LODHA Pokhran Road

Site branding

EXTERNAL BRANDING

Entrance Signage

Communication: Lodha Sales Gallery
Format: Acrylic branding on entrance beam

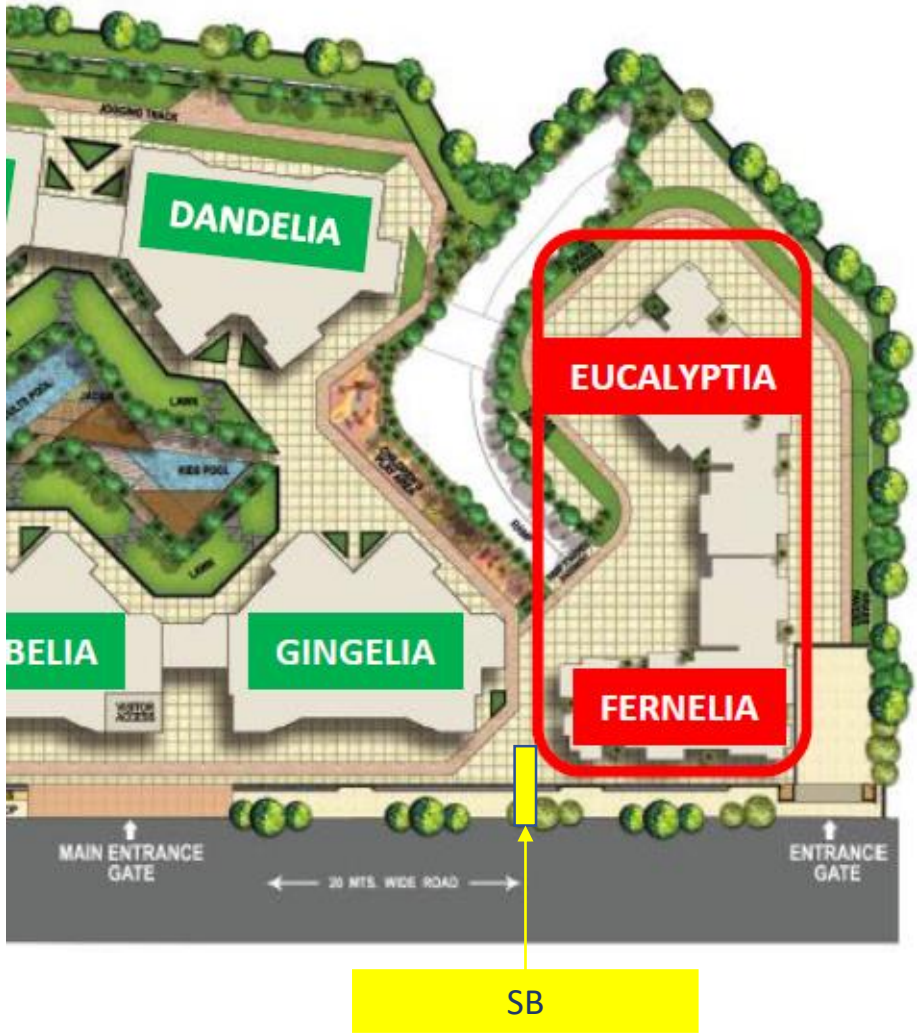




- Artwork shared with file

External Site Branding – 13’ X 7’

