

Time Inc.

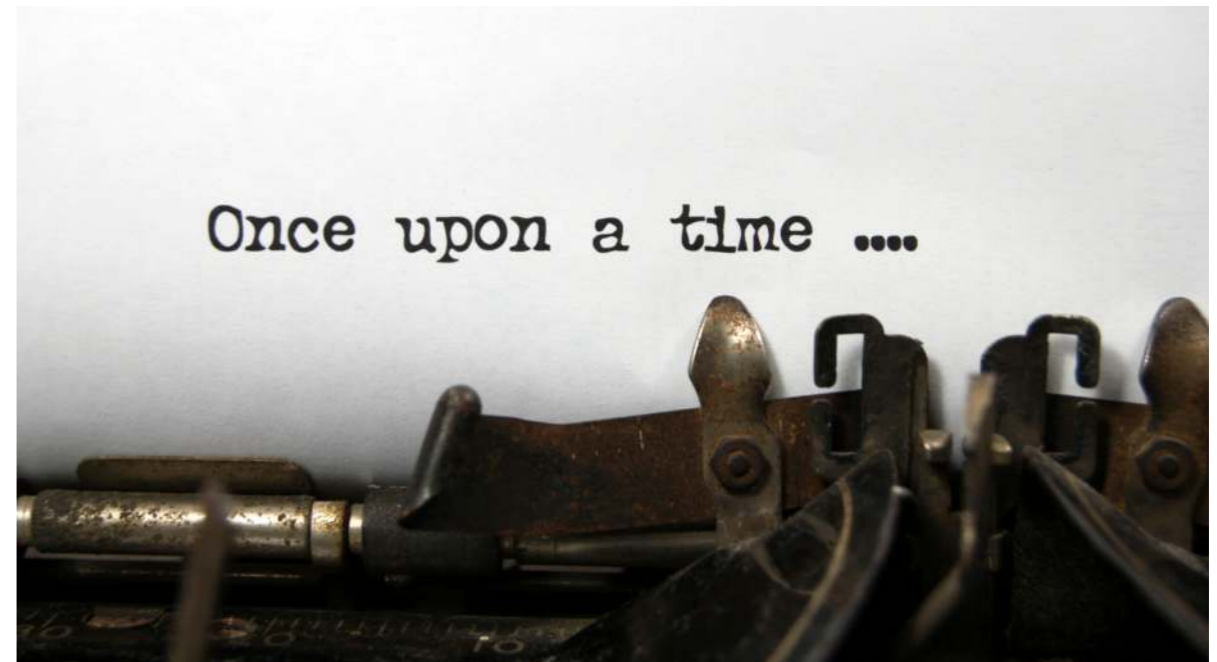
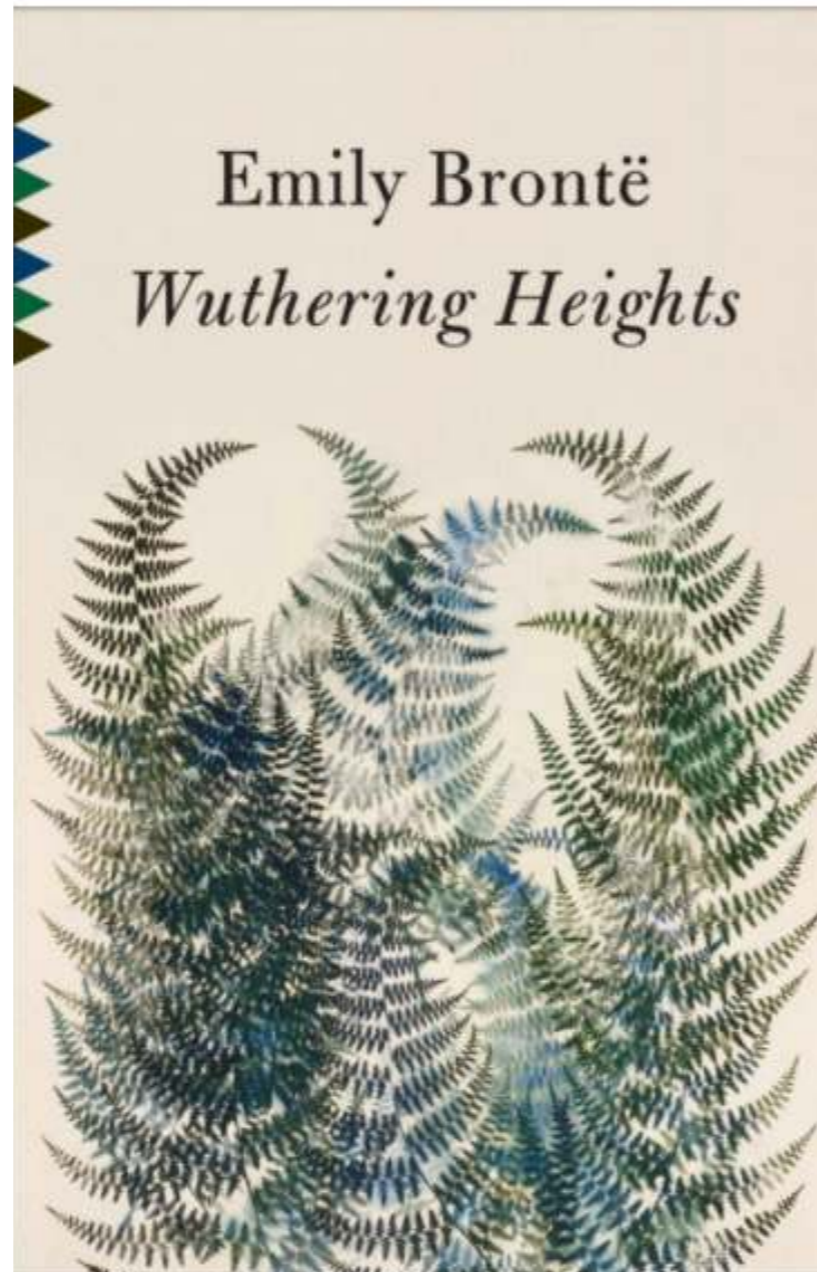
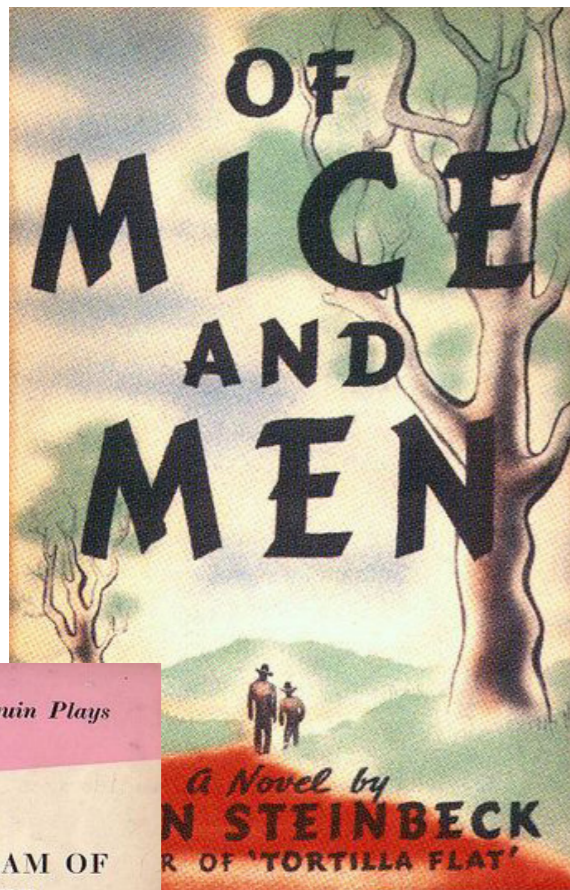
Graphics and Branding
Concept Development

25th November 2016

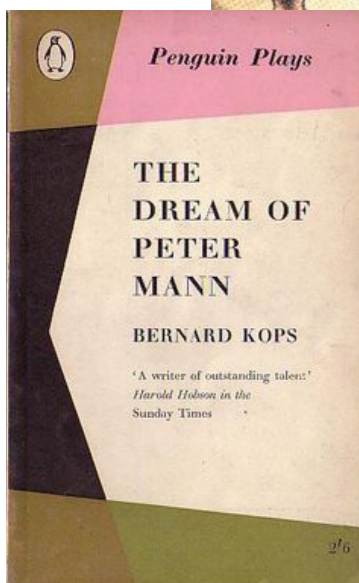
We create stories...

This is home to a creative hub of storytellers. We are inspired by stories and narratives. These are snippets of our most inspired tales.

“Maybe ever’body in the whole damn world is scared of each other.”

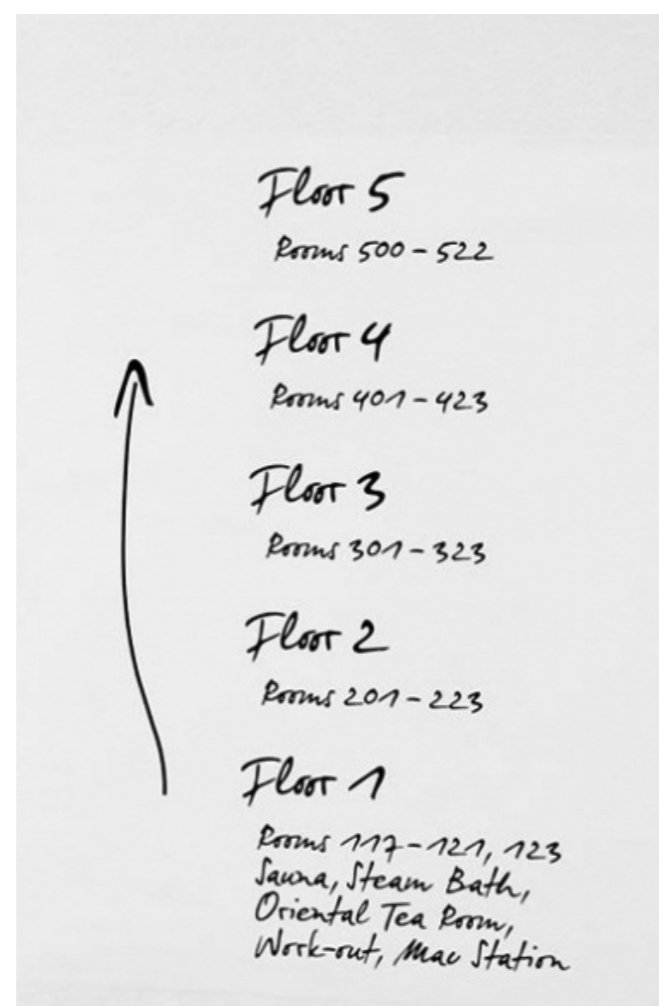


“Whatever our souls are made of his and mine are the same”



Graphical Elements...

