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Signage

Version 1 - March 2013

HAVANT BOROUGH
COUNCIL

06 NOV 2014

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BH1

The sign shown on this page is manufactured exclusively for Bellway by thinkBDW. It should not be manufactured or fitted by anyone other than thinkBDW or their affiliated companies.

DO NOT produce a logo for the marketing name: Standard developments should be identified by the Bellway brand and development name rather than a secondary logo. For developments with a partner where a logo is necessary, or for shared sites which have had a marketing logo produced by the consortium, please refer to Maria Seed regarding usage.

To preserve the integrity of our new branding it is important that the use of images is avoided on a BH1 sign.

However, an exception can be made if the primary message is COMING SOON, provided that the coming soon message remains the prominent focus and is advantageous to show product.

White background

3000mm
max

Silver background

1500mm

Bellway

Welcome to
The Alders

An exciting new
development of 3 and 4
bedroom detached homes

07714 142 710

Sales Centre open Monday & Friday 10am - 5pm,
Thursday 10am - 7pm, Saturday & Sunday 11am - 5pm,
Closed Tuesday & Wednesday.

bellway.co.uk

The elements highlighted in orange boxes must appear in the positions indicated.

The signage branding device options are shown in section 7.19.

The overall appearance of a BH1 sign should reflect the image shown above.

Indicative message shown.

HAVANT BOROUGH
COUNCIL

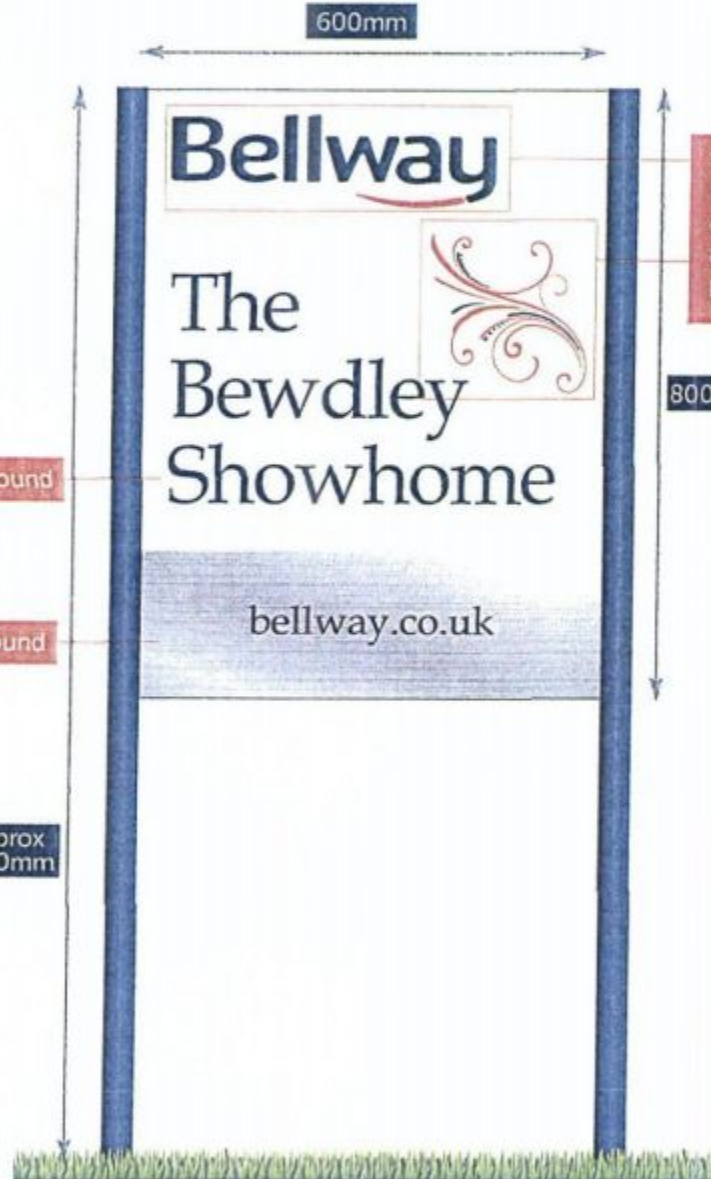
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BH3

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DO NOT produce a logo for the marketing name; Standard developments should be identified by the Bellway brand and development name rather than a secondary logo. For developments with a partner where a logo is necessary, or for shared sites which have had a marketing logo produced by the consortium, please refer to Maria Seed regarding usage.



