Signage Protocol Guidelines

May 2019

Ulster
University

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01

What is wayfinding?

Wayfinding refers to an information system that guides people through a physical environment. A good system enhances their understanding and experience of the space and creates a 'sense of place'.

Wayfinding is particularly important for Ulster University due to its varied and complex campus structures. As each campus develops it becomes more complicated, so people need visual cues such as maps, directions, and symbols to help guide them to their destinations. In these often high-stress environments, effective wayfinding systems contribute to a sense of well-being, safety and security.

A robust wayfinding strategy will help us meet some of the University objectives in our Professional Services 5&50 Strategy.

Purpose

At all times, students, staff and visitors should:
- Know where they are.
- Know where they're going.
- Easily follow the best route to their destination.
- Recognise their destination upon arrival.
- Feel confident and reassured.

Principles

Signage should:
- Only be used where necessary.
- Be easily noticed.
- Be clear and easy to understand.
- Have a clear hierarchy of information.

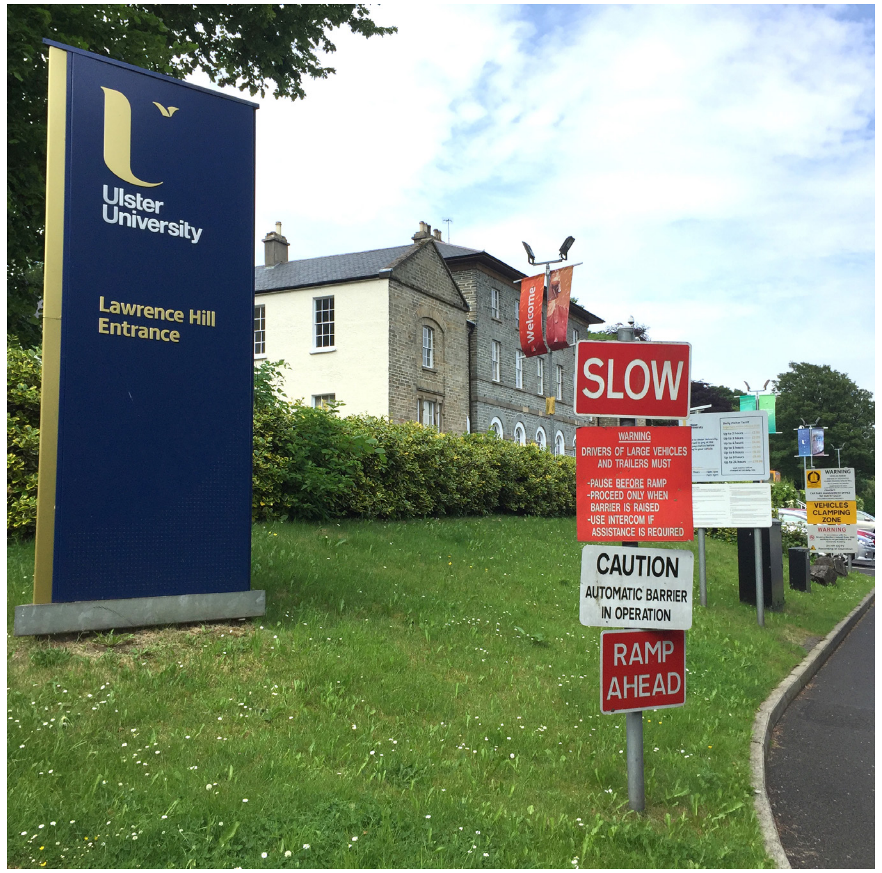
Objectives

A solution befitting of a world-class institution:
- A warm welcome.
- A powerful first and lasting impression.
- An efficient and rewarding user journey.
- A robust, functional and re-usable system.
- Consistent across each campus.
- Increase brand recognition.
- Clear, accessible and inclusive.
- High quality, ethical and sustainable.
- Help meet the University objectives in our PS5&50 Strategy.

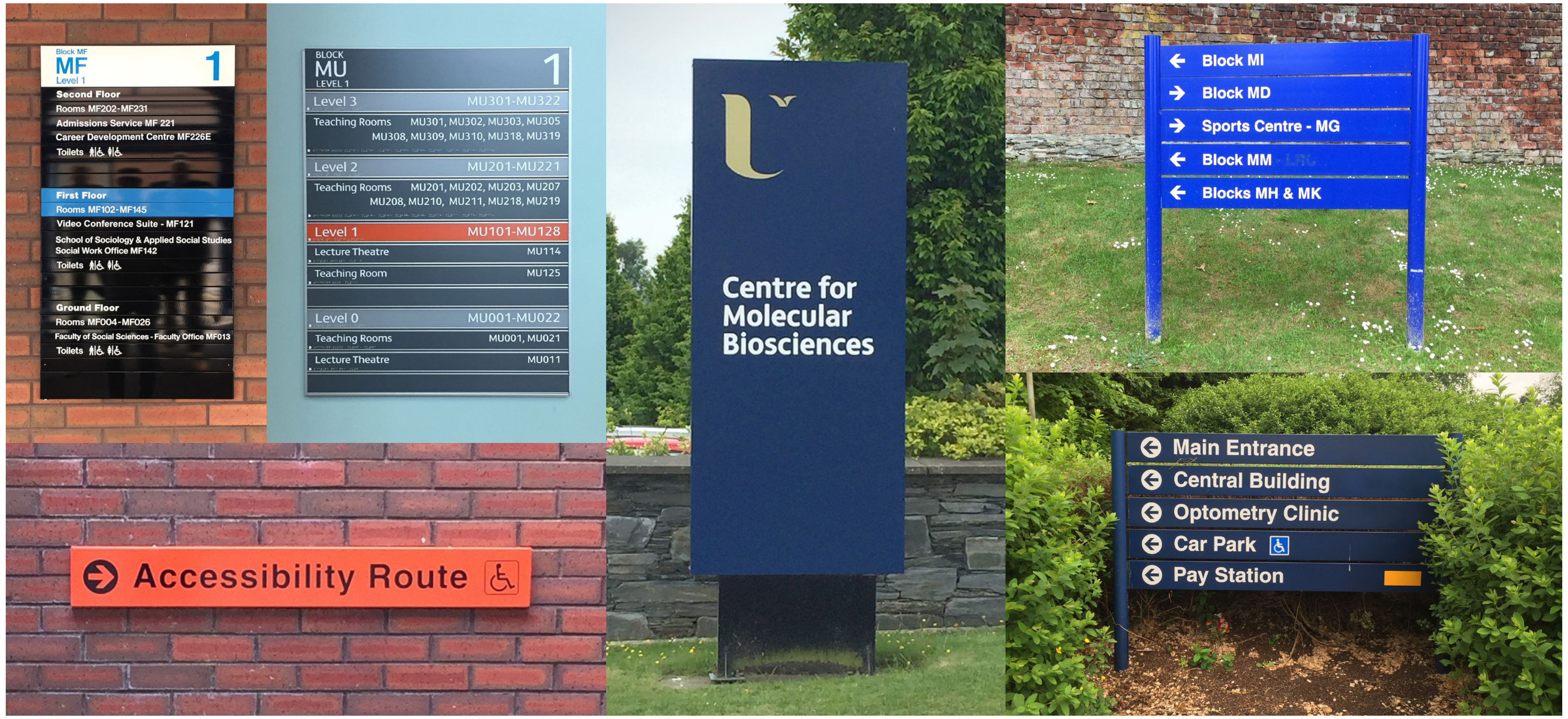
Why do we Need a Strategy?

Signage across Ulster University has been installed on-demand as each campus has grown and developed. This approach has worked for individual buildings, but not for the University as a whole. The absence of strategy or guidance has resulted in a disparate, over-populated set of signs which is confusing for students, staff and visitors. This inadequate user experience will have a direct, negative impact on the Ulster University brand.

Inconsistent Messaging
- 10 metres.
- 10 sign types.


Ulster University
Lawrence Hill Entrance
Welcome
SLOW
WARNING
DRIVERS OF LARGE VEHICLES AND TRAILERS MUST
-PAUSE BEFORE RAMP
-PROCEED ONLY WHEN BARRIER IS RAISED
-USE INTERCOM IF ASSISTANCE IS REQUIRED
CAUTION
AUTOMATIC BARRIER IN OPERATION
RAMP AHEAD

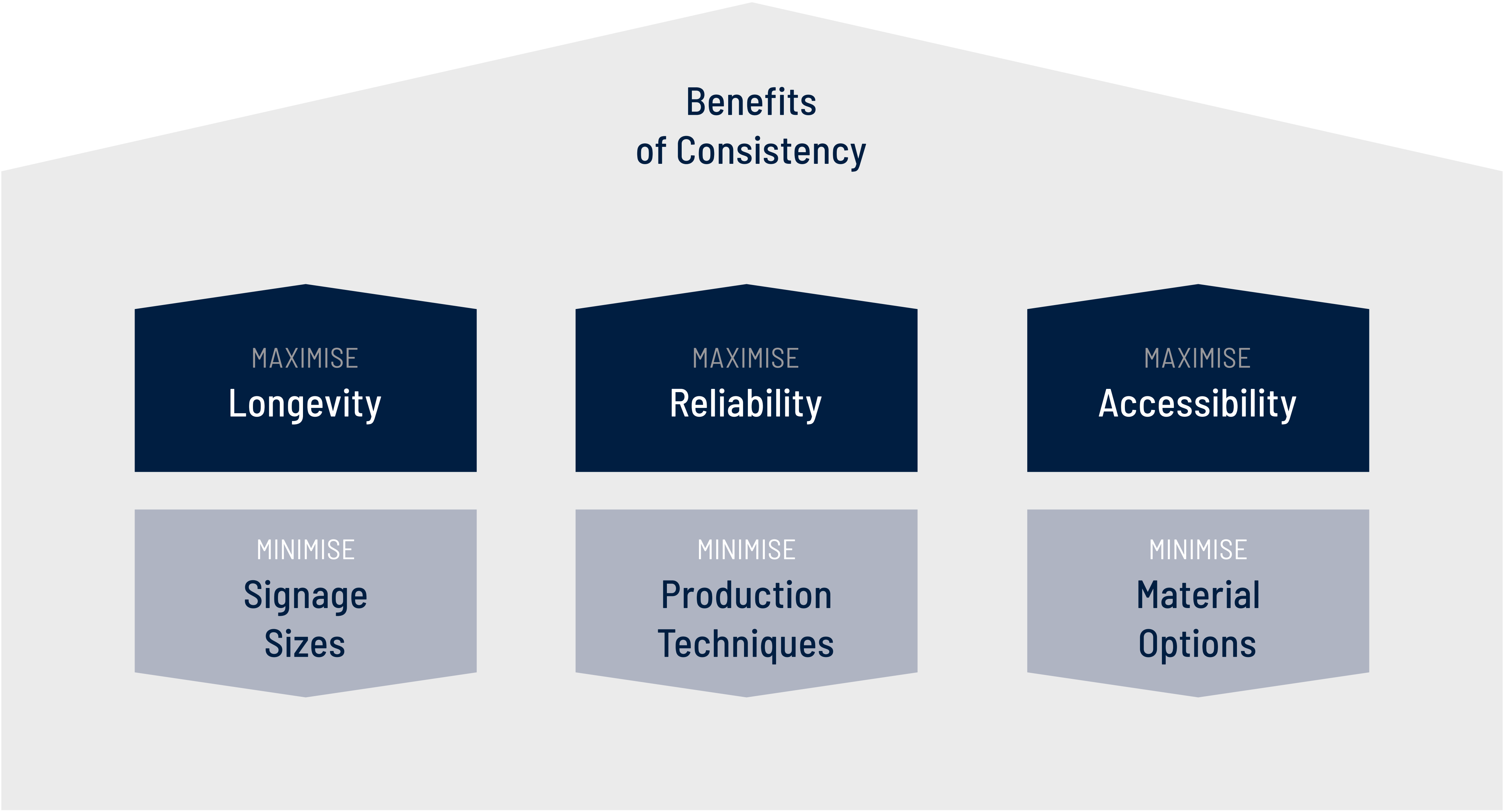
Inconsistent Appearance
- Colour.
- Position.
- Scale.
- Materials.
- Colour.
- Finish.
- Labelling.
- Iconography.
- Typefaces.


Block MF
MF
Level 1
1
Second Floor
Rooms MF202-MF231
Admissions Service MF 221
Career Development Centre MF226E
Toilets
First Floor
Rooms MF102-MF145
Video Conference Suite - MF121
School of Sociology & Applied Social Studies
Social Work Office MF142
Toilets
Ground Floor
Rooms MF004-MF026
Faculty of Social Sciences - Faculty Office MF013
Toilets
BLOCK
MU
LEVEL 1
1
Level 3 MU301-MU322
Teaching Rooms MU301, MU302, MU303, MU305 MU308, MU309, MU310, MU318, MU319
Level 2 MU201-MU221
Teaching Rooms MU201, MU202, MU203, MU207 MU208, MU210, MU211, MU218, MU219
Level 1 MU101-MU128
Lecture Theatre MU114
Teaching Room MU125
Level 0 MU001-MU022
Teaching Rooms MU001, MU021
Lecture Theatre MU011
Accessibility Route
Centre for Molecular Biosciences
Block MI
Block MD
Sports Centre - MG
Block MM
Blocks MH & MK
Main Entrance
Central Building
Optometry Clinic
Car Park
Pay Station

Why do we Need a Strategy?

A clear strategy defines a consistent approach, making future signage efficient and cost-effective.

Crucially, users who experience a seamless journey are much more likely to appreciate their surroundings and leave with a positive experience.



Benefits of Consistency

MAXIMISE
Longevity

MAXIMISE
Reliability

MAXIMISE
Accessibility

MINIMISE
Signage Sizes

MINIMISE
Production Techniques

MINIMISE
Material Options

Design Solution

We have embarked on a robust design process to conceive a solution that is:

— Future-proof

No superfluous or ephemeral elements.
Interchangeable panels.

— Accessible and readable

High contrast colours. Large sans-serif typeface.
Braille equivalents where appropriate.

— Recognisable

Visually consistent.
Clear association with the university.

— Streamlined

Fewer signs in highly visible, logical locations.

— Cost-effective

Free, open source typeface. Minimal component parts.
Standardised sizes, materials and production techniques.

— Meaningful and usable

Succinct, firm and polite content. Universal pictograms. Heads-up mapping.
Illustrated landmarks. 'You are here' markers with walking radius.

Brand Assets

Our wayfinding system is built using our core brand assets: logo, colour and type. Our system intentionally avoids graphic devices, brand patterns and imagery that could easily date and distract from our content. Removing all superfluous elements maximises readability and helps weather future brand identity changes.

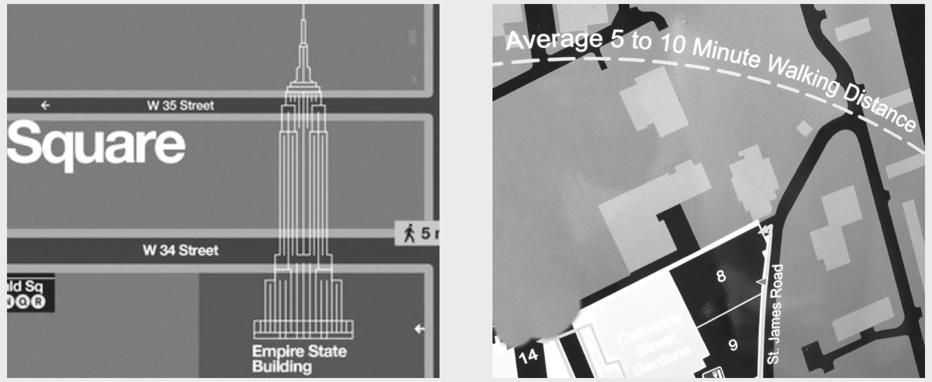
Ulster
University

Ulster
University

Logo
Single colour logo.

Pantone 282C	White	Pantone Cool Gray 5C
RAL 5011 Steel Blue	RAL 9016 Traffic White	RAL 7038 Agate Grey

Brand palette
High contrast with a complimentary, neutral mid-colour.


W 35 Street
Square
W 34 Street
Empire State Building
Average 5 to 10 Minute Walking Distance
St. James Road

Maps
2D maps with 3D landmarks. Clear, universal and functional, using head-up orientation. See p.15.

Barlow
Semi-Condensed

Wayfinding typeface
Free and open source. Inspired by the standard traffic sign typeface 'DIN'. Available to download from: fonts.google.com/specimen/Barlow+Semi+Condensed

♿ P 🚫 ✈

Pictograms
Universal, clear and immediate.

Application Principles

Colour
- Single approach across Belfast, Coleraine and Magee campuses.
- A unified approach ensures consistency and builds brand recognition.
- No internal colour co-ordination, maximising flexibility and accommodation of layout changes.

New builds and historic buildings
- Same approach across all architectural styles.
- Ensures consistency and reinforces unity.

Use of logo
- External signage: Full logo (May change based on logo plate route).
- Internal signage: 'U' icon (Maintains brand recognition without distracting from wayfinding text).

Sign positioning
- All signage should be prominently positioned to be instantly visible.
- Lighting, reflections, sight lines, vehicles, people and other potential obstructions should always be considered.

External
- Interchangeable panels for flexibility and longevity.
- Cost-effective to re-skin should the University logo change.
- Stacked signage is interchangeable to accommodate future changes.

Internal
- No inserts, sliders or other devices that require maintenance.
- Interchangeable components to accommodate future changes.

Language Conventions

Meaningful content
- To be understood quickly, each sign should be as succinct as possible.
- Providing too much information can cause confusion and can be easily ignored.

Language
- Abbreviations, technical terms and jargon should be avoided to minimise confusion.
- Do not use full stops after destination names on signage.
- Terminology and naming should be consistent throughout.

Capitalisation
- Title case (the first letter of each word is capitalised) should be used: 'Main Entrance & Reception' not 'Main entrance & reception'.
- The initial capital creates more recognisable shapes out of words for improved readability.
- Title case is generally associated with authority and importance, so is more fitting for wayfinding.

Campus and building naming
- Buildings should be identified by their code (e.g. 'BA'), until building names are agreed. Thereafter, all buildings should be referred to by name, not code.

Braille
- Unified English Braille should be used to the following signage categories: Welcome / Site Orientation / Level Directories / Directional / Room Identifiers / Informative.
- Grade 2 Braille should be used for longer descriptions and sentences.
- See p.59 for more detailed applications guidance.

Process

The following process outlines the steps required to establish and implement an effective wayfinding system.

1

Scope area

- Understand the space.
- Establish the best location for sign(s).
- Ensure sign is prominently positioned to be instantly visible. Consider lighting, reflections, sight lines and potential obstructions.

2

Check planning permission

- Consult the Local Authority Planning Department guidelines with respect to the proposals.
- If required submit a planning application
- Consider how the sign(s) will affect the appearance of the local area and public safety.

3

Create specification

Collate a detailed list that outlines:

- Sign location(s).
- Sign type(s).
- Sign code(s).
- Sign content.

4

Procure production & artwork

- Production should be commissioned in line with the University's procurement policies.
- Please liaise with Senior Buyers.

5

Give supplier access to working files

Upon appointment, provide supplier with access to:

- Our Kit of Parts.
- This Protocol PDF.

6

Oversee production & application

- Liaise with supplier to ensure quality and consistency is achieved.
- Cross-reference output with the Protocol.
- Review printed samples before approving.

02

Kit of Parts

To ensure consistency and maximise efficiency, we have created working artwork templates for internal and external signs. The following pages outline their function and purpose.

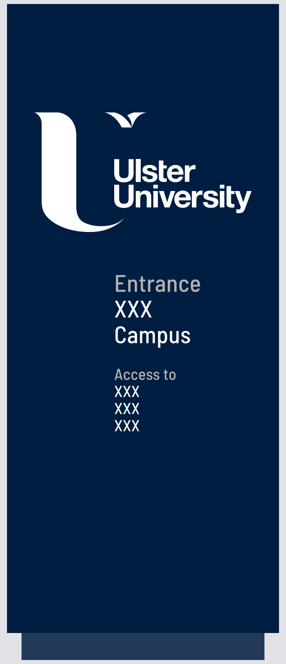
External Kit of Parts

Artwork templates are available from Estates Services

ew01

Welcome

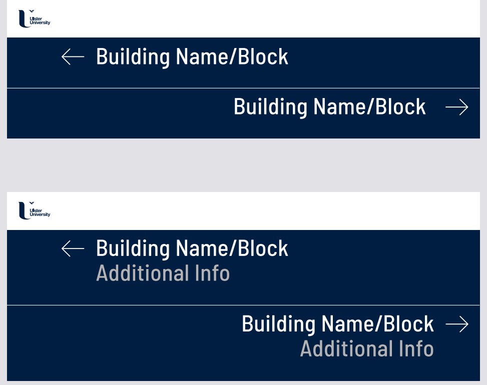
Help people identify main entrance point(s) to the Campus.


Ulster University
Entrance
XXX
Campus
Access to
XXX
XXX
XXX

ed01 / ed02

Directional

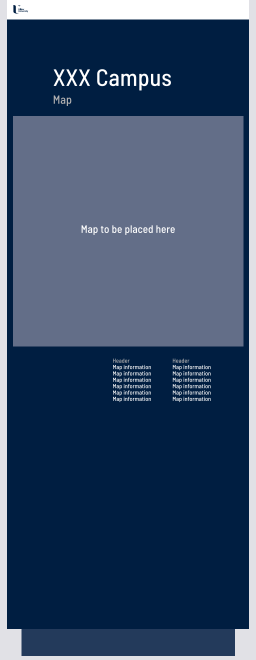
Help direct people to specific destinations.


← Building Name/Block
Building Name/Block →
← Building Name/Block
Additional Info
Building Name/Block →
Additional Info

eso01

Site Orientation

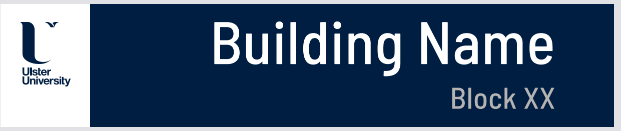
Help people understand the layout of the area or campus.


XXX Campus
Map
Map to be placed here

ebi01 / ebi02 / ebi03

Building Identifier

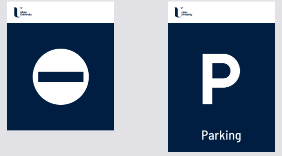
Help people identify the building they're looking for.


Ulster University
Building Name
Block XX

ei01 / ei02

Informative

Help regulate behaviour and inform users.



et01 / et02

Temporary

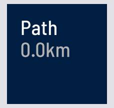
Short-term and highly visible to quickly raise awareness or grab attention.

eint01

Interpretation

Non-directional signage that creates a narrative based on a point of interest.

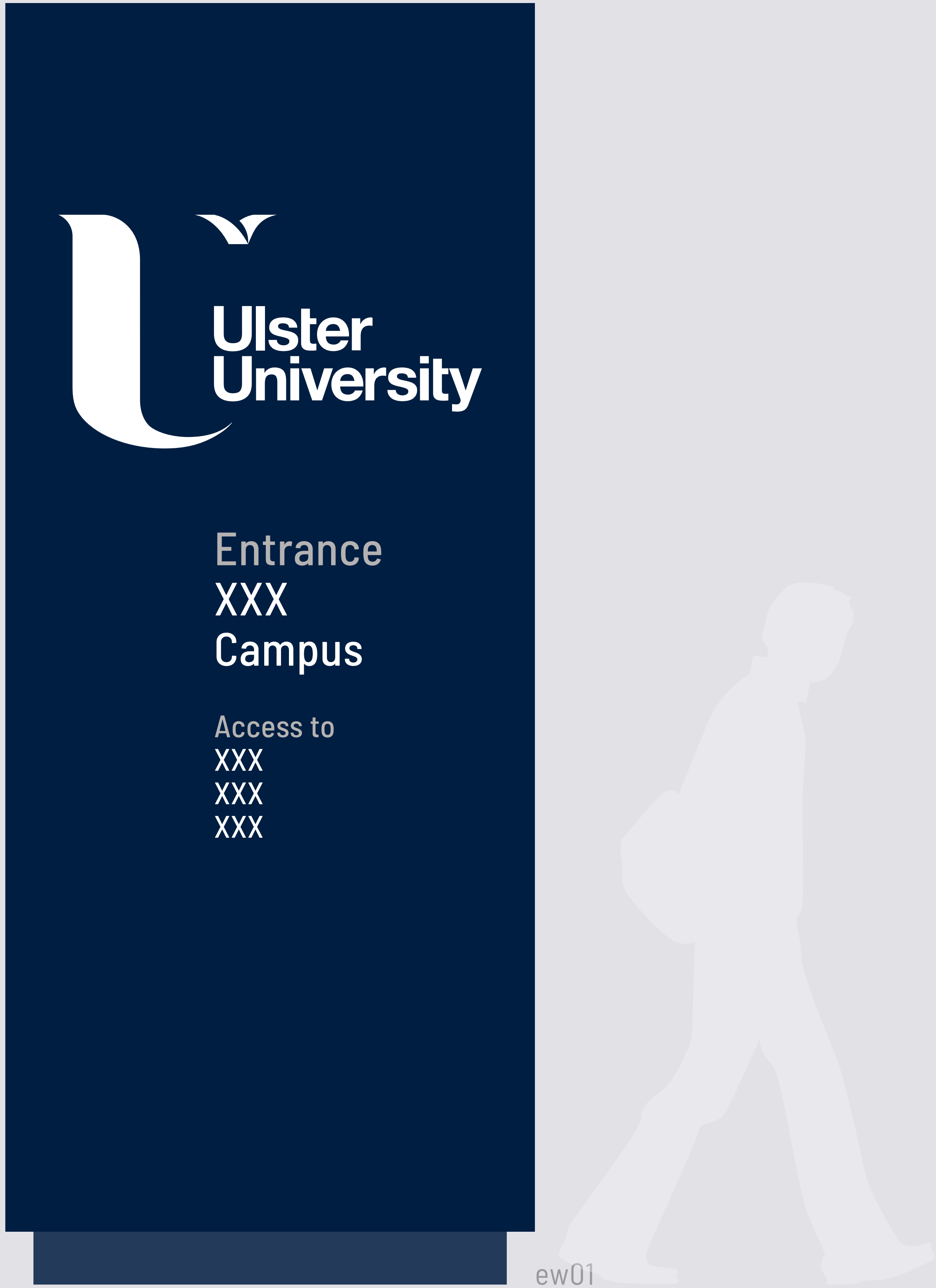
Procured independently but should adhere to the basic production principles on p.20 / 21.



Unique

For special requirements, as agreed with the Director of Estates Services.

Procured independently but should adhere to the University brand guidelines.


Ulster University
Entrance
XXX
Campus
Access to
XXX
XXX
XXX

ew01

Help people identify main entrance point(s) to the University Campus.

Welcome

Satellite campus
These totems will list the relevant buildings/blocks to inform and manage expectations.

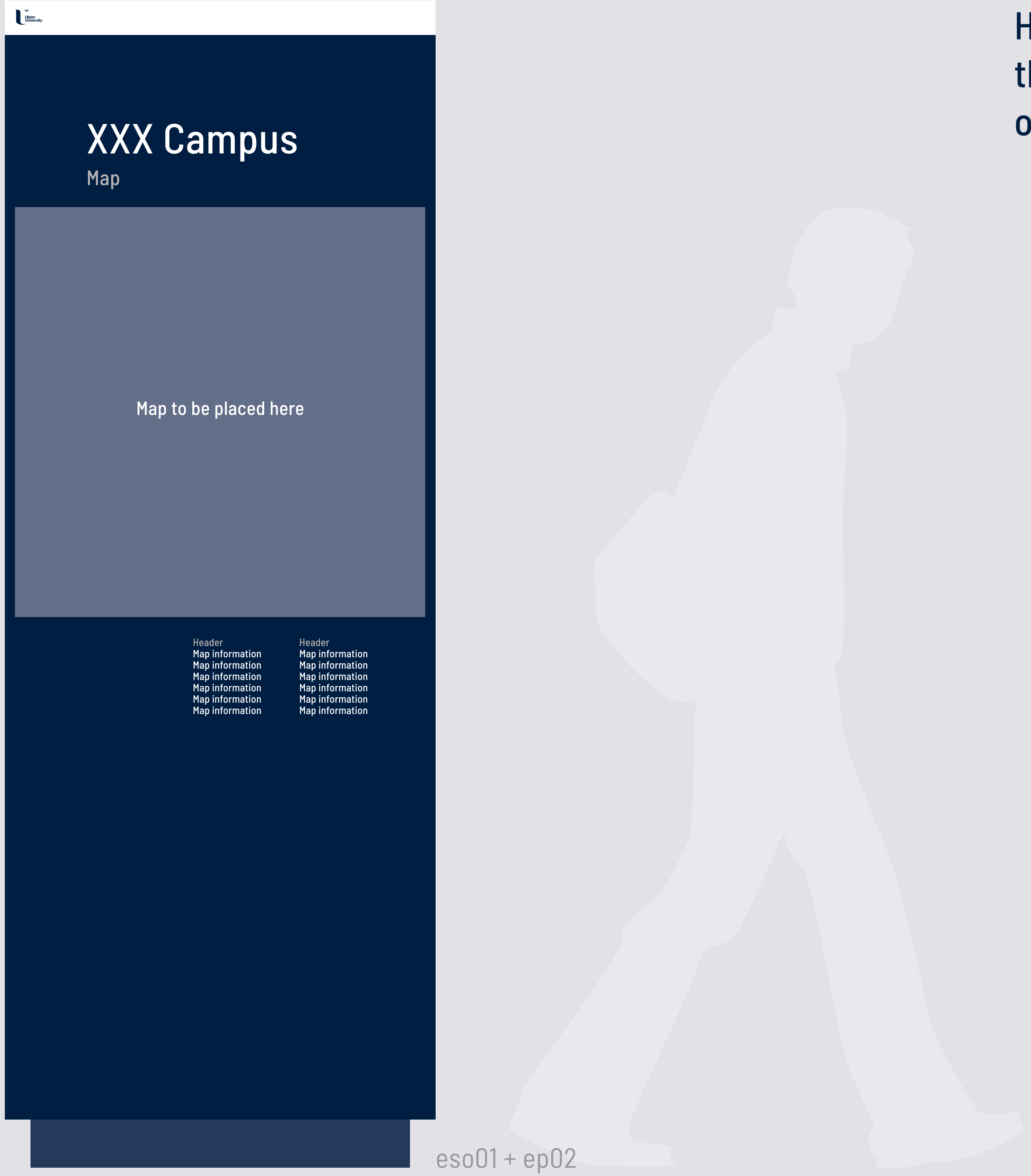
Positioning
Prominently positioned at main entrance point(s) to the Campus.

