

# PROJECT SCHEDULE

SIGN TYPE/ DESCRIPTION:	QTY.:	PG.
<b>SIGN E</b> PERMANENT WINDOW GRAPHICS DIGITALLY PRINTED WINDOW GRAPHICS	NINETEEN (19)	5
ALL APPROVED COLORS	-	6

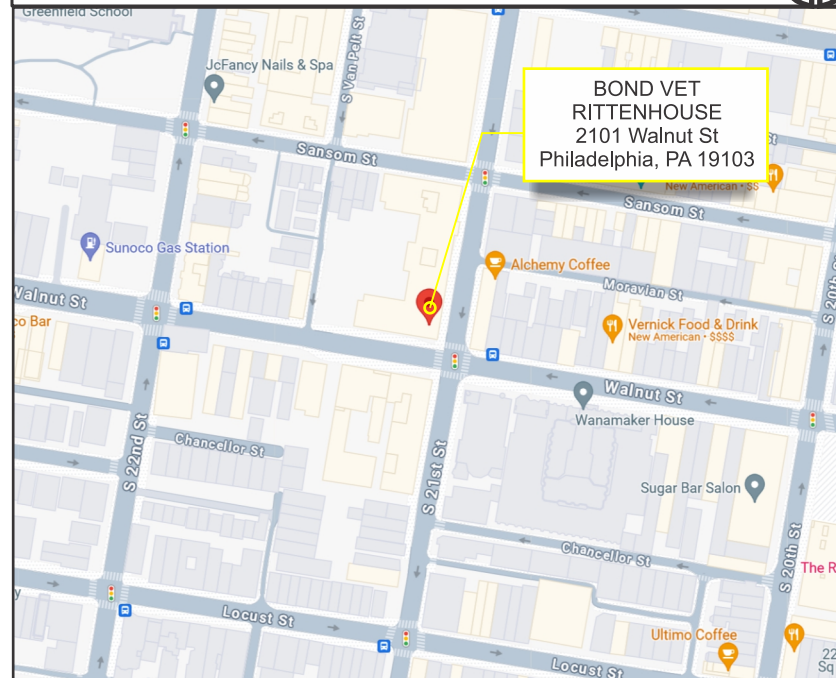
PROJECT:



# BondVet

**PERMANENT GRAPHICS**  
RITTENHOUSE  
2101 Walnut St  
Philadelphia, PA 19103

## AREA MAP



## 3D SITE VIEW



## 01. Logo Colorways

The Bond Vet lockup comes in a positive and a negative color versions.

Positive: on white and any light, neutral brand color

Negative: On the brand's navy

On any other background color, the logobe full white or full navy. It can be black if color isn't available to be printed

On any other background color, the logo should be full white or full navy.

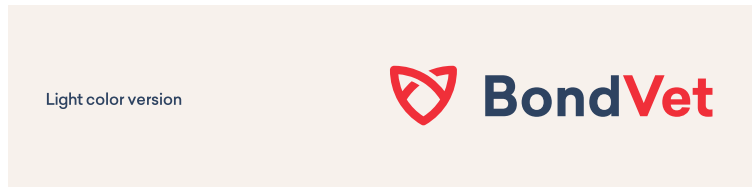
Positive color version



Negative color version



Light color version



Colored version where the red isn't very readable



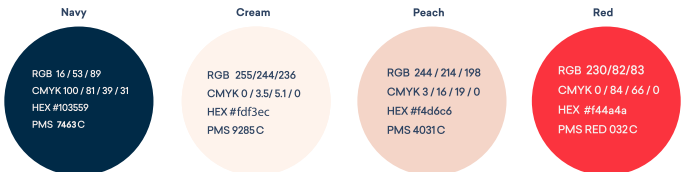
## 02. Colors Colorways

Navy, Peach, beige and Red are the primary colors of Bond Vet and are used the most often.

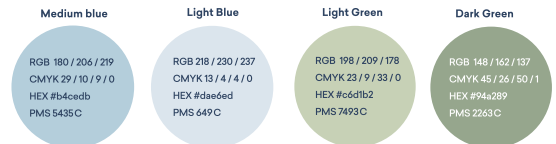
The blues (medium and light) and greens constitute the secondary palette

The Teal, Lilac and Coral are the additional colors and can be used if they help the context and design.

