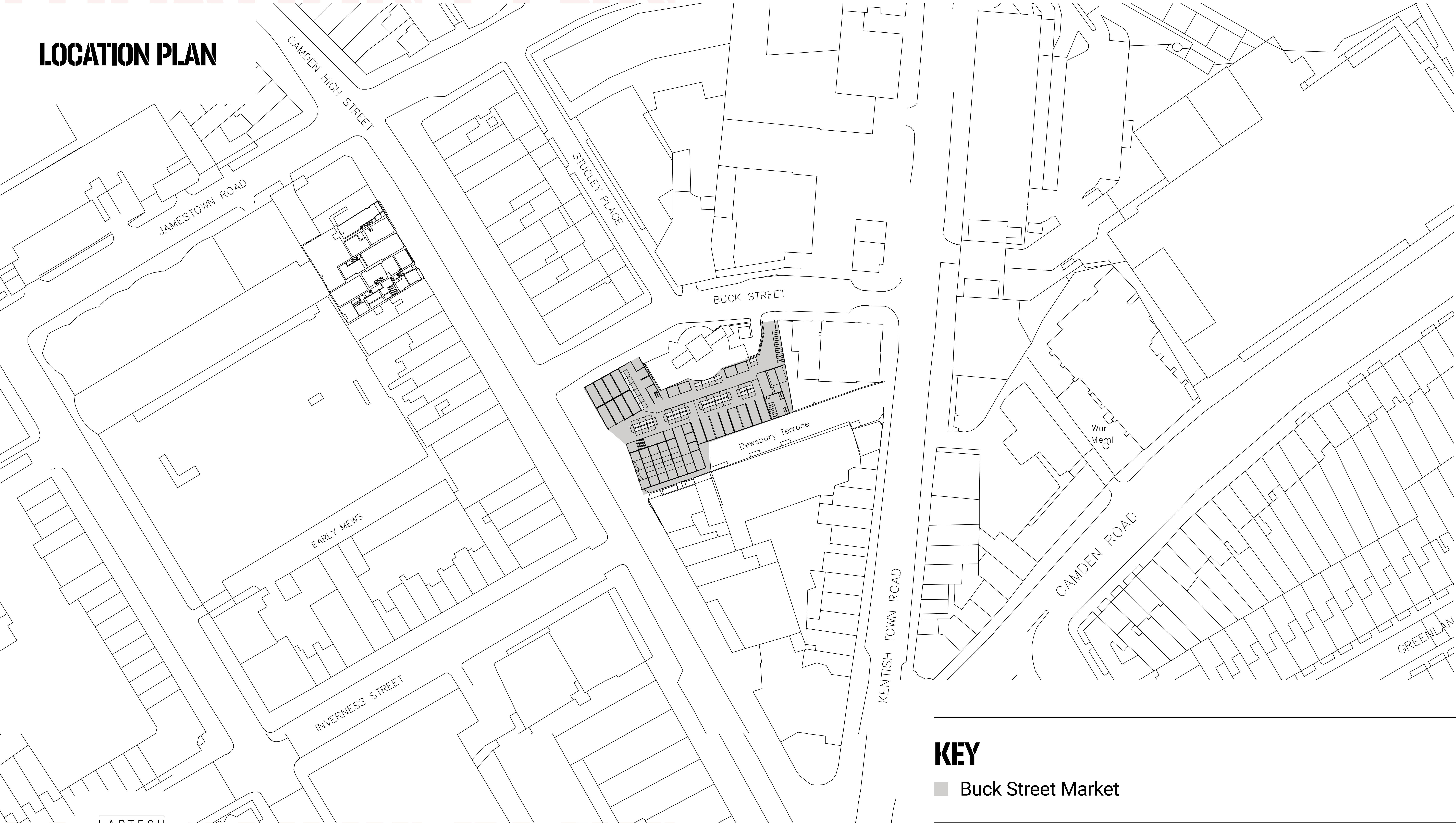


# BUCK STREET MARKET

# ADVERT- ISING STRATEGY





LOCATION PLAN

**KEY**

■ Buck Street Market



FAÇADE

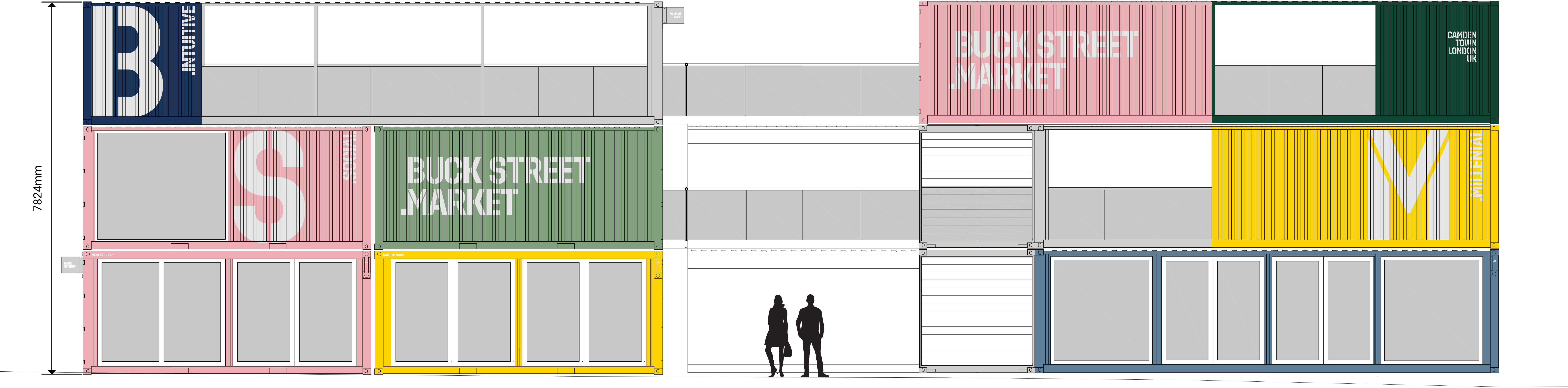
ADVERT-  
ISING  
STRATEGY

FAÇADE  
HIGH STREET ELEVATION

Painted Lettering

TEXT SIZE OVERVIEW

'Buck Street .Market'	h1240 x w3980mm
'B','S','M'	h2317 x w1500mm
'Camden Town London UK'	h640 x w620mm



← To Chalk Farm Road

To Mornington Crescent →

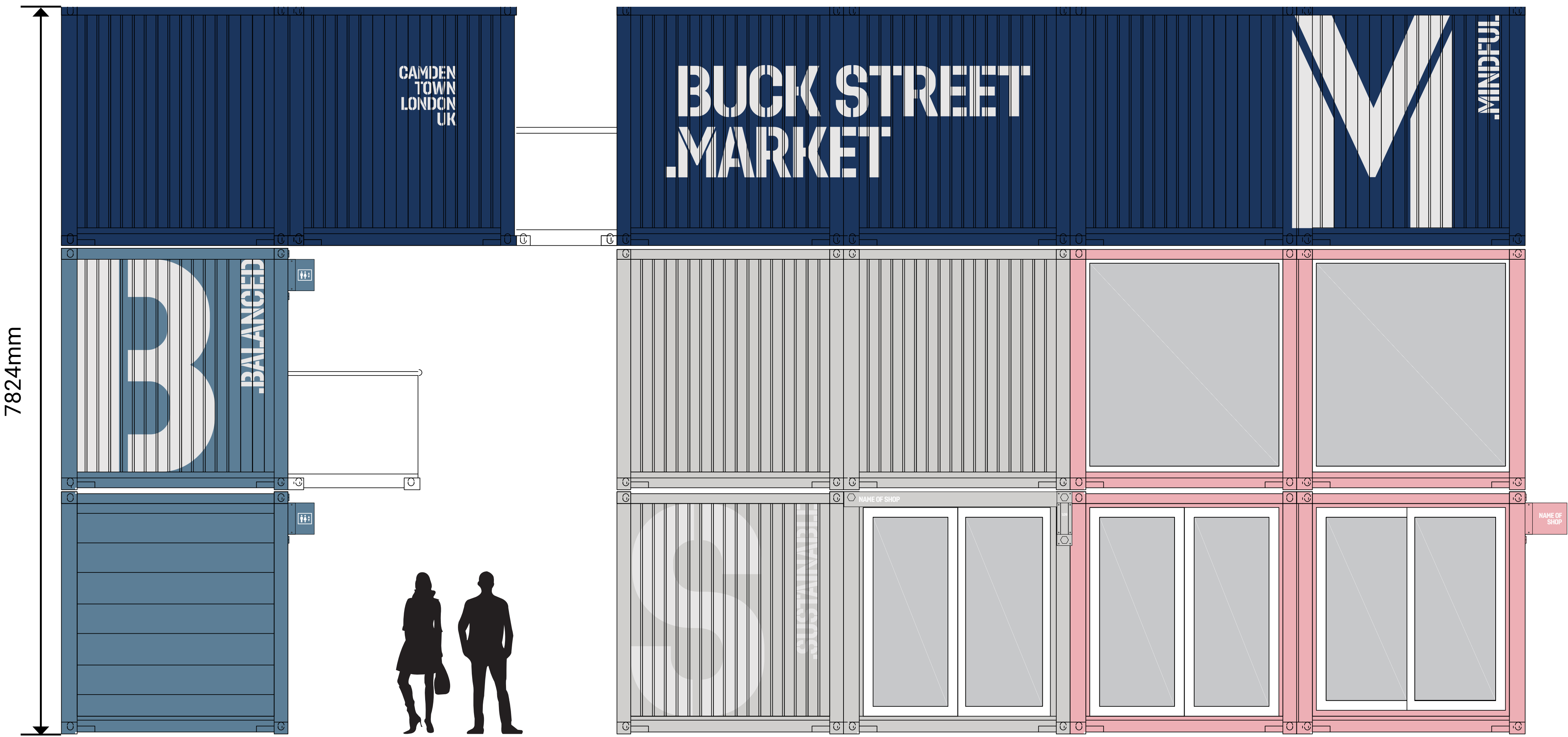


FAÇADE  
BUCK STREET ELEVATION

Painted Lettering

TEXT SIZE OVERVIEW

'Buck Street .Market'	h1240 x w3980mm
'B','S','M'	h2317 x w1500mm
'Camden Town London UK'	h640 x w620mm



← To Kentish Town Road

To Inverness Street →

# FLOOR PLANS UNITS BY SIGNAGE TYPE

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GROUND FLOOR  
UNITS BY SIGNAGE TYPE



FLOOR KEY

- Unit Signage Type 1
- Unit Signage Type 2
- Unit Signage Type 3
- Unit Signage Type 4
- Public Stairs
- Public Lift
- Toilets
- Accessible Toilets
- Cycle Store
- Refuse





