



fw.d sign solutions

SOUTHBANK
LONDON

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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 signage 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.

Alternatively you can tender your 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

www.fwdesignsolutions.com

sid - smart information devices

Sid is the newest member of our fwdesign Sign Solutions family. Specifically created to support emerging Smart Cities prepare for a connected world where everything computes.

Detailed as an integrated modular system sid will help you put IoT (Internet of Things) into action and create system efficiencies, improve

sustainability and enhance the quality of life factors for people living and working in your community.

Our approach makes it straight forward for you to customise an integrated and intelligent streetscape providing real time, interactive information accessed 24/7 through a network of dynamic digital information hubs.





UNDERGROUND



SOHO
Leicester Square
HOLBORN
Holborn

London Underground

Bakerloo	Part Suspended
Central	Good Service
Circle	Good Service
District	Good Service
Metropolitan	Good Service

Plan a journey

From:

To:

Live Travel Information

Shul Smart Transport

Sid transport will support your delivery of an integrated, sustainable transport system with the provision of real-time, interactive journey planning information devices seamlessly integrated with a modular range of contemporary kiosks and shelter structures.

Smart Cities

Promote your city offer with digital map services, bringing the power of interactive navigational information to the high street. Combine information content and display multiple layers with almost limitless flexibility and control over what you present. It can also be update easily and remotely to maintain high levels of user interaction and awareness.



Smart Cities

Introduce on-street digital mapping to promote your cultural quarters and raise visitor attention to the rich and often hidden breadth of local offer. Combine interactive mapping with promotional information and special offers to help maintain awareness and support the local business community.

Narodni Trg
Spilje

Map showing the layout of Narodni Trg, Spilje, with various points of interest marked. Below the map, there is a section titled "Narodni Trg" with a list of businesses and their addresses. At the bottom, there is a "Live City Information" section with logos for the city and other services.

Smart Retail

Promote your retail offer with sid retail. Seamlessly link your digital on-line services to a network of kiosks highlighting new promotions and providing interactive site navigation and store finding services. Easily and efficiently updated to maintained high levels of user interaction and awareness.

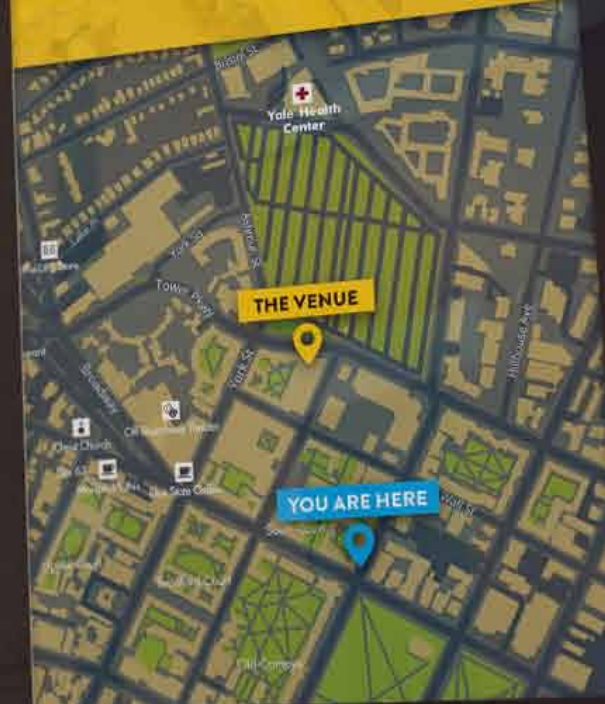


Smart Universities

With the arrival of digital wayfinding you can now combine content and powerfully promote your identity, communicate your offer and provide interactive navigational information. Rather than displaying one layer of information a digital wayfinding component can display multiple layers with almost limitless flexibility in how and when it can be displayed. It can also be update easily and remotely to maintain high levels of user interaction and awareness.

 University
Library

Welcome to
INTERNATIONAL
SOCIETY OF
TROPICAL FORESTERS
CONFERENCE

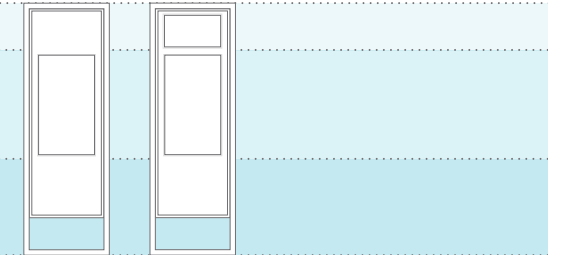


wide digital monolith.



information zones

broadcast screen / title
touch or broadcast screen
map / directory / interpretive
branding



dimensions

frame H 2350mm x W 800mm x D 150mm
graphic panel H 1900mm x W 650mm
screen options 42 & 24 inch broadcast screens or touch screens

frame

Rectangular section 316 grade stainless steel with a shot-peened finish as standard. Can also be constructed in 304 stainless steel with a polyester powder coat finish.
Plinth is open as standard but can be used as a branding device and is filled with a variety of materials, including vitreous enamel or stone. An optional stainless steel floor plate ensures a clean integration with the surrounding floor finish.
Horizontal bar at base of open plinth serves as an additional 'tapping' bar for the visually impaired.

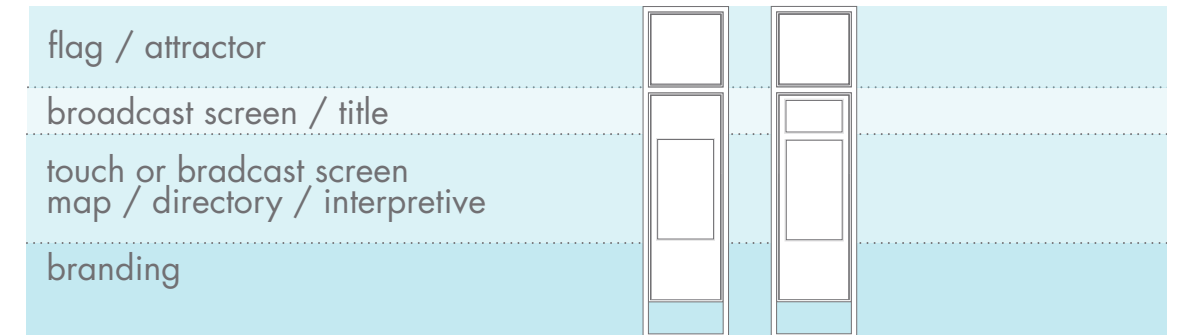
digital information

42 inch high brightness digital broadcast or touch screens with optional 24 inch broadcast screen. Illuminated location name letters and icon.

wide tall digital monolith.



information zones



dimensions

frame	H 3100mm x W 800mm x D 150mm
flag	H 650mm x W 650mm
graphic panel	H 1900mm x W 650mm
screen options	42 & 24 inch broadcast screens or touch screens

frame

Rectangular section 316 grade stainless steel with a shot-peened finish as standard. Can also be constructed in 304 stainless steel with a polyester powder coat finish.

Plinth is open as standard but can be used as a branding device and is filled with a variety of materials, including vitreous enamel or stone. An optional stainless steel floor plate ensures a clean integration with the surrounding floor finish. Horizontal bar at base of open plinth serves as an additional 'tapping' bar for the visually impaired.

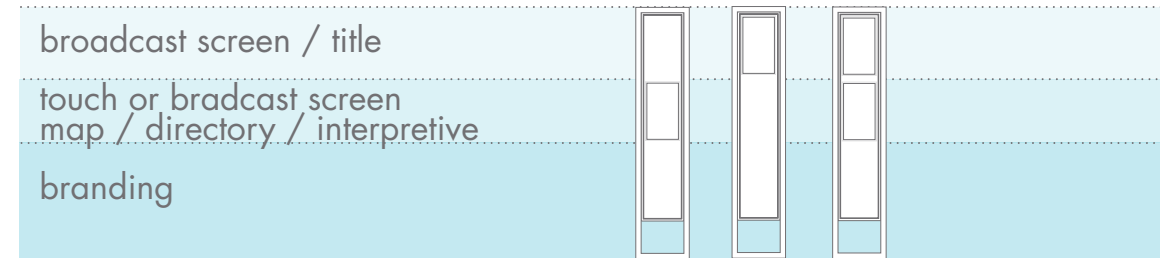
digital information

42 inch high brightness digital broadcast or touch screens with optional high level 24 inch broadcast screen. Illuminated location name letters and icon.

slim digital monolith.



information zones



dimensions

frame	H 2350mm x W 500mm x D 150mm
graphic panel	H 1900mm x W 350mm
screen options	24 inch broadcast and touch screens

frame

Rectangular section 316 grade stainless steel with a shot-peened finish as standard. Can also be constructed in 304 stainless steel with a polyester powder coat finish.

Plinth is open as standard but can be used as a branding device and is filled with a variety of materials, including vitreous enamel or stone. An optional stainless steel floor plate ensures a clean integration with the surrounding floor finish. Horizontal bar at base of open plinth serves as an additional 'tapping' bar for the visually impaired.

