

The University of the Arts London

Central St. Martins

External Signage Rollout

16.01.2008

Presented by

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Introduction

The University

Drawing upon more than 150 years of creative activity, The University of the Arts London is Europe's leading university for art, design, fashion, communication and performing arts.

University of the Arts London brings together six internationally renowned Colleges: Camberwell College of Arts, Central Saint Martins College of Art and Design, Chelsea College of Art and Design, London College of Communication, London College of fashion and Wimbledon College of Art.

Visual Identity

In 2005, the University began redefining its brand, what we stand for and how we want to be perceived by the outside world. In doing so we established the following brand statement, which led to the visualisation of our new brand. This logo identifies the University as a whole, with the stars representing the Colleges that make up the creative constellation of University of the Arts London.





Primary Master Brand Colours



PMS 5405

White

Secondary Master Brand Colours



PMS 248

PMS 199

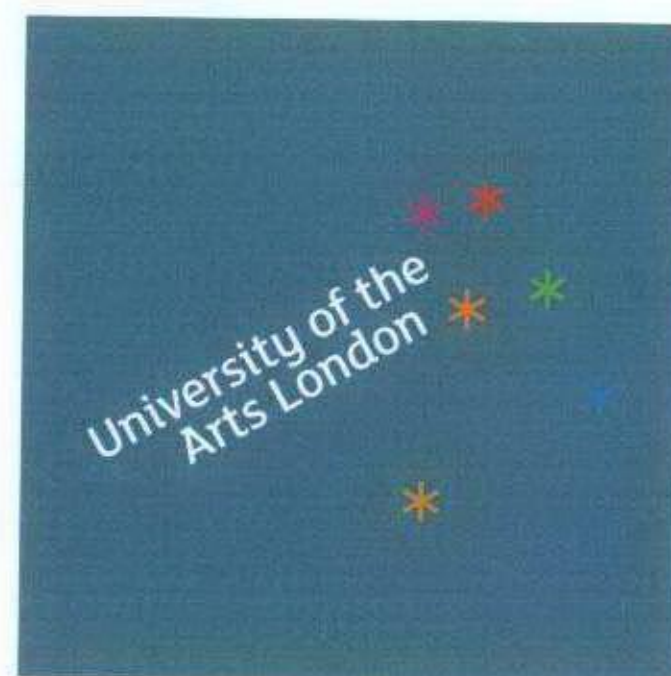
PMS 158



PMS 361

PMS 279

PMS 131



Sub-Brands

University of the
Arts London
Camberwell

University of the
Arts London
Central
Saint Martins

University of the
Arts London
Chelsea

University of the
Arts London
College
of Communication

University of the
Arts London
College
of Fashion

University of the
Arts London
Wimbledon



Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Lola Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Lola Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Lola

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Lola Light

Signage Applications

Following the university re-brand, a signage review was undertaken which included an audit of the size, positioning and location of existing signage elements. From this review, recommendations were made for the new signage design which included consideration of DDA regulations as applicable.

The University's objective in signing all its premises across London is to signal the full extent of the campus, the activities of its colleges and the lineage between them. A family of signs has been designed to accommodate various building and site conditions while maintaining a consistent visual language across all campuses.

