



## Directional Signage Protocol

- The Edinburgh Trams Project will allow two directional business signs to be erected on fencing around tram work sites located in the West End of Edinburgh on a trial basis.
- Signage must:
  - measure no more than 1000mm wide x 650 mm high and be made of **windproof mesh** [see specification sheet attached]
  - have eyeleted holes in at least each corner of the sign with three equally spaced holes in horizontal rows at the top and bottom of the sign preferred – this is for ties to run through and attach the sign to fencing
  - be **approved by Edinburgh Trams**
  - be erected and removed by Edinburgh Trams – this will be done free of charge
  - contain **only directional information** such as an arrow or map, a company name and a company logo – due to construction regulations **it cannot contain promotional messages, offers or slogans** [again, more details are available on the specification sheet attached]
- All costs associated with the design and production of signage will be **paid for by the trader**
- All requests for signage will be considered, but it is envisaged that the service will only be open to businesses in the immediate vicinity of any tram works – i.e. those impacted directly by changes to pedestrian access
- Signage can only be displayed in the area close to your business
- We regret that Edinburgh Trams will not be responsible for the damage or loss of signage
- We anticipate that demand may outstrip supply for this service, so we propose that a particular sign will remain in place for around four weeks – at which point it may be removed and another business's signage will be erected in its place. All of the signs we remove will be stored safely with a view to putting them up again as soon as a location becomes available
- Space will be allocated on a first come first served basis
- Businesses will be allowed to provide up to **two pieces of signage**
- Edinburgh Trams reserves the right to remove signage at its absolute discretion
- **Signage erected on the fence-line that does not comply with this Directional Signage Protocol will be removed - this includes signage currently in place.**
- If you are responsible for any of this signage please remove it before 15<sup>th</sup> May. If it is still in place after this time it will be removed and returned to the relevant business.
- This arrangement may be amended or revoked by Edinburgh Trams at any time
- We are working on sourcing a list of suppliers who may offer preferential rates for this service. Please contact Caroline Trainer at the address below for more information on this.

### **Process for making signage requests**

Companies interested in making a directional signage request should complete the attached pro forma and email it to Caroline Trainer in the Edinburgh Trams communications team [caroline.trainer@edinburghtrams.com](mailto:caroline.trainer@edinburghtrams.com)

Caroline will discuss your requirements and advise you during the production of artwork. She will also arrange for artwork to be collected and erected free of charge on your behalf and will advise them when signage is taken down.

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