

Imperial College London Wayfinding Guidelines

Imperial College
London

SOUTH KENSINGTON CAMPUS
Exhibition Road

Imperial College
London

SOUTH KENSINGTON CAMPUS
Exhibition Road

Ramp access & ♿

Introduction

Purpose

These guidelines set out the core principles and designs of the official Imperial College London wayfinding system. The system developed in these guidelines is an extension of the College's brand and should be adhered to when implementing any signage across the College's portfolio.

How to use these guidelines

These guidelines are structured as follows:

Section 1.0 Wayfinding strategy and principles

Overview of system principles, key sign types and where those signs are used. This section also describes the principles for planning signs and selecting directional content.

Section 2.0 Sign Typology

Overview of the full range of sign types.

Section 3.0 Graphic Standards

Description of the core graphic elements used across the system.

Section 4.0 Sign Specifications

Details of each sign including graphic content and installation guidance.

Section 5.0 Production Drawings

Production drawings provided by appointed sign supplier, for reference.

Appendix 1 White City building name signs

Who are these guidelines for?

These guidelines should be used by anyone implementing an official sign that represents the Imperial College London brand and identity.

This could be anything from a 'one-off' sign to implementing a full scheme in a new or existing building, on any campus or Imperial College London property.

Approvals and version control

Please ensure you have the latest edition of these guidelines by checking the [Imperial College London website](#).

For specific guidance relating to sign procurement please contact your [Building Manager](#).

Approval for sign installation needs to be sought from the [Communications and Public Affairs Division](#) and [Estates Division](#), particularly if installing any exterior, public facing information, regardless of materiality or permanence.

Roll-out of the wayfinding system

Where the wayfinding system should be used

At the point of publication, designs included as part of these guidelines represent a departure from those that have previously been implemented across Imperial College London campuses. New designs specified as part of this document should be implemented to ensure continuity of experience for users, who may have to transition between new and old signage schemes.

For exterior wayfinding signage, the guidelines included in this document should be used in full.

For interior wayfinding signage, these guidelines should be used where fitting out a new building where there is no existing signage or where all existing signage in the old wayfinding system will be replaced.

If in doubt, please contact the [Estates Division](#) for guidance.

When to use pre-2020 wayfinding designs

Where a new sign is required within an existing building that uses the old wayfinding system, those previous sign designs should be used to ensure continuity with existing signs in the building, until such time as the entire building can be updated to the current wayfinding system.

British Standards and inclusive design

The system has been developed as an iterative process, tested with a range of people using temporary, interim and prototype schemes.

It follows British Standards BS:8300-2018 best practice in terms of visual contrast and vision range, tactile elements and accessibility. It is designed to be as inclusive as possible.

British Standards are designed as guidance only. They include minimum best practice, but are not absolute.

For example, it's important to ensure that any wayfinding is in a well lit location, either indoors or outdoors. However, absolute LRV (Light Reflectance Values) often quoted in places like the British Standards are only possible under very controlled conditions, as they are impacted by several environmental factors. The designs in this wayfinding system provide good contrast under most conditions, regardless of lighting, but should be installed under typical ambient light conditions for a public environment, especially indoors.

Any deviation from this wayfinding standard must be agreed with the [Communications and Public Affairs Division](#) and [Disability Advisory Service](#) teams.

Imperial College Healthcare NHS Trust

Imperial College London and Imperial College Healthcare NHS Trust have an intrinsic partnership, though operate independently.

Most campus locations have clear demarcation between the two institutions, however there are locations where Imperial College London occupies spaces within an NHS Trust site, either entire buildings or rooms within an NHS Trust building.

As a basic rule, where Imperial College London occupies part of a floor or building owned by Imperial College Healthcare NHS Trust, the wayfinding system should follow the NHS Trust Wayfinding Guidelines.

Where Imperial College London is either the sole tenant of an entire NHS Trust building or owner of that building, these Imperial College London guidelines should be followed.

In all cases, please contact the [Communications and Public Affairs](#) and [Estates Divisions](#) at Imperial College London before proceeding with wayfinding projects.

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1.0 Wayfinding strategy and principles

This section explains the principles that underpin the wayfinding system, and covers these core ideas:

- System overview
- Typical sign placement
- Information structure
- Naming and coding conventions
- Campus structure
- Identifying priority routes
- Selecting directional content
- Implementing a scheme

The wayfinding principles developed for Imperial College London help build the foundations of a successful wayfinding strategy. It is important that these principles are constantly referred to and used to drive wayfinding projects at the College.

The illustration below demonstrates how the sign family has been developed to support user journeys on campus. These touchpoints, or stepping stones along a journey, provide the structure for the wayfinding system, and form the basis of these wayfinding guidelines.

Wayfinding principles

User first

Wayfinding should improve the experience of all users of the campus, whether they are students, staff or visitors.

Consistent and intuitive

Wayfinding should present a consistent visual appearance, tone of voice and content hierarchy, that is easy to use and predictable.

Identify space and thresholds

Wayfinding should make it obvious where you are on campus, by clearly marking thresholds into or within a building or space.

Grow campus understanding

Wayfinding touchpoints should promote navigation across campus, making it easier to explore new areas with confidence.

Coordinated system management

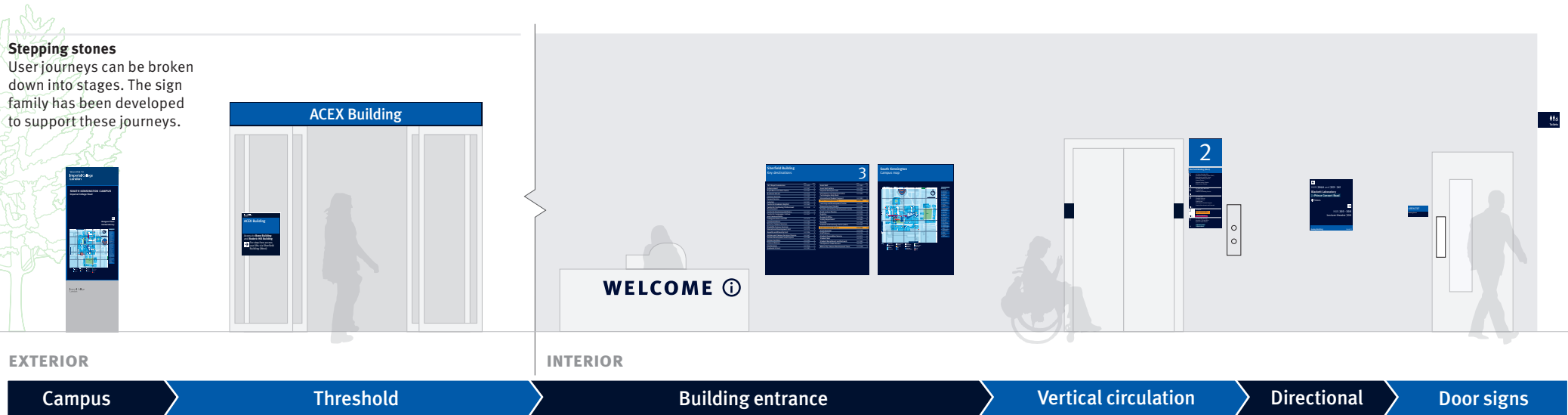
Wayfinding should be designed to support a process for procuring, creating and managing signs, maps and other wayfinding information that is clear and fit for purpose.

Supporting the whole journey

Wayfinding should support users at touchpoints throughout their entire journey, from home to their destination and back.

Stepping stones

User journeys can be broken down into stages. The sign family has been developed to support these journeys.



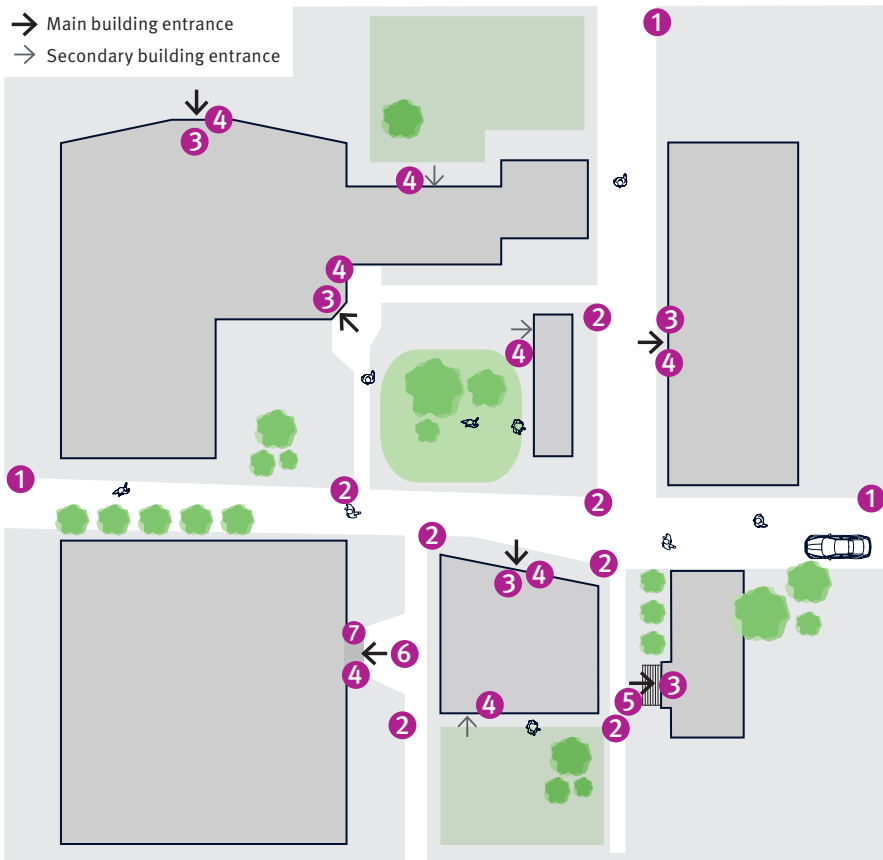
Exterior – typical sign placement



Sign types shown represent the core sign family for exterior applications and their typical placement. For the full typology and detailed placement guidance refer to the sign specification section on page 45.

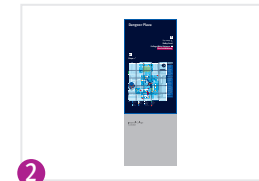
GENERIC EXTERIOR

- Main building entrance
- Secondary building entrance



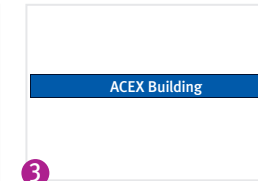
1
CT2.1 Campus Totem Large – Welcome

Located at entry points to campus. These signs have an additional beacon that provides a welcome tone of voice.



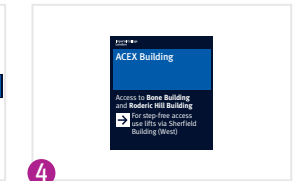
2
CT2.2 Campus Totem Large – Standard

Provides users with campus mapping, directional and addressing information at decision points within the campus.



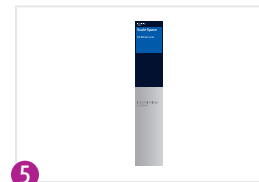
3
TH1 Building Identification – Above Door

The standard approach for clearly identifying buildings that are approached 'head-on'.



4
TH2.1 Building Identification – Door Sign Standard

Identifies the building name at eye level. Additional building information such as accessible routes, through routes and building addresses can also be added.



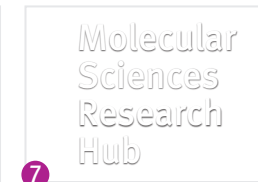
5
TH3 Threshold Totem – Small

When a TH2.1/TH2.2 sign cannot be installed, this freestanding option should be used. This can also be used as an alternative to a TH4.



6
TH4 Threshold Totem – Medium

Identifies building entrances which have long sight lines. Typically only used at the White City Campus. Refer to page 68 for other uses.



7
TH6 Building Identification – External Cut Out Letters

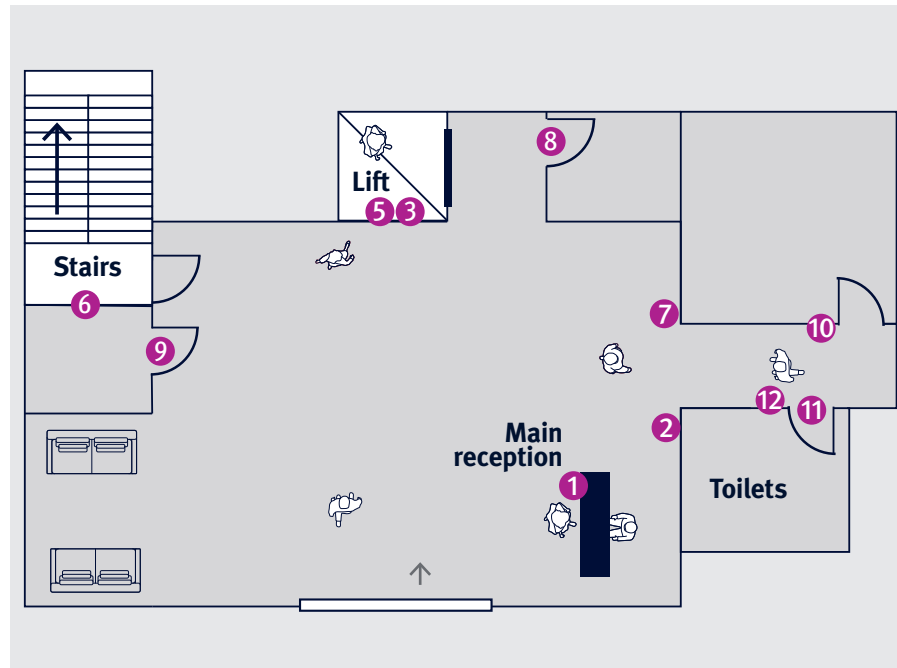
Used primarily at White City due to the flagship status of the buildings. Helps to reinforce building identification.

Interior – typical sign placement



Sign types shown represent the core sign family for interior applications and their typical placement. For the full typology and detailed placement guidance refer to the sign specification section on page 45.

GENERIC INTERIOR



1
EN2 Reception Desk Identification
Helps to identify reception and welcome points on campuses.



2
EN1.1 Building Directory – Wall Mounted
Allows users to easily scan all front of house building destinations in alphabetical order.



3
VC2.1 Lift Guide – Standard
Provides building information by level. Content is restricted to room ranges, primary destinations and amenities. Lift Guides outside lifts are accompanied by a VC1.2 sign.



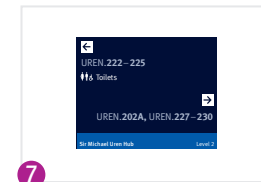
4
VC3 Lift Jamb Level Marker
The Braille and tactile level number helps lift passengers to identify the current level.



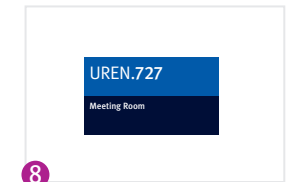
5
VC4 Interior Lift Button Highlighter
Located around the exit level lift button, it helps users to quickly identify exit levels in lifts.



6
VC1.1 Level Marker – Large
Clearly identifies levels in stairwells.



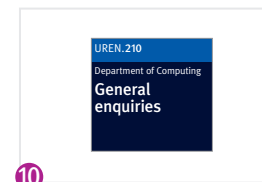
7
DR1.3 Directional – Small
Provides directional information at decision points within buildings. See page 101 for alternative versions.



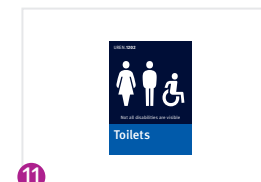
8
DS1.2A Door Sign – Standard
Located on rooms that do not require large amounts of additional information. See page 109 for alternative versions.



9
DS1.3A Door Sign – Changeable A5
Located on rooms that require permanent identification and changeable information. See page 111 for alternative versions.



10
DS1.4A Door Sign – Primary Destination
Located on doors that are primary destinations within buildings. Can also be used when a more visually prominent sign is required.



11
DS2 Door Sign – Toilet
Clearly identifies toilets with an icon and Braille and tactile, mounted at an accessible level.



12
DS3 Facility Identification – Projecting
Helps users to identify facilities along corridors or when sight lines are obstructed. Can be used for lifts, toilets or lecture theatres.

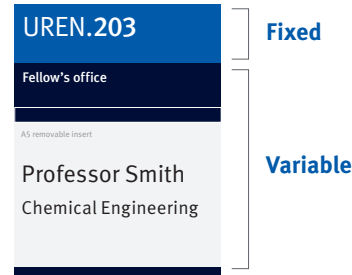
System structure

Fixed and variable

In order for a wayfinding system to have a long shelf-life, it is good practice to identify sign content that is fairly permanent, or **fixed**. Building names and room codes fall into this **fixed** category. **Fixed** elements can be relied on as long term elements, and thought of as **anchors** to underpin the wayfinding system.

Variable elements, such as departments, should not be used to underpin a wayfinding system. **Variable** elements may move fairly regularly, change name or sponsor, or occupy several buildings. **Variable** elements are therefore unreliable and create high-maintenance systems.

Example of fixed and variable elements of a room sign



The Imperial College London Wayfinding System is structured around **anchors** that fall into the **fixed** category, defined in the table below.

These can be applied to various campus models, which are explained on the next page.

Information structure in priority order

Fixed anchor points

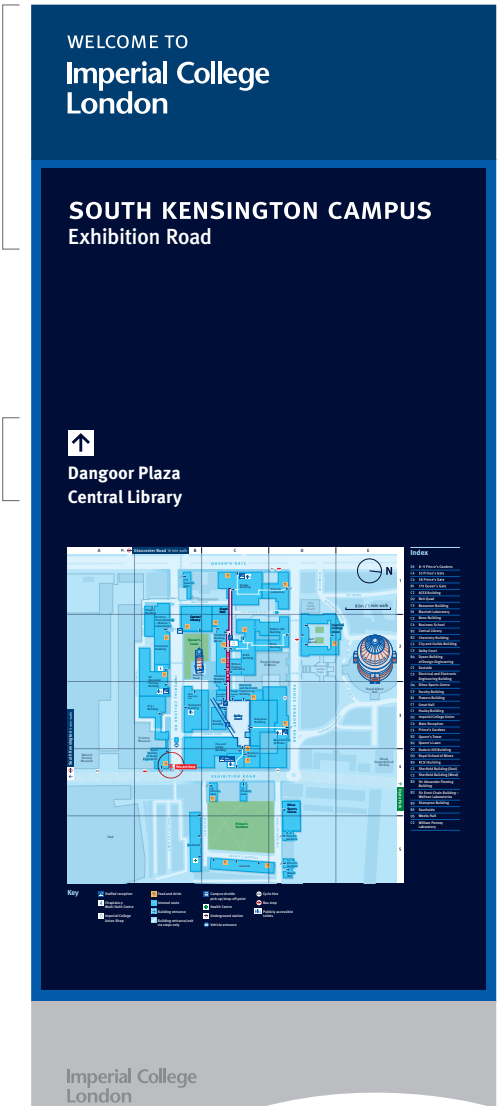
Example

University	Imperial College London
Campus	White City Campus
Zone	White City Campus North
Building	Huxley Building, ACEX Building, Sir Michael Uren Hub
Primary public space	Dalby Court, Dangoor Plaza, Exhibition Road
Primary common amenities	Great Hall, Ethos Sports Centre, College Main Entrance
Rooms	HUX.101
Primary interior destinations	Lecture theatre, department hub, reception area, café
Interior facilities	Toilets, lifts

University name, campus name and **primary public space** have been used in the main address at the top of the sign. This defines the location, in this example, at South Kensington.

Depending on the campus model (discussed on page 9), directional information will use any combination of the nearest **primary public space, building** or **primary common amenity**.

For the example of South Kensington shown here where **primary public spaces** form the core wayfinding **anchors**, Dangoor Plaza and Central Library are used. This reinforces the elements that are illustrated on the accompanying map.



Room coding

Room coding should follow the prescribed syntax shown below. The Communications and Public Affairs Division hold the approved list for building abbreviations.

When numbering rooms in new buildings, an approach should be taken that is logical from the user's perspective. As the interior directional signs are fundamentally based around room codes, it is important that these follow a logical and sequential pattern. This may often be different to what is on an architect's plans.

Building abbreviation	Level	Room
UREN	7	27
UREN.727		
Meeting Room		

Room codes by level

The table below demonstrates how room codes should be applied to levels. The use of Ground or 0 for the ground floor should reflect what is currently being used in the lifts if the building is existing. For buildings with **one floor below ground**, the terms G and LG, or 0 and -1 can be used depending on what is used on lift buttons. For new builds, it is recommended that the terms G and LG are used. For buildings with **two or more floors below ground** the term B1, B2, etc. should be used.

Room coding for buildings with one floor below ground:		Room coding for buildings with two or more floors below ground:	
Level 11	1123	Level 11	1123
Level 10	1023	Level 10	1023
Level 5	523	Level 5	523
Level G/0	G23 / 023	Level G/0	G23 / 023
Level LG/-1	LG23 / 0123	Level B1	B123
		Level B2	B223
		Level B3	B323

Building naming conventions

When the building name does not contain a type qualifier inherent in the name, such as William Penney **Laboratory**, a qualifier should be added. For example Roderic Hill becomes Roderic Hill **Building**.

Buildings should not be named after the department occupying the space, since departments can change and may be spread over several buildings.

Building names should be short, unique and memorable.

Buildings with split access

Some buildings may have specific access requirements because of the architecture, and it may be practical to introduce additional coding to support two or more ‘main’ entrances.

For example, some rooms inside the Sherfield Building can only be accessed from one end of the building – either the East or West ends.

To compound this, both the East and West ends of the Sherfield Building can also be accessed from several entrances on two different levels, and from both North and South sides. This means that there is more than one ‘West’ entrance, and more than one ‘East’ entrance.

However, the respective groups of entrances are served by the same lift cores, so as long as a visitor can enter at one of the East or West entrances, they should be able to access the rooms they have been directed to.

For this reason, a general qualifier of ‘East’ or ‘West’ is added to the building name to generally describe one end of the building or the other, as shown here.

This should be used in written or verbal instructions to support the wayfinding.



Exterior signs

This section explains the core principles for planning content for exterior campus signs.

Exterior signs – Campus models

Due to the varied nature of the Imperial College London campuses, three distinct campus models have been identified, shown opposite. These models focus on the exterior relationship of buildings and public space to each other.

Understanding these relationships helps to identify which elements provide the most logical **fixed** structure of each campus.

Fixed elements define the **anchors** that should be prioritised for directional information on exterior signs at each type of campus.

NHS Trust hospital vs. Imperial College London campus

The campus models shown here only apply to locations where the majority of buildings are owned and operated by Imperial College.

Hospital sites that are predominantly owned and operated by an NHS Trust are managed under NHS Trust hospital wayfinding, which follows a different model and priorities.

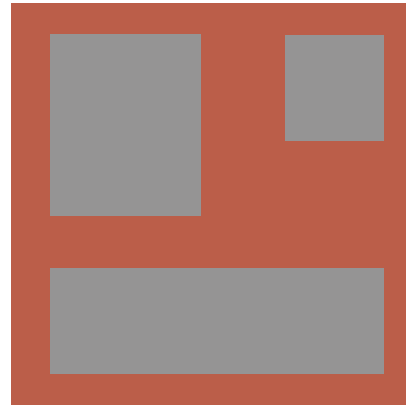
Where an Imperial College London campus is adjacent to an NHS Trust hospital, the two wayfinding systems should be kept separate.

For example, at Hammersmith, NHS Trust hospital wayfinding will show Imperial College buildings. Likewise, Imperial College London wayfinding will show the NHS Trust hospital.

Interior destinations and interior detail within the NHS Trust hospital are managed by NHS Trust hospital wayfinding, and should not be shown or managed on Imperial College London campus wayfinding. This sets a clear handover for the user between the two wayfinding systems – “I am in the College; I am in the Hospital.”

1 – Dispersed model

Hammersmith and Silwood Park



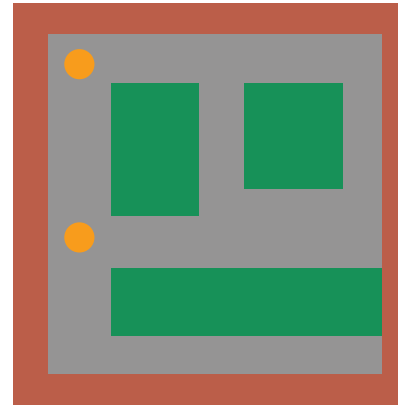
The dispersed campus model describes a campus that has its own campus entrance/s and is broadly one discrete area consisting mainly of stand-alone **buildings**.

In the dispersed campus model, **buildings** provide the **anchors** for wayfinding structure, and define the destinations shown on exterior directional content.

Hammersmith campus is a small group of individual buildings next to Hammersmith Hospital, and has its own campus driveway. The Institute of Reproductive Development Biology is within the hospital main site and would fall under NHS Trust wayfinding.

2 – Aggregated model

South Kensington

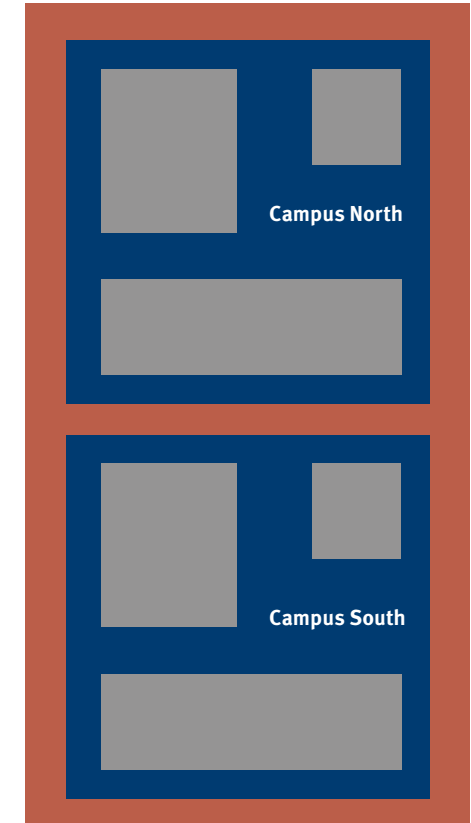


At South Kensington, buildings are mostly physically joined to each other (aggregated). Therefore, differentiation between buildings is a challenge. It is the **primary public spaces** that provide **anchors** for a legible structure that can clearly support wayfinding.

In addition, **primary common amenities** are included as destinations that many different people will be looking for, particularly for public events. South Kensington is explained in more detail on the next page.

3 – Zoned model

White City



Similar to a dispersed model, the difference being discrete areas that can be identified as **zones**. At White City, **buildings** are easy to identify individually, providing the **anchors** for wayfinding structure. **Zones** then help to simplify the campus by grouping buildings into Campus North and Campus South areas.



Exterior signs – Detailed planning

In order to decide sign locations and sign content, the strategic wayfinding routes need to be identified. Strategic routes are defined by joining the **anchors** to create a strategic network. The intersection of those routes defines the decision points where wayfinding is needed. Routes can be categorised as follows:

Primary routes

Primary routes are direct connections that link the **anchors** and have high footfall.

Primary public spaces are both a place and a connection, so perform as part of the primary route network (e.g. Sherfield Walkway and Dalby Court).

Secondary routes

Secondary routes tend to be less intuitive, have lower footfall, and could be internal, but still provide strategic connections.

At South Kensington the internal routes at Bessemer and Huxley Buildings are strategic with respect to campus-wide movement. These are designated as secondary routes.

The strategic network formed from these primary and secondary elements defines the decision points where signs should be placed, and what directional information is included on those signs.

This campus-wide strategic network is also supported on interior wayfinding. For example the Bessemer Building exit might direct outside to Dalby Court.

In the South Kensington *Aggregate* campus model, all **buildings** are connected to one or more of the following **primary public spaces**:

- Exhibition Road
- Prince Consort Road
- Queen’s Gate
- Imperial College Road
- Prince’s Gardens
- Dalby Court
- Sherfield Walkway
- Dangoor Plaza

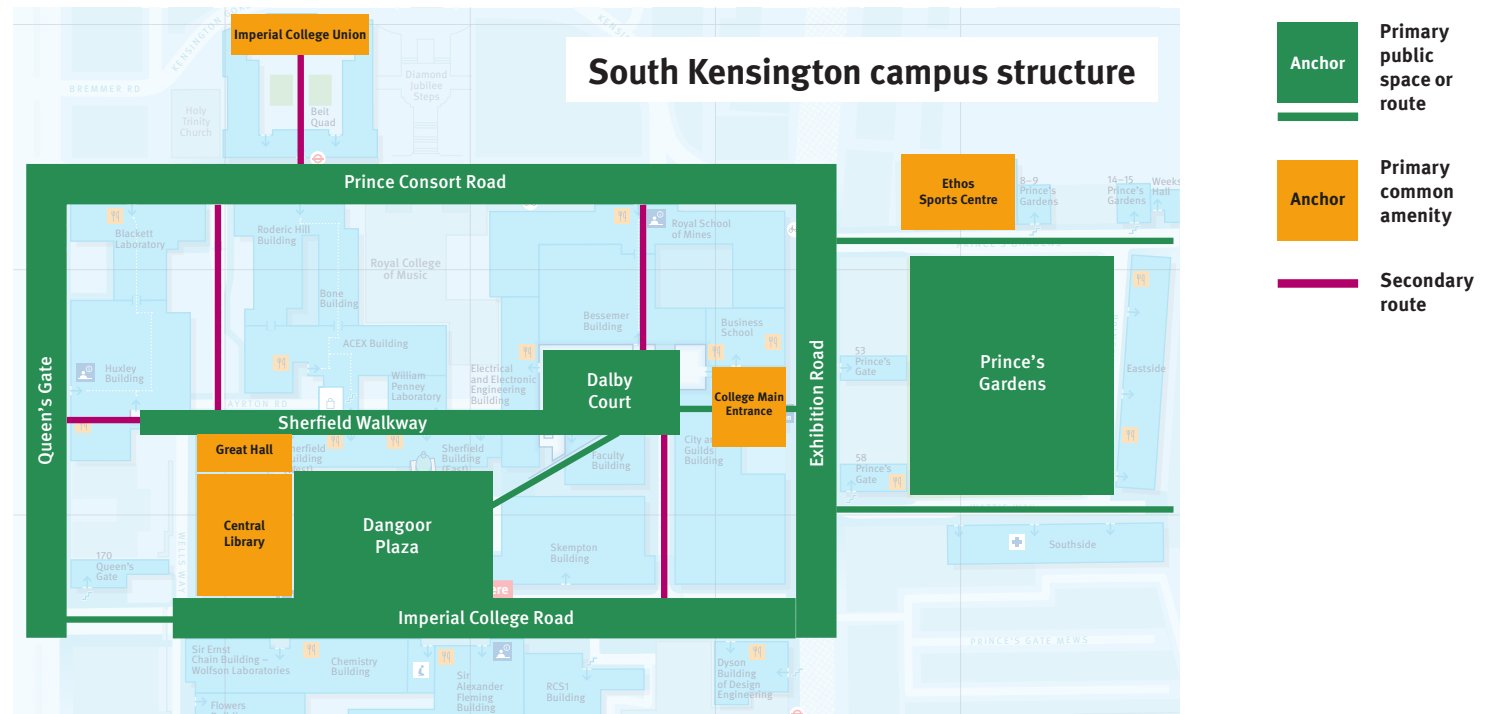
This approach allows exterior directional information to be managed using **primary public spaces** rather than **buildings**, which are not as legible on the South Kensington campus. For example, Bone Building can be reached from two **anchors** – Sherfield Walkway (via ACEX Building), or Prince Consort Road.

Primary common amenities are also included as **anchors** in directional signs at South Kensington, because they serve a wide range of public and student events or services.

Primary common amenities are:

- Imperial College Union
- Ethos Sports Centre
- Central Library
- College Main Entrance
- Great Hall

By contrast, for the White City *Zoned* campus model (previous page), the directional **anchors** are **zones** (Campus North and Campus South) and **buildings** (e.g. Uren, Scale Space).



Exterior signs – Content structure

General rules

Exterior wayfinding relies on the combination of clear mapping and controlled use of **anchor** destinations. This avoids long lists and trails of high maintenance, variable information, which become hard to interpret for many people, and hard to manage for the College.

Which **anchors** are used will depend on the campus model. At White City, **buildings** and **zones** are the **anchors**. At South Kensington, **primary public spaces** and **primary common amenities** are the **anchors**.

In general, directions should only point to the nearest adjacent **anchors**, which should be accessed as directly as possible.

Avoid directing to destinations that require multiple changes in direction, or a change in level to access.

Sign distribution and repeater signs

It is good practice to provide wayfinding support at key decision points, where a route changes level or direction.

Over longer routes, a repeater sign may be needed to provide reassurance. There is no exact rule for repeater signs, since many contextual factors come into play. A repeater sign installed roughly every 50 metres is a good general rule, but this will vary depending on line of sight to the next decision point, lighting, and how many other 'doorways' or decision points are passed along the way.



Supporting text

Some destinations may benefit from supporting text. In the South Kensington example (above), Great Hall is categorised as a **primary common amenity** that is indoors and benefits from supporting text.

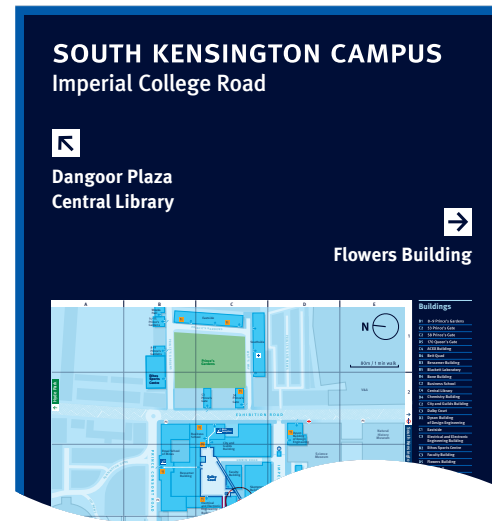
College Main Entrance

College Main Entrance is categorised as a **primary common amenity**, and treated as an exception due to it being a primary location for visitors seeking help. For this reason, it is possible to sign to College Main Entrance from longer distances, as long as the route is supported on all signs.

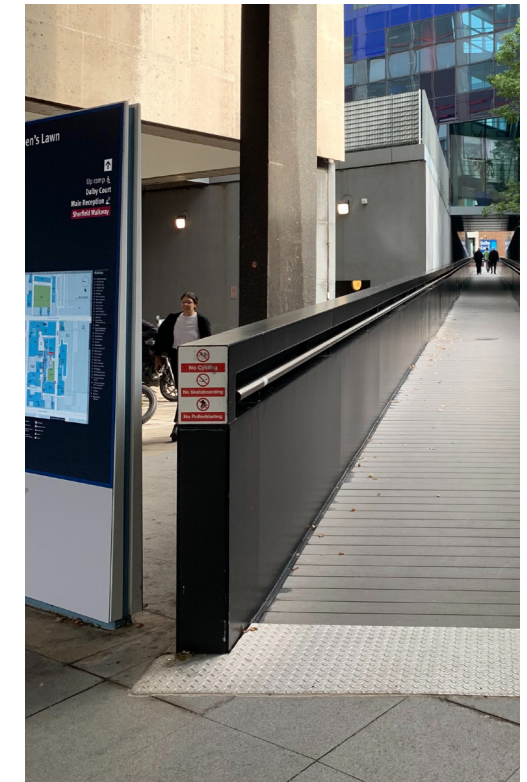
Hidden routes

In some cases, primary routes may be hidden or require a change in level.

In the South Kensington campus model, some **building** entrances are well hidden and benefit from support, such as the Flowers Building in the example below, which is behind **buildings** accessed along the **primary public space** of Imperial College Road.



Some longer routes may also benefit from a helpful 'nudge' to reassure people that they should keep going. In the example below, from the Dangoor Plaza ramp at ground level up to Dalby Court, it is helpful to direct towards Dalby Court, Sheffield Walkway and College Main Entrance, as all three are very close but hidden from view.

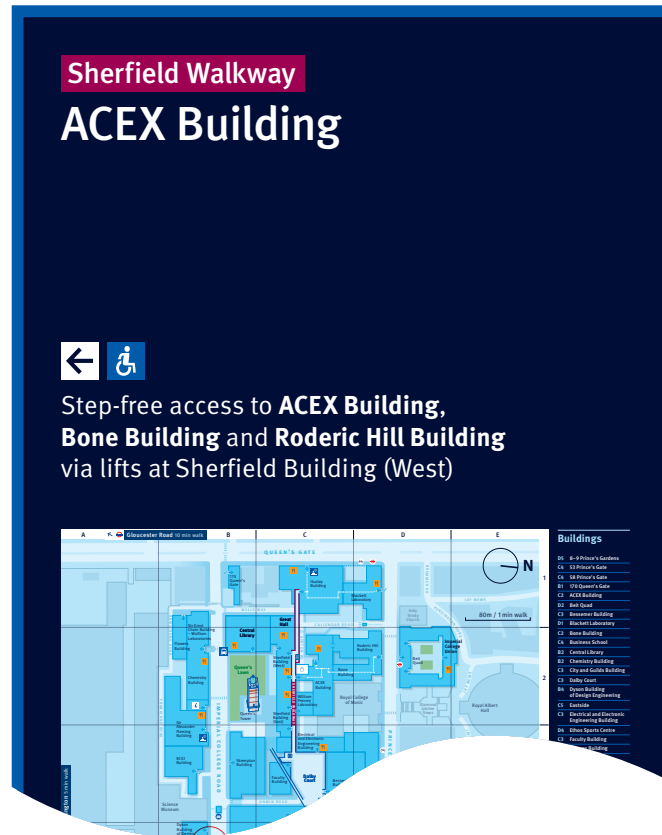


Exterior signs – Content structure

Step-free alternatives

Some building entrances are not fully accessible. At those entrances, a campus totem with the campus map may be needed, and the alternative route explained clearly, as shown in the example (right) at the ACEX Building.

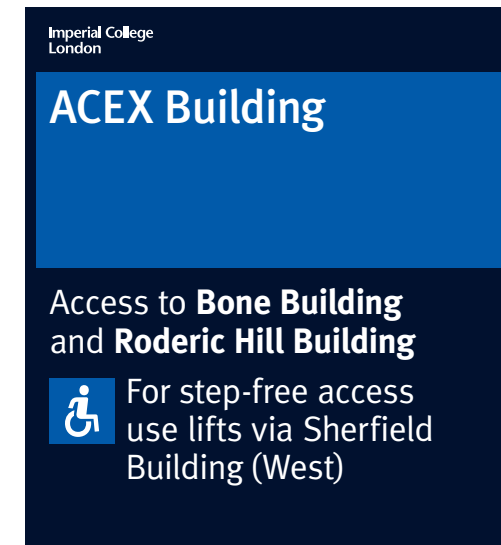
In this example, supporting text is used to explain the complex route via the Sherfield Building. Once the visitor enters Sherfield Building, the interior wayfinding would pick them up to support the ongoing journey by indicating 'Accessible route to ACEX Building via Ayrton Road' on building level guides.



Aggregated building connections

Where **buildings** connect internally to other **buildings**, those connections should be confirmed at exterior **building** entrances.

In the example below, the threshold of the ACEX Building also advertises the connections to Bone and Roderic Hill **buildings**.



Interior signs

This section explains the core principles for planning content for interior campus signs.

Interior signs – Content structure

Overarching interior strategy

The combination of mixed architecture and variety of departmental terminology means that there are potentially many complex interior scenarios that wayfinding could respond to.

Buildings may house several departmental receptions, on several floors, and in some cases across more than one building.

Faculties divide into Departments and Schools. Departments and Schools divide into Laboratories, Groups and Centres.

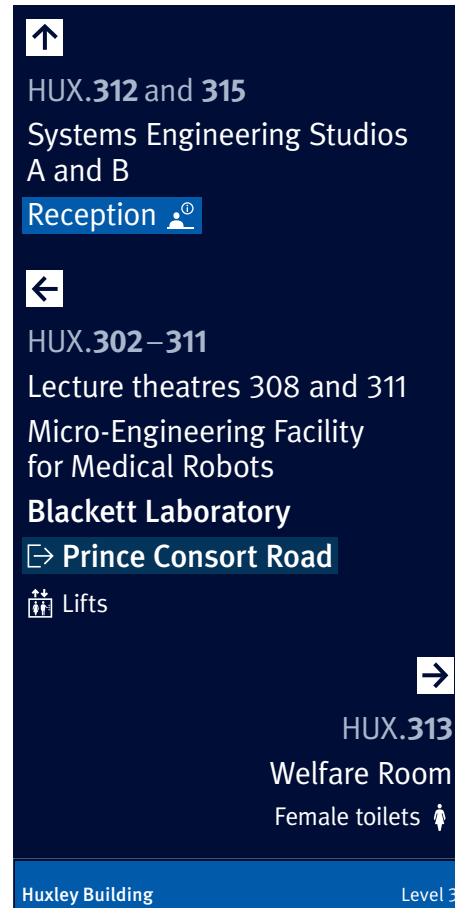
In amongst these broader designations are reception areas, suites, hubs, lecture theatres, common spaces, research teams, single rooms, facilities and so on.

Room codes are therefore critical **anchors** for interior wayfinding in order to keep signs and content to a minimum. **Room codes** are **fixed**.

Room codes also provide the basis for a consistent addressing system, and allow the **variable** elements such as departmental groups and research teams to change without impacting the core **anchors** of the system.

For this reason, interior wayfinding restricts complex lists of **variable** elements to building directories, allowing lift guides and directional information along routes to be minimised to **room codes, primary interior destinations** and **interior facilities**.

The core interior sign types and content structure are illustrated here. For the full sign family and details, see Section 2.0 and 4.0.



Example of an interior directional sign, illustrating the use of **room codes, primary interior destinations** and **interior facilities** as **anchors**. (NB. Not to scale). For the full sign family, see Section 2.0.

Room codes

Primary interior destinations

Room codes

Primary interior destinations

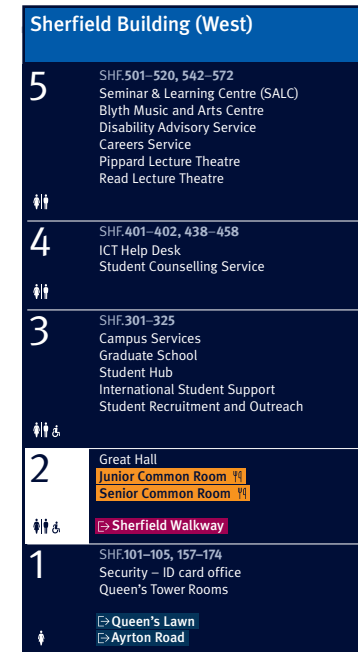
Primary public space

Interior facility

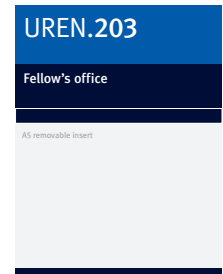
Room code

Primary interior destination

Interior facility



Example of a lift guide, illustrating the use of **room codes, primary interior destinations** and **interior facilities** as **anchors**. (NB. Not to scale). For the full sign family, see Section 2.0.



Example door sign illustrating the use of the **room code** as **anchor**. (NB. Not to scale). For full sign family see Section 2.0.

Interior sign planning

Interior sign planning principles are very similar to the exterior principles, just applied at a different scale.

The **anchors** that are exclusive to interior wayfinding are:

- **Rooms**
- **Primary interior destinations**
- **Interior facilities**

These are defined in the table on page 5.

Exterior **anchors** also appear on interior wayfinding to support main exits (e.g. exit to Dangoor Plaza) or interior **building** connections (e.g. when passing from Bessemer Building into Royal School of Mines internally).

Typical interior scenario

A typical interior scenario is illustrated opposite. This shows a scenario where two **buildings** may be joined with an internal connection. The **primary** and **secondary routes** create the **primary** and **secondary decision** points. These are defined as follows:

Primary routes

A primary route typically connects main **building** entry points with **primary interior destinations** and **interior facilities**.

Secondary routes

Secondary routes generally have lower footfall and might be a cul-de-sac or minor loop corridor connected to the primary route.

The points at which primary and secondary routes intersect defines the decision points where information should be provided. Interior decision points can also be categorised as **primary** or **secondary** as follows:

Primary decision points

These are defined as any location that supports key vertical circulation (stairs, lifts, escalators) and main entrances or lobbies where people need to orient themselves to the building.

Primary decision points include the following:

- Lift lobby
- Access to public stairwell (as opposed to a fire escape)
- Internal threshold between two buildings that may also intersect with two or more routes

Primary decision points are likely to require:

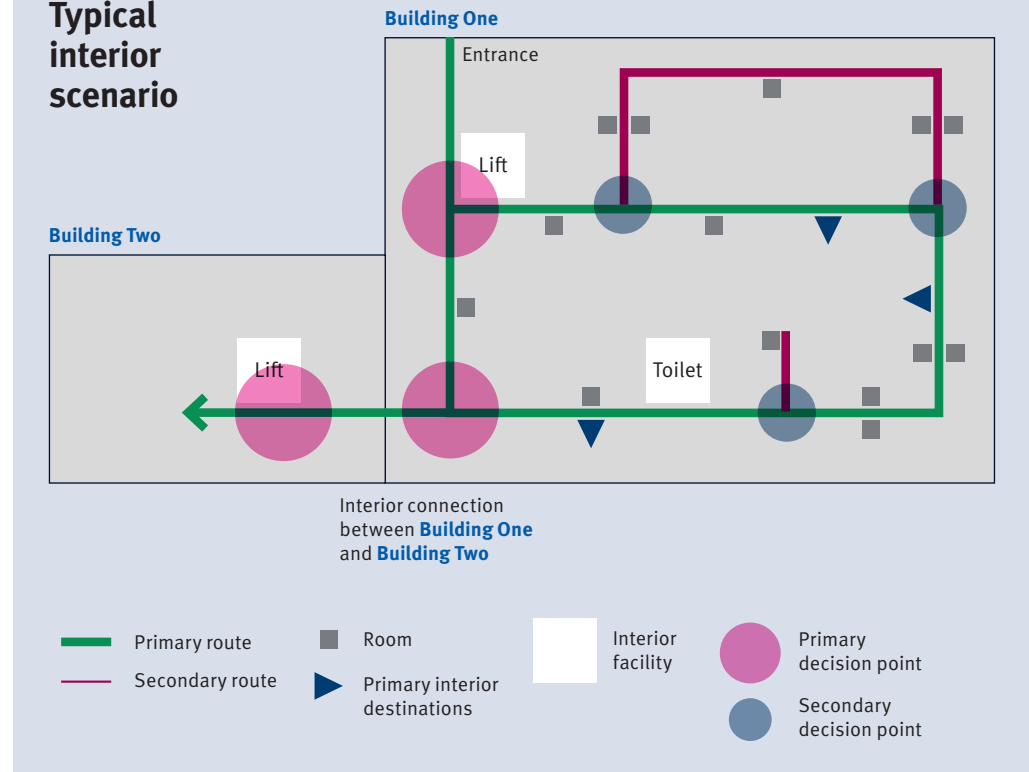
- Building directory
- Lift guide
- Level marker
- Threshold signs
- Directional signs

Secondary decision points

Defined as the intersection of **secondary routes** with **primary routes** where there is no vertical circulation or connections to other buildings.

Secondary decision points should only require directional signs pointing people towards **primary interior destinations**, **interior facilities** and back to **primary decision points**.

Typical interior scenario



Sign distribution and repeater signs

It is good practice to provide wayfinding support at key decision points, where a route changes level or direction.

Over longer routes, a repeater sign may be needed to provide reassurance. There is no exact rule for repeater signs, since many contextual factors come into play. A repeater sign installed roughly every 50 metres is a good

general rule, but this will vary depending on line of sight to the next decision point, lighting, and how many other 'doorways' or decision points are passed along the way.

The exterior wayfinding that supports the campus-wide strategic network is managed and agreed almost entirely by the Communications and Public Affairs Division and the Estates Division. As shown on the previous pages, much of the content is easily defined — **buildings** and **primary public spaces**.

Interior projects are more complex because they require consultation and agreement on content that is more nuanced.

Any wayfinding project needs to be co-ordinated with the Communications and Public Affairs Division, Building Managers and the Estates Division.

Consultation with a representative working group should be undertaken to confirm **anchors** and agree sign content.

The typical content for interiors are defined in more detail here.

Primary interior destinations

By identifying **primary interior destinations**, and using **room** ranges to capture the majority of needs, information can be reduced and long lists of high maintenance, variable content avoided. **Primary interior destinations** can be defined as follows:

- Primary reception points for students, staff or visitors. These may include department, group, section, institute or school hubs or staffed support desks
- Primary student support services
- Food and beverage (F&B) facilities, named common rooms / break out spaces
- Building receptions
- Primary lecture theatres
- Contiguous buildings

The above list is a guide. However, there may be some cases where exceptions are required.

The following are not considered primary interior destinations:

- Entire departments
e.g. ‘Department of Mathematics’. As explained previously, entire departments may be spread across several floors or buildings and cannot be uniquely signed to. This is not the same as signing to a ‘Department of Mathematics reception’ which is considered a **primary interior destination**. Where a department operates an entire floor of a building, or a significant portion of a floor (such as an entire corridor), that area can be identified with an interior threshold identification sign.
- Individual staff offices
- Individual department laboratories (as opposed to a major destination laboratory, such as the Hamlyn Centre inside the Bessemer Building)
- Offices / departments that are internal operations e.g. ‘Estates Development’

Implementing a scheme

Preparing a signage package

When preparing a sign package for a building or area within a building, two types of documentation are typically required:

- A sign location plan
- A sign schedule

These enable the signage manufacturer to easily implement the signs, and may vary from project to project. Building managers and departmental contacts are responsible for putting together content schedules. Once completed, these should be shared with the Head of Building Operations before any signage is approved for manufacture. Consult with your building manager or the Estates Team prior to commencing this process.

