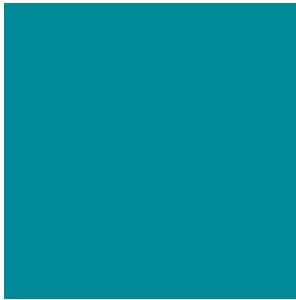
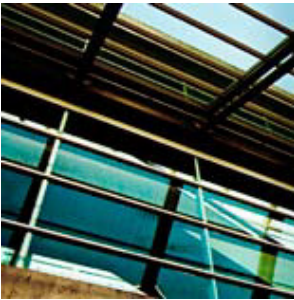
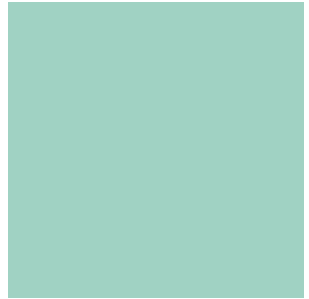
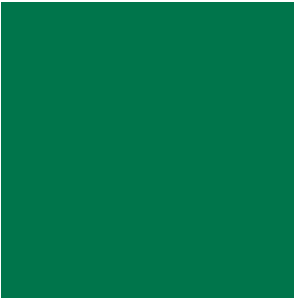


Site Signboards



Site Signboards

Licence

The Institution's site signboards help to promote both the user and the corporate identity of the profession, but a licence must first be obtained from the Institution. Guidelines and an application form are available on request, together with a list of manufacturers (the list is not comprehensive, and the manufacturers are not regulated by the Institution).

Dimensions

Signboards must be either 4ft x 1ft (1.20m x 0.30m) or 8ft x 2ft (2.40m x 0.60m).

Colours

The background colour must be Pantone 123 (gold) and the lettering must be black.

Format

The intention is to keep the layout of the board as simple and legible as possible. The formats below must be followed.

Font

Helvetica typeface must be used in upper and lower case (not upper case alone). Font style must be medium or light condensed.

Layout

Punctuation and spacing must be kept to a minimum. Lines must be flush left and not be forced out to the full width of the signboard.

| | | | Type size | |
|----------------|--|--|---|---|
| | Organisations | Individuals | 4ft x 1ft | 8ft x 2ft |
| Top section | Description of the organisation (e.g. 'Consulting Structural Engineers') | Chartered Structural Engineer/Incorporated Structural Engineer/ Technician Member | 87.5 pt light condensed | 175 pt light condensed |
| Middle section | Institution logo on left. Organisation's logo, if desired, on right. Full name/business name of organisation | Institution logo on left. Name of member, with Institution designatory letters (but no others). Name of organisation, if desired, on second line | First line 173.5 pt medium condensed Second line 111 pt medium condensed | First line 347 pt medium condensed Second line 222 pt medium condensed |
| Bottom section | Brief contact details | Brief contact details | 62.5 pt light condensed | 125 pt light condensed |

Example of use by an organisation

The *Institution*
of *Structural*
Engineers

Consulting Structural Engineers

ABC & Partners

London 020 8111 9999

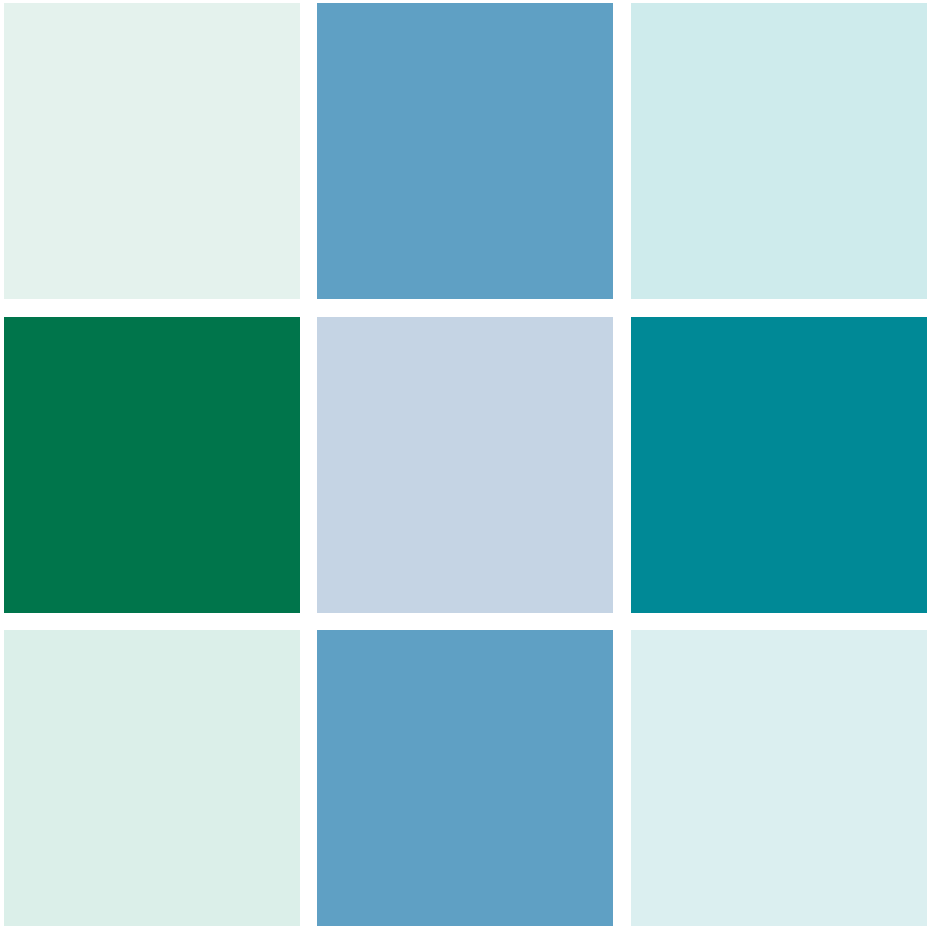
Example of use by an individual

The *Institution*
of *Structural*
Engineers

Chartered Structural Engineer

J Smith FStructrE
ABC & Partners

London 020 8111 9999



International HQ
47–58 Bastwick Street
London, EC1V 3PS
United Kingdom
tel: + 44 (0)20 7235 4535
mail@istructe.org
www.istructe.org