



# Wayfinding and Signage for Sports Facilities

New guidance  
for 2013



# Wayfinding and Signage for Sports Facilities

## Foreword

Sport England believes that good facilities are fundamental to developing sporting opportunities for everyone, from the youngest beginner to the international class athlete. The buildings whether large or small can encourage civic pride and assist the process of revitalising deprived neighbourhoods. Facilities that are well designed, built to last and well maintained are a pleasure to use and give an ample return on the time and money invested in their construction and day-to-day use.

Good design needs to be based on a sound understanding of such issues as the current trends and practices within individual sports, the wider leisure industry and the lessons to be learnt from previously built schemes.

Good design needs to be embraced within the earliest vision statement for a particular project and included in the initial briefing stage through to the final detailed specifications and operational arrangements.



Sport England Design Guidance Notes aim to promote a greater general understanding of overall design concepts, an appreciation of technical issues and the critical factors that need to be considered in reaching the appropriate solution for a particular project. They also advise where further information, advice and expertise may be found and point to benchmark examples.

## ***Sport England's Design Guidance Notes aim to:***

- ***Increase awareness of good design in sports facilities***
- ***Help key building professions, clients, user representatives and other stakeholders to follow best practice***
- ***Encourage well-designed sports facilities that meet the needs of sports and are a pleasure to use.***

# Wayfinding and Signage for Sports Facilities

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***To be read in conjunction with Sport England guidance:***

- ***'Affordable Sports Halls'***
- ***'Affordable Community Swimming Pools'***
- ***'Accessible Sports Facilities'***

<http://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/>

# Wayfinding and Signage for Sports Facilities

## 1.0 Introduction

### Purpose of the document

This document provides a guide to the principles behind good wayfinding and signage for community sports centres.

It aims to increase awareness of good practice and to encourage a strategic overall approach to be developed at the early stages of a project. Wayfinding and Signage should be treated as an integral part of the design process that will help to create user friendly and easily operated sport facilities.



Views from the exterior of the building to the sports activities within

### Concepts

#### Wayfinding

Wayfinding is a general term used to describe the extent that people can easily find their way around the built environment. An effective wayfinding solution for a sports facility would be where this can be achieved intuitively through the positioning of the building on the site, the organization of the internal elements of the building and the architectural treatment. For example, a view into the building from the entrance can help users understand the direction that they need to travel.

#### Signage

Signage should be seen as a logical way to complement the wayfinding solution. It can also provide information about the property including direction, guidance, instruction and warning. It should:

- Inform and provide reassurance
- Be clear, simple and intuitive – considered vital for people who cannot hear and therefore cannot ask their way
- Not be excessive to avoid information being ignored or creating confusion and possible danger.

#### Branding

Branding is a general term for images and signage that is intended to promote awareness of organizations that are associated with the sports facility. For example, the local authority, operating company or the suppliers of sports equipment.

Care should be taken that an excess of such branding does not compromise the wayfinding and signage intended to assist the users.

#### Visual confusion

Visual confusion can be created if too many signs are located in close proximity.

#### Examples

See Section 5.0 for two examples of wayfinding and signage schematics. These are based on the Sport England 'Affordable Sports Halls' and a typical 'Wet and Dry Sports Centre'. They are presented as templates that can be reviewed and developed in the context of a particular project.

# Wayfinding and Signage for Sports Facilities

## 2.0 Developing a Strategy

Factors to consider and identify in a wayfinding and signage strategy should include:

- Those who will be using the facility
  - First-time users, or regular visitors
  - The role staff will have in guiding and assisting visitors
  - Incorporation of inclusive design principles
- Signage Information
  - Agreement of terminology
  - Requirements for multiple language signs
  - Graphic design
  - Consistency in location and style throughout the building
- The Site
  - Well-designed layouts that are easy to remember
  - Key decision points
  - Main circulation routes
  - Room naming and numbering system
  - Creation of easily understood sequence of information
  - Signage kept to a minimum
- Operation
  - Incorporation of flexibility
  - Incorporation of the signage strategy into the facility's O&M manual.

***Signage should be seen as a logical complement to good design.***



Wayfinding enhanced by the use of contrasting wall colours



***...basic design principles in sign design:***

- ***Signs should be used only when necessary***
- ***Sign location should be part of the process of planning the building and environment***
- ***Messages should be short, simple and easily understood***
- ***Signs should be consistent, using prescribed typefaces, colour and contrast...***



June Fraser  
Sign Design Society

# Wayfinding and Signage for Sports Facilities

### 3.0 Layout and Organisation

#### Architectural features and landmarks

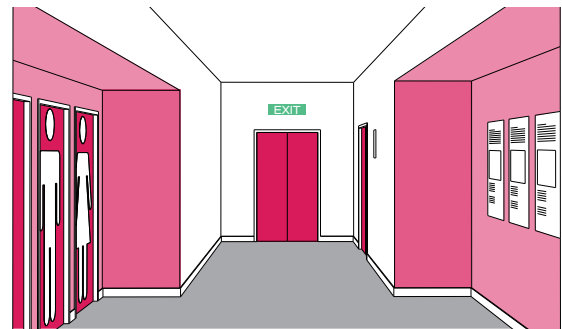
The design should be based on a clear and consistent method of wayfinding. The signage should provide information essential for stress-free navigation.

A well-designed building should have a logical and efficient layout that will make wayfinding and general use of the building as intuitive as possible. Signage should therefore be a complement to good design and not a remedy for poor design.

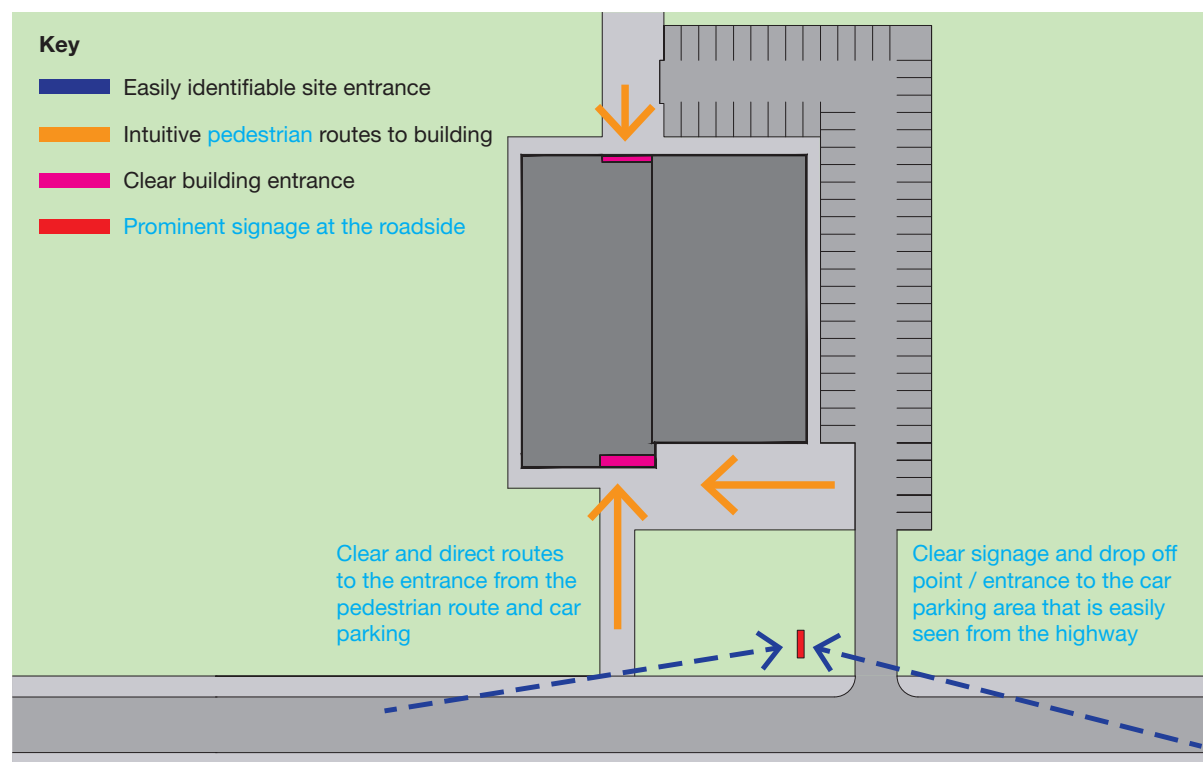
Design issues to consider include:

- Creating a sense of arrival and place
- Making the site entrance easily identifiable from all directions of approach
- Creating intuitive routes to and from the building
- Considering core branding and building identities
- Reducing visual clutter that detracts from or obscures entrances and signs
- Creating a clearly defined entrance to the building

- Placing the reception desk so that it is immediately visible upon entering the building
- Differentiating between buildings and functions through the use of style, colour, materials and scale to aid identification
- Considering the use of decorative systems, lighting and furniture to aid wayfinding
- Defining pedestrian routes clearly inside and outside the building
- Offering the potential to view a destination, or stages leading towards a destination, before it is reached
- Positioning signage carefully to minimise clutter
- Making exits and escape routes clear.

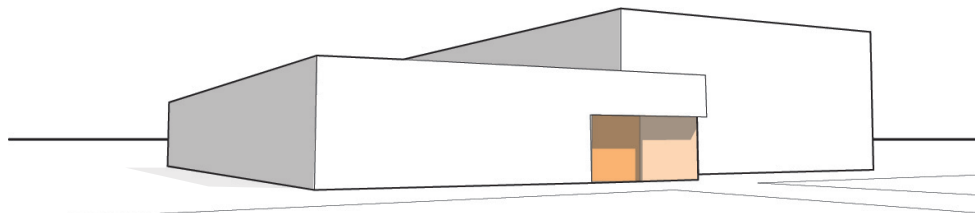


Clear route to exit emphasised by the architectural layout and use of colour

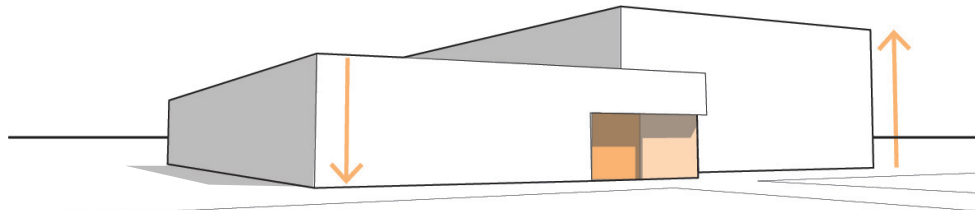


Creating a logical site layout and organisation

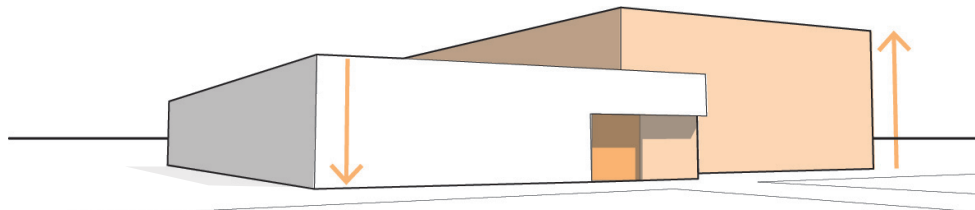
# Wayfinding and Signage for Sports Facilities



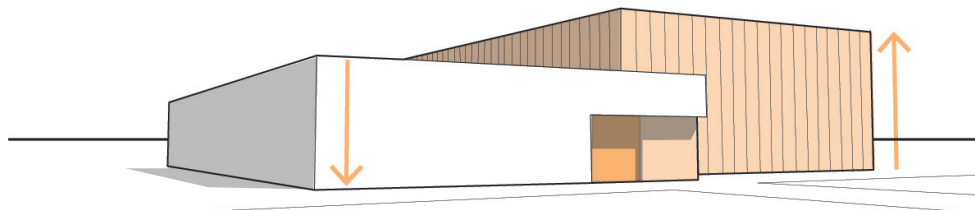
Entrance defined by recess



Functions defined by form and scale



Functions defined by colour



Functions defined by texture

## Principles for using form, scale, colour and texture to define the entrance and different elements of a building

The leisure centre illustrated includes the following key wayfinding and signage features:

- Prominent signage at the roadside makes the site entrance easily identifiable from both directions of approach
- A combination of the entrance road, drop off point and projecting bay make wayfinding to the entrance intuitive
- The building positioned on the site in conjunction with the pool hall glazed elevation facing onto the approach road allows the building's function to be easily understood.



# Wayfinding and Signage for Sports Facilities

## Inclusive design

Inclusive design principles will benefit the wayfinding and signage strategy as a whole and should be fully integrated within the strategy. Furthermore, an effective strategy will enable the sports facility to be accessible to as wide a range of visitors as possible.

It is also worth noting that:

- People with a hearing or a visual impairment will have a greater reliance on easy wayfinding and good signage
- Inclusive signage design principles are applicable to both the public and the non-public operational areas of the building.

**See Sport England Design Guidance Note 'Accessible Sports Facilities' Section 2.0 - The Inclusive Design Process.**

## Tactile signs and maps

The following should be considered:

- Embossed letters, symbols, pictograms and arrows are beneficial to people with visual impairments and those who rely on touch to read signage
- Use of tactile maps or layouts to help convey information to users with visual impairments
- Tactile signs should be positioned where they can be easily reached.

## Braille

The following should be considered:

- The use of Braille to supplement raised text and symbols on tactile signage
- Braille signs should incorporate a marker, such as a notch at the left hand side, to help locate the Braille message
- English Standard Braille should be used.

## Multiple languages

Generally, signage that uses simple English and international symbols to reinforce the meaning will be more effective than using multiple languages. Such signs should include:

- Reduction in the quantity of text
- Simplification of the English used and avoidance of technical/specialist language where possible
- Use of easily recognisable symbols and pictograms.

Where multiple-language signs are required, additional factors to consider are:

- Translations will need to be verified as accurate and culturally appropriate
- Prominence and differentiation of languages on signs need careful consideration
- Multiple-language signs will take up more space
- The amount of information on the sign will increase, possibly leading to confusion
- The cost of signs will increase
- Some languages may prove difficult to reproduce using certain sign manufacturing techniques.



Multiple language signage with a clear message used as a graphical element at a school entrance



# Wayfinding and Signage for Sports Facilities

## Flexibility in use

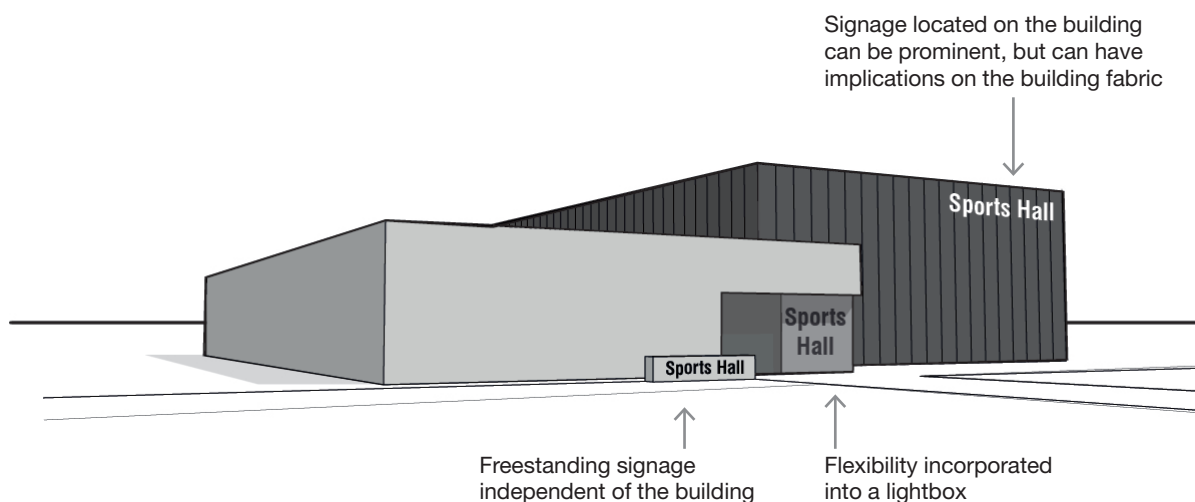
Over time, the sports facility may change name or particular spaces may change function. Therefore flexibility should be considered as part of the wayfinding and signage strategy.

