## Contents

<table>
<thead>
<tr>
<th>3 Introduction</th>
<th>9 Sign messaging</th>
<th>16 Getting started</th>
<th>28 Glossary of terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Why do I need these guidelines?</td>
<td>10 Sign content</td>
<td>17 How do I order signs for my building?</td>
<td></td>
</tr>
<tr>
<td>5 Slim Slatz – a new system</td>
<td>11 Pictograms</td>
<td>18 How are signs paid for?</td>
<td></td>
</tr>
<tr>
<td>6 Sign styles</td>
<td>12 Interpreting the Disability Discrimination Act (2005)</td>
<td>19 Timing, maintenance and queries</td>
<td></td>
</tr>
<tr>
<td>7 Colour palette</td>
<td>13 Sign locations</td>
<td>20 Choosing the right sign</td>
<td></td>
</tr>
<tr>
<td>8 Typeface and typography</td>
<td>14 Where should my building’s sign be located?</td>
<td>21 Main entrance directory signs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>15 Door numbering principles</td>
<td>22 Floor level directory signs</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>24 Directional signs</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>25 Destination signs</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>27 Temporary signs</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Welcome

The purpose of this manual is to provide a standard system of internal signage throughout the University of Liverpool.

The internal signage programme is part of a comprehensive wayfinding strategy encompassing all aspects of internal and external signing throughout our campus.

The guidelines have been produced to aid colleagues and specifiers involved in the creation, management and procurement of internal signs.

About these guidelines

These guidelines recognise the varied needs for signs and the many combinations that will occur throughout our diverse range of buildings.

The principles described throughout this guide are obligatory and constitute part of the official University of Liverpool Signage Strategy.

Design standards for external signage and the specific needs of the Victoria Gallery & Museum building are covered in two separate guideline documents.

Our project consultant, Aukett Brockliss Guy Limited (ABG), has assisted in the preparation of these guidelines to provide users with a basic understanding of our signage strategy.

Signage strategy objectives

The aims of this strategy are:

• To complement the external campus wayfinding strategy
• To meet and exceed our obligations under the Disability Discrimination Act (2005)
• To ensure delivery of a cohesive and consistent style of signing which provides visitors and users with the highest quality and effectiveness of sign communications
• To create a flexible, sustainable system that allows for easy change and relocation
• To maintain the integrity of the University corporate identity.

Using this document:

The pages contained within 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.

At the base of each page is a line of text ‘links’ which become ‘active’ when clicked with your mouse, allowing you to travel directly to the chosen ‘chapter’ or destination.

Giving you control: the contents page

The contents 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 five main sections to this manual each with an interactive contents to help your navigation.

In the top right hand of each page is a ‘Quit’ button which, when activated, will close the document.
Major building works have taken place at the University over the last few years and will continue through 2008 and beyond.

The Facilities Management (FM) department has introduced various projects, including new external signage as part of the campus enhancement initiative, and new internal signage, which will eventually be consistent in every building on the precinct.

The aim is to make movement of staff, students and visitors as easy as possible throughout the University premises. The signage has all been designed in line with the University’s corporate identity and is fully compliant with disability discrimination legislation.

New signs

A large proportion of the new internal signage on campus will be ordered as part of major refurbishment projects or through the re-signing of entire buildings.

Departments who require internal signage outside of this main programme of work will need to cover the cost themselves and follow this policy.

Changing signs

For many years, FM has been able to change or make a new sign and this service will continue for older signs.

In addition, we now have the machinery available on site to make everything you need to create or replace new signage, all within a much shorter period of time.

This service became available in Spring 2008. To ensure the service is of the highest standard, and to compete with external companies, we have introduced fixed timed services at a very good rate. FM will continue to operate both systems concurrently until it is in a position to phase out the old system and machinery.
Introduction

Slim Slatz – a new system

All University of Liverpool internal signage will use the new ‘Slim Slatz’ system. This versatile signage can be installed just about anywhere and can be adapted to the majority of architectural challenges. It is also very flexible if staff move buildings, leave the University or need a change of name or title. Only the individual slat containing their information will need to be replaced – not the whole sign.

