

Design Phase 1

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**UUX**<sup>®</sup>

# Trident Park

Design Proposal

Version 01

February 28th 2020

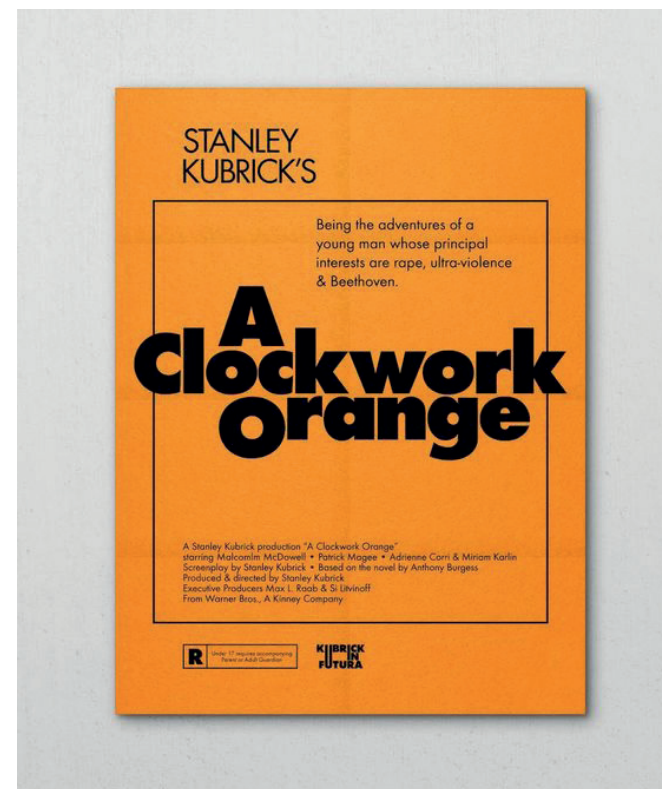
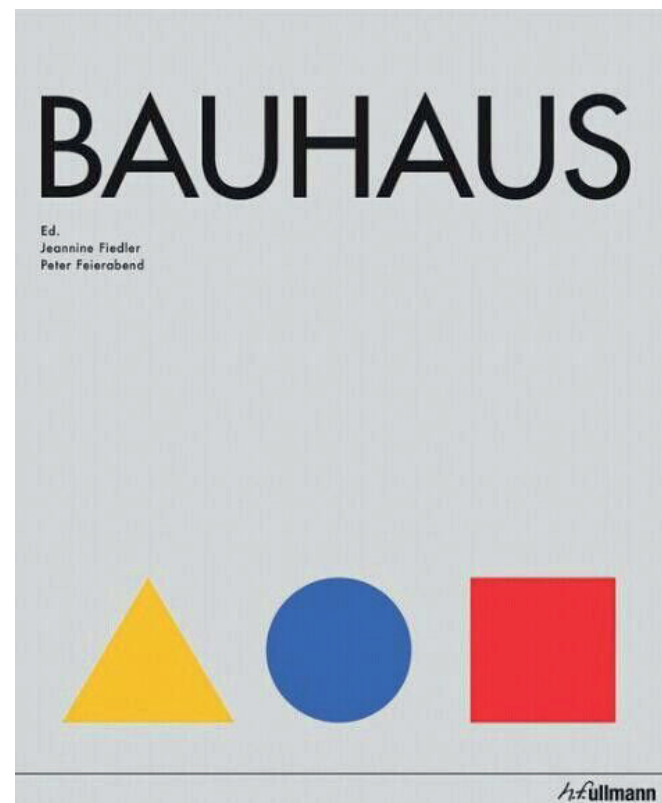
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# Moodboard

