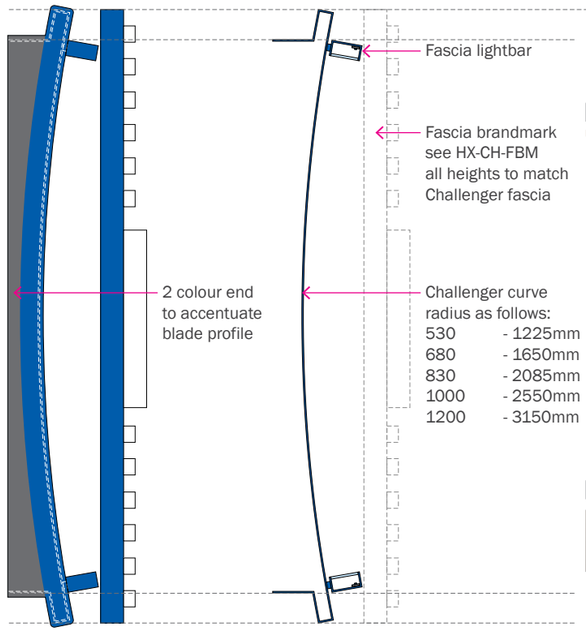
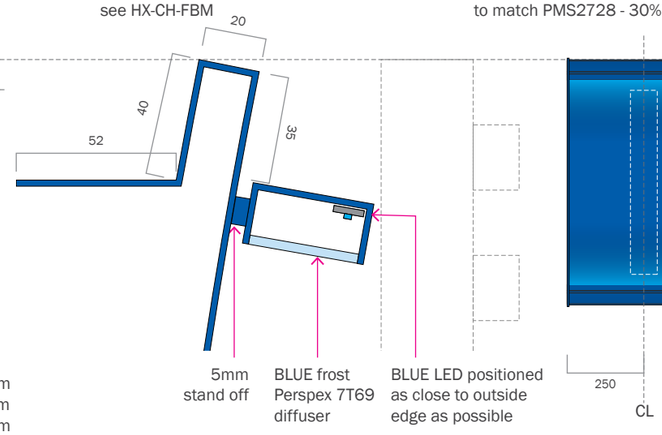
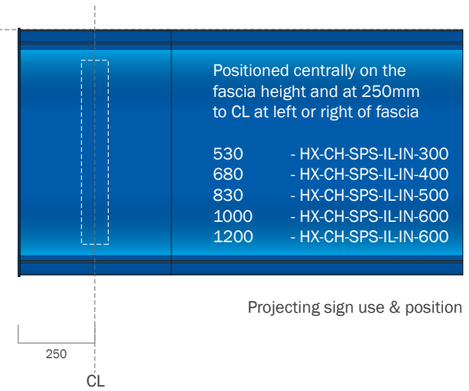
1.1 - HX-CH-STF - HALIFAX-CHALLENGER-STANDARD FASCIA

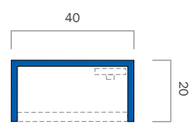
General design details







Projecting sign use & position



Lightbar dimensions

The illumination is a gradual diffusion toward the centre - the blue light must be in tone with the fascia and not be a vibrant out of sync colour.

Within reason lighting must appear consistent across panel joins.

Lightbar illumination

Images of pre-production signs

LLOYDS BANKING GROUP

HALIFAX

LOOK & FEEL

Concave fascia panels
This must be formed such that the curvature is constant and true. This is important in ensuring the blue up and downlighting diffuses as required.

Up/Downlighting
The colour and brightness of the LEDs and the colour of the diffuser are all key to achieving the correct light level and gradual diffusion of light towards the horizontal centre of the fascia. The light troughs must be mounted with a gap to the rear (e.g not flush to the fascia) to avoid them becoming watertraps.

Internally lit wordmark
This has been formed from solid opal acrylic with embedded LEDs, set in a coated metal housing. This general construction is used to achieve crisp construction and bright and even lighting of the logo, especially the thin strakes that form the “X”.

This construction is relatively heavy, therefore, the method of connecting the logo to the fascia needs to be appropriately strong and properly engineered.