SECOND FLOOR  
UNITS BY SIGNAGE TYPE



FLOOR KEY

- Unit Signage Type 1
- Unit Signage Type 2
- Unit Signage Type 3
- Unit Signage Type 4
- Public Stairs
- Public Lift
- Toilets
- Accessible Toilets
- Cycle Store
- Refuse





THIRD FLOOR  
UNITS BY SIGNAGE TYPE



FLOOR KEY

- Unit Signage Type 1
- Unit Signage Type 2
- Unit Signage Type 3
- Unit Signage Type 4
- Public Stairs
- Public Lift
- Toilets
- Accessible Toilets
- Cycle Store
- Refuse





UNIT SIGNAGE  
TYPE 1  
SHUTTER  
ENTRANCE  
CONTAINER  
UNITS

ADVERT-  
ISING  
STRATEGY

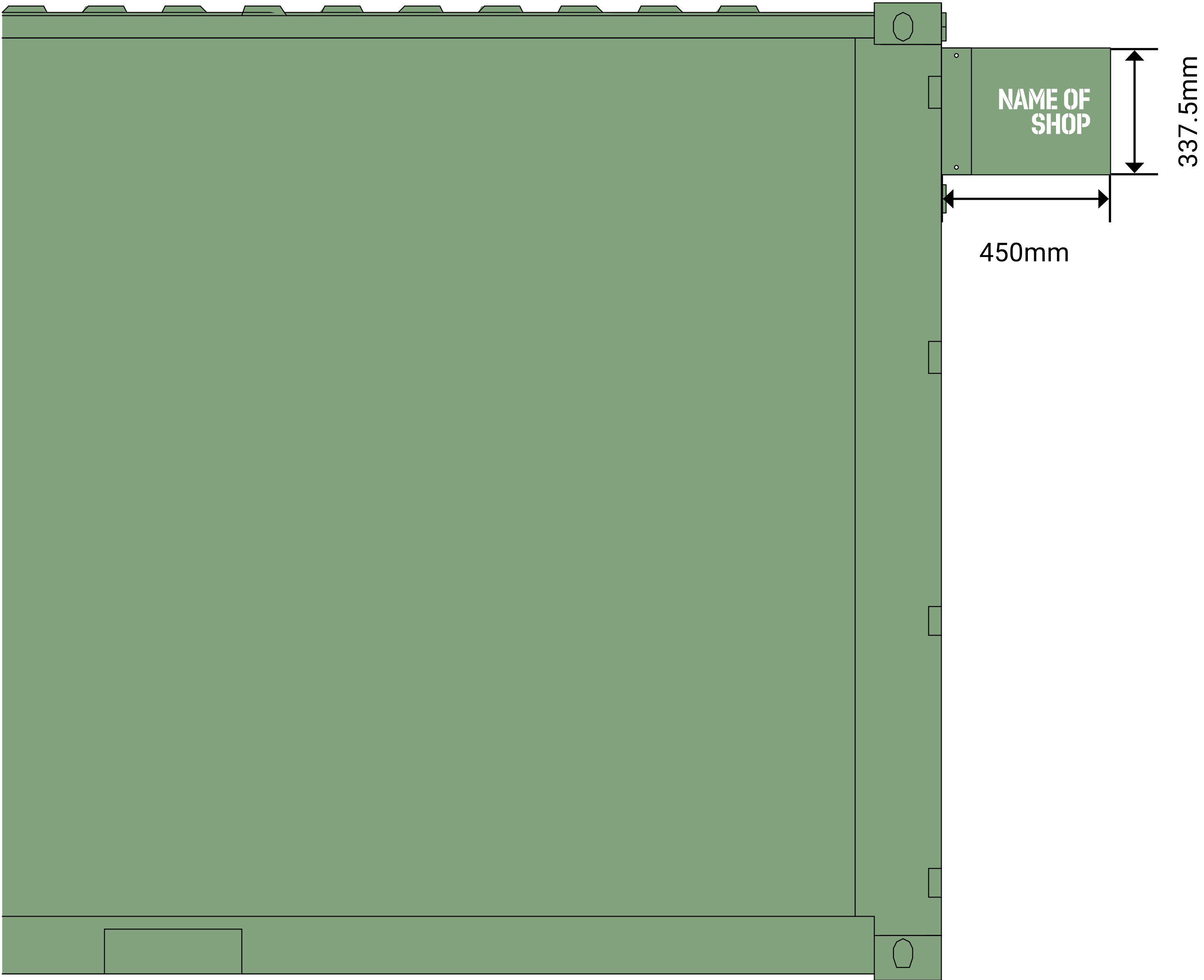
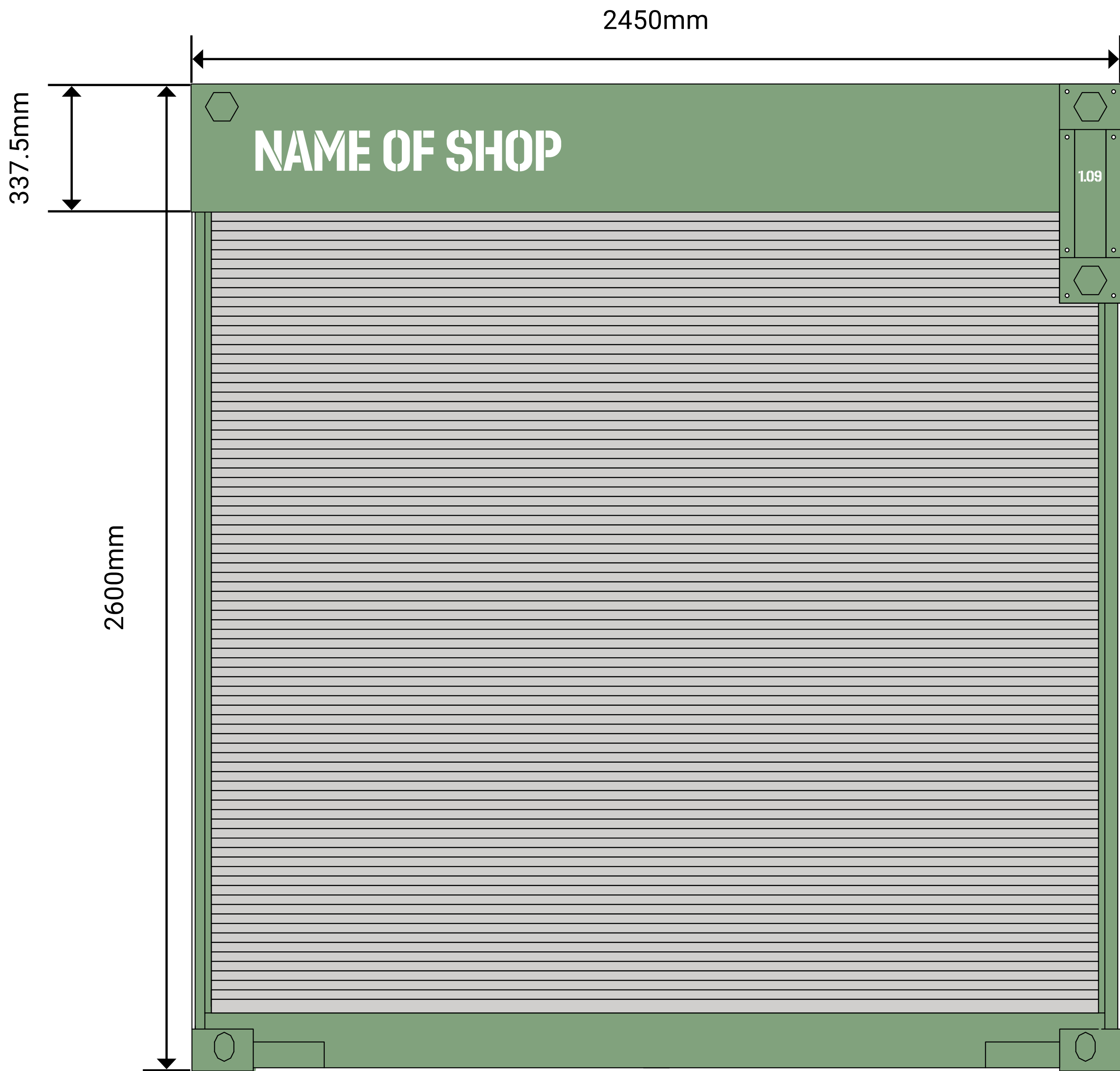


UNIT SIGNAGE TYPE 1

SHUTTER ENTRANCE CONTAINER UNITS

TYPICAL END-FACING SECTIONS

Mixed Materials



TEXT SIZE OVERVIEW (VARIABLE)

Fascia Signage Shop Name	h110 x w800mm
Projecting Signage Shop Name	h122 x w242mm
Projecting Signage Unit Number	h30 x w60.5mm

UNIT SIGNAGE TYPE 1  
SHUTTER ENTRANCE CONTAINER UNITS  
TYPICAL SIDE-FACING SECTIONS

Mixed Materials

Example Applicable Units  
1.22  
1.23  
2.22  
2.23  
3.22  
3.23

TEXT SIZE OVERVIEW (VARIABLE)

Fascia Signage Shop Name	h110 x w800mm
Projecting Signage Shop Name	h122 x w242mm
Projecting Signage Unit Number	h30 x w60.5mm





