



introduction to fwd

fwd are experienced design consultants specialising in the design of unique pedestrian and transport wayfinding and information systems that communicate the identity and navigation of places and spaces. We have extensive national and international experience working across public and private sectors and have the proven tools to deliver the highest standards of accessible information and fit for purpose product, detailed for durability and ease of updating.

As experts in the design and implementation of pedestrian wayfinding systems we recognise that

not everyone has the budget to fund bespoke design. We have addressed this challenge with the creation of our own range of quality-designed signage systems developed from our best practice experience and standards. Our ready-to-go systems are modular and can be easily and quickly customized to reflect your brand and to create a unique local design solution.

To deliver a quality installation we partner with specialist manufacturers we know well from previous collaborations implementing many world-class wayfinding and signage projects. As the supplier they will

support you by having your signage installed within a short lead time and because the fwd product ranges are already designed, developed and tested, we can provide up front costs helping you accurately budget projects from the very start.

We can arrange competitive quotations and support procurement with confidence, knowing the end result will be of the highest quality design and manufactured to your precise specifications.

We can support the supply of our signage ranges with our consultancy services including wayfinding, identity, graphic and map design services.

www.fwdesign.com

daisy is the nature lover

daisy has been specifically developed to promote green spaces and to deliver the information and wayfinding needs of parks and recreational spaces regardless of their size and amenity provision.

Conceived around a versatile set of square format graphic modules configured horizontally, daisy's content can be easily adapted to be location specific, eg: with the inclusion of a wayfinding map element or perhaps a nature panel.

Detailed for installation onto existing walls and fencing at the entrance points of green spaces. Available also as free-standing structures and with a range of frame options, daisy is specified to be durable, fit for purpose and adaptable in carrying bespoke graphics and mapping information.

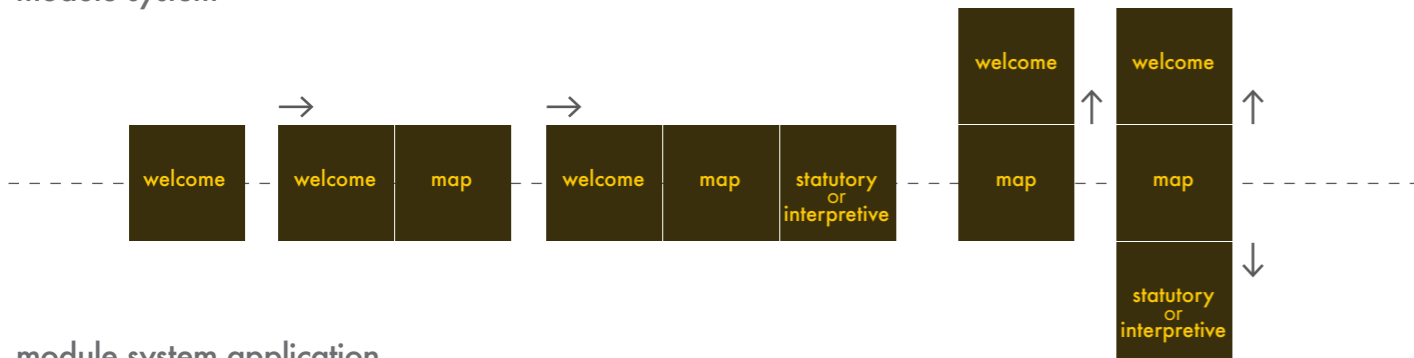


daisy freestanding jack frame

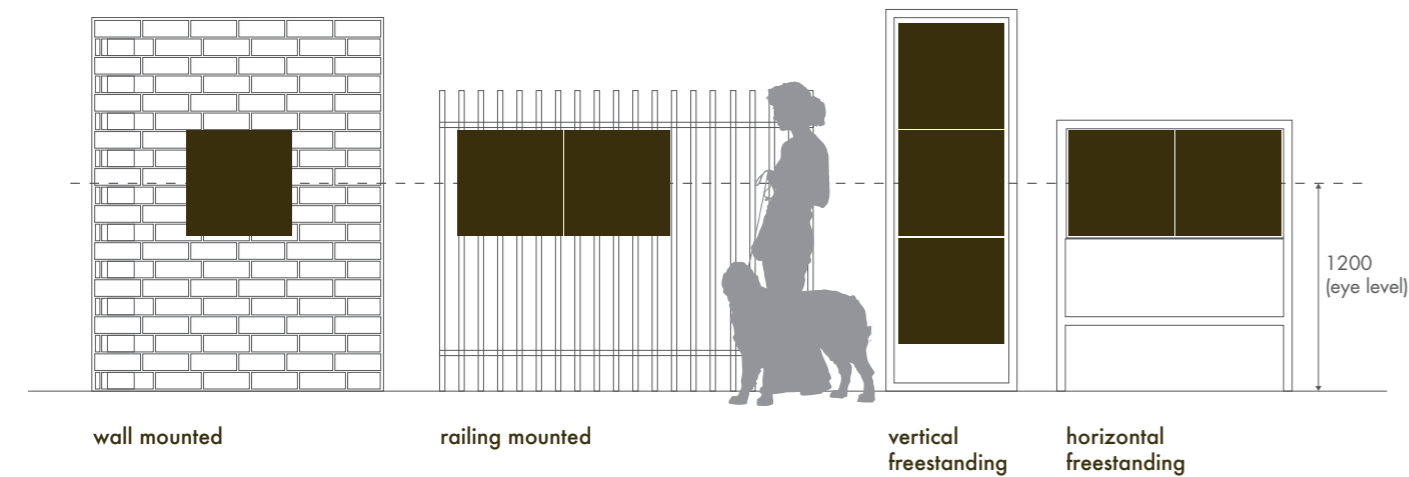
module

The daisy family is based on a modular information system to accommodate parks that vary in size, type and offer. A modular information system will provide the flexibility to deliver an information provision consistently across the varied environments and park entrances. The same graphic modules can be configured both vertically and horizontally and can be applied to railings, walls or free standing signage alike.

