



Client

ICELAND FOODS PLC

Project

ATHERSLEY

Drawing Register

Drawing Ref	Description	Revision										
			Release Date	15-10-12	31-10-12							
108704 01	Proposed Signage	GA	0	1								

Revision

Drawing Ref	No	Date	Detail
108704 01	1	31-10-12	Size change to sign A, background panels added on sign C , additional totem sign - PK

ASG DESIGN

www.asg.co.uk

Ian Bedford - Project Manager
ibedford@asg.co.uk
01268 706853
07712 489013

Matt Price - Design Assistant
mprice@asg.co.uk
01268 706826



SPECIFICATION - SIGN A:
New Type D tablet.

TYPE C LOGO SPECIFICATION
1 off internally illuminated type D logo. Tablet constructed from 5mm thick Plexiglass XT ISO 7823. Two layers of fade graphic printed to 'Translucent' vinyl to be applied to face and returns of panel. 'Iceland' text to be weeded out. One layer of 'Gloss' overlaminate to be applied to face and returns. Tablet is internally illuminated via tri phosphor fluorescent tubes complete with electronic ballast unit. 250/sqm candela rating.

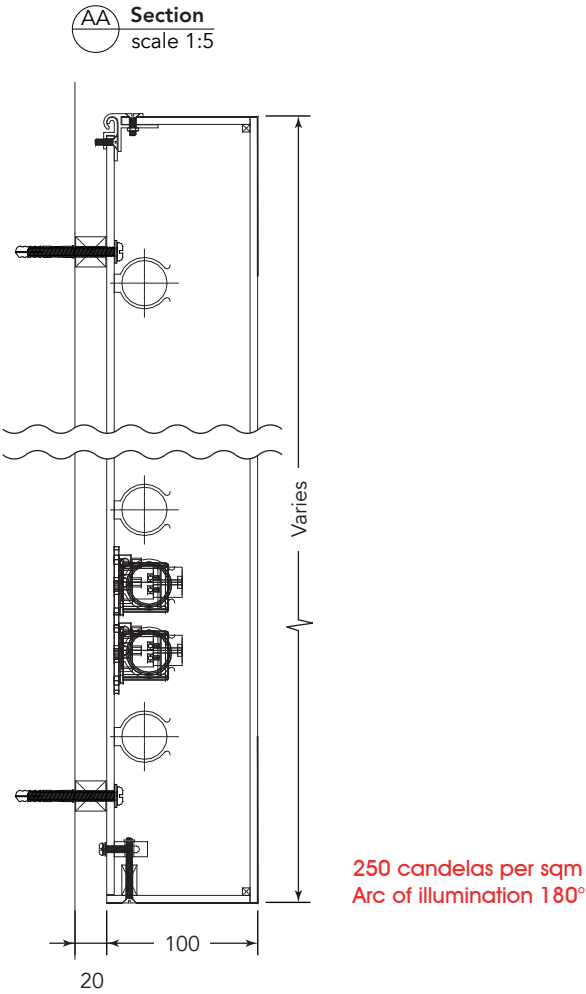
SIZE & WEIGHT:
O/A manufacturing size of Type D tablet - 3170mm x 740mm x 100mm (56.341kg).



SPECIFICATION - SIGN B:
New Type D tablet.

TYPE D LOGO SPECIFICATION
1 off internally illuminated type C logo. Tablet constructed from 5mm thick Plexiglass XT ISO 7823. Two layers of fade graphic printed to 'Translucent' vinyl to be applied to face and returns of panel. 'Iceland' text to be weeded out. One layer of 'Gloss' overlaminate to be applied to face and returns. Tablet is internally illuminated via tri phosphor fluorescent tubes complete with electronic ballast unit. 250/sqm candela rating.

