

Design Onboarding Package

29.03.2022

DTR Design of the Built Environment



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Roche Diagnostics global workplace

Our Vision

**We create future-proof working environments
that inspire our people**

*Through choice of the right places to collaborate,
innovate and be creative, we will enhance a sense
of pride for working at Roche Diagnostics*

This comment was highlighted through interviews with the DSOC and several workshops with DSE and panel / /SME's

Design of the built environment

Why architecture and design matter



Our Brand

Roche Buildings are messengers of our **corporate culture** representing the quality and the **values of our company**



Our People

Design has a great impact on **people's well-being** at work. **Engagement** is strongly positively correlated with better individual and **business performance**



Our Future

Being able to **attract and retain talent** is key to the future success of Roche Diagnostics

Design of the built environment

How to achieve our goals

A vision

Roche has developed an **Interior Design Concept**, integrated in a comprehensive, web-based, “**Our Spaces**”, *Roche Guide of the Built Environment*.

Group Alignment

Together with Pharma as **one Roche** in alignment with Group Communications, **Brand & Reputation**

Architects competence

Improving internal and external **architects’ design capabilities** is crucial to achieving better results. A thorough **Designer Selection Process** is in place to engage the best professionals.

Design of the built environment

Our fundamentals



Ahead of Time

- Being pioneers, taking risks
- Supported by the latest technology
- Constantly adapting to new ways of working
- Fostering creativity, invigorating
- Sustainable



Fit to Purpose

- Encourage collaboration
- Performance-oriented, diversity of spaces to fit activities
- Data-driven
- Industrial Design



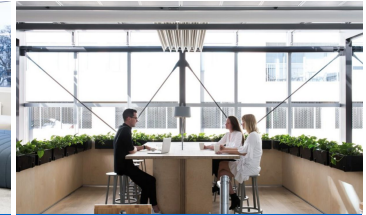
Form at Human Scale

- Honest and genuine
- Clean and simple, reduced to essential, elegant
- Timeless, clear geometry responding to functional organization
- Related to human organic movement and scale



Atmosphere of Space

- Stimulating our senses and our spirit
- Diversity of character
- Well-being and comfort
- Bright / Open / Transparent
- Close to nature



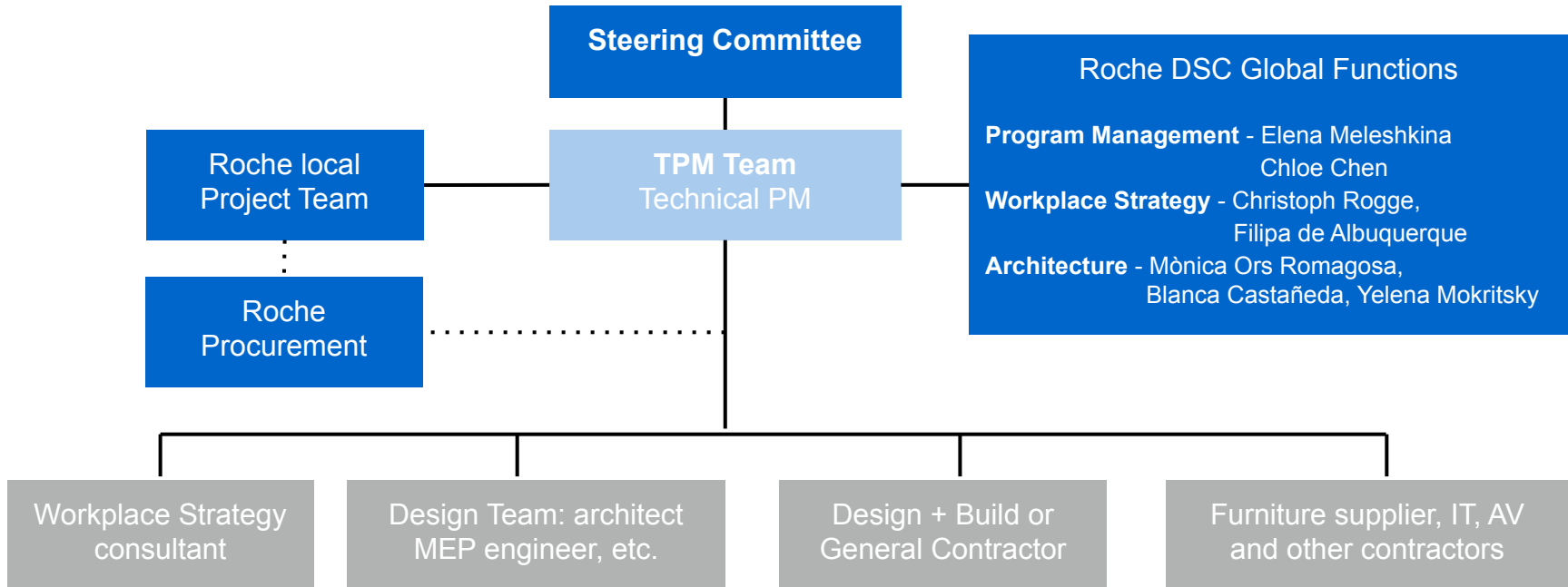
Adapted to Local Environment

- Respecting and learning from diversity
- Taking individual differences into account
- Engaging with local culture

Team structure & work methodology

Team Structure

Defining Architect's Role within the team



Methodology of Work

Steps

Designers will be asked to follow a specific **methodology**, based on a systematic research-based, **analytic approach**, avoiding purely formal or stylistic, arbitrary proposals.

Following **steps** should be taken into account:

- **Translate** the project design criteria and requirements into the design concept
- **Explore** different design options, testing against design criteria, using a systematic research methodology
- **Develop** and present a minimum of 2 interior design conceptual options responding to the established design criteria, including:

Spaces configuration / Layout

Formal expression

Finishes / materiality / colors

Lighting concept

Furniture concepts / green concept

Integration of contextual cultural elements

- **Establish preferred proposal** by providing clear arguments, describing why the concept fits best the design criteria and project objectives. Explain decision by matrix analysis.

Methodology of Work

Important to consider:

•Client engagement:

The Roche project team (Local & Global) will be engaged with designers as part of the decision-making design process.

•Diagnostics corporate architect involvement:

Communicate level of involvement at the project kick-off.

Review scheduled proposals and milestones/approvals for each design phase. Review time of approx. 3 days for each revision should be incorporated in the **timeline**, accounting for multiple revisions. Key milestones:

- Layout & Concept Design
- Schematic Design
- Detailed Design Development

•Change Management / user involvement:

Involvement of users during the design development phase should be considered and planned. Specific presentations from the designers to explain the concepts shall be required, presenting previously accepted design options for user engagement.

