

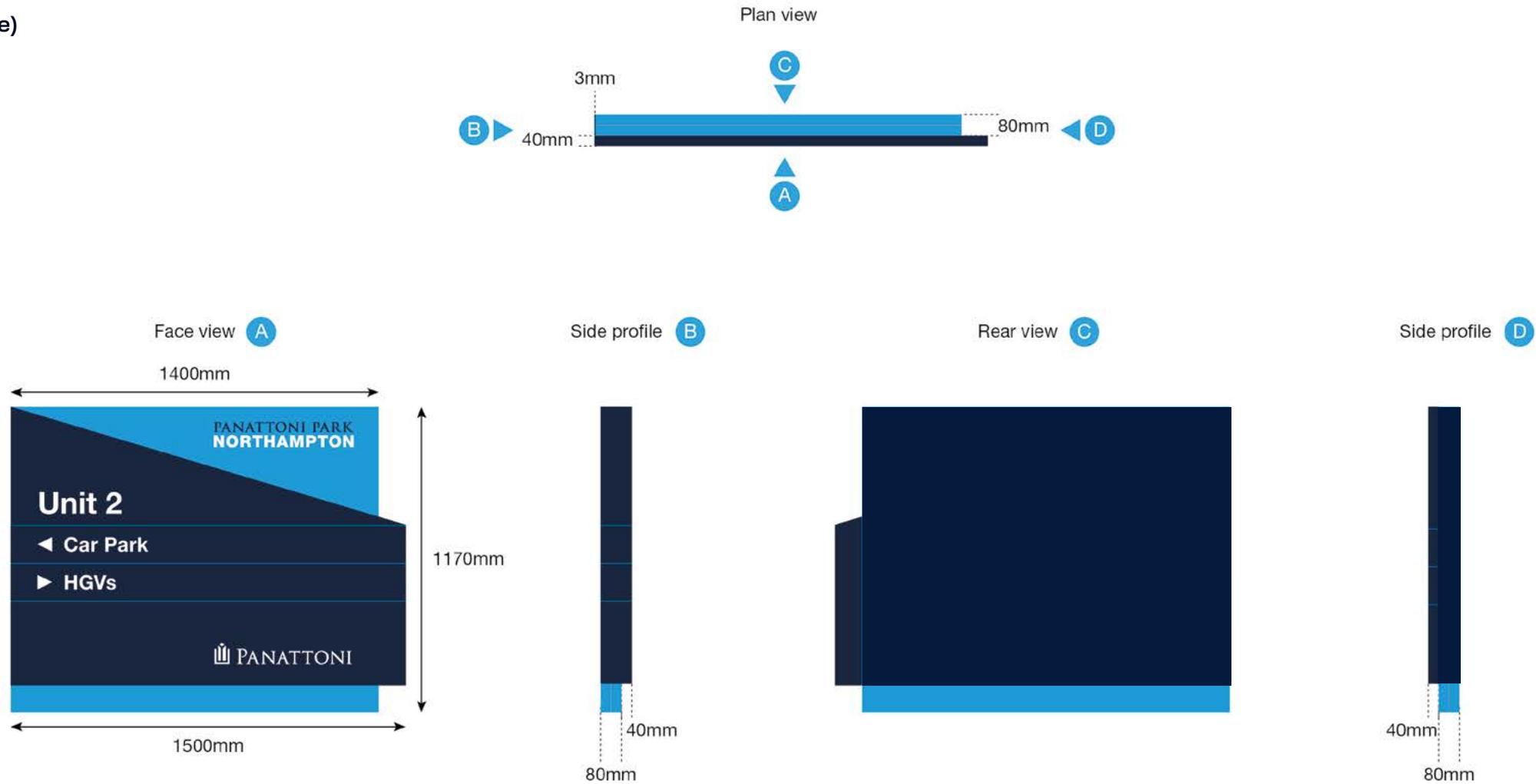
Brand Book

July 2023

Estate signage

Pronounced panel design

(example)

