UNSW

# Wayfinding and Signage Standards

Revision 12 14 December 2023

Chapter G.4 (Sections 18 - 23)

For sections O1 - O8, refer to chapter G.1 For sections O9 - 12, refer to chapter G.2 For sections 13 - 17, refer to chapter G.3



UNSW Signage and Wayfinding Guidelines

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# Contents

# 18: Map – Page 421

Map Overview Map Details Kensington Master Map Paddington Master Map

# **19: Templates** – Page 426

Templates for Print and Digital: Overview Temporary Sign Room ID Family Notice Boards

# 20: Shop Drawings - Page 431

# **21: Maintenance** – Page 454

Maintenance Policy

# **22: Roll Out** – Page 456

Roll Out Overview Roll Out Policy

# 23: Appendix – Page 4589

Room Numbering Protocol RMS & NSW Transport Authority Signage Wayfinding Principles

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# Section **18.0**

# Мар

This section is an overview of the design intent and typical specifications of the map system.

Map Overview

Map Details

Kensington Master Map

Paddington Master Map

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# Section 18 – Map Overview



## **Front Elevation - Freestanding Totem**

#### Scale 1:20

#### Note

Refer to DR.03 Pedestrian Directional Totem and ID.06 Building Entrance Totem for sign details.

#### **Front Elevation - Wall Mounted** Scale 1:20

#### Note

Refer to DR.06 Primary Wall Mounted External for sign details.

#### Purpose

The evolving nature of the UNSW site requires a map design that is both recognisable yet open to constant change of buildings, rooms and facilities influenced by the 2025 Architectural plan. In response, the map design is cleaner iteration of the existing map that is easily editable, understandable and accessible for all.

#### Location

Applied to freestanding totems or wall directional that require an additional layer of wayfinding.

#### Note

• For sign type selection, refer to: Section 5, The Process, Step 3

• For material finishes, refer to: Section 8, Construction Standards, Finishes Schedule

• For sign maintenance, refer to: Section 21, Maintenance

Page 1 of 4 Units: mm

# Section 18 – Map Details



# **Graphic Layout**

Graphic map to be applied below directional messaging on sign. Map Graphic can reduce in height in response to the length of directional messaging on signform.

### Layout Details

## **Map Graphic**

Displays section of master map.

## Legend

Displays pictogram for key destinations and services found within the map.

## **QR** Codes

Additional assistance and services through QR code mobile scanning

# Construction & Materials

### **Materiality Legend**

• V4 print applied on top of aluminium

## **Construction Details**

• Refer to: Section 8, Construction Standards, Totem & Wall Mounted Signforms

Page 2 of 4 Units: mm

# Section 18 – Kensington Master Map



### Master Map

Scale N/A



**North Facing Orientation** 



**South Facing Orientation** 





West Facing Orientation

**East Facing Orientation** 

Note The map should rotate in accordance to viewing orientation of visitor. This allows the viewer to properly understand their surroundings and assess their wayfinding journey.

# **Map Family**

Due to the length of the Kensington Map, it is not recommended to display the full map on directional signage.

#### Important

Map design shown here is current as at March 2023. Any map updates beyond March 2023 to be provided by client.

Page 3 of 4 Units: mm

# Section 18 – Paddington Master Map



Master Map Scale N/A

# **Map Family**

### Note

The map should rotate in accordance to viewing orientation of visitor. This allows the viewer to properly understand their surroundings and assess their wayfinding journey.

### Important

Map design shown here is current as at March 2023. Any map updates beyond March 2023 to be provided by client.

Page 4 of 4 Units: mm

# Section **19.0**

# Templates

This section is an overview of the design intent and placement of printed and digital templates.

Templates for Print and Digital: Overview

Temporary Signage

Room ID Family

Notice Boards

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# Section 19 – Templates for Print & Digital: Overview



#### Purpose

The signforms detailed within this list of templates have been designed for flexibility and changeability due to the nature of operations within UNSW.

These templates have been designed to create a visual consistency within the changeable sign types that can easily be produced in-house with materials and resources provided.

Means of production for sign type messaging include: profile-cut self-adhesive film, inkjet print onto acetate or paper or digital display on TV screens or iPads.

