

Outdoor hoardings for major projects

May 09

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These guidelines set out what you should do when erecting outdoor hoardings at urban regeneration project sites and housing schemes in the borough. They are intended to be used by project managers, communication staff and specialist design contractors.

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Introduction: Objectives for outdoor hoardings

Southwark Council is leading on a programme of exciting urban regeneration projects across the borough. These include large scale redevelopments at Elephant and Castle, Canada Water and Bermondsey Spa, a new £200million school buildings programme and a housing renewal programme in Peckham.

The consistent use of outdoor hoardings at these major project sites will help create a strong visual message, emphasising the high level of investment by Southwark Council and generating awareness and interest in these important projects.

Project managers should take account of these guidelines when putting together a tender for works, or entering into a site contract.

If you have any queries about the application of these guidelines, please seek advice from the communications department, see page four for contact details.

The designs are being registered to safeguard future usage.

REVITALISE¹⁶

Southwark Council investing in **regeneration**

This guide to outdoor hoardings is an appendix to Southwark Council's corporate identity design manual. They are intended to be used on outdoor hoardings at major regeneration projects and housing schemes only. They do not replace, in any way, Southwark Council's current visual brand. They are not to be used for general signage or advertising purposes.



Introduction: Process for outdoor hoardings

To ensure speed and efficiency when installing hoardings for major project works, the following approach should be taken for each project.

Please read this process before embarking on any hoardings.

Timescales within each stage are indicated where appropriate, to help you plan a final installation date.

1. Planning a hoarding

At project design stage, the project manager decides the extent of any hoardings for the project.

Some questions a project manager needs to consider are:

- where is the site?
- is it public facing?
- where are the site boundaries?
- what hoarding materials might be used? See page 17.
- who 'controls' the site. Do key partner organisations have an interest? See page 14, Partnerships, for more details.

In some council departments, the strategic director may make the decision on whether to proceed with a hoarding, based on the above information.

2. Hoarding text

The project manager contacts communications to inform them of a proposed new hoarding. A list of existing and new hoardings is kept by the communications team (includes status, timescales, lead officers etc).

Project manager and communications agree draft hoarding text.

3. Advert consent

The project manager must seek advert consent for site hoardings if appropriate. See page 16 for details. Allow up to 12 weeks if consent needs to be sought.

4. Cost

Payment for hoardings and hoarding graphics will come from the individual project budgets. Page 18 sets out a standard hoarding project and the typical costs involved (as at June 2008). For projects which are likely to differ from this model, speak to communications.

5. Materials

See page 17 for typical materials for hoarding graphics. Again, if the specification is likely to vary, speak to communications.

6. Site visit

Communications will inform a specialist design contractor, and a visit to the project site can be arranged between the specialist design contractor and the project manager. Issues to discuss at the site visit include:

- size of hoardings
- site boundaries
- number of panels and locations
- materials to be used.

7. Erecting the hoardings

The project manager is responsible for ensuring the hoarding is erected and painted on the outward facing side in the corporate colour (see page nine, Primary colour, for paint specification).

Introduction: Process for outdoor hoarding

8. Production of hoarding graphics

Brief

The project manager completes and submits a briefing sheet to communications, who checks it and sends to the specialist design contractor.

Project manager provides:

- details of key contacts
- copy, on a panel by panel basis
- size and materials (see page 17 for hoarding visuals options)
- deadline
- partner logos
- any other issues, for instance whether advert consent is being sought or if specialist access equipment is required to install the hoardings.

Estimate approval

Specialist design contractor produces an estimate for design, manufacture and installation of the site graphics. This is signed off by the project manager.

First visuals

Specialist design contractor produces a first draft of visuals which are released to the project manager and communications to review. Meanwhile, contractors are briefed and given site requirements and deadlines.

Signing off hoardings artwork

Project manager, the head of communications (or his/her representative) and, if necessary, the strategic director, sign off final art work. Allow two weeks.

9. Manufacture

Supplier produces graphics according to artwork and instructions. Allow two weeks.

