

# Crowne Plaza Kings Cross

Revision: **6**

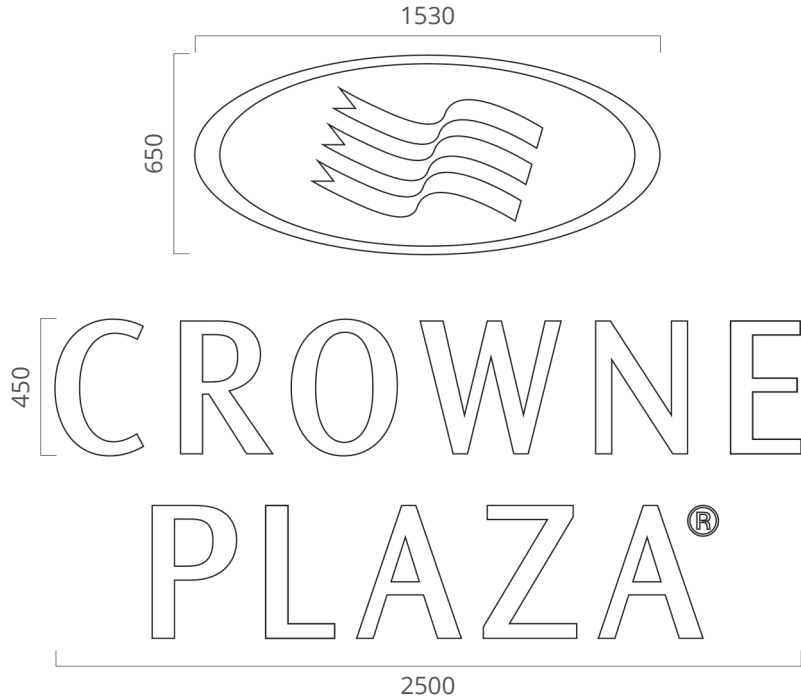
Date: 08.09.16



**ascot**

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SIGN 1 - Elevation Branding



High Level Branding Signage

Built-up Aluminium channel letters with acrylic faces and face illumination achieved by means of internally mounted LED modules. Side return depth to be 75mm.

To appear white during day and light up white at night.

Registration Mark to be flat aluminium disk with exterior grade applied vinyl graphic. (white letter + outline on corporate plum background).

Access by means of existing onsite window-cleaning Cradle.

Font: As per Crowne Plaza corporate signage guidelines

Colours: White letter faces, Side returns & Trims to be Crown Plaza plum (Pantone 228C)

Quantity: 1

Example Letter



Client:

Project:  
Crowne Plaza Kings Cross

Start Date: 07.07.16

Rev. Number: 6

Rev. Date: 08.09.16

Drawn By: TMW

Notes:

Colour References:

Drawing Title:

Crowne Plaza Kings Cross - External Signage



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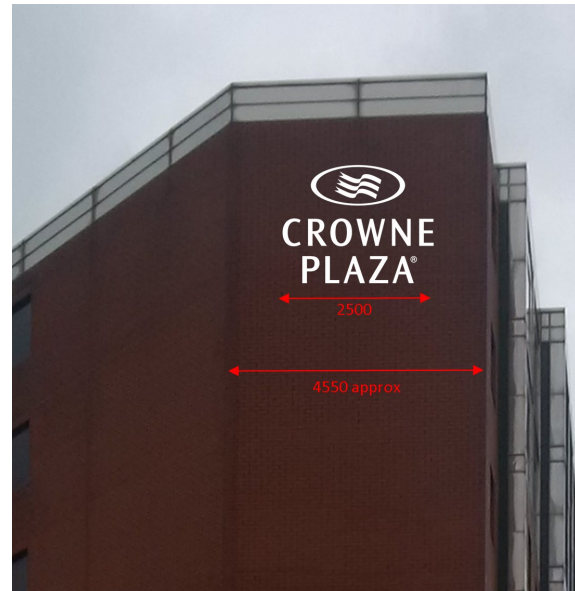
EXISTING



PROPOSED

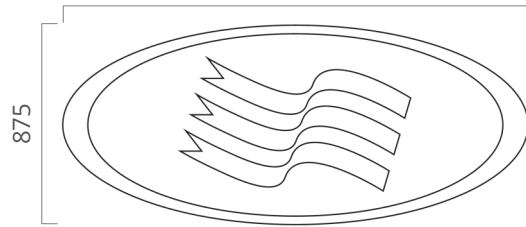


SITE DIMENSIONS



SIGN 2 - Elevation Branding

2035



875



600

3265

High Level Branding Signage

Built-up Aluminium channel letters with acrylic faces and face illumination achieved by means of internally mounted LED modules. Side return depth to be 75mm.

