1.1 Toolbox: UoM logo

The preferred UoM logo for any application is the “Primary: Vertical Housed” logo. This is the only logo that should be used on signage.

**Clear space**

It is important that other design elements do not encroach on the space around the University of Melbourne logo. This clearance maintains the legibility and clarity of the mark and establishes its importance in the communication hierarchy.

As illustrated, to work out the minimum clear space required, measure from the tip of the points at the top of the crest, to the tip of the point at the bottom of the crest. Half of this value is the minimum amount of space you must allow on all sides of the logo. Where this space is measured from depends on whether the logo appears on a UoM Blue background or another colour.

**Minimum size**

Do not use any of the UoM logo versions smaller than the minimum sizes indicated as the quality of the reproduction will be compromised.

**Clear space requirement:**

It is important that other design elements do not encroach on the space around the University of Melbourne logo. This clearance maintains the legibility and clarity of the mark and establishes its importance in the communication hierarchy.

This blue area indicates a full-bleed UoM blue background. When you use the logo on a UoM blue background, the clear space should be measured from the white parts of the logo rather than the blue housing.

**Do not change the size of the housing around the UoM logo.**
1.2 Toolbox: Colour palette

These colours are selected specifically for use on signage, from the main UoM Colour Palette.

Should additional colours be required, please refer to the colour palette section in the UoM Brand Guidelines.

Primary signage colours

- **UoM Blue**
  - PANTONE: 7687
  - CMYK: 100 / 75 / 2 / 18

- **Dark Grey**
  - PANTONE: Cool Grey 7
  - CMYK: 15 / 5 / 1 / 41

- **Light Grey**
  - PANTONE: 427
  - CMYK: 7 / 3 / 5 / 8

Additional signage colours

- **Emerald Dark**
  - PANTONE: 2416
  - CMYK: 72 / 0 / 63 / 0

- **Blue Dark**
  - PANTONE: 7683
  - CMYK: 74 / 44 / 0 / 0

- **Teal Dark**
  - PANTONE: 2222
  - CMYK: 84 / 11 / 27 / 6

- **Purple Dark**
  - PANTONE: 2115
  - CMYK: 64 / 45 / 0 / 0

- **Pink Dark**
  - PANTONE: 2339
  - CMYK: 0 / 58 / 36 / 0

- **Orange Dark**
  - PANTONE: 1665
  - CMYK: 0 / 70 / 71 / 0

- **Emerald Light**
  - PANTONE: 2246
  - CMYK: 49 / 0 / 38 / 0

- **Blue Light**
  - PANTONE: 2975
  - CMYK: 40 / 0 / 10 / 0

- **Teal Light**
  - PANTONE: 630
  - CMYK: 64 / 0 / 20 / 0

- **Purple Light**
  - PANTONE: 2113
  - CMYK: 37 / 21 / 0 / 0

- **Pink Light**
  - PANTONE: 2337
  - CMYK: 0 / 34 / 20 / 0

- **Orange Light**
  - PANTONE: 487
  - CMYK: 0 / 50 / 50 / 0

- **Red (only for specific icons)**
  - PANTONE: 1795
  - CMYK: 0 / 100 / 100 / 0
The typeface for use on UoM signage is Source Sans Pro. If this typeface is not installed on your system, it can be downloaded from Google Fonts.

- The most commonly used weights for signage will be “Regular” and “Semibold”.
- The “Light” weight should only be used for longer form text that is not essential to navigation, such as the stories on Campus Tour signage.
- The “Bold” weight is sparingly used, for items that need to specifically stand out, such as floor numbers.

General typesetting notes
- All text should have tracking of -20
- Please note that we do not use ampersands. Always use the full word “and”.
- All signage text should appear in sentence case, which is easier to read than caps.
1.4 Toolbox: Arrows and pictograms

Arrows

<p>| | | | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>up</td>
<td>top left</td>
<td>left</td>
<td>bottom left</td>
<td>down</td>
<td>up</td>
<td>top right</td>
<td>right</td>
<td>bottom right</td>
</tr>
</tbody>
</table>

Services

|  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|
| accessible | male toilets | female toilets | all gender toilet | squat toilet | baby change | shower | male toilet and shower | female toilet and shower |
| taxi point | train | tram | bicycle access | stairs | lift | dog friendly | CCTV in use | information |

Forbidden

|  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|
| no access | no parking | no smoking | no vehicle access | no mobile phones | no food or drink | no dogs | no bikes |

Traffic signs

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>parking</td>
<td>speed limit</td>
<td>windy road</td>
</tr>
</tbody>
</table>

Alerts

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>warning</td>
<td>beware of snakes</td>
<td></td>
</tr>
</tbody>
</table>

Regulatory Signs

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>first aid</td>
<td>AED on site</td>
</tr>
</tbody>
</table>

Any containment facility with external Regulatory certification, such as OGTR or DAWR, must comply with the Regulatory signage requirement as stipulated at the time of certification.
2.0 User Journey

When designing signage, you should always consider how people are going to use the signage you create to find their way around the University. This is called the “User Journey”. Think about what your sign is for, what function you want it to perform, and what information the visitor is looking for at that stage of their journey.

