SIGNAGE MANUAL

Version 1.1 / 2026

LEO'S

INTRODUCTION

TABLE OF CONTENTS

INTRODUCTION	PAGE
About the manual	2
Colour palette	4
Typography	5
Pictograms	6

EXTERIOR SIGNAGE	PAGE
Facade sign	8
Facade sign, sizes	9
Flag sign	10
Flag sign, sizes	11
Flag sign	12
Flag sign, sizes	13
Flag sign	14
Flag sign, sizes	15

ENTRANCE	PAGE
Jungle Entrance	16
Jungle Entrance, example	17
Welcome sign	18
Welcome sign, sizes	19
Welcome sign	20
Welcome sign, sizes	21
Parking sign	22
Parking sign, variations	23

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INTRODUCTION

ABOUT OF THE MANUAL

This manual outlines the exterior signage standards for Leo's Lekland. Within this document, you will find specifications for various signage types, including facade and building branding, entrance signs, window vinyls, and wayfinding solutions.

The purpose of this manual is to ensure brand consistency across all locations while providing a comprehensive range of products tailored to different architectural needs.

All guidelines in this manual are based on the Leo's Brand Portal Visual Identity Guidelines.

INTRODUCTION

COLOUR PALETTE

Deep Jungle Green

HEX: #115740
CMYK: 80, 10, 60, 60
PMS: 343 C
RAL: 6005
NCS: S 6030-B90G

Jungle Green

HEX: #038B62
CMYK: 90, 10, 70, 30
PMS: 341 C
RAL: 6029
NCS: S 3060-G

Sunny Yellow

HEX: #FEDD00
CMYK: 0, 10, 90, 0
PMS: YELLOW C
RAL: 1018

INTRODUCTION

TYPOGRAPHY

As in most other communication, we use the typeface Gooper for all large scale signage communication.

Gooper

GOOPER SEMICONDENSED BLACK
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö

Gooper SemiCondensed Black is used mainly for headlines on informational signage.

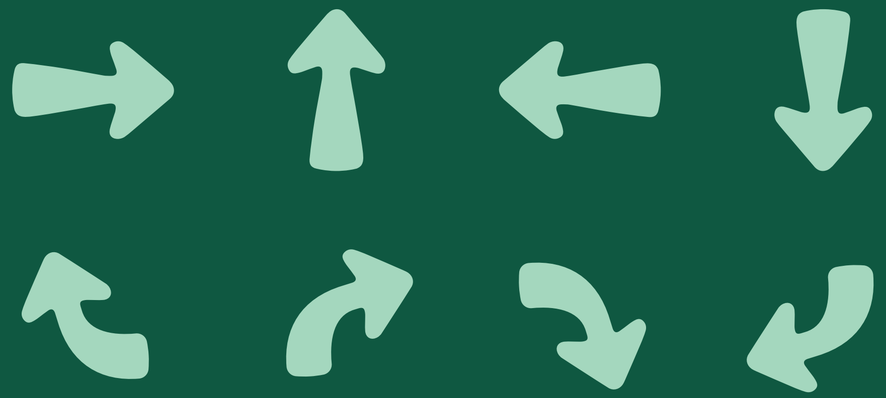
GOOPER MEDIUM
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö

Gooper Medium is best used for text content in signage.

INTRODUCTION

PICTOGRAMS

Arrows have been created based on the style of pictograms from the Visual Identity Guidelines. More pictograms can be added as needed.



Arrows for directional signage

Parking symbol

Alternate parking symbol

EXTERIOR SIGNAGE

EXTERIOR

IDENTITY
ENTRANCE
ORIENTATION

FACADE SIGN

The facade sign is often the first impression people have of the store. It helps to stand out, communicates the identity, and creates a connection before anyone walks through the door. More than just a name on a building, a well-designed sign turns an entrance into a memorable brand experience.