To appear white during day and light up white at night.

Registration Mark to be flat aluminium disk with exterior grade applied vinyl graphic. (white letter + outline on corporate plum background).

Access by means of existing onsite window-cleaning Cradle.

Font: As per Crowne Plaza corporate signage guidelines

Colours: White letter faces, Side returns & Trims to be Crown Plaza plum (Pantone 228C)

Quantity: 1

Example Letter



Client:

Project:  
Crowne Plaza Kings Cross

Start Date: 07.07.16

Rev. Number: 6

Rev. Date: 08.09.16

Drawn By: TMW

Notes:

Colour References:

Drawing Title:

Crowne Plaza Kings Cross - External Signage



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EXISTING



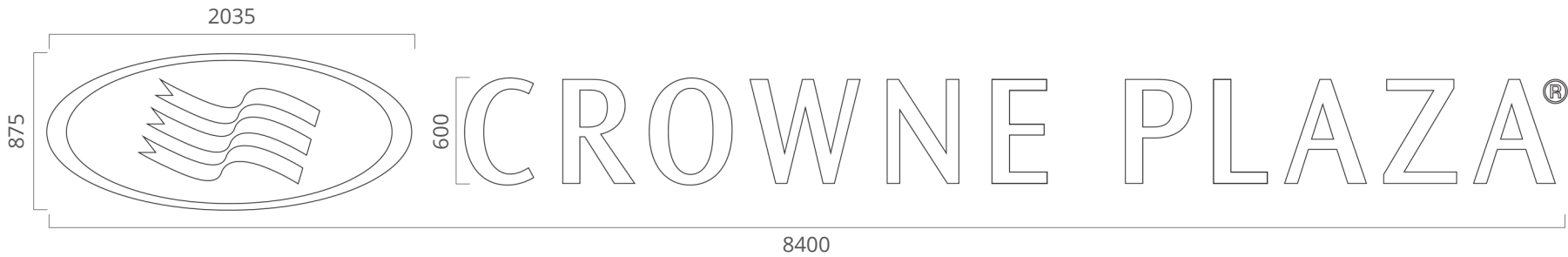
PROPOSED



SITE DIMENSIONS



SIGN 3 - Elevation Branding OPTION 2



**Client:**  
**Project:**  
 Crowne Plaza Kings Cross

**Start Date:** 07.07.16  
**Rev. Number:** 6  
**Rev. Date:** 08.09.16  
**Drawn By:** TMW

**Notes:**

**High Level Branding Signage**

Built-up Aluminium channel letters with acrylic faces and face illumination achieved by means of internally mounted LED modules. Side return depth to be 75mm. To appear white during day and light up white at night.

Registration Mark to be flat aluminium disk with exterior grade applied vinyl graphic. (white letter + outline on corporate plum background).

