

6.0 Attract

6.34 Refresh – Through the Wall ATM Signage

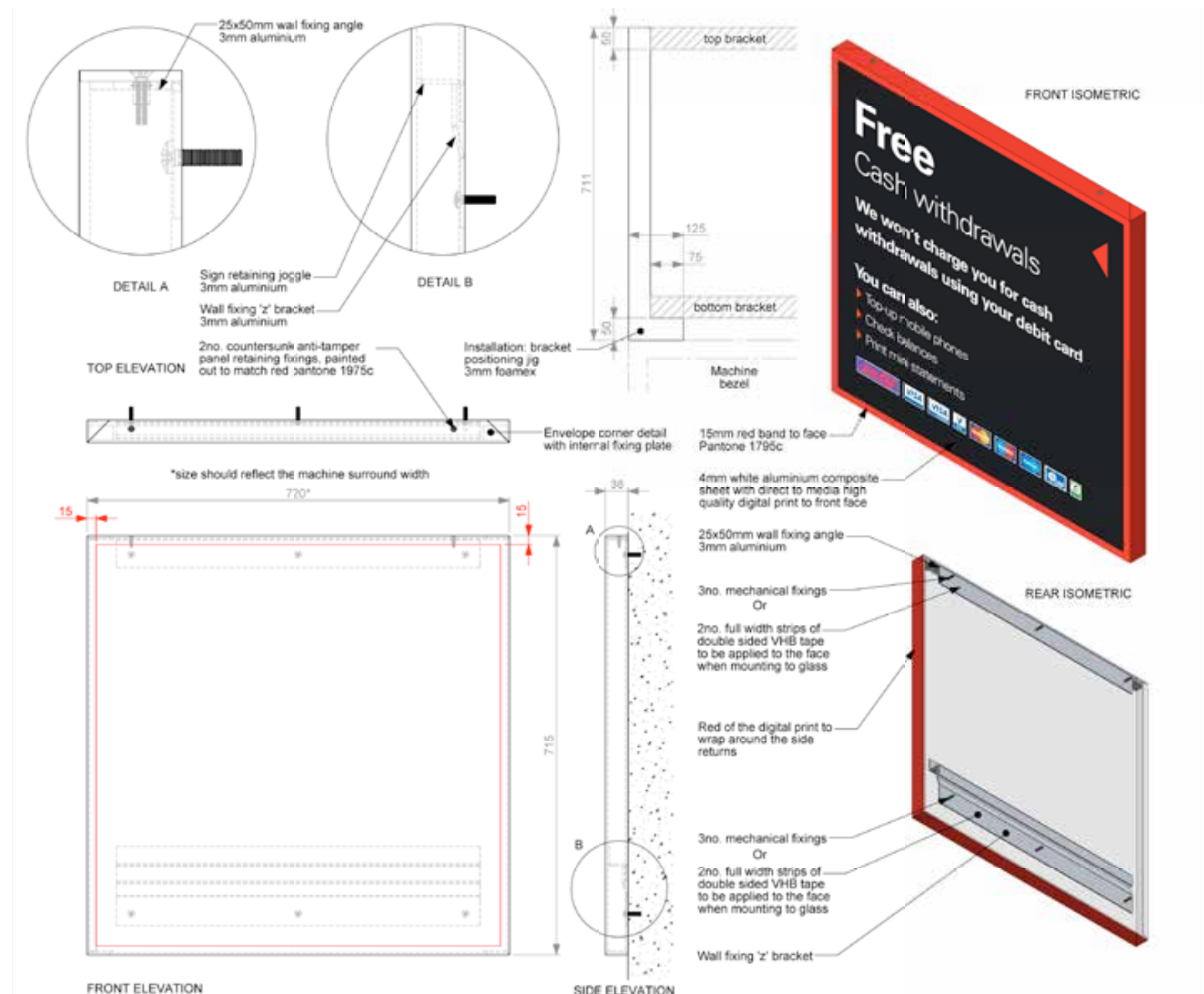
Panel to be V cut, folded and glued from 4mm white aluminium composite sheet complete with 32mm thick foamex fixing panel to the rear.

