

Design Phase 1

UUX[®]

Trident Park

Design Proposal

Version 01

February 28th 2020

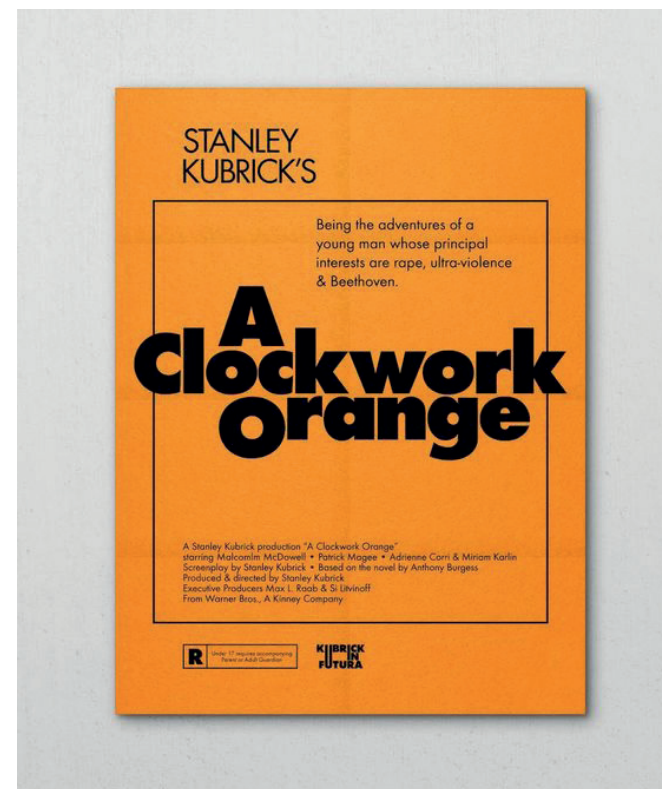
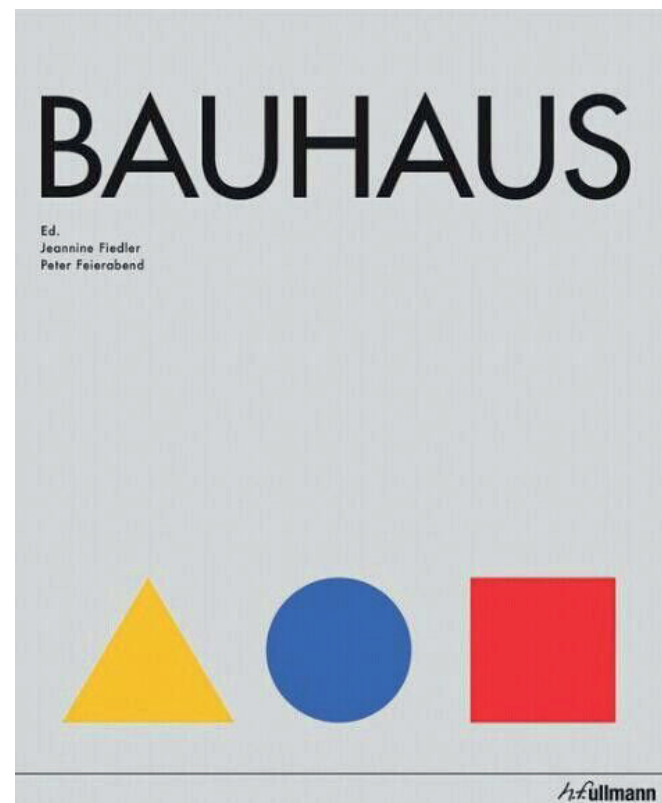
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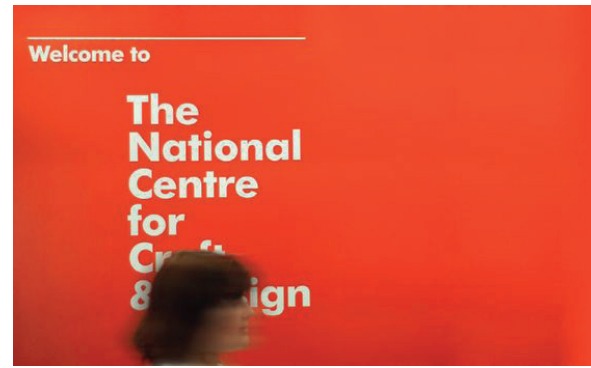
Moodboard

Futura origins.