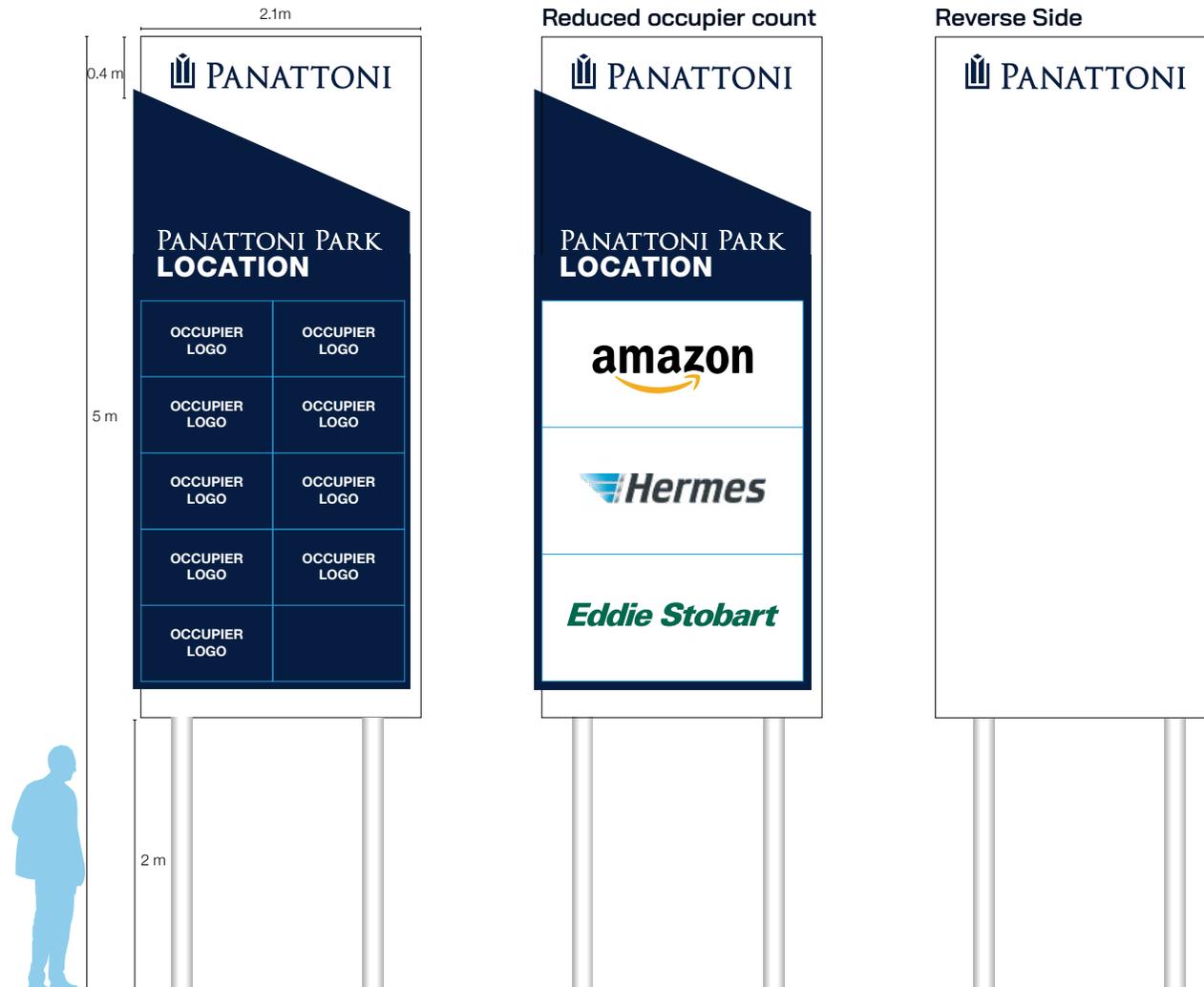


Entrance totem

To be installed at the main entrance to the park, facing traffic entering the park.

SPECIFICATION

Powder coated aluminium panels assembled onto steel subframe, with vinyl detail.



Freestanding estate signs - front side

Installed within the park to provide directional and location information for visitors.