Issues to be aware of include:

- Replacing the facility name/logo on the building may have implications on the building fabric. A free-standing name/logo avoids these issues but is less 'connected' to the building
- Incorporating features such as a light box arrangement as a strong architectural element (see adjacent example) to provide flexibility for future changes and an enclosed space for external notices
- Identifying the signage details in an operation and maintenance (O&M) manual will facilitate future replacement and provide guidance on additional signage.



Illuminated signage at the entrance showing typical images of the sports activities inside the building



Considerations for the placement of signage on and around a building

# Wayfinding and Signage for Sports Facilities

## 3.0 Categories of Signage

Signage can perform any one of the following distinct functions, but more often performs multiple functions.

Duplication of information should be avoided where possible and practicable to do so.

### Directional 'Wayfinding' signage

Wayfinding signage is critical in ensuring that everyone can easily navigate their way around the facility and the site. It consists of directional information as well as identification and confirmation. The following should be considered:

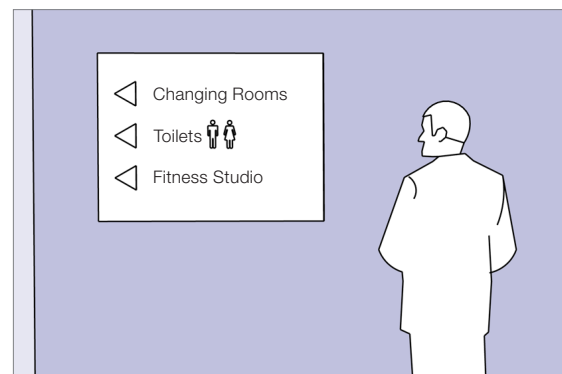
- A site map may be required where the sports facility forms part of a larger site
- Directional signage indicates general direction to progress
- Confirmation signage reassures the user that they are heading in the right direction
- Location signage confirms that they have arrived in the right place
- Directories may be required in larger facilities to provide additional information and be located at key decision points on, such as staircases, floor landings and lift landings
- Wayfinding signage should not rely exclusively on text based signage, but instead make good use of easily recognisable symbols and pictograms.

### Operator

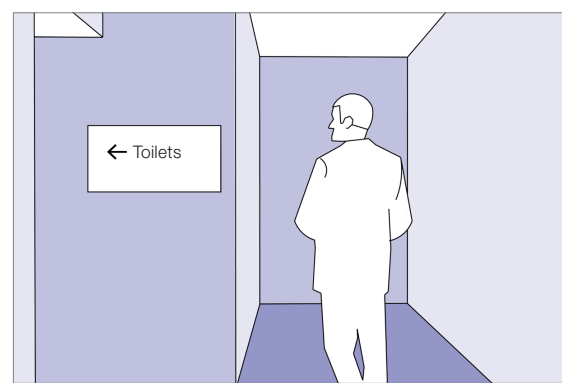
The operator will require signage that provides information relating to the particular facility. Discussion between the operator and the designer at an early stage will help to identify particular needs and ensure inclusion as part of the wayfinding and signage strategy. For example:

- Features – notice board, awards area
- Staff – staff board and information
- Function – opening / closing times
- General housekeeping and specific instruction.

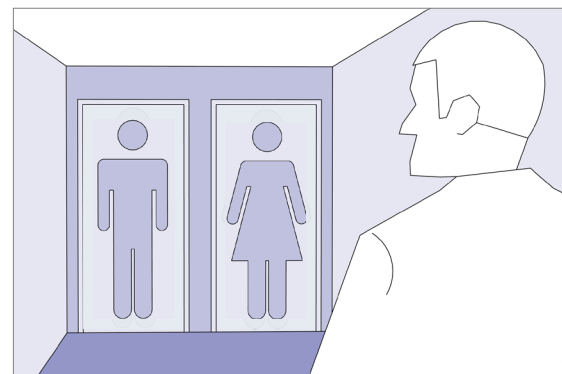
Signs not included as part of the initial strategy can often appear as an afterthought, look untidy and be inconsistent with other signage. Incorporating a set of parameters into the O&M manual will reduce the risk of this happening.



Direct



Confirm



Identify

**Signs are used to indicate direction, confirm and offer reassurance that users are on the right path and clearly identify the destination**



**Notice boards adjacent to reception desks for operator notices and advertisements**

# Wayfinding and Signage for Sports Facilities

## Marketing

Branding may be integrated into the signage scheme to avoid duplications and avoid the creation of an overly complicated visual environment.

Marketing signage could include:

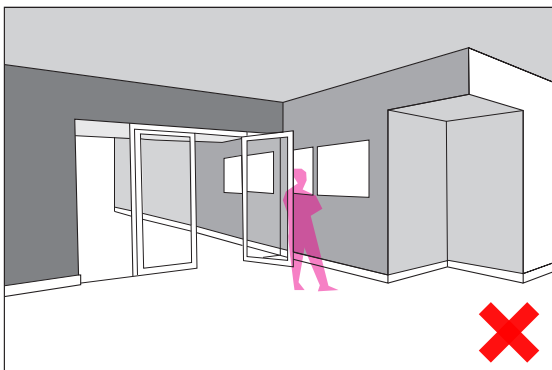
- A 'name board' at the site entrance and on or near the building entrance
- Other partner/sponsor branding
- Notice boards
- Advertisements for particular events and promotions.

Consideration should be given to the placement of a name board to draw attention to the site entrance and in turn the building and its entrance.

Advertisement for particular events and promotions provide specific information that is likely to change over time, the scope of which will be more difficult to anticipate at the outset of a project. However, guidelines can be considered and incorporated into the O&M manual for the facility.



Branding and architecture combined



Avoid the positioning of notice boards and other information or promotional material where it could lead to obstruction of circulation routes

## Safety

Safety signs give a general message through a combination of colour, shape, graphical symbol and text. There are standard signs for most types of safety message and are often supported by specific information to ensure that the intended message is clear.

An assessment should be completed to identify the safety message required and be incorporated in addition to the wayfinding and signage strategy. Work should be in accordance with *BS5499-1:2002* and *BS5499-4:2000*.

Colour	Meaning	Examples of use	Sign shape
Red with white	Stop, prohibited	Prohibition signs, stop signs, fire-fighting equipment & emergency shutdown devices	
Yellow with black	Caution, risk of danger	Warning Signs, indication of hazards, danger identification	
Blue with white	Mandatory action	Mandatory sign, obligation to wear personal safety equipment	
Green with white	Safe conditions	Emergency exit signs, safe condition signs, first-aid posts, rescue points	

Examples of safety signage

# Wayfinding and Signage for Sports Facilities

## Safety signage for swimming pools

There are requirements for safety signs in swimming pools that relate to the specific size, depth and proposed use of the water areas. See separate Sport England Design Guidance Note *Swimming Pools* and BSEN 15288-1:2008 for more details.



The depth of water and danger of diving clearly marked on the wall of the pool surround



Variable depth (movable floor) marked on the pool surround



Temporary signs on the poolside

# Wayfinding and Signage for Sports Facilities

## 4.0 Signage Design

The design of signage should be clear, obvious, identifiable and legible. See the Sign Design Guide<sup>7</sup> for further details [http://www.signdesignsociety.co.uk/index.php?option=com\\_content&view=article&id=54:the-sign-design-guide&catid=10&Itemid=19](http://www.signdesignsociety.co.uk/index.php?option=com_content&view=article&id=54:the-sign-design-guide&catid=10&Itemid=19).

