



Bramford Brand Pack



Fascia

External

South west elevation

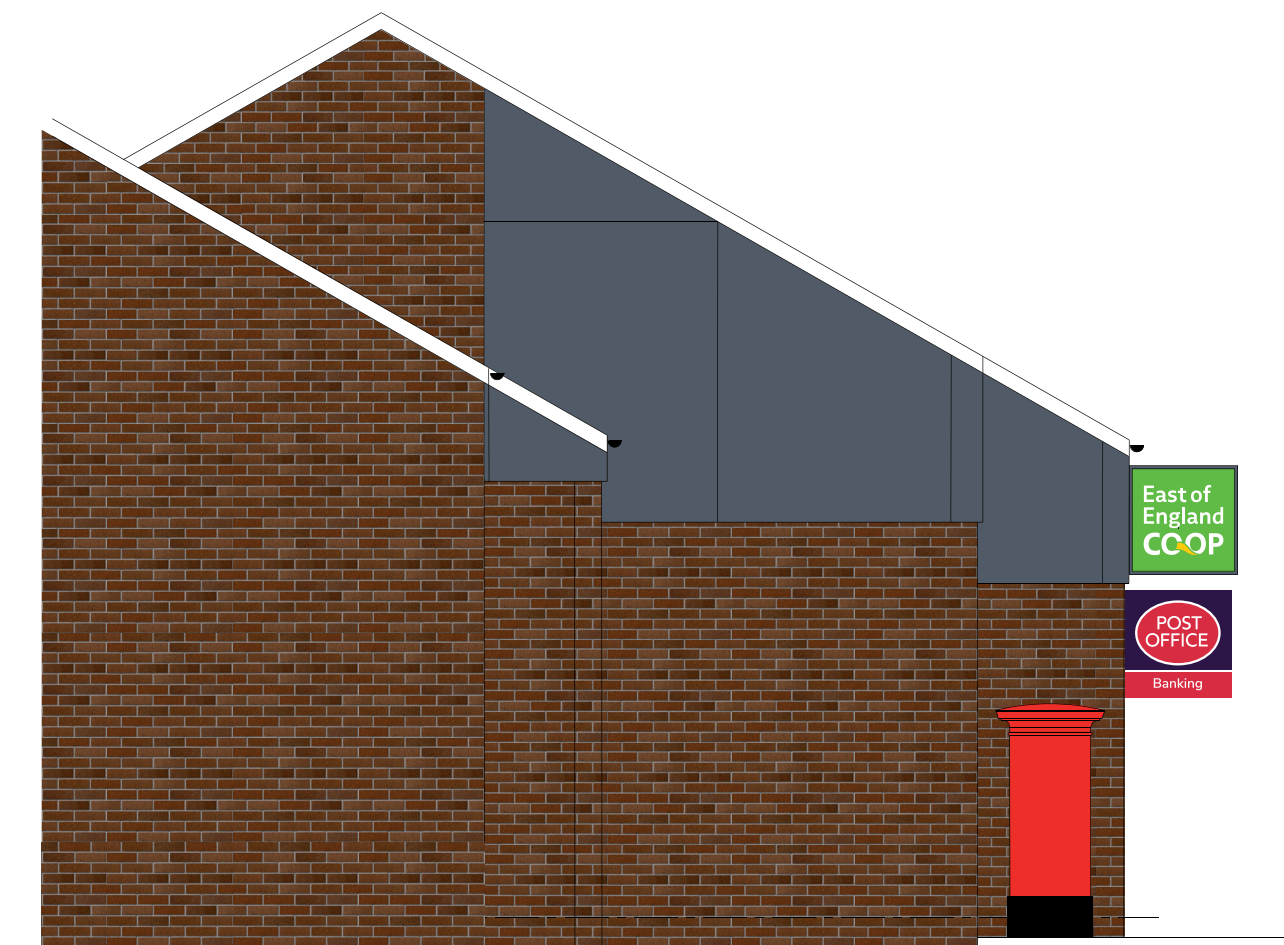


Note: Do not scale - Subject to change.
Final approval pending site survey.