Graphical Elements - Selected Preferred Font



Notera

FONT: Notera

COSTS: £43.99 1 Licensed User

USAGE: Desktop Only

LINK: <http://www.myfonts.com/fonts/mawns/notera/#style/252352>

NB: TO BE PURCHASED BY THE ARTWORKER / INSTALLATION TEAM AND BILLED DIRECTLY TO CLIENT

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

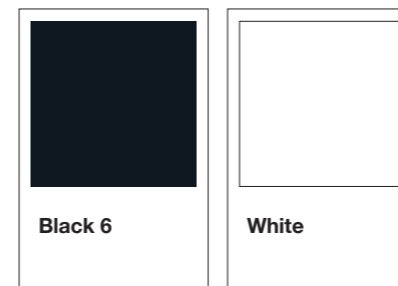
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Notera

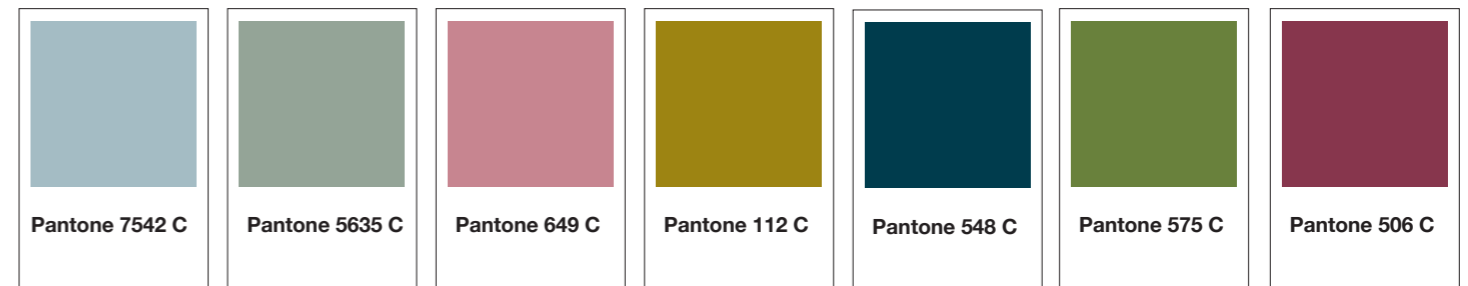
TOV Font: Inspired by Handwriting
Notera: Used for headings and titles



Pattern: Inspired by doodles in sketchbooks
Soft abstract pattern Inspired by desk doodles and handwritten typeface



Primary Colour Palette



Secondary Colour Palette:

Warm

Friendly

Informal

Personable



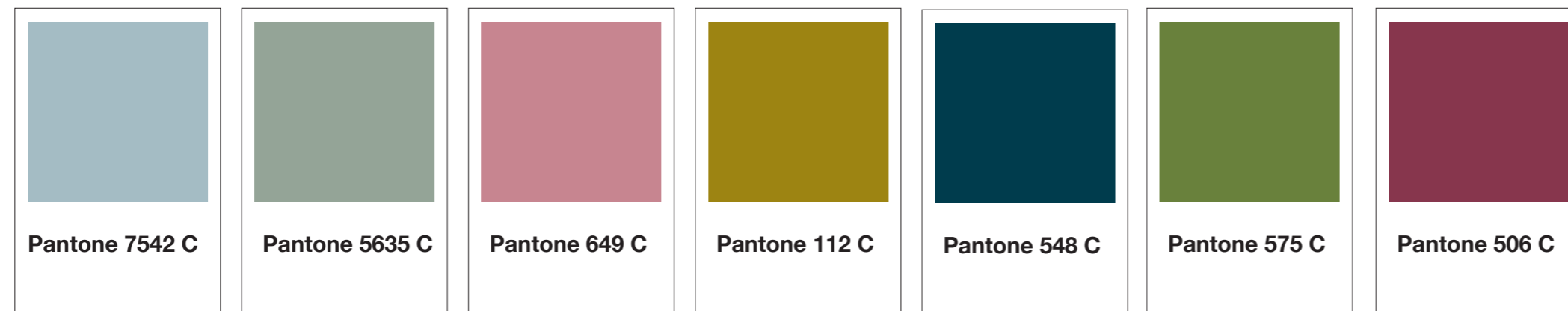
Graphical Elements - Selected Colour Overview



Existing finishes overview



Tea point zones



Secondary colour palette:

Ground Floor Lobby...

GF Lobby - Entrance - Back Panel



Large freestanding panel situated behind GF reception desk



Large freestanding panel with graphic decal applied to front face

FONT: NOTERA (TO BE PURCHASED BY ARTWORKER)
CAP HEIGHT: 510MM APPROX
COLOUR: TO MATCH PANTONE 5635 C

GRAPHIC DECAL APPLIED DIRECTLY TO FREESTANDING BACKWALL PANEL.

NB: ELEVATION NOT TO SCALE

ALL DIMENSIONS AND SIZES SHOWN ARE APPROXIMATIONS FOR COSTING ONLY

GF Lobby - Entrance - Floor Decal

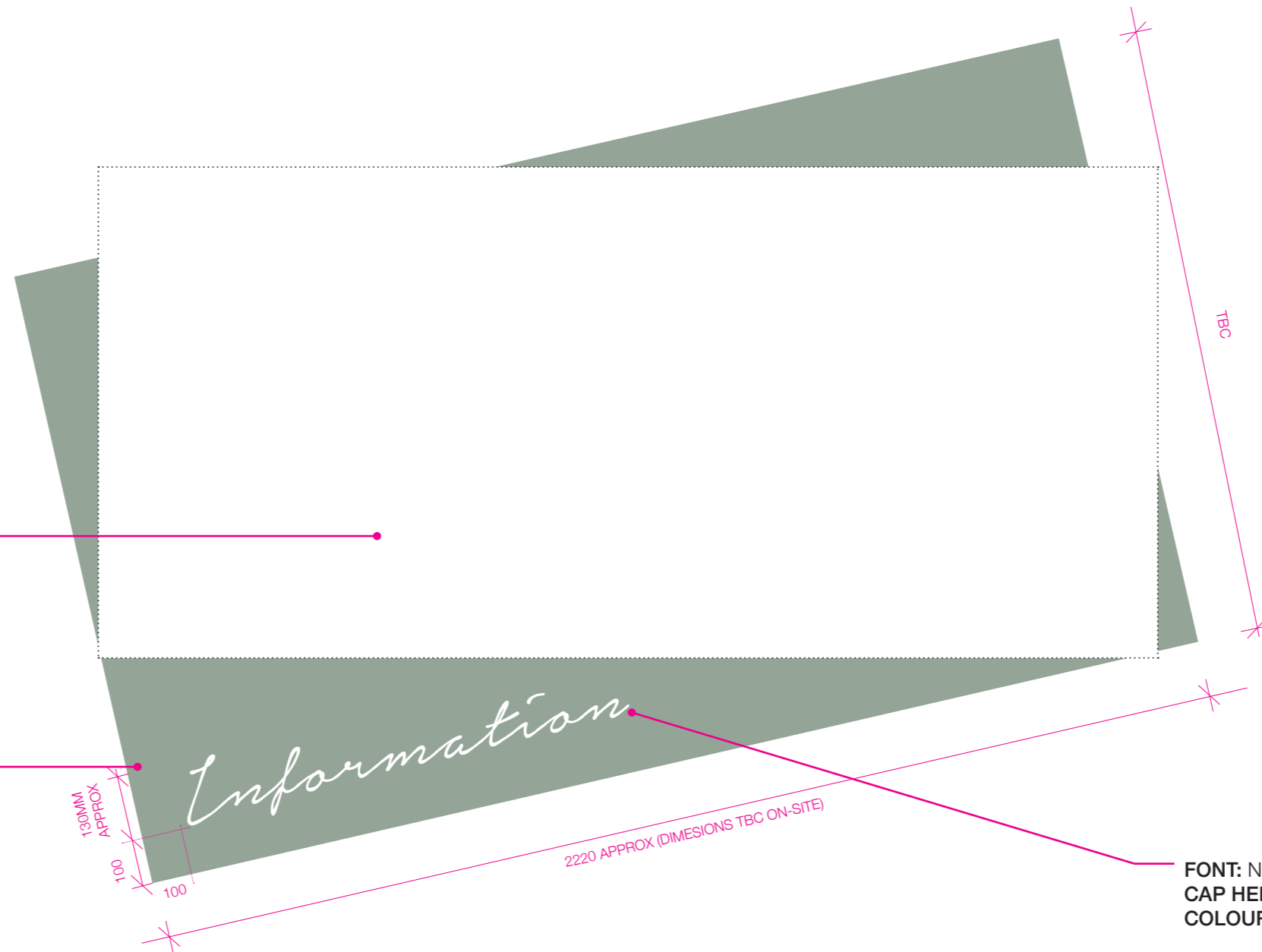
SUPPLIERS TO CONFIRM ALL MEASUREMENTS ON-SITE. SUPPLIERS FINAL ARTWORK TO BE APPROVED BY BJD.



'Information' message floor decal treatment

Desk: plan view
NB: FOR VISUAL REFERENCE ONLY

Floor decal



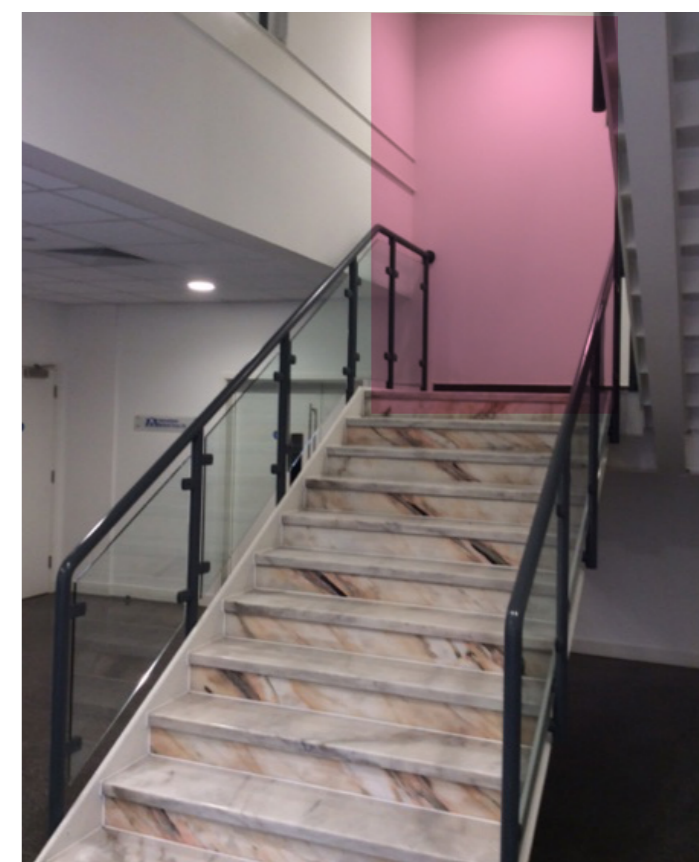
FONT: NOTERA (TO BE PURCHASED BY ARTWORKER)
CAP HEIGHT: 130MM APPROX
COLOUR: TO MATCH PANTONE 5635 C

GRAPHIC DECAL APPLIED DIRECTLY TO THE FLOOR
NB: PLAN NOT TO SCALE
ALL DIMENSIONS AND SIZES SHOWN ARE APPROXIMATIONS FOR COSTING ONLY

GF Lobby - Digital Screen Opportunity



16:9 STACKED DIGITAL SCREENS BRACKETED AND FIXED TO THE WALL
TIME INC. CONTROLLED CONTENT ON LOOP



Opportunity at top of stairwell



GF Lobby - Waiting Area - General Mood and feel



Magazine display: Soft use of tone of voice typography around lift areas

60MM APPROX

Please help yourself to one of our magazines.

