

DESIGN ELEMENTS

CONTENT HOLDING DEVICE

1.4

Content holding device (45° angle)

The mid sections are content holding devices that run along the hoarding panels which contain either L&Q logo or a corporate message (see page 1.5).

Mid sections can be extended and shortened in length to suit content.

The L&Q font (Avenir) should be used for all text applications. The text content area is set at a 45° angle and ranged left.

The L&Q brand mark and strapline is always centered within the panel width.

Templates are available, see the appendix section 10.0.

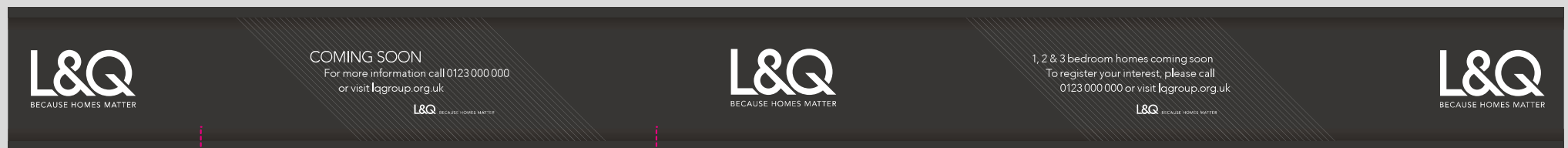
Extended end caps are to be exactly the same size



Mid section with brand mark



Mid section containing graphic pattern/text



Extended End Cap

Extended mid-section

Extended end caps are to be exactly the same size