These guidelines have been put together by Royal Holloway’s Marketing team. They are to be used when creating new or replacement signs on and around campus. They must be used in conjunction with the brand guidelines royalholloway.ac.uk/brand

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Roles and responsibilities

**Estates**
- Use these guidelines to select the recommended sign and its design, format and appropriate text on sign.
- Inform the supplier which sign type is needed and to provide Marketing with a proof/concept for approval before the final sign is agreed/confirmed.

**Key contact**
Gayle Monaghan
gayle.monaghan@royalholloway.ac.uk

**Marketing**
- Supply signage and brand guidelines. Approve proof/concept/wording style and support Estates where exceptions to the guidelines arise.

**Key contact**
Jayne Grant
jayne.grant@royalholloway.ac.uk

**Suppliers**
- Use these guidelines to understand design, format and material of sign selected by Estates.
- Following an accepted quotation, provide Royal Holloway with a proof/concept for approval before proceeding to production and/or installation.
Logo, coat of arms, colour

**Logo**

The logo is not to be used on signs on or inside buildings or within the campus perimeter, with the exception of Founder’s Visitors’ Centre and the Emily Wilding Davison Building (important external visitor buildings).

The logo should appear on signage at entrances and exits to campus as well as on campus perimeters.

For guidance on how to position the logo, please see ‘Outside campus walls’ section on p.14-16.

**Coat of arms**

The coat of arms should only be used for ceremonial plaques for the opening of buildings. Please refer to p.16 of the brand guidelines document for more information.

**Colours**

- **Brick Orange**
  - 166C
  - C:0 M:70 Y:100 K:0
  - R:235 G:100 B:30
  - #EB641E

- **Slate Grey**
  - 432C
  - C:65 M:43 Y:26 K:78
  - R:32 G:42 B:48
  - #202A30

- Tinted spectrum of Slate Grey

**Example photo of a mixed wayfinder with correct use of colours.**

Most signs will have white text on a grey background. The grey must be Slate Grey, details of which can be found in the brand guidelines.

If there is a mixed wayfinder sign, the current location can be in reverse colours to make it stand out i.e. grey text on white.
Typeface and use of capital letters

**Typeface**

Text should be in our primary typeface, Ideal Sans, (however Arial can be used if the height of the capital letters is smaller than 22mm). One of the features of this font is that it drops some numbers below the line. To improve legibility numbers below the line need to be manually adjusted so that they all line up.

**How to manually adjust the numbers.**

<table>
<thead>
<tr>
<th>6789</th>
<th>6789</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default number style</td>
<td>Lining number style</td>
</tr>
</tbody>
</table>

**To do this in Word:**

- highlight the numbers you wish to change
- go to the Format menu and scroll down to Font
- in the window that opens select Advanced
- go to Number Forms (under Advanced Typography)
- click on the pull down menu to select Lining. The numbers will now be sitting on the baseline.

**To do this in InDesign:**

- highlight the numbers you wish to change
- go to the Type menu and scroll down to Character
- on the top right hand menu of the Character panel, scroll down to OpenType and across to Proportional Lining. The numbers will now be sitting on the baseline.

Alternatively, in InDesign highlight the numbers you wish to change and click on the All Caps button in the Character Formatting Controls on the Dock.

**Use of capital letters**

Our house style uses sentence case, with very few exceptions, which should be agreed by the Marketing team. Don’t use all capitals in headings or body text.

Don’t capitalise every word in a heading unless using a title or name e.g. ‘Kingswood Hall, Housekeeper’s office’.

Capital letters are required for ‘Founder’s Building’ and the title of a department in full, e.g. ‘Department of Media Arts’.
Alignment and size

Alignment

The majority of the time the text on a sign should be left aligned. If a sign is being hung in the centre of a space the text should be centralised.

Size

Estates should decide the appropriate size for the sign. This is variable as it is dependent on the particular context/environment.
Outside buildings

Building signs name (surname only) should be monoliths as shown below and not placed on the actual building. Sign should incorporate lighting internally. Power provision should be planned for.

Davison Building

<table>
<thead>
<tr>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 432</td>
</tr>
<tr>
<td>Pantone 166</td>
</tr>
<tr>
<td>White text</td>
</tr>
</tbody>
</table>

750mm

120mm

225mm
On-campus signs

On boundary walls, gates and fences

Exact size will be determined depending on context and content.

You are entering a residential neighbourhood.

Please respect our neighbours by keeping noise to a minimum when entering and exiting the campus and ensuring that you deposit your litter in the bins provided before you leave campus.