10. Installation

Dates are agreed with project manager and site manager, special access arrangements are made. Supplier fixes graphics.

11. Final site visit

Project manager checks and resolves any issues. Project manager takes a photograph of the site hoardings and sends with a brief report outlining location, date of installation, any installation issues and any design differences to communications and their strategic director.

Useful contacts

Marketing

020 7525 3723/7304

Useful contacts

Planning enforcement manager

020 7525 5419

Introduction: Hoardings design overview

A purely typographic solution using the postcodes of the borough to make a powerful statement that's both simple and direct whilst lending itself to site specific applications.

The main typographic statement will always be reinforced with the key message "Southwark Council investing in..." set in the Southwark corporate typeface.

REVITALISE¹

Southwark Council investing in...

Use the appropriate postcode for your site location

SE¹

SE⁵

SE¹⁵

SE¹⁶

SE¹⁷

Introduction: Key message

The concept can be extended to promote and provide a link to specific regeneration services provided within the borough.

REVITALISE¹

Southwark Council investing in **regeneration**

REVITALISE¹

Southwark Council investing in **education transformation**

HOUSE⁵

Southwark Council investing in **new housing**

REUSE¹⁶

Southwark Council investing in **recycling**

EXERCISE¹⁷

Southwark Council investing in **sport and fitness**

CLEANSE¹⁵

Southwark Council investing in **cleaner streets**

Style: Typefaces

The messaging has many different combinations. There is existing artwork available for all registered SE words and accompanying postcodes.

To reduce the risk of errors and inconsistencies in the design please do not recreate the key message artwork unless absolutely necessary. Below are the fonts used in the messaging.

The illustration below shows the size ratio of the elements in the key message. These proportions should remain the same on all hoardings.

Neo Tech Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&()/?

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&()/?



Style: Typefaces

A clear typographic tone is needed for all outdoor media.

Frutiger should be the only font used for the strapline, main body copy and sign off.

The main body copy should be used white out of a purple background for consistent and clear communication.



Frutiger 45
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&()/?

Frutiger 55
Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&()/?

Frutiger 65
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&()/?

Style: Primary colour

The principal colour for all Southwark Council's outdoor hoardings is Pantone 525. This is a purple shade.

Hoardings comprising a sterling board (or similar priced finish) will be painted on one side in this colour.

The colour code for paint is 5040-R40B. Paint specification is eggshell (gloss may be considered but creates difficulties for adhering the transfer graphics).



C75 M100 Y9 K59



Style: Colourway

The colourway recommended for use is shown here.

To maximise consistency and achieve a visual link across the borough, the purple background should be used whenever possible with the Rubine red applied to the postcode and the last part in the strapline.

In certain situations, especially when working with partners, it may be necessary to explore the use of further colourways. See page 15 for further guidance.

Primary colourway



**Pantone
525**

C75 M100 Y9 K59

**Pantone
Rubine red**

C0 M100 Y0 K4

- C75 M100 Y9 K59

Style: Using the Southwark Council logo

Southwark Council's logo is unique. For it to remain that way, and to ensure the council is recognised for its work, we have to ensure it is applied consistently.

The Southwark Council logo should be the same height as the Revitalise message.

It must be positioned equal distance from the body copy on the right side as the Revitalise message is on the left side. If no body copy is used, the logo should be positioned 3X away from the Revitalise message.

As stated in 'The logo' section of the main guidelines, the clear space around the logo should be equivalent to the height of the 'K' in Southwark.

4X is based on
Cap height



Style: Illustration

If desired, simple silhouette style illustrations can be used to add an extra dimension to hoarding designs.

Illustrations can either be used in white or a 50% tint of the background colour.



A number of illustrations have already been drawn to be used in the campaign. Please contact Marketing.



Style: Hierarchy and delivery

Information hierarchy

Headlines should relate to site usage; 'Revitalise' is a very versatile key message and therefore will often be the most appropriate.

The strapline refers to a site's location, its nature and can introduce the relevant partners. It should never run beyond two lines.

The main body copy should explain:

- what is happening at the site
- when it will be completed.

