

POINTING PEOPLE IN THE RIGHT DIRECTION

Signage for Macmillan Cancer Environments

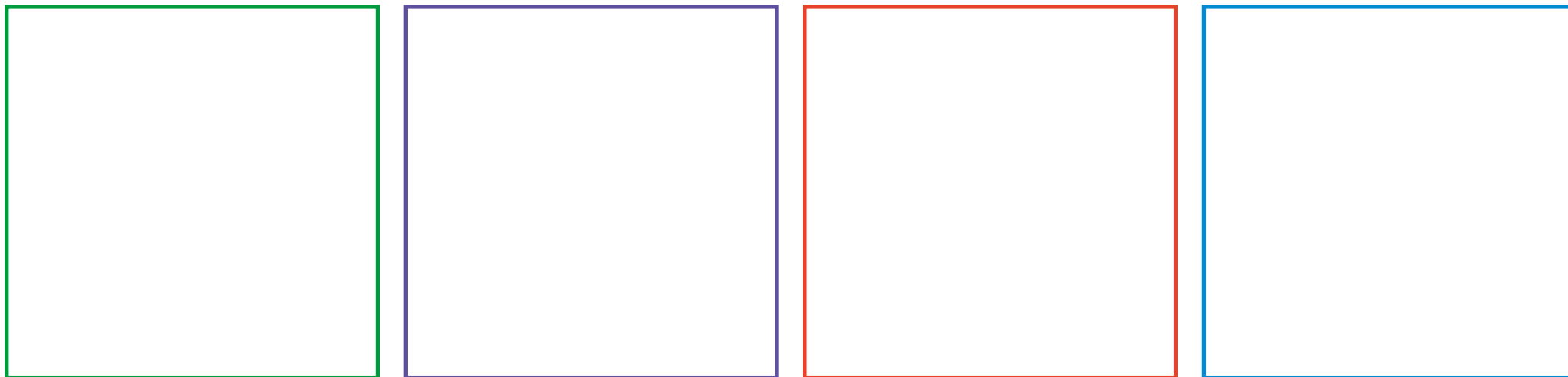
MACMILLAN
CANCER SUPPORT
RIGHT THERE WITH YOU

About this guide

- This toolkit has been designed to show Macmillan Professionals the branded signage available for your service/centre.
- Unless otherwise stated, all items are available free of charge (subject to approval) to both new and existing services.
- The ordering process is included alongside the visual of each item.

Before you order

- When ordering five or more signs please contact the Cancer Environments team first to discuss requirements/usage.
- To avoid Macmillan incurring multiple delivery costs, please make every attempt possible to order all products required at the same time.



Click on the section you wish to learn more about.

On subsequent pages, you can use the footer menu to navigate.

DIRECTIONAL SIGNS

Directional signage is vital to make sure people can easily find our services.

All signs are made to order, and can include the name of your service (excluding temporary signs).

These signs can either be with or without the Macmillan logo and come in small, medium and large.

We also offer signs that fit within the existing NHS directional signage system.

Directional signs: standard with logo

M1



Code: M1 (Small) / M1 (Med) / M1 (Large)

Dimensions: 790x130mm / 1100x180mm / 1400x230mm

Material: 5mm acrylic with polished edges and white graphic elements

Personalise: Yes

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

M2



Code: M2 (Small) / M2 (Med) / M2 (Large)

Dimensions: 500x230mm / 610x280mm / 717x330mm

Material: 5mm acrylic with polished edges and white graphic elements

Personalise: Yes

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

Directional signs: standard with logo

M4



Code: M4 (Small) / M4 (Med) / M4 (Large)

Dimensions: 353x530mm / 420x630mm / 487x730mm

Material: 5mm acrylic with polished edges and white graphic elements

Personalise: Yes

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

Directional signs: standard with logo

M29/30



Code: M29/30 Dimensions: 600mmx900mm

Material: 5mm acrylic with polished edges and white graphic elements

Personalise: Yes

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

Directional signs: standard without logo

M5



Code: M5 (Small) / M5 (Med) / M5 (Large)

Dimensions: 310x310mm / 410x410mm / 510x510mm

Material: 5mm acrylic with polished edges and white graphic elements

Personalise: Yes

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

M3



Code: M3 (Small) / M3 (Med) / M3 (Large)

