

# Brand Overview

## Logo

Linear/Primary:



Linear Inverted:



Stacked x2



Stacked x2.5



## Clear Space

Standard:



## Typeface

Primary:

Adobe Garamond Pro (logo)

**Bold\*** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Regular abcdefghijklmnopqrstuvwxyz 1234567890  
.,':;"?!"#~£\$€&%@(){}[]<>^|\_-=+÷/\*

Secondary:

Proxima Nova

**Regular\*** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Light abcdefghijklmnopqrstuvwxyz 1234567890  
**Semibold** .,:;"?!"#~£\$€&%@(){}[]<>^|\_-=+÷/\*  
**Extrabold**

\*Shown in example.

## Colour Palette

Primary:

Slate

Pantone: 446 C  
CMYK: 54/27/36/82  
RAL: 7026 matt

Grape

Pantone: 382 C  
CMYK: 28/0/100/0

White

Pantone: White C  
CMYK: 0/0/0/0

## Language

Specification:

BSK: Bespoke  
CA1: Critical Action point 1  
CSK: Countersunk  
C/W: Complete with  
DTM: Direct to media  
LAM: Laminate  
N/A: Not applicable  
SUP: Superseded  
TBC: (missing info) to be confirmed  
TBD: (yet) to be determined

Measurements:

CL: Centerline  
EQ: Equal  
FFL: Finished floor level  
NOM: Nominal  
O/A: Overall  
R : Radius  
TOL: Tolerance  
± : Tolerance range  
~ : Approximate  
Ø : Diameter  
( AR): All-round bleed amount  
( L,R,T,B): Bleed edge amount  
°: Degree  
cd/m²: Candela per square metre  
lm: Lumens  
K: Colour temperature (kelvin)

Surfaces:

S/S: Single Sided  
D/S: Double Sided  
T/S: Tri Sided  
FA: Face applied (first surface)  
RA: Reverse applied (second surface)  
← : Viewing angle

Colour:

PMS: Pantone matching system  
RAL: RAL colour system (UK paint)  
MP: Matthew's Paint (US paint)

Sign ID:

E.01: External item 1  
I.01: Internal item 1  
I.GF.01: Internal (with floor indicator)  
X.01: Out of Scope item 1  
FL.FIL.WHT.X: Product/Illumination/Colour/Size

|                                                                                                                                                               |                                              |                           |                  |                         |                  |                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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|                                                                                                                                                               | <b>SITE ADDRESS</b><br>Havant                | <b>DATE</b><br>18.11.2021 | -                | -                       | -                | -                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                                                                                                                                                               | Unit 5A South Park Court,<br>Havant, PO9 1HA | <b>DWG No.</b><br>010866  | -                | -                       | -                | -                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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