UNSW

Wayfinding and Signage Standards

Revision 12
14 December 2023

Chapter G.1 (Sections 01 - 08)

For sections 09 - 12, refer to chapter G.2
For sections 13 - 17, refer to chapter G.3
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Section

1.0

Introduction

This section provides an overview of the processes and responsibilities including definitions of key terms.

Legal Statement
Introduction
Maintaining the UNSW Design Standards
Acknowledgements
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Definitions
Legal Statement

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Introduction

These standards have been created based on a sculptural yet modular sign system developed for UNSW. The signs are designed to have enduring adaptability and organic expression across key components. The sign family demonstrates a clear hierarchy and consistent set of relationships to ensure ease of use and implementation.

The purpose of these standards is to provide a set of protocols and tools to deliver consistent signage that is highly functional and operates in accordance with relevant regulations.

Once installed, the improved wayfinding will enhance the user experience by making it easier to navigate, as well as establishing a sense of place in keeping with the UNSW brand and 2025 UNSW Vision of the site.
These signage principles form part of UNSW’s design standards and provides consultants, contractors and UNSW staff with tools required to plan, schedule, construct and install wayfinding signage across multiple locations. It is incumbent on all staff and on all contractors and consultants engaged by UNSW to apply these standards when installing or replacing signage as part of any new development, refurbishment or maintenance works.

The correct application of these standards will ensure consistency across all our branches and assist students, visitors and staff in navigating around our buildings and spaces. The contents of this manual and the design of all signage are based on industry best practice as well as extensive research and consultation with UNSW.

The manual is owned and managed by UNSW. They will assist all staff, consultants and contractors in clearly understanding how to procure signage solutions that meet their particular requirements.
Acknowledgements

The UNSW Signage Standards were prepared in 2018 by Urbanite.
The manual is copyright and remains the property of UNSW.
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<table>
<thead>
<tr>
<th>Company</th>
<th>Contact</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNSW</td>
<td>Ingrid Bascur, Senior Manager, Estate Improvement</td>
<td><a href="mailto:i.bascur@unsw.edu.au">i.bascur@unsw.edu.au</a>, +61 2 9065 7433</td>
</tr>
</tbody>
</table>
These standards have been prepared to meet the brief requirements established by UNSW. The signage design and standards have been prepared to assist in the delivery of legible wayfinding across all branches through signage principles and designs for internal signage. The Standards are further categorised into identification, directional and operational sign types that occur across the campus.

In most applications of the Signage Standards some interpretation of the standards will be needed as will consideration of issues of sign planning relative to specific circumstances of a site. The use of suitably qualified design consultants is recommended for implementation of signage within the UNSW campus.

Who will use these standards?
It is envisaged that a variety of people will utilise the Standards to deliver signage at UNSW for new signage implementations and updating existing signage, including the following:

- UNSW
- Designated staff members
- External design/building consultants including:
  - Architects
  - Interior architects
  - Project manager
  - Structural engineers
  - Signage consultants
  - Signage contractors

The Standards have 25 sections that document various aspects of the signage design and documentation process and an appendix that provides additional information to assist in the preparation of signage programs. 

Whilst some interpretation of the Standards in relation to sign placement may be required to ensure signage does not impede circulation and is integrated with specific site and built forms, the approach to choosing sign types, message content and overall look and feel of the sign forms should be strictly adhered to. This will ensure a consistent wayfinding approach across all areas, resulting in legible wayfinding for both familiar and first time users.

- **Section 1: Introduction**
  Provides an overview of the processes and responsibilities including definitions of key terms.

- **Section 2: Wayfinding Strategy**
  Provides and overview of the wayfinding strategy by defining the overall objectives of the system. It documents the campus precincts, entry and decision points, pedestrian, accessibility and vehicular circulation paths.

- **Section 3: Terminology & Addressing**
  This section identifies the correct terminology that should be used on signage and articulates the addressing approach and hierarchy.

- **Section 4: User Journey**
  Identifies examples of external and internal user experiences across the Kensington Campus and in a typical faculty building.

- **Section 5: UNSW External Road Terminology**
  Documents the maintenance procedures and Maintenance Manual requirements.

- **Section 6: Wayfinding Principles**
  Outlines the overarching wayfinding principles that underpin the system.

- **Section 7: The Process**
  Outlines the step by step process that needs to be undertaken when implementing the wayfinding system.

- **Section 8: Conceptual Overview**
  Outlines the conceptual pillars that underpin the creative for the wayfinding design.

- **Section 9: Graphics Standards**
  Outlines the graphic standards that apply to the wayfinding design.

- **Section 10: Construction Standard**
  Documents the maintenance procedures and Maintenance Manual requirements.

- **Section 11: Sign Type Library**
  General overview of every single sign type within the wayfinding family

- **Section 12: Identification**
  Documents all the identification signs of the system including specifications for both external and internal signs.

- **Section 13: Directional Series**
  Documents all the directional signs of the system including specifications for both external and internal signs.

- **Section 14: Car Park Series**
  Documents all the car park signs of the system including specifications for both external and internal signs.

- **Section 15: Operational Series**
  Documents all the operational signs of the system including specifications for both external and internal signs.

- **Section 16: Statutory Series**
  Documents all the statutory signs of the system including specifications for both external and internal signs.

- **Section 17: Temporary & Display Series**
  Documents all the temporary and displays signs of the system including specifications for both external and internal signs.

- **Section 18: Environmental Graphics**
  Documents all the environmental graphics of the system including specifications for both external and internal signs.

- **Section 19: Specialty Series**
  Documents all the specialty sign types of the system.

- **Section 20: Map**
  Summary overview of the design intent and typical specifications of the map system.

- **Section 21: Templates**
  Summary overview of the design intent and placement of printed and digital templates.

- **Section 22: Shop Drawings**
  A collection of construction details of every sign within the system.

- **Section 23: Maintenance**
  Documents the maintenance procedures and Maintenance Manual requirements.

- **Section 24: Roll Out**
  Identifies protocols in rolling out the signage system across the UNSW site.

- **Section 25: Appendix**
Signage Summary Guide

The **Signage Summary Guide** will help UNSW staff and consultants find particular signage packages quickly, especially on smaller projects or minor maintenance works. Cross referencing to/from each individual sign type must be followed to ensure signage is correctly specified and content is correctly scheduled. There are five typical types of signage roll outs, from one new door sign to a whole building fit out. The guide below illustrates the five recommended steps to assist in developing cohesive wayfinding signage across the UNSW campus.

<table>
<thead>
<tr>
<th>What is the task?</th>
<th>Example</th>
<th>Who is responsible?</th>
<th>Signs required</th>
<th>Sections to consult</th>
<th>Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minor sign maintenance</td>
<td>Replacing or creating room, office or workstation sign</td>
<td>Unit/Faculty Facilities, Office or Operations Manager</td>
<td>• ID (Identification) Series</td>
<td>Section 7: Process</td>
<td>Identify requirement and contact Facilities Information Manager, FMO to assist with procurement</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Section 12 – 19: Sign types</td>
<td>Section 7: Process</td>
<td>Specify signage in consultation with end-user/stakeholders and procure signage with assistance of Facilities Information Manager, FMO</td>
</tr>
<tr>
<td>Small fitout or minor upgrade to existing space</td>
<td>Fit out of a back-of-house office area</td>
<td>UNSW Project Manager and relevant consultants/contractors</td>
<td>• ID (Identification) Series • OP (Operational) Series • ST (Statutory) Series</td>
<td>Section 7: Process</td>
<td>Specify signage in consultation with end-user/stakeholders and procure signage with assistance of Facilities Information Manager, FMO</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Section 9: Graphic Standards Section 10: Construction Sections 12 – 21: Sign types Section 21: Templates</td>
<td>Section 9: Graphic Standards Section 10: Construction Sections 12 – 21: Sign types Section 21: Templates</td>
<td>Specify signage in consultation with end-user/stakeholders and procure signage with assistance of Facilities Information Manager, FMO</td>
</tr>
<tr>
<td>Installing statutory signage only</td>
<td>Building contractor only has responsibility for statutory signage provision</td>
<td>UNSW Project Manager and relevant consultants/contractors</td>
<td>• ST (Statutory) Series</td>
<td>Section 7: Process</td>
<td>Specify signage in consultation with end-user/stakeholders and procure signage with assistance of Facilities Information Manager, FMO</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Section 9: Graphic Standards Section 10: Construction Sections 12 – 21: Sign types Section 21: Templates</td>
<td>Section 7: Process</td>
<td>Specify signage in consultation with end-user/stakeholders and procure signage with assistance of Facilities Information Manager, FMO</td>
</tr>
<tr>
<td>Major fitout</td>
<td>Fit out of major public space, such as student informal learning area</td>
<td>UNSW Project Manager and relevant consultants/contractors</td>
<td>• ID (Identification) Series • DR (Directional) Series • OP (Operational) Series • ST (Statutory) Series</td>
<td>Entirety of Standards: projects of this complexity require a complete understanding of UNSW’s signage standards</td>
<td>Specify signage in consultation with end-user/stakeholders and procure signage with assistance of Facilities Information Manager, FMO</td>
</tr>
<tr>
<td>Major project</td>
<td>New building or major extension</td>
<td>UNSW Project Manager and relevant consultants/contractors</td>
<td>• Full signage family, internal and external.</td>
<td>Entirety of Standards: projects of this complexity require a complete understanding of UNSW’s signage standards</td>
<td>Specify signage in consultation with end-user/stakeholders and procure signage with assistance of Facilities Information Manager, FMO</td>
</tr>
</tbody>
</table>
Definitions

Accessible
Having features to permit use by people with disabilities.

Arrow Zone
Area at left or right end of signs reserved for arrow

Artwork
High quality, final electronically drafted design suitable for production format

AS
Australian Standard

Ascender
Portion of lower case letter above x-height

BCA

BOH
Back-of-House destinations are primarily not student facing destinations

Braille
A system of touch reading for the blind, which employs raised dots, evenly arranged in quadrangular letter spaces or cells

Descender
Portion of the lower case letter below x-height

Directional Signs
Includes directories and directional signs. Directory signs list destinations, Directional signs direct to places and destinations

FCL
Finished ceiling level

FFL
Finished floor level

Fixtures
Fixed items that require service connection (e.g. electrical, hydraulic, mechanical)

FOH
Front-of-House destinations are primarily student facing destinations

Fonts
A set of type of one particular face and size

FMO
Facility Management Operations, responsible for ensuring that the signage standards are maintained in the development and implementation of all signage across the University

Hearing loop
Assistive listening system, used with International symbol for deafness

Identification signs
Signage identifying places and destinations

Justified
To adjust the spaces between words in (a line of type) so that it is of the required length or (of a line of type) to fit exactly

Layout
A drawing or sketch of a proposed sign-face

Letterform
Space between adjacent letters

Logo
Name of an organisation or product in a special design used as an identifying mark

Lowercase
Type without capitals

Luminance contrast
The amount of light reflected from one surface or component, compared to the amount of light reflected from the background or surrounding surfaces

Masterplan
A drawing, typically utilising a building plan or landscape plan indicating sign locations and messaging utilising the sign code

Message Zone
Area between arrow zones reserved for message wording

OHS
Occupational Health and Safety Act

Operational Signs
Signage identifying staff and BOH destinations and illustrating statutory messages

Pictogram
A picture representing a word or idea

Sign
A combination of graphic elements on a background to convey a message - includes visual, auditory or tactile devices

Sign Code
A system that allocates signs into categories (ID, DR, OP) and includes the allocation of level and an individual number to allow identification of each sign item

Signage
Collection of signs

Signage Schedule
A document illustrating sign types (via a sign code) the message to be illustrated on the sign (including arrows, written text, pictograms) to be read in conjunction with the Masterplan

Symbol
A graphic or pictorial device used to represent objects or concepts

Tactile Signage
Signage incorporating raised text or symbols to enable touch reading by the blind and touch enhancement for visual perception for visually impaired readers

Template
Master device with which many reproductions of the same element can be made

Typeface
The styling of lettering or alphabet

Typography
The use of lettering or alphabet

Wayfinding
Strategy to assist people in finding their way, includes signage

Word Space
Space between adjacent words

X-Height
Height of the lower case letter ‘x’
Wayfinding Strategy
This section outlines key strategy recommendations that inform the design and placement of signage.

Signage Objectives
Campus Precincts
Campus Perimeter & Entry Numbering
Rationalised Circulation
Accessibility Strategy
Placemaking Opportunities
Wayfinding Strategy Summary
Signage Objectives

Urbanite have developed a strategic signage approach for UNSW:

A community that strives for communication, collaboration and celebration of its achievements while enabling physical connection to achieve academic excellence.

The UNSW sign family has been developed to respond to typical wayfinding journeys for both pedestrian and vehicular users approaching the site via public transport, private vehicle, bicycle or on foot.

While the sign content has been designed to prioritise student wayfinding, other users including staff, external consultants and visitors are catered for in the permanent signage for campus destinations. It is envisaged that digital content to be deployed across the site will assist in highlighting further event-sensitive locations and will significantly reduce the requirement for temporary signage.

The signage approach drew upon a number of key objectives:

1. **Clarity**
   Consistent and legible identification and nomenclature of the perimeter and entry points, with a legible addressing solution that creates a relationship between a location in a precinct, position on a street, walk or way and its alphanumeric building code.

2. **Flexible**
   To deliver a signage system which addresses changeability of tenant identification and messaging, along with adaptability to differing environments.

3. **Integrated**
   Adoption and identification of key integrated destinations in addressing, mapping and signage, with a rationalised network of named streets, walks and ways critical for understanding and navigating the campus and ensuring the system is integrated into the fabric of UNSW.

4. **Interactive**
   To assist the growth of the UNSW community through a dialogue with the campus and between its residents, in consideration of non-English speakers, disabled and new time visitors, using digital or placemaking solutions.

5. **Innovative**
   To create an interpretive overlay that deepens the understanding of place that is unique to the UNSW campus. This overlay will provide an engaging expression of landscape, history and technological achievement.

