



August 2023

# Signage guidelines

For templates, logos and fonts, please visit <http://www.ufs.ac.za/logosintranet>  
For more about the Vision 130 branding application, please visit <https://www.ufs.ac.za/vision-130>



[www.ufs.ac.za](http://www.ufs.ac.za)

*Inspiring excellence, transforming lives  
through quality, impact, and care.*

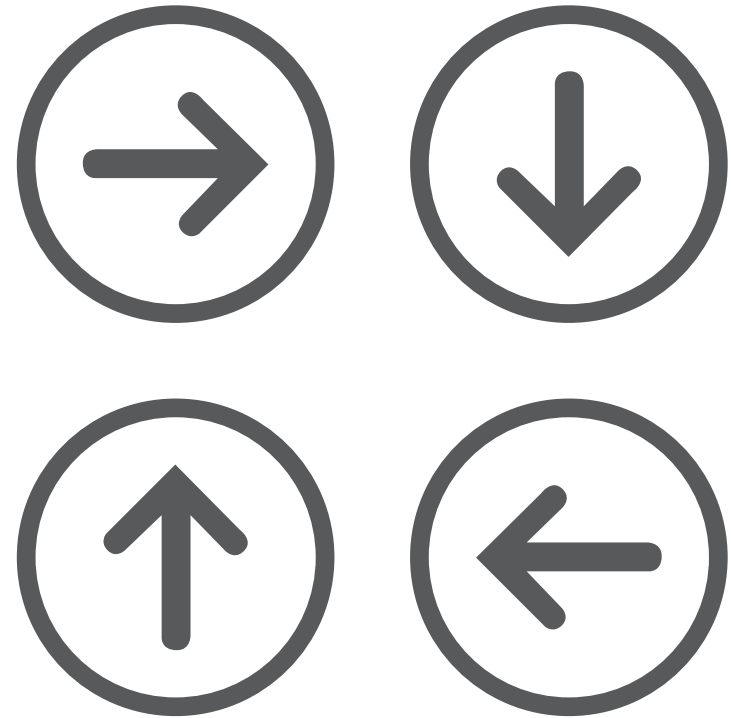


## 1. Information structure



- 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. If possible, do not substitute.
- d) Secondary text is always smaller than the primary.