Font: Helvetica Neue Bold

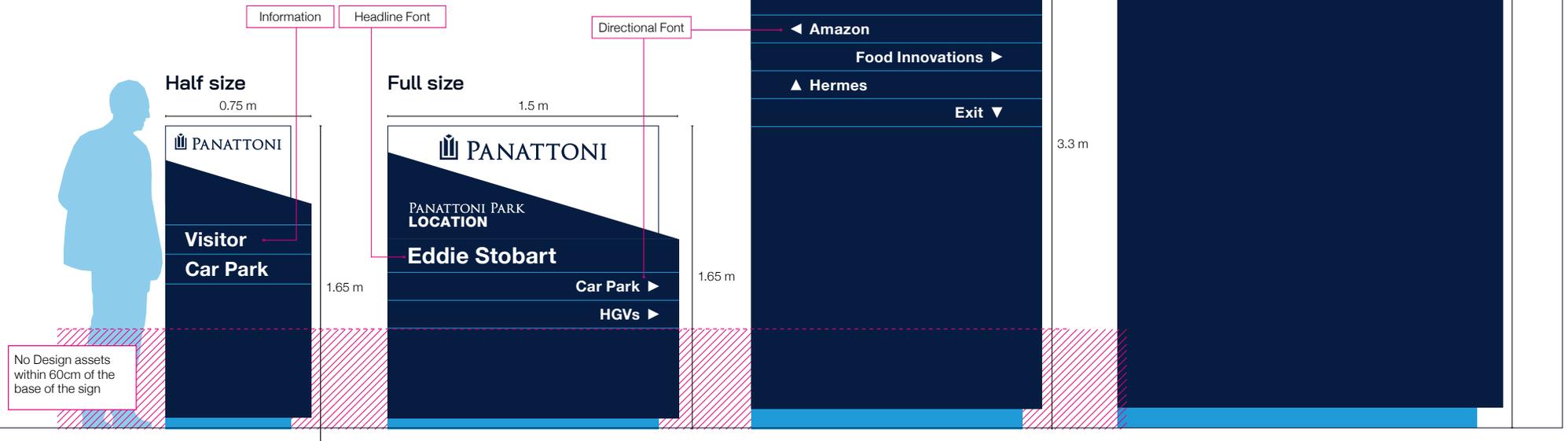
Information font size at 100%: 290pt

Headline font size at 100%: 330pt

Directional font size at 100%: 220pt

SPECIFICATION

Powder coated aluminium panels assembled onto steel subframe, with vinyl detail.



Freestanding estate signs - reverse side



Half size



Full size



Double size

5 metre size



Freestanding estate signs - half size

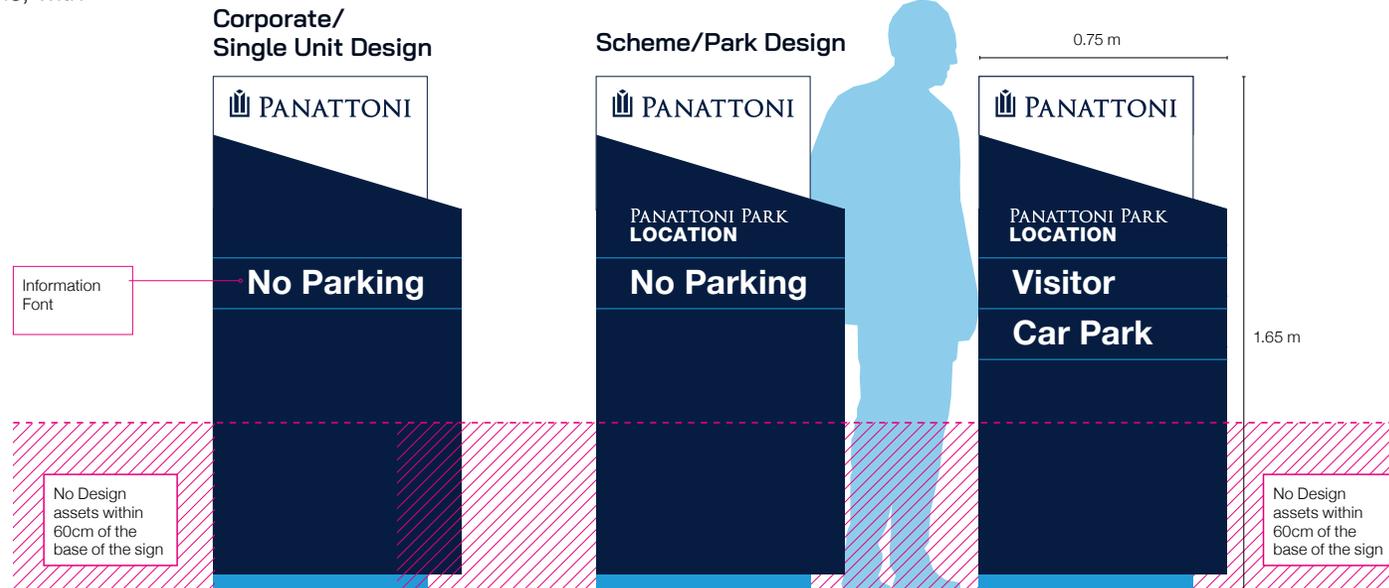
Installed within the park to provide directional and location information for visitors.

Information Font: Helvetica
Neue Bold

Headline font size at 100%: 290pt

SPECIFICATION

Powder coated aluminium panels assembled onto steel subframe, with vinyl detail.



Freestanding estate signs - full size

Installed within the park to provide directional and location information for visitors.

Headline Font: Helvetica Neue Bold

Headline font size at 100%: 330pt

Subtext Font: Helvetica Neue Light

Subtext size at 100%: 220pt

SPECIFICATION

Powder coated aluminium panels assembled onto steel subframe, with vinyl detail.



Freestanding estate signs - double size

Installed within the park to provide directional and location information for visitors.

Headline Font: Helvetica Neue Bold

Headline font size at 100%: 330pt

Subtext Font: Helvetica Neue Light

Subtext size at 100%: 220pt

SPECIFICATION

Powder coated aluminium panels assembled onto steel subframe, with vinyl detail.



Freestanding estate signs - 5 metre size

Installed within the park to provide directional and location information for visitors.

