



Hamilton Water Palace

In developing the logo we have brought the lettering into line with other existing SLCC sport facilities and introduced the Swirl graphic, from the main SLCC logo, to draw a closer link between the Water Palace and the SLCC as the service provider - in an effort to raise awareness of the SLCC brand and its activities.



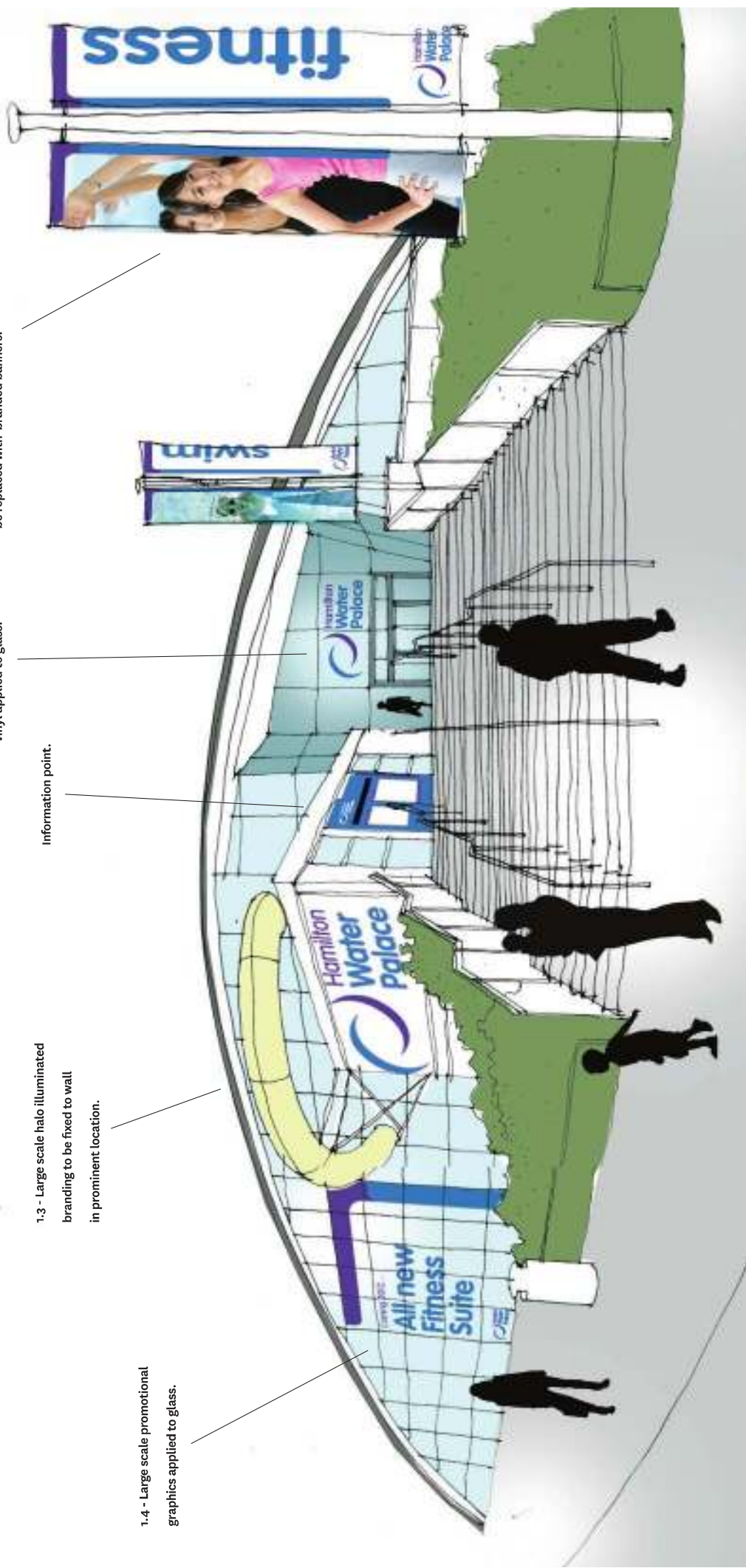
1.2 - Existing totem to be removed and to be replaced with branded banners.