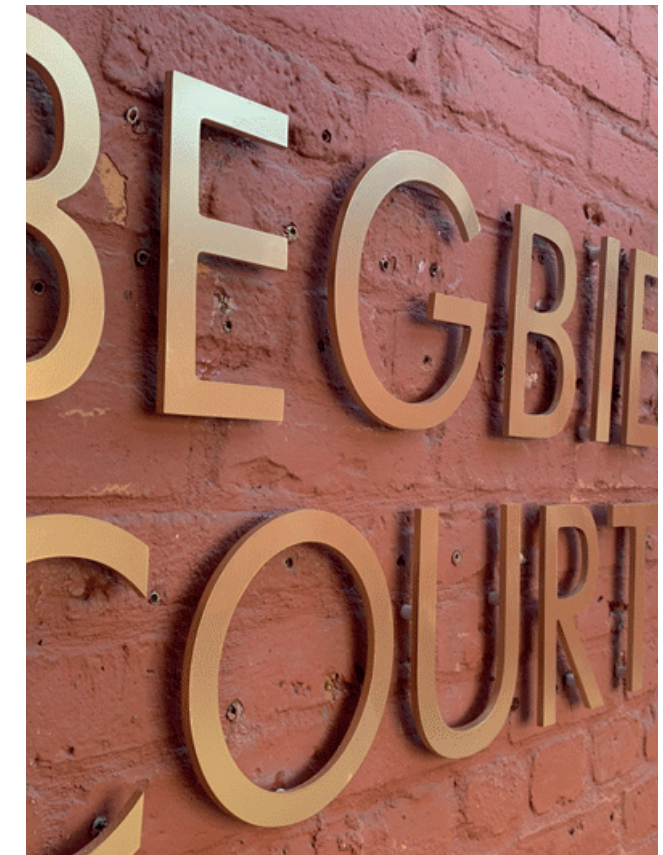
Coincides with the first Farsons brewery (1928)
 Designed for the future
 Used in the past
 Versatile



Modern application.
Widely used today in modern corporate formats.



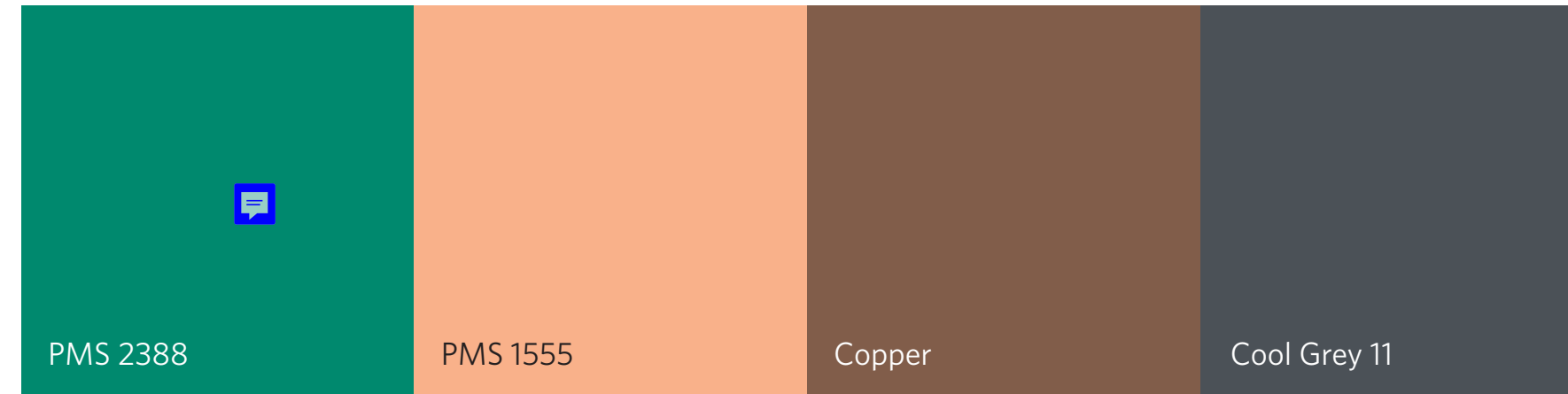
Traditional application. (Brewhouse)
 Versatile, modern but can be applied and blends well with traditional environments and surfaces.