Please see www.imperial.ac.uk/estates-facilities/about-us/our-teams/buildings-managers/ for a full list of building managers.

Co-ordination

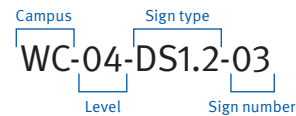
When installing a sign program, whether it be a new building or existing buildings, the latest version of the Wayfinding Guidelines should always be used.

Ensure you check with the Communications and Public Affairs Division for the latest edition before commencing a project.

Sign location plans

Sign location plans can be created in house to be given to the signage manufacturer or by the signage manufacturer themselves. They should consist of plans showing the building detail, sign symbols and unique sign tags.

Base plans and sign symbols can vary from project to project. However, it is recommended that the unique sign tag follows a consistent approach, as shown below.

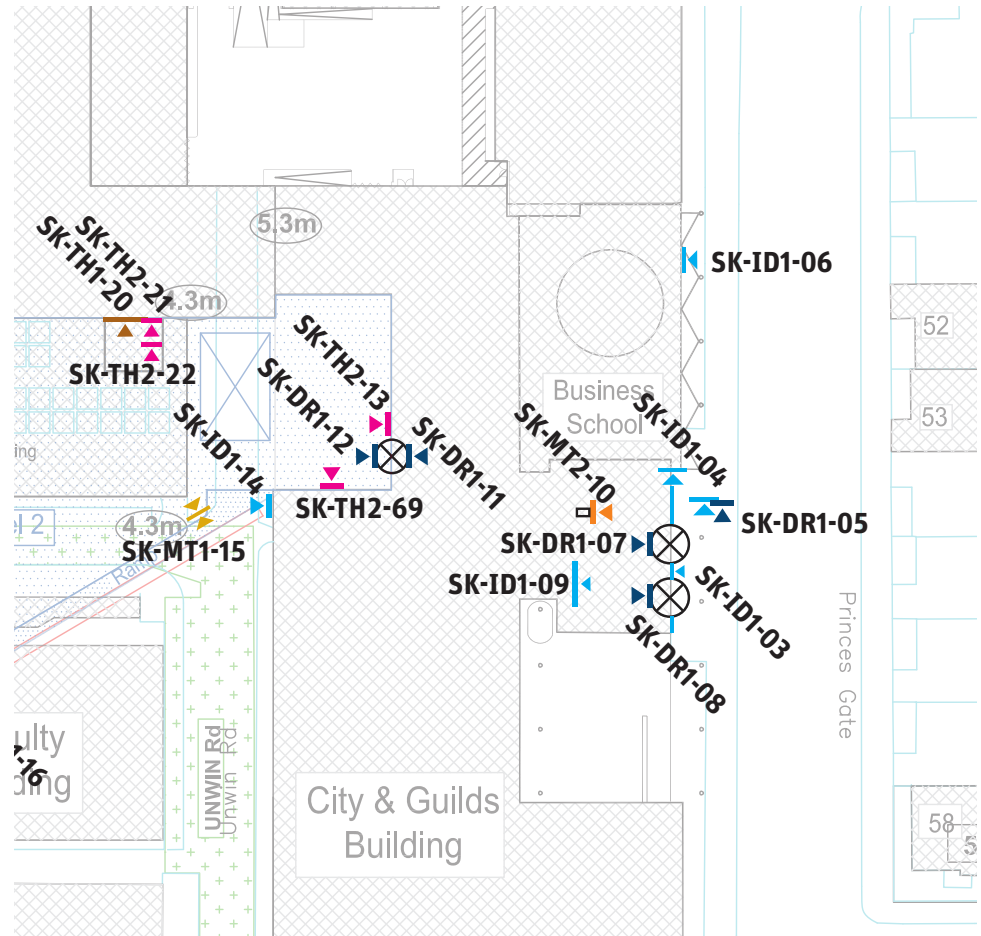


The unique code should generally consist of the campus code, sign code and sign number. The sign number should ideally be unique to the entire project so that it does not rely on the rest of the code. However, this may be impractical depending on the scale of the project.

On projects that include multiple levels, an additional number referencing the level should be added.

How coding is done is highly dependent on the type and scale of the project.

In the example opposite, **SK** stands for South Kensington, **TH1** is the sign type and **01** is the sign number. This reflects the fact that the pilot was a small area and didn't require many codes.



Example sign location plan completed for the South Kensington pilot.

Sign scheduling

Check with the signage manufacturer if a signage schedule is required before commencing this step. The sign schedule should contain the following information:

- Unique sign code
- Sign message OR graphic layout
- Installation notes (if required)
- Supporting images. These can be any combination of elevation, plan or photo, depending on the sign type and whether the location is existing or new build

Opposite is an example page from the South Kensington pilot project.

ICL South Kensington – Content Schedule v2.1

Page 28

SK-TH1-18

Sign type

Building Threshold sign

Sign description

Dibond panel mounted to glazing

Dimensions

4480mm W × 400mm H

NOTE:

Graphic layout

Indicative, not final artwork. Not to scale.

Faculty Building



Example schedule completed for the South Kensington pilot.

Temporary signage

Temporary signage is particularly effective for situations where construction development is happening and a permanent sign may not be possible, or testing a pilot scheme is required. Temporary sign schemes were developed and implemented at White City Campus in Q1 of 2019 and at South Kensington as part of a pilot test in 2019.

Examples of those schemes, shown here, included a small suite of temporary sign types – either new temporary products or overlaid onto existing surfaces and signs.

Please contact the [Communications and Public Affairs Division](#) for more information, if you are looking to implement temporary signage.



Temporary signs installed as part of the White City construction phases.



Temporary signs installed for the South Kensington pilot.

Placemaking is an important part of creating a sense of place within an environment. Placemaking elements create landmarks which in turn are used by people in navigating. These bespoke elements are designed specifically for individual spaces. The images shown on the right are examples of possible opportunities in Dalby Court. Dalby Court was selected as it is a primary public space that connects to several key parts of the campus.

Placemaking elements can not only be used in exterior spaces but also interior. This is particularly helpful when floors look repetitive and it is difficult to distinguish where you are.

These elements should be considered on a case by case basis.



Placemaking element installed as part of pilot scheme.



Possible future opportunities for Dalby Court.



Examples of placemaking.



Possible future opportunities for Dalby Court.

Hoarding is used to ensure compliance with health and safety regulations, to prevent unauthorised access and to shield construction works from view. It is also effective for creating efficient pedestrian routes to operational buildings and to minimise disruption to the public realm.

Hoarding can often provide an opportunity to present an attractive visual display with strong imagery. Content should be driven by a narrative and a sense of place, with marketing and directional information provided where appropriate.

Designs must always be legible to meet the needs of all users and should be aligned with a placemaking strategy.

Hoarding specification

To enable the installation of graphics, hoardings must meet the following specification:

- a consistent height, weight and colour of hoarding should be used on each campus (the standard dimensions for hoarding panels are 1220mm wide x 2440mm high)
- the exterior facing side of hoarding must be flat ready for graphics to be applied to
- upright timber strips that join the hoarding sheets of ply together should be on the reverse of the hoarding
- skirting or trim should not be added to the top and bottom of the hoarding (when required, trim will be added separately by the team installing the hoarding graphics)

Where hoarding graphics aren't used, exterior facing hoarding should be painted in College navy (RAL 5010) with the Imperial College London logo applied to every second panel.

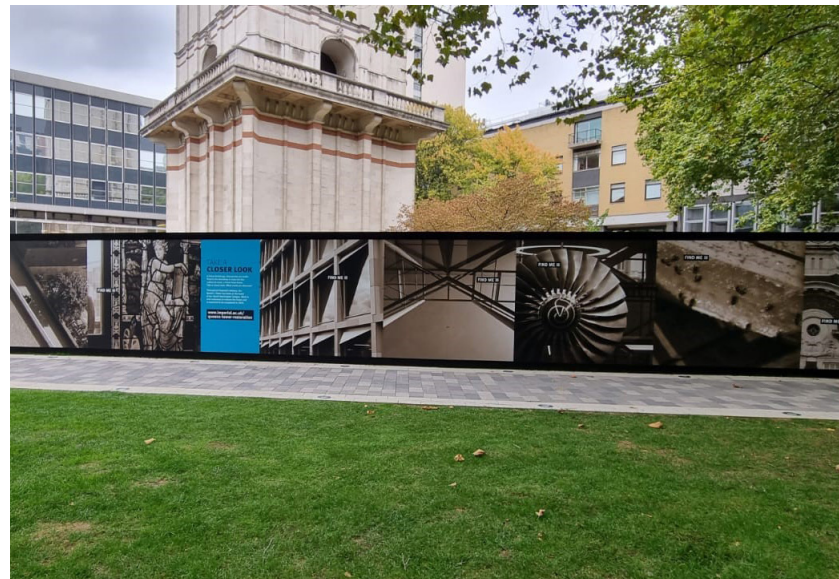
Examples of hoarding graphics, shown here, include a selection of hoardings installed at South Kensington Campus and White City Campus.

Co-ordination

Please contact the [Estates Division](#) for more information, if you are looking to implement hoarding graphics.



Hoarding installed at White City Campus



Hoarding installed around the Queen's Tower at South Kensington Campus



Hoarding installed for 88 Wood Lane at White City Campus

2.0 Sign typology

This section provides an overview of all sign types in the wayfinding system.

The following pages contain a full sign typology for implementation across all Imperial College London campuses. These has been categorised in the following way:

- CT** Campus totems and information
- TH** Threshold
- EN** Entrance information
- VC** Vertical circulation
- DR** Directional
- NU** Nudge
- DS** Door signs
- IF** Information signs
- VID** Vehicular identification
- VDR** Vehicular directional
- VIF** Vehicular information signs

The following pages in this section detail the sign typology with page references to detailed sign specifications.

All signage in this document should be produced by the College's approved signage supplier, Mödel Signage.

Please contact: James Cutler, Regional Sales Manager

08000 24 24 81

07809 505289

icutler@modelsigns.co.uk

CT Campus totems and information

Freestanding and wall mounted sign types that provide a welcome to campuses as well as campus mapping and directional information.



CT1.1
Campus Totem
– Welcome
page 51

CT1.2
Campus Totem
– Standard
page 53

CT2.1
Campus Totem Large
– Welcome
page 55

CT2.2
Campus Totem Large
– Standard
page 57

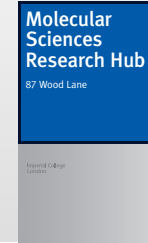
CT2.3
Campus Information
– Welcome (wall-mounted)
page 59

CT2.4
Campus Information
– Standard (wall-mounted)
page 61

TH Threshold

Various sign types to mark both interior and exterior thresholds.

ACEX Building



TH1

Building Identification
– Above Door
page 63

TH2.1

Building Identification
– Door Sign Standard
page 65

TH2.2

Building Identification
– Door Sign Small
page 67

TH2.3

Building Identification
– Door Sign Large
page 69

TH3

Threshold Totem
– Small
page 71

TH4

Threshold Totem
– Medium
page 73

Molecular
Sciences
Research
Hub

Department of Computing



TH5

Glazing Manifestations
page 76

TH6

Building Identification – External
Cut Out Letters
page 78

TH7

Interior Threshold Identification
page 80

EN Entrance information

Information required at building entrances in both freestanding and wall mounted options.



WELCOME ⓘ



EN1.1
Building Directory
– Wall Mounted
page 82

EN1.2
Building Directory
– Freestanding
page 84

EN2
Reception Desk Identification
page 86

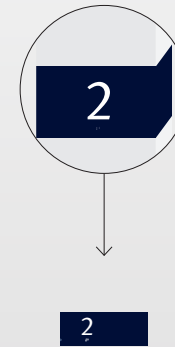
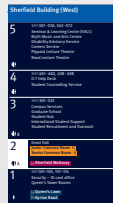
EN3.1
Interior Campus Map
– Wall Mounted
page 88

EN3.2
Interior Campus Map
– Freestanding
page 90

VC Vertical circulation

Various sign types required at vertical circulation points, typically assisting in identifying level changes.

2



VC1.1
Level Marker
– Large
page 92

VC1.2
Level Marker
page 94

VC2.1
Lift Guide
– Standard
page 96

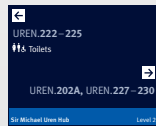
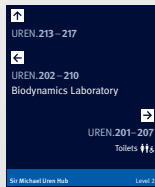
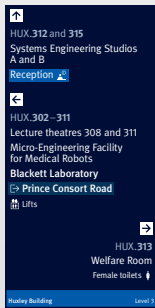
VC2.2
Lift Guide
– Small
page 98

VC3
Lift Jamb Level Marker
page 100

VC4
Interior Lift Button Highlighter
page 102

DR Directional

Directional signs for interior navigation.



DR1.1

**Directional
– Large**
page 104

DR1.2

**Directional
– Medium**
page 104

DR1.3

**Directional
– Small**
page 104

NU Nudge

Signs to assist in nudging people around the exterior parts of campus.



NU1

Directional
– External
[page 107](#)

NUB

Directional
– Bespoke
[page 109](#)

DS Door signs

Signs to mark interior doors.



DS1.1

Door Sign
– Back of House
[page 111](#)

DS1.2A DS1.2B

Door Sign
– Standard
[page 113](#)

DS1.3A DS1.3B

Door Sign
– Changeable A5
[page 115](#)

DS1.4A DS1.4B

Door Sign
– Primary Destination
[page 117](#)

DS1.5A DS1.5B

Door Sign
– Laboratory
[page 119](#)

DS2

Door Sign
– Toilet
[page 121](#)



DS3

Facility Identification
– Projecting
[page 123](#)

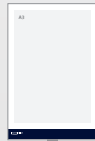
IF Information signs

Various sign types for additional information such as regulatory and changeable information.



IF1

Notice Holder – Wall Mounted
page 125



IF2

Notice Holder – Freestanding
page 125



IF3

Information/Regulatory
page 127



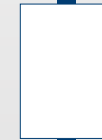
IF4

Accessible Route Marker
page 129

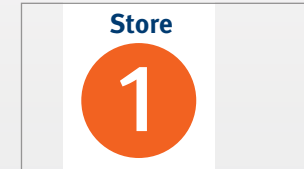


IF5

Shuttle Bus Point
page 129e 128



VID Vehicular identification



VID1

Street Identification

[page 133](#)

VID2.1

Store Identification – Wall Mounted

[page 135](#)

VID2.2

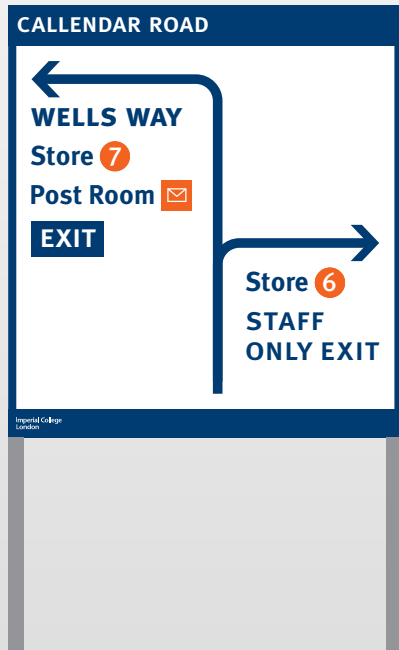
Store Identification – Projecting

[page 135](#)

VID2.3

Store Identification – Suspended

[page 135](#)



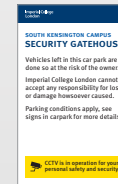
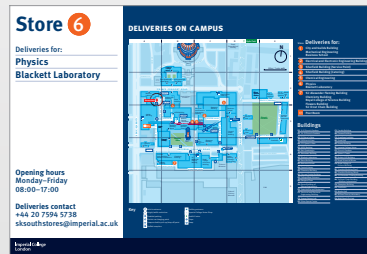
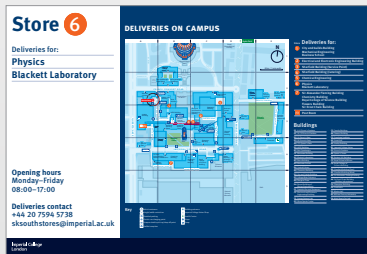
VDR1
Vehicular Directional – Standard
[page 137](#)

VDR2
Vehicular Directional – Small
[page 137](#)

VDR3
Road Marking
[page 139](#)

VIF Vehicular information signs

Sign types for delivery store information and campus orientation for vehicles.



**Parking tariffs
 Pay on exit**

1 hr	£3.00
2 hours	£6.00
4 hours	£11.00
6 hours	£16.00
9 hours	£21.00
12 hours	£26.00

Last 15 mins charged at 15 hour rate.



VIF1.1
 Stall Threshold Information – Standard Wall Mounted
[page 141](#)

VIF1.2
 Stall Threshold Information – Standard Freestanding
[page 141](#)

VIF1.3
 Stall Threshold Information – Small Wall Mounted
[page 143](#)

VIF2
 Vehicular Information/Regulatory
[page 145](#)

3.0 Graphic standards

This section describes the core graphic elements used across the system.

The Imperial College London logo features on several touchpoints including all campus totems and other exterior sign types.

The logo should not be distorted, stretched, or squeezed, nor recreated in any other typeface. These elements are of a fixed size and position relative to one another and should not be altered in any way. Never attempt to recreate the logo and always use the master artwork supplied.

The font used in the logo should be used only in the logo. It is NOT the font Meta.

On signage the reverse white logo is typically set against a Navy (PMS 539) or Imperial Blue (PMS 541) background.

For more information refer to Visual Identity Guidelines: www.imperial.ac.uk/brand-style-guide/visual-identity

Imperial College London

**Imperial College
London**

**Imperial College
London**

The corporate typeface of Imperial is Meta. The three weights shown here are used to create information hierarchy on signage.

Tracking and kerning

Unless specified, tracking is set at 0 throughout. Kerning is set to optical.

Numbers

Proportional figures are used throughout. Note that the figure '1' without a footed serif should be used.

1 1 1
  

Ligatures

For purposes of clarity and readability, ligatures are not used on signage.

fi fi
 

Meta Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Meta Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

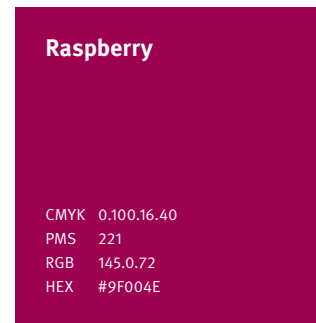
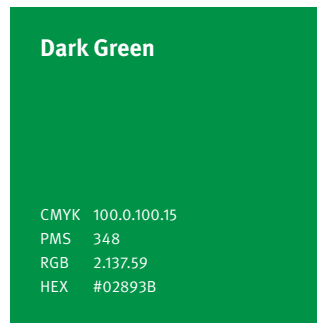
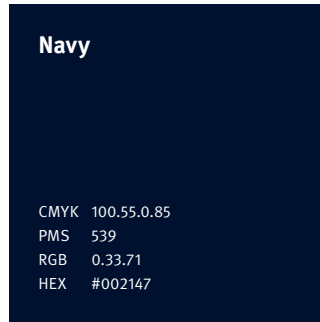
Meta Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Colour palette

Only the approved colours shown on the right should be used on signage.

For the complete College colour palette, refer to Visual Identity Guidelines: www.imperial.ac.uk/brand-style-guide/visual-identity



Colour application

Specific colours have been used to highlight key destinations on campus. These should only be used in the specified applications.

Green spaces
Dark Green
For example,
Queen's Lawn

Sherfield Walkway
Raspberry

Food and beverage
70% Tangerine
For example,
Junior Common Room
Senior Common Room

Reception
Blue

Building connection / Exit
80% Navy

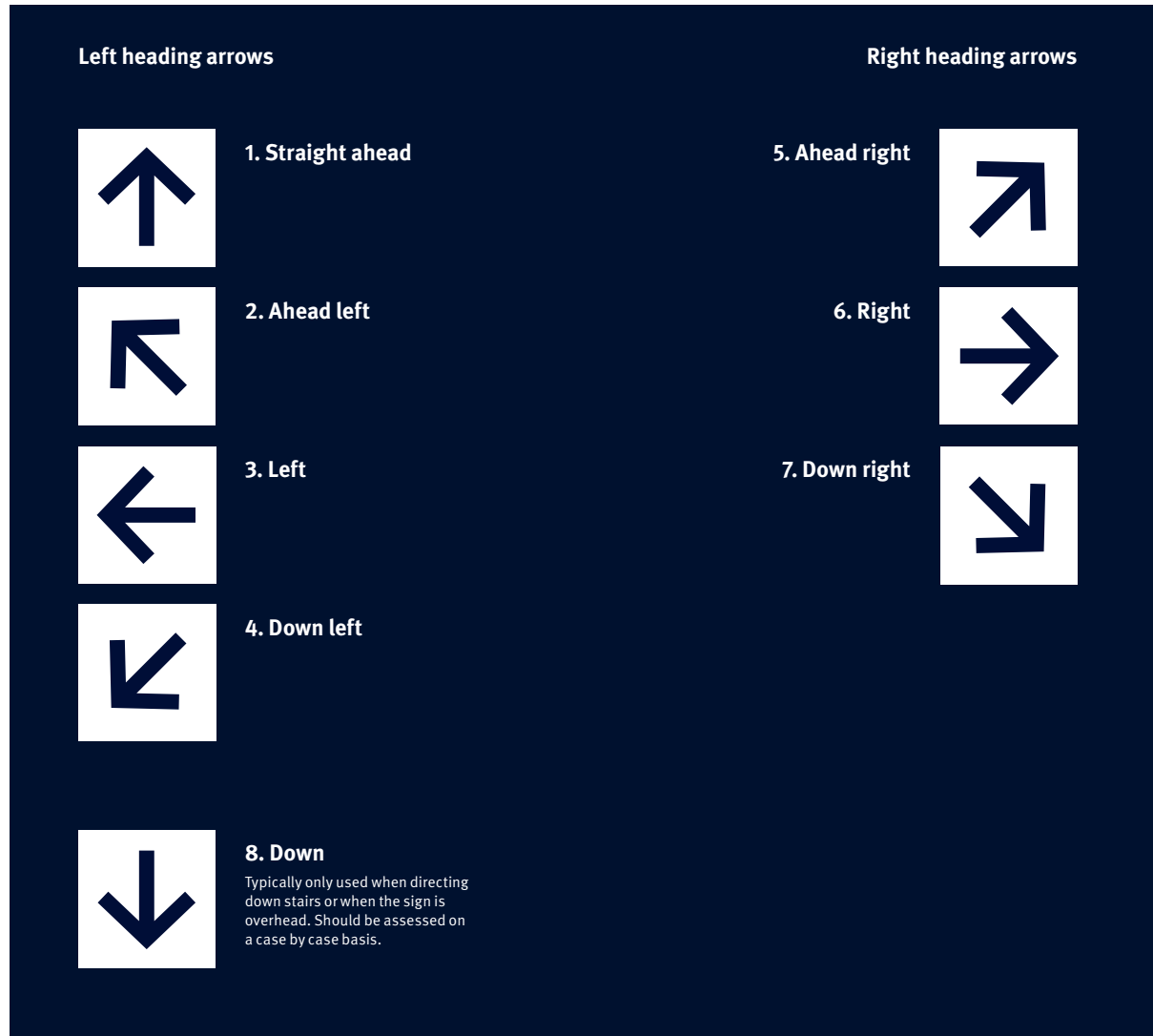
Arrows

Alignment

Arrows should always pull or lead the users through spaces. Left heading arrows should always appear on the left. Right heading arrows should always appear on the right. Straight ahead and down arrows should typically appear on the left. However, there may be circumstances where it feels more natural for it to align to the right, such as where a person would have to pass to the right of the sign to get to a destination ahead.

Ordering

The numbers indicate the order in which directional information should be stacked on signs. Only one directional message should appear on each line due to size restrictions.

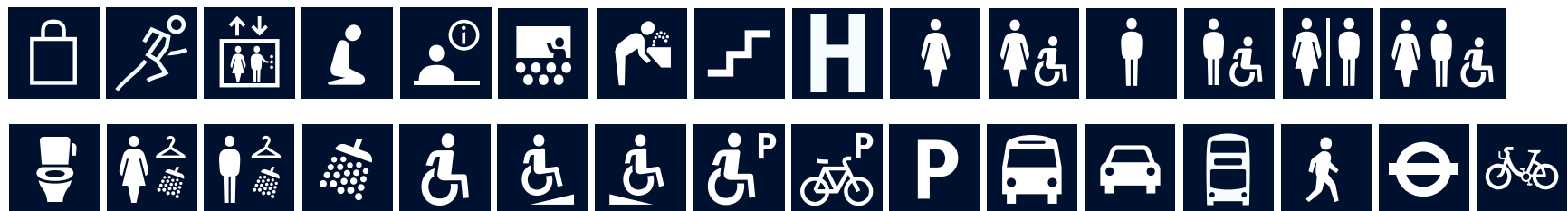


Icons

Only the approved icons shown on the right should be used. For any new icons required, please contact the Communications and Public Affairs Division to develop a design consistent with the other icons shown here.

Please contact the Estates Division or your building manager for regulatory and COSHH symbols.

									
Food and beverage (F&B)	Shops	Cafes	Sports facility	Lifts	Prayer room	Reception	Lecture theatre	Water fountain	Stairs
									
Hospital	Health centre	Female toilets	Accessible female toilets	Male toilets	Accessible male toilets	Accessible toilets	Male and female toilets	Toilets	
									
Gender neutral toilets	Female changing room and shower	Male changing room and shower	Shower	Step-free access	Up ramp	Down ramp	Disabled parking	Bicycle parking	Parking
									
Shuttle bus	Vehicular access	Bus station	Pedestrian	TfL Buses	London Underground	Cycle hire			



Maps

Maps have been designed for all our campuses for use on Campus Totems and Information signs. The map designs differ in approach to address the specific wayfinding considerations of the campuses.

All maps on signs should be orientated to be 'heads-up'. They should be angled to match the orientation of the sign, rather than always being 'north-up'.

Variability in map colours

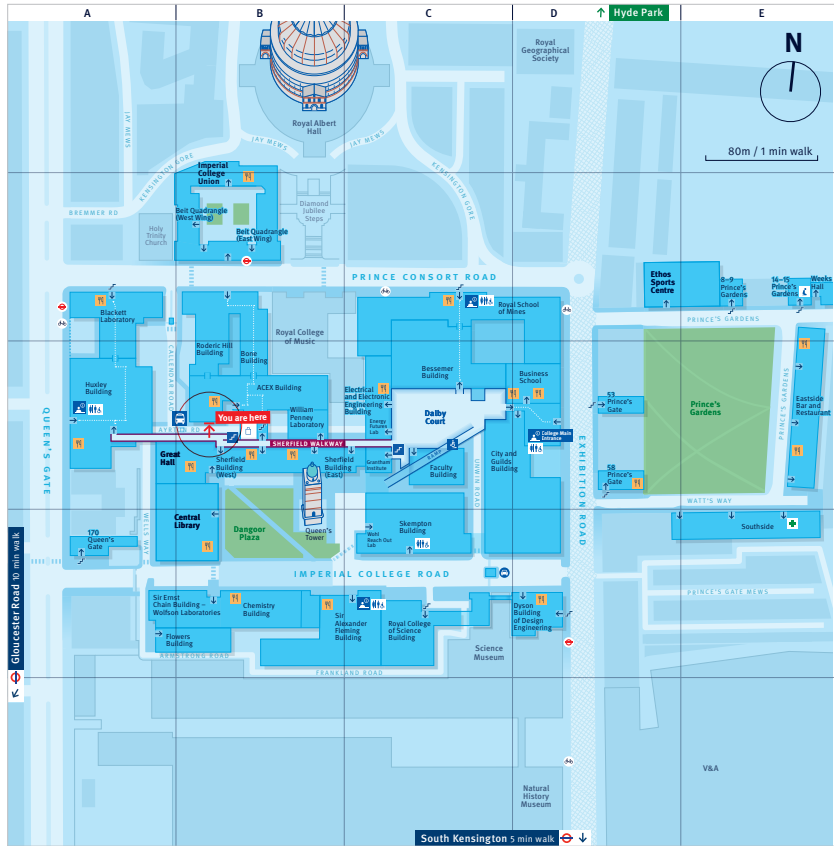
Colours used in mapping are dependent on ensuring effective contrast in print outputs.

As colour outputs will vary between print methods and substrates used, different colour palettes are specified across different maps.

Typically, where maps are to be backlit, a higher contrast palette is used – as shown in the White City maps on the right of the page. This is to ensure sufficient contrast for this application.

For other applications, such as printing to signs that will not be illuminated, a standard colour palette is used

All map prints should be sampled and approved by Imperial before the final print run, particularly where print methods or substrates are used that have not been used previously.



South Kensington campus map



White City campus map



White City vicinity map

South Kensington campus map content

Map content has been prioritised so that the map supports the wayfinding strategy and principles outlined in Section 1.0.

The main purpose of this map is to help the user orientate themselves within the campus and find their way to a building or facility.

Primary map content

The map emphasises the following items to reinforce the core anchors and staffed welcome points.

Primary public space:

- Exhibition Road
- Prince Consort Road
- Queen’s Gate
- Imperial College Road
- Prince’s Gardens
- Dalby Court
- Sherfield Walkway
- Dangoor Plaza

Primary common amenities:

- College Main Entrance
- Ethos Sports Centre
- Central Library
- Imperial College Union
- Great Hall

Secondary staffed receptions:

- Huxley Building
- Royal School of Mines
- Sir Alexander Fleming Building

Secondary map content

The map also features the listed below as secondary elements, though no less an important layer.

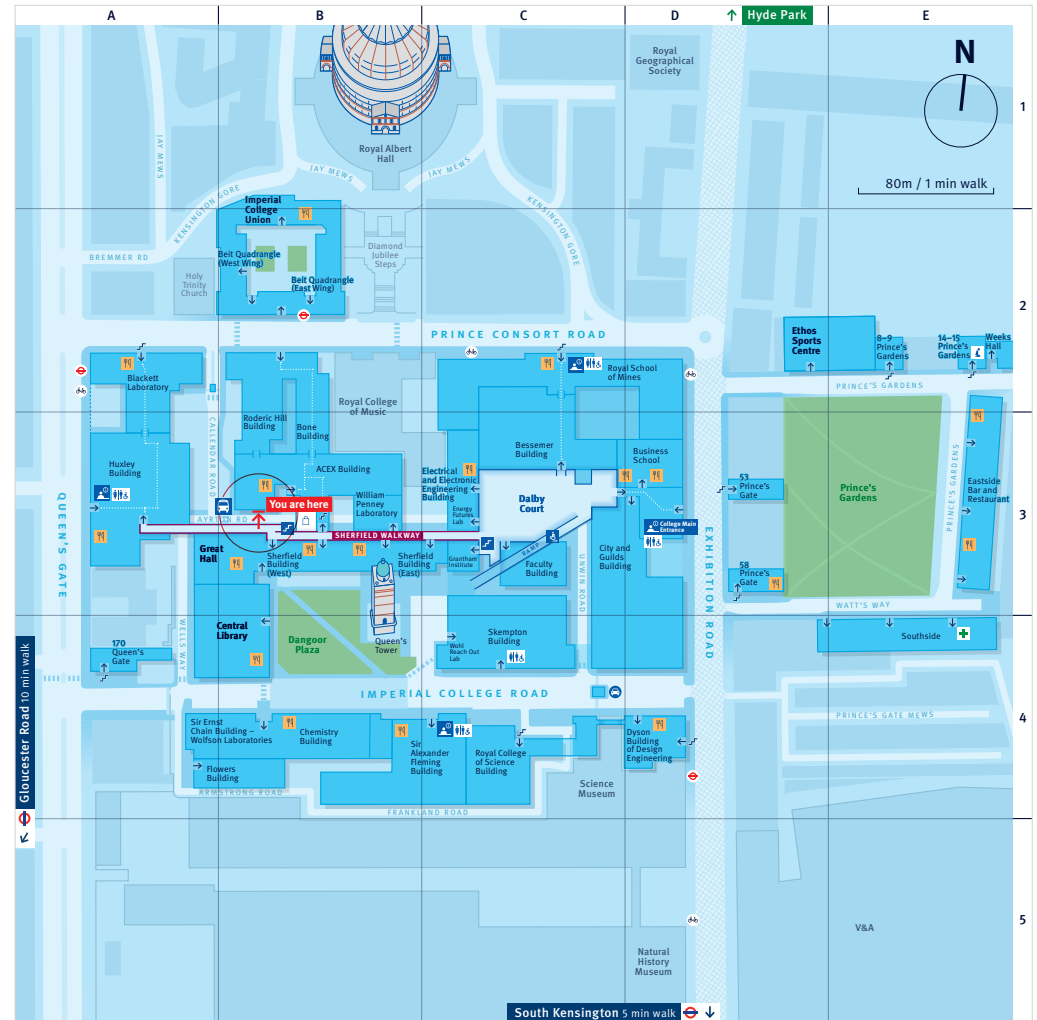
- Amenities
- Building names
- Halls of residence
- Food and beverage
- Steps (where no accessible routes are available)

Transport and access:

- Shuttle bus stop
- Underground (off-map connection)
- Bus stops
- Cycle hire

Others:

- Landmarks (e.g. Queen’s Tower)
- Key local landmarks or destinations
- Off-map connections (e.g. Royal Albert Hall, Hyde Park)
- Key internal building connections



White City map content

Map content has been prioritised so that the map supports the wayfinding strategy and principles outlined in Section 1.0.

The main purpose of this map is to help the user orientate themselves and find their way to a building. A secondary purpose is to promote an understanding of the local area and support local transport links.

Primary map content

The map emphasises the following items to reinforce the core anchors and staffed welcome points.

Zones:

- North Campus
- South Campus
- Areas under construction

Buildings:

- Molecular Sciences Research Hub
- Translation & Innovation Hub (I-HUB)
- Wood Lane Studios, etc.

Secondary map content

The map also features the listed below as secondary elements, though no less an important layer.

- Halls of residence
- Food and beverage
- Steps (where no accessible routes are available)
- Amenities

Transport and access:

- Shuttle bus stop
- Underground (off-map connection)
- Bus stops
- Cycle hire
- Bike parking

Others:

- Landmarks (Eighty Eight Wood Lane)
- Key local landmarks or destinations
- Off map connections (e.g. Hammersmith Hospital)

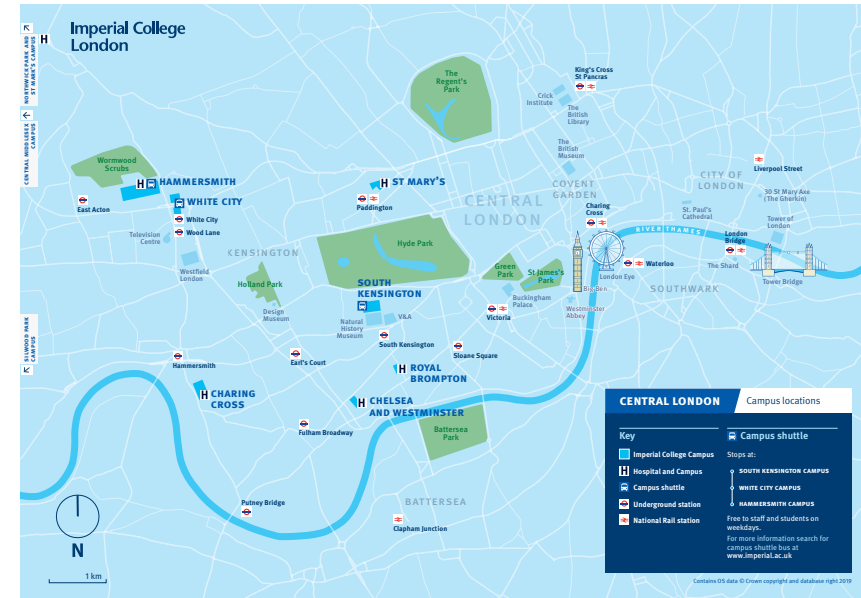


Maps for printing

All campus maps and the London campus locations map have been designed for printing at home. Typography and icons have been optimised for A4 format.

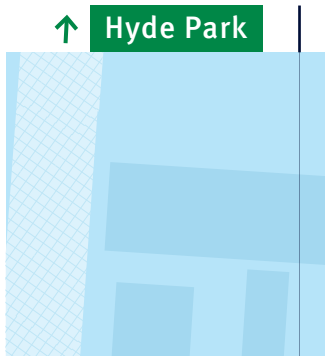


South Kensington campus map (A4 version)



London campus locations map

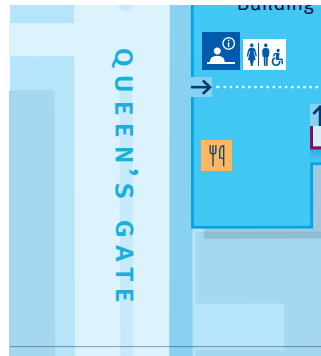
South Kensington campus map details



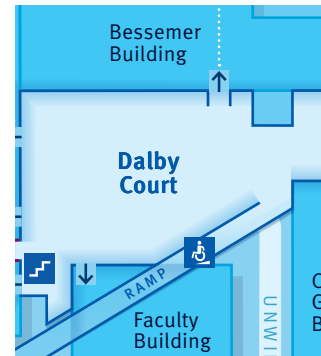
Off-map tabs



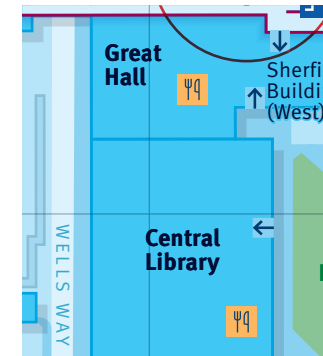
Sherfield Walkway



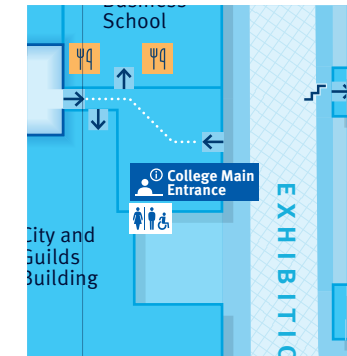
Road names



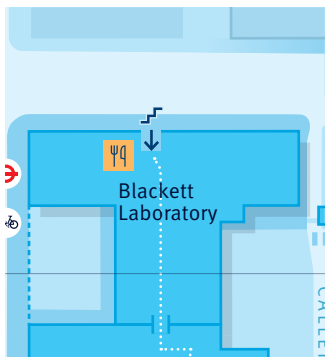
Primary public spaces



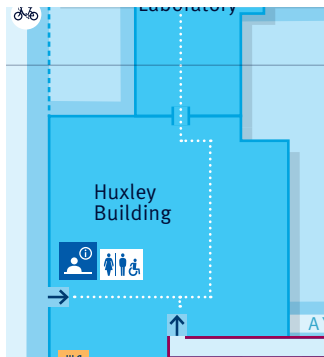
Primary common amenities



Staffed receptions and publicly accessible toilets



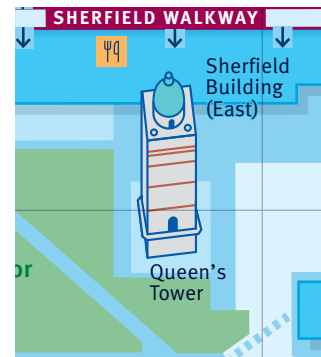
Building names



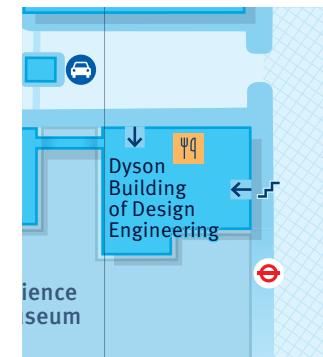
Internal routes



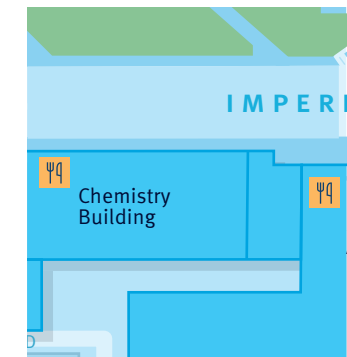
You are here label



Landmark illustration

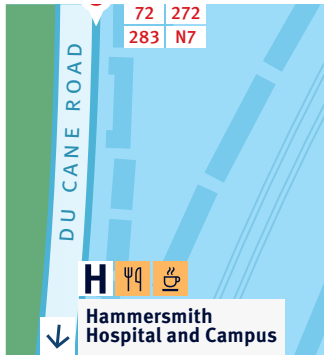


Entrances with and without step-free access

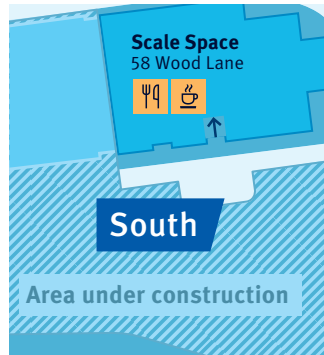


Amenities such as food and beverage (F&B) outlets

White City campus map details



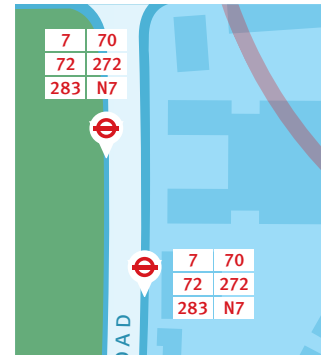
Off-map tabs



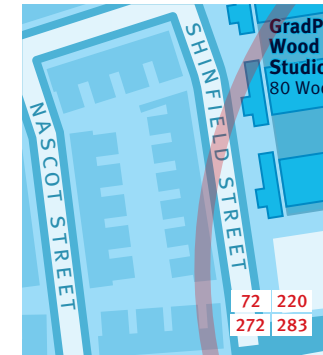
Area under construction



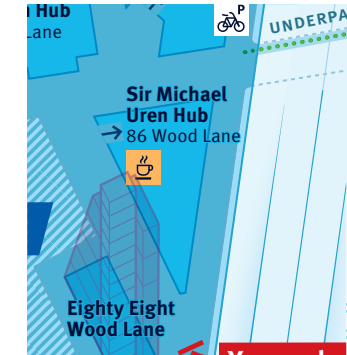
Highway/major roads



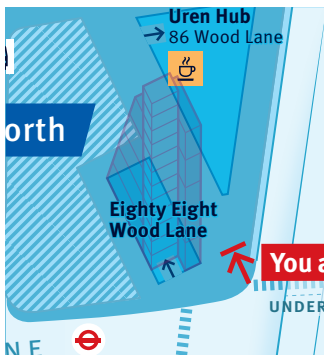
Bus stops and local routes



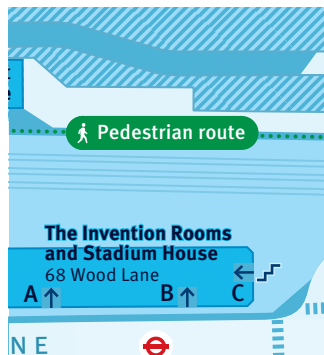
Street/road names



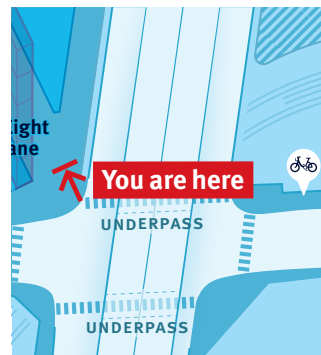
Building names and address



Landmark illustration



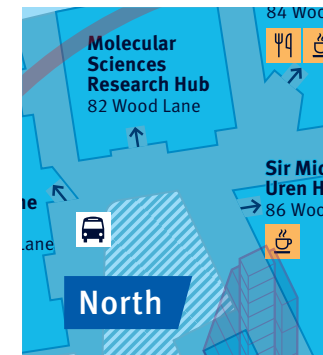
Campus label



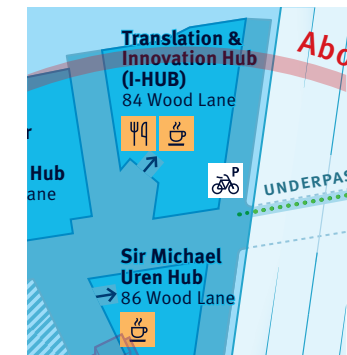
You are here label



Walking circle



Entrances with step-free access



Buildings with amenities

Events mapping

In some instances, the campus map can be tailored for specific events by highlighting buildings and key locations and where appropriate, incorporating event branding.

Highlighting key buildings

Colouring the building footprint offers the most effective way of highlighting buildings used for events. The colour must offer enough contrast against the surrounding map features. Colouring of building footprints should only be used when there are a small number of buildings to be highlighted. When the amount of buildings to be highlighted goes beyond about a third of the total buildings on campus it becomes less clear which buildings are being highlighted.

On the standard campus map, off-site venues (Royal Albert Hall, Geographical Society) would normally be a different colour to signify a difference in ownership. However, for some events, such as Graduation, this distinction is not helpful to the end user and so these

should be highlighted the same as other key buildings.

For events taking place in one building, the key section can also be used to highlight the building name.

Key locations

Other key locations that are not buildings can be highlighted using icons on the map.

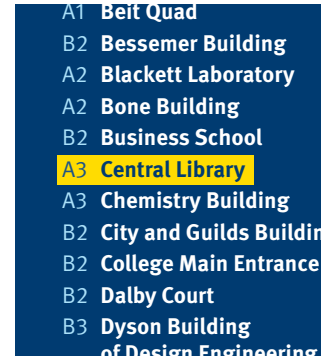
If a location is outside a building, the 'pin' icon style can be used on the map. Alternatively, for larger key locations such as a marquee, a new 3D icon can be used for greater stand-out against others.

If locations are inside a building, the icons can be grouped below the label or at a specific building entrance.

Please contact the [Communications and Public Affairs Division](#) for more information, if you are looking to use a tailored campus map for your event.



3D icon for larger key locations



Use of the key to further highlight a specific building for an event



Pin icon style for outside locations



Icons for inside locations



Example of a Graduation events map

4.0 Sign specifications

This section provides details of each sign including graphic content and installation guidance.

CT1.1 Campus Totem – Welcome

Purpose

Provides a welcome to the campus along with pedestrian directional information and maps.

Location

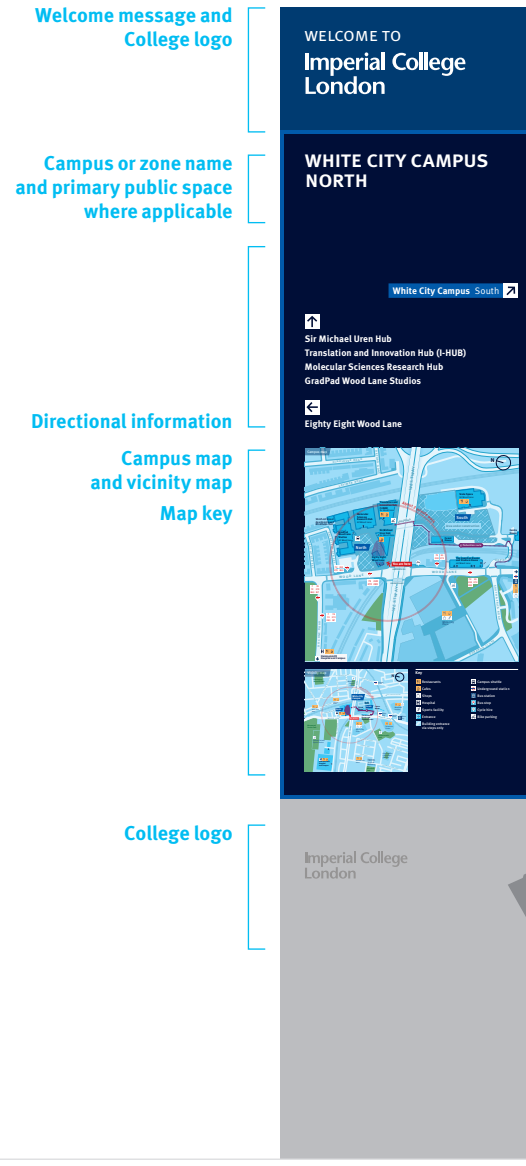
At main pedestrian entrances on the perimeter of campus. Originally designed for use at White City Campus. Preferably, a consistent sized totem family should be used per campus. For example, CT1.1 Campus Totem – Welcome and CT1.2 Campus Totem – Standard are used at White City.

Content

Sign is double sided.
Refer to Section 1.0 for wayfinding strategy guidance on directional content.

Alternatives

- › CT2.1 can be used where a larger map area is required
- › CT2.3 can be used where a freestanding sign cannot be accommodated



CT1.1 Campus Totem – Welcome

Graphic specifications

1 Campus Address

Font: Meta Medium (small caps)
Typesize: 160pt
Leading: 140pt
Alignment: Left
Tracking: -5
Colour: White

2 Directional Content

Font: Meta Bold
Typesize: 65pt minimum
Leading: 68pt minimum
Alignment: Left/Right
Tracking: +5
Space after paragraph: 10mm minimum
Colour: White

3 Map Key

Font: Meta Medium
Typesize: 24pt
Leading: 28pt
Alignment: Left
Tracking: +15
Space after paragraph: 10mm minimum
Colour: White

Colours

- PMS 539 Navy
- PMS 541 Imperial Blue
- PMS 293 Blue
- White

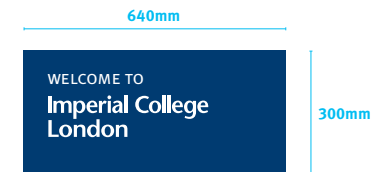
Product approach

Fabricated totem with folded 3mm aluminium panels.

