



MDSC – Arc Centre for Sport Signage Strategy v2.0

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1. Introduction & background

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Mid Sussex District Council (MSDC / the Council) have appointed Alliance Leisure Services (ALS) for the delivery of the Centre for Outdoor Sport (CfOS), which is part of the Brookleigh development. ALS have instructed S&C Slatter as Main Contractor and works are well progressed, with a target completion date of Summer 2025.

MSDC intend to appoint Places Leisure to operate the site, to be known as The Arc Centre for Sport, as a variation to the existing Leisure Contract which includes the nearby Triangle.

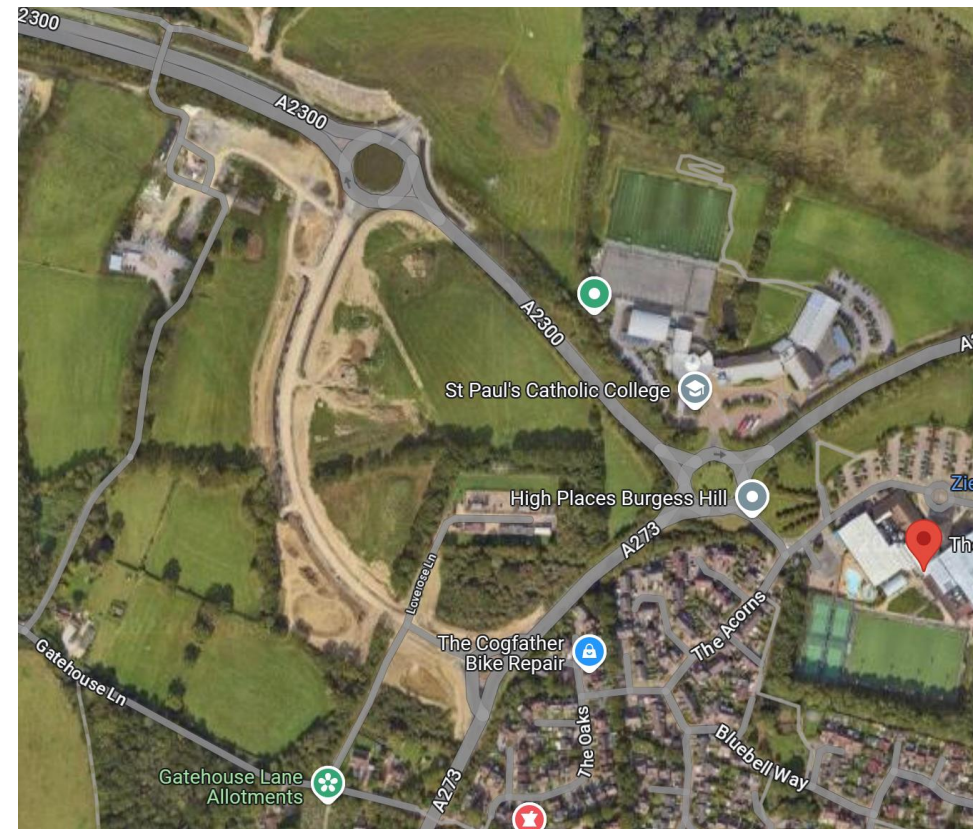
New infrastructure, including the West End Farm Avenue (Western Bridge Link Road / WBLR) between the A2300 and A273 is being delivered by Homes England, with West End Farm Avenue due to open to the public imminently.

As part of the Reserved Matters Planning Conditions relating to application number DM/23/3182, a signage strategy is to be submitted to and approved in writing prior to use of the site:

11. Prior to the use of the site, details of the signage strategy for the site and buildings shall be submitted to approved in writing by the Local Planning Authority. Signage shall only be implemented in accordance with the approved strategy.

MSDC have developed brand guidelines for the site to ensure signage meets carefully considered criteria.

This document contains the Signage Strategy for the site, including brand guidelines, proposed signage locations and designs.



2. The Arc Centre for Sport – Brand Guidelines

The Arc

Brand guidelines

This is our main logo for The Arc.

The logo is representative of a sports person, but also the trajectory of a ball. It's combination of shapes also depict the community coming together to use the space and being the essential part of this development.



