

Crowne Plaza Kings Cross

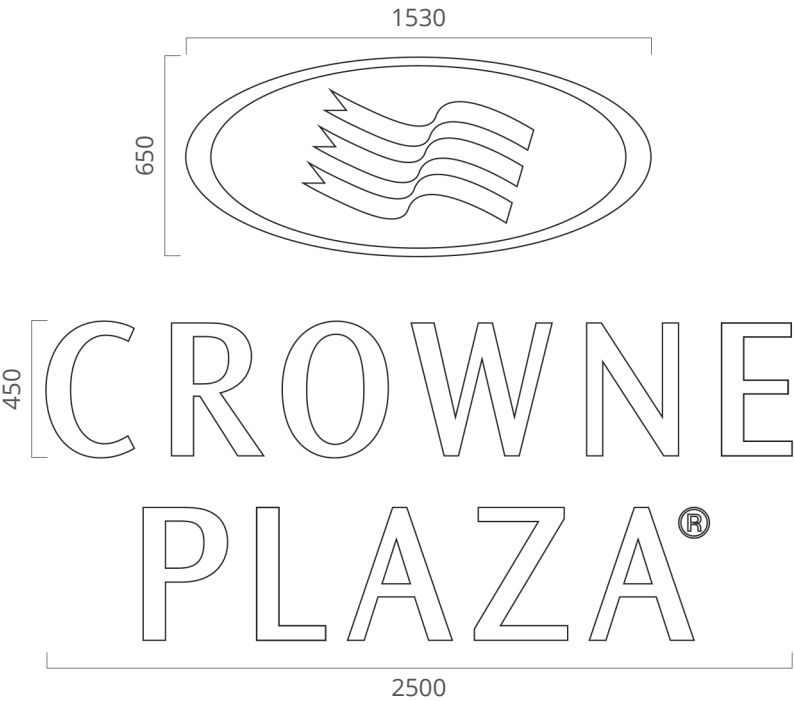
Revision: **7**

Date: 14.10.16



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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



EXISTING



PROPOSED



SITE DIMENSIONS



Client:

Project:
Crowne Plaza Kings
Cross

Start Date: 07.07.16

Rev. Number: 7

Rev. Date: 14.10.16

Drawn By: TMW

Notes:

Colour References:

Drawing Title:

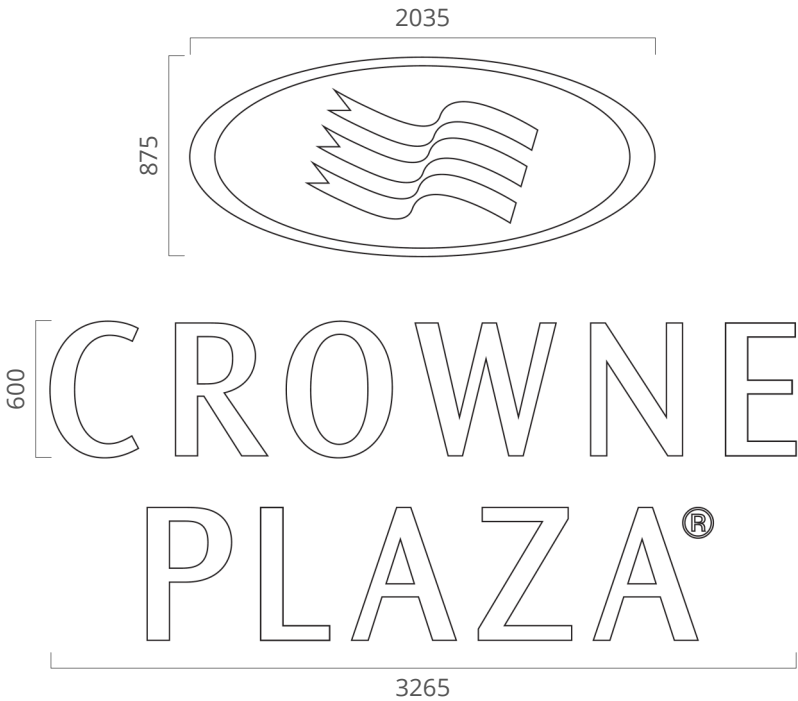
Crowne Plaza Kings
Cross - External Signage

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SIGN 2 - 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: 7

Rev. Date: 14.10.16

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 1**(SIZED TO MATCH WIDTH OF EXISTING HOLIDAY INN LETTERING)



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



Client:

Project:
Crowne Plaza Kings
Cross

Start Date: 07.07.16

Rev. Number: 7

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Drawn By: TMW

Notes:

