



WAYFINDING STRATEGY

March 2026



01

External Routing + Stadium
External

STRATEGY

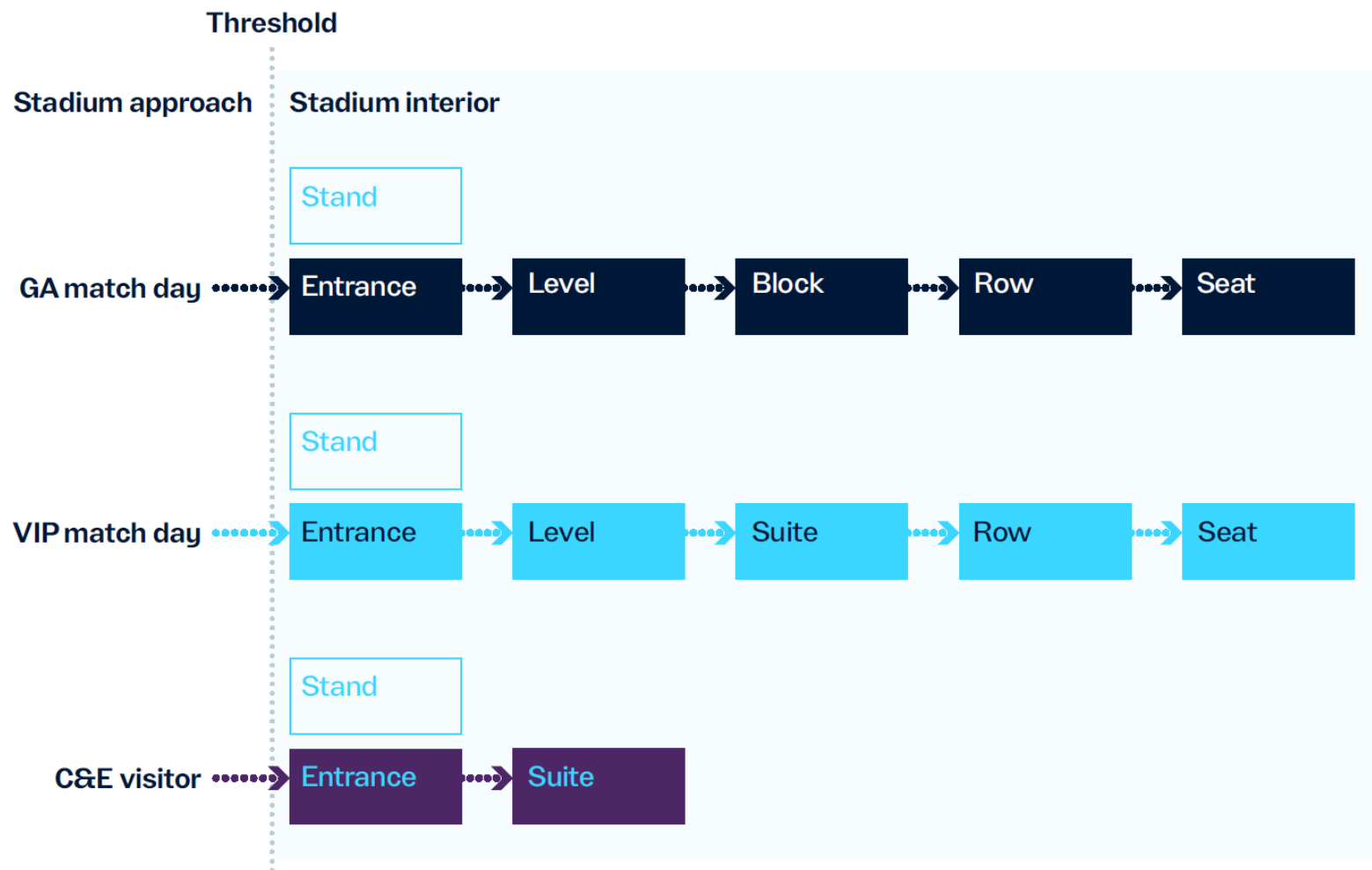
ENTRANCE FIRST DIRECTIONS

In order to put in place a two-speed information system, it is necessary to establish where people are making choices, define what these steps are called, and make sure these names are used consistently in all contexts.

In the case of Etihad Stadium, agreeing an entrance-first approach to wayfinding key.

It is a necessary foundation to a fast and slow information system, as it allows specific interior destinations such as hospitality suites to be associated with specific entrances.

Entrances can be directed to with minimal information.



STRATEGY

FAST, MEDIUM AND SLOW INFORMATION

FIXED



FAST USE - SECONDARY

- Campus/stadium destinations
- Variable routes

SLOW & DETAILED USE

- Stadium destinations
- Campus destinations
- Fixed routes

- Fast information that can be used with minimum effort, at a glance, while moving
- Medium for important destinations in a less pressured operational context
- Slow information that can be interrogated, where people can stop and read if needed

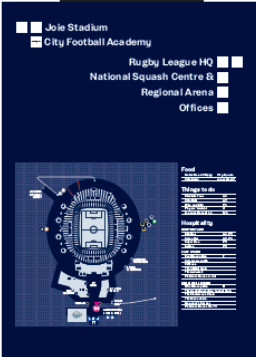
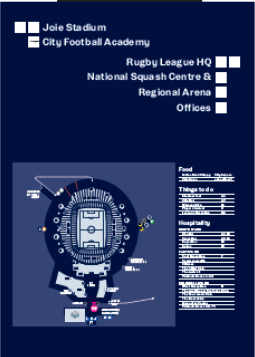
STRATEGY
DESTINATIONS



MATCH DAY



NON-MATCH DAY



EXTERIOR SIGNS FOUR SIDED HERO SIGN



Reflecting the building's offset and sheer volumes, elevated and cantilevered from a central column



The use of digital to create an immersive and flexible wayfinding system



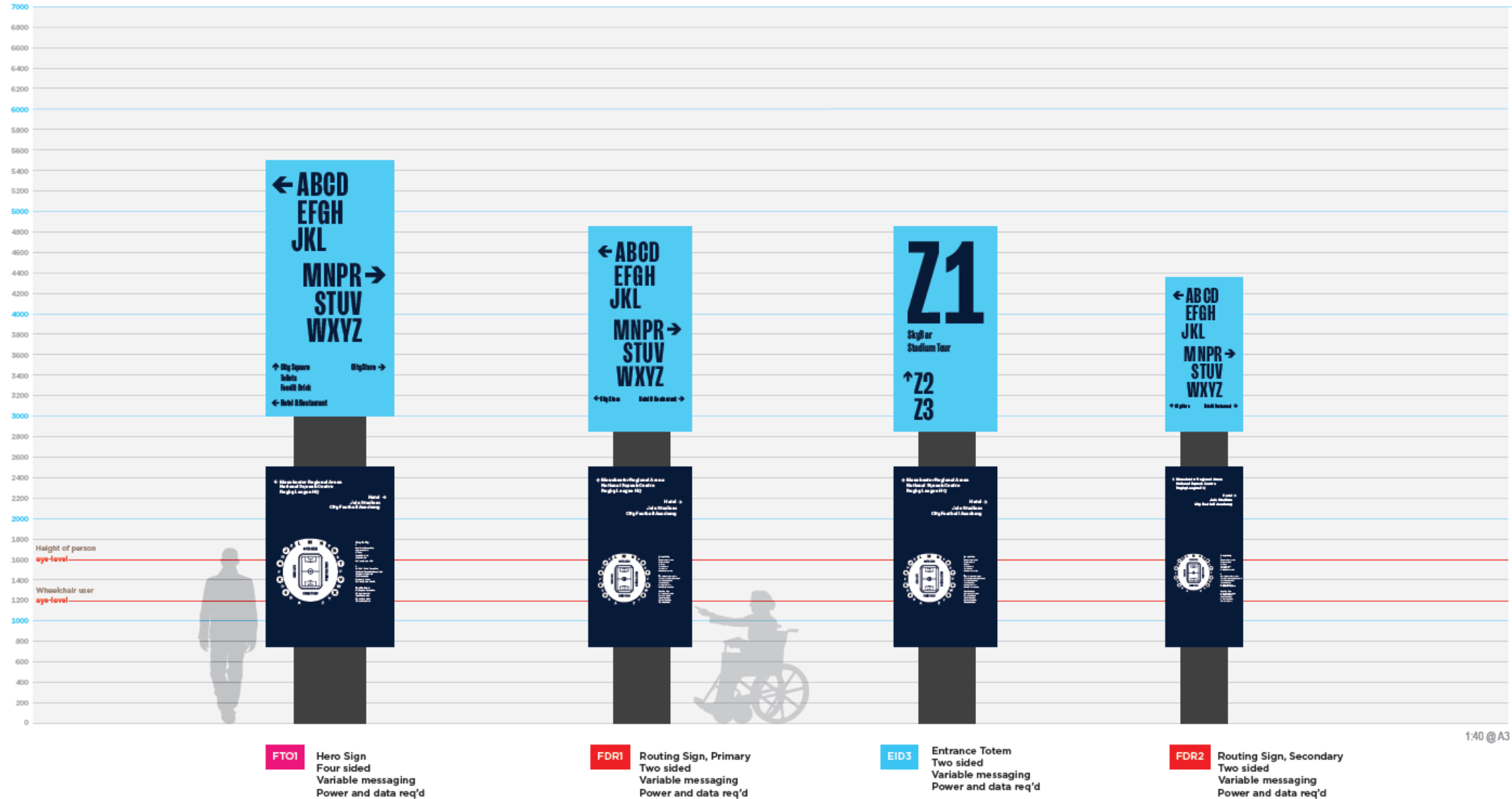
Utilising the City Dark Blue for a neutral backdrop catering for all Etihad destinations whilst still aligning to the City Brand