- Building should be easily identifiable as a University of Melbourne building by passing traffic and the opposite side of the street.
- Identify building name and number
- Identify occupants
- Building should be easily identifiable as a University of Melbourne building by passing traffic and the opposite side of the street.
- Identify building name and number
- Identify occupants
- Identify building name and number
- Entry requirements ie. no food/CCTV
- Wayfinding to building occupants and amenities
- Visible and legible on entry
- Identify room number and/or resident
- Industry standard and recognisable

---

**From a distance**

![Building Image]

**Close proximity**

![Building Image]

**At entry**

![Building Image]

**At foyer and junctions**

![Building Image]

**At door**

![Building Image]

**Amenities**

![Facilities Image]
3.0
Sign types: Flexible signage

Flexible signage is signage that is custom-designed to fit a specific location. The sizing will vary depending on the available space, so the examples on the following pages give sizes of elements using proportional measurements rather than fixed numbers.

The examples are given as a guide to look and feel only – personal judgement will still need to be used when designing a sign to decide whether the sizing used is appropriate for the specific requirements of the piece of signage.

These examples are intended to be used alongside the 2006 “External Signage Guidelines” document created by EmeryStudio, which specify locations and physical sizes for each type of sign.
3.1
Sign types: Flexible signage – External first touch

**External first touch**

“External first touch” signage is seen from outside the campus grounds, introducing visitors to the university. They are the first point of contact a person has with the University, so they need to be highly recognisable and easy to read.

They should maintain a strong link to the brand and incorporate the UoM logo.

Applied to an off-campus building, “external first touch” signage needs to identify the building in as being part of the University, so that it can be picked out from the non-University buildings that may surround it.
3.1
Sign types: Flexible signage – External first touch

Identification sign: Provincial Entry Sign (PE1)
Used for identification of important main entries in regional university campus.
3.1 Sign types: Flexible signage – External first touch

Identification sign: Provincial Entry Sign (PE1)

Used for identification of important main entries in regional university campus.

Measurements

Divide the main section of your sign into 8 columns.

For a large external sign of similar proportions to this example (much taller than it is wide), the appropriate size for the logo is 6 columns wide. For this purpose, the size of the logo includes the area of mandatory clear space around it.

The size of other elements in the layout is based on the size of the logo.

Recommended clear space of 300mm–600mm at the bottom of signage to allow for vegetation and gardening services.
3.1

Sign types: Flexible signage – External first touch

Identification sign: Rural Entry Sign (RE1)

Used for identification of important main entries in regional university campus.

Werribee Veterinary Science Campus
Veterinary Clinic and Hospital

Left hand side of the driveway

Right hand side of the driveway
3.1 Sign types: Flexible signage – External first touch

Identification sign: Rural Entry Sign (RE1)

Used for identification of important main entries in regional university campus.

Measurements

Left hand side: grid

Divide the main section of your sign into 8 rows.

For a large external sign of similar proportions to this example (much wider than it is tall), the appropriate size for the logo is 6 rows high. For this purpose, the size of the logo includes the area of mandatory clear space around it.

The size of other elements in the layout is based on the size of the logo.

Left hand side: measurements

Recommended clear space of 300mm–600mm at the bottom of signage to allow for vegetation and gardening services.
3.1 Sign types: Flexible signage – External first touch

Identification sign: Rural Entry Sign (RE1)
Used for identification of important main entries in regional university campus.

Measurements

Divide the main section of your sign into 8 columns.

For a large external sign of similar proportions to this example (taller than it is wide), the appropriate size for the logo is 5 columns wide. For this purpose, the size of the logo includes the area of mandatory clear space around it.

The size of other elements in the layout is based on the size of the logo.
3.1

Sign types:
Flexible signage – External first touch

Perimeter sign:
Campus Identification Sign Type 1 (PS1)
Used to identify University of Melbourne at Parkville Campus.

The University of Melbourne
Parkville Campus
3.1

Sign types:
Flexible signage – External first touch

Perimeter sign:
Campus Identification Sign
Type 1 (PS1)

Used to identify University of Melbourne at Parkville Campus.

Measurements

Front view: grid

The University of Melbourne
Parkville Campus

300mm

Recommended clear space of 300mm–600mm at the bottom of signage to allow for vegetation and gardening services

Align to bottom of logo

Front view: measurements

Divide the main section of your sign into 8 rows and 16 columns.

For a large external sign of similar proportions to this example (much wider than it is tall), the appropriate size for the logo is 6 rows high. For this purpose, the size of the logo includes the area of mandatory clear space around it. The size of other elements in the layout is based on the size of the logo.

Place your type on a column guide so that there is at least 1 empty column between the end of the type and the edge of the sign.

Front view: measurements

The University of Melbourne
Parkville Campus

Size: 3Y / Weight: Semibold
Space: 2.4Y
Size: 2.4Y / Weight: Regular
Align to bottom of logo
3.1

Sign types:
Flexible signage – External first touch

Perimeter sign:
Campus Identification Sign Type 1 (PS1.1)

Used to identify University of Melbourne at Parkville Campus.
3.1
Sign types: Flexible signage – External first touch

Perimeter sign: Campus Identification Sign Type 1 (PS1.1)
Used to identify University of Melbourne at Parkville Campus.

