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UoS Sign Guide Manual
Owner: University of Sheffield Estates Team

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Introduction

01

01 Introduction

University of Sheffield has developed a standard sign style for all external wayfinding across the university estate.

An effective wayfinding and signage strategy for University of Sheffield can only be achieved if a consistent approach for signs is taken across all buildings, in terms of both appearance and content.

This standard must now be complied with for all areas.

This manual sets out the brand application and rules, and then sets out the sign types, usage rules and templates, along with detailed specifications.

Wayfinding Process

02

02 Wayfinding Process

The following diagram is a useful overview of the signage planning, design and implementation process. It outlines 6 key stages and approval points and should be used as a guide for wayfinding projects.

The type of wayfinding project to be undertaken may vary in size. It is envisaged there will be three types of projects:

Type One: Small Schemes

Minor updates to existing signage

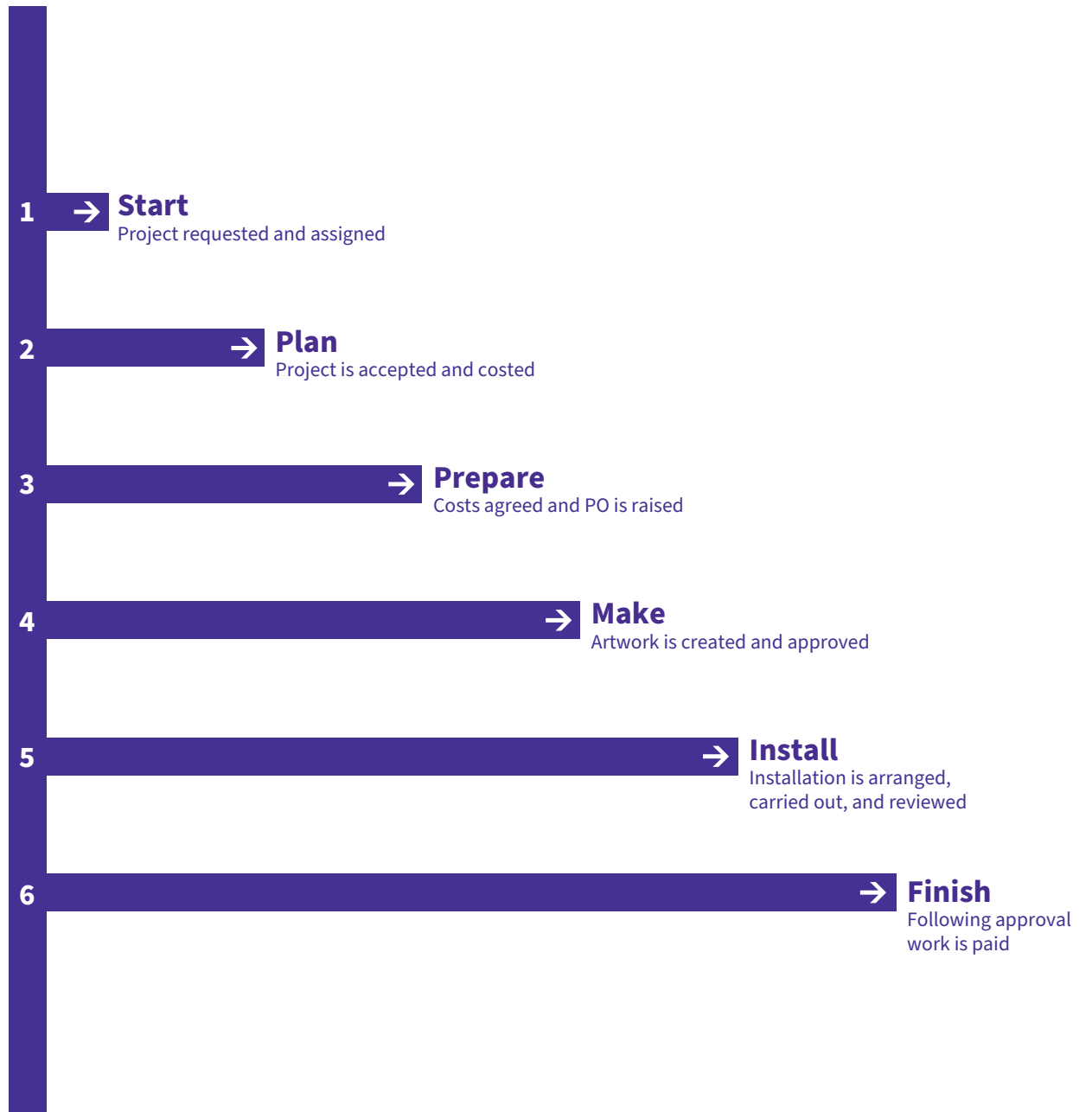
Type Two: Medium Schemes

Updates to a number of older signs which need to change to the new standards.

Type Three: Large schemes

A full new wayfinding scheme for a new development or campus roll out.

All project requests will need to be accepted by the Wayfinding & Sustainable Travel Officer in the Estates and Facilities Management Team.



Brand

03

03 Brand

03.1 Logo

Primary Logo

For wayfinding the primary logo shown in Fig 1 should be used throughout the wayfinding sign family. The Primary Logo is used as shown in Fig 1 against the brand violet consistently throughout the low level sign family and building signage. The Primary Logo can vary in visual appearance at high level to compliment the building architecture. For further information refer to section 07 Sign Templates.

Secondary Logo

There are locations where the secondary logo will be more suited to the architecture of the building when used at high level in this instance the secondary logo should be used. This layout is also used at low level in the certain sign types. For further information refer to section 07 Sign Templates.

Further information on logo application can be found here:

www.sheffield.ac.uk/brand-toolkit/logo

Fig 1



Fig 2



03 Brand

03.2 Typography

Primary Typeface

The wayfinding signs should use the brand font: Source Sans Pro. This is a sans serif typeface and is recommended as good practice as it is more legible than serif faces.

Two weights of the typeface are offered - bold for primary information and regular for secondary information. For further information refer to section 07 Sign Templates.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@£\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@£\$%^&*()

CAP HEIGHT

X HEIGHT



03 Brand

03.2 Typography

Secondary Typeface

Source Serif 4 has been chosen as the secondary typeface. This typeface should only be used on header panels on signage to identify the area name, campus name or building name.

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@£\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@£\$%^&*()

CAP HEIGHT

X HEIGHT



03

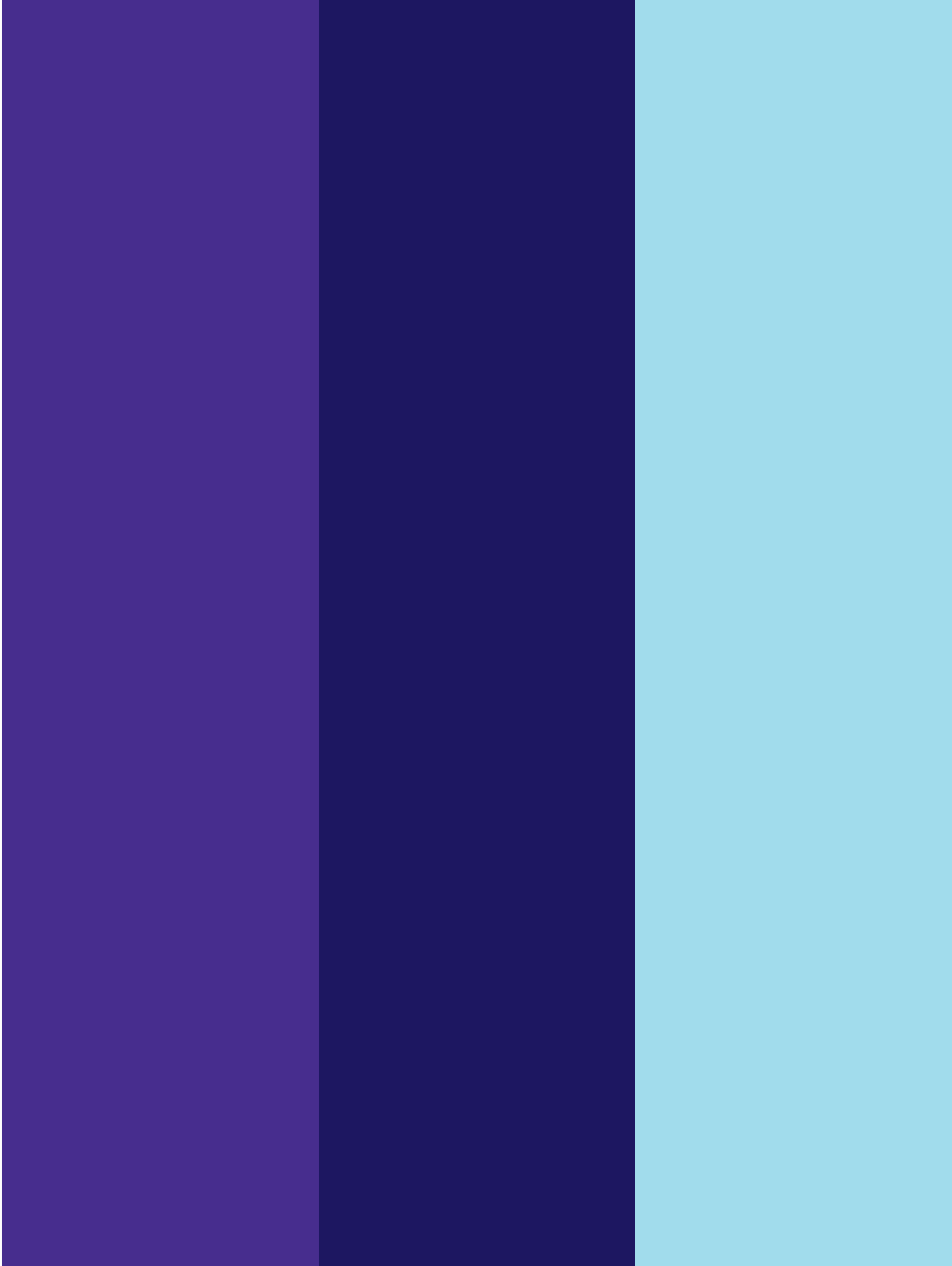
Brand

03.3 Colour

Primary Colour Palette

The university brand guidelines set out a fixed range of colours to be used. For wayfinding, this colour palette has been refined to create a recognisable identity colour.

External signs use white as the base colour with dark violet used for the content. For header panels, brand and dark violet should be used as the base colour with white for the content. Powder blue is also used on signs to reinforce the campus name on header panels.



Brand Violet

Pantone Violet C
CMYK: 90 99 0 0

Dark Violet

Pantone 273 C
CMYK: 100 100 7 38

Powder Blue

Pantone 304 C
CMYK: 34 0 6 0

White

Pantone White C
CMYK: 0 0 0 0

03





Brand

03.3 Colour





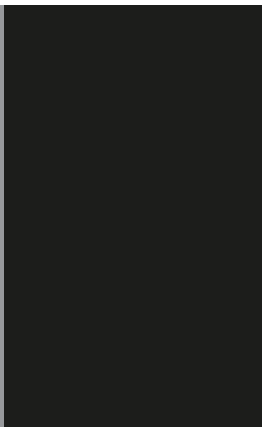
Secondary Colour Palette

The secondary colour palette shows the additional colours that are to be used in the external mapping. The secondary colour palette is made up of the brand wider palette and the Connect Sheffield map palette. The secondary colour palette should only be used in mapping material.

Brand Wider Palette

			
Peach #ff9664	Spearmint #3bd4ae	Aqua #00bbcc	Coral #e7004c

Connect Sheffield Palette

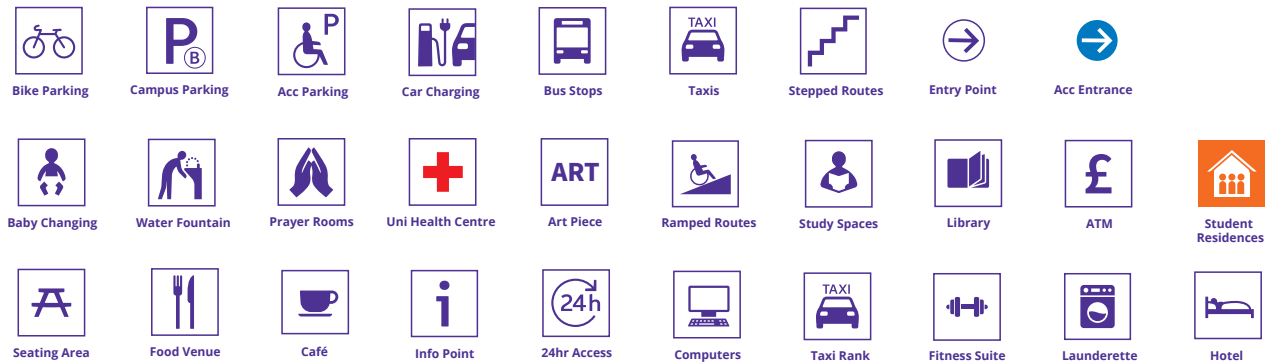
				
Orange CMYK: 0 71 100 0	Blue CMYK: 85 47 50 0	Red CMYK: 0 100 100 0	Grey CMYK: 0 0 0 60	Black CMYK: 71 65 67 77

03 Brand

03.4 Pictograms

The icon palette shown here should be used to supplement the text legends to aid the legibility and understanding of signs. These are based on internationally recognised pictograms.

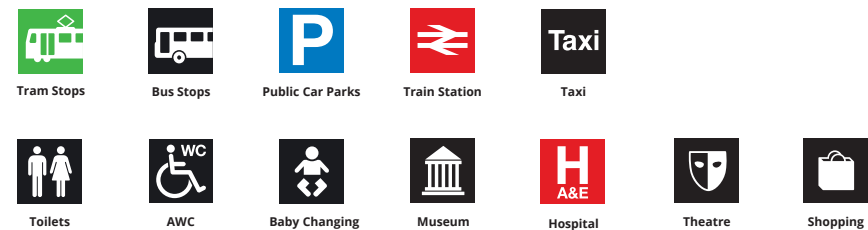
Wayfinding Sans Symbol 1



ISO 7001 Public Facilities



Connect Sheffield Map



General Rules

04

04 General Rules

04.1 Naming

The choice of content for signs may seem obvious but different people have their own interpretation of what signs should say. In order to avoid over signing, a process of editing the proposed list of destinations is required at the outset. All locations do not need to be signed from everywhere.

The hierarchy of sign destinations needs to be considered and as a rule, sign the general first and the specific later. Think about the primary destinations that visitors need to find. Bear in mind that once a destination is signed this will need to be signed every time to ensure that the route does not 'go cold'. The biggest cause of frustration to users is to find that they are following signs to a destination and then at a junction the signs for that destination disappear. So only sign what is really necessary from each point. A simpler set of destinations to Area Names may be better with more detailed information developing as specific destinations are approached.

When applying the general rules to signage, keep the three traits below in mind:

Simplicity

Destinations should be easy to find, read and understand. The wayfinding must be thought of holistically to be effective and help people navigate the space from arrival to end destination. The signage should be positioned for clear visibility and comply with the accessibility principles set out in section 08 Accessibility.

Consistency

The wayfinding should deliver complete consistency from placement, finish, and visual identity. This will help ensure University users receive a recognisable system and will help them find their way efficiently.

Clarity

Clarity influences the amount as well as the type of information on signs. Content should be simplified using the hierarchy of information set out in the general rules section. That will enable the users to digest information quickly with little confusion.

04

General Rules

04.2 Information Hierarchy

The delivery of the information is as important as the design of the signs. It is vital therefore a hierarchy of information is set up to avoid signing everything from everywhere. The repetition of the hierarchy across the estate will develop a recognisable system that will help users find their way efficiently both in journey planning and navigating on site.

Destinations have been categorised into priority levels: Primary, Secondary and Tertiary Destinations to help with progressive disclosure of information.

Primary Destinations - Level 1

Main buildings and Area Names which need to be signed to from most places. To appear on: directional signs, maps.

Secondary Destinations - Level 2

Buildings and area names that need to be signed to from closer major orientation points
To appear on: directional signs, maps

Tertiary Destinations - Level 3

Localised buildings and area names that need to be signed from close distance or just located on the map. To appear on: maps

The University

The university logo must be incorporated into the external wayfinding as the primary identifier for the university. Buildings located at the boundaries of the campus estates should be considered to have the university logo in prominent locations on the building's elevations at high level.

Campus

The campus names should be highlighted on the external wayfinding signs to help define the cluster areas of the University Estate as distinctive places.

City Campus
Endcliffe and Ranmoor Campus
Parkway North Campus
Parkway South Campus
Norton Campus
Northern General Hospital

Area Names

Area names help to build a mental map of the campus layout and should be used in the external wayfinding signs to aid orientation, link routes and allow exploration of the University external spaces. Area Names should be used in directional signage to help with simplifying content and used as an orientation name on the signs. Area Names are made up of key routes, external spaces, clusters and landmarks. A list of established Area Names has been provided below:

Key Routes	Priority Level
Brook Hill	2
Clarkson Street	3
Favell Road	3
Glossop Road	2
Glossop Lane	3
Hounsfield Road	3
Leavygreave Road	2
Mappin Street	3
Northumberland Road	2

04 General Rules

Portobello Street	2
Regent Street	3
St George's Terrace	3
Upper Hanover Street	2
Western Bank	3
Whitham Road	3

External Spaces

Bartolome Square	3
Concourse	2
Crookes Valley Park	3
Durham Road Garden	3
Favell Green	3
Gell Street Park	3
Hounsfield Square	3
Jessop West Garden	3
Regents Court	3
Richard Roberts Lawn	3
St George's Green	3
Students' Union Amphitheatre	2
The Ponderosa	3

Weston Park	3
-------------	---

Clusters

Charles Clifford Dental School	2
City Centre	2
Red Hill (previously north campus)	2
Royal Hallamshire Hospital	2
Sports & Physical Activity	1
Weston Park Hospital	2

Landmarks

The University of Sheffield (Sheffield Supertram)	1
---	---

Building

The building name should be used in external wayfinding as this is the most used and recognised terminology. A four digit short code is for use in digital platforms such as room numbering and timetable systems.

Buildings should be used in directional signs, shown on mapping and placed at building entrances to reinforce arrival.

Building name terminology has been simplified to only include the building name for example: **Alfred Denny** NOT **The Alfred Denny Building**.

We have set out the current list of building names to use in external wayfinding for the City Campus.

	Building Name	Short Code	Priority Level
0-9	9 Mappin Street	9MAP	2
	3 Solly Street	3SOL	3
	38 Mappin Street	38MS	3
A	Academic Skills Centre	ACSC	3
	Addison	ADDI	2
	Alfred Denny	ALFD	2
	Amy Johnson	AMYJ	2
	Arthur Willis Environment Centre	AWEC	2
	Arts Tower	ARTS	1
B	Barber House	BARH	2
	Barber House Annexe	BARA	3
	Bartolomé House	BART	2
	Broad Lane	BRDL	2

04 General Rules

	Brook Hill Hall	BRHH	3
	Broomcross	WPBC	3
C	Campaigns and Alumni Relations	CAAR	3
	Cathedral Court	CATH	3
	Central Annexe	CENA	3
	Central Wing	CENW	3
	Chemical and Biological Engineering	CABE	3
	Confucius Institute	CONI	3
	Cycle Hub	CYCL	3
D	Dainton	DAIN	2
	Dental Practice Unit	DENP	2
	Dental School	DENS	2
	The Diamond	DIAM	1
	Drama Studio	DRAM	3
E	Edgar Allen House	EDAH	2
	Elevate Hub	EHUB	2
	Ella Armitage	ELLA	2
	Elmfield	ELMF	2
	Engineering Heartspace	HEAR	1

F	Firth Court	FCRT	1
	Florey	FLOR	2
G	Gatehouse	GATE	3
	Geography and Planning	GEOG	2
	George Porter	RDGP	2
	Goodwin Sports Centre	SPSC	2
H	Harry Brearley	HARB	2
	Hicks	HICK	2
	Human Communication Sciences	HCOM	3
	Humanities Research Institute	HRES	3
I	ICOSS	ICOS	2
	Information Commons	INFO	1
	Innovation Centre	INNO	3
	IT Services	ITSE	3
J	Jessop	JESM	2
	Jessop West	JESW	1
	Jessop Wing	RHJW	3
K	Kroto Research Institute	RDKR	3
M	Management School	MANS	1

	Management School Doctoral Centre	MSDC	2
	Medical School	RHMS	1
	Minalloy House	MINA	3
	Mining Block	MINB	3
	Modular Teaching Village	MODV	3
	Modular Village	RDMV	3
N	Nanoscience and Technology Centre	RDNT	3
	New Caledonia Workshop	CALW	3
	New Spring House	NWSH	3
O	The Octagon	OCTC	1
P	Pam Liversidge	PAML	2
	Perak Laboratories	PERL	3
	Philosophy	PHIL	3
	Portobello Centre	PORT	3
R	Regent Court	REGC	2
	Richard Roberts	RROB	2
	Robert Hill Institute	RHIL	3
	Royal Exchange	ROYE	2
	Royal Hallamshire Hospital	RYHH	2

04 General Rules

S	Security Services	SERV	3
	Sir Frederick Mappin	FRED	1
	Sir Henry Stephenson	SHEN	2
	Sir Robert Hadfield	SROB	2
	SITraN	SITN	2
	Soundhouse	SNDH	3
	St George's	STGC	2
	Students' Union	SSID	1
	T Transport Services	TRAS	3
	U University Arms	UNIA	3
	University Health Service	UNIH	3
	W The Wave	WAVE	1
	Western Bank Library	WLIB	1
	Western Bank Villas	WVIL	3

Internal Wayfinding

It is important to recognise that the wayfinding journey does not end upon arrival to a building. It continues until the user reaches their final destination, which is often a specific room within the building.

