

# How?

## 6.0 Attract

### 6.34 Refresh – Through the Wall ATM Signage

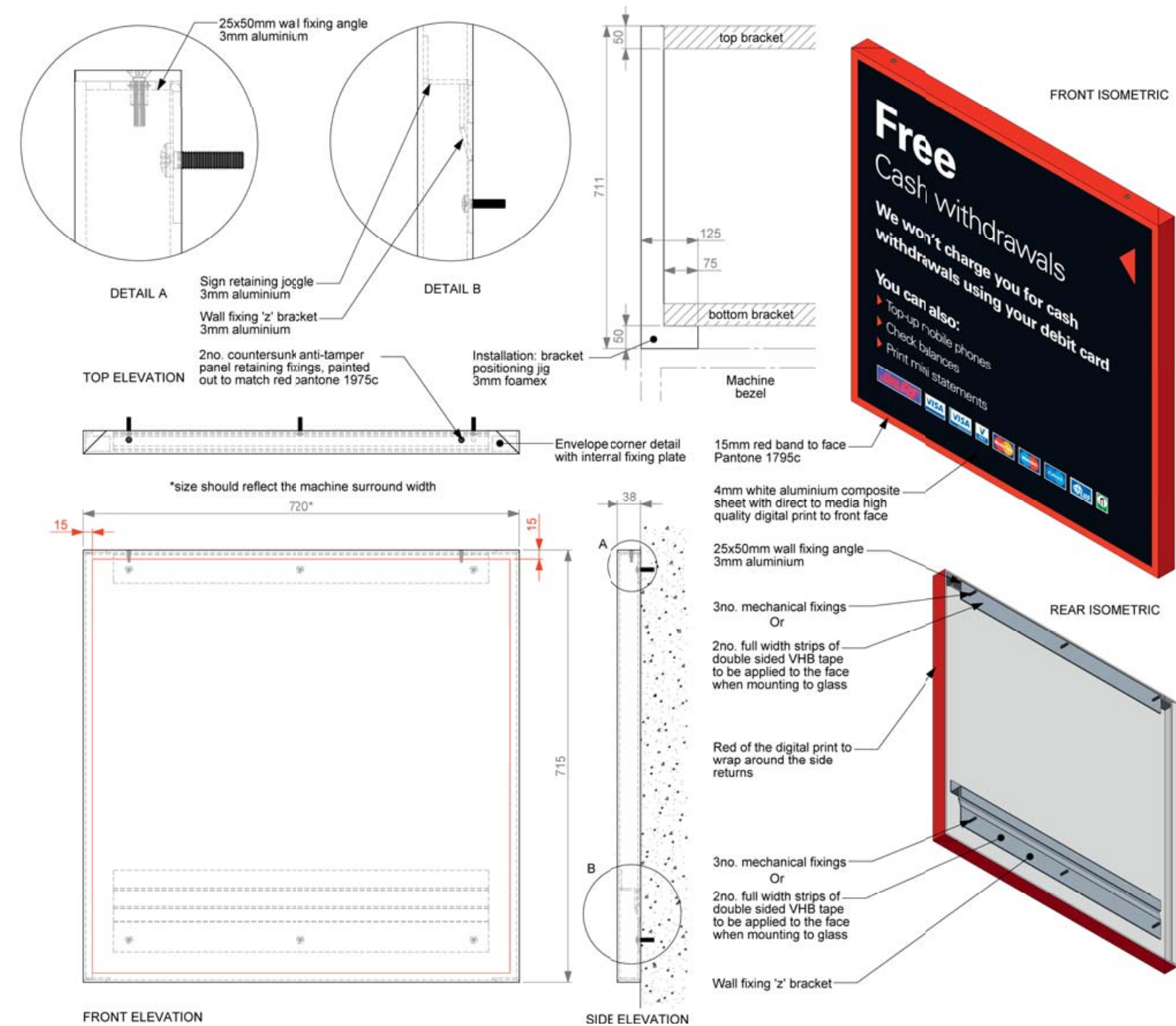
Panel to be V cut, folded and glued from 4mm white aluminium composite sheet complete with 32mm thick foamex fixing panel to the rear.

Either fixed to glass background with vhb tape or stonework using c/sunk fixings.

Acs panel fixed to fixing panel using multi vane brass inserts to one side only.

Anti-tamper fixings used to the top. Panel to be face decorated using flatbed digiprinter with all detail as shown.

Panel finally applied with anti-graffiti matt lacquer for protection.



REVISION	BY	DATE	REVISION	BY	DATE

CLIENT	<b>HSBC</b>	DRAWING	<b>ATM SIGNAGE</b>
PROJECT	HSBC CAMDEN TOWN 2014 Evergreen - PIN GB1022 176 Camden High St, London NW1 8QL	DRAWING No.	<b>14 016 PA 11</b>
		SCALE	As shown
		DRAWN BY	JF/DORCHESTER
		REVISION	

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### 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.

