03

**MACQUARIE UNIVERSITY
SIGNAGE AND WAYFINDING GUIDELINES**

Part Three / Issue Three
Design Elements

CITIZEN

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03
PART THREE:
DESIGN ELEMENTS

SECTION C:
DESIGN ELEMENTS

TYPEFACE

National MQ

Inline with the Macquarie University brand released January 2015 the signage scheme uses the typeface 'National MQ'. Please note a specific Macquarie University cut of this typeface was made and as such suppliers and contractors must contact the University for access details. A license fee still applies and it is each contractors responsibility to ensure they have the correct license.
The URL to purchase the signage font 'National MQ' is;
National Font -
https://klim.co.nz/retail-fonts/national/buy/

Newzald Font -
https://klim.co.nz/retail-fonts/newzald/buy/

Please note that you do not have to buy the entire font family for National and Newzald.

The weights specified in the guidelines are;

National ExtraBold
National ExtraBold Italic
National Light
National Light Italic
Newzald Book
Newzald Book Italic
Newzald Black
Newzald Black Italic

MqUv

TYPEFACE

National MQ Regular

University Drive
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

National MQ Bold

University Drive
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MqUv

PICTOGRAMS

There are three important considerations when using icons:

– Pictograms are only effective in conveying limited kinds of simple messages
– Pictograms are most effective if they are integrated as part of a cohesive total signage system
– It is more harmful to over sign than to under sign, and this is especially so with pictograms: too many cause confusion.

For consistency sake, we recommend using the international standards for pictograms ISO 7001 Public information symbols, established by the International Council of Graphic Design Associations. The only exception being the bicycle hub pictogram which at the time of writing had an amended symbol.

For full family and artwork of all icons, signage consultants and others will be required to reference:

http://www.iso.org/iso/catalogue_detail?csnumber=41081

ISO 7001:2007 specifies graphical symbols for the purposes of public information. It is generally applicable to public information symbols in all locations and all sectors where the public has access.

ISO 7001:2007 specifies the symbol originals that may be scaled for reproduction and application purposes. The symbols may be used in conjunction with text to improve comprehension.

PICTOGRAMS INTERNATIONAL: EXAMPLES

|				
Lift	Escalators	Stairs	Phone	Walking
Female Toilets	Male Toilets	Male & Female Toilets	Unisex Toilets	Bike
Shower	Baby Change	CCTV	Information	Train
Accessible	Unisex Accessible Toilets	Hearing Impaired	Café	Bus
No Mobile Phones	No Eating or Drinking	No Smoking	Wi Fi	

ARROWS

Standard arrows
Arrows play a major role in wayfinding. To fulfil their purpose in the most effective manner, arrows must be used consistently.

The arrow type is taken from the international standards pictograms. This arrow type should be used in all directional signs.

↖ ↑ ↗
← →
↙ ↓ ↘
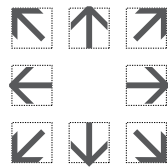
Arrow directions
Up pointing arrow is used to direct forward.

Right and Left pointing arrows direct to destinations that require vehicles/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.

↖ Rooms 000 to 000
Lecture Theatre

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.

ARROWS

Arrow size
The ratio between the size of the arrow and the text it is associated with must always be maintained. Arrow bounding box height = Cap X-height.

