



SIGNWRITERS & MAKERS

www.signmode.co.uk

Whole Foods Market Kensington High Street London

**Ground Floor Signage
Completion December 2020**

DECOR PLAN
Ground Floor



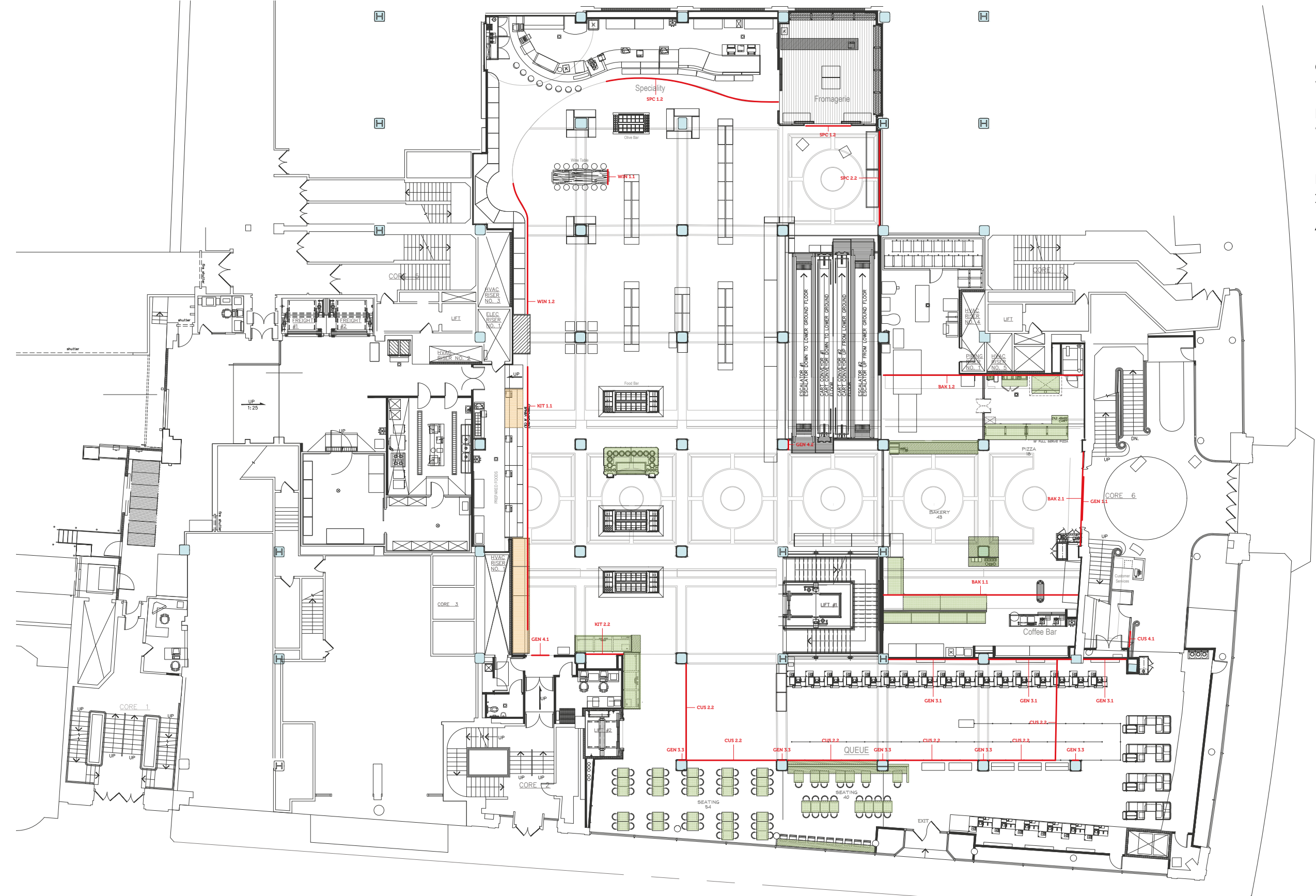
SIGNWRITERS & MAKERS

Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
N/A



BAK 1.1
Coffee Bakery

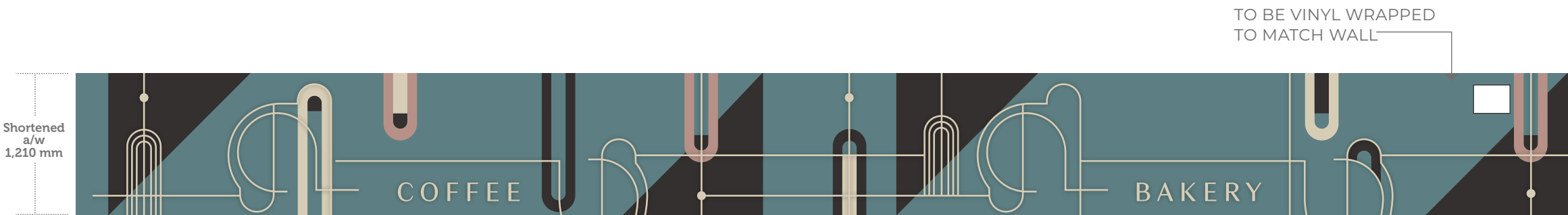
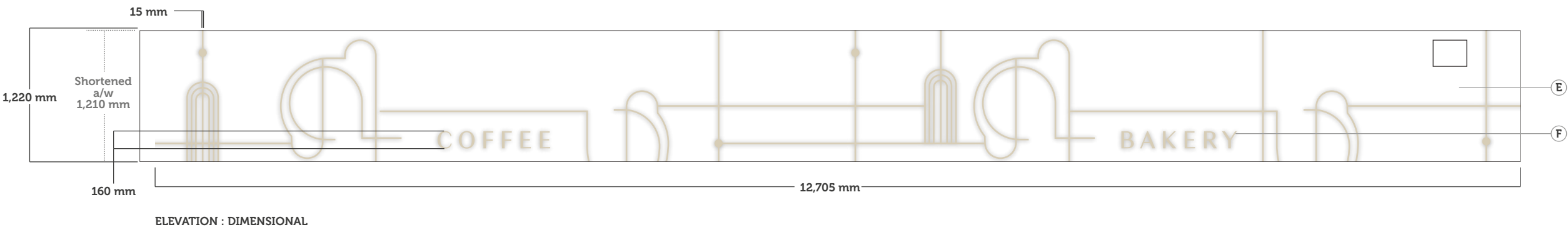
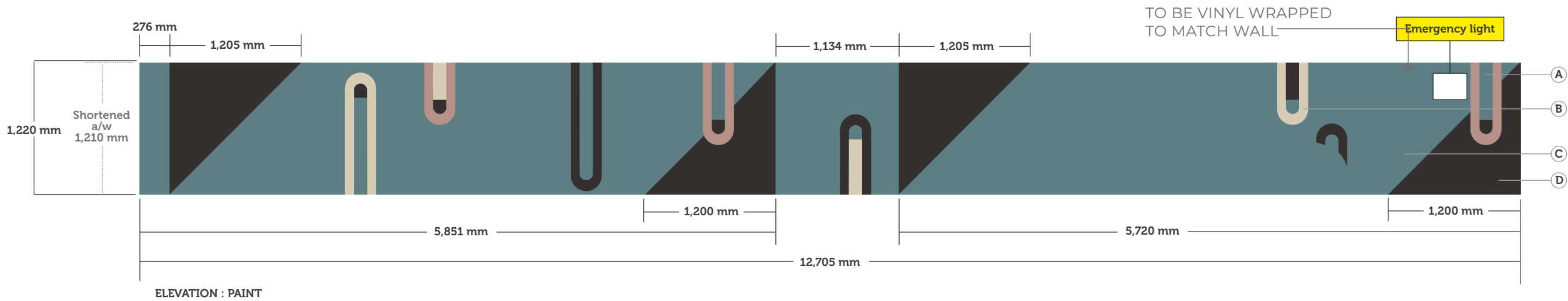