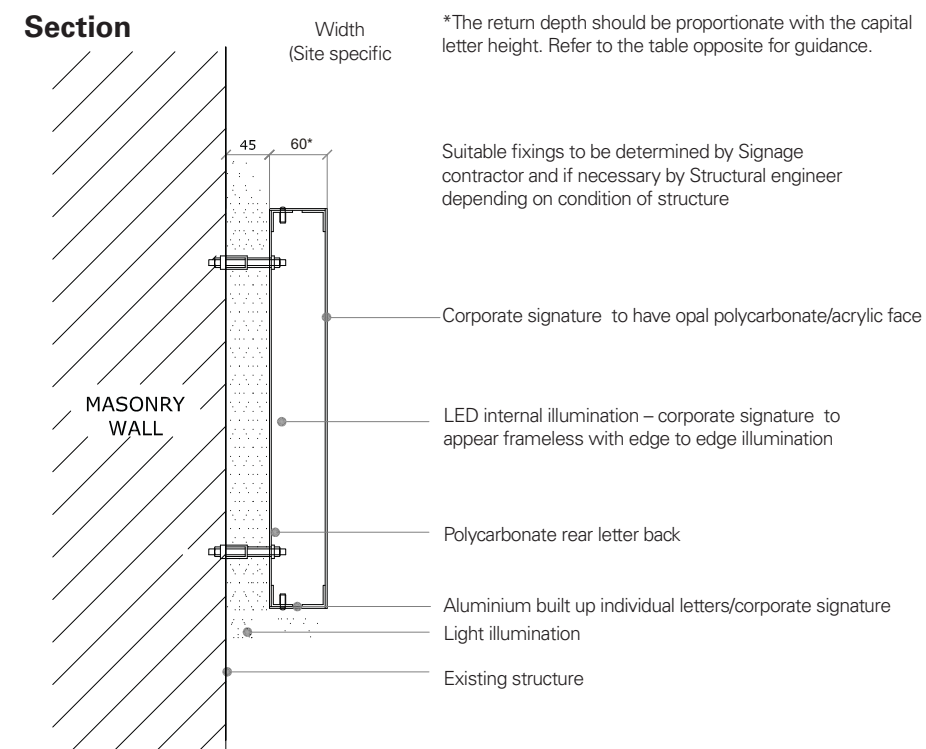
A white backing fascia board should be considered when:

- 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)**



#### 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



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### 6.18 Nameplates

The HSBC nameplate is one of the core building identification components. Typically placed to the left of the entrance door, external nameplates should be on white vitreous enamel with a 10mm stainless steel frame where possible. Overall size 306mm x 400mm (including 10mm stainless steel frame). Nameplates should be fixed at a height of 1460mm to the top of the sign from finished floor level unless the sign is a replacement, in which case the existing nameplate location and fixing locations should be maintained.

There are two treatment options for HSBC nameplates that should be considered in the following order of preference:

- Vitreous enamel nameplate applied externally
- Reverse applied vinyl nameplate, applied to branch exterior glazing.

All text is black on a white background. The hexagon symbol is HSBC Red. The address is set in Univers 55, 61pt on 76pt line feed, kerned to -40, upper and lower case, centred, in black. Please take care with character spacing – no characters touching and not too widely spaced.

**Artwork PNP should be used for Flagship Standalone Premier branches only. Artwork RNP should be used as standard in all other cases. Artwork BNP should be used on Flagship Standalone Business branches only.**

#### GRS – Full and Premium version

Artwork ref: RNP



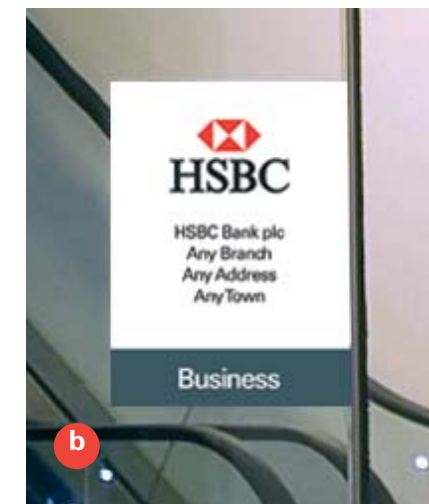
#### Premier Flagship (Standalone) – Tier 1

