SECTION C

GRAPHIC STANDARDS

Messages

Font

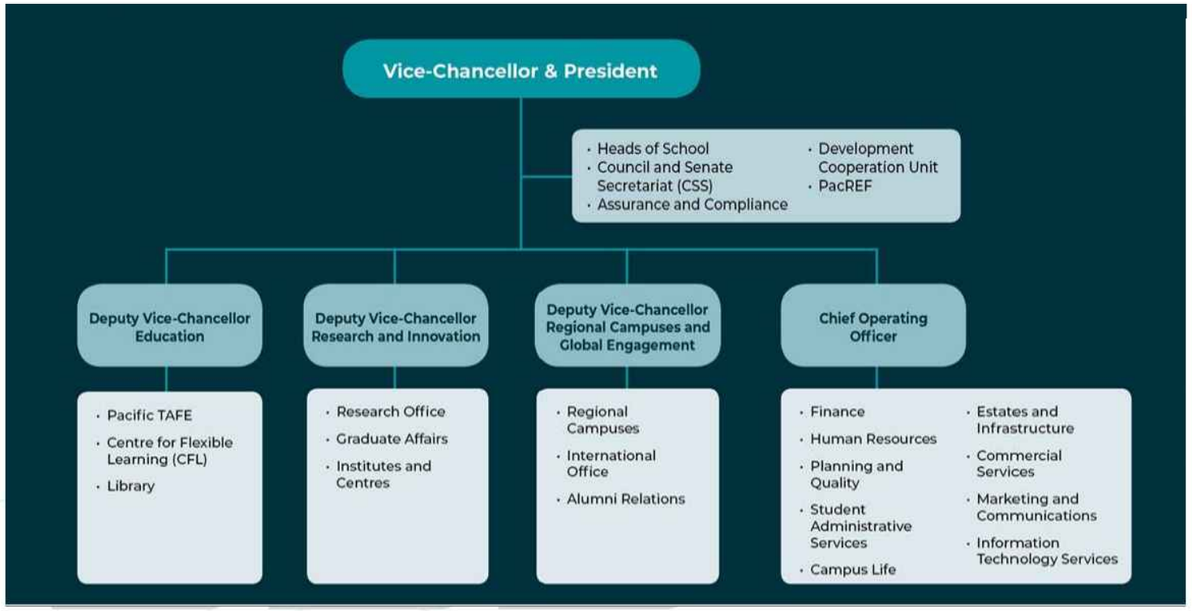
Pictograms

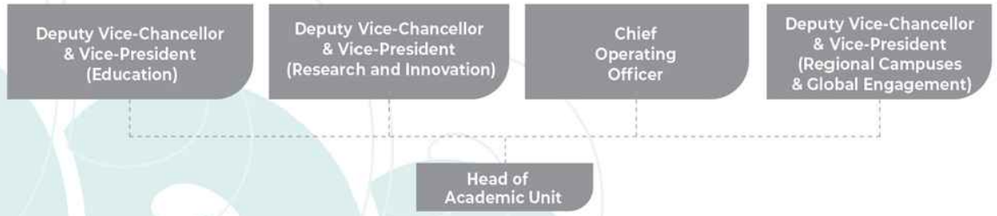
Arrows

Colours

Maps

USP ORGANISATIONAL STRUCTURE





Nomenclature
The naming of each destination on campus must follow the USP Organisational Structure. This list is available from the USP web site, https://mis.usp.ac.fj

Other destinations
Major public rooms and community spaces such as function rooms and galleries are to use their individual names.

