

Company: City ID

Projects: Wayfinding for people, places and spaces



City ID develop unique design, information and wayfinding solutions which improve the user experience of cities, places and spaces.

We combine thinking, ideas, planning and direction to deliver user centred design solutions that make cities and places more welcoming, convenient and easier to use.

We collaborate and work across disciplines to create informed and effective design, information and wayfinding solutions.

City ID developed the Legible Cities concept in Bristol, which is acknowledged as an international model of best practice.

From the project's inception, City ID has played the lead role as project architect and coordinator of a multidisciplinary design team, including MetaDesign and PSD.

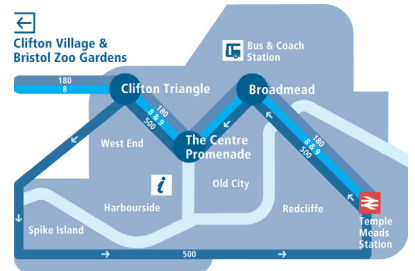
City ID lead the concept, vision, strategy, design delivery and implementation of over 40 Bristol Legible City projects. City ID won the UK National Award for Planning and Innovation and together with the team, the DBA Award for Design Effectiveness in the Environment.

Southampton City Council commissioned City ID to develop the Southampton Legible City project – a project focused on promoting active travel and improving the experience of visitors and residents in Southampton. The wayfinding and information system is delivered through a unique visual identity that includes a bespoke family of typefaces and pictogram set developed with Dalton Maag.

The publication Direct/Guide/Show tells the story of the project's development and is available as a PDF or in print from City ID.

Contact:

City ID
UK
+44 (0)117 917 7000
info@cityid.co.uk
www.cityid.co.uk



1	2	Bristol
	3	
4	5	Southampton
	6	



Company: City ID



Projects: Wayfinding for people, places and spaces

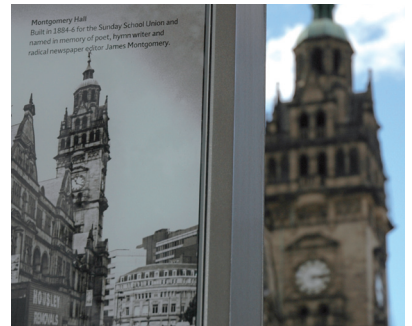
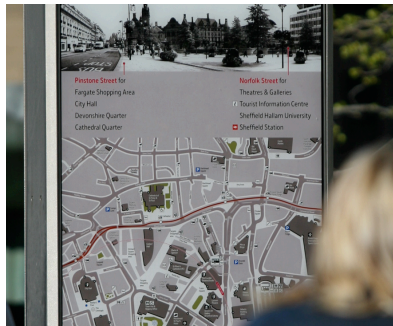
City ID developed Connect Sheffield on behalf of Sheffield City Council working with Atelier Works, Pearson Lloyd and a partnership of key stakeholders. The Connect Sheffield concept puts the user at the centre of the design process. A world-class identity for wayfinding and information products designed for all modes of transport was developed specifically for visitor and travel related information requirements. Photographic imagery provides both interpretation and wayfinding information at a glance while the bespoke typeface, colour scheme, pictogram set and cartographic style provide accurate, appropriate and legible information.

City ID developed the principles to improve the provision of on-street public transport information and to present separate public transport systems to the user as a complete, integrated public transport network, Travel South Yorkshire. In collaboration with South Yorkshire Passenger Transport Executive, the UK's first fully integrated wayfinding and information system was developed. The system is back-lit for 24 hour use and can be updated quickly and cost effectively in response to information changes.

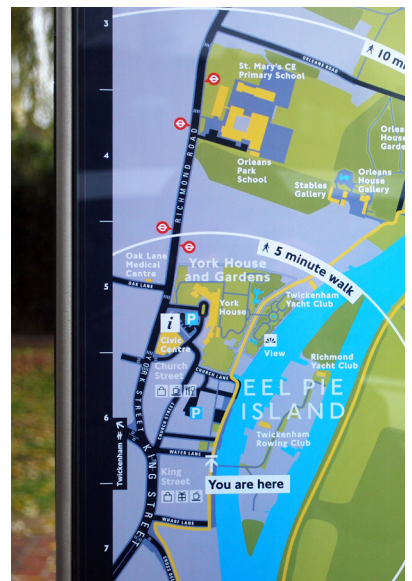
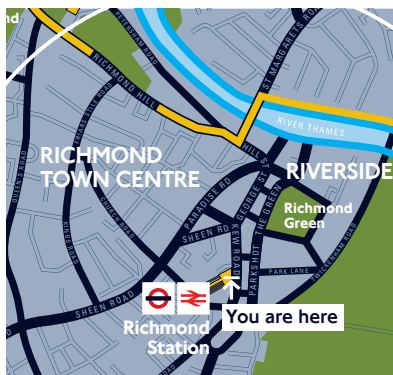
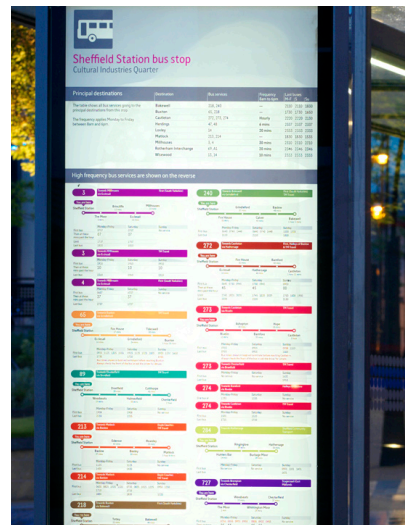
City ID partnered with AECOM to deliver the Legible London wayfinding scheme in Richmond and Twickenham. The project builds upon the system originally designed by AIG. A range of innovative sign and information types were developed to encourage walking and modal integration, including Connector maps which help to bridge the gap between signs at the extent of the system and fringe destinations.

Contact:

City ID
UK
+44 (0)117 917 7000
info@cityid.co.uk
www.cityid.co.uk



Sheffield Sans Sheffield Sans Sheffield Sans



1	2	Sheffield
3	5	
4		
6	7	London