UNIT SIGNAGE TYPE 1  
SHUTTER CONTAINER UNITS  
TYPICAL 3D VISUAL

Mixed Materials

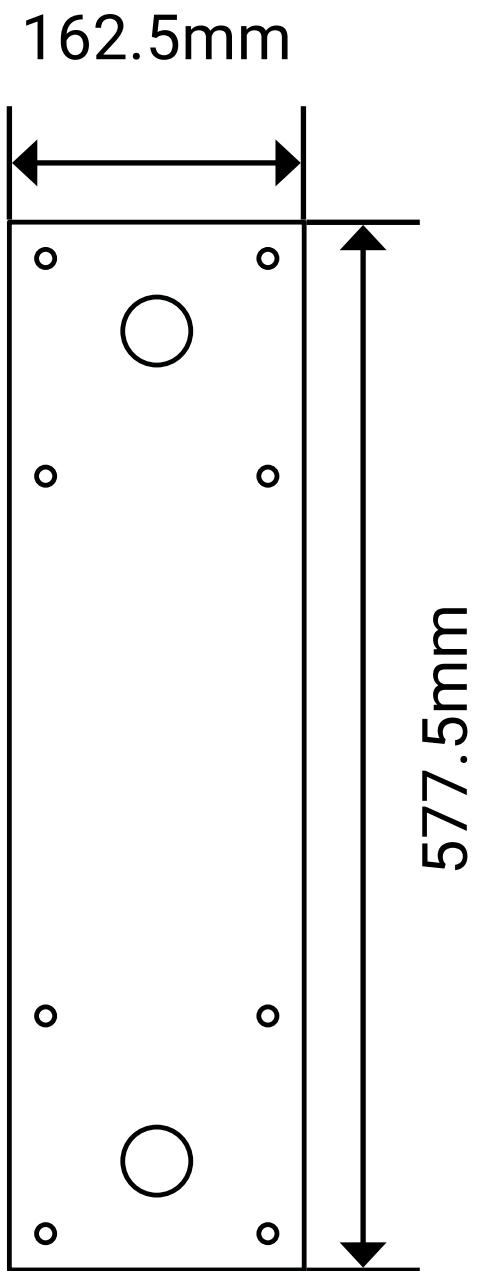


UNIT SIGNAGE TYPE 1  
SHUTTER CONTAINER UNITS  
TYPICAL SIGNAGE COMPONENTS

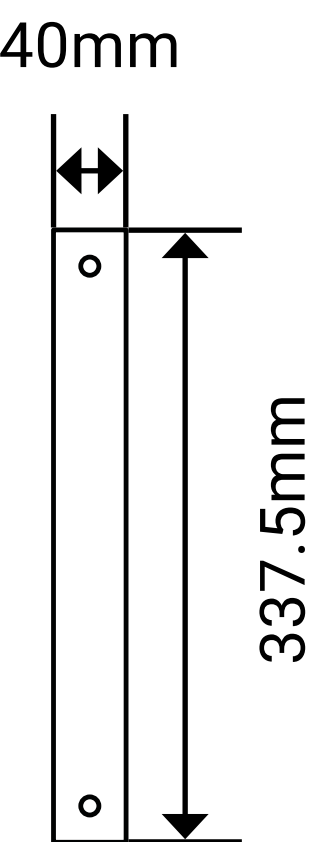
Mixed Materials



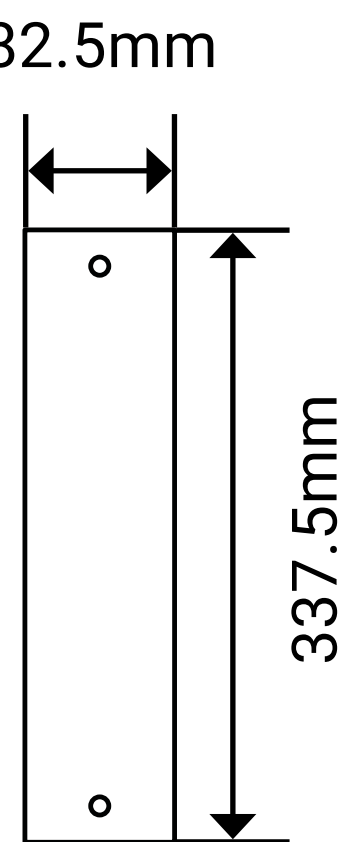
Façade Plate  
Painted Metal  
Adhesive Cut Vinyl Lettering  
*Front-Facing View*



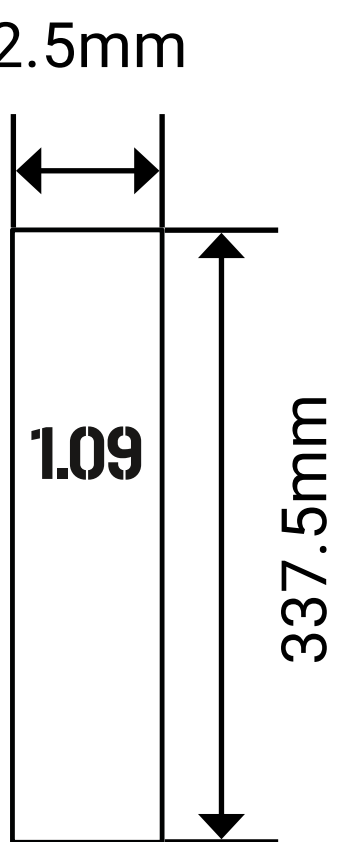
Projecting Sign  
Base Plate  
Painted Metal  
*Front-Facing View*



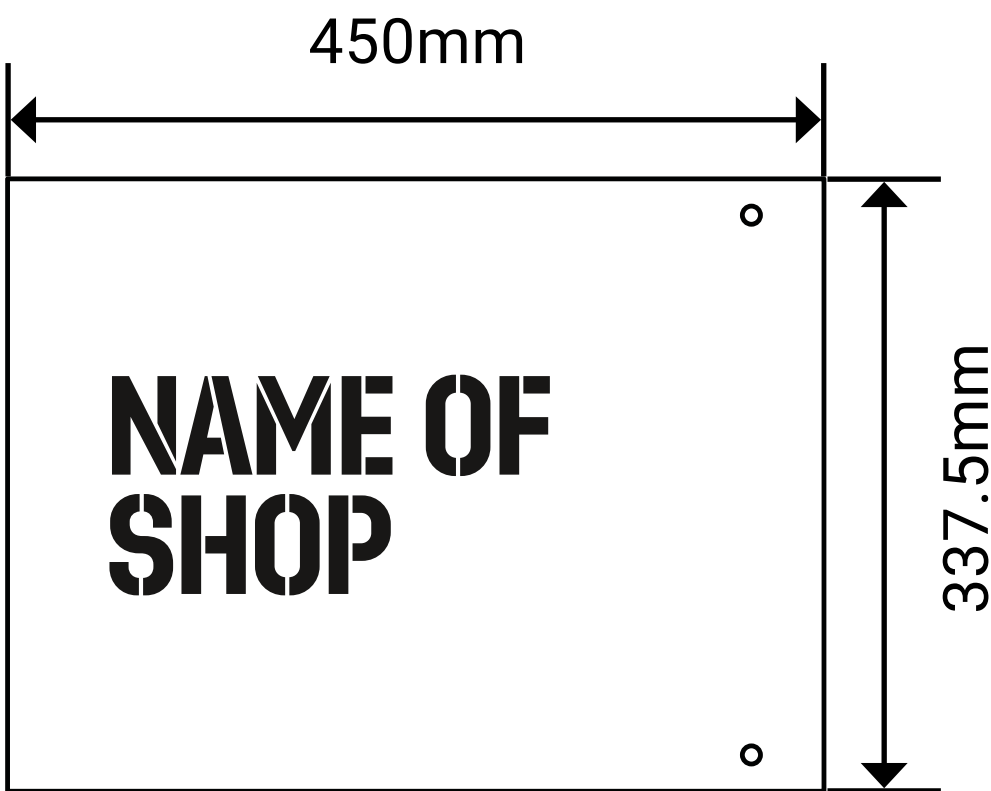
Projecting Sign  
Attachment Plate  
Painted Metal  
*Front-Facing View*



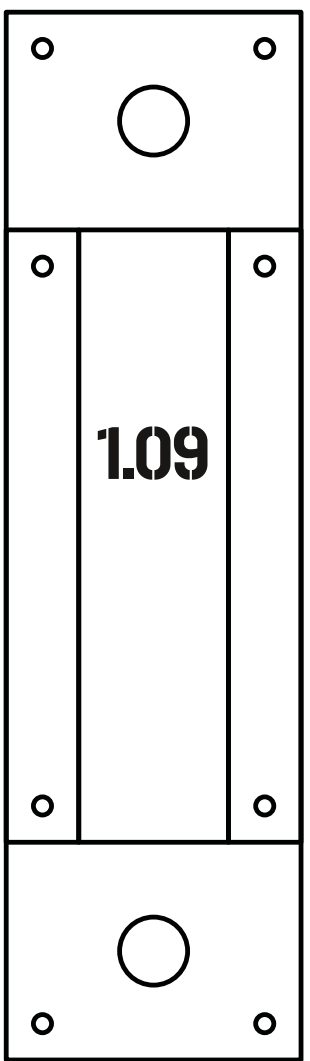
Projecting Sign  
Attachment Plate  
Painted Metal  
*Side-Facing View*



Projecting Sign  
Projecting Box  
Painted Metal  
Adhesive Cut Vinyl Lettering  
*Front-Facing View*



Projecting Sign  
Projecting Box  
Painted Metal  
Adhesive Cut Vinyl Lettering  
*Side-Facing View*