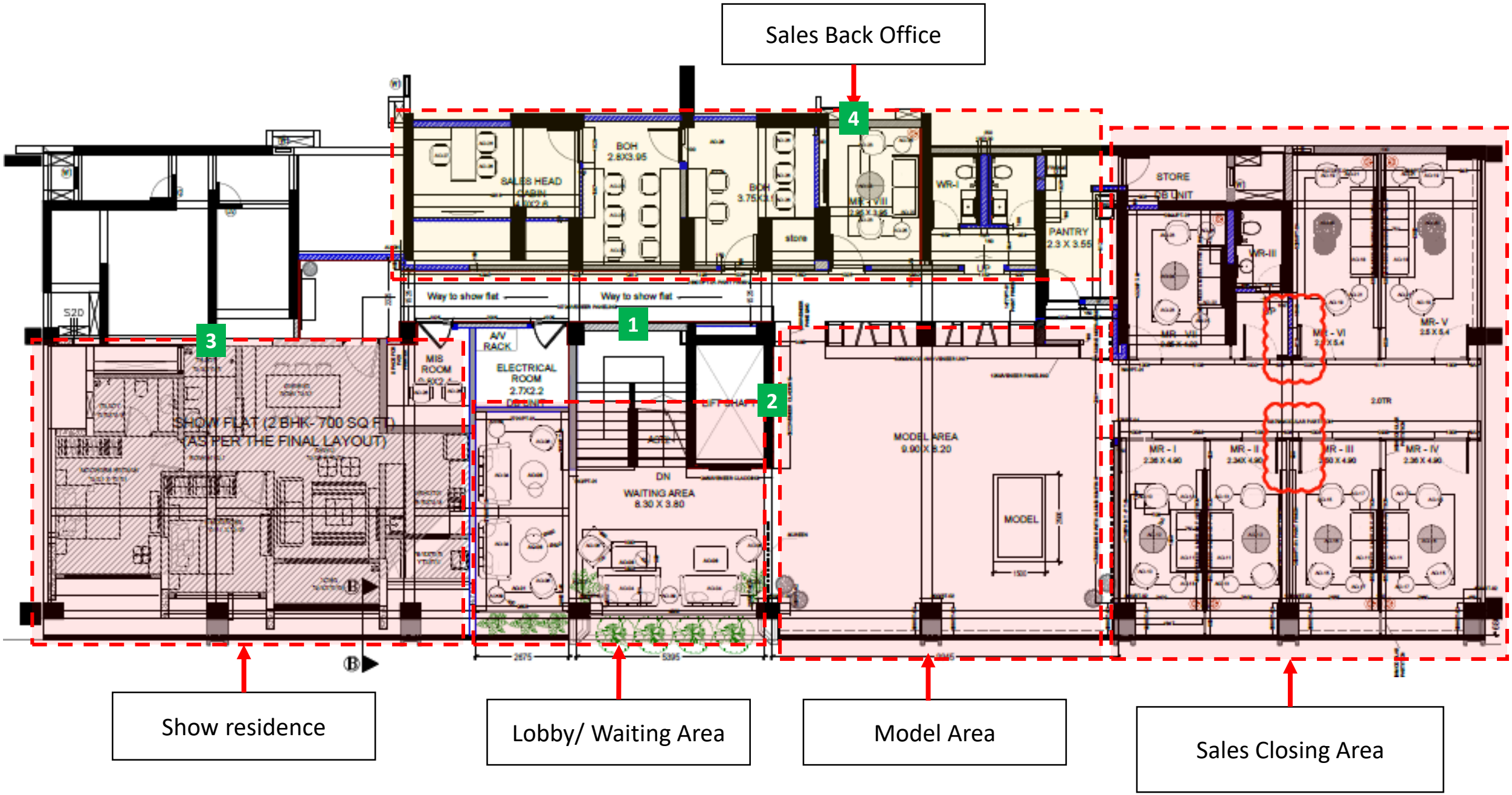




- Recommendation: Lodha Sales Gallery marker. Since this branding is visible to customers coming from GB Rd. side
- Need recommendation from ID team on alternative if not this