Font: Helvetica Neue Bold

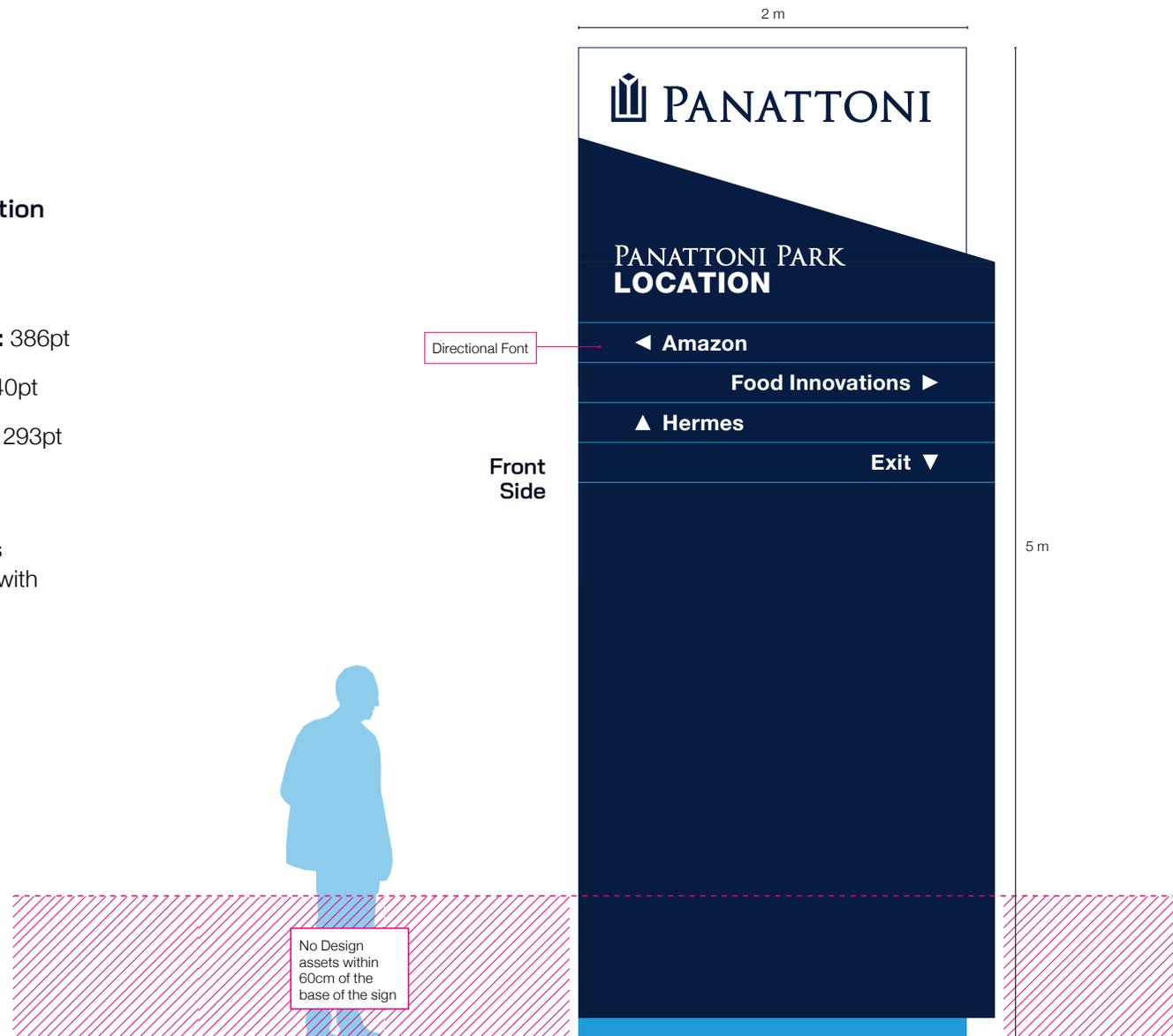
Information font size at 100%: 386pt

Headline font size at 100%: 440pt

Directional font size at 100%: 293pt

SPECIFICATION

Powder coated aluminium panels assembled onto steel subframe, with vinyl detail.



Construction signage

Lampost signs

Signs for use during the construction phase of the park/scheme.

SPECIFICATION

ACM with channel to rear and suitable sized clips with Matt laminated vinyl print.