1.5 - Adhesive window vinyl applied to glass.

Information point.

1.3 - Large scale halo illuminated branding to be fixed to wall in prominent location.

1.4 - Large scale promotional graphics applied to glass.



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



fitness



Banner graphics

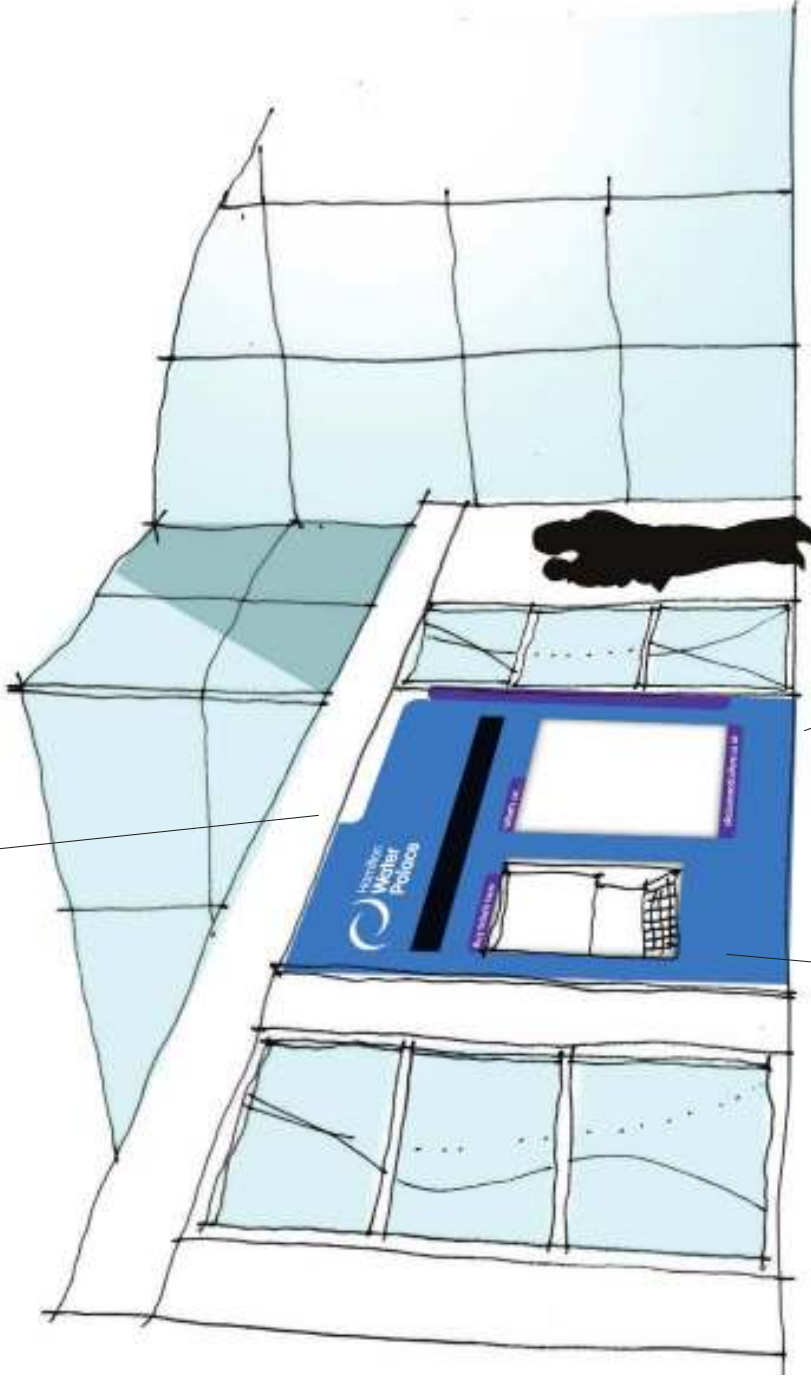


swim



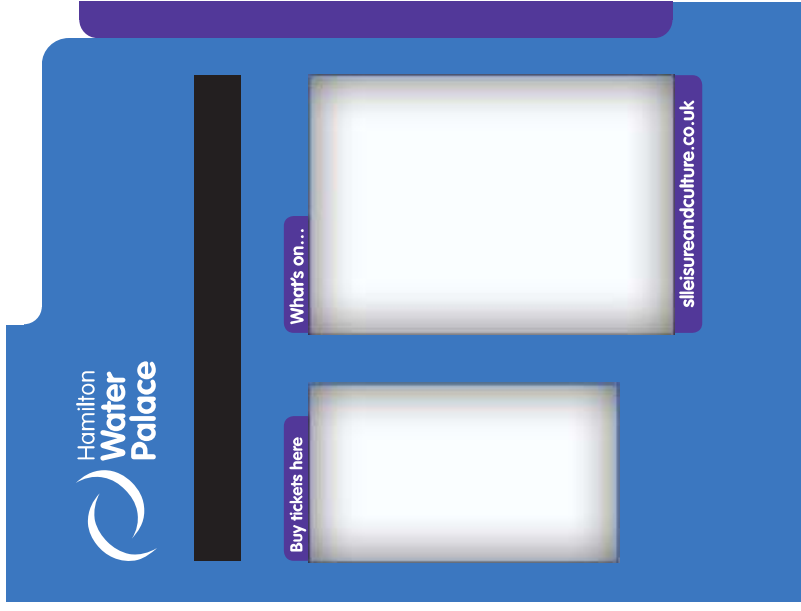
Bold exterior signage to communicate the activities that take place within the building and also to communicate promotional offers.

Scrolling 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 SILLC to the community.