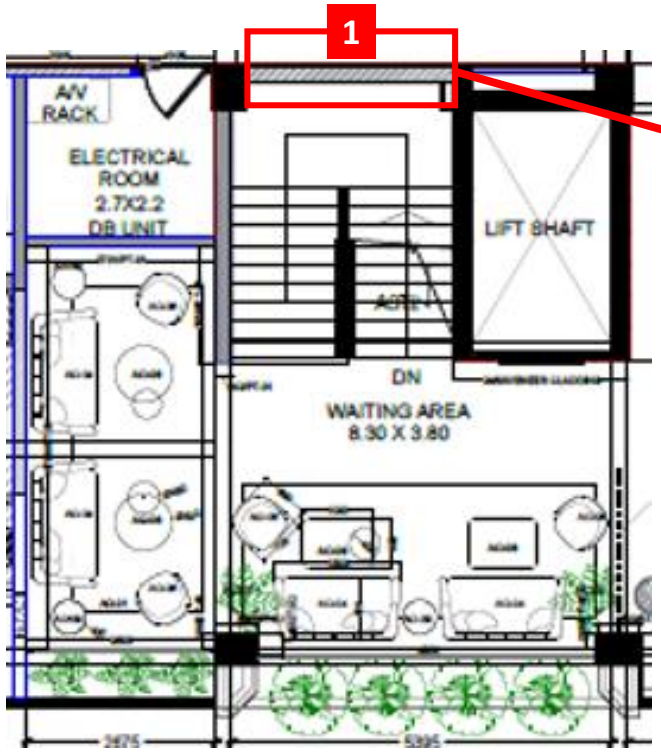
1. INTERNAL BRANDING

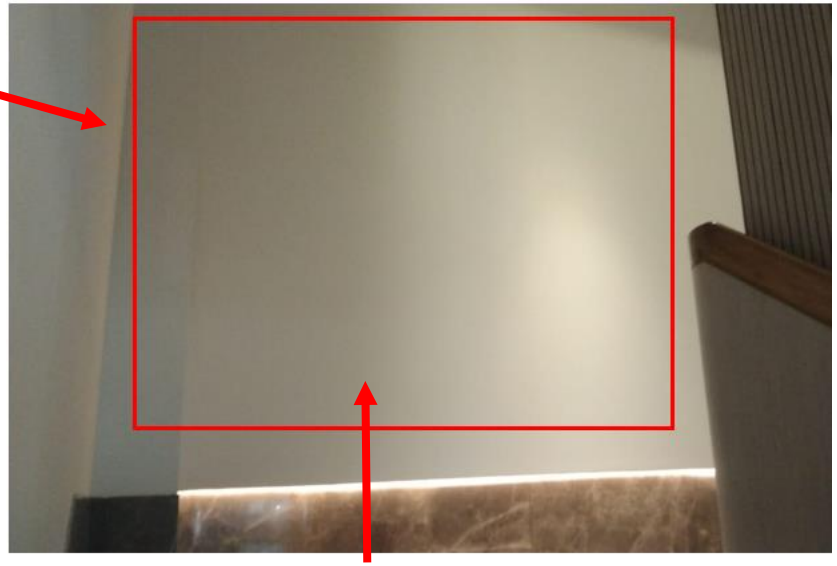
Sales Gallery – 1st floor layout



1. Mid Landing – 9’ X 8’ (Recommended)

Communication: Welcome to the hills
Format: Front lit frame (ID team to execute)







- Image to be framed and front lit. ***Artwork will be shared in coming week***
- Recommended size = 8’ X 6’ ***(ID team to recommend final size)***
- Need to go live before 1st Feb’23

2. Model Area

2. Model Area Wall – 12’ X 6’

The Lodha Legacy wall
We want to communicate the legacy Lodha has created by delivering some of World’s finest developments and how we have arrived to Thane’s most sought after location.

EOI Phase (24/1 – 15/2) : The Joyous Lodha Life

Launch Phase (16/2 onwards): Hero Shot + Pay off line *(Will double as a photo-wall for booking customers)*