The elements highlighted in orange boxes must appear in the positions indicated.

The overall appearance of a BH3 sign should reflect the image shown above.

Indicative message shown

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BH10, BH10a, BH10b and BH10c Flagpole and Flag

All items on this page are approved corporate products and can only be ordered from thinkBDW:
Tel: 01206 546965

A corporate flagpole is a two-piece six metre blue powder coated aluminium pole with ground sleeve, chain weight, rotating banner arm and white truckhead.

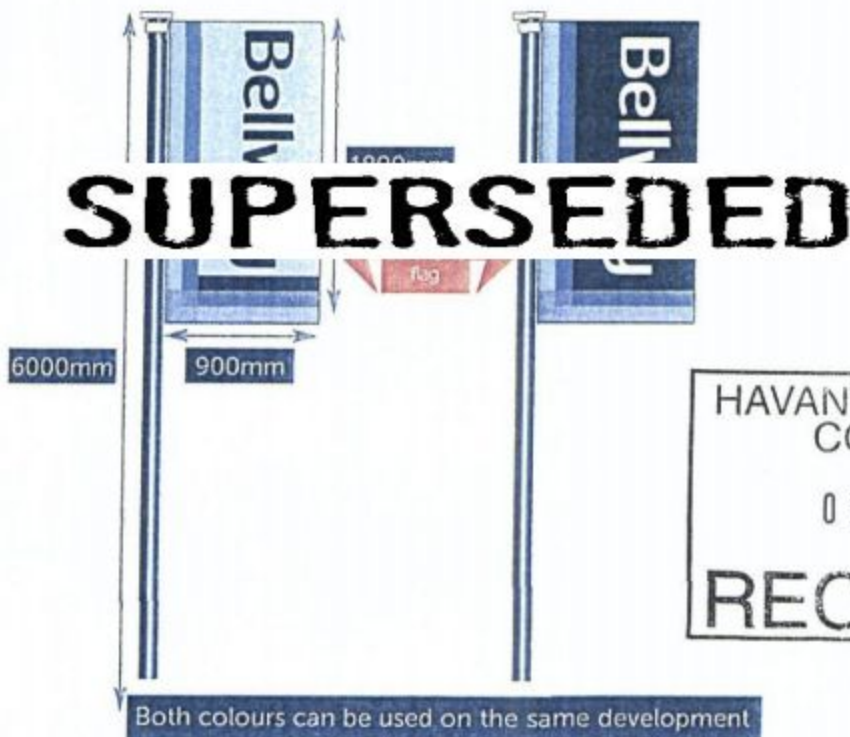
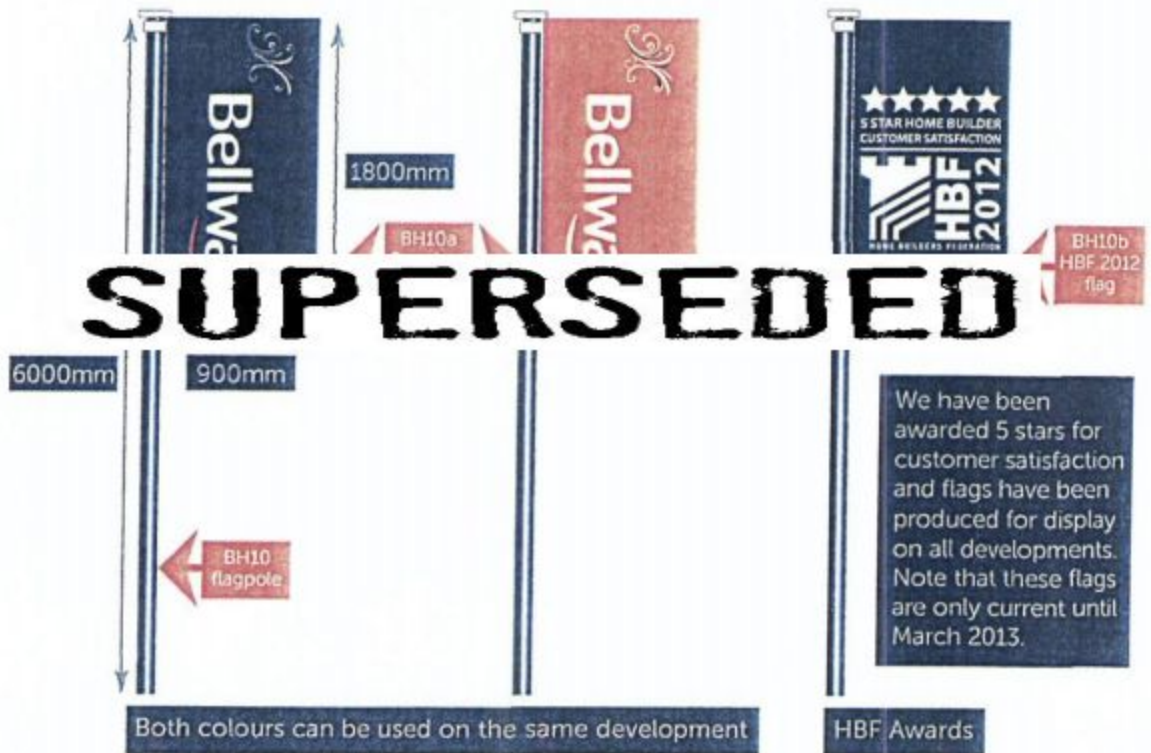
There are now 2 distinct standard flag designs. Both designs can be used on the same development if desired.