RELATED SHORT CODES

HX-CH-STF-530
HX-CH-STF-680
HX-CH-STF-830
HX-CH-STF-1000
HX-CH-STF-1200

RELATED DRAWINGS

Please read in conjunction with “Halifax Signage Guidelines” Febrauary 2012

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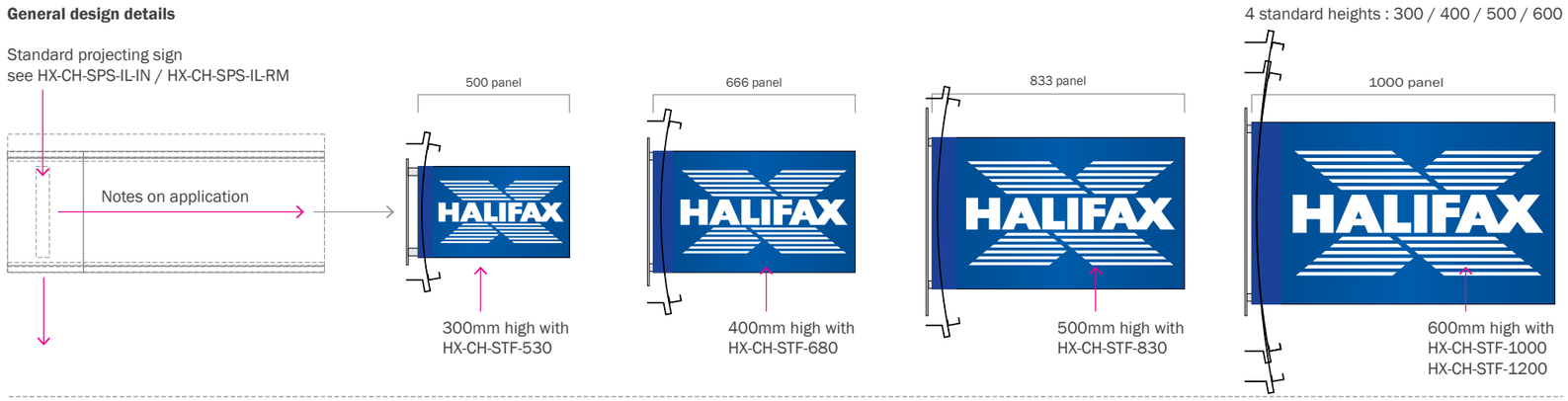
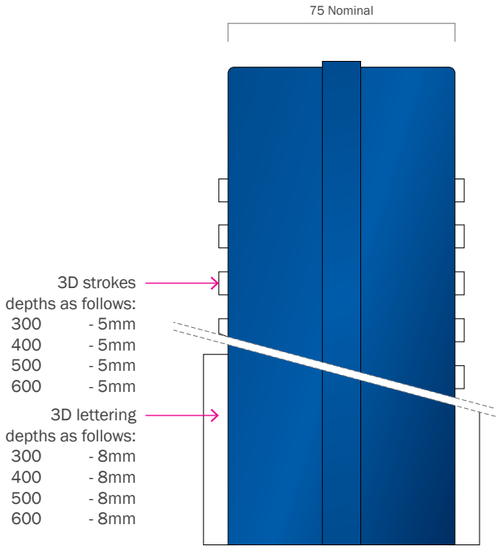
3.1 - HX-CH-SPS-IL - HALIFAX-CHALLENGER-STANDARD PROJECTING SIGN-INTERNALLY LIT

General design details



Finish should be BLUE
to match PMS2728 - 30% gloss level
3D strokes and lettering are OPAL 030



Images of pre-production signs

LOOK & FEEL

The Challenger projecting signs are designed to work alongside any of the 3 main fascia sign options. Selection criteria. e.g. correct type and size, are, again, covered in the Signage Manual.

General arrangement
All variants feature blue background and white Wordmark, either internally lit, externally lit or non-lit. Construction detailing should be as sleek and minimal as possible with minimal fixings or joints.

Illumination
Internally lit versions feature internal LEDs and white opal acrylic. The logo construction is aperture cut through the metal carcase and pushed through (see drawing). Lighting must be bright, white and even.

Externally lit versions should utilise the same lighting trough and LEDs as the fascia lighting trough, but the light should be white

Fixing/positioning
There are 2 main variants – integrated and remote. Integrated are only ever used in conjunction with a Challenger curved fascia (full size or restricted). The integrated sign must be securely fixed to a suitable part of the building façade – never to the curved fascia. It must project through the curved fascia through a factory prepared and finished aperture with minimal gap (approx 2-3mm) all round.

Remote projecting signs can be used on curved Challenger fascia branches when the remote location permits a larger sign to be used or significantly enhances the sign's prominence.

All Standalone Wordmark sites or Individual Letter sites will use some form of remote projecting sign, scale and location being subject to Signage Manual guidance. The Heritage variant is only to be used where onerous planning restrictions, such as a conservation area or Listed building status, dictate. All fixings and cabling should be concealed behind the fascia sign itself or the remote projecting sign shroud.

