

# 01

## **MACQUARIE UNIVERSITY SIGNAGE AND WAYFINDING GUIDELINES**

Part One / Issue Three  
Introduction

**CITIZEN**

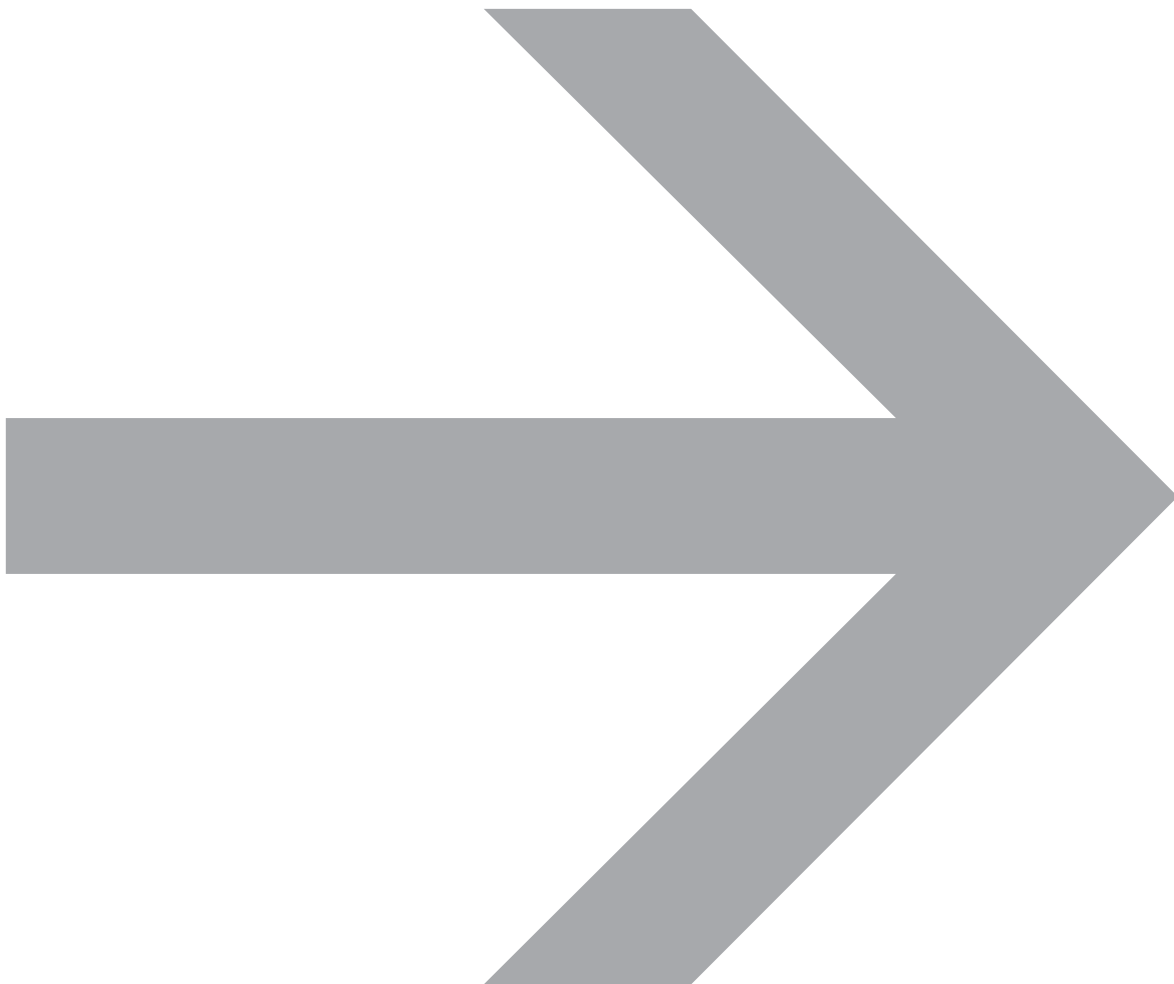


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The purpose of this guideline is to document the approved signage and wayfinding systems of Macquarie University. It includes; wayfinding principles, sign design, typical construction details, graphic standards and guidelines for messaging.

This body of work is as much about physical signs as it is a behavioural shift for the current population of the campus. This work aims to bring greater efficiency to the navigation of the campus as well as taking the University into the years ahead with a system that can support the University masterplan.



## INTRODUCTION TO SIGNAGE

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Signage forms an integral part of a public space, whether that be wayfinding signage, statutory signage, interpretive signage or place-making signage. These signage types all play a role in communicating a range of messages to the user.