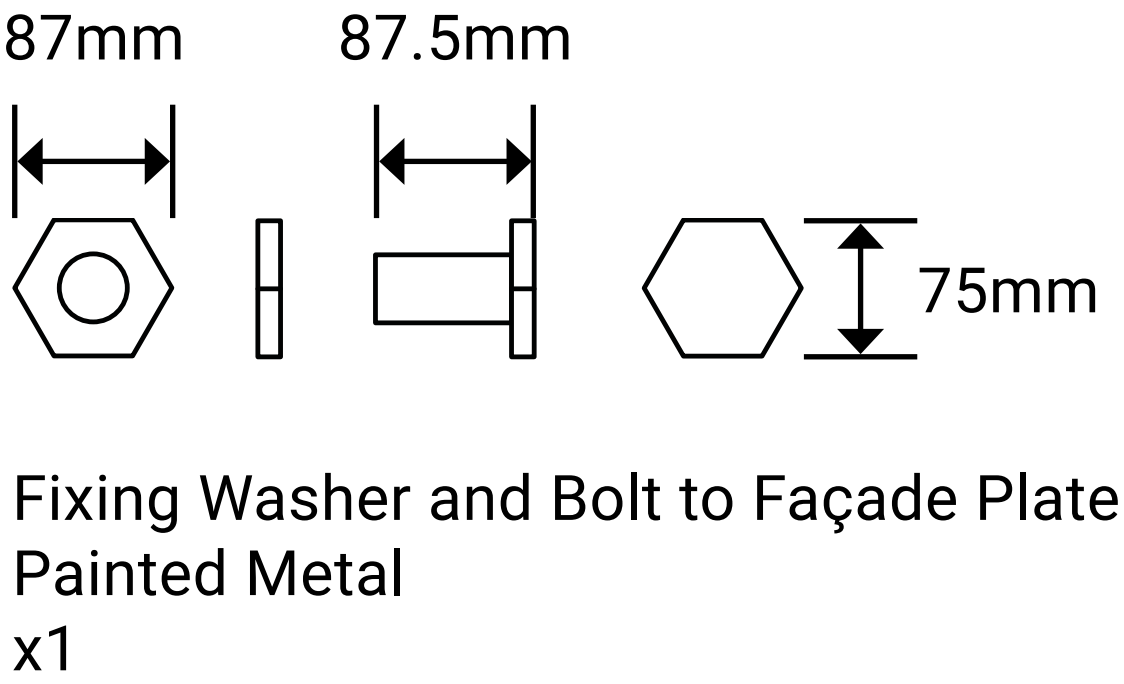
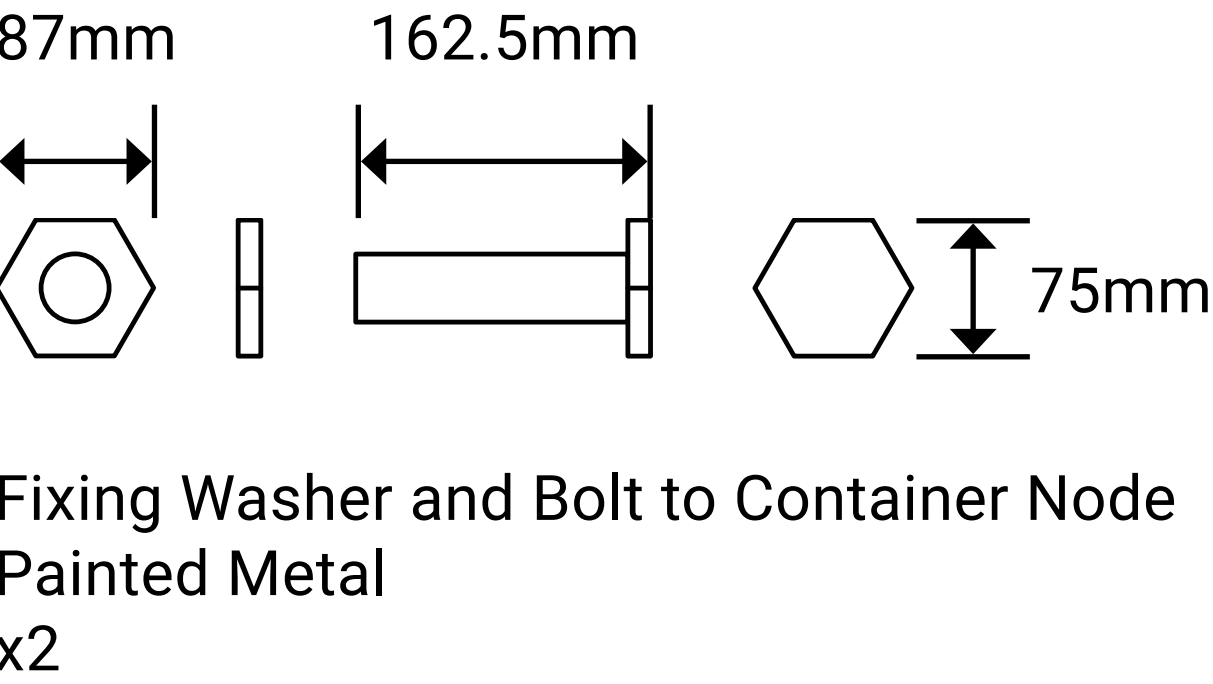
Projecting Sign  
Completed  
Painted Metal  
*Front-Facing View*



Projecting Sign  
Completed  
Painted Metal  
*Side-Facing View*

TEXT SIZE OVERVIEW (VARIABLE)

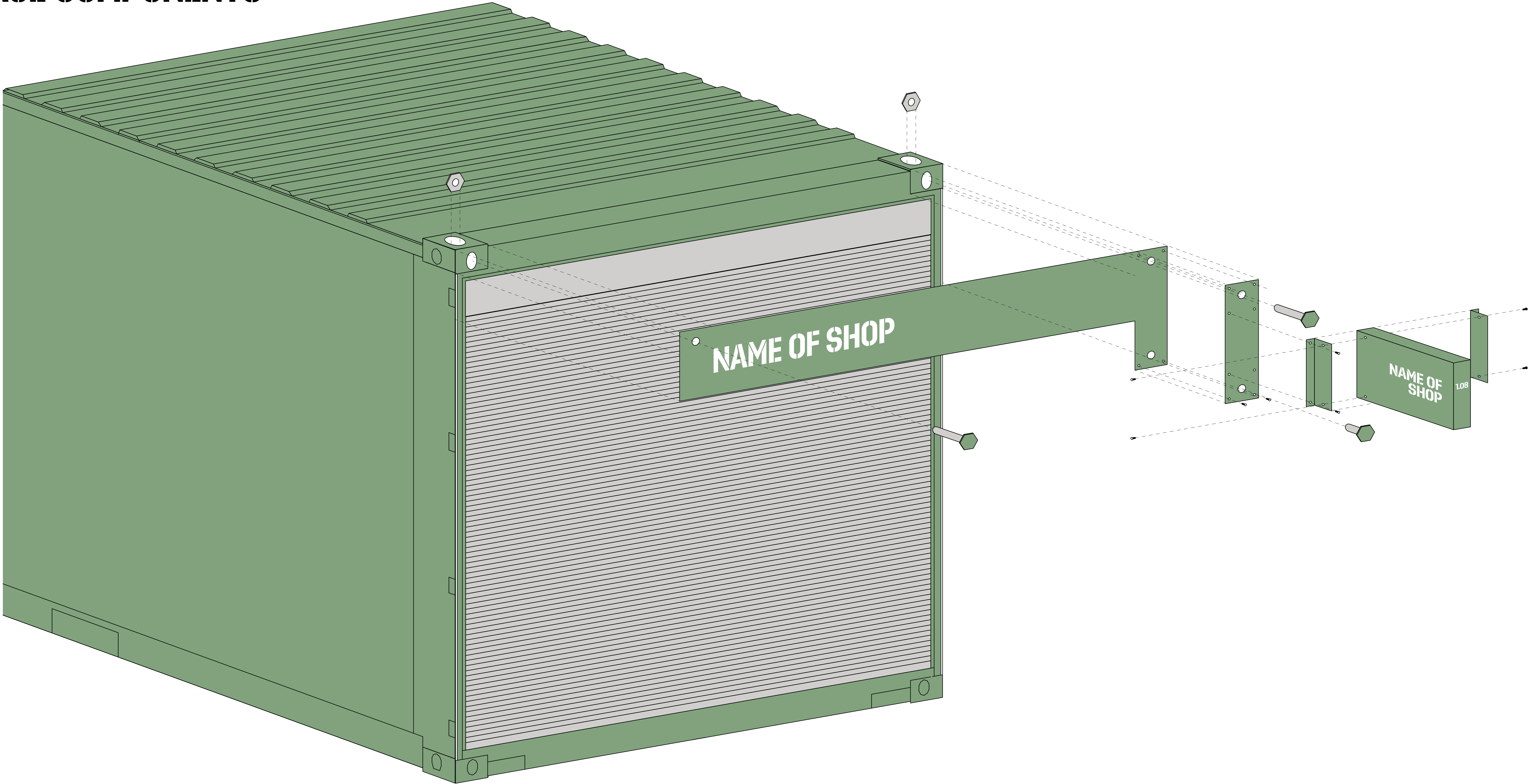
Fascia Signage Shop Name	h110 x w800mm
Projecting Signage Shop Name	h122 x w242mm
Projecting Signage Unit Number	h30 x w60.5mm