Diagnostics corporate architect involvement

Diagnosics corporate architect involvement

Process

Designer Selection*

1. **Profile:** role & scope
2. Define **selection criteria**
3. Compile longlist (with TPM) > evaluate**
4. **Shortlist** endorsement
5. Define Evaluation Matrix/**Weight** on project basis
6. Review **RFP** documents
7. **RFP return** evaluation> Recommendation
8. **Endorsement**

Guidance

9. **Design Kick-off call** and **Definition** of specific **Project Design Goals**
10. **Concept & Layout** endorsement
11. **Materiality / Lighting / Furniture / Greenery** concept endorsement

Review

12. **Color scheme/ Fixtures /Furniture/ Vegetation/** approval
13. **Signage** endorsement
14. End of Project phase **review for approval**
15. Review of Furniture Bid return to approve final **furniture selection**

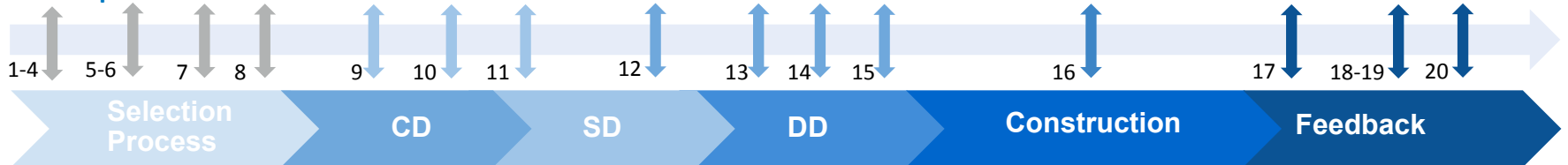
Doc. & Comm.

16. **Project Documentation:** Including **professional photography** of completed project following Roche Guidelines for Project Photography

Feedback

17. **Fit-out survey** by local Roche team
18. **User perception** feedback collected as part of KPI
19. **FM** specific feedback: materials & products
20. **Consultants** feedback: architects / construction firms

DIA Corporate Architect



*Link to the detailed [Architect Selection Process](#) document

**Note: step only applicable for Traditional and 1-Stage D&B Procurement Model

Fit-out scope of work

Fit-out scope of work

SOW documents in correspondence with Procurement Models

Traditional procurement model (Project Designer & General Contractor):

[Project Designer Scope of Work](#)

Single-Stage D&B model:

[Design and Build Scope of Work](#)

Two-Stage D&B with Concept Designer model:

[Concept Designer Scope of Work](#)

[Design and Build Scope of Work](#)

Fit-out scope of work

Process under 2-Stage with Concept Designer Procurement Model

DIA Corporate Architect

- 1. **Selection of Concept Designer** from list of preferred global partners
- 2, 6, 15. **Guidance**
- 3, 4, 10, 11, 12. **Review and endorsement**
- 16. **Feedback** - user perception, PM survey, Consultants feedback

Concept Designer

- 2. **Design Kick-off and Definition** of specific **Project Design Goals**
- 3. **Layout & Overall Design Concept** endorsement by CA and local stakeholders
- 4. **Materiality/ Lighting/ Color scheme/ Furniture/ Vegetation** concept endorsement by CA and local stakeholders

Concept Designer

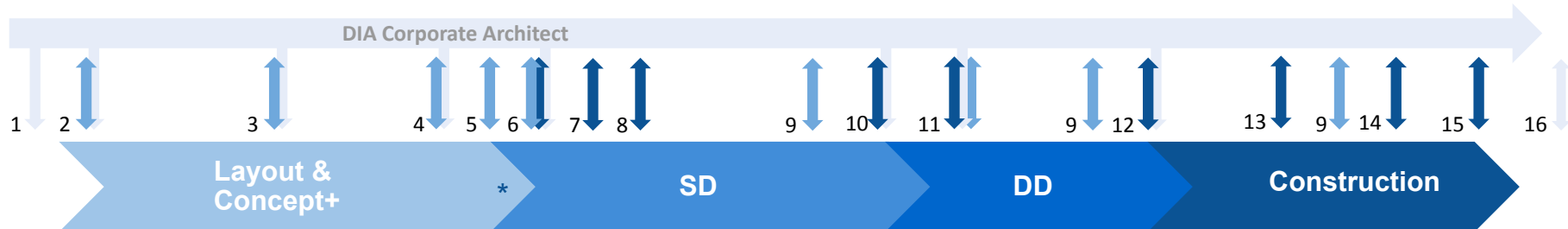
- 5. **Concept Design+** package for D&B tender
- 6. **CD/SD Transition** - D&B onboarding meeting with SD, CA, TPM and local team
- 9. **Design review/comments**

Design & Build

- 6. **Onboarding** meeting with SD, CA, TPM and local team
- 7. **Site verification** and evaluation
- 8. **Local code** review, plan updates
- 10. **Schematic Design** approval by CA and local stakeholders
- 11. **Furniture Package** for tender. Vendor selection by CA and local stakeholders

Design & Build

- 12. **Developed Design & Construction Documents** package approval by CA and local stakeholders
- 13. **Construction Submittals** reviews, correcting design deviations
- 14. **Construction Execution**
- 15. **Professional photography** of completed project upon move-in



* D&B Tender process and selection

Design guidelines: global & local

Design of the built environment

Guidelines

Global Guidelines

Our spaces

Roche guide of the built environment

Buildings Interiors Exteriors

- Global brand standards
- Create Corporate Identity
- Apply to DIA / Pharma divisions
- [Specific guidance for Buildings, Interiors and Exteriors](#)
- [Check-lists to review compliance](#)

Local Guidelines

Strategic Master Plan (SMP)	
Planning inputs	Infrastructure
Site analysis	Buildings
Framework	Interiors
Development	Exteriors
Access	Implementation

- Place-specific standards
- Reflect local culture
- Meet local requirements
- Apply to a specific site or region
- If no SMP applies a local Guideline for Interiors can be developed (China)

Global guidelines

Our spaces, Roche design of the built environment

This **web-based** guide of the built environment explains and illustrates **Roche's architectural fundamentals**.

Clear, functional structures and spartan elegance, relating to the local context, new technologies and the focus on people, are essential to Roche's sustainable approach to the design of our spaces.

Our spaces

Our buildings, interior and exterior spaces are messengers of Roche's culture and are seen as a reference to the quality of our brand. The perception of the environment has a great impact in how we feel, interact and work.

The goal of the built environment, together with Roche's architectural fundamentals, clear, functional structures and spartan elegance, relating to the local context, new technologies and the focus on people, are essential to Roche's sustainable approach to the design of our spaces.

Our way to the fundamentals ▾ Explore the fundamentals ▾

Ahead of time
Innovative by being adaptable to change and new ways of working, committed to technology and sustainable design.

Form follows purpose
Designed from inside out, focused on purpose and performance.

Form at human scale
Timeless expression, spartan elegance, reduced and honest use of materials.

The atmosphere of space
Spaces with soul, engaging comfortable design to respect people's experience at work.

Adapted to the local environment
Respectful and inclusive with diversity and the local context.

Fundamentals / At the intersection between people and our key topics

A circular diagram with 'People' at the center, surrounded by five overlapping circles: Innovation (Ahead of time), Functionality (Fit for purpose), Form (Form at human scale), Atmosphere (The atmosphere of space), and Context (Adapted to the local environment).