Measurements

Front view: grid

Divide the main section of your sign into 8 rows and 16 columns.

For a large external sign of similar proportions to this example (much wider than it is tall), the appropriate size for the logo is 6 rows high. For this purpose, the size of the logo includes the area of mandatory clear space around it. The size of other elements in the layout is based on the size of the logo.

Place your type on a column guide so that there is at least 1 empty column between the end of the type and the edge of the sign.

Front view: measurements
3.2
Sign types: Flexible signage – External directional

External directional
“External directional” signs are located inside the campus grounds and direct visitors, staff and students to various locations.

It should be simple, clean and easy to read.

Perimeter sign: Campus Identification Sign Type 3 (PS2)
Used to identify university campus and to direct users to specific location in university campus.

Arrow guidelines:
- Left hand arrows to appear on the left side of sign.
- Right hand arrows to appear on the right side of sign.
- Up or down arrows may appear on either side of sign.

The order of arrows should appear as per the arrow hierarchy itemised on page 6.

Arrows pointing in the same direction should be grouped together and ordered by nearest to the farthest.

Arrows should be oriented to match the orientation of the viewer.

Note, these arrow guidelines are applicable to all wayfinding signage in this document.
3.2
Sign types: Flexible signage – External directional

Perimeter sign: Campus Identification Sign Type 3 (PS2)

Used to identify university campus and to direct users to specific location in university campus.

Measurements

Divide the main section of your sign into 8 columns.

For a large external sign of similar proportions to this example (much taller than it is wide), the appropriate size for the logo is 6 columns wide. For this purpose, the size of the logo includes the area of mandatory clear space around it.

The size of other elements in the layout is based on the size of the logo.
3.2
Sign types: Flexible signage – External directional

Perimeter sign: Gate sign Type 1 (PS3)
Used for identification of important gate areas.
3.2
Sign types:
Flexible signage – External directional

Perimeter sign:
Gate sign Type 1 (PS3)
Used for identification of important gate areas.

Measurements

Divide the main section of your sign into 8 columns.

For a large external sign of similar proportions to this example (taller than it is wide), the appropriate size for the logo is 5 columns wide. For this purpose, the size of the logo includes the area of mandatory clear space around it.

The size of other elements in the layout is based on the size of the logo.
3.2 Sign types: Flexible signage – External directional

Perimeter sign: Gate sign Type 1 (PS3.1)
Used for identification of important gate areas.

The University of Melbourne

Gate 4

Side view

Front view – option 1

Front view – option 2

Pedestrian access only

South Car Park entry via Gate 10

North Car Park entry via Gate 1
3.2
Sign types: Flexible signage – External directional
Perimeter sign: Gate sign Type 1 (PS3.1)
Used for identification of important gate areas.

Measurements

Divide the main section of your sign into 8 columns.

For a large external sign of similar proportions to this example (extremely narrow), the appropriate size for the logo is to fill the entire width of the sign. For this purpose, the size of the logo includes the area of mandatory clear space around it.

The size of other elements in the layout is based on the size of the logo.
3.2

Sign types:
Flexible signage – External directional

Perimeter sign:
Gate sign Type 3 (PS3.2)

Used to identify Gate 9, Parkville Campus.
3.2
Sign types: Flexible signage – External directional

Perimeter sign: Gate sign Type 3 (PS3.2)
Used to identify Gate 9, Parkville Campus.

Measurements

For a large external sign of similar proportions to this example (extremely narrow), the appropriate size for the logo is to fill the entire width of the sign. For this purpose, the size of the logo includes the area of mandatory clear space around it.

The size of other elements in the layout is based on the size of the logo.
3.3 Sign types: Flexible signage

Large external signage: 1:4 ratio

For a large external sign of similar proportions to this example (1:4) that has no requirement to consider growth of vegetation from ground level, the appropriate size for the logo is the full height of the sign.

For this purpose, the size of the logo includes the area of mandatory clear space around it.

Generic external signage

Typical formula for creating a non-specific piece of external signage (e.g., building, window, or gate application)

It is preferred that signage text is kept to two lines. However, if longer text needs to be applied to a sign, consider which parts of the text are essential for comprehension. Extra text may be set in a smaller size as shown.
3.3

Sign types: Flexible signage

Generic external signage

Typical formula for creating a non-specific piece of external signage (e.g., building, window, or gate application)

Large external signage: 1:3 ratio

For a large external sign of similar proportions to this example (1:3) that has no requirement to consider growth of vegetation from ground level, the appropriate size for the logo is the full height of the sign.

For this purpose, the size of the logo includes the area of mandatory clear space around it.

It is preferred that signage text is kept to two lines. However, if longer text needs to be applied to a sign, consider which parts of the text are essential for comprehension. Extra text may be set in a smaller size as shown.
Fixed signage is signage that is built on a specified system, regardless of the location in which the sign will be placed. The sizes of elements are fixed so as to provide a consistent experience when moving around the University.
Identification signage

Identification signage is used to label a building or entry.