6. **Iconic**
   A distinct brand transition across a user journey to ensure the understanding of the overarching UNSW identity while allowing individual university functions to identify themselves under the umbrella brand.

7. **Declutter the Campus**
   A wholistic signage system that promotes clarity and simplicity, removing redundant/old signs and consolidating information as much as possible.

---

Key environmental factors that have been considered in the development of the wayfinding standards are:

- Campus planning
- Built form
- Colour
- Materiality
- Static information
- Dynamic information
- Digital integration

Key operational factors that have been considered in the development of the wayfinding standards are:

- Addressing
- Terminology
- Staff, student and visitor communication
- Multilingual users
- Initial roll out
Campus Perimeter & Entry Numbering

The UNSW Kensington Campus has vehicle access from the North, East and Southern perimeters. Vehicle access points provide footpaths for pedestrian access.

Pedestrian access can be divided into major and minor access points.

Public transport can be accessed by all four main roads surrounding the site currently through buses.

The site’s Northern perimeter has the most concentrated pedestrian flow with seven major entry points located along High Street. High Street is currently serviced by four bus stops and a future Light Rail stop. High Street is the ceremonial entrance to the site.

ANZAC Parade, although considered the major visual access to the site, provides only pedestrian access to the university.

Barker and Botany Street provide both major pedestrian access and vehicular access to the university’s public car parking facilities.

As identified, the university has three minor pedestrian entry points opened during the university’s contact hours.

The university uses a consecutive numeric coding system to identify both vehicular and pedestrian entry points.

**KEY**

- TNSW Bus Stop
- TNSW Light Rail Stop
- Public Vehicular & Pedestrian Entrance
- Major Pedestrian Entrance
- Minor Pedestrian Entrance
- Authorised Vehicular Entrance
Rationalised Circulation – Vehicle

The university’s vehicle access sites can be divided into three categories:

1. **Primary entry**, providing access within the university’s campus.
2. **Secondary entry**, providing access to vehicles with authorised permits.
3. **Emergency vehicular access only**, obtained through the removal of bollards.

Vehicle circulation within the site is primarily university building services and other authorised vehicles. Primarily public vehicle circulation is limited to drop off, within the Northern Vehicle entry, and access to the multi-level parking stations from both Barker and Botany Street entrances. Barker Street’s secondary public vehicle circulation provides access to the resident and well-being precincts and accessible parking within the ‘Old Main Building’. High Street’s secondary public vehicle circulation provides access to buildings and facilities within the North Western Quarter of the campus. Additional Emergency Vehicle access is provided through bollard removal along ANZAC Parade, Barker and High Streets.

**KEY**

- TfNSW Bus Stop
- TfNSW Light Rail Stop
- Public Vehicular & Pedestrian Entrance
- Authorised Vehicular Entrance
- Emergency Vehicular Access Only
- Primary Vehicular Route
- Secondary Vehicular Route
- Authorised Vehicular Route
- Emergency Vehicular Route
Rationalised Circulation – Pedestrian

The university's pedestrian circulation can be divided into seven categories:

1. **Primary circulation** starts at along the campus’ perimeter from public transport drop off points, leading to the major circulation arteries within the campus:

2. **University Mall** running west-east through the campus’ centre from ANZAC Parade to the Upper Campus connecting with Library Road to finish at Botany Street;

3. **Science Road** off Barker Street, running south-north to University Mall;

4. **Engineering Road** off Barker Street, to the Quadrangle Lawn;

5. **College Road** from the Quadrangle Lawn running East to the Library Lawn;

6. **Chancellery Walk** off High Street, running south connecting with Library Rd; and

7. **Gate 2 Avenue** off High Street, intersecting with Third Avenue.

Secondary and residential / car park circulation paths extend from the above major circulation paths.

**KEY**

- TNSW Bus Stop
- TNSW Light Rail Stop
- Public Vehicular & Pedestrian Entrance
- Pedestrian Entrance
- Decision Point
- Primary Pedestrian Route
- Secondary Pedestrian Route
- Residential & Car Park Pedestrian Routes
There is both an ethical and regulatory responsibility to provide wayfinding elements for the wider campus community.

Currently the only accessible paths identified are subtle signage at or to lifts. Accessible path wayfinding is presented within a micro environment not suitable for wheelchair users to plan their campus journey.

The significance of the diagram is the identification of wheelchair negotiation at nine different levels within the campus. The wheelchair paths were identified through extensive on site observations and campus wayfinding should assist wheelchair users in locating adequate accessible paths for aiding navigation.

**KEY**
- B: TfNSW Bus Stop
- L: TfNSW Light Rail Stop
- A: Accessible Path
- P: Public Accessible Parking
- E: Lift Access to next level
- R: Ramp Access to Next level
- S: Accessible Pedestrian Campus Entrance
Wayfinding Strategy Summary

Through the thorough analysis of campus conditions and also the future 2025 UNSW Strategic Plan, Urbanite has formulated a number of strategic wayfinding principles to assist positioning the signage system throughout UNSW.

These strategic wayfinding principles assist in ensuring that all design responses and locations of signage work to ensure an overarching, world-leading wayfinding system is implemented across all aspects of UNSW.

These strategic wayfinding principles consist of:

1. UNSW Experience
   It is imperative for the signage system to enhance the UNSW experience for all users. Special consideration has been given to campus and building entry points and also users circulating around the campus and the relevant sign forms they encounter. The signage design is a celebration of the UNSW brand and the unique location of the campus and subsequently wayfinding positioning strategies should position signage in visible and prominent locations. High quality contractors should be engaged to ensure the finish signage product reflects the high quality UNSW brand. A number of campus areas have been identified on the previous analysis pages for special consideration where signage can be utilised to greatly enhance the UNSW user experience.

2. Clear & Concise
   A critical component of a successful wayfinding system is clear and concise messaging and signage positioning. When positioning signage, a "less is more" approach should be taken and choosing messaging that will allow extremely clear and concise directional and identification purposes. Particular messaging should be selected for signs with a special focus on avoiding over-messaging or over-signing particular areas. Large amounts of messaging confuse and detract from the user experience and this should always be considered when positioning signage.

3. Consistency
   A number of positioning guides have been outlined for each of the sign forms described in this document, including comprehensive naming and messaging hierarchy listings. It is critically important that consistency across all forms, messaging and positioning is maintained across the campus. The signs have been designed to fulfil certain roles and ensuring consistency in signage for areas such as building and precinct entries aid in the wayfinding strategy to ensure users know what type of signage to look for when looking for particular facilities and conditions.

4. Inclusive
   Through the analysis of accessible pathways throughout the university, it is imperative that accessible paths and facilities are indicated and directed to on relevant wayfinding signage. This also includes features such as accessible amenities and car park areas. Affecting elements such as signage text heights, for users with reduced eye sight, needs to be considered across all wayfinding touch-points to ensure that positioning and selected messaging assist in creating an inclusive campus that all users can successfully navigate.

5. Integrated & Embedded
   The positioning of wayfinding signs need to ensure that all insertions feel that they are integrated and embedded within the urban fabric of the UNSW campus. This includes positioning freestanding signs within garden beds and landscaping, where possible, and ensure major circulation routes are not obstructed by signage positioning. Wall mounted signs typically take priority over freestanding and special consideration is required when mounting to or within buildings. Architects and landscape architects should be consulted when applying the signage system to their buildings and landscaping to ensure that the signage system does not feel like it has been positioned as an after-thought but rather supports the architectural or landscape design intent.

6. Sustainability
   Both using sustainable materials in the signage construction, such as LED illumination, and sourcing power for signage illumination sustainably work in conjunction with sustainability considerations in the position and changeability of the wayfinding system. To ensure minimal material use, the signage system consolidates a number of functional requirements into single sign forms, ensuring that fewer signs need to be produced. Special consideration is also given to changeability through strategic panelling, ensuring that as sign messaging is required to change, minimal energy and material is required. Consideration of the positioning of the wayfinding should always consider this sustainability principle and look at ways the amounts of signs can be reduced.
Terminology & Addressing

This section identifies the correct terminology that should be used on signage and articulates the addressing approach and hierarchy.

Terminology Overview
Terminology Categories
Addressing Strategy
Signform Hierarchy
External Messaging Allocation
## Terminology Overview

<table>
<thead>
<tr>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Campus Identification</strong>&lt;br&gt;(Main campus identity)</td>
<td><strong>Secondary Campus Identification</strong>&lt;br&gt;(Optional)</td>
<td><strong>Primary Gate Identification</strong>&lt;br&gt;(Entry Points)</td>
<td><strong>Streets &amp; Walkways</strong></td>
</tr>
<tr>
<td><strong>Primary campus identification</strong>&lt;br&gt;through UNSW logo branding:</td>
<td><strong>Optional secondary campus</strong>&lt;br&gt;identification as unique campus name in addition to logo:</td>
<td><strong>Major and minor campus entry points:</strong></td>
<td><strong>Major walk ways and streets at the perimeter and within the campus</strong>&lt;br&gt;(Kensington campus specific):</td>
</tr>
<tr>
<td>• UNSW Logo</td>
<td>• UNSW Logo • AFDA • Arts, Design &amp; Architecture • CBD Campus (O'Connell Street) • CBD Campus (Pitt Street) • Cliffbrook Campus • Kensington Campus • Manly Vale Campus • Randwick Campus</td>
<td>• Gate 1 • Gate 2 • Gate 3 • Gate 4 • Gate 5 • Gate 6 • Gate 7 • Gate 8 • Gate 9</td>
<td>• ANZAC Parade • Avenue West • Barker Street • Basser Steps • Botany Street • Chancellery Lane • Chancellery Walk • College Walk • Engineering Road • Fig Tree Lane • International Road • Library Road • Library Walk • Southern Drive • University Mall • Union Road • Willis Lane • Willis Street</td>
</tr>
</tbody>
</table>

The terminology list has been created to ensure consistent naming and addressing hierarchy of locations and areas across UNSW. When developing information for wayfinding signage it is important to use only approved naming and messaging, by referring to the terminology list.

This list can be added to and changed with the appropriate internal UNSW approvals and should be reviewed on a regular basis to check for current and future campus alignment.

The following pages outline the exact terminology that is approved for use across the Kensington campus only. The same terminology structure should be implemented main destinations for campuses outside of the Kensington campus.

**Note:**

For further detail on category definitions and destination categorisation protocol, refer to ‘Section 5, The Process, Sign Content’.
## Terminology Overview

### Level & Vertical Circulation

Internal identification system for multi level and subterranean buildings with multiple destinations:

- Level 2 (Continuous)
- Level 1M
- Level 1 Upper
- Level 1
- Ground
- Basement 1
- Basement 2 (Continuous)

### Primary Campus Destinations

Major buildings used by external and internal audiences, limited to (Kensington campus specific):

- AGSM (G27)
- Ainsworth Building (J17)
- Arc UNSW (D17)
- Ian Jacobs Building (D26)
- Biological Sciences South (E26)
- Blockhouse (G6)
- Building L5 (L5)
- Chancellery (C22)
- Civil Engineering (H20)
- Colombo House (B16)
- Computer Science Building (K17)
- Dalton Building (F12)
- June Griffith Building (F10)
- Old Main Building (K15)
- Alumni Park
- Barker Apartments (N13)
- Basser College (D17)
- Colombo House (B16)
- Creston College (A25)
- Fig Tree Hall (B18)
- Goldstein College (B17)
- House at Pooh Corner (N8)
- International House (C6)
- Kanga's House (O14)
- Library Lawn
- Michael Birt Lawn
- New College (L6)
- New College Postgraduate Village (H3)

### Secondary Campus Destinations

Major shared spaces used by external and internal audiences, (Kensington campus specific):

- Art & Social Sciences Faculty Office (C20)
- Art, Design & Architecture Faculty Office (H13)
- Engineering Faculty Office (K17)
- Law & Justice Faculty Office (F8)
- Medicine & Health Faculty Office (C27)
- Science Faculty Office (F12)
- Business School Faculty Office (E12)
- Estate Management (F23)

### FOH Staff Destinations

Secondary internal destinations, used primarily by staff, limited to (Kensington campus specific):

- Accommodation Services (C18)
- Alumni Association (C22)
- Careers and Employment Office (E15)
- Chaplains (E4)
- Co-op Program & Scholarship (F21)
- Counseling Service (E15)
- Educational Support Service (F20)
- Equity and Disability Unit (F20)
- Foundation Studies (L5)
- Freehills Law Library (F8)
- Future Students Office (H13)
- Graduate Research School (M15)
- FM Assist (F21)

### Student Services Destinations

Tertiary internal destinations, used primarily by students, limited to (Kensington campus specific):

- Arc Graduation & Gift Shop
- Australia Post
- Boost Juice
- Bar Navitas
- Commonwealth Bank
- Café
- Dentist
- Douglas Hanly Moir Pathology
- IGA
- Medibank Private
- Unisuper
- Optometry Clinic (M15)
- Pharmacy
- Physiotherapy Clinic (B8)
Terminology Overview

Student Facing Destinations

• General-use, education related facilities, e.g.:
  - CATS Room
  - Laboratory
  - Dark Room
  - Printing Room
  - Workshop
  - Fabrication Lab
  - Room Number (Adopting existing UNSW numbering protocol)

Public Services & Amenity Destinations

• Minor shared spaces used by external and internal audiences:
  (Kensington campus specific):
  - Car Park, Barker Street
  - Car Park, Botany Street
  - Car Park, High Street
  - Car Park, Western Campus
  - Toilet, Male
  - Toilet, Female
  - Toilet, All Genders
  - Ambulant Toilet, Male
  - Ambulant Toilet, Female
  - Parents Room

BOH Staff Destinations

• Staff offices/BOH destinations to be identified by name and number, e.g.:
  - Staff offices
  - Meeting Rooms
  - Specific functions rooms e.g. IT Purchasing
  - Air Conditioning & Refrigeration
  - Authorised Personnel Only
  - Building Services
  - Cleaners Room
  - Communications Room
  - Dangerous Goods Store (F17A)
  - Danger Switch
  - Electrical Cupboard
  - Fire Control Room
  - Hydraulic Riser
  - Lift Control Room

BOH Building Functions

• Statutory identification and operational facilities to be identified by name/instruction, e.g.:
  - FIRE HOSE REEL, FIRE HYDRANT, FIRE EXTINGUISHER
  - FIRE HOSE REEL, FIRE HYDRANT
  - FIRE HOSE REEL
  - FIRE EXTINGUISHER
  - FIRE SAFETY DOOR, DO NOT OBSTRUCT, DO NOT KEEP OPEN
  - FIRE HYDRANT AND SPRINKLER BOOSTER
  - COMBINED FIRE HYDRANT AND SPRINKLER BOOSTER
  - FIRE SAFETY DOOR DO NOT OBSTRUCT
  - WARNING SLIDING FIRE DOOR
  - PORTABLE FIRE EXTINGUISHER

List continues on following pages
Terminology Categories

- UNSW Logo

**Category 0:**
Primary Campus Identification
(Main campus identity)

**Purpose**
Identify the campus precinct and major entries to the campus designed for vehicular and pedestrian viewing. To be legible for both day and night viewing.