UNIT SIGNAGE TYPE 1  
SHUTTER CONTAINER UNITS  
TYPICAL SIGNAGE COMPONENTS  
3D VISUAL

Mixed Materials



# UNIT SIGNAGE

## TYPE 2

### DOOR

### ENTRANCE

### CONTAINER

### UNITS

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UNIT SIGNAGE TYPE 2

SHUTTER ENTRANCE CONTAINER UNITS

TYPICAL END-FACING SECTIONS

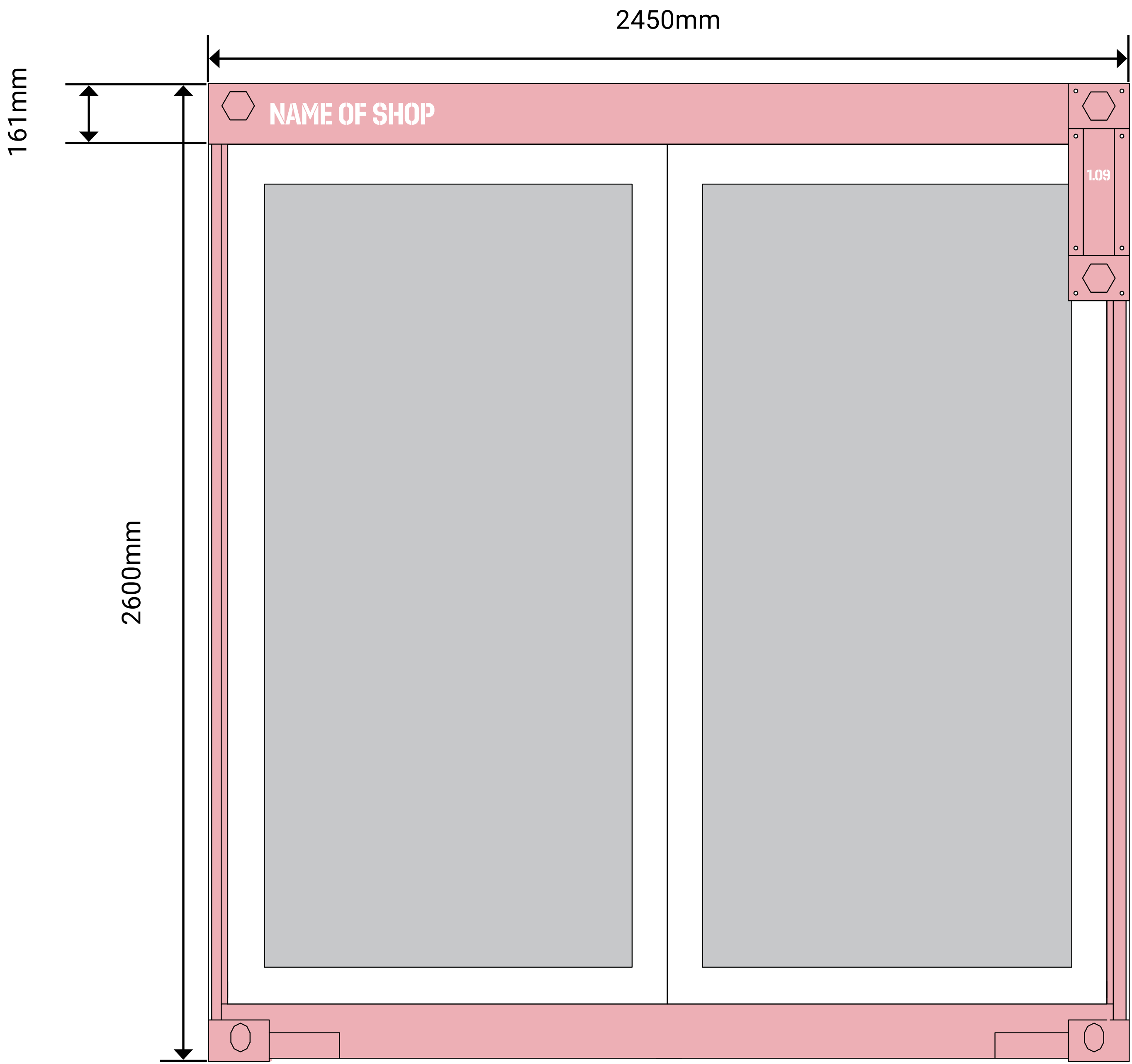
ARRANGED RIGHT

Mixed Materials

Example Applicable Units

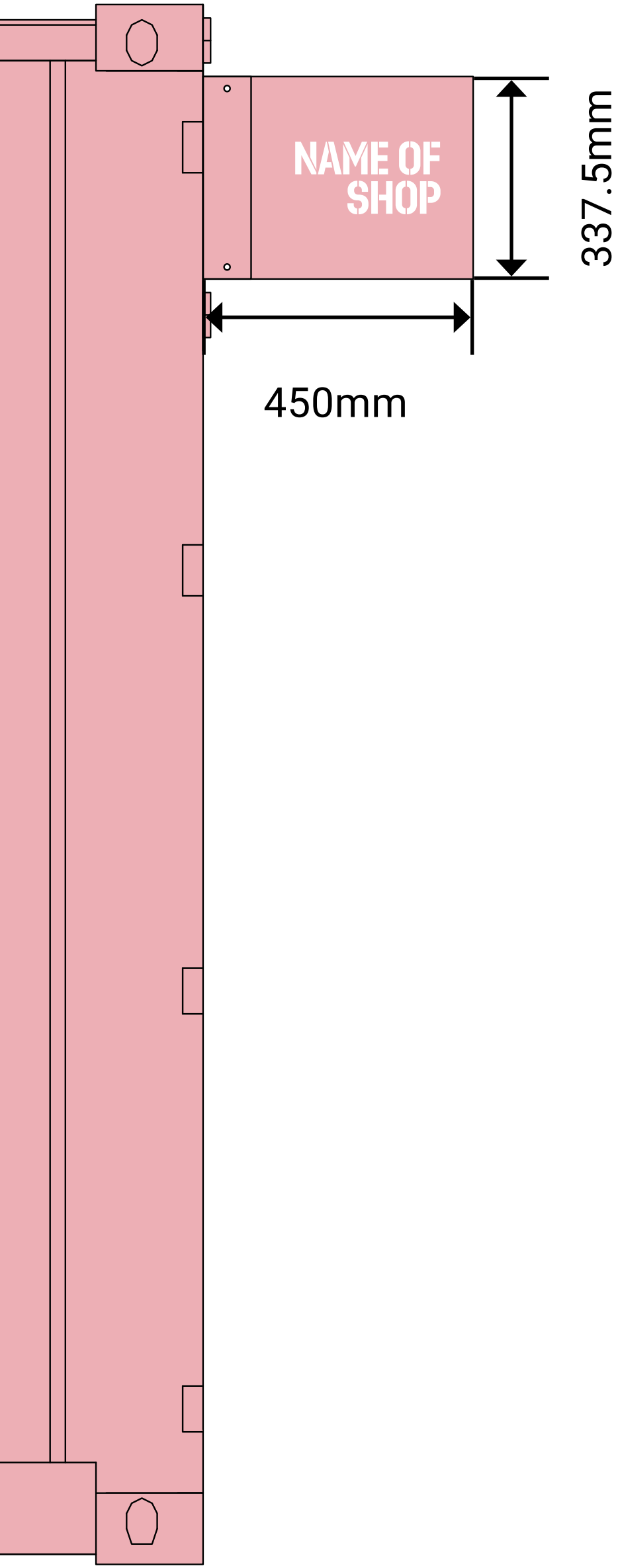
1.18

1.19



TEXT SIZE OVERVIEW (VARIABLE)

Fascia Signage Shop Name	h59 x w436mm
Projecting Signage Shop Name	h122 x w242mm
Projecting Signage Unit Number	h30 x w60.5mm





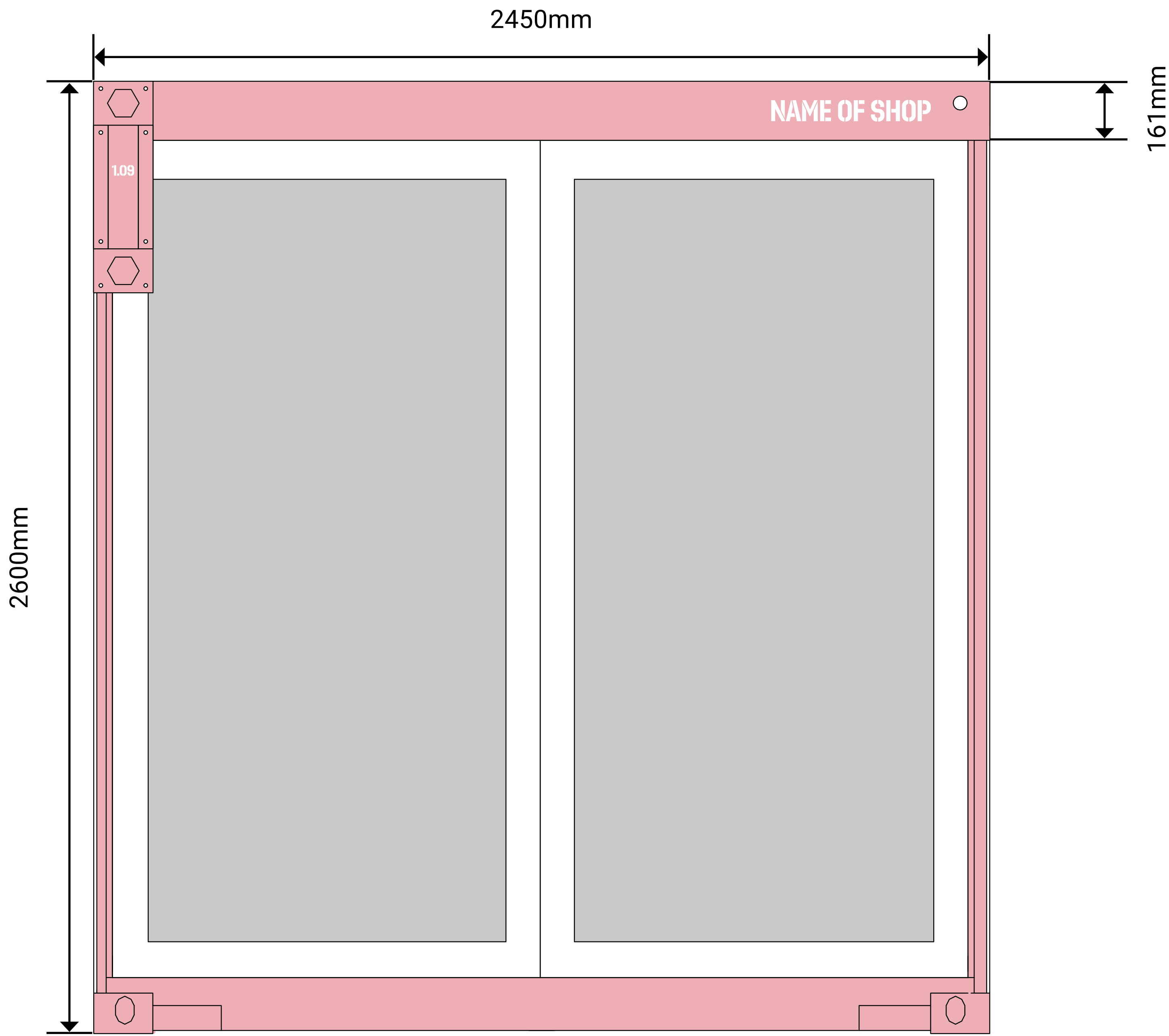
UNIT SIGNAGE TYPE 2

SHUTTER ENTRANCE CONTAINER UNITS

TYPICAL END-FACING SECTIONS

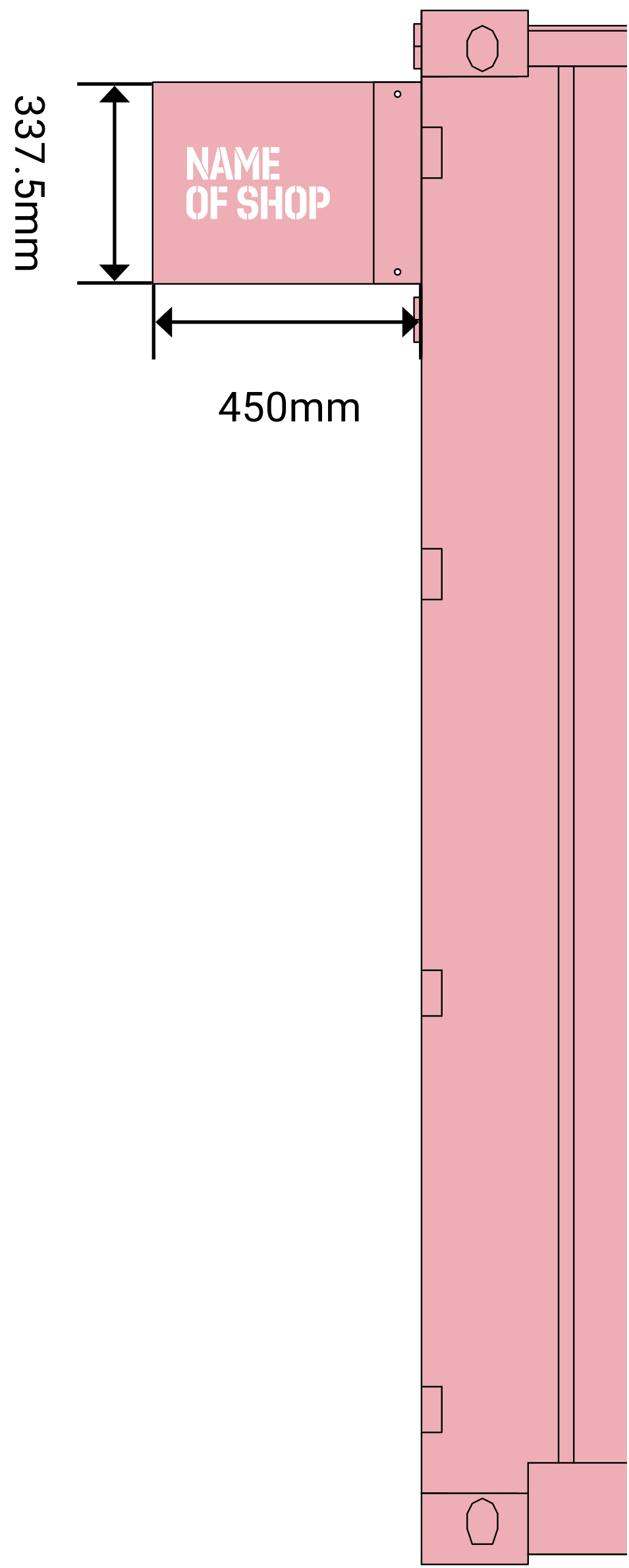
ARRANGED LEFT

Mixed Materials



TEXT SIZE OVERVIEW (VARIABLE)