GRAPHIC DECAL APPLIED DIRECTLY TO MAGAZINE DISPLAY
 ALL DIMENSIONS AND SIZES SHOWN ARE APPROXIMATIONS
 FOR COSTING ONLY

FONT: NOTERA (TO BE PURCHASED BY ARTWORKER)
 CAP HEIGHT: 60MM APPROX
 COLOUR: TO MATCH PANTONE BLACK 6 C



Pop of colour



Doodle scribble rug

GF Lobby - Waiting Area - Bespoke Rug Graphic Printed Design



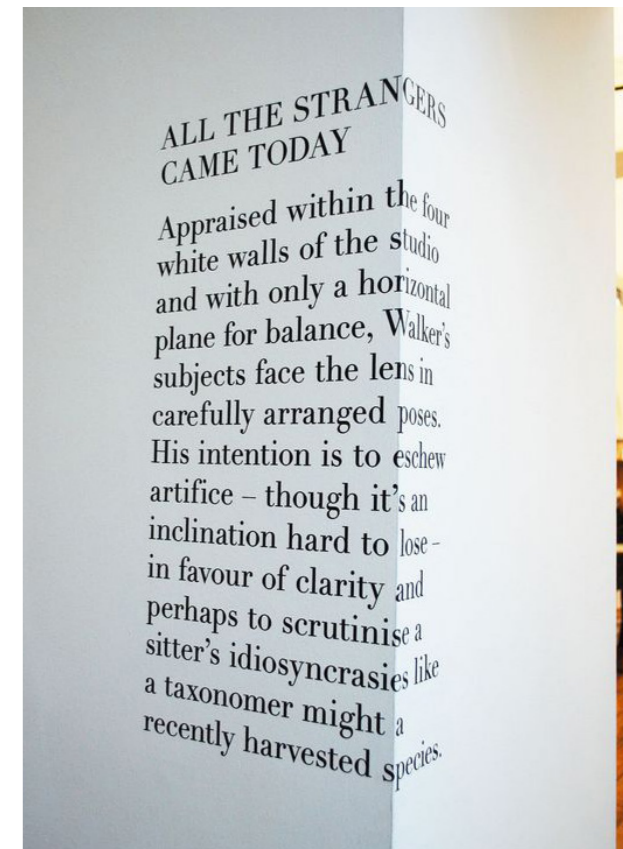
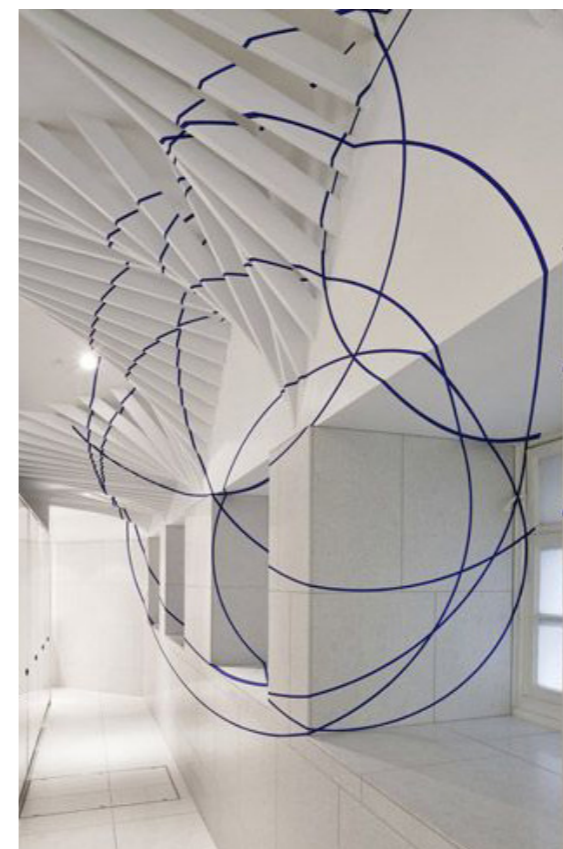
BESPOKE RUG CUT TO SIZE WITH PRINTED BESPOKE PATTERN

GF Lobby - Void Area

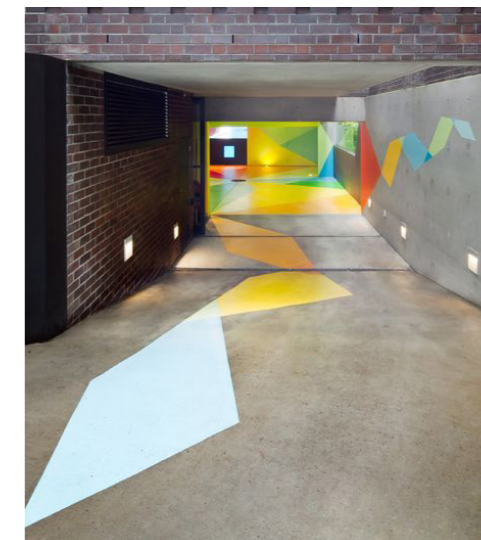
SUPPLIERS TO CONFIRM ALL MEASUREMENTS ON-SITE. SUPPLIERS FINAL ARTWORK TO BE APPROVED BY BJD.



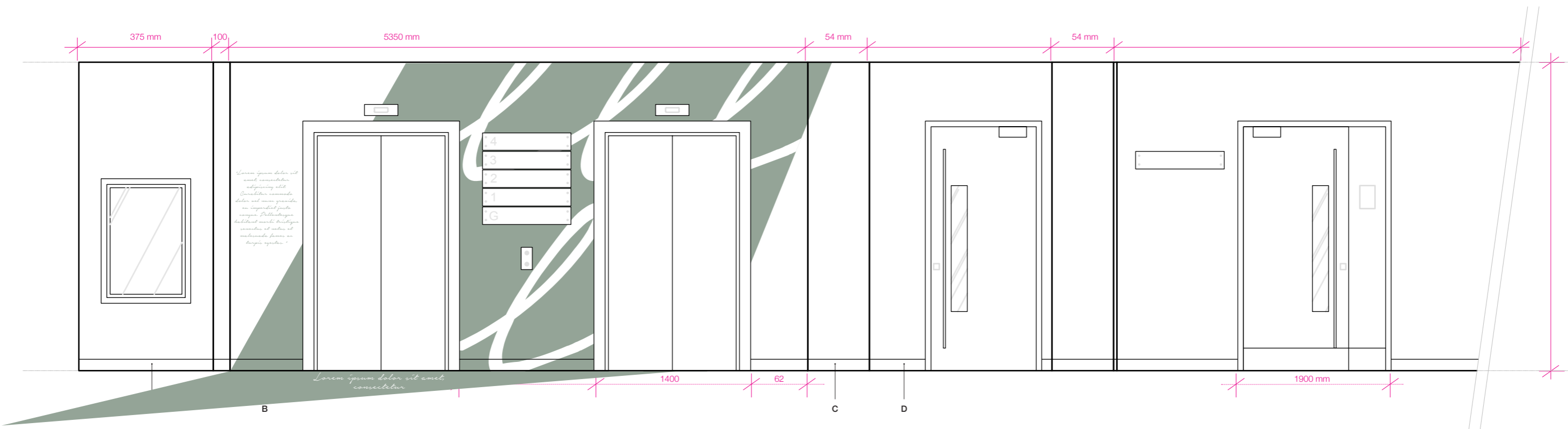
VOID AREA ELEVATION: GRAPHIC DECAL PATTERN APPLIED DIRECTLY TO THE WALL SURFACES THROUGHOUT THE ENTIRE VOID AREA WRAPPING IN PARTS TO FLOOR. COLOUR TO MATCH PANTONE 5635 C
NB: ELEVATION NOT TO SCALE



Lifts...



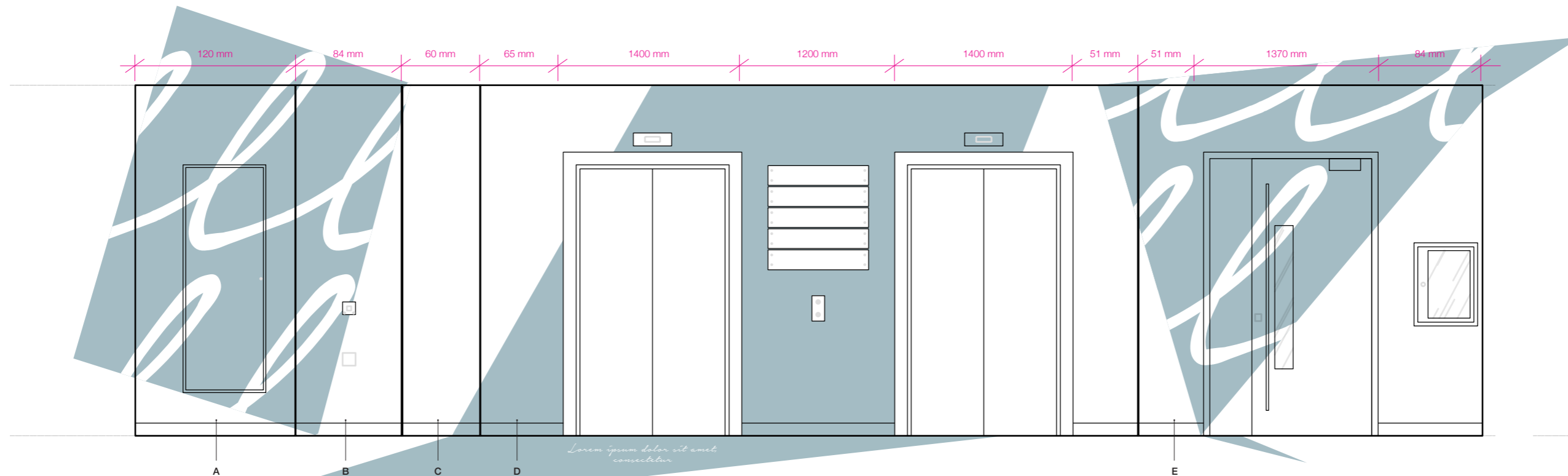
Inspiration



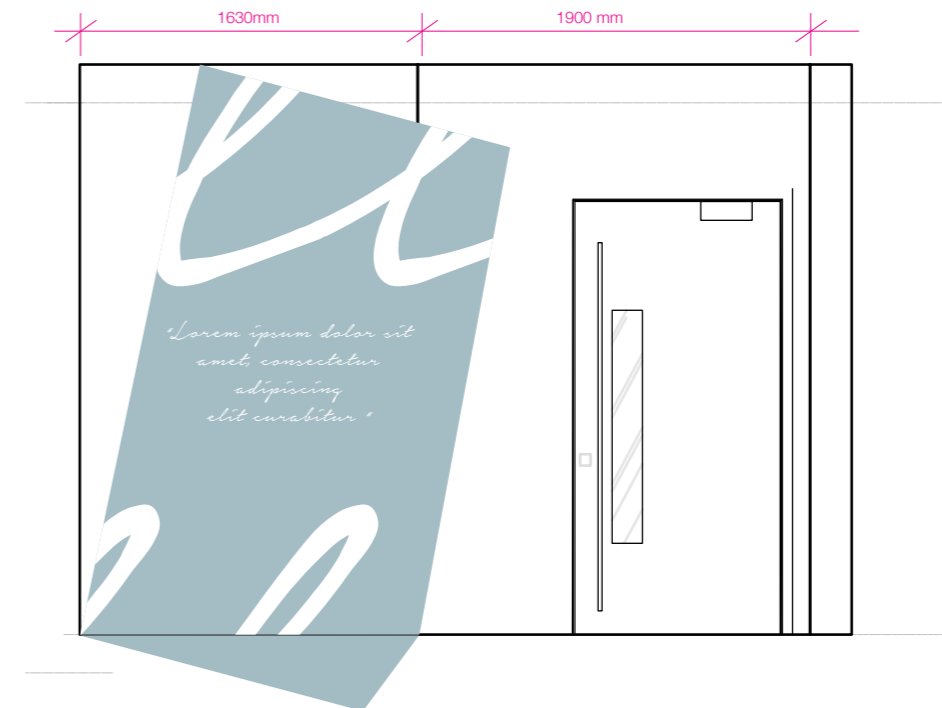
GF LIFT ELEVATION: GRAPHIC DECAL PATTERN APPLIED DIRECTLY TO THE WALL WRAPPING IN PARTS TO FLOOR AND CEILING.
 COLOUR TO MATCH PANTONE 5635 C
 NB: ELEVATION NOT TO SCALE

SUPPLIERS TO CONFIRM ALL MEASUREMENTS ON-SITE. SUPPLIERS FINAL ARTWORK TO BE APPROVED BY BJD.

1F Lifts - Graphical Treatment



1F Lift Elevation
NB: ELEVATION NOT TO SCALE



1F Internal Door Elevation
NB: Elevation not to scale

SUPPLIERS TO CONFIRM ALL MEASUREMENTS ON-SITE. SUPPLIERS FINAL ARTWORK TO BE APPROVED BY BJD.