Dimensions: 395x230mm / 480x280mm / 567x330mm

Material: 5mm acrylic with polished edges and white graphic elements

Personalise: Yes

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

Directional signs: temporary



Temporary sign (use pointing left, right or straight on)

Dimensions: A3 or A4

Material: Laminated card

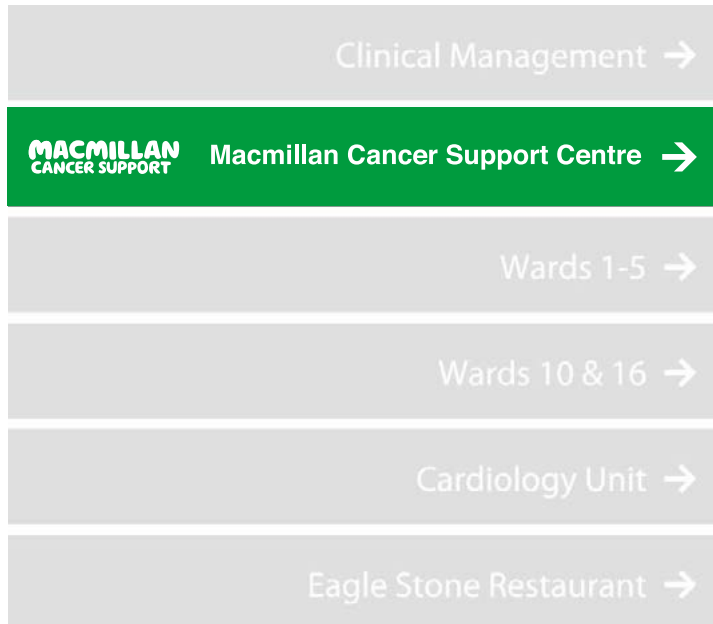
Order: from [be.Macmillan](https://be.macmillan.org.uk)

NB: Please only use these for a short period of time.

Please make sure to replace with permanent signs as soon as possible.

Directional signs: NHS replacement

Option 1

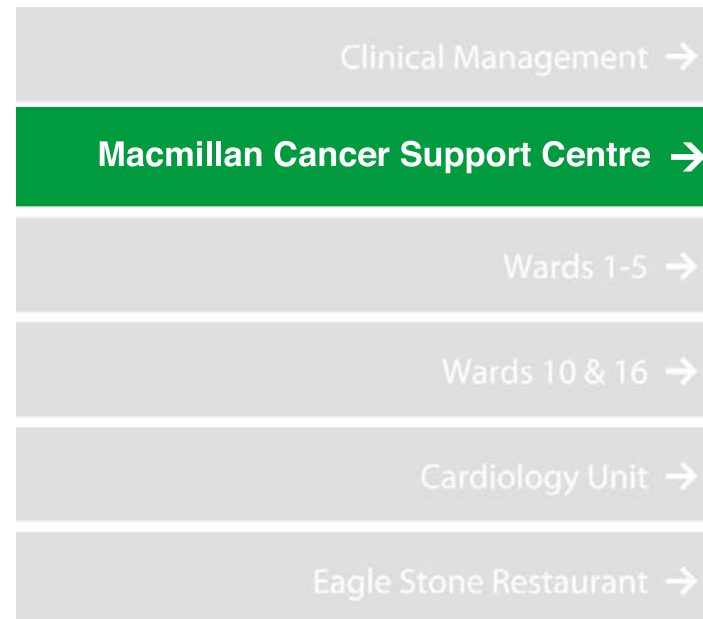


Code: M21

Dimensions: To match existing

Material: 5mm acrylic with polished edges and white graphic elements

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)



Code: M22

Dimensions: To match existing

Material: 5mm acrylic with polished edges and white graphic elements

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

Directional signs: NHS replacement

Option 2



Code: M23

Dimensions: To match existing

Material: 5mm acrylic with polished edges and green graphic elements

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)



