

Signboards 4.0

These designs are intended to act as a guide to creating property signboards specific to your chosen requirements. These examples illustrate the style that is to be applied when laying out all signboard designs. However these examples do not take into account the many and varied types and styles of boards available from all suppliers. Each page illustrates a front on view of the sign and does not illustrate any frames or sides. Supplier discretion is relied upon to adapt the guidelines across the particular type of board (e.g. curve, wrap) and the exact supplier requirements. **When using the guidelines you will need to combine the branding principles and designs with the specifications of individual sign writers.**

Please send all initial templates and proofs to either **franchise.marketing@elders.com.au** (franchise offices only) or **realestate.marketing@elders.com.au** (company branches only) for approval before production.

Using Landscape Image Areas

To demonstrate the makeup of the different sizes and shapes of the signboard templates, an image area has been used to show the proportion of the space devoted to images. Within each individual layout, each image area may be sub-divided for multiple images as required.

The number of images used for one property should preferably not exceed four images in total, to maintain balanced proportions.

Note: the depth of the image section can be increased/decreased to accommodate different proportions of images and copy. However the minimum proportion for images/copy is 2/3 image and 1/3 copy for all pictorial signboards.

1



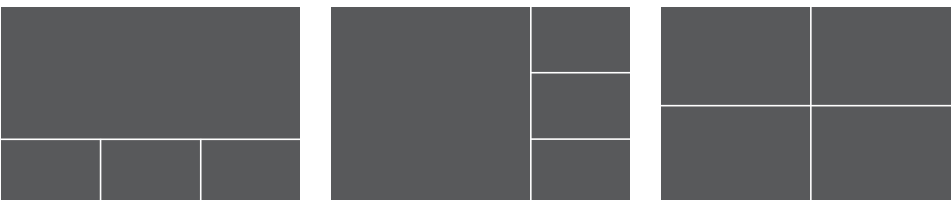
2



3



4



1 One Image

When using one image, the image must be represented in these same proportions and must occupy all of the space demonstrated.

2 Two Images

The image area may be divided proportionally into 1/3 & 2/3 or two equal sections horizontally.

3 Three Images

Image area can be divided proportionally into 1/3 & 2/3 or horizontal sections.

4 Four Images

The image area can be divided into quarters, four equal image sections. Or, one photo can dominate the image space. Alternatively the side or bottom can be divided into 3 images.

Space Between Images

Space between images should be measured at 1pt white.

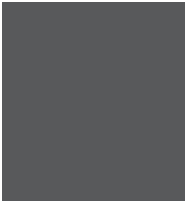
Using Portrait Image Areas

To demonstrate the makeup of the different sizes and shapes of the signboard templates, an image area has been used to show the proportion of the space devoted to images. Within each individual layout, each image area may be sub-divided for multiple images as required.

The number of images used for one property should preferably not exceed four images in total, to maintain balanced proportions.

Note: the depth of the image section can be increased/decreased to accommodate different proportions of images and copy. However the minimum proportion for images/copy is 2/3 image and 1/3 copy for all pictorial signboards.

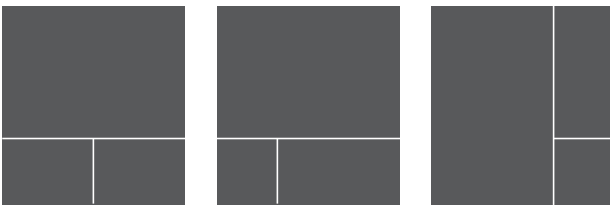
1



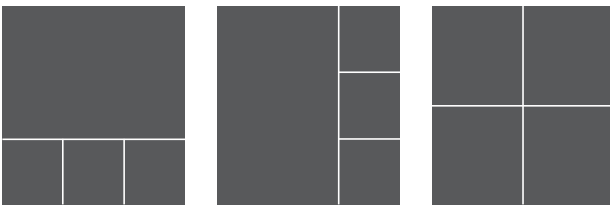
2



3



4



1 One Image

When using one image, the image must be represented in these same proportions and must occupy all of the space demonstrated.

2 Two Images

The image area may be divided proportionally into 1/3 & 2/3 or two equal sections horizontally.

3 Three Images

Image area can be divided proportionally into 1/3 & 2/3 or horizontal sections.

4 Four Images

The image area can be divided into quarters, four equal image sections. Or, one photo can dominate the image space. Alternatively the side or bottom can be divided into 3 images.

Space Between Images

Space between images should be measured at 1pt white.

Header and Footer Panel

For all signboards, a red header and footer must be applied, as shown below.



