

## 2.1 - HX-CH-SBM-IL - HALIFAX-CHALLENGER-STANDALONE BRANDMARK-INTERNALLY LIT

Non-illuminated.

### General design details

Standard projecting sign  
see HX-CH-SPS

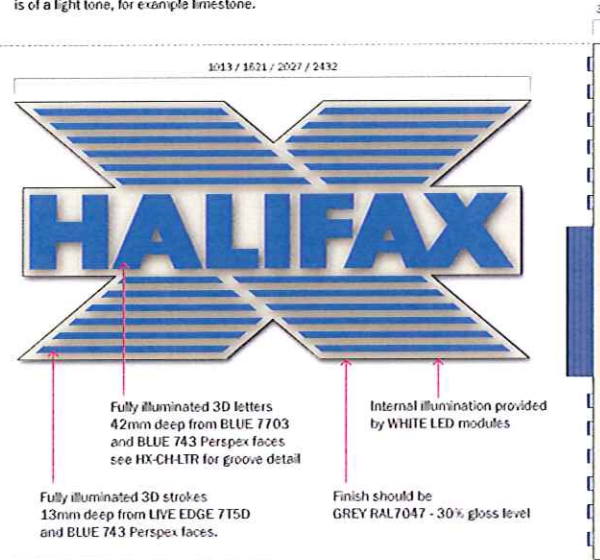
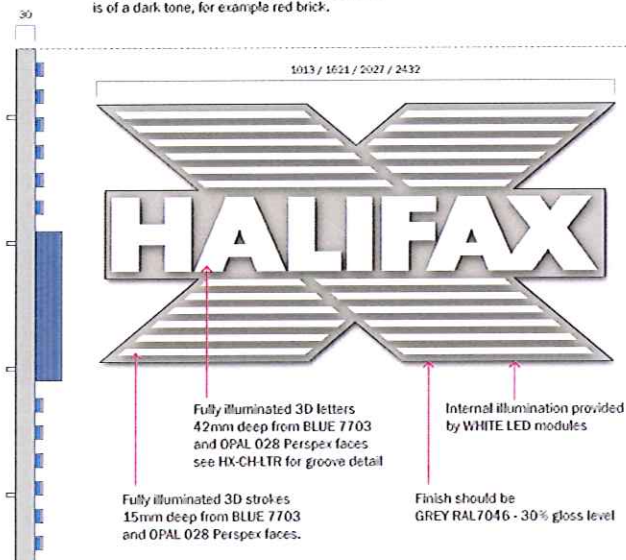
HX-CH-SBM-IL-WF (White faces)

HX-CH-SBM-IL-BF (Blue faces)

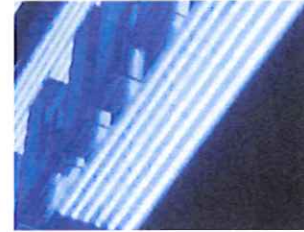
4 standard heights: 500 / 800 / 1000 / 1200

Use when the finish of the background substrate  
is of a dark tone, for example red brick.

Use when the finish of the background substrate  
is of a light tone, for example limestone.



Images of pre-production signs



### LOOK & FEEL

This is the next preferred option after the various types of blue fascia, (refer to Signage Manual for guidance on selection process). A combination of form, materials and use of light has created a highly differentiated piece of brand signage which will achieve excellent stand-out when a blue fascia is not practical or permissible.

As with the fascia sign, there are a number of key aspects that create the desired Look & Feel:

### General Arrangement

A logo shaped back-tray is used to lock all the logo components together in the correct position relative to each other. This back-tray is formed in coated metal and will be in one of 2 approved shades of grey, although a special colour may be used in exceptional cases. It houses the LED lighting that illuminates the logo elements. The slim depth of this back-tray is an important aspect of the design.

### 3D Letters, strokes & lighting

The letters and strokes that form the "X" component of the brandmark, are designed to light up on both the face and returns. The repeating grooved detail on the letter returns is a vital part of the design and must be reproduced in such a way that the lighting effect achieved is as shown in these photographs.

The grooves must read strongly and clearly. This is achieved by a combination of material thickness, light transmission properties, LED brightness and diffusion.

### RELATED SHORT CODES

HX-CH-SBM-IL-WF-500	70 5421
HX-CH-SBM-IL-WF-800	70 5422
HX-CH-SBM-IL-WF-1000	70 5423
HX-CH-SBM-IL-WF-1200	70 5424
HX-CH-SBM-IL-BF-500	70 5425
HX-CH-SBM-IL-BF-800	70 5426
HX-CH-SBM-IL-BF-1000	70 5427
HX-CH-SBM-IL-BF-1200	70 5428

### LLOYDS COMPONENTRY CODES

### RELATED DRAWINGS

Please read in conjunction with "Halifax Challenger External Signage Guidelines"

### ISSUE 2

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HX-CH-SBM-IL

CV-MSD0275-2.1

ALL SIZES IN MILLIMETRES | SCALE 1/3" = 1"

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PS 1.1

