

DEBENHAMS



SouthGate Bath



- Your shop finder**
- B4 All Saints
 - B3 Animal
 - C3 Apple
 - B3 Azendi
 - C2 Boots
 - C3 Build a Bear
 - C2 Caffe Nero
 - C3 Cake Cafe
 - C3 Calvin Klein
 - C4 Cult
 - B2 Curry's
 - B1 Debenhams
 - C2 Fabulous (coming soon)
 - B3 Fat Face
 - B3 Game
 - C2 Giraffe (coming soon)
 - C3 H&M
 - C2 Hotel Chocolat (coming soon)
 - C2 Jimmy Spices
 - C3 Jones
 - B3 Kurt Geiger
 - B2 La Senza
 - C3 New Look
 - C3 O2
 - C3 Pizza Express
 - C3 Plain Lazy
 - B3 Quiksilver
 - B3 Republic
 - B2 River Island
 - C2 Sainsburys
 - C3 Thoughts Cards
 - C3 Timpsons
 - C3 Reds
 - C3 Tommy Hilfiger
 - B3 Topshop
 - C2 Urban Outfitters

SouthGate Bath

fw.d sign solutions



contents.

introduction to fwdesign	p.3
welcome to fwd sign solutions	p.4
meet our family	p.5
• smartportal	p.6
• sid	p.8
• frank	p.10
• jack	p.12
• kara	p.14
• mark	p.16
• daisy	p.18
• lily	p.20
• tim	p.22
• eva	p.24
support	p.26
strategy	p.27
visual identity	p.28
mapping and information graphics	p.29
getting them manufactured	p.30



Example of fwdesign best practice mapping

introduction to fwdesign.

fwdesign are an experienced team of 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. Based in the beautiful New Forest and complimented by our London team, we have extensive national and international experience working across public and private sectors.

As well as offering bespoke urban realm design services we have also developed our own range of customisable ready-to-go products which are a quick and cost-effective alternative to fully bespoke signage schemes.

www.fwdesign.com/product



welcome to fwd sign solutions.

As experts in the design and implementation of pedestrian wayfinding systems we recognise that not everyone has the budget to fund bespoke urban realm and signage design. We have addressed this problem with the design and development of our own ranges of high quality, cost effective signage families.

To deliver a quality installation we have partnered with specialist sign manufacturers Wood&Wood Signs. They will support you by having your product in the ground within a very short lead time and because the fwd sign solutions are already designed, developed and tested, we can provide up front costs helping you budget projects from the very start.

If needed we can also support the program with a strategic audit, identity design, info graphics and map creation specific to your requirements.

meet our family.

urban family.



the next generation.

smartportal is designed to complement digital wayfinding services and help create Smart Destinations



the smartest.

sid is specifically created to support emerging Smart Cities prepare for a connected world where everything computes.



the multi-tasker.

frank is compliant, customisable, and flexible - in short, a best practice solution to all your wayfinding and urban realm needs.



the streetwise newcomer.

jack is younger brother to frank - just as street wise, but less demanding on the pocket.



the speedy installer.

kara is a versatile post mounted system for rapid installation onto existing post and lamp posts.

greenspace family.



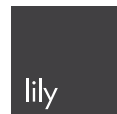
the trail blazer.

mark is a new concept in wayfinding - a new and innovative information device aimed at routes, trails and walkways.



the nature lover.

daisy is a new modular approach to your information and wayfinding need across your green spaces.



respectful.

lily is a modular system, delicately proportioned to suit the sensitivity of cemetery environments.



environmentally sensitive.

tim is a new palette of materials and finishes introduced to complement the environment of green spaces.



infinitely flexible.

eva helps deliver your bespoke information graphics and seamlessly integrate your internal signage with your interior design style.

smartportal



smartportal the next generation.