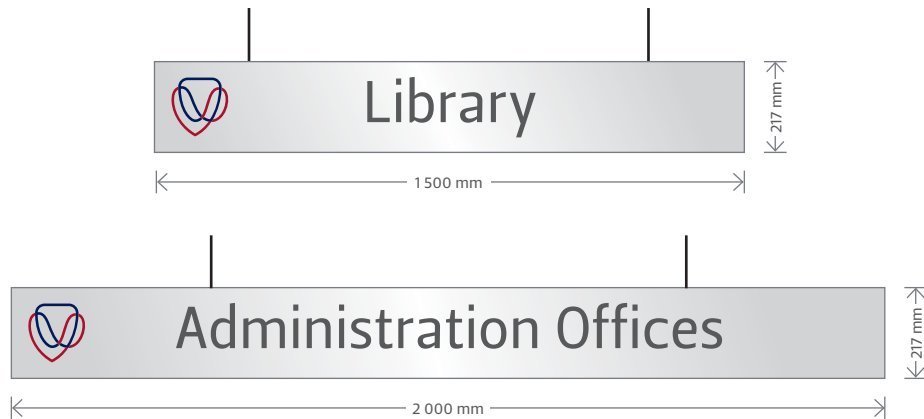
## 2. Directional arrows



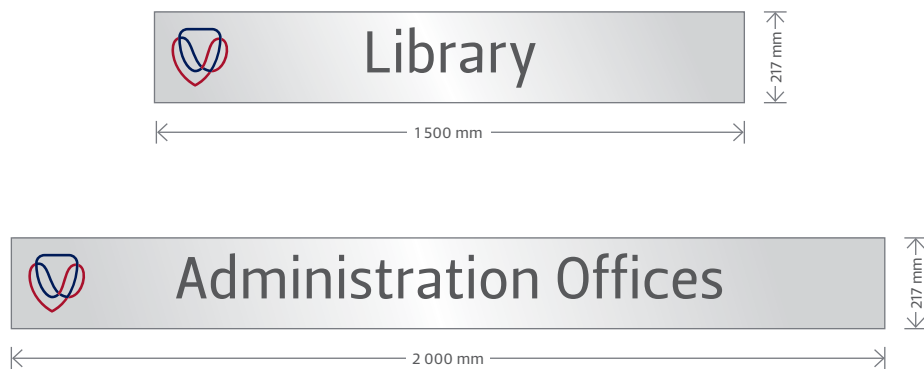
The directional arrow is a specific and unique design. If possible, do not substitute.

### 3. Single-message signs

#### Suspended - double sided



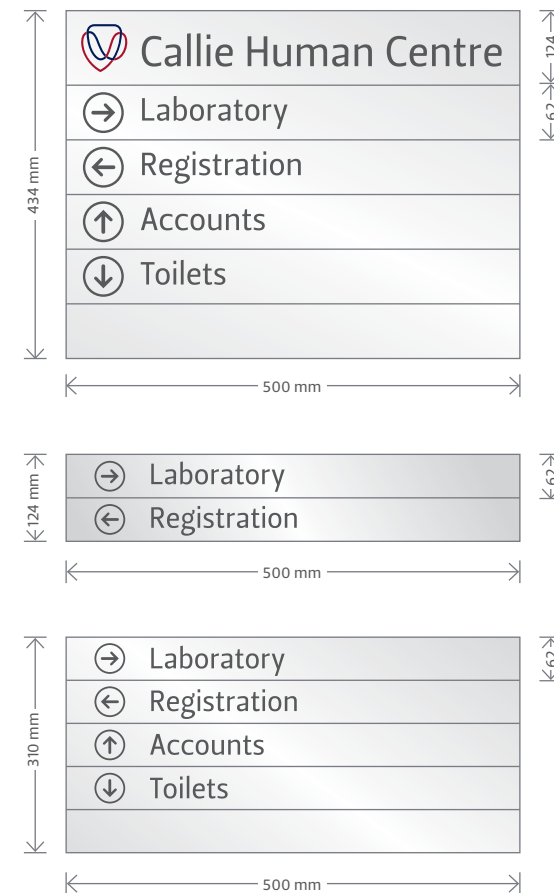
#### Wall mounted



### 4. Suspended signs

#### Double sided

- 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.

