

Business Name Panel REQUIREMENTS

for Directory Signboards
at the entrance to
Scottish Borders Council's
owned or managed
Industrial Estates

May 2018

Our Scottish Borders
Your opportunity

Overview

Scottish Borders Council owns and manages a variety of industrial units, workshops and shops, throughout the Scottish Borders.

This document provides you with details of:

- how to arrange for your business name to be included on our Directory Signboard and
- how your individual Business Name Panel must look and the materials to be used.

The erection of business signs is controlled under the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The Council is able to erect Directory Signboards through 'deemed consent' under Schedule 4, Class 1, of this Act, and can control any sign included on these Directory Signboards. Excluding signs on a business's own premises, any other sign is an advanced sign and could be refused under Council policy.

Only current estate, or workshop, tenants or occupiers may install signage upon the Council's Directory Signboards. Some existing signs do not meet these requirements and are being phased out and replaced.

Selkirk Riverside Industrial Estate signage was carried out as a separate project and is under review. Contact should be made with the Council's Sign Shop regarding alterations at this site.

Where signage and Business Name Panels are in breach of these requirements the Council retains the right to order the signage to be removed at the tenant's full cost.

Businesses may use a private sign maker to fabricate and/ or install their new Business Name Panel or they can engage the services of the Council's Sign Shop.

Business Name Panel Technical Specifications

Panel Size:	1500mm x 150mm with 25mm rounded corners
Material:	Aluminium or traffic grade aluminium composite (approx. 3mm thick)
Finish:	Flat powder coated or vinyl laminate
Positioning:	Positioned 20mm below the previous board filling from top to bottom so that panels remain evenly spaced and blank spaces are minimised.
Fixing:	Single 25mm (medium sized) channel with fixings as shown below. Fixings must not be visible from the front of the panel with a smooth finish (ie. No exposed rivets are permitted).



Typeface:	Arial Bold
Reflectivity:	Class RA1 (BS EN 12899-1;2007)
Background Colour:	White Class RA1 Reflective (BS EN 12899-1;2007)
Typeface Colour:	Oracal Vinyl 751 Series – Colour 050 Dark Blue
Back of Panel Colour:	Grey to match existing

Contents:

It is recommended that a maximum of 24 characters (including letters, spaces, punctuation and numbers) be used and the content must refer to the registered business name or trading name.

Should you require more than 24 characters and you cannot abbreviate any words within the business name (eg. abbreviating Limited to Ltd) then a maximum of 36 characters may be used by compressing the business name lettering. The Council strongly recommends that where possible businesses limit themselves to 24 characters to ensure that signs can be easily read by visitors looking to locate your business.

The first letter of each word must be in upper case and all other letters in lower case.

Exceptions may be available for businesses whose trading name is normally spelt with all capitals or all lowercase lettering. Please advise the Council beforehand if you are proposing this type of format.

Typeface Size:

80mm high

Horizontal Text Alignment:

Left justified to 20-25mm from edge. Single line only.

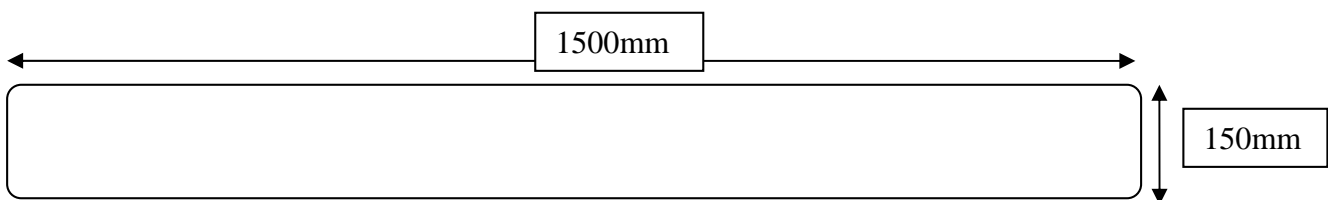
Vertical Text Alignment:

Centred

Logos:

Not permitted

Panel Size Example (not to scale)



Text Size Example (not to scale)



Design Exclusions

Business Name panels **must not** contain:

- Different coloured typeface or background

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- Different styled typeface

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- Different sized typeface

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- Expanded character spacing

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- More than 36 characters

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- Underlined or italic typeface

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- Text effects

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- Logos or symbols

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- All uppercase lettering (exceptions may be applicable where all or part of the trading name is usually written in capitals – eg. SBC Ltd)

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- Advertising material or content not referring to the business name

Massive Sale – Save ££££££££

- Typeface over more than one line

**Scottish Borders Council
Storage Depot & Workshop**

- Offensive or inappropriate content
- Any other features that contravene these Requirements.

Installation & Removal

When installing your Business Name Panel ensure that it is placed at the uppermost vacant position on the board to minimise empty space. For example, if a panel 2nd from the top has been removed your new name panel should be inserted there and not at the bottom of the board.

You must ensure that your Business Name Panel is installed safely and securely.

By installing your own Business Name Panel you are agreeing to fully indemnify the Council from all liability with regards to damage to private property (including Council property) or injury whatsoever that may occur as a result of the incorrect or unsafe installation, design and/ or fabrication of your Business Name Panel. The Council must be immediately notified of any damage caused to Council owned property (including damage to surrounding landscaping or damage to the signboard itself) during the installation process. Any such damage must be repaired to an acceptable standard within 5 working days.

If you plan to relocate - you should arrange for the removal of your Business Name Panel from the Council's Directory Signboard before you move.

Should you fail to remove your Business Name Panel before moving, the Council holds the right to remove and dispose of the panel on your behalf and invoice you for the full cost of removal and disposal.

Progressing with Your Business Name Panel

On Page 8 of this document there is a form. This should be completed with the details you require on your Business Name Panel.

Scottish Borders Council – The Sign Shop

Council Headquarters, Newtown St. Boswells, TD6 0SA

Tel: 01835 824000 Website: www.scotborders.gov.uk

If you would like The Sign Shop to make your Business Name Panel please email the completed form (on the next page) to: signshop@scotborders.gov.uk

Please include in the email the billing name and address so that Scottish Borders Council can invoice for the name panel. The name panel will be progressed once billing name and address are received.

Cost 2018/19 for single Business Name Panel = £65 plus VAT.

There is also an installation service available for which there is an extra charge – from £20 + VAT depending on location.

Other Sign Providers

Internet search = sign makers, Scottish Borders

Please ensure that if you are intending to use a private commercial signage business to manufacture and install your Business Name Panel that you provide them with a copy of these Requirements.

Business Name: _____

Contact Name: _____

Please tick: Please return our current business name panel

Contact Phone Number: _____

Please dispose of our current business name panel

We hereby authorise Scottish Borders Council to add a business name panel, or replace our existing business name panel, at the entrance to with a business name panel containing the following wording:

Line 1

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	

Important Notes: It is recommended that wording be limited to be a **maximum of 24 characters** to ensure that business name panels can be easily read by traffic entering the industrial estate. Wording up to a maximum of 36 characters may be authorised but is not recommended and will require compression of the lettering.

All words should start with a capital letter with all remaining letters in lowercase. Please leave a blank square between words as per the example below.

Should you require wording that does not meet these standards (for example your business name exceeds 24 characters or is spelt with all capital letters) please email signshop@scotborders.gov.uk

Example:

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
S	c	o	t	t	i	s	h		B	o	r	d	e	r	s		C	o	u	n	c	i	l												

Signed on behalf of business _____

Date _____