

## Stoke on Trent City Council – Library re-branding & wayfinding



Entrance monolith

The Central Library in Hanley is the largest in Stoke-on-Trent and represents one of several buildings of different ages and sizes. This building houses a large reference section and the City Archives over four floors and offered a project that required DDA complency for wayfinding as well as good identity and visibility.

Internal wayfinding comprised standard directories with Braille and Tactile inserts but on certain locations proved difficult to site, especially in lift lobbies. Caliba designed purpose made stanchions which made the directories free standing and in some circumstances, reversible for flexible poster display.

The main demand was a flexible sign system. The Full View system with paper inserts was the solution, for both wall mount and A3 projecting double sided sign requirements.

Externally, illuminated entrance totems, banner and flag poles completed the project.



Internal directory



### Signs: internal & external branding & wayfinding

#### Description

##### Internal:

Floor directories  
Directional signs  
Destination signage  
Self management signs

##### External:

Double sided totem  
Flag poles x 5m plus banners

#### Specification

Accord 15 sign frames with Caliba Braille and Tactile inserts.  
Aluminium stanchions and supports  
Full View projecting and wall mounted units

Totem from fabricated aluminium with illuminated poster display  
Flag poles and anchor base

#### Coating

Powder coating to Syntha Pulvin specifications

#### Value

£38,000