University of Liverpool Campus & Leahurst Campus
External signage guidelines
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Section 1

Getting Started

How to use this manual
Basic principles
What is wayfinding?
Interpreting the Disability Discrimination Act
Generating and procuring signs
1.1 Getting started

How to use this manual

How to use this manual

The guidelines contained in this document have been produced for all colleagues, creative consultants and manufacturers involved in the creation, management, procurement or production of signage for the University of Liverpool Campus & Leahurst Campus.

The information, designs and specifications and technical instructions described here are obligatory and constitute the official University of Liverpool (UoL) signage strategy.

Our project consultant, Aukett Brockliss Guy Limited, (ABG) has prepared these guidelines to provide users with a comprehensive explanation of our signage strategy.

Signage strategy objectives

To promote greater awareness of the University of Liverpool within the individual Campus and City-wide communities.

To encourage a sense of ownership amongst the educational community of the Campuses and buildings contained within them.

To provide all users and visitors with the highest quality and effectiveness of sign communications.

To meet our responsibility under the terms of the Disability Discrimination Act, 2005.

To enhance the Campus environment and improve the overall social context.

To provide guidelines to enable the continued management, consistency of design integrity and evolution of the UoL signage strategy.

How these guidelines work:

Navigation tools

Guidelines contained in this manual have a simple electronic navigation feature to help you quickly find your way around and enable you to focus on the information you require.

This system is compatible with both Macintosh and PC platforms. At the base of each page is a line of cyan coloured text ‘links’. As you drag a mouse across each link, the text will become ‘active’, indicating you can travel directly to this ‘chapter’ or destination.

Click your mouse on the highlighted link to go forward to the section indicated. In the top right hand of each page is a ‘Quit’ button which, when activated, will return you to the start of the document.

Giving you control: the contents page

This page provides you with a complete overview of the guidelines manual. All text is interactive, allowing you to navigate to any section with ease and speed.

Section dividers and section contents

There are six separate sections to this manual. Each section starts with a coloured ‘section divider’. The section dividers display detailed section contents, again using interactive text to help you in your navigation.
1.1 Getting started
How to use this manual (page 2 of 2)

Typical pages: how these work

Each page typically contains two components:

• Overview narrative in large text, usually in the left hand column

• A large drawing or illustration filling most of the page. Within these drawings you will find detailed technical specifications relating to design concept, production requirements and manufacturing.

What do the guidelines allow you to do?

By following information contained in these guidelines you will be able to:

• Identify and resolve a wayfinding shortfall or navigational problem

• Understand the implications of the Disability Discrimination Act (2005)

• Source an appropriate creative solution

• Enable updated information to be centrally logged and included within signage strategy master files.

Helping to ensure accuracy of current information

For our signage strategy to continue to be relevant and effective it is essential that all documentation is current and fully updated. Therefore any changes, additions, modifications to plans, schedules, design detail etc. must be recorded centrally.

You are therefore required to notify any such changes to Facilities Management who will in turn notify Corporate Communications who will jointly act as a centralised source for maintaining signage data in an up-to-date form. This process is clarified on page 6 and page 10.

What if you need help?

Whilst the guidelines provided in this manual are wide ranging, it is possible you may experience instances where you require reassurance on a point of detail. In these cases there are three further help options available. Always take these in order of priority as indicated:

i) Facilities Management

ii) Corporate Communications

iii) Our wayfinding and signage consultant, Aukett Brockliss Guy (only via Facilities Management).
1.2 Getting started

Basic principles

These design standards are prepared as a permanent record of the wayfinding and signage programme created for the University of Liverpool by Aukett Brockliss Guy Limited.

Distribution

Circulation of this document is restricted to:

• Head of Facilities Management
• Head of Corporate Communications
• Project consultant, Aukett Brockliss Guy Limited.

Copyright

The contents of this document are the copyright properties of the University of Liverpool.

No component may be reproduced in any form by other agencies, companies or organisations, without prior consent of the Head of Facilities Management.

If any component of this document is cited in promotion or publicity, full creative credit must be given and notified to the programme designers, Aukett Brockliss Guy Limited.

Additional copies

Further copies of this document are available on request from Facilities Management.
1.3 Getting started

What is wayfinding? (Page 1 of 2)

Wayfinding is the process of understanding, predicting and managing visitor/user communication requirements and traffic flows in three dimensional spaces.

Why is wayfinding important?

A sound wayfinding trail is the foundation stone of a successful signage strategy. If the wayfinding trail is incomplete, partially or poorly communicated, users will become disorientated, confused, frustrated and at worst lost. Wayfinding is the most complex component within any signage programme to resolve.

Our wayfinding consultant has therefore carried out a thorough wayfinding and navigation audit of the main University of Liverpool Campus and the Leahurst Campus.

The findings of these audits and a resolved wayfinding plan for each site is contained in these guidelines.

The main elements included in the wayfinding process are:

1. Communication
   - What message is required?
   - Is this message consistent with other messages in the trail?
   - Is this message necessary?
   - Is an important message missing?
   - What language(s) should be used?
   - Is the tone of voice appropriate (i.e., a positive as opposed to a negative message)?
   - Are messages for (non UoL) off-site destinations or services required?
   - What kind of sign is required here (e.g., directional, architectural, health & safety, etc.)?

2. Location
   - Is this sign in the correct place?
   - Should a sign be positioned here? (assuming that there isn’t one currently present)
   - Is this sign redundant?
   - Can these two (or more) signs be amalgamated into one?
   - Will a sign in this position have an adverse effect on a building or element of architectural fabric with historic or environmental significance?
   - Does a sign in this location pose a safety hazard?

3. Orientation
   - Where are the focal orientation points for this site?
   - Is orientation currently in place?
   - How does this relate to the current civic signage scheme, highways signage, website, printed communication and any pre-determined public routes?
   - Is there sufficient surrounding space to enable large groups to study and understand?

4. User and visitor needs
   - What is the sign viewing distance?
   - Will messages be legible?
   - What pictograms are needed?
   - What provisions for special needs users are required (e.g., learning difficulties, partially sighted/blind, auditory difficulties, wheelchair users etc.)?
   - What language(s) should be used?

5. Physical needs
   - What size sign is required?
   - How should the sign be fixed?
   - Have you considered the impact of this sign on architectural fabric with historic or environmental significance?
   - Is illumination required? If so, what type, design and power source?
   - Is this a permanent or temporary sign?

6. Approval process
   - What ‘internal consents’ are required (e.g., Facilities Management, Corporate Communications, Dean of Faculty etc.)?
   - Are any ‘external consents’ required, (e.g., Listed Building Consent, Local Authority Consent to Display an Advertisement, Planning Consent, etc.)?
How does DDA impact UoL signage?

UoL signage embraces five techniques to help meet DDA requirements:

1. Tactile techniques

To assist blind, visually impaired or partially sighted visitors, a range of tactile signage techniques have been included in the UoL Signage Strategy:

- Raised tactile graphics
- Grade I Braille.

Use of these individual techniques is specified within the master sign schedule documents for each campus. These files are available on CD from the Head of Facilities Management. As a basic principle, use of each tactile technique should be as follows:

Raised tactile graphics

- Use only within the DDA vertical zone of 1400mm to 1800mm, above finished floor level.
- Use only where users/visitors can easily access a sign, especially wheelchair users.
- Use only to re-inforce directional arrows or pictograms, eg toilet doors.
- Do not use to convey multiple word text messages.

Grade I Braille

Note this technique is only understood by a relatively small percentage of visually impaired visitors and is only in English language.

- Only use in support of other, conventional, interpretation techniques
- Specialist translation and manufacturing techniques are required.
1.4 Getting started

Interpreting the Disability Discrimination Act (Page 2 of 2)

3 Visual techniques

The UoL Signage Strategy uses four key DDA related visual communication components:

- Our typeface – TheSans
- High contrast colour palettes
- Specially drawn family of pictograms
- Type sizes which comply with or exceed BSI/ISO recommendations

These visual components have been developed, tested and researched on site to ensure UoL signage is BSI/ISO compliant. Fully detailed specifications outlining how these visual components are used is provided in section 3.0 of these guidelines.

