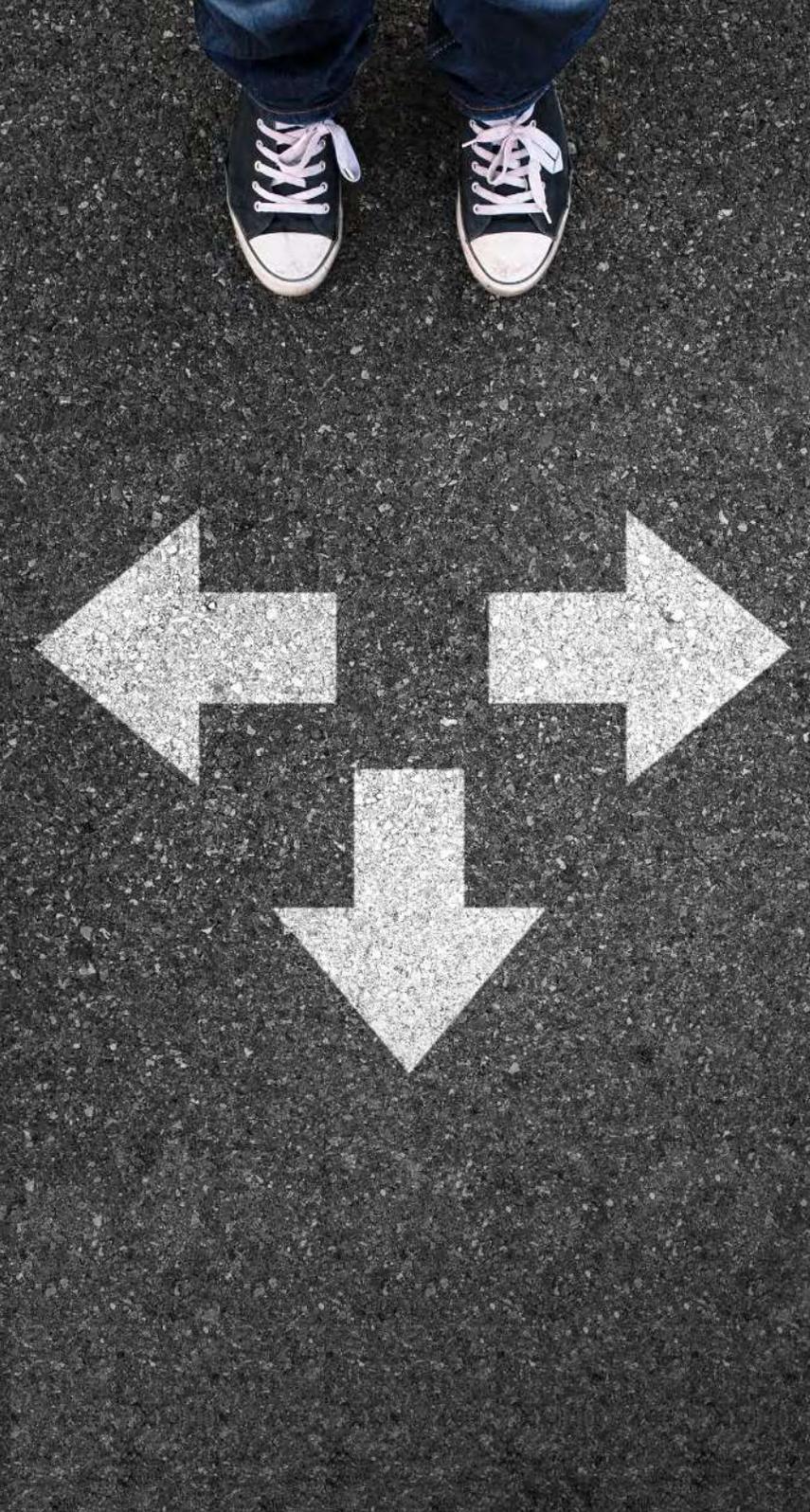


SIGNES

Wayfinding Experts
Implantation of Corporate Identity
and Signage

**Wayfinding
Projects**



Signage is a communication system that addresses the need to find. It is there to guide us and to help us recognise a space we do not know.

Signage transmits security and facilitates the use of an anonymous space. It must give directions and answer all the questions, convey trust and comfortability; anticipating people's needs and queries should be its reason for being, whilst avoiding uncertainty and chaos.

It seems logical to say that the signage "hangs up" the corporate identity of the company itself and that it must therefore achieve the best possible functional solution to the specific problem that each signage program presents.

At SIGNES we specialize in the study of needs for signaling spaces.

We have always been committed to excellent design and our proven longstanding expertise enables us to carry out any project using our customer's trademark image to produce the best graphic and industrial solutions whilst always taking into account that we need to offer reasonable prices for all our projects.

Given our accumulated expertise over three decades in small, medium and large projects we are able to state that we have the right people and teams to address this important consultancy task with absolute immediacy.

The conceptual development of a signage project for a space must take into consideration the following tenets:

- Corporate identity: Signage design is derived from the corporate identity. It is the graphic expression of the identity with an added value supporting the message that transmits the trademark.
- Architecture: Signage design must coexist in harmony and kindly engaged with the architectural environment. Signage must provide functional reading sizes for the messages, enough colour contrast to facilitate reading plus all the formal aspects which will enable us to coherently communicate messages that are important for the user.



PROJECT STAGES



1

SCHEMATIC DESIGN

Strategy
Flows
Concept Design



2

DESIGN DEVELOPMENT

Graphic Design
Flows and circulation



3

PRODUCTION OF DOCUMENTS

Contents
Industrial Design
Final Arts

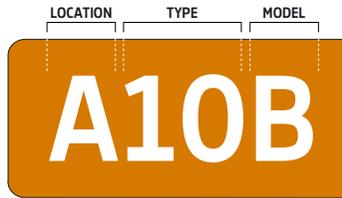
Strategy

Before we start designing, we carry out a functional analysis of the space on which we are going to work and thus discuss the objectives, the specific needs and the start-up and Breafing meetings are planned.

In this phase the objective is to obtain a comprehensive understanding of the project, including the factors that may influence the design, such as image and brand objectives, the study of references, spatial coding system, analysis of the environment and its characteristics, execution schedule and budget.

We define de coding structure, the hierarchies of the communication system and the list of typologies that will be the basis for the development of the project. In each case the conditions of use are different. Hence in each project we draw up a typology models tree which will address all the needs.

- Application of trademark
- Directories
- Direction signs
- Position signs
- Pictograms
- Etc.