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.



How?

7.0 Arrive

7.10 HSBC Brand

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

Size: Site specific

Construction: Built up letters and hexagon with clear acrylic back trays with internal illumination provided by white LEDs.

Halo illumination to the letters and full face and halo illuminated hexagon. Any illumination is expected to be bright, even and edge to edge.

Hexagon should not have any visible frame to the front.

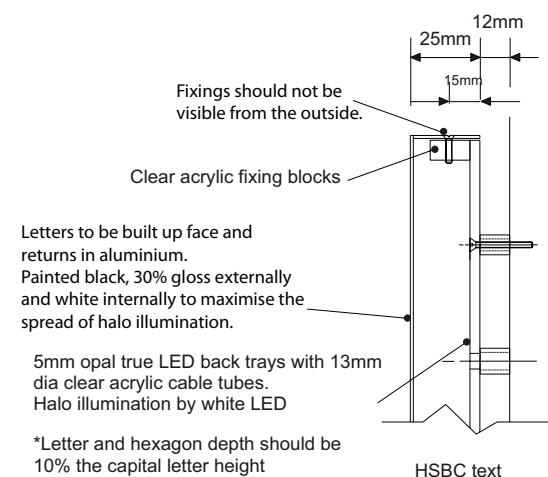
Application: The brand should typically be centred on the overall height of the bulkhead fascia, which should always be painted white. The lettering should be laser or water cut and all edges should be free from burr, smooth and finished to a high level of quality. All lettering should be installed using a template so that a consistent application is achieved. Mounting method to be appropriate for sign weight. Fixings should not be evident on the face or sign edge.

Artwork ref: HSBCLT

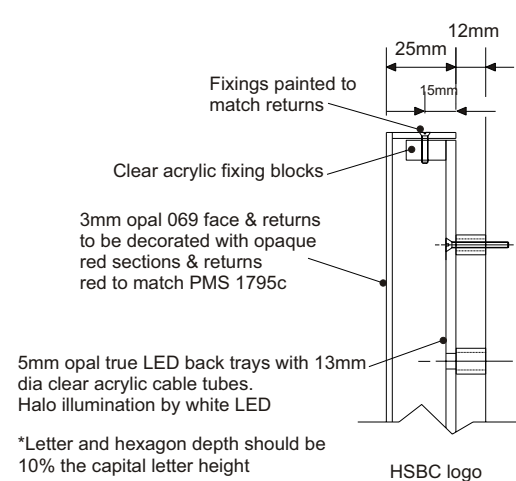
Elevation



Section through letter



Section through hexagon



How?