1 **Header and Footer Panel - Photoboards & Text Only Boards**

- Header - 1180W x 310Hmm
Footer - 1180W x 85Hmm
Web Address - Meta Bold 126pt
- Header - 900W x 150Hmm
Footer - 900W x 40Hmm
Web Address - Meta Bold 60pt
- Header - 600W x 150Hmm
Footer - 600W x 40Hmm
Web Address - Meta Bold 60pt

2 **Header and Footer Panel - Horizontal Corflute Board (800 x 600)**

- Header - 800W x 195Hmm
Footer - 800W x 40Hmm
Elders Details - Meta Bold 55pt

3 **Header and Footer Panel - Portrait Corflute Board (600 x 900)**

- Header - 600W x 195Hmm
Footer - 600W x 40Hmm
Elders Details - Meta Bold 55pt

4 **Header and Footer Panel - Horizontal Directional Boards (590 x 440)**

- Header - 590W x 144Hmm
Footer - 590W x 30Hmm
Elders Details - Meta Bold 50pt

Details Options

There are many different elements which can be included in the details section of the text in a signboard. The details text consists of;

- Method of sale
- Icons
- Property details headline
- Web ID
- Property details/body copy
- Auction day and time
- RLA number
- Office phone number
- Agent details (with and without photo)
- Office details

Note: A method of substitution is used to fit in different information. For example, if the auction day and time must be displayed, some body copy, or the open information will need to be removed (see 4.5.3 Inspection, Auction and Web ID/RLA details).

This substitution method should be used for all signboards. Substitutions and additions are interchangeable.

1

For Sale

Property Details Headline
Web Id: 00000 | RLA000000

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus commodo sagittis congue. Pellentesque fringilla congue nibh, quis elementum tortor mollis eu. Nullam dapibus vulputate interdum. Phasellus in dui lorem, et placerat libero. In sagittis purus nec sapien iaculis a fermentum leo adipiscing. In eu mauris id lacus imperdiet tempor.

Open Days | 00.00am - 0.00pm Day/s and Date/s



8000 0000

Agent name
Mobile 0400 000 000
Elders Location
00 Street Name
Suburb 0000



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For Lease

Property Details Headline
Web Id: 00000 | RLA000000

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus commodo sagittis congue. Pellentesque fringilla congue nibh, quis elementum tortor mollis eu. Nullam dapibus vulputate interdum. Phasellus in dui lorem, et placerat libero. In sagittis purus nec sapien iaculis a fermentum leo adipiscing. In eu mauris id lacus imperdiet tempor.

Open Days | 00.00am - 0.00pm Day/s and Date/s



8000 0000

Agent name
Mobile 0400 000 000
Elders Location
00 Street Name
Suburb 0000



elderslocation.com.au

Auction

Auction Date, Time and Venue

Property Details Headline
Web Id: 00000 | RLA000000

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus commodo sagittis congue. Pellentesque fringilla congue nibh, quis elementum tortor mollis eu. Nullam dapibus vulputate interdum. Phasellus in dui lorem, et placerat libero. In sagittis purus nec sapien iaculis a fermentum leo adipiscing. In eu mauris id lacus imperdiet tempor.

Open Days | 00.00am - 0.00pm Day/s and Date/s



8000 0000

Agent name
Mobile 0400 000 000
Elders Location
00 Street Name
Suburb 0000



elderslocation.com.au

1

For Sale For Lease or Auction details - The method of sale is to be placed in the top left hand corner.

Agent Contact Details

Agents have the option of including a profile photo on their vendor-paid pictorial signboards. Details of how to include this photo are below;

1

For Sale

Property Details Headline
 Web Id: 00000 | RLA000000

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus commodo sagittis congue. Pellentesque fringilla congue nibh, quis elementum tortor mollis eu. Nullam dapibus vulputate interdum. Phasellus in dui lorem, et placerat libero. In sagittis purus nec sapien iaculis a fermentum leo adipiscing. In eu mauris id lacus imperdiet tempor.

Open Days | 00.00am - 0.00pm Day/s and Date/s

8000 0000

Agent name
 Mobile 0400 000 000
 Elders Location
 00 Street Name
 Suburb 0000

elderslocation.com.au

2

For Sale

Property Details Headline
 Web Id: 00000 | RLA000000

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus commodo sagittis congue. Pellentesque fringilla congue nibh, quis elementum tortor mollis eu. Nullam dapibus vulputate interdum. Phasellus in dui lorem, et placerat libero. In sagittis purus nec sapien iaculis a fermentum leo adipiscing. In eu mauris id lacus imperdiet tempor.

Open Days | 00.00am - 0.00pm Day/s and Date/s

8000 0000

Agent name
 Mobile 0400 000 000
 Elders Location
 00 Street Name
 Suburb 0000

elderslocation.com.au

3

For Sale

Property Details Headline
 Web Id: 00000 | RLA000000

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus commodo sagittis congue. Pellentesque fringilla congue nibh, quis elementum tortor mollis eu. Nullam dapibus vulputate interdum. Phasellus in dui lorem, et placerat libero. In sagittis purus nec sapien iaculis a fermentum leo adipiscing. In eu mauris id lacus imperdiet tempor.