Go to: <https://spaces.roche.com/>

Global guidelines

Our Spaces > Interiors



Introducing local materials



Reinterpreting the context



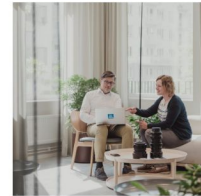
Diverse and inclusive



Make your choice



Designed for flexibility



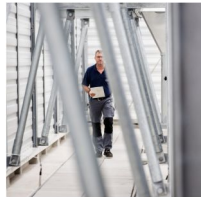
Designed for people



Bright spaces
Character, Light, Well-being



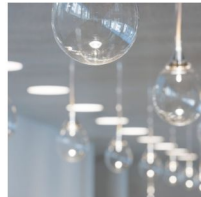
Inspiring colours
Character, Look and feel, Well-being



Easy maintenance



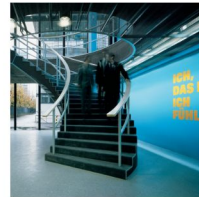
Showcase innovation



Sustainable technology



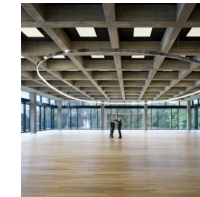
Find the essential



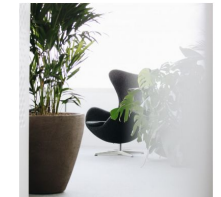
Fit for movement



The right proportion



Creating atmospheres
Character, Light, Technology, Well-being



Close to nature
Character, Sustainability, Well-being


Explore the rules: <https://spaces.roche.com/interiors/>

Check the stories and recently completed projects: <https://spaces.roche.com/stories/>

Global guidelines

Our Spaces > Interiors > Checklist

*Our spaces,
Roche guide of the built environment*



Interiors Key Features

Ahead of time

Designed for flexibility

- ❑ Define level of adaptability according to the project priorities, many movable partitions are not always the best solution.
- ❑ Think modular for base design elements and infrastructure.
- ❑ Choose flexible, customizable, and reconfigurable furniture solutions.

Sustainable technology

- ❑ Take design opportunities to promote and communicate sustainable awareness, considering local specificity.
- ❑ Facilitate low-energy solutions for cooling, heating, lighting, etc. in compliance with Roche sustainability directives KB - K18.
- ❑ Choose non-toxic products and materials with a low environmental impact.

Showcase innovation

- ❑ Communicate innovation, and showcase science and technology as the brand's driving mission.
- ❑ Show works in progress on integrated wall spaces, display cases, or media screens.
- ❑ Provide multi-purpose spaces that encourage creativity and sharing knowledge and ideas.

Raw, spartan and sustainable

- ❑ Adopt new, recycled, reusable, and recyclable solutions to new requirements. Rethink furniture design out of the box.
- ❑ Propose furniture that has a casual, raw and Spartan, character.
- ❑ Foster creativity and optimise investments by designing flexible, reconfigurable, and modular assemblies.
- ❑ Adapt to *Scrum* methodology.

Form at human scale

Find the essential

- ❑ Employ a consistent, harmonious elegant formal language, beyond stylistic.
- ❑ Focus on a reduced expression, without superfluous ornament.
- ❑ Present a timeless, clear geometry, simple appearance.
- ❑ Use a reduced number of authentic natural materials.

Fit for movement

- ❑ Focus on people, and consider non-linear spatial arrangements with meandering circulation to create a more interesting spatial experience.
- ❑ Design, where appropriate, simple organic or circular shapes that accompany the body movement.

The right proportion

- ❑ Maximize the height for a generous space feeling.
- ❑ Choose ceiling types according to a concept defined by space typologies.
- ❑ Use modular, rational criteria for the rhythm of lighting and installations, according to the building's structure.

The atmosphere of space

Bright spaces

- ❑ All permanent workplaces should have quality natural light.
- ❑ Allow light to travel across different areas using transparent or translucent partitions for a sense of openness.
- ❑ Quality of light depends on the materials' reflectivity, so consider when defining colours for finishes.

Inspiring colours

- ❑ Use of colours follows a clear concept directly related to the character of the space.
- ❑ Colours captured from local context evoke a familiar environment that brings comfort, follow the Site Mater plan local guidelines.
- ❑ Choose neutral, warm main colours, with no more than three accent colours, tone-in-tone.
- ❑ Avoid many highly contrasted and saturated colours; do not use dark colours in open work space.

See all Interior Key features: <https://spaces.roche.com/interiors-key-features/>

Download Roche Interiors checklist: https://spaces.roche.com/wp-content/uploads/2019/05/Roche-Interiors_check-list.pdf

Global guidelines

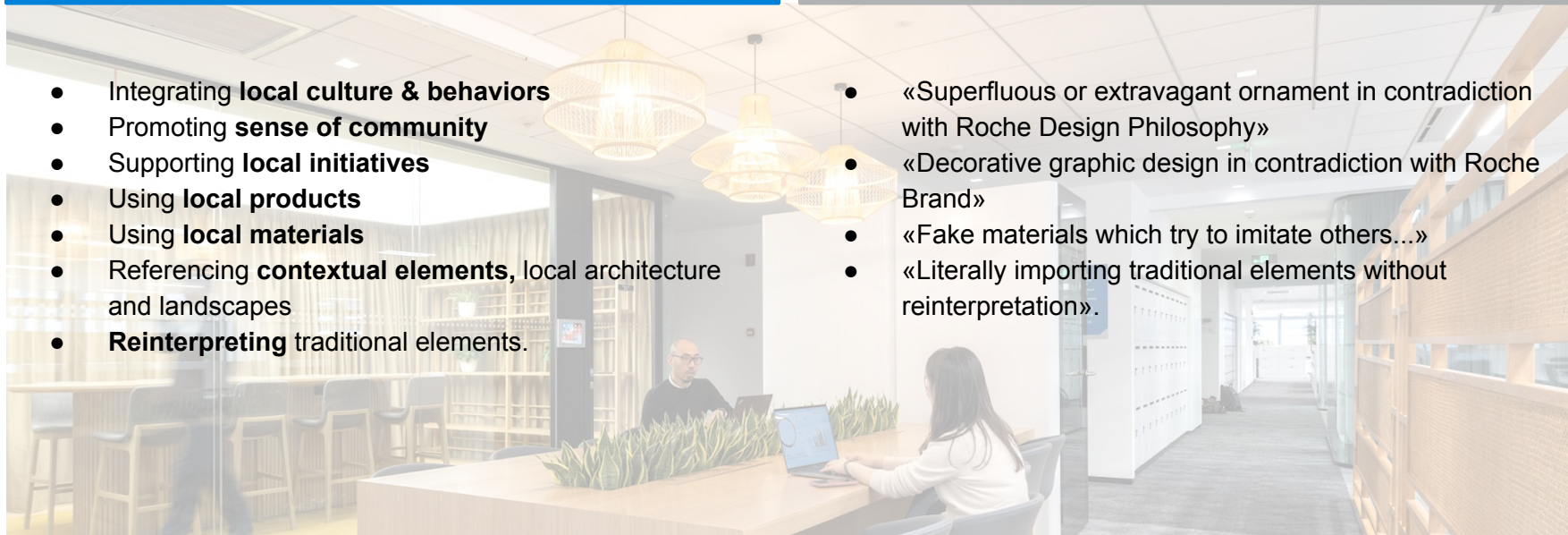
Design engagement with local culture

is about...