Joyous Life
Live = 24/1 – 15/2

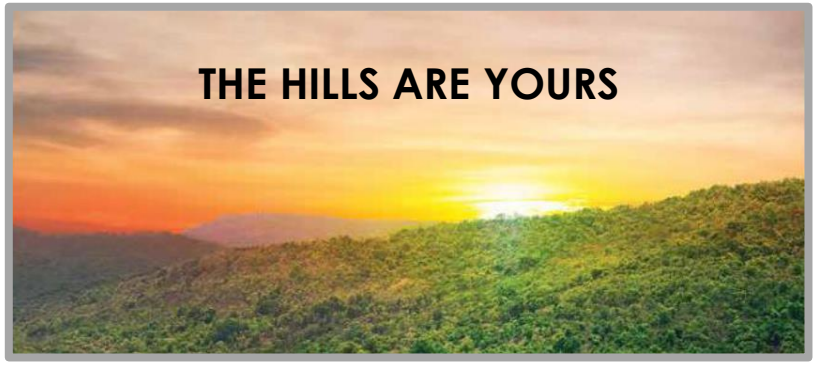
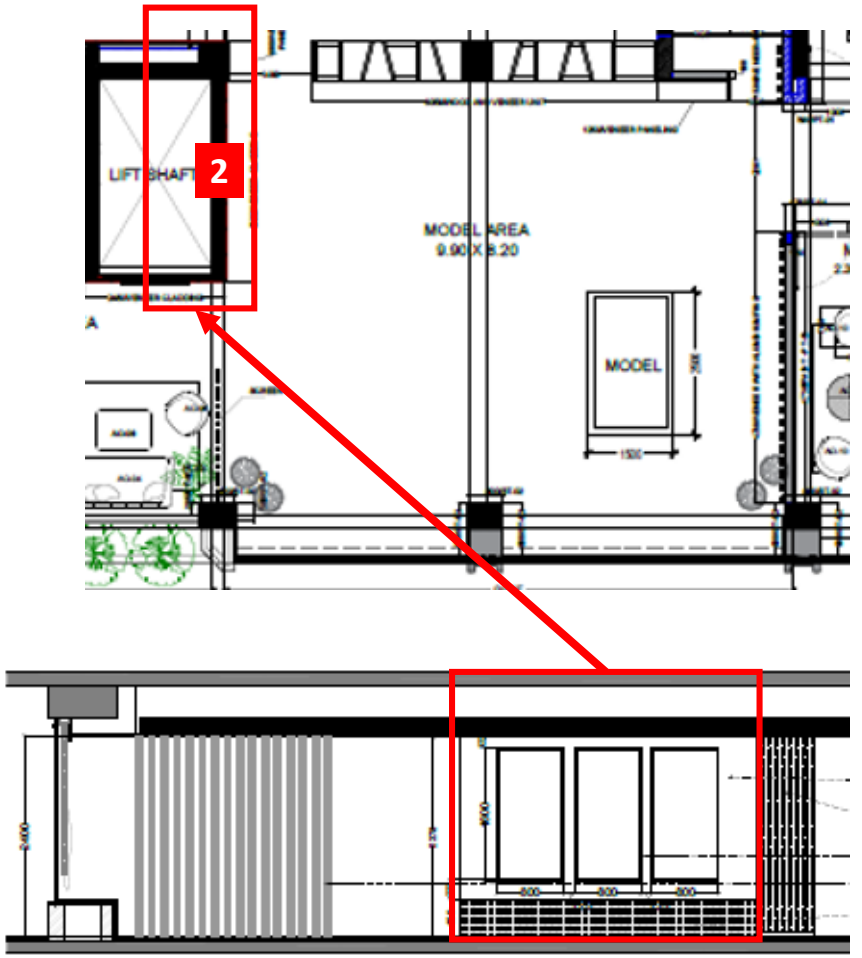


