

UWE signage design guidelines

**UWE
Bristol** | University
of the
West of
England

U Students' Union
T Bristol Robotics Laboratory
T Future Space
Exhibition and Conference Centre

Wallscourt Farmhouse
Wallscourt Farmhouse Gym

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Introduction

In the Spring of 2016 a new brand was created and implemented for The Univervisity of the West of England (UWE).

With the emergence of the new UWE brand, there was a need and opportunity to unify and clarify an integrated signage system that incorporates and is inline with the new brand ethos.

The following pages give an overview for the design and specification of the new UWE signage scheme.

This document gives details for interior and exterior signage in their respective sections, with a gallery of already produced signage examples at the back of this guideline.

When creating new signage, always check (see contact reference page) to see if there is an existing template available. This will help to achieve consistency of delivery across all of our signage.

New signage (interior or exterior) should not be commissioned without the approval from the UWE facilities department (see contact page for details).

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Basic elements

UWE Logo

In almost all instances of signage (external and internal) the UWE logo appears at the top, either centred or ranged right and set onto a grey background.

To ensure that you use the correct version of the UWE logo, refer to the UWE brand guidelines.

For specific sizes and placement, please see the relevant pages that follow for further information.

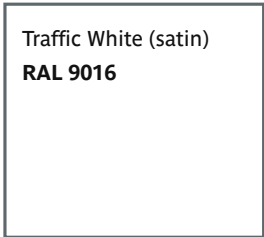


Colour

The 2 key colours for all UWE signage is Grey and White.

This has been implemented to help avoid a confusion of colour, improve legibility and imply a sense of consistency across all signage.

Colour finishes



Display panel colour



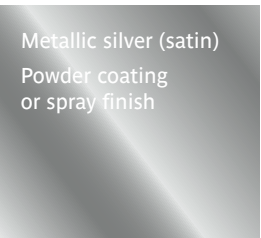
Lettering, arrows, pictograms and graphic information. Also background colour for destination panels



UWE brand mark when used on signage panels

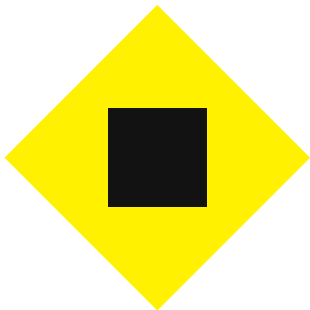


Parking symbol and blue elements on car park signs

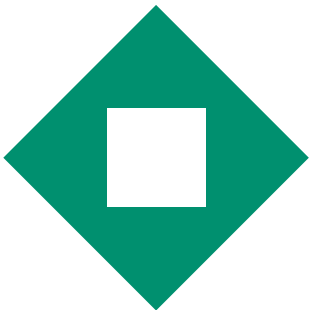


Signage panel construction finish (excluding display panel faces)

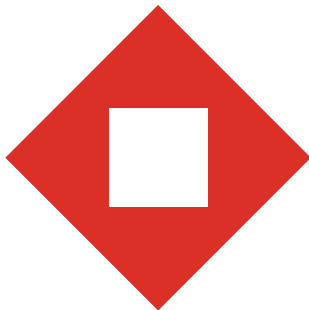
Statutory palette



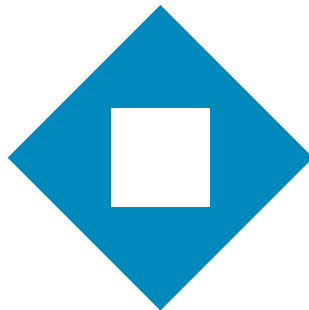
Caution
PMS Process Yellow
PMS Process Black



Fire
PMS 340 Green
High white



Prohibition
PMS 485
High white



Information
PMS Process Blue
High white

Material finish

Typeface

Signage at UWE is to be set exclusively in Parisine Pro (Regular/Bold)

As a general rule, information/direction text should be set in Parisine Pro Regular and Building names/titles/headings etc ... in Parisine Pro Bold.

Parisine Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Parisine Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Basic elements

Pictograms

Here is a selection of pictograms that are appropriate for use on UWE signage.

As further pictograms are required, always consult with the originators of the pictogram family (see contact page for details).



Male toilet



Female toilet



Gender neutral toilet



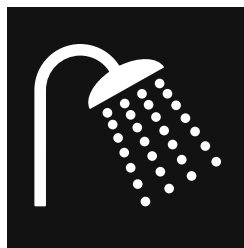
Accessible toilet



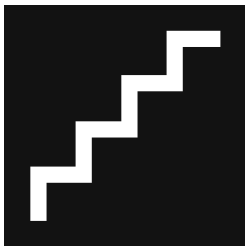
Baby change



Baby feeding facilities



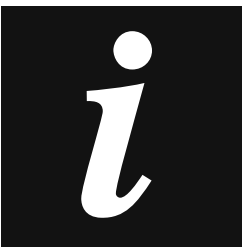
Showers



Stairs



Café



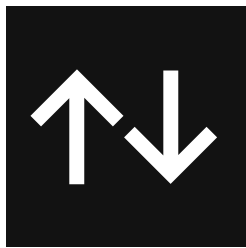
Information



Shop



Multi Faith room



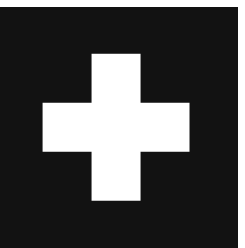
Lift



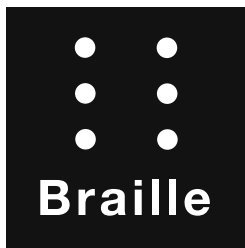
Accessible lift



Cloakroom



First aid



Braille



Pedestrians



Car



Cycle rack



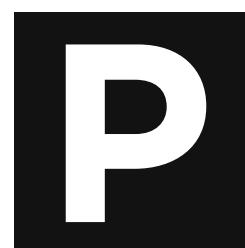
Cycles



Bus



Motorcycles



Parking



No vaping/smoking



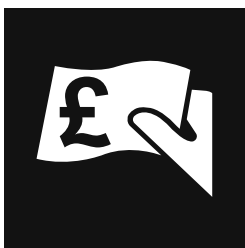
No photography



No mobile phones



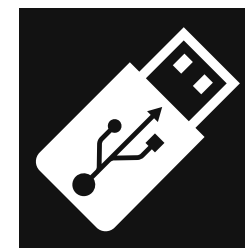
No eating/drinking



Cashpoint



Wifi



Data points

Basic elements

Campus map

Subheading text

Body text

Campus map project to be agreed / advised by UWE team

Basic elements

Sign reference protocol and id stickers (asset tags)

Every sign throughout each campus will have it's own unique reference and asset tag.

Shown here is the protocol that was used for generating signage references.

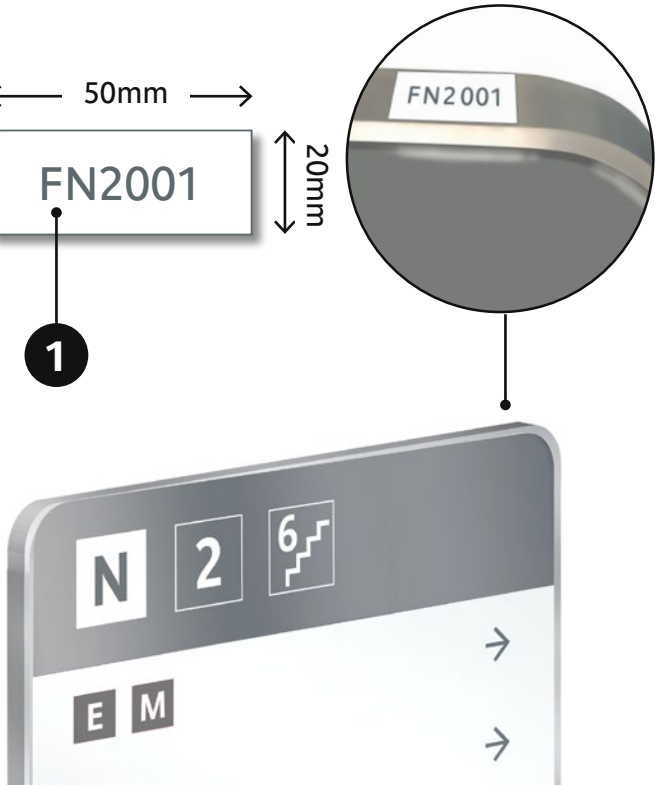
This should also be used when adding new signage for any part of a campus.

Asset tags are self adhesive stickers 50mm x 20mm and applied to a discreet edge or reverse of sign, whichever is more appropriate.

Asset tags will enable easy cross referencing when any changes/amends are required.

Layout details

- 1 Parisine Regular 25pt. Centred



UWE Campuses:

Frenchay
(including Bristol Business Park)

Glenside

UWE City Campuses:

Arnolfini

Bower Ashton

Spike Island

Watershed

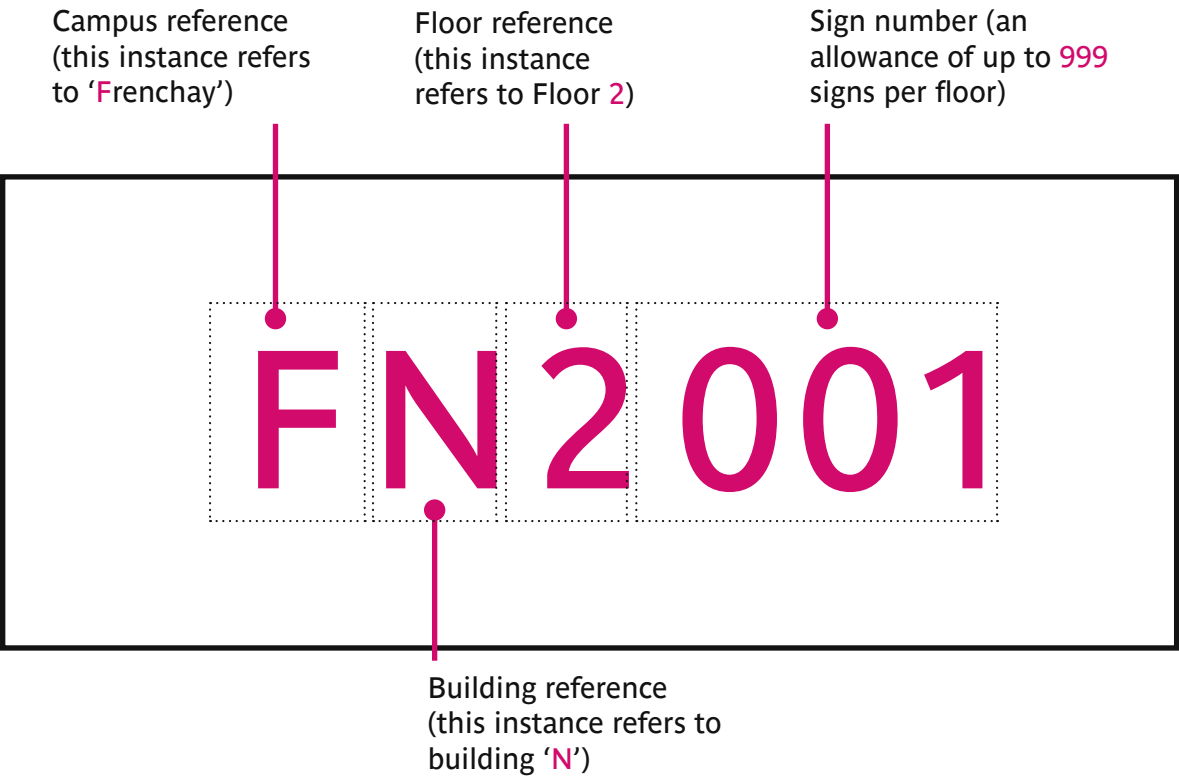
UWE Floor levels:

- *1 – Lower Ground Floor
- 2 – Ground Floor
- 3 – First Floor
- 4 – Second Floor
- 5 – Third Floor
- 6 – Fourth Floor
- 7 – Fifth Floor

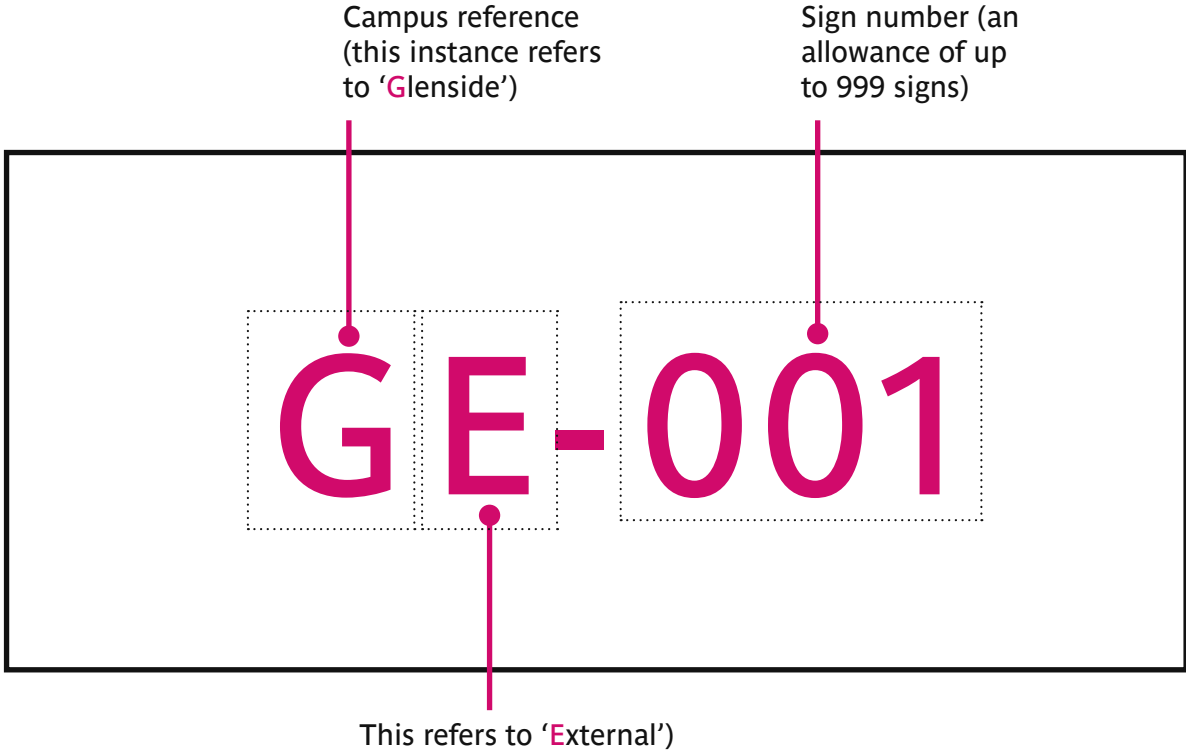
* Buildings without a Lower Ground Floor will start at 1 – Ground Floor

Example sign references

Internal signs



External signs



Basic elements

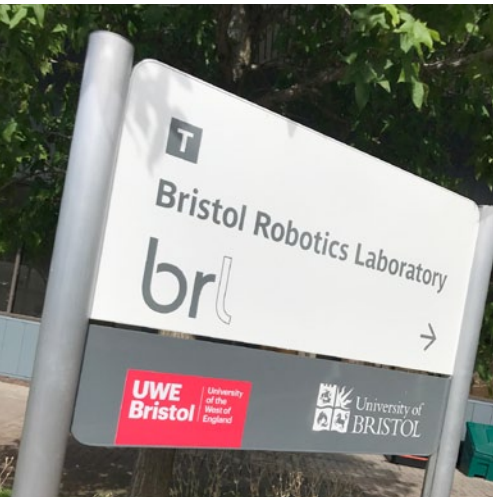
Materials and finishes

Shown here are a selection of typical materials and finishes that have already been adopted for new UWE signage.