Dark grey slate finish in reveals of architectural massing

SIGN FAMILY

EXTERNAL



STRATEGY

SIGN POSITIONING PRINCIPLES

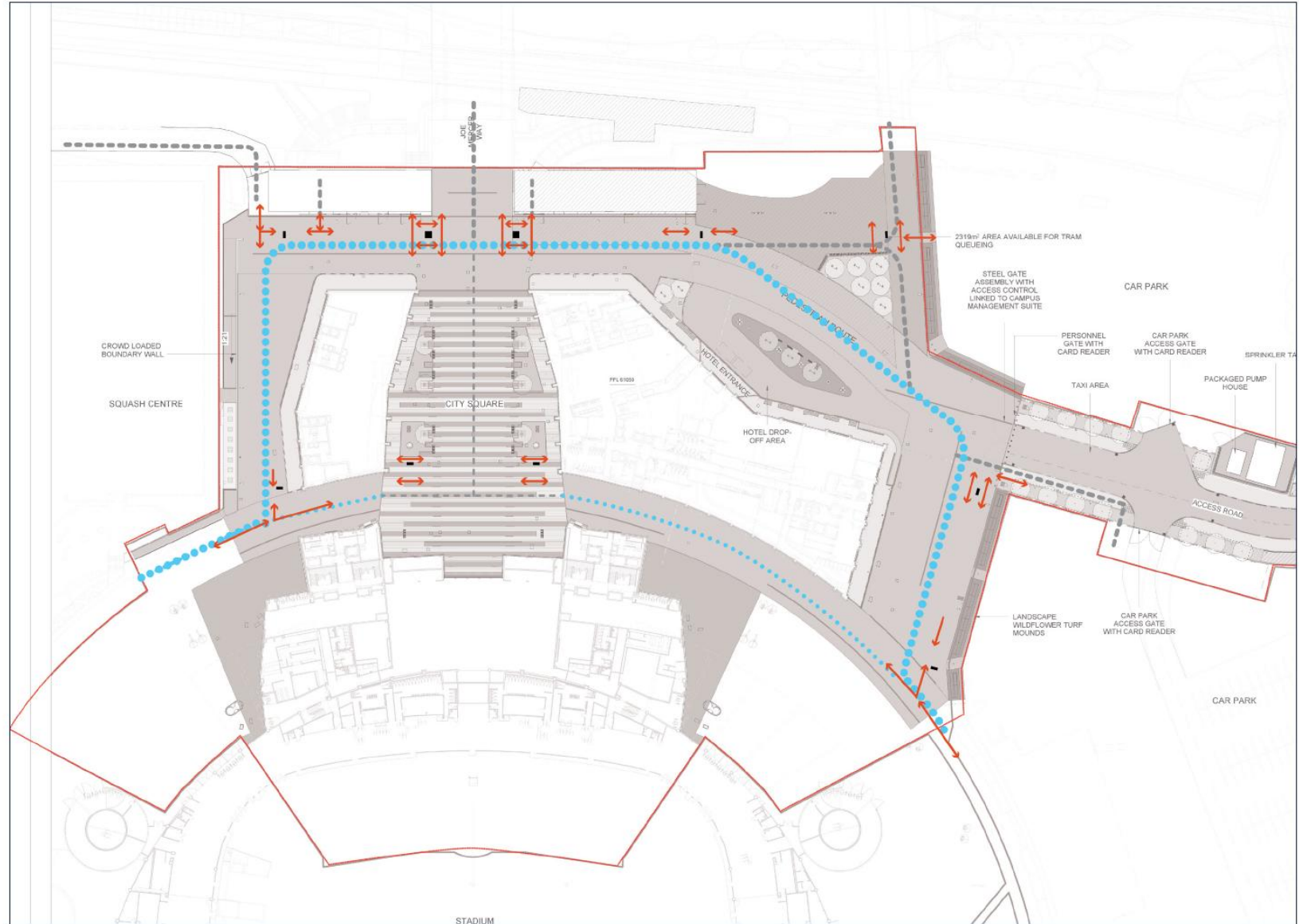
Signs should be positioned to

- Keep views clear through to City Square
- Mark and make the primary route visible as a trail
- Face people making decisions, support decision-making and explain route choices
- The hero-sign location needs some variable messaging to address the varying operational modes

Crowd Considerations

Throughout the North Stand Project, Movement Strategies have been engaged at every stage to review crowd interaction with temporary and permanent states of the site.

They reviewed and fed into the final locations of the totems to ensure that they facilitated crowd movement.

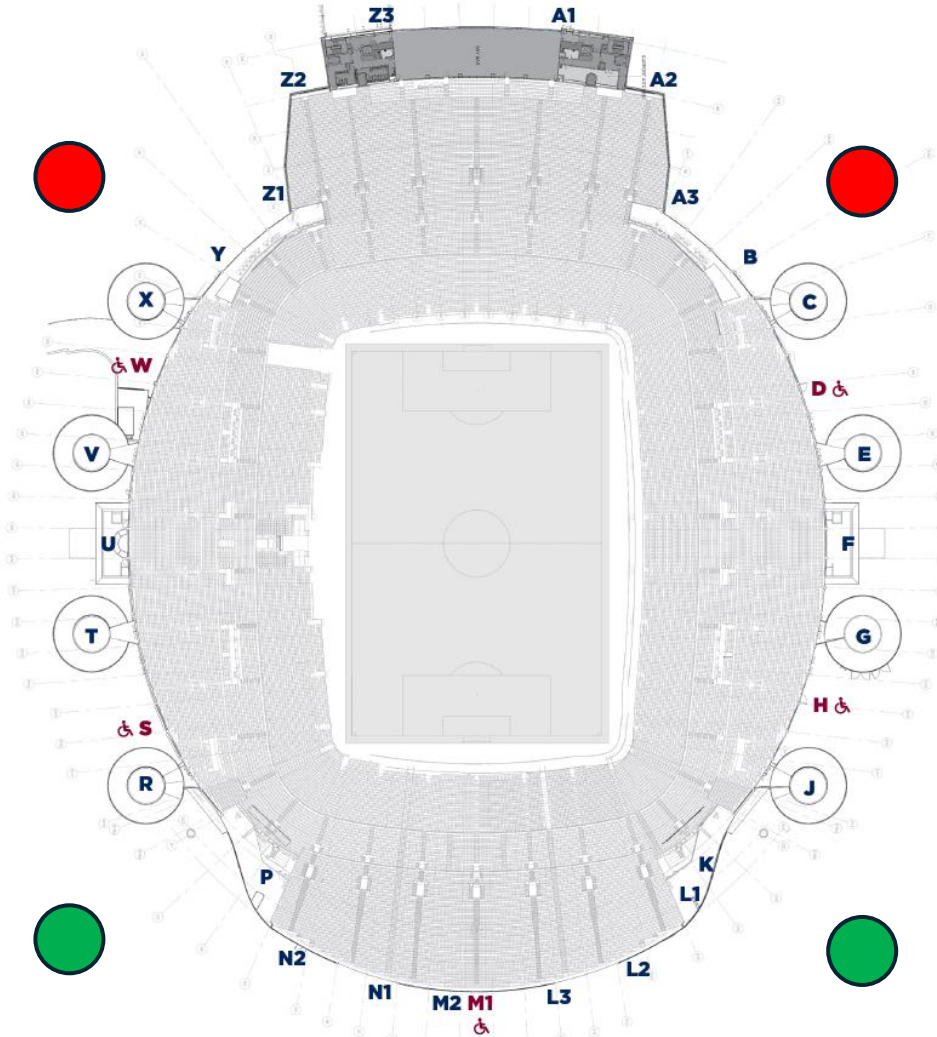


Previous Site Totem Strategy

The site originally had 4 large static totems in the 4 quadrants of the stadium (NW/NE/SE/SW).