Please note: The colour and design of flags for special Brochure developments will vary from the examples shown in this page

Level One flags are still available for use on old style developments.

DO NOT mix flag styles. BH10c flags must not be used in conjunction with BH10a flags.

DO NOT use BH10c flags on Standard development.



Signage

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BH8, BH9a and BH9b
Directional sign

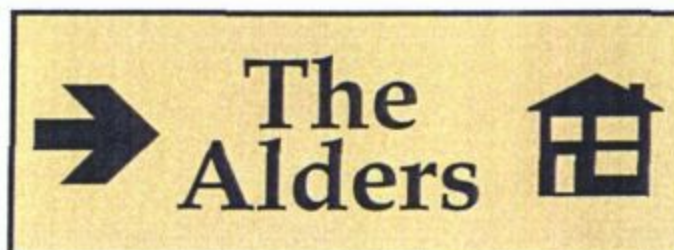
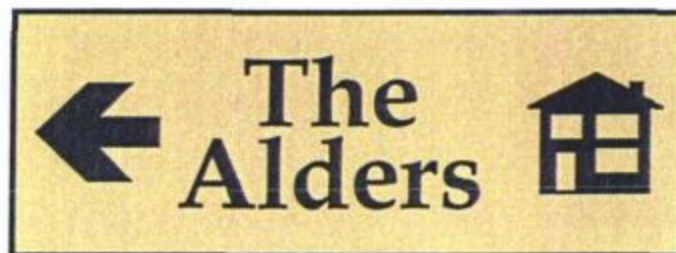
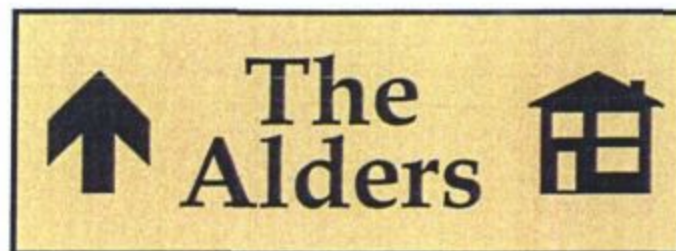


300mm x 300mm

BH8

Manufactured from foamex or correx, are attached to street furniture with cable ties to direct prospective purchasers to your developments.