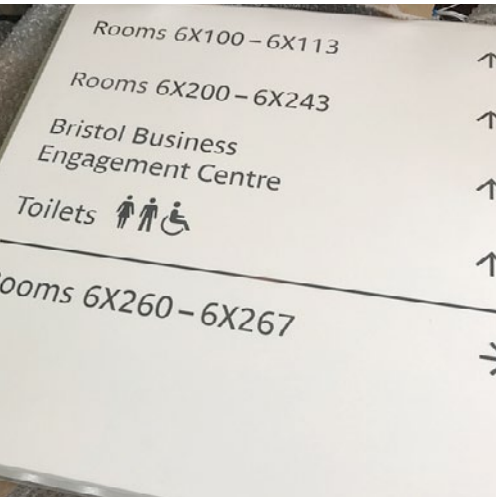
See 'Gallery' section for more examples of new signage.



Resin display panels



Aluminium for large graphic and information display panels



Perspex/acrylic panels with white opaque backing



Stainless steel/aluminium for sign background panels



Toilet signs with chamfered edge



Detail of toilet sign edge



Stainless steel floor numbers applied to walls



White acrylic floor number signs



Brushed stainless steel posts

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External signage

Overview 1 of 2

This page shows a general layout and size proportions for the following sign types:

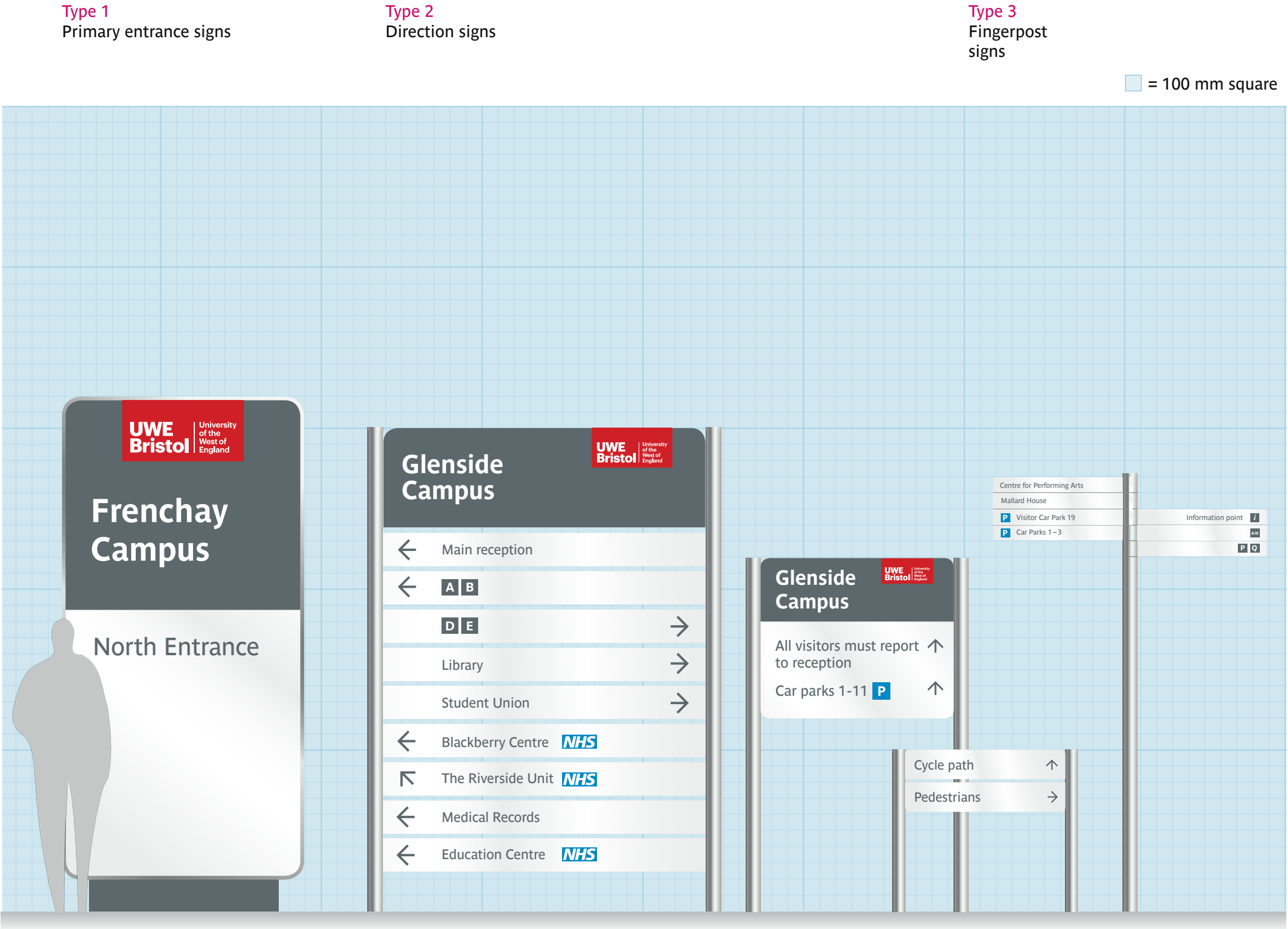
Type 1
Primary entrance signs

Type 2
Direction signs

Type 3
Fingerpost signs

Type 4-6 signs (see next page)

See relevant sign pages for details of each sign type.



Overview 2 of 2

This page shows a general layout and size proportions for:

Type 4
Campus map signs

Type 5
Building (identification and occupancy) signs

Type 6
Car park and information signs

See relevant sign pages for details of each sign type.

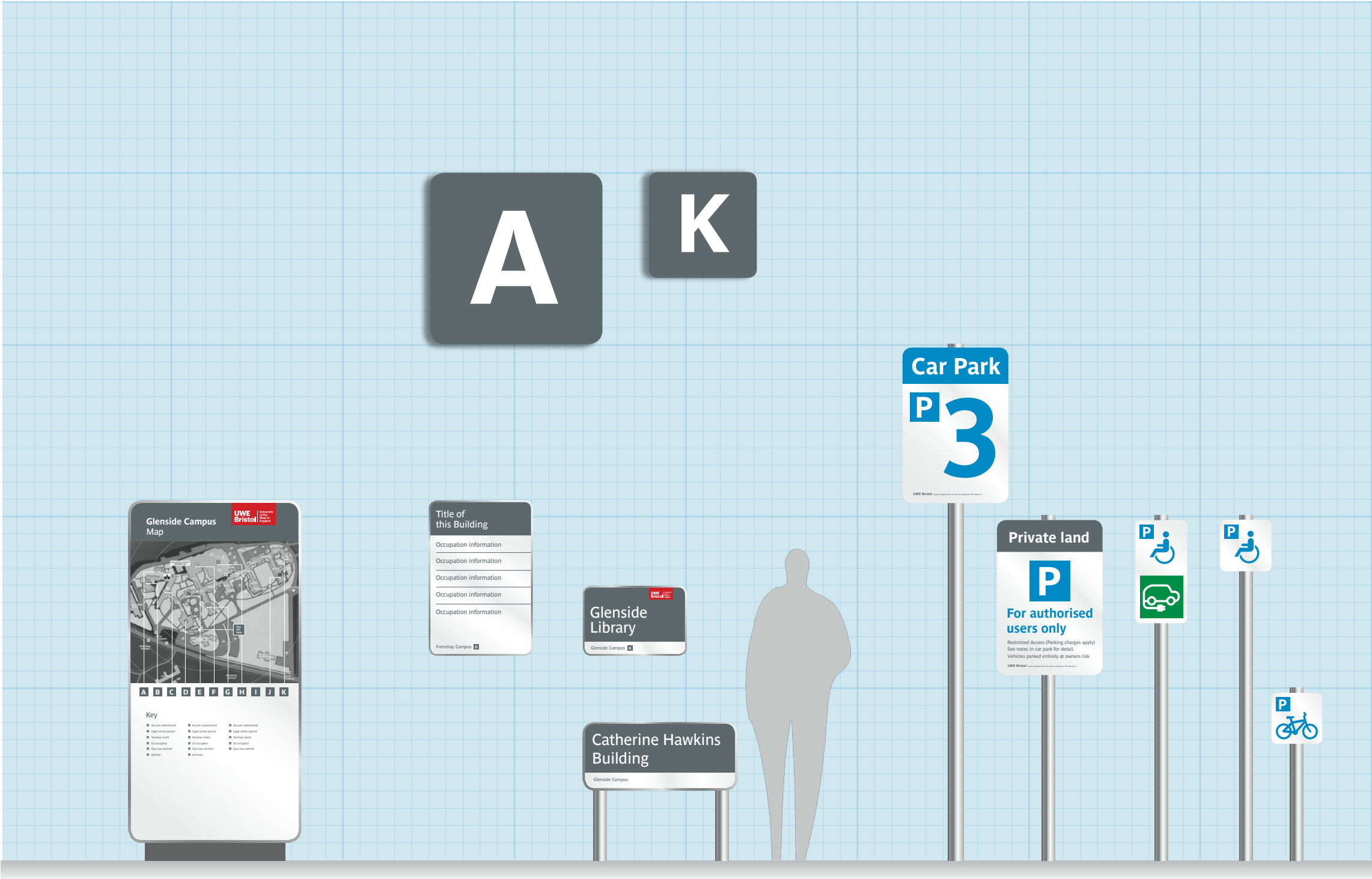
Type 4
Campus map signs

Type 5
Building signs
(letter identification)

Building signs
(occupancy)

Type 6
Car park and
information signs

100 mm square



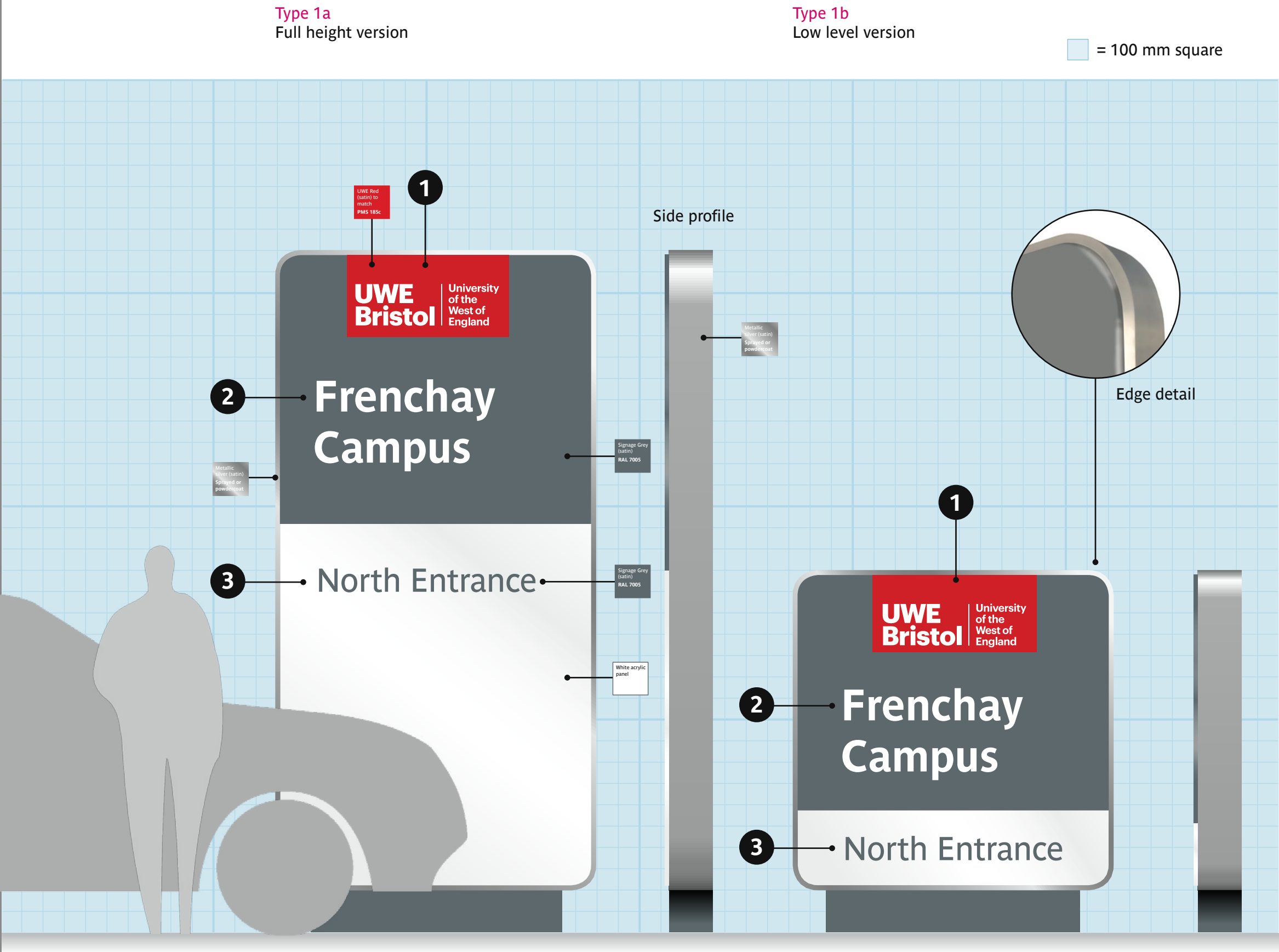
Primary entrance signs (Type 1)

