

External Signage Pack

2805 TOTTENHAM COURT RD

SPACEMIX 2021

Date:- 16/07/21

Store Planner:-

Drawn by:- J.KING

Current Principle: V1.1

DRAWING SIGN OFF

DESIGN

NAME

FORMAT

NAME

CONSTRUCTION

NAME

OPERATIONS

NAME

DATE

DATE

DATE

DATE

DATE

SIGNATURE

SIGNATURE

SIGNATURE

SIGNATURE

SIGNATURE

EXCEPTIONS TO PUBLISHED BENCHMARK

AUTHORISED BY

DATE

NOTE

REVISIONS

DATE

NAME

AMENDMENTS

30.05.21

J.KING

INITIAL

07.06.21

J.KING

REV 01

09.06.21

J.KING

REV 02 - REVISED MARKETING SPACE

15.06.21

J.KING

REV 03

17.06.21

J.KING

REV 04

18.06.21

J.KING

REV 05

12.07.21

A.BRUCE

FINAL APPROVED

16.07.21

J.KING

FINAL APPROVED

ADVERTS APPLICATION REQUIRED



YES



NO

IF NO THEN REASON(S) WHY :

.....

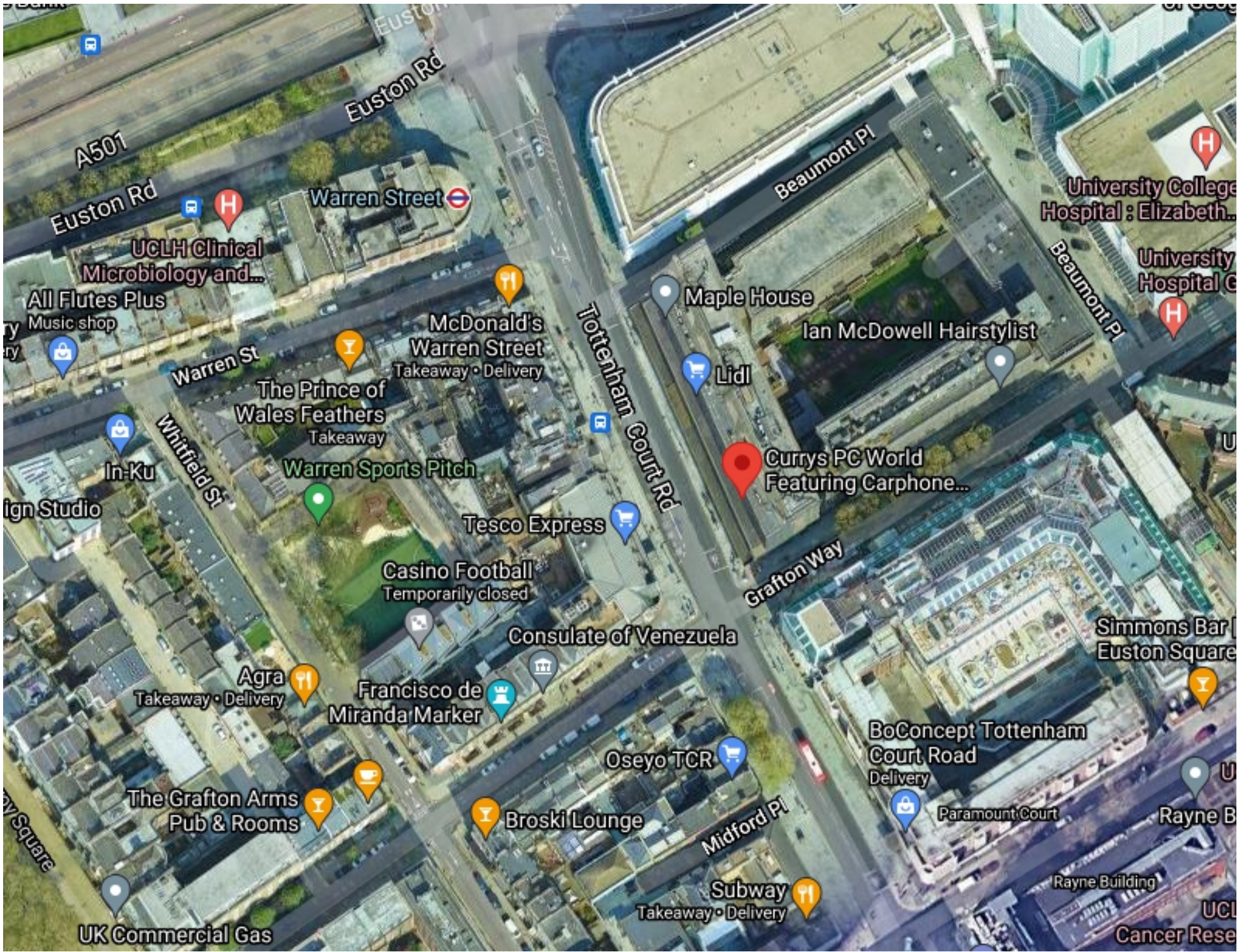


Greens 'the signmakers'
Brighton Street, Kingston upon Hull
East Yorkshire HU3 4UW

contact: Andy Stephens
email: AndyStephens@greens-signmakers.co.uk
tel: 07970 191902



Store Planning Department
Dixons Carphone
Maylands Avenue, Hemel Hempstead
Hertfordshire, HP2 7TG
Tel: 01727 202000 Fax: 01727 204159