The two northern locations were removed to due to the construction works as the interfaced with the buildability of the project.

The southern two have been re branded to align with the new strategy.



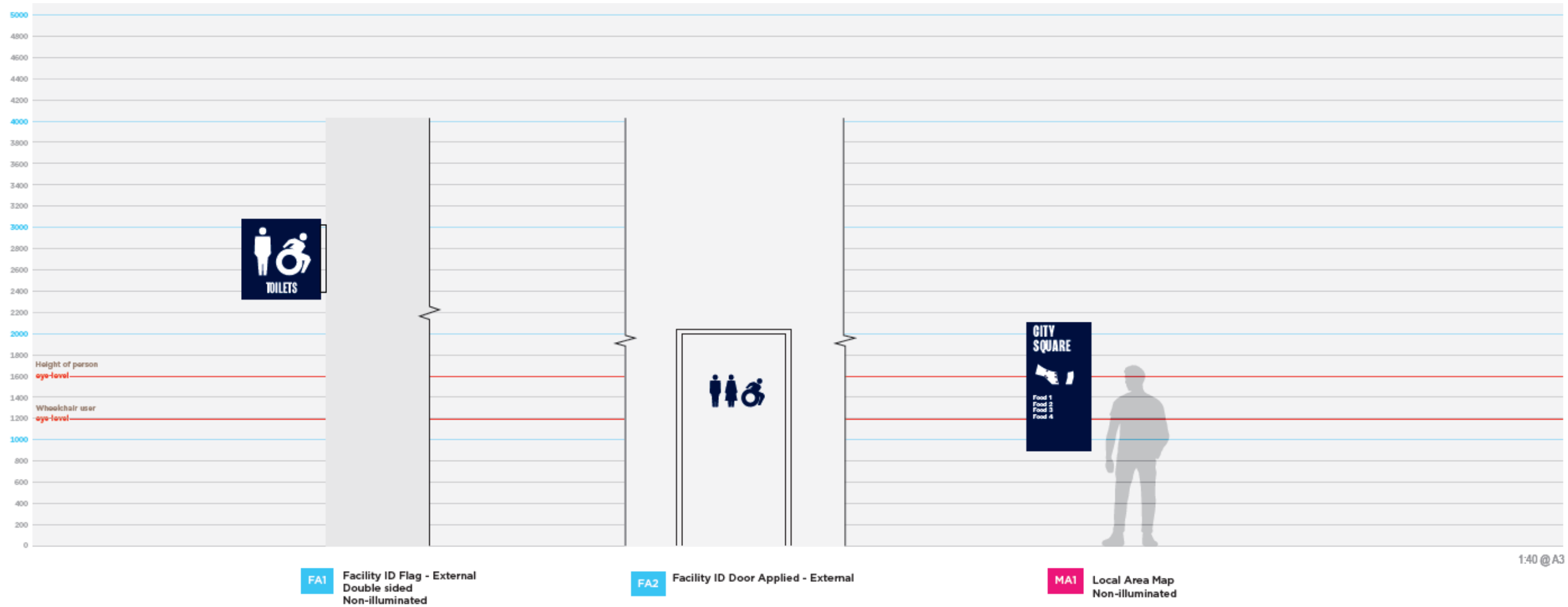
SIGN FAMILY

EXTERNAL



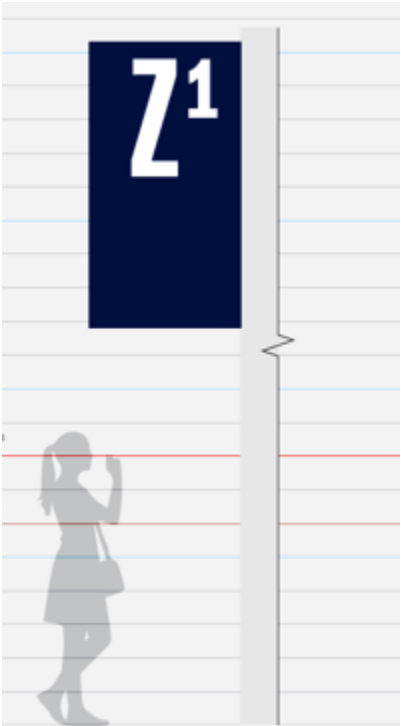
SIGN FAMILY

EXTERNAL



SIGN FAMILY

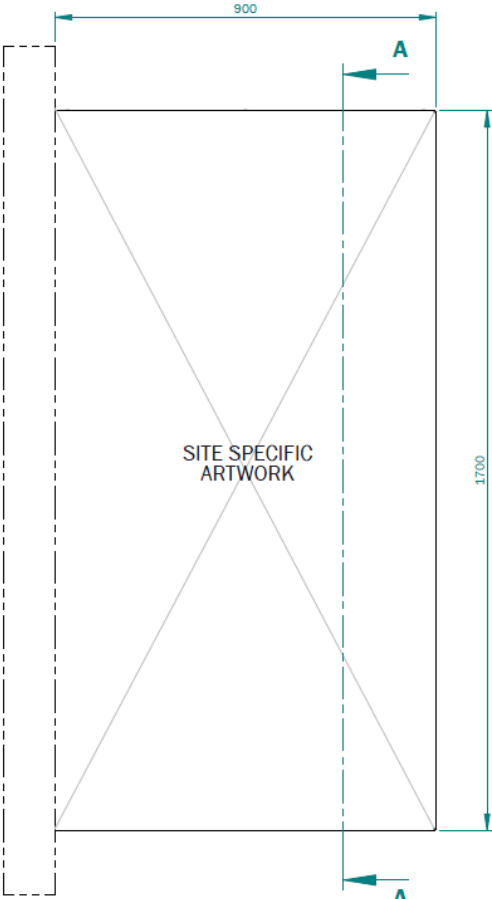
EXTERNAL



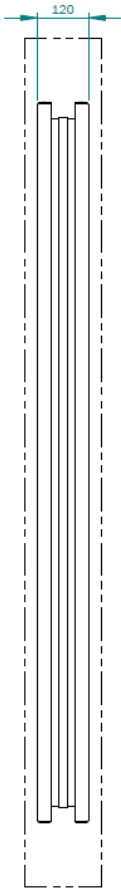
SPECIFICATION OVERVIEW:

MAIN FRAMEWORK MADE FROM WELDED ALUMINIUM SECTIONS WITH 10mm WALL PLATE. GRAPHIC PANEL MANUFACTURED FROM 3mm ALUMINIUM POWDERCOATED STEEL BLUE RAL 5011, 60% GLOSS WITH GRAPHIC SCREEN PRINTED TO FACE. PANEL TO BE FITTED OVER FOLDED ALUMINIUM BRACKET. FRAMEWORK TO BE OVERCLADED WITH 1.5mm FOLDED ALUMINIUM PANEL. BRACKET AND CLADDING TO BE POWDERCOATED STEEL BLUE RAL 5011, 60% GLOSS. 20mm LIGHT BLUE VINYL STRIP TO BE APPLIED TO FRAMEWORK CLADDING. SIGN TO BE MOUNTED ON SITE USING SITE SPECIFIC FIXINGS, SUITABLE TO THE BACKGROUND CONDITIONS.