Materials and features

- Monolith freestanding construction
- Internal illumination option
- Powder coated or sprayed satin silver aluminium side returns/border
- Acyclic, white/grey front face panels
- Steel, box construction plinth set into concrete foundation
- 50mm corner radius

Layout details

- 1 Centred 750mm wide UWE logo
- 2 Parisine Bold 600/720pt. 200mm left margin
- 3 Parisine Regular 450pt. 200mm left margin



External signage

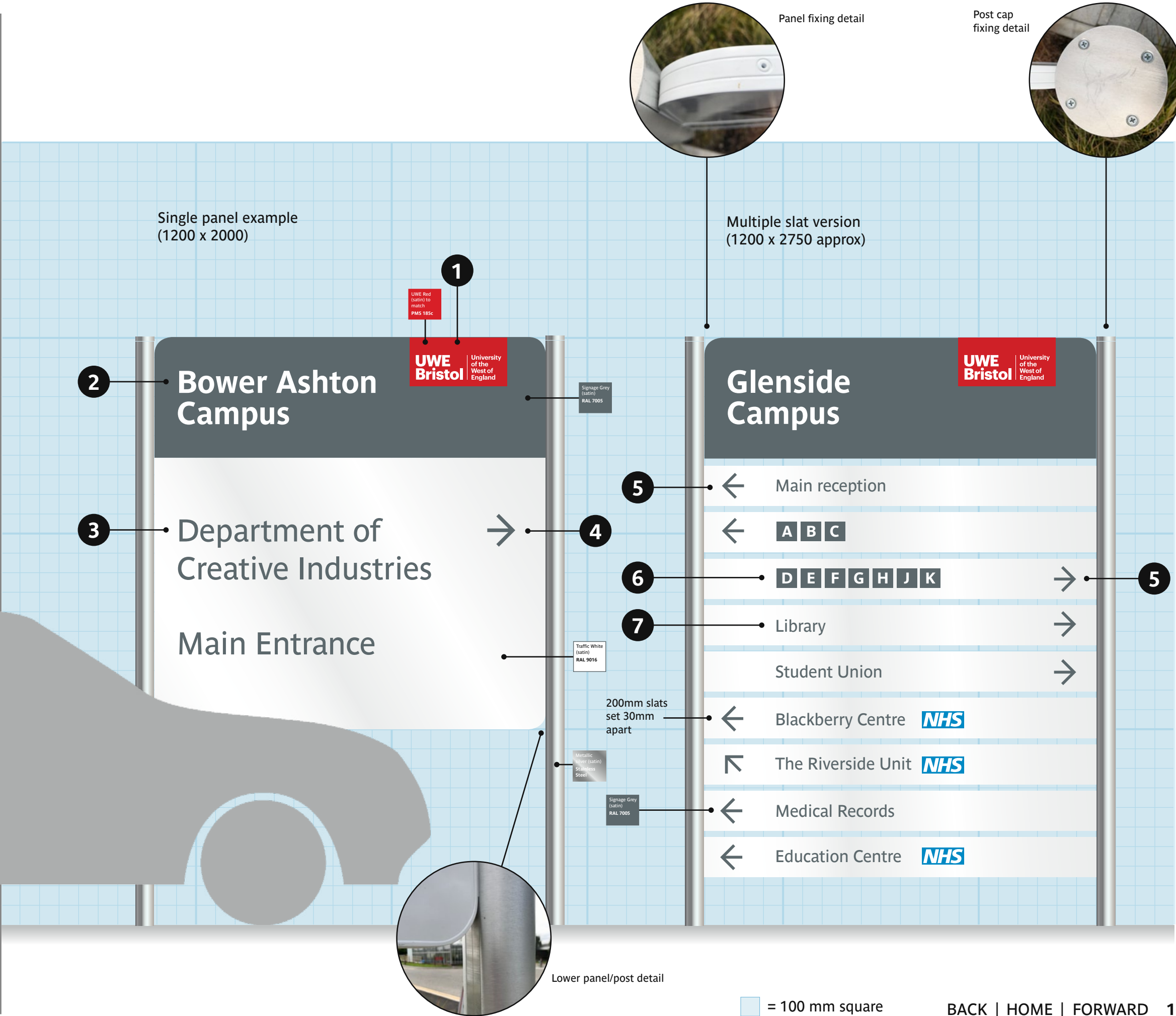
Large direction signs (Type 2a)

Materials and features

- 2000mm wide, aluminium display panels
- 90mm, satin stainless steel posts
- UWE branding on grey surface
- Wayfinding information on white surface
- Upper / lower corners on panels are radiused (interior corners of slats are square)
- Multiple slat, single panel and dual panel options
- This version shows 9 slats 200mm high and set 30mm apart
- 50mm corner radius (where applicable)

Layout details

- 1 500mm wide UWE logo set 210mm from right edge
- 2 Parisine Bold 450/550pt. 110mm left margin
- 3 Parisine Regular 450/550pt. 110mm left margin
- 4 160mm high arrow set 110mm from right edge
- 5 130mm high arrow set 110mm from left/right edge
- 6 100mm 'block' letters set 350mm from left edge and spaced 20mm apart
- 7 Parisine Regular 240pt. 350mm left margin



Medium direction signs (Type 2b)

Materials and features

- 1200mm wide display panels
- Satin stainless steel 90mm posts
- UWE branding on grey surface
- Wayfinding information on white surface
- Upper / lower corners on panels are radiused (interior corners of slats are square)
- Multiple slat, single panel and dual panel options
- 35mm corner radius to panels


Layout details

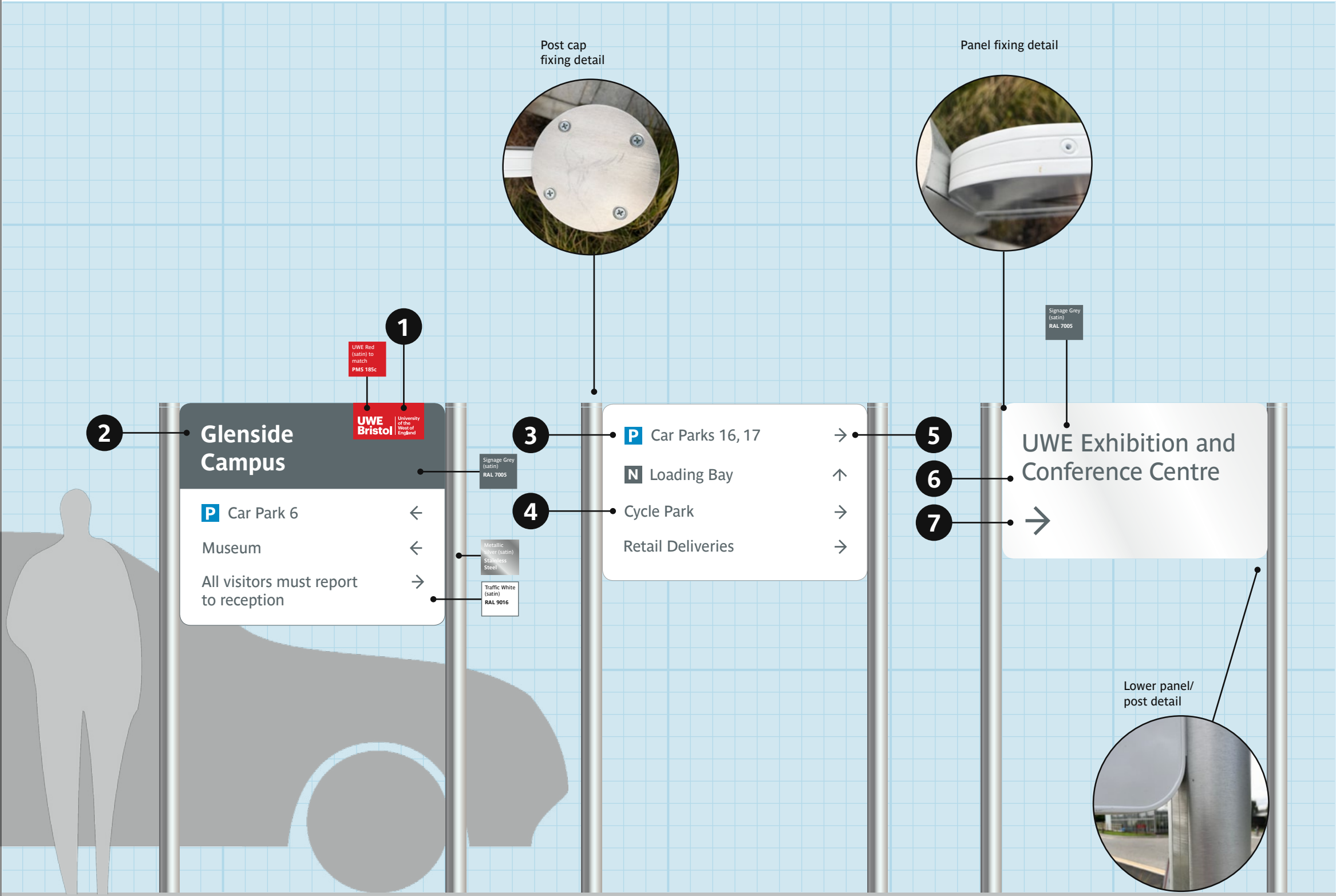
- 1 320mm wide UWE logo set 100mm from right edge
- 2 Parisine Bold 300/360pt. 100mm left margin
- 3 80mm symbol set 100mm from left edge
- 4 Parisine Regular 200pt. 100mm left margin
- 5 65mm high arrow set 100mm from right edge
- 6 Parisine Regular 300/380pt. 100mm left margin
- 7 100mm high arrow set 100mm from left edge

Campus destination example
(1200 x 1000)

Direction only example
(1200 x 800)

Single message example
(1200 x 700)

 = 100 mm square



Small direction signs (Type 2c)

Materials and features

- 1000mm wide display panels
- Satin stainless steel 75mm posts
- UWE welcome message on grey surface
- Wayfinding information on white surface
- Upper / lower corners on panels are radiused (interior corners of slats are square)
- Multiple slat, single panel and dual panel options
- Individual slats are 185mm high and set 20mm apart
- 25mm corner radius (where applicable)

Layout details


- 1 Parisine Bold 200pt.
60mm left margin
- 2 60mm symbol set 60mm from left edge
- 3 65mm high arrow set 60mm from right edge
- 4 Parisine Regular 300/380pt.
100mm left margin
- 5 100mm wide (as shown) arrow set 60mm from right edge
- 6 Parisine Regular 200pt.
60mm left margin

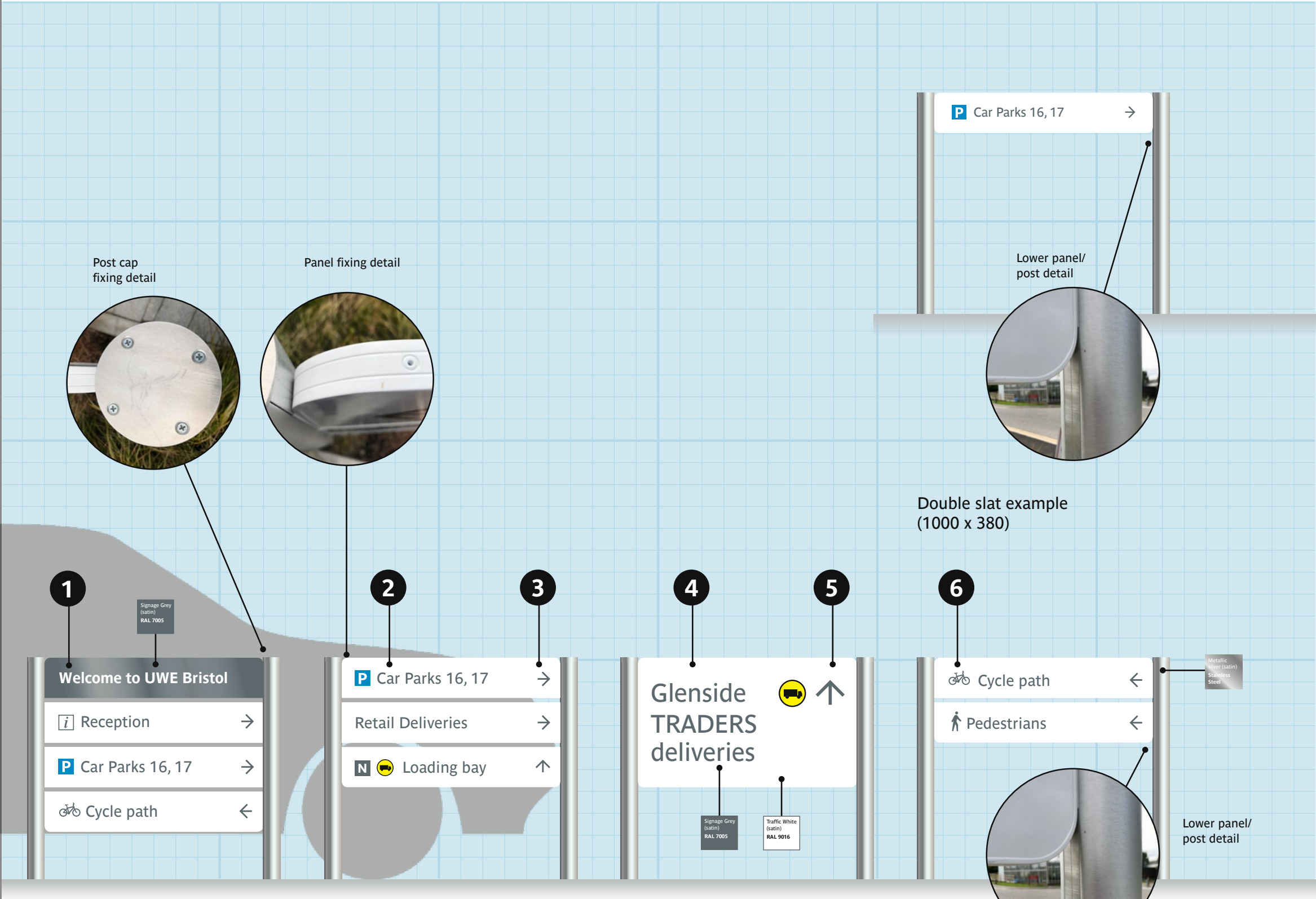
4 slat example
(1000 x 800)

