

PEPSI IPL 2015

BANGALORE – STADIUM
BRANDING

BANGALORE STADIUM

BRANDING

General Rules:

Sizes are always indicated as: Width x Height.

Sizes are always indicated in Feet ' and Inches " (12 inches = 1 foot).

Notes:

Summary:

Logo : IPL 54 / RBC 24 /
BCCI 12 / MCC 12

Total artwork surface: 47,495 sq ft



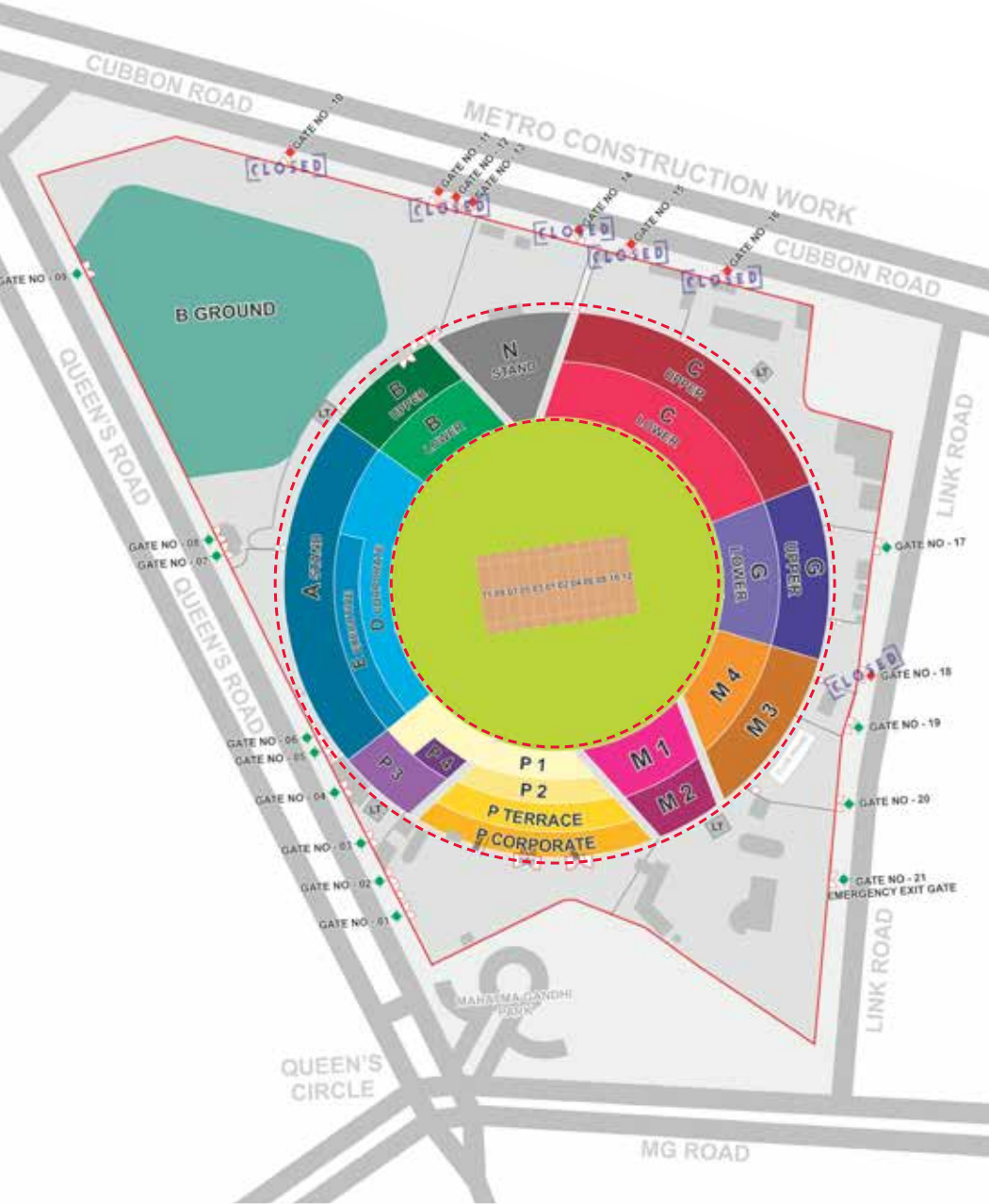
**BANGALORE
STADIUM**

BRANDING

Map and Stand Tiltes

Stand Listing:

- Stand N
- Stand C Upper
- Stand C Lower
- Stand G Upper
- Stand G Lower
- Stand M4
- Stand M3
- Stand M2
- Stand M1
- Pavilion 1
- Pavilion 2
- Pavilion Terrace
- Pavilion Corporate
- Pavilion 3
- Pavilion 4
- Stand A
- Executive
- Corporate
- Stand B Upper
- Stand B Lower
- Concourse





