

ENTRANCE SIGNAGE  
NORTH YARD

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# RESEARCH



CAMDEN MARKET  
DESIGN PROPOSAL

ENTRANCE SIGNAGE  
NORTH YARD  
RESEARCH

REFERENCE

Methods & Materials

CAMDEN  
MARKET





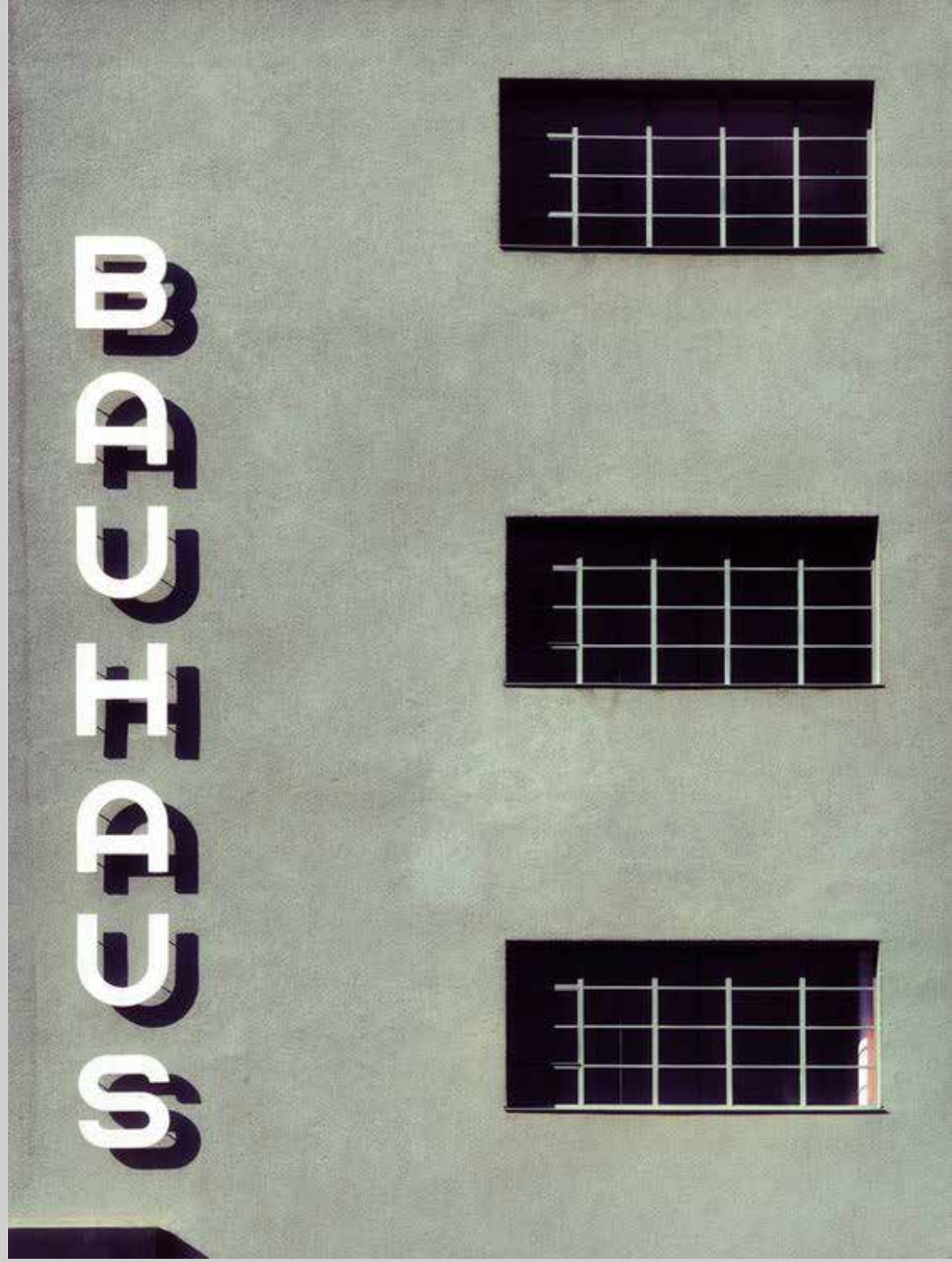
CAMDEN MARKET  
DESIGN PROPOSAL

ENTRANCE SIGNAGE  
NORTH YARD  
RESEARCH

REFERENCE  
CONTINUED

Methods & Materials

CAMDEN  
MARKET



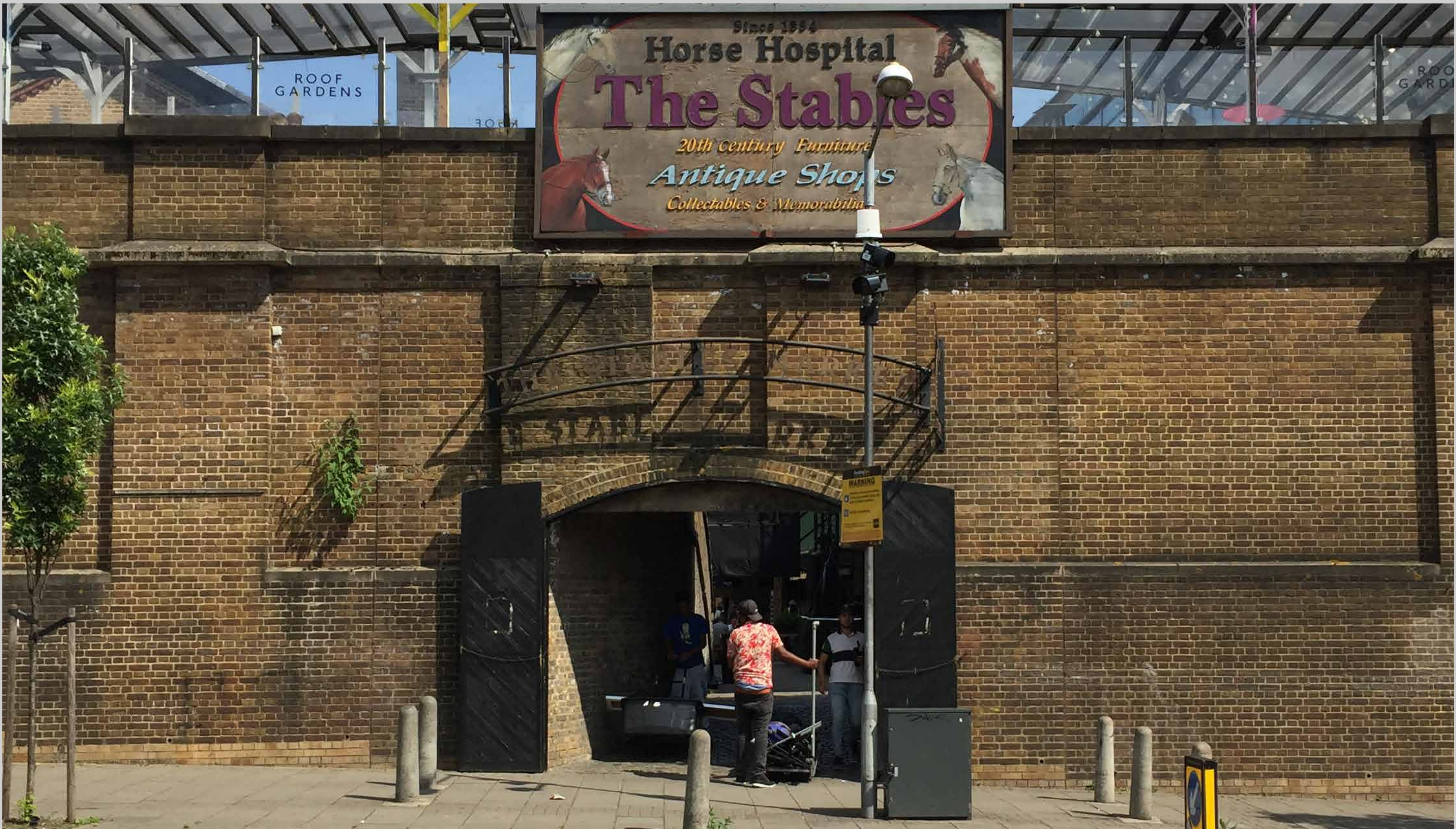


CAMDEN MARKET  
DESIGN PROPOSAL

ENTRANCE SIGNAGE  
NORTH YARD  
RESEARCH

CONSIDERATIONS

Existing signage



CAMDEN  
MARKET



CAMDEN MARKET  
DESIGN PROPOSAL

ENTRANCE SIGNAGE  
NORTH YARD  
RESEARCH

CONSIDERATIONS  
CONTINUED

The changing landscape



CAMDEN  
MARKET

# SIGNAGE METHOD



# SIGNAGE METHOD



**Fascia Signage**

- Extruded metal lettering
- Fixed to brickwork with aluminium channel/fixing rails and bolts directly to the wall