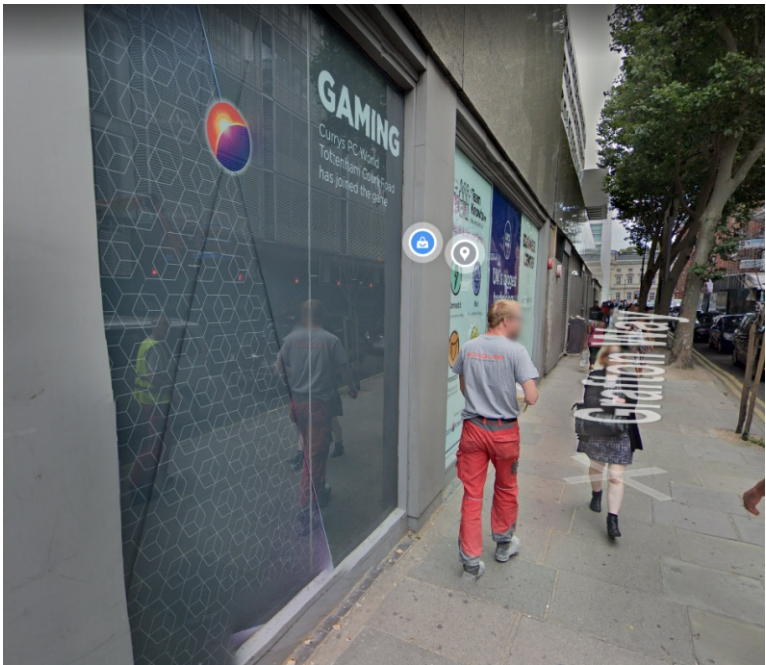
1 SITE PLAN
NOT TO SCALE



1 FRONT ELEVATION
EXISTING

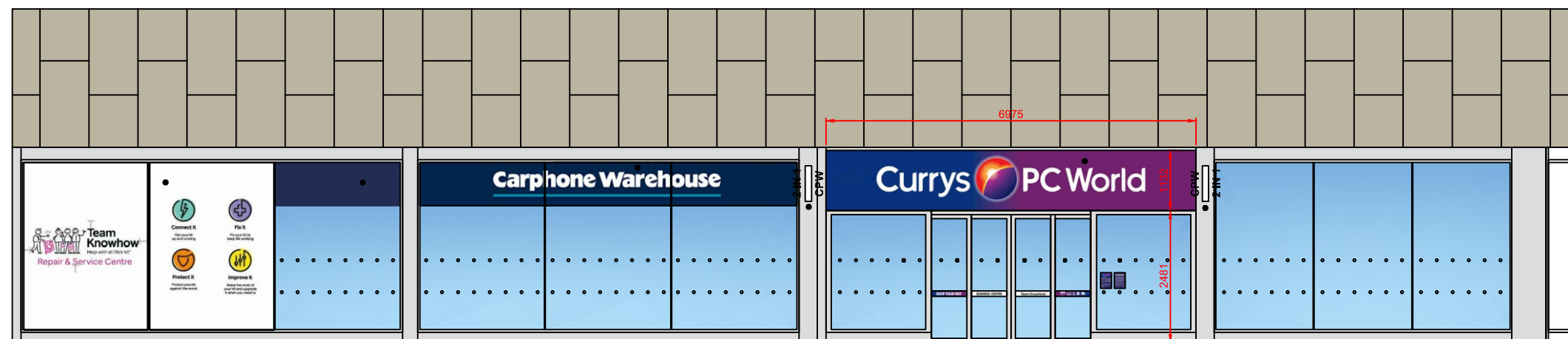


2 CORNER ELEVATION - GRAFTON ST
EXISTING

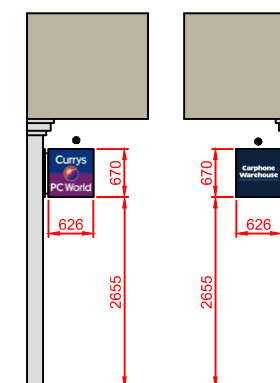


3 SIDE ELEVATION - GRAFTON ST
EXISTING

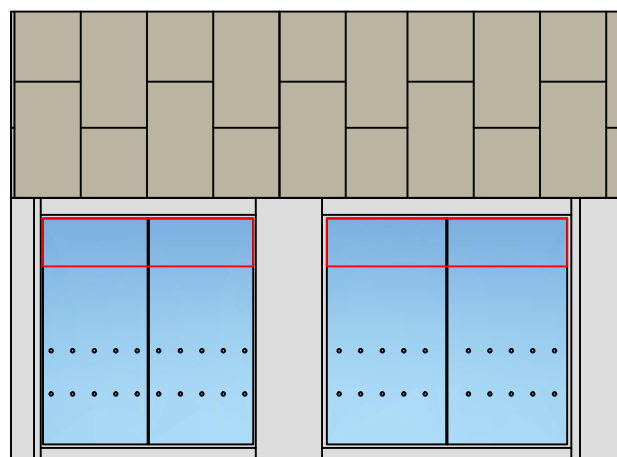
EXISTING ELEVATIONS



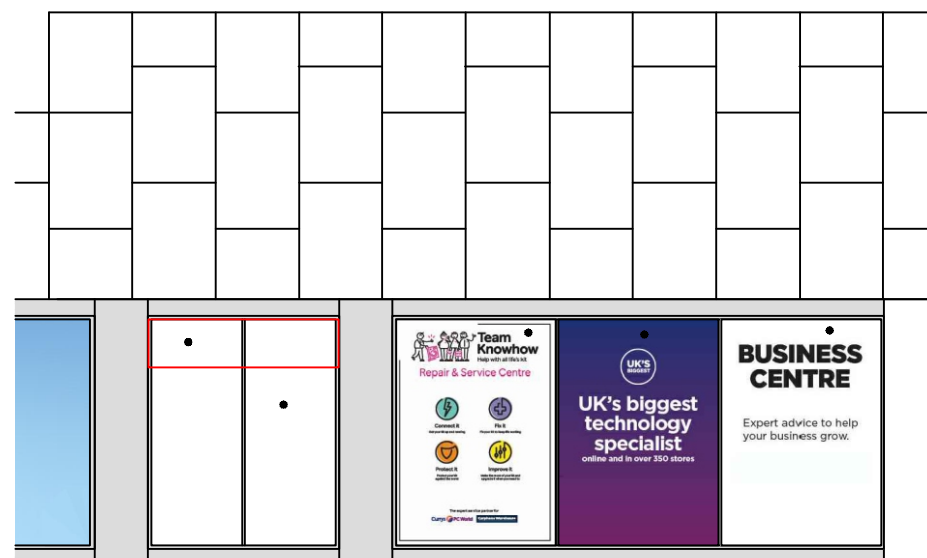
1 FRONT ELEVATION
EXISTING



4 FRONT ELV - PROJECTION SIGNS
EXISTING



2 CORNER ELEVATION - GRAFTON ST
EXISTING



3 SIDE ELEVATION - GRAFTON ST
EXISTING

PROPOSED ELEVATIONS

Window Graphic 1

EXTERNALLY APPLIED WINDOW VINYL
CORE PURPLE BANDING 2420 X 705MM
RATIO 10:1

Window Graphic 2

INTERNALLY APPLIED WINDOW VINYL
CORE PURPLE BANDING 4730 X 705MM
RATIO 10:1

Window Graphic 3

INTERNALLY APPLIED WINDOW VINYL
CORE PURPLE BANDING 7125 X 705MM
RATIO 10:1

Sign A - MAIN BRAND SIGNAGE

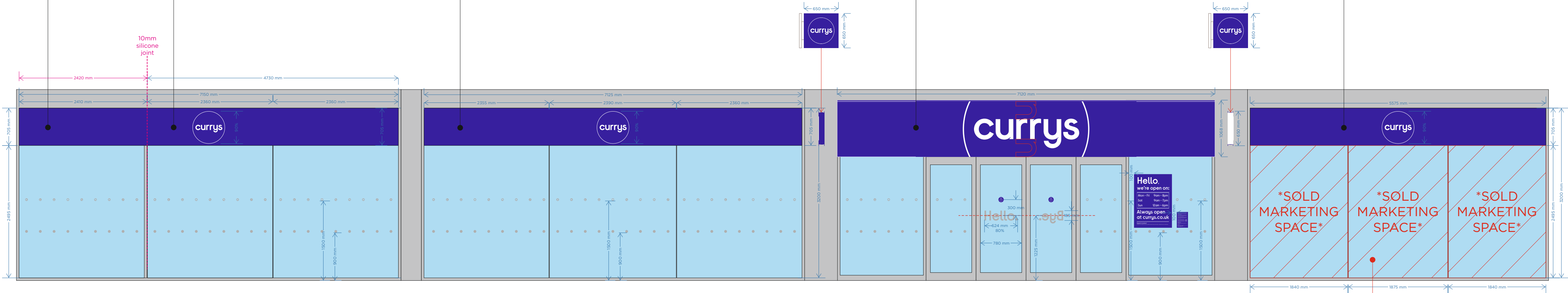
NEW INTERNALLY ILLUMINATED FOLDED ALUMINIUM SIGNAGE
7110 X 1043 X 150MM FACE WITH A 25MM FIXING UPSTAND
WITH INTERNAL FRAME & BACKTRAY TO SUIT
FACE PANEL & BACKTRAY ALL FINISHED CORE PURPLE.
HEIGHT TO UNDERSIDE OF SIGN - 2330MM.
RATIO 6.6:1

