

fw.d sign solutions

Better cycling.



A new step for Cycle Wayfinding.

- consistent, seamless, accessible -

fwdesign have developed a new suite of cycle wayfinding solutions from route marking to printed maps and interactive digital wayfinding.

*fwdesign have enhanced their offer with cutting edge digital mapping and full interactive features for web and mobile use. What's great about our digital map is **we can add your content with GIS** covering unreached areas other map engines (even google!) do not cover.*

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Digital Cycle Map.

- cutting edge, interactive, 100% bespoke, cross-platform -

We've created a suite of digital cycle maps for Brockenhusrt that promote multiple cycle routes. They're fully interactive with all essential information. [See example here.](#)

The exciting interactive features of the digital map include,

- *100% Bespoke map and graphic style – branded & designed for purpose*
- *Our digital maps use GIS data so we can add your content where ever you are*
- *Dynamic scalable and rotatable map view in 2D & 3D*
- *Trails can be displayed with direction indicators*
- *Interactive makers with pop ups show text, images or web links*
- *User location pointer allows for live on route navigation of trails*
- *Maps work cross platform - mobile, tablet and desktop*
- *Hot spots can link to video, audio and image bringing life and intrigue to trails*



Printed Cycle Map.

- accessible, characterful, sustainable -

There are many people who still love printed maps. We design our printed cycle and walking maps with the same consistent draw style and information strategy that underpin our digital work. Printed maps provide additional opportunity for promotion of business, events or other valuable information.

Our maps work perfectly with route markers on the trail who carry essential directional messages and route references at those tricky junctions.



Route Marker.

- compact, contemporary, to the point -

There's still no substitute for a route marker when on the trail!

*Designed to complement digital and hand held maps our range of **fwd sign solutions** are ideally suited to meeting information needs. Route markers on the trail carry essential directional messages and route references at those tricky junctions or mark your arrival at a point of interest. We offer **mark** - fwd route marker, a proven solution with it's innovative function and minimal foot print. Complemented with **frank** or **jack** who can show the whole route at the start and end of any trail.*



Visit [fwdesign.com](https://www.fwdesign.com)

fwdesign ltd. the design hub.
41 brookley road. brockenhurst
so42 7rb

enquire@fwdesign.com

+44 (0)20 7928 0412

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