



OUR
**SIGNAGE
MANUAL**

Introduction

The purpose of this Manual is to define the system, specifications, and construction details for each sign type. This document serves as a resource for both internal personnel and outside contractors to aid in the selection, fabrication and implementation of interior and exterior signs. The details outlined throughout this guide should be followed carefully to maintain absolute consistency in construction, materials, graphic language and messaging.

GATE ENTRANCE /BRANCH ENTRANCE

Main entrance light box design is produced in three size (see the show case)

Height is always 60 cm, but considering the installation space the width can vary

Material

Light Box

4mm Aluminum Panel painted with car Paint

20 x 30 RHS frame

Galvanized metal 28 gauge

3D or 2D thick emboss lettering with mica with minimum emboss 4cm

Lighting mica material should be petros red orange color, and if possible the logo mark

W5 meter X H 60 cm

Center



W4 meter X H 60 cm

Center



W3 meter X H 60 cm

Center



EXAMPLE



BUILDING ENTRANCE



Color

Our primary color should be based on the color pallet of kidus Petros hospital's brand

Material

Made with Light box and all the letters should have a thick 3D emboss. The thickness can vary due to the material used, the minimum should be 5 cm.

Front side is made of mica with aluminum frame around the letters

Lighting

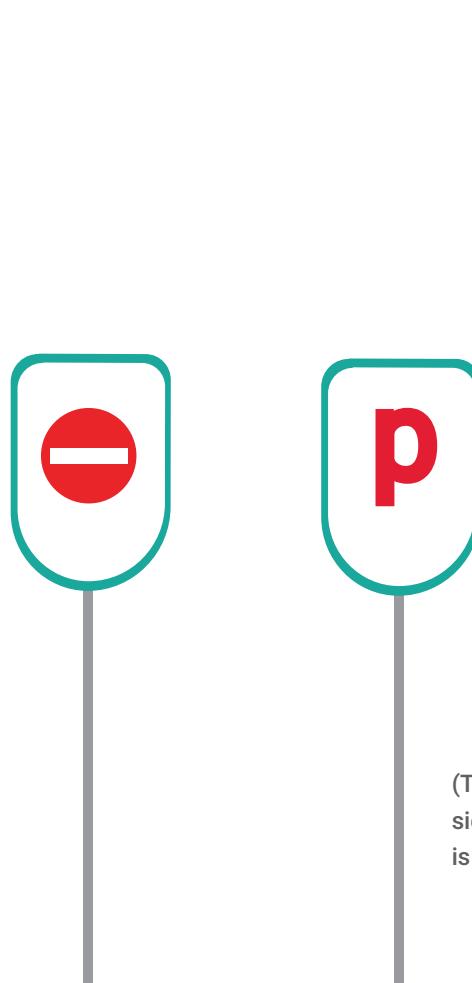
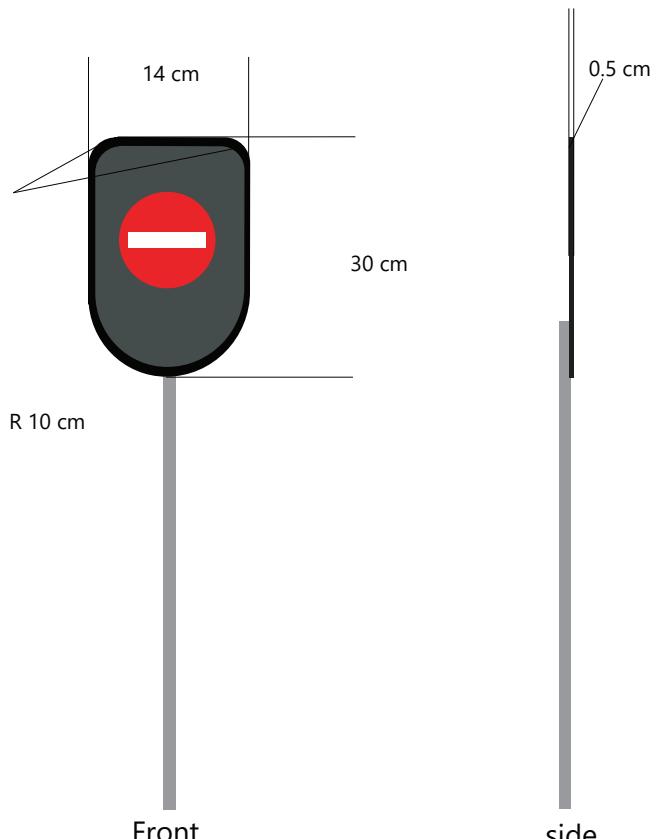
12V water proof LED light with power supply

For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

EXAMPLE



Regulatory information sign Stand



Color

Our primary color should be based on the color pallet and necessary signs.

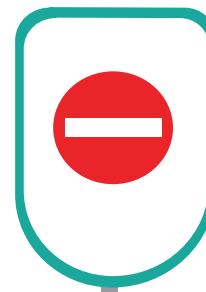
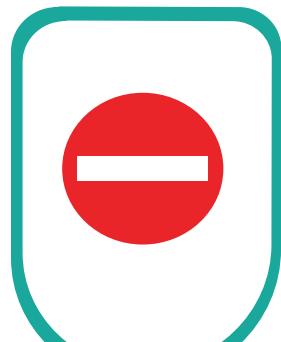
Material Choice

The material selection can be different materials; Sheet Metal. The stand should be stainless steel with diameter 2 or 5 cm.

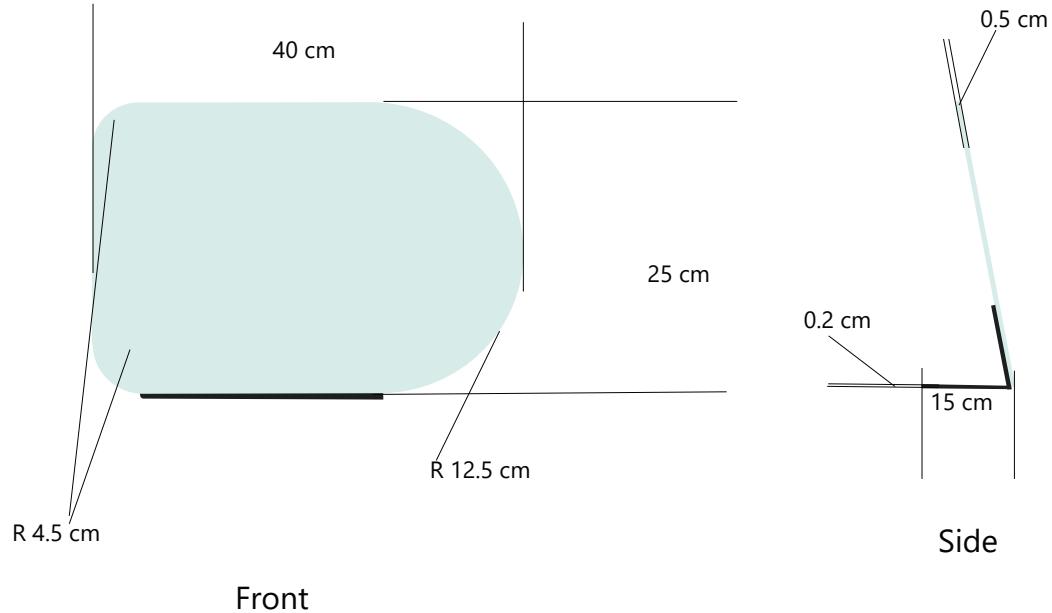
The thickness can vary due to the material used, the minimum should be 0.5 cm. The height also can vary as needed. The border is 2 cm wide.

(The Glass should be used for the indoor signage and car paint painted sheet metal is recommended for the exterior signage)

Example



OFFICE TABLE SIGNAGE ID



For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

(The Glass should be used for the indoor signage and car paint painted sheet metal

Color

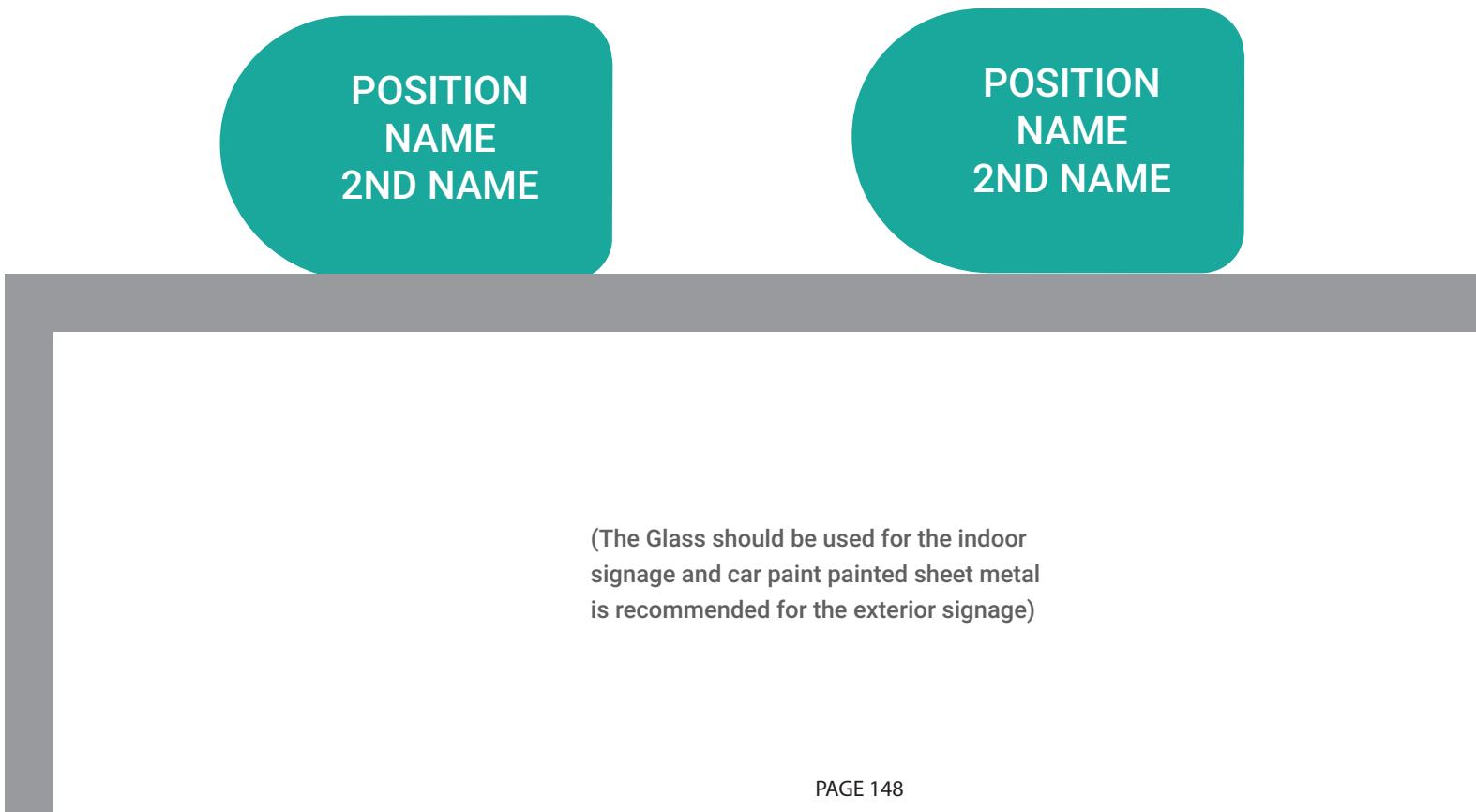
Our primary color should be based on the color pallet and necessary signs.

Material Choice

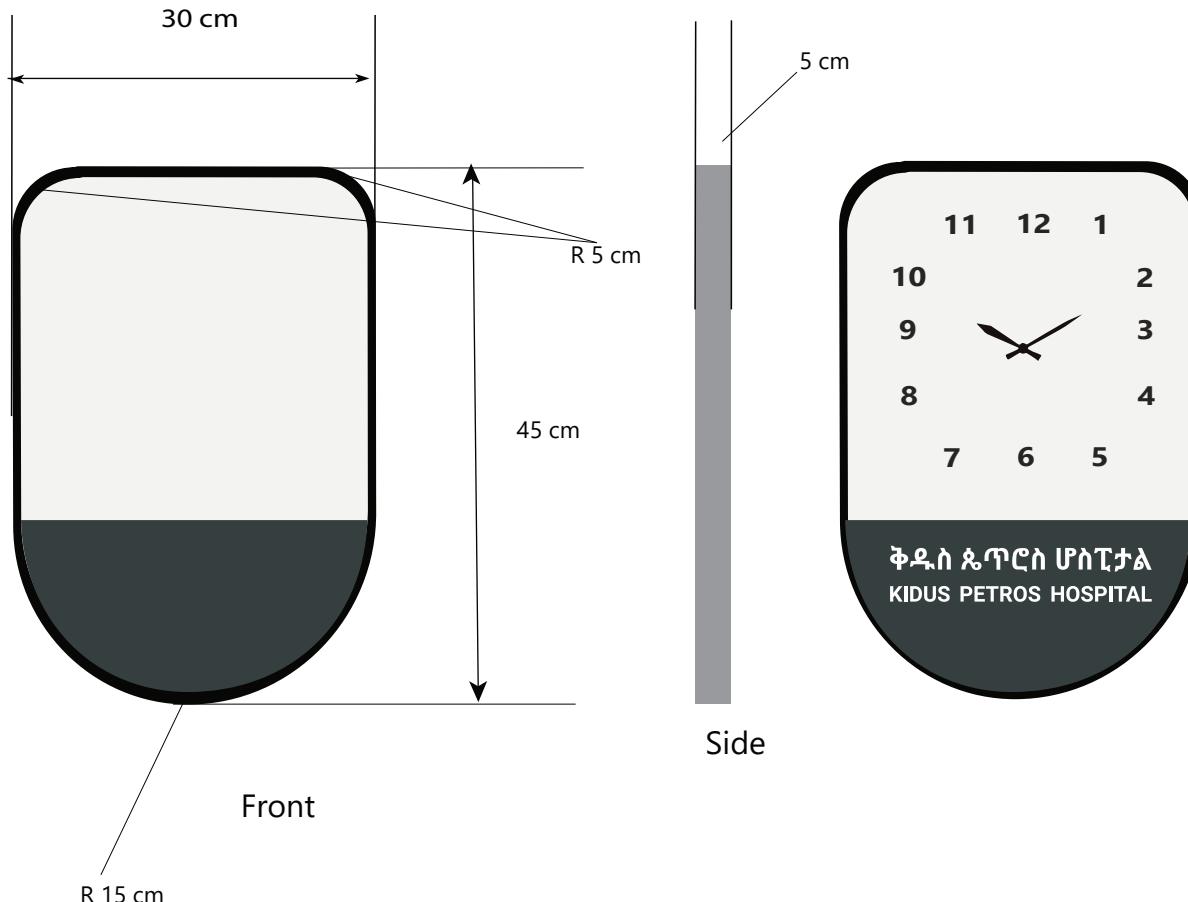
The material Selection can be different materials; Tempered glass or Sheet Metal with sticker or print on it.

The sign is angled with 70 degree and have 0.5 cm stainless steel base with the thickness can vary due to the material used ,the minimum should be 0.2 cm. The height also can vary as it needed.

Example



Office clock signage



Color

Our primary color should be based on the color pallet and necessary signs.

Material Choice

The material selection can be materials of clocks material.

The thickness can vary due to the material used ,the minimum should be 5 cm.

The size can vary as it needed for interior or exterior. The boarder is 3 cm wide.

