

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

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

Parapet Wall

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

Parapet-Level Signage

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

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

Cafe Terrace

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.

45 Camden Road

Trinity House

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

Upper Storey Brick

London stock bricks cleaned to
restore their original colour.

Upper Storey Stone

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

Ground Level Colouring

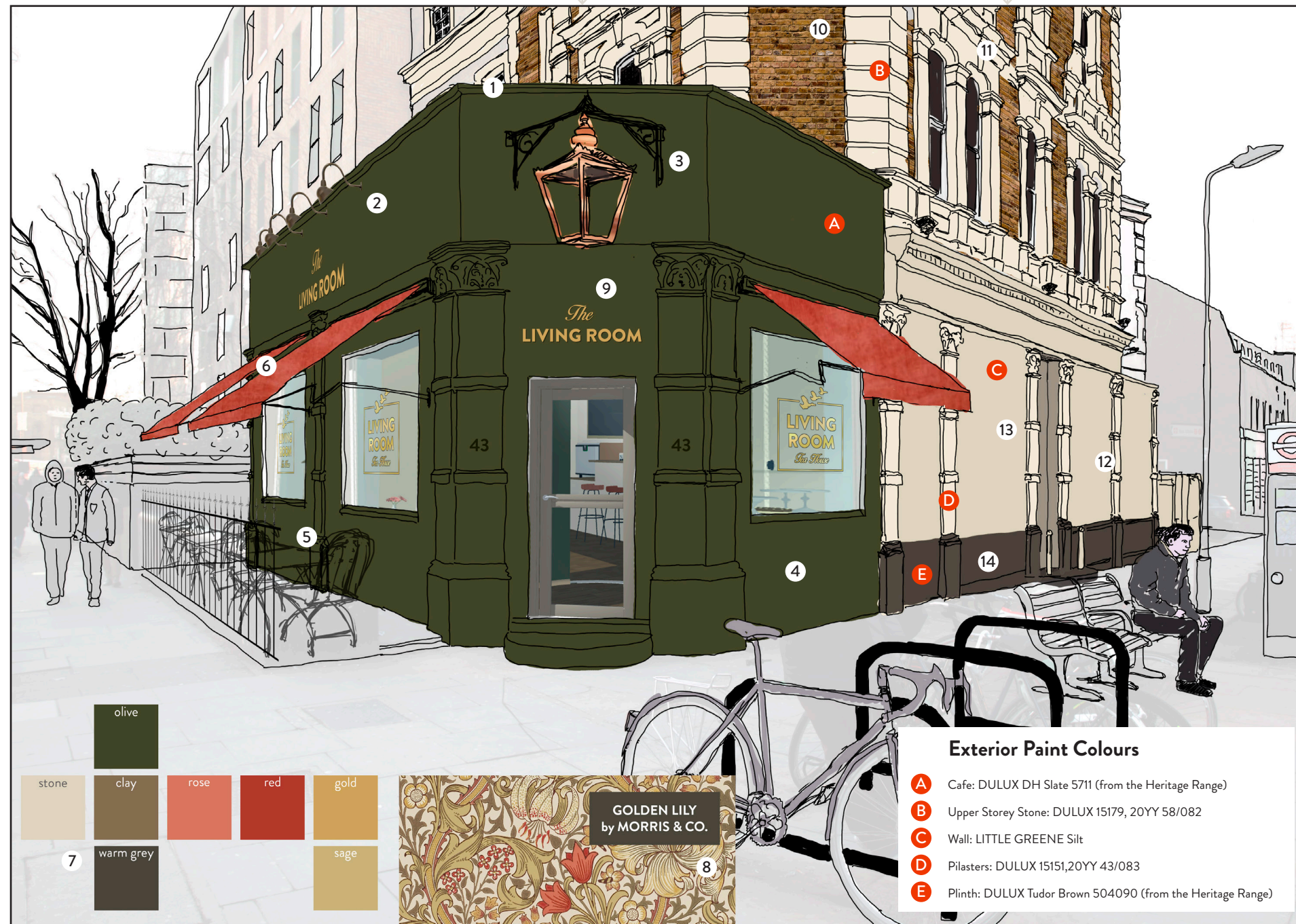
Pilasters in a matching colour
to the upper storey stonework;
the rest of the wall/lintel painted
a shade darker. This serves to
unify the elevation, whilst gently
highlighting the pilaster detail.

Clear Signage

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

Painted Plinth

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

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

Two properties, one palette

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

Inspired by Morris

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

Showpiece Lantern

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