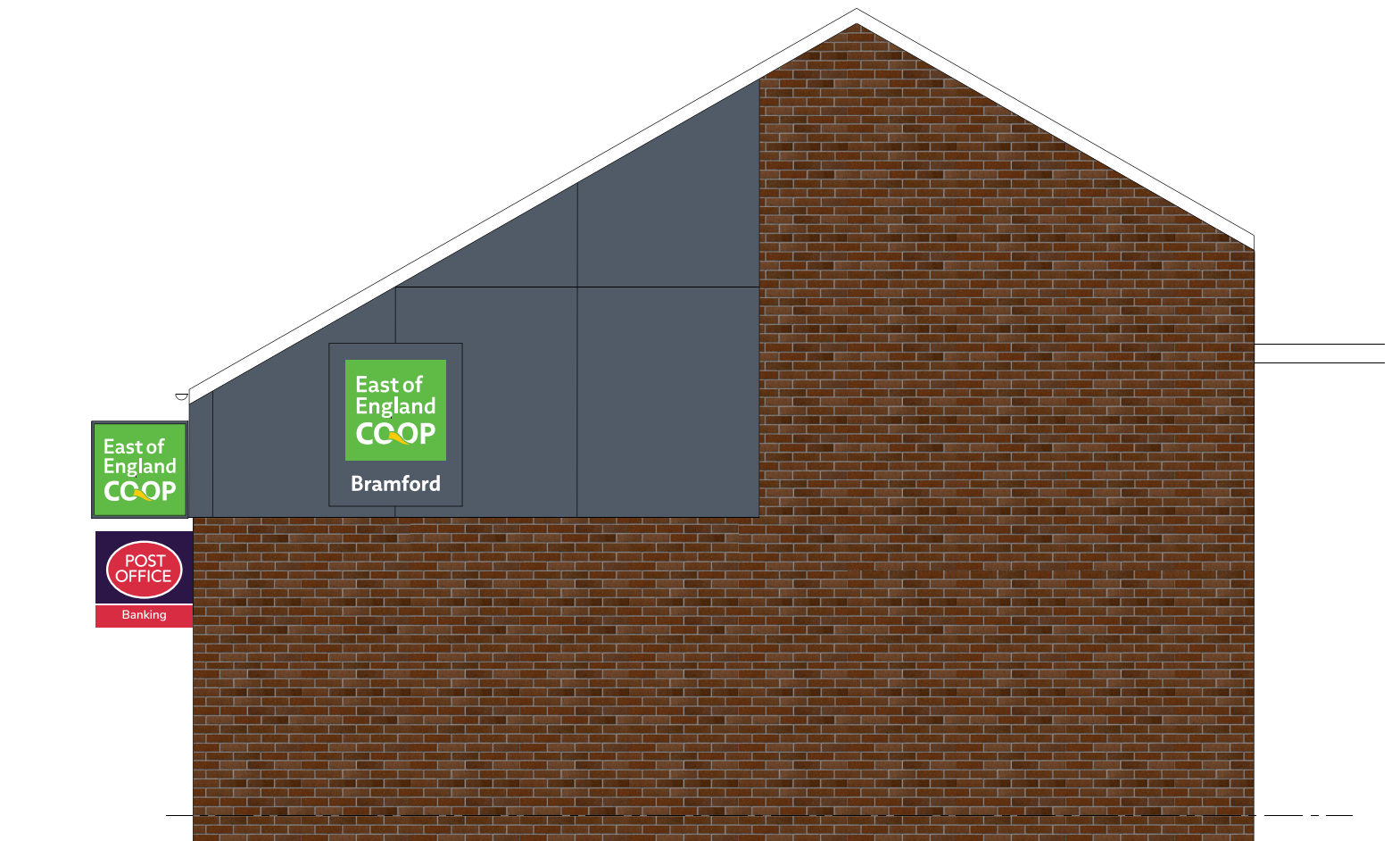
Fascia

External

North west elevation



South east elevation



Note: Do not scale - Subject to change.
Final approval pending site survey.

Fascia sign

Fascia fabrication



Note: Do not scale - Subject to change.
Final approval and dimensions pending site survey.

Projecting sign

Sign fabrication

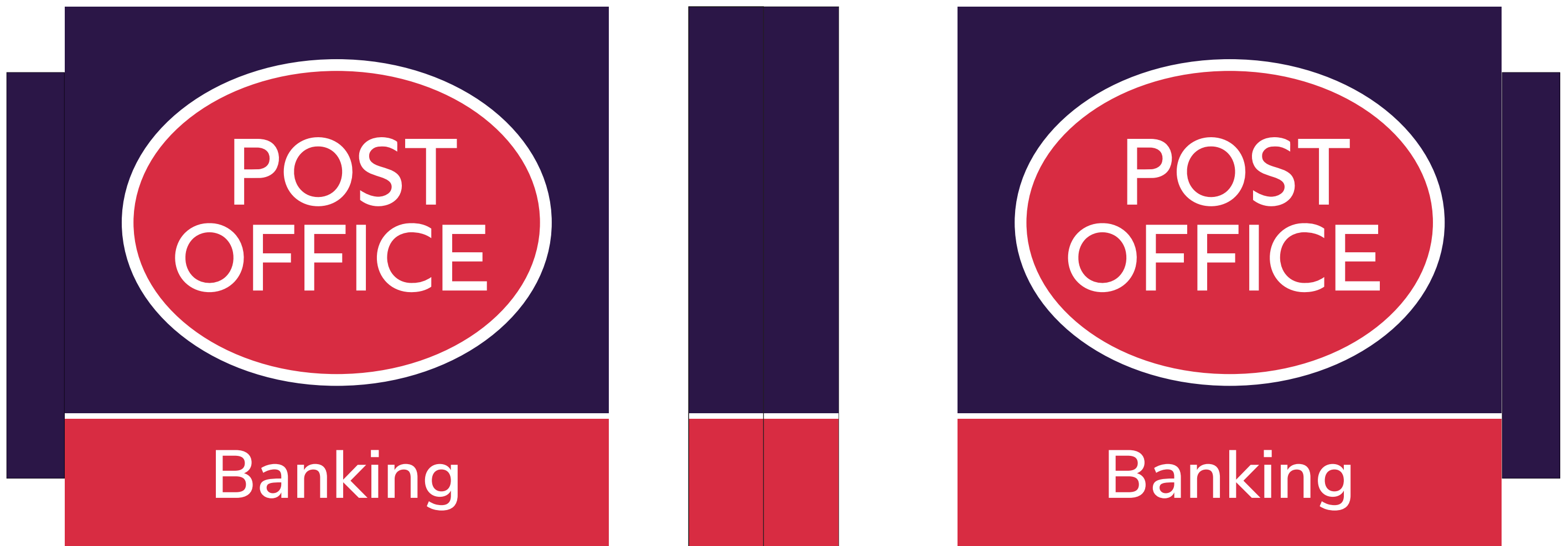


Note: Do not scale – Subject to change.
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Projecting sign