Sizes of typeface

UoL signage follows BSI/ISO standard recommendations for typesize specification.

Typographic style

BSI/ISO recommend use of upper- and lower-case text for all display typography.

This is an example of upper & lower case.

The exclusive use of upper case only is restricted to ‘Architectural Signs’ or where special building fabric conditions apply. Please refer to page 13 (Typefaces & typography) for more information. In such cases exceptions are indicated in the sign schedule for both the Main Campus and Leahurst Campus.

Electronic sign schedule files are available on CD from the Head of Facilities Management.

4 Vertical positioning

BSI recommends a vertical positioning zone between 1400mm and 1800mm above finished floor level as the ideal vertical zoning for display of sign messages. Where possible, messages should be positioned within this zone.

This may not always be possible due to specific building fabric or indeed the category of sign involved, (eg fingerpost sign). However always use the DDA Zone as the preferred option for vertical positioning. This is especially important with any signs involving tactile techniques.

5 Special needs audience checklist

In considering the various DDA related issues it is also essential to consider the communication needs of special needs audiences including:

- Blind or partially sighted
- Deaf or hard of hearing
- Those with cognitive/learning difficulties
- Wheelchair users/ambulant difficulties
- Those with dexterity problems.
1.5 Getting started

Generating signs

The long-term success of the UoL Signage Strategy relies on consistency of communication and presentation.

Much space is given in these guidelines to design related detail. Of no less importance is a consistent approach to:

- Generating a sign
- Ordering and procuring a sign
- Implementing a sign
- Reviewing the effectiveness of a sign
- Updating our master schedules and other relevant data.

Preferred suppliers

Through the competitive tender process UoL has negotiated a contract with Rivermeade Signs Limited. This supplier is to be used for all standard signage requirements. The involvement of any additional supplier(s) must be approved by the Facilities Management.

Sign manufacture and installation

Rivermeade Signs Limited
Roslin Road
South Acton Industrial Estate
London W3 8BW

T +44 (0)20 8896 6900
F +44 (0)20 8752 1691

lindsay_wilcox@rivermeade.com
Section 2.0
Basic elements

Typefaces and typography
Pictograms
Colour and colour systems
Tactile messaging and techniques
Materials and finishes and maintenance
Cartography
University of Liverpool Brand Identity
Display formats
Planning consents
Two distinctive typefaces have been chosen as part of the new University of Liverpool brand strategy. These are: ‘The Sans’ and ‘Capitolium’.

Maintaining high levels of consistency and legibility are of upmost importance within the UoL signage strategy.

The narrative on this page explains how the following typefaces are to be used within UoL signage and interpretation display:

- The Sans 5 – Regular
- The Sans 5C – Caps
- Capitolium

No other typefaces or typestyles should be used.

A CD containing these fonts along with UoL digital master artworks is available on request from Corporate Communications.

The Sans 5 – Regular

The Sans 5 – Regular is the primary typeface for all signage application. See page 13 (Typefaces: The Sans 5 – Regular; The Sans – 5C (Caps) & Capitolium) for details.

There is no provision for the uses of other weights of this font, but numerals should be substituted with The Sans 5C – Caps.

The Sans 5C – Caps

The Sans 5 – Regular is a secondary typeface for all signage applications. It is to be used for aligning numerals. See page 13 (Typefaces: & typography) for details.

Maintaining high levels of consistency and legibility are of upmost importance within the UoL signage strategy. Therefore, care is to be taken to display the correct numerals for all signage uses.

Capitolium

Capitolium, a slab serif font, is to be used for architectural signs, and other architectural details, such as fingerpost base plates, to add a distinctive decorative character to communication. Capitolium should only be used as detailed above – it must not be used for wayfinding messaging.
The drawing on this page shows sample alphabets for The Sans – 5 (Regular), The Sans – SC (Caps), & Capitolium. It also shows directional arrows used throughout UoL signage.

A CD containing these fonts along with UoL digital master artworks is available on request from Corporate Communications.
An special family of pictograms has been created for use across all UoL signage applications. These pictograms are designed to achieve high levels of legibility, and to reproduce clearly at minimum sizes in print and electronic communication.

As budgets permit, use of these new designs is to be extended across all supporting visitor communications such as orientation leaflets, guidebooks, web-sites etc.

These artworks may not be used by any other organisation without express approval of Corporate Communications.

To ensure consistency of sizing and relationship to supporting text, a master grid and scaling guide is included on all master artworks. These relationships are fixed and should not be varied.

The pictogram designs illustrated opposite are available in both Macintosh and PC formats.

A CD containing all digital master artworks as scalable vector eps files is available on request from Corporate Communications.

Radius corner straight squares are not proposed design style - shown only for layout purpose. The actual style are pictograms are in Adobe Vector design drawings.
2.3 Basic elements

Colour and colour systems

The specifications opposite provide a full technical confirmation of the UoL signage standard colour palette.

Colour specifications are provided for:

- Paint and architectural finishes
- Specialised colour/surface finishes.

Colour accuracy in the examples illustrated opposite is restricted by the limitations of the processes used to reproduce these guidelines. Therefore refer only to the written specifications – do not attempt to match colours to the examples illustrated.

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University of Liverpool (UoL) signage palette

<table>
<thead>
<tr>
<th>Colour reference</th>
<th>Use</th>
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</thead>
<tbody>
<tr>
<td><strong>A. UoL Corporate Blue</strong></td>
<td>Colour reference: PMS 207C (Matt/Smooth)</td>
</tr>
<tr>
<td><strong>B. UoL High white</strong></td>
<td>Colour reference: RAL 9016 (Matt/Smooth)</td>
</tr>
<tr>
<td><strong>C. UoL Corporate Gold</strong></td>
<td>Colour reference: PMS 112C + PMS 856C (Matt/Smooth)</td>
</tr>
<tr>
<td><strong>D. Gunmetal</strong></td>
<td>Colour reference: RAL 7010 + RAL 7021 (Matt/Smooth)</td>
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Statutory colour palette

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<th>Colour reference</th>
<th>Use</th>
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<td><strong>Ev Caution</strong></td>
<td>Colour reference: PMS 207C (Matt/Smooth)</td>
</tr>
<tr>
<td><strong>Ev Fire</strong></td>
<td>Colour reference: RAL 9016 (Matt/Smooth)</td>
</tr>
<tr>
<td><strong>Ev Prohibition</strong></td>
<td>Colour reference: PMS 112C + PMS 856C (Matt/Smooth)</td>
</tr>
<tr>
<td><strong>Ev Information</strong></td>
<td>Colour reference: RAL 7010 + RAL 7021 (Matt/Smooth)</td>
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2.4 Basic elements

Tactile messaging & techniques

A variety of different tactile signage techniques are used to help provide effective communication to visitors who are either partially sighted, blind or visually impaired.

These techniques are:

- Grade I Braille
- Tactile maps and raised graphics
- Tactile text and graphics.

As noted earlier on pages 8 & 9 (Interpreting the Disability Discrimination Act) these techniques are used mainly for interpretation purposes. Master sign schedules are available on CD from Corporate Communications and provide clear instruction on where these techniques are to be used.

Please note: Due to technical limitations, this guidelines document cannot accurately reproduce the tactile detailing shown here.
2.5 Basic elements
Materials, finishes & maintenance

The information contained on this page provides technical specifications for the materials and finishes used in producing UoL signage.

Deployment and application of these materials and finishes is illustrated in detail in Section 3 of these design guidelines.

**Design life**

External signage components are required to have a minimum design life of:

- Aluminium clad panels: 10 years
- Printing inks or other graphic reproduction materials: 5 years. (All graphic colouring must be reproduced using inks of U/V light-fast pigmentation).

