



DEVELOPMENT **SIGNAGE** TOOLKIT

EDITION 1 - MAY 2014



BARRATT
— HOMES —

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ON-SITE

Signage is hugely important in the customer journey, ensuring we are communicating the right message at the right time to drive enquiries and leads. To ensure customers receive a consistent brand message while they are on site and improving our brand awareness, we have created this signage toolkit.

The signage suppliers are able to manufacture and install signs from small fingerboards to main site signage, hoarding and flags.

For each new brief, the suppliers will carry out a survey and a site visit, deliver a proposal and create artwork and then deliver and fit the signage, all within an agreed price.

All signage should use the Dataforce divisional or national call centre numbers so that customers who visit whilst we are closed can get in touch with us out of hours. Dataforce offer an out of hours service.

SUPPLIER DETAILS

Barratt Homes now have approved signage suppliers who provide an efficient service and quality signage which is on brand and at a competitive price. Signage agreements with rate cards can be found on docushare for each supplier.

The suppliers listed below are your direct points of contact for all business signage, site signage, flag and flag pole requirements. This is to ensure consistency of quality, service, price, branding and site presentation in order to maintain the Barratt Homes brand.

A group contract has been agreed offering competitive prices for all signage requirements.

For any questions regarding the Signage Toolkit or if you would like to arrange a site survey then please do not hesitate to contact a supplier.



Head Office Contact:
Unit 11, Euroway Industrial Estate,
Swindon, Wiltshire SN5 8YW

phil.thompson@ecosigns.co.uk
tony.robertson@ecosigns.co.uk
01793 422994



Head Office Contact:
Castle Court, Duke Street
New Basford, Nottingham NG7 7JN

gary.taylor@pearcecentral.com
martin.hudson@pearcecentral.com
01159 409620



Head Office Contact:
Unit 7, Ballard Industrial Estate,
Revenge Road, Lordwood,
Kent ME5 8UD

damien@signsdesign.co.uk
ann@signsdesign.co.uk
01634 668901



Head Office Contact:
Unit 2, Brown St. Industrial Estate,
Brown St. Coatbridge,
Lanarkshire ML5 4AS

alan@aviasigns.com
michael@aviasigns.com
01236 710060

BRAND IDENTITY

THIS IS OUR LOGO

Logos are an integral part of any modern brand and are vital in keeping brands at the front of customers' minds. In today's increasingly brand aware market, using them correctly is vitally important.

For all signage brand logos **without** straplines are to be used with exception of signage with a selling message such as correx, hoarding and banners.

This relationship is fixed and should never be altered.

The logo should only ever appear in the colourways shown here.

N.B. These are the only formats the Barratt Homes logo can be used in.



Black logo



White logo out of Black



White logo out of Grey



Grey logo

EXCLUSION ZONE

The logo should always sit in clear space. No other object should come closer than the width of three of the Barratt B's horizontally, or two of the B's vertically.



MINIMUM SIZE

The logo should never be reproduced smaller than 20mm wide.



BRAND IDENTITY

TYPOGRAPHY

Typography is an integral part of our look and feel of the Barratt Homes corporate font, DIN OT, has been carefully selected to complement our brand.

It is important to adhere to these fonts and the rules laid out for their use to ensure our customers experience a consistent brand wherever they see it. As well as looking messy and unprofessional, any deviation will reflect badly on our brand and adversely affect customer confidence.

DIN OT Regular
DIN OT Medium
DIN OT Bold

**Use DIN OT Medium
for all headlines**

Bodycopy and bullet points should appear in DIN OT Regular

**Development information and
prices should be in DIN OT Bold**

Additional supporting information
should be in DIN OT Regular

**Calls to action
should be in DIN OT Bold**

Barratt Grey



Barratt Green



Barratt Red



OVERVIEW



A Main Sign Medium



B Sales & Information Centre



C Flags
Available in green or grey



D Secondary Sign Medium



E Secondary Sign Standard



F Swing Signs



G Fingerboards



H Plot boards



I Hoardings



J House Plaques



K Sales & Information Centre - Secondary Signage Monolith Signs

SITE SET-UP

Standard signage is required on all Barratt Homes developments to ensure the right message is communicated at the right point in the customer journey.

Below is an example of a standard site set up. A similar proposal will be presented by your signage supplier once a site survey has been completed.



