



Wendy's
BURGERS • CHICKEN • FRIES • FROSTY®

Reading - Planning

Issue 06 - 08/06/2026



DESIGN



CORPORATE
SIGNAGE

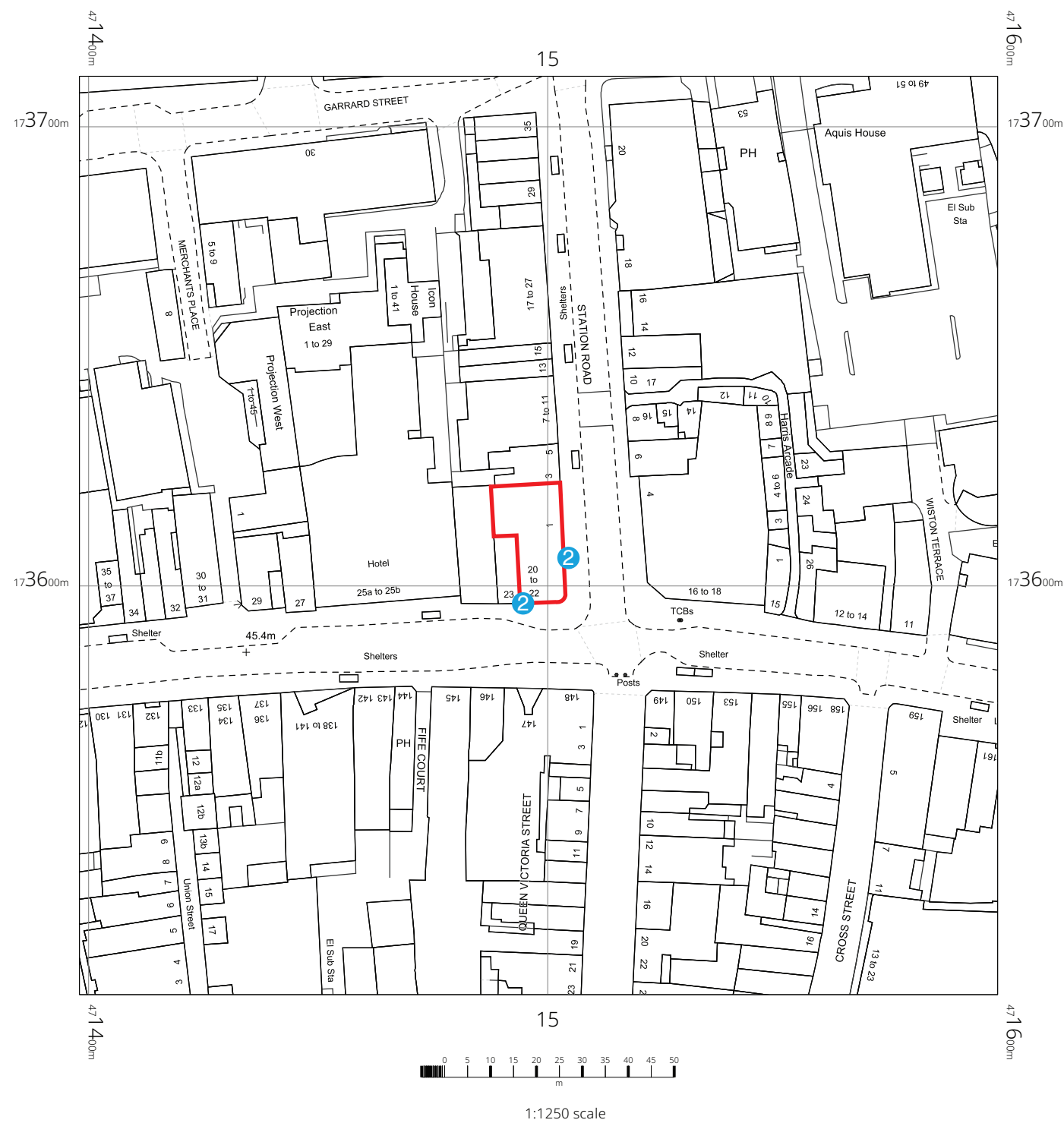


DIGITAL
SIGNAGE



AFTERSALES
CARE

SITE MAP



2 EXISTING Cameo logo,
New Built up internally illuminated letters

N
↑
Wendy's
1 Station Road,
Reading,
RG1 1LG



Site
Wendy's, Reading

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

Scale
as shown @ A3
Issue / Rev
Issue 6

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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EXISTING

SIDE ELEVATION



FRONT ELEVATION



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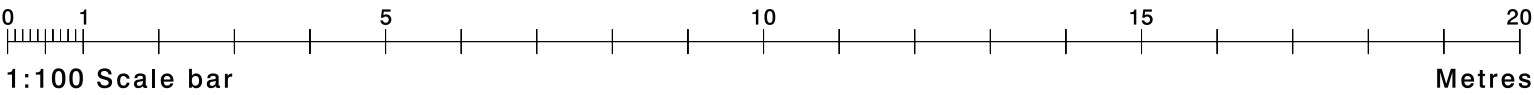
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ELEVATIONS