This means that all components, including fixings and accessories, must retain their appearance and performance without further treatment (apart from normal cleaning) for the stated minimum period.

**Aluminium**

Aluminium is used extensively for display panels, signage furniture and extruded components. The precise gauge of metal product when using sheet aluminium will be subject to review and approval of shop drawings to be supplied by the nominated signage manufacturer. All aluminium components must be descaled prior to subsequent manufacturing processes.

**Kiss-cut Decals**

Use only Polymeric, calendared quality vinyl of 5 to 7 year lifespan with light fast pigmented inks for display colours. All graphic elements to be kiss-cut with either surface or reverse adhesive as required by individual sign specifications.

**Anodising**

The use of anodised aluminium is strictly limited to key components such as bespoke aluminium extruded posts. It is essential that any aluminium stock is of sufficient quality for this specialist process.

**Maintenance**

All signs must be subject to regular checking and cleaning. This task will be managed via Facilities Management working in partnership with the nominated UoL signage manufacturer.

**Stainless Steel**

This material is used for structural decorative components of signage furniture. When used, stainless steel should be specified in 316 grade and of a satin (240 grit) finish and/or polished finish as specified in the master sign schedule and illustrated in Section 3 of these guidelines.

**Braille**

Where Braille is used to deliver tactile messaging this is to be achieved by acid etching away the surrounding bare metal from a bar of solid zinc. The resulting braille message, displayed on an integral, rectangular background of zinc is to be stove enamelled UoL Blue or Silver (as appropriate) and inlaid flush fitting to the surface of individual sign display panels. Braille translation and typesetting is to be undertaken by the nominated sign manufacturer.

**Polycarbonate**

Polycarbonate is specified as an alternative glazing material to glass where reasons of safety preclude conventional glazing techniques. Typical use is for protecting external orientation/map signs. Polycarbonate must be specified in a non-reflective surface finish.

**Stove enamelling**

Extensive use is made of this protective decorative finish involved in the reproduction of all UoL signage colours. (Stove enamelling must be specified to deliver a final finish of 30% gloss.)
2.5 Basic elements
Materials, finishes & maintenance

The information contained on this page provides technical specifications for the materials and finishes used in producing UoL signage.

Deployment and application of these materials and finishes is illustrated in detail in Sections 3 of these design guidelines.

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A specially drawn UoL Campus Map has been developed by Aukett Brockliss Guy and CartoGraphics in the University Geography department.

This map is used in the Orientation/map signs on page 33, and other printed materials.

Individual maps feature a ‘You are Here’ message supported by a set of radial circles defining key distances from that location. Special artworks exist for each location and are held by CartoGraphics in the Geography Department.

Updates to the UoL Campus Map should be sanctioned by Corporate Communications and carried out by CartoGraphics.
2.7 Basic elements

University of Liverpool brand identity: positive use version

Positive version of the UoL brand identity - for signage use exclusively.

This positive version is the default version of the UoL brand identity and is to be used in all signage instances except where monochrome or reversed-out applications are essential.

This version of the UoL brand identity must not be used for any promotional purpose other than signage applications.

Master artwork of this design is available on CD from Corporate Communications.
2.7 Basic elements

University of Liverpool brand identity: reversed-out version

Reversed-out version of the UoL brand identity – for signage use exclusively.

This reversed-out version is a secondary version of the UoL brand identity and is only to be used in signage instances where monochrome or reversed-out applications are essential.

This version of the UoL brand identity must not be used for any promotional purpose other than signage applications.

Master artwork of this design is available on CD from Corporate Communications.
2.7 Basic elements

University of Liverpool brand identity: architectural version in stainless steel

Stainless steel version of the UoL brand identity – for signage use exclusively.

This stainless steel version with white inlay on the shield is a secondary version of the UoL brand identity. It is only to be used for architectural signs where a dark background means the positive version would have poor legibility.

This version of the UoL brand identity must not be used for any promotional purpose other than signage applications.

Master artwork of this design is available on CD from Corporate Communications.
Display formats - for UoL signage, for main wall-mounted and rail-mounted signs.

The International Standards Organisation (ISO) ‘A’ size formats are used for all wall-, rail-, and post-mounted signs unless special architectural or building fabric conditions prevail.

The default version of all ‘A’ Formats is portrait, i.e. the width is the shorter dimension.
2.9 Basic Elements

Planning consents

All external signs require formal planning consent from the local authority. In November 2007 were three categories of consent applications made.

Planning consent applications for the main campus signage were made by our consultants, Aukett Brockliss Guy in 2007 when seven separate, but related, applications were made.

All applications were made to the City of Liverpool Planning Department.

At time of publication of these guidelines consents (subject to noted conditions) were granted on 28 November 2007 for ‘Consent to display an advertisement’ and ‘Listed Building consent’. Consent is still outstanding for the Highways Licence’ application.

At time of publication of these guidelines no planning consent applications have been made for Leahurst Campus external signage.

‘Consent to display an advertisement’

Covers all proposed external signs.

The applications made were:
North Campus – Application no 07A/2877
Central Campus – Application no 07A/2873
South Campus – Application no 07A/2879.

Certificates authenticating approvals are held by Facilities Management.

‘Listed Building consent’

Covers all signs affixed to or adjacent to listed buildings or structures.

The applications made were:
North Campus – Application no 07L/2878
Central Campus – Application no 07L/2874
South Campus – Application no 07L/2880.

Certificates authenticating approvals are held by Facilities Management.

‘Highways Licence’

Covering all signs in or immediately adjacent to the adopted highways. In this instance a single application was made covering the entire campus site. Application details and approval/conditions are to be confirmed by Liverpool City Council.
2.9 Basic Elements

Planning consents: Conditions of consents – North Campus

The following conditions stipulated by Liverpool City Council apply to the approval for 'Consent to display an advertisement'. Conditions/reasons are stipulated for North Campus, Central Campus and South Campus separately.

This page covers North Campus.

### Additional conditions and reasons

1. Consent be granted for a period of 5 years from the date hereof.
   **Reason:** It is in accordance with Regulation 14 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

2. The maximum luminance from the signs referenced E001, E002 and E003 shall not exceed 1200cd/m² and sign NC001 internal lighting must not exceed 1000cd/m².
   **Reason:** In the interests of visual amenity and highway safety.

3. All wall mounted signs shall be fixed into the mortar and not the brickwork using 100% stainless steel components.
   **Reason:** To protect the fabric of all buildings and, in particular, historic listed buildings.

### Standard conditions

1. Any advertisements displayed, and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.

2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.

4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

5. No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of, any road traffic sign, railway sign or air navigation by water or air or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

### Informatives

1. The following policies in the Liverpool Unitary Development Plan are relevant to this decision:
   - HS25: Advertisements
   - HD1: Listed Buildings
   - GEN3: Heritage and Design in the Built Environment
   - HD18: General Design Requirements
   - HD10: Alterations of Non-Listed Buildings in Conservation Areas

2. All signs placed on the adopted highway require a section 115e licence and application fee payable to Liverpool City Council. A licence covering all proposed signs may be compiled although each sign will still require an application fee payable to LCC. In the first instance please contact Mr F Arnott on 0151 233 8145 for information and application details.

3. Reason for Approval: the proposal will not adversely affect the amenity of the area and will not be a hazard or distraction to road users to the detriment of public safety in accordance with Policy HS25 (Advertisements) of the Liverpool Unitary Development Plan.
2.9 Basic Elements

Planning consents: Conditions of consents – Central Campus

Additional conditions and reasons

1. Consent be granted for a period of 5 years from the date hereof.
   **Reason:** It is in accordance with Regulation 14 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

2. The maximum luminance from the signs referenced CC030 1000cd/m\(^2\).
   **Reason:** In the interests of visual amenity and highway safety.

3. All wall mounted signs shall be fixed into the mortar and not the brickwork using 100% stainless steel components.
   **Reason:** To protect the fabric of all buildings and, in particular, historic listed buildings.