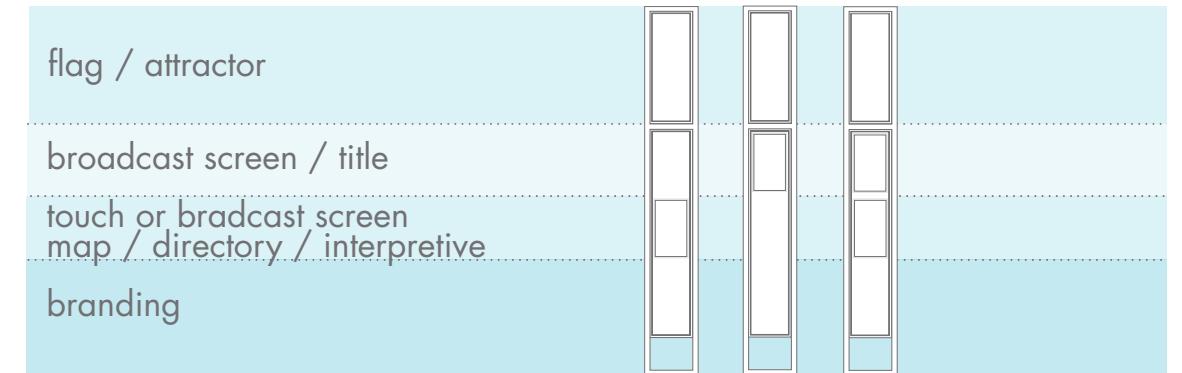
digital information

24 inch high brightness digital broadcast or touch screens with optional high level 24 inch broadcast screen. Illuminated location name letters and icon.

slim tall digital monolith.



information zones



dimensions

frame	H 3450mm x W 500mm x D 150mm
flag	H 1000mm x W 350mm
graphic panel	H 1900mm x W 350mm
screen options	24 inch broadcast and touch screens

frame

Rectangular section 316 grade stainless steel with a shot-peened finish as standard. Can also be constructed in 304 stainless steel with a polyester powder coat finish.

Plinth is open as standard but can be used as a branding device and is filled with a variety of materials, including vitreous enamel or stone. An optional stainless steel floor plate ensures a clean integration with the surrounding floor finish. Horizontal bar at base of open plinth serves as an additional 'tapping' bar for the visually impaired.

static information

Hinged door with key lock. Toughened low iron glass panel with printed vinyl graphics. Optional ceramic ink specification available.

digital information

24 inch high brightness digital broadcast or touch screens with optional high level 24 inch broadcast screen. Illuminated location name letters and icon.

transport. glass 4 bay



dimensions

shelter	H 3450mm x L 6200mm x D 2000mm
flag	H 1000mm x W 350mm
graphic panel	H 1900mm x W 350mm

frame

Rectangular section 316 grade stainless steel with a shot-peened finish as standard. Can also be constructed in 304 stainless steel with a polyester powdercoat finish to client colour specification.

Plinths are open as standard but can be used as a branding device and infilled with a variety of materials. Horizontal bar at base of open plinth serves as an additional 'tapping' bar for the visually impaired.

Optional seat designs and material specification available.

roof

Roof toughend and laminated glass with integrated LED lighting. Roof cladding options available. Optional solar PV charging can be integrated with flush finish to the roof.

static information

Hinged door with key lock. Toughened low iron glass panel with printed vinyl graphics. Optional ceramic ink specification available.

digital information

24 inch high brightness digital broadcast or touch screens with optional high level 24 inch broadcast screen. Illuminated location name letters and icon.

transport. 4 bay



dimensions

shelter	H 3450mm x L 6200mm x D 2000mm
flag	H 1000mm x W 350mm
graphic panel	H 1900mm x W 350mm

frame

Rectangular section 316 grade stainless steel with a shot-peened finish as standard. Can also be constructed in 304 stainless steel with a polyester powdercoat finish to client colour specification.

Plinths are open as standard but can be used as a branding device and infilled with a variety of materials. Horizontal bar at base of open plinth serves as an additional 'tapping' bar for the visually impaired.

Optional seat designs and material specification available.

roof

Roof clad in aluminium with integrated LED lighting. Roof cladding options available with alternative colour ways. Optional solar PV cladding can be integrated with flush finish to the roof.

static information

Hinged door with key lock. Toughened low iron glass panel with printed vinyl graphics. Optional ceramic ink specification available.

digital information

24 inch high brightness digital broadcast or touch screens with optional high level 24 inch broadcast screen. Illuminated location name letters and icon.

transport. 8 bay



dimensions

shelter	H 3450mm x L 1200mm x D 2000mm
flag	H 1000mm x W 350mm
graphic panel	H 1900mm x W 350mm

frame

Rectangular section 316 grade stainless steel with a shot-peened finish as standard. Can also be constructed in 304 stainless steel with a polyester powdercoat finish to client colour specification.