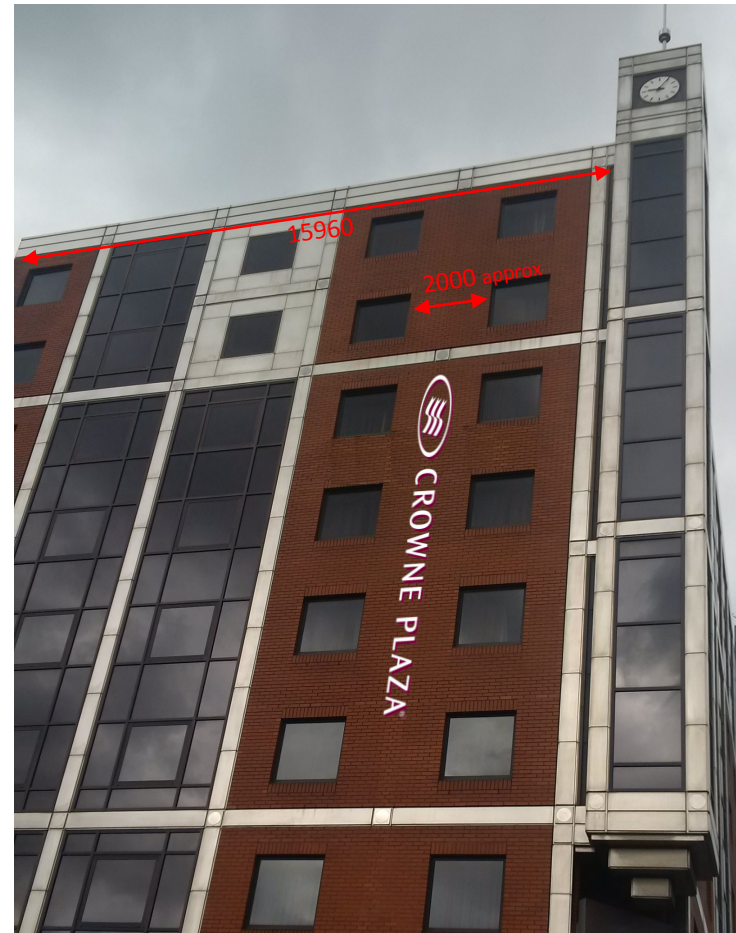
Access by means of existing onsite window-cleaning Cradle.

**Font:** As per Crowne Plaza corporate signage guidelines

**Colours:** White letter faces, Side returns & Trims to be Crown Plaza plum (Pantone 228C)

**Quantity:** 2

**SITE DIMENSIONS**



**EXISTING**



**PROPOSED**



**Colour References:**

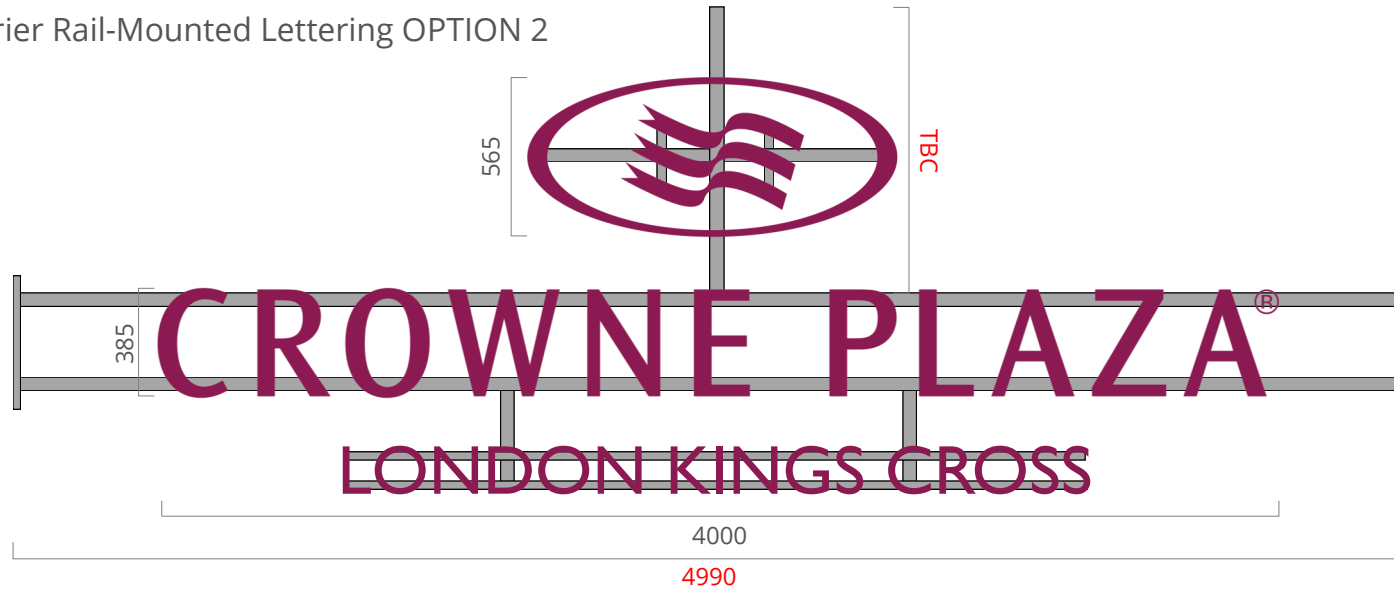
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SIGN 4 - Carrier Rail-Mounted Lettering OPTION 2