Lock-ups for each of these changeable sign types have also been included to allow for unity for each of the sign types regardless of the time of production to accommodate for changing tenancies at any given time frame.

Through form, layout and material options, a variety of sign types can be designed that respond to various site conditions and sizes.

The final form has been designed to be a flexible carrier to the content requirements.

# Section 19 – Temporary Sign



**TD.07 Detail** Scale 1:10

# Media Format

## A3 Paper

Print Size: 420mm x 297mm Orientation: Landscape Margin: Minimum 10mm

# Template Content

## Example print outs specific to TD.07:

 Content style and layout is at the discretion of advertiser, as long as all content pertains to the 950mm H x 500mm W advertising space

# Section 19 – Room ID Family



Inserted into ID.20e - ID.20f Messaging Layout

Margin: 15mm **Occupant Name** FS Millbank Regular Size/ Leading: 10mm, 5mm

Job Title FS Millbank Regular Size: 5mm Alignment

Tracking 10+, Optical kerning

Page 1 of 1 Units: mm

# Media Format

#### A4 Paper

Print Size: 250mm W x 60mm H Orientation: Portrait

Left

# **Template Content**

#### Example print outs specific to ID.20e - ID.20f:

 Room occupant Sliding name plate for staff occupying private office.

# Section 19 – Digital Signage



Visible advertising space -Scale 1:5

Note Contact footer messaging is indicative

# Media Format

## **Digital Screen (Outdoor)**

46" Samsung Outdoor OMD Series. Refer to: https://www.samsung.com/au/business/smartsignage/outdoor-omd-series/lh46omdpwbcxy/

Active display size: 1018.08 H x 572.67 W

### **Digital Screen (Indoor)**

46" Videowall Commercial Display UH46F5. Refer to: https://www.samsung.com/au/business/smartsignage/lh46uhfclbbxy/

Active display size: 1018.08 H x 572.67 W

All digital screen specifications are nominal only, to be advised by UNSW and contractor.

# **Template Content**

## Example layout specific to TD.05:

 Content style and layout is at the discretion of advertiser, as long as all content pertains to the 950mm H x 500mm W advertising space

 Contact footer provides details for advertising opportunities for students and vendors within the UNSW community

# Section 20.0

# **Shop Drawings**

This section is a collection of construction details of every sign within the system.

Shopdrawings received from contractors during the signage guideline roll out phases should be inserted into the following section to ensure consistency across the signage delivery when utilising multiple signage contractors. Signage contractors should refer to these shopdrawings when preparing their own shopdrawings for consistency and clarifications of details and materials.

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		DATE DRAWN: 27.07.2022	REVISION:	ISION: ARTWORK APPROVED BY:	DRAFT CONCEPT ONLY Not for production.		
	Art 68 (U)(UNSW (68939-R2-Kensington-WayIndingSignage) TypicalConstruction)	DRAWN BY: NE			CHANGES REQUIRED Please resubmit.		
	DR02-Pedesthan-Directionalsign.CDR	CHECKED BY:		DATE APPROVED: / /			
		SCALE: As Indicated @A3					
L Please review your proof carefully, as it is a copy of final production file/s to be used once signed approval received. YOU understand and accepting all responsibility for the final layout, spellings, production process, materials as per specifications of your product/s and for any errors or omissions in either type or layout found after production is complete.						G	

of 4





DR.02 - FREESTANDING DIRECTIONAL SIGN (600MM X 2400MM) - TYPICAL FRAMEWORK

## SPECIFICATION



**UNSW AUSTRALIA** 



of 4

## DR.02 - FREESTANDING DIRECTIONAL SIGN (600MM X 2400MM) - TYPICAL FRAMEWORK

## SPECIFICATION





- 3. Aluminium fixing angle nom.
- 4. Fixing plate- nom.
- 5. Aluminium fabricated bracket nom.
- 7. 200mm x 75mm x 10mm galv. steel gusset.







