

3.01

Signage/Standard face

Main sign Formats



TOOLKIT

The following file(s) are supplied in the

SIGNAGE Toolkit:

► **TW_SF_MAIN_PORTRAIT_SIGN_3000x1500.indd**

The new signs have the **standard face** 'swirl pattern' incorporated into the design.

There are 4 configurations for the main sign. These are:

Single-sided

Standard sign to be used when the reverse does not create a useable/visible space.

Double-sided

To be used where the reverse does create a useable/visible space, but where a chevron or tri-face sign cannot be used to add impact. The double sided sign can carry two front facing sign artworks, or the front facing sign artwork and the 'Thank you for calling' message.

Chevron

To be used to create maximum visibility where visitors approach from both directions. In this case, the chevron sign should carry two main/front facing sign panels (see Chevron A). Where the layout of a development suits, one side of the chevron can be used to carry the 'Thank you for calling' message (see Chevron B).

Tri-face

For use where all aspects of a chevron sign can be seen (e.g. on a roundabout). Again, only front/main sign and 'Thank you for calling' artworks can be used.

Single-sided/double-sided



Chevron



Tri-face



Please note

Large format colour values

Ensure that the large format **CMYK breakdown** has been selected for the **grape** and **rubine red**.

Large format Grape

C75 / M100 / Y0 / K62

Large format Rubine Red

C7.3 / M100 / Y78.2 / K10

3.02

Signage/Standard face

Main sign (portrait) grid

Key proportions and typefaces are shown here. These proportions can be scaled to create finished artworks.

- Welcome to**
Typeface: Helvetica 75 Bold
Size: 245pt
Colour: White
- Development Name**
Typeface: Helvetica 75 Bold
Size: 588/588pt
Colour: White
- Development descriptor**
Typeface: Helvetica 45 Light
highlight the number of bedrooms in bold as shown in the illustration
Size: 245/295pt
Colour: White
- Opening times**
Typeface: Helvetica 45 Light
highlight the times in bold as shown in the illustration
Size: 245/295pt
Colour: White
- Telephone number**
Typeface: Helvetica 45 Light
Size: 575pt
Colour: White
- Website**
Typeface: Helvetica 45 Light
Size: 460pt
Colour: White



TOOLKIT

The following file(s) are supplied in the

SIGNAGE Toolkit:

► **TW_SF_MAIN_PORTRAIT_SIGN_1500x3000.indd**

CGI alternative

Using a streetscene CGI on the main sign is also an option for our standard face



3.03

Signage/Standard face

Main sign (portrait) examples



TOOLKIT

The following file(s) are supplied in the

SIGNAGE Toolkit:

► **TW_SF_MAIN_PORTRAIT_SIGN_1500x3000.indd**

The design and information hierarchy of the main sign should never change.

Use as part of a single or double sided main sign or as a separate panel on a chevron or tri-face layout main sign.

Main Sign (front)

Material: Dibond

Standard panel size:

1500mm x 3000mm

Main Sign (rear)

Material: Dibond

Standard panel size:

1500mm x 3000mm

100mm powder coated posts

Material: Aluminium

1m sleeve will need to be ordered for each post.

Main Sign (front)



**Taylor
Wimpey**

**Coming
Soon**

For further information
please call

01778 300 618

taylorwimpey.co.uk

**Taylor
Wimpey**

**Land
Required**

For enquiries
please call

01778 300 618

taylorwimpey.co.uk

**Taylor
Wimpey**

**Land
Acquired**

For further information
please call

01778 300 618

taylorwimpey.co.uk



Take a look at...

► **MAIN SIGN FORMATS**

in **section 3.02** to see the technical details on how to create the portrait sign.

For more information on which sign to use, go to **section 3.01**

3.11

Signage/Standard face Flags

The new flags have the **standard face** 'swirl pattern' incorporated into the design.

Flags help create a landmark presence for a development and help visitors navigate to the site. Flags come in one size and shape. They are single sided and the rotating arm ensures they are visible even if there is no wind.

Flag

Material: Heavy duty 150g knitted Polyester

Standard flag size: 1000mm x 2000mm

Colour: TW Grape or TW Rubine Red

Flag pole/rotating arm kit

Material: Aluminium or fibre glass depending on site conditions.