The Club

Swimming Pool

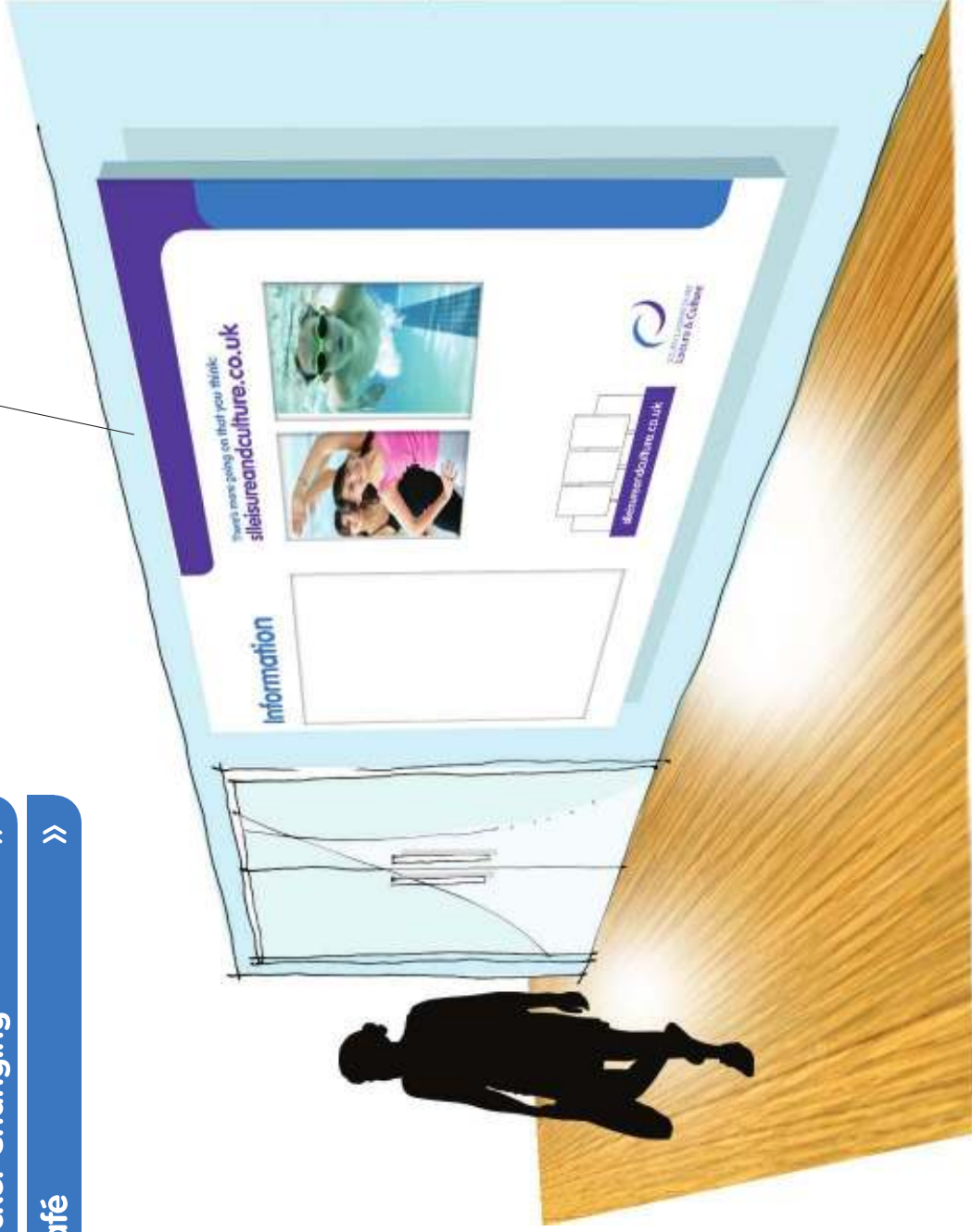
Reception

Toilets

Baby Change



Wall to exterior of gym to be painted & a branded information board fixed in this location.



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.



