



DESIGN SERVICE

Shelley Signs offer a full in-house design service. We specialise in the design of Interpretation Panels—our experienced team will create striking artwork that will engage your visitors and help enhance the quality of their visit.

Each design job is different and we can become involved at whatever stage suits you. We offer a highly flexible design service—details are outlined in the following pages. Please call 01743 460996 to discuss or email sales@shelleysigns.co.uk to request a quote.

OVERALL DESIGN & LAYOUT



'Less is more' is our overriding philosophy, although our design approach will be determined by your content and requirements. For a typical A1 size panel we like to limit words to about 250, keep maps as simple as possible and work with great quality illustrations that create impact and interest.

A well thought out and designed Interpretation Panel should

- Be relevant to the location and audience
- Reveal something interesting, not just be factual
- Provoke a reaction in the audience—help visitors think or see something differently.

ILLUSTRATIONS

We can both create and source suitable illustrations for use on interpretation panels, but can also work from your own images. Popular styles of illustration are shown below.

Natural History Illustrations



We have a large library of species illustrations, both watercolour and photographic. If you employ our design and production services, there is usually no charge to use our library images.

Historical & Archaeological Illustrations



We work with a talented illustrator who creates striking and attractive images, from people to buildings and features of interest. These can be created from your concept sketches, old images or a description.

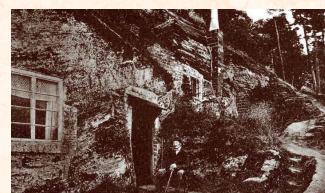
Cartoons



Cartoons are a very effective way to engage both adults and youngsters. They are a fun way to present Interpretation but can be particularly effective in presenting rules and regulations in an accessible manner.

Archive Images

are still used and incorporated into houses along this ridge.



The Hermitage Caves, illustrated above, high on the opposite side of the river, date back to the tenth century, and people lived there until the 1940s. People once claimed there were tunnels connecting the town's castle with the Hermitage Caves and the

Archive images, whether old photographs or postcards, colour or black and white, are a great way to convey historical stories. Our printer handles old images well so even low resolution artwork can be used with confidence.

MAPS



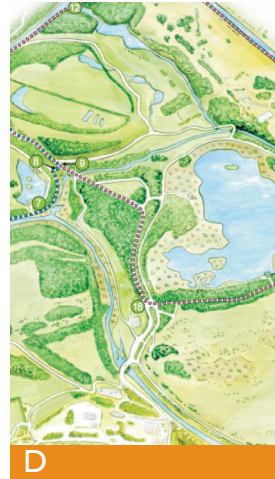
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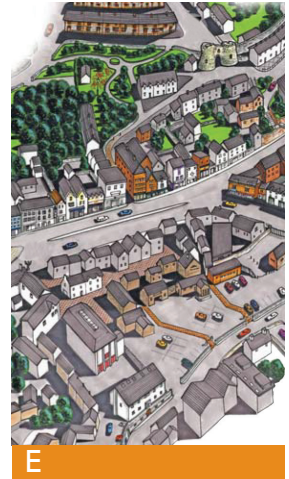
B



C



D



E

Maps play an important part in helping visitors understand your site and the facilities available. We offer several styles of map design which are all simple enough to be easily understood.

We normally work from rough information supplied by yourselves—this can range from annotated GIS plans to Google Earth or just very rough sketches. We will produce a draft for comment and then work with you to finalise the detail.

A A computer generated map highlighting key features. Our most popular and cost effective map style.

B Footpaths and bridleways. Simplified, this style is an effective introduction to rights of way in an area.

C Town Map. A conventional style of map with streets and features of interest highlighted.

D Bird's-Eye View. This watercolour map provides a striking and attractive overview of an area.

E Artistic Town Map. A beautiful way to capture the character of a town while providing a simple overview.

We may need you to supply aerial photographs, but Bing aerial can be a good starting point.



TEXT & COPYWRITING

We aim for concise text, typically no more than 200 - 250 words, written in an engaging manner. Our advice is to envisage a young family reading the panel—their attention span is short and your key messages must be quickly understood.

Our services can include

- Working from your own final text or
- Proof Reading. This will check for errors in grammar and presentation but not accuracy of any statements or facts.
- Copy Editing. This will take your draft and rewrite it into a format suitable for interpretation. It can involve a substantial re-crafting of your draft.
- Copywriting. Take advantage of a fresh pair of eyes. We can write your text from source material that you supply. Prices depend on time so it would be best to discuss your detailed requirements on an individual basis.



HOW TO ORDER

Many clients find a rough concept sketch is a useful starting point as it helps you think about content. Please feel free to phone to chat through your requirements—with our extensive experience we can provide clear guidance and advice.

WHO ARE WE



Robert Swift Our head designer attended Northwich College of Art. With many years' experience at Shelley Signs Robert has a flair for interpretation design and is our expert at computer-generated map design.



Robert Bullard is our wordsmith. He is a freelance copywriter and writing coach. Robert can re-craft your draft text, make sense of dry research documentation and can also undertake research on our behalf.



Ella Knight With a degree in Philosophy and Psychology and extensive Adobe training, our assistant designer Ella brings an imaginative and creative eye to the interpretation design process.



Nigel Vaughan Our talented illustrator, creates historical watercolour images, bird's-eye view maps, wildlife illustrations and cartoons. He offers great flair and additional flexibility in our design process.



Robert Shelley, as Director of Shelley Signs manages the creative team and will act as the link man during a project. Robert is the point of contact to discuss your initial ideas and prepares quotes and proposals. He is an accountant by training but far prefers the creative challenges of interpretation projects.