Artwork
ew01.indd

Specification
See 'Construction & Application' section.

External Kit of Parts

Artwork templates are available from Estates Services


XXX Campus
Map
Map to be placed here
Header
Map information
Map information
Map information
Map information
Map information
Map information
Header
Map information
Map information
Map information
Map information
Map information
Map information

eso01 + ep02

Help people understand the layout of the area or campus.

Site Orientation

Positioning

Prominently positioned at 'on-foot' entry points car park exits and decision points.

Artwork

eso01.indd

Logo plate:

ep02.indd

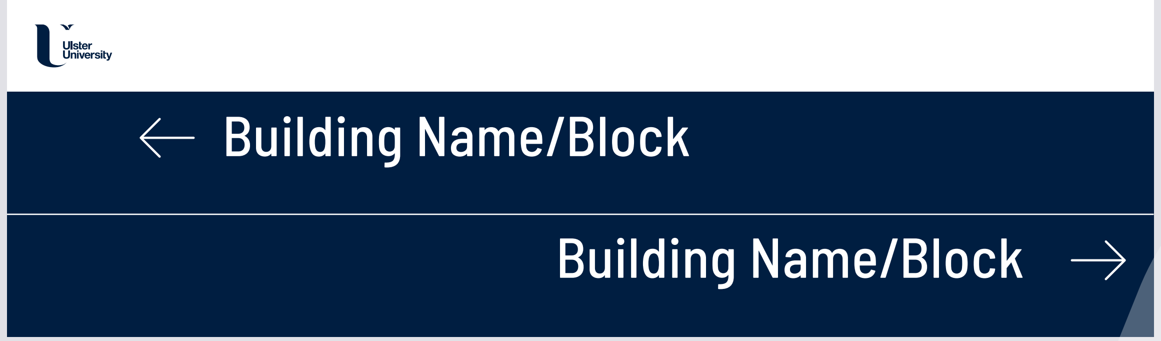
Specification

See 'Construction & Application' section.

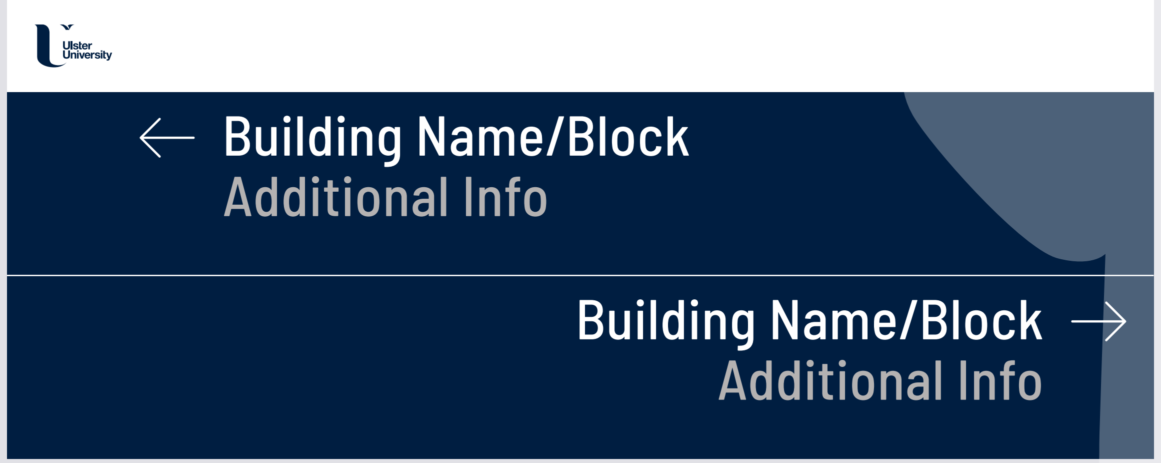
External Kit of Parts

Artwork templates are available from Estates Services

ed01 + ep02


Ulster University
← Building Name/Block
Building Name/Block →

ed02 + ep02


Ulster University
← Building Name/Block
Additional Info
Building Name/Block →
Additional Info

Help direct people to specific destinations.

Directional

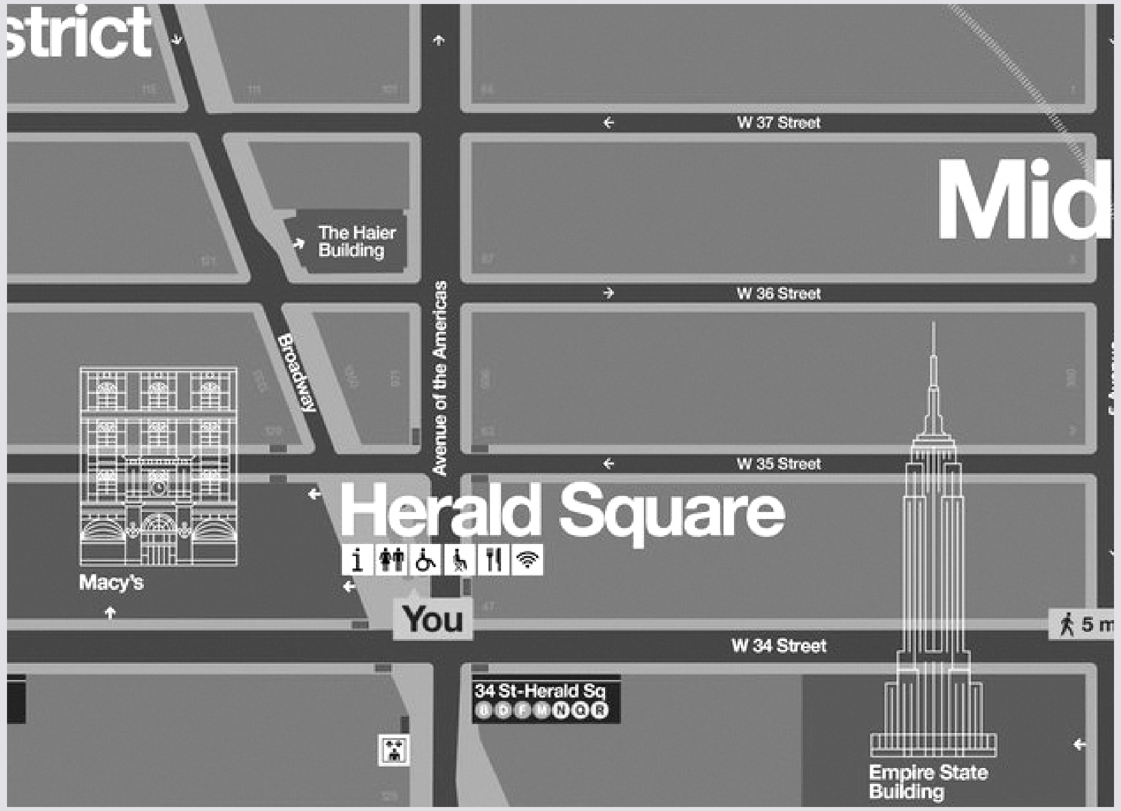
Positioning
Positioned at key decision points in a person's journey, including roundabouts, junctions, pathways and car parks.

Artwork
ed01.indd
ed02.indd
Logo plate:
ep02.indd

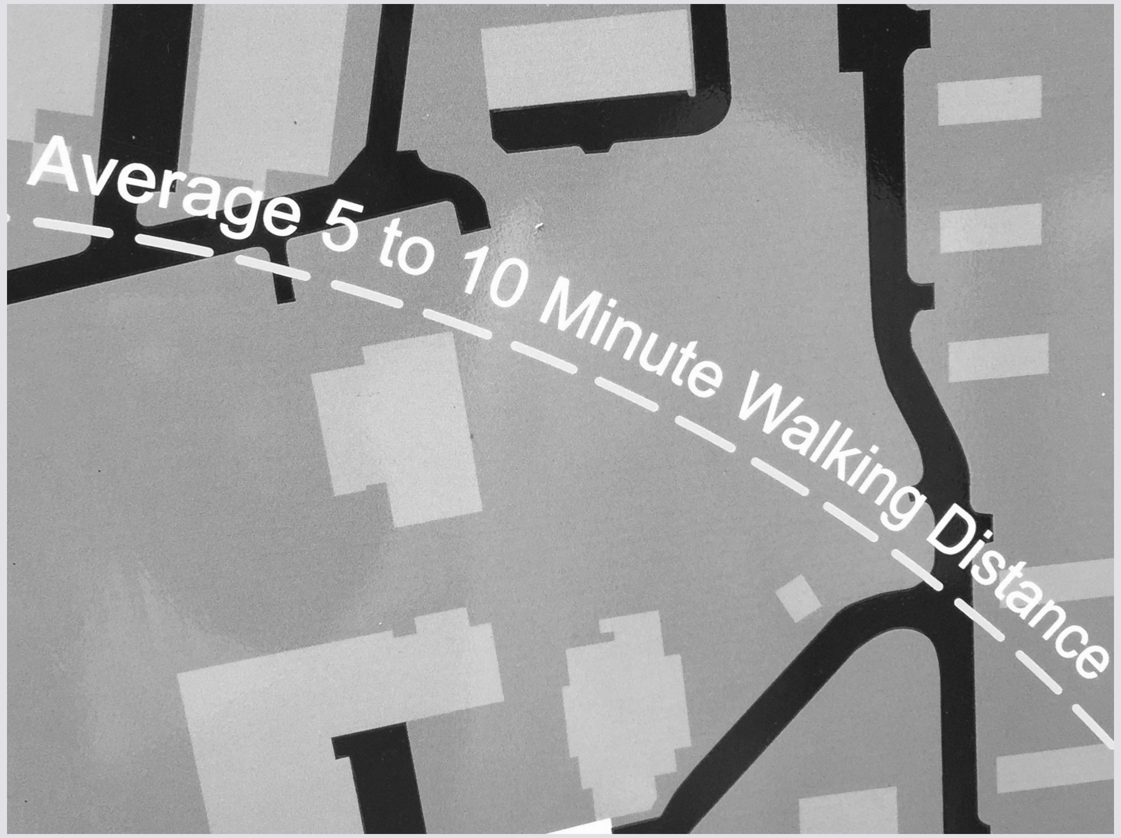
Specification
See 'Construction & Application' section.

External Kit of Parts

Artwork templates are available from Estates Services



strict
Mid
W 37 Street
W 36 Street
W 35 Street
W 34 Street
The Haier Building
Broadway
Avenue of the Americas
Herald Square
Macy's
You
34 St-Herald Sq
Empire State Building
5 m



Average 5 to 10 Minute Walking Distance

Format

- Clear, universal and functional.
- 2 dimensional, top down view.
- Illustrative landmarks allow quick identification. This is particularly effective for people using English as a foreign language.
- Each map should be square to fit on structures in all orientations.

Heads-up Mapping

- Maps should always be orientated in the direction the user is facing.
- Content at the top of the map represents what is in front of you: a perceived north, respecting the user's interaction with the campus and surrounding area.
- True north symbol should feature on all maps.

Walking Radius

- A useful, practical unit of measurement.
- Circle radiates from 'you are here' marker.
- Applied to all campus maps.

Map Creation

- Procured as needed.
- All commissions should follow this guidance.

Site Orientation

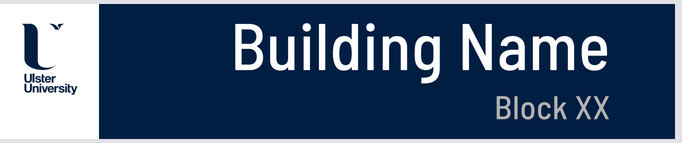
Maps

An integral part of all site orientation signage. Maps should also feature on the University website, prospectuses, emailers and other communication / promotional material.

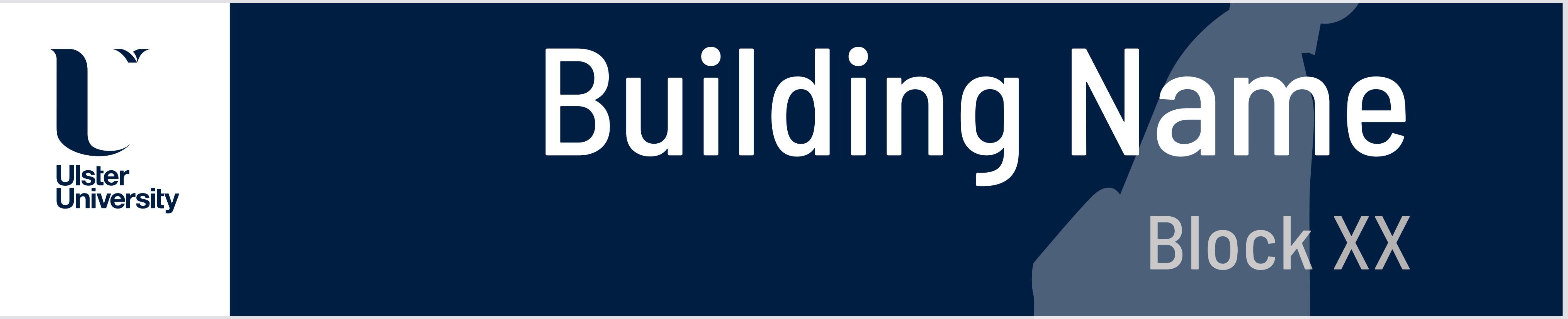
External
Kit of Parts

Artwork templates are available from Estates Services

ebi01 + ep03



ebi02 + ep04



Help people reach the building they're looking for and confirm they've arrived at the correct building.

Building Identifier

Positioning
Clearly visible from all approaches to the building, these should be positioned above peoples' heads, parked cars and other potential obstructions.

Heritage names
These signs provide the opportunity to phase in heritage names for buildings. Block codes will remain for a slow transition.

Artwork
ebi01.indd
ebi02.indd
Logo plate:
ep03.indd
ep04.indd

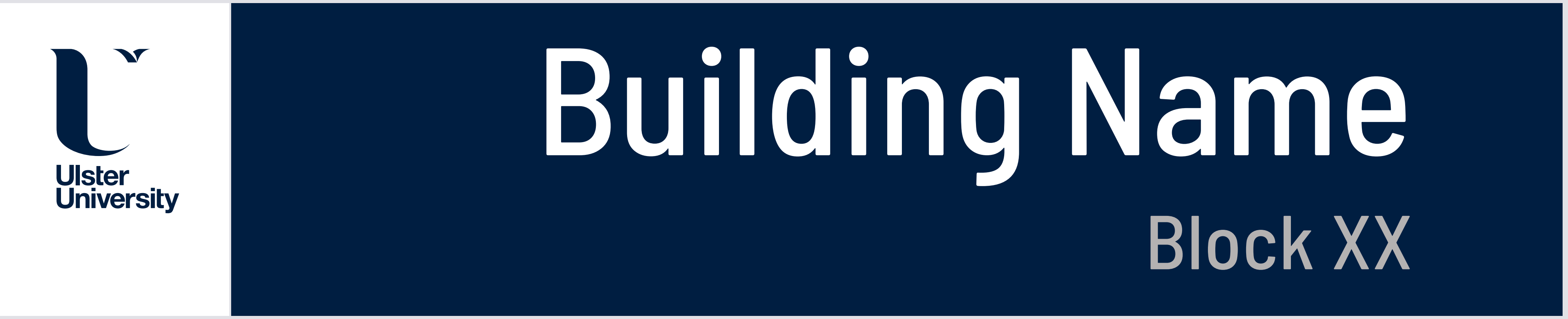
Specification
See 'Construction & Application' section.

Bespoke Size
There may be instances where a building would benefit from a larger sign or a bespoke approach. These signs would be required as 'Unique' and should be agreed in advance with the Director of Estates Services.

External
Kit of Parts

Artwork templates are available from Estates Services

ebi03 + ep05



Bespoke Size
There may be instances where a building would benefit from a larger sign or a bespoke approach. These signs would be required as 'Unique' and should be agreed in advance with the Director of Estates Services.

Building Identifier

Positioning
Clearly visible from all approaches to the building, these should be positioned above peoples' heads, parked cars and other potential obstructions.

Heritage names
These signs provide the opportunity to phase in heritage names for buildings. Block codes will remain for a slow transition.

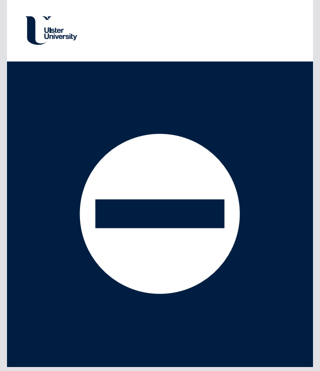
Artwork
ebi03.indd
Logo plate:
ep05.indd

Specification
See 'Construction & Application' section.

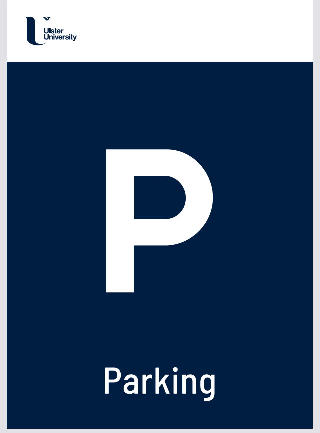
External Kit of Parts

Artwork templates are available from Estates Services

ei01 + ep01



ei02 + ep01



Used to regulate behaviour and inform users. These signs should convey a single message in a clear, firm and polite manner.

Informative

Note
These do not replace mandatory signs that follow BSI standards (fire / safety / exits etc...)

Positioning
Positioned in areas that will help regulate behaviour and inform visitors, such as car park tariffs and regulations, speed restrictions, CCTV, dog rules and safety notices.

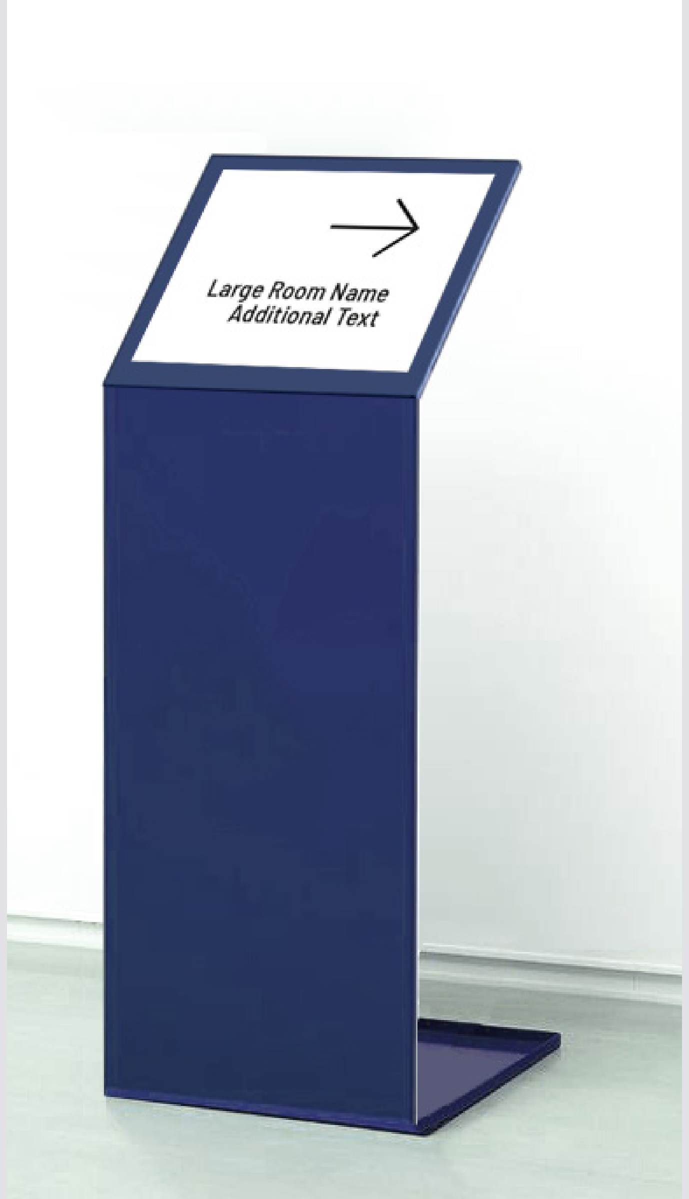
Artwork
ei01.indd
ei02.indd
Logo plate:
ep01.indd

Specification
See 'Construction & Application' section.

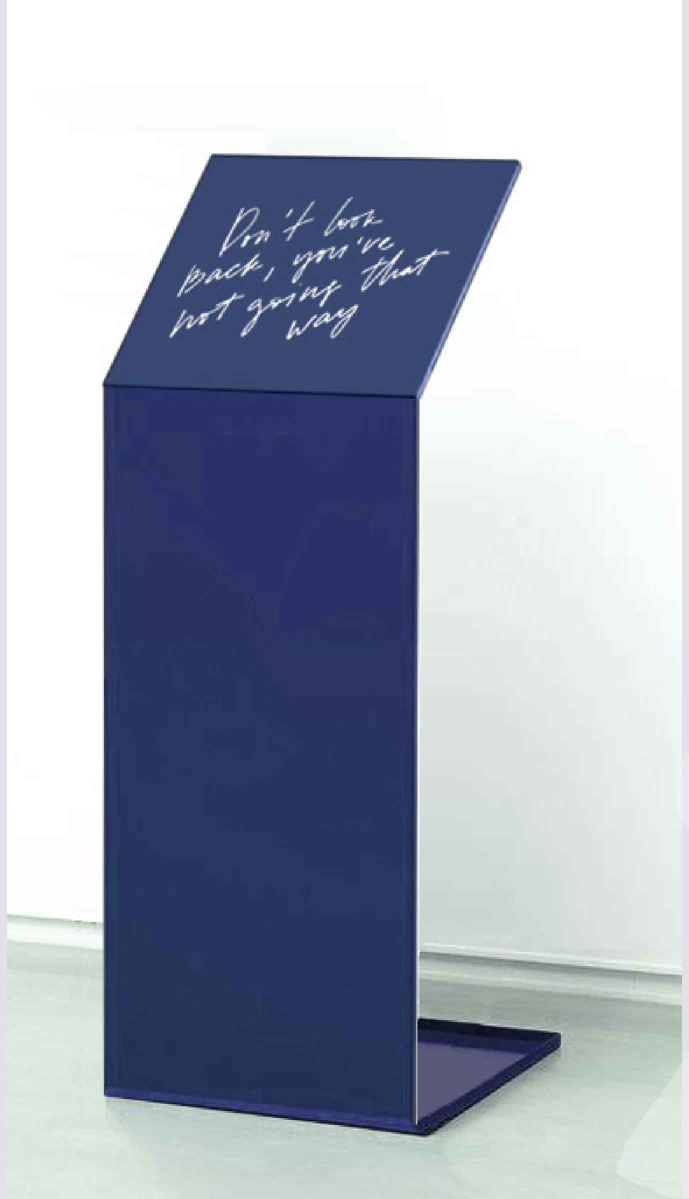
External
Kit of Parts

Artwork templates are available from Estates Services

Printed insert sleeve

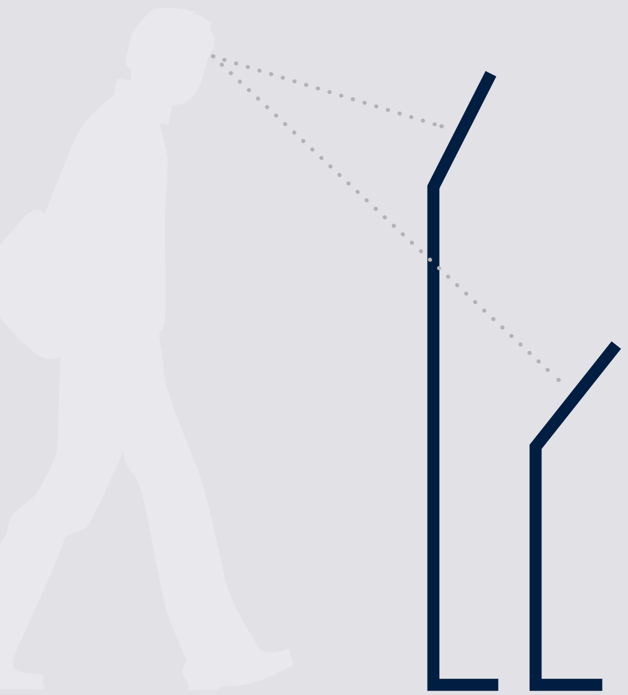

Large Room Name
Additional Text

Hand written notices


Don't look back, you're not going that way

Intended for short-term use. Portable, flexible and highly visible, they allow for reactive marketing or supplementary wayfinding.

Temporary signage displayed in the public domain must be large enough to avoid obstruction. Temporary signage within the University Campus can smaller, but please consider visibility and safety.



Temporary

Positioning
High visibility areas.

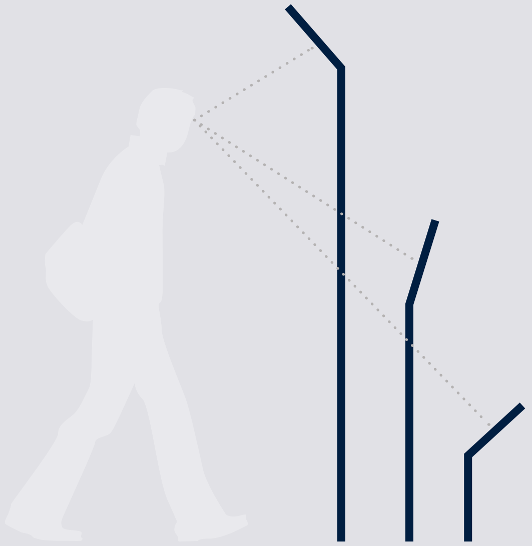
Artwork
et01.indd
et02.indd

Specification
See 'Construction & Application' section.

External Interpretation

Title here
There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

Non-directional signage that creates a narrative based on a point of interest.



Interpretation

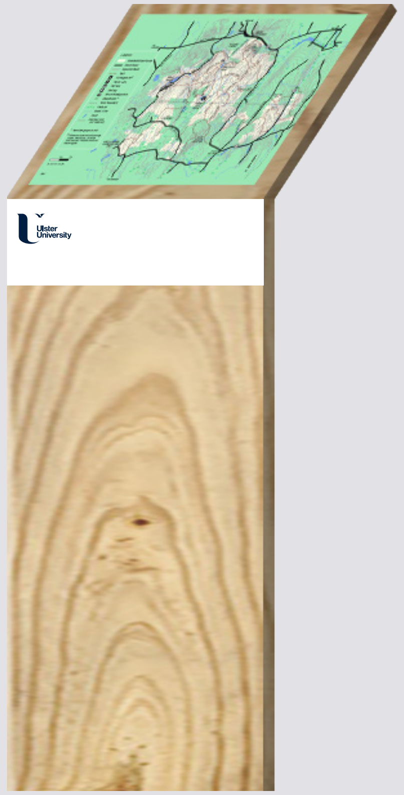
Note

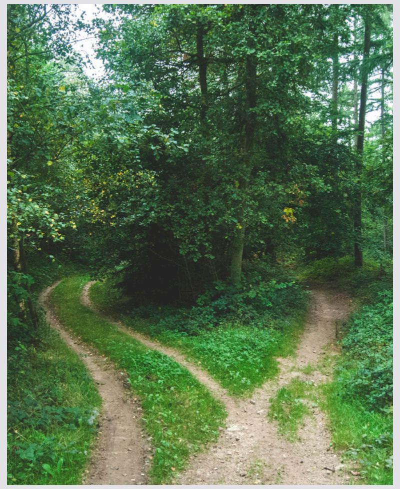
Angled information panels can be adjusted to the optimum angle for readability.

Positioning

These signs will be free-standing in front of the relevant building / area. They should be visible and easily accessed but not overpowering or distracting.