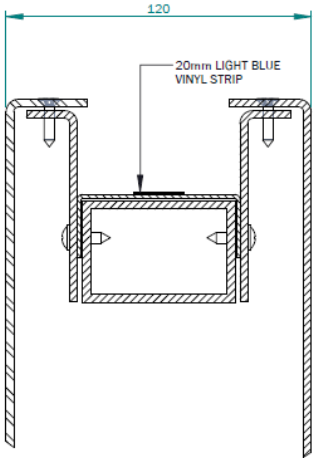
SIGN IS NON-ILLUMINATED.
SIGN WEIGHT: 60kg



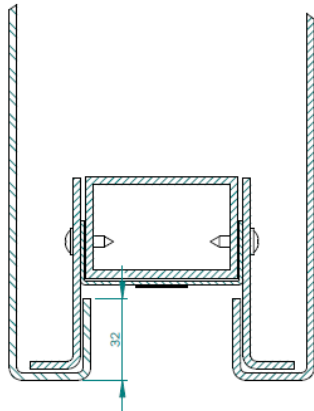
FRONT ELEVATION
SCALE_1 : 12



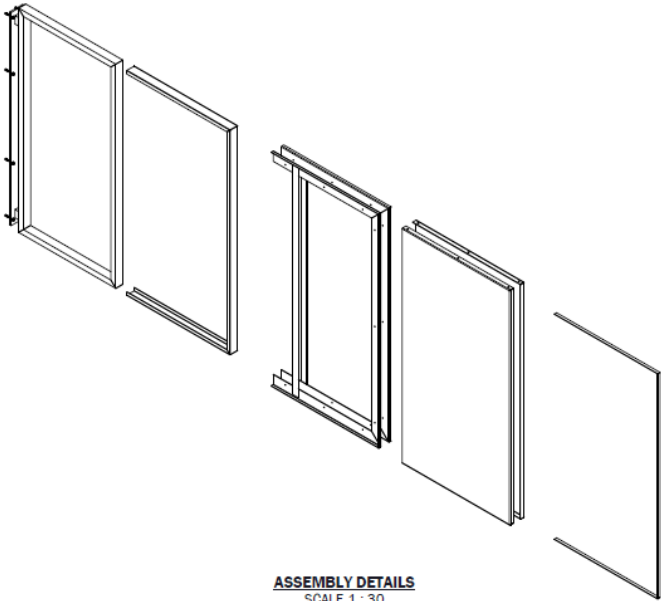
SIDE ELEVATION
SCALE_1 : 12



TOP SECTION THROUGH
SCALE_1 : 2



BOTTOM SECTION THROUGH
SCALE_1 : 2



ASSEMBLY DETAILS
SCALE_1 : 30

SIGN FAMILY

EXTERNAL



EID5

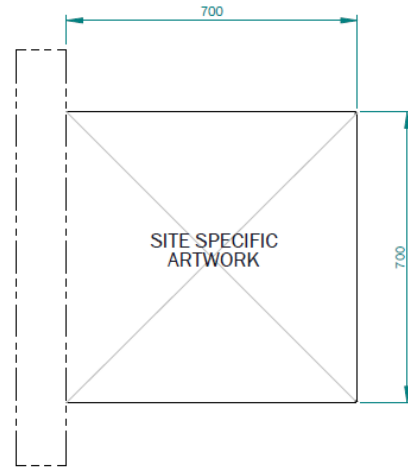
Entrance Name Flag
Double sided
Non-illuminated

SPECIFICATION OVERVIEW:

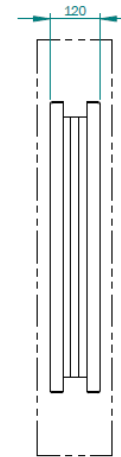
MAIN FRAMEWORK MADE FROM WELDED ALUMINIUM SECTIONS WITH 10mm WALL PLATE. GRAPHIC PANEL MANUFACTURED FROM 3mm ALUMINIUM POWDERCOATED STEEL BLUE RAL 5011, 60% GLOSS WITH GRAPHIC SCREEN PRINTED TO FACE. PANEL TO BE FITTED OVER FOLDED ALUMINIUM BRACKET. FRAMEWORK TO BE OVERCLADED WITH 1.5mm FOLDED ALUMINIUM PANEL. BRACKET AND CLADDING TO BE POWDERCOATED STEEL BLUE RAL 5011, 60% GLOSS. 20mm LIGHT BLUE VINYL STRIP TO BE APPLIED TO FRAMEWORK CLADDING. SIGN TO BE MOUNTED ON SITE USING SITE SPECIFIC FIXINGS, SUITABLE TO THE BACKGROUND CONDITIONS.

SIGN IS NON-ILLUMINATED.

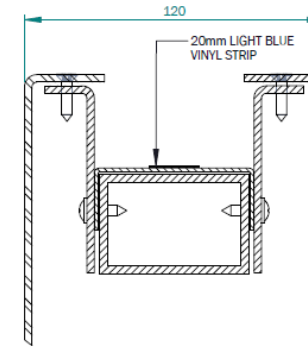
SIGN WEIGHT: 21kg



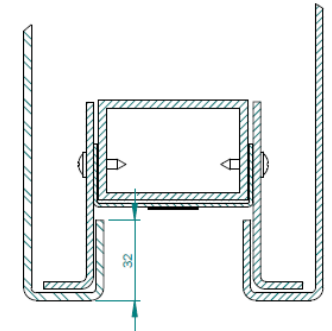
FRONT ELEVATION
SCALE_1: 12



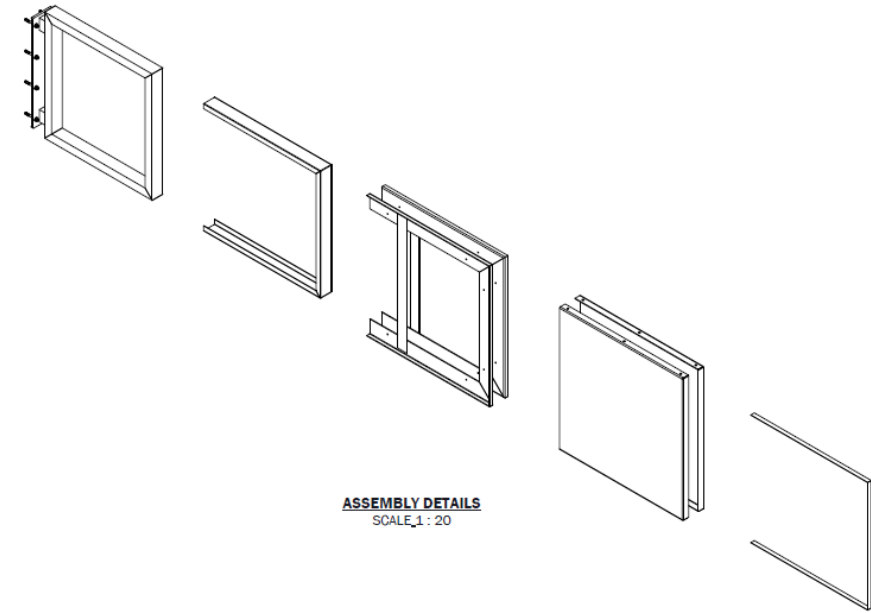
SIDE ELEVATION
SCALE_1: 12



TOP SECTION THROUGH
SCALE_1: 2



BOTTOM SECTION THROUGH
SCALE_1: 2



ASSEMBLY DETAILS
SCALE_1: 20

SIGN FAMILY

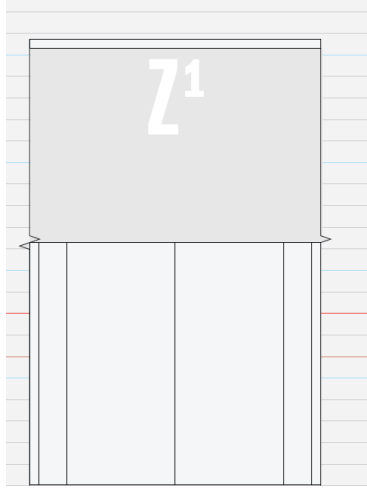
EXTERNAL

SPECIFICATION OVERVIEW:

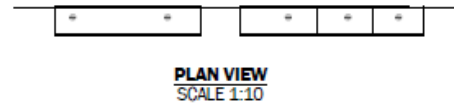
LETTER FACES MANUFACTURED FROM 2mm ALUMINIUM AND WELDED TO 0.9mm ALUMINIUM RETURNS, POWDERCOATED WHITE RAL 9016, 60% GLOSS. LETTER BACK CUT FROM 3mm WHITE ACM. 30x30x3mm ANGLES TO BE RIVETED TO ACM BACK TO ALLOW FOR RETURN FIXINGS (NOT VISIBLE FROM GROUND LEVEL AND TO BE TOUCHED UP TO MATCH RETURN COLOUR). SIGN TO BE MOUNTED ON SITE USING SITE SPECIFIC FIXINGS, SUITABLE TO THE BACKGROUND CONDITIONS.

SIGN IS NON-ILLUMINATED.

