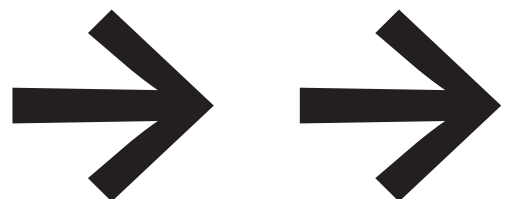
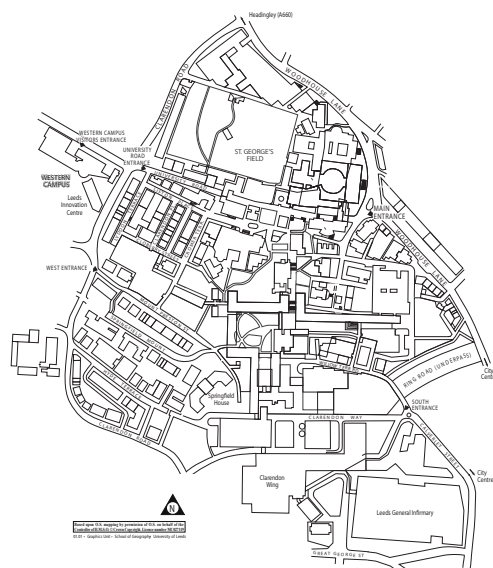


THE UNIVERSITY OF LEEDS

Campus Wayfinding Project



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Introduction

Foreword

Following a two year study, the wayfinding situation at The University of Leeds was found to be in dire need of an overhaul. In view of this it was suggested that The University should adopt a new system which would not be directly based on the existing University identity, which drew on a dark green which made the elements naturally hard to see.

At the beginning of 2005, work started on a new system which would aim to bring the campus together as a whole entity, overriding the existing signage which endeavoured to segregate it into distinct zones. In doing this a system has been developed which is no longer a Leeds University signage system, but a wayfinding system designed for The University of Leeds. The difference being that the new system is branded individually from The University, yet still intended to fit into the environment, act as a welcome new addition to the campus, and overall provide a user friendly means of navigating the campus for the foreseeable future.

Overview

This document sets forth the guidelines for establishing a consistent wayfinding system for The University of Leeds.

It is a manual designed to be used as a basic guide by all University staff, sign shops, and consultants engaged in the planning, design, fabrication, installation and maintenance of the sign types included within.

Adherence to the standards of this manual will ensure consistency throughout The University of Leeds.

The combination of all sign types comprises a coordinated 'system' designed to assist visitors to the University, faculty, students and staff to get to a building or an event easily and efficiently. Each sign type should be utilized only for the specific purpose(s) described in the manual. Because they exist along the public right-of-way and many other streetscape elements, each location should be carefully field checked within its own environmental context to avoid conflicts of elements and proliferation of signage.

All signs, their content and specific location, are subject to review and approval by relevant people both at The University of Leeds and the Leeds City Council.

This manual is organized into three interrelated sections: design guidelines, design standards, location recommendations.

Design Guidelines

This section depicts and describes each sign type and variation, its purpose and application guidelines. An introduction of each sign category (campus identification, pedestrian wayfinding, building identification, internal wayfinding), describes the purpose of the sign type from the standpoint of wayfinding and navigation. A typical page describes design, criteria for content and placement as well as description of construction materials.

Design Standards

This section depicts and describes the graphical standards that visually communicate the campus identity and wayfinding information in a unified, comprehensive manner.

Location Guidelines

This section illustrates general standards for locating each sign type in the field.