External

Sign fabrication



Note: Do not scale - Subject to change.
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Overlay of store

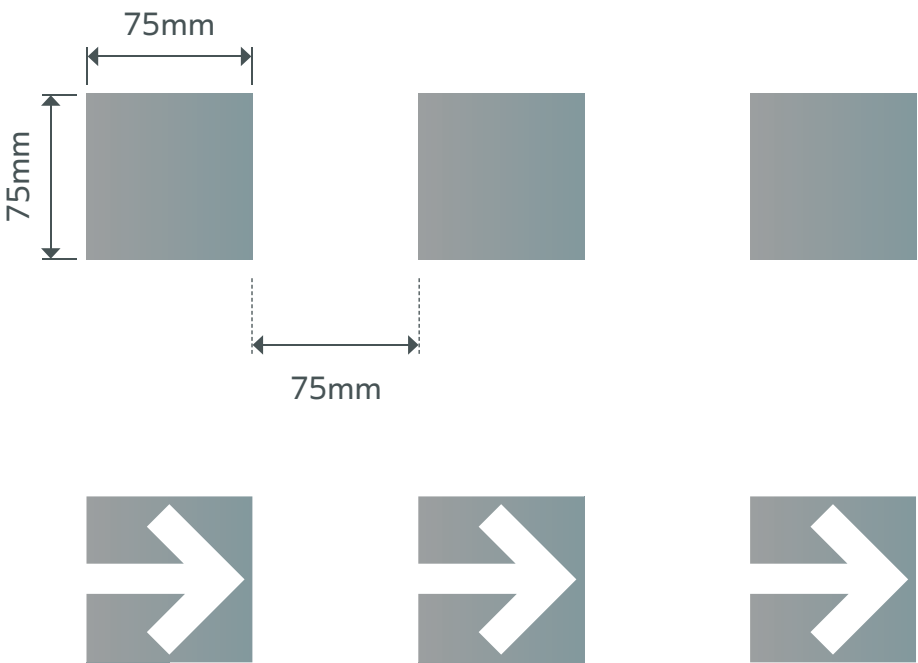


Note: Do not scale - Subject to change.
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Standard door manifest

Window & Door Manifestations
75mm square manifests, positioned in 2 rows to comply with building regulations.

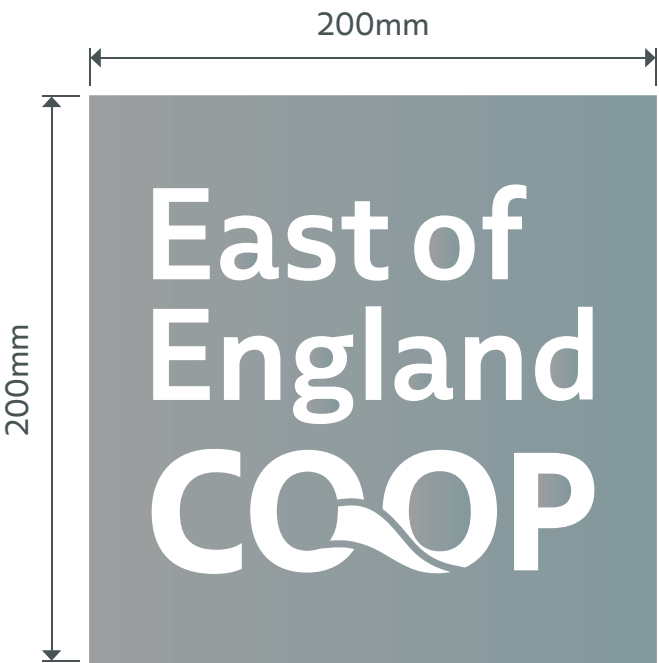
Co-op Logo
One logo per door, positioned centrally to glazing, at a height of 1.6m to centre of logo from the floor to align with manifestation top row.



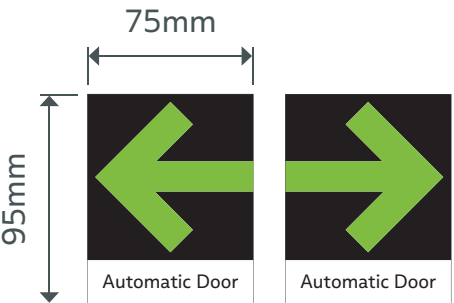
Window & door manifestations

Information Manifest
Printed vinyl to be positioned in close proximity to the opening hours graphic.

Note – Automatic door arrow signage used on doors with full glass panel.



Co-op logo



Automatic door arrow signage



Information manifest

*Note: Do not scale - Subject to change.
Final approval pending site survey.*

Window vinyl

Front elevation



Note: Do not scale - Subject to change.
Final approval and dimensions pending site survey.