**BANGALORE
STADIUM**

Stadium Layout Overview

BRANDING

- Pavilion 1
- Pavilion 2
- Pavilion Terrace
- Pavilion Corporate

- Pavilion 3
- Pavilion 4

- Stand A
- Executive
- Corporate

- Stand B Upper
- Stand B Lower



- Stand N

- Stand C Upper
- Stand C Lower

- Stand G Upper
- Stand G Lower

- Stand M4
- Stand M3

- Stand M2
- Stand M1





**BANGALORE
STADIUM**

Stadium Mock-Up: ■ Stand N

BRANDING Artwork surface: 2,504 sq ft

- Below Roof
- Back Wall
- Pillar
- Gangway





BANGALORE
STADIUM

Stadium Mock-Up: ■ Stand N

BRANDING



Below Roof



A

Files Name:
IPL2015_Bangalore_N_
BelowRoof

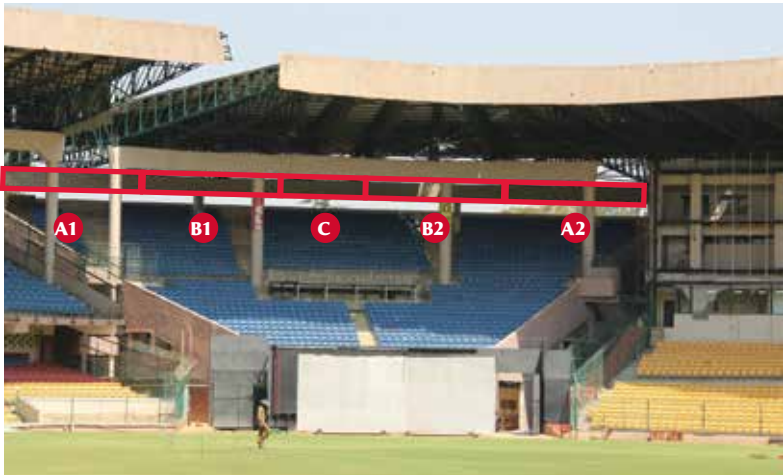
Artwork	Size	Quantity
A	105' 4" x 6'	1
Surface	632 sq ft	



**BANGALORE
STADIUM**

Stadium Mock-Up: ■ Stand N

BRANDING



Back Wall

Files Name:
IPL2015_Bangalore_N_
BackWall

Artwork	Size	Quantity
A	31' x 4'	2
B	38' x 4'	2
C	12' 6" x 4'	1
Surface	602 sq ft	





Files Name:
IPL2015_Bangalore_N_
Pillar_Qt4

Artwork	Size	Quantity
A	8' 4" x 29' 5"	4
Surface	980 sq ft	

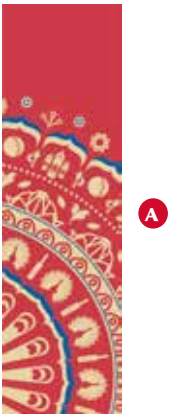
BANGALORE
STADIUM

Stadium Mock-Up: ■ Stand N

BRANDING



Pillar





Files Name:
IPL2015_Bangalore_N_
Gangway

Artwork	Size	Quantity
A	10' 8" x 7' 1"	1
B	30' 9" x 5' 9"	1
C	7' 5" x 5'	1
Surface	289 sq ft	

BANGALORE
STADIUM

Stadium Mock-Up: ■ Stand N

BRANDING



Gangway



A



B



C



**BANGALORE
STADIUM**

Stadium Mock-Up: ■ Stand C Upper ■ Stand G Upper ■ Stand M4
 ■ Stand C Lower ■ Stand G Lower ■ Stand M3

BRANDING Artwork surface: 11,358 sq ft





**BANGALORE
STADIUM**

Stadium Mock-Up:

- Stand C Upper

■ Stand G Upper

■ Stand M4
- Stand C Lower

■ Stand G Lower

■ Stand M3

BRANDING



Lower Gangway



Files Name:
IPL2015_Bangalore
_C,G,M3&4_LowerGangway

Artwork	Size	Quantity
A	9'1" x 2'5"	1
B	10'10" x 3'3"	1
C	9'5" x 3'10"	1
D	11'10" x 3'10"	1
E	9'4" x 3'	1
F	11'10" x 2'7"	1
G	9'5" x 3'	1
H	12' x 2'10"	1
I	8'7" x 3'2"	1
Surface	287 sq ft	



**BANGALORE
STADIUM**

Stadium Mock-Up:

- Stand C Upper

■ Stand C Lower
- Stand G Upper

■ Stand G Lower
- Stand M4

■ Stand M3

BRANDING



Upper Gangway



- A
- B
- C
- D
- E

Files Name:
IPL2015_Bangalore
_C,G,M3&4_UpperGangway

Artwork	Size	Quantity
A	11'4" x 3'10"	1
B	12' x 4'4"	1
C	11'11" x 3'9"	1
D	12'7" x 3'4"	1
E	11'8" x 3'7"	1
Surface	224 sq ft	



**BANGALORE
STADIUM**

Stadium Mock-Up:

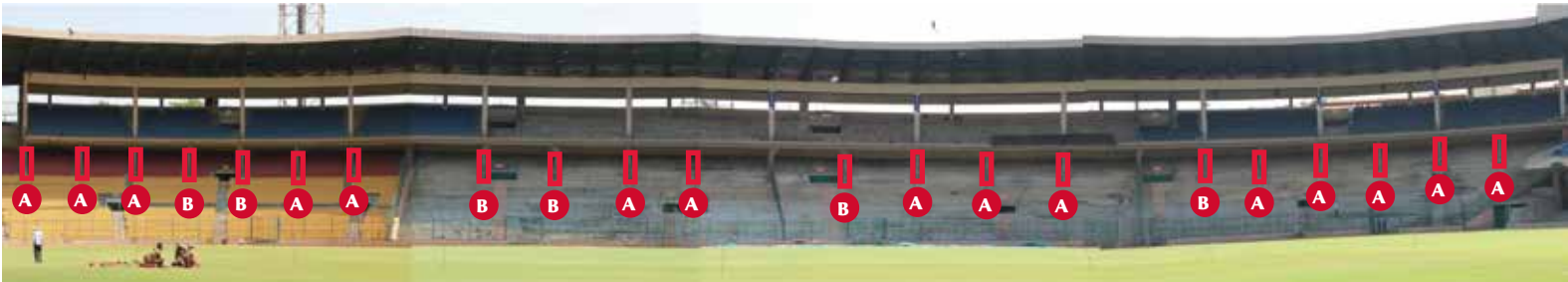
- Stand C Upper

■ Stand C Lower
- Stand G Upper

■ Stand G Lower
- Stand M4

■ Stand M3

BRANDING



Lower Pillar



A



B

Files Name:
IPL2015_Bangalore
_C,G,M3&4_LowerPillar_A_Qt15

Files Name:
IPL2015_Bangalore
_C,G,M3&4_LowerPillar_B_Qt6

Artwork	Size	Quantity
A	6'3" x 9'8"	15
B	6'3" x 8'	6
Surface	1,206 ^{sq ft}	



**BANGALORE
STADIUM**

Stadium Mock-Up:

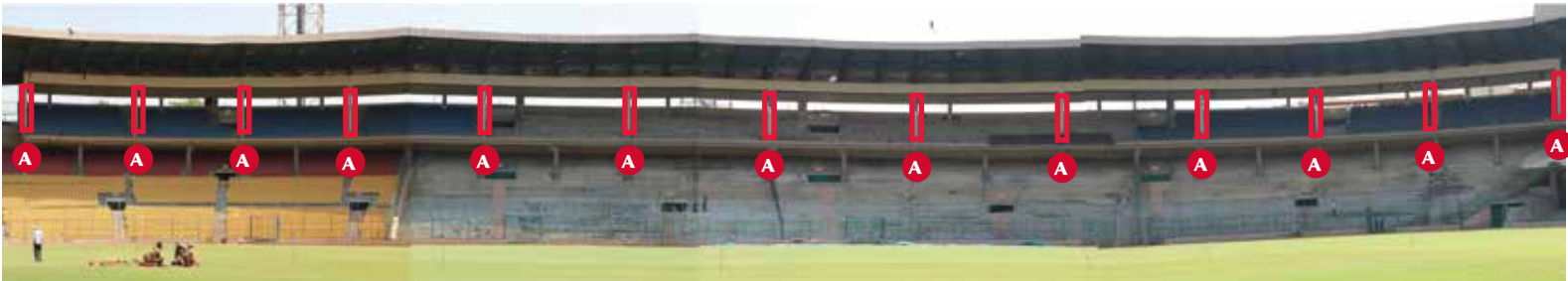
- Stand C Upper

■ Stand C Lower
- Stand G Upper

■ Stand G Lower
- Stand M4

■ Stand M3

BRANDING



Upper Pillar



A

Files Name:
IPL2015_Bangalore
_C,G,M3&4_UpperPillar_Qt13

Artwork	Size	Quantity
A	6'3" x 19'11"	13
Surface	1,618 sq ft	

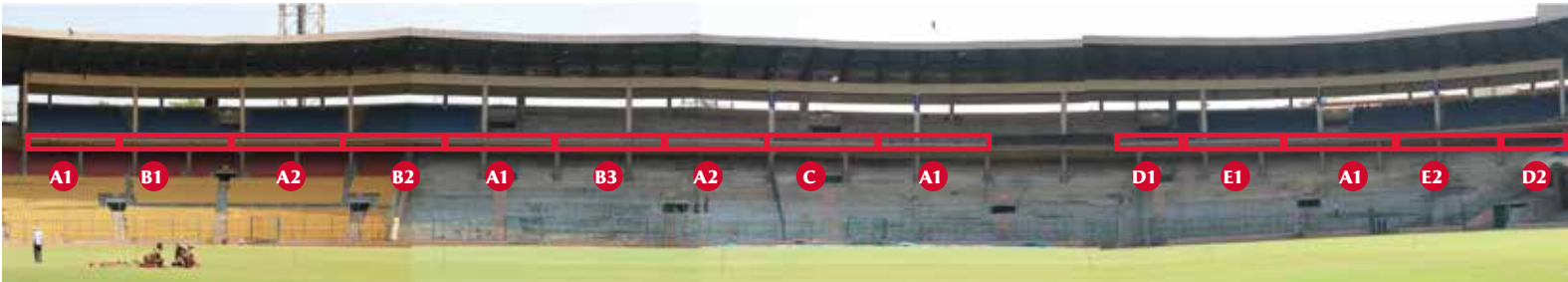


**BANGALORE
STADIUM**

Stadium Mock-Up:

- Stand C Upper
- Stand G Upper
- Stand M4
- Stand C Lower
- Stand G Lower
- Stand M3

BRANDING



1st Tier

Files Name:
IPL2015_Bangalore
_C,G,M3&4_1Tier

Artwork	Size	Quantity
A	42' x 3'4"	6
B	44 x 3'4"	3
C	43'7" x 3'4"	1
D	24'x 3'4"	2
E	41'x 3'4"	2
Surface	1,858 sq ft	





**BANGALORE
STADIUM**

Stadium Mock-Up:

- Stand C Upper

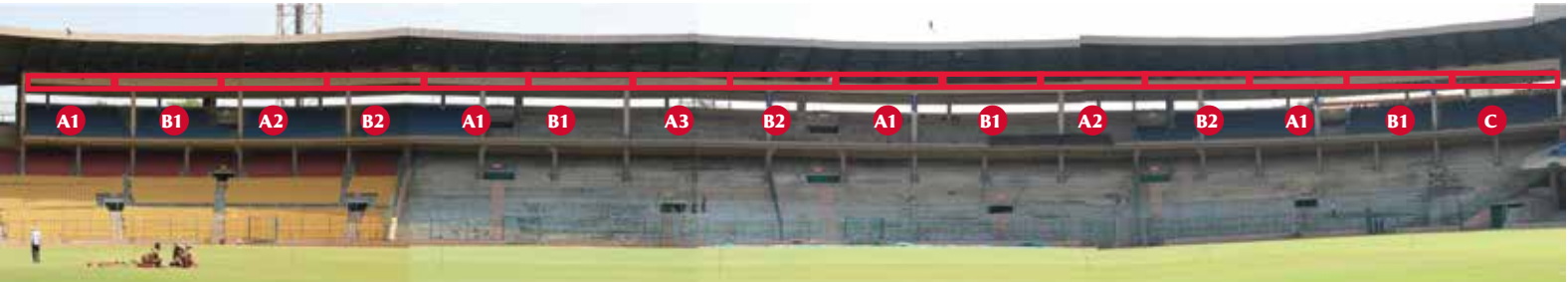
■ Stand G Upper

■ Stand M4
- Stand C Lower

■ Stand G Lower

■ Stand M3

BRANDING



BelowRoof

Files Name:
IPL2015_Bangalore
_C,G,M3&4_BelowRoof

Artwork	Size	Quantity
A	43' x 5'	7
B	34' x 5'	7
C	46' x 5'	1
Surface	2,925 sq ft	





**BANGALORE
STADIUM**

Stadium Mock-Up:

- Stand C Upper

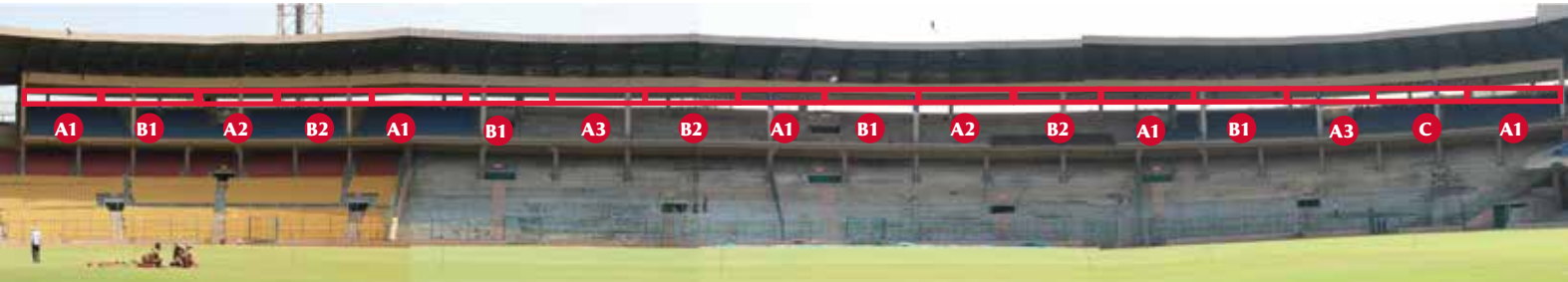
■ Stand G Upper

■ Stand M4
- Stand C Lower

■ Stand G Lower

■ Stand M3

BRANDING

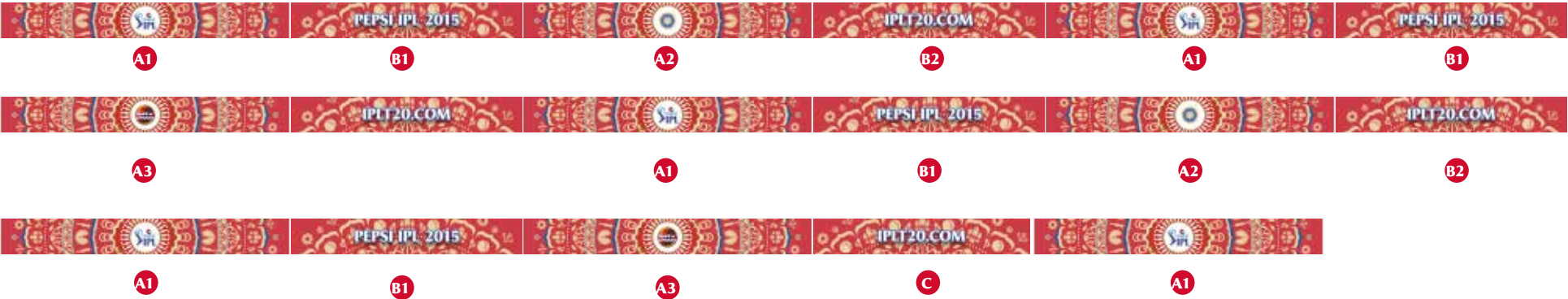


Back wall

Files Name:

IPL2015_Bangalore
_C,G,M3&4_BackWall

Artwork	Size	Quantity
A	42" x 5'	9
B	34' x 5'	7
C	32' x 5'	1
Surface	3,240 sq ft	





**BANGALORE
STADIUM**

Stadium Mock-Up:

- Stand C Upper
- Stand G Upper
- Stand M4
- Stand C Lower
- Stand G Lower
- Stand M3

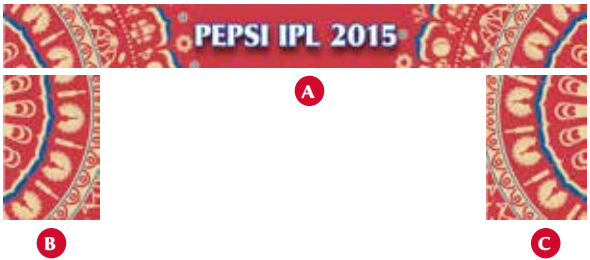
BRANDING



Files Name:

IPL2015_Bangalore
_C,G,M3&4_Screen

Artwork	Size	Quantity
A	79' x 8'4"	1
B	12'3" x 18'4"	1
C	12'6" x 18'4"	1
Surface	1,112 sq ft	





**BANGALORE
STADIUM**

Stadium Mock-Up: ■ Stand M2
 ■ Stand M1

BRANDING Artwork surface: 2,644 sq ft

Below Roof
Back Wall
Pillar
Gangway
1st Tier



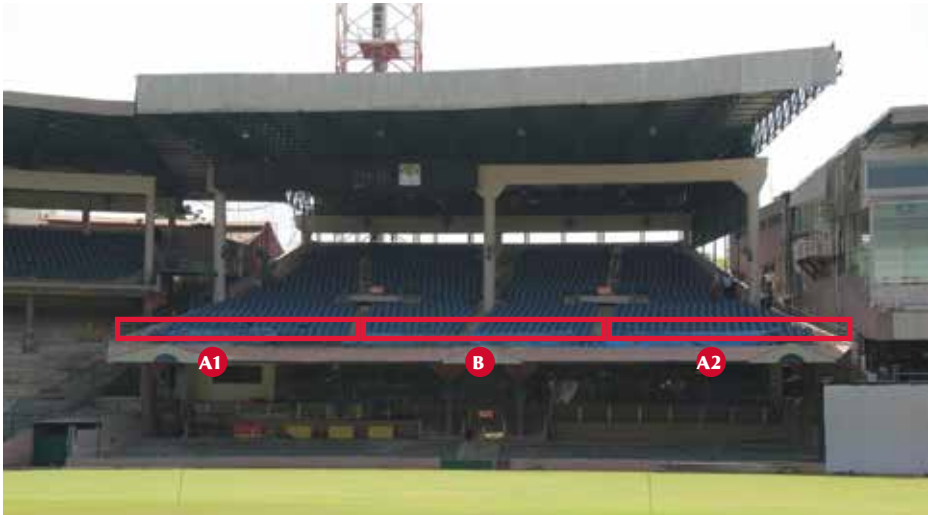


**BANGALORE
STADIUM**

Stadium Mock-Up:

- Stand M2
- Stand M1

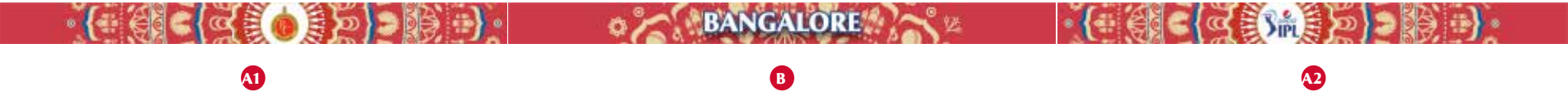
BRANDING



1st Tier

Files Name:
IPL2015_Bangalore
_M2&M1_1Ter

Artwork	Size	Quantity
A	45' x 6'	2
B	48'6" x 6'	1
Surface	831 sq ft	





**BANGALORE
STADIUM**

Stadium Mock-Up:

- Stand M2
- Stand M1

BRANDING



Below Roof

Files Name:

IPL2015_Bangalore
_M2&M1_BelowRoof

Artwork	Size	Quantity
A	44' x 5'	2
B	36'8" x 5'	1
Surface	623 sq ft	





Files Name:

IPL2015_Bangalore
_M2&M1_BackWall

Artwork	Size	Quantity
A	32' x 5'	2
B	36'7" x 5'	1
Surface	503 sq ft	

BANGALORE
STADIUM

Stadium Mock-Up:

- Stand M2
- Stand M1

BRANDING



Back Wall





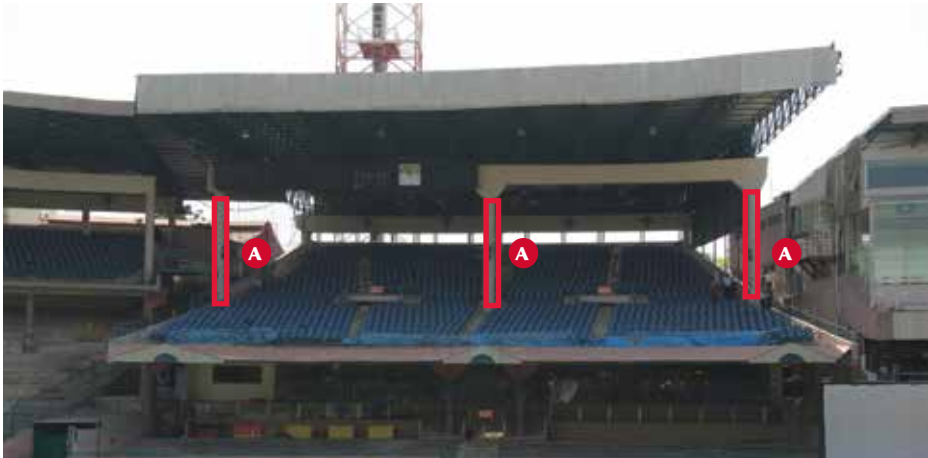
Files Name:
IPL2015_Bangalore
_M2&M1_Pillar

