introduction

The following pages represent an approved family of wayfinding signs for Imperial College London. They have been designed to orientate staff, students and campus visitors to a final campus destination of their choice as efficiently and as easily as possible.

wayfinding strategy

The development of the signage strategy has been based upon measurements of usability and inclusivity.

This means that clearly defined external accessible routes have been established at each campus that enable the user to locate a building of their choice. Then, via internal signage to navigate to the appropriate point within that building.

hierarchy principle

Only relevant information within the vicinity of each sign location is displayed on the sign. The format of the information is also very consistent. This ensures that wayfinding is clear (for the visually impaired) & keeps the number of signs to a minimum.

sign design

The design of the signage has been carefully considered to enhance the University’s brand image whilst utilising best practice associated with the Disability Discrimination Act.

External signage is predominantly white which is the preferred background colour for the University brand and is a strong contrast to the majority of University building facades. Internally most walls are light coloured so all interior signs have a dark blue (pms 541) background with white text.

the brand

The brand logo is always positioned in the top left hand corner of the sign and spaced away from other elements using a minimum exclusion area (detailed in the Imperial College London Brand Guidelines). Highlight colours have been kept to a minimum and are taken from the primary corporate palette. Supporting information is in black for best contrast against the white background.

other images

Where other images are used on signage they must be taken from the Imperial College image library. If an Imperial College London logo is used on an image or coloured background it should be solid white. Other institutions branded logos should not be used on Imperial College London wayfinding signs.

MetaPlusMedium Roman is the only font to be used on signage. It is a corporate font chosen for its legibility. Italic or bold lettering must not be used as the visually impaired find them difficult to read.

sign construction

Construction principles are based around a tried and tested modular component system which offers very robust, city centre signs, with hidden security features, easily changeable panels and graffiti resistant lacquered surfaces.