**Advertisement proposals reference 2** 





## 2 Directional & map sign

Action New installation

Quantity existing 0 Proposed 1

### Size

Overall 2000mm (h) x 450mm (w) x 100mm (d)

# Positioned as shown, into the block paving and perpendicular to the canal.

Installation

Lower half of the sign to be cast concrete monolith construction. Upper half of the sign to be stove enamelled construction. Map and destination content to be part of the stove enamel print and in various colours such as grey, black, white and yellow. Destination titles and arrows to be push-through opal acrylic letters with yellow vinyl applied to the face.

The sign is to be illuminated from trough lights recessed into the ground either-side of the lectern to provide illumination up the face of the sign. In addition to this there will be internal illumination on the top section of the sign, this will result in only the destination titles and arrows internally illuminating. Illumination will not exceed 600 candelas per meter square.

## Artwork Scale 1:10 @ A3





**Front** 

Side

Rear

†ntegr<sub>1</sub>ty

Customer journey analysis™

Brand**Programming**®

Client Taylor Wimpey Central London Site Onyx Apartments

Issue

02-08-2012 A **Reference** TWCL.100.000.001-6 Marden office Allingham Barn, Summerhill Road, Marden, Kent TN12 9DB Tel +44 (0)1622 831238 Fax +44 (0)1622 831438

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