

COFA

ADVERTISING

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FUTURE WORLD

ADVERTISING & MARKETING

SIGNAGE CONSULTANT

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Website : www.cofaadvertising.com

Riyadh . Al-Khobar . Dubai . Beirut

SIGNAGE CONSULTANCY

SCOPE OF SERVICES

Future World Advertising & Marketing LLC is an integrated design and manufacturing company established in 1997 in the United Arab Emirates. Throughout years of excellent products, professional services and customers care, our name has been synonymous with integrity and professionalism.

Our design division is equipped with highly skilled professionals capable in offering solutions and unique designs, accompanied by the latest technologies to meet our client's requirements and expectations.

As a signage consultant, working on all volume and type of projects for the past decade had provided us a unique set of credentials that we utilize to adopt our role to best match the specific project circumstances and to ensure the complete satisfaction of the client.

Our scope of work will be carried out in light of the following:

- ✦ Define the project's requirements.
- ✦ Propose a Concept Design well integrated with the architectural layout of the project.
- ✦ Develop a detailed proposal to document how project work will be processed to achieve desired goals and criteria.
- ✦ Provide the Client with practical solutions with minimum costs.
- ✦ Define a time frame for project task completion.
- ✦ Ensure that project progress smoothly and to the satisfaction of the client.
- ✦ Maintain confidentiality during and after the assignment.
- ✦ Never accept a conflicting assignment.



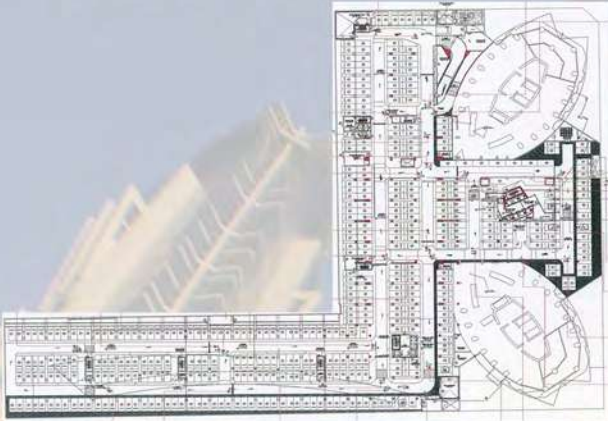


JW MARRIOTT.
MARQUIS
DUBAI



JW MARRIOTT MARQUIS DUBAI

The Tallest Hotel in the world by Guinness Book of Record.



SIGNAGE DETAILS

Main Sign

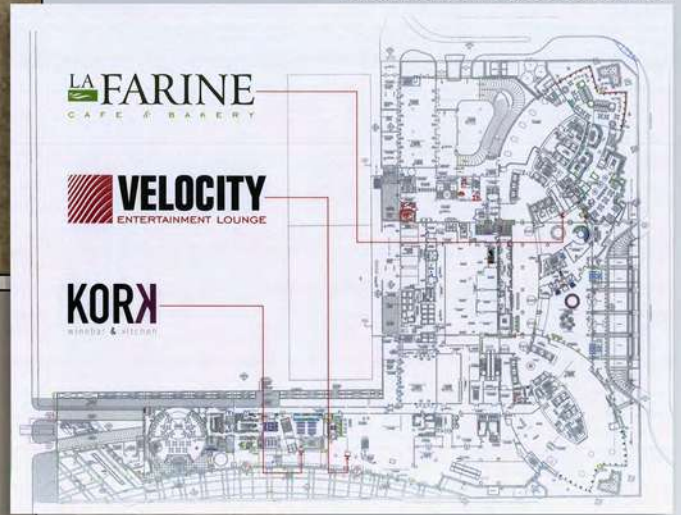


External Signs

Carpark & Directional Signs

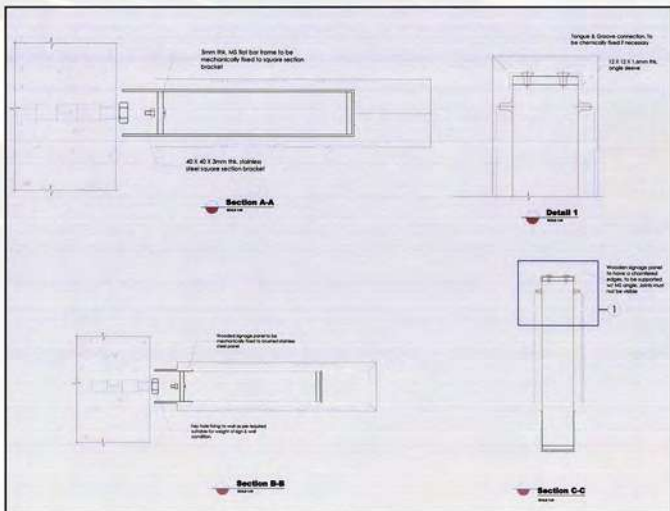
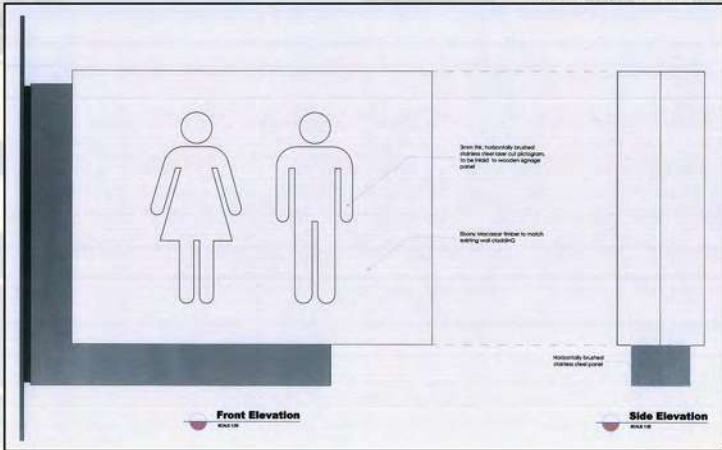
ELEVATIONS