	DATE DRAWN: 27.07.2022	REVISION:	ARTWORK APPROVED BY:	DRAFT CONCEPT ONLY Not for production.	
TypicalConstruction\ DR02-Pedestrian-DirectionalSign.CDR	DRAWN BY: NE	: NE		CHANGES REQUIRED Please resubmit.	
	CHECKED BY:		DATE APPROVED: / /		
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L Please review your proof carefully, as it is a copy of final production file/s to be used once signed approval received. YOU understand and accepting all responsibility for the final layout, spellings, production process, materials as per specifications of your product/s and for any errors or omissions in either type or layout found after production is complete.			FOR PRODUCTION	C	

UNSW AUSTRALIA

- 1. 50mm x 50mmx 6mm galv. steel SHSframework.
- 2. 3mm aluminium rolled face panels in (2) halves, removable. Painted to C1 Dulux Dandelion Yellow A205 satin finish.

4

of 4

6. 200mm x 200mm x 16mm galv. steel baseplate, 4/M18 fixing holes @ 140mm CTS.











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#### **UNSW AUSTRALIA**

DR.06B - PRIMARY DIRECTIONAL WALL MOUNT SIGN (600MM X 1400MM) - TYPICAL CONSTRUCTION

















**UNSW AUSTRALIA** 

DR.07 - PRIMARY(SMALL) DIRECTIONAL SIGN WALL MOUNT (600MM X 800MM) - TYPICAL LAYOUT CONSTRUCTION











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ID.08 - EXTERNAL FACILITY ENTRANCE GLAZING MOUNT SIGN (600MM X 800MM) - TYPICAL LAYOUT CONSTRUCTION



**UNSW AUSTRALIA** 

# UNSW Signage & Wayfinding - Kensington Campus







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#### Sign ID.09B of 22

	Sign Specifications				
	Avery matte black series 900 individual cut-out SAV graphics.				
	2 3mm thick aluminium folded and cladded to main frame, painted Dulux Dandelion to all visible edges and surfaces.				
	3 Samsung OH 46B digital signage screen external grade.				
	4 Avery matte black series 900 individual cut-out SAV graphics, with 'UNSW' logo digitally printed to 3M SAV, over-laminated with satin finish.				
	5 20mm thick profile cut through, evenly illuminated with cool LEDs, backed with 3mm thick opal acrylic panels.				
	6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6				
	7 6mm thick cap plate fixed with countersunk fixings.				
	8 Outlet air vents for heat release from digital sign				
	9 Inlet air vents for cooling of digital sign.				
	Colour References				
-					
Av mat	ery 900 Opal Dulux Digital te black Acrylic Dandelion Print SAV Yellow (A205) Satin				
<b>C</b> u	nneenSigns				
The name	The name you can identify with				
Cunneen & Company Pty Ltd - ABN: 95 002 189 648 P. 9637 9400 F. 9897 3414 www.cunneensigns.com.au					
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FILENAME: Art 70\A\A W Edwards\70809\70809.cdr	DRAWN BY: PALI	DATE DRAWN: ARTWORK APPROVED BY:		Draft Concept only Not for production.
	CHECKED BY: AK	REVISION: A D		Changes Required Please resubmit.
	SCALE: As Indicated @A3	C F * 21.11.2022	DATE APPROVED: / /	Artwork Approved with changes as noted.
Please review your proof carefully, as it is a copy of final pro	oduction file/s to be used once signed approval received	I. YOU understand and accepting all responsibility f	or the final layout, spellings, production process, materia	als Artwork Approved

	Sign ID.09B - Details of 22					
d signage scree	n					
	_					
	Specifications					
	1 6mm thick toughened Low Iron Glass with touch screen membrane (inside), fixed to 3mm sign skin internally					
	2 Samsung OH 46B digital signage screen external grade.					
	3 VESA sign mounting fixings.					
	4 S/steel mesh internally fixed to cover the vents to prevent any flies or bugs inside the sign.					
	5 Air Vents					
	6 Welded angles to suit the glass dimensions and to keep glass equally aligned to the front of digital sign screen.					
-						
	nnoon Giorna					
The name you can identify with						
Cunneen &	Cunneen & Company Pty Ltd - ABN: 95 002 189 648 P. 9637 9400 F. 9897 3414 www.cunneensigns.com.au					
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#### Sign ID.09B - Details of 22



