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Fascia Guidelines

EXTERNAL WORKS

The shopfront and fascia is predominately the most important part of your office and is a permanent representation of the Winkworth brand. Your shopfront will be unique to your office and therefore the brand can be implemented to suit different buildings, styles and shapes.

Whether you have an existing shopfront or proposing to install a new one, there are very stringent guidelines that must be adhered to.

if you are proposing to install a new shopfront, the proposed design will need to be approved by the Franchisor and receive landlord and planning approval.

DECORATIONS

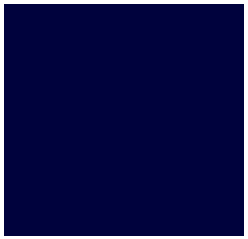
All Winkworth offices must be painted in Winkworth blue. Including all timber work and aluminium. **- RAL 5004, Black Blue.**

Before painting, any rotten timber should be repaired. The timber or aluminium frame must be completely rubbed down and receive one coat of grey undercoat.

A top coat of Winkworth blue, is to then be applied and a second coat applied for depth and even coverage.













1. Winkworth Streatham - Existing Shopfront
2. Winkworth Shepherd's Bush - New Shopfront
3. Winkworth Willesden Green - New Shopfront
4. Winkworth Worthing - Existing Shopfront
5. Winkworth Weybridge - Existing Shopfront

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Fascia Guidelines





FASCIA SIGN

Your fascia will be constructed from an aluminium pan, with illuminated logo and telephone numbers producing a 'halo' effect – no other parts of the fascia will be illuminated. - Supplied and installed by Castleton Signs, refer to appendix for details.

FASCIA LAYOUT DIAGRAM

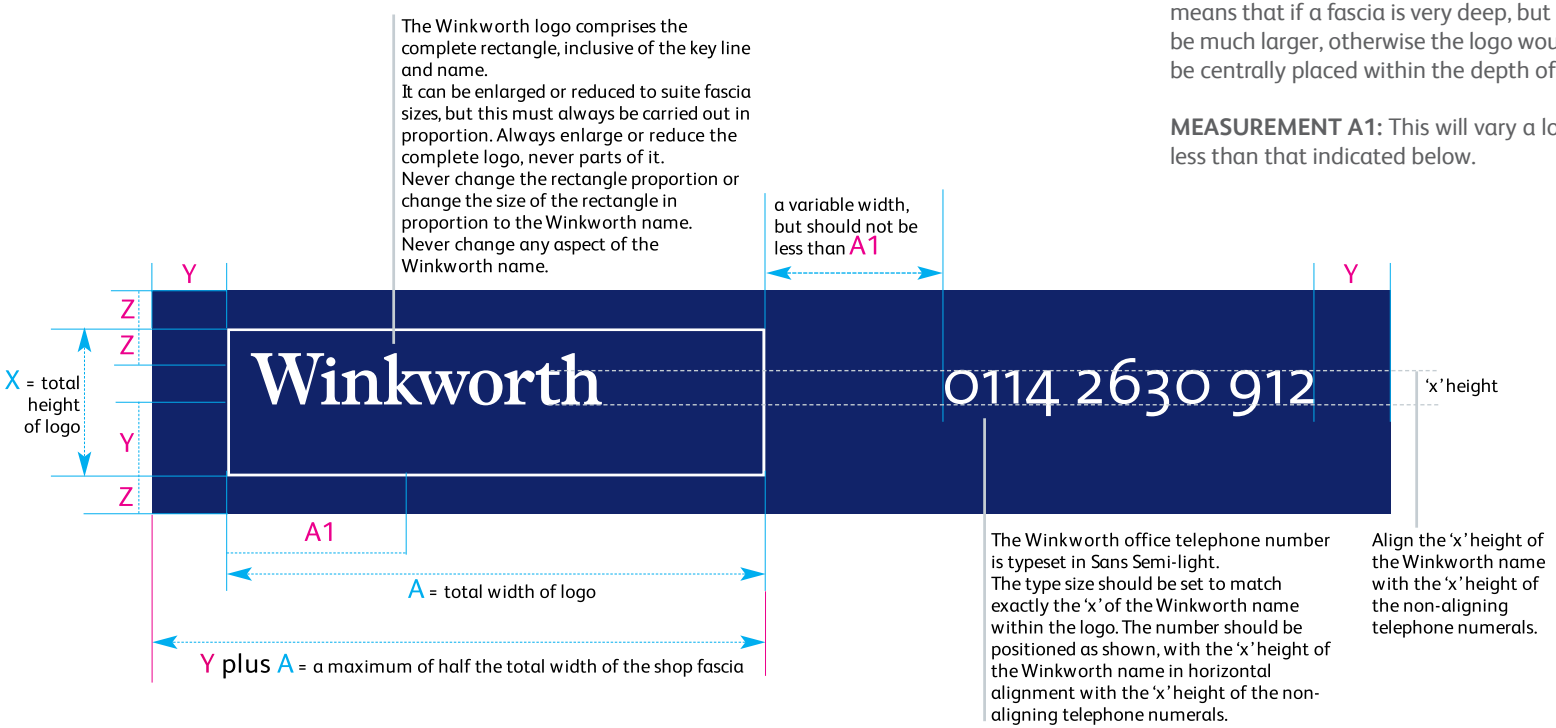
All fascias must be designed in line with the following diagram; special attention must be paid to the proportions of the logo and telephone number in relation to the fascia pan size.