Internal wayfinding general rules is not covered in this sign manual version. If there are any requirements for internal signage please contact the Wayfinding & Sustainable Travel Officer in the Estates and Facilities Management Team.

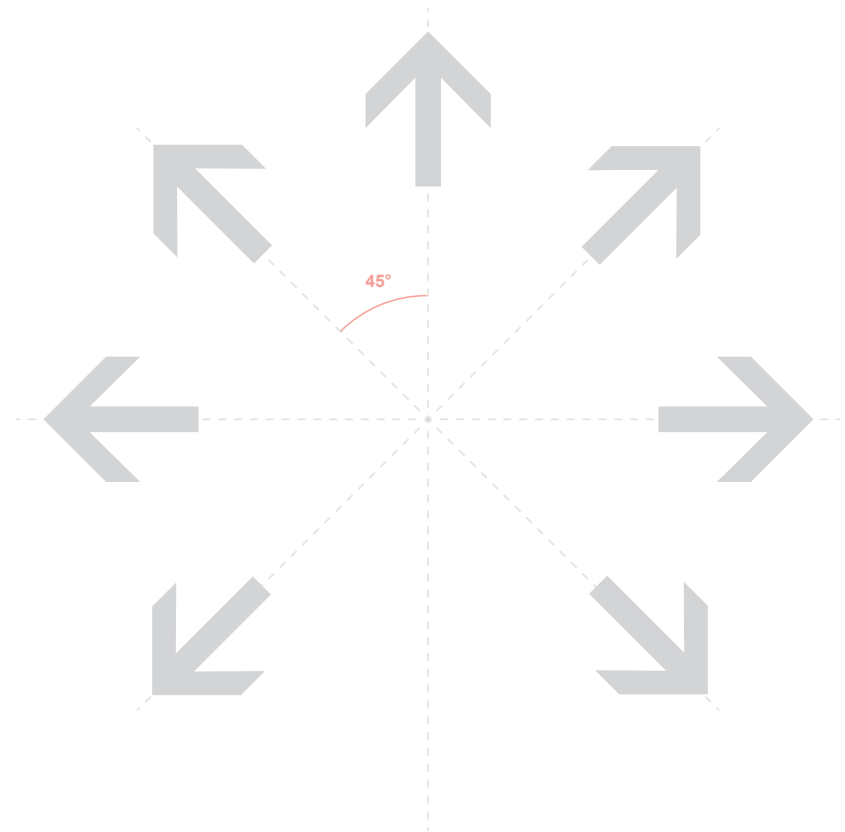
04 General Rules

04.3 Arrows

A uniform arrow type is used on all signs.
The size of the directional arrows is set in the artwork, however the correct arrow and legend configuration must be used on all signs.

Do not use down or right angled arrows, if you feel these are required then the sign is in the wrong place and should be reconsidered or the content should be split between two signs.

Consider Multiple Modalities: While visual arrows are commonly used, also consider complementing them with tactile arrows or audio-based directions to support individuals with visual impairments. It's recommended to collaborate with accessibility experts and gather feedback from individuals with disabilities during the design and testing phase to optimize the accessibility of arrows in signage.



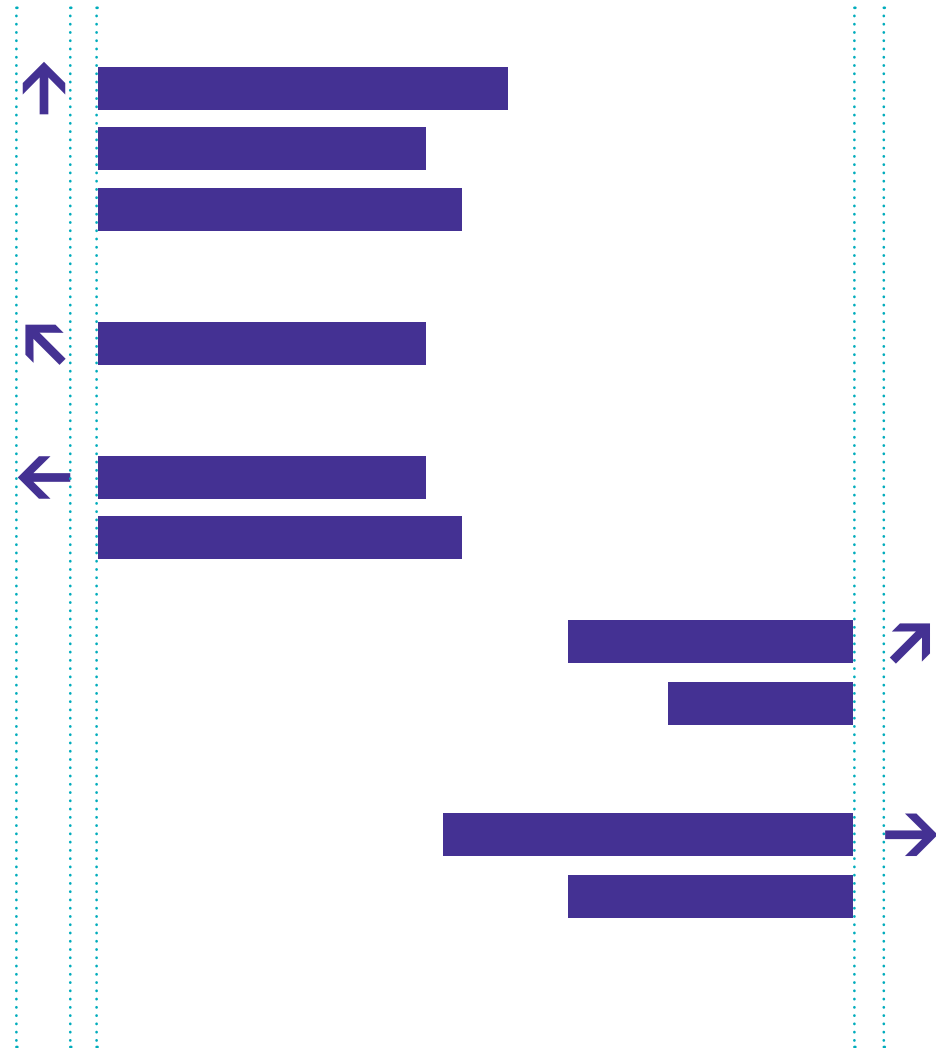
04 General Rules

04.4 Alignment

The arrow is one of the most useful symbols used in signage, and when used correctly aids legibility and understanding. Text legends should be aligned according to the direction of the arrow.

On legends pointing right the legend is ranged right and the arrow appears on the right hand side of the legend. On arrows pointing left the legend is ranged left and the arrow appears on the left of the legend.

For arrows pointing up, this is dependent on the location of the sign. Generally this would sit on the left hand side of the sign, with text also left arranged. But if a user is being directed up a corridor to the right hand side of the sign, then it would be clearer in this instance to range the arrow and legend right.



04 General Rules

04.5 Placement Rationale

The location of signage on a building falls into three groups - Low, Mid and High-level, and the type of signage chosen will differ depending on the location.

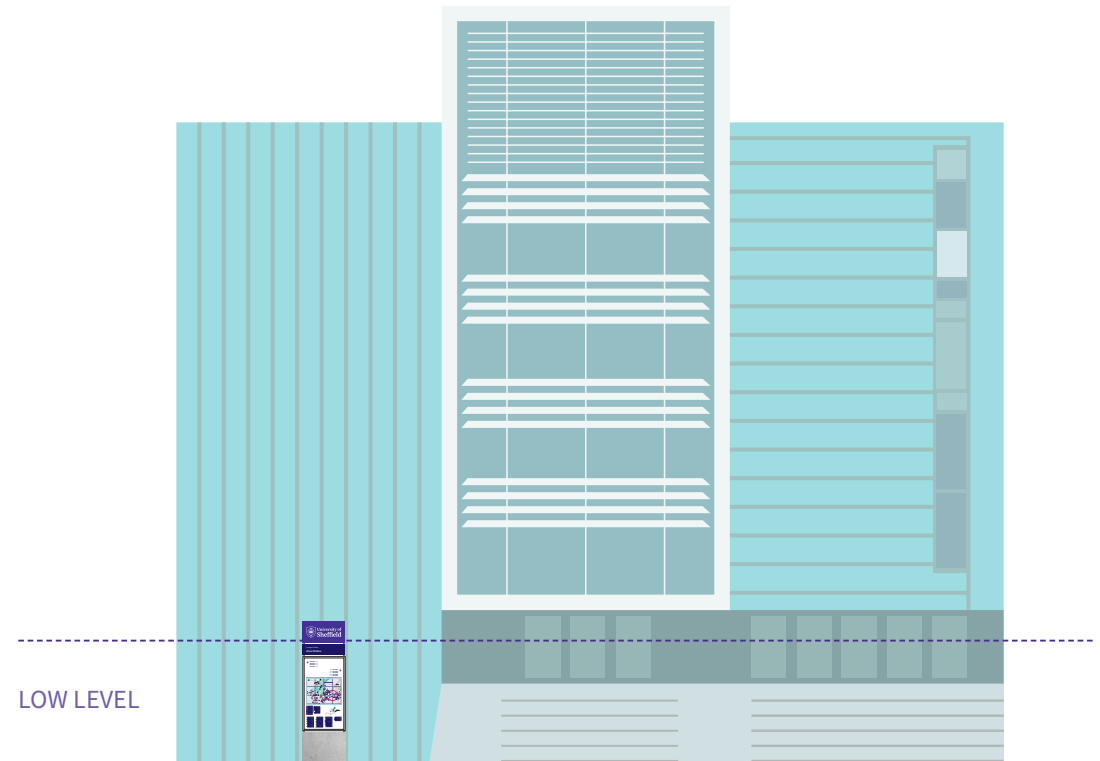
Low Level Signage

Low-level signage will help to build a branded destination and create a clear sense of place for the University estate within the wider city.

Low-level signage will help people navigate through the campus with confidence.

Sign types include:

- EXT-01 Large Monolith
- EXT-02 Midi Monolith
- EXT-03 Mini Monolith
- EXT-04 Wall Mounted Map Panel
- EXT-05 Wall Mounted Directional Sign
- EXT-06 Fingerpost
- EXT-07 Area Marker
- EXT-12 Building Interpretation



Additionally to the Low Level signs we have also identified Pre-visit channels that should be looked at to improve the full experience. These include bus stop locations and sit within a separate report.

04 General Rules

04.5 Placement Rationale

Mid Level Signage

The purpose of mid-level signage is to primarily highlight the building entrances at street level.

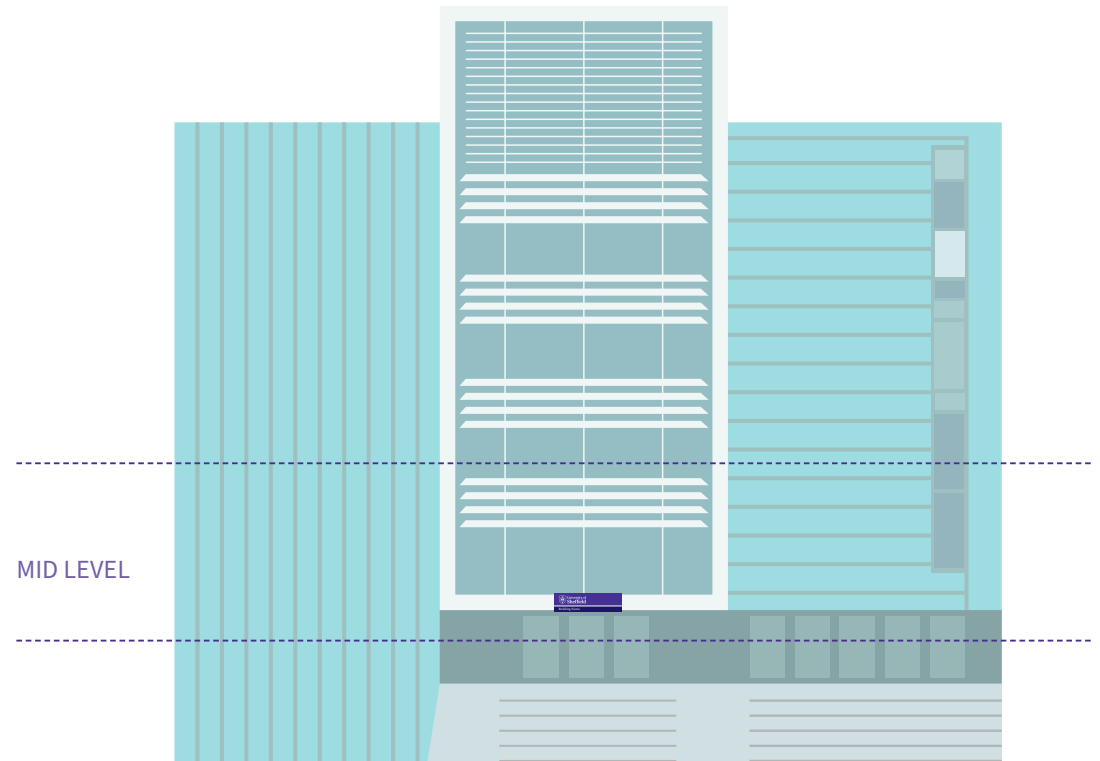
The building name should be used to identify the building on approach and be positioned at building entrances over doors on glazing or integrated into entrance canopies to create a welcoming arrival.

Sign types include:

EXT-09 Building Entrance Identifier

EXT-10 Building Tray

EXT-11 Building Projecting



04 General Rules

04.5 Placement Rationale

High Level Signage

The purpose of high-level signage is to identify University buildings amongst others in the city skyline. Not all buildings will need high-level signage, this type of sign should be located on building façades that can be seen from key approach routes and in the wider city skyline. Additionally, key areas have been identified across the estate that can provide opportunities to celebrate the character of the university and create an engaging sense of place through large scale interpretation.

Sign types include:

EXT-08 University Identifier

EXT-13 University Interpretation

We have also included for approach and welcome signage within this category as they have a similar function to the high level signs.

Sign types include:

EXT-14 Vehicle University Identifier

EXT-15 Tram Identifiers



Sign Types

05

05 Sign Types

05.1 External Sign Functions

EXT_01 Large Monolith

Major Pedestrian entry directional and orientation locations with campus mapping and interpretation. To create a sense of welcome within the city street scape. Gateway signs should be illuminated when possible and include topper detail.

EXT_02 Midi Monolith

Sign type to be positioned at decision points on campus. The purpose of this sign is to reinforce location when a map is required and to aid in navigation throughout the campus. Campus mapping to be orientated in a 'heads-up' rotation.

EXT_03 Mini Monolith

Sign type to be positioned at decision/ entry points on campus. Where there isn't enough space for a Large or Midi Monolith.

EXT_04 Wall Mounted Map

Major Pedestrian entry directional and orientation locations with campus mapping and interpretation.

EXT_05 Wall Mounted Directional

Major Pedestrian entry directional and orientation locations with campus mapping and interpretation.

EXT_06 Fingerpost

Fingerpost aid in fluid navigation through the campus. Where there is not capacity for a map monolith.

EXT_07 Area Marker

Area Marker signs identify external named spaces and give interpretive stories of the place or surrounding buildings. The purpose of this sign is to define external spaces to help users orientate themselves on campus.

EXT_08 University Identifier

High Level approach University Identifier to give presence to university in the city landscape at high level and Gateway points. Primary logo should be used where possible and Portrait option is available if architecture restricts the use of Primary Logo.

EXT_09 Building Entrance Identifier

To announce the arrival to a building.

EXT_10 Building Tray

To give more information on key spaces with a building and useful information such as opening times.

EXT_11 Building Projecting

To announce the arrival to a building

EXT_12 Building Interpretation

To include information on the building history.

EXT_13 University Interpretation

Public art interventions that celebrate the Universities identity, fostering a sense of shared heritage and collective memory for all.

EXT_14 Vehicle University Identifier

To give university presence on approach routes.

EXT_15 Tram Identifier

To give university presence at the tram stop.

EXT_16 Tram Poster Case

To help with orientation at key entry point to the university.

EXT_17 Tram Railings Banner

Directional content to help with directions from tram entry point to crossing.

EXT_18 Bus Stop Graphics

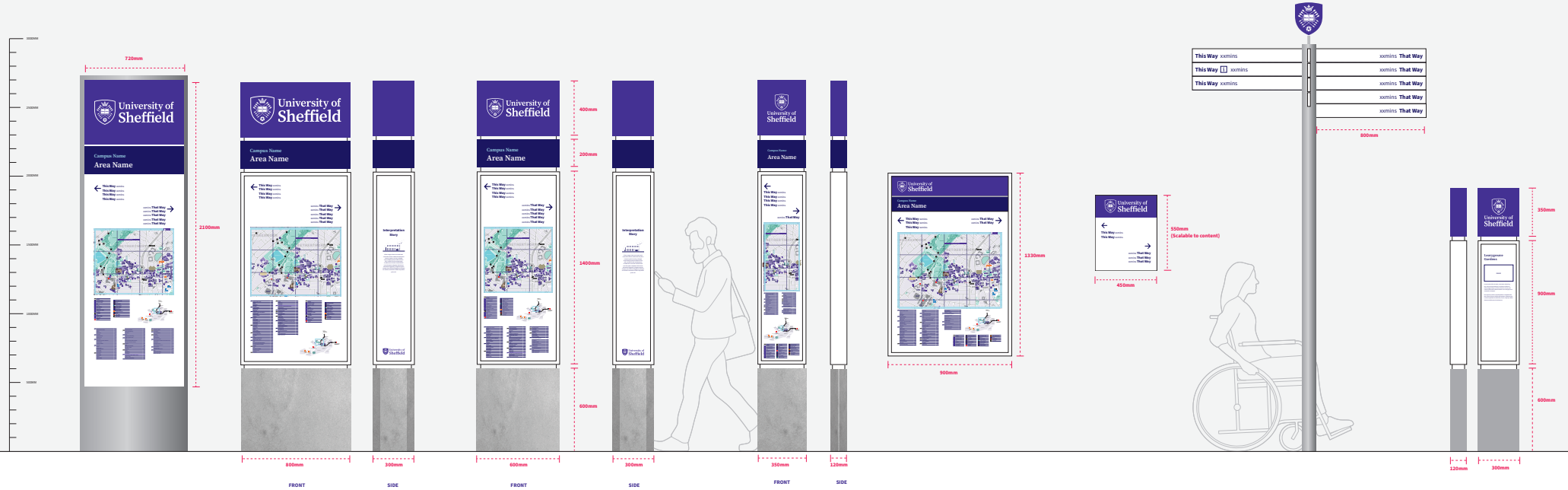
To give wayfinding information at point of arrival.

OD_01/02 Open Day Signage A3/A4

Temporary signage for events and open days.

05 Sign Types

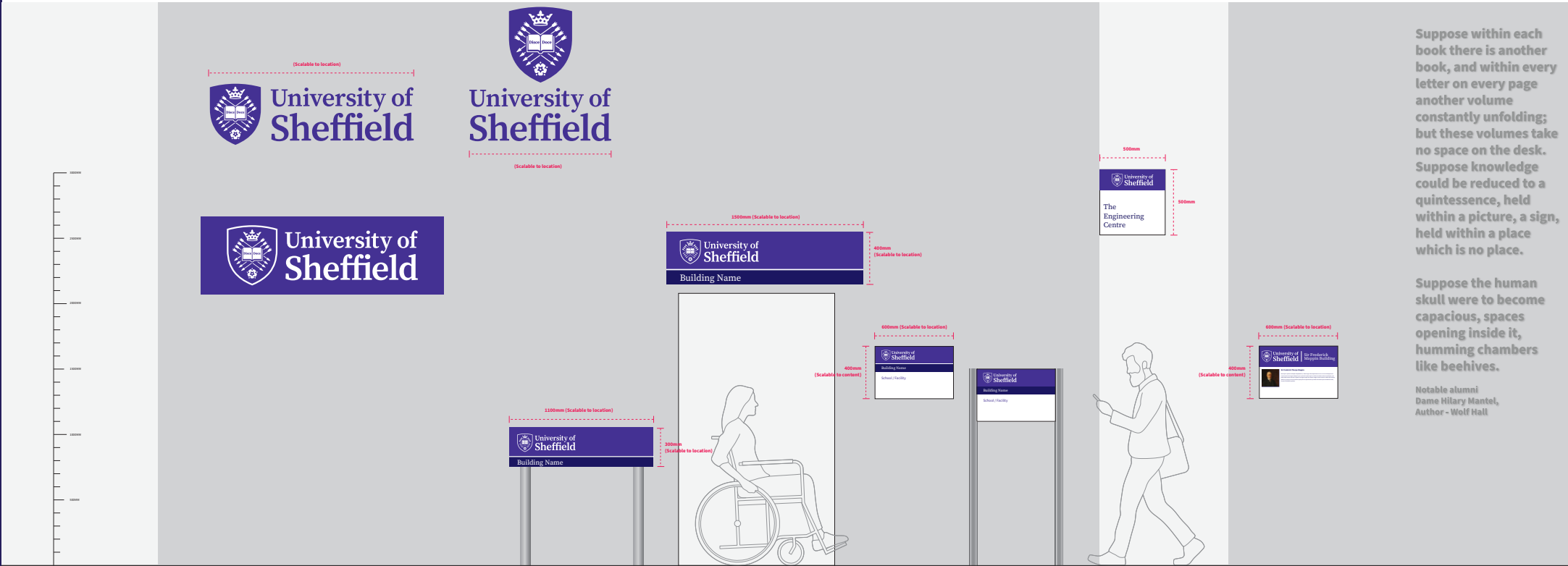
05.2 External Sign Family 1 of 4



Code	CS-01	EXT-01	EXT-02	EXT-03	EXT-04	EXT-05	EXT-06	EXT-07
Name	Connect Sheffield Signs	Large Monolith	Midi Monolith	Mini Monolith	Wall Mounted Map Panel	Wall Mounted Directional Sign	Fingerpost	Area Marker
Purpose	Re-purpose the Connect Sheffield totems located on campus to give a sense of cohesion throughout the wayfinding experience.	Major Pedestrian entry directional and orientation locations with campus mapping and interpretation. To create a sense of welcome within the city streetscape. Gateway signs should be illuminated when possible and include topper detail.	Sign type to be positioned at decision points on campus. The purpose of this sign is to reinforce location when a map is required and to aid in navigation throughout the campus. Campus mapping to be orientated in a 'heads-up' rotation.	Sign type to be positioned at decision/entry points on campus. Where there isn't enough space for a Large or Midi Monolith.	Major Pedestrian entry directional and orientation locations with campus mapping and interpretation.	Major Pedestrian entry directional and orientation locations with campus mapping and interpretation.	Fingerpost aid in fluid navigation through the campus. Where the is not capacity for a map monolith.	Area Marker signs identify external named spaces and give interpretive stories of the place or surrounding buildings. The purpose of this sign is to define external spaces to help users orientate themselves on campus.
Location	Existing connect sheffield signs	At major pedestrian gateway points on campus.	At pedestrian decision points on campus	At pedestrian gateway/ decision points to campus	At pedestrian gateway points to campus	At pedestrian gateway points to campus	On outer perimeter routes and connecting decision points.	In external courtyards/gardens

05 Sign Types

05.2 External Sign Family 2 of 4



Suppose within each book there is another book, and within every letter on every page another volume constantly unfolding; but these volumes take no space on the desk. Suppose knowledge could be reduced to a quintessence, held within a picture, a sign, held within a place which is no place.