The next generation of smart wayfinding street furniture. Designed to complement digital wayfinding services and help create Smart Destinations. A prominent beacon to promote Smart Destination digital services.

smartportal is the cost-effective alternative to traditional large size map monoliths and expensive vulnerable fingerpost structures. Designed with a small footprint to support easy installation in busy thoroughfares and dwell spaces.

Four easily updated graphic faces provide flexibility with information content - promotional, branding, mapping and QR code web links to bespoke interactive maps.



smartportal



smart route marker

smart hub point



sid

sid the smartest.

Continued developments in digital technology are providing new highly accessible and versatile tools to help deliver powerful integrated wayfinding, interpretive and promotional information resources. Sid will help you become a Smart Destination whatever your environment – town centre, university campus, transport provider or retail development, Sid can meet all your digital information needs.

The new smart member of the highly regarded Frank family, Sid's standard specification comprises a 316 grade stainless steel frame with a shot-peened finish, an open plinth, and range of digital touch screen and broadcast screen configurations to pick from. However, he can be dressed and accessorised according to your branding, environmental and information needs, by customising all materials and finishes and selecting the screen formats to suite your digital requirements.



sid wide



sid slim



sid wide tall



sid shelters

frank®



frank the multi-tasker.

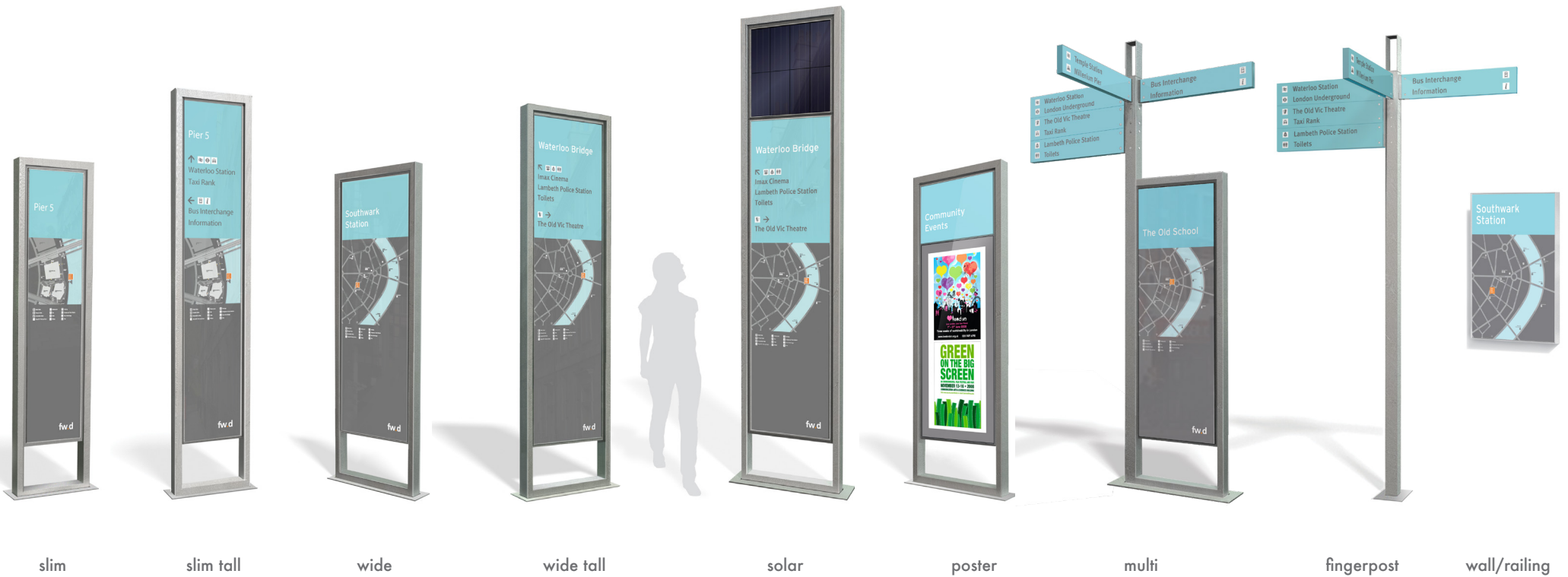
Whatever your environment - town centre, college campus, retail development, exhibition venue, green space - frank meets all your needs.

