

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	Retail	
Initial Visual layout	Visual Layout	
Approved by	Approved by	
Date	Date	
NOTES	NOTES	



Co-op Daily

East of England

CCOP Travel

LOCATION / ADDRESS -

Ravenswood, Ipswich

Date 22 / 02 / 2019

Existing exterior branding



Co-op Daily

LOCATION / ADDRESS -

Ravenswood, Ipswich

Date 22 / 02 / 2019

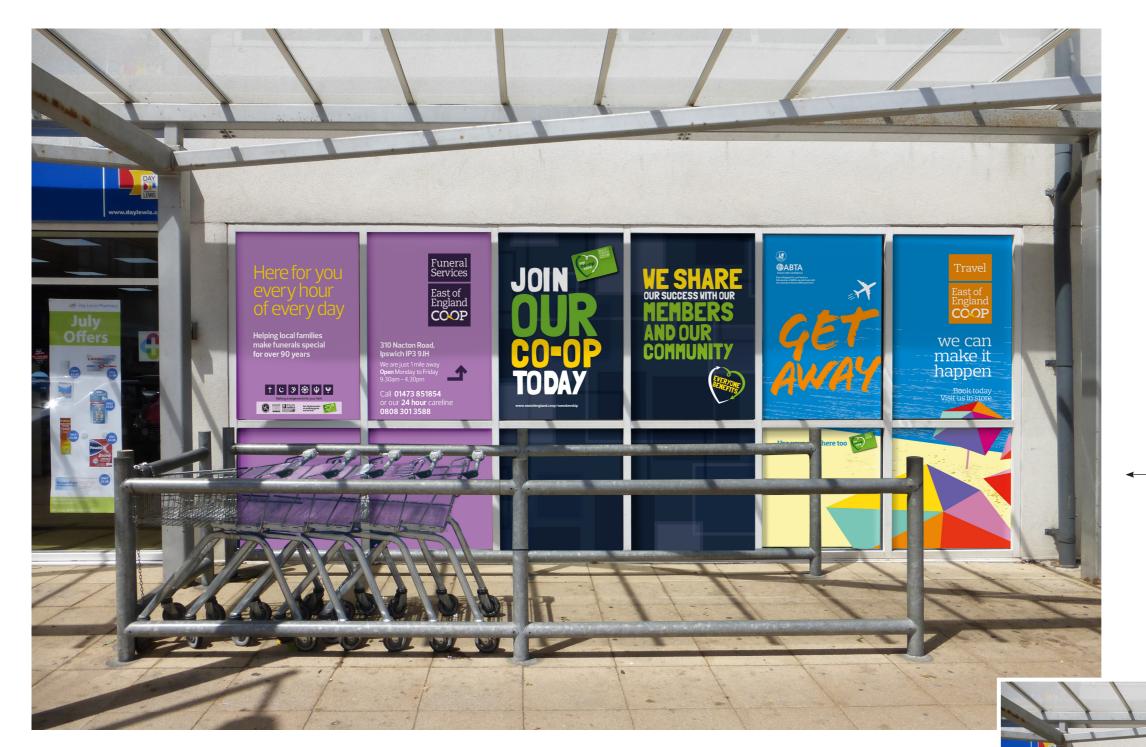
New window graphics to include Funeral services

Travel windows remain unchanged

Window Graphics
Full vinyl window graphics
applied externally, white on reverse

Below Existing graphics

Version 1



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



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.





Co-op Ravenswood

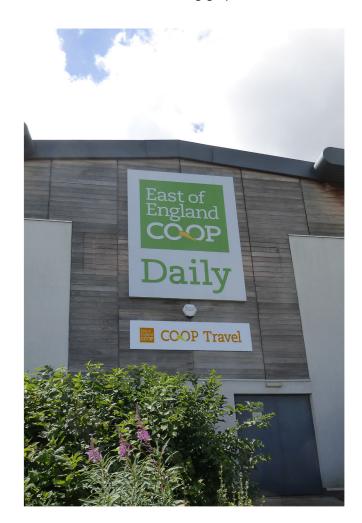
Date 06 / 03 / 2019

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.





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

