

Design Phase 1

UUX[®]

Trident Park

Design Proposal

Version 03

March 20th 2020

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- Coincides with the first Farsons brewery (1928)
- Designed for the future
- Used in the past
- Versatile



Modern application.
Widely used today in modern corporate formats.



- ← Riverside Café Shop
- Galleries ExChange Space artsNK/Design Factory Toilets Lift & Stairs

Traditional application. (Brewhouse)
Versatile, modern but can be applied and blends well with traditional environments and surfaces.

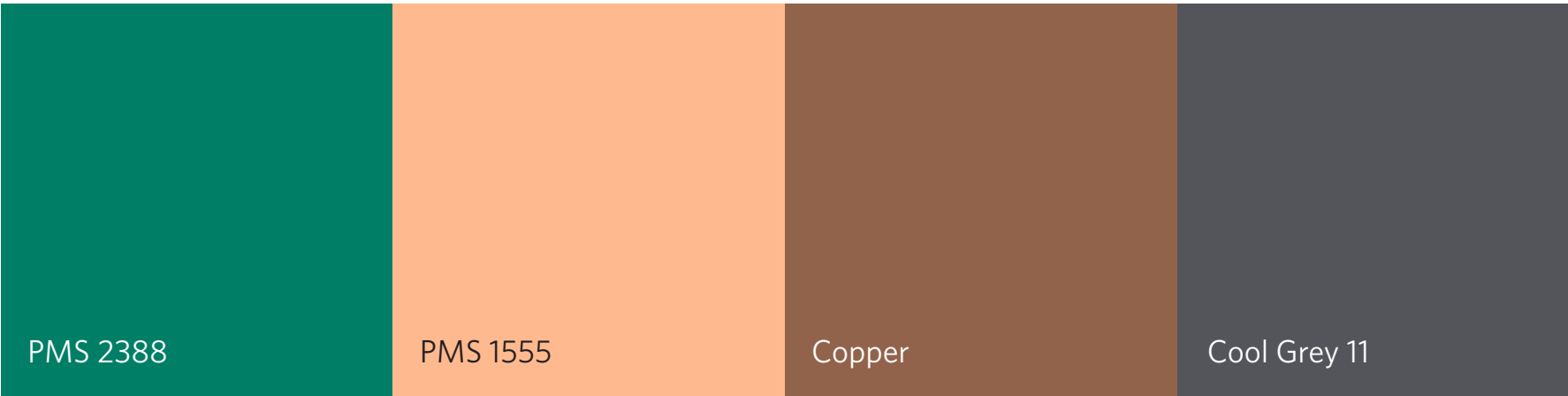


- ← Riverside Café Shop
- Galleries ExChange Space artsNK/Design Factory Toilets Lift & Stairs

Colour Palette

Main colours will be the ones applied in the Design Proposals.
Complimentary colours are intended to be used as accent colors, in order to establish a visual identification with the Gardens and the immediate Buildings next to them.

Brand Colours



Garden Colour Palette



Parking Colour Palette



Typography

The fonts are used as described below:

Futura - Medium.

English used for body text in the types of exterior and interior signs, including warning texts and regulations. Used for all signaling messages. Bilingual messages are always 80% of the CAP height of the main message.

Futura - Light

Typography used for the second message in the body text in the types of exterior and interior signs, including warning texts and regulations.

Futura - Bold

Typography used for large body texts in the types of channel/vinyl letters signage and parking signs, including large wall-graphics identifications.

