Hoarding elements

Largest wording / signifier

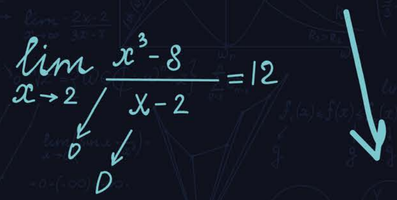
BASE

Fonts

INTERFACE BOLD

INTERFACE LIGHT

Illustrations / Iconography



Background + illustration patterns



FUNDING & FINANCE



NEW MARKETS



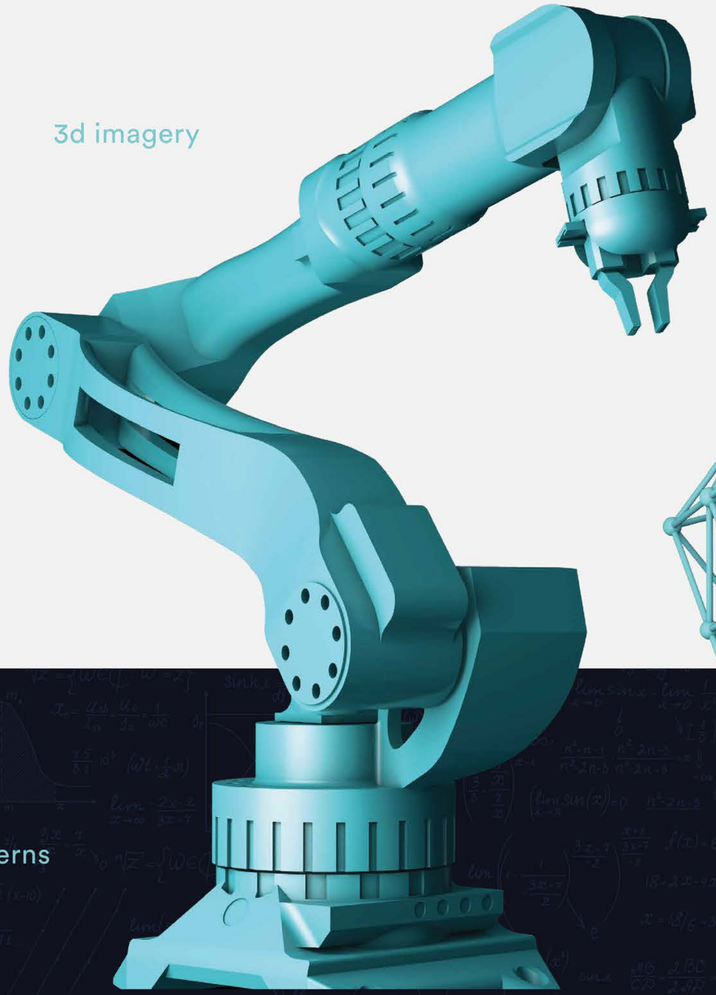
UNIVERSITY, NHS & LOCAL GOVERNMENT CONNECTIONS



TALENT

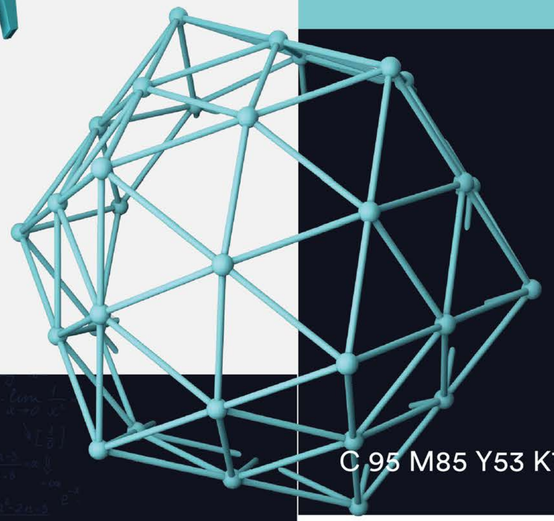
Customers

3d imagery



Colours

C 53 M0 Y20 K0



C 95 M85 Y53 K78

C 0 M0 Y0 K0

Hoarding Sizing elements

MAXIMUM HEIGHT
A. 3.4m
B. 2.44m
C. 0.7m



Hoarding Widths
Section 2



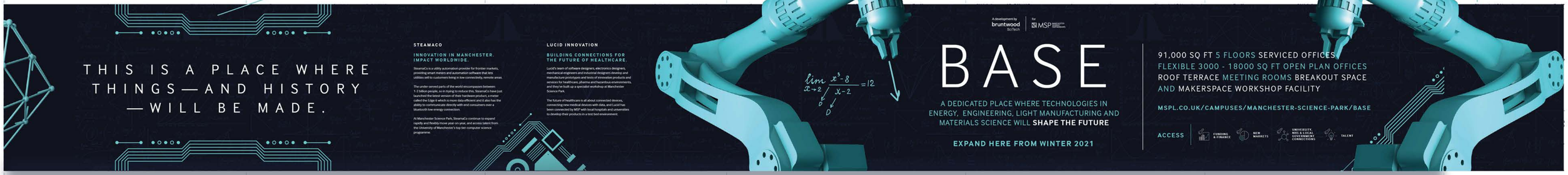


MINIMAL VISIBILITY

TREE V.CLOSE TO HOARDING

MOST VISIBILITY

HERA FENCE WIDTH (3.5M)



Hoarding Widths
Section 1





Hoarding Widths
Section 3