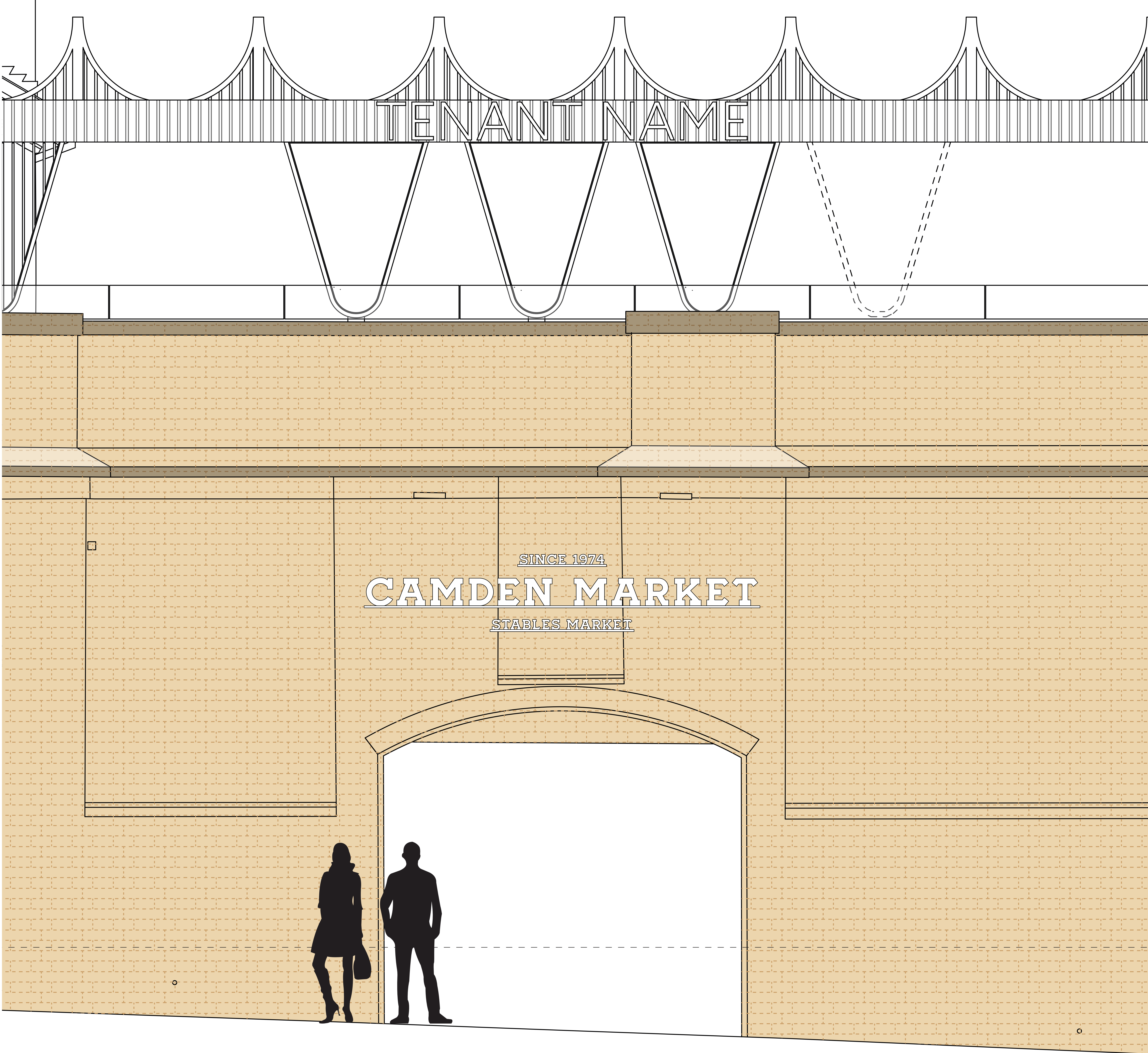
CAMDEN MARKET  
DESIGN PROPOSAL

ENTRANCE SIGNAGE  
NORTH YARD

SIGNAGE METHOD  
ELEVATIONS

North Yard entrance

CAMDEN  
MARKET





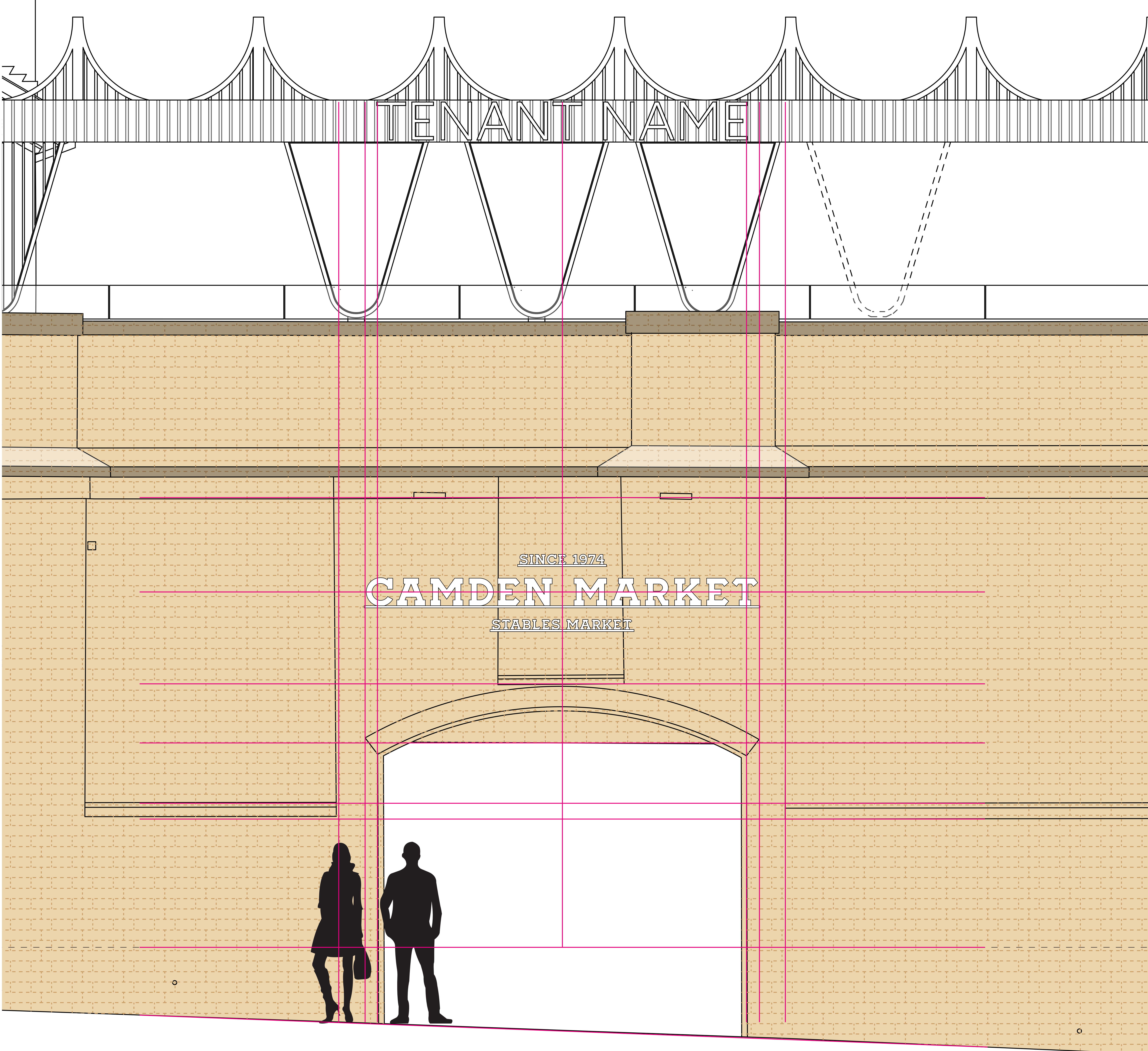