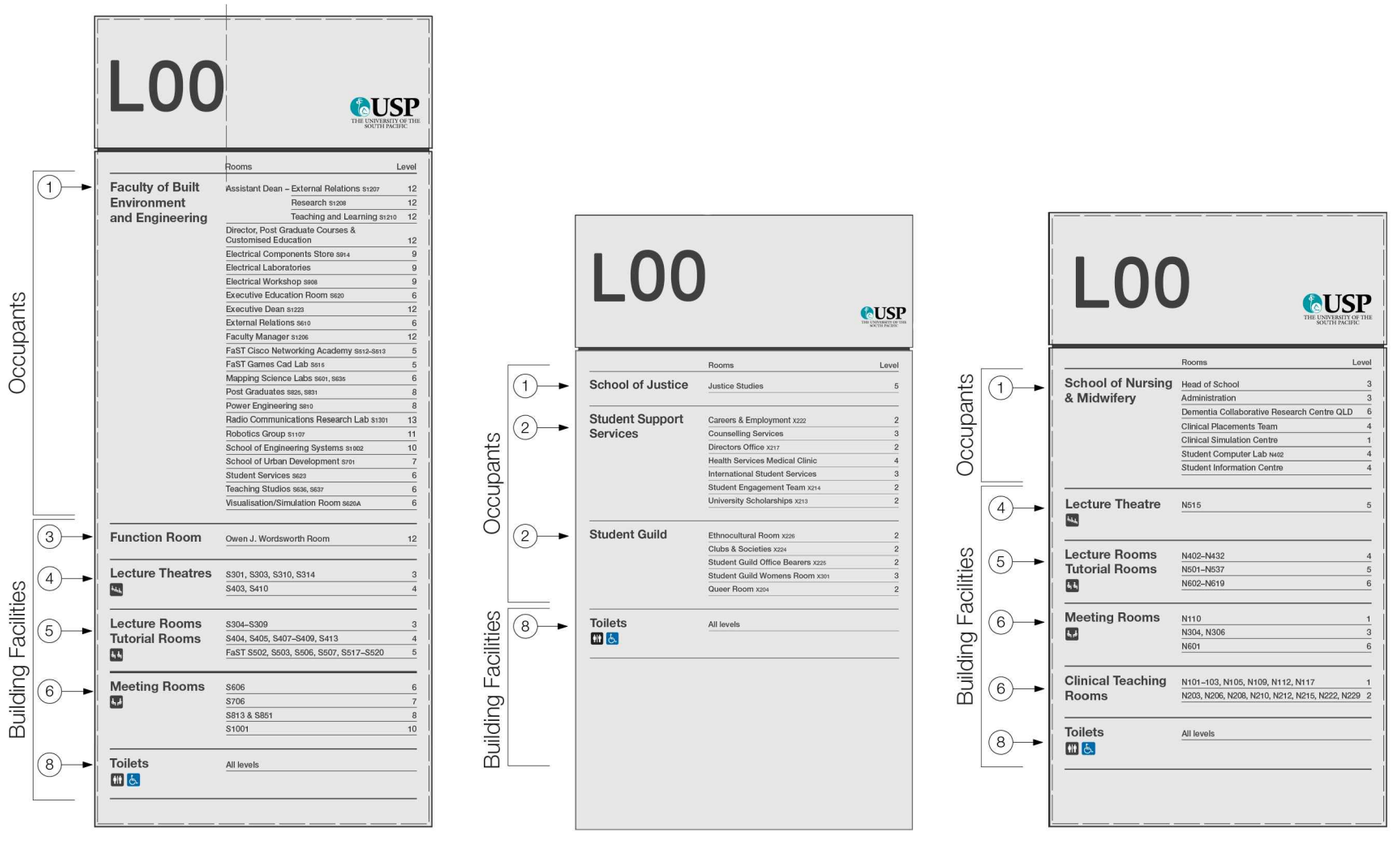
All other destinations are to use common names across all campuses. These names are as follows:

- Lecture Theatres
- Lecture Rooms
- Tutorial Rooms
- Meeting Rooms
- Computer Labs

Facilities such as car parks, toilets and parents rooms generally use pictograms rather than words on the signs.

Naming of University buildings and parts of buildings
USP Council or SMT has determined that, in naming buildings and parts of buildings, due regard be given to persons who have been associated prominently with the University, including major financial contributors. Council intends that names only be considered as the occasion arises or otherwise warrants.

Council has delegated authority to the Vice-Chancellor to approve the naming of University buildings.



DIRECTORY SIGNS - TYPICAL GRAPHIC LAYOUTS

Directory
The hierarchy of messages on directories must also follow the USP Organisational Structure. Following is the order in which information is listed on the directory. These are grouped as either Occupants (grouped first) and Building Facilities (grouped second).

Occupants
1. Schools, Portfolios & Disciplines
2. Divisions, Departments and Sections

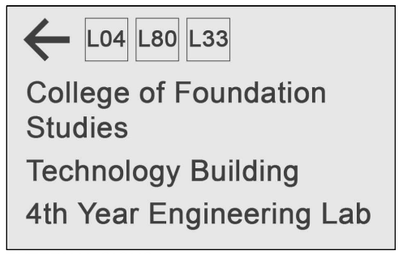
Building Facilities
3. Major Public Rooms (eg Function Rooms)
4. Lecture Theatres
5. Lecture Rooms/Tutorial Rooms
6. Meeting Rooms/Computer Labs/Other rooms
7. Car Parks
8. Toilets

Where a building houses several sections or schools, the School is the primary identifier in the left column with associated subsections grouped accordingly in the room listings column.

