

# FCW Corporate Signage Guidance

Volume I:  
FC Wales signs for roads  
and car parks



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## Vol I FC Wales signs for roads and car parks

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# FCW Corporate Signage Guidance

## Vol I Visitor Experience Planning: FC Wales signs for roads and car parks

### Introduction

Our corporate signage has 4 primary functions:

- To help and encourage our visitors to find our sites safely, quickly and easily
- To raise public awareness of Forestry Commission Wales
- To present a professional and consistent corporate image of Forestry Commission Wales within the Forestry Commission GB brand
- To raise awareness that there is a relationship between FC Wales and the National Assembly for Wales (this will now be introduced Wales-wide)

### FC Wales Site Categories

FC Wales Sites can be broken down into 4 categories:

1. Major facility: e.g. visitor centres, forest parks, Newborough, Moel Famau
2. High profile car parks: e.g. Hafren, Tan y Coed, Tynygroes, Penlleger, Whitestones
3. Small/low key car parks: e.g. Pen Pych, Hafod, Pont Llogel, Pwll Bo, Upper Wyncliffe
4. Offices/workshops etc.

Due to the equal status of Welsh and English, signage must be kept as simple as possible. This is especially true of signage on roads with an average speed of over 40mph. On these roads text will be restricted to the site name only, and symbols will convey all other necessary branding or messages.

# Major facilities and high profile car parks

## Advance Warning signage



Here the function of the sign is:

- To let motorists know the name of the FC Wales facility and how far away the turning is.

The sign is made up as follows:

- The top pentagonal board contains the 2 Trees symbol only (no text)
- The first rectangular board displays the site name, which is the only wording used on entire sign
- The second rectangular board (always mid green) shows distance to site in miles or the following fractions of miles: 1/4m, 1/2m, 3/4m' (in keeping with statutory highway signage which is shown in miles)
- Arrows pointing left or right depending on which side of the road the entrance is, with an absolute maximum of 3 symbols but preferably one, which would normally be the P symbol for car park
- **2.25m** wide for major facilities, **1.5m** wide for high profile car parks
- The bottom pentagonal board displays the WAG Dragon logo only (no text)

## Entrance signage



These are signs located on the roadside at the entrance to car parks. They will either be double sided but ideally one on each side of the entrance facing the directions of travel (see diagram below). They must not obscure site lines for drivers trying to rejoin the main road. They should be 2.25m wide for major facilities, 1.5m wide for high profile car parks. The third board can display up to 3 symbols.

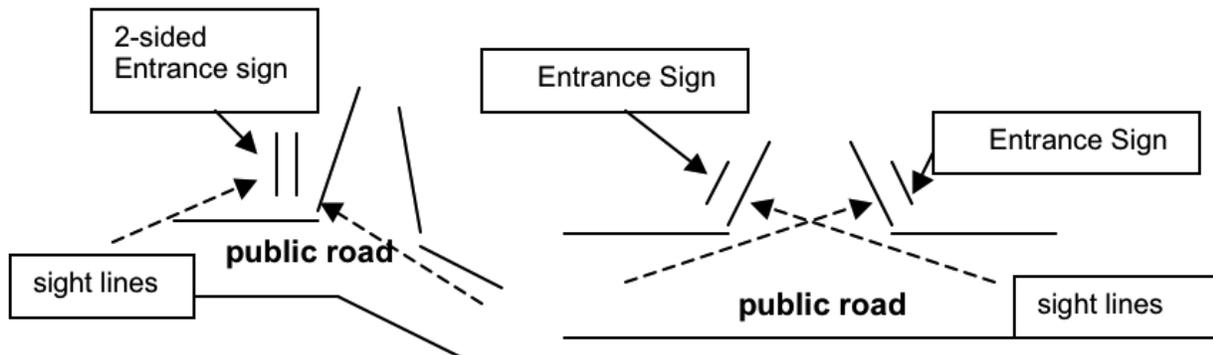


Fig.1 Example entrance signage for major facilities/high profile car parks

## Arrival signage



Once drivers are off the main road and on the access approach road to a car park, an Arrival Sign should be located before the actual car park is reached. The sign is made up as follows:

- Top pentagonal board has 2 Trees symbol and Comisiwn Coedwigaeth Cymru/Forestry Commission Wales text (as drivers can take more information in once off the main road)
- The first rectangular board displays the site name with 'Croeso' and 'Welcome' to upper left and upper right
- The 2nd rectangular board shows up to 5 symbols with no additional information unless directional arrows required if car park not obvious from location of sign
- Bottom pentagonal board has Llywodraeth Cynulliad Cymru/Welsh Assembly Government text and Dragon symbol
- 2.25m wide for major facilities, 1.5m wide for high profile car parks

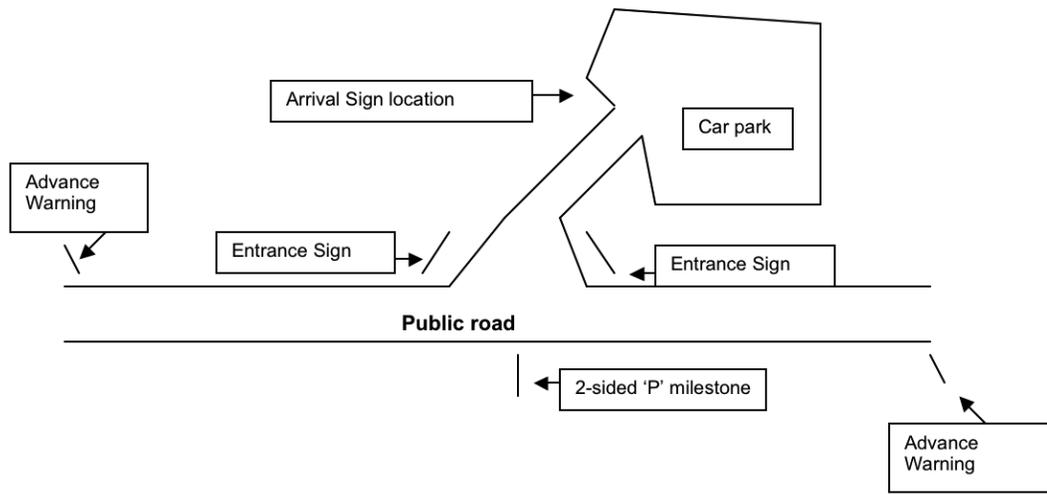


Fig.2 Example major facility/high profile car park Signage Plan

# Small/Low Key car parks

## Advance Warning signage



The same principle applies, i.e. to get visitors quickly, safely and easily off the main road and into the car park. For lower key facilities this will be achieved by the use of 'milestone' (upright rectangular) signs – see picture above.

These will show:

- 2 Tree logo at top
- Parking symbol
- Distance to car park using the abbreviation 'm' for metres. This is because yards present dual language complications with yds/llath
- Directional arrow where appropriate

## 2-sided Entrance Milestone

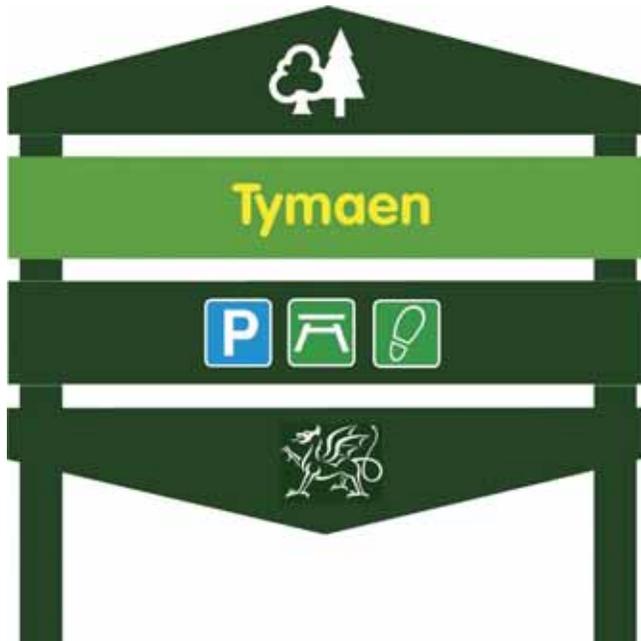


An additional two-sided milestone sign opposite the entrance is also required showing:

- FC Wales logo
- P symbol
- Directional arrow

## Roads with an average speed greater than 40 mph

### Entrance signage



The same principle applies here as for major sites: Entrance signage (1.5m wide) will contain text for site-name only, supported by symbols. In this case once drivers are off the main road and on access stretch/approach road to a car park, an Arrival Sign should be located before the actual car park is reached. Once drivers are off the main road and on access approach road to a car park, an Arrival Sign should be located before the actual car park is reached. See Figure 2.

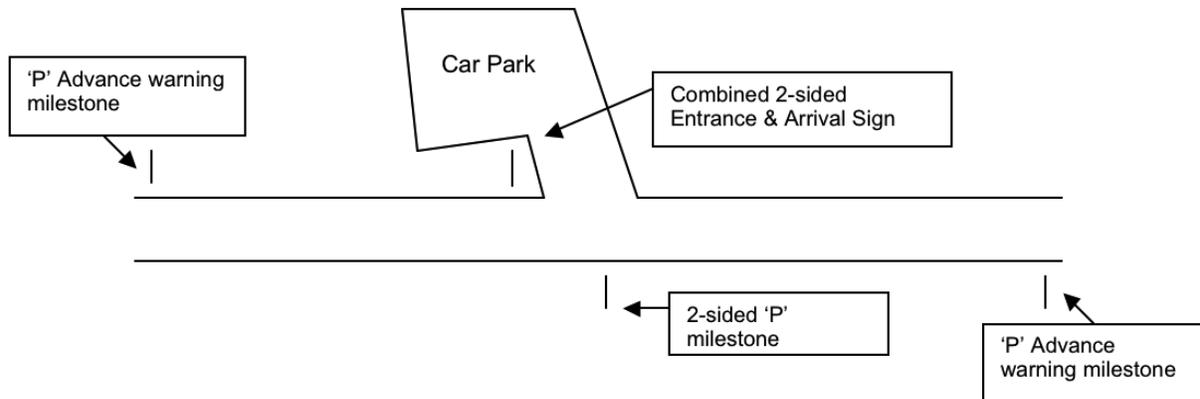
**roads with an average speed less than 40 mph**

**Entrance signage**



Here the Entrance Sign can take the place of the Arrival Sign.

Fig.3 Example signage plan for small/low key car parks for roads with an average speed less than 40 mph



## Offices & Workshops etc.

Office locations do not normally require advance warning signage but do require signage at the entrance to the office. They will be made up as follows:

- Top pentagonal board with 2 Trees symbol and Comisiwn Coedwigaeth Cymru/Forestry Commission Wales text
- The rectangular board displays the office/workshop location or Forest District name with 'Swyddfa' and 'Office' to the upper left and upper right of this, ('Gweithdy' and 'Workshop' for workshops). GB wide FC functions such as MES and Forest Research may wish to include their FC corporate logos on corporate signage - details have not yet been finalised.
- A second board can be used where there is a need to provide the English version of a placename in addition to the Welsh, e.g. Y Trallwng/Welshpool.
- Bottom pentagonal board has Llywodraeth Cynulliad Cymru/Welsh Assembly Government text and Dragon symbol.



## Colour Scheme

We will use FC dark green (BS 14 C 39) for the background, with FC white (BS 00 E 55) for FC Wales and Welsh Assembly Government logos and text. This is for maximum visibility as well as maintaining the GB-wide FC corporate brand for the bulk of corporate signage. For site names, however, we will introduce FC topaz yellow text onto FC mid-green (BS 14 E 53) background to make this the most prominent feature on the sign.