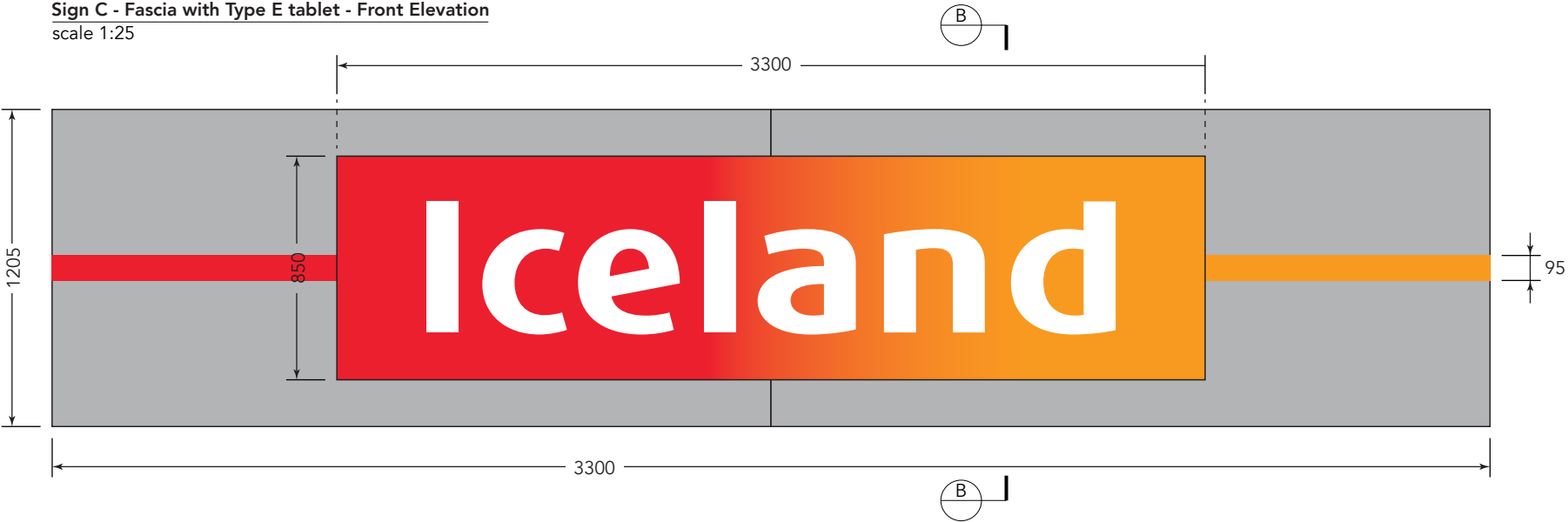
SIZE & WEIGHT:
O/A manufacturing size of Type D tablet - 3170mm x 740mm x 100mm (56.341kg).



Project manager Ian Bedford	Client Iceland Foods Plc	Item description Signs A & B - Proposed Signage	
Designer Matt Price	Project Laithes Lane, Athersley, South Yorkshire, S71 3AA.	Scale - A3 1:20, 1:5	Rev 00
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Sign C - Fascia with Type E tablet - Front Elevation
scale 1:25



SPECIFICATION - SIGN C:
New full back tray fascia with Type E tablet.

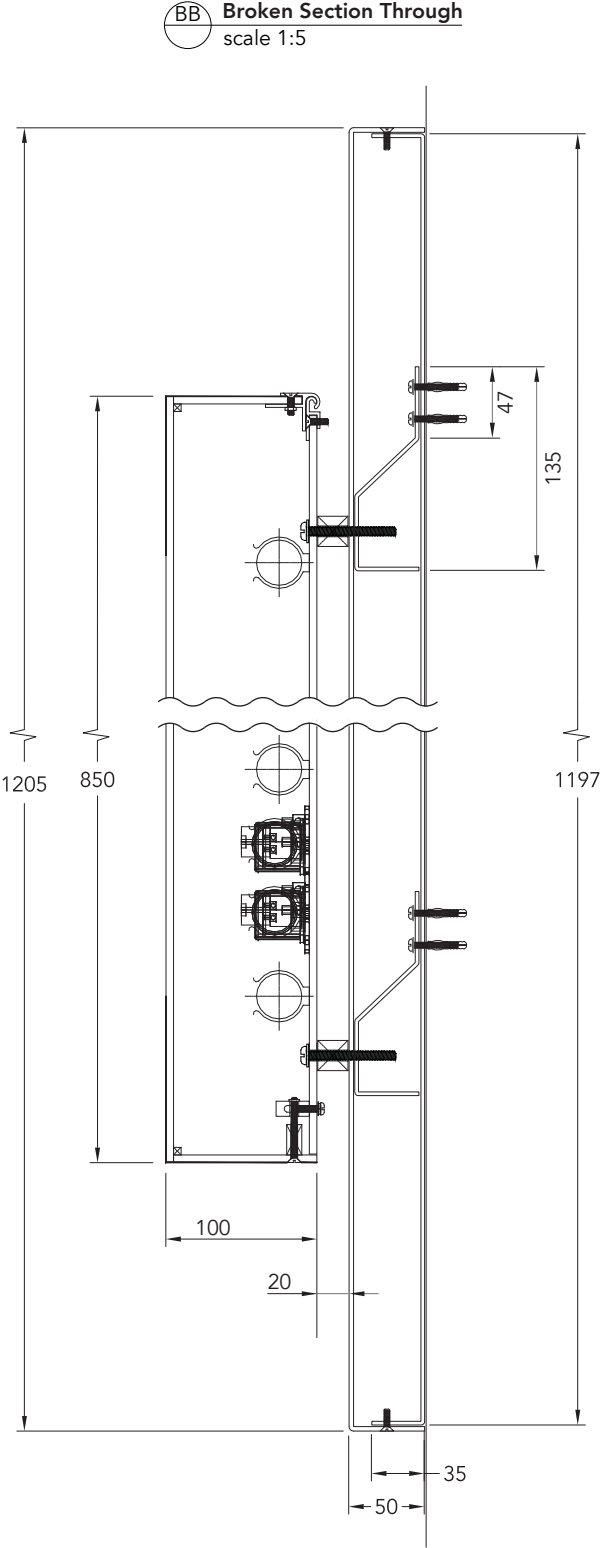
FASCIA SPECIFICATION
Panels constructed from 3mm 'Butler' finish Dibond with 50mm folded returns.
Back tray constructed from 2.5mm aluminium.
95mm high vinyl band applied to face of background panels.
These are cut from, 3M™ Scotchcal™ Series 50-44 (Light Red) and 3M™ Scotchcal™ Series 100-717 (Light Orange) rear adhesive vinyl.

