Behind the University of Bristol Signage

Scheme is a simple aim – to make the University Precinct more ‘legible’ and welcoming to visitors and the University community.

The scheme is about communicating the right information at the right place and creating an integrated wayfaring system for pedestrians, riders and drivers. It is about getting from A to B and on to C as easily and efficiently as possible with the aid of clear, accurate, high quality information.

This guide enables anyone involved in the provision of signs to follow a carefully thought-through approach to their design, production and installation.
1 Philosophy

The City of Bristol has an award-winning signage system (part of the Bristol Legible City initiative) which has become a model for other city-centre schemes in the UK. The University’s signage scheme has been designed to complement, and have strong visual associations with, the Bristol Legible City signs. The linkage between the schemes reflects the close relationship between town and gown and should be helpful to visitors to the University.

The University signs have been designed as a family, with each element supporting the others and creating a stronger University brand across the Precinct.

2 Hierarchy

The Signage Scheme works as a hierarchy, taking people from a broad understanding of the geography of the Precinct to the location of particular buildings and areas within them. It is intended to be readily understood by first-time visitors and by students, staff and alumni. The hierarchy comprises these elements:

i. Precinct area

ii. Road / Street

iii. Building name / Department

iv. Floor

v. Room / Individual’s title

It is not necessary to apply all the above information to every sign. However, the information used always follows the suggested order.
There are eight primary signage types:

2.1 Orientated Precinct map panel on a directional fingerpost: positioned on main arterial routes.

2.2 Directional fingerpost: positioned at points where secondary wayfinding is required.

2.3 Main building: positioned either in front of, or directly on, key buildings.

2.4 Department + number: positioned either in front of, or directly on, departmental buildings.

2.5 Number: positioned on the building exterior by the main entrance.
2.6 External grounds:
Information and/or directional, positioned within the grounds of University buildings. Used in conjunction and always secondary to Main building signs.

2.7 Foyer directory: a slatted sign positioned inside each building entrance.

NOTE: to aid the user and maintain a uniform look, it is recommended that one signage system is used throughout a building rather than different approaches floor by floor.

2.8 Floor/area directory: slatted signs positioned at wayfinding points within each building.
3 Precinct areas

In order to add cohesion to the disparate parts of the University, the Precinct has been divided into five areas. Bounded by the main arterial roads, each area is named, colour-coded and has an identifying symbol to simplify wayfinding. This coding is carried across all primary signage types.

Precinct map: as seen on the orientated precinct map looking north.

3.1 Precinct symbols: used in conjunction with the precinct area colour. Important aid for those with defective colour vision.

<table>
<thead>
<tr>
<th>District</th>
<th>Pantone</th>
<th>Vinyl</th>
<th>BS</th>
<th>RAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cantock</td>
<td>260</td>
<td>Avery 868</td>
<td>24 C 39</td>
<td>6029</td>
</tr>
<tr>
<td>Royal Fort</td>
<td>349</td>
<td>Avery 734</td>
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<td>5002</td>
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<td>2747</td>
<td>Avery 852</td>
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<td>2004</td>
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<tr>
<td>Woodland</td>
<td>166</td>
<td>Avery 848</td>
<td></td>
<td>3001</td>
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<tr>
<td>Wills</td>
<td>187</td>
<td>Avery 770</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4 Off-precinct

Colour coding and identifying symbols are currently being developed for Off-precinct sites.

Stoke Bishop, encompassing the University sites in that area.

Off-precinct

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If you require Off-precinct signage, please consult with Alan Stealey, University of Bristol Gardens and Grounds Manager.
5.1 Colour
The starting point for all the primary signage is the area colour, identifying approximately where the person is located. The area symbol appears either white on the area colour or in the area colour on white. All other information will appear as black type on a white background or as white type on a background of the area colour. For colour specification refer to 3.1 Precinct symbols.