In the case of an entry point, it can be the first point of contact a person has with the University, so it needs to be highly recognisable and easy to read. It should identify the occupants of a building so that a visitor can be sure that they’ve arrived at the correct building.

They should maintain a strong link the brand and incorporate the UoM logo.

4.1 Sign types:
Fixed signage – Building identification
4.1
Sign types:
Fixed signage – Building identification

Identification sign:
Building identification sign type 1 (ID1)

Used where identification is required for off-site buildings. As for University Square.
4.1

Sign types: Fixed signage – Building identification

Identification sign: Building identification sign type 1 (ID1)
Used where identification is required for off-site buildings. As for University Square.
4.1

Sign types: Fixed signage – Building identification

Identification sign: Building identification sign type 2 (ID2)

Used where identification is required for off-site buildings. As for University Square.
As per graphic representation shown.

Note
Written dimensions take precedence over scaled dimensions.
Verify all critical dimensions on site prior to commencement of work. These drawings are for design intent only. All structural and manufacturing drawings are for design intent only. All structural and manufacturing details must refer to engineers drawing and shop drawings.

All measurements in millimetres.
4.1

Sign types:
Fixed signage – Building identification

Identification sign:
Gate entry (ID4)

Used where identification is required for secondary entry to university campus.
4.2
Sign types:
Fixed signage – Building entry

Identification sign: Building entry type 1 (ID5) – door bands

Used for identification of front of house and building entry.

Entry door bands
Entry door bands are used to label an entry to a building. They confirm the identity of the building and/or its main occupant, and convey details about the building’s opening hours or rules (i.e. no food or drink).

Heritage buildings should not have door bands applied to them and should convey all necessary information via an ID1 sign placed near the building entry (see page 32).
4.2 Sign types: Fixed signage – Building entry

Identification sign: Building entry type 1 (ID5) – door bands

Used for identification of front of house and building entry.

All content should sit on one door (even if it belongs to a double-door set).

On sliding door sets, the content should always be placed on the door that is on the outside of the set – that is, when the door slides open, the content is still visible.

The hierarchy of information is as follows:

- If a building has a building name (e.g., Raymond Priestley Building), then this should be placed in the "Primary Information" position.

- If a building does not have a building name, the "Primary Information" position may be filled by one of the following, whichever is most appropriate for visitors' understanding of the building:
  - The building address
  - The name of a building occupant (department/school/faculty) where the occupant is either the single occupant of the building, or occupies 70% or more of the building and it is recognised as being their building.
  - If there is no content for the Primary information field, the Secondary information content should stay fixed in its position on the doorband, and vice versa.

- If the "Primary Information" is filled with the building name, then the "Secondary Information" position may be filled by one of the following, whichever is most appropriate for visitors' understanding of the building:
  - Any other relevant information to help visitors, e.g., Opening Hours
  - The name of a building occupant (department/school/faculty) where the occupant is either the single occupant of the building, or occupies 70% or more of the building and it is recognised as being their building.

Building occupant names may only appear on a door band if they can do so without requiring a change of font size or weight in order to fit. Building occupants do not NEED to appear on a door band, as they will be listed on the building's identification sign. See ID1 sign types on page 32.
4.2

Sign types:
Fixed signage – Building entry

Identification sign:
Non-entry door bands (ID5.1)

Used for identification and directions on doors where entry is not permitted.

The requirements for non-entry door bands will differ between buildings as the arrangement and usage of buildings within the University is diverse and changes over time.

If a door is a non-entry door – that is, it is either the reverse side of a door that is only used as an exit or emergency exit, or it is a door that is not currently in use – then it should contain the following information:

- A “no entry” icon
- An appropriate “no entry” message:
  - No entry.
  - No entry. Exit only.
  - No entry. Emergency exit only.

This information should sit on the part of the door that slides open, or would be expected to slide open if the door was in use.

In some cases, additional information will be required to direct visitors to a door where they can gain entry to the building. The typesetting of this information should follow that of regular entry door bands.

An example of how this might be done is shown on the following page.
4.2

Sign types:
Fixed signage – Building entry

Identification sign:
Non-entry door bands (ID5.1)

Used for identification and directions on doors where entry is not permitted.

This is an example of how additional information might be incorporated into a non-entry door band.
4.3

Sign types: Fixed signage – CR2

Building identification and wayfinding CR2

CR2 signs are a common format of signage used around the University. They are used both to identify buildings and to direct people around campus to specific buildings and services.
4.3

Sign types: Fixed signage – CR2 – A

Building identification

Used to identify buildings as belonging to the University and state the building number and occupants list.

A CR2 building identification sign may appear as a fixed plaque on a building, or on a post if there is no suitable way to fix the sign to the building.
4.3
Sign types:
Fixed signage – CR2 – A

Building identification
Used to identify buildings as belonging to the University and state the building number and occupants list.

A CR2 building identification sign may appear as a fixed plaque on a building, or on a post if there is no suitable way to fix the sign to the building.