Scale 1:100



Existing Projection sign
to be retained

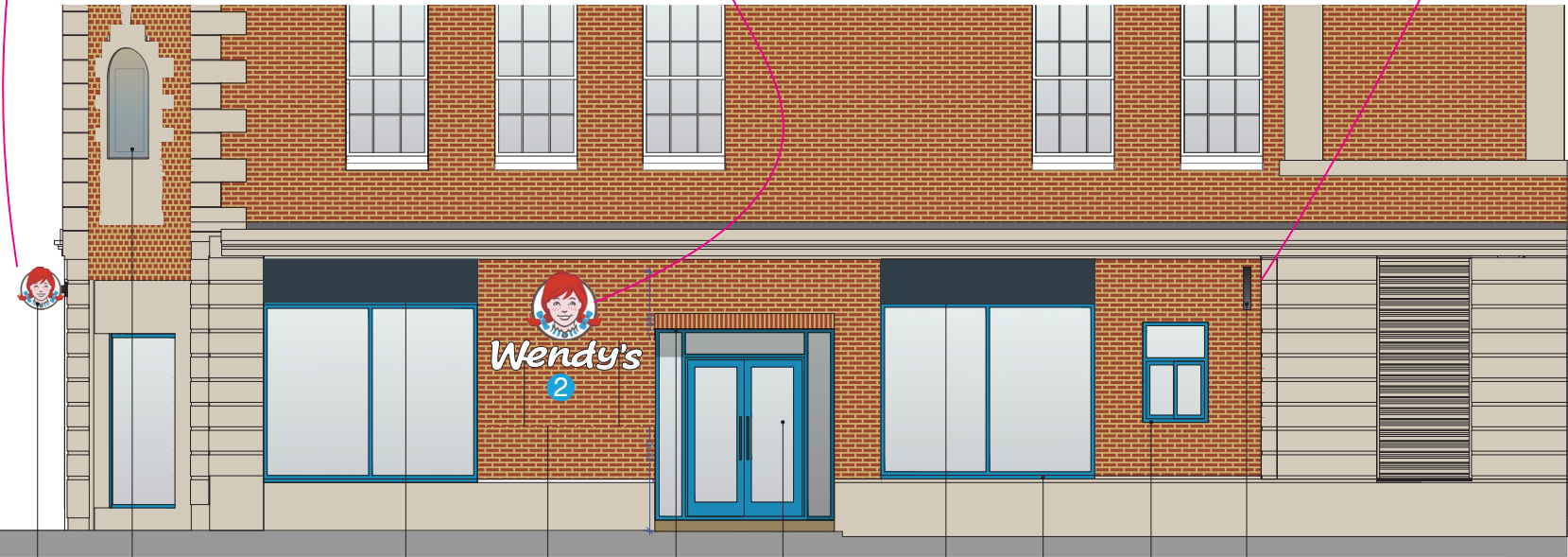
Existing Projection sign
to be retained

2 EXISTING Cameo logo,
New Built up internally illuminated letters



01 FRIAR ST. ELEVATION

Existing Cameo to be retained



02 STATION RD. ELEVATION



Site
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5

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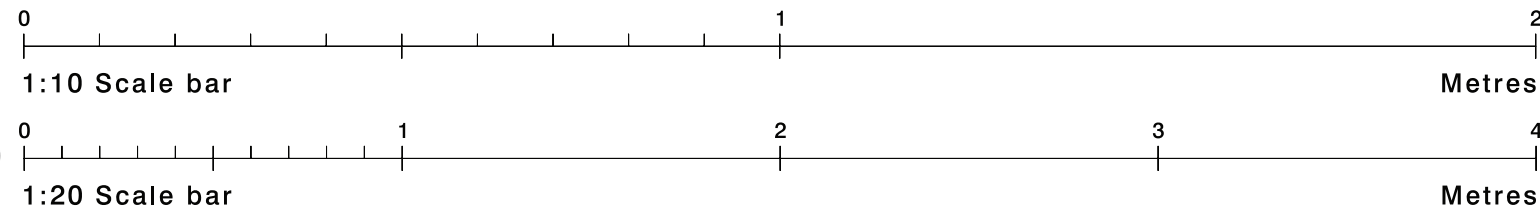
Sales Rep
CS
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Sign 2 - Internally Illuminated Built up letters