Welcome wall

Principle

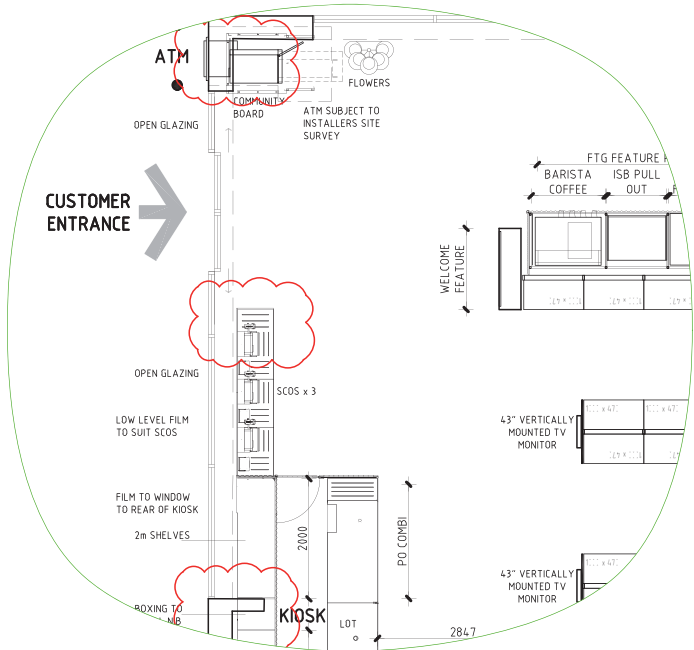
To be used wherever possible. Installation in an area close to store entrance, in a spot where it would be most visible, preferably to an aisle end. Where possible, it should also be visible externally.

Specification

Dimensions as per standard detail drawing. Aperture to suit a 75" screen to allow for flush mounting. Illuminated welcome message to be mounted above the screen. Data and power to be accessed via discrete service door on side.

Colours & Finishes

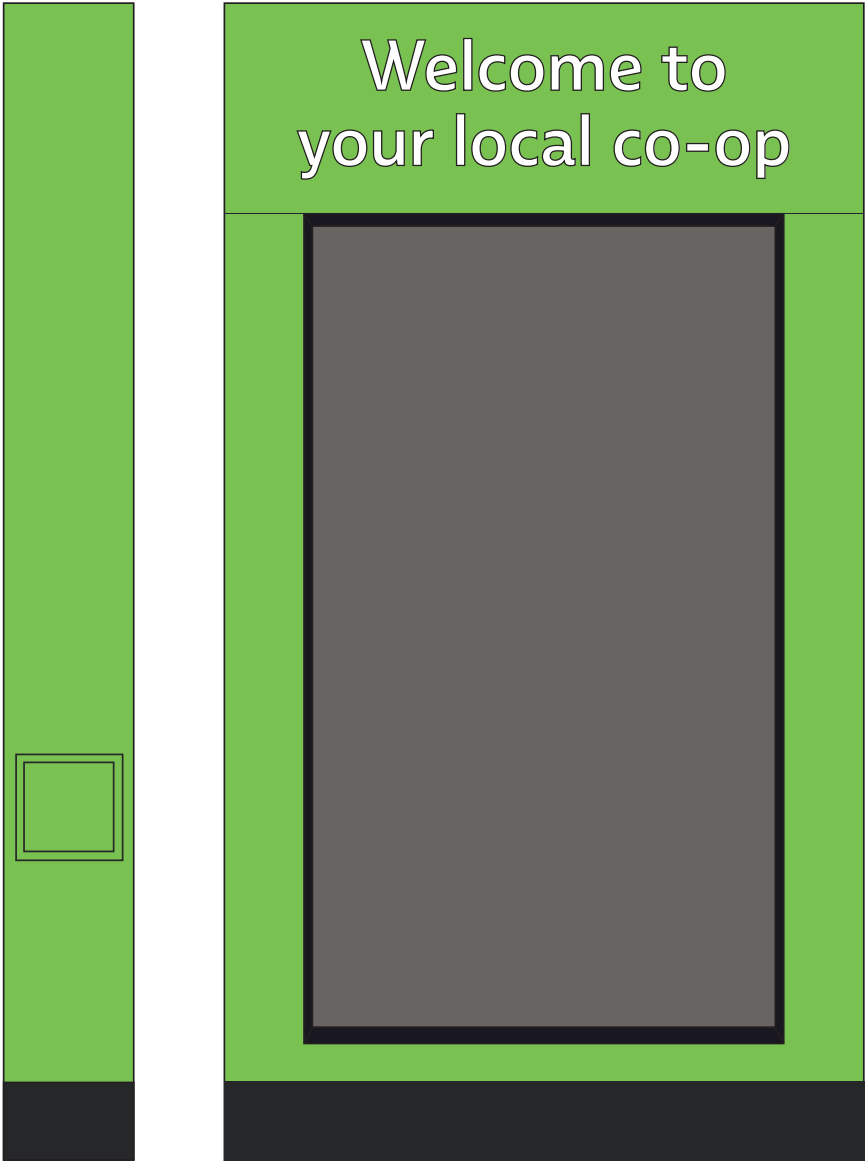
Front, rear and sides of construction in EECS corporate green. Trimmed edges and corner protection strips to match. Plinths in grey. Recess in matt black to hide cabling.