External Interpretation



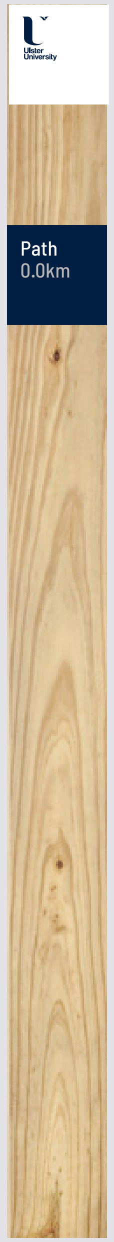


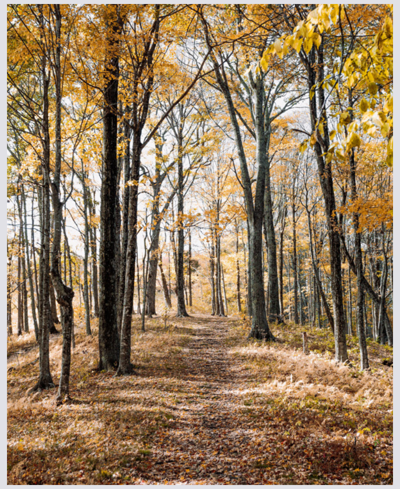
ep07

Trail Orientation

Positioning

These signs will be located at the entry point to every trail and any trail overlap / decision points.





eint01 + ep06

Trail Markers

Positioning

These signs will be located at trail milestones, continuously informing people what trail they are on.

Directional signage that guides people through a pre-defined trail.

Interpretation

Note

Angled information panels can be adjusted to the optimum angle for readability and should be produced from environmentally responsible materials.

Heights are variable depending on surrounding landscape and potential obstructions.

Artwork

eint01.indd

Logo plate:

ep06.indd

ep07.indd

Specification

See 'Construction & Application' section.

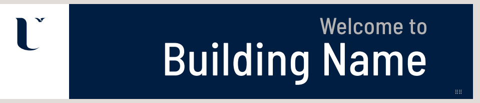
Internal
Kit of Parts

Artwork templates are available from Estates Services

iw01

Welcome

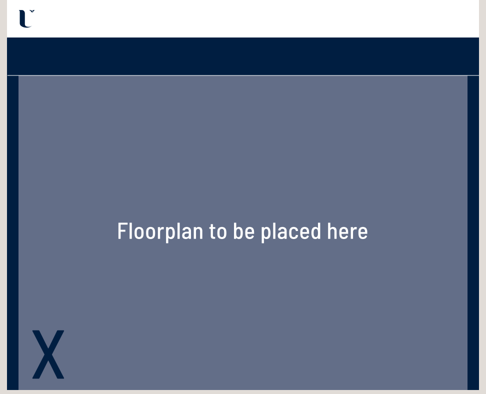
Help reassure people that they have arrived at the correct building.


Welcome to
Building Name

iso01

Site Orientation

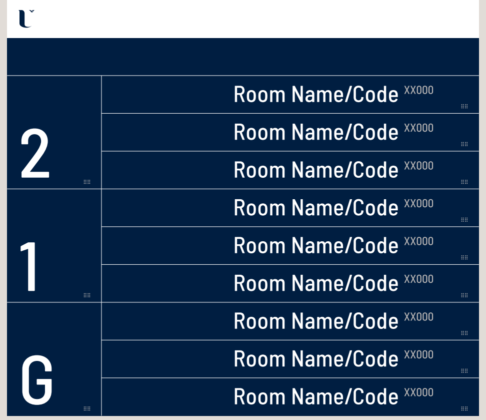
Help people understand the layout of the building.


Floorplan to be placed here
X

ild01 / ild02

Level Directories

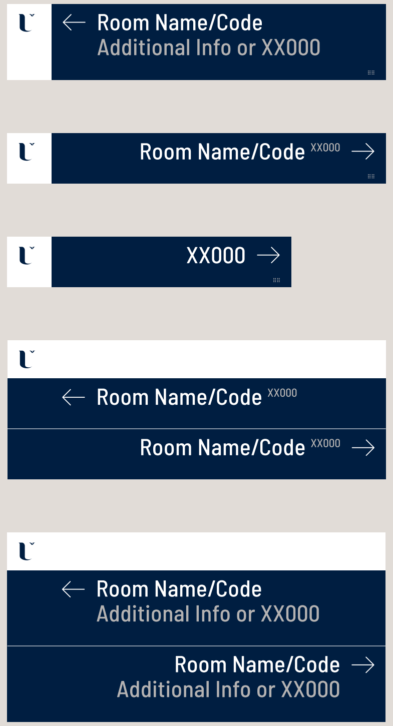
Convey key information about each floor.


2
1
G
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000

id01 / id02 / id03 / id04 / id05

Directional

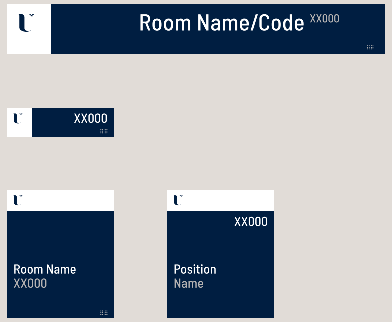
Help direct people to specific destinations.


← Room Name/Code
Additional Info or XX000
Room Name/Code XX000 →
XX000 →
← Room Name/Code XX000
Room Name/Code XX000 →
← Room Name/Code
Additional Info or XX000
Room Name/Code →
Additional Info or XX000

iri01 / iri02 / iri03 / iri04

Room Identifier

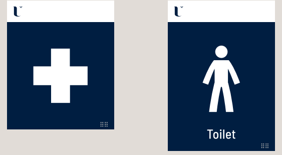
Help people identify the room they're looking for.


Room Name/Code XX000
XX000
Room Name
XX000
XX000
Position
Name

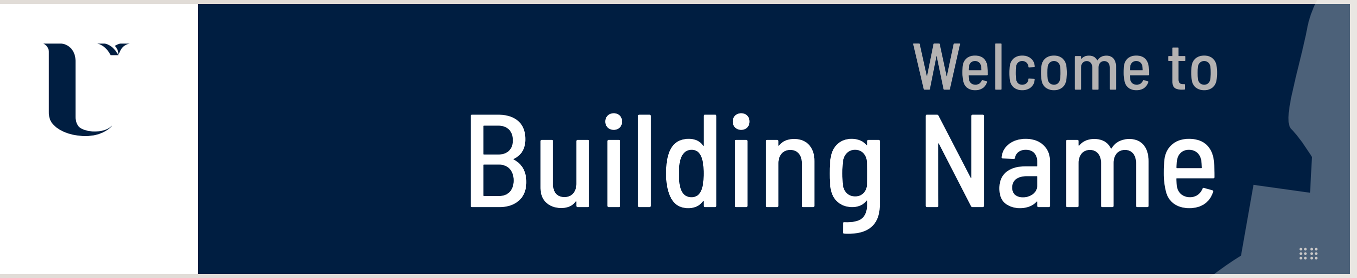
ii01 / ii02

Informative

Help regulate behaviour and inform users.



iw01 + ip07



Help reassure people that they have arrived at the correct building.

Welcome

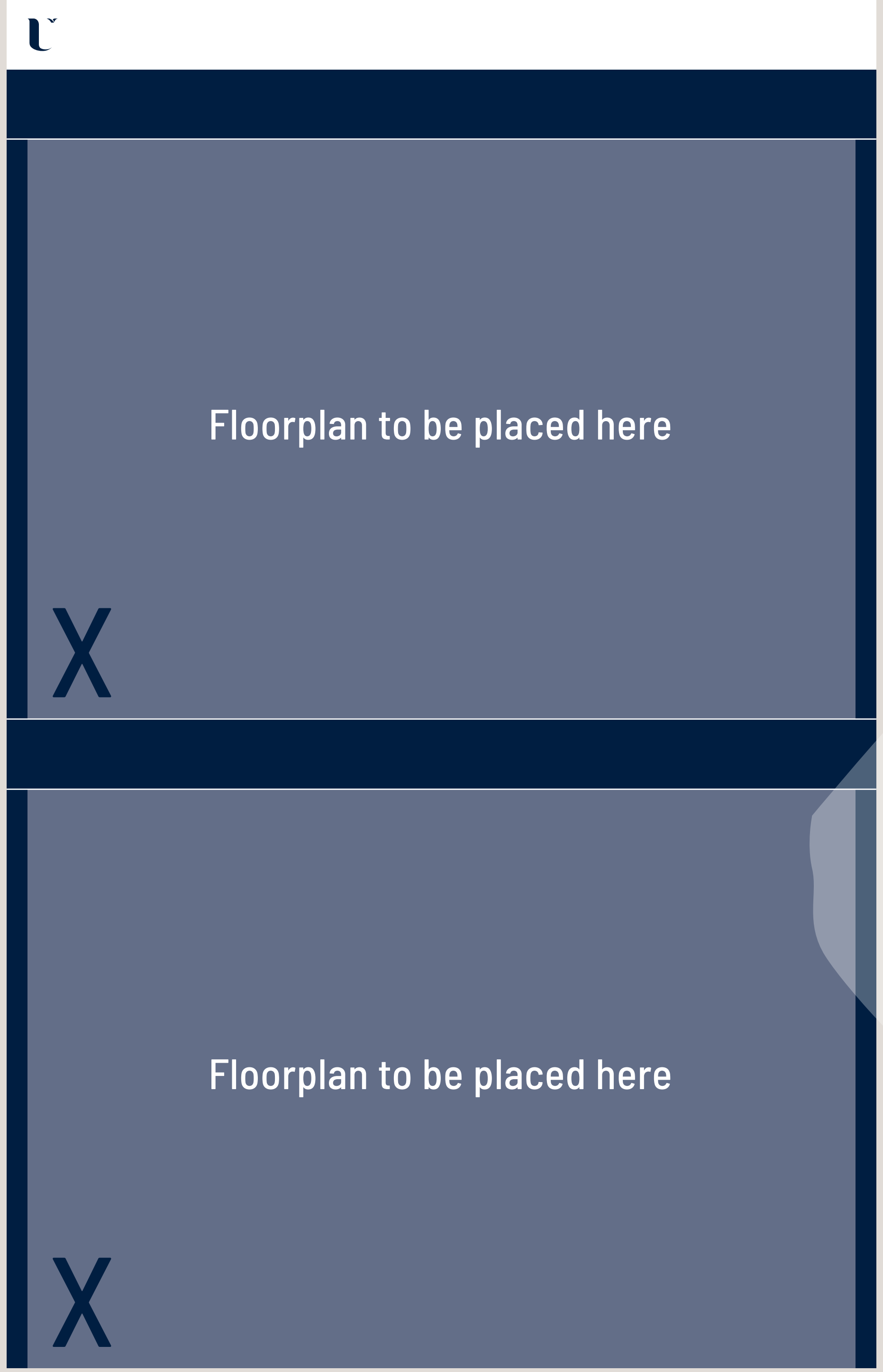
Positioning
Prominently positioned at main entrance point(s) to the building.

Artwork
iw01.indd
Logo plate:
ip07.indd

Specification
See 'Construction & Application' section.

Artwork templates are available from Estates Services

iso01 + ip03


Floorplan to be placed here
X
Floorplan to be placed here
X

Help people understand the layout of the building, where required.

Site Orientation

Positioning
Highly visible as people enter the building lobby and not placed where objects may be positioned in front of them.

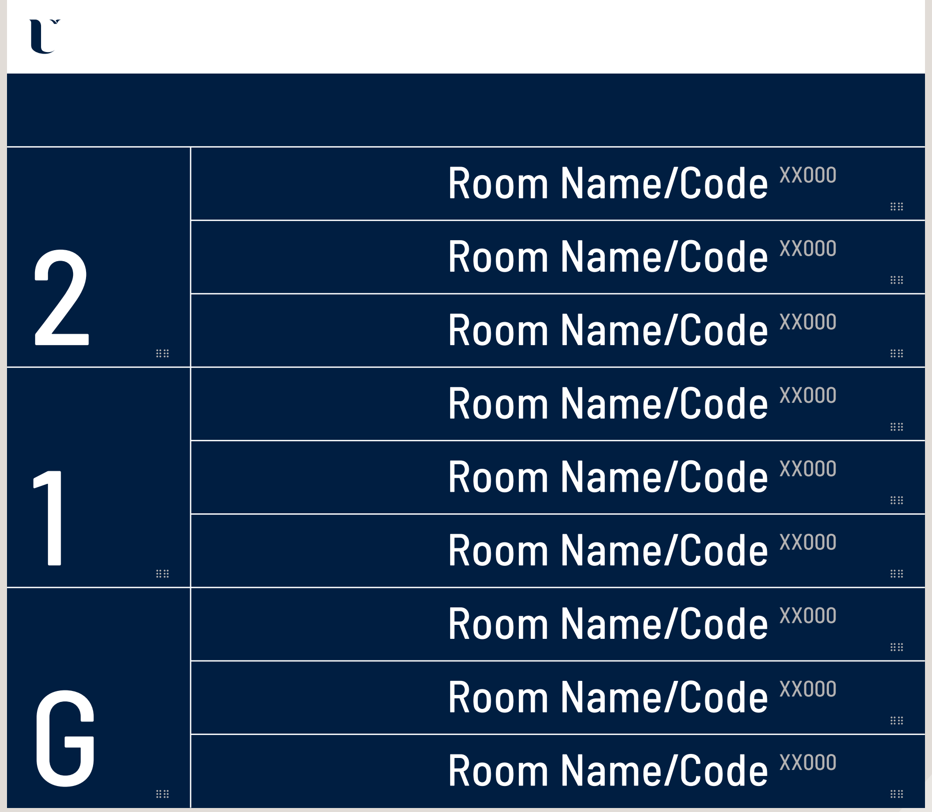
Artwork
iso01.indd
Logo plate:
ip03.indd

Specification
See 'Construction & Application' section.

Internal
Kit of Parts

Artwork templates are available from Estates Services

ild01 and ild02 + ip03


2
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
1
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
G
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000

Convey key information about each floor.

Level Directory

Positioning

Prominently positioned in lobby areas, outside lifts and stairwells.

Artwork

ild01.indd
ild02.indd
Logo plate:
ip03.indd

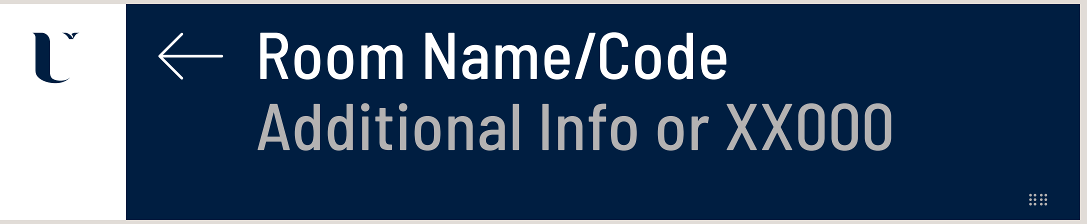
Specification

See 'Construction & Application' section.

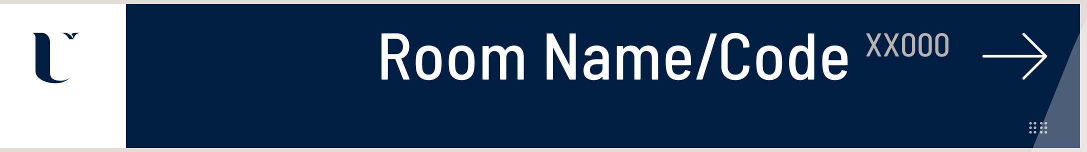
Internal
Kit of Parts

Artwork templates are available from Estates Services

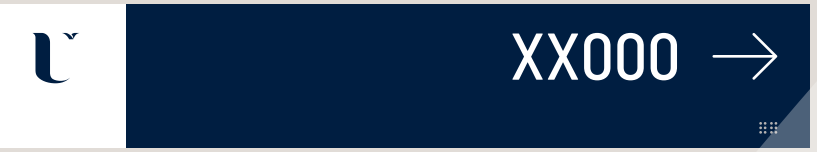
id01 + ip06


Room Name/Code
Additional Info or XX000

id02 + ip05


Room Name/Code
XX000

id03 + ip05



Help direct people to specific destinations.

Directional

Positioning

Positioned at key decision points in a person's journey, including corridors, stairwells, lifts and stairs.

Artwork

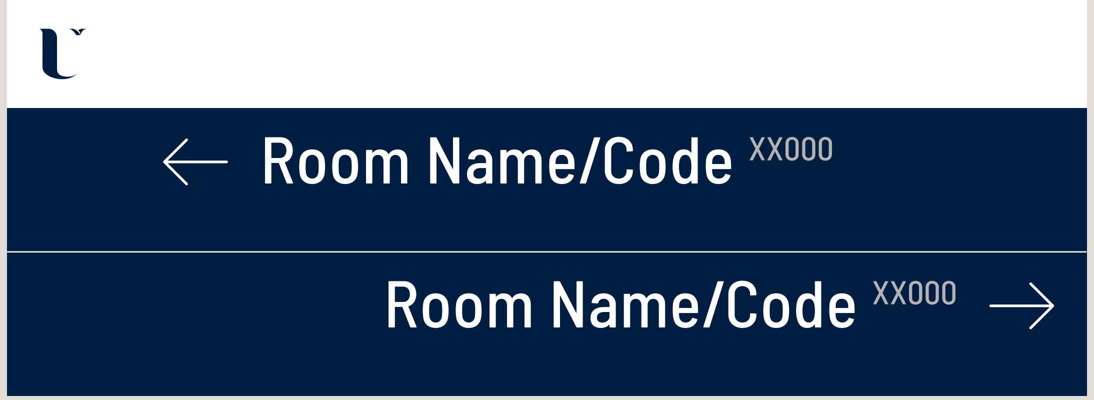
id01.indd
id02.indd
id03.indd
Logo plate:
ip05.indd
ip06.indd

Specification

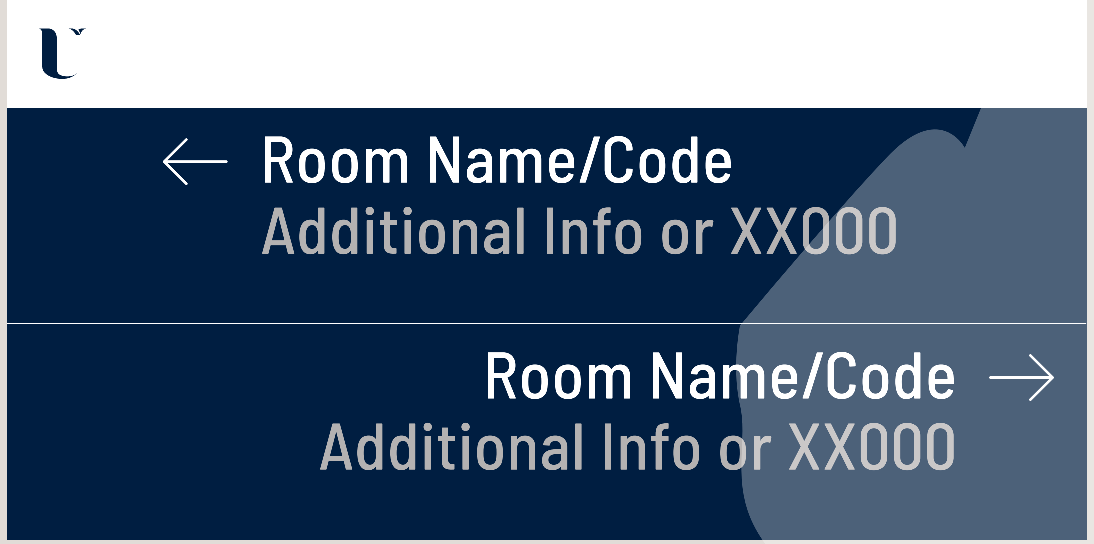
See 'Construction & Application' section.

Artwork templates are available from Estates Services

id04 + ip02


Room Name/Code XX000
Room Name/Code XX000

id05 + ip02


Room Name/Code
Additional Info or XX000
Room Name/Code
Additional Info or XX000

Help direct people to specific destinations.

Directional

Positioning
Positioned at key decision points in a person's journey, including corridors, stairwells, lifts and stairs.

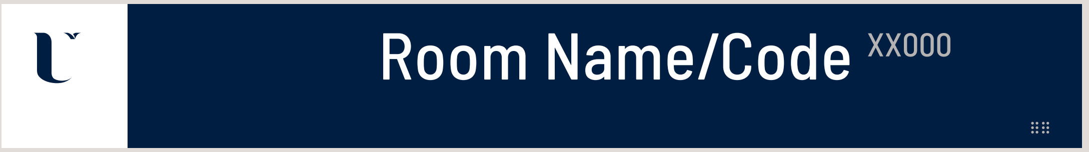
Artwork
id04.indd
id05.indd
Logo plate:
ip02.indd

Specification
See 'Construction & Application' section.

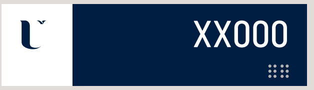
Internal Kit of Parts

Artwork templates are available from Estates Services

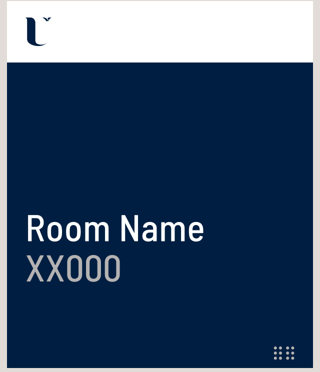
iri01 + ip05


Room Name/Code
XX000

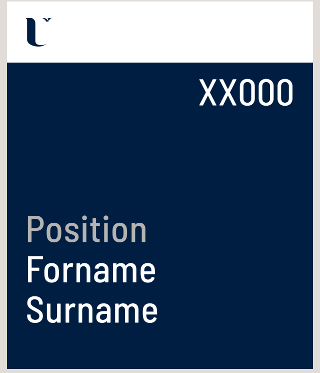
iri02 + ip04



iri03 + ip01


Room Name
XX000

iri04 + ip01


XX000
Position
Forname
Surname

Senior staff may apply for unique name plates, with advanced approval from the Director of Estates Services.

Help people identify the room they’re looking for.

Room Identifier

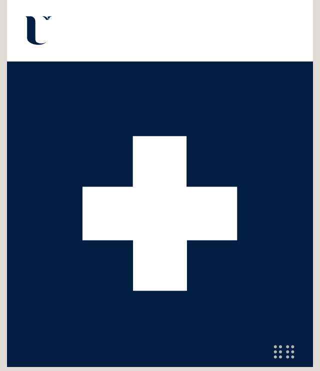
Positioning
Clearly visible as people approach the room and not placed where objects may be positioned in front of them.

Artwork
iri01.indd
iri02.indd
iri03.indd
iri04.indd
Logo plate:
ip01.indd
ip04.indd
ip05.indd

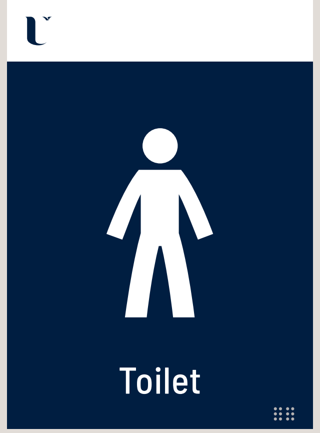
Specification
See 'Construction & Application' section.

Artwork templates are available from Estates Services

ii01 + ip01



ii02 + ip01



Used to regulate behaviour and inform users, conveying a single message in a clear, firm and polite manner.

Informative

Note

These do not replace mandatory signs that follow BSI standards (fire / safety / exits etc...)

Positioning

Positioned in areas that will help regulate behaviour and inform visitors, such as smoking, food and drink and health and safety.

Artwork

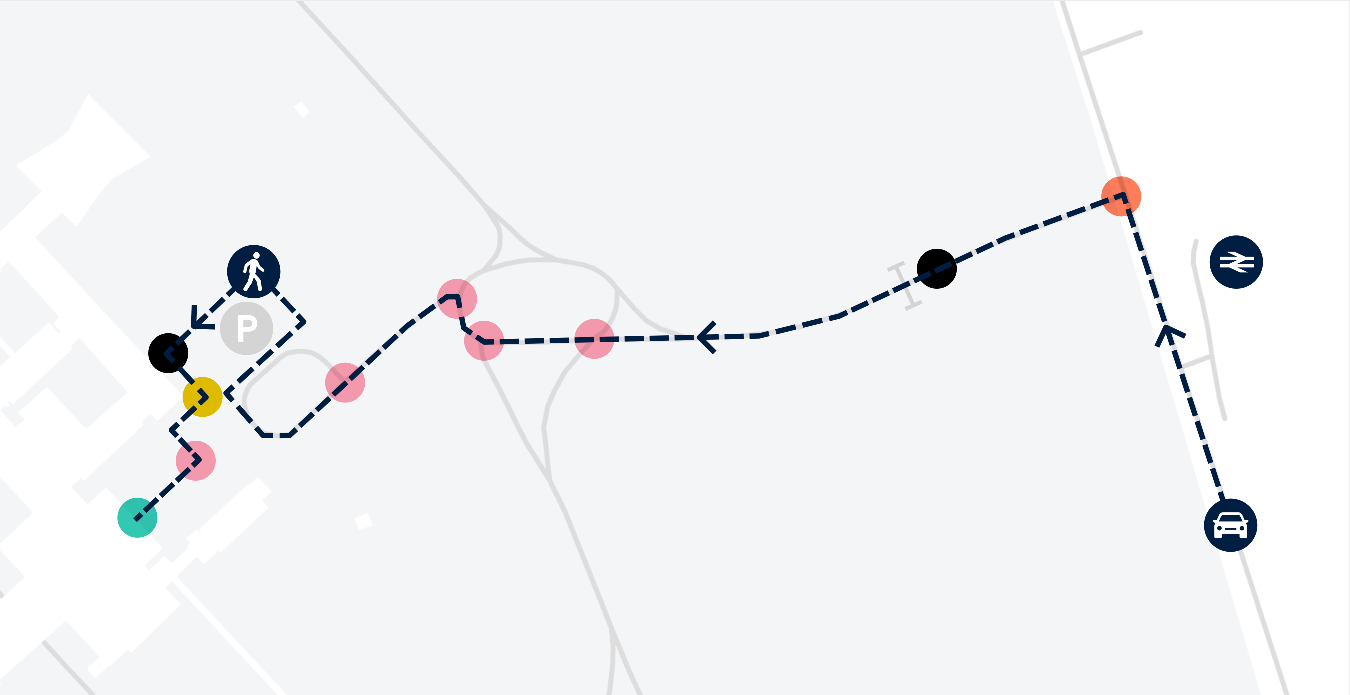
ii01.indd
ii02.indd
Logo plate:
ip01.indd

Specification

See 'Construction & Application' section.

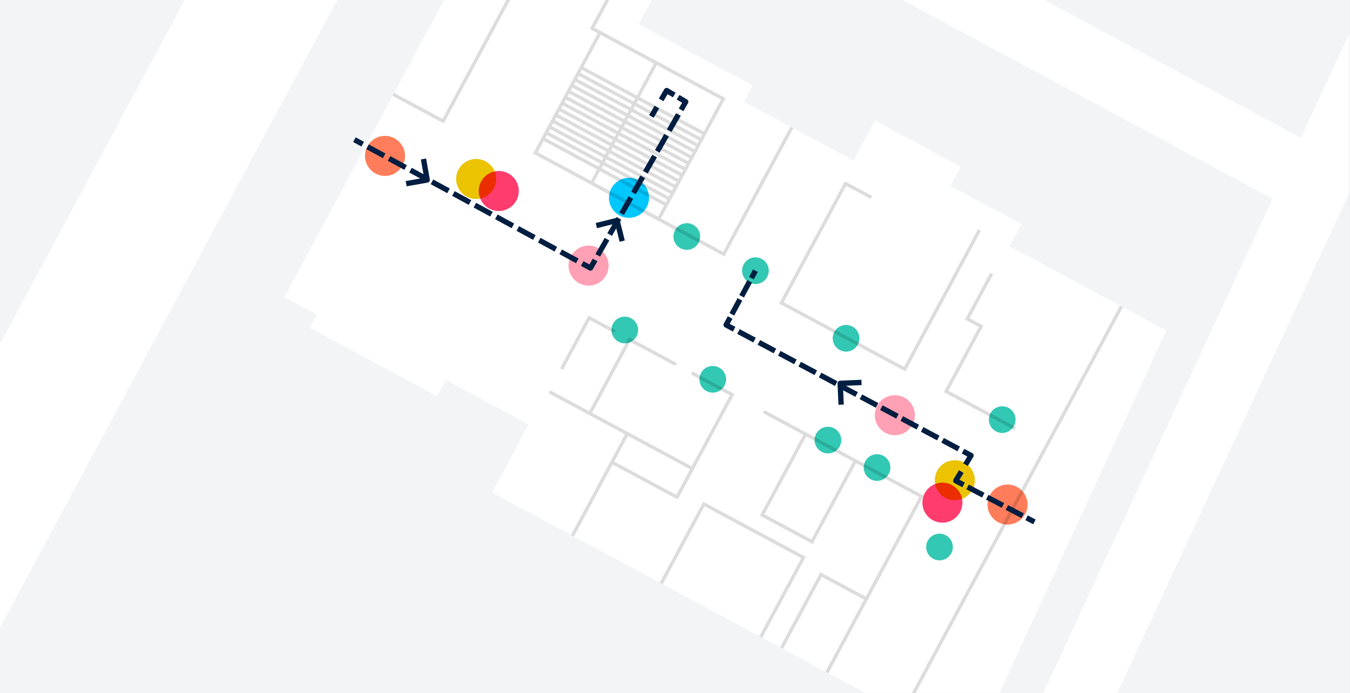
When planning signage positioning, consider different user groups (staff, students, visitors) and their possible journeys through campus. Users must be supported throughout their whole journey, from the moment they arrive to the moment they leave.