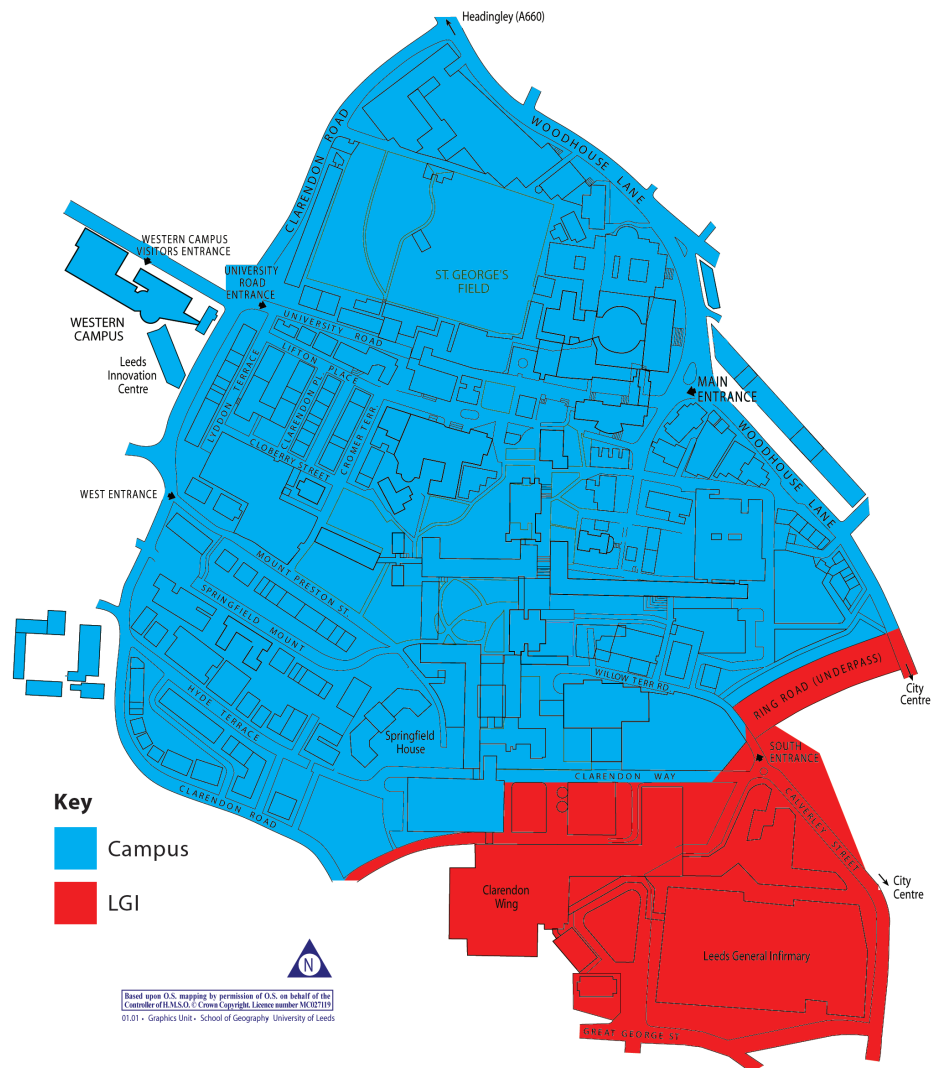
SECTION A

Design Guidelines

Campus Identification

Drawn from the research that has been conducted, it is a clear problem that The Leeds General Infirmary (LGI) is promoted as part of The University of Leeds campus. While this is technically a true judgement, as the LGI is a teaching hospital and has a close affiliation with The University, all NHS property has its own wayfinding system which adheres to wayfinding guidelines of its own and incorporates its own visual identity, maps, and directional signage.

To eliminate the confusion that this may generate and allow a larger map to be developed using the space not used to depict the LGI property, the maps on the campus will only concern themselves with the property that directly relates to The University of Leeds. This will allow a smoother transition from a zoned map to a single area map. The map below illustrates the campus area as it will be referred to in this manual.



Information Module

As the central idea to the new wayfinding system, new Information Modules have been designed. These are to take the place of the traditional map boards.