Window Graphic 4

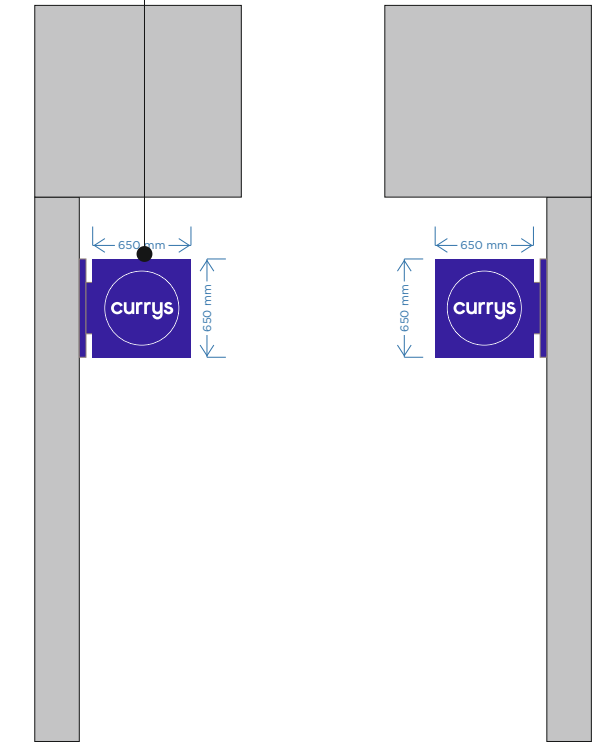
INTERNALLY APPLIED WINDOW VINYL
CORE PURPLE BANDING 5575 X 705MM (RATIO 8:1)

Sign D/E - PROJECTING SIGNAGE

2 OFF EXISTING INTERNALLY ILLUMINATED
DOUBLE SIDED PROJECTING SIGNS.
FIT 2 OFF 10G ALI PANELS 650 X 650MM
WITH 25 X 25MM ANGLE TO REAR FOR FIXING
FINISHED CORE PURPLE, STENCIL CUT LOGOS
BACKED UP WITH OPAL ACRYLIC
HEIGHT TO UNDERSIDE OF SIGN - 2540MM.

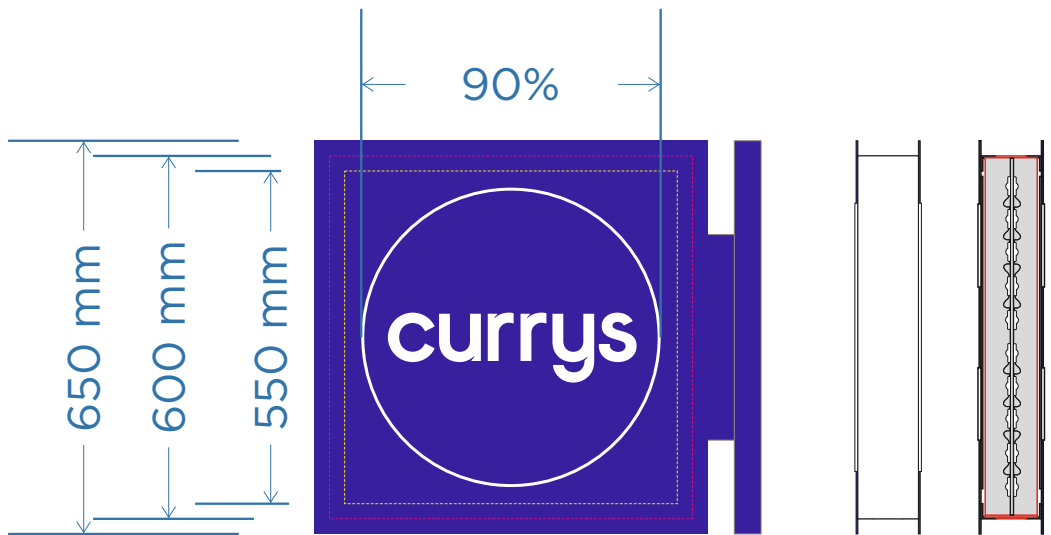


1 FRONT ELEVATION
SCALE 1:50



4 FRONT ELV - PROJECTION SIGNS
SCALE 1:50

MARKETING SPACE
LEFT 1840 X 2495MM
CENTRE 1875 X 2495MM
RIGHT 1840 X 2495MM
*MUST BE CONTRAVISION



*DASHED YELLOW
LINE DENOTES
ILLUMINATED
AREA

Sign B - MAIN BRAND SIGNAGE

NEW ILLUMINATED FOLDED ALUMINIUM SIGNAGE
3000 X 705 X 85MM (SIZE INCLUSIVE OF 25MM FIXING UPSTAND)
FINISHED CORE PURPLE.
HEIGHT TO UNDERSIDE OF SIGN - 2545MM.

Sign C - MAIN BRAND SIGNAGE

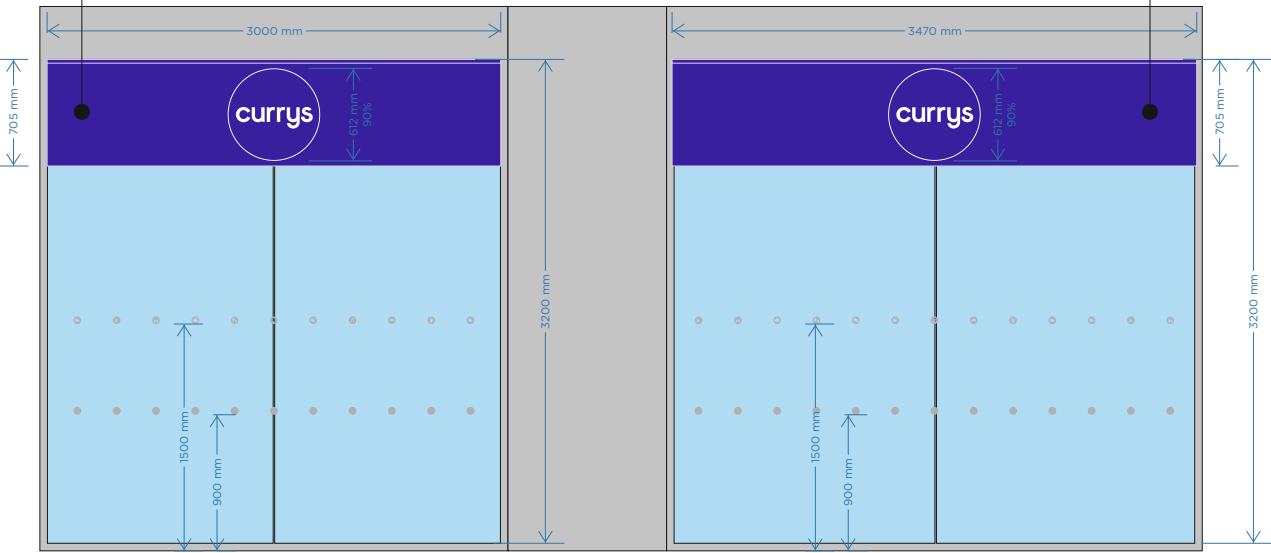
NEW ILLUMINATED FOLDED ALUMINIUM SIGNAGE
3470 X 705 X 85MM (SIZE INCLUSIVE OF 25MM FIXING UPSTAND)
FINISHED CORE PURPLE.
HEIGHT TO UNDERSIDE OF SIGN - 2545MM.

