



# Brand Signage

BT Tower, London | 02 July 2019

## Site Address

BT Tower, London  
60 Cleveland Street  
London  
W1T 4JZ  
UK

# Site Summary

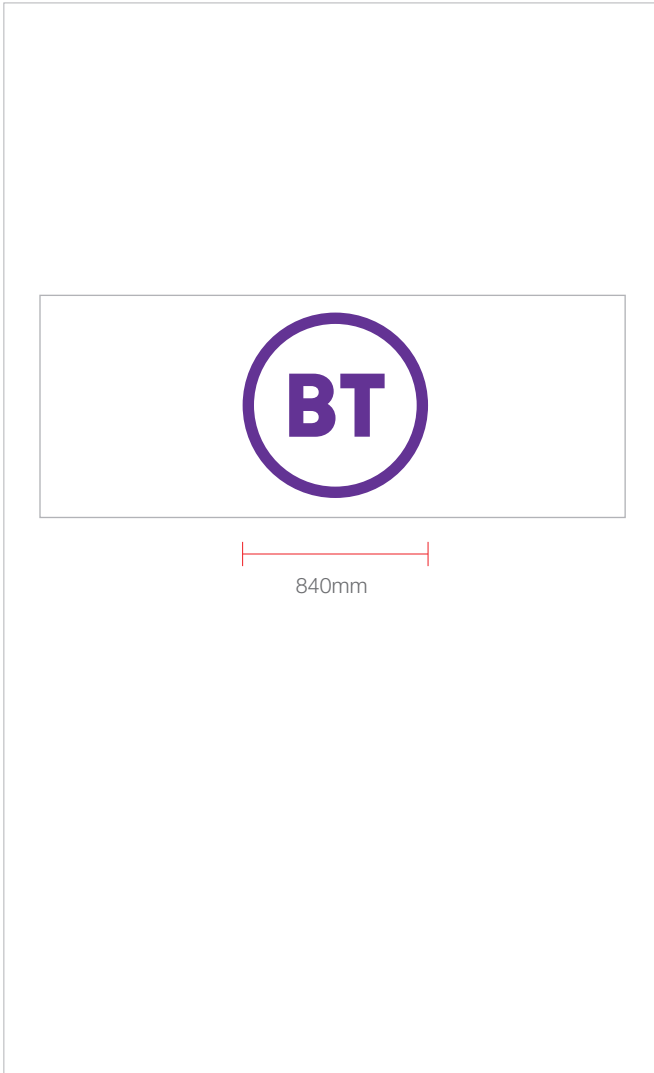
Brand Sign Requirements

#	Qty	Specification	Status
2	1	Replace vinyl logo with new panel and purple vinyl logo, non illuminated	Replacement
3	1	Replace logo panel with new panel. New logo to be purple vinyl. Non illuminated.	Replacement
11	1	Replace whole panels with new and use purple vinyl logo, non illuminated	Replacement
14	1	Replace logo panel with new panel, new logo to be purple vinyl, non illuminated	Replacement

# External Sign

BT Brand Logo

## Proposed Sign Artwork



All visuals are illustrative and not to scale.  
Please refer to scaled manufacturing drawings.

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## Existing Specification

Item 2

Floor: Outside

Room: A entrance

Size: 840mmH

Vinyl can be removed and new installed. Panels will need ghosting or new panels.

Non illuminated.



## Proposed Specification

Replace vinyl logo with new panel and purple vinyl logo.

840mm diameter.

Non illuminated.

