

fwdesign.

introduction to fwd



We are an established team of design consultants specialising in Sustainable Wayfinding Solutions and the creation of Smart Destinations. Our core team of senior staff are passionate design experts with years of consultancy experience.

We ensure that each of our consultancy disciplines has a specialist team leader and each design project a dedicated project manager. We value good communications, smooth running programs and commit to deliver on what we promise.

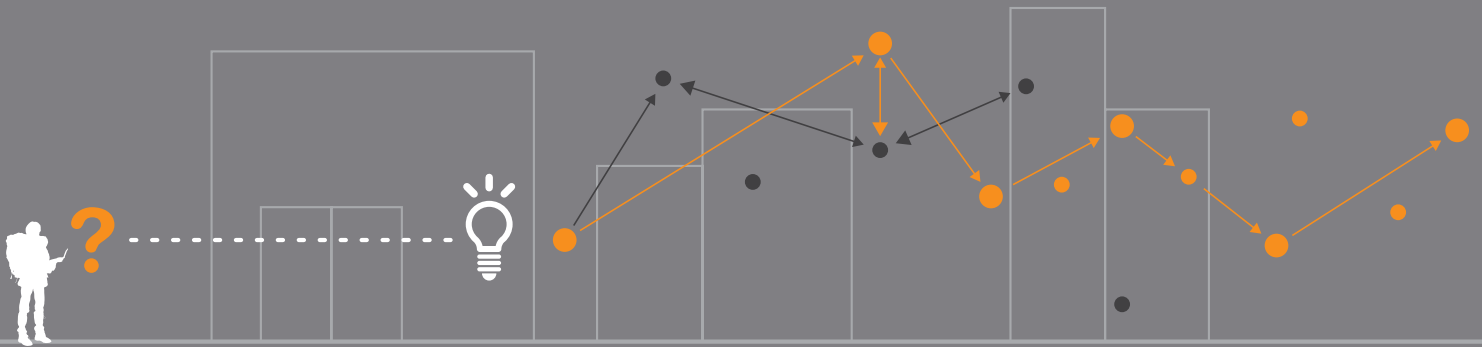
We are experts in seven core service areas that can be combined to create a seamless offer tailored to support large and small project initiatives from front-end design strategy through to product implementation.

We are great team players and love to work in collaboration with inspired clients and partner design agencies.

www.fwdesign.com

design offer.

