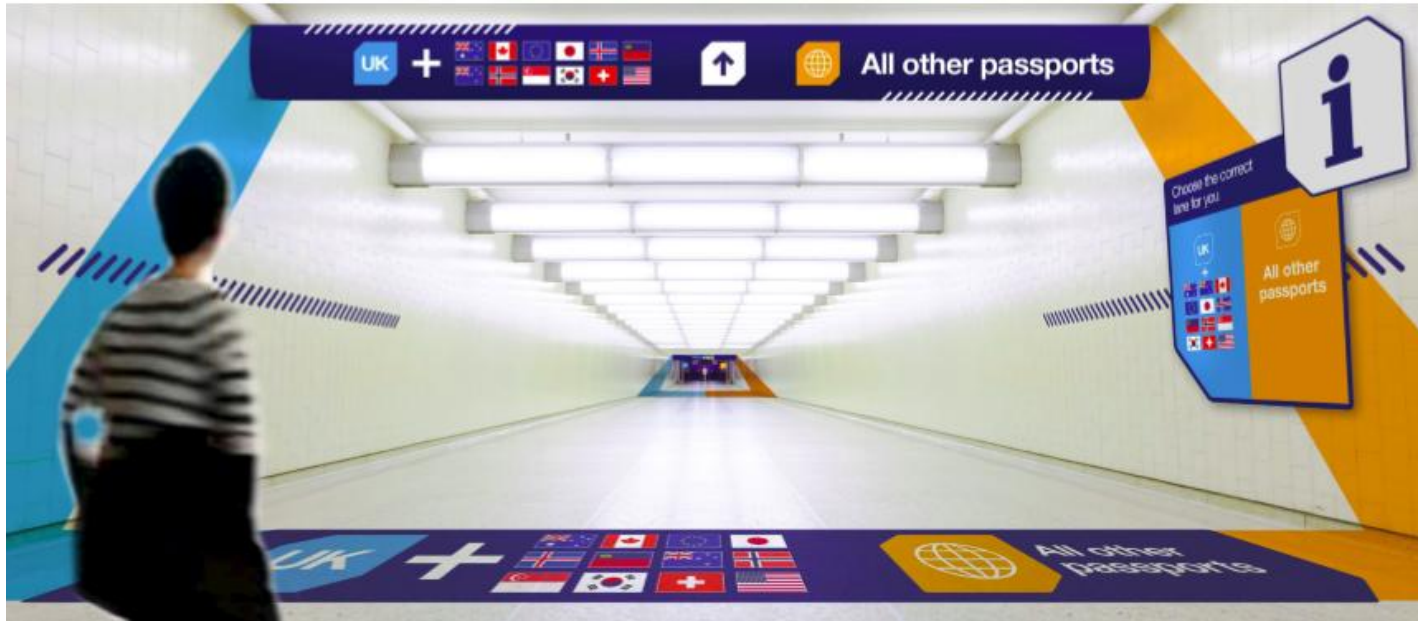




Border Force

Port wayfinding and signage update

To support eGate changes to queue segmentation



For port operator planning only - not for public release

Overview

This pack provides you with the instructions for implementing the new Border Force port wayfinding and signage we are implementing due to changes in queue segmentation by nationality.

This affects all ports and airports which split passengers for immigration processing by nationality – including those that do not have eGates.

01

Introduction to wayfinding changes

Context, how the wayfinding works, and timelines.

Slides 3 to 5

02

Wayfinding & passenger information signage

Design standards for you to apply to fit your immigration hall.

Slides 6 to 11

03

Technical information

Links to download print-ready artwork, specific colour pallet information and links to download flags and icons.

Slides 12 to 16



Overview: Queue segmentation changes

- Starting in summer 2019 nationals from **Australia, Canada, Japan, New Zealand, Singapore, South Korea and the United States of America** will be able to use eGates.
- All nationals from these countries will now be seen alongside travellers from the UK, EU and EEA in all ports and airports around the UK. They will also no longer need to complete a landing card.
- These nationalities now – whether they are entering via the eGates or staffed PCP – **will be processed along with UK & EU nationals**.
- Changes to wayfinding signage will be needed **in all ports and airports** which separate passengers for immigration processing by nationality – not just those with eGates.