Sketch showing directional signage

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Interior_Information point/Directional Signage





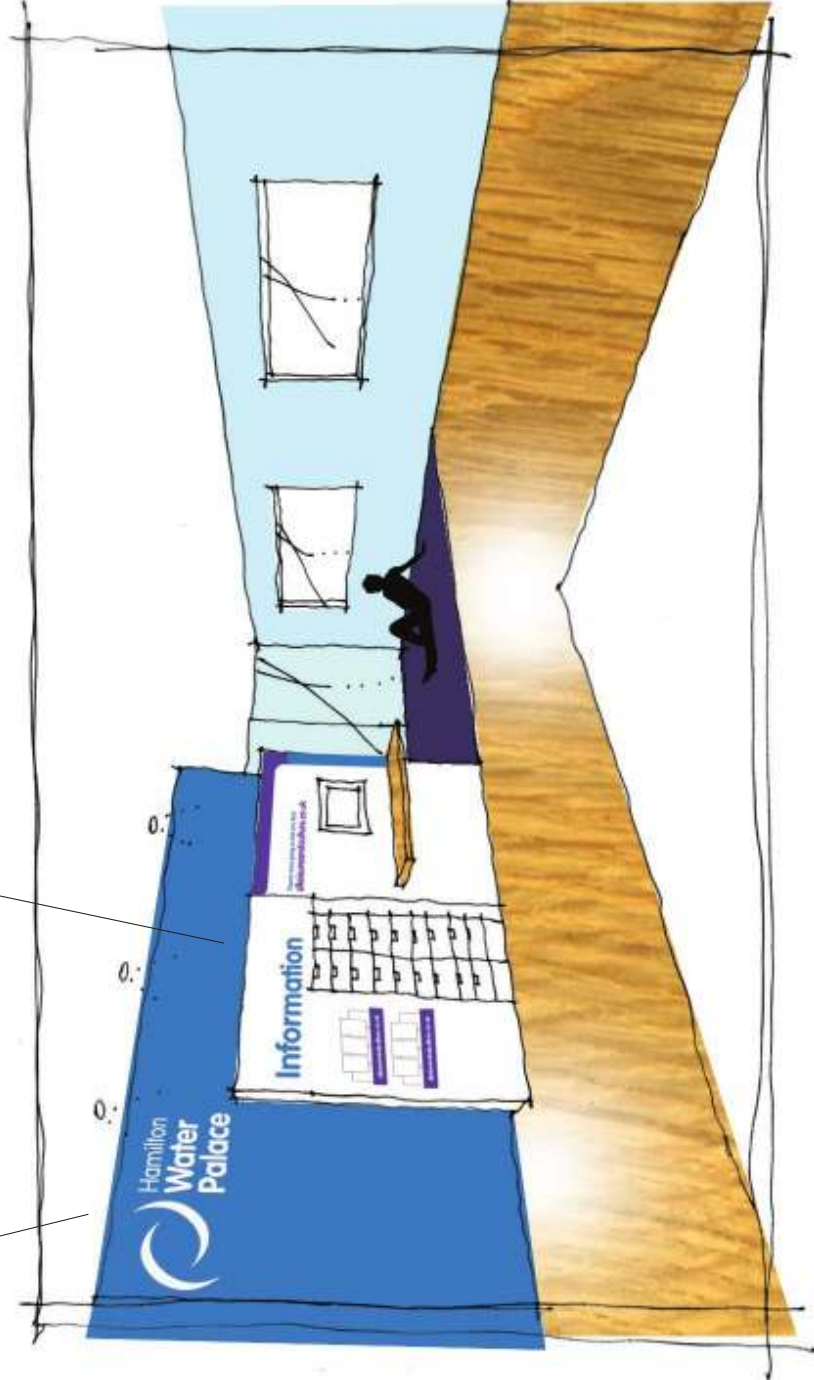
Surface mounted lighting to highlight key areas.