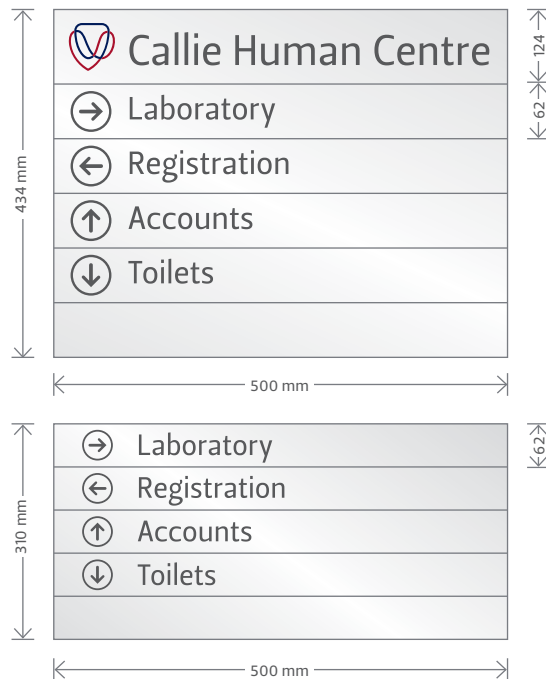


# 5. Wall-mounted directional signs

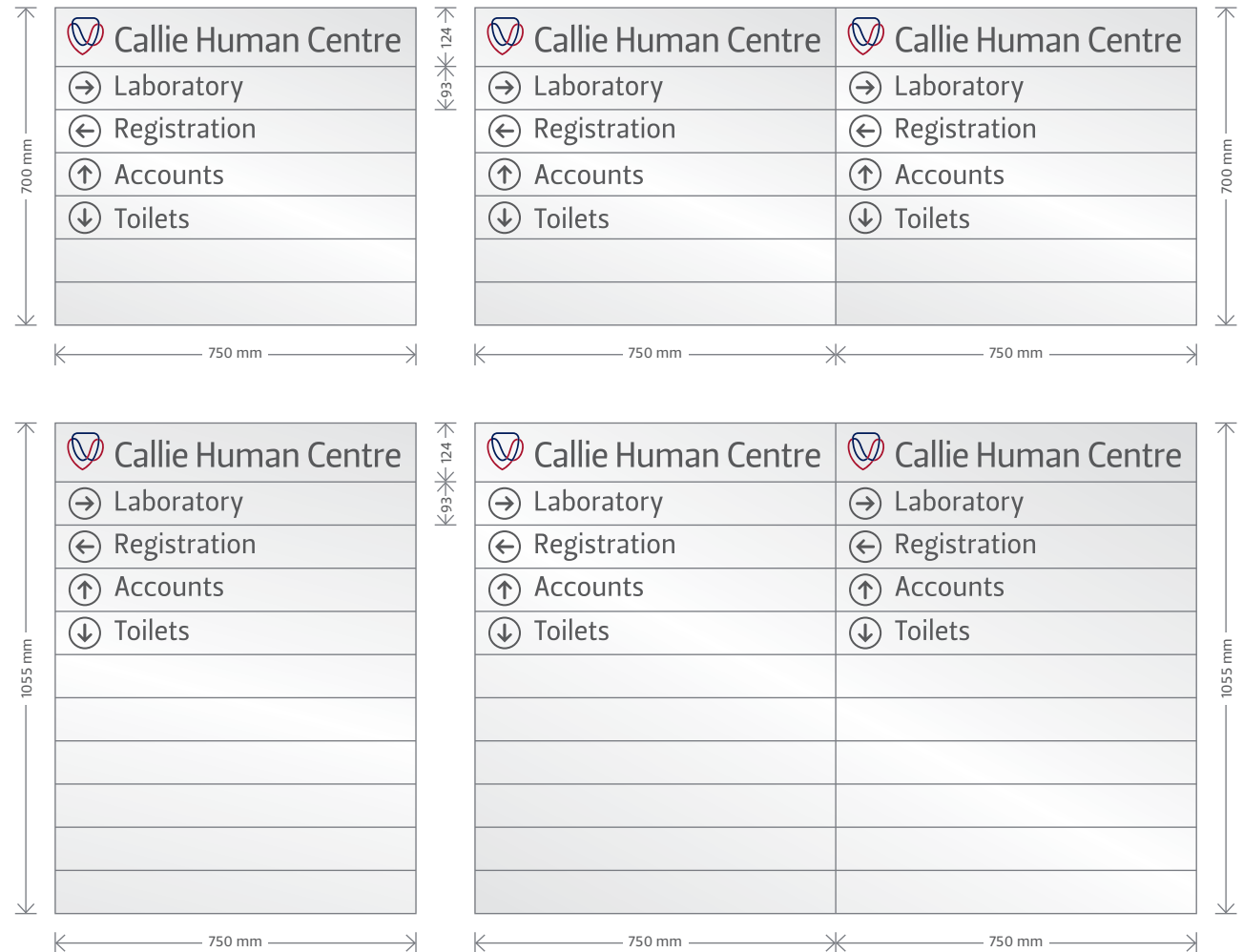
## Wall-mounted directional signs

- 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.