- Integrating **local culture & behaviors**
- Promoting **sense of community**
- Supporting **local initiatives**
- Using **local products**
- Using **local materials**
- Referencing **contextual elements**, local architecture and landscapes
- **Reinterpreting** traditional elements.

is NOT about...

- «Superfluous or extravagant ornament in contradiction with Roche Design Philosophy»
- «Decorative graphic design in contradiction with Roche Brand»
- «Fake materials which try to imitate others...»
- «Literally importing traditional elements without reinterpretation».



Global guidelines

Material, Pattern, and Color application

is about...

- A **cohesive concept** unifying the design and dictating visual language.
- A **single pattern** derived from the concept.
- **Timeless** materials with **minimalist** and **elegant** aesthetic, used **consistently**.
- Color application based on a **concept**, using **textures** and a palette of **secondary and tertiary colors** to create depth.
- **Warm natural** materials and textures that **relate to people** and create an **engaging** environment.
- Geometry and patterns rooted in **function**, **fit to purpose**, and applied in a **meaningful** way.

Is NOT about...

- «Using Roche logo geometry as a pattern inspiration in place of a design concept...»
- «Fake materials which try to imitate others...»
- «Use of multiple patterns and graphics in attempt to create visual interest...»
- «Trendy materials and elements not aligned with Roche philosophy of timeless design...»
- «High contrast, saturated and primary color palettes that contradict Roche formal expression...»
- «Transitioning materials and creating complex geometry, without responding to function...»

Global guidelines

Interior displays strategy

Rules

- Focus on **content**
- Reflect Roche **values**
- **Consistency:** develop a cohesive **concept** unifying the design and dictating **visual language**.
- Establish a clear **graphic** concept
- Use **Corporate signage** and follow **Brand rules**
- Achieve a **timeless, elegant** and **restrained** aesthetic
- Reflect **simplicity, clarity,** and **order** in the space, create a serene environment
- Refrain from using stylistic or fashionable elements
- Devise **fit to purpose** displays, applied in a meaningful way

Global guidelines

Interior displays strategy

5 categories of display...

- Innovation and achievements
- Corporate communication
- Employees messaging
- Community engagement
- Works of art

All to be approved by Global Corporate Architect

is NOT about...

- «Applying a layer of mottos or motivational quotes on walls»
- «Decorative graphic design on permanent elements»
- «Eclectic, extravagant, flashy or loud artwork»

The **Roche brand** is conveyed through the **sense of place** achieved with a successful spatial concept in alignment with Corporate Architecture:

- Keeping the principles of **elegance, timelessness** and **simplicity**
- Using **corporate signage** for consistency
- Achieving a successful **materiality** concept
- Use of **local elements** such as lamps, upholsteries, cushions and vegetation to add liveliness to a space

Global guidelines

Interior displays strategy

Innovation and achievements

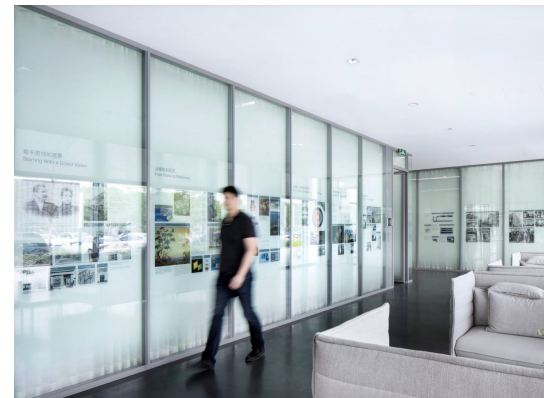
- Communicate innovation and showcase science and technology as the brand's driving mission.
- Reflect the past, present, and future of research and development, showing the process and progress.
- Plan integrated spaces for internal display of work in progress and team achievements: display cases, shelves for team work display, or media screens/installations.
- Refer to global design guidelines: [“Showcase innovation”](#).



Innovation display at Roche Kaiseraugst



Innovation display at Infozentrum Roche Basel



History wall at Roche Suzhou

Global guidelines

Interior displays strategy

Innovation and achievements



Display integrated in furniture at Roche Shanghai



Media installation at Roche Kaiseraugst



Interactive installation at Roche Tokyo



Interactive display at Infozentrum Roche Basel

Global guidelines

Interior displays strategy

Corporate communication

- Communicate temporary messages, events, goals or campaigns.
- Select non-permanent supports that integrate well with the design language of the space: interchangeable display frames, discreet banners, or media screens, which allow for easy content update.
- Avoid flags, decals, tabletop collaterals or elements that generate a visually noisy environment.
- Refer to *Roche Brand Center* guidelines <https://brand.roche.com/guidelines.htm>



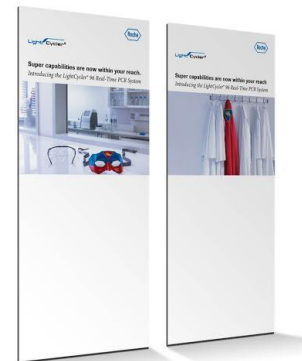
Digital / physical display at Roche Kaiseraugst



Digital display at Roche Diegem, Belgium



Interchangeable poster frame Temporary campaign display



Global guidelines

Interior displays strategy

Employee communication

- Internal communication of employee announcements and events.
- Provide supports that integrate well with the design language of the space: magnetic boards, pin boards, magnetic glass boards, designated magnetic-paint wall.
- Locate in frequented, social spaces, such as entrance to work cafe or break room.
- Avoid taping papers onto walls.



Partition panels designed as magnetic notice boards



Recycled PET felt wall in break out space



Linoleum pin-board integrated in wall



Free-standing, movable felt pin-board and magnetic board

Global guidelines

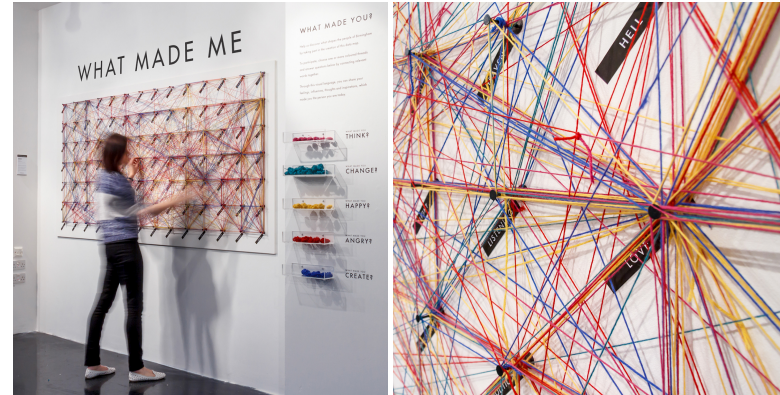
Interior displays strategy

Community engagement

- Installation resulting from user co-creation activity with architect/designer in alignment with global design guidelines.
- Show company culture, community feeling and employee recognition.
- Locate in social spaces, such as work cafe or break room.