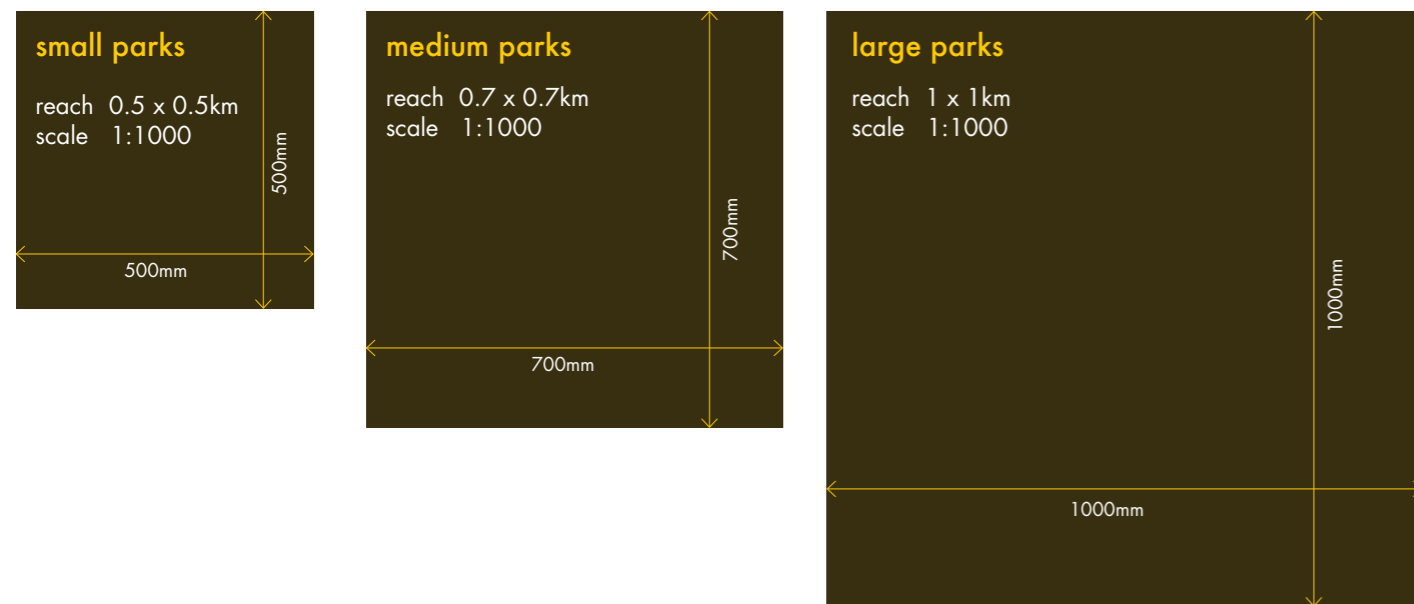
module system



module system application



map size variants



information type

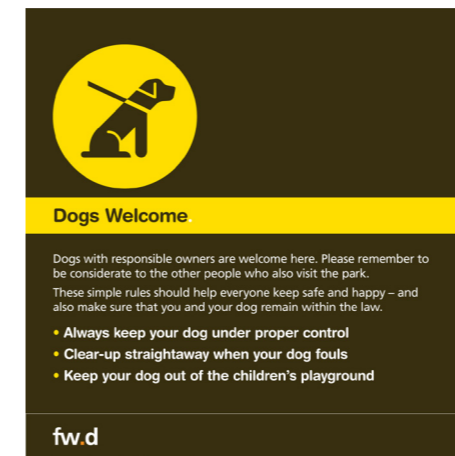
To accommodate the wide diversity and breath of amenity provision across parks and green spaces, the information system needs to have a high level of flexibility and modularity in application. Our recommended approach is to adopt a square graphic format combined with a set of key information components. These elements can be stand alone or combined in groups, installed in both horizontal and vertical configuration variants.



welcome

map

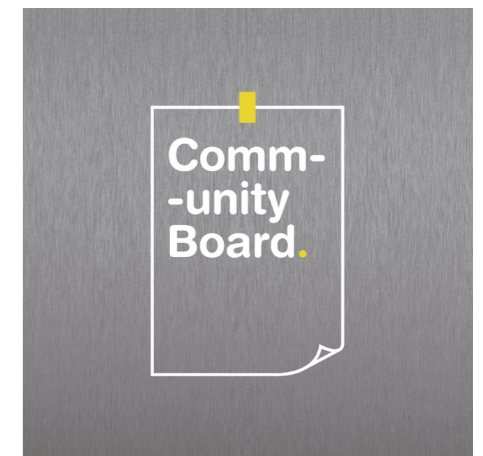
interpretive



do's



don'ts



community

Wherever possible the main welcome/entrance signage should be installed in an accessible position, preferably in an external position where user access can be ensured at all times. In those locations where park perimeter railings or walls are present, installation to this existing provision can be a quick and cost effective alternative to creating ground foundations.

Wayfinding is enhanced with the consistent provision of a location map positioned at every primary entrance point. Maps are internationally understood, they present information in an accessible and intuitive format and when well designed are a powerful communication device. We recommend a bespoke map draw style rich in detail and visual appeal to attract attention and communicate the breadth of amenity and appeal each green space has to offer.

park sign family

wall & railing mounted



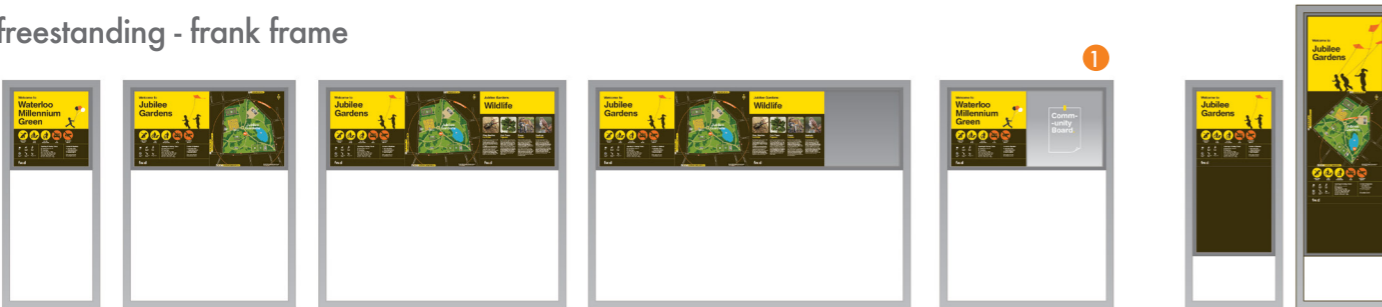
welcome welcome + map welcome + map + interpretive welcome + map + interpretive + community welcome + community vertical