To provide flexibility and to help demonstrate the wide range of activity The Arc offers the community, we have developed several alternatives of the logo, using colours from an extended palette of the MSDC.

While the main logo should be used when possible - any of the alternatives may be used if the colourway is more appropriate to the surroundings.

Our main colours are the same as MSDC, blue and white



There is a clear space around the logo when used.

The clear space is as shown and is half the height of the letter A in the logo.



While the logo and branding for The Arc closely follows the branding for MSDC, there are three additional colours used to help develop the brand of The Arc.

These colours are shown opposite. Please see the brand guidelines of MSDC for the main colourways associated with the MSDC brand.



Existing brand colours

When using the logo, please only use authorised artwork and do not distort the artwork in any way.

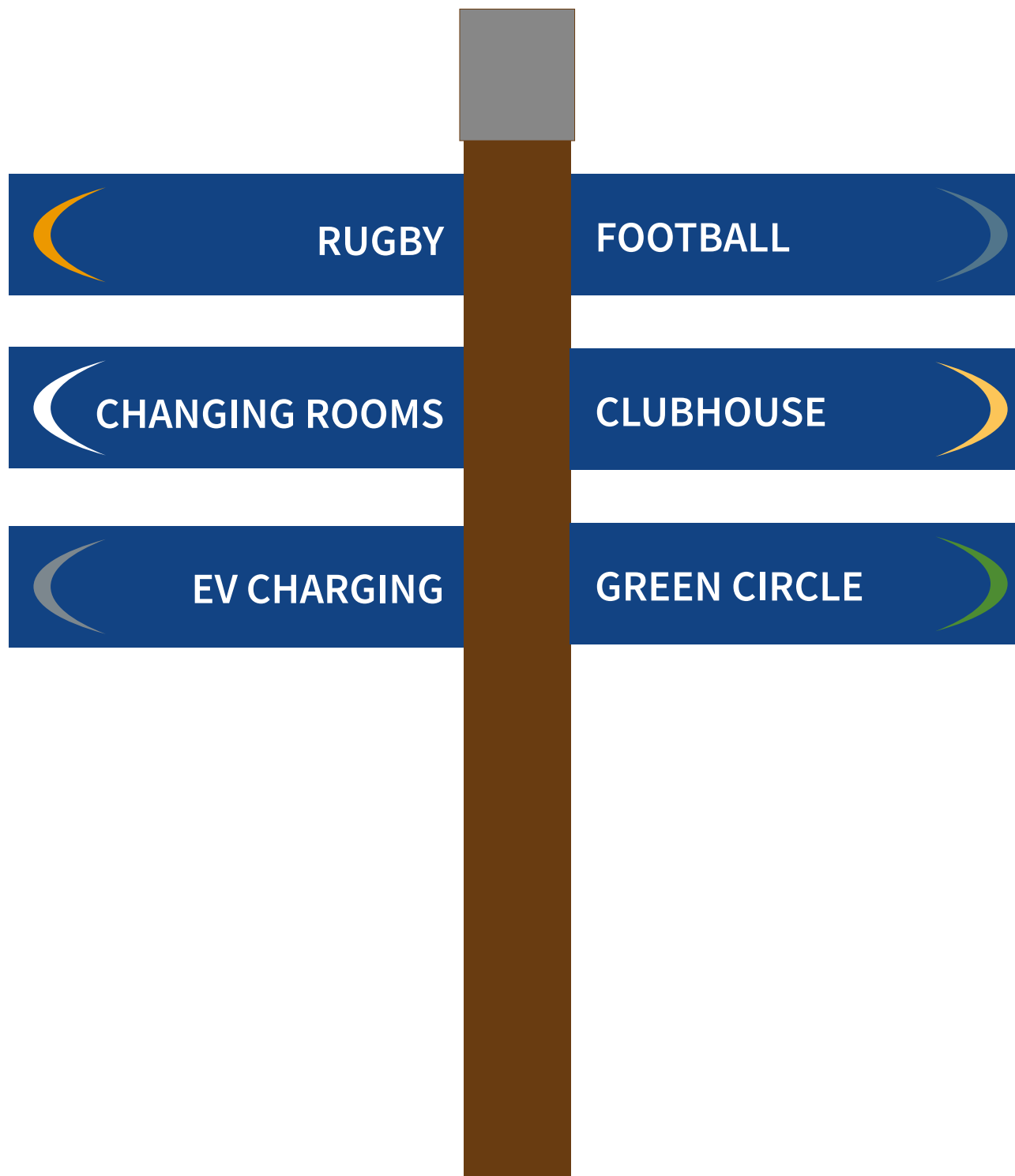
If you are uncertain about how to use the logo or to apply the brand, please contact the Communications team at MSDC.