Window Graphic 7

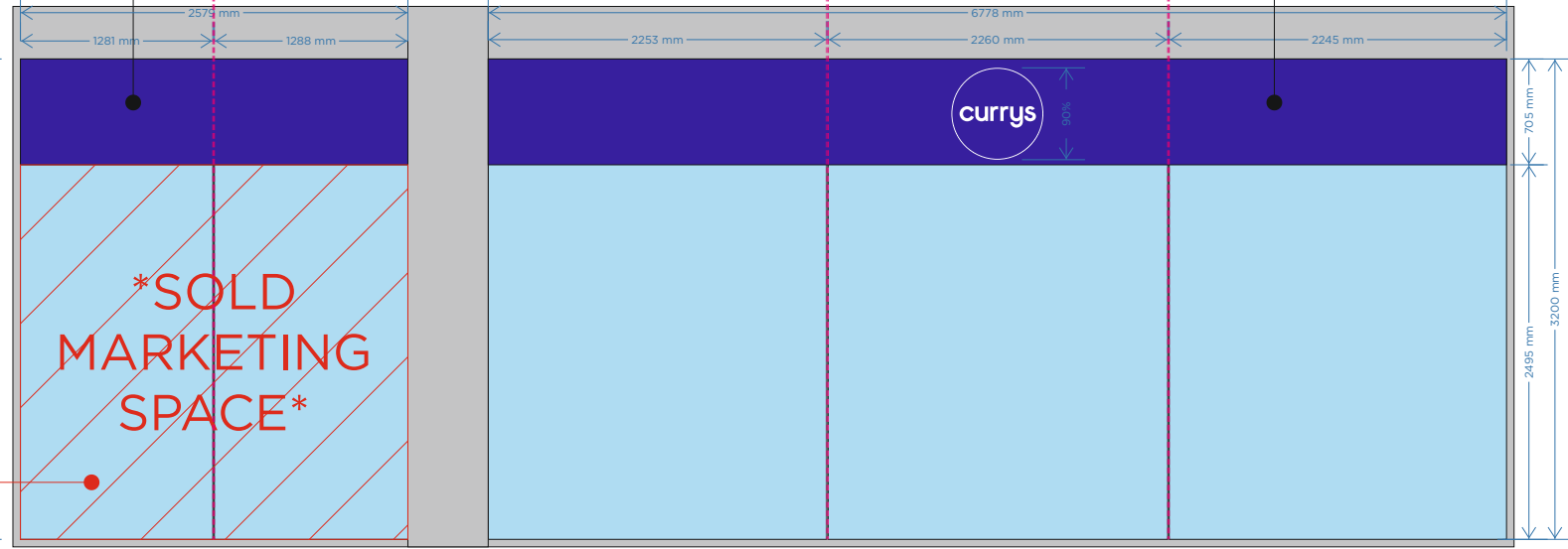
INTERNALLY APPLIED WINDOW VINYL
CORE PURPLE BANDING 2579 X 705MM

Window Graphic 8

INTERNALLY APPLIED WINDOW VINYL
CORE PURPLE BANDING 6778 X 705MM



2 CORNER ELEVATION - GRAFTON ST
SCALE 1:50



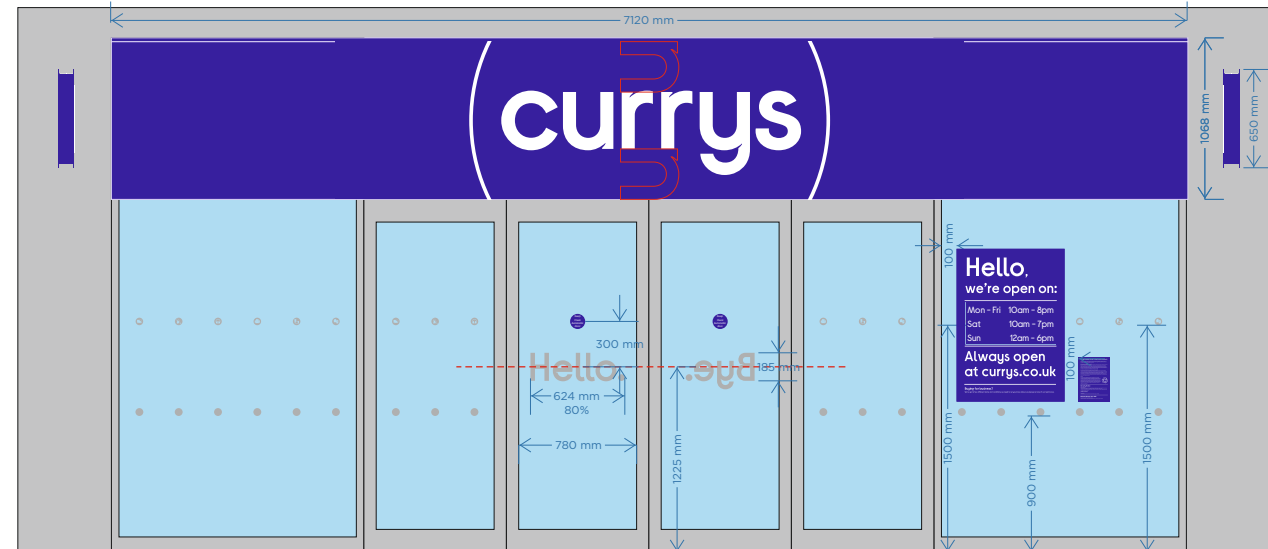
3 SIDE ELEVATION - GRAFTON ST
SCALE 1:50

MARKETING SPACE TBC
LHS 1281 X 2495MM
RHS 1288 X 2495MM
*MUST BE CONTRAVISION

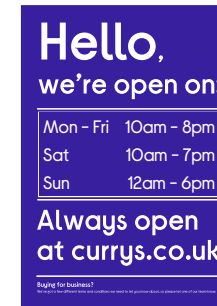
Dixons Carphone
Store Planning Department
Dixons Carphone
Maylands Avenue, Hemel Hempstead
Hertfordshire, HP2 7TG
Tel: 01727 202000 Fax: 01727 204159

2805 TOTTENHAM COURT RD			
ADDRESS			
145 Tottenham Court Road, London, W1T 7NE			
EXTERNAL SIGNAGE PACK			
STORE NUMBER	SCALE	DATE	
2805	AS SHOWN	16.07.21	
DRAWING NUMBER	REVISION		FINAL APPROVAL
STORE PLANNER	SIGNAGE PRINCIPLES VERSION		V1.1

PROPOSED SHOPFRONT



1 FRONT ELEVATION
SCALE 1:50



* CURRENT COVID TIMES
APPLY NOW

Mon - Fri	10am - 8pm
Sat	10am - 7pm
Sun	12am - 6pm

* POST COVID TIMES
SUPPLY FOR LATER APPLICATION

Mon - Fri	9am - 8pm
Sat	9am - 7pm
Sun	12am - 6pm

OPENING HOURS GRAPHIC P2

REVERSE APPLIED PRINTED CONTRAVISION VINYL
714.6 X 1010.6MM, APPLIED 1500MM FFL TO CENTRE
DRYTAC SPOT ON REMOVABLE TIMES 594 X 276MM



KEEP CLEAR AUTO DOOR GRAPHICS
FACE/REVERSE PRINTED VINYL GRAPHICS
100 X 100MM



WEE GRAPHIC
REVERSE APPLIED PRINTED VINYL
210 X 297MM



NO SMOKING GRAPHIC
REVERSE APPLIED PRINTED
VINYL 148 X 210MM
*ONLY APPLY IF EXISTING IN SITU



FROSTED VINYL HELLO/BYE MESSAGE

CUT FROSTED TEXT APPLIED AS SHOWN

Hello – reverse cut frosted vinyl for application to inner face of doors

Bye – face cut frosted vinyl for application to inner face of DOORS

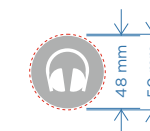


FROSTED VINYL SAFETY MANIFESTATIONS

PRINTED FROSTED VINYL DOTS / ICONS

48 X 48MM WITH 50MM CUTTER LINE @250MM CENTRES

APPLIED IN 2 ROWS 900MM & 1500MM FFL



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SITE
2805 TOTTENHAM COURT RD