Scoping Principles



Sample External Journey

Coleraine: Cromore Road to Main Entrance, by car, then on foot.



Sample Internal Journey

Belfast: Main Entrance to stairwell / lift, on foot.

Sign Type

- ● Welcome
- ● Informative
- ● Directional
- ● Site Orientation
- ● Building Identifier

Decision Points

Place the appropriate sign at every decision point (where the navigator must make a wayfinding decision). For example, whether to continue along the current route or to change direction.

- External signage requirements for each campus are outlined in the following pages.
- Internal areas should be conducted by staff, with consideration of user journeys and decision points.

Sign Codes

Each sign type has been assigned a unique code. This will facilitate planning, placement, supplier communication, installation and repairs / replacement.

ed01

Number
Directional
External

iso01

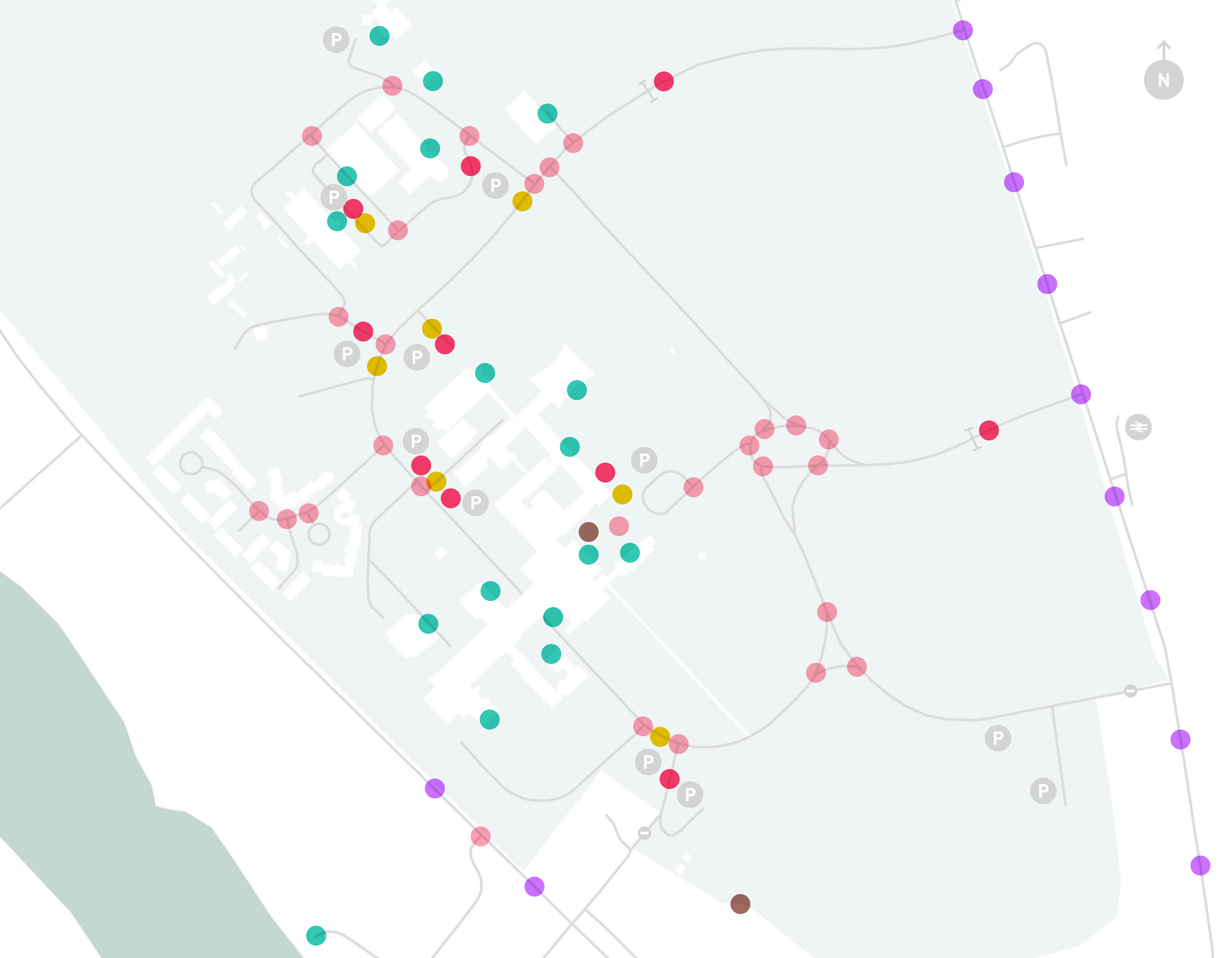
Number
Directional
External

Scoping
Coleraine External

Sign Type

- ● Welcome
- ● Informative
- ● Directional
- ● Site Orientation
- ● Building Identifier
- ● Interpretation

- ● Unique Signage: We have identified the need for campus identifiers along Cromore Road and Portstewart Road. See p.35.



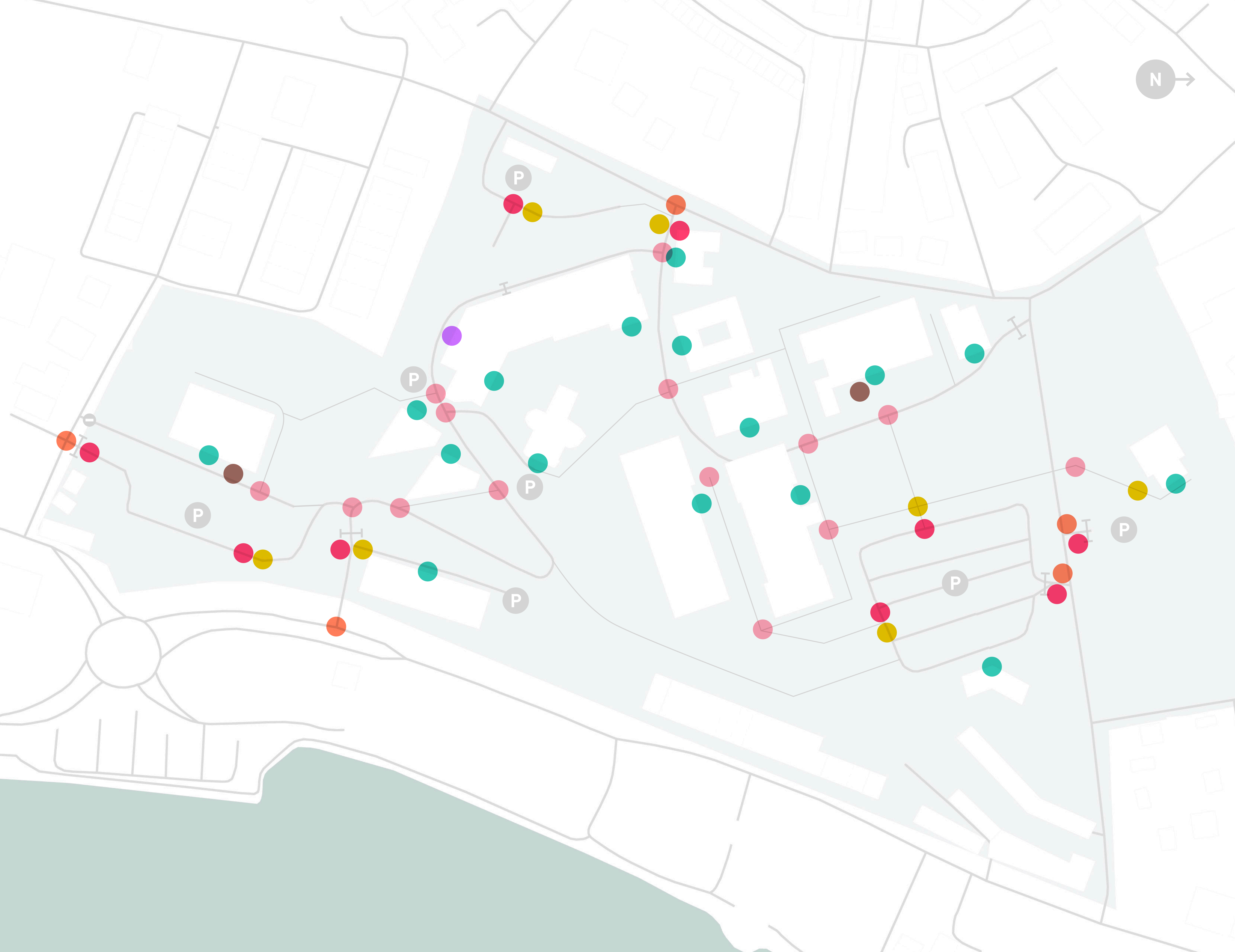
Scoping

Magee External

Sign Type

- ● Welcome
- ● Informative
- ● Directional
- ● Site Orientation
- ● Building Identifier
- ● Interpretation

● Unique Signage:
We have identified
the need for a campus
identifier on a prominent
south facing building.
See p.36.

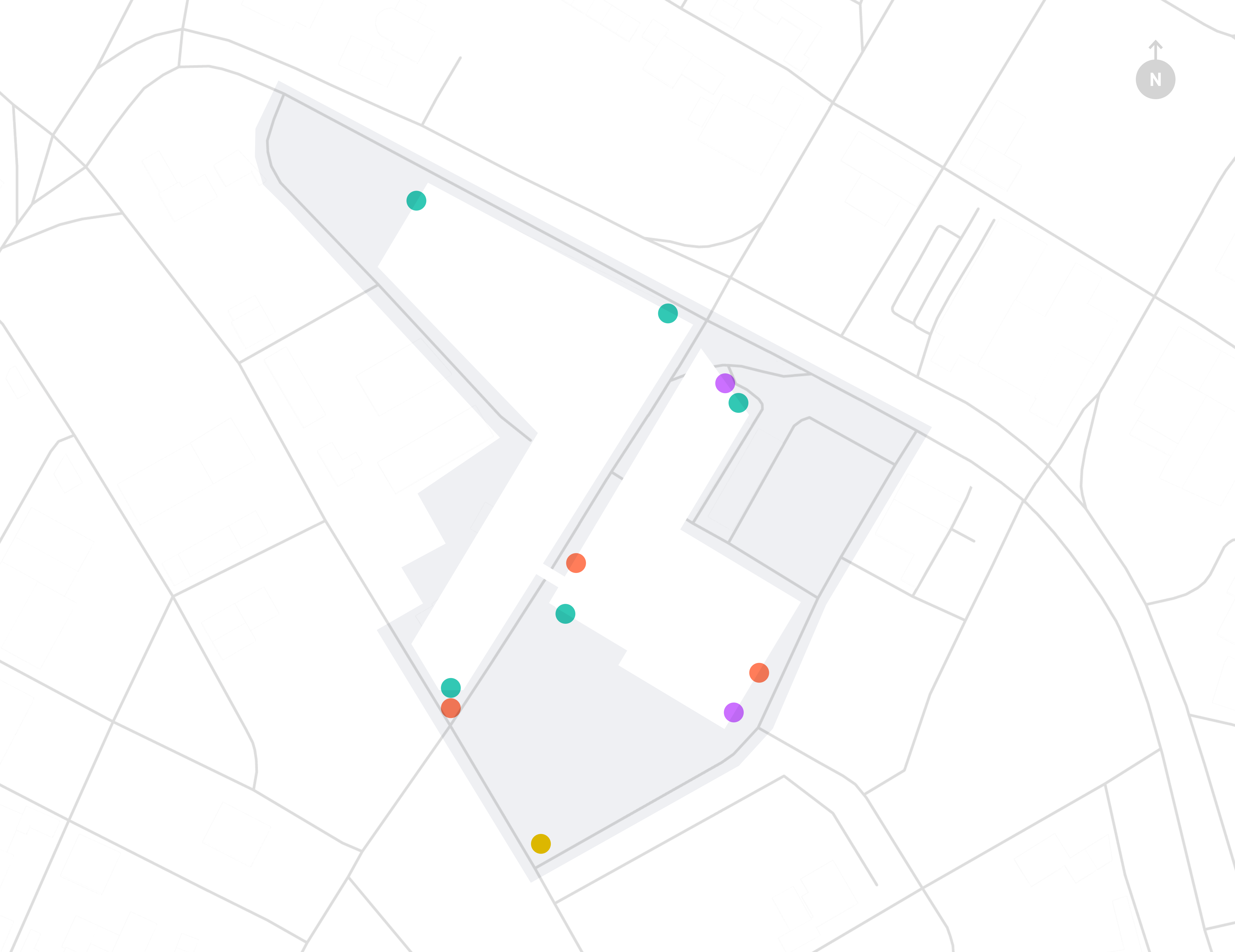


Scoping
Belfast External

Sign Type

- ● Welcome
- ● Informative
- ● Directional
- ● Site Orientation
- ● Building Identifier
- ● Interpretation

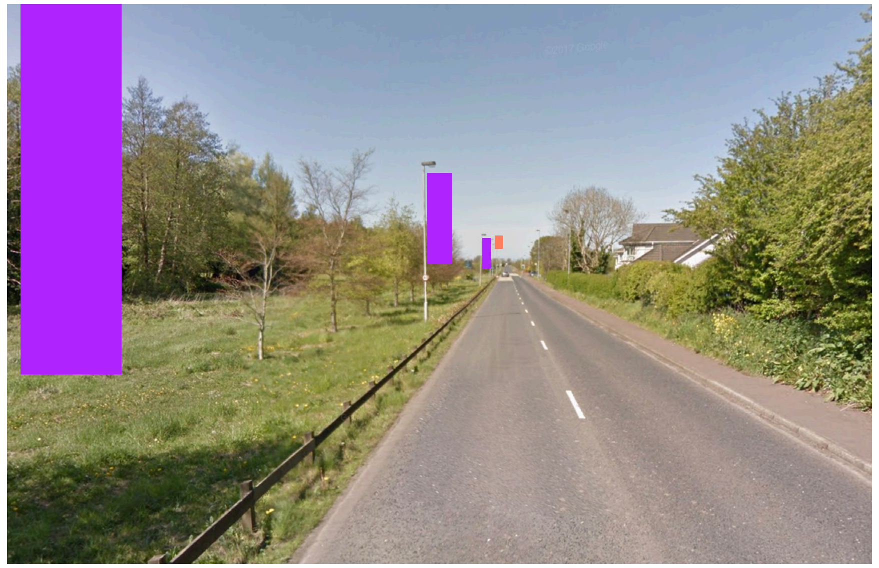
● Unique Signage: We have identified the need for bespoke building identifiers on two façades. These signs will capitalise on Hill Street footfall and M3 traffic by clearly signposting the campus. See p.37.



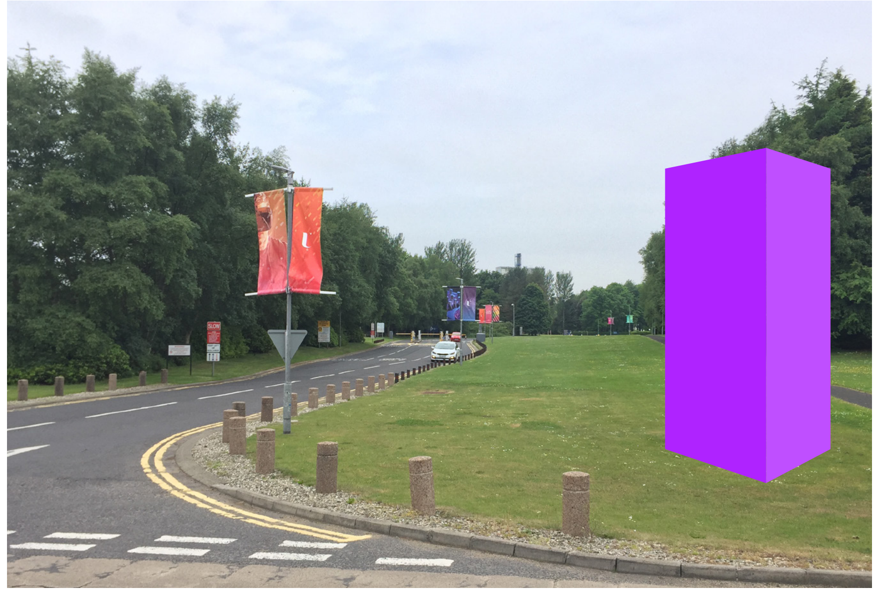
Scoping
Unique Signage

Coleraine

Campus identifiers along Cromore Road and Portstewart Road will provide visual cues to reassure people they have reached the campus perimeter. The Welcome signs on Cromore Road are uniquely large and should be retained for maximum visibility.



Cromore/Portstewart Road: Lamp post banners lead to Welcome sign.

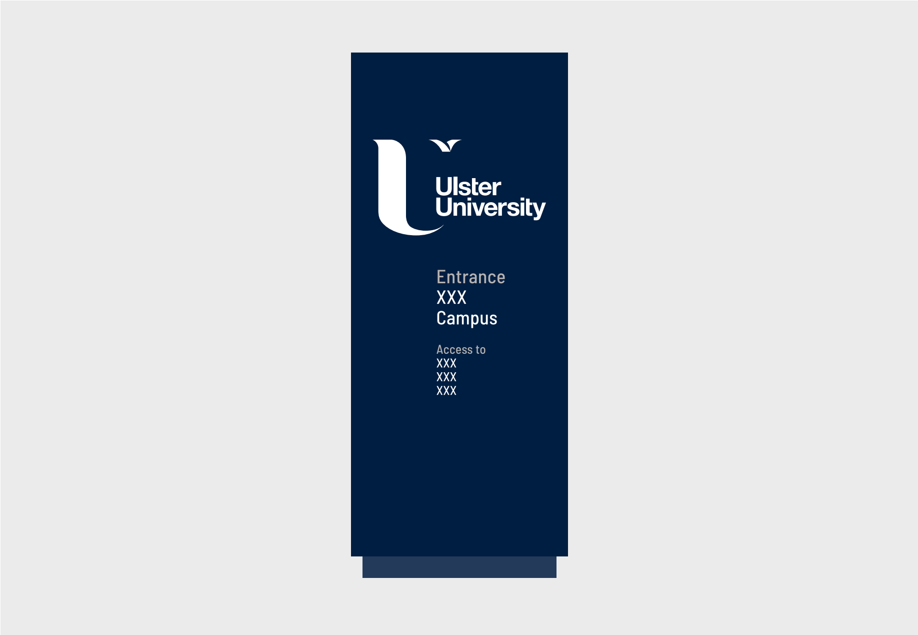


Cromore Road: Large Welcome sign.

Suggested Solutions

THE AGE OF IMA
Japanese Art, 1615–1868
FROM THE PRICE
PART 1
PART 1

Lamp Post Banners
A highly visible and cost-effective way of marking the campus perimeter, utilising existing infrastructure. Fibre arms and powder-coated aluminium brackets with spring-loaded tensioning to resist wind load.

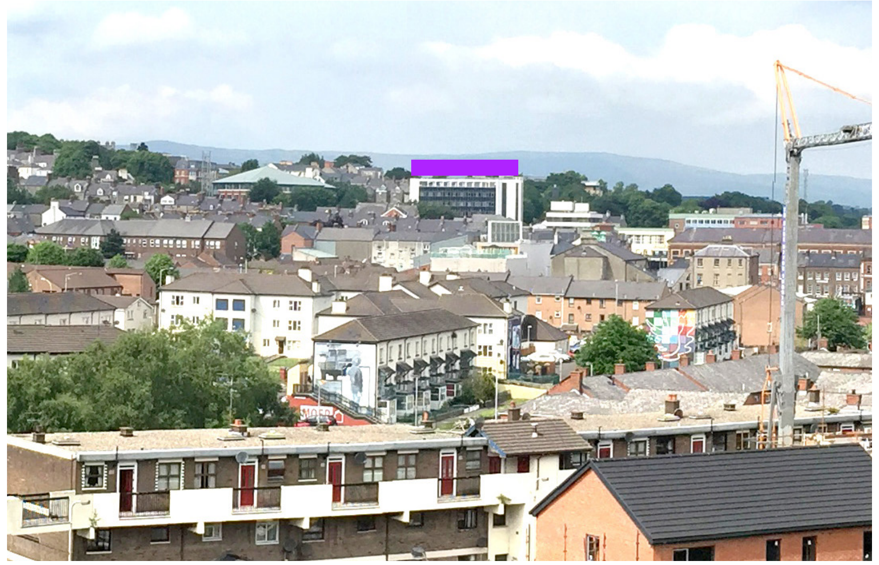

Ulster University
Entrance
XXX
Campus
Access to
XXX
XXX
XXX

Custom Welcome Signs
These signs are uniquely large. To avoid unnecessary expense, we can re-use the existing triangular foundation and internal structure. The sign should mirror the design of the standard Welcome sign.

Scoping
Unique Signage

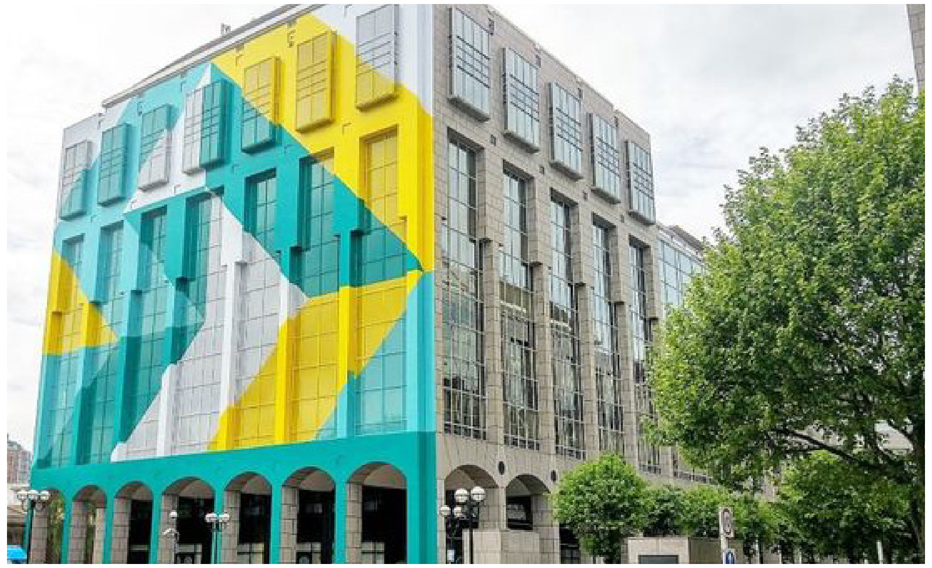
Magee

A bespoke building identifier will capitalise on busy footfall around the Derry City walls area.



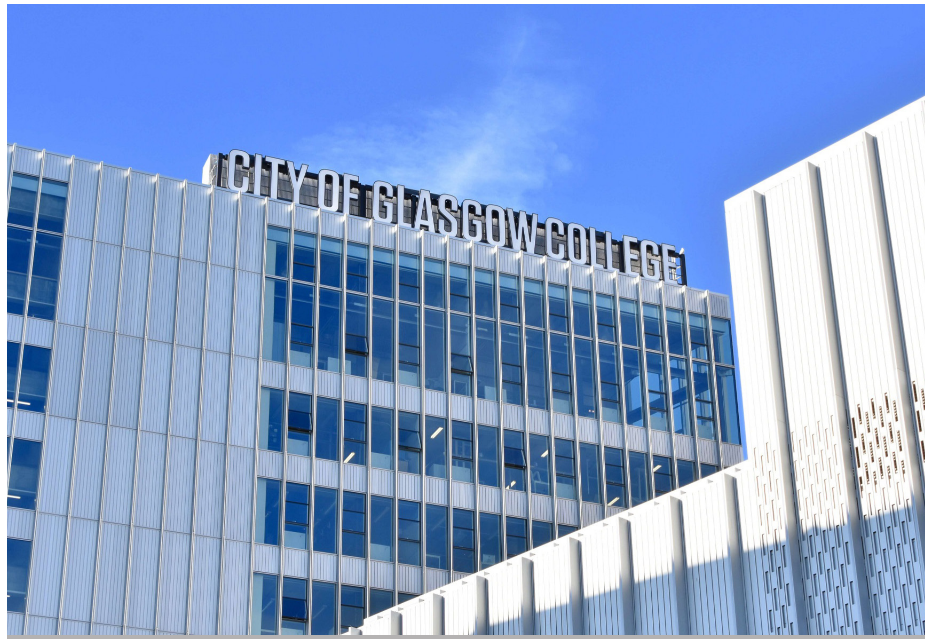
Block MU: roof mounted University identifier

Suggested Solutions



Contra Vision

Transforming glass with one-way vision graphics which cannot be seen from the other side. They provide privacy and solar control benefits to people inside buildings without blocking their view outside.



Roof Mounted Lettering

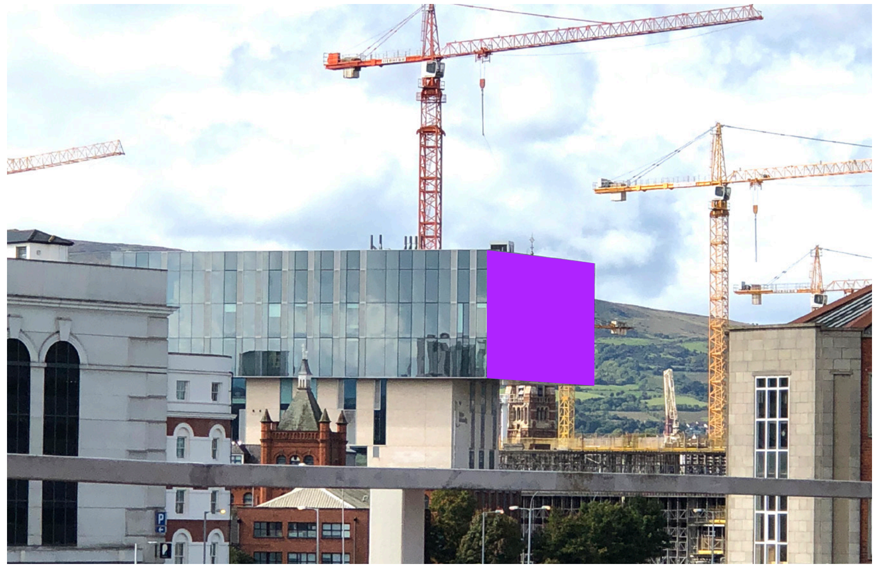
Three dimensional lettering that protrudes up from the top of the building. Provides a highly visible University identifier, particularly from distance. Materials and finishes should be selected with consideration of the architecture and overall Signage Protocol.

Scoping

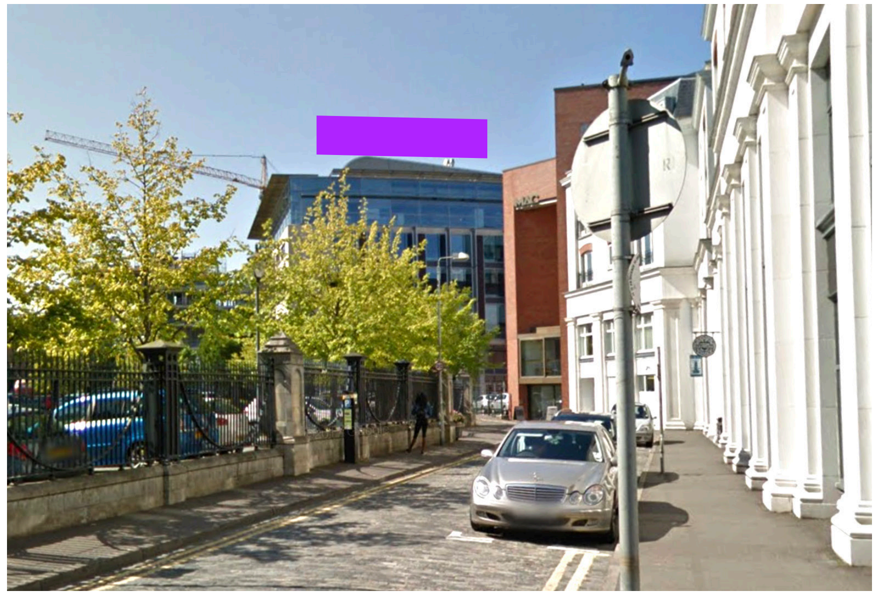
Unique Signage

Belfast

Bespoke building identifiers on two façades will capitalise on Hill Street footfall and M3 traffic by clearly signposting the campus.

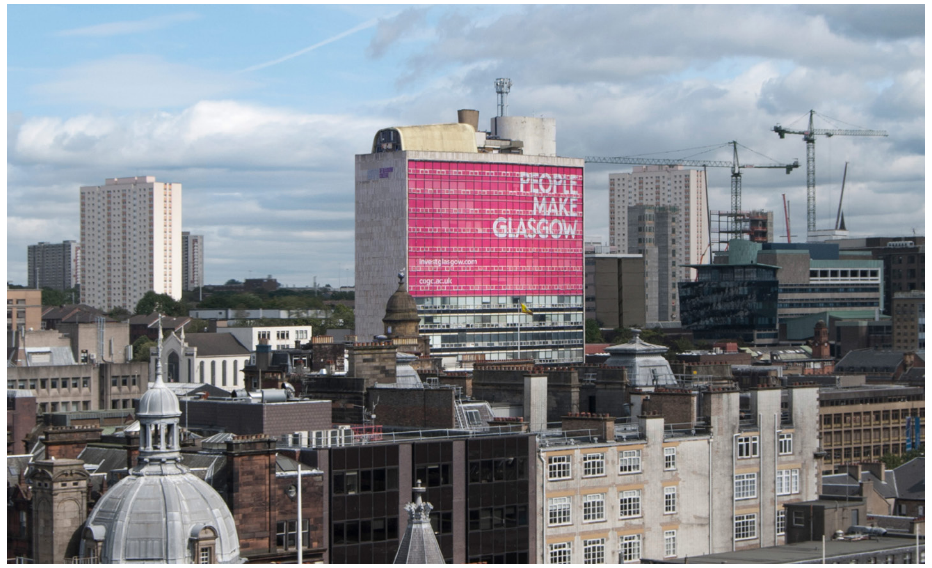


North facade: view from M3.