Fascia Signage Shop Name	h59 x w436mm
Projecting Signage Shop Name	h122 x w242mm
Projecting Signage Unit Number	h30 x w60.5mm





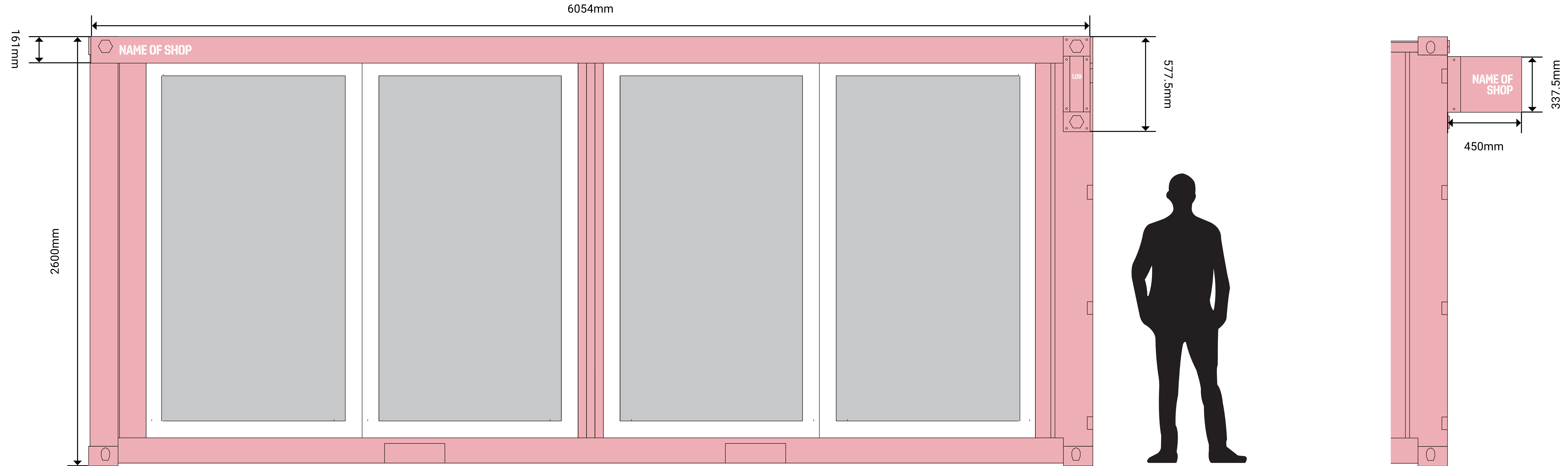
UNIT SIGNAGE TYPE 2  
SHUTTER ENTRANCE CONTAINER UNITS  
TYPICAL SIDE-FACING SECTIONS  
ARRANGED RIGHT

Mixed Materials

Example Applicable Units  
1.21 A  
1.21 B

TEXT SIZE OVERVIEW (VARIABLE)

Fascia Signage Shop Name	h59 x w436mm
Projecting Signage Shop Name	h122 x w242mm
Projecting Signage Unit Number	h30 x w60.5mm





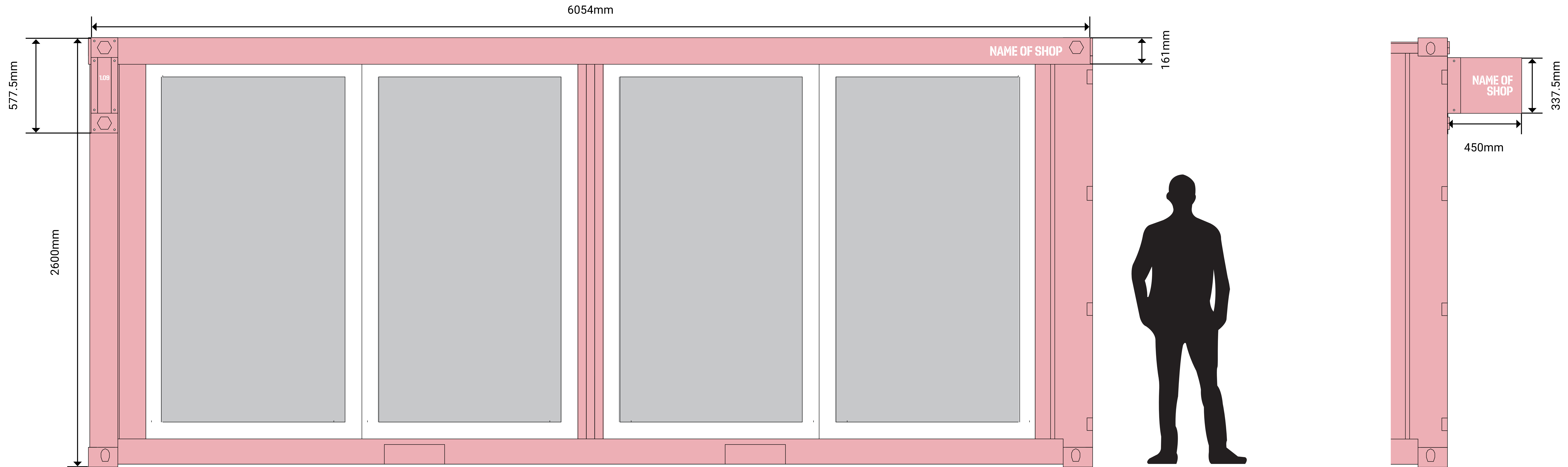
UNIT SIGNAGE TYPE 2  
SHUTTER ENTRANCE CONTAINER UNITS  
TYPICAL SIDE-FACING SECTIONS  
ARRANGED LEFT

Mixed Materials

Example Applicable Units  
2.16  
3.17

TEXT SIZE OVERVIEW (VARIABLE)

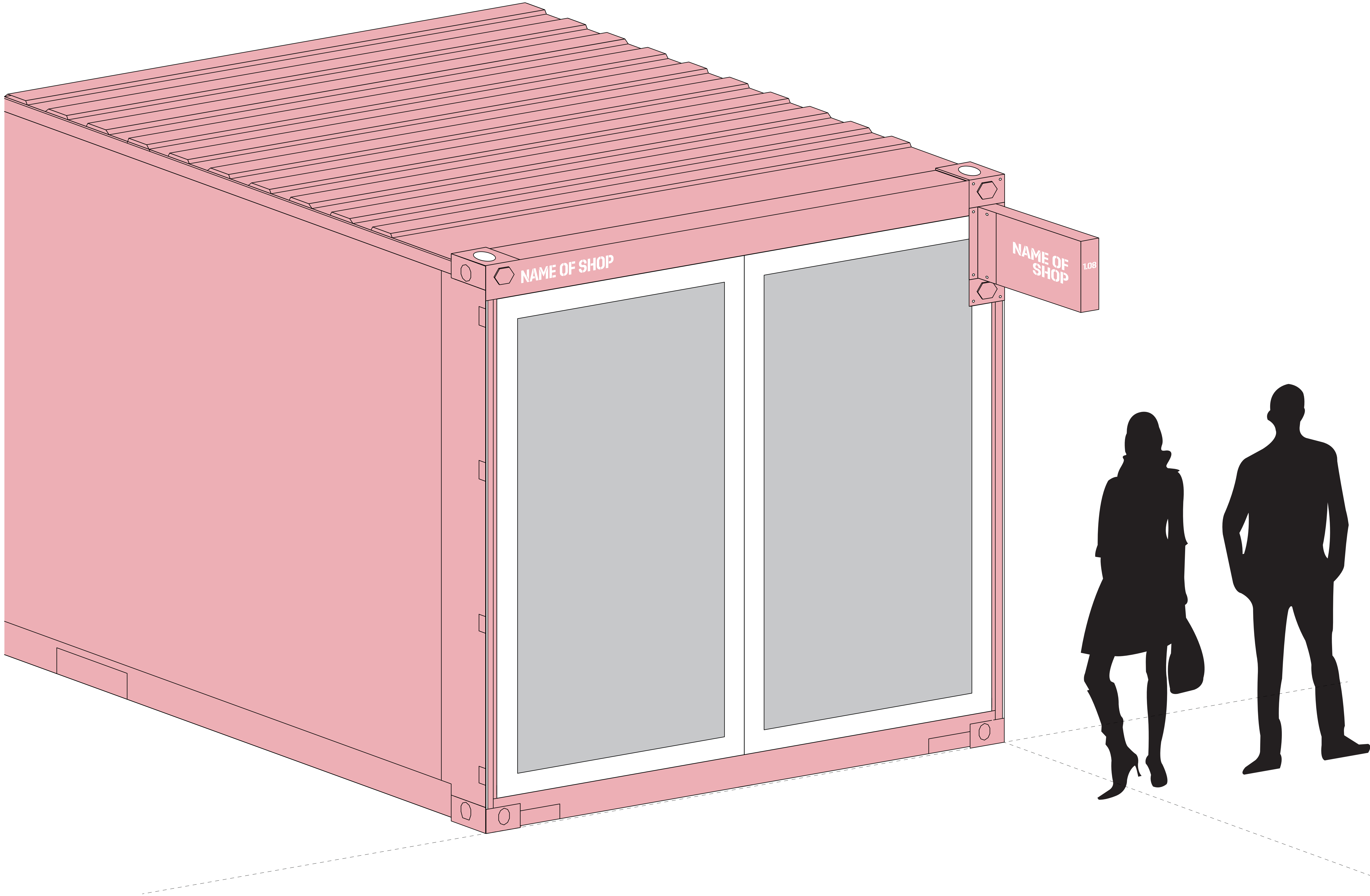
Fascia Signage Shop Name	h59 x w436mm
Projecting Signage Shop Name	h122 x w242mm
Projecting Signage Unit Number	h30 x w60.5mm