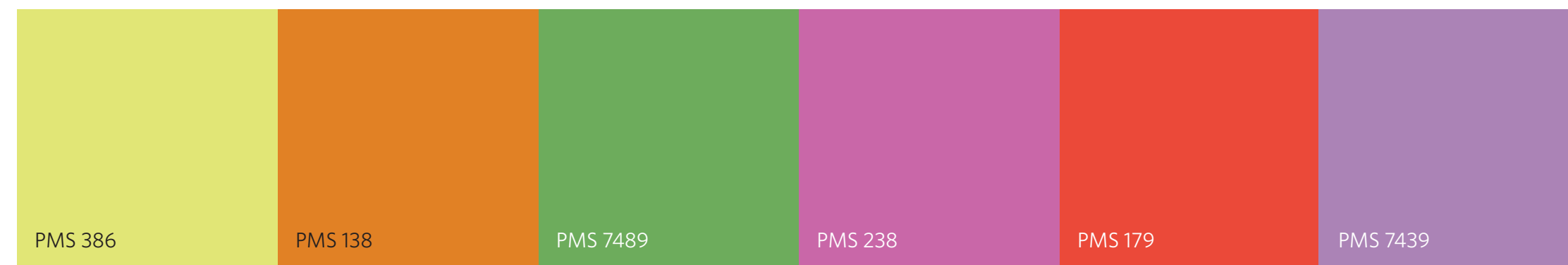
Colour Palette

Main colours will be the ones applied in the Design Proposals.
 Complementary 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.