Artwork ref: PNP



#### Business Flagship (Standalone)

Artwork ref: BNP



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### 6.16 Projecting Signs

#### b. Projecting sign – non-illuminated – Alternative option

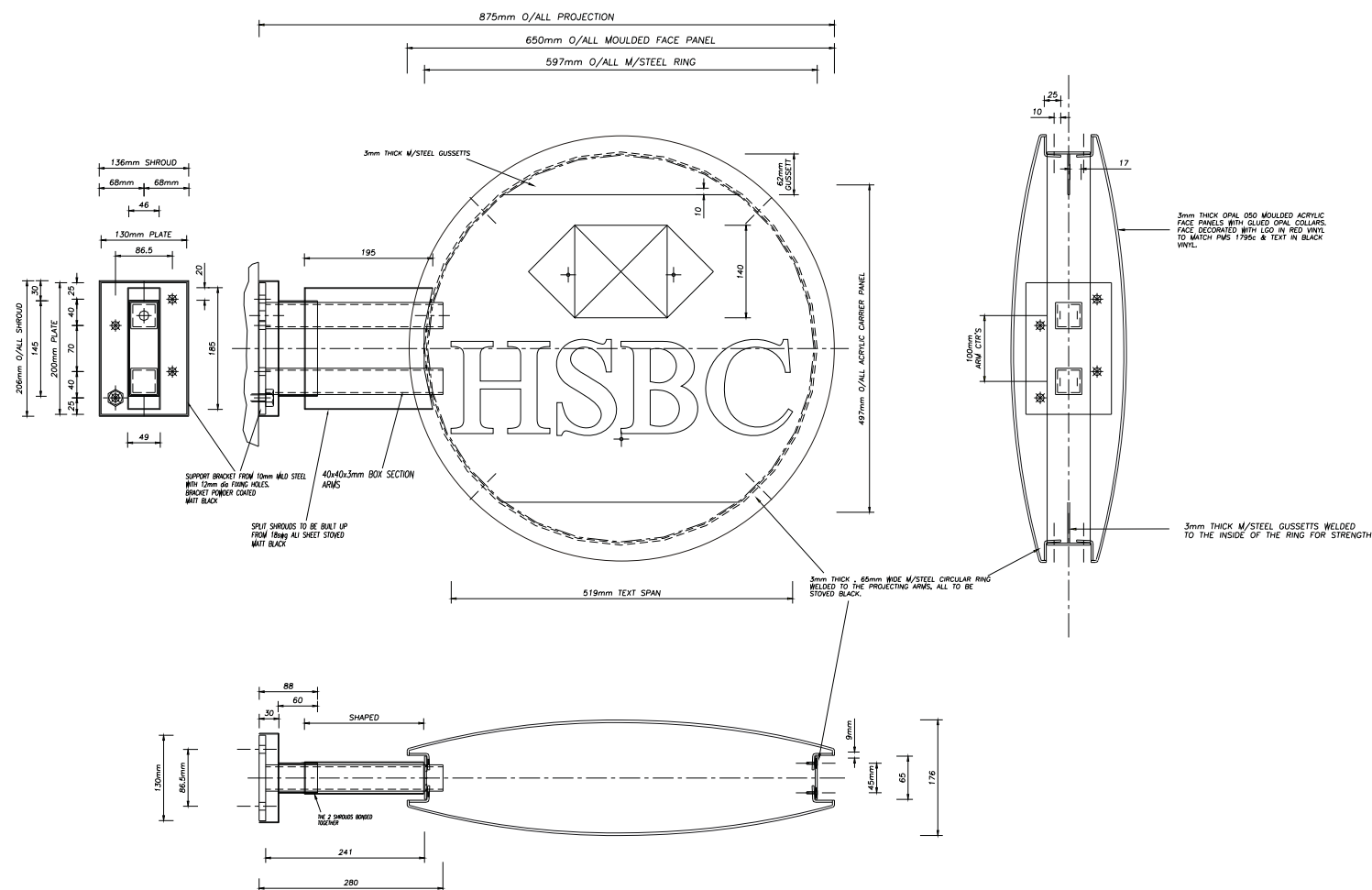
Size: 650mm Diameter

Construction: Bracket constructed from 10mm mild steel with 3mm thick ring, welded to bracket. Face panels are 3mm thick moulded 050 opal acrylic face decorated with red and black vinyl.

Application: Sign is to be installed on a prepared fascia on external elevations of the branch. The sign weighs approximately 12kg. The quantity and type of fixings used should be appropriate for the building material facade to ensure the sign is secure and also that a level sign is achieved.

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

**ARTL – Amanah only**



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REVISION	BY	DATE	REVISION	BY	DATE

CLIENT	<b>HSBC</b>	DRAWING	<b>PROJECTING SIGN</b>
PROJECT	HSBC CAMDEN TOWN 2014 Evergreen - PIN GB1022 176 Camden High St, London NW1 8QL	DRAWING No.	<b>14 016 PA 13</b>
		SCALE	As shown
		DRAWN BY	JF/DORCHESTER
		REVISION	