TYPE E LOGO SPECIFICATION
1 off internally illuminated type E logo. Tablet constructed from 5mm thick Plexiglass XT ISO 7823. Two layers of fade graphic printed to 'Translucent' vinyl to be applied to face and returns of panel. 'Iceland' text to be weeded out. One layer of 'Gloss' overlaminate to be applied to face and returns. Tablet is internally illuminated via tri phosphor fluorescent tubes complete with electronic ballast unit. 250/sqm candela rating.

INSTALLATION:
Fascia to be fitted to background via back tray and suitable fixings for background (site specific).
Fascia panels to be fixed to back tray via counter sunk screws.
Tablet to be fitted centrally with fascia using spacing bars and then to being fixed through face of panels to aluminium Joggle brackets.

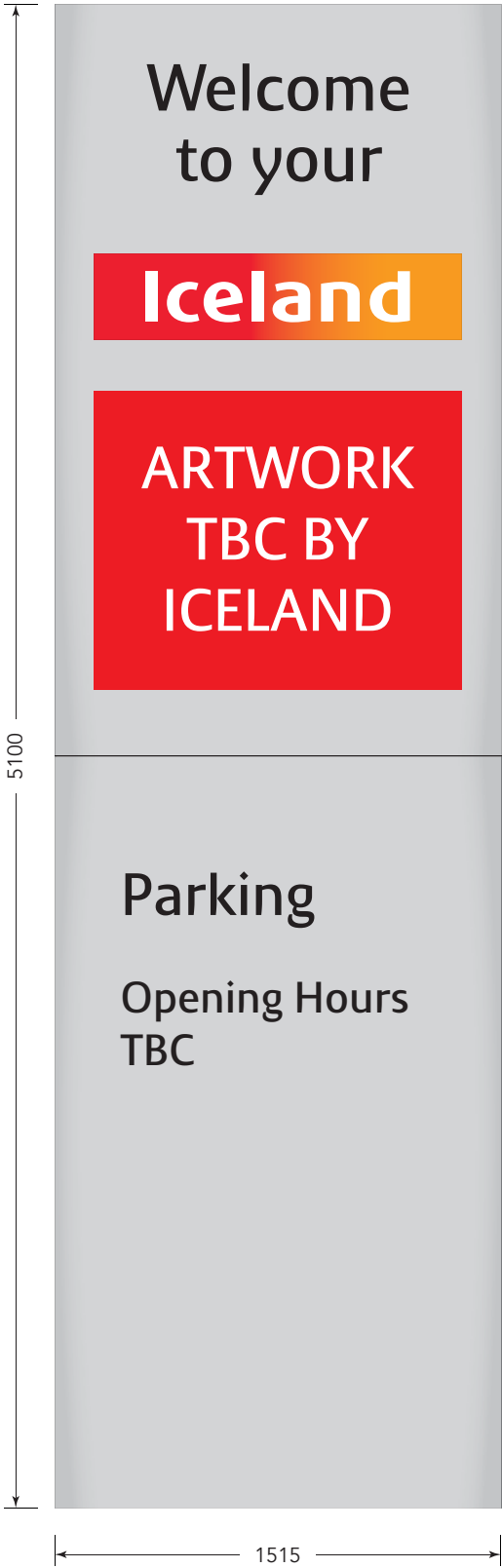
SIZE & WEIGHT:
O/A manufacturing size of Type E tablet - 3300mm x 850mm x 100mm (63.896kg).
O/A manufacturing size of fascia - 5465mm x 1205mm x 50mm (81.679kg).