1F LIFT ELEVATION: GRAPHIC DECAL PATTERN APPLIED DIRECTLY TO THE WALL WRAPPING IN PARTS TO FLOOR AND CEILING. COLOUR TO MATCH PANTONE 7542 C
NB: ELEVATION NOT TO SCALE

1F Lifts - Graphical Treatment

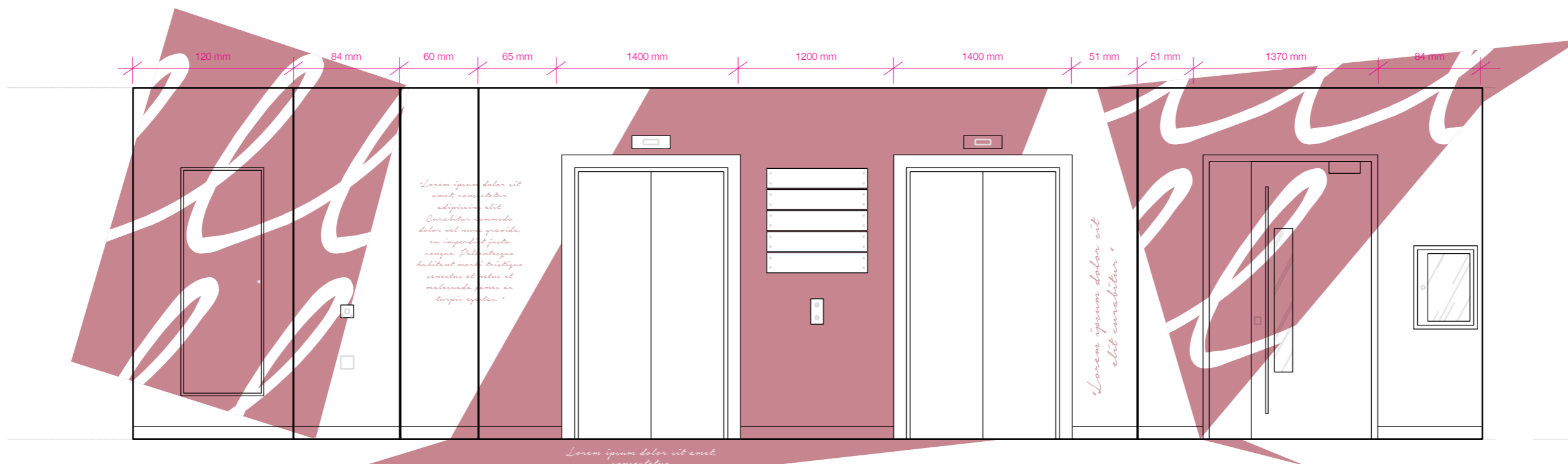


Render of 1st Floor lift Lobby Space

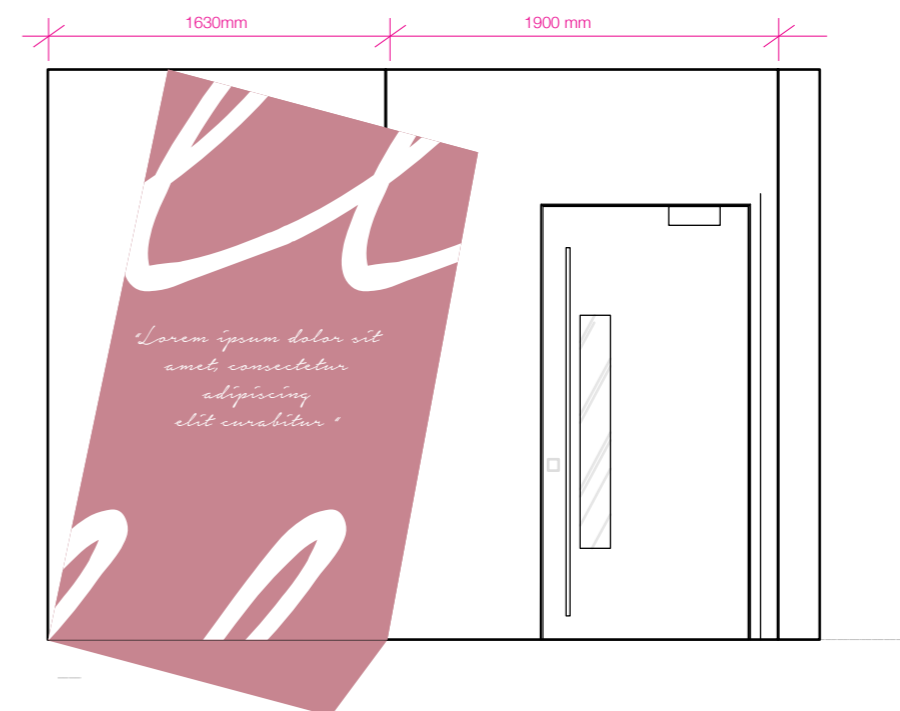


3D View of 1st Floor lift Lobby Space

2F Lifts - Graphical Treatment



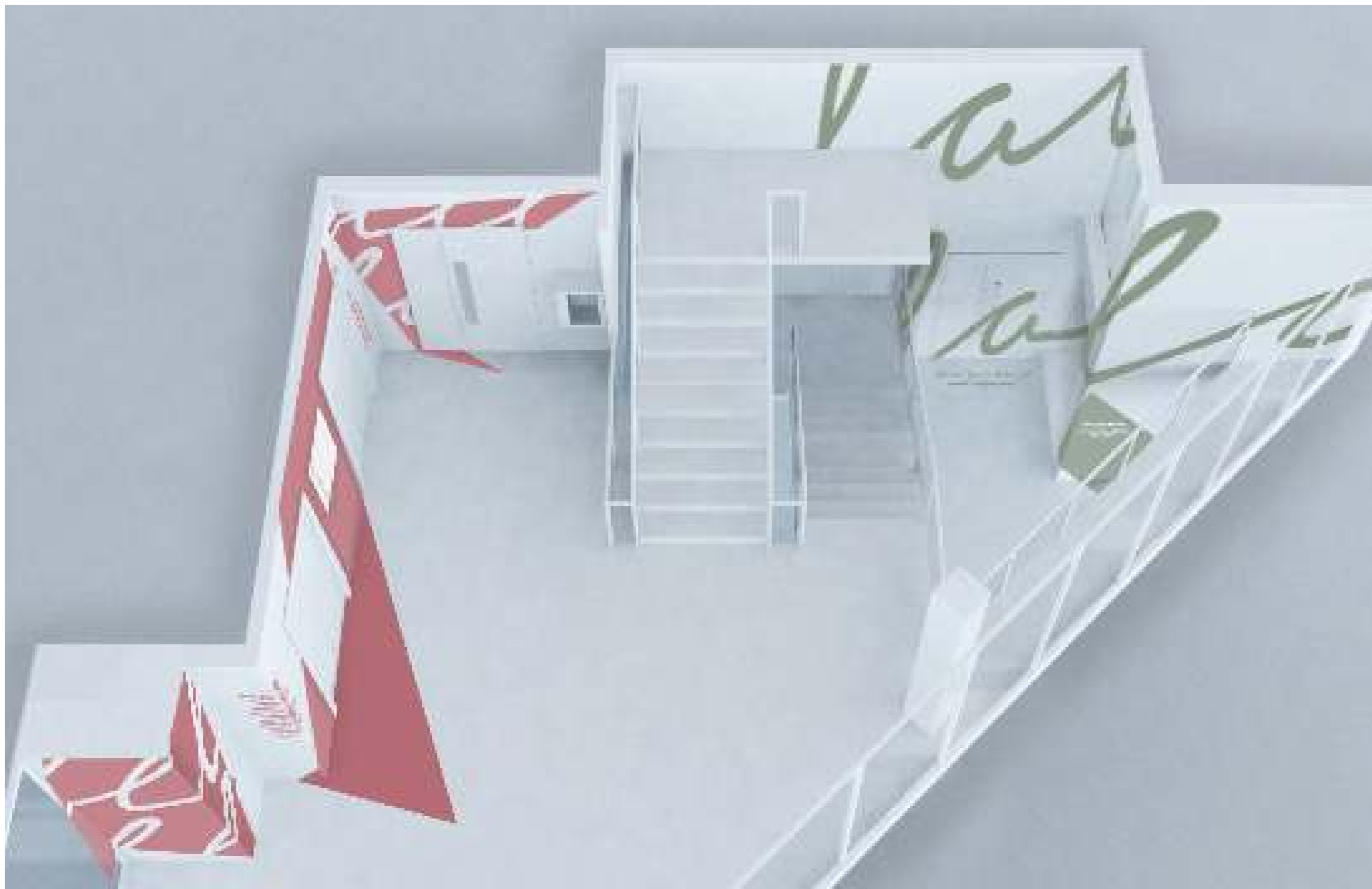
2F Lift Elevation
NB: ELEVATION NOT TO SCALE



2F Internal Door Elevation
NB: Elevation not to scale

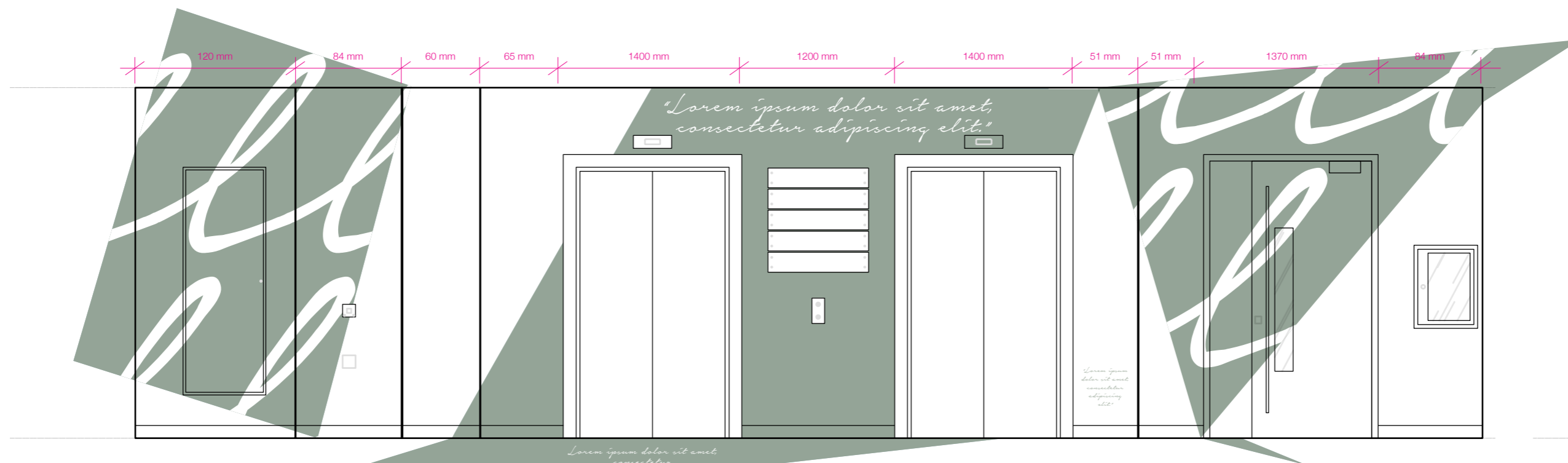
SUPPLIERS TO CONFIRM ALL MEASUREMENTS ON-SITE. SUPPLIERS FINAL ARTWORK TO BE APPROVED BY BJD.