Open Days | 00.00am - 0.00pm Day/s and Date/s

8000 0000

Agent name	Agent name
Mobile 0400 000 000	Mobile 0400 000 000
Elders Location	Elders Location
00 Street Name	00 Street Name
Suburb 0000	Suburb 0000

elderslocation.com.au

- 1 **1 Agent with photo** - Photo is positioned to the right of the contact details. All contact details must be placed below the line.
- 2 **1 Agent without photo** - The text moves to the right hand side. All contact details must be placed below the line.
- 3 **2 Agents (no photos)** - When the contact details for two agents is required on the sign, there are to be no agent photos. All contact details must be placed below the line.

1

For Sale

Property Details Headline
 Web Id: 00000 | RLA000000

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus commodo sagittis congue. Pellentesque fringilla congue nibh, quis elementum tortor mollis eu. Nullam dapibus vulputate interdum. Phasellus in dui lorem, et placerat libero. In sagittis purus nec sapien iaculis a fermentum leo adipiscing. In eu mauris id lacus imperdiet tempor.

Open Days | 00.00am - 0.00pm Day/s and Date/s



8000 0000

Agent name
 Mobile 0400 000 000
 Elders Location
 00 Street Name
 Suburb 0000



elderslocation.com.au

2

For Sale

Property Details Headline
 Web Id: 00000 | RLA000000

- Lorem ipsum dolor sit amet, consectetur
- Adipiscing elit phasellus commodo sagittis
- Congue pellentesque fringilla congue nibh
- Quis elementum tortor mollis eu nullam

Open Days | 00.00am - 0.00pm Day/s and Date/s



- Dapibus vulputate interdum phasellus in dui
- Lorem, et placerat libero in sagittis purus nec
- Sapien iaculis a fermentum leo adipiscing in
- Eu mauris id lacus imperdiet tempor

8000 0000

Agent name
 Mobile 0400 000 000
 Elders Location
 00 Street Name
 Suburb 0000



elderslocation.com.au

There are two formatting options for signboards; free-flowing text and dot points.

- 1 **Free Flowing Text** - Must be left aligned
- 2 **Dot Points** - Dot points can either be 1 or 2 columns wide.

Photoboard Option 1

The size of this photoboard is 900 x 1200mm.

Photoboards are to include all relevant content elements numbered 1 to 13.

Example not to scale.



- 1 **Header Panel** - Depth of header 200mm. See section 4.4
- 2 **Image Area** - 900W x 520Hmm. Apply property photo/s. See section 4.2
- 3 **Method of Sale** - Meta Medium 266pt, Elders red
- 4 **Property Details Headline** - Meta Bold 48pt, black
- 5 **Web Identification/RLA Number** - Meta Bold 48pt on 58pt leading, Elders red
- 6 **Property Details** - Meta Normal 48pt on 58pt leading, black. 6mm space above paragraph
- 7 **Open Day/s & Time/s** - Meta Bold 48pt on 58pt leading, black. 6mm space above
- 8 **Divisional Rule** - 2.5pt, black
- 9 **Office Phone** - Meta Bold 133pt, black
- 10 **Footer Panel & Elders Location Web Address** - Depth of footer 53.5mm. Meta Bold 80pt, white. See section 4.4
- 11 **Property Feature Icons** - See section 1.7
- 12 **Agent & Elders Location Details** - Meta Bold 48pt on 58pt leading, black
- 13 **Left and Right Margins** - Width 80mm

Photoboard Option 1

The size of this photoboard is 900 x 1200mm.

Photoboards are to include all relevant content elements numbered 1 to 15.

Example not to scale.



- 1 **Header Panel** - Depth of header 200mm. See section 4.4
- 2 **Image Area** - 900W x 520Hmm. Apply property photo/s. See section 4.2
- 3 **Auction** - Meta Medium 266pt, Elders red
- 4 **Auction Date, Time and Venue** - Meta Bold 66pt, black
- 5 **Property Details Headline** - Meta Bold 48pt, black
- 6 **Web Identification/RLA Number** - Meta Bold 48pt on 58pt leading, Elders red
- 7 **Property Details** - Meta Normal 48pt on 58pt leading, black. 6mm space above paragraph
- 8 **Open Day/s & Time/s** - Meta Bold 48pt on 58pt leading, black. 6mm space above
- 9 **Divisional Rule** - 2.5pt, black
- 10 **Office Phone** - Meta Bold 133pt, black
- 11 **Footer Panel & Elders Location Web Address** - Depth of footer 53.5mm. Meta Bold 80pt, white. See section 4.4
- 12 **Property Feature Icons** - See section 1.7
- 13 **Agent & Elders Location Details** - Meta Bold 48pt on 58pt leading, black
- 14 **Agent Photo** - Photo size 110 x 110mm. 4 colour process
- 15 **Left and Right Margins** - Width 80mm
- 16 **For Sale Oversticker** - 490W x 146Hmm (plus 10mm bleed on left edge). This is applied over 'Auction' and Auction date, time and venue if the property is passed in at Auction.

Photoboard Option 2

The size of this photoboard is 900 x 900mm.