For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

(The Glass should be used for the indoor signage and car paint painted sheet metal is recommended for the exterior signage)

Example



Building signage ID

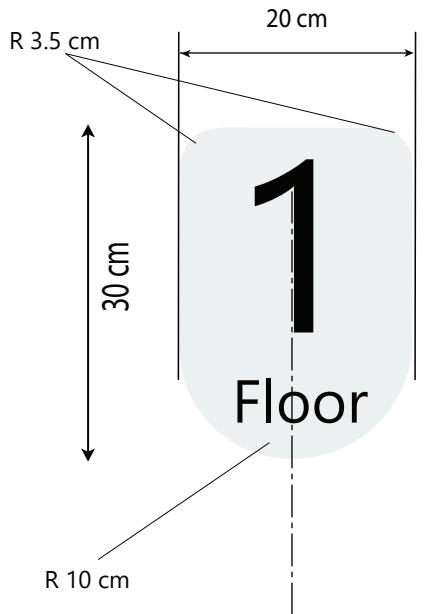
Color

Our primary color should be based on the color pallet and necessary signs.

Material Choice

The material selection can be different materials; light box, tempered glass or Sheet Metal with sticker or print on it.

The thickness can vary due to the material used ,the minimum should be 0.2 cm. The height also can vary as it needed.

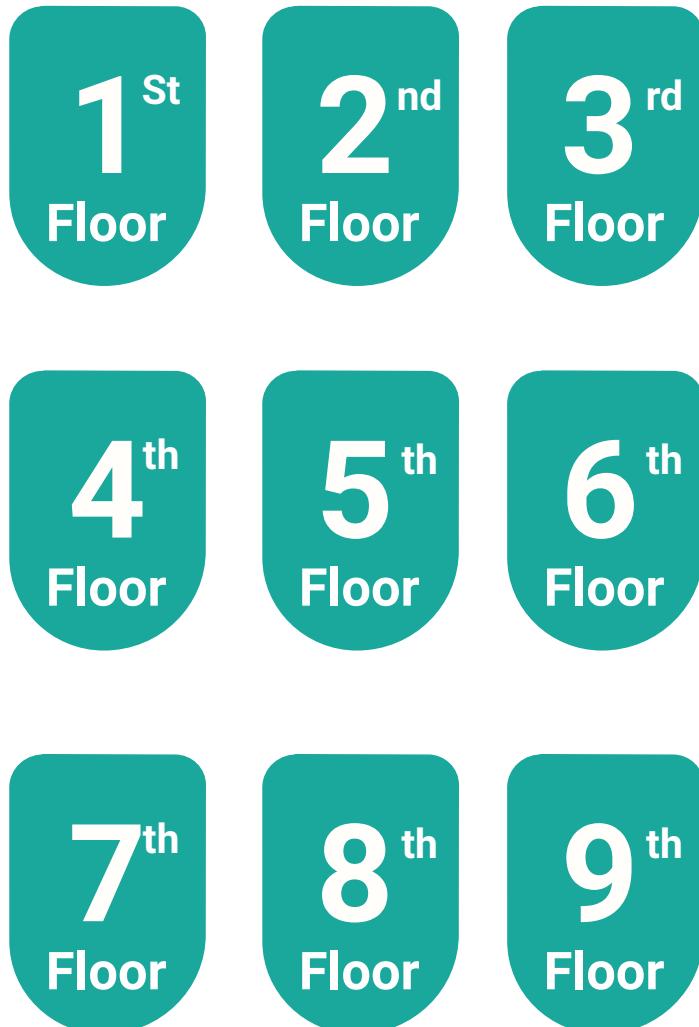


Center align the numbers

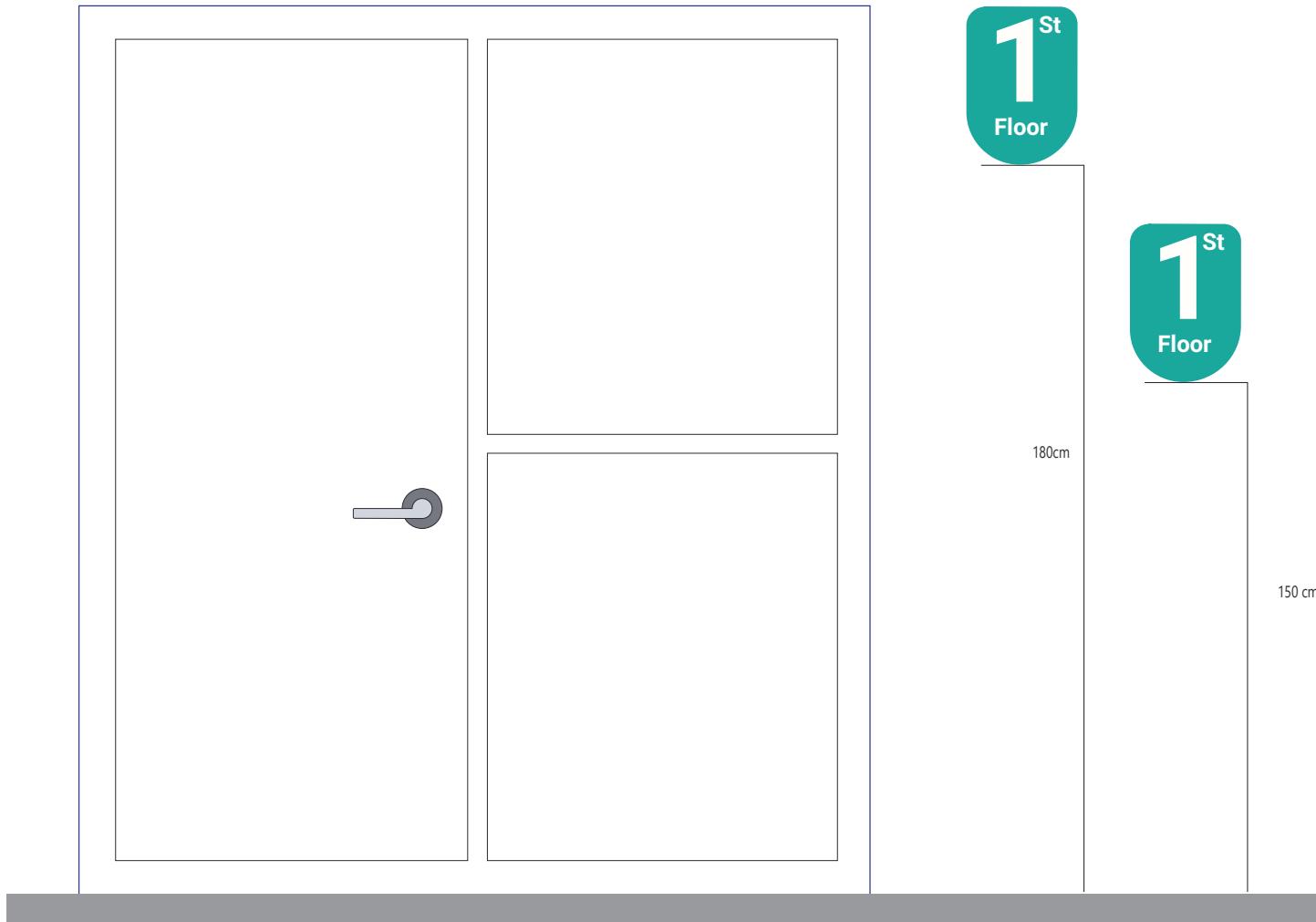
For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

(The Glass should be used for the indoor signage and car paint painted sheet metal is recommended for the exterior signage)

Example

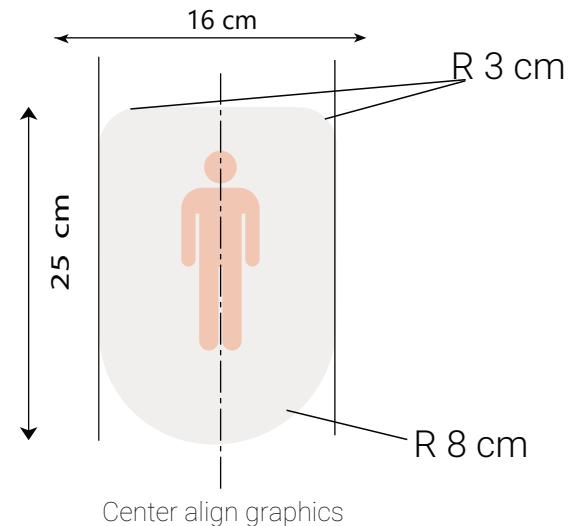


Example



Regulatory information sign

Option 1 in sign



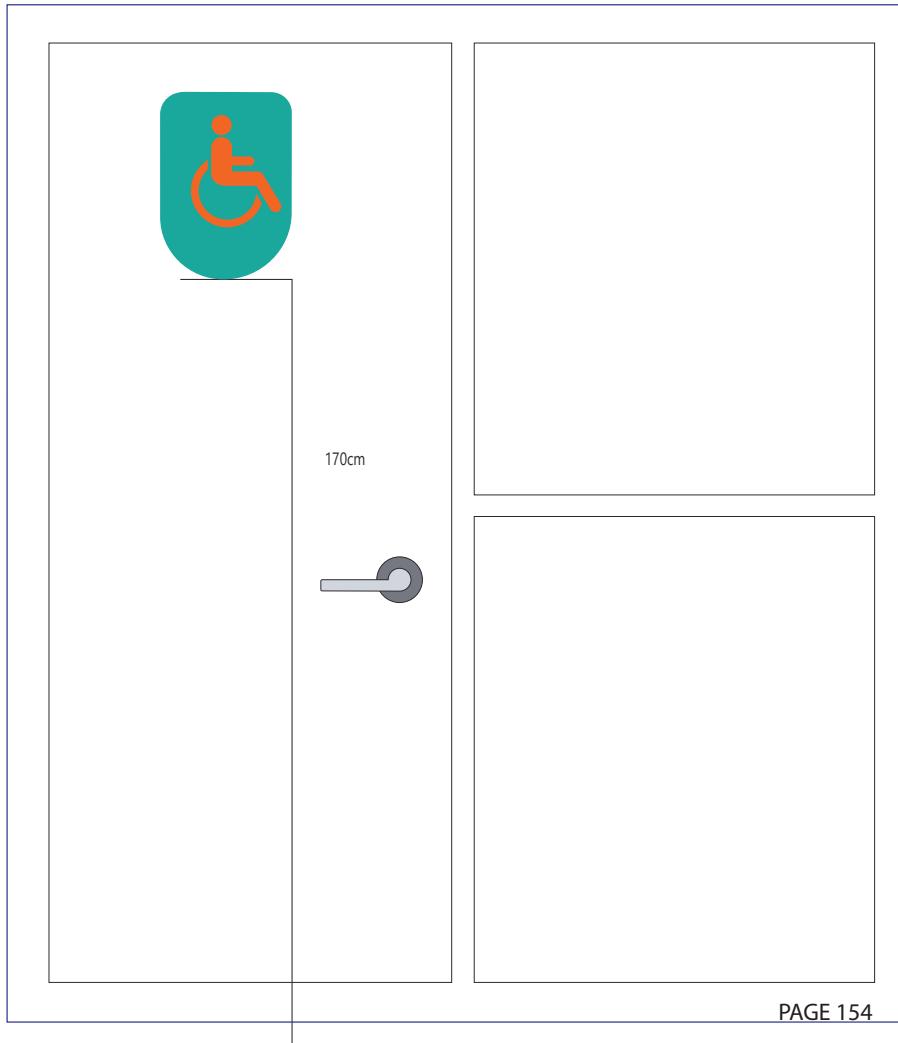
The text should be in the center from the vertical and horizontal

For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

Example

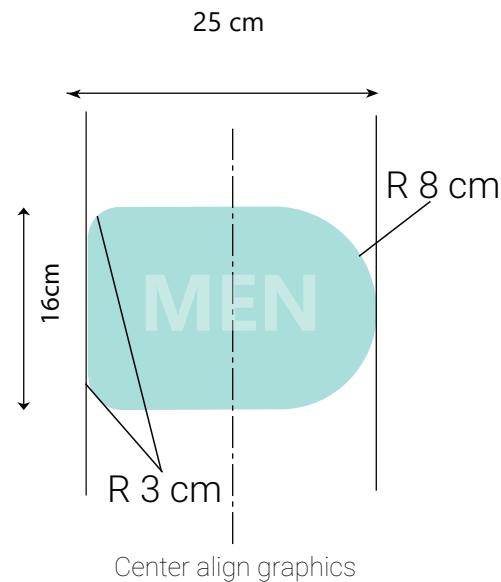


(The Glass should be used for the indoor signage and car paint painted sheet metal is recommended for the exterior signage)



Regulatory information sign

Option 2 in text



Color

Our primary color should be based on the color pallet and necessary signs.

Material Choice

The material selection can be different materials; tempered glass or Sheet Metal with sticker or print on it.

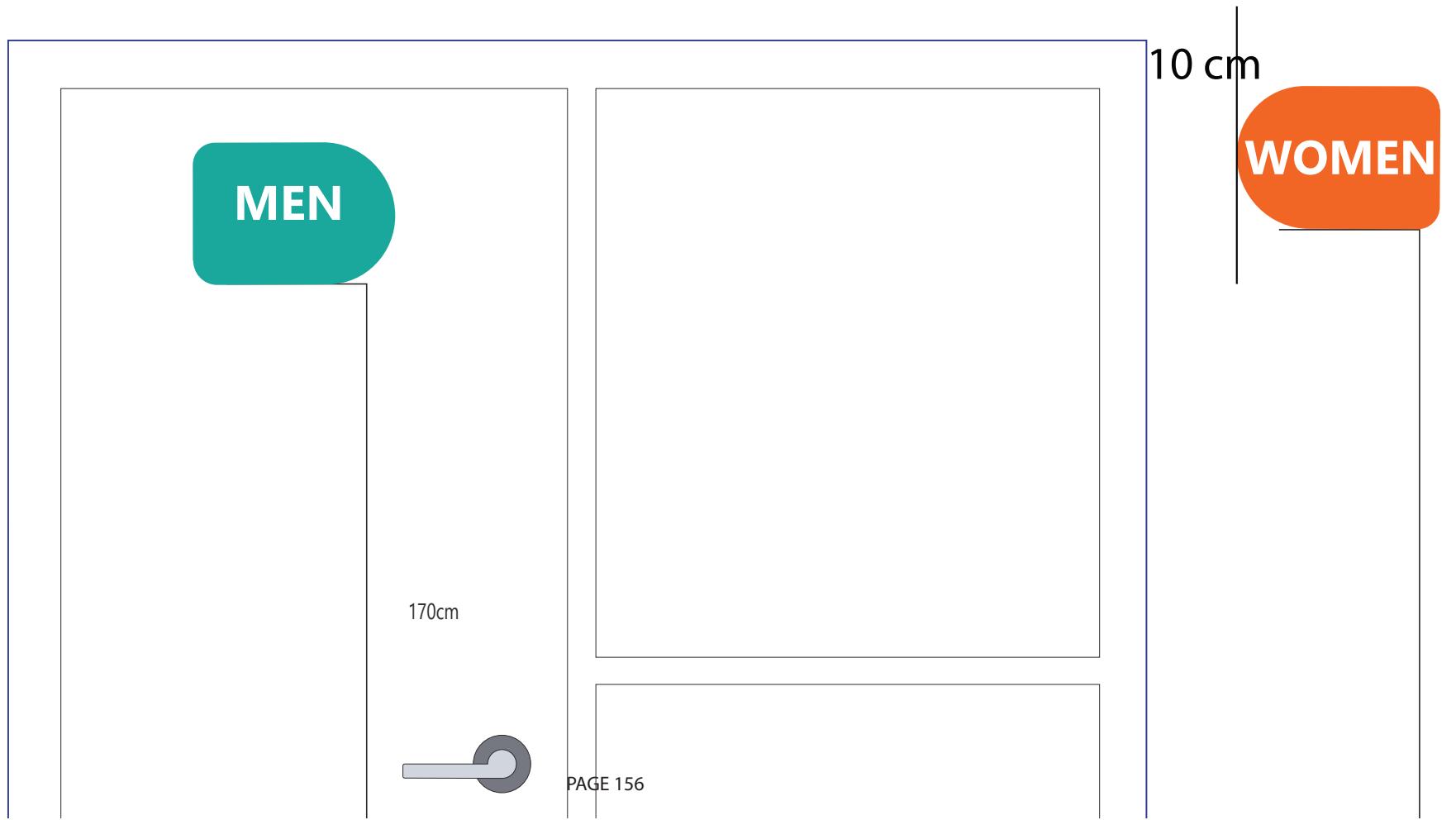
The thickness can vary due to the material used ,the minimum should be 0.2 cm. The height also can vary as it needed.