Signage Detailing & Illustration Drawings



Wall Mounted & Amenity Signs

Illustration Drawings



THE DUBAI MALL



The Dubai Mall Directional Signage Stand Alone & Ceiling Mounted Sign

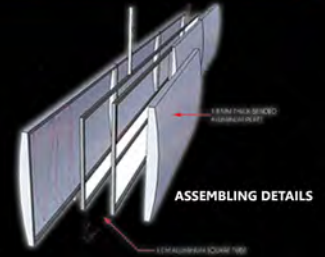


STRUCTURAL DETAIL

PERSPECTIVE VIEW

FRONT

BACK

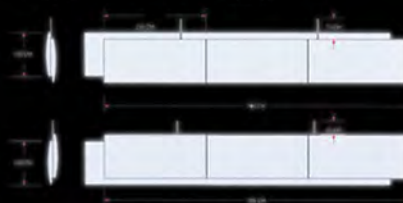


ASSEMBLING DETAILS

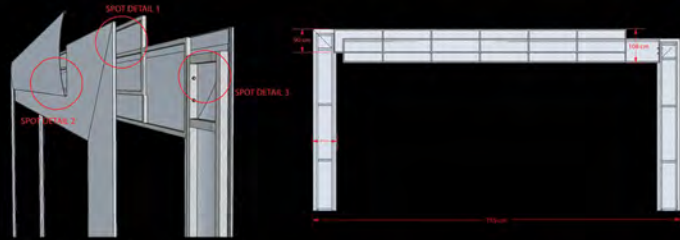
ELEVATIONS

SIDE

FRONT

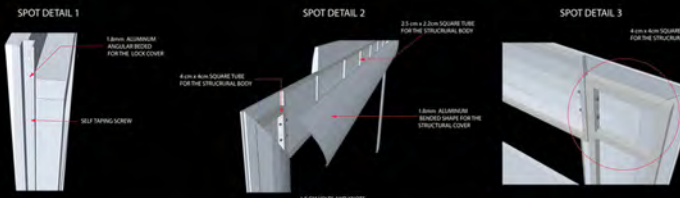


SPOT DETAIL

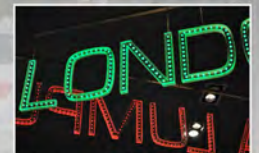


PERSPECTIVE VIEW

FRONT ELEVATION



Internal Signs



LOGO PERSPECTIVE

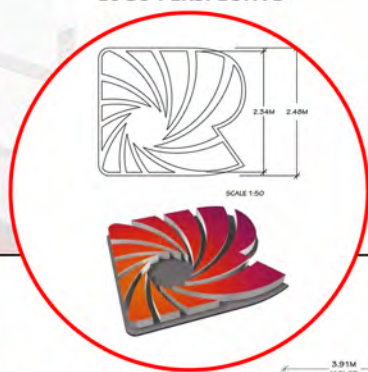
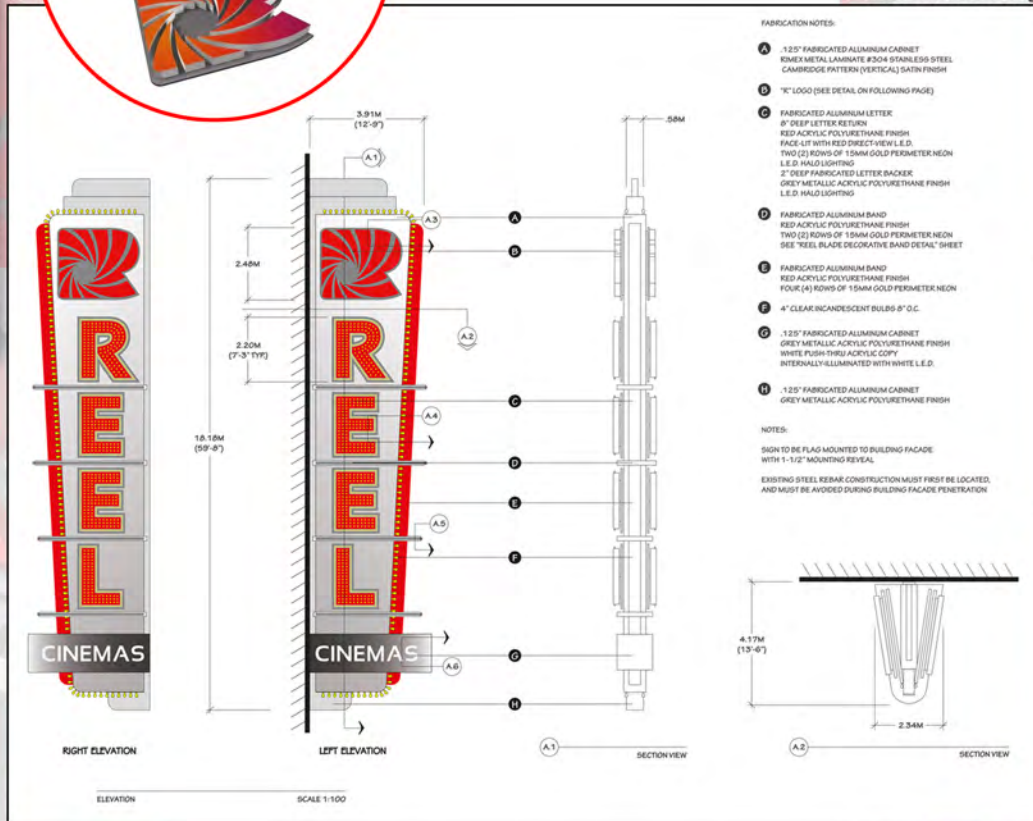