Mirrors to enhance space.

Wall to be painted in a bold colour & branding applied in vinyl.

Customer information point.



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.

Wall to be painted in a bold colour & branding applied in vinyl.

Stretch area with custom designed storage unit.

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.

Customer Information point.

Strength area to be located in the centre of the space.

Cardio area

Cardio area to be located around perimeter with timber vinyl flooring.

Weights area to be mirrored with cushioned vinyl flooring.





Weights equipment





Strength equipment



Hamilton Water Palace
Gym_Equipment location_Strength





Cardiovascular equipment



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Gym_Equipment location_Cardiovascular





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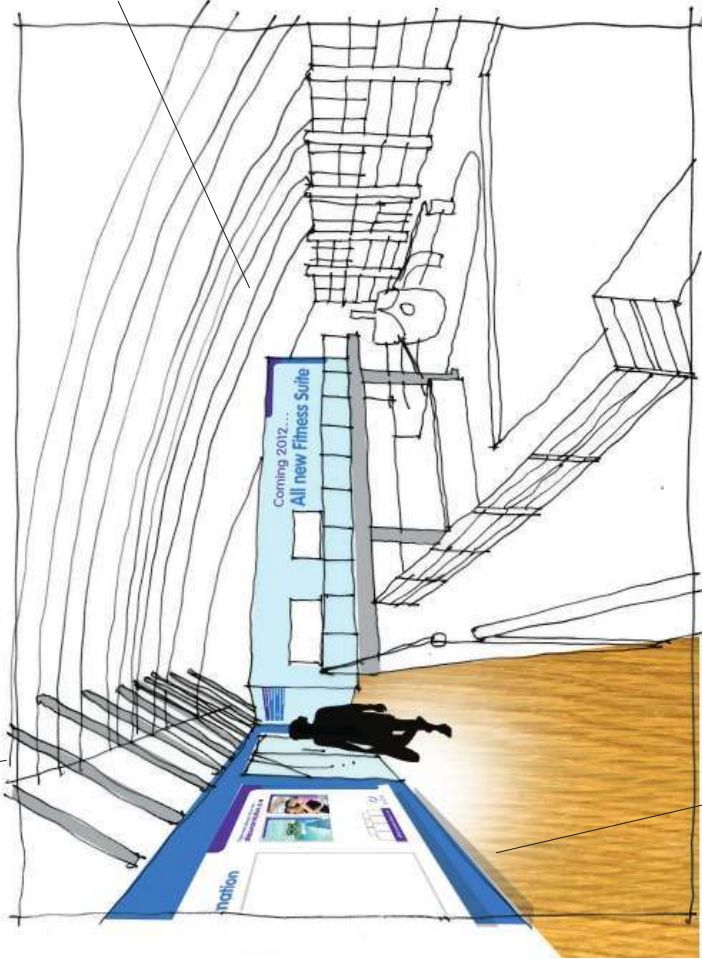
Gym_Equipment location_Cardiovascular

Cardio vascular Equipment



Functional Equipment

Clear directional signage.