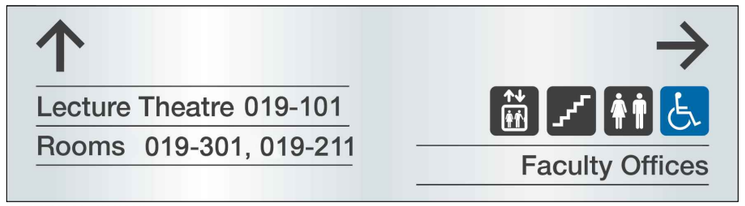
Divisional names are rarely used as the primary identifier, rather, services and subsections are grouped in the room listings against divisional Department names in the left column.

Where a particular School is the primary occupant of the building, the name of the school may be used as the primary listing in the left column of the directory board with sub sections grouped accordingly in the room lists to the right.

Further clarification of directional signage policy should be referred to the Director Estates and Infrastructure Services.

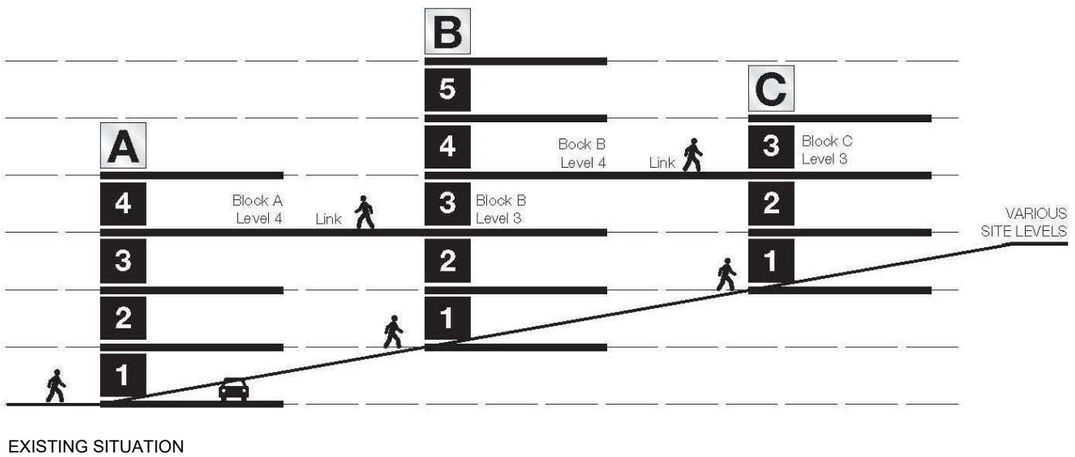


EXTERNAL SIGNS

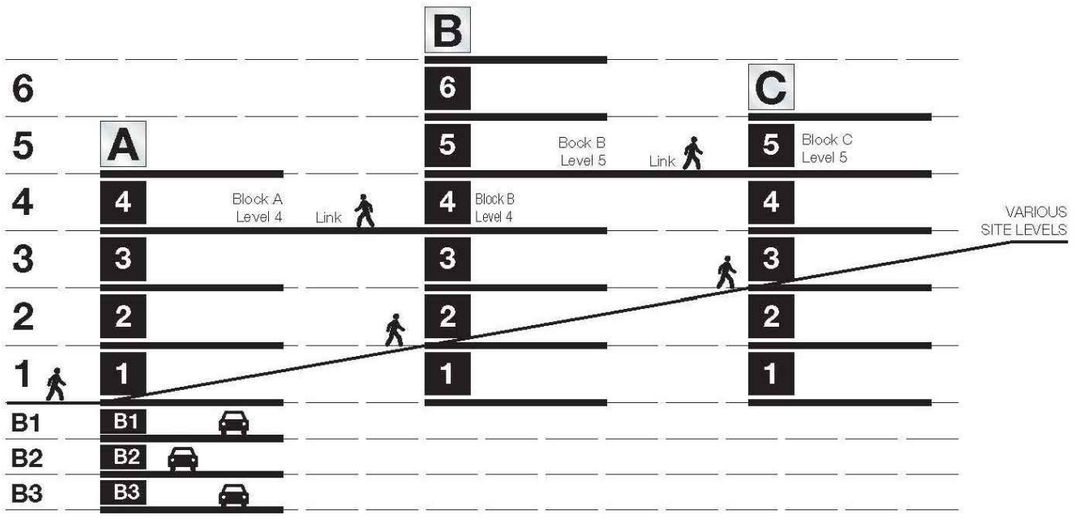


INTERNAL SIGNS

DIRECTIONAL SIGNS - TYPICAL GRAPHIC LAYOUTS



EXISTING SITUATION



ASPIRATIONAL (LONG TERM)