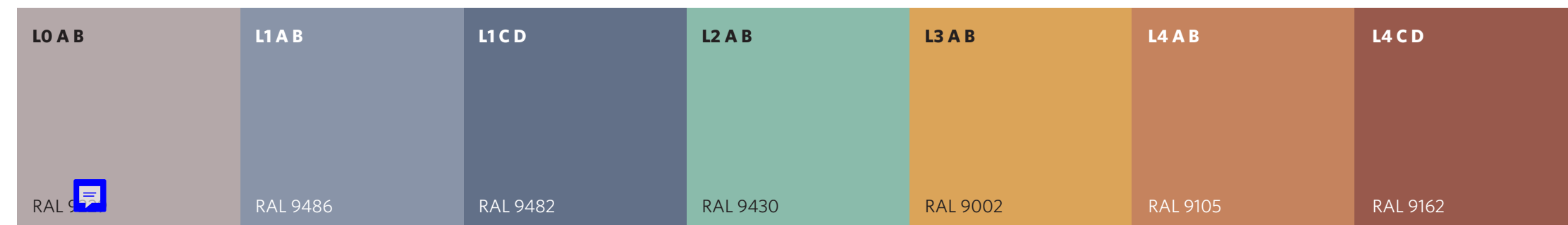
Brand Colours



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

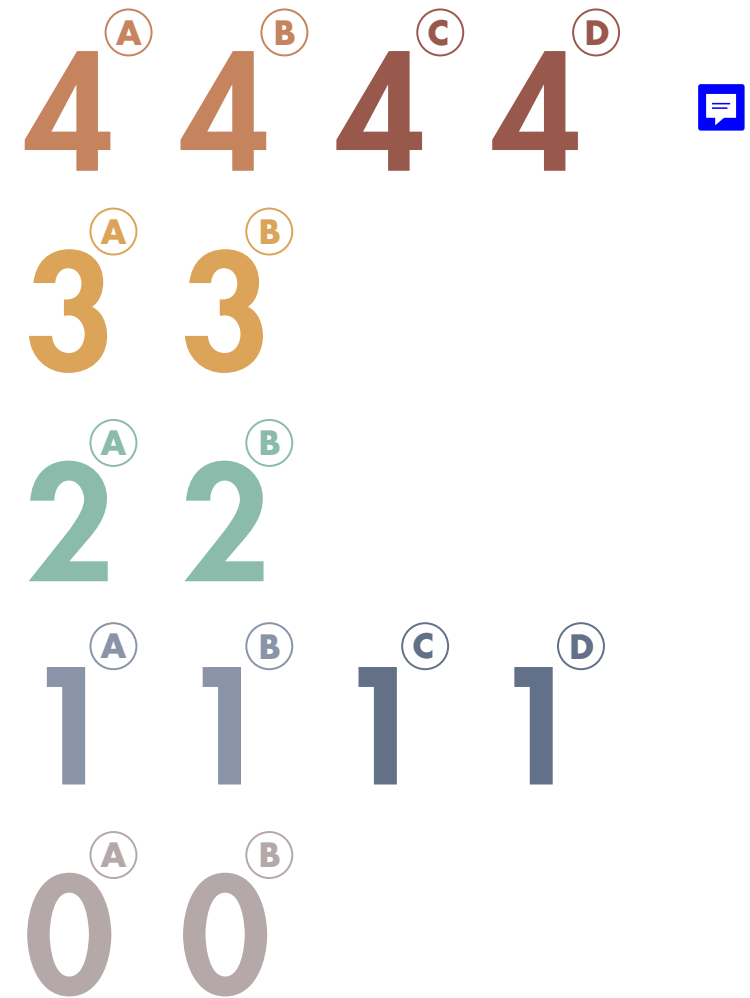
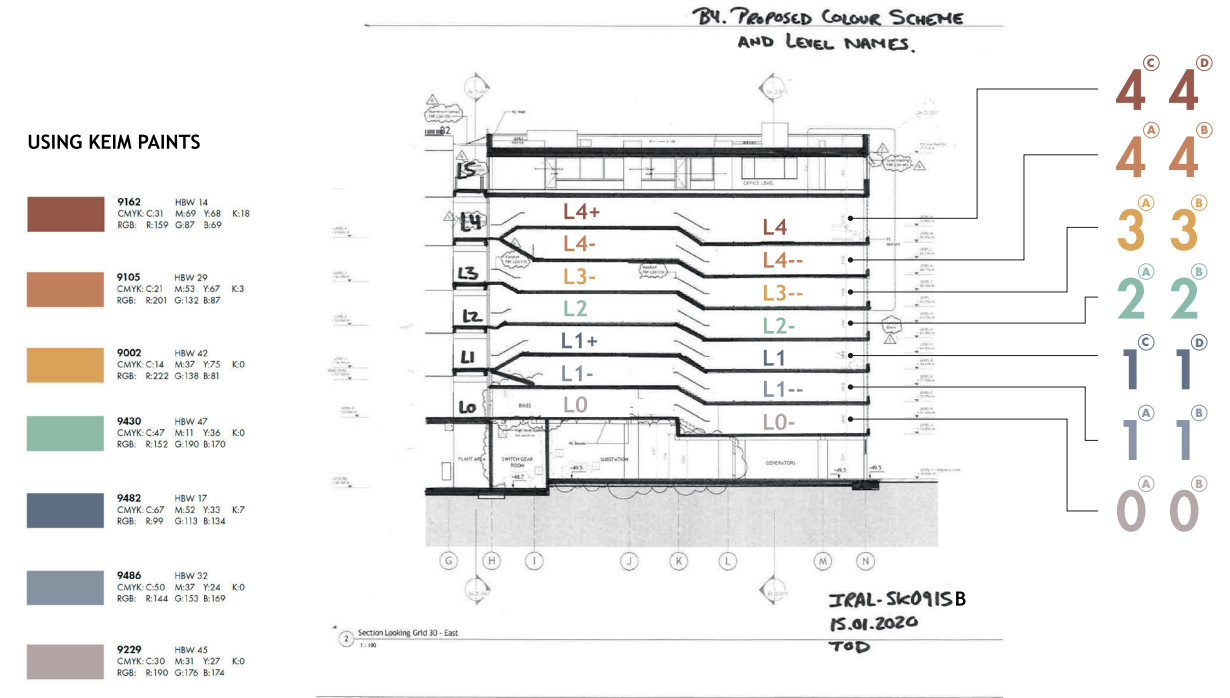
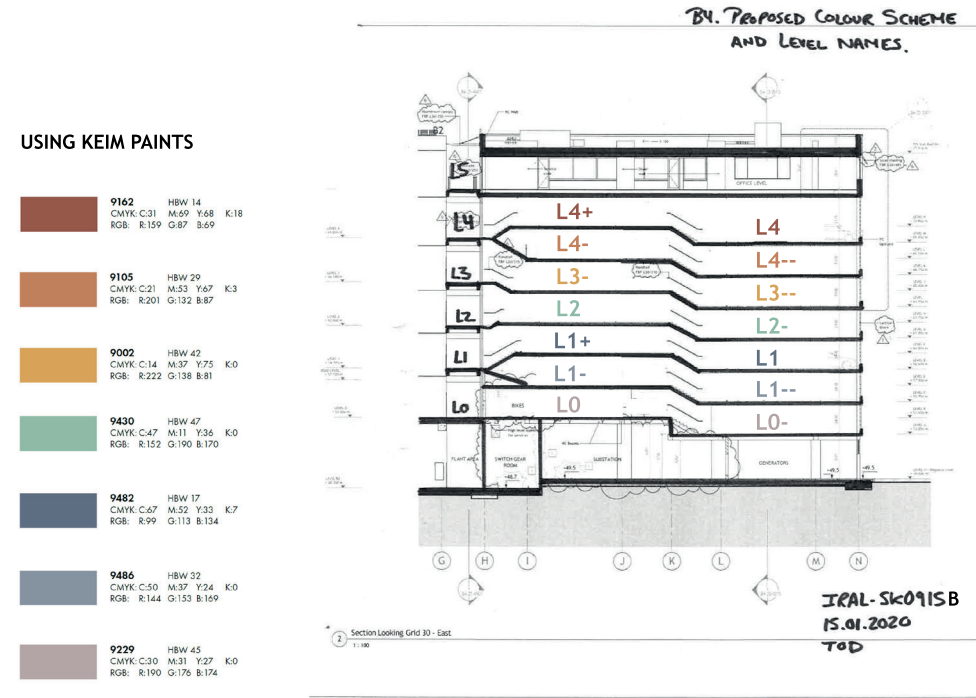
Futura - Bold