**Note**
This category indicates the campus logo as the primary sign content message and does not indicate the use of the 'University of New South Wales' text on the UNSW sign family.
Terminology Categories

- AFDA
- Arts, Design & Architecture
- CBD Campus (O'Connell Street)
- CBD Campus (Pitt Street)
- Cliffbrook Campus
- Kensington Campus
- Manly Vale Campus
- Randwick Campus

Category 1: Secondary Campus Identification (Joining campuses)

Purpose
Where additional clarification is required regarding campus name (typically not required as campus locations are typically not located adjacent to one another) the name of the campus can be added in addition to the primary logo (Category 0).
Terminology Categories

- Gate 1
- Gate 2
- Gate 3
- Gate 4
- Gate 5
- Gate 6
- Gate 7
- Gate 8
- Gate 9
- Gate 10
- Gate 11
- Gate 12
- Gate 13
- Gate 14
- Gate 15

Category 2: Gate Identification
(Primary and secondary entry points)

Purpose
Identify major and minor site entries utilised by external and internal audiences designed for vehicular and pedestrian viewing. General building lighting to assist in legibility during night viewing but typically internally illuminated.

Note
This listing is not exhaustive of all anticipated gate numbers and is a guide only.
Terminology Categories

• ANZAC Parade
• Avenue West
• Barker Street
• Basser Steps
• Botany Street
• Chancellery Lane
• Chancellery Walk
• College Walk
• Engineering Road
• International Road
• Fig Tree Lane
• Library Road
• Library Walk
• Physics Road
• Southern Drive
• University Mall
• Union Road
• Willis Lane
• Willis Street

Category 3:
Streets & Walk Ways
(Major perimeter and on-site walkways and streets)

Purpose
Identify the major perimeter and on-site walkways and streets within UNSW for vehicular and pedestrian viewing.
Terminology Categories

- Level 6 (Continuing)
- Level 5
- Level 4
- Level 3
- Level 2
- Level 1
- Ground
- Basement 1
- Basement 3
- Basement 2 (Continuing)

Category 4: Level & Vertical Circulation
(Multi-level and subterranean building destinations)

Purpose
Identify the internal identification system for multi-level and subterranean buildings with multiple destinations.
Terminology Categories

- AGSM (G27)
- AGSM Theatres
- Ainsworth Building (J17)
- The Allen's Hub
- Anita B. Lawrence Centre (H13)
- ARC @ UNSW
- Bank Building (F22)
- Biological Sciences South (E26)
- Blockhouse (G6)
- Building L5 (L5)
- UNSW Business School (E12)
- Patricia O'Shane Building (E19)
- Chancellery (C22)
- Chemical Sciences Theatres
- June Griffith Building (F10)
- Civil Engineering (H20)
- Civil Engineering Theatre
- Clancy Auditorium (C24)
- Colombo House (B16)
- Colombo House Theatres
- Computer Science Engineering (K17)
- Dalton Building (F12)
- Electrical Engineering (G17)
- Esme Timbery Creative Practice Lab (D8)
- Fig Tree Hall (B18)
- Fig Tree Theatre (B14D)
- Gonski Levy Theatre
- Hilmer Building (E10)
- Ian Jacobs Building (D26)
- IO Myers Studio (D9)
- John Goodsell (F20)
- Keith Burrows Theatre (J14)
- Law & Justice (F8)
- Law Library
- Law Theatres
- Library (F21)
- Lowy Cancer Research Centre (C25)
- Macauley Theatre (E15)
- Mathews Building (F23)
- Mathews Arcade (E24a)
- Mathews Theatres (D23)
- Mathews Pavilions (E24)
- Morven Brown Building (C20)
- Myers Theatre (M15A)
- New South Global Theatre
- Newton Building (J12)
- NIDA (D2)
- NIDA Parade Theatre (E2)
- Old Main Building (K15)
- Old Main Theatre
- Old Tote (B15)
- Parade Theatres
- Physics Theatre (K14)
- Quadrangle (E15)
- Red Centre Theatre
- Repository (B21)
- Rex Vowels Theatre (F17)
- Ritchie Theatre (G19)
- Robert Webster Building (G14)
- Robert Webster Theatres (G15)
- Roundhouse (E6)
- Roundhouse Unibar
- Rupert Myers Building (M15)
- Sam Cracknell Pavilion (H8)
- Gordon and Jacqueline Samuels Building (F25)
- Science and Engineering (F8)
- Science Theatre (F13)
- Scientia Building (G19)
- Solar Industrial Research Facility (G23)
- Squarehouse (E4)
- Studio One
- Tyree Energy Technologies Building (TETB) (H6)
- University Regiment (H1)
- University Regiment 2 (J2)
- Vallentine Annexe (H22)
- Wallace Wurth Building (C27)
- Willis Annexe (J18)

Category 5: Primary Campus Destinations
(Main educational & cultural buildings)

Purpose
Identify major educational and cultural buildings utilised by external and internal audiences designed for pedestrian viewing. General building lighting to assist in legibility during night viewing.

Note
The corresponding map code in brackets is to be paired with all campus destinations on both identification and directional sign types.
Terminology Categories

- Alumni Park
- Barker Apartments (N13)
- Basser College (D17)
- Colombo House (B16)
- Creston College (A25)
- Eleonora Kopalinsky Lawn
- Fig Tree Hall (B18)
- Goldstein College (B17)
- House At Pooh Corner (N8)
- International House (C6)
- Library Lawn
- Michael Birt Lawn
- Merilyn Sleigh Lawn
- New College (L6)
- New College Postgraduate Village (H3)
- Owl’s House (KS9)
- Phillip Baxter College (D18)
- Physics Lawn
- Pool Lawn
- Helen Maguire Lawn
- Scientia Lawn
- Shalom College (N9)
- Tigger’s Honeypot (BS22)
- University Terraces (B8)
- UNSW David Phillips Sport Field
- UNSW Residential Communities (B17)
- UNSW Village (B10)
- Village Green
- Warrane College (M7)

Category 6: Secondary Campus Destinations
(Residential, non-educational facilities & grounds)

Purpose
Identify secondary buildings and destinations utilised by external and internal audiences designed for pedestrian viewing. General building lighting to assist in legibility during night viewing.

Note
The corresponding map code in brackets is to be paired with all campus destinations on both identification and directional sign types.
Terminology Categories

- Art & Social Sciences Faculty Office (C20)
- Art, Design & Architecture Faculty Office (H13)
- Engineering Faculty Office (K17)
- Law & Justice Faculty Office (F8)
- Medicine & Health Faculty Office (C27)
- Science Faculty Office (F12)
- Business School Faculty Office (E12)
- Estate Management (F23)

Category 7: FOH Staff Destinations
(Faculty Offices)

Purpose
Identify major staff offices within primary educational buildings for internal pedestrian viewing.

Note
The corresponding map code in brackets is to be paired with all campus destinations on both identification and directional sign types.
Terminology Categories

- Accommodation Services (C18)
- Alumni Association (C22)
- Careers and Employment Office (E15)
- Chaplains (E4)
- Co-op Program & Scholarship (F21)
- Counselling Service (E15)
- Educational Support Service (F20)
- Equity and Disability Unit (F20)
- Fitness and Aquatic Centre (B5)
- Foundation Studies (L5)
- Freehills Law Library (F8)
- Future Students Office (H13)
- Graduate Research School (M15)
- FM Assist (F21)
- Human Resources (C22)
- Institute of Languages (L5)
- IT Service Desk (F21)
- Kingsford Legal Centre (F8)
- Learning and Teaching Unit (F21)
- Lifestyle Clinic (A27)
- Mail Centre (F23)
- Marketing Development (C22)
- New South Innovations (M15)
- Nura Gili – Balnaves Place (J17)
- Print Centre (F23)
- Religious Centre (E4)
- Research Services (M15)
- Security (B10)
- Sports Association (H8)
- Study Abroad & Exchange (F20)
- Squash Courts (B7)
- Swimming Pool (B4)
- Learning Centre (C22)
- Unisuper (B8)
- University Health Services (E15)
- UNSW Admissions (F21)
- UNSW Bookstore (E15)
- UNSW International Student Centre (H13)
- UNSW Residential Communities (B17)
- UNSW Scholarships (F21)
- UNSW Student Central (C22)
- Venues and Events (F23)

Category 8:
Student Services Destinations

Purpose
Identify destinations utilised primarily by internal audiences, particularly students.

Note
The corresponding map code in brackets is to be paired with all campus destinations on both identification and directional sign types.
Terminology Categories

- Arc Graduation & Gift Shop
- Australia Post
- Boost Juice
- Bar Navitas
- Commonwealth Bank
- Café
- Dentist
- Douglas Hanly Moir Pathology
- IGA
- Medibank Private
- Unisuper
- Optometry Clinic (M15)
- Pharmacy
- Physiotherapy Clinic (B8)
- Post Office (F22)
- Quad Food Court
- Subway
- Travel Agency
- UNSW Bookstore (E15)
- White House (C15)
- WH Smith

Category 9: Retail & Hospitality Service Destinations

Purpose
Identify service and hospitality destinations and facilities utilised by external and internal audiences.

Note
The corresponding map code in brackets is to be paired with all campus destinations on both identification and directional sign types.
Terminology Categories

- CATS Room
- Dark Room
- Fabrication Lab
- Laboratory
- Printing Room
- Room Number (Adopting existing UNSW numbering protocol)
- Studio
- Workshop

**Category 10: Student Facing Destinations**

**Purpose**
Identify general-use facilities primarily used by internal audiences.

**Note**
Consult UNSW Project Control Group to access information regarding the existing UNSW Room Number Protocol.
Terminology Categories

- Car Park, Barker Street
- Car Park, Botany Street
- Car Park, High Street
- Car Park, Western Campus
- Male Toilet
- Female Toilet
- Unisex Toilet
- All Genders Toilet
- Male Ambulant Toilet
- Female Ambulant Toilet
- Parents Room

Category 11: Public Service and Amenity Destinations

Purpose
Identify general-use, non-educational related facilities primarily for internal audiences.
Terminology Categories

- Staff Offices
- Meeting Rooms
- Specific functions rooms e.g. IT Purchasing
- Air Conditioning & Refrigeration
- Authorised Personnel Only
- Building Services
- Cleaners Room
- Communications Room
- Dangerous Goods Store (F17A)
- Danger Switch
- Electrical Cupboard
- Fire Control Room
- Hydraulic Riser
- Lift Control Room
- Mail Room
- Main Distribution Board
- Mechanical Room
- No Entry
- Plant Room
- Staff Room
- Stair
- Stair Fan Room
- Store Room
- Switches
- Tea Room
- Technical Services Room
- Utility

Category 12: BOH Staff Destinations

Purpose
Identify staff offices and BOH facilities used by staff and external maintenance users.

Note
ID sign types illustrate room number and name of facility. This listing is not exhaustive of all anticipated BOH room destinations and is a guide only.
Terminology Categories

- FIRE HOSE REEL
  - FIRE HYDRANT
  - FIRE EXTINGUISHER
- FIRE HOSE REEL
- FIRE HYDRANT
- FIRE EXTINGUISHER
- FIRE SAFETY DOOR
  - DO NOT OBSTRUCT
  - DO NOT KEEP OPEN
- FIRE HYDRANT
  - AND SPRINKLER BOOSTER
- COMBINED FIRE HYDRANT
  - AND SPRINKLER BOOSTER
- FIRE SAFETY DOOR
  - DO NOT OBSTRUCT
- WARNING
  - SLIDING FIRE DOOR
- PORTABLE
  - FIRE EXTINGUISHER

13

Category 13:
BOH Building Functions

Purpose
Identify BOH facilities including statutory regulated fire door signage used by all occupants in emergency situations and for external maintenance users.

Note
ST sign types or messaging do not appear on any directional wayfinding signage other than door signage (ST Series).

This listing is not an exhaustive list of all statutory messaging. All required signage and messaging for ST Series should be referred to BCA and Australian standards for each situation as well as the relevant certifier for assessment.
# Addressing Strategy

A clear and consistent addressing approach across the campus will ensure ease of navigation and roll out of signage. This will be built from current and new structures which includes the existing building naming conventions, map coding and new terminology structures.

## Hierarchy

The number assigned to each category classifies its position within the messaging hierarchy (as described on the previous pages). The hierarchy is sorted by descending numerals from 0, as demonstrated in the Gate Messaging and Directory Messaging diagrams.

In instances where multiple destinations of the same category are stacked, alphabetical ordering is applied. This is shown in Directory Messaging diagram with categories ‘5’ and ‘9’

### Note

Refer to Section 7 Graphic Standards for additional detail on messaging hierarchy in relation to pictograms, directional arrows and statutory messaging.
The diagrams shown illustrate the sign hierarchy protocol when determining the selection between freestanding and wall mounted signforms on a decision point that is not exclusively an open or an enclosed space.

To reduce the risk on sign saturation and ultimately implementing signforms that do not effectively respond to their environment, it is advised that a 5 metre zone is used to differentiate the suitability of a freestanding totem or wall mount sign within a location.