### Colour and contrast

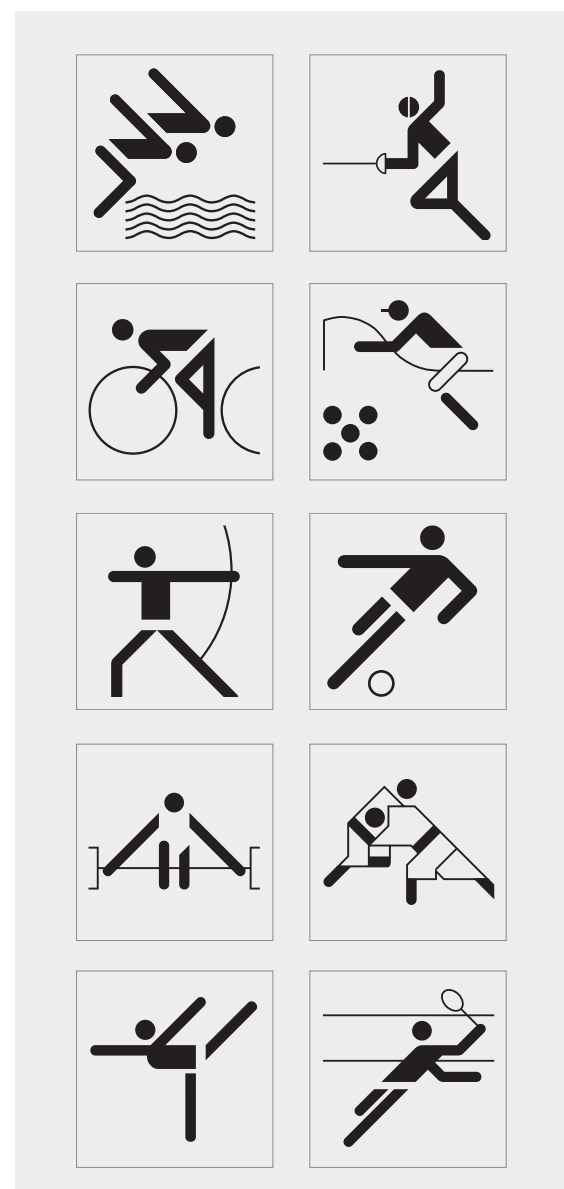
- Use of colour and contrast is important in respect of legibility
- For general signage, safety colours should be avoided to ensure that there is no confusion between public information and safety signs
- Sign characters and symbols should contrast with the sign background – 70% is the optimum level of contrast
- Backgrounds to signs that contrast with the surrounding area are more easily located
- Borders will enable a sign to be located on both light and dark backgrounds
- Light coloured text, symbols and pictograms are preferred.



Simple and effective use of colour, lighting and contrast

### Symbols and pictograms

- Where possible, signs should incorporate symbols and pictograms as well as words
- Symbols and pictograms should be simple and easy to understand
- The size of symbols and pictograms should be as large as possible and at least 100 mm high
- Incorporate standard symbols in common use (see BS8501)
- Where arrows are used to indicate straight ahead, they should be placed at the top of the sign.



Pictograms by the graphic designer Otl Aicher used in the Munich Olympic Games: © 1976 by ERCO GmbH

# Wayfinding and Signage for Sports Facilities

## Typography

- Text signs should use a mixture of upper and lower case letters, as words are recognised by their shape as well as their letters
- The size of text on a sign should be consistent
- Words and sentences should be short and simple
- Recommended text sizes for long-distance reading are 150 mm, medium-distance reading (e.g. internal directions etc.) are 50-100 mm and short-distance reading are 15-25 mm
- Sans serif fonts, such as the Helvetica type, are easier to read than serif-type fonts
- Left-justified text is preferable except where arrows are used, in which case the text should be justified in the direction of the arrow.

Long distance  
reading 150mm

Medium distance reading 50-100mm

Short distance reading 15-25mm

Relative text heights for long, medium and short-distance viewing

- ▲ Straight ahead positioned at the top of the sign
- ◀ Left justified text and arrow
- Right justified text and arrow ▶

Justification of text and positioning of arrows



Although this sign has good contrast between the text and its background and between the sign and the wall colour, its reflective surface makes the text difficult to read in certain light conditions and viewing angles

## Methods of construction and materials

The method of construction and materials used for signage in sports facilities should be simple and facilitate reproduction without the need for specialist skills. In particular:

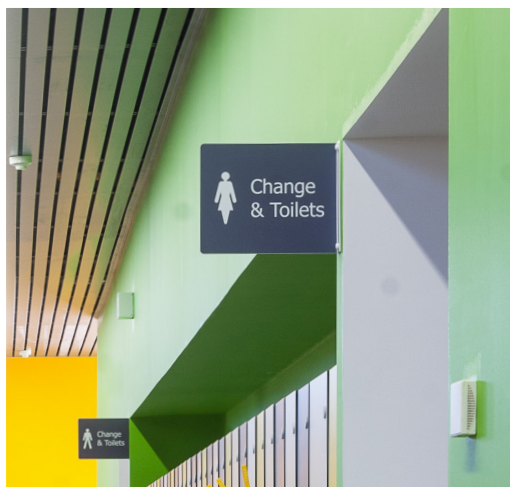
- Signs should not have sharp edges, particularly important for people who rely on touch to read them
- Signs should be non-reflective with a gloss factor of no more than 50%
- Tactile signs incorporating embossed letters, symbols and pictograms are useful for people with visual impairments or those who rely on touch to read signs.

# Wayfinding and Signage for Sports Facilities

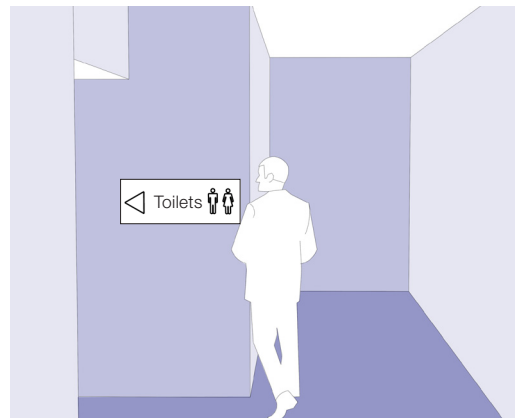
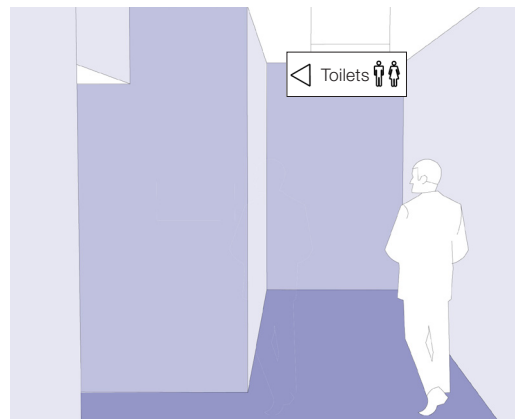
### Size and positioning

The following should be considered:

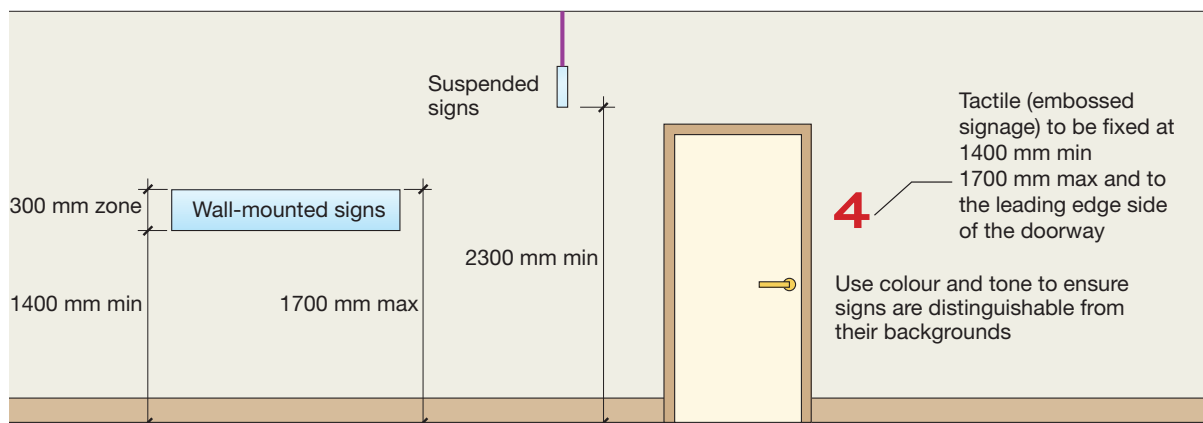
- Signs should be located and sized to be easily understood by users
- The height should be relative to the referenced feature
- Signs should be suitably illuminated and positioned where they are free from glare
- Where practical, signs should be located on walls at average eye level. Positioning signs at two heights will allow them to be easily read by both ambulant and wheelchair users
- Signs suspended at high level or projecting from a wall are necessary in areas that will become crowded and should have a minimum headroom of 2.3 m
- As people cannot get as close to suspended signs as wall mounted signs, the size of the sign and text should be adequate to allow them to be viewed from a reasonable distance



- The positioning of temporary or portable signage should not cause an obstruction, and particularly in the case of people in wheelchairs, with ambulatory difficulties or with visual impairments
- The location of signs is of particular importance to people with visual impairments to allow them to find the sign and get as close as possible to see it or read it by touch



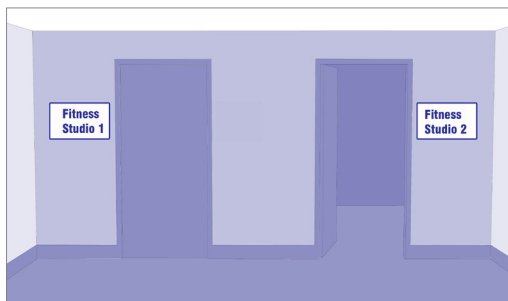
Placing signage on a wall instead of suspending it from the ceiling will allow someone with visual impairments to get as close as possible to see it or read it by touch



Signs should be positioned consistently

# Wayfinding and Signage for Sports Facilities

- Signs to rooms, with the exception of toilets, should be placed on the wall and to the leading edge side of the door to allow the room to be identified when the door is open



**Signage positioned to the side of the door, instead of on the door leaf, allows it to be read even when the door is in an open position**

- Consideration should be given to background colours and features when placing signage on glazing
- Supersized graphics can be used to great effect as part of the wayfinding and signage strategy, and in particular to emphasise a particular use. However, care should be taken in sports halls where large letters and symbols on the walls can form a distraction making it difficult to see moving objects.



**Supergraphics used at the London Olympic Stadium. The dramatic use of colour and the scale of the symbol helps to make it simple to find the location in the context of a busy public area**








# Wayfinding and Signage for Sports Facilities

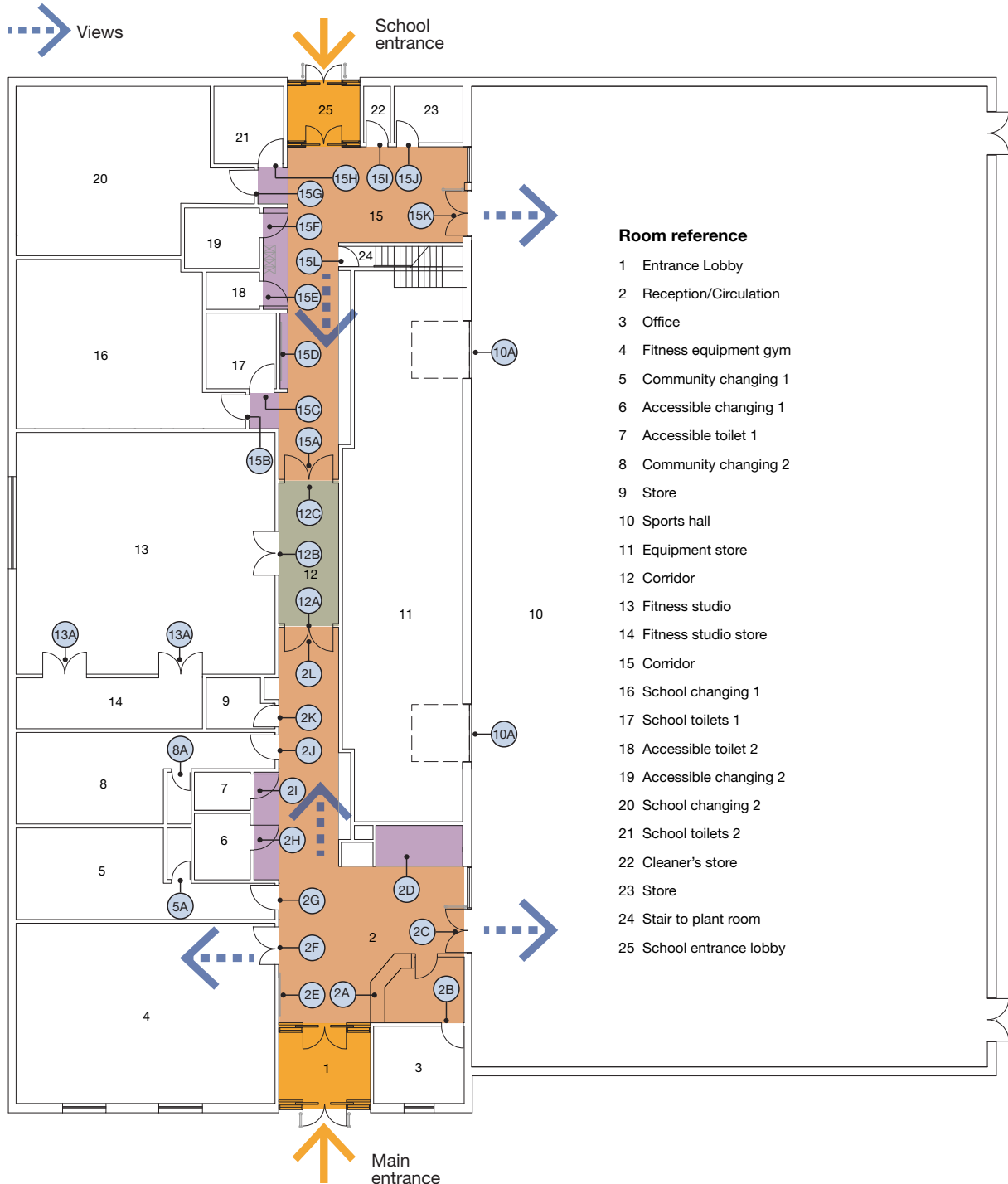
## 5.0 Examples

### Example 1: 5-court sports hall with changing facilities (+CH) and a health and fitness suite (+HF)

Based on the indicative designs in Sport England's *Affordable Sports Halls* (ASH) publication. It has a simple layout that promotes straightforward wayfinding.