## Futura origins.

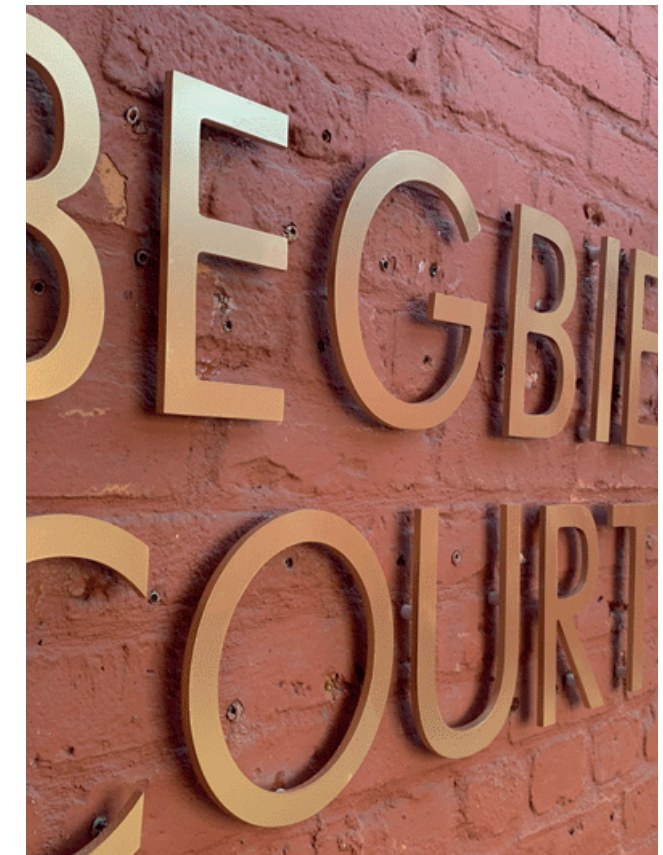
Coincides with the first Farsons brewery (1928)  
 Designed for the future  
 Used in the past  
 Versatile



**Modern application.**  
Widely used today in modern corporate formats.



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

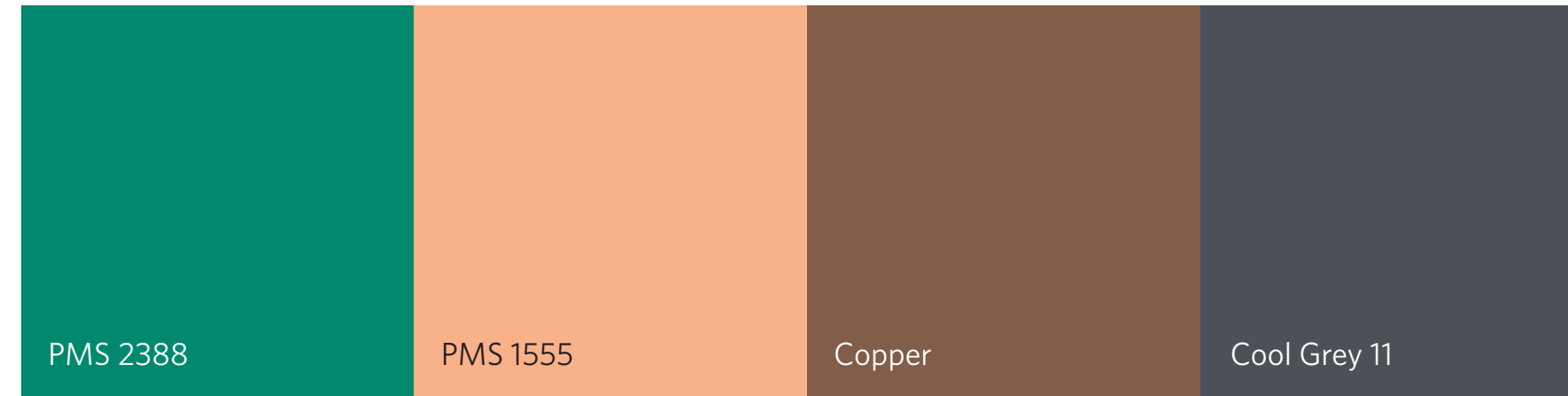


- ← Riverside Café Shop
- ↑ ↓
- 
- Galleries
- ExChange Space
- artsNK/Design Factory
- Toilets
- Lift & Stairs
- ♿ ♿ ♿

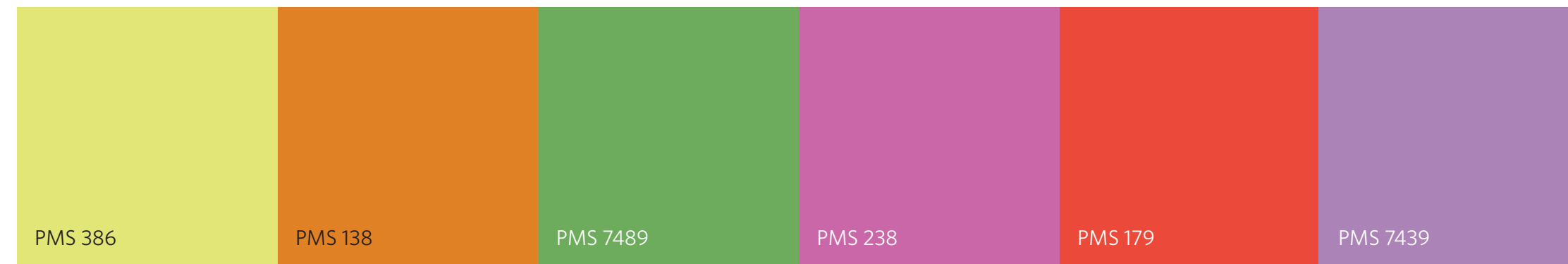
## Colour Palette

Main colours will be the ones applied in the Design Proposals.  
Complimentary colors 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. These won't need to be used in all proposals through this document.  
Parking colours are intended to be used only to identify parking levels, along with level codes.