6.0 Attract

6.15 Projecting Signs

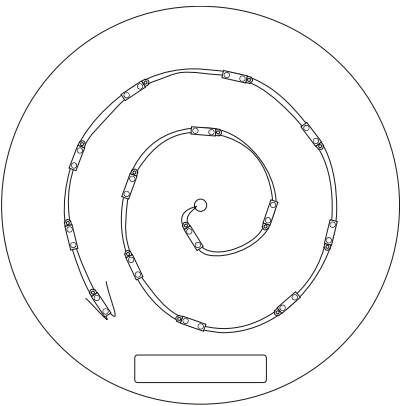
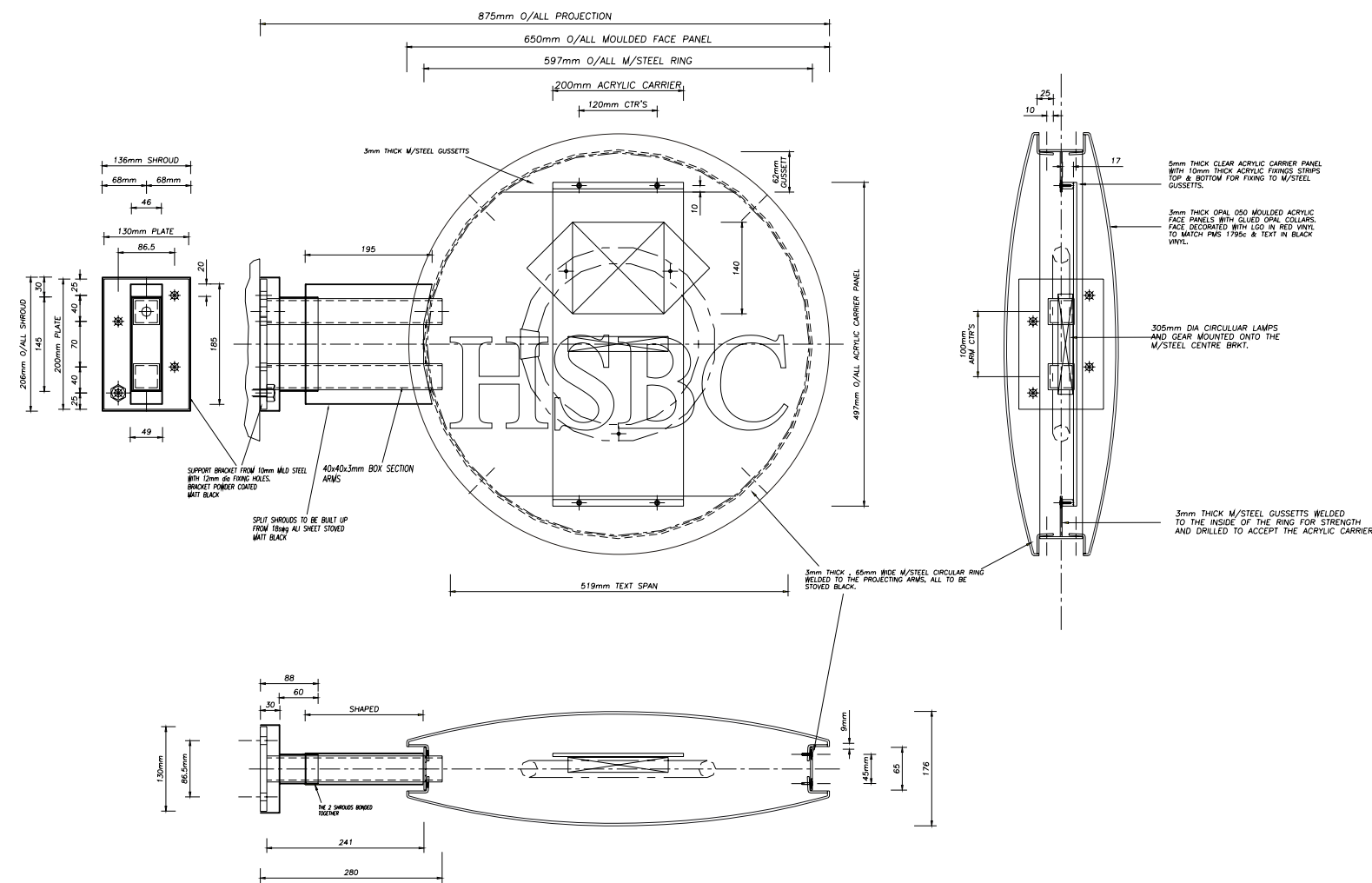
a. Standard Projecting sign – illuminated – Preferred option

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. An even and bright level of illumination needs to be achieved.

