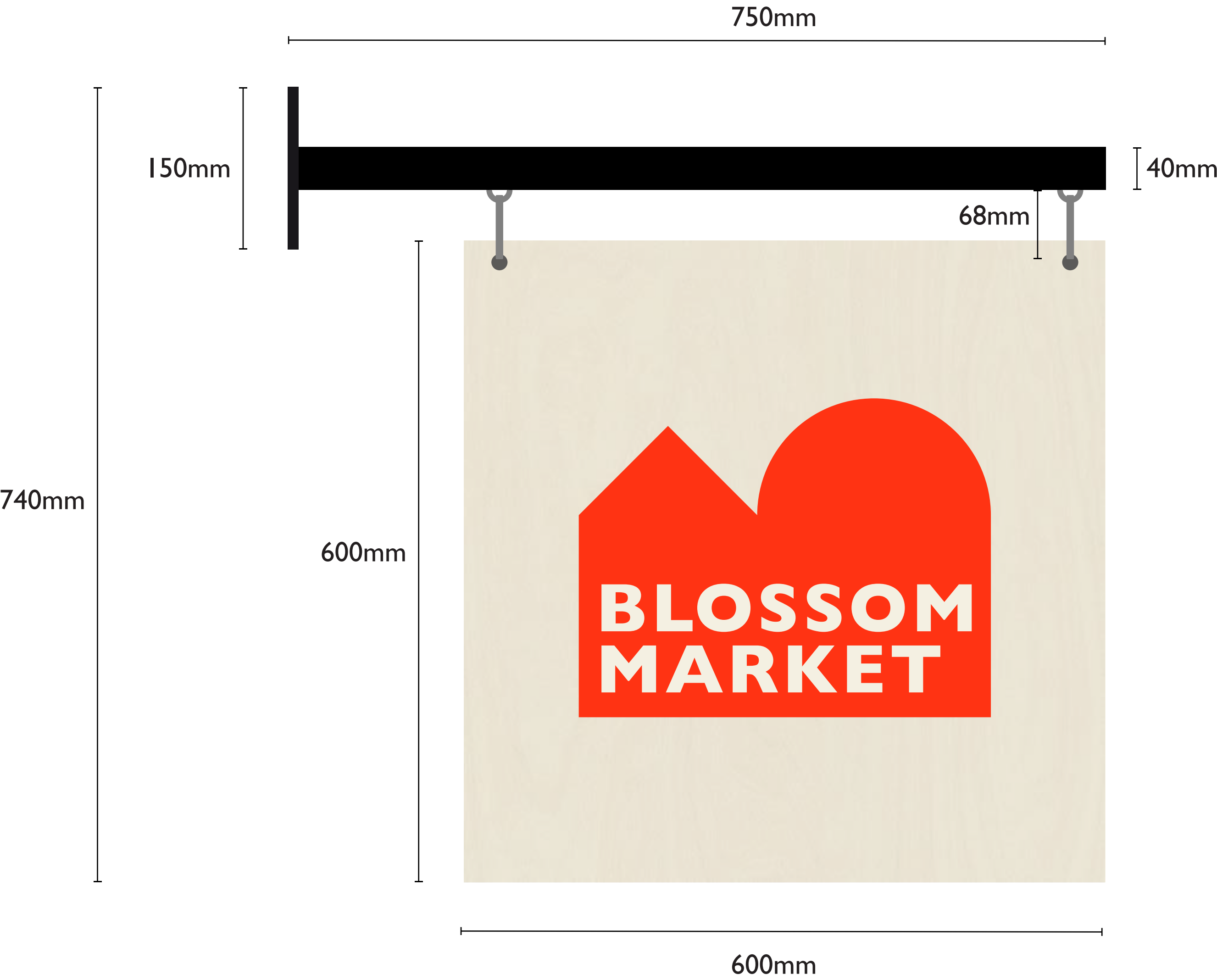
WE WILL NEED TO ADAPT THE FIXINGS ON THE BACK TO ALLOW THEM TO BE ATTACHED
TO THE METAL WORK ABOVE THE DOORS / GATES.
THESE WILL BE HIDDEN, PREMENANT FIXINGS AND THE SIGN WILL BE PAINTED OUT
DARK GREY ON THE INTERIOR FOR PROTECTION FROM THE ELEMENTS.