Central St. Martins

10 Back Hill, Clerkenwell, London,
EC1R 5LQ

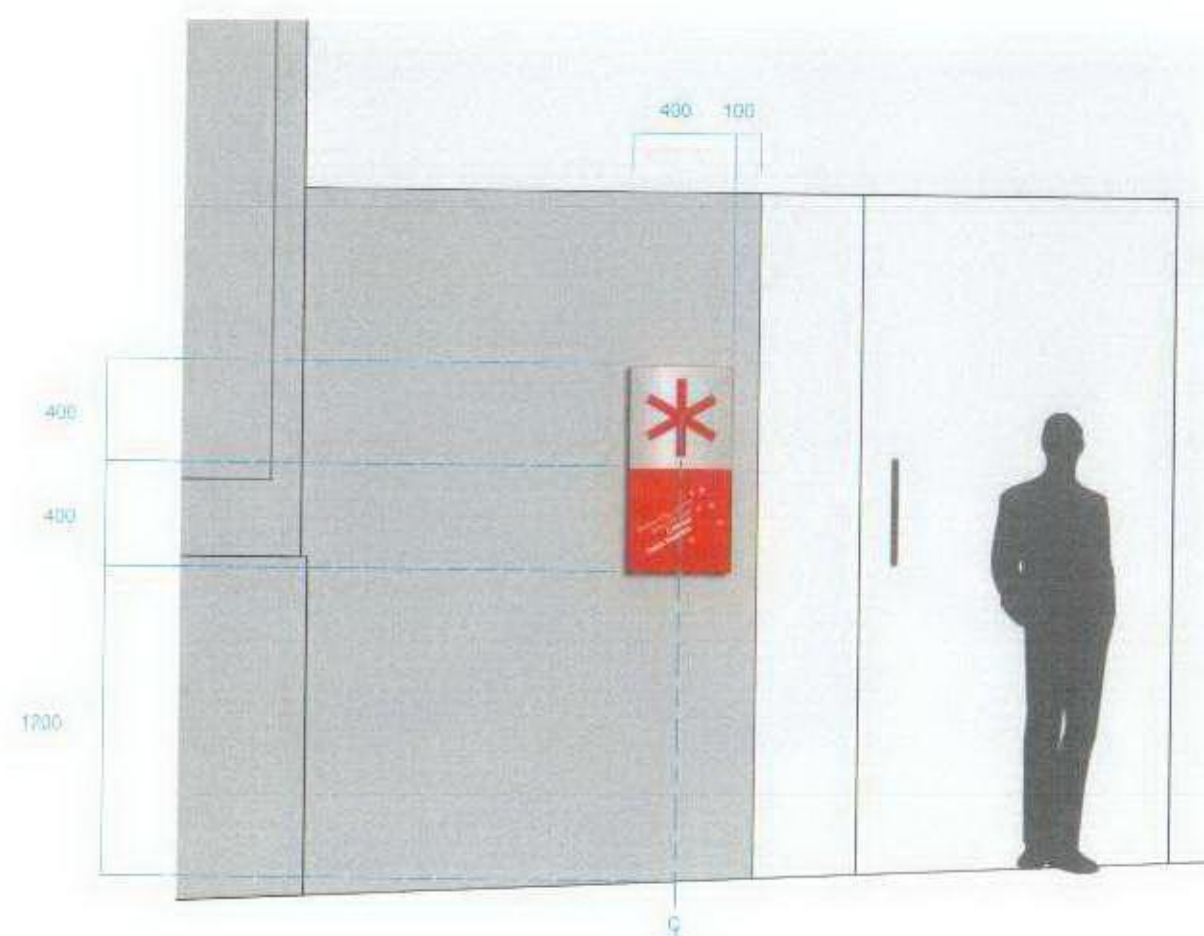


The locations of the proposed signage are shown
Scale 1:1250

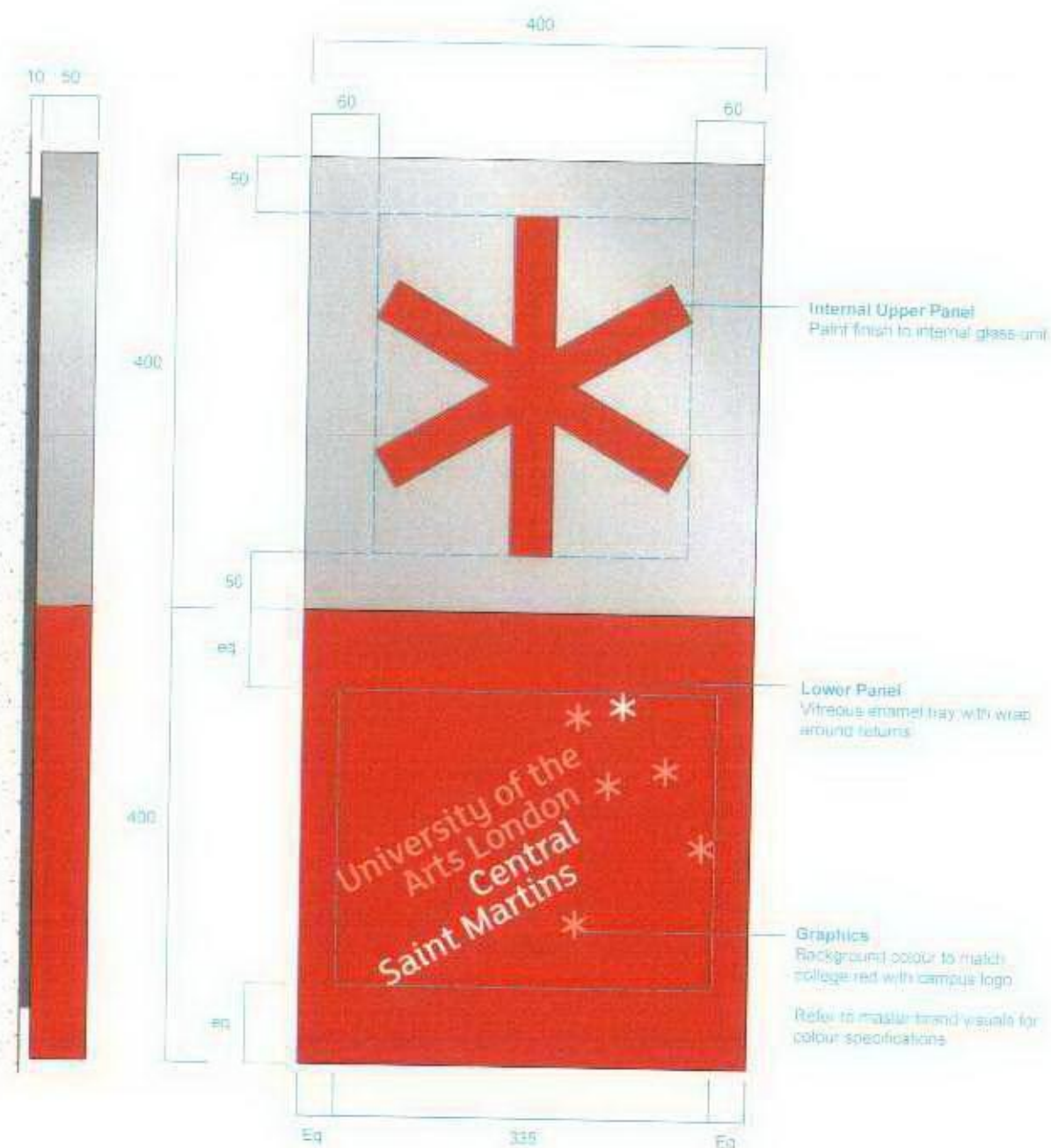


Sign Type ID5

Entrance Plaque



Front View
Scale 1:25



Side View
Scale 1:25

Front View - Detail
Scale 1:5

A3

A

B

