



Signage

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# Our Signage

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Our students and faculty will enter through our doors everyday, drive by our locations and visit our offices. Good, clear, easy-to-follow signage demonstrates our core value of understanding. There are many different types of signs available for both indoor and outdoor use. Please be sure to contact and consult the marketing department on how best to go about applying our identity to both of these. Think about the position of each sign

carefully. A few well chosen locations will help reduce the number of signs required. A consistent style across all areas of signage helps to build a strong brand.

If you have any questions, contact our marketing team for further assistance or for a list of preferred suppliers.



# Basic Signage

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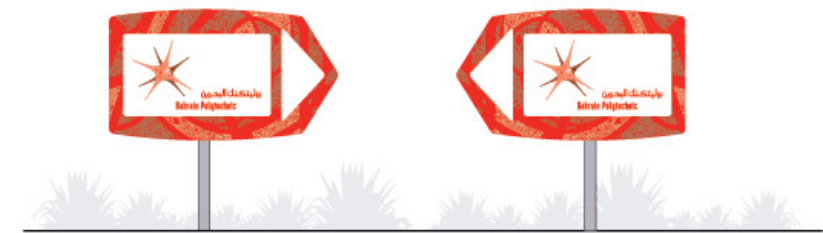
This section outlines the standards for development of external signage. The main principles are that signage should be bold and visible. Signage should adhere to the basic elements of the brand identity as outlined in preceding sections and should avoid text heavy designs and ensuring that signs are not

obstructed in any way. Care should be taken in production of the signage ensuring no element is obscured and that the signs are illuminated at night.

Various formats are illustrated over the following pages.



Basic Facility Signage



Directional Signage



# Outdoor Signage

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This section outlines the standards for development of secondary signage. The main principles remain the same. Signage should be kept clean at all times and a regular maintenance schedule adhered to. Below are some examples of various applications and adaptations.



Illuminated overhead sign



Wall or fence mounted Signage



Portrait Signage





# Outdoor Signage

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This section outlines the standards for development of indoor signage. The main principles remain the same. Signage should be kept clean at all times and a regular maintenance schedule adhered to. Below are some examples of various applications and adaptations.

Reserved Car Park

Car Park Sign



Building Number Sign



Car Park Sign



# Indoor Signage

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More examples of various applications and adaptations. Accurate specifications will be provided once executed.

Number Plate



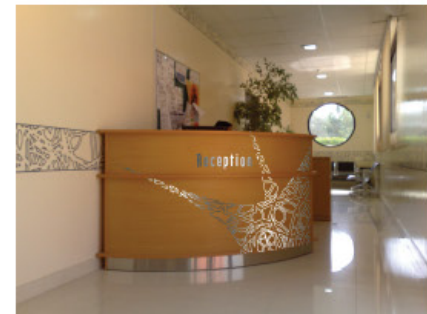
Desk Sign with acceptable colour variations



Department Sign



Department Listing Sign



Reception Sign