

Trueform's Comprehensive Approach

1 2 3 4 5

Design **Manufacturing** **Graphics Printing** **Installation** **Maintenance**

The first step to a successful wayfinding system is accurate planning and thoughtful design.

By understanding the environment in which our products are to be installed, the whole programme can be developed in a thoughtful way, fusing with the landscape without losing prominence, as a clear source of reliable information.

Trueform's in house designers and engineer's work closely with wayfinding scheme designers, architects and town planners, We have many years of experience in the design of street furniture and wayfinding signage systems.

Trueform's large in house production facility enables the rapid and cost effective manufacture and assembly of all wayfinding signage requirements. Incorporating the very latest manufacturing technology, Trueform's resources are second to none in this sector. This in house facility enables a seamless flow from concept to prototyping and finished products at sensible costs, whilst maintaining the highest standard of quality and detailing.

Our dedicated graphics production department has a wealth of experience on high profile projects for quality demanding clients such as British Airports authority, Transport for London, and for Passenger Transport Executives, Councils, architects and designers globally.

Trueform are able to provide full in-house printing of mapping and directional information using the very latest print production techniques, whether it be back printed glass, vitreous enamel or screen printing.

We consider a project only ready once it is in the ground and the client is 100% satisfied.

To facilitate this, Trueform can provide a range of nationwide installation services, including full civils, foundation, product installation and traffic management. We are also happy to work in collaboration with a groundworks contractor of your choice.

Our shallow foundation designs ensure installation in a wide range of pavement materials.

We provide a range of cleaning and maintenance services to suit all requirement's, including regular updates of mapping panel information and emergency response call out services 24/7.