LEVEL NUMBERING

Directional signs
Directional signs are to use the progressive disclosure technique of providing information. External directional signs have a single arrow for each direction and firstly list Block Letters, then all relevant pictograms and then list major destinations.

Internal directional signs list all facility pictograms under each arrow, then follow the same USP Organisational Structure hierarchy as the directory signs.

No more than 5-6 messages should appear for each direction.

Level Numbering System
The current level naming system for the University uses the following terms:

- Level 4 (and higher, as required)
- Level 3
- Level 2
- Level 1
- Level B1
- Level B2 (and lower, as required)

Ground level is not used as some buildings have multiple entrances at different levels. This is due to the topographic nature of the campuses. This also results in some levels not aligning with connected buildings, as illustrated on the Existing Situation diagram. Clear delineation of arrivals/thresholds between buildings is required in these instances.

Where possible, all linked buildings should share the same level number. This is illustrated on the Aspirational (Long Term) diagram. This approach should be applied to future building and refurbishment projects.

Should a building have multiple lifts, a naming system for the lifts may need to be considered. These names could also be supported by an alphabetical/colour system. This will require further discussion should this be considered in future projects.



ROOM NUMBER

Lecture Theatre

TITLE CASE

007-107 - 007-112

En-dash (range of room numbers)

001-014, 001-121, 001-201

Commas (between room numbers)

PUNCTUATION EXAMPLES - ROOM RANGE

Room Numbering System
Room numbers are used as the primary identifier for destinations within USP. The Room Numbering System allows room numbering procedures to be applied consistently and uniformly to all University buildings, this facilitates the day-to-day operations, and the strategic reporting and planning.

Consequently, all rooms have a unique number and they require a room number sign. The room number is the best reference when searching for a room and the use of room number in wayfinding is to be encouraged in all instances.

Case
On signs, all messages should be in Title Case (each word starts with a capital letter, with the remaining letters being in lower case), except on sentences in notices/regulation/ information signs. All uppercase letters are only to be used on street names and statutory door signs.

Punctuation Marks
The use of commas, full stops and other punctuation marks should be avoided on signs, with exception of the following:
- notices/conditions/regulations;
- interpretive information;
- listing of room numbers (e.g. Rooms 007–004) on directional signs and directories.

Destinations that span a range of rooms should be indicated as shown on the left.

When indicating a span of consecutive rooms, use the En dash (–) symbol, not a hyphen (-). No spaces are required before and after the En dash. Moderate kerning is allowed.

Message Tone
All messages should be conveyed in a clear, concise and positive tone. Messages should be unambiguous and should not be overly authoritative. All instructional text should not be beyond sixth grade reading level and should be stated positively.

Languages
All signs are to be in English only. Although there are many international students at USP, we do not recommend including other languages, since it is difficult to determine which languages to include or which to exclude.

The introduction of other languages will also significantly reduce legibility and significantly increase the size of the signs.

The recommended solution for multilingual signage is to use internationally recognised pictograms, refer to Page C-06.

EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdegghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdegghijklmnopqrstuvwxyz

SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdegghijklmnopqrstuvwxyz

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdegghijklmnopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdegghijklmnopqrstuvwxyz

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdegghijklmnopqrstuvwxyz

The font Montserrat is to be used in all signage.

Montserrat Semi Bold
This is the main variant of the font family which should be used on most signs.