Illustration Drawing



Day Time LED Screen off

Night Time / RGB Lighting LED Video Screen on



Emirates SkyCentral



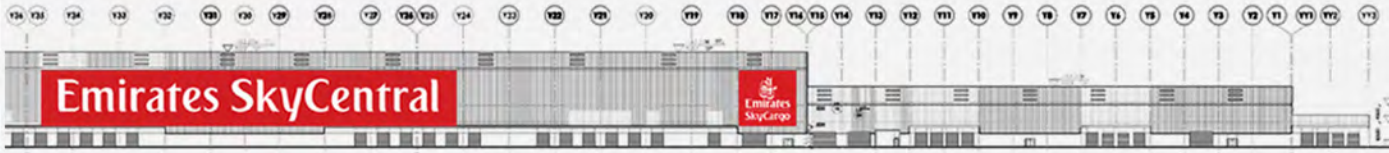
Air side

Approx. Size
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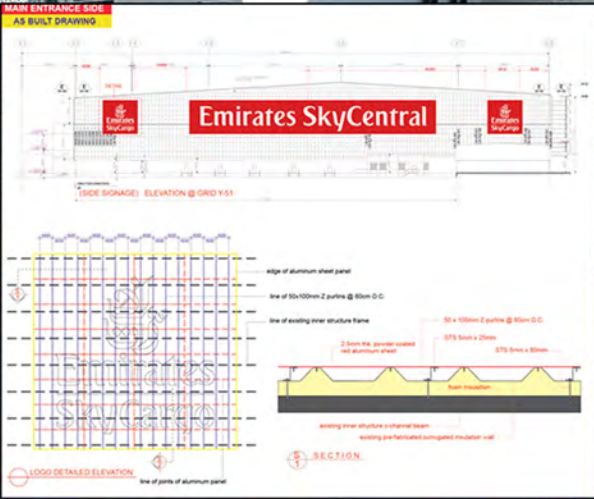
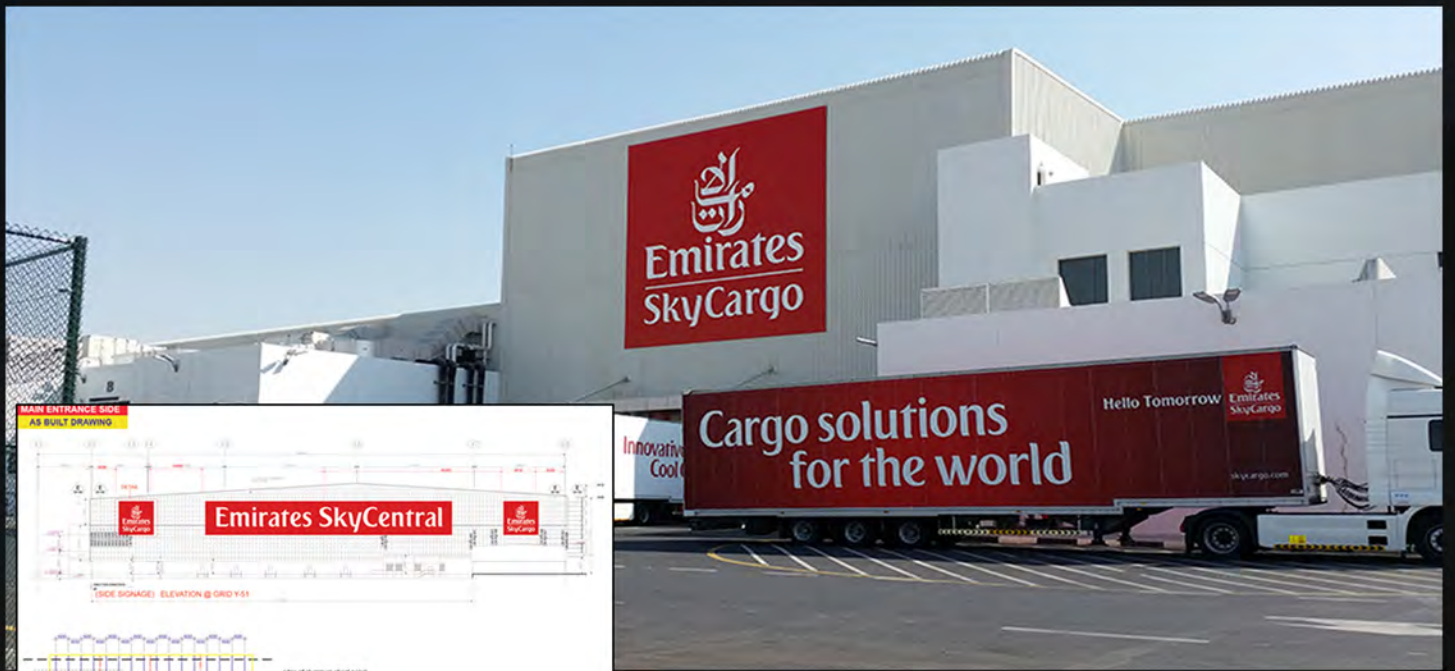


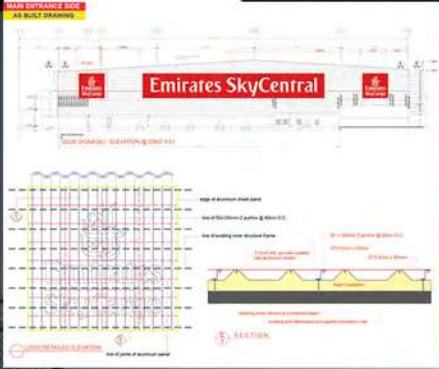
Approx. Size
108.768 mts x 14.502 mts

Approx. Size
14.975 mts x 14.449 mts



ELEVATION

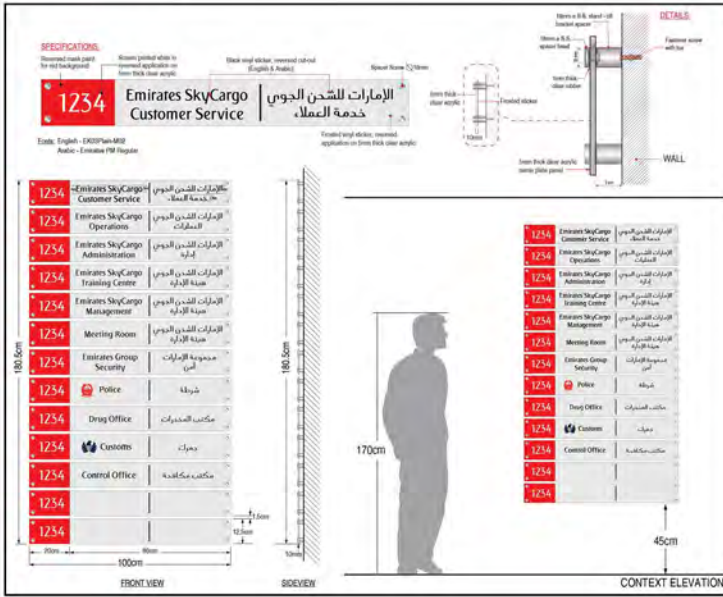




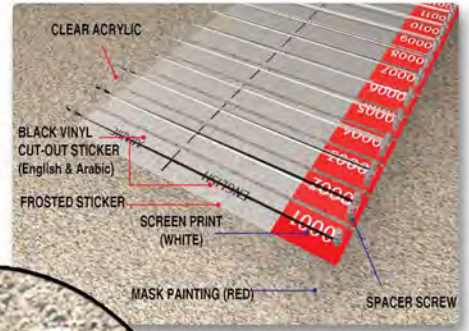
Directional Signs

Hanging Sign & Wall Mounted Sign

Illustration Drawing



Installation & Detailing



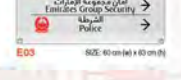
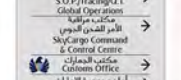
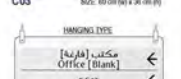
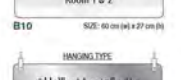
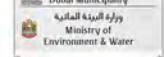
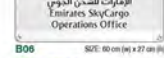
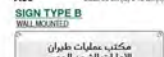
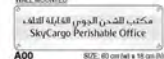
SPOT DETAILS

