



Rolls-Royce ACT Interior | March 2023 | v01

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Introduction

This presentation is to show design intent for the Rolls-Royce Advance Turbines Center. The concept creates a modern working environment, with current brand treatments. It will serve well for RR personnel and visitor tours. It shows how to use vast amounts of white (eggshell gray) and limited amount of our brand colors. This keeps our brand colors special, sacred and important, by not liberally applying them everywhere.

There are treatments suggested in that may not be feasible due to budget, spacing, or logistical challenges. Furthermore, images shown in this presentation are mainly For Position Only (FPO). Appropriate imagery will be determined once the overall concept is approved.

One of the biggest parts of this concept consists of painted areas. I do not have a vendor for this. Please check with on-site maintenance or other available sources. **All painting will need to be finished, prior to any graphic installation.**

Should this concept be approved, next step is to have a **site survey** performed. This will give me accurate measurements to properly size graphics. It will also give us a safety net should anything be produced at the incorrect size due to the vendor's measurements.

Thank you for this opportunity to present this layout for the ATC.

Entry



People entering the atrium will be greeted with the 3D Monogram and Welcome to the Advance Turbine Center sign. We have used this same hardware in our Excellence and Performance Building entrances.

Entry: Timeline Wall



Visitors can be immediately shown the history mural to familiarize them with your story from initiation to now. The header will be 3D letters, while the rest will be wall vinyl wraps.

NOTE: Size will be determined once a site survey is conducted. There may be room to fit more information than shown.

Entry: Check-in Wall



I would suggest limiting the amount of info displayed here. Some information can be displayed in a stylish sign holder. This will allow for a cleaner look to all persons entering the facility. A generic brand color graphic can be in place when a panel is not in use.

>Suspended Sign Kit (Purchase Here)

I'd suggest a blue colored pinboard if it is still needed. It will add an extra touch of color to the area.

>1500cm x 1200cm Blue Pinboard (Purchase Here)

Paint the shown section a PMS 072 Blue color match (see Page 20). This will help tie in all elements of the same color in the atrium.

Display Area: Monitor



This monitor can show:

- **Overall Civil applications**
- **ATC's purpose in the process**
- **Specific parts and processes**
- **Other elements specific to the visitor(s)**

This will help initiate the tour of the facility and possibly create questions and/or talking points for visitors. I'd suggest a 65" monitor to create a large impact.

The text above the screen will be white wall vinyl.

Display Area: Entry



Currently, the blue wall seems to be clad in our old brand blue. Please update to PMS 072 Blue match.

All hanging images should be color photos in brush nickel frames. This helps give the facility a more modern/futuristic look.

Parts display - see next page

Display Area Entry: Parts Display

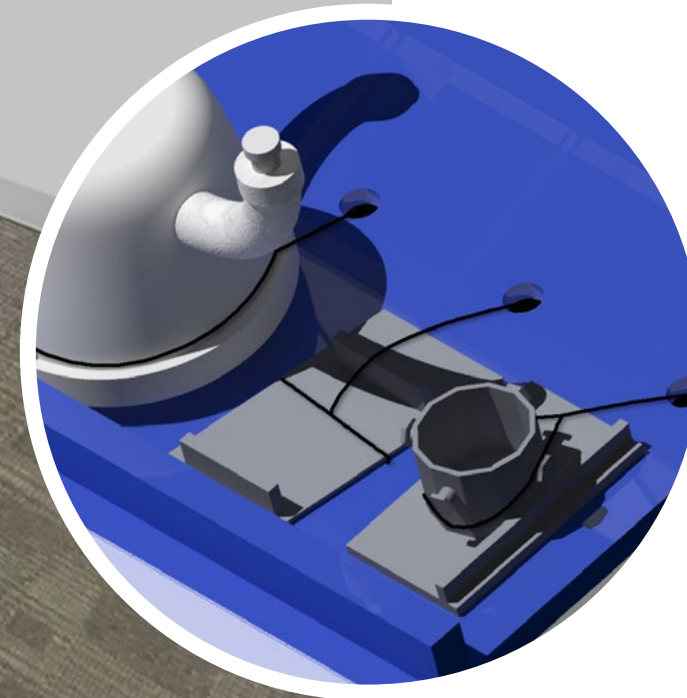


This is a suggestion of how to combine, secure and display your parts. This is also an attempt to eliminate the dated glass casings.