The system uses vinyl letters, numbers and symbols that can be removed and replaced. The slats can be altered to accommodate a new member of staff without too much outlay. Staff can even arrange to take their slats with them if they move to a new office. This makes the system very cost effective and reliable for long term projects.

As well as the Slim Slatz design for directory signage, flat signs are also available to show facilities such as toilets, staff rooms, etc.
Sign styles

Colour palette

Typeface and typography
The specifications opposite provide a full technical confirmation of the University of Liverpool internal 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.
Sign styles

Typeface and typography

The typeface used on all University of Liverpool internal signage is Helvetica Medium (shown opposite).

Helvetica Medium is a highly legible typeface which will help the university meet and exceed our obligations under the Disability Discrimination Act (2005).

It is important, to ensure delivery of a cohesive and consistent style, that this typeface is used at all times for internal signage.

ABCD

EFGHI

JKLMNOPQR

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890
Sign messaging

Sign content

Pictograms

Interpreting the Disability Discrimination Act (2005)
Sign messaging

Sign content

Consistent language should be adopted and messages on signs should be short for greater legibility. The following guidelines have been introduced to make signs easier to understand while increasing their aesthetic appeal:

- Abbreviations in general are to be avoided, as these can be difficult for the visually impaired to interpret. Exceptions are ampersands (&) and the colloquial ‘Lab’
- Language should be standardised and consistent throughout all the building’s signs, with words limited to three or four
- Terms like room, reception, departmental office, administration and laboratory are to be used as descriptive words:
  - Seminar room
  - Computer laboratory
  - Departmental office
  - Staff room
- Avoid all unnecessary capitalisation – only destinations, titles & names are to begin with a capital letter (with the rest of the word in lower case)
- Typography will be sized to allow the sign to be read at appropriate distances and be consistent to each sign type
- Inter-character spacing and word spacing will be consistent
- An indent of 20-25mm is to be left on each sign for future additions of directional arrows or other pictograms
- All door signs will be fixed 1700mm from the floor and centred horizontally within the available space. See page 26 for design examples.
- Room numbers are positioned at the top of the hinged side of door
- No punctuation marks, full stops or commas will be used in titles, names or destinations. Commas are to be used sparingly. For example:
  - Lecture theatres 1, 2, 3 (wrong);
  - Lecture theatres 1, 2 & 3 (correct)
- All arrows will be British Standard white arrows. Using too many arrows should be avoided and, instead, destinations in the same direction should be listed together with one leading arrow. All arrows directing left, and straight ahead should be aligned to the left of the sign
- Room numbers will always been shown to the right of the sign. See pages 21-25 for design examples.
A family of University of Liverpool pictograms has been created for use across all internal and external signage applications. They are designed to achieve high levels of legibility, reproducing 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 and maps etc.

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

These artworks are University of Liverpool copyright protected and may not be used by any other organisation without express approval of the Facilities Management department.
Sign messaging

Interpreting the Disability Discrimination Act (2005)

The Disability Discrimination Act (2005), (DDA) places a wide range of statutory obligations upon the University of Liverpool. These statutory obligations cover all aspects of access – physical access and ‘communications access’.

Additional compliance is specified by the British Standards Institute (BSI) and the International Standards Organisation (ISO). The University of Liverpool internal signage strategy has been formulated to not only meet all DDA requirements as they relate to signage communications, but where possible, the requirements allowing us to offer inclusive access to all visitors.

The University is improving its facilities and updating equipment and rooms to accommodate the needs of staff, students and visitors who have various disabilities. This is an ongoing project. The signage system complies with Disability Discrimination Act regulations regarding colour, contrast and consistency.

The introduction of British Standard pictograms ensures persons with any disability can follow these signs for general information. For example, toilets, arrows, lift, stairs and wheelchair access. Terminology guidelines have also been introduced to ensure that there is no discrimination towards any disability.

How does DDA impact signage?

Signage embraces four key DDA related visual communication components:

• A clear sans serif typeface
• High contrast colour palettes
• Consistent use of recognisable pictograms and directional arrows
• Type sizes which comply with or exceed BSI/ISO recommendations.

These visual components have been developed, tested and researched on site to ensure University of Liverpool signage is BSI/ISO compliant.

Typographic sizes

BSI/ISO recommend the following minimum text sizes for display purposes (typically interpretation signs)

• Minimum display text size: 24pt
• Minimum body text size: 18pt
• Captions: 16pt.