HIGH PROFILE SYSTEMS FOR CITY WIDE SCHEMES

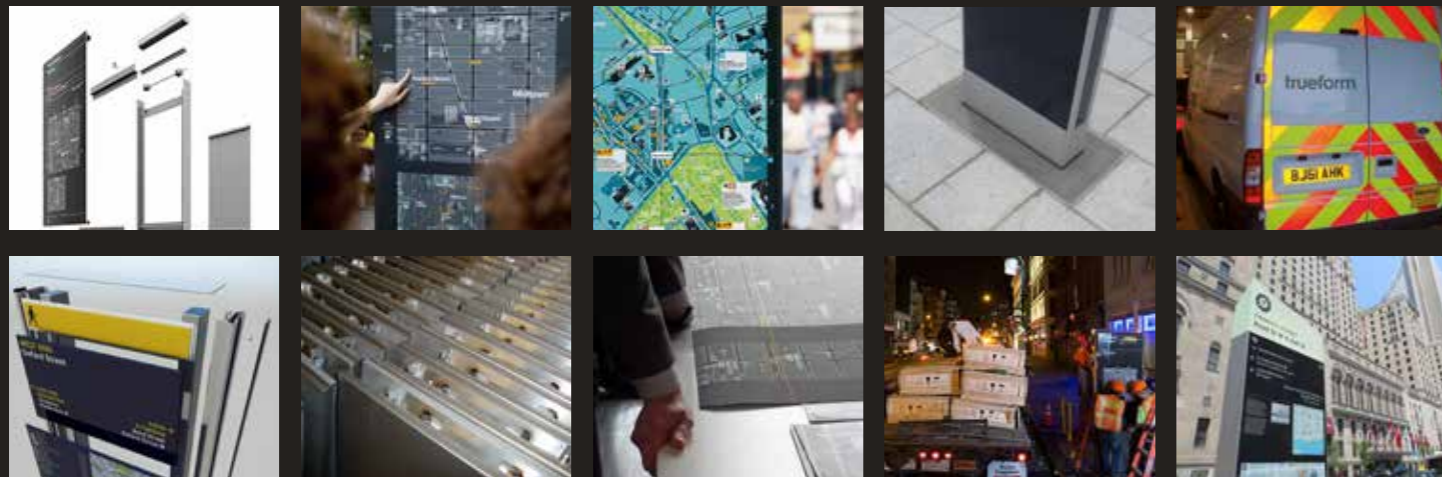
TURNKEY SOLUTIONS FOR CITY WAYFINDING

EXTENSIVE RANGE DESIGNED TO PERFORM

WAYFINDING SIGNAGE
The world's leading wayfinding providers



Legible London Wayfinding



Totems



Fingerposts



Digital Totems



Electronic Display Totems

MAKING YOUR CITY FULLY ACCESSIBLE TO PEDESTRIANS, COMMUTERS & TOURISTS

QUICKLY IDENTIFIES ROUTES, DESTINATIONS & PROMOTES PLACES OF INTEREST

BOOSTS LOCAL BUSINESS & THE ECONOMY BY INCREASING FOOTFALL & TRADE



Fully modular designs



Local distinctiveness



Long lasting finishes



Fully customisable

WHY WAYFINDING?

The benefits of wayfinding systems are now widely known and understood.

Many towns and cities throughout the World have introduced a wayfinding system and are enjoying the significant benefits. Trueform are the leader in wayfinding signage hardware and have supplied many of the World's leading towns and cities.

Wayfinding systems are the key to promoting walking to residents, commuters and visitors by helping them navigate around the city on foot. With user friendly, easy to use detailed maps showing which routes and directional path to take, wayfinding boosts local business and the economy by increasing passing trade and energising locations.

With significant health and environmental benefits, wayfinding encourages walking as an alternative method of transport, reducing congestion, greenhouse gas emissions, air pollution and creates cleaner towns and cities and cleaner air.

Trueform can provide a wide range of contemporary, modern and historic designs to suit your own town or city.

Key Benefits

- **Accessibility** - Making your town or city fully accessible to pedestrians, commuters and tourists
- **Promotion** - Quickly identifies routes, destinations and promotes your town or cities specific places of interest
- **Economy** - Boosts local business and the economy by increasing footfall and trade
- **Health** - Encourages walking and provides health benefits to all
- **Reduced Congestion** - Reduces reliance of other forms of transport and mass transport
- **Environmental** - Reduces road traffic congestion, exhaust emissions and greenhouse gases
- **Air Quality** - Reduces air pollution and provides cleaner air
- **Safety** - Creates safe and welcoming environments by directing people to the right areas
- **Transport Links** - Enhances key routes in and around the city centre, promoting and linking public transport interchanges
- **Designs** - Range of contemporary, modern and historic designs available to suit your town or city

Trueform have manufactured city wide wayfinding products for:

New York • Toronto • London • Leeds
Ipswich • Birmingham • Manchester
Southampton • Portsmouth • Surrey
Peterborough • Cheltenham
London Heathrow & Gatwick Airports

New York Wayfinding



Totems



Fingerposts



Wall Mounted



Digital Units

Anatomy of a Legible London Totem

The elements (maps, placenames, routes) are displayed on signs in a logical order using the principle of progressive disclosure.

CASE STUDY

LEGIBLE LONDON

Approved manufacturer and installer of Transport for London's Legible London Units.

To date we have manufactured and installed over 1500 Legible London units throughout Greater London.

Transport for London's 'Legible London' wayfinding project aims to provide better information throughout the Capital for people who want to walk. A study conducted two years ago drew attention to the ineffectiveness of the present multitude of pedestrian sign systems in Central London, and the consequent over-reliance on the tube map to help navigate above ground.

Features of the new wayfinding signage system includes modulization, robustness, lighting and solar power options, methods of displaying the mapping information and compatability with potential new communications technology. Each sign has a unique commentary of the surrounding area with useful travel information and a description of the geography of nearby areas.



Sign Address

The typography, colour coding and naming conventions are consistent with those on the Legible London printed walking maps and other elements of the system, so that they link up and work together as a coherent whole.

Directional Information

Directional information is used in two main ways: to show the way towards areas and neighbourhoods, and act as a homing beacon for attractions. These have an important role in London, where major destinations are often obscured from view.

Planner Map

The planner or 15-minute map is used to orientate the user and show how close the areas are to each other. It provides the user with the information needed to link areas of London and the confidence to attempt longer distance walking journeys.



Beacon

All the signs are clearly identified by a yellow strip at the top and a 'walker' – the universal symbol for travelling by foot. They stand above head height so that they are clearly visible from a distance.

Materials

A range of hard wearing materials and finishes for optimum performance.