#### Key

-  Entrances to the building are emphasised to allow easy location
-  Reception 'hub' and school changing entrance lobbies with views to the key sports spaces that lead directly from them to assist wayfinding
-  Views
-  A single circulation corridor that is visible from both entrances. Overhead wayfinding / signage indicates access to adjacent areas leading off the corridor
-  Recesses and contrasting wall colours emphasise the location of entrances to adjacent spaces



Ground floor signage layout - to be read in conjunction with the signage schedule on pages 17-18

# Wayfinding and Signage for Sports Facilities

## Design Guidance Note

### Signage schedule (Example 1)

Ref	Location	Code	Sign *	Position	Notes **
<b>External</b>					
E1	Name on building beside entrance				Identity sign to assist wayfinding
E2	Name board near the entrance (alternative)				Identity and directional sign to assist wayfinding
E3	Additional name on building (to reinforce identification if required)				Identity sign to assist wayfinding
<b>Internal</b>					
1	Entrance Lobby		N/A		Space for operator notices
2	Reception/Circulation	<b>2A</b>	<b>Reception</b>	On the wall or ceiling	a
		<b>2B</b>	<b>Office</b>	Beside the door	b
		<b>2C</b>	<b>Sports Hall</b>	Beside the door	a
		<b>2D</b>	<b>Wheelchair/buggy store</b>	On the wall	a
		<b>2E</b>	Notice Board	On the wall	Space for operator notices and 'wall of fame' displays
		<b>2F</b>	<b>Fitness Equipment Gym</b>	Beside the door	May have a specific room name
		<b>2G</b>	<b>Community Changing</b>	Beside/on the door	May be numbered or identified as M or F; Symbol could be used as an alternative to text
		<b>2H</b>	<b>Accessible Changing</b>	Beside/on the door	Symbol could be used as an alternative to text
		<b>2I</b>	Accessible WC (Symbol)	On the door	
		<b>2J</b>	<b>Community Changing</b>	Beside/on the door	May be numbered or identified as M or F
		<b>2K</b>	<b>Store</b>	Beside/on the door	b
		<b>2L</b>	<b>Fitness Studio, School Changing, WC's (with direction arrows)</b>	On the wall or ceiling	Directional sign to assist wayfinding
3	Office		N/A		
4	Fitness Equipment Gym		N/A		
5	Community Changing 1	<b>5A</b>	<b>WC</b>	On the door	May be numbered or identified as M or F; Symbol could be used as an alternative to text
6	Accessible WC 1		N/A		
7	Accessible Changing 1		N/A		
8	Community Changing 2	<b>8A</b>	<b>WC</b>	On the door	May be numbered or identified as M or F; Symbol could be used as an alternative to text
9	Store 1		N/A		
10	Sports Hall	<b>10A</b>	<b>Equipment Store x 2</b>	Beside/on the door	
11	Equipment Store		N/A		
12	Corridor	<b>12A</b>	<b>Reception, Fitness Equipment Gym, Sports Hall (with direction arrows)</b>	On the wall or ceiling	Directional sign to assist wayfinding
		<b>12B</b>	<b>Fitness Studio</b>	Beside the door	May have a specific name
		<b>12C</b>	<b>School Changing, WC's (with direction arrows)</b>	On the wall or ceiling	Directional sign to assist wayfinding
<b>Notes</b>					
* Suggested signage wording highlighted in <b>bold</b>			** Fire safety signage is excluded from the schedule and subject to the particular fire strategy / Building Control / Fire Officer approvals		
a Signage may not be required if function is obvious/intuitive					
b Signage may not be required as function is not a public function					

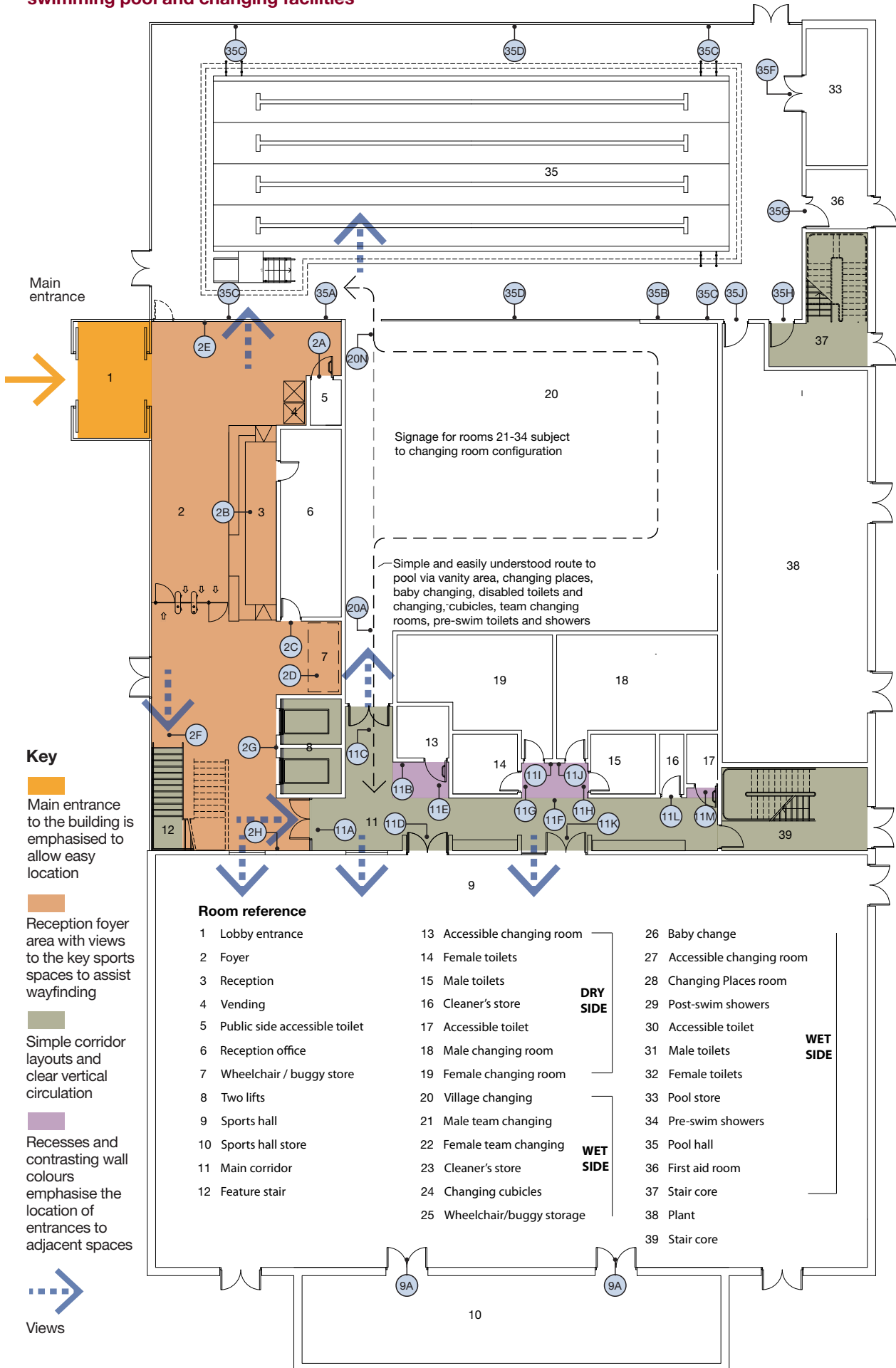
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# Wayfinding and Signage for Sports Facilities