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)



Typical position of the LEDs
on a clear acrylic panel 3.5 metres per side



6.0 Attract

6.19 Nameplates

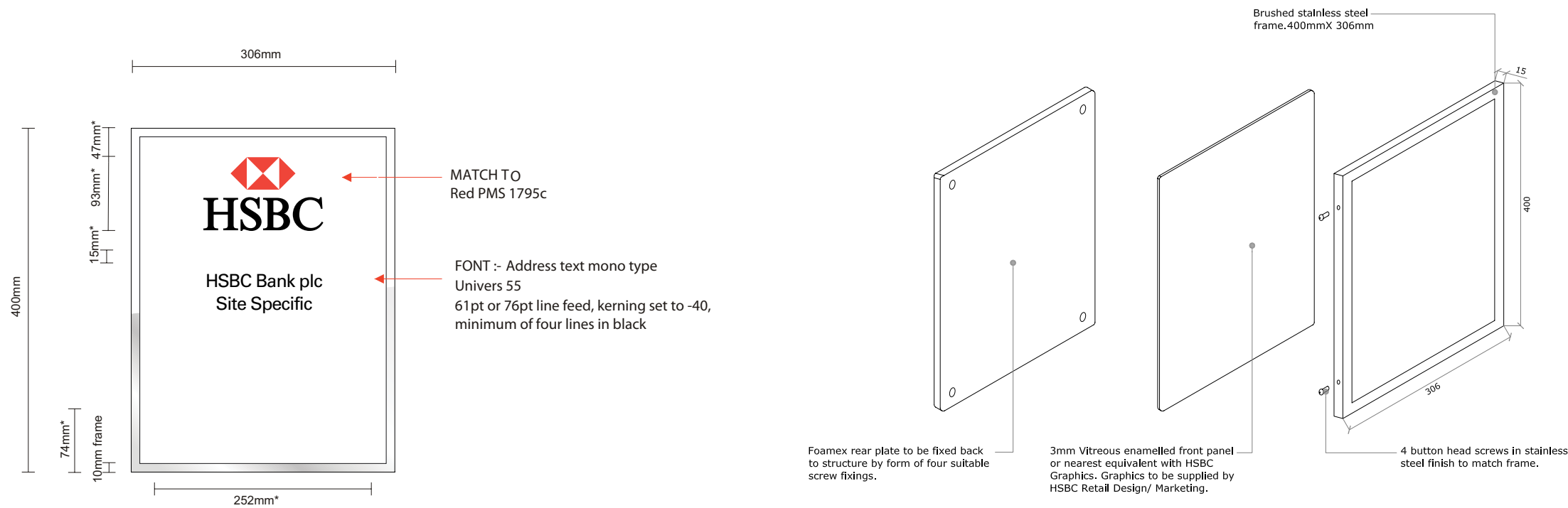
a. Vitreous enamel nameplate – Preferred option

Size: 306mm x 400mm

Construction: Vitreous enamel panel with a 2mm thick brushed stainless steel frame fixed around the outside.

Application: Vitreous enamel panel fixed to backing panel and frame around the outside.

Artwork ref: RNP, PNP, BNP



Artwork is representative of RNP



How?