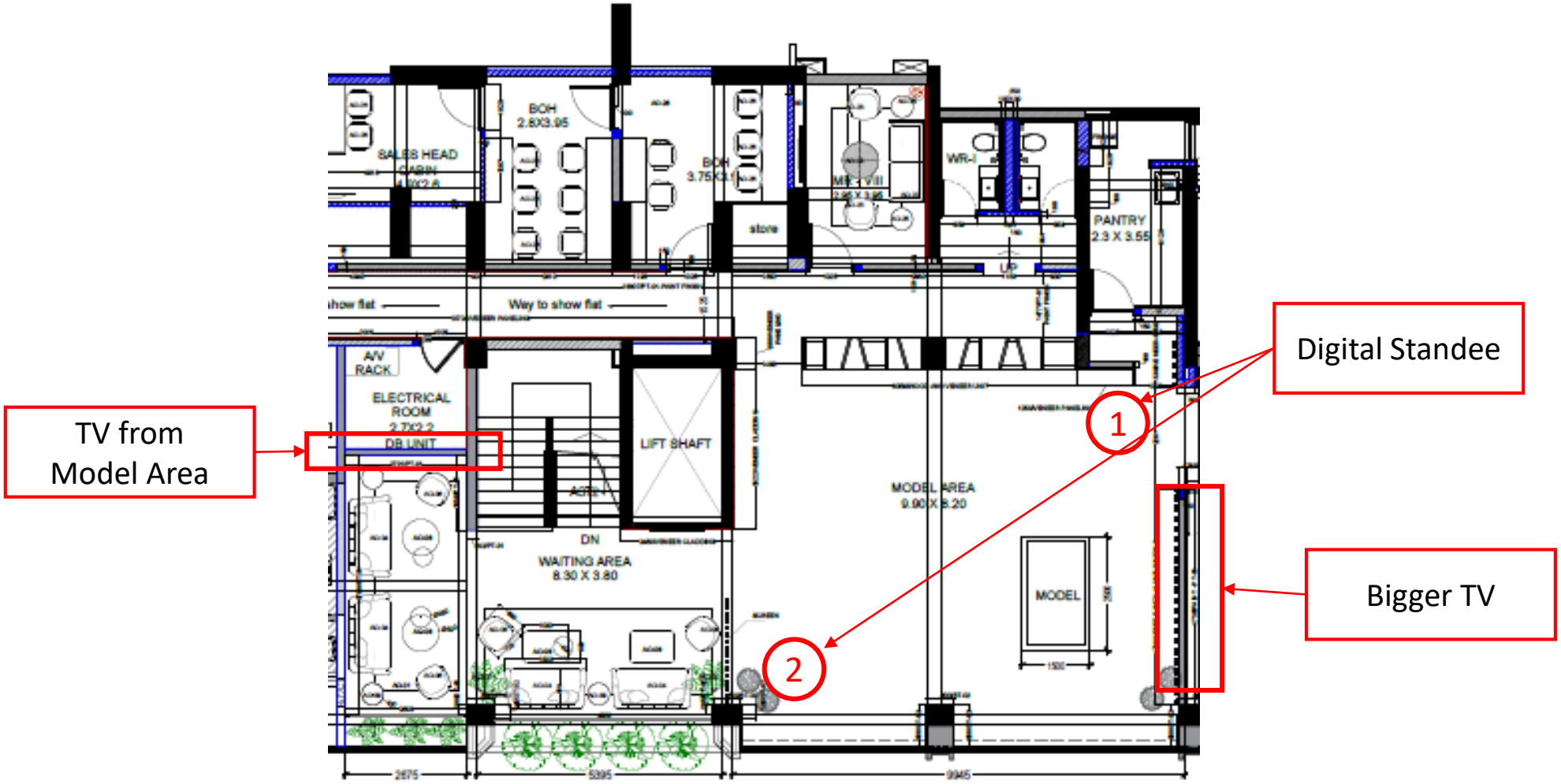
Photo wall
Live = 16/2 onwards



- Our hero shot with the pay-off line to go on the wall. Image Tiff file shared in link with email
- Size recommended = 8’ X 5’

2. Model Area Wall – 12’ X 6’

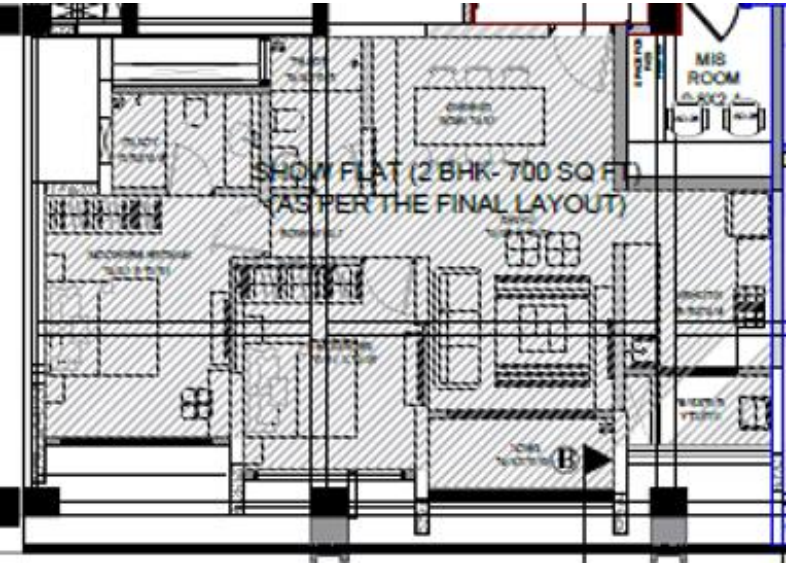
1. Move the existing TV to the waiting area
2. Place a bigger TV near the model area (ID Team to recommend size)
3. 2 digital standees to come in model area