Primary messages

Futura - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:?!@#%&><

Secondary messages

Futura - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:?!@#%&><

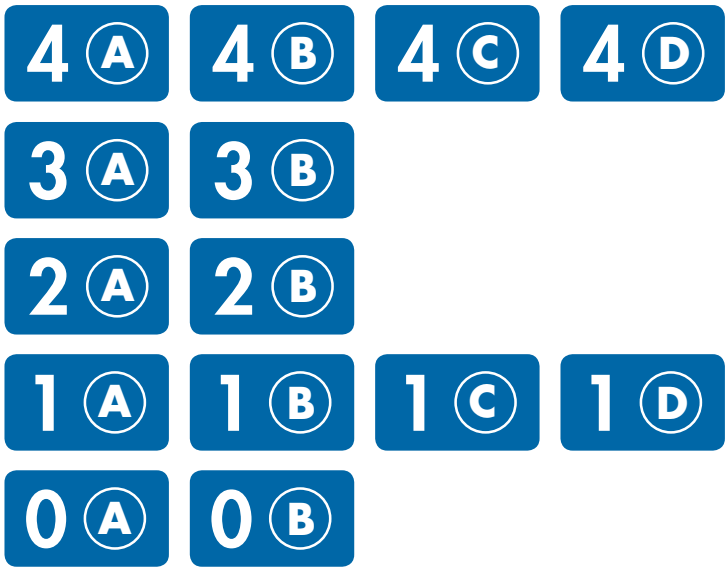
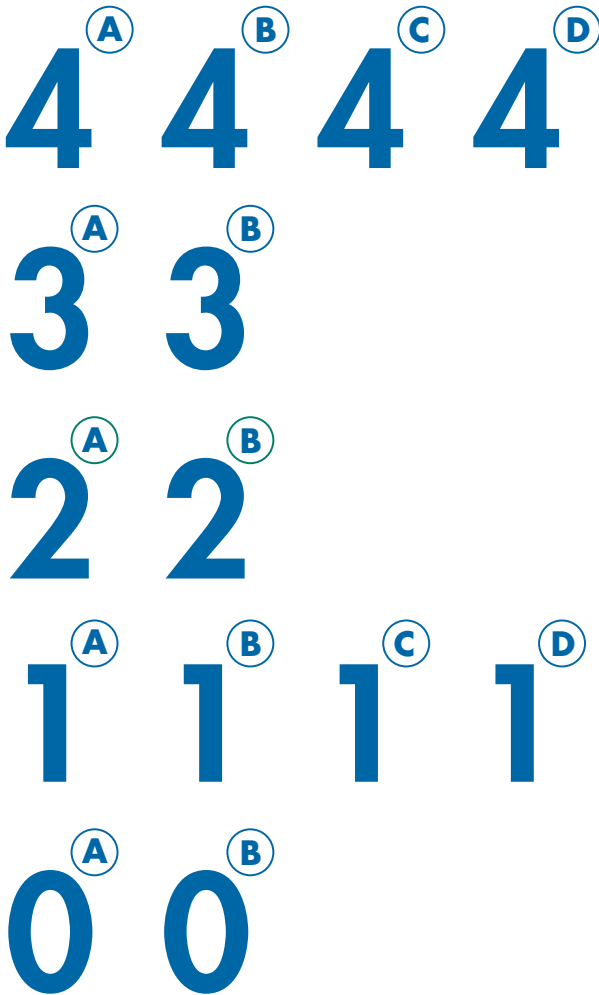
Secondary messages