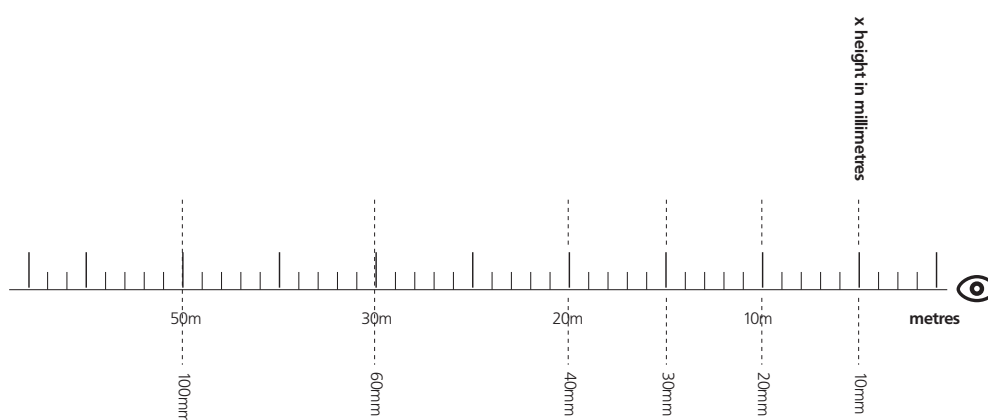
It should also be kept as brief as possible (ideally no more than one short paragraph or bullets) and provide contact details.

Reading distances

When designing an outdoor communication please consider the distance that the text needs to be visible from. Below is a chart illustrating the distances from which text is legible.



1. Legibility distances (10mm lower x height = legible at 5 metres)



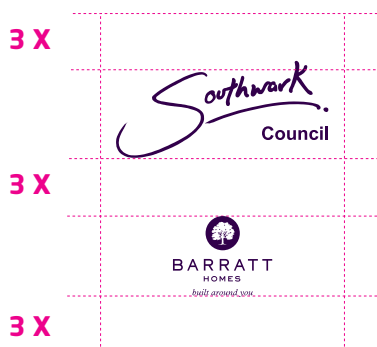
Aax x height

Partnerships: Logos

If key partner organisations to the council need to be credited on site hoardings, we need to ensure that their logos are used appropriately.

Partner organisations should be grouped and placed right of the message. Each partner's logo should be given equal emphasis.

Logos should be aligned next to each other horizontally or vertically. The Southwark logo should have prime position; on the left of a horizontal group or at the top of a vertical group.



Partnerships: Branding

The concept has been designed with flexibility in mind and can therefore be adapted to sit comfortably with partner colourways and logos.

On certain sites Southwark Council will need to gain approval from development partners before erecting hoardings. Facts such as who ultimately 'controls' the site therefore need to be established at the onset and will influence how each individual site is approached.

In certain situations Southwark Council may need to explain the benefits of hoardings to its development partners, perhaps by explaining how they will raise the profile of and generate interest in schemes. Partners should also be made aware of the fact that the hoardings strategy is fully supported

from the very top of the council, and has already been adopted by a host of other development partners.

Partners may need to be made to feel comfortable that their brands will be able to work alongside the hoarding graphics. This can be achieved by showing them how the graphics offer special space dedicated to partner promotion, offer additional opportunities to promote straplines, phone numbers, web addresses and showing images of partner hoardings sitting comfortably alongside Southwark Council hoardings.



Where alternative colour palettes are used there should be a good contrast between colours to ensure legibility. For pantone and colour references please contact communications.

Guidance: Advert consent

Construction site hoardings with graphics are subject to advert consent under planning law, controlled by the Town and Country Planning (Control of Advertisements) Regulations 2007.

An 'advert' is any word, letter, visual or other graphic device used for advertisement, announcement or direction. For example, REVITALISE is intended to announce regeneration or proposed regeneration, and therefore it is considered an advert.

Here is a summary of the regulations as they relate to the council's outdoor hoardings. It should not be relied on without reference to the full regulations.