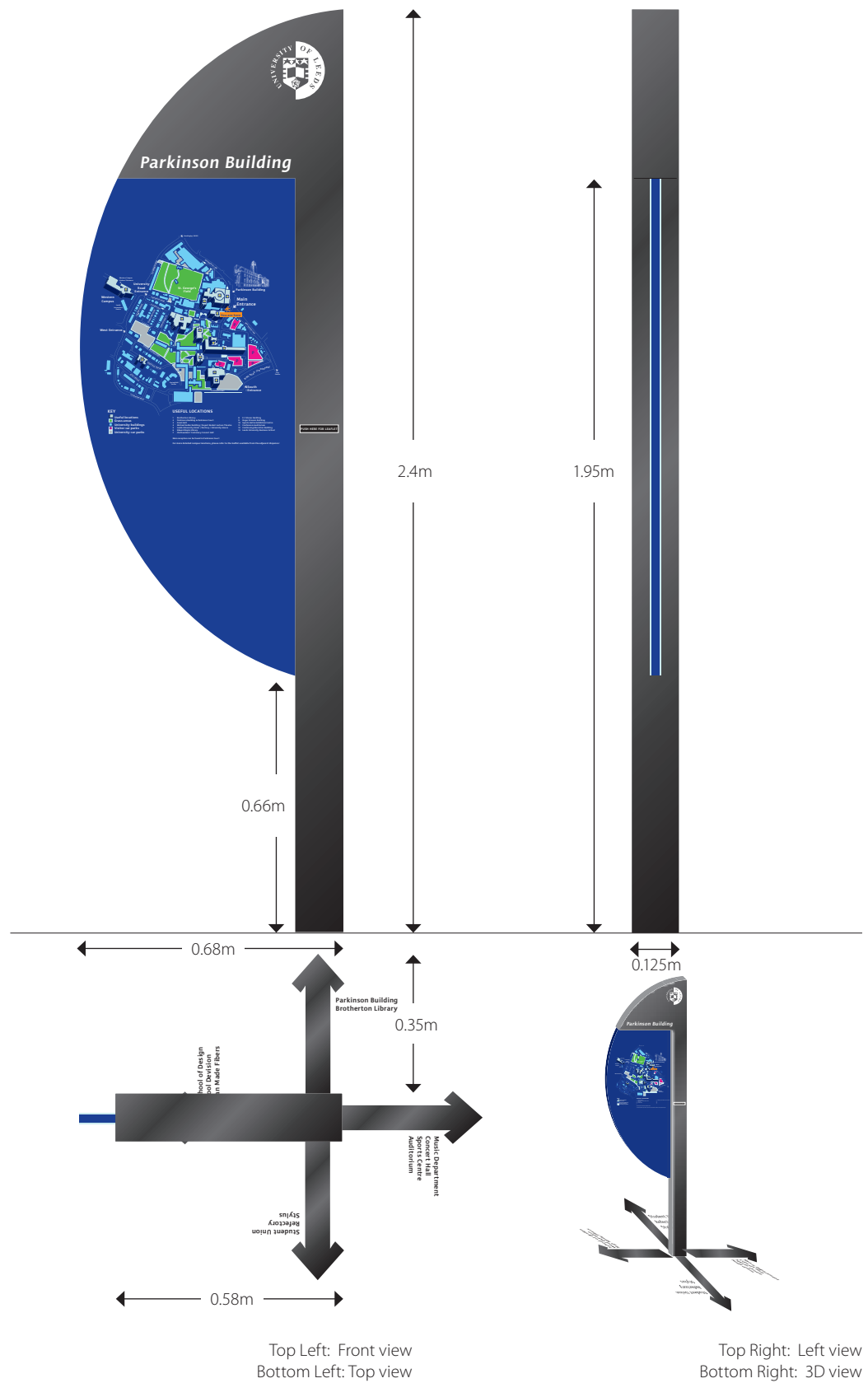
The Information Module is the main terminal of information for someone on The University of Leeds campus. It comprises of a board with a curved edge on which the new map is displayed with relevant information. This is mounted on a brushed steel frame which houses a leaflet dispenser in its post. This leaflet has a map, detailed information about the campus, and other necessary details. The Module will be distributed at key locations around the campus where student traffic has been found to be most frequent and where wayfinding tools will be most appropriate.

The steel frame also houses a lamp in the top section, providing illumination from behind for the text that indicates where you are, and the University crest, which acts as a directional beacon in low light conditions and helps define the perimeter of the campus to people on the outside.

The information on the main board is lit from above from the same lamp which provides back lighting to the beacon elements of the design.

In addition to that previously mentioned, the information module also serves to provide directional signage in the form of brushed steel directional arrows embedded in the floor protruding from its base. Locations are indicated in steel letters embedded next to the arrows as appropriate to the site of the Information Module.