Suppose the human skull were to become capacious, spaces opening inside it, humming chambers like beehives.

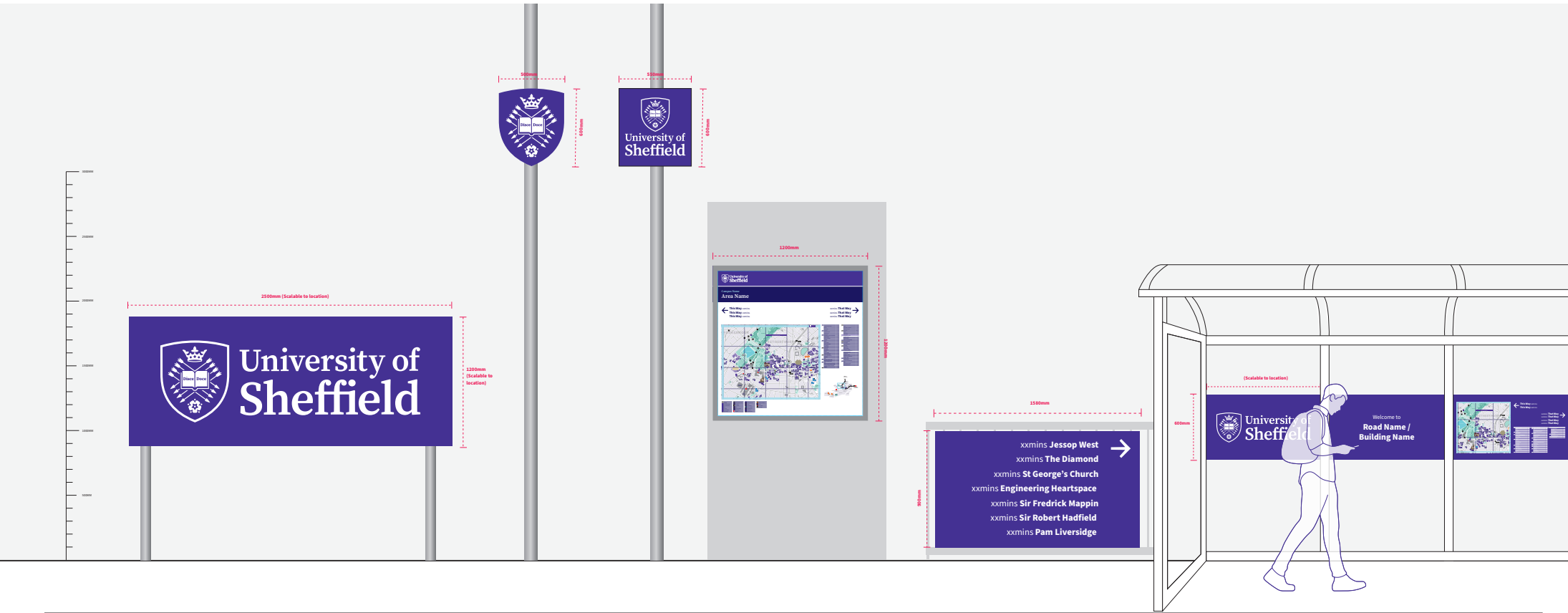
Notable alumni
Dame Hilary Mantel,
Author - Wolf Hall

Code	EXT-08	EXT-9	EXT-10	EXT-11	EXT-12	EXT-13
Name	University Identifier	Building Entrance Identifier	Building Tray	Building Projecting	Building Interpretation	University Interpretation
Purpose	High Level approach University Identifier to give presence to university in the city landscape at high level and Gateway points. Primary logo should be used where possible and Portrait option is available if architecture restricts the use of Primary Logo.	To announce the arrival to a building	To give more information on key spaces with a building and useful information such as opening times.	To announce the arrival to a building	To include information on the building history	Public art interventions that celebrate the Universities identity, fostering a sense of shared heritage and collective memory for all.
Location	High impact building façades	Above main entrance doors. Option for post mounted if restrictions apply due to building listed status	At entrances to buildings located near the doors. Option for post mounted sign if required.	At entrances to buildings that are hidden or not clear from the approach route.	At buildings of interest	Commissioned specifically for the site where it's located.

05

Sign Types

05.2 External Sign Family 3 of 4



Code	EXT-14	EXT-15	EXT-16	EXT-17	EXT-18
Name	Vehicle University Identifier	Tram Identifiers	Tram Poster Case	Tram Railings Banner	Bus Stop Graphics
Purpose	To give university presence on approach routes.	To give university presence at the tram stop	To help with orientation at key entry point to the university	Directional content to help with directions from tram entry point to crossing.	To give wayfinding information at point of arrival.
Location	Major road routes into the university estate.	Tram Poles to replace existing	Existing Poster Case	Railing Mounted	Located at selected bus stops around the campus.

05

Sign Types

05.2 External Sign Family 4 of 4



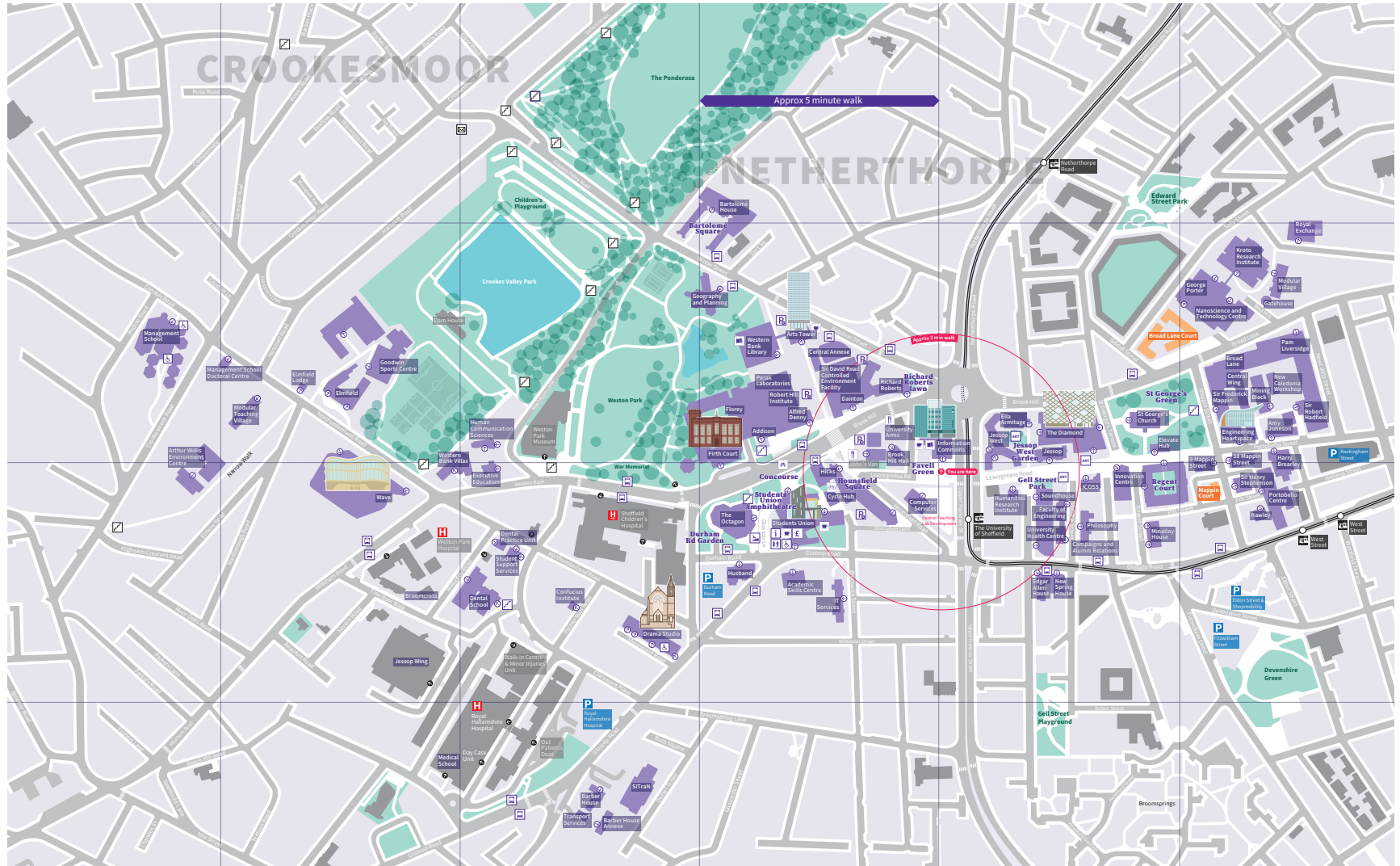
Code	OD-01	OD-02
Name	Open Day Signage A3	Open Day Signage A4
Purpose	For additional layering of temporary directional signage during open days and events .	For additional layering of temporary directional signage during open days and events .
Location	Where extra directional information is needed	Where extra directional information is needed

Mapping

06

06 Mapping

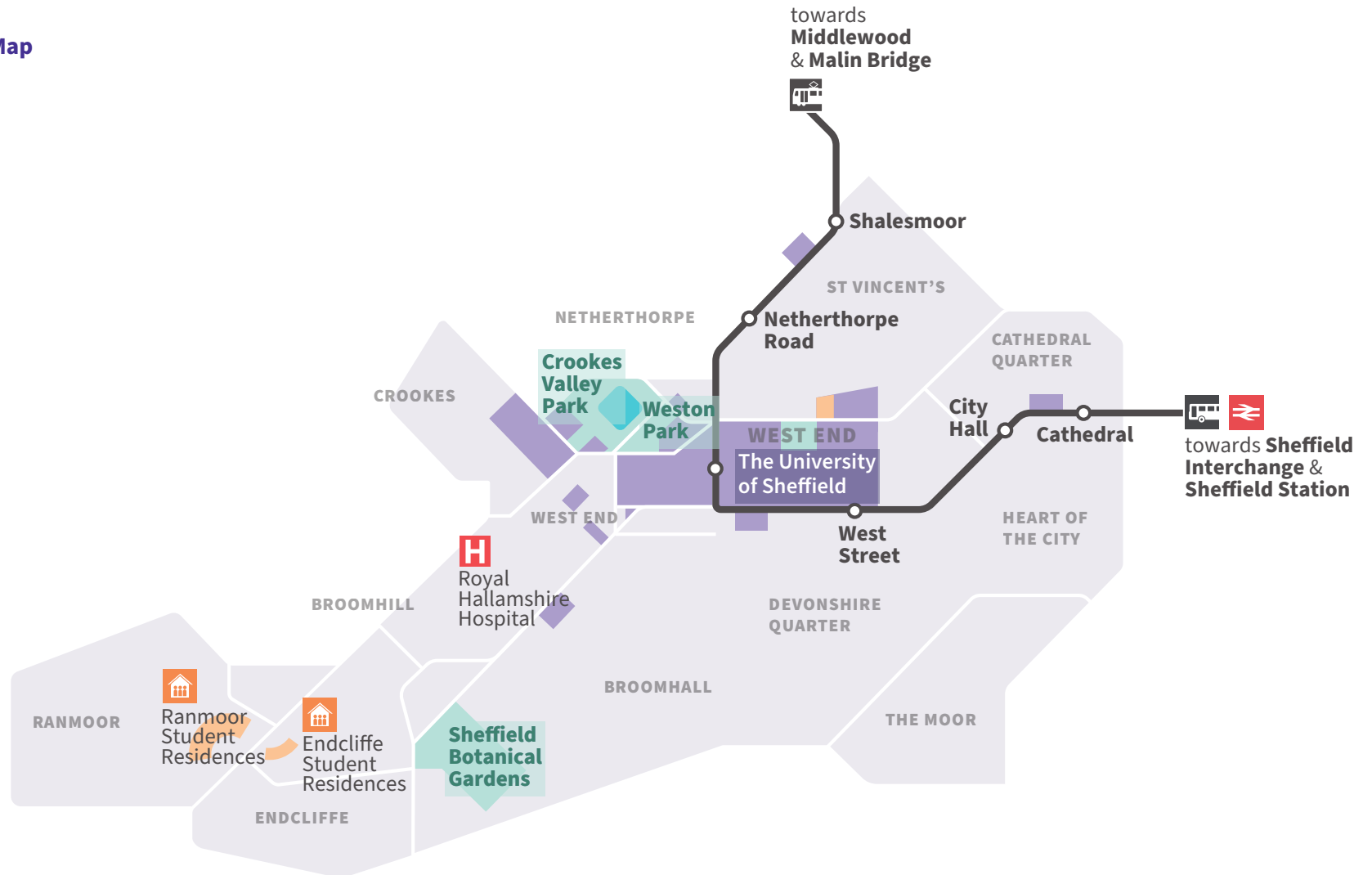
06.1 Detailed Master Map



Wayfinding City Campus Map

06 Mapping

06.2 Wider Area Master Map

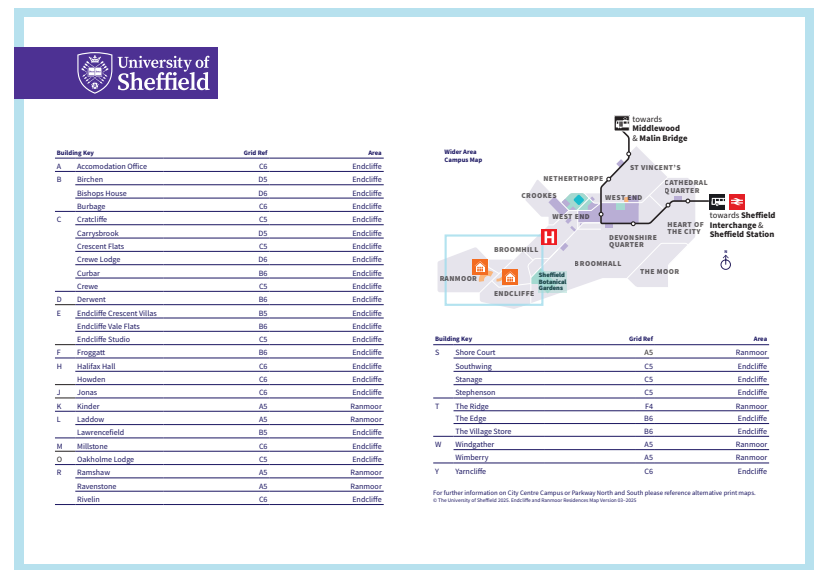
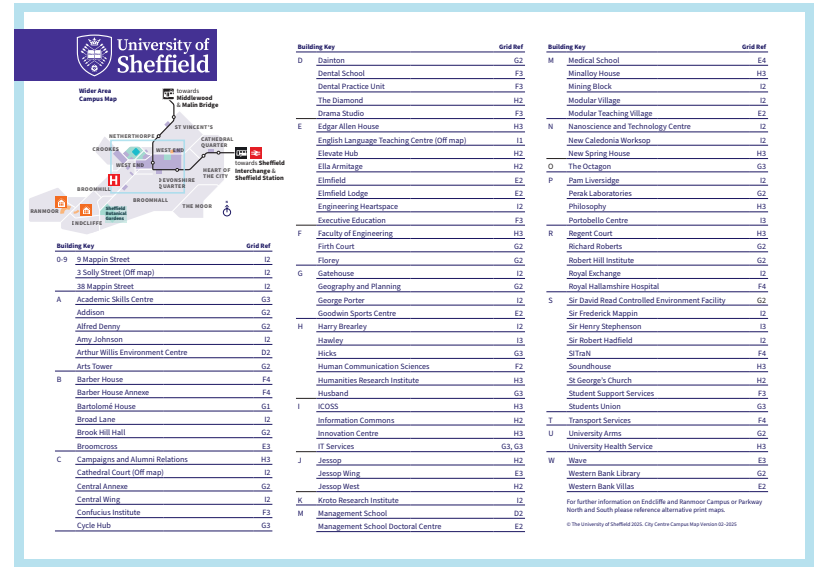
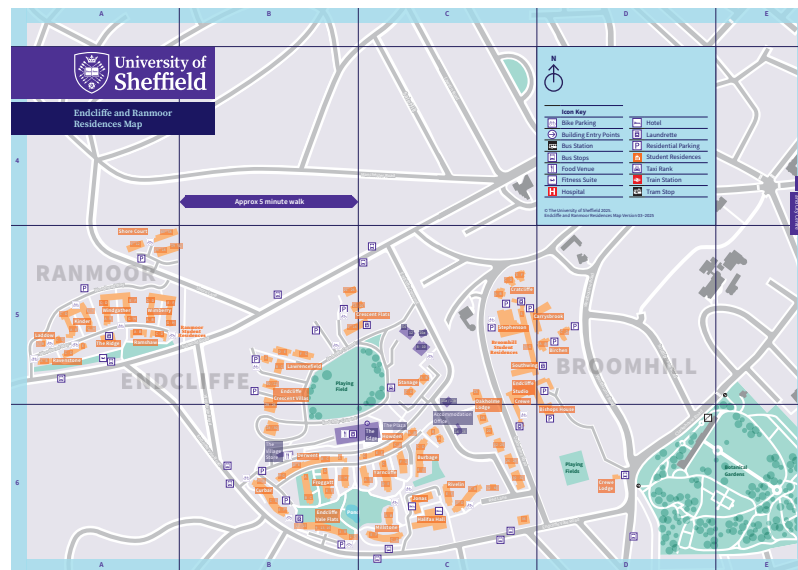
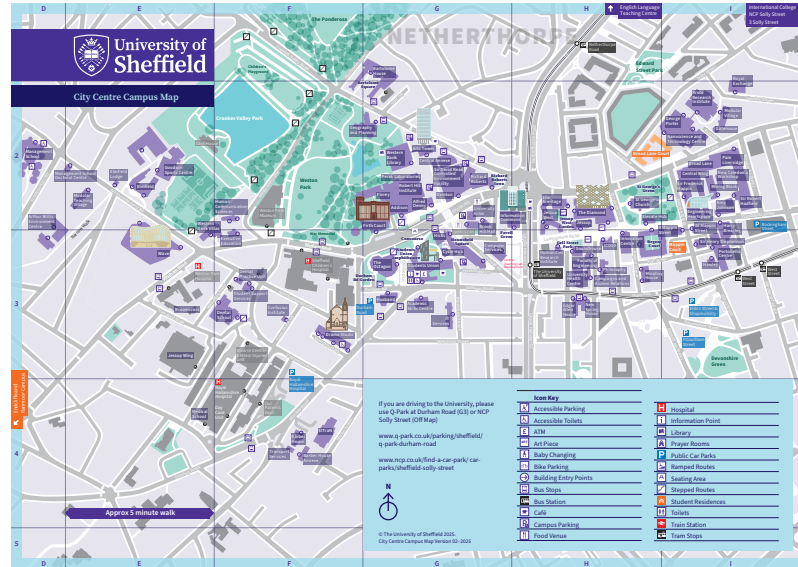


06 Mapping

06.3 Print Maps

The following suite of A3 maps have been developed for double sided print:

- *City Centre Campus Map*
- *Endcliffe and Ranmoor Campus Map*
- *Parkway North & South Map*