Product formats and sizes can be adapted to suit and if there's something you need that you can't see here, then we'll develop it for you.

frank's standard specification comprises a 316 grade stainless steel frame with a shot-peened finish, an open plinth, and toughened low iron glass information panels with reverse applied vinyl graphics. However, he can be dressed and accessorised according to your branding and environmental needs, by customising all materials and finishes and adding infilled plinths, finials and cover plates.

"We are very excited to be receiving a new wayfinding system for Burgess Park and think that the frank and mark signage systems are a perfect combination for our needs. The ability to modify the signage designs to create bespoke variants was a very important feature of the fwd product offering, further enhanced with accurate production cost quotations that greatly benefitted our project budget management."

Ruth Miller, Burgess Park Project Manager



jack



jack the streetwise newcomer.

jack's family tree evolves from his hardy big brother frank, the original member of the fwd product family. He has grown up in the midst of a recession and knows how to find the best deals and keep within budget, whilst also being aware of the desire and necessity for quality.

Manufactured with an extruded aluminium T section frame finished in a polyester powder coat finish, Jack carries toughened low iron a toughened glass information panel with a digitally printed, reverse applied vinyl graphic providing updateable information with high levels of durability. Masked and spray painted locator name applied to the frame.

jack



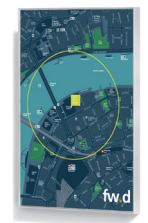
short slim

tall slim

tall wide



fingerpost



wall / railing

kara



kara the speedy installer.

kara is a brand new innovative signage system designed to bring a quality specification to high street statutory signage and contained urban areas at a cost effective price.

A post mounted system designed to quickly and easily fit around existing posts or lamp posts of any size using standard Signfix clamping fixings.

A small number of standard system components deliver a range of different sign configurations offering a breadth of flexibility and versatility of application.



post



slim



wide



large



wall mounted



mark



mark the trail blazer.

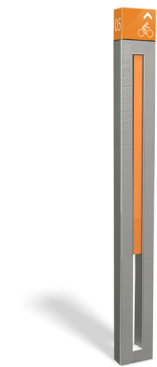
mark has grown up within the frank family and is now branching out as a standalone system in his own right. A totally new and innovative approach to route marking and discovery, mark provides reassurance at a glance that you are on the correct trail and encourages wider discovery for those who wish to investigate an area further.

Fabricated in aluminum with a powdercoat finish, mark is extremely flexible in the way he carries information with vitreous enamel top cap and double-sided infill panel options. A low voltage LED lighting module offers feature illumination, ideal in defined areas that are frequently used at night.

mark



marker tall



marker top cap



marker bike

daisy



daisy the nature lover.

daisy has been specifically developed to promote green spaces and to deliver the information and wayfinding needs of parks and cemeteries 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.



single.
mounted



double.
mounted



triple.
mounted



quadruple.
mounted



community.
mounted



double.vertical
mounted



triple. vertical
mounted



single. jack
freestanding



double. jack
freestanding



triple. jack
freestanding



quadruple. jack
freestanding



community. jack
freestanding



double.
vertical jack
freestanding



triple.
vertical jack
freestanding



single. frank
freestanding



double. frank
freestanding

+ freestanding
frank family
continues



frank
fingerpost



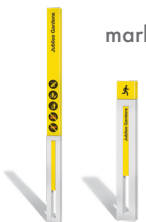
jack
fingerpost



solar



poster



markers

lily



lily is respectful.