Example



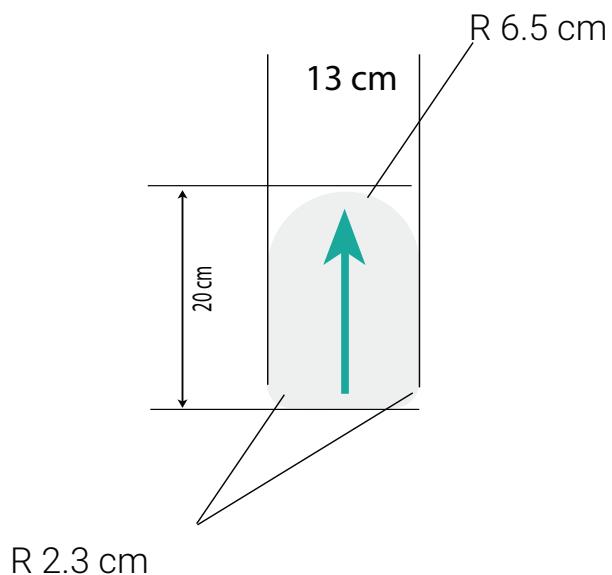
For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

(The Glass should be used for the indoor signage and car paint painted sheet metal is recommended for the exterior signage)



Directional signage

Option 1 in sign



Color

Our primary color should be based on the color pallet and necessary signs.

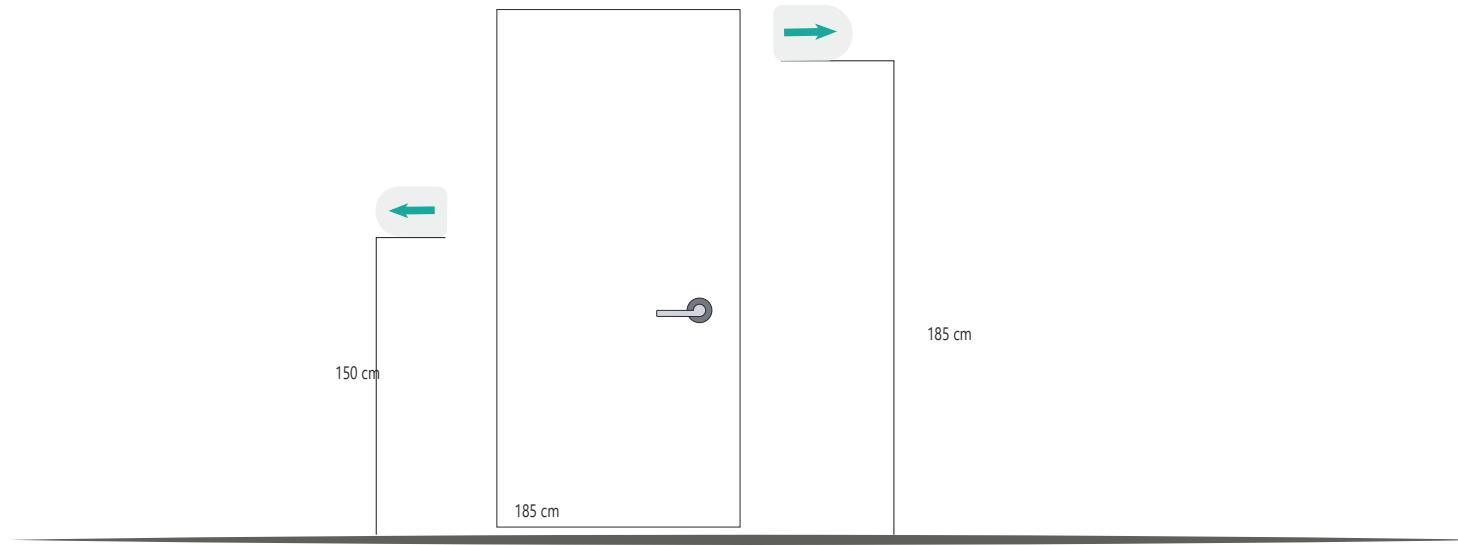
Material Choice

The material selection can be different materials; tempered glass or Sheet Metal with Sticker or print on it.

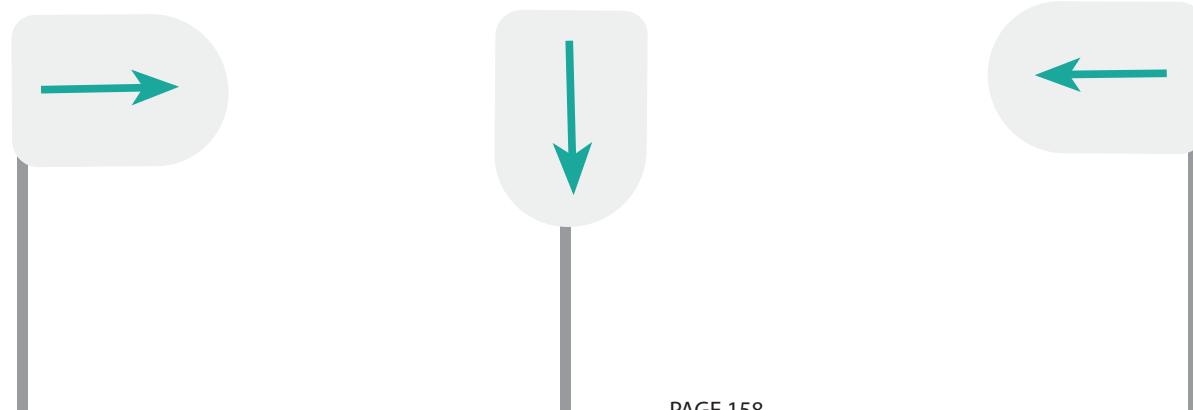
The thickness can vary due to the material used ,the minimum should be 0.2 cm. The height also can vary as it needed for interior or exterior. For exterior the stand should be circular stainless steel with diameter 2 or 5 cm.

(The Glass should be used for the indoor signage and car paint painted sheet metal is recommended for the exterior signage)

INTERIOR USAGE

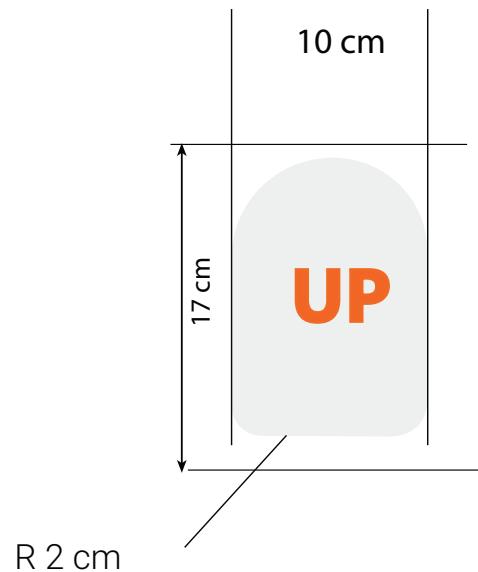


EXTERIOR USAGE



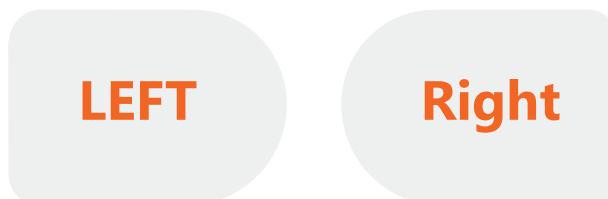
Directional signage

Option 2 in text



For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

(The Glass should be used for the indoor signage and car paint painted sheet metal is recommended for the exterior signage)



Color

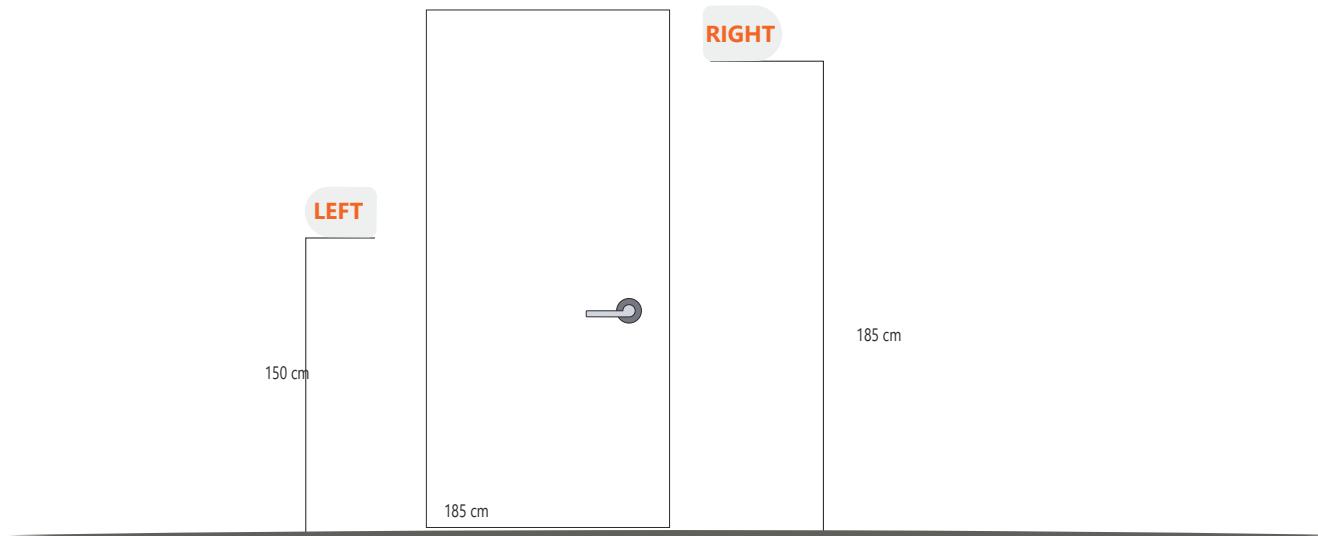
Our primary color should be based on the color pallet and necessary signs.

Material Choice

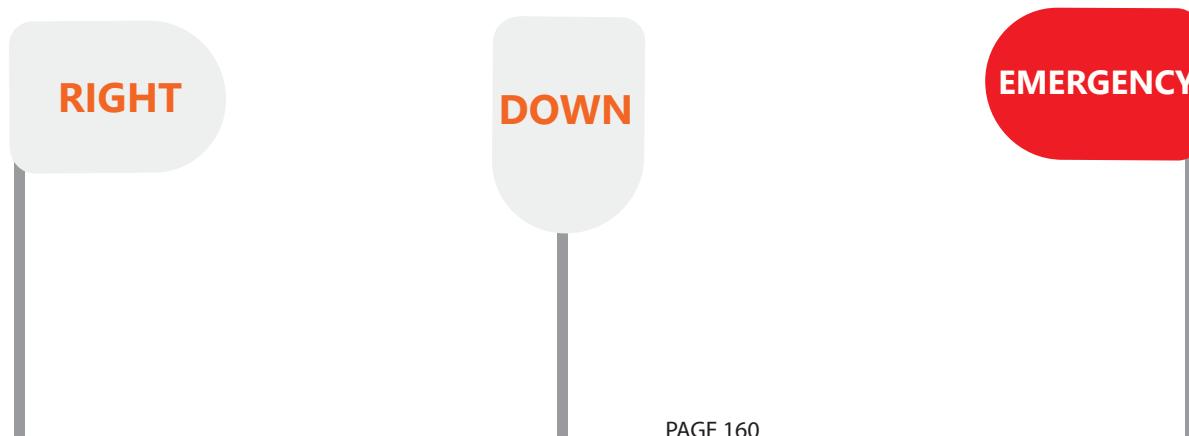
The material selection can be different materials; tempered glass, light box or Sheet Metal with Sticker or print on it.

The thickness can vary due to the material used ,the minimum should be 0.2 cm. The height also can vary as it needed for interior or exterior. For exterior the stand should be circular stainless steel with diameter 2 or 5 cm.

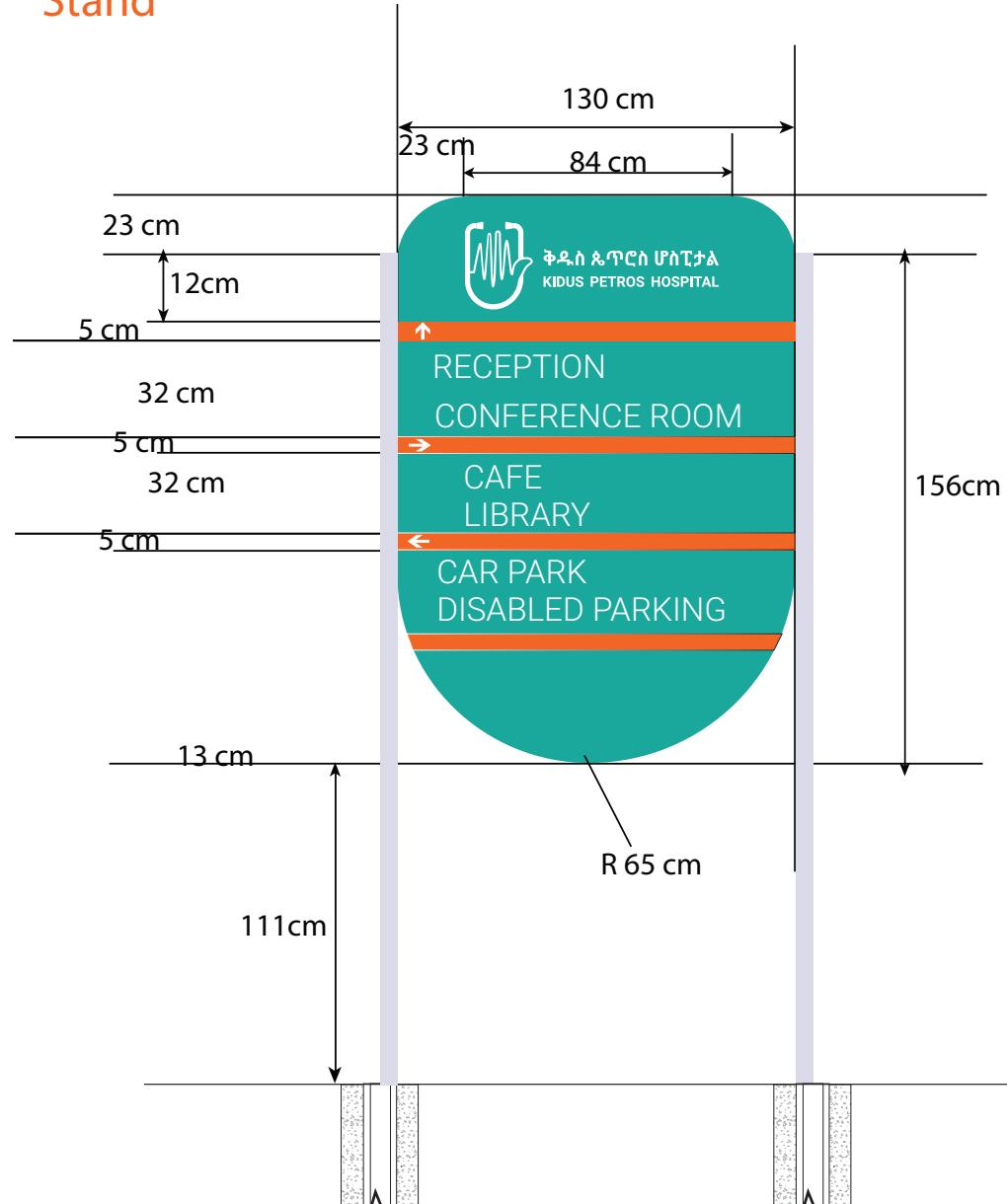
INTERIOR USAGE



EXTERIOR USAGE



Exterior directional Stand



Color

Our primary color should be based on the color pallet and necessary signs.