The objective of wayfinding signage (the primary focus of this project) is to provide the user with a sense of confidence as they move through a site and ultimately deliver them to their desired destination. The success of a wayfinding scheme is dependent on three key factors. Firstly, the user being able to identify their current location (a starting point); secondly, identifying the correct route that takes them from their starting point to their destination; and thirdly, what accumulated spatial features act as wayfinding cues to enhance the efficiency of the user journey.

Should you require further information about wayfinding and signage for Macquarie University please contact Property on 9850 7145.

## **CAMPUS BACKGROUND**

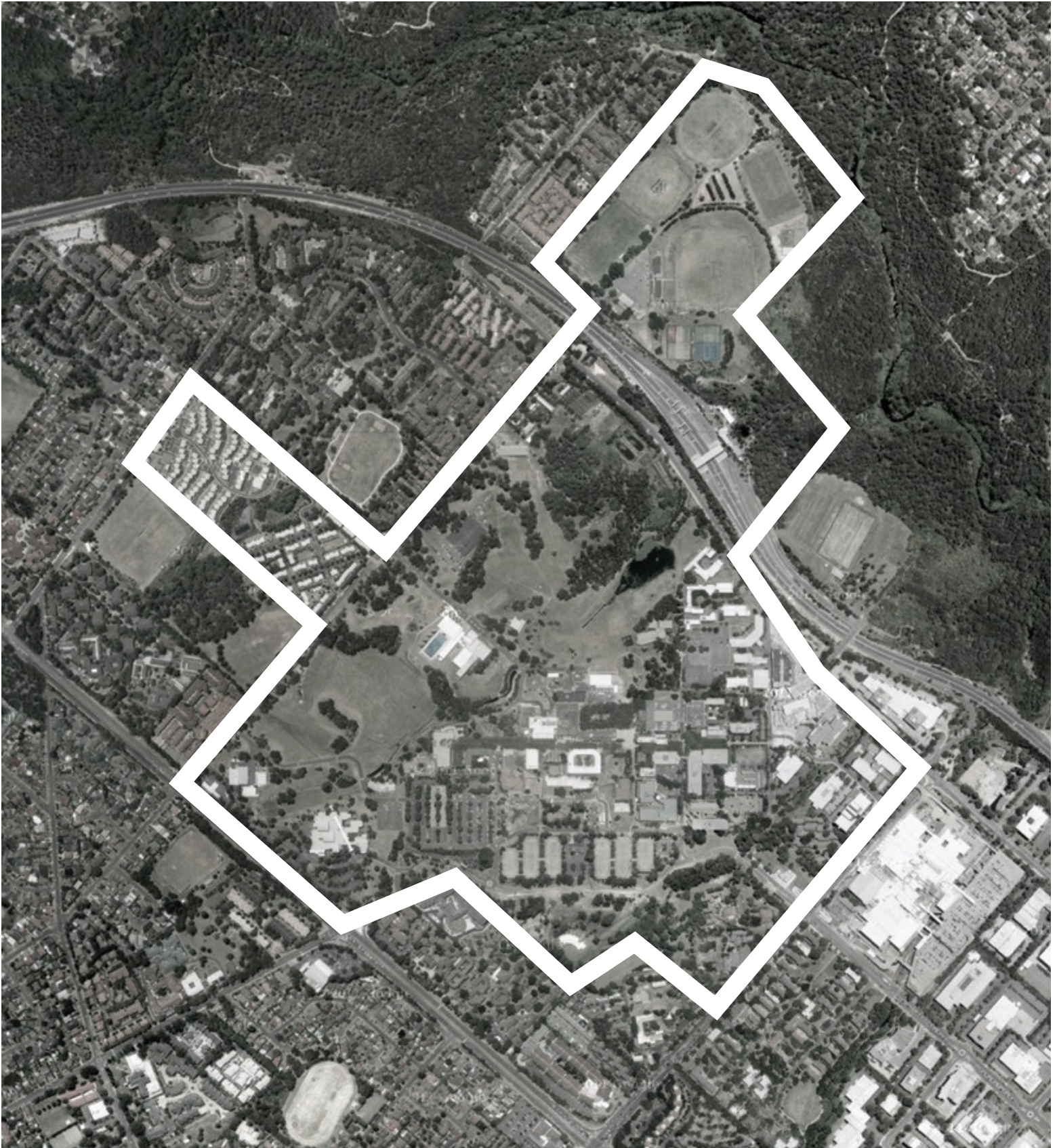
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Macquarie University is contained within a 126-hectare site 17 km North West of the Sydney CBD. The site is bounded by Lane Cove National Park to the North, Talavera Road to the North East, Herring Road to the South East, Epping to the South West and Culloden Roads to the North West.