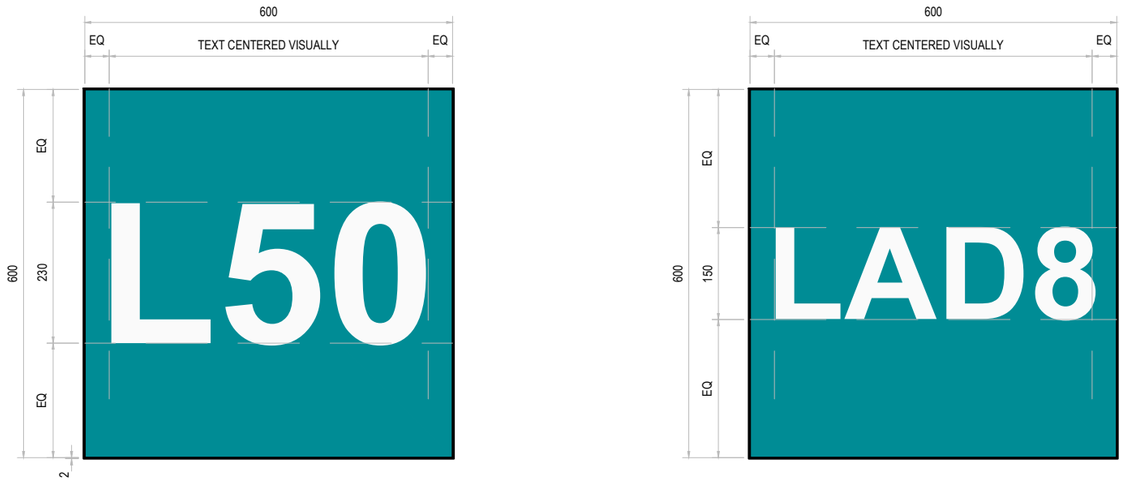
Montserrat Bold
The bold variant is used for the Campus names and may be used to highlight text. The required information hierarchy has been built into the design of all other signs through use of text and background colour, font size, position and layout.

Montserrat Medium
This is used for the room names and may be used as support text.

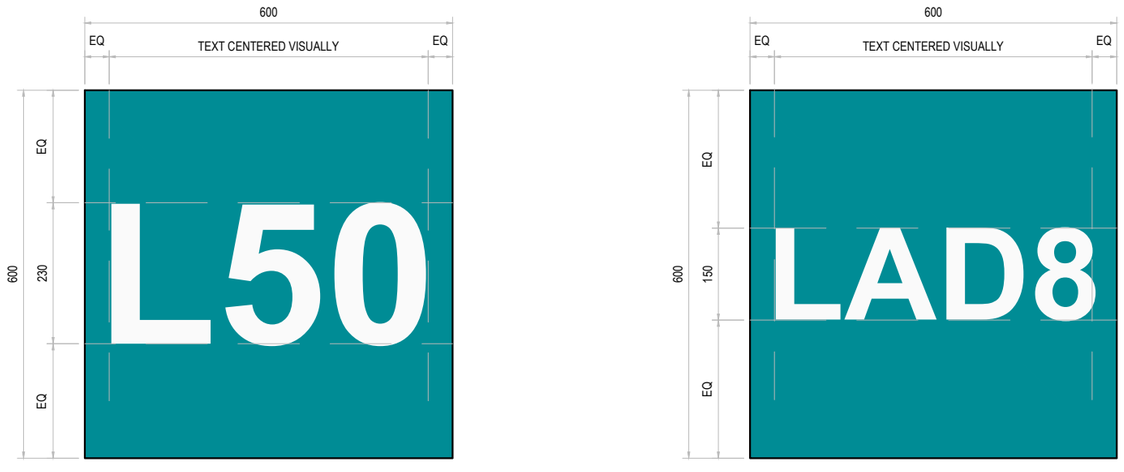
Montserrat Regular
The condensed variant is used for the Fire Hose Reel statutory signs only.

Text size
Text size on all signs has been determined based on ideal viewing distance and should be adhered to wherever possible.

Cap X-height
For accuracy in layout of text on signs, the height of the capital letter X (Cap X-height) should be used instead of the point size of the font. This measurement is always shown in millimetres unless otherwise stated.



Location Code with Keyline



Location Code - Without Keyline

Location Codes (LC) are used to identify buildings throughout the campus.

The approved LC for use on all directional, identification and information signs are as illustrated. No other versions of these letters will be accepted.

The proportion of the keyline around the letter is to be consistent across all sign types.

Note that the keyline is removed on Sign Types ID4a and IF2a where the background panel forms the size of the block square







FACILITIES





REGULATORY



ACCESS PICTOGRAMS

Pictograms are used to identify commonly used facilities and services.