SIGNAGE

MAIN SIGN MEDIUM - 1900 x 2570mm (6ft x 8ft approx)

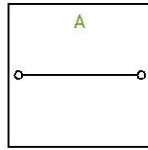
For use at development entrances, welcoming visitors and giving them development name, property information and opening times. The signage must feature the division specific Data-Force 0844 number to ensure out of hours call are answered.

The image used should either be a street scene CGI depicting what the development will look like; a lifestyle photograph from those produced by Group or a product internal. This must be supplied in high resolution to the signage supplier.

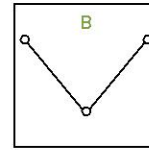
Please keep property information to the point, and on no more than two lines, so as not to crowd the space available.

The layout and proportions of the main signs must not be altered in any way without approval from Group Marketing.

Take note of flashes - these display a relevant messages. See Page 12 for approved examples.

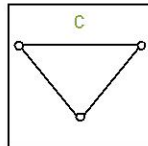


A - Single or double sided sign



B - Chevron sign using two panels

- Useful when one sign will be approached from more than one direction.



C - Tri-Face sign

- The same as a Chevron sign but using a third face.
- The third face could be another front panel if the sign will be approached from all sides, for example on a roundabout.
- Alternatively the third face could be used to carry an exit salutation.

CODE	ITEM
BH01	MSM OPEN BACK
BH02	MSM DOUBLE SIDED
BH03	MSM V BOARD
BH04	MSM TRIANGLE BOARD
BH05	MSM STREAMER (Each)



Standard



Premium

SIGNAGE

MAIN SIGN STANDARD - 1400 x 1935mm (4ft x 6ft approx)

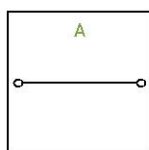
For use at development entrances, welcoming visitors and giving them development name, property information and opening times. The signage must feature the division specific Data-Force 0844 number to ensure out of hours call are answered.

The image used should either be a street scene CGI depicting what the development will look like; a lifestyle photograph from those produced by Group or a product internal. This must be supplied in high resolution to the signage supplier.

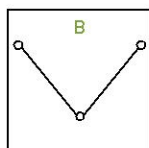
Take note of flashes - these display a relevant messages. See Page 12 for approved examples.

Please keep property information to the point, and on no more than two lines, so as not to crowd the space available.

The layout and proportions of the main signs must not be altered in any way without approval from Group Marketing.

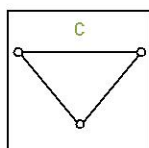


A - Single or double sided sign



B - Chevron sign using two panels

- Useful when one sign will be approached from more than one direction.



C - Tri-Face sign

- The same as a Chevron sign but using a third face.
- The third face could be another front panel if the sign will be approached from all sides, for example on a roundabout.
- Alternatively the third face could be used to carry an exit salutation.



CODE	ITEM
BH06	MSS OPEN BACK
BH07	MSS DOUBLE SIDED
BH08	MSS V BOARD
BH09	MSS TRIANGLE BOARD
BH10	MSS STREAMER (Each)

SIGNAGE

CAMPAIGN FLASHES

CAMPAIGN FLASHES

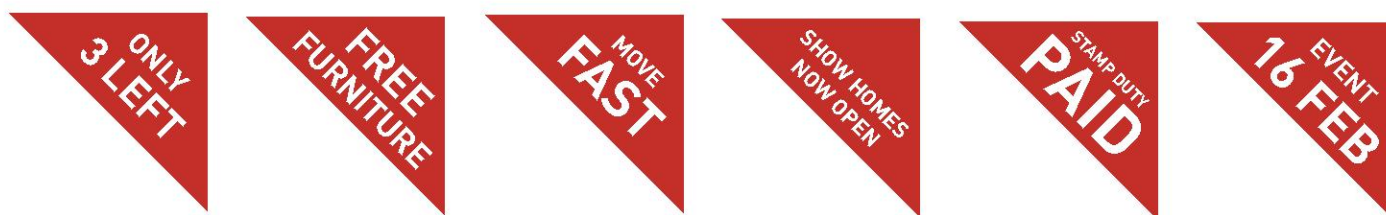
For use on main signs
 Sizes: 710mm x 710mm

Examples shown are legally approved messages.

