



Bridge / Pont **C**

Blocks / Sections

201-220

221-248

249-256

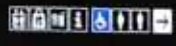
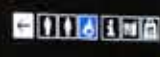
M01-M15

102-120

121-148

149-156

Olympic Family stand  
Familia olimpica - Tribune



249  
149



Rivermeade Signs

# SPORTCITY

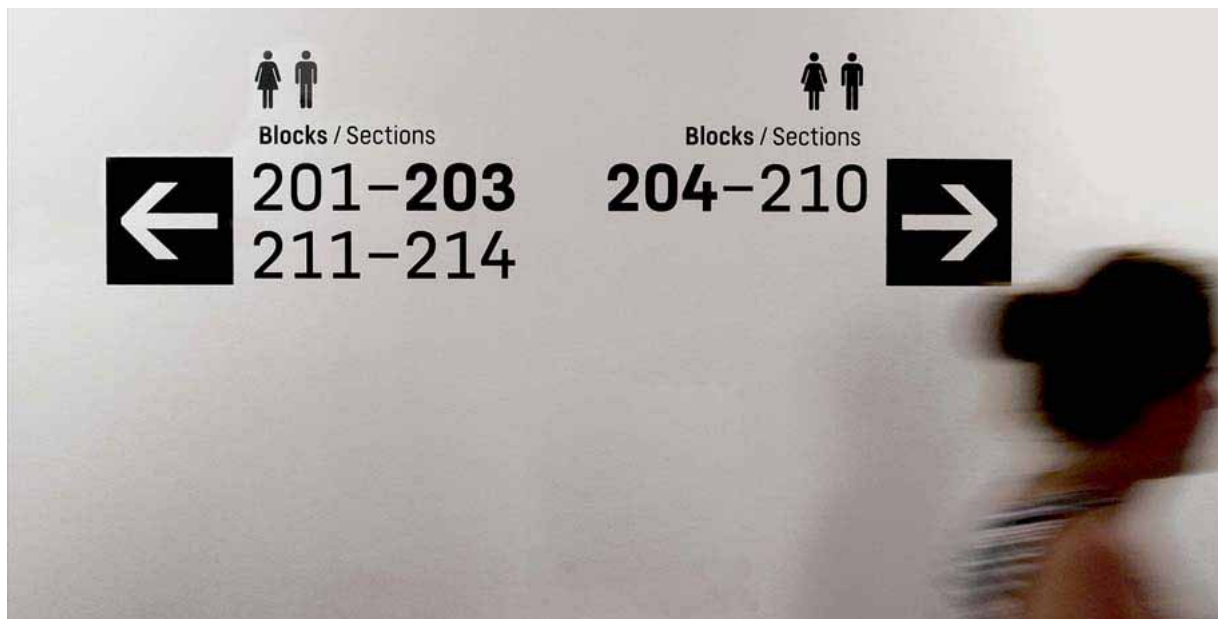
- S** City of Manchester Stadium
- ASC** Athletics/Squash Centre & EIS
- T** Tennis Centre
- V** Visitor Centre
- CC** National Cycling Centre
- R** Restaurants
- A** ASDA Walmart
- H** Housing
- PI** Car Parks 1-10

You are here



## Signs for stadiums and arenas

Rivermeade Signs specialises in design development, manufacture and installation of signs for major architectural projects and for hotels throughout Europe and the Middle East. Our particular strengths are the manufacture of high quality custom signing and the management of complex projects from design concept and development through to installation. For many years we have been involved in the specialised area of manufacturing signs for stadiums and arenas so in 2012 we were delighted to have been selected to manufacture and install all of the permanent signs at London Olympic Stadium and the Handball Arena and the Sir Chris Hoy Velodrome in Glasgow.



All of the signs at the London Olympic venues were designed by Populous Activate. This is a sign at the Copper Box, originally called the Handball Arena, stencilled directly onto the concrete wall. Rivermeade has worked previously with Populous Activate at the Emirates Stadium and the O2 Arena.

## Signs for stadiums and arenas



Supergraphics are used extensively 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 very busy public areas.



Many of the signs at the London Olympic Stadium are stencilled directly onto structural concrete. Good colour contrast and large scale text makes the signs easy to read.

# Signs for stadiums and arenas



Rivermeade has just completed the manufacture and installation of a series of visually striking internal and external signs for the Sir Chris Hoy Velodrome in Glasgow. The signs were designed by 3DReid and the contractors were Sir Robert McAlpine.



One of a series of illuminated free-standing directional monoliths sited around the perimeter of the London Olympic Stadium



The graphics at the London Olympic Stadium are simple but easily understood by visitors whose first language is not English.

# Signs for stadiums and arenas



A suspended sign designed by Populous Activate at the Copper Box - one of the London Olympic venues previously called the Handball Arena.



Rivermeade manufactured all the signs at the Commonwealth Games Stadium in Manchester now the home of Manchester City FC.



One of a series of internally illuminated monoliths within the O2 Arena London's premier entertainment venue.

# Signs for stadiums and arenas



In 2009 Rivermeade successfully completed the resigning of Twickenham Stadium and the adjoining Marriott Hotel.



A directional sign manufactured by Rivermeade and installed at the Brit Oval as part of a complete resigning scheme designed by Carlidge Levene.