Plot boards

GENERAL RULES

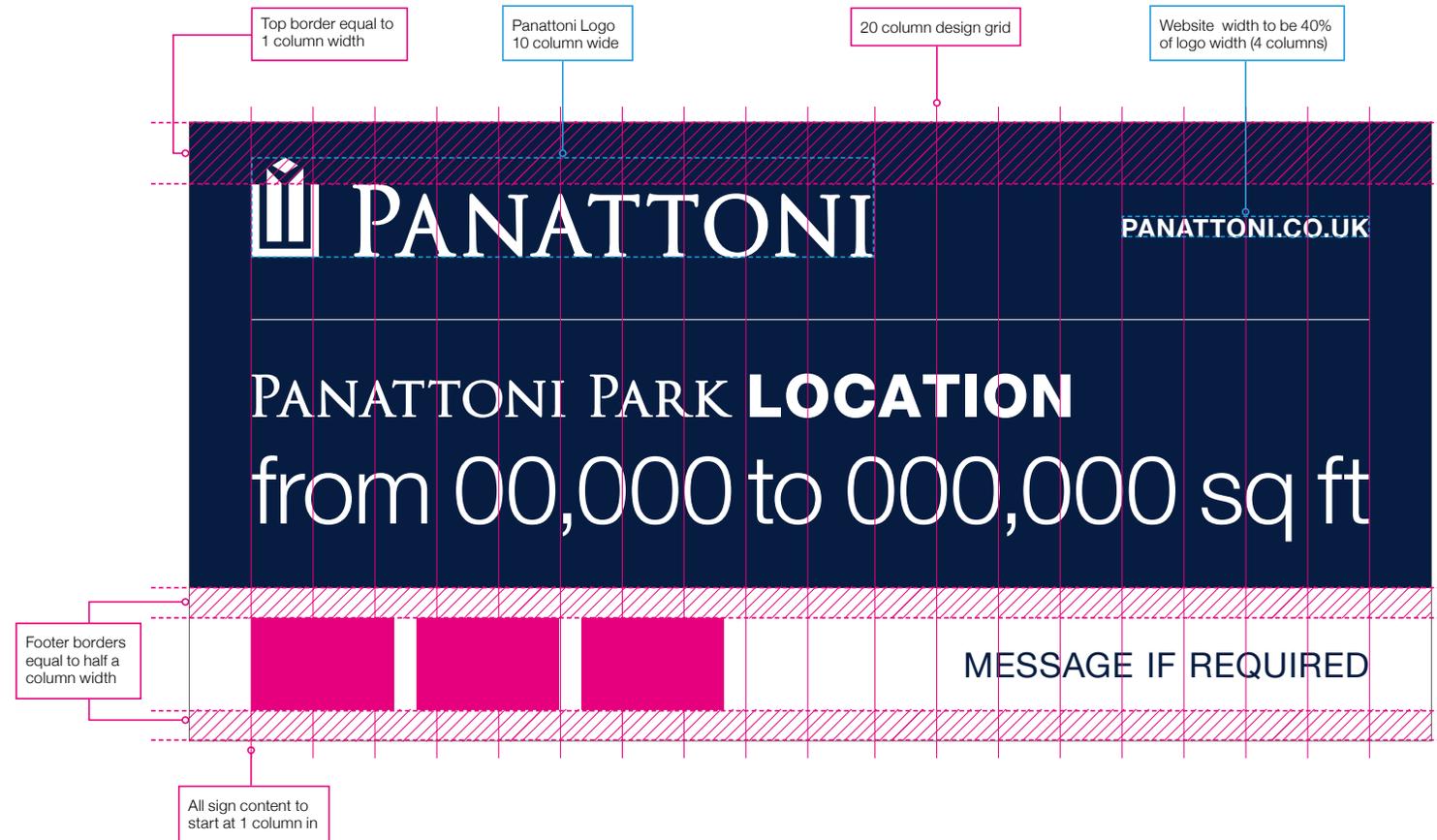
The boards are to be installed at various locations within the site generally on the plot it refers to.

General rules as follows:

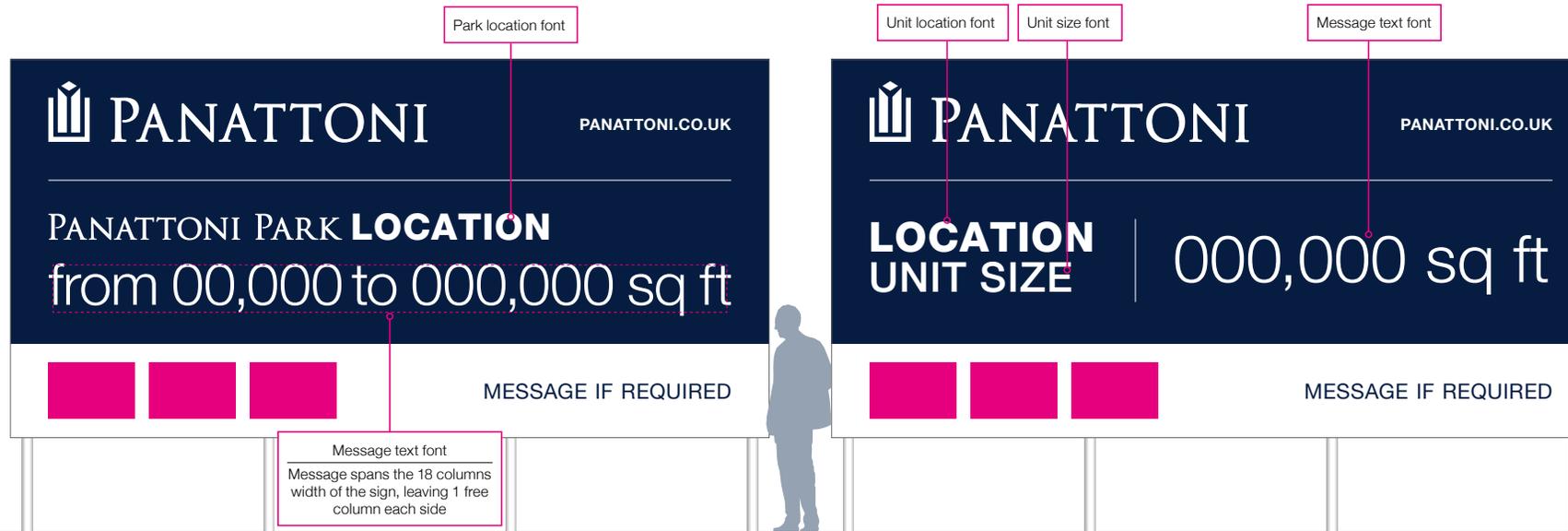
- Minimum of 2 x plot boards per scheme
- Plot boards to be no smaller than 10x8ft
- All signs follow a 20 column grid and the guidelines set out on this page.
- Panattoni Logo should span 10 columns in width where possible
- Panattoni website should be 40% of width of the panattoni logo (4 columns) where possible
- All website addresses should be corporate website only
- Bottom right-hand white space to be used for scheme/plot specific messaging

SPECIFICATION

Printed ACM panels with Matt anti graffiti laminated face- with sign channel to rear mounted to grey steel/aluminium posts (size depending on height, material depending on size)



Plot boards - 20x10ft



Panattoni Park development

Park location font: Helvetica Neue Heavy

Message text font: Helvetica Neue Light

Message text guide size at 100% of template: 1,328pt

The message text should span the 18 column width of the sign, 1 column either side of the sign free.

Single unit development

Unit location font: Helvetica Neue Heavy

Unit size font: Helvetica Neue Medium

Message text font: Helvetica Neue Light

Together the Unit location/size and message text should span the 18 column width of the sign, 1 column either side of the sign free.

Please note: There are stacked and linear versions of each logo - choose the best scale/proportion option for the board.

Plot boards - 12x8ft



Panattoni Park development

Park location font: Helvetica Neue Heavy

Message text font: Helvetica Neue Light

Message text guide size at 100% of template: 948pt

The message text should fill the space as efficient as possible dependent on the message, 1 free column either side of the sign.

Single unit development

Unit location font: Helvetica Neue Heavy

Unit size font: Helvetica Neue Medium

Message text font: Helvetica Neue Light

Please note: There are stacked and linear versions of each logo - choose the best scale/proportion option for the board.

Plot boards - 10x8ft



Panattoni Park development

Park location font: Helvetica Neue Heavy

Message text font: Helvetica Neue Light

Message text guide size at 100% of template: 948pt

The message text should fill the space as efficient as possible dependent on the message, 1 free column either side of the sign.

Single unit development

Unit location font: Helvetica Neue Heavy

Unit size font: Helvetica Neue Medium

Message text font: Helvetica Neue Light

Please note: There are stacked and linear versions of each logo - choose the best scale/proportion option for the board.

Completed scheme plot boards - 20 x 10ft

The boards are to be installed at various locations within the site generally on the plot it refers to.

Plot boards to be no smaller than 10x8ft

All signs follow a 20 column grid and the guidelines set out on this page.

Panattoni Logo should span 16 columns in width where possible

Sub-content should ideally span 12 columns in width where possible, Maximum 16 columns in width where necessary

SPECIFICATION

Printed ACM panels with Matt anti graffiti laminated face- with sign channel to rear mounted to grey steel/aluminium posts (size depending on height, material depending on size)



Completed scheme plot boards - 12 x 8ft

The boards are to be installed at various locations within the site generally on the plot it refers to.

Plot boards to be no smaller than 10x8ft

All signs follow a 20 column grid and the guidelines set out on this page.

Panattoni Logo should span 16 columns in width where possible

Sub-content should ideally span 12 columns in width where possible, Maximum 16 columns in width where necessary

SPECIFICATION

Printed ACM panels with Matt anti graffiti laminated face- with sign channel to rear mounted to grey steel/aluminium posts (size depending on height, material depending on size)



Mesh building banners

To be installed onto the building via the top hat system to ensure no damage to the cladding

SPECIFICATION

Mesh pvc banner with hem and eyelets with heavy duty Velcro on joins to break banner into approx 20m sections



Branded hoarding - 7 panels

To be installed either side of the main entrance.