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Sign OP.07

\ of 22



Side A Elevation scale 1:20@A3



Plan A - Section scale 1:5@A3



Plan B - Section scale 1:5@A3

	FILENAME: Art 70\A\A W Edwards\70809\70809 cdr	DRAWN BY: PALI	DATE DRAWN:		ARTWORK APPROVED BY:	$  \bigcirc$	Draft Concept only Not for production.	
		CHECKED BY: AK	REVISION: A	D		$\bigcirc$	Changes Required Please resubmit.	
		SCALE: As Indicated @A3	С	е F ★ 21.11.2022	DATE APPROVED: / /	$\bigcirc$	Artwork Approved with changes as noted.	
l	lease review your proof carefully, as it is a copy of final production file/s to be used once signed approval received. YOU understand and accepting all responsibility for the final layout, spellings, production process, materials					C		

#### Sign OP.07 - Details of 22



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Sign OP.07 - Details of 22





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#### Sign OP.07 (Wall mounted) - Details \ of 22 /

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Qty:-2x





Graphic Layout (Both sides) scale 1:5@A3



FILENAME:	DRAWN BY: PALI	DATE DRAWN: 05.10.2022	ARTWORK APPROVED BY:	Draft Concept only Not for production.
CHECKED BY: AK SCALE: As Indicate	CHECKED BY: AK	REVISION:   A 06.10.2022 D 02.11.2022   B 07.10.2022 E 18.11.2022   C 13.10.2022 F * 21.11.2022		Changes Required Please resubmit.
	SCALE: As Indicated @A3		DATE APPROVED: / /	Artwork Approved with changes as noted.
Please review your proof carefully, as it is a copy of final pro- as per specifications of your products and for any errors or	duction file/s to be used once signed approval received	d. YOU understand and accepting all responsibility fo	or the final layout, spellings, production process, materials	Artwork Approved Production ready.

#### Sign OP.07 (Cantilevered) \of 22 /



End Elevation scale 1:5@A3



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#### Sign OP.07 (Cantilevered) - Details \ of 22 /

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# Section **21.0**

# Maintenance

This section specifies protocols in maintaining a high standard in presentation of signforms.

Maintenance Policy

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# Maintenance

#### **Maintenance Policy**

A maintenance policy and program of regular maintenance is required to ensure all UNSW signs display the correct message and are free of defect and/or signs of vandalism.

Annual cleaning of signs is required to prevent build up of dirt etc. to ensure signs are legible and presentable. For signs located in high use areas cleaning should be undertaken half yearly or more regularly at the discretion of the maintenance department.

An in-house computer register of signs with inspection and maintenance records should be established and maintained. Signs should be inspected periodically and conditions compared with the previous entry in the register. Signs are to be checked for:

- Appropriateness of message
- Condition of sign panels
- Condition of connection to base building
- Condition of materials and welds
- Condition and security of hardware
- · Evidence of vandalism/damage
- Assessment of suitable repairs

Following inspection refer Maintenance manual for procedure required to clean, remove graffiti, general up-keep and remedy any faults. Signs of which the condition has deteriorated should be listed for repair or replacement. It is preferable that this work be carried out by the Signage Contractor responsible for the installation.

#### Maintenance Manual

The Signage Contractor shall provide a Maintenance Manual containing a technical specification of the supplied item(s), each sign type, and setting out a detailed method statement covering proposed methods for all routine care and maintenance procedures, including but not limited to;

- All working and as-built drawings for all aspects of the works, i.e. footing details, artwork, individual sign design, thus enabling any component to be easily re-manufactured if and when required
- Comprehensive parts list
- Spare parts list to enable a quick reordering of components including supply time frames
- Site plan detailing each sign location and sign type
- Contractors and suppliers contact list detailing all works performed and materials supplied, for example installation and footing contractor, metal, acrylic, tactile, Braille, paint, adhesive, sealant, self-adhesive film, and fixing suppliers
- All associated certification documents
- Sign installation and removal details
- Sign content replacement
- Sign lighting removal/replacement for relevant signs
- Replacement procedures for each individual section or replaceable panel of the signage system, i.e. letters, slats, metal panels, paper inserts
- Cleaning and maintenance instructions
- · Graffiti/vandalism repair/removal instructions
- All digital photos of the project

The Maintenance Manual should list any required equipment for typical maintenance procedures and changeability procedures, and recommendations for the use and care of the item(s).

The warranty period for each sign should be nominated including the extent of warranty. For proprietary items include the names and addresses of the manufacturers and suppliers of each component, including relevant manufacturer product warranties.