Employee's hand prints in enameled ceramic (local craft) at Roche Amadora, Portugal



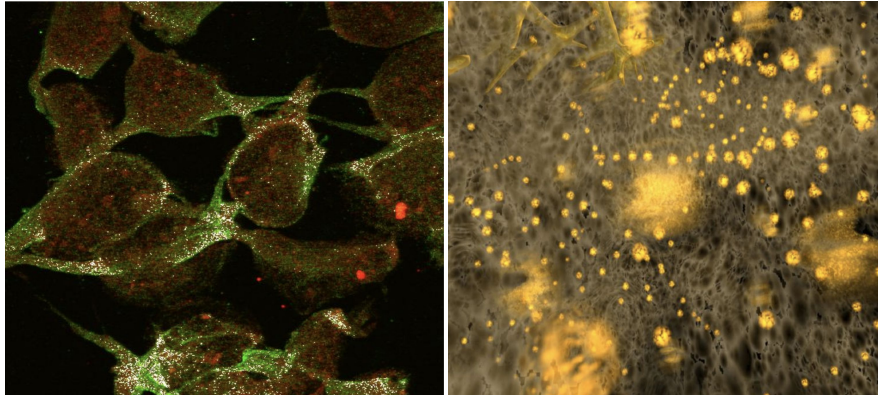
Information visualization display generated by employees input

Global guidelines

Interior displays strategy

Works of Art

- Photography related to the history and activity of Roche (from Roche Historical Archive or Roche Media Library), or to the landscape and culture of the region.
- Abstract works of art by reputable professional artists, consistently and minimally framed.
- Abstract data visualization, installations, generative art.
- To be approved by Roche art curator.



Micrographs of cells and tissues from Roche Media Library



Historical photographs of Roche Shanghai from Roche Historical Archive

Global guidelines

Interior displays strategy - Don'ts

Is not about...



Avoid graphic work or motivational corporate text as branding strategy



Refrain from using conventional space branding strategies that produce an overly vibrant, saturated or noisy space



Avoid the use of hexagonal shapes, as it contradicts the Roche brand logo policy



Art selection must have a cohesive concept and exclude empty or naive pieces with solely decorative purposes.

Global guidelines

Interior displays strategy - Don'ts



Refrain from planning overly "branded" spaces



Photo murals or supergraphics should not be considered



Avoid graphic "theme based" work as decoration.



Displays should integrate with the interior concept and aesthetics, not take protagonism

Local guidelines

Example: China Interior guidelines

Specific interior design principles guide the character of spaces at the specific sites, responding to the local culture and context.

These principles are established from a synthesis of Roche Global Fundamentals, the aspirations of the site, and the region's unique history, aesthetic, and cultural attitudes.

[View document](#)

China Interior Guidelines

Material and Texture

Architecture


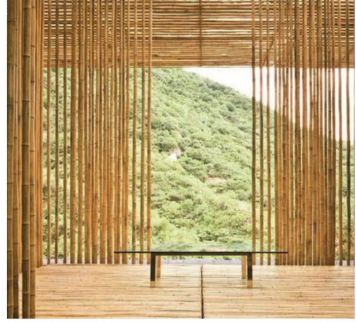
RULE: Incorporate the texture/material from local traditional architecture



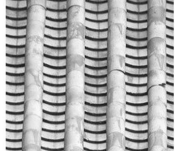
Criteria

- 1 Introduce one primary natural material that produce locally
- 2 Capture a texture from the traditional architecture of the region
- 3 Use one primary material/texture that defines one identical concept

Rationale

- The rhythm and repetition of traditional texture reinforce consistent elements found in local architecture.
- Provide a consistency where exterior materials extend to the interior reflects a sense of continuousness.

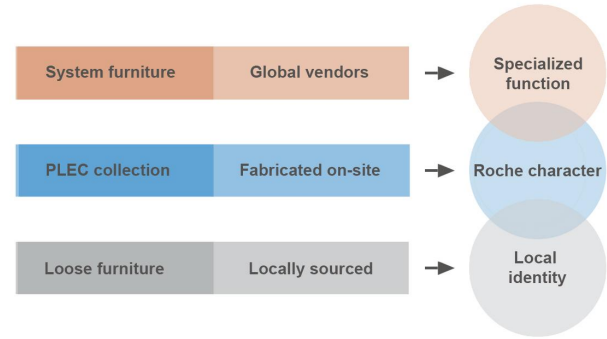




Furniture Procurement

Furniture Procurement

MSA Relationships and Local Vendors

- Typical approach: procurement through a **furniture tender process**, independent of fit-out contract works.
- Leveraging **global MSA** relationships with furniture vendors, in particular for systems furniture. (note: other manufacturers can be considered as well)
- Considering and utilizing **local manufacturers** (when quality and warranties meet standards), especially important for locally produced ancillary furniture.
- Incorporating **Roche PLEC collection** when suitable for the project.



Global MSA relationships

Vitra
Herman Miller
Haworth
Steelcase
Kinnarps

PLEC Furniture collection

Sustainable, locally built furniture

- Roche Diagnostics DTR Global Architecture has developed a collection of furniture pieces specially designed for Roche, based on the principles of *Raw, Spartan and Sustainable*, as described in Roche design guidelines “*Our Spaces*”.
- Any site or affiliate can build these pieces locally, thanks to the construction drawings and specifications in digital format available for download.
- At the start of the fit-out design process, designer may select the PLEC pieces that better suit the project, to be fabricated locally, considering that Roche spaces will have a mix of furniture from three categories: system, PLEC and loose furniture.



PLEC Furniture collection

Implementation process



1. **Review** the PLEC collection presentation and folders for each of the six furniture typologies which include:

- 2D Technical drawings in DWG, DXF and PDF format
- 3D drawings
- Photos of built prototypes
- Technical sheet
- Confidentiality clause



2. **Select** the PLEC pieces to be used. Copy the simplified .dwg blocks to populate the layout drawings.



3. **Select materials and finishes.** Technical sheets specify possible options for base materials, finishes and color palettes. Any alternatives or substitutions are possible and must be discussed with DTR Global Architecture team for approval.



4. **Manufacture.** Pieces are designed to be easily manufactured, either manually with standard utensils or digitally (CNC milling machine) by local contractor.

Go to: [Presentation PLEC furniture collection](#)

Go to: [Roche PLEC furniture collection folders](#)



For any inquiries, please contact DTR Global Architecture team.

Interior design sustainability criteria

Interior Design Sustainability criteria

1. Reduce energy consumption (Roche K-18 directive)

- Balancing daylight utilization, sun and glare protection
- Facilitate energy efficient solutions (cooling, lighting, etc.)
- Use intelligent control systems to adapt room conditions (e.g. airflow, light intensity, etc) to uses of varying intensity and changing climatic conditions

2. Layout design

- Maximize the efficient use of space
- Ensure building layouts result in **zoning** concepts that are directional rather than scattered
- Concentrate and reduce to the bare minimum all areas subject to stringent requirements
- Design for maximum **flexibility** in terms of use
- Layout should facilitate and encourage use of stairs instead of elevators
- Provide easily accessible central area for recycling.

