



Winchester
City Council

SPECIFICATION

Relating to

HACKNEY CARRIAGE / PRIVATE HIRE VEHICLE PERMANENT SIGNAGE INITIATIVE

February 2021

Licensing Department
Public Protection
Winchester City Council
City Offices
Colebrook Street
Winchester
SO23 9LJ

Hackney Carriage Vehicles (White)

All Hackney Carriage Vehicles in standard white colour must display the approved signage design with corresponding licence number; specimen shown below:

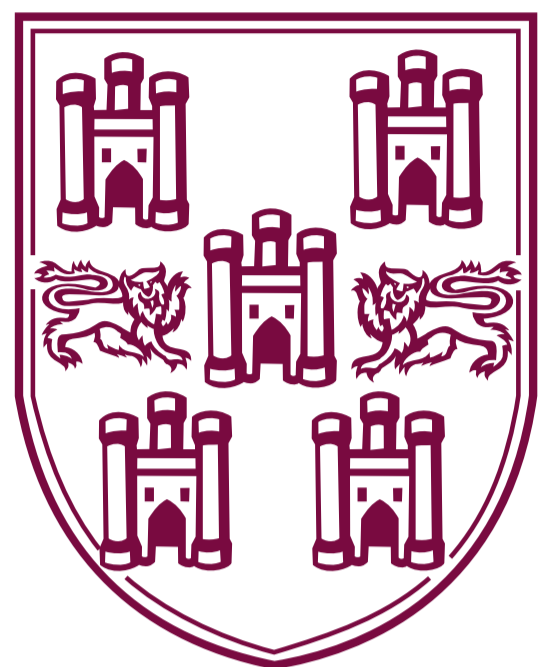


The specification of the signage is as follows:

- a) Contour cut vinyl 425 (w) x 230(h)mm
- b) Outlined font
- c) Colours - Pantone 216 (C13 M96 Y26 K52) or the closest available vinyl (Avery 702 Burgundy Red)

Signage must be professionally applied to the vehicle by the provider, not by the driver or vehicle proprietor. An itemised receipt must be provided to the driver or vehicle proprietor by the provider, and produced to the licensing authority on request.

Please see next page for print instructions, which may be provided to any provider of the driver or vehicle proprietor's choosing.



Winchester
City Council

LICENSED

TAXI

100

PRINT INSTRUCTIONS - DO NOT PRINT

HACKNEY CARRIAGES DOOR SIGNAGE

SCALE: 1:1 (100%)
PRINT ACTUAL SIZE: 425 (W) X 230(H)MM

CONTOUR CUT VINYL 425(W) X 230(H)MM
FONTS: FRUTIGER LT PRO BOLD CONVERTED TO OUTLINES
COLOURS: USE THE SAME VINYL COLOUR AS PREVIOUS
WCC VEHICLE GRAPHICS
702 AVERY BURGUNDY RED (REF FROM ASAP UK)
WCC HAVE REQUESTED CONTOUR CUT VINYL THROUGHOUT

Hackney Carriage Vehicles (Not White)

All Hackney Carriage Vehicles in any other colour than standard white colour must display the approved signage design with corresponding licence number; specimen shown below:

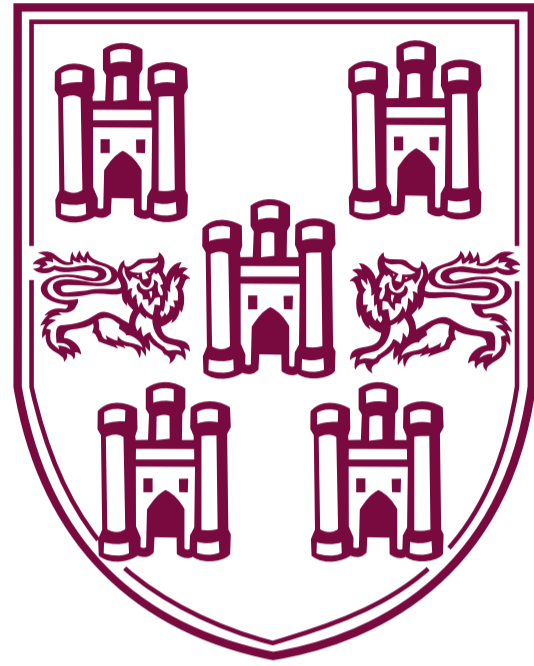


The specification of the signage is as follows:

- a) Self adhesive vinyl 475(w) x 276(h)mm on white background
- b) Gloss laminated
- c) Fonts used are Frutiger – outlines to be provided by the Council
- d) Colours - Pantone 216 (C13 M96 Y26 K52)

Signage must be professionally applied to the vehicle by the provider, not by the driver or vehicle proprietor. An itemised receipt must be provided to the driver or vehicle proprietor by the provider, and produced to the licensing authority on request.

Please see next page for print instructions, which may be provided to any provider of the driver or vehicle proprietor's choosing.



Winchester
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LICENSED

TAXI

100

PRINT INSTRUCTIONS - DO NOT PRINT

HACKNEY CARRIAGE - NON WHITE VEHICLE

CUT LINE

SCALE: 1:1 (100%)

PRINT ACTUAL SIZE: 475 (W) X 276(H)MM

SELF ADHESIVE VINYL 475 (W) X 276(H)MM

GLOSS LAMINATED

FONTS: FRUTIGER LT PRO BOLD CONVERTED TO OUTLINES

COLOURS: PANTONE 216 (C13 M96 Y26 K52),

Private Hire Vehicles

All Private Hire Vehicles, where there is no plate exemption certificate issued, must display the approved signage design with corresponding licence number; specimen shown below:

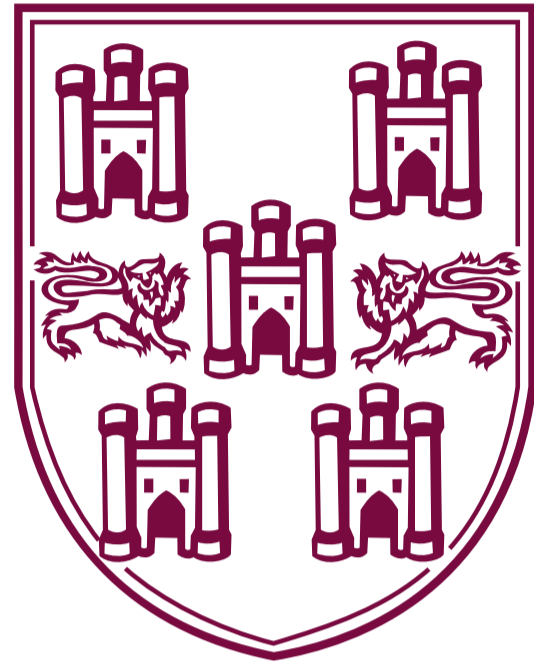


The specification of the signage is as follows:

- a) Self adhesive vinyl 480 (w) x 285(h)mm
- b) Gloss laminated
- c) Fonts used are Frutiger – outlines to be provided by the Council.
- d) Colours - Pantone 216 (C13 M96 Y26 K52), Pantone 654 (C100 M71 Y10 K47), Black (C0 M0 Y0 K100)

Signage must be professionally applied to the vehicle by the provider, not by the driver or vehicle proprietor. An itemised receipt must be provided to the driver or vehicle proprietor by the provider, and produced to the licensing authority on request.

Please see next page for print instructions, which may be provided to any provider of the driver or vehicle proprietor's choosing.



Winchester
City Council

**PRE-BOOKED ONLY
PRIVATE HIRE
100**

PRINT INSTRUCTIONS - DO NOT PRINT

PRIVATE HIRE DOOR SIGNAGE

CUT LINE

SCALE:

1:1 (100%)

PRINT ACTUAL SIZE: 480 (W) X 285(H)MM

SELF ADHESIVE VINYL 480 (W) X 285(H)MM

GLOSS LAMINATED

FONTS: FRUTIGER LT PRO BOLD CONVERTED TO OUTLINES

COLOURS: PANTONE 216 (C13 M96 Y26 K52),
PANTONE 654 (C100 M71 Y10 K47),
BLACK (C0 M0 Y0 K100)