SIGNWRITERS & MAKERS

Client:
Whole Foods
Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
N/A



- A** Wall already painted **little green 310 tea with Florence, matt** finish
- B** Sign write **little green 150 slaked lime deep, matt** finish
- C** Sign write **little green 267 blush, matt** finish
- D** Sign write **little green 228 lamp black, matt** finish
- E** 15mm thick clear acrylic lines, painted **little green 150 slaked lime deep, gloss** finish, fixed with M4 threaded rod & black spacers
- F** 25mm thick clear acrylic letters, painted **little green 149 slaked lime mid, matt** finish, fixed with M4 threaded rod & black spacers



BAK 1.2
Pizza



SIGNWRITERS & MAKERS

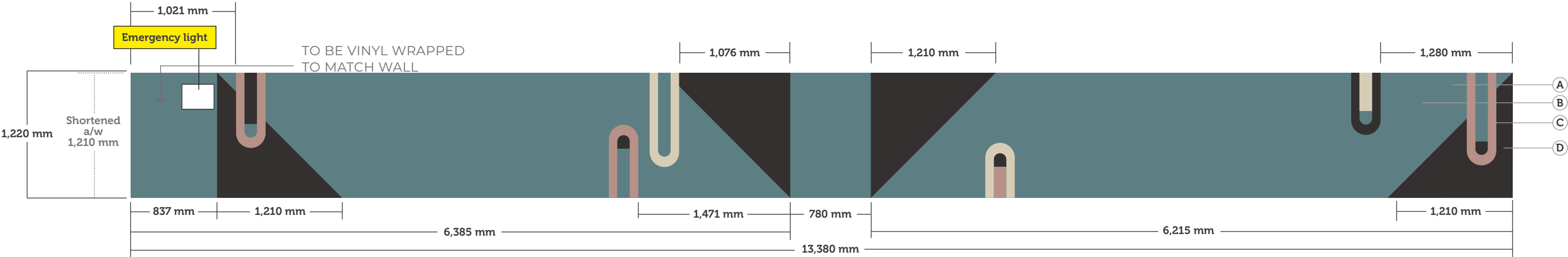
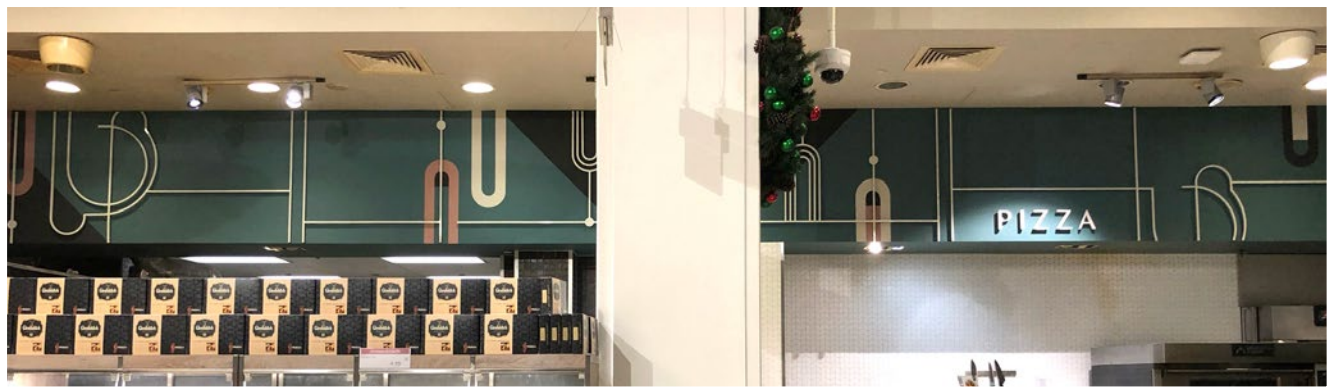
Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

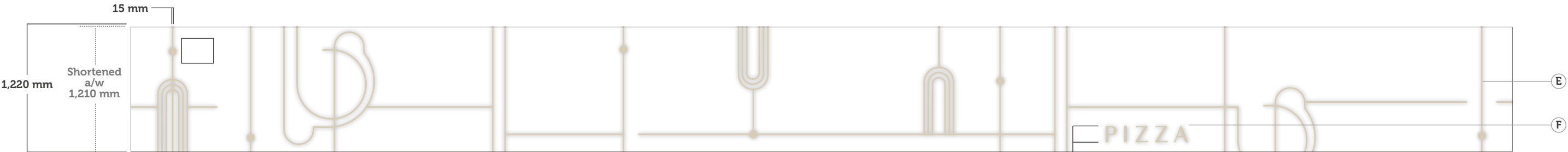
Issue date:
21/12/20

Artwork scale:
N/A

- A** Wall already painted **little green 310 tea with Florence, matt** finish
- B** Sign write **little green 150 slaked lime deep, matt** finish
- C** Sign write **little green 267 blush, matt** finish
- D** Sign write **little green 228 lamp black, matt** finish
- E** 15mm thick clear acrylic lines, painted **little green 150 slaked lime deep, gloss** finish, fixed with M4 threaded rod & black spacers
- F** 25mm thick clear acrylic letters, painted **little green 149 slaked lime mid, matt** finish, fixed with fixed with M4 threaded rod & black spacers



ELEVATION : PAINT



ELEVATION : DIMENSIONAL



All structures are constructed to high standards and in accordance with good industry practice. In signing this artwork off as 'approved', the buyer acknowledges that the structures will be manufactured and erected in accordance with the specification and to standards outlined on this drawing. The buyer also acknowledges that (unless specifically stated) the structures are not intended to be permanent and that agreed specification and standards do not accord with applicable standards published by the British Standards Institution.