The Information Module is supported by further directional which is discussed in the coming pages as well as the map leaflet that is available from the Module's dispenser.



Construction

Basic construction details for the Information Module are outlined opposite.

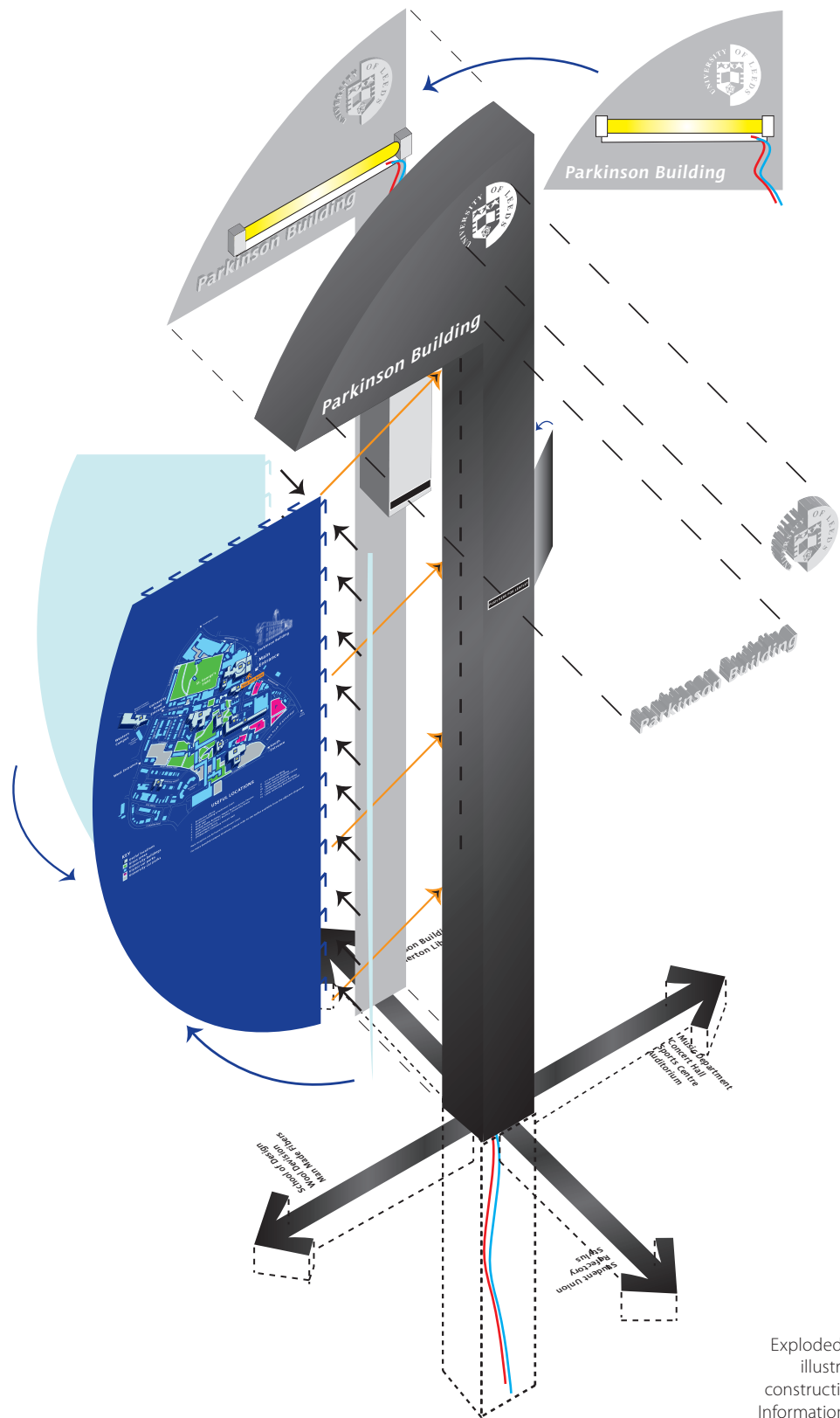
Its frame is constructed out of brushed steel, with room inside to accommodate power cables, a timing mechanism, and the lamp required for the lighting. There is also a section which can be opened to allow the re-filling of the leaflet dispenser. This frame would be set into the floor and stand at a height of 2.4 metres above ground.