Code: M24

Dimensions: To match existing

Material: 5mm acrylic with polished edges and green graphic elements

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

Directional signs: NHS replacement

Option 3

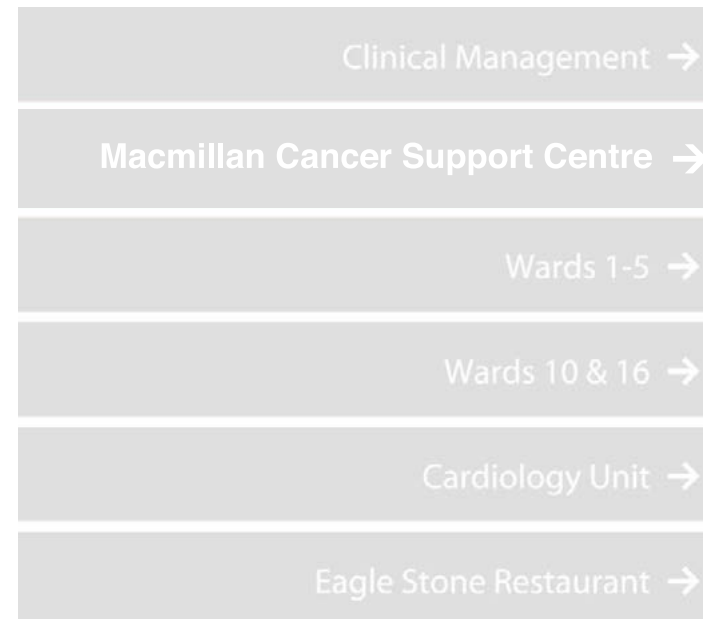


Code: M25

Dimensions: To match existing

Material: 5mm acrylic with polished edges and white graphic elements

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)



Code: M26

Dimensions: To match existing

Material: 5mm acrylic with polished edges and white graphic elements

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

ARRIVAL SIGNS

Arrival to site signs are important so people know they have arrived at the centre, and helps to make it clear to visitors that they are entering a Macmillan space.

We can make one-off signs for a particular space or purpose. Speak to your Macmillan Partnership Quality Lead or Partnership Manager about this option. These should be avoided where possible but the Cancer Environments Team can help to develop. (NB: these will not be free of charge)

Arrival signs: standard

M6



Code: M6 (Small) / M6 (Med) / M6 (Large)

Dimensions: 200x100mm / 400x200mm / 600x300mm

Material: 5mm acrylic with polished edges and white graphic elements

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

M7



Code: M7 (Small) / M7 (Med) / M7 (Large)

Dimensions: 200x100mm / 400x200mm / 600x300mm

Material: 5mm acrylic with polished edges and white graphic elements

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

Arrival signs: standard

M8



Code: M8 (Small) / M8 (Med) / M8 (Large)

Dimensions: 600x80mm /
1200x160mm / 1800x240mm

Material: 5mm acrylic with polished edges
and white graphic elements

Personalise: Yes

Order: via your Macmillan Partnership Quality
Lead/Partnership Manager or direct from the
[Cancer Environments team](#)

M9



Code: M9 (Small) / M9 (Large)

Dimensions: 300x300mm / 600x600mm

Material: 5mm acrylic with polished edges
and white graphic elements

Personalise: Yes

Order: via your Macmillan Partnership Quality
Lead/Partnership Manager or direct from the
[Cancer Environments team](#)

Arrival signs: standard

M10



Code: M10 (Small) / M10 (Large)

Dimensions: 600x300mm / 1200x600mm

Material: 5mm acrylic with polished edges and white graphic elements

Personalise: Yes

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

M11



Code: M11 (Small) / M11 (Large)

Dimensions: 200x300mm / 400x600mm

Material: 5mm acrylic with polished edges and white graphic elements

Personalise: Yes

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

Arrival signs: vinyl for windows/glass doors



Item: Window sticker

Dimensions: 200x100mm

Material: Vinyl

Green with white text or clear with green text

Order: from [be.Macmillan](https://be.macmillan.org)

M31



Code: M31

Dimensions: 200x125mm

Material: 5mm acrylic with polished edges and applied white vinyl to face

Personalise: Yes

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

M32



Code: M32

Dimensions: 200x60mm

Material: 5mm acrylic with polished edges and applied white vinyl to face

Personalise: Yes

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

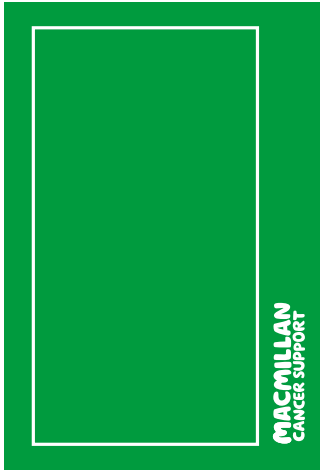
ON-SITE SIGNS

Notice boards, leaflet holders and narrative panels can be used outside or inside a Macmillan service.