Finger post signage around the site will be wooden posts.

Direction signs will be of the council blue to provide a consistent link to MSDC. Type will be set in Source Sans, the district council's chosen font.

To provide a connection with The Arc branding, one of the trajectory elements is used and this can be colour coded to signpost to specific places.

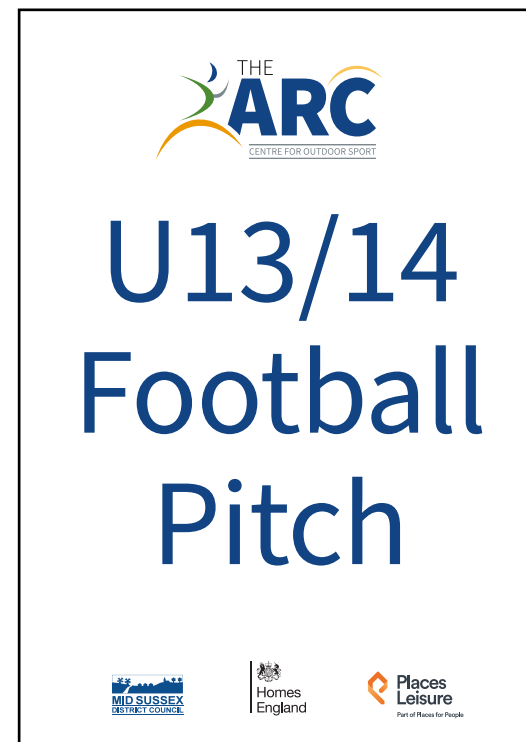


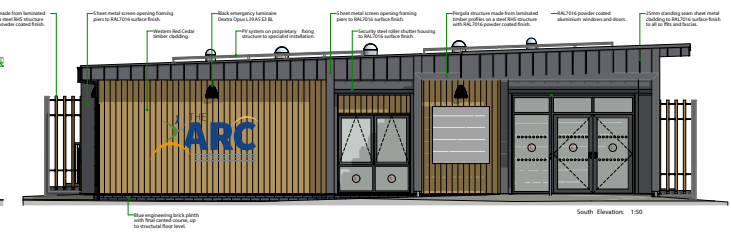
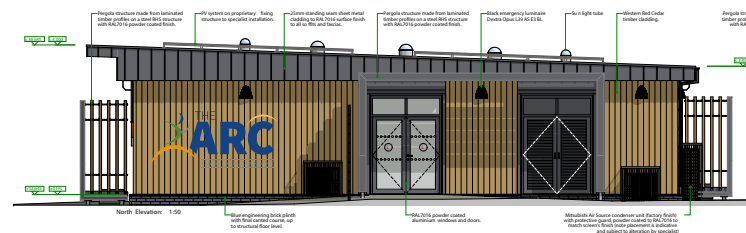
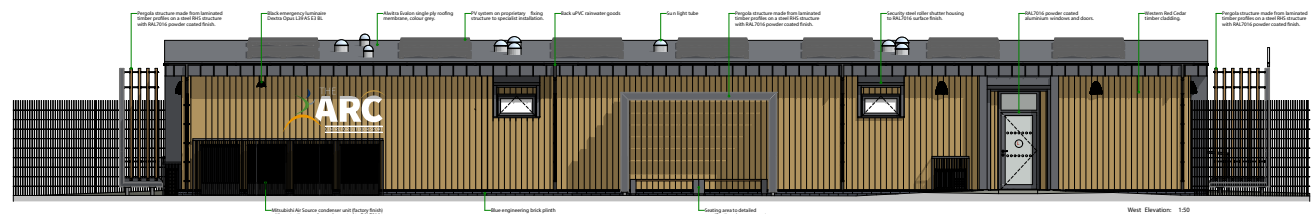
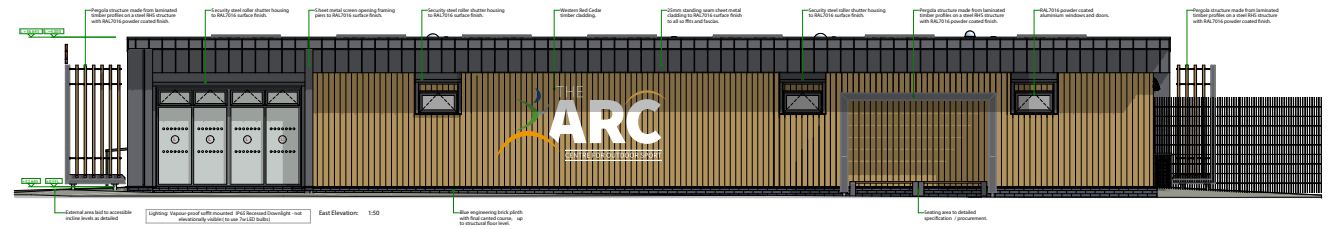
Other signage for the site should be clear to aid accessibility.