6.0 Attract

6.24 Opening Hours

b. Reverse applied digitally printed vinyl – alternative treatment

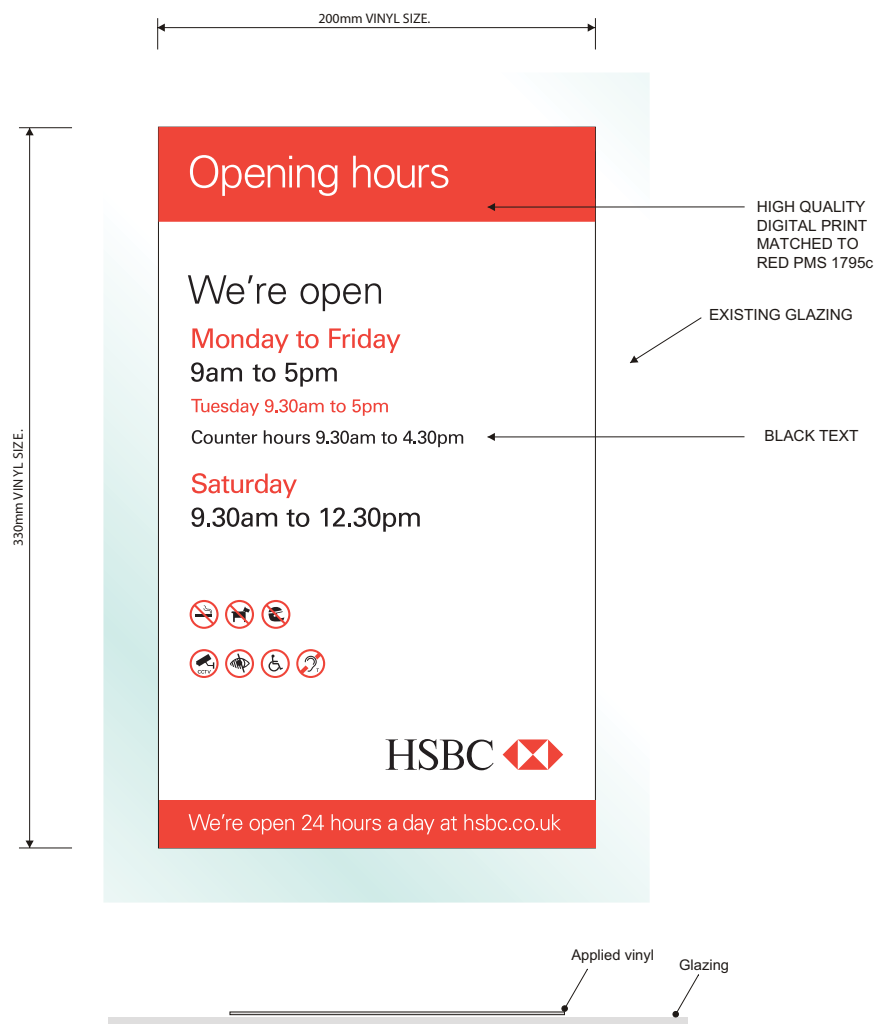
Size: 200mm wide x 330mm high

Construction: Digital reverse print vinyl

Application: Print to be reverse applied to glazing with white out film applied behind

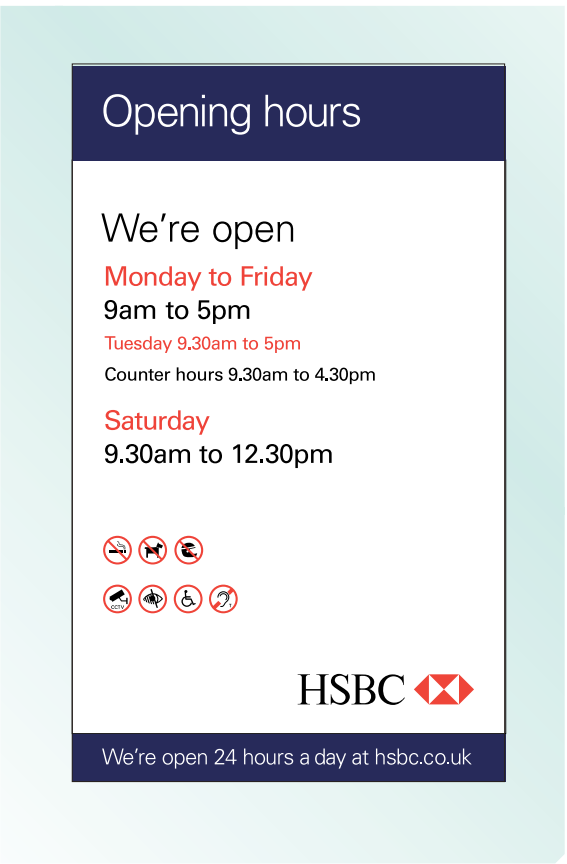
Refer to page 44 for further details on the advisory notices.