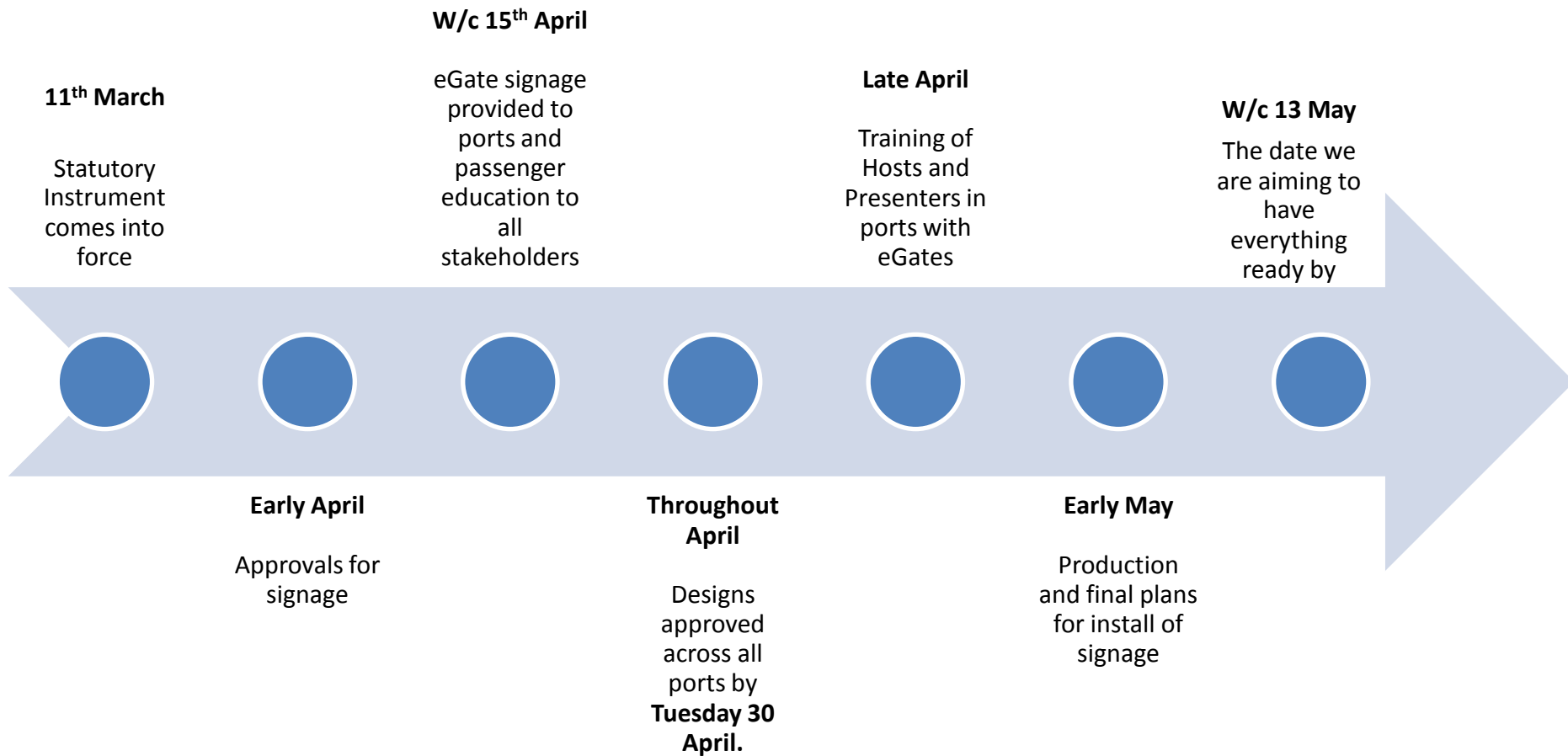


Wayfinding that meets your needs

- The approach and designs for the new wayfinding signage should be **tailored to the needs of your port**.
- You will need to reflect the **passenger profile and operational requirements** of your terminal, in agreement with Border Force.
- These signage instructions are intended to be flexible so ports can **create signage that suits your needs** based on the designs and standards in this pack.
- We will need to **approve the signage** you are creating before it is installed to check consistency and branding – please send it to us at portinformation@homeoffice.gov.uk **by Tuesday 30 April**.
- This pack includes all the **details and links** to download the designs that you need.