Sign Templates

07

EXT-01 Large Monolith

Logo Panel 800mm x 400mm

Area Name Panel 800mm x 200mm

- 1 Campus Name**
Typeface Source Serif 4
Weight Semi bold
Size 100pt / Cap Height 23mm
- 2 Area Name**
Typeface Source Serif 4
Weight Semi bold
Size 160pt / Cap Height 38mm

Colours

Brand Violet
CMYK: 90 99 0 0

White
CMYK: 0 0 0 0

Dark Violet
CMYK: 100 100 7 38

Powder Blue
CMYK: 34 0 6 0



LOGO PANEL



AREA NAME PANEL



EXT-01

Large Monolith

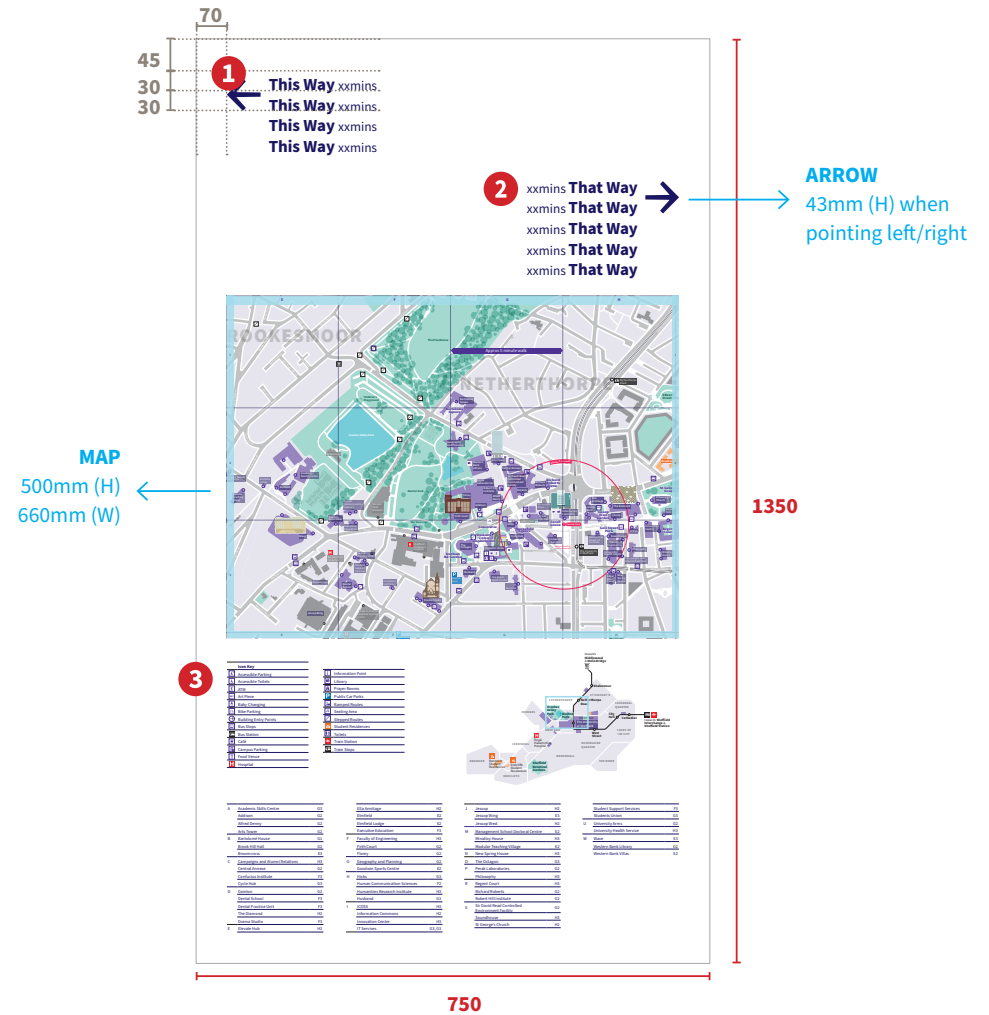
Graphics Panel 1350mm x 750mm

- 1 **Directional Content**
Typeface Source Sans Pro
Weight Bold
Size 70pt / Cap Height 16mm
- 2 **Walking Minutes**
Typeface Source Sans Pro
Weight Regular
Size 55pt / Cap Height 13mm
- 3 **Map Key**
Typeface Source Sans Pro
Weight Regular
Size 18pt / Cap Height 4mm

Colours

White
 CMYK: 0 0 0 0

Dark Violet
 CMYK: 100 100 7 38



EXT-01

Large Monolith

Interpretation Panel 1350mm x 250mm

1 Title

Typeface Source Sans Pro

Weight Bold

Size 70pt / Cap Height 16mm

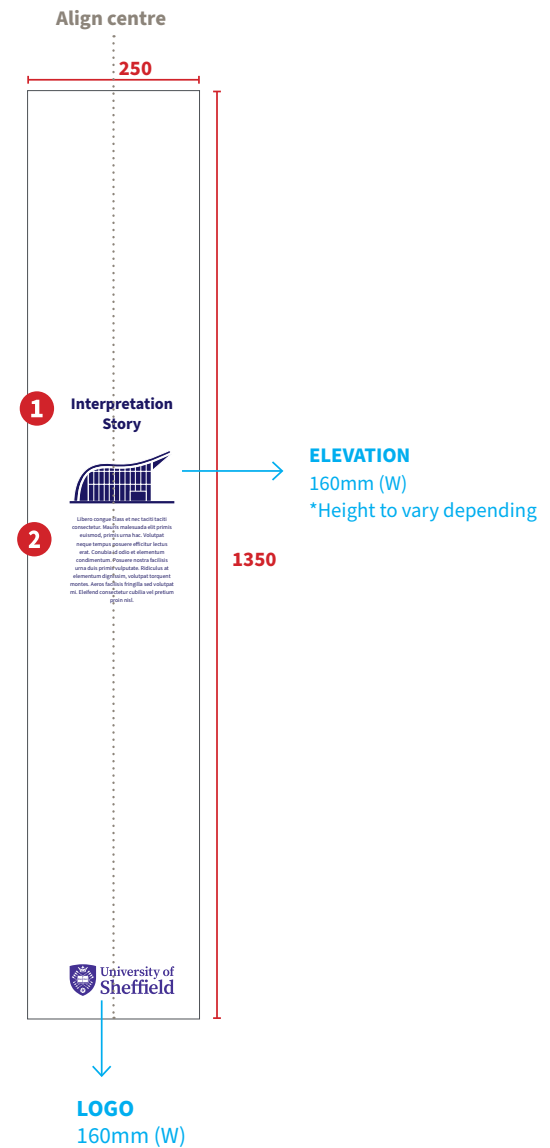
2 Body copy

Typeface Source Sans Pro

Weight Regular

Size 25pt / Cap Height 5mm

Max. Words 50



EXT-02

Midi Monolith

Logo Panel 600mm x 400mm

Area Name Panel 800mm x 200mm

- Campus Name**
Typeface Source Serif 4
Weight Semi bold
Size 100pt / Cap Height 23mm

- Area Name**
Typeface Source Serif 4
Weight Semi bold
Size 160pt / Cap Height 38mm

Colours

Brand Violet
CMYK: 90 99 0 0

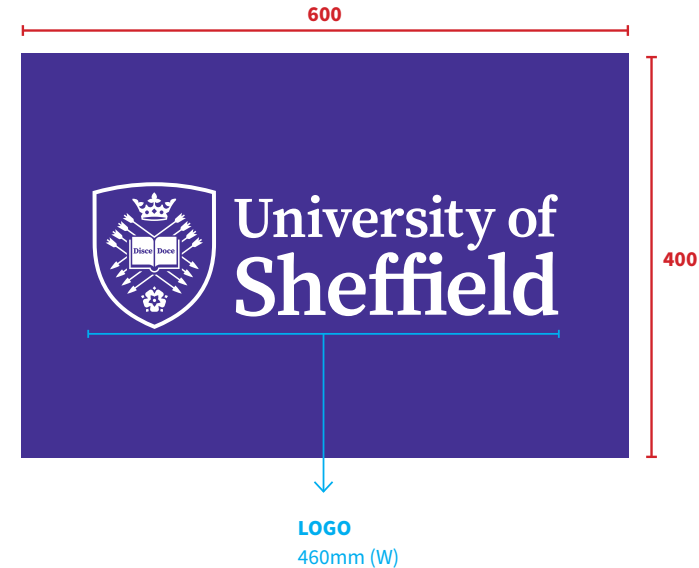
White
CMYK: 0 0 0 0

Dark Violet
CMYK: 100 100 7 38

Powder Blue
CMYK: 34 0 6 0



LOGO PANEL



AREA NAME PANEL



EXT-02

Midi Monolith

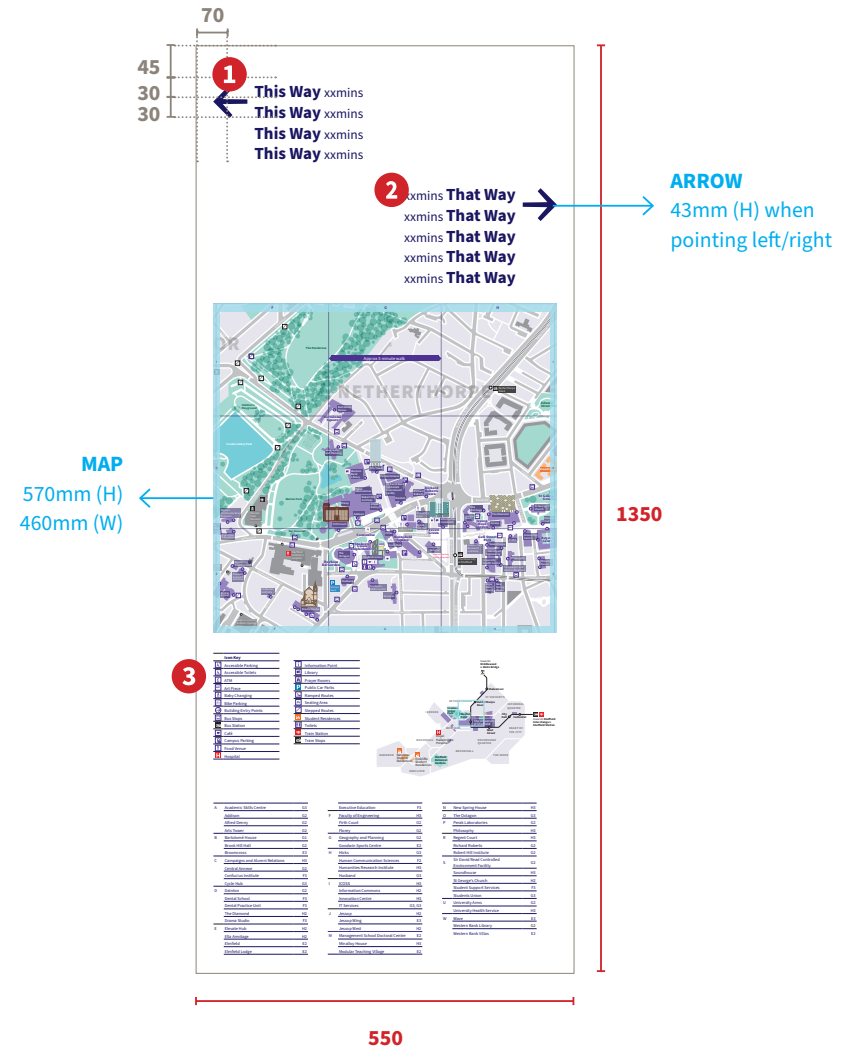
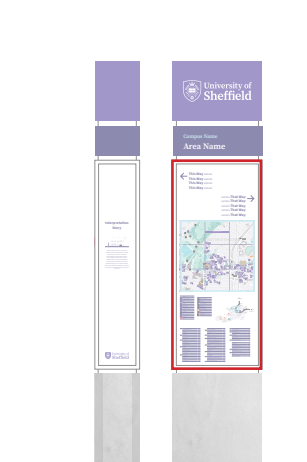
Graphics Panel 1350mm x 550mm

- 1 **Directional Content**
Typeface Source Sans Pro
Weight Bold
Size 70pt / Cap Height 16mm
- 2 **Walking Minutes**
Typeface Source Sans Pro
Weight Regular
Size 55pt / Cap Height 13mm
- 3 **Map Key**
Typeface Source Sans Pro
Weight Regular
Size 18pt / Cap Height 4mm

Colours

White
 CMYK: 0 0 0 0

Dark Violet
 CMYK: 100 100 7 38



EXT-02

Midi Monolith

Interpretation Panel 1350mm x 250mm

1

Title

Typeface Source Sans Pro

Weight Bold

Size 70pt / Cap Height 16mm

2

Body copy

Typeface Source Sans Pro

Weight Regular

Size 25pt / Cap Height 5mm

Max. Words 50

Colours

White

CMYK: 0 0 0 0

Dark Violet

CMYK: 100 100 7 38

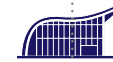


Align centre

250

1

**Interpretation
Story**



2

Libero conque clary et nec taci taciti
conestatur. Maure quibusda et primis
mestend. prout apta hac. Voluptat
neque tempus posuere efficitur lectus
apud. Conduca etiam et elementum
condimentum. Prohanc nostra facilis
coram dolo prout volutatem. Bibulum et
elementum dignissim, volutatem torquent
maures. Aenean facilis tempus vel volutatem
mi. Etiam conestatur etiam vel prout
primis.

ELEVATION

160mm (W)

*Height to vary depending

1350



LOGO

160mm (W)

EXT-03

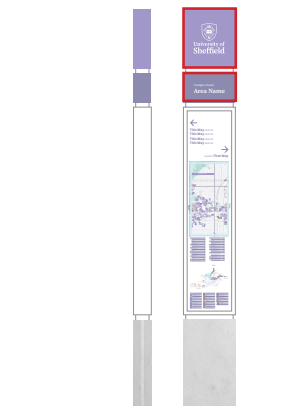
Mini Monolith

Logo Panel 350mm x 400mm

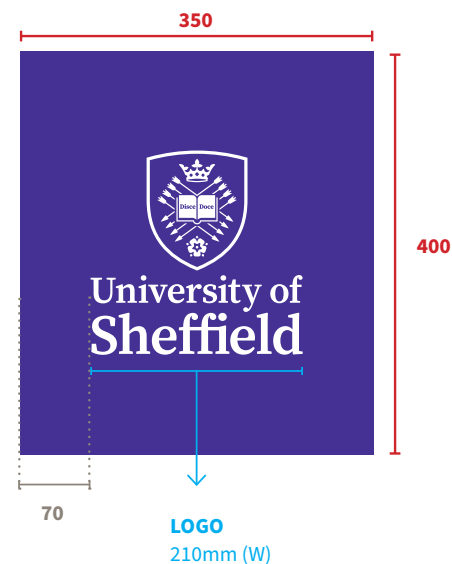
Area Name Panel 350mm x 200mm

1 **Campus Name**
Typeface Source Serif 4
Weight Semi bold
Size 100pt / Cap Height 23mm

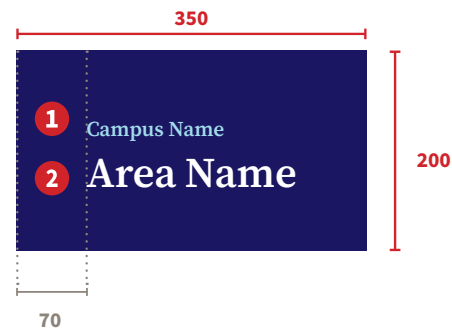
2 **Area Name**
Typeface Source Serif 4
Weight Semi bold
Size 160pt / Cap Height 38mm



LOGO PANEL



AREA NAME PANEL



Colours

Brand Violet
CMYK: 90 99 0 0

White
CMYK: 0 0 0 0

Dark Violet
CMYK: 100 100 7 38

Powder Blue
CMYK: 34 0 6 0

EXT-03 Mini Monolith

EXT-03 Mini Monolith

Graphics Panel 1350mm x 350mm

1 Directional Content

Typeface Source Sans Pro

Weight Bold

Size 70pt / Cap Height 16mm

2 Walking Minutes

Typeface Source Sans Pro

Weight Regular

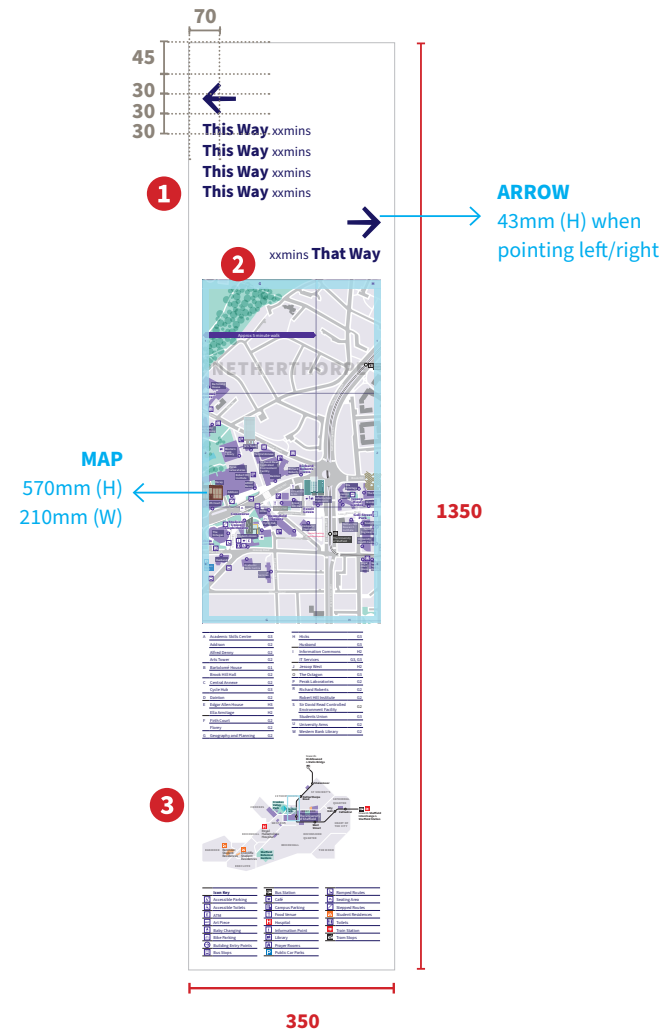
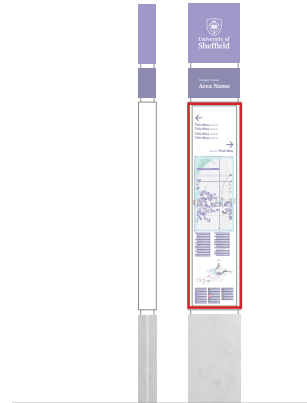
Size 55pt / Cap Height 13mm