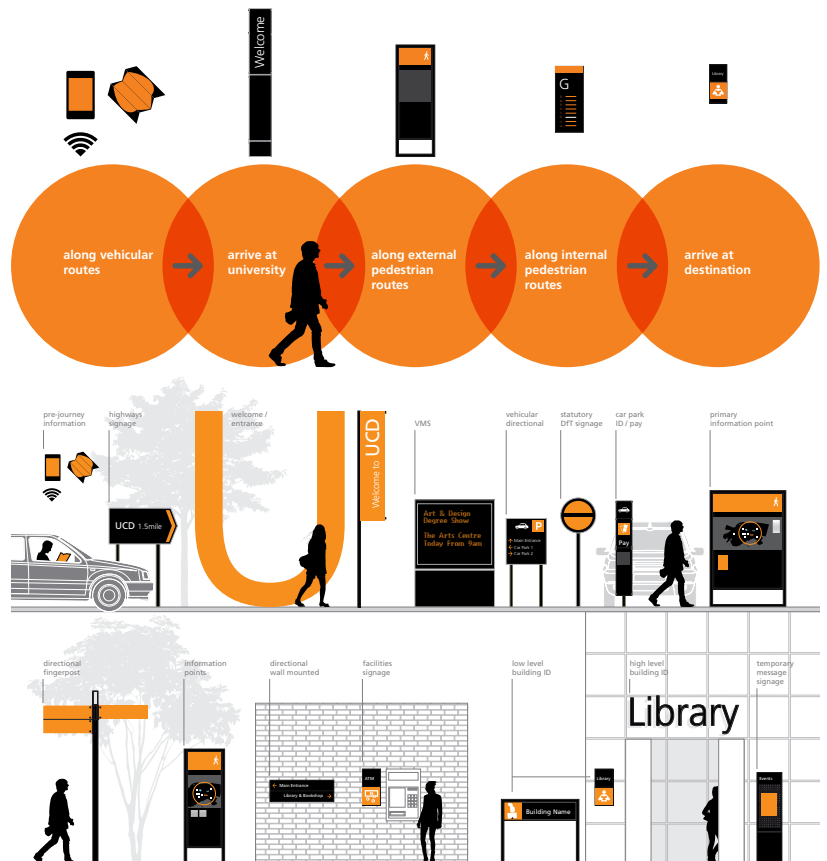
strategy



design strategy

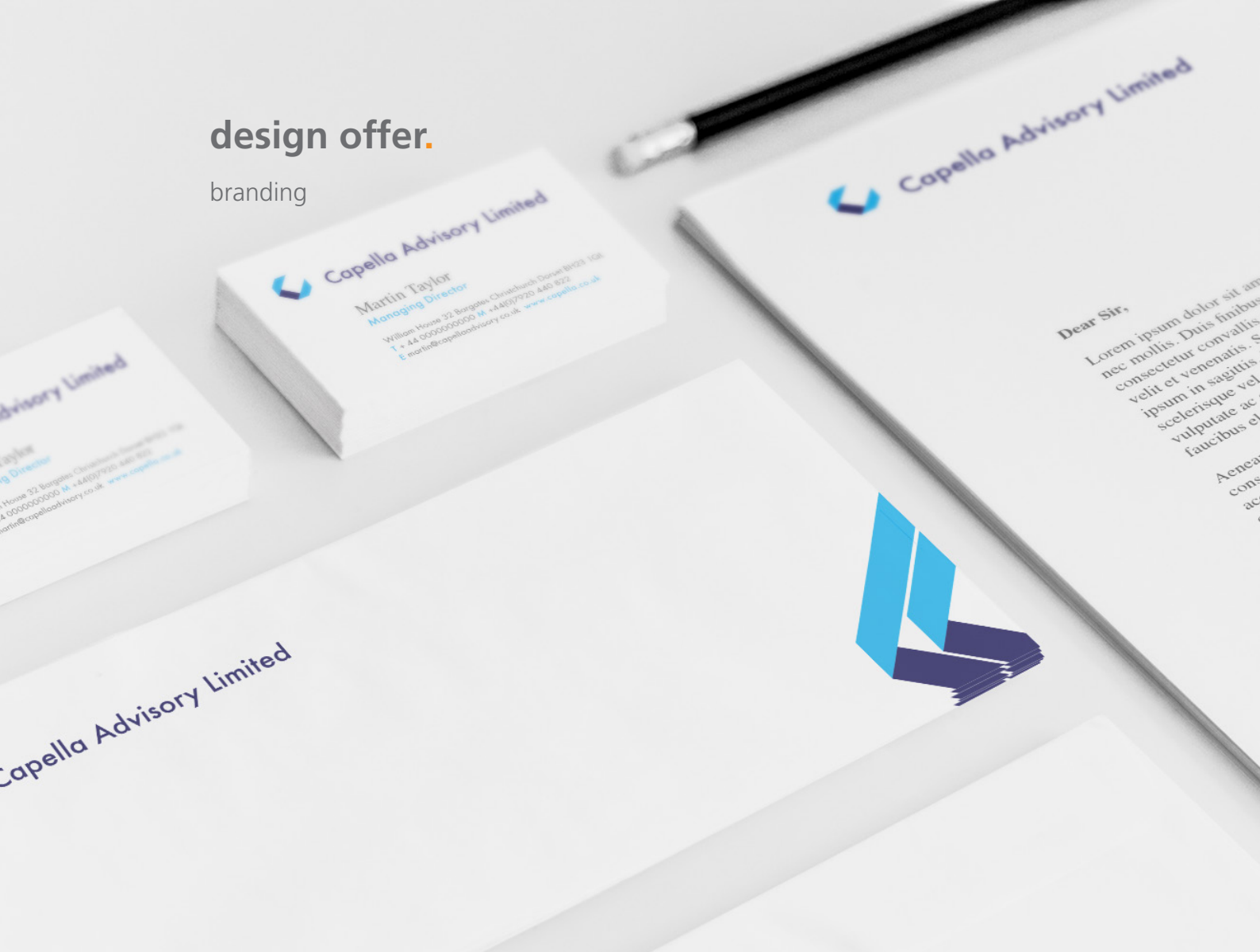
Design strategy is at the heart of our working process; it is a discipline, which determines what is required, how to do it and why. At fwdesign, this process is used in all our projects from strategic wayfinding in Dublin to the development of brands in Kazakhstan.

The design strategy process involves forming a systematic approach to a problem integrating holistic thinking, design research and strategic planning, which provides a basis for the development of products and services. Design strategy often uses social research methods to help ground the results and covers topics including social, environmental and sustainability issues. Users are key to the success of our projects and they are at the centre of what we do.



design offer.

branding



branding

We offer a wide range of branding services that cover a broad spectrum of businesses, organisations and public bodies. We assess and analyse the organisations identity and core values, identify their unique offer, understand their target audience and develop a program of brand design.

