**External Signage Strategy**

**Building Name Signs.**

**Sign Type:** ST3a PORTRAIT (Big)

- **COLOUR - ORIGINAL COLOUR**
  - LIGHT STONE (PORTLAND) PMS 7528 C RAL 7044 (PORTLAND)
  - MID STONE (YORKSTONE) PMS 7530 C RAL 1019 (YORKSTONE)
  - ORANGE PMS 716 C RAL 2003 (NON-CONSERVATION AREAS OR CONSERVATION AREAS NOT ON PUBLIC VIEWS)
  - TERRACOTTA PMS 1955 C RAL 4002 (CONSERVATION AREAS SPECIAL CASE)

- **SCREEN PRINTED TEXT IN WHITE (TYPICAL SHOWN).**
- **SCREEN PRINTED LOGO IN WHITE.**
- **FRET CUT "UCL" LETTERS IN UPPER TRAY, EXPOSING UNDER-TRAY / CARRIER PANEL UNDERNEATH.**
  - (L1) HELVETICA NEUE 45 LIGHT 73PT
  - (L2) HELVETICA NEUE 65 MEDIUM 120PT

**Dimensions:**
- **Scale:** 1:1, 1:5 @ A3
- **Do not scale off this drawing. All dimensions must be checked on site prior to any work being put in hand. Any discrepancies are to be brought to the attention of the project manager immediately upon discovery.

**Project Officer:** R. Clements

**Tel:** 020 - 020 - **Fax:** 020 - **Email:** ucl-signage@ucl.ac.uk

**UCL ESTATES**

**GOWER STREET LONDON WC1E 6BT**

**Subject to planning permission conditions:**

1. LIGHT STONE (PORTLAND) - CONSERVATION AREAS PORTLAND STONE
2. MID STONE (YORKSTONE) - CONSERVATION AREAS DEFAULT COLOUR
3. ORANGE - NON-CONSERVATION AREAS OR CONSERVATION AREAS NOT ON PUBLIC VIEWS
4. TERRACOTTA - CONSERVATION AREAS SPECIAL CASE

**Colour - RAL equivalents:**

- LIGHT STONE (PORTLAND) - RAL 7044
- MID STONE (YORKSTONE) - RAL 1019
- ORANGE - RAL 2003
- TERRACOTTA - RAL 4002

**Sign Type:** ST3a PORTRAIT Big

**Drawn:** MA
**Date:** Aug 13
**Scale:** 1:1, 1:5 @ A3

**VRC4**