Fascia fronts are never the same size. The diagram below presents an optimum situation, but the measurements and positioning guidelines will help assist in keeping the brand presentation as consistent as possible. Whatever size a fascia area is, all fascia signs should comply with measurement Y, as shown below.

MEASUREMENT Z: is the minimum measurement that should be allowed. This means that if a fascia is very deep, but not very wide, measurement **Z** would need to be much larger, otherwise the logo would be too large for the fascia. The logo should be centrally placed within the depth of the fascia.

MEASUREMENT A1: This will vary a lot, but we recommend that it should never be less than that indicated below.

Key to unspecified measurements
A1 = one third width of the logo
Z = a quarter of the total height of the logo
Y = a half of the total height of the logo



To ensure that the Winkworth logo is not used at an unreasonable size on fascias that are particularly deep, please ensure that measurement **Y plus A** is not greater than half the width of the total shop fascia.

Problems may arise when applying these guidelines and we advise that the general look should be in line with the diagram shown. Any concerns should be raised with Winkworth Marketing Director.

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Fascia Guidelines

FASCIA PAN SPECIFICATION
By Castleton Signs

- Fascia pan to be constructed from 2mm aluminium with 25mm returns.
- The fascia pan must be powder coated in Winkworth blue:
  Dulux paint reference 80 20 R 66 B.
  RAL: 5004, Black Blue.
- The pan must fill as much of the fascia area as possible.
- The pan is constructed from a back tray and a front tray, which are screw fixed together at the top and bottom.
- The pan is internally illuminated with LED Light Sheet which is fitted behind acrylic letters inside the pan.
- The Winkworth logo and border to be fret cut from 10mm opal acrylic and fixed to an acrylic sheet behind the pan. The logo will be slightly raised from the pan, producing a 3D effect.
- The telephone number is presented in the Sans Semi-Light font and fret cut from 3mm opal acrylic and fixed to an acrylic sheet behind the pan; the text sits flush with the pan.
- A non-illuminated version of the fascia is available, where local planning and conservation regulations limit the use of illuminated signs only.

