Design Statement - ADV – HSBC HUDDERSFIELD 2 CLOTH HALL STREET
Document date 29/06/2016

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Site Address:
2 Cloth Hall Street
Huddersfield
West Yorkshire
HD1 2ES

1. Introduction:
The proposals can readily be broken-down into the following components which form the content of this application:

a. **Rebrand the branch from HSBC to HSBC UK**

2. Design Concept
The bank are currently undertaking a national programme whereby they are rebranding to HSBC UK. Therefore, branches nationwide will receive updated signage. It should be noted that this programme looks to solely replace existing signage for the equivalent with the new brand, no extra signage is to be installed. Where fascia boards are in poor condition these will be replaced like for like before a new fascia sign is installed.