CAMDEN MARKET  
DESIGN PROPOSAL

ENTRANCE SIGNAGE  
NORTH YARD

SIGNAGE METHOD  
SITE RHYTHMS

North Yard entrance

CAMDEN  
MARKET





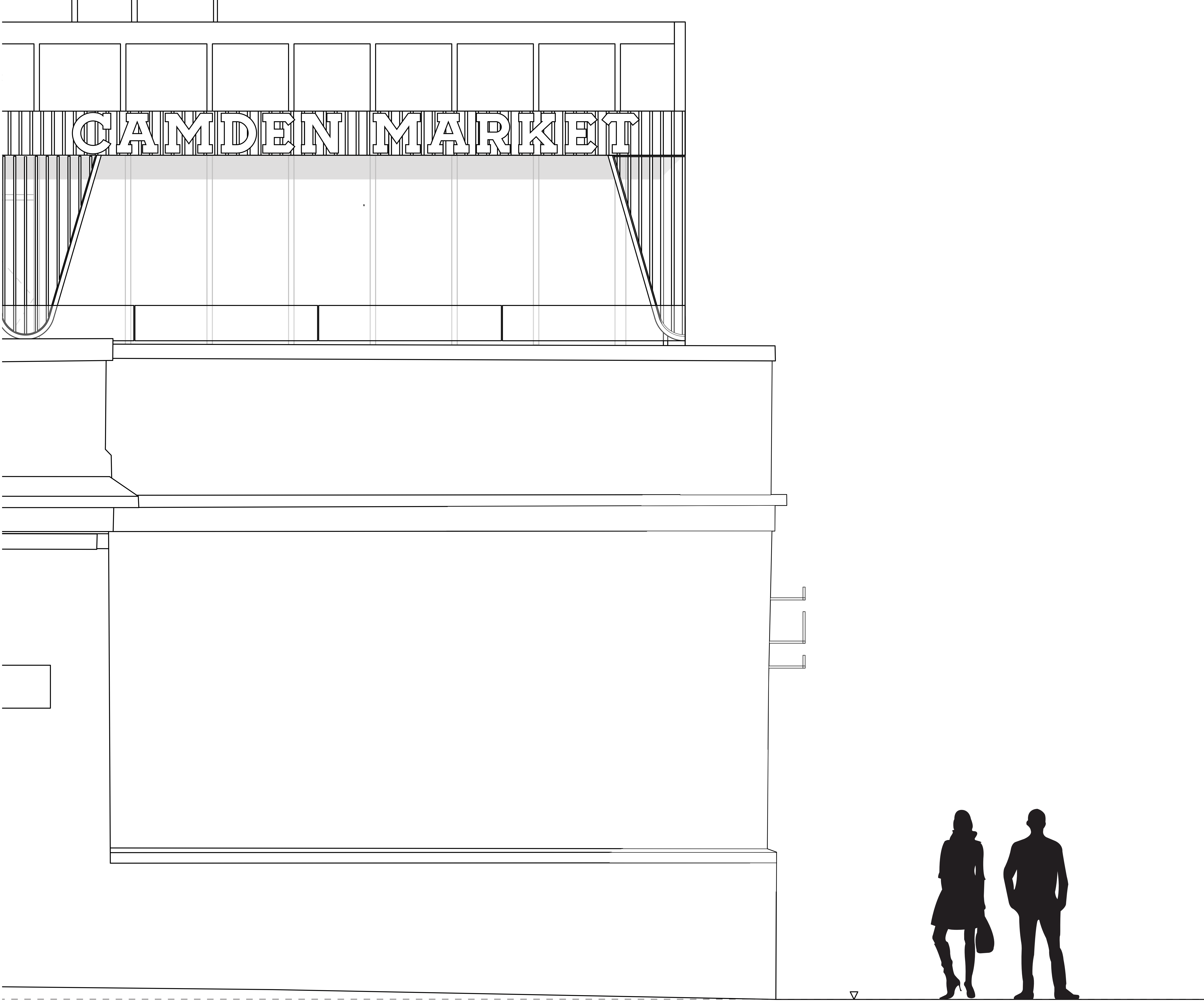
CAMDEN MARKET  
DESIGN PROPOSAL