If a suitable wall sits within 5 metre zone of a masterplanned sign location, wall mounted signs are to be prioritised over freestanding totems.

These diagrams are a guide only and is advised that all sign locations are individually analysed to ensure that sight lines and installation processes are considered.

**Sign Type Key**

- DR.02 External Pedestrian Totem (2400mm)
- DR.06 Primary Wall Mounted: External Large OR DR.07 Primary Wall Mounted: External Small

**Key**

- Masterplanned Decision Point
- 5 Metre Zone
External Message Allocation

The diagram shown illustrates the protocol required when determining what destinations to add in an external directional sign’s messaging layout, relative to its masterplanned location.

To ease the masterplanning process of external directional signs and to reduce the risk of messaging overpopulating, it is advised that a 200 metre zone is used to specify what buildings are to be directed from the location of the sign. This approach will create considered and concise wayfinding messages that are unique to each sign’s location.

When individuals are seeking destinations beyond the 200m zoning of a directional sign, Digital Directory’s are to provide the information that leads to the zoning of the desired destination.

These diagrams are a guide only and is advised that all sign locations are individually analysed to ensure that relevant destinations and user journeys are considered.

**Specified Building Names:**
1. Fitness and Aquatic Centre B5
2. University Terraces B8
3. International House C6
4. IO Meyers Studio D9
5. Alumni Park
6. Squarehouse E4
7. Roundhouse E6
8. Science and Engineering E8
9. Hilmer Building E10
10. Law & Justice F8

**Key**
- Masterplanned Decision Point
- 200 Metre Zone
- Digital Directory Zone
- Sign Orientation

**UNSW Site Plan**
Scale 1:5000

**200m Zone Detail**
Scale 1:3000

**Messaging Example**
Scale N/A
4.0

User Journey
This section identifies examples of external and internal user journeys across the Kensington Campus and in a typical faculty building.
Wayfinding Aim

To provide intuitive self navigational aids to assist user journeys, a wayfinding system must:

• Use clear and consistent graphic elements which include: typeface, arrows and pictograms

• Consistent naming of routes, destinations, precincts, services and facilities

• Utilise pictograms and symbols to accompany text

• Highlight specific pathways to assist people with disability

• Provide clear signing of accessible routes where necessary
This illustrated user journey demonstrates the application of key principles and information delivery of wayfinding signage within the campus.

This journey follows a user from the proposed High Street Light Rail stop through the upper campus to the Electrical Engineering Building situated within the heart of the campus.

All wayfinding elements identified would be typically located at pathway intersections/decision points.

Diagram shown is a sample only.
External User Journey 2: Barker Street Parking Station to Business School E12

This journey follows a user from the Barker Street Parking Station along Engineering Road intersecting with University Mail heading West to intersect with the Northern path leading to the Business School.

All wayfinding elements identified would be typically located at pathway intersections/decision points.

Diagram shown is a sample only.
This plan identifies where different sign types should be located within a typical building’s interior.

Key decision point locations are any vertical circulation points (stairs and lifts) along with main entry points.

As highlighted by the grey backgrounds, these zones are typically where a user requires two sources of information; Directory and Directional.

Directory information identifies what is located on each level, this will be implemented by either a touch screen display or static display. Directional signage directs to the main destinations, facilities and public amenities within each level.

Identification signage provides confirmation for users when reaching destinations such as rooms, utilities, and level confirmation at lifts and stair circulation points.

Statutory signage and privacy decals make up the remaining sign types typically required for a building’s interior.
The UNSW campus currently has over seventy buildings within the precinct. The majority of buildings are used by academic personnel associated with individual faculties.

Key destinations have been identified as areas within the UNSW campus that are consistently sought by both the wider campus community and external visitors.

The Roundhouse is the campus’s live music and function venue. It also houses bars and eateries.

The Science Theatre contains tiered seating for over 800 people and hosts public performances, events and concerts regularly.

The Quadrangle is considered one of the University’s main student hubs containing food courts, book shops and stationery suppliers.

The surrounding area of the University Library is also considered a focal social hub with eateries located both east and west of the building.

The Sir John Clancy Auditorium, seating for over 900 people, is the largest public auditorium in the Eastern Suburbs and hosts conferences, lectures, classical music performances and recitals regularly.

Major public car parking and the Village Green spaces act as external user destinations, particular for weekend or evening sporting events.
The Roundhouse has been chosen for this user journey because of its status as a live act venue for the wider Eastern suburbs community.

Four typical pedestrian paths are illustrated beginning from the following locations:

1. High Street Bus Stop;
2. ANZAC Parade Bus / Light Rail Stop;
3. Barker Street Bus Stop; and
4. Barker Street Parking Station.

Each illustrated user journey indicates the directional signage sequence for successful self navigation to the Roundhouse.

The following page outlines these touchpoints in detail.

**Key**

- **TfNSW Bus Stop**
- **TfNSW Light Rail Stop**
- **Accessible Parking**
- **Public Parking**
- **Primary Decision Point with Signage**
- **Directional Sign Type**
- **Destination**

**Pedestrian Path from High St Bus Stop**

**Pedestrian Path from ANZAC Parade Bus / Light Rail Stop**

**Pedestrian Path from Barker Street Bus Stop**

**Pedestrian Path from Barker Street Parking Station**
Public Accessible Destinations User Journey:
Roundhouse – 2 of 2

High Street Bus Stop

1. International Road entrance
2. International Road / Third Avenue entrance
   ID.01 External: Gate Primary Vehicular Totem
   Directional Sign Type Example:
   Science Road / Engineering Rd intersection
   2400mm, directing north

Barker Street Bus Stop

1. Science Road entrance
2. International Road / Third Avenue entrance
   ID.03 External: Gate Pedestrian Totem Family
   Directional Sign Type Example:
   Science Road / Southern Dr intersection

3. Science Road / University Mall intersection
   Directional Sign Type Example:
   Science Road / University Mall Roundhouse & Law Building
   University Mall Blockhouse & Law Building
   2400mm, directing north

4. Barker Street Parking Station

1. Science Road / Engineering Rd intersection
2. Science Road / Southern Drive intersection
   Directional Sign Type Example:
   Science Road / University Mall intersection
   2400mm, directing north

3. University Mall Blockhouse & Law Building
   Directional Sign Type Example:
   Barker Street Parking Station
   2400mm, directing north

4. Barker Street Parking Station
   Barker Street Bus Stop
   21 3 4
   1 2

21 3 4
21 3 4
21 3 4
21 3 4

University Mall
 University Mall
 University Mall
 University Mall

Public Accessible Destinations User Journey:
Roundhouse – 2 of 2
Public Accessible Destinations User Journey:
Sir John Clancy Auditorium – 1 of 2

The Sir John Clancy Auditorium has been chosen for this second user journey example due to its status as the largest seating capacity auditorium within the wider Eastern Suburbs and for its function during graduation events.

Four typical pedestrian paths are illustrated beginning from the following locations:
1. High Street Bus Stop;
2. ANZAC Parade Bus / Light Rail Stop;
3. Botany Street Bus Stop; and
4. Botany Street Parking Station.

Each illustrated User Journey indicates directional signage sequence for successful self navigation to the Sir John Clancy Auditorium.

Key
- TfNSW Bus Stop
- TfNSW Light Rail Stop
- Accessible Parking
- Public Parking
- Primary Decision Point with Signage
- Directional Sign Type
- Destination
- Pedestrian Path from High Street Bus Stop
- Pedestrian Path from ANZAC Parade Bus / Light Rail Stop
- Pedestrian Path from Barker Street Bus Stop
- Pedestrian Path from Barker Street Parking Station
Public Accessible Destinations User Journey:
Sir John Clancy Auditorium – 2 of 2

Botany Street Parking Station

1

Library Walk / Chancellery Walk intersection

Directional Sign Type
Example: DR.02
External: Pedestrian Totem
2400mm, directing north

High Street Bus Stop

1

Chancellery Walk entrance

Directional Sign Type
Example: ID.03
External: Gate Pedestrian Totem Family

2

Chancellery Walk entrance

Directional Sign Type
Example: DR.02
External: Pedestrian Totem
2400mm, directing south

Botany Street Bus Stop

1

High Street / Wallace Wurth Building Entry

Directional Sign Type
Example: DR.02
External: Pedestrian Totem
2400mm, directing south

Wallace Wurth Building/pathway leading Chancellery Walk

Directional Sign Type
Example: DR.02
External: Pedestrian Totem
2400mm, directing west

Barker Street Parking Station

1

Upper Campus

Lower Campus

University Mall pathway

Digital Directory
ID.09
External: Digital Directory Totem, directing east

University Mall / Civil Engineering intersection

Directional Sign Type
Example: ID.05
External: Street Sign, directing north

Library Road leading to Civil Engineering Intersection

Directional Sign Type
Example: DR.02
External: Street Sign, directing north

Library Walk / Chancellery Walk intersection

Directional Sign Type
Example: DR.02
External: Street Sign, directing north

Library Walk / Chancellery Walk intersection

Directional Sign Type
Example: DR.02
External: Street Sign, directing north
Wayfinding Placement

To provide intuitive navigation the following rules should be applied when positioning signage throughout the campus:

• Consistency in wayfinding signage placement
• Placement of wayfinding signage elements at major decision points
• Consider the users’ navigational needs when choosing what sign type is required
• Do not over burden the user by providing too much information
• Provide information that is clear and concise
• Provide clear indicators of accessible routes where necessary
Public Vehicular Entry Locations
As identified on the far left example, it is recommended to place an Gate Primary Vehicular Totem within the traffic island of each entrance road.

The placement within the traffic island provides equal visibility for vehicles approaching from both directions.

It also increases visibility that is reduced due to foliage surrounding the campus.

Authorised Vehicular Entry location
Ceremonial Campus Entry
Gate 9 High Street

The placement of a Gate Secondary Vehicular Totem within the western traffic island at the Chancellery Walk vehicular entrance identifies the secondary vehicle access routes at this location.

It also increases visibility that is reduced due to foliage surrounding the campus.

For all instances, the totem should be positioned to ensure it is clear of large vehicle turning radius.

Note Regarding Services
If any signage has the potential to obstruct campus services around entry points, such as lighting or cables, the signage should be relocated to the sides of the driveway. To be assessed on site prior to fabrication and installation.

Sign Type Key
- ID.01 External: Gate Primary Vehicular Totem
- ID.02 External: Gate Secondary Vehicular Totem Family
Campus Entrances: Pedestrian

Primary Campus Entry
Barker Street & Engineering Road
Scale 1:300

The placement of the Gate Pedestrian Totem is to allow for maximum visibility along Barker Street’s footpath. It is to be located on either the western or eastern edge of Engineering Road, again this is due to the possible use of the Engineering Road entrance for emergency vehicle access.

It is recommended that placement is within approximately 1000mm from the junction of the Barker Street’s footpath and Engineering Road on landscaping. Positioning should not impede pedestrian traffic on footpath. Visibility should not be obstructed by foliage surrounding the campus. This will have an impact on exact signage location.

Primary Campus Entry
Barker Street & Science Road
Scale 1:300

A major pedestrian entry point not currently identified is through the passageway under Barker Street Campus Apartments. It is recommended to identify this entrance with Gate Pedestrian Totem as the passageway leads to Science Road, one of the campus’ primary circulation routes.

It is recommended that is within approximately 500mm from the junction of the Barker Street’s footpath and the footpath leading through the passageway under Barker Street Campus Apartments to Science Road on landscaping. Positioning should not impede pedestrian traffic on footpath.

Visibility should not be obstructed by foliage surrounding the campus. This will have an impact on exact signage location.

Sign Type Key

- 1D.03 External: Gate Pedestrian Totem Family
Primary Campus Circulation
Wherever primary pedestrian circulation paths intersect, the following guidelines are to be followed:

Pedestrian Totems are to be located on the northern edge of University Mall. This is due to the centre of the Campus being north of the Mall.

Pedestrian Totems are to be located within 1m from the intersection on landscaping. Positioning should not impede pedestrian traffic on footpath.

Street Signs are to be located diagonally opposite Pedestrian Totems. There are areas along University Mall that area wider than 10 metres. In this situation where '+' intersections occur mainly intersections with Science and Engineering Roads, two Street Signs can be used at both intersection points.

Where steps are near pedestrian path intersections totems are to be located on the far side of the intersection.

Sign Type Key
- DR.02 External: Pedestrian Totem (2400mm)
- ID.05 External: Street Sign
Campus Circulation Paths intersections
When two pedestrian circulation paths of different categories intersect (see section 2), the following guidelines are to be followed:

The Pedestrian Totem sign type is to be placed on the higher circulation category (see section 2).

Pedestrian Totems are to be located within 1m from the intersection with other paths on landscaping.
Positioning should not impede pedestrian traffic on footpath.
Street Signs are to be located diagonally opposite Pedestrian Totems.
Where steps are near pedestrian path intersections totems are to be located on the far side of the intersection.

Primary Campus Circulation – Restricted Spaces
Library Walk & Chancellery Walk
Library Walk footpath is an example where two primary circulation paths intersect within a restricted space.
The placement of a Pedestrian Totem is not possible here, so a Primary Wall Mounted sign type is to be used. The exact location is to be determined on site however it is important to ensure the location is clear of other notices or obstructions to provide prominence and ease of viewing.
Street Signs are to be located at the end point of the ‘T’ junction as indicated.

Sign Type Key
- DR.02 External: Pedestrian Totem (2400mm)
- DR.06 External: Primary Wall Mounted (Large) OR DR.07 External: Primary Wall Mounted (Small)
- ID.05 External: Street Sign
Campus Building Identification

Example 1 & 2
Campus Building located away from a Major Pedestrian Circulation path

Three forms of identification are required when a building entrance is located away from a major Pedestrian Circulation Path and cannot be visually seen:

1. Building Entrance Totem which is placed at the junction point between the Major circulation path and pedestrian service path leading to the building itself.
2. Building Entrance Wall-Mounted located at the entrance to the building.
3. Building Facade Sign Family individual letters are to be mounted on the most appropriate location close to the building’s entrance to allow maximum identity.

Example of this situation is Willis Annex off University Square.

