Brand Identity Guidelines

Signage Guidelines

www.ufs.ac.za

UFSUV | UFSweb | UFSweb | ufsuv

Inspiring excellence. Transforming lives.
Inspireer uitnemendheid. Verander lewens.

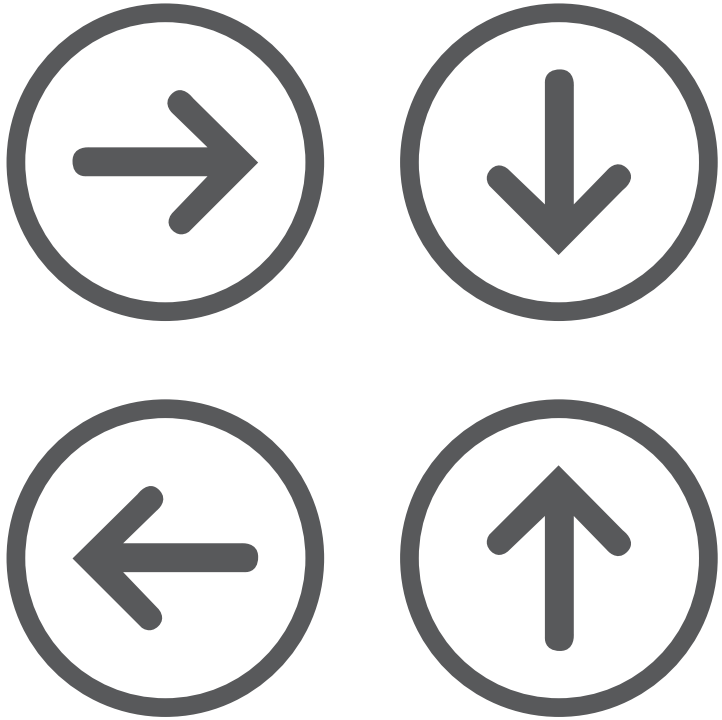
UNIVERSITY OF THE
FREE STATE
UNIVERSITEIT VAN DIE
VRYSTAAT
YUNIVESITHI YA
FREISTATA

UFS
UV

Information structure

a) The marketing brand is placed to the left of all text that is primary to the position of the sign.
b) The corporate font Leitura 2 is used for all text.
c) The directional arrow is a specific and unique design. Do not substitute.
d) Secondary text is always smaller than the primary.
e) The usage order of the language is first English and then Afrikaans.

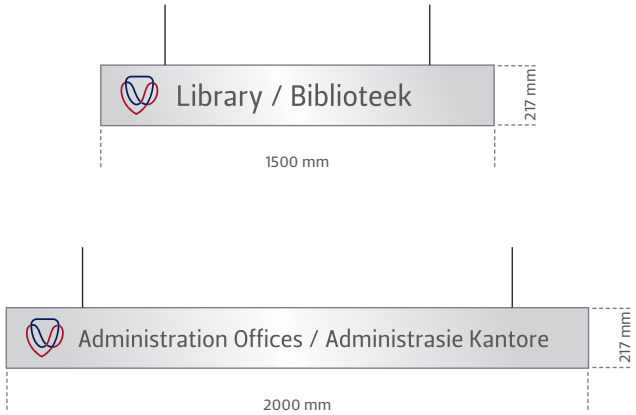
Directional arrows



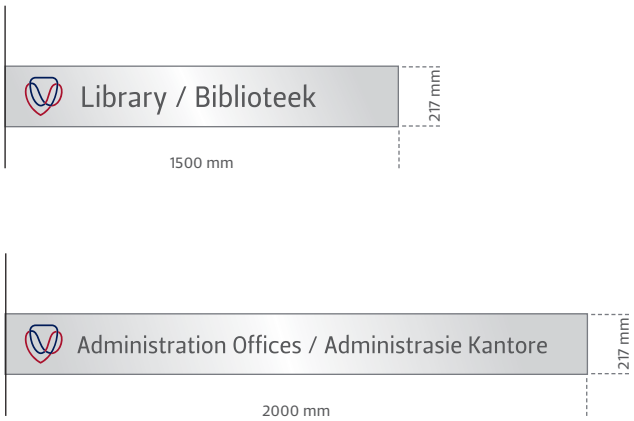
The directional arrow is a specific and unique design.
Do not substitute.