## Existing Visual



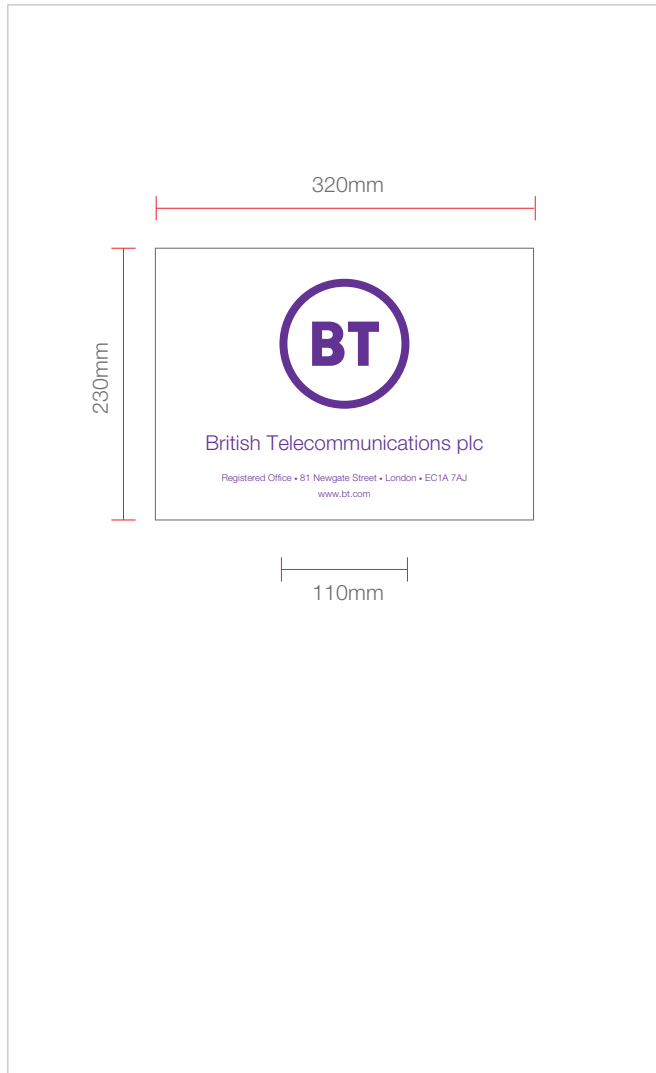
## Proposed Visual



# External Sign

BT Brand Logo

## Proposed Sign Artwork



## Existing Specification

Item 3

Floor: Outside

Room: A entrance

Size: 320mmW x 230mmH

Mechanically fixed to wall

Flat sign c/w radius corners

Non illuminated.

## Proposed Specification

Replace with new sign panel with printed purple logo.

110mm diameter.

Non illuminated.

## Existing Visual



## Proposed Visual



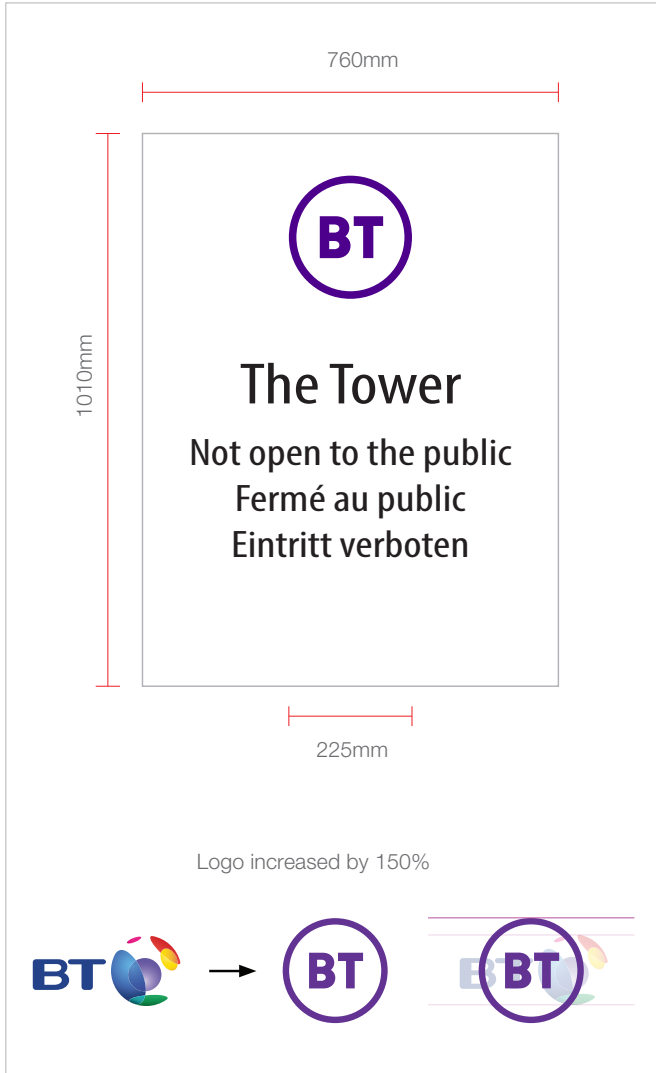
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# External Sign