BAK 2.1
Back of main entrance



SIGNWRITERS & MAKERS

Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
N/A



- A** Wall already painted **little greene 149 slaked lime mid**
- B** Line detail in printed and decal cut **matt** vinyl to match **little greene 149 slaked lime deep matt** finish



GEN 4.2
Wayfinding Column

Client:
Whole Foods

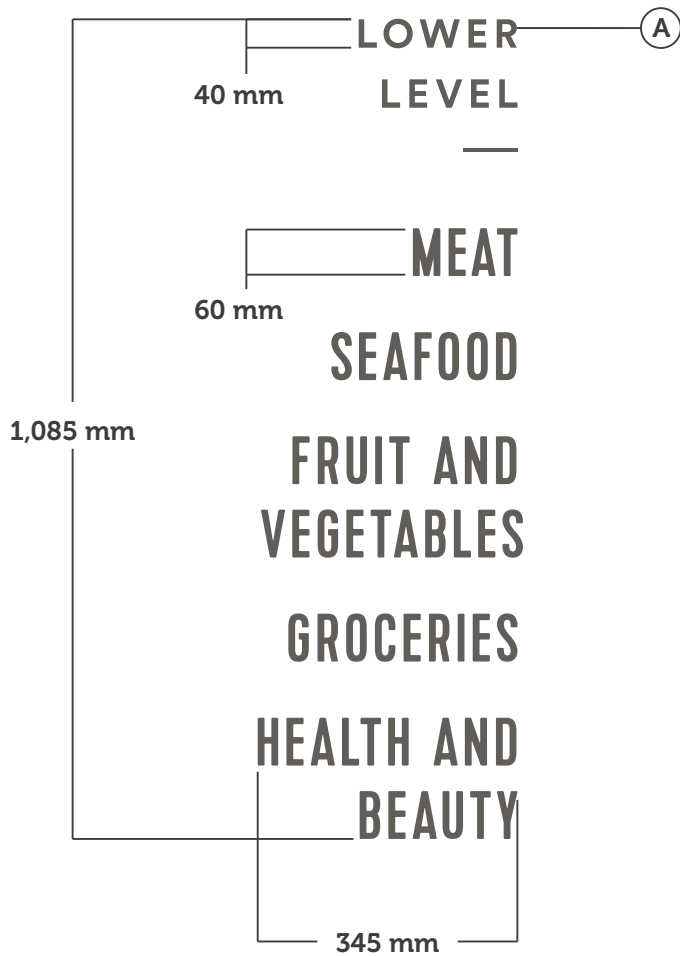
Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