It consists of parts displayed within jewel boxes that can only be accessed by RR personnel. The table top will have interactive pieces that are tethered to the display to prevent theft. The below cabinets can store other important parts. The doors will also have locks in which to secure them.

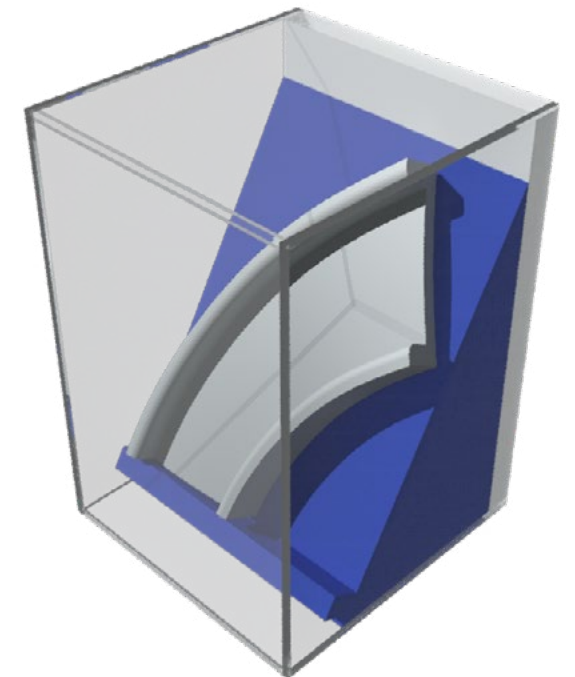
Engine diagrams can be featured at the top to properly show where parts are located or which engine to which they belong. A 3D badge will help brand the display.

NOTE: This will need to be shown to my display vendor. They will design the best solution for the display.



Tethered Parts

Jewel Box



Hallway Workspace



As stated before, please update these walls to PMS 072 Blue match. This carries our brand color into the area to create a subtle impact in this low ceiling area.

All frames should be brush nickel framed images.

Office Workspace



This can be a lively work area with these suggest branded treatments:

- Wall area to be PMS 072 match with an acrylic 3D monogram and white vinyl pattern overlay
- Brand pattern gray patterned wall paper for far wall
- Brush nickel framed images to replace current ones
- If possible, lockers should be painted (072 Blue) to add an extra splash of color