freestanding - jack frame



welcome welcome + map welcome + map + interpretive welcome + map + interpretive + community welcome + community vertical

freestanding - frank frame



welcome welcome + map welcome + map + interpretive welcome + map + interpretive + community welcome + community vertical

special



jack fingerpost frank fingerpost solar-illuminated postercase markers

brand implementation

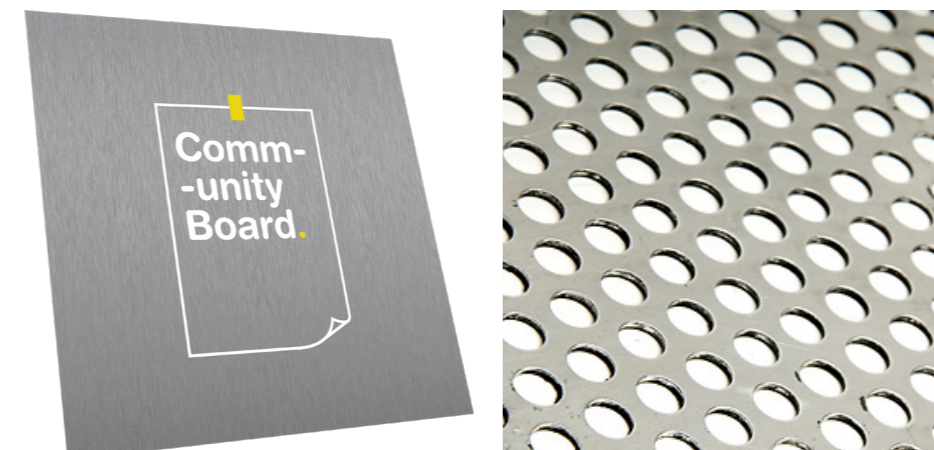


daisy's graphic panel is fully customisable to fit any brand or environment. Refined selection of typeface and colours will help create a strong identity with local details that reflect uniqueness of each park. Playful graphics on the welcome panel brings another level of individuality and draws people's attention.



Bottom section is allocated to accommodate corporate logos and sponsors.

community board options 1



metal panel carrying graphic message perforated metal panel

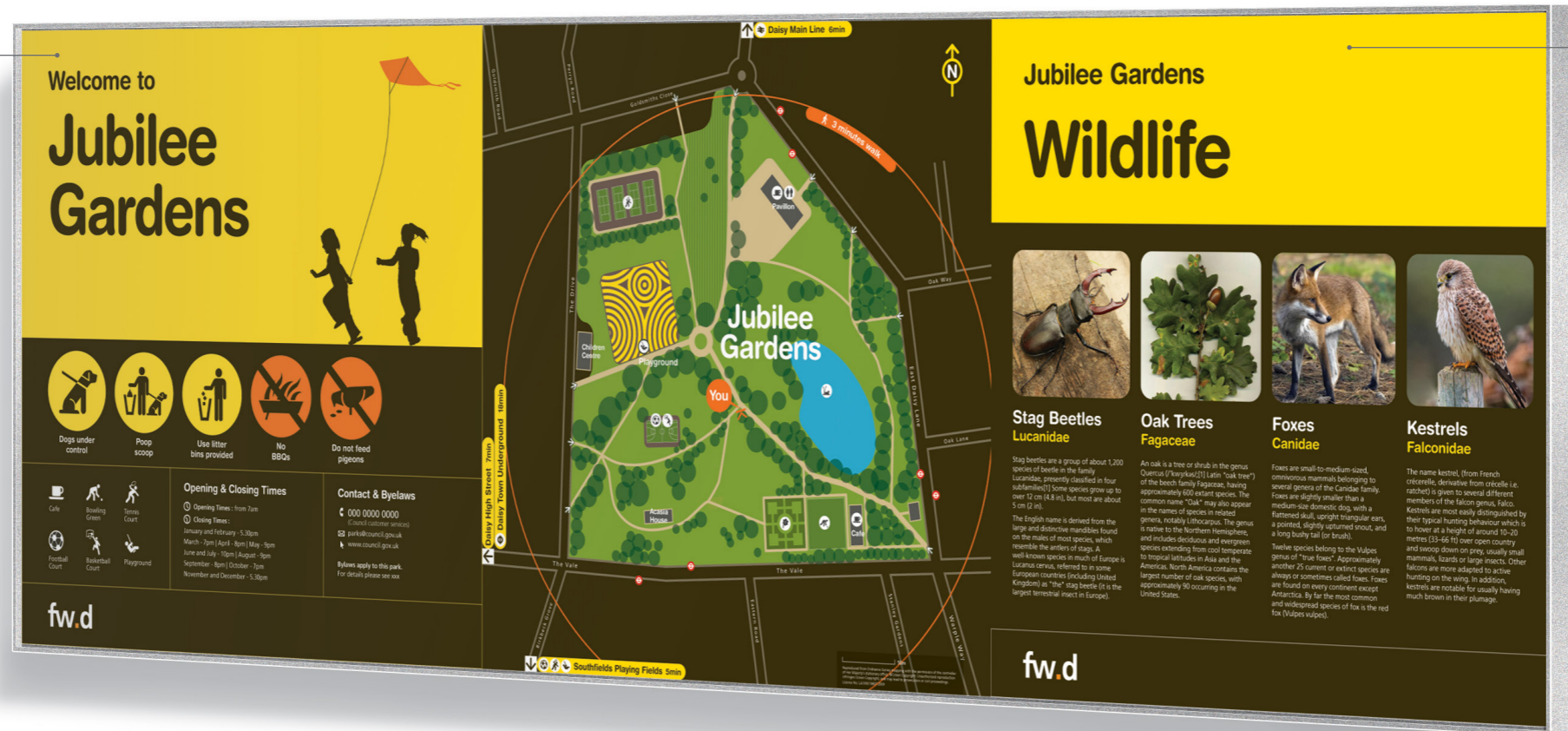
Community information panels provide dedicated space for the promotion of community events in a managed area

wall & railing mounted

With clean and simple lines, daisy is elegantly proportioned with a minimal frame detail to emphasise the bold, clear graphics. Engineered to quickly and easily attach to existing walls or railings.

