6.0 Attract

6.11 Fascia Signage – Preferred Treatments

a. Individual built up letters with halo illuminated letters with face and halo illuminated hexagon

Construction: Aluminium built up letters with returns sprayed black 50% gloss. Illuminated by GE minimax LEDs (or equivalent). Hexagon edges to be sprayed 50% gloss HSBC red to match pantone 1795c with opal and red acrylic face to give face illumination.

Application: Sign to be installed on prepared fascia on external elevations of the branch on stand off locators.

A white backing fascia board should be considered when:

- the building facade is in a poor state and cannot be recovered due to scheme budgetary constraints
- the electric feeds cannot be fed directly from behind each letter
- the building facade is a dark material that will not give the brand letters sufficient contrast to be create an impact brand presence.

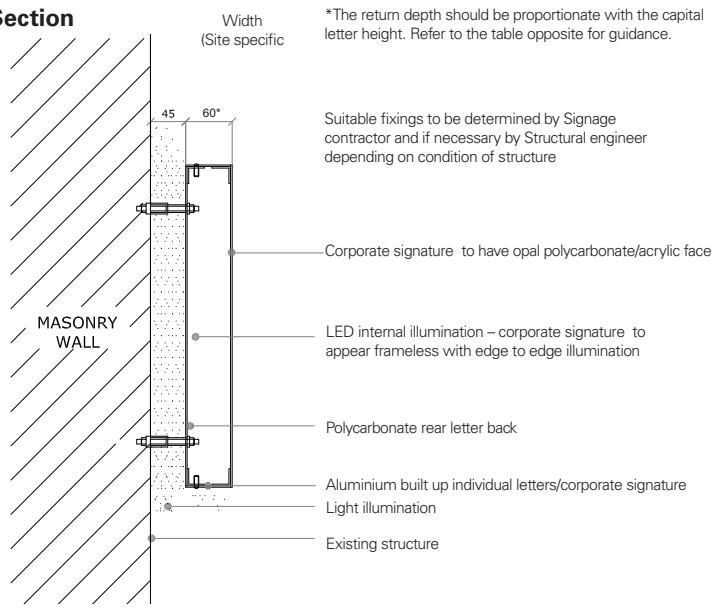
The white fascia board should be finished as a stove enamel to BS00E55 and span the full width of our facade wherever possible.

All fixings should be appropriate for the sign weight and building facade material.

Artwork ref: FLT – (original artwork only to be used)

HSBC

Section



SIGN PROPORTIONS: TYPICAL RELATIONSHIPS

CAP HEIGHT	RETURN DEPTH
300MM	30mm 10% Cap height
350MM	35mm 10% Cap height
400MM	40mm 10% Cap height
450MM	45mm 10% Cap height
500MM	50mm 10% Cap height
550MM	55mm 10% Cap height
600MM	60mm 10% Cap height