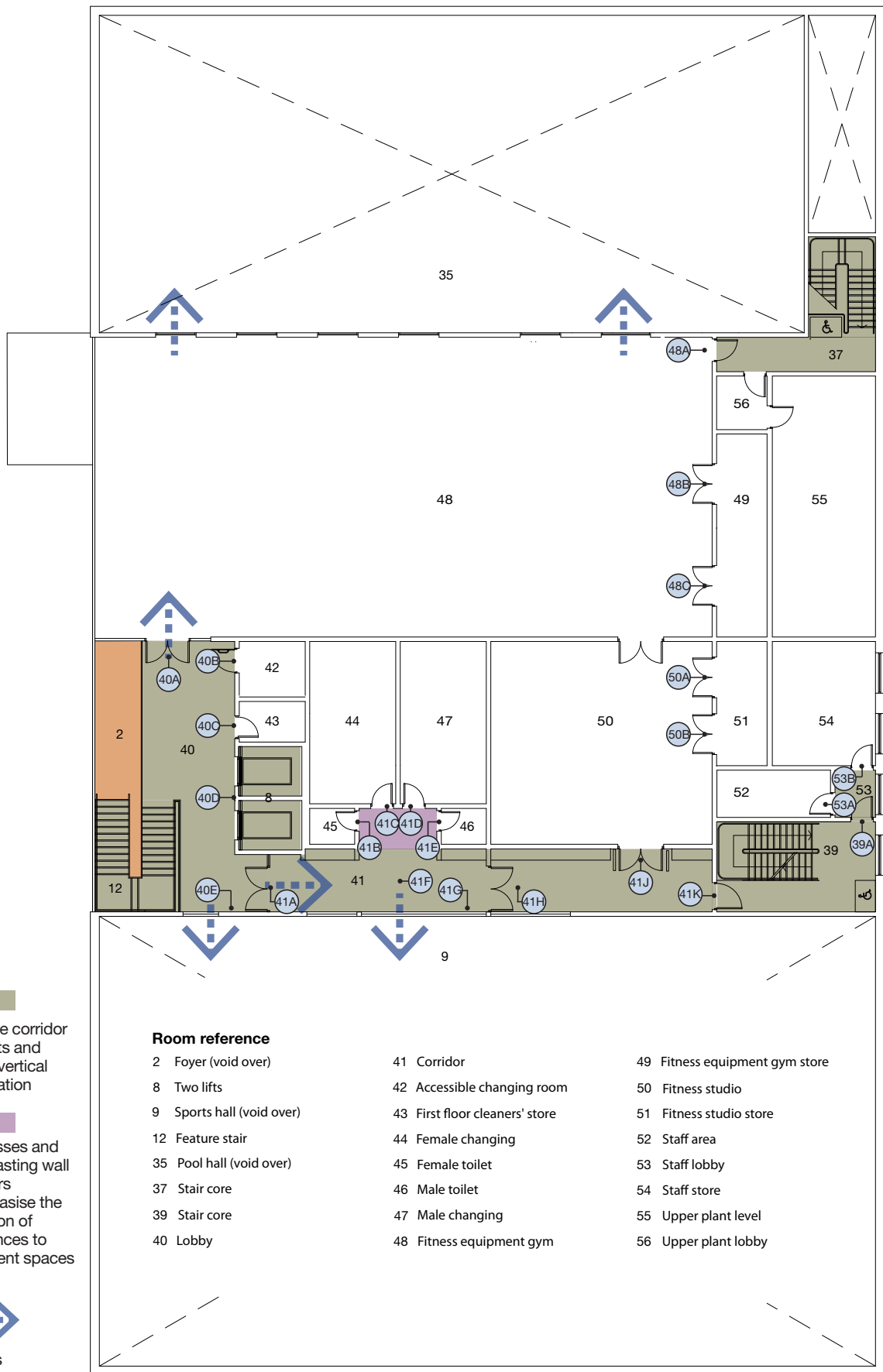
Signage schedule (Example 1) cont/d...

Ref	Location	Code	Sign *	Position	Notes **
13	Fitness Studio	13A	Store x 2	Beside/on the door	b
14	Studio Store		N/A		
15	Corridor (School Entrance)	15A	<b>Reception, Fitness Equipment Gym, Sports Hall (with direction arrows)</b>	On the wall or ceiling	Directional sign to assist wayfinding
		15B	<b>School Changing</b>	Beside/on the door	May be numbered or identified as M or F; Symbol could be used as an alternative to text
		15C	<b>WC</b>	On the door	May be numbered or identified as M or F; Symbol could be used as an alternative to text
		15D	Notice Board	On the door	Space for operator notices and 'Hall of Fame' display
		15E	Accessible WC (Symbol)	On the door	
		15F	<b>Accessible Changing</b>	Beside/on the door	Symbol could be used as an alternative to text
		15G	<b>School Changing</b>	Beside/on the door	May be numbered or identified as M or F; Symbol could be used as an alternative to text
		15H	<b>WC</b>	On the door	May be numbered or identified as M or F; Symbol could be used as an alternative to text
		15I	<b>Cleaner's Store</b>	Beside/on the door	b
		15J	<b>Store</b>	Beside/on the door	b
		15K	<b>Sports Hall</b>	Beside the door*	a
15L	<b>Plant Room</b>		b		
16	School Changing		N/A		
17	School WC		N/A		
18	Accessible WC		N/A		
19	Accessible Changing		N/A		
20	School Changing		N/A		
21	School WC		N/A		
22	Cleaner's Store		N/A		
23	Store		N/A		
24	Plant Room		N/A		
25	Lobby (School Access)		N/A		Space for operator notices
<b>Notes</b>					
* Suggested signage wording highlighted in <b>bold</b>			** Fire safety signage is excluded from the schedule and subject to the particular fire strategy / Building Control / Fire Officer approvals		
a Signage may not be required if function is obvious/intuitive					
b Signage may not be required as function is not a public function					

**Example 2: Typical wet and dry sports centre with 4-court sports hall, health and fitness suite, 4-lane swimming pool and changing facilities**



Ground floor signage layout - to be read in conjunction with the signage schedule on pages 21-22



First floor signage layout - to be read in conjunction with the signage schedule on pages 21-22

# Wayfinding and Signage for Sports Facilities

## Design Guidance Note

### Signage Schedule (Example 2)

Ref	Location (room)	Code	Sign *	Position	Notes **
<b>External</b>					
E1	Name on building beside entrance				Identity sign to assist wayfinding
E2	Name board near the entrance (alternative)				Identity and directional sign to assist wayfinding
E3	Additional name on building (to reinforce identification if required)				Identity sign to assist wayfinding
<b>Internal</b>					
<b>Ground Floor</b>					
1	Entrance Lobby		N/A		Space for operator notices
2	Reception/Circulation	2A	Accessible WC (Symbol)	On the door	
		2B	<b>Reception</b>	On the wall or ceiling	a
		2C	<b>Office</b>	Beside the door/on the door	a
		2D	<b>Wheelchair/buggy store*</b>	On the wall	a
		2E	Notice Board	On the wall	Space for operator notices
		2F	<b>First Floor, Gym &amp; Studio (with direction arrows)</b>	On the wall or ceiling	Directional sign to assist wayfinding
		2G	<b>First Floor, Gym &amp; Studio</b>	Beside the lift door	Ideally if this is located between the lift and the stairs it could serve both situations
		2H	<b>Swimming Pool, Sports Hall and Changing Rooms, WC's (with direction arrows)</b>	Beside the door	Directional sign to assist wayfinding
9	Sports Hall	9A	<b>Equipment Store x 2</b>	Beside the door/on the door	
11	Corridor	11A	<b>Reception, First Floor, Gym &amp; Studio (with direction arrows)</b>	On the wall or ceiling	a Directional sign to assist wayfinding
		11B	<b>Swimming Pool and Wet Changing Rooms (with direction arrow)</b>	Fixed to the wall	Directional sign to assist wayfinding
		11C	<b>Wet Changing</b>	Beside/on the door	a
		11D	<b>Sports Hall</b>	Beside the door*	a
		11E	<b>Accessible Changing</b>	Beside/on the door	Symbol could be used as an alternative to text
		11F	<b>Community Dry Changing, WC's (with direction arrows)</b>	On the wall or ceiling	Directional sign to assist wayfinding
		11G	<b>Female Toilets</b>	Sign projecting perpendicular from the wall	Symbol could be used as an alternative to text
		11H	<b>Male Toilets</b>	Sign projecting perpendicular from the wall	Symbol could be used as an alternative to text
		11I	<b>Female Dry Changing</b>	Beside/on the door	Symbol could be used as an alternative to text
		11J	<b>Male Dry Changing</b>	Beside/on the door	Symbol could be used as an alternative to text
		11K	<b>Sports Hall</b>	Beside the door*	a
		11L	<b>Cleaner's Store</b>	Beside/on the door	b
		11M	Accessible WC (Symbol)	On the door	
18	Changing Area	20A	<b>Way out (with direction arrows)</b>	On the wall or ceiling	Directional sign to assist wayfinding
		20B	<b>Group Changing</b>	Beside/on the door	Subject to layout of changing room and proportions of cubicles and group changing places
		20C	<b>Changing Places room</b>	Beside/on the door	
		20D	<b>Accessible Changing</b>	Beside/on the door	
		20E	Individual / family changing cubicles	Beside/on the door	
		20F	<b>Group Changing</b>	Beside/on the door	
		20G	<b>Cleaner's Store</b>	Beside/on the door	
		20H	<b>Baby Change</b>	Beside/on the door	
		20J	<b>Female Toilets</b>	Beside/on the door	
		20K	<b>Male Toilets</b>	Beside/on the door	
		20L	Accessible WC (Symbol)	Beside/on the door	
20M	Shower symbol	Beside/on the door			
<b>Notes</b>					
* Suggested signage wording highlighted in <b>bold</b>			** Fire safety signage is excluded from the schedule and subject to the particular fire strategy / Building Control / Fire Officer approvals		
a Signage may not be required if function is obvious/intuitive					
b Signage may not be required as function is not a public function					