We can deliver a full range of brand assets from design of the brand mark. Brand implementation to signage and stationery that can be complimented with full brand guidelines for further brand applications. This offer can be tailored to suite organisations scale and budgets.



design offer.

brand implementation

Cabot
Circus

brand implementation

Our dynamic branding team are enthused by creating brand experiences and understand that each project is unique. We tailor programs to be specific to your requirements from the creation of a brand strategy, development of brand assets, through to branding your environments with three dimensional realisation and product design, encompassing your personality and aspirations with an identity which delivers on all levels.

We can work alongside wider design teams to establish a cohesive brand experience that is felt throughout the development or create smaller scale environments bespoke for you. From brand strategy to installation of environments we will engage your customers with your brand. Whether it's a re-vamp or the birth of a new idea.



design offer.

information graphics

Waterloo Road

You are Here

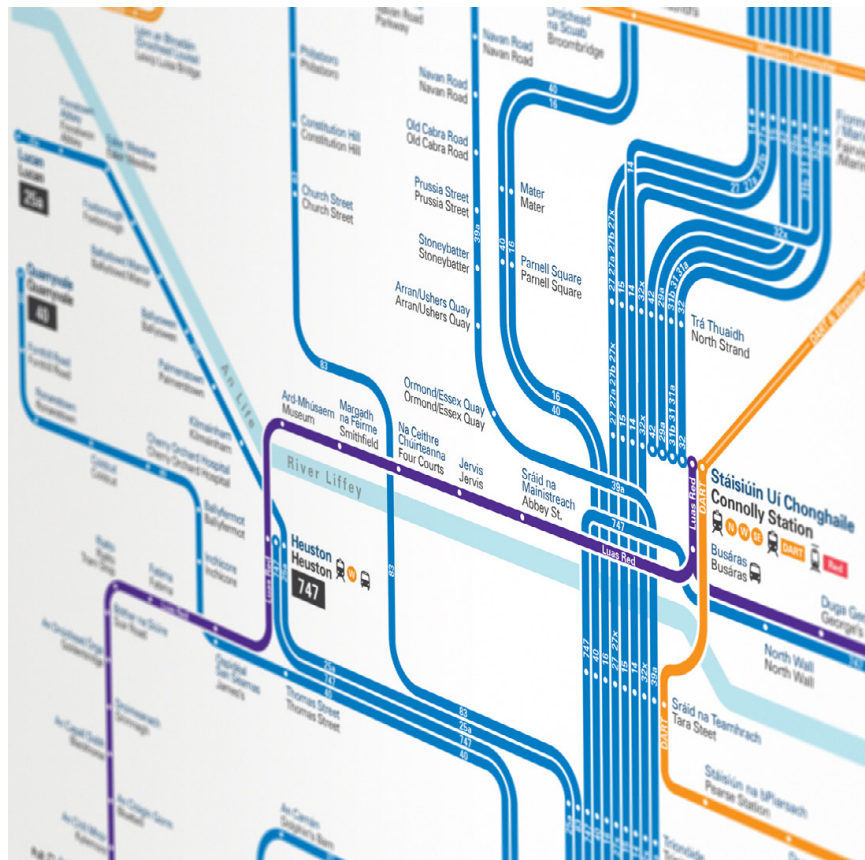
Rom Valley Way

H A SE

information graphics

Our team of graphic designers all have specialised expertise in information design for the built environment. We understand the challenges of delivering information in a three dimensional format, where physical conditions such as lighting, reflection and crowds of people can have all a significant impact on its effectiveness.

With reference to international standards, we test layout options to ensure information is presented in the most intuitive and easily understood manner, whether that is through text, images or diagrams. We work closely with inclusive and accessibility consultants to ensure our designs meet the needs of all users, whilst successfully conveying the brand or image of a place.



design offer.