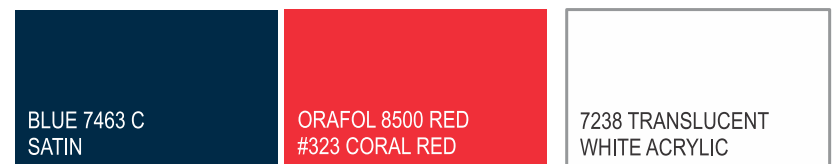
### Primary Colors

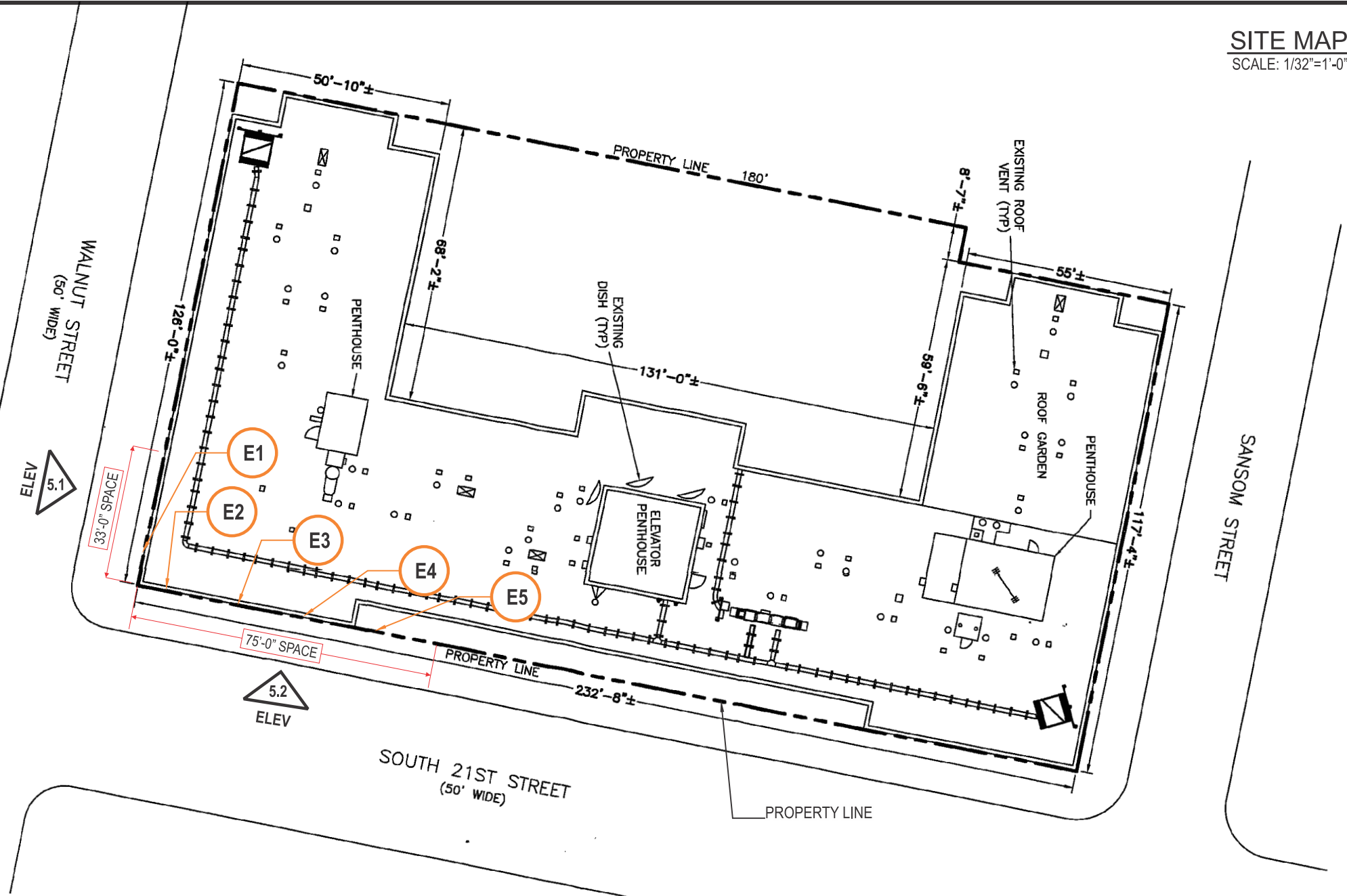


### Secondary Color



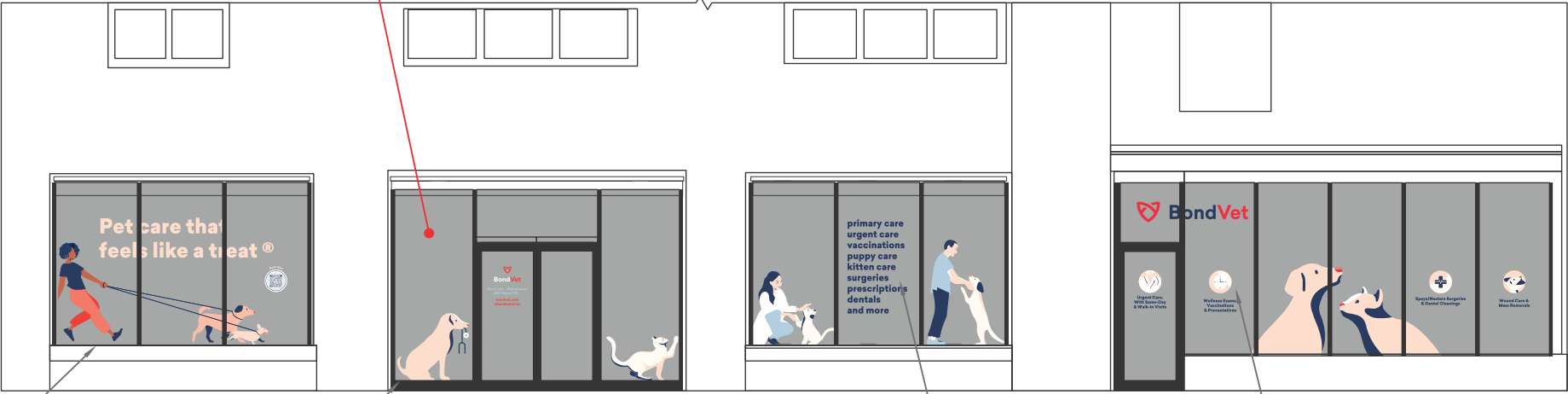
### Additional Colors





TYP. SOLID GREY BACKGROUND TO REPRESENT GLASS. DO NOT PRINT

75'-0" EST STOREFRONT



**E.2** PERMANENT WINDOW GRAPHICS

**E.3** PERMANENT WINDOW GRAPHICS

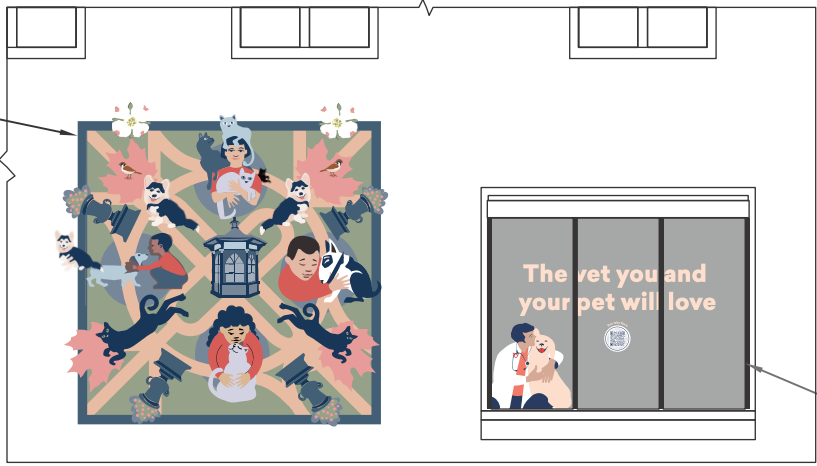