## Medium wall-mounted signs

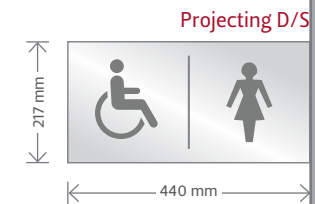
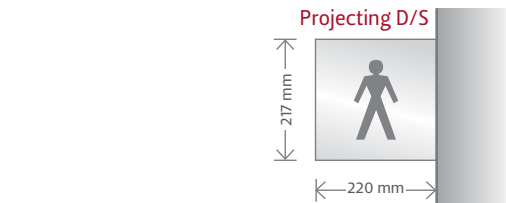
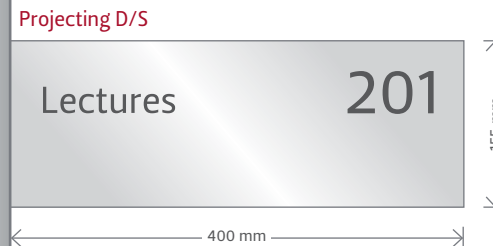
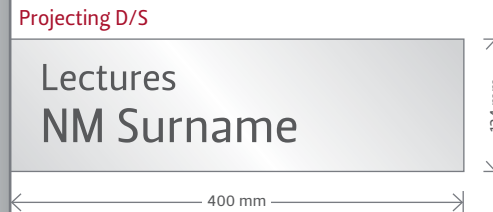
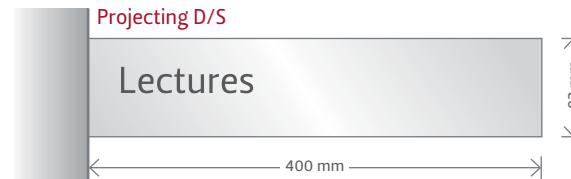
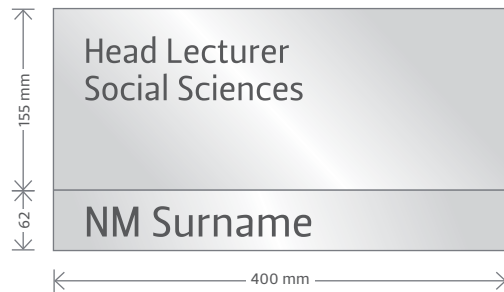
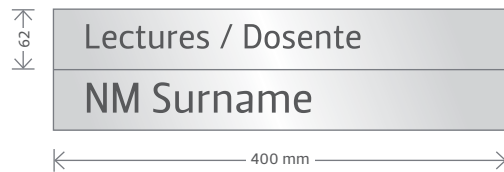


## Large wall-mounted signs



## 5. Wall-mounted signs

### Small wall-mounted signs



## 5. Wall-mounted signs

### Example of wall-mounted directional signs



## 6. Directional road and event signs

### Directional road signs

- Use reflective vinyl for lettering, frame, and symbols.
- Board: 1 mm Chromadec sheet, reinforced at the back.
- Framework: Round tubing, painted white with 2k paint.
- 2/50x3x300 long plates welded to CHS, installed on 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 (end 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 University Estates.

### Directional event signs

Directions for this signage are as follows:

- The correct UFS corporate colours should be used in the Leitura font
- Arial may be used as a font if Leitura is not available
- Marketing brand should be used
- Refer to CI guidelines of the correct use of the different UFS logos.