Welcome wall in-store location



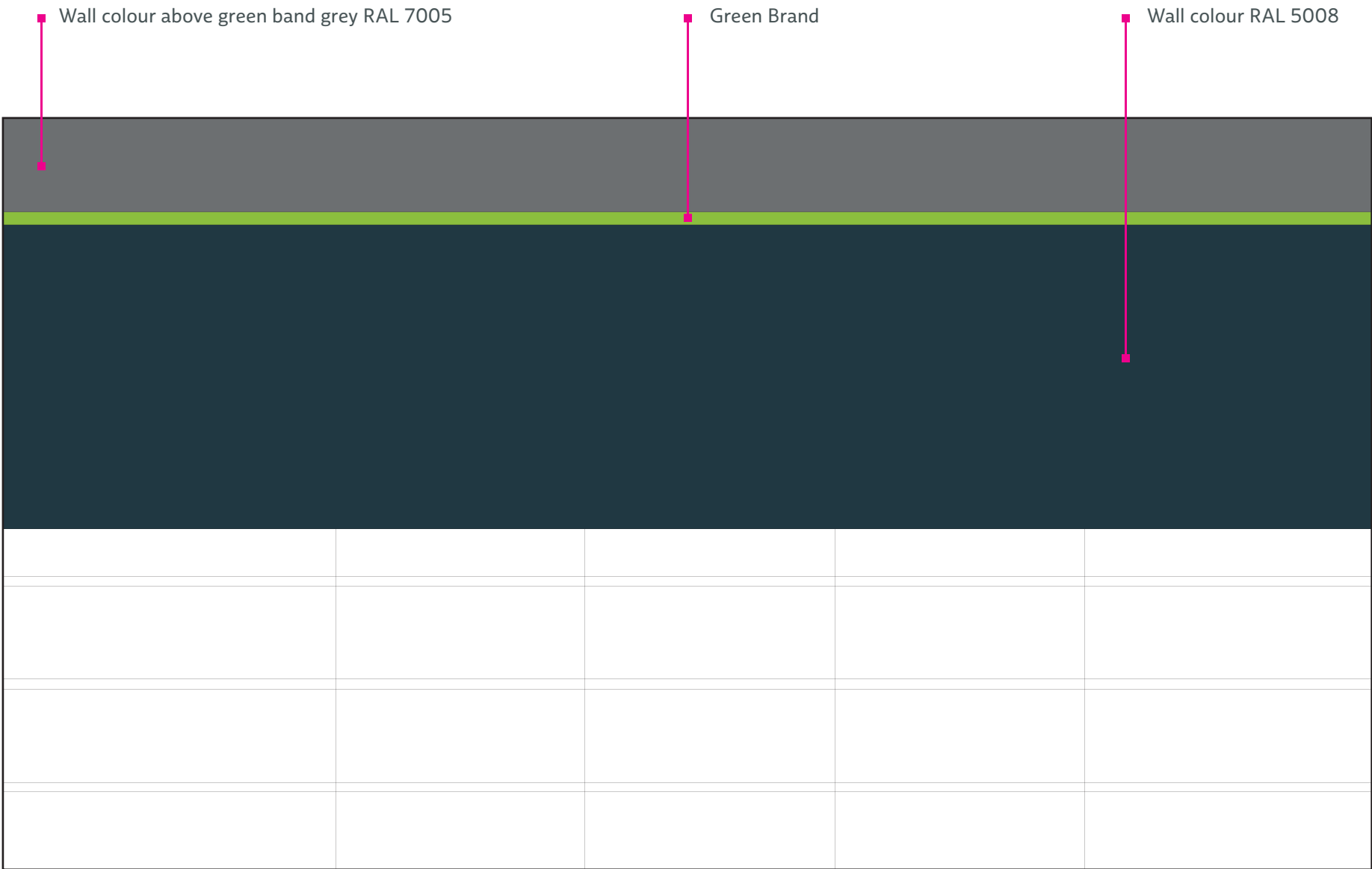
Example installation



Welcome wall mockup

Note: Do not scale - Subject to change.
Final approval pending site survey.

Wall colours



Example installation

Wall lettering

Food to go

Principle
This is installed above the bank of machines which make up a stores “food to go” offering. The layout, number and type of machines on offer will vary store to store.

Specification
Minimum height 300mm, Maximum 400mm.
Illuminated flex LEDs on acrylic carrier panels.
Fixed proud of the wall with stand off's.

Colours & Finishes
Cool white neon-flex LED with coloured led in iconography.



Example installation

Wall lettering

Beer and wine

Principle
Section headers with iconography, only used in larger stores with visible site lines from the entrance.

Specification
Minimum height 300mm, Maximum 400mm.
Illuminated flex LEDs on acrylic carrier panels.
Fixed proud of the wall with stand off's.

Colours & Finishes
Coloured flex LED. Clear acrylic carrier panels.



Example installation

Wall lettering

Frozen

Principle
Section headers with iconography, only used in larger stores with visible site lines from the entrance.

Specification
Minimum height 300mm, Maximum 400mm.
Illuminated flex LEDs on acrylic carrier panels.
Fixed proud of the wall with stand off's.