Single message signs

Suspended - double sided

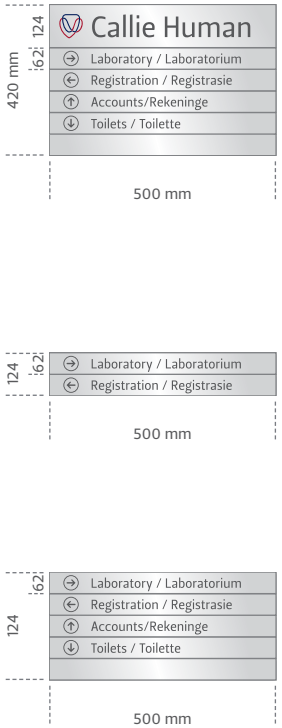


Wall mounted



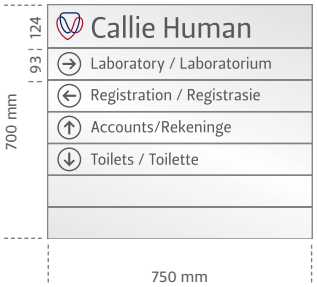
Suspended signs

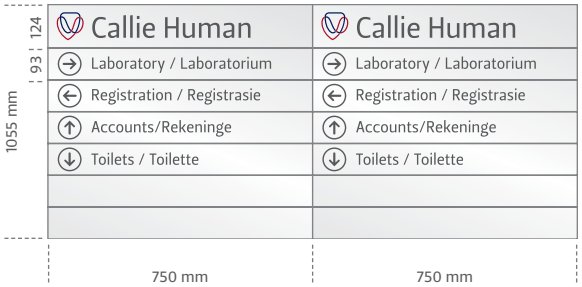
Double sided

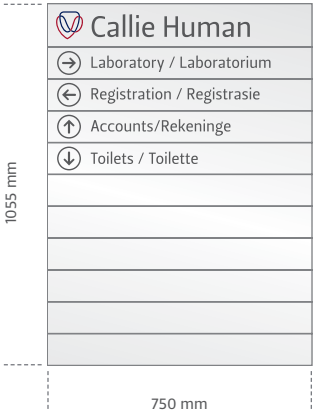


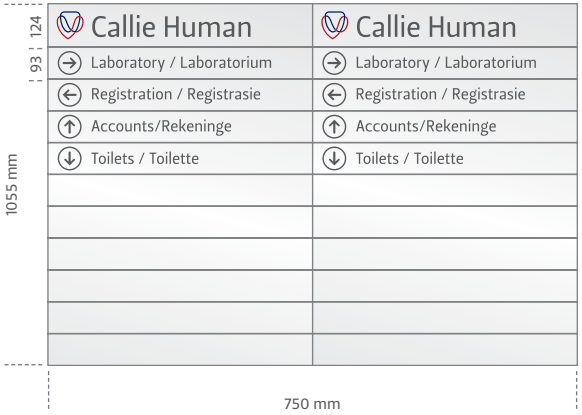
Wall-mounted signs

Large wall-mounted signs

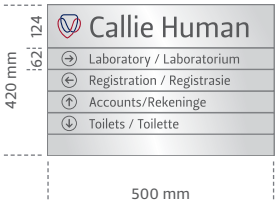


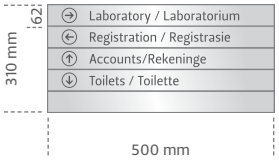


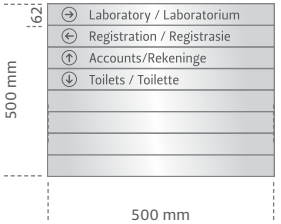




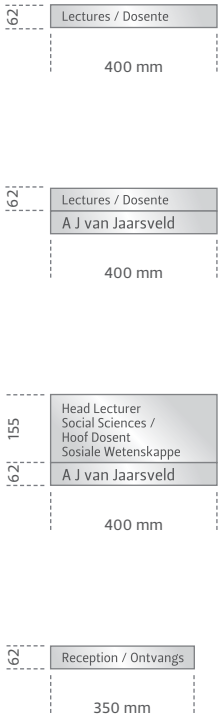
Medium wall-mounted signs

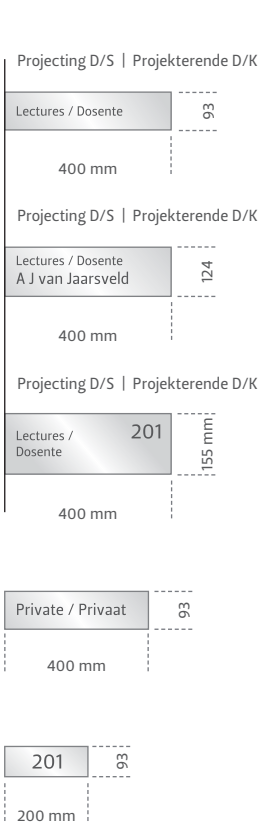


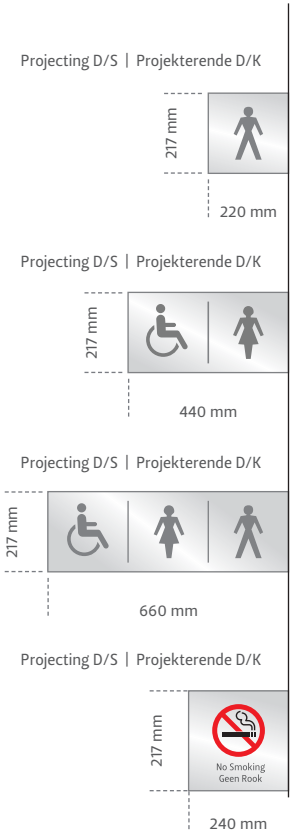




Small wall-mounted signs

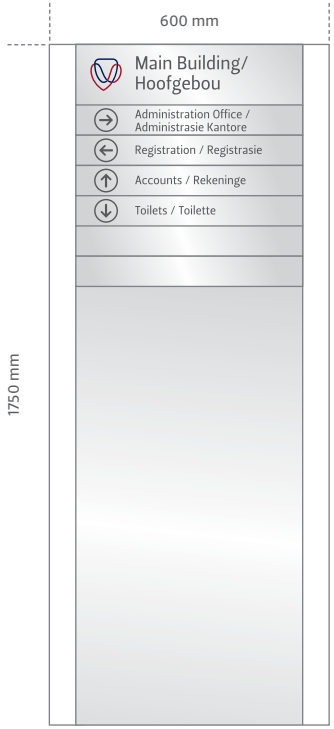






Freestanding mini pylon

Freestanding - double sided



Interior signage

Example

Events directional signage

Example

1 m (w) x 0.5 m (h)

Alternative design

1 m (w) x 0.5 m (h)

Directions for this signage are as follows:

- The language order is English first, and then Afrikaans
- The correct UFS corporate colours should be used in the Leitura font
- Marketing brand should be used

Other guidelines

Building names

- Building names attached to exterior of building.
- Cut-out lettering in 'Optima font' to be used.
- Size of building name - 320 mm high letters. (any other size must be submitted for approval to PP).
- 2/3 mm laser-cut mild steel with 5 mm/6 mm machine screw pins welded on. Powder coated and duco sprayed to required colour.