230mm



25mm

BLOSSOM SIGNAGE STRATEGY
PROJECTING SIGN SPECIFICATION
HENRY ST

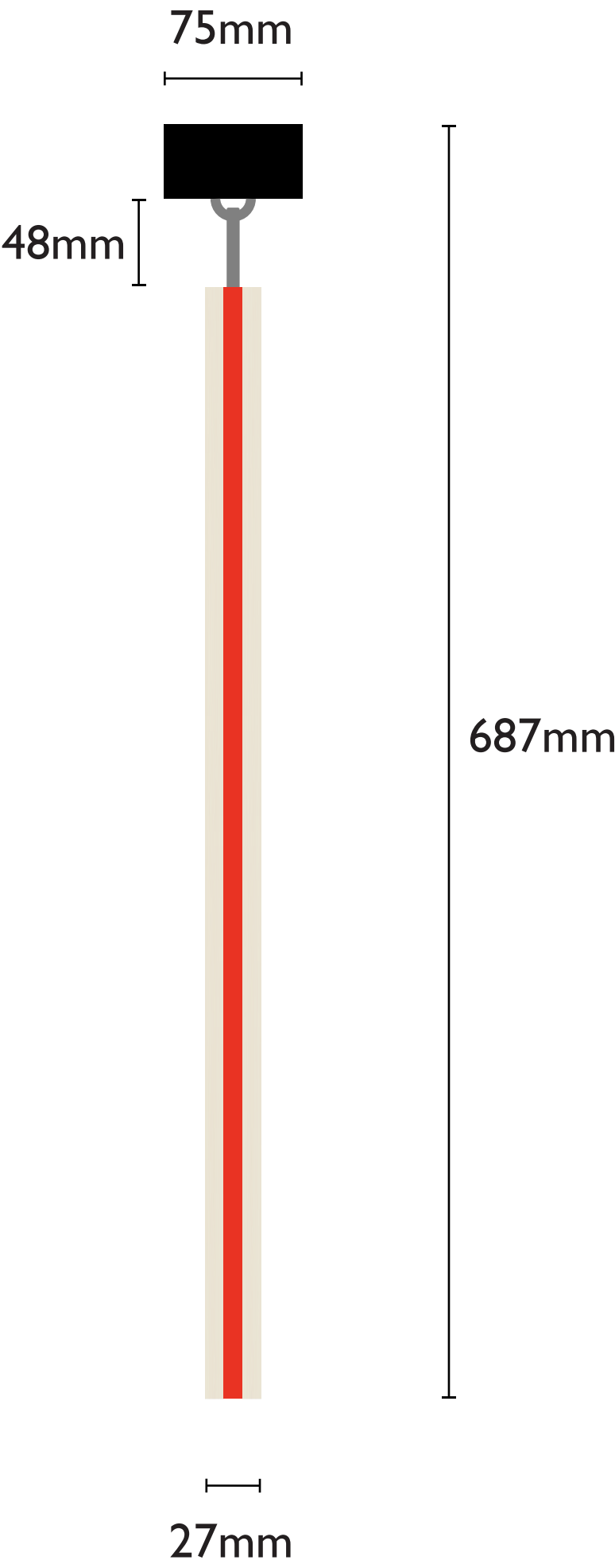


FRONT & BACK

SPECIFICATION:

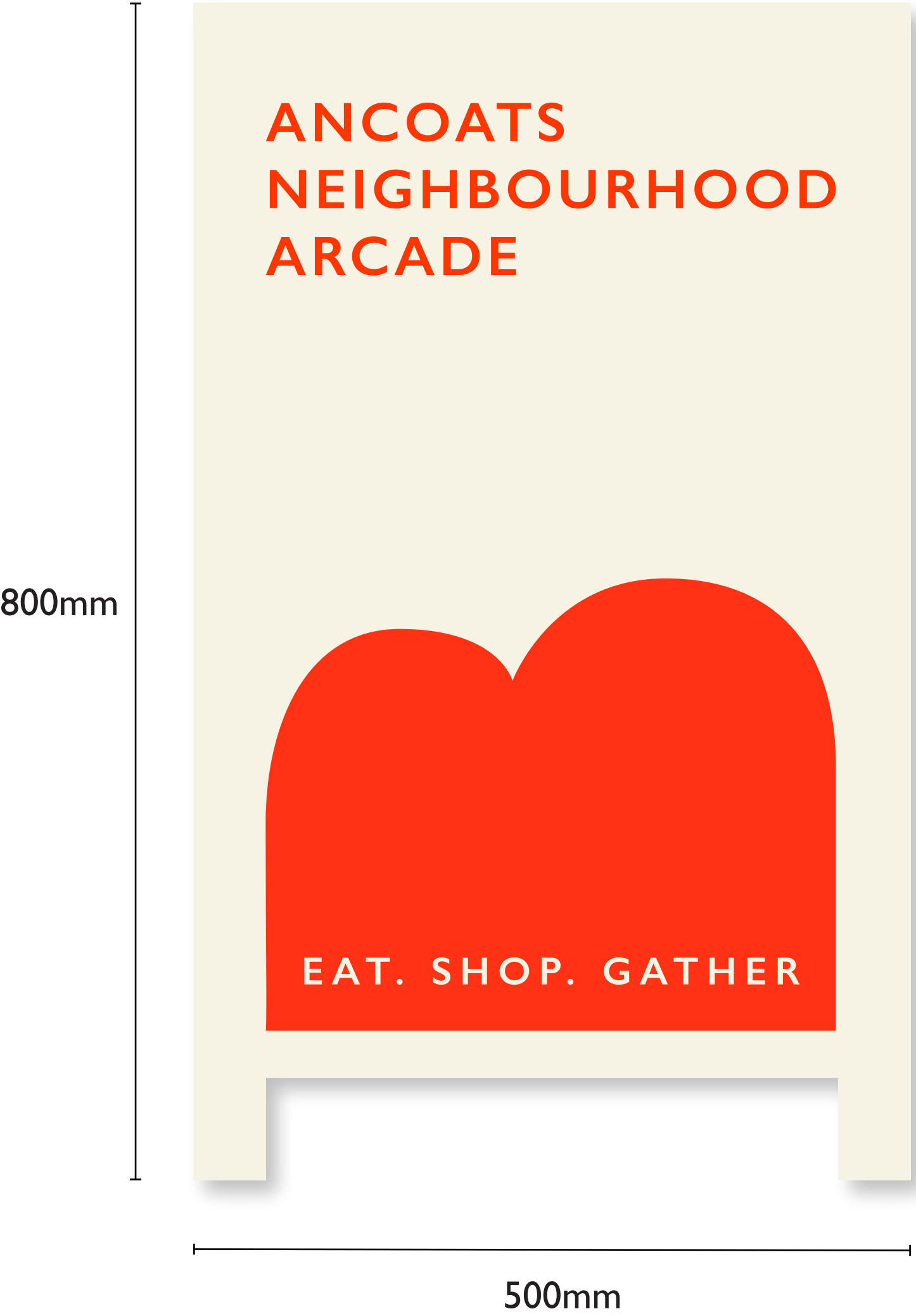
PROJECTING SIGN

- BLACK METAL BAR WITH AGED SILVER WELDED METAL 8MM DIA CHAIN
- DOUBLE SIDED WOODEN SIGN WITH RED LAYER IN CENTRE
- PRINTED / PAINTED SIGN TO MATCH BRAND COLOURS
- 3X LAYERS OF 9MM PLYBOARD FIXED TOGETHER
- FIXED TO THE BRICK WALL USING A BLACK METAL PLATE AND APPROPRIATE FIXINGS
- BOTTOM OF SIGN IS 2920MM FFFL
- RED TO MATCH CMYK: 0,92,99,0



