

Signage

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Revision Index.

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# Signage guidelines

# 1 | Signage – basic elements

## Colour references

Exterior signs are marine blue text on a white background. Interior signs are either white text on a dark grey background or dark grey text on aluminium Slatz panels (see relevant pages).

MARINE BLUE	DARK GREY
STANDARD RANGE	STANDARD RANGE
RAL 5009	RAL 7011
VINYL	VINYL
AVERY DENNISON 833	METAMARK M7-125
BLUE (PREMIUM CAST)	NIMBUS GREY

## Setting text

Use Freight Sans as shown. The text size is measured using the cap height on the diagrams in these guidelines.

Text is set in Freight Sans Medium

**Freight Sans Bold is used for text emphasis**

(see page 3)

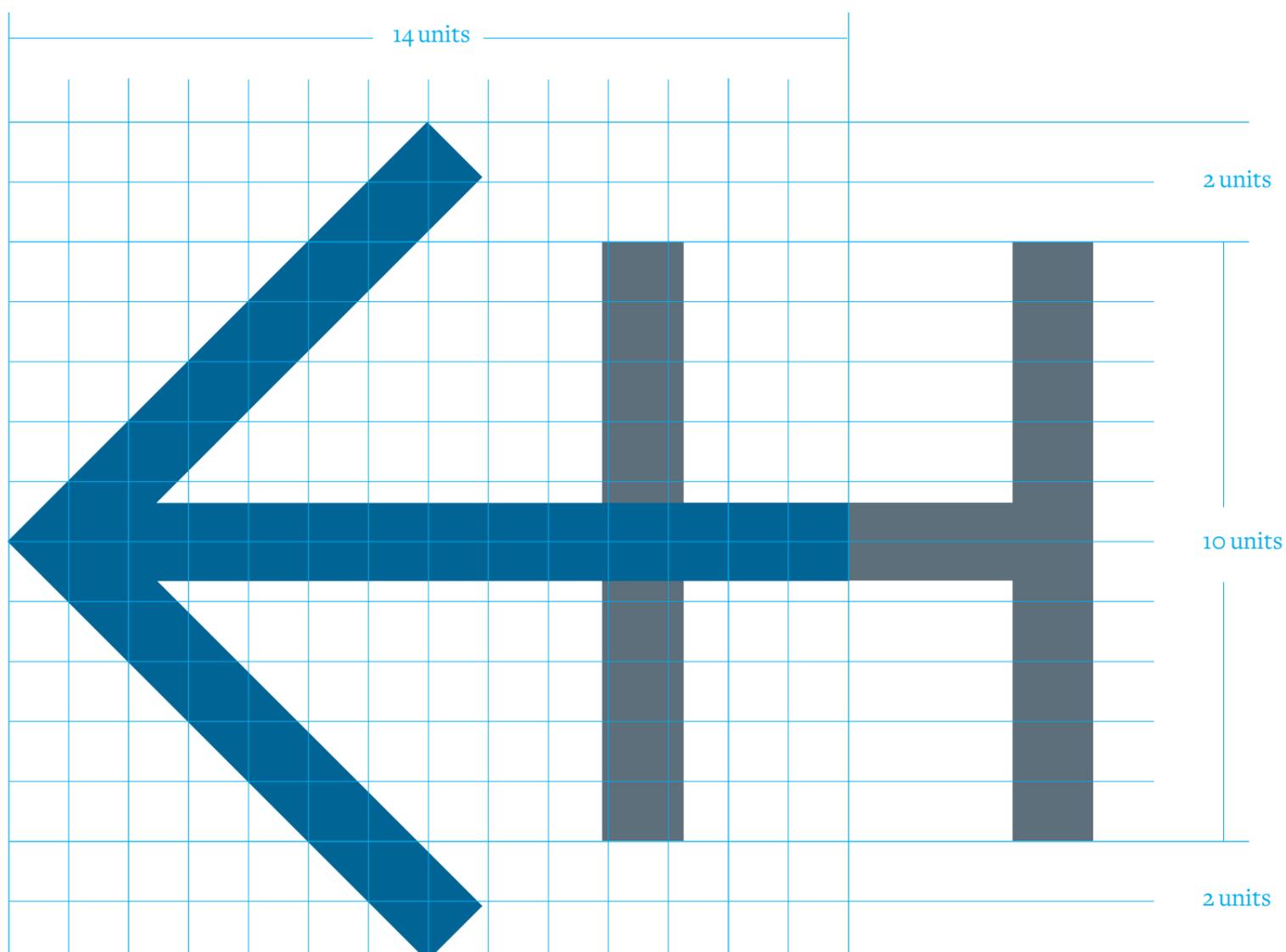
## Arrows

Arrows are created as shown.