ADDRESS
145 - 149 Tottenham Court Road, London, W1T 7NE

TITLE
EXTERNAL SIGNAGE PACK

STORE NUMBER
2805

SCALE
AS SHOWN

DATE
16.07.21

STORE PLANNER
DIXONS PRINCIPLES
VERSION
V1.1



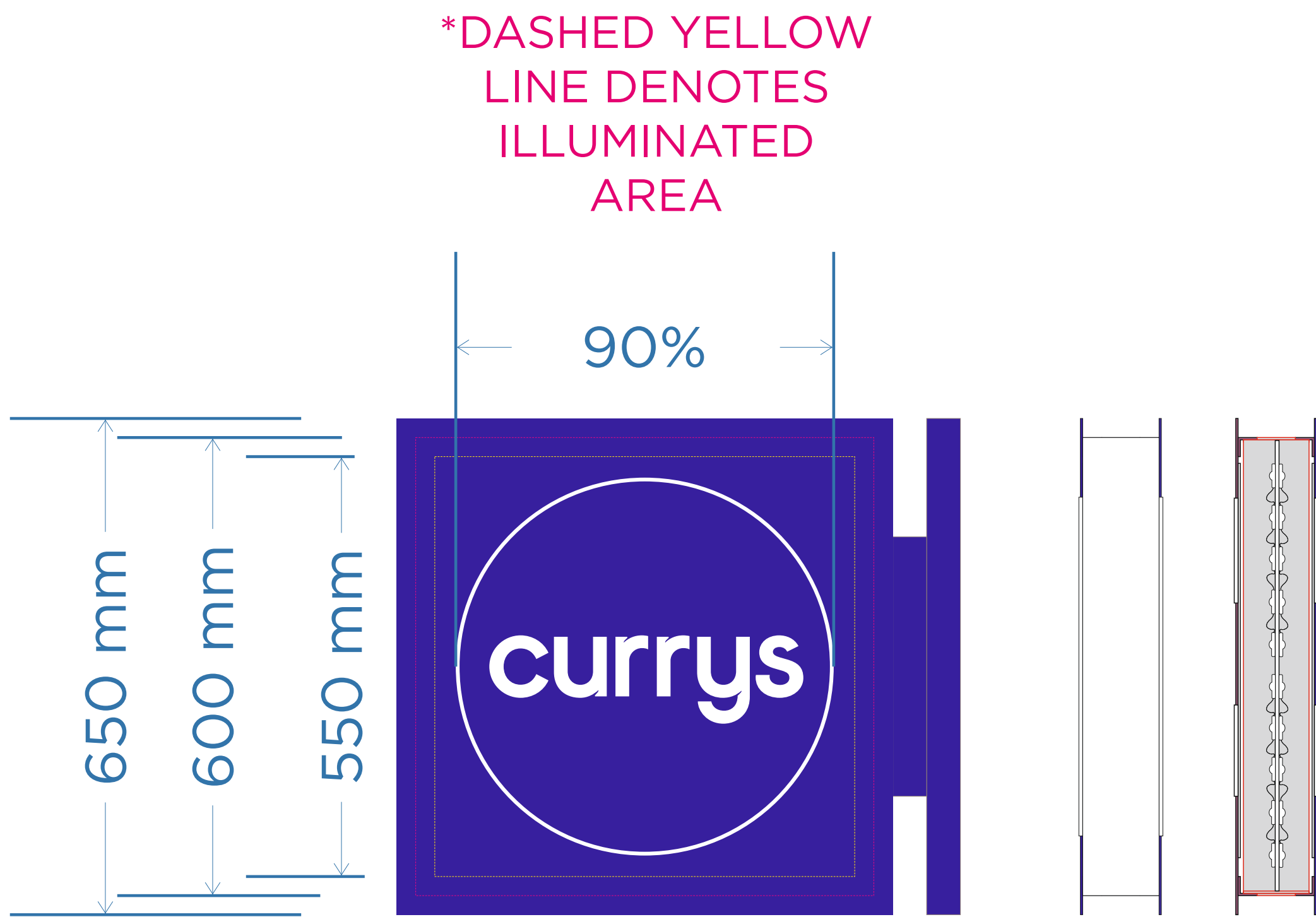
Sign A - MAIN BRAND SIGNAGE
NEW INTERNALLY ILLUMINATED FOLDED ALUMINIUM SIGNAGE
7110 X 1043 X 150MM FACE WITH A 25MM FIXING UPSTAND
WITH INTERNAL FRAME & BACKTRAY TO SUIT
FACE PANEL & BACKTRAY ALL FINISHED CORE PURPLE.
HEIGHT TO UNDERSIDE OF SIGN - 2330MM.
RATIO 6.6:1



Sign B - MAIN BRAND SIGNAGE
NEW ILLUMINATED FOLDED ALUMINIUM SIGNAGE
3000 X 680 X 100MM FACE WITH A 25MM FIXING UPSTAND
FINISHED CORE PURPLE.
HEIGHT TO UNDERSIDE OF SIGN - 2545MM.



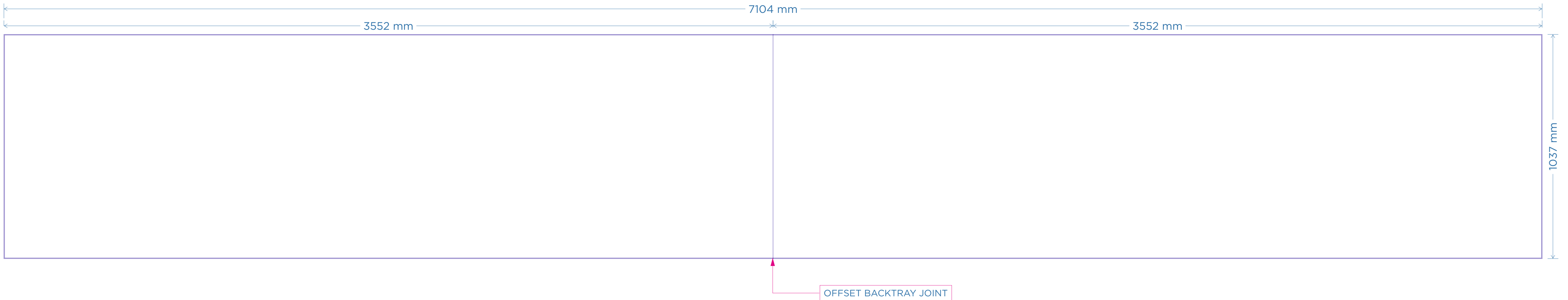
Sign C - MAIN BRAND SIGNAGE
NEW ILLUMINATED FOLDED ALUMINIUM SIGNAGE
3470 X 680 X 100MM FACE WITH A 25MM FIXING UPSTAND
FINISHED CORE PURPLE.
HEIGHT TO UNDERSIDE OF SIGN - 2545MM.



Sign D/E - PROJECTING SIGNAGE
2 OFF EXISTING INTERNALLY ILLUMINATED
DOUBLE SIDED PROJECTING SIGNS.
FIT 2 OFF 10G ALI PANELS 650 X 650MM
WITH 25 X 25MM ANGLE TO REAR FOR FIXING
FINISHED CORE PURPLE, STENCIL CUT LOGOS
BACKED UP WITH OPAL ACRYLIC
HEIGHT TO UNDERSIDE OF SIGN - 2540MM.