3 Map Key

Typeface Source Sans Pro

Weight Regular

Size 18pt / Cap Height 4mm



Colours

White

CMYK: 0 0 0 0

Dark Violet

CMYK: 100 100 7 38

EXT-04 Wall Mounted Map Panel

Dimensions 1330mm x 900mm

1 Campus Name

Typeface Source Serif 4

Weight Semi Bold

Size 60pt / Cap Height 14mm

2 Area Name

Typeface Source Serif 4

Weight Semi Bold

Size 120pt / Cap Height 28mm

3 Directional Content

Typeface Source Sans Pro

Weight Bold

Size 70pt / Cap Height 16mm

4 Walking Minutes

Typeface Source Sans Pro

Weight Regular

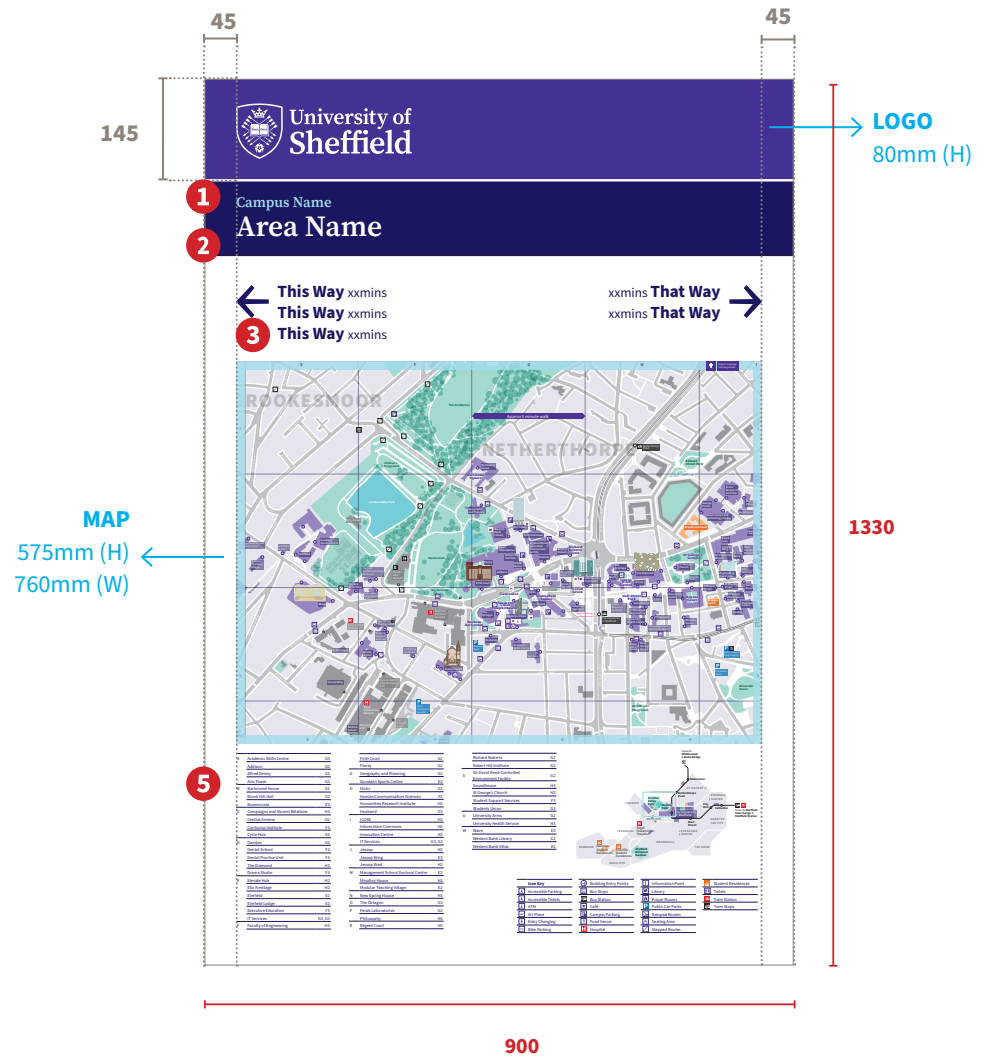
Size 55pt / Cap Height 13mm

5 Map Key

Typeface Source Sans Pro

Weight Regular

Size 18pt / Cap Height 4mm



EXT-05a Wall Mounted Directional

Dimensions 550mm x 450mm

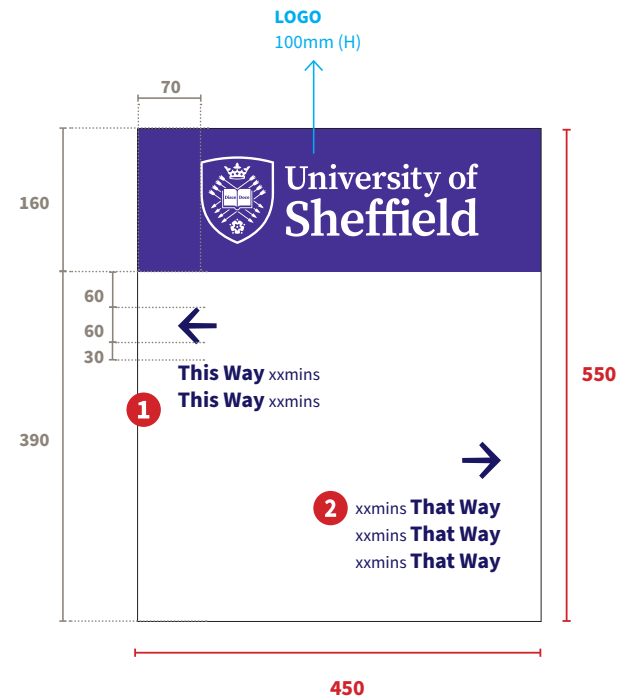
- Directional Content**
Typeface Source Sans Pro
Weight Bold
Size 70pt / Cap Height 16mm

- Walking Minutes**
Typeface Source Sans Pro
Weight Regular
Size 55pt / Cap Height 13mm

Colours

White
CMYK: 0 0 0 0

Dark Violet
CMYK: 100 100 7 38



EXT-05b Wall Mounted Directional

Dimensions 550mm x 850mm

- 1** **Directional Content**
Typeface Source Sans Pro
Weight Bold
Size 70pt / Cap Height 16mm
- 2** **Walking Minutes**
Typeface Source Sans Pro
Weight Regular
Size 55pt / Cap Height 13mm

Colours

White
CMYK: 0 0 0 0

Dark Violet
CMYK: 100 100 7 38

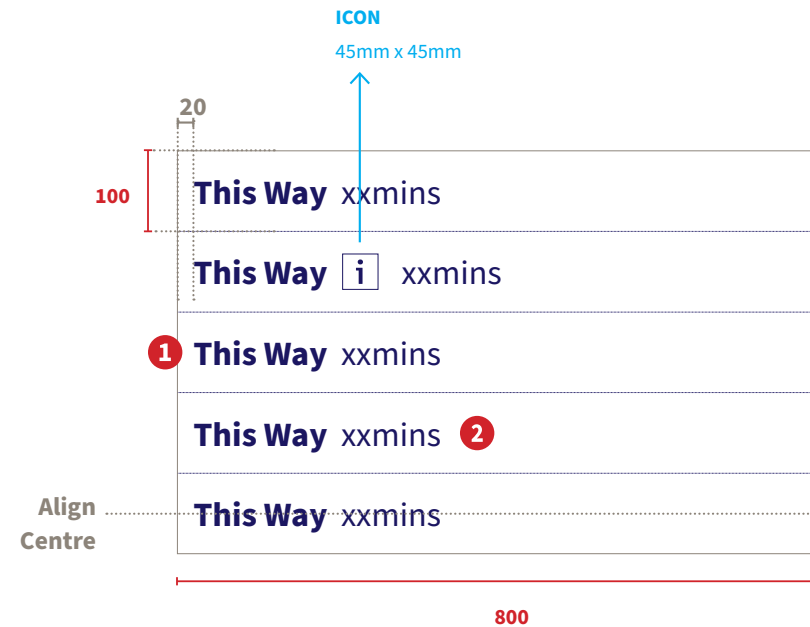
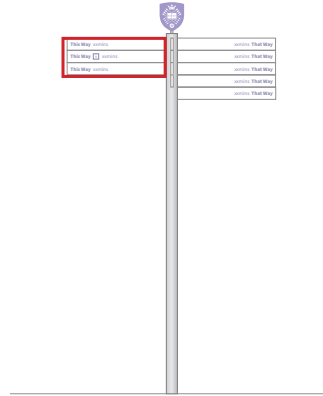


EXT-06

Fingerpost (Slat)

Dimensions 800mm x 100mm

- 1** **Directional Content**
Typeface Source Sans Pro
Weight Bold
Size 120pt / Cap Height 28mm
- 2** **Walking Minutes**
Typeface Source Sans Pro
Weight Regular
Size 120pt / Cap Height 28mm



Colours

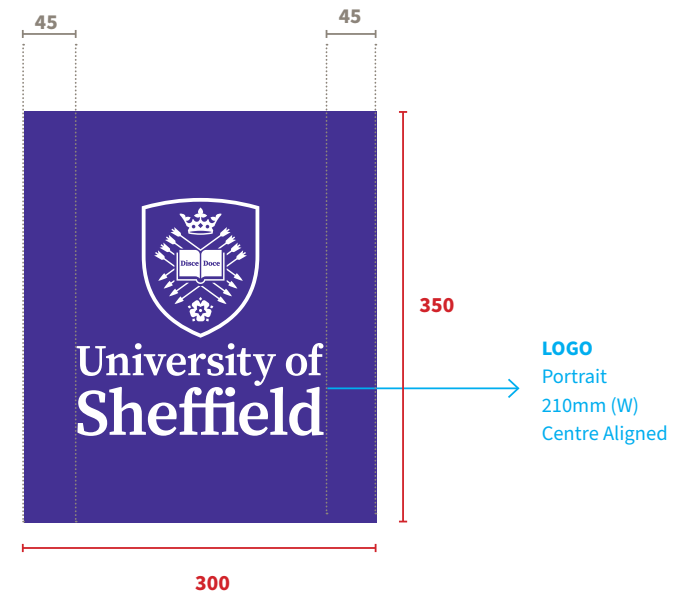
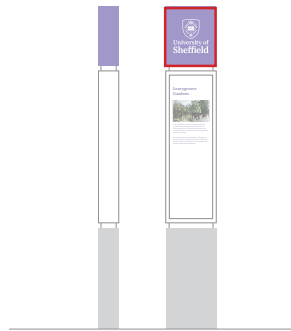
White
CMYK: 0 0 0 0

Dark Violet
CMYK: 100 100 7 38

EXT-07

Area Marker

Logo Panel 350mm x 300mm



EXT-08

University Identifier

Dimensions Scale to suit location

Option A - Landscape

2400



Option B - Portrait



EXT-08c

University Identifier

Dimensions 2500mm x 800mm



EXT-09 University Entrance Identifier

Dimensions 1100mm x 300mm

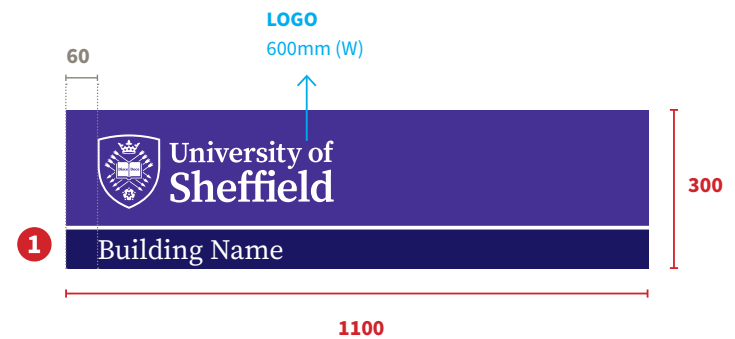
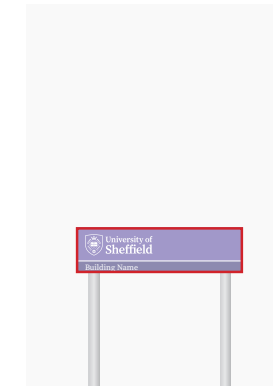
1

Building Name

Typeface Source Serif 4

Weight Regular

Size 150pt / Cap Height 35mm



EXT-09

University Entrance Identifier

Dimensions 1500mm x 400mm

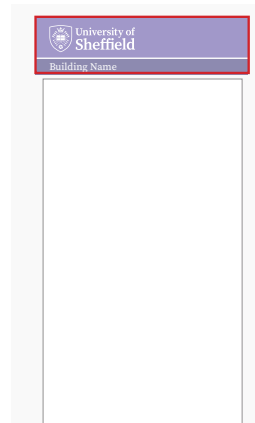
1

Building Name

Typeface Source Serif 4

Weight Regular

Size 200pt / Cap Height 42.2mm



1



EXT-10

Building Tray

Dimensions 400mm x 600mm

1

Building Name

Typeface Source Serif 4

Weight Regular

Size 80pt / Cap Height 19mm

2

Building Occupier

Typeface Source Sans Pro

Weight Regular

Size 80pt / Cap Height 18mm

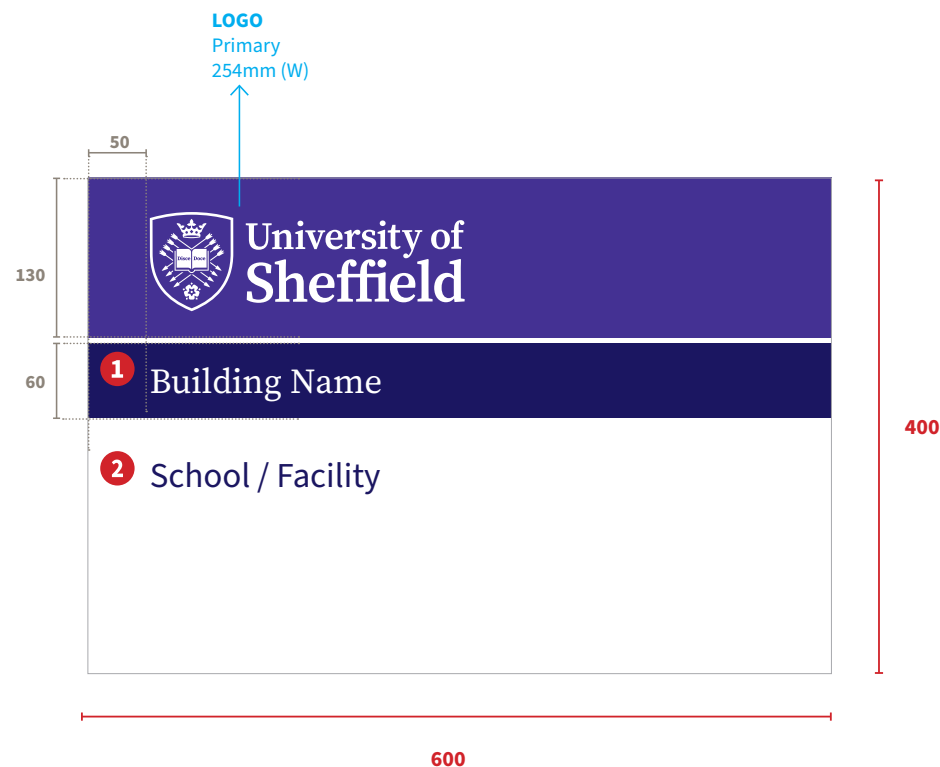
Colours

White

CMYK: 0 0 0 0

Dark Violet

CMYK: 100 100 7 38



EXT-11

Building Projecting

Dimensions 500mm x 500mm

- 1** **Building Name (Op 1)**
Typeface Source Serif 4
Weight Regular
Size 160pt / Cap Height 38mm
- 2** **Building Name (Op 2)**
Typeface Source Serif 4
Weight Regular
Size 100pt / Cap Height 23mm
- 3** **School Name (Op 2)**
Typeface Source Sans Pro
Weight Regular
Size 100pt / Cap Height 23mm

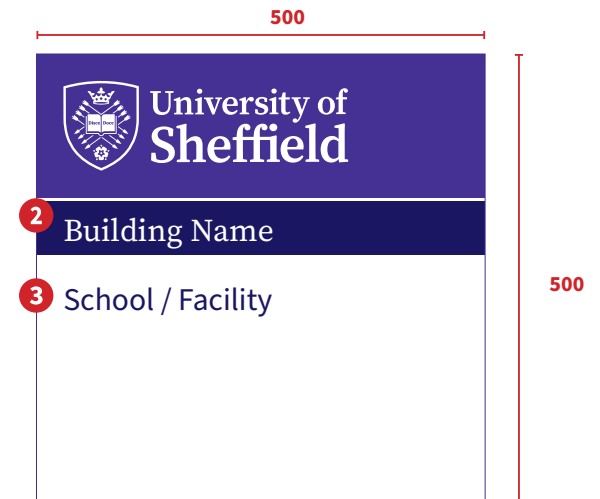
Colours

White
CMYK: 0 0 0 0

Dark Violet
CMYK: 100 100 7 38



Op 2



EXT-12

Building Interpretation

Dimensions 400mm x 600mm

1

Building Name

Typeface Source Serif 4

Weight Regular

Size 90pt / Cap Height 21.5mm

2

Header

Typeface Source Sans Pro

Weight Bold

Size 40pt / Cap Height 10mm

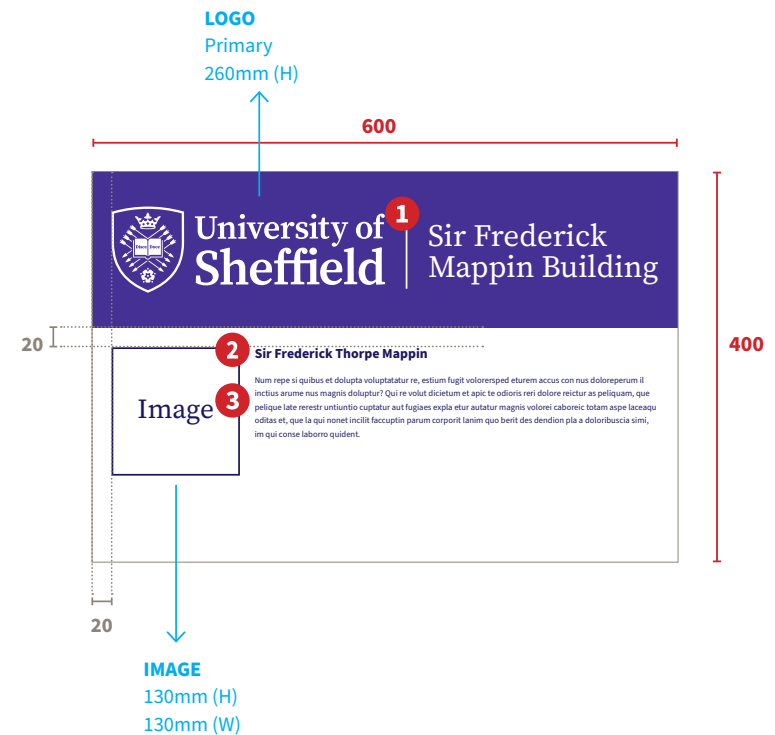
3

Body

Typeface Source Sans Pro

Weight Regular

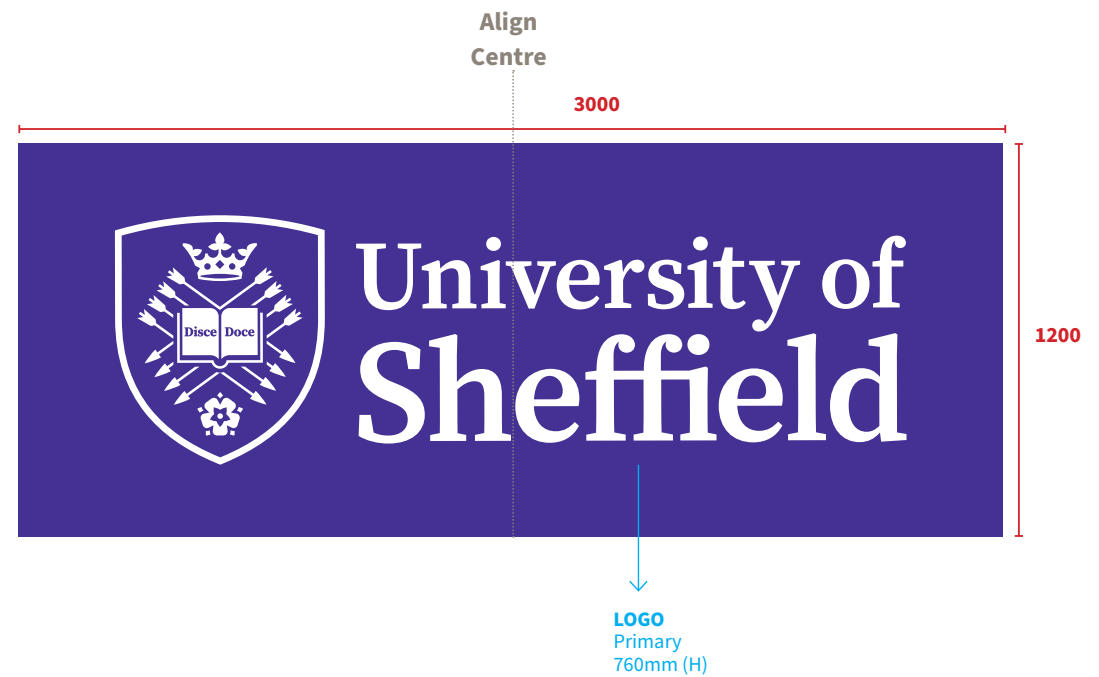
Size 25pt / Cap Height 6mm



EXT-14

Vehicle University Identifier

Dimensions 1200mm x 3000mm

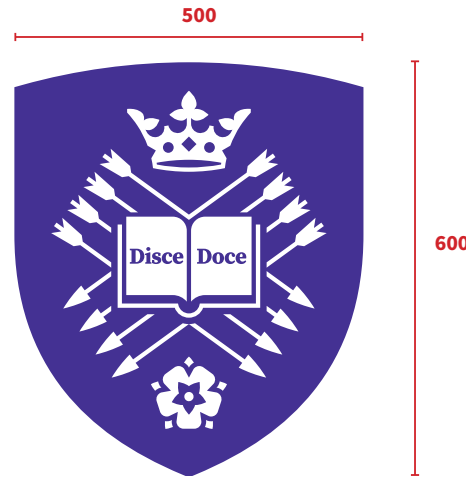


EXT-15

Tram Identifiers

Option A 500mm x 600mm

Option B 550mm x 600mm



OPTION A



OPTION B

EXT-16

Tram Poster Case

Dimensions 1200mm x 1200mm

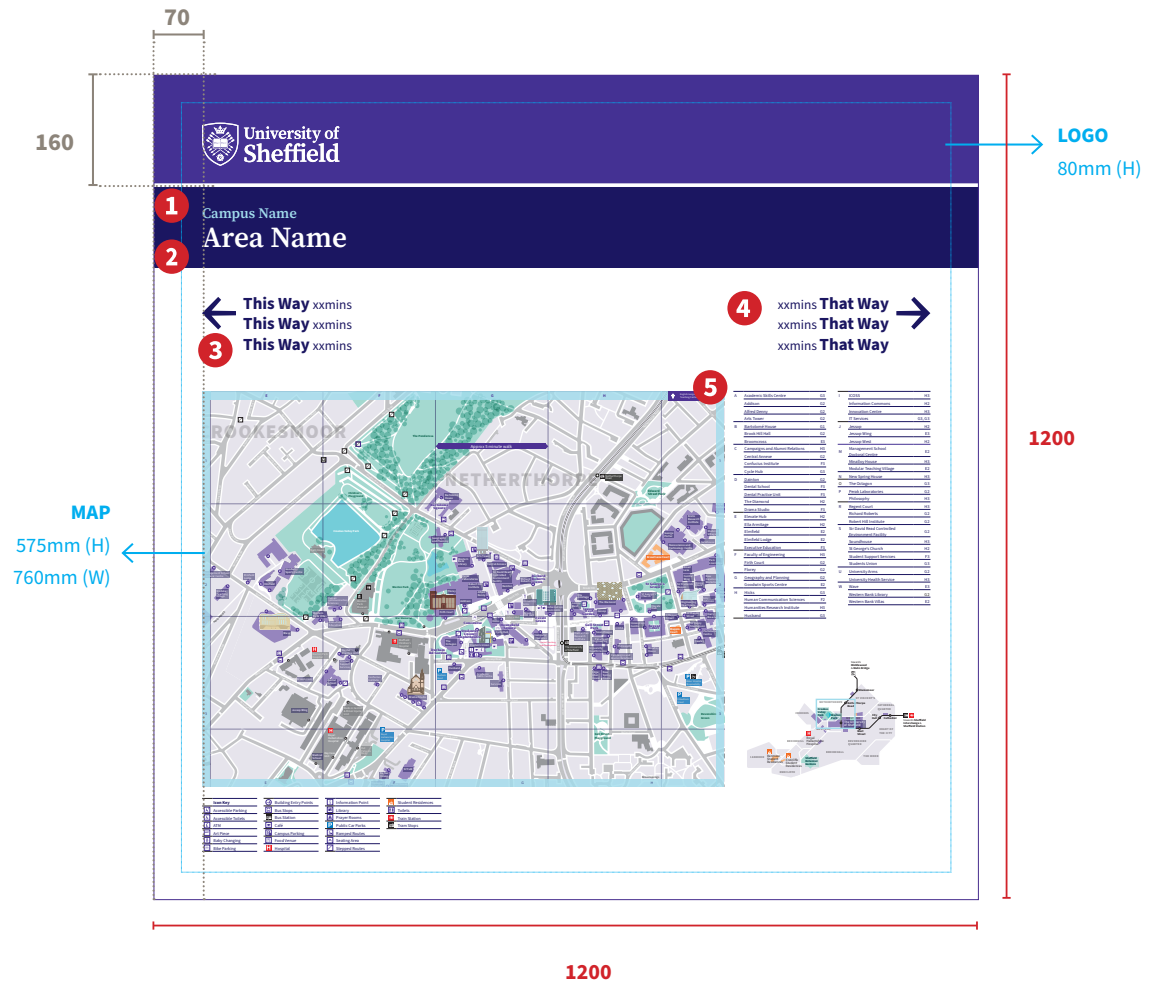
1 Campus Name
Typeface Source Serif 4
Weight Semi Bold
Size 60pt / Cap Height 14mm