2F LIFT ELEVATION: GRAPHIC DECAL PATTERN APPLIED DIRECTLY TO THE WALL WRAPPING IN PARTS TO FLOOR AND CEILING. COLOUR TO MATCH PANTONE 649 C
NB: ELEVATION NOT TO SCALE

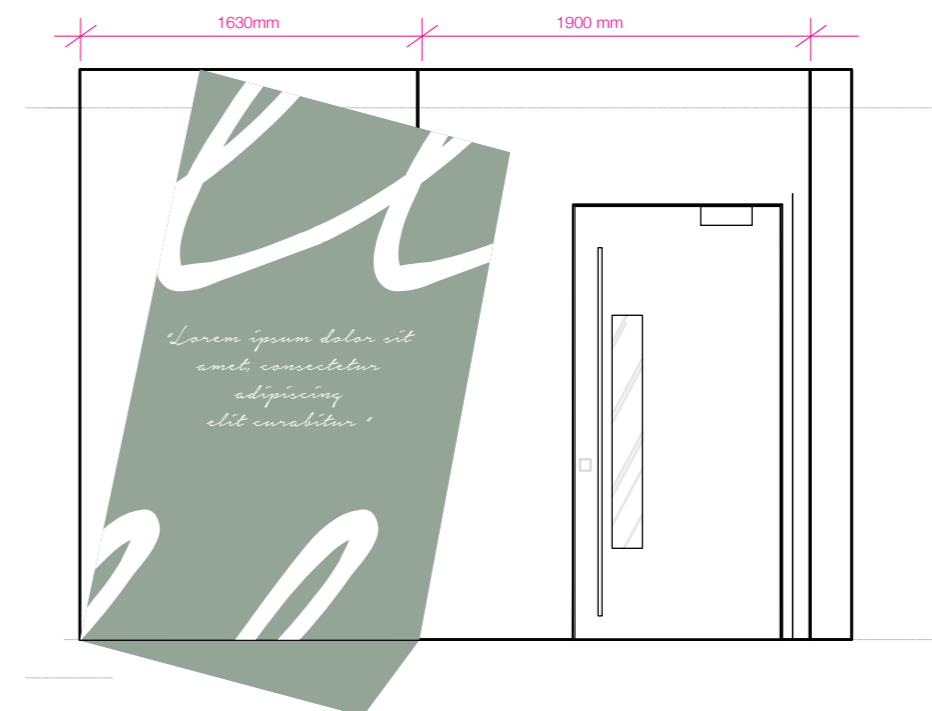


3D Axonometric View Showing 2nd Floor Lift Lobby and Void Area

3F Lifts - Graphical Treatment



2F Lift Elevation
NB: ELEVATION NOT TO SCALE



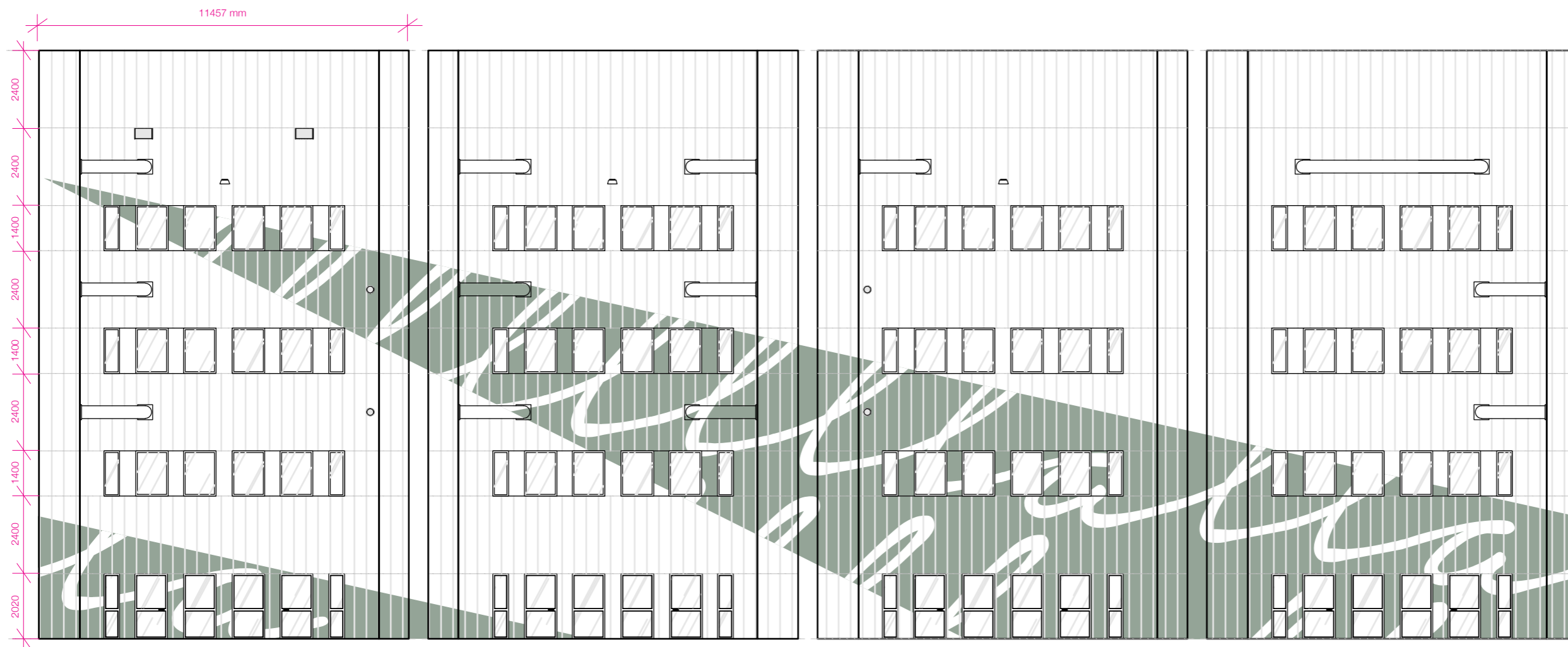
3F Internal Door Elevation
NB: Elevation not to scale

SUPPLIERS TO CONFIRM ALL MEASUREMENTS ON-SITE. SUPPLIERS FINAL ARTWORK TO BE APPROVED BY BJD.

GF LIFT ELEVATION: GRAPHIC DECAL PATTERN APPLIED DIRECTLY TO THE WALL WRAPPING IN PARTS TO FLOOR AND CEILING. COLOUR TO MATCH PANTONE 5635 C
NB: ELEVATION NOT TO SCALE

Atrium...

Atrium - Graphical Treatment



Atrium Overview Elevation

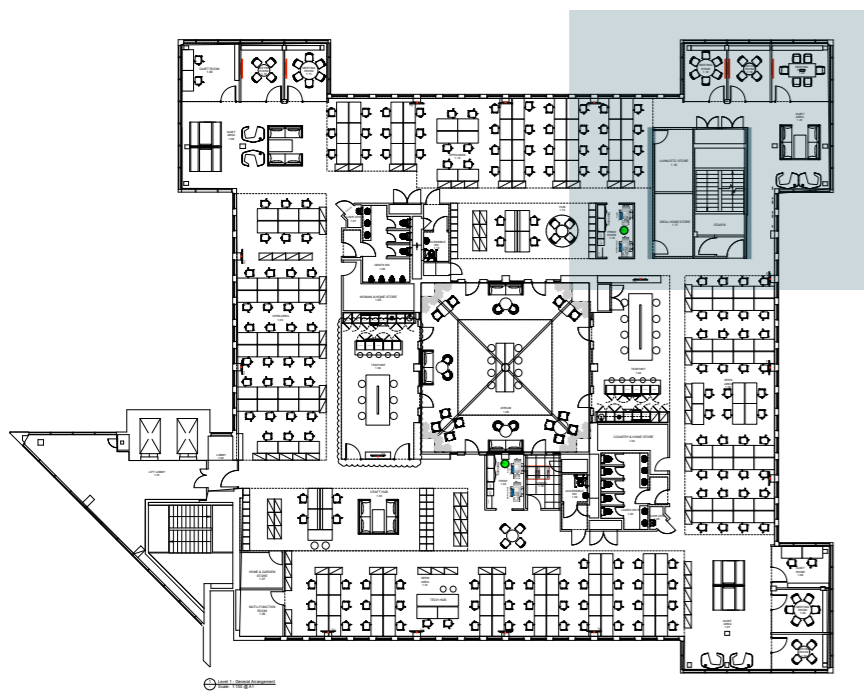
ATRIUM ELEVATION: GRAPHIC DECAL PATTERN APPLIED DIRECTLY TO THE WALL SURFACES THROUGHOUT THE ENTIRE ATRIUM AREA.
 COLOUR TO MATCH PANTONE 5635 C
 NB: ELEVATION NOT TO SCALE

SUPPLIERS TO CONFIRM ALL MEASUREMENTS ON-SITE. SUPPLIERS FINAL ARTWORK TO BE APPROVED BY BJD.



Other Areas...

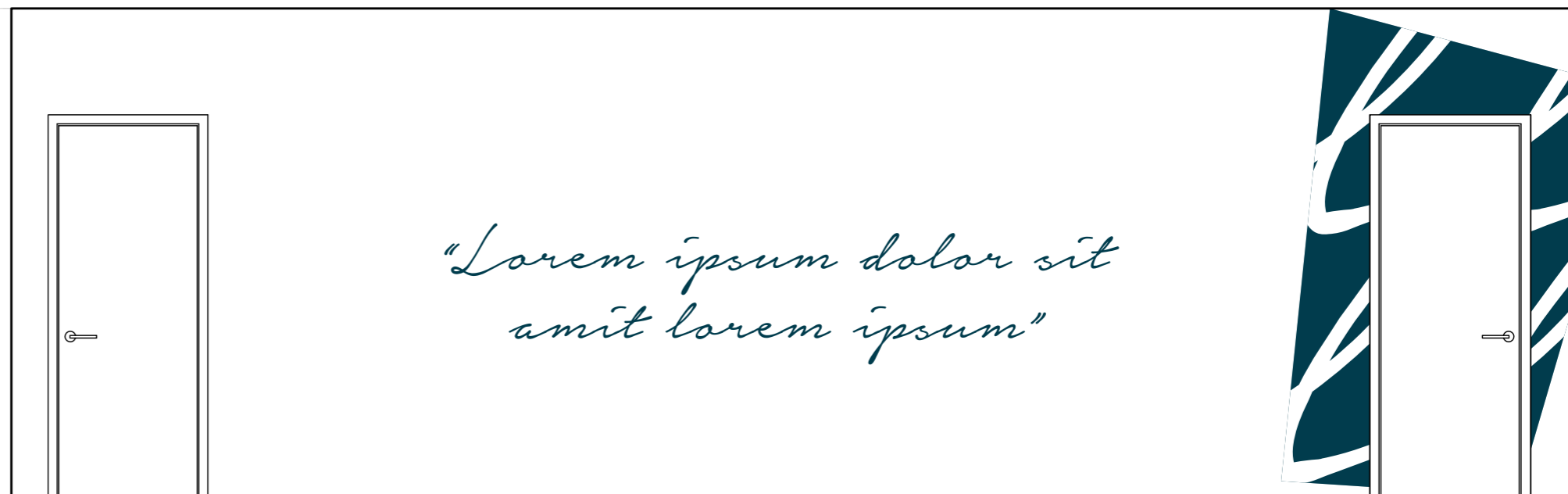
1F Wall Opportunities - Graphical Treatment



Location on Plan



Elevation 01



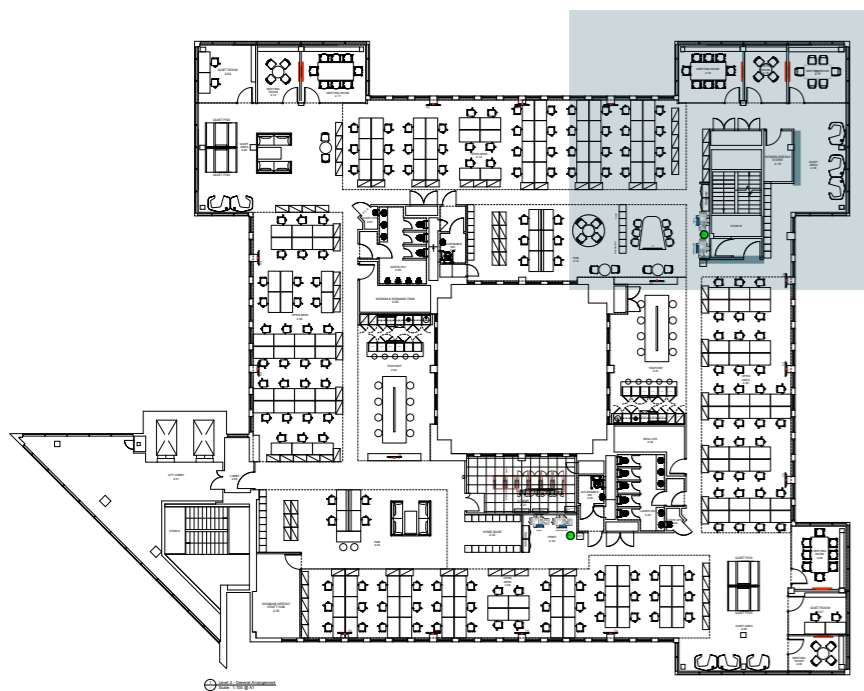
Elevation 02

GRAPHIC DECAL PATTERN APPLIED DIRECTLY TO THE WALL.
COLOUR TO MATCH PANTONE 548 C
NB: ELEVATION NOT TO SCALE

SUPPLIERS TO CONFIRM ALL MEASUREMENTS ON-SITE. SUPPLIERS FINAL ARTWORK TO BE APPROVED BY BJD.

CURRENTLY ON HOLD UNTIL FURTHER NOTICE

2F Wall Opportunities - Graphical Treatment



Location on Plan



Elevation 01



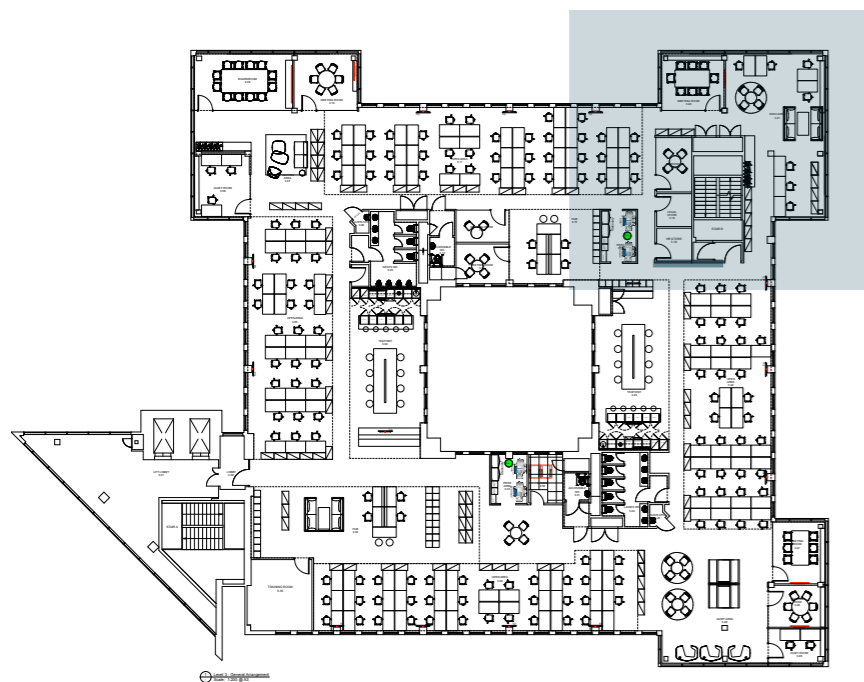
Elevation 02

SUPPLIERS TO CONFIRM ALL MEASUREMENTS ON-SITE. SUPPLIERS FINAL ARTWORK TO BE APPROVED BY BJD.

CURRENTLY ON HOLD UNTIL FURTHER NOTICE

GRAPHIC DECAL PATTERN APPLIED DIRECTLY TO THE WALL.
COLOUR TO MATCH PANTONE 506 C
NB: ELEVATION NOT TO SCALE

3F Wall Opportunities - Graphical Treatment



Location on Plan



Elevation 01

GRAPHIC DECAL PATTERN APPLIED DIRECTLY TO THE WALL.
 COLOUR TO MATCH PANTONE 575 C
 NB: ELEVATION NOT TO SCALE

SUPPLIERS TO CONFIRM ALL MEASUREMENTS ON-SITE. SUPPLIERS FINAL ARTWORK TO BE APPROVED BY BJD.

CURRENTLY ON HOLD UNTIL FURTHER NOTICE

WC's ...

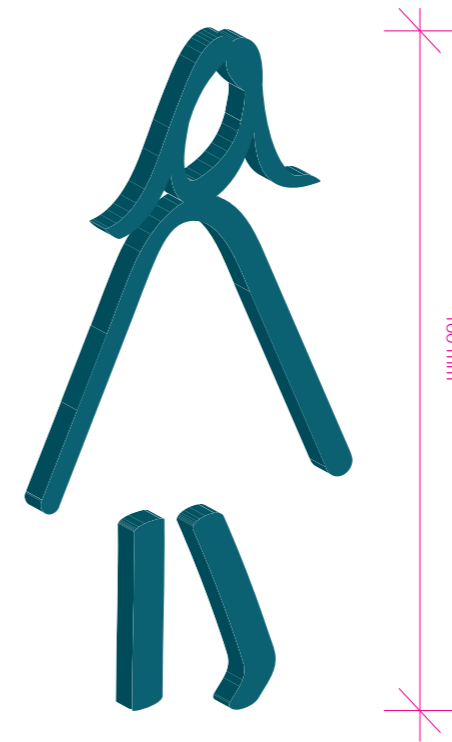
WC Signage - Pictogramme style



High level - Projecting sign with running band

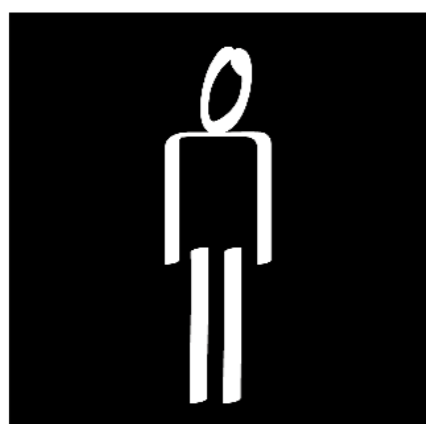


Eye level - 3D signs applied directly to doors
powder coated metal 3D icons
Depth 10mm

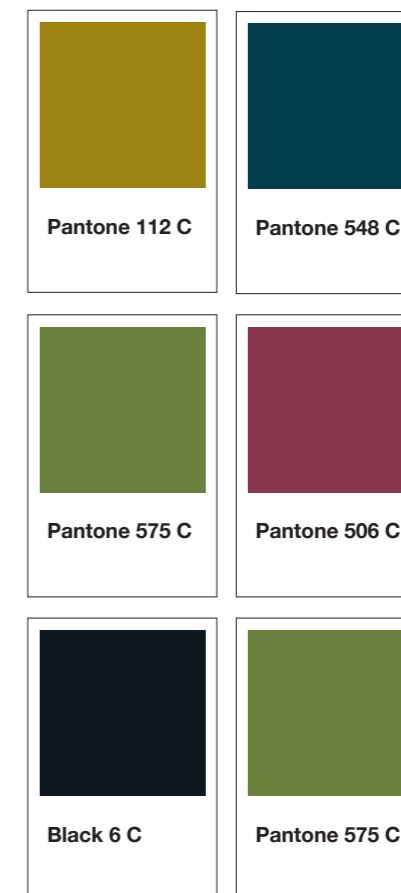


POWDER COATED METAL WITH WHITE DECAL APPLIED.
SPRAYED TO COLOUR MATCH PANTONE 548 C

WC Signage - Colour coordinated to suit each floor



3D View showing colour band

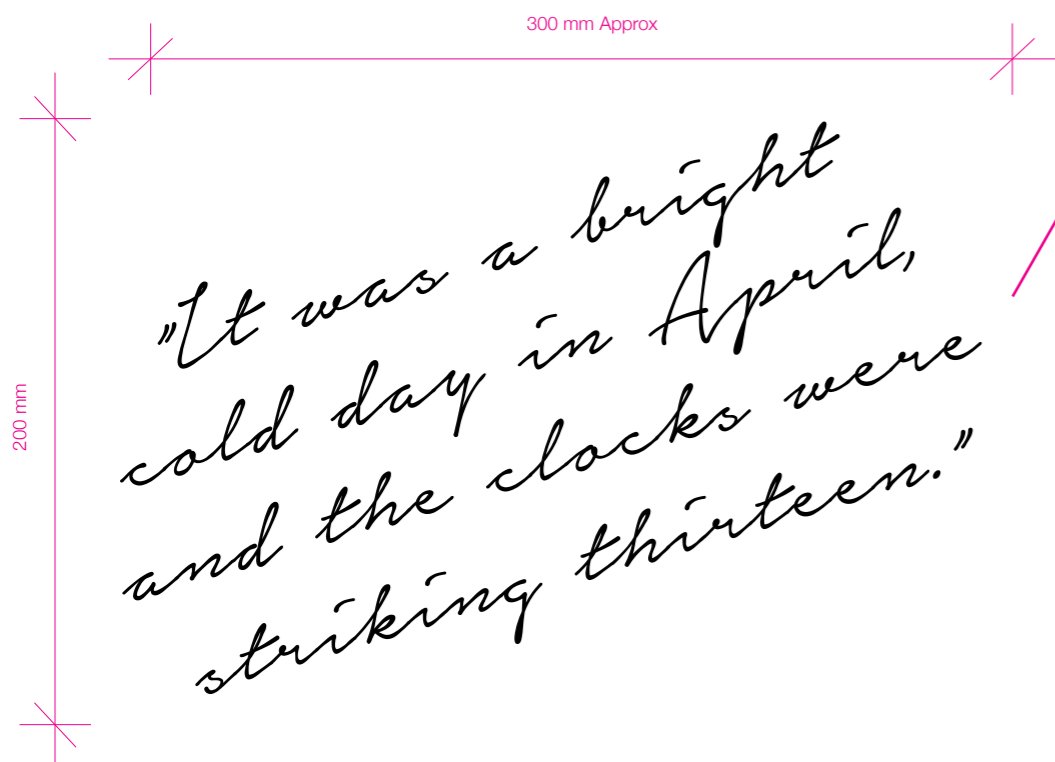
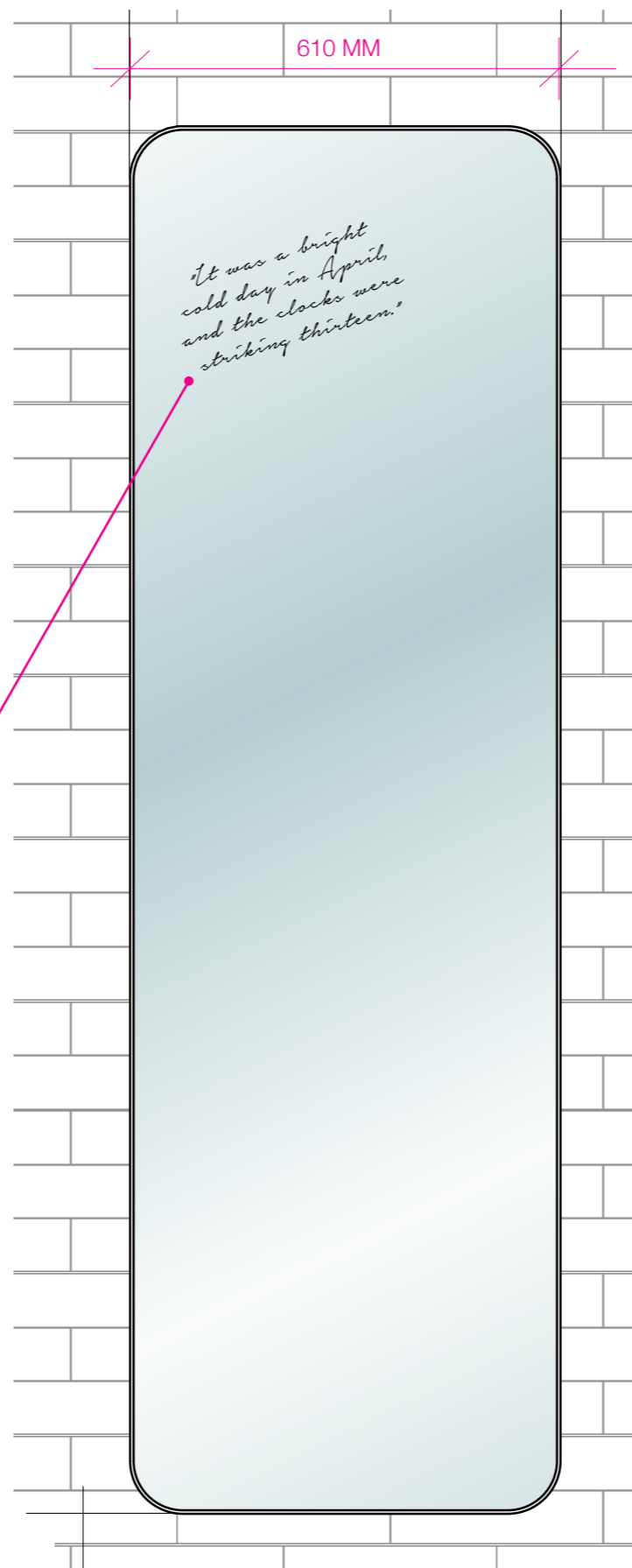
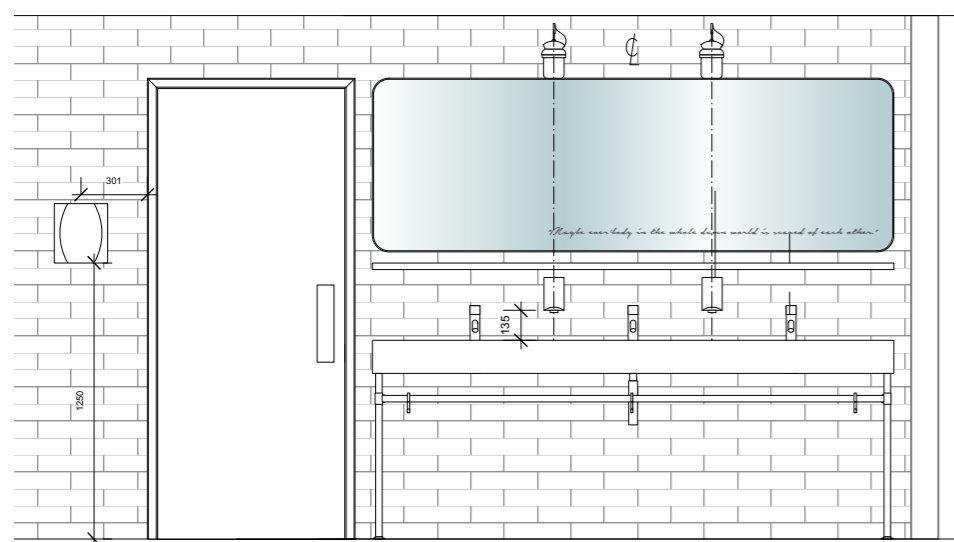