Photoboards are to include all relevant content elements numbered 1 to 14.

Example not to scale.



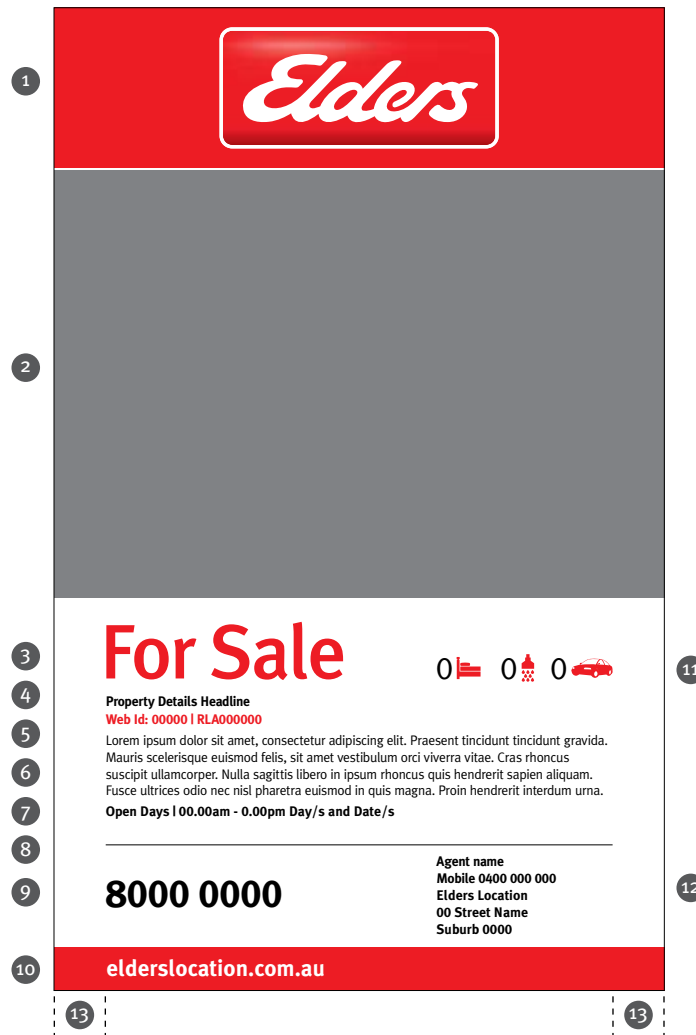
- 1 **Header Panel** - Depth of header 150mm. See section 4.4
- 2 **Image Area** - 900W x 390Hmm. Apply property photo/s. See section 4.2
- 3 **Method of Sale** - Meta Medium 200pt, Elders red
- 4 **Property Details Headline** - Meta Bold 36pt, black
- 5 **Web Identification/RLA Number** - Meta Bold 36pt on 44pt leading, Elders red
- 6 **Property Details** - Meta Normal 36pt on 44pt leading, black. 4mm space above paragraph
- 7 **Open Day/s & Time/s** - Meta Bold 36pt on 44pt leading, black. 4mm space above
- 8 **Divisional Rule** - 2pt, black
- 9 **Office Phone** - Meta Bold 100pt, black
- 10 **Footer Panel & Elders Location Web Address** - Depth of footer 40mm. Meta Bold 60pt, white. See section 4.4
- 11 **Property Feature Icons** - See section 1.7
- 12 **Agent & Elders Location Details** - Meta Bold 36pt on 44pt leading, black
- 13 **Agent Photo** - Photo size 82 x 82mm. 4 colour process
- 14 **Left and Right Margins** - Width 80mm

Photoboard Option 3

The size of this photoboard is 1180 x 1900mm.

Photoboards are to include all relevant content elements numbered 1 to 13.

Example not to scale.



- 1 **Header Panel** - Depth of header 310mm. See section 4.4
- 2 **Image Area** - 1180W x 826Hmm. Apply property photo/s. See section 4.2
- 3 **Method of Sale** - Meta Medium 422pt, Elders red
- 4 **Property Details Headline** - Meta Bold 76pt, black
- 5 **Web Identification/RLA Number** - Meta Bold 76pt on 92pt leading, Elders red
- 6 **Property Details** - Meta Normal 76pt on 92pt leading, black. 8mm space above paragraph
- 7 **Open Day/s & Time/s** - Meta Bold 76pt on 92pt leading, black. 8mm space above
- 8 **Divisional Rule** - 4pt, black
- 9 **Office Phone** - Meta Bold 215pt, black
- 10 **Footer Panel & Elders Location Web Address** - Depth of footer 85mm. Meta Bold 126pt, white. See section 4.4
- 11 **Property Feature Icons** - See section 1.7
- 12 **Agent & Elders Location Details** - Meta Bold 76pt on 92pt leading, black
- 13 **Left and Right Margins** - Width 100mm

Photoboard Option 3

The size of this photoboard is 1220 x 2400mm.

