Whitehill & Bordon
Wayfinding design
Style guidelines

Urban Place Lab
Feria Urbanism
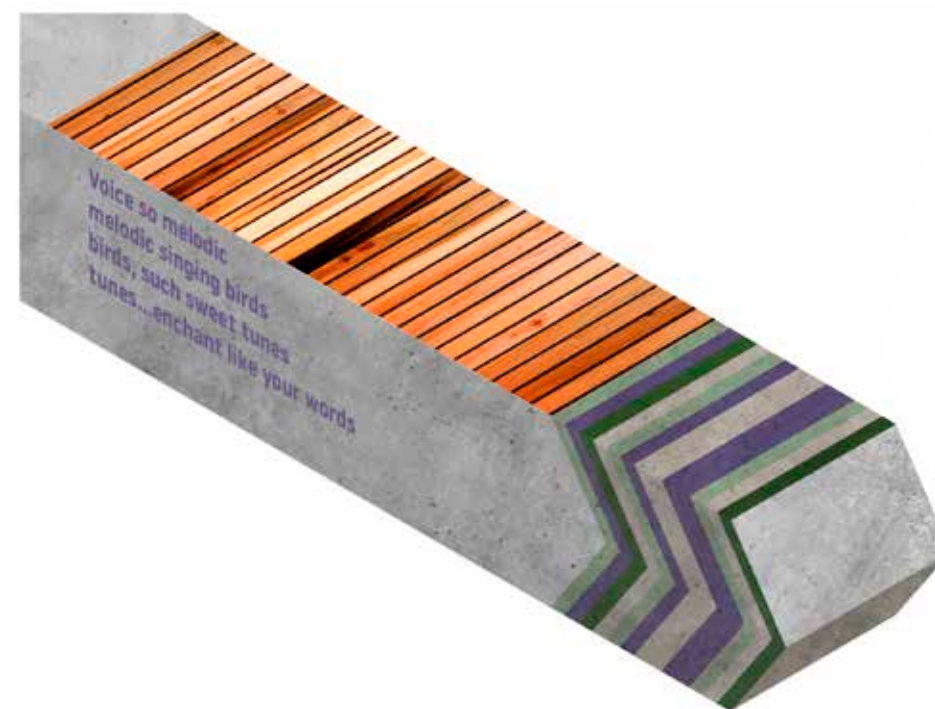**Wolfströme Design**

April 2021

WB
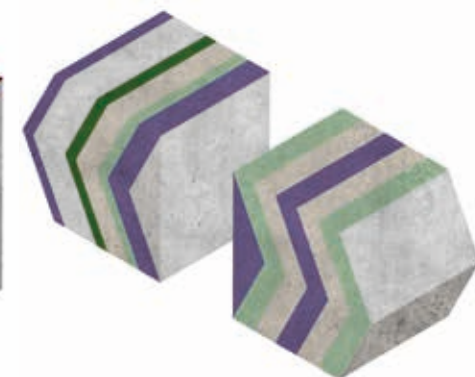WHITEHILL + BORDON

Wayfinding items

LARGE TOTEMS
6 NO.