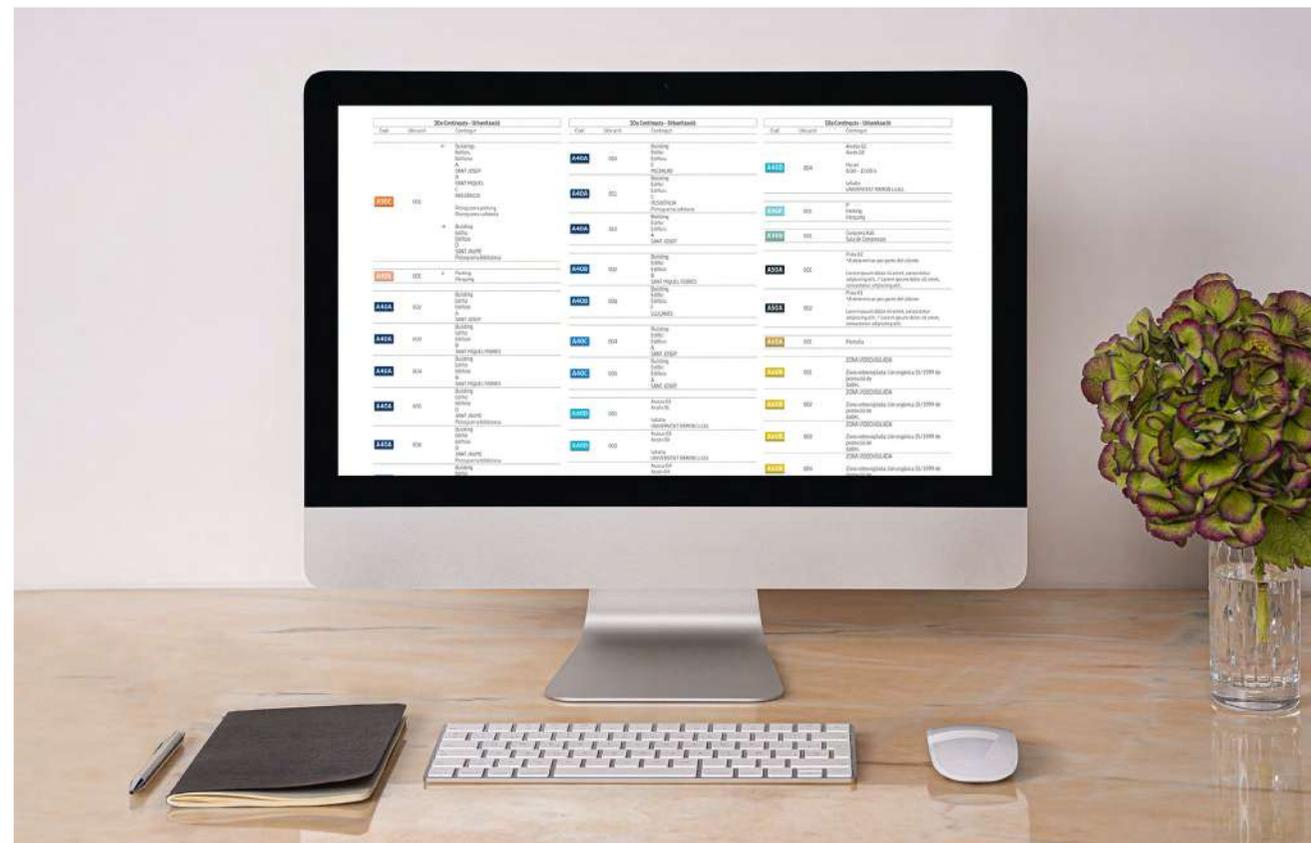


Which LOCATION does each LETTER represent?

- A EXTERIOR
- B INTERIOR
- C BACK OF HOUSE (Staff areas)
- E EMERGENCY
- P PARKING
- S SPA

What TYPE OF ELEMENTS LOCATION does each LETTER represent?

10	IDENTITY	Corporate brand
20	DIRECTORIES	General directory
21		Floor's
22		Elevator button panel
30	DIRECTIONALS	With an arrow indication direction
40	POSITIONALS	Offices, rooms...
41		Floor number
42		Pictograms
44		Room number
50	INFORMATION	Information, timetables...
60	REGULATIONS	Usage rules, video surveillance boards
70	VYNILS	Glass vynils (shockproof...) or on wall
80	DIGITAL	Screens, monitors



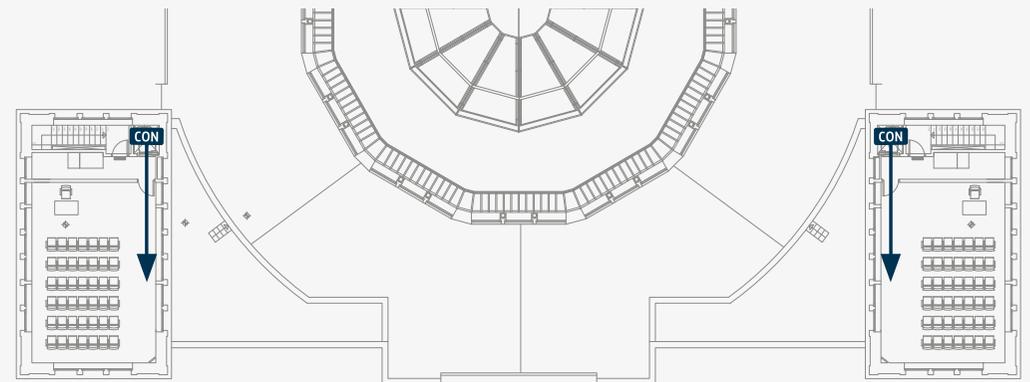
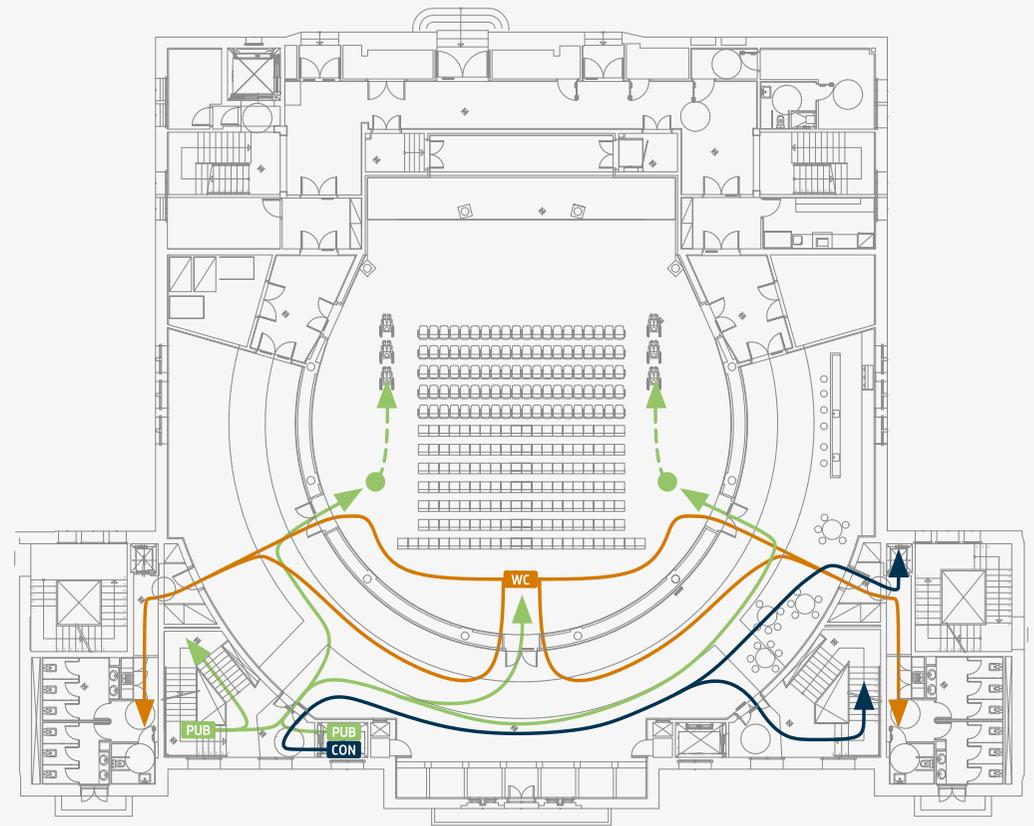
Flows

It is essential to understand the use of the space; the users, what forms of transport they are going to use; what will be their main destinations; their secondary destinations; what routes they are going to perform to get in and out.

In this stage we work out the transit routes of users through meetings with the owners, we identify the crossroads, confluences, uncertainties and points of decision.

We define the transit routes, both entry and exit, as well as the itinerary between destinations based on natural and logical transit principles and in accordance with directed circuits that can be set down by the project's needs.

Based on all these parameters we draw up a flows and circulation diagram, which is essential in order to determine the signage needs.



Concept design

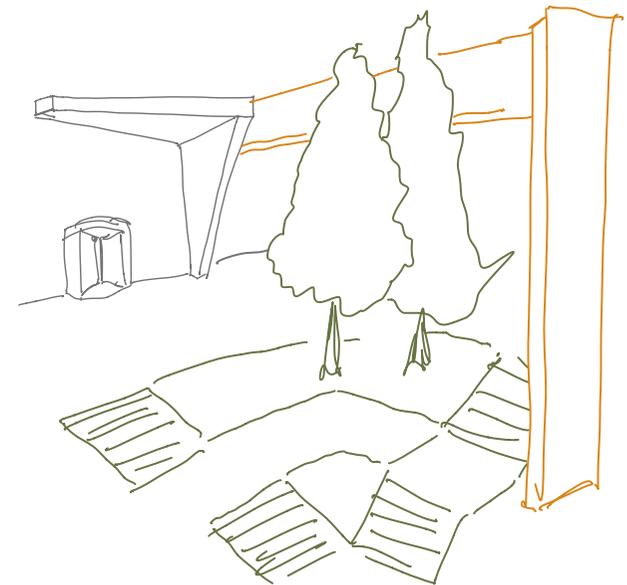
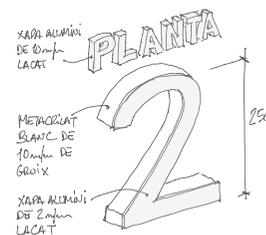
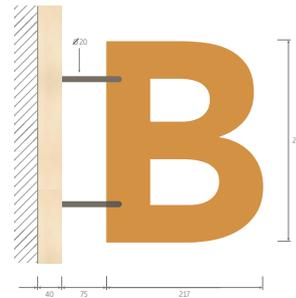
This stage of the project involves sketching the visual design for each of the signage elements; selecting the appropriate type which has some link with the project's identity; choosing the colours that blend in with the corporate environment of the space as well as their combinations.

