

### 4.3 Design Best Practice

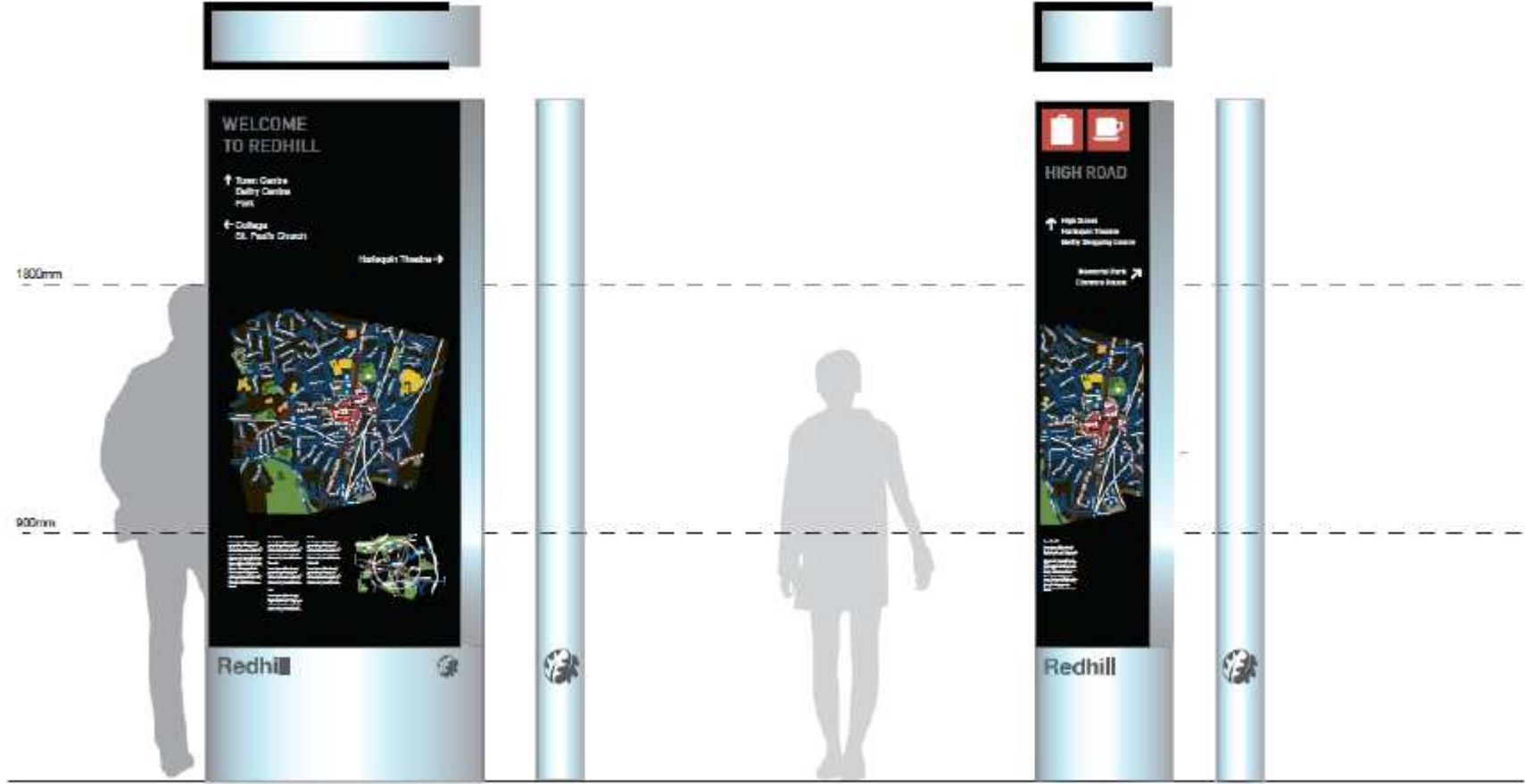
Using materials and colours found to form part of the visual identity of Redhill and Surrey as a base, we looked at existing best practice wayfinding systems and environmental graphics that use a similar colour and material palette.

In addition, we sought out examples of other wayfinding systems that had the same focus on the quality of materials that we found and admired in many of the buildings and streets within Surrey.

We quickly identified that a common element in many existing systems was bringing the quality and choice of the materials to the fore. In the examples, this was accomplished by wrapping the information, such as wayfinding information, around the material to allow people to see a large section of the wood or concrete finishes.

In Redhill, selecting a material that accurately reflects the streetscape and surrounding buildings will help the signs fit harmoniously within the streetscape.





Atkins was supported by Maynard a specialist design company in creating the design and look of the new signage system. The initial stages of this process involved multiple visits to Redhill and Surrey, where reoccurring colours, designs and motifs were recorded and used to build up a picture of the existing visual identity of the town.

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In Redhill, selecting a material that accurately reflects the streetscape and surrounding buildings will help the signs fit harmoniously within the streetscape. As such the accent material/finish on the signage will be stainless steel. This will match the material used on a lot of the new street furniture used in much of the more recent public realm works in the town centre (i.e. Station Road west and London Road).

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