

University College London

Wayfinding & Signage

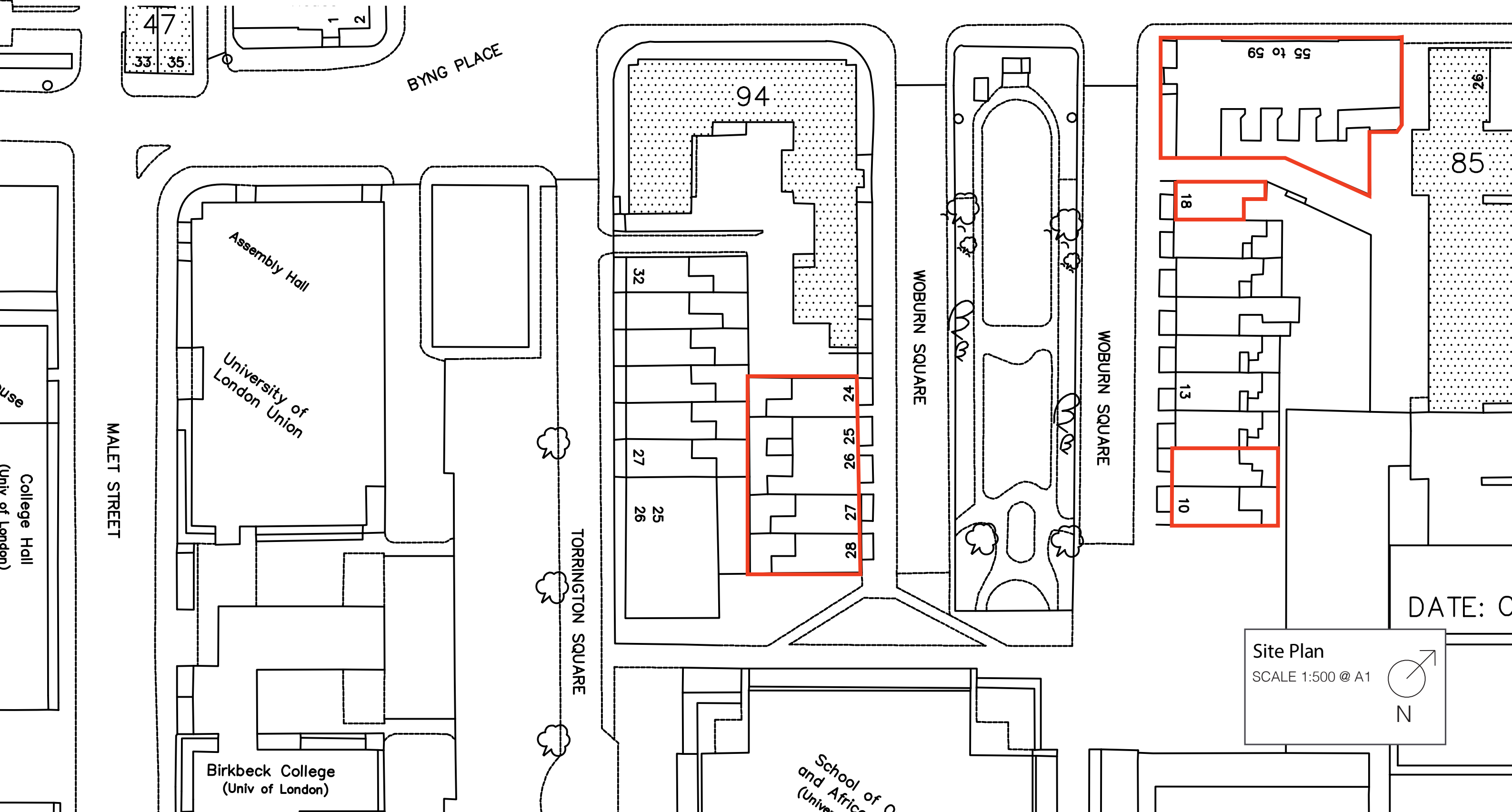
IOE Strategy

Gordon Square
Woburn Square

March 2020

External Entrances Gordon Square & Woburn Square

Site Plan