Example 3
Campus Building located directly on Major Pedestrian Circulation paths

Only two forms of identification are required when a building entrance can be seen directly from a major Pedestrian Circulation Path:

1. Building Entrance Sign located at the entrance to the building.
2. Building Facade Sign Family individual letters are to be mounted on the most appropriate location close to the building’s entrance to allow maximum visibility; this may include the side of the building as well as approaching from University Mall (confirm with architect).

In all situations consistency is required.

Sign Type Key

- ID.04 External: Building Facade Sign Family
- ID.06 External: Building Entrance Totem
- ID.07 External: Building Entrance Wall-Mounted
Ceremonial Zone within the Campus

Chancellery Walk

Illustrated is a general guide for the placement of the main wayfinding elements used to provide self-navigation within the North-Eastern corner of the campus.

Note all directional totems are placed within the path's side closest to the campus' centre.

Location Key

Sign Type Key

- DR.02 External: Pedestrian Totem (2400mm)
- ID.04 External: Building Facade Sign Family
- ID.05 External: Street Sign
- ID.06 External: Building Entrance Totem
- ID.07 External: Building Entrance Wall-Mounted
Ceremonial Zone within the Campus
Note all directional elements are placed within the path’s side closest to the campus’ centre.

Location Key

Sign Type Key
- DR.02 External: Pedestrian Totem (2400mm)
- ID.04 External: Building Facade Sign Family
- ID.05 External: Street Sign
- ID.06 External: Building Entrance Totem
- ID.07 External: Building Entrance Wall-Mounted
International Square between Ainsworth and Electrical Engineering Buildings

Illustrated is a general guide for the placement of the main wayfinding elements used to provide self-navigation at the gradient slope within the Lower Campus Eastern Zone approaching Upper Campus.

This example highlights the use of Building Entrance Totems used to identify buildings that are not located directly on major pedestrian paths.

Location Key

- **DR.02 External**: Pedestrian Totem (2400mm)
- **ID.04 External**: Building Facade Sign Family
- **ID.05 External**: Street Sign
- **ID.06 External**: Building Entrance Totem
- **ID.07 External**: Building Entrance Wall-Mounted
Gate 2 Avenue junction with College Road
Illustrated is a general guide for the placement of the main wayfinding elements used to provide self navigation from Gate 2 Avenue through to College Road.

It is important to note that Gate 2 Avenue and College Road are shared vehicle and pedestrian paths.

Care has to be taken in locating signs in a manner that does not disrupt or endanger vehicle and pedestrian circulation.

Location Key

Sign Type Key
- DR.02 External: Pedestrian Totem (2400mm)
- ID.04 External: Building Facade Sign Family
- ID.05 External: Street Sign
- ID.06 External: Building Entrance Totem
- ID.07 External: Building Entrance Wall-Mounted
Section 5.0

The Process
This section outlines the step by step process that needs to be undertaken when implementing the wayfinding system.

Wayfinding Strategy Overview
Process Overview
Process Details
Wayfinding Strategy Overview

The UNSW sign family has been developed to respond to typical wayfinding journeys for pedestrian and vehicular users approaching the campus via public transport, private vehicle and bicycle.

The sign family responds to the demands of the campus, including its size, layout and varied landscape, while also laying a strong foundation for the campus overhaul outlined in the 2025 UNSW Vision.

Hierarchical System
UNSW Kensington campus is highly concentrated within a single large block, and thus requires a hierarchical wayfinding strategy based on user journeys from external to internal. When information is given too early the user can become overloaded with information and require continual confirmation along the journey. A proliferation of signage across the site does not aid in legible wayfinding and is expensive to maintain.

The approach adopted in these Signage Standards is to develop a systematic delivery of information across the site that responds to the journey from arrival at the campus perimeter through to a building, level and final room destination. The sign family and graphic layout design is hierarchical in the sign form, sign content, font size and weight. Not all destinations can be illustrated on the signs so a descending order of importance is used to determine sign content.

The sign family also clearly delineates the perimeter of the campus and its entry points, emphasising the physical presence of UNSW while also forming an iconic visual brand for the campus.

Terminologies
As a general rule, signage messaging adopts the current numbering systems and terminologies put in place by UNSW, in order to not disrupt the day to day processes of such a large campus. Furthermore, as the 2025 UNSW Vision consists of a significant change to campus buildings and destinations, the proposed system should allow easy integration of new destination names and codes. The system also adopts the current map grid coding already in place for building referencing, establishing relationships between built forms and their mapped locations through integration of these codes into signage messaging.

Refer to Section 3: Addressing and Terminology for a comprehensive listing of all campus destinations and their appropriate hierarchies.

Graphic Standards
A highly rigorous set of graphic standards enables the wayfinding system to be thoroughly consolidated and consistent across the campus, while becoming an iconic part of the UNSW identity. Furthermore, the use of UNSW yellow as the main signform colour ensures a high level of contrast and legibility in campus environments.

Modular System
The UNSW sign family is also highly modular, consolidating many existing disparate sign types into sign type families that can be easily assembled and installed to suit the purposes of each destination. The majority of sign forms have been designed to allow the removal and replacement of panels, allowing for updates or amends to easily be made. Furthermore, room identification sign types have been designed as a stacking system that respond to the function and necessity of each room.
Process Overview

1. Audit
   Review site, identify what signs/panels are required based on site function/facilities and circulation routes, including site links.

2. Sign Locations
   Indicate on plans the location of all signs using the alphanumeric coding established in these Signage Standards. Consult with the site coordinator on placement.

3. Sign Selection
   Select sign types/panel sizes from the Signage Standards based on the user group, message requirements, and sign location.

4. Sign Content
   Prepare sign message content based on location requirements, including existing signs.

5. Procurement
   Brief Signage Contractor to supply a quote. Appoint Signage Contractor.

6. Site Inspection
   Signage Contractor to conduct a site inspection to establish accurate dimensions and locations of signs.

7. Artwork Creation
   Create artwork for signage and develop mapping artwork. Design coordination with interior designer.

8. Creating Shop Drawings
   Signage Contractor creates shop drawings based on Signage Standards design intent drawings, artwork, and graphic layouts.

9. Artwork Approval
   Following approval of artwork by the client and/or Signage Consultant artwork is dispatched to Signage Contractor.

10. Shop Drawing Approval
    UNSW and/or Signage Consultant review shop drawings and approve for manufacture. Design coordination with site coordinator.

11. Fabrication
    Signage Contractor commences manufacture of signs/panels based on approved shop drawings.

12. Installation
    Signs/panels delivered to the site. New signs/panels are installed by Signage Contractor.

13. Defects Review
    Defects inspection carried out by the client and/or Signage Consultant.

14. Rectification
    The client and/or Signage Consultant briefs Signage Contractor on rectification required. Signage Contractor to rectify defects.

15. Final Approval
    The client grants final approval of signage.

Note: Steps 13 and 14 relevant to large projects only.

YELLOW boxes indicate where UNSW and/or a nominated Signage Consultant carries out the work.

GREY boxes indicate where the Signage Contractor is responsible for carrying out the work. This process is a guide only, based on industry experience and the existing signage installation.

WHITE boxes show where the Signage Consultant or the Signage Contractor share responsibility to deliver the work.

The Signage Standards will be utilised for replacing an existing sign due to content changes due to re-planning or damage and also new sign implementation programs for new or refurbished buildings. The process remains the same for one sign or one hundred signs. Outlined here is a stepped process identifying the stages of planning for implementing signs, who is responsible for each step, and critical approval points. This is further detailed in the following pages.
Step 1: Audit

Review the site and identify what signs / panels are required based on site function / facilities, key destinations and circulation routes. Use this process to become accustomed to the building and its key areas that users will need to locate.

Sign Planning
While there will be a variety of users of the site, the primary user group to deliver wayfinding and identification signage for are the UNSW students. The site and/or building function and form, its types of users and hours of operation all influence where signs are located.

Sign planning is best done by walking the site either physically for existing buildings or by reviewing the site/building plans and liaising with the site/building designers and UNSW to understand the project requirements.

Circulation Diagram
A circulation diagram indicating typical journeys for various user groups will assist in developing the sign locations. The diagram should highlight entries, locations of movement devices – lift, stair escalators and major facilities/destinations. All routes that offer more than one way to proceed will require directional signage.

Essential questions are asked. 'Which building am I entering, and what is in the building?'. 'Where do I find the lift or toilet?'. Answering questions where it is appropriate and confirming primary information along the way will develop a legible system of movement across and through the site/building. Consider the changes of use and potential management issues that may arise from site to site.

Existing Precincts
For existing sites that require refurbishment of their signage systems, adjacent precinct signage should also be considered, and may need to be amended based on the new signage system.
Step 2: Sign Locations

Indicate on site plans the location of all signs using the alpha-numeric coding established in these Signage Standards. It is recommended a signage consultant assists with this process.

Sign Location Plan
The sign location plan documents the sign location on a plan via the alphanumeric code system illustrated in Section 3.

The plan includes but is not limited to:

- The type of the sign, the specific location of each sign illustrating the orientation, height and distance from primary site/building set-out points.
- The sign content including text, pictograms and arrows and including the requirement for tactile and Braille.
- Where services are required for illumination reference to the requirement should be made adjacent to the alphanumeric code.

The sign location plan is developed from the circulation diagram prepared in Step 1. The plan indicates where information is required. Signs and messages need to respond to circulation patterns to and from a destination. Refer to Section 4 for typical signage locations for key destinations around campus.

Sign Decision Points
Typically information is required at all pedestrian entry points (1) to the site, at site boundaries and at building entries and across the site from one building to another.

Internal entry foyers at ground level and on other levels that connect to adjacent buildings require directional information to navigate internally including movement devices – lift, stairs and escalators. These are typically decision points (2).

All rooms and facilities require destination identification (3) dependent on the allocation of the destination in the nomenclature hierarchy illustrated in Section 3.

Accessible pathways require signs if they differ from the primary circulation route and accessible facilities must be included on relevant signage.
## Step 3: Sign Selection

### UNSW Sign Types Family

The UNSW sign family consists of eight functional sign types, that encompass the range of external, internal, statutory, and temporary signage required by the campus. Sign selection is dependent on functional requirements;

- Where is the sign located?
- What information is required at that location?
- Which sign illustrates the information required to deliver legible wayfinding?

Section 9 provides an overview of the sign types, and sections 10 – 17 illustrate sign purpose, location guidelines, graphic standards, finishes and materiality for each sign. An explanation of the eight functional sign types are noted here.

The following pages illustrate the sign selection process for a typical journey within the Electrical Engineering Building.

Refer to Section 4: User Journey for a comprehensive breakdown of internal and external user journeys and sign selections.

<table>
<thead>
<tr>
<th>ID</th>
<th>DR</th>
<th>CP</th>
<th>OP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identification</td>
<td>Directional</td>
<td>Car Park</td>
<td>Operational</td>
</tr>
</tbody>
</table>

Identification signage is used to identify places and destinations, ranging from entrances and gates to room identification. Refer to Section 3: Addressing and Terminology for a comprehensive listing of campus destinations and their identification terminology.

The directional category includes directories and directional signs. Directory signs list destinations and direct to and from places and destinations in the immediate precinct or level. Directional signs direct to and from places and destinations.

Car park signage is concerned primarily with identification, directional, and operational signage in the vicinity of campus car parks, and their specific requirements. It has been separated from the other categories to facilitate material specifications in these locations.

Operational signs illustrate staff and campus operations and BOH destinations including regulatory messages, prohibitive and safety information. They also include campus facilities such as drop boxes, water refill points, and waste bin signage.

### Statutory

Statutory signage covers a wide range of hazard, danger, and security notices, as well as those required by BCA standards for fire safety or laboratory operations.

Temporary and display signage refers to signs for the purpose of short-term use or that are appropriated for the display of student or staff-produced signage. This includes noticeboards, display frames, and construction hoarding.

Environmental signage refers specifically to privacy graphics and safety decals that serve site-specific functions around campus.

Specialty signage refers to bespoke signs designed for specific university projects and sites. These are intended to provide a framework for future bespoke designs only.
Step 3: Sign Selection

Masterplanning consists of selecting specific sign types and allocating their position to respond to information gathered from step 1 and 2. The master plan should include present and future goals and the probability of long term message changes. Creating a master plan is an economical investment that ensures both accurate and functional decisions are made in the roll out process. The adjacent plan showcases a primary sign type masterplan exercise for:

**Directional sign types**

These pages only illustrate a smaller selection of the sign types for this user journey and are only intended as a sample. Refer to Section 4 for a comprehensive breakdown of all proposed sign types.

1. **DR.08 Internal Primary Wall-Mounted (Large)**
   This sign type provides directions to primary and secondary destinations around the site, in a larger format.

2. **DR.09 Internal Primary Wall-Mounted (Small)**
   This sign type provides directions to immediate destinations around the site, in a smaller format.

3. **ID.15 Internal: Lift Directory (Digital)**
   This sign type provides a directory listing of destinations within a building, located at a lift lobby, in a digital format. or

4. **ID.16 Internal: Lift Directory (Static)**
   This sign type provides a directory listing of destinations within a building, located at a lift lobby, in a static format.
Step 3: Sign Selection

Secondary sign types
These pages only illustrate a smaller selection of the sign types for this user journey and are only intended as a sample. Refer to Section 4 for a comprehensive breakdown of all proposed sign types.

1. **ID.18 Lift Level ID**
   This sign type informs users of the current building level upon leaving a lift.

2. **ID.17 Stair Level ID**
   This sign type informs users of the current level at the entrance to internal stairs.

3. **ID.20 Room ID Family**
   This sign type acts as room identification, and can provide information such as room number, name, timetables or hazard sheets, and accessible facilities.

4. **ID.21 Amenity Blade Family**
   This sign type acts as an identifier for amenity facilities and is located next to the entrances of these facilities.