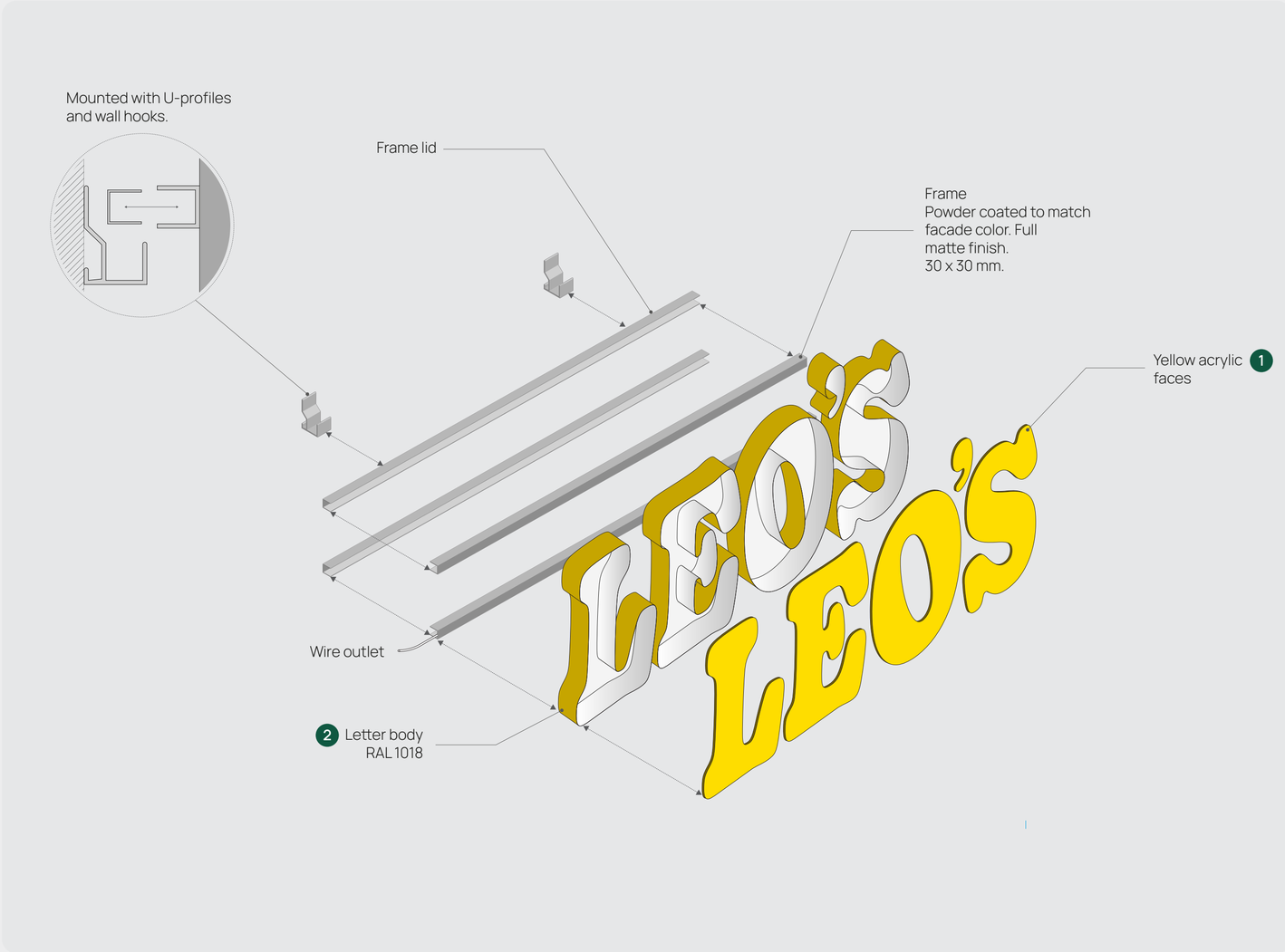
Dimensions
Varies depending on size and location

Illumination
Front lit.
6500 K

Installation
Wall-mounted on underlying aluminum rails that are painted in the color of the facade. Alternatively, against foiled background sheet.

Materials
1. Yellow acrylic faces
2. Returns in painted aluminium. RAL 1018

Reading distance
Ex: Capital letter height of 500 mm provides readability at 125 meters.