Colours, font and size should not be altered

PLEASE NOTE:

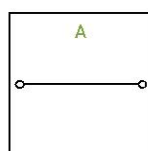
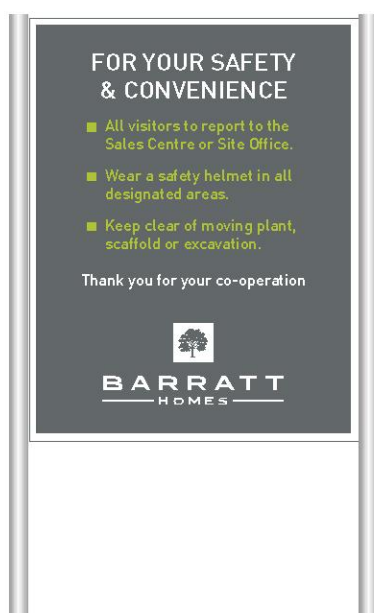
FLASHES ARE UPDATED WITH EVERY NEW CAMPAIGN



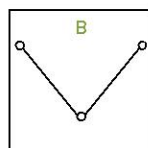
SECONDARY SIGN MEDIUM - 1000 x 1285mm (3ft x 4ft approx)

For use in and around your development the secondary sign medium is used to display health & safety messages, plot availability and larger sales messages.

Text should be centred using brand approved fonts only. Consistency in font layout throughout developments can be achieved by following these illustrated examples.

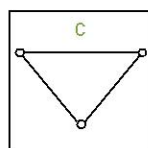


A - Single or double sided sign



B - Chevron sign using two panels

- Useful when one sign will be approached from more than one direction.

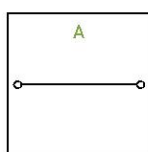


C - Tri-Face sign

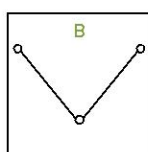
- The same as a Chevron sign but using a third face.
- The third face could be another front panel if the sign will be approached from all sides, for example on a roundabout.
- Alternatively the third face could be used to carry an exit salutation.

SIGNAGE

SECONDARY SIGN STANDARD - 900 x 600mm (3ft x 2ft approx)

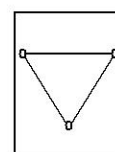


A - Single or double sided sign



B - Chevron sign using two panels

- Useful when one sign will be approached from more than one direction.



C - Tri-Face sign

- The same as a Chevron sign but using a third face.
- The third face could be another front panel if the sign will be approached from all sides, for example on a roundabout.
- Alternatively the third face could be used to carry an exit salutation.

CODE	ITEM
BH16	SSS OPEN BACK
BH17	SSS DOUBLE SIDED
BH18	SSS V BOARD
BH19	SSS TRIANGLE BOARD

For use in and around your development the secondary sign standard is used to display short messages that can either direct visitors, advertise individual plot attractions or highlight sales messages.

Text should be centred using brand approved fonts only. Consistency in font layout throughout developments can be achieved by following these illustrated examples.

FLAGS & FLAG POLES



Flags are a great way to stand out on our developments. Divisions should alternate flags between Standard & 5 Star Design. Flags are available 1000 x 2500mm in Barratt Green or Grey

SIZE	CODE	ITEM
1000 x 2500mm	BH20	STANDARD FLAG
1000 x 2500mm	BH21	5 STAR FLAG
6m	BH22	FLAG POLES

SIGNAGE

HOARDINGS & LECTERNS

Hoardings are a great way of presenting our developments to the public. Through CGI imagery we can create a development people aspire to live in. They also hide messy building work and help keep pedestrians safe from site hazards.

Hoardings come with a high gloss finish with anti graffiti laminate to extend the life of your hoarding.

A survey is required prior to artwork sign off.



Standard



Premium

CODE	ITEM
BH23	HOARDING



LECTERN

Information Panel mounted on acrylic, fitted at 45 degree angle with stand off fixings.

Ideal to display outside stock plots to promote house type or features and benefits.