Standard conditions

1. Any advertisements displayed, and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.

2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.

4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

5. No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of, any road traffic sign, railway sign or air navigation by water or air or as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Informatives

1. The following policies in the Liverpool Unitary Development Plan are relevant to this decision:
   - HS25: Advertisements
   - HD1: Listed Buildings
   - GEN3: Heritage and Design in the Built Environment
   - HD18: General Design Requirements
   - HD10: Alterations of Non-Listed Buildings in Conservation Areas

2. All signs placed on the adopted highway require a section 115e licence and application fee payable to Liverpool City Council. A licence covering all proposed signs may be compiled although each sign will still require an application fee payable to LCC. In the first instance please contact Mr F Arnott on 0151 233 8145 for information and application details.

3. Reason for Approval: the proposal will not adversely affect the amenity of the area and will not be a hazard or distraction to road users to the detriment of public safety in accordance with Policy HS25 (Advertisements) of the Liverpool Unitary Development Plan.
The following conditions stipulated by Liverpool City Council apply to the approval for ‘Consent to display an advertisement’.

Conditions/reasons are stipulated for North Campus, Central Campus and South Campus separately.

This page covers South Campus.

**Additional conditions and reasons**

1. Consent be granted for a period of 5 years from the date hereof.
   **Reason:** It is in accordance with Regulation 14 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

2. The maximum luminance from the signs referenced SC001 and SC003 shall not exceed 1500cd/m².
   **Reason:** In the interests of visual amenity and highway safety.

3. The exact location of the finger post on drawing number G6130.PL.005, surrounding Abercromby Square shall be submitted to and approved in writing by the local planning authority.
   **Reason:** To protect the visual amenity surrounding Abercromby Square.

4. All wall mounted signs shall be fixed into the mortar and not the brickwork using 100% stainless steel components.
   **Reason:** To protect the fabric of all buildings and, in particular, historic listed buildings.

**Standard conditions**

1. Any advertisements displayed, and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.

2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.

4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

5. No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of, any road traffic sign, railway sign or air navigation by water or air or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

**Informatives**

1. The following policies in the Liverpool Unitary Development Plan are relevant to this decision:
   - HS25: Advertisements
   - HD1: Listed Buildings
   - GEN3: Heritage and Design in the Built Environment
   - HD18: General Design Requirements
   - HD10: Alterations of Non-Listed Buildings in Conservation Areas

2. All signs placed on the adopted highway require a section 115e licence and application fee payable to Liverpool City Council. A licence covering all proposed signs may be compiled although each sign will still require an application fee payable to LCC. In the first instance please contact Mr F Arnott on 0151 233 8145 for information and application details.

3. Reason for Approval: the proposal will not adversely affect the amenity of the area and will not be a hazard or distraction to road users to the detriment of public safety in accordance with Policy HS25 (Advertisements) of the Liverpool Unitary Development Plan.
2.9 Basic Elements

Planning consents: Conditions of consents – Listed buildings, North Campus and Central Campus

The following conditions stipulated by Liverpool City Council apply to the approval for 'Listed Building consent':

Conditions/reasons are stipulated for North Campus, Central Campus and South Campus separately.

This page covers North Campus and Central Campus.

**North Campus**

1. Consent be granted for a period of 5 years from the date hereof.
   **Reason:** It is in accordance with Regulation 14 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

2. The maximum luminance from the signs referenced E001, E002 and E003 shall not exceed 1200cd/m² and sign NC001 internal lighting must not exceed 1000cd/m².
   **Reason:** In the interests of visual amenity and highway safety.

3. All wall mounted signs shall be fixed into the mortar and not the brickwork using 100% stainless steel components.
   **Reason:** To protect the fabric of all buildings and, in particular, historic listed buildings.

**Informatives**

1. The following policies in the Liverpool Unitary Development Plan are relevant to this decision:
   - HS25: Advertisements
   - HD1: Listed Buildings
   - GEN3: Heritage and Design in the Built Environment
   - HD18: General Design Requirements
   - HD10: Alterations of Non-Listed Buildings in Conservation Areas

2. All signs placed on the adopted highway require a section 115e licence and application fee payable to Liverpool City Council. A licence covering all proposed signs may be compiled although each sign will still require an application fee payable to LCC. In the first instance please contact Mr F Arnott on 0151 233 8145 for information and application details.

3. **Reason for approval:** the proposal will not adversely affect the amenity of the area and will not be a hazard or distraction to road users to the detriment of public safety in accordance with Policy HS25 (Advertisements) of the Liverpool Unitary Development Plan.

**Central Campus**

2. Consent be granted for a period of 5 years from the date hereof.
   **Reason:** It is in accordance with Regulation 14 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

2. The maximum luminance from the signs referenced CC030 shall not exceed 1000cd/m².
   **Reason:** In the interests of visual amenity and highway safety.

3. All wall mounted signs shall be fixed into the mortar and not the brickwork using 100% stainless steel components.
   **Reason:** To protect the fabric of all buildings and, in particular, historic listed buildings.

**Informatives**

1. The following policies in the Liverpool Unitary Development Plan are relevant to this decision:
   - HS25: Advertisements
   - HD1: Listed Buildings
   - GEN3: Heritage and Design in the Built Environment
   - HD18: General Design Requirements
   - HD10: Alterations of Non-Listed Buildings in Conservation Areas

2. All signs placed on the adopted highway require a section 115e licence and application fee payable to Liverpool City Council. A licence covering all proposed signs may be compiled although each sign will still require an application fee payable to LCC. In the first instance please contact Mr F Arnott on 0151 233 8145 for information and application details.

3. **Reason for Approval:** the proposal will not adversely affect the amenity of the area and will not be a hazard or distraction to road users to the detriment of public safety in accordance with Policy HS25 (Advertisements) of the Liverpool Unitary Development Plan.
2.9 Basic Elements

Planning consents: Conditions of consents – Listed buildings, South Campus

The following conditions stipulated by Liverpool City Council apply to the approval for ‘Listed Building consent’:

Conditions/reasons are stipulated for North Campus, Central Campus and South Campus separately.

This page covers South Campus.

**South Campus**

1. Consent be granted for a period of 5 years from the date hereof. 
   **Reason:** It is in accordance with Regulation 14 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

2. The maximum luminance from the signs referenced SC001 and SC003 shall not exceed 1500cd/m². 
   **Reason:** In the interests of visual amenity and highway safety.

3. The exact location of finger post referenced 009, 007, 153 and 152 on drawing number G6130.PL.005, surrounding Abercromby Square, shall be submitted to and approved in writing by the local planning authority. 
   **Reason:** To protect the visual amenity surrounding Abercromby Square.

4. All wall mounted signs shall be fixed into the mortar and not the brickwork using 100% stainless steel components. 
   **Reason:** To protect the fabric of all buildings and, in particular, historic listed buildings.

**Informatives**

1. The following policies in the Liverpool Unitary Development Plan are relevant to this decision:
   - HS25: Advertisements
   - HD1: Listed Buildings
   - GEN3: Heritage and Design in the Built Environment
   - HD18: General Design Requirements
   - HD10: Alterations of Non-Listed Buildings in Conservation Areas

2. All signs placed on the adopted highway require a section 115e licence and application fee payable to Liverpool City Council. A licence covering all proposed signs may be compiled although each sign will still require an application fee payable to LCC. In the first instance please contact Mr F Arnott on 0151 233 8145 for information and application details.

3. **Reason for approval:** The proposal will not adversely affect the amenity of the area and will not be a hazard or distraction to road users to the detriment of public safety in accordance with Policy HS25 (Advertisements) of the Liverpool Unitary Development Plan.
Section 3.0

External signs

- Fingerpost signs
- External gateway signs
- Orientation signs
- Orientation / map signs
- Post-mounted signs
- Wall-mounted & fascia signs
- Architectural signs
- Rail-mounted signs
- High-level logotype signs
- Decal signs
- Legal notices
3.1 External signs

Fingerpost signs: Sign Family

External fingerpost signs are used to convey primary wayfinding directional and orientation related messages.