Photoboards are to include all relevant content elements numbered 1 to 13.

Example not to scale.



- 1 **Header Panel** - Depth of header 310mm. See section 4.4
- 2 **Image Area** - 1220W x 1326Hmm. Apply property photo/s. See section 4.3
- 3 **Method of Sale** - Meta Medium 422pt, Elders red
- 4 **Property Details Headline** - Meta Bold 76pt, black
- 5 **Web Identification/RLA Number** - Meta Bold 76pt on 92pt leading, Elders red
- 6 **Property Details** - Meta Normal 76pt on 92pt leading, black. 8mm space above paragraph
- 7 **Open Day/s & Time/s** - Meta Bold 76pt on 92pt leading, black. 8mm space above
- 8 **Divisional Rule** - 4pt, black
- 9 **Office Phone** - Meta Bold 215pt, black
- 10 **Footer Panel & Elders Location Web Address** - Depth of footer 85mm. Meta Bold 126pt, white. See section 4.4
- 11 **Property Feature Icons** - See section 1.7
- 12 **Agent & Elders Location Details** - Meta Bold 76pt on 92pt leading, black
- 13 **Left and Right Margins** - Width 100mm

Photoboard Option 4

The size of this photoboard is 900 x 600mm.

Photoboards are to include all relevant content elements numbered 1 to 14.

Example not to scale.



- 1 **Header Panel** - Depth of header 150mm. See section 4.4
- 2 **Method of Sale** - Meta Medium 200pt, Elders red
- 3 **Property Details Headline** - Meta Bold 36pt, black
- 4 **Property Feature Icons** - See section 1.7
- 5 **Web Identification/RLA Number** - Meta Bold 36pt on 44pt leading, Elders red
- 6 **Property Details** - Meta Normal 36pt on 44pt leading, black. 4mm space above paragraph
- 7 **Open Day/s & Time/s** - Meta Bold 36pt on 44pt leading, black. 4mm space above
- 8 **Divisional Rule** - 2pt, black
- 9 **Office Phone** - Meta Bold 100pt, black
- 10 **Footer Panel & Elders Location Web Address** - Depth of footer 40mm. Meta Bold 60pt, white. See section 4.4
- 11 **Agent & Elders Location Details** - Meta Bold 36pt on 44pt leading, black
- 12 **Agent Photo** - Photo size 82 x 82mm. 4 colour process
- 13 **Image Area** - 450W x 403Hmm. Apply property photo/s. See section 4.2
- 14 **Left and Right Margins** - Width 30mm

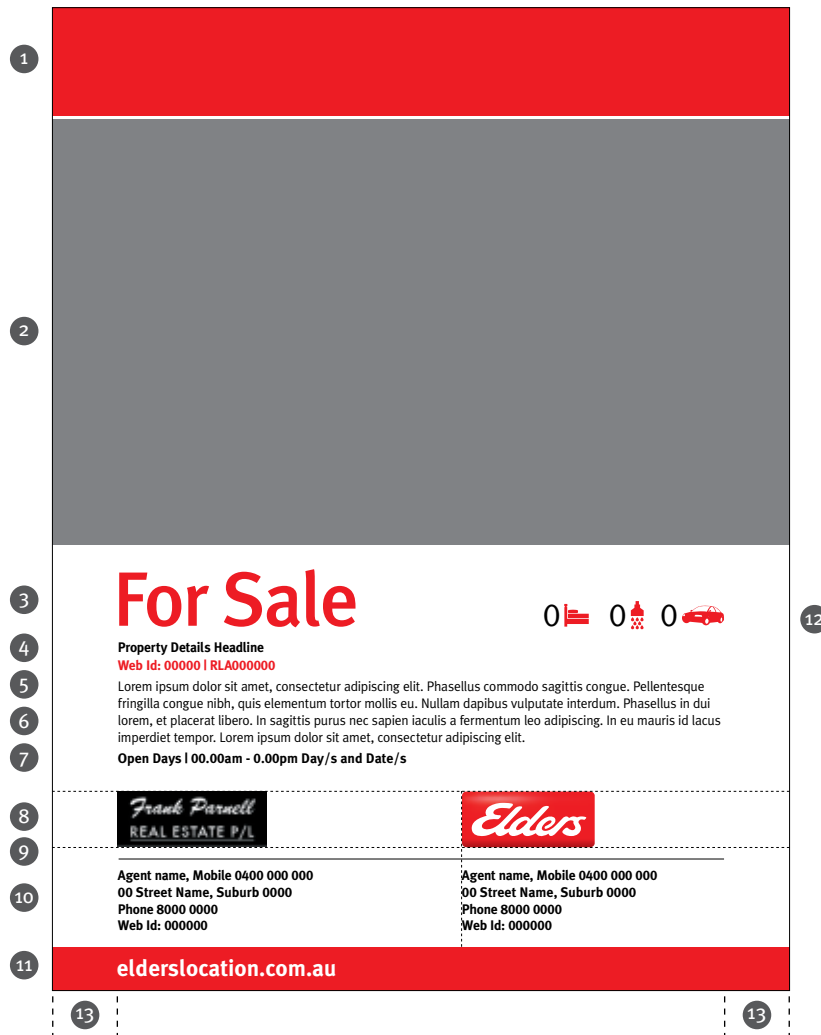
Signboards Photoboard Option 6 - 900 x 1200mm (Co-branding) 4.12

Photoboard Option 5 (Co-branding)

The size of this photoboard is 900 x 1200mm.

