



Sign Specialists

Our ref: Planning/ Suzuki GB Plc /128128

Your ref: PP-07006067

07 June 2018

Havant Borough Council

For the attention of Planning Department

Dear Sirs

**Application for Consent to Display an Advertisement at the premises of:
Suzuki Steward West Street Havant
Hampshire PO9 1LT**

This design forms part of a 'nationwide' corporate branding exercise. Our client has introduced this new design for all individual sectors of their business. Each separate business sector uses the same 'corporate' design, typeface, layout etc. The material of the signs is, Rolled Folded Aluminium with acrylic moulded text & Logo, only the Text & Logo are internally illuminated.

In arriving at the scheme we take into consideration the style of the building, the area in which it is situated and how visible the property is, and then look at how best we can apply corporate guidelines in order to be sympathetic to the property whilst retaining the identity of our client.

The location of the Sites sets the format of the design and the amount of signage which is required on each individual site.

This image has been widely accepted around the country and is now being introduced on all site locations on a nationwide programme of works.

Yours faithfully

Mrs Deborah Pitt
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Enc.



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