Fingerpost signs are designed to provide directional wayfinding messages to a maximum of four points (i.e., every 90°). A maximum of six finger panels depth can be displayed in any one direction.

Individual finger panels can be added or removed from the sign as changing communication needs on Campus dictate.

For all fingerpost signs, irrespective of the number of finger panels displayed, are to be a common overall height of 2724mm as illustrated opposite.

More information on fingerpost signs can be found on pages 27, 28, 29 and 30.
3.1 External signs

Fingerpost signs: Front elevation

This page provides detailed dimensions of a standard fingerpost sign at an overall height of 2724mm.

The example shown also demonstrates the use of a bayonet fixing. Where used, this feature enables signs to be removed on a temporary basis in locations of special importance.

Changing, adding or deleting individual fingers

These signs are engineered to enable individual finger panels to be changed in order to accommodate new or deleted messages.

Any such changes would be made by the nominated sign contractor under the remit of their contract with UoL.

Please note:

Existing messages on individual fingers cannot be removed and ‘over-printed’. New manufacture is essential under these circumstances.

More information on fingerpost signs can be found on pages 26, 28, 29 and 30.
3.1 External signs

**Fingerpost signs: Graphic layout principles**

The drawing on this page shows the basic principles for design and layout of text material and pictograms positioned on fingerposts.

Note the layout principles for left and right orientated fingers. Pictograms and icons are always positioned at the outermost extremity of planks. Distances are positioned to the right of destinations and are to be measured on site and message-specific.

### Character or letter count

The amount of letters (and therefore words) that can be fitted onto each finger panel will depend on individual words or messages. As a rule, allow up to 28 characters per finger including word spaces.

For long messages exceeding this word count a special, double-depth, finger panel of 180mm deep is used (as illustrated opposite for the Chatham Building and Management School).

More information on fingerpost signs can be found on pages 26, 27, 29 and 30.
The design principle of the fingerpost sign reflects that of a standard compass. Individual fingers are set at 90 degree angles to one another using North and South as reference points marked on the base plate.

More information on fingerpost signs can be found on pages 26, 27, 28, and 30.
3.1 External signs
Fingerpost signs: Base detail

The design principle of the fingerpost sign base plate reflects that of a standard compass. North and South reference points are marked on the base plate.

Fingerpost base details are a rare instance of the use of the Capitolium typeface.

More information on fingerpost signs can be found on pages 26, 27, 28 and 29.
3.2 External signs

External gateway signs: General arrangement & sign family

The drawing on this page shows the family of UoL gateway signs and a typical Victoria Gallery & Museum totem sign.

Main Campus gateway signs have an overall height of 4m, Victoria Gallery and Museum totem signs are 3m tall.

The Campus gateway signs are located at key points of entry to the Campus and are used to promote the UoL brand, greet and welcome visitors and also provide Campus zone directional information.

Three special gateway signs are located adjacent to the main entrance of the Victoria Gallery 7 Museum. they fulfil a promotional and marketing function endorsed by the UoL Brand identity.

These signs are partially internally illuminated.

More information on external gateway signs can be found on pages 32, 33, 34, and 35.
3.2 External signs

External gateway signs: 4m version, general arrangement

The drawing on this page shows the basic principles and dimensions for design and layout of the UoL gateway signs.

Dimensions shown are from the ‘for production’ document: G6136_UoL_ST8.pdf

These signs are partially internally illuminated.

More information on external gateway signs can be found on pages 31, 33, 34, and, 35.
3.2 External signs

External gateway signs: Victoria Gallery & Museum 3m version, general arrangement

The drawing on this page shows the basic principles and dimensions for design and layout of the VG&M totem signs.

Provision is made for changeable poster displays. Posters will be produced on a regular basis by the VG&M marketing team.

Dimensions shown are from the ‘for production’ document: 6136_VG&M_ST8.pdf

These signs are partially internally illuminated.

More information on external gateway signs can be found on pages 31, 32, 34, and, 35.
3.3 External signs

Orientation/map signs: General arrangement

The drawing on this page shows the basic principles and dimensions for design and layout of the UoL Orientation / map signs.

Orientation/map signs provide complex and detailed wayfinding information at key Campus locations.

Due to the dynamic nature of the site the cartographic (map) display is produced as a high-quality digitally printed insert which is therefore capable of frequent and cost-effective updating.

The index of numbered building messages to the right of the map display are printed on three removable signage panels, again for ease of updating information and responding to changes on Campus.

Dimensions shown are from the ‘for production’ document: G6136_UoL_ST8.pdf

More information on external gateway signs can be found on pages 31, 32, 33, and 35.
3.3 External signs

Orientation/map signs: General arrangement, pan view

The drawing on this page shows the basic principles and dimensions for design and layout of the UoL Orientation/map signs, plan view.

Bases for these signs are an architectural feature and manufactured from reconstituted stone. The default specification for this stone.

Dimensions shown are from the ‘for production’ document: G6136_UoL_ST8.pdf

When specifying an orientation/map sign the precise colour and texture ‘mix’ of the reconstituted stone base should be considered with usual reference to the surrounding hard landscape finishes and architecture. Should an alternative specification be considered appropriate, this must be authorised through Facilities Management.

More information on external gateway signs can be found on pages 31, 32, 33, and 34.
3.4 External signs

Post-mounted signs: General arrangement & sign family

The drawing on this page shows the basic principles and dimensions for design and layout of post-mounted signs at A2 and A1 sizes.

Post-mounted signs exist in a wide range of sizes with single and double post options available as required. Messages can be displayed in either single or double-sided configurations.

For signs displaying messages of a variable or temporary nature, post-mounted signs are available with interchangeable (modular) slats which allow individual messages to be removed, repositioned, updated, or removed. This facility is widely used for messages relating to building occupancy and car park tariff information.

Where modular slats are used within post-mounted signs, a vertical hinge detail is required to allow access for changing slats.

More information on post-mounted signs can be found on pages 37, and 38.
3.4 External signs

Post-mounted signs: General arrangement & sign family

The drawing on this page shows the basic principles and dimensions for design and layout of post-mounted signs at A0 and large format sizes.

Post-mounted signs exist in a wide range of sizes with single and double post options available as required. Messages can be displayed in either single or double-sided configurations.

For signs displaying messages of a variable or temporary nature, post-mounted signs are available with interchangeable (modular) slats which allow individual messages to be removed, repositioned, updated, or removed. This facility is widely used for messages relating to building occupancy and car park tariff information.

Where modular slats are used within post-mounted signs, a vertical hinge detail is required to allow access for changing slats.

More information on post-mounted signs can be found on pages 36, and 38.
The drawing on this page shows the design and layout of Car park post-mounted sign at A0 size.

Post-mounted signs exist in a wide range of sizes with single and double post options available as required. Messages can be displayed in either single or double-sided configurations.

For signs displaying messages of a variable or temporary nature, post-mounted signs are available with interchangeable (modular) slats which allow individual messages to be removed, repositioned, updated, or removed. This facility is widely used for messages relating to building occupancy and car park tariff information.

Where modular slats are used within post-mounted signs, a vertical hinge detail is required to allow access for changing slats.

More information on post-mounted signs can be found on pages 36, and 37.
3.5 External signs

Wall-mounted & fascia signs: General arrangement & sign family

The drawing on this page shows the basic principles and dimensions for design and layout of wall-mounted signs at A1, A2, A3 and A4 sizes.

Wall-mounted signs exist in a wide range of sizes available as required.

For signs displaying messages of a variable or temporary nature, wall-mounted signs are available with interchangeable (modular) slats which allow individual messages to be removed, repositioned, updated, or removed. This facility is widely used for messages relating to building occupancy.