5. **ST.02 Fire Door Family**
   This sign type provides statutory information and identifies statutory facilities such as fire doors and their associated warnings.
### Step 4: Sign Content

<table>
<thead>
<tr>
<th>Category</th>
<th>Category Title</th>
<th>Definition</th>
<th>Categorisation Protocol</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Primary Campus Identification</td>
<td>• The official master brand mark for University of New South Wales, Sydney. The logo is not to be altered in anyway and no elements are to be used individually (e.g.: do not use the crest or ‘UNSW’ alone)</td>
<td>• Landscape version to be used only. Refer to UNSW brand guidelines</td>
</tr>
<tr>
<td>1</td>
<td>Secondary Campus Identification (optional)</td>
<td>• Campuses under the UNSW umbrella outside of the main Kensington Campus, Sydney</td>
<td>• Inclusion of new secondary campus names must be approved by the relevant authority within the University to ensure a consistent approach is adopted across the university</td>
</tr>
<tr>
<td>2</td>
<td>Streets &amp; Walkways</td>
<td>• Major streets classified by Roads &amp; Maritime Services and Councils at the perimeter of the campus site and main walkways within the campus site.</td>
<td>• Inclusion of new or alteration of existing street names and walk ways must be approved by the relevant authority within the University to ensure a consistent approach is adopted across the university</td>
</tr>
<tr>
<td>3</td>
<td>Level &amp; Vertical Circulation</td>
<td>• Internal identification system for multi level and subterranean buildings</td>
<td>• Level 00 is always represented as ‘Ground’</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Levels 01 and above are represented as ‘Level 1’, ‘Level 2’, etc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Levels below Level 00 are classified as basement levels and must be represented as ‘Level B1’, ‘Level B2’, etc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>This protocol overrides all level numbering provided by architects. It is essential that all buildings adopt the same level number system to ensure a consistent wayfinding experience between faculties.</td>
</tr>
</tbody>
</table>

**Naming Terminologies**

Sign content categories 0 – 13 nominate the recommended content for each sign type at UNSW. The categorisation of destinations at UNSW into a structured hierarchy ensures a consistency of content in relation to which destinations are identified on the signs and how they are identified. Destinations are categorised according to location types, and also with reference to who are the users of that information. The categorisation forms the basis of the content approach to each sign type, and inform what information is available to users at what point along their journey.

**Note:**

Refer to Section 3: Addressing and Terminology for a comprehensive listing of all categories and their contents, as well as addressing strategies and hierarchies.

**New Destinations**

The categorisation of new destinations is at the discretion of UNSW Signage Contractors or Estate Management, and must be approved by the Executive Director or Associate Director, with careful reference to category definitions presented in the table.
### Step 4: Sign Content

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</tr>
</thead>
</table>
| 5        | Primary Campus Destinations                 | • Major educational and cultural buildings used by external and internal audiences. This can include:  
- Faculty buildings  
- Faculty lecture theatres  
- Entertainment & arts facilities  
- Mixed use educational areas with minimum 500+ capacity | • Inclusion of new primary campus destination names must be approved by the relevant authority within the University to ensure a consistent approach is adopted across the university |
| 6        | Secondary Campus Destinations               | • Major shared residential spaces, non-educational facilities & grounds used by external and internal audiences. This can include:  
- Residential buildings  
- Postgraduate villages  
- Childcare facilities  
- Lawns & parks | • Inclusion of new secondary campus destination names must be approved by the relevant authority within the University to ensure a consistent approach is adopted across the university |
| 7        | FOH Staff Destinations                      | • Secondary internal destinations, used primarily by staff. This can include:  
- Faculty offices  
- Management facilities | • Inclusion of new primary campus destination names must be approved by the relevant authority within the University to ensure a consistent approach is adopted across the university |
| 8        | Student Services Destinations               | • Tertiary internal destinations, used primarily by students. This can include:  
- Student support services  
- University run health facilities  
- Student focused security and management | • Inclusion of new student service destination names must be approved by the relevant authority within the University to ensure a consistent approach is adopted across the university |

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<th>Definition</th>
<th>Categorisation Protocol</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Retail &amp; Hospitality Services</td>
<td>• External and internal Commerce-use, non-educational related facilities within the UNSW campus site. This can include: - UNSW run retail stores - Cafés, Restaurant and Bars - Food courts - Banks - External clinics - Convenient Stores</td>
<td>• Inclusion of new retail and hospitality destination names must be approved by the relevant authority within the University to ensure a consistent approach is adopted across the university</td>
</tr>
<tr>
<td>10</td>
<td>Student Facing Destinations</td>
<td>• General use, educational-use facilities. This can include: - CATS Rooms - Studios - Workshops - Laboratories</td>
<td>• Inclusion of new student facing destination names must be approved by the relevant authority within the University to ensure a consistent approach is adopted across the university</td>
</tr>
<tr>
<td>11</td>
<td>Public Services &amp; Amenity</td>
<td>• Minor shared spaces used by external and internal audiences. This can include: - Car parks - Toilets - Change rooms</td>
<td>• Inclusion of new public services and amenity destination names must be approved by the relevant authority within the University to ensure a consistent approach is adopted across the university</td>
</tr>
</tbody>
</table>

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<th>Definition</th>
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</tr>
</thead>
</table>
| 12       | BOH Staff Destinations  | - Staff offices/BOH destinations to be identified by name and number. This can include:  
- Staff Offices  
- Meeting rooms  
- ‘Authorised Access Only’ rooms  
- Control Rooms | - Inclusion of new BOH staff destination names must be approved by the relevant authority within the University to ensure a consistent approach is adopted across the university |
| 13       | BOH Building Functions  | - Statutory identification and operational facilities identified by name/instruction. This can include:  
- Fire Hose Reel  
- Fire Safety Door  
- Fire Hydrant Booster | - Inclusion of new BOH building function names must be approved by the relevant authority within the University under the guidance of a certifying authority to ensure Australian standards are consulted prior to application of messaging on site. |

### Naming Terminologies

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Step 4: Sign Content

Review the masterplan and identify what messages are required based on signs/panels at defined circulation routes and destinations.

### Signage Content Schedules

Sign message content is documented in a Signage Content Schedule. The schedule is linked to the sign location plan via the alphanumeric code system for the signs illustrated in Section 3. Graphic layouts for the signs illustrates the type of content each sign has been designed to contain.

<table>
<thead>
<tr>
<th>SIGN</th>
<th>SIGN TYPE</th>
<th>SIGN NAME</th>
<th>LOCATION</th>
<th>MESSAGING</th>
<th>SIDE</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>DR.07</td>
<td>Primary Wall Mounted Directional: Internal Small</td>
<td>1</td>
<td>Level 1</td>
<td>[up arrow]</td>
<td>Transport &amp; Road Safety (TARS) Research</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Semiconductor Nanofabrication Facility</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Science Learning &amp; Teaching Unit</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Physics First Year Teaching Lab L1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Rooms 109 - 117</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>W206, 234 Offices</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Super Conducting Single Charge Device (SC2) Lab</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Electron Spin Resonance Lab</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Acoustics Lab</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Toilets [Unisex and Accessible Pictogram]</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>[UNSW Logo]</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>NA</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>200mm to left of door frame</td>
<td>1</td>
</tr>
<tr>
<td>DR.07</td>
<td>Primary Wall Mounted Directional: Internal Large</td>
<td>1</td>
<td>Level 1</td>
<td>[up arrow]</td>
<td>Transport &amp; Road Safety (TARS) Research</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Semiconductor Nanofabrication Facility</td>
<td>1</td>
</tr>
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<td></td>
<td></td>
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<td>1</td>
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<td>Physics First Year Teaching Lab L1</td>
<td>1</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>Rooms 109 - 117</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>W206, 234 Offices</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Super Conducting Single Charge Device (SC2) Lab</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
<td>Electron Spin Resonance Lab</td>
<td>1</td>
</tr>
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<td></td>
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<td></td>
<td>Acoustics Lab</td>
<td>1</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Toilets [Unisex and Accessible Pictogram]</td>
<td>1</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>[UNSW Logo]</td>
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</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>NA</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>200mm to left of door frame</td>
<td>1</td>
</tr>
<tr>
<td>ID.18</td>
<td>Internal ID: Lift Level ID 1</td>
<td>1</td>
<td>Fix centred above lift call button</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ID.20</td>
<td>Room ID</td>
<td>1</td>
<td>Room 20</td>
<td>NA</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>ID.20</td>
<td>Room ID</td>
<td>1</td>
<td>Room 21</td>
<td>NA</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>ID.20</td>
<td>Room ID</td>
<td>1</td>
<td>Room 22</td>
<td>NA</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>ID.20</td>
<td>Room ID</td>
<td>1</td>
<td>Room 23</td>
<td>NA</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>ID.20</td>
<td>Room ID</td>
<td>1</td>
<td>Room 24</td>
<td>NA</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>ID.20</td>
<td>Room ID</td>
<td>1</td>
<td>Room 25</td>
<td>NA</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>ID.20</td>
<td>Room ID</td>
<td>1</td>
<td>Room 26</td>
<td>NA</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>ID.21</td>
<td>Amenity ID: Blade 1</td>
<td>1</td>
<td>[Male Pictogram]</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>[Female Pictogram]</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>[Unisex Pictogram] [Accessible Pictogram]</td>
<td>1</td>
</tr>
<tr>
<td>ST.02</td>
<td>Statutory: General Fire Door</td>
<td>1</td>
<td>FIRE SAFETY DOOR</td>
<td>DO NOT OBSTRUCT</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>ST.02</td>
<td>Statutory: General Fire Door</td>
<td>1</td>
<td>FIRE SAFETY DOOR</td>
<td>DO NOT KEEP OPEN</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>ST.03</td>
<td>Statutory: Fire Extinguisher &amp; FHR</td>
<td>1</td>
<td>FIRE HOSE REEL</td>
<td>NA</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>ST.03</td>
<td>Statutory: Fire Extinguisher &amp; FHR</td>
<td>1</td>
<td>FIRE EXTINGUISHER</td>
<td>NA</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
Steps 5 – 8: Procurement and Artwork

Step 5: Procurement
Facilities Information Manager, FMO and the UNSW Project Manager determines procurement process suitable for the scale and type of sign program which may include the removal of existing signage and make good, removal and replacement of existing signage or a new sign program.

Procurement for major projects may include all or part of the following items;

**Tender response**
1. Material samples (see below)
2. List of tests included or warranties supplied
3. QA/ QC programme, including Work Method Statement and Risk Management plan
4. List of proposed Shop Drawings and prototypes
5. Summary of deviations from the Sign Manual
6. Outline technical specifications reflecting proposed materials/ systems, etc.
7. A list of proposed suppliers and subcontractors intended to be used

**Material samples**
1. 300mm x 300mm sign of each type in specified colour
2. Font and lettering/ numbering sample
3. Fixing and seals
4. All visible light fittings of each type
5. All metal/ acrylic finishes that signage is applied to
6. All digital output test strips and examples of substrate, finish, output resolution including anti-graffiti coatings as required
7. All self-adhesive films

**Prototypes**
Prototypes for whole or part sign items as requested by client.

Step 6: Site Inspection
The Signage Contractor is to conduct a site inspection to establish accurate dimensions and locations of signs. Highlight any location amendments required due to tolerances and differences between the site and the Sign Manual location guidelines. For current buildings, including but not limited to; coordination with existing fixtures and fittings, including signs is required, existing services and structures.

For new buildings, including but not limited to; coordination with fixtures and fittings, services and structures is required.

Step 7: Creation of Artwork
Artwork for the sign items either whole or part are to be created by the Signage Consultant and/or the Signage Contractor depending on procurement procedure. Artwork to be prepared as noted below.

Any computer generated artwork required is to be supplied as an electronic vector file (.pdf or .ai). Each typical signage messaging template is required to be submitted for review/approval.

The Signage Contractor is to allow for the input of content, enlargement as required of the material, preparation of full-sized or to scale graphic layouts for approval, production of stencils and silk screens, printing on to sign panels and background material, cutting out and fabrication of metal letters all as specified and set out in the Sign Manual.

The Signage Contractor must provide 1:1 or to scale printouts of one of each sign type and electronic files of all artwork for all messages, for approval of kerning and fonts by UNSW.

The Signage Contractor must prepare layout and artwork for the tactile and Braille sign panels. The Signage Standards illustrate indicative set outs for standard text on these panels and indicate the area, size and zone for the tactile and Braille component. The Signage Contractor must prepare final layouts with supplied message content for review/approval and ensure compliance with relevant BCA and AS standards.

Step 8: Approval of artwork
The Signage Contractor shall provide to UNSW final finished artwork proofs at an appropriate scale for all signs prior to manufacture. Each finished artwork proof will be required to have signed approval by the Signage Contractor prior to submission to UNSW and be counter-signed ‘APPROVED’ by UNSW prior to manufacture.
Steps 9 – 15: Fabrication and Installation

Step 9: Creation of Shop drawings
The Signage Contractor is responsible for developing all sign items for fabrication and installation. For small to medium projects UNSW will determine requirements to produce shop drawings, dependent on sign type allocation and sign type location.

Shop drawings are required for all major procurement projects. Fully dimensioned and notated shop drawings are required for all signs in the sign program.

Submit shop drawings showing the following information where relevant:
Show plans, elevations and detailed sections. Indicate materials, thickness, finishes, types of joinery, fasteners, anchorage, sleeves and bolts:
1. Layout, construction and fixing details for custom designed (non standard) sign systems.
2. Large scale (full-sized if practicable) lettering layouts for individual letter signs. Shop drawings are to show all instances of messaging layouts (using approved artwork layouts from Step 8) for approval.
3. Full-sized spacing templates for individually mounted characters.
4. Location template drawings for anchorages to permanent construction. Show type of anchorage.
5. Wiring diagrams for illuminated signs.
6. Supply proofs for all digital images

Provide a digital copy of the shop drawings in a format accepted by UNSW for future signs.

Step 10: Approval of Shop drawings
UNSW/Signage Consultant is to review/mark up for amendment and sign ‘APPROVED’ when UNSW/Signage Consultant are satisfied with the shop drawings. ‘APPROVED’ drawings indicates the sign fabrication can commence for that sign item.

Step 11: Fabrication
The Signage Contractor following receiving the ‘APPROVED’ shop drawings can commence fabrication of the signage in accordance with the Sign Manual and ‘APPROVED’ artwork and shop drawings.

