



University of Central Lancashire Event Signage Solutions

Case Study
May 2015

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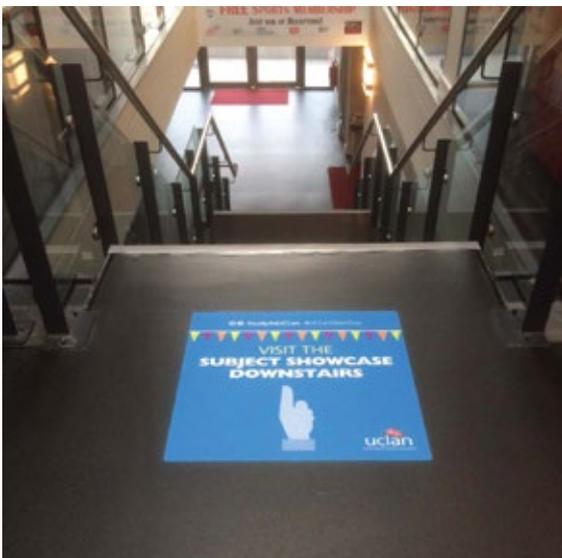
The Campus

The University of Central Lancashire in Preston was founded in 1828, and it has since become a world class educational institution. In 2010 it was one of the first UK modern universities to gain a QS world ranking.

Their main campus is in Preston city centre and they also maintain campuses in Burnley, Westlakes (Cumbria) and Cyprus.

In the spring of 2015 we were invited to visit UCLan, along with other signage suppliers from the NEUPC framework. UCLan required signage solutions for their upcoming degree show, the show runs from the beginning of May to mid June. The signage was to be temporary, easy to remove but still have the visual impact of a permanent sign, ensuring maximum advertising for the upcoming show.

Each supplier made a presentation, completed a site survey and submitted a quote for the completed work. After consideration we are pleased to say that UCLan chose GB Sign Solutions Ltd to implement the project.



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The Solution

Working alongside the University to fulfil the brief, we suggested that the most effective form of temporary event signage would include the following:

To ensure that no damage was caused to their existing fixed monoliths, we recommended a 'fabric monolith sock'. This is a digitally printed fabric banner that is stitched to fit the measurements of the existing monoliths. It is pulled over the monolith like a sock and temporarily changes the information displayed whilst utilising the position and frame of the sign it is covering. This would assist the visitors in independently navigating themselves around the degree show for the period of time required. They are then easily removed and the original sign can resume its function, without any damage having been caused. No additional fixings having been required.

Other event signage products included contravision vinyls, temporary low tack vinyls on cladding, pvc banners, mesh banners and a banner frame.



The Result

Once installed the event signage was effective both visually as colourful advertising, displaying dates and times etc but also assisting with the campus wayfinding during the show. Colour coding was used on the banners, door vinyls and monolith socks to give clear directives of the galleries, building names and show details.



SIGN SOLUTIONS

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