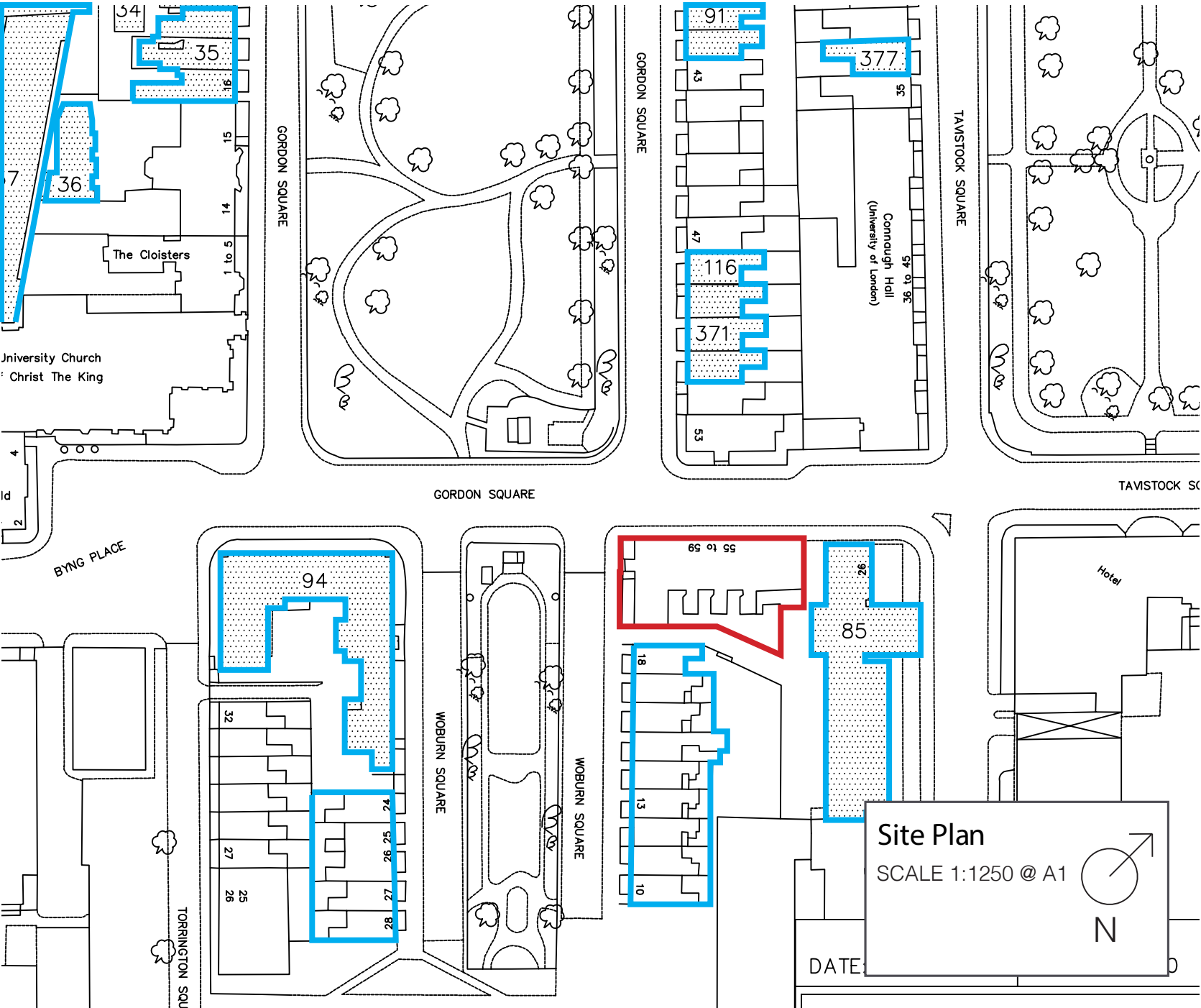


External Entrances

55–59 Gordon Square

Site Location Plan

Location: EX11
Sign Type: Special – 340 x 470mm



External Entrances

55–59 Gordon Square