UNIT SIGNAGE TYPE 2  
SHUTTER ENTRANCE CONTAINER UNITS  
TYPICAL 3D VISUAL

Mixed Materials



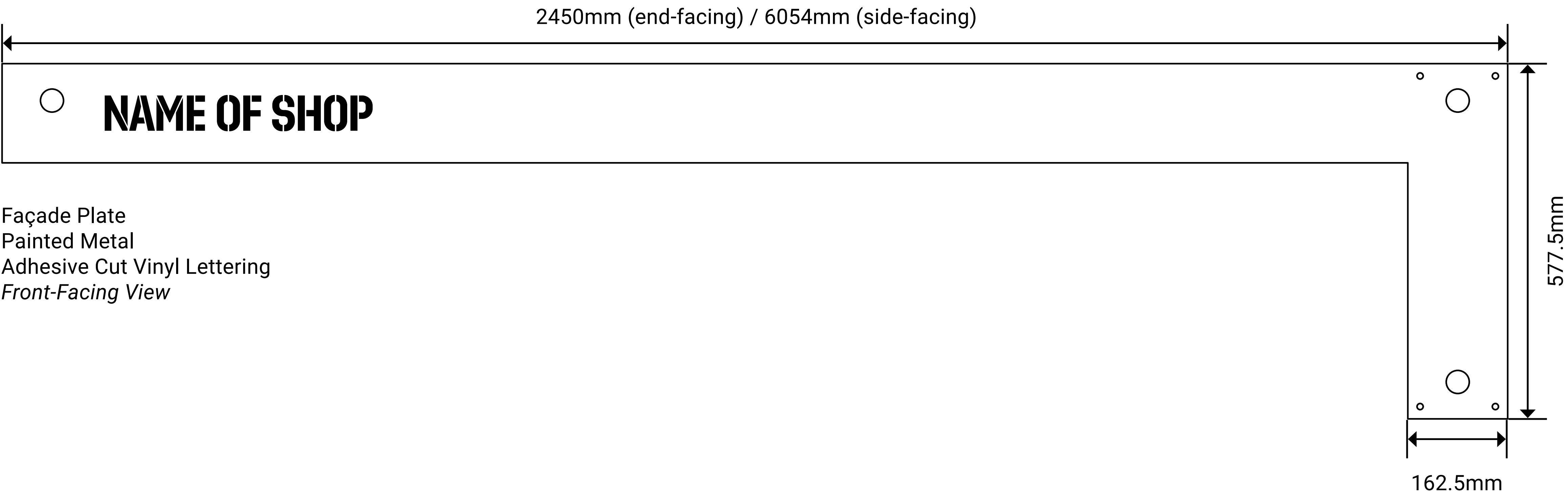


UNIT SIGNAGE TYPE 2

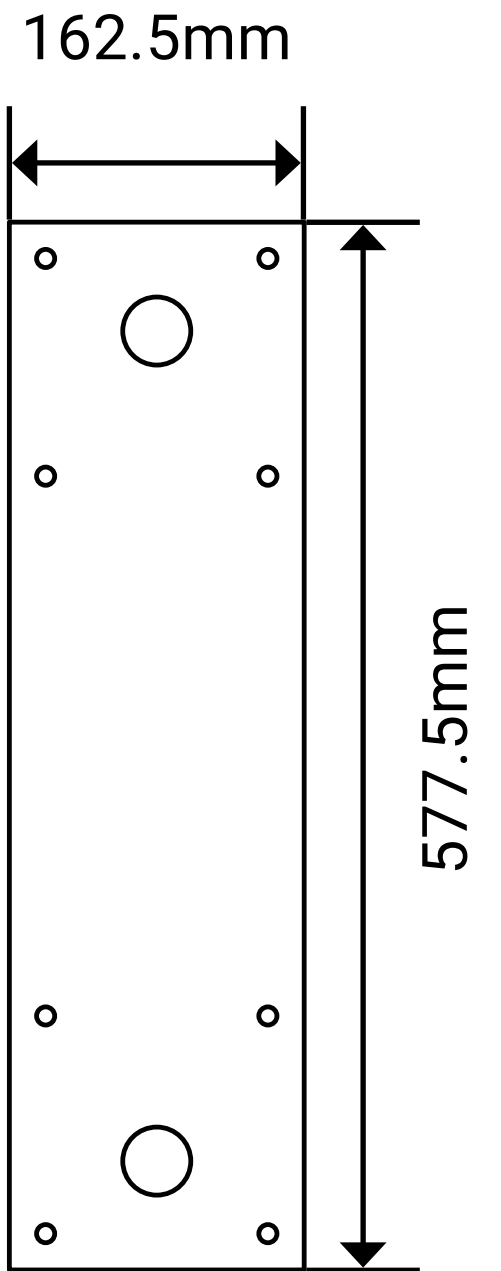
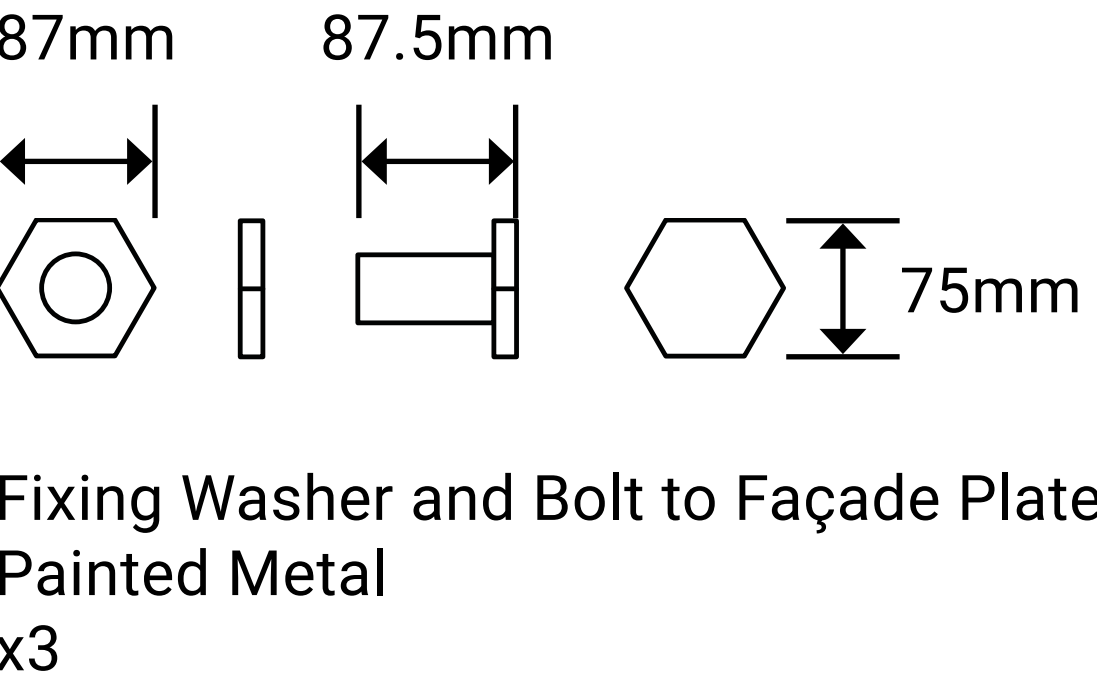
SHUTTER ENTRANCE CONTAINER UNITS

TYPICAL SIGNAGE COMPONENTS

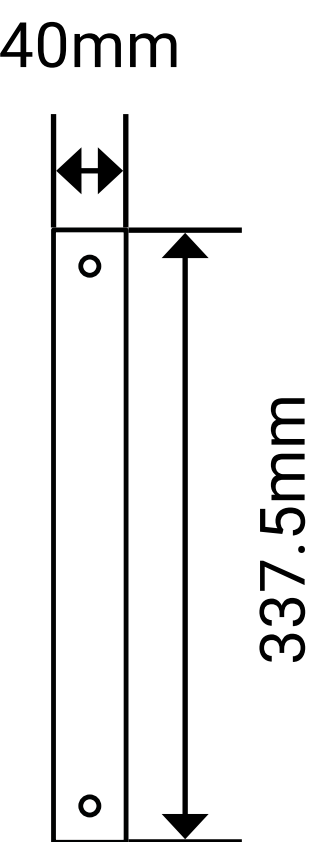
Mixed Materials



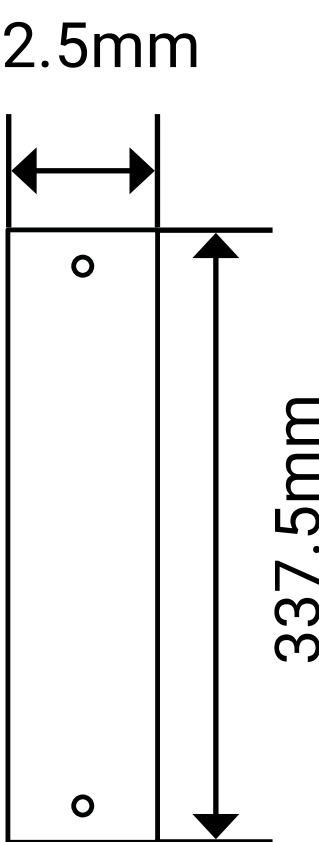
Façade Plate  
Painted Metal  
Adhesive Cut Vinyl Lettering  
*Front-Facing View*



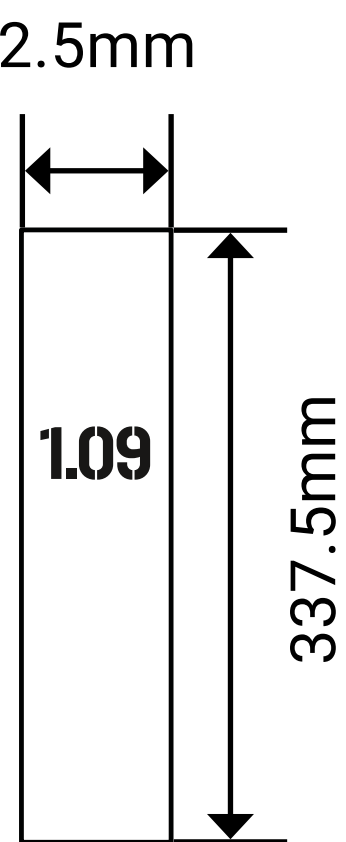
Projecting Sign  
Base Plate  
Painted Metal  
*Front-Facing View*



