



Wendy's
BURGERS • CHICKEN • FRIES • FROSTY®

Reading

Issue 02 - 27/04/2026



DESIGN



CORPORATE
SIGNAGE



DIGITAL
SIGNAGE

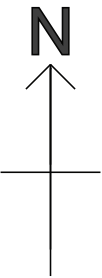


AFTERSALES
CARE

SITE MAP



- 1 Fascia Sign with Built up letters & logo
- 2 D/S Internally Illuminated Projection Sign
- 3 Vinyl ribbon



Site
Wendy’s, Reading

Job Number
158727A
Page
2
Drawing Location
W/Sales/Wendy’s

Scale
as shown @ A3
Issue / Rev
Issue 2

Drawn by
BF
Checked by
CS

Sales Rep
CS
Date
23/04/2026



BUTTERFIELD SIGNS LTD
174 Sunbridge Rd
Bradford West Yorkshire
BD1 2RZ
Tel: 01274 722244
Fax: 01274 848996
Web: www.butterfieldsigns.co.uk

PROPOSAL

SIDE ELEVATION



FRONT ELEVATION



Site
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Job Number
158727A
Page
3
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EXISTING

SIDE ELEVATION



FRONT ELEVATION



Site
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Job Number
158727A

Page
4

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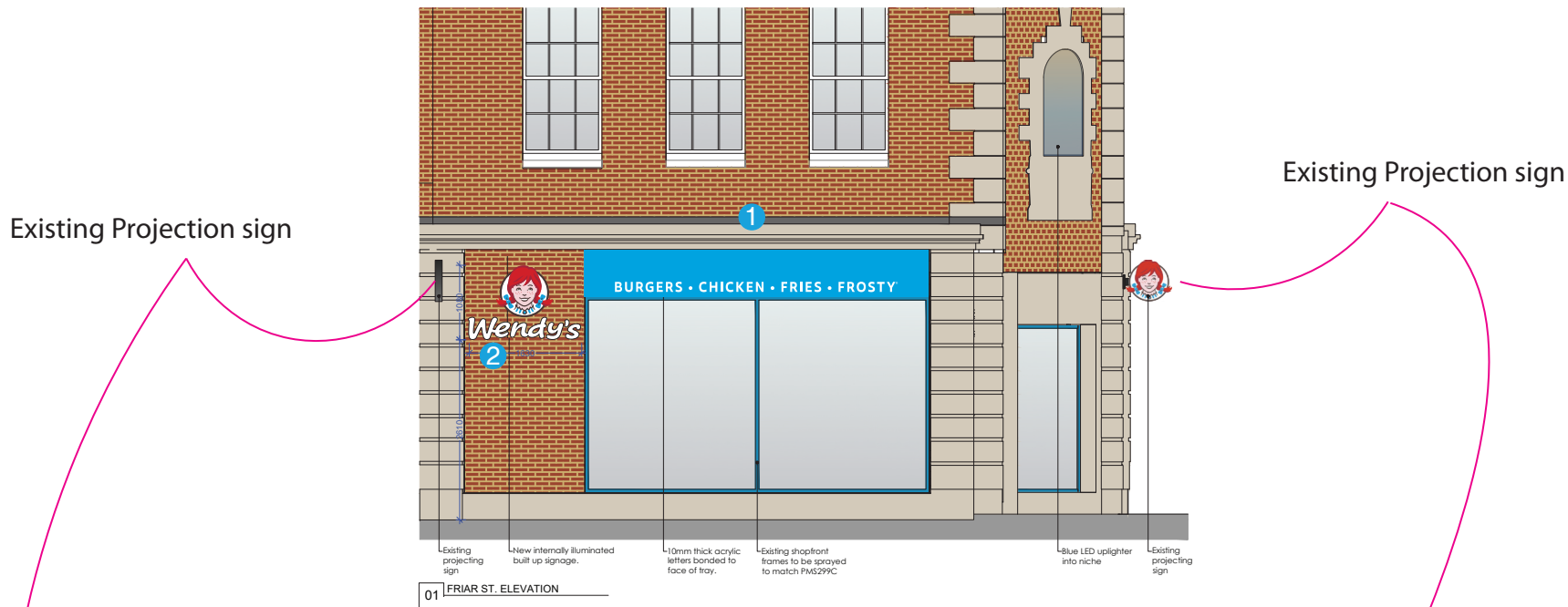
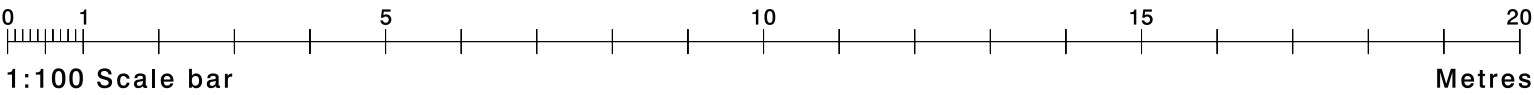
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ELEVATIONS