Lunch Area



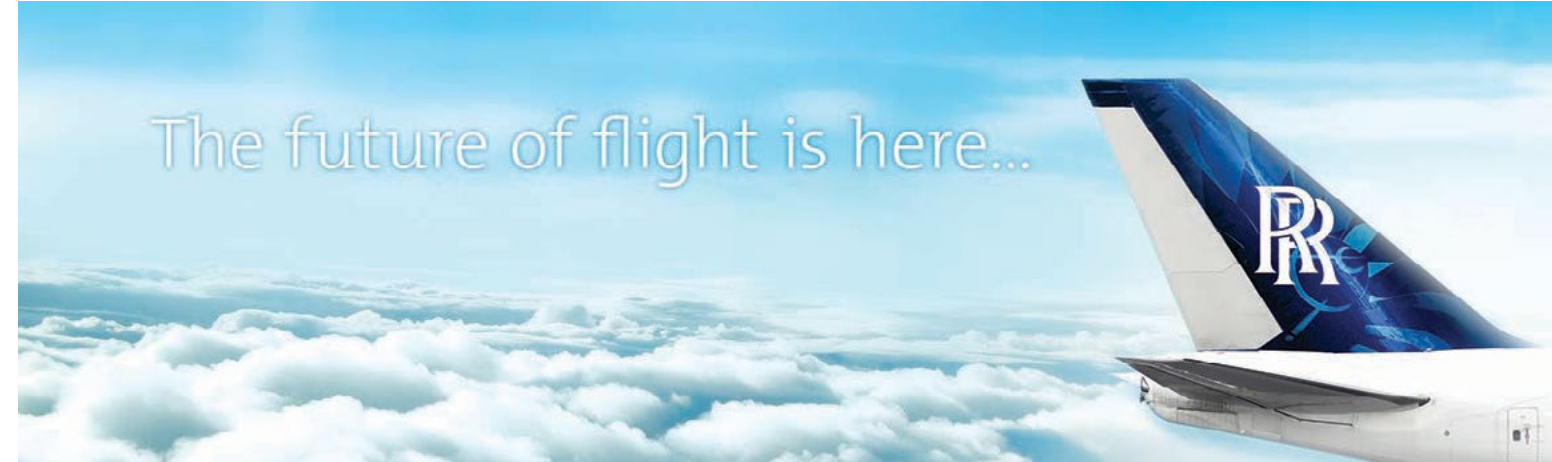
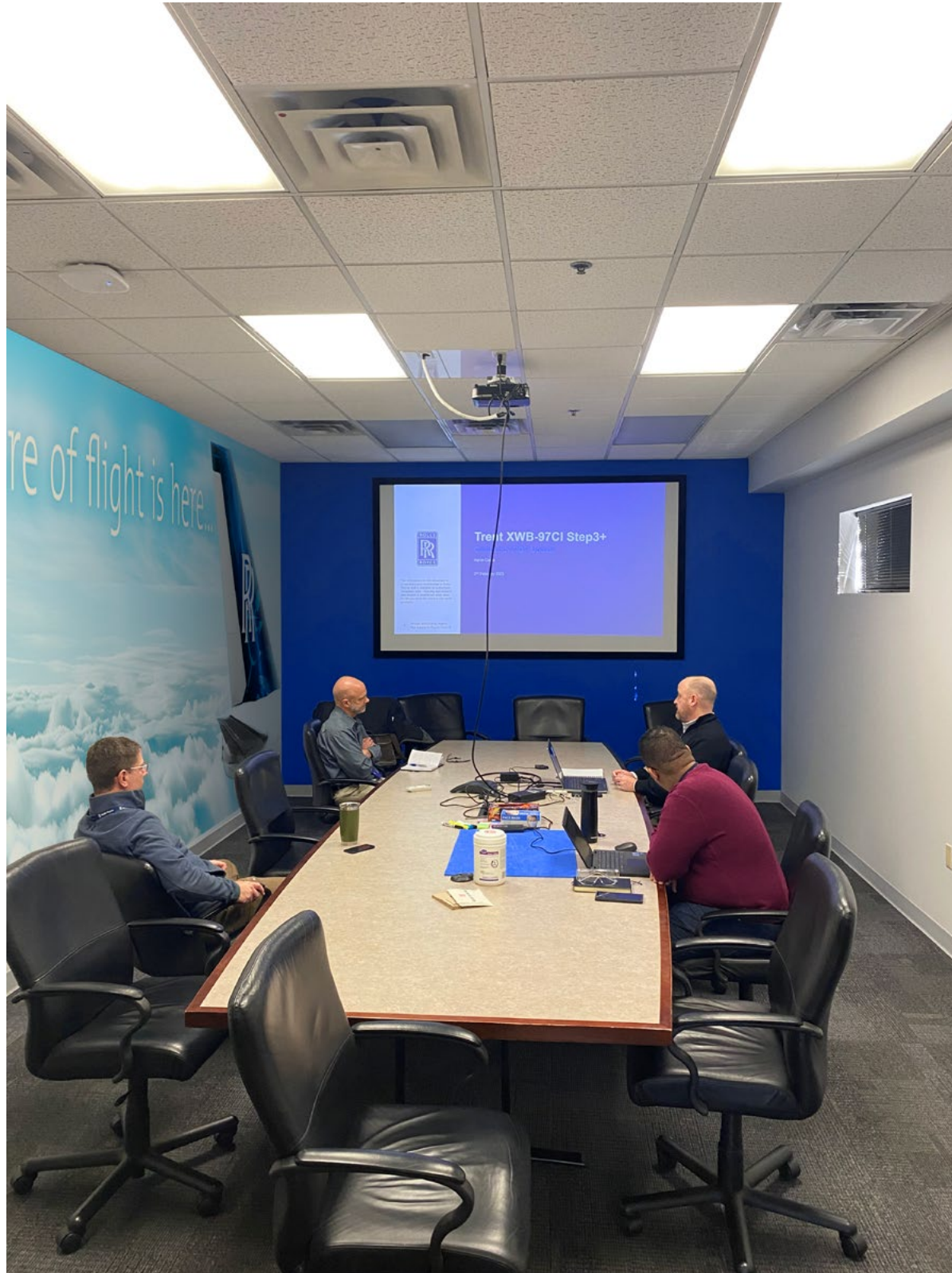
This is a whimsical treatment I have used in other facilities. The lunchroom is a chance to momentarily get away from work, and these vinyl graphics promote that type of environment. The wall should be painted PMS 279 Light Blue match (see Page 20).