Artwork	Size	Quantity
A	8'4" x 25'5"	3
Surface	635 sq ft	

BANGALORE
STADIUM

Stadium Mock-Up: ■ Stand M2
 ■ Stand M1

BRANDING



Pillar



A

BANGALORE
STADIUM

Stadium Mock-Up: ■ Stand M2
 ■ Stand M1

BRANDING



Gangway



A



B



Files Name:
IPL2015_Bangalore
_M2&M1_Gangway

Artwork	Size	Quantity
A	12'9" x 2'1"	1
B	12' x 2'1"	1
Surface	51 sq ft	



**BANGALORE
STADIUM**

Stadium Mock-Up:

- Pavilion 1
- Pavilion 2
- Pavilion Terrace
- Pavilion Corporate

BRANDING

Artwork surface: 14,423 sq ft

Below Roof

Gangway

2nd Tier

1st Tier





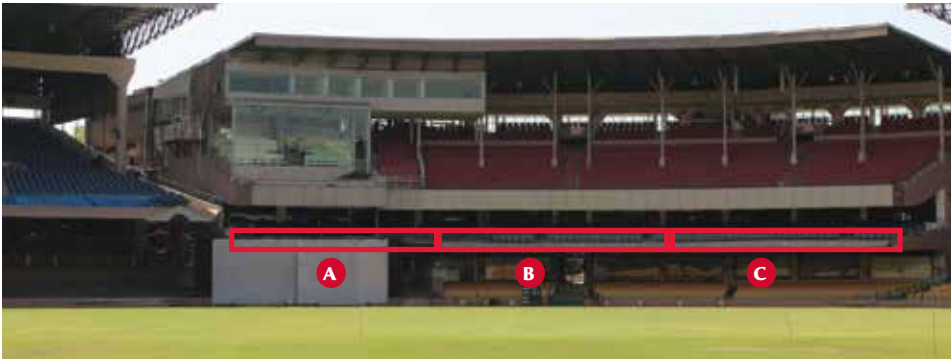
**BANGALORE
STADIUM**

Stadium Mock-Up:

- Pavilion 1
- Pavilion 2
- Pavilion Terrace
- Pavilion Corporate

BRANDING

Artwork surface: xx,xxx sq ft



Files Name:
IPL2015_Bangalore
_CorporatePavilion_1Tier

Artwork	Size	Quantity
A	37'9" x 3'3"	1
B	55' x 3'3"	1
C	44' x 3'3"	1
Surface	444 sq ft	

1st Tier



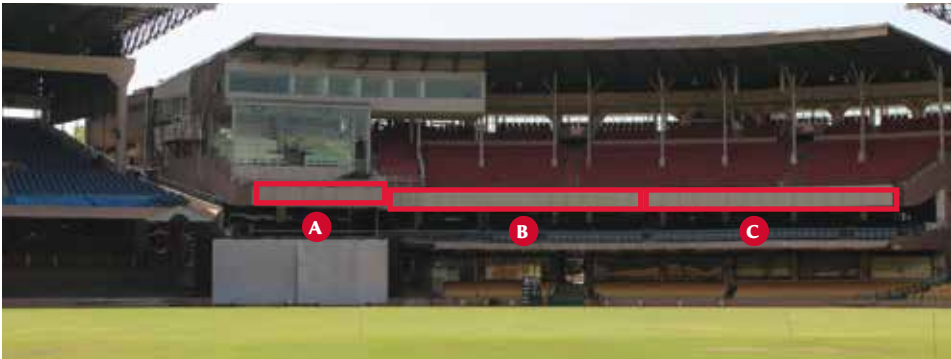


**BANGALORE
STADIUM**

Stadium Mock-Up:

- Pavilion 1
- Pavilion 2
- Pavilion Terrace
- Pavilion Corporate

BRANDING



Files Name:
IPL2015_Bangalore
_CorporatePavilion_2Tier

Artwork	Size	Quantity
A	35' x 4'	1
B	62'7" x 4'	1
C	32' x 4'	1
Surface	518 sq ft	

2nd Tier





**BANGALORE
STADIUM**

Stadium Mock-Up:

- Pavilion 1
- Pavilion 2
- Pavilion Terrace
- Pavilion Corporate

BRANDING



Below Roof



Files Name:
IPL2015_Bangalore
_CorporatePavilion_BelowRoof

Artwork	Size	Quantity
A	47' x 3'3"	2
B	36'6" x 3'3"	1
Surface	435 sq ft	



Files Name:
IPL2015_Bangalore
_CorporatePavilion_Gangway

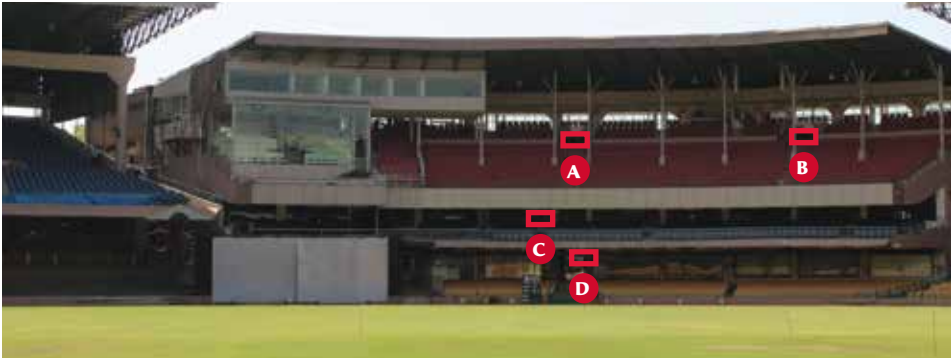
Artwork	Size	Quantity
A	10'1" x 3'11"	1
B	10'7" x 4'3"	1
C	16' x 4'7"	1
D	7'4" x 3'11"	1
Surface	186 sq ft	