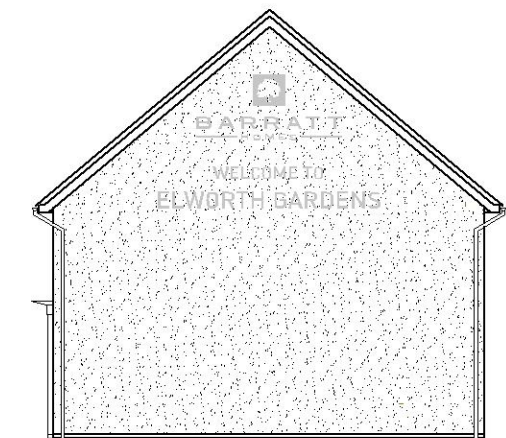
SIGNAGE

SALES & INFORMATION CENTRE - STAND OFF LETTERING

STAND OFF LETTERING

Ideal to use to promote your development name or a "Welcome to message"

Impressive signage visible to customers from a distance.



SALES & INFORMATION CENTRE LIGHTBOX FASCIA AND WINDOW GRAPHICS - GARAGE

To give a consistent brand experience, all sales centres must have a standard external fascia. Double & triple versions are available.

SALES CENTRE LIGHTBOX FASCIA

All lightbox fascias are made to fit the new standard double and triple Sales Centres. A survey is recommended by an experienced account executive prior to installation.

All fascias are constructed from aluminium and support columns are folded brushed/steel effect aluminium.

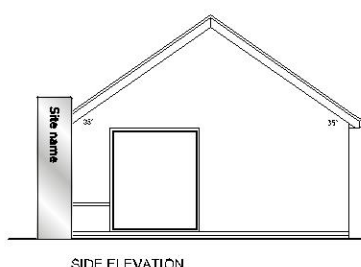
These fascias can be reused provided they are not damaged during removal and stored correctly.

SALES CENTRE GRAPHICS

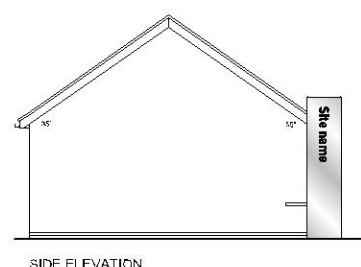
All window graphics are bespoke to each development, dependant on opening times, telephone number and width of window panel.



CODE	ITEM
BH24	DOUBLE GARAGE FASCIA
BH25	TRIPLE GARAGE FASCIA
BH26	SALES & INFORMATION CENTRE WINDOW GRAPHICS



SIDE ELEVATION



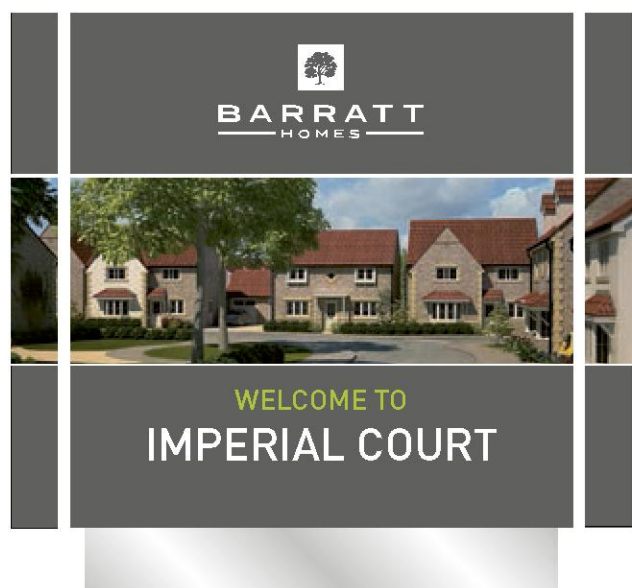
SIDE ELEVATION

SIGNAGE

SALES & INFORMATION CENTRE - SECONDARY SIGNAGE - MONOLITH SIGNS

MONOLITH SIGN

Constructed of Aluminium composite panels with digitally printed graphics and brushed steel effect base with aluminium post supports.



CODE	ITEM
BH27	WELCOME TO SITE MONOLITH

'WELCOME TO SITE' - MONOLITH SIGN

Welcome to the brand monolith sign'. This is to introduce people to brand / development.

The design is a standard format where divisions can change the image to be a CGI or image relevant to local area e.g. beach if near sea, city life if in buzzing city etc. In addition, the site name would change.

SALES & INFORMATION CENTRE

SALES NEGOTIATOR CLOCK

To be placed on the Sales & Information Centre door when the sales consultant is absent from the sales centre.