ENTRANCE SIGNAGE  
NORTH YARD

SIGNAGE METHOD  
ELEVATIONS

Chalk Farm Road

CAMDEN  
MARKET





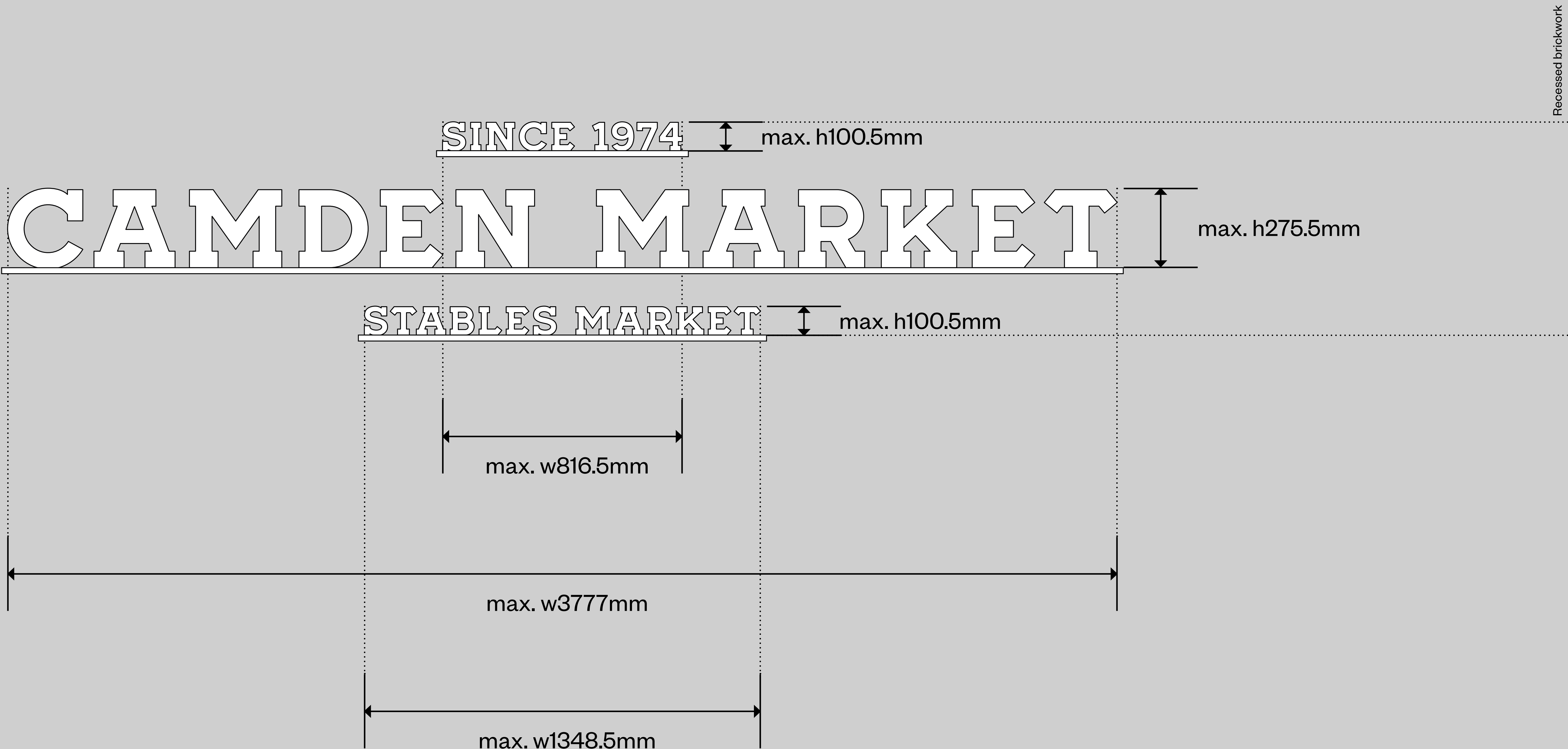
LETTERING SIGNAGE  
DETAIL



LETTERING  
SIGNAGE  
DETAIL

Not to scale