The map board is attached to both the side and top of the frame. This has been encased by two perspex panels mounted on hinges which will be able to open (to allow the map to be changed) and to close to form a water tight seal around the map. This will allow maximum flexibility with minimum effort, ensuring that it will be functional for the foreseeable future.

The arrows set into the floor will be solid brushed steel to ensure durability.

The text that supports the arrows will also be brushed steel, but will be flat letters on pins to allow insertion into the ground (and removal if necessary) whilst still being durable and sympathetic to the visual style of the Information Module.

The back of the Module would also have a leaflet dispenser, map, beacon, and 'where you are' location name.



Exploded drawing illustrating the construction of the Information Module

Pedestrian Wayfinding

To tackle the main issue that surrounds successful wayfinding, a revised solution to pedestrian wayfinding has been developed.

This began with a re-design of the campus map. This map is used on the Information Module as a key touch point for navigational reference. The map has also been implemented on the leaflet that is available from the dispenser in the Module.

The map has been simplified and colour coded and the main buildings of interest have been rendered in three dimensions (3D) to suggest heightened importance.

Main road names and key locations are printed directly onto the map, whilst the main buildings of interest are referenced with a number in a yellow square and listed below as 'Useful Locations'. A key is also included to illustrate the meaning of the coloured areas of the map.

Also indicated on the map is the location of the main reception and that more information can be acquired from the 'leaflet available from the adjacent dispenser'.



Above: Map as found on Information Module

Right: Symbol and typography used as an indicator on the map showing 'You are here'



You are here

Leaflet

The purpose of the leaflet is to provide detailed information about locations on campus. This allows the map on the Information Module to stay simple, easy and quick to use. This leaflet is available from the Module's dispenser and the main reception. In addition it would be sent out to any prospective students or visitors prior to open days and other functions. This would function as the first introduction to the visual style of the wayfinding system so that when they arrived on campus they would instantly identify the other elements of the system as wayfinding elements.

The leaflet is printed on two sides of an A3 sheet, folded in half (to A4) and then in thirds to produce a leaflet which is a size easily recognised as an information leaflet. This size fits into the dispenser in the Information Module.

The back of the A3 sheet is a detailed directory of the buildings and departments on the campus which refers to the numbers on the map on the reverse side of the sheet.

Once folded to A4 size, with the directory on the inside of the fold, the front of the spread comprises of the following:

Front of the leaflet, including 'The University of Leeds', the University crest, a small image of the map, a segmented curved element (to draw a connection with the Information Module and supporting signage), and details of the contents of the leaflet; Campus map with a number system which corresponds to the directory.

The back of the A4 spread includes: Details of how to find the campus from the Leeds City Centre; how to find your way from outside of Leeds via major road routes; detailed instructions via illustrated routes. This element of the leaflet has been adapted from previous map leaflets distributed by The University of Leeds, using instructions which are available on the University website.

