

# The Francis Crick Institute Forecourt Vinyl Installation

Planning Document

Issue: 01

Date: 05.01.24

# Contents

- 3 Background
- 4 Site plan & area coverage
- 12 Design visuals

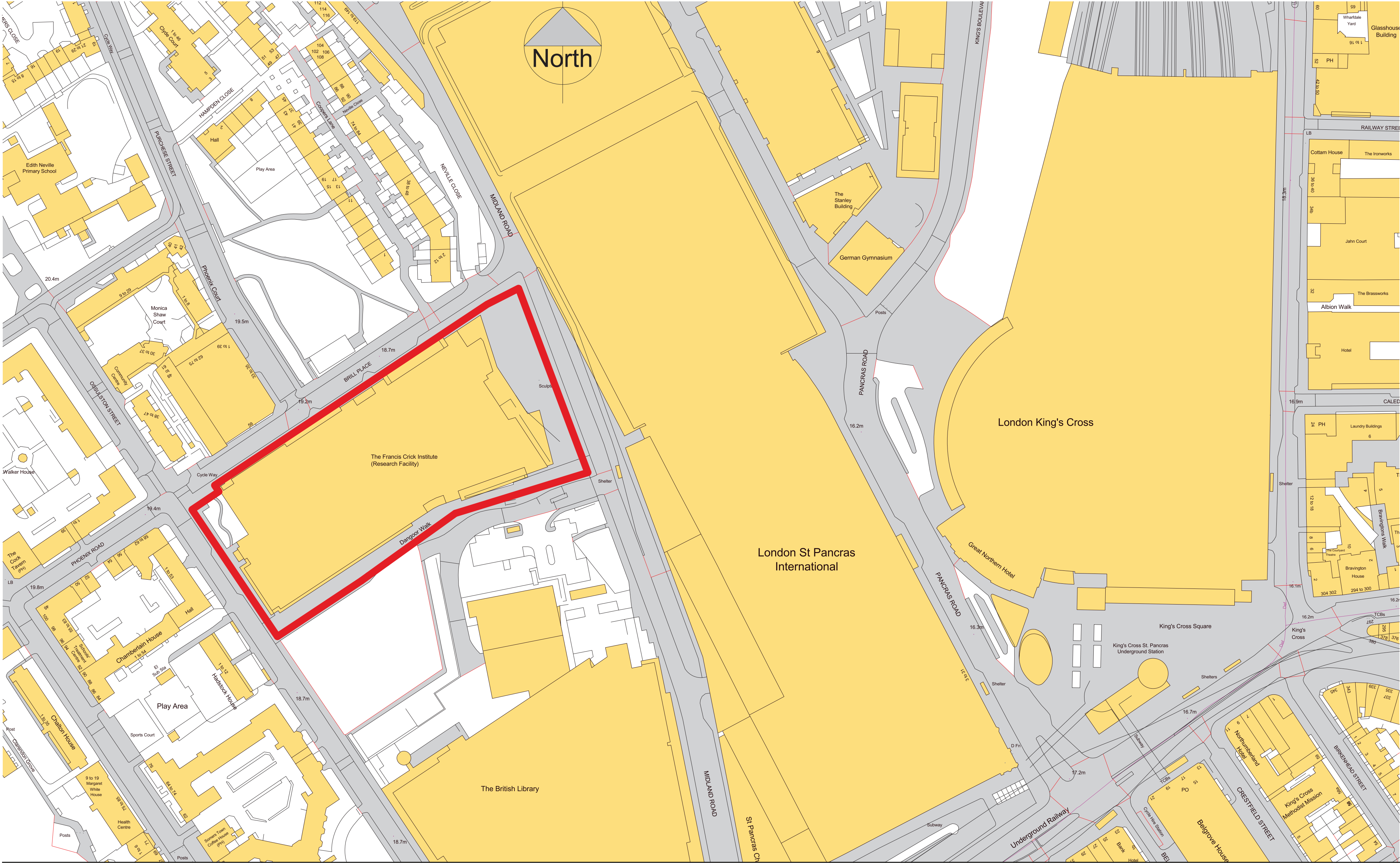
# Background

Our outcome for the Crick forecourt project celebrates the visual language of the ‘Hello Brain!’ brand identity, a graphic concept that reflects the notion of the plasticity and ever-changing nature of the brain.

The solution is applied powerfully but sensitively to the main wall which is a prominent area of the Francis Crick building.