C

D

E

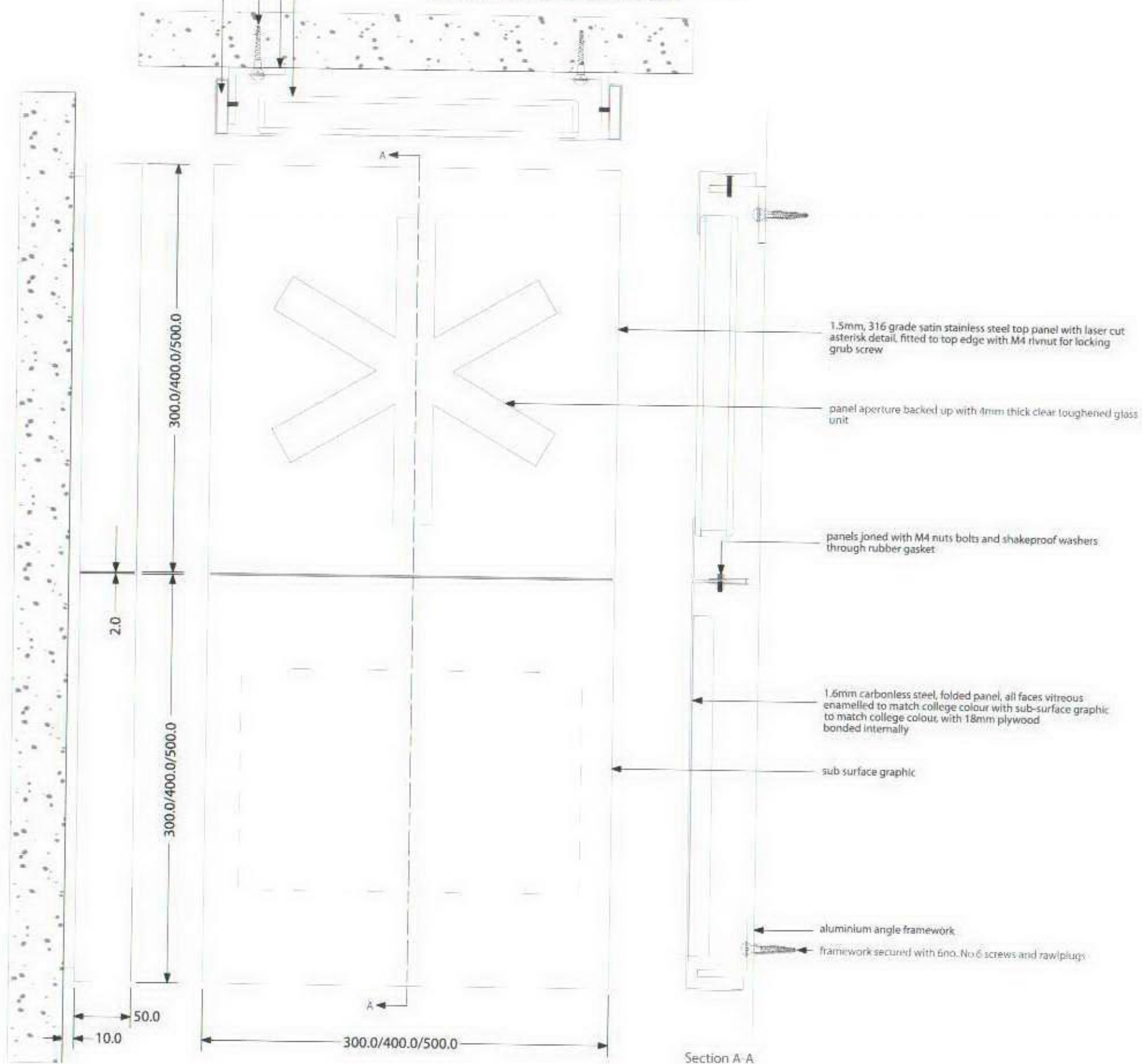
F

face panels fitted with perspex blocks bonded into position with M4 studs to locate with slots in framework

framework secured with 6no. No.6 screws and rawlplugs

aluminium angle framework

4mm thick clear toughened glass unit with smoothed and arisssed edges. Rear face of glass to be stove enamelled to match college colour. Glass unit to be bonded to rear of face panel



Section A-A

THIRD ANGLE PROJECTION
DIMENSIONS IN MILLIMETRES

NOTE:
Refer to graphic visuals for
layout of logo and text

REV	DATE	DESCRIPTION

CLIENT
University of The Arts London

DETAIL
Entrance Plaque- External Detail
(All variants)