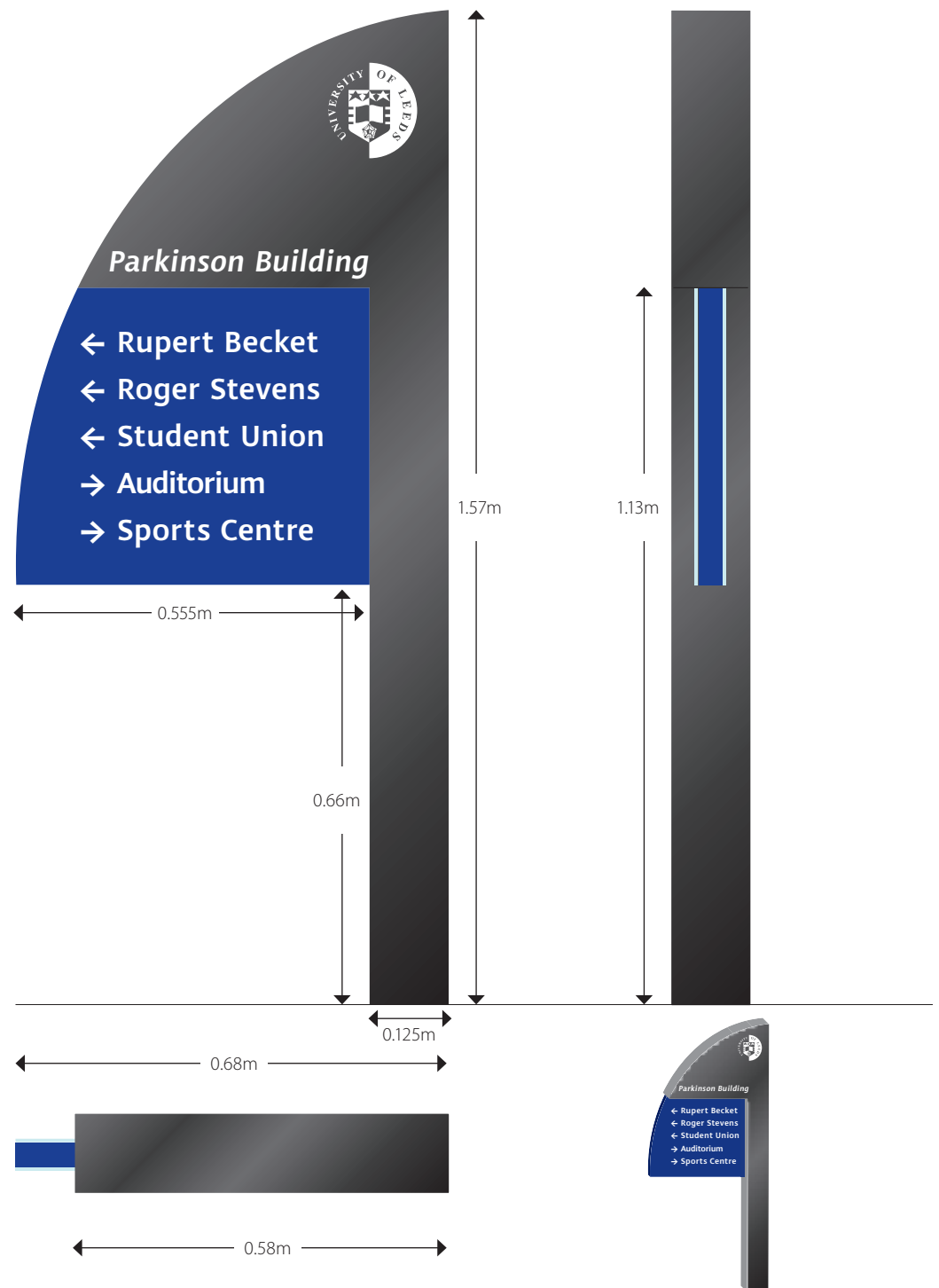
Directional Signage

To support the Information Module, a network of directional signs is used. These compliment the brushed steel directional arrows found at the foot of the Module and work with the leaflet in order to create a fully functional wayfinding system.

Similar in appearance to the Information Module, the directional sign posts have the same segmented curve shape, using the same elements in the top section as the Module does. These elements being the 'where you are' text and the University crest at the top as a light beacon. In addition, the lamp used to light these is again be used to down light the information on the signage. In this case, the direction of a location.

This is also constructed in the same way as the Information Module with the exception of the leaflet dispenser. Once set in the ground the directional sign post will reach a height of 1.57 meters.

Directional panels within the post will be used in a similar way to the map panel in the Module. They will be inserted into cutouts of the central panel and the hinged perspex outer covers will close around them sealing them in. This allows for easy changing of signage if the need occurs.



Top Left: Front view
 Bottom Left: Top view
 Top Right: Left view
 Bottom Right: 3D view

Building Identification

In a campus as large and building packed as The University of Leeds, it is important that building and department areas can be identified quickly and easily.

In order to facilitate this, building identification plaques have been developed to compliment the new wayfinding system and enable quick and easy recognition of buildings and department areas. This part of the system is that which indicates you have arrived at your destination and you have followed the previous signs correctly.