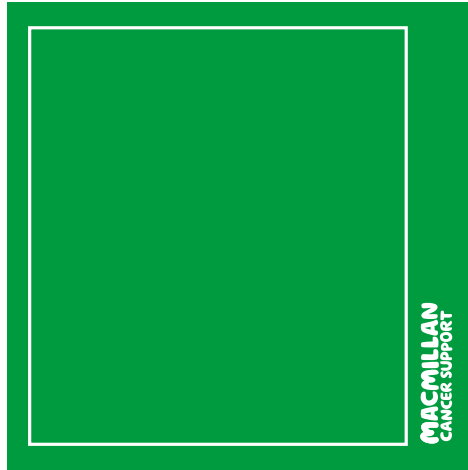
Narrative panels should be written in a journalistic style to tell the story of why the building was built. They are a great way of explaining partnerships through a story rather than through the presentation of logos. This text will need to be approved by your regional communications team.

On-site signs: notice boards

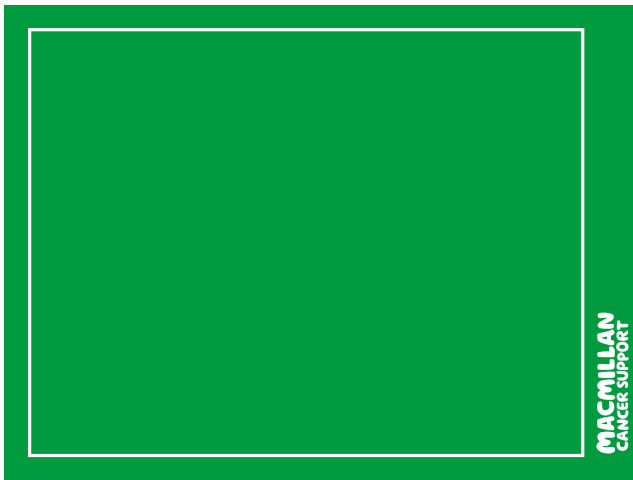
M33



M34



M35



Code: M33

Dimensions: 600x900mm

Material: 5mm acrylic with polished edges and white graphic elements

Personalise: No

Code: M34

Dimensions: 900x900mm

Material: 5mm acrylic with polished edges and white graphic elements

Personalise: No

Code: M35

Dimensions: 1200x900mm

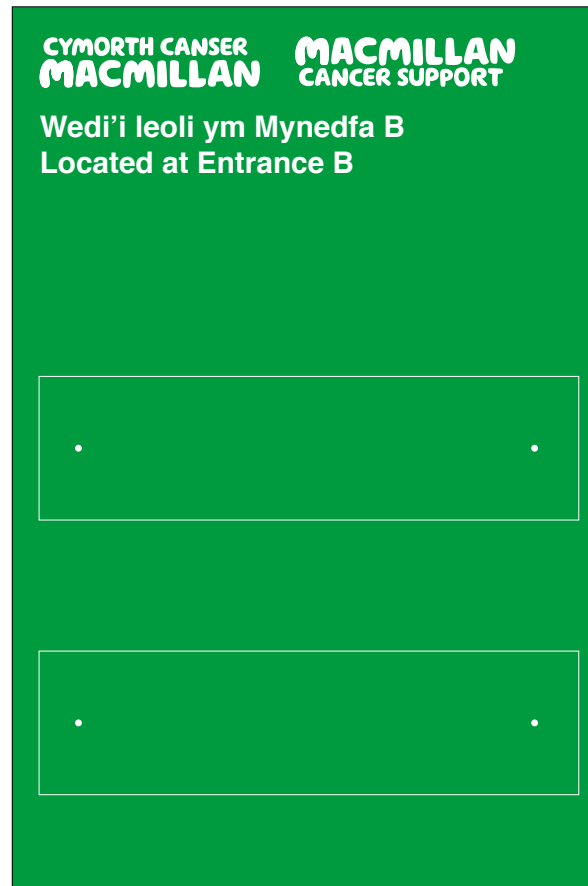
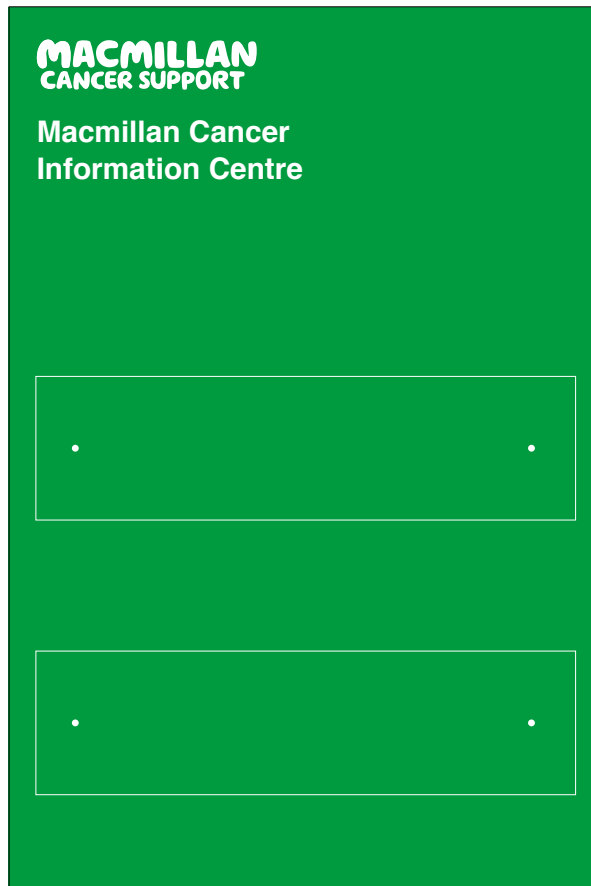
Material: 5mm acrylic with polished edges and white graphic elements