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 use of upper case only is restricted to internal and external ‘Architectural Signs’ which are used to identify the building’s name.

Sign positioning

BSI recommends a vertical zone between 1400mm and 1800mm above finished floor level as the ideal vertical zoning for display of sign messages. The design drawings shown in the section ‘Sign Positions’ indicates this ‘DDA Zone’ as a tinted yellow strip. Where possible, messages should be positioned within this zone.

This may not always be possible due to specific fabric or structure of the building. However, always use the DDA Zone as the preferred option for vertical positioning. This is especially important with any signs involving tactile techniques.

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.

Disability terminology

The University has produced a terminology guide which identifies acceptable descriptions which may be used when describing a range of disability groups. Acceptable descriptions for these groups can be found obtained from pamela.evans@liv.ac.uk

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Sign locations

Where should my building’s signs be located?

Door numbering principles
Sign locations

Where should my building’s sign be located?

**Main entrance directory signs**

These should be placed in the main lobby or foyer of the building as near to the main reception desk area as possible.

If there is no reception area the directory should be placed in an area that is close to the main door with plenty of space for visitors to be able to read the information without obstructing the flow of other people in that area.

**Secondary entrance directory signs**

These should be placed in the main stairwells or near the lifts of the building where people first enter each floor level.

There should be plenty of space for visitors to be able to read the information without obstructing the flow of other people in that area.

**Directional signs**

Directional signs are to be positioned consistently at regular heights and intervals throughout a building at decision-making points such as corridor junctions and intersections, or to introduce a department or reception location, etc.

**Destination signs**

These confirm that the visitor has arrived at the correct destination a sign either on the door, projected or wall mounted depending on the location or if the door is glazed or panelled. Some destination signs will only provide a door number as these are rooms that will need no formal identification because the system allows the visitor to either follow a named area/room or a door number.

Destination door signs will be fixed at a height of 1700mm and centred in the horizontal space. If the door has a glass panel the sign should be centred and the measurement is taken from the glass panel to the hinged side of the door.

See page 26 for design examples.
A standard policy for door numbering has been set out by the Facilities Management department. This principle begins as soon as you walk through the main entrance of a building or floor.

- From the front door, the first door to the left is numbered G01.
- The next door, whether it be an office or corridor door, is G02.
- If a room contains additional doors, letters are added to its number, for example, G11a, G11b.
- If the basement area only contains a plant room, this will continue to be known as the basement. However, if this is occupied by offices, workshops, teaching areas, etc, it will be known as the lower ground floor. Room numbers, starting from the left, will begin LG01.
- On upper floors, three digit numbers will be used – eg on the first floor, room numbers will start from 101; on the second floor, they will begin 201, and so on.
- All door number signs will be attached at the top of the door on the hinged side, unless other arrangements have been agreed or it is impossible to fit the sign in that position.
Getting started

How do I order signs for my building?

How are signs paid for?

Timing, maintenance and queries
Getting started

How do I order signs for my building?

Gather information about the signs

Contact the Facilities Management Response Desk on extension 42277. They will ask for the following details which should be obtained from your Building Manager/Departmental Administrator or Supervisor:

- Site building number
- Location/room number – the sign may be in a corridor. Discuss with the response desk staff to determine its location
- How many signs – remember this sign may be displayed in other areas along corridors, etc
- Content: the correct spelling of job title/name – for example: ‘Mr P Hackett, Director of Facilities Management’
- Is your requested sign part of the new or old signage system?
- Your name and contact number.

Decide on the correct content for the signs

The most cost-effective efficient option is to display departments and job titles only, rather than specific names. This is less expensive and ensures that the signage system is up to date for a longer period, even after staff members change.

The University signage policy does not endorse the use of first names on signage but does promote the use of a person’s title, initial and surname on some specific signs.

For security reasons, names can not be displayed on office doors in main foyer areas.

The introduction of room numbers on directories should provide visitors and students with enough information to reach their destination safely and quickly when given the right information by the department.

Administration

After this information has been passed to the Response Desk you will be given a job reference number. You will then need to give your Building Manager an Internal Supply Form (ISF) to cover the cost of the sign.