Graphic Panel

Vitreous enamel panels for highest levels of durability. Alternative print specifications including vinyl behind glass and aluminium with anti graffiti finish are also available.



Interpretive Information

Optional interpretive information can attract attention and enhance visitor experience and enjoyment.

Frame

Extruded aluminium frame with standard silver anodised finish or alternative paint finish to client colour specifications. Frame allows for easy update of graphics without the need for adhesives.

wall & railing mounted family



freestanding - jack frame

Designed for those locations where wall and railing fixing is not available, the daisy graphic panel is carried by the jack frame option. Available in either single or double sided configurations.



Graphic Panel

Standard daisy extruded aluminium frame and graphic panel allows for the quick updating of graphics without the need for adhesives.

Frame

Durable aluminium T section frame with polyester powder paint finish to your colour specification.

Tapping Rail

For those locations that need to be access compliant.

freestanding - jack frame family



freestanding - frank frame

Designed as an alternate option to the jack frame, the frank variant is also available in either single or double sided configurations.



Graphic Panel

Standard daisy extruded aluminium frame and graphic panel allows for the quick updating of graphics without the need for adhesives.

Frame

Stainless steel 316 box section framework with coarse shot peened finish.

freestanding - frank frame family



specials

For your wider information and navigation requirements, daisy is complemented with a range of special products.



marker tall

marker short

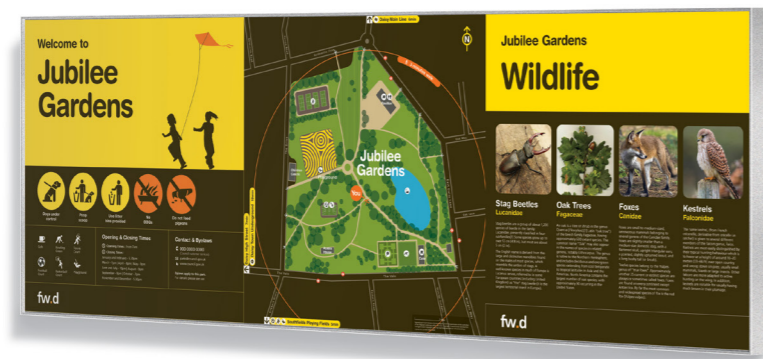
solar illuminated

postercase

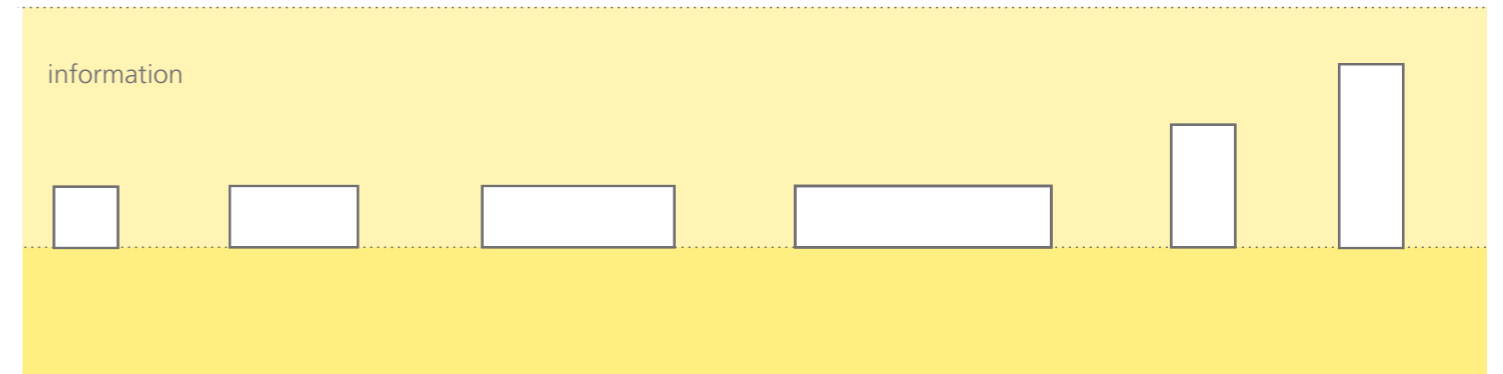
frank fingerpost

jack fingerpost

wall & railing mounted



information zones



dimensions

- horizontal one H 519mm x W 519mm x D 50mm
- horizontal two H 519mm x W 1019mm x D 50mm
- horizontal three H 519mm x W 1519mm x D 50mm
- horizontal four H 519mm x W 2019mm x D 50mm

- vertical two H 1019mm x W 519mm x D 50mm
- vertical three H 1519mm x W 519mm x D 50mm

frame

Extruded aluminium carrier frame holds graphic panels allowing for the quick and easy updating of information without the need for adhesives.

information panel

Vitreous enamel graphic panels for highest levels of durability. Alternative print specifications including vinyl behind toughened low iron glass and aluminium with anti graffiti finish are also available.

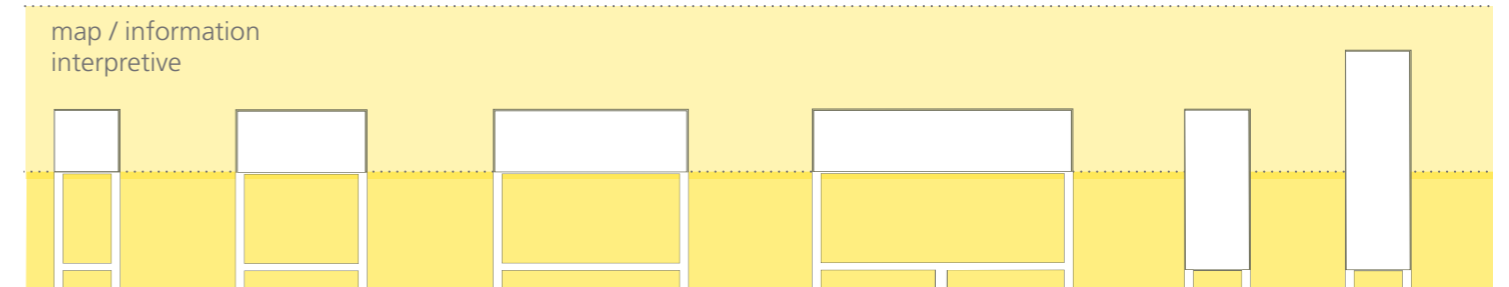
The graphic panels are bordered with a slim extruded aluminum frame. This has a silver anodised finish as standard, or alternative paint finish to client colour specifications.

fwdesign registered design: 001731555-0004

jack frame



information zones



dimensions

- horizontal one H 1480mm x W 559mm x D 120mm
- horizontal two H 1480mm x W 1059mm x D 120mm
- horizontal three H 1480mm x W 1559mm x D 120mm
- horizontal four H 1480mm x W 2059mm x D 120mm
- vertical two H 1480mm x W 559mm x D 120mm
- vertical three H 1980mm x W 559mm x D 120mm

frame

Extruded durable Aluminium frame with a polyester powder coat paint finish.