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

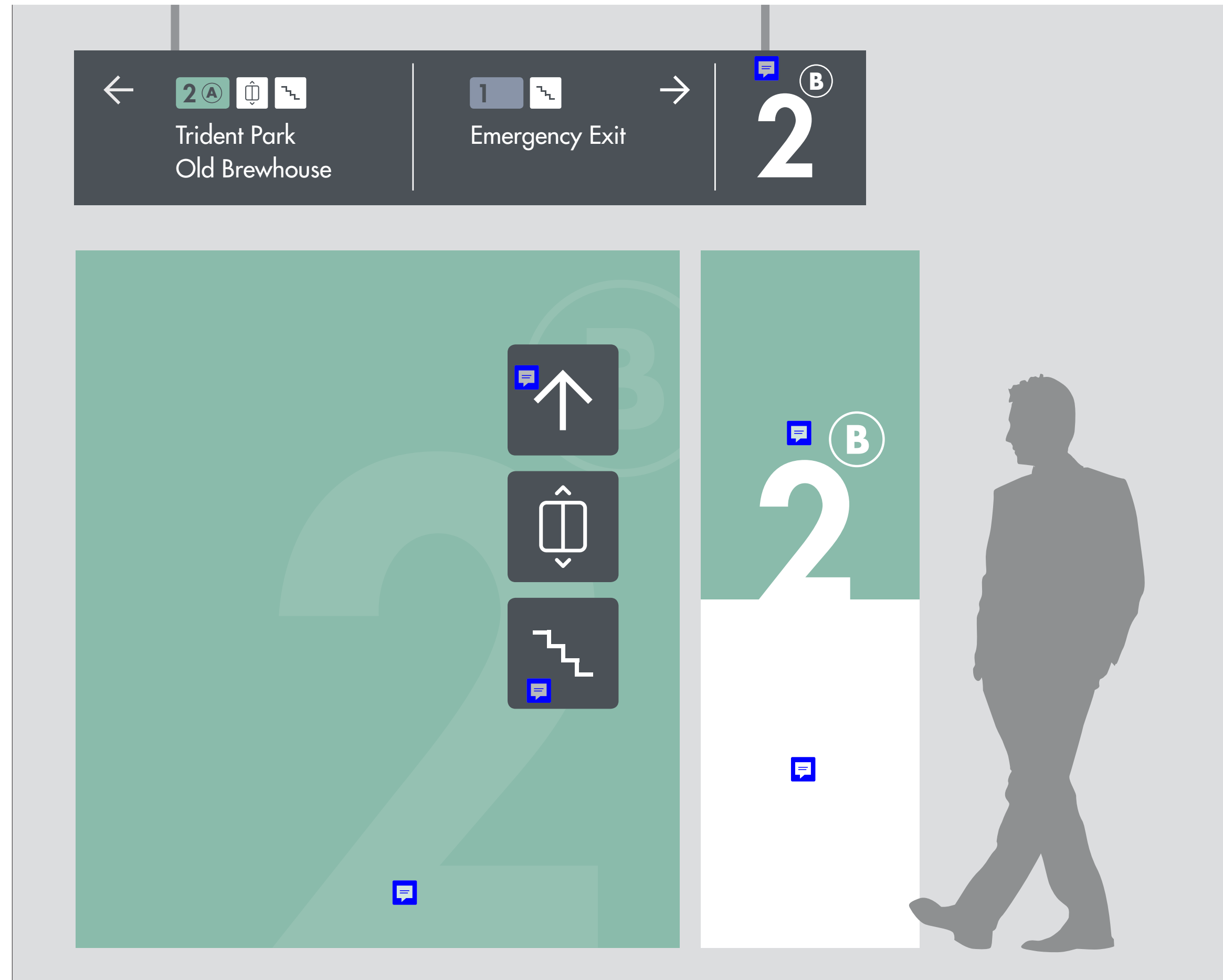
Level alternative graphic layout.