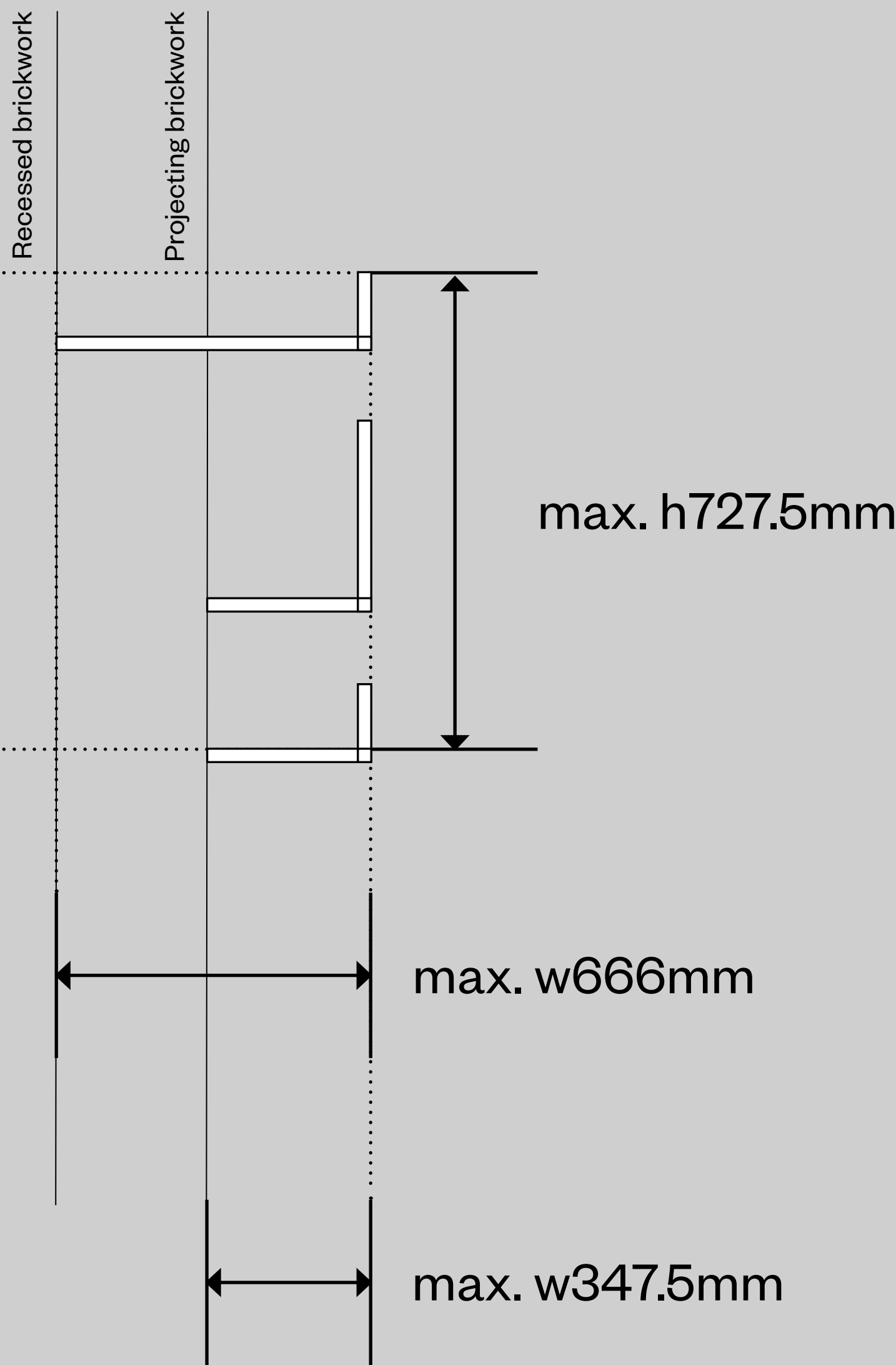
Front view



CAMDEN  
MARKET

Lettering Signage Dimensions	
'Camden Market'	max. w5260mm x max. h380mm
'Since 1974'	max. w1140mm x max. h150mm
'Stables Market'	max. w1880mm x max. h150mm