BANGALORE
STADIUM

Stadium Mock-Up:

- Pavilion 1
- Pavilion 2
- Pavilion Terrace
- Pavilion Corporate

BRANDING



Gangway



A



B



C



D



**BANGALORE
STADIUM**

Stadium Mock-Up: ■ Pavilion 3, ■ Stand A ■ Stand B Upper
 ■ Pavilion 4 ■ Executive Corporate ■ Stand B Lower

BRANDING Artwork surface: 15,452 sq ft

- Upper Gangway
- Below Roof
- Upper Pillar
- 1st Tier
- Lower Gangway





**BANGALORE
STADIUM**

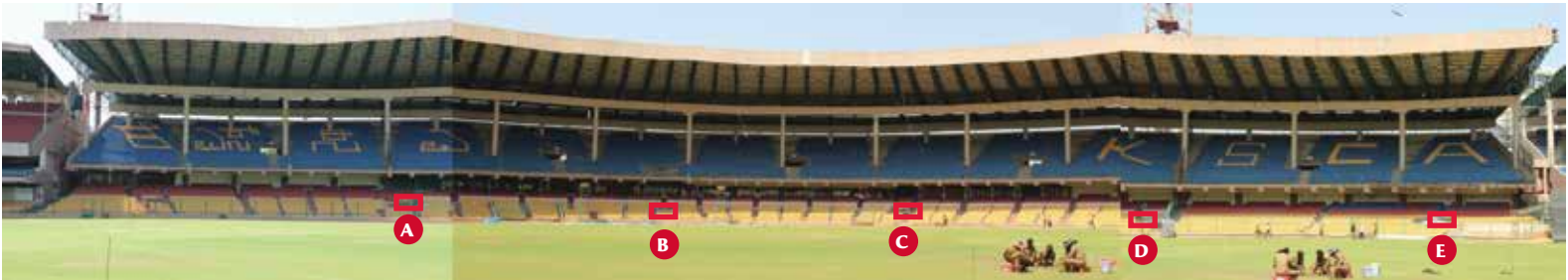
Stadium Mock-Up:

- Pavilion 3,
- Pavilion 4

- Stand A
- Executive Corporate

- Stand B Upper
- Stand B Lower

BRANDING



Lower Gangway



Files Name:

IPL2015_Bangalore
_P3,P4_LowerGangway

Artwork	Size	Quantity
A	7'9" x 2'11"	1
B	7'8" x 2'10"	1
C	9' x 2'4"	1
D	8'11" x 3'9"	1
E	9' x 2'5"	1
Surface	120 sq ft	



**BANGALORE
STADIUM**

Stadium Mock-Up:

- Pavilion 3,
- Pavilion 4
- Stand A
- Executive Corporate
- Stand B Upper
- Stand B Lower

BRANDING



Upper Gangway



A

B

C

D

E

Files Name:

IPL2015_Bangalore
_P3,P4_UpperGangway

Artwork	Size	Quantity
A	12'8" x 2'10"	1
B	11'9" x 3'1"	1
C	11'9" x 2'6"	1
D	11'9" x 3'1"	1
E	11'10" x 3'	1
Surface	139 sq ft	

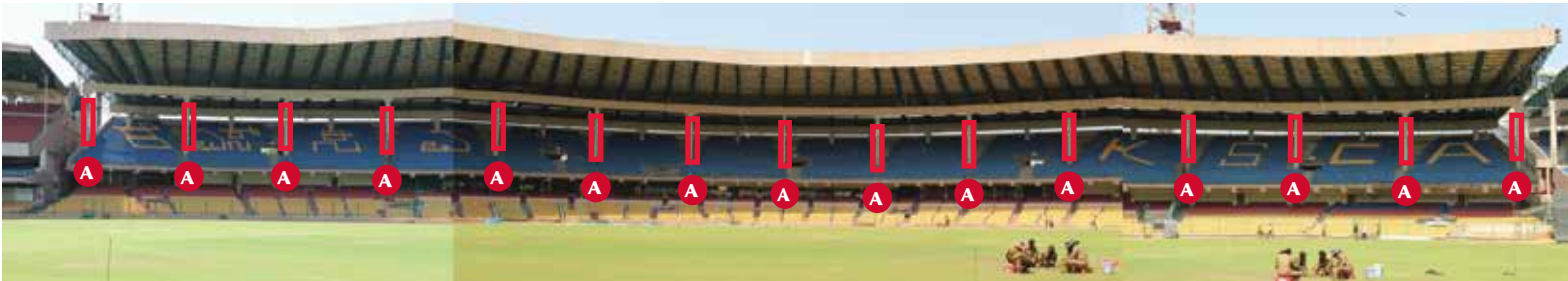


**BANGALORE
STADIUM**

Stadium Mock-Up:

- Pavilion 3,
- Pavilion 4
- Stand A
- Executive Corporate
- Stand B Upper
- Stand B Lower