SMALL TOTEMS
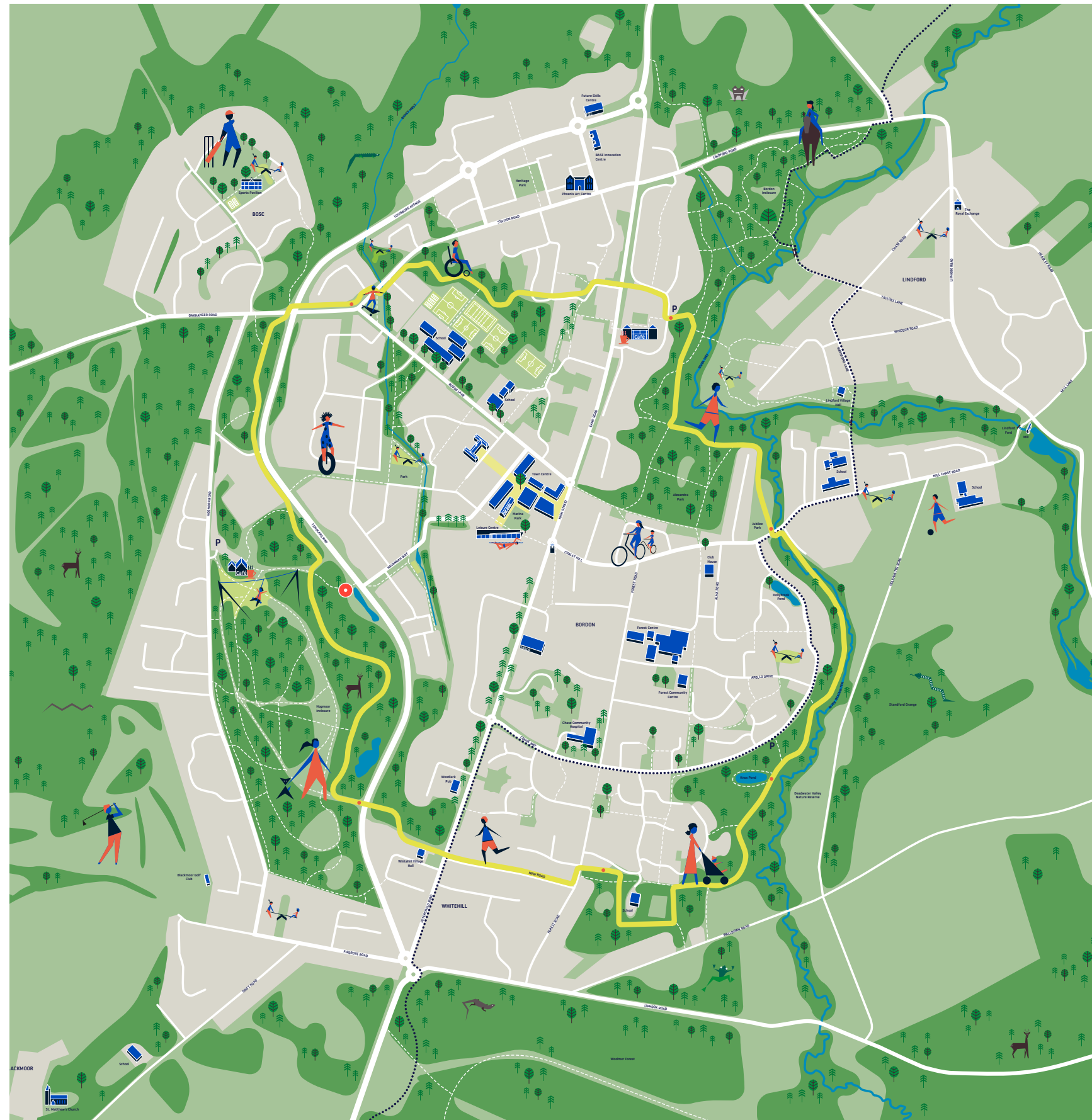15 NO.

BENCH
4 NO.

LARGE BLOCK
10 NO.

SMALL BLOCK
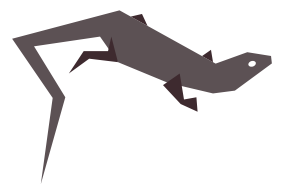11 NO.

STACKER BLOCK
3 NO.

Wayfinding map

A new illustrated wayfinding map has been created to be used on the proposed totem signage. The map is engaging and modern in design to encourage local residents to look at it and reinforce community cohesion and pride. The design is using a graphic style that is compatible with the chevron design.