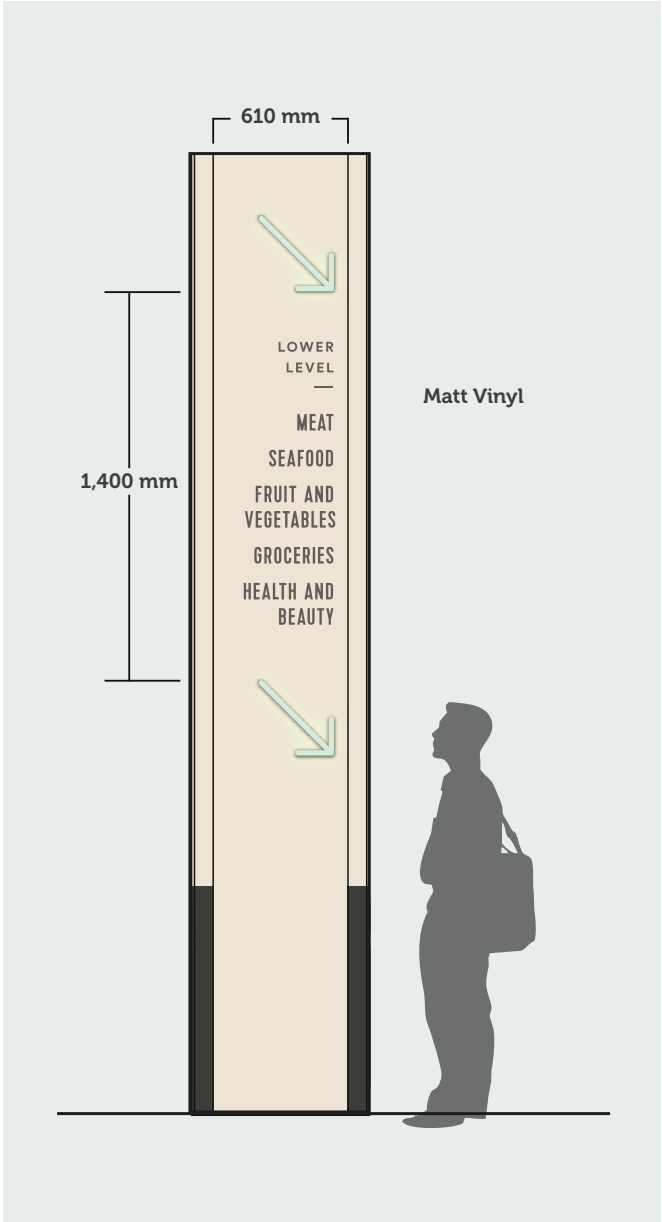
Artwork scale:
N/A



A Printed and decal cut **matt** vinyl text in **little green 227 scree**



ELEVATION



ELEVATION
Kitchen, wine & speciality



SIGNWRITERS & MAKERS

Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
N/A



INSTALL REFERENCE

Kitchen, wine & speciality soffit



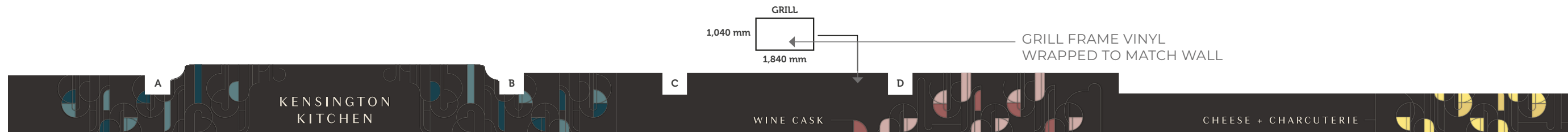
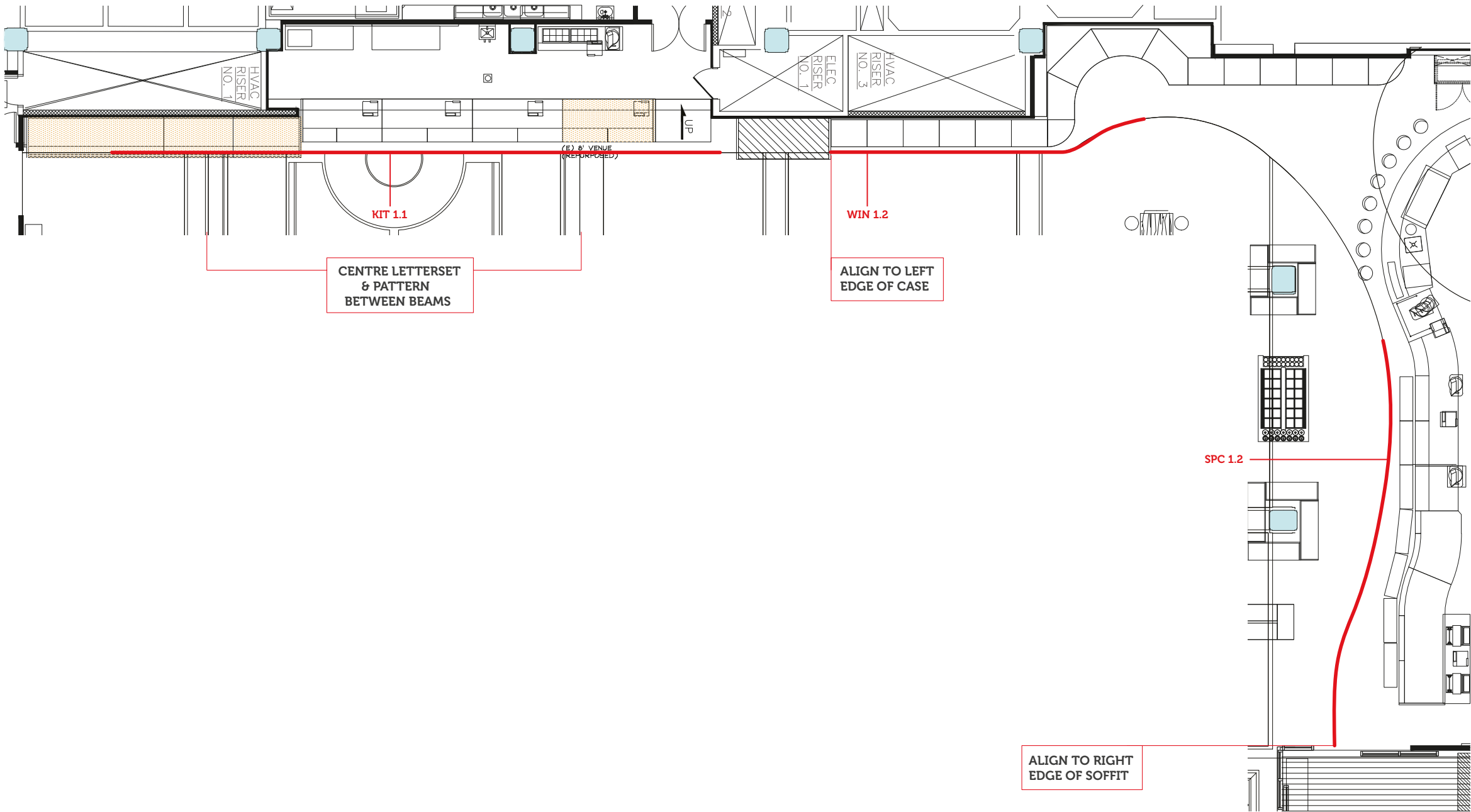
SIGNWRITERS & MAKERS

Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
N/A



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KIT 1.1
Dept: Address



Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
N/A



- A** 15mm thick clear acrylic lines, painted **little greene 227 scree, gloss** finish, fixed with M4 threaded rod & black spacers
- B** Sign write **little greene 310 tea with florence, matt** finish
- C** Sign write **little greene 95 marine blue, matt** finish
- D** 25mm thick clear acrylic letters, **painted little greene 149 slaked lime mid, matt** finish, fixed with M4 threaded rod & black spacers
- E** Wall already painted **little greene 228 lamp black, matt** finish



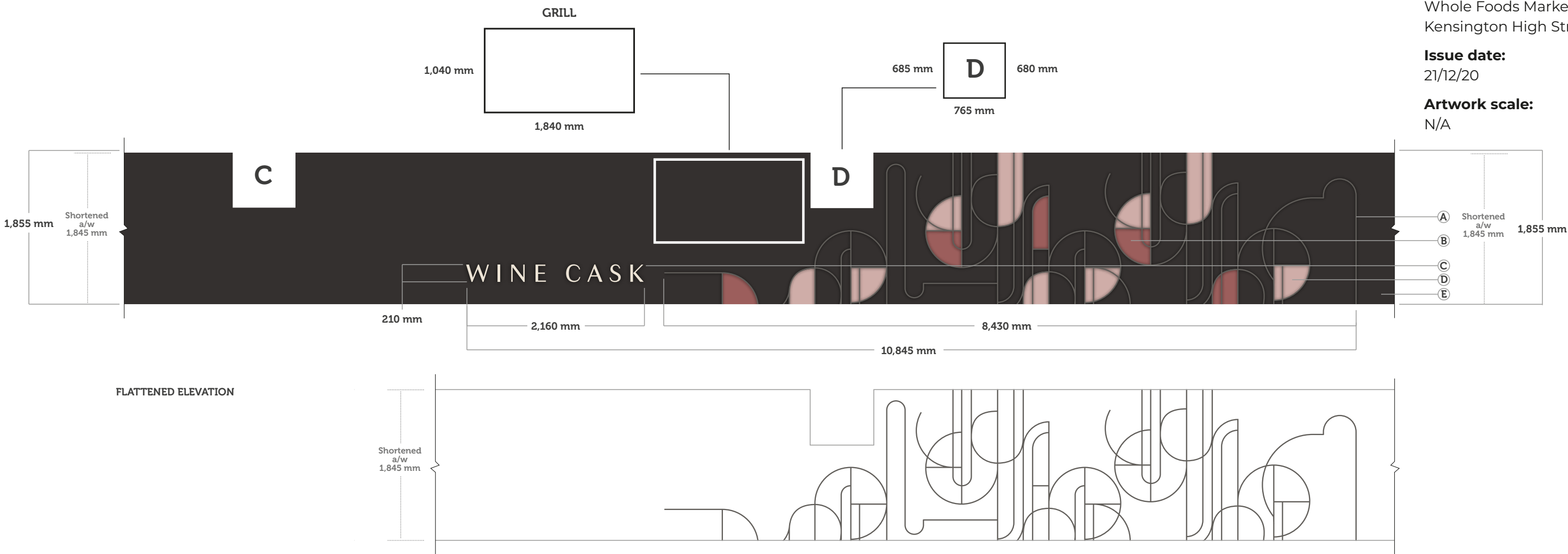
WIN 1.2
Dept: Wine Cask

Client:
Whole Foods

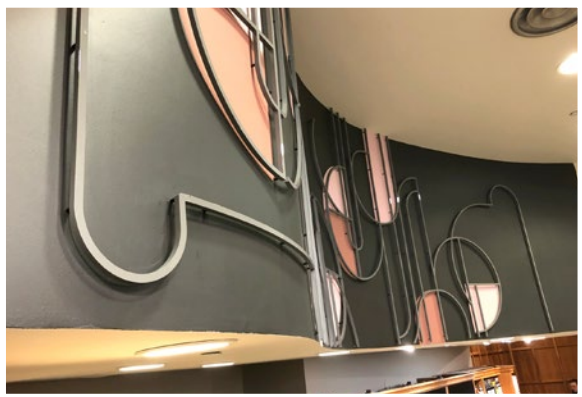
Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
N/A