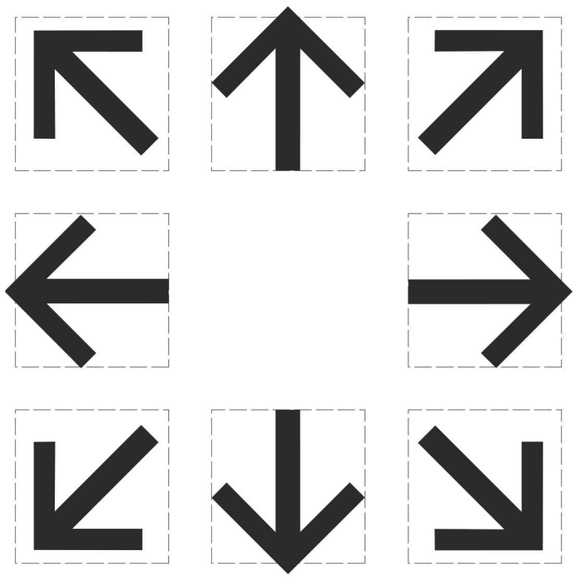
The approved pictograms for use on all directional, identification and information signs are as illustrated. No other versions of these pictograms will be accepted. These pictograms are in line with international standards and can generally be understood as stand-alone messages. When used, pictograms are to be scaled proportionately.

Note that the text label shown below each pictogram is used for identification purposes only. This label should not appear together with the pictogram on a sign.

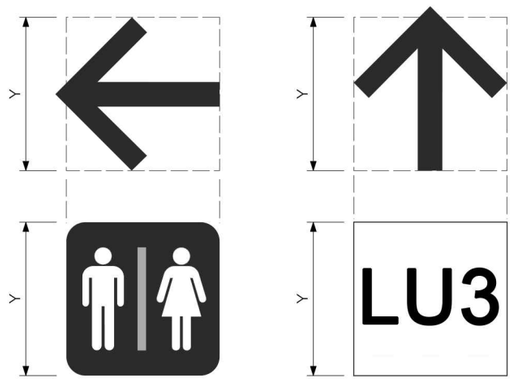
All pictograms should be used with discretion, as over-use may lead to visual clutter, and confusion.

For clarity, prohibitive pictograms are designed with the red line cropped behind the symbol.

For safety pictograms refer to AS 1319 Safety Signs for the Occupational Environment.



STANDARD ARROWS



ARROW SIZING

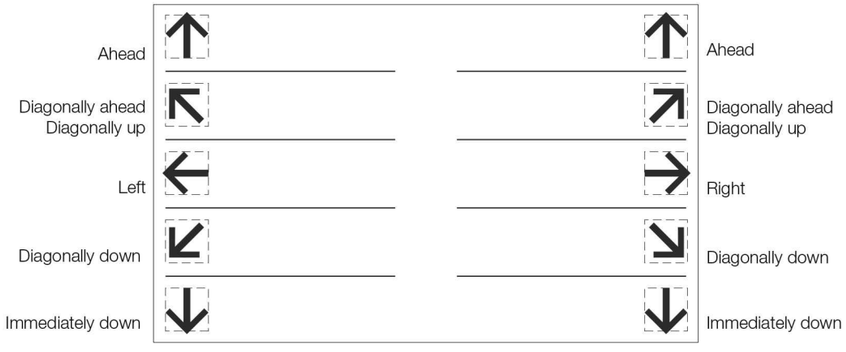
Arrows play a major role in wayfinding, so they must be used consistently and effectively.

A specific arrow type has been chosen to complement the font Montserrat. This arrow type should be used in all directional signs.

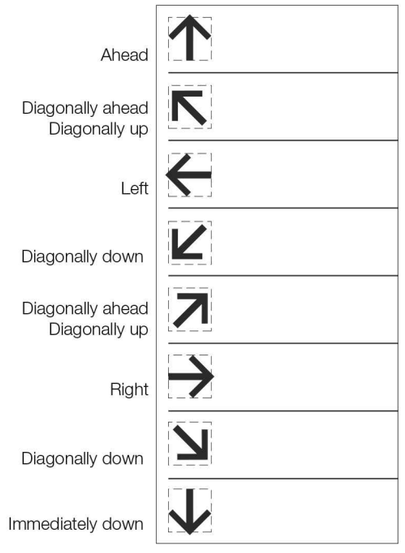
Arrow directions
Up pointing arrow is used to direct forward.
Right and Left pointing arrows direct to destinations that require pedestrians to turn right or left, either at the sign or immediately after the sign.
Diagonal arrows direct diagonally up or diagonally down when located next to stairs or escalators. In other locations they direct diagonally ahead. Diagonal arrows may never be used to direct diagonally backwards.
Down pointing arrow should only be used when the sign is above the destination.

