

# **Bicester Motion New Technical Site Signage Strategy**

## **External Signage: Tenant Signage**

The provision of new tenant signs using colours sympathetic to both original existing signs and the Bicester Motion brand and of a scale to suit the building served. See Fig1 for a typical tenant sign and Fig 2 for proposed placement within the new site and potential additional tenant sign colourways

Fig. 1 Current Tenant Signage and Current Building Placement



Fig. 2 New Tenant Signage Proposed Placement and Option 2 Tenant sign options



### **Materials and Colours Specifications:**

- 1) ACM panel with vinyl and gloss laminate to front face only, affixed with locators direct to the wall,
- 2) Sizing consistent across site at 550mm x 360mm
- 3) Brand colours consistent with current site signage:



# Bicester Motion New Technical Site Signage Strategy

## External Signage: Directional Signage

The provision of directional Signage using colours sympathetic to both original existing signs and the Bicester Motion brand. See Fig1 for a typical directional sign and Fig 2 for proposed placement within the new site

Fig. 1 Current Directional Signage and Current Placement



Fig. 2 Directional Signage Proposed Placement



## Materials and Colours Specifications:

- 1) Fabricated metal wayfinding, double posted 800mm above ground, with 1 - 4 plinth options. Powder coated to RAL 9001, printed green vinyl lettering with gloss laminate
- 2) Ground placement via Square posts with ground sleeves to allow for removability
- 3) Brand colours consistent with current site signage:

