



WEST DRAYTON

Branding Guide
Proposal

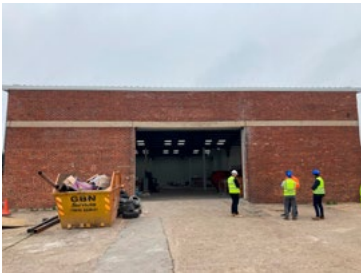
REF: ASG_SS_72 / D000017
v3 06.01.22



Description	Location	Method	Size ref.	W (mm)	H (mm)	D (mm)	Qty
Illuminated Individual Built up Text / Logo	Building B - Above Shutter (High Level)	Rigid Sign	Available Area (Approx)	8940	1000	30	1

Photos (4)

Proposed Signage



Description

1000mm high "AL" x 1No. Rim & return letters, Returns sprayed black with face illuminated Yellow opal Acrylic with printed translucent to face. Text Spanning 6300mm width. "Addison Lee" Rim & return letters, Returns sprayed black, with face illuminated White opal acrylic. Clear/Black cable and 3 x transformers

Size w x h mm / Scale 1:50

W (mm)	H (mm)	D (mm)	Qty
8940	1000	75	1

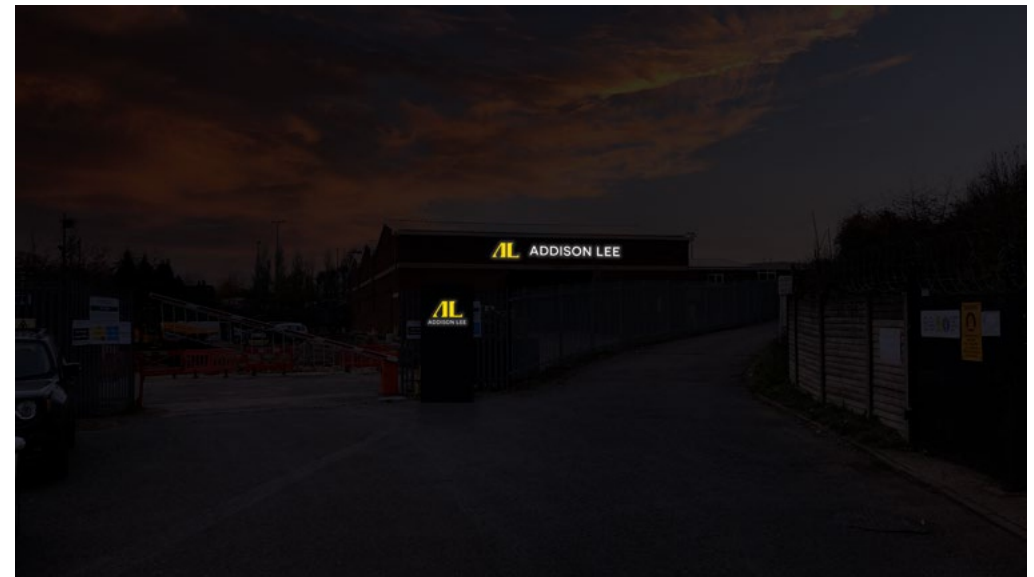
Special Instructions

ADDISON LEE

West Drayton

Survey ID
ASG_SS_72

Sign ID
External 1b

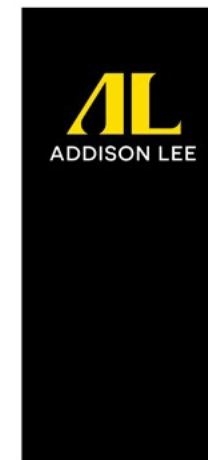


Description	Location	Method	Size ref.	W (mm)	H (mm)	D (mm)	Qty
Illuminated Totem	Driveway Entrance	Rigid Sign	Available Area (Approx)	1200	2800	30	1

Photos (2)