Another Suspended Sign Kit can be used here to visually organize info displayed here.

>[Suspended Sign Kit \(Click Here\)](#)

Move clock over door and relocate the signed banner somewhere else to keep this area looking cleaner.

Conference Room



Please update the accent wall to PMS 072 match.

The “Future of flight is here” graphic was used at the Rolls-Royce Aerospace Center in Lafayette. We can reuse it here, but it will require an update of the font if approved. Dry erase board will need to be relocated or eliminated.

The opposite wall (below) is an odd space. I suggest we leave it as is.



Production Floor: Perimeter



This treatment will most likely be going forth in all our production facilities. This perimeter stripe carries our brand color around the floor and throughout the site lines.

A large 3D logo can be offset from the wall to avoid interaction with the conduit.

NOTE: With many wall interferences, it may be necessary to paint over conduit, piping and vents. If there are too many wall interruptions, the striping may not be able to be used in certain areas.

Production Floor: Dock Area & Wayfinding



The stripe can hopefully continue through this area. Wayfinding is a great way in which to navigate a facility. This type of treatment is being used in the dock area at Excellence. It should be used to call out only important areas on the production floor.

Production Floor: Perimeter



Large graphic prints should be used in open areas to show visitors why we do what we do. This “Deliver Today, Win Tomorrow” is popular “battle-cry” being used in our US facilities.



A large 3D badge brands the area. The pattern decorates this area and adds a nice stopping point to the perimeter stripe. Painting the stair wall adds another color splash to this area.

