2.1.3 Projecting Sign

Where appropriate, all shop fronts should have a projecting sign. The sign should be applied to the fascia and fixed by a bracket or to a suitable architectural element. The depth of the fascia will determine the size of the projecting sign. Unlike the logo within the store fascia, the letters on the sign do not project. This sign can be separated from the fascia band where a higher location is advantageous to visibility on the High Street (subject to planning approval). This should however be referred to the Look & Feel design team for comment and approval. This sign to align with bottom of the main fascia and lettering to be same size and aligned with brand strap line on main fascia where fixed at this level. Note that where the store is on a hill this may bring the projecting sign quite low over the pavement and any instance where this might be within reach should be referred to the Look & Feel design team for comment and approval.

Refer to standard detail D202 for further details





Standard Application

Colour:	Dark red RAL 3003 (60% gloss) to all external faces. Gloss white internally.
Materials:	Laser cut 2mm aluminium face panels. Text to be formed of 3mm Opal 050 and 3mm Yellow 2252 Perspex.
Size:	Size A: 700mm x 700mm (to be used with fascia text sizes A and B) Size B: 900mm x 900mm (to be used with fascia sizes C, D and E)
Illumination:	Internally illuminated with T5 ECO fluorescent tubes. External lighting elements to be separately controlled from internal lighting with electronic ballast connected to BMS and light sensor.
Graphics:	As illustrated.

Variations Non-illuminated and externally illuminated options as per planning/landlord guidance. Refer to section 2.1.9 for details.

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