Scale 1:100



Site
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Page
5

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Sign 1 - Fascia Sign with Built up letters & logo

Formed aluminium panels, with 20mm step top & 50mm returns, finished PMS 299 / RAL 5012 Light Blue

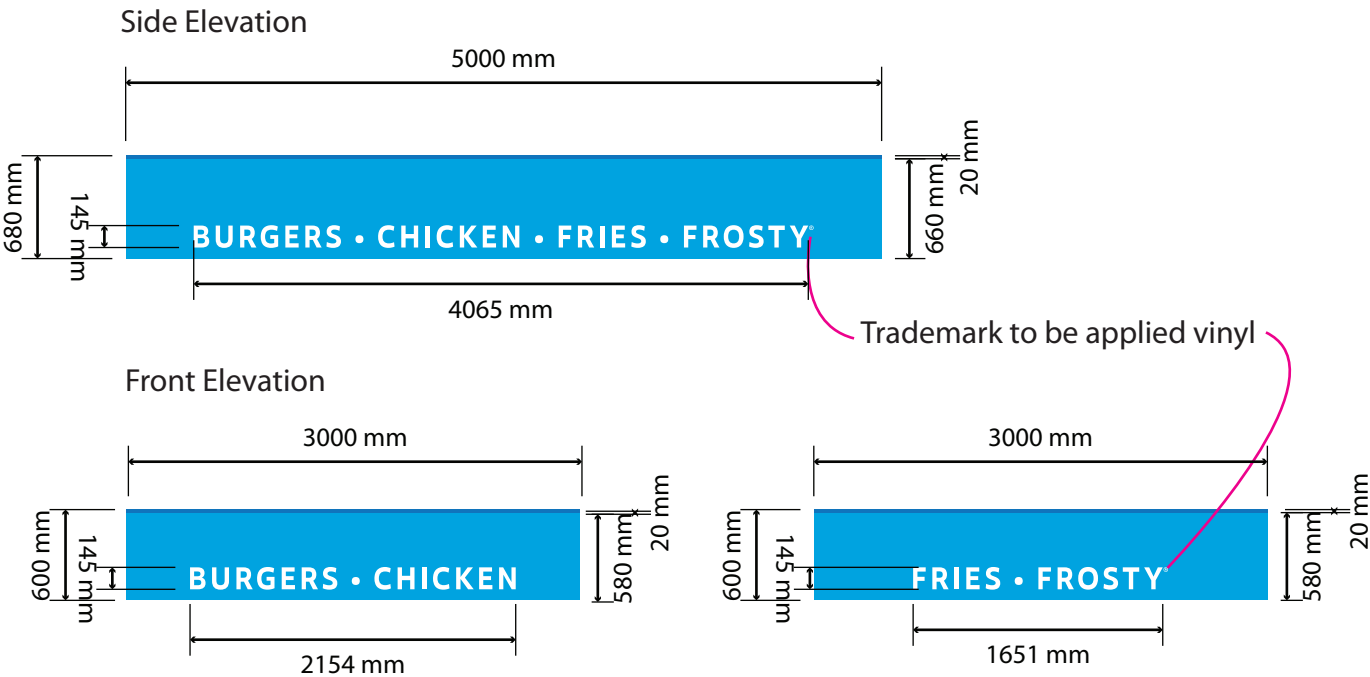
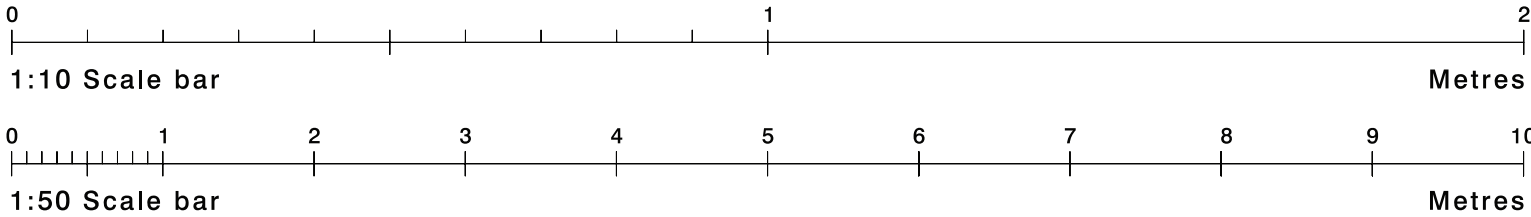
All to be fixed using extruded aluminium angles