3. Show residence

Unveil post launch

Show residence glass (Master Bedroom) – 20’ X 6’



HERO SHOT	HERO SHOT



Lodha Bella Vista Logo between renders



- Hero-shot cropped FYR. Setting sun to come in the middle of the window (Reference shared)
- Medium TBD post trial in coming week

4. Sales Back Office

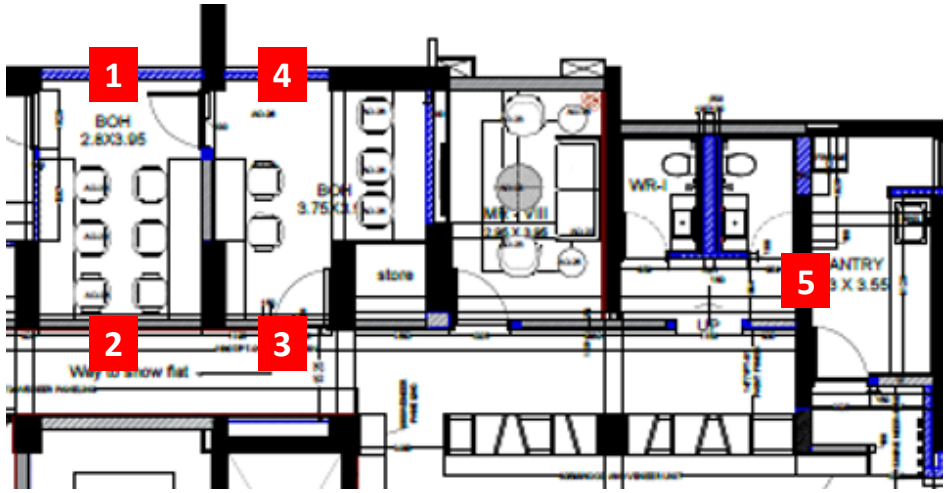
w/ corporate Team

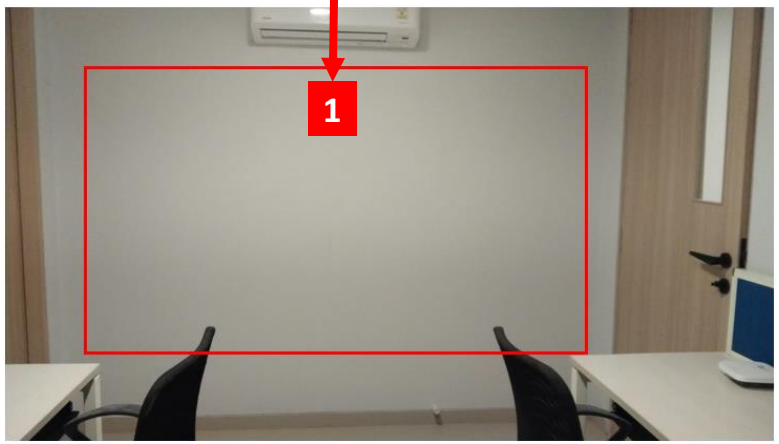
Sales Back Office – 9’ X 6’ , 9’ X 5’

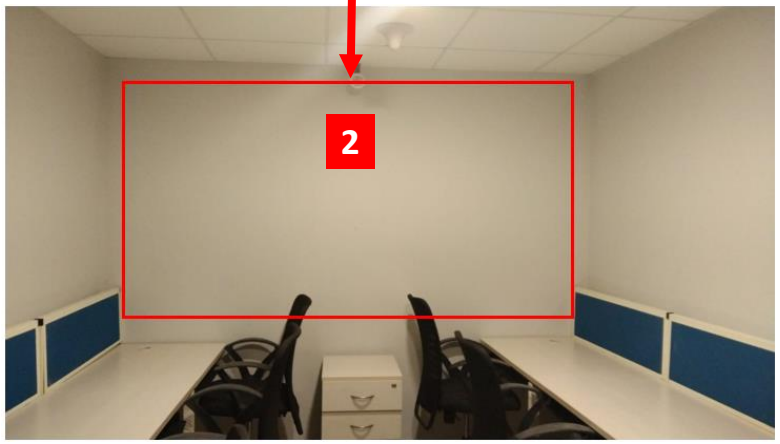
Communication: Welcome to Lodha Bella Vista
Format: ID Team to decide. We recommend lit acrylic branding