Interior Design Sustainability criteria

3. Products and materials choice for low environmental impact

- Use long lasting materials, consider full life cycle.
- Use recyclable and recycled materials
- Use only certified FSC wooden products
- Use materials produced in a socially responsible manner.
- Use local materials when possible.
- Low emitting materials

4. Design Healthy environments

- Air quality, heating-cooling, adequate lighting, optimize daylight, views to outside, acoustic, ergonomic furniture ,etc.
- Promote changing position
- Fresh air delivery monitoring/CO2 sensors

Interior Design *Sustainability criteria*

5. Procurement

- Include energy efficiency attributes in specifications for vendors, suppliers and contractors
- Energy efficient and K6 directive compliant cooling solutions

6. Construction and Commissioning

- Supervise construction work against specifications
- Ensure and measure building performs as intended
- Train all relevant personnel in energy-efficient and cost-effective building operation

7. Promote sustainability awareness

- Communicate your local sustainable efforts and achieved goals
- Support local access initiatives

Signage guidelines: interior applications

Signage

Buildings & Premises

Full Document:

[Roche Signage Guidelines](#)

Detailed information and downloads in Roche Brand Center:

<https://brand.roche.com/>

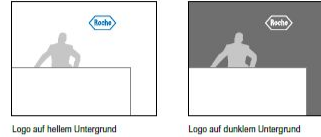
<https://brand.roche.com/guidelines/buildings-and-premises/signs.htm>

<https://brand.roche.com/guidelines/buildings-and-premises/reception.htm>

Gate signage 3D logo

The reception is a central meeting point with an important function. For visitors, it is often the first personal contact they have with the company. As such, the Roche logo is placed at every Roche reception, usually on the upper-right of the wall behind it. It must always be in the field of vision of visitors standing at reception and thus identifies reception as the first point of contact when entering the Roche building. The sign comprises solely the Roche logo, consisting of individual letters and the hexagon shape. The hexagon is never filled in. The logo is affixed to the wall without a support surface.

The technical drawing must be supplied by the manufacturer.

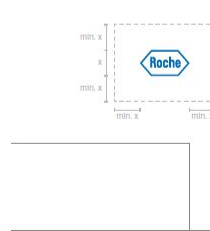


Logo auf hellem Untergrund

Logo auf dunklem Untergrund



Stilliches Größenverhältnis



Schutzraum

Execution

Size

The size of the logo is determined by the space available and the maximum viewing distance. The logo is usually 300 mm high. In very large rooms or open halls, it may be up to 500 mm high.

Minimum height: 300 mm
Maximum height: 500 mm

3D logo

The logo is made from acrylic glass or metal. It is always blue on a white background. Light-coloured materials, such as light masonry, very light types of wood or light metallic surfaces can also form the background. It must be ensured that the contrast between the logo and the wall surface is sufficient. If the wall is dark, the logo may be white.

The following applies to the lateral size ratio:

- The material thickness corresponds approximately to the contour thickness of the hexagon shape.
- The distance to the wall corresponds approximately to the thickness of the material.

Installation rules

The logo is usually placed on the upper-right of the wall behind reception. The specified protected area with a minimum distance of x around the logo must be observed. The size x corresponds to the logo height. The installation height depends on the location, but the lower edge must be at least 1800 mm from the floor. The logo is screwed into the wall, using spacers to maintain a defined clearance. If drilling into the wall is not permitted, it may be installed without clearance in exceptional cases. If the view of the right-hand side of reception is obstructed, the logo may be installed in the upper-left in exceptional cases. It is never installed in the centre of the wall behind reception.

Signage

Interior Signs

Interior direction signs

Slide-in plates

The direction signs (horizontal distribution) are positioned at key orientation points, at stairs and lifts, and also at junctions on floors with complex layouts. The content comprises a tabular list of all relevant destinations on one floor, ordered by direction. Destinations must be placed in a site-dependent hierarchy – this must be implemented consistently. The destinations in the same direction are listed in accordance with this hierarchy.

It is usually implemented as a slide-in plate*. In exceptional cases, the slide-in plate can be replaced by a wall sign* or direct labelling with decals (see basic principles, page 11).

* The technical specifications can be found in the product data sheet in the annex.



↑ Visitor Center



Einzelbild

Schilder in Reihe

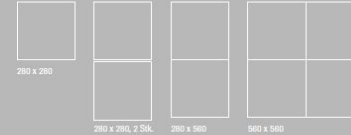
Sonderformat

Folienplot

Execution

Formats

The formats are modular. A module is 280 x 280 mm in size. Different formats are created by bringing the modules together horizontally and vertically. The standard format is 280 x 280 mm. If more space is required, several signs can be placed below one another. In special situations, the 280 mm sign may also be replaced with one single larger sign, e.g. 280 x 560 mm or 560 x 560 mm (same as overviews). However, all other multiples of the 280 mm module are possible, so both square and rectangular formats can be created.



Slide-in plates

As a stainless steel frame with printed paper insert and acrylic front.

Installation rules

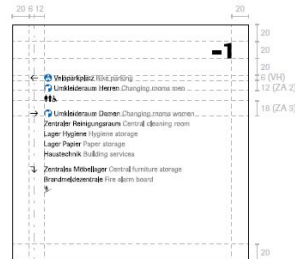
Upper edge at 1500 mm from the floor.

Signage

Interior Signs



Format: 280 x 280 mm in Roche, Versalzhöhe: 10 mm, Ziele einzeilig



Format: 280 x 280 mm, Versalzhöhe: 6 mm, Ziele einzeilig



Format: 560 x 560 mm, Versalzhöhe: 30 mm, Ziele zweizeilig

Graphics rules

Margin

The margin is 20 mm for an edge length of 280 mm. This increases proportionally to the format. Therefore it is 40 mm for an edge length of 560 mm. The distance from the upper edge of the sign to the upper edge of the first destination is three times the margin.

Font styles

The Berthold Imago Book font is generally used. The Berthold Imago Medium font is used for the floor numbers. The Berthold Imago Medium font may be also used for emphasis (e.g. restaurant names).

Font sizes

The cap height (CH) of the floor numbers corresponds to the margin. For all other content, a uniform font size based on the volume of text and the format must be selected. The standard font sizes and standard line spacing (page 8) must be observed.

Colours

Language 1: black
Language 2: grey 2
Arrow: black
Pictograms: blue or black

Composition rules

The horizontal distances depend on the cap height (CH). The distance between the margin and the vertical arrow axis is one times the cap height, the distance between the vertical arrow axis and the content is two times the cap height.

The possible arrow directions, their sequence and their size and positioning in relation to the text (page 10) must be observed. The arrows are always positioned to the left of the text.

The pictogram size and its distance to the text depend on the cap height in each case. The pictogram composition rules (page 9) must be observed.

Signage

Interior Signs

Point-of-interest direction signs

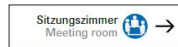
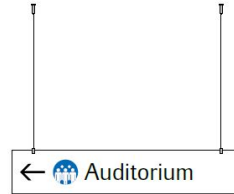
Wall sign, ceiling sign, decal

The point-of-interest direction signs are only used for particularly important destinations or those which are hard to find. The content comprises one single destination with a directional arrow. Other destinations are given on separate signs. If the directional arrow points to the right, it is placed to the right of the text as an exception.

It is usually implemented as a wall sign* or ceiling sign*. Direct labelling with decals can only be used on smooth backgrounds that have not been painted.