10mm toughened glass inserts fitted to the front with digital map prints applied in reverse, vinyl detail digitally printed with 3 layer print to create total block elements, held in with pig nose fittings.

LED light sheet installed to the frame for face illumination. Folded CNC cut trays with bevel edge to slot over fixed glass panel and all edges to make one unit.

See existing production drawings on page 148.



Header panel facing pedestrians entering the campus shows 'Welcome to' Imperial College London message. Header panel facing pedestrians exiting the campus shows 'Thank you for visiting' Imperial College London message.

Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

CT1.2 Campus Totem – Standard

Purpose

Provides pedestrian directional information and maps.

Location

At exterior decision points on campus where a welcome message is not necessary. Originally designed for use at White City Campus. Preferably, a consistent sized totem family should be used per campus. For example, CT1.1 Campus Totem – Welcome and CT1.2 Campus Totem – Standard are used at White City.

Content

Sign is double sided.
Refer to Section 1.0 for wayfinding strategy guidance on directional content.

Alternatives

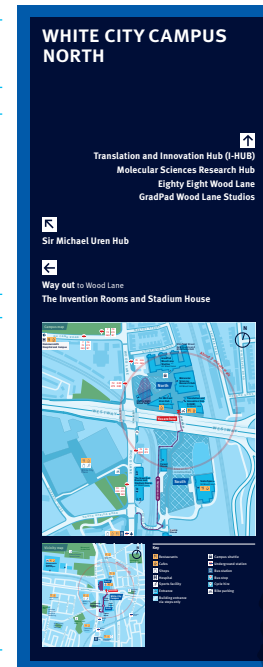
- › CT2.2 can be used where a larger map area is required
- › CT2.4 can be used where a freestanding sign cannot be accommodated

Campus or zone name and primary public space where applicable

Directional information

Campus map and vicinity map
Map key

College logo



Imperial College
London



CT1.2 Campus Totem – Standard

Graphic specifications

1 Campus Address

Font: Meta Medium (small caps)
Typesize: 160pt
Leading: 140pt
Alignment: Left
Tracking: -5
Colour: White




2 Directional Content

Font: Meta Bold
Typesize: 65pt minimum
Leading: 68pt minimum
Alignment: Left / Right
Tracking: +5
Space after paragraph: 10mm minimum
Colour: White

3 Map Key

Font: Meta Medium
Typesize: 24pt
Leading: 28pt
Alignment: Left
Tracking: +15
Space after paragraph: 10mm
Colour: White

Colours

-  PMS 539 Navy
-  PMS 541 Imperial Blue
-  PMS 293 Blue

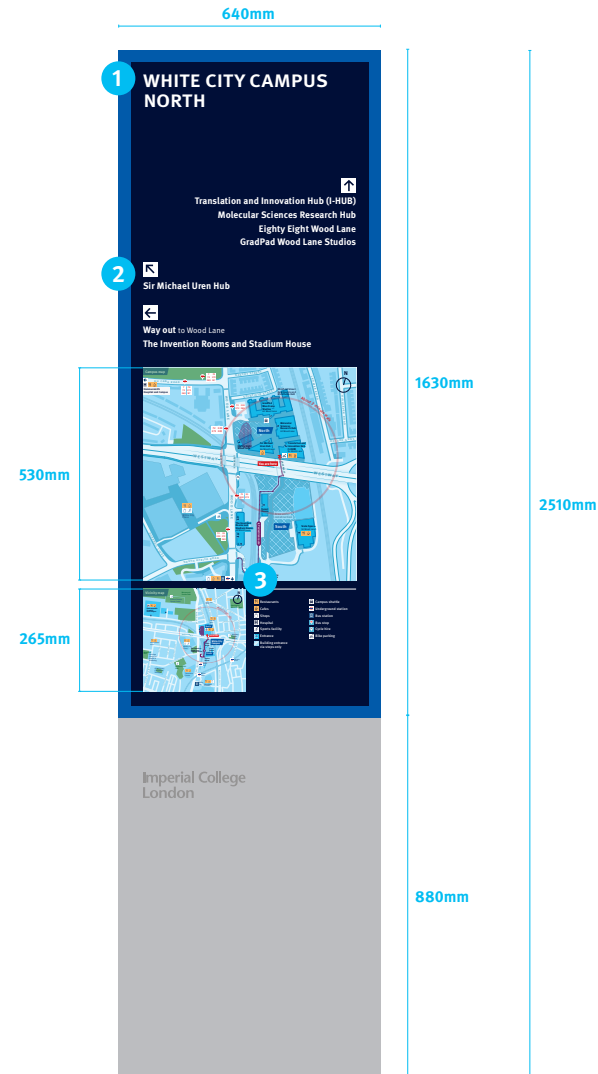
Product approach

Fabricated totem with folded 3mm aluminium panels.

10mm toughened glass inserts fitted to the front with digital map prints applied in reverse, vinyl detail digitally printed with 3 layer print to create total block elements, held in with pig nose fittings.

LED light sheet installed to the frame for face illumination. Folded CNC cut trays with bevel edge to slot over fixed glass panel and all edges to make one unit.

To align with CT1.1 approach. See existing production drawings for related sign type on page 148.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

CT2.1 Campus Totem Large – Welcome

Purpose

Provides a welcome to the campus along with pedestrian directional information and map.

Location

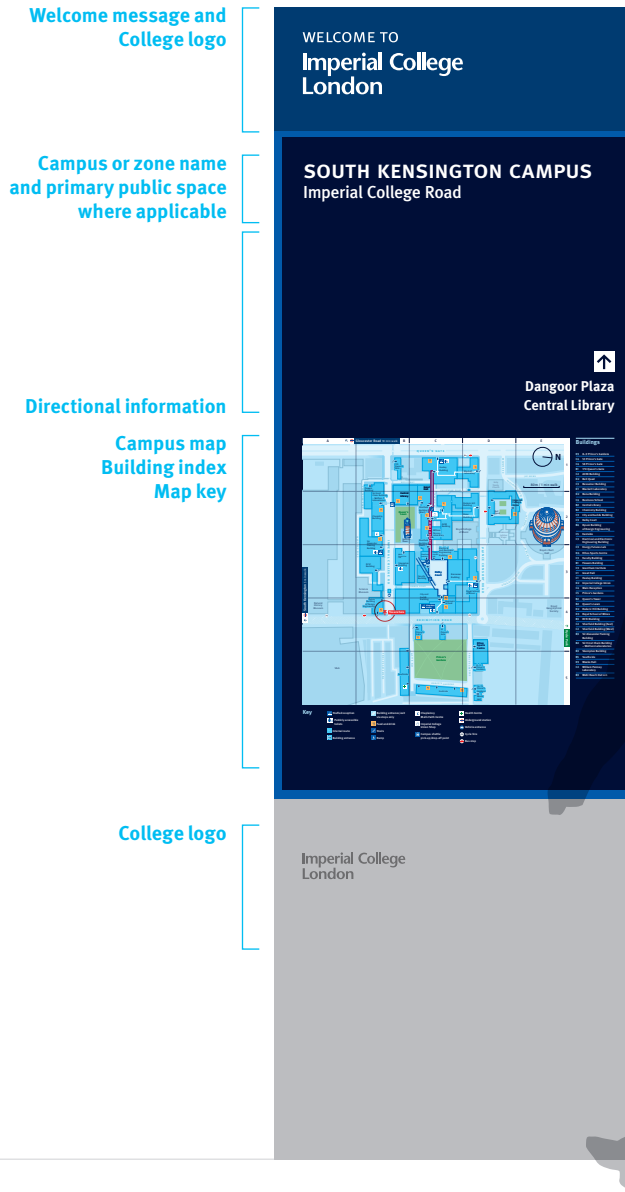
At main pedestrian entrances on the perimeter of campus. Originally designed for use at South Kensington Campus. Preferably, a consistent sized totem family should be used per campus. For example, CT1.1 Campus Totem – Welcome and CT1.2 Campus Totem – Standard are used at White City.

Content

Sign is double sided.
Refer to Section 1.0 for wayfinding strategy guidance on directional content.

Alternatives

- › CT1.1 can be used where a narrower sign is required
- › CT2.3 can be used where a freestanding sign cannot be accommodated



CT2.1 Campus Totem Large – Welcome

Graphic specifications

1 Campus

Font: Meta Medium (small caps)
Typesize: 170pt
Leading: 140pt
Alignment: Left
Colour: White

2 Address

Font: Meta Medium
Typesize: 120pt
Leading: 140pt
Alignment: Left
Colour: White

3 Directional Content

Font: Meta Normal/Bold
Typesize: 98pt
Leading: 128pt
Alignment: Left/Right
Colour: White

4 Building Index/Map Key

Font: Meta Medium/Bold
Typesize: 20pt
Leading: 24pt
Alignment: Left
Colour: White

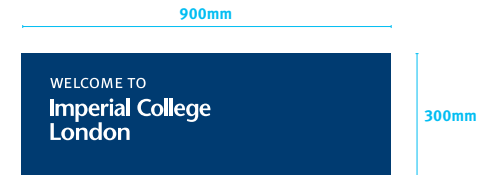
Colours

- PMS 539 Navy
- PMS 541 Imperial Blue
- PMS 293 Blue
- White

Product approach

To align with CT1.1 approach. See existing production drawings for related sign type on page 148.

These drawings should be reviewed by the approved sign supplier as part of the process of creating final production drawings. As the drawings are not for this sign type but a similar type, drawings demonstrate sign materials, finishes, print application methods and construction methods only. Indicative dimensions should be taken from this page.



Header panel facing pedestrians entering the campus shows 'Welcome to' Imperial College London message. Header panel facing pedestrians exiting the campus shows 'Thank you for visiting' Imperial College London message.

Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

CT2.2 Campus Totem Large – Standard

Purpose

Provides pedestrian directional information and map.

Location

At exterior decision points on campus where a welcome message is not necessary. Originally designed for use at South Kensington Campus. Preferably, a consistent sized totem family should be used per campus. For example, CT1.1 Campus Totem – Welcome and CT1.2 Campus Totem – Standard are used at White City.

Content

Sign is double sided.
Refer to Section 1.0 for wayfinding strategy guidance on directional content.

Alternatives

- › CT2.2 can be used where a narrower sign is required
- › CT2.4 can be used where a freestanding sign cannot be accommodated

Campus or zone name
and primary public space
where applicable

Directional information

Campus map
Building index
Map key

College logo



Graphic specifications

1 Address

Font: Meta Medium
Typesize: 180pt
Leading: N/A
Alignment: Left
Colour: White





2 Directional Content

Font: Meta Normal/Bold
Typesize: 98pt
Leading: 128pt
Alignment: Left/Right
Colour: White

3 Building Index/Map Key

Font: Meta Medium/Bold
Typesize: 20pt
Leading: 24pt
Alignment: Left
Colour: White

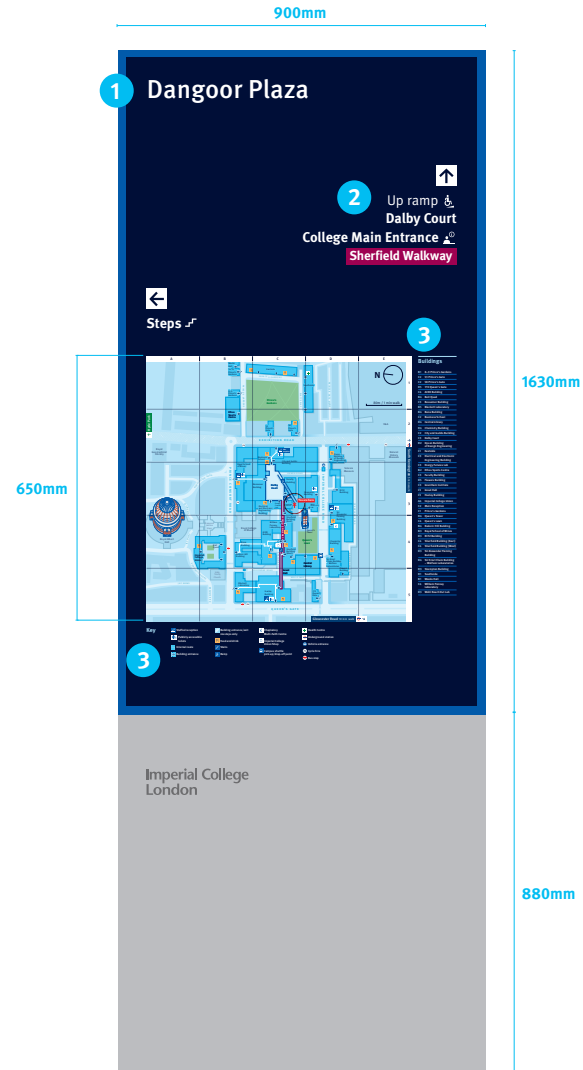
Colours

-  PMS 539 Navy
-  PMS 541 Imperial Blue
-  PMS 293 Blue
-  White

Product approach

To align with CT1.1 approach. See existing production drawings for related sign type on page 148.

These drawings should be reviewed by the approved sign supplier as part of the process of creating final production drawings. As the drawings are not for this sign type but a similar type, drawings demonstrate sign materials, finishes, print application methods and construction methods only. Indicative dimensions should be taken from this page.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

CT2.3 Campus Information – Welcome (wall-mounted)

Purpose

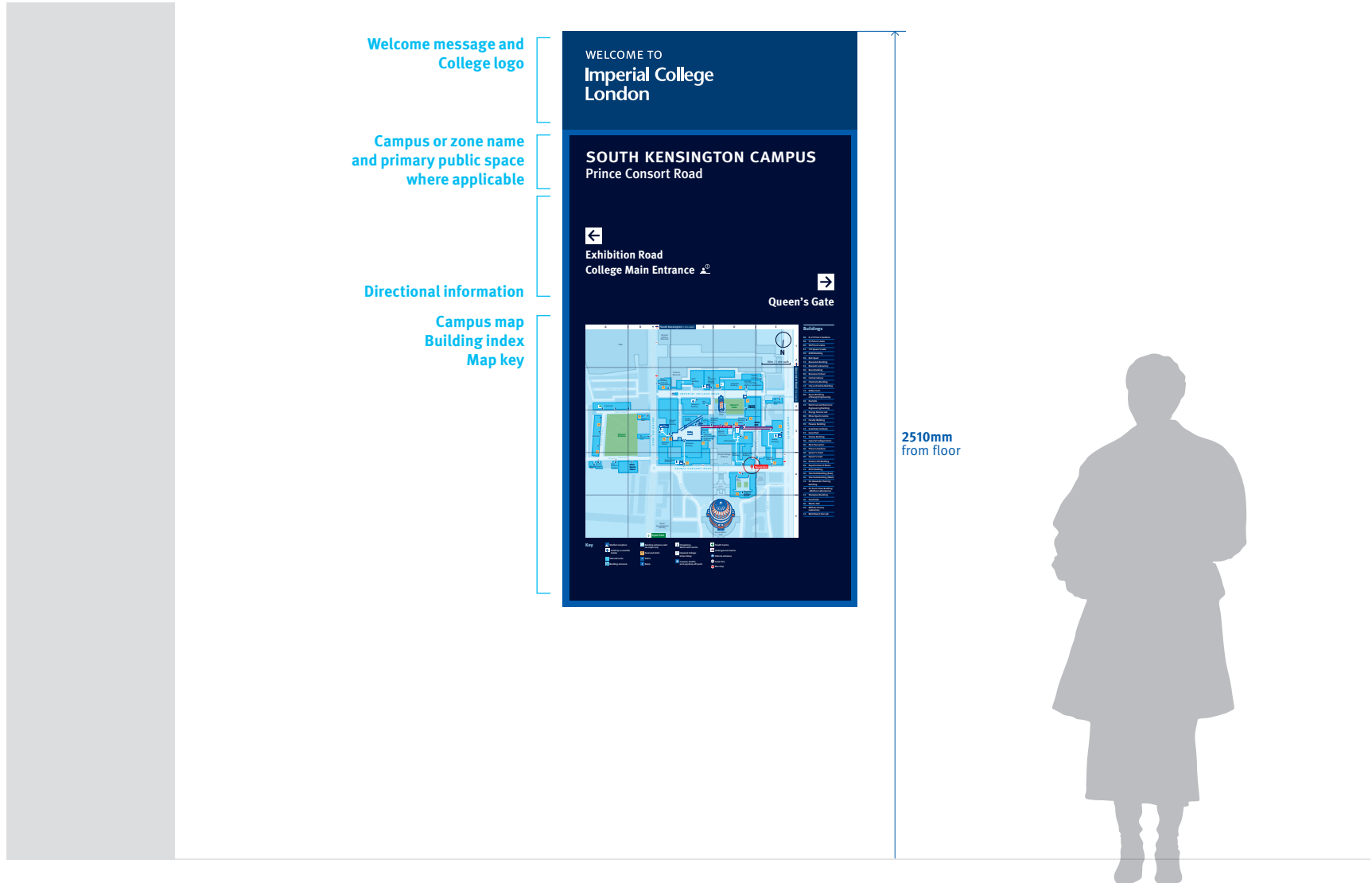
Provides a welcome to the campus along with pedestrian directional information and map.

Location

At main pedestrian entrances on the perimeter of campus where a freestanding sign is not possible. Originally designed for use at South Kensington Campus.

Content

Refer to Section 1.0 for wayfinding strategy guidance on directional content.



Graphic specifications

1 Campus

Font: Meta Medium (small caps)
Typesize: 170pt
Leading: 140pt
Alignment: Left
Colour: White

2 Address

Font: Meta Medium
Typesize: 120pt
Leading: 140pt
Alignment: Left
Colour: White





3 Directional Content

Font: Meta Normal/Bold
Typesize: 98pt
Leading: 128pt
Alignment: Left/Right
Colour: White

4 Building Index/Map Key

Font: Meta Medium/Bold
Typesize: 20pt
Leading: 24pt
Alignment: Left
Colour: White

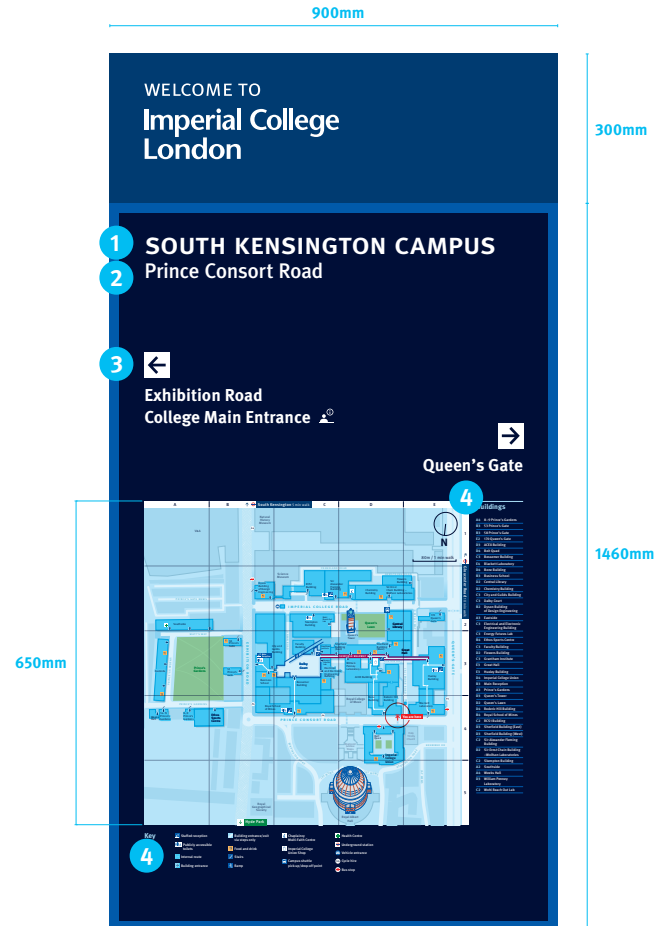
Colours

-  PMS 539 Navy
-  PMS 541 Imperial Blue
-  PMS 293 Blue
-  White

Product approach

To align with CT1.1. See existing production drawings for related sign type on page 131.

These drawings should be reviewed by the approved sign supplier as part of the process of creating final production drawings. As the drawings are not for this sign type but a similar type, drawings demonstrate sign materials, finishes, print application methods and construction methods only. Indicative dimensions should be taken from this page.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

CT2.4 Campus Information – Standard (wall-mounted)

Purpose

Provides pedestrian directional information and map.

Location

At exterior decision points on campus where a welcome message is not necessary, and a freestanding sign is not possible. Originally designed for use at South Kensington Campus.

Content

Refer to Section 1.0 for wayfinding strategy guidance on directional content.



Graphic specifications

1 Address

Font: Meta Medium
Typesize: 180pt
Leading: N/A
Alignment: Left
Colour: White





2 Directional Content

Font: Meta Normal/Bold
Typesize: 98pt
Leading: 128pt
Alignment: Left /Right
Colour: White

3 Building Index/Map Key

Font: Meta Medium/Bold
Typesize: 20pt
Leading: 24pt
Alignment: Left
Colour: White

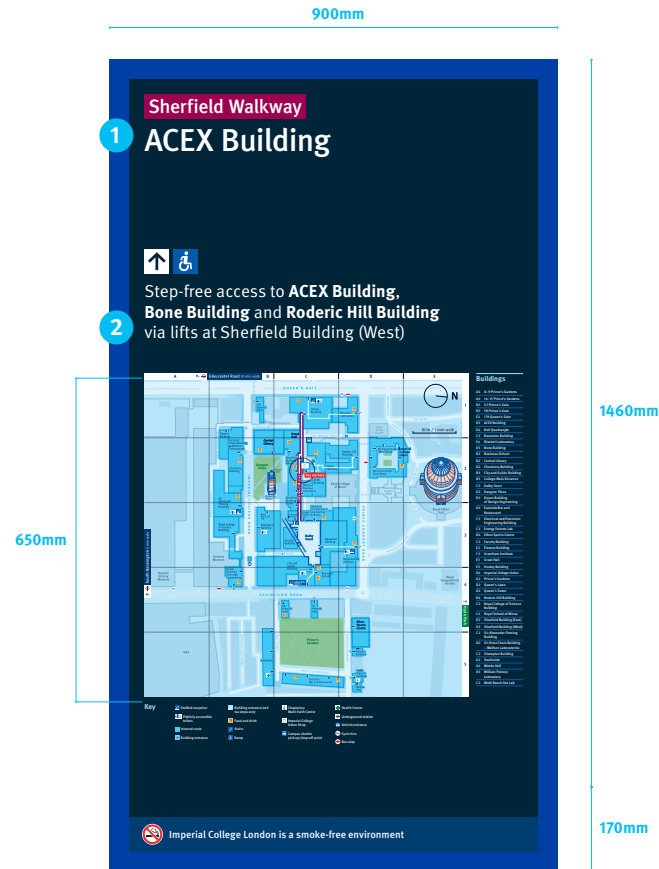
Colours

-  PMS 539 Navy
-  PMS 293 Blue
-  PMS 221 Raspberry
-  White

Product approach

To align with CT1.2. See existing production drawings for related sign type on page 132.

These drawings should be reviewed by the approved sign supplier as part of the process of creating final production drawings. As the drawings are not for this sign type but a similar type, drawings demonstrate sign materials, finishes, print application methods and construction methods only. Indicative dimensions should be taken from this page.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

TH1 Building Identification – Above Door

Purpose

Identifies main entrances into buildings from a distance.

Location

The standard approach for marking exterior main building entrances. Interior threshold building connections, for example where ACEX and Roderic Hill join should also use this sign to clearly mark transitions between buildings.

Refer to Section 1.0 for wayfinding strategy guidance.

Content

Should show building name.
Should also show entrance name, where necessary (i.e. 'Entrance A').

Alternatives

- › **TH2.3** can be used where there is not enough space above the door to accommodate a TH1 sign, or a less prominent sign is desired
- › **TH6** can be used where an alternative design aesthetic is required



TH1 Building Identification – Above Door

Graphic specifications


1 Building Name

Font: Meta Medium
Typesize: 460pt minimum
Leading: N/A
Alignment: Centred
Colour: White

2 Entrance Name

Font: Meta Normal
Typesize: 460pt minimum
Leading: N/A
Alignment: Centred
Colour: White

Colours

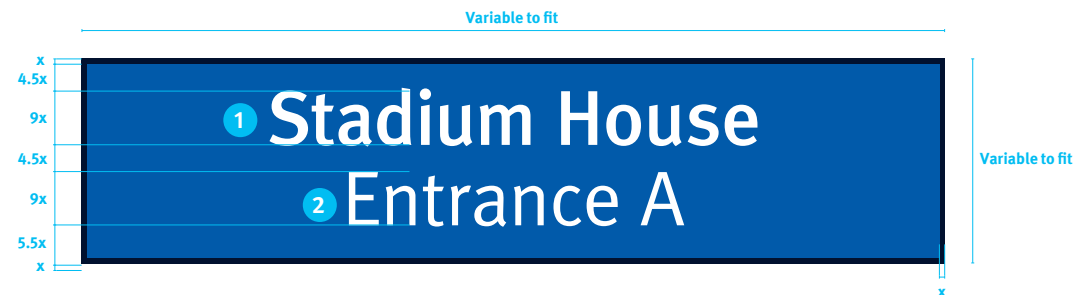
 PMS 539 Navy

 PMS 293 Blue

 White

Product approach

3mm dibond sign with high resolution full colour digital print. 20mm acrylic CNC flat-cut letters sprayed to white finish.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

TH2.1 Building Identification – Door Sign Standard

Purpose

Identifies entrances into buildings at an accessible viewing height.

Location

At all main exterior and interior building entrances.

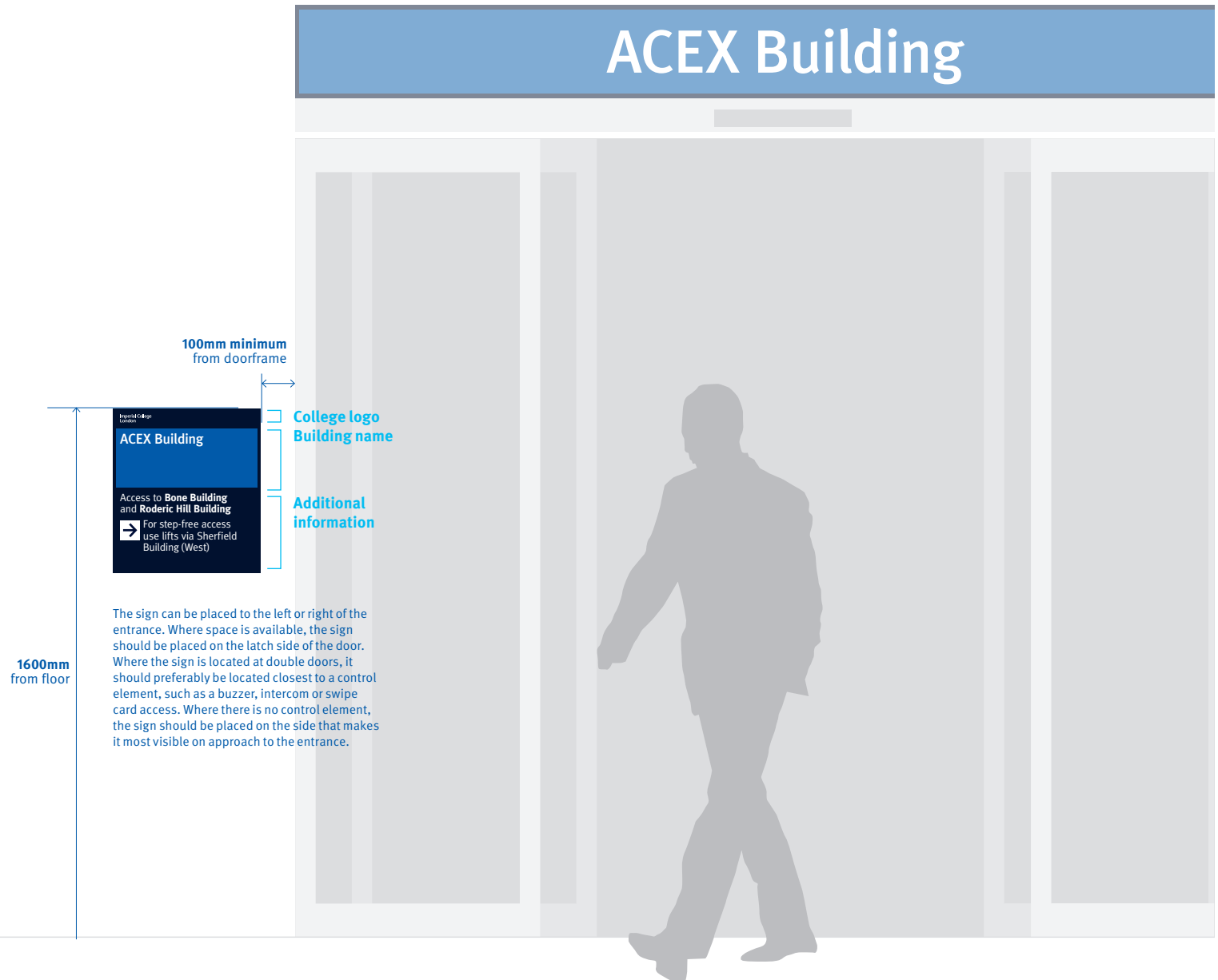
Content

An entrance name can be shown in combination with the building name, where necessary (i.e. 'Entrance A'). Where a defined building number and address exists it can be added below the building name. Additional information such as access to connected buildings and primary common amenities should be included.

Refer to Section 1.0 for wayfinding strategy guidance.

Alternatives

- › **TH2.2** can be used where there is not the available space beside a door for a TH2.1 to fit
- › Where a **TH2.3** is used, a **TH2.1** is not necessary
- › **TH3** can be used where a freestanding option is required



TH2.1 Building Identification – Door Sign Standard

Graphic specifications

1 Building Name

Font: Meta Medium
Typesize: 122.5pt
Leading: 140pt
Alignment: Left
Colour: White

2 Entrance Name

Font: Meta Normal
Typesize: 122.5pt
Leading: 140pt
Alignment: Left
Colour: White

3 Address/Access Information

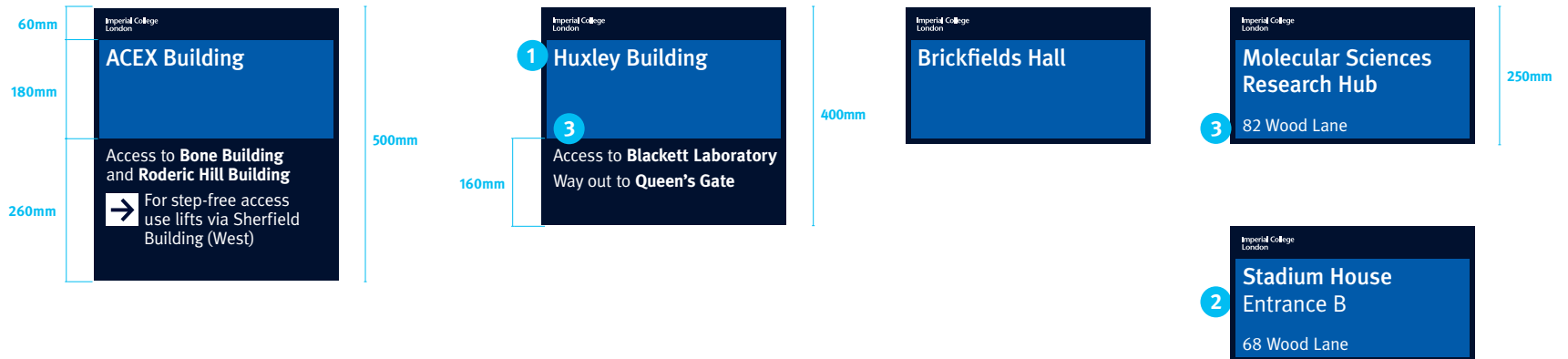
Font: Meta Normal/Bold
Typesize: 92.5pt
Leading: 100pt
Alignment: Left
Colour: White

Colours

- PMS 539 Navy
- PMS 293 Blue
- White

Product approach

3mm aluminium panel powder coated with direct to media logo. Complete with 1.5mm aluminium panel powder coated to PMS 293, with high tac matt white vinyl detail.



Buildings with street address

Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

TH2.2 Building Identification – Door Sign Small

Purpose

Identifies entrances into buildings at an accessible viewing height.

Location

At secondary exterior and interior building thresholds or when the TH2.1 sign does not fit at a main entrance.

Content

An entrance name can be shown in combination with the building name, where necessary (i.e. 'Entrance A').

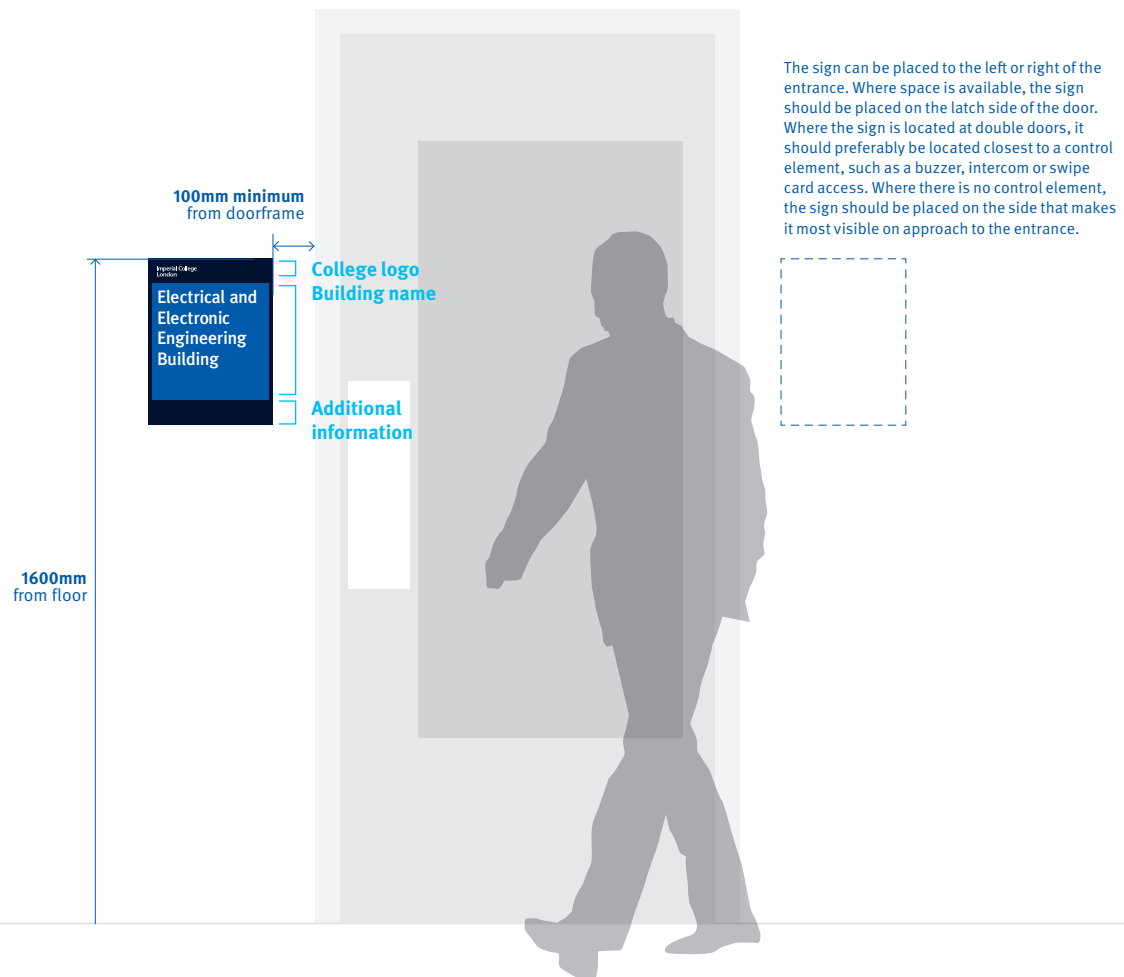
Where a defined building number and address exists it can be added below the building name.

Additional information such as access to connected buildings and primary common amenities should be included.

Refer to Section 1.0 for wayfinding strategy guidance.

Alternatives

- › Where a TH2.3 is used, a TH2.2 is not necessary
- › TH3 can be used where a freestanding option is required



TH2.2 Building Identification – Door Sign Small

Graphic specifications

1 Building Name

Font: Meta Medium
Typesize: 122.5pt
Leading: 140pt
Alignment: Left
Colour: White/Navy






2 Entrance Name

Font: Meta Normal
Typesize: 122.5pt
Leading: 130pt
Alignment: Left
Colour: White/Navy

3 Address/Access Information

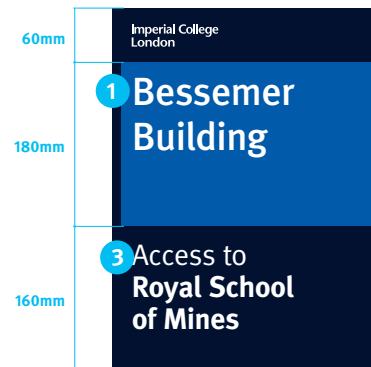
Font: Meta Normal/Bold
Typesize: 92.5pt
Leading: 100pt
Alignment: Left
Colour: White

Colours

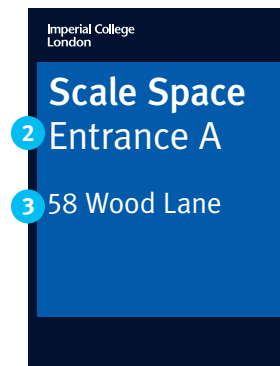
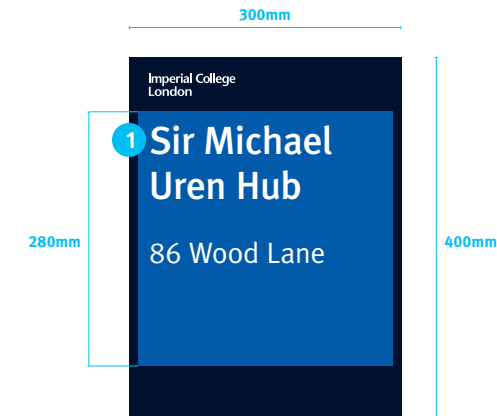
-  PMS 539 Navy
-  PMS 293 Blue
-  PMS 151 Tangerine
-  White
-  Black

Product approach

3mm aluminium panel powder coated with direct to media logo. Complete with 1.5mm aluminium panel powder coated to PMS 293 or PMS 151, with high tac matt white or matt black vinyl detail.



Buildings with street address



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

TH2.3 Building Identification – Door Sign Large

Purpose

Identifies entrances into buildings from a distance.

Location

At main exterior building entrances.

Content

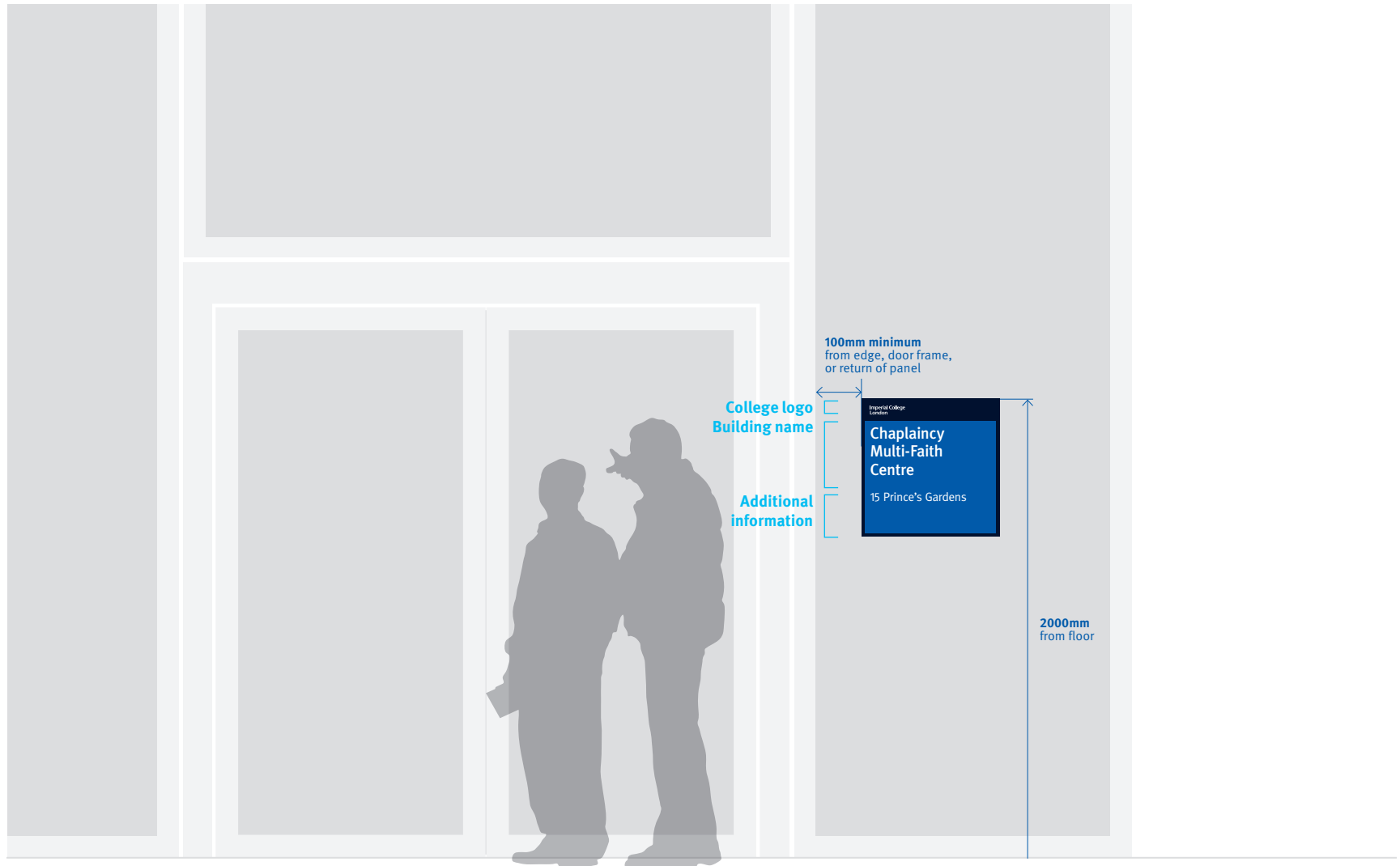
An entrance name can be shown in combination with the building name where necessary. Where a defined building number and address exists it can be added below the building name.

Additional information such as access to connected buildings and primary common amenities should be included.

Refer to Section 1.0 for wayfinding strategy guidance.

Alternatives

- › **TH1** should be used where possible. A **TH2.3** should only be used where there is not enough space above the door to accommodate a TH1 sign, or a less prominent sign is desired
- › Where a **TH2.3** is used, a **TH2.1** or **TH2.2** is not necessary



TH2.3 Building Identification – Door Sign Large

Graphic specifications

1 Building Name

Font: Meta Medium
Typesize: 200pt
Leading: 227.5pt
Alignment: Left
Colour: White

2 Entrance Name


Font: Meta Normal
Typesize: 200pt
Leading: 227.5pt
Alignment: Left
Colour: White

3 Address

Font: Meta Normal
Typesize: 150pt
Leading: 227.5pt
Alignment: Left
Space before paragraph: 90pt
Colour: White

Colours

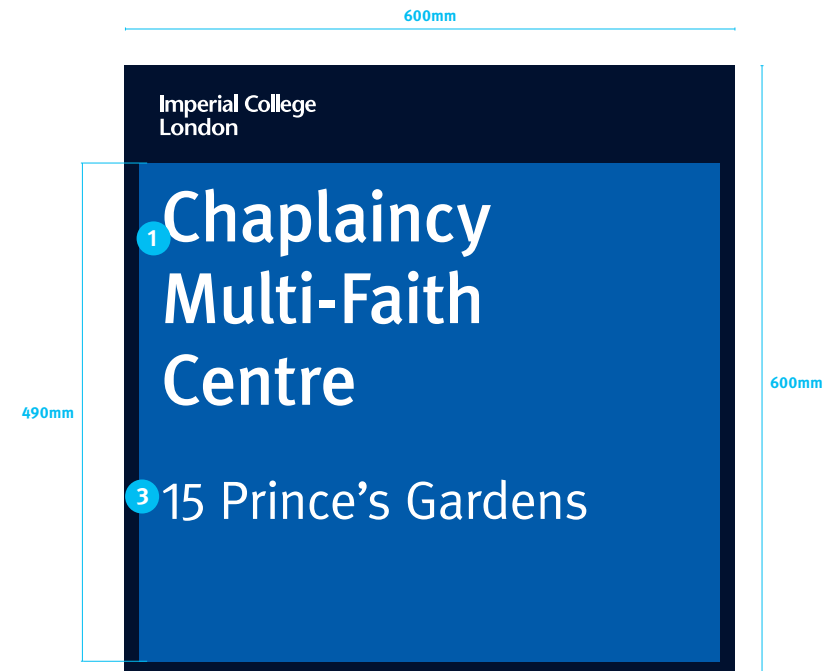
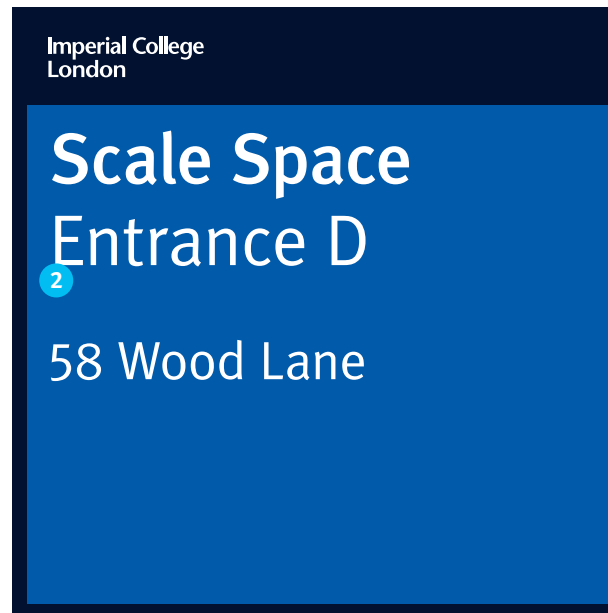
 PMS 539 Navy

 PMS 293 Blue

 White

Product approach

3mm aluminium panel powder coated to PMS 539 with direct to media logo. Complete with 1.5mm aluminium panel powder coated to PMS 293, with high tac matt white vinyl detail.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

TH3 Threshold Totem – Small

Purpose

Identifies entrances into buildings at an accessible viewing height.

Location

At exterior building entrances where a wall mounted sign is not possible or if the architecture of the building obstructs sight lines and a small totem is required.

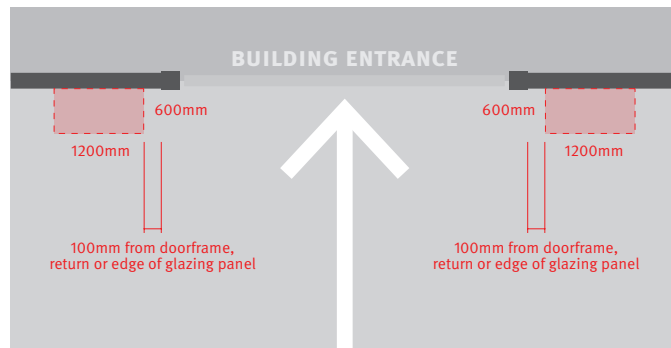
Content

An entrance name can be shown in combination with the building name, where necessary (i.e. 'Entrance A').

Where a defined building number and address exists it can be added below the building name.

Additional information such as access to connected buildings and primary common amenities should be included.

Refer to Section 1.0 for wayfinding strategy guidance.



TH3 installation zone

TH3 signs can be located to left or right of entrance. They should be located in installation zones shown in red here.



Graphic specifications

1 Building Name

Font: Meta Medium
Typesize: 122.5pt
Leading: 140pt
Alignment: Left
Colour: White


2 Entrance Name


Font: Meta Normal
Typesize: 122.5pt
Leading: 140pt
Alignment: Left
Colour: White

3 Address

Font: Meta Normal
Typesize: 92pt
Leading: 197pt
Alignment: Left
Space before paragraph: 60pt
Colour: White

Colours

 PMS 539 Navy

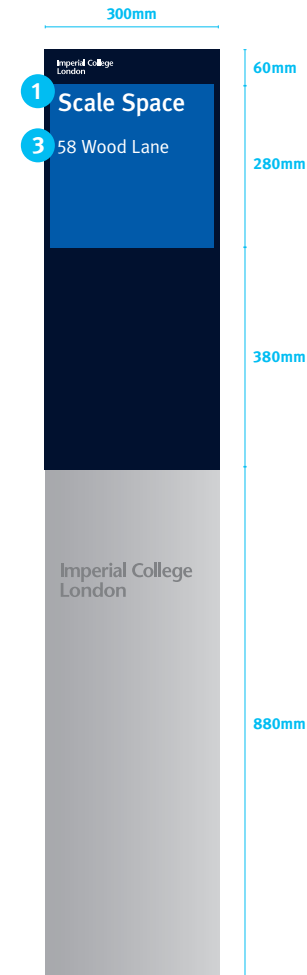
 PMS 293 Blue

 White

Product approach

To align with TH4 approach. See existing manufacturer drawings on page 149.