2 Area Name
Typeface Source Serif 4
Weight Semi Bold
Size 120pt / Cap Height 28mm

3 Directional Content
Typeface Source Sans Pro
Weight Bold
Size 70pt / Cap Height 16mm

4 Walking Minutes
Typeface Source Sans Pro
Weight Regular
Size 55pt / Cap Height 13mm

5 Map Key
Typeface Source Sans Pro
Weight Regular
Size 18pt / Cap Height 4mm

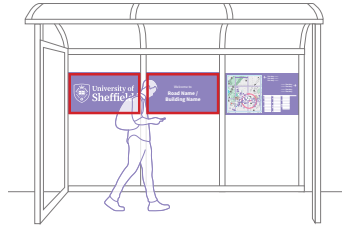


EXT-18

Bus Stop Graphics

Panel 600mm (h)

- 1** **Welcome to**
Typeface Source Sans Pro
Weight Regular
Size 150pt / Cap Height 34.5mm
- 2** **Road Name / Building Name**
Typeface Source Sans Pro
Weight Bold
Size 225pt / Cap Height 52mm

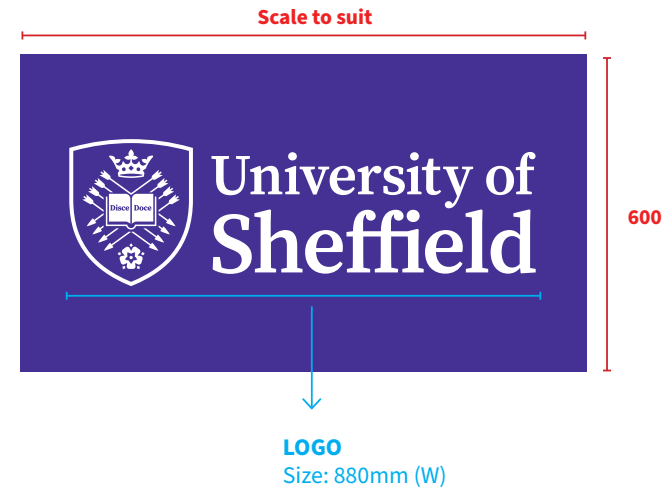


Colours

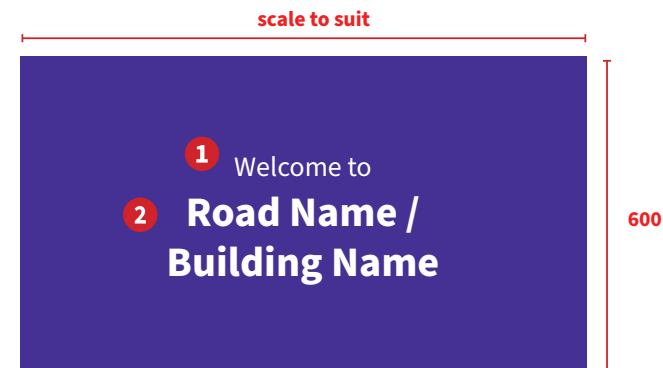
Brand Violet
CMYK: 90 99 0 0

White
CMYK: 0 0 0 0

LOGO PANEL



WELCOME PANEL



EXT-18

Bus Stop Graphics

Panel 600mm (h)

- 1 **Directional Content**
Typeface Source Sans Pro
Weight Bold
Size 70pt / Cap Height 16mm
- 2 **Walking Minutes**
Typeface Source Sans Pro
Weight Regular
Size 55pt / Cap Height 13mm
- 3 **Map Key**
Typeface Source Sans Pro
Weight Regular
Size 18pt / Cap Height 4mm

Colours

Brand Violet
 CMYK: 90 99 0 0

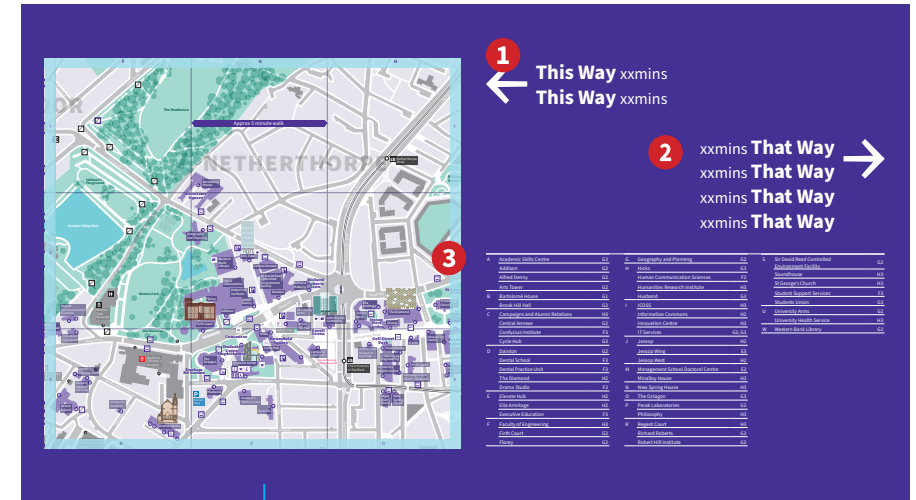
White
 CMYK: 0 0 0 0



MAP PANEL

Scale to suit

600



OD-01

Open Day (A3)

Panel 297mm x 420mm

1

Directional Content

Typeface Source Sans Pro

Weight Bold

Size 99pt / Cap Height 23mm

2

Walking Minutes

Typeface Source Sans Pro

Weight Regular

Size 77pt / Cap Height 13mm

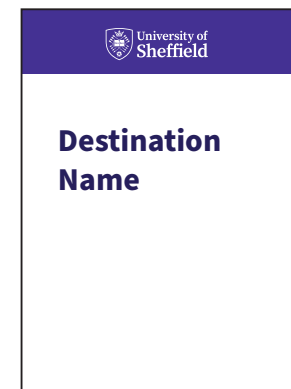
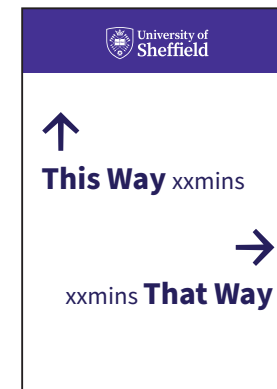
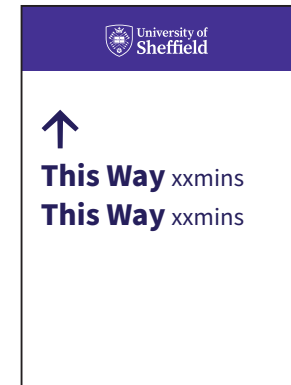
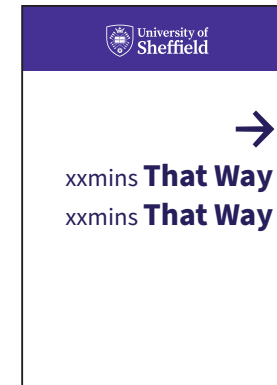
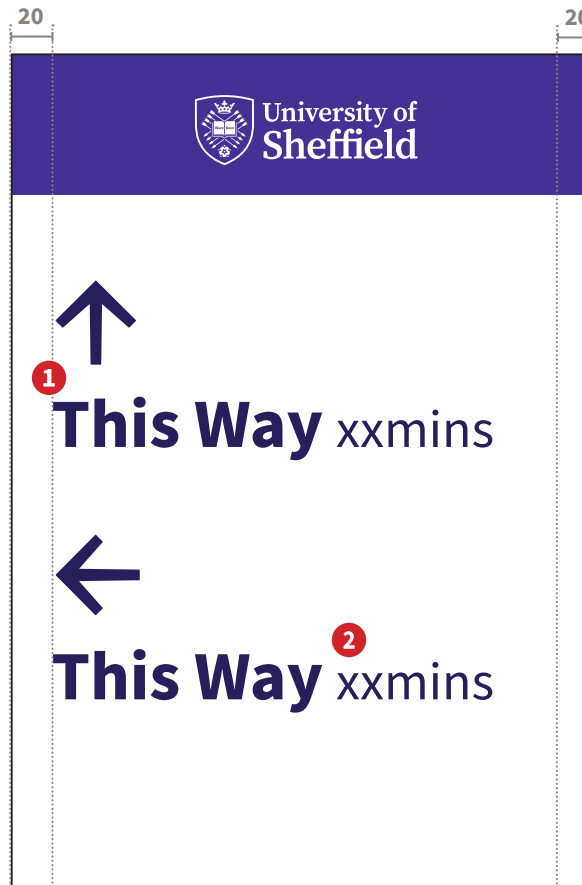
Colours

White

CMYK: 0 0 0 0

Dark Violet

CMYK: 100 100 7 38



OD-02

Open Day (A4)

Panel 210mm x 297mm

1

Directional Content

Typeface Source Sans Pro

Weight Bold

Size 70pt / Cap Height 16mm

2

Walking Minutes

Typeface Source Sans Pro

Weight Regular

Size 55pt / Cap Height 9mm

Colours

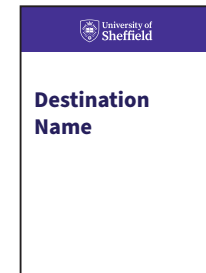
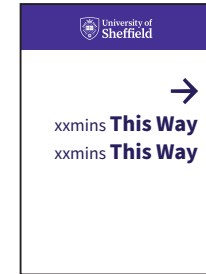
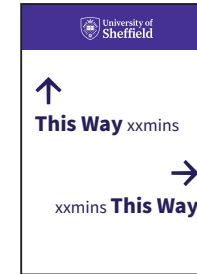
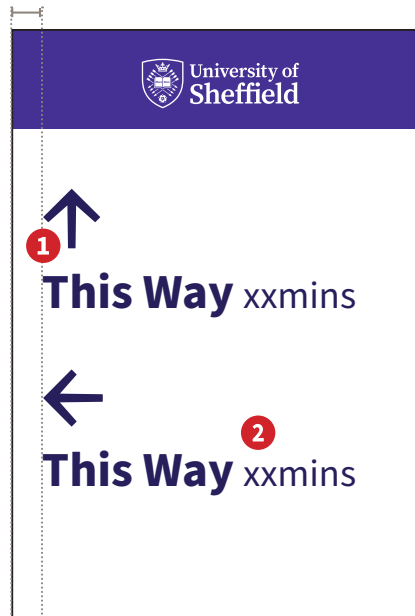
White

CMYK: 0 0 0 0

Dark Violet

CMYK: 100 100 7 38

15



Accessibility

08

08 Accessibility

08.1 Types of Disability

Inclusivity by its very nature has to accommodate a wide range of disabilities, and what works for one group will not be so good for others, so the solution will be a best compromise that considers the following range of issues.

Sign Types

A suite of sign types has been developed for external wayfinding. The wayfinding must be thought of holistically to be effective and help people navigate the space from arrival to end destination. Please refer to section 05 Sign Types for more information on sign functions.

Size and Height

Consider the viewing height of different individuals, including those who have mobility limitations. Text heights have been set out for all external signs. Please refer to section 07 Sign Templates for more information on text heights and layouts to adhere to.

Positioning

Signs should be placed in locations to allow for users of varying abilities to approach the sign. Avoid placing signs in the middle of pathways, as they will become an obstruction. The placement of external signs fall into three groups. Please refer to section 04.5 Placement Rationale for more information.

Sign content hierarchy

Avoid over-signing to destinations, as this will cause confusion and will overwhelm the user. The wayfinding strategy sets out a hierarchy of information. Please refer to section 04.2 Information Hierarchy for more information.

Naming and abbreviation

The use of abbreviations should be avoided, as this can cause confusion to unfamiliar users. The naming section of this document sets out the list of names that should be used in the external wayfinding. It is important that this naming is used consistently throughout the wayfinding journey. Please refer to section 04.1 Naming for more information.

Pictograms

A suite of universally recognised pictograms has been developed to convey information quickly and effectively. These can help individuals with different language abilities or cognitive impairments understand the message without relying solely on written text. Please refer to section 03.4 Pictograms for more information.

Arrows and rules for their use

Please refer to section 04.3 Arrows and 04.4 Alignment for more information.

Colour and contrast

All colours used in the wayfinding have been tested and provide a high contrast level and meet the minimum standards of 70% LRV. Please refer to section 03.3 colour for more information.

Illumination

Lighting in wayfinding signs can significantly enhance visibility, especially in low-light environments. Where possible signs should be illuminated to provide visibility in all conditions. Please refer to section 09.1 Sign specifications for more information.

08 Accessibility

08.2 BS8300 Section 12 Extract

University of Sheffield is committed in ensuring all signage is accessible for everyone. By following the BS8300 guidelines, this is something we can ensure. Please read the next few pages for further information.

12 Signs and information

People need clear information about the purpose and layout of spaces if they are to maintain a clear sense of direction and independent use of a building. Often visual and tactile information is reinforced by audible information. As no single medium can communicate information to all those who need to receive it, some duplication is essential.

Information may take the form of visual information (e.g. signs, notice boards), audible information (e.g. public address and security systems, induction loops, telephones and infrared devices), or tactile information (e.g. signs with embossed lettering or Braille). Visual and tactile forms of information are often used in combination, complemented by audible information.

Clear signs and information are essential for people who are deaf and hard of hearing who might be unable to ask, or feel uncomfortable about asking, for directions.

The effectiveness of information on the use of a building is determined by:

- a. the location, accessibility, layout and height of signs;
- b. the size and case of lettering, the size of symbols and reading distances;
- c. the use of tactile letters and symbols;
- d. visual contrast and lighting;
- e. the finished surfaces of materials used for signs and symbols;
- f. the simultaneous use of audible and visible cues;
- g. integration with any other communication systems.

08 Accessibility

12.1 Provision of signs and information

Information to help orientation is most usefully provided at junctions of circulation routes. A plan or model may supplement written or audible instructions or signs in a large, complex building. Taped spoken messages can also help people who are blind or partially sighted comprehend a complex building.

For some people who are blind or partially sighted, tactile plans and models can also be helpful in understanding the interior layout of a public building.

Clear directions indicating the facilities on each floor of a building are essential on lift and stair landings to help ensure that people do not visit the wrong floor.

12.1.1 General

Signs should form part of an integrated communication scheme that gives clear directions, information and instructions for the use of a building. They should support a way-finding strategy that takes into account the requirements of different types of building users as well as the

complexity of the building layout.

NOTE Detailed design guidance on the provision and design of signs is available in the *Sign design guide* and the *NHS Wayfinding Guide* [35]. Guidance on signage and way-finding for people who have sensory / neurological processing difficulties is given in *Building Research Technical Report 6* / 2005.

Information and direction signs should be provided at each point where they are required, e.g. at junctions of circulation routes, at key locations such as doorways and reception points, at facilities such as telephones and toilets, lift lobbies, and in rooms, spaces and counters where induction loop systems are fitted.

The colour, design and typeface of signs should be consistent throughout a building.

12.1.2 Location information

All key location information, such as sign directories, orientation signs, maps and plans, should be both visual and in tactile form where low enough to be touched. Where practicable, audible information should also be provided.

Orientation (“you are here”) information should be provided in accessible places. It should be clearly signposted and located alongside the main accessible route within a building, or clearly visible from the entrance to a building, so that it can be examined without restricting the access route. The orientation of maps and plans should match that of the building.

NOTE As there is no standardized way of presenting plans and maps in tactile form, people who regularly use a building might obtain more benefit than occasional visitors as they will become familiar with the tactile techniques used.

12.1.3 Directional signs

Directional signs should readily identify and easily distinguish accessible routes, including escape routes, from each other, providing a logical sequence from a starting point to a point of destination and providing a clear indication of return routes to named exits. The names of destinations should be consistent throughout the signing system.

A clear indication of the existence of steps or ramps

08 Accessibility

on a route should be provided at both ends of the route.

12.1.4 Universally recognized signs and symbols

Signs to facilities specifically for disabled people should incorporate the International Symbol for Access.

Examples of such facilities include accessible entrances and accessible toilets. Universally-recognized public information symbols (see Note 2) should be used to replace text, wherever possible. Any other symbols should be used in conjunction with text.

NOTE 1 *Symbols are an essential aid for people who have sensory / neurological processing difficulties. In appropriate situations, Makaton and supporting graphic symbols may be used as part of a communication strategy. It is advisable to obtain specialist advice.*

NOTE 2 *Further information on public information symbols can be found in BS 8501 and BS ISO 7010.*

Safety signs, including fire safety and fire escape signs, should be in accordance with BS 5499-4 and BS EN ISO 7010.

A building should include spaces where announcements can be transmitted through an assistive listening system. Signs should be provided to inform people who are Deaf and hard of hearing of locations in the building where these systems are fitted, and where they can obtain the necessary equipment for assistive listening systems.

Universally-accepted colour coding should be used for the background or text of warning signs, as appropriate, i.e. blue for mandatory instructions, green for safety, yellow for hazard and red for danger/emergency.

12.1.5 Information signs and boards

A wall-mounted information board should be provided at lift landings, at floor level landings of staircases, and at other major decision points in main circulation routes.

NOTE *There might be occasions where notices need to be positioned at different heights to enable information to be read by sight or touch (see 12.2).*

12.2 Location and design of signs and information

Directional signs should indicate the route to a destination, paying particular attention to potential points of uncertainty.

Directional signs should be placed only on fixed parts of the building such as walls, posts and floors. Where such signs would not be visible in large crowds, they should be suspended from the ceiling. The headroom of directional signs suspended from ceilings or posts, or projected from walls, should where practicable be not less than 2300 mm.

NOTE 1 *In exceptional circumstances a lower headroom may be provided subject to a minimum of 2100 mm.*

NOTE 2 *It can be helpful to duplicate detailed signs or instructions, especially safety notices, at high and low level, so that they can be read equally by a*

08

Accessibility

standing person or a wheelchair user. The inclusion of tactile information, where practicable, will assist people who are blind or partially sighted.

Signs to rooms should generally not be placed on doors but on the wall to the leading edge side of the door, as the sign might not be visible when the door is open. However, there are some situations where a sign needs to be placed on a door, e.g. signs to toilets, pull / push signs, and hazard warnings on plant room doors.

Signs should be positioned to avoid reflections from daylight and artificial lighting.

Signs other than universally recognized signs should include Plain English text and pictograms together to assist people who have sensory / neurological processing difficulties.

12.3 Visual signs

12.3.1 Design and size of lettering and symbols

Short sentences are easy to understand and remember. Abbreviations, words placed closely together, and very long words are all hard to read.

Visual signs should comprise simple words, clearly separated from one another, in short sentences. Sentences or single word messages should begin with an upper case letter and continue with lower case letters. Text entirely in upper case type (capitals) should not be used. Any sans serif typeface with a relatively large x-height (lower case letter height) to capital height should be used.

NOTE 1 *Typefaces that are commonly used include Helvetica, Arial, Futura and Avant Garde.*

NOTE 2 *Text in italics can be difficult to read for some people.*

The dimensions of safety signs, including fire safety signs, and the size of any associated text, should be in accordance with BS EN ISO 7010. The text height for non-safety visual signs should be chosen to suit the application in accordance with Table 5.