BB Broken Section Through
scale 1:5



Project manager Ian Bedford	Client Iceland Foods Plc	Item description Sign C - Proposed Signage	
Designer Matt Price	Project Laithes Lane, Athersley, South Yorkshire, S71 3AA.	Scale - A3 1:25, 1:5	Rev 01
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SPECIFICATION - SIGN D - OPTION 1:
Replacement totem panels to existing double sided totem.

CONSTRUCTION:
2.5mm aluminium panel with folded 125mm returns, etched and powder coated Silver RAL 9006 (30-40%) matt finish. Digital graphic prints to either side from IJ40-10 3M™ Scotchcal™ Graphic Film Series with one layer of 3M™ Scotchcal™ Clear View Graphic Film 8150 vinyl over laminate to be applied to faces. Text applied to face in 3M™ Scotchcal™ Series 50-12 (Black) self adhesive vinyl to both sides.

ILLUMINATION:
Non-illuminated.

INSTALLATION:
Existing panels to be removed and replaced with new panels.

SIZE & WEIGHT:
O/A manufacturing size of panels - 1515mm x 5100mm x 125mm.
O/A approximate weight - 55kg.

NOTE:
All Artwork TBC.

SPECIFICATION - SIGN D - OPTION 2:
Replacement totem panels to existing double sided totem.

CONSTRUCTION:
2.5mm aluminium panel with folded 125mm returns, etched and powder coated Silver RAL 9006 (30-40%) matt finish. Logo and graphic to be stencil cut and backed up in 5mm ICI Perspex® 050 (Opal) an internally illuminated. **SUBJECT TO CLIENT APPROVAL, CONSTRUCTION DRAWINGS REQUIRED PRIOR TO MANUFACTURE.** Digital graphic prints to either side from IJ40-10 3M™ Scotchcal™ Graphic Film Series with one layer of 3M™ Scotchcal™ Clear View Graphic Film 8150 vinyl over laminate to be applied to faces. Text applied to face in 3M™ Scotchcal™ Series 50-12 (Black) self adhesive vinyl to both sides.

ILLUMINATION:
TBC.

INSTALLATION:
Existing panels to be removed and replaced with new panels.

SIZE & WEIGHT:
O/A manufacturing size of panels - 1515mm x 5100mm x 125mm.
O/A approximate weight - 55kg.

NOTE:
All Artwork TBC.

Existing View



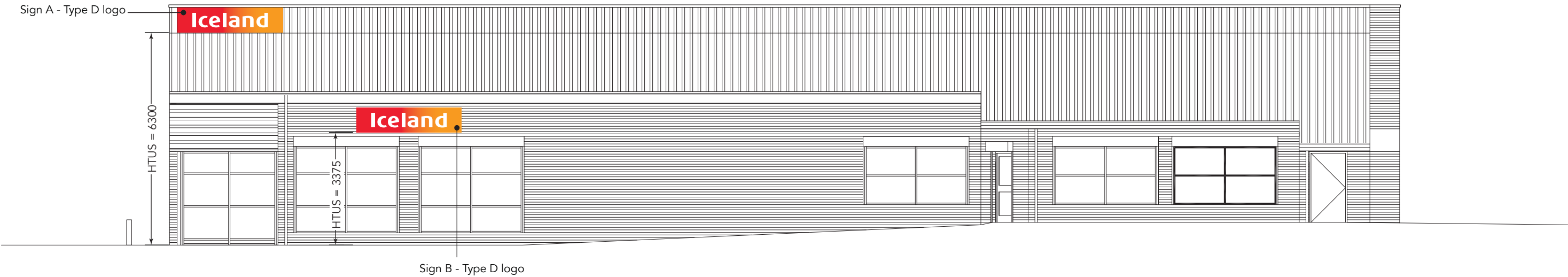
Proposed View



Project manager Ian Bedford	Client Iceland Foods Plc	Item description Sign D - Proposed Signage	
Designer Matt Price	Project Laithes Lane, Athersley, South Yorkshire, S71 3AA.	Scale - A3 1:25	Rev 01
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South Elevation - Proposed
scale 1:120