Finder Map

The Finder or 5-minute map is used to find a destination – the end point of the journey. It contains useful landmarks within the immediate vicinity– effectively a map of landmarks – so the user can be memorably guided towards specific streets and attractions.

Street Finder

This fills in the gaps. Most people are familiar with the convention of using alphabetically ordered street names and reference points to find individual streets on a map – it's a means of quickly realising what's just around the corner.



Anatomy of a New York Wayfinding Totem

The elements (maps, placenames, routes) are displayed on signs in a logical order using the principle of progressive disclosure.

CASE STUDY

NEW YORK WAYFINDING

Trueform are the approved manufacturer of New York wayfinding units.

Trueform have extended our wayfinding portfolio to New York City with the contract award for the Supply of Wayfinding Infrastructure in Lower Manhattan, Borough of Manhattan and New York City.

There was a huge attendance from all involved in the contract and USA press when the first sign was being installed.

As leaders in the provision of wayfinding infrastructure systems, Trueform carried out this work from our service centre in Long Island, New York, to provide the required local presence and operating facilities. The depot is fully equipped for this contract on a 24/7 basis.



Sign Address

The typography, colour coding and naming conventions are consistent with those on the Walk NYC printed walking maps and other elements of the system, so that they link up and work together as a coherent whole.

Directional Information

Directional information is used in two main ways: to show the way towards villages and neighborhoods, and act as a homing beacon for attractions. These have an important role in New York, where major destinations are often obscured from view.

Planner Map

The planner or 15-minute map is used to orientate the user and show how close the villages are to each other. It provides the user with the information needed to link areas of New York and the confidence to attempt longer distance walking journeys.



Beacon

The beacon stands above head height so that it is clearly visible from a distance.

Finder Map

The Finder or 5-minute map is used to find a destination – the end point of the journey. It contains useful landmarks within the immediate vicinity – effectively a map of landmarks – so the user can be memorably guided towards specific streets and attractions.

Materials

Robust Stainless Steel materials for long lasting service.

CASE STUDIES



New York



Toronto



London



London Digital



Birmingham



Aberdeen



Ealing Broadway



Portsmouth



Peterborough



Mansfield



Leeds



Manchester



Cheltenham



Surrey



Southampton



Ipswich



Green solar energy options



Elegant & robust



High resolution maps



Wall mounted signs



Vitreous enamel



Easy maintenance



Digital & conventional



High profile

Wayfinding Options

Totems

Built in modular widths according to location and information required, these units are a landmark at many cities across the USA. Trueform hold high profile contracts for city wide wayfinding schemes throughout the world.

The units are capable of incorporating 'intelligent features' as wireless information or touch screen panels, back-lit maps powered by solar panels, and limitless customisation to ensure each city will be able to reflect its local distinctiveness.

They are built with robust materials such as stainless steel and digitally printed toughened glass to ensure easy maintenance and optimum durability.



London Interchange Totem



Birmingham Totem

Digital Media

The modular design of our wayfinding units allows to incorporate many types of intelligent transport devices, such as interactive displays, data live feeds, digital displays and touch screens, motion sensors, CCTVs, ticket machines and journey planners, wifi, bluetooth and many more.

This options can be combined with standard media or considered as upgrades, with the chance of being retro-fitted into existing standard units.



New York Totem



Birmingham Totem

Solar Powered

The solar powered units are a clear statement in sustainability.

This green energy option is available to most of the units, powering back-lit displays, glowing beacons and even digital panels, creating safer and more accessible streets without an environmental impact.

Trueform takes sustainability seriously by exercising life cycle assessments and aiming for waste minimisation practices, offering a range of green options for all its products.

Wall Mounted

In order to meet any possible location constraints, a range of wall mounted signs were incorporated to the system, counting with the same approach that all other products: high modularity, easy maintenance and interlocking systems to ensure updating or replacing parts can be done in the most effective way.



Toronto Wayfinding Fingerpost

Fingerposts

Developed as a directional aid, they merge visually into a larger system proving a simple and cost effective source of information.

A modular inter-lock system allow easy updating of its parts.

The same approach to durability has been taken into all the wayfinding products, being built with durable materials and digital screen printed graphics. Options of brushed stainless steel are also available.



London Heathrow Airport Monolith