Side view





# SIGNAGE METHOD LIGHTING CONCEPTS



CAMDEN MARKET  
DESIGN PROPOSAL

ENTRANCE SIGNAGE  
NORTH YARD

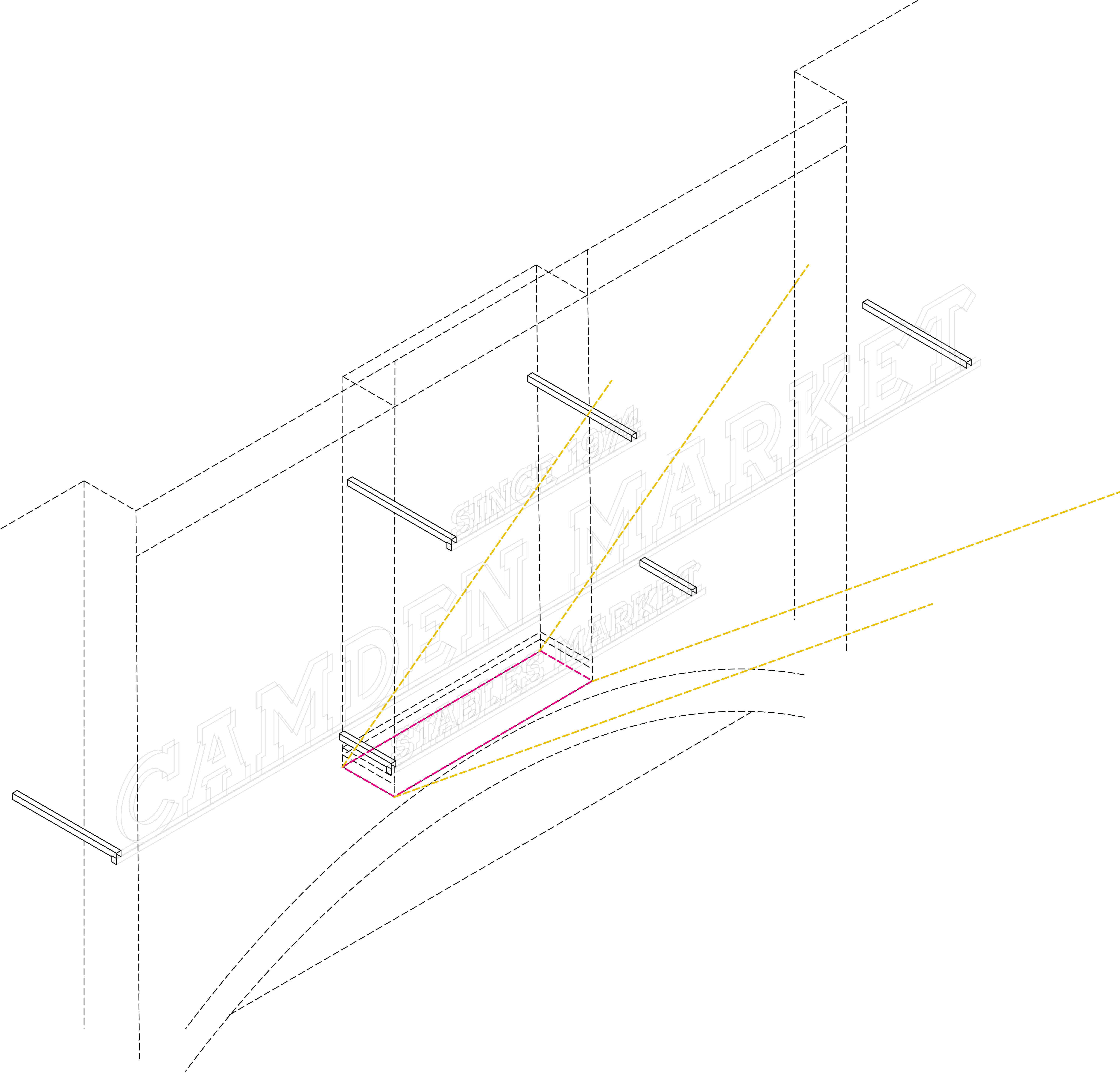
SIGNAGE METHOD  
LIGHTING

CONCEPT 1

