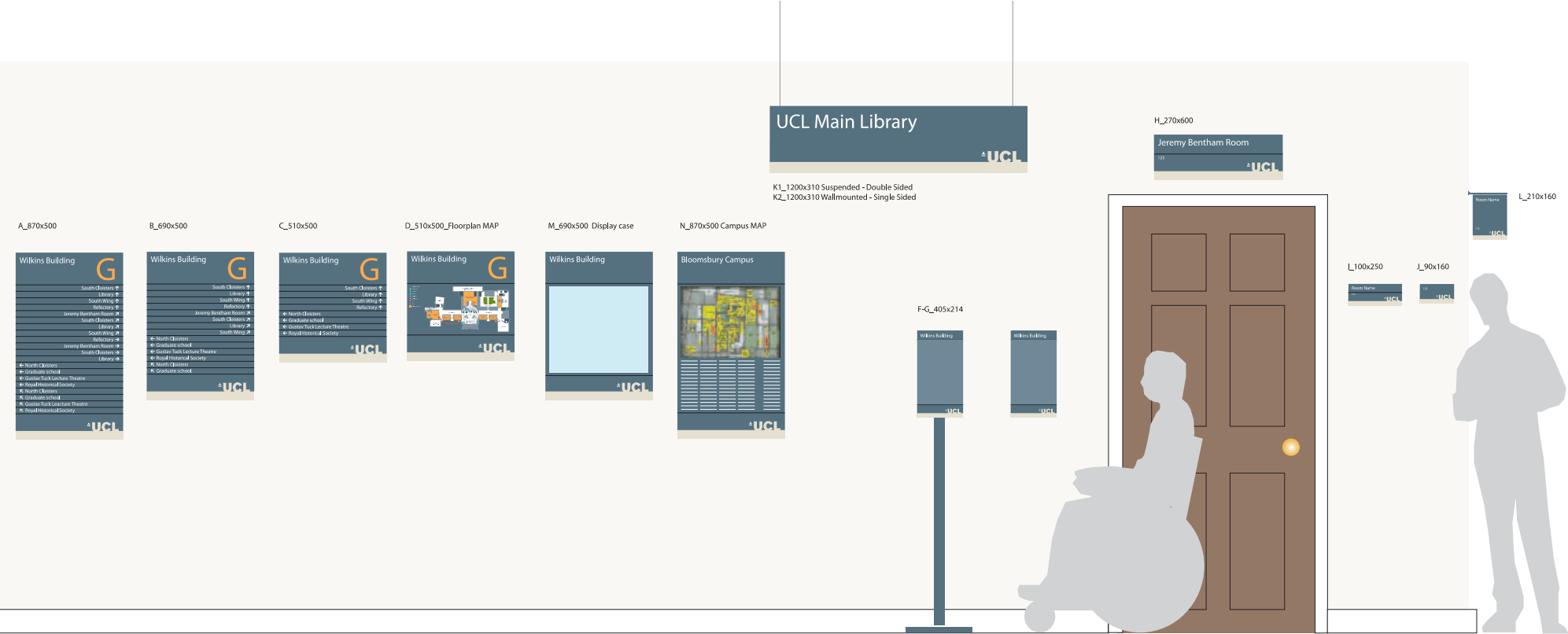


Project **UNIVERSITY COLLEGE LONDON**
 Client **UCL**

- information design
- interior wayfinding


Placemarque were asked to develop an internal wayfinding strategy and design and internal sign system for this central London university campus. Phase 1 of the project was to design a system for the universities' famous landmark Wilkins Building. The Wilkins Building is listed externally and internally so a

contemporary, legible solution was required which could be applied to a historic building interior, but would be equally successful in other, more modern interiors. Placemarque was tasked with developing and extending the existing UCL corporate guidelines to accommodate the new signage solution.




Wilkins Building 1

- Gustave Tuck Lecture Theatre ↗
- Royal Historical Society ↗
- Library ↘





Wilkins Building G

- Jeremy Bentham Room ↑
- Whistler Room ↑
- Gustave Tuck Lecture Theatre →
- Provost's Suite →
- Refectory →
- ← Graduate School
- ← Library



Wilkins Building G

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