A wall mounted location map at the Brit Oval manufactured from stove enamelled aluminium silk screen printed,



Stadium signing needs to be large in scale, immediately visible and easy to read. Serious health and safety issues can arise with poor signing.

## Signs for stadiums and arenas



The monoliths at the O2 Arena are internally illuminated using LED technology which not only provides an even spread of light but minimises maintenance and running costs. These complex structures were made using translucent acrylic around an aluminium core.



## Signs for stadiums and arenas



An aluminium panel stove enamelled with an eggshell finish and silk screen printed or textured with applied vinyl provide a high quality and long lasting external sign. The signs illustrated are at the Brit Oval and Twickenham.



Supergraphics applied directly to a wall surface are an ideal solution in the context of a stadium where large numbers of people need to be directed quickly. These graphics are at Twickenham. The graphic designer was Bruce Nivison.

## Signs for stadiums and arenas



Rivermeade has developed a robust solution for the manufacture of free-standing monoliths using specially designed aluminium extrusions to fabricate the core of the sign and stoved aluminium for the textured surfaces. The map is printed behind toughened glass and can be easily updated.

# Signs for stadiums and arenas



A high level location sign at Twickenham. Individual 3-dimensional letters manufactured in aluminium and stove enamelled. The signs for this major project were designed by Richard Conn and Bruce Nivison.



A flag sign at the Emirates Stadium fixed to a reinforced concrete column. The sign scheme at this stadium conforms to all best practice guidelines in terms of typography, contrast, reflection and size and greatly assists the movement of large crowds in a confined area.

# Signs for stadiums and arenas



An internal directional sign at Manchester City FC manufactured from reverse printed glass.



A changeable internal sign at the Brit Oval manufactured using Rivermeade's Classic sign system.

## Signs for stadiums and arenas



This is probably what all of us first think about with stadium signing - how do I find my seat? The solution at Twickenham is a series of large and highly visible projecting panels pointing towards the vomitories.

# Wayfinding & sign design consultancy

## Rivermeade Design

Rivermeade Design is a wayfinding and sign design consultancy associated with Rivermeade Signs Limited.

## Wayfinding

For many years Rivermeade Signs has been involved in wayfinding and sign design consultancy originally only for hotels but more recently also for architectural projects. The creation of Rivermeade Design as a separate company recognises the increasing importance of our consultancy work.

## Sign Design Consultancy

We believe that the close relationship between the consultancy and manufacturing sides of our business benefits our consultancy clients.

It enables us to stay firmly grounded in manufacturing reality – we will not propose sign designs that cannot be made – and it also allows us to monitor costs and budget projections as a continuing part of the design process.

When Rivermeade Design is employed as consultants we ask that Rivermeade Signs be included within the list of companies invited to tender for the manufacture and installation of the sign package.

## Methodology

Our overall approach to wayfinding and signage design is to:

- Complement the architecture and interior design of the building
- Maximise the use of sustainable materials
- Where appropriate maximise the potential of revenue generating outlets
- Exceed the basic requirements of the Equality Act or other local codes
- Enhance the pleasure of a visit for all guests
- Maximise the value of the available budget
- Implement and endorse brand standards

All wayfinding and sign design projects are different but we have found that the following staged plan sets out a useful structured approach. The details within each stage will change depending on the type of project and the stage of development.

## Staged approach - planning

### Stage 1 Research and analysis

- hold kickoff meeting
- conduct user interviews and focus group meetings
- undertake site surveys to understand operational requirements and demands analyse pedestrian and vehicular traffic routes
- address any contractual or practical issues
- discuss a manufacturing and installation budget and possible work phasing.

### Stage 2 Strategy

- propose a strategy for the wayfinding system

# Wayfinding & sign design consultancy

- develop and outline of the types of signs that will be needed
- establish the design goals for the signage system

## Stage 3 Programming

- consider critical decision points and key locations requiring signing
- plot each sign location on a plan
- create a first draft database schedule of all signs to contain texts, sizes and sign types
- prepare preliminary fabrication and installation costs

## Staged approach - design

### Stage 4 Schematic design

- select key sign types and explore design alternatives - typography, colour, materials and content
- investigate alternatives to content and visual vocabulary
- agree design direction

### Stage 5 Design development

- develop the approved schematic design to resolve details of typography, colour, materials and fixings
- finalise designs for each sign type and get client approval
- liaise with architect, contractor and specialist sub-contractors
- revise fabrication and installation budget

### Stage 6 Construction documentation

- prepare design intent drawings for all sign types
- create final sign layouts, elevations and fabrication details
- prepare specification to describe design intent standards

- complete final sign location plans and schedule

## Staged approach - implementation

### Stage 7 Bid support

- prepare a shortlist of possible fabricators
- hold pre-bid meeting or conference call to discuss design intent documentation and answer questions
- assist client with the evaluation of the bids

### Stage 8 Construction administration

- hold pre-construction meeting to clarify the design intent drawings
- visit fabricators workshop to review samples, materials and workmanship
- provide supervisory assistance on site during installation
- provide a snagging list and sign off when snagging completed

## Deliverables

Deliverables include:

- plans showing proposed sign locations and types
- database generated schedule to contain text, sizes, quantities and written manufacturing specification of each sign type
- layout drawings
- constructional drawings

Sample deliverables are available for download from our website [www.rivermeade.com](http://www.rivermeade.com)



MAIN  
ENTRANCE



SPECTATOR  
ENTRANCE

LIFT