Colour References:

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SIGN 3 - Elevation Branding **OPTION 2 (SIZED TO ALIGN WITH WINDOWS)**



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



Client:

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Cross

Start Date: 07.07.16

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Rev. Date: 14.10.16

Drawn By: TMW

Notes:

Colour References:

Drawing Title:
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Cross - External Signage

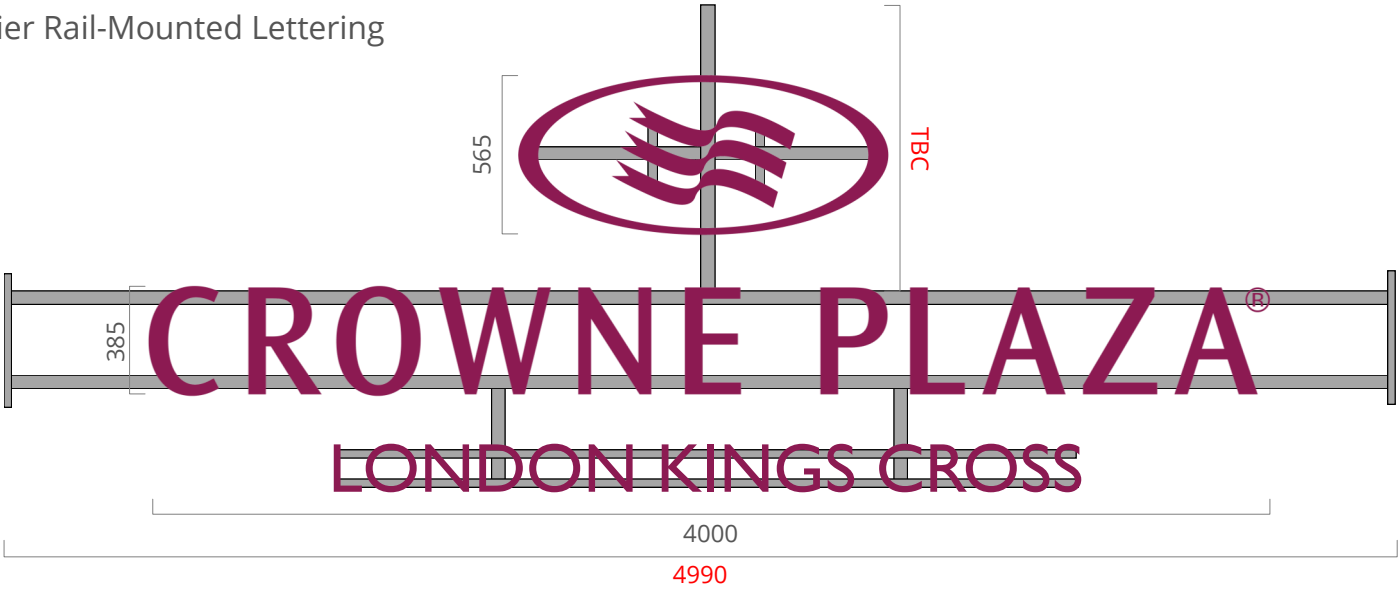
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SIGN 4 - Carrier Rail-Mounted Lettering



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

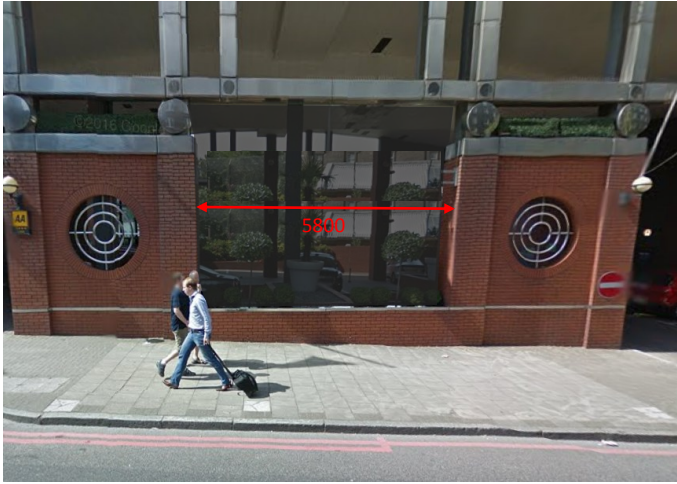
EXISTING



PROPOSED



SITE DIMENSIONS



Client:

Project:
Crowne Plaza Kings
Cross

Start Date: 07.07.16

Rev. Number: 7

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Drawn By: TMW

Notes:

Colour References:

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Page Number

6