The Building Manager will arrange for collection of the sign (if it is the new system) and arrange delivery of the ISF to the workshop. This ISF is proof of permission and payment and the workshop will forward it to the FM finance section.

Production and fitting

Once the reference number and ISF are given to the Building Manager, they can be delivered to the workshop where the letters will be prepared on to new slats. These will be returned to the Building Manager who will transfer the new sign on the door and return the old sign to the workshop.

Once Facilities Management has received your order it will take up to six working days to produce your signs. Old-style signs may take longer.

When the Slim-Slatz sign is ready, the workshop will return it to the building and complete its fitting.

If you are requesting a flat sign under the new signage system, or replacing an older sign, a joiner will need to dismantle current signage. This could add to the time needed to make the changes. The flat signs which are part of the new system should only need attention if they are damaged.

Note: Any touching-up of paintwork or redecoration needs to be organised through the Helpdesk by the department.
Once your department has received a job reference number from the Response Desk and has completed and submitted an Internal Supply Form (ISF), Facilities Management can proceed with your order. The ISF will then be sent to the Facilities Management finance section.

If a sign is to be altered, the ISF must be sent to the workshop with the sign. This will ensure the workshop has permission to alter the sign and ensure payment is received.

There is no charge for the fixture, fitting, delivery or clerical work involved.

**Note:** Using specific names for internal signage is liable to incur needless and significant costs to your department. Signs will have to be changed throughout the building: on directories, floor level directories and directional and door signs.

The cost of your sign will depend on the size of sign and the amount of signs you need.

**Example signs:**

- Door sign 300 x 40mm
- Information sign 400 x 40mm
- Directory sign A 500 x 40mm
- Directory sign B 1000 x 40mm

**Single name change on larger signs**

- Directory sign main entrance 500 x 40mm
- Information sign floor 500 x 40mm
- Directional sign floor 300 x 40mm
- Door sign 300 x 40mm

**Exceptions**

If a lease holder requires a sign to be made or updated, they must email pamela.evans@liv.ac.uk with details, instructions and confirmation that they will cover all the costs.
Getting started

Timing, maintenance and queries

How long will they take?

The advantage of the new Slim Slatz system is that the Building Manager will be able to remove the Slim Slatz sign and return it up to six working days later.

Under the old system it can take six weeks to alter or make a sign, as all signage needs to be dismantled by a Facilities Management joiner.

To help this system work most efficiently, departments should request the removal of signage because someone has left the building, and new signage for any replacement in advance. Contact the Response Desk to request a name or title change and specify the date you will need the new sign.

Who maintains the internal signage?

Everyone in the building should pay attention to the signage around them to ensure it is correct and not damaged, and that information is not missing from signs.

The Building Manager or the Departmental Administrator hold a Response Desk book, which is a record of faults or damage which have been reported to Facilities Management. Either of these people can report faults and changes. If you do spot errors on signs in your building, they should be reported immediately to the Building Manager. This will improve the image of the building and, by constantly updating information signs, the signage can be well maintained and kept in prime condition at all times.

Who can help with signage queries?

If the signage is required as part of a refurbishment project the request should go through the Project Manager. If your department wishes to change or arrange additional signage, your first point of contact is the Facilities Management Response Desk.

Facilities Management Response Desk
Extension: 42277

Health & Safety signage

For specific enquiries about Health & Safety signage please contact the Health & Safety Manager, Steve Evans, in Facilities Management.

- Phone: 0151 794 3172
- Fax: 0151 794 3188
- Email: stephen.evans@liv.ac.uk

Or, Stewart Crowe, Assistant Health & Safety Manager.

- Phone: 0151 794 2913
- Fax: 0151 794 3188
- Email: stewart.crowe@liv.ac.uk

Contact Facilities Management

If you would like to discuss your requirements and to present a signage proposal for your building or floor contact Facilities Co-ordinator, Pam Evans.

- Phone: 0151 794 2255/7794
- Fax: 0151 794 3144
- Email: pamela.evans@liv.ac.uk
Choosing the right sign

Main entrance directory signs
Floor level directory signs
Directional signs
Destination signs
Temporary signs
Choosing the right sign

Main entrance directory signs

Main entrance signs give an overview of the building, with details of destinations on each floor. These signs should be positioned so they are clearly visible on entry to a building.