---

**University of Melbourne Signage Guidelines | Version 13**

---
4.3 Sign types: Fixed signage – CR2 – A

Building identification
Used to identify buildings as belonging to the University and state the building number and occupants list.

A CR2 building identification sign may appear as a fixed plaque on a building, or on a post if there is no suitable way to fix the sign to the building.
4.3

Sign types: Fixed signage – CR2 – B

Wayfinding
Used to identify building names and direct to specific location in university campus. Provides major pedestrian directional information.
4.3
Sign types: Fixed signage – CR2 – B

Wayfinding
Used to identify building names and direct to specific location in university campus. Provides major pedestrian directional information.

John Medley
Building 191
Department of Engineering Computer Faculty Conference Room Engineering Library Theatre A1 Engineering Faculty Office Enquiries

Elisabeth Murdoch
Building 134
Melbourne Centre for the Study of Higher Education LH Martin Institute Graduate Online – Melbourne Learning Environments

Baldwin Spencer (East)
Building 113
Melbourne Graduate School of Science (via West Entrance) School of Ecosystem and Forest Sciences Melbourne School of Design Baldwin Spencer Lecture Theatre
4.3

Sign types: Fixed signage – CR2 – B

Wayfinding

Used to identify building names and direct to specific location in university campus. Provides major pedestrian directional information.

Old Metallurgy
Building 166

Desktop design
Copy Centre
Mechanical and Manufacturing Engineering

Height: 30mm
Weight: Semibold

Height: 19mm
Weight: Regular

42mm

14mm

46mm

55mm from RHS – centre of arrows

Centre of left and right arrows aligns to centre of first text row cap height

University of Melbourne Signage Guidelines | Version 13
4.3

Sign types:
Fixed signage – CR2 – B

Wayfinding
Used to identify building names and direct to specific location in university campus. Provides major pedestrian directional information.
4.3
Sign types: Fixed signage – CR2 – B

Wayfinding
Used to identify building names and direct to specific location in university campus. Provides major pedestrian directional information.
4.3

Sign types:
Fixed signage – CR2 – B

Wayfinding
Used to identify building names and direct to specific location in university campus. Provides major pedestrian directional information.
4.4

Sign types: Fixed signage – External directional

External directional

“External directional” signs are located inside the campus grounds and direct visitors, staff and students to various locations.

It should be simple, clean and easy to read.
4.4

Sign types: Fixed signage – External directional

Circulation sign
Vehicular circulation type 1 (CR1)

Used to identify university campus destination and direct to specific location in university campus. Provides major vehicular directional information.

- Kernot Road
  - Engineering
  - Medical School

- Wilson Avenue
  - South Car Park
  - Taxi pick up point
  - Bicycle Loop

- Kernot Road
  - South Car Park
  - Wilson Hall
  - Taxi pick up point
  - Medical School
### 4.4 Sign types: Fixed signage – External directional

#### Circulation sign

Vehicular circulation type 1 (CR1)

Used to identify university campus destination and direct to specific location in university campus. Provides major vehicular directional information.

- **Kernot Road**
- **Engineering**
- **South Car Park**
- **Wilson Hall**
- **Taxi pick up point**
- **Medical School**

- **Height:** 135mm
- **Weight:** Regular
- **Height:** 38mm
- **Weight:** Italic
- **Height:** 30mm
- **Weight:** Semibold

**Enlarged view:**

- **South Car Park**
- **Wilson Hall**

**Align additional text to main text**

---

*University of Melbourne Signage Guidelines | Version 13*
4.4  
Sign types:  
Fixed signage –  
External directional

Circulation sign  
Vehicular circulation type 1  
(CR1)

Used to identify university campus destination and direct to specific location in university campus. Provides major vehicular directional information.
4.4

Sign types:
Fixed signage –
External directional

Circulation sign
Vehicular circulation type 1 (CR1)

Used to identify university campus destination and and direct to specific location in university campus. Provides major vehicular directional information.

The preference is for a single line of text per slat, as this provides a better balance of text and white space for optimal legibility.

However, if the direction cannot be shortened to one line of text, it may run to two lines and be set as illustrated.
4.4 Sign types: Fixed signage – External directional

Small directional signs do not require a header/location bar, and consists of directions only.

They should appear with white text and arrows on a UoM Blue background.

Small directional signs
Small directional signs are attached to buildings, either as protruding blades or as plaques fixed to a wall.

They provide extra direction once someone has found their way to an area via the large directional signs.
5.0 Sign types: Internal signage

The University uses a system of slats in various sizes: 80, 60, 40 and 20mm deep slats.

Which size slats you use for your piece of signage depends on the context in which the signage is viewed and the size of the area in which it is to be installed. For instance, a sign that is intended to be viewed from a distance needs to be larger than one that will be viewed close-up.

The top slat is referred to as a header slat and is rendered in UoM Blue. It can display primary information and/or the UoM logo. Subsequent combinations of slats and slats are used to present secondary or directory information.

All text should be set so that it is centred vertically within the height of the slat, i.e.: that there is an equal amount of space above and below the cap height of the text.