Production Floor: Bond Prep Room



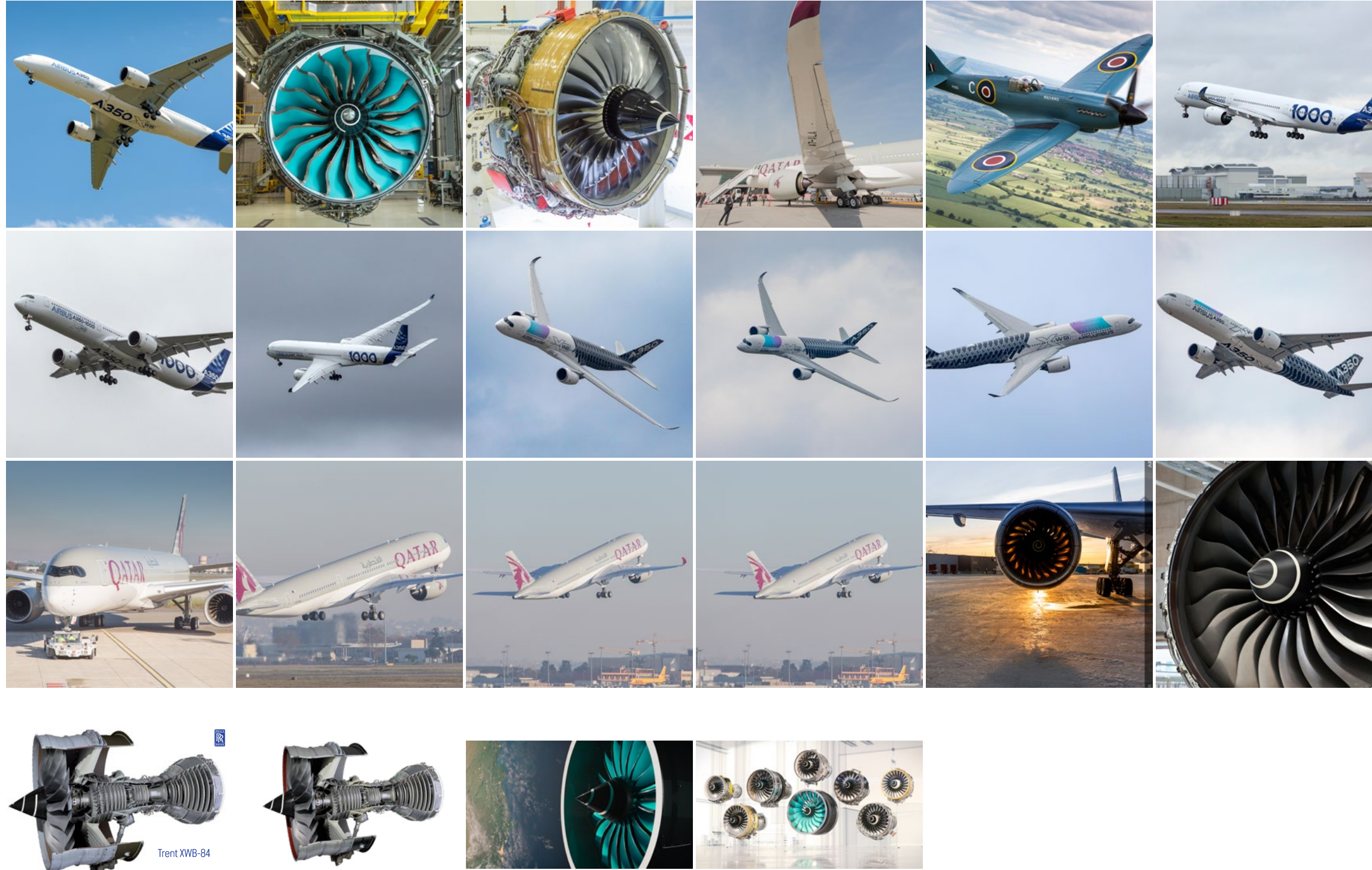
This inset area presents the opportunity to show some stylistic photography of parts and processes. Painting the doors blue will carry the brand color into the center of the production floor. Wayfinding will add to this effect as well.

Production Floor: Enclosed Structures



These small enclosures allow for a chance to use our alternate blue (PMS 279) with subtle brand patterns. This creates a nice contrast with the brand blue.