Optional 'tapping rail' for locations that need to be access compliant.

Extruded aluminium carrier frame holds graphic panels allowing for the quick and easy updating of information without the need for adhesives.

information panel

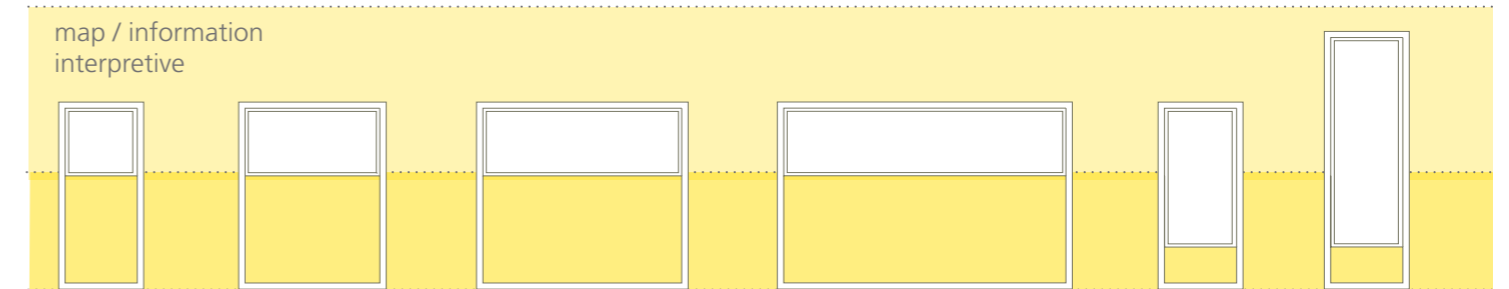
Vitreous enamel graphic panels for highest levels of durability. Alternative print specifications including vinyl behind toughened low iron glass and aluminium with anti graffiti finish are also available.

The graphic panels are bordered with a slim extruded aluminum frame. This has a silver anodised finish as standard, or alternative paint finish to client colour specifications.

frank frame



information zones



dimensions

- horizontal one H 1526mm x W 652mm x D 100mm
- horizontal two H 1526mm x W 1152mm x D 100mm
- horizontal three H 1526mm x W 1652mm x D 100mm
- horizontal four H 1526mm x W 2059mm x D 100mm
- vertical two H 652mm x W 1526mm x D 100mm
- vertical three H 652mm x W 2026mm x D 100mm

frame

100mm x 50mm 316 grade stainless steel frame with coarse shot peened finish applied. Fully welded with all sharp edges & corners dressed back.

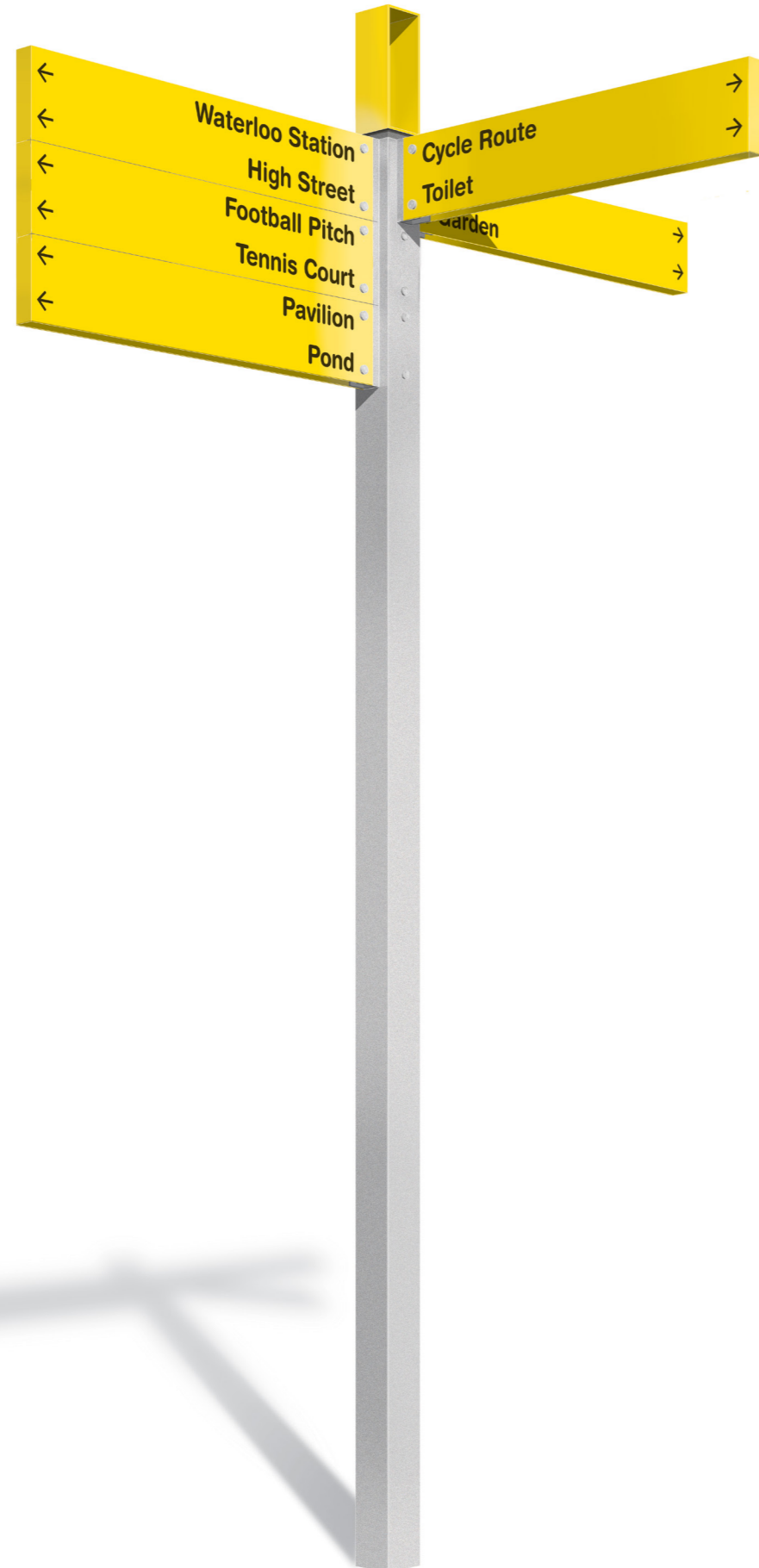
Extruded aluminium carrier frame holds graphic panels allowing for the quick and easy updating of information without the need for adhesives.

