

# 43-45 Camden Road - Street Aspect

43 Camden Road

## The Living Room Cafe & Community Space

- bold colour statements
- strong brand alignment
- inviting outdoor spaces
- clear outward focus

### Members' Terrace 1

New railings in period style - creating a large, split level outdoor area.

### Parapet Wall 2

Lowered by around 35cm, reducing its visual mass and bringing structural balance to the cafe elevation.

### Parapet-Level Signage 3

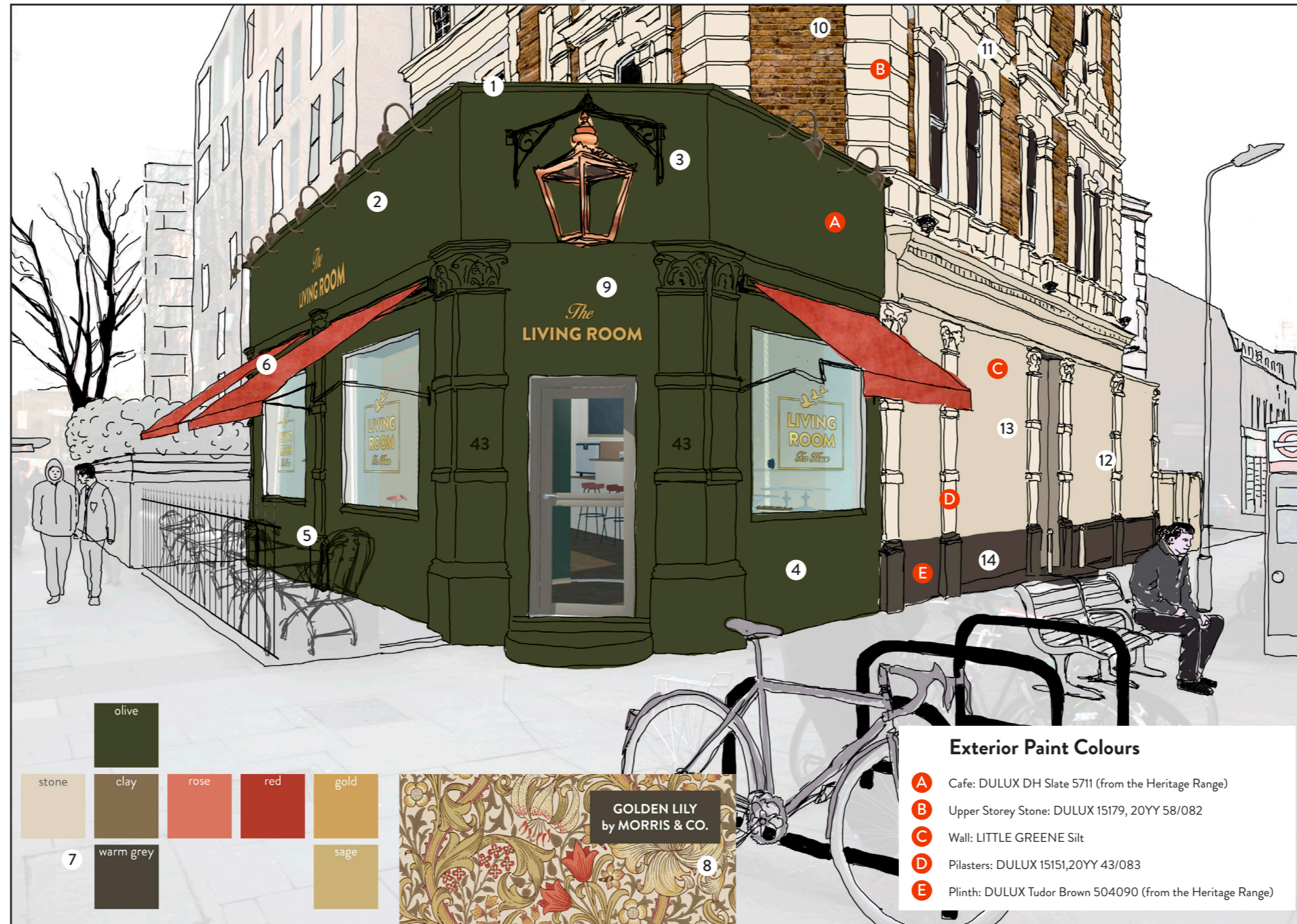
Creates impact - especially from a distance. High brand visibility for upper-deck bus passengers. Could be painted for a traditional "hand finished" feel.

### Striking colour 4

A strong olive green provides an eye-catching foil for our brand-specific accent colours.

### Cafe Terrace 5

Outdoor cafe seating clearly defines the Living Room identity and softens the division between inside and out. A sunny spot which will prove popular with smokers and non-smokers alike.



### Exterior Paint Colours

- A** Cafe: DULUX DH Slate 5711 (from the Heritage Range)
- B** Upper Storey Stone: DULUX 15179, 20YY 58/082
- C** Wall: LITTLE GREENE Silt
- D** Pilasters: DULUX 15151, 20YY 43/083
- E** Plinth: DULUX Tudor Brown 504090 (from the Heritage Range)

45 Camden Road

## Trinity House

- handsome and understated
- reintroduced and restored period features
- strong, unified elevation across four storeys

### Upper Storey Brick 10

London stock bricks cleaned to restore their original colour.

### Upper Storey Stone 11

Painted in a warm 'stone' colour which will weather well. Offers a heritage feel without being a stark white.

### Ground Level Colouring 12

Pilasters in a matching colour to the upper storey stonework; the rest of the wall/lintel painted a shade darker. This serves to unify the elevation, whilst gently highlighting the pilaster detail.

### Clear Signage 13

Bold, clear signage at eye-level. Designed to enable positive identification of this off-street property.

### Painted Plinth 14

Reinstates a period feature and roots the Trinity House elevation to the ground. A dark warm-grey is a practical choice on what is a high footfall pavement.

### Awnings 6

A high-impact red-rose colour is a bold choice and gives us clear brand identity. Can carry additional signage.

### Two properties, one palette 7

A single palette of heritage hues unifies the frontages, whilst allowing each property its own clear identity.

### Inspired by Morris 8

All colours are derived from the Morris & Co. *Golden Lily* design, which is at the heart of the Living Room brand.

### Showpiece Lantern 9

In copper or brass, a reclaimed lantern provides a focal point at day or night.