**E.4** PERMANENT WINDOW GRAPHICS

**E.5** PERMANENT WINDOW GRAPHICS

5.2) EAST/ FRONT ELEV.  
@ S. 21st STREET

33'-0" WIDE FACADE

MURAL BY OTHERS. NOT IN SCOPE.



**E.1** PERMANENT WINDOW GRAPHICS

5.1) SOUTH/ SIDE ELEV.  
@ WALNUT STREET

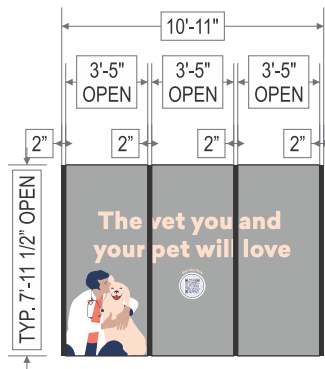
PERMANENT WINDOW GRAPHICS



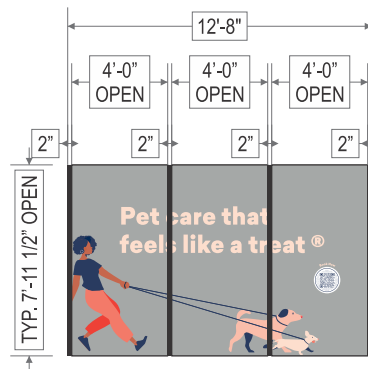
SCALE: 1/8"=1'-0"