PROPOSED SIGNAGE

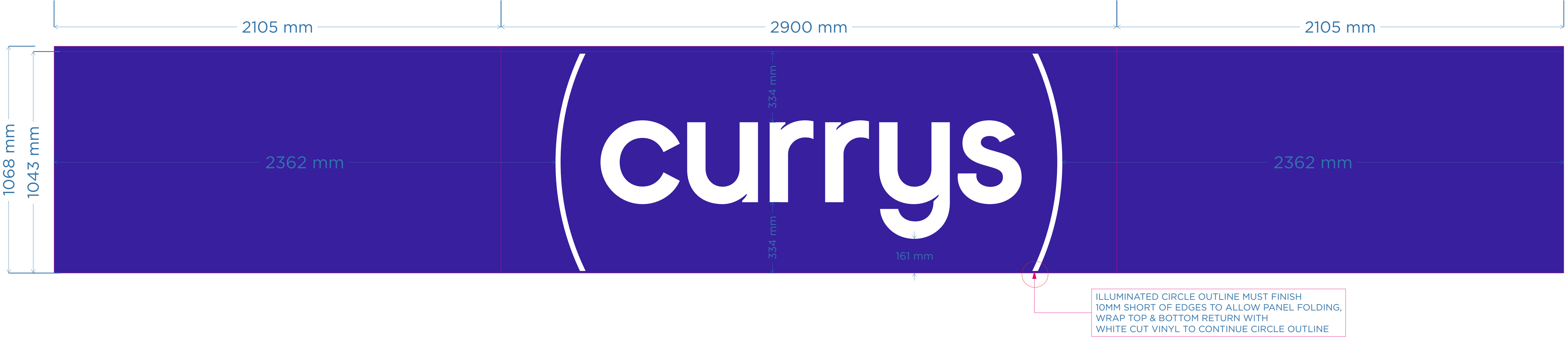
BACKTRAY



INTERNAL 50 X 50MM ANGLE FRAME



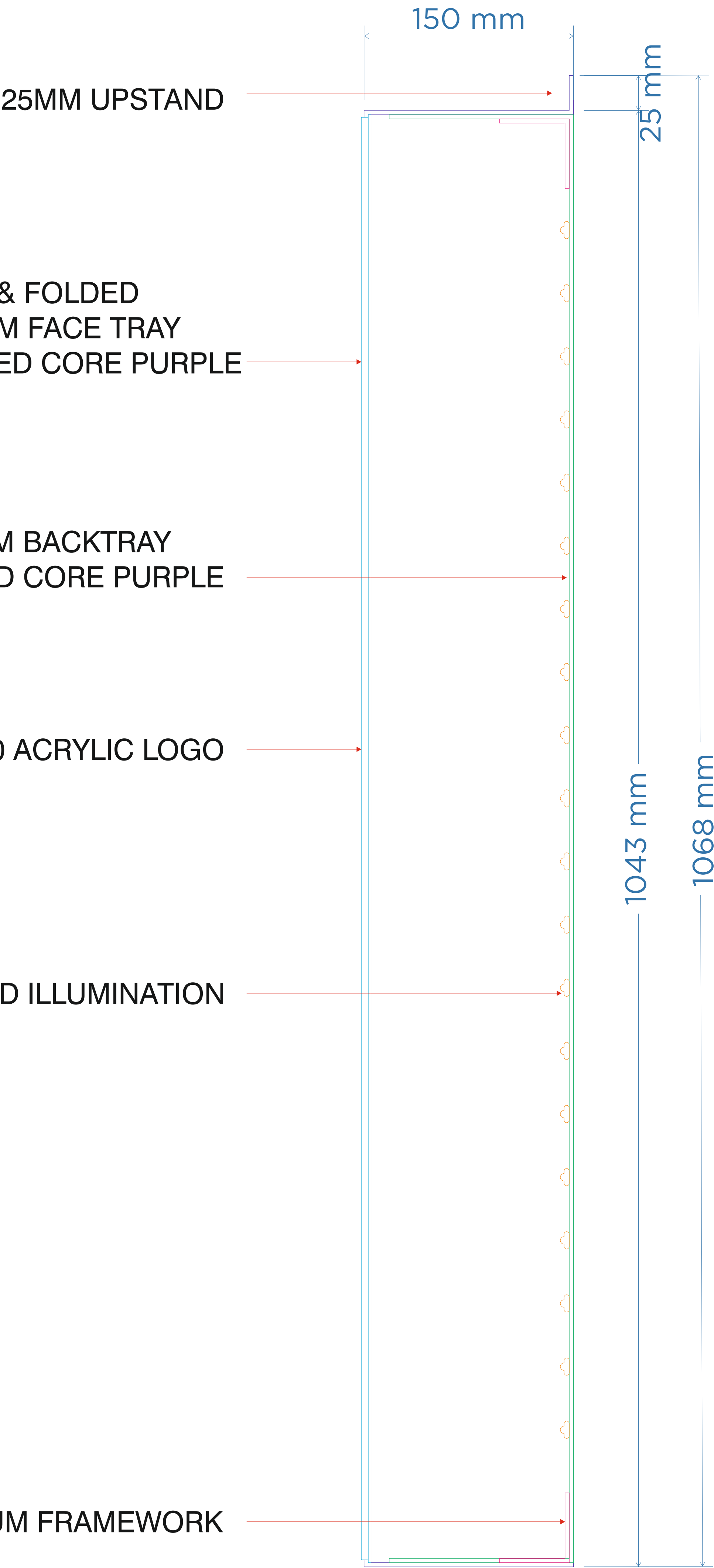
FACE PANEL



Sign A - MAIN BRAND SIGNAGE

NEW INTERNALLY ILLUMINATED FOLDED ALUMINIUM SIGNAGE
STENCIL CUT & FOLDED 10g ALI FACE 7110 X 1043 X 150MM FACE WITH A 25MM FIXING UPSTAND
WITH PUSH THROUGH 050 ACRYLIC LOGO *CIRCLE OUTLINE FINISHES 10MM FROM EDGE TO ALLOW PANEL FOLDING.
14g ALI BACKTRAY 7104 X 1037MM
INTERNAL FRAME 7098 X 1031MM
FACE PANEL & BACKTRAY ALL FINISHED CORE PURPLE.