1No. Set of Router cut 10mm Dense White acrylic letters secured to fascia

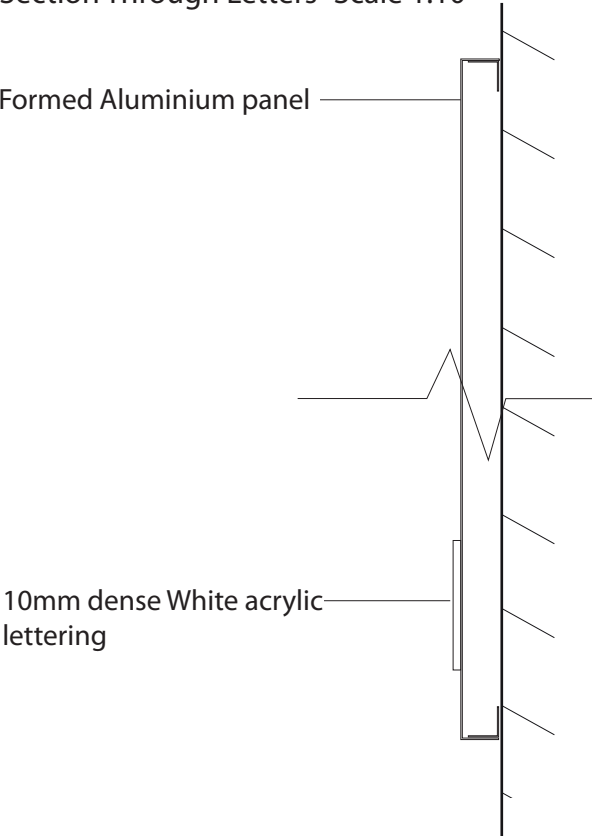
N.B Trademark to be applied fret cut vinyl

Scale 1:50

HEIGHT FROM GROUND TO UNDERSIDE OF SIGN - 3230mm



Section Through Letters- Scale 1:10



PMS 299 / RAL 5015 CMYK: 87, 8, 0, 0 RGB: 2, 156, 212 HTML: 029CD4	PMS 186 CMYK: 0, 100, 76, 8 RGB: 205, 32, 40 HTML: CD2028	PMS 201 CMYK: 0, 100, 65, 40 RGB: 163, 37, 57 HTML: A32539	PMS 698 CMYK: 0, 17, 9, 0 RGB: 242, 212, 215 HTML: F2D4DL	PMS 439 CMYK: 41, 58, 60, 80 RGB: 73,53,51 HTML: 493533	WHITE CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HTML: FFFFFFFF	RAL 9006 CMYK: 0, 0, 0, 0, 36.9 RGB: 161, 161, 160 HEX: #A1A1A0
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Site
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Job Number
158727A