QTY.: NINETEEN (19)

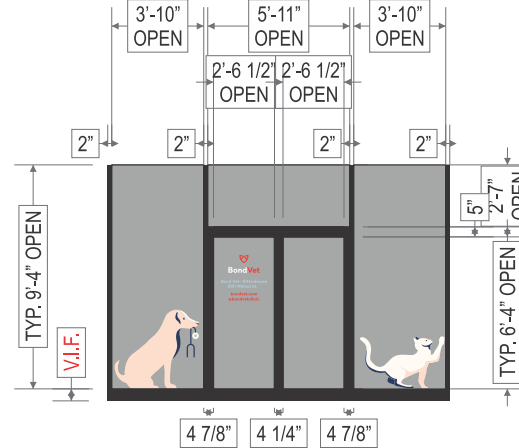
TYP. SOLID GREY BACKGROUND TO REPRESENT GLASS. DO NOT PRINT



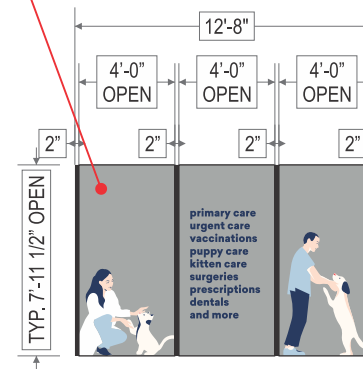
E.1) SOUTH/ SIDE ELEV.  
@ WALNUT STREET



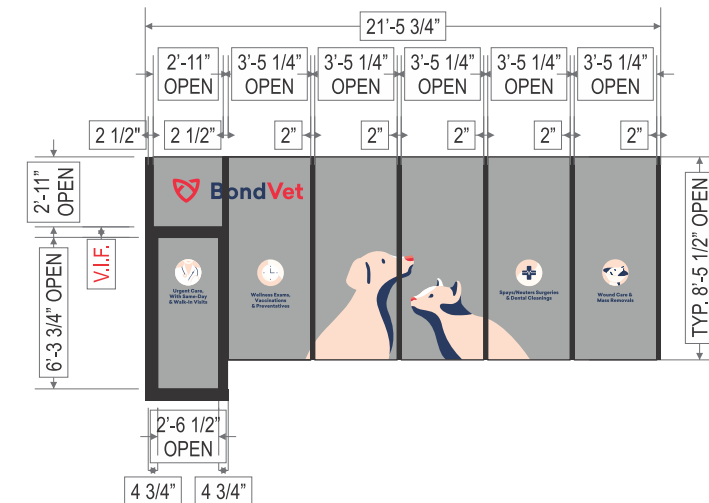
E.2) EAST/ FRONT ELEV.  
@ S. 21st STREET



E.3) EAST/ FRONT ELEV.  
@ S. 21st STREET



E.4) EAST/ FRONT ELEV.  
@ S. 21st STREET



E.5) EAST/ FRONT ELEV.  
@ S. 21st STREET

PANTONE NAVY- 7463 C CMYK C:100 M:81 Y:20 K:45		PANTONE MEDIUM BLUE- 5435 C CMYK C:29 M:10 Y:6 K:0			
PANTONE CORAL- 487 C CMYK: C:0 M:31 Y:29 K:0		PANTONE PEACH- 4031 C CMYK C:0 M:14 Y:17 K:0		PANTONE CREAM- 9285 C CMYK C:0 M:1 Y:3 K:0	
CMYK C:0, M:100, Y:85, K:0		CMYK C:18 M:73 Y:80 K:5		WHITE - CMYK C:0 M:0 Y:0 K:0 HEX: FFFFFFFF	

VINYL MATRIX	
V-1	VINYL DIGITAL PRINT w/ MIN. 1" BLEED
FINISH	OPAQUE
APPLIES:	1st SURFACE



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DATE 07/31/2024	ARTIST FOSTER	SEG. NO.	