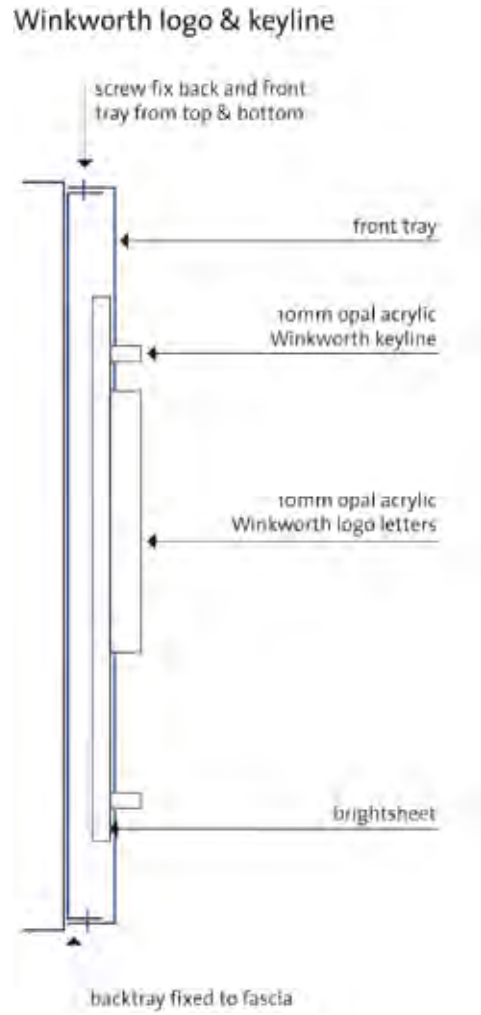
FASCIA PAN SPECIFICATION
By Castleton Signs

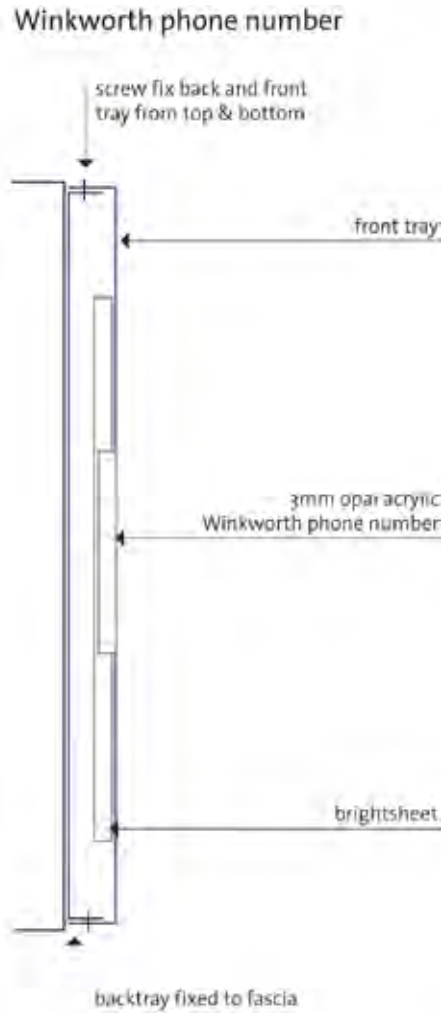
A computer-generated illustration of a compliant Winkworth fascia



FASCIA PAN DIAGRAM
By Castleton Signs

Fascia pans must be constructed as illustrated, using aluminium front and back trays, opal acrylic lettering and brightsheets for illumination





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Fascia Guidelines





PROJECTING SIGN

Double-sided projecting signs are important for presenting the Winkworth name from a distance. All offices should have a projecting sign, unless local planning and conservation regulations state otherwise.

The location of the projecting sign and the level of projection is dependent upon the size of the fascia itself, so will differ from site to site.

There are two available options, illuminated or non-illuminated, both are manufactured and installed by Castleton Signs.

NON-ILLUMINATED

Illustration of a double sided non-illuminated projecting sign.

The double sided projecting sign should feature the graphics, as illustrated. No other graphics or details can be added to the sign.

- The projecting sign is constructed from a fabricated mild steel 25mm diameter tubular frame. The frame is fitted on 115mm diameter feet.
- Frame to be powder coated in metallic silver RAL 9006.
- Sign face to be made from a 2mm aluminium panel
- Computer cut vinyl graphics to be applied to both sides of aluminium panel.



ILLUMINATED

Illustration of a double sided illuminated projecting sign with fluorescent tubes. Power feed to be located centrally in sign position and to be done by others.

The sign should feature the graphics, as illustrated. No other graphics or details can be added to the sign.