Plinths are open as standard but can be used as a branding device and infilled with a variety of materials. Horizontal bar at base of open plinth serves as an additional 'tapping' bar for the visually impaired.

Optional seat designs and material specification available.

roof

Roof clad in aluminium with integrated LED lighting. Roof cladding options available with alternative colour ways. Optional solar PV cladding can be integrated with flush finish to the roof.

static information

Hinged door with key lock. Toughened low iron glass panel with printed vinyl graphics. Optional ceramic ink specification available.

digital information

24 inch high brightness digital broadcast or touch screens with optional high level 24 inch broadcast screen. Illuminated location name letters and icon.

transport. 8 bay station



dimensions

shelter	H 3450mm x L 1200mm x D 2000mm
flag	H 1000mm x W 350mm
graphic panel	H 1900mm x W 350mm

frame

Rectangular section 316 grade stainless steel with a shot-peened finish as standard. Can also be constructed in 304 stainless steel with a polyester powdercoat finish to client colour specification.

Plinths are open as standard but can be used as a branding device and infilled with a variety of materials. Horizontal bar at base of open plinth serves as an additional 'tapping' bar for the visually impaired.

Optional seat designs and material specification available.

roof

Roof clad in aluminium with integrated LED lighting. Roof cladding options available with alternative colour ways. Optional solar PV cladding can be integrated with flush finish to the roof.

static information

Hinged door with key lock. Toughened low iron glass panel with printed vinyl graphics. Optional ceramic ink specification available.

digital information

24 inch high brightness digital broadcast or touch screens with optional high level 24 inch broadcast screen. Illuminated location name letters and icon.

transport. 4 bay cantilever



dimensions

shelter	H 3450mm x L 6200mm x D 1250mm
flag	H 1000mm x W 350mm
graphic panel	H 1900mm x W 350mm

frame

Rectangular section 316 grade stainless steel with a shot-peened finish as standard. Can also be constructed in 304 stainless steel with a polyester powdercoat finish to client colour specification.

Plinths are open as standard but can be used as a branding device and infilled with a variety of materials. Horizontal bar at base of open plinth serves as an additional 'tapping' bar for the visually impaired.

Optional seat designs and material specification available.

roof

Cantilever roof clad in aluminium. Roof cladding options available with alternative colour ways.

static information

Hinged door with key lock. Toughened low iron glass panel with printed vinyl graphics. Optional ceramic ink specification available.

digital information

24 inch high brightness digital broadcast or touch screens with optional high level 24 inch broadcast screen. Illuminated location name letters and icon.

transport. 2 bay



dimensions

shelter H 3450mm x L 3200mm x D 2000mm

flag H 1000mm x W 350mm

graphic panel H 1900mm x W 350mm

frame

Rectangular section 316 grade stainless steel with a shot-peened finish as standard. Can also be constructed in 304 stainless steel with a polyester powdercoat finish to client colour specification.

Plinths are open as standard but can be used as a branding device and infilled with a variety of materials. Horizontal bar at base of open plinth serves as an additional 'tapping' bar for the visually impaired.

roof

Full depth roof clad in aluminium with integrated LED lighting. Roof cladding options available with alternative colour ways. Optional solar PV changing can be integrated with flush finish to the roof.

static information

Hinged door with key lock. Toughened low iron glass panel with printed vinyl graphics. Optional ceramic ink specification available.

digital information

24 inch high brightness digital broadcast or touch screens with optional high level 24 inch broadcast screen. Illuminated location name letters and icon.

transport. 2 bay cantilever



dimensions

shelter	H 3450mm x L 3200mm x D 1250mm
flag	H 1000mm x W 350mm
graphic panel	H 1900mm x W 350mm

frame

Rectangular section 316 grade stainless steel with a shot-peened finish as standard. Can also be constructed in 304 stainless steel with a polyester powdercoat finish to client colour specification.

Plinths are open as standard but can be used as a branding device and infilled with a variety of materials. Horizontal bar at base of open plinth serves as an additional 'tapping' bar for the visually impaired.

roof

Cantilever roof clad in aluminium. Roof cladding options available with alternative colour ways.

static information

Hinged door with key lock. Toughened low iron glass panel with printed vinyl graphics. Optional ceramic ink specification available.

digital information

24 inch high brightness digital broadcast or touch screens with optional high level 24 inch broadcast screen. Illuminated location name letters and icon.

Narodni Trg

SPLIT



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