- A** 15mm thick clear acrylic lines, painted **little green 227 scree, gloss** finish, fixed with M4 threaded rod & black spacers
- B** Sign write **little green 6 ashes of roses, matt** finish
- C** 25mm thick clear acrylic letters, painted **little green 149 slaked lime mid, matt** finish, fixed with M4 threaded rod & black spacers
- D** Sign write **little green 275 hellebore, matt** finish
- E** Wall already painted **little green 228 lamp black, matt** finish



SPC 1.1
Dept: Cheese & Charcuterie

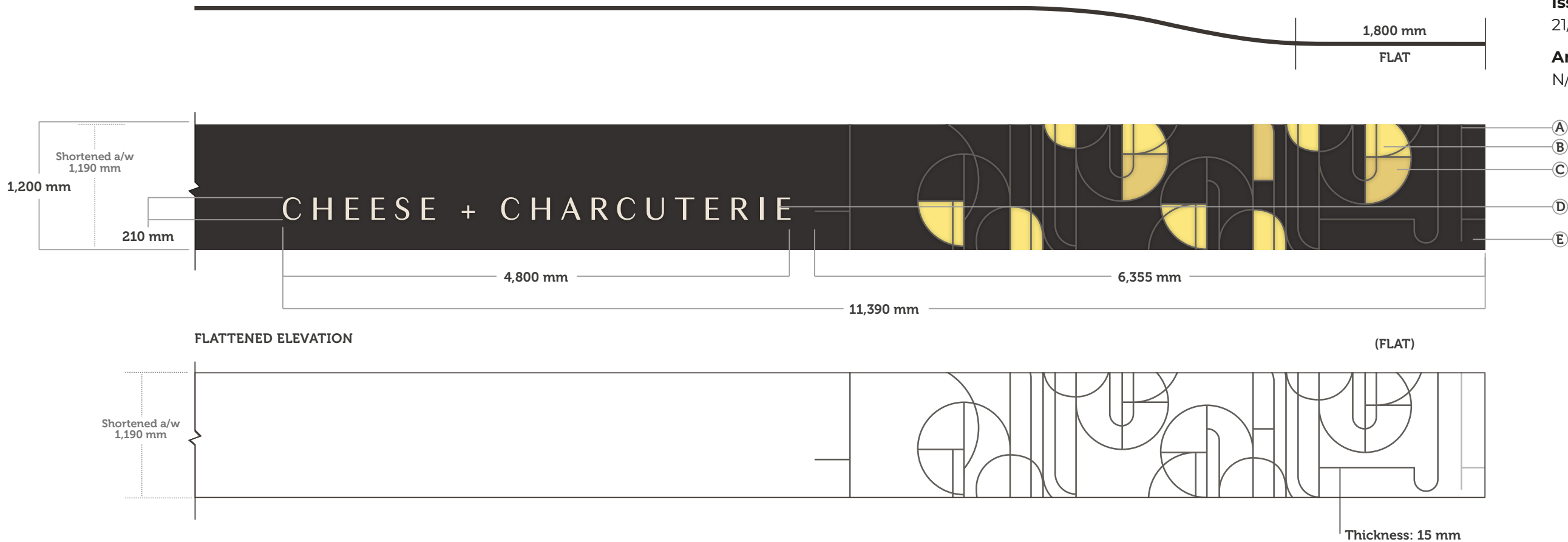


Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
N/A



- A** 15mm thick clear acrylic lines, painted **little greene 227 scree, gloss** finish, fixed with M4 threaded rod & black spacers
- B** Sign write **little greene 148 carys, matt** finish
- C** Sign write **little greene 135 sunlight, matt** finish
- D** 25mm thick clear acrylic letters, painted **little greene 149 slaked lime mid, matt** finish, fixed with M4 threaded rod & black spacers
- E** Wall already painted **little greene 228 lamp black, matt** finish



Dept: Cheese Vault



SIGNWRITERS & MAKERS

Client:

Whole Foods

Project:

Whole Foods Market
Kensington High Street

Issue date:

21/12/20

Artwork scale:

N/A



ELEVATION

- A** 25mm thick clear acrylic letters and line, painted **little Greene 149 slaked lime mid, matt** finish, fixed with threaded rod & black spacers, 10mm projection
- B** 5mm satin black acrylic screw fixed flat back to wall (behind slaked lime lines)



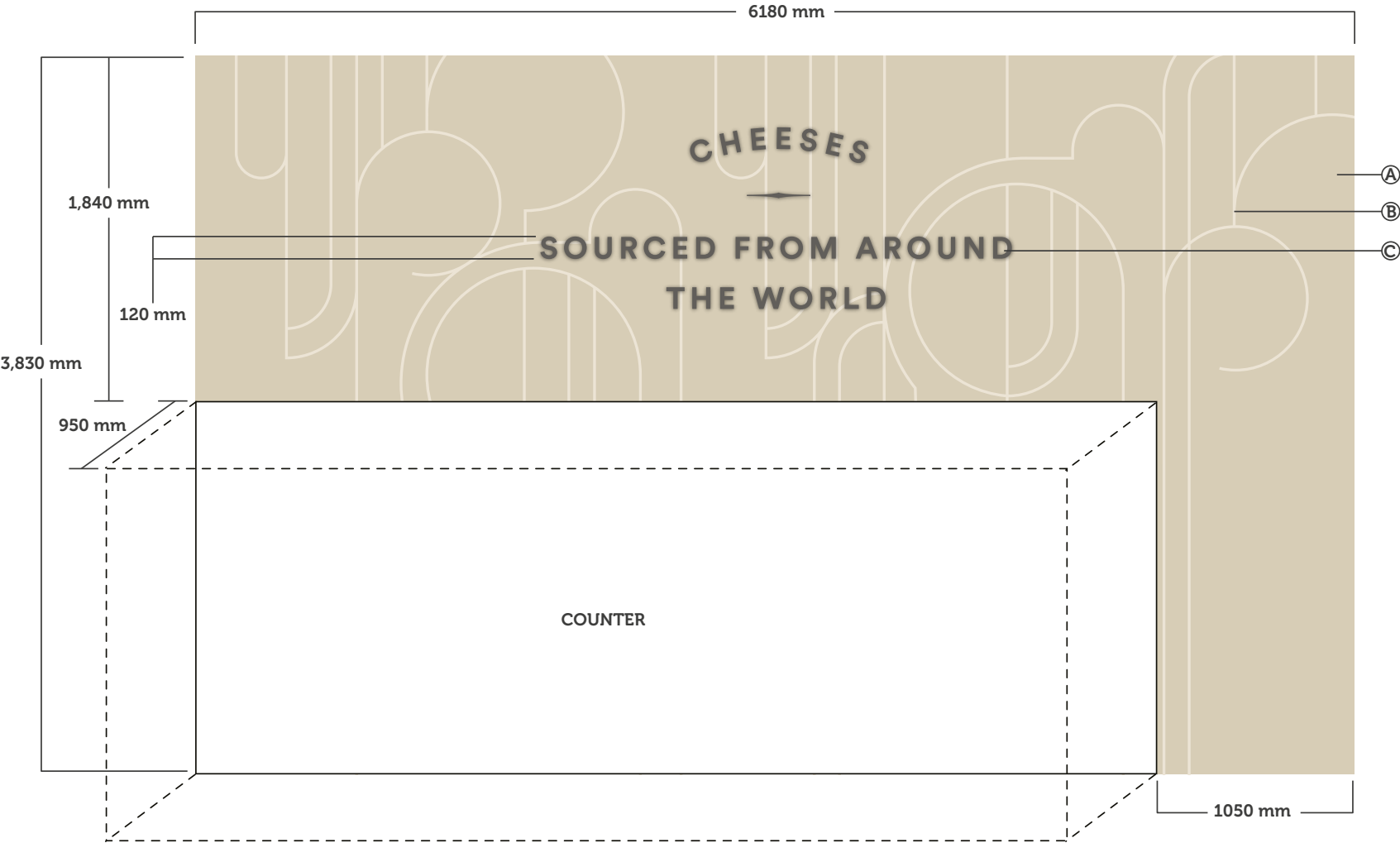
All structures are constructed to high standards and in accordance with good industry practice. In signing this artwork off as 'approved', the buyer acknowledges that the structures will be manufactured and erected in accordance with the specification and to standards outlined on this drawing. The buyer also acknowledges that (unless specifically stated) the structures are not intended to be permanent and that agreed specification and standards do not accord with applicable standards published by the British Standards Institution.

Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
N/A



- A** Wall already painted **little greene 150 slaked lime deep, matt** finish
- B** Line detail in printed and decal cut matt vinyl to match **little greene 149 slaked lime mid, matt** finish
- C** 25mm thick clear acrylic letters, painted **little greene 227 scree, matt** finish, fixed with M4 threaded rod & black spacers



WIN 1.1
Wine Table



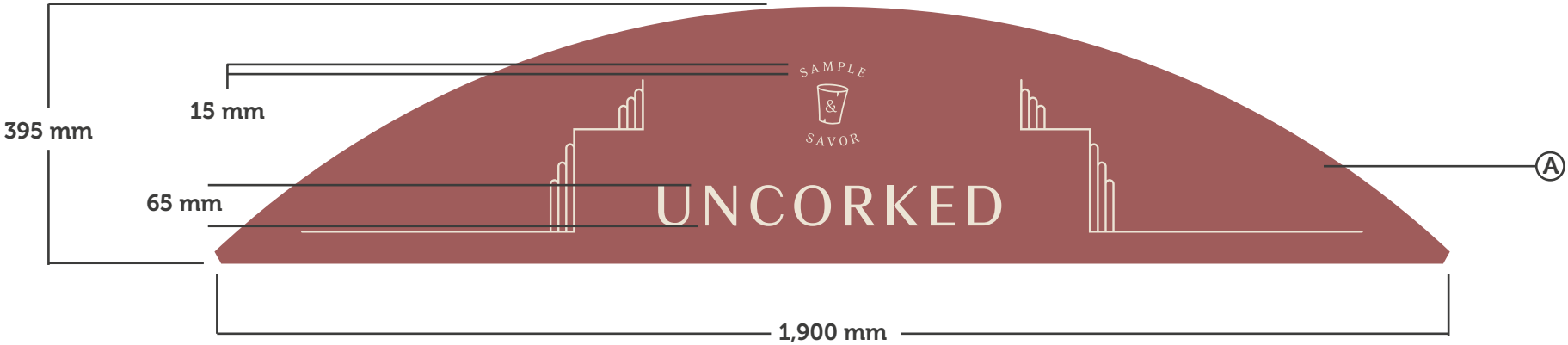
SIGNWRITERS & MAKERS

Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
1:10



A Dufaylite panel, digitally direct to media printed in matt finish



KIT 2.1
Kitchen Multideck



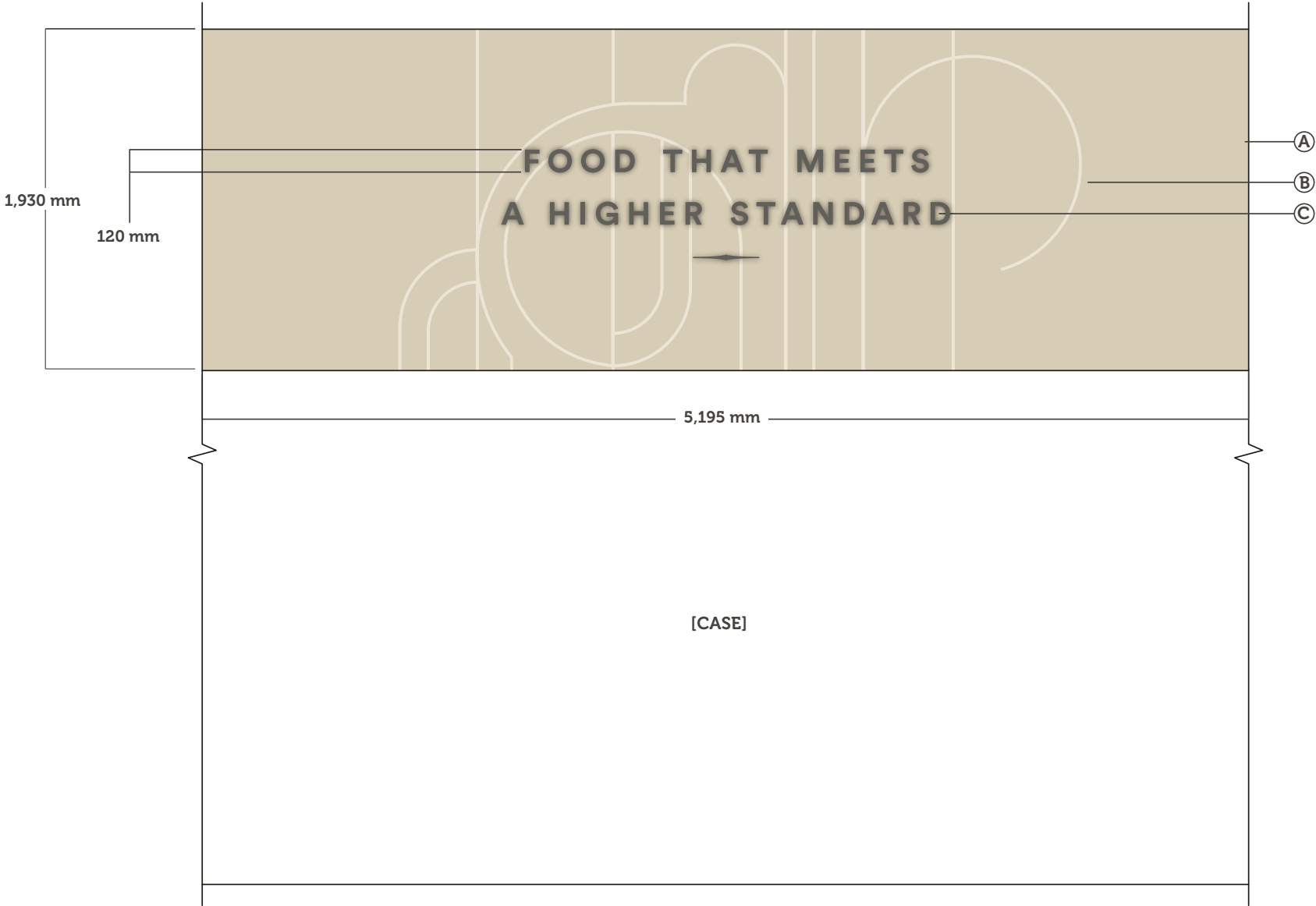
SIGNWRITERS & MAKERS

Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
N/A



- A** Wall already painted **little greene 150 slaked lime deep, matt** finish
- B** Line detail in printed and decal cut matt vinyl to match **little greene 149 slaked lime mid, matt** finish
- C** 25mm thick clear acrylic letters, painted **little greene 227 scree, matt** finish, fixed with M4 threaded rod & black spacers