When customers provide their own corporate identity handbook, the project will be integrated into the trademark's corporate profile.

At Signes we have developed a specific signage typeface, the work of the typographic designer Andreu Balius. It is called DSIGNES and in its three versions, perfectly solves this need.



signes!



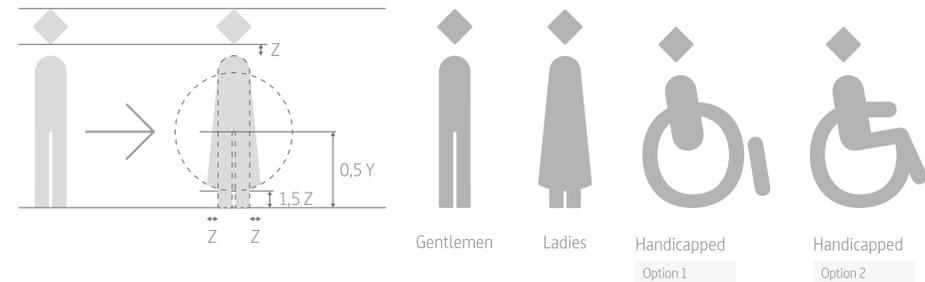
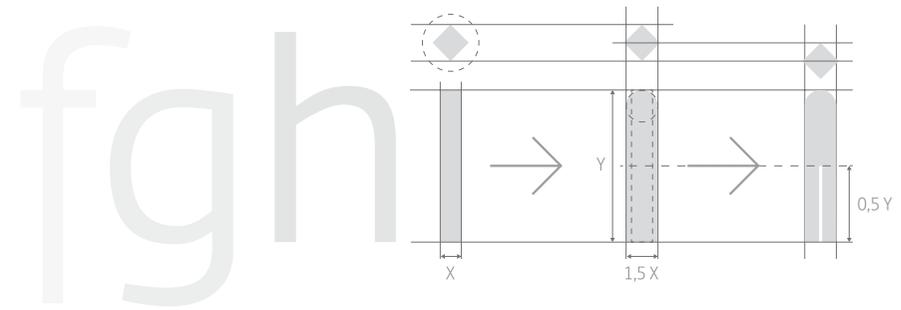
Light
Regular
Medium
Bold
Black

Aa Mm Ss Rr Gg

Graphic Design

In this part of the project we draw the main visual design lines for each of the signaling elements; we select the images, design the pictograms program, the application guidelines for each model, the alignment guides and the assembling rules. These are some of the aspects that need to be decided to create a draft that will be the tool to compose the final arts.

The designers need to pay special attention to the reading distance, the background colour and graphic contrast... in short, the formal features which enable for quick and easy reading of messages.



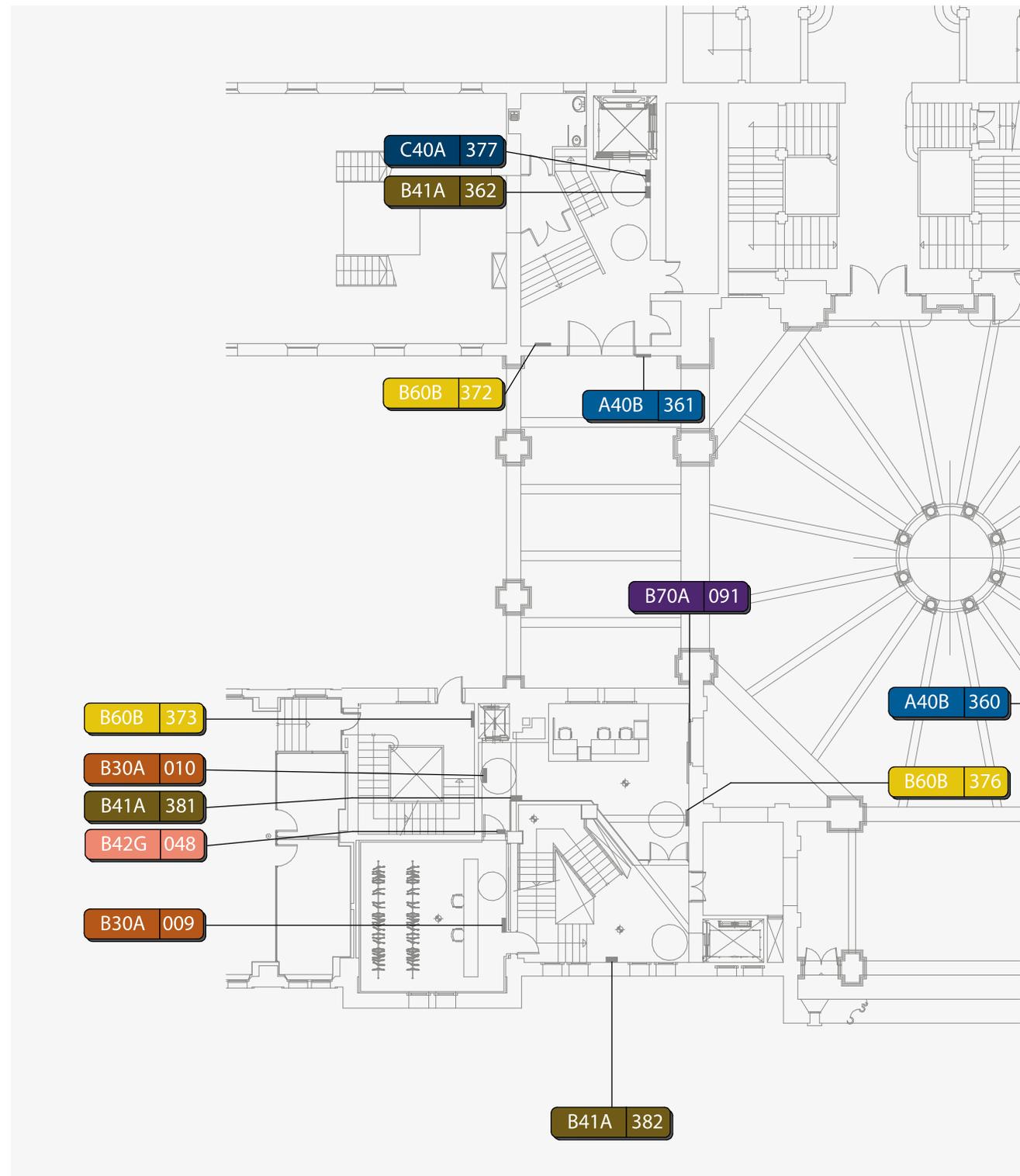
Location Maps

In this stage of the process we must specify the location of each of the elements inside the space.

The floor plans are drawn up using codified labels to identify each model type that is located at each different point.

Its direction is marked and the code enables us to identify the type and its contents.

The software designed specifically for this purpose generates a code for each element, which defines its specific features and, once it has been placed on the plan, produces a database that can be edited and which enables us to administer and list the units as well as check and correct the contents.