The map shows the key routes of the town's network of paths and streets and identifies the Loop as a unique feature within Whitehill & Bordon. The map is illustrated with key destinations, landmarks and people being active. A *You Are Here* indicator will be added on each map.
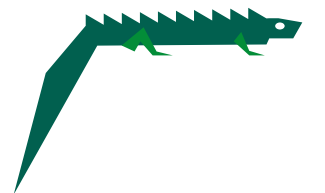
Icons for reptiles have been added to the map to depict the special occurrence for these in the local habitats. These include illustrations for a lizard, toad, newt, frog, slow worm and snake. There is the option to move these icons around on each map, adding a playful 'hide and seek' element to each map. These icons also have the potential to be used on other wayfinding elements.
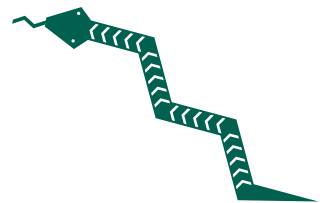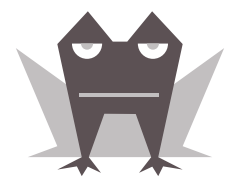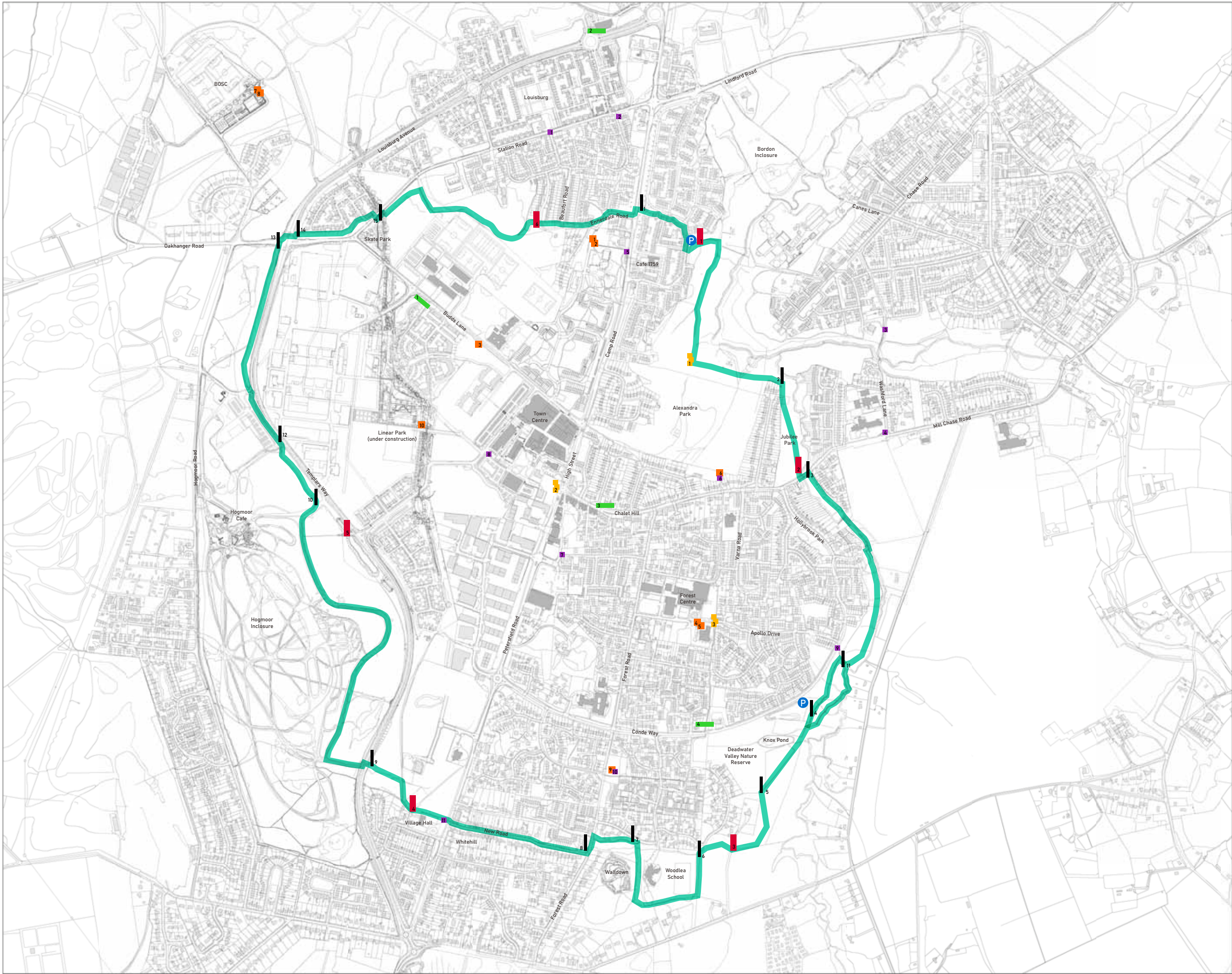