Wall Type Sign

Hanging Type Sign



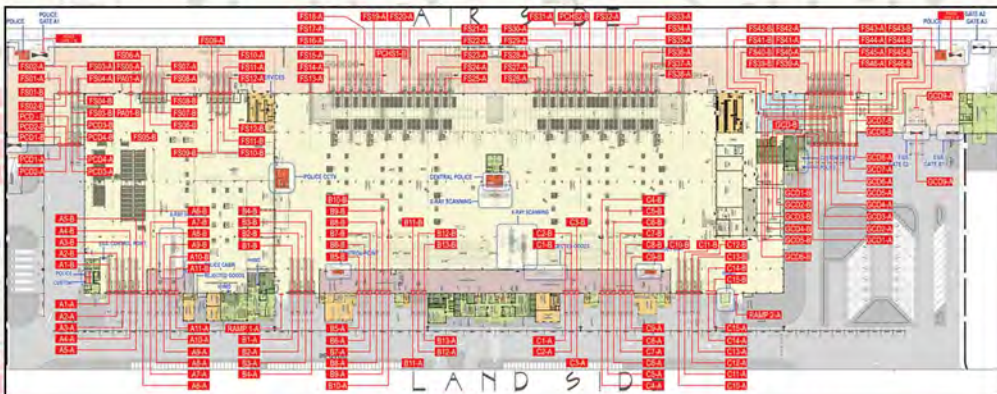
SIGN TYPE A



Sign Types & Variation Designs

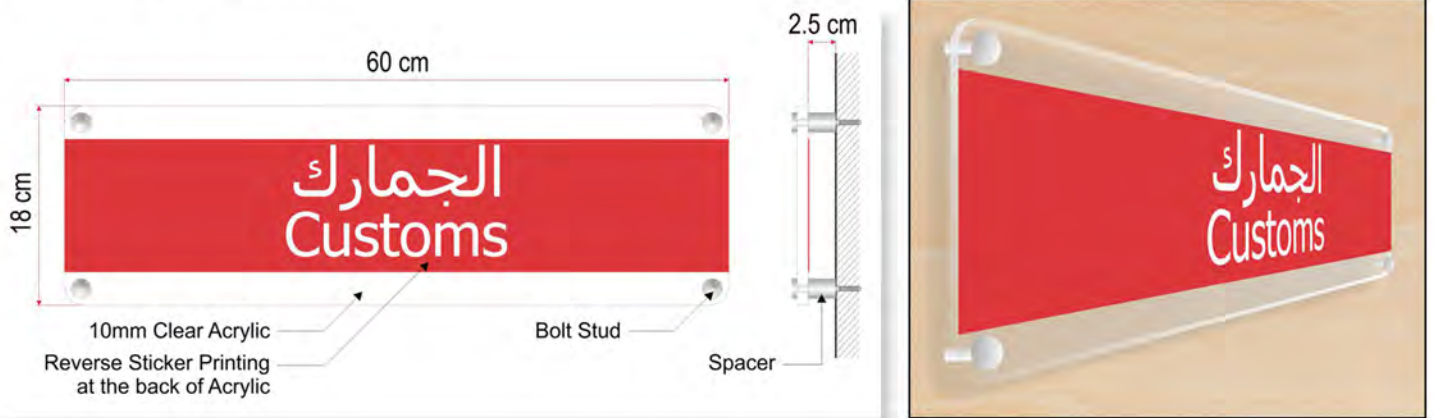


Loading & Unloading



INTERNAL SIGNS

Wall Mounted Signs Illustration Drawings



Sign Variations

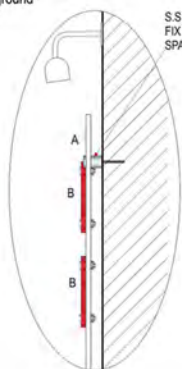
Logo Sign



Directory Sign

Note:

Text font used tahoma white with mask painting RED color background indicated on acrylic.