Colours & Finishes
Coloured flex LED. Clear acrylic carrier panels.



Example installation

Wall lettering

Pay here

Principle

Section headers with iconography, only used when self service machines are positioned against a wall. Do not use when against a window.

Specification

Minimum height 300mm, Maximum 400mm.
Illuminated flex LEDs on acrylic carrier panels.
Fixed proud of the wall with stand off's.

Colours & Finishes

Coloured flex LED. Clear acrylic carrier panels.



Wall lettering

Internal

Frozen treats



 **FROZEN TREATS**

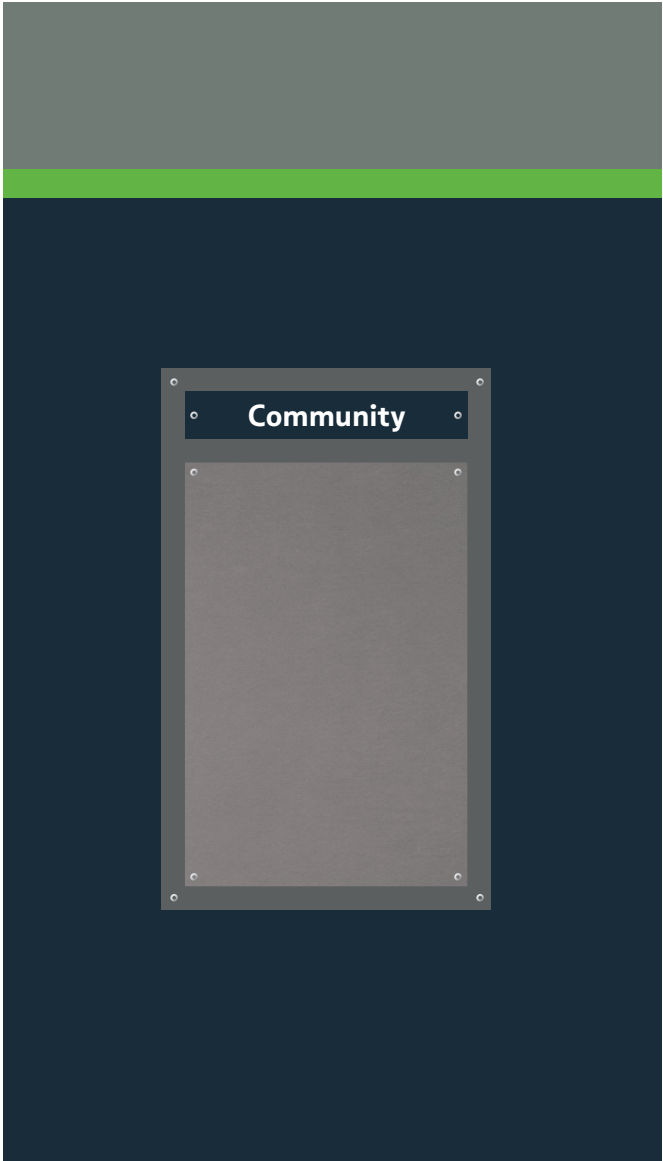


Community board

Principle
To be present in every store for community notices. Installation in area as close to store entrance as possible, internally or externally, or within a highly visible area that is prominent.

Specification
Site specific choice of:
610mm x 915mm
915mm x 1220mm
1220mm x 1830mm

Can be installed landscape or portrait.
Header size to suit can be installed on or above.



Fixture ends

There are currently 2 depths for the shelving as indicated. The posters frames would stay the same dimension (A0) and would be mounted centrally as indicated, at eye level.

Internal

Pending confirmation of location

A0

A0

Digital screens

Internal

43 inch screens to be displayed in portrait



Pending confirmation of location

Staff only signs

Principle
Always installed on doors to back of house areas.

Specification
A5 decals.
Portrait externally and landscape internally.

Colour & finishes
Printed graphic.