Contents

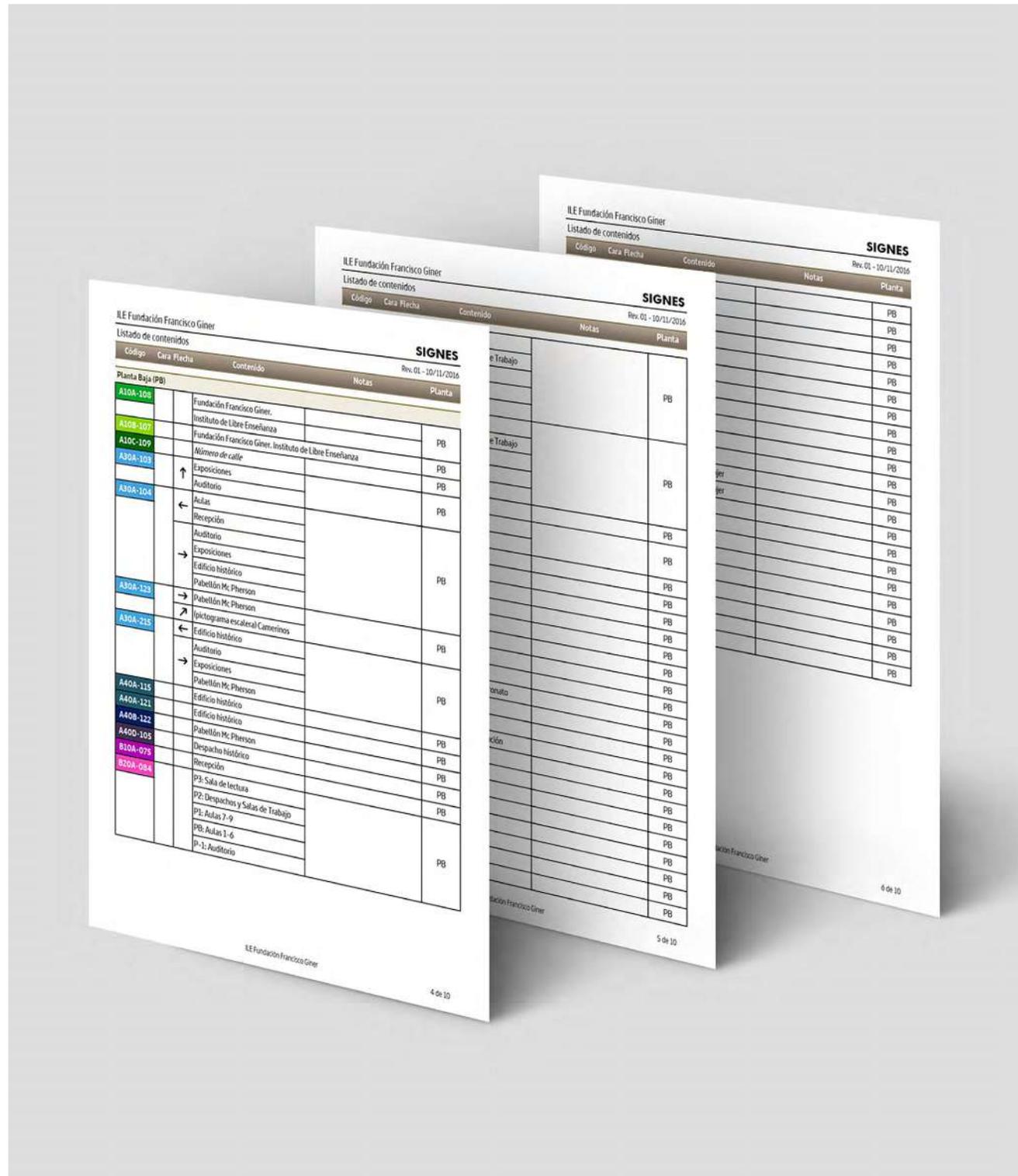
The language, choosing the appropriate message and clear and simple expression –“less is more”– facilitates to understand the interpretation the user will make of it.

Coherent definition criteria throughout the entire signage programme are essential in order to ensure appropriate comprehension.

This stage entails writing the texts and rendering the graphic elements which must be featured on each of the pieces; their definitions, arrows, pictograms, images and logotypes.

We need to identify their positioning with regard to the element, which side the messages will be placed on, in what order, etc.

All this is featured on an Excel template allowing for quick and easy management and correction in joint collaboration with the customer.

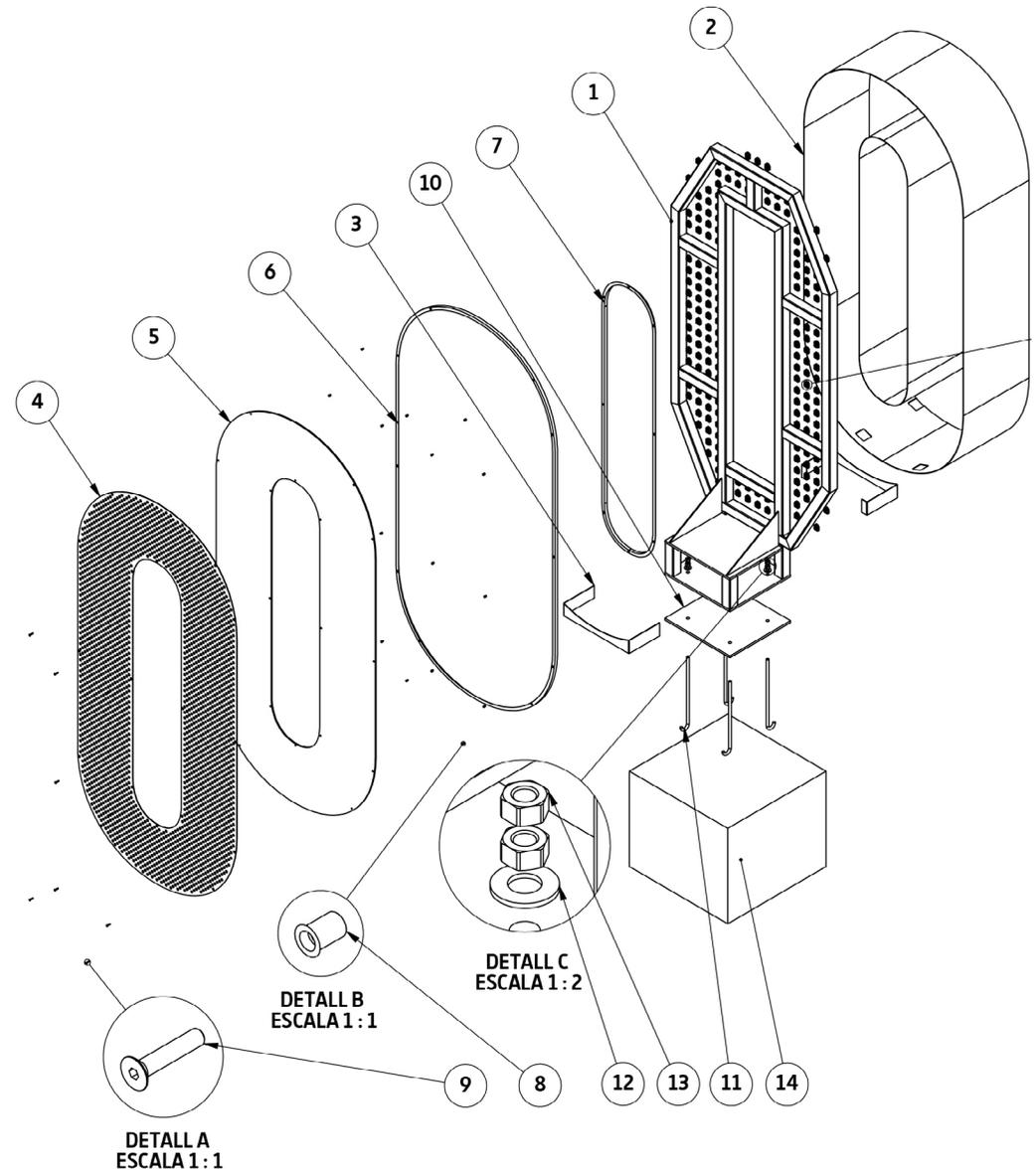


Industrial Design

Signes has the challenge of transforming the two-dimensional drawing into an industrial piece in which quality is taken into account at all times.

The choice of the materials, thickeners, finishes, structure design, lighting options, piece joining systems, joining and fastening, manufacturing methods and graphic applications are all essential elements in their work.

Inspiration is always required when it comes to conjugating graphic design with corporate design in order to render the final form of the signage elements whilst incorporating the best manufacturing systems. This is done always taking into account practical considerations which make the designed pieces attractive and at the same time durable, easy-maintenance and at affordable manufacturing costs.



Final arts

This stage, immediately prior to manufacturing, entails making the final arts.

In this phase an original is made of each of the pieces that form the signaling program, which includes the important data for its manufacture, identification and control.

The final arts document is the layout of the text corresponding to its visual complements.

We deliver a graphic document where the heights and positions of each typology of signals can be found. It will allow the correct installation: the alignment, position, dimensions of all the elements, and will serve to carry out the same installation for other places.





Signes around the world

Project development and implementation at a national and in an international level.

Main areas of implementation

INTERACTIVE MENU

Navigate through the sectors by clicking on the icons.