4.8 - Exterior 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.



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.



4.4 - Adhesive window vinyls

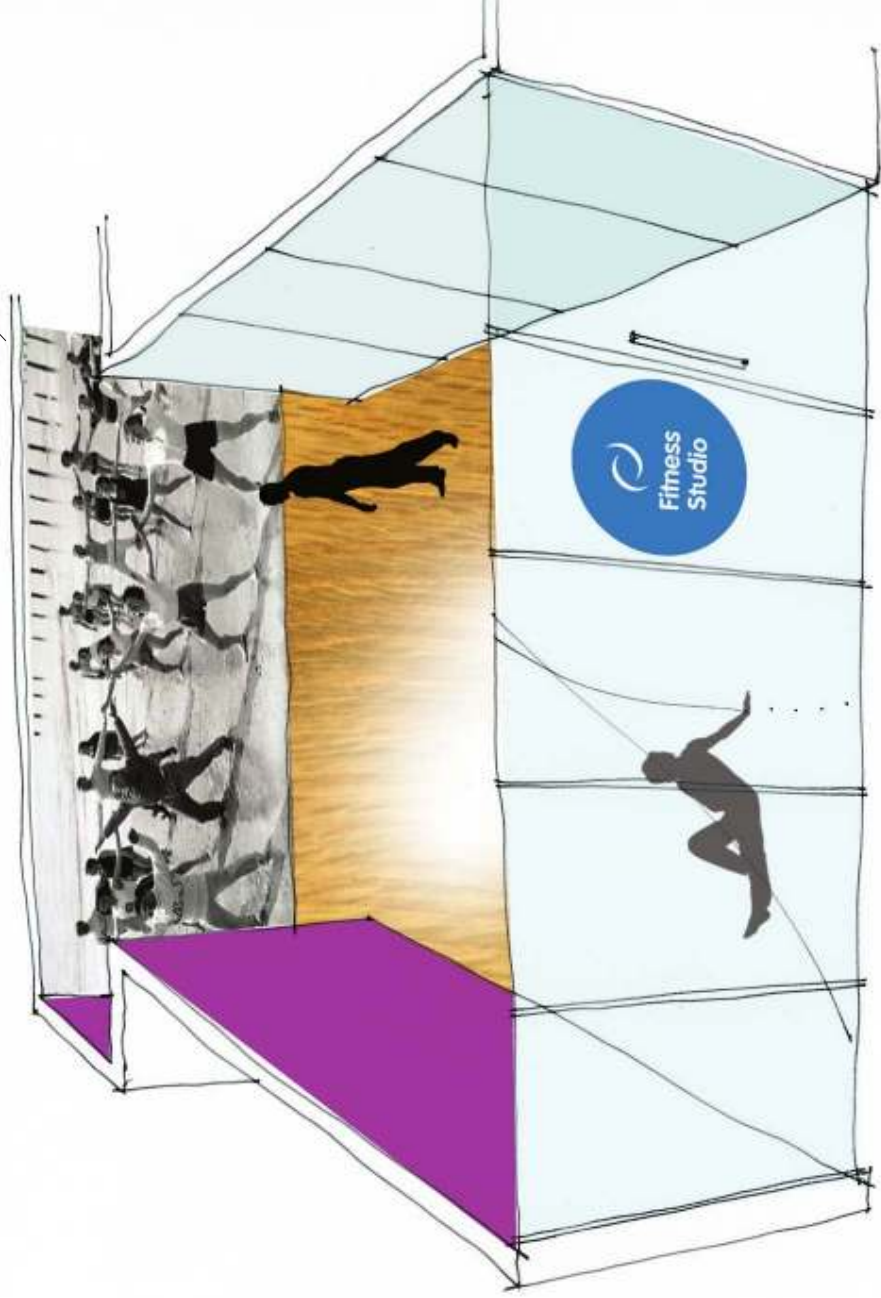


For Consultation purposes, we are proposing using the small office/ storage area on the way to the Fitness studio. We would propose putting a glass door & glass panel on this area to open the space up.

Consultation Room



4.2 - Large scale foamex graphic



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.