GEN 4.1
Toilets



SIGNWRITERS & MAKERS

Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
1:10



A 25mm thick clear acrylic letters, painted **little greene 227 scree, matt** finish, fixed with M4 threaded rod & black spacers



CUS 2.2
Check Out



SIGNWRITERS & MAKERS

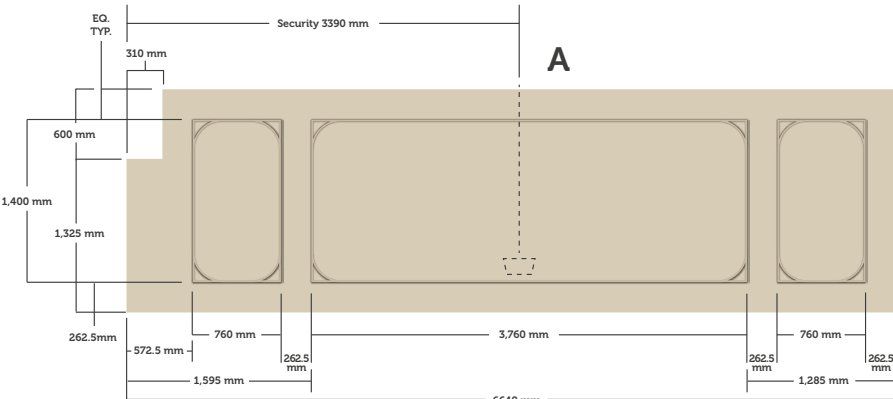
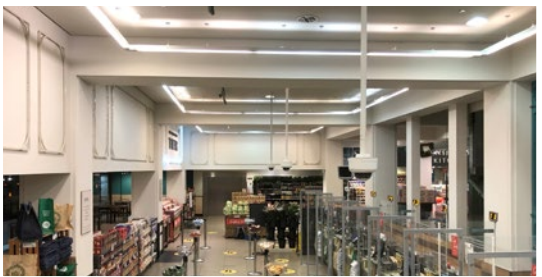
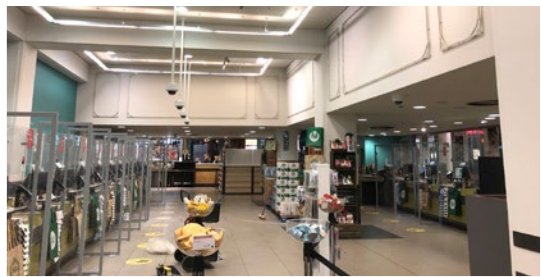
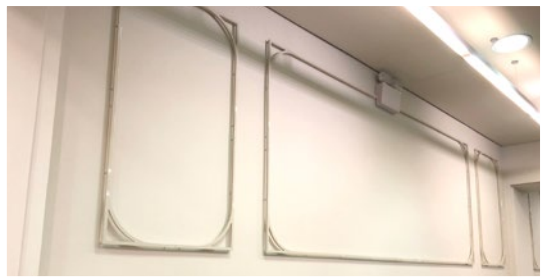
Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

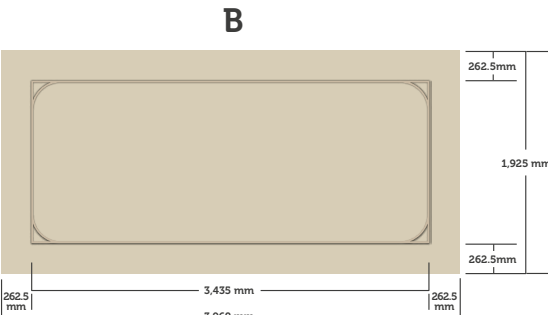
Issue date:
21/12/20

Artwork scale:
N/A

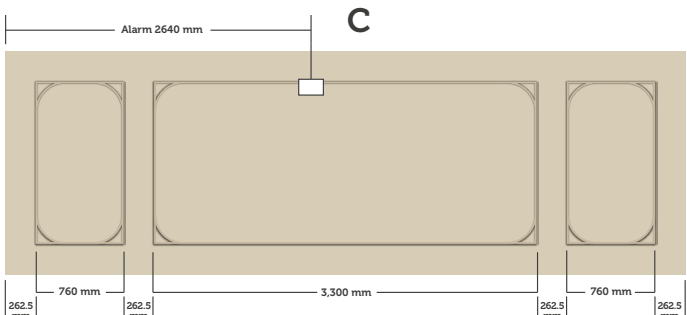
- A** Wall already painted **little greene 150 slaked lime deep, matt** finish
- B** Existing neon arrow
- C** 15mm thick clear acrylic lines, painted **little greene 151 slaked lime dark, gloss** finish, fixed with M4 threaded rod & **little greene 151 slaked lime** spacers
- D** 15mm thick clear acrylic letters, painted **little greene 228 lamp black, matt** finish, fixed with M4 threaded rod & black spacers
- E** Shade for letters, sign written in **little greene 105 slaked lime, matt** finish