BANKING



CULTURE



SPORT



OFFICE
BLOCKS



EDUCATION



POWER



UNIQUE
SPACES



HOTELS



INSTITUTIONS



RETAIL



HEALTH



INSURANCE



TRANSPORT



Multibank

Panama City, Panama | Design: Signes



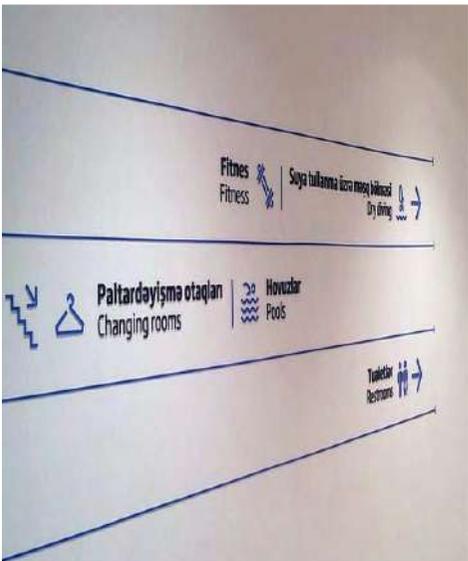
Palau de la Música Catalana

Barcelona | Design: Eva Blanch



Menu





Baku Aquatic Palace

Baku, Azerbaijan | Design: Signes



Menu

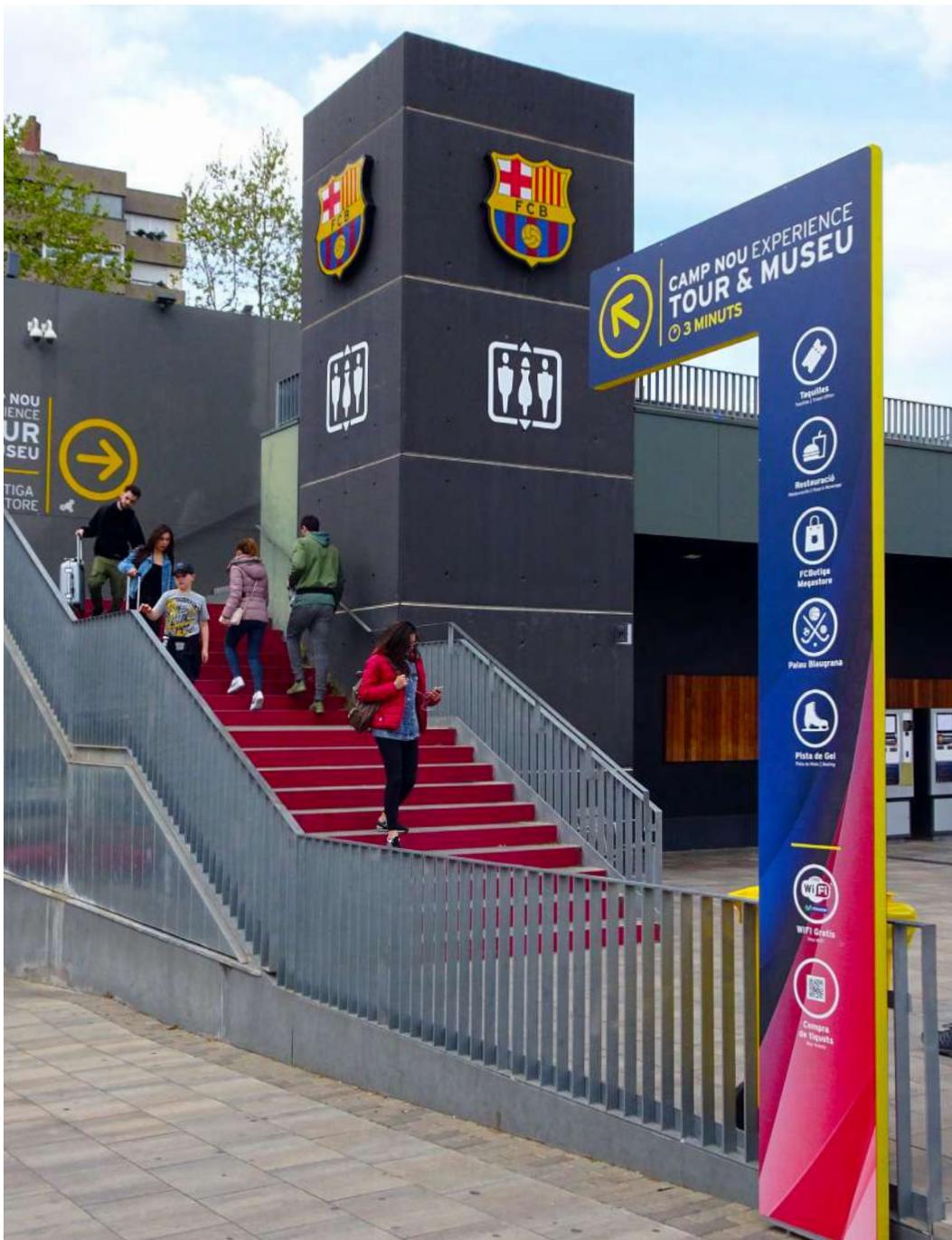


Baku Formula 1 City Circuit

Baku, Azerbaijan | Design: Signes



Menu



Fútbol Club Barcelona

Barcelona | Design: Signes



Stade Omnisport Omar Bongo

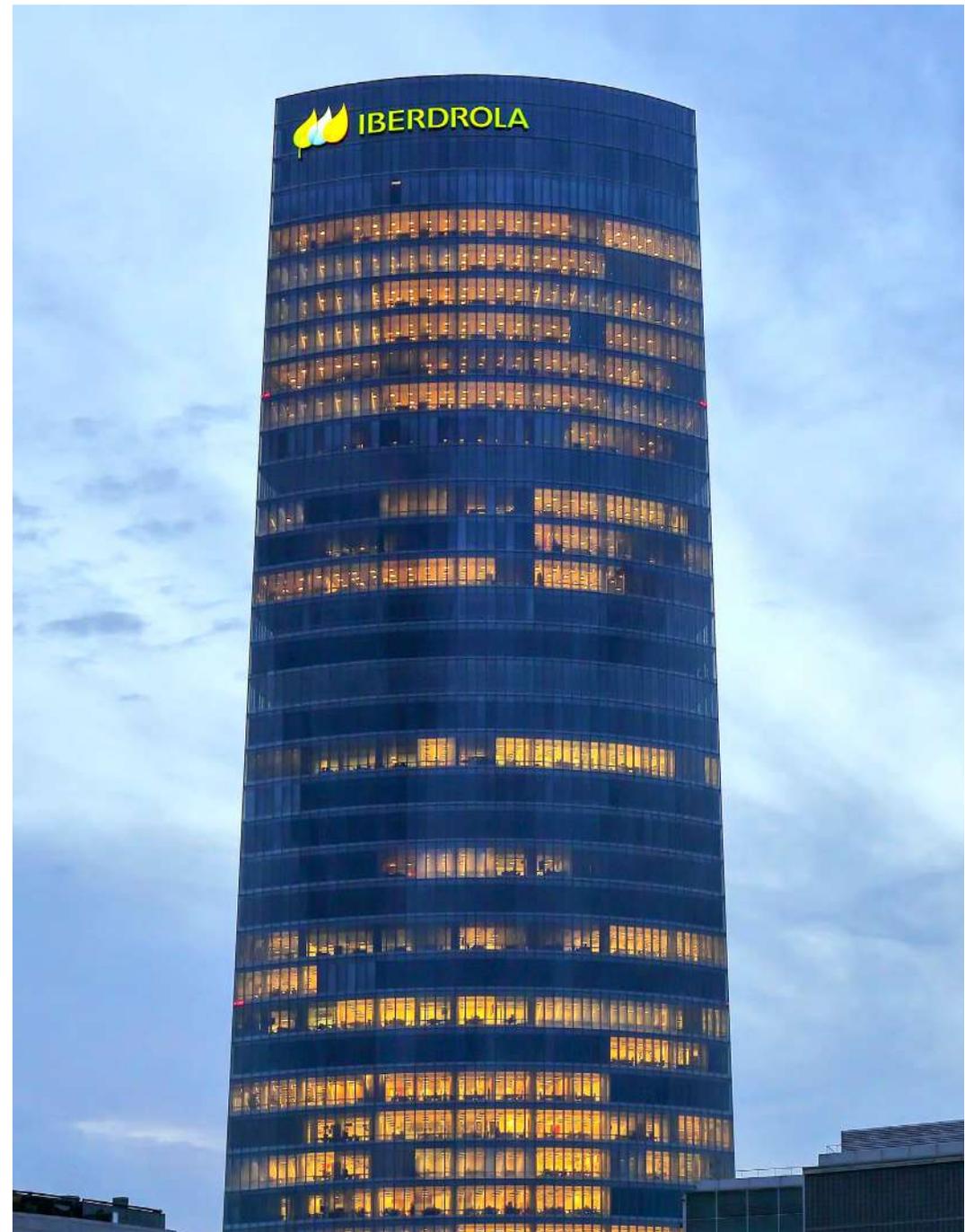
Libreville. Gabon | Design: Signes



Menu



Expo Zaragoza Empresarial
Zaragoza | Design: Signes



Iberdrola Tower
Bilbao | Design: Signes



Menu



Universitas Telefónica

Academic training in La Roca del Vallès, Barcelona | Design: Morillas



