

# Designate and Direct-me Sign Systems

Designate is a monolith system that can be made to pretty much any size from giant gateway signs to company 'monoliths'. The system is constructed from two structural pillars that hold sheet materials. These can be anything from vitreous enameled steel to glass or slate. The most popular dressing is to have toughened glass graphic panels teamed with 'character' kick plates and side trims. The glass panels allow the use of reverse applied, high definition, digital print vinyl graphics. These are economical to produce and easy to install. This makes it easy to keep the content up to date. The toughened glass is an excellent surface to maintain. The 'open span' interior means Designate signs can incorporate back lit or highlight illumination, including solar powered illumination. The signs can also incorporate digital media, from interactive screens and 'real time' displays to Bluetooth beacons that interact with mobile devices.



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Direct-me is a flexible fingerpost system, designed to work with Designate. There are a range of post materials available such as timber, aluminium, stainless steel and Direct-me hardware can even work with 'traditional' style cast posts. Direct-me fingers attach to an extruded collar. Each collar has eight possible fixing positions and can be stacked five deep. The collars slip over an octagonal 'spline' which makes it impossible to rotate the fingers on once the sign is in location. This is the weak spot on many fingerpost systems. Direct-me finger posts can be personalised by developing project specific finials for the top of the signs. These can be anything from blocks of highlight colour to castings in aluminium or acrylic.



These products have been used in the following pedestrian wayfinding schemes . . .

- Dartford Town Centre
- Edinburgh Bio Quarter
- Folkestone Town Centre
- Gravesend Town Centre
- Maidenhead Town Centre
- Newbury Toen Centre
- Nottingham Navigator
- St Albans Town Centre
- Windsor & Eton Town Centre

It is a given that the sign hardware should be robust and suitable for use in the public realm. Signs should be easy to update at reasonable cost and minimum disruption. The information should be accessible to the broadest spectrum of the population. Beyond these parameters there are decisions to be made as to the 'look & feel' of the designs.