DIMENSIONS

PANEL - A HORIZONTAL: panel size - 250 cm

VERTICAL: panel size - 275 cm

PANEL - B HORIZONTAL: panel size - 285 cm

VERTICAL: panel size - 15 cm

PANEL - C HORIZONTAL: panel size - 75 cm

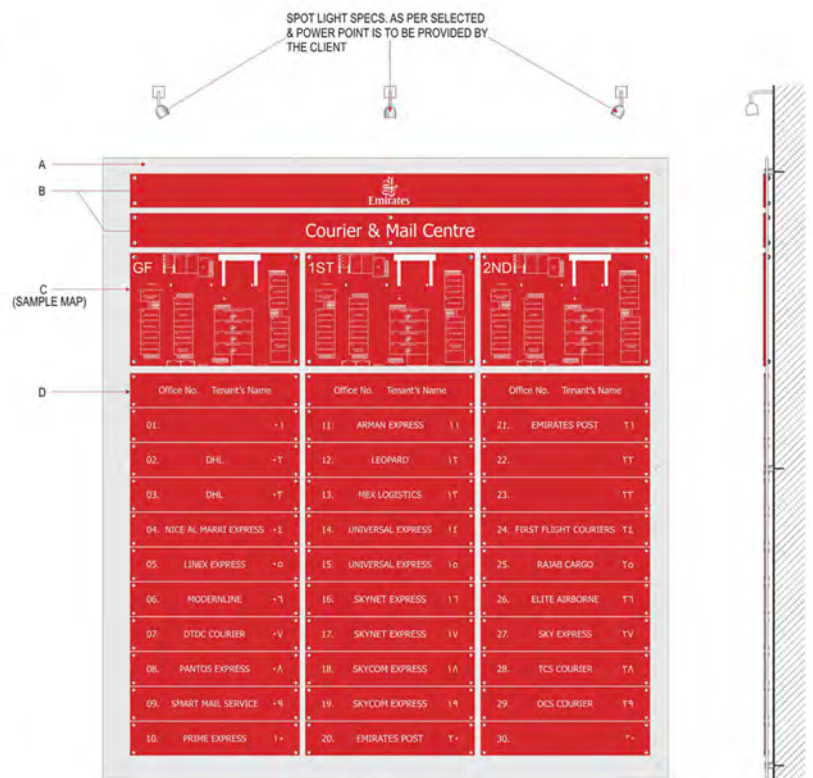
VERTICAL: panel size - 50 cm

PANEL - D HORIZONTAL: panel size - 75 cm

VERTICAL: panel size - 15 cm

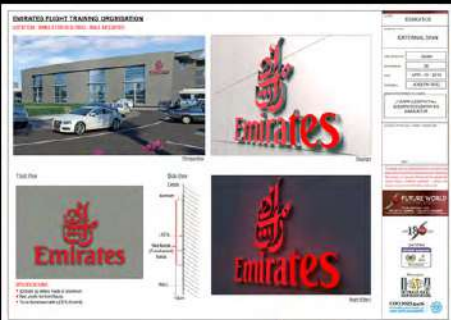


PERSPECTIVE



FRONT VIEW

SIDE VIEW





Emirates

FLIGHT TRAINING ORGANISATION



Emirates

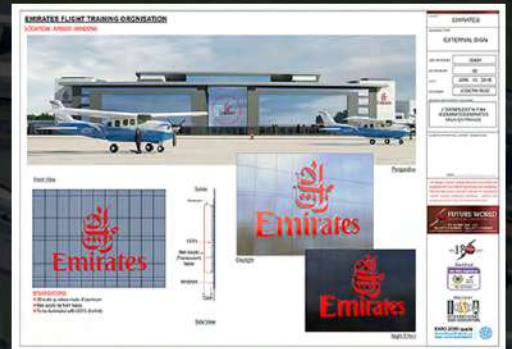
FLIGHT TRAINING ORGANISATION



Emirates

FLIGHT TRAINING ORGANISATION







Emirates
Flight Training
Academy

INTERNAL SIGNS

EMIRATES TRAINING ACADEMY PYLON SIGNS Pylon & Wall Mounted Signs

Variation Perspective Designs

Illustration Drawing

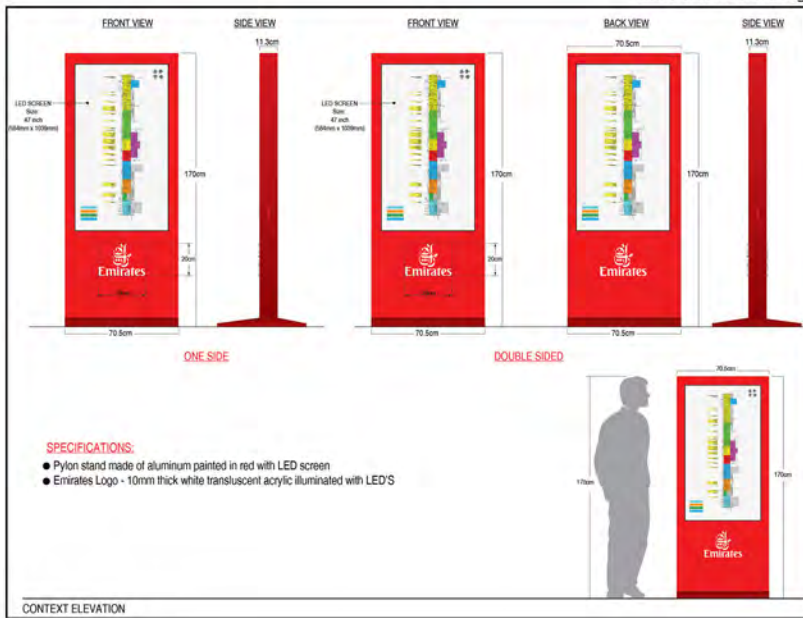
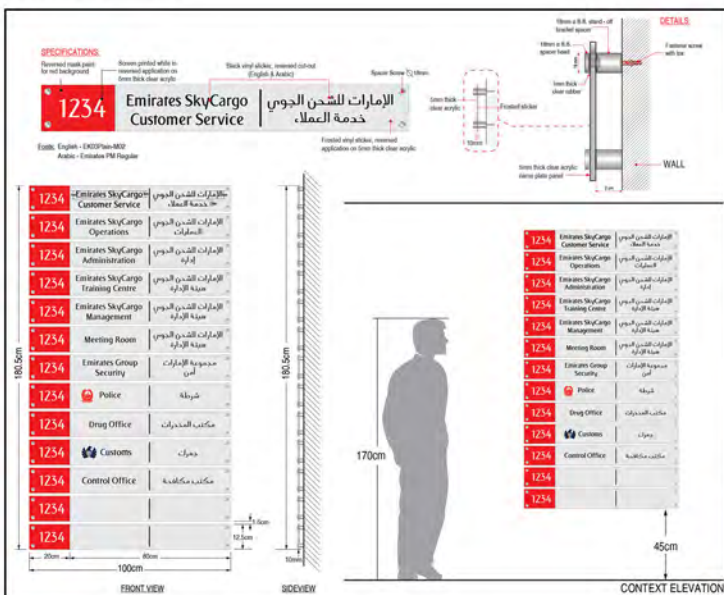
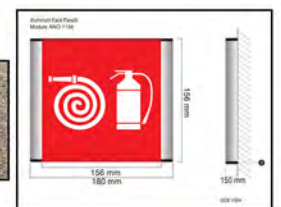
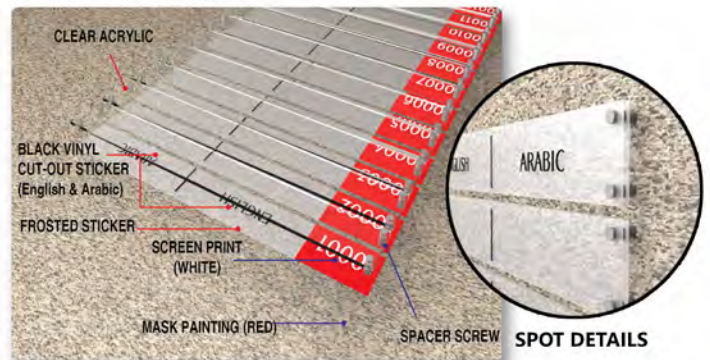


Illustration Drawing



Installation & Detailing

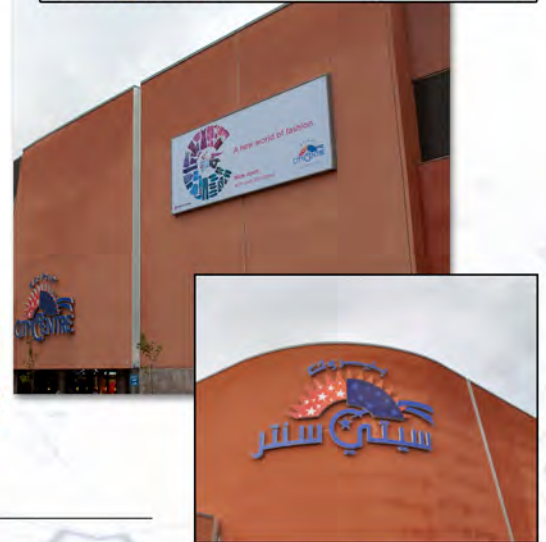
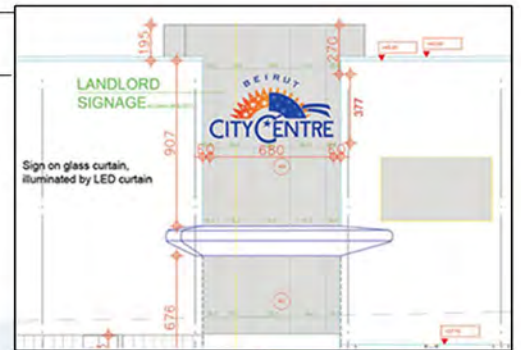
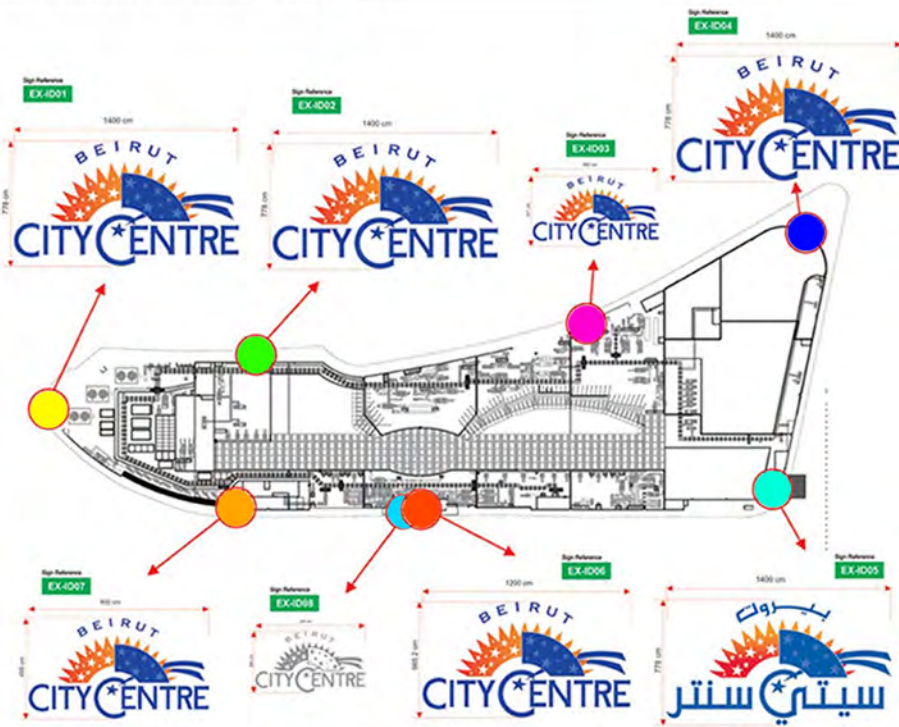