Page
6

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W/Sales/Wendy's

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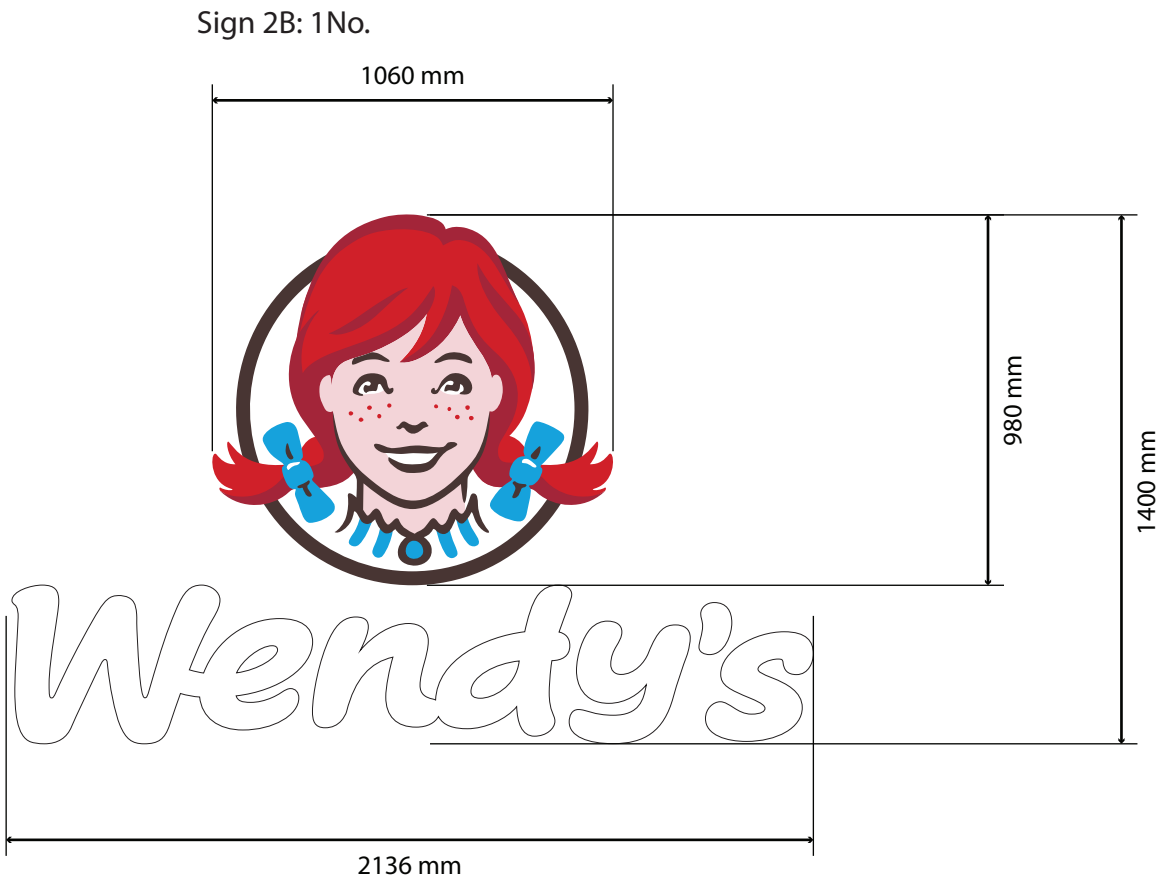
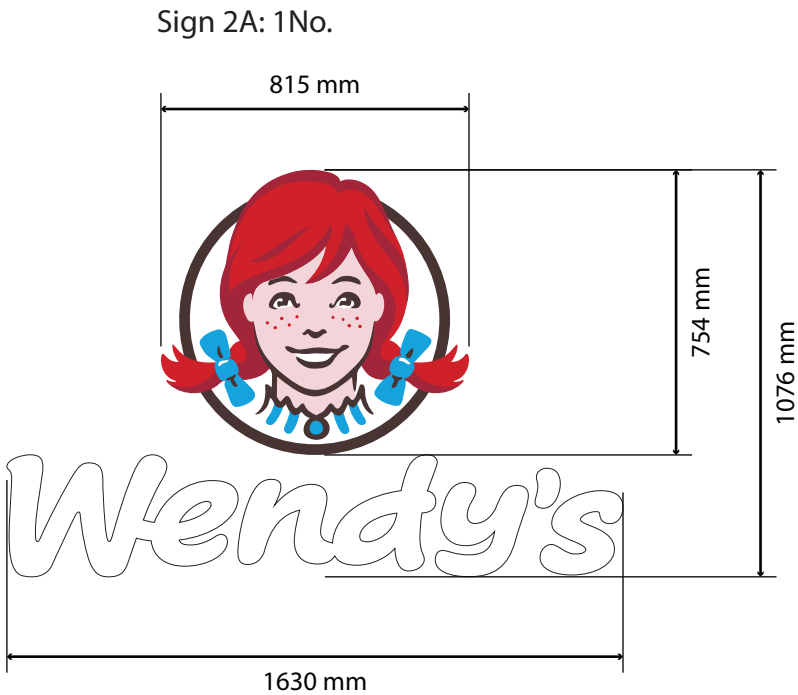
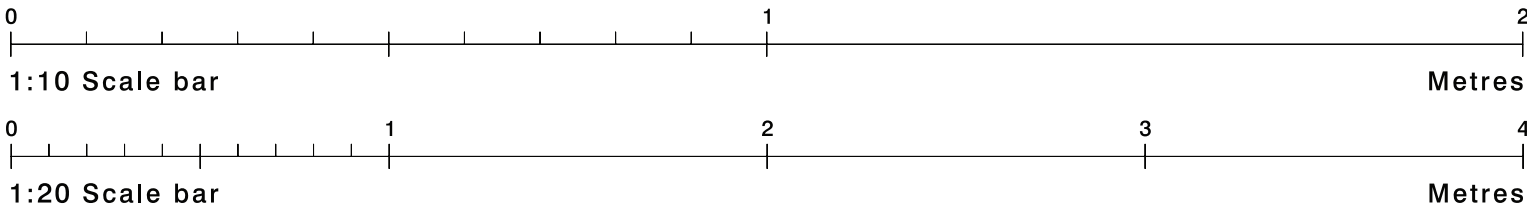


