2.1.11 Strapline

The brand strapline 'the home of family value' to be added to the last panel at the opposite end to the main logo.

Fascia height	Logo Height	Strapline Height
750mm	625mm	125mm
900mm	750mm	125mm
1125mm	900mm	175mm
1350mm	1125mm	200mm
1650mm	1350mm	225mm



Narrow fascia example
Using the measurement of 'a' to find the left/right edge clearance area.
And use the measurement of 'b' to find the height between logo and strapline.

Wide fascia example
Using the measurement of 'a' to find the left/right edge clearance area.
Use the table above to find the height of the strapline.



Standard Application

Colour: Yellow. RAL 1018 Pantone PII5C
Materials: Vinyl lettering applied to fascia panel
Size: As above
Illumination: Not illuminated
Graphics: illustrated
Variations:

Note: Landlord and planning requirements may supercede the guidance set out in the document.