Arrow usage
A single arrow is required for each direction, not for each destination. Arrow bounding box A square bounding box has been included in these arrow drawings as guides for the correct alignment of arrows and text. Note that the tip of horizontal and vertical arrows extends beyond the box boundaries. After setting arrows and text, when it is no longer required, remember to remove the bounding box from the graphic layout.

Arrow priority
Messages directing ahead, diagonally ahead or diagonally up should appear at the top of the sign.
Messages directing left, or diagonally left should appear on the left side of the sign.
Messages directing right, or diagonally right should appear on the right side of the sign.
Messages directing down or diagonally down should appear at the bottom of the sign.
An arrow should always point away from the message.



HORIZONTAL FORMAT - SUSPENDED SIGNS



VERTICAL FORMAT - DIRECTIONAL SIGNS

This schedule specifies the colours to be used in all signage.

Colours have been adjusted to suit the available standard paint, anodising and vinyl colours.

Colour Strategy
Colours have been chosen to achieve a high level of contrast and legibility as well as to achieve continuity with the existing external signage system.

Generally all signs appear as charcoal text on silver background, with a charcoal frame or backing. This is reversed with white text on charcoal background in some applications such as street name signs and on door signs where contrast is required. USP Teal is generally used for the USP logo only.

Charcoal

Pantone	Black C
RGB	45, 41, 38
Paint	Dulux 'domini' PG1 A8
Vinyl	Avery ‘Komatsu Grey’ 759-01 PF

USP Teal

Pantone	321C
RGB	0, 140, 149

USP Dark Teal

Pantone	2965C
RGB	0, 38, 62

Access Blue

Pantone	2945C
RGB	0, 76, 151
Paint	AS2700 Ultra Marine B21
Vinyl	Avery Vivid Blue 934

First Aid Green

Pantone	349C
RGB	4, 106, 56
Paint	AS2700 Jade G21
Vinyl	Avery Emerald Green 931

Regulatory Red

Pantone	186C
RGB	200, 16, 46
Paint	AS2700 Signal Red R13
Vinyl	Avery ‘Signal Red’ 925 QM

Silver - Satin Natural Anodised Aluminium

Pantone	877C
RGB	138, 141, 143
Paint	to match satin natural anodised aluminium
Vinyl	Avery ‘Silver Metallic’ 990

White

Pantone	N/A
RGB	255, 255, 255
Paint	Dulux ‘Vivid White’ PCW B4
Vinyl	Avery ‘White’ 900 QM

PICTOGRAM COLOURS

STANDARD SIGN COLOURS

EXAMPLE



‘You are Here’ maps are important elements to assist wayfinding. They provide a visual cue and can provide more detail than directional signs.

Fixed maps on signs should be orientated to suit the direction the viewer is facing. Hand held maps should be based on the same design as the fixed maps to maintain consistency.