- Use drilling template, drill holes to allow for required stand-off distance
- Mount using chemical epoxy cement
- Distance from wall:
  - 35 mm to 80 mm letters - 10 mm standoff
  - 100 mm to 200 mm letters - 15 mm standoff
  - 200 mm to 300 mm letters - 20/25 mm standoff

Directional road signs

- Use reflective vinyl for lettering, frame and symbols.
- Board: 1 mm Chromadec sheet, re-inforced at the back.
- Framework: Round tubing, white painted with 2k paint.
- 2/50x3x300 long plates welded to CHS, installed 600x600x500 Concrete base
- Lettering: Helvetica, 100 mm high, Upper and lower case.
- Frame: 20 mm with a radius of 100 mm
- Arrow: 222 mm wide when directing left or right.
- Lettering to be applied 315 mm from the left of the board (minimum starting point) and 70 mm from the right of the board (ending point).
- Spacing between end of arrow to the left and starting point of lettering to be 238 mm.
- A full detailed drawing is available on request from Facilities Planning.

Door numbering

- Door numbering – Drawings to be forwarded to Facilities Management: Plan Services for the allocation of door numbers and approval of size and font
- Door numbers to be screwed to door frames.

Office doors

- Vista (V150x400 mm).
- Mount 50 mm from left door frame, 1600 mm from floor. If not possible, then right of door, if not possible, then above door. Only on door at customer's request.
- Fasten with mirror tape and adhesive.