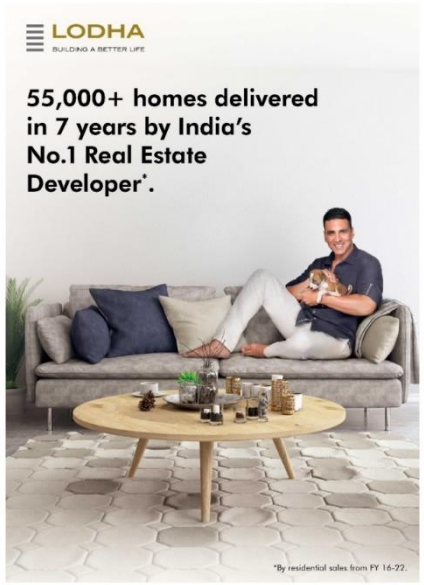
- Sizes to change (as per ID recommendation) post installation of cabinets that HPM has asked for

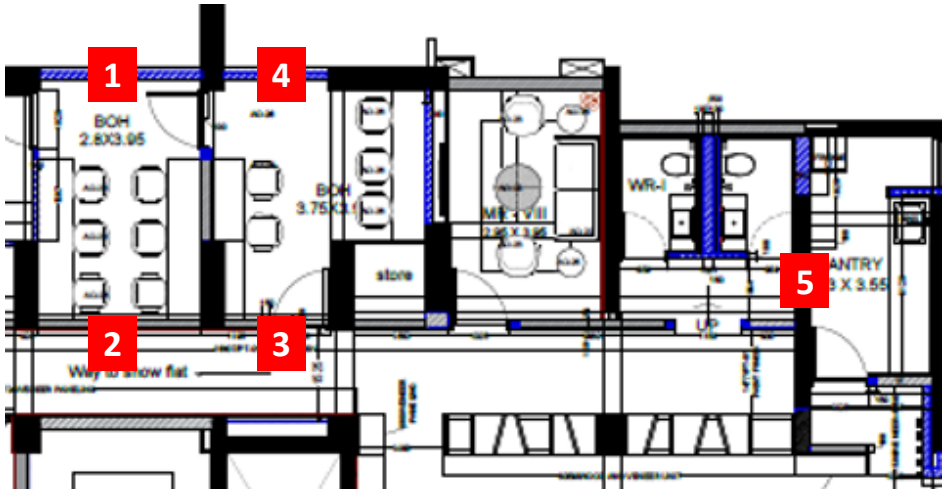
Sales Back Office – 5’ X 5’ , 5’ X 7’

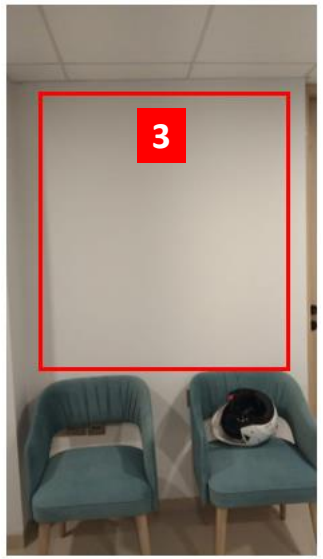
W 103 x H 69 Inch

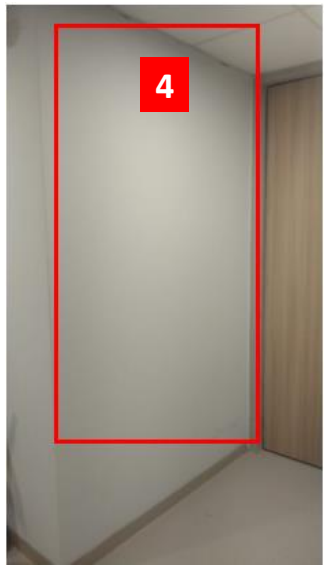


W 60 X 85 INCH









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THANK YOU