Uplit from wall ledge area

- Lighting
- Direction of light

CAMDEN  
MARKET





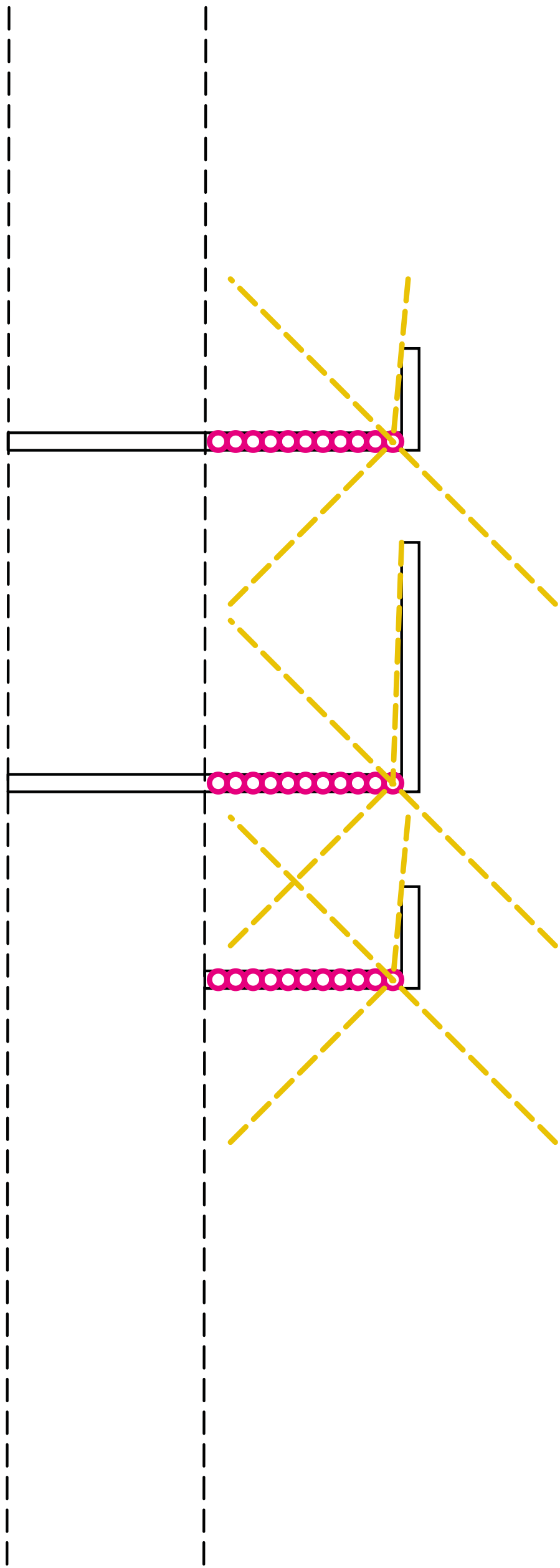
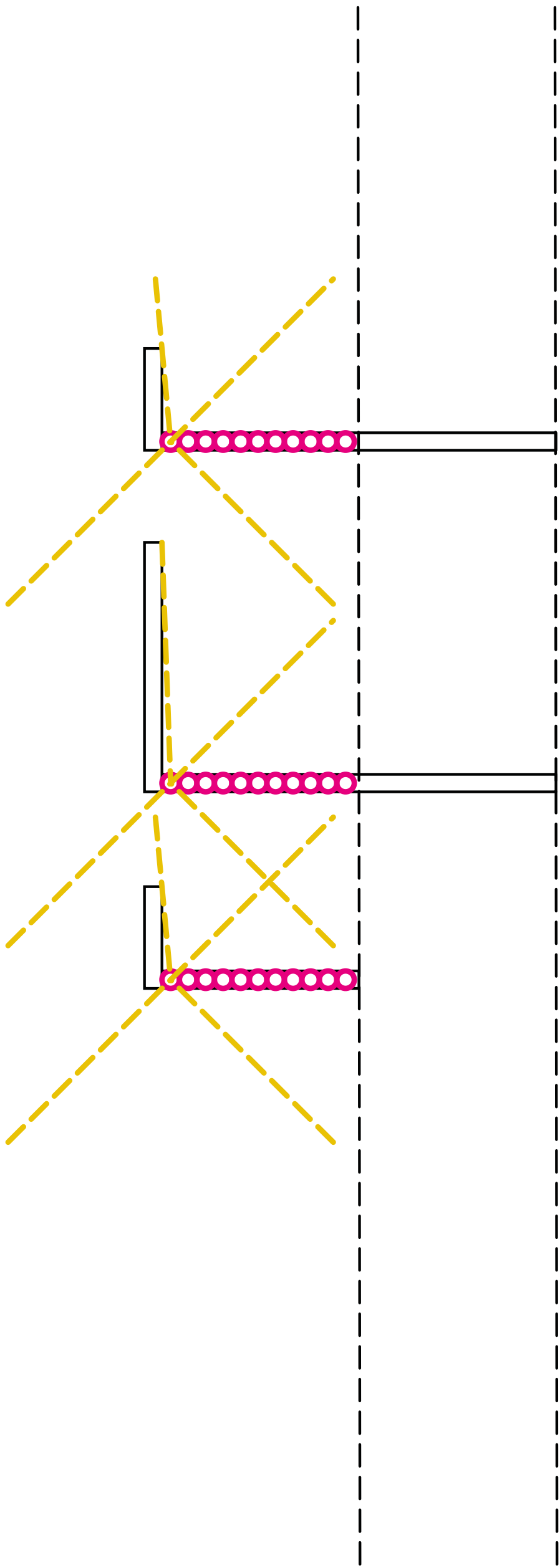
SIGNAGE METHOD  
LIGHTING