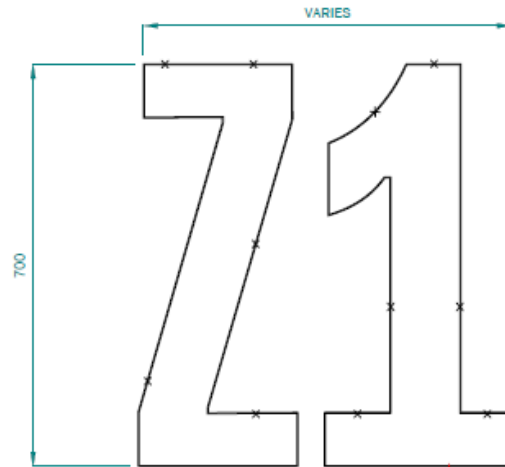
APPROX. WEIGHT OF 1 LETTER: 1.9kg.



EID12 Entrance ID
Single sided
Non-Illuminated

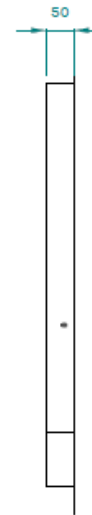


PLAN VIEW
SCALE 1:10

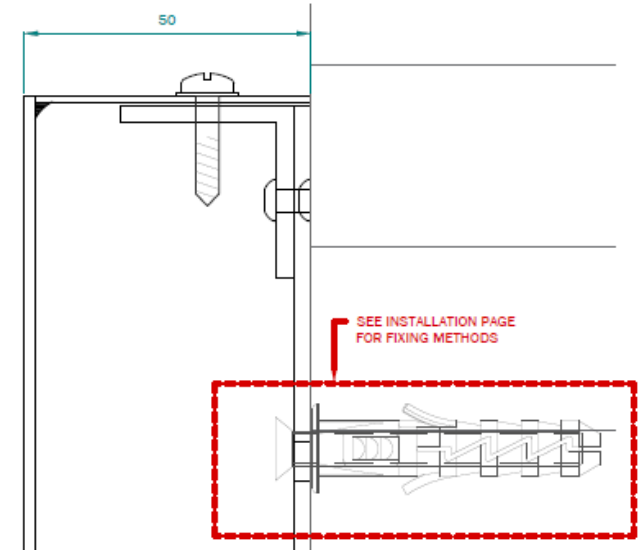


FRONT ELEVATION
SCALE 1:10

INDICATIVE ONLY
ARTWORK TO BE CONFIRMED



SIDE ELEVATION
SCALE 1:10

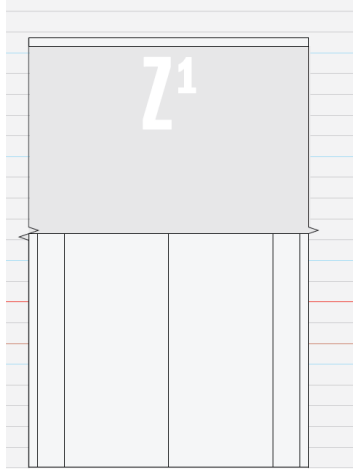


SEE INSTALLATION PAGE
FOR FIXING METHODS

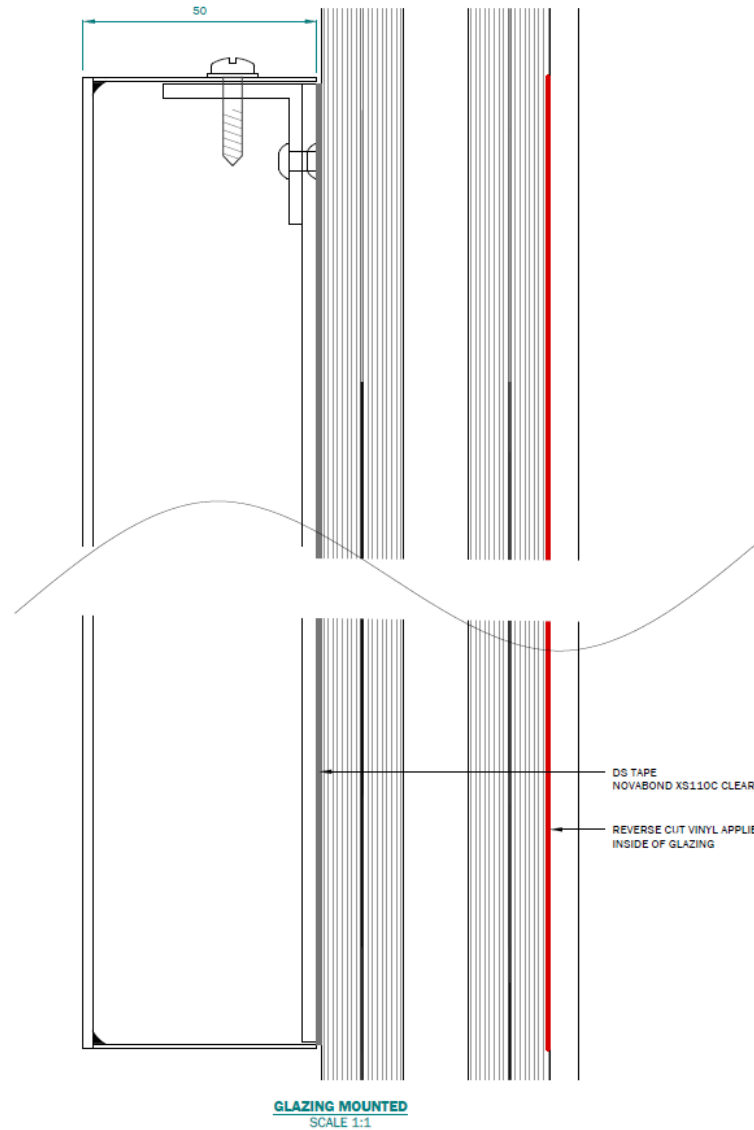
SECTION TROUGH
SCALE 1:1

SIGN FAMILY

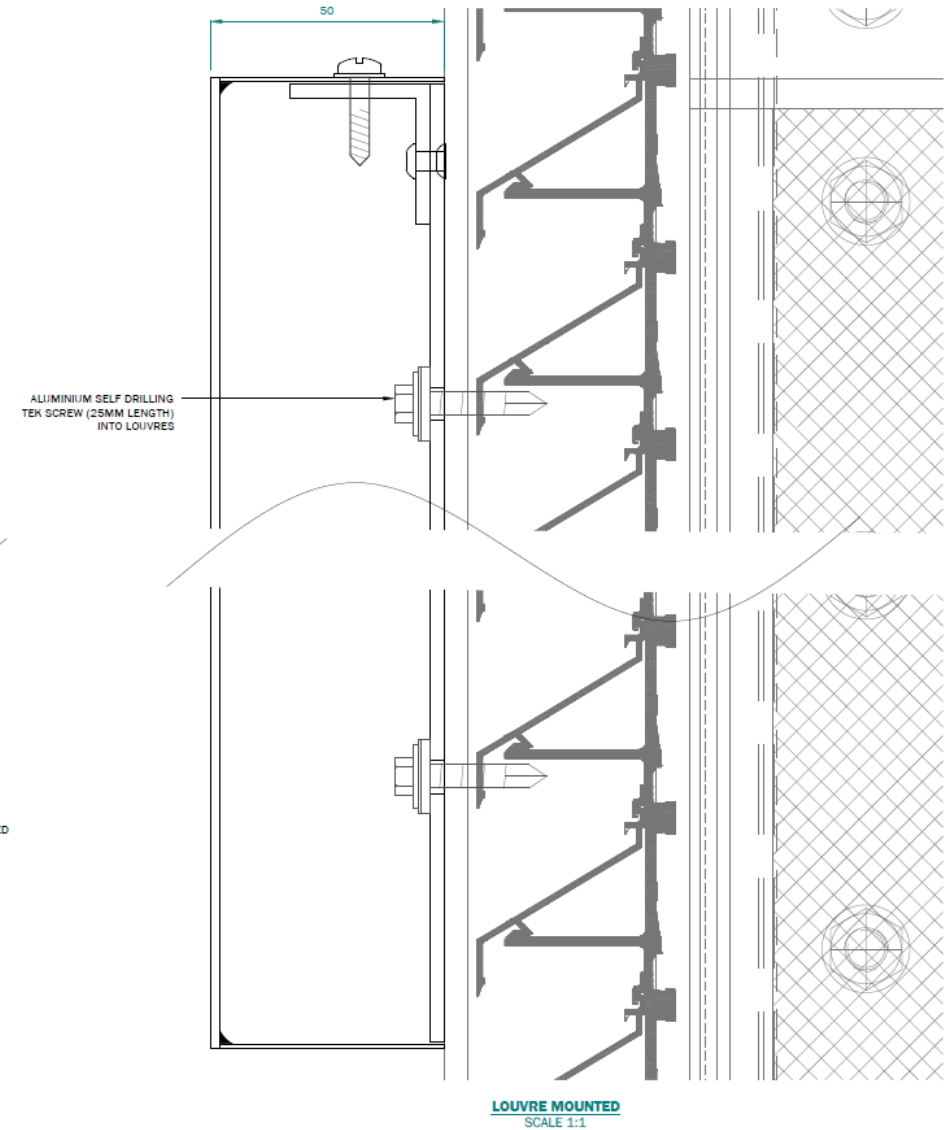
EXTERNAL



EID12 Entrance ID
Single sided
Non-illuminated



APPROX. WEIGHT OF 1 LETTER: 1.9kg



SIGN FAMILY

EXTERNAL



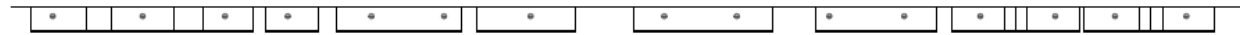
EID.4 Entrance Name
Non-Illuminated

SPECIFICATION OVERVIEW:

LETTER FACES MANUFACTURED FROM 2mm ALUMINIUM AND WELDED TO 0.9mm ALUMINIUM RETURNS, POWDERCOATED WHITE RAL 9016, 60% GLOSS. LETTER BACK CUT FROM 3mm WHITE ACM. 30x30x3mm ALUMINIUM ANGLES TO BE RIVETED TO ACM BACK TO ALLOW FOR RETURN FIXINGS (NOT VISIBLE FROM GROUND LEVEL AND TO BE TOUCHED UP TO MATCH RETURN COLOUR). SIGN TO BE MOUNTED ON SITE USING SITE SPECIFIC FIXINGS, SUITABLE TO THE BACKGROUND CONDITIONS

SIGN IS NON-ILLUMINATED.

APPROX WEIGHT OF 1 LETTER : 1.6kg

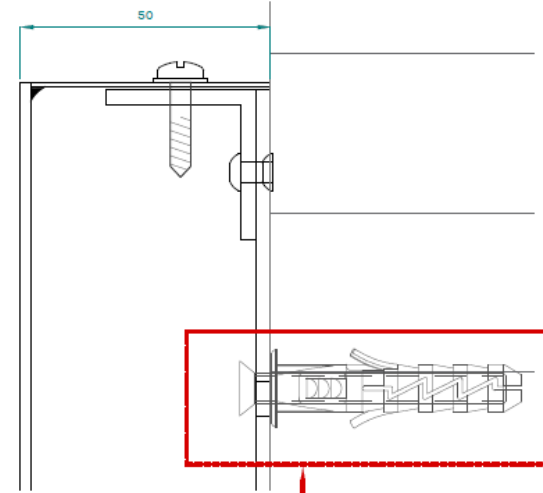


PLAN VIEW
SCALE 1:10



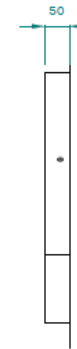
FRONT ELEVATION
SCALE 1:10

INDICATIVE TEXT ONLY ARTWORK TO BE CONFIRMED



SECTION TROUGH
SCALE 1:1

SEE INSTALLATION PAGE
FOR FIXING METHODS



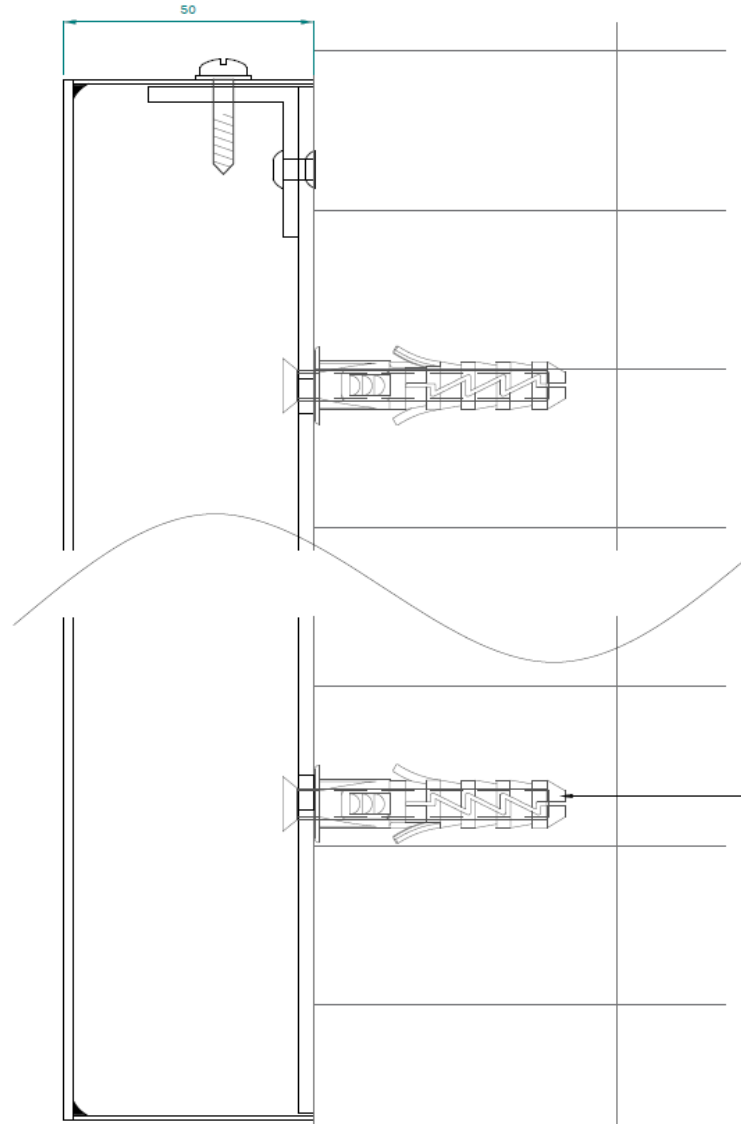
SIDE ELEVATION
SCALE 1:10

SIGN FAMILY

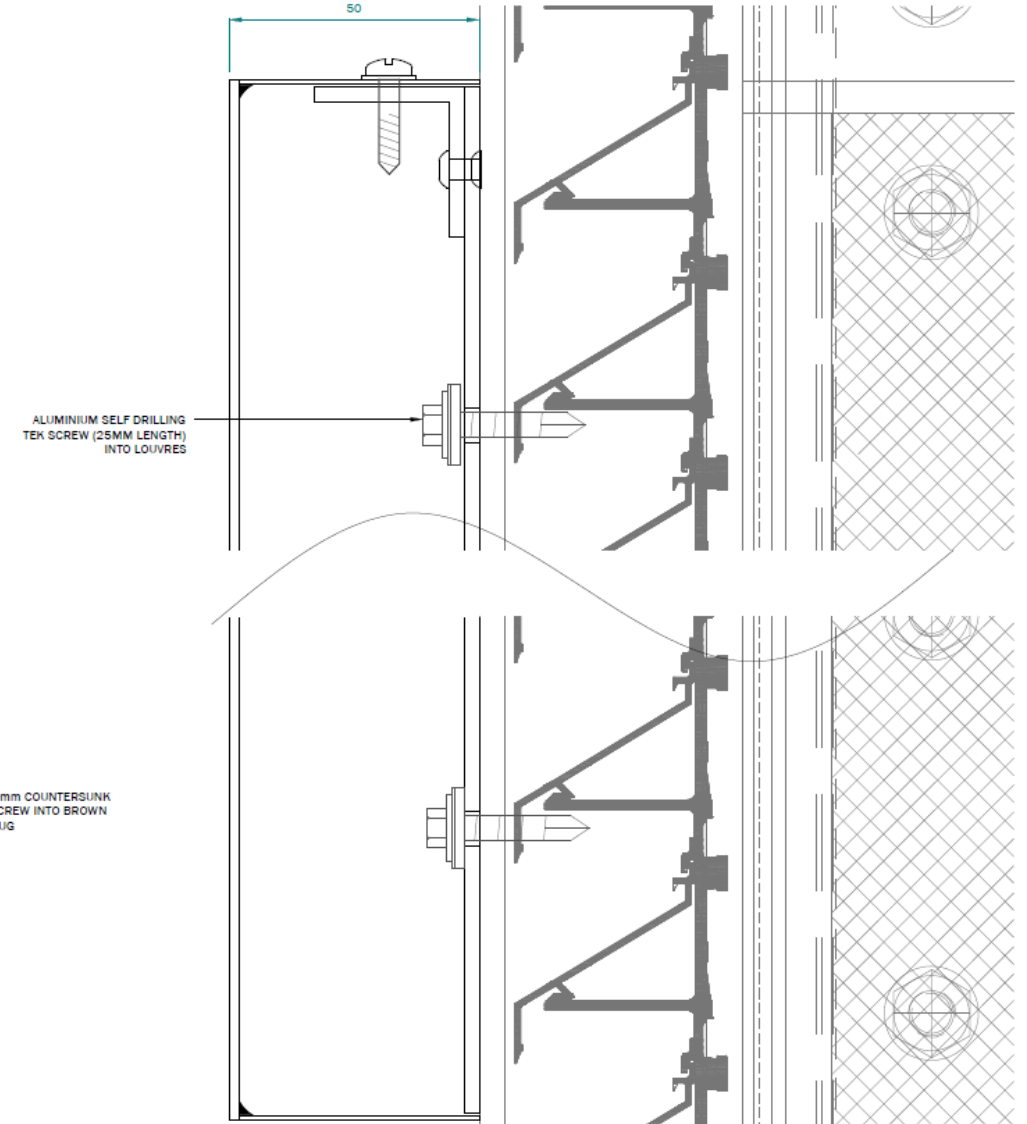
EXTERNAL



EID4 Entrance Name