Futura - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:?!@#%&><

Concept

Car Park
Single Colour usage



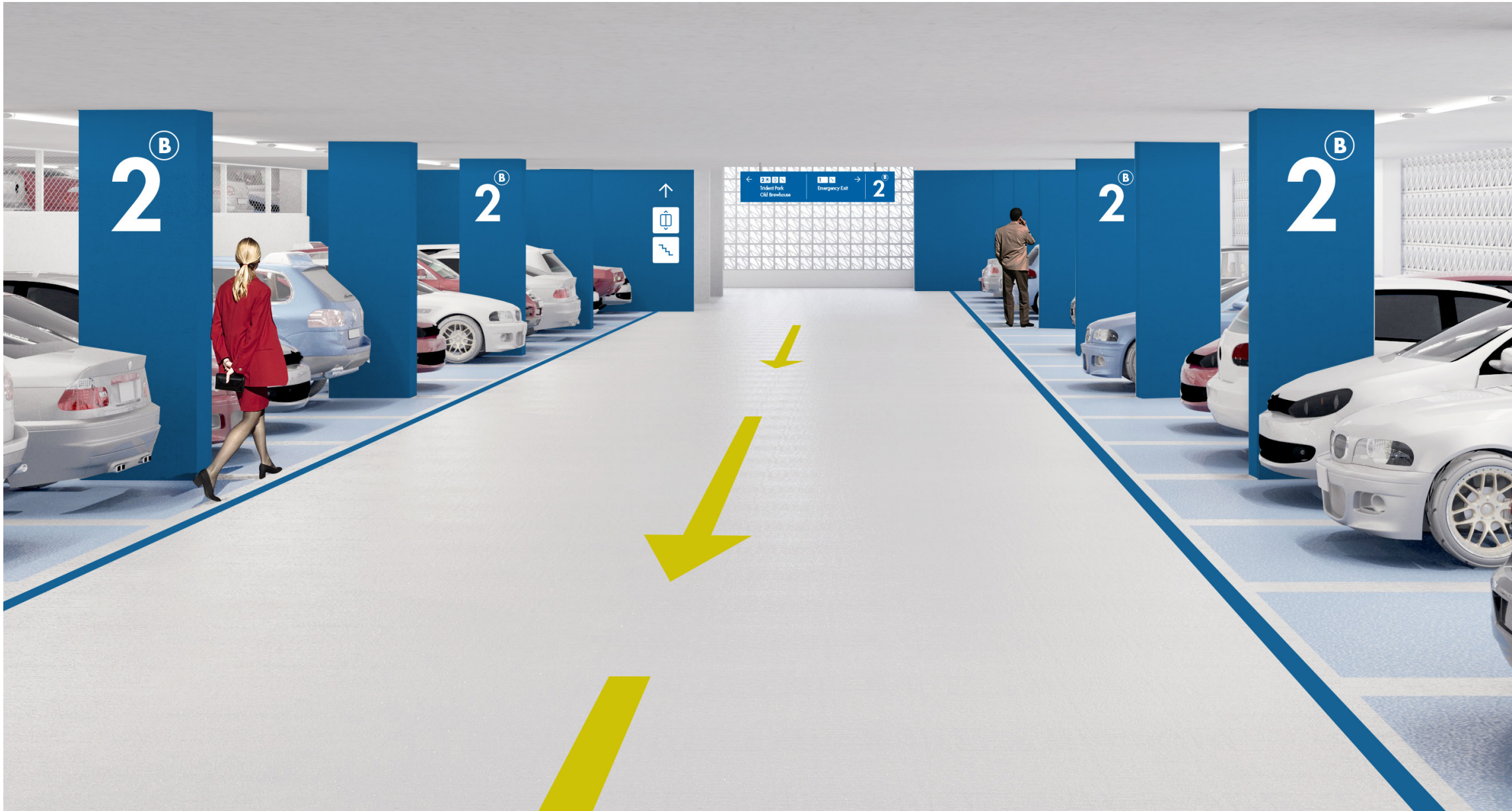
Concept

Car Park Option A
Pedestrian signage system.