These drawings should be reviewed by the approved sign supplier as part of the process of creating final production drawings. As the drawings are not for this sign type but a similar type, drawings demonstrate sign materials, finishes, print application methods and construction methods only. Indicative dimensions should be taken from this page.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

TH4 Threshold Totem – Medium

Purpose

Identifies main entrances into buildings from a distance.

Location

At building thresholds which have long viewing distances and ample clear space, typically at White City Campus. When there are two entrances to a building, the sign should be placed in proximity to the main accessible entrance. Refer to the following page for set out guidance.

This sign can also be used at satellite campuses as a campus identification sign.

Content

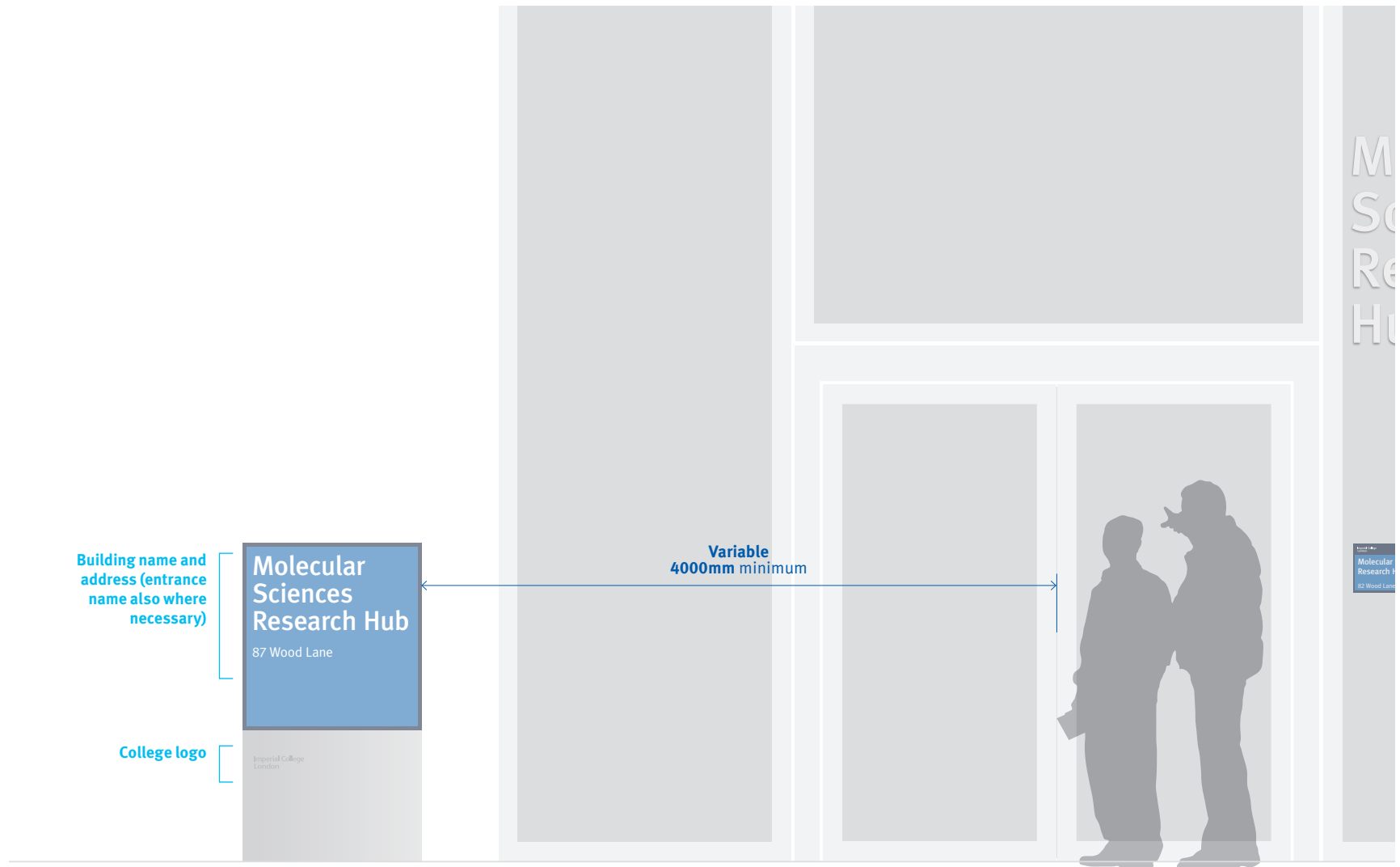
An entrance name can be shown in combination with the building name where necessary.

Where a defined building number and address exists it can be added below the building name.

Refer to Section 1.0 for wayfinding strategy guidance.

Alternatives

► **TH3** can be used where space is restricted.



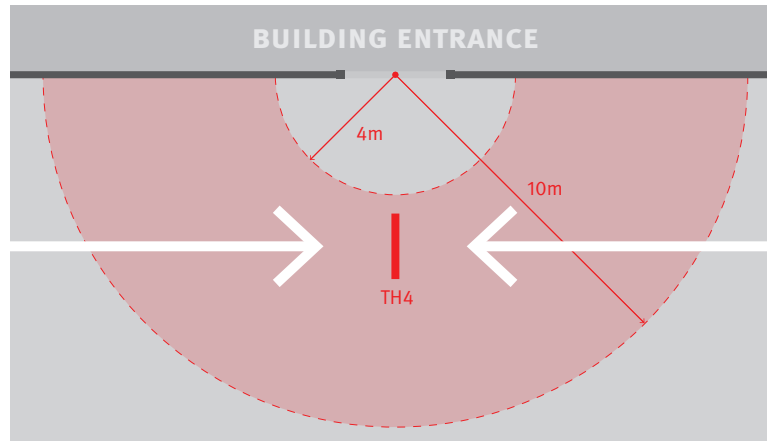
TH4 Threshold Totem – Medium

Care should be taken to ensure placement does not inhibit natural pedestrian flow to and from the entrance. An exclusion zone of 4 metres is applied around the entrance to keep this area free from obstruction. Where available space tends towards 4 metres or less, other sign types should be used.

TH4 signs should typically be located within 10 metres of the building. They should not be located so far away from entrance that the connection between the sign and the entrance is not clear. Where an entrance is setback from the pedestrian thoroughfare, the sign should be located to be visible on approach.

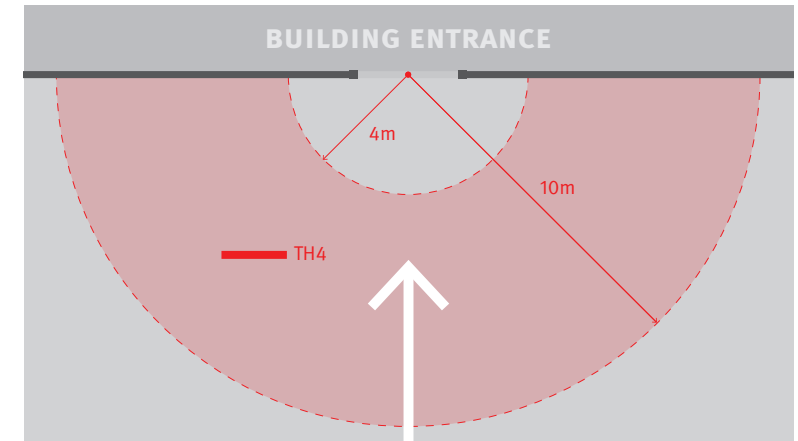
Signs should be located to face the primary approach of pedestrians toward the entrance. They will typically be perpendicular to the entrance, but could be parallel/angled.

The sign is typically double-sided, with the same information repeated on both sides. Where the back of the sign is only visible from the inside of the building, that side of the sign is left blank.



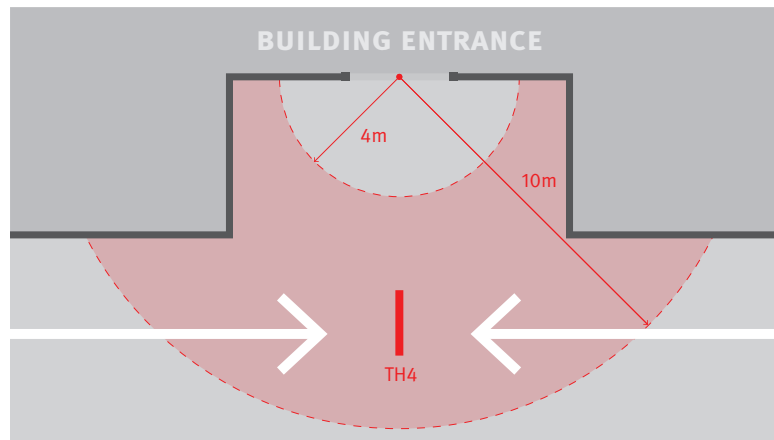
TH4 location where primary pedestrian approach is parallel to entrance

Where the primary pedestrian approach is parallel to the entrance, the sign will be perpendicular so as to be visible. Where possible the sign should be centered on the entrance.



TH4 location where primary pedestrian approach is perpendicular to entrance

Where the primary pedestrian approach is perpendicular to the entrance, the sign will be parallel so as to be visible.



TH4 location where the entrance is set back

Where the entrance is set back, the sign should be placed perpendicular to the primary direction of approach. It will be set away from the entrance so as to be visible.

Graphic specifications

1 Building Name

Font: Meta Medium
Typesize: 390pt
Leading: 390pt
Alignment: Left
Colour: White

2 Address

Font: Meta Normal
Typesize: 195pt
Leading: 390pt
Alignment: Left
Colour: White





3 Address Number

Font: Meta Normal
Typesize: 300pt or 390pt
Leading: N/A
Alignment: Centred
Colour: White

Note:

Where showing a specific entrance name, the entrance name should be shown in Meta Normal, with all other specification matching that of the Building Name shown above. An example of this is included in the artwork template.

Colours

-  PMS 539 Navy
-  PMS 541 Imperial Blue
-  PMS 293 Blue
-  White

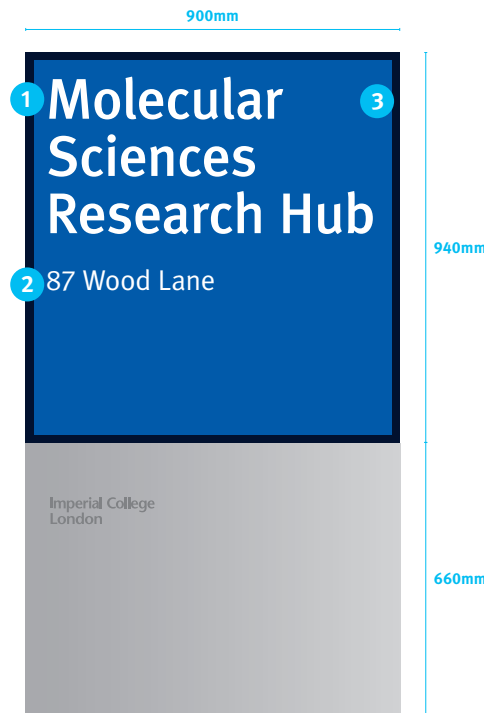
Product approach

Double-sided totem, with internal mild steel box section frame. Bottom 660mm section to be clad with shot peened folded panels.

3mm aluminium panels, powder coated to PMS 293, with set of 5mm aluminium laser cut text, powder coated white. Number element to be applied by vinyl.

See existing manufacturer drawings on page 149.

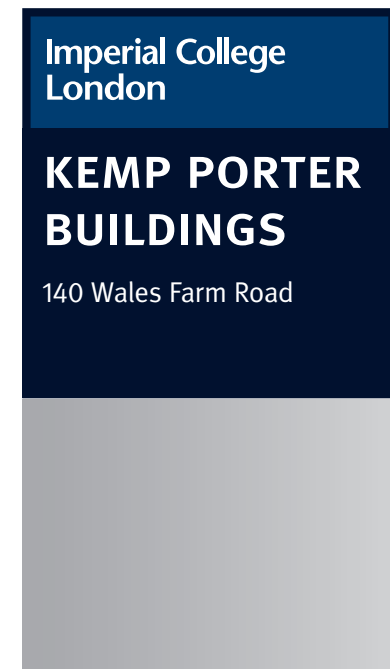
Front view



Side view
(both sides)



Front view



Side view
(both sides)



Can be used as a campus identification for smaller satellite campuses

Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

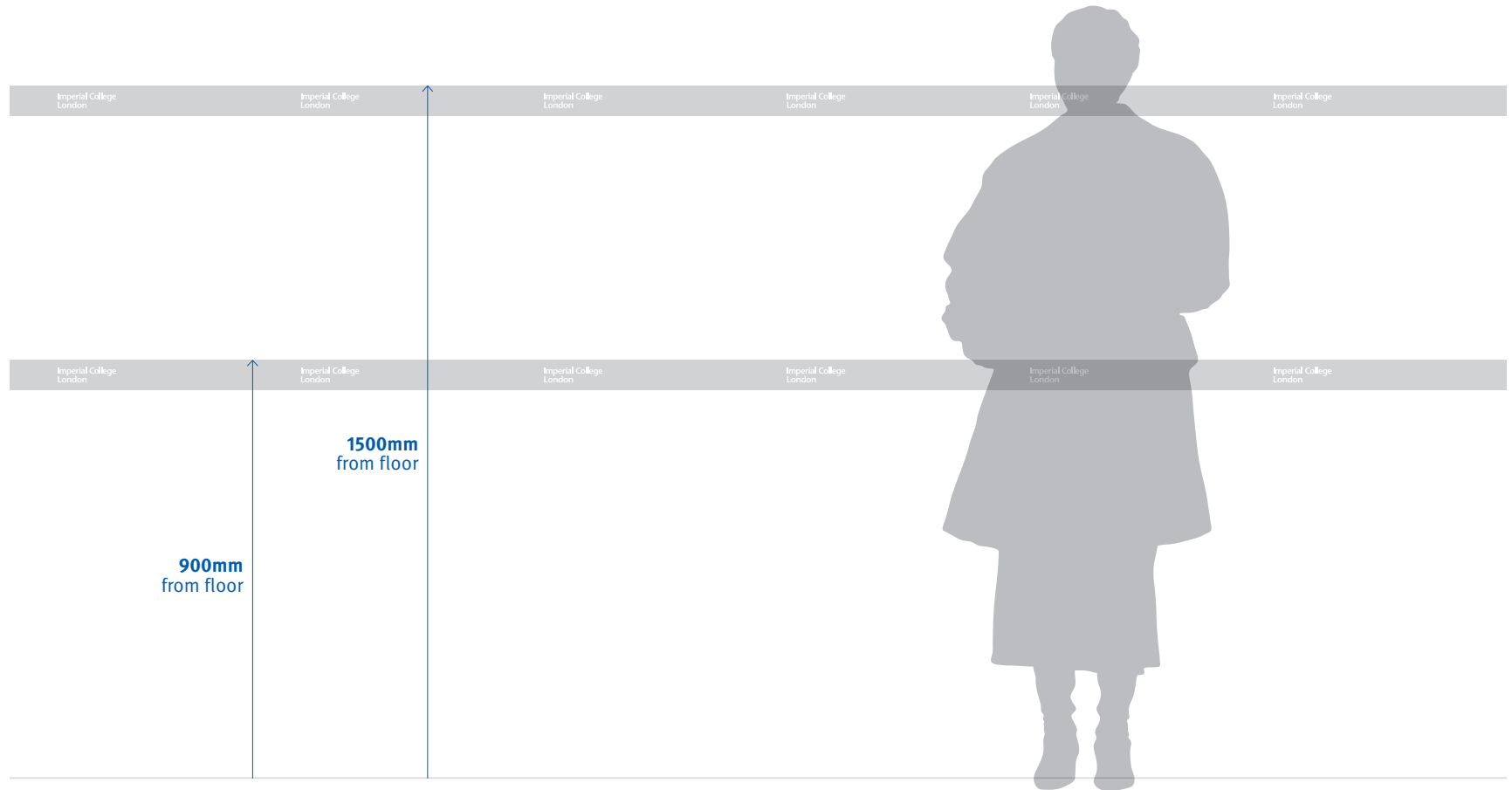
Purpose

To prevent possible collisions with glazing, a contrasting manifestation should be used.

Location

On glazed entrance doors and any glazed curtains within buildings that could be hazardous – refer to current codes and regulations for guidance.

These have been designed to comply with BS 8300:2-2018 section 11.5.



Indicative design.

Design to be co-ordinated with
Communications and Public
Affairs and Estates Divisions.

Manifestations to be in
translucent white.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

TH6 Building Identification – External Cut Out Letters

Purpose

Identifies main entrances into buildings from a distance. This sign type should only be used on flagship buildings such as those at White City Campus.

Location

At exterior building entrances where a TH1 sign is not used, typically at White City Campus.

Content

Shows building name.

Refer to Section 1.0 for wayfinding strategy guidance.

Alternatives

- › **TH1** can be used where an alternative design aesthetic is required, typically at South Kensington Campus. Preferably, all buildings on an individual campus would be marked consistently by either a TH1 or TH6 sign.



TH6 Building Identification – External Cut Out Letters

Graphic specifications

Building Name

Font: Meta Medium
Typesize: 710pt minimum
Leading: Equal to typesize
Alignment: Left
Colour: White or Navy

Note:

The colour used should offer the best contrast against the colour of background on which it is installed.

Lettering should be as large as possible within available space. Where possible, signs should be located within single glazing panels, rather than running across mullions between multiple panels.

When TH6 lettering is used across a campus, such as at White City, please ensure consistency of scale of the letters for various buildings – please contact Communications and Public Affairs and Estates Divisions for further information.

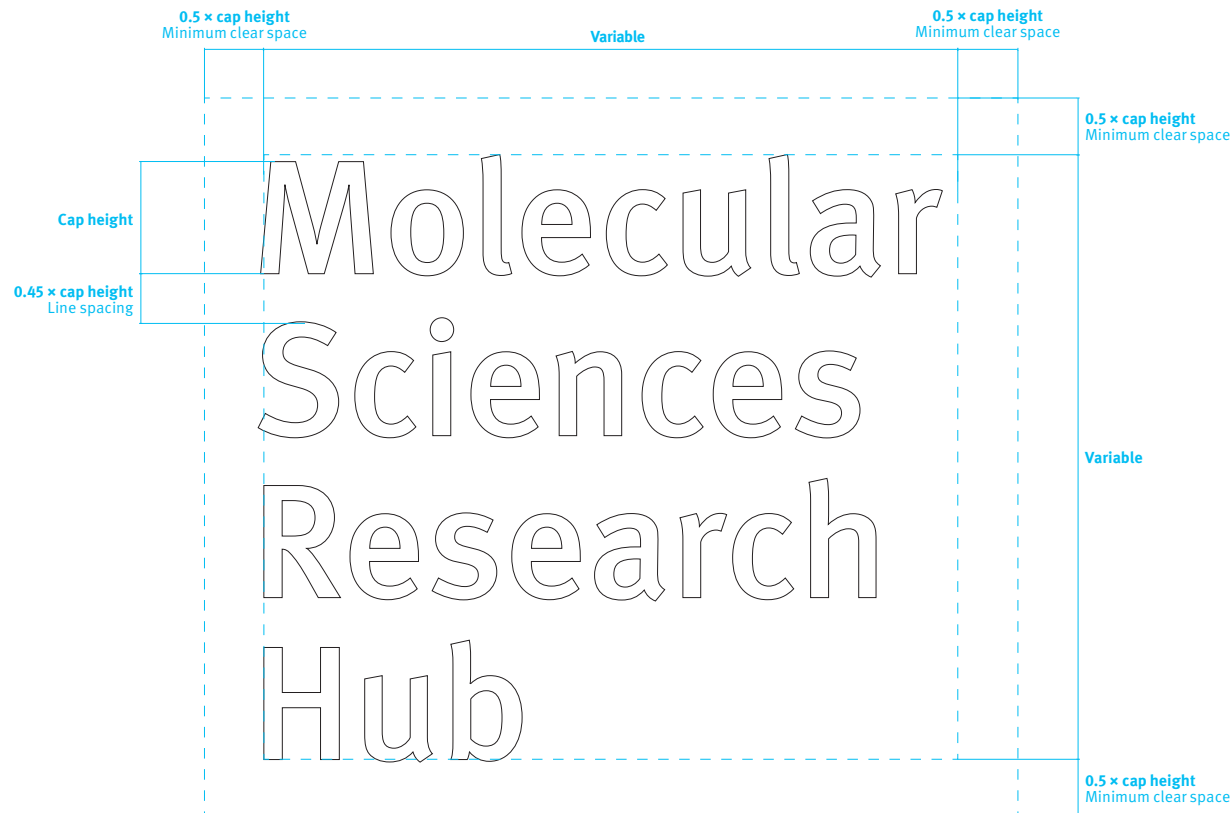
Proportional lining figures used throughout.

Colours

White

Product approach

20mm acrylic CNC flat-cut letters sprayed to white finish.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

Purpose

Identifies interior thresholds into departments within buildings.

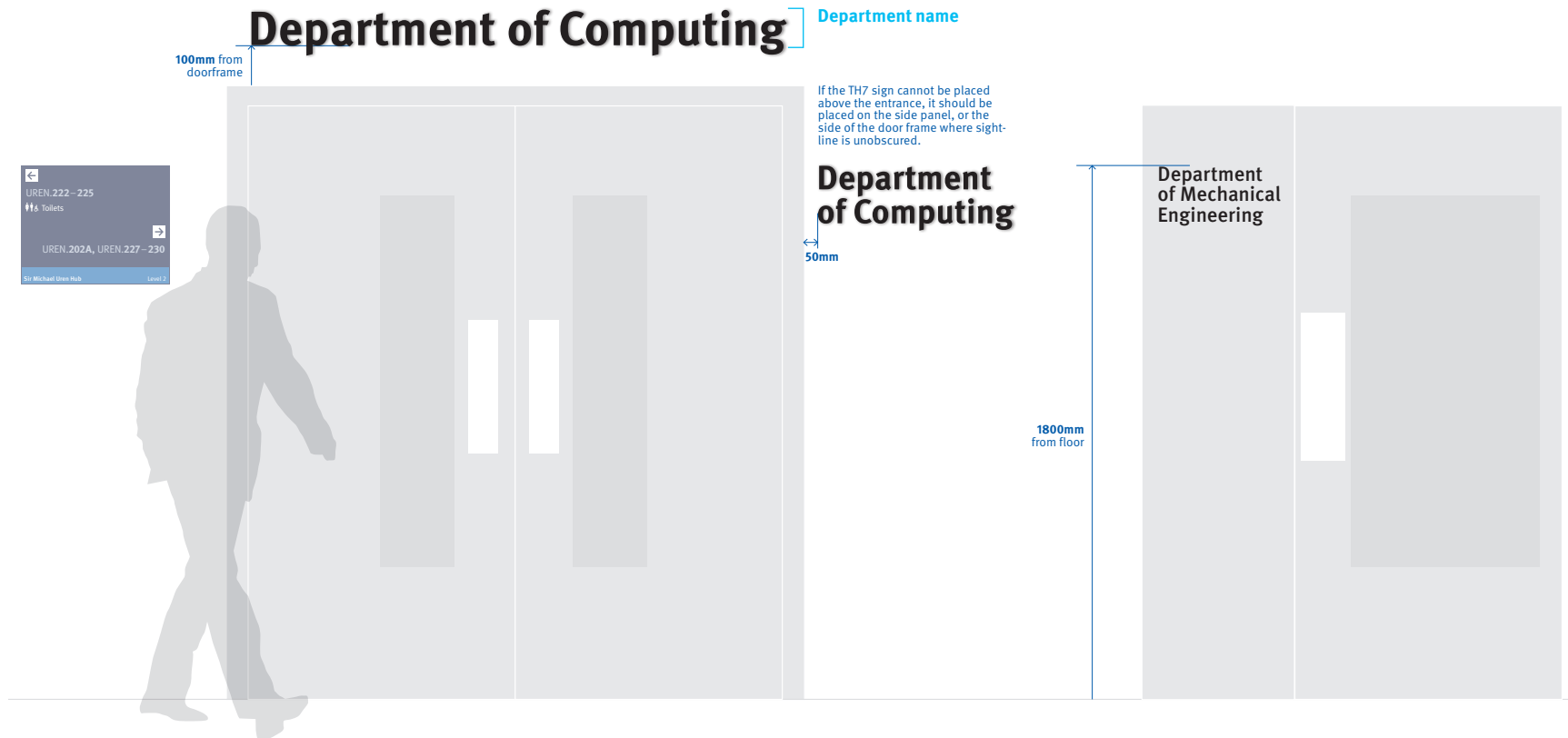
Location

At interior thresholds to departments. These are typically defined as areas where there is a high concentration of rooms belonging to a specific department. This is often a wing or level within a building.

Content

Department name.

Refer to Section 1.0 for wayfinding strategy guidance.



Graphic specifications

Building Name

Font: Meta Medium
Typesize: Variable, 120pt minimum
Leading: N/A
Alignment: N/A
Kerning: Optical
Colour: White or Navy

Note:

The colour used should offer the best contrast against the colour of background on which it is installed.

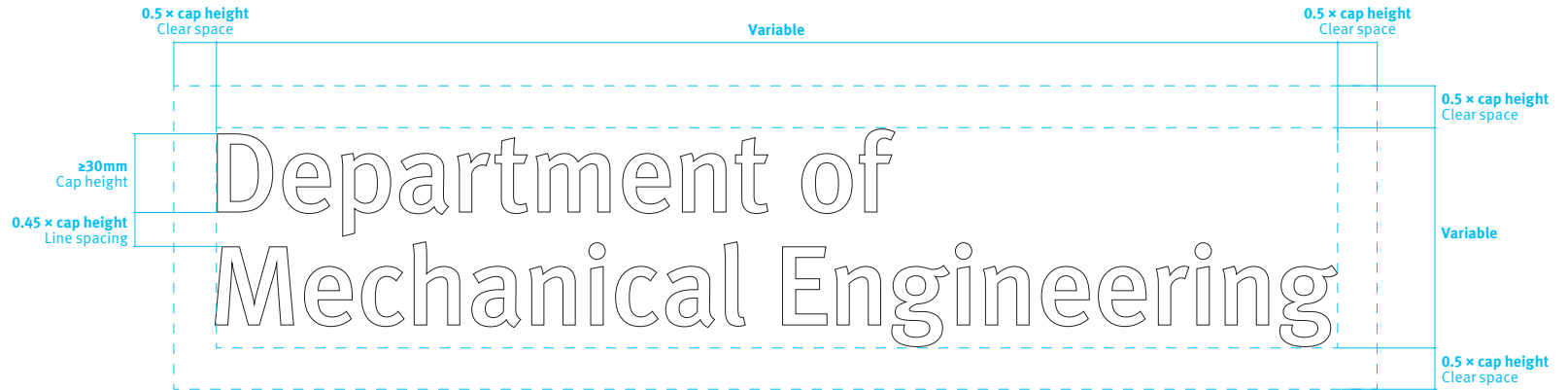
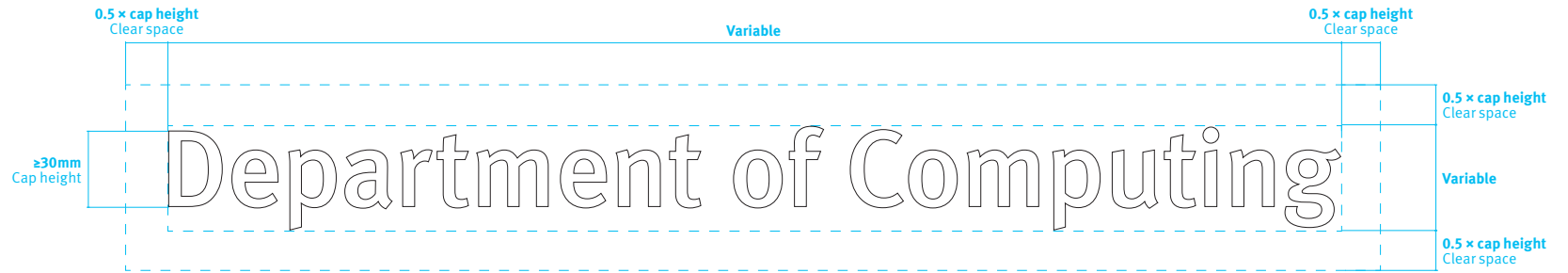
Colours

■ PMS 539 Navy

□ White

Product approach

10mm acrylic CNC flat-cut letters, sprayed with matt finish.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

EN1.1 Building Directory – Wall Mounted

Purpose

Provides a detailed list of front of house building occupants listed in alphabetical order. Address at top includes the building name and level number.

Location

At all front of house entrances to buildings and at, or close to, building thresholds on key circulation floors where buildings are connected. If a reception desk is present, the sign should be in close proximity.

Selecting a size

The size of the sign should be selected based on the amount of information required. To identify what size is required, a list of all front of house rooms in the building should be collated.

Small = 30 single lines max

Large = 60 single lines max

Alternatives

› EN2 can be used when a freestanding option is required.

Content guidance

Building directories include:

- Front of house destinations accessible to the public, students or staff
- Key back of house destinations which contractors may be required to locate e.g. catering

Building directories do not include:

- Meeting rooms
- Private offices that are not main points of contact for students, such as PhD offices
- Back of house rooms such as cleaner storage and risers

If the building is not used primarily by visitors or students, and a sole tenant occupies one floor, the tenant's name can be used in place of specific rooms or services.

Destinations are to be shown in alphabetical order followed by the room code and level. Where a single tenant per floor occurs, as mentioned above, a room number is not required.

Building directories are not required in halls of residence.

Building name

Front of house destinations and key back of house destinations in alphabetical order and their room and level number

Sherfield Building		Key destinations		3	
ROOM	LEVEL	ROOM	LEVEL		
1851 Royal Commission	SHE.423	4	Great Hall	SHE.283	2
Advancement	SHE.567	5	Great Hall Gallery	SHE.382	3
Blyth Music and Arts Centre	SHE.597	5	Imperial Enterprise Lab	SHE.292	2
Business School	SHE.143	1	Information and Communication Technologies Help Desk	SHE.484	4
Campus Services	SHE.345	3	International Student Support	SHE.382	3
Careers Service	SHE.597	5	Junior Common Room 11	SHE.293	2
Catering	SHE.141	1	Learning and Development Centre	SHE.505	5
Centre for Academic English	SHE.345	3	Phippard Lecture Theatre	SHE.586	5
Centre for Continuing Professional Development	SHE.458	4	Postdoc and Fellows Development Centre	SHE.581	5
Centre for Environmental Policy	SHE.147	1	Read Lecture Theatre	SHE.596	5
Centre for Languages, Culture and Communication	SHE.357	3	Registry	SHE.324	3
College Archives and CRU	SHE.479	4	Research Office	SHE.596	5
Communications	SHE.596	5	Safety Department	SHE.485	4
Director Campus Services	SHE.383	3	Security	SHE.168	1
Disability Campus Services	SHE.593	5	Seminar and Learning Centre (SALC)	SHE.567	5
Educational Development Unit	SHE.513	5	Senior Common Room 11	SHE.205	2
Equality and Diversity Unit	SHE.396	3	Sport Imperial	SHE.598	5
Estates and Campus Services Finance	SHE.567	5	Staff Unions	SHE.524	5
Estates Development and Projects	SHE.586	5	Student Counselling Service	SHE.413	4
Estates Facilities	SHE.543	5	Student Hub	SHE.313	3
Finance Division	SHE.321	3	Student Recruitment and Outreach	SHE.385	3
Fire Services	SHE.156	1	The Queen's Tower Rooms	SHE.141	1
Graduate School	SHE.385	3	White City Campus Development Team	SHE.568	5

Level number 100mm

EN3.1 Interior Campus Map – Wall Mounted Where co-located



2000mm from floor

EN1.1 Building Directory – Wall Mounted

Graphic specifications

1 Building Name Heading

Font: Meta Normal/Medium
Typesize: 120pt
Leading: 120pt
Alignment: Left
Kerning: Optical
Colour: White

2 Level

Font: Meta Normal
Typesize: 550pt
Leading: N/A
Alignment: Right
Kerning: Optical
Colour: White

3 Room Name and Details

Font: Meta Normal/Medium/Bold
Typesize: 60pt
Leading: 60pt
Alignment: Left/Right
Spacing after paragraph: 30pt
Kerning: Optical
Colour: White/Navy (20% tint)

Colours

- PMS 539 Navy
- PMS 293 Blue
- PMS 151 Tangerine
- White

Product approach

OPUS unit with digital print.

Small



Large



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

EN1.2 Building Directory – Freestanding

Purpose

Provides a detailed list of front of house building occupants listed in alphabetical order. Address at top includes the building name and level number.

Location

At all front of house entrances to buildings and at, or close to, building thresholds on key circulation floors where buildings are connected. If a reception desk is present, the sign should be in close proximity.

Refer to Section 1.0 for wayfinding strategy guidance.

Content

Building guides include:

- Front of house destinations accessible to the public or students
- Key back of house destinations which contractors may be required to locate e.g. catering

Building guides do not include:

- Meeting rooms
- Private offices that are not main points of contact for students, such as PhD offices
- Back of house rooms such as cleaner storage and risers

If the building is not used primarily by visitors or students, and a sole tenant occupies one floor, the tenant's names can be used in place of specific rooms or services.

Destinations are to be shown in alphabetical order followed by the room code and level. Where a single tenant per floor occurs as mentioned above, a room number is not required.

Building guides are not required in halls of residences.

Maximum number of single lines = 30

Alternatives

- › EN1 should be used before the EN2 option is considered

Building name

Skempton Building
Key destinations

3

Level number

Front of house destinations and key back of house destinations in alphabetical order

	ROOM	LEVEL
Centre for Infrastructure and Materials	SKP.200	2
Centre for Transport Studies	SKP.600	6
Civil & Environmental Engineering Workshops	SKP.100	1
Computing Laboratories	SKP.300	3
Concrete Durability Laboratory	SKP.100	1
Departmental Library	SKP.400	4
Departmental Operations Manager	SKP.400	4
Environmental & Water Resource Engineering Section	SKP.200	2
Environmental Engineering Laboratory	SKP.100	1
Faculty of Engineering IT Support	SKP.300	3
Finance Office	SKP.400	4
Fluid Mechanics Section	SKP.300	3
General Office & Postgraduate Office	SKP.100	1
Geotechnical Engineering Laboratories	SKP.500	5
Geotechnical Engineering Section	SKP.500	5
Head of Civil & Environmental Engineering Department	SKP.400	4
Hydrodynamics Laboratory	SKP.000	0
IITS Laboratory	SKP.200	2
Learning Centre	SKP.000	0
Munro Computing Laboratory	SKP.200	2
Main Lecture Theatre	SKP.100	1
Mechanical Engineering Students Workshop	SKP.100	1
Roger Perry Laboratory	SKP.500	5
Skempton Break Out Space	SKP.200	2
Skempton Reception	SKP.100	1
Structures Laboratory	SKP.100	1
Structures Section	SKP.400	4
Undergraduates Office	SKP.400	4
Wohl Reach Out Lab	SKP.100	1

Room and level number



EN1.2 Building Directory – Freestanding

Graphic specifications

1 Building Name Heading

Font: Meta Normal/Medium
Typesize: 120pt
Leading: 120pt
Alignment: Left
Space after paragraph: 20pt
Kerning: Optical
Colour: White

2 Level

Font: Meta Normal
Typesize: 550pt
Leading: N/A
Alignment: Right
Kerning: Optical
Colour: White

3 Room Name and Details

Font: Meta Normal/Medium/Bold
Typesize: 60pt
Leading: 60pt
Alignment: Left/Right
Space after paragraph: 30pt
Kerning: Optical
Colour: White/Navy (20% tint)

Colours

- PMS 539 Navy
- PMS 293 Blue
- PMS 151 Tangerine
- White

Product approach

To be reviewed by the approved sign supplier as part of the process of creating final production drawings.

ROOM	LEVEL
Centre for Infrastructure and Materials	SKP.200 2
Centre for Transport Studies	SKP.600 6
Civil & Environmental Engineering Workshops	SKP.100 1
Computing Laboratories	SKP.300 3
Concrete Durability Laboratory	SKP.100 1
Departmental Library	SKP.400 4
Departmental Operations Manager	SKP.400 4
Environmental & Water Resource Engineering Section	SKP.200 2
Environmental Engineering Laboratory	SKP.100 1
Faculty of Engineering IT Support	SKP.300 3
Finance Office	SKP.400 4
Fluid Mechanics Section	SKP.300 3
General Office & Postgraduate Office	SKP.100 1
Geotechnical Engineering Laboratories	SKP.500 5
Geotechnical Engineering Section	SKP.500 5
Head of Civil & Environmental Engineering Department	SKP.400 4
Hydrodynamics Laboratory	SKP.000 0
IITS Laboratory	SKP.200 2
Learning Centre	SKP.000 0
Munro Computing Laboratory	SKP.200 2
Main Lecture Theatre	SKP.100 1
Mechanical Engineering Students Workshop	SKP.100 1
Roger Perry Laboratory	SKP.500 5
Skempton Break Out Space	SKP.200 2
Skempton Reception	SKP.100 1
Structures Laboratory	SKP.100 1
Structures Section	SKP.400 4
Undergraduates Office	SKP.400 4
Wohl Reach Out Lab	SKP.100 1

Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

EN2 Reception Desk Identification

Purpose

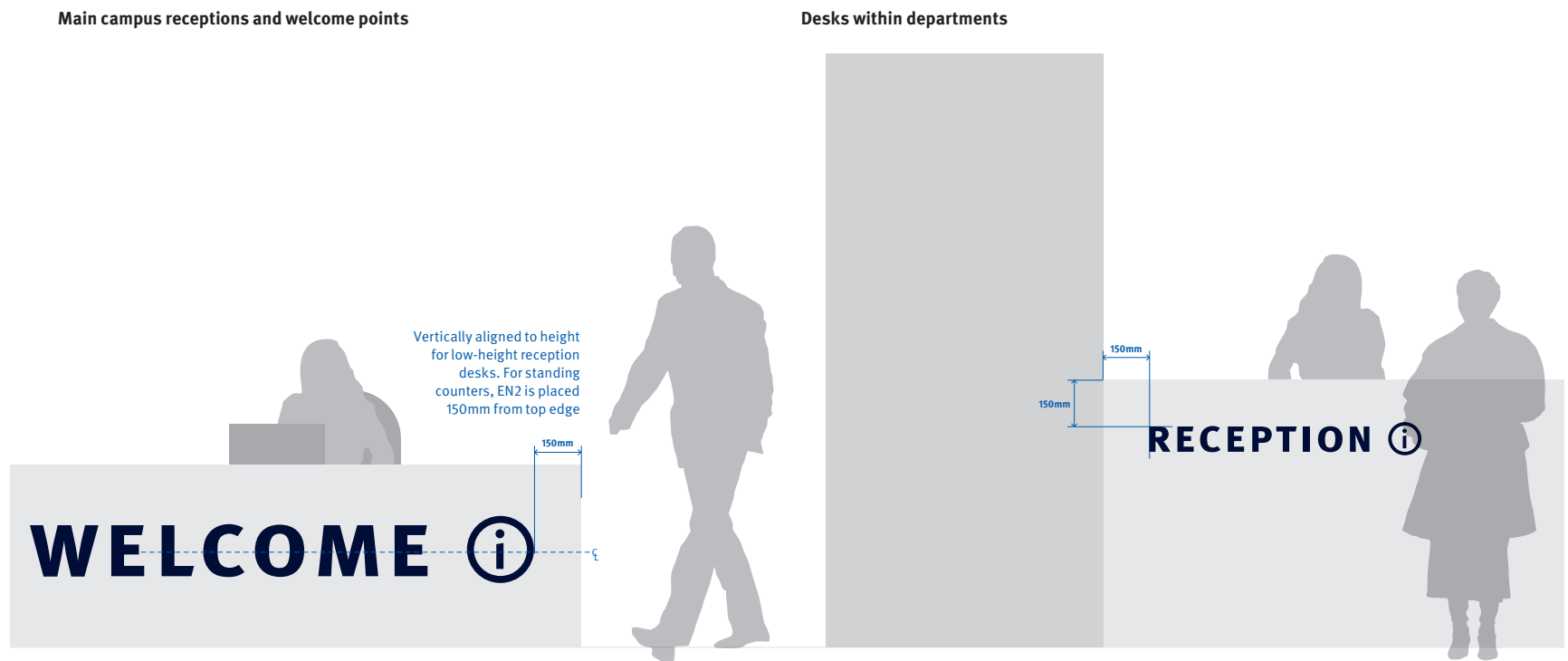
Confirms to people they have arrived and provides a welcoming tone of voice.

Location

On all main receptions, welcome points and department reception desks which have a defined reception counter.

Content guidance

On main campus receptions and welcome points, the text 'WELCOME' should be used. On desks which are located within departments, the message 'RECEPTION' should be used.



Graphic specifications

Lettering

Font: Meta Medium (small caps)
Typesize: N/A
Leading: N/A
Alignment: N/A
Tracking: 75
Colour: White or Navy

Note:

The colour used should offer the best contrast against the colour of background on which it is installed.

Colours

■ PMS 539 Navy

□ White

Product approach

High tac vinyl.

Main campus receptions and welcome points

WELCOME 

Variable to fit
≥150mm

Desks within departments

RECEPTION 

Variable to fit
≥90mm

Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

EN3.1 Interior Campus Map – Wall Mounted

Purpose

Provides campus information at key building entrances that are located at the periphery of the campus or are designated welcome points for visitors.

Location

At campus main receptions and welcome points. The sign should sit in close proximity to the building directory.

Refer to Section 1.0 for wayfinding strategy guidance.

Content

The header should state the campus name and the text 'Campus map'. The main panel includes the campus map and all relevant legends.

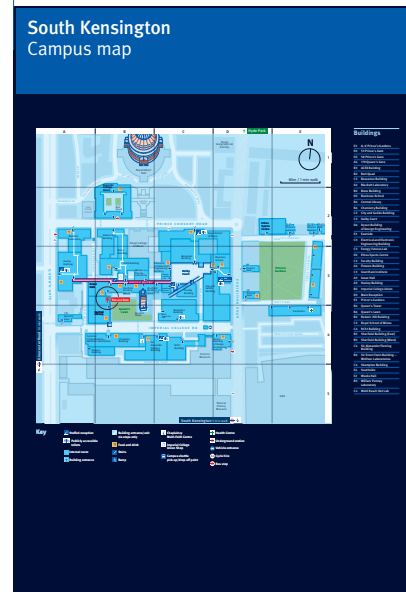
Alternatives

› EN3.1 should be used when possible. If there is insufficient wall space, an EN3.2 can be used.

EN1 Building Directory – Wall Mounted
Where co-located

Sherfield Building		Key destinations		3	
Room	Floor	Room	Floor	Room	Floor
1851 Royal Commission	SHF.423	4.	Great Hall	SHF.283	2
Advancement	SHF.567	5	Great Hall Gallery	SHF.382	3
Blyth Music and Arts Centre	SHF.597	5	Imperial Enterprise Lab	SHF.292	2
Business School	SHF.143	1	Information and Communication Technologies Help Desk	SHF.484	4
Campus Services	SHF.345	3	International Student Support	SHF.382	3
Careers Service	SHF.597	5	Junior Common Room	SHF.292	2
Catering	SHF.141	1	Learning and Development Centre	SHF.505	5
Centre for Academic English	SHF.345	3	Pippard Lecture Theatre	SHF.586	5
Centre for Continuing Professional Development	SHF.458	4	Postdoc and Fellows Development Centre	SHF.581	5
Centre for Environmental Policy	SHF.147	1	Read Lecture Theatre	SHF.596	5
Centre for Languages, Culture and Communication	SHF.357	3	Registry	SHF.324	3
College Archives and CRU	SHF.479	4	Research Office	SHF.596	5
Communications	SHF.596	5	Safety Department	SHF.485	4
Director Campus Services	SHF.589	5	Security	SHF.168	1
Disability Campus Services	SHF.593	5	Seminar and Learning Centre (SALC)	SHF.567	5
Educational Development Unit	SHF.513	5	Senior Common Room 11	SHF.205	2
Equality and Diversity Unit	SHF.396	3	Sport Imperial	SHF.598	5
Estates and Campus Services Finance	SHF.567	5	Staff Unions	SHF.524	5
Estates Development and Projects	SHF.586	5	Student Counselling Service	SHF.413	4
Estates Facilities	SHF.543	5	Student Hub	SHF.313	3
Finance Division	SHF.321	3	Student Recruitment and Outreach	SHF.385	3
Fire Services	SHF.156	1	The Queen's Tower Rooms	SHF.141	1
Graduate School	SHF.385	3	White City Campus Development Team	SHF.568	5

100mm



2000mm
from floor

EN3.1 Interior Campus Map – Wall Mounted

Graphic specifications

1 Building Name Heading

Font: Meta Normal/Medium
Typesize: 120pt
Leading: 120pt
Alignment: Left
Kerning: Optical
Colour: White

2 Building Index/Map Key

Font: Meta Medium/Bold
Typesize: 20pt
Leading: 24pt
Alignment: Left
Kerning: Optical
Colour: White

Colours

- PMS 539 Navy
- PMS 293 Blue
- White

Product approach

OPUS 14 with dibond panel, edge wrapped with matt laminate.
Magnetic and steel tape to rear.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

EN3.2 Interior Campus Map – Freestanding

Purpose

Provides campus information at key building entrances that are located at the periphery of the campus or are designated welcome points for visitors.

Location

At campus main receptions and welcome points. Should sit in close proximity to the building directory.

Refer to Section 1.0 for wayfinding strategy guidance.

Content

The header should state the campus name and the text 'Campus map'. The main panel includes the campus map and all relevant legends.

Alternatives

- ▶ EN3.1 should be used when possible, if there is insufficient wall space a EN3.2 can be used.

Campus name

Campus map and legend



EN3.2 Interior Campus Map – Freestanding

Graphic specifications

1 Building Name Heading

Font: Meta Normal/Medium
Typesize: 120pt
Leading: 120pt
Alignment: Left
Kerning: Optical
Colour: White

2 Building Index/Map Key

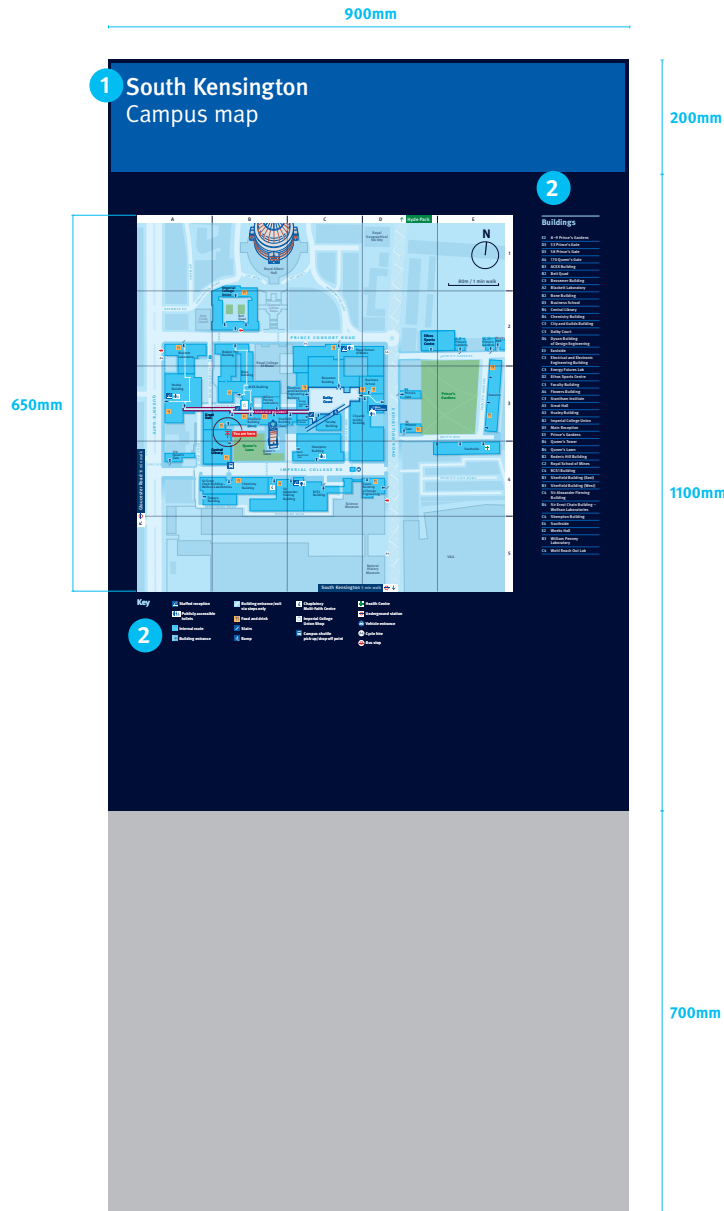
Font: Meta Medium/Bold
Typesize: 20pt
Leading: 24pt
Alignment: Left
Kerning: Optical
Colour: White

Colours

- PMS 539 Navy
- PMS 293 Blue
- White

Product approach

To be reviewed by the approved sign supplier as part of the process of creating final production drawings.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

VC1.1 Level Marker – Large

Purpose

Identifies the current level.

Location

In stairwells and open staircases at landing levels.

Content

Level number.



Graphic specifications

Level number

Font: Meta Normal
Typesize: 1300pt minimum
Leading: N/A
Tracking: N/A
Colour: White or Navy

Note:

The colour used should offer the best contrast against the colour of background on which it is installed.

