



Update exterior of food store to include Funeral Service Nacton Branch

BRANCH

Unit A, Greenways,
Neighbourhood Centre,
Ravenswood, Ipswich,
Suffolk, IP3 9QF
Telephone 01473 279906

11 / 03 / 19

Marketing

Initial Visual layout

Approved by

Date

NOTES

Retail

Visual Layout

Approved by

Date

NOTES





BRANCH TYPE – FOOD

Co-op Daily

LOCATION / ADDRESS –

Ravenswood, Ipswich

Date 22 / 02 / 2019

Existing exterior branding





Version 1

BRANCH TYPE – FOOD

Co-op Daily

LOCATION / ADDRESS –

Ravenswood, Ipswich

Date 22 / 02 / 2019

New window graphics to include Funeral services

Travel windows remain unchanged



Window Graphics

Full vinyl window graphics applied externally, white on reverse

Below Existing graphics





BRANCH TYPE – FOOD

Co-op Daily

LOCATION / ADDRESS –

Ravenswood, Ipswich

Date 22 / 02 / 2019

New window graphics to include Funeral services

Travel windows remain unchanged



Window Graphics

Different funeral message main text on left window
Below version 1 graphic

Version 2



BRANCH TYPE – FOOD

Co-op Ravenswood

Date 06 / 03 / 2019

Proposed new exterior branding to include Funeral Services signage



**Version 2a
Main elevation**

New central panel internal illumination or trough light

Large ACM panel for funeral branch details.



BRANCH TYPE – FOOD

Co-op Ravenswood

Date 06 / 03 / 2019

**Proposed new exterior
branding to include
Funeral Services signage**



**Version 2b
Side elevation branding**
New larger side panel.
Move Security marker.
Not illuminated

Below existing graphics.



BRANCH TYPE – FOOD

Co-op Ravenswood

Date 06 / 03 / 2019

Proposed new exterior branding to include Funeral Services signage



**Version 3a
Main elevation**

New central panel internal illumination or trough light as shown on Funeral panel

Large ACM panel for funeral branding. Add wood beam on elevation end to help frame branding