Format shall be A4. One electronic copy shall also be supplied. Three hard copies bound in hard cover ring binder. The pages shall be in individual plastic folders. Include original publications or colour copies of manufacturers' information.

# Section **22.0**

# **Roll Out**

This section specifies protocols in rolling out the signage system across the UNSW site.

Roll Out Overview

**Roll Out Policy** 

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# **Roll Out Overview**

#### Why do we need a roll out plan?

UNSW is located on a thirty eight hectare site, comprised of over sixty multi-deck buildings that accommodate over fifty two thousand students and seven thousand staff. The processes involved in implementing a signage system within a site of such scale requires careful planning and management to ensure that budgets, standard of quality and safety are met and maintained. To establish a consistent wayfinding approach across the whole site for familiar and first-time users, without impeding too heavily on the operations of facilities, buildings and students, it is necessary that a roll out plan is considered before any mass manufacturing and installation of signs are initiated.

#### Who is required in planning the roll out?

It is envisaged that the collaboration of a variety of people, along with the utilisation of the Standards will ensure the delivery of the sign system in a professional and collective manner. These people include:

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

#### Notes

The following protocol on the following page is a recommendation only. The final roll out procedure is at the discretion of the UNSW Project Control Group.

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# **Recommended Protocol**





# Stage 1 – Perimeter Entry Gates

#### Purpose

The bus dependant location of UNSW, along with the introduction of light rail, will always position public transport as the key mode of access to the University for students, staff and visitors. In result, gate entries, which are consistently in close proximity of public transport terminals or placed at vehicular entry points, act as the first point of confirmation for an individuals wayfinding journey. To initiate the goal of creating high quality public realm experiences for the 2025 Architectural strategy, it is advised that gate entries are the first areas of the UNSW site to transition to the new signage system. The introduction of the main gate entry totems will bring context to the implementation of the rest of the new sign system.

#### Approach

Main gates to be prioritised.

#### Sign types

ID.01, ID.02, ID.03

# Stage 2 – External Signage

#### Purpose

Due to the scale of the UNSW site, and the processes involved in implementing a signage system, it is advised that the next stage of roll out is carried out into external pathway signage, prioritizing building identification and wayfinding signs. Not only will this allow positioning planning to be more considered, but also reduce the possibilities of waste during the installation stage. Any new buildings or fitouts need to address both external and internal signage.

### Approach

Signage system to be integrated during planning stage of individual buildings.

#### Sign types

All external sign types where required.

# Stage 3 – Internal Signage

#### Purpose

Most existing buildings within UNSW have sign systems embedded at a surface and structural level. In addition to the passage of time, many students are familiar with the nomenclature and visual elements of these wayfinding systems, and may have already adopted or constructed their own wayfinding journeys to find certain destinations. As a result, the positioning of new signs requires much more consideration to ensure the new wayfinding system is as intuitive as possible. Consequently, the introduction of the new internal signage system to older, existing buildings should be done last. This will provide sufficient time for planning of replacement and removal of old signs, location masterplanning and installation of new signs.

#### Approach

Existing buildings with greater capacities and areas with heavy pedestrian traffic to be prioritised.

### Sign types

All internal sign types where required.



# Section **23.0**

# Appendix

This section compiles any extra strategies, documentation and signtype details not captured in the previous sections.

Room Numbering Protocol

RMS & NSW Transit Authority Signage

Wayfinding Principles

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# **Room Numbering Protocol**



U Sh Ri Th tw se its cl m w al se rc **N** Ti

Indicative Level 1 Plan Scale N/A When new buildings or levels cannot adopt the existing UNSW Room Numbering Protocol, the strategy shown should be used.

Room codes are displayed as four digit numbers. The first two digits represent the level number. The last two represent the room number within the level. The sequence of the last two digits begins and ends within its level. The sequence of room number allocation is at clockwise direction starting at the room closest to the main entry point of the level. In result, no two numbers will be exactly the same within the one building. This also provides a system that does not disrupt the number sequence of all rooms within a building when a new room code is added.

#### Note

The plan shown is diagrammatic only, to showcase room number sequencing.

# RMS and NSW Transit Authority Signage – Overview



The strategy is based on principles of wayfinding from roads and transit routes directly connected to the UNSW Kensington Campus.