Example installation

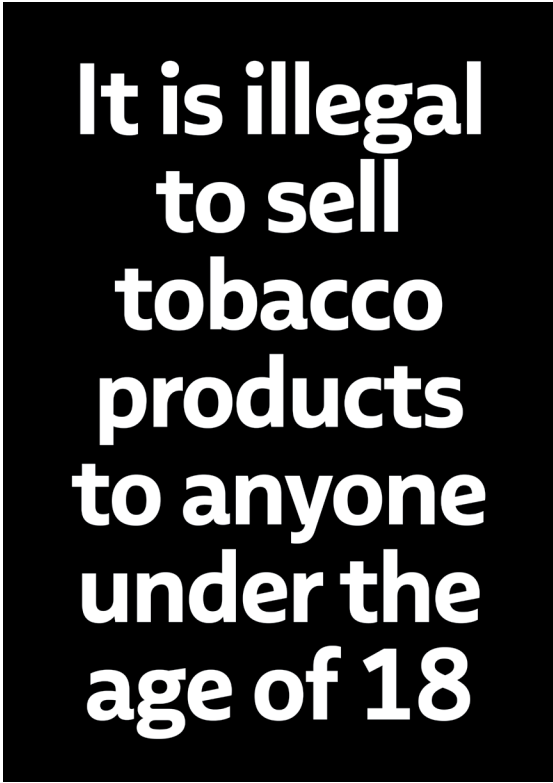
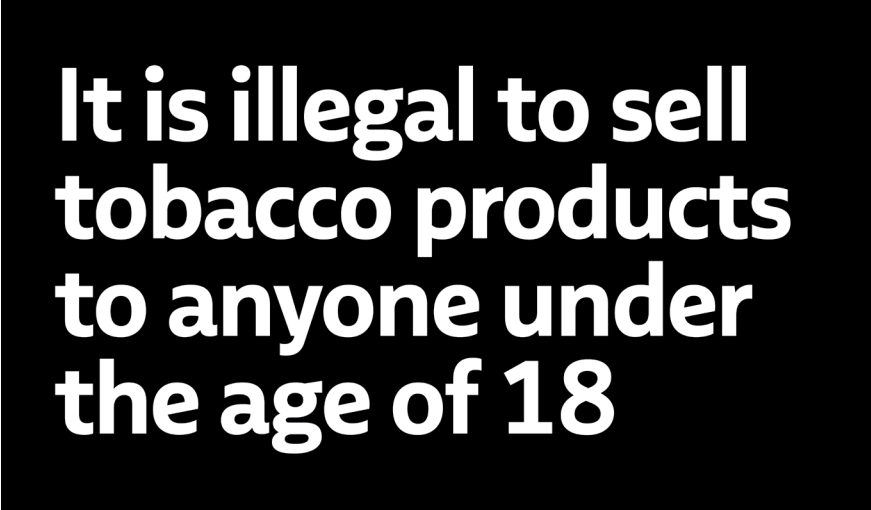
Cigarette gantry

Principle
Mandatory notices to be applied to cigarette gantry.

Specification
Main copy set in Multiple Sans Bold in sentence case. Copy must be no less than 36mm in height, as specified in the legal requirements.

390mm x 550mm (Portrait) Tobacco age notice
600mm x 350mm (Landscape) Tobacco age notice

Colour & finishes
Printed vinyl decals.



Cigarette gantry

Principle

Mandatory notices to be applied to cigarette gantry.
Must be displayed in a prominent position and conform with font requirements (the characters must be no less than 36mm in height).

Specification

390mm x 550mm (Portrait) Tobacco age notice
600mm x 350mm (Landscape) Tobacco age notice
72mm x 105mm age check decal

Colour & finishes

Printed vinyl decals.





Kiosk and gantry notices

Principle

Mandatory notices to be applied to cigarette gantry.

Specification

100mm x 105mm CCTV notice

100mm x 130mm age check decal

390mm x 550mm (Portrait) Tobacco age notice

600mm x 350mm (Landscape) Tobacco age notice

Colour & finishes

Printed vinyl decals.