The type size for single lines of text is illustrated on this page.

SLATS ARE AVAILABLE IN WIDTHS OF 500, 700, 1000, AND 1200.
The University uses a system of slats in various sizes: 80, 60, 40 and 20mm deep slats.

Which size slats you use for your piece of signage depends on the context in which the signage is viewed and the size of the area in which it is to be installed. For instance, a sign that is intended to be viewed from a distance needs to be larger than one that will be viewed close-up.

The top slat is referred to as a header slat and is rendered in UoM Blue. It can display primary information and/or the UoM logo. Subsequent combinations of slats and slats are used to present secondary or directory information.

All text should be set so that it is centred vertically within the height of the slat, i.e.: that there is an equal amount of space above and below the cap height of the text.

The type size for two lines of text is illustrated on this page. 20mm slats should never contain more than one line of text and therefore, is not shown here.
5.1 Sign types: Internal signage – Directories

Directory signs may be attached to interior walls, or may appear as a stand-alone plinth in a foyer area.

These signs feature less heavy use of UoM Blue so that the signage does not compete with the aesthetics of the various building interiors.

---

<table>
<thead>
<tr>
<th>Melbourne Dental School</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>Melbourne Dental Xray</td>
<td>G</td>
</tr>
<tr>
<td>Giorgio Dental Ceramics</td>
<td>G</td>
</tr>
<tr>
<td>Melbourne Dental Clinic</td>
<td>1</td>
</tr>
<tr>
<td>CPD and Staff Offices</td>
<td>2</td>
</tr>
</tbody>
</table>
5.1 Sign types: Internal signage – Directories

This page demonstrates how the slat signage system can be used to construct a directory, such as that found inside the entrance of a building.

<table>
<thead>
<tr>
<th>Melbourne Dental School</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Melbourne Dental Xray</td>
<td>1</td>
</tr>
<tr>
<td>Giorgio Dental Ceramics</td>
<td>G</td>
</tr>
<tr>
<td>Melbourne Dental Clinic</td>
<td>G</td>
</tr>
<tr>
<td>CPD and Staff Offices</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Melbourne Dental School</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Melbourne Dental Xray</td>
<td>1</td>
</tr>
<tr>
<td>Giorgio Dental Ceramics</td>
<td>G</td>
</tr>
<tr>
<td>Melbourne Dental Clinic</td>
<td>G</td>
</tr>
<tr>
<td>CPD and Staff Offices</td>
<td>2</td>
</tr>
</tbody>
</table>
 Generally, these directories constructed on the slat system work well for buildings of fewer than 6 floors, due to the amount of information that needs to be conveyed.

If your building is taller than 6 floors or has too many occupants to comfortably list on a slat system sign, you should consider having a custom sign created. See the advice for custom signage on page 58.

---

### Sign types: Internal signage – Directories

This page demonstrates how the slat signage system can be used to construct a directory, such as that found inside the entrance of a building.

#### 5.1 Faculty of Science

<table>
<thead>
<tr>
<th>Level 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office of the Dean</td>
</tr>
<tr>
<td>Strategy and Planning</td>
</tr>
<tr>
<td>Business Projects and Analysis</td>
</tr>
<tr>
<td>Human Resources</td>
</tr>
<tr>
<td>Managers, Strategy and Operations</td>
</tr>
<tr>
<td>Research and Industry</td>
</tr>
<tr>
<td>Environmental Health and Safety</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ground Floor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Services Group</td>
</tr>
<tr>
<td>Science IT Systems</td>
</tr>
<tr>
<td>Business Development Director</td>
</tr>
<tr>
<td>Advancement</td>
</tr>
<tr>
<td>Academic Engagement</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Theatres</th>
</tr>
</thead>
</table>

---

### 60 University of Melbourne Signage Guidelines | Version 13
5.2

Sign types: Internal signage – Door plates

This page demonstrates how the slat signage system can be used to construct a door plate, to identify the occupant of a room.

Room 155

Dr. Sonia Horvat

Room 155

Dr. Sonia Horvat
5.3

Sign types: Internal signage – Door bands

Internal door bands are used to label an entry to rooms or floors within a building. They help visitors navigate once they are inside the building.
5.3

Sign types: Internal signage – Door bands

Internal door bands are used to label an entry to rooms or floors within a building. They help visitors navigate once they are inside the building.

All content should sit on one door (even if it belongs to a double-door set). On sliding door sets, the content should always be placed on the door that is on the outside of the set – that is, when the door slides open, the content is still visible.

The hierarchy of information is as follows:

- The “Primary Information” position may be filled by one of the following, whichever is most appropriate for visitors’ understanding of where the door in question leads:
  - The name or function of the room, e.g. “Student Lounge” or “Performance and Dance Studio”
  - The name of the service provided within the room, e.g. “Chaplaincy” or “Counselling and Psychological Services”
  - The name of the room/floor occupant (department, school/faculty) e.g. “External Relations”

- The “Secondary Information” position is used for additional information that will assist visitors to this room/floor:
  - Opening Hours
  - The name of the room/floor occupant (department, school/faculty) e.g. “Faculty of Business and Economics”

- The “Room number” position is used to display the room number, in the case of a door band for a room, or other directional information if the door band is not for a room e.g. “2 South” indicating the floor number and side of the building.