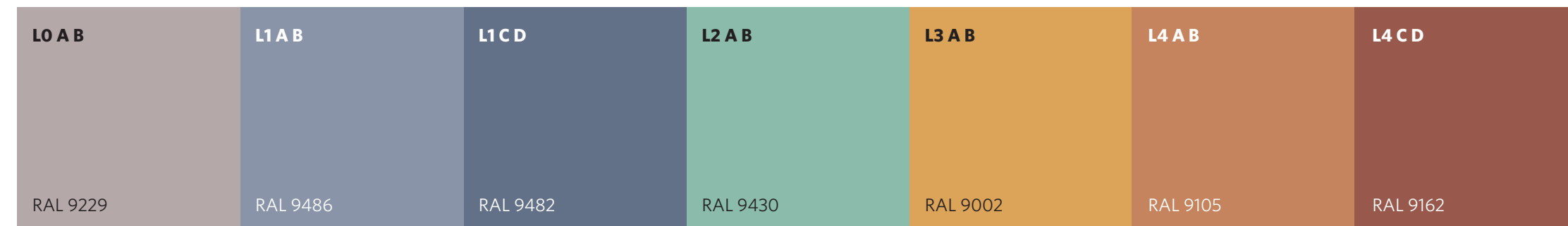
### Brand Colours



### Building 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

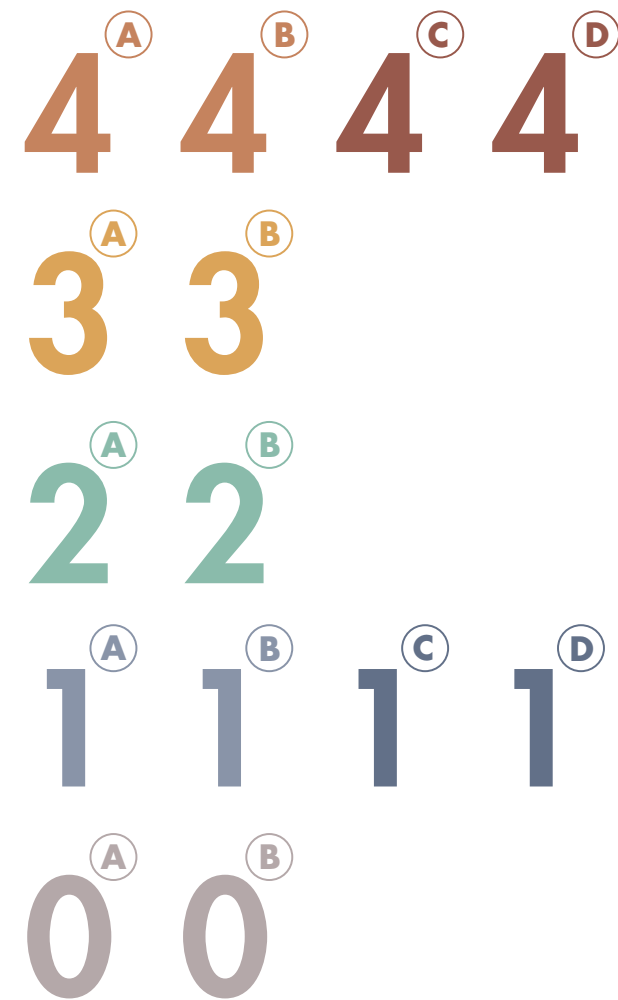
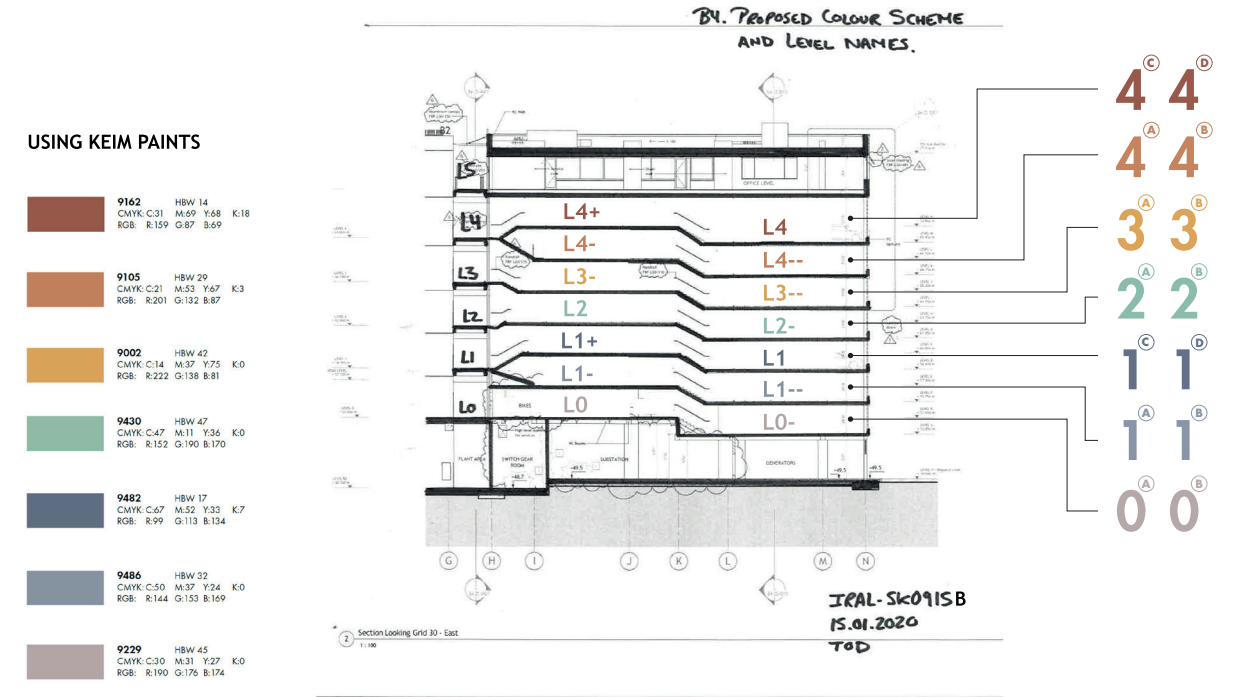
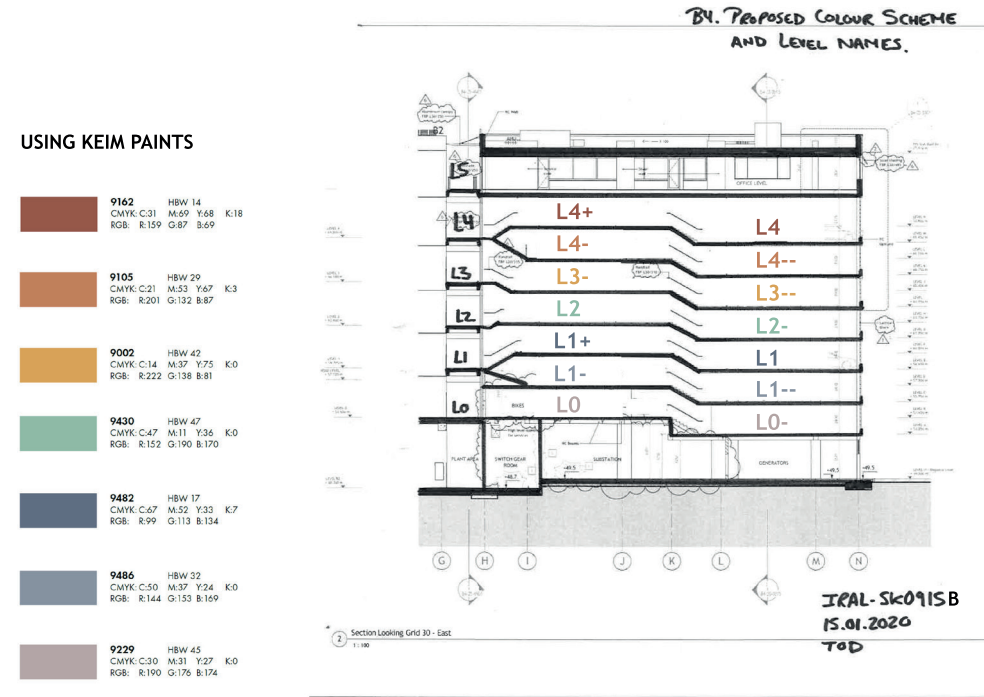
**Futura - Bold**

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

# Concept

## Car Park

Use of '-' may not be understood  
 Use of L is not required  
 Substitute with letters to distinguish levels





## Concept

### Car Park

Level alternative graphic layout.