Université Mohammed VI

Benguerir, Morocco | Design: Signes



Menu



Repsol

National and internacional implementation | Design: Repsol signaling manual



Menu



Anfa Place Living Resort

Casablanca, Morocco | Design: Foster & Partners



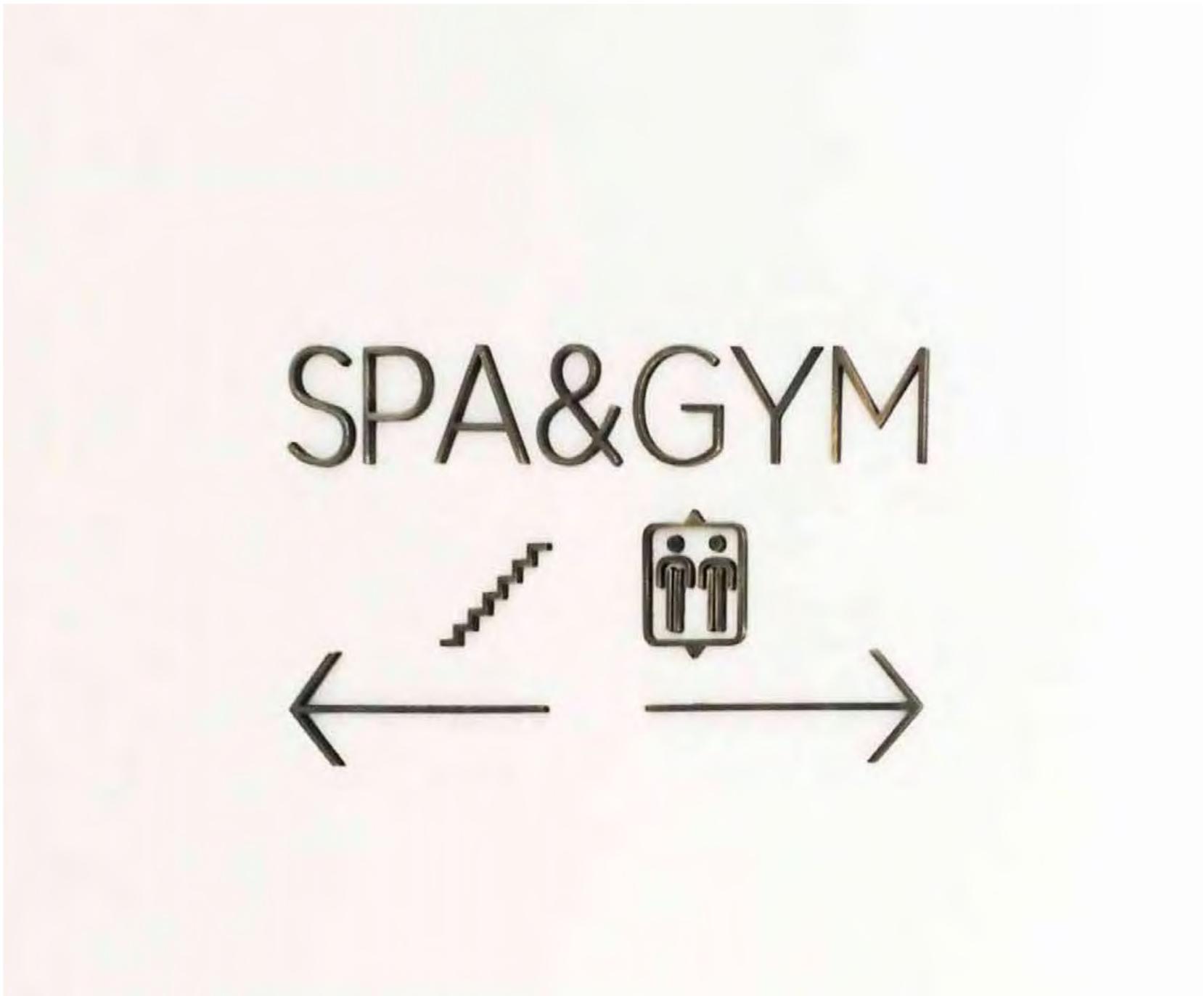
Menu



Sofia Hotel
Barcelona | Design: Morillas



Menu



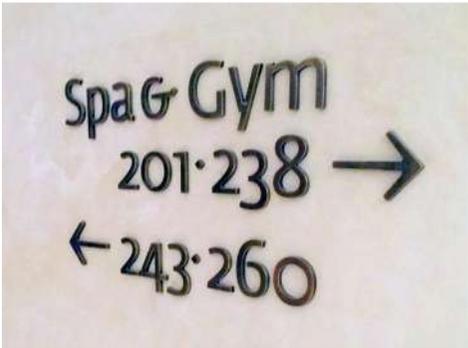


Nobu Hotel Barcelona

Barcelona | Design: Signes



Menu



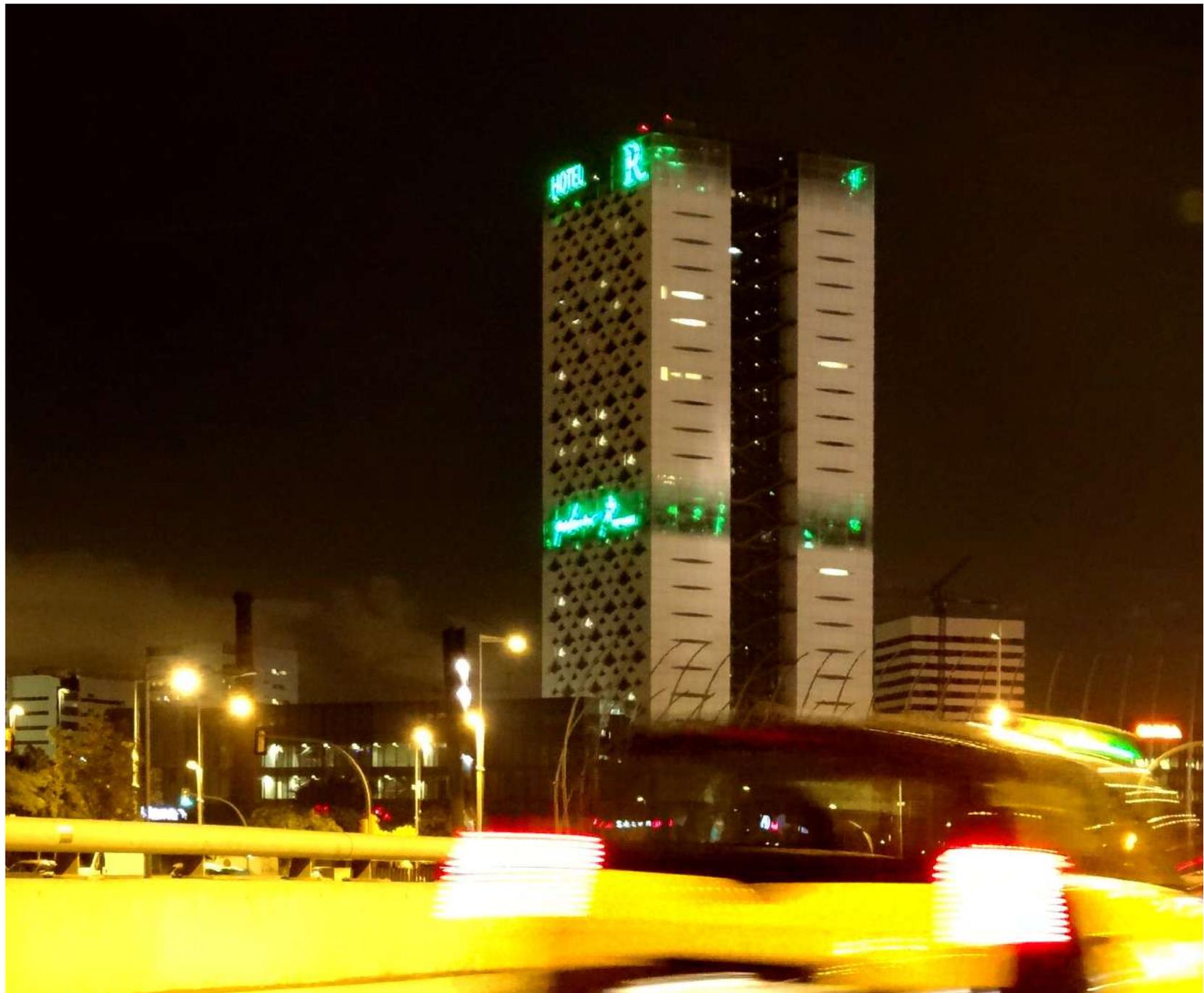
Four Seasons Casablanca Hotel

Casablanca, Morocco | Design: Signes



Menu





Renaissance Barcelona Fira Hotel

L'Hospitalet de Llobregat, Barcelona | Design: Signes



Menu



Monument Hotel

Barcelona | Logo design: Summa · Signal design: Signes



Menu



City of Justice

L'Hospitalet de Llobregat, Barcelona | Design: Morillas



Menu