This plaque is constructed with a brushed steel frame which, like the Information Module, contains a lamp which lights up the University crest as a directional beacon and allows the name of the building to be down lit. The plastic panel with the name of the location on is fitted to the metal frame which in turn is fitted onto the wall.

This is fixed onto the wall of the building in a location where it is not obstructed as near as possible to the main entrance of the building / department in question.

The plaques are 390mm wide, 88mm high and the typography is used at 85pt. If necessary, the plaques may be made higher to accommodate longer location names.

Internal Wayfinding

As with finding a building when outdoors, it is equally important to be able to find your destination once inside that building.

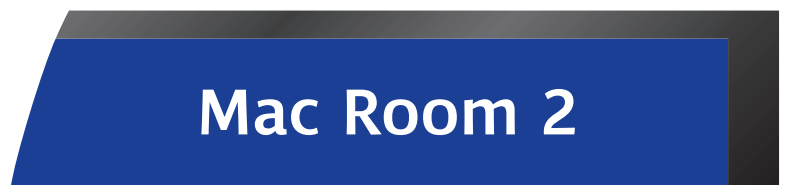
In order to accomplish this, a new room identification system has been developed to take the place of the many different methods found throughout the University campus.

New room labels should be placed in a logical fashion (i.e. logical room numbers for building layout and floor number) on every door to allow proper identification by students, staff, and visitors.

Labels are constructed with a metal frame and a plastic panel. The standard measure for the identification labels is 160mm by 37mm using typography at 41pt, however this can be increased in length and height should the size of the room name exceed the space provided.



Building identification plaque
(35% actual size)



Room identification label
(63% actual size)

Wayfinding Centre Piece

As a focal point to the University wayfinding project, the island in the road outside of the Leeds University Union (LUU) has been turned into a wayfinding/sculptural feature. Not only does this function as an effective and useful wayfinding tool, it has an attractive and intriguing sculptural element which will draw people in and appeal to their artistic nature sensibilities.

The directional signage is as those described before. The arrows protruding from the middle of the island are constructed out of brushed steel, as the other metal elements in the wayfinding system. They are set into the island deep enough to allow them to balance as they stand out of the ground.

The directional sign posts are positioned around the perimeter of the island, set in from the edge enough so that they do not clear the edge and create a hazard.

They are to be positioned at 45 degree intervals to create a geometric layout.

The directions are locations relevant to the sign, for example the signs pointing towards the LUU would direct you towards the LUU.

The trees that stand on the east of the island do not need to be removed as they will illustrate that the wayfinding system works with the campus environment, not against it.



Illustration of the centre piece to the new wayfinding system

City Signage

As The University of Leeds is an important part of the City of Leeds, and it should be made easier to get to for pedestrians in and around the town centre. In an attempt to realise this, new directional signage has been designed to be placed at critical junctions around Leeds City Centre and the surrounding area.

This will be attached to existing sign posts and lamp posts where there are no sign posts. The intention is to provide the first touch point for the wayfinding visual identity before the campus is reached.

For those who have previously been in contact with the University, the leaflet will have fulfilled that role and this signage will simply be a wayfinding aid. However, many visitors do not contact the University before entering the campus and therefore have no previous contact with the identity of the wayfinding system.

This first contact is important as it will embed the style in the visitors mind and make all further usage of the wayfinding system far easier and more pleasurable. Essentially it would act as a friendly introduction to the system and gently guide newcomers into the boundaries of the campus.



← The University of Leeds

Signage to direct
people from the
City Centre to
the University

SECTION B

Design Standards

University Identity and Symbols

As the new wayfinding system is based upon its own visual identity, The University of Leeds brand remains untouched with the exception of its signage and wayfinding elements. This means that all previously designed literature and architecture is unchanged with the exception of the information leaflet and map that is available via the main reception desk and is sent out in welcome packs. These are to be replaced with the newly designed map leaflet as presented earlier in this document.

The only existing piece of the University's identity that is being used is the University crest. This remains unchanged in its design throughout its application within the new wayfinding system.

In addition, the existing safety signage and audio loop system for those with visual difficulties remains in place as they are not interfered with, nor do they interfere with the new wayfinding system and they already fulfil all the safety guidelines and regulations involved when dealing with such elements.