Signage backgrounds will a single colour either MSDC Blue or white depending on their location.

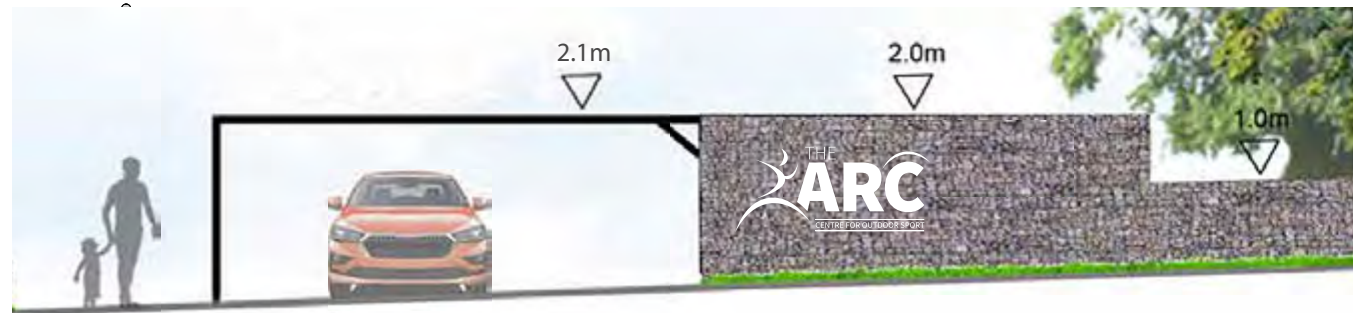
Type will be set in Source Sans Regular.

The Arc logo will appear centred at the top of the signage and supporting logos will be displayed at the bottom of the sign.





Design Image



Pedestrian /
cycleway

Vehicular Route

External signage.

The version of the logo on the exterior of the building needs to be clear against the background it is placed on and taking in to account light and shade.