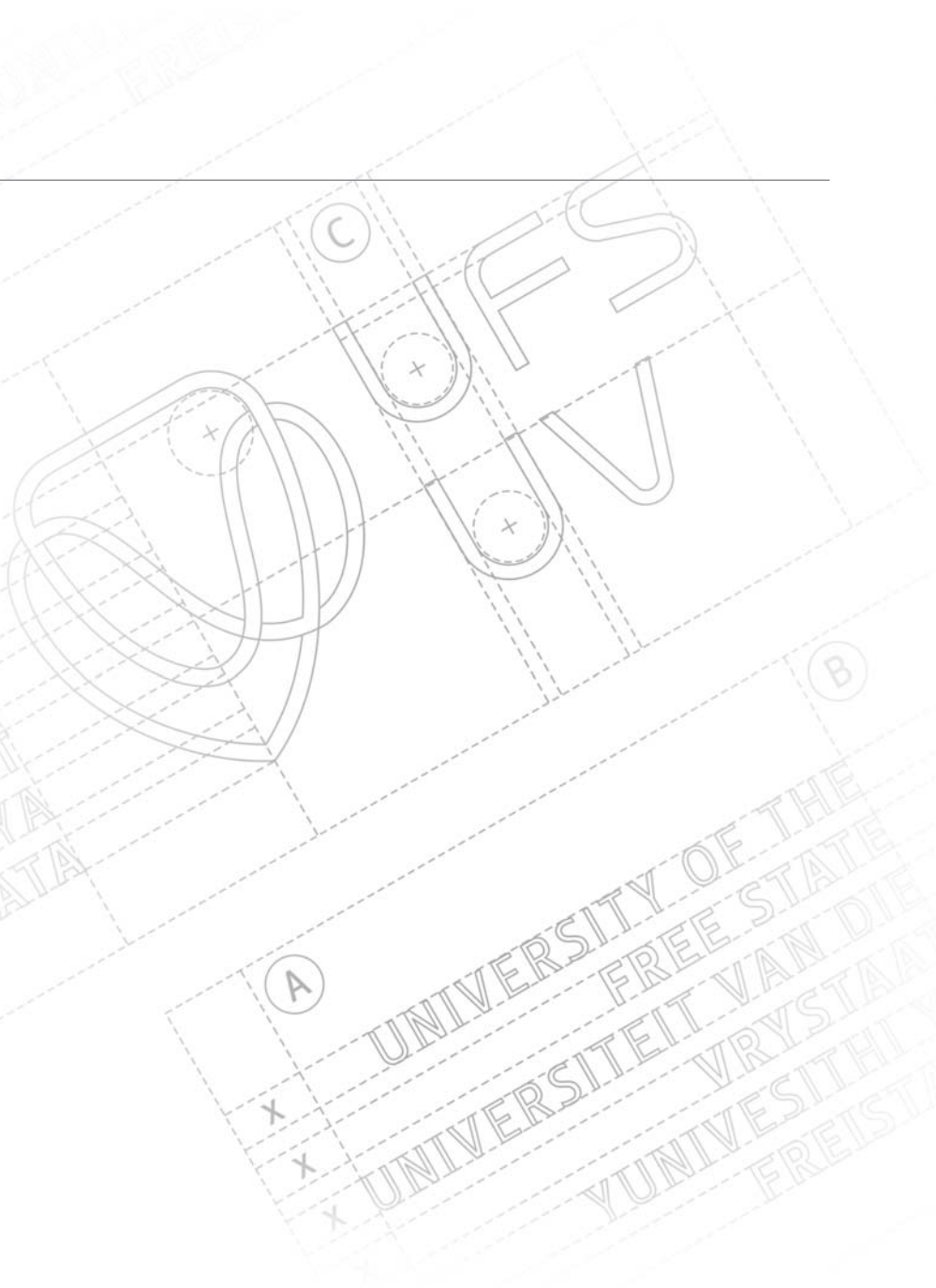
Directional wall sign

- Vista (V500 x1600 portrait).
- With full-colour bubble jet, large format printed insert and clear, non-reflective plastic coating.
- Mount as per architectural layout and customer's requirements.
- Fasten with Hilti or similar fasteners.

Suspended signs

- VL series, landscape. Size will depend on building layout and quantity of information, normally 150 x 600 (landscape)
- Mount with cables provided by supplier. Ceiling mounted 2.5 m from floor.
- Install with ceiling hooks.

For more information regarding building names, road signs, door numbering, office doors, wall signage, suspended signs, please contact Albie Louw, LouwA1@ufs.ac.za, 051 401 9207.



Typography for building names

http://www.ufs.ac.za/logosintranet

Optima is used for building names placed on the exterior of buildings.

The quick brown fox jumps over the lazy dog

aA

Optima: Used for building names placed on the exterior of buildings.

Optima

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>*^

Optima Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>^*

Optima Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>*^

Optima Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&{}[](.,;:!?)<>*^