3 slat example
(1000 x 600)

Single panel example
(1000 x 600)

Single slat example
(1000 x 185)

 = 100 mm square



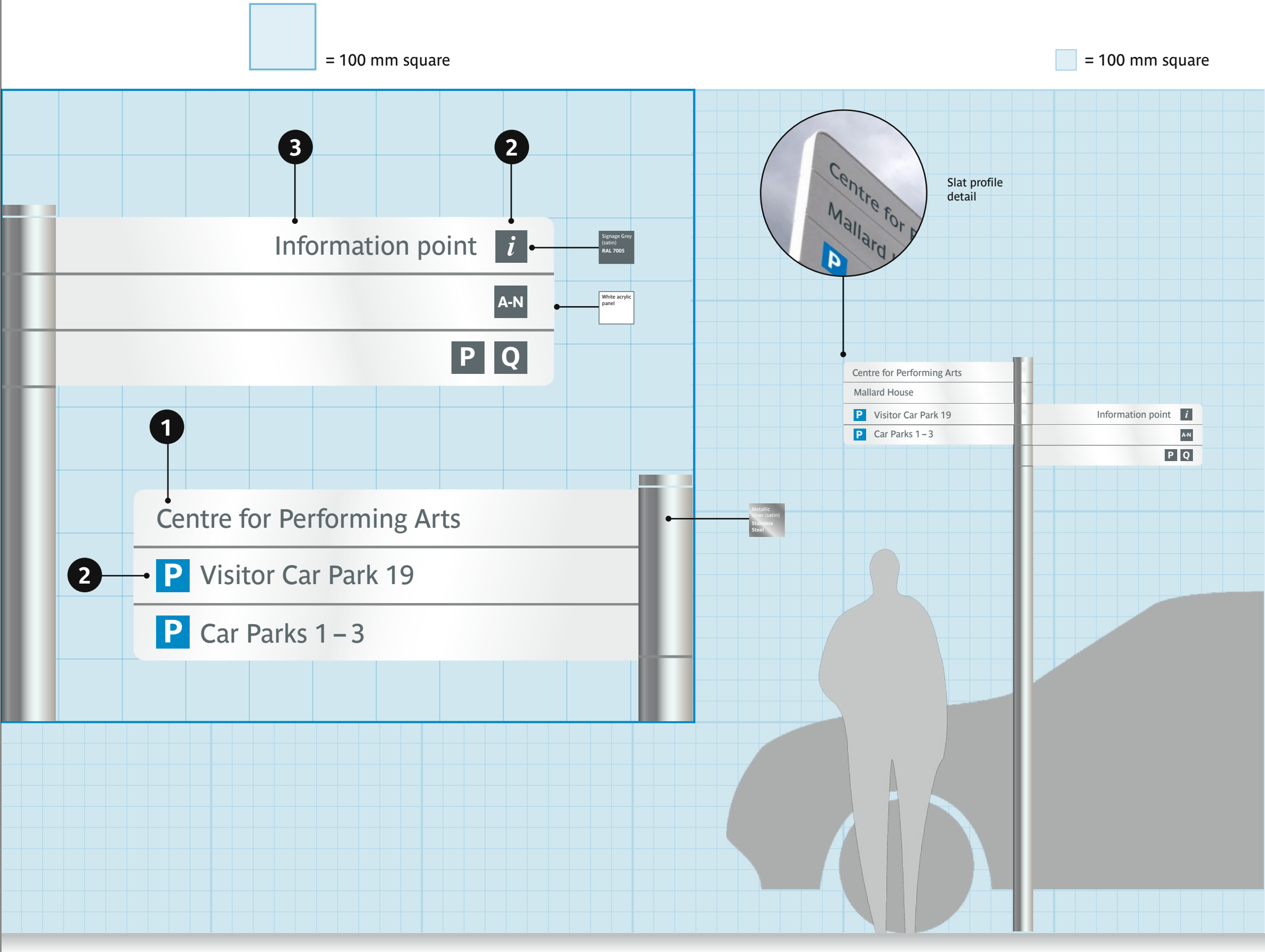
Fingerpost signs (Type 3)

Materials and features

- Satin stainless steel 90mm posts
- Wayfinding information on white acrylic slats (800mm x 90mm)
- Upper/lower corners on slats are radiused (interior corners are square)
- Slats are aligned vertically with hidden locating pins
- Maximum 6 slats per elevation. If more are required, group information on 1 slat to save space
- 25mm corner radius (where applicable)

Layout details

- 1** Parisine Regular 120pt. Ranged left 40mm left edge. 1 character space away from symbol (where applicable)
- 2** 53mm symbol. 40mm left/right margin. Multiples set 10mm apart.
- 3** Parisine Regular 120pt. Ranged right 40mm from right edge. 1 character space away from symbol (where applicable)



Map signs (Type 4)

Materials and features


- Monolith freestanding construction (Type 4a)
- Powder coated or sprayed satin silver side returns/border
- UWE branding on grey surface
- Wayfinding information on white surface
- Map panel to be removable for updates
- 50mm corner radius

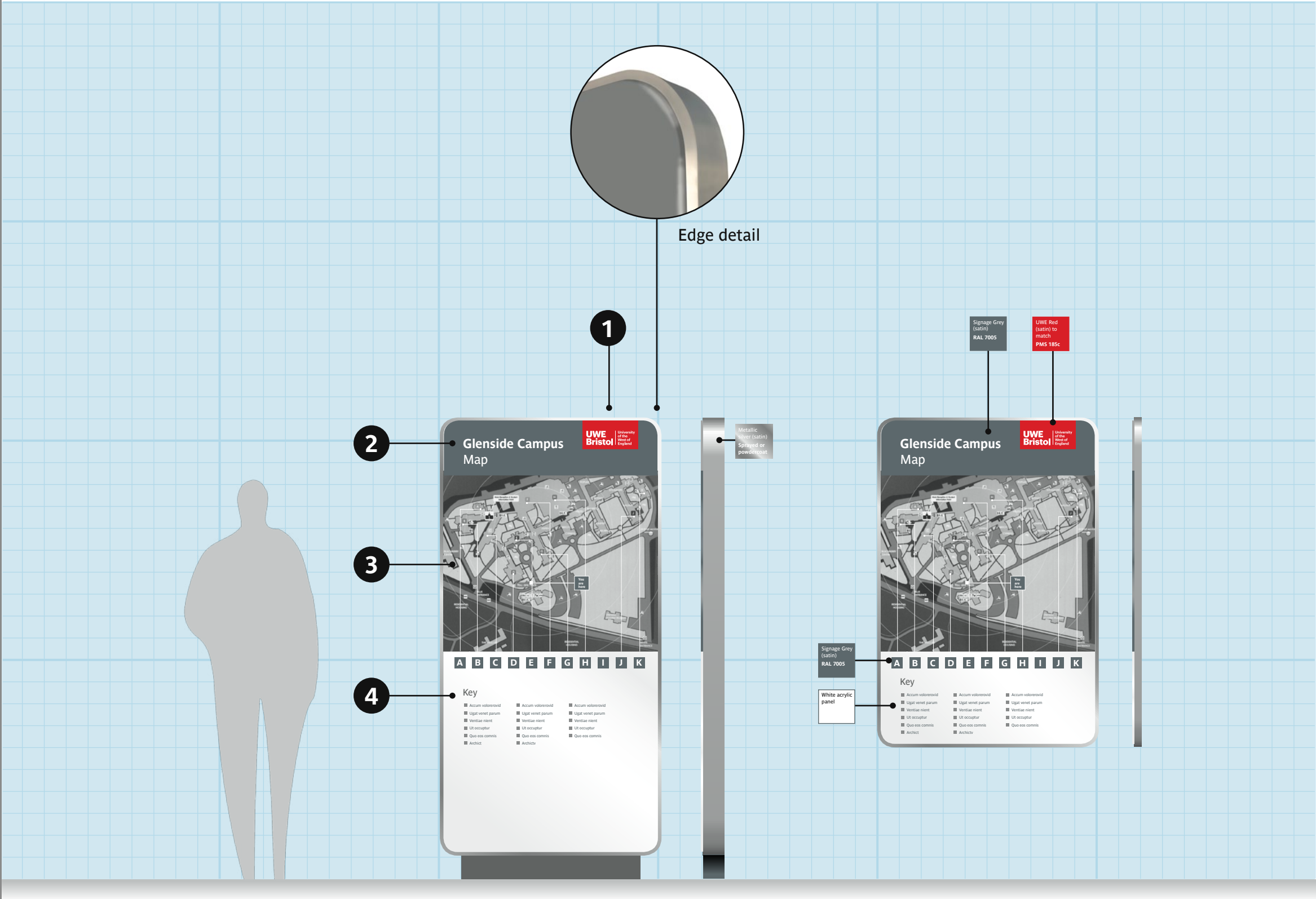
Layout details

- 1** 260mm wide UWE logo set 90mm from right edge
- 2** Parisine Bold/Regular 170/200pt. 90mm left margin
- 3** Map design TBC
- 4** Key layout/design TBC

Type 4a
Monolith version

Type 4b
Wall mounted version

 = 100 mm square



External signage

Building occupancy signs (Type 5a/b/c)

Materials and features

- Powder coated or sprayed satin silver side returns/border
- UWE Grey title panels
- White acrylic information panels
- Lettering external grade vinyl
- Occupancy information on white surface
- Wall or post mounted
- 35mm corner radius to panels

Layout details


- 1 140mm wide UWE logo set 50mm from right edge
- 2 Parisine Bold 250/280pt. 50mm left margin
- 3 Parisine Regular 75pt. 50mm left margin
- 4 Parisine Regular 100/120pt. 50mm left margin
- 5 1.5mm grey separator line. 50mm left margin
- 6 Parisine Bold 150/180pt. 50mm left margin
- 7 315mm wide UWE logo set 80mm from right edge
- 8 Parisine Regular 180pt. 60mm left margin
- 9 Parisine Bold 380/450pt. 60mm left margin

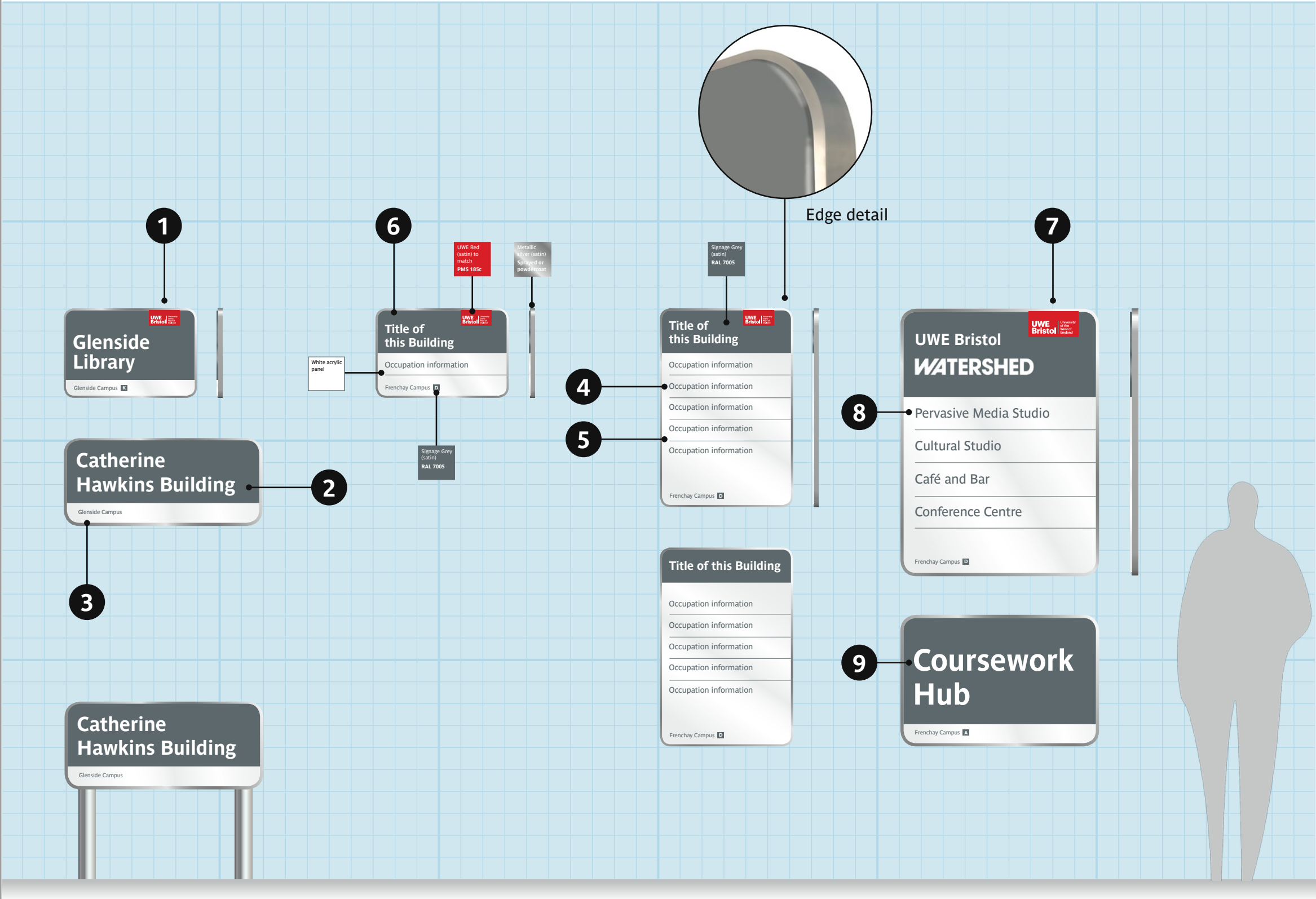
Type 5a
Small/medium version
(building name only)
600/900mm x 400mm

Type 5a
Small version
(building name and single
occupation information)
600mm x 400mm

Type 5b
Small version (building name
and multiple occupation
information)
600mm x 900mm

Type 5c
Large version (building
name and multiple or single
occupation information)
900mm x 600/1200mm