Fixings are to be made to mortar joints, and not to brick or stonework, in order to comply with Planning Application Consents.

More information on post-mounted signs can be found on pages 40, and 41.
3.5 External signs

Wall-mounted & fascia signs: A2 portrait display version, general elevations

The drawing on this page shows a wall-mounted sign at A2 size.

Wall-mounted signs exist in a wide range of sizes available as required.

For signs displaying messages of a variable or temporary nature, wall-mounted signs are available with interchangeable (modular) slats which allow individual messages to be removed, repositioned, updated, or removed. This facility is widely used for messages relating to building occupancy.

Fixings are to be made to mortar joints, and not to brick or stonework, in order to comply with Planning Application Consents.

More information on post-mounted signs can be found on pages 39 and 41.
3.5 External signs

Wall-mounted & fascia signs: Graphic layout principles

The drawing on this page shows the basic principles for design and layout of wall-mounted signs.

Wall-mounted signs exist in a wide range of sizes available as required.

For signs displaying messages of a variable or temporary nature, wall-mounted signs are available with interchangeable (modular) slats which allow individual messages to be removed, repositioned, updated, or removed. This facility is widely used for messages relating to building occupancy.

Fixings are to be made to mortar joints, and not to brick or stonework, in order to comply with Planning Application Consents.

More information on post-mounted signs can be found on pages 39, and 40.
The drawing on this page shows the basic principles for ‘architectural lettering’ to be used on signs which denote building names.

Architectural signs are individual building names displayed on key external elevations, usually at high level and manufactured as individual, three-dimensional, architectural letterforms.

Messages for architectural signs are always set in uppercase Capitolium. No other font is to be used for this sign category.

A range of alternative colours and materials, are specified in the ‘for production’ document: 6136_VG&M_ST8.pdf.

These colour options are available for architectural signs to respond to the materials, colours and textures of individual building elevations.

Irrespective of the size of architectural letterforms, the return depth of edges must always be in the ratio of 1/15 of the capital letter height.

More information on architectural signs can be found on page 43.
3.6 External signs

Architectural signs: Engineering block

The drawing on this page shows the visualisation of ‘architectural lettering’ denoting ‘Harrison Hughes Building’ in stainless steel.

Architectural signs are individual building names displayed on key external elevations, usually at high level and manufactured as individual, three-dimensional, architectural letterforms.

Messages for architectural signs are always set in uppercase Capitolium. No other font is to be used for this sign category.

A range of alternative colours and materials, are specified in the ‘for production’ document: 6136_VG&M_ST8.pdf.

These colour options are available for architectural signs to respond to the materials, colours and textures of individual building elevations.

Irrespective of the size of architectural letterforms, the return depth of edges must always be in the ratio of 1/15 of the capital letter height.

More information on architectural signs can be found on page 42.
3.7 External signs

Rail-mounted signs: General arrangement

Fixing signs to railings is discouraged, except in circumstances where no other method of fixing operationally essential signs is possible or permissible.

The drawing on this page shows a wall-mounted sign at A0 size.

Fixtures must be discreet and will need to be engineered to respond to railing characteristics. Sign fixtures are to be coloured to match the colour of the railings to which individual signs are fixed.

More information on rail-mounted signs can be found on pages 45, 46, and 47.
Fixing signs to railings is discouraged, except in circumstances where no other method of fixing operationally essential signs is possible or permissible.

The drawing on this page shows a rail-mounted sign at A0 size.

Fixtures must be discreet and will need to be engineered to respond to railing characteristics. Sign fixtures are to be coloured to match the colour of the railings to which individual signs are fixed.

More information on rail-mounted signs can be found on pages 44, 46, and 47.
3.7 External signs

**Rail-mounted signs: General arrangement, small signs**

Fixing signs to railings is discouraged, except in circumstances where no other method of fixing operationally essential signs is possible or permissible.

The drawing on this page shows a rail-mounted sign at A3 size.

Fixtures must be discreet and will need to be engineered to respond to railing characteristics. Sign fixtures are to be coloured to match the colour of the railings to which individual signs are fixed.

More information on rail-mounted signs can be found on pages 44, 45, and 47.
3.7 External signs

Rail-mounted signs: General arrangement, small signs

Fixing signs to railings is discouraged, except in circumstances where no other method of fixing operationally essential signs is possible or permissible.

The drawing on this page shows a rail-mounted sign at A3 size.

Fixtures must be discreet and will need to be engineered to respond to railing characteristics. Sign fixtures are to be coloured to match the colour of the railings to which individual signs are fixed.

More information on rail-mounted signs can be found on pages 44, 45, and 46.
3.8 External signs

High-level logotype signs: General arrangement, full colour option

The drawing on this page shows the basic principles for ‘High level logos’ to be mounted on buildings at key points throughout the campus.

High-level logotype signs are used on highly prominent buildings to promote the University of Liverpool, identify the extent of the Campus estate and add value.

Use of these signs must be authorised by both Corporate Communications and Facilities management.

These signs are typically remotely illuminated by uplight floodlights with a white light source.

Due to the prominent location of these signs, full and accurate measured surveys, planning consents, and health & safety compliant plans are required in all cases.

The default colourway for these signs is the full corporate colourway, as illustrated opposite. Alternatives using stainless steel as illustrated on page 49 are to be considered only where elevation materials and colours make use of default colourway illegible.

Return depths are to be 1/15 of the cap height of the word ‘Liverpool’.
3.8 External signs

High-level logotype signs: General arrangement, stainless steel option

The drawing on this page shows the basic principles for High-level logotype signs where the default full corporate colourway cannot be used.

These signs are to be manufactured in satin stainless steel with white enameled inlays, as detailed in the production specifications.

This satin stainless steel version with white inlays on the shield, is an alternative version of the UoL brand identity. It is only to be used for architectural signs where a dark background means the positive version would have poor legibility.

These signs are typically remotely illuminated by uplight floodlights with a white light source.

Return depths are to be 1/15 of the cap height of the word ‘Liverpool’.
3.9 External signs

Decal signs: General arrangement, example A

The drawing on this page shows a typical window-mounted decal sign.

Decal signs are self-adhesive, kiss-cut vinyl signs applied either to a range of different background surfaces or the internal surfaces of glazing panels. They are used where standard reproduction and print procedures cannot be used or where display will be of a transitory nature.

When specifying decal signs for use on glazing, care should be taken in specifying colours to ensure good contrast against the interior background/building which will be seen when using the decal sign.
3.9 External signs

Decal signs: General arrangement, example B

The drawing on this page shows a typical window-mounted decal sign.

Decal signs are self-adhesive, kiss-cut vinyl signs applied either to a range of different background surfaces or the internal surfaces of glazing panels. They are used where standard reproduction and print procedures cannot be used or where display will be of a transitory nature.

When specifying decal signs for use on glazing, care should be taken in specifying colours to ensure good contrast against the interior background/building which will be seen when using the decal sign.

Decal signs are suitable for applications where the sign is to be exposed to a range of weather conditions, including direct sunlight, rain, and wind. They are also suitable for applications where the sign is to be exposed to a range of temperatures, including freezing and high-temperature conditions.

Decal signs are not suitable for applications where the sign is to be exposed to a range of chemicals, including acids, bases, and solvents. They are also not suitable for applications where the sign is to be exposed to a range of abrasions, including scraping and rubbing.

Decal signs are not suitable for applications where the sign is to be exposed to a range of vibrations, including shaking and jarring.

Decal signs are not suitable for applications where the sign is to be exposed to a range of impacts, including knocking and striking.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to heat, cold, or moisture.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to ultraviolet light, which can cause the sign to fade or become brittle.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to oxygen, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to ozone, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to chlorine, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to fluoride, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to lead, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to mercury, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to cadmium, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to copper, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to zinc, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to silver, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to lead, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to copper, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to zinc, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to silver, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to lead, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to copper, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to zinc, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to silver, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to lead, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to copper, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to zinc, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to silver, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to lead, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to copper, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to zinc, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to silver, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to lead, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to copper, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to zinc, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to silver, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to lead, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to copper, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to zinc, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to silver, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to lead, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to copper, which can cause the sign to degrade.