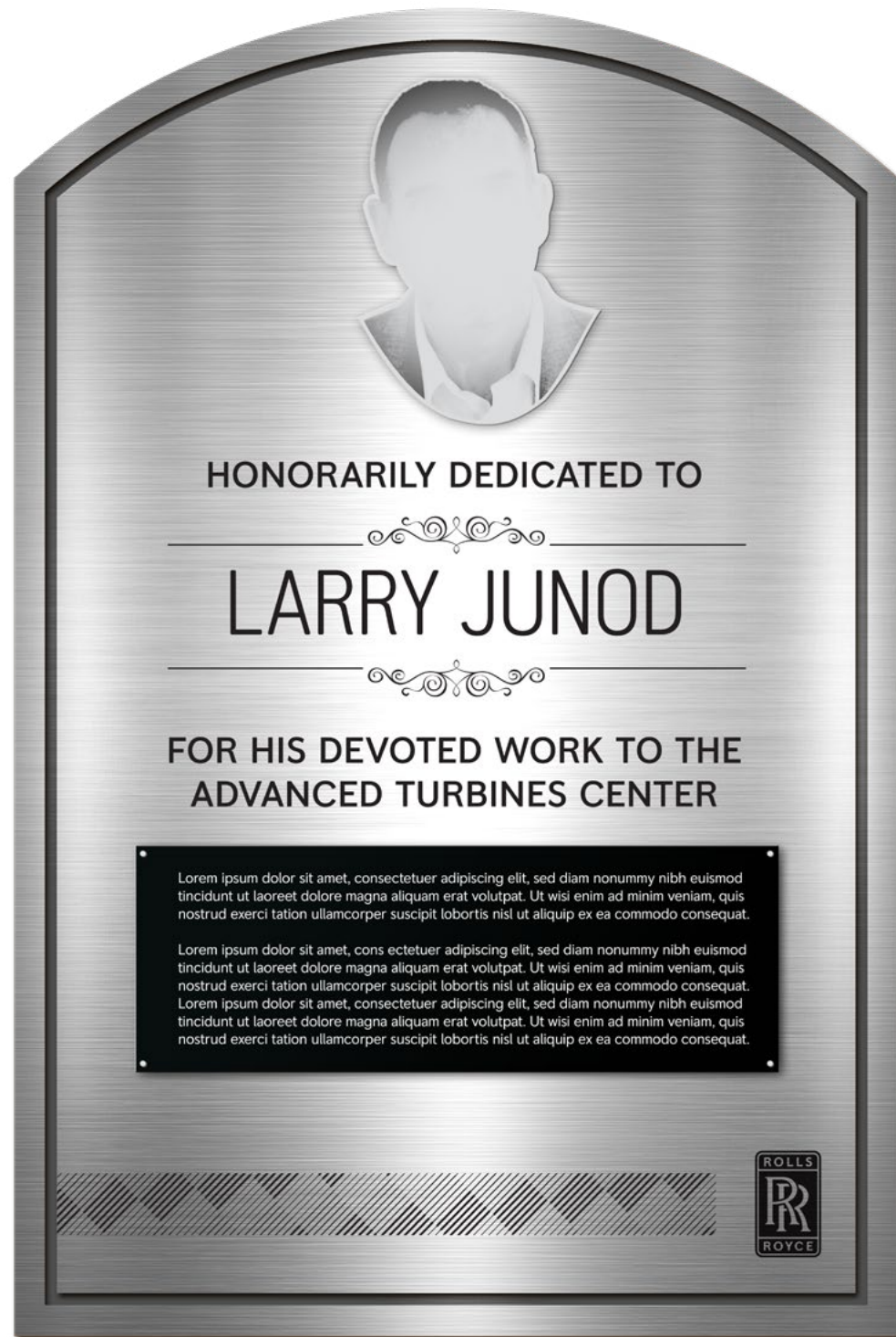
Frame Imagery



We are now using brush nickel frames in all our Indianapolis facilities. I usually use 40x40 for large areas, 32x32 in medium ones, and 24x24 in tighter spaces. Sometimes, multiple frames can be used in a single area.

I have all the images to the left, but I welcome more. Please let me know exact names of aircrafts, so I can search for other images too. I also suggest you consider humanity and parts imagery.

Larry Junod Plaque (24”w x 36”h)



This is a treatment we have used on other plaques (Jim Guyette plaque). It is a substrate call die bond. It is two metallic surfaces that sandwich a plastic-like substance in the middle. The border is created by channeling out the top surface.