← ↖ ↑ ↗ → Rooms 000
↙ ↓ ↘

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.
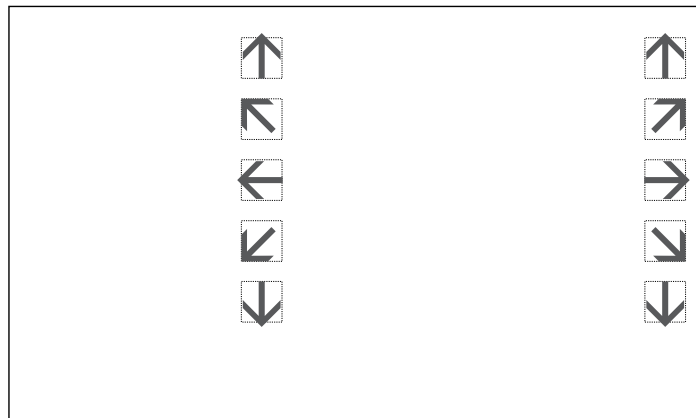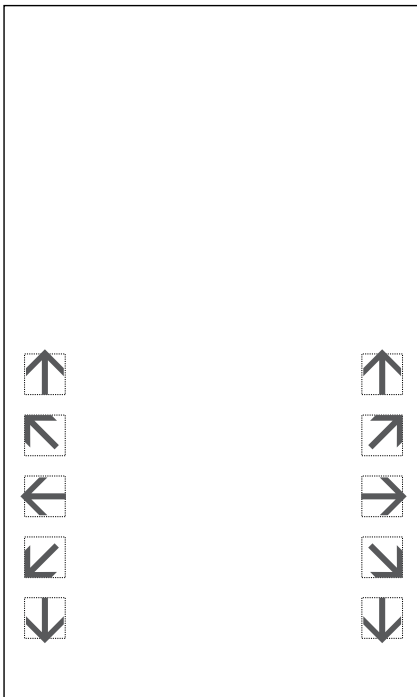
COLOUR – OVERVIEW

Colours, appropriately used, can provide lasting information and in some instances may be independent of language. Viewed from a distance, colour can identify destinations that would otherwise be confusingly similar.

Colour has been used to assist in separating primary vehicular and pedestrian wayfinding information on campus. The primary vehicular directional signs (Vehicular directional, Street sign) utilise the standard colour palette, white text on a MQ Charcoal background. The Pedestrian flag sign signs adopt a different colour palette, white text on a MQ Red background. This approach clearly separates the information for the primary user group and subtly brands the signforms.

A colour code system has been developed to assist with easy identification of levels when navigating car parks. Specific colours have been designated for each level. Use these colours on signs specific to each level (for example column ID).

The colour coding system allows for 9 levels high and 5 levels down. If a car park requires more levels in either direction rotate the colours appropriately, see below for examples.

Levels above 8:
Level 11:   MQ Orange
Level 10:   MQ Magenta
Level 9:   MQ Red

Levels below -5:
Level -6:   MQ Charcoal
Level -7:   MQ Purple
Level -8:   MQ Bright Red

COLOUR – LEVEL APPLICATION (CAR PARKS)