The arrow size is relative to the cap height of the text size, represented here by the letter H.

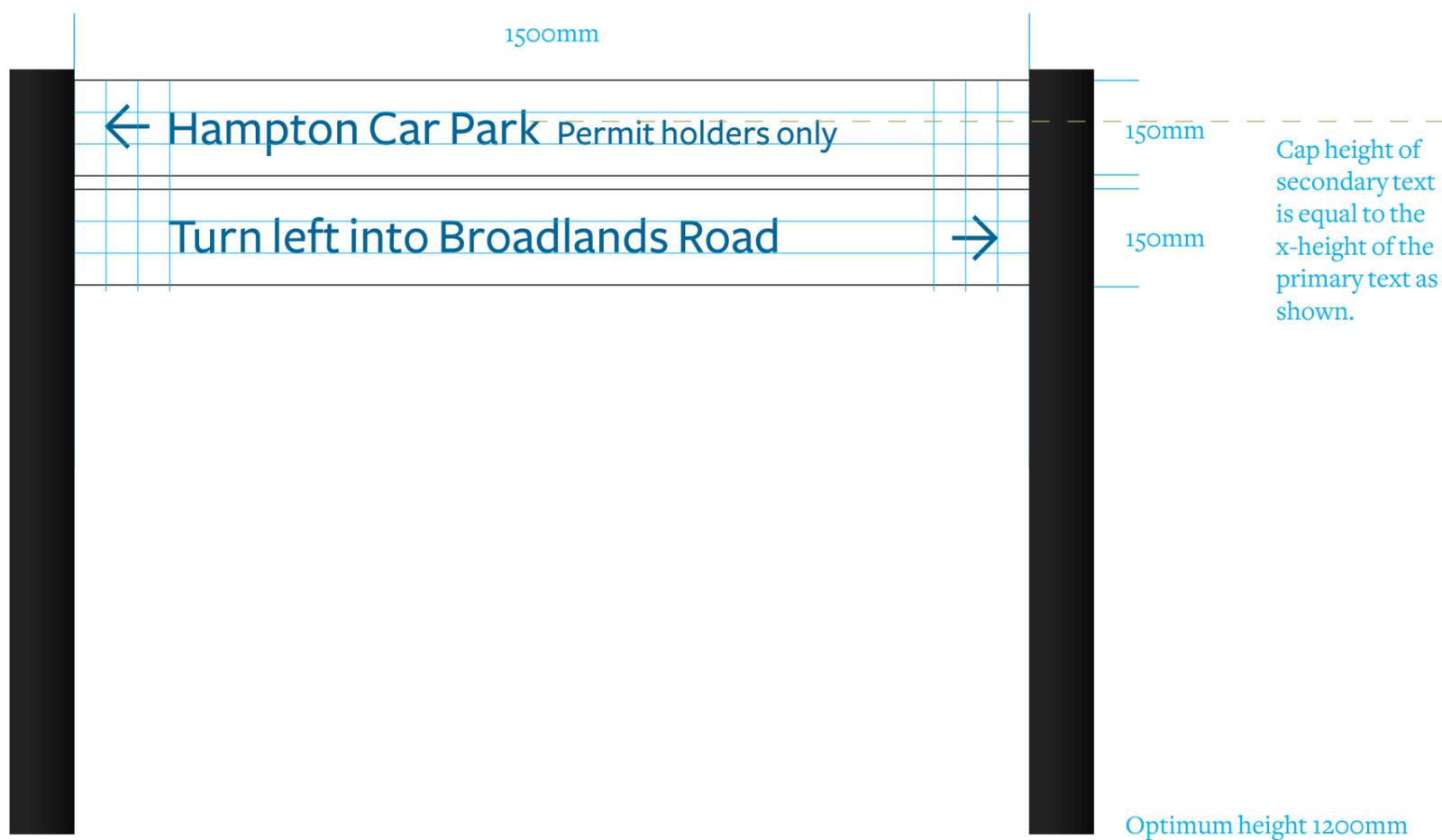
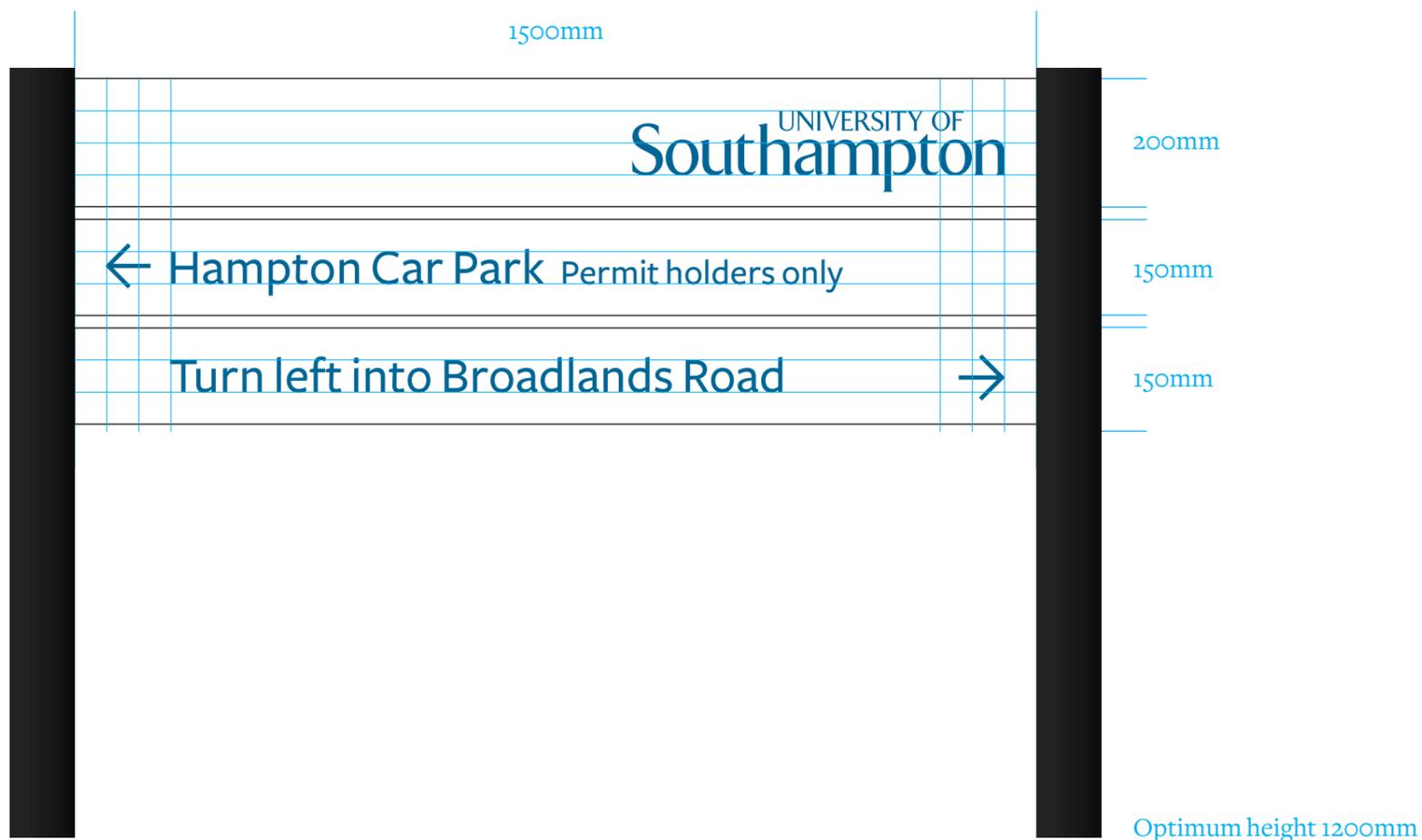
## Signage system

The signage system design is based on the Slatz Modular Directory System currently implemented across the University of Southampton.



