In developing the logo we have brought the lettering into line with other existing SLLC sport facilities and introduced the swirl graphic, from the main SLLC logo, to draw a closer link between the Water Palace and the SLLC as the service provider - in an effort to raise awareness of the SLLC brand and its activities.
To increase footfall within the centre we would recommend improving the exterior signage by clearly communicating functionality of the building and the activities that take place inside the building.
Coming in 2012…

All new Fitness Suite

Large Scale promotional window vinyl

Banner graphics

Bold exterior signage to communicate the activities that take place within the building and also to communicate promotional offers.
Scanning LED display advertising up & coming offers/events.

Information/ticket point

Poster holder timetabling events/activities

Elevation of branded information/ticket point

At the entrance area create an information point where customers can purchase tickets or find out information on up & coming events/activities thus improving the service offered by SLLC to the community.

Hamilton Water Palace
Exterior Information point
To help inform customers of centre events/activities create designated areas for branded information panels on the main circulation routes. In addition, we would recommend improving interior directional signage to encourage customers to fully explore the building.
Wall to be painted in a bold colour & branding applied in vinyl.

Customer Information point.

Surface mounted lighting to highlight key areas.

Mirrors to enhance space.

Rather than have a reception desk as such, we are proposing a custom designed piece of furniture that displays Information, holds customer programme cards and also has an integrated PC for staff use.
Currently the gym area feels quite busy, so we would propose that the layout of the gym is improved to create designated areas for all activities: Customer Information point, Weights area, Strength Area, Cardiovascular area, Stretch area. Proposed interior finishes would reflect the brand and work with the colour palette proposed for the other areas.
4.8 - Exterier of gym to be painted with promo vinyl graphics applied.

Wall leading to fitness studio to be painted in a bold colour & a branded information board fixed to wall.

Fitness studio window to have existing vinyl removed.

Wall leading to fitness studio to be painted in a bold colour & a branded information board fixed to wall.

Hamilton Water Palace

Interior_Circulation route to Fitness Studio
For Consultation purposes, we are proposing using the small office/storage area on the way to the Fitness studio. We would propose putting a glass door & glass panel on this area to open the space up.

To increase the natural light into the Fitness Studio we are proposing to remove the existing window vinyls. Internally, we would propose redecorating using a bold colour in conjunction with large scale fitness orientated wall graphics.