*The technical specifications can be found in the product data sheet in the annex.

More information about the graphical content can be found in the [Manual for Service and Office Signage](#).



Wandschild

Folienplot

Deckenschild

Execution

Format

The formats are based on modules 280 x 210 mm in size which are lined up horizontally. The length depends on the volume of text and corresponds to a minimum of three and a maximum of six modules.



Minimale Größe: 840 x 210



Maximale Größe: 1680 x 210

Wall sign

As a white lacquered aluminium sheet with decal markings or printed sticker with matt laminate.

Ceiling sign

As a white lacquered aluminium sheet with two wire rope supports, with decal markings on one or both sides.

Decal

As contour cut characters from vinyl sheet.

Installation rules

The standard installation heights (page 11) must be observed.

Signage

Interior Signs

Room signage

Slide-in plate (door sign)

The door sign serves to identify all kinds of rooms. As a rule, each room is labelled with a door sign. The content always comprises the room number and room name, and also a pictogram or other information depending on the facility. For offices, the employee name is shown instead of a room name.

It is implemented as a slide-in plate*. Where a high level of hygiene is required, e.g. in cleanrooms, it can also be implemented as a printed sticker or a wall sign** with a printed sticker.

*The technical specifications can be found in the product data sheet in the annex.



Execution

Format

The format is a standard format. It is only implemented in portrait format.



Slide-in plates

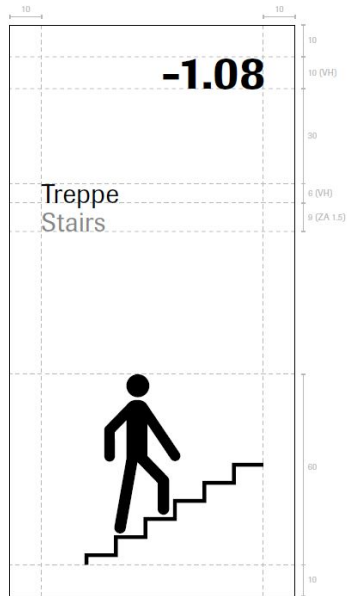
As a stainless steel frame with printed paper insert and acrylic front.

Installation rules

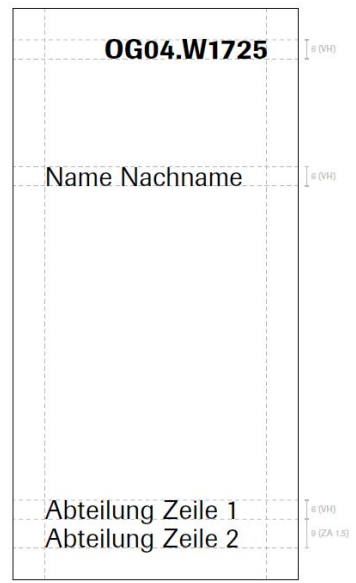
Door signs are installed on the wall next to the door, on the side of the door handle. The distance to the door frame is usually 30 mm, but the maximum is 90 mm. It is installed with the upper edge at 1600 mm from the floor.

Signage

Interior Signs



mit Raumnummer, Raumbezeichnung und Piktogramm



mit Raumnummer, Mitarbeitername und Abteilung

Graphics rules

Font styles
 Room number: Berthold Imago Medium
 All other content: Berthold Imago Book

Font sizes
 Cap height (CH) room number: 10 mm
 Cap height (CH) all other content: 6 mm

In exceptional cases, if the room number is too long, it may be written with a cap height of 6 mm. It is then positioned at upper right.

Colours
 Language 1: black
 Language 2: grey 2
 Pictograms: blue or black

Composition rules
 Pictograms are always 60 mm in height. They are generally positioned to the right-hand side.

The department name is optional and is positioned at the bottom for lengths of both one line and two lines.

Signage

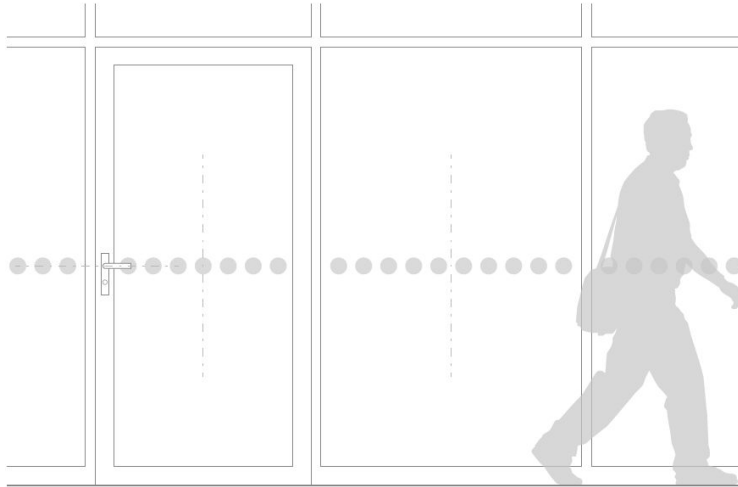
Glass Safety Stickers - Decal

Glass safety stickers

Decal

There is a risk of people walking into glass doors and floor-to-ceiling glazing which do not have additional horizontal frame profiles. Glass components in traffic areas should be marked as such so that they are recognisable as room-dividing components.

The glass safety stickers consist of horizontal markings with circles as a dotted line. A continuous line can also be used as a marking. Other graphical elements, in particular the Roche logo, are not permitted.



Execution

Format

The height of the markings and/or the diameter of the circles is 80 mm, the distance between circles (axis to axis) is 120 mm.

Decal

Markings are contour cut from colourless translucent vinyl (e.g. Avery Dennison Dusted Glass Window Film), alternatively sandblasted or etched onto glass.

Installation rules

Glass safety stickers are positioned horizontally in the middle of each individual segment of glass. None of the circles are to be cut, and a minimum distance of 20 mm from the edge of the glass (or frame or background) must be observed at the sides.

Vertically, the axis of the glass safety sticker aligns with the axis of the door handle (for doors without a handle, either the height of nearby door handles or the height of 1050 mm from the floor applies).

Glass safety stickers are always installed on the outside of the room, on the core side for access doors and on the interior of the building for façade glazing (entrance areas).