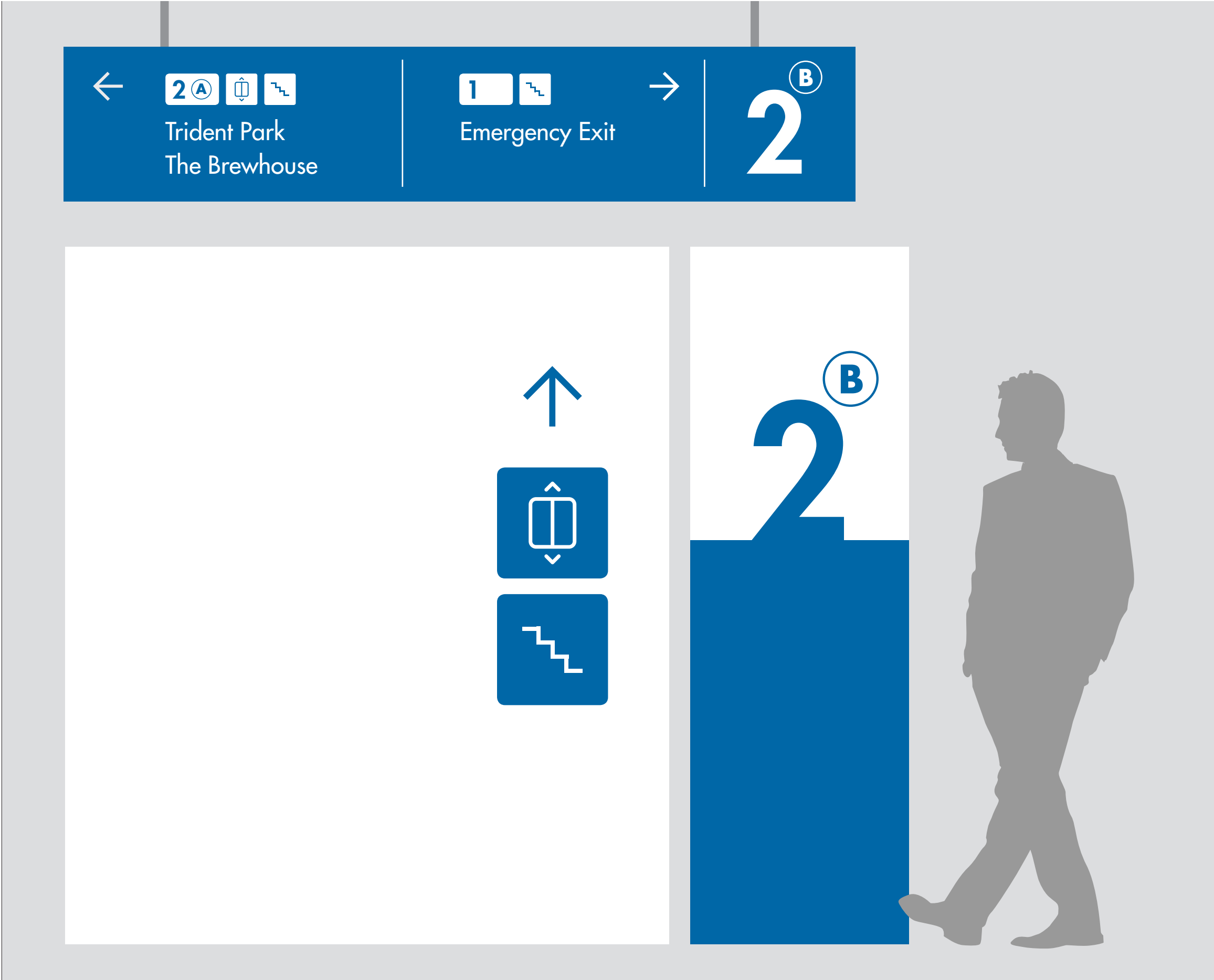
Concept

Car Park Option A
Artistic impression only.
Wall graphics may be painted, use of vinyl is
recomended depending on surface finish.



Concept

Car Park Option B
Pedestrian signage system.



Concept

Car Park Option B
Artistic impression only.
Wall graphics may be painted, use of vinyl is
recomended depending on surface finish.



Concept

Car Park Option B
Artistic impression only.
Wall graphics may be painted, use of vinyl is
recomended depending on surface finish.



Concept

Car Park Option C
Pedestrian signage system.