BH8s can also carry temporary messages and are ideal for weekend promotions.



800mm x 300mm

BH9a and BH9b

BH9s can be made either ACM or correx to direct prospective purchasers to your developments and are attached to street furniture with tamper clips or cable ties respectively.

Order from thinkBDV
Tel: 01206 546965

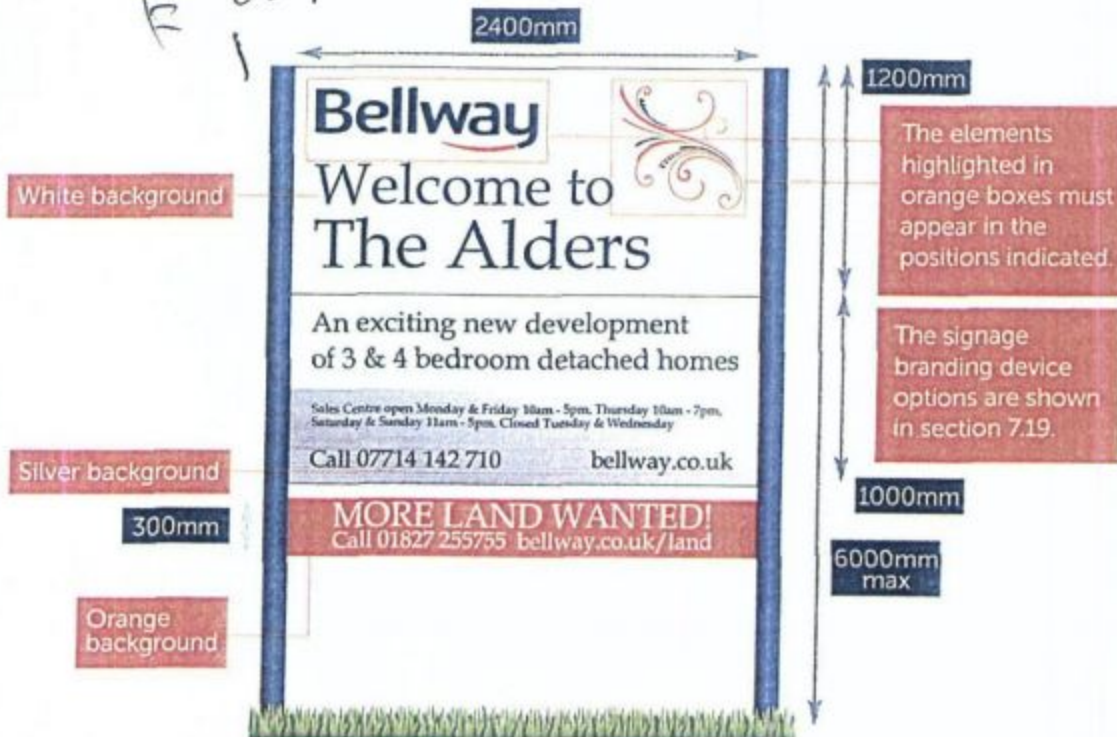
Signage



BH2

3sq meter
10 meters
from road.
if not 2sq meters.

6sq meters



The overall appearance of a BH2 sign should reflect the images shown above and below.

Indicative message shown above.



The elements highlighted in orange boxes must appear in the positions indicated.

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DO NOT produce a sign for the marketing of a Standard development. The Bellway brand and development name should be identified as a primary logo, not a secondary logo. For developments where a logo is necessary, or for sites which have had a marketing logo produced by the consortium, refer to Maria Seed regarding usage.

To preserve the integrity of our new branding, it is important that the use of the Bellway logo on a BH2 sign is avoided. However, an exception can be made if the primary message is 'COMING SOON', provided that the 'coming soon' message remains the prominent focus. It is advantageous to show product.

Signage