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

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

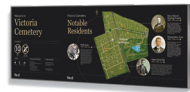
Detailed for installation onto existing walls and fencing at the entrance points of green spaces. Available also as free-standing structures and with a range of frame options, lily is specified to be durable, fit for purpose and adaptable in carrying bespoke graphics and mapping information.



single.
mounted



double.
mounted



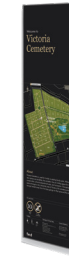
triple.
mounted



quadruple.
mounted



double.vertical
mounted



triple. vertical
mounted



single. jack
freestanding



double. jack
freestanding



triple. jack
freestanding



quadruple. jack
freestanding



double.
vertical jack
freestanding



triple.
vertical jack
freestanding



single. frank
freestanding

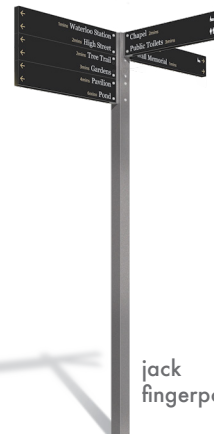


double. frank
freestanding

+ freestanding
frank family
continues



frank
fingerpost



jack
fingerpost



markers

tim



tim the environmentally sensitive.

Our new family member tim brings all the benefits of our 'best practice' wayfinding approach with a new palette of materials and finishes introduced to complement the environment of green spaces.

tim offers a modular and flexible solution for all your park and playground types. Designed to maximise wayfinding effectiveness, value engineered to minimise cost and tested to ensure longevity.

System modularity offers flexibility and supports customisation, adaptation and cost-effective updating.