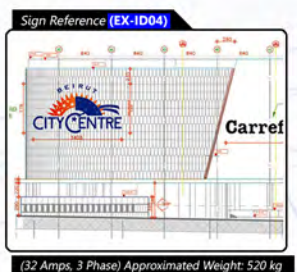
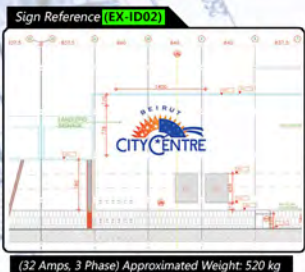
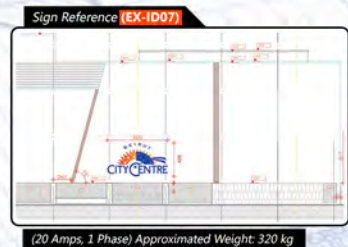
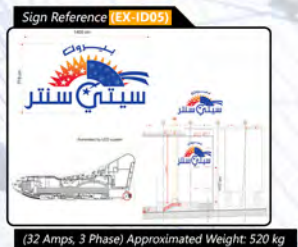
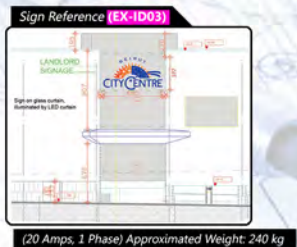
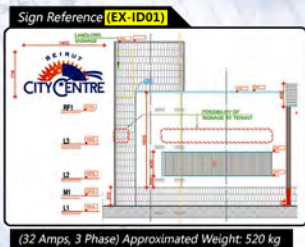


EXTERNAL SIGNS

BCC EX LOGO (OVER VIEW PLAN)



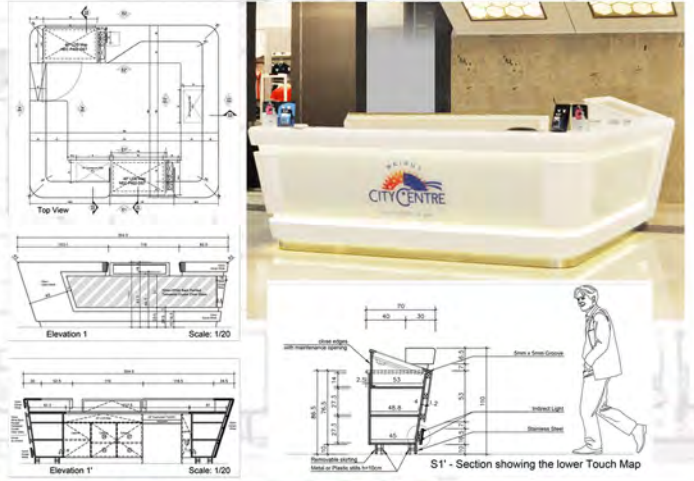
Sign Elevations & Location Areas



INTERNAL SIGNS

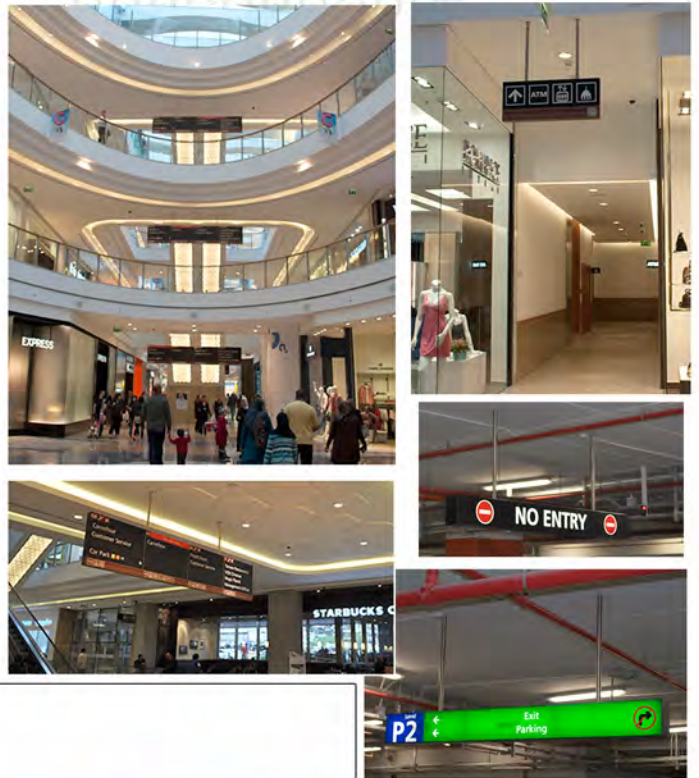
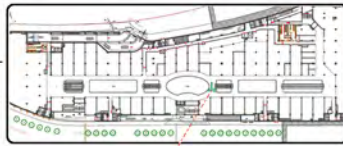
- PYLONS
- HANGING SIGNS
- WALL MOUNTED SIGNS
- RECEPTION SIGN

PYLON



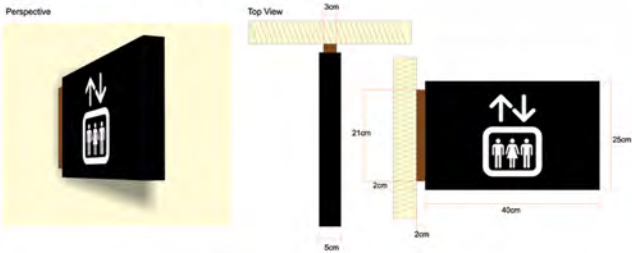
HANGING SIGNS

Sign Reference (IN-001) Suspended Directional Sign



WALL MOUNTED

Sign Reference (IN-B012) BLADE TYPE SIGN



Sign Reference (IN-B012) WALL TYPE SIGN



Sign Reference (IN-F0H) NON-POWERED SIGNS







Front Entrance

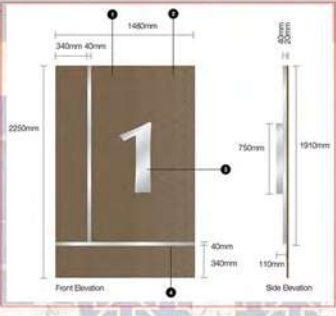
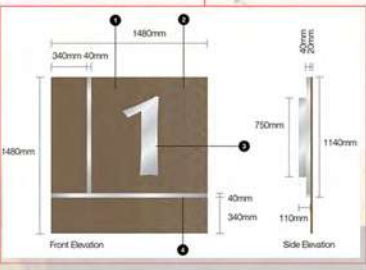
Common Wayfinding