## Additional Guidance

### **Which site name to use on signage? (updated November 1st 2006)**

The Welsh name only of a woodland should be what appears on corporate signage. However, for sites with English names with neither a locally known nor locally used Welsh equivalent e.g. Black Covert, Coed y Mynydd, and Nash Wood, Coed y Gororau, we will not create an artificial Welsh translation. Where a site has both a recognised English and Welsh name the Welsh name takes preference unless local use favours the English name, in which case we will exceptionally offer both names. Example ‘Y Bwa / The Arch’ in Coed y Mynydd, and ‘Y Trallwng/Welshpool’ in Coed y Gororau.

When signing a woodland area, we aim to keep alive traditional local names that have roots in the community. Whenever signing new woodland, or considering changing the name on existing signage, or where you have doubts about an existing name, you must contact the Interpretation Advisor who will first check to see if it is listed in the Gazetteer of Welsh Place Names (University of Wales Press, 1957, 1975). If necessary, he will refer it to Hywel Wyn Owen of the Place-Names Standardisation Panel (a standing committee of the Welsh Language Board) for a definitive decision.

### **What about exceptions to the guidance in this booklet? (updated 1st November 2006)**

Any exceptions to this guidance must be approved by the Interpretation Advisor who is the FC Wales contact for corporate identity issues relating to the FCW Estate on behalf of the Director, FC Wales. The Communications Service Board acts as the guardian of the Forestry Commission GB corporate brand on behalf of the Director General.

### **What if I want to do a panel, leaflet or other interpretation? (Updated 1st November 2006)**

The Interpretation Advisor is charged with monitoring the standards, corporate identity and overall quality and effectiveness of our interpretation. If you are involved in preparing interpretive material you must contact him before commissioning any work. Please see the new separate guidance: Corporate Signage Guidance Vol II: information and interpretation.

### **When will existing signage be replaced? (updated 1st November 2006)**

We have been replacing signage in priority order over the past year and a half starting with facilities such as visitor centres and forest parks first, large car parks second, etc. In October 2006 a decision was made by the EMG to have all corporate signage covered in this guidance brought up to the new standard by the end of March 2006.

### **Will our signs be audited? (new entry 1st November 2006)**

The Social Forestry Team will co-ordinate an annual audit of corporate signage covered in this guidance.

### **What about partnership signs?**

Where a partnership exists with a National Park Authority, AONB, Local Authority or other partner, the partnership logo will take the place of the WAG logo and be treated in the same way (logo only on fast roads, logo and text on the slower roads and once off main roads).

### **What about gateway signage for Forest Parks and other significant woodland landscapes?**

Updated signage for Forest Parks will be developed as part of the interpretive planning process.  
Please contact me for advice.

### **What about Brown Tourism Signage?**

Please contact me at an early stage for advice.

**What if I want to do a panel, leaflet or other interpretation?**

I am charged with monitoring the standards, corporate identity and overall quality and effectiveness of our our interpretation. If you are involved in preparing interpretive material please contact me at an early stage in the process. I will be preparing guidance on this in the coming months.

**How about temporary signage?**

I am working on a standardised approach across FCW for temporary signage. Please contact me first in the meantime.

**Where can I order signs from?**

Please contact me for advice.

**Can we put the CROW symbol onto roadside corporate signage?**

No. A decision was taken at the last CROW Steering Group not to do this as the symbols on our roadside signs show what facilities we offer e.g. car park, walks, picnic areas etc. Access land is a legal designation, not a facility.

**Where can we use the CROW symbol?**

To avoid an over-proliferation of signs in our woodlands the use of the symbol will be restricted to woodlands that have no corporate arrival/entrance signage (i.e. the public would not otherwise know that they have a right of access to the woodland). Here the symbol may be used at entry points to the woodland. The CROW symbol should be used at entry points from FCW land onto access land.

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1st November 2006