## 2 | Exterior directional signage (blue graphics on white panels)

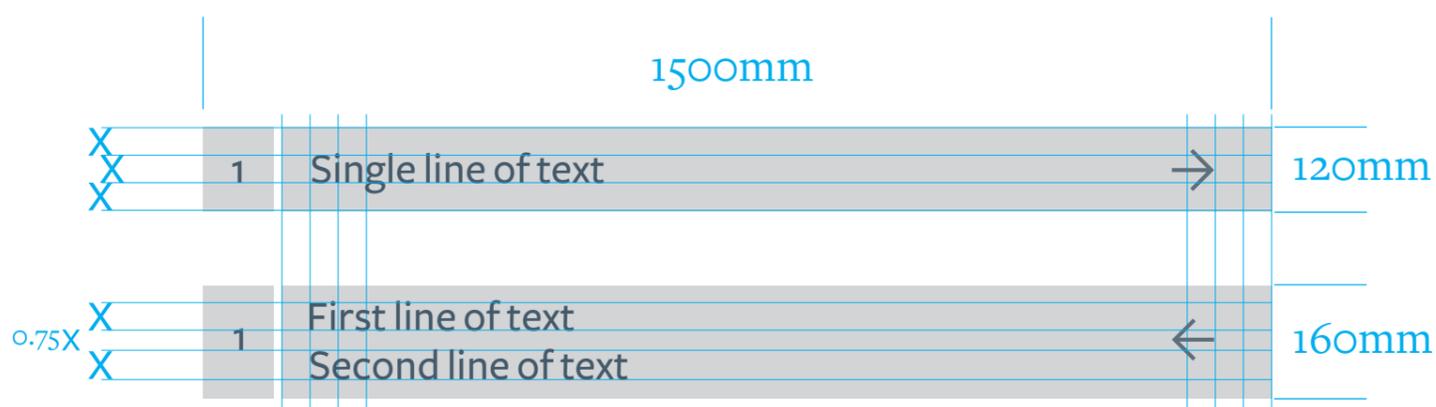
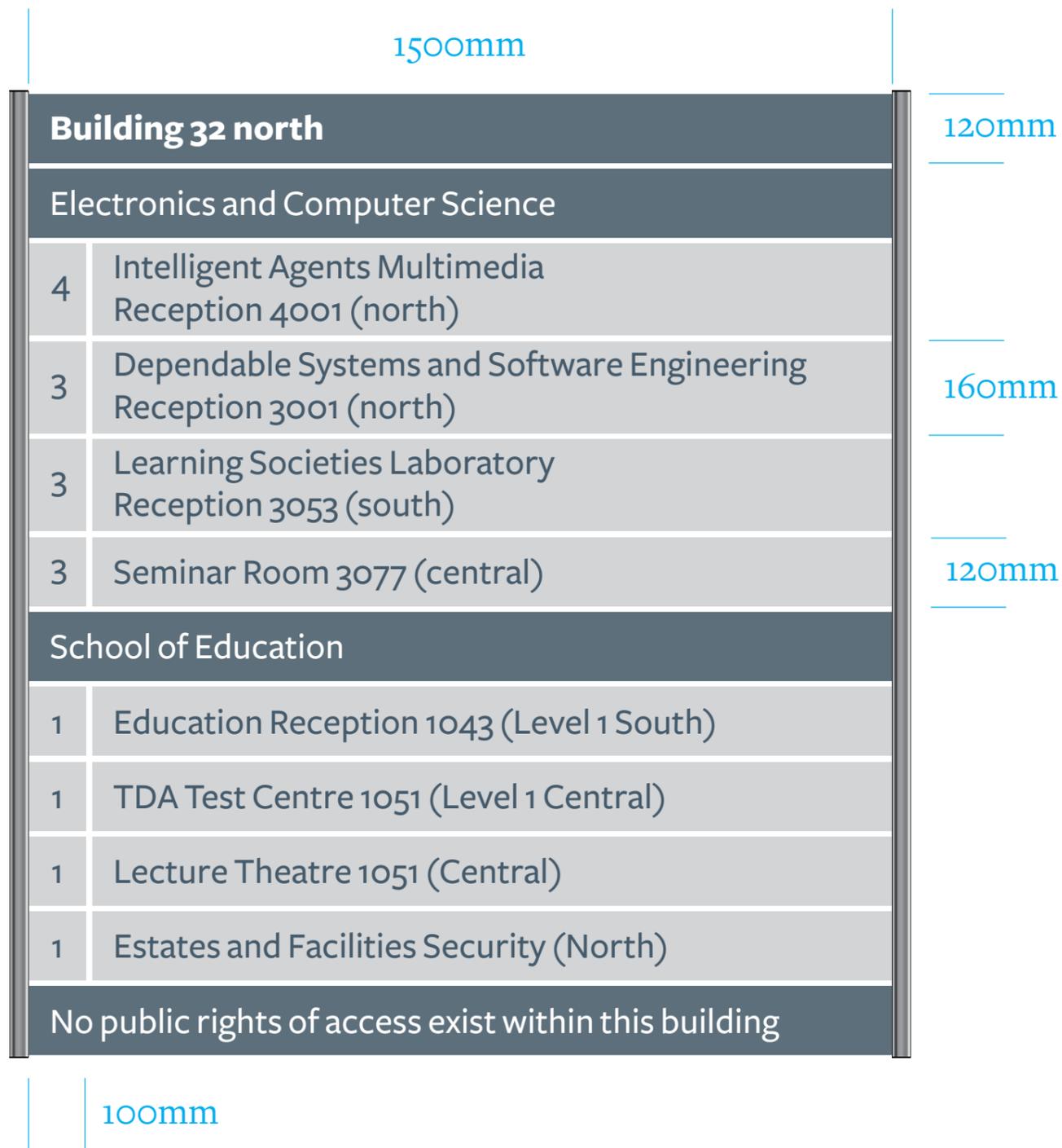
Please note that sign panel sizes vary across the campus.



