

CQUNIVERSITY SIGNAGE MANUAL

Client CQUniversity Scope Wayfinding Strategy and Signage Manual Timeframe 2008 - 2009



Initial wayfinding masterplan reports prepared by Dot Dash for the CQUniversity campuses in Rockhampton, Mackay, Gladstone and Bundaberg identified the need for an improved signage system that can be applied consistently across all campuses.

A strategic wayfinding signage system was designed to address the needs of the University and presented in a comprehensive signage manual. Both the signage system and manual were developed to have a strong visual connection with the CQUniversity corporate identity.

The signage manual is designed to be user-friendly, with a sign selection guide, graphic standards, specifications and construction details. This allows for easy selection of over 60 standard sign types that can be consistently implemented in new and existing buildings and across all campuses.