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Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to zinc, which can cause the sign to degrade.

Decal signs are not suitable for applications where the sign is to be exposed to a range of conditions that could cause the sign to fail, including damage by exposure to silver, which can cause the sign to degrade.
3.9 External signs

Decal signs: General arrangement, example C

The drawing on this page shows a ‘High level logo’ decal sign. In the example opposite a decal option is used in place of a standard high-level logotype sign to avoid puncturing the building’s exterior aluminium cladding.

These signs are to be manufactured as light-fast and weatherproof kiss-cut vinyl, as detailed in the production specifications.

The default version of the UoL brand identity is used in this instance.
The drawing on this page shows A3 legal notices in both UoL and statutory colours.

Legal notices use a cost-efficient specification and production process whilst retaining a consistent visual style with other UoL external signage.

All text content for these signs must be authorised by the appropriate UoL department, eg security.
Section 4

Sign location plans

How they work

External signs

Fingerpost signs, orientation/map signs

High-level logos, 4m gateways, 3m totems

External signs on listed buildings
4.1 Sign location plans

How they work

**Family of sign location plans and respective drawing numbers are listed below.**

There are a number of campus plans. There is a master plan with every type of sign plotted, then individual plans with key sign types such as high level logos, fingerposts, signs on listed buildings.

There are also larger scale plans around key buildings, which were not plotted during the original audit (Engineering Block, Dental School Extension).

**Sign location plans**

- **Signage master plan**
  G6130.PL002_R3

- **External signs on listed buildings**
  G6130.PL003_R3

- **Proposed UoL logotype, or UoL logotype plus building name combination signs**
  G6130.PL004_R3

- **Fingerpost signs and orientation/map signs**
  G6130.PL005_R2

- **Proposed high-level logo signs, 4m gateway signs, & 3m VG&M totem signs**
  G6130.PL006_R2

- **External carp park entrance signs**
  G6130.PL007_R1

- **Sidney Jones Library**
  G6130.PL008_R0

- **Signs impacting adopted highways**
  G6130.PL009_R0

- **Refurbished Engineering block**
  G6130.PL010_R0

**Plotting sign positions**

These plans show the approximate position of each sign by its individual, unique number. This number is cross related to the sign schedule where you will find a full description of each sign and its grid reference.

The following prefixes to sign numbers appear on sign schedule specifications:

- **NC** North Campus
- **CC** Central Campus
- **SC** South Campus

**Plots not to scale**

Sign location plots illustrated on plan are not drawn to scale – they are diagrammatic only.

**Compass orientation**

This is provided as an approximation and on each location plan drawing.

**Updating of data**

It is imperative that sign location plans and the sign schedule to which they refer are kept fully and constantly updated. This is the responsibility of Facilities Management who hold the latest master electronic files.

Any proposed location changes, additions or deletions must be notified in writing to Facilities Management in order that master files are kept up to date.

**Areas not covered by survey**

In some limited cases it has not been possible to undertake full surveys for inclusion within these guidelines. This is due to continuing construction works. In these instances, a wavy or erratic solid cyan circle on plan will encompass the affected area, supported by an explanatory note in cyan text.
The plan shown opposite confirms the intended locations for all external UoL Campus signs as specified in the master sign schedule document.

For more information see page 59 (Sign Schedules). Master sign schedules are available on request from Facilities Management.

Please note:

The plan shown was accurate at date of publication but should be viewed as an illustration only.

The definitive master plan is held by Facilities Management. Any proposed location changes, additions or deletions must be notified in writing to Facilities Management in order that master files are kept up to date.

Any such changes must also be made to and cross referred with the master sign schedule document which is also held by Facilities Management.
4.3 Sign location plans

**UoL Campus plan: Fingerpost signs, orientation/map signs**

The plan shown opposite confirms the intended locations only for external UoL Campus fingerposts and orientation/map signs as specified in the master sign schedule document.

For more information see page 59 (Sign Schedules). Master sign schedules are available on request from Facilities Management.

**Please note:**

The plan shown was accurate at date of publication but should be viewed as an illustration only.

The definitive master plan is held by Facilities Management. Any proposed location changes, additions or deletions must be notified in writing to Facilities Management in order that master files are kept up to date.

Any such changes must also be made to and cross referred with the master sign schedule document which is also held by Facilities Management.

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4.4 Sign location plans

**UoL Campus plan:** High-level logos, 4m gateways, 3m totems

The plan shown opposite confirms the intended locations only for external high level logos, 4m gateway signs and 3m VG&M totems, as specified in the master sign schedule document.

For more information see page 59 (Sign Schedules). Master sign schedules are available on request from Facilities Management.

**Please note:**

The plan shown was accurate at date of publication but should be viewed as an illustration only.

The definitive master plan is held by Facilities Management. Any proposed location changes, additions or deletions must be notified in writing to Facilities Management in order that master files are kept up to date.

Any such changes must also be made to and cross referred with the master sign schedule document which is also held by Facilities Management.
4.4 Sign location plans

UoL Campus plan: External signs on listed buildings

The plan shown opposite confirms the intended locations only for external signs on listed buildings of the UoL Campus, as specified in the master sign schedule document.

For more information see page 59 (Sign Schedules). Master sign schedules are available on request from Facilities Management.

Please note:

The plan shown was accurate at date of publication but should be viewed as an illustration only.

The definitive master plan is held by Facilities Management. Any proposed location changes, additions or deletions must be notified in writing to Facilities Management in order that master files are kept up to date.

Any such changes must also be made to and cross referred with the master sign schedule document which is also held by Facilities Management.
Section 5
Sign schedules

How they work

Summary of schedule coding

Typical example
5.1 Sign schedules
How they work

UoL Sign schedules have been produced in FileMaker Pro® software. Each sign has an individual reference in this document. Noted below is a brief description of the information contained on each schedule page.

A master sign schedule is available on request from Facilities Management.

1 Survey name
Confirms the site, eg University of Liverpool Campus. Please note there are other schedules which cover the UoL site at Leahurst, and the Victoria Gallery and Museum.

2 Survey date
Confirms the date of initial survey carried out by ABG.

3 Installation date
To be completed by Facilities Management as appropriate.

4 Manufacturer
The appointed sign manufacturer, Rivermeade Signs.

5 Sign no.
Indicates unique number of an individual sign. This number cross references sign location plans, and should be present on each sign.

6 Location
Confirms approximate geographical position within an individual site.

7 Sign type
Abbreviations confirm the physical category of each sign.

8 Fixing method
Confirms precise method of fixing to fabric or environment and refers also to a detailed specification at the base of each schedule page.

9 Side
Confirms number of display sides or surfaces, ie SS = single-sided and DS = double-sided. For a complete list of abbreviations, please refer to page 62.

10 Build quality
Confirms additional construction information, ie Ext, Per = external, permanent. For a complete list of abbreviations, please refer to page 62.

11 Colourway
Provides information on the use of the UoL colour palette. See page 15.

12 Materials
Confirms principal manufacturing materials and finishes to be used for construction purposes.

13 Survey page no.
This information is for ABG use and relates to project management history.

14 Tactile content
Indicates precise tactile technique required, eg Braille.

15 Lighting
Confirms any special lighting or illumination requirement other than ambient light.

16 Dimensions
Confirms key dimensions of (w) width, (h) height and (d) depth (where appropriate).

17 ABG plan drawing no.
Cross-refers to Section 5 of the UoL signage design standards.

18 ABG design drawing no.
Confirms the individual drawing number which cross refers with the master schedule document. Drawing revisions are noted by a suffix, eg R1, R2 etc.

19 Digital photo reference
For ABG reference only. Facilities Management to add references of installed signs as photographed.

