

NICHOLSON INSTITUTE LEEK

Impact / Design Statement – Signage Application

This document accompanies the signage application for the Grade II* listed Nicholson Institute in Leek. It sets out a signage strategy that addresses both the building's historic significance with the need for clear, accessible and effective wayfinding.

Historical Context

The Nicholson Institute is a Grade II* listed landmark and an important cultural asset within Leek. Designed by W. Sugden and Son in the Queen Anne style and completed in 1884, the building has long served civic and educational purposes. Its historic functions have included a library, museum, art gallery and art school. It continues to operate as a key public building.

Design Intent

The proposed signage adopts a contemporary, minimal design approach intended to prioritise clarity and legibility while keeping visual impact to a minimum. The aim is to integrate discreet, functional wayfinding that complements rather than competes with the architectural and historic character of the building.

The typeface *Adelphi PE Variable* has been selected for its clean, neutral and highly legible qualities. The understated design style ensures clarity in a heritage context, allowing it to support navigation without drawing undue attention.

The proposed external signage colours have been selected to reflect the Nicholson brand palette of red and blue (RAL 3017 and 5024), with black and white text used to ensure clarity and legibility. These colours have been incorporated to support clear and intuitive wayfinding.

The method and type of fixings have been carefully considered to minimise impact on the historic fabric of the building. Where possible, existing fixing positions will be reused where original signage is present. If new holes are required, fixings will be installed within the mortar joints using an appropriate number of screws and plugs to reduce the impact to the historic masonry. In doing so, the proposal seeks to ensure the intervention remains as minimal and reversible as possible.

Summary

This document supports a signage application for the Grade II* listed Nicholson Institute in Leek. The proposal introduces a minimal and contemporary signage strategy that provides clear wayfinding while respecting the building's historic character. Typography, colour and fixing methods have been carefully considered to minimise visual and physical impact on the historic fabric.