

HOLIDAY INN

BLOOMSBURY

THE ARTFUL CRITIC SIGNAGE

MAY '25

ADSDESIGN
INTERIORS | ARCHITECTURE



**IMPERIAL
LONDON**
Family of Hotels









Monogram / Manifestation

the
Artful Critic

Main Logo

the
Artful
Critic

Secondary Logo

A name that evokes the district's rich history of art criticism and intellectual discourse. Notably, the Bloomsbury Group—a collective of early 20th-century writers, artists, and thinkers—included prominent art critics like Roger Fry and Clive Bell.

SIGNAGE SPECIFICATION

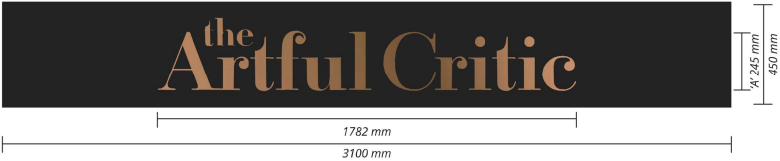
FOLDED ALUMINIUM PANELS 30MM DEEP RETURNS COATED ONE STD RAL 9004,
FASCIA B: STENCIL CUT DETAIL BACKED IN 3MM 050 OPAL ACRYLIC WITH FLAT CUT 10MM 050 OPAL ACRYLIC INLAYS WITH
APPLIED MI-SBR VINYL TO FACES. INTERNALLY ILLUMINATED. FOLDED ALUMINIUM LED ILLUMINATED BACKTRAY TO SUIT
COATED FULL MATT WHITE INSIDE ONLY. FASCIA A & C: 5MM FLAT CUT ACRYLIC LETTERS W/C RAL 7047. ILLUMINATED FROM SOFFIT
LOCATORS TO REAR
SCALE 1:20 @ A3

INTERNALLY ILLUMINATED. NEW POWER SUPPLY REQ. TO BE INSTALLED PRIOR TO SIGN INSTALLATION

FASCIA A



FASCIA B



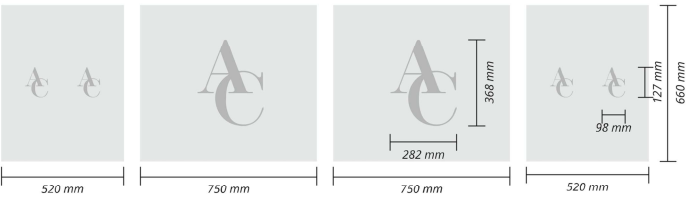
FASCIA C



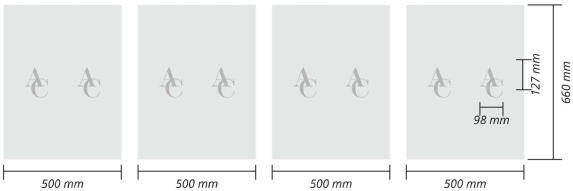
FASCIA D: FOLDED ALUMINIUM PANELS 30MM DEEP RETURNS COATED
ONE STD RAL 9004, FOLDED ALUMINIUM LED ILLUMINATED BACKTRAY
TO SUIT. MI-SBR GOLD VINYL APPLIED TO FACE
SCALE 1:20 @ A3



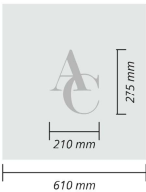
EXT.08 - RESTAURANT MANIFESTATION (DOORS)
REVERSE CUT M7-SR FROSTED VINYL
SCALE 1:20 @ A3



EXT.09 - RESTAURANT MANIFESTATION (R/H)
REVERSE CUT M7-SR VINYL
SCALE 1:20 @ A3



EXT.10 - RESTAURANT MANIFESTATION (L/H) - (X7)
REVERSE CUT M7-SR VINYL
SCALE 1:20 @ A3



EXT.11 - BALUSTRADE ICON
SCALE 1:20 @ A3



THANK YOU

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