MQ PINK — LEVEL 8

MQ TANGERINE — LEVEL 7

MQ DEEP RED — LEVEL 6

MQ CORAL — LEVEL 5

MQ OLIVE — LEVEL 4

MQ ORANGE — LEVEL 3

MQ BLUE — LEVEL 2

MQ YELLOW — LEVEL 1

MQ RED — **GROUND / ENTRY LEVEL**

MQ GREEN — LEVEL -1

MQ MAGENTA — LEVEL -2

MQ KHAKI — LEVEL -3

MQ PURPLE — LEVEL -4

MQ BRIGHT RED — LEVEL -5
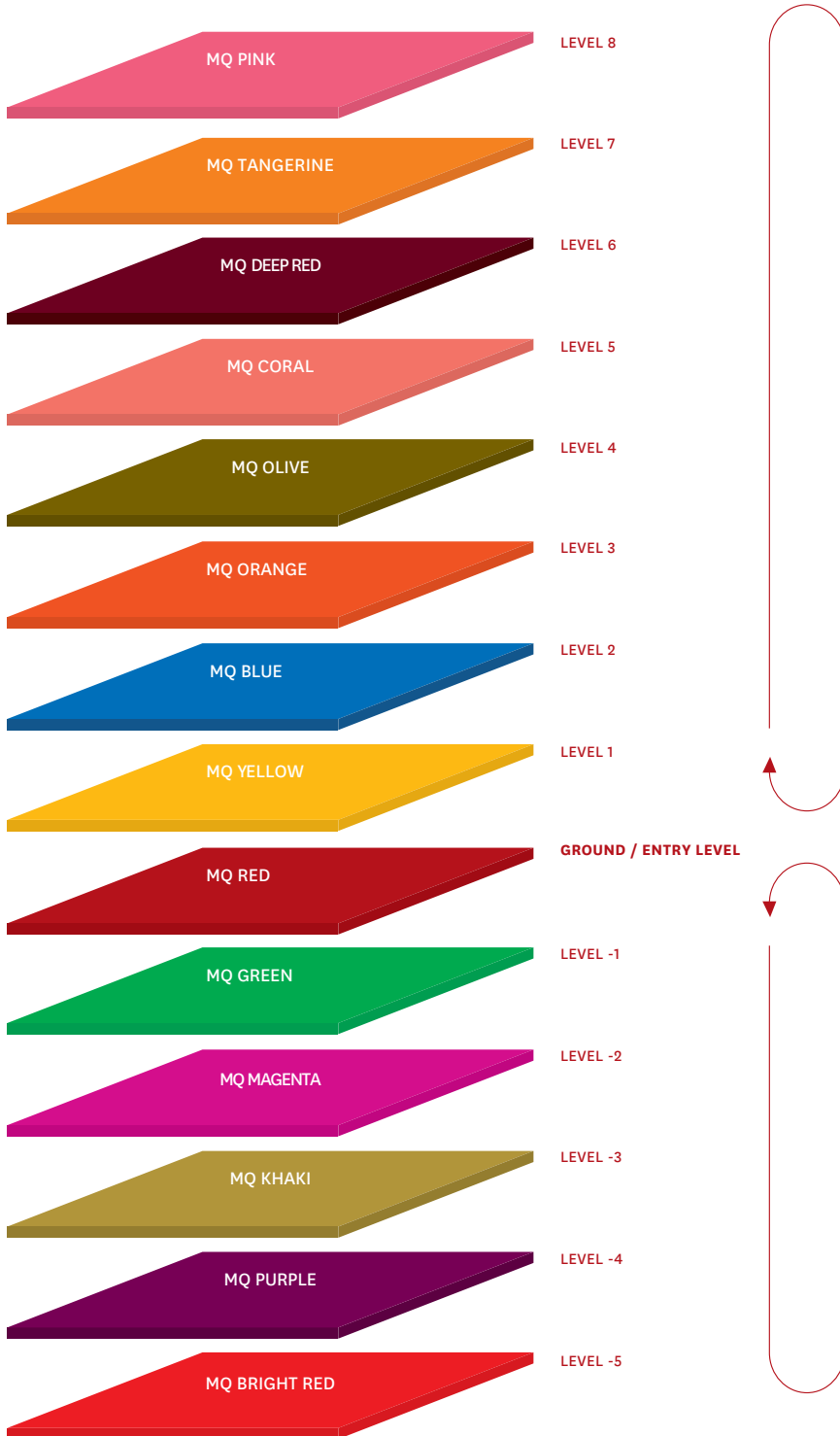
COLOURED CONCRETE

Applicable to:
– All major external directional signage

Colours:
– Snow
– Voodoo

Supplier:
Coloured Concrete Systems

TIMBER

Applicable to:
– Edge detail for internal signs
– Large venue/destination signage

Type:
Victorian Ash veneer (natural variation in timber is expected, yellow hues are preferable)

Finish:
Clear polyyrethane

Supplier:
Similar or equal to Gunnersons or Briggs.

Note: At time of writing this document testing of the exact tint being applied to the timber had not been completed. The goal in tinting the timber is to provide sufficient level of contrast between colour of timber and white aluminium to ensure legibility. Colour preference is to more neutral/gray tones over yellow/red. Finish preference would be Natural, not gloss or satin. Please contact Macquarie University Property for further details

Victorian Ash: For use on all interior signs where timber is visible.

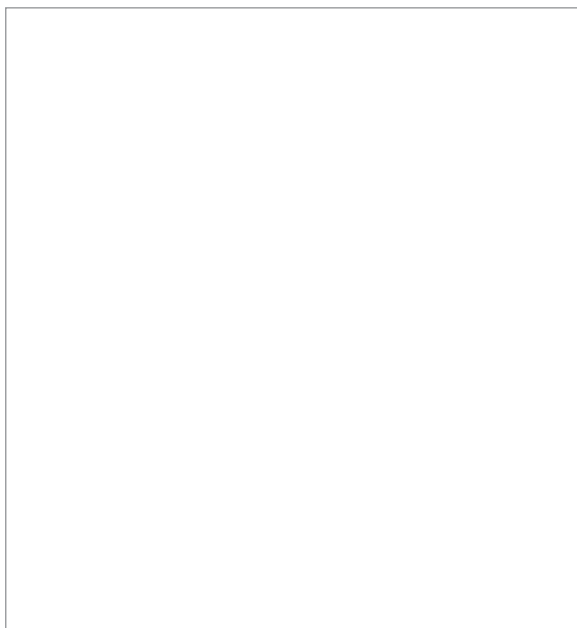## ALUMINIUM – TWO-PACK POLYURETHANE

Applicable to:
– Integrated slat signage (exterior)
– Integrated panels (interior)
– Pin-fixed lettering
– Large building numbers
– Large venue/destination signage