Photoboards are to include all relevant content elements numbered 1 to 13.

Example not to scale.



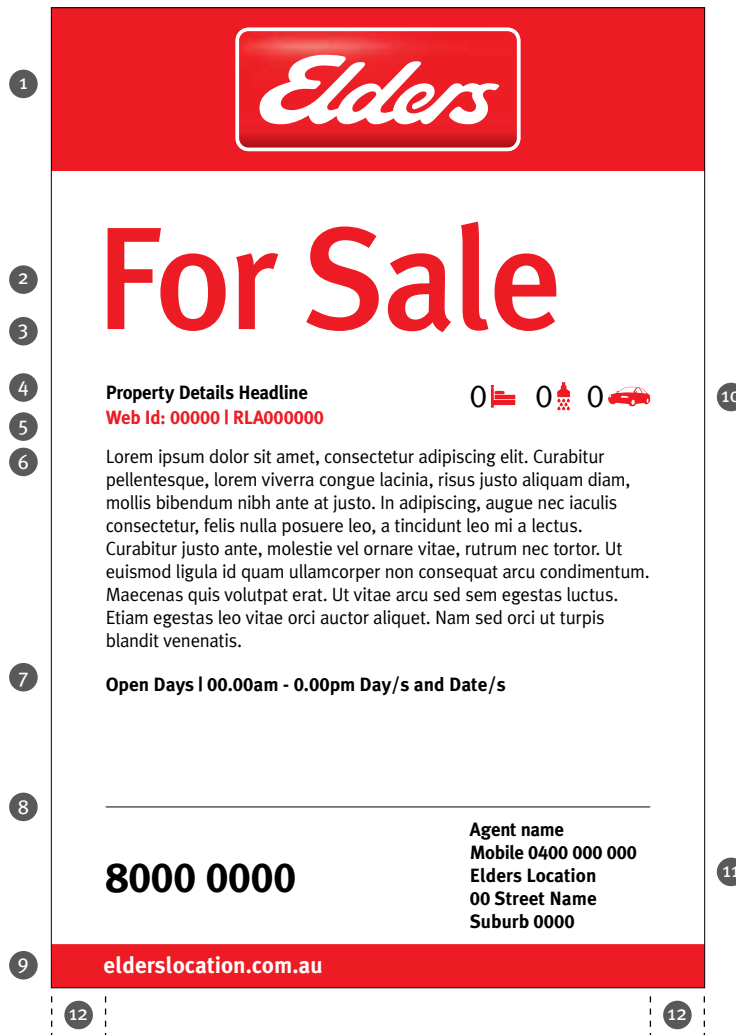
- 1 **Header Panel** - Depth of header 132mm.
- 2 **Image Area** - 900W x 520Hmm. Apply property photo/s. See section 4.2
- 3 **Method of Sale** - Meta Medium 266pt, Elders red
- 4 **Property Details Headline** - Meta Bold 48pt, black
- 5 **Web Identification/RLA Number** - Meta Bold 48pt on 58pt leading, Elders red
- 6 **Property Details** - Meta Normal 48pt on 58pt leading, black. 6mm space above paragraph
- 7 **Open Day/s & Time/s** - Meta Bold 48pt on 58pt leading, black. 6mm space above
- 8 **2 Agency Logos** - Logos must not exceed 68mm in height. Must be horizontally aligned, top and bottom. Elders logo and details to sit 500mm from left hand edge of sign.
- 9 **Divisional Rule** - 2.5pt, black
- 10 **Agents' Details** - Meta Bold 48pt on 58pt leading, black
- 11 **Footer Panel & Elders Location Web Address** - Depth of footer 53.5mm. Meta Bold 80pt, white. See section 4.4
- 12 **Property Feature Icons** - See section 1.7
- 13 **Left and Right Margins** - Width 80mm

Text Only Board Option 1

The size of this text only board is 600 x 900mm.

Text only boards are to include all relevant content elements numbered 1 to 12.

Example not to scale.