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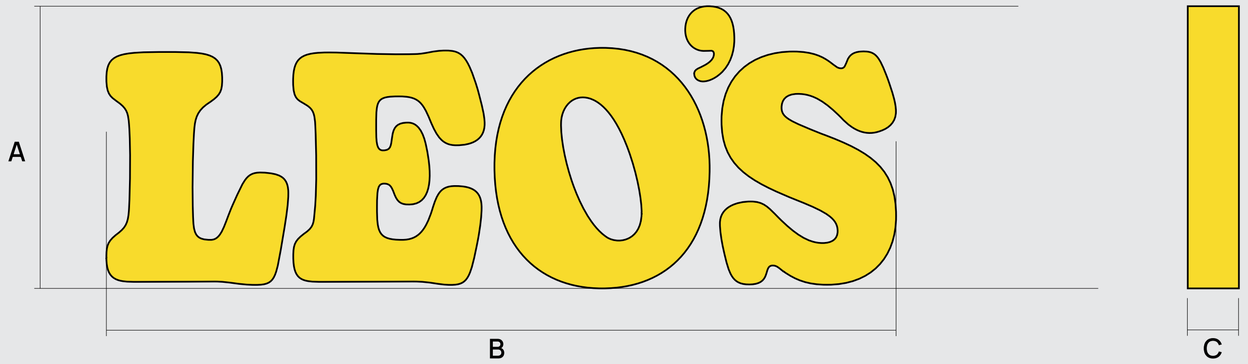
EXTERIOR

FACADE SIGN

IDENTITY
ENTRANCE
ORIENTATION



NAME	HEIGHT (A)	WIDTH (B)	DEPTH (A)
LEO_400	400 mm	X mm	X mm
LEO_500	500 mm	X mm	X mm
LEO_600	600 mm	X mm	X mm
LEO_700	700 mm	X mm	X mm
LEO_800	800 mm	X mm	X mm
LEO_900	900 mm	X mm	X mm

EXTERIOR

IDENTITY
ENTRANCE
ORIENTATION

FLAG SIGN 1

A flag sign extends the brands presence, making it visible from multiple angles and helping people find it more easily. It adds character, improves wayfinding, and creates a stronger connection between the business and its surroundings.

Dimensions
Varies depending on size and location

Illumination
Front lit.
6500 K

Installation
Wall-mounted with green painted wall brackets.

Materials
1. Yellow acrylic faces
2. Returns in painted aluminium. RAL 1018

Reading distance
Ex: Capital letter height of 500 mm provides readability at 125 meters.

EXTERIOR

FLAG SIGN 1

IDENTITY
ENTRANCE
ORIENTATION

NAME	HEIGHT (A)	WIDTH (B)	DEPTH (A)
LEO_DS_400	400 mm	X mm	X mm
LEO_DS_500	500 mm	X mm	X mm
LEO_DS_600	600 mm	X mm	X mm

EXTERIOR

- IDENTITY
- ENTRANCE
- ORIENTATION

FLAG SIGN 2

A flag sign extends the brands presence, making it visible from multiple angles and helping people find it more easily. It adds character, improves wayfinding, and creates a stronger connection between the business and its surroundings.

Dimensions
Varies depending on size and location

Illumination
Front lit.
6500 K

Installation
Wall-mounted with green painted wall brackets.