Advice on advert consents

If you need advice on whether advert consent is required, or you are submitting an application for advert consent, you may wish to consider a pre application enquiry to find out if changes may be required ahead of a formal application being submitted. The team will require the following information

- Site address
- Site layout plan and where the hoardings with graphics are located on the site
- Drawings of hoardings showing dimensions
- Illustration of the graphics proposed
- Dates and duration hoardings with graphics are to be erected
- Type of development proposed at the site.

Please allow three days for an initial response to a pre application enquiry. The fee is £750 plus VAT. Contact the group manager, development control.

East 020 7525 5427
West 020 7525 5424

Advert hoardings which are permitted

For hoardings with graphics which comply with all the following criteria, an application for advert consent is not required. This is referred to as Class 8 Advert Hoardings.

- Hoardings with graphics must not be displayed for more than three years
- Hoardings with graphics can only be used to screen buildings or construction sites while the work is being carried out on the site (if operations on the site are in accordance with a planning permission for the development)
- Class 8 consent does not apply if the site is located in a national park, area of outstanding natural beauty, conservation area or in areas of special controls of advertisements
- Class 8 consent is limited to land being developed for commercial, industrial or business use
- Hoardings with graphics must not be displayed more than three months before the date on which the building or construction work starts
- No hoardings with graphics should be greater than 38m².
- Hoardings with graphics must not be more than 4.6 metres above ground level
- No illumination permitted unless static
- The project manager must send written notification to the planning enforcement team of the intention to display the hoarding with graphics at least 14 days before the display starts. A copy of planning permission for the site must be attached to the written notification
- If the development behind the hoardings is a residential development scheme, an application for advert consent is automatically required.

Occasionally, some hoardings the council may install may be able to rely on deemed consent under Class 1a, 1b and 3 of the regulations. Details of these can be found in an appendix, Advert Consent Regulations, on the Source.

The council is removing some advertisers' rights to display adverts in certain sites, so it's important our adverts go through regulatory processes. If our hoardings don't comply with the above criteria or classes 1a, 1b or 3, then advert consent is required.

Advert consent applications take up to 12 weeks to process. The fee is £335. An application form can be downloaded from www.southwark.gov.uk/YourServices/planningandbuildingcontrol/planningapplications click on forms and fees, display of advertisements.

For more details, please contact Southwark Council's planning enforcement manager on 020 7525 5419.

Guidance: Manufacture and materials

There are different types of site hoarding and different ways of applying graphics. The most common are hoarding panels measuring 2.4m x 1.2m. Two types of graphic application are suitable for this type of hoarding: vinyl and Di Bond (see below). For other types of hoardings, such as herras fencing, banners or netting, speak to communications.

Vinyls

The most cost effective approach to dressing hoardings is to apply vinyl graphics and lettering to pre-painted surfaces. However, although companies such as 3M offer 10 year guarantees on their vinyls, this approach should only ever be considered for hoardings that are out of the reach of potential vandals. Vinyls can only be applied in dry weather in temperatures above 4°C.

Di Bond

Although slightly more expensive, this method minimises the risk of vandalism. Di Bond panels are robust and can be coated in an anti-graffiti laminate.

Di Bond



REVITALISE¹
Southwark Council investing in
Elephant and Castle

What's happening?
Behind here Southwark Council and its partners are investing in new homes as part of the Elephant and Castle regeneration programme.

Southwark
Council

www.southwark.gov.uk

Vinyls



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www.southwark.gov.uk

Guidance: Costs

The costs outlined here are basic minimum fees which can be expanded on depending on size of hoarding and project requirements.

Costs as at June 2008, costs based on 12m x 2.4m.

Design consultancy costs

- Layout and artwork 6hrs £420 excluding amends
- Amends to design charged at hourly rate of £70 per hr (minimum 1hr charge)
- Client liaison, verbal contractor briefing, management 0.5 day
Project manager £280
- Materials and expenses @ 5% of fee

Manufacture costs

- 12m x 2.4m Di bond hoarding £1,528
- Installation £586



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www.southwark.gov.uk