Material Choice

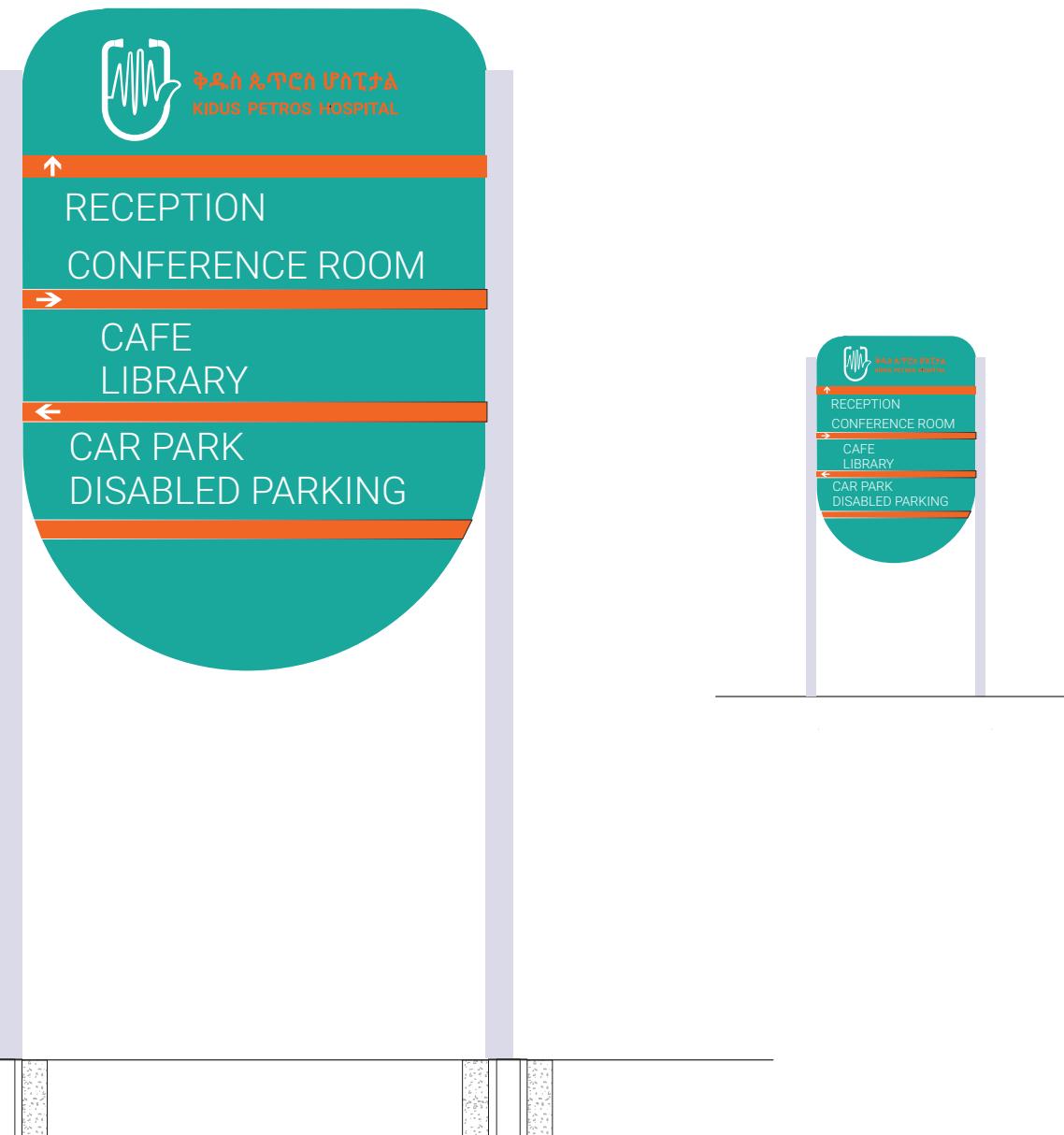
The material selection can be different materials; light box or Sheet Metal. The stand should be RHS with dimension of 60*60 or 40*60 cm. The thickness can vary due to the material used ,the minimum should be 5 cm. The height also can vary as it needed.

For English: Roboto family

For Amharic: Droid sans Ethopic

Language : as shown on the example

Example



Office signage ID



Example



Color

Our primary color should be based on the color pallet and necessary signs.

Material Choice

The material selection can be different materials; tempered glass, light box or Sheet Metal with sticker or print on it.

The sign can fix with rivet or by adhesive material.

The thickness can vary due to the material used ,the minimum should be 0.2 cm. The height also can vary as it needed.

Language

The sign board languages should be the shape from the brand and Amharic or English. The height of the letter is 5 cm and the height of the Number is 10 cm and 2.5 cm vertical gap. The bigger curve is always direct to the pointed. Office. Lorem ipsum dolor sit

For English: Roboto family

For Amharic: Droid sans Ethopic

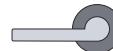
Language : as shown on the example

24 PHARMACY

24 PHARMACY

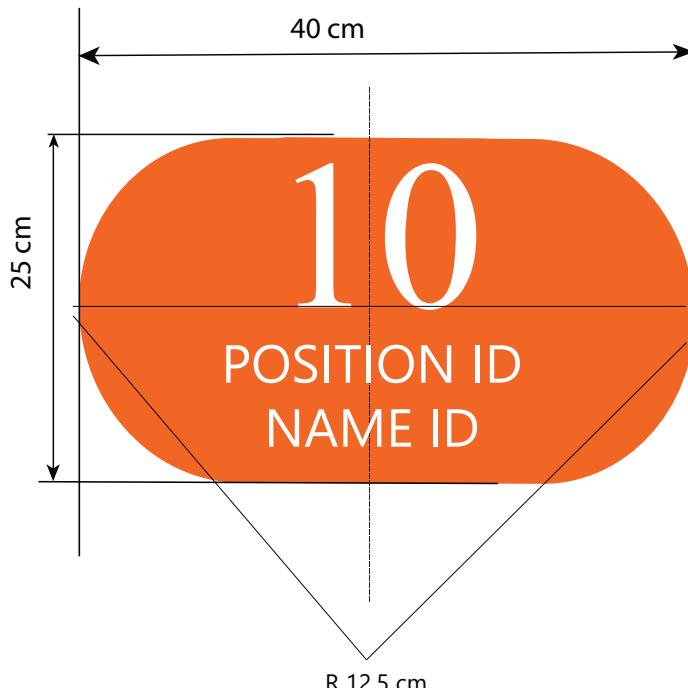
220 cm

190 cm



Office signage personal ID

Option 1



Color

Our primary color should be based on the color pallet and necessary signs.

Material Choice

The material selection can be different materials; tempered glass or Sheet Metal with Sticker or print on it.

The thickness can vary due to the material used ,the minimum should be 0.2 cm. The height also can vary as it needed. The sign can fix with rivet or by adhesive material.

Language

The sign board languages should be the shape from the brand and Amharic or English. The height of the letter is 5 cm and the height of the Number is 10 and 2.5 cm vertical gap.

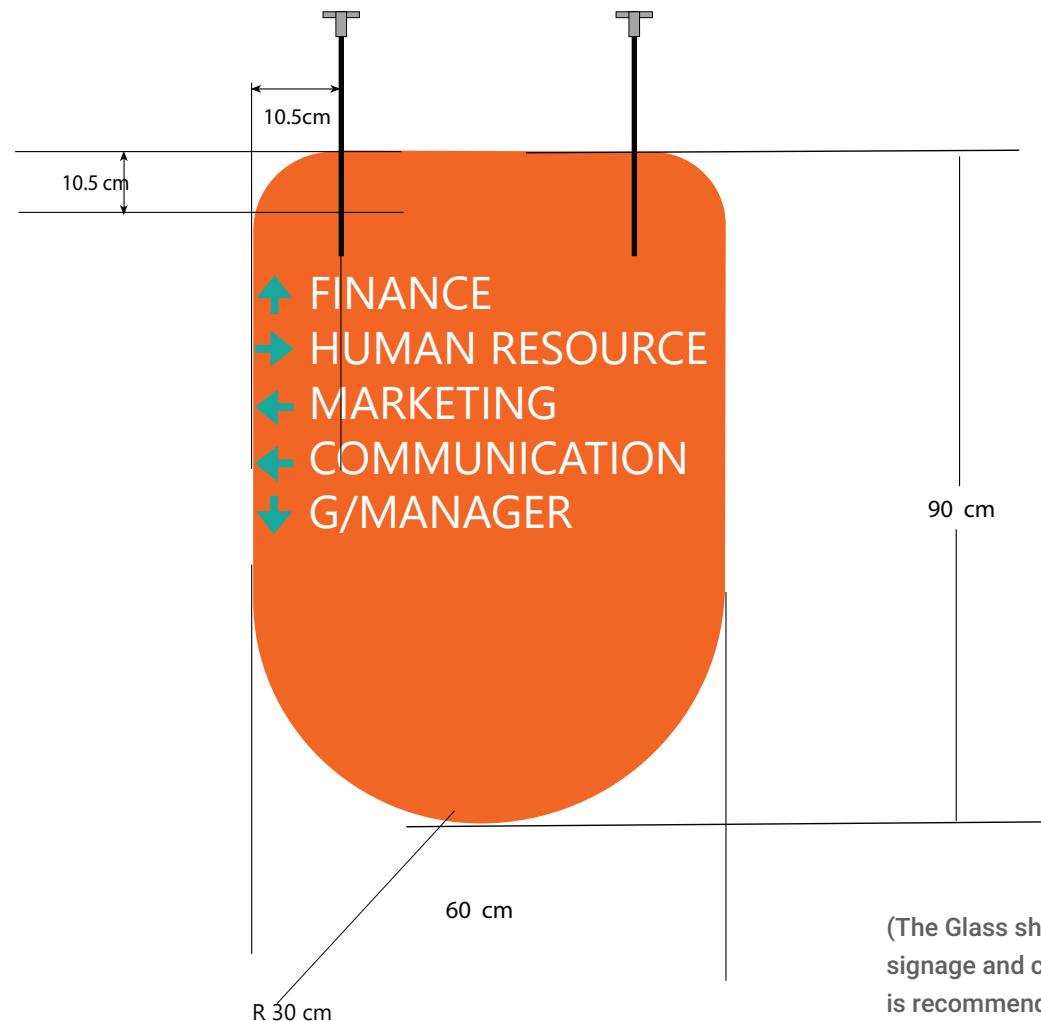
(The Glass should be used for the indoor signage and car paint painted sheet metal is recommended for the exterior signage)

Office signage ID Installation



Interior directional signage

Suspended



Color

Our primary color should be based on the color pallet and necessary signs.

Material Choice

The material selection can be different materials; light box or Sheet Metal. The stand should be circular stainless steel with diameter 2 cm hang from the top using rivet.

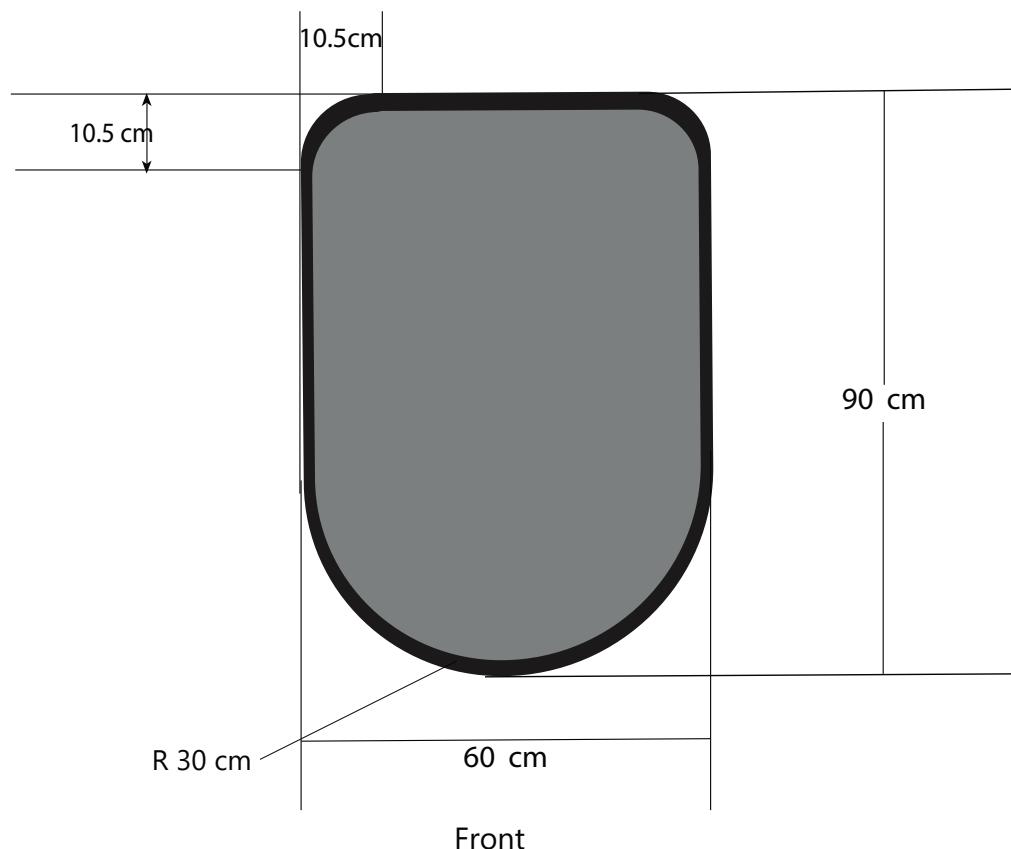
The thickness can vary due to the material used ,the minimum should be 3 cm. The height also can vary as it needed.