## 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 recommended depending on surface finish.



## Concept

### Car Park Option B

Pedestrian signage system.



## Concept

### Car Park Option B

Artistic impression only.

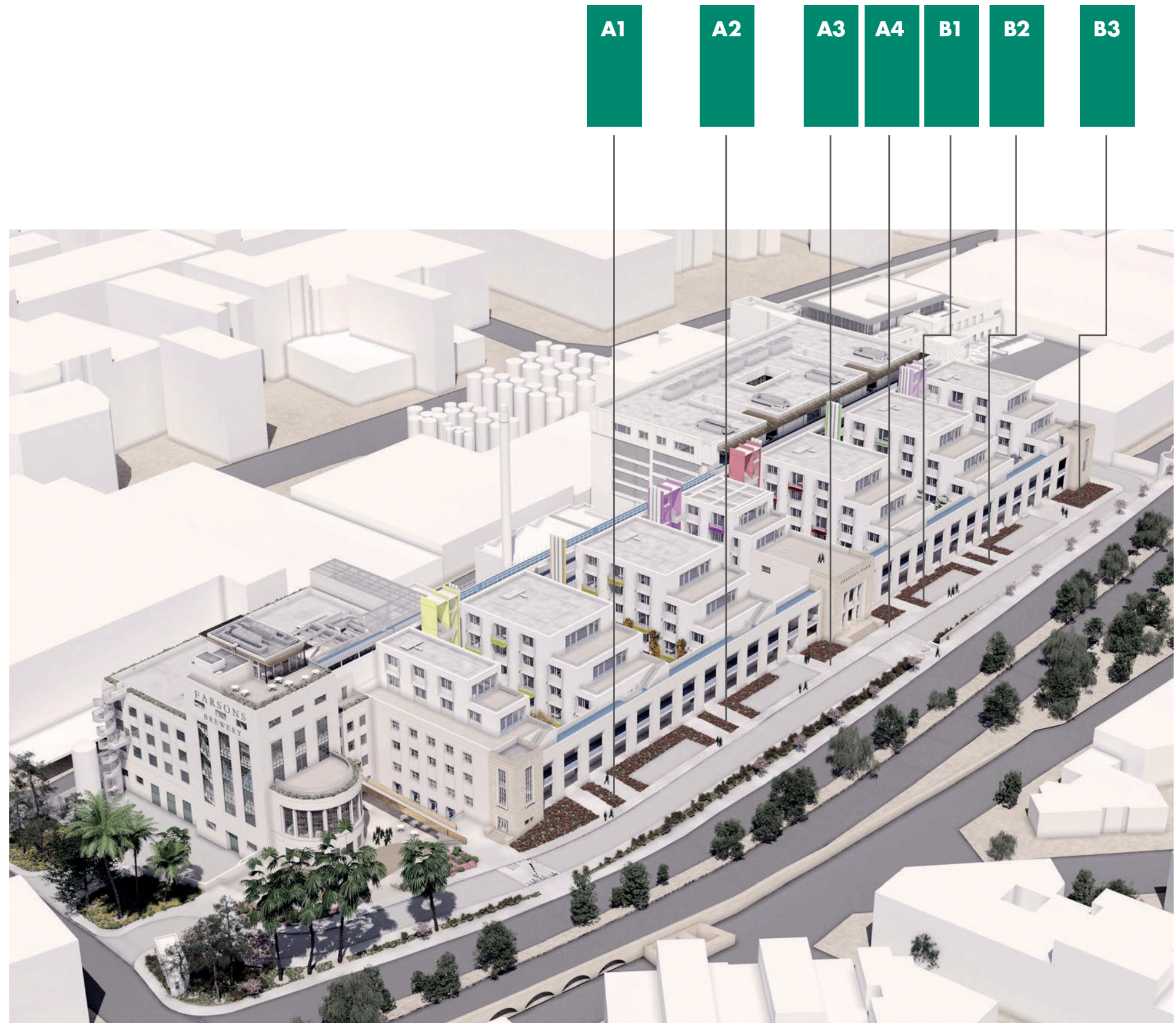
Ceiling height is actually much lower at 2.3m

Wall graphics may be painted, use of vinyl is recommended depending on surface finish.



# Concept

**Exterior**  
Totem locations.



## Concept

### Exterior Totems

Double sided totems using corporate colours throughout and Trident logo detail.



## Concept

### Exterior Totems alternative

Use of 'garden colours' apart from A4 which will retain the Trident corporate colour.





# Concept

Exterior Totems alternative  
Graphic treatment

