These guidelines have been put together by Royal Holloway’s Marketing team. They are to be used when creating new or replacement permanent signs on and around campus. They are to be used in conjunction with the writing style guide, which is located within the brand toolkit intranet.royalholloway.ac.uk/staff/tools-and-links/brand-toolkit

For temporary signage, branded templates must be used. These are also located within the brand toolkit.

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Roles and responsibilities

**Estates**
- Use these guidelines to select the appropriate 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 and support Estates where exceptions to the guidelines arise.

**Key contact**
Kasia Dawson
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**Suppliers**
- Use these guidelines to understand design, format and material of sign selected by Estates.
- Provide Royal Holloway with a proof/concept for approval before proceeding to production and/or installation.
Logo

The logo is not to be used on signs 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...

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.

Colour

**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

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.

**Typeface**

At times it may be preferable to have numbers that sit on a baseline for clarity.

<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**

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

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 dependent on the particular context/environment.
Outside buildings

Building signs should be monoliths as shown below and not on the actual building.

- Davison Building
  - Height: 750mm
  - Width: 120mm
  - Colour:
    - Pantone 432
    - Pantone 166
    - White text
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 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 below. The doors themselves should have the square dot details using applied vinyl.
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.
Please refer to brand guidelines.

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

Colour
- Black vinyl
- Frosted backing
Inside buildings

Wayfinding
Directory sign with removable panels and self 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
On-campus signs

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

Centre office

Group study 0–1
On-campus signs

Inside buildings

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

Colour
Pantone 432
Outside campus walls

External road facing

Directional signage
- Aluminium panel
- Digital print
- Satin laminate

Colour
- Pantone 432
- Pantone 166
- White text

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

Please note on the general background of all signs they are 80% tint of RH Slate Grey Pantone 432
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 and fences

Colour
- Pantone 432
- Pantone 166
- White text

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

Colour
- Pantone 432
- Pantone 166
- White text

Size

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

Please note on the general background of all signs they are 80% tint of RH Slate Grey Pantone 432.