Proportional lining figures used throughout.

Colours

■ PMS 539 Navy

□ White

Product approach

To be reviewed by the approved sign supplier as part of the process of creating final production drawings.



Variable
≥1300pt

Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

VC1.2 Level Marker

Purpose

Identifies the current level in lift lobbies.

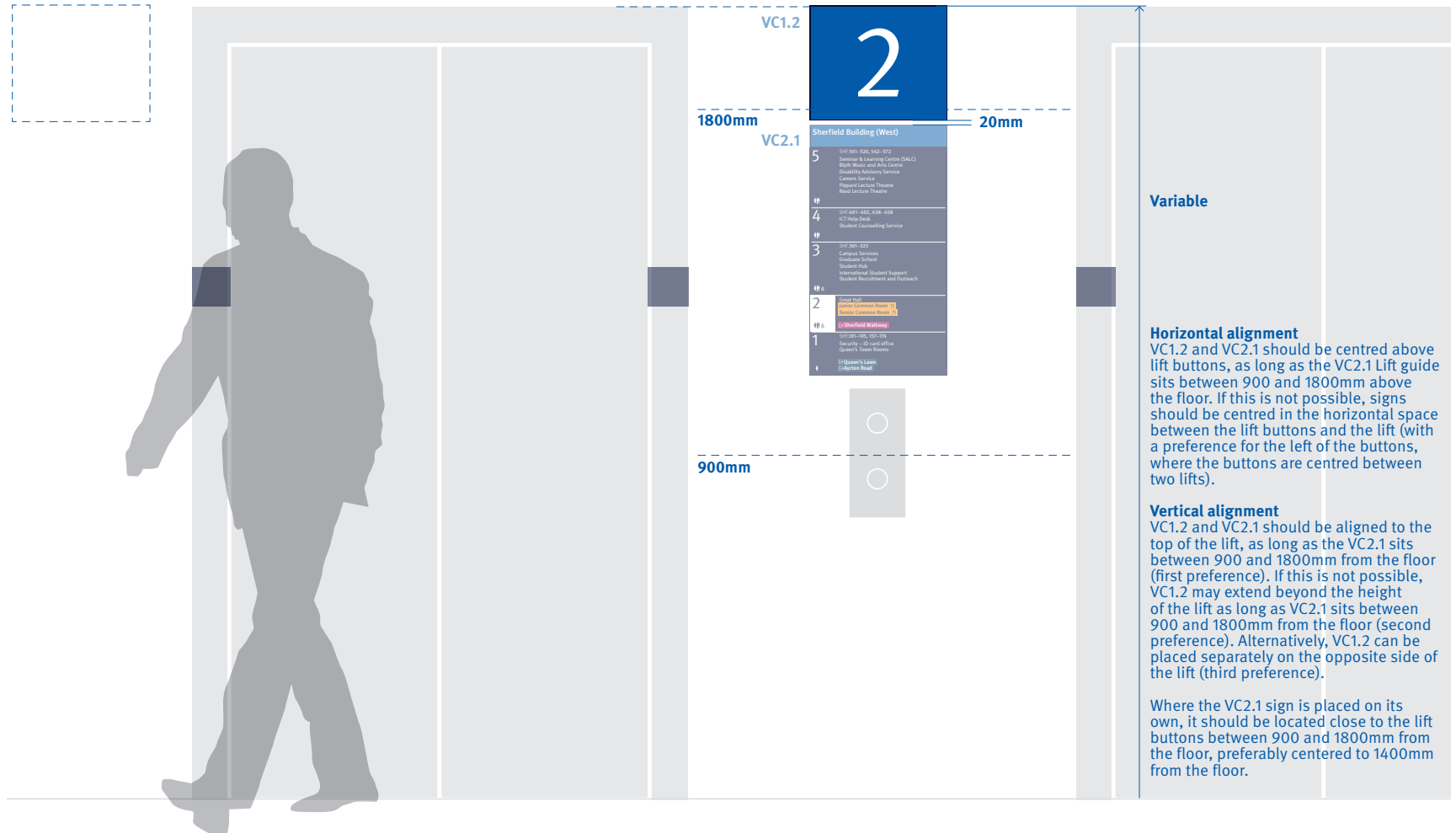
Location

Co-locate with VC2.1 where possible (see page 96).

If the lift lobby has a blank wall opposite the lift doors, then an additional VC1.2 should also be placed here too.

Content

Level number.






Graphic specifications

1 Level

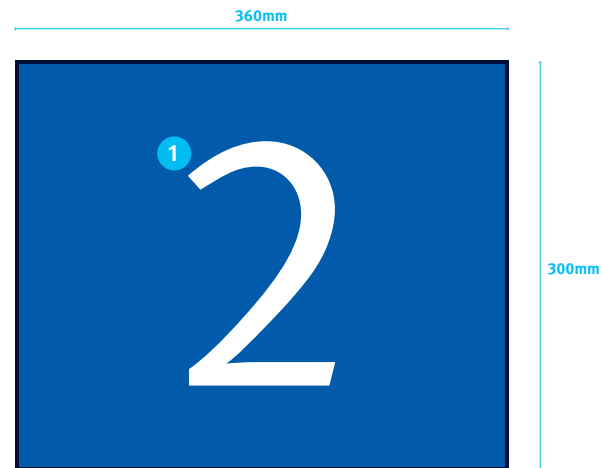
Font: Meta Normal
Typesize: 760pt
Leading: N/A
Alignment: Centred
Colour: White

Colours

-  PMS 539 Navy
-  PMS 293 Blue
-  White

Product approach

OPUS unit with digital print.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

VC2.1 Lift Guide – Standard

Purpose

The lift guide details all front of house room ranges, primary destinations, amenities, exits and building connections, by level.

Location

Both inside and outside lifts.

Outside lifts, generally one lift guide is required per two lifts, located side-by-side. This is dependent on sight lines and lift configuration. They should typically be located close to the lift call buttons, if space permits.

Content

Lift guides include the following:

- Room ranges
- Amenities
- Primary interior destinations
- Exits and connections to primary public spaces, for example, Sherfield Walkway
- Building connections

When identical toilet facilities are located on every level, these do not need to be shown.

Lift guides on the inside of lift cars should not have any level highlighted, and should not be grouped with a VC1.2 sign.

Refer to Section 1.0 for further guidance on selecting **primary interior destinations** and content strategy.

Content exceptions

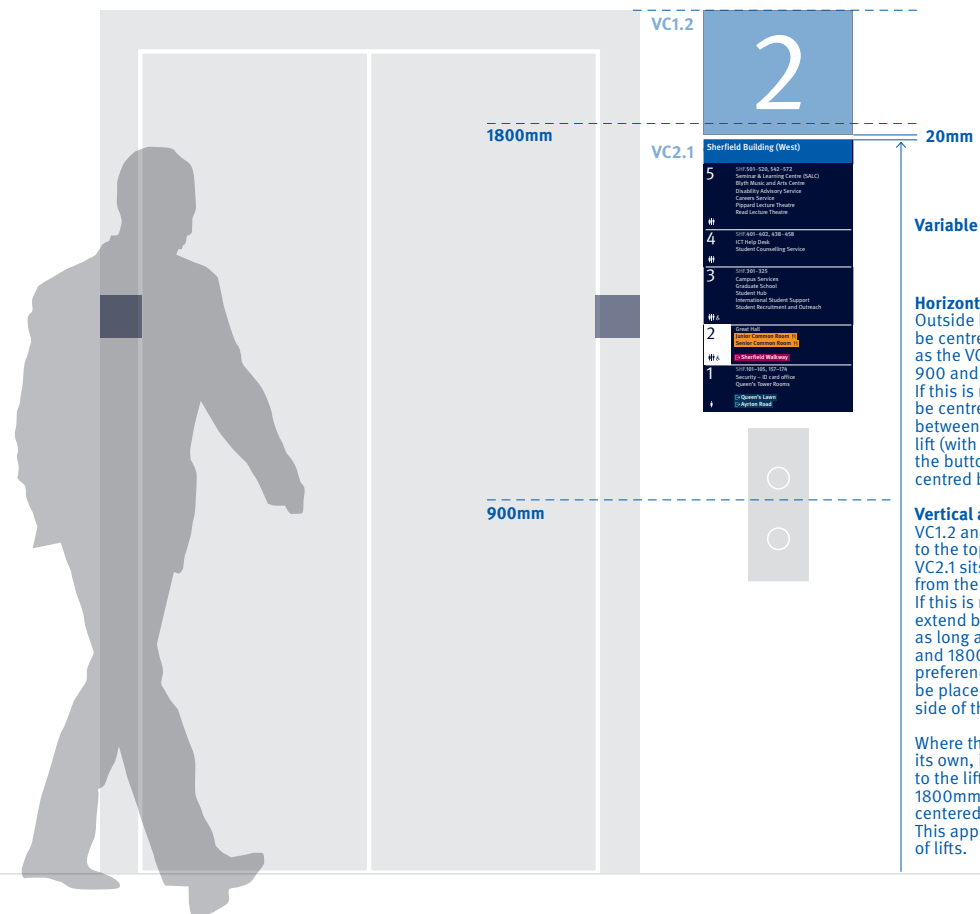
If the building is not used primarily by visitors or students, and a sole tenant occupies one floor, these become the primary interior destination and are shown on each floor, as well as other content listed above. This is typical at the White City Campus.

Alternatives

- › **VC2.2** can be used when mounting space is limited inside lifts.

Exceptions for halls of residence

The lift guide sign designs included in these guidelines are intended primarily for Imperial's academic and administrative buildings. In buildings such as halls of residence, a more flexible design approach can be adopted, which better reflects the less formal, residential setting. Designs should use Meta, Imperial's corporate typeface, and follow inclusive design guidance (see British Standards and inclusive design note, page ii) but can be developed bespoke for each site.



Horizontal alignment

Outside lifts, VC1.2 and VC2.1 should be centred above lift buttons, as long as the VC2.1 Lift Guide sits between 900 and 1800mm above the floor. If this is not possible, signs should be centred in the horizontal space between the lift buttons and the lift (with a preference for the left of the buttons, where the buttons are centred between two lifts).

Vertical alignment

VC1.2 and VC2.1 should be aligned to the top of the lift, as long as the VC2.1 sits between 900 and 1800mm from the floor (first preference). If this is not possible, VC1.2 may extend beyond the height of the lift as long as VC2.1 sits between 900 and 1800mm from the floor (second preference). Alternatively, VC1.2 can be placed separately on the opposite side of the lift (third preference).

Where the VC2.1 sign is placed on its own, it should be located close to the lift buttons between 900 and 1800mm from the floor, preferably centred to 1400mm from the floor. This applies both inside and outside of lifts.

Graphic specifications

1 Building Name

Font: Meta Medium
Typesize: 60pt
Leading: 60pt
Alignment: Left
Colour: White

2 Level

Font: Meta Normal
Typesize: 120pt
Leading: N/A
Alignment: Left
Tracking: 0

3 Room Range (per level)

Font: Meta Normal/Bold
Typesize: 40pt
Leading: 40pt
Alignment: Left
Space after paragraph: 8pt
Colour: Navy (20% tint)

4 Primary Interior Destination

Font: Meta Normal
Typesize: 40pt
Leading: 40pt
Alignment: Left
Space after paragraph: 8pt
Colour: White

5 Food and beverage

Font: Meta Medium
Typesize: 40pt
Leading: 40pt
Alignment: Left
Space after paragraph: 8pt
Text colour: Navy
Background colour: Tangerine

6 Exit


Font: Meta Medium
Typesize: 40pt
Leading: 40pt
Alignment: Left
Space after paragraph: 8pt
Text colour: White
Background colour: Navy (80% tint)

Note

See VC2.2 example for how to show connections to connected buildings in the Lift Guide.

Colours

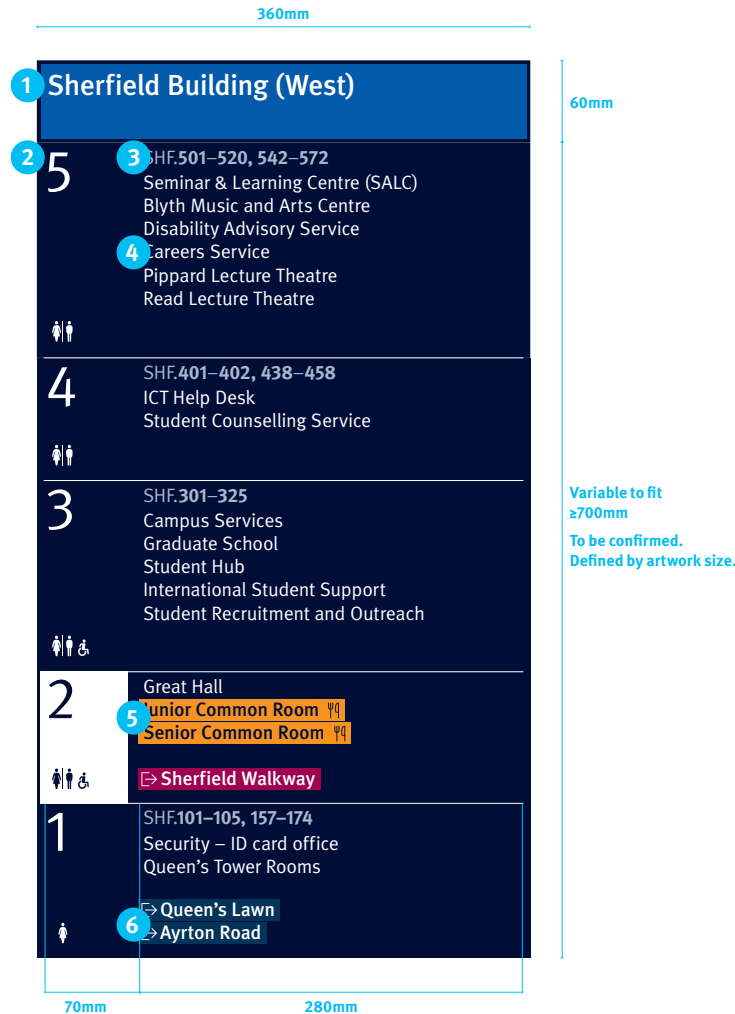
 PMS 539 Navy

 PMS 293 Blue

 White

Product approach

OPUS unit with digital print.



60mm

Variable to fit
≥700mm
To be confirmed.
Defined by artwork size.

Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

VC2.2 Lift Guide – Small

Purpose

To provide level information inside of lifts. When space is restricted inside of lifts this sign should be used instead of VC2.1.

Location

This sign can be used in lift cars or at lift lobbies when space is restricted and a VC2.1 will not fit.

One lift guide should be placed on the inside of all lifts. They should typically be located close to the lift call button, if space permits.

Content

Lift guides include the following:

- Room ranges
- Amenities e.g. lifts, stairs, toilets and water fountains
- Primary interior destinations
- Exits and connections to key building landmarks such as Sherfield Walkway
- Building connections (interior)

When identical toilet facilities are located on every level, these do not need to be shown.

Lift guides on the inside of lift cars should not have any level highlighted.

Refer to Section 1.0 for further guidance on selecting **primary interior destinations** and content strategy.

Content exceptions

Content should be identical for signs used in both inside lift cars and at lift lobbies.

However, if space is restricted then all content listed above should be included except for primary interior destinations.

Refer to Section 1.0 for further guidance on selecting **primary interior destinations** and content strategy.

Alternatives

› VC2.1 is the standard lift guide and should be used in lift lobbies and inside lifts where possible.



Graphic specifications

1 Building Name

Font: Meta Medium
Typesize: 60pt
Leading: 60pt
Alignment: Left
Colour: White

2 Level

Font: Meta Normal
Typesize: 120pt
Leading: N/A
Alignment: Left
Colour: White/Navy

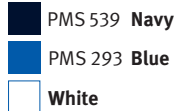
3 Room Range (per level)

Font: Meta Normal/Bold
Typesize: 40pt
Leading: 40pt
Alignment: Left
Space after paragraph: 8pt
Colour: Navy (20% tint)

4 Building Connections/Exit

Font: Meta Medium
Typesize: 40pt
Leading: 40pt
Alignment: Left
Space after paragraph: 8pt
Colour: White/Navy
Background colour: Navy (80% tint)

Colours

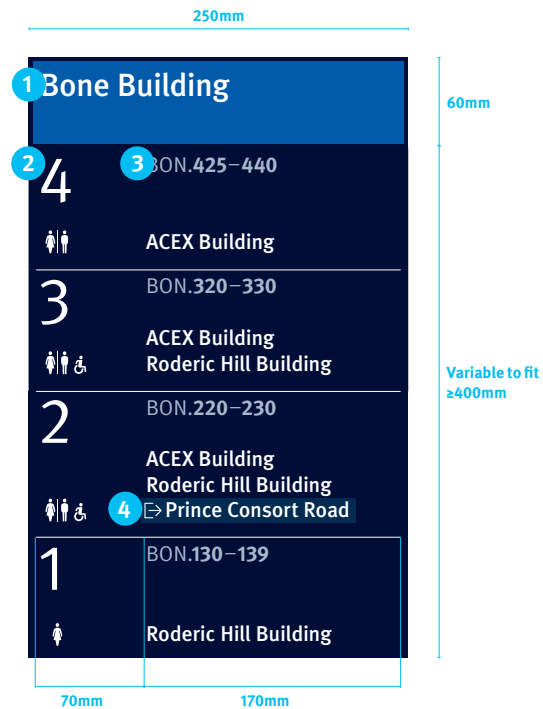


Note

See VC2.1 example for how to show food & beverage and primary interior destinations in the Lift Guide.

Product approach

OPUS unit with digital print.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

VC3 Lift Jamb Level Marker

Purpose

To help people identify the current level when in the lift or lift lobbies.

Location

To be located on both sides of the lift doors. Where possible, the level number should be on the face of the lift jamb that is visible to users exiting the lift (i.e. located so that the sign face showing the number is perpendicular to the lift doors). The sign is intended as a right-angle that fits round the return of the lift jamb. Where this is not possible, the sign can be a flat panel located on the jamb or adjacent wall perpendicular to the lift doors





Graphic specifications

1 Level

Font: Meta Normal
Typesize: 220pt
Leading: N/A
Alignment: Centred
Colour: White

Colours

-  PMS 539 Navy
-  White

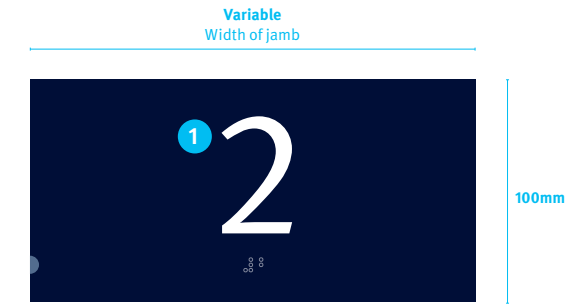
Product approach

To be reviewed by the approved sign supplier as part of the process of creating final production drawings.

Lift frames with jamb and return



Lift frames with jamb only



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

VC4 Interior Lift Button Highlighter

Purpose

Highlights exit levels in lift cars to help eliminate confusion particularly on sloped sites such as South Kensington.

Location

Around the exit level buttons in all front of house passenger lift cars.

Content

All buildings should highlight the 'Way out'. In buildings at South Kensington that have access to the Sherfield Walkway, this access level should also be highlighted.




Graphic specifications

1 Exit Message

Font: Meta Medium
Preferred typesize: 26pt
Preferred leading: 26pt
Alignment: Left/Right/Centred
Colour: White

Colours

 PMS 539 Navy

 PMS 221 Raspberry

 White

Product approach

Vinyl with digital print.

Variable to fit
Preferred width: 85mm



Variable to fit
Preferred width 45mm



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

Purpose

Provides users with directional information in building interiors. Please select a sign size based on amount of lines and number of directions required.

Location

At primary and secondary decision points along a users journey. Refer to Section 1.0 for wayfinding strategy guidance.

Content

Directional signs should direct to the following:

- Room ranges
- Amenities e.g. lifts, stairs and toilets
- Primary interior destinations
- Exits
- At South Kensington, Sherfield Walkway (when there is direct access and from internal connecting routes from Blackett Laboratory and Roderic Hill Building)

Only room ranges and primary destinations on the floor the sign is located on, are directed to. There may be certain

circumstances where it feels natural to direct to a primary destination from another level. For example at the top of stairs.

Room ranges should start and end with only front of house rooms. If there is a gap or a group of back of house rooms, such as risers, for more than 10 numbers, then the range should be separated with a comma. For example, HUX.410–430, 445–448.

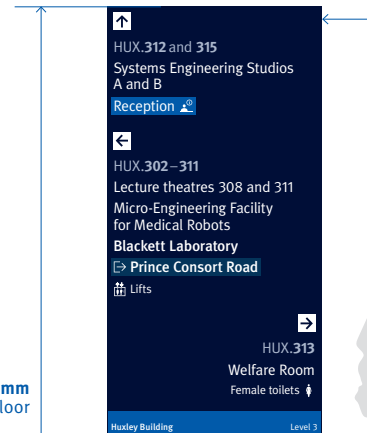
Refer to Section 1.0 for further directional content guidance.

Exceptions for halls of residence

The directional sign designs included in these guidelines are intended primarily for Imperial's academic and administrative buildings. In buildings such as halls of residence, a more flexible design approach can be adopted, which better reflects the less formal, residential setting. Designs should use Meta, Imperial's corporate typeface, and follow inclusive design guidance (see British Standards and inclusive design note, page ii) but can be developed bespoke for each site.

1800mm
from floor

100mm minimum
from corner of wall

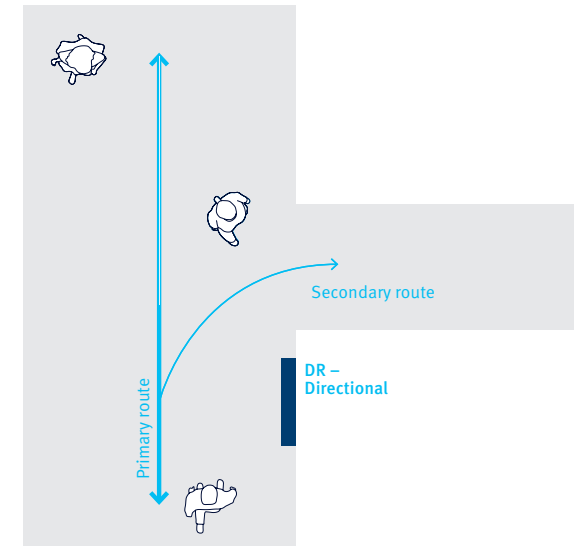
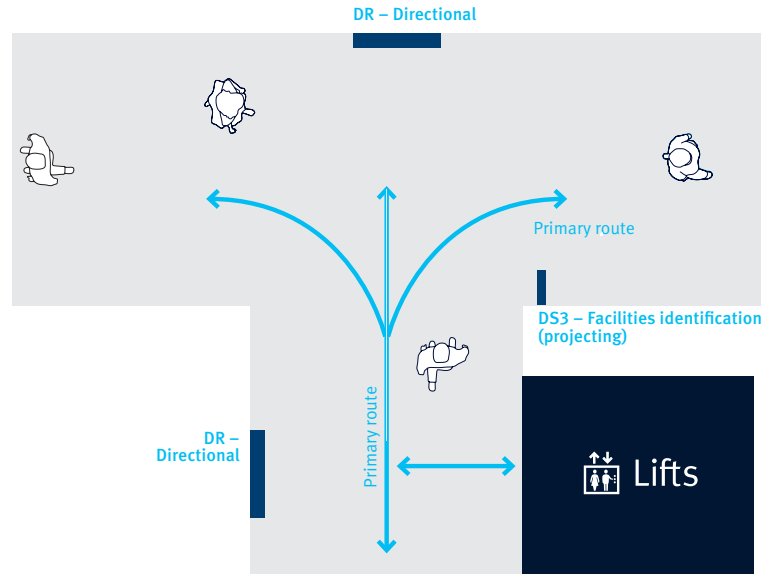


Directional sign placement guidance

Directional information should be placed in locations perpendicular to the path of travel.

Buildings are complex places and the optimal location for signs may not always be possible. This should be assessed on a case by case basis.

Refer to Section 1.0 for wayfinding strategy guidance.



DR1.1 **DR1.2** **DR1.3** Directional

Graphic specifications

1 Room Code

Font: Meta Normal/Bold
Typesize: 100pt
Leading: 110pt
Alignment: Left/Right
Space after paragraph: 30pt
Colour: Navy (20% tint)

2 Directional Content

Font: Meta Normal
Typesize: 100pt
Leading: 110pt
Alignment: Left/Right
Space after paragraph: 30pt
Colour: White

3 Reception/Exit Destination

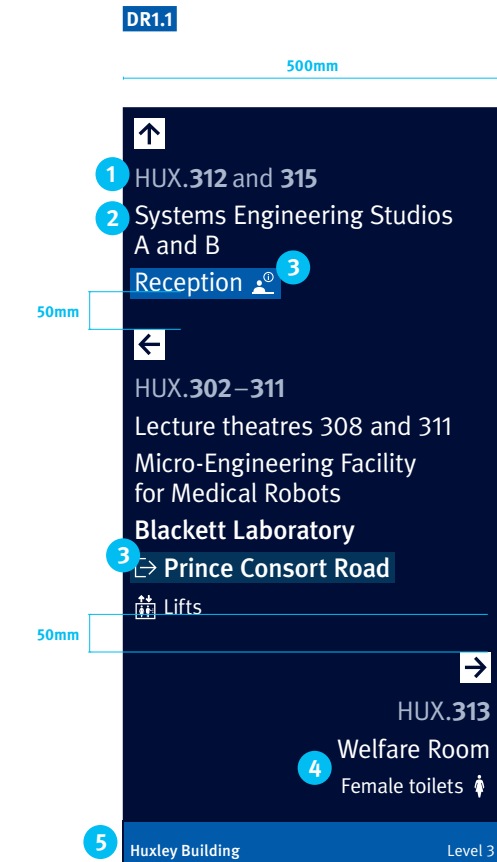
Font: Meta Normal/Medium
Typesize: 100pt
Leading: 110pt
Alignment: Left/Right
Space after paragraph: 30pt
Colour: White
Reception background colour: Blue
Exit background colour: Navy (80% tint)

4 Amenity

Font: Meta Normal
Typesize: 80pt
Leading: 110pt
Alignment: Left/Right
Space after paragraph: 30pt
Colour: White

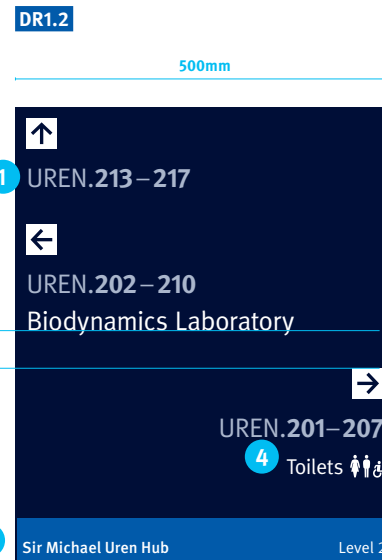
5 Building Name and Level

Font: Meta Normal/Medium
Typesize: 60pt
Leading: 60pt
Alignment: Left
Colour: White



940mm

60mm



540mm

60mm



340mm

60mm

Colours

- PMS 539 Navy
- PMS 293 Blue
- White

Product approach

OPUS unit with digital print.

Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

NU1 Directional – External

Purpose

Provides users with directional information.

Location

At external decision points on campus where additional nudges are required.

Content

Directional information typically directing to primary public spaces and primary common amenities. However, should also be used to direct to buildings or entrances that are hidden from view and require extra directional support.

Refer to Section 1.0 for wayfinding strategy guidance.



Graphic specifications

1 Directional Content

Font: Meta Medium
Typesize: 240pt
Leading: 240pt
Alignment: Left
Colour: White

Colours

 PMS 539 Navy

 White

Product approach

High resolution digital print onto vinyl, mounted to 3mm Dilite.



Purpose

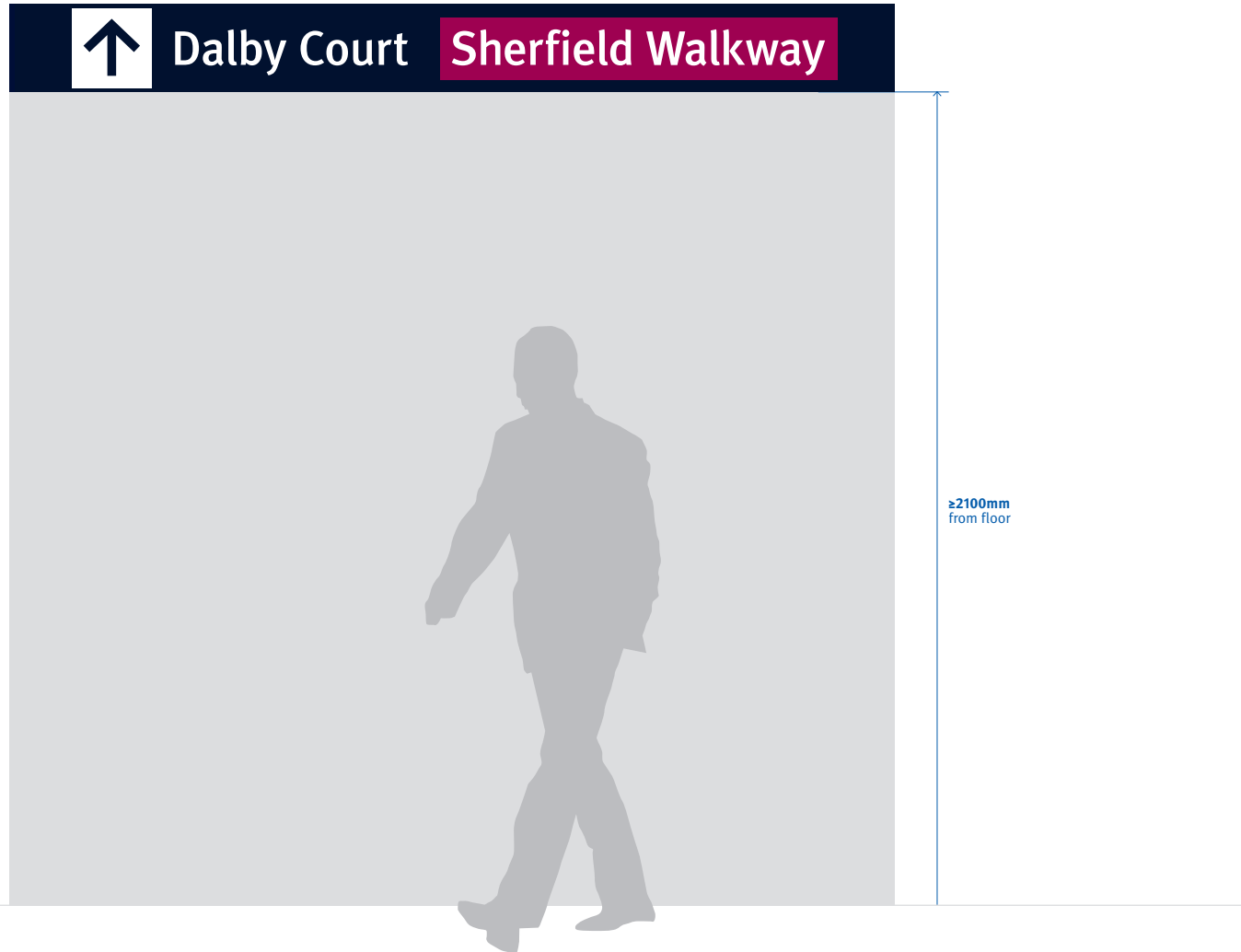
To nudge people to primary public spaces and primary common amenities.

Location

At bespoke locations such as above threshold openings. These are typically required when additional directional nudges are needed because of complex architecture. Refer to Section 1.0 for wayfinding strategy guidance.

Content

Directional information to primary public spaces and primary common amenities. Refer to Section 1.0 for wayfinding strategy guidance.




Graphic specifications

1 Directional Content

Font: Meta Medium
Typesize: 288pt minimum
Leading: N/A
Alignment: Left
Colour: White

Colours

 PMS 539 Navy

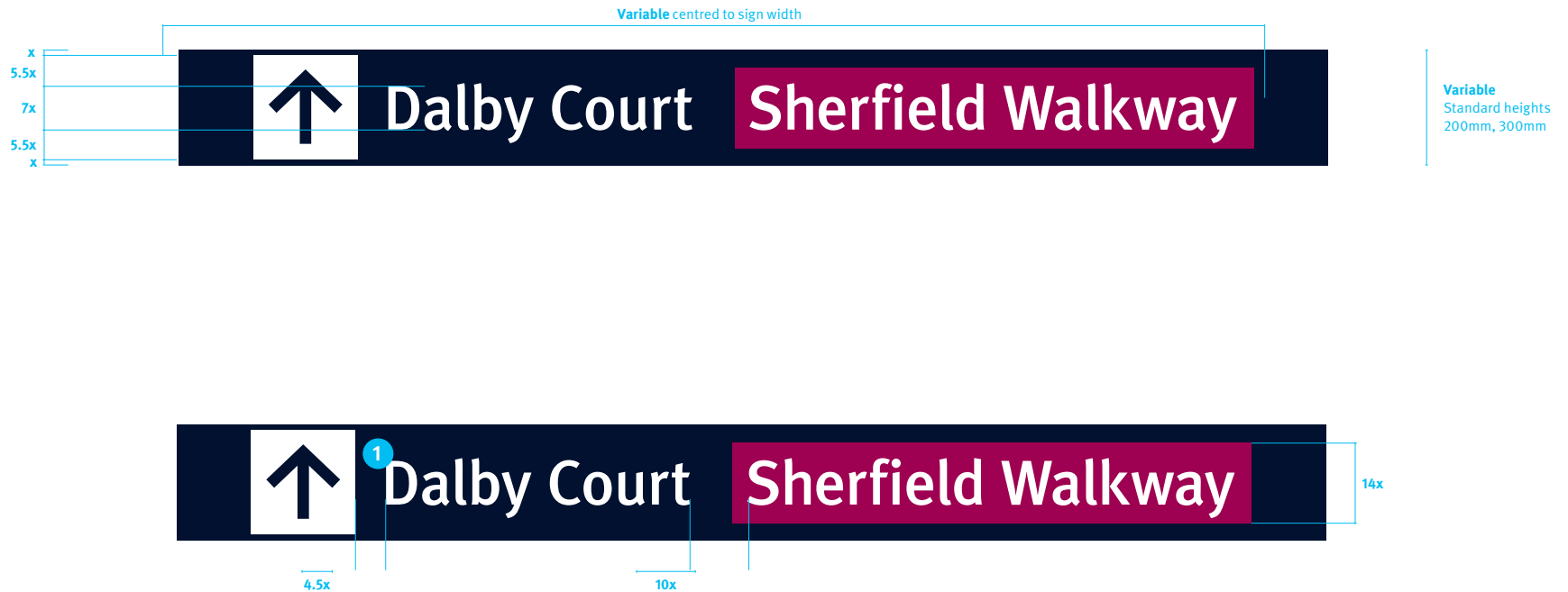
 PMS 221 Raspberry

 White

Product approach

3mm Dibond sign with high resolution full colour digital print to vinyl, matt laminate and edge wrapped. CNC flat-cut letters powder coated and bonded to panel.

VHB tape to rear and mechanical fixings where required.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

DS1.1 Door Sign – Back of House

Purpose

Identifies back of house utility rooms.

Location

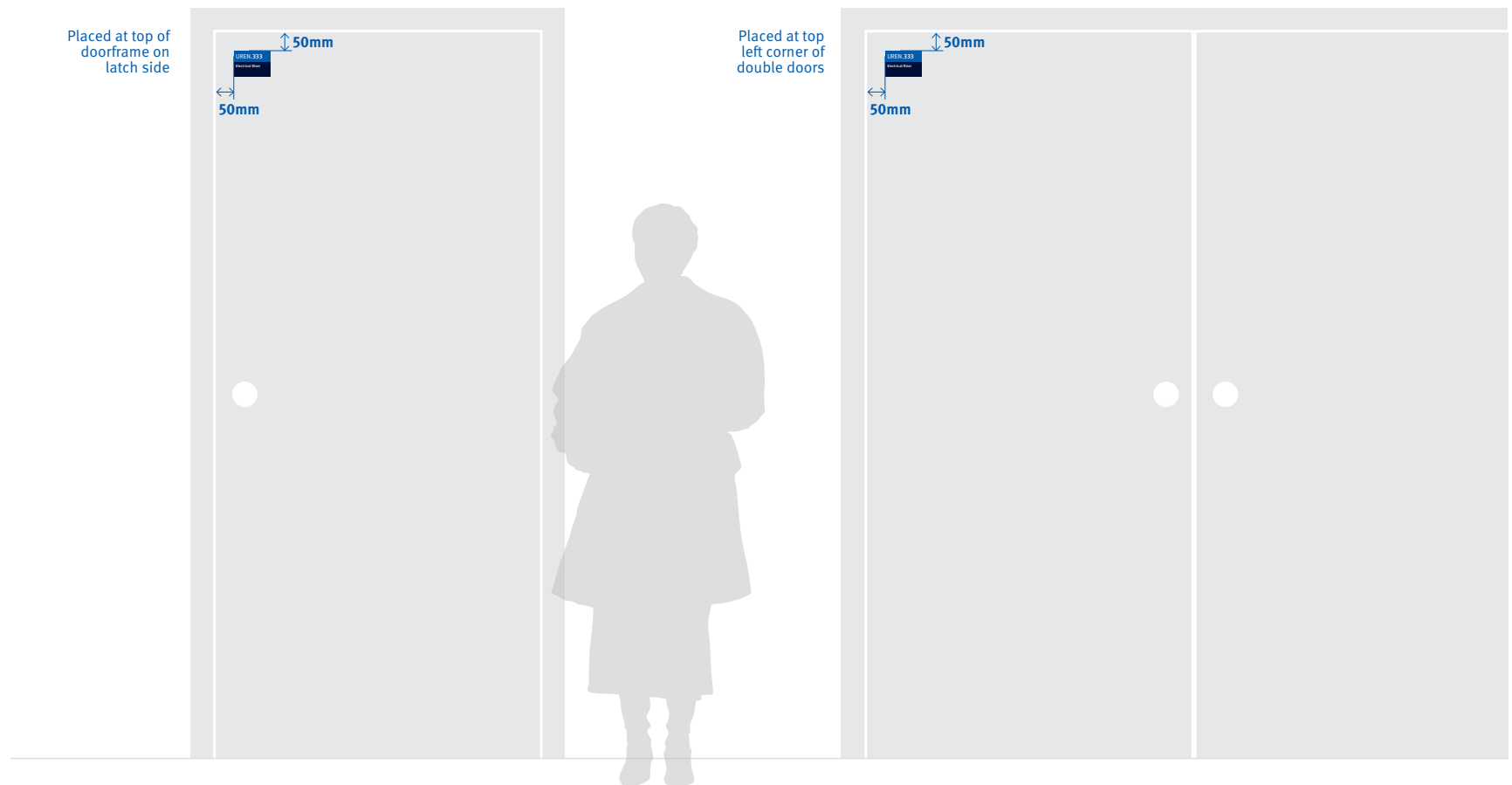
On cupboard doors, or doors for the following rooms only:

- Risers
- Plant rooms
- Storage cupboards (when identification is required)

When there are double doors, the sign should be placed on the left hand side door.

Content

Displays the room code and room name.



DS1.1 Door Sign – Back of House

Graphic specifications


1 Room Code

Font: Meta Normal/Medium
Typesize: 50pt
Leading: N/A
Alignment: Left
Colour: White

2 Back of House Room Name

Font: Meta Medium
Typesize: 30pt
Leading: 34pt
Alignment: Left
Colour: White

Colours

 PMS 539 Navy

 PMS 293 Blue

 White

Product approach

MSS door sign with screen printed detail.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

DS1.2A DS1.2B Door Sign – Standard

Purpose

Identifies front of house rooms.

Location

On front of house doors that do not require changeable information. These are typically the following:

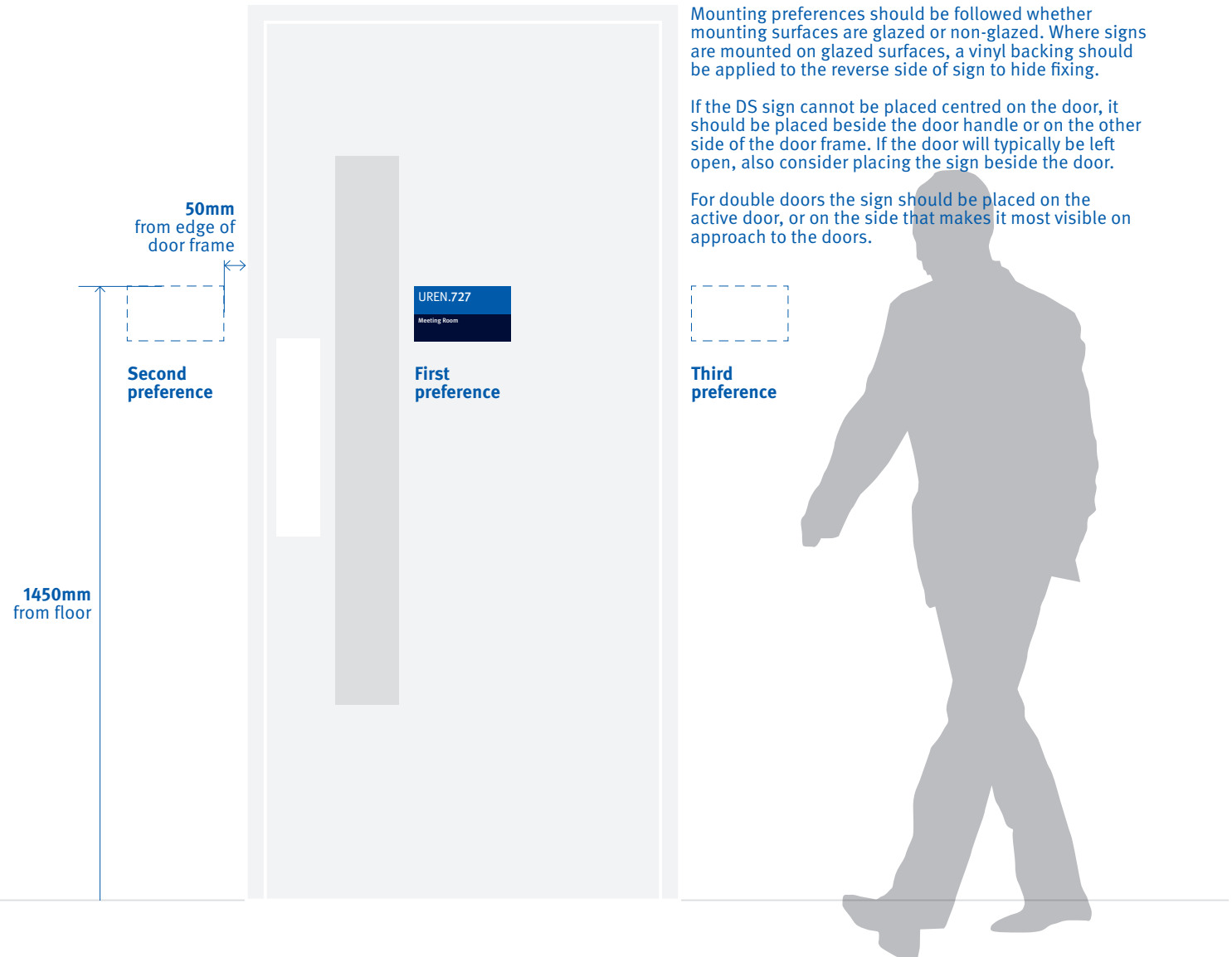
- 1–2 occupant offices
- Teaching rooms
- Meeting rooms

Content

Displays the room code and room name. Type B (shown on following page) should be used for personal offices.

Exceptions for halls of residence

The door sign designs included in these guidelines are intended primarily for Imperial's academic and administrative buildings. In buildings such as halls of residence, a more flexible design approach can be adopted, which better reflects the less formal, residential setting. Designs should use Meta, Imperial's corporate typeface, and follow inclusive design guidance (see British Standards and inclusive design note, page ii) but can be developed bespoke for each site.



Mounting preferences should be followed whether mounting surfaces are glazed or non-glazed. Where signs are mounted on glazed surfaces, a vinyl backing should be applied to the reverse side of sign to hide fixing.

If the DS sign cannot be placed centred on the door, it should be placed beside the door handle or on the other side of the door frame. If the door will typically be left open, also consider placing the sign beside the door.

For double doors the sign should be placed on the active door, or on the side that makes it most visible on approach to the doors.

DS1.2A DS1.2B Door Sign – Standard

Graphic specifications

1 Room Code

Font: Meta Normal/Medium
Typesize: 80pt
Alignment: Left
Colour: White

2 Room Name

Font: Meta Medium
Typesize: 40pt
Leading: 44pt
Alignment: Left
Colour: White

Colours

 PMS 539 Navy

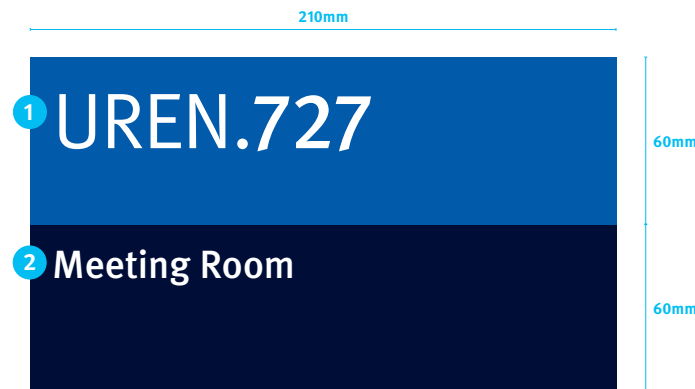
 PMS 293 Blue

 White

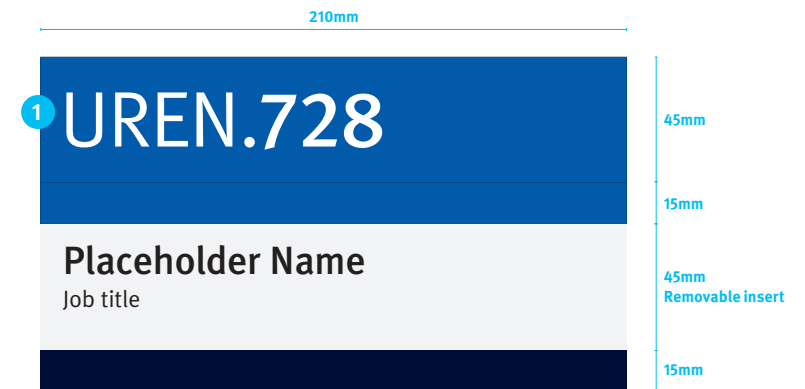
Product approach

MSS door sign with screen printed detail, to include an option removable insert.

DS1.2A With permanent panel



DS1.2B With changeable insert



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

DS1.3A DS1.3B Door Sign – Changeable A5

Purpose

Identifies front of house rooms where changeable information is required.

Location

On front of house doors that require additional space for temporary or frequently updated information. These are typically:

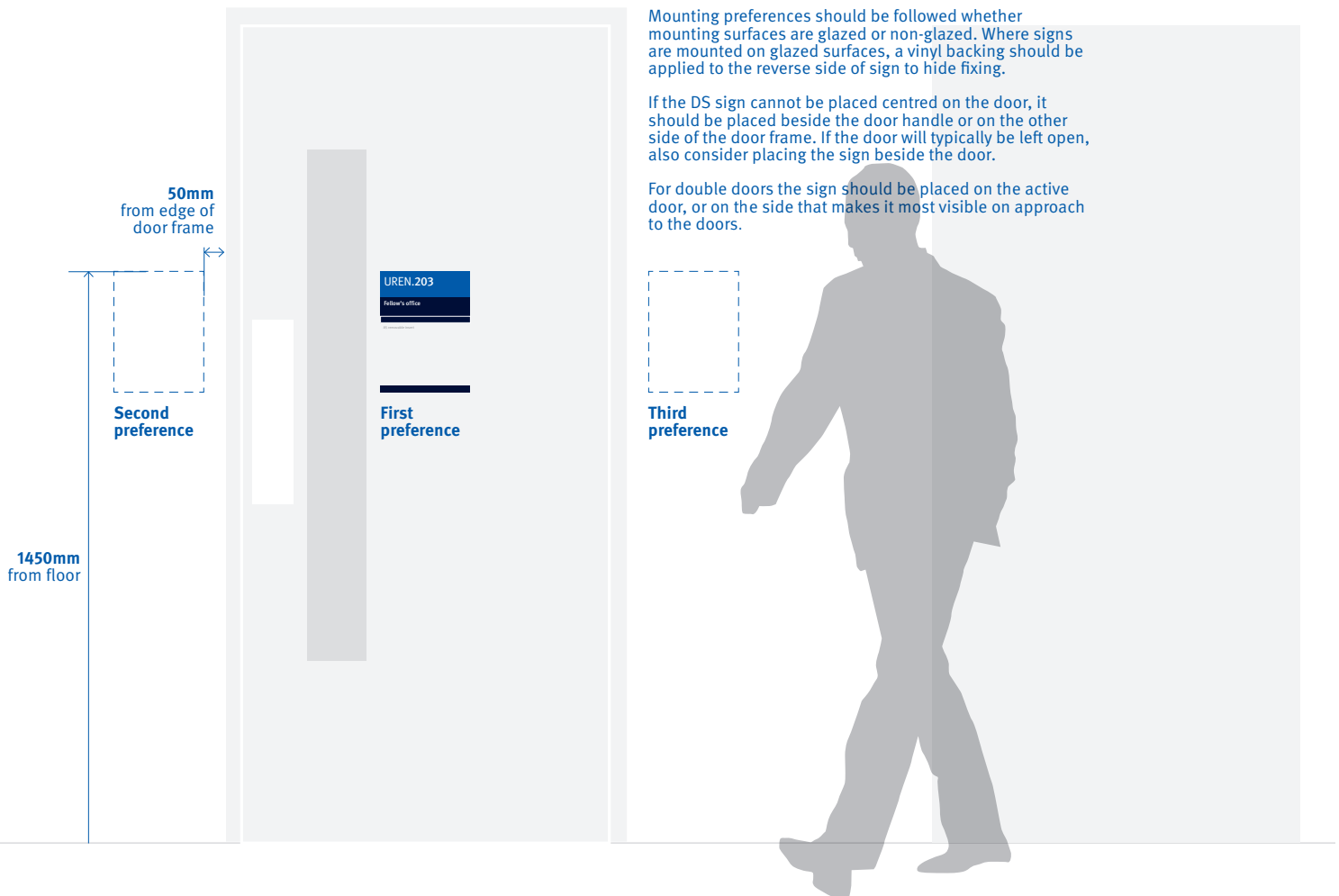
- Offices with 3 or more people that require names to be displayed

Content

Displays the room code, room name and A5 changeable paper sleeve.

