Signage Guidelines- Residential Projects

A Standard Signage Program for any Residential project shall include the following Sign Types & the basic signage guidelines. The following may vary to a certain extent from case to case

1. **Entrance Branding Sign:**
   - The Logo of the project will be with the Tag Line developed for that particular project
   - If there is a motif / symbol developed as a support graphic for signage scheme, that will not appear on the entrance signage

2. **Reception Building Sign:**
   - The Logo of the project will be without the Tag Line developed for that particular project
   - If there is a motif / symbol developed as a support graphic for signage scheme, that may or may not appear on the reception branding

3. **Building Directory:**
   - The design of the directory will be such that it allows change of Occupant Names & also the Flat Numbers. E-directory may also be used.
   - The floor numbering on the directory will start from bottom i.e. from G bottom to 10 top etc. i.e. in ascending order from bottom.
   - For larger complexes the building & wing name will appear on the directory

4. **Destination Signs:**
   - All the destination signs will either be represented in the form of pictograms or text consistently across all sign types

5. **Washroom Signs:**
   - The washroom signs will have pictogram as well as text representation
   - Nomenclature will always be Ladies & Gentlemen / Gents

6. **Lift Numbering Sign:**
   - General passenger lifts shall not be marked by signage.
   - Service Lift shall be marked separately as Service Lift.
   - We will mention “Lifts” & not lift lobby.

7. **Staircase sign:**
   - Fire exit staircases will have a sign which is Photo-luminescent

8. **Floor Indicator In Lift Lobby:**
   - We will not be having floor indicators in lift lobbies

9. **Floor Indicator In Staircase:**
   - Provide a floor indicator sign in staircase, preferably in paint since staircase if a back of house area.

10. **Flat Number :**
    - Provide for Flat Number sign

11. Name Plate :

- Provision of Name Plate will vary from project to project

12. Service Sign :

- The list of services where signage is required & the location will have to be provided by the PMC

13. Duct Sign:

- Only fire fighting duct will have a sign.

14. Car Slot No. Sign:

- Car slot numbers will be fixed onto wall / column / **beam** or will be painted onto flooring / kerb with epoxy reflective point.

15. Lifts Sign on Parking Levels :

- Sign Directing the Lifts will be either represented in the form of pictograms or text Consistently across all sign types

16. Parking Direction Sign :

- Provision of Parking Direction Signs will vary from project to project

17. Building Name Sign :

- In general, the Lodha logo unit (currently 5 bars, excluding any name) shall be displayed on the building faced or terrace in a prominent manner, preferably in a material which is visible at night too (eg. neon, LED).
- In case of multi-building developments, this shall be done on the top of the building which has best visibility w.r.to access roads / other prominent locations and project name shall be used.
- The signage shall be oriented such that it is most visible from the access roads / other prominent locations.
- The initial design of the façade / terrace level and structure will make necessary provisions for the installation, electrification (if applicable), maintenance and cleaning of this signage.

18. Complex Signage

- For Larger Complexes like Aqua the Following Sign Types shall be incorporated:

    1. You Are Here Up stand (with location / key map)
    2. Direction Up stand to key common areas and buildings
    3. Cluster Up stand (if needed)
    4. Building Up stand (if needed)

In general, signs are to be painted onto permanent surface or screwed / pasted onto wall / column surface. Hung signs are to be avoided (due to theft concerns).