wayfinding signage. newcastle university

signage programme

issue 1
11 september 2009
wayfinding signage. graphic reference

ABCDEF
HIJKLMNOPQRSTUVWXYZ
abcdefg
hijklmnopqrstuvwxyz
0123456789
News Gothic BT Bold

ABCDEF
HIJKLMNOPQRSTUVWXYZ
abcdefg
hijklmnopqrstuvwxyz
0123456789
News Gothic BT Demi

ABCDEF
HIJKLMNOPQRSTUVWXYZ
abcdefg
hijklmnopqrstuvwxyz
0123456789
News Gothic BT Roman

colour palette

logo

pictograms and arrows
GS. gateway signs

Extended plinth detail for sloping ground conditions

GS1 gateway

GS2 gateway
SN. street name signs

- **SN1** street name wall mounted
- **SN2** street name wall mounted
- **SN3** street name wall mounted
- **SN4** street name wall mounted
- **SN5** street name freestanding
- **SN6** street name freestanding
- **SN7** street name freestanding
- **SN8** street name freestanding

**graphic details**
- text:
  - 100mm cap X height,
  - 35m viewing distance

**SN. street name signs**

**Queen Victoria Road NE1**

**Claremont Walk NE1**

**Queen Victoria Road NE1**

**Claremont Walk NE1**

**Queen Victoria Road NE1**

**Claremont Walk NE1**

**Queen Victoria Road NE1**

**Claremont Walk NE1**

**Queen Victoria Road NE1**

**Claremont Walk NE1**
wayfinding signage, sign type drawings

MS. map signs

graphic details
heading
40mm cap X height, 12m viewing distance

directional text
35mm cap X height, 10m viewing distance

fingerpost text
40mm cap X height, 12m viewing distance

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**PS. poster sign**

**TS. temporary sign**

**graphic details**
poster sign heading
40mm cap X height,
12m viewing distance

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**KINGS ROAD CENTRE**

PS poster sign

TS temporary sign
**FP, fingerpost**

- Royal Victoria Infirmary
- Medical School
- Bedson Teaching Centre

- Robinson Library
- Kingsgate
- Great North Museum
- Northern Stage
- Hatton Gallery
- City Centre

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**Graphic Details**

- **Text**
  - 40mm cap X height,
  - 10m viewing distance
FP. fingerpost

Typical sign layout

- Robinson Library
- Kingsgate
- Royal Victoria Infirmary
- Great North Museum

Text
35mm cap X height, 10m viewing distance
**BS. building signs**

**graphic details**
- **heading**
  - 50mm cap X height, 15m viewing distance
- **directional text**
  - 25mm cap X height, 8m viewing distance

**BS1 building sign wall mounted**

- **BS2 building sign wall mounted**

- **Architecture Building**

- **Wheelchair Access**

- **BS2 building sign wall mounted**

- **Architecture Building**

- **Architecture Building**

- **Main Entrance**

- **Seminar Rooms 4 to 8**

- **Lecture Theatres 2 & 3**

- **Building**

- **BS.**

- **B2**
  - Main Entrance
  - Managed Areas
  - Seminar Rooms 4 to 8
  - Lecture Theatres 2 & 3
BS. building signs

graphic details

heading
45mm cap X height,
13m viewing distance

directional text
25mm cap X height,
8m viewing distance
BL. building letters

BL1 building letters small

200 [Percy Building]

200 [Kingsgate]

200 [Henry Wellcome Building]

Colour and finish options

BL1

- Panotone Cool Grey 11C
- Pantone 561C
- White
- Stainless Steel
BL. building letters

Herschel Building

Robert Boyle Lecture Theatre

Colour and finish options:
- Pantone Cool Gray 71C
- Pantone 281C
- White
- Stainless Steel