For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

(The Glass should be used for the indoor signage and car paint painted sheet metal is recommended for the exterior signage)



Notice board

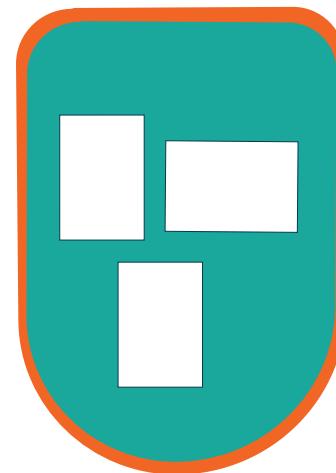


For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

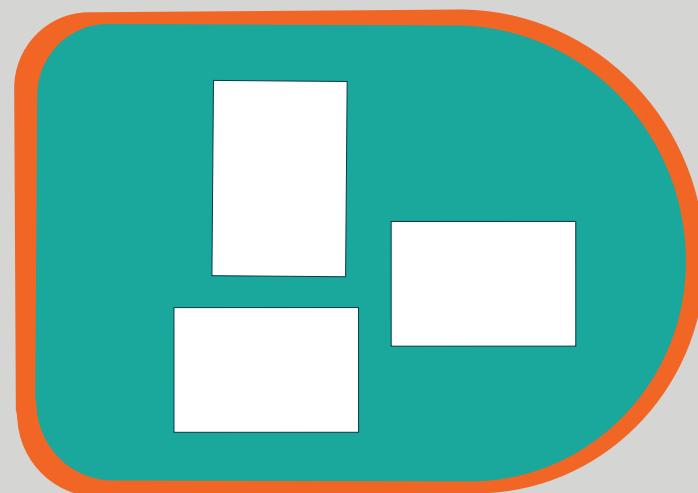
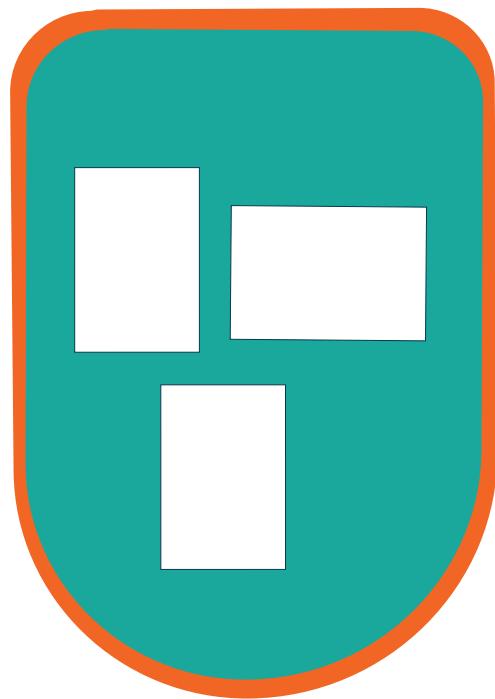
Color
Our primary color should be based on the color pallet and necessary signs.

Material Choice
The material selection can be different Materials; MDF for the boarder with 3 cm wide and foam covered by fabric in the main surface or foam board materials for both the boarder and main surface.
The thickness can vary due to the material used ,the minimum should be 3 cm. The height also can vary as it needed.

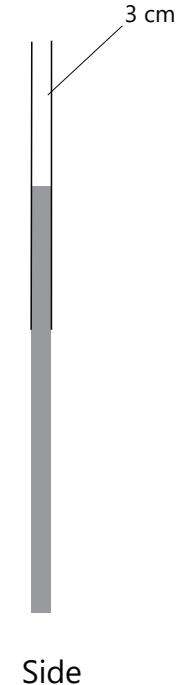
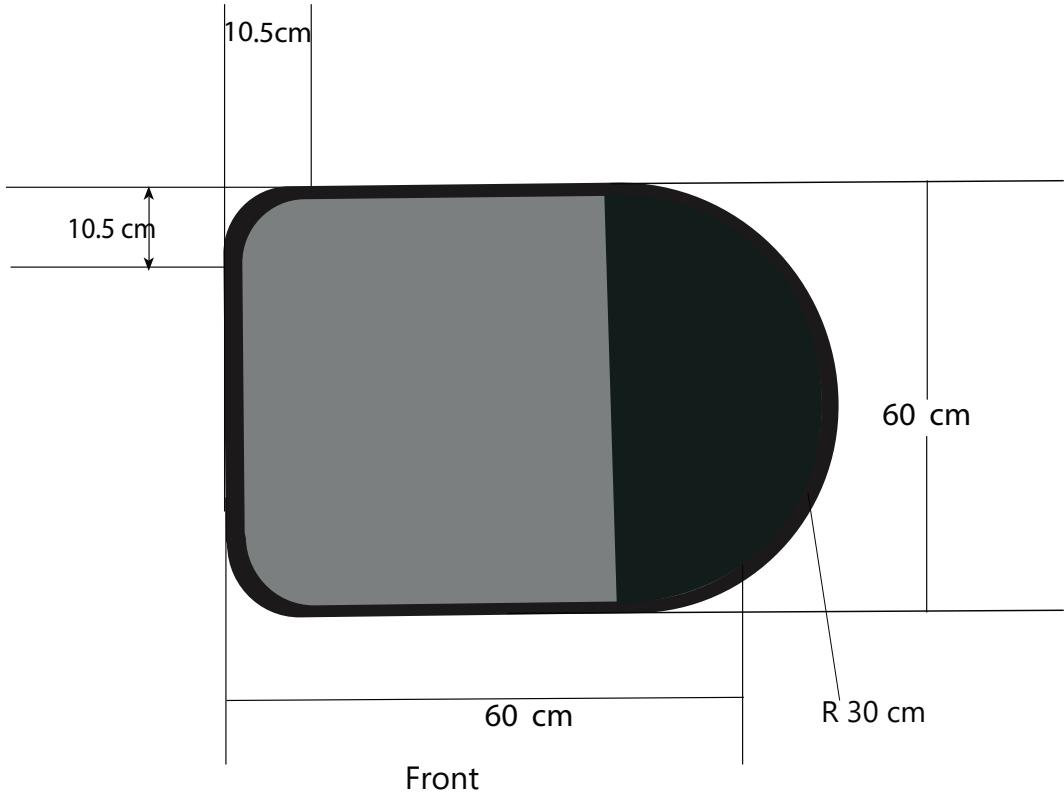
Side



Example



Listing board



Color

Our primary color should be based on the color pallet and necessary signs.

Material Choice

The material selection can be different materials; MDF for the boarder with 3cm wide and smooth white board in the main surface or it Can be digital board.

The thickness can vary due to the material used ,the minimum should be 3 cm. The height also can vary as it needed.

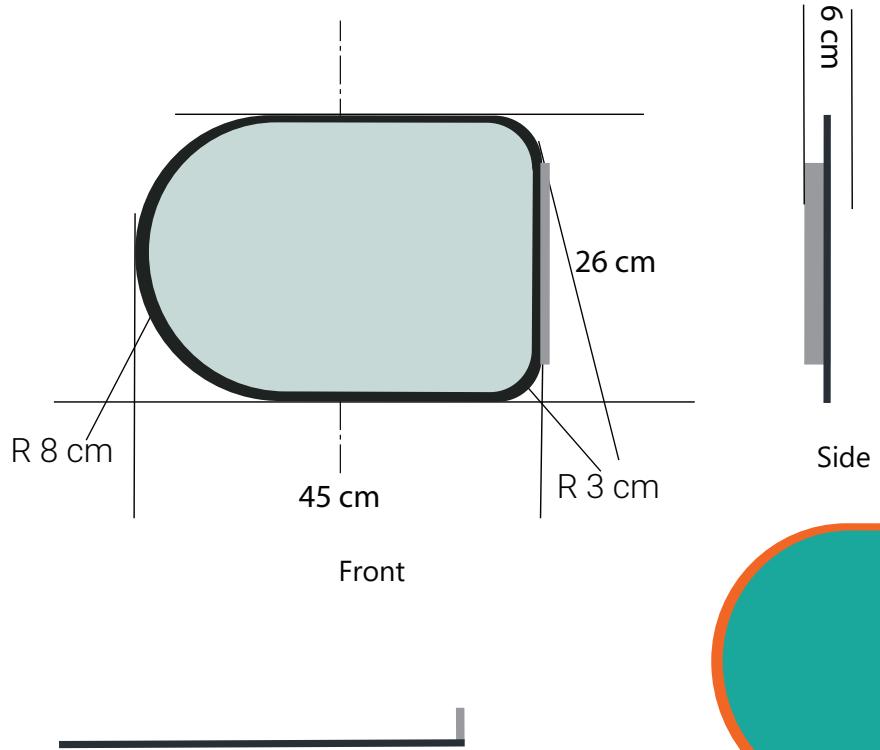
For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

Example



(The Glass should be used for the indoor signage and car paint painted sheet metal is recommended for the exterior signage)

Welcome signage



(The Glass should be used for the indoor signage and car paint painted sheet metal is recommended for the exterior signage)

For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

Color

Our primary color should be based on the color pallet and necessary signs.

Material Choice

The material selection can be different materials light box or Sheet Metal. The stand should be stainless steel with diameter 2 cm and the second option is fix on by small metal sheet on the board with rivet.

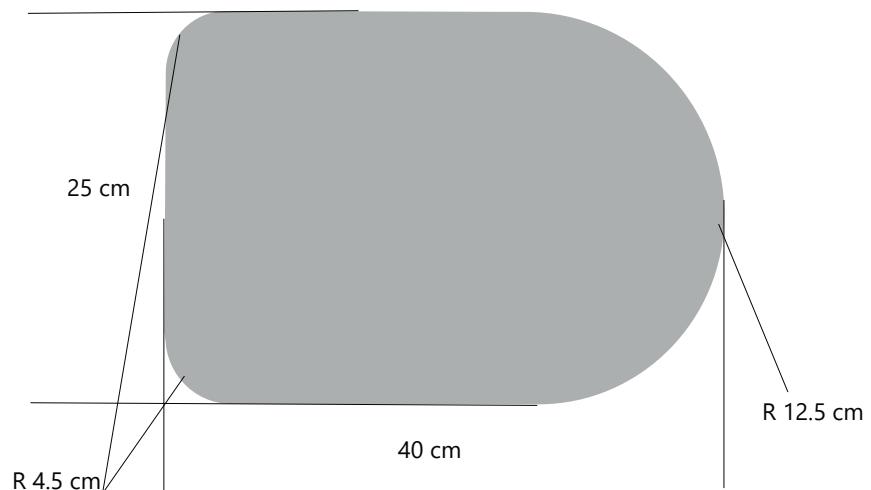
The thickness can vary due to the material used ,the minimum should be 0.5 cm. The height also can vary as it needed. The boarder is 2 cm wide.

Example

WELL COME TO
KIDUS PETROS
HOSPITAL

እኔሁን
በኢትዮ መጠን

Out door signage



Color

Our primary color should be based on the color pallet and necessary signs.

Material Choice

The material selection can be different materials; light box or Sheet Metal with sticker or print on it or can be digital board.

The thickness can vary due to the material used ,the minimum should be 0.2 cm. The height also can vary as it needed. The stand should be circular stainless steel with diameter 2 cm fix with rivet.

(The Glass should be used for the indoor signage and car paint painted sheet metal is recommended for the exterior signage)

For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

Example



TV laboratory



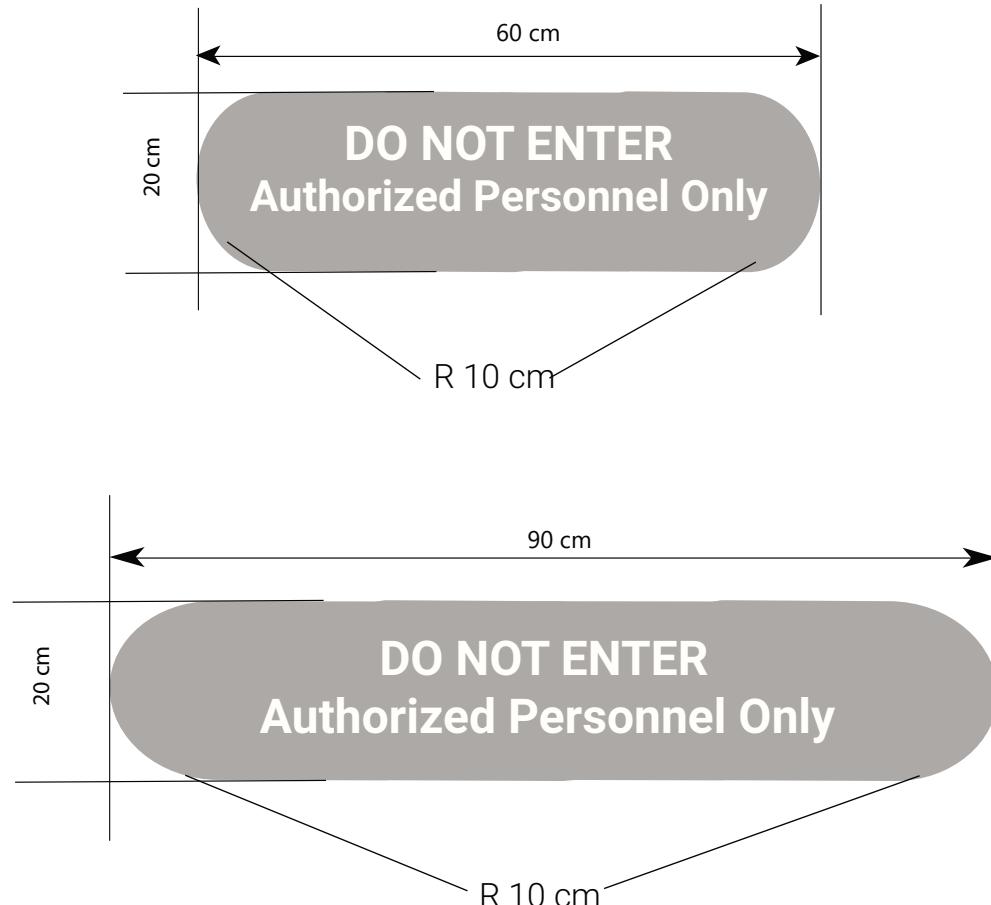
Cardiac
Rehab



Nursing
Unit

(The Glass should be used for the indoor
signage and car paint painted sheet metal
is recommended for the exterior signage)

Out door long text signs



Color

Our primary color should be based on the color pallet and necessary signs.

Material Choice

The material selection can be different materials; light box or Sheet Metal with sticker or print on it or Can be digital board. The thickness can vary due to the material used ,the minimum should be 0.2 cm. The height also can vary as it needed. The with rivet.

(The Glass should be used for the indoor signage and car paint painted sheet metal is recommended for the exterior signage)

For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

Example

**For The Privacy And Comfort Of
All Our Patients, 1 Visitor Per Patient**

**DO NOT ENTER
Authorized Personnel Only**

High building signage

option 1 with Logo mark major



Color

Our primary color should be based on the color pallet of kidus Petros hospital's brand

Material

Made with Light box and all the letters should have a thick 3D emboss. The thickness can vary due to the material used, the minimum should be 5 cm.

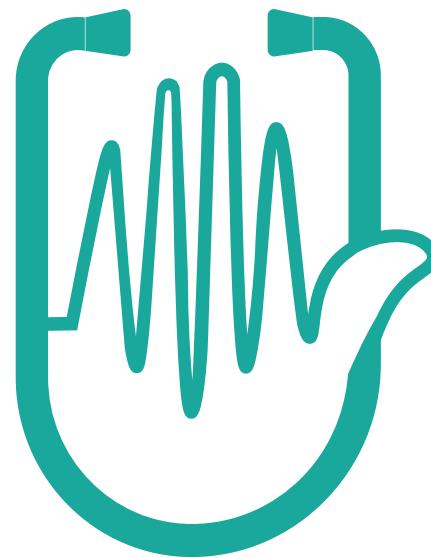
Front side is made of mica with aluminum frame around the letters

Lighting

12V water proof LED light with power supply

For English: Roboto family
For Amharic: Droid sans Ethopic
Language : as shown on the example

Example



ቍድስ ፊጥሮስ ማስተታል
KIDUS PETROS HOSPITAL

High building signage

Option 2 with word mark major

Brand mark size

Logo 270 cm with proportion to the height, Word mark text size should be proportionally scaled to the brand mark



Color

Our primary color should be based on the color pallet of kidus petros hospital's brand

Material

Made with Light box and all the letters should have a thick 3D emboss. The thickness can vary due to the material used, the minimum should be 5 cm.