information panel

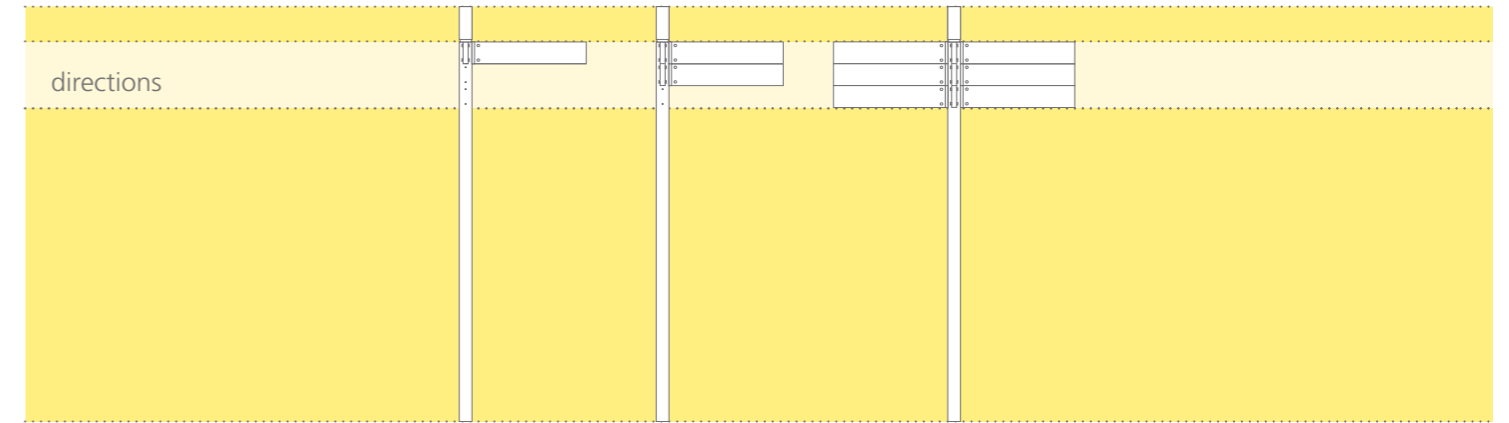
Vitreous enamel graphic panels for highest levels of durability. Alternative print specifications including vinyl behind toughened low iron glass and aluminium with anti graffiti finish are also available.

The graphic panels are bordered with a slim extruded aluminum frame. This has a silver anodised finish as standard, or alternative paint finish to client colour specifications.

fingerpost



information zones



dimensions

Post	H 3415mm x W 100mm x D 100mm
2 line finger panel	H 180mm x W 900mm x D 40mm

post

Square section 316 grade stainless steel with a shot-peened finish as standard. Can also be constructed in 304 grade stainless steel with a polyester powder coat finish in a range of colour options.

fingers

Fabricated aluminium with vinyl graphics (engraved and in filled graphics an option).

Each finger carries 2 destinations. Fingerpost can accommodate up to 3 sets of 2 fingers (a maximum of 6 destinations in one direction); fingers can be provided at 45 degree increments if required. Suitable for multi-lingual needs.

options

The fingerpost can be finished with an optional open finial. This can also be used as a branding device and in filled with a variety of materials, including vitreous, stainless steel or stone.

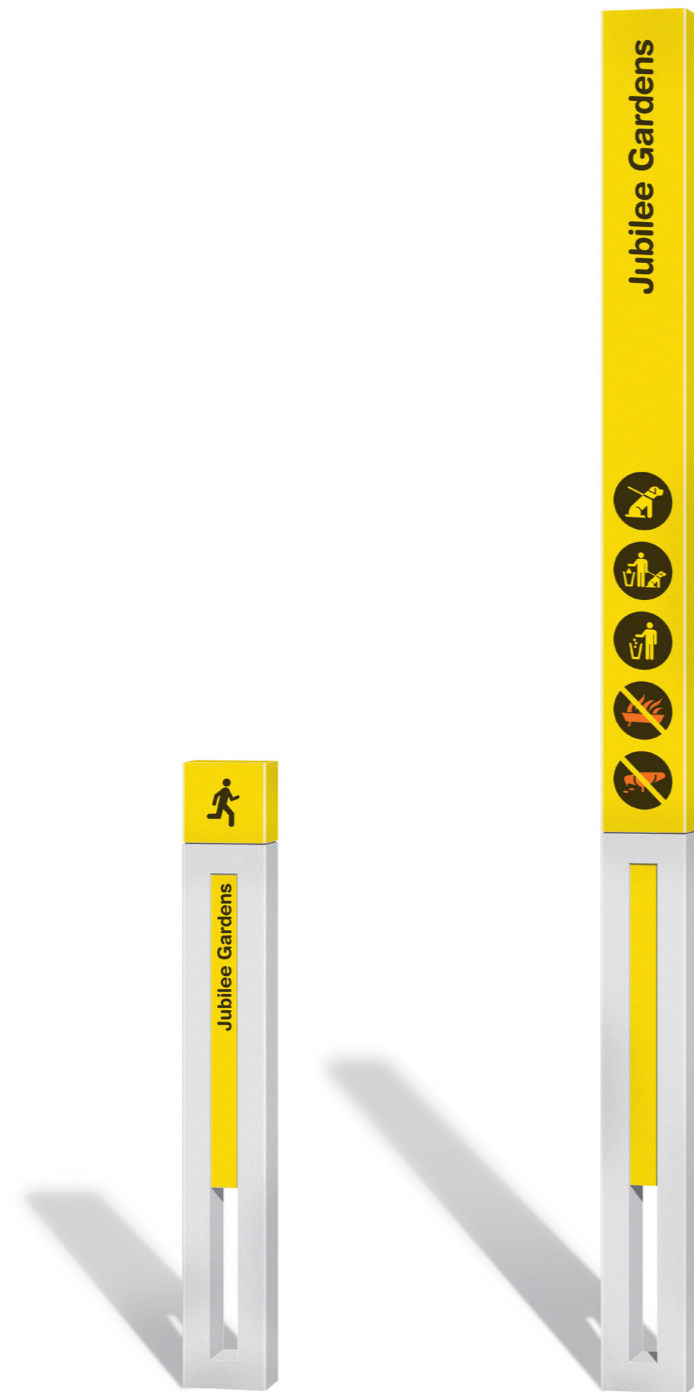
An optical stainless steel cover plate ensures a clean integration with the surrounding floor finish.