SCALE 1:10

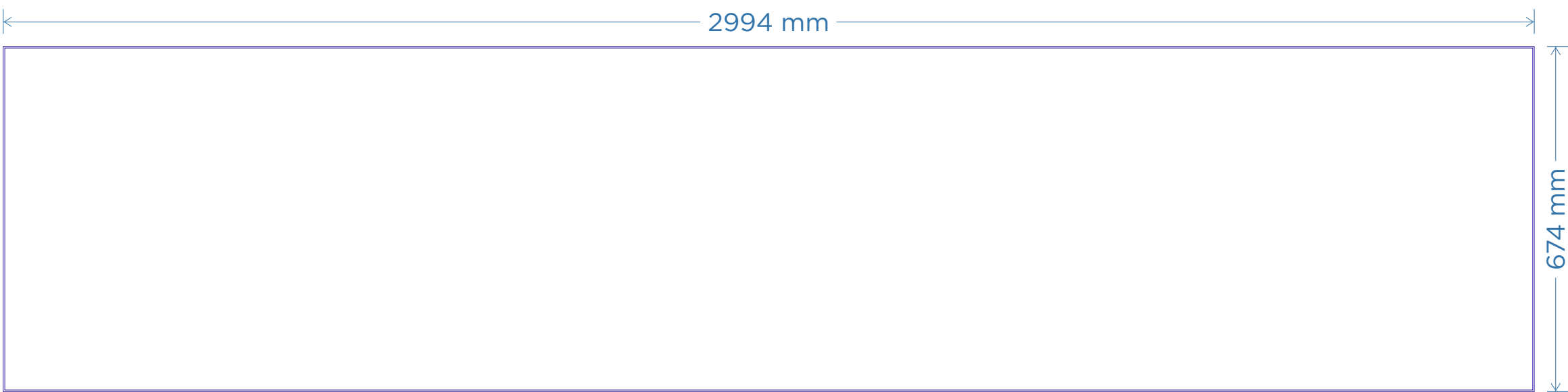


SCALE 1:2

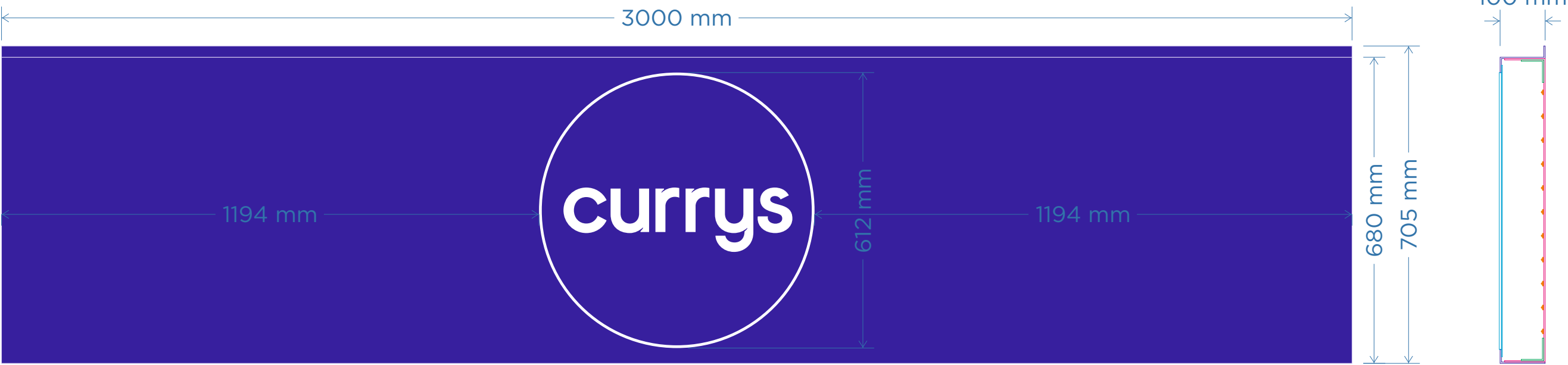
 Store Planning Department Dixons Carphone Maylands Avenue, Hemel Hempstead Hertfordshire, HP2 7TG Tel: 01727 202000 Fax: 01727 204159			
SITE 2805 TOTTENHAM COURT RD			
ADDRESS 145 - 149 Tottenham Court Road, London, W1T 7NE			
FILE EXTERNAL SIGNAGE PACK			
STORE NUMBER 2805	SCALE AS SHOWN	DATE 16.07.21	
DRAWING NUMBER		REVISION	FINAL APPROVED
STORE PLANNER	SIGNAGE PRINCIPLES VERSION		V1.1

PROPOSED SIGNAGE

BACKTRAY



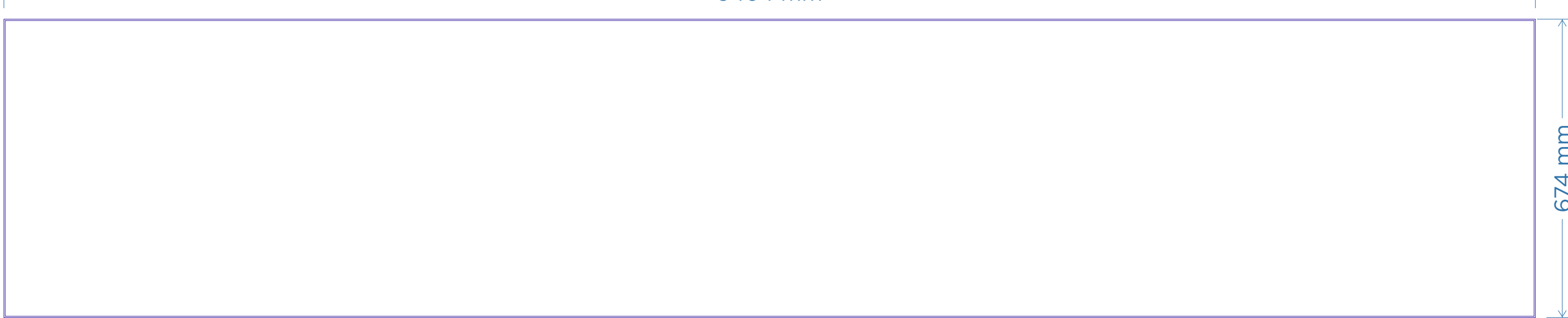
FACE PANEL



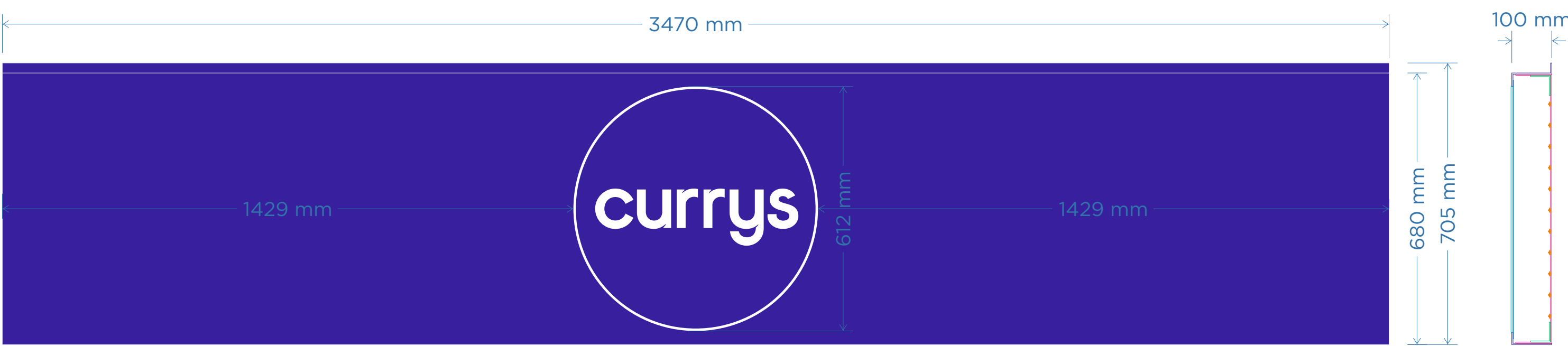
Sign B - MAIN BRAND SIGNAGE
NEW ILLUMINATED FOLDED ALUMINIUM SIGNAGE
3000 X 680 X 100MM FACE WITH A 25MM FIXING UPSTAND
FINISHED CORE PURPLE.