The primary objective of this strategy is to deliver traffic to the site perimeter of UNSW Kensington. The user is then introduced to the UNSW signage system which guides them through the threshold and to the intended destination.

Recommended naming on road signage is 'UNSW Kensington' to avoid confusion with other campus locations. Submissions for road signs are to be submitted to local councils (Randwick City Council). This is to be undertaken by UNSW either directly or by engaging a consultant.

This diagram highlights the Kensington campus perimeter in the context of its surrounding suburbs and routes from Daceyville to Randwick.

**Campus Perimeter** 

### **NSW Roads Standards**

Guidance is provided by the NSW Roads and Maritime Services signage guidelines and specifications. These specifications can be found at www.rms.nsw.gov.au.

All road signs must comply with latest editions of Australian Standard 'AS1743: Road Signs-Specifications' and 'AS1742: Manual of Uniform Control Traffic Devices'. As of the date of issue, the most recent edition is the 2018 one, as shown.

# RMS and NSW Transit Authority Signage – Location Plan



D E F G Key 0 0

This diagram shows where existing and proposed road signage is allocated around the Kensington campus.



- Proposed UNSW Kensington Sign
- Existing UNSW Kensington Sign
- Campus Perimeter

# RMS and NSW Transit Authority Signage – Location Views

Corner of Alison Road and



Corner of Todman Avenue and ANZAC Pde





**Botany Street** 

В

F



G

C



Corner of Avoca Street and

**High Street** 



**Corner of Botany Street** and Barker Street





**Corner of Rainbow Street** and ANZAC Parade

- **Corner of Gardeners Road and ANZAC Parade**
- Existing sign on corner of Wansey Road and Alison Road









Key	



## Note

All proposed road sign messaging and locations are indicative only, to be updated in conjunction with the construction of the ANZAC Parade light rail.

# Wayfinding Principles – Reading Distances

### **Optimum reading distances**

(All wayfinding sign forms)





Note Refer to 'Section 9, Graphic Standards, Typographic Grids' for letter heights specific to sign types.

In order to be effective, a sign must be legible. When planning signs, efforts must be made to reduce the number of signs required by using larger text sizes where possible. This diagram illustrates the recommended letter heights relative to viewing distances for a person with average eyesight.

etter Height	Reading Distances
0mm	15m
0mm	12m
0mm	9m
0mm	6m
0mm	3m

# Wayfinding Principles – Sight Line Legibility

#### Total comfortable viewing zone

As determined by AS1428.2



This diagram illustrates the total comfortable viewing zone of a user in regards to signage, as determined by AS1428.2. Signs outside of this area will not be comfortably visible to the user.

Source: National Endowment for the Arts, Needs Assessment Survey Instrument, produced by National Access Centre, USA.

AS 1428.2, 1992 Design for Access and Mobility.

# Wayfinding Principles – Height Positioning Zones

#### Signage Zone Standards

As determined by AS1428.2



This diagram illustrates the appropriate mounting heights for wall-mounted and suspended signs in relation to their context and users, as well as the required heights for tactile signs. Source: National Endowment for the Arts, Needs Assessment Survey Instrument, produced by National Access Centre, USA.

AS 1428.2, 1992 Design for Access and Mobility.

# Wayfinding Principles – Strategy Models



### 1. Connectors model

This strategy uses a simple, bold pathway that connects all destinations in one single loop.



### 3. Landmarks model

This strategy uses architectural or placemaking elements to direct users to major destination points.



## 2. Districts model

This strategy divides the site into districts, creating meaningful zones that designate function.



## 4. Streets model

This strategy uses easily recognisable wayfinding corridors or paths to direct users.

There are four types of strategy models that organise most wayfinding systems: connectors, districts, landmarks, and streets.

For UNSW, we have chosen a strategy that incorporates elements of both the landmarks and streets models. This strategy takes advantage of existing strong visual lines and marked thoroughfares within the campus in addition to the unique architecture and landmarks already within the university.

Source: The Wayfinding Handbook, David Gibson

# UNSW

For sections O1 - O8, refer to chapter G.1 For sections O9 - 12, refer to chapter G.2 For sections 13 - 17, refer to chapter G.3



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# Thank you

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