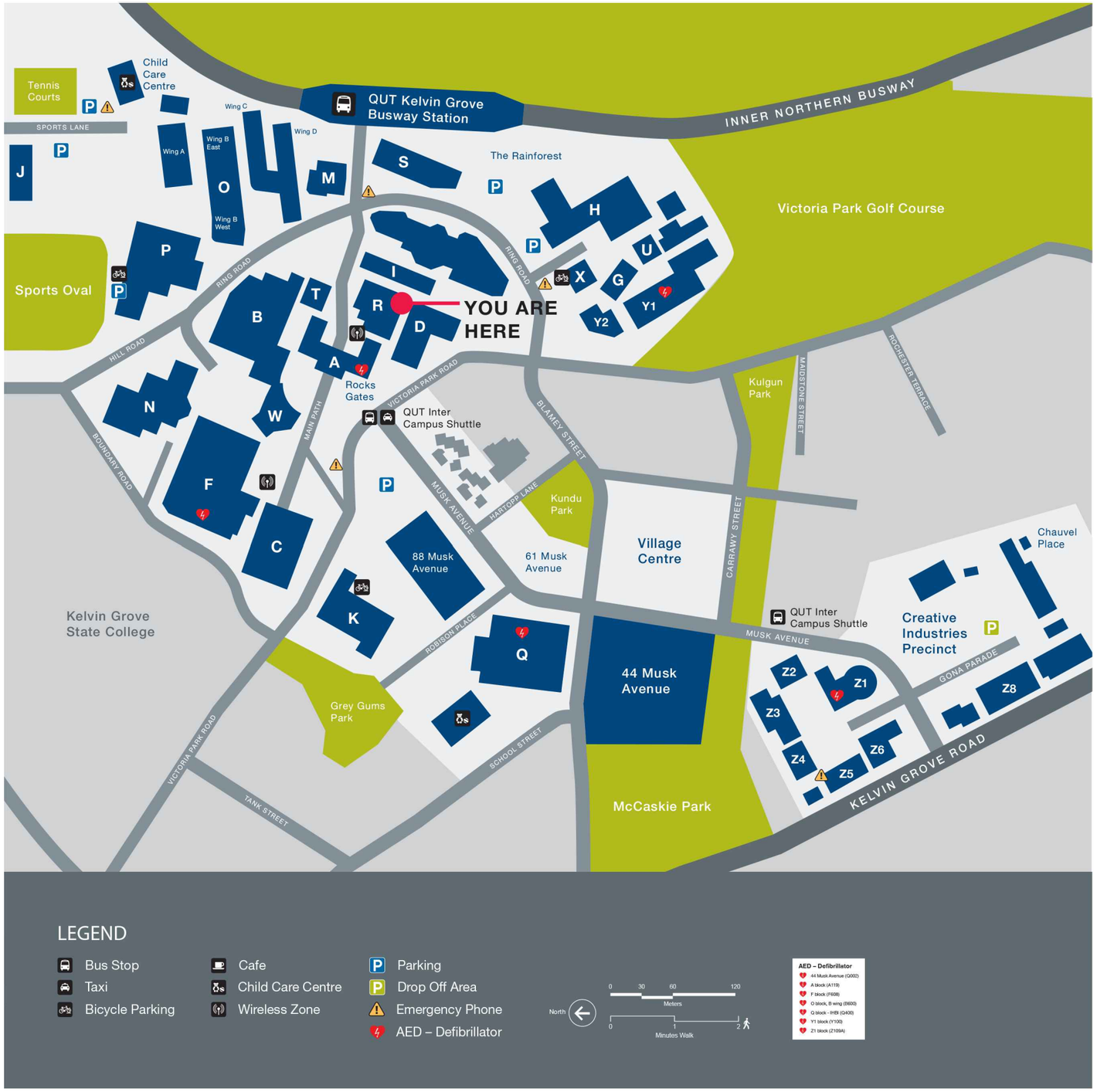
Campus Maps

Campus maps are to be included in the Information Signs at major arrivals and gathering. The aim is to keep the map as simple as possible by showing the site boundary, buildings/blocks, streets/lanes, major destinations and facilities/transport options.

The Laucala Campus map is illustrated on this page. The map is designed to be viewed by the first time visitor, keeping in mind that they will be prepared in some way by knowing which Block they need to find. Major public destinations are located on the map. Facilities, transport and emergency services are shown as pictograms.

The map shows the design intent. The final map will need to be developed further and rotated to suit the direction the viewer is facing. The map will also need to be updated regularly to ensure the the information provided is relevant and accurate.

EXAMPLE



Campus Maps

QUT Kelvin Grove Campus map is used as an exmaple on this page.

The map is designed to be viewed by the first time visitor, keeping in mind that they will be prepared in some way by knowing which Block/Precinct or Street they need to find. Major public destinations, such as Village Centre and Parks are located on the map. Facilities, transport and emergency services are shown as pictograms.

The map shows the design intent. The final map will need to be developed further and rotated to suit the direction the viewer is facing. The map will also need to be updated regularly to ensure the the information provided is relevant and accurate.

Interior Maps

Interior maps may be included in the directories of complex buildings as part of the Level Directory. These maps should show room numbers, major destinations and all facilities and services on each level. The design of these should maintain the same design guidelines as the campus maps

Application
USP is progressively adopting Digital Signage for a variety of signage requirements.

Digital displays may be used in wayfinding applications, general information provision and marketing, room booking information and staff directories.

USP has a preferred digital signage solution and consultants are encouraged to consult with Information Technology prior to implementation of any digital signage solutions.

While the specific requirement for digital displays will be dependent on each project, the signage principles and graphic standards determined in this Manual must be maintained to ensure consistency.





