

FORTY8CREATES

air

**making places
people love.**

SIGN DESIGN | St. George's Fields

Sign Programme

Final Designs

This presentation shows the designs and materials that we will be submitting for the fabrication stage. It also includes the other on site improvements we have suggested and sort consensus on.

The ideal outcome here would be to remove the mish mash of materials currently on site and reduce the colour palette to monochrome in terms of materials and other design elements. This will smarten up the site and also be a homage to its Brutalist architecture.

We are proposing limiting the colour palette to the following, all of which can already be found on site.





Concept: Brutalism

- Matches the architecture and keeps the integrity of the building. Complimenting the building style we know residents are fond of.

Sharp, clean lines, unfussy and unapologetic about its existence.

Abc
123

Type

Geometric type was a no-brainer for this project.

Greycliffe forms the Headers whilst Jost will sit beside for numbering and accompanying type requirements.



Materials

Taking inspiration from the environment, a concrete design solution was explored as the primary material for this concept.

Sign Family Design

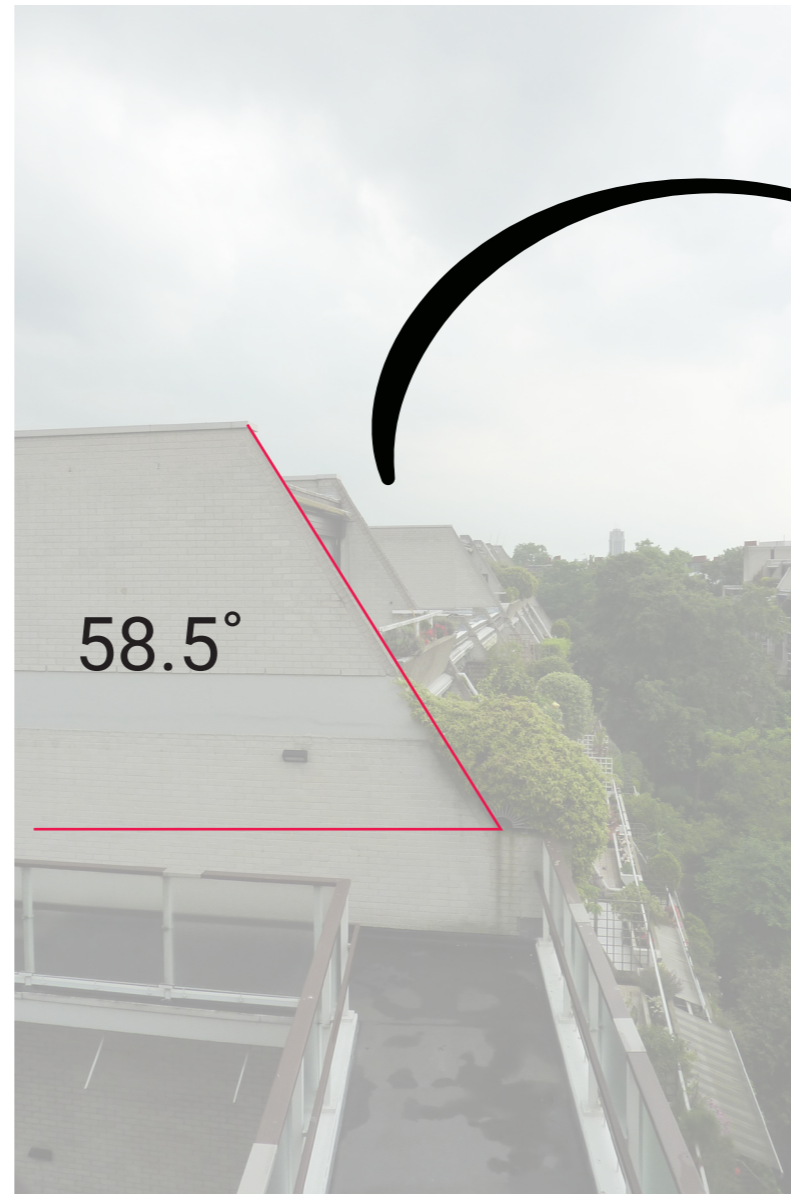
Incorporating the angles

The steps building offered up a perfect design element that we could emulate through the signage programme.