SCALE 1:10

BACKTRAY

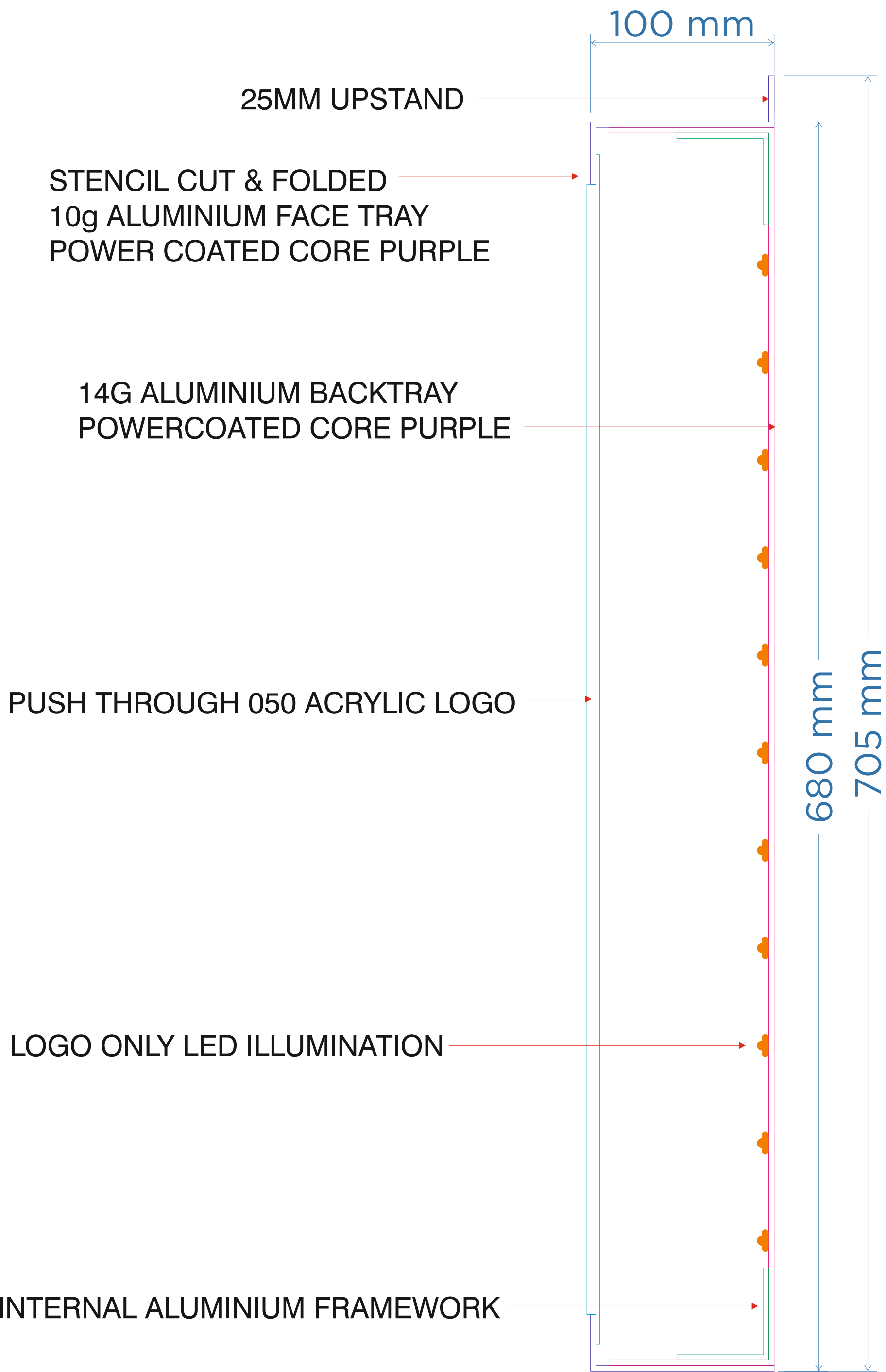


FACE PANEL

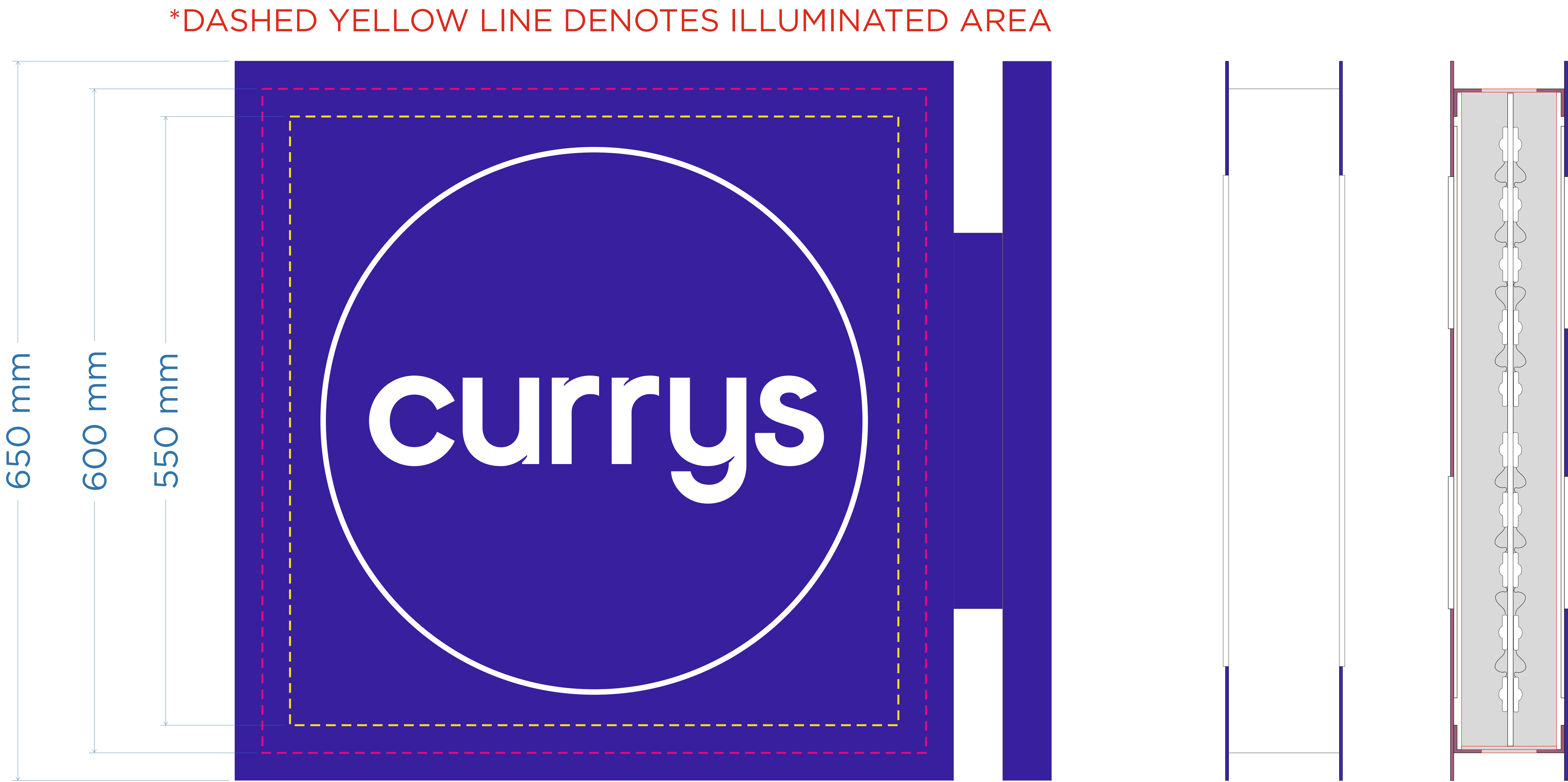


Sign C - MAIN BRAND SIGNAGE
NEW ILLUMINATED FOLDED ALUMINIUM SIGNAGE
3470 X 680 X 100MM FACE WITH A 25MM FIXING UPSTAND
FINISHED CORE PURPLE.

SCALE 1:10



SCALE 1:2



Sign D/E - PROJECTING SIGNAGE

2 OFF EXISTING INTERNALLY ILLUMINATED DOUBLE SIDED PROJECTING SIGNS.
FIT 2 OFF 10G ALI PANELS 650 X 650MM WITH 25 X 25MM ANGLE TO REAR FOR FIXING
FINISHED CORE PURPLE, STENCIL CUT LOGOS, BACKED UP WITH OPAL ACRYLIC.
INTERNAL LED ILLUMINATION WITH BRIGHTNESS OF 200 CD/M2

SCALE 1:2