Building - 1, 2, 3

BURJ DUBAI SQUARE



Back Entrance



2
BUILDING

1-6
G
P1
P2

Offices
Main Lobby
Offices
Carpark
Carpark

BURJ DUBAI
SQUARE

G P1

2

BURJ DUBAI
SQUARE

MALE

FEMALE

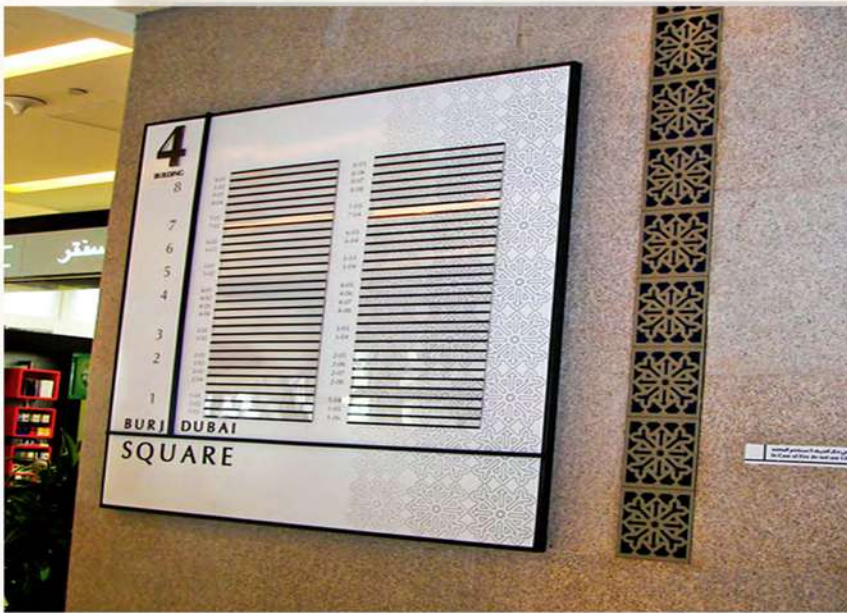
Pylon Signs



External Signs



Internal Signs





الريان
ALRAYYAN





Perspective



AL RAYYAN COMPLEX_EXTERNAL SIGNS_TOWER BUILDING LOGO PRESENTATION NORTH AND EAST MALL PERSPECTIVE



EX06 - MAIN EXTERNAL SIGN SPECIFICATIONS
 ■ 2D BUILD UP LETTER MADE OF ALUMINUM PAINTED IN REQUIRED PANTONE COLOR
 ■ To be illuminated with LED - backlit
COLOR GUIDE:
 PANTONE 65-0510
 PANTONE 65-0510

AL RAYYAN TOWER - EXTERNAL SIGNAGES - NORTH ELEVATION

LEGEND DETAILS:

L LEFT WALL SIZE APPROX : 60 Meter (w) x 25.2 Meter (h)

EX01A - AL RAYYAN LOGO

(2D BUILD UP LOGO MADE OF ALUMINUM PAINTED IN REQUIRED PANTONE COLOR BACK-LIT EFFECT)
 SIZE APPROX: 9 Meter (h)
 PANTONE - 65-0510
 PANTONE - 65-0510



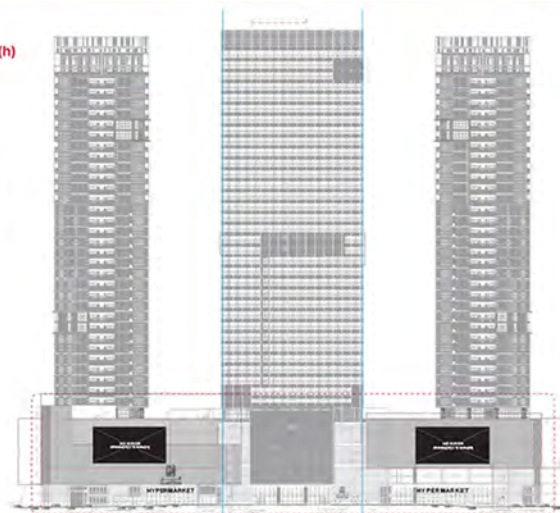
EX02A - LED SCREEN

SIZE: 20 Meter (w) x 12 Meter (h)



EX03A - HYPERMARKET

LOCATION: LEFT AND RIGHT SIDE
HYPERMARKET
 HANGING SIGN ON CANOPY
 NON-ILLUMINATED



LEGEND DETAILS:

R RIGHT WALL SIZE APPROX : 60 Meter (w) x 28.5 Meter (h)

EX01B - AL RAYYAN LOGO

(2D BUILD UP LOGO MADE OF ALUMINUM PAINTED IN REQUIRED PANTONE COLOR BACK-LIT EFFECT)
 SIZE APPROX: 8 Meter (h)
 PANTONE - 65-0510
 PANTONE - 65-0510



EX02B - LED SCREEN

SIZE: 20 Meter (w) x 12 Meter (h)