CONCEPT 2

LED strip lighting to metal  
lettering support posts

- Lighting
- Direction of light

Lettering Sign, Side views





CAMDEN MARKET  
DESIGN PROPOSAL

ENTRANCE SIGNAGE  
NORTH YARD

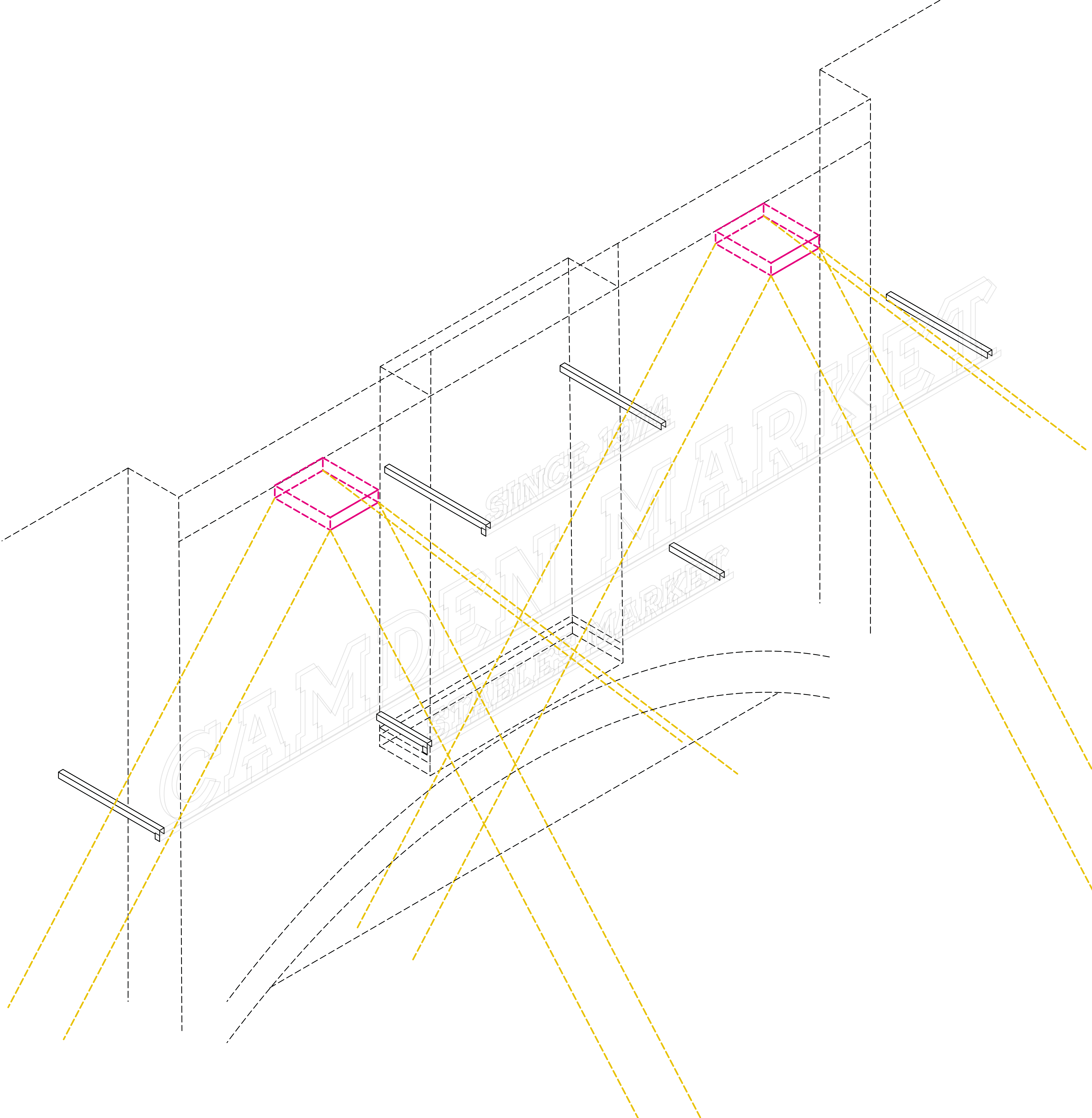
SIGNAGE METHOD  
LIGHTING

CONCEPT 3

Use of existing floodlights

- Lighting
- Direction of light

CAMDEN  
MARKET





THANK YOU