In our first presentation we showed you how this could be achieved through the angles of the plaque design. Residents agreed this was a good way to proceed.

We have further refined this concept to reflect the angle of steps build more closely.

Using our design tools we estimated that the angle was at 58.5 degrees.



Sign Programme

The following pages depict the sign types within this sign programme. Letter sizing will be refined when we work with the fabricator. Keeping many of the directional signs the same size means fabrication costs will minimise. Technical drawing will be provided by IS Group.



Totem
(Natural concrete & anodized metal)

Vehicular Directional



Cycle Storage



Front Gate

(Built up lettering, illuminated, affixed to the wall)

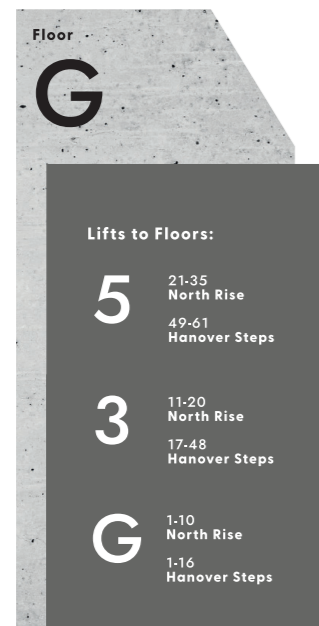


Building Indicators

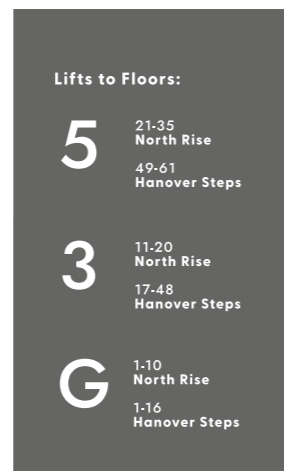
(Non-illuminated)



Sign Family Design



Lift Directory



Internal Lift Directory



Level Indicator



Stairwells



Directional



Public Realm

Sign Family Design

17-32 Hanover Steps

Corridors



Door Numbering System

Please close
the gate quietly

Thank you

Informational Signs

No parking at any time
Gates in constant use

St George's Fields
is a private estate

Controlled Access
No Circulars
No Dogs
Speed Limit 5mph

St George's Fields
is a private estate

To gain access follow these instructions:
Each estate building has been given a
single prefix number (from 1 to 7)

Archerly Steps	Prefix 4
Hanover Steps	Prefix 3
Kendal Steps	Prefix 1
North Rise	Prefix 6
Park Steps	Prefix 2
South Rise	Prefix 7
West Rise	Prefix 5