**Client:**  
**Project:**  
 Crowne Plaza Kings Cross

**Start Date:** 07.07.16  
**Rev. Number:** 6  
**Rev. Date:** 08.09.16  
**Drawn By:** TMW

**Notes:**

**Carrier Rail-Mounted Lettering**

Built-up Aluminium channel letters with acrylic faces and face illumination achieved by means of internally mounted LED modules. Mounted between pillars by means of fabricated support framework. Framework to be PPC finished (light grey). To appear plum during day and light up white at night. Access from mobile tower scaffold.

**Font:** As per Crowne Plaza corporate signage guidelines

**Colours:** Crown Plaza plum (Pantone 228C)

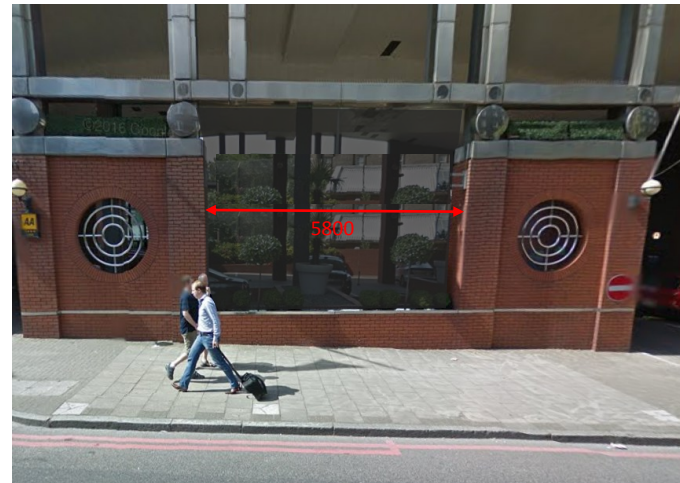
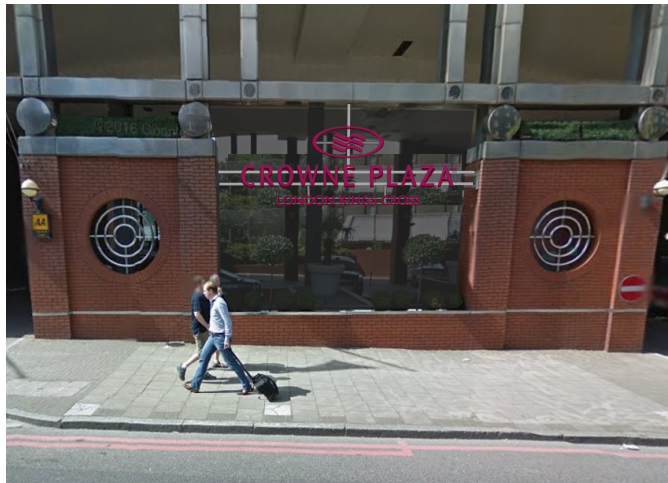
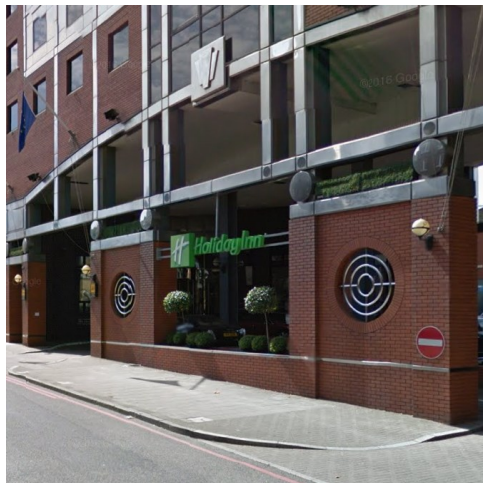
**Quantity:** 1

**Colour References:**

**EXISTING**

**PROPOSED**

**SITE DIMENSIONS**



**Drawing Title:**  
 Crowne Plaza Kings Cross - External Signage



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