Step 12: Installation
Sign installation on site according to the Sign Manual and ‘APPROVED’ artwork, shop drawings and procurement requirements.

Step 13: Defects Review
UNSW/Signage Consultant to review the sign installation and prepare a defect list. Utilising digital images and notes list all items that require amendment.

Step 14: Rectification
The Signage Contractor to rectify the defects as noted and as in accordance with the procurement requirements.

Step 15: Final Approval
UNSW to approve either/or the commencement of the defects liability period or final completion of the sign program.
Conceptual Overview
This section outlines the conceptual pillars that underpin the creative for the wayfinding design.

2025 Masterplan Drivers
Concept Pillars
Concept – Limitless Landscape
The principles that drive the ‘2025 Masterplan Framework’, produced by Hassell, have informed all wayfinding and placemaking, ensuring that all signage, architecture and the UNSW identity are presented in a single cohesive expression.
Concept Pillars

The conceptual pillars shown are taken directly from the ‘UNSW Design Masterplan Framework’ by Hassell. To ensure the wayfinding system is cohesive with the UNSW site and identity, the conceptual foundation which informs the signform designs and their underlying systems are derived from the 2025 Masterplan pillars. By adopting the same vision and principles, the wayfinding system is reflective of the surrounding architecture and overall spirit of UNSW.
UNSW has an ever-changing topography that enables communication, collaboration, and celebration of academic achievement and innovation. Through the acknowledgment of our ancient landscape, our ability to connect in all forms is limitless.

The design concept looks to the idea of layering and organic formation over time. The staccato formations speak to investigation, uncovering information and the quest for deeper understanding. The line work and repetitive steps speak to the unique UNSW coastal location and the land, the regions topography and the tides.
The narrative of rock formations is materialised through the two main signforms of the signage system, the freestanding totem and the primary wall mounted sign. The visual language of layering and undulating lines distinct to rock formations are expressed through the organic form, slanted angles and illumination of the base for the totem and the bottom profiles on wall mounted signage panels.
Concept – Limitless Landscape

The ends of each panel that form the primary sign forms of the wall mounted family are derived from the UNSW coastline, encapsulating the university identity in a unique manner that complements the 2025 architectural conceptual plan.

ID.07 Wall Mounted Sign Type

UNSW Coastline
South Coogee coastline Maroubra beach to Thompsons Bay
Scale N/A
Concept – Limitless Landscape

Combined with graphics designed for wayfinding, the visual and dimensional layering enables clever use of illumination and spaces for hierarchical messaging, heightening the conceptual characteristics as both sculptural yet functional elements of the signage design.
Section 7.0

Graphic Standards
This section outlines the graphic standards that apply to the wayfinding design.

- Logo Overview
- Signage Colour Palette
- Typography
- Arrows
- Pictogram Suite
- Messaging Hierarchy
- Messaging Layouts
Logo Overview

Small Logo
50mm height
Scale 1:5

- All pedestrian signage that requires a logo. Excluding gate sign types.

Large Logo
240mm height
Scale 1:5

- For gate entry totems, both pedestrian and secondary vehicular

Main Gate Logo
290mm height
Scale 1:5

- For primary gate totem only

The UNSW Crest Logo incorporates the UNSW Emblem and the university title. It is the preferred approach when referring to the university. It is essential that the UNSW brand is represented accurately and consistently in all communications to reflect the positioning and values of the university. The logo must be used as instructed in the manual.

Certain signs may have differing logo sizes specific to their layout and proportions. Refer to individual signtypes for details.
# Signage Colour Palette

## Main Colour Palette
(All wayfinding sign forms)

<table>
<thead>
<tr>
<th>Colour</th>
<th>Code</th>
<th>Description</th>
<th>Paint</th>
<th>Self-adhesive Film</th>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNSW Yellow – C0 M5 Y100 K0</td>
<td></td>
<td>Specific to all primary, secondary and statutory signforms.</td>
<td>Dulux Dandelion Yellow A205</td>
<td>Avery Primrose Yellow #707</td>
<td>PMS 108C Yellow</td>
</tr>
<tr>
<td>Black – C0 M0 Y0 K100</td>
<td></td>
<td>Specific to all primary, secondary and statutory signforms.</td>
<td>Dulux Black</td>
<td>Avery Matte Black 180</td>
<td>C0 M0 Y0 K100</td>
</tr>
<tr>
<td>White – C100 M100 Y100 K0</td>
<td></td>
<td>Specific to all primary sign forms.</td>
<td>Dulux Vivid White SW1G1</td>
<td>Avery Matte White 102</td>
<td>C100 M100 Y100 K0</td>
</tr>
</tbody>
</table>

## Statutory Colour Palette
(Statutory sign forms only where required)

<table>
<thead>
<tr>
<th>Colour</th>
<th>Code</th>
<th>Description</th>
<th>Paint</th>
<th>Self-adhesive Film</th>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessible Blue</td>
<td></td>
<td>Paint: B21, Ultramarine as per AS2700</td>
<td></td>
<td>to match PMS 2945</td>
<td>to match PMS 2945</td>
</tr>
<tr>
<td>Traffic Green</td>
<td></td>
<td>Paint: G21, Jade as per AS2700</td>
<td></td>
<td>to match PMS 348 U</td>
<td>to match PMS 348 U</td>
</tr>
<tr>
<td>Signal Red</td>
<td></td>
<td>Paint: R13, Signal red as per AS2700</td>
<td></td>
<td>to match PMS 1795 U</td>
<td>to match PMS 1795 U</td>
</tr>
<tr>
<td>Traffic Yellow</td>
<td></td>
<td>Paint: Y15, Sunflower Yellow as per AS2700</td>
<td></td>
<td>to match PMS 115 U</td>
<td>to match PMS 115 U</td>
</tr>
</tbody>
</table>

Colours have been chosen to achieve a high level of contrast and legibility as well as create a distinct signage system recognisable through colour. Colours relevant to statutory signage must comply with all Australian Standards and BCA requirements.
Typography

FS Millbank Regular – For all typical messaging

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;:”(&!$%@)!?

FS Millbank Bold – For building identification or level headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;:”(&!$%@)!?

FS Millbank Regular – Arrow Suite

↑ ← → ↓
Typography

Tracking

For optimum legibility, use the correct tracking, kerning, word spacing and leading on all signs.

Kerning

Some combinations of letters should be kerned visually to ensure legibility and visual consistency, as shown in examples to the left.

Leading

For signage typesetting, the minimum leading equals the lower-case ‘x height’ of the word as shown in the leading diagram.

Buildings 10, 11

Kerning

10, 11 10, 11

Poorly kerned
Space between numbers is too open

Correctly kerned
Space between numbers is visually consistent

Leading

Please leave bicycles in racks provided

x height
Arrows

Standard Arrows

1. Ahead
2. Diagonally up left
3. Diagonally up right
4. Left
5. Right
6. Diagonally down left
7. Diagonally down right
8. Do not use

Arrow Size

Destination 1

Arrow Usage & Hierarchy

1. Destination 1
2. Destination 2
3. Destination 3
4. Destination 4
5. Destination 5
6. Destination 6
7. Destination 7

Arrow Alignment

Bounding box aligned to margin

Margin

Arrow Size

Arrow bounding box must be minimum 0.5 times the cap height of text.

Arrow Alignment

Arrow bounding box must align to margin as shown. Tails and heads of left and right arrows are to sit outside the margin.
Arrows

Vertical Format 600 Wide

Arrows always left justified on panels. Margins defined by arrow size.

Destination 1
Destination 2
Destination 3
Destination 4
Destination 5
Destination 6

Horizontal Format 1200mm Wide

Arrows always justified to outside edge of panel. Margins defined by arrow size.

Destination 1
Destination 2
Pictograms apply to the commonly used facilities and services. The pictograms illustrated on these pages are for use on all identification, directional, operational and mapping signs at UNSW.

All pictograms should adhere to international standards as defined in ISO 7001: Public Information Symbols. The label shown beside each pictogram is used for identification and documentation (sign message schedule) purposes. It should not be used together with the pictogram unless a statutory requirement.

The International Accessible pictogram is to be used for DDA compliant amenity signage only. All other instances should use the standard Accessibility symbol or Accessible ramp symbol.
Pictograms apply to the commonly used facilities and services. The pictograms illustrated on these pages are for use on all identification, directional, operational and mapping signs at UNSW.

All pictograms should adhere to international standards as defined in ISO 7001: Public Information Symbols. The label shown beside each pictogram is used for identification and documentation (sign message schedule) purposes. It should not be used together with the pictogram unless a statutory requirement.
Pictogram Suite

Diagram 1
Typical pictograms used as part of directional signage

Diagram 2
Typical pictograms used as part of directional signage

Diagram 3

↑↑Destination 1

Diagram 1
As shown in Diagram 1, only pictograms from the approved master pictogram family are to be used.

Diagram 2
Pictograms are to be scaled and aligned as shown in Diagram 2.

Diagram 3
Pictograms are 1.5 times the height of a capital letter, as shown in Diagram 3. In some cases, pictograms should be scaled proportionately.

The minimum space between directional arrows and text is equal to the arrow width, as shown in Diagram 3. The minimum space between text and pictograms is equal to half width of the arrow, as shown in Diagram 3.

When multiple pictograms are used in a single line, the minimum space between pictograms should be 0.25 the width of a pictogram, as shown in Diagram 2.
Identification signs
On identification signs, destinations are always displayed with their corresponding map code. Map codes are placed at the top of the hierarchy as they reflect a permanent location within a map grid system. As a result, map codes will always stay the same regardless of building name changes.

Directional signs
On directional signs, directional arrows take first priority when categorising destination lists. Refer to ‘Section 2: Graphic Standards, Arrows’ for direction order. Destinations are then categorised within the directional cluster using the Terminology Category Lists.

Campus maps should always be placed below directional messaging, with their associated legends.
Messaging Layout – Building Identification

ID.06 External Building ID – Totem
- Cap Height: 50mm
- Leading: 40mm
- Margins: 80mm
- Padding: 150, 100, 50mm
- Scale 1:5

ID.07 External Building ID – Wall
- Cap Height: 50, 40mm
- Leading: 40mm
- Margins: 50mm
- Padding: 100, 50mm
- Scale 1:5

Note:
Messaging layouts should be applied as the standard across all signage where relevant. Where text size is required to be smaller e.g. to accommodate longer names, any scaling must be done proportionally, and across all elements (text, arrows and pictograms).
Messaging Layout – External Directional

Note
Messaging layouts should be applied as the standard across all signage where relevant. Where text size is required to be smaller e.g. to accommodate longer names, any scaling must be done proportionally, and across all elements (text, arrows and pictograms).
Message Layout – Internal Directional

Note
Messaging layouts should be applied as the standard across all signage where relevant. Where text size is required to be smaller e.g. to accommodate longer names, any scaling must be done proportionally, and across all elements (text, arrows and pictograms).
Section 8.0

Construction Standards
This section is an overview of the design intent and typical specifications of the various sign forms of the UNSW wayfinding system.

- Finishes Schedule
- Signage Heights & Standards
- Totem Signforms
- Layered Panel Signforms
- Digital Signforms
- Suspended Signforms
- Cantilevered Signforms
- Wall Mounted Signforms
- Direct Applied Graphics
- Off-the-shelf
Finishes Schedule

<table>
<thead>
<tr>
<th>Code</th>
<th>Colour</th>
<th>Finish</th>
<th>Substrate &amp; Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
<td>Satin yellow two pack polyurethane finish to match UNSW Yellow – Pantone 108C Dulux Dandelion Yellow A205</td>
<td>All relevant signs applied with two pack polyurethane finish specified colour to front surface and all edges of substrate</td>
<td></td>
</tr>
<tr>
<td>C2</td>
<td>Satin black two pack polyurethane finish to match Dulux Black SG6G9</td>
<td>All relevant signs applied with two pack polyurethane finish of specified colour to front surface and all edges of substrate</td>
<td></td>
</tr>
<tr>
<td>C3</td>
<td>Satin red two pack polyurethane Dulux finish to match International ‘Signal Red’ R13</td>
<td>All relevant signs applied with two pack polyurethane finish of specified colour to front surface and all edges of substrate</td>
<td></td>
</tr>
<tr>
<td>P1</td>
<td>Matte Wall Paint Dulux Dandelion Yellow A205</td>
<td>Graphics applied as paint mask and spray directly onto wall substrate.</td>
<td></td>
</tr>
<tr>
<td>P2</td>
<td>Matte Wall Paint Dulux Domino SG6G8</td>
<td>Graphics applied as paint mask and spray directly onto wall substrate.</td>
<td></td>
</tr>
<tr>
<td>P3</td>
<td>Matte Wall Paint Dulux Vivid White SW1G1</td>
<td>Graphics applied as paint mask and spray directly onto wall substrate.</td>
<td></td>
</tr>
<tr>
<td>P4</td>
<td>Dulux Matte Wall Paint to match Accessible Blue (PMS 294)</td>
<td>Graphics applied as paint mask and spray directly onto wall substrate.</td>
<td></td>
</tr>
<tr>
<td>A1</td>
<td>White opal acrylic</td>
<td>Profile cut white opal acrylic to allow internal edge-lit illumination.</td>
<td></td>
</tr>
</tbody>
</table>

The specifications noted and signforms documented in Section 8 illustrate the design intent of typical signforms in relation to sign structure, fixings and illumination. The Signage Contractor is responsible for the detailed design development, documentation, shop drawings and certification of all components including all structural frames and connections. To be fit for purpose and comply with all relevant code, Building Code of Australia, and relevant Australian Standard requirements.

The codes within the table are grouped as per finish:
- **C** = Coating finish (e.g. Two-pack Polyurethane)
- **P** = Paint finish
- **A** = Acrylic finish
- **V** = Self-adhesive film finish
- **S** = Screen print finish

Refer to Sections 10 – 17 for a detailed breakdown of each sign type and its associated graphic and messaging layouts.