Size	CODE	ITEM
210 x 297mm	BH30	SALES & INFORMATION CENTRE NEGOTIATOR CLOCK

SIGNAGE

AA SIGNAGE & FINGERBOARDS

AA SIGNAGE

Used to direct traffic and promote development awareness.

AA signs should be procured with official consent and using official specification to comply with official authorities. Anything outside of this may invoke a response by the relevant authority.

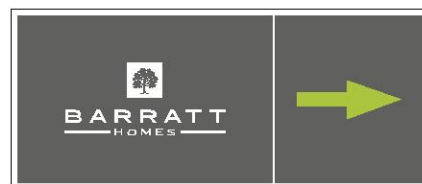


AA SIGNAGE

Example shown here based on 850 x 260mm

Correx + cable ties for temporary use

Dibond + channel for permanent use



FINGER BOARDS

Supplied in sets of 25 to allow you to fit any direction you require.

Size	CODE	ITEM
850 x 260mm	BH31	AA REPLICA SIGNS
430 x 185mm	BH32	25 DIRECTIONAL SIGNAGE

SALES & INFORMATION CENTRE

SWING SIGN PANEL & FRAME

To be used in front of the Sales & Information Centre / Show Homes and around site if necessary, inclusive of a white aluminium frame.



Size	CODE	ITEM
500 x 750mm	BH29	SWING SIGN PANEL & FRAME

SIGNAGE

PLOT BOARDS, SOLD BOARDS AND HOUSE PLAQUES

PLOT BOARD

Correx



HOUSE PLAQUES

Aluminium composite & vinylgraphics



Size	CODE	ITEM
400 x 400mm	BH36	PLOT BOARDS
400 x 400mm	BH37	SOLD BOARDS
500 x 170mm	BH38	HOUSE PLAQUES

PLEASE...BOARDS, GARDEN BOARDS

PLEASE...BOARDS

These are attached to wooden stake and made from Correx



GARDEN BOARDS

Garden boards are often used off site to help direct traffic towards your development. These signs can be supplied and fitted as wall mounted signs or on a wooden stake.

Fantastic way of directing traffic to your site.

2 single signs are required to make double sided sign, please specify if white painted wooden stakes are required.



Size	CODE	ITEM
300 x 200mm	BH33	PLEASE BE COURTEOUS
300 x 200mm	BH34	PLEASE KEEP OFF THE GRASS
915 x 610mm	BH35	GARDEN BOARDS

SIGNAGE

CAMPAIGN BANNERS

PROMOTIONAL / CAMPAIGN BANNERS

Throughout the year, Group produce a variety of banners designed for divisional use to promote various schemes. Please contact your signage supplier to order for use in and around your development.

To be used for brand awareness. High Quality PVC and must have eyelets. 4572mm x 850mm
Other size banners available & costed on enquiry.

PLEASE NOTE:
BANNERS ARE UPDATED WITH
EVERY NEW CAMPAIGN



Size	CODE	ITEM
4572mm x 850mm	BH39	PX
4572mm x 850mm	BH40	HELP TO BUY
4572mm x 850mm	BH41	NEWvsOLD
4572mm x 850mm	BH42	5 YEAR WARRANTY
4572mm x 850mm	BH43	5 STAR
4572mm x 850mm	BH44	PX XTRA

SIGNAGE

CAMPAIGN CORREX BOARDS

EXTERNAL PROMOTIONAL / CAMPAIGN CORREX BOARDS AND FRAMES

Updated with every campaign, these correx boards are for use in and around your development; displaying available schemes and reinforcing brand awareness.

Bespoke layouts can be designed by your signage supplier.

Aluminium frames are available to suit all Barratt Homes external boards. Frames can

be fitted directly to hoarding and perimeter fences or on x2 2500mm aluminium posts, 2500mm high as standard.

PLEASE NOTE:
BOARDS ARE UPDATED WITH EVERY NEW CAMPAIGN



Standard



Standard

Size	CODE	ITEM
1830 x 1220mm 6ft x 4ft	BH45	PX
1830 x 1220mm 6ft x 4ft	BH46	HELP TO BUY
1830 x 1220mm 6ft x 4ft	BH47	NEWvsOLD
1830 x 1220mm 6ft x 4ft	BH48	5 YEAR WARRANTY
1830 x 1220mm 6ft x 4ft	BH49	5 STAR
1830 x 1220mm 6ft x 4ft	BH50	PX XTRA



BARRATT
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