BRANDING



Upper Pillar



A

Files Name:
IPL2015_Bangalore
_P3,P4_UpperPillar_Qt15

Artwork	Size	Quantity
A	8'1" x 26'8"	15
Surface	3,233 sq ft	

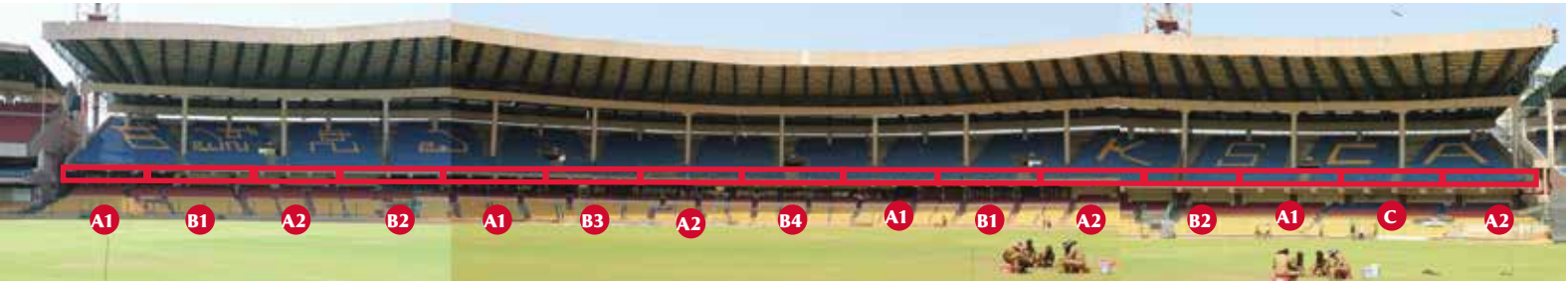


**BANGALORE
STADIUM**

Stadium Mock-Up:

- Pavilion 3,
- Pavilion 4
- Stand A
- Executive Corporate
- Stand B Upper
- Stand B Lower

BRANDING



1st Tier

Files Name:
IPL2015_Bangalore
_P3,P4_1Tier

Artwork	Size	Quantity
A	42' x 5'	8
B	44' x 5'	6
C	46' x 5'	1
Surface	3,392 sq ft	



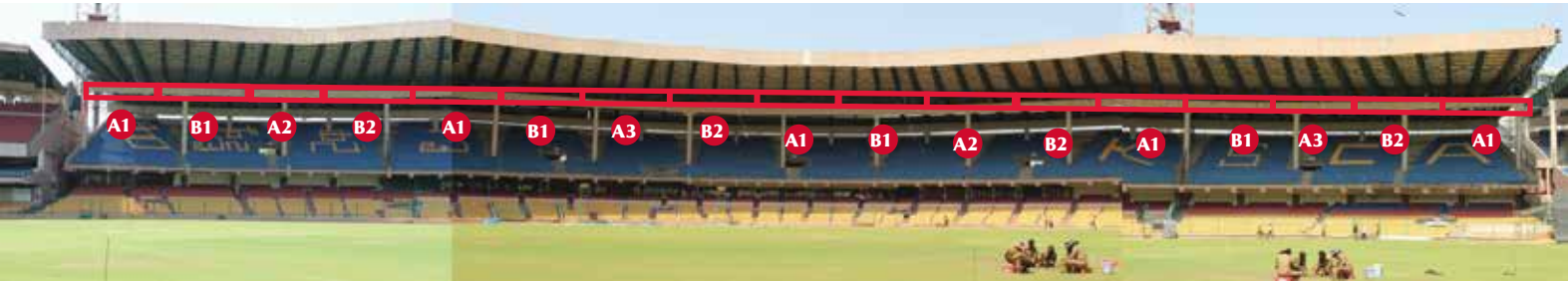


**BANGALORE
STADIUM**

Stadium Mock-Up:

- Pavilion 3,
- Pavilion 4
- Stand A
- Executive Corporate
- Stand B Upper
- Stand B Lower

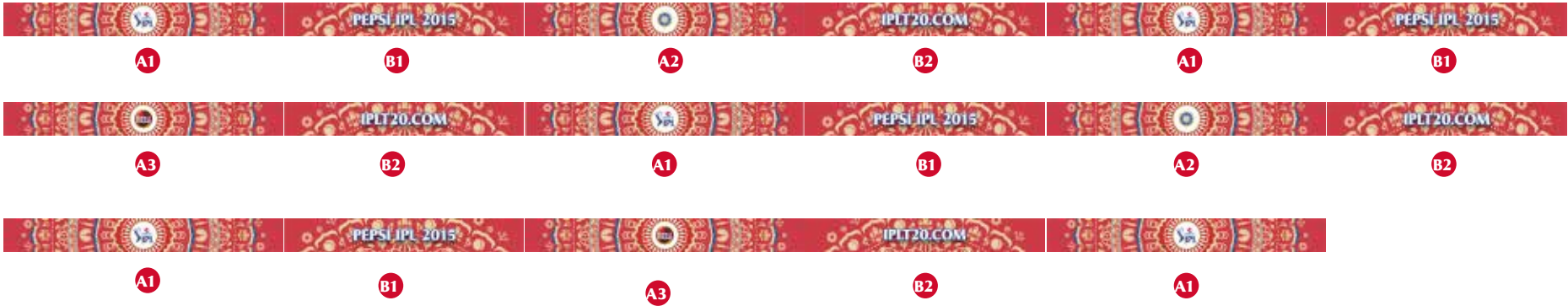
BRANDING



Below Roof

Files Name:
IPL2015_Bangalore
_P3,P4_BelowRoof

Artwork	Size	Quantity
A	44' x 5'	9
B	36' x 5'	7
C	37'9" x 5'	1
Surface	4,114 sq ft	





**BANGALORE
STADIUM**

Stadium Mock-Up:

- Pavilion 3,
- Pavilion 4
- Stand A
- Executive Corporate
- Stand B Upper
- Stand B Lower

BRANDING



Back Walll

Files Name:
IPL2015_Bangalore
_P3,P4_BackWall

Artwork	Size	Quantity
A	44' x 5'	9
B	43' x 5'	7
C	45'4" x 5'	1
Surface	4,454 sq ft	

