

DEBENHAMS



SouthGate Bath

Your shop finder

B4 All Saints	C3 Calvin Klein	C3 H&M	C3 Pizza Express	C3 Reds
B3 Animal	C4 Cult	C2 Hotel Chocolat (coming soon)	C3 Plain Lazy	C3 Tommy Hilfiter
C3 Apple	B2 Curry's	C2 Jimmy Spices	B3 Quiksilver	B3 Topshop
B3 Azendi	B1 Debenhams	C3 Jones	B2 Republic	C2 Urban Outfitters
C2 Boots	C2 Fabulous (coming soon)	B3 Kurt Geiger	B2 River Island	
C3 Build a Bear	B3 Fat Face	B2 La Senza	C2 Sainsbury's	
C2 Caffè Hero	B3 Game	C3 New Look	C3 Thoughts Cards	
C3 Cake Café	C2 Giraffe (coming soon)	C3 O2	C3 Timpano's	

SouthGate Bath

fw.d sign solutions



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Example of fwdesign best practice mapping

introduction to fwdesign.

fwd 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. 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 wayfinding, identity design, info graphics and map creation specific to your requirements.

meet our family.

urban family.



sid

the smartest.

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



frank®

the multi-tasker.

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



jack

the streetwise newcomer.

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



kara

the speedy installer.

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

internal family.



eva

infinitely flexible.

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

greenspace family.



mark

the trail blazer.

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



daisy

the nature lover.

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



lily

respectful.

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



tim

environmentally sensitive.

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



smart information devices.

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 offers a range of digital broadcast or touch screen formats to suite your requirements. The standard specification comprises a 316 grade stainless steel frame with a shot-peened finish and open plinth. However, he can be dressed and accessorised according to your branding, environmental and information needs, by customising all materials and finishes.

sid broadcast screens in the city of Lincoln

[read more](#)



sid wide



sid slim



sid wide tall



sid shelters

frank®



frank the multi-tasker.

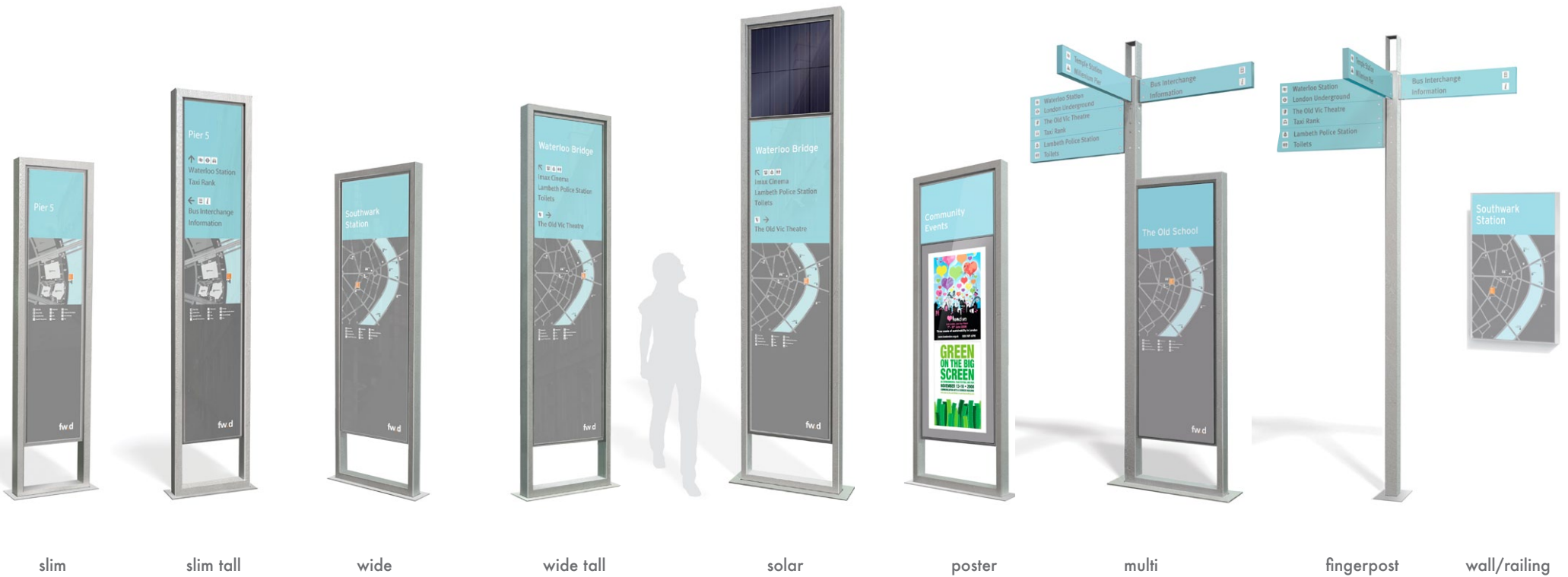
Whatever your environment - town centre, college campus, retail development, exhibition venue, green space - frank meets all your needs.