City Council of L'Hospitalet de Llobregat

L'Hospitalet de Llobregat, Barcelona | Design: Signes



City Council of Cartagena

Cartagena, Murcia | Design: Signes



Menu



Naut Aran Local Council

Baqueira Beret. Naut Aran. Lleida | Design: Signes



Malaga Trade Fair and Congress

Malaga | Design: Addison España



Menu



Puerto Venecia

Zaragoza | Design: Signes



Menu



Anfaplace Shopping Center

Casablanca, Morocco | Design: Foster & Partners



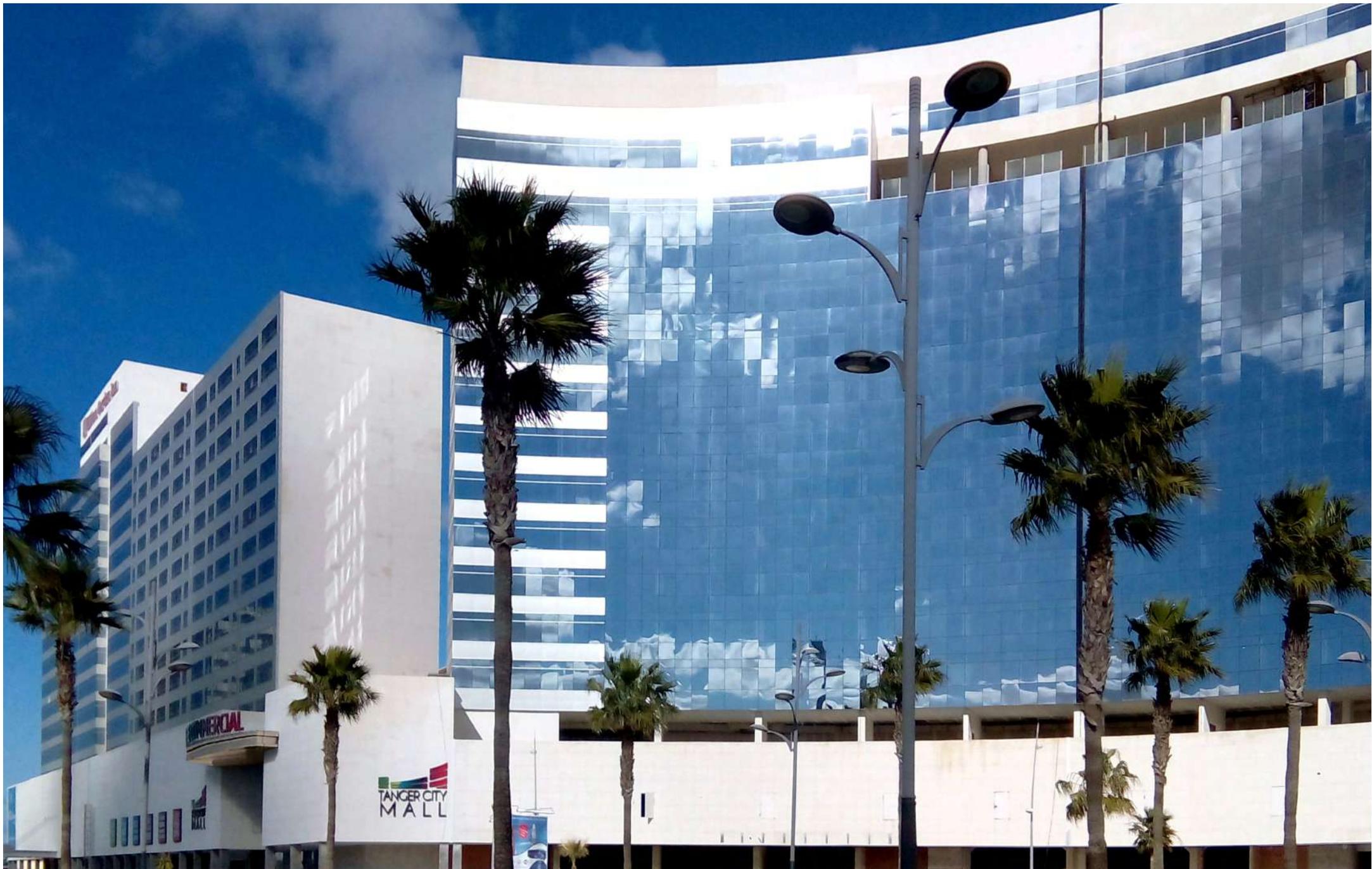
Vremena Goda

Moscow, Russia | Design: Signes



Menu

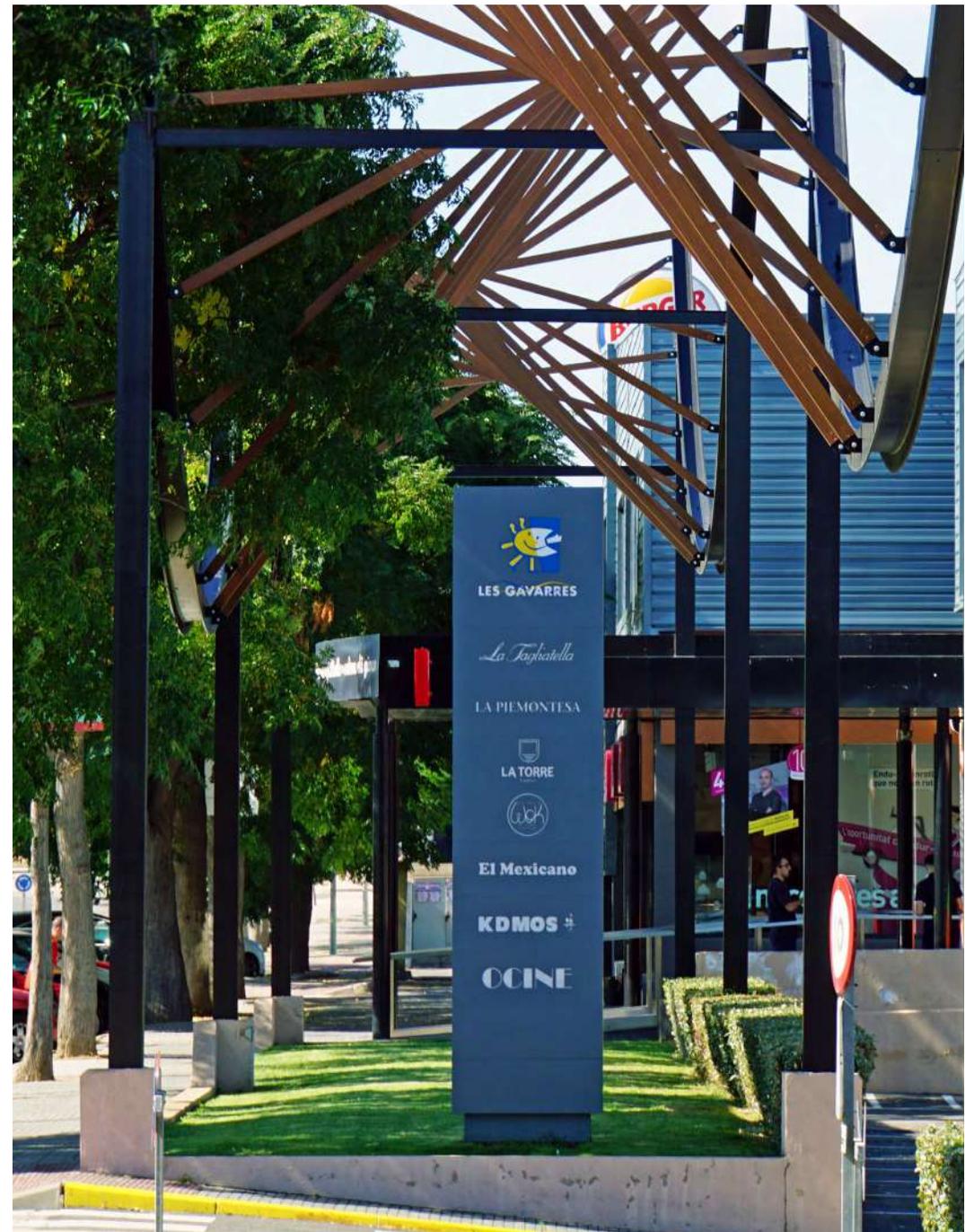






Encants Market Barcelona

Barcelona | Design: Signes



Les Gavarres

Tarragona | Design: Signes



Menu



Splau

Barcelona | Design: Ancor Retail (currently named Brancor)



Sexta Avenida

Madrid | Design: Signes



Menu



Vall d'Hebron Hospital