Personalise: No

Order: via your Macmillan Partnership Quality Lead/ Partnership Manager or direct from the [Cancer Environments team](#)

On-site signs: leaflet holders

M27



Code: M27

Dimensions: 600x900mm

Material: 5mm acrylic with polished edges and white graphic elements.
Clear Perspex leaflet holder

Personalise: Yes

NB: Best suited for A5 height leaflets

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

Please note:

These are not designed to be ordered in bulk and displayed along a single wall. If you require a large display unit, this will need to be organised by your service.

On-site signs: narrative panels

M12/13

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

MACMILLAN
CANCER SUPPORT

Code: M12 (Small) / M12 (Large)

Dimensions: 533x200mm /
720x270mm

Material: 5mm acrylic with polished edges and white graphic elements

Personalise: Yes

Code: M13 (Small) / M13 (Large)

Dimensions: 500x250mm /
700x350mm

Material: 5mm acrylic with polished edges and white graphic elements

Personalise: Yes

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

On-site signs: narrative panels, portrait with site name

M14

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

MACMILLAN
CANCER SUPPORT

Code: M14 (Small) / M14 (Large)

Dimensions: 250x375mm / 350x525mm

Material: 5mm acrylic with polished edges and white graphic elements

Personalise: Yes

Order: via your Macmillan Partnership Quality Lead/Partnership Manager or direct from the [Cancer Environments team](#)

OUTREACH

Portable displays and outreach tools

These are a great way to brand yourselves and your desk or area, for services who deliver outreach work.

How to order:

Standard items (posters, flyers, appointment cards, business cards) can be ordered from [be.Macmillan](https://www.be.macmillan.org.uk).

For double-sided A5 leaflets or pull-up banners please contact the external communications team.

ORDERING GUIDE

For each item please provide:

Code:

Dimension:

Quantity:

Personalised wording:

(if applicable)

Delivery name/address:

How/where this will be used:

Example:

Code: M27

Dimension:600x900mm

Quantity: 1

Personalised wording: Macmillan Information & Support Centre

Delivery name/address: FAO Jane Adams, Smalltown Hospital, Smalltown, SM11 7ON

How/where this will be used?: Inside the centre to display leaflets and help with branding

Please send your requests to

[**CESignage@macmillan.org.uk**](mailto:CESignage@macmillan.org.uk)

Please note

Personalisation cannot include any additional logos.
Maximum characters for an M27 leaflet holder is 100
(inc. spaces) and cannot exceed six lines.

When ordering five or more signs please contact
the [Cancer Environments team](#) first to discuss
requirements/usage.