RELATED SHORT CODES

HX-CH-SPS-IL-IN-300 HX-CH-SPS-IL-IN-400
HX-CH-SPS-IL-IN-500 HX-CH-SPS-IL-IN-600

HX-CH-SPS-IL-RM-300 HX-CH-SPS-IL-RM-400
HX-CH-SPS-IL-RM-500 HX-CH-SPS-IL-RM-600

RELATED DRAWINGS

Please read in conjunction with "Halifax Signage Guidelines" Febrauary 2012

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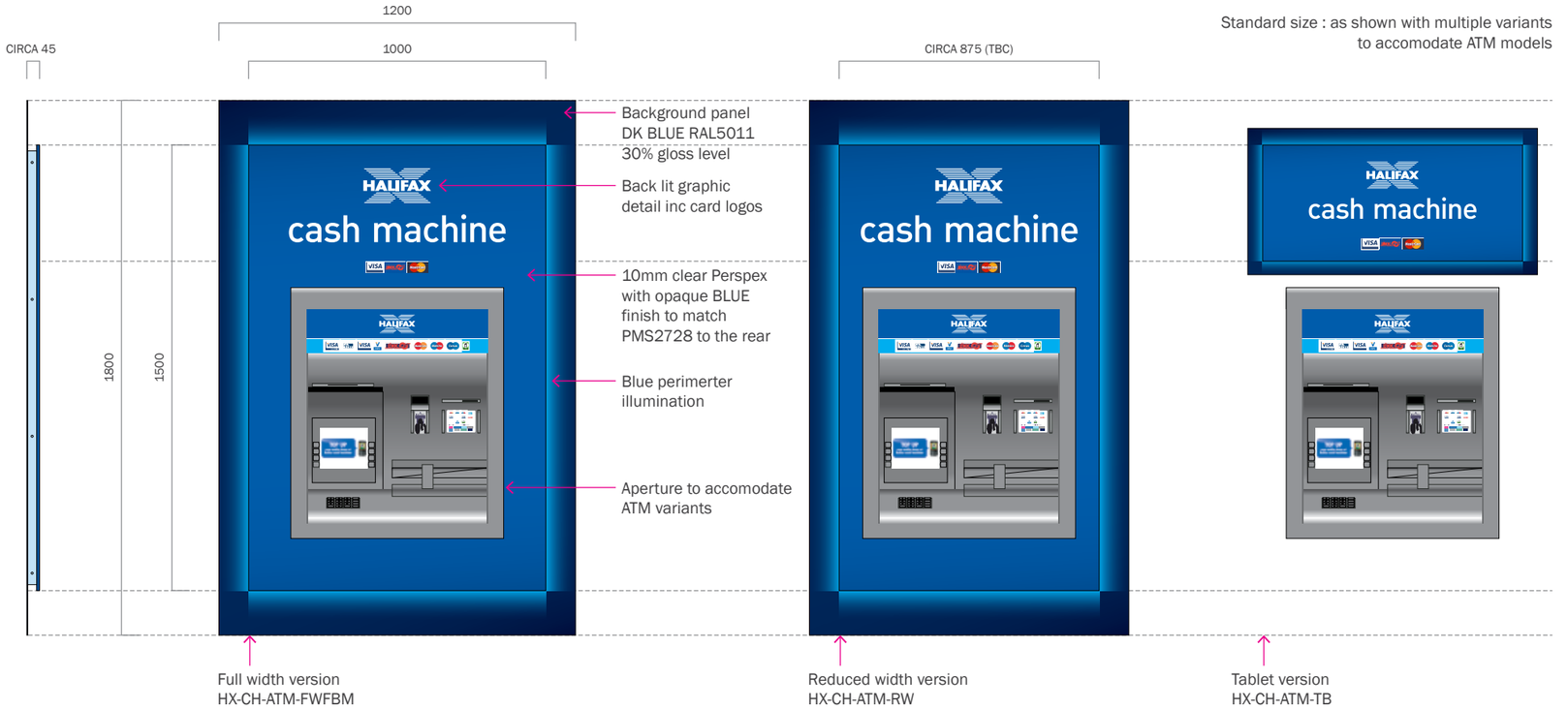
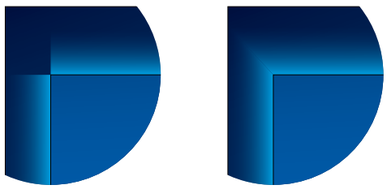
4.1 - HX-CH-ATM - HALIFAX-CHALLENGER-ATM

General design details



NB Final detail and sizing of ATM Tablet version to be developed.



The desired blue perimeter illumination should be as shown on the left.

A radiused spread of light should be avoided

Images of pre-production signs

LOOK & FEEL

These are an integral part of the Challenger branch design, harmonising with the signage elements. Selection criteria will be addressed in a dedicated ATM surround manual, to follow.

General arrangement
A 10mm thick clear acrylic panel with the graphic and background colour applied to the rear. LED lighting to the perimeter through a blue diffuser reflecting onto an oversize back panel.

Lighting Message over ATM to be backlit, all other parts to be opaque. Alignment of LEDs to be such that the diffusion of light at the corners exactly matches that shown in the photographs (a large radiused lit corner is to be avoided) LEDs to be positioned to ensure strong halo with a gradual fall off of light level.

Panel
All edges to be polished to remove all cutting or machining marks. The aperture must be factory cut (e.g. not on-site) and precisely finished and polished. Detailed site survey is essential in ensuring that any given surround will fit in the proposed location, is for the correct ATM type and the exact position of the aperture is accurately measured and produced.

Installation
Installation may be onto solid walls of varying construction (block-work, granite cladding, render, etc) or onto glazing. The glazing may back onto non-customer facing (secure ATM room) or customer facing area. In the latter case a self-adhesive vinyl mask will be applied to the inside of the glazing to conceal the area where the surround is bonded to the glass.

RELATED SHORT CODES

HX-CH-ATM-FW
HX-CH-ATM-RW
HX-CH-ATM-TB

RELATED DRAWINGS

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03.01 Window Graphics
WG_MarketingPoster_E01

Dimensions: w900 h1550mm

Marketing programme item

This promotional poster changes on a marketing progamme cycle