Barcelona | Design: Vall d'Hebron signaling manual



Menu



Corachan Clinics

Barcelona | Design: Signes



Murcian Health Service

Pozo Aledo, Murcia | Design: Signes



Menu



Sant Pau Hospital

Barcelona | Design: Signes



Menu



Sant Joan University Hospital

Reus, Tarragona | Design: Signes

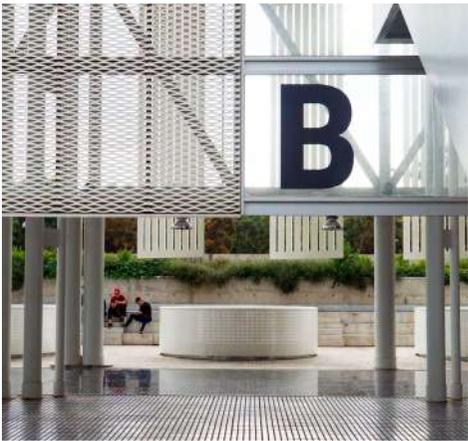


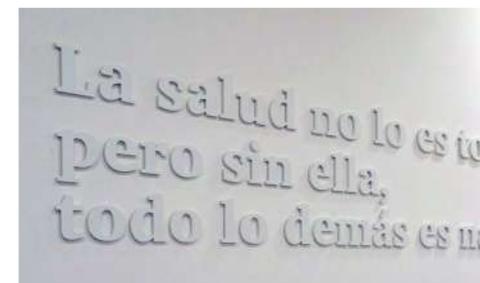
Dénia Hospital

Dénia, Alicante | Design: Signes



Menu



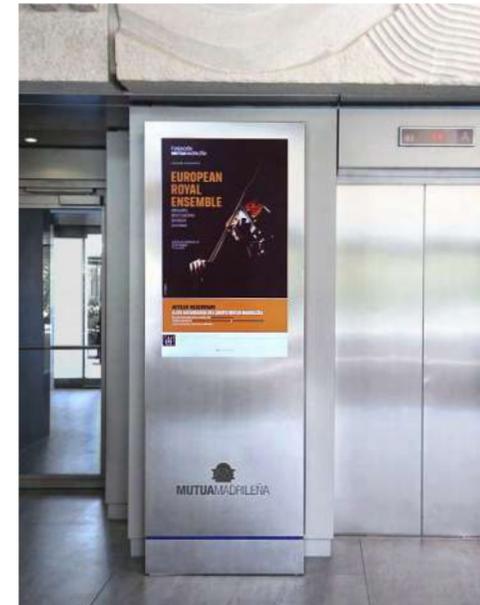
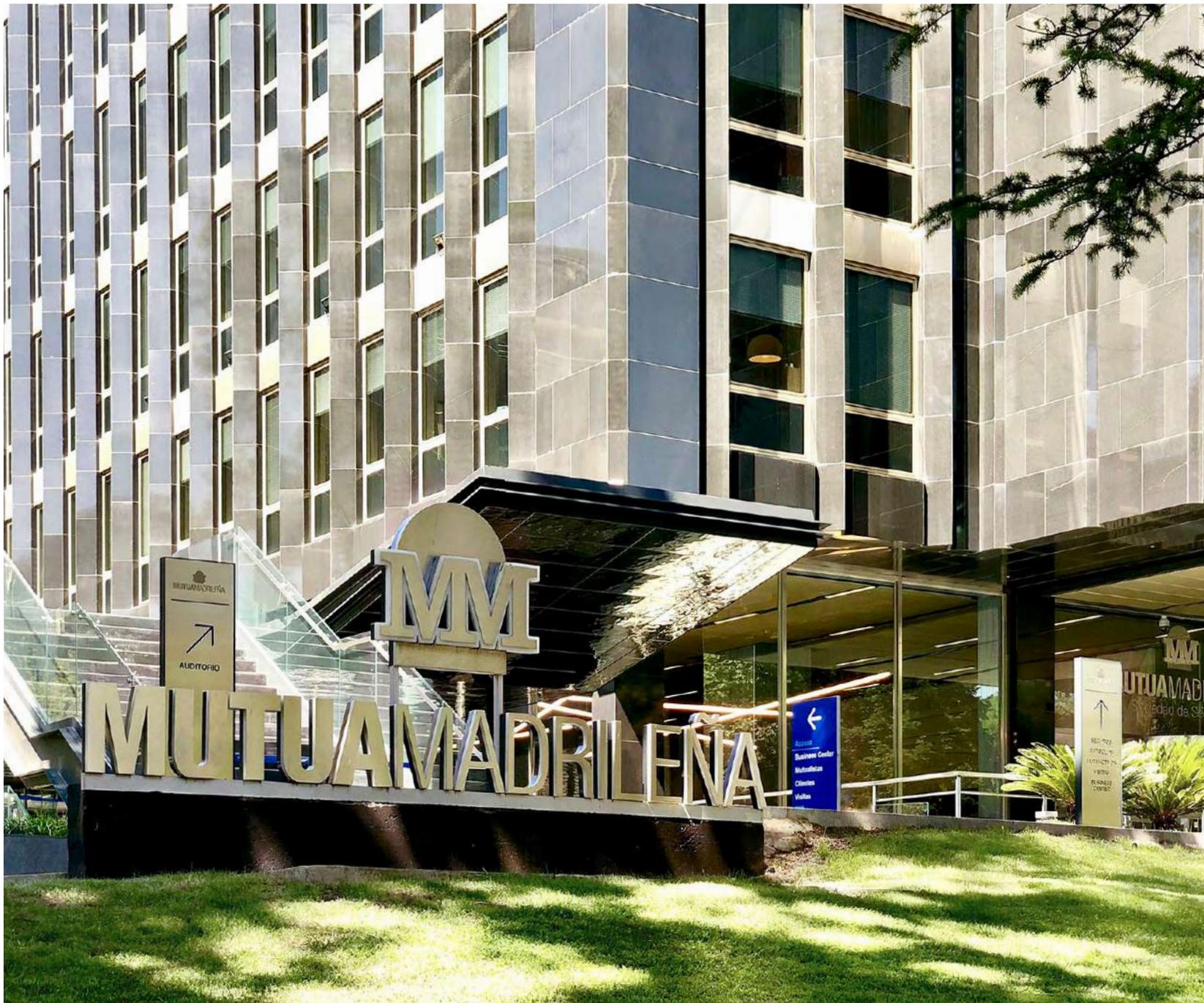


DKV Medical Insurance

Zaragoza | Design: Signes



Menu



Mutua Madrileña

Madrid | Design: Signes



Menu



Adif

National implementation | Design: Summa



Palma Subway

Palma de Mallorca, Balearic Islands | Design: Signes



Menu

SIGNES

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October 2020

Thank you!