In February 2009 the Macquarie University train station was opened on the boundary of the site, at the intersection of Herring Road and Waterloo Road.

At the time of writing this document the University has 65 buildings on Campus and 5000 car spaces, 4300 allocated for staff and student parking. There are 20 lecture theatres, 340 classrooms, 300 laboratories, 15 food outlets, 2 colleges, 1 hotels, 1 hospital and a vast array of sporting facilities including a gym, 2 swimming pools, 9 tennis courts and 5 sports fields.





## PROJECT DETAILS

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The original Macquarie University Signage and Wayfinding Guideline was prepared in 2011 by Generation Alliance Pty Ltd (Gen.a) for Macquarie University Office of Major Projects. This publication is copyright and remains the property of Macquarie University.

### Project Involvement

<b>A) Campus &amp; Faculty</b>	<b>Representing</b>
a. Mark Fowler (Retail General Manager)	MU Campus Experience
b. Kathy Vozella (Director of Marketing)	MU Marketing
c. Emma Norton (Manager, Events & Advertising)	MU Marketing (Events)
d. Jenny Bremner (Coordinator, Communications)	MU Library
e. Mark Silva (IT Risk Manager)	MU Information Technology
f. Megan Nixon (Faculty Marketing Coordinator)	Faculty of Business & Economics
g. John McEvoy (Administration Officer)	Faculty of Arts
h. Cathy Gonzales (Faculty Marketing Coordinator)	Faculty of Science
i. Louise Goddard (Faculties & Timetabling Officer)	Faculty of Human Science
j. Ross F McGhee (Marketing Manager)	Faculty of Arts
<b>B) Property</b>	<b>Representing</b>
a. Mark Broomfield (Director)	MU Property (Future Vision)
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b. Kim Saxon (Asset Manager, Commercial)	MU Research Park
c. Mike Lynch (Property & Facilities Manager)	MU Hospital

## AMENDMENTS

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Issue One dated February 2012 has been updated twice.

Issue Two, October 2013, included a restructuring and re pagination, splitting the guidelines into separate sections making the issue of components easier during implementation of the signage. New sections were added, Internal Naming Strategy and Specification and minor modifications to sign graphic content to internal signs.

Issue Three, June 2015, key amendments include the change of font used across the sign family and reflected within this guideline. Graphic changes across relevant sign forms that are a result of the shift in the primary wayfinding strategy from building number to building address and new sign types, also reflected in the External Naming Strategy. The inclusion of brand elements to some sign forms to identify the perimeter of the campus and a review and adjustment of the internal sign forms in relation to best practise for Tactile and Braille usage.

### ISSUE 01

ISSUE	DATE	AMENDMENT
1	February 2012	N/A

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### ISSUE 02

ISSUE	DATE	AMENDMENT
2	October 2013	Document restructuring to assist in issuing to external contractors. Re pagination. New section Internal Naming Strategy and in particular room numbering. New section, Specification. Minor amendments to graphic content primarily across internal signs

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### ISSUE 03

ISSUE	DATE	AMENDMENT
3	July 2015	Amendment of font across sign family and signage guidelines. Sign content amendment to reflect building code deletion and adoption of building address. Accessible review in relation to sign location and inclusion of brand elements on some external directional sign forms.

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## **PROJECT GOALS AND STANDARDS**

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The goal of this project for the University is to create engaging environments that add value to the fabric of the University through a signage wayfinding system that seeks to:

- Provide the user with a sense of confidence as they move about the campus;
- Enhance and express the University’s identity on campus; and
- Increase efficiency in navigation.

An important consideration within the scheme is flexibility to accommodate change, for both the current campus and the future masterplan which sees significant development and growth.

Consistency and accuracy in the use of the scheme will be fundamental to the overall success of the system. Signage and wayfinding schemes find their strength in the sum of their parts.

## SIGN IDENTIFICATION

The signage and wayfinding system at Macquarie University needs the same level of protection and nurturing as other brand assets such as the University logo. As such the appointment of a Signage Manager/ Custodian is critical. This single check-point will ensure consistency and accuracy in the use of the scheme. A master database should be kept of all signs, including their content and maintenance history, which will allow for the efficient tracking, maintenance and quality control of signs.

### Sign Type Code

Signs have been categorised by Exterior and Interior. This is indicated by the first letter of the sign code.