Continued overleaf...

# Wayfinding and Signage for Sports Facilities

## Design Guidance Note

Signage schedule (Example 2) cont/d...

Ref	Location (room)	Code	Sign *	Position	Notes **
		20N	<b>Swimming Pool</b> (with direction arrow)	On the wall or ceiling	Directional sign to assist wayfinding
29	Swimming Pool	35A	<b>Changing Rooms</b> (with direction arrow)	Fixed to the wall / ceiling beside the opening	Directional sign to assist wayfinding
		35B	Wheelchair symbol	Wall to pool surround	
		35C	Water depth signs (at access points, min and maximum depths (shallow and deep ends), in middle or where depths change abruptly >1.5m,	Wall to pool surround	Subject to the particular pool design and operator's risk assessment in accordance with BSEN 15288-part 1 and 2 and HSG179
		35D	Extent of walking/non-swimmers area (extent of >1.35m depth with a conspicuous demarcation line)	Wall to pool surround	
		35E	Areas defined for diving	Wall to pool surround	
		35F	<b>Store</b>	Beside/on the door	
		35G	<b>First Aid Room</b>	Beside/on the door	
		35H	<b>Staff Only / Emergency Exit</b>	Beside the door	May have a specific name / Symbol could be used as an alternative to text
		35J	<b>Plant Room</b>	Beside/on the door	
		35K	Other operator signage / temporary signage		Safety restrictions such as running, diving, jumping and user instructions for particular sessions such as lane swimming and / or teaching.etc.
<b>First Floor</b>					
39	Stair core	39H	<b>Staff Only</b>	Beside/on the door	b
40	Lobby	40A	<b>Fitness Equipment Studio</b>	Beside/on the door	
		40B	<b>Accessible Changing</b>	Beside/on the door	Symbol could be used as an alternative to text
		40C	<b>Cleaner's Store</b>	Beside/on the door	b
		40D	<b>Ground Floor, Reception, Sports Hall, Swimming Pool</b>	Beside the lift door	Ideally if this is located between the lift and the stairs it could serve both situations
		40E	<b>Changing Rooms, WC's, Fitness Studio</b> (with direction arrows)	On the wall or ceiling	Directional sign to assist wayfinding
41	Corridor	41A	<b>Fitness Equipment Studio / Way Out</b> (with direction arrows)	On the wall or ceiling	Directional sign to assist wayfinding
		41B	<b>Female WC</b>	Beside/on the door	
		41C	<b>Female Changing</b>	Beside/on the door	
		41D	<b>Male Changing</b>	Beside/on the door	
		41E	<b>Male WC</b>	Beside/on the door	
		41F	<b>Changing Rooms, WC's, Fitness Studio</b> (with direction arrows)	On the wall or ceiling	Directional sign to assist wayfinding
		41G	<b>Fitness Studio</b> (with direction arrows)	On the wall or ceiling	Directional sign to assist wayfinding
		41H	<b>Changing Rooms, WC's, Way Out</b> (with direction arrows)	On the wall or ceiling	Directional sign to assist wayfinding
		41J	<b>Fitness Studio</b>	Beside the door	May have a specific name
		41K	<b>Staff Only / Emergency Exit</b>	Beside the door	May have a specific name / Symbol could be used as an alternative to text
48	Fitness Equipment Gym	48A	<b>Staff Only / Emergency Exit</b>	Beside the door	May have a specific name / Symbol could be used as an alternative to text
		48B	<b>Store</b>	Beside/on the door	b
		48C	<b>Store</b>	Beside/on the door	b
50	Fitness Studio	50A	<b>Store</b>	Beside/on the door	b
		50B	<b>Store</b>	Beside/on the door	b
53	Staff lobby	53A	<b>Store</b>	Beside/on the door	b
		53B	<b>Staff Room</b>	Beside/on the door	b
<b>Notes</b>					
* Suggested signage wording highlighted in <b>bold</b>			** Fire safety signage is excluded from the schedule and subject to the particular fire strategy / Building Control / Fire Officer approvals		
a Signage may not be required if function is obvious/intuitive					
b Signage may not be required as function is not a public function					

### 6.0 References

Various sources of information have been used in the compilation of this document and are recommended as further reading for those involved with wayfinding and signage design.

#### Sport England guidance

- *Accessible Sports Facilities Design Guidance Note*
- *Affordable Sports Halls Design Guidance Note*
- *Swimming Pools Design Guidance Note*
- *Affordable Community Swimming Pools*

#### British Standards

- *BS5499-1:2002 Graphical symbols and signs – Safety signs, including fire safety signs – Part 1 Specification for geometric shapes, colours & layout*
- *BS5499-4:2000 Safety signs, including fire strategy safety signs – Part 4 Code of practice for escape route signage*
- *BS8300:2001 Clear signage principles*
- *BS8501:2002 Graphical symbols & signs - Public information symbols*

#### Other useful references

- *Designing for Accessibility – 2012 Edition*: published by Centre for Accessible Environments (CAE) <http://www.cae.org.uk/> and RIBA Publishing [www.ribabookshops.com/RIBA-Publishing](http://www.ribabookshops.com/RIBA-Publishing)
- *Signage and Spatial Orientation*, Kling and Krüger, DETAIL 3013 [http://shop.detail.de/uk\\_e/landingpages/detail-startseite-en/signage-spatial-orientation.html](http://shop.detail.de/uk_e/landingpages/detail-startseite-en/signage-spatial-orientation.html)
- *Sign Design Guide – a guide to inclusive signage* by JMU Access Partnership and the Sign Design Society [www.signdesignsociety.co.uk/](http://www.signdesignsociety.co.uk/)
- *Wayfinding: Effective Wayfinding and Signing Systems, Guidance for Healthcare Facilities*: published by The Stationery Office, 2005 <http://www.tsoshop.co.uk/bookstore.asp?FO=1159966&Action=Book&ProductID=9780113221400&From=SearchResults>
- *Handball Arena Wayfinding Signage*, Populus
- *Handball Arena Legacy Signage Study*, Make
- *Inclusive Way Finding Strategy*, LOCOG
- *Inclusive Design Standards*, published by the Olympic Delivery Authority (ODA)
- UK Association for Accessible Formats <http://www.ukaaf.org/>





## Alternative Languages and Formats:

This document can be provided in alternative languages, or alternative formats such as large print, Braille, tape and on disk upon request. Call the Sport England switchboard on 08458 508 508 for more details.

## Information Prepared by:

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## Sport England

3rd Floor Victoria House  
Bloomsbury Square  
London  
WC1B 4SE  
Tel : +44 (0)8458 508 508

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