Non-illuminated



BRICK MOUNTED
SCALE 1:1



LOUVRE MOUNTED
SCALE 1:1

APPROX WEIGHT OF 1 LETTER : 1.6kg

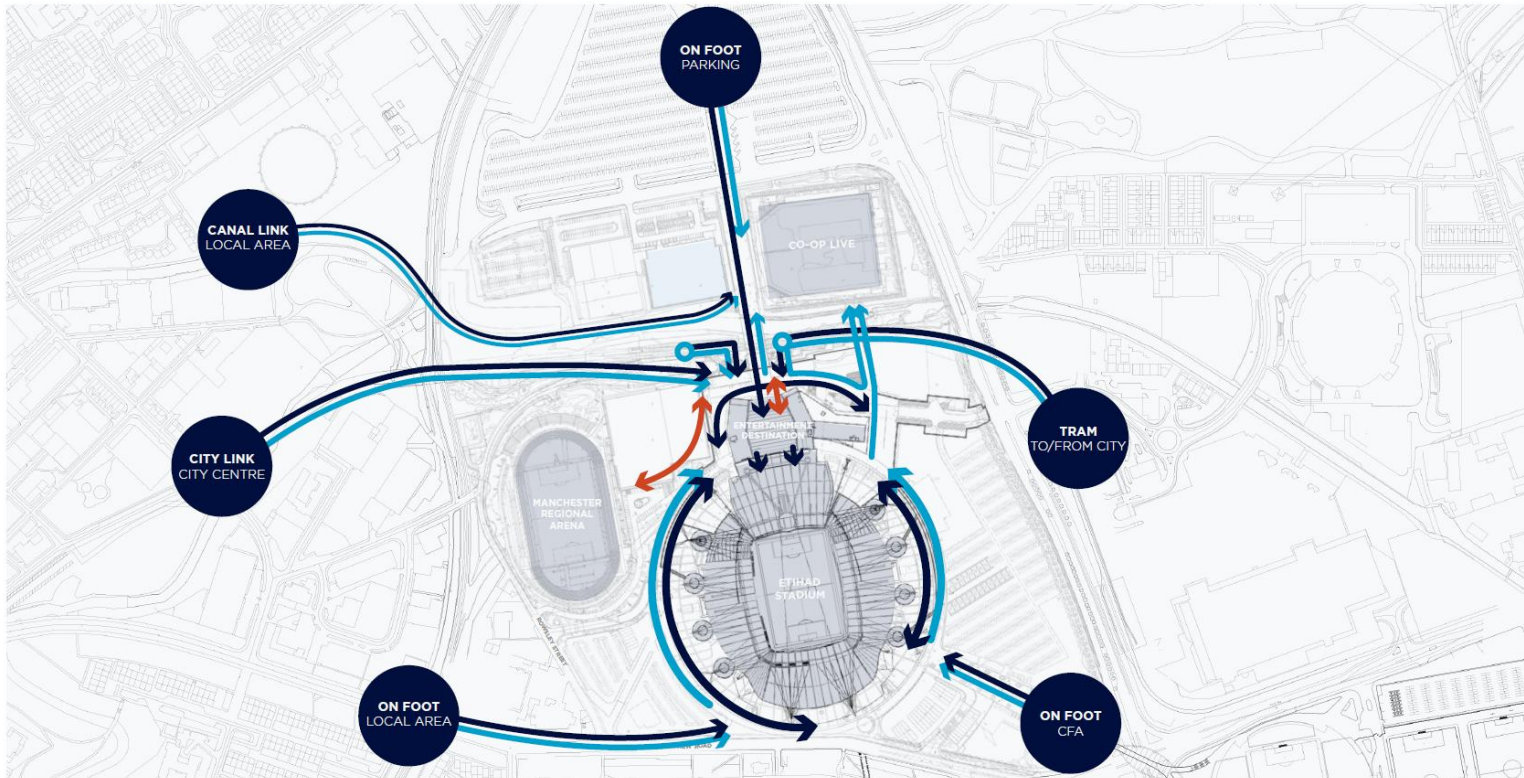
Design Considerations

The North Stand development has triggered a full campus review of signage this has been split into 3 lots. The 3 lots are being delivered by the same design team and delivery team to ensure continuity across site.

Lot 1 – Wider Campus

This lot includes all the wider campus stakeholders – Tennis Centre/Regional Arena/COOP Live/Stadium/Hotel/Commercial Building.

03 Workshop
Reference Plan



Design Considerations

Lot 2 – Legacy Areas of the Stadium outside of NS Development

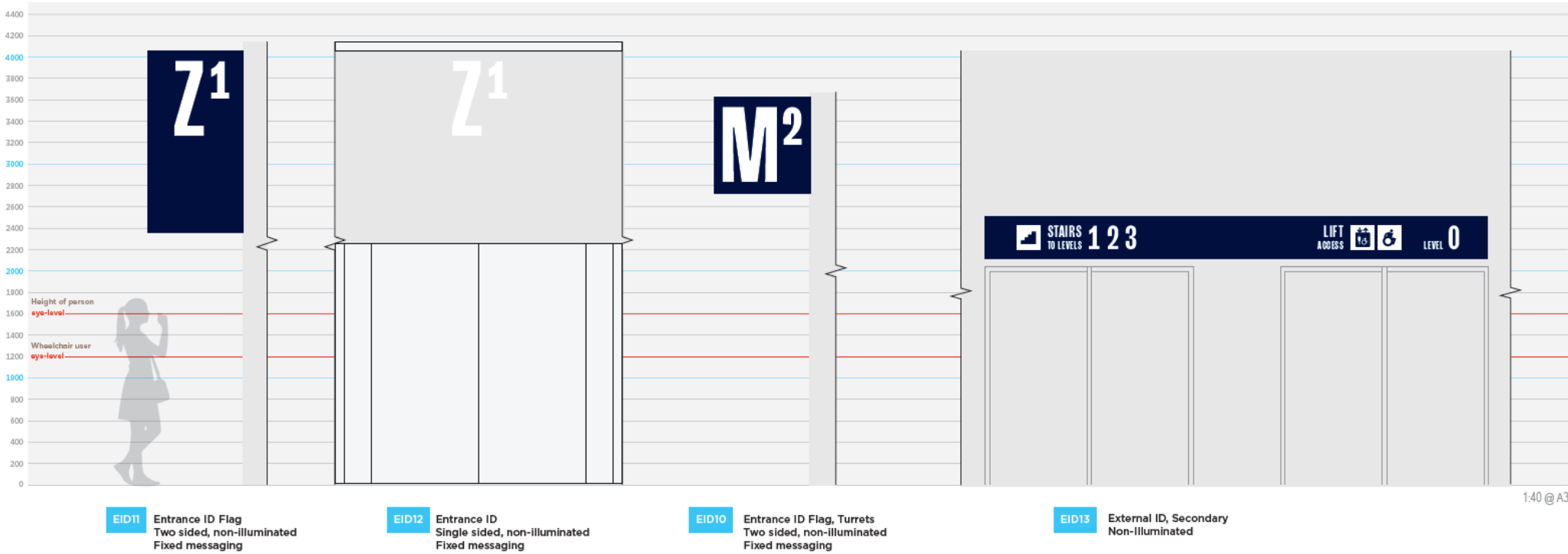
This lot captured the update of the existing stadium, internal and external, to align with the north stand upgrade. This update was complete in summer 2025 in anticipation for the NS opening.