Viewing distance	Type of sign	x-height
Long distance	Signs seen when approaching a building	150 mm min.
Medium distance	Directional signs	50 mm to 100 mm
Short distance	Room signs	15 mm to 25 mm

Table 5 — Text x-heights for different types of sign

NOTE 1 *Directional signs often have arrows to indicate the direction of travel.*

NOTE 2 *Location and identification signs are positioned at the destination.*

NOTE 3 *As a rule of thumb, a person who is blind or partially sighted is likely to be able to read text on a signboard when the x-height is approximately 5.7% of the viewing distance.*

12.3.2 Visual contrast

For signs other than safety signs (for which there are prescribed colours), letters, symbols and pictograms should contrast visually with the signboard. Signboards should contrast visually

08 Accessibility

with their backgrounds.

NOTE 1 *A difference in LRV of 70 points between the letters, symbols or pictograms and the signboard, and between the signboard and the background, ensures good visual contrast.*

NOTE 2 *Light coloured text and symbols or pictograms on a dark background are preferred.*

Where the LRV of a required signboard colour matches that of the background wall colour and neither can be changed, a visually contrasting border should be placed around the sign, equal in width to at least half the x-height of the text.

12.4 Tactile and Braille signs and symbols

The use of well-contrasted tactile text and symbols can cater for both sighted and blind / partially sighted users. People who are blind or partially sighted and who do not read Braille can still identify, or be aided by, tactile information.

Directional signs, and signs identifying functions or activities within a building, should incorporate embossed letters in a sans serif typeface with a

depth of 1.25 mm \pm 0.25 mm, a stroke of 1.75 mm \pm 0.25 mm, and the edges slightly rounded but not half round in section.

NOTE 1 *Embossed letters are easier to read than indented or engraved letters, especially if their leading edges (left and upper) are sharp and as well-defined as possible.*

Graphical symbols on directional and door signs should have a raised contour of the same depth as tactile lettering. Accessible graphical symbols should be used to denote particular components of a facility, for example, sanitary or Changing Places toilets, provision of an assistive listening system, wheelchair viewing spaces and accessible seating.

NOTE 2 *Further information on graphical symbols can be found in BS 8501.*

Where Braille is to be provided the following recommendations apply.

Grade 1 Braille should be used for single word or short multiple word signs (e.g. “Special Baby Care

Unit”).

Grade 2 contracted Braille should be used to reduce the length of signs incorporating a paragraph of text (e.g. an interpretation sign in a museum).

Where Braille forms part of a sign, a marker (e.g. a notch or tactile shape) should be located at the left-hand edge of the sign to help locate the Braille message (see Figure 10).

NOTE 3 *Further information on tactile and Braille signs, including their size and location, can be found in the Sign design guide.*

BRITISH STANDARD BS 8300-2:2018

NOTE: *All new signs should have raised lettering on a capital project.*

On a partial project if 50% of the signage requires changing then new style raised lettering is required throughout.

No directory shall have mixed raised and flat lettering.

Sign Specification

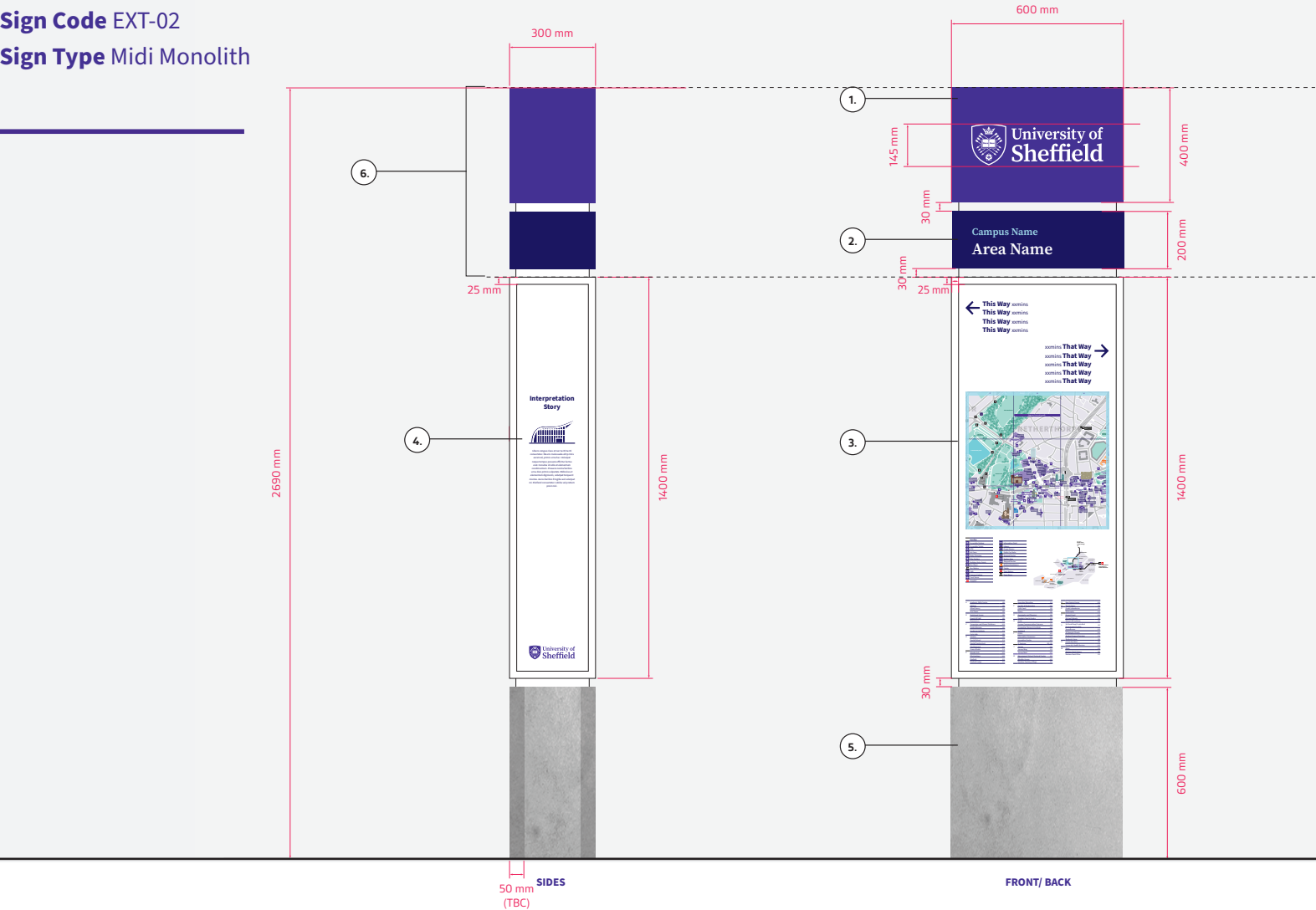
09

Sign Type Large Monolith



External Design Intent Drawings

Sign Code EXT-02
Sign Type Midi Monolith



MONOLITH STRUCTURE
Overall Dims: W600mm x H2690mm x D300mm
Inset internal support frame clad in 3mm aluminium and powder coated (white)
30mm spacer gap between sections.

1. LOGO BEACON PANEL
Logo: H 145mm
Laser cut logo backfilled with white opal acrylic inset into powder coated (Brand Violet) aluminium panel.
No visible fixings.

2. ORIENTATION BEACON PANEL
Masked and printed text onto powder coated (Dark Violet) aluminium panel.
No visible fixings.

3. GRAPHICS PANEL 550 X 1350
4. GRAPHICS PANEL 250 X 1350
Min 8mm low iron toughened glass. Reverse applied digitally printed vinyl graphics. Welded 4 sided 25mm powder coated(white) aluminium frame. Glass panels to be held in place by silicone adhesive & can be removed to update / change graphics. Glass to be sealed to prevent water ingress.
Background Colour: White
Text Colour: Dark Violet

5. BASE PANEL
Granite slab.

6. OPTIONAL ILLUMINATION
Top 2 spacer gaps to be illuminated cool white LED.
Beacon Logo to be backlit illuminated cool white LED.
Light output not to exceed 250cd/sqm
Static lighting. Manufacturer to specify method.
Lighting control via day/night sensor

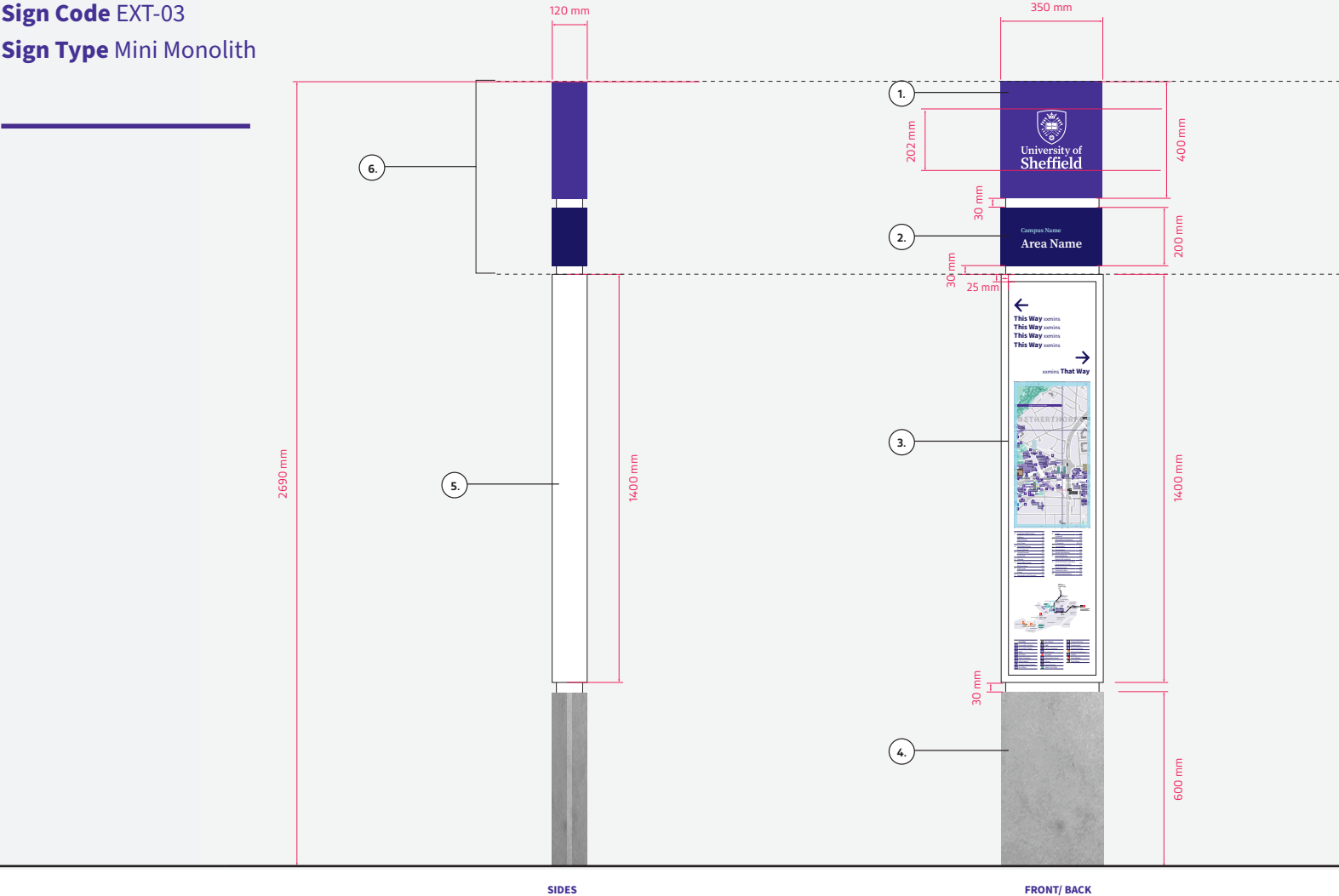
- General Notes**
- This drawing is provided to exhibit design arrangement only
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 - All sign content shown is for visualisation purposes only. All final content will be unique to its location, approved artwork will be supplied to manufacturer by Wayfinding Consultant.
 - All dimensions are in millimetres - do not scale from this drawing.
 - Manufacturer to ensure stability and build ability aspects suitable to local ground conditions and wall structures.

Design Intent Drawing
Scale 1:10 @ A2
Project University of Sheffield Phase 2
Sign Code EXT- 02
Sign Type Midi Monolith

External Design Intent Drawings

Sign Code EXT-03

Sign Type Mini Monolith



MONOLITH STRUCTURE

Overall Dims: W350mm x H2690mm x D120mm
Inset internal support frame clad in 3mm aluminium and powder coated (white)
30mm spacer gap between sections.

1. LOGO BEACON PANEL

Logo: H 202mm
Laser cut logo backfilled with white opal acrylic inset into powder coated (Brand Violet) aluminium panel.
No visible fixings.

2. ORIENTATION BEACON PANEL

Masked and printed text onto powder coated (Dark Violet) aluminium panel.
No visible fixings.

3. GRAPHICS PANEL 300 X 1350

Min 8mm low iron toughened glass. Reverse applied digitally printed vinyl graphics. Welded 25mm powder coated(white) aluminium face frame. Glass panels to be held in place by silicone adhesive & can be removed to update / change graphics. Glass to be sealed to prevent water ingress.
Background Colour: White
Text Colour: Dark Violet

4. BASE PANEL

Granite slab.

5. SIDE RETURN

Powder coated (White) Aluminium panel

6. OPTIONAL ILLUMINATION

Top 2 spacer gaps to be illuminated cool white LED.
Beacon Logo to be backlit illuminated cool white LED.
Light output not to exceed 250cd/sqm
Static lighting. Manufacturer to specify method.
Lighting control via day/night sensor

General Notes

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- Manufacturer to ensure stability and build ability aspects suitable to local ground conditions and wall structures.

Design Intent Drawing

Scale 1:10 @ A2

Project University of Sheffield Phase 2

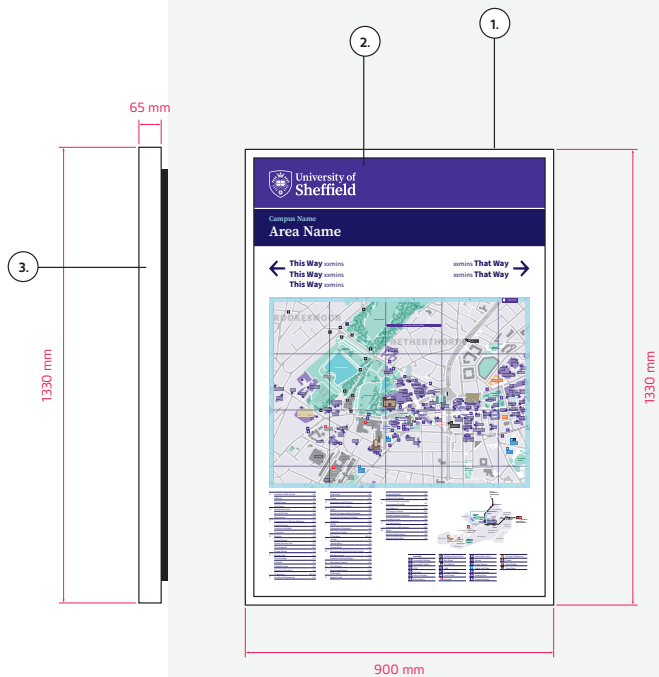
Sign Code EXT- 03

Sign Type Mini Monolith

External Design Intent Drawings

Sign Code EXT-04

Sign Type Wall Mounted Map Panel



- SIGN STRUCTURE**
Overall Dims: W900mm x H1330mm x D65mm
Sign constructed from formed and folded square edge trim, with internal m/s support frame.
- 1. FRAME**
Fabricated outer square edge folded and formed trim screw fixed to internal frame with secret fixing points. Outer trim powder coated in high quality durable powder coating architectural grade. (white)
- 2. GRAPHICS PANEL 850 X 1280**
Min 8mm low iron toughened glass. Reverse applied digitally printed vinyl graphics. Welded 25mm powder coated(white) aluminium face frame. Glass held in with secret internal fixings and neoprene or silicone joint seal. Panels to be able to be easily changed annually to update graphics.
Header Colour: Brand Violet
Background Colour: White
Text Colour: Dark Violet
- 3. SIDE RETURN**
Powder coated (White) Aluminium panel. Suitable hidden sub frame support to wall providing 20mm spacer gap.

SIDE

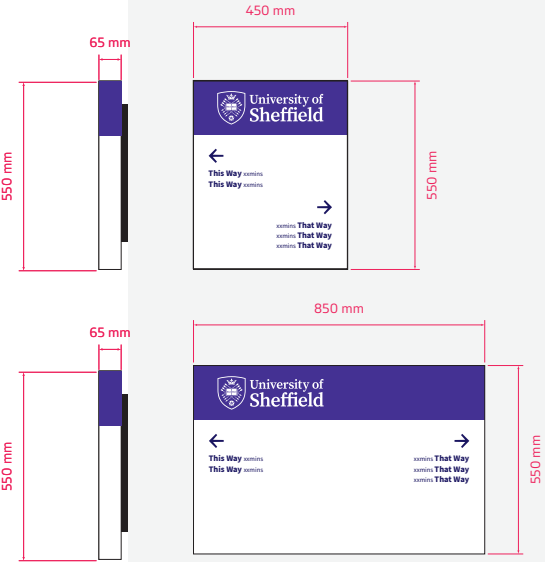
FRONT

- General Notes**
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Design Intent Drawing
Scale 1:10 @ A2
Project University of Sheffield Phase 2
Sign Code EXT- 04
Sign Type Wall Mounted Map Panel

External Design Intent Drawings

Sign Code EXT-05
Sign Type Wall Mounted Directional



TRAY
Fabricated outer square edge folded and formed tray panel with back fixed with secret fixing points aluminium enamelled tray. Suitable hidden sub frame support to wall providing 20mm spacer gap.

GRAPHICS
Vinyl graphics to be applied.
Header Colour: Brand Violet
Background Colour: White
Text Colour: Dark Violet

- General Notes**
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 - All dimensions are in millimetres - do not scale from this drawing.
 - Manufacturer to ensure stability and build ability aspects suitable to local ground conditions and wall structures.

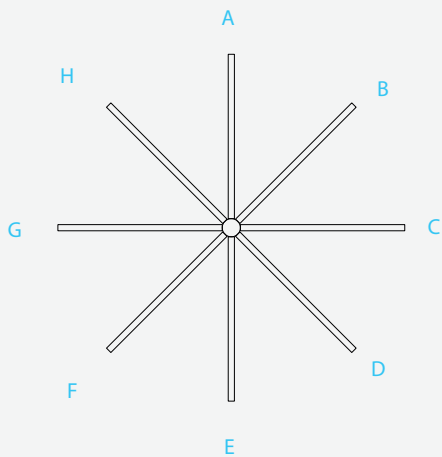
Design Intent Drawing
Scale 1:10 @ A2

Project University of Sheffield Phase 2
Sign Code EXT- 05
Sign Type Wall Mounted Directional Sign

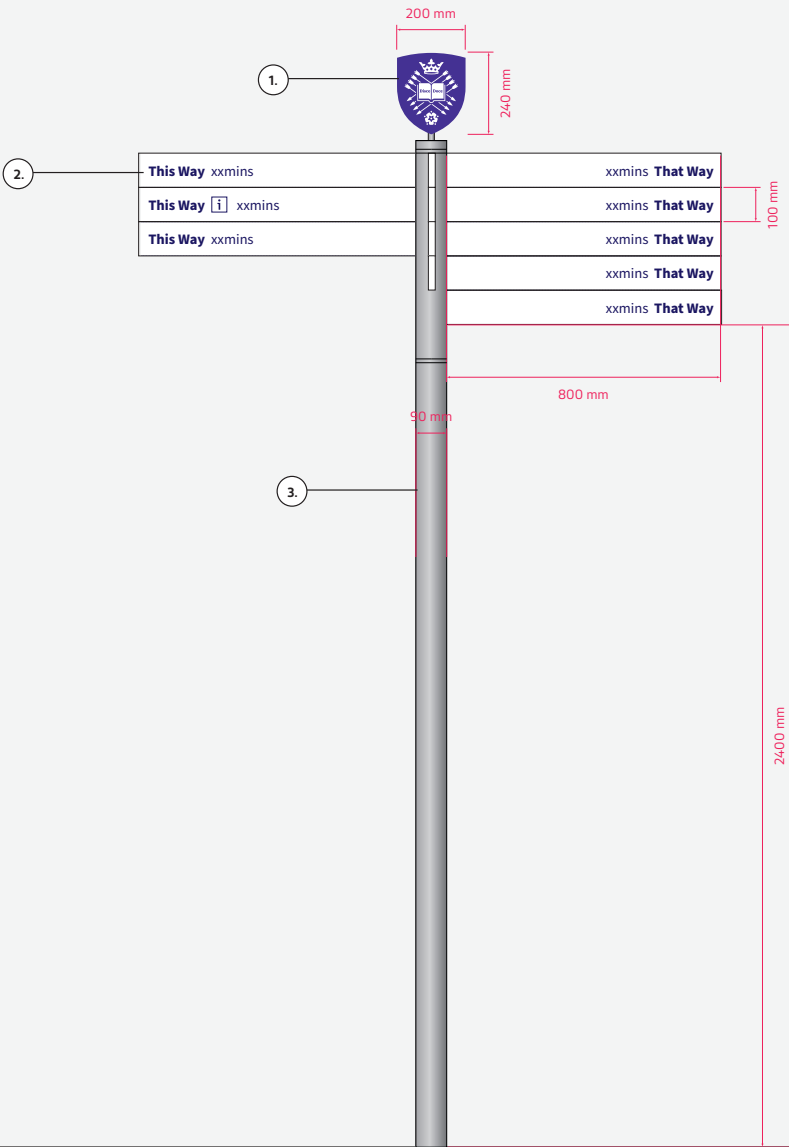
External Design Intent Drawings

Sign Code EXT-06

Sign Type Fingerpost



Up to 8 directions of fingers
maximum 5 slats in each direction



1. LOGO FINIAL
Logo: H 240mm
Aluminium Panel cut to shape of logo powder coated with masked and painted white detail.
No visible fixings.