Front side is made of mica with aluminum frame around the letters

Lighting

12V water proof LED light with power supply

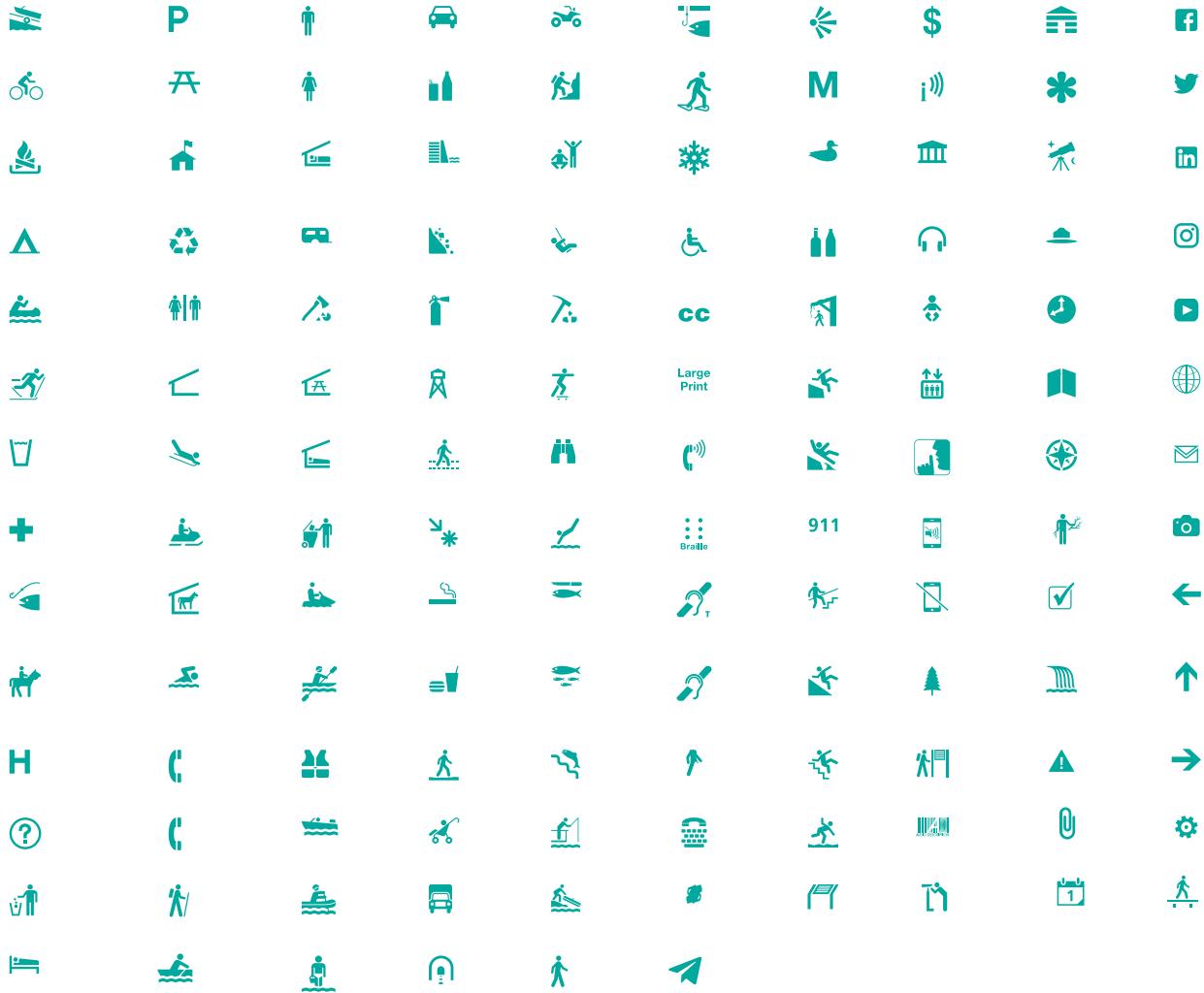
Example



Universal symbols and icons

Universal icons can be used by using our primary colors icons

Other universal icons should be produced by using the primary brand colors of the brand as shown in the example



Universal symbols and icons

Universal icons can be used by using our primary colored icons

Other universal icons should be produced by using the primary brand colors of the brand as shown in the example





OUR
INTERIOR DESIGN
MANUAL

Introduction

A brand provides a distinct experience and evokes emotion from customers. This is why it is important for us to care about branding all the way through to our interior space.

We always care about our customers feeling the moment they step in our door; so our space should be welcoming, inviting and familiar place for people to connect. So we in Kidus Petros hospital should always design our interiors capitalizing on this idea by reflecting the unique characteristics of our brand.

Material specifications

Reception back ground

- # Foam board or MDF cutting
- # Gypsum board

Partitions

- # Clear glass
- # Patterned sheet metal

Ceiling

- # Gypsum board

Lights

- # Buried spot light (Neutral white)
- # Pendant Spot light (Neutral white)
- # Hidden Strip Light (Warm light)

Curtain

- # Shatter with the brand blue green tent color as it shown

Carpet

- # Blue green from the brand colors which are available.
- # Light gray from the secondary colors

Furniture

- # Reception desk custom made
- # Conference room table custom made
- # Couches black color and non-custom
- # Tables for pool office non custom
- # Managerial tables available in the market
- # All chairs are non-custom which are available in the market
- # Available shelf's

Arts

- # Wall arts

Entrance area

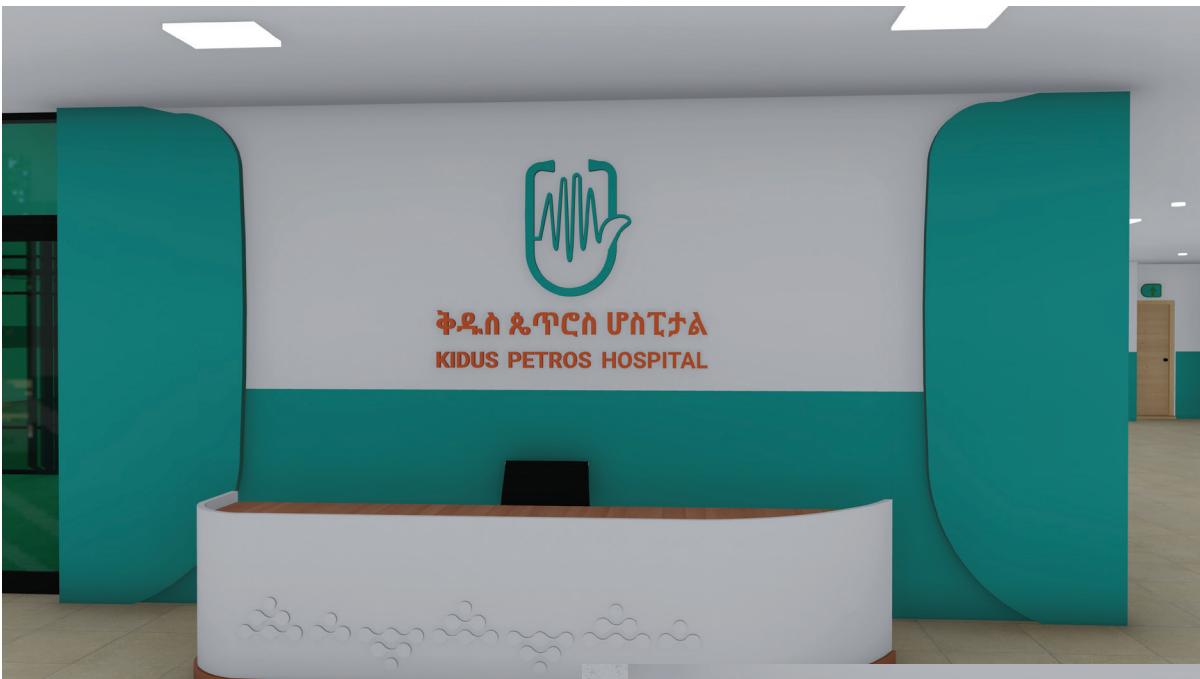
The entrance area is the first thing which could be seen whenever a patient or customer arrives. Using our brand and graphic assets in a visible way helps to present our selves at a first contact.

On the parapet of the entrance and on the wall there should be the logo and name used along with our Brand Color. The column paint with the height of 1.2m with the blue green color from the branding color. Emboss Signage can be fabricated with a variety of production methods. The logo and the name can be created with light box or metal.

(Please use the original brand patterns)



Main Reception area



The reception area is at most first thing which could be seen whenever a patient or customer arrives after the entrance.

On the reception background the logo should be used along with our Brand Color. Emboss Signage can be fabricated with foam board material. The background can be created with gypsum board and paints.

Our logo is our important element in our brand building. Using our logo on the reception area works well to express our Value at the first instance. The logo should be in the middle of one of the visible wall. Our brand patterns should also be used as shown on the reception desk.

(Please use the original brand patterns)

Main Reception area



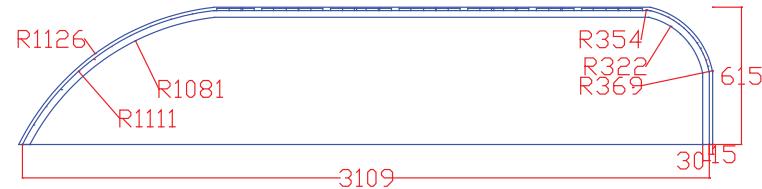
A

The reception desk is conceptualized from the brand. It is made from MDF or wood and paint white and natural light brown wood color as it is seen from the design.

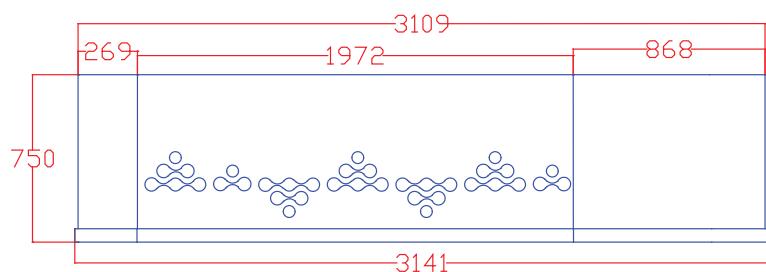


B

The wall decor is conceptualized from the brand. It is made from gypsum and paint blue green color from the brand color as it is seen from the design.



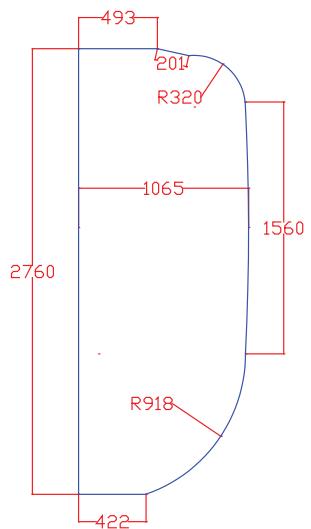
Technical details



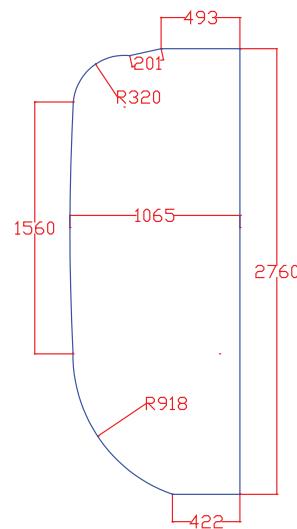
A

A

The reception desk is conceptualized from the brand. It is made from MDF or wood and paint white and natural light brown wood color as it is seen from the design.



B



B

The wall decor is conceptualized from the brand. It is made from gypsum and paint blue green color from the brand color as it is seen from the design.

Sub Reception areas



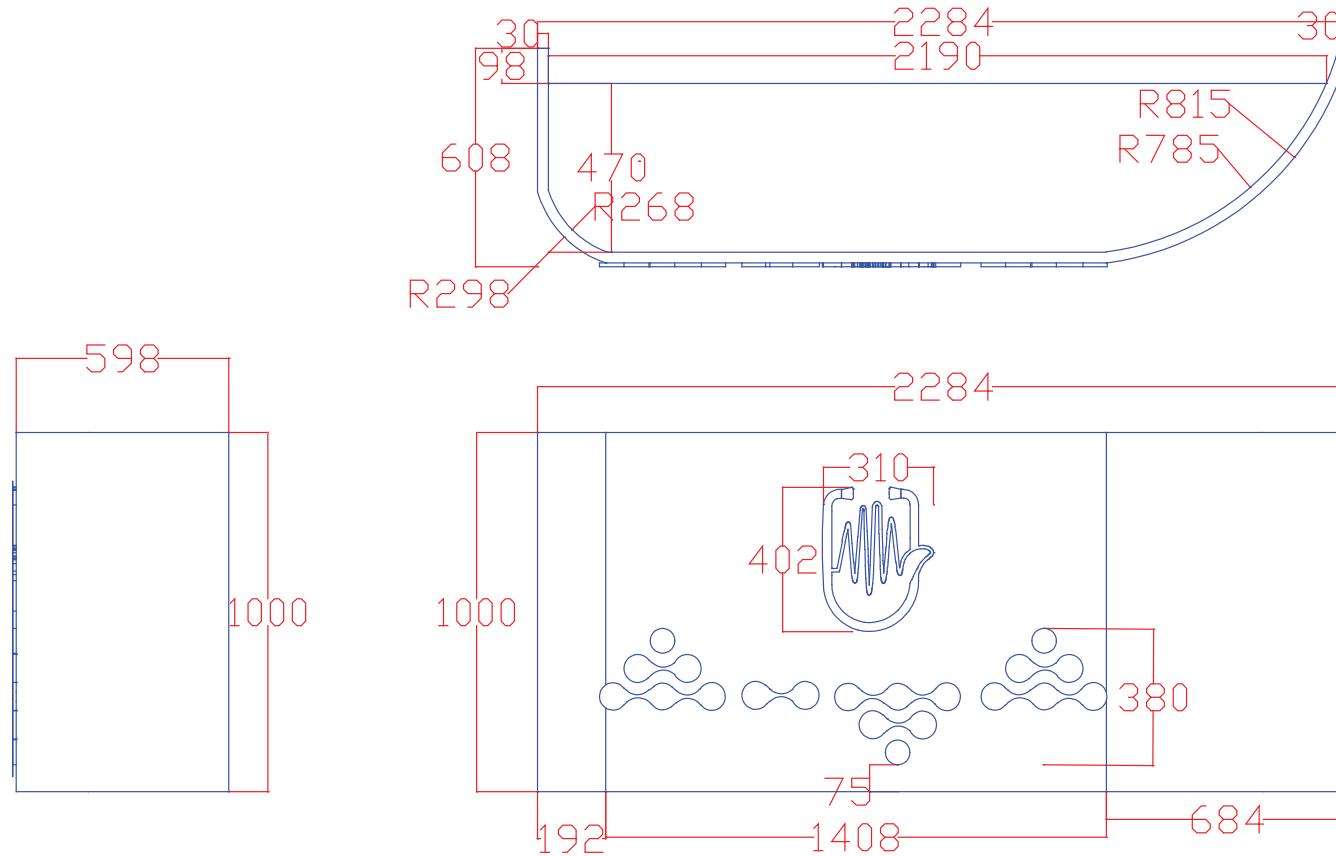
This sub reception spaces are found in every floor of the hospital's floors.

Our logo is our important element in our brand building so Using our logo on the those area works well to express our Value in every time. The logo should be in the middle of one of the visible wall and the logo also place on the desk. Every wall of the interior wall should paint Our brand color 1.2m height and 50cm patterns should also be used as shown.

The reception desk is conceptualized from the brand logo. It is made from MDF or wood and paint white and light brown wooden material as it is seen from the design.