Colour coordinating to tea point zones



Depth of signage: 120mm

WC'S Mirror Messaging



GRAPHIC DECAL PATTERN APPLIED DIRECTLY TO THE WALL.
 COLOUR TO MATCH PANTONE BLACK 6 C
 NB: ELEVATION NOT TO SCALE



Black applied mirror decal signage

**Neighbourhood
Signage...**

Hanging 'Neighbourhood' Signage - Look and Feel



High level suspended sign: Illuminated



High level suspended sign: Suspended non illuminated

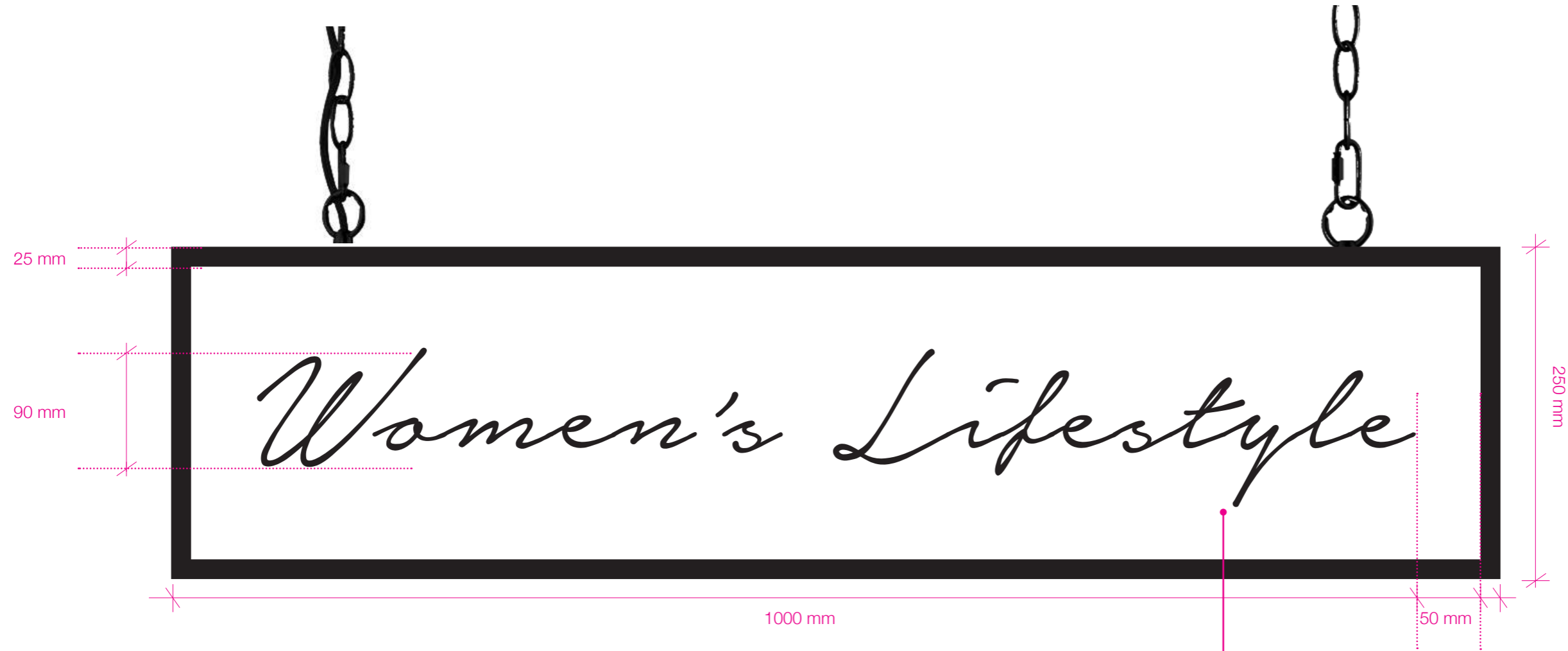


DOUBLE SIDED INTERNALLY ILLUMINATED HANGING SIGNAGE WITH FRONT APPLIED VINYL LETTERING TO COLOUR MATCH PANTONE BLACK 6 C.
 MATTE BLACK ENCASING TO MATCH EXISTING FURNITURE, SUSPENDED BY BLACK METAL CHAIN
 POWER SUPPLY REQUIRED

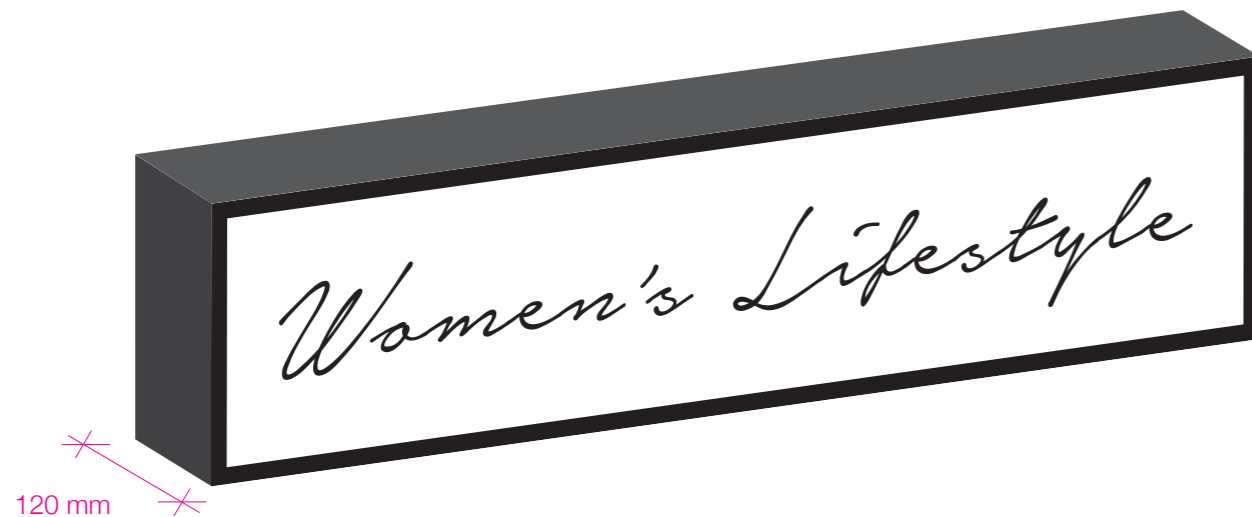


Wall mounted non-illuminated high level 'Neighborhood' signage

Hanging 'Neighbourhood' Signage - Specifications



9 X DOUBLE SIDED INTERNALLY ILLUMINATED HANGING SIGNS WITH FRONT APPLIED VINYL LETTERING TO COLOUR MATCH PANTONE BLACK 6 C. MATTE BLACK ENCASING TO MATCH EXISTING FURNITURE, SUSPENDED BY BLACK METAL CHAIN
POWER SUPPLY REQUIRED



Font: Notera
Colour: To match Pantone 6 Black C
Point Size: 380 pt
Cap Height: 90mm
Quantity: X 9 Signs

NB: TYPE TO BE POSITIONED NO CLOSER THAN 50MM TO INSIDE EDGE OF SIGN

Hanging 'Neighbourhood' Signage - 9 X Hanging Signs Overview

Women's Lifestyle

Finance

Deal Life

Technology

Homes

Production

Television

Facilities

1 X Generic sign to incorporate HR/Corp Comms/Legal and The executive Title TBC

Summary in plan ...

Navigation of Neighborhoods - GF General Arrangement Plan

- RECEPTION DESK FLOOR DECAL
- RECEPTION DESK BACK WALL PANEL
- DIGITAL SCREENS
- VOID GRAPHICS
- ATRIUM GRAPHICS
- MAGAZINE RACK TONE OF VOICE MESSAGE
- LIFT AREA MESSAGING
- HANGING NEIGHBOURHOOD SIGNAGE
- BATHROOM SIGNAGE
- BATHROOM MIRROR MESSAGING
- ADDITIONAL WALL MESSAGING

