

astley.

Delivering creative brand environments
through signage, print and digital solutions



Client:
Cushman & Wakefield

Date:
28.07.26

Full Address:
Brunel Retail Park
Reading
RG2 0HS

Drg by:
MR

Drawing Ref:
G_92643-E

Title:
Totems

Visual Status:
For review

Revisions

Rev	Description	Date
-	Initial issue	22.04.26
A	Additional brand options added	08.05.26
B	Brand option confirmed. Planning details & mock images added.	20.05.26
C	Revised preferred option. Secondary colour option added to last page.	01.06.26
D	Preferred option confirmed. Approved for planning.	01.07.26



PANTONE 2309 C 50%
RAL 1013 MATT
C8 M21 Y31 K0

PANTONE BLACK C
RAL 6022 MATT
C72 M69 Y73 K58

Existing totems



Existing totem to be removed and replaced with new

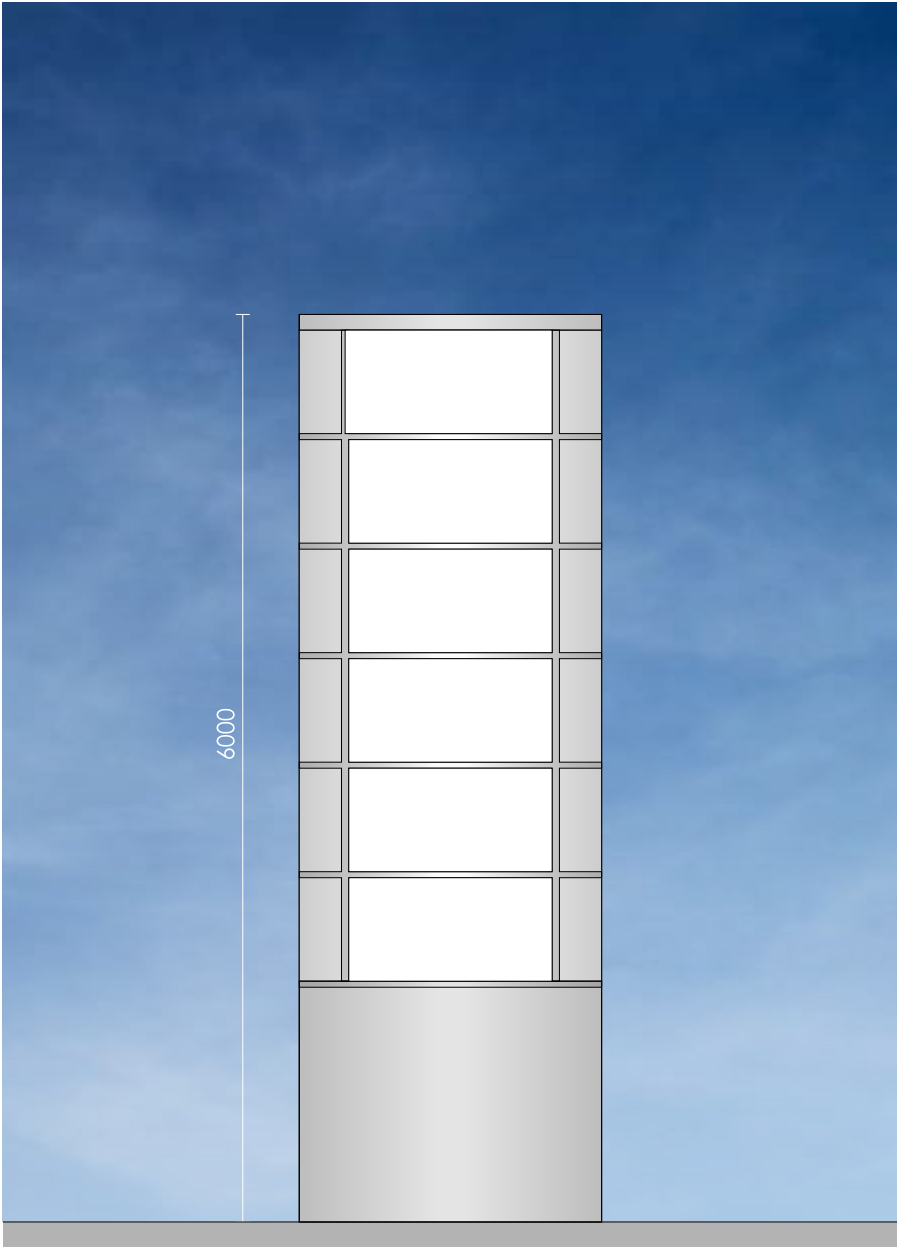


2no existing totems at main entrance to be removed and not replaced



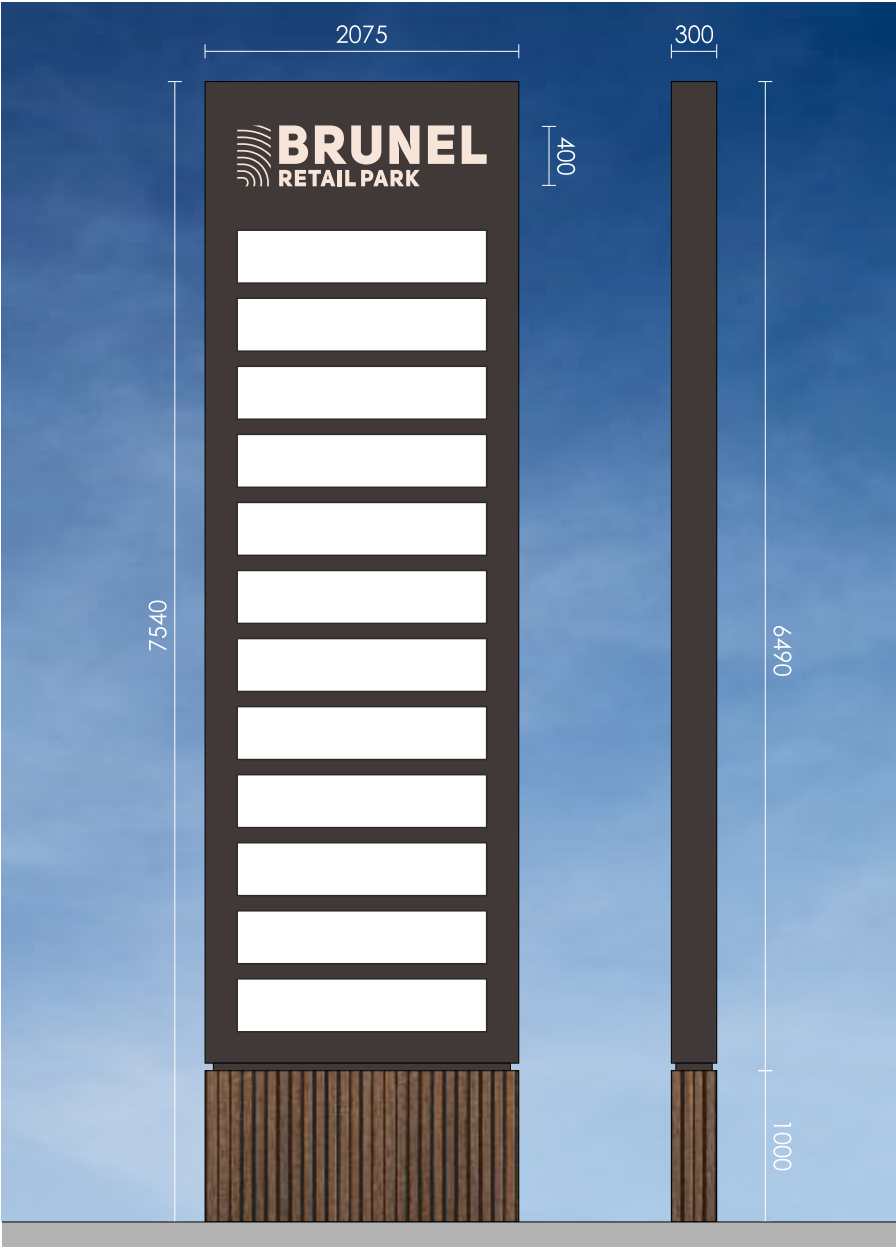
Existing totem to be removed and replaced with new