ALL APPROVED COLORS



White -  
CMYK C:0 M:0 Y:0 K:0  
HEX: FFFFFFFF

Cream- 9285 C  
CMYK C:0 M:1 Y:3 K:0

Peach - 4031 C  
CMYK C:0 M:14 Y:17 K:0

Coral - 487 C  
CMYK C:0 M:31 Y:29 K:0

Red - 032 C  
CMYK C:0 M:68 Y:59 K:0

Lilac - 7444 C  
CMYK C:19 M:19 Y:0 K:0

Light Blue - 649 C  
CMYK C:2 M:0 Y:0 K:0

Medium Blue - 5435 C  
CMYK C:29 M:10 Y:6 K:0

Navy- 7463 C  
CMYK C:100 M:81 Y:20 K:45

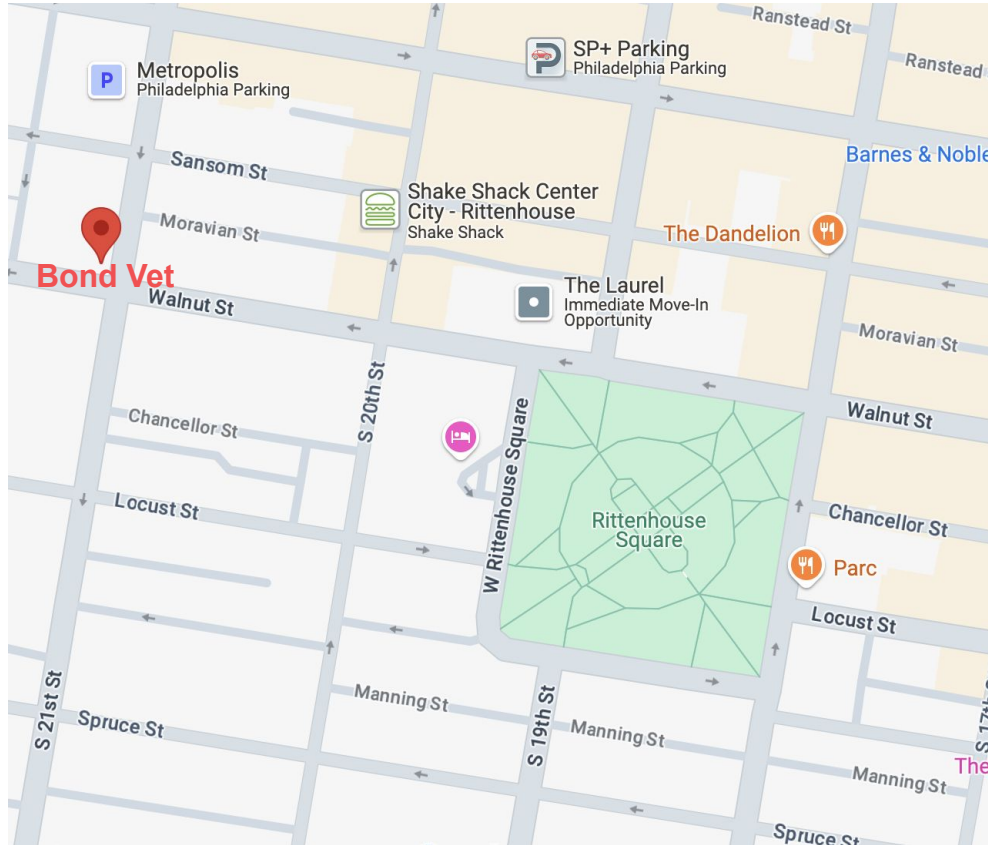
Light Green - 7493 C  
CMYK C:23 M:9 Y:42 K:0

Dark Green - 2263 C  
CMYK C:45 M:8 Y:50 K:22

Teal - 7464 C  
CMYK C:28 M:0 Y:15 K:0

1788 C  
CMYK C:0, M:100, Y:85, K:0

# Eurhi Jones Concept - "Rittenhouse Square"



I emphasized the human-pet connection and Rittenhouse Square 2 blocks away, and one of most well loved gathering places (and dog walking areas) in Philadelphia. Given the shape of the wall that we are now focusing on on Walnut Street, a mandala shape seemed like a fun, "instagrammable" way to highlight the themes we are working with.



# Eurhi Jones Concept - "Rittenhouse Square"



- The mandala will portray seasonal foliage or native plants rather than the same leaf/flower repeated
- each illustration will be a slightly different pet/human combo
- People and animals are shown together using the iconic Rittenhouse Square benches to suggest place, but it could be another image in the foreground for example a large playful pet. It could also just be the Mandala with nothing in the foreground or a real bench for a photo opp.
- There will be a lot of refining to bring all the sketches into a similar style. The guardhouse is a photographic placeholder. It is the center of the park and highly recognizable to locals.
- We can use more of the Bond colours as the background and less of the green if preferred
- Create a link between the square and the mural, perhaps by having signs / bag dispensers posted around the square to let people know about the mural and if they would like to feature in it or help us paint it. Future Bond clients / link to social activation / tote / bandana / DM map to Rittenhouse