(Please use the original brand patterns)

Technical details



The reception desk is conceptualized from the brand logo. It is made from MDF or wood and paint white and light brown wooden material as it is seen from the design.

Corridor area



The corridor area should be painted with kidus Petros hospital blue green brand colors(1.2 meter height) and pattern (see the examples)

The brand assets should be used here as shown on the example



Lobby



The lobby area should be painted with kidus Petros hospital blue green brand colors(1.2 meter height) and pattern (see the examples)

The brand assets should be used here as shown on the example



Stairs



The stair area should be painted with kidus Petros hospital brand colors and pattern and directional and informative signs should be properly implemented.

For detail understanding about the signs refer signage guide on this book.

Toilets



The toilets exterior area should be painted with kidus Petros hospital blue green brand colors and pattern and place signs properly and the colors should be painted white. (See the examples)



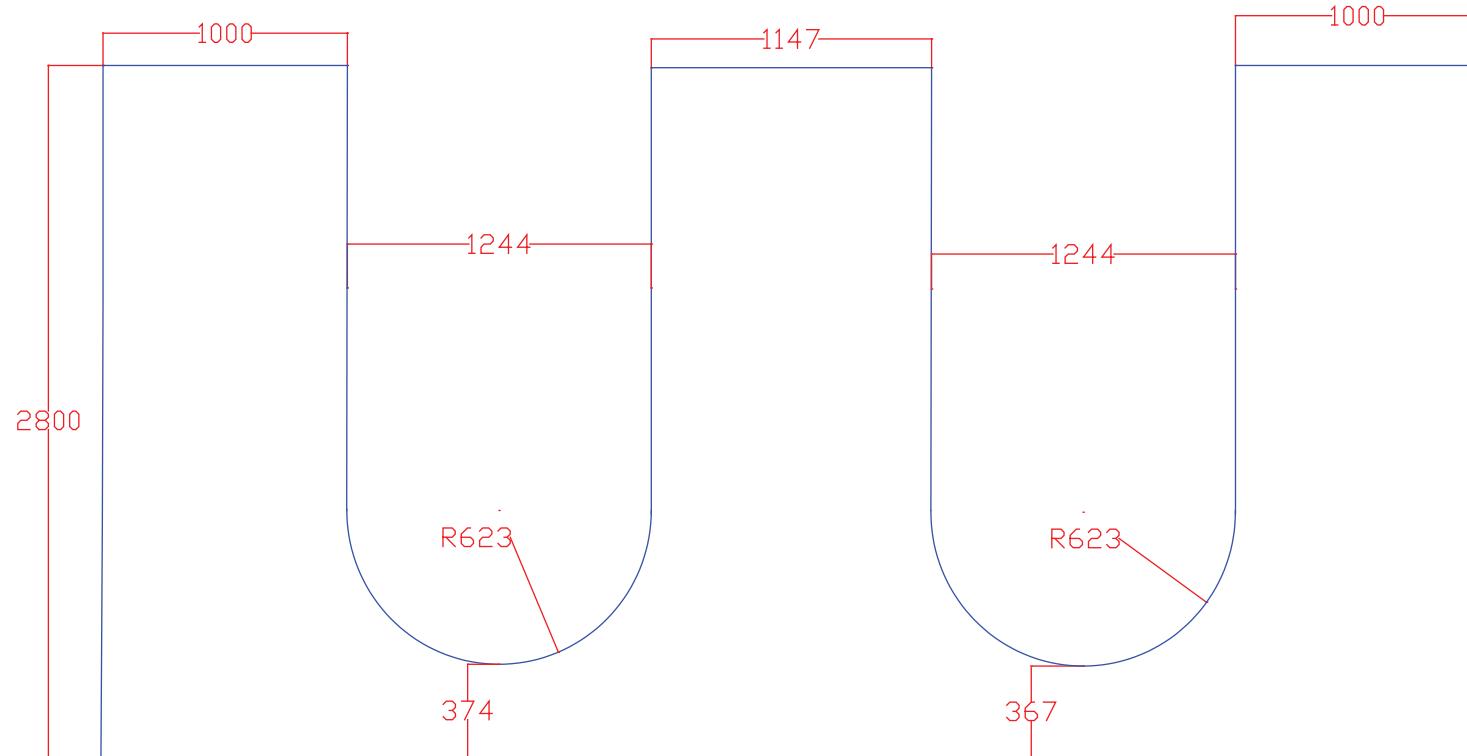
Waiting area for customer



The customer waiting area is also the most thing which could be seen whenever a patient or customer stay. Using our brand and graphic assets in a visible way helps to present our selves at a first contact. Most of the brand assets are used on the interior design concept as shown on the above example (for further explanation about the brand assets please refer brand assets chapter on this brand book).

(Please use the original brand patterns)

Technical details



The wall decor is conceptualized from the brand logo. It is made from gypsum and paint white color as it is seen from the design.

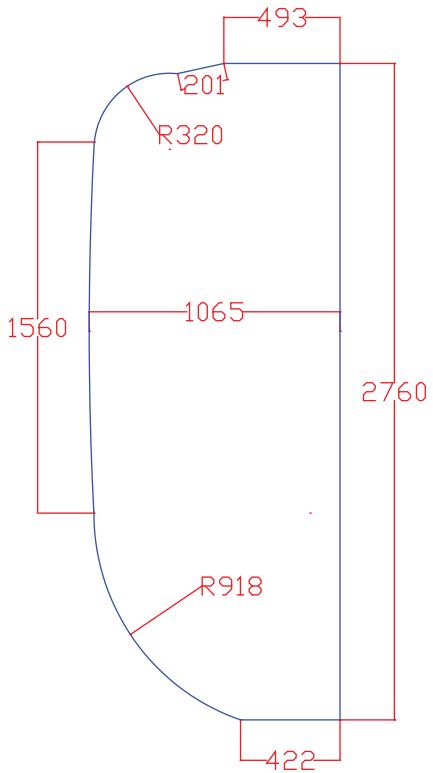
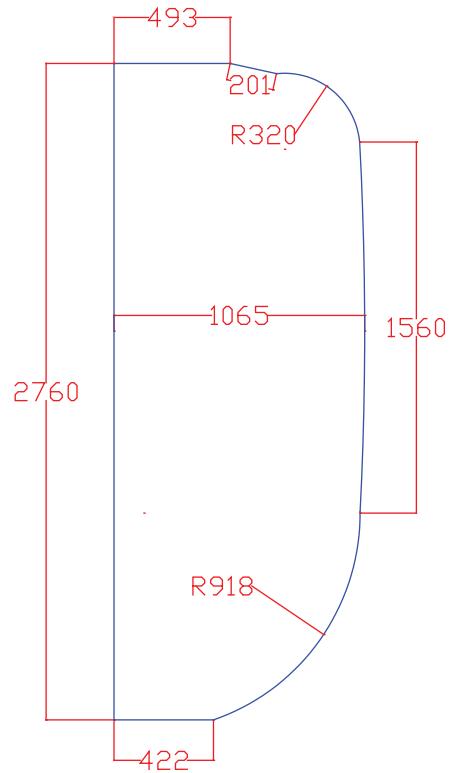
TV or screen area



The TV area is also the most thing which could be seen access whenever a patient or customer. Using our brand and graphic assets in a visible way helps to present our selves at a first contact. As it seen the kidus Petros hospital brand pattern used in this part of design which made up of metal sheet and wall from the bottom of the metal. Also there is also wall decor that is made up of gypsum as it is seen on the design.

(Please use the original brand patterns)

Technical details



The wall decor is conceptualized from the brand logo. It is made from gypsum and paint blue green color from the brand color as it is seen from the design.

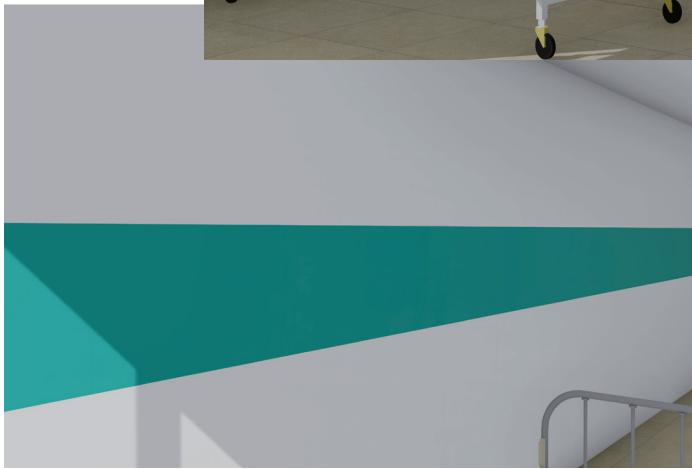
Pediatric area



The pediatric area is the most sensitive area in the hospital so we don't want make it busy or complicated for the children so to make it simple and attractive we use half of the wall to be painted with arts and apply the brand color on the materials only. Using our brand and graphic assets in a visible way helps to present our selves .

(Please use the original brand patterns)





Patient rooms

The patient rooms is the most accessible area in the hospital so we don't want make it busy or complicated for the psychology of the patient so we use on the half of the wall to paint with the blue green brand color with height of 50cm. Using our brand and graphic assets in a visible way helps to present our selves .

(Please use the original brand patterns)

Emergency room



The Emergency rooms is one of the accessible area in the hospital so we don't want make it busy or complicated for the patient so we use on the half of the wall to paint with the blue green brand color with the height of 50cm.

The Red, orange and green color codes should be painted with 30cm wide for the floor, wall and ceiling only and the walls and ceiling should extrude 10cm by gypsum board fabrication.

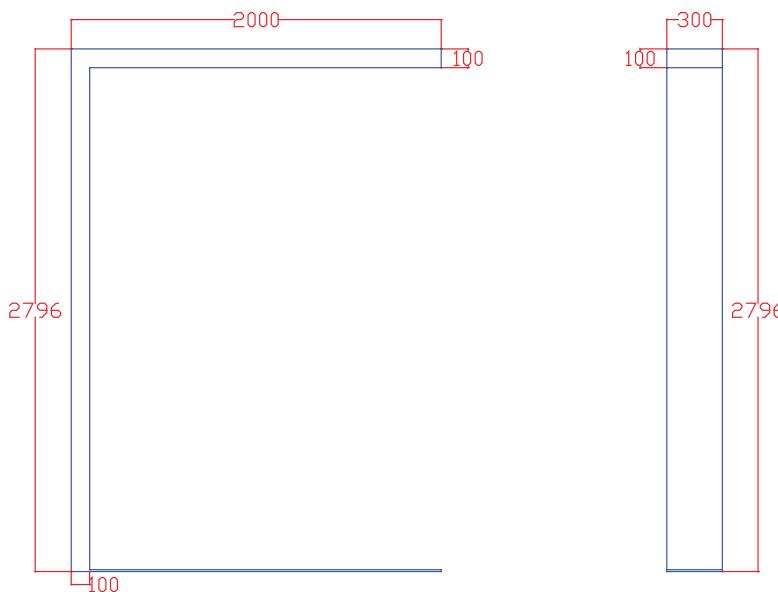
Using our brand and graphic assets in a visible way helps to present our selves .

(Please use the original brand patterns)

Emergency room



Technical details



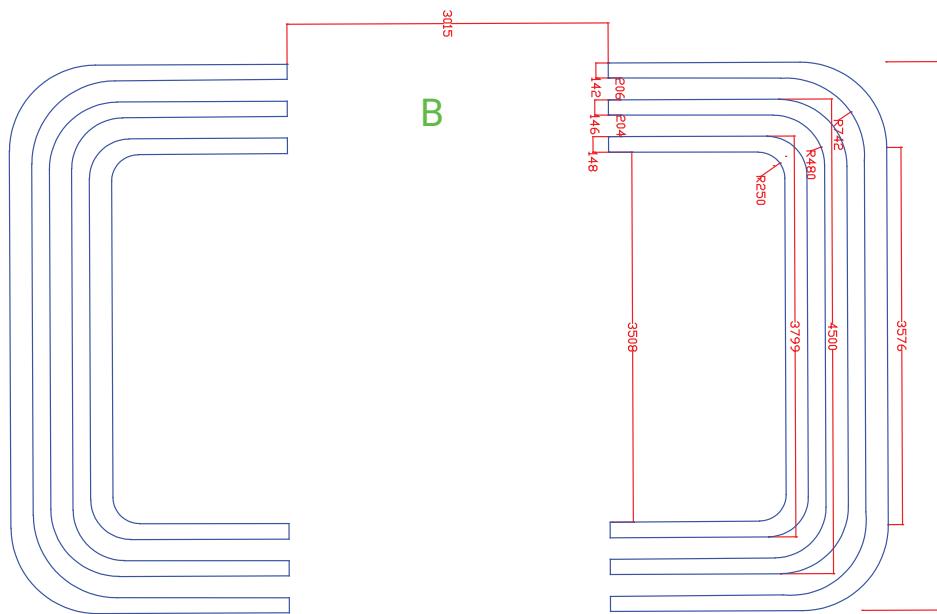
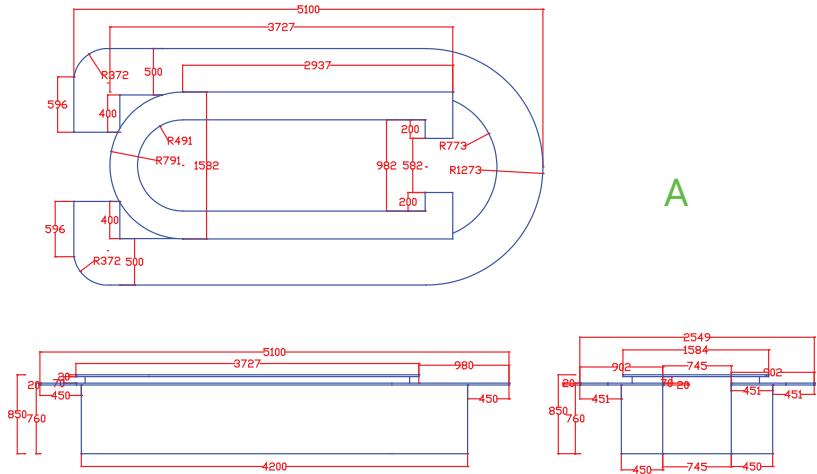
Meeting room



The meeting room designed based on the brand logo on the furniture, wall, ceiling. It is made from gypsum for the wall and ceiling as it is seen from the design.

Meeting room Technical details

A



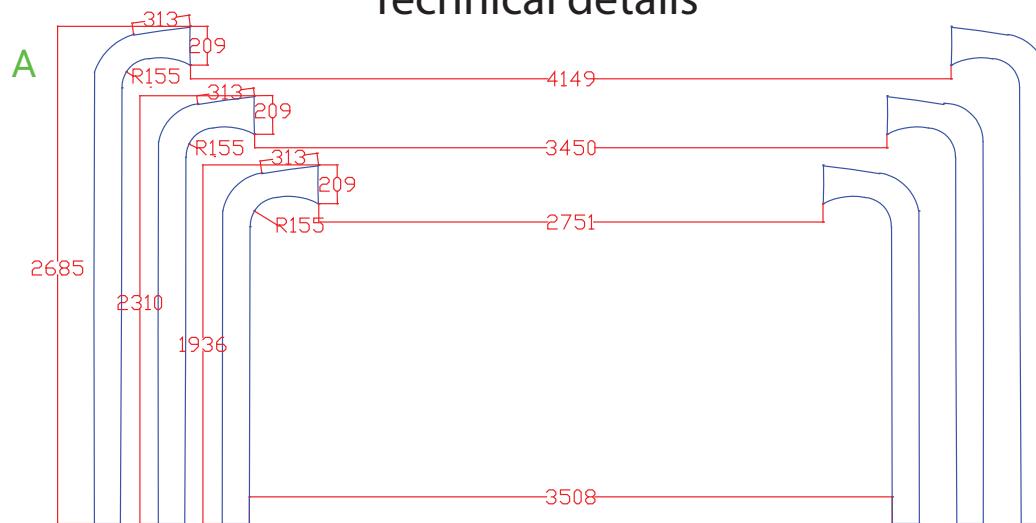
A

The meeting table is conceptualized from the brand logo. It is made from MDF or wood and should be painted blue green, white and light brown wooden color as it is seen from the design.