EXISTING



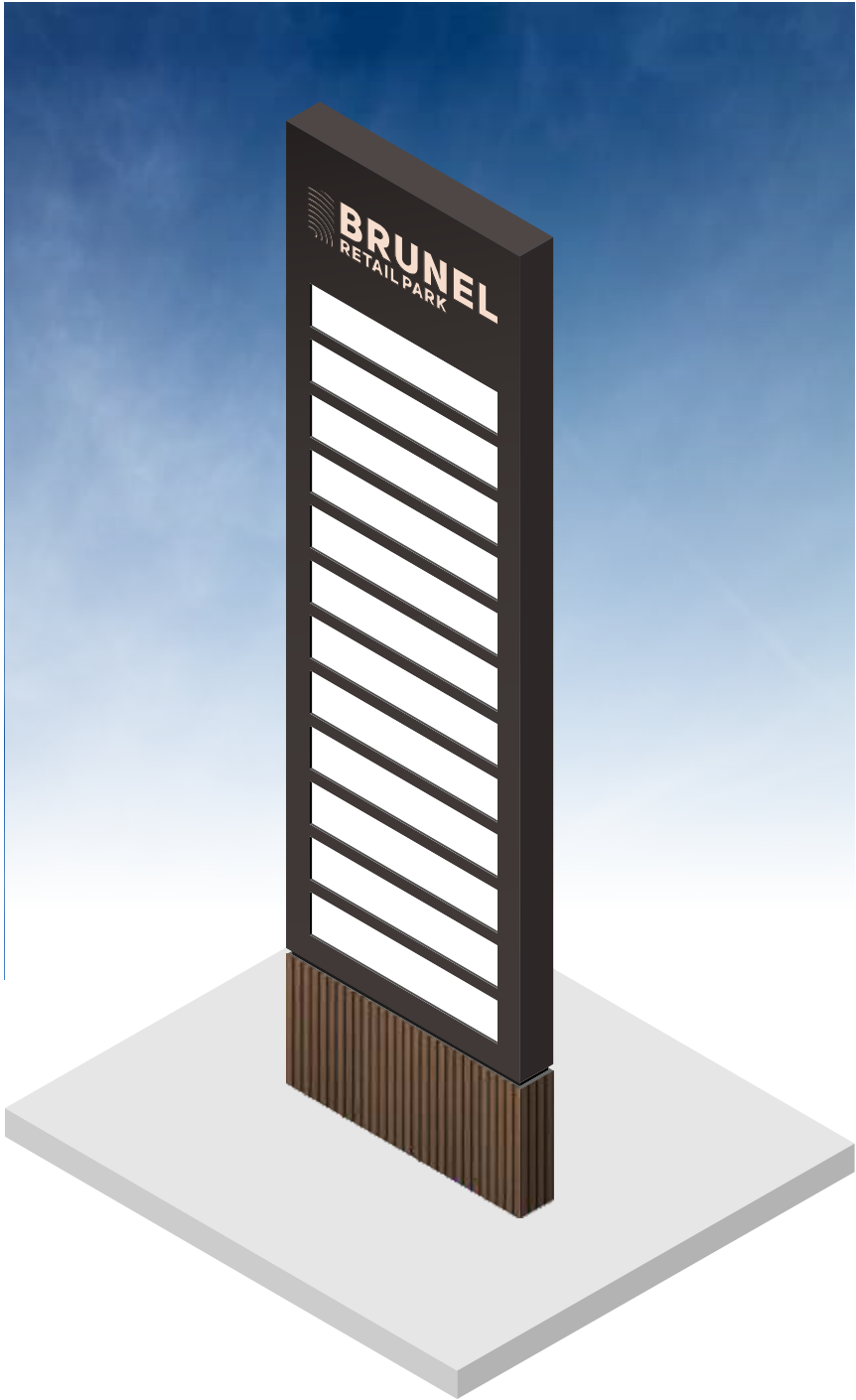
1:45@A3 Face of cylinder

PROPOSED



1:45@A3 Face & Rear View Side View

3D example



Specification
2075 x 7540mm double-sided totems.

S355 mild steel framework with base plates, finished standard RAL colour. Ground cage to be supplied to site and installed by others into suitable foundations. Frame clad with stencil cut (header & tenant) fabricated aluminium panels, finished RAL 6022 matt. Panels backed off with acrylic, with digitally printed vinyls applied - Illumination via LEDs.