3. The Arc Centre for Sport – Site Plan

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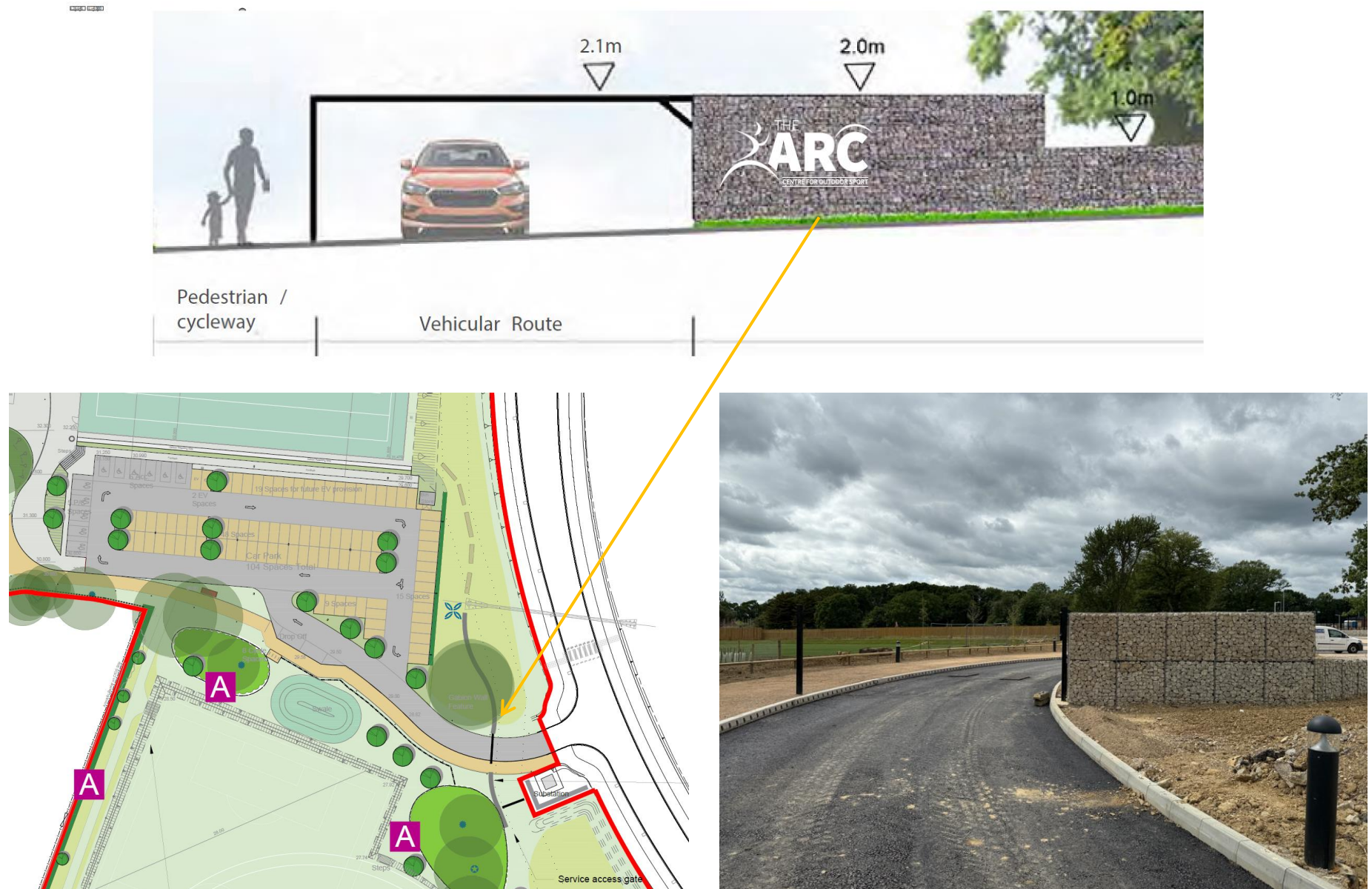


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4. Proposed locations & signage details

Site entrance – proposed signage



Site-wide – proposed signage (northwest)



Signage Details:

1. **Entrance from Employment Zone:** Finger post including directional signage to LEAP, Pavilion, Green Circle and Arc safety signage (shared surface). Small 'Arc' branded sign fixed to gabion feature.
2. **LEAP safety signage:** Safety signage to communicate guidelines for use of play area.
3. **Pavilion elevational signage:** Details provided on pages 23 – 25.
4. **Football AGP signage:** Safety and guidelines for use such as appropriate footwear etc.
5. **Gatehouse Lane access:** Finger post including directional signage to LEAP, Green Circle and Pavilion.

Site-wide – proposed signage (northeast)



Signage Details:

6. **Entrance from Employment Zone:** Finger post including directional signage to LEAP, Pavilion and Green Circle. Small 'Arc' branded sign fixed to gabion feature.
7. **Rugby AGP signage:** Safety and guidelines for use such as appropriate footwear etc.
8. **EV Charging Bays:** Signage mounted on posts in front of parking bays.

Site-wide – proposed signage (south)

Signage Details:

9. **Route from Pavilion to Natural Turf Pitches – ‘You Are Here’:** Site signage with layout of natural turf pitches.
10. **Drop Off signage – ‘You Are Here’:** Site signage with layout of natural turf pitches and timber finger post signage for Pavilion, LEAP, Green Circle and Artificial Pitches.



Pavilion elevations – planning information



Pavilion elevations – proposed signage



Pavilion elevations – images





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