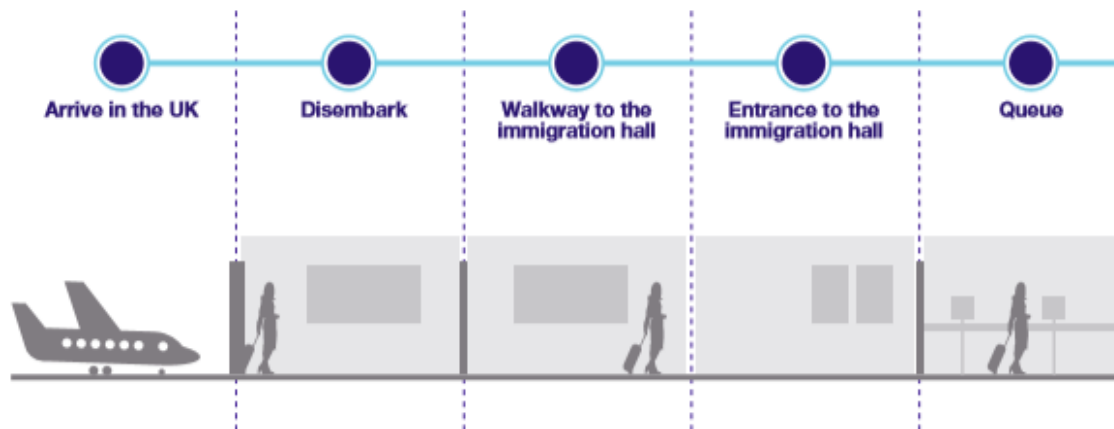
Estimated Timeline





Border Force

In-port wayfinding & passenger information



For port operator planning only - not for public release

Wayfinding: Overview

The following slides set out the new wayfinding designs and passenger information posters / notices. You will need to tailor how you use the wayfinding signage and which passenger information notices you display to fit with the design and needs of your port or terminal.

Passenger information: after the PCP



Where in the passenger journey does this relate to?

Are these items “Essential” or “Optional”?
Details for use.

ESSENTIAL

These information notices provide important information to travellers from the seven countries.

It should be placed to be visible to passengers as they leave the PCP.

The posters are available as print-ready and digital display files in sizes A5 to 2A0. We can also provide them in customised sizes on request.

Coming to the UK as a visitor

If you are a citizen of Australia, Canada, Japan, New Zealand, Singapore, South Korea or the USA you are granted entry into the UK as a visitor for up to six months.

As a condition of your entry you cannot work or study and have no recourse to public funds.

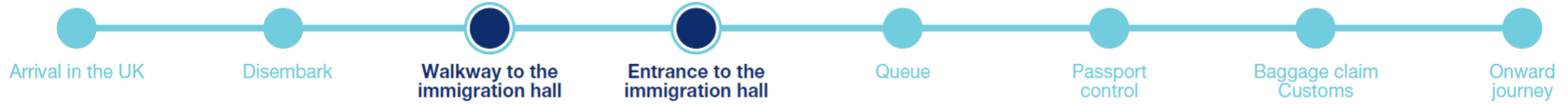
For further information visit gov.uk/visas-immigration

 Border Force

For port operators

Content

Wayfinding: leading to & entrance to the immigration hall



ESSENTIAL

These designs reflect the new way of directing passengers for immigration processing.

They are designed to help passengers choose the right queue for them. We have updated the current blue and orange designs to support simple, clear and quick decisions by passengers.

The way you use these designs will need to be customised to fit the layout of your port or terminal.



Passenger information: after the PCP



ESSENTIAL

These information notices provide important information to travellers from the seven countries.

It should be placed so that it is visible to passengers as they leave the PCP.

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Passenger information: after the PCP



OPTIONAL

These information notices set out which passengers from these seven nationalities did and did not need a stamp in their passports. They are intended to both remind those who did need a stamp, and reassure those who may have expected one.

You may like to place it so that it is visible to passengers as they leave the PCP.

Did you need to get your passport stamped?

Passport stamps are **only** needed for citizens coming to the UK for:

- short-term study (for up to six months) or
- Tier 5 Sporting and Arts Certificate of Sponsorship or
- Permitted Paid Engagements or
- family members of an EEA national seeking to join them permanently in the UK.

+

If they are from these countries:

Please speak to a Border Force officer before you leave as you will need a passport stamp to carry out the activities you are planning to do.

Thank you

eGate Summer promotion with GREAT



The GREAT Britain campaign is the UK Government's most ambitious international marketing campaign and showcases the very best of what our whole nation has to offer in order to encourage the world to visit, study and do business with the UK. The GREAT campaign offers content to promote regional areas of the UK, iconic tourist locations and welcoming imagery.

[GREAT brand library link](#)

If you would like to use the GREAT campaign in your port, please contact alice.hodgson@design102.co.uk for approval on use of branding.