Occupant names may only appear on a door band if they can do so without requiring a change of font size or weight in order to fit.

If the information you want to convey does not fit on a door band and/or you wish to identify multiple occupants of a room or floor, then you will need to install some other form of signage, such as a directory (see page 57) or hanging sign (see page 63).
5.4

Sign types: Internal signage – Hanging signs

Hanging signs are used to help people find their way around the floor of a building. They are typically found in a foyer or lobby, or as people step out of an elevator.
5.4 Sign types: Internal signage – Hanging signs

Hanging signs are used to help people find their way around the floor of a building. They are typically found in a foyer or lobby, or as people step out of an elevator.

These hanging signs are constructed with similar measurements to a sign constructed from 60mm slats.

Therefore, in order to make a larger sign to fit in more directions, simply extend the height of the sign by 59mm x the number of entries required.
5.5
Sign types: Internal signage – custom signage

**Style Guidance**

There are many types of signage used inside buildings across the University that are not constructed on the standard slat system.

Unfortunately, there is no bullet-proof way to specify measurements for elements on signage where the size and content is unknown.

The following pages are assembled as guidance to the general look and feel that is desirable when designing signage for the University of Melbourne.
5.5 Sign types: Internal signage – custom signage

Internal directional signs

- Main body of signage in white, with UoM Blue text in Source Sans Pro Regular.
- Arrows are in the form of the UoM focus marks and appear in UoM blue.
5.5 Sign types: Internal signage – custom signage

Internal room identification signage appears in several different forms: it may be attached to an interior wall, a door, protrude from the wall in the form of a blade, or descend from the ceiling.

**Internal directional signs**

- Mostly white backgrounds, touches of UoM blue with secondary grey
- Arrows are in the form of the UoM focus marks and appear in UoM blue.
- Main text is Source Sans Pro Semibold. Additional text appears in Source Sans Pro Regular.
- Smallish signs featuring single letters or numbers that need to stand out may use Source Sans Pro Bold.
- Touches of secondary colours may be used to add visual interest and assist wayfinding: for example, colour coding different floors within a building.
6.0 Sky signs

The decision to erect a sky sign must be done in line with council regulations. Please contact Infrastructure Services for guidance.

It is acceptable to use the unhoused version of the logo on sky signs, for cost efficiency and to ensure consistency across campus.

There is no fixed recommended size for sky signs. Please obtain a quote appropriate to the size of the building.

Installation and replacement of sky signs is costly; please ensure that budget is earmarked for maintenance and replacement. As a guide, replacement is recommended every 5 years.

The crest of the sky sign may be illuminated; if choosing this option, keep in mind there are costs associated with replacement globes.
Style Guidance
When a building’s architecture is of particular significance, it is permissible to engage the architecture firm to design wayfinding that complements the design of the building, so as not to disrupt the building’s aesthetics.

Building name lettering
Bronze lettering or plaques can add a note of heritage to a building. Please refer to the University Naming Policy MPF1201 for guidance on building names.

Bespoke signage
There may be allowances granted for signage to be designed specifically to reflect the aesthetic of a building, or to create a unique user experience on campus. Examples of bespoke outdoor signage might include:

- Campus walking tour signage
- Billibellary’s Walk

Please consult with Infrastructure Services for guidance on bespoke signage.
Infrastructure Services supports standard signage materials that are able to be easily replaced, maintained, updated and sourced from suppliers. Please contact Infrastructure Services to discuss the use of non-standard signage materials. You will need to factor in the cost and process of updating and replacing non-standard signage.

When using alternative signage materials, treat the designs like any other brand application. The University of Melbourne logo must always appear on a background of UoM blue. This may require the use of the housed version of the logo, if the surface you are applying the logo to is not the correct colour.
Replacing signage

When considering replacement of signs, do a recce of the site. Consider if a new type of sign or new location might be better than simply replacing existing signage.

Submit your signage request through Facility Services https://unimelb.service-now.com/facilities

The job will either be completed by Infrastructure Services (ie small maintenance related jobs such as Name Plates) or refered to an external signage contractor.
10.0 Signage content: Style guide

1. Ownership of campus buildings falls under the jurisdiction of the University. As such, the Faculty does not ‘own’ the building and care should be taken for the signage to reflect this. If a Faculty is the only occupant of the building, the UoM logo plus the faculty name may appear on the glass door. If there are multiple occupants of a building, the UoM logo and plain blue band should appear on the glass door. The building occupants should be listed on an internal directory sign.