Artwork ref: OH1



Premier Flagship (Standalone) – Tier 1

Artwork ref: POH



Example of dual language version



6.0 Attract

6.36 Welcome/Thank you

a,b and c – Above entrance Welcome/Thank you vinyl

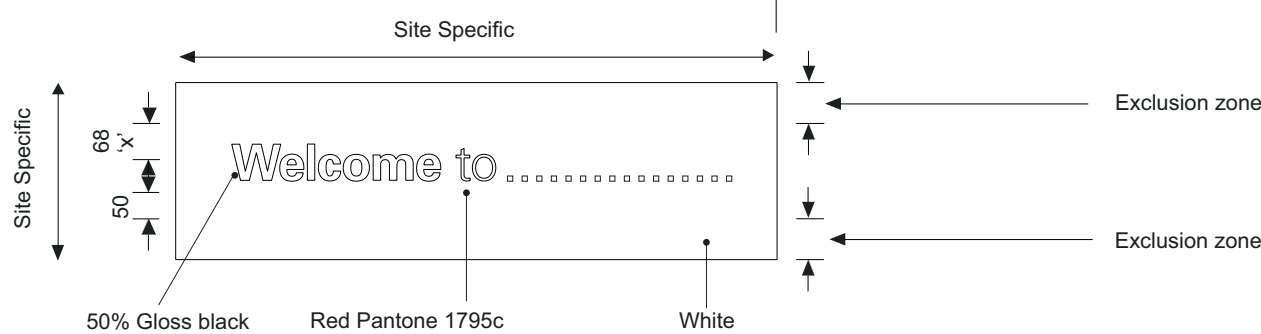
Size: Site specific to suit the glazing available

- Construction:
- a. Reverse applied white and red fret cut lettering
 - b. Face applied full digital print vinyl
 - c. Face applied full digital print vinyl thank you message.

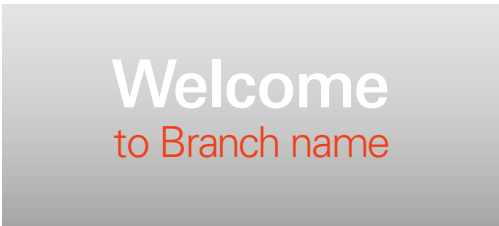
Note: In Premium stores this graphic can be used on the glass to either side of the entrance door when there isn't enough room for the full welcome vinyl over the door.

Setting out example

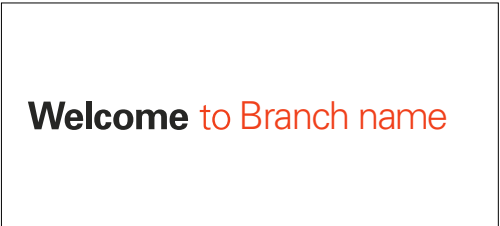
Cap height site specific dependant of exclusion zone



Artwork ref: FDWA (preferred artwork option)



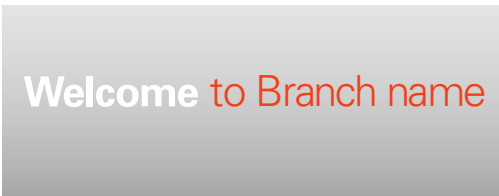
Artwork ref: VDW



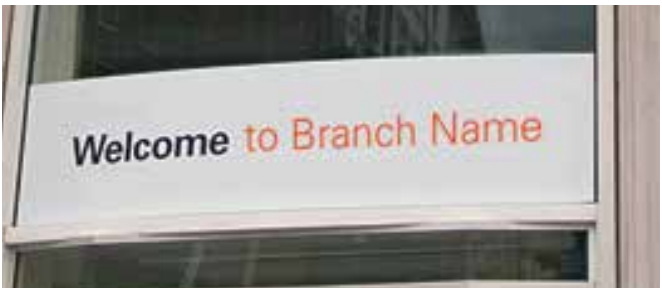
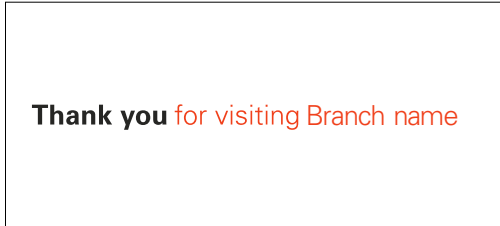
Example of dual language version



Artwork ref: FDWB



Artwork ref: VDT



How?