Example installation

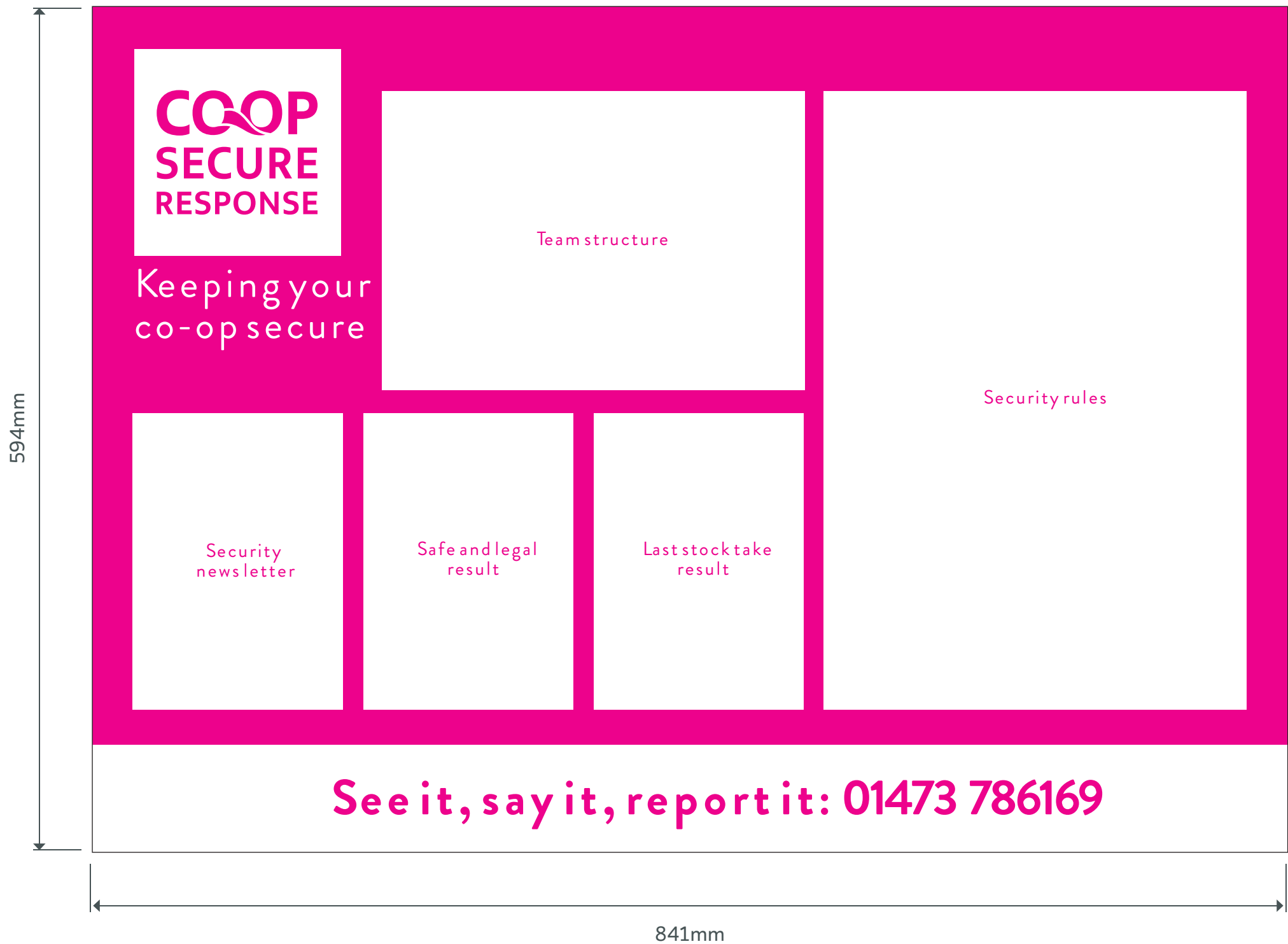
Co-op secure board

Specification
Standard size 841 x 594mm
Can be made larger if specifically required.

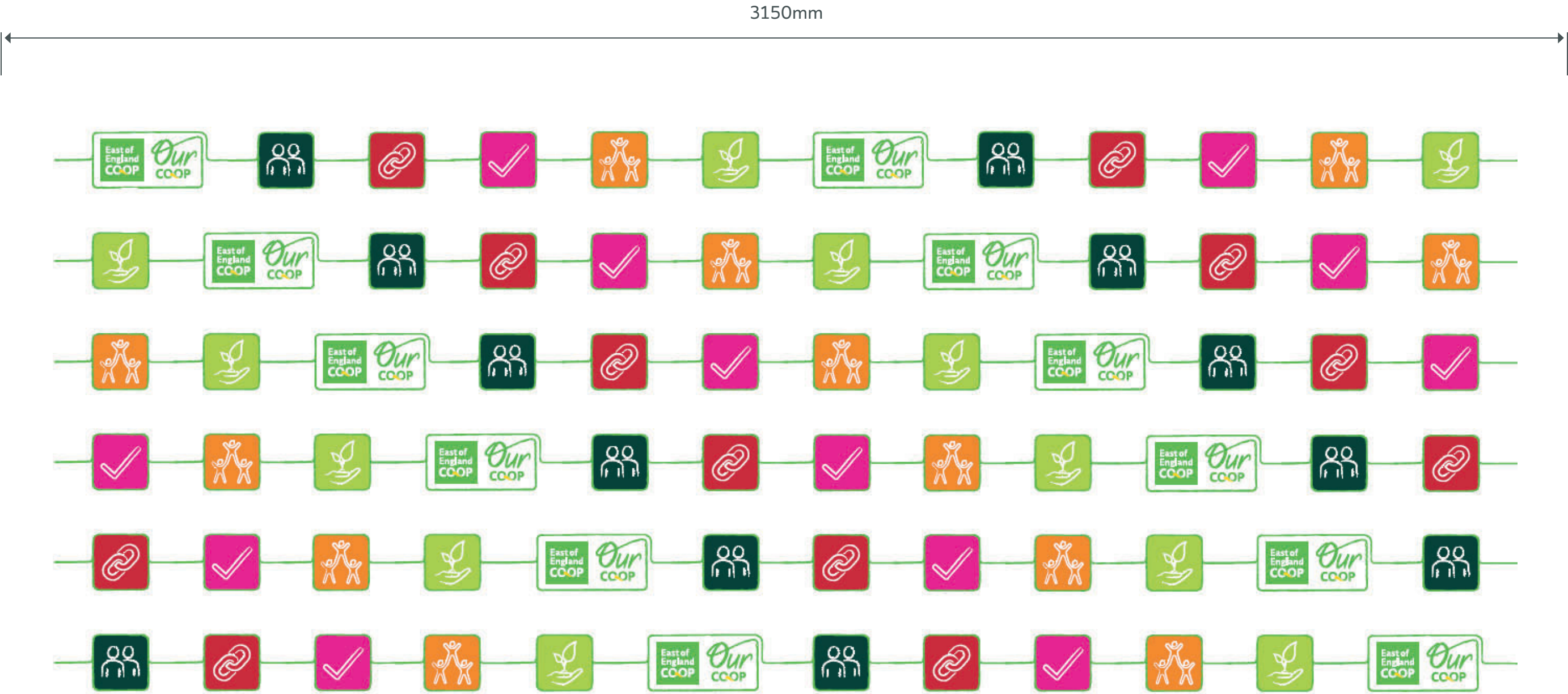
Colour & finishes
Clear acrylic carrier panel with polished edge.
Channel routed LED neon flex in white.



Example installation



Our co-op wall



Our co-op wall

Colour & finishes

Printed vinyl decal applied directly to wall where the finish is good.

Otherwise mounted on foamex carrier panel.

