

Fascia board and projecting sign proposal

(68 New Road, Gravesend DA11 0AE)

1. Replacement of Fascia signboard:

Removal of the existing signboard and installation of a new one that aligns with the updated brand identity.

The new signboard will be constructed from durable materials such as acrylic or aluminium, with 3D lettering and backlit LED illumination.

The size and positioning of the signboard will comply with local planning regulations and guidelines.

Shop fascia sign Proposal

Objective: To design a visually appealing and durable signboard for Phat Bite that attracts customers and enhances brand visibility.

Materials:

1. **Signboard Frame:** Aluminium frame for durability and resistance to weather conditions.
2. **Sign Surface:** High-grade acrylic material for a glossy and professional finish.
3. **Lighting:** LED lights for nighttime illumination, ensuring the sign is visible at all hours.
4. **Graphics:** High-resolution vinyl printing for vibrant and detailed graphics.

Design Elements:

1. **Brand Logo:** Centrally placed to ensure maximum visibility and brand recognition.
2. **Colour Scheme:** Primarily black with red and white text that align with the brand's identity.
3. **Typography:** Clear and legible fonts for the shop name and tagline

2. Projection Sign:

Replacement of the existing projection sign above the signboard with a new, double-sided sign that projects from the shopfront.

The projection sign will feature the business logo and name, with energy-efficient LED lighting for visibility during both day and night.

The sign will be securely mounted to the building facade and will adhere to safety standards and local planning requirements.

Projecting Sign Proposal

Objective: To create a projecting sign that complements the main signboard and provides additional brand visibility.

Materials:

1. **Frame:** Aluminium or other weather-resistant material.
2. **Surface:** High-quality composite material for a clean and sharp appearance.
3. **Lighting:** Integrated LED lights to enhance visibility and aesthetic appeal.

Design Elements:

1. **Brand Logo and Shop Name:** Prominently displayed for instant recognition.
2. **Colour Scheme:** Consistent with the main signboard for a cohesive look.
3. **Typography:** Matching the main signboard for uniformity.
4. **Additional Elements:** Decorative patterns or borders that align with the brand's style.

Please see below photographs of existing and proposed fascia signboards and projecting signs.

Existing Shopfront/External signboard/Projection wall sign

Proposed
projecting
sign



Proposed external signboard



Proposed projecting sign