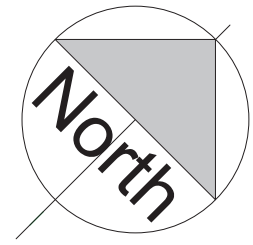
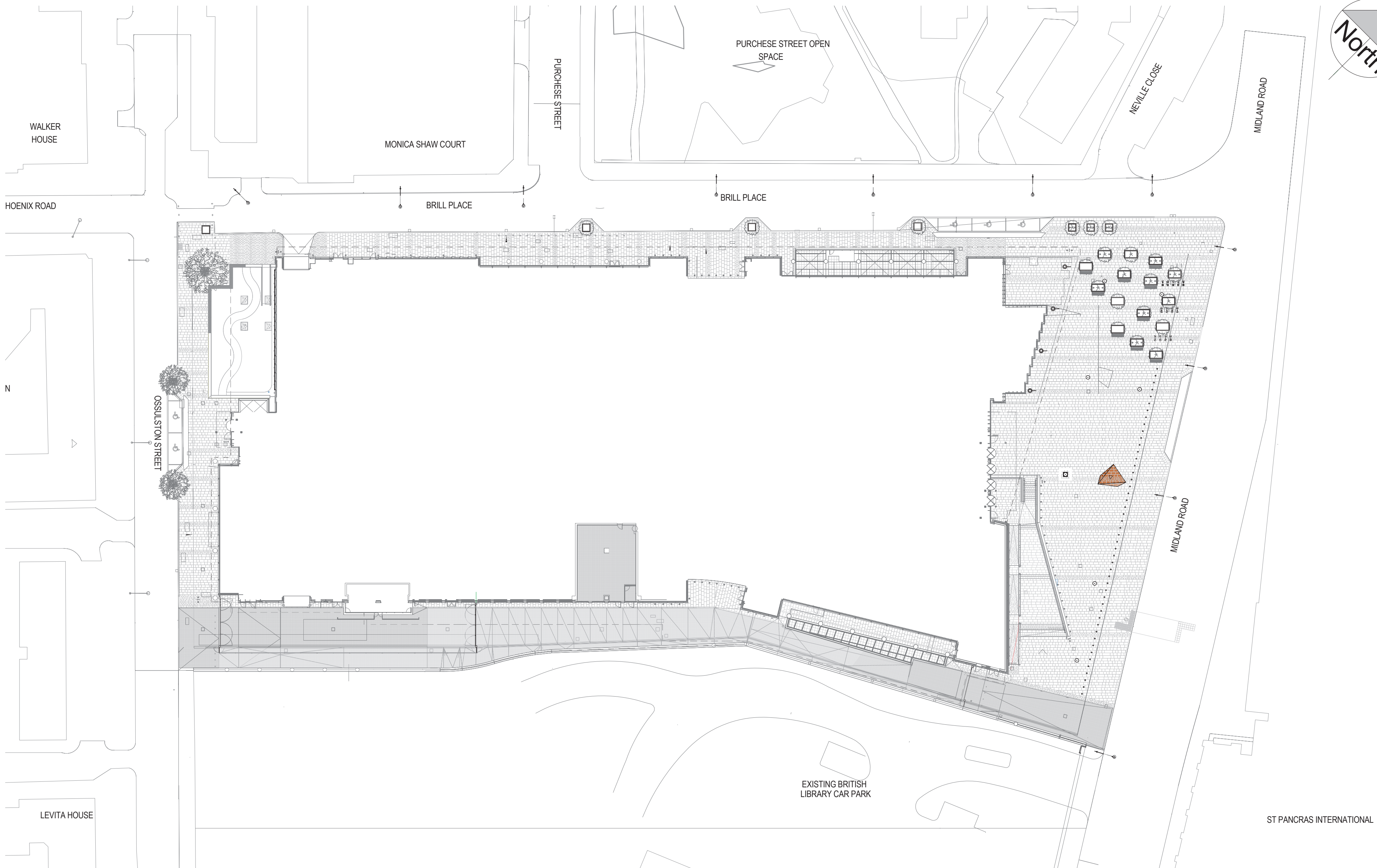
A prominent location, next to the exit of King’s Cross, St. Pancras station, the purpose of the installation is to attract visitors to the free exhibition ‘Hello Brain!’ launching March 2024.

# Site Location Plan



Drawing Scale  
1250 : 1 printed at A1





# Site plan: Existing

Drawing Scale  
500 : 1 printed at A1