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.

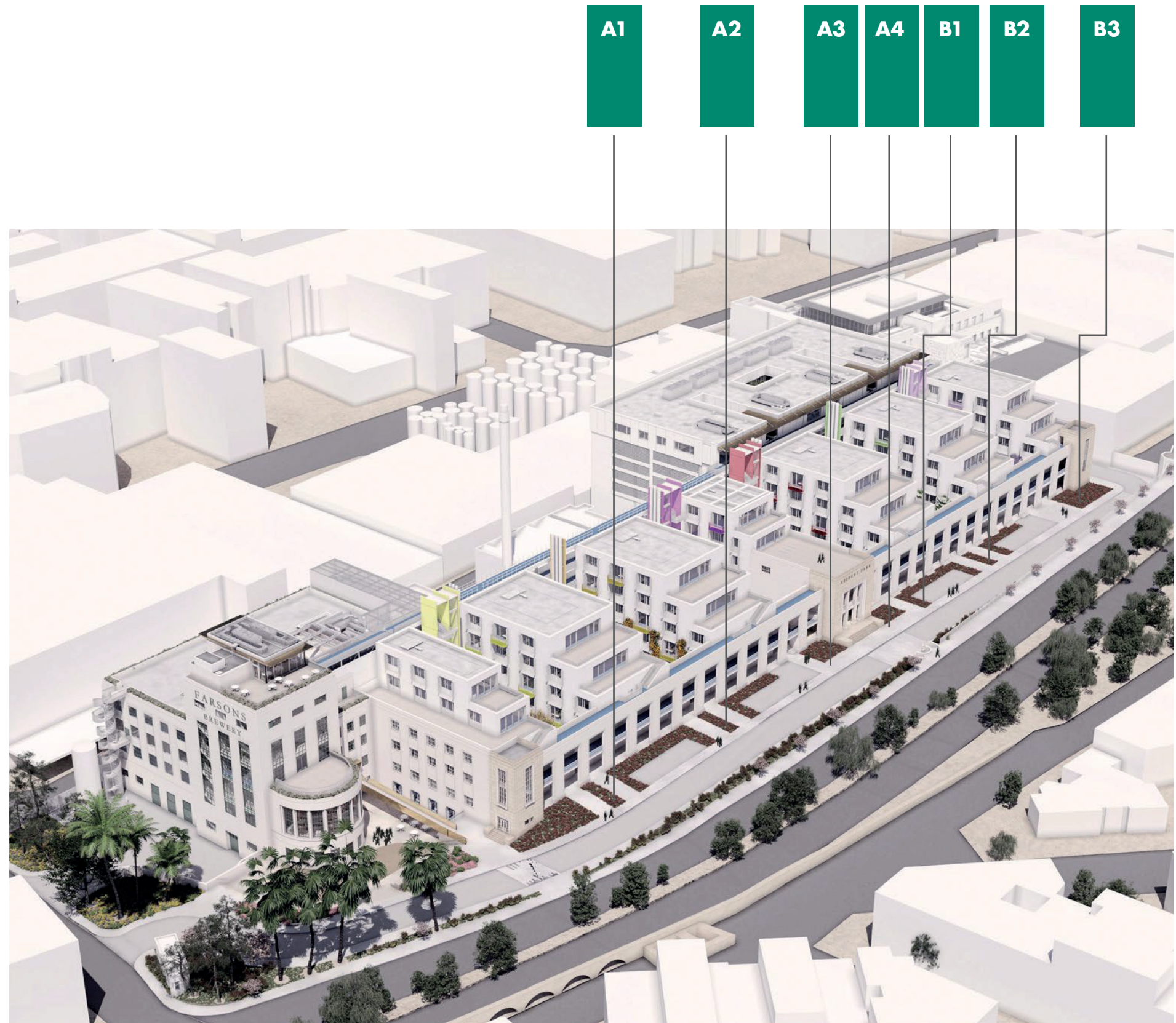
Ceiling height is actually much lower at 2.3m

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



Concept

Exterior
To show 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