Existing and proposed signage

Location: EX11
Sign Type: Special – 340 x 470mm

Existing Sign



Proposed montage



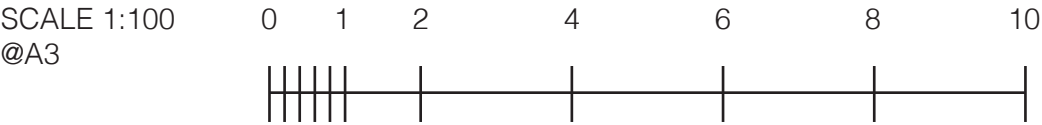
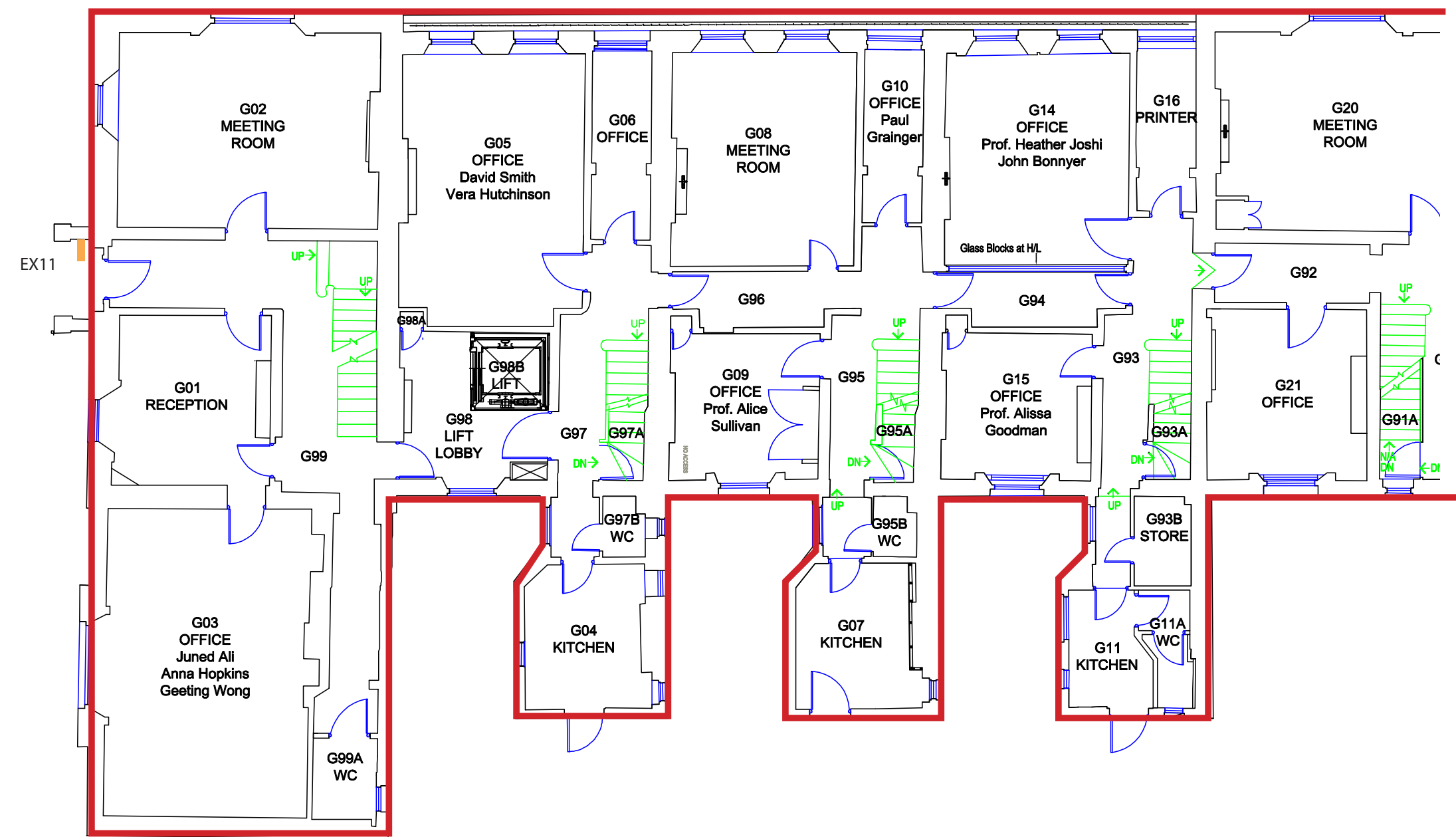
Proposed montage