For more information on the University's brand identity, disabled access, and safety signage, please contact Media Services, Disability Services, and Estate Services respectively. Details of these departments can be found on the University website www.leeds.ac.uk or by contacting the University directly.



University crest
(full colour)

Typography and Spacing

The typeface that should be used on all signage is Arrival, a typeface produced specifically for use on signage by Keith Tam. This will be used for all elements of signage including the Information Module, directional signage, building identification plaques, and room identification.

It will appear in two forms, Arrival Italic, used for the 'where you are' location name at the top of the Information Module and directional signage, and Arrival Regular, used for everything else.

Kerning should always be set to 'Optical' to ensure proper spacing and maximum legibility. Also, the font should appear light on a dark background whenever possible as to create maximum contrast and therefore optimum visibility.

For printed literature, the typeface Myriad Pro by Adobe should be used. This is a clean cut, professional sans-serif which is easy on the eye and good for legibility when used on short amounts of text. Once again, kerning should always be set to 'Optical'. This is used in both Regular and Light.

For extended text, the typeface Times New Roman should be used. This is a good quality serif font which allows for good legibility and readability through large sections of copy. Again, kerning should be set to 'Optical'. This is used in Regular.

Arrival

Regular

abcdefghijklmnopqrst
vwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890←→↔↔

Arrival

Italic

*abcdefghijklmnopqrst
vwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890←→↔↔*

Myriad Pro

Regular

abcdefghijklmnopqrstuv
wxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Myriad Pro

Light

abcdefghijklmnopqrstuv
wxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Times New Roman

Regular

abcdefghijklmnopqrstuv
wxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Specimens of typefaces
used in the new
wayfinding system

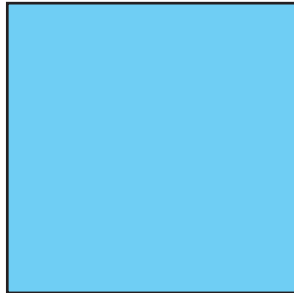
Colours

The colours used throughout the main elements of the new wayfinding system have been carefully selected for their practical and design qualities. The combinations used ensure maximum usability in all conditions and coherency throughout the system. In addition, the combination of different colours has been used to allow maximum functionality for individuals suffering from all types of colour deficiency. This is achieved by creating high contrast between adjacent colours and avoiding the use of red and green for important areas.

Pantone
Blue 072 M



Pantone
297 M



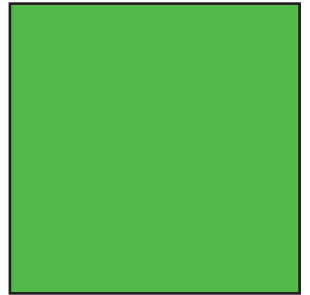
Pantone
628 M



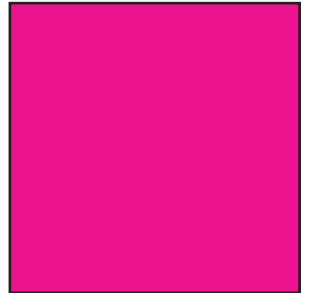
Pantone
7543 M



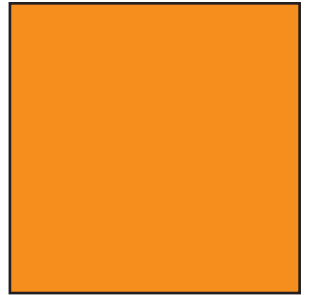
Pantone
361 M



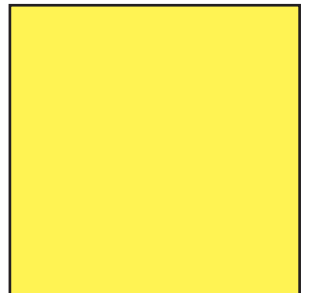
Pantone
Hexachrome
Magenta M



Pantone
Orange 021 M



Pantone
101 M



Key colours used in
the new wayfinding
system

SECTION C

Location Guidelines

Location Guidelines

This map illustrates the approximate positions that the two different forms of sign post, the Information Module and the directional signage, should be placed.

These locations are only approximate as the environment surrounding the area will dictate exact positioning.