SIDE PROFILE

BLOSSOM SIGNAGE STRATEGY
SANDWICH BOARD
HENRY ST



SANDWICH BOARD / PAVEMENT SIGN
WOODEN A-FRAME
PRINTED / PAINTED SIGN WITH PAINTED RED GRAPHICS
TO MATCH BRAND COLOURS

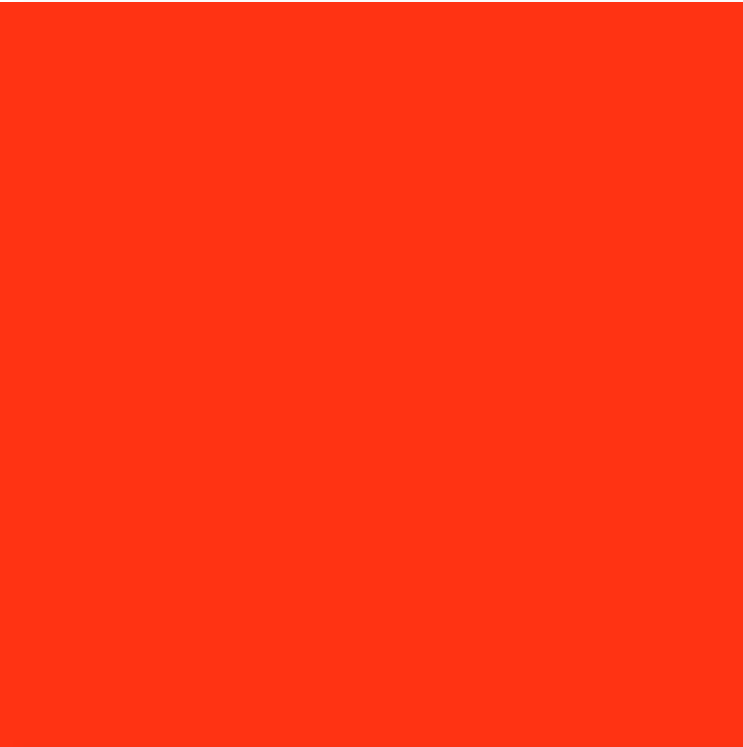
BLOSSOM SIGNAGE STRATEGY
SIGNAGE COLOURS



BLOSSOM BLUE
VALSPAR TEARS OF JOY

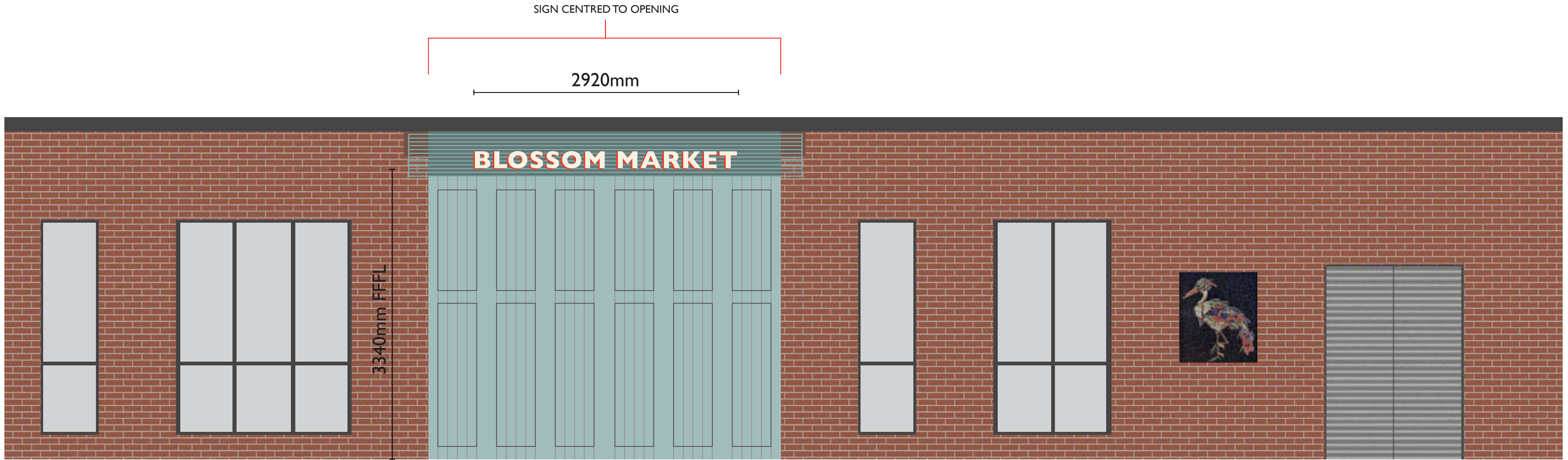


BLOSSOM WHITE
C 3
M 3
Y 10
K 0



BLOSSOM RED
C 0
M 92
Y 99
K 0

BLOSSOM SIGNAGE STRATEGY
GUN STREET INSTALLATION GUIDE



BLOSSOM SIGNAGE STRATEGY
GUN STREET



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