E = Exterior signs

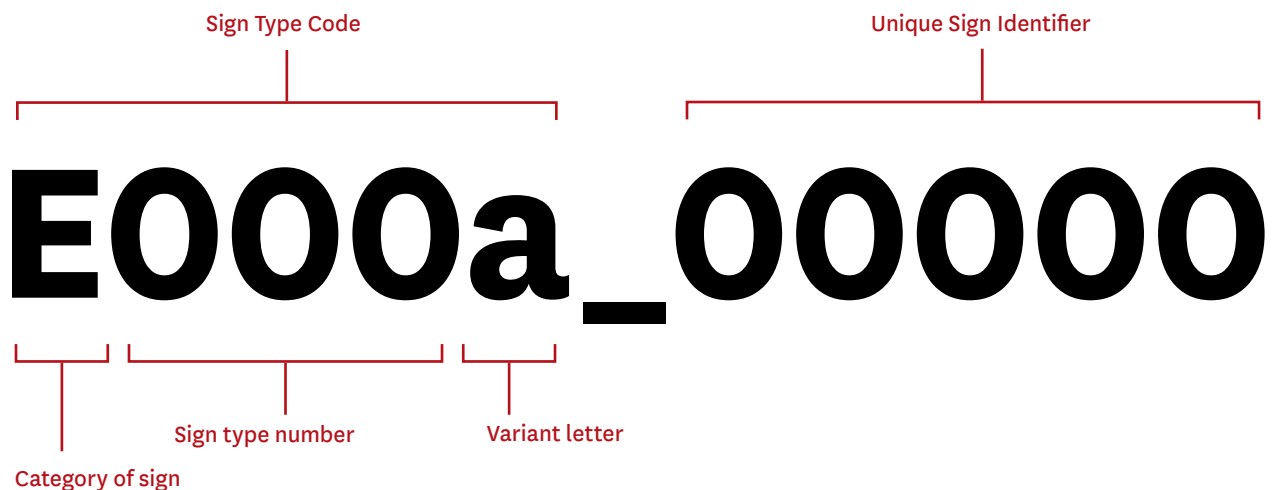
I = Interior signs

Different sign types are used in different situations based on factors such as purpose, physical context or significance. Each sign type is identified by a number following the sign category letters (e.g. E001 is a different identification sign to I001).

In some instances minor differences exist within a sign type and they are identified by an alphabetical suffix (e.g. E001a, E001b, etc).

### Unique Sign Identifiers

Each and every sign will feature a Unique Sign Identifier (USI). This number allows for the tracking and maintenance of individual signs. The USI is an extension to the Sign Type Code. Whilst not shown in construction drawings it is recommended that all signs feature identification on them in a very subtle way. Areas recommended for application of this identification are along the ground plane of free-standing signs or in the case of wall-mounted signs, on the under side edge.



**PREPARING A SIGNAGE PROGRAM**

No matter if you are working with a new or existing building, the process by which a signage program is prepared is very similar. Co-ordination is the key. Whether that be with the other consultants and trades on a new development, or with stakeholders in an existing building. Beyond knowing the purpose, place and message of each sign, the role within the greater scheme should be taken into account. A successful understanding of the inter-connected relationships between signs and messages will create a strong system.

**Steps in the process:**

**1. Develop understanding/research**

Create a brief that for each place/area/building identifies the following:

- Major points of interest/landmarks;
- Key decision making points;
- Sight lines and distances; and
- Particular architectural features and surfaces.