- Aluminium panel
- Digital print
- Satin laminate
- To be fitted with back bar and bolt fixings to gates and fences

**Colour**
- Pantone 432
- Pantone 166
- White text

IMAGE REQUIRED
On-campus signs

On buildings

Glass manifestations

On campus the only place that the logo is to be used is on the main doors to the two flagship buildings, Founder’s and the Emily Wilding Davison Building, where visitors are likely to arrive. Elsewhere the name of the departments inside the building may appear on the outer doors, using applied vinyl manifestations.

The positioning of the logos depends on the entrance and door set up.

On doors, including automatic doors, logos or manifestations should go on the actual door.

On the Emily Wilding Davison Building, as there are revolving doors the logos should go centrally onto the panes of glass between all the doors as shown in the picture opposite.

Square dots might be needed on any door, not just the revolving ones.

The doors and glazed screens themselves should have the square dot details using frosted film.

This will apply to any glazed screens internally as well as externally. Regulatory manifestations should be square dots only, applied at the dimensions set out in building regulations.

When text is needed on glazing for room names, etc, it should be in white opaque film, sentence case.

▲ Examples of regular closed doors

▲ Example of closed automatic doors
On-campus signs

On buildings

Commemorative plaque

A ceremonial plaque for the opening of a building can have the coat of arms but all other general information plaques should not include the coat or arms or logo.

8mm thick toughened glass optiwhite plaque. Polished S/Steel fixings.

Emily Wilding Davison Building
opened by
Her Royal Highness The Princess Royal
Chancellor of the University of London
on 18 October 2017

Emily Wilding Davison began her studies at Royal Holloway College in 1892. She was an important figure in the suffrage movement which campaigned to give women equal access to the vote. Students, staff and alumni chose to name this building after her in recognition of her historic contribution.

Crossland’s Bungalow was located here from 1879 until 2015.

William Crossland, the architect who designed the Founder’s Building, lived in a small house located here from 1879 to 1887, in order to oversee construction of the Founder’s Building. Over time, extensions were added to the bungalow and it served many different purposes including: an infirmary, a student writing room, the College Secretary’s residence and the Students’ Union.

In 1987 it became the College bookshop, sharing the space a few years later with the Student Administration Centre, which was located here until it was closed to make way for the new building.
On-campus signs

Inside buildings

Wayfinding
Directory sign with removable panels where necessary in buildings where rooms are likely to change names and adhesive vinyl text.

Most signs will have white text on a grey background. The grey must be Slate Grey, details of which can be found in the brand guidelines.

If there is a mixed wayfinder sign, the current location can be in reverse colours to make it stand out i.e. grey text on white.

Example photo of a mixed wayfinder with correct use of colours.

Text: cap heights = 22mm headers = 20mm body

Colour
■ Pantone 432
□ White text
Inside buildings

Non-Insert room signage
210x58mm Door Signage—5mm acrylic sign system with concealed fixing method.

Projecting signs large
300x120mm acrylic projecting sign system - Large

Projecting signs small
210x210mm acrylic projecting sign system - Small
150 x 150mm Door signage for wcs

Centre office

Group study 0-1

Colour
- Pantone 432
- White
On-campus signs

Inside buildings

Small floor level indicators in stairwells
Profile cut vinyl floor level indicator signage – 400mm high (small).

Small floor level indicators

Colour
Pantone 432
Outside campus walls

External road-facing

Directional signage
- Aluminium panel
- Digital print
- Satin laminate

Size

Estates should decide the appropriate size for the sign. This is variable as it is dependent on the particular context/environment and content.

Colour
- Pantone 432
- Pantone 166
- White text

Please note the background of all signs is an 80% tint of RH Slate Grey Pantone 166
Outside campus walls

External road-facing

Wall mounted signage
- Aluminium panel
- Digital print
- Satin laminate
- To be fitted with back bar and bolt fixings to gates, walls and fences

Colour
- Pantone 432
- Pantone 166
- White text

Size
Estates should decide the appropriate size for the sign. This is variable as it is dependent on the particular context/environment and content.

Please note the background of all signs is an 80% tint of RH Slate Grey Pantone 166
Outside campus walls

External road-facing

Post mounted signage
- Post mounted pole and plank sign, fixed into ground
- Painted
- Applied vinyl detail and print (single sided)
- Satin lamination to match vinyl

Size

Estates should decide the appropriate size for the sign. This is variable as it depends on the particular context/environment and content.

Please note the background of all signs is an 80% tint of RH Slate Grey Pantone 166

Colour
- Pantone 432
- Pantone 166
- White text