Refer to Appendix for standards on material specification.
## Finishes Schedule

<table>
<thead>
<tr>
<th>Code</th>
<th>Colour</th>
<th>Finish</th>
<th>Substrate &amp; Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A2</td>
<td>Clear acrylic</td>
<td>• Clear acrylic</td>
<td>• Profile cut clear acrylic</td>
</tr>
<tr>
<td>A3</td>
<td>Yellow acrylic to match UNSW Yellow – Pantone 108C</td>
<td>• Profile cut yellow acrylic</td>
<td></td>
</tr>
<tr>
<td>A4</td>
<td>Perspex Cast Acrylic Sheet - Secret Sign</td>
<td>• Profile cut self-adhesive film (use sustainable products where possible) in specified colour applied directly to front face of messaging panels/designated surface. All panels with film finished with protective clear coat where specified.</td>
<td></td>
</tr>
<tr>
<td>V1</td>
<td>Avery Primrose Yellow #707</td>
<td>• Profile cut self-adhesive film (use sustainable products where possible) in specified colour applied directly to front face of messaging panels/designated surface. All panels with film finished with protective clear coat where specified.</td>
<td></td>
</tr>
<tr>
<td>V2</td>
<td>Avery Matte Black #180</td>
<td>• Profile cut self-adhesive film (use sustainable products where possible) in specified colour applied directly to front face of messaging panels/designated surface. All panels with film finished with protective clear coat where specified.</td>
<td></td>
</tr>
<tr>
<td>V3</td>
<td>Avery Matte White #102</td>
<td>• Printed profile cut self-adhesive film (use sustainable products where possible) in specified colour or graphics applied directly to front face of messaging panels/designated surface. All panels with film finished with protective clear coat where specified.</td>
<td></td>
</tr>
<tr>
<td>V4</td>
<td>Avery SF100 Ultra Clear</td>
<td>• Digital print to profile-cut self-adhesive film applied to glazing surfaces as required.</td>
<td></td>
</tr>
<tr>
<td>S1</td>
<td>Digital screen print to substrate</td>
<td>• Graphics to be digitally printed to substrate (e.g. opal acrylic), with double print as required to ensure opacity and clarity.</td>
<td></td>
</tr>
</tbody>
</table>

The specifications noted and signforms documented in Section 8 illustrate the design intent of typical signforms in relation to sign structure, fixings and illumination. The Signage Contractor is responsible for the detailed design development, documentation, shop drawings and certification of all components including all structural frames and connections. To be fit for purpose and comply with all relevant code, Building Code of Australia, and relevant Australian Standard requirements.

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Refer to Sections 10 – 17 for a detailed breakdown of each sign type and its associated graphic and messaging layouts.

Refer to Appendix for standards on material specification.
There are three totem sizes that all freestanding types fit within, from a 2400mm high directional to a 3500mm high vehicular entry ID, depending on their function, necessary reading distance and viewing height.

Totem heights
Scale 1:25
Totem Signforms: Panel Assembly

Construction Details

- **Junction shadow gap**: 10mm shadow gap at junction of totem body and totem base to be in C1 finish.
- **Kickplate**: 100mm high kickplate with 10mm shadow gap at base, both in C1 finish.
- **Totem side profile**: 100mm wide side profile with 50mm radius rounded corners.
- **Totem form**: 3mm thick aluminium extrusion in C1 finish.
- **Internal steel subframe**: Structural steel frame to be suitably rustproof, and as required for panel size and totem height.
- **Totem base etching**: Etched 10mm routed recess filled with white paint.
- **Totem base lighting**: LED strip lighting in nominal 10mm recess with 10mm formed acrylic split diffuser, adhesive fixed with silicone.
- **Removable messaging panel**: 3mm curved aluminium panel in C1 finish, conceal fixed to internal frame. Fixings to be on totem side profile as shown in 02 Side Elevation.
- **Junction to ground**: Totem form to continue to ground plane. Where not possible, contractor to infill junction with matte black aluminium to conceal internal framing.
Totem Signforms: Construction Details

These pages provide a diagrammatic representation of the totem’s construction.

Totem to be supported by RHS steel subframe or similar, fixed into ground plane. Signage contractor to advise and provide shopdrawings.
Totem Signforms: Construction Details

These pages provide a diagrammatic representation of the totem’s construction.

Totem base to be 3mm thk formed aluminium with 100mm kickplate to base. Base is to be assembled in two halves, with LED illumination and formed acrylic diffuser set into nominated recesses.
Totem Signforms: Construction Details

These pages provide a diagrammatic representation of the totem’s construction.

Totem messaging panels to be 3mm thick formed aluminium, with internal plywood backing, contractor to advise fixing method. Panel fixings to be located on totem side profile, with 5mm shadow gap between panels.
Totem Signforms: Construction Details

These pages provide a diagrammatic representation of the totem's construction.

Totem is to have a 10mm shadow gap at the junction between messaging panels and the base, as well as a 10mm shadow gap at the kickplate's base.
These pages provide a diagrammatic representation of the totem’s construction.

Totem messaging is to be applied as self-adhesive film, screenprint, or profile-cut illuminated opal acrylic as specified.
Totem Signforms: Construction Details

These pages provide a diagrammatic representation of the totem’s construction.
All angles within the totem’s form - endcap, junctions, and linework, are at 20 degrees.
Layered Panel Signforms: Sizes

Size A
800mm length panel

Size B
1400mm length panel

There are two sizes that typical wall mounted directional signage fit within, from a 800mm high panel to a 1400mm high panel, depending on their function, necessary reading distance and viewing height.

Layered panel heights
Scale 1:25
Layered Panel Signforms: Panel Assembly

Modular system overview

The layered signform family is designed to allow for a wide range of directional and identification purposes, while maintaining the unified design of all sign types. Up to three panels can be stacked using a mounting pin method that is easily removable, to allow for changed messaging or graphics.

This diagram illustrates the stacking method used for each signform. Mounting pin locations are shown indicatively, with the intent being that they are hidden from view to create a seamless look.
Digital Signforms: Totem

Construction Details

A. Junction shadow gap
   10mm shadow gap at junction of totem body and totem base.

B. Kickplate
   100mm high kickplate with 10mm shadow gap at base.

C. Totem side profile
   100mm wide side profile with 50mm radius rounded corners.

D. Internal steel subframe
   Structural steel frame to be suitably rustproof, and as required for panel size and totem height.

E. Digital screen
   Screen specifications TBC by UNSW pending requirements. Screen unit subframe fixed to internal steel structure, accessible from front.

F. Totem base etching
   Etched 10mm routed recess filled with white paint

G. Totem base lighting
   LED strip lighting in nominal 10mm recess with 10mm formed acrylic split diffuser, adhesive fixed with silicone.

H. Removable messaging panel
   3mm curved aluminium panel in C1 finish, conceal fixed to internal frame. Fixings to be on totem side profile as shown in 02 Side Elevation.
Digital Signforms: Wall Mounted

Construction Details

A Icons
Matte black self-adhesive film applied to surface.

B External frame
3mm aluminium frame in C1 finish.

C Frame corners
25mm radius on all frame corners

D Perforations
Perforation to allow for proper ventilation. Contractor to ensure perforations are bug, weather and dust proof.

E Digital screen
Screen specifications TBC by UNSW pending requirements.

F Subframe
3mm aluminium subframe. External frame fixed with countersunk screws in C1 finish.

G Wall fixing
Flush fixed to wall substrate. Nominal nylon anchor fixing. Contractor to advise fixing method.

H Backing board
10mm backing board to support screen mount.

I Acrylic cover
Digital screen to sit behind high impact 6mm thick clear acrylic with 3mm deep routing, 5mm from edge to allow flush alignment with opening of aluminium cover.
Suspended system overview

The suspended signform family allows for easily changeable directional messaging within a system that allows either two or three destinations. Panels clip into a central core panel, allowing for minimal fixings that can be easily removed and changed.

Suspended Signforms: Panel Assembly

01 Elevation - Two panels
Scale 1:10

02 Elevation - Three panels
Scale 1:10
**Suspended Signforms: Construction Details**

01 Elevation
Scale 1:10

02 Detail
Scale 1:1

03 Detail
Scale 1:1

04 Detail
Scale 1:1

**Construction Details**

A Ceiling slab
Unknown ceiling substrate, contractor to confirm on site as per location of sign type.

B Ceiling slab fixing
Suspension system fixed to ceiling slab as determined by contractor. Ceiling construction is varied across locations, contractor to determine best method for fixing of suspension system.

C Suspension system
Min 3mm thick stainless steel suspension system conceal fixed to top of sign. Sign to sit at minimum 2400 FFL.

D Messaging panel
Removable 1mm aluminium messaging panel in finish C1, magnetically fixed to core section.

E Extruded frame
1mm wide extruded frame to hold removable messaging panels, finished to match core section.

F Magnetic fixings
Magnetic fixings to be positioned on core panel as advised by contractor.

G Core section
Core section as 20mm aluminium extrusion with C1 finish.

H Curved profile
Folded profile-cut aluminium welded to core aluminium extrusion in finish C1. All visible weld joins to be ground clean.

I End cap
Formed aluminium flat bar welded as end cap in finish C1.
Cantilevered Signforms: Amenity Blade

Cantilevered system overview
The cantilevered signform is used for amenity identification. Both the 500mm and 330mm version are designed to sit flush with the corresponding wall surface they are mounted to.
Cantilevered Signforms: Amenity Blade

**Construction Details**

- **Signform edges**
  2mm folded aluminium edge panel adhesive fixed to subframe in C1 finish.

- **Signform face**
  2mm aluminium panel adhesive fixed to subframe in C1 finish.

- **Keyhole fixing**
  Subframe keyhole fixed to base, mechanically fixed flush to wall substrate. Contractor to determine fixing method following review of sign type locations.

- **Internal subframe**
  20x20mm square hollow section subframe, keyhole fixed to signform base.
Cantilevered Signforms: Pole

**Construction Details**

**A** Messaging panel
3mm aluminium panel finished in C1

**B** Panel fixing
Wing bracket fixing to pole, size of bracket to match messaging panel height, finished to match C1.

**C** Pole fixing
Mechanically fixed to existing campus street sign poles, contractor to advise fixing method.
Wall Mounted Signforms: Room ID System

Room ID system overview
The room identification system is designed to create a modular family of signforms that work together to provide necessary identification, statutory, and facility information about classrooms, laboratories, studios, and other rooms around campus.

The provided kit of parts includes room names, numbers, accessibility information, safety pictograms, occupant nameplates, and frames for timetables or hazard sheets. These components, made from aluminium panels, then stack as required to create a unified identification system for rooms.

Refer to signtype drawings for all variation of Room ID signage and messaging.
Wall Mounted Signforms: Fixing Methods

**Construction Details**

A **Signform**
3mm aluminium panel finished in C1, adhesive fixed direct to surface.

B **Self-adhesive film**
When sign is mounted to glazing, self-adhesive film fixed direct to internal or reverse surface to hide adhesive (digitally printed to match C1).

---

**01 Elevation**  
Wall-mounted  
Scale 1:5

**02 Elevation**  
Glazing-mounted  
Scale 1:5
Wall Mounted Signforms: Notice Boards

Internal Noticeboards
The internal noticeboards make use of an off-the-shelf pin-board system that is customised with UNSW branding to suit the rest of the signage system.
Wall Mounted Signforms: Notice Boards

01 Detail
Top edge
Scale 2:1

02 Detail
Bottom edge
Scale 2:1

Construction Details

A Outer Frame
Noticeboard frame as an aluminium angle with outer face in C1.

B Inner Frame
Inner face of frame finished in C2

C Fixing
Nylon anchor fixing, contractor to advise fixing method

D Backing
5mm thk aluminium backing strip

E Name and logo panel
3mm thk aluminium panel finished in C2. Self-adhesive film graphics in V1 and S1 applied on top and finished with protective clear coat

F Backing
4mm thk MDF backing

G Fixing
Off-the-shelf Vispin Microframe bracket fixing

H Pin-board surface
Krommenie backing material in “Poppy Seed”

I Pin-board display frame
Off-the-shelf Vispin Microframe display with black powdercoated frame to match C2
Wall Mounted Signforms: Notice Boards

External Noticeboards
The external noticeboards make use of an off-the-shelf lockable cabinet system that is customised with UNSW branding to suit the rest of the signage system.
Wall Mounted Signforms: Notice Boards

Construction Details

A Outer Frame
Noticeboard frame as an aluminium angle with outer face in C1.

B Inner Frame
Inner face of frame finished in C2.

C Name and logo panel
3mm thick aluminium panel finished in C2. Self-adhesive film graphics in V1 and S1 applied on top and finished with protective clear coat.

D Fixing
Nylon anchor fixing, contractor to advise fixing method.

E Backing
5mm thick aluminium backing strip.

F Backing
10mm thick MDF backing.

G Cabinet display frame
Off-the-shelf Civiq Flexidisplay Cliplok cabinet with black powdercoated frame to match C2.

H Fixing
Off-the-shelf Civiq fixing bracket.
**Direct Applied Graphics: Mask and Spray**

**Construction Details**

**A**  
Mask and spray  
Matte wall paint P1 applied direct to column, size adjusted depending on column height and width as per contractor measurements.

**B**  
Mask and spray  
Matte wall paint P2/P3 applied direct to column. Substrate condition/finish will vary between buildings. Determine on site with contractor to ensure clarity of line work and legibility of message.

**01 Front Elevation**  
Scale 1:20

**02 Rear Elevation**  
Scale 1:20

**03 Side Elevation**  
Scale 1:2

**04 Side Elevation**  
Scale 1:20
Off-the-shelf

**Name Plate**  
To be integrated with ID.20e and ID.20f Room ID Family

**FlexiDisplay ClipLok**  
TD.01 and TD.02 Noticeboard External (Large and Small)

**VisiPin Microframe**  
TD.03 and TD04 Noticeboard Internal (Large and Small)

### Construction Details

| A | 50 x 250mm nameplate frame from Benchmark Engraving:  
| B | 1200 x 2400mm and 1080 x 2100mm noticeboards from Civiq:  
| C | 600 x 900mm and 1200 x 1500mm pin boards from Civiq:  