- 1 **Header Panel** - Depth of header 150mm. See section 4.4
- 2 **Method of Sale** - Meta Medium 38opt, Elders red
- 3 **Property Details Headline** - Meta Bold 50pt, black
- 4 **Web Identification/RLA Number** - Meta Bold 50pt on 60pt leading, Elders red
- 5 **Property Details** - Meta Normal 50pt on 60pt leading, black. 15mm space above paragraph
- 6 **Open Day/s & Time/s** - Meta Bold 50pt on 60pt leading, black. 15mm space above
- 7 **Divisional Rule** - 2pt, black
- 8 **Office Phone** - Meta Bold 110pt, black
- 9 **Footer Panel & Elders Location Web Address** - Depth of footer 40mm. Meta Bold 60pt, white. See section 4.4
- 10 **Property Feature Icons** - See section 1.7
- 11 **Agent & Elders Location Details** - Meta Bold 50pt on 60pt leading, black
- 12 **Left and Right Margins** - Width 50mm

Text Only Board Option 2

The size of this text only board is 900 x 600mm.

Text only boards are to include all relevant content elements numbered 1 to 13.

Example not to scale.



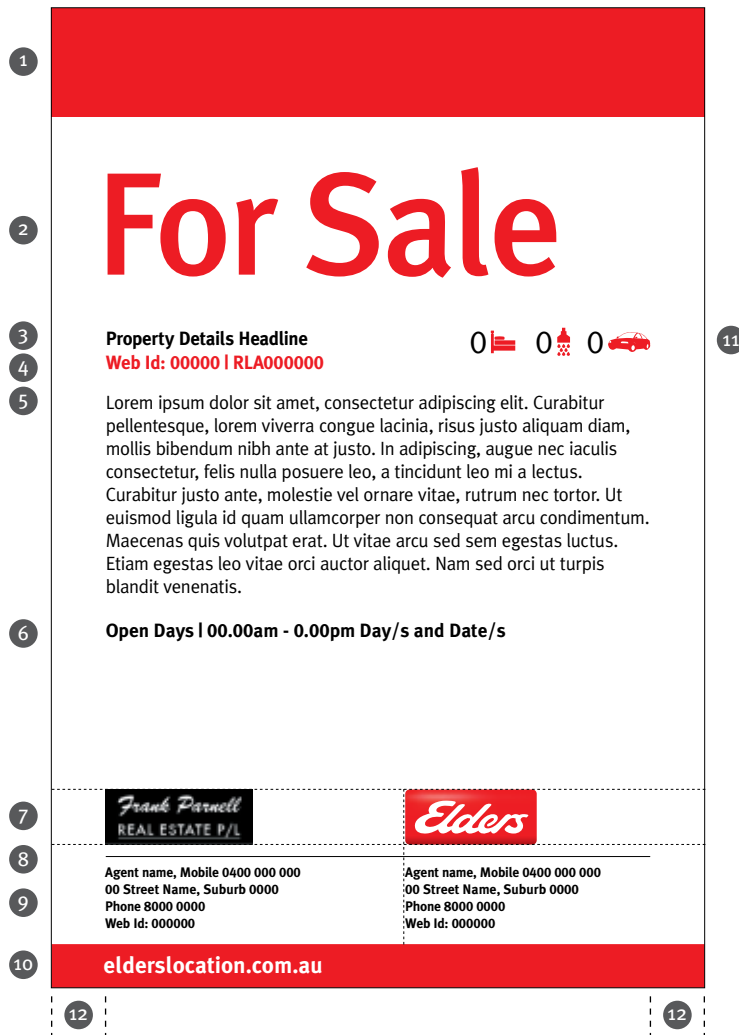
- 1 **Header Panel** - Depth of header 150mm. See section 4.4
- 2 **Method of Sale** - Meta Medium 38opt, Elders red
- 3 **Property Details Headline** - Meta Bold 50pt, black
- 4 **Web Identification/RLA Number** - Meta Bold 50pt on 60pt leading, Elders red
- 5 **Property Details** - Meta Normal 50pt on 60pt leading, black. 6mm space above paragraph
- 6 **Open Day/s & Time/s** - Meta Bold 50pt on 60pt leading, black. 6mm space above
- 7 **Divisional Rule** - 2pt, black
- 8 **Office Phone** - Meta Bold 110pt, black
- 9 **Footer Panel & Elders Location Web Address** - Depth of footer 40mm. Meta Bold 60pt, white. See section 4.4
- 10 **Property Feature Icons** - See section 1.7
- 11 **Agent & Elders Location Details** - Meta Bold 50pt on 60pt leading, black
- 12 **Agent Photo** - Photo size 112 x 112mm. 4 colour process
- 13 **Left and Right Margins** - Width 50mm

Text Only Board Option 3 (Co-branding)

The size of this text only board is 900 x 600mm.

Text only boards are to include all relevant content elements numbered 1 to 12.

Example not to scale.



