

Wilkinson
Barnsley
Unit 22 Alhambra Centre S70 1SB
Advert Design Statement



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Concept:

The new Wilkinson signage has been developed to provide a bold, clear and confident brand projection on to the high street. This new look has been consistently applied across the portfolio of Wilkinson properties, and Wilkinsons are keen to ensure that quality and consistency are uniformly achieved.

Materials:

The new fascia signs are formed from 3mm aluminium face panels with 125mm returns sprayed to match red RAL 3003 60% gloss.
Individual pushed through letters are formed from '3mm Opal 040 and Yellow 2252 50mm returns' and '3mm Opal 050 and Yellow 2252 perspex faces.'

Layout:

The new Wilkinson colour scheme and signage have been developed to provide a bold, clear and confident brand projection on to the high street.

Scale:

The signs are similar in size to the existing signs within the Shopping Centre.

Density:

The signs are similar in density to the existing signs within the Shopping Centre.

Lighting:

Where signs are internally illuminated, the individual letters only are lit. Should external illumination be preferred, a continuous light box is provided at the head of the sign, spray painted to match the shop fronts and joinery.