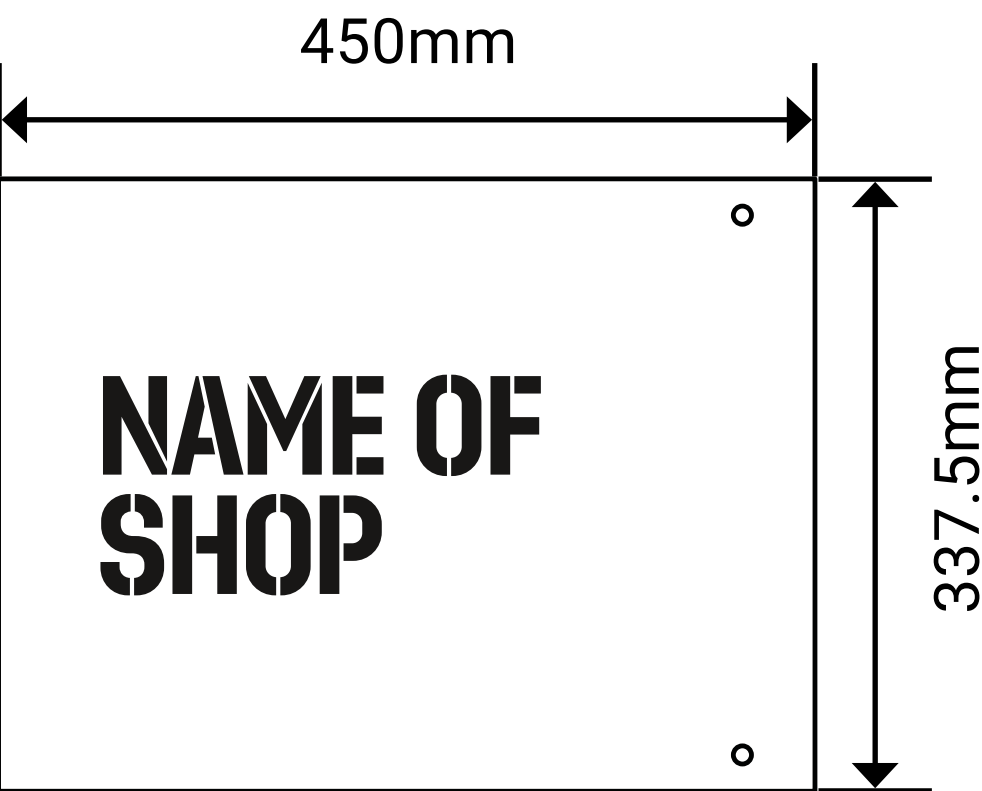
Projecting Sign  
Attachment Plate  
Painted Metal  
*Front-Facing View*



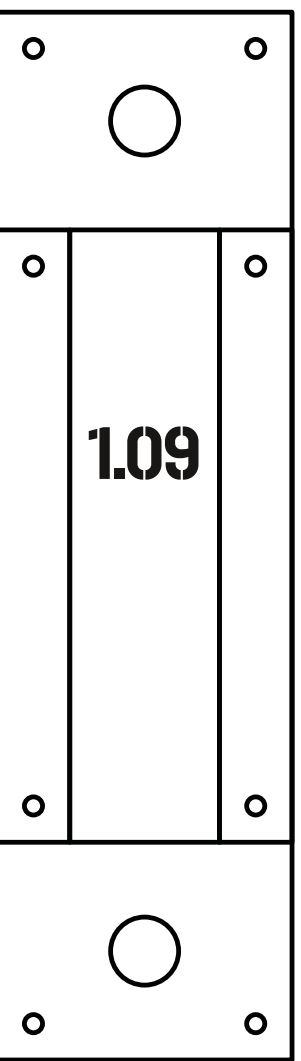
Projecting Sign  
Attachment Plate  
Painted Metal  
*Side-Facing View*



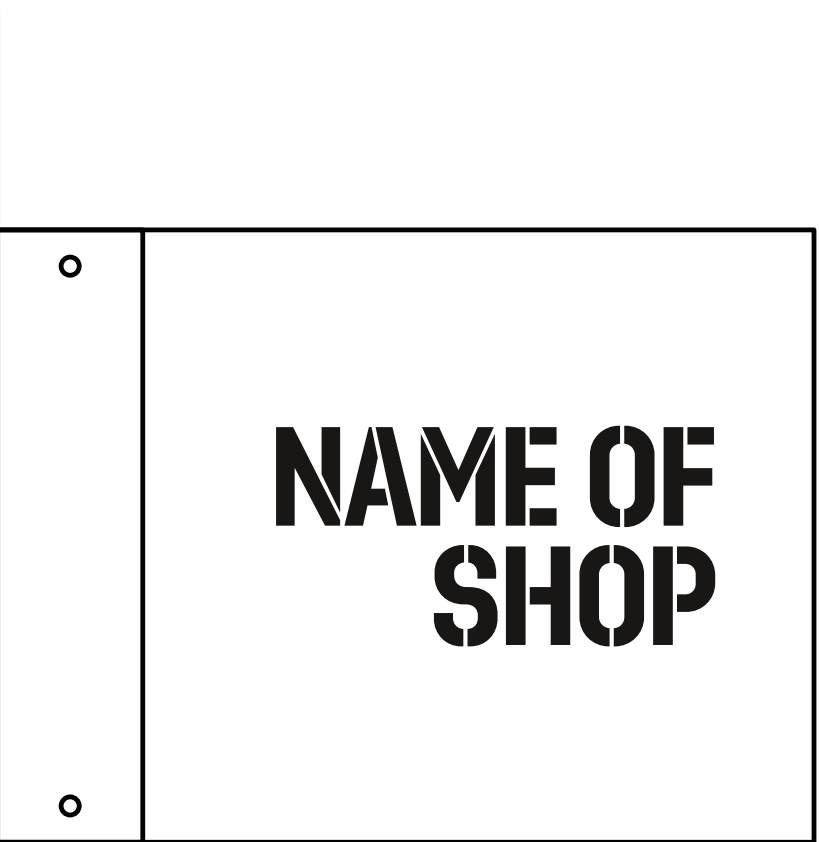
Projecting Sign  
Projecting Box  
Painted Metal  
Adhesive Cut Vinyl Lettering  
*Front-Facing View*



Projecting Sign  
Projecting Box  
Painted Metal  
Adhesive Cut Vinyl Lettering  
*Side-Facing View*



Projecting Sign  
Completed  
Painted Metal  
*Front-Facing View*



Projecting Sign  
Completed  
Painted Metal  
*Side-Facing View*

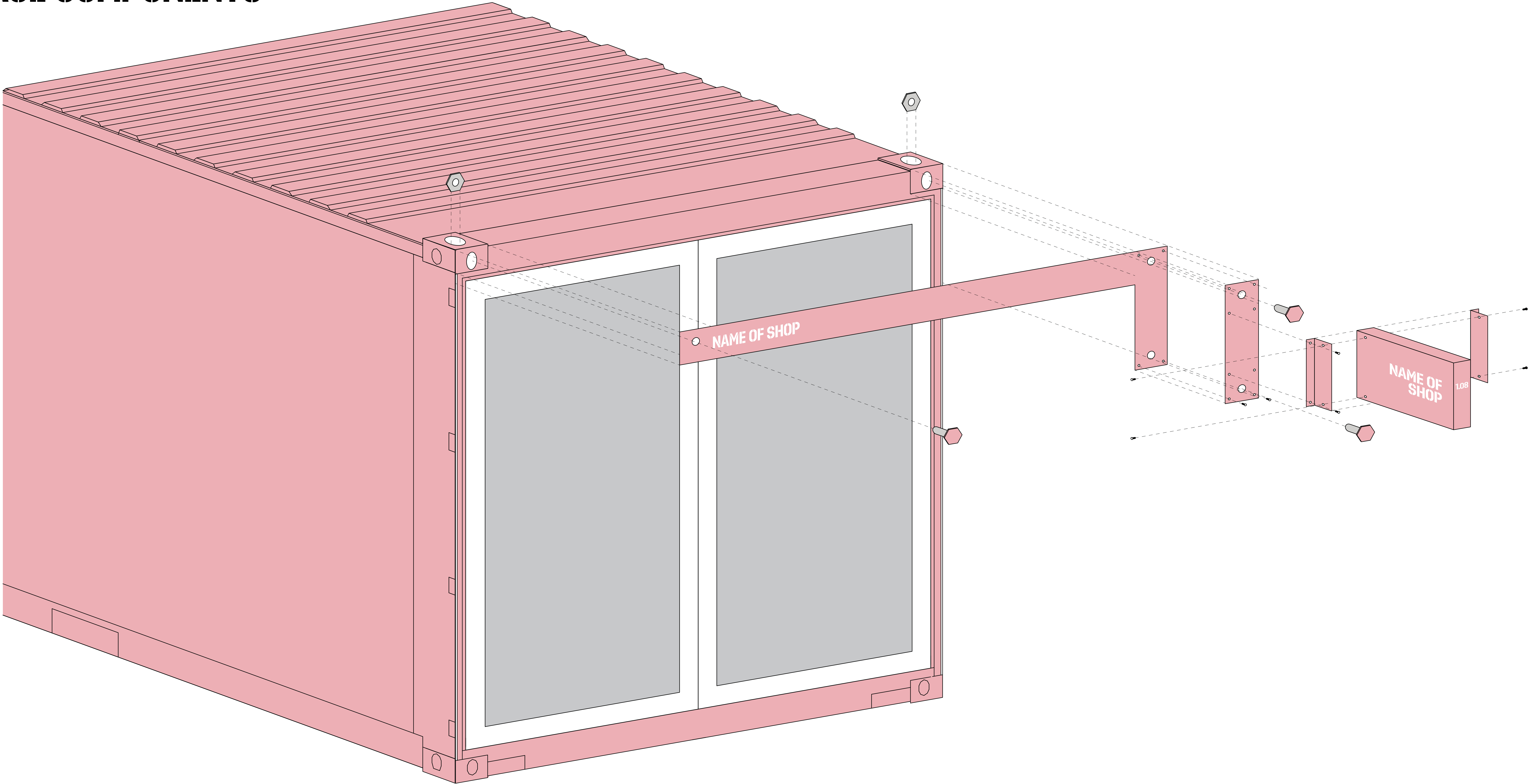
TEXT SIZE OVERVIEW (VARIABLE)

Fascia Signage Shop Name	h59 x w436mm
Projecting Signage Shop Name	h122 x w242mm
Projecting Signage Unit Number	h30 x w60.5mm



UNIT SIGNAGE TYPE 2  
SHUTTER ENTRANCE CONTAINER UNITS  
TYPICAL SIGNAGE COMPONENTS  
3D VISUAL

Mixed Materials





UNIT SIGNAGE  
TYPE 3  
UNIT 3.18-3.21

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STRATEGY



UNIT SIGNAGE TYPE 3  
UNIT 3.18-3.21  
WEST-FACING SECTION

Mixed Materials

TEXT SIZE OVERVIEW (VARIABLE)

Projecting Signage Unit Number    h30 x w60.5mm