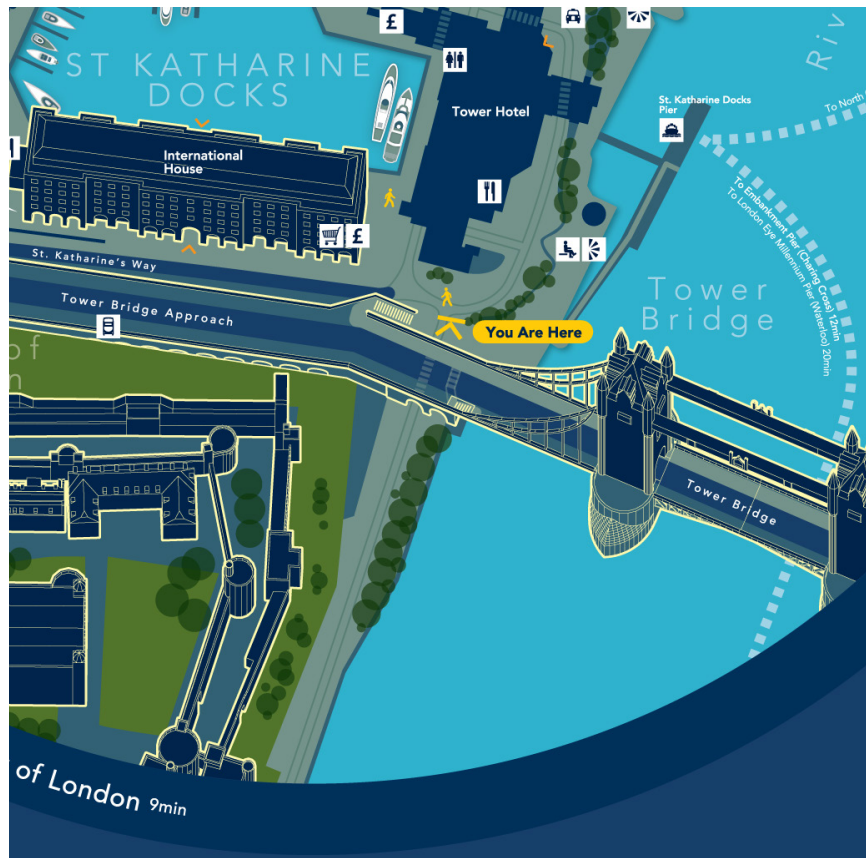
mapping



mapping

Our maps are very effective communication devices that convey a wealth of diverse information in a visually attractive, easy to interpret and accessible manner. Based on international standards we have developed our own best practise mapping conventions and applied them to the challenges encountered by pedestrians and drivers wishing to understand their location, find their destination quickly or easily navigate around a destination.

All our maps are bespoke to their location with a drawn style to convey individual identity and a level of content detail to support user needs and reflect the local offer. We advocate a consistent application of maps complemented with printed hand held and web accessed versions as standard.



design offer.

digital



digital

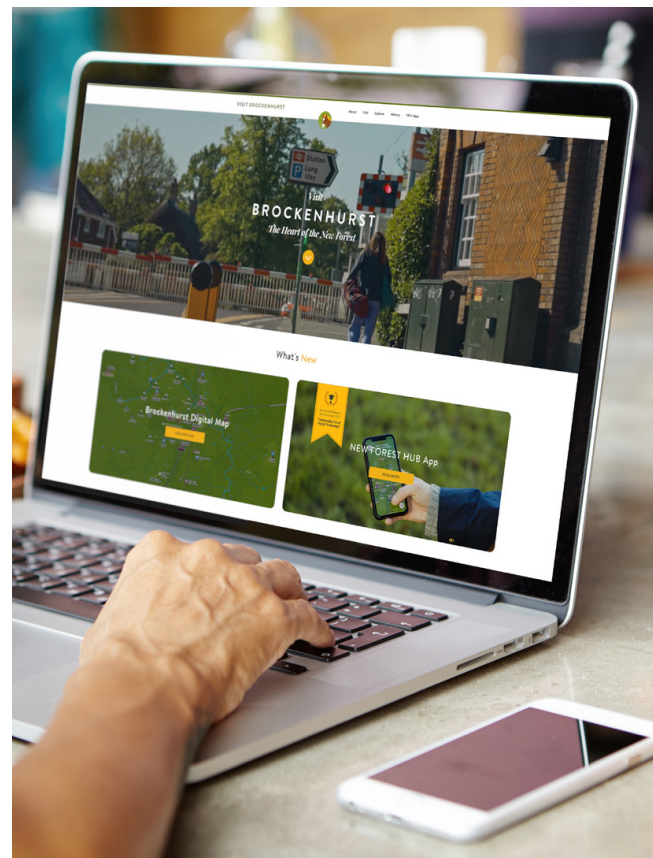
We are living through a digital revolution, and we see exciting opportunities to embrace digital technologies and enhance wayfinding models with new smarter, user-centred and more sustainable services.

website - We offer a range of design service to suit clients' needs from straight forward websites to the more engaging with embedded interactivity and e-commerce content.

digital map - We offer fully coded bespoke maps incorporating GIS for web and mobile use with features including user location display, interactive markers, walk / cycle / interpretive trails and routes with direction and destination search capability.

mobile application – With 98% of UK adults owning a mobile phone, wayfinding data delivered direct to users' mobile phones has become a powerful tool to enhance and promote your destination.

digital promotion - We offer creative design and strategic planning to the delivery of any digital promotion across a range of digital and traditional platforms.



design offer.

product design



product

The urban realm is a harsh and demanding environment where street furniture products of an inferior design quality and poor specification can quickly fail and become a liability. We know from many years of successful experience how to combine an innovative, creative approach with a design detail and material specification that delivers contemporary, highly durable products.

We approach each design challenge as an opportunity to create a fit for purpose bespoke solution with a unique aesthetic. We apply a detailed technical knowledge of materials and construction techniques to ensure our proposals are exciting but realistic propositions.