B

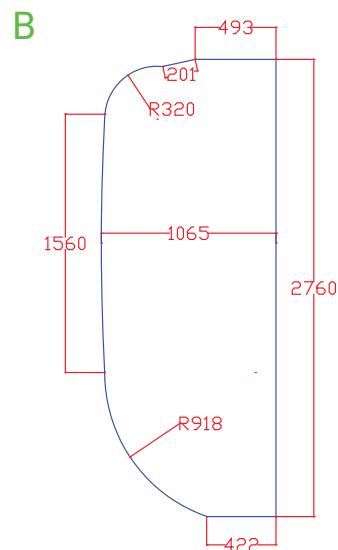
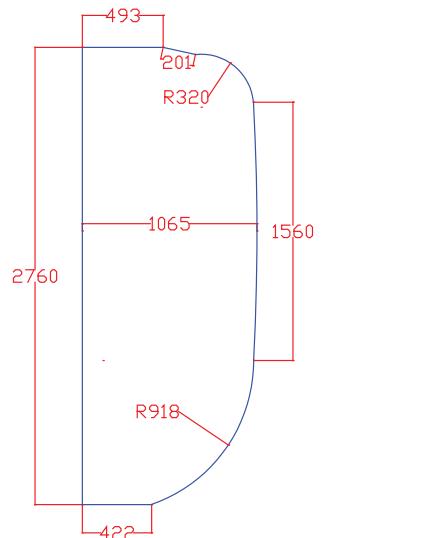
The ceiling decor is conceptualized from the brand logo. It is made from gypsum and paint white as it is seen from the design.

Meeting room Technical details



A

The wall decor is conceptualized from the brand logo. It is made from gypsum and paint white as it is seen from the design.



四

The wall decor is conceptualized from the brand logo. It is made from gypsum and paint blue green color from the brand color as it is seen from the design.

Pool office

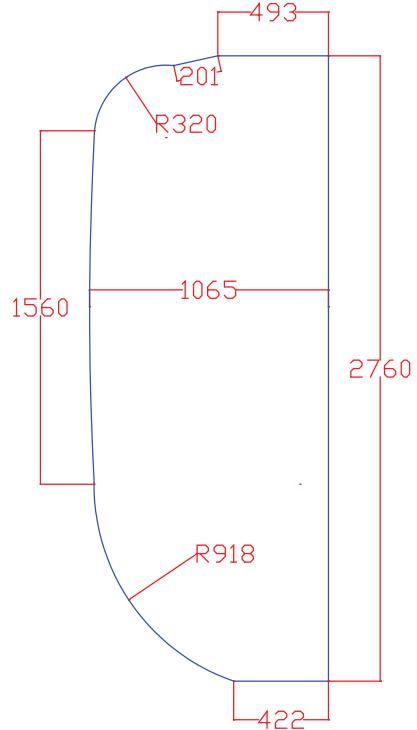
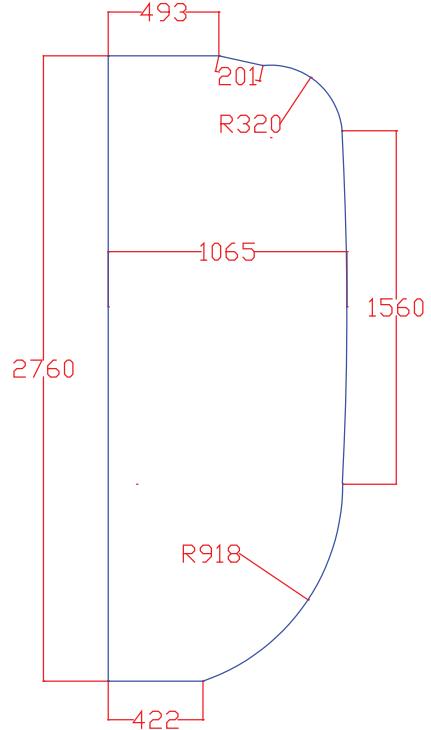


The pool office is designed based on the brand logo on the furniture and walls and It should be made from gypsum for the wall and paint blue green color from the brand color as it is seen from the design.



Pool office

Technical details



The decor is conceptualized from the brand logo. It is made from gypsum and paint blue green color from the brand color as it is seen from the design.

Director office

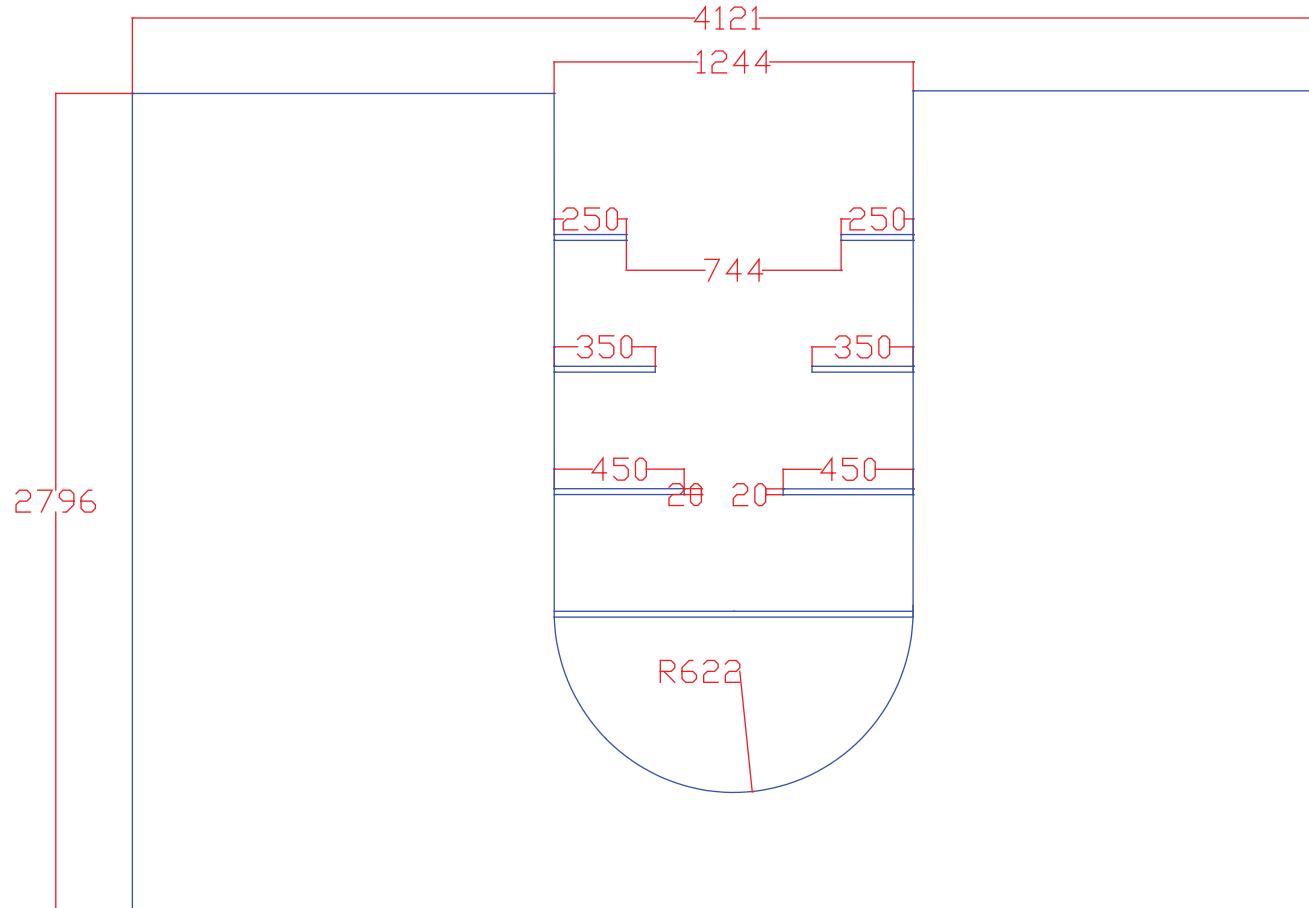


The director office is designed based on the brand logo on the furniture and wall. It is made from gypsum for the wall and paint blue green color from the brand color as it is seen from the design.



Director office

Technical details



The decor is conceptualized from the brand logo. It is made from gypsum and wood or MDF for the shelf in between and paint blue green color from the brand color for wall decor and light brown for the shelf as it is seen from the design.

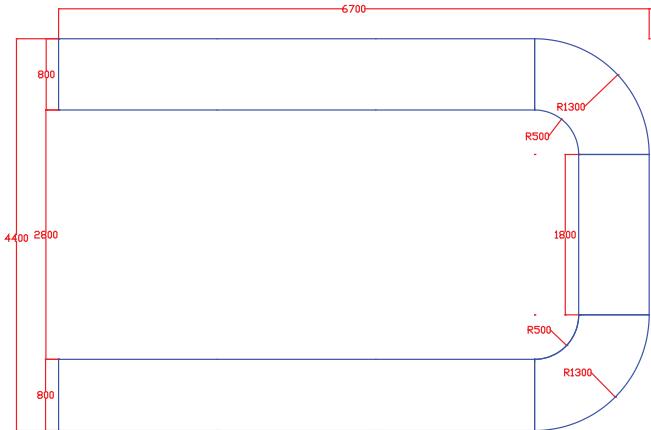
Conference room



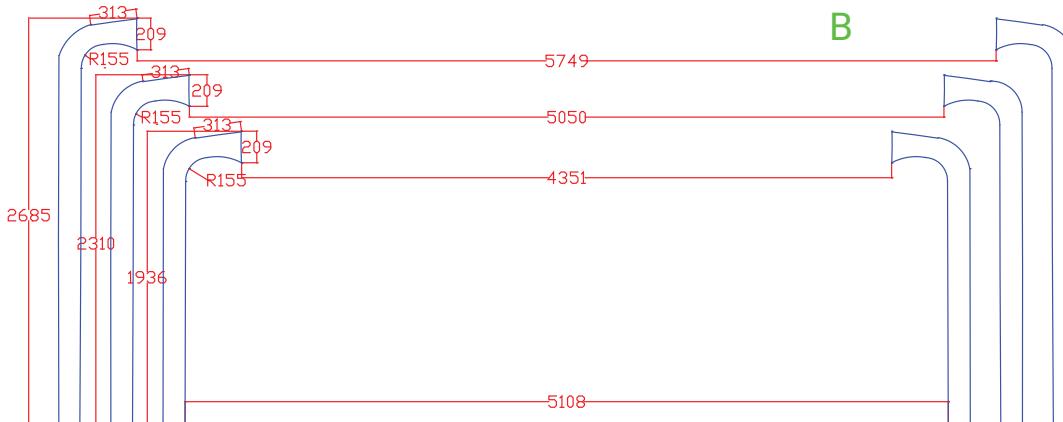
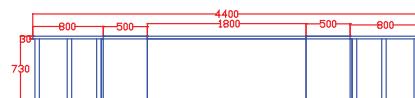
The conference room designed based on the brand logo on the furniture, wall and ceiling. It is made from gypsum for the wall and ceiling as it is seen from the design.



Conference room Technical details



A



B

A

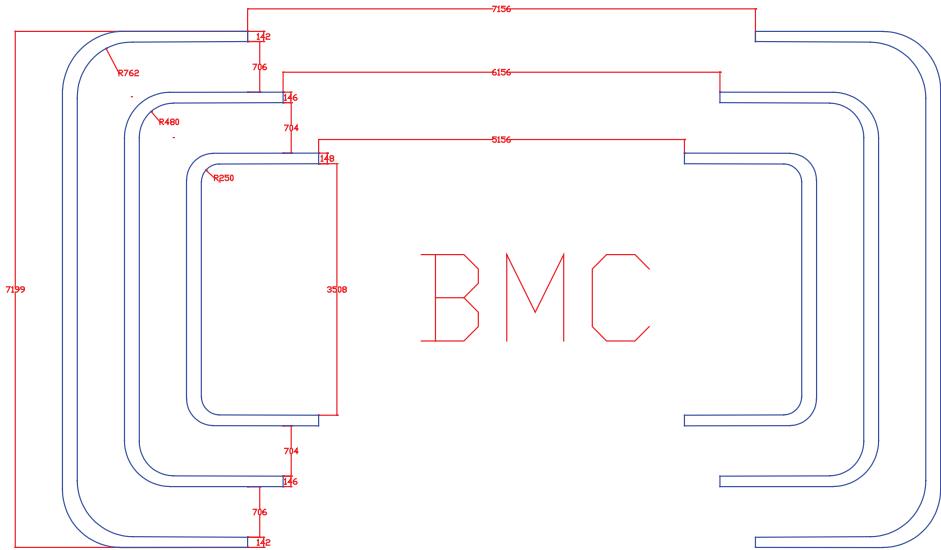
The meeting table is conceptualized from the brand logo. It is made from MDF or wood and paint white and light brown color as it is seen from the design.

B

The wall decor is conceptualized from the brand logo. It is made from gypsum and paint white as it is seen from the design.

Conference room

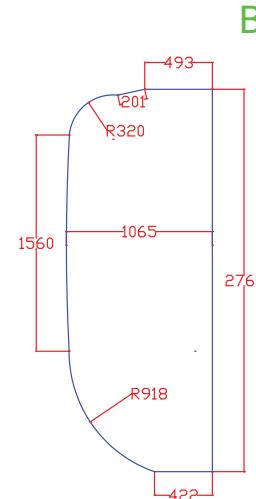
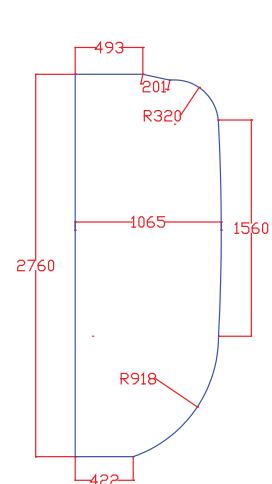
Technical details



A

A

The ceiling decor is conceptualized from the brand logo. It is made from gypsum and paint white as it is seen from the design.



B

B

The wall decor is conceptualized from the brand logo. It is made from gypsum and paint blue green color from the brand color as it is seen from the design.

Parking look and feel



The parking area should use the kidus petros hospital brand colors and shapes (see the examples)

The brand assets should be used along with the space design.(See the example)

Parking look and feel



The Parking area should use the kidus Petros hospital brand colors and shapes (see the examples)



Building signage look and feel



The building sign design should use the kidus Petros hospital brand colors and shapes (see the examples)

The brand assets should be used along with the space design. (See the example)

Main gate design look and feel



The main gate design should use the kidus Petros hospital brand colors and shapes on the board as well as on the gate (see the examples)

The brand assets should be used along with the space design. (See the example)

Fence design example



The fence design should use the kidus Petros hospital brand colors and shapes on the board as well as on the gate and fence (see the examples)

The brand assets should be used along with the space design. (See the example)



Sculpture and green area design look and feel



The sculpture design should use the kidus petros hospital brand colors and shapes on it . The sculpture should be made up of mosaic or ceramic art by incorporating fountain.

(See the examples)