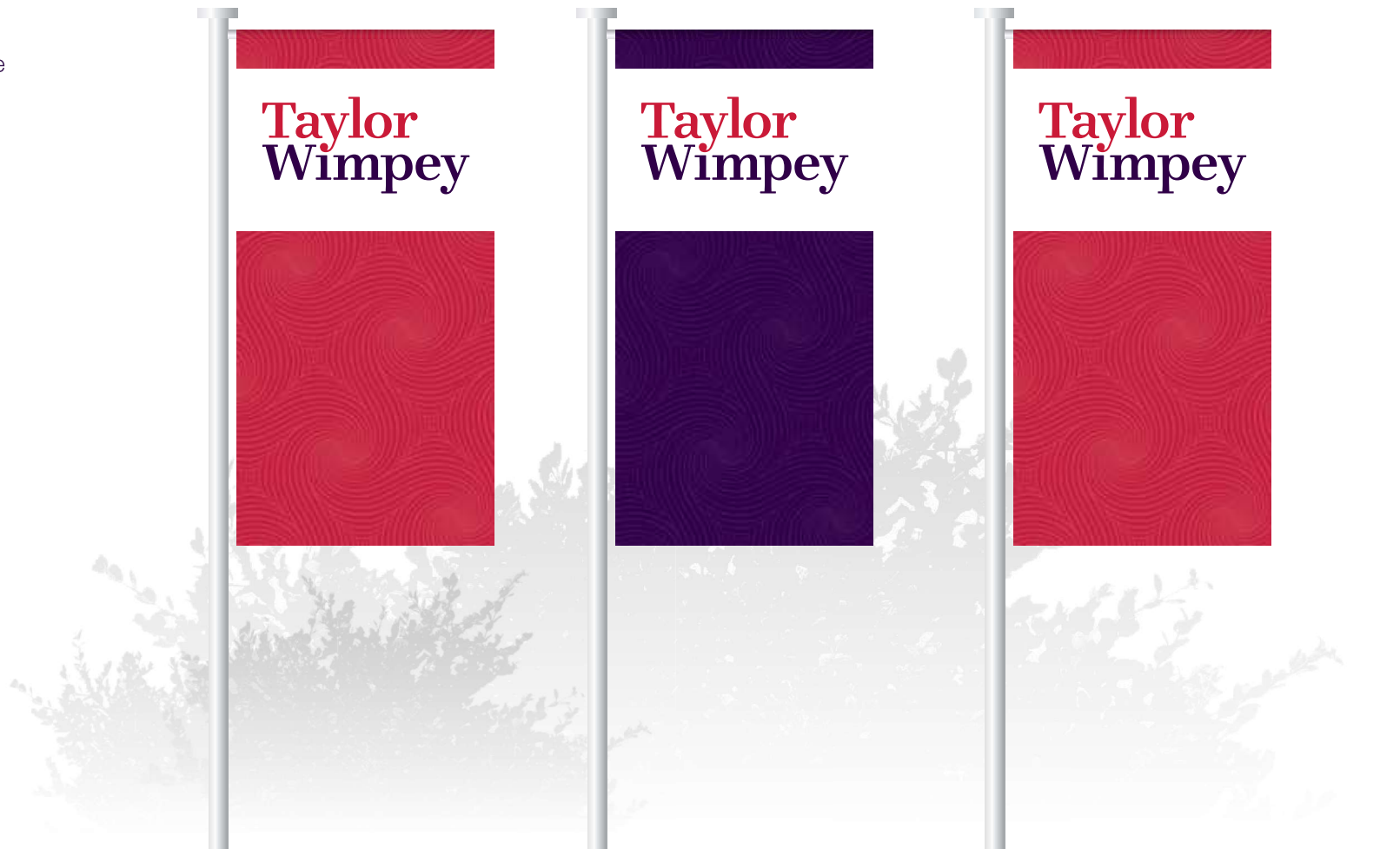
Standard size: 6000mm high



Take a look at...

► **STANDARD FACE SHOWCASE**

in **section 1.03** to see examples of this signage.



3.13

Signage/Standard face

Fascia



TOOLKIT

The following file(s) are supplied in the

SIGNAGE Toolkit:

- TW_SF_FASCIABOARD_9960X600@50%.indd
- TW_SF_FASCIABOARD_L_3650X600@50%.indd
- TW_SF_FASCIABOARD_R_3650X600@50%.indd

We have designed our Sales information centre fascia sign to be as adaptable as possible to any size or shape of building.

The fascia sign generally tends to be 600mm deep but can be anything from 2m to 10.5m long (see top right).

When the fascia returns on to the side of the building, red 'Sales information centre' fascia panels are to be used (see middle and bottom right).

Fascia (front)

Material: Dibond

Suggested panel size:

600mm x return of Sales information centre

Fascia (left/right)

Material: Dibond

Suggested panel size:

600mm x return of Sales information centre

- 1 Welcome to**
Typeface: Helvetica 45 Light
Size: 842pt
Colour: Taupe
- 2 Development Name**
Typeface: Helvetica 75 Bold
Size: 930pt
Colour: White

Artwork is set up at 50% of final size.
Dimensions are actual size.