2. DIRECTIONAL FINGERS
Aluminium powder coated fingerslats with vinyl graphics to the face coated in anti vandal lacquer. Fingers to have matching aluminium end caps. 2400mm to bottom of lowest slat to floor level.
Background Colour: White
Text Colour: Dark Violet

3. POST
90mm Diameter circular Internal steel post with external aluminium post stainless steel finish. Suitable foundations to be supplied by manufacturer.

Up to 5 tubular collars Top of post to be finished with end caps.

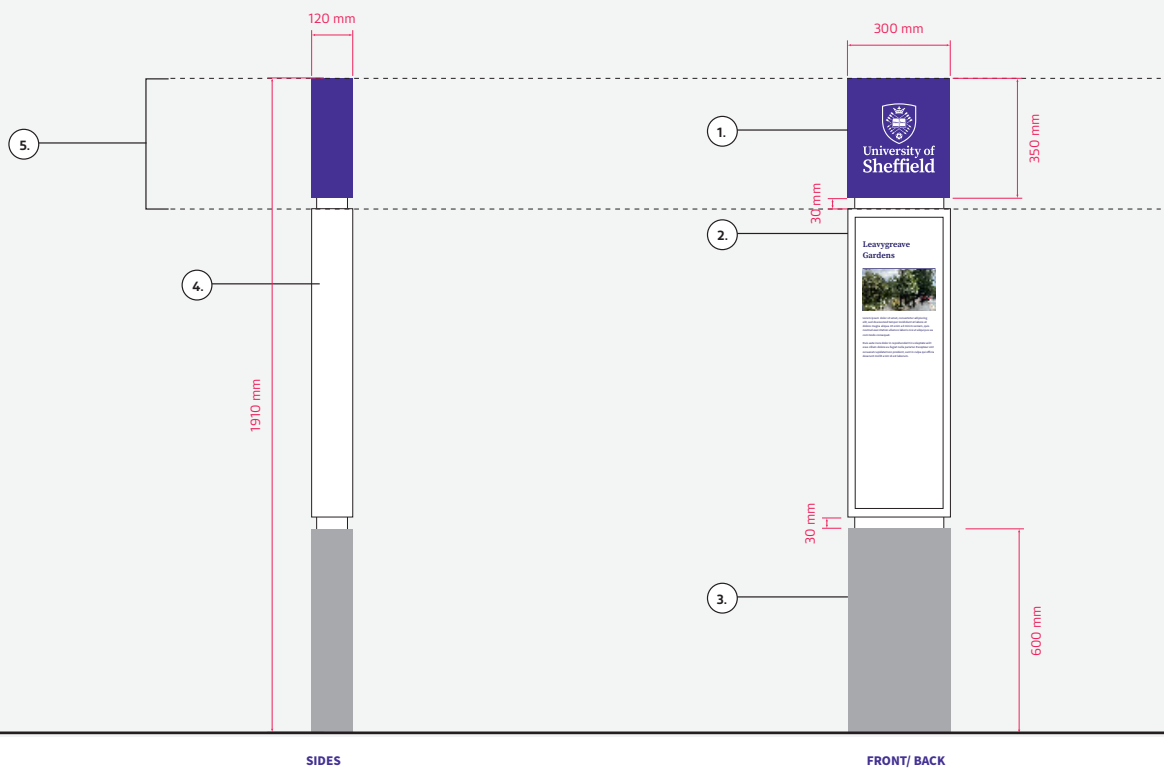
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 - All dimensions are in millimetres - do not scale from this drawing.
 - Manufacturer to ensure stability and build ability aspects suitable to local ground conditions and wall structures.

Design Intent Drawing
Scale 1:10 @ A2
Project University of Sheffield Phase 2
Sign Code EXT- 06
Sign Type Fingerpost

External Design Intent Drawings

Sign Code EXT-07

Sign Type Area Marker



MONOLITH STRUCTURE

Overall Dims: W350mm x H2690mm x D120mm
Inset internal support frame clad in 3mm aluminium and powder coated (white)
30mm spacer gap between sections.

1. LOGO BEACON PANEL

Logo: H 202mm
Laser cut logo backfilled with white opal acrylic inset into powder coated (Brand Violet) aluminium panel.
No visible fixings.

2. GRAPHICS PANEL 250 X 850

Min 8mm low iron toughened glass. Reverse applied digitally printed vinyl graphics. Welded 25mm powder coated(white) aluminium face frame. Glass panels to be held in place by silicone adhesive & can be removed to update / change graphics. Glass to be sealed to prevent water ingress.
Background Colour: White
Text Colour: Dark Violet

3. BASE PANEL

Brushed stainless steel base.

4. SIDE RETURN

Powder coated (White) Aluminium panel

5. OPTIONAL ILLUMINATION

Top 1 spacer gaps to be illuminated cool white LED.
Beacon Logo to be backlit illuminated cool white LED.
Light output not to exceed 250cd/sqm
Static lighting. Manufacturer to specify method.
Lighting control via day/night sensor

General Notes

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Design Intent Drawing

Scale 1:10 @ A2

Project University of Sheffield Phase 2

Sign Code EXT- 07

Sign Type Area Marker

External Design Intent Drawings

Sign Code EXT-08a & b

Sign Type University Identifier



PRIMARY LOGO

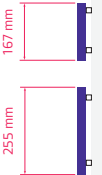
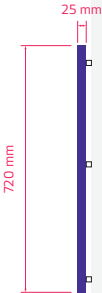
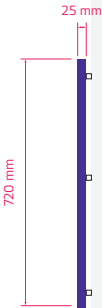
Individual external grade stainless steel built up letters and shield with 25mm returns. 5mm opal acrylic spacer for fixings. Powder coated face and returns (purple). Shield to have masked and painted white detail with protective coating overlay. Fixed to building elevations. Fixing methods to be decided on location basis. All fixings to be concealed and hidden. Suitable fixing method to be supplied by manufacturer.

Logo dimensions to be retained but scalable to location.

PORTRAIT LOGO

Individual external grade stainless steel built up letters and shield with 25mm returns. 5mm opal acrylic spacer for fixings. Powder coated face and returns (purple). Shield to have masked and painted white detail with protective coating overlay. Fixed to building elevations. Fixing methods to be decided on location basis. All fixings to be concealed and hidden. Suitable fixing method to be supplied by manufacturer.

Logo dimensions to be retained but scalable to location.



University of
Sheffield

General Notes

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Design Intent Drawing
Scale 1:10 @ A2

Project University of Sheffield Phase 2
Sign Code EXT- 08
Sign Type University Identifier

External Design Intent Drawings

Sign Code EXT-08c
Sign Type University Identifier



TRAY SIGN
Square edge folded and formed aluminium tray with internal support frame. Tray to be powder coated in high grade architectural grade powder coating. Fret cut graphic detail, backfilled with white acrylic. Panel to be fixed to wall with hidden sub frame and fixings to provide a 25mm spacer gap.



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Design Intent Drawing
Scale 1:10 @ A2

Project University of Sheffield Phase 2
Sign Code EXT- 08c
Sign Type University Identifier

External Design Intent Drawings

Sign Code EXT-09

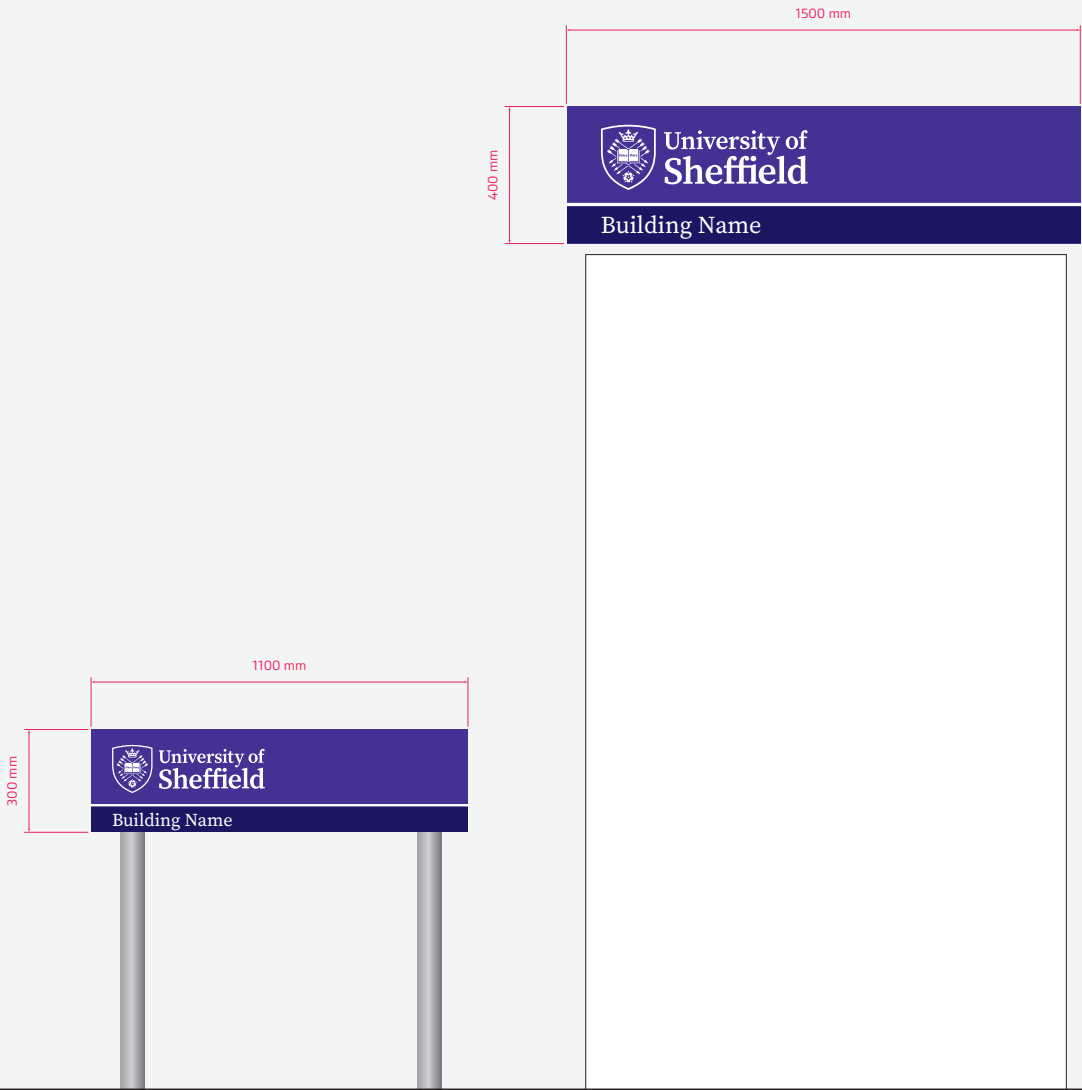
Sign Type Building Entrance Identifier



TRAY
Fabricated outer square edge folded and formed tray panel with back fixed with secret fixing points aluminium enamelled tray. Suitable hidden sub frame support to wall providing 20mm spacer gap.

GRAPHICS
Vinyl graphics to be applied.
Logo Panel Colour: Brand Violet
Building Panel Colour: Dark Violet
Text Colour: White
Key Line: White

POST
In some locations trays will be post mounted to existing posts



- General Notes**
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Design Intent Drawing
Scale 1:10 @ A2

Project University of Sheffield Phase 2
Sign Code EXT- 09
Sign Type Building Entrance Identifier

External Design Intent Drawings

Sign Code EXT-10

Sign Type Building Tray

TRAY

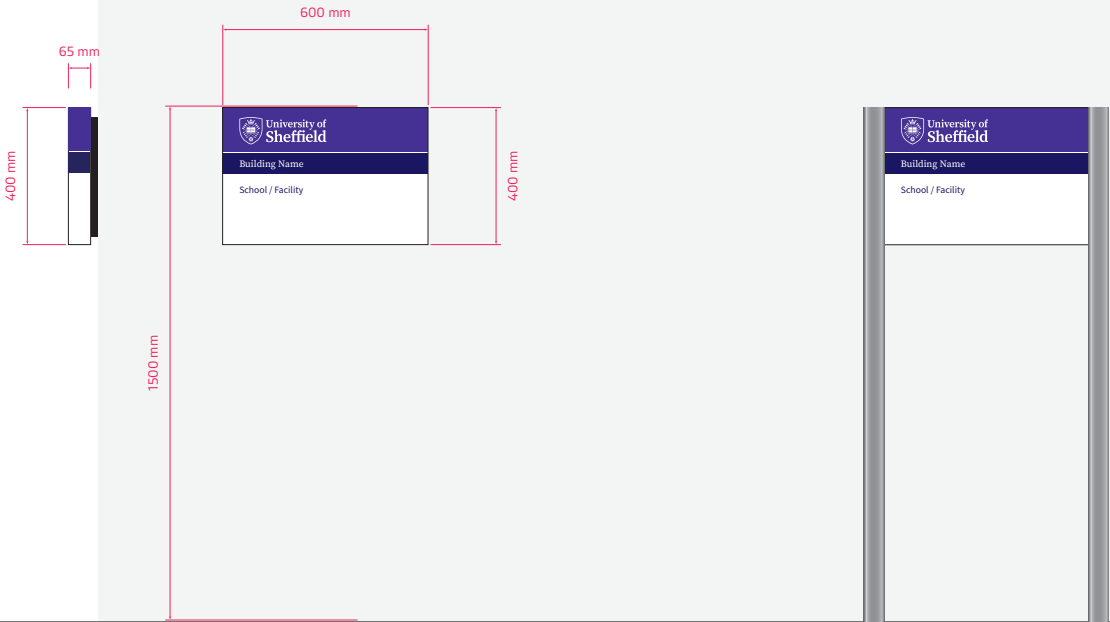
Fabricated outer square edge folded and formed tray panel with back fixed with secret fixing points aluminium enamelled tray. Suitable hidden sub frame support to wall providing 20mm spacer gap.

GRAPHICS

Vinyl graphics to be applied.
Logo Panel Colour: Brand Violet
Building Panel Colour: Dark Violet
Background Colour: White
Text Colour: Dark Violet

POST

In some locations trays will be post mounted to existing posts.



General Notes

- This drawing is provided to exhibit design arrangement only
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Design Intent Drawing

Scale 1:10 @ A2

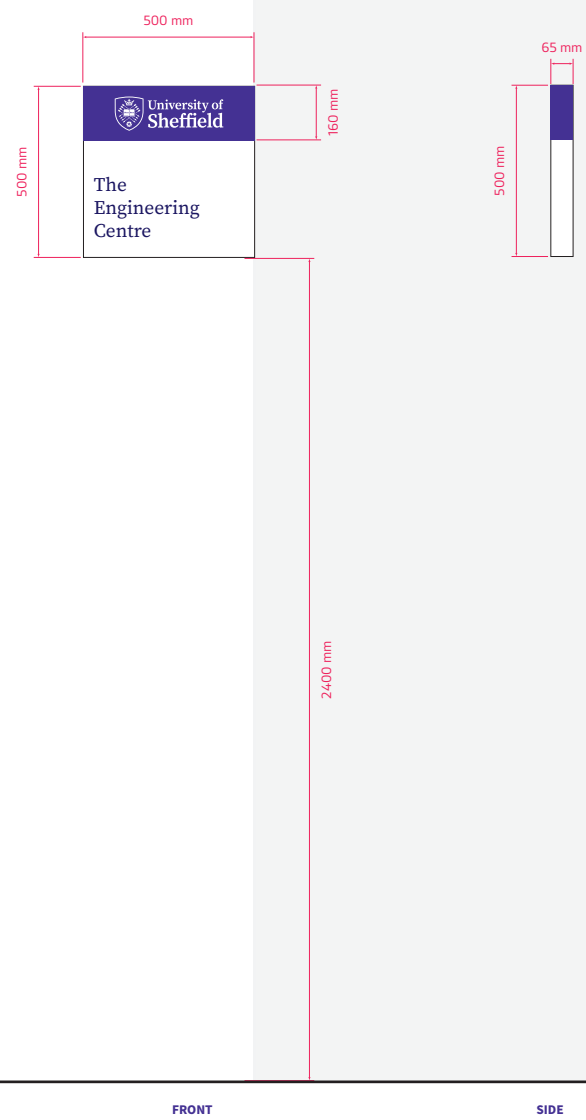
Project University of Sheffield Phase 2

Sign Code EXT- 10

Sign Type Building Tray

External Design Intent Drawings

Sign Code EXT-11
Sign Type Building Projecting



TRAY
Fabricated outer square edge folded and formed tray screw fixed to internal frame with secret fixing points. Tray powder coated in high quality durable powder coating architectural grade.

GRAPHICS
Vinyl graphics to be applied with anti vandal lacquer.
Header Colour: Brand Violet
Background Colour: White
Text Colour: Dark Violet

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Design Intent Drawing
Scale 1:10 @ A2

Project University of Sheffield Phase 2
Sign Code EXT- 11
Sign Type Building Projecting

External Design Intent Drawings

Sign Code EXT-12

Sign Type Building Interpretation

TRAY

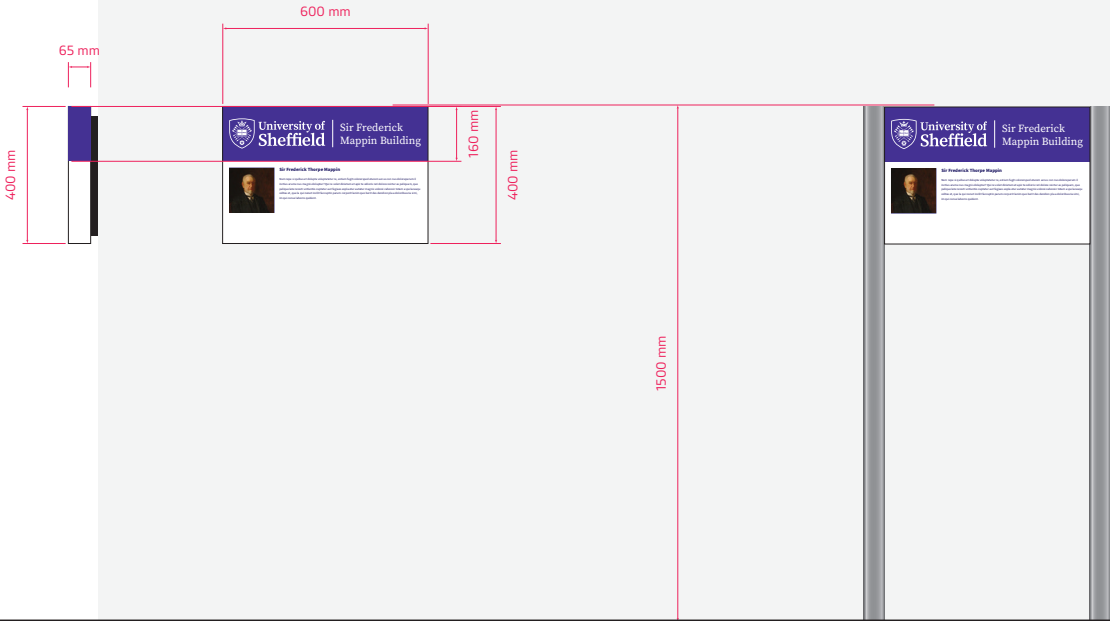
Fabricated outer square edge folded and formed tray panel with back fixed with secret fixing points aluminium enamelled tray. Suitable hidden sub frame support to wall providing 20mm spacer gap.

GRAPHICS

Vinyl graphics to be applied.
Header Colour: Brand Violet
Background Colour: White
Text Colour: Dark Violet

POST

In some locations trays will be post mounted to existing posts.



General Notes

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Design Intent Drawing

Scale 1:10 @ A2

Project University of Sheffield Phase 2

Sign Code EXT- 12

Sign Type Building Interpretation

External Design Intent Drawings

Sign Code EXT-14
Sign Type Vehicle University Identifier

Height of existing posts vary depending on location.

SIDE

FRONT

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 - All dimensions are in millimetres - do not scale from this drawing.
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Design Intent Drawing
Scale 1:10 @ A2

Project University of Sheffield Phase 2
Sign Code EXT- 14
Sign Type Vehicle University Identifier



PANEL
1500 x 1200 x 5mm PVC. Panels to be joined together and bolted to support frame. Fixings tbc with manufacturer. 8mm thick galvanised steel wall with support panelling

GRAPHICS
Silk lacquered panels for UV and wipe clean protection with digital printed graphics.
Logo: W2410mm x H760mm
Background Colour: Brand Violet

External Design Intent Drawings

Sign Code EXT-15

Sign Type Tram Identifier



OPTION A

OPTION B

- General Notes**
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Design Intent Drawing
Scale 1:10 @ A2

Project University of Sheffield Phase 2
Sign Code EXT- 15
Sign Type Tram Identifiers