freestanding



freestanding bespoke

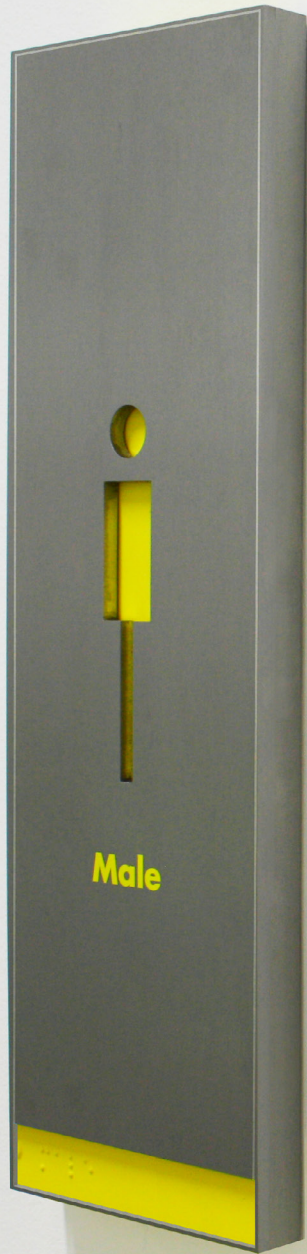


marker short / tall



fingerpost aluminium / timber



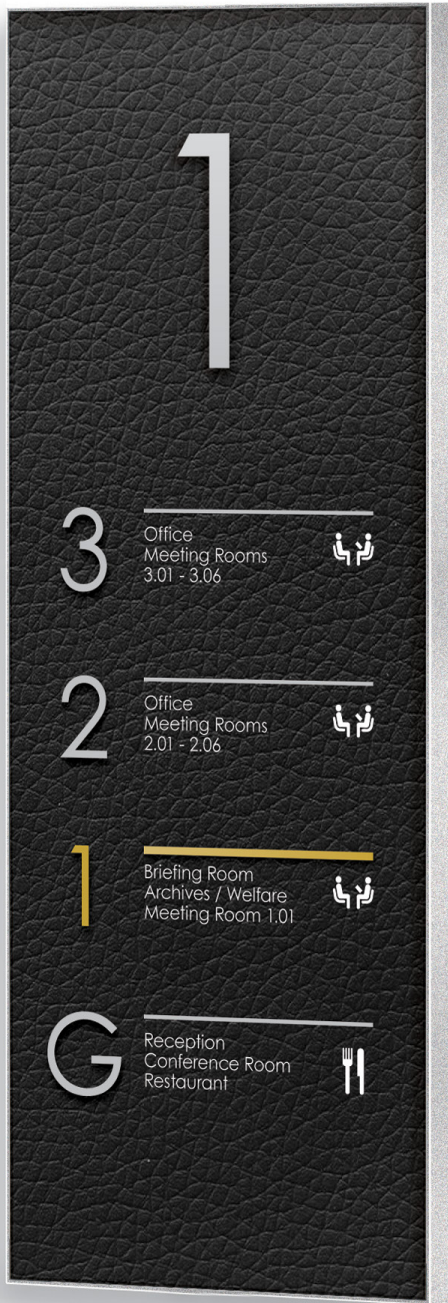


eva the infinitely flexible.

View your signage as an expression of your brand and identity. Let Eva help deliver your bespoke information graphics and seamlessly integrate your internal signage with your interior design style.

Designed to support your attention to detail and need for a bespoke design solution, Eva offers flexibility in panel size and an infinite range of graphic panel materials, finishes and application of your graphic design aspirations.

Eva will also help you maintain information accuracy and allow quick and easy replacement of outdated information panels when required.



Example material & finish palette



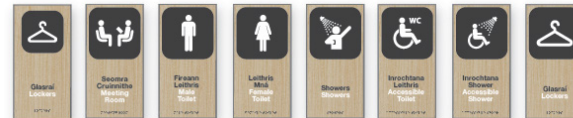
welcome & site map



floor plan



level ID & vertical movement



end points



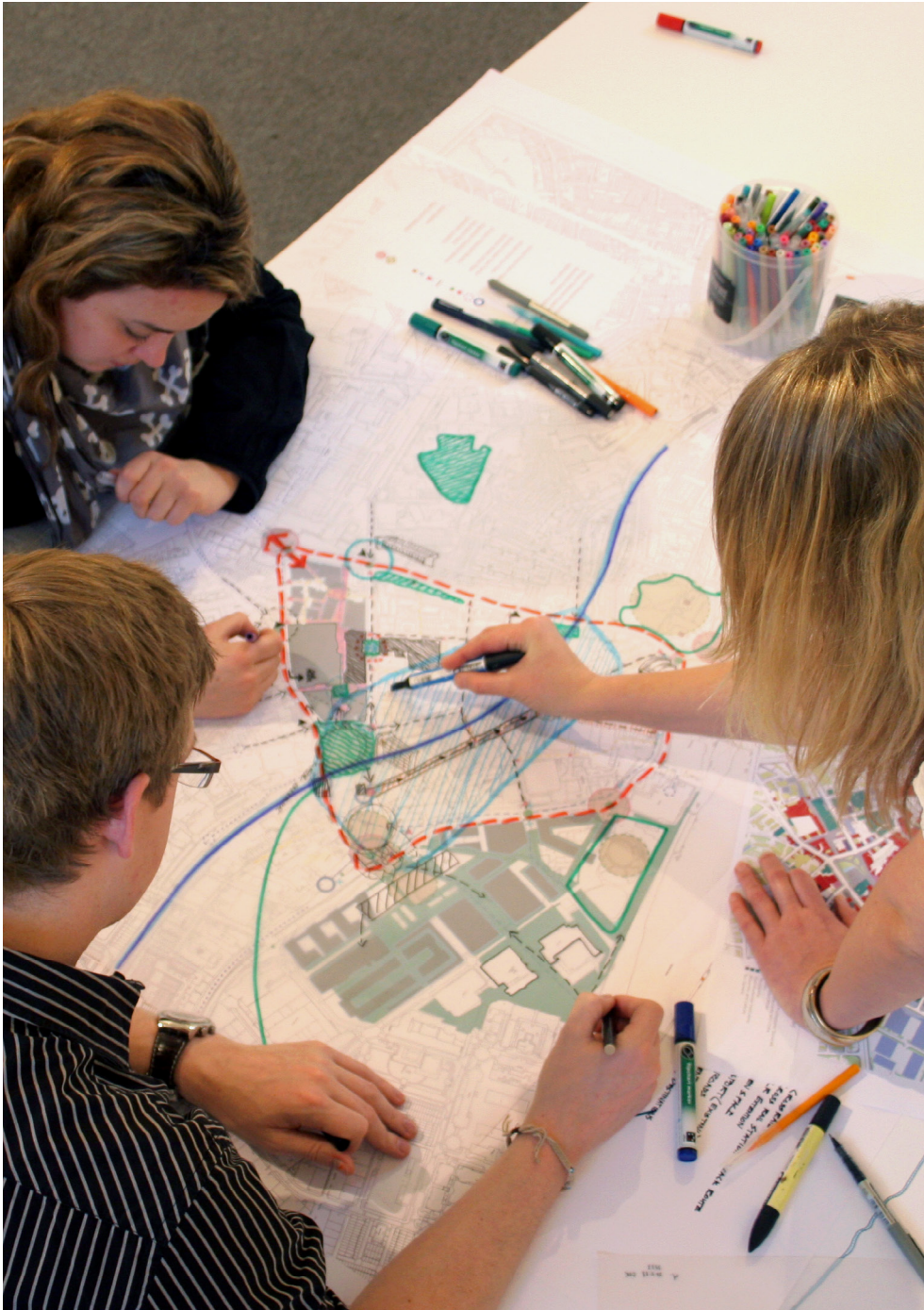
support.