The department name should also be included on department specific offices as shown on the following page.

Contact the Department of Communications and Public affairs to request the A5 paper insert template.



Graphic specifications

1 Room Code

Font: Meta Normal/Medium
Typesize: 80pt
Alignment: Left
Colour: White


2 Department Name (optional)


Font: Meta Normal
Typesize: 24pt
Leading: 24pt
Alignment: Left
Colour: White

3 Room Name

Font: Meta Medium
Typesize: 40pt
Leading: 40pt
Alignment: Left
Colour: White

Colours

 PMS 539 Navy

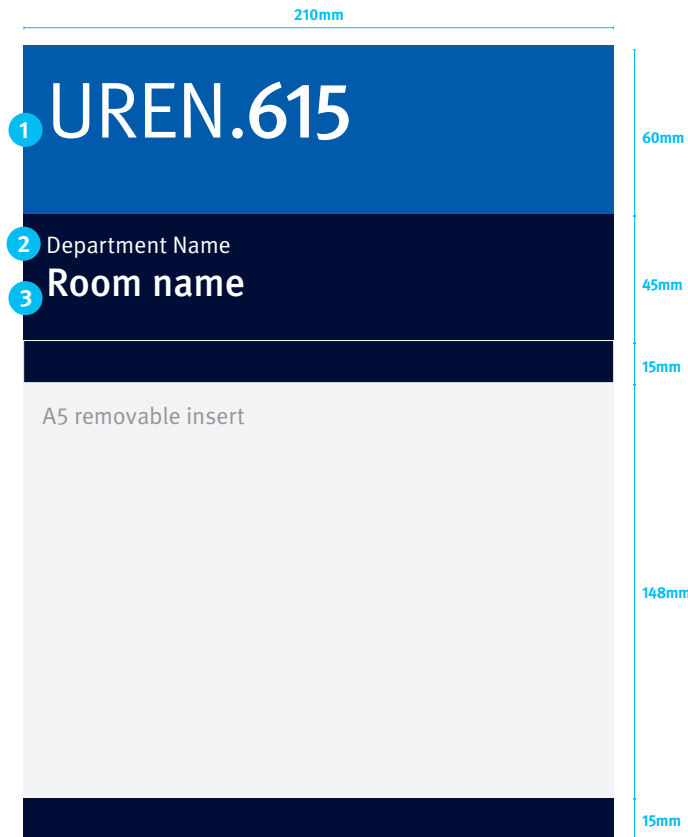
 PMS 293 Blue

 White

Product approach

MSS door sign with screen printed detail, to include an A5 removable insert.

DS1.3A With permanent panel



DS1.3B Without permanent panel



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

DS1.4A DS1.4B Door Sign – Primary Destination

Purpose

Identifies rooms that are primary interior destinations.

Location

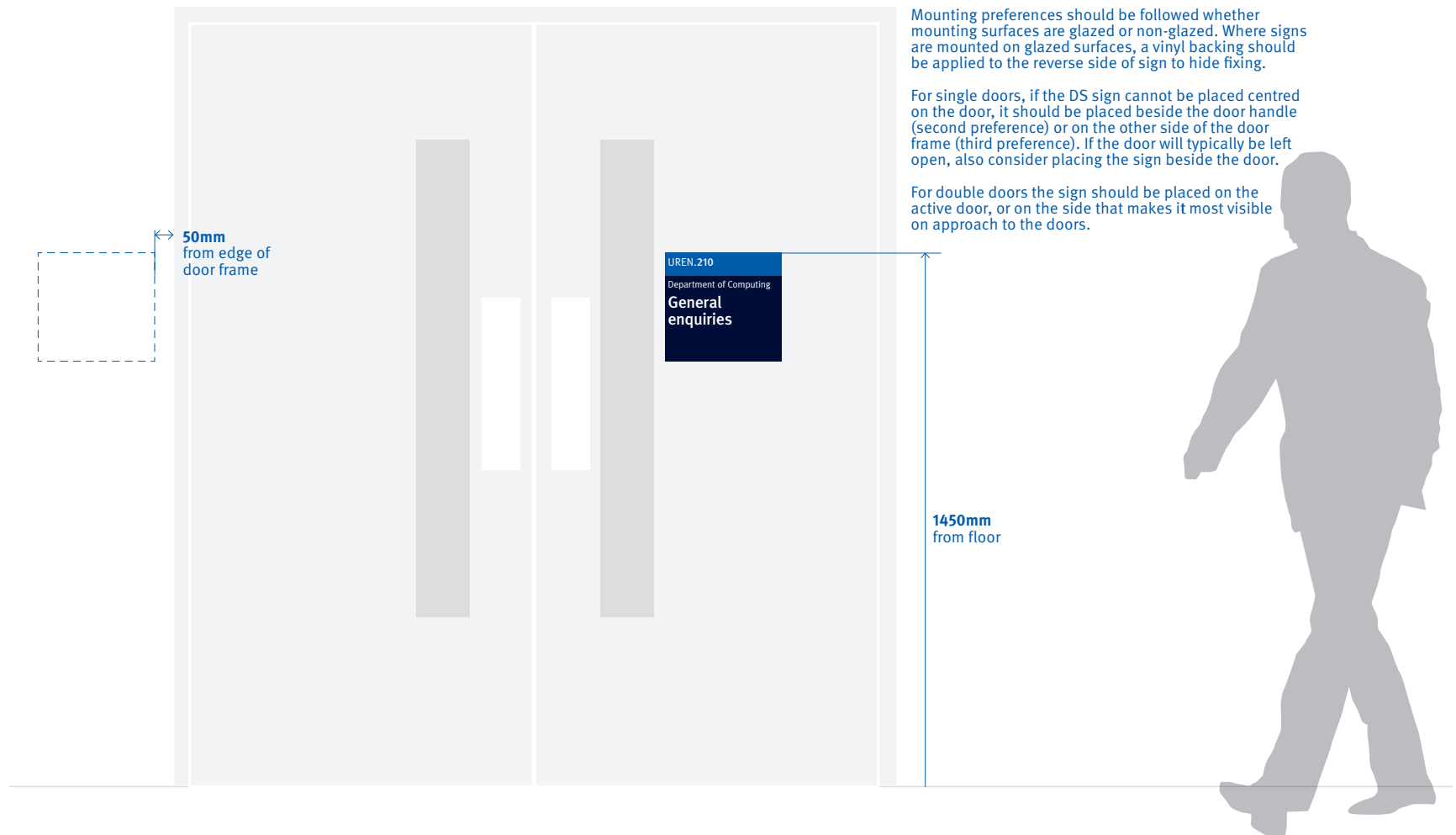
On doors to rooms that have been identified as a **primary interior destination**. Refer to Section 1.0 for wayfinding strategy guidance.

This sign can also be used in circumstances where a more visually prominent sign is required. For example, in an open plan laboratory that requires identification.

Content

Displays the room code and room name.

Department name should be used for **primary interior destinations** that are department specific such as in this example.



DS1.4A DS1.4B Door Sign – Primary Destination

Graphic specifications

1 Room Code

Font: Meta Normal/Medium
Typesize: 80pt
Leading: N/A
Alignment: Left
Colour: White


2 Department Name (optional)


Font: Meta Medium
Typesize: 70pt
Leading: 70pt
Alignment: Left
Space after paragraph: 30pt
Colour: White

3 Primary Interior Destination

Font: Meta Medium
Typesize: 120pt
Leading: 120pt
Alignment: Left
Colour: White

Colours

 PMS 539 Navy

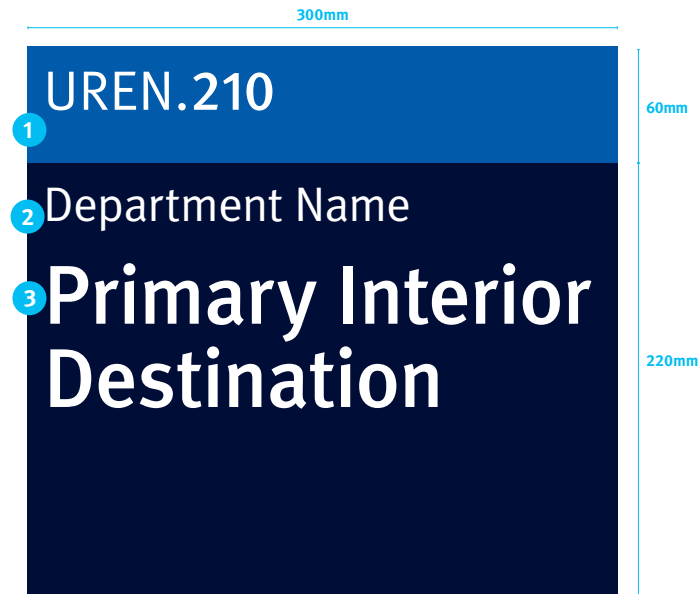
 PMS 293 Blue

 White

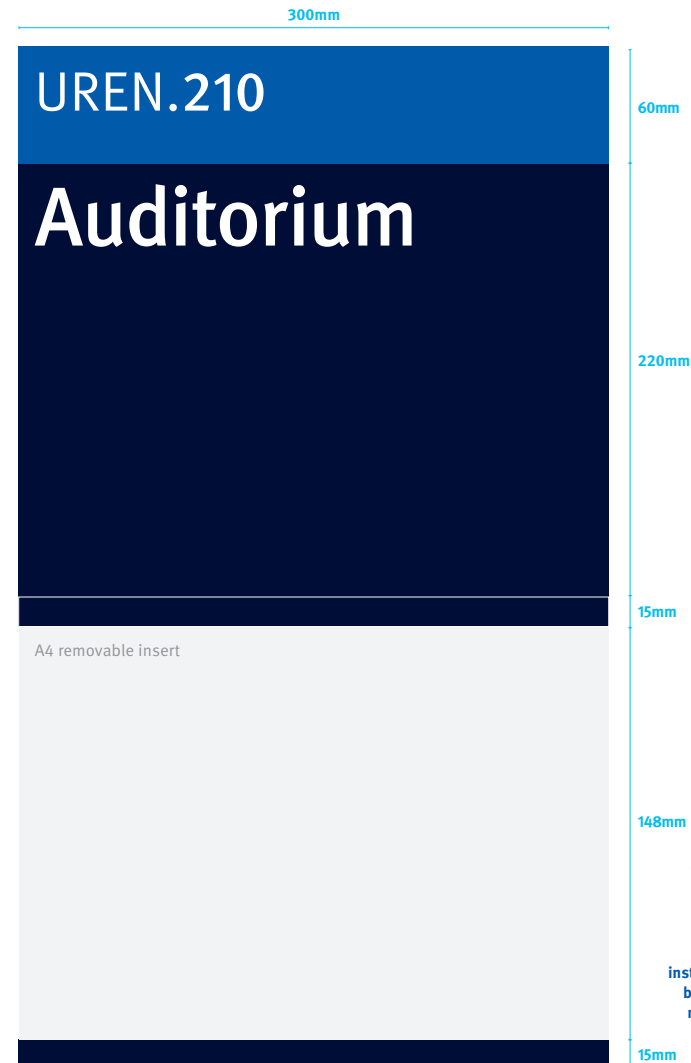
Product approach

MSS door sign with screen printed detail, to include an optional A4 removable insert.

DS1.4A Standard



DS1.4B With A4 changeable insert



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

DS1.5A DS1.5B Door Sign – Laboratory

Purpose

Identifies spaces that require regulatory information to be displayed.

Location

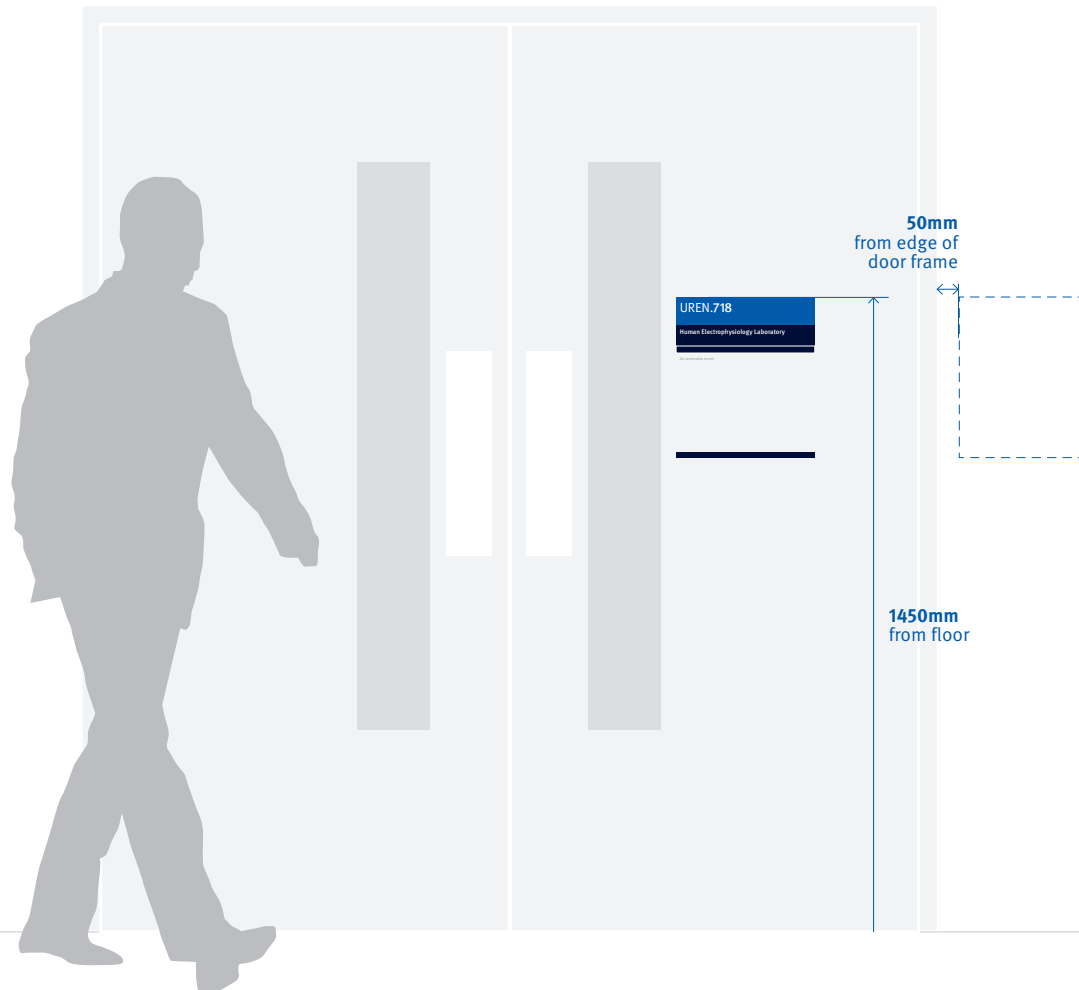
On rooms that contain hazardous materials and have access restrictions, typically laboratories.

Content

Displays the room code, room name and A4 changeable paper sleeve.

Paper insert to typically be used for COSHH symbols, College access level colour, names of users with access.

Contact the Department of Communications and Public affairs to request the A4 paper insert template.



Mounting preferences should be followed whether mounting surfaces are glazed or non-glazed. Where signs are mounted on glazed surfaces, a vinyl backing should be applied to the reverse side of sign to hide fixing.

For single doors, if the DS sign cannot be placed centred on the door, it should be placed beside the door handle (second preference) or on the other side of the door frame (third preference). If the door will typically be left open, also consider placing the sign beside the door.

For double doors the sign should be placed on the active door, or on the side that makes it most visible on approach to the doors.

DS1.5A DS1.5B Door Sign – Laboratory

Graphic specifications


1 Room Code


Font: Meta Normal/Medium
Typesize: 80pt
Leading: N/A
Alignment: Left
Colour: White

2 Room Name

Font: Meta Medium
Typesize: 40pt
Leading: 40pt
Alignment: Left
Colour: White

Colours

 PMS 539 Navy

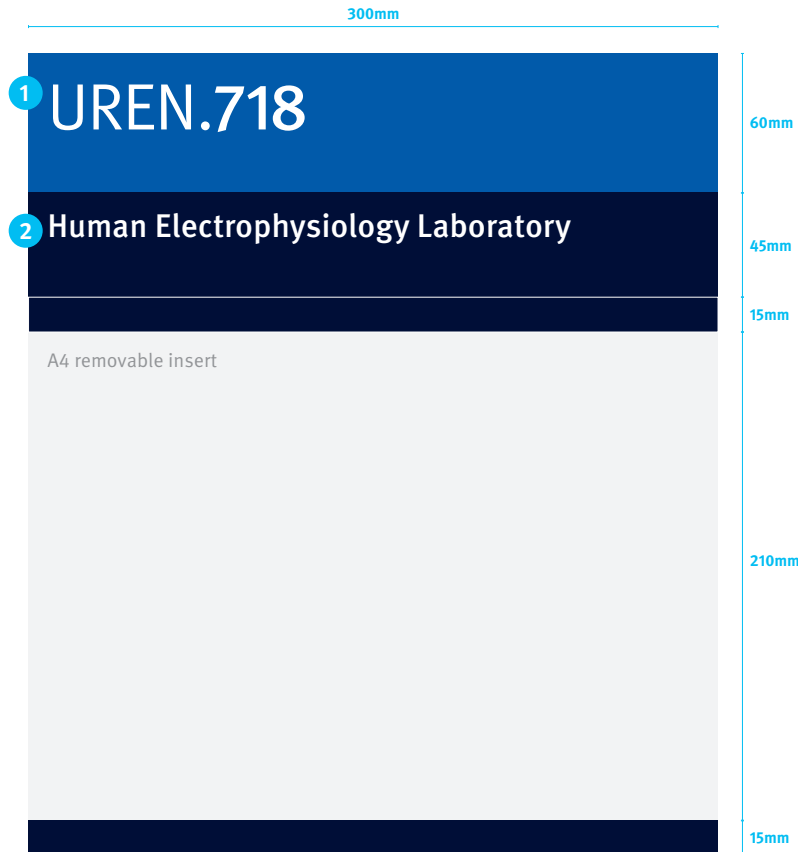
 PMS 293 Blue

 White

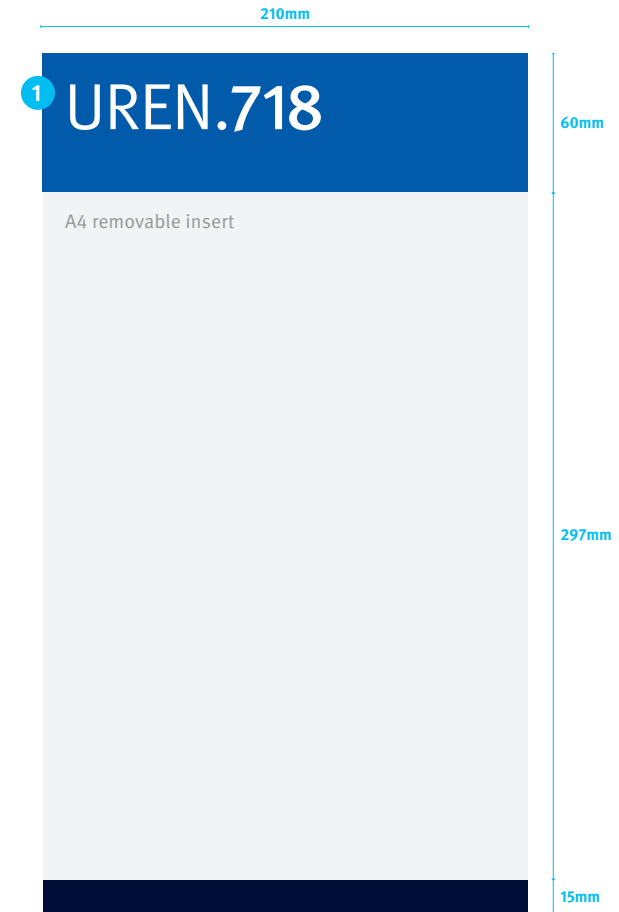
Product approach

MSS door sign with screen printed detail, to include an A4 removable insert.

DS1.5A With landscape A4 changeable insert and permanent panel



DS1.5B With portrait A4 changeable insert and without permanent panel



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

DS2 Door Sign – Toilet

Purpose

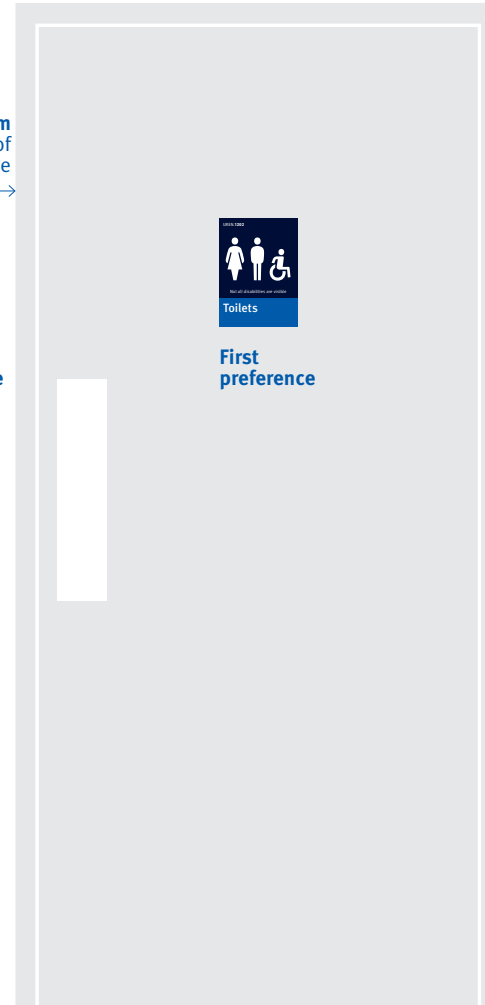
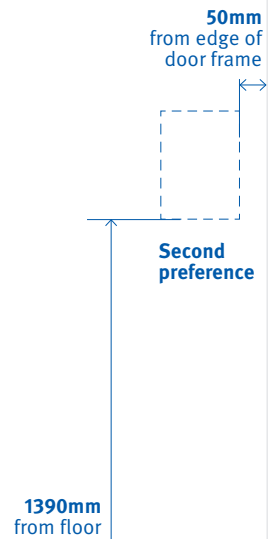
Identifies toilet facilities.

Location

On the outside of toilet facilities. These are not required on individual cubicle doors unless it has a specific use, for example it is wheelchair accessible.

Content

Displays the room code, toilet icon (specific to each facility) and facility name.



If the DS sign cannot be placed on the door, it should be placed beside the door handle, or on the other side of the door frame.



Graphic specifications

1 Room Code

Font: Meta Normal/Bold
Typesize: 24pt
Leading: N/A
Alignment: Left
Colour: White




2 Disability message

Font: Meta Normal
Typesize: 24pt
Tracking: +15
Alignment: Centre
Colour: White

3 Internal Facility Name

Font: Meta Medium
Typesize: 65pt
Tracking: +20
Alignment: Left
Colour: White

Colours

-  PMS 539 Navy
-  PMS 293 Blue
-  White

Product approach

MSS door sign with screen-printed detail.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

DS3 Facility Identification – Projecting

Purpose

Identifies toilet facilities, lecture theatres, lifts and drinking fountains that have restricted sight lines, for example down corridors.

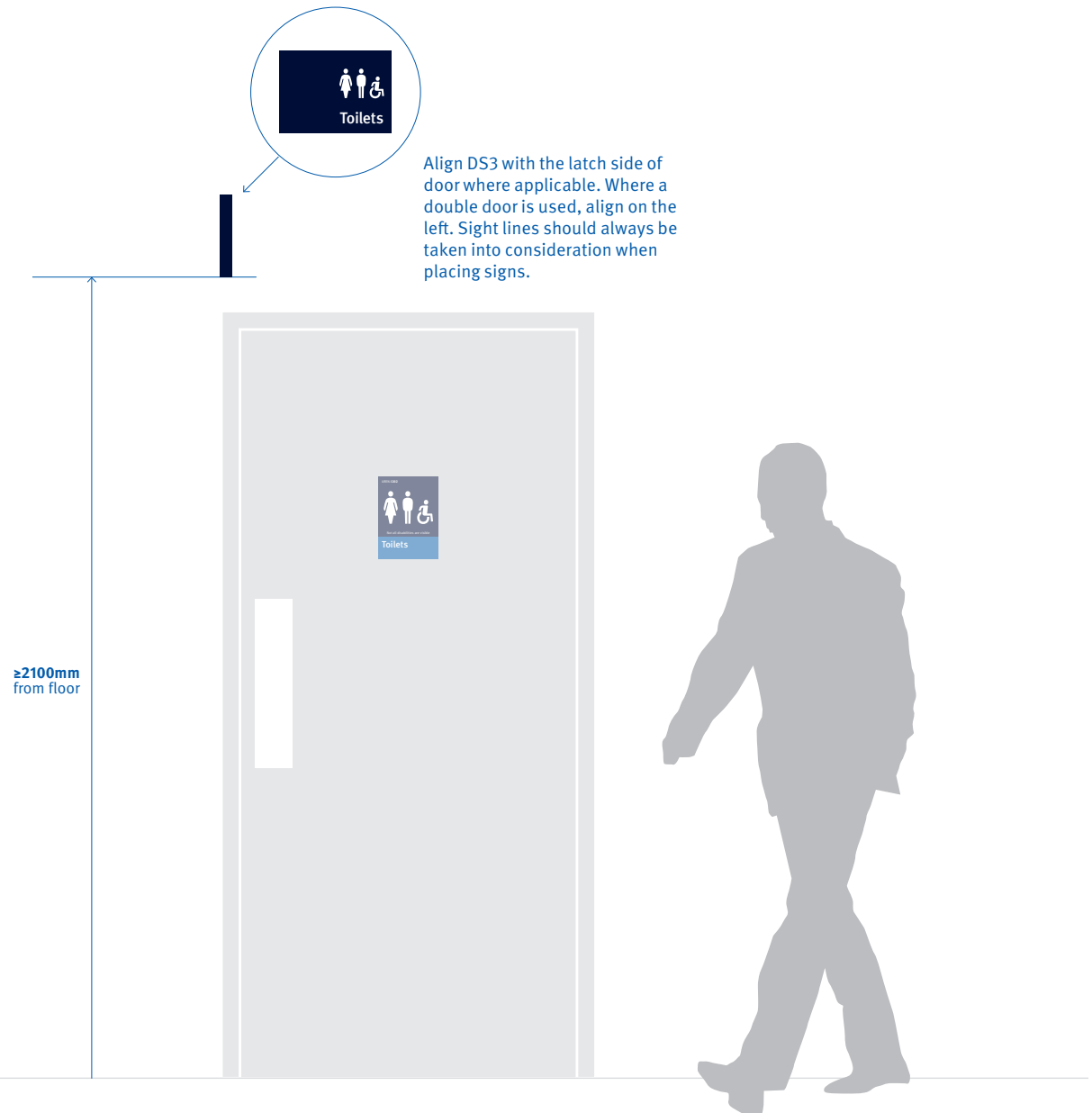
Location

Above doors leading to facilities listed above when sight lines are restricted or the destination is located through a door.

Refer to Section 1.0 for wayfinding strategy guidance.

Content

Content should include the facility icon and name. When used for lecture theatres, the room code or range should be used.



Graphic specifications

1 Internal Facility Name

Font: Meta Medium
Typesize: 100/120pt
Leading: 100/120pt
Alignment: Centred
Colour: White

Colours

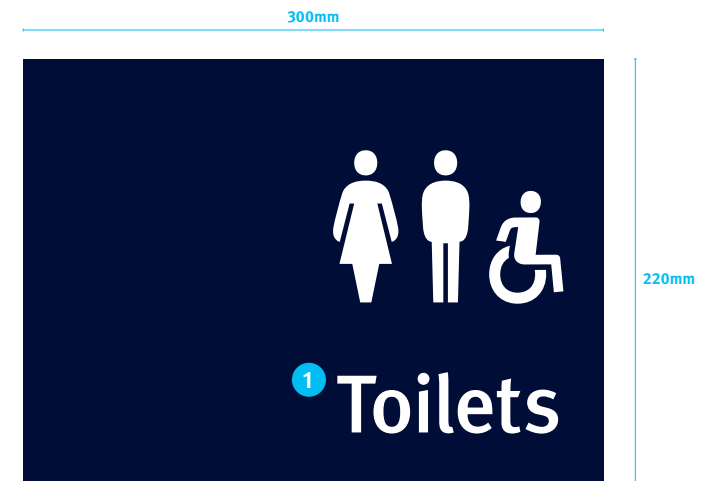
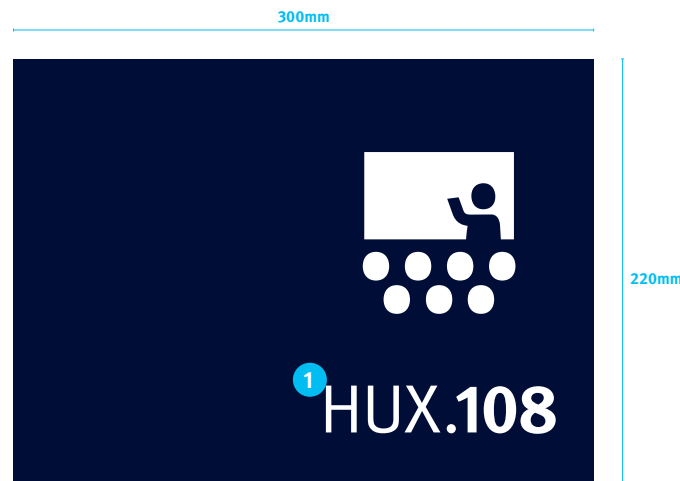
■ PMS 539 Navy

■ PMS 293 Blue

□ White

Product approach

OPUS double-sided unit with digital print.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

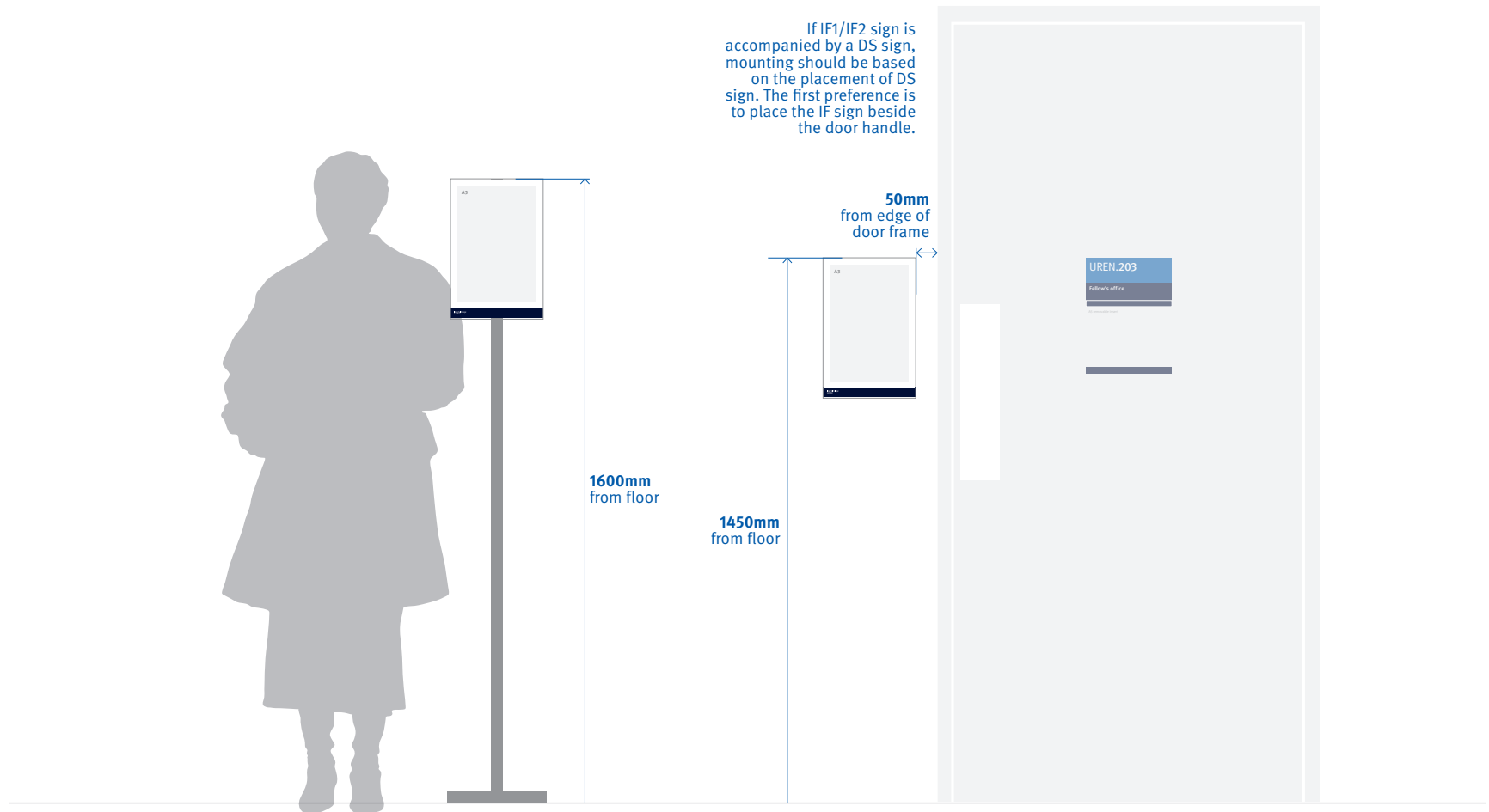
IF1 IF2 Notice Holder – Wall Mounted/Freestanding

Purpose

Holds changeable information for permanent applications.

Location

Where additional changeable information is required. For example on doors which hold frequent events.



IF1 IF2 Notice Holder – Wall Mounted/Freestanding

Graphic specifications

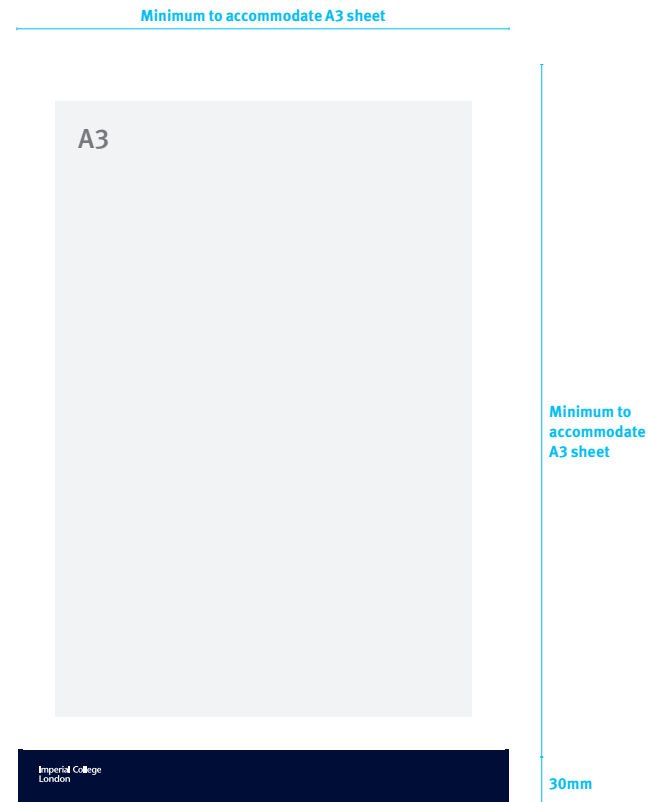
Colours

 PMS 539 Navy

 White

Product approach

Wall-mounted or post-mounted poster holder to fit A3 sheets.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

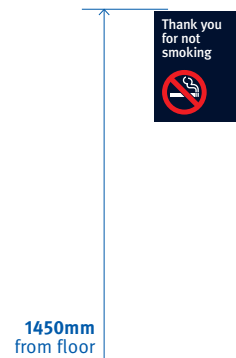
It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

Purpose

Flexible sign type template to hold permanent information or regulatory information.

Location

Various.



Graphic specifications

1 Message

Font: Meta Medium
Typesize: 90pt
Leading: 90pt
Alignment: Left
Colour: White

Colours

■ PMS 539 Navy

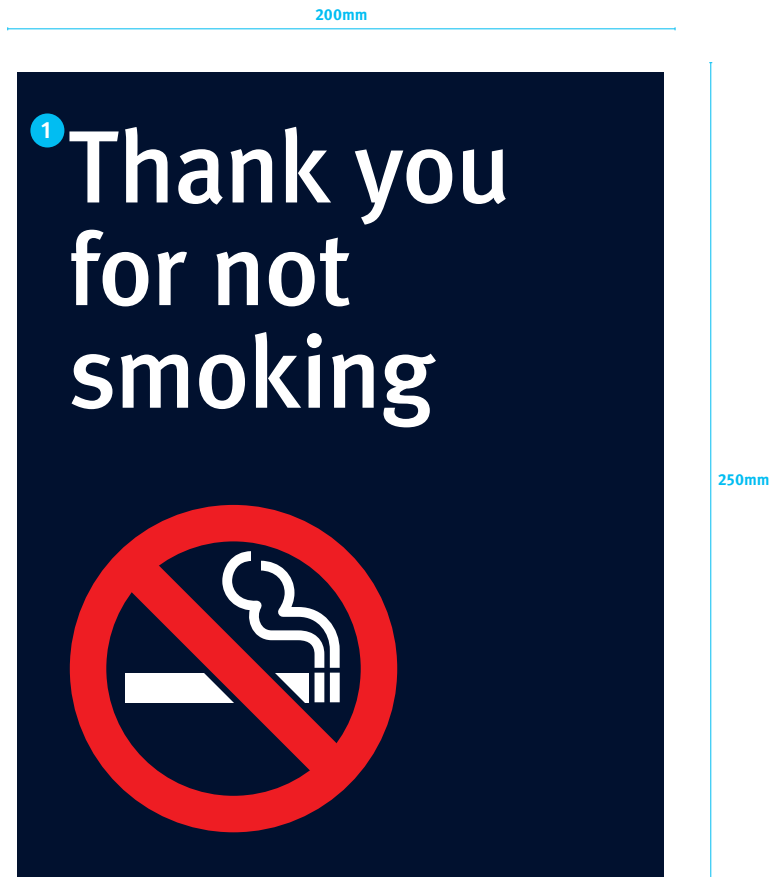
□ White

■ Red

Product approach

3mm aluminium panel, powder coated with digital print and cut high tac matt vinyl decoration.

Supplied with VHB to reverse and back plate or vinyl patch - dependent on wall or window fixing requirement.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

IF4 Accessible Route Marker

Purpose

To identify accessible access into buildings.

Location

On access panels or poles for accessible entrances or lifts.

Content

Wheelchair icon and access type i.e. Ramp access.




IF4 Accessible Route Marker


Graphic specifications

1 Message

Font: Meta Medium
Typesize: 90pt
Leading: 90pt
Alignment: Centred
Colour: White

Colours

 PMS 539 Navy

 PMS 293 Blue

 White

Product approach

3mm aluminium panel, powder coated to PMS 539 with high tac matt vinyl detail.

Wall- or glazing-mounted: 200mm
Mounted to lift button post: Variable to fit



250mm



250mm

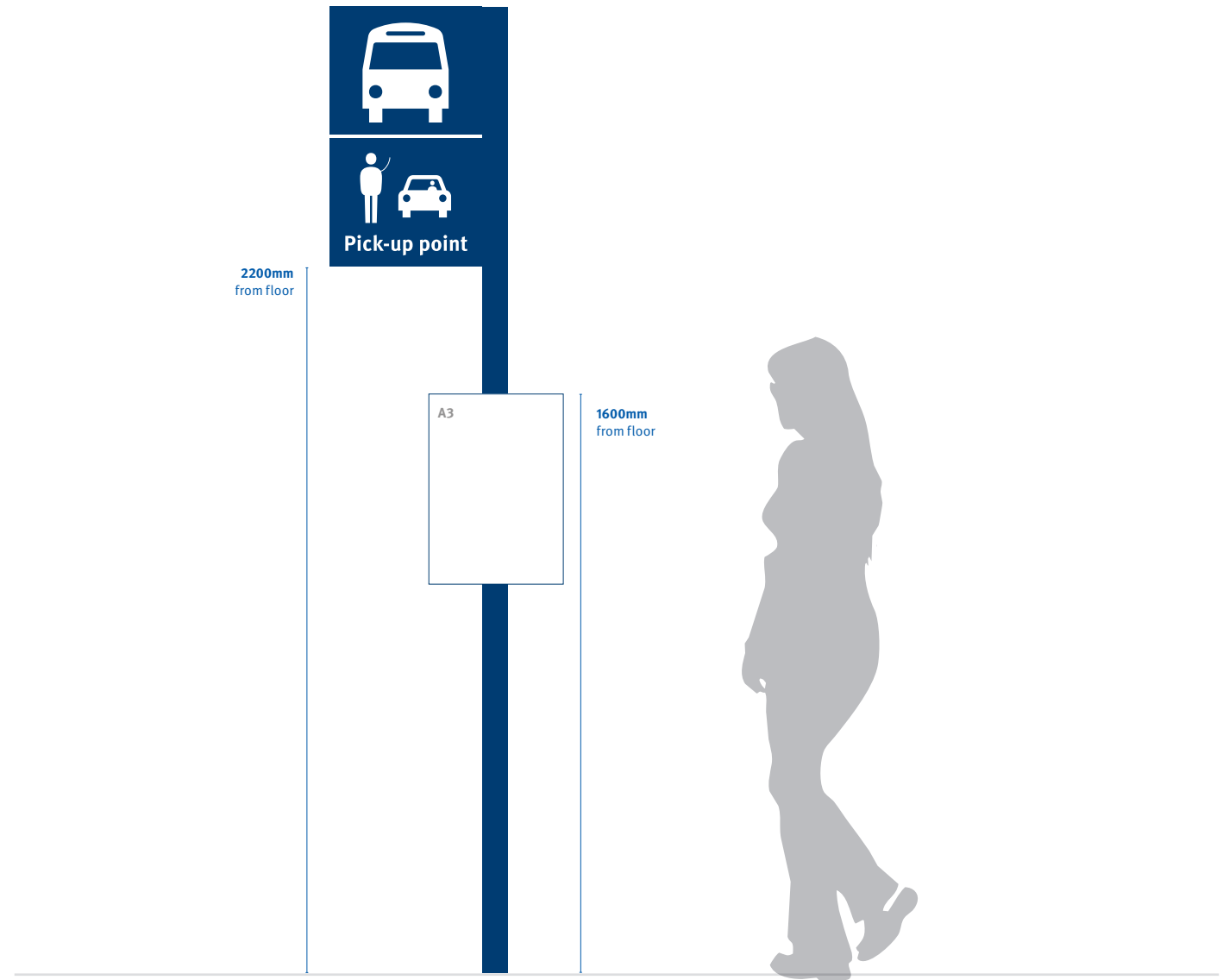
IF5 Shuttle Bus Point

Purpose

To identify a shuttle bus pick-up/drop-off point.

Location

Various.



Graphic specifications

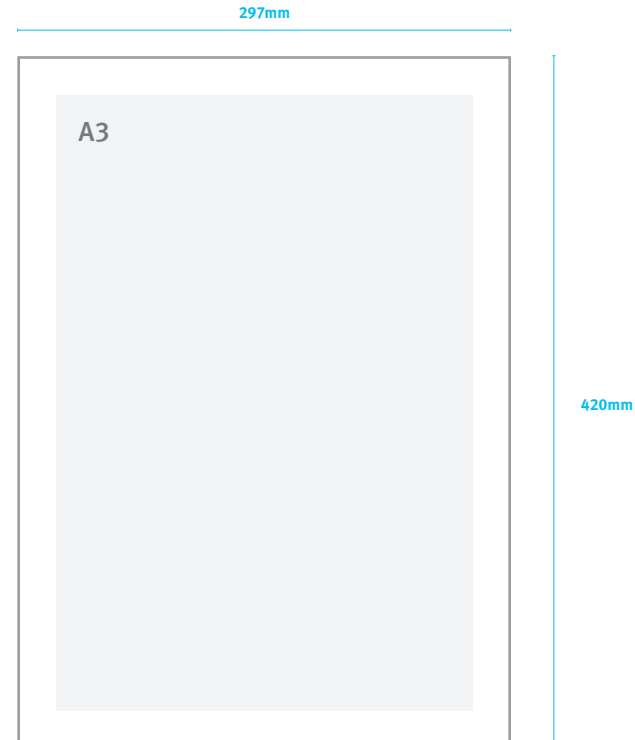
Colours

 PMS 541 Imperial Blue

 White

Product approach

Two 3mm aluminium panels in OPUS 80 double sided unit. Powder coated and edge wrapped with dibond panel matt laminate with digital print. Mounted to 76mm square post. post length 3800mm
Supplied with A3 lockable case. Powder coated to match.



VID1 Street Identification

Purpose

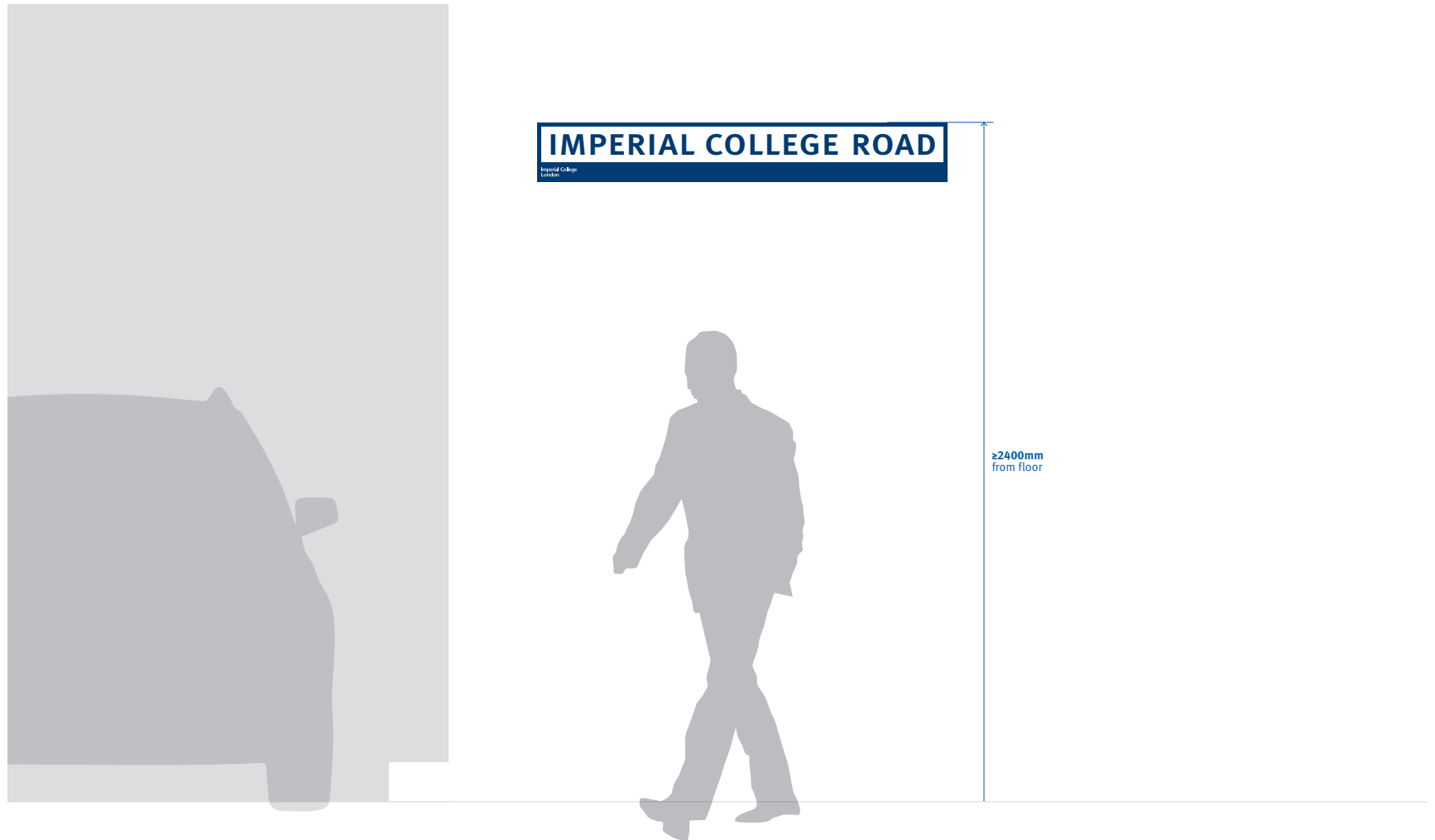
Identifies streets from a distance.