Rapid foundation system facilitates speedy installation and future removal or replacement.

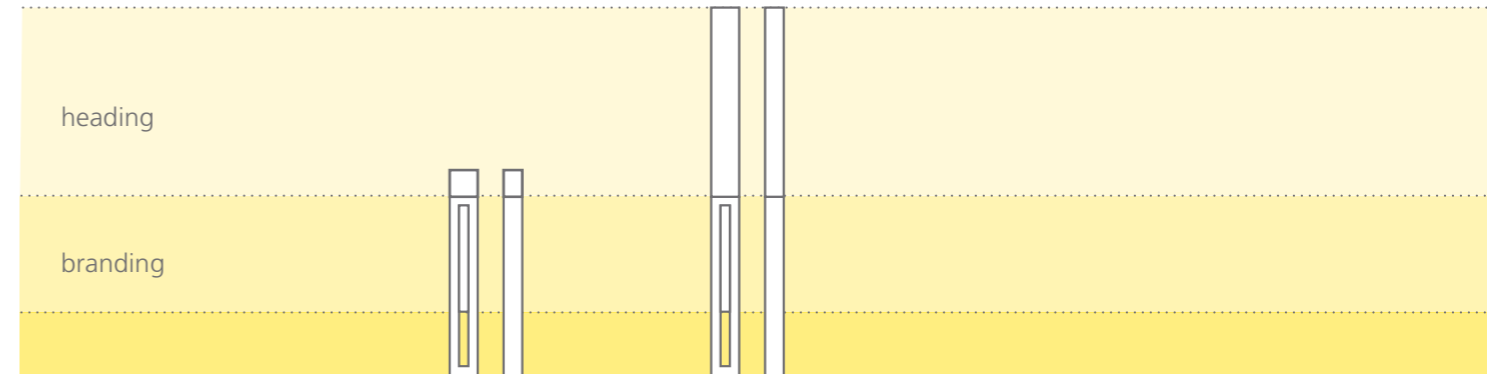
For General Arrangement see Frank Manufacturing Package

fwdesign registered design: 001731555-0002

markers



information zones



dimensions

marker	H 1150mm x W 150mm x D 100mm
tall marker	H 2500mm x W 150mm x D 100mm

frame

Fabricated 316 grade stainless steel frame with a shot-peened finish provide the highest levels of durability.

top cap

Fabricated steel top cap with a vitreous enamel finish ensure durability of graphics. Matching in fill panels for branding or graphic information as standard.

options

Bespoke graphics can be applied to the inset panels which can also be extended to fill the whole gap, or shortened according to requirement.

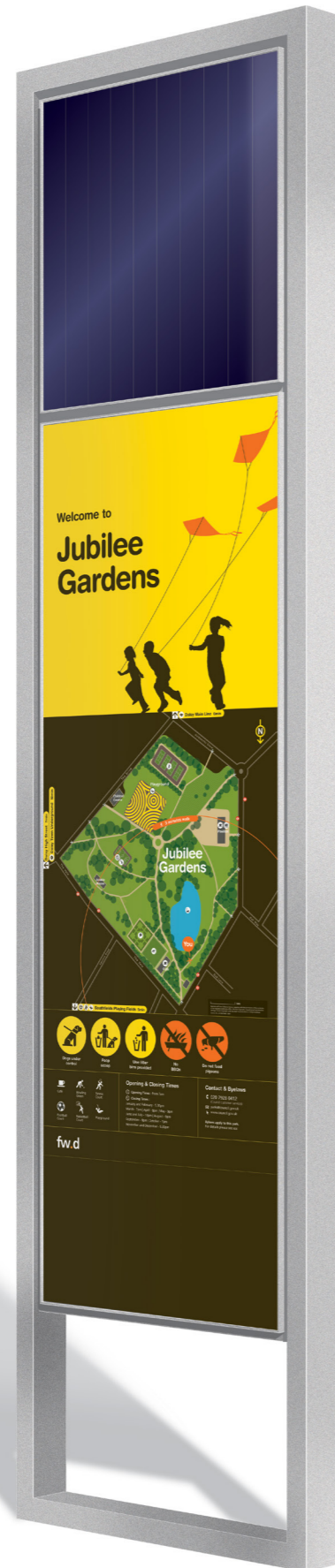
Options include the use of different materials for example, aluminium with vinyl graphics and a durable paint and lacquer finish where vandal resistance is less of an issue.

Marker is ideally suited to act as a 'bread crumb' device, conveying minimal graphic information, on a cycle route or heritage trail. Useful in conjunction with a map panel at the start and interpretive information at the end.