Colours:
– Satin finish MQ White
– Satin finish MQ Charcoal

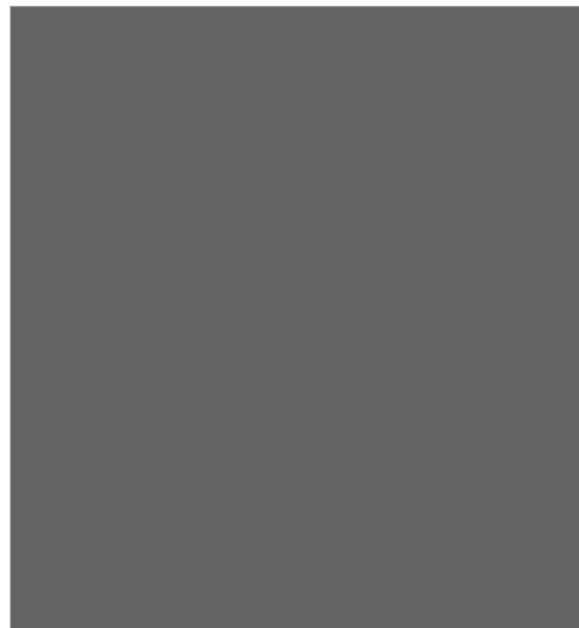## ALUMINIUM – ANODISED

Applicable to:
– Interpretive series

Colours:
– Satin Charcoal Grey

Supplier:
Universal Anodisers

ACRYLIC

Applicable to:
– Integrated sliding panel (interior)

Colours:
– Clear flame edged
– Gloss Black flame edged solid opaque
– Gloss White flame edged solid opaque
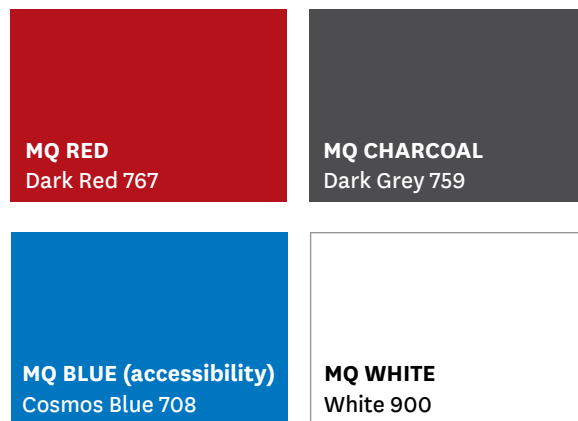
VINYL

Applicable to:
– Text applied to slat signage
– Text applied to panels
– Secondary building entrances to glass doors
– Destination/Venue signs to walls/glass

Supplier:
Avery

Product:
700 Premium Film

MQ RED
Dark Red 767

MQ CHARCOAL
Dark Grey 759

MQ BLUE (accessibility)
Cosmos Blue 708

MQ WHITE
White 900

PAINT

Applicable to:
– Multi-storey car park level markings
– Single storey car park bay identification

Supplier:
Dulux

MQ GREEN
Grass Court PB2C6

MQ DEEP RED
Harrietville PB1F8

MQ YELLOW
Gold Rush P14H9

MQ CORAL
Tango P05H7

MQ OLIVE
Tibetan Silk P16D7

MQ PINK
Lippie P03H7

MQ ORANGE
Tingle P08H9

MQ MAGENTA
Lickedy Lick P48H8

MQ RED
Red Box P04H9

MQ CHARCOAL
Ticking PG1A7

MQ PURPLE
Rich Red Violet PB2H9

MQ BRIGHT RED
Hot Lips P05H9

MQ KHAKI
Stone Crop P14D5

MQ TANGERINE
Quince Jelly P10H8

MQ BLUE (accessibility)
B21 Ultramarine

MQ WHITE
White on White PCWF8

ECHOPANEL®

Applicable to:
– Pin Board

Colours:
– Grey

Supplier:
Woven Image

MESSAGING

Messaging, like other design elements of the signage family, must be applied with careful consideration to communication and the role it plays in the wider system. The use of language should always be accurate, consistent and in keeping with the expectation of a place of learning. Following is a writing style guide.

