

Signs and Where to Put Them

- Characters should be between 15mm and 50mm high.
- Use a Sans Serif font (Arial, Helvetica).
- Keep it simple with a Helvetica type sans serif typeface.
- Character strokes should be simple enough that you can feel both sides of the embossed letter or number by passing your finger over it once.
- The spacing between characters should be increased by between 20 and 30 percent from the standard typeface depending on the font.
- The spacing between words should be increased from standard typeface by around 25 percent.
- Symbols and pictures should be of a standard design if possible and easy to understand.
- A mixture of upper and lower case text should be used in preference to all upper case. Text set in capitals is more difficult to read as it is difficult to identify word shapes if the characters are all the same height.
- The character colour should contrast with the signboard colour and the characters should also be in a non-reflective or matt material or finish.
- The characters should not have any sharp edges, but should be clearly defined by being slightly rounded or chamfered.
- Braille should be used, if possible, wherever embossed characters are used.

Where to put your signs

- **Floor Plans** should be installed at the main entrance in a designated place on the floor of entry. They should be placed so that they correspond with the direction of the building to the person viewing the plan. Maps and floor plans are easier to understand when mounted on a horizontal or slightly tilted plane so that people do not need to alter their position in order to recognise them.
- **Building Directories** are of most use when situated next to, or close to, a floor plan.
- **Wall Signs** should be positioned within a 300mm wide band along the walls. The top height should be no higher than 1700mm, with a bottom height of 1400mm. Signs which are taller than 300mm should be positioned so that the text and information which is tactile and in Braille falls within the 300mm band and corporate logos and non-tactile text above it.
- **Identification Signs**, such as door signs, should be situated with the 1400mm – 1700mm band on the walls beside the doors. Where they are placed beside doors, they should be positioned on the latch side of the door. This applies to signs showing symbols which are usually located on doors.
- **Suspended Signs** are not recommended. However, if they are the only available option, ensure that the sign allows suitable height clearance, and that it does not obstruct fire exit signs.

Further information:

Contact: RNIB, 105 Judd Street, London WC1H 9NE

Telephone: 020 7388 1266

Web: <http://www.rnib.org.uk>