Qty 2no

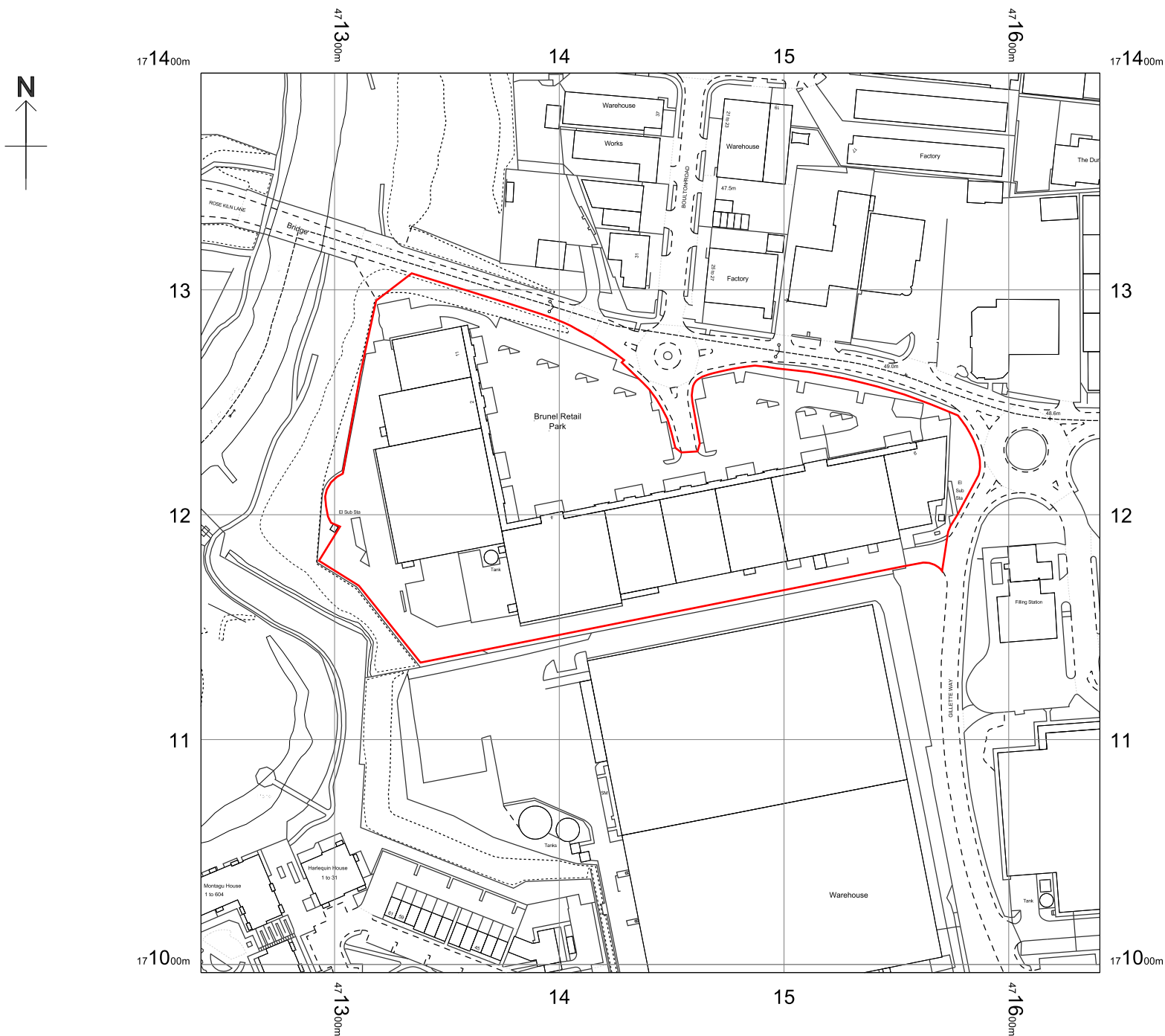
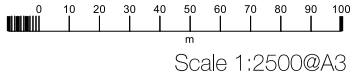
Sign static face illumination.
Illumination levels less than 300cd/m2



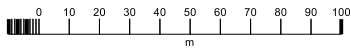








Sign Locations



Scale 1:2500@A3