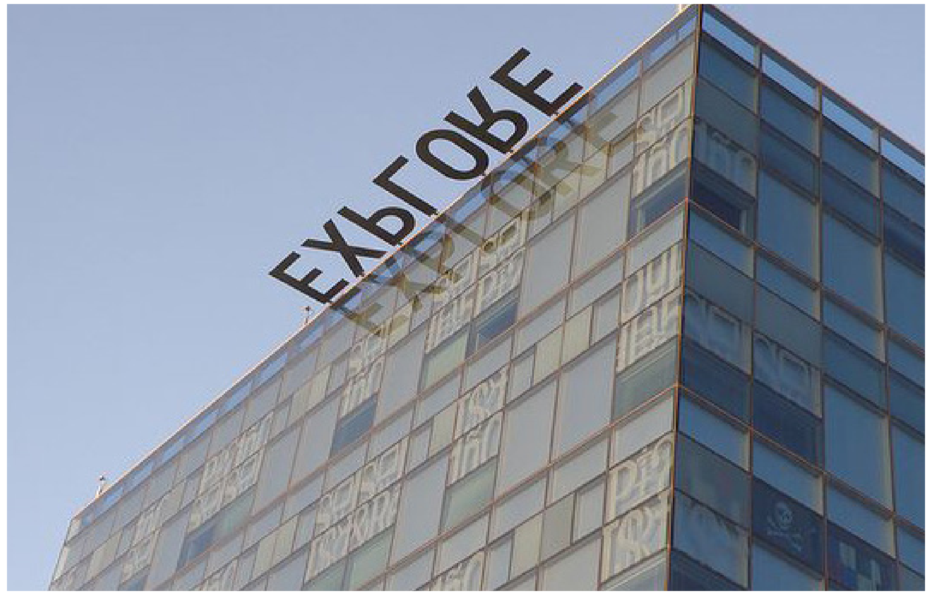


East facade: view from Hill Street junction.

Suggested Solutions



Contra Vision
Transforming glass with one-way vision graphics which cannot be seen from the other side. They provide privacy and solar control benefits to people inside buildings without blocking their view outside.



Roof Mounted Lettering
Three dimensional lettering that protrudes up from the top of the building. Provides a highly visible University identifier, particularly from distance. Materials and finishes should be selected with consideration of the architecture and overall Signage Protocol.

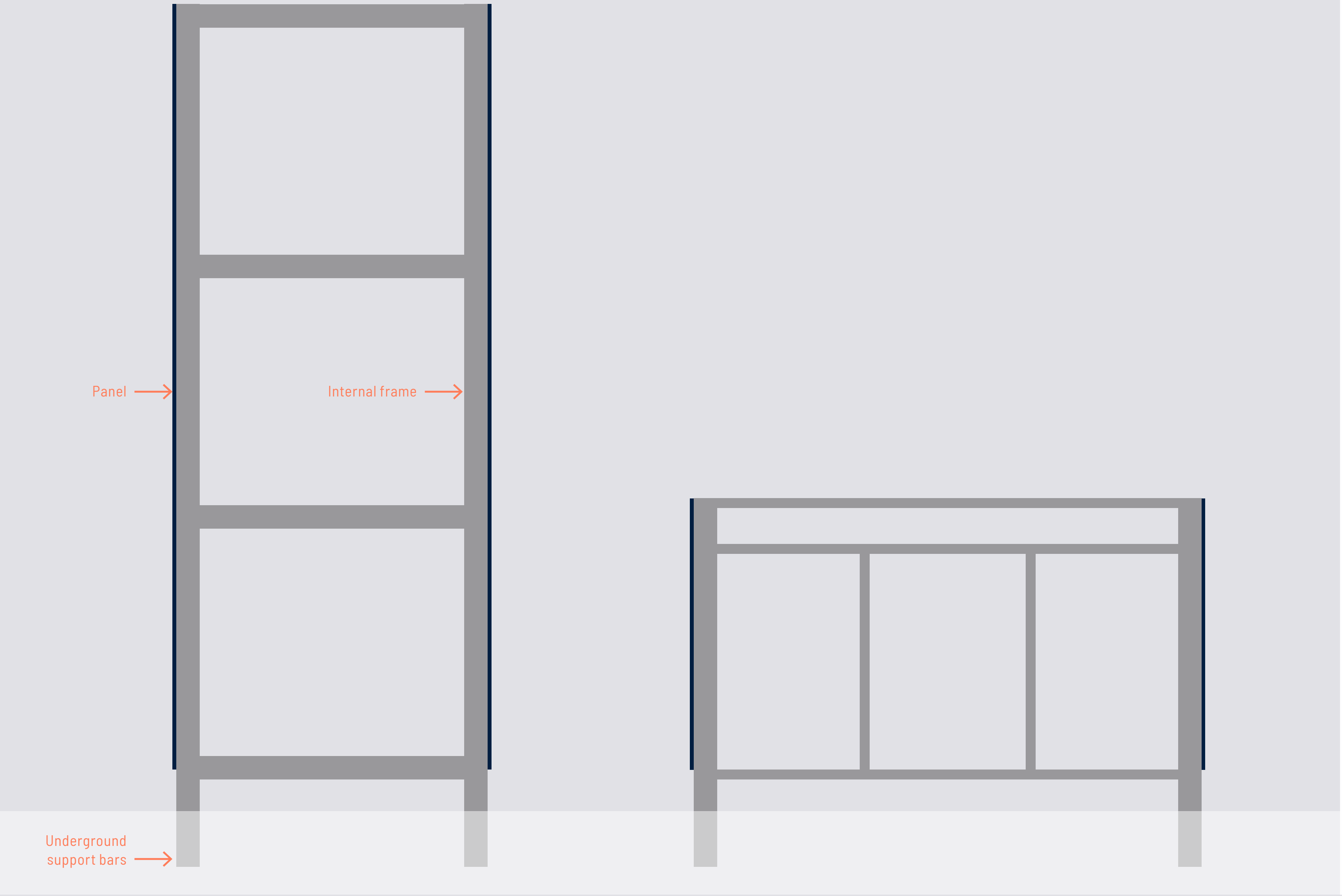
04

Construction & Application

For consistency across all campuses and to maximise efficiency and cost-effectiveness, we have established materials and production methods for each sign type. The following pages outline the relevant specification.

External Construction

These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.



Free-standing Signage

Signage constructed out of powered coated aluminium with interchangeable plates provide, robust and flexible solution for all external signing requirements. Following guidelines will ensure that all signage produced across the 3 campuses will be constant and on-brand.

Front / back panels

- Panels fixed to internal frame.
- Heavy gauge folded aluminium.
- Anti-vandal lacquer.
- Text stencil cut 050 opal acrylic.
- Internally illuminated with SLOAN™ LED modules (Welcome / Site Orientation only).
- Powder coated.
- Interchangeable plates.

Internal frame

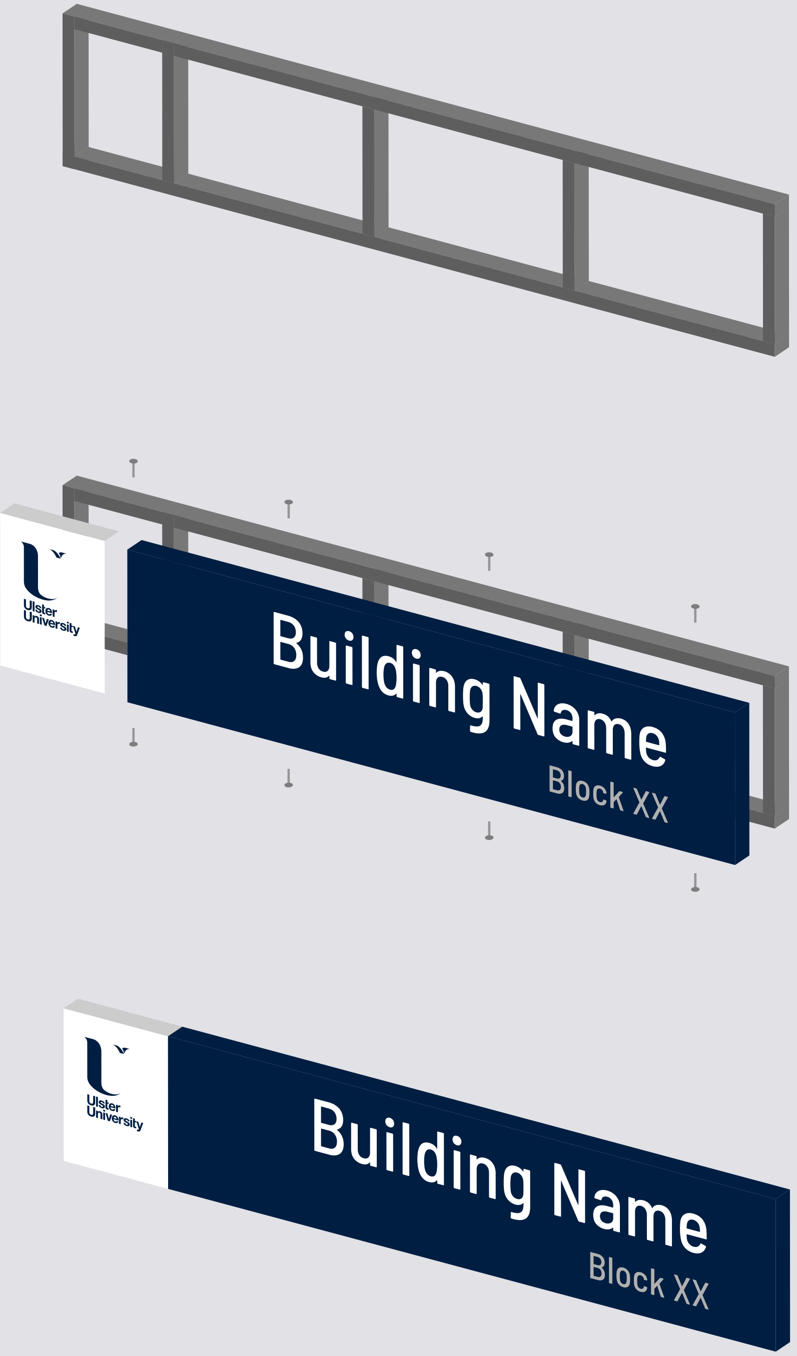
- Mild galvanised steel.
- Underground support bars (depth to be defined by manufacturer).

Base plate

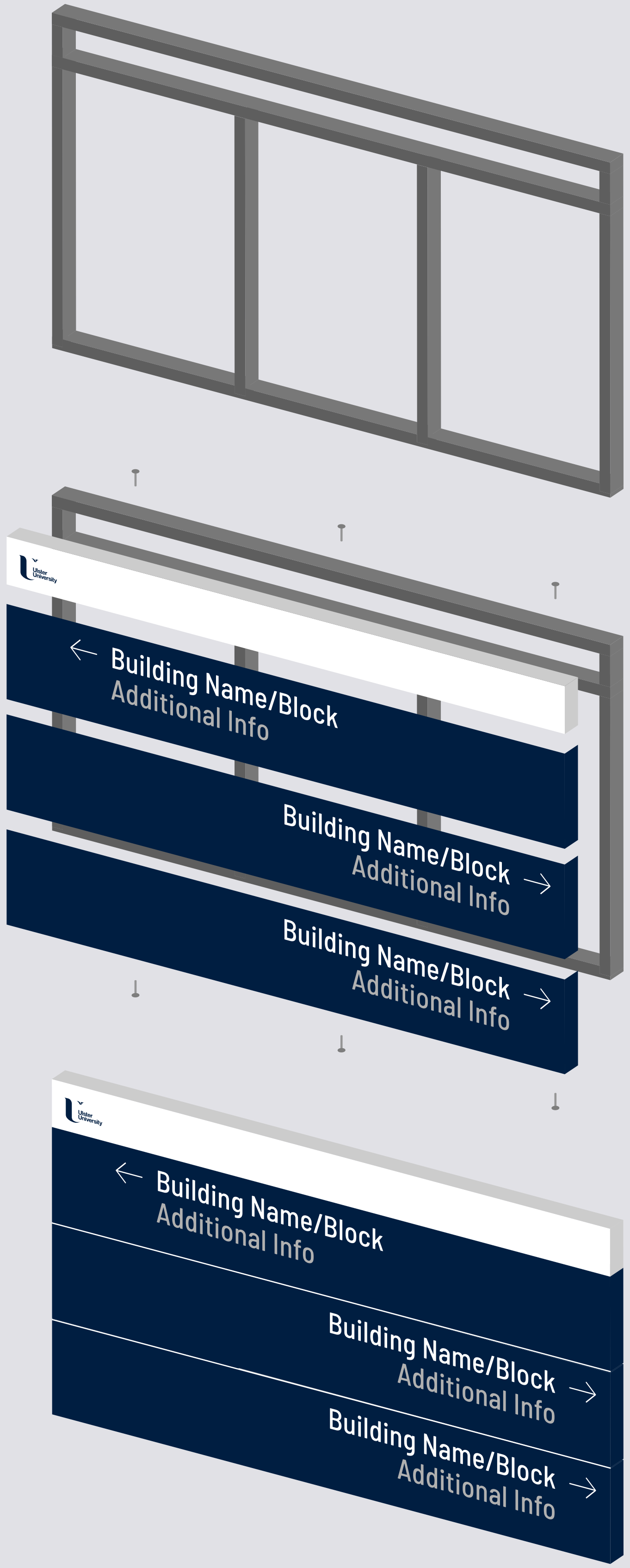
- 360° wraparound frame.
- Heavy gauge aluminium.
- Powder coated.

External Construction

These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.



Ulster University
Building Name
Block XX
Ulster University
Building Name
Block XX



Ulster University
← Building Name/Block
Additional Info
Building Name/Block →
Additional Info
Building Name/Block →
Additional Info
Ulster University
← Building Name/Block
Additional Info
Building Name/Block →
Additional Info
Building Name/Block →
Additional Info

Wall-mounted signage

Signage constructed out of powered coated aluminium with interchangeable plates provide, robust and flexible solution for all external signing requirements. Following guidelines will ensure that all signage produced across the 3 campuses will be constant and on-brand.

- Single sided.
- 3mm folded aluminium.
- Powder coated.
- 30mm return on top, bottom and outer edges.
- Stencil logo / text using 5 year polymeric vinyl with matt laminate.
- Strong and lightweight.
- Interchangeable plates.

Internal frame

- Mild galvanised steel.
- Bar to support join between logo and name plate.

Fixing

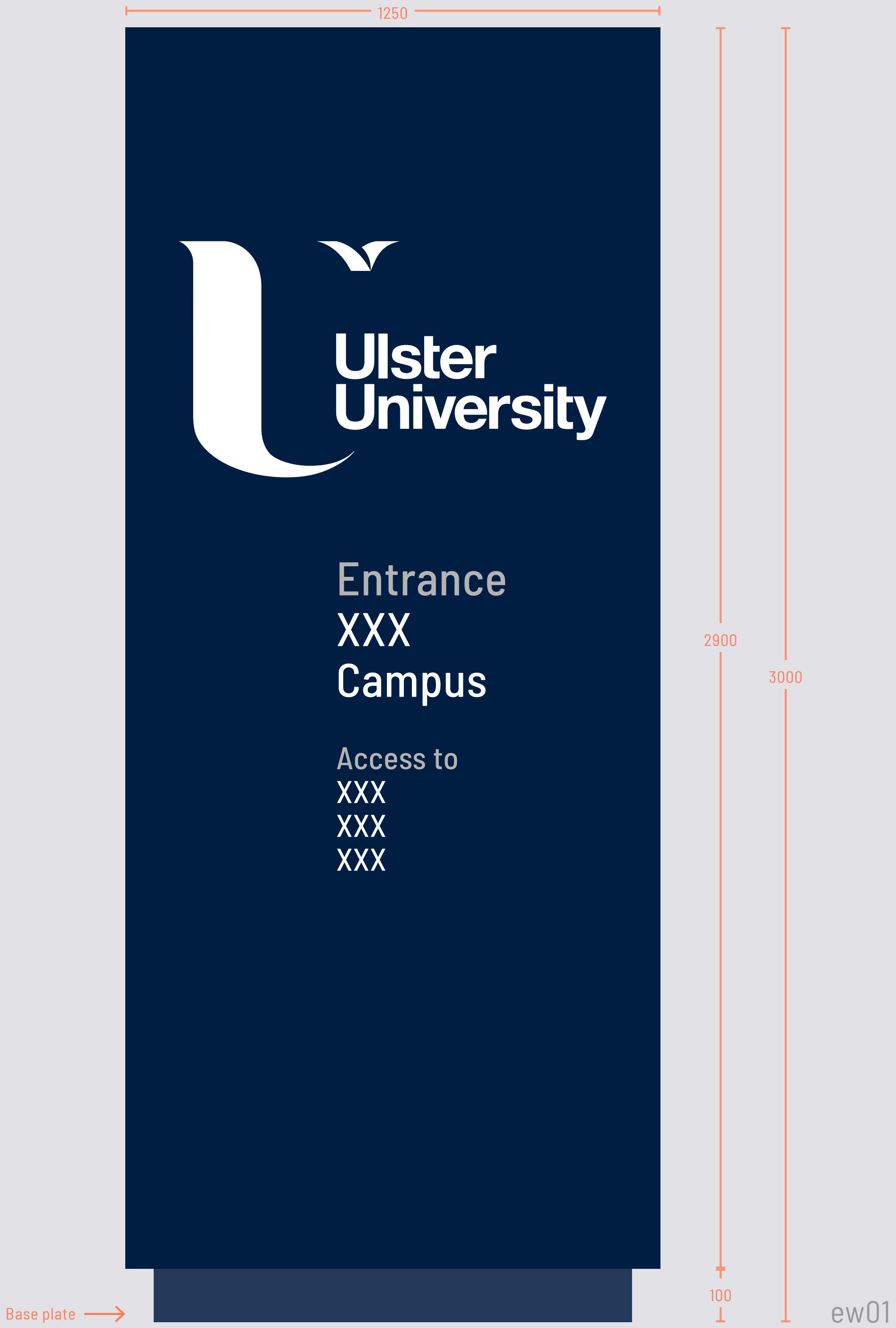
- Internal frame fixed to mounting surface.
- Plates bolted to internal frame via top and bottom returned edges.

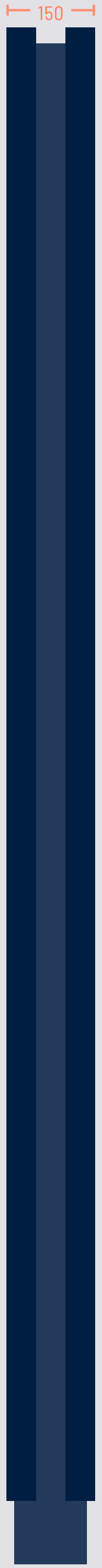
Mounting

- 30mm returned edges.
- Mounted flush to surface.

External Welcome

These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.


1250
Ulster University
Entrance
XXX
Campus
Access to
XXX
XXX
XXX
2900
3000
100
Base plate
ew01

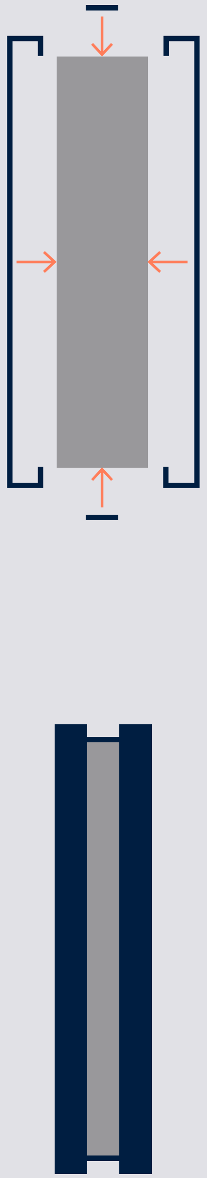


Side view

- 50mm returned edges with capped sides to enable secret fixings.
- 50mm trim width.

Top view

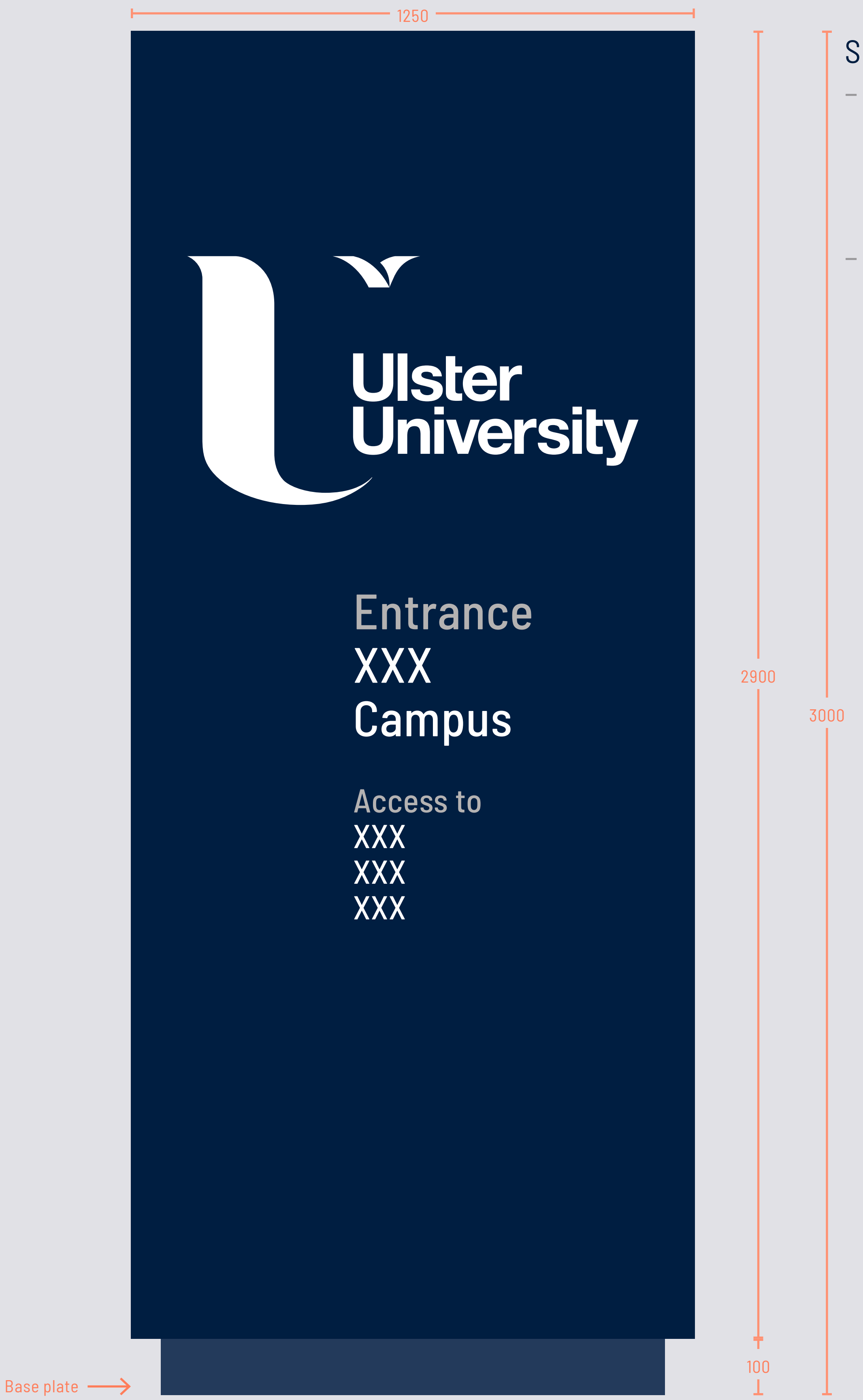
- Front / back panels returned edges sit flush with trim.
- No trim required along top of internal frame.



This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

External Welcome Toblerone

These drawings represent design intent only. Detailed manufacture and installation drawings must be provided by the signage contractor. Site survey findings may dictate necessary changes to specification and fixing methods. All measurements are in mm.


1250
Ulster University
Entrance
XXX
Campus
Access to
XXX
XXX
XXX
2900
3000
100
Base plate

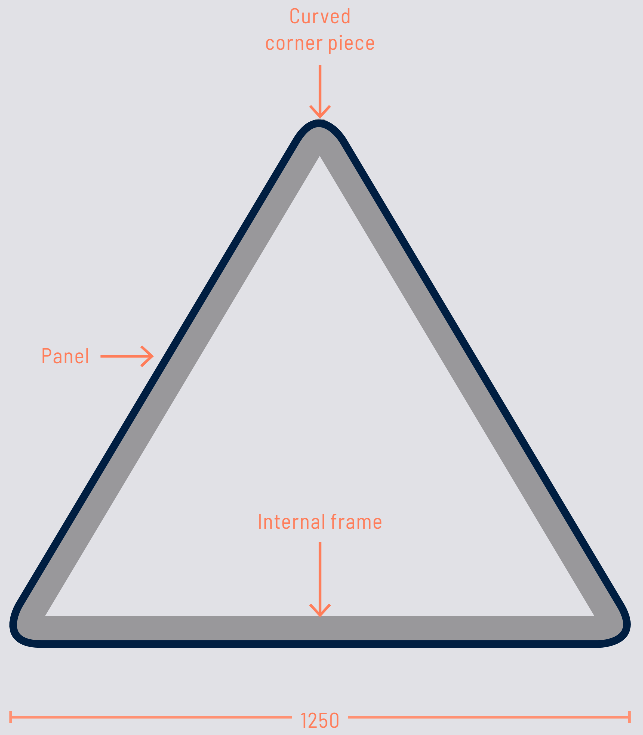
Side view

- 50mm returned edges with capped sides to enable secret fixings.
- 50mm trim width.

ew01

Top view

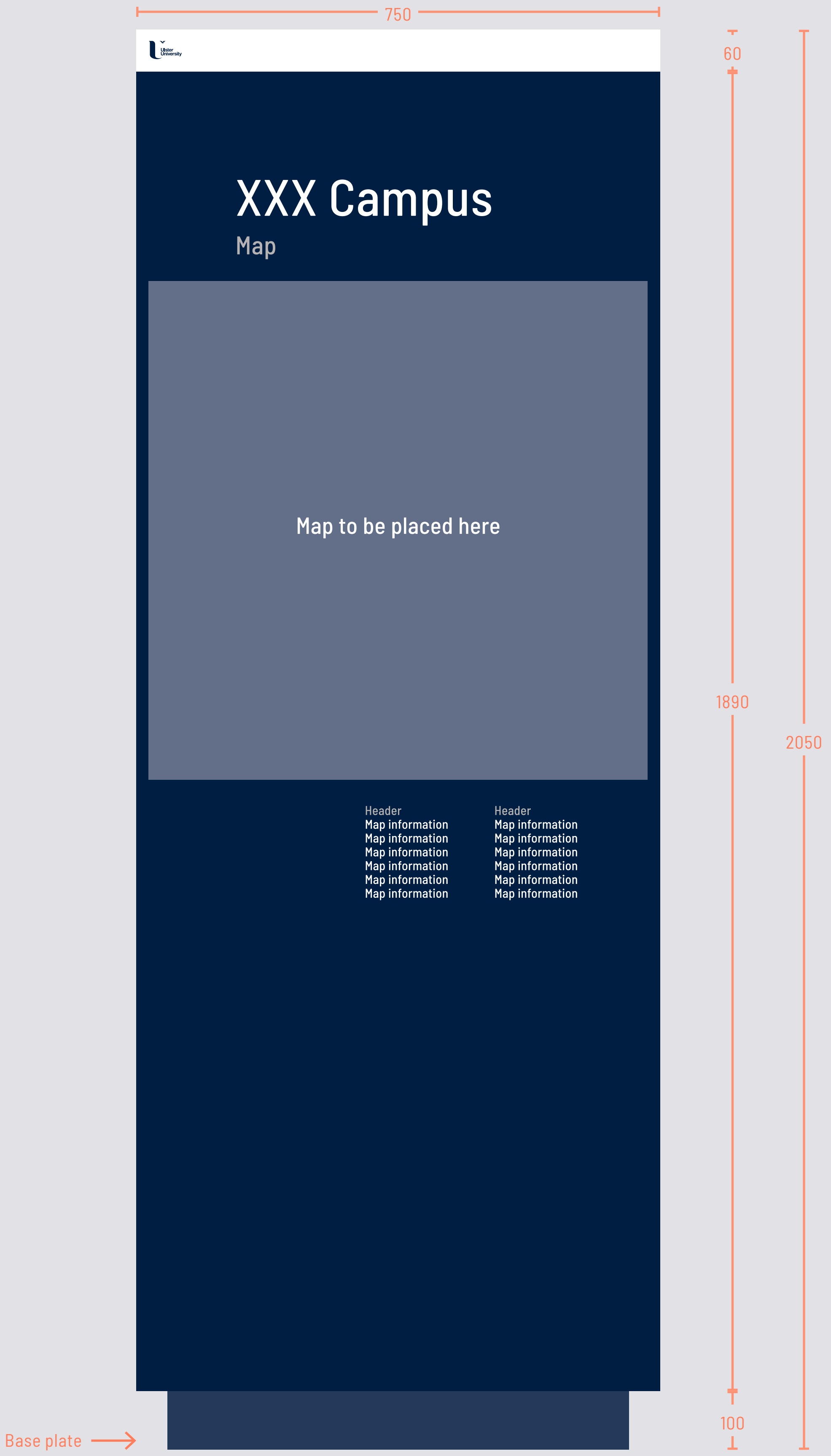
- Front / back panels returned edges sit flush with trim.
- No trim required along top of internal frame.


