

Roof Signs

A single roof sign shall be fitted to each taxi and meet the following conditions and specification:

Roof signs shall be kept clean and in good repair and at all times be securely mounted on the vehicle roof, with the main face showing the Council logo facing forward. The sign is to be positioned forward of the pillar between the front and rear doors, wherever possible. Vehicles with glass or fibreglass roofs or similar must attach the sign at the foremost point on the roof, where suitable magnetic adhesion is possible.

The proprietor shall provide a roof sign to the following specification: (unless the vehicle is a London Cab or other similar vehicle which was manufactured as a taxi and produced with a built in sign).

Saloon Cars, Minibuses, Galaxy's and similar:

The roof sign will have dimensions of:

60.5 centimetres long, 17.5 centimetres wide at the middle point. 11 centimetres high at the rear middle point and 3 centimetres high at the front middle point. These dimensions will not include any raised lip or edging. Reference should also be made to any illustrative art work, or model signs, provided by the Council to show the approved design. See enclosed photograph.

The roof sign shall be white in background colour. When lit, the sign must show red to the rear but not red to the front and sides.

The roof sign must be connected to the taximeter to be automatically controlled. The roof sign must be lit when the taximeter is not active and not lit when the taximeter is in use.

The front face of the roof sign shall show the words "**TAXI**", LICENSED BY followed by the West Berkshire Council Corporate Logo. The licence number shall be shown, within a circle, on both sides of this wording. TAXI shall be in capitals, in Ariel font and approximately 2.5 inches (65mm) in height. The circles shall be approximately 5.5 inches (135mm) in diameter and have the number cut out, 2.5 inches (45mm) high in Ariel font. The front face will not show anything else.

The words and the circles will be in Kelly Green (pantone 335c) See attached photograph.

Wheelchair Accessible Taxis

Vehicles with raised roofs which are licensed as wheelchair accessible taxis shall have a roof sign of the same dimensions and design as k) to n) above:

In the case of wheelchair accessible vehicles, the front face of the roof sign will show the words "**TAXI**" LICENSED BY followed by the West Berkshire Council Corporate Logo. The licence number shall be shown, within a circle, on the off side of the sign. The sign specification shall be that as o) above. The rear side of the sign will show a wheelchair logo in white on a blue background. The wheelchair logo will be in reflex blue. The logo shall be 4 inches (100mm) square.

The rear face of the roof sign on all vehicles shall show the licence number (once only) to the same specifications as on the front. The number may be positioned anywhere on the rear face at the discretion of the licensee. The licensee may use the remaining space for any reasonable use. Examples of reasonable use include the word "TAXI", the name of the proprietor and the telephone number of the proprietor. This text does not have to be green, (although the number does). All inappropriate or unauthorised signage will be required to be removed.

It may be necessary for some wheelchair accessible taxis to display the sign on the front bulkhead of the vehicle due to height restrictions. Other than this variation, there shall be no other variations from the specification.

In the event of the Council's Licensing Officers not being satisfied that a roof sign meets the specification, the conditions of the vehicle licence will be deemed to have been breached and the proprietor requested to remedy the defect. The licence holder of the vehicle may then be subject to a penalty within any point's scheme should one be in existence at the time and if not suitably rectified may have the sanction of law imposed.

Vehicles which are purchased as custom constructed taxis that have a sign provided by the manufacturer, which is not a sign fitted into the fabric of the vehicle, must comply with the above specification.

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