

## Design Statement External Signage

<b>Client</b>	Northumberland National Park Authority
<b>Project Name</b>	The Sill
<b>Project Number</b>	1562
<b>Date</b>	13.02.2017

The