Curved corner piece
Panel
Internal frame
1250

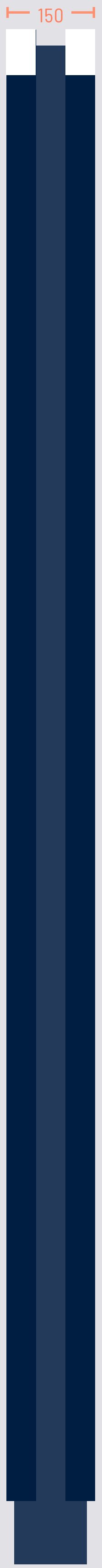
This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

External
Site Orientation

These drawings represent design intent only.
Detailed manufacture and installation drawings
must be provided by the signage contractor.
Site survey findings may dictate necessary
changes to specification and fixing methods.
All measurements are in mm.


750
XXX Campus
Map
Map to be placed here
Header
Map information
Map information
Map information
Map information
Map information
Map information
Header
Map information
Map information
Map information
Map information
Map information
Map information
60
1890
100
2050
Base plate

esi01 + ep02

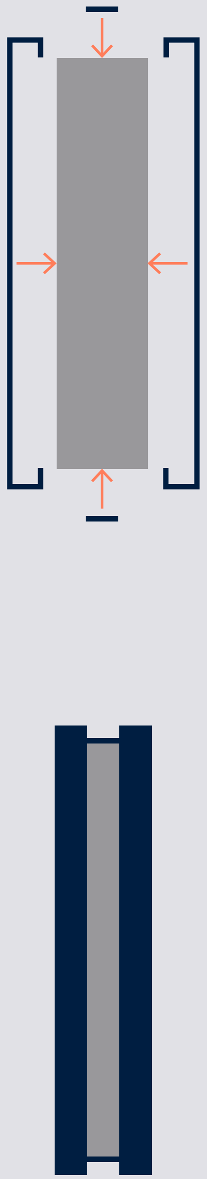


Side view

- 50mm returned edges with capped sides to enable secret fixings.
- 50mm trim width.

Top view

- Front / back panels returned edges sit flush with trim.
- No trim required along top of internal frame.

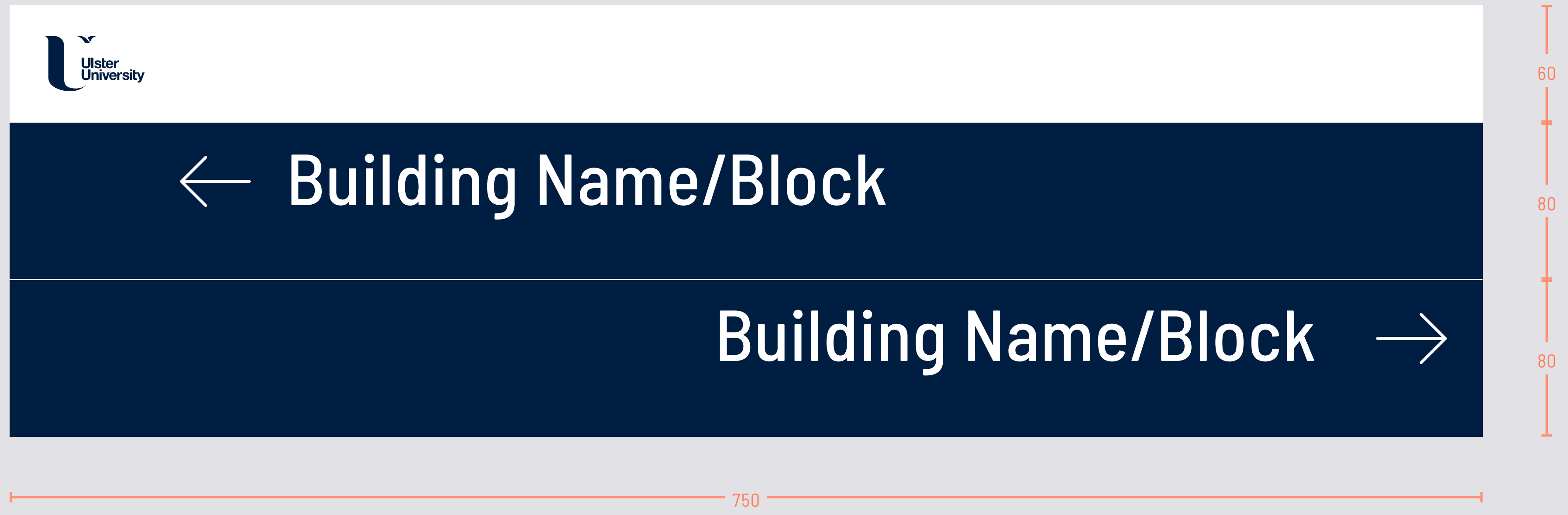


This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

External Directional

These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.

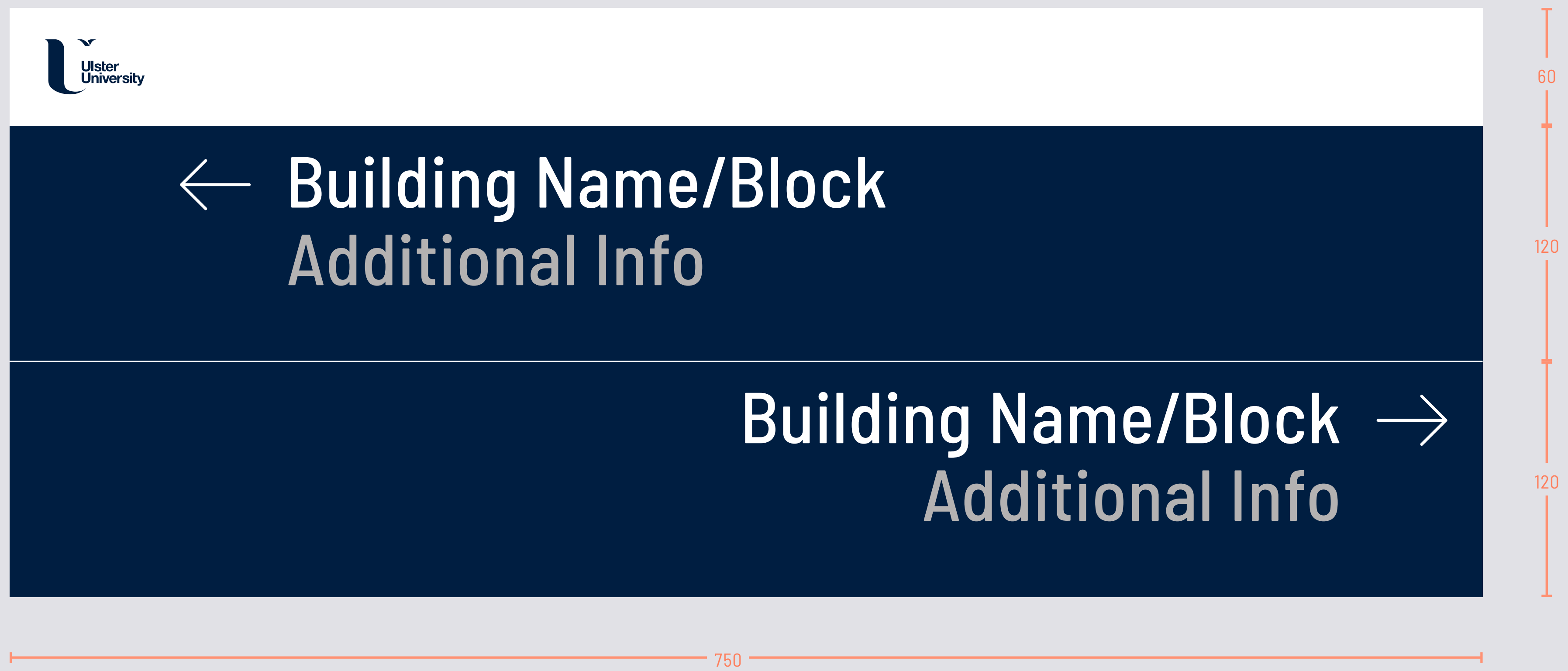
ed01 + ep02



Ulster University
← Building Name/Block
Building Name/Block →
60
80
80
750

Directional signage can either be wall-mounted or free-standing.

ed02 + ep02



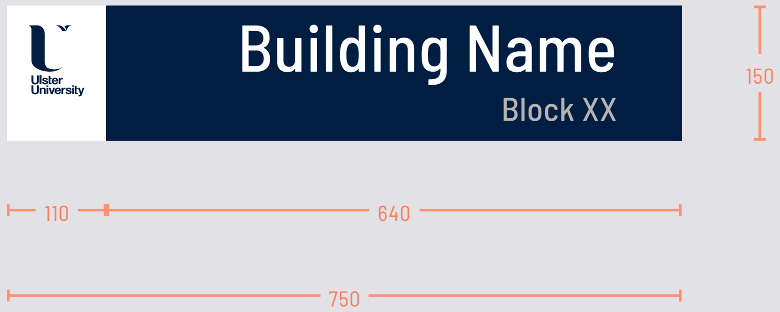
Ulster University
← Building Name/Block
Additional Info
Building Name/Block →
Additional Info
60
120
120
750

This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

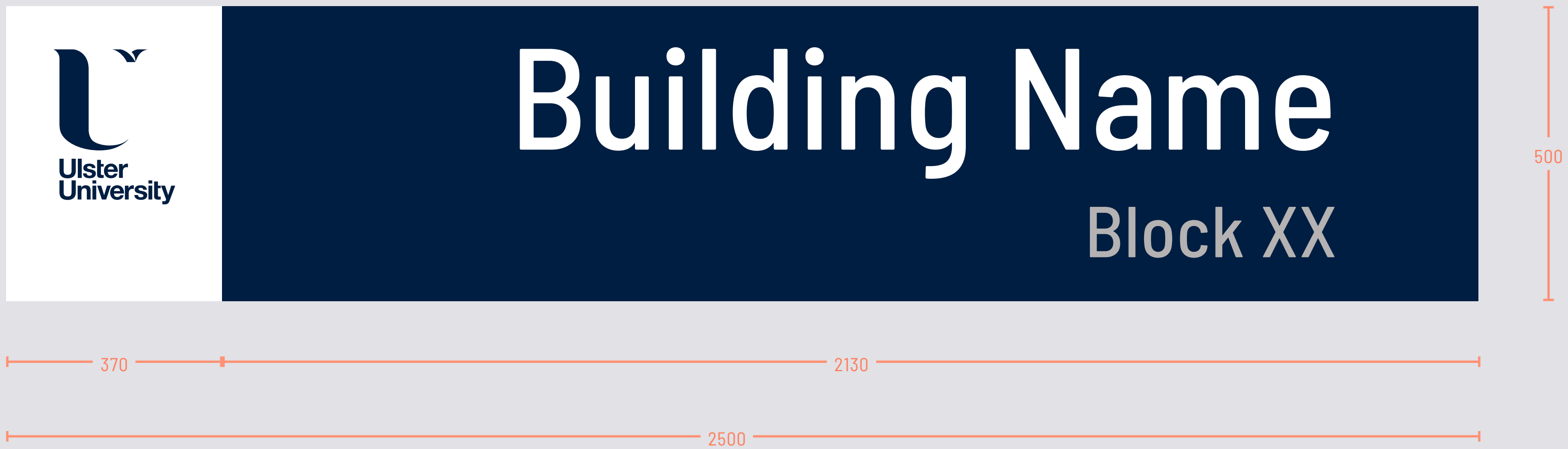
External
Building Identifier

These drawings represent design intent only.
Detailed manufacture and installation drawings
must be provided by the signage contractor.
Site survey findings may dictate necessary
changes to specification and fixing methods.
All measurements are in mm.

ebi01 + ep03


Ulster University
Building Name
Block XX
150
110
640
750

ebi02 + ep04

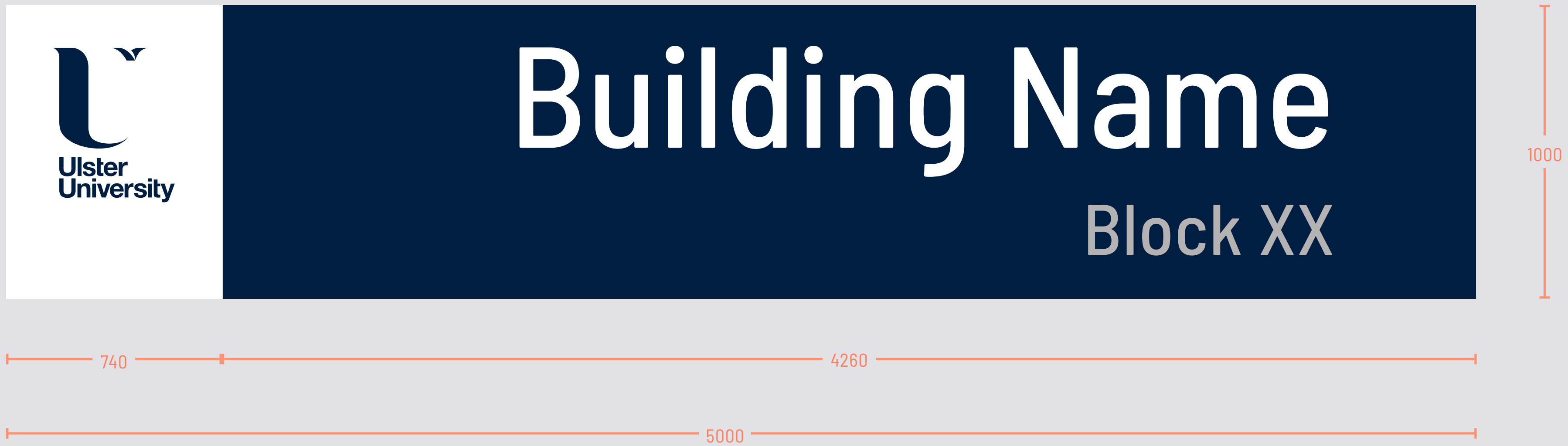

Ulster University
Building Name
Block XX
500
370
2130
2500

This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

External Building Identifier

These drawings represent design intent only. Detailed manufacture and installation drawings must be provided by the signage contractor. Site survey findings may dictate necessary changes to specification and fixing methods. All measurements are in mm.

ebi03 + ep05



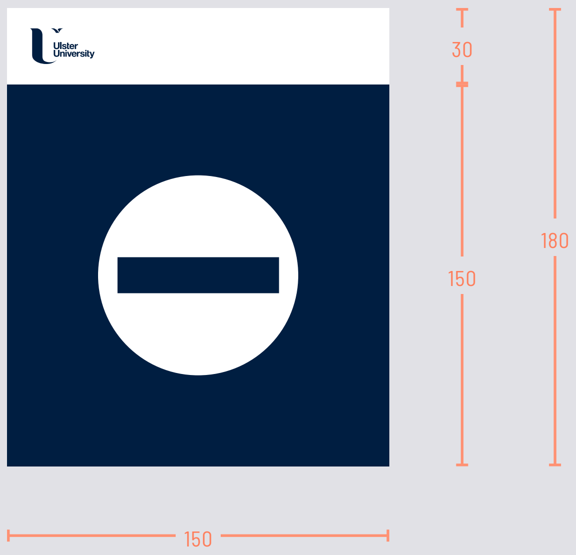
Bespoke Size

There may be instances where a building would benefit from a larger sign or a bespoke approach. These signs would be required as 'Unique' and should be agreed in advance with the Director of Estates Services.

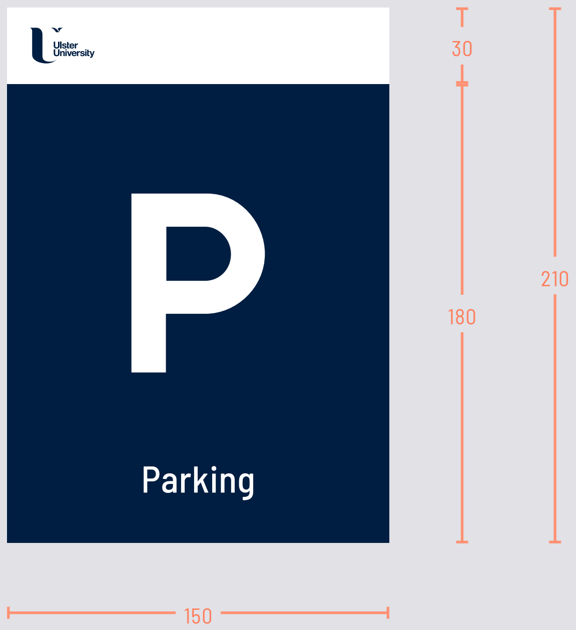
This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

External Informative

ei01 + ep01


Ulster University
30
150
180
150

ei02 + ep01

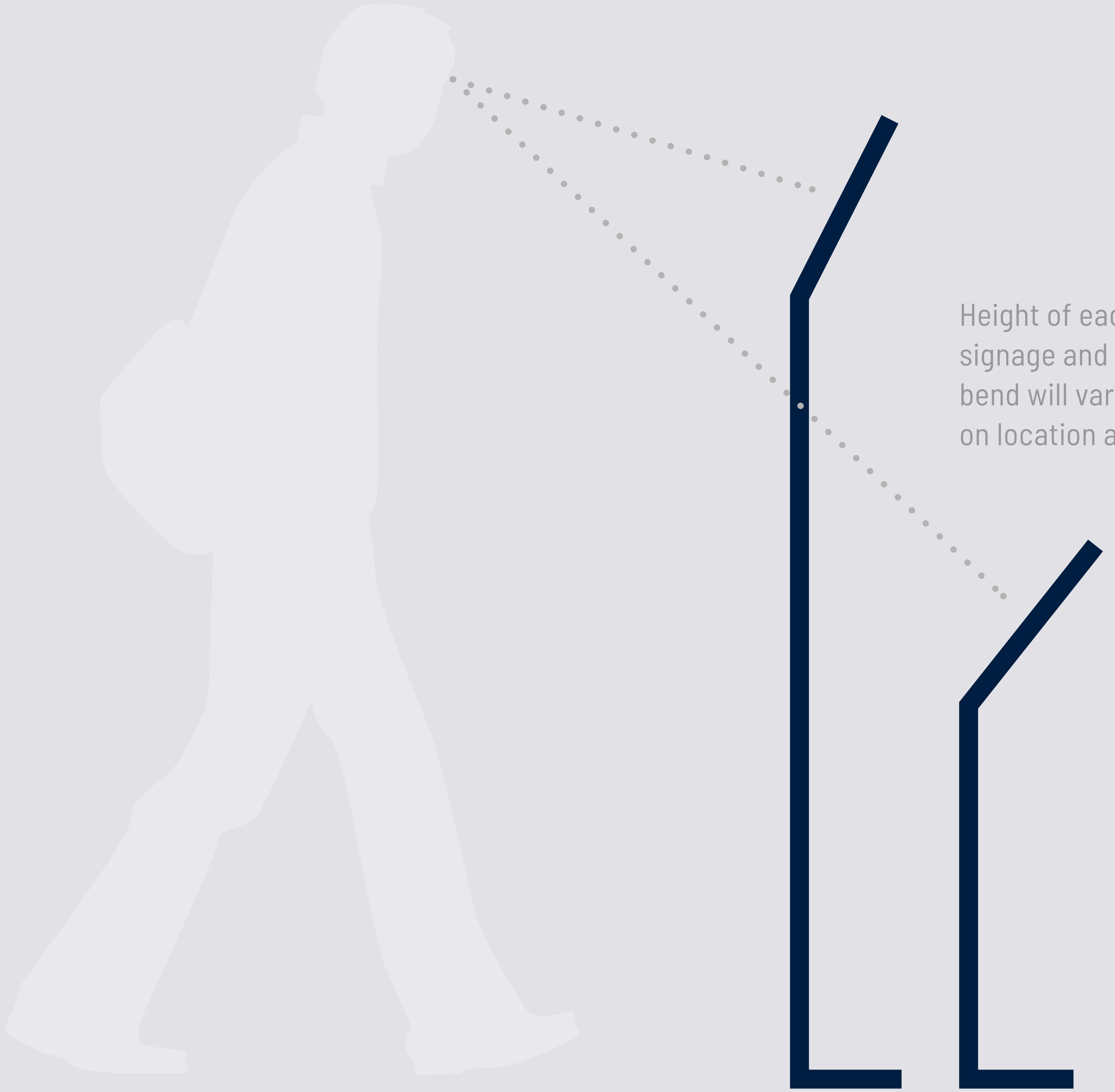

Ulster University
P
Parking
30
180
210
150

These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.

This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

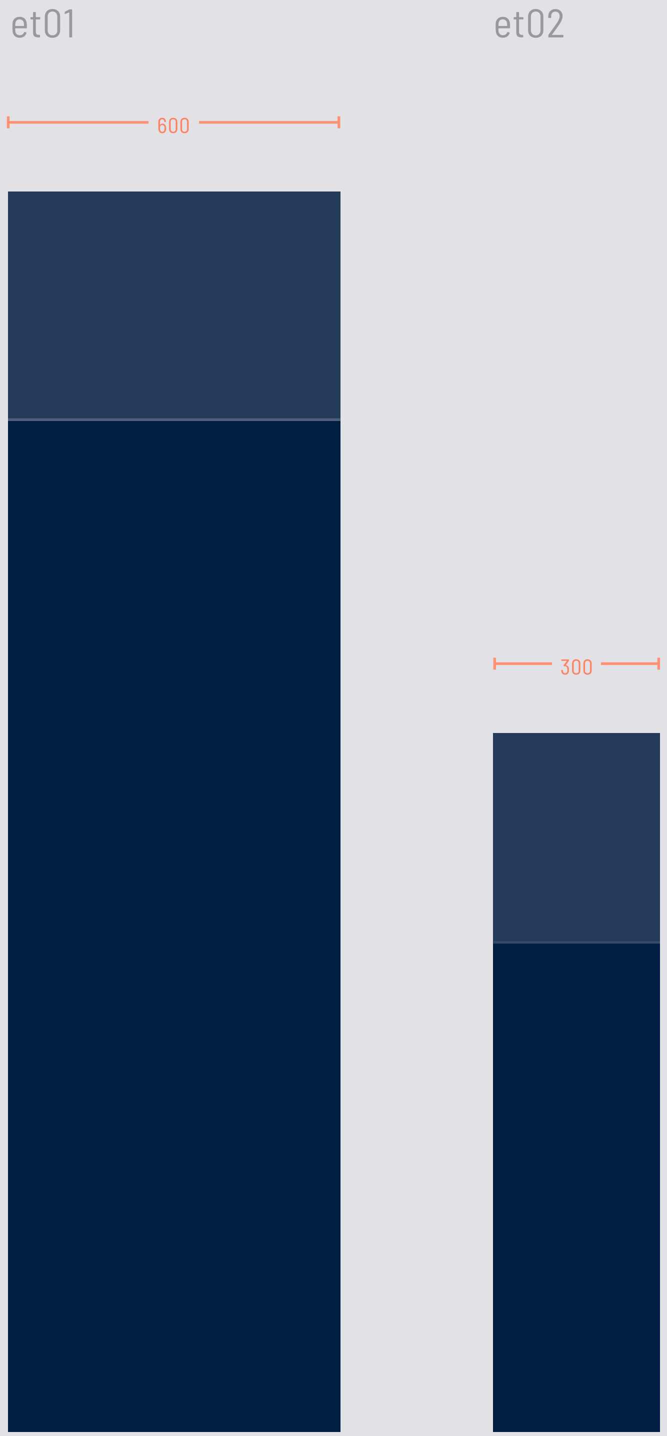
External Temporary

These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.



Height of each temporary signage and position of bend will vary depending on location and content.

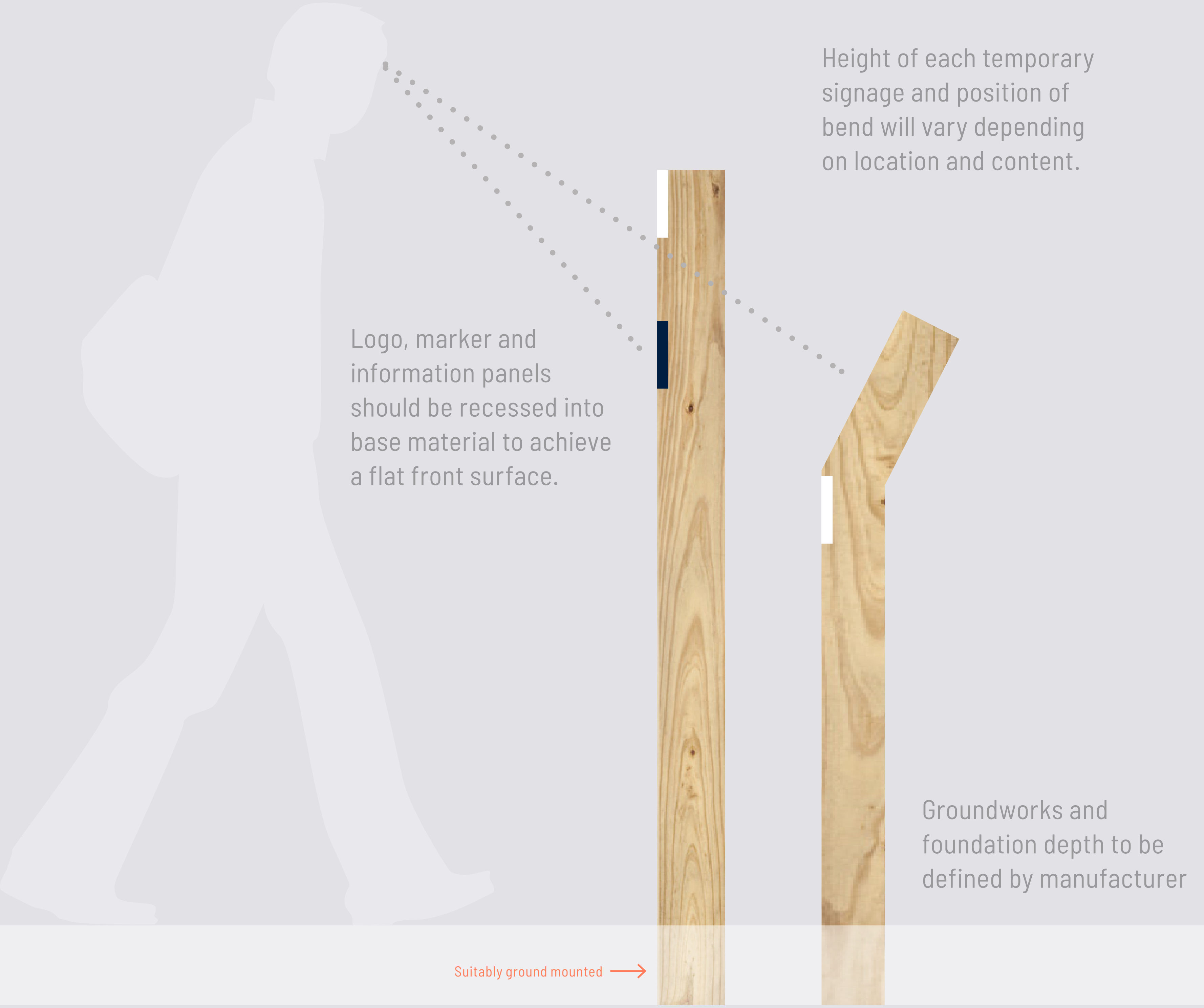
Front View



This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

External Interpretation

These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.