**2. Planning and documentation**

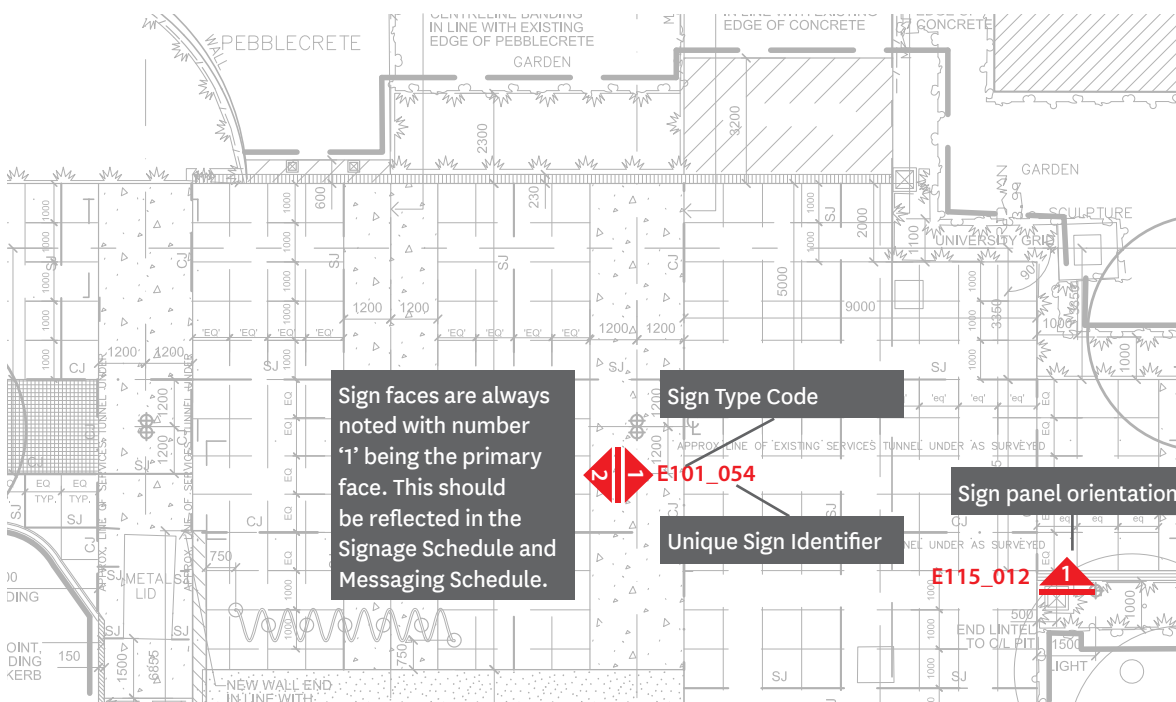
The documentation of all details related to locations, signs and messages.

Documentation typically includes:

- Initial sign location plans (broad strokes ‘dots on maps’) for costing purposes.
- Detailed sign location plans showing orientation and primary sign faces (this requires accurate plans of the site to work with).
- Sign schedules detailing messaging.
- Technical briefing for technology requirements.

Note: All documents should be dated and receive an issue number to allow for the tracking of variations.

**Signage Location Plan Example**



**INFORMATION COLLATION**

To prepare a signage program several pieces of information are required. These include:

- Message schedules; and
- Location plans.

At the time of writing, this scope of work did not include message schedules or detailed sign locations for all signs. As such this section details the recommended documentation that should be collated to address this.

**Master Signage Schedule Example**

Number of faces may vary from sign to sign

Will appear as a graphic on sign but written in plain English in table

Should be a continually maintained field to track any intermittent or reoccurring problems

LOCATION	SIGN TYPE	USI	FACE	MESSAGE	DIRECTION	DATE INSTALLED	CONTRACTOR	WARRANTY	MAINTENANCE
1 Wally's Walk	E160	021	1	Aquatic and Sports Centre	Left	FEB 2012	Central Signs	7 Years	MAR 2012 - Colour balance correction to screen
				Train Station	Right				
			2	Library	Straight ahead				

It is recommended that functionality be such that you can search by any field. For example, you may wish to search by a particular Sign Type or everything built by a particular contractor.

## **ROLL OUT AND TRANSITION**

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The signage scheme detailed in this guideline is intended to replace all wayfinding signs currently in place at Macquarie University. Given the scale of the site, it is natural to assume that this will happen in stages.

It is worth noting that whilst the system is in transition its full effectiveness will not be experienced. As each new series or sign is rolled out all duplicated signs/ messages need to be removed immediately as this not only compromises the effectiveness of the system but also the user experience of the campus.

For further details regarding roll out and transition management refer to the Appendix.



## **VANDALISM**

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It is a fact that Macquarie University is a public place that operates every day of the year, 24 hours a day. As such some damage whether accidental or intentional is likely to occur. The design of the signs has taken into account their environment and delivers a robust form.

The aluminium components in the system are easily remedied and should be assessed based on the level of damage. To-date Macquarie University has had very few incidents of vandalism. Given the greater desire for an economic ability to change messaging, anti-graffiti coating (over vinyl messaging) should be applied only to the external signage family. Should acts of vandalism increase the next logical step is to introduce coatings to avoid interference with the vinyl messaging.

The concrete component is intrinsically strong and hence robust. It is however accepted that small chips, for example to corners of the signs, may occur over time. The concrete has been coloured with a pigment throughout so that despite a small chip the overall colour of the sign is maintained and the chip disguised. Major damage, such as a car running into a sign, would need to be assessed on a case by case basis as to whether the sign is patched or re-cast.