Apartments 1 to 9 in all blocks require a "0"
(zero) before the apartment number

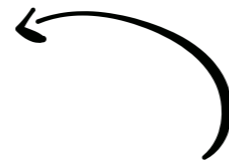
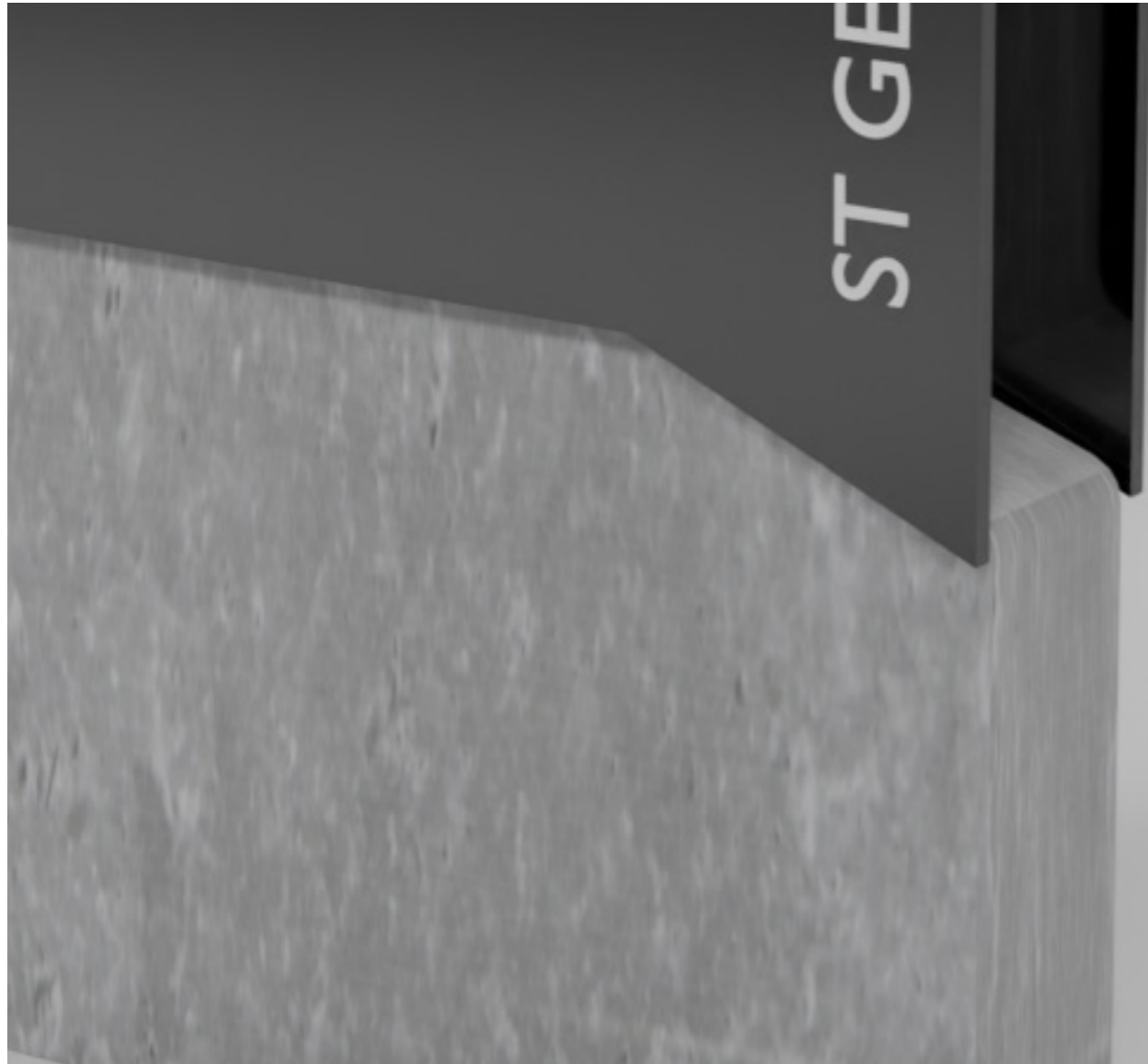
To call apartment:

- Press reset
- Press prefix number (1 digit)
- Press apartment number (2 digits)
- Press call button
- Wait for reply

To call the school key in 888
St George's Fields Estate Office key in 555

Controlled Access
No Circulars
No Dogs
Speed Limit 5mph

The Estate Office opens Monday to Friday 08:30 to 17:00
Saturday 09:30 to 12:00
Telephone 020 7723 7728