Fascia (front)



Fascia (left)



Fascia (right)



Take a look at...

► **STANDARD FACE SHOWCASE**

in **section 1.03** to see examples of this signage.

3.15

Signage/Standard face

Community panel 1500x1500mm

We are committed to working with local people during the planning process and the lifetime of our developments.

We want them to be involved and to make sure that we keep them informed as our developments progress. This sign should be placed near our sales area. It can be any size, but should be big enough to draw attention.

Panel

Material: Dibond

Size: 1500mm x 1500mm

1 Panel title

Typeface: Helvetica 45 Light

Highlight 'bring to your community' in Helvetica Bold 75 as shown in the illustration

Size: 130/132pt

Colour: Grape

2 Over 1.2 million

Typeface: Helvetica 75 Bold

Size: 130pt

Space after: 20mm

Colour: White

3 Body copy

Typeface: Helvetica 45 Light

Highlight 'Here are some benefits...' in Helvetica Bold 75 as shown in the illustration

Size: 75x105mm

Space after: 20mm

Colour: White

Word count: 60 words

4 Circles

Largest circle: Helvetica 75 Bold/45 Light

Size: 193pt and 65pt

Colour: White

Smallest circle: Helvetica 75 Bold/65 Medium

Size: 102pt and 44pt

Colour: White

Word count: 10 words max.



TOOLKIT

The following file(s) are supplied in the

SIGNAGE Toolkit:

► **TW_SF_COMMUNITY_PANEL_1500x1500mm.indd**

3.19

Signage/Standard face

On site static signage

All static on site signage works on a 2 x 3 proportion portrait format. The smallest size is 240mm x 360mm. The majority of signs will be 400mm x 600mm.

400mm x 600mm and 240mm x 360mm signage can be wall mounted or fitted with twin posts (see bottom right). 240mm x 360mm signage can also be fitted with a single post (see bottom right).

When signage is post mounted the uprights should be concreted directly into the ground so that the top of the sign is always 1500mm above ground level.

All secondary signage needs to be grape.

On site static signage

Material: Dibond/Correx

Size: 240mm x 360mm or 400mm x 600mm

1 Description/message

Typeface: Helvetica 65 Medium

Size: 208pt/127pt

Colour: White

2 Opening times/message

Typeface: Helvetica 45 Light

Size: 93pt/60pt

Colour: White

3 Call to action (if required)

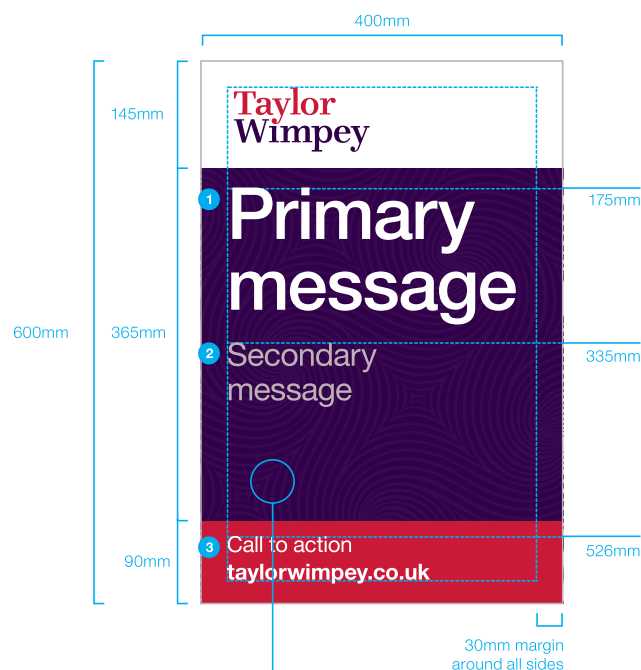
Typeface: Helvetica 45 Light

website: Helvetica 75 Bold

Size: 70pt/42pt

Colour: White

400mm x 600mm



Use the **standard face** swirl pattern within this allocated area



Please note The pattern needs to look consistent across all of our signage. The pattern is 100% and the tint behind is 90%. Please see **sections 2.12** and **2.14** to see this in more detail.

240mm x 360mm



Fixing options



3.20

Signage/Standard face

Parking signage

Parking signage

Material: Dibond

Size: 400mm x 600mm

Take a look at...

► FIXING OPTIONS

in **section 3.19** to see the options.



TOOLKIT

The following file(s) are supplied in the

SIGNAGE Toolkit:

► **TW_SF_PARKING_SIGN_400X600.indd**

► **TW_SF_SECONDARY_SIGN_400X600.indd**