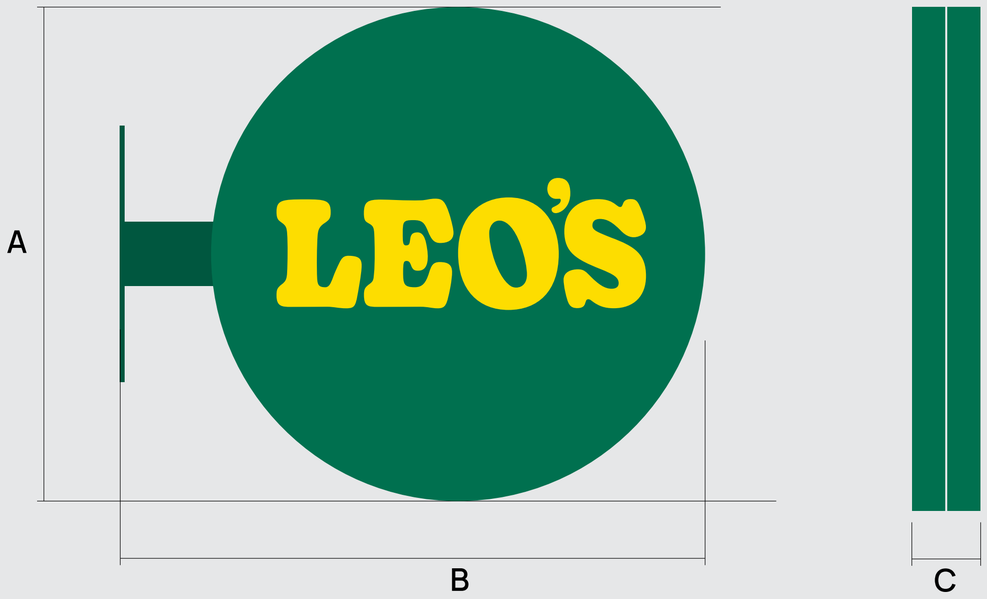
Materials
1. Yellow acrylic faces
2. Returns in painted aluminium. RAL 1018

Reading distance
Ex: Capital letter height of 500 mm provides readability at 125 meters.

EXTERIOR

FLAG SIGN 2

IDENTITY
ENTRANCE
ORIENTATION



NAME	HEIGHT (A)	WIDTH (B)	DEPTH (A)
LEO_DS_400	400 mm	400 mm	X mm
LEO_DS_500	500 mm	500 mm	X mm
LEO_DS_600	600 mm	600 mm	X mm

EXTERIOR

- IDENTITY
- ENTRANCE
- ORIENTATION

FLAG SIGN 3

A flag sign extends the brands presence, making it visible from multiple angles and helping people find it more easily. It adds character, improves wayfinding, and creates a stronger connection between the business and its surroundings.

Dimensions
Varies depending on size and location

Illumination
Front lit.
6500 K

Installation
Wall-mounted with green painted wall brackets.

Materials
1. Yellow acrylic faces
2. Returns in painted aluminium. RAL 1018

Reading distance
Ex: Capital letter height of 500 mm provides readability at 125 meters.

EXTERIOR

FLAG SIGN 3

IDENTITY
ENTRANCE
ORIENTATION

NAME	HEIGHT (A)	WIDTH (B)	DEPTH (A)
LEO_DS_400	400 mm	X mm	X mm
LEO_DS_500	500 mm	X mm	X mm
LEO_DS_600	600 mm	X mm	X mm