ASSEMBLY / SITE

MATERIAL
See Drawing

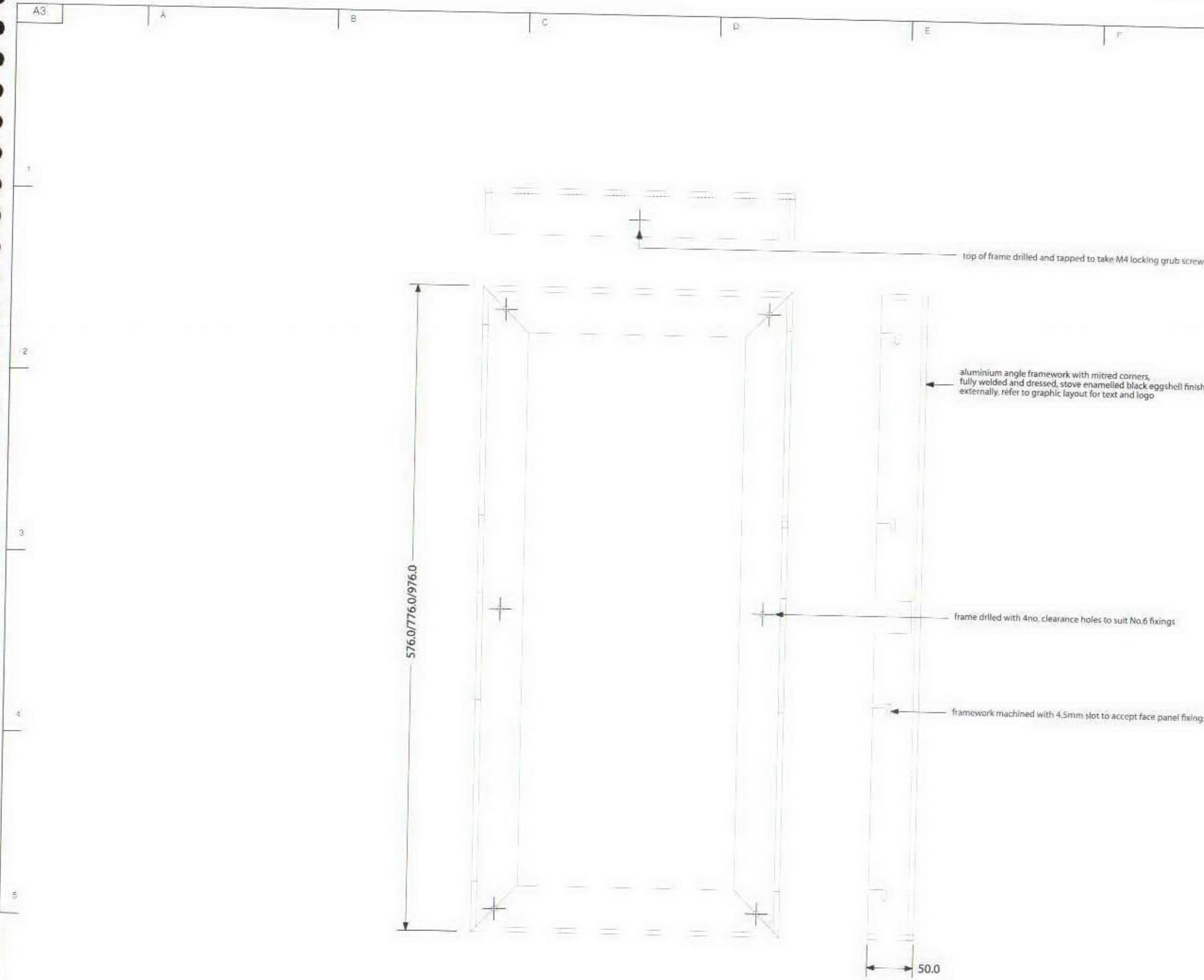
SCALE	DRAWN BY	DATE
1:3	JB	04.01.08

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3452.06	
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THIRD ANGLE PROJECTION
DIMENSIONS IN MILLIMETRES

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REV	DATE	DESCRIPTION

CLIENT
University of The Arts London

DETAIL
Entrance Plaque - Internal Detail
(All variants)

ASSEMBLY / SITE

MATERIAL
See Drawing

SCALE	DRAWN BY	DATE
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Visuals



Existing Conditions

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ID5

Proposed Signage