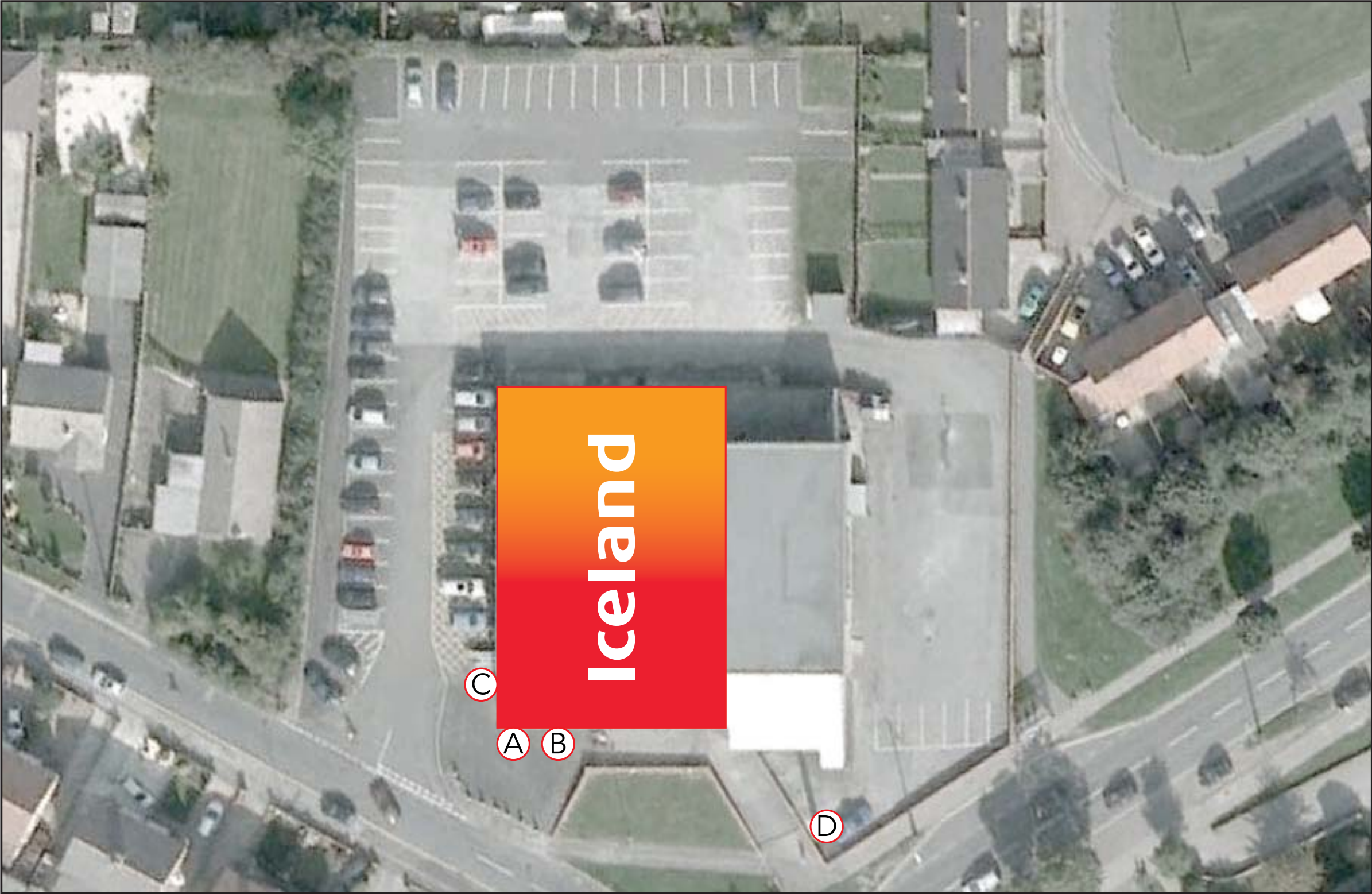


West Elevation - Proposed
scale 1:120



Project manager Ian Bedford	Client Iceland Foods Plc	Item description Elevations	
Designer Matt Price	Project Laithes Lane, Athersley, South Yorkshire, S71 3AA.	Scale - A3 1:120	Rev 01
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- A Sign A - Type D logo
- B Sign B - Type D logo
- C Sign C - Fascia & Type E logo
- D Sign D - Totem

Project manager Ian Bedford	Client Iceland Foods Plc	Item description Plan View	
Designer Matt Price	Project Laithes Lane, Athersley, South Yorkshire, S71 3AA.	Scale - A3 NTS	Rev 01
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