### 3 | Internal directory signage

(white graphics on dark grey panels and dark grey graphics on aluminium Slatz panels)

Please note that sign panel sizes vary across the campus.



#### Creating the text panels

Use the proportions shown here. Cap height of type 40mm.

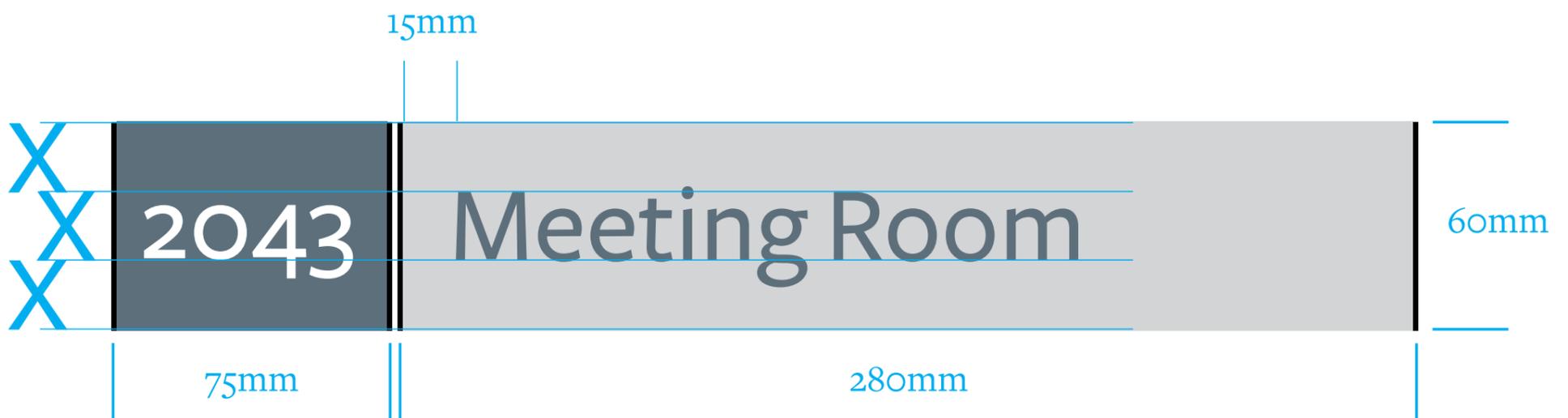
#### 4 | Internal signage – multiple name sign/simple directory (dark grey graphics on aluminium Slatz panels)

Please note that sign panel sizes vary across the campus.



## 5 | Internal door signage

(white graphics on dark grey panels and dark grey graphics on aluminium Slatz panels)



Cap height of type is 20mm (corresponding numerals will appear slightly shorter, with some 'hanging' below the baseline as shown).



### Centred arrangement

The ranged left approach is preferred. However, there may be a need to centre the text on the name plate if the panels are stacked as shown above.