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.

frank signage at St Katherine Docks London

[read more](#)



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 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 monoliths in the London Borough of Whitton

read more

jack



short slim



tall slim



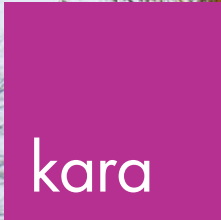
tall wide



fingerpost



wall / railing



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.

kara at the University of Hertfordshire

[read more](#)

kara



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 at Hive business park Reading

read more

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.

daisy in Poole

read more



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.

lily at the London Borough of Southwark

read more



single.
mounted



double.
mounted



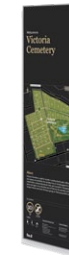
triple.
mounted



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

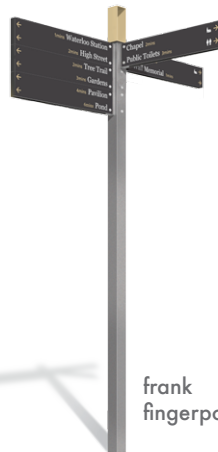


single. frank
freestanding

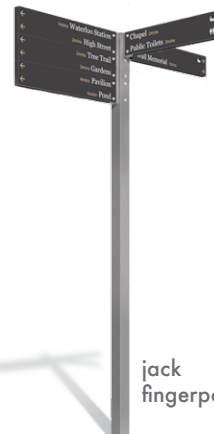


double. frank
freestanding

+ 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.

tim at the London Borough of Waltham Forest

[read more](#)



freestanding



freestanding bespoke



marker short / tall



fingerpost aluminium / timber



eva

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.

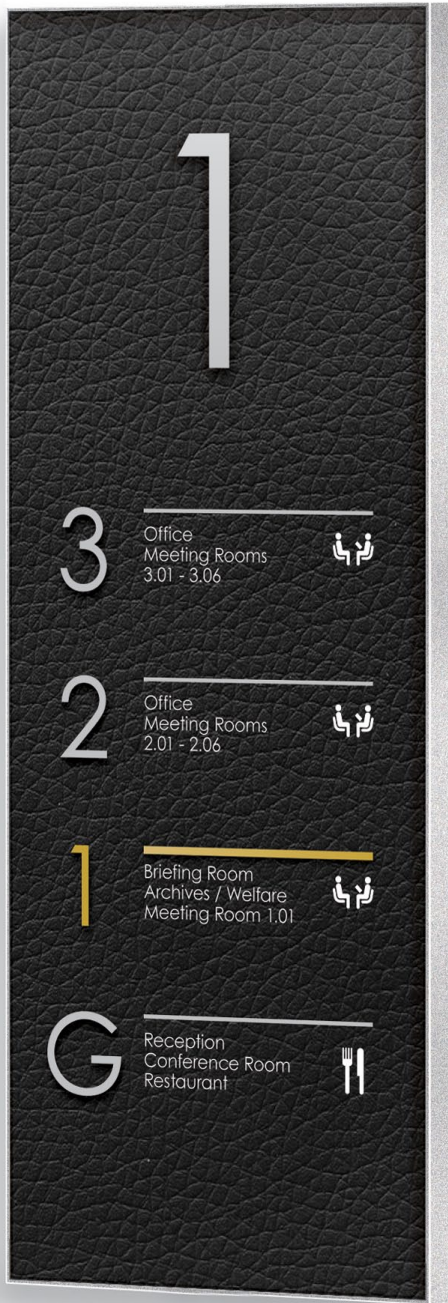
Designed to support your attention to detail and need for a bespoke design solution, Eva offers flexibility in panel size and an infinite range of graphic panel materials, finishes and application of your graphic design aspirations.