Global Design Standards Signage, Graphics and Wayfinding

6.0 Attract

6.41 Welcome Message

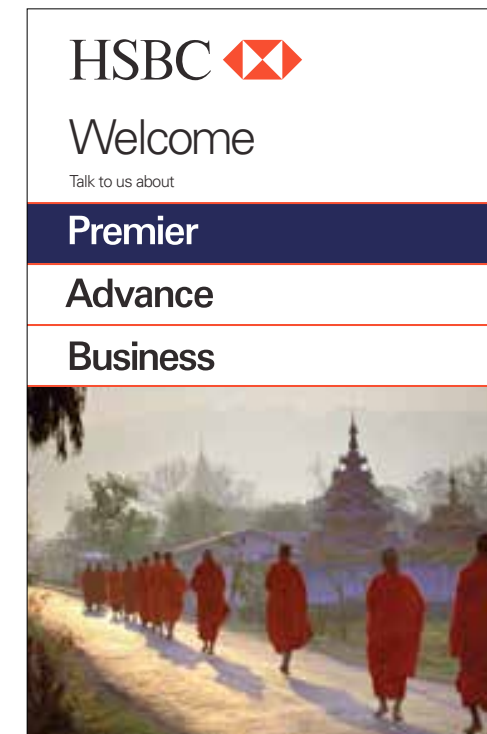
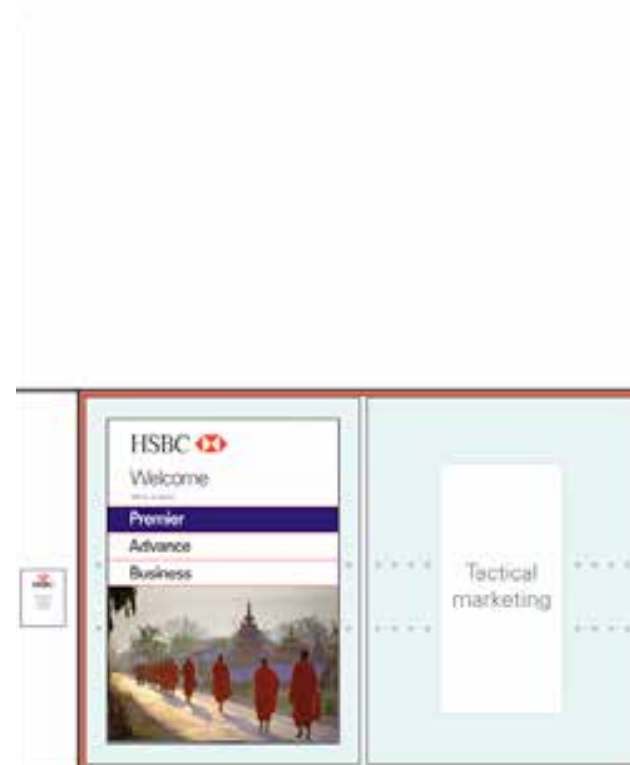
Large Format

In large buildings where space is available, a large welcome message should be present that advertises the segments available in store. This message is generally used when tier 1 Premier Centre and Business centre are available in store.

Size: Site specific

Construction: Reverse applied full digital print.

Application: Reverse applied to the glazing.



Standard Format

This message is generally used at sites that offer a limited Premier or Business service.

Size: 900mm wide x 1800mm high

Construction: Reverse applied full digital print.

Application: Reverse applied to the glazing.