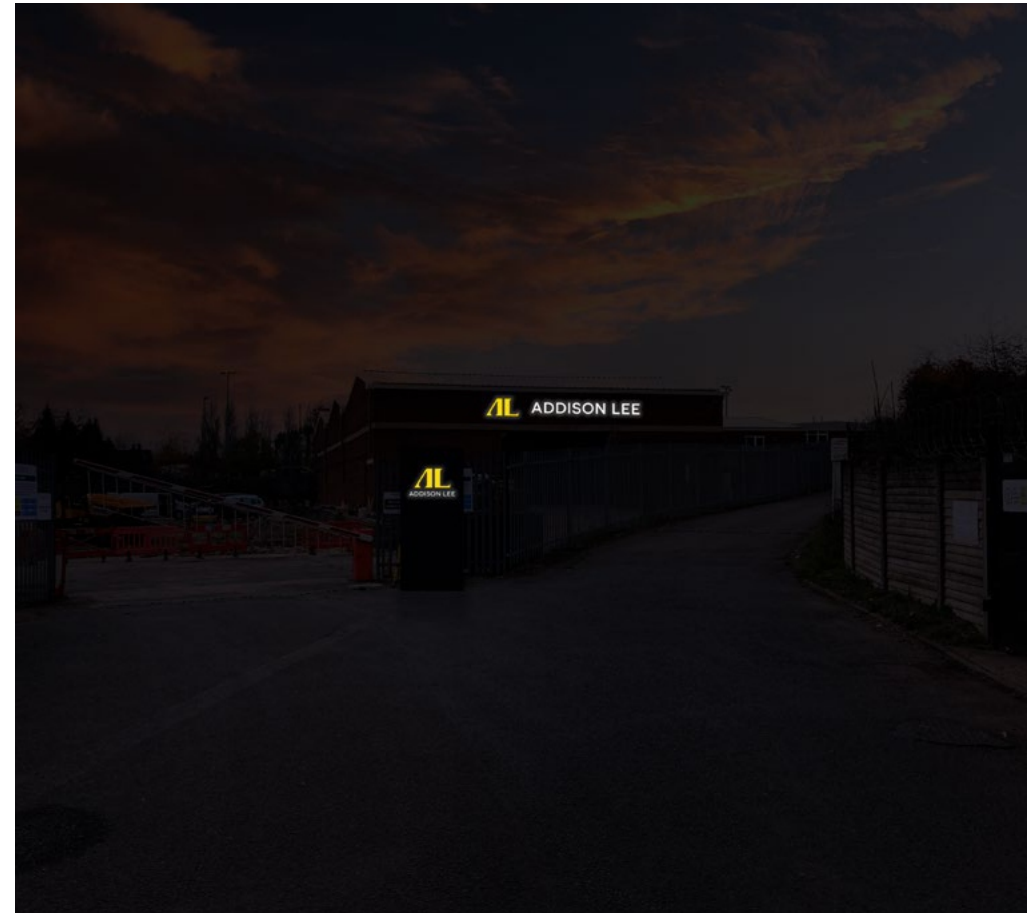
Proposed Signage



Size 1240 x 2800 mm / Scale 1:20

Description	W (mm)	H (mm)	D (mm)	Qty
1200mm x 2800mm x 100mm Fabricated Ali Totem, Powdercoated STD RAL (Black) Face with router cut Logo and push through acrylics with printed translucent vinyl applied to face. Rear LED illumination for Text/Logo only. Complete with recessed stainless steel plinth at base.	1200	2800	100	1

Special Instructions



Description	Location	Method	Size ref.	W (mm)	H (mm)	D (mm)	Qty
Illuminated flex slightly smaller, mastic around	Reception	Flexface Sign	Available Area (Exact)	5903	1270	135	1

Photos (2)



Proposed Signage



Size 5903 x 1270 mm / Scale 1:30

Description	W (mm)	H (mm)	D (mm)	Qty
5903mm x 1270mm x 135mm depth aluminium extrusion powder coated STD RAL BLACK to house digitally printed stretch skin with block out Part Face illumination. (Text/Logo only visible during illumination)plied with Rear LED's, Tranformer.	5903	1270	135	1

Special Instructions



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