Suitably ground mounted

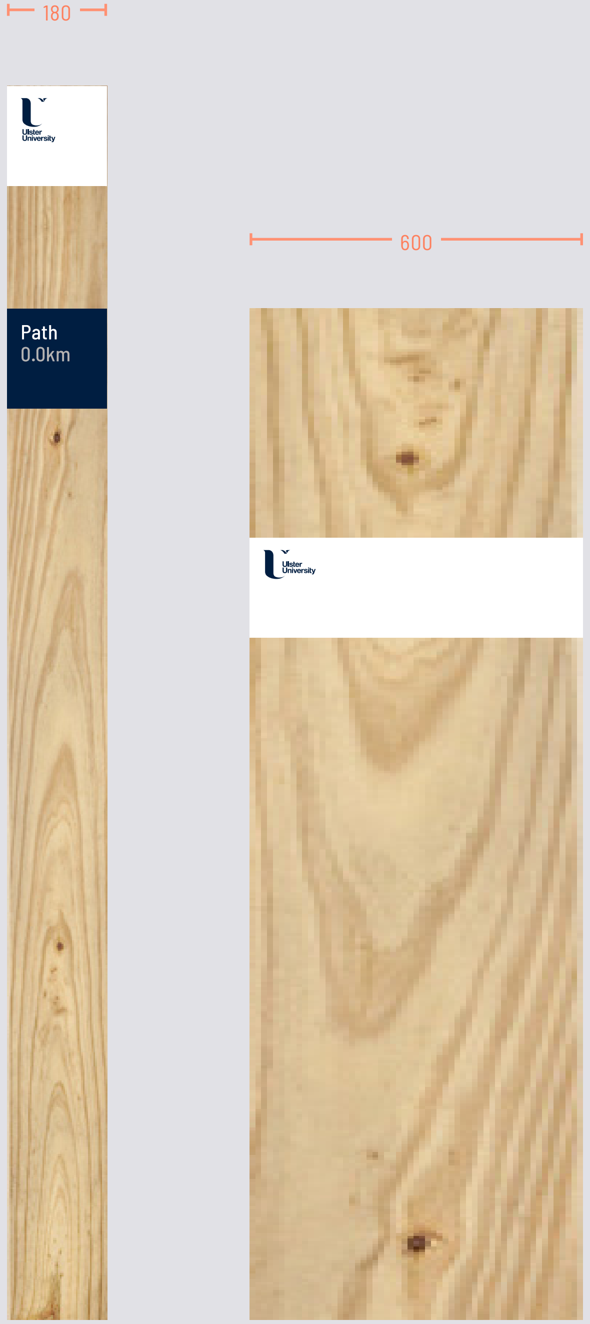
Logo, marker and information panels should be recessed into base material to achieve a flat front surface.

Height of each temporary signage and position of bend will vary depending on location and content.

Groundworks and foundation depth to be defined by manufacturer

Front View

eint01 + ep06 ep07

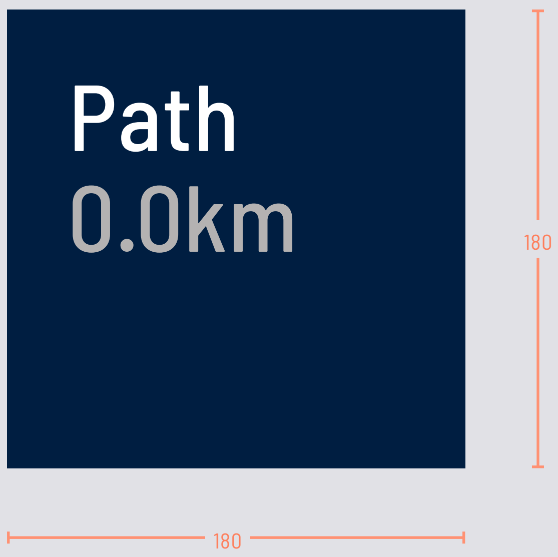

180
600
Path
0.0km
Ulster University
Ulster University

This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

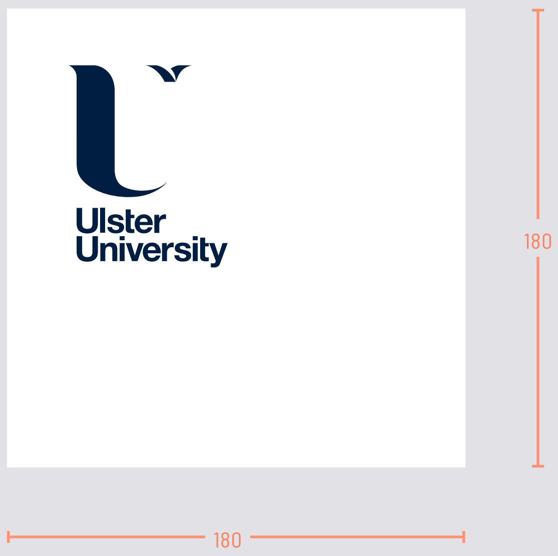
External Interpretation

These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.

eint01



ep06

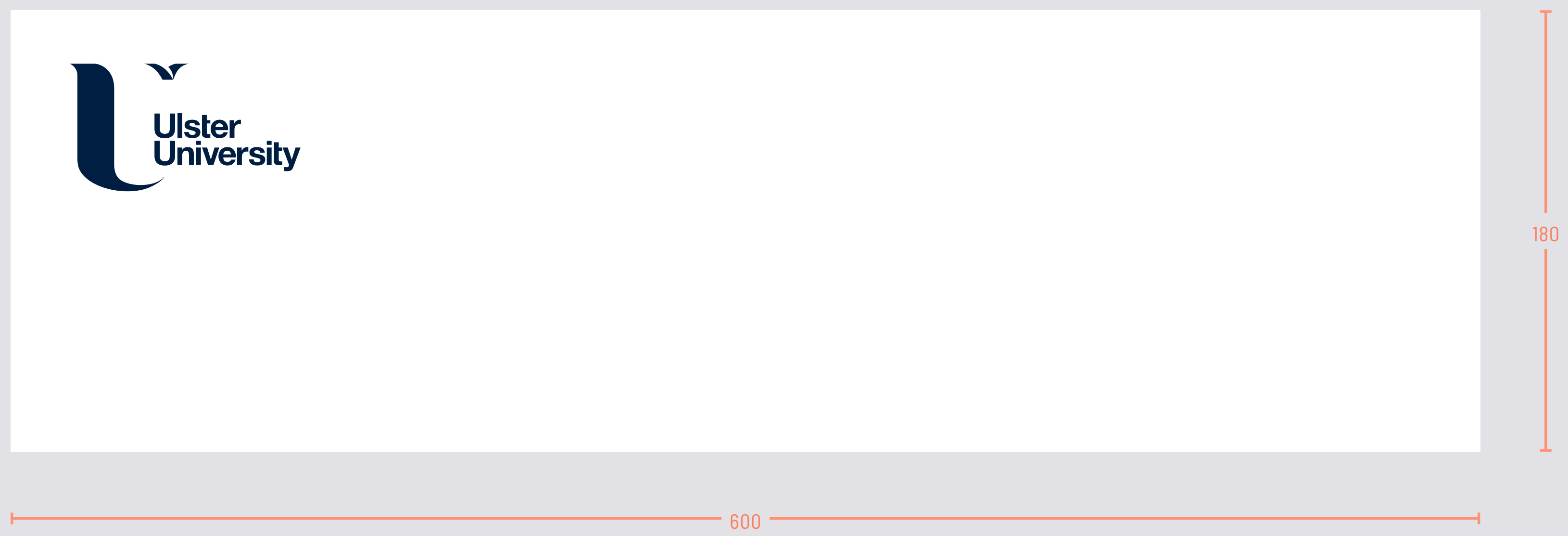


This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

External Interpretation

These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.

ep07

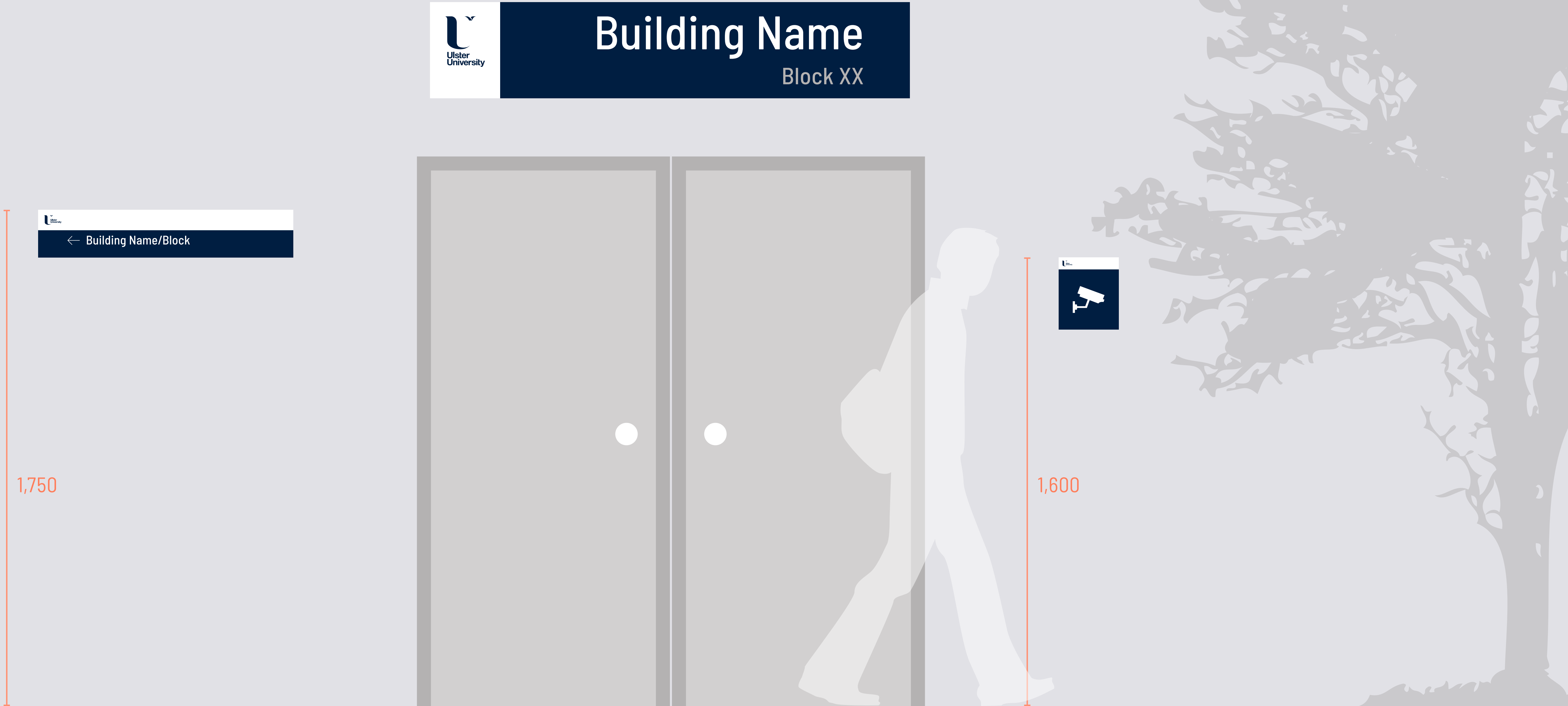


This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

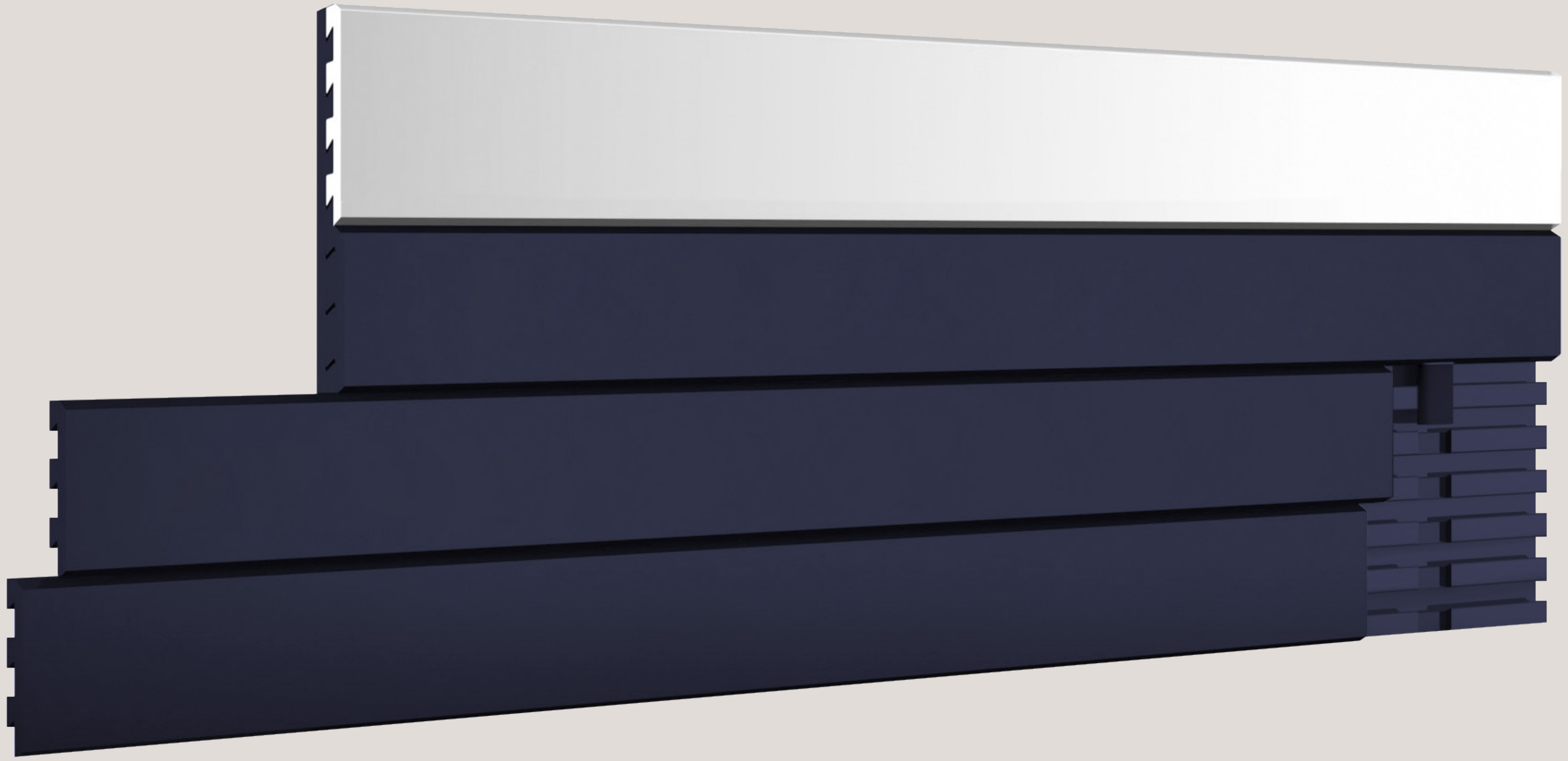
External Application

These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.

Positioning of each Building Identifier will vary depending on location and space available.


Ulster University
Building Name
Block XX
Building Name/Block
1,750
1,600

Internal Construction



General Construction

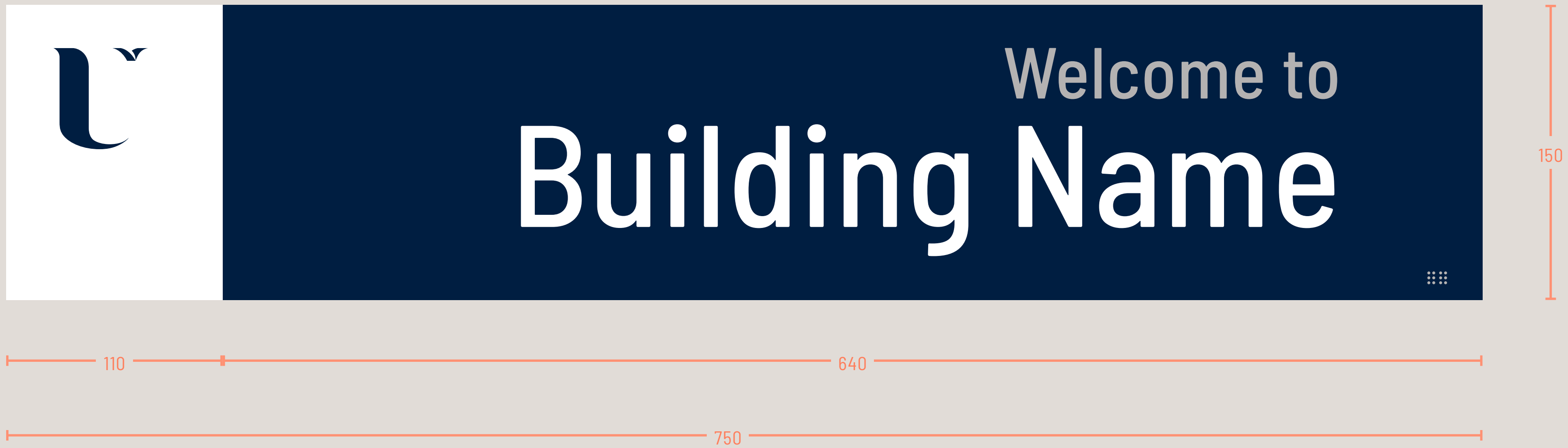
The HB Modular Sign System (MSS) is an elegant, robust and flexible solution for all internal signing requirements. The system is made from dovetailed aluminium extrusions which slide together to form the completed sign. There is no back plate so signs can be single or double sided.

- Strong and lightweight.
- Interchangeable plates with multiple configurations.
- Plates held securely in place by integral dovetails.
- Only 6mm thick, with no visible frames or fixings.
- Signs can be single or double sided without affecting the thickness.
- Suitable for wall, door, suspended, projecting, desk mounted and free-standing signs.
- Incorporates a hidden, tamper-proof locking device.
- No restriction to the size of sign.
- No specialist maintenance required.

These drawings represent design intent only.
Detailed manufacture and installation drawings
must be provided by the signage contractor.
Site survey findings may dictate necessary
changes to specification and fixing methods.
All measurements are in mm.

Internal Welcome

iw01 + ip07



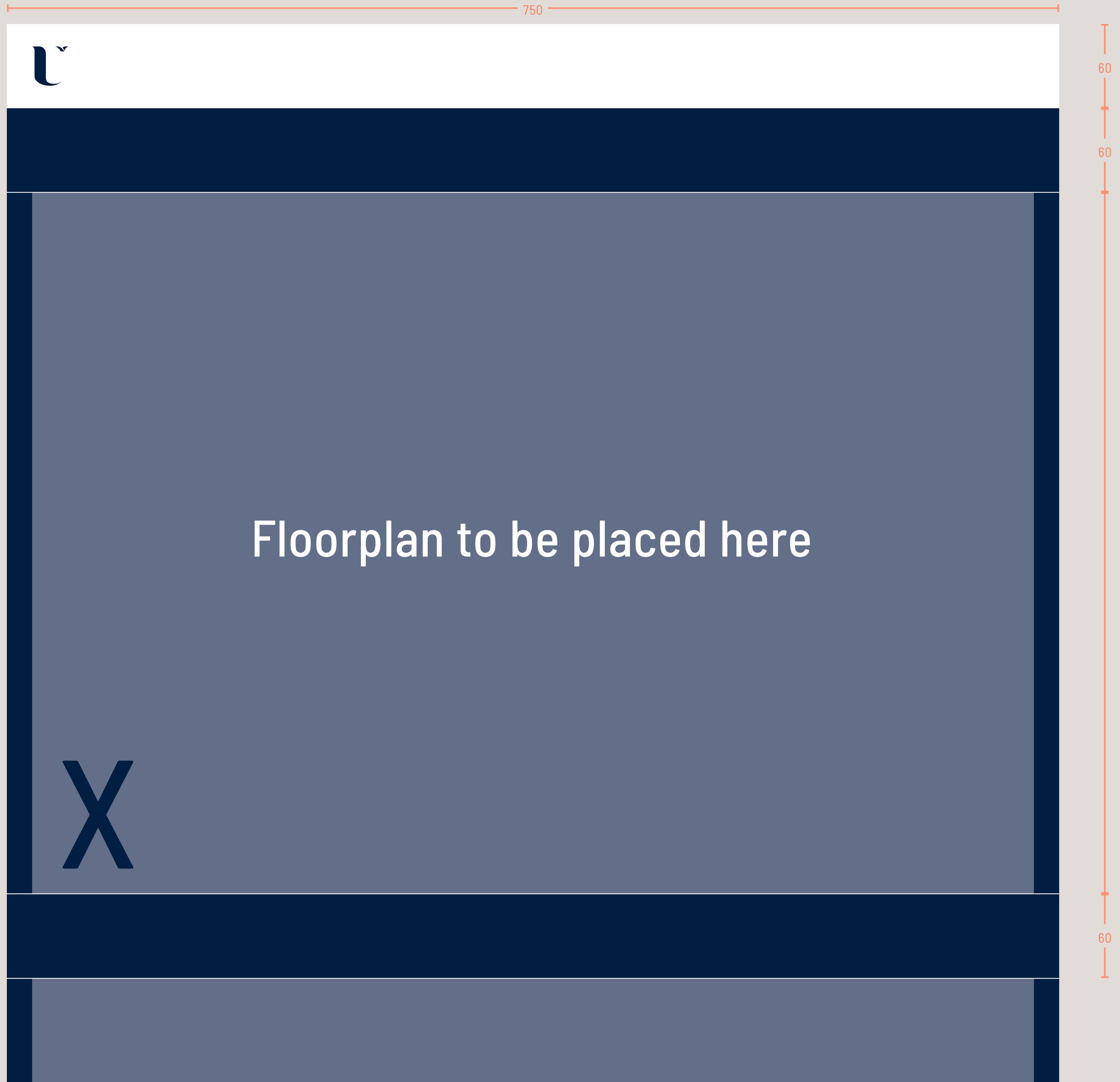
These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.

This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

Internal
Site Orientation

These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.

iso01 + ip03



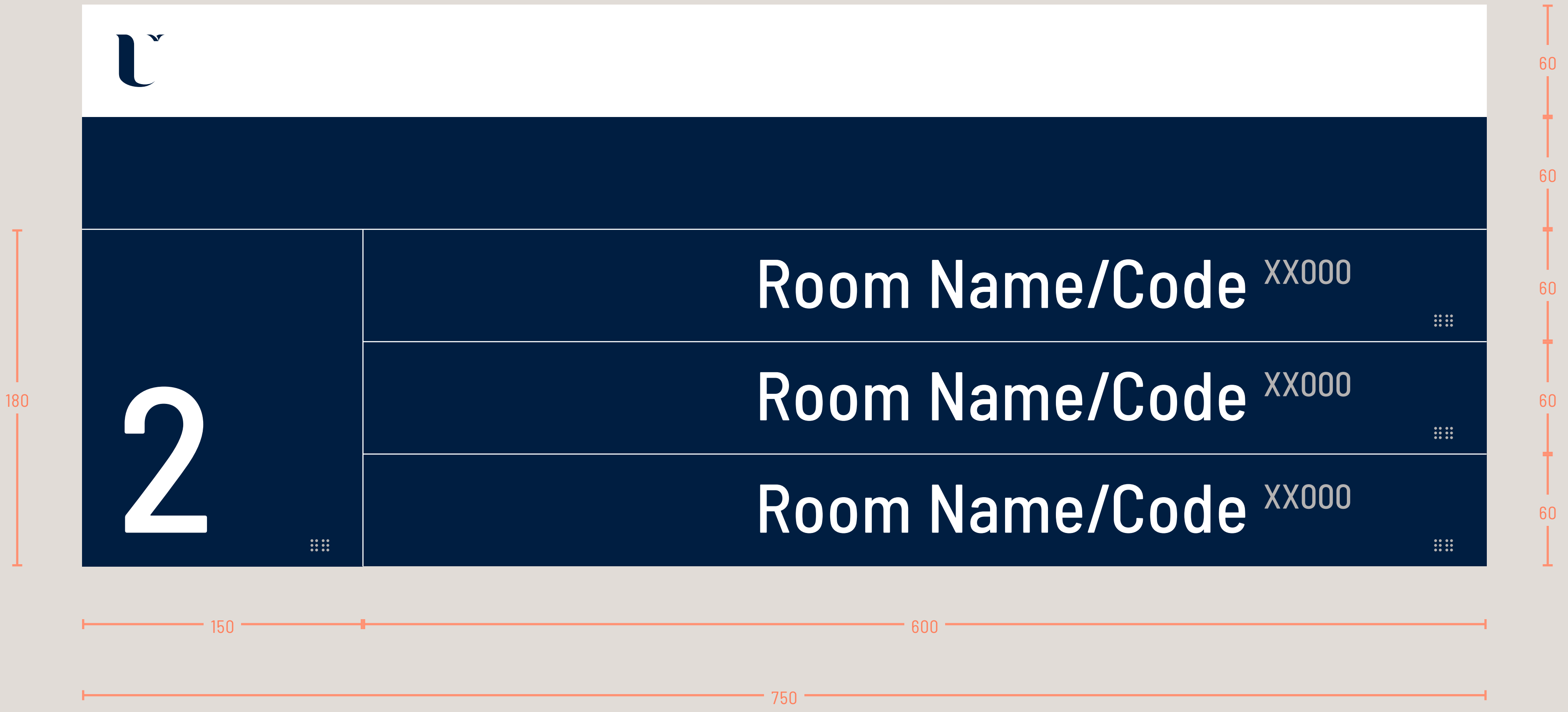
Height of each Site Orientation section will depend on the relevant floorplan.

This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

Internal
Level Directories

These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.

ild01 and ild02 (floor plate) + ip03



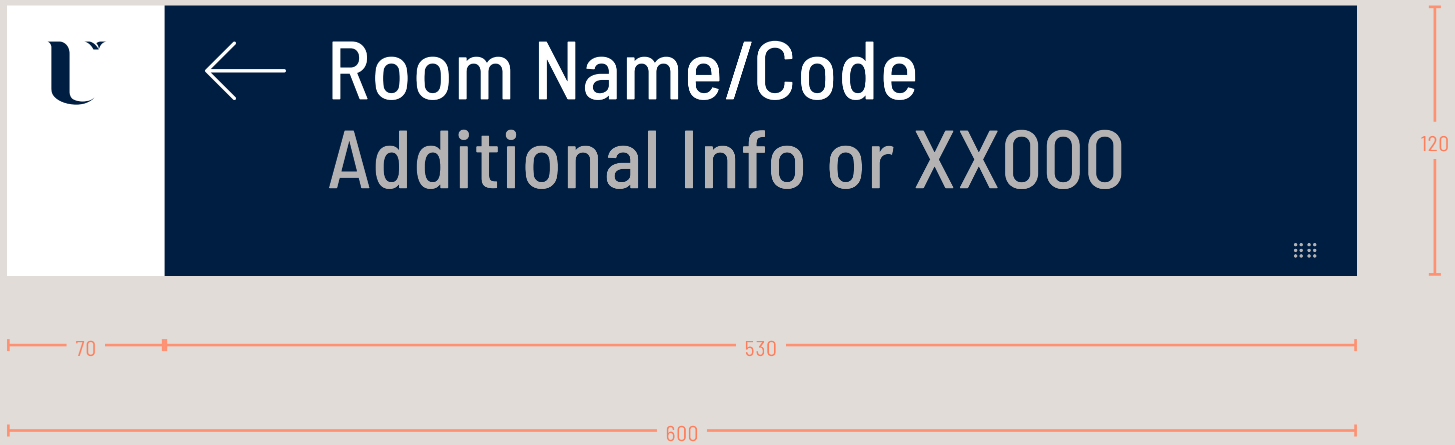
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
2
60
60
60
60
60
180
150
600
750

This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

Internal Directional

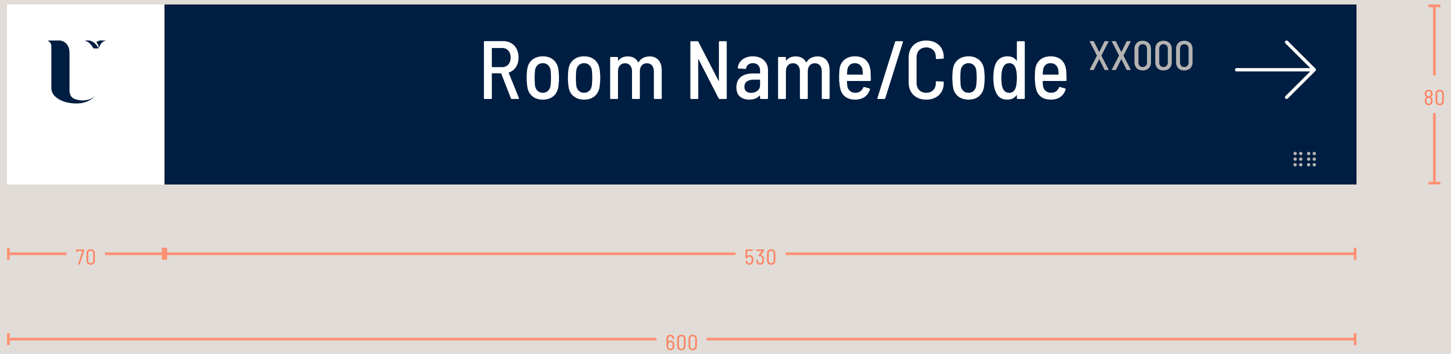
These drawings represent design intent only.
Detailed manufacture and installation drawings
must be provided by the signage contractor.
Site survey findings may dictate necessary
changes to specification and fixing methods.
All measurements are in mm.