BT Brand Logo

## Proposed Sign Artwork



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## Existing Specification

Item 11

Floor: Outside

Room: Events entrance

Size: 760mmW x 1010mmH

2@ new panels required.

Non illuminated.



## Proposed Specification

Replace whole panels with new and with purple vinyl logo.

Logo to be 150% taller than existing, 225mm diameter.

Non illuminated.

## Existing Visual



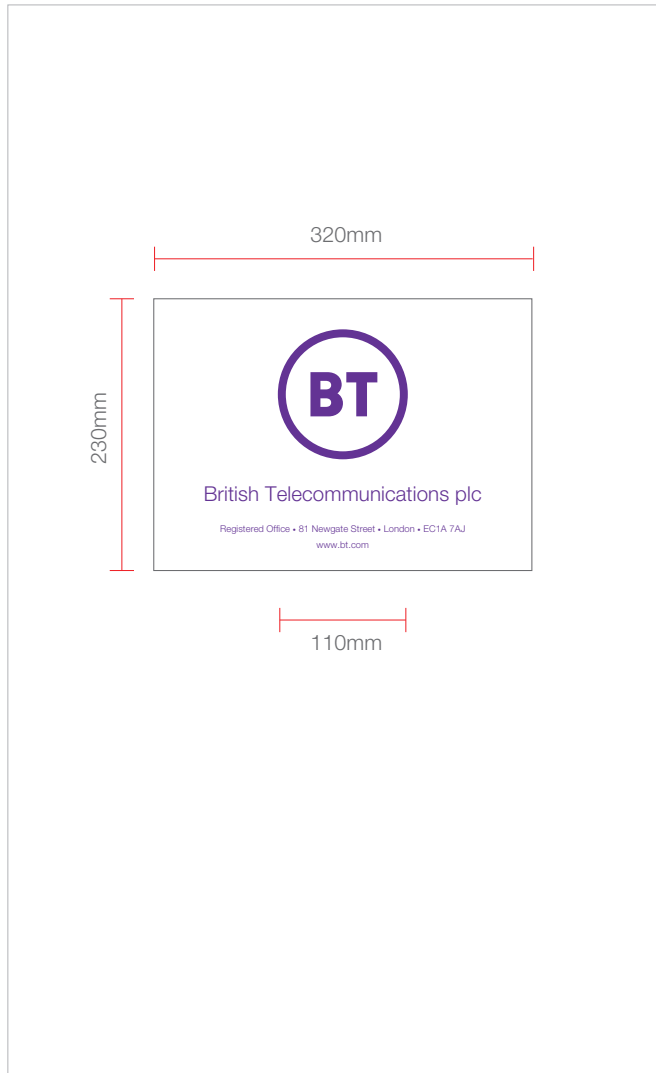
## Proposed Visual



# External Sign

BT Brand Logo

## Proposed Sign Artwork



## Existing Specification

Item 14  
Floor: Outside  
Room: C entrance  
Size: 320mmW x 230mmH  
Mechanically fixed to wall  
Flat sign c/w radius corners  
Non illuminated.

## Proposed Specification

Replace with new sign panel with printed purple logo.  
110mm diameter.  
Non illuminated.

## Existing Visual



## Proposed Visual



All visuals are illustrative and not to scale.  
Please refer to scaled manufacturing drawings.



## BT Project Team Contact Details

### **XSIGN Contact Information:**

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