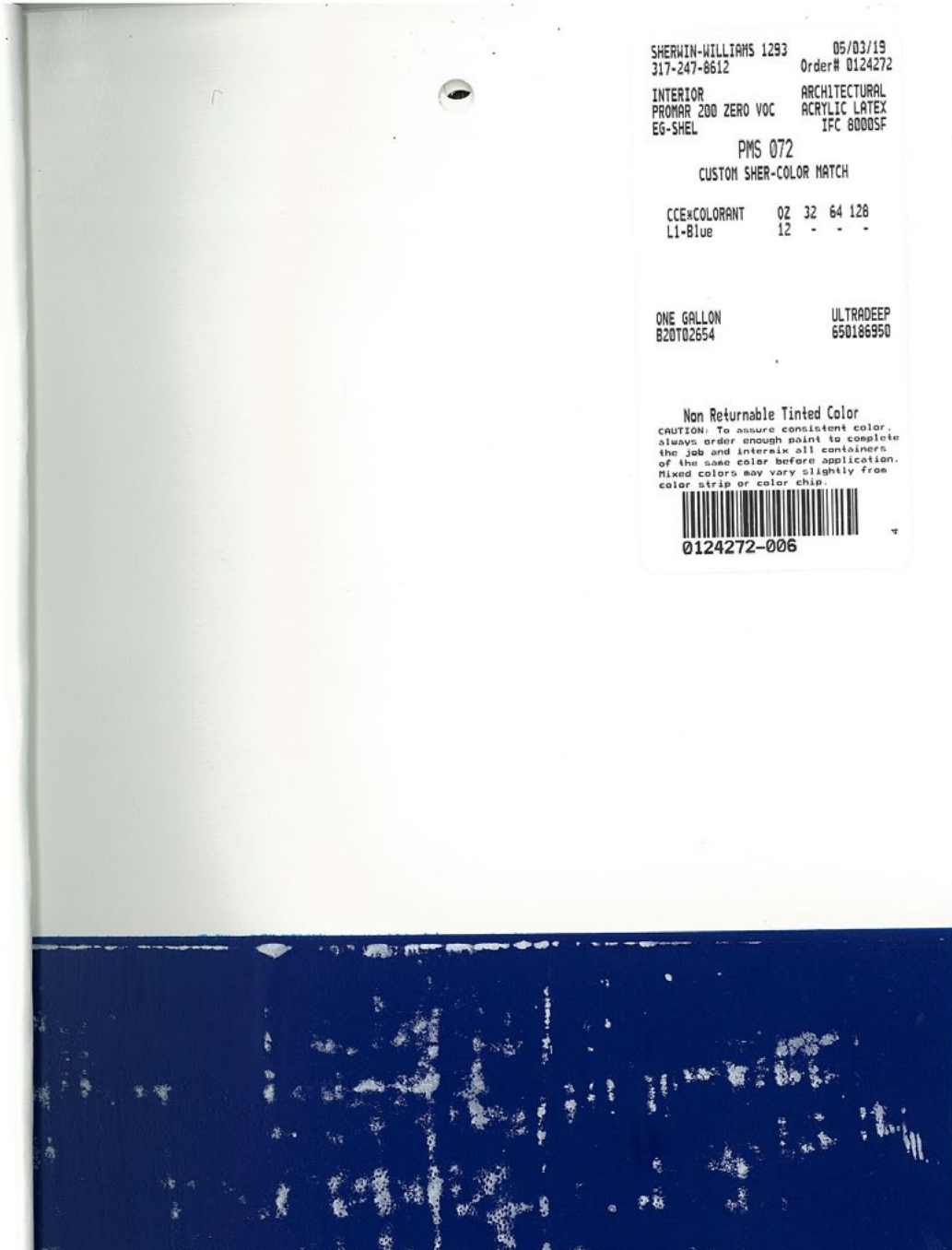
The head piece is die cut, printed and adhered to the base. We would need a high resolution image of Larry Junod, in order for me to create the head graphic.

The black text, logo and pattern are printed directly to the surface. The white text is printed on a gloss black plate, which is secured by chrome screws.