id01 + ip06



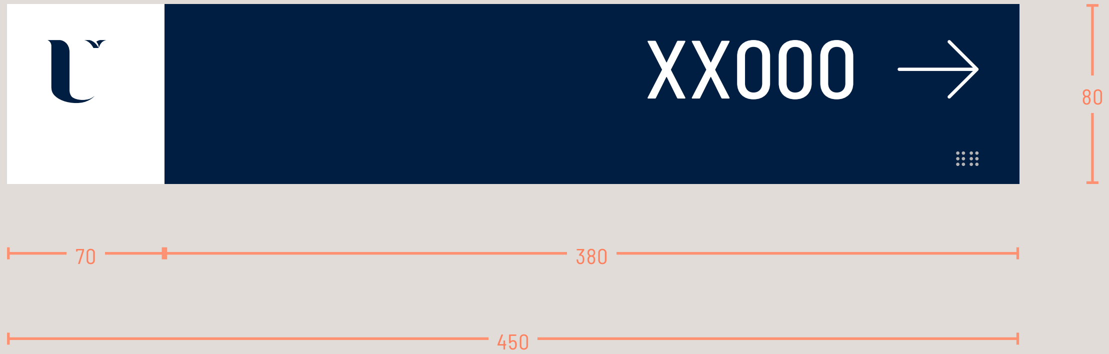
Room Name/Code
Additional Info or XX000
120
70
530
600

id02 + ip05



Room Name/Code XX000
80
70
530
600

id03 + ip05

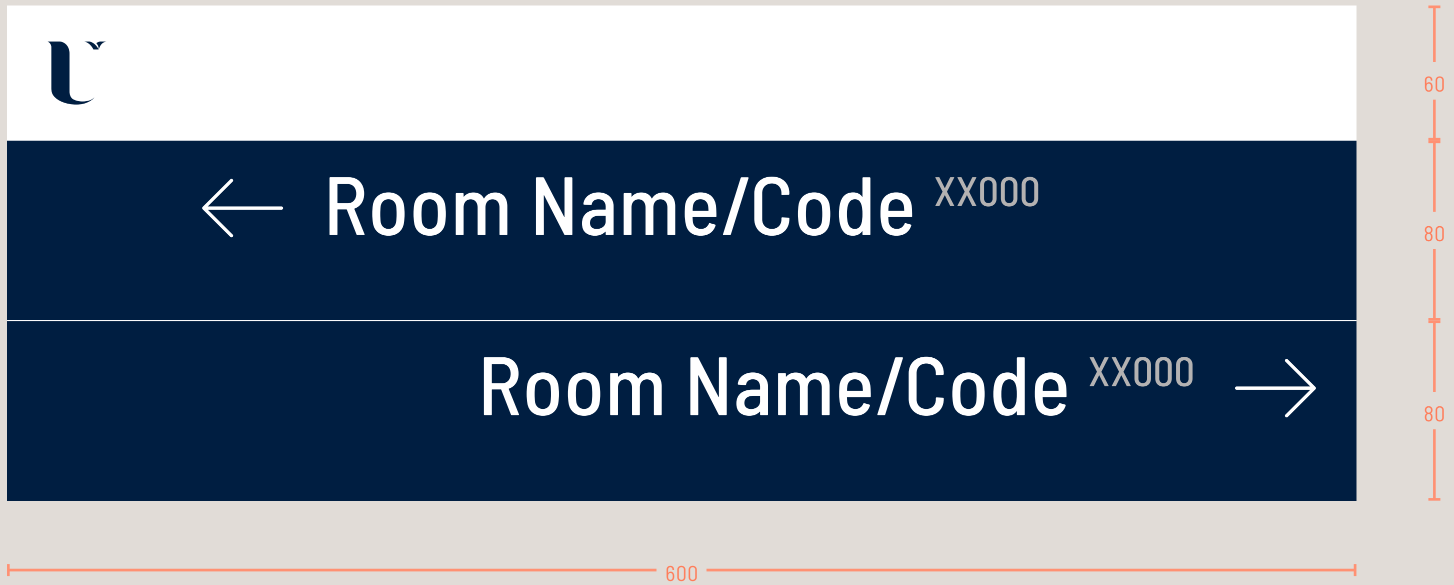


XX000
80
70
380
450

This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

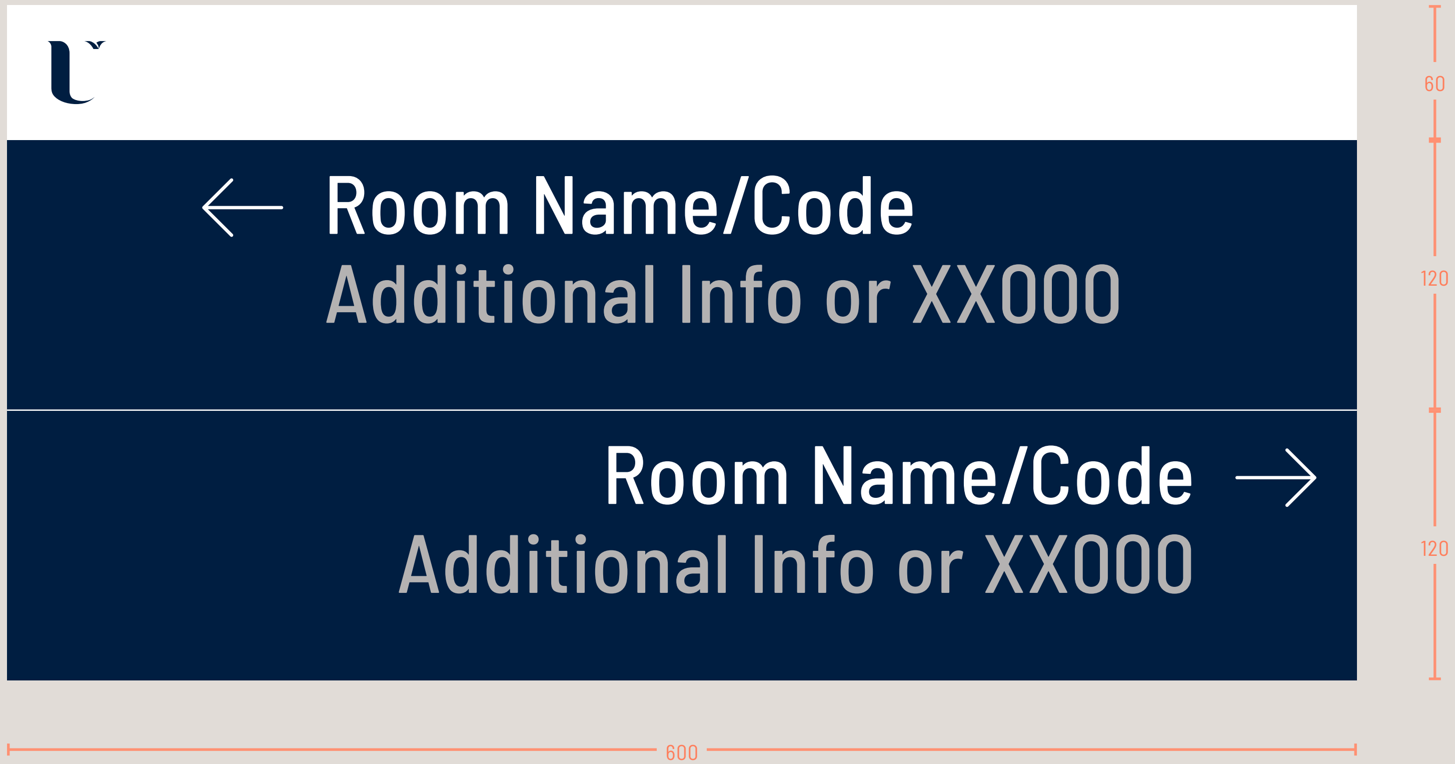
Internal Directional

id04 + ip02



Room Name/Code XX000
Room Name/Code XX000
60
80
80
600

id05 + ip02



Room Name/Code
Additional Info or XX000
Room Name/Code
Additional Info or XX000
60
120
120
600

These drawings represent design intent only.
Detailed manufacture and installation drawings must be provided by the signage contractor.
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.

This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

Internal
Room Identifier

These drawings represent design intent only.
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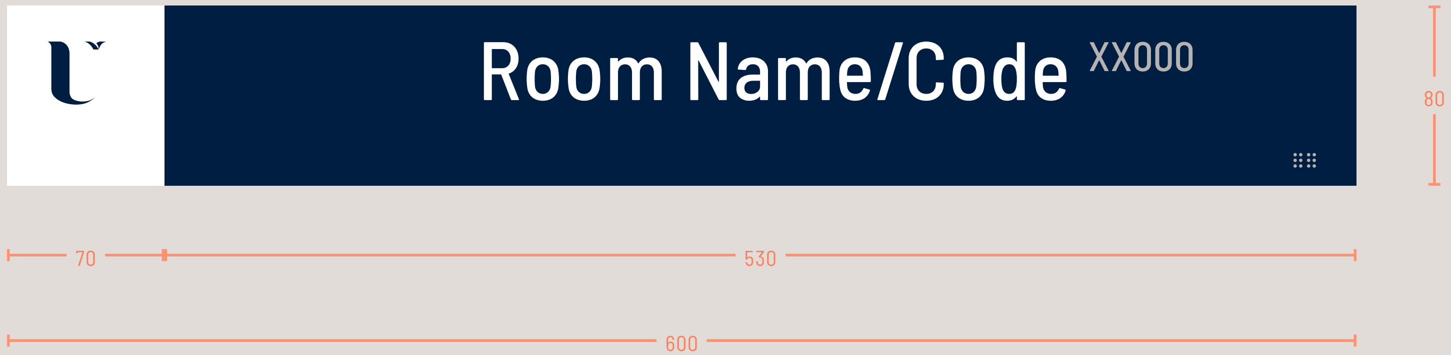
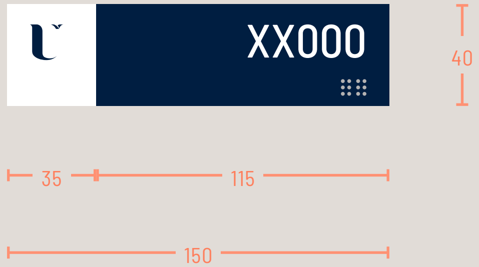
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.

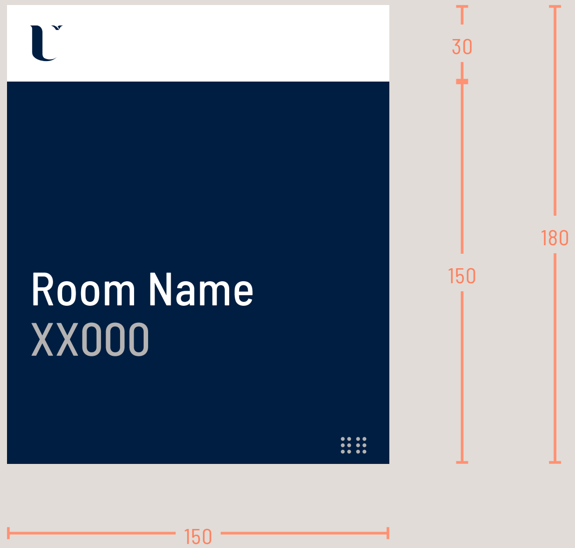
iri01 + ip05


Room Name/Code XX000
80
70
530
600

iri02 + ip04


XX000
40
35
115
150

iri03 + ip01 / iri04 + ip01


Room Name
XX000
30
150
180
150

This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

Internal
Informative

These drawings represent design intent only.
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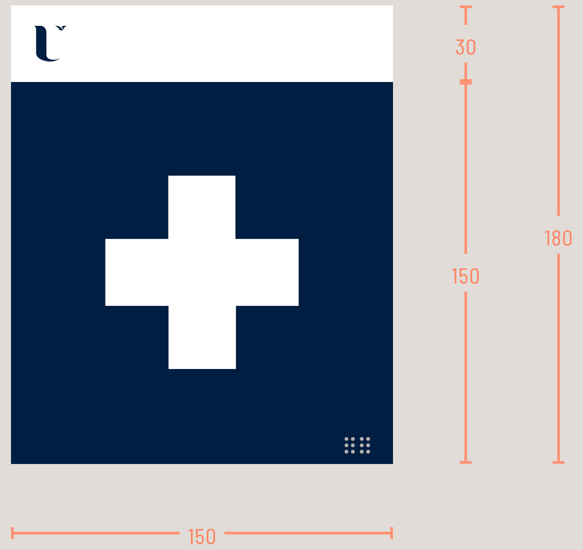
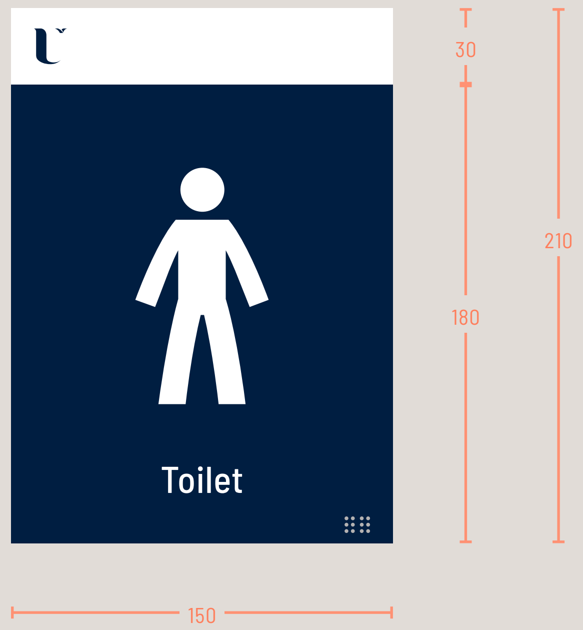
Site survey findings may dictate necessary changes to specification and fixing methods.
All measurements are in mm.

ii01 + ip01



ii02 + ip01



This specification should be read in conjunction with the Brand Assets section on p.7 which details colours, typefaces and logos.

Internal Application

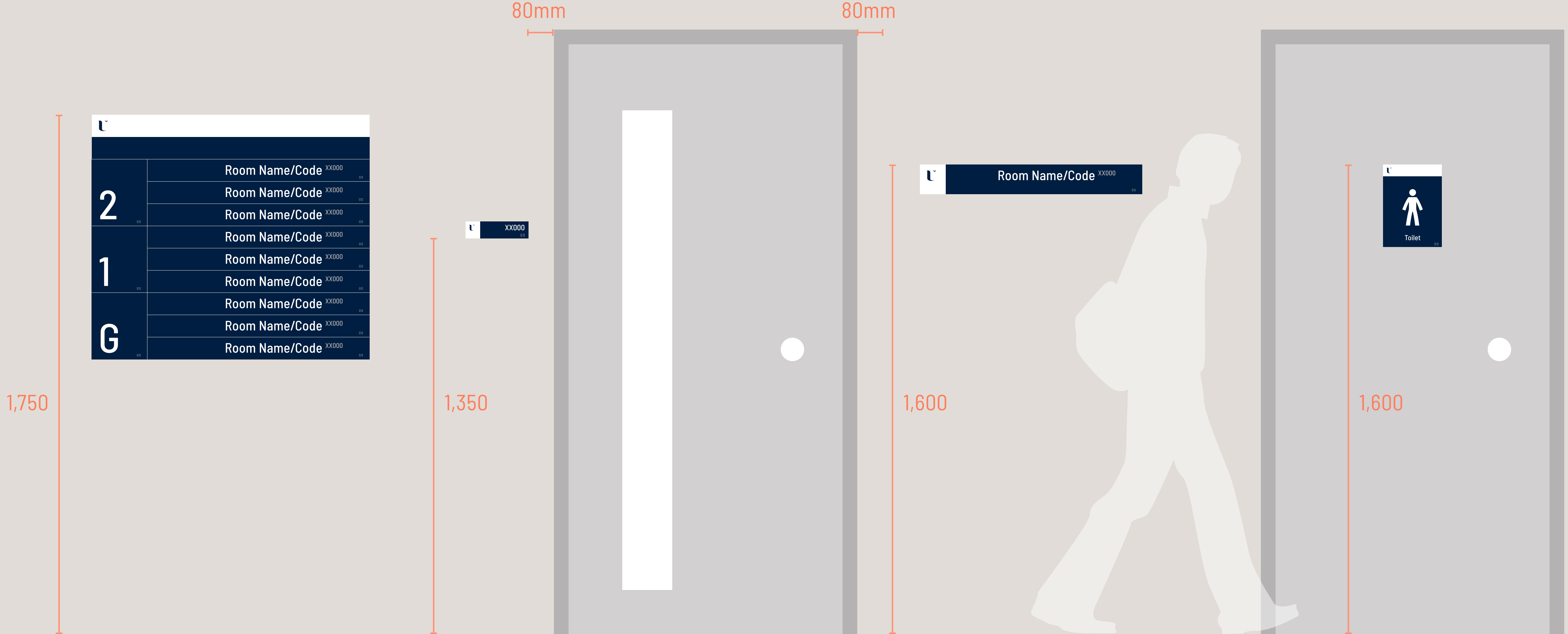
These drawings represent design intent only.
Detailed manufacture and installation drawings
must be provided by the signage contractor.
Site survey findings may dictate necessary
changes to specification and fixing methods.
All measurements are in mm.

Room Identifiers

- Wall mounted.
- To the right of doors and lift entrances.
- Assists Braille users.

Toilet Doors

- Door mounted.
- Applied to the centre of the door.
- Assists Braille users.

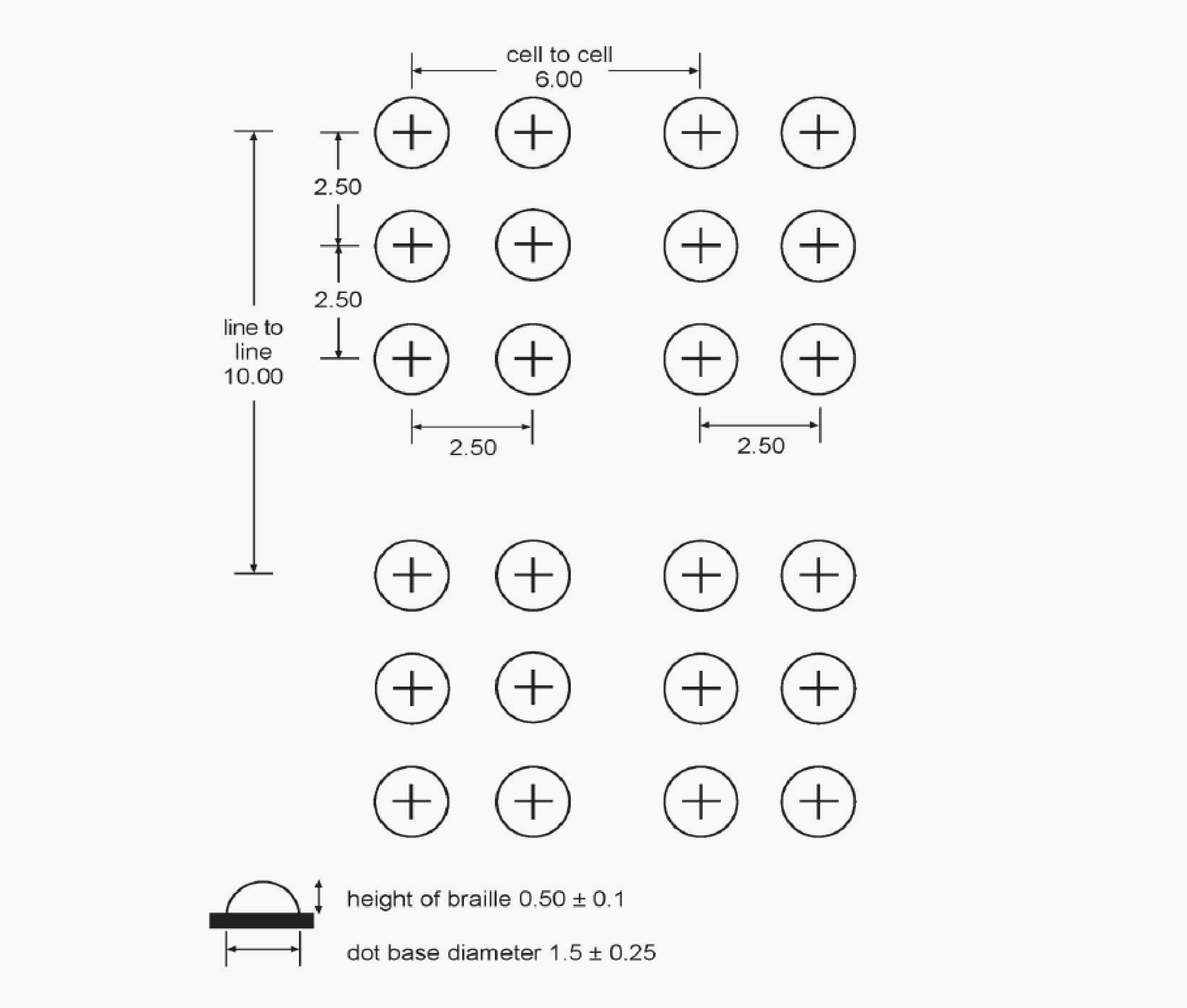


80mm
80mm
2
1
G
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
Room Name/Code XX000
XX000
Room Name/Code XX000
Toilet
1,750
1,350
1,600
1,600

Braille

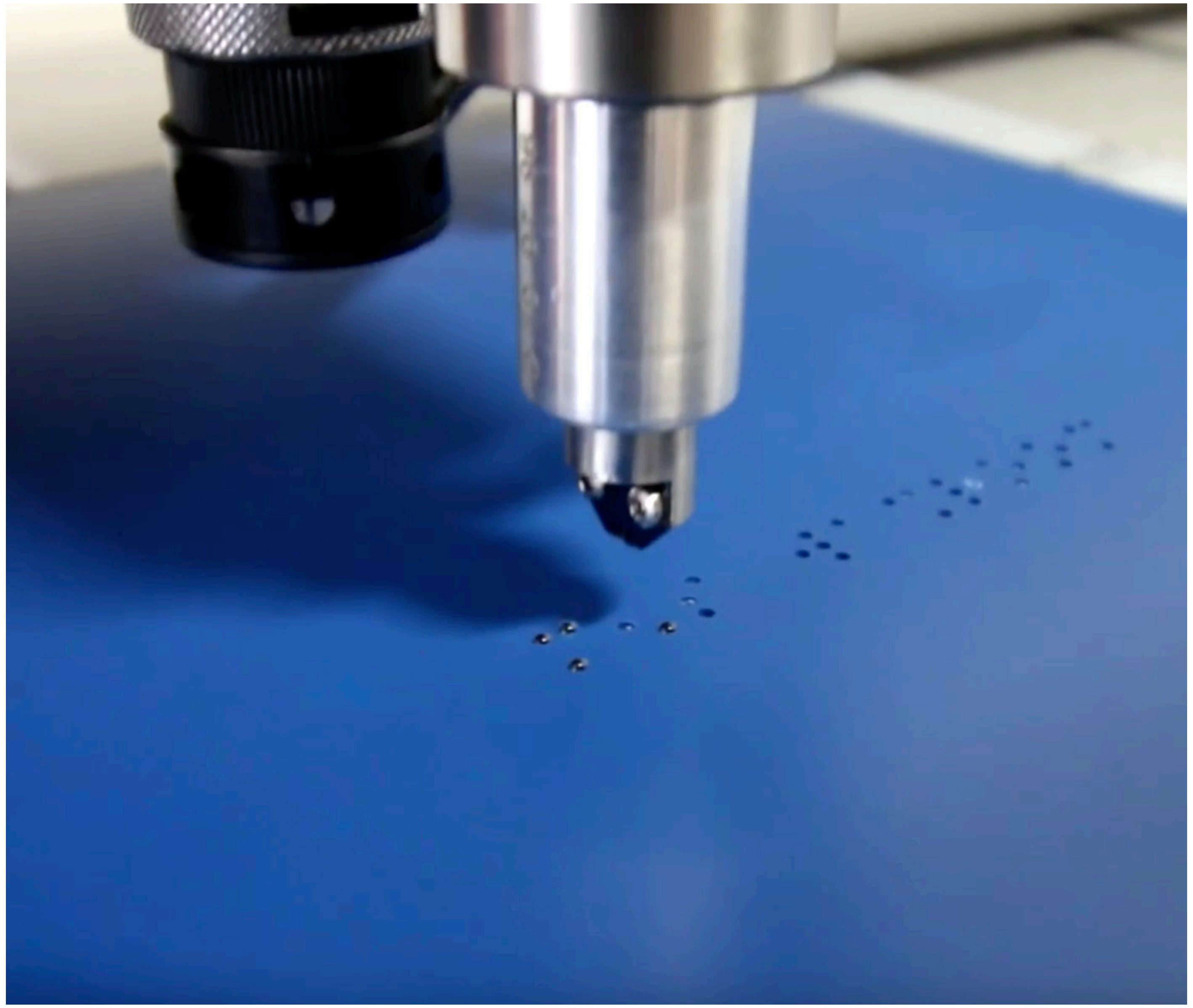
Positioning

- Braille signs are, by their very nature, always read close up and should be positioned where they can easily be touched. The ideal range of heights for positioning of Braille signs would be between 1300mm and 1600mm above finished floor level.
- Braille signage should comply with current Government guildlines.


cell to cell
6.00
2.50
2.50
line to
line
10.00
2.50
2.50
height of braille 0.50 ± 0.1
dot base diameter 1.5 ± 0.25

Raster Braille technique

- Routing and inlay capabilities.
- Coloured or clear ball bearing options.
- Multiple suppliers across Northern Ireland and UK.
- Can be applied to any material, avoiding the need for plastic.



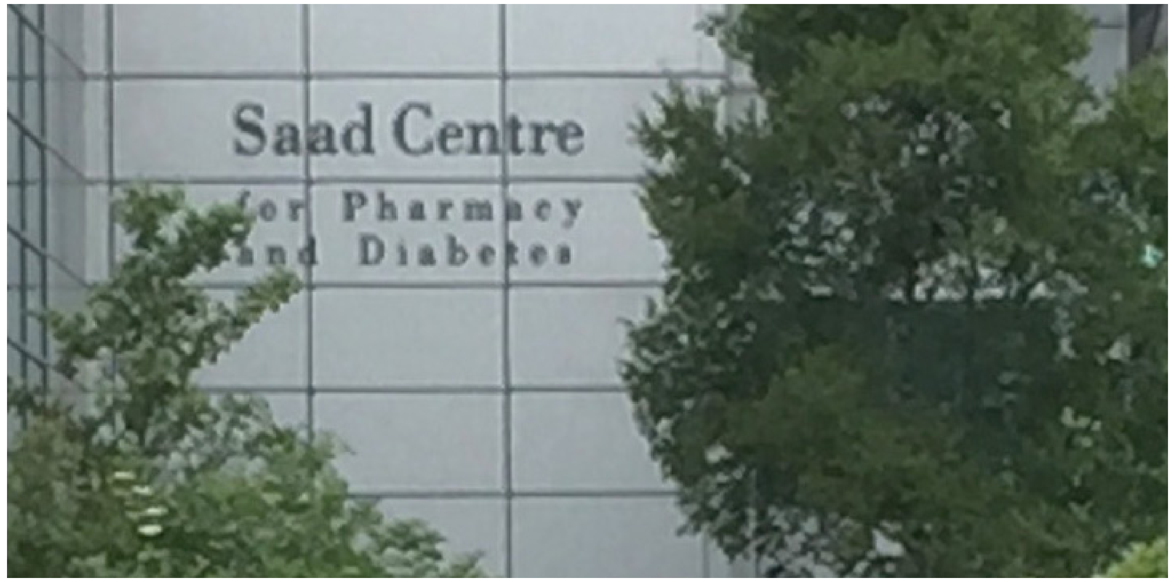
05

Additional Considerations

Certain wayfinding applications will adapt to meet specific objectives so may not adhere to our Kit of Parts parameters. Every application requires justification and advanced approval from the Director of Estates Services.

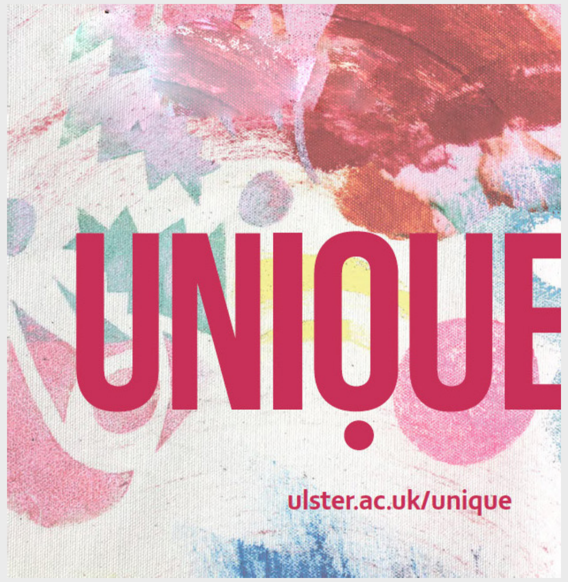
Funder Acknowledgement

The University can receive external funding that contributes towards a new building, project or department – the University may decide to name these after the donor. This is decided on a case-by-case basis and will be overseen by the Director of Estates Services.



Non-Branded Areas

There may be business or contractual reasons why areas of the University have their own standalone identity and signage, for example, Riverside Theatre, Sport Halls, shops, hairdressers and cafés. These are open to the public and / or self-funded so will manage their own wayfinding and signage programmes. Please direct any queries to the Director of Estates Services.



Riverside
THEATRE

Further Wayfinding

Wayfinding extends beyond signage. The user journey often starts at home – visiting our website, reading our prospectus, receiving a email or a phone call with University staff. To improve the University experience, every touchpoint should be aesthetically and verbally cohesive.

Verbal Directions

When giving verbal directions verbally, all language, names, codes and terminology should be consistent.

Written Communications

Effective wayfinding often starts before reaching the campus. Pre-visit sources of information such as web pages, emailers, letters and emails should utilise consistent language and aesthetics to this Signage Protocol.

Off-site Signage

There will be some signs outwith the University's control that direct people to the University, for example, street signage. The local authority should be consulted to ensure the transition from road signage to campus signage is smooth and that all language and terminology is consistent.

If this protocol document does not provide a suitable solution for your needs, you must contact the Director of Estates Services to discuss and agree best solution before commissioning any signage.

Please direct queries and requests to the Director of Estates Services. Thank you.

Ulster University