Minimum of 28 panels, 14 each side.

Exact configuration to be confirmed.

SPECIFICATION

High gloss laminated printed ACM panels

DESIGN

Each Logo & Website set should be approximately 5 panels in length (where possible)

Repeated logos should be evenly spread across the hoarding with a minimum of 2 blank panels in between logos where possible

Logo & Website set should always sit level.

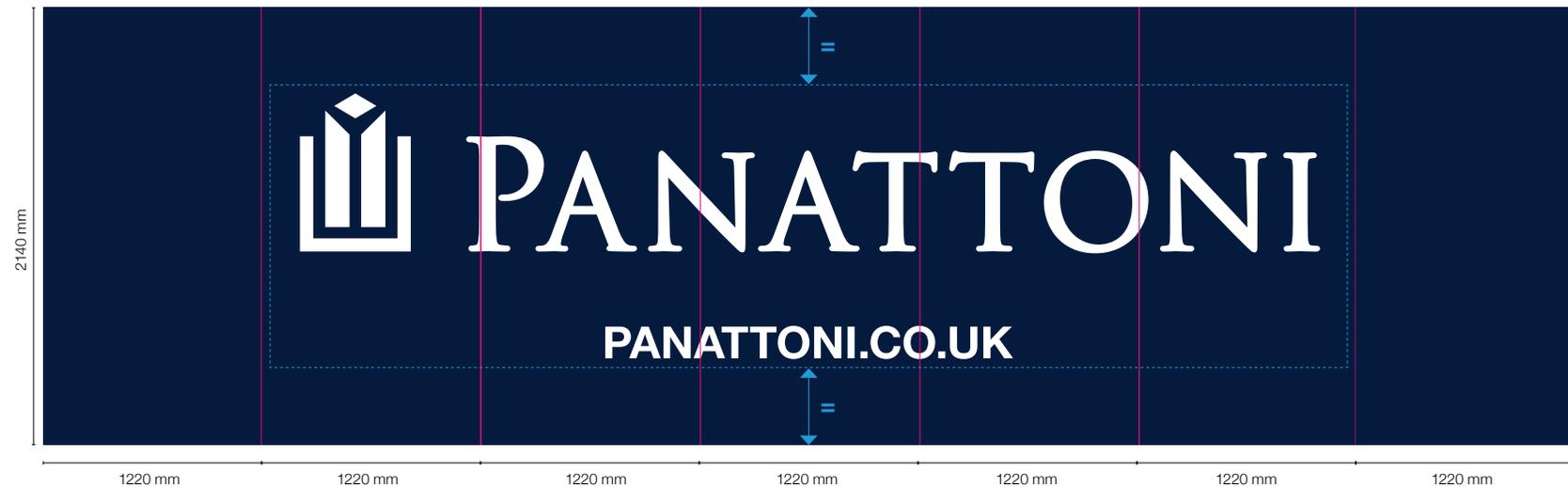
Each Logo & Website set should sit central to height of panel



Example hoarding



Logo & website set



Branded hoarding - 5 panels

SPECIFICATION

High gloss laminated printed ACM panels

DESIGN

Where run of panels is less than 7, logo & website set should be scaled and sit central to all panels.

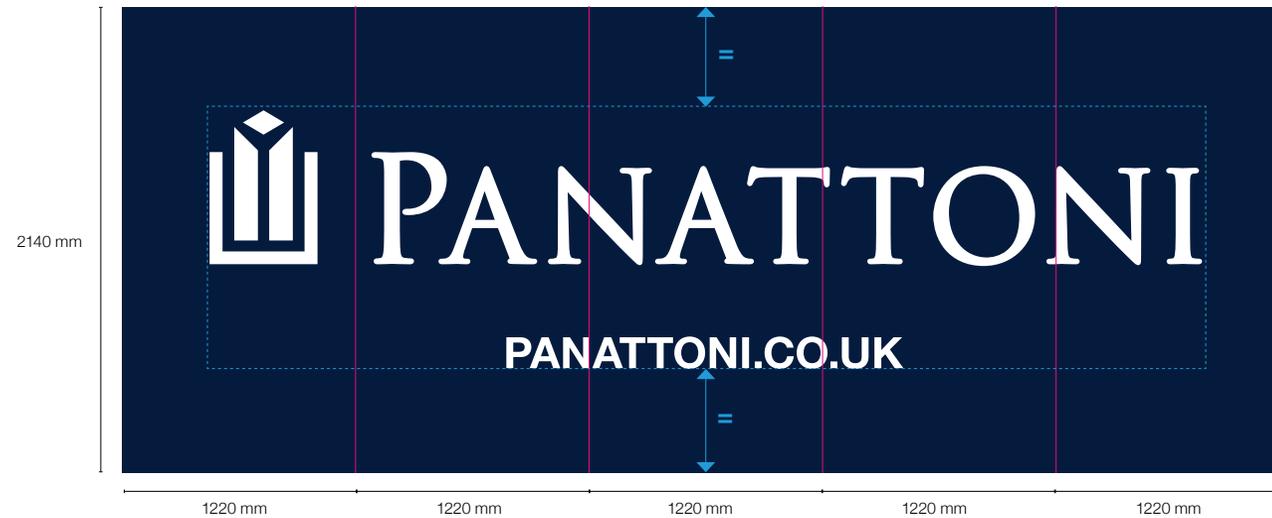
Repeated logos should be evenly spread across the hoarding with a minimum of 2 blank panels in between logos where possible.

