

Site facilities and features descriptions

Policy for Publicity and Signage, Version 3

This paper sets out the Great Western Society's policy for the consistent presentation of features at Didcot Railway Centre at the Centre and in all publicity. A policy development paper was prepared in 1998 that considered issues related to suitable signage and printed matter for the Centre. This policy develops that paper and the third and fourth strands of our Mission.

The context

Vision

Our vision is for Didcot Railway Centre to be recognised for the international importance of its collection and the value of bringing to life the golden age of steam as a dynamic Living Museum.

Mission

Our mission is to fulfil our potential as a heritage venue at the centre of its community. Accessible to all, striving to engage and inspire the widest possible audiences in the history and heritage of the Great Western Railway – the pioneering transport infrastructure that laid the foundations for contemporary transport innovation.

Values

Authentic | Welcoming | Engaging | Innovative | Great Quality | Sustainable.

1.0 Policy content

1.1 This policy comprises a coherent code for signage, labels and publicity which seeks to:-

- complement an atmosphere of 20th century steam era conservation at Didcot Railway Centre; and
- obviate any signage proliferation and inconsistency that would diminish the Centre's long-term potential as a high-quality heritage and exhibition site.

1.2 This policy was discussed and approved by the Didcot Railway Centre SMT on 15 June 2023. It will be reviewed every three years.

2.0 Signage Policy Group

2.1 A designated group or sub-committee shall be appointed by the GWS Board to advise on signage policy and site information for publicity material and to implement signage works.

3.0 Signage

3.1 Directional signage shall comprise an integrated arrangement of:-

- permanent signs;
- freestanding moveable signs;
- permanent maps each showing the whole site.

These signs will provide the primary direction signage needs of the whole site, thus signing for direction when doubt, choice or confusion are likely, minimising the number of necessarily prominent non GW features and maximising their compatibility with the conservation objectives of the Centre.

- 3.2 Permanent GW pattern boards may be fixed to selected buildings to mark facilities or indicate their proximity but not to direct from other areas. They should specifically identify the type of facilities at the Centre akin to those that GWR passengers would have used and may include ‘Gentlemen’, ‘Ladies’, ‘Refreshment Room’, ‘Relics Display’, ‘Air Raid Shelter’ and ‘Carriage Display’. Signs which are not actual or replicas of GWR installed signs should be as limited in number, unobtrusive and as small as possible as is consistent with imparting to all visitors such information as represents adequately the sign’s purpose.
- 3.3 Other freestanding moveable signs may be brought out for events.
- 3.4 A schedule of standard terms for facilities and features, for use in signage, is outlined in the Site publicity and signage policy schedule.

4.0 Labels and display notices

- 4.1 Labels should be in Arial font at a minimum of 14 point to aid readability and comply with the Access Policy. Lettering should be black on white paper.
- 4.2 Labels should be a maximum of 20 words saying what the object is, how it was used and who used it (as appropriate).
- 4.3 Notices should be in Cheltenham font at a minimum of 16 point.

5.0 Printed matter and websites

- 5.1 Printed matter for Didcot Railway Centre comprises the Guidebook, Leaflets and summaries, Young Visitor Guide, any other publications featuring the Centre and material presented on GWS websites.

6.0 Interpretation materials

- 6.1 Interpretation should follow the following principles:
 - use pictures rather than words. Ideally, the pictures should not be of the object itself but should illustrate an aspect of the object that visitors cannot see, eg a carriage in use as a holiday home.
 - use hierarchical text with 30 words in bold to encapsulate the main message and 200 words maximum for the detail.
 - further detail may be available in a different format, eg a laminated information sheet, a website accessed by a QR code, or a computer terminal that visitors can use.
- 6.2 Outdoor interpretation signs should follow the design determined by the Signage Policy Group from time to time. The text should be an Arial font at a minimum of 14 point to aid readability and comply with the Access Policy. Large signs should be fixed to a vertical rail. Small signs (A3 or A4) should be fixed to a vertical boiler tube.

- 6.3 Engine Information Boards (EIBs) should be A3 size if fitted on the engines or A4 size if framed on the wall. The text should be black lettering on a white background in Arial font at a minimum of 14 point to aid readability and comply with the Access Policy. The EIBs should be illustrated with a picture of the engine.
- 6.4 Carriage Information Sheets (CISs) should be A4 size with black lettering on cream paper. The text should be in Arial font at a minimum of 14 point to aid readability and comply with the Access Policy. The CISs should include a photograph of the carriage.
- 6.5 Texts may highlight links with other items to encourage visitors to explore the Centre.
- 7.0 **Standard terms**
- 7.1 A schedule of standard terms for facilities and features, for use in all printed matter and signage, is set out in the Site Publicity and Signage Policy Schedule.

15 June 2023