Location

At street junctions.

Content

Street name.



Graphic specifications

1 Street Name

Font: Meta Medium
Typesize: 380pt
Tracking: 25pt
Alignment: Centred
Colour: Blue

Colours

■ PMS 539 Navy

■ PMS 293 Blue

□ White

Product approach

OPUS 20 powder coated and edge wrapped with dibond panel matt laminate with digital print.

VHB tape to rear.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

Purpose

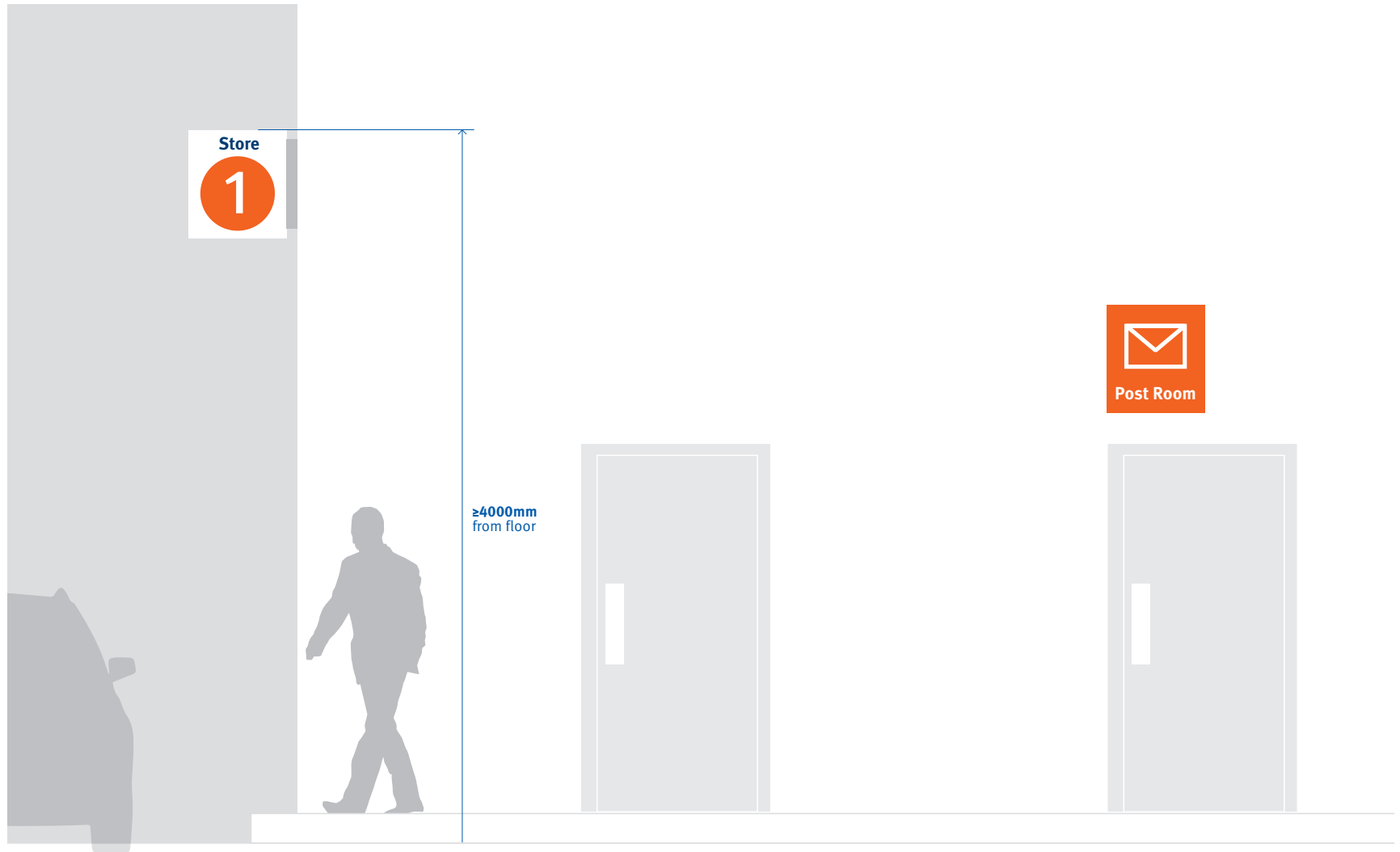
Identifies delivery stores from a distance, and provides an anchor from which drivers can navigate the site and locate a specific building.

Location

At the threshold of delivery stores. The sign can be projected, suspended or mounted to the wall depending on sign location.

Content

Displays the store name, number and icon if available.



Graphic specifications

1 Store Name

Font: Meta Medium
Typesize: 255pt
Alignment: Centred
Colour: Imperial Blue/White

Colours

 PMS 541 Imperial Blue

 PMS 166 Orange

 White

Product approach

For wall-mounted store identification, an OPUS 25 powder coated and edge wrapped with dibond panel matt laminate with digital print. VHB tape to rear.

For projecting store identification, two 3mm aluminium panels in OPUS 80 double-sided unit. Powder coated and edge wrapped with dibond panel matt laminate with digital print.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

Purpose

To direct drivers around the campus, primarily to delivery stores and the main vehicular exit.

Location

At decision points such as street intersections and thresholds to delivery stores. Signs can be freestanding or wall mounted.

Content

Road names, directional information on streets, delivery stores and exits, and prohibition signs where required.

Arrow placement and directional layout on vehicle directional signs are based on UK traffic signage.

Alternatives

› **VDR1.1** is used when possible to maximise viewing distances. **VDR1.2** will be used at locations with space restrictions.



Graphic specifications

1 Road Name Address

Font: Meta Medium
Typesize: 255pt or 140pt
Tracking: 10pt
Colour: Imperial Blue

2 Road Name Directional

Font: Meta Bold
Typesize: 305pt or 170pt
Tracking: 50pt
Colour: Imperial Blue

3 Destination

Font: Meta Bold
Typesize: 255pt or 140pt
Colour: Imperial Blue

Colours

- PMS 541 Imperial Blue
- PMS 166 Orange
- White

Product approach

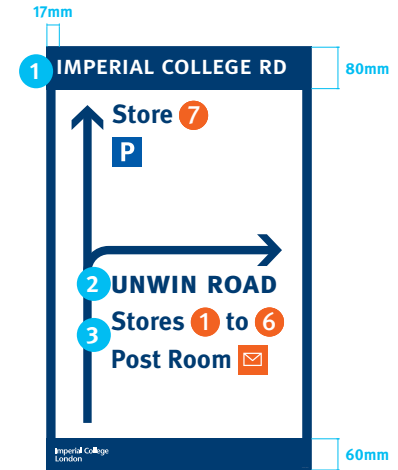
Powder coated OPUS 25 mounted to 3mm aluminium panel.

Fixed to 76mm square aluminium post(s), powder coated to match.

Vehicular Directional – Standard



Vehicular Directional – Small



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

Purpose

To direct drivers to the nearest exit.

Location

Road markings are used at critical decision points where it is necessary to amplify a directional message in addition to a directional sign.

Content

Large directional arrow and exit message. Arrow placement and directional layout are based on UK traffic standards.



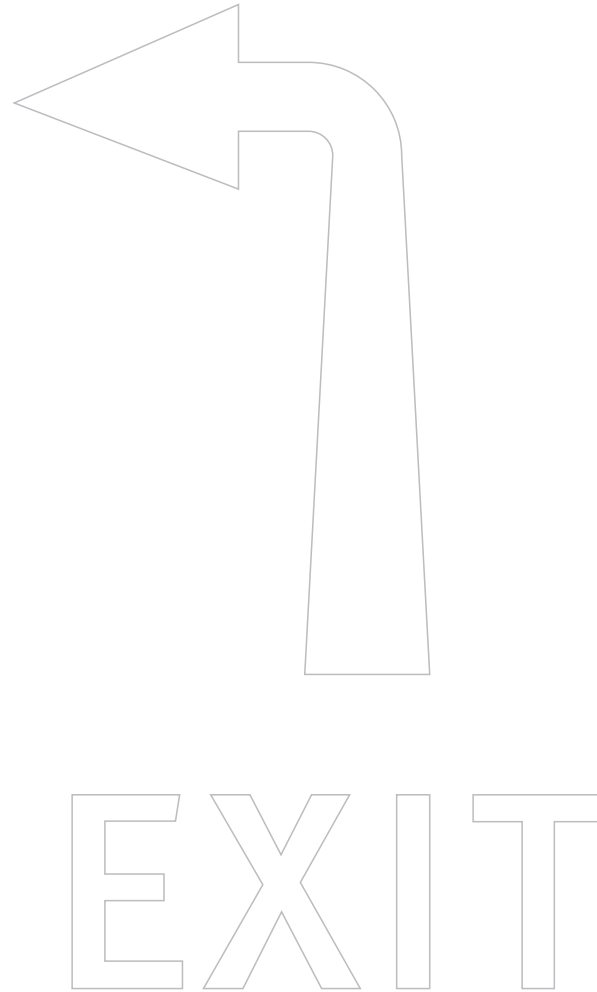
Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

VDR3 Vehicular Directional – Road Marker

Indicative design.

Design to be compliant with
Chapter 5 of the UK Traffic
Signs Manual.



VIF1.1 VIF1.2 Store Threshold Information – Standard

Purpose

Provides store information and map for delivery drivers.

Location

At thresholds to delivery stores. Originally designed for use at South Kensington Campus.

Content

Store threshold information signs should contain the following information:

- Store information
- Map
- Delivery store and building key

Alternatives

- › **IF5.3** can be used where a standard sign cannot be accommodated



Graphic specifications

- 1 Store Name**
Font: Meta Bold
Typesize: 255pt
Alignment: Left
Colour: Imperial Blue
- 2 Departments**
Font: Meta Bold
Typesize: 120pt
Tracking: 15pt
Alignment: Left
Colour: Imperial Blue
- 3 Store Information**
Font: Meta Medium/Bold
Typesize: 96pt
Leading: 110pt
Alignment: Left
Colour: White
- 4 Delivery Store Key**
Font: Meta Medium
Typesize: 38pt
Alignment: Left
Colour: White
- 5 Building Key**
Font: Meta Normal
Typesize: 24pt
Alignment: Left
Colour: White

1 Store 6
1600mm

Deliveries for:

Physics

Blackett Laboratory

Opening hours
Monday–Friday
08:00–17:00

Deliveries contact
+44 20 7594 5738
sksouthstores@imperial.ac.uk

Imperial College
London

DELIVERIES ON CAMPUS



Deliveries for:

- 1 City and Guilds Building
Mechanical Engineering
Business School
- 2 Electrical and Electronic Engineering Building
- 3 Sheffield Building (Service Point)
- 4 Sheffield Building (Catering)
- 5 Chemical Engineering
- 6 Physics
Blackett Laboratory
- 7 Sir Alexander Fleming Building
Chemistry Building
Royal College of Science Building
Flowers Building
Sir Ernst Chain Building
- 8 Post Room

Buildings

12 6-9 Prince's Gardens	33 Faculty Building
13 15-18 Prince's Gardens	34 Huxley Building
14 19 Prince's Gate	35 Science Building
15 20 Prince's Gate	36 Great Hall
16 21 Prince's Gate	37 Royal College
17 22 Prince's Gate	38 Imperial College Union
18 23 Prince's Gate	39 Sir Ernest Chain Building
19 24 Prince's Gate	40 Sir Ernest Chain Building
20 25 Prince's Gate	41 Sir Ernest Chain Building
21 26 Prince's Gate	42 Sir Ernest Chain Building
22 27 Prince's Gate	43 Sir Ernest Chain Building
23 28 Prince's Gate	44 Sir Ernest Chain Building
24 29 Prince's Gate	45 Sir Ernest Chain Building
25 30 Prince's Gate	46 Sir Ernest Chain Building
26 31 Prince's Gate	47 Sir Ernest Chain Building
27 32 Prince's Gate	48 Sir Ernest Chain Building
28 33 Prince's Gate	49 Sir Ernest Chain Building
29 34 Prince's Gate	50 Sir Ernest Chain Building
30 35 Prince's Gate	51 Sir Ernest Chain Building
31 36 Prince's Gate	52 Sir Ernest Chain Building
32 37 Prince's Gate	53 Sir Ernest Chain Building
33 38 Prince's Gate	54 Sir Ernest Chain Building
34 39 Prince's Gate	55 Sir Ernest Chain Building
35 40 Prince's Gate	56 Sir Ernest Chain Building
36 41 Prince's Gate	57 Sir Ernest Chain Building
37 42 Prince's Gate	58 Sir Ernest Chain Building
38 43 Prince's Gate	59 Sir Ernest Chain Building
39 44 Prince's Gate	60 Sir Ernest Chain Building
40 45 Prince's Gate	61 Sir Ernest Chain Building
41 46 Prince's Gate	62 Sir Ernest Chain Building
42 47 Prince's Gate	63 Sir Ernest Chain Building
43 48 Prince's Gate	64 Sir Ernest Chain Building

720mm
1025mm

75mm

- Colours**
- PMS 539 Navy
 - PMS 541 Imperial Blue
 - PMS 166 Orange
 - White

Product approach
Powder coated OPUS 25, edge wrapped with dibond panel matt laminate with digital print.
For VIF1.1, magnetic and steel tape for fixing to wall.
For VIF1.2, fixed to 76mm square aluminium posts, powder coated to match.

Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.
It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

VIF1.3 Store Threshold Information – Small

Purpose

Provides store information and map for delivery drivers. Used where a standard **IF5.1** or **IF5.2** cannot be accommodated.

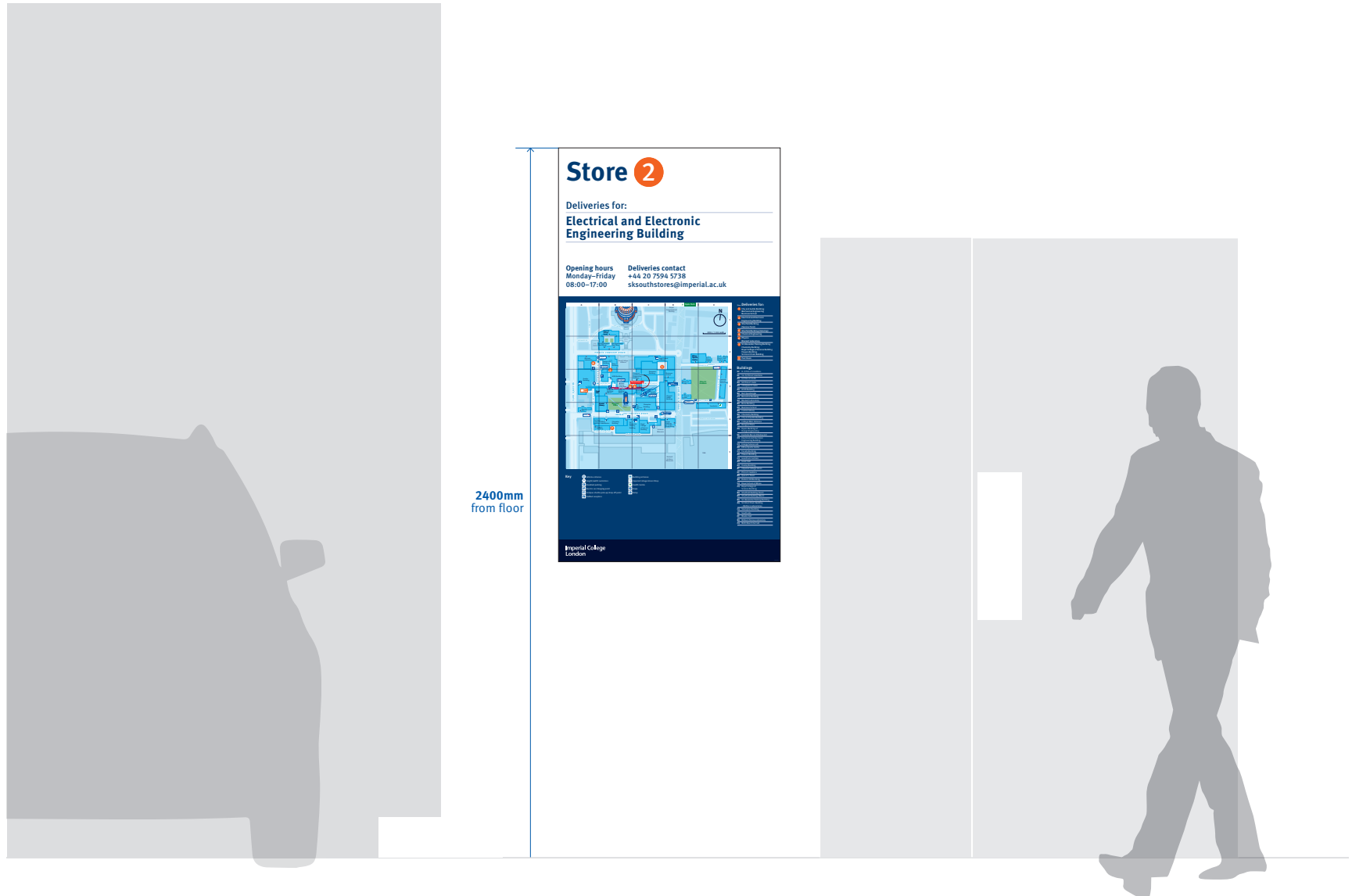
Location

At thresholds to delivery stores. Originally designed for use at South Kensington Campus.

Content

Store threshold information signs should contain the following information:

- Store information
- Map
- Delivery store and building key



VIF1.3 Store Threshold Information – Small

Graphic specifications

1 Store Name

Font: Meta Bold
Typesize: 255pt
Alignment: Left
Colour: Imperial Blue

2 Departments

Font: Meta Bold
Typesize: 120pt
Tracking: 15pt
Alignment: Left
Colour: Imperial Blue

3 Store Information

Font: Meta Medium/Bold
Typesize: 70pt
Leading: 80pt
Alignment: Left
Colour: White

4 Delivery Store Key

Font: Meta Medium
Typesize: 20pt
Alignment: Left
Colour: White

5 Building Key

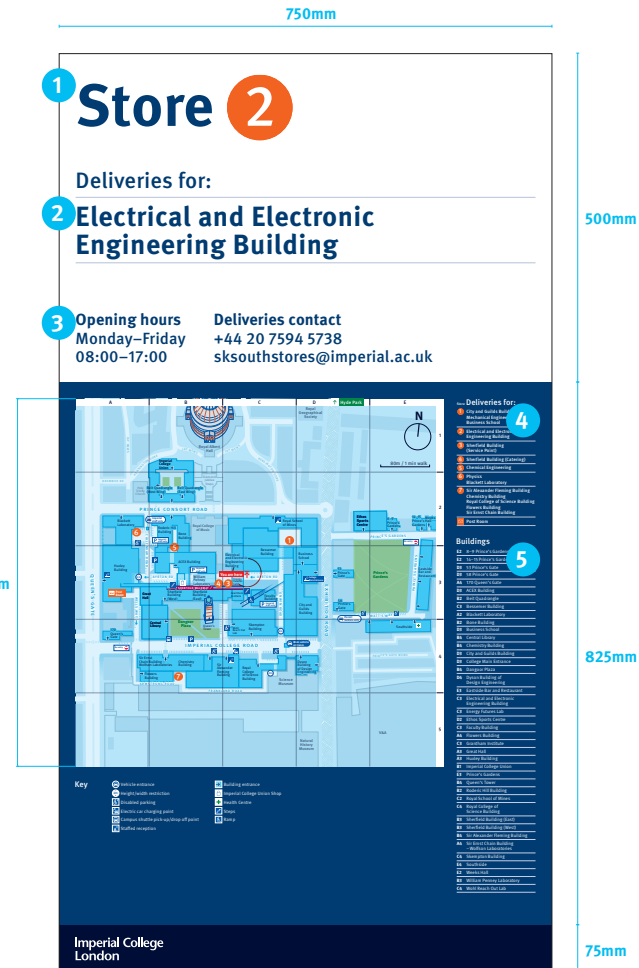
Font: Meta Normal
Typesize: 20pt
Alignment: Left
Colour: White

Colours

- PMS 539 Navy
- PMS 541 Imperial Blue
- PMS 166 Orange
- White

Product approach

Powder coated OPUS 25, edge wrapped with dibond panel matt laminate with digital print.
Magnetic and steel tape for fixing to wall.



Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

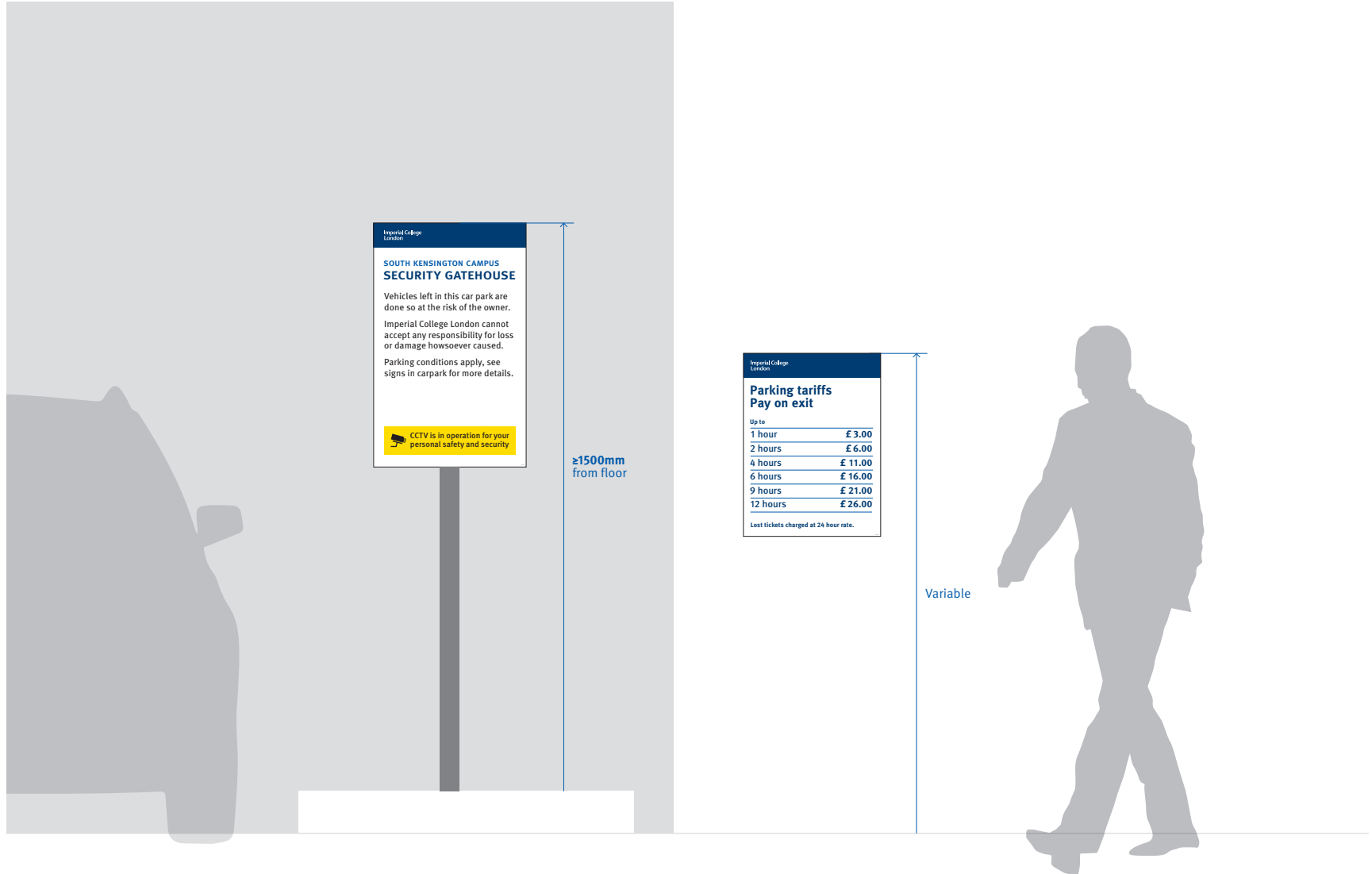
It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

Purpose

Flexible sign type template to hold permanent vehicular information or regulatory information for drivers.

Location

Various, including vehicular thresholds and parking areas in the campus.



Graphic specifications





1 Heading

Font: Meta Medium
Typesize: 140pt
Alignment: Left
Colour: White

2 Message

Font: Meta Book
Typesize: 85pt
Leading: 100pt
Alignment: Left
Colour: White

Colours

-  PMS 539 Navy
-  PMS 541 Imperial Blue
-  PMS 109 Yellow
-  White

Product approach

Powder coated OPUS 25 mounted to 3mm aluminium panel. Fixed to 76mm square aluminium post, powder coated to match.

Variable


Imperial College
London

1 SOUTH KENSINGTON CAMPUS
1 SECURITY GATEHOUSE

2 Vehicles left in this car park are done so at the risk of the owner.

Imperial College London cannot accept any responsibility for loss or damage howsoever caused.

Parking conditions apply, see signs in carpark for more details.

 CCTV is in operation for your personal safety and security

Variable

Designs are indicative and are not final artwork. Templates for artwork should be requested from the Communications and Public Affairs and Estates Divisions.

It is the appointed sign supplier's responsibility to ensure that all signs are installed to a high standard. All signs should be aligned straight and to the vertical, and mounted to the surface securely using the optimum fixing method.

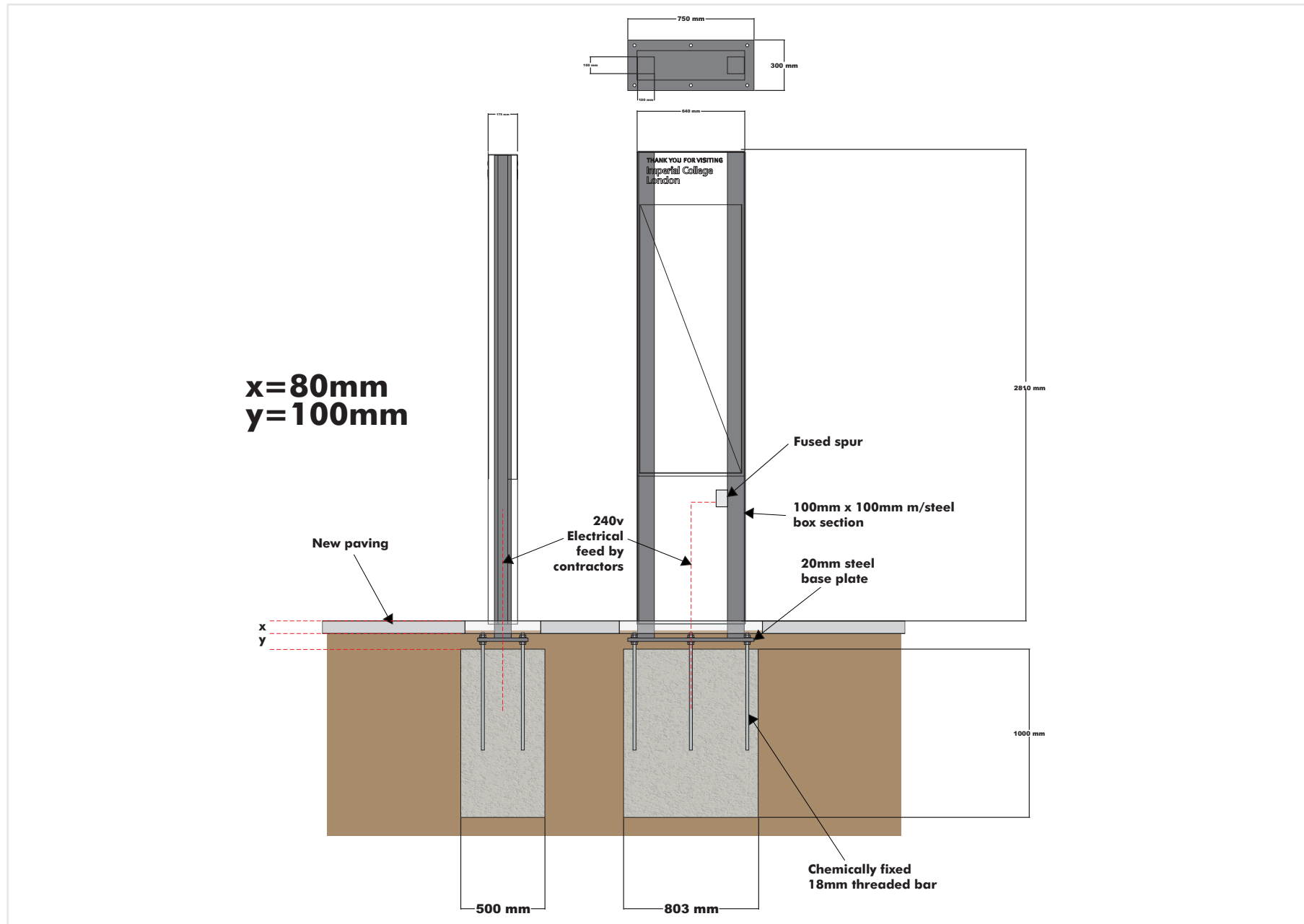
5.0 Production drawings

This section contains production drawings that have been produced as part of Imperial projects. They are included as a reference for future production of these signs types or the development of related sign types.

These drawings are included for reference only.

Drawings should be reviewed by the appointed sign supplier to identify any improvements or efficiencies. Sign materials, finishes, print application methods and construction methods specified in drawings should be adhered to unless the sign supplier can recommend alternative approaches. Samples for all materials and finishes should be provided to Imperial for approval. All drawings should be approved by Imperial before fabrication begins.

CT1.1 Campus Totem – Welcome



TH4 Threshold Totem – Medium

7

Specification and Manufacturing Guidelines

IMPERIAL COLLEGE LONDON SIGNAGE

Quantity:
As stated

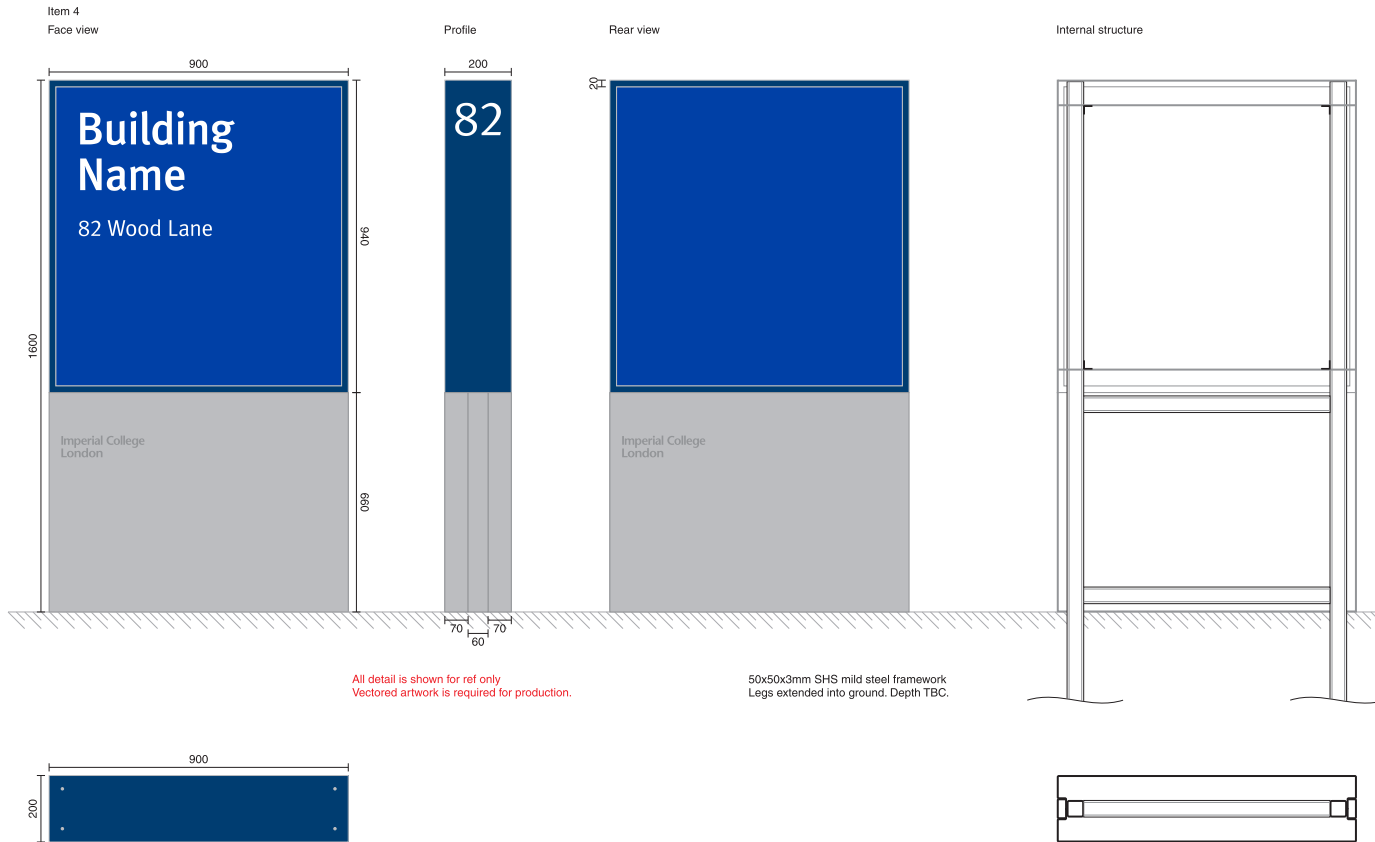
Specification:
\\

Finish:
\\

Colour(s):
\\

Font(s):
\\

Additional Information:
\\



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Client: IMPERIAL COLLEGE LONDON
Project: SIGNAGE

First Draft: 12.02.20
Revised: \\

Job Ref: \\
Revision: 01

SM:JC DT: SP
PM:NB

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Appendix 1: White City building name designs

This appendix represents a moment in time, with some designs having been developed since the date of release. It is included for reference only. Guidance included in the main body of this document takes precedence over that included in this appendix.

Purpose

This document gives guidance for the design of signs to mark building entrances at Imperial College London White City campus.

The aim of these guidelines is to ensure that building entrance signs are implemented in a coordinated and consistent way across the campus.

Guidance is included for the selection, location, graphic layout and product design of sign types for use at, and in the vicinity of, building entrances at the White City campus.

The guidance can be used for the implementation of signs at both new and existing building entrances. Consideration is given to approaches for both college owned and operated buildings, as well as third party operated buildings.

This guidance is intended for those involved in the design and implementation of building entrance signs at White City campus, including Imperial College London staff, sign manufacturers and related stakeholders.

Atypical conditions

This document provides a framework for the effective and consistent marking of building entrances. There may be situations where it is appropriate to consider approaches beyond those provided here, due to atypical building architecture or fixing conditions.

All proposals for sign types beyond those in this document should be submitted to Imperial College London for consideration. Where possible, they should remain consistent with the design intent of signs in this document, in terms of both graphic language and use of materials and finishes.

Contents

Sign types	3
Combining signs at entrances	4
Sign placement	7
Sign layout	15
Design intent drawings	20

Sign types

Six sign types have been designed to mark building entrances at White City.

How sign types are used in combination is shown on the following pages.



TH1
Threshold Building ID
Wall mounted

Building
Name

TH6
Threshold Building ID
Wall mounted
Build up letters



TH2.1
Threshold Door Sign
Wall mounted



TH2.2
Threshold Door Sign
Wall mounted



TH3
Small Threshold Sign
Freestanding



TH4
Medium Threshold Sign
Freestanding

Combining signs at entrances

Scenario 1: Main entrance to college building

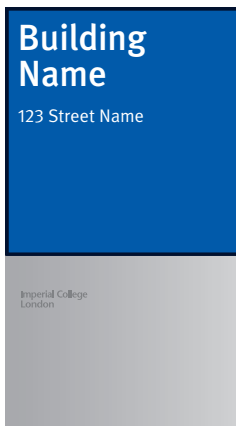
At buildings owned and operated by Imperial College London, the three sign types shown are used as standard to mark main building entrances.

Alternatives are noted, where possible.

Types of entrance

Main entrance:

Main entrances are typically located at the front of the building and in a position close to main pedestrian throughways. Most visitors will access the building via this entrance.



TH4

› TH3 can be used in locations where space constraints prohibit the use of a TH4 sign



Building Name

TH6

› TH1 can be used where architectural layout or building materials prohibit a TH6 sign



TH2.1

› TH2.2 can be used where it is not possible to fit a sign of 450mm width
› TH3 can be used in locations where it is not possible to install a TH2.1 in an accessible location next to an entrance door

Combining signs at entrances

Scenario 2: Main entrance to non-college building

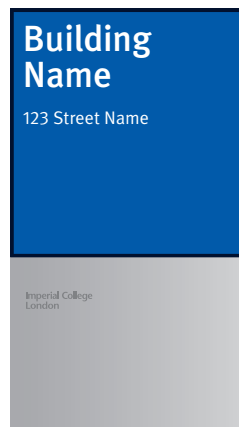
At buildings that are not operated by Imperial College London, two standard sign types are used in combination with glazing mounted third party graphics.

Alternatives are noted, where possible.

Types of entrance

Main entrance:

Main entrances are typically located at the front of the building and in a position close to main pedestrian throughways. Most visitors will access the building via this entrance.



TH4

› TH3 can be used in locations where space constraints prohibit the use of a TH4 sign



3rd
Party
Brand

Third party
graphics
See Sign
Placement for
guidance on size
and location

Building Name
123 Street Name

TH2.1

- › TH2.2 can be used where it is not possible to fit a sign of 450mm width
- › TH3 can be used in locations where it is not possible to install a TH2.1 in an accessible location next to an entrance door.

Combining signs at entrances

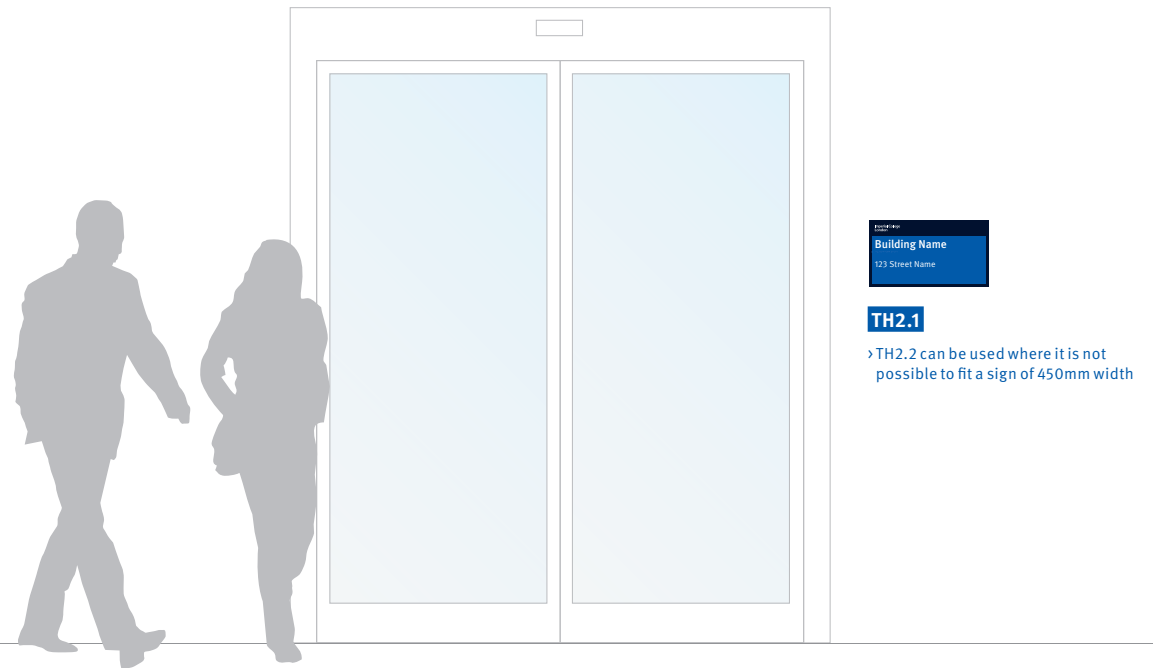
Scenario 3: Secondary entrance

At secondary entrances, a single sign is mounted by the entrance.

Types of entrance

Secondary entrance:

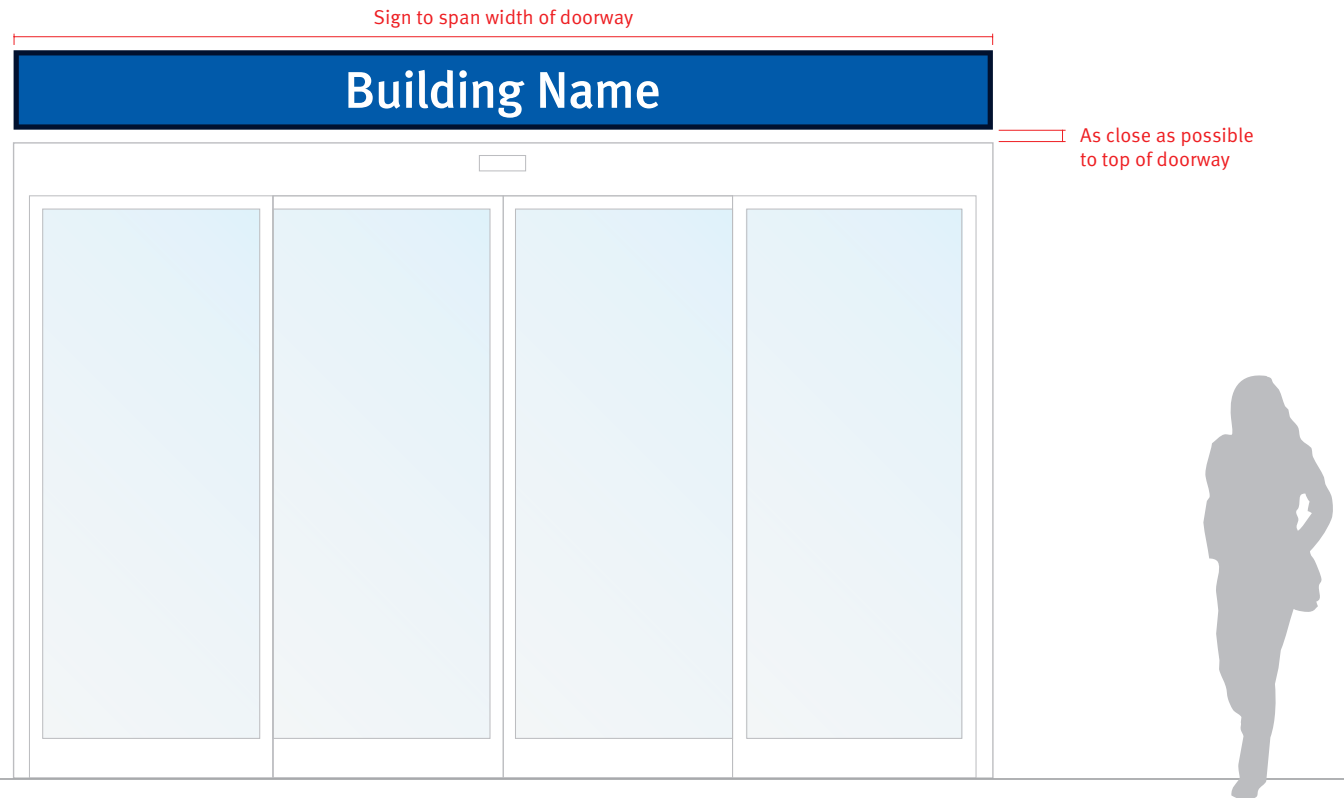
Secondary entrances may be at the rear or side of a building and are accessed by a smaller proportion of visitors. They typically have swipe-card access or are not wheelchair accessible.



Sign placement

TH1

TH1 signs should be placed above entrances. They should be located as close as possible to the doorway. The sign should span the width of the entrance.



Sign placement

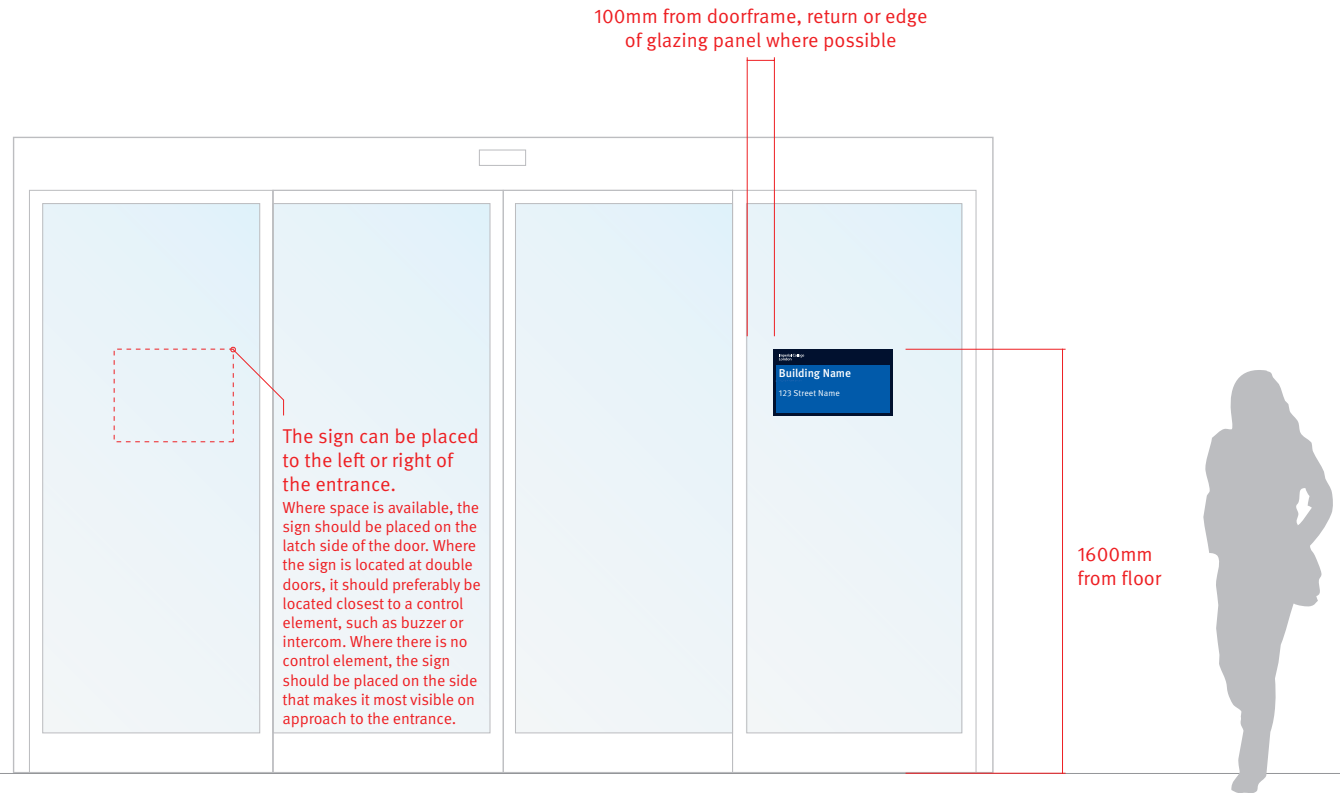
TH2.1 / 2.2

TH2.1/2.2 signs should be placed to the left or right of an entrance.

Care should be taken to ensure room around the sign for it to be used comfortably at close proximity without the user being obstructed by opening doors or passing pedestrian traffic. It may be necessary to place the sign further away from the entrance than specified for this reason.

Signs are illustrated on glazing here as that is the predominant mounting surface at White City. This sign can however be mounted on any hard surface.

A TH2.2 sign is used where it is not possible to fit a TH2.1 sign in space available to the side of the entrance.