5.2 Typeface
Helvetica Neue is the University’s signage typeface, selected for its legibility and flexibility. Different weights can be used to illustrate the signage hierarchy. The use of italicised faces is not recommended.

5 Branding
It is very important to create consistent branding to maintain and strengthen the University’s image. The five area colours plus black and white form the complete Precinct signage colour palette. Off-precinct sites will not adopt the Precinct area colours. The only typeface used is Helvetica Neue. The University of Bristol logo is applied in its principal colours or in white on the designated colour background. The Precinct symbols appear on every sign. There is no deviation from these basic principles.

TYNDALL AVENUE
Computer Centre

BADOCK HALL
Private property. No public right

CANTOCK
Queen’s Building ENGINEERING

35 Helvetica Neue Thin abcdefghijklmNOPQRSTUVWXYZ1234567890
45 Helvetica Neue Light abcdefghijklmNOPQRSTUVWXYZ1234567890
55 Helvetica Neue Roman abcdefghijklmNOPQRSTUVWXYZ1234567890
65 Helvetica Neue Medium abcdefghijklmNOPQRSTUVWXYZ1234567890
75 Helvetica Neue Bold abcdefghijklmNOPQRSTUVWXYZ1234567890
85 Helvetica Neue Heavy abcdefghijklmNOPQRSTUVWXYZ1234567890
5.3 **University of Bristol logo**

The University logo appears on most external signage in its principal colours of red and black on a white background. When using the logo on a dark coloured background (e.g., External grounds), its elements should appear white.

The University logo is placed in the left-hand bottom edge of signs. The minimum isolation area around it is always respected. (Refer to Visual Identity guidelines at www.bris.ac.uk/cms/pro/visualidentity)

An example of the typographic fonts and weights used together with the position formula on a main building sign.
6 Materials, finishes and fixings

The choice of materials has been carefully considered so that the appearance of the signage reflects positively on the identity of the University. Use of good quality finishes and materials will ensure longevity and a lasting smart appearance. The system requires durable materials and fixings that will minimise vandalism, facilitate easy changes to graphics and be low on maintenance.

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Annotated sign:
shows suggested materials, finishes and fixing methods.

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Formed aluminium panel, stove enamelled white

Double sided

Front face

TYNDALL AVENUE

Arts and Social Sciences Library

University of BRISTOL

2 x 50mm square profile posts
Aluminium posts, powder coated silver finished with anti-vandal gloss lacquer

Ground level

50mm

1200mm

200mm

850mm from paved surface

650mm

50mm

Vinyl type and coloured blocks are applied to panels and then finished with anti-vandal lacquer

\{\begin{itemize}
  \item Avery 800PF series (852 Sapphire Blue)
  \item Avery 700 series (770 Red)
  \item Gloss Black
\end{itemize}\}

Top

Sign panels secured using rivets through sign trays
7 Sign location

The positioning of signs is important and care is taken to ensure that they do not cause an obstruction and will not be obscured (by plants, parked vehicles, deliveries, etc). The primary signage types provide sufficient flexibility to suit the Precinct environment - for instance, it may be more appropriate to position a free-standing sign to one side of a building of historical and/or architectural merit than to fix the sign to the building itself.

8 DDA Compliance

All elements of the University of Bristol signage have been carefully considered to meet the criteria of the Disability Discrimination Act.

9 Preferred suppliers

The following companies have direct experience in producing signage systems for the University of Bristol.

Totem Design Consultants. Design and project management. www.totem-design.co.uk Tel: 0117 9625000 Contact: Len Upton

DMA Signs. Sign production company. Especially internal slatted systems. www.dmasigns.co.uk Tel: 01372 363808 Contact: Sue Willman

Stewart Signs. Sign production company. www.stewartsigns.co.uk Tel: 023 8025 4781 Contact: Sharon Longman

Wards of Bristol. Sign production company. www.ward-signs.co.uk Tel: 0117 9553385 Contact: Geoff Hickling