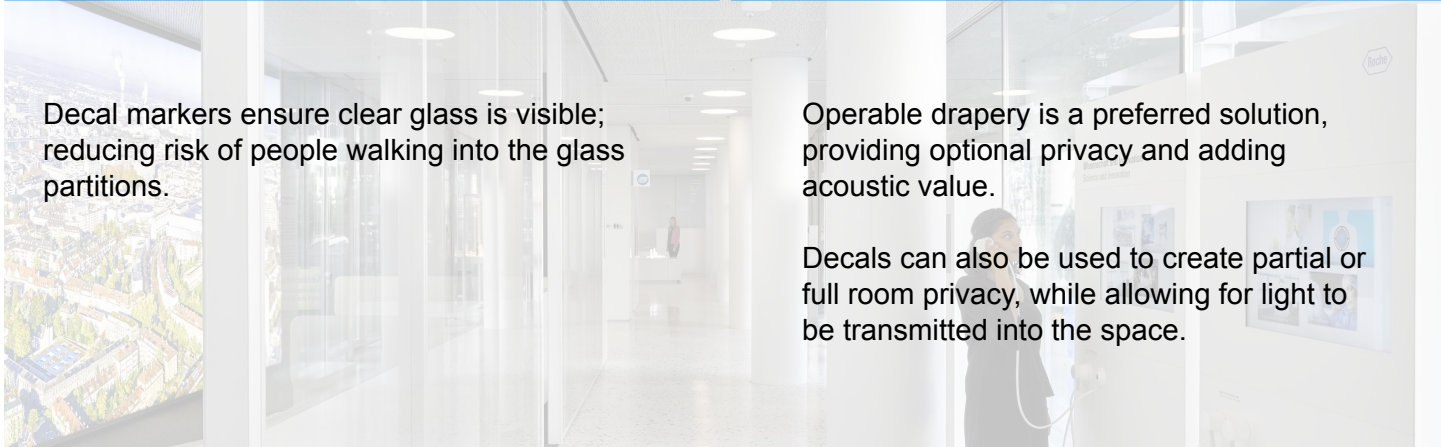
Privacy and Safety for interior glass partitions

Global guidelines

Interior Drapery & Glass Manifestations

Drapery & Decals on glass can be implemented for two primary functions:

Safety



Decal markers ensure clear glass is visible; reducing risk of people walking into the glass partitions.

Privacy

Operable drapery is a preferred solution, providing optional privacy and adding acoustic value.

Decals can also be used to create partial or full room privacy, while allowing for light to be transmitted into the space.

Global guidelines

Interior Glass Safety Stickers - Decals

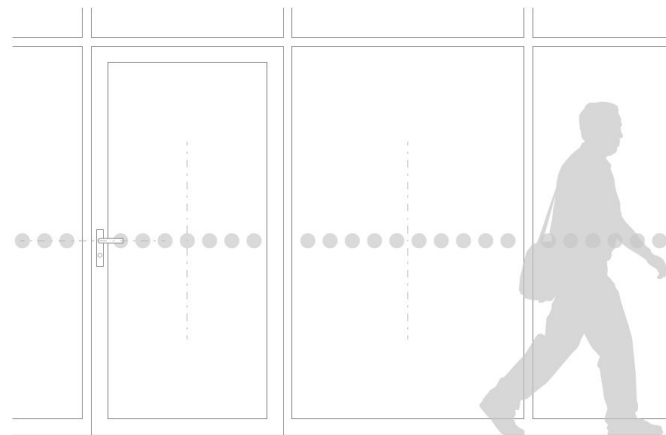
Manifestations to follow global [Roche Signage Guidelines](#) and comply with local regulations.

Glass safety stickers

Decal

There is a risk of people walking into glass doors and floor-to-ceiling glazing which do not have additional horizontal frame profiles. Glass components in traffic areas should be marked as such so that they are recognisable as room-dividing components.

The glass safety stickers consist of horizontal markings with circles as a dotted line. A continuous line can also be used as a marking. Other graphical elements, in particular the Roche logo, are not permitted.



Execution

Format

The height of the markings and/or the diameter of the circles is 80 mm; the distance between circles (axis to axis) is 120 mm.

Decal

Markings are contour cut from colourless translucent vinyl (e.g. Avery Dennison Dusted Glass Window Film), alternatively sandblasted or etched onto glass.

Installation rules

Glass safety stickers are positioned horizontally in the middle of each individual segment of glass. None of the circles are to be cut, and a minimum distance of 20 mm from the edge of the glass (or frame or background) must be observed at the sides.

Vertically, the axis of the glass safety sticker aligns with the axis of the door handle (for doors without a handle, either the height of nearby door handles or the height of 1050 mm from the floor applies).

Glass safety stickers are always installed on the outside of the room, on the core side for access doors and on the interior of the building for façade glazing (entrance areas).



Global guidelines

Interior Drapery & Glass Privacy Decals

Application Rules

- Sheer or partially opaque drapery in solid colors can be used to achieve desired levels of privacy
- A safety decal can be combined with operable drapery to add privacy
- When using privacy decals, partial height is preferred to maximize light transmission
- Utilize minimalist style of pattern or fade using clear geometry complementing architectural concept of the project
- Other graphical elements, in particular Roche logo, are not permitted



Photography guide

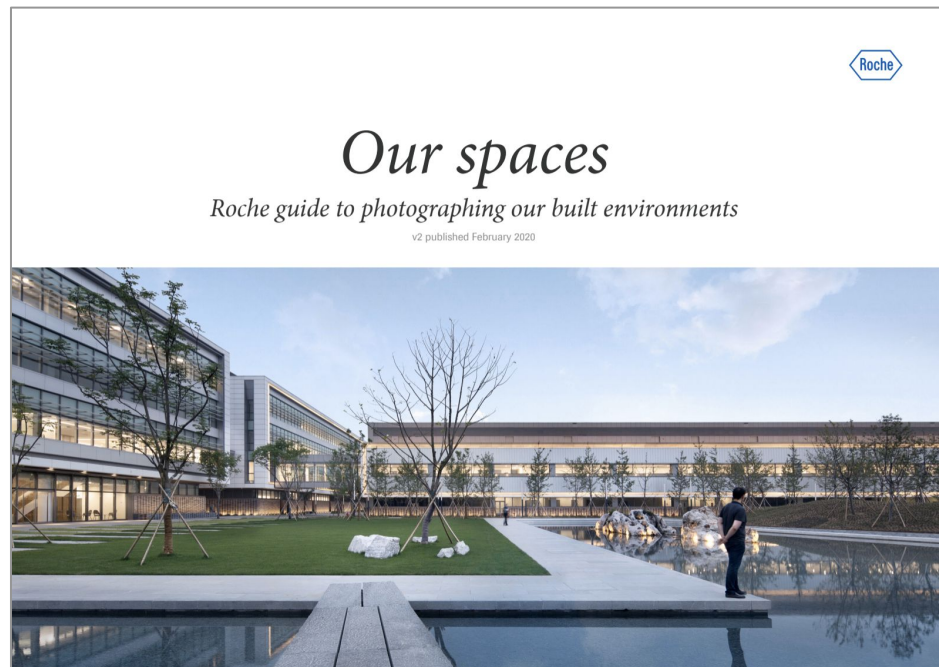
Roche guide to photographing our built environment

Our spaces

The Roche **picture language** intends to capture moments that move people. It is human-centric, editorially driven, spontaneous and should reflect our purpose-driven work.

This guide explains and illustrates how our **images** reflect **Roche's architectural fundamentals**. It also contains professional notes and technical details useful for photographers.

[View guide](#)



Communication

Communication

File naming and email

- **File naming structure:**

YY-MM-DD_ free document name no underscore_VX.Z_AB.extension

YY-MM-DD=relevant date

X=major (valid) version

Z=minor (draft) version

AB= reviewer initials (when reviewed)

e.g.

200616_naming convention.pdf

200616_materials-concept_1.0.pdf

200616_layout-11F_2.1_BC.pdf

- **Email communication:** *Subject* field should always contain the project's **name** and/or **location**.

Doing now what patients need next