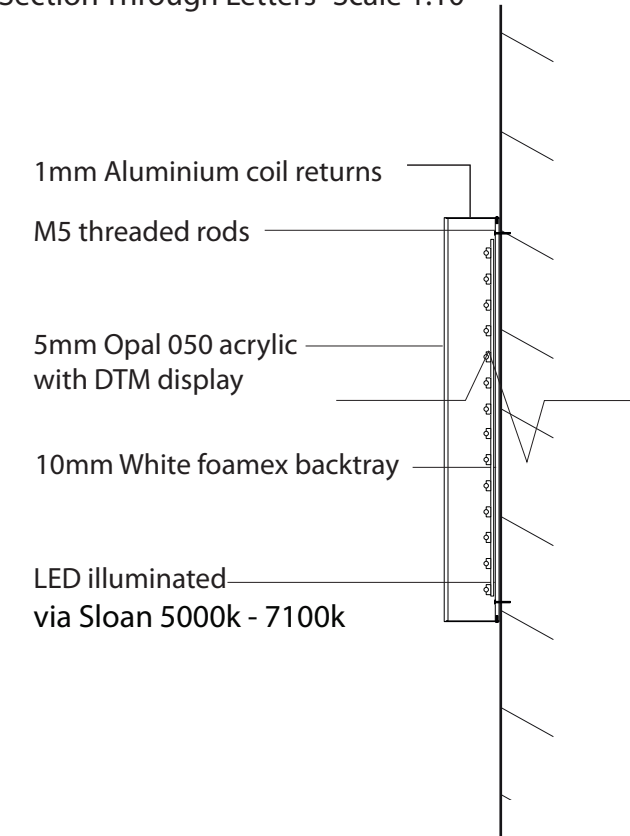
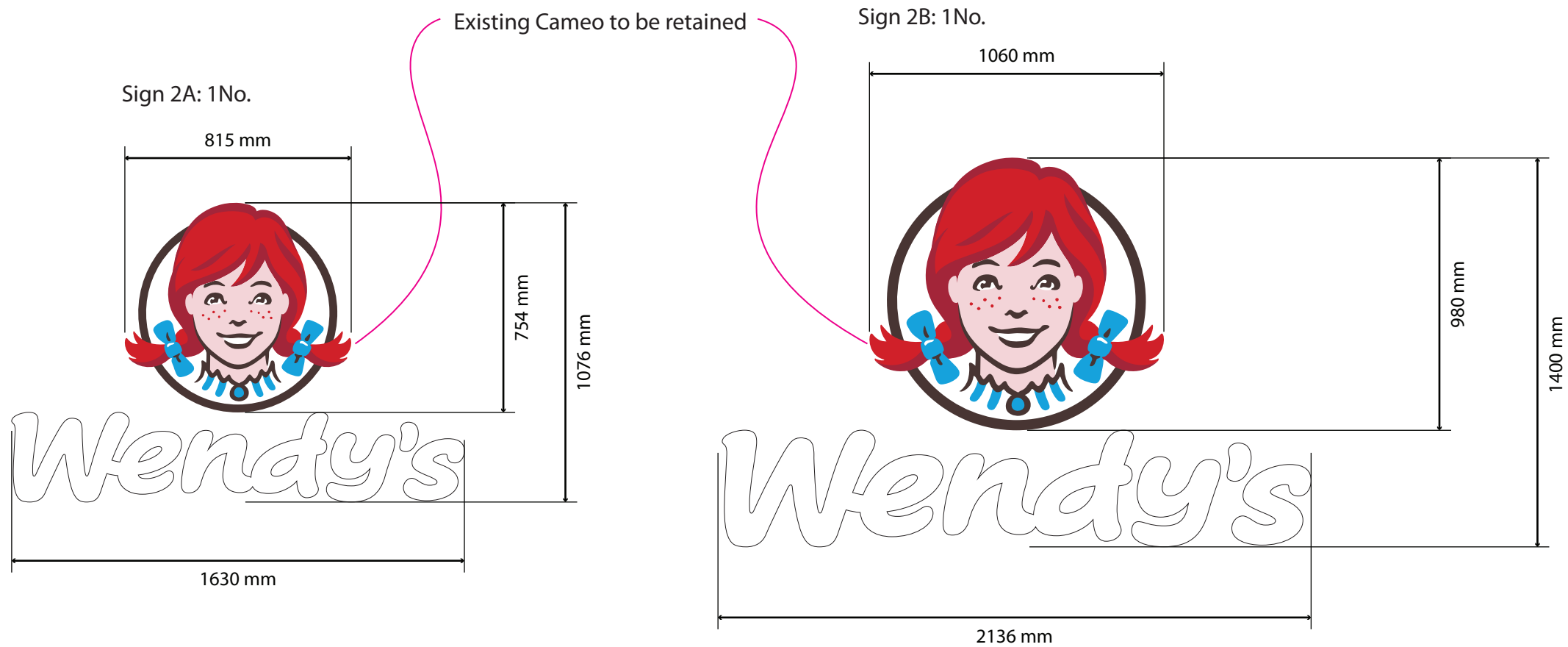
2No. Set of 'WENDY'S' letters to be manufactured from 5mm Opal 050 acrylic face, with 1mm aluminium returns (at 100mm deep) finished RAL 9005 Black Matt (To match existing cameo's on site) All to be fixed over 10mm white foamex backtray. Secured using M5 threaded rods Letters to be face illuminated via Sloan 6500K LED's Scale 1:20



SIGNAGE ILLUMINATION SHOULD NOT EXCEED 300cd/M²

HEIGHT FROM GROUND TO UNDERSIDE OF SIGN - 2A - 2600mm / 2B - 2230mm

Section Through Letters- Scale 1:10



PMS 299 / RAL 5012 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, 36.9 RGB: 161, 161, 160 HEX: #A1A1A0	BLACK RAL 9005
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