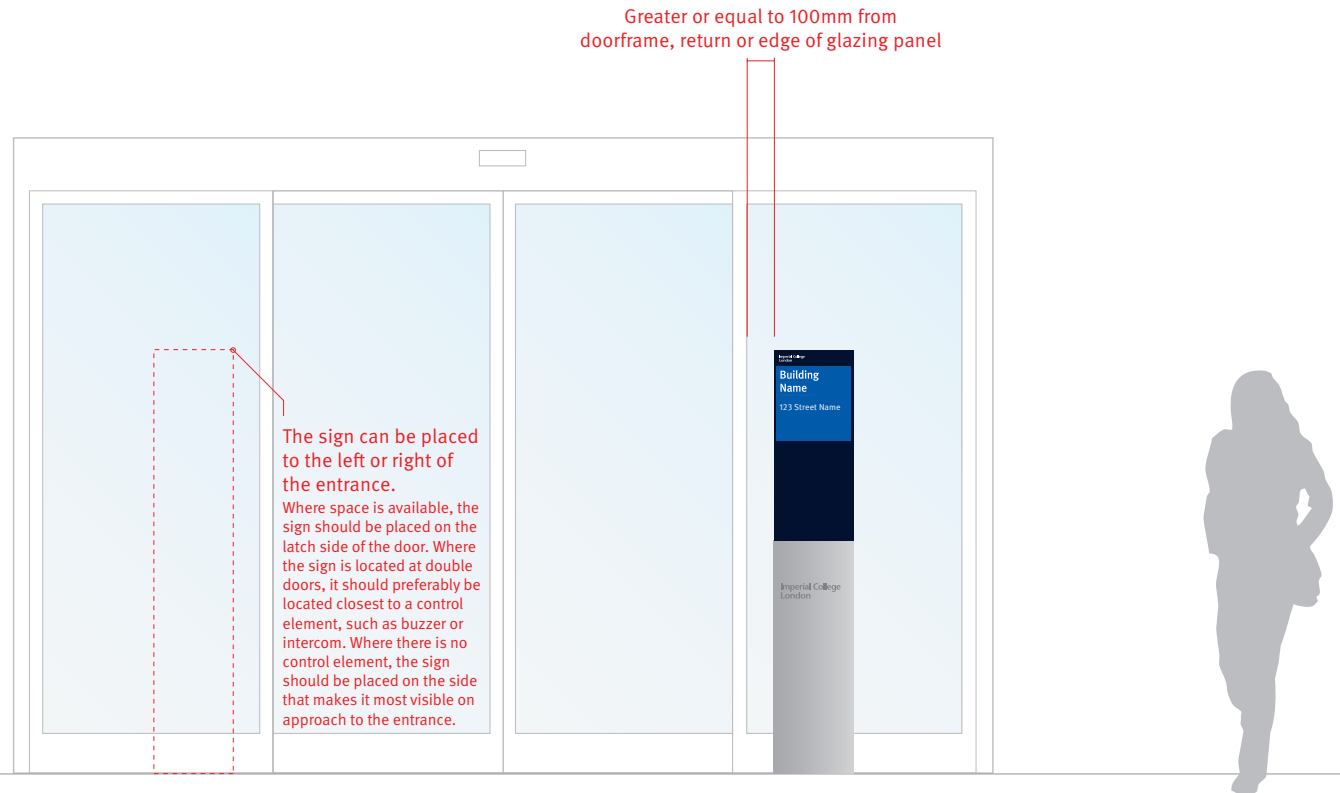
Sign placement

TH3

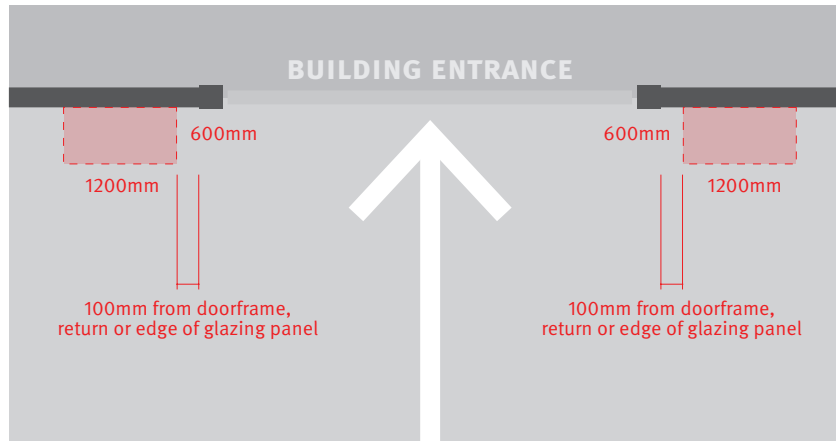
TH3 signs should be placed to the left or right of an entrance. They should be placed as close as possible to the building facade, within the installation area shown on the following page.

Care should be taken to ensure placement does not block or obscure natural pedestrian flow into or out of the entrance. There should be room around the sign for it to be used comfortably at close proximity without the user being obstructed by opening doors.

Where a TH3 sign is being used in place of TH4 sign, see TH4 sign placement.



Sign placement



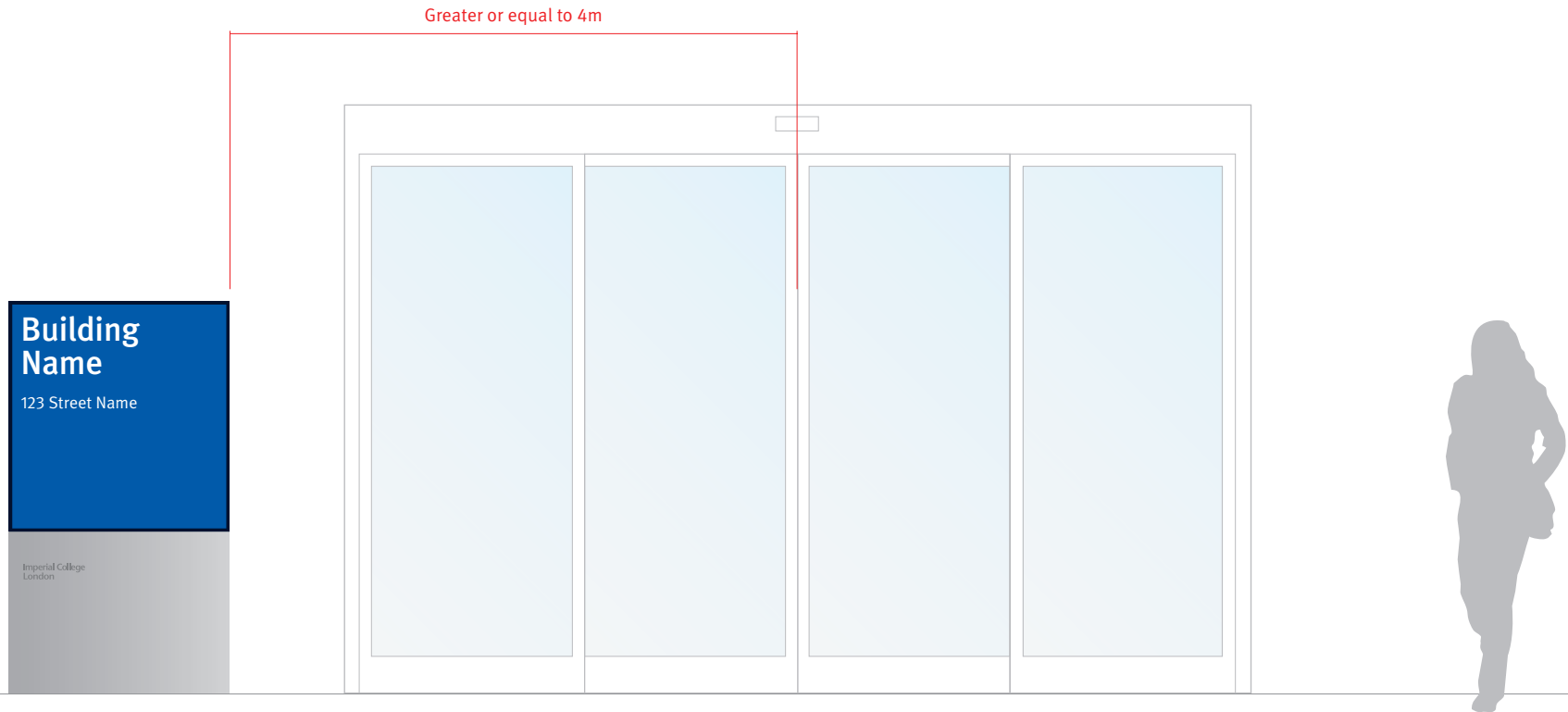
TH3 installation zone

TH3 signs can be located to left or right of entrance as defined on the previous page. They should be located in installation zones shown in red here.

Sign placement

TH4

TH4 signs should be placed in the vicinity of the building entrance. They are set away from the building, typically within the installation area shown on the following page, so as to be visible to draw people in towards the entrance.



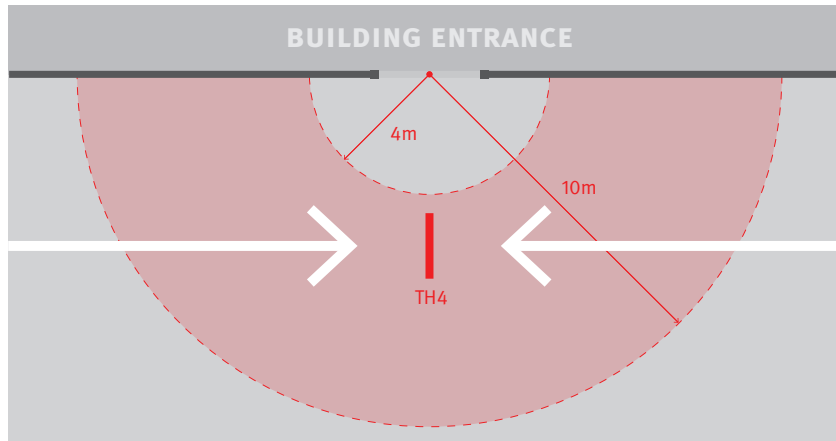
Sign placement

Care should be taken to ensure placement does not inhibit natural pedestrian flow to/from the entrance. A 4 metre exclusion zone is applied around the entrance to keep this area free from obstruction. Where available space tends towards 4 metres or less, other sign types should be used.

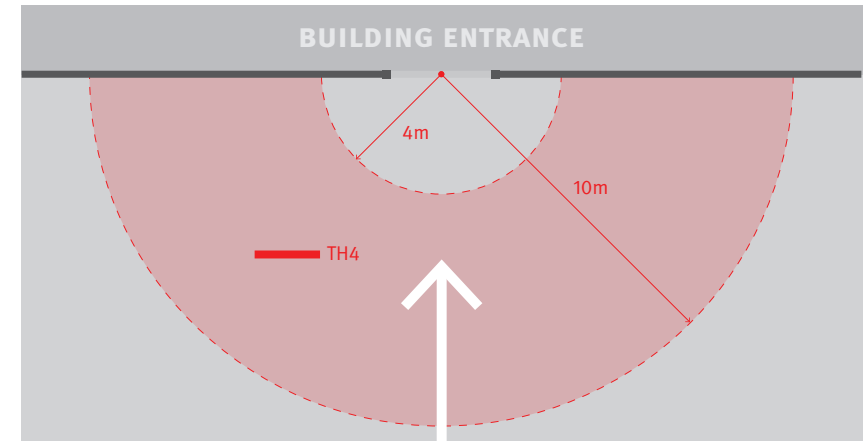
TH4 signs should typically be located within 10 metres of the building. They should not be located so far away from entrance that the connection between the sign and the entrance is not clear. Where an entrance is setback from the pedestrian thoroughfare, the sign should be located as to be visible on approach.

Signs should be located to face the primary approach of pedestrians toward the entrance. They will typically be perpendicular to the entrance, but could be parallel/angled.

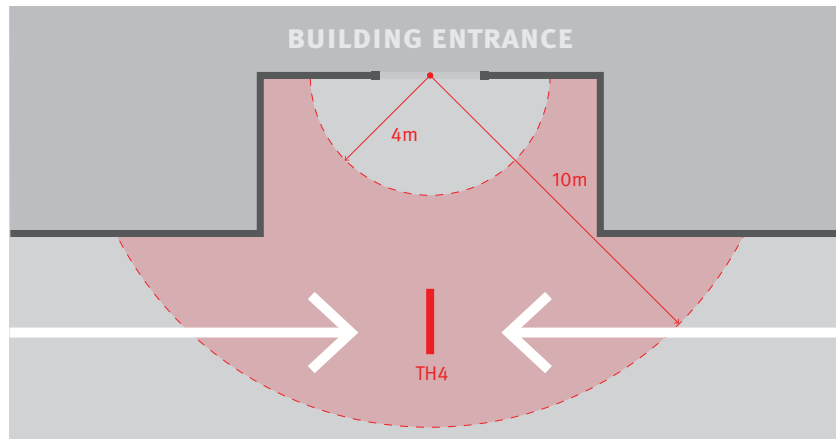
The sign is typically double-sided, with the same information repeated on both sides. Where the back of the sign is only visible from the inside of the building, that side of the sign is left blank.



TH4 location where primary pedestrian approach is parallel to entrance
Where the primary pedestrian approach is parallel to the entrance, the sign will be perpendicular so as to be visible. Where possible the sign should be centered on the entrance.



TH4 location where primary pedestrian approach is perpendicular to entrance
Where the primary pedestrian approach is perpendicular to the entrance, the sign will be parallel so as to be visible.



TH4 location where the entrance is setback
Where the entrance is setback, the sign should be placed perpendicular to the primary direction of approach. It will be set away from the entrance so as to be visible.

Sign placement

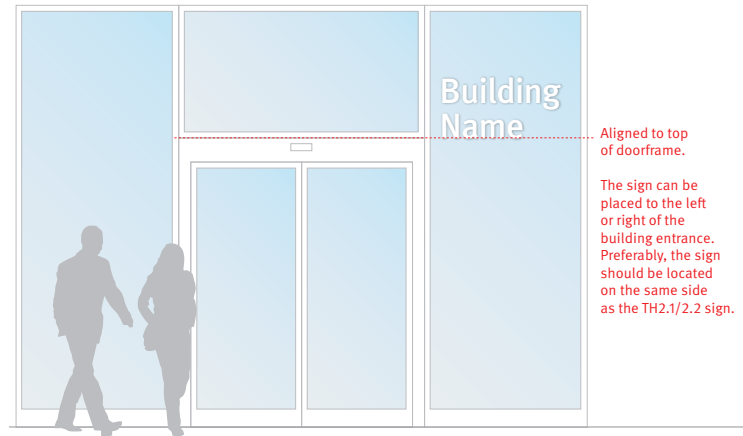
TH6

TH6 signs are mounted onto building facades. At White City, facades are typically glazed, however this sign type could be mounted to any surface.

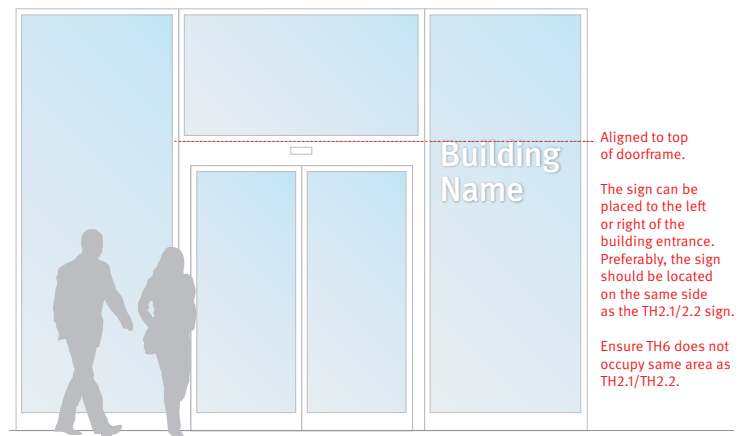
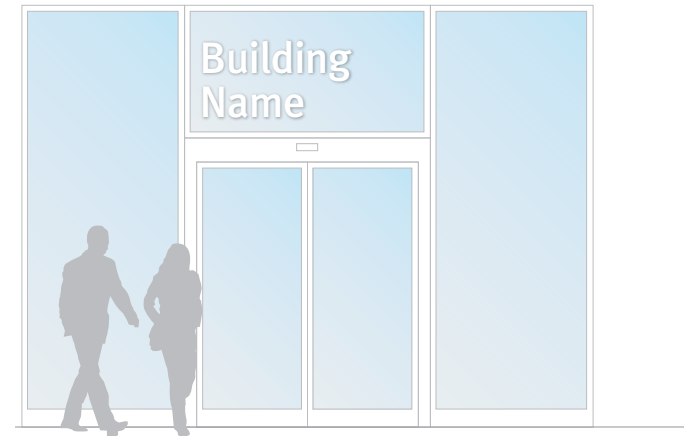
TH6 signs should be located in the order of preference shown. Final location will be determined by the layout of the facade on which they will be mounted.

Signs should be visible from distance and not obscured by canopies or other architectural elements that extend out from the facade on which the sign is placed.

Where possible, signs should be located within single glazing panels, rather than running across mullions between multiple panels. Lettering should be as large as possible and aligned to the left of the glazing panel, using clear space guidance shown in the Sign Layout section of this document.



Priority 1



Priority 3

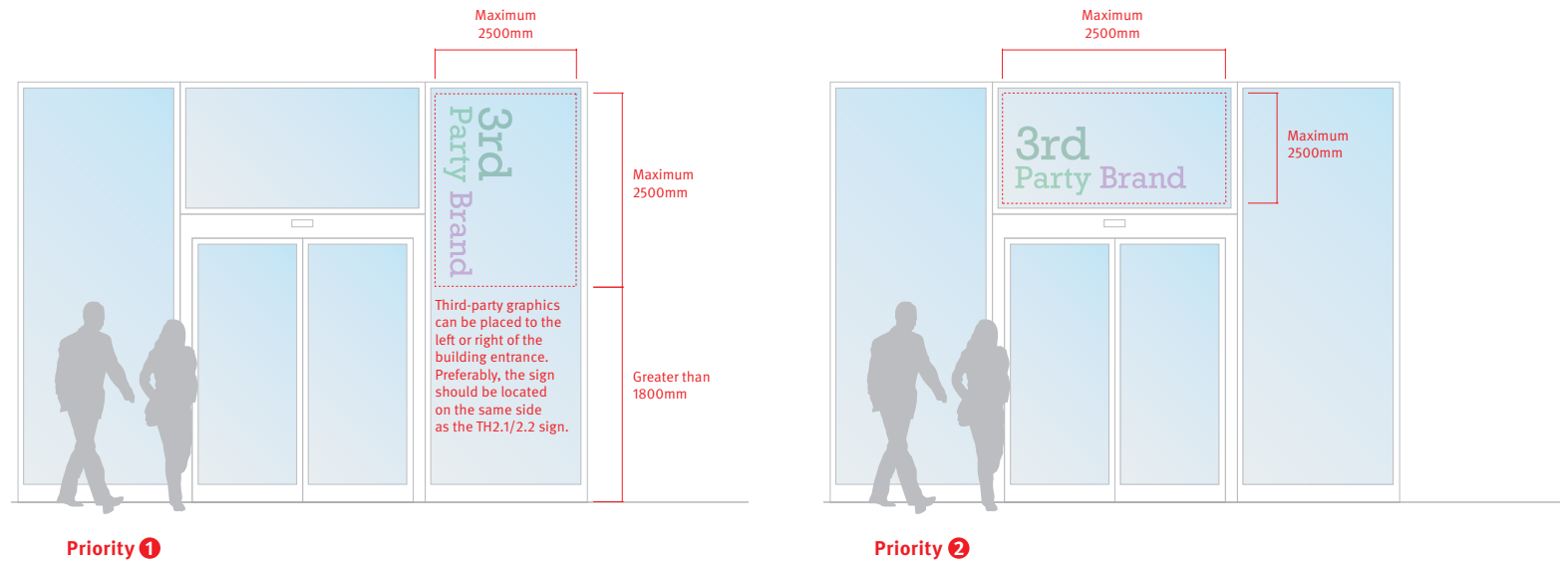
Sign placement

Third party graphics

In non-college operated buildings, third party graphics are permitted on the facade in place of a TH6 sign.

The areas permitted are detailed here, in order of preference.

Graphics should be large with lettering of at least 175mm cap height. Colours should offer good contrast against the background in order to be visible from distance.



Sign layout

TH1

1 Building Name

Font: Meta Medium
Typesize: 460pt minimum
Leading: N/A
Alignment: Centred / Left
Tracking: 0
Kerning: Optical
Colour: White

2 Building Entrance Name

Font: Meta Normal
Typesize: Variable
Leading: N/A
Alignment: Left
Tracking: 0
Kerning: Optical
Colour: White

Note:

Proportional lining figures used throughout

Colours

- Navy PMS 541
- Blue PMS 293
- White



Sign layout

TH2.1 / 2.2

1 Building Name

Font: Meta Medium
 Typesize: 122.5pt
 Leading: 140pt
 Alignment: Left
 Tracking: 0 or +20 Where tactile lettering is used
 Kerning: Optical
 Colour: White
 Tactile lettering: Yes, where possible

2 Address

Font: Meta Normal
 Typesize: 92pt
 Leading: 197pt
 Alignment: Left
 Tracking: 0
 Kerning: Optical
 Colour: White

3 Building Entrance Name

Font: Meta Normal
 Typesize: 122.5pt
 Leading: 140pt
 Alignment: Left
 Tracking: 0 or +20 Where tactile lettering is used
 Kerning: Optical
 Colour: White
 Tactile lettering: Yes, where possible

4 Braille

Building Name and Building Entrance Name shown in Grade 1 Braille where possible

Note:
 Proportional lining figures used throughout

Colours

- Navy** PMS 541
- Blue** PMS 293
- White**



Sign layout

TH3

1 Building Name

Font: Meta Medium
Typesize: 122.5pt
Leading: 140pt
Alignment: Left
Tracking: 0 or +20 Where tactile lettering is used
Kerning: Optical
Colour: White
Tactile lettering: Yes, where possible

2 Address

Font: Meta Normal
Typesize: 92pt
Leading: 197pt
Alignment: Left
Tracking: 0
Kerning: Optical
Colour: White

3 Braille


Building Name and Building Entrance Name shown in Grade 1 Braille where possible

Note:

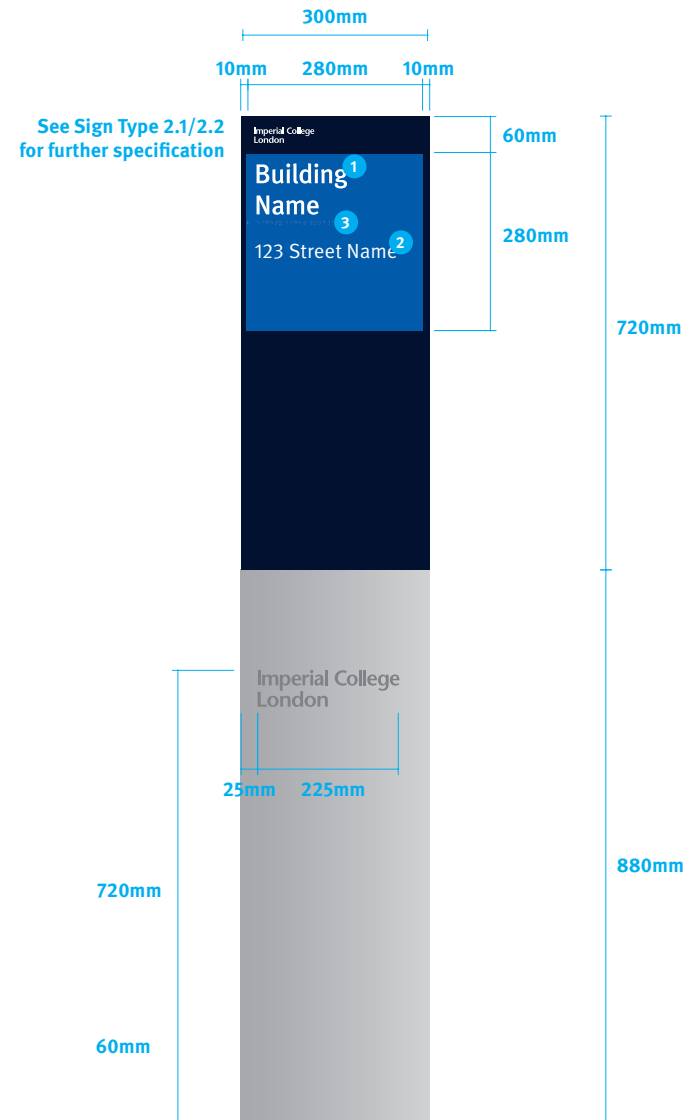
Proportional lining figures used throughout

Colours

 **Navy** PMS 541

 **Blue** PMS 293

 **White**



Sign layout

TH4

1 Building Name

Font: Meta Medium
 Typesize: 390pt
 Leading: 390pt
 Alignment: Left
 Tracking: 0
 Kerning: Optical
 Colour: White

2 Address

Font: Meta Normal
 Typesize: 195pt
 Leading: 390pt
 Alignment: Left
 Tracking: 0
 Kerning: Optical
 Colour: White

3 Building Number

Font: Meta Medium
 Typesize: 390pt
 Alignment: Centred
 Tracking: 0
 Kerning: Optical
 Colour: White

4 Building Entrance Name

Font: Meta Normal
 Typesize: 320pt
 Leading: 390pt
 Alignment: Left
 Tracking: 0
 Kerning: Optical
 Colour: White

Note:
 Proportional lining figures used throughout

Colours

Navy PMS 541

Blue PMS 293

White



Primary layout

Secondary layout
 with building entrance name

TH6

1 Building Name

Font: Meta Medium
Typesize: 710pt minimum
Leading: Equal to typesize
Alignment: Left
Tracking: 0
Kerning: Optical
Colour: White or Navy

Note:

The colour used should offer the best contrast against the colour of background on which it is installed.

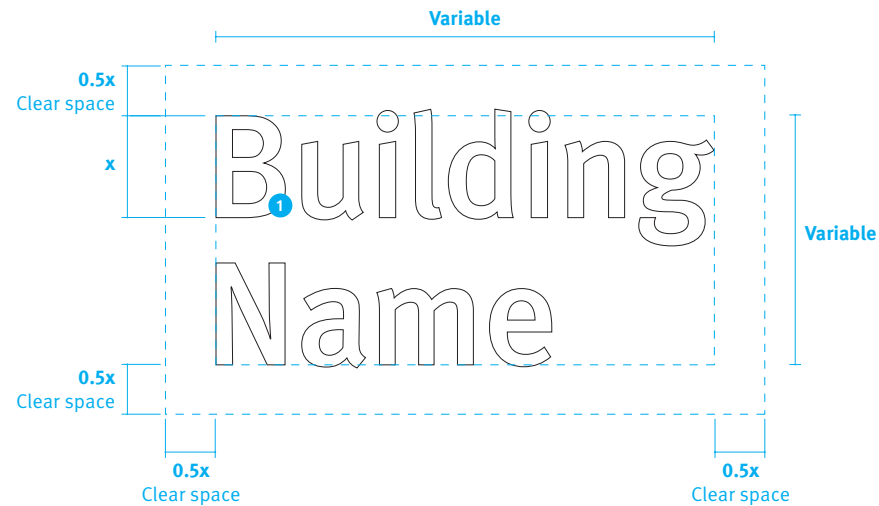
Lettering should be as large as possible within available space. Where possible, signs should be located within single glazing panels, rather than running across mullions between multiple panels.

Proportional lining figures used throughout.

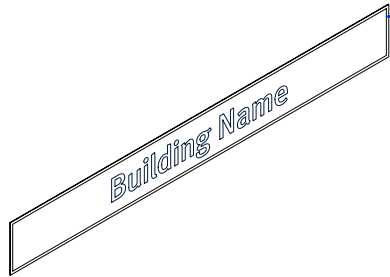
Colours

 Navy PMS 541

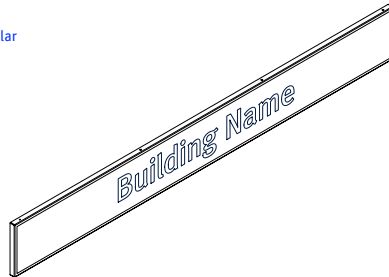
 White



Design intent drawings



PANEL - SHEET VARIANT
3mm thick Dibond or similar
sheet with applied vinyl
graphics.



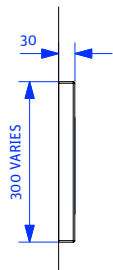
1 Isometric - Sheet Variant (for application to glazing)
Scale: 1:25

2 Isometric - Tray Variant
Scale: 1:25



FIXING
Fixed to wall via split batons.
Fixed in place via top channel
CSK screws, painted out. No
visible fixings to the underside.

3 Top
Scale: 1:10



4 Left
Scale: 1:10



5 Front
Scale: 1:10

PANEL - TRAY VARIANT
Frame 3mm thick aluminum
sheet with a powder coated
finish to match PMS 541 with
60% gloss finish.

BUILDING NAME
Applied cut white.

BACKGROUND
Applied vinyl to match PMS
293.

GENERAL NOTES

Design intent

This drawing shows design intent only, no parts should be constructed from it

Metric

All dimensions shown are in metres and/or millimetres unless otherwise noted

Content

All graphic content shown should be considered indicative. See sign layout section for further guidance

Fixing

Manufacturer to design detail all structural and fixing elements

SPECIAL NOTES

Framework

All internal framework and cross members to be 'red leaded' before powder coating

Prototyping

A control sample is required for all parts prior to production of the final signs

Dimensions

When "varies" refer to sign layout section

CLIENT

Imperial College London

PROJECT

White City

DRAWING TITLE

TH1

DWG NO.

08.BT TH1

SHEET

1 of 1

SCALE

VARIABLES @ A3

REVISION

DATE

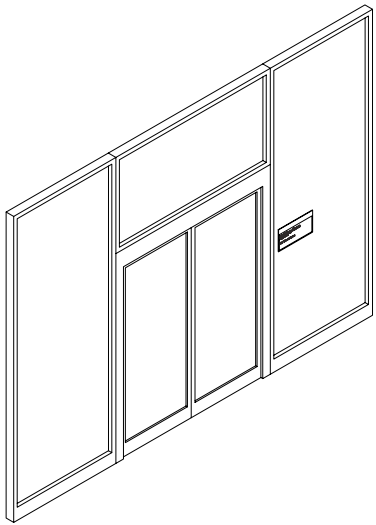
27.08.19

DRAWN BY

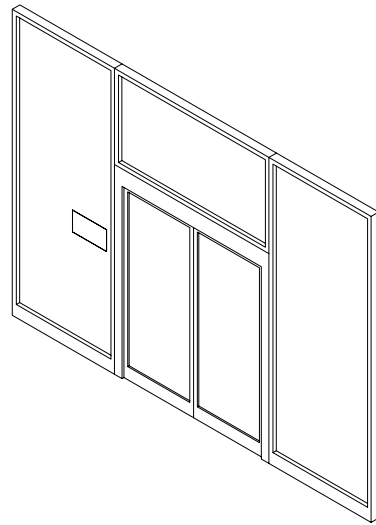
JR/JH

APPROVED BY

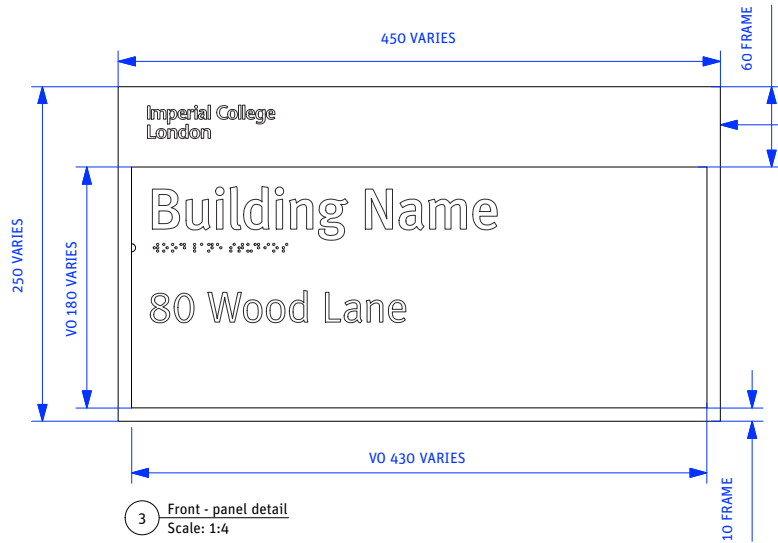
RC



1 Isometric - front



2 Isometric - rear



3 Front - panel detail
Scale: 1:4

PANEL BRAILLE + WHEN TACTILE REQUIRED (Control sample required)

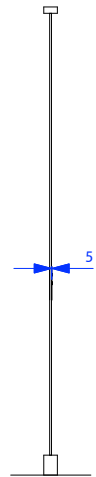
Frame - 5mm thick aluminium sheet with a powder coated finish to match Pantone 541C with a 60% gloss finish. To be attached to glazing with suitable 3M VHB tape, undersized by 1mm and attached to the rear face of the letters.

ICL logo - screen printed to match white with a 60% gloss finish and a protective anti graffiti coating.

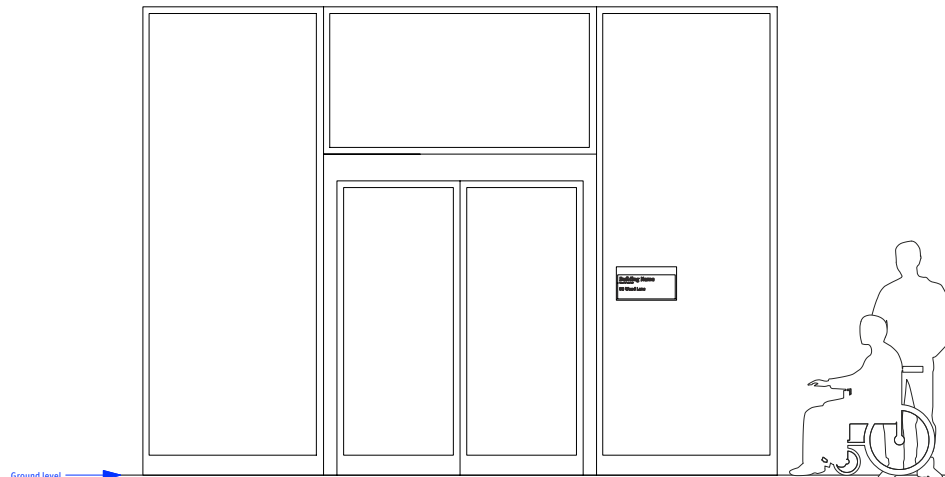
Building name - tactile and Braille content, etched away from a photopolymer type material that has a painted finish to match Pantone 293 C with a 60% gloss finish. Tactile content to have a screen printed layer to match white with a 60% gloss finish to the character faces, and a protective anti graffiti coating.

Internal face - the internal face of the glazing onto which the sign is to be installed is to have a matt white self adhesive vinyl patch applied to it, matching the location of the frame, in order to conceal the fixing method.

PANEL - FLAT
As per above specification but frame + panel to be one piece with all content screen printed, No braille or tactile content.



4 Section
Scale: 1:40



5 Front
Scale: 1:40

GENERAL NOTES

Design intent

This drawing shows design intent only, no parts should be constructed from it

Metric

All dimensions shown are in metres and/or millimetres unless otherwise noted

Content

All graphic content shown should be considered indicative. See sign layout section for further guidance

Fixing

Manufacturer to design detail all structural and fixing elements

SPECIAL NOTES

Framework

All internal framework and cross members to be 'red leaded' before powder coating

Prototyping

A control sample is required for all parts prior to production of the final signs

Dimensions

When "varies" refer to sign layout section

CLIENT
Imperial College London

PROJECT
White City

DRAWING TITLE
TH2.1

DWG NO.
07.BT TH2.1

SHEET
1 of 1

SCALE
Varies @ A3

REVISION

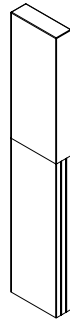
DATE
18.07.19

DRAWN BY
JH

APPROVED BY
RC

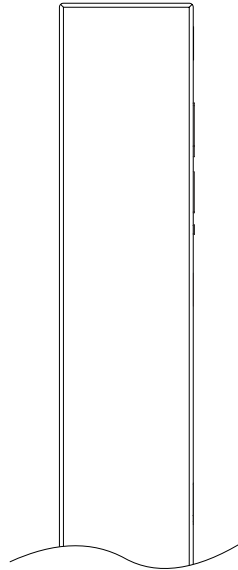


INFILL PANEL
To hide fixings along sign structure side, to match the finish of the neighbouring parts of the PLINTH.



1 Isometric - front

2 Isometric - rear



8 Left
Scale: 1:4



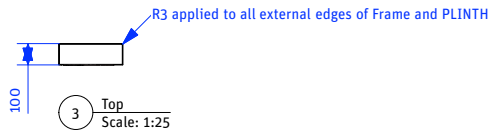
9 Front - detail
Scale: 1:4

UPPER - WHEN BRAILLE + TACTILE ARE REQUIRED (Control sample required)
ICL logo - screen printed to match white with a 60% gloss finish and a protective anti graffiti coating.

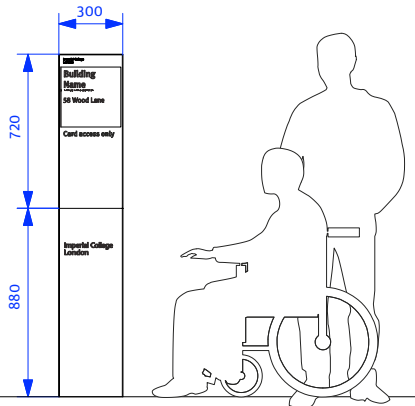
Building name - tactile and Braille content, etched away from a photopolymer type material that has a painted finish to match Pantone 293 C with a 60% gloss finish. Tactile content to have a screen printed layer to match white with a 60% gloss finish to the character faces, and a protective anti graffiti coating.

Secondary message - as per 'ICL logo' above.

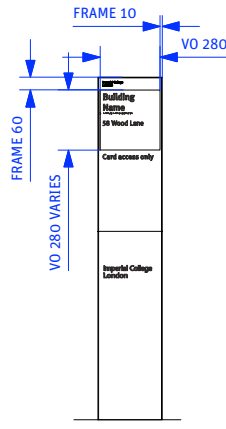
UPPER - FLAT (as per TH2.1 drawing).



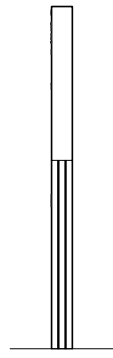
3 Top
Scale: 1:25



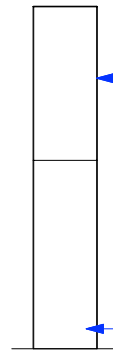
4 Front
Scale: 1:25



5 Front - detail
Scale: 1:25



6 Right
Scale: 1:25



7 Rear
Scale: 1:25

CENTRE (Control sample required)
Frame - folded 3mm thick aluminium sheet with a powder coated finish to match Pantone 541C with a 60% gloss finish.

Suitable rubber gaskets and/or neoprene weather proofing to be placed around the internal perimeter of each graphic panel.

No visible fixings.

PLINTH (Control sample required)
3 part 316 stainless steel sheet of suitable thickness with a medium shot peened finish.

Logo - to be CNC machined away from surface to a depth of 2mm.

GENERAL NOTES

Design intent

This drawing shows design intent only, no parts should be constructed from it

Metric

All dimensions shown are in metres and/or millimetres unless otherwise noted

Content

All graphic content shown should be considered indicative. See sign layout section for further guidance

Fixing

Manufacturer to design detail all structural and fixing elements

SPECIAL NOTES

Framework

All internal framework and cross members to be 'red leaded' before powder coating

Prototyping

A control sample is required for all parts prior to production of the final signs

Dimensions

When "varies" refer to sign layout section

CLIENT
Imperial College London

PROJECT
White City

DRAWING TITLE
TH3

DWG NO.
03.BT.TH3

SHEET
1 of 1

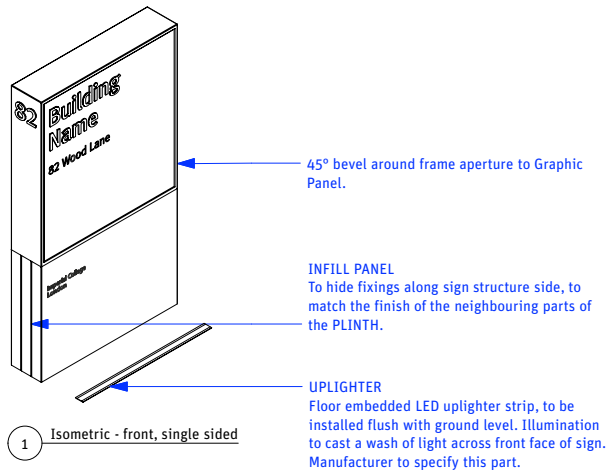
SCALE
1:25 @ A3

REVISION

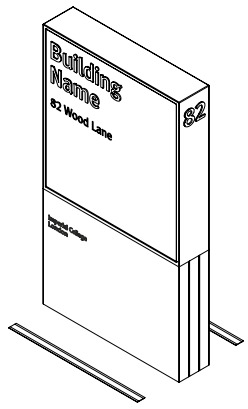
DATE
18.07.19

DRAWN BY
JH

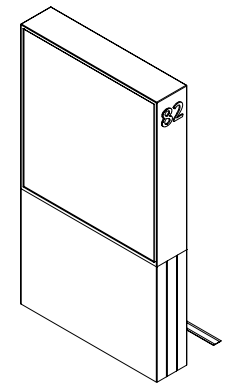
APPROVED BY
RC



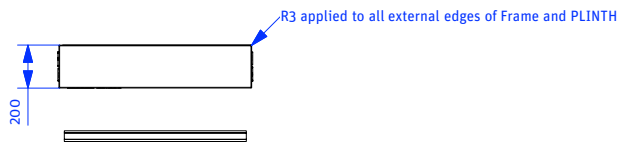
1 Isometric - front, single sided



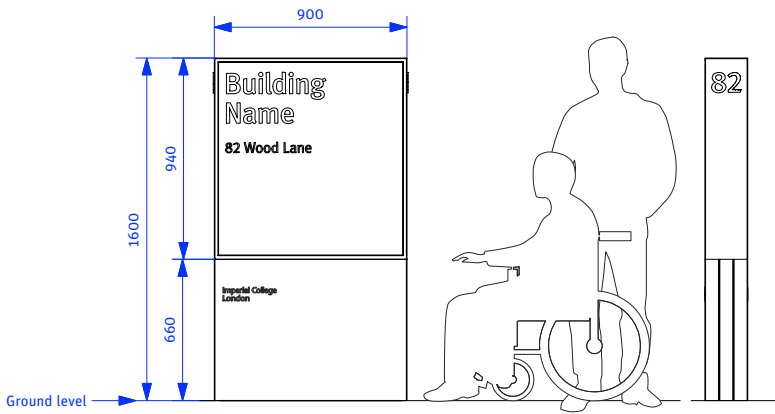
2 Isometric - rear, double sided



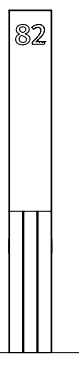
3 Isometric - rear, single sided



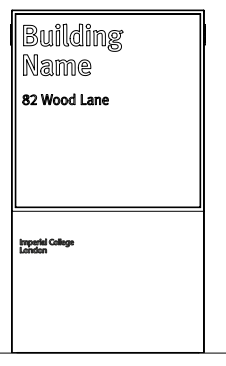
4 Top Scale: 1:25



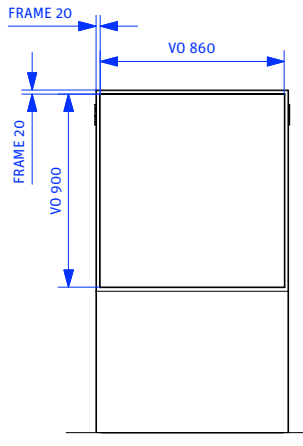
5 Front Scale: 1:25



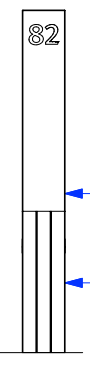
6 Right Scale: 1:25



7 Rear, double sided Scale: 1:25



8 Rear, single sided Scale: 1:25



9 Left Scale: 1:25

UPPER (Control sample required)
 Frame - folded 3mm thick aluminium sheet with a powder coated finish to match Pantone 541C with a 60% gloss finish.

Graphic Panel -
 3mm thick aluminium sheet with a powder coated finish to match Pantone 293C with a 60% gloss finish. Panel to be suitable backed up with marine grade plywood sheet bonded to its internal face to deaden sound and provide rigidity.

Building name and number -
 5mm thick aluminium sheet with a powder coated finish to match white with a 60% gloss finish, suitably attached to the face of the graphic panel.

Building address -
 3mm thick aluminium sheet with a powder coated finish to match white with a 60% gloss finish, suitably attached to the face of the graphic panel.

Suitable rubber gaskets and/or neoprene weather proofing to be placed around the internal perimeter of each graphic panel.

No visible fixings.

PLINTH (Control sample required)
 3 part 316 stainless steel sheet of suitable thickness with a medium shot peened finish.

Logo - to be CNC machined away from surface to a depth of 2mm.

GENERAL NOTES
Design intent
 This drawing shows design intent only, no parts should be constructed from it

Metric
 All dimensions shown are in metres and/or millimetres unless otherwise noted

Content
 All graphic content shown should be considered indicative. See sign layout section for further guidance

Fixing
 Manufacturer to design detail all structural and fixing elements

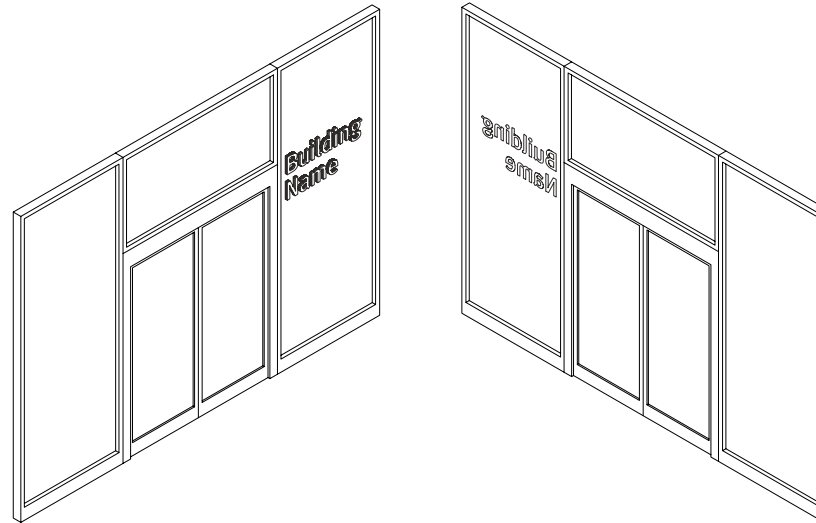
SPECIAL NOTES
Framework
 All internal framework and cross members to be 'red leaded' before powder coating

Power and Data
 A power supply is required to the sign

Prototyping
 A control sample is required for all parts prior to production of the final signs

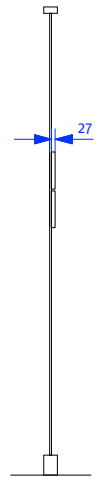
Dimensions
 When "varies" refer to sign layout section

CLIENT Imperial College London
PROJECT White City
DRAWING TITLE TH4
DWG NO. 04.BT.TH4
SHEET 1 of 1
SCALE 1:25 @ A3
REVISION
DATE 18.07.19
DRAWN BY JH
APPROVED BY RC

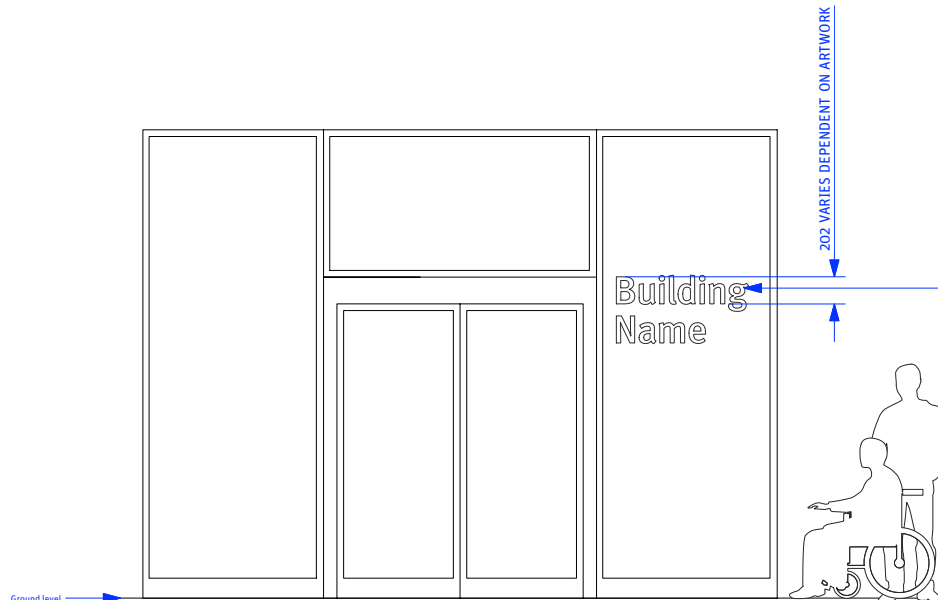


1 Isometric - front

2 Isometric - rear



3 Section
Scale: 1:40



4 Front
Scale: 1:40

LETTERS (Control sample required)
Built up aluminium letters with a powder coated finish to match white with a 60% gloss finish. To be attached to glazing with suitable 3M VHB tape, undersized by 1mm and attached to the rear face of the letters.

No visible fixings.

Internal face - the internal face of the glazing onto which the letters are to be installed is to have a matt white self adhesive vinyl patch applied to it, matching the outlines of the letterforms, in order to conceal the fixing method.

GENERAL NOTES

Design intent

This drawing shows design intent only, no parts should be constructed from it

Metric

All dimensions shown are in metres and/or millimetres unless otherwise noted

Content

All graphic content shown should be considered indicative. See sign layout section for further guidance

Fixing

Manufacturer to design detail all structural and fixing elements

SPECIAL NOTES

Framework

All internal framework and cross members to be 'red leaded' before powder coating

Prototyping

A control sample is required for all parts prior to production of the final signs

Dimensions

When "varies" refer to sign layout section

CLIENT
Imperial College London

PROJECT
White City

DRAWING TITLE
TH6

DWG NO.
06.BT TH6

SHEET
1 of 1

SCALE
1:40 @ A3

REVISION

DATE
18.07.19

DRAWN BY
JH

APPROVED BY
RC