Destinations include specific rooms, amenities, toilets, lifts and stairs.

Each entry has its own Slim Slatz slat which can be easily replaced.

Prohibitive messages and house rules appear at the bottom in red and yellow.

Note: Basement levels which have rooms used by students and teaching staff are called ‘Lower Ground Floor’. The term ‘basement’ is only to be used for plant rooms and workshops etc.
Choosing the right sign

Floor level directory signs (Page 1 of 2)

Floor directory signs give an overview with details of destinations on that floor. These signs should be positioned so they are clearly visible on landing to the respective level.

Destinations include specific rooms, amenities, toilets, lifts and stairs.

Each entry has its own Slim Slatz slat which can be easily replaced.

Prohibitive messages and house rules appear at the bottom in red and yellow.

Note: Basement levels which have rooms used by students and teaching staff are called ‘Lower Ground Floor’. The term ‘basement’ is only to be used for plant rooms and workshops etc.
Floor directory signs give an overview with details of destinations on that floor. These signs should be positioned so they are clearly visible on landing to the respective level.

Destinations include specific rooms, amenities, toilets, lifts and stairs.

Each entry has its own Slim Slatz slat which can be easily replaced.

Prohibitive messages and house rules appear at the bottom in red and yellow.

**Note:** Basement levels which have rooms used by students and teaching staff are called ‘Lower Ground Floor’. The term ‘basement’ is only to be used for plant rooms and workshops etc.
Directional signs are simple signs giving directions to specific destinations within a building. Destinations include specific rooms, amenities, toilets, lifts and stairs.
Destination signs signal specific points in a building such as offices, meeting rooms, lecture theatres, etc. These also include door numbers.

**Structures & Highways**
Room LG24

**Abercromby Wing**
Ground Floor G
Rooms G01 to G19
Rooms G17, G18
Way out

**Staff office**
Room 123

**Information Support Desk**

---

G35a

101a

Building Manager's Room G19

Administration 122
Destination signs signal specific points in a building such as offices, meeting rooms, lecture theatres, etc. These also include door numbers.

Where possible, all destination signs are to be hung from a common position of 1700mm above floor level. Door signs should be centred within the horizontal space. Where destination door numbers are shown on their own they are positioned in the top corner on the side of the door closest to the hinges.

Standard destination confirmation sign providing occupancy name and room number details. Can be wall mounted adjacent to entrance door if door type is unsuitable for mounting, for example on glazed or panelled doors.

Destination confirmation providing occupancy name and room number. Narrow format for application to partially glazed door type.

Individual door numbers positioned at the top of the door on the hinged side are only used to identify rooms which do not house occupants.
Choosing the right sign
Temporary signs

It is important that internal signage is of a high standard to maintain a professional image. With this in mind, a method of temporary signage has been introduced which allows the user to order internal and external signs for any occasion which still conform to the University’s brand guidelines.

These signs can be used for the following notices:

- Out of order
- Directional
- Welcoming visitors to a conference or event
- Exams
- Open days
- Information
- Instructions.

Once you decide the size and quantity of the signs you require, Facilities Management will provide a cost for you. Two to three week’s notice will be required to produce the signs, depending on the amount ordered.

This system incorporates the colour, font and style of the permanent signage but the signs are lighter in weight and made from a cheaper material with a hard backed surface for easy attachment. The sign can be placed into a free-standing holder or adhesive tape can be attached to the back of the sign.

To save costs, the customer can fit these signs but the same principles regarding height and location must be maintained. They should be attached to the wall or door at a height of 1700mm from the floor.

If you require more information regarding temporary signs please contact pamela.evans@liv.ac.uk
Glossary of terms
Glossary of terms

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

DDA
Abbreviation for The Disability Discrimination Act 2005.

ISO
Abbreviation for the International Standards Organisation.

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

Pantone® Matching System (PMS)
An international colour matching system recognised by designers, printers, signage/exhibition companies and their customers. More than 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.

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.

Sans-serif
A typographic term used to describe typefaces of modern design typified by un-splayed, clean ends to the letterforms. This is 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

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.

FOR EXAMPLE THIS SENTENCE IS FORMED IN UPPER CASE FORMAT.

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.

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