Border Force

Technical details

Posters & notices

Full size print-ready PDFs of the posters.

Download links are on slide 13.

Wayfinding

All wayfinding signage follows the same colour, font, icon and design standards as the existing Border Force wayfinding guide.

PDF downloads of the designs shown above, and the design standards, are set out on slide 14.

Icons and flags

Download links are available on slides 15 & 16.

Download links: posters and notices

You can access all of the posters and notices to support these signage changes at the following link:

[Posters and Notices](#)

We will continue to update that link with additional assets



Border Force

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Wayfinding: leading to & entrance to the immigration hall



ESSENTIAL

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Wayfinding signage standards: icons

ICONOGRAPHY

Icons are universally understood, so they need to be our communications tool of choice.

We have a set of icons to help you communicate with passengers at all stages of their Border Force experience.

You can download Border Force iconography for use in your signage from the below link.

[Download Icons](#)

[Download Arrows](#)



Border Force

For port operator planning only - not for public release

Wayfinding signage standards: flags

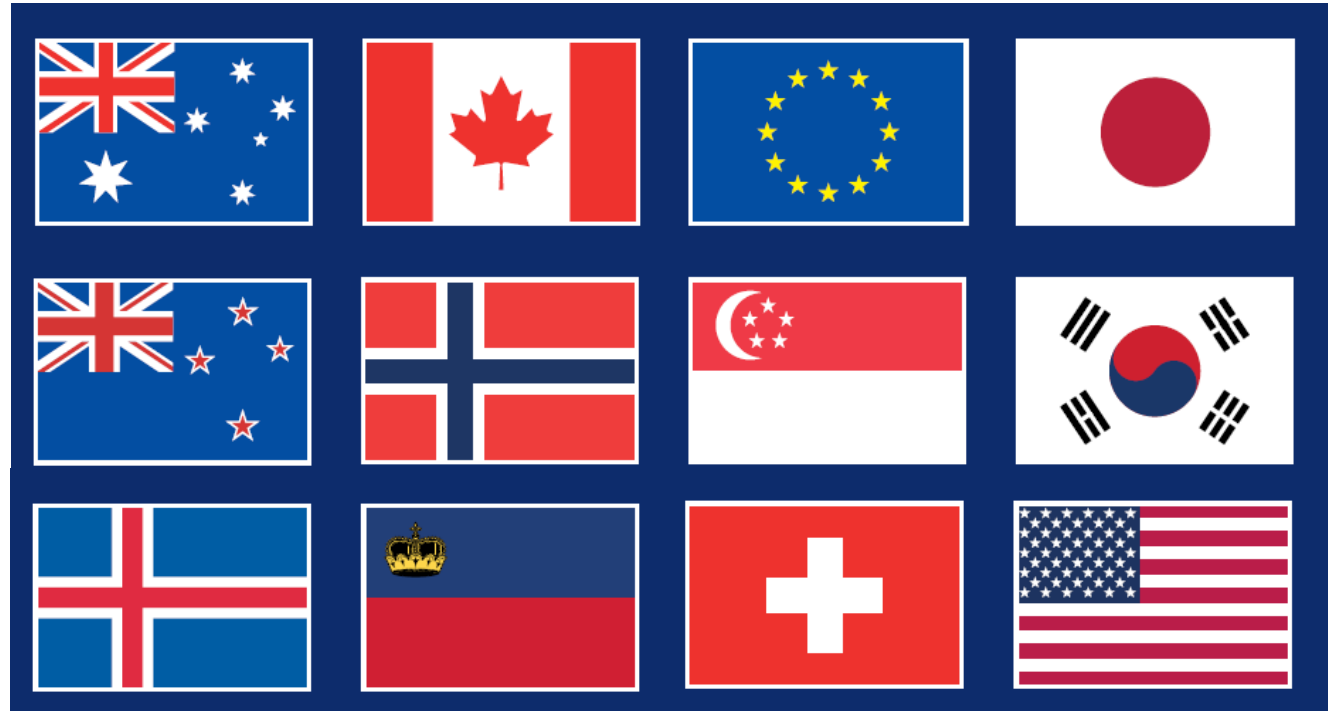
FLAGS

With an increased range of countries now able to use eGates, country flags are used to indicate which nationalities are able to use the light blue UK+ & eGates immigration queues.

You can download a consistent set of flag designs for use on your wayfinding signage from the link below.

Please use the white border around the flags to ensure they are visible.

[Download here](#)



Border Force

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