Alongside the delivery of sign solutions, fwdesign can support your team throughout all stages of your project.

We offer strategic wayfinding and planning helping you pick the most suitable family and products. This includes an initial audit, location planning, information content database management and benchmarking.

We can also work with you to create a visual identity for your development or project to help create a sense of place.

fwdesign are specialists in information graphics and mapping and can support with the creation of these for your chosen structures making your end result appropriately tailored to your requirements.



strategic thinking.

Before choosing fwd sign solutions you will need to know what format and quantity of products you need, where they should be located and what graphics will best communicate the information to pedestrians.

At fwdesign we can undertake a wayfinding strategy process to identify these needs.

If you already have clear strategic vision and graphics content, we can also advise on their effectiveness.



visual identity.

It is important that the products you choose relate to the area they are within. Although many of our clients have their own brands it is sometimes not suitable for application on product or does not represent the project's vision.

We can support this by developing a new visual identity and applying this to the structures through material choices, branding, colour ways, graphic information style etc. The end result aiming to reflect your projects vision and values making the products work hard for you.

If required we can also take this further to full corporate branding rollout.



information graphics & mapping.

Most of our products require a level of wayfinding information content and many can carry a map to complete the information suite.

At fwdesign we can support you in the creation and application of both, so that in partnership with our products, they will deliver the most effective wayfinding and urban realm solution.

We can use your existing creative guidelines and map or create a bespoke result which encapsulates your identity through graphics and tailored map details.

We have extensive knowledge and experience in accessible design and all our products are created with best practice principles as their basis.

In addition, we can also offer a new generation of interactive digital products and services enabling a 'smarter' wayfinding experience via websites, hand-held devices and mobiles.



getting them manufactured.

The fwd sign solutions are what we call ready-to-go products, this means they are already detailed, value engineered, and proven, through access reviews, testing, and prototyping. This reduces cost, time and stress.

We have a long and established relationship with a team of manufacturers having collaboratively delivered many world class wayfinding and signage projects.

We can provide detailed production quotations quickly and have product in the ground in a very short lead time.

Alternatively you can go to tender with confidence, knowing the end result will be quality designed and manufactured to the highest specification.

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