External Entrances

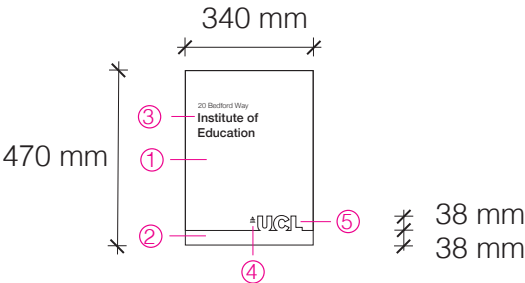
55–59 Gordon Square

Site Plan



SCALE OF METRES

Sign EX11



- SCALE 1:20
- ① 3MM ALUMINIUM FRET-CUT UPPER TRAY, POLYESTER POWDER COATED BLACK (GLOSS FINISH), MOUNTED ON TO UNDER-TRAY / CARRIER PANEL.
 - ② 3MM ALUMINIUM UNDER-TRAY / CARRIER PANEL, POLYESTER POWDER COATED TO SPECIFIED COLOUR (MID SHEEN FINISH).
 - ③ SCREEN PRINTED TEXT IN WHITE (TYPICAL SHOWN).
 - ④ SCREEN PRINTED LOGO IN WHITE.
 - ⑤ FRET CUT "UCL" LETTERS IN UPPER TRAY, EXPOSING UNDER-TRAY / CARRIER PANEL UNDERNEATH.