EXTERIOR

IDENTITY
ENTRANCE
ORIENTATION

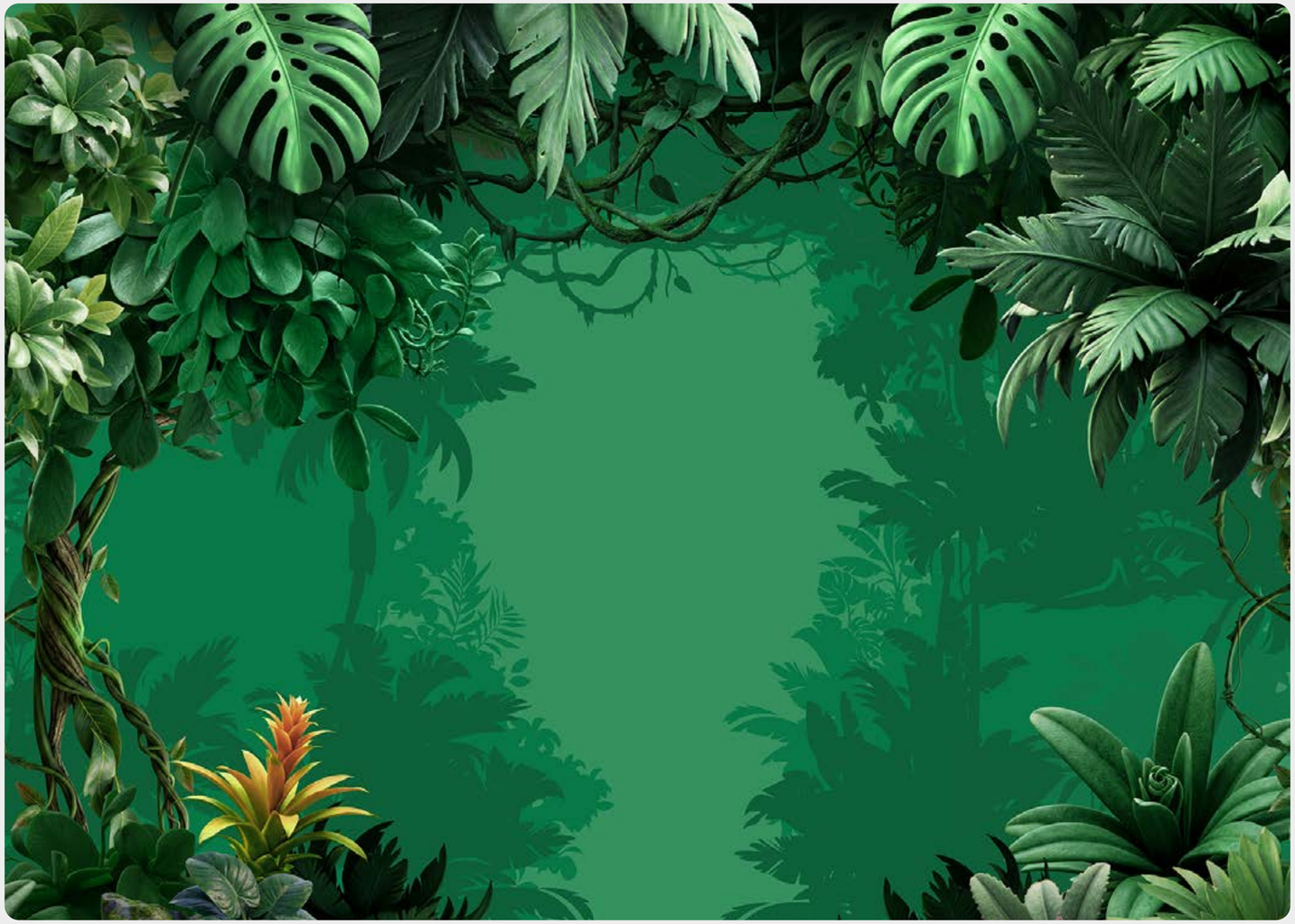
JUNGLE ENTRANCE

First impressions are important. We want the customers to feel a sense of anticipation and excitement even before they step inside.

The jungle is dynamic and can be adapted to each location. The elements can be rearranged and used in a variety of ways.

