



UCL EXTERNAL SIGNAGE STRATEGY

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Version 1 by RC UCL EFD

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01.00 INTRODUCTION

This is a brief description of UCL's external signage strategy.

It was decided in 2005 that UCL's external signage should be updated to reflect the new UCL corporate identity that was introduced at that time.

The strategy was developed in consultation with the London Borough of Camden planning department. The key document setting the strategy was Wood & Wood Design's document "UCL – Exterior Signage Standards", dated July 2005.

From 2006, signage consultants 'Placemarque' were appointed to develop UCL external signage strategy across the campus. All external signage and wayfinding has been implemented in discussion with the London Borough of Camden. Wayfinding signage has been designed to coordinate with Transport for London's 'Legible London' strategy.

02.00 EXTERNAL WAYFINDING SIGNAGE

02.01 Signage Types

Signs are either nodes (two main types, A1 or A2) or wall-mounted signs (two main types, B and C). All are illuminated. The wall-mounted sign type is also suitable for mounting on railings.

02.02 The Campus Map

The campus map used on the signs was developed in partnership with UCL Geography and UCL Corporate Communications.

The map is in square format so that it can be rotated to provide 'heads up' orientation to suit any individual sign location.

02.03 Main Bloomsbury Campus

Wayfinding signage was installed to the main Bloomsbury campus area in 2009. There are twenty signs in key locations.

02.04 Other Areas

Individual buildings outside the main campus will generally not need external wayfinding signage, but it may be appropriate to sign some of the clusters or groups of buildings outside the main campus, such as the following:

- Clusters within 1.3 kilometres of the main Bloomsbury campus include:
 - Cluster around Queen Square;
 - Cluster south of Great Ormond Street Hospital;
 - Cluster around Eastman Dental Institute;
 - Cluster around Chandler House.

- Clusters or groups of buildings further afield include:
 - Archway Campus;
 - Royal Free Medical School;
 - Institute of Orthopaedics Bio-Medical Engineering, Stanmore, Middlesex;
 - Shenley Athletic Ground;
 - MSSL, Dorking, Surrey;
 - Blakeney Point Norfolk,

02.05 Updating Signs

There is a need to continually update the signs to reflect change. The signs are designed to be easily updated. The map and graphics information is printed on film and adhered to glass panels. It is relatively easy to remove the film from the panel and replace it with new film of updated artwork.

The timing of updates is not fixed. It was thought that updates every 3 years may be sufficient. But the need for updates can be instigated by any build-up of changes on the campus which make information on the signs out of date.

03.00 EXTERNAL BUILDING IDENTIFICATION SIGNAGE

03.01 Signage Types

The main types are:

type		Width (mm)	Height (mm)
ST1:	Canopy Sign Long	<i>Size depends on individual location</i>	
ST2:	Canopy Sign Medium	<i>Size depends on individual location</i>	
ST3a:	Portrait big	440	600
ST3b:	Portrait small	300	400
ST4a:	Landscape big	940	300
ST4b:	Landscape short	650	260
ST4c:	Landscape small	470	150
ST5a:	Projecting sign big	440	600
ST5b:	Projecting sign small	300	400
ST6:	Corner sign	<i>Size depends on individual location</i>	
SP:	Special	<i>Size depends on individual location</i>	

Signs are double plate aluminium tray design (3mm thick plate). The backing tray is coloured, (4 standard colours) and the upper tray is black gloss finished, with white lettering, white UCL logo and the 'UCL' logo letters fret cut out, to reveal the coloured plate underneath. The coloured tray is also visible at the sides of the sign. Overall thickness of signs is generally 30mm (23mm maximum thickness of upper tray, 29mm maximum thickness of backing tray).

The four standard colours are orange, mid-tone stone, light-tone stone and red. Orange is used for buildings that are not listed and in non-conservation areas (but orange can be used in conservation areas when not on the public highway). Mid-tone and light-tone stone are used for listed buildings and in conservation areas. The light-tone stone is particularly suited to Portland stone buildings. Red has only been approved by planners in very few cases in conservation areas where there are adjacent red toning historic building materials.

03.02 Standard Wording on Signs

The preference is for the wording to be limited to the building name and / or the building address.

It is preferred that department names are *not* included; but some signs have included department names, where special justification can be made.

03.03 Special Wording / special signs

Sometimes more than one sign is needed, to pick up different entrances, for example.

There can also be a need for special signs, for example, to indicate 'accessible routes' or to give information about building entry systems.

Other signs include some basic wayfinding information, for example, to indicate direction to a main entrance where it is not clear.

03.04 Signage installed to date

Signs have been installed in 3 main phases to date:

- Phase 1: 2006-07;
- Phase 2: 2007-08;
- Phase 3: 2009.

Most buildings in the main Bloomsbury campus and most buildings in the 'outer ring', ie within 1.3 kilometres of the main campus, are now signed.

Some building further afield have also been signed, including:

- Hawkridge House;
- Archaeology, Brighton.
- MSSL, Dorking, Surrey.

03.05 Policy for New Signs / Replacement Signs

It is intended that all significant UCL buildings should have the new building name signage.

Any buildings that have not yet benefited from the new signage can be signed on a piecemeal basis, depending on funding availability.

But EFD funding for such signage is now extremely limited and it would normally be expected that the building End-Users would need to fund such signs.

Replacement signs will always be needed to reflect changes. These will often be picked up as part of the 'project' or 'projects' related to such changes.

04.00 FIRE & HEALTH & SAFETY SIGNAGE

There is a long term plan to tidy up and rationalize the external fire and health and safety signage on the main campus.

05.00 OTHER EXTERNAL SIGNAGE

There is likely to be a need for other external signage including:

- Cycle park signage / maps;
- Signs discouraging attaching cycles to railings;
- Local wayfinding signs for detail routes not shown on the main wayfinding signs.