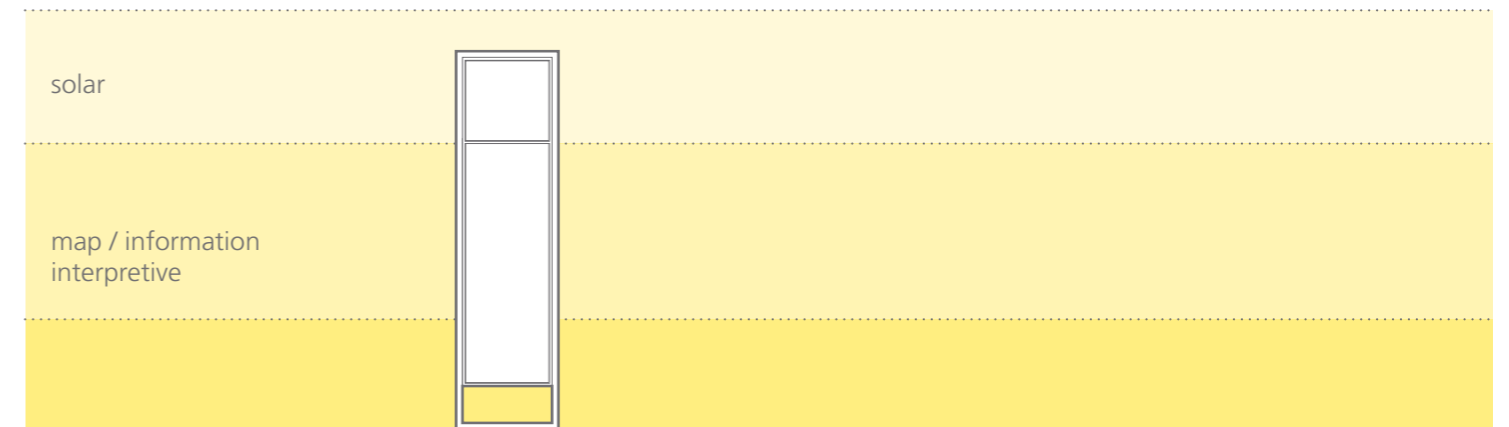
For General Arrangement see Mark Manufacturing Package

fwdesign registered design: 001604026-0001

solar



information zones



dimensions

H 3446mm x W 806mm x D 100mm

frame

100mm x 50mm 316 grade stainless steel frame with coarse shot peened finish applied. Fully welded with all sharp edges & corners dressed back.

information panel

Slim stainless steel frame with toughened low iron glass faces. Graphics are digitally printed and applied on the reverse side with UV cured inks. Block out vinyl is applied to illuminate map area & attractor only.

solar panel

Two low-voltage, monocrystalline, photovoltaic panels (650mm²). Produce max power of 30-35W, sufficient to rear-illuminate header information from dusk to dawn, and two 650mm² map panels on demand. Integral management system protects batteries and controls output, adjusting illumination according to ambient light levels. Proximity sensor allows for 'on demand' lighting of map panels, with auto-cut off facility. Different lighting options available.

options

An optical stainless steel cover plate ensures a clean integration with the surrounding floor finish.

Rapid foundation system facilitates speedy installation and future removal or replacement.

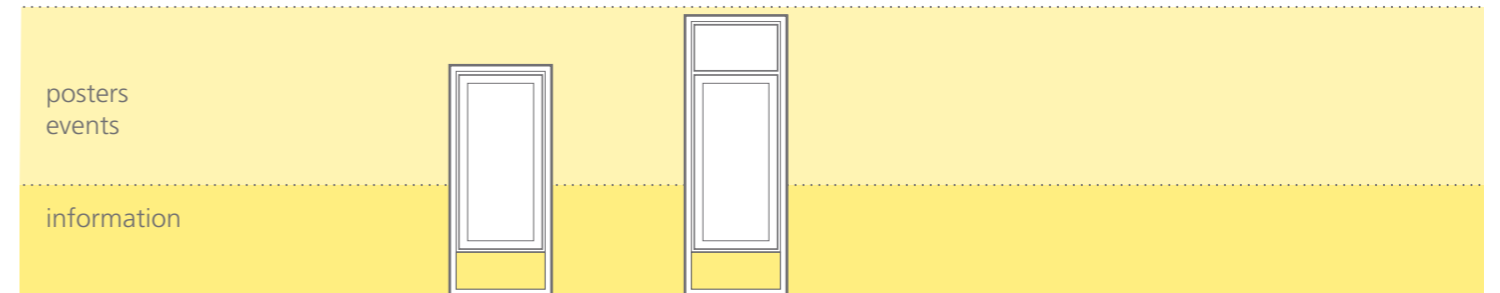
For General Arrangement see Frank Manufacturing Package

fwdesign registered design: 001731555-0002

poster



information zones



dimensions

H 1840mm x W 802mm x D 100mm

frame

316 Grade stainless steel frame with coarse shot peened finish applied. Fully welded with all sharp edges & corners dressed back.

poster case

For locations where there is a need for a rapid turnover of information, an off-the-shelf lockable, external grade poster case replaces the integral information panel within the frame. Slim, anodised aluminium frame with toughened glass face.

Display area measures H 1240mm x W 500mm.

Options include a double-sided poster case and integral illumination.

For General Arrangement see Frank Manufacturing Package

fwdesign registered design: 001731555-0005

Welcome to
Jubilee Gardens



Dogs under control



Poop scoop



Use litter bins provided



No BBQs



Do not feed pigeons



Cafe



Bowling Green



Tennis Court



Football Court



Basketball Court



Playground

fw.d

Opening & Closing Times

Opening Times: from 7am
 Closing Times:
 January and February - 5.30pm
 March - 7pm | April - 8pm | May - 9pm
 June and July - 10pm | August - 9pm
 September - 8pm | October - 7pm
 November and December - 5.30pm

Contact & Byelaws

000 0000 0000
 (Council customer services)
 parks@council.gov.uk
 www.council.gov.uk

Byelaws apply to this park.
 For details please see xxx



Welcome to Jubilee Gardens



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fw.d



Jubilee Gardens

Playground

for children under 14



Adults must be accompanied by children



No dogs except guide



No ball games



No bicycles



No smoking



All children must be supervised

Contact

Emergency telephone number : 999

Maintenance queries : Council Customer Services 020 8825 5000

Address & Postcode : 21 East Churchfield Road London, W3 6BD

fw.d



contact us

If you require any further information or have an enquiry we'd love to hear from you...

fwdesign limited
the design hub
41 Brookley Road
Brockenhurst
Hampshire
SO42 7RB

+44 (0)7717505701
enquire@fwdesign.com
www.fwdesign.com/product

Welcome to
Jubilee Gardens

Jubilee Gardens Wildlife

Stag Beetles
Lacustrine

Oak Trees
Fagaceae

Foxes
Canidae

Kestrels
Falconidae

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