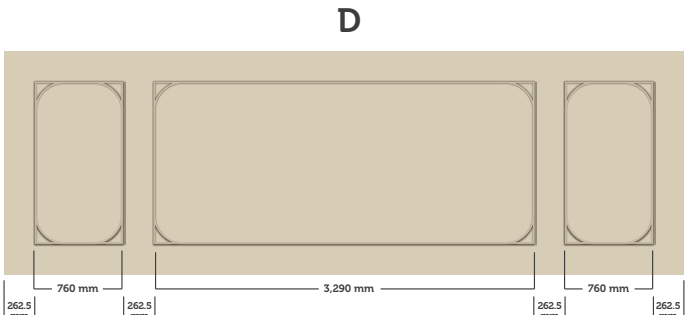
EAST SOFFIT WALL



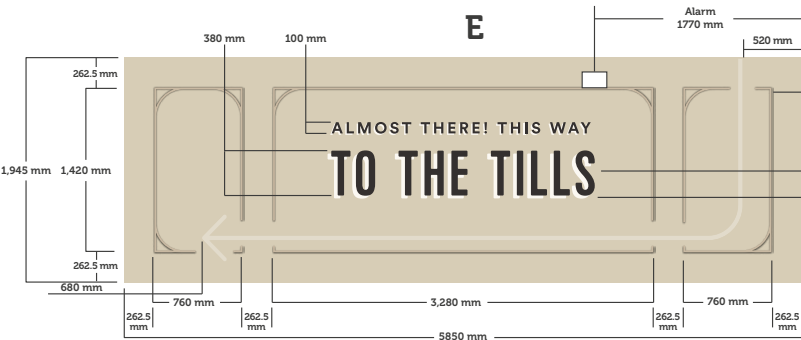
SOUTH, LEFT SOFFIT WALL



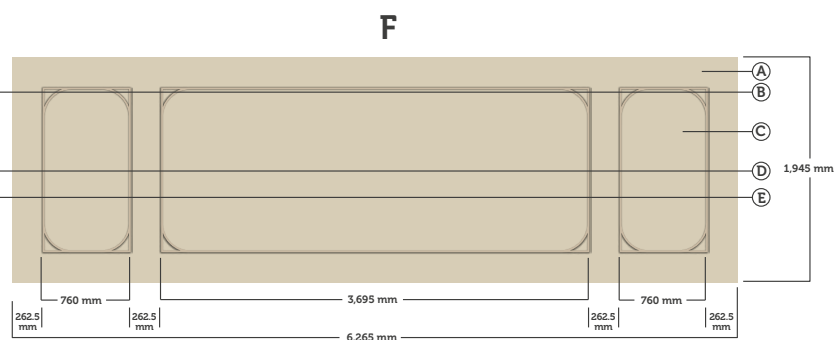
SOUTH, CENTER LEFT SOFFIT WALL



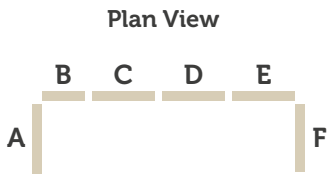
SOUTH, CENTER RIGHT SOFFIT WALL



SOUTH, RIGHT SOFFIT WALL



WEST SOFFIT WALL





SIGNWRITERS & MAKERS

Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
1:10



A Dufaylite panel, digitally direct to media printed in **matt** finish, installed using 3M RP45 VHB Tape



GEN 3.1
Core Values



SIGNWRITERS & MAKERS

Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
N/A



- A** 15mm thick clear acrylic letters, painted **little greene 105 slaked lime**, **matt** finish, fixed with M4 threaded rod & **little greene 105 slaked lime** spacers
- B** Dufaylite panel, digitally direct to media printed in **matt** finish
- C** 15mm thick clear acrylic lines, painted **little greene 95 marine blue**, **matt** finish, fixed with M4 threaded rod & black spacers
- D** Wall already painted **little greene 94 canton**, **matt** finish





SIGNWRITERS & MAKERS

Client:
Whole Foods

Project:
Whole Foods Market
Kensington High Street

Issue date:
21/12/20

Artwork scale:
1:10



- A** Matt printed & decal cut letters in **little greene 227 scree**, **matt** finish
- B** Matt printed & decal cut shade for letters in **little greene 105 slaked lime**, **matt** finish



Client:
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Whole Foods Market
Kensington High Street

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21/12/20

Artwork scale:
1:10

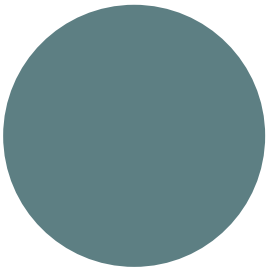


A 50mm deep descaled stainless-steel letters, painted to match **PMS 7727C**, semi-gloss finish, fixed with M4 threaded rod giving flush fit

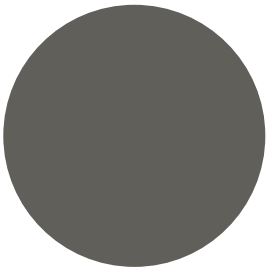


KENSINGTON COLOUR PALETTE

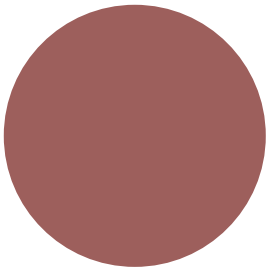
Whole Foods Market



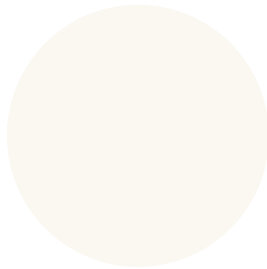
310 Tea with Florence



227 Scree



6 Ashes of Roses



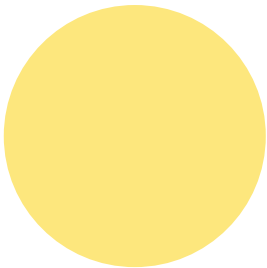
105 Slaked Lime



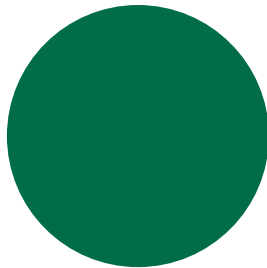
150 Slaked Lime Deep



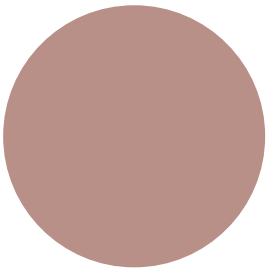
150 Slaked Lime Mid



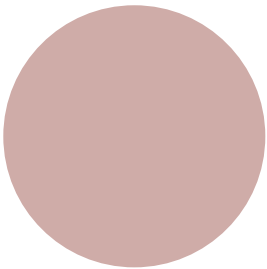
148 Carys



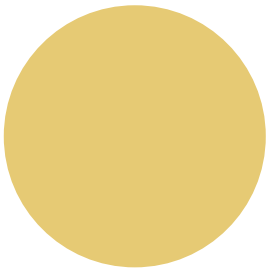
PMS 7727c



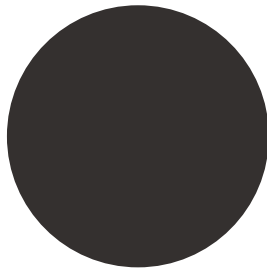
267 Blush



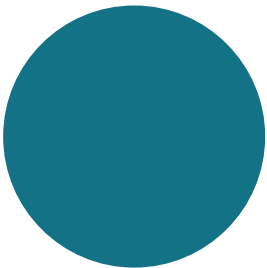
275 Hellebore



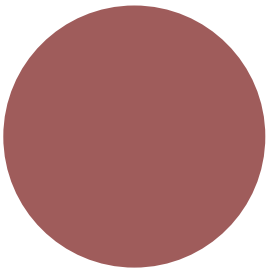
135 Sunlight



228 Lamp Black



95 Marine Blue



Uncorked (digital print)



SIGNWRITERS & MAKERS

Tel: 07543 401143 Email: david@signmode.co.uk

10 Gosling Croft Business Centre, Long Furlong, Worthing BN13 3UT

www.signmode.co.uk