 = 100 mm square



Building letter identity signs (Type 5d/e)

Materials and features


- High visibility building letter signs
- Mounted at prominent locations on building exteriors for clear orientation
- Traffic White (RAL 9016) letter on UWE grey aluminium, box constructed panels

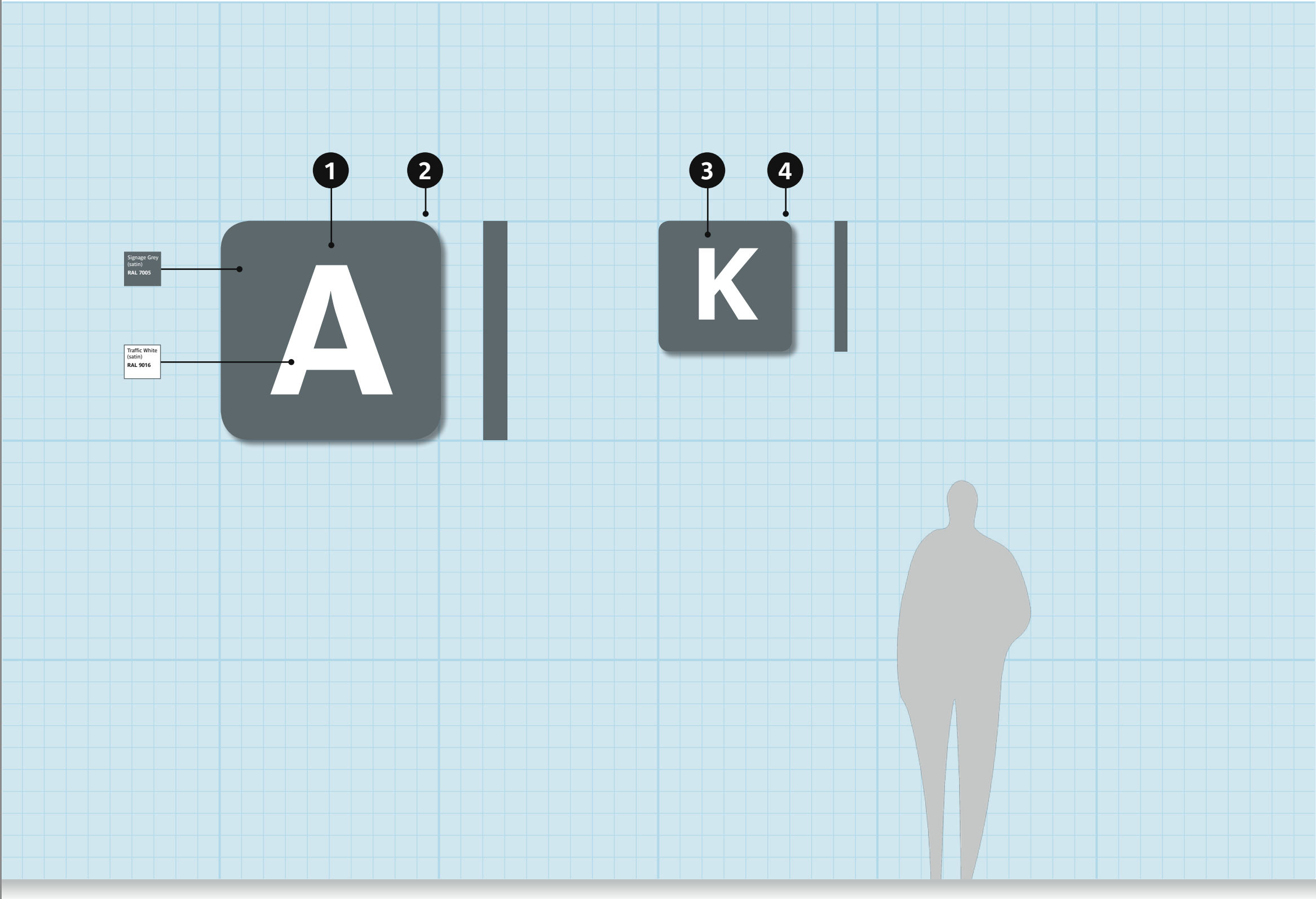
Layout details

- 1 600mm high Parisine Bold letterform. Centred
- 2 50mm corner radius
- 3 370mm high Parisine Bold letterform. Centred
- 4 35mm corner radius

Type 5d
Large version
(for identifying buildings at a further distance)
1000mm x 1000mm x100mm

Type 5e
Small version
(for closer distance identification)
600mm x 600mm x 70mm

 = 100 mm square



External signage

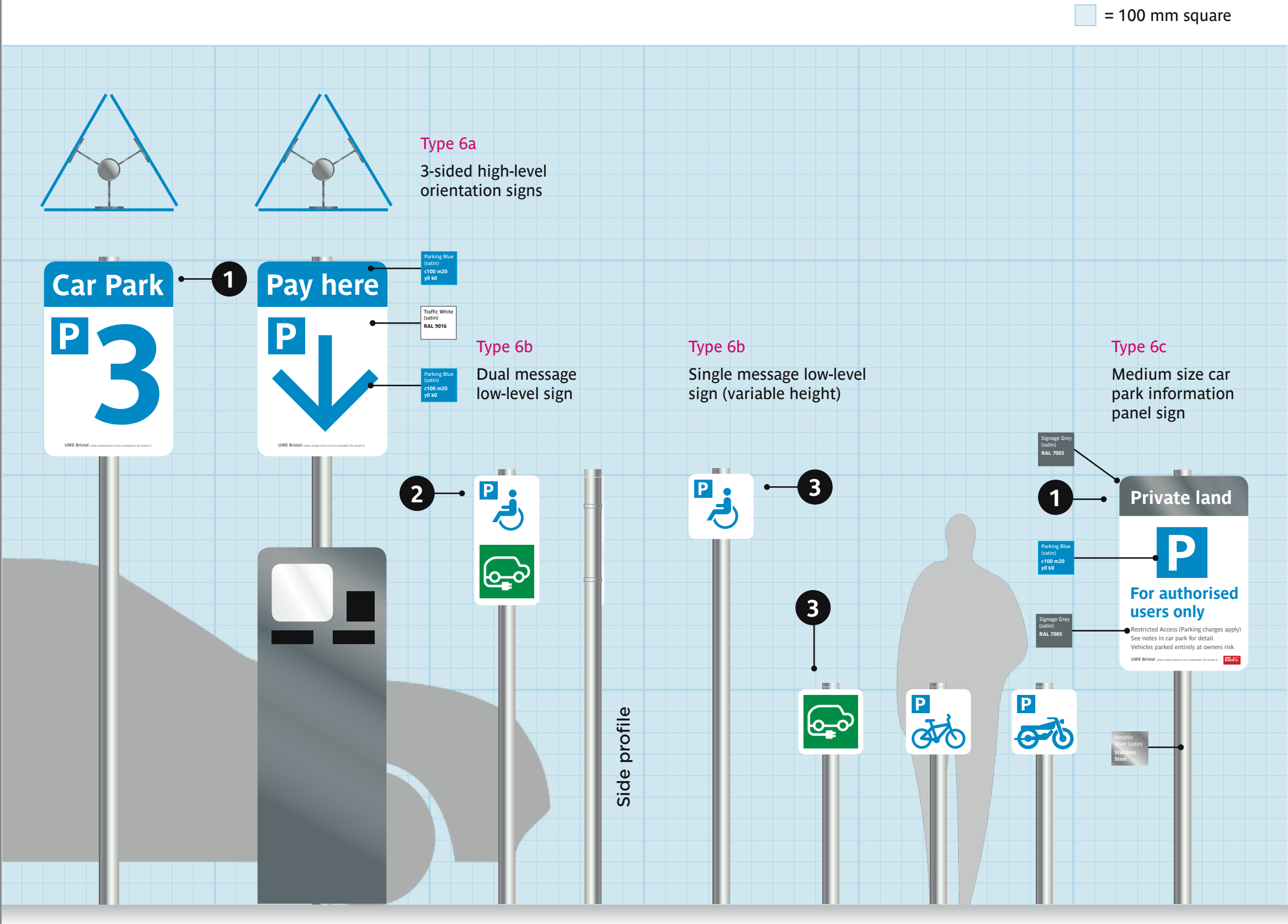
Car park and info signs (Type 6a/b/c)

Materials and features

- Satin stainless steel 90/75mm posts
- 3-sided option for Type 5a signs
- Aluminium (dibond) display panels
- Panels to have radiused corners

Panel sizes

- 1** Medium information, orientation signs
600mm x 900mm (90mm posts)
35mm radius corners
- 2** Dual message symbol signs
300mm x 600mm (75mm posts)
25mm radius corners
- 3** Single message symbol signs
300mm x 300mm (75mm posts)
25mm corners



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Toilet/lift/shower signs (Type 6)	33
Room information signs (Type 7)	34

Internal signage

Overview 1 of 2

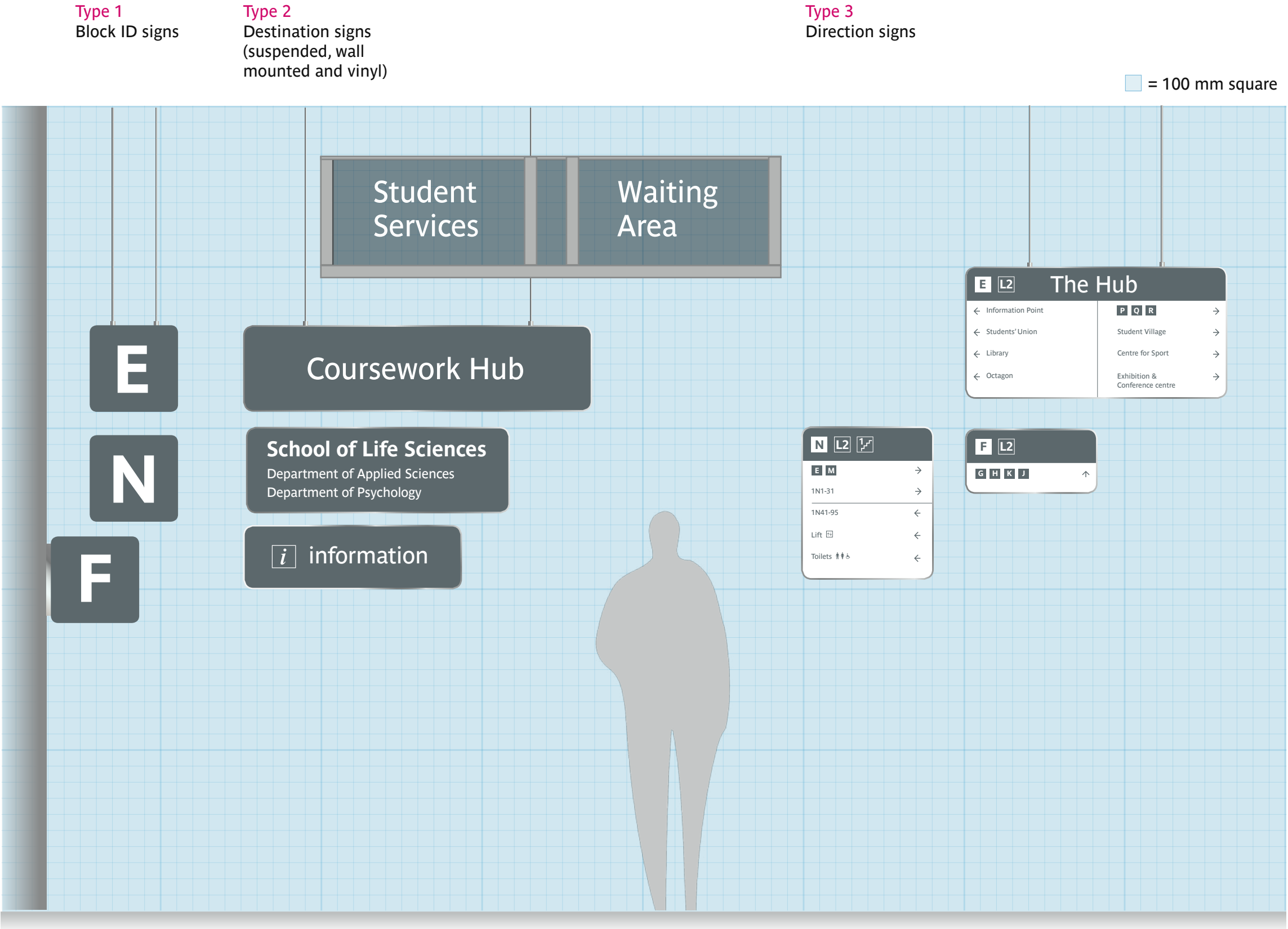
This page shows a general layout and size proportions for:

Type 1
Block ID signs

Type 2
Destination signs

Type 3
Direction signs

(see next page for Type 4-6 signs)



Overview 2 of 2

This page shows a general layout and size proportions for:

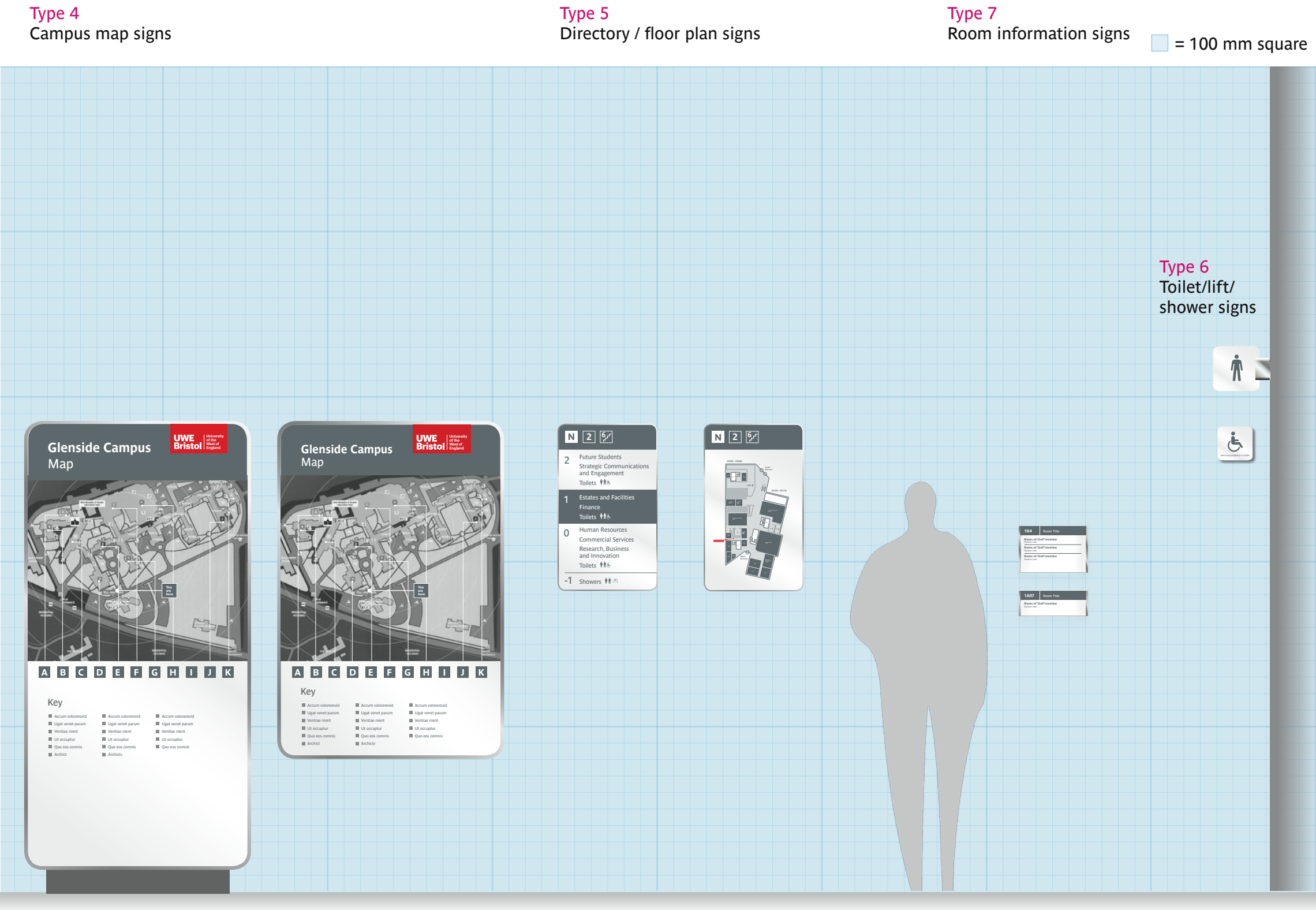
Type 4
Campus map signs

Type 5
Directory / floor plan signs

Type 6
Toilet/lift/shower signs

Type 7
Room information signs

Note: all signs shown are for example only and not actual signs



Sign construction principle

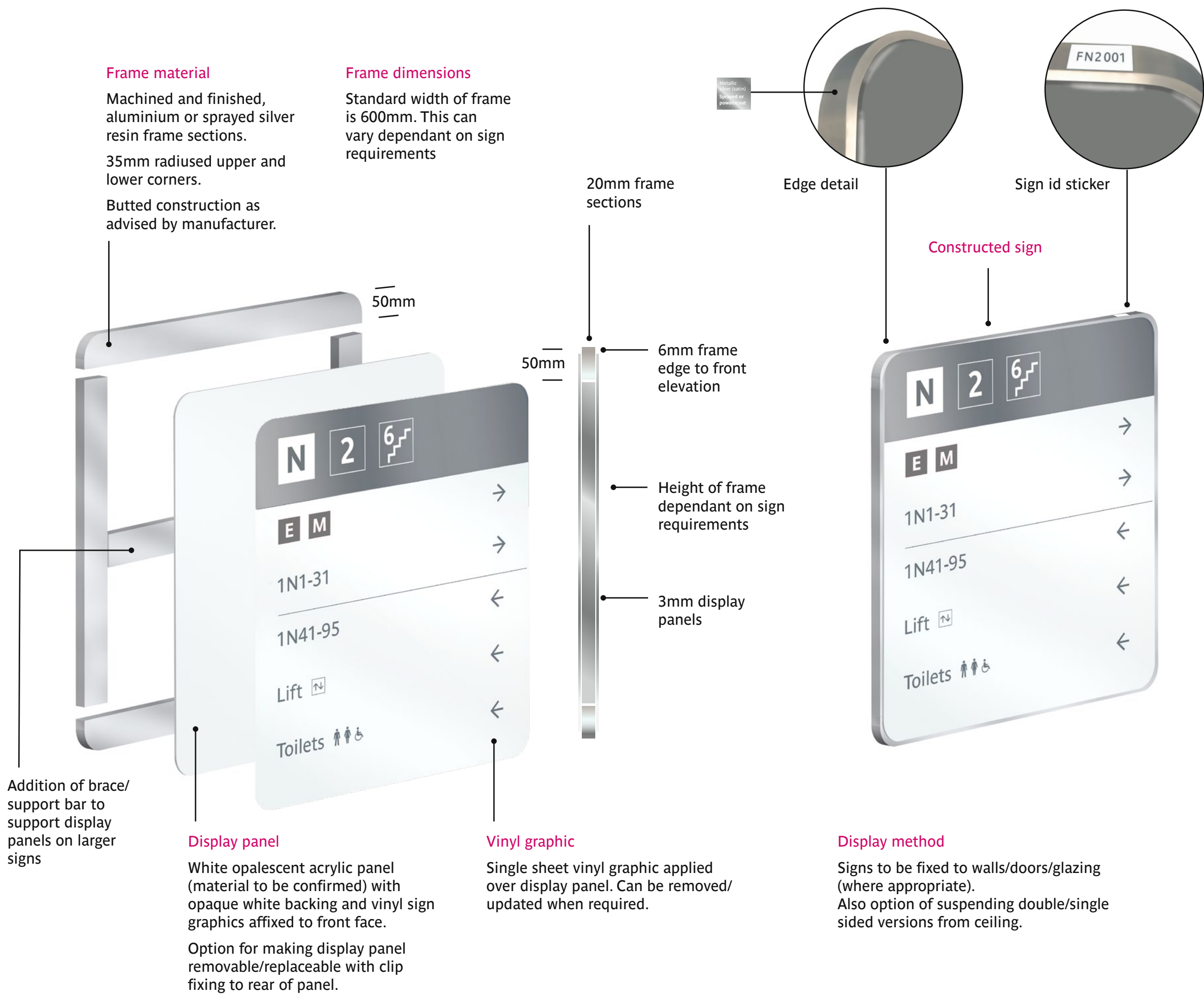
Shown opposite is a suggested principle of construction that minimises use of materials, keeping weight of signs to a minimum. Details of fixing/bonding etc ... to be specified by manufacturer.

Graphic information is applied as a single vinyl element and can be removed/updated as required.

All signs to have an identification number (sign reference) sticker applied to the top or bottom edge, depending on the hanging height of sign and applied to the most discreet edge.

This method of construction would apply to the following types of sign:

- **Type 2** Destination signs
- **Type 3** Direction signs
- **Type 4** Campus map signs
- **Type 5** Directory / floor plan signs



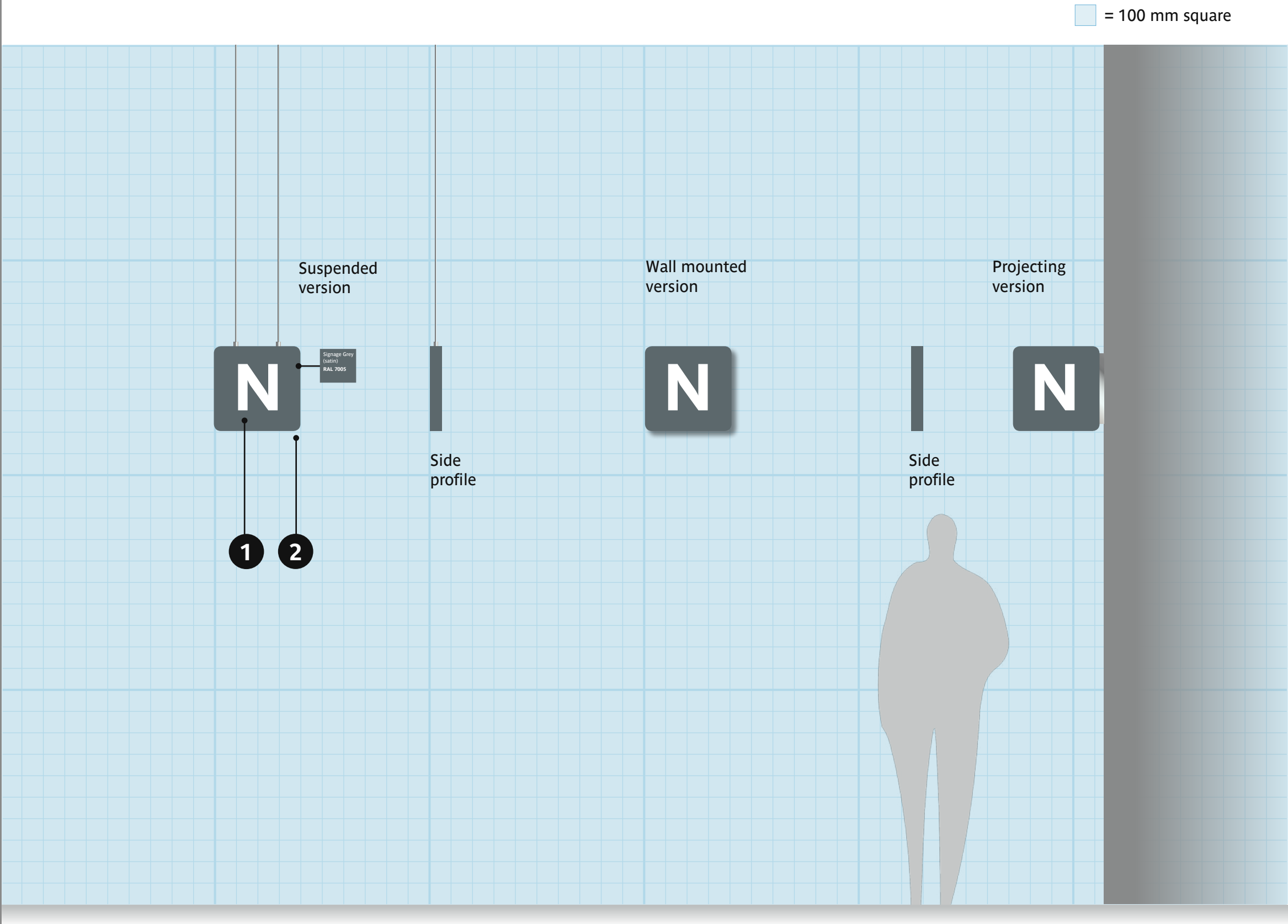
Block identification signs (Type 1)

Materials and features

- Clear and consistent block wayfinding
- 35mm radiused corners
- 400mm x 400mm x 60mm
- Options for suspending, wall mounting and projecting signs
- 20mm deep, silver/aluminium mounting block for projecting version

Layout details

- 1** 215mm high Parisine Bold letterform. Centred
- 2** 35mm corner radius



Destination signs (Type 2a/b/c)

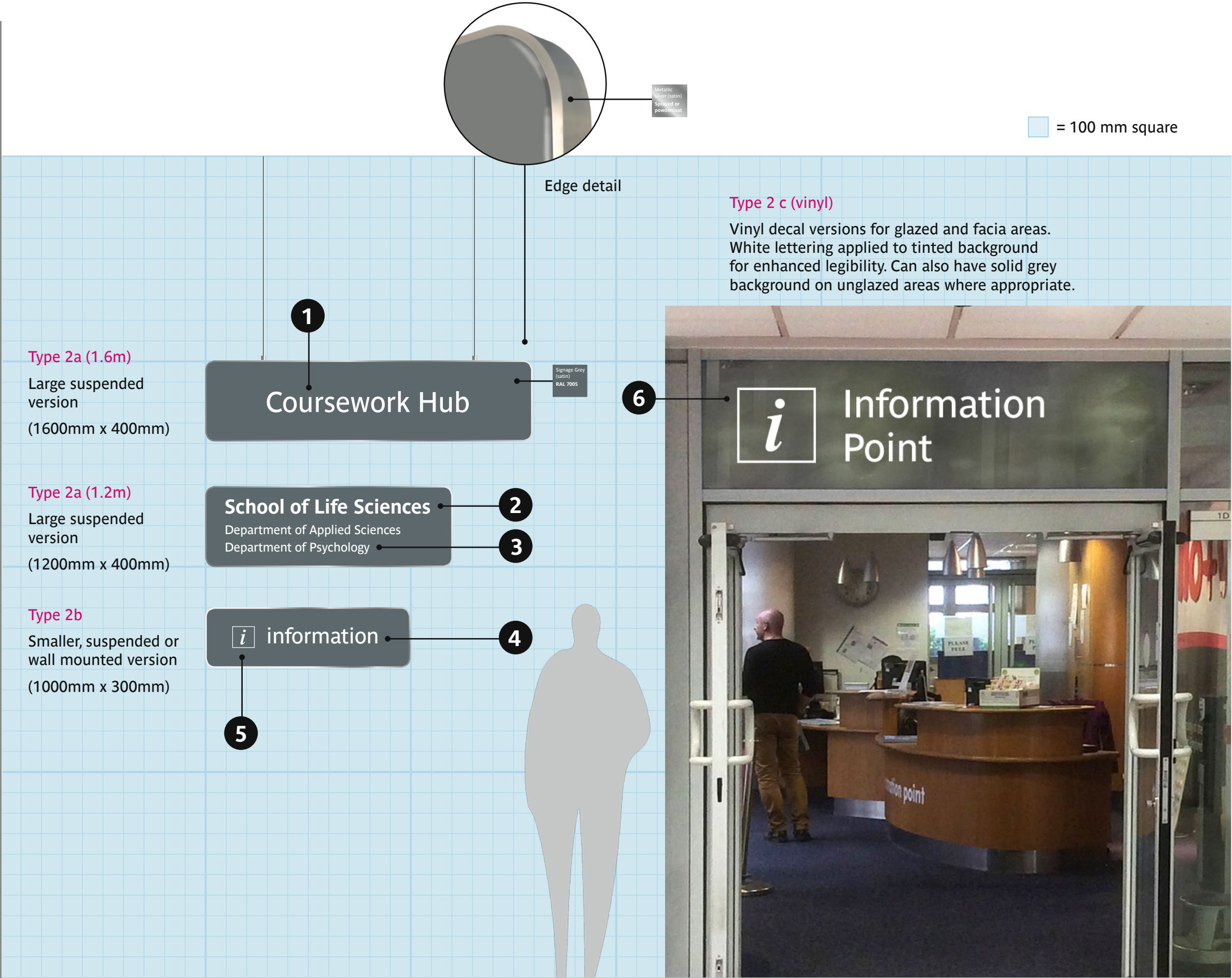
Materials and features

- Suspended (type 2a) or wall mounted (type 2b)
- Powder coated or sprayed satin silver side returns/border
- Current location/destination information on grey surface
- For specification and finish see 'sign construction principle' page
- 35mm corner radius to signs