Logo & Website set should always sit level.

Each Logo & Website set should sit central to height of panel.



Logo & website set



Branded hoarding - uneven ground

SPECIFICATION

High gloss laminated printed ACM panels

DESIGN

Each Logo & Website set should be approximately 5 panels in length (where possible)

Repeated logos should be evenly spread across the hoarding with a minimum of 2 blank panels in between logo (where possible)

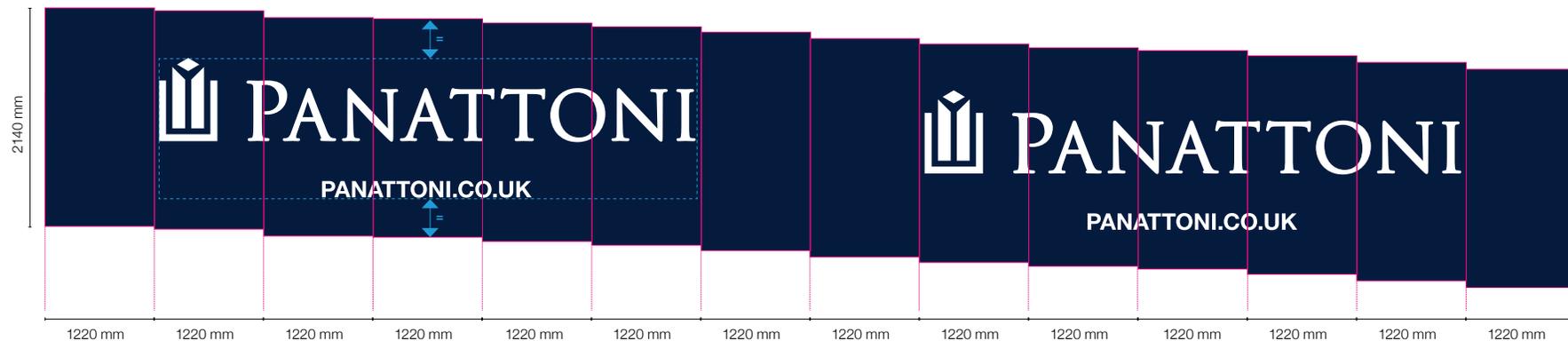
Logo & Website set should sit level.

Height of each Logo & Website set will stagger as per the hoarding

Each Logo & Website set should sit central to height of panel where the second 'A' of Panattoni logo is located.



Logo & Website set



Heras fence - mesh banner

SPECIFICATION

Printed pvc mesh banner with welded hem and eyelets



Logo & Website set



Heras fence - face mounted sign

To be installed onto the building
via the top hat system to ensure no
damage to the cladding

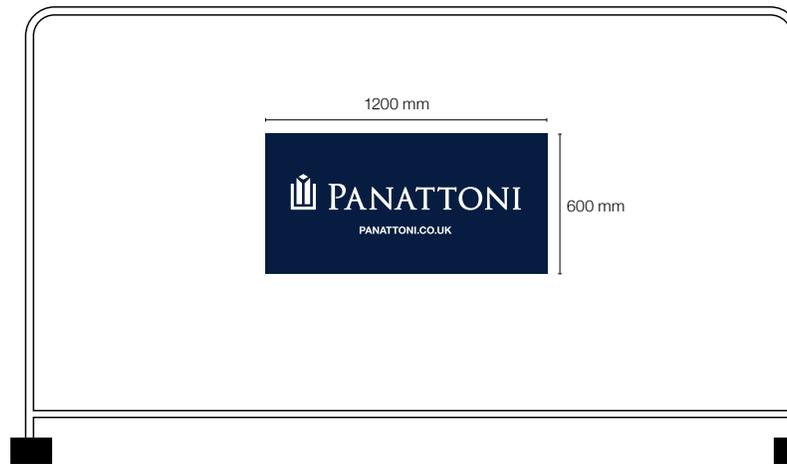
SPECIFICATION

4mm printed correx, fixed with black
cable ties



Example of size option 1

Size option 1



Size option 2



