



UCL's Bloomsbury campus main entry points at Gower Street and Malet Place have for a long time lacked signage to let students, the public and visitors know they are arriving at UCL. The branding across Bloomsbury has been reviewed with the purpose to create a welcoming experience for staff, students and visitors

UCL's Branding Team focused on creating appropriate signage for the main entrance areas to link different parts of the university. A key factor was to ensure the brand experience is consistent across all locations, with the designs prepared for UCL East reflected in those at UCL Bloomsbury and other locations. With important events coming up, including the bicentennial in 2026, some solutions were identified in the short-term that could be refreshed with similar, appropriate signage.

One of the main considerations in each case was to respect and work with the architectural style of the buildings and to create a solution that is prominent enough, but in-keeping with the surroundings. Signage designs are expected to follow a similar format in regards to fonts, text, dimensions when refreshed and updated in future.