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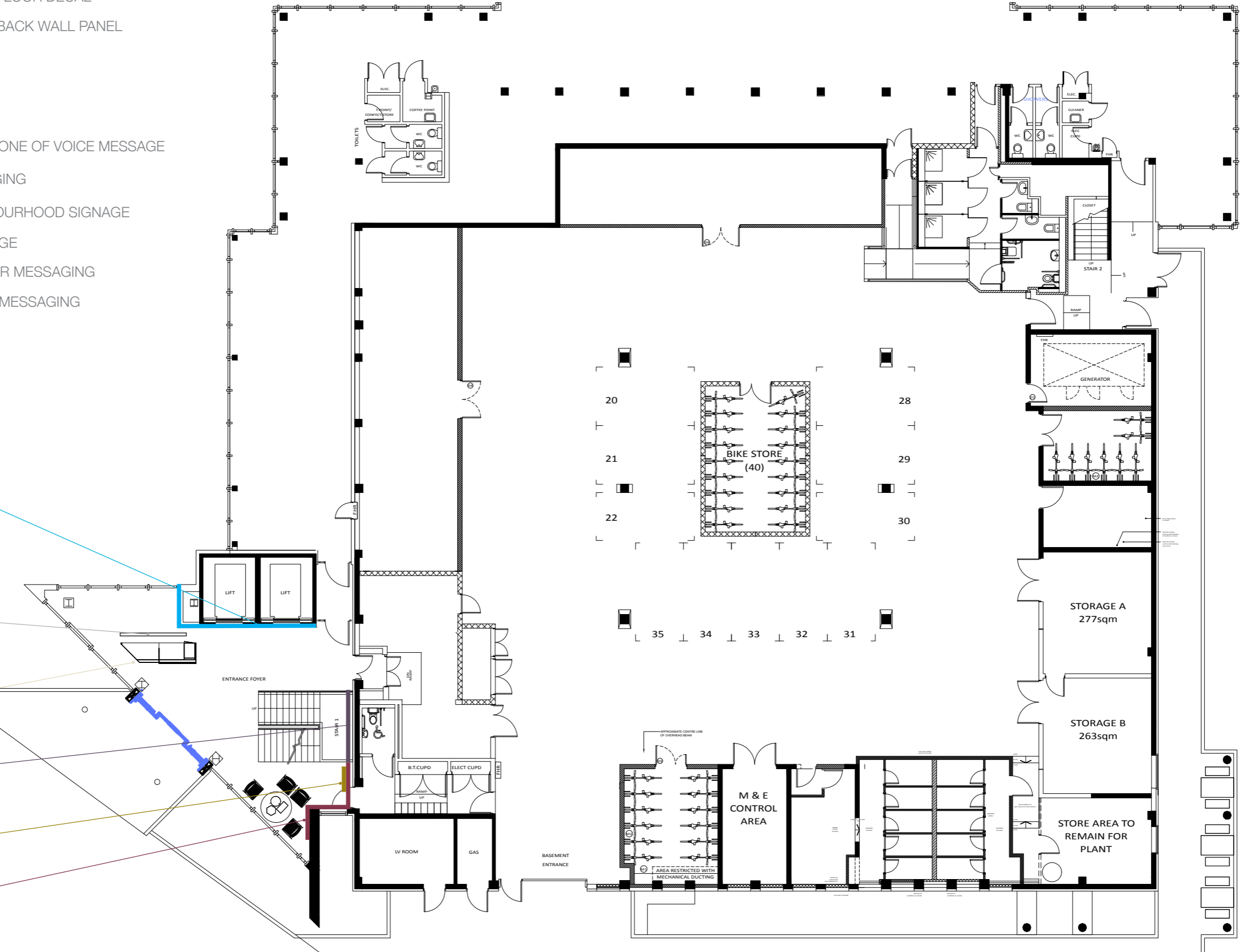
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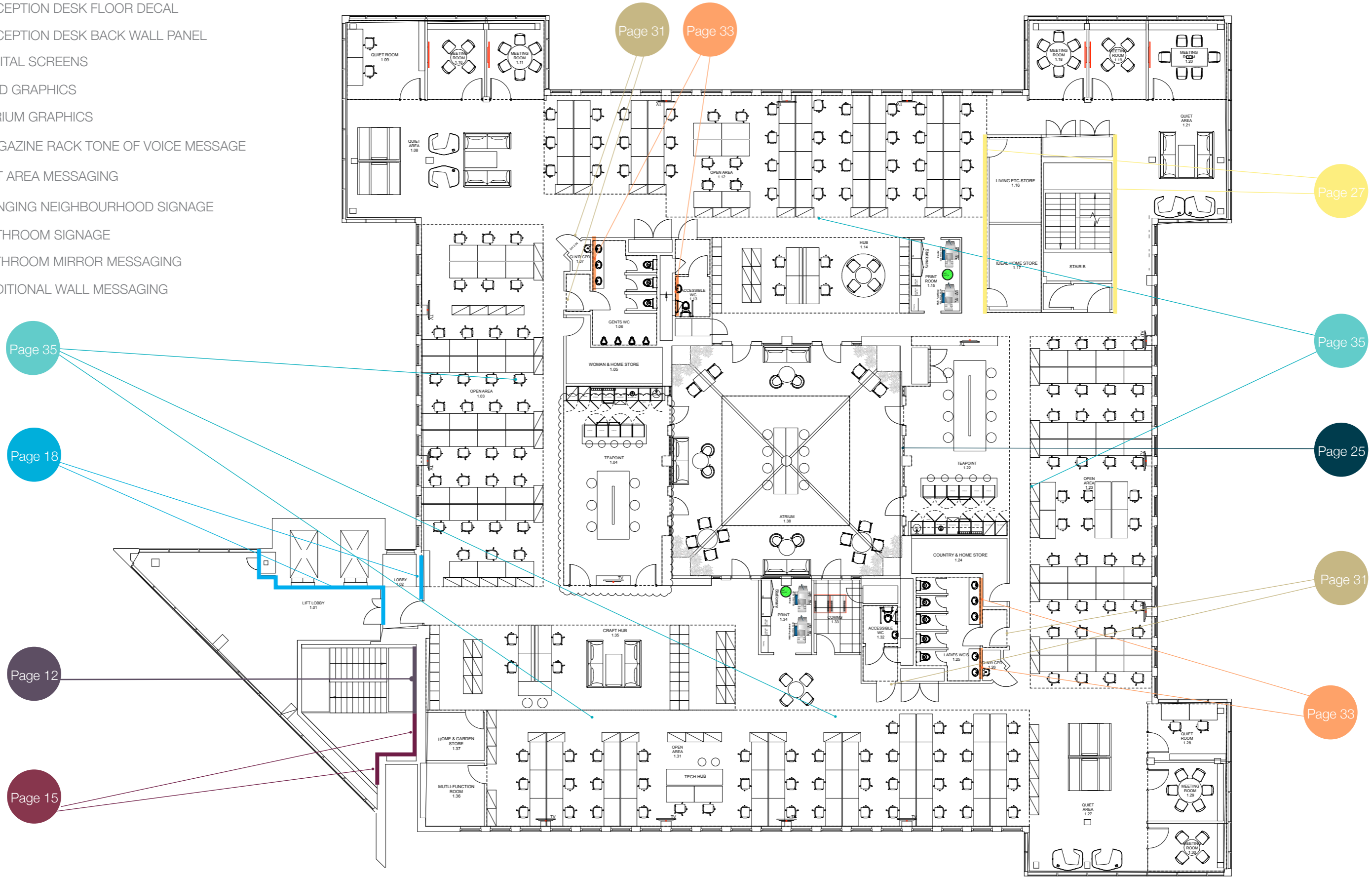
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Navigation of Neighborhoods - Level 01 General Arrangement Plan

- RECEPTION DESK FLOOR DECAL
- RECEPTION DESK BACK WALL PANEL
- DIGITAL SCREENS
- VOID GRAPHICS
- ATRIUM GRAPHICS
- MAGAZINE RACK TONE OF VOICE MESSAGE
- LIFT AREA MESSAGING
- HANGING NEIGHBOURHOOD SIGNAGE
- BATHROOM SIGNAGE
- BATHROOM MIRROR MESSAGING
- ADDITIONAL WALL MESSAGING



1 Level 1 - General Arrangement
Scale: 1:100 @ A1

Navigation of Neighborhoods - Level 02 General Arrangement Plan

- RECEPTION DESK FLOOR DECAL
- RECEPTION DESK BACK WALL PANEL
- DIGITAL SCREENS
- VOID GRAPHICS
- ATRIUM GRAPHICS
- MAGAZINE RACK TONE OF VOICE MESSAGE
- LIFT AREA MESSAGING
- HANGING NEIGHBOURHOOD SIGNAGE
- BATHROOM SIGNAGE
- BATHROOM MIRROR MESSAGING
- ADDITIONAL WALL MESSAGING

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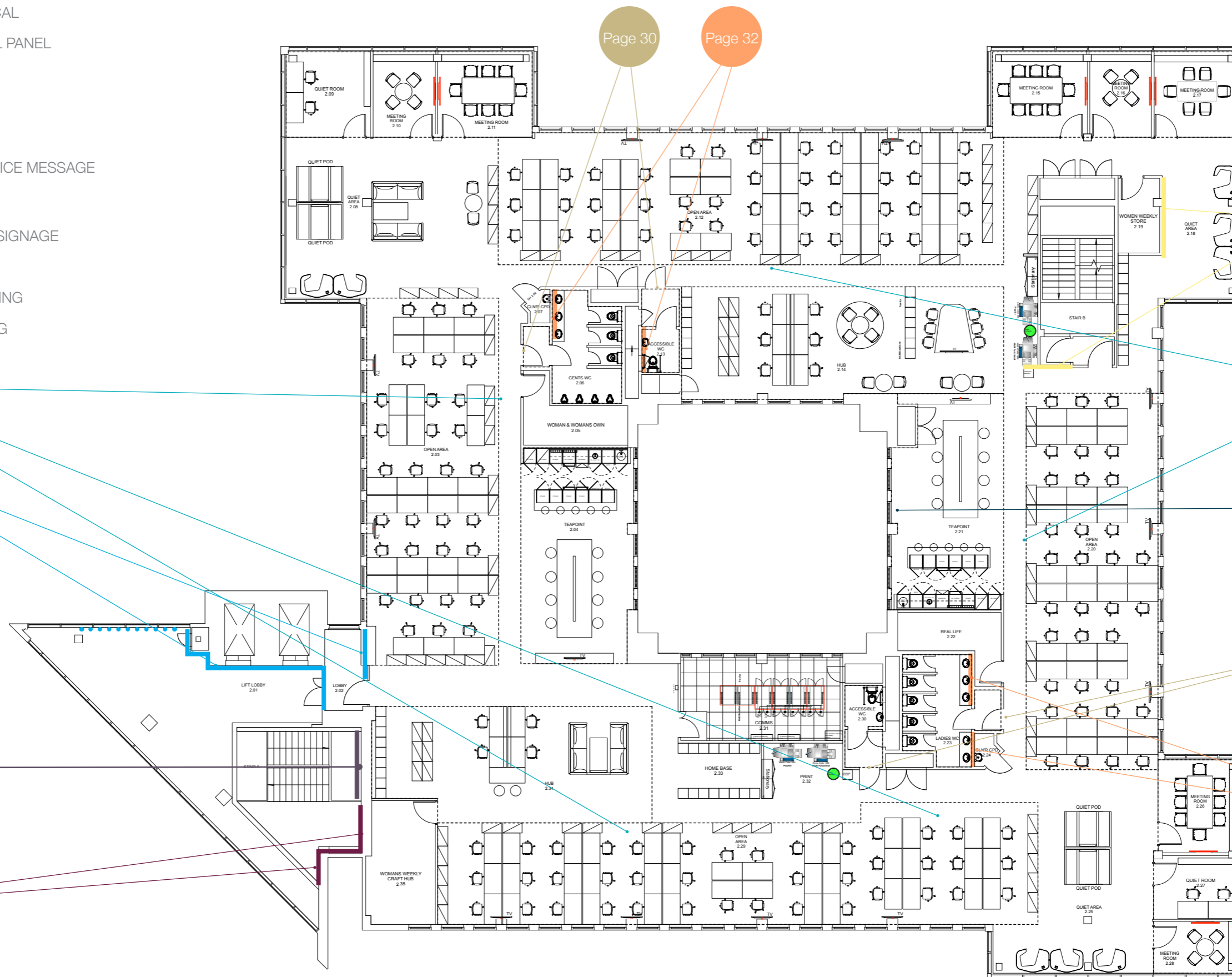
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Level 2 - General Arrangement
Scale: 1:100 @ A1

Navigation of Neighborhoods - Level 03 General Arrangement

- RECEPTION DESK FLOOR DECAL
- RECEPTION DESK BACK WALL PANEL
- DIGITAL SCREENS
- VOID GRAPHICS
- ATRIUM GRAPHICS
- MAGAZINE RACK TONE OF VOICE MESSAGE
- LIFT AREA MESSAGING
- HANGING NEIGHBOURHOOD SIGNAGE
- BATHROOM SIGNAGE
- BATHROOM MIRROR MESSAGING
- ADDITIONAL WALL MESSAGING



1 Level 3 - General Arrangement
Scale: 1:200 @ A3

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Thank You!