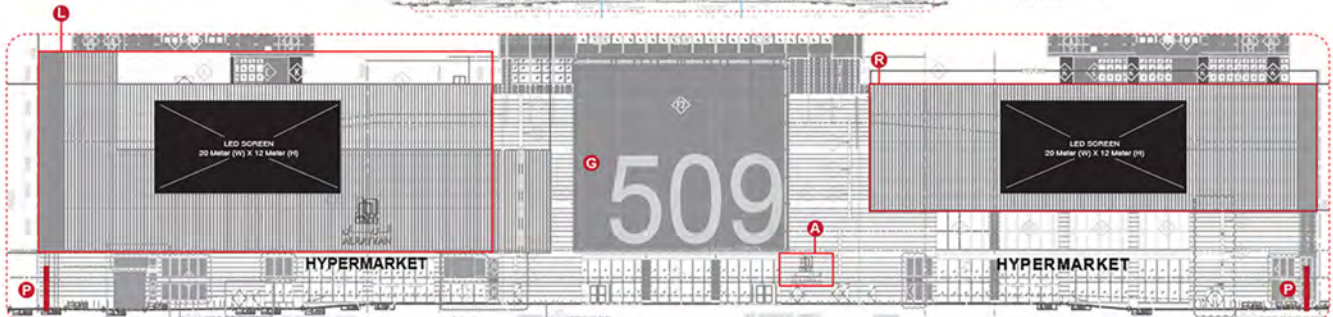


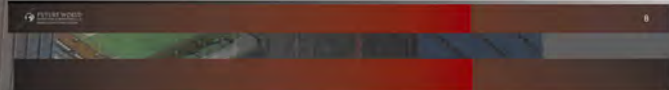
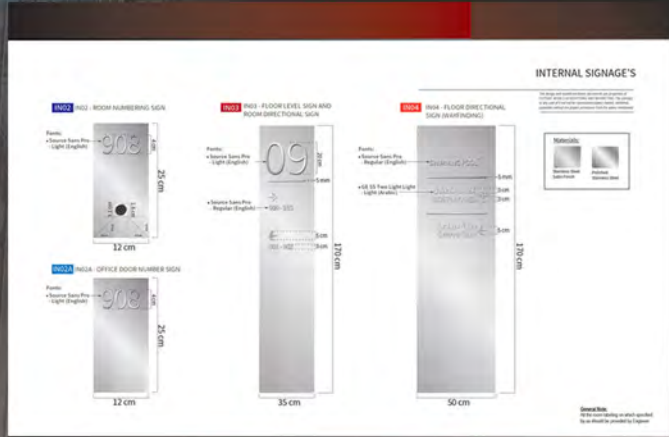
EX05 - GLASS STICKER

509

EX07 - PYLON

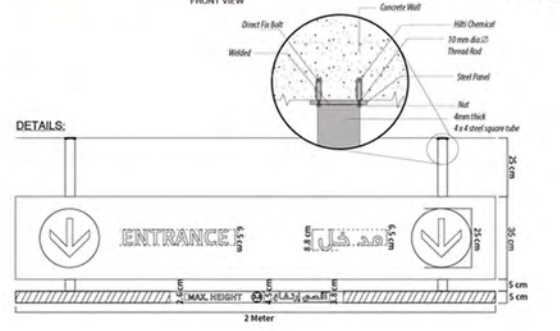
SIZE: 60m (w) x 2.4 Meter
 For details see page 10





Al Rayaan Carpark Directional Signs

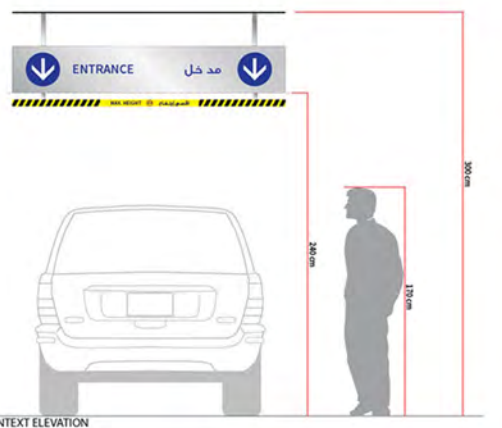
CP CARPARK SIGNS - (HANG TYPE)



- SPECIFICATIONS:**
- Made of aluminum panel
 - Reflective sticker symbols (3M Sticker)
 - Blue vinyl cut-out stickers for text and arrows
 - To be installed on concrete ceiling using 4x4 aluminum steel tube and plate, direct fixed bolts & nuts



VC - VERTICAL CLEARANCE (القصى ارتفاع) MAX. HEIGHT 0.5 (القصى ارتفاع 0.5) Vinyl cut-out sticker
 *Made of 2mm thick aluminum sheet painted in black & yellow, vinyl cut-out sticker for messages



1. DEFINE PROJECT'S REQUIREMENTS:



The first step is to carry out a comprehensive needs assessment of general signage issues and to identify examples of successful solutions. As a result of this needs assessment, an itemized list of sign types will assist in the planning and preparation for the design process.

2. CONCEPT DESIGN:



In this phase, a project budget should be determined or considered if previously decided. By reviewing the architectural plans, we can draft a preliminary concept well integrated with the project's style, to include External & Internal Signs, Direction Signs, Common Way findings, Disclaimer Signs ...etc.

3. SCHEMATIC DESIGN AND SIGNAGE REQUIREMENTS:



This phase involves research and analysis of the site, finding solutions to way finding issues, identifying a hierarchy of sign types and determining the location and message of all sign. In addition to sign types identified on the checklist, signs that can aid with operational structure should also be considered.

4. DESIGN DEVELOPMENT AND TECHNICAL SPECIFICATIONS:



- Establish a standardized design for the project.
- Presentation of the proposal to explain the design and justify the planned expenditure.
- Production of coloured and scaled drawings for each sign type or each individual sign, to include specifications, selected typography, symbols, colour, materials and finishing. These offer an accurate interpretation of the proposed signs and give a good opportunity to experiment with colours and text styles.
- Develop the message and direction of each sign.
- Carry out a site survey for any necessary marking of plans.
- Determine the exact quantities required for each sign type.
- Specify the fixing details for each sign type.
- Determine the materials to be used, and ensure its availability in the local market.
- Coordination with the MEP Contractor to setup a power provision plan for the signs.

5. TENDER PHASE:

5.1 Preparation of Tender:

5.1.1 This phase includes preparation of tender documentation for the sign system suitable for bidding, fabricating and installing signs to be sent to the selected contractors. These contract documents must include a significant amount of details and data via specifications, detailed drawings and bill of quantities. Shop drawings define in detail how the signs will be made by the successful bidder, and must be carefully reviewed before formal approval.

This phase includes as well:

- a. Scope of works
- b. Signs Schedules
- c. Instructions and information for tenderers

5.1.2 Recommend expert contractors to the Client, invite them to submit their portfolios before finalizing the list of participants.

5.1.3 Reply to any query the signage contractors may have prior to tender submittal date.

5.2 Tender Action:

5.2.1 This phase includes evaluation of submitted bids. Preparation of Tender Analyze and Comparison Reports.

5.2.2 Pre-qualify bidders and assist the Client in selecting the Signage Contractor.

6. SUPERVISION AT SITE AND QUALITY CONTROL:

- 6.1 Review and approval of shop drawings, schedules and signage mock-up submitted by the contractor.
- 6.2 Replies to queries raised by the contractor.
- 6.3 Approval of samples and materials submitted by the contractor.
- 6.4 Inspection at site to verify actual sign locations.
- 6.5 Inspection at site to ensure compliance with the drawings and specifications.
- 6.6 Detailed inspection of completed signage to confirm the excellent finishing.

We believe that a Consultant's role on a project does not end at a particular aspect's scope of design, but also includes the responsibility of successfully integrating that aspect into the whole.

Finally, working closely with experts can accurately perform a needs analysis, help select the optimal system and assure the smooth operation throughout the execution of the works.





THANK YOU

COFA
A D V E R T I S I N G

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Website : www.cofaadvertising.com
Riyadh . Al-Khobar . Dubai . Beirut**