Dimensions
Varies depending on size and location

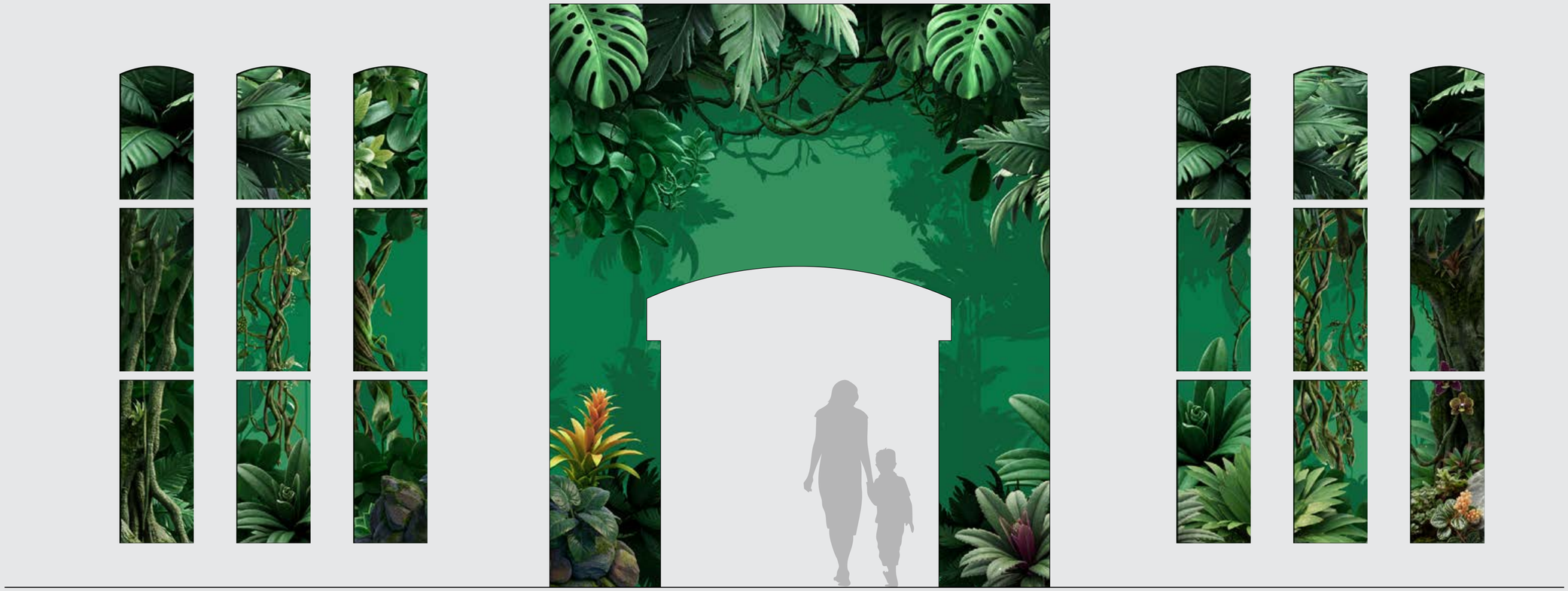
Materials
1. Vinyl on aluminium
2. Vinyl on glass



EXTERIOR

JUNGLE ENTRANCE

IDENTITY
ENTRANCE
ORIENTATION



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EXTERIOR

IDENTITY
ENTRANCE
ORIENTATION

WELCOME SIGN

Wayfinding signage is more than a functional tool—it's a key part of the overall experience. It helps people move through a space with confidence and ease while reinforcing the identity of the environment. Clarity improves accessibility.

Dimensions
Varies depending on size and location

Illumination
Front lit.
6500 K

Installation
Standing installation with green painted support.

Materials
1. Yellow acrylic faces
2. Returns in painted aluminium. RAL 1018

Reading distance
Ex: Capital letter height of 500 mm provides readability at 125 meters.

EXTERIOR

WELCOME SIGN

IDENTITY
ENTRANCE
ORIENTATION

NAME	HEIGHT (A)	WIDTH (B)	DEPTH (A)

EXTERIOR

IDENTITY
ENTRANCE
ORIENTATION

WELCOME SIGN

Wayfinding signage is more than a functional tool—it's a key part of the overall experience. It helps people move through a space with confidence and ease while reinforcing the identity of the environment. Clarity improves accessibility.

Dimensions
Varies depending on size and location

Illumination
Front lit.
6500 K

Installation
Standing installation with green painted support.

Materials
1. Yellow acrylic faces
2. Returns in painted aluminium. RAL 1018

Reading distance
Ex: Capital letter height of 500 mm provides readability at 125 meters.

EXTERIOR

- IDENTITY
- ENTRANCE
- ORIENTATION

WELCOME SIGN

NAME	HEIGHT (A)	WIDTH (B)	DEPTH (A)

EXTERIOR

- IDENTITY
- ENTRANCE
- ORIENTATION

PARKING SIGN

Wayfinding signage is more than a functional tool—it's a key part of the overall experience. It helps people move through a space with confidence and ease while reinforcing the identity of the environment. Clarity improves accessibility.

Dimensions
Varies depending on size and location

Illumination
Non illuminated

Installation
Standing installation with green painted support.

Materials
1. Yellow acrylic faces
2. Painted aluminium. RAL 1018

Reading distance
Ex: Capital letter height of 500 mm provides readability at 125 meters.

EXTERIOR

IDENTITY
ENTRANCE
ORIENTATION

PARKING SIGNS - VARIATIONS