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

eva at Dublin Depot

[read more](#)





Example material & finish palette



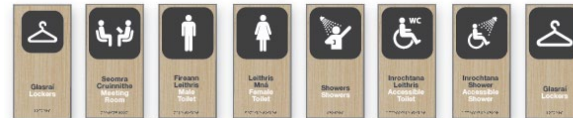
welcome & site map



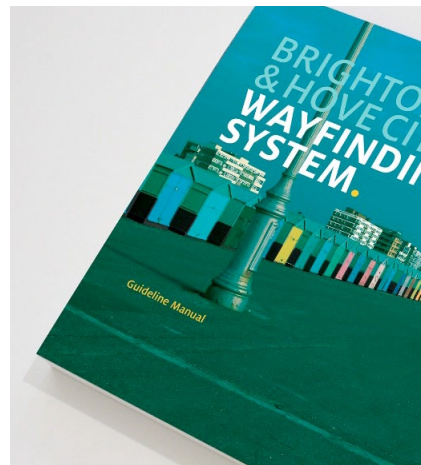
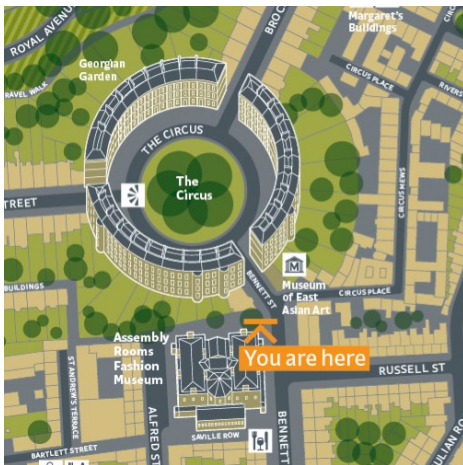
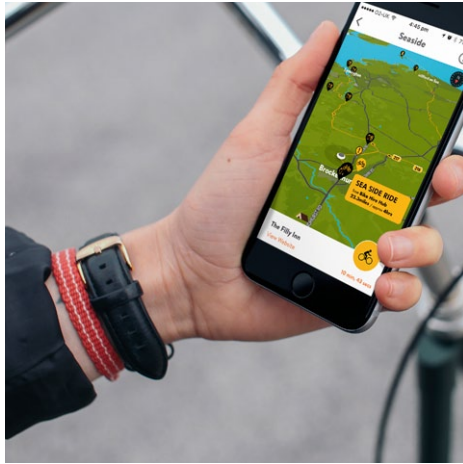
floor plan



level ID & vertical movement



end points



design services.

fwdesign are specialists in the design and delivery of brand and information systems. To support your project and sign selection we can also support you with the following services if required:

- Strategic planning
- Digital design
- Wayfinding
- Information graphics
- Branding
- Brand implementation
- Cartography
- Product design
- Design for print

We're here to support you at any point during your project so you can proceed with confidence.



contact us.

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