2. No use of acronyms ie. ‘Melbourne School of Design’ not ‘MSD’

3. No ampersands eg ‘VCA and MCM’ not ‘VCA & MCM’

4. Capitalisation should be used throughout eg. ‘Faculty of Business and Economics’ not ‘Faculty of business and economics’

5. Opening Hours should be represented as follows:
   10.00am, 10.30am, 12.00pm, 1.15pm, 3.45pm,
   10.00am–4.30pm, 10.00–11.00am (unspaced en dash)
   or 10–10.30am, 10–11am etc (no double 0; unspaced en dash)

   Eg ‘brandhub.unimelb.edu.au’
   not ‘www.brandhub.unimelb.edu.au’

10.1 Signage content: Unique identities

The information below applies to approved unique identities of the University of Melbourne. For definitions on approved unique identities, please refer to https://brandhub.unimelb.edu.au/our-brand/brand-strategy

All buildings owned by the University must carry the University logo and approved signage. Official unique identities that occupy a building on any campus of the University of Melbourne should adhere to the following guidelines:

1. The name of the entity may appear on any external signage, such as a CR1 or CR2.

2. The entity is not permitted to place their own logo or branded signage outside the building.

3. The entity name may appear on any internal signage, such as the blue doorband.

4. Only the UoM logo should appear on the blue doorband. The logo of the entity should not appear on the blue doorband.

5. The logo and signage for the entity may appear inside the office space of the building, on any signage they wish. This might include branded wall signage, directional signage and pull up banners.

For further guidance on signage for unique identities, please consult the External Relations Brand Team brand-info@unimelb.edu.au
10.3

Signage content: Co-branded identities

The information below applies to approved co-branded identities of the University of Melbourne. For definitions on approved co-branded identities, please refer to https://brandhub.unimelb.edu.au/our-brand/brand-strategy

All buildings owned by the University must carry the University logo and approved signage. Official co-branded identities that occupy a building on any campus of the University of Melbourne should adhere to the following guidelines:

1. The name of the co-brand may appear on any external or internal signage.

2. Anywhere the UoM logo is used, a co-brand lock up may be used. This includes internal and external signage, and doorbands.

3. The co-brand lock up should appear with the UoM logo on left / co-brand logo on right.

For further guidance on signage for co-branded entities, please consult the External Relations Brand Team brand-info@unimelb.edu.au
1. Design consistency

It is important to achieve a consistency in design of external signage, to aid people's ability to navigate around the campus, and to create a cleaner aesthetic that strengthens the prestige of the University of Melbourne brand. The guidelines contained herewith must be used on signage across all campuses of the University of Melbourne.

2. Faculty names

Ownership of campus buildings falls under the jurisdiction of the University. As such, the Faculty does not ‘own’ the building and care should be taken for the signage to reflect this.

If a Faculty is the only occupant of the building, the UoM logo plus the faculty name may appear on the glass door.

If there are multiple occupants of a building, the UoM logo and plain blue band should appear on the glass door. The building occupants should be listed on an internal directory sign.

3. Custom signage – External

Custom signage and window decals may be developed for entities that have a commercial or customer facing frontage, including:

- University clinics
- Museums and cultural entities
- Stop 1
- Buxton
- Melbourne Collider
- What’s On at Burnley

For external custom signage please work with the External Relations Brand Team brand-info@unimelb.edu.au

4. Custom signage – Internal

There may be allowances granted for internal signage to be designed specifically to reflect the aesthetic of the building, if deemed appropriate to maintain the integrity of the architecture and design of the building. Internal custom signage should be discussed with Infrastructure Services.

5. Other resources

The Signage Guidelines herewith should be used in conjunction with:

- Design Standards Guidelines: which govern the rules around building design
- Hoarding Guidelines: which govern the rules around construction and design of hoardings
- Wayfinding Strategy: which govern the rules around wayfinding on campus
12.0 Signage approval process

Download the latest copy of the Signage Guidelines, available on the Brand Hub www.brandhub.unimelb.edu.au

Project Services - signage process for new building projects
(Executive Director, Project Services)

1. Project Services staff to provide the Signage Guidelines to the builder, designer, and/or external consultant

2. Project Services staff to work on signage content to ensure consistency of style. Refer to section on Signage Content for guidance. Consult with the External Relations Brand team as needed

3. Project Services staff to provide approved signage content to the builder, designer, and/or external consultant

4. Project Services team to forward concepts to the External Relations Brand team for signage approval via brand-info@unimelb.edu.au

5. Brand team provides edits/approval within 5 working days

6. Project Services to approve signage with their builder/designer/consultant

Infrastructure Services - signage process for existing buildings
(Building Coordinator, Infrastructure Services)

1. University staff to send a request for signage via Service Now https://unimelb.service-now.com/sp

2. Building Coordinator triages request

3. Building Coordinator reviews content for signage and liaises with staff member about any edits – working with the External Relations Brand team as needed

4. Building Coordinator places order with signage contractor, ie Visual Graphics

5. Building Coordinator to liaise with internal staff on signage concepts

6. Building Coordinator to approve signage

These Signage Guidelines were developed by the Brand Team in External Relations and approved by the Associate Director, Marketing and Communications, Chancellery and the Director, External Relations. These guidelines were developed in consultation with:

- Disability Liaison Unit
- Associate Director, Diversity and Inclusion, Chancellery
- Project Services
- Infrastructure Services
- Space Management
- ARUP
- Visual Graphics