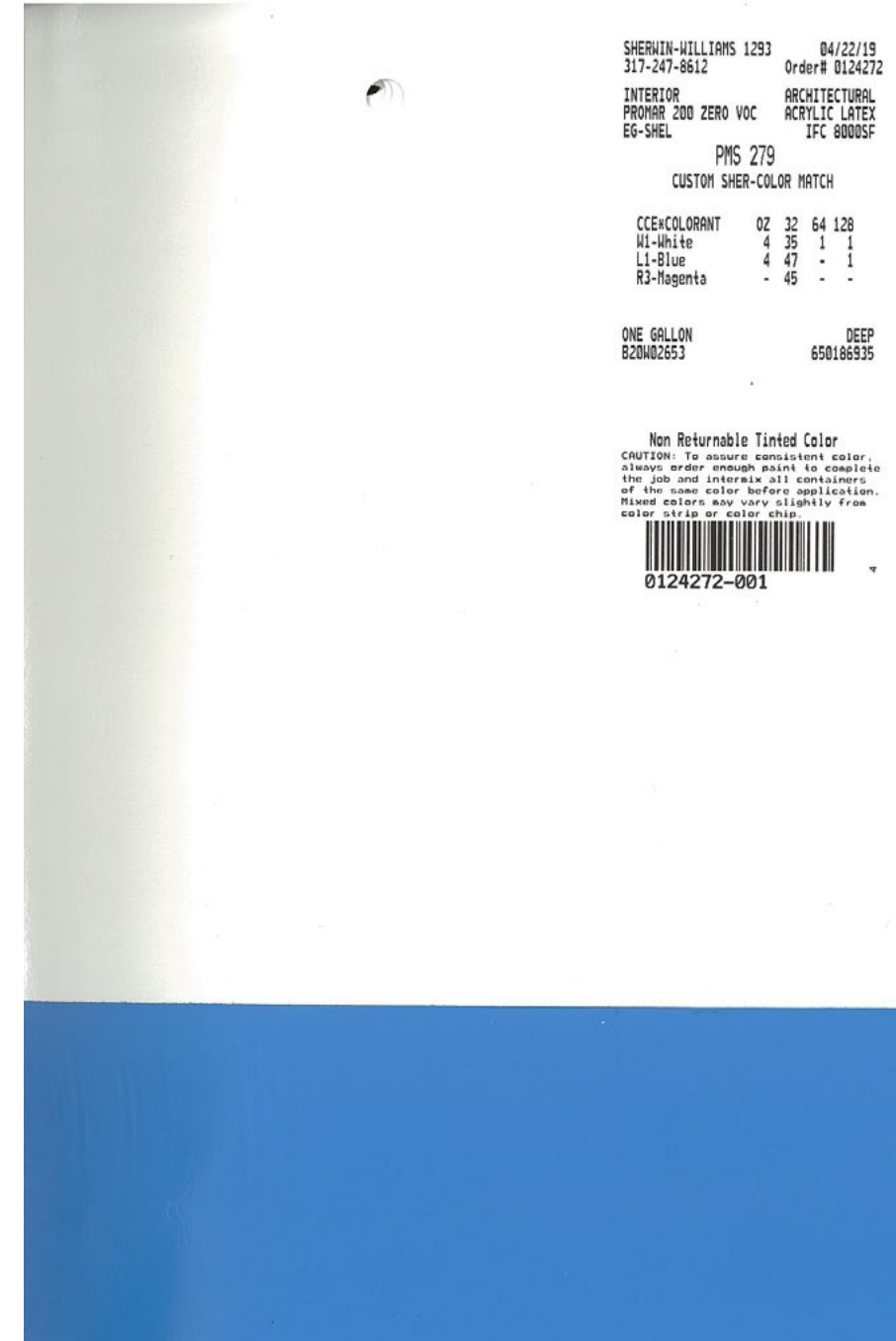
This adds an elegant look to any area in which it is displayed.

Paint Match Formulas

PMS 072 Match



PMS 279 Match



Thank You

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