Design Considerations

Lot 3 – North Stand Package

This lot covers the package outline in this document.





02

Commercial Building



02.1

Shop

Shop Signage Location Plan

1no External Location



Shop Signage Design Intent

1no External Location - FULL SPEC TBC



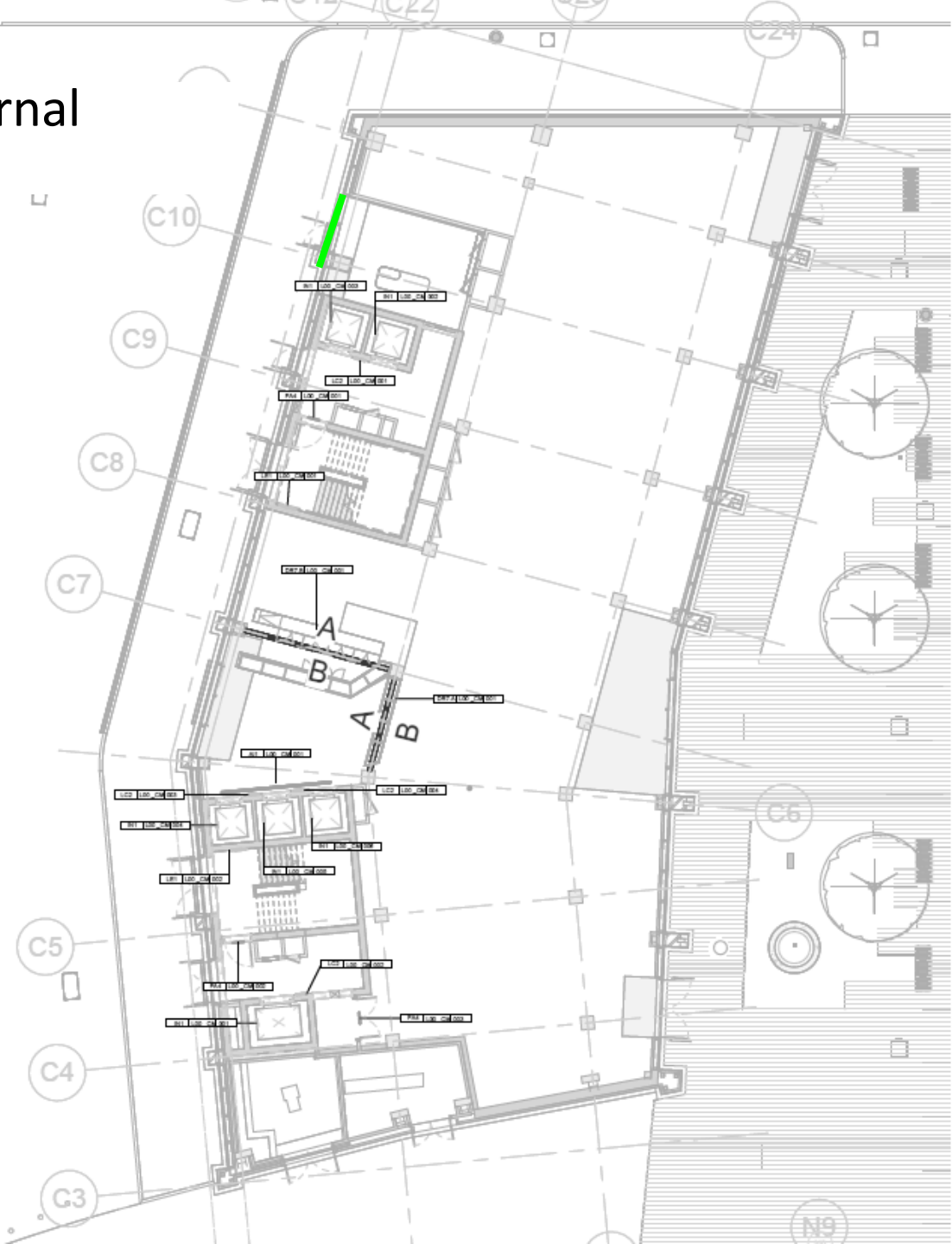


02.1

One Medlock Square

One Medlock Square External Location Plan

1 External One Medlock Sq. signs



One Medlock Square Design Intent

Full Spec TBC



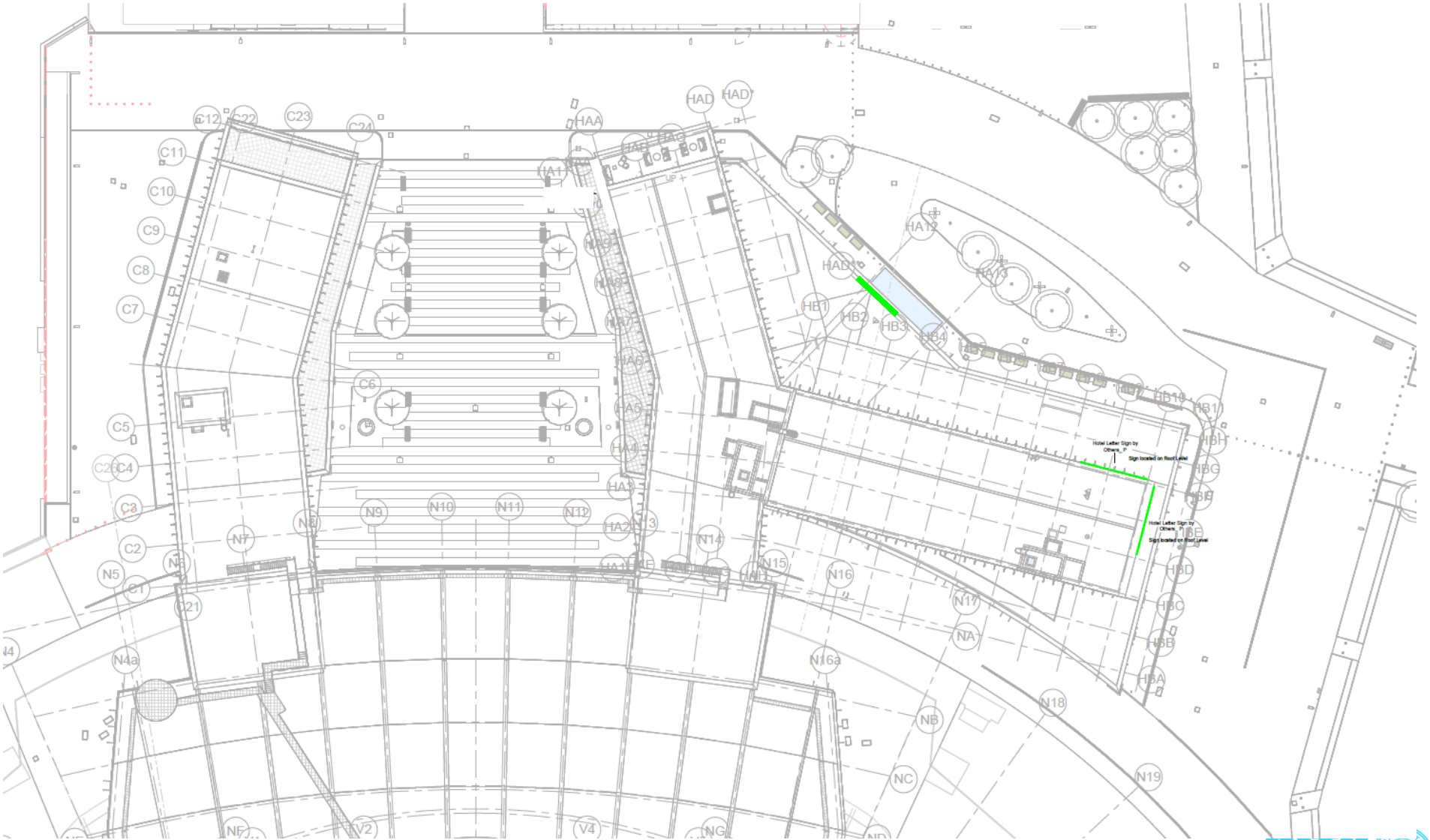


03

Hotel

Hotel External Location Plan

3no External Hotel Signs



Hotel External Design Intent

3no External Hotel signs

Full Spec TBC





04

F+B

Market Hall

Market Hall

Small Plates



Market Hall Design Intent

Full Spec TBC



Blend Design Intent

Flag sign and glazing branding

Final Specification TBC

Extruded sign



Window vinyls



Small Plates Location Plan

Full Spec TBC





04

Altitude

Altitude Entrance



Altitude Design Intent

Full Spec TBC