Layout details

- 1 Parisine Regular 400pt.
Centred vertically and horizontally
- 2 Parisine Bold 270pt.
Heading centred, margin dependant on message
- 3 Parisine Regular 170/230pt.
Ranged left with heading, margin dependant on message
- 4 Parisine Regular 300pt.
Centred vertically and horizontally
- 5 110mm symbol
- 6 Size of message dependant on space available

Note: all signs shown are for example only and not actual signs



Direction signs (Type 3)

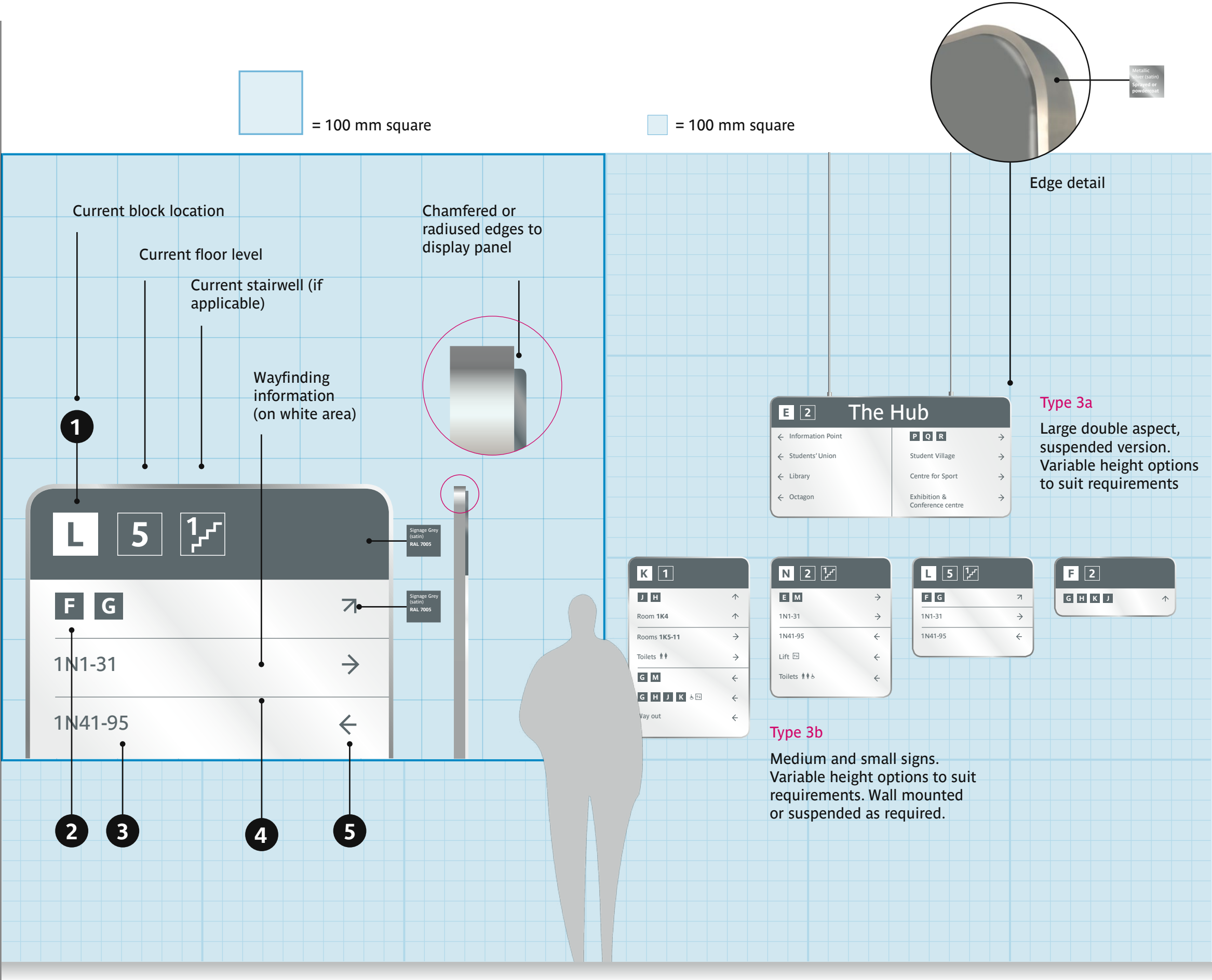
Materials and features

- Suspended (type 3a) or wall mounted (type 3b)
- Powder coated or sprayed satin silver side returns/border
- Current location/destination information on grey surface
- Wayfinding information on white surface
- For specification and finish see 'sign construction principle' page
- 35mm corner radius to signs

Layout details

- 1 70mm 'box' graphic, Parisine Bold 170pt characters. 50mm from left edge and spaced 30mm apart
- 2 45mm 'box' graphic, Parisine Bold 110pt characters. 50mm from left edge and spaced 30mm apart
- 3 Parisine Regular 90/105pt. 50mm left margin
- 4 1.5mm grey separator line. 50mm left margin
- 5 30mm high arrow set 50mm from right edge

Note: all signs shown are for example only and not actual signs



Map signs (Type 4)

Materials and features

- Monolith freestanding construction (Type 4a)
- Powder coated or sprayed satin silver side returns/border
- UWE branding on grey surface
- Wayfinding information on white surface
- Map panel to be removable for updates
- 50mm corner radius to signs


Layout details

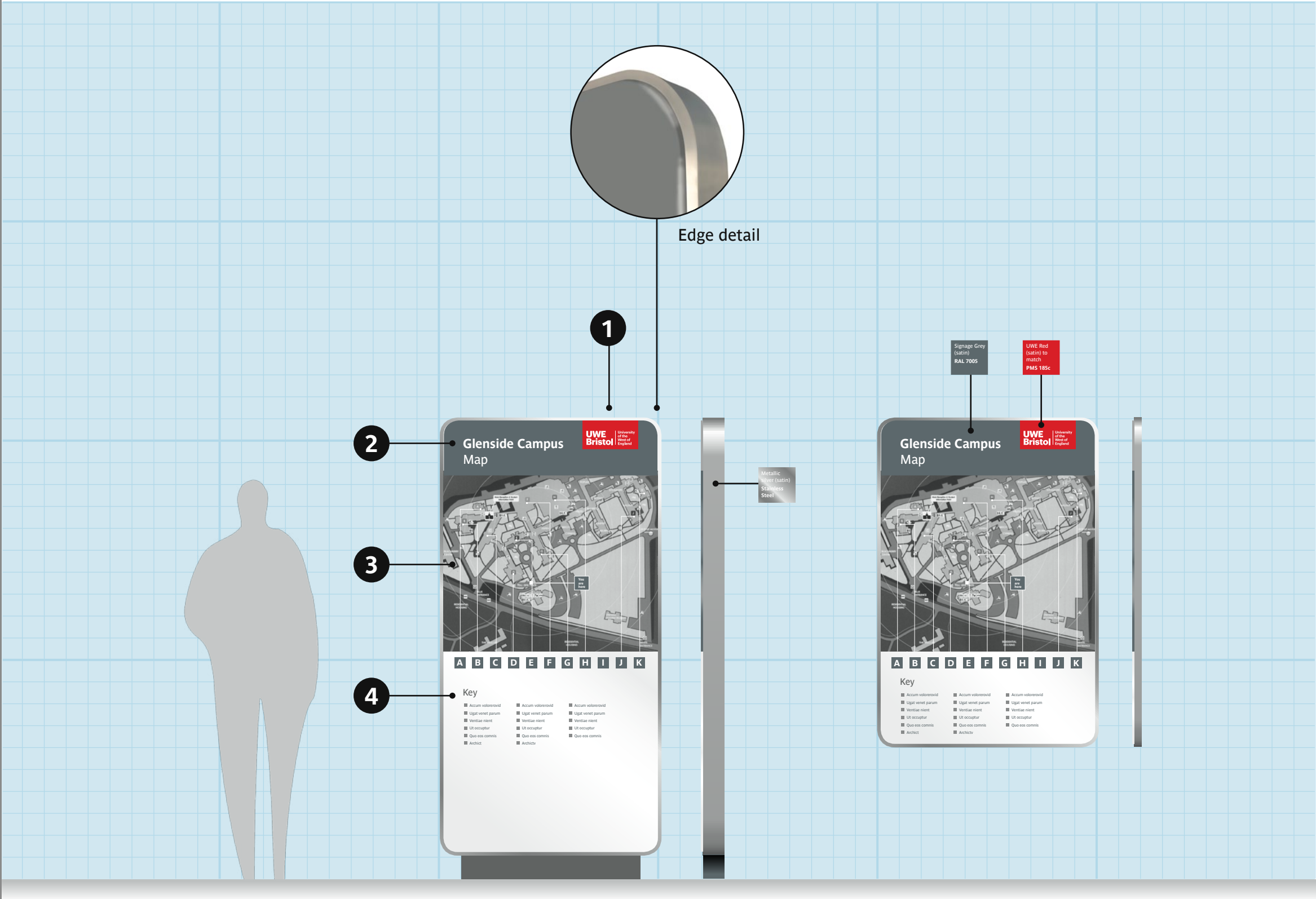
- 1 260mm wide UWE logo set 90mm from right edge
- 2 Parisine Bold/Regular 170/200pt. 90mm left margin
- 3 Map design TBC
- 4 Key layout/design TBC

Note: all signs shown are for example only and not actual signs

Type 4a
Monolith version

Type 4b
Wall mounted version

 = 100 mm square



Directory signs (Type 5)

Materials and features

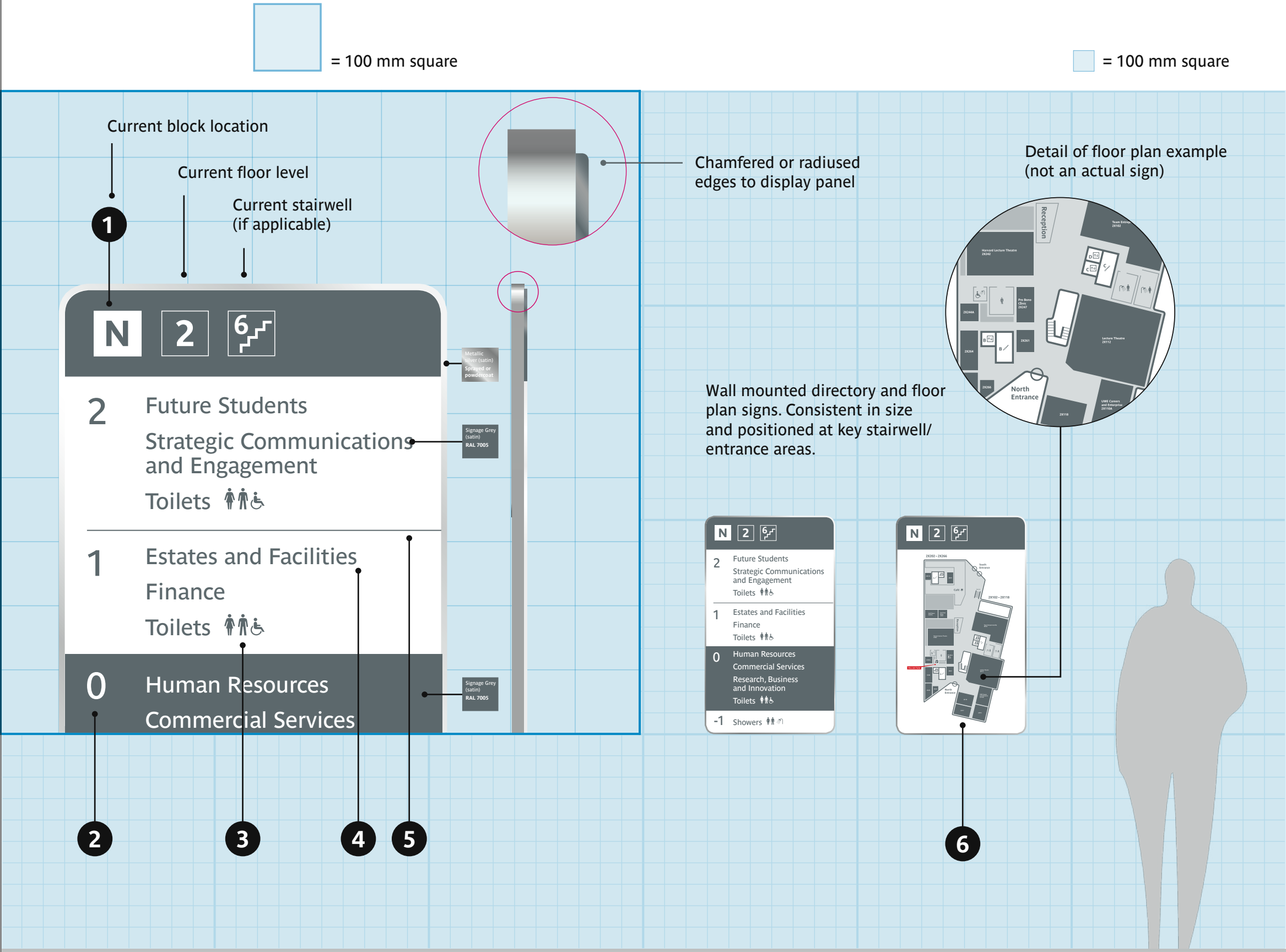
For specification and finish see 'sign construction principle' page

- 35mm corner radius to signs
- Wall mounted with concealed fixings
- Current floor level highlighted in grey
- 35mm corner radius to signs

Layout details

- 1** 70mm 'box' graphic, Parisine Bold 170pt characters. 50mm from left edge and spaced 30mm apart
- 2** Parisine Regular 140pt. 50mm left margin
- 3** 30mm high toilet symbols (male/female). Set 2 character spaces from text
- 4** Parisine Regular 90/105pt with 12mm paragraph spacing. 120mm left margin
- 5** 1.5mm grey separator line. 50mm left margin
- 6** Floor plan illustrations to be created as required and in the set style already in place.