- 1 **Header Panel** - Depth of header 100mm.
- 2 **Method of Sale** - Meta Medium 38opt, Elders red
- 3 **Property Details Headline** - Meta Bold 50pt, black
- 4 **Web Identification/RLA Number** - Meta Bold 50pt on 60pt leading, Elders red
- 5 **Property Details** - Meta Normal 50pt on 60pt leading, black. 15mm space above paragraph
- 6 **Open Day/s & Time/s** - Meta Bold 50pt on 60pt leading, black. 15mm space above
- 7 **Logo of 2 Agencies** - Logos must not exceed 51mm in height. Must be horizontally aligned, top and bottom. Elders logo and details to sit 325mm from left hand edge of sign.
- 8 **Divisional Rule** - 2pt, black
- 9 **Agents' Details** - Meta Bold 50pt on 60pt leading, black
- 10 **Property Feature Icons** - See section 1.7
- 11 **Footer Panel & Elders Location Web Address** - Depth of footer 40mm. Meta Bold 60pt, white. See section 4.4
- 12 **Left and Right Margins** - Width 50mm

Corflute Board Option 1

The size of this corflute board is 800 x 600mm.

Horizontal corflute boards are to include all relevant content elements numbered 1 to 6.

Example not to scale.



- 1 **Header Panel** - Depth of header 195mm. See section 4.4
- 2 **Method of Sale** - Meta Medium 45opt, 80% black
- 3 **Contact** - Meta Normal 100pt, black
- 4 **Contact Number** - Meta Bold 155pt on 150pt leading, black
- 5 **Elders Location Web Address** - Meta Normal 100pt on 110pt leading, black
- 6 **Footer Panel & Elders Location Details** - Depth of footer 40mm. Meta Bold 50pt, white. See section 4.4
- 7 **Agent's Name & Contact (Optional)** - The Agent's name and contact number can be added to the sign as a sticker in Meta Bold 60pt text. The sticker height is 30mm, the width can vary depending on the length of the Agent's name and contact number.

Corflute Board Option 2

The size of this corflute board is 600 x 900mm.

Portrait corflute boards are to include all relevant content elements numbered 1 to 7.

Example not to scale.



- 1 **Header Panel** - Depth of header 195mm. See section 4.4
- 2 **Method of Sale** - Meta Medium 45opt, 80% black
- 3 **Contact** - Meta Normal 100pt, black
- 4 **Contact Number** - Meta Bold 155pt on 170pt leading, black
- 5 **Elders Location Web Address** - Meta Normal 100pt on 130pt leading, black
- 6 **Footer Panel & Elders Location Details** - Depth of footer 40mm. Meta Bold 55pt, white. See section 4.4
- 7 **Left Margin** - Width 60mm
- 8 **Agent's Name & Contact (Optional)** - The Agent's name and contact number can be added to the sign as a sticker in Meta Bold 60pt text. The sticker height is 30mm, the width can vary depending on the length of the Agent's name and contact number.

Directional Board Option 1

The size of this directional board is 590 x 440mm.

Pointer boards are to include all relevant content elements numbered 1 to 5.

Example not to scale.



- 1 **Header Panel** - Depth of header 144mm. See section 4.4
- 2 **Text (For Sale/Auction/For Lease/Land Sale/Rental Inspection)**- Meta Medium 24opt, 80% black
- 3 **Right Arrow** - 100W x 152Hmm, Elders red
- 4 **Footer Panel & Web Address** - Depth of footer 30mm. Meta Bold 50pt, white. See section 4.4
- 5 **Left & Right Margins** - Width 36mm

Directional Board Option 2

The size of this directional board is 600 x 900mm.

Photoboards are to include all relevant content elements numbered 1 to 6.

Example not to scale.



- 1 **Header Panel** - Depth of header 195mm.
See section 4.4
- 2 **Left Arrow** - 107W x 163Hmm, Elders red
- 3 **Open for Inspection** - Meta Medium
256pt, 80% black
- 4 **Elders Web Address** - Meta Bold 110pt,
black
- 5 **Footer Panel** - Depth of footer 40mm.
See section 4.4
- 6 **Left & Right Margins** - Width 35mm

Stickers

A range of sticker templates are available for your local supplier, otherwise you can purchase pre-printed stickers from Corporate Express.

The signboard sticker sizes are 350 x 125mm and 700 x 250 and are rectangular in shape.

They feature wording including:

- Sold
- Sold by Elders
- Leased
- Under Contract
- More Properties Wanted

1



2



1 **350 x 125 Stickers**

Sold - Meta Bold 265pt

Sold by Elders - Meta Bold 110pt

Leased - Meta Bold 265pt

Under Contract - Meta Bold 155pt on 145pt leading

More Properties Wanted - Meta Bold 110pt on 110pt leading

2 **700 x 250 Stickers**

Sold - Meta Bold 530pt

Sold by Elders - Meta Bold 220pt

Leased - Meta Bold 530pt

Under Contract - Meta Bold 310pt on 290pt leading

More Properties Wanted - Meta Bold 220pt on 220pt leading



- 1 **Application to Photoboard** - Position the sticker over the centre of the image area of the sign at approx 25°
- 2 **Application to Text Only Board** - Position the sticker over the centre of the sign at approx 25°

Flags

Shown below are the approved Elders flag designs.

Example not to scale.

Artwork is available for your supplier.



Banners

Shown below are the approved Elders banner designs.

Example not to scale.

Artwork is available for your supplier.