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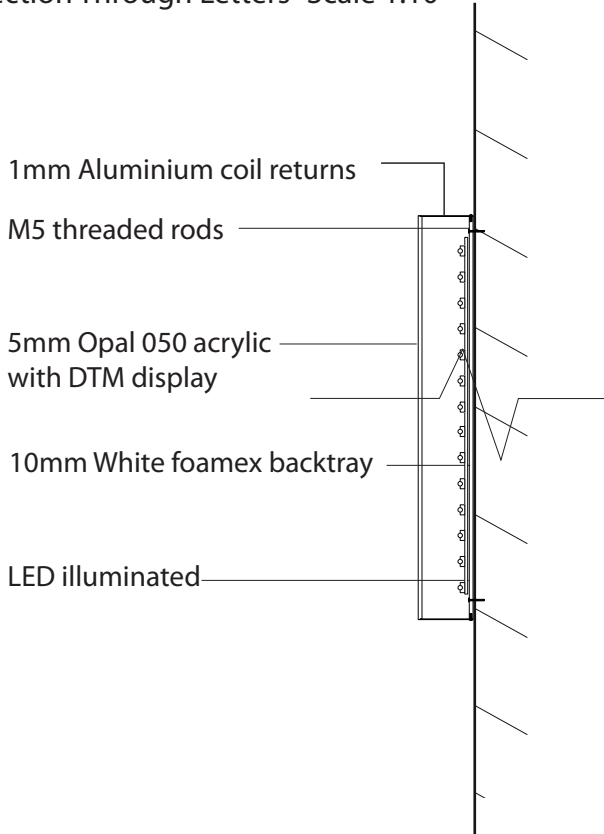
Sign 2 - Internally Illuminated Built up letters & logo

2No. Set of 'WENDY'S' letters & logo to be manufactured from 5mm Opal 050 acrylic face, with 1mm aluminium returns (at 80mm deep) finished Metallic Silver RAL 9006 'Cameo' Roundal to have digi print graphics to face. All to be fixed over 10mm white foamex backtray. Secured to using M5 threaded rods Letters & logo to be face illuminated via LED's Scale 1:20

SIGNAGE ILLUMINATION SHOULD NOT EXCEED 300cd/M²
HEIGHT FROM GROUND TO UNDERSIDE OF SIGN - 2A - 2610mm / 2B - 2210mm



Section Through Letters- Scale 1:10



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7
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