Brushed Vintage Nickel

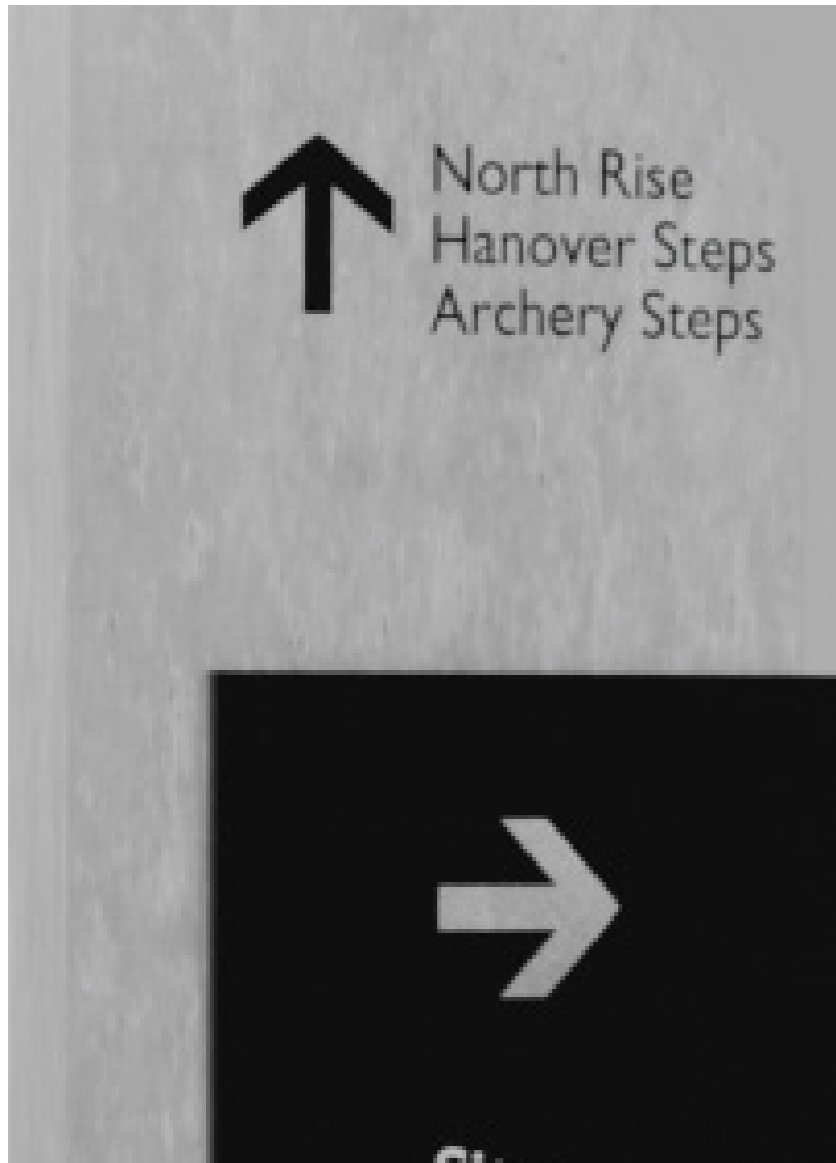
Gun metal grey
Matt finish
Push through lettering (stencil-esk)



Concrete Finishes

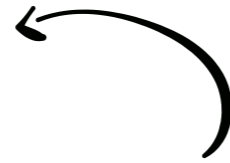
After receiving samples from the fabricators, it has been decided that natural concrete is the best way forward.





Laser Cut

For the metal panels, letters and symbols would be laser cut into the face, showing the white lightbox behind.

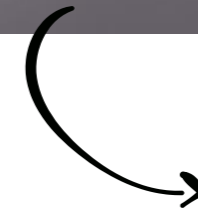


Lettering Finishes

Typography on the concrete could be embossed and inlaid with a paint that is of the same colour as the metal panelling.



Reference Image Illumination Style



Front Gate Lettering

The front gate will be adorned with individually lit, built up (3D) lettering. This will be facelit (on the front of the letter) to give an even and modern lighting style.

The side of the letters will be made painted to the same colour as the rest of the metal across the site.

The letters will be affixed to the wall.