### Example of design



1 000 mm (wide) by 500 mm (high)

### Example of alternative design



1 000 mm (wide) by 500 mm (high)

# 7. Exterior and interior signage

## 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 to PP for approval).
- 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

## Examples



## 5. Wall-mounted signs

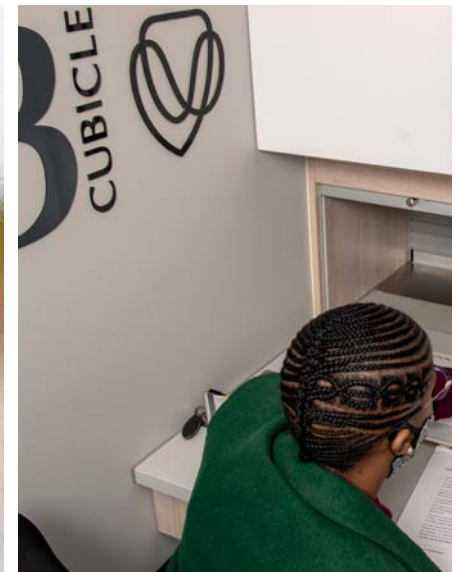
### Door numbering

- 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, 1 600 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.

### Examples of other types of interior signage



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.



# 9. Typography

## Typography for building names

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

### Optima

*The quick brown  
fox jumps over  
the lazy dog.*

**aA**

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

OPTIMA REGULAR

*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNPOQRSTUVWXYZ*  
*1234567890@#%&{}[(,;:!?)<>\*^*

OPTIMA BOLD

***abcdefghijklmnopqrstuvxyz***  
***ABCDEFGHIJKLMNPOQRSTUVWXYZ***  
***1234567890@#% &{}[(,;:!?)<>\*^***

OPTIMA ITALIC

*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNPOQRSTUVWXYZ*  
*1234567890@#%&{}[(,;:!?)<>\*^*

OPTIMA BOLD ITALIC

***abcdefghijklmnopqrstuvxyz***  
***ABCDEFGHIJKLMNPOQRSTUVWXYZ***  
***1234567890@#% &{}[(,;:!?)<>\*^***

## Primary typography for signage

Leitura

The quick brown  
fox jumps over  
the lazy dog

aA

## Leitura Sans: Used on directional signs and signboards

LEITURA SANS 1

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890@#%&{ }[(.,;:!?)<>\*^

LEITURA SANS 2

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890@#%&{ }[(.,;:!?)<>\*^

LEITURA SANS 3

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**  
**1234567890@#%&{ }[(.,;:!?)<>\*^**

LEITURA SANS 4

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**  
**1234567890@#%&{ }[(.,;:!?)<>\*^**

LEITURA SANS ITALIC 1

*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNPOQRSTUVWXYZ*  
*1234567890@#%&{ }[(.,;:!?)<>\*^*

LEITURA SANS ITALIC 2

*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNPOQRSTUVWXYZ*  
*1234567890@#%&{ }[(.,;:!?)<>\*^*

LEITURA SANS ITALIC 3

***abcdefghijklmnopqrstuvxyz***  
***ABCDEFGHIJKLMNPOQRSTUVWXYZ***  
***1234567890@#%&{ }[(.,;:!?)<>\*^***

LEITURA SANS ITALIC 4

***abcdefghijklmnopqrstuvxyz***  
***ABCDEFGHIJKLMNPOQRSTUVWXYZ***  
***1234567890@#%&{ }[(.,;:!?)<>\*^***

Alternative typography for signage

Arial

The quick brown  
fox jumps over  
the lazy dog.

aA

Leitura Sans: Used on directional signs and signboards.

ARIAL REGULAR

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890@#%&{}[(,;:;!?)<>\*^

ARIAL BOLD

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNopqrstuvwxyz**  
**1234567890@#%&{}[(,;:;!?)<>\*^**

ARIAL ITALIC

*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNopqrstuvwxyz*  
*1234567890@#%&{}[(,;:;!?)<>\*^*

ARIAL BOLD ITALIC

***abcdefghijklmnopqrstuvxyz***  
***ABCDEFGHIJKLMNopqrstuvwxyz***  
***1234567890@#%&{}[(,;:;!?)<>\*^***