Mid Tone Stone
Pantone 7530
BS 08 B 21

Conservation Areas
default colour

Light Stone
Pantone 7528
BS 08 B 17

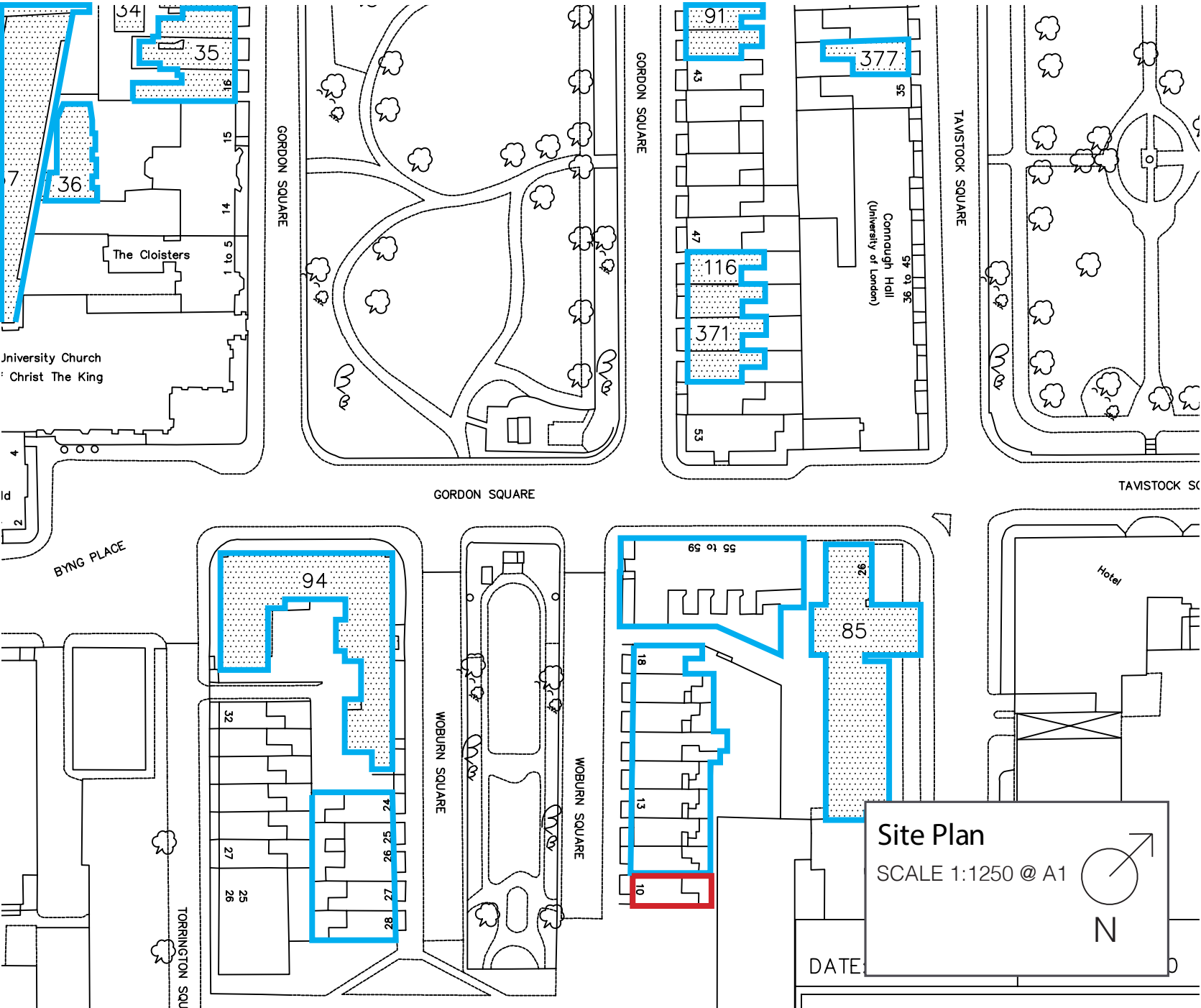
Conservation Areas
Portland Stone

External Entrances

10 Woburn Square

Site Location Plan

Location: EX12
Sign Type: Special – 340 x 470mm



External Entrances

10 Woburn Square

Existing and proposed signage

Location: EX12
Sign Type: Special – 340 x 470mm

Existing Sign



Proposed montage



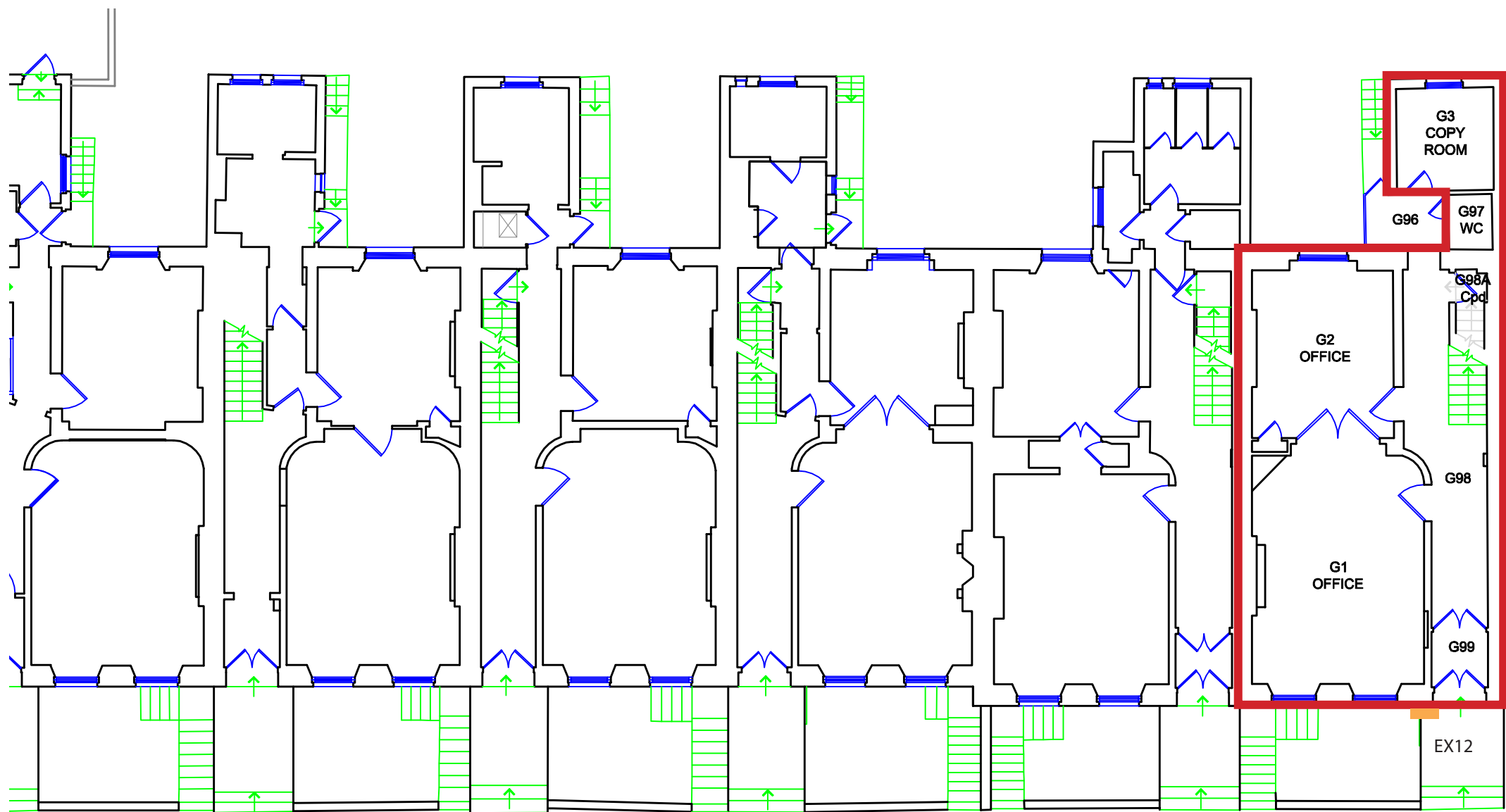
Proposed montage



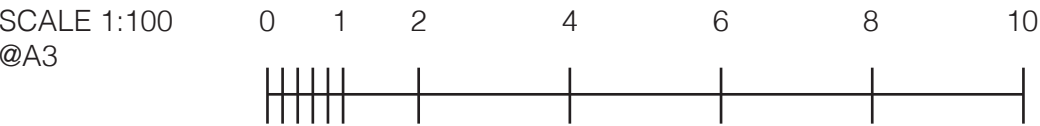
External Entrances

10 Woburn Square

Site Plan

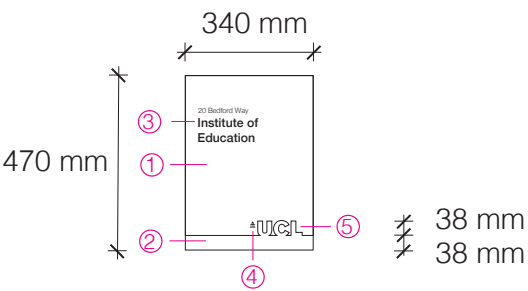


15 14 13 12 11 10



SCALE OF METRES

Sign EX12



- SCALE 1:20
- ① 3MM ALUMINIUM FRET-CUT UPPER TRAY, POLYESTER POWDER COATED BLACK (GLOSS FINISH), MOUNTED ON TO UNDER-TRAY / CARRIER PANEL.
 - ② 3MM ALUMINIUM UNDER-TRAY / CARRIER PANEL, POLYESTER POWDER COATED TO SPECIFIED COLOUR (MID SHEEN FINISH).
 - ③ SCREEN PRINTED TEXT IN WHITE (TYPICAL SHOWN).
 - ④ SCREEN PRINTED LOGO IN WHITE.
 - ⑤ FRET CUT "UCL" LETTERS IN UPPER TRAY, EXPOSING UNDER-TRAY / CARRIER PANEL UNDERNEATH.

Mid Tone Stone
Pantone 7530
BS 08 B 21

Conservation Areas
default colour

Light Stone
Pantone 7528
BS 08 B 17

Conservation Areas
Portland Stone

External Entrances

11 Woburn Square

Site Location Plan

Location: EX13
Sign Type: Special – 340 x 470mm