Frog

Lizard

Newt

Slow Worm

Snake

Toad

BOSC

Lindford Road

Louisburg

Louisburg Avenue

Station Road

Beaufort Road

Ennisdale Road

Bordon Inclosure

Canes Lane

Chase Road

Oakhanger Road

Skate Park

Budds Lane

Camp Road

Cafe 1759

Alexandra Park

Washford Lane

Mill Chase Road

Hogmoor Road

Linear Park (under construction)

Town Centre

High Street

Jubilee Park

Templars Way

Hogmoor Cafe

Hollybrook Park

Varna Road

Chalet Hill

Hogmoor Inclosure

Forest Centre

Apollo Drive

Petersfield Road

Forest Hill

Knox Pond

Conde Way

Deadwater Valley Nature Reserve

Village Hall

New Road

Whitehill

Walldown

Woodlea School

Forest Road

Legend

Large totem with map

Small totem

Bench

Large seat block

Small block

Stacker block

Green Loop

WAYFINDING
Location of
Infrastructure

Drawing no. 20006-AI09B

URBAN
PLACE
LAB

N

Colour palette and chevron design

Heathland
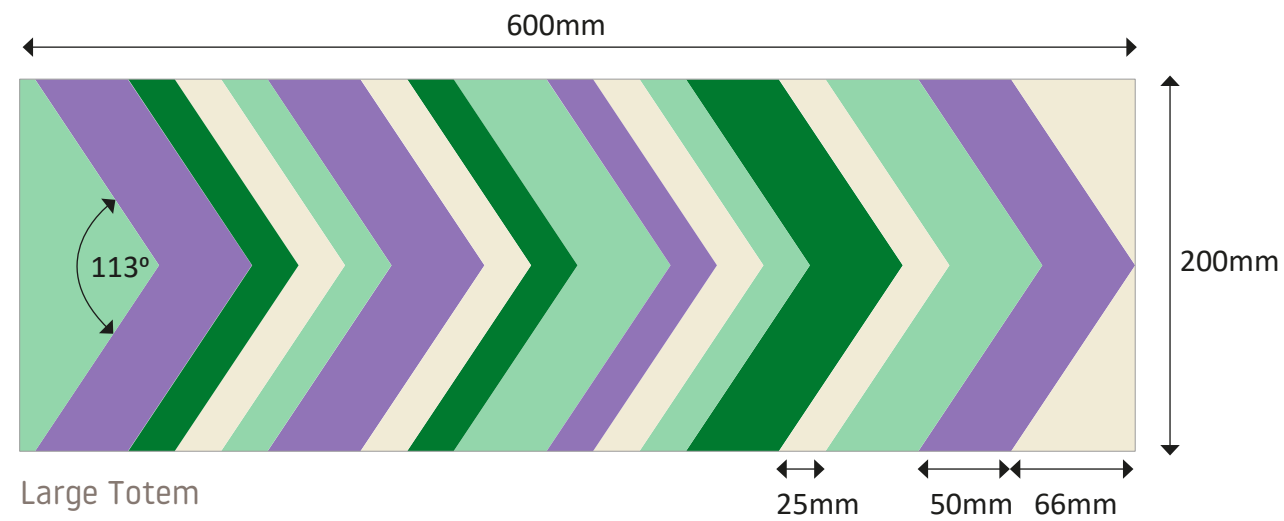
RAL colours

*Each palette colour specification
is read from left to right*

Heather

RAL 4005 Blue Lilac
RAL 9001 Cream
RAL 5014 Pigeon Blue
RAL 6019 Pastel Green
RAL 6010 Grass Green

600mm

113°

200mm

25mm   50mm   66mm

Large Totem
Heather palette
Right

Large Totem
Heather palette
Left

Typography

The proposed font is Noway Round. It has been chosen for a number of qualities which include:

• Good legibility – it has a good x-height (lowercase letter) to CAP height (capital letter) which makes it a very easy-to-read typeface.

• The rounded nature of the design is 'friendly' and accessible – a quality that meets the human and community nature of the project.

• It is modern, stylish and functional with a good range of weights and styles.

• Depending on how it is used it can communicate directly without fuss and also become more playful when the narrative requires.

Designs that are laid out in this document use the font throughout and indeed this document itself does so too – so its use can be seen clearly in many of its guises.

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1234567890!;:/?,.@•%&*()£\'<+>"©

Whitehill & Bordon
April 2021

Prepared by
Urban Place Lab
Feria Urbanism
Wolfströme Design

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