20 Special comment
Indicates any special information not already covered under Section 4 of the UoL signage design standards.

21 Message
Confirmation of precise display content, eg text and graphic material. Use of upper & lower case characters, punctuation, abbreviation to be exactly as shown.

Please note: any information shown in brackets is a instruction and not for reproduction.
### 5.2 Sign schedules

#### Summary of schedule codings

A master sign schedule is available on request from Facilities Management. Sign schedules are formatted in FileMaker Pro® software, from which PDF documents are made.

These schedule documents provide comprehensive information about individual signs. For ease of presentation each file page utilises a series of coded abbreviations. The following summary explains each of these codings.

Please note: abbreviations should be selected from pick-lists and not entered manually.

<table>
<thead>
<tr>
<th>Sign type/fixing method</th>
<th>Build quality</th>
<th>Colourway</th>
<th>Message</th>
<th>General</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arch</td>
<td>Int</td>
<td>-</td>
<td>Picto</td>
<td>N/A</td>
</tr>
<tr>
<td>C/S</td>
<td>Ext</td>
<td>-</td>
<td>Projecting</td>
<td>O/A</td>
</tr>
<tr>
<td>Decal</td>
<td>Per</td>
<td>-</td>
<td>Notice board</td>
<td>Not applicable</td>
</tr>
<tr>
<td>D/M</td>
<td>Temp</td>
<td>-</td>
<td>Post or post-mounted</td>
<td>Overall – i.e overall height</td>
</tr>
<tr>
<td>D/S</td>
<td></td>
<td>-</td>
<td>Rail-mounted</td>
<td>To be confirmed</td>
</tr>
<tr>
<td>DSK</td>
<td></td>
<td>-</td>
<td>Special</td>
<td>To be confirmed</td>
</tr>
<tr>
<td>F/S</td>
<td></td>
<td>-</td>
<td>Single-sided</td>
<td>Overall height</td>
</tr>
<tr>
<td>FPS</td>
<td></td>
<td>-</td>
<td>Wall-mounted</td>
<td>TBC</td>
</tr>
<tr>
<td>G/M</td>
<td></td>
<td>-</td>
<td>Glazing-mounted</td>
<td>To be confirmed</td>
</tr>
<tr>
<td>Gate/M</td>
<td></td>
<td>-</td>
<td>Gate-mounted</td>
<td></td>
</tr>
<tr>
<td>Misc</td>
<td></td>
<td>-</td>
<td>Miscellaneous</td>
<td></td>
</tr>
<tr>
<td>Mod</td>
<td></td>
<td>-</td>
<td>Modular</td>
<td></td>
</tr>
<tr>
<td>N/B</td>
<td></td>
<td>-</td>
<td>Notice board</td>
<td></td>
</tr>
<tr>
<td>Pj</td>
<td></td>
<td>-</td>
<td>Projecting</td>
<td></td>
</tr>
<tr>
<td>P/M</td>
<td></td>
<td>-</td>
<td>Post or post-mounted</td>
<td></td>
</tr>
<tr>
<td>R/M</td>
<td></td>
<td>-</td>
<td>Rail-mounted</td>
<td></td>
</tr>
<tr>
<td>SP</td>
<td></td>
<td>-</td>
<td>Special</td>
<td></td>
</tr>
<tr>
<td>S/S</td>
<td></td>
<td>-</td>
<td>Single-sided</td>
<td></td>
</tr>
<tr>
<td>W/M</td>
<td></td>
<td>-</td>
<td>Wall-mounted</td>
<td></td>
</tr>
</tbody>
</table>
Illustrated opposite are typical pages from the master sign schedule.

The examples shown are taken from the North and South Campus sections of the master sign schedule.

The Filemaker Pro® software makes it possible to make specific searches in response to user needs.

For confirmation of sign schedule codings please refer to page 62.
Section 6

Glossary of terms
Overview

Where necessary, technical terms have been used in this document. Should you be unfamiliar with particular terms used, definitions should help clarify terminology, comment and context.

'A' sizes
The most widely specified range of paper sizes in the UK, as defined by ISO (International Standards Organisation). Although A4 is the most commonly known size, there are in fact a total of ten formats expressed as 'A' sizes.

These are the formats most commonly specified for display or print:

- A0 1188 x 840mm
- A1 840 x 594mm
- A2 594 x 420mm
- A3 420 x 297mm
- A4 297 x 210mm
- A5 210 x 148mm
- A6 148 x 105mm.

Anodising (Anodised)
An electro-plating technique whereby the external skin and sub-surface of aluminium adopts a permanent light-fast colour change.

BSI
Abbreviation for British Standards Institute.

CMYK
Abbreviation for Cyan, Magenta, Yellow and Black used in four-colour process printing.

DDA
Abbreviation for The Disability Discrimination Act 2005.

Four-colour process printing
Describes the method of reproducing graphic artwork, photographic imagery or illustration using the combination of four separate inks; cyan, magenta, yellow and black. This process is most commonly used in litho and screen process printing for larger quantities; and digital, inkjet or colour laser printers for smaller quantities or single copies.

ISO
Abbreviation for the International Standards Organisation.

Logotype
The name of the University presented in a typestyle design especially designed to represent it; eg the wording 'University of Liverpool' as shown on the front cover of these guidelines.

Orientation
The provision of information in key locations which provides a basic introduction to or overview of a site. It identifies specific destination and provides a site overview in cartographic form.

Pantone® Matching System (PMS)
An international colour matching system recognised by designers, printers, signage/exhibition companies and their customers. Over 1,000 colours can be accurately reproduced using a range of specially mixed inks for a variety of printing processes. Individual Pantone colours may also be matched using industrial paint mixing systems.

Legibility
Image quality and readability of a single character, word or sentence determined by character style, shape, spacing, size and colour.
6. Getting started

Glossary of terms (Page 2 of 2)

**Pictogram**
A simplified illustration used to represent a service or function and assist readability for visitors who are non-English speakers or visitors with reading difficulties.

**Point (pt)**
The basic unit of measuring type size as recognised by the international Anglo-American system.

**Ranged left**
Used to describe the convention of aligning text to the left vertical edge. This page of text is set in ranged left, ragged right (ie not-aligned) format.

**Reversed out**
A typographic term used to describe graphic elements which appear in light colour on a darker background. The text on the front cover of this report is ‘reversed out’.

**Sans-serif**
A typographic term used to describe typefaces of modern design typified by un-splayed, clean ends to the letterforms. The following an example of a sans-serif typeface.

**Contemporary**

**Serif**
A typographic term used to describe typefaces of traditional design typified by splayed ends to the letterforms. This is an example of a serif typeface.

**TRADITIONAL**

**Sikkens Colormap**
A paint/colour system used for architectural applications where the Pantone® system cannot be specified.

**Stove enamelling (Stove enameled)**
A highly durable and resistant technique of heat-bonding colour to metal (typically aluminium) surfaces.

**Symbol**
Used to describe a graphic device (that appears without words) which is used to provide visual recognition: eg the London Underground Roundel.

**Template**
Used to describe a pre-determined layout format where live design parameters are provided for the end user allowing output to be of a consistent visual and verbal standard and presentation quality.

**Typeface/font**
The characteristic design of alphabet/numerals used for typographic design and presentation.

**Upper case (u/c or caps)**
The term used to describe the exclusive use of capital letterforms when used to form words and sentences.

**Upper & lower case (u/lc)**
The term used to describe the mixed use of capital and regular letterforms when used to form words and sentences.

**For example this sentence is formed in U/lc format.**

**UoL**
Abbreviation for University of Liverpool

**U/V, u/v (Ultra-violet)**
Abbreviation used to describe ultra-violet light or light emission sources. Ultra-violet light causes colour pigmentation to fade over a period of protracted exposure.

**Wayfinding**
The process of understanding, predicting and managing visitor and user communication requirements, and the flow of traffic within three-dimensional spaces.