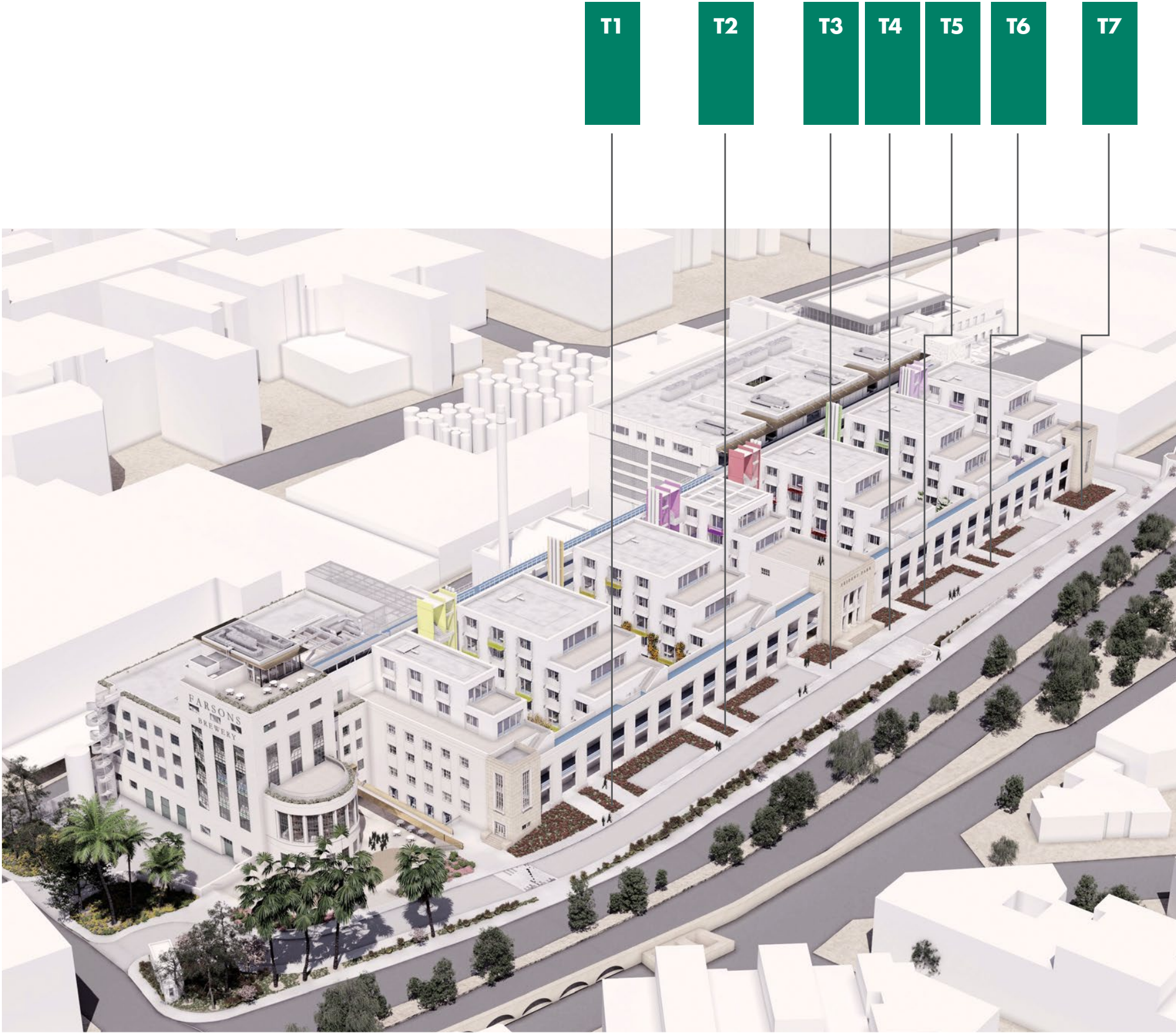
Concept

Car Park Option C
Artistic impression only.
Wall graphics may be painted, use of vinyl is
recomended depending on surface finish.



Concept

Exterior
Totem locations.



Concept

Exterior Totems Option A
Double sided totems using corporate colours throughout and Trident logo detail.
Company names are added in adhesive vinyl to facilitate name changes.
Size of totem is 1800mm x 600mm



Concept

Exterior Totems Option B
Double sided totems using corporate colours throughout.
Company names are added in adhesive vinyl to facilitate name changes.
Size of totem is 1800mm x 600mm



Concept

Exterior Totems Option C
Double sided totems using garden colours throughout and Trident logo detail.
Company names are added in adhesive vinyl to facilitate name changes.
Size of totem is 1800mm x 600mm