Note: all signs shown are for example only and not actual signs



Toilet/lift/shower signs (Type 6a/b)

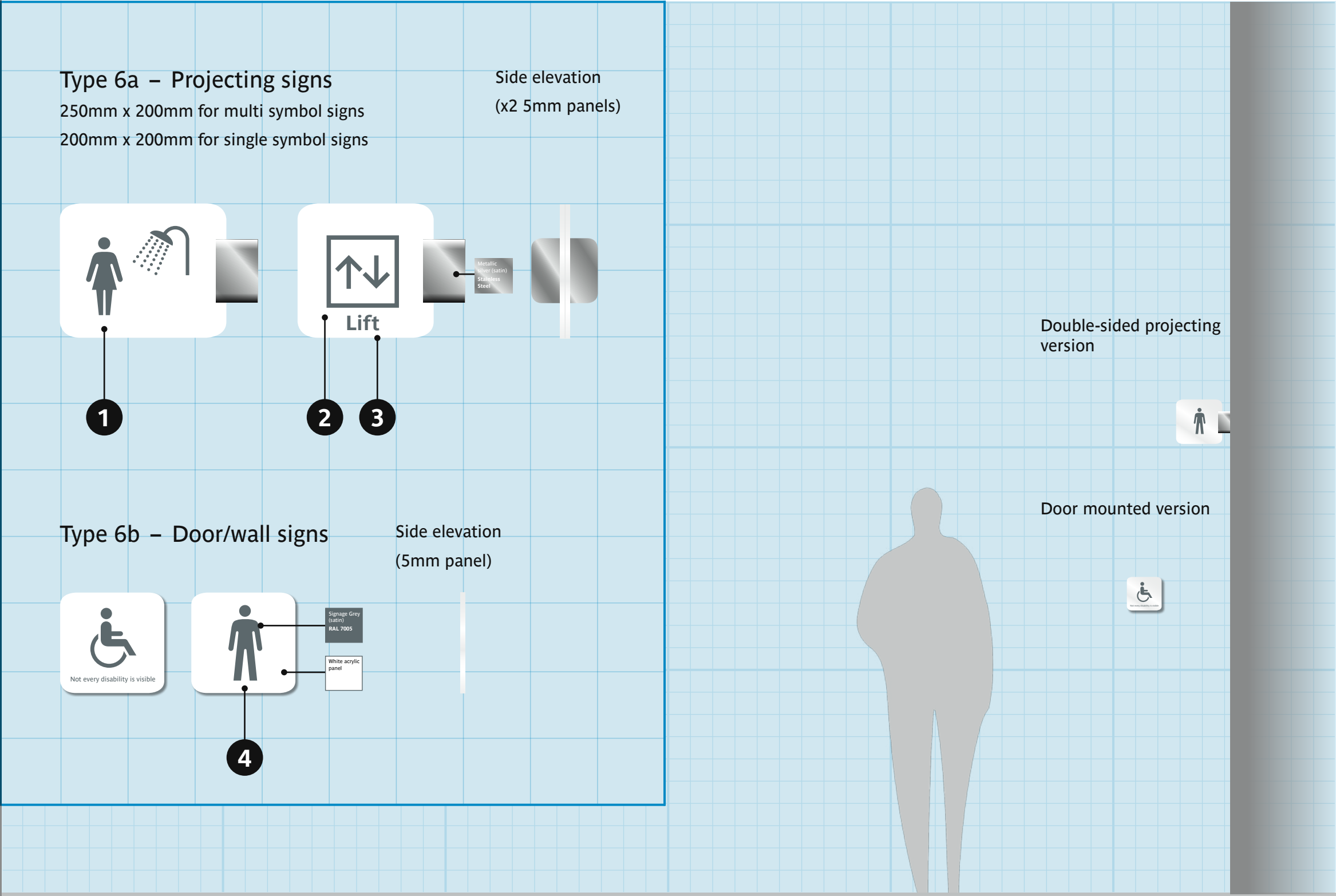
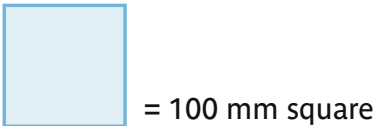
Materials and features

- Type 6a – projecting signs 200mm high
- Type 6b – door/wall mounted signs 150mm high
- Opal acrylic display panels with opaque white backing and surface applied grey (PMS 431) vinyl graphics
- Projecting version constructed from x2 5mm panels
- 60mm deep x 90mm wide/high machined, aluminium mounting block for projecting signs
- Concealing fixings for all signs
- 25mm corner radius to panels
- ‘Lift’ message can have designated number if appropriate

Layout details

- 1 Symbols to be set centrally between outer edge and edge of mounting bracket
- 2 100mm symbol box centred between outer edge and edge of mounting bracket
- 3 Parisine Bold 80pt. Centred
- 4 110mm high symbol, centred on panel

Type 6a signs



Room information signs (Type 7)

Materials and features

- Papyrus off-the-shelf door plate system
- Single or multi-occupancy options
- Removable information paper panel for easy updating.
- Word templates are available from UWE estates (see contact page) for generating new signs
- Signs should be screwed to door where possible. For fully glazed doors, self adhesive system is available. Grey vinyl is applied to opposite side of glazing to obscure fixing tape on back of signs.

Layout details

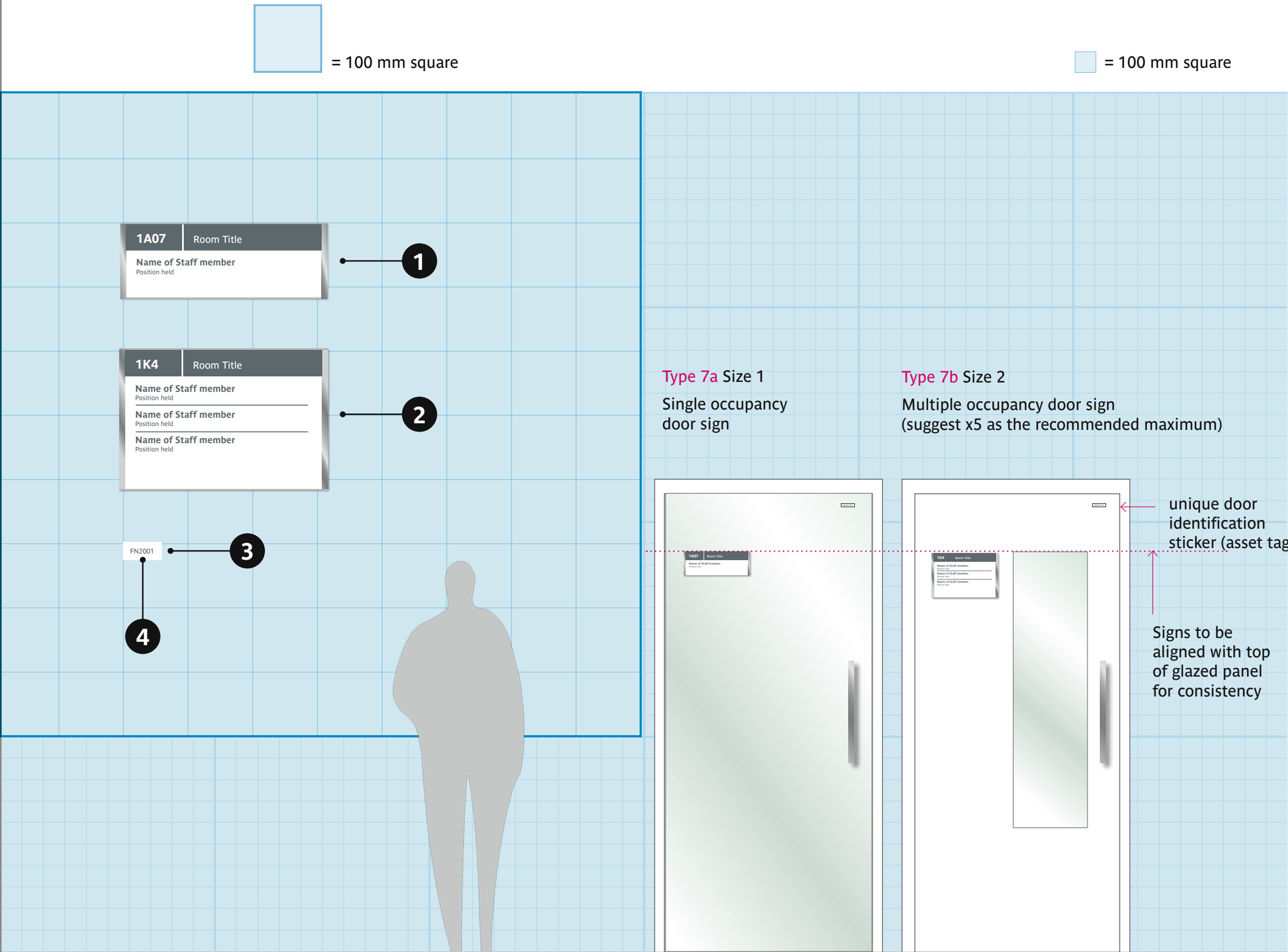
- 1

Small room sign (297mm x 105mm).
Use available word template for generating new signs (see contact page for UWE estates details)
- 2

Large room sign (297mm x 210mm).
Use available word template for generating new signs (see contact page for UWE estates details)
- 3

UWE asset tag reference vinyl sticker for doors and reverse of signs (see page 10 for further detail on asset tags)
- 4

Parisine Regular 25pt.
Centred



External signs 36

Internal signs 37

Gallery

External signs



Type 2a – large direction sign



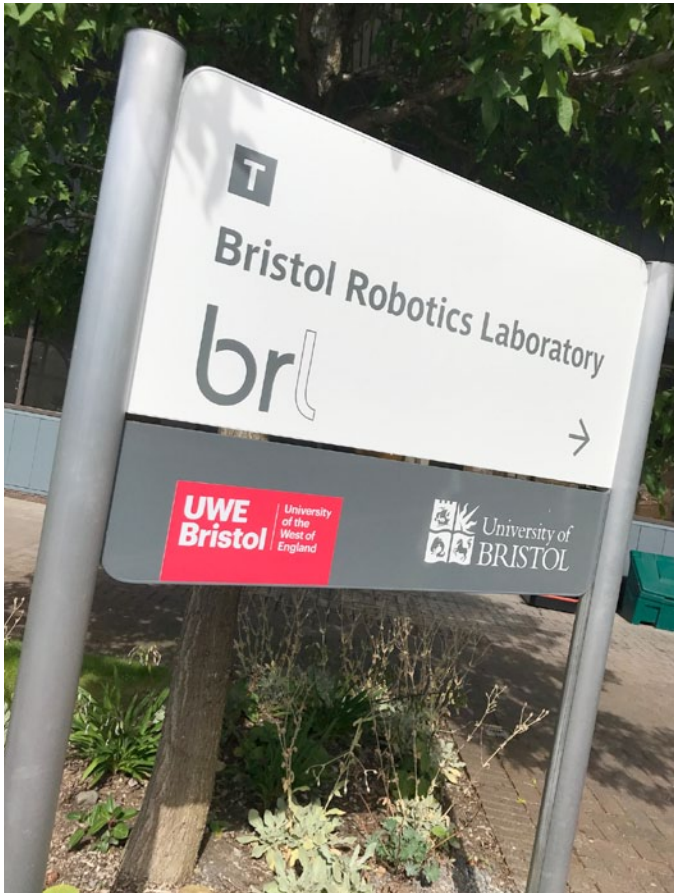
Type 3 – fingerpost sign



Architectural lettering



Type 2c – small direction sign



Type 2c – small direction sign



Facia sign

Internal signs



Type 5 – directory / floor plan signs



Type 4 – Campus map sign structure with directory content



Type 3a – suspended direction signs



Type 6a – projecting lift sign



Type 6a – projecting toilet sign

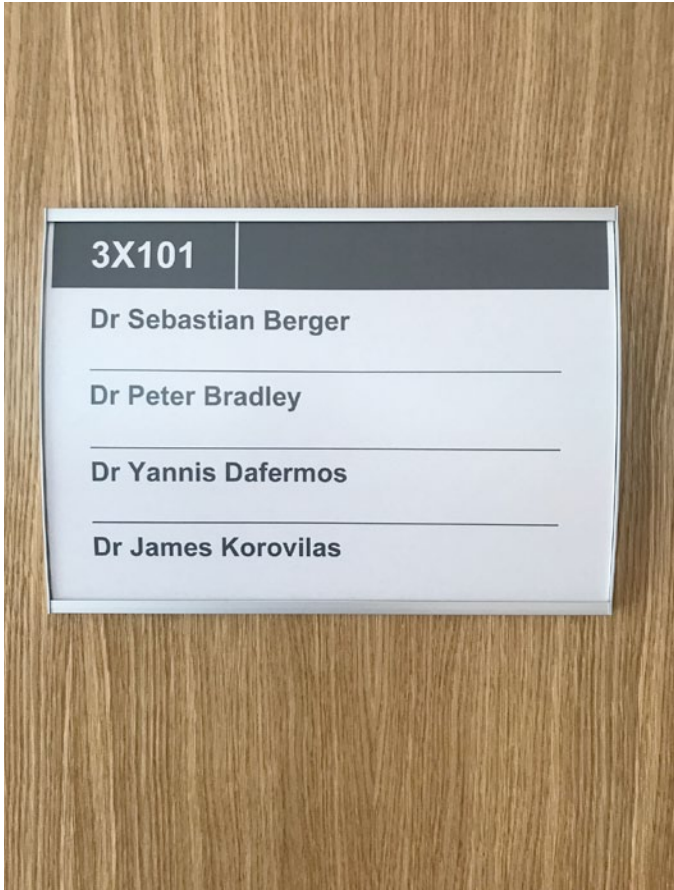


Door asset tag sticker

Internal signs



Type 7 – papyrus door sign (small)



Type 7 – papyrus door sign (large)



Large floor id number sign



Reception desk – illuminated sign



Type 3a – suspended direction sign detail

Contacts and resources

For advice on new signage or templates for papyrus door signs, please contact UWE facilities in the first instance.

Note for sign contractors:

To be compliant with risk assesment protocol, prior agreement to be on any UWE campus site must be obtained from UWE facilities department before any work or audit is undertaken.

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