Consistency
The most important aspect of consistency related to signage is that of destination names. A destination must in every instance have its name represented identically. E.g. 'Sports and Aquatic Centre' would never simply be 'Sports Centre'. Whilst this example is seemingly obvious that we are still referring to the same place, variations can cause uncertainty for the user and hence affect the overall efficiency of the system.

Consistency is best managed through the signage management documentation 'Signage Schedule', as outlined in Volume 1 of this guideline. It is recommended that all signage and messaging is approved by the Macquarie University Signage Manager prior to construction.

Use of Language
All messaging is sentence case using a capital letter at the start of the phrase. This naturally excludes names of places that are treated as proper nouns and hence appear in title case, e.g. 'Sports and Aquatic Centre'. The one unusual case being the words ' Car park', in which only the 'C' is capitalised.

The use of commas, full stops and other punctuation marks should be limited to interpretive information.

For ranges of numbers eg 301–306, an 'en' dash (–) is used with no spacing either side. Do not use a hyphen (-). Moderate kerning (letter spacing) is allowed.

The number '1' is often a troublesome character for controlling letter spacing. It is highly recommended that instances where the number '1' appears are given special consideration to ensure the kerning looks equal to that of other numbers.

Descriptors
For the purpose of this guideline, 'Descriptors' are defined as words and phrases including:

– Faculty of...
– Department of...
– Research Centre...
– Centre of Excellence...

Multiples of these in consecutive listing on a directory sign can appear repetitive, hence are not widely used.

At the time of writing it was the University preference to discourage the formality of the use of the descriptor 'Faculty', e.g., the correct listing for the 'Faculty of Business and Economics' is simply 'Business and Economics'.

This only applies to Faculties and Departments. Research Centres and Centres of Excellence are as yet unresolved – see below.

Abbreviations
Abbreviations are not typically utilised with the exception of identifying street names when the length of the full name will not fit at the recommended text height. Common naming conventions apply, e.g. St for Street, Rd for Road.

Length of Names
Long names are dealt with in one of two ways within the scheme. Firstly, the names appear in full and long names simply take up more lines per directory. This situation will, in some instances, simply be unavoidable, but does unfortunately have the negative affect of reducing the number of overall listings possible per sign. An alternate solution is to decide (where possible outside of contractual obligations) to specify the 'wayfinding name' for the destination.

An example, 'ARC/NHMRC Research Network Fluorescent Applications in Biotechnology and Life Sciences', could potentially be 'ARC CoE' as an umbrella name for the destination and hence its listing within the wayfinding system.

For names applied to directional sign panels (Vehicular Directional/Street sign) to ensure the text remains legible in the external environment a maximum 15-17 character set in sentence case is recommended.

MESSAGING

Information Hierarchy and Message Sequencing
Directory
On directories, levels should always be listed from the top down with the lowest level at the top of the directory. Whilst this is not necessarily typical of directories in general it has specifically been done in the case of Macquarie University to allow for the best fit of content and accessibility requirements. When multiple directory panels are required, the sequence should continue from left to right.

As outlined in the Internal Naming Strategy (Part 5 of this Guideline), 'Ground' is defined by the main entrance to the building. Floor levels are numbered consecutively from the lowest level up to the highest level regardless of whether the highest level is a habitable floor or plant room.

Destinations within a level should be ordered by room number, where the lowest room number appears at the top and the highest at the bottom. Where possible, a room number should be listed next to a destination. Destinations without room numbers, such as amenities, should appear at the end of the list

Destinations that span a range of rooms should be indicated as follows 301–303 for consecutive numbers -or- 510, 512, 513 for non-consecutive numbers.

Directional signs
For each direction, first list room range, next list major destinations and on the bottom line include all pictograms.

No more than 4–5 messages should appear for each direction.

Destinations within an adjacent or interconnected building should not be included. Instead, the building name can be included as the destination.

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 the University, we do not recommend introducing other languages, since it is difficult to determine which languages to include.

It was also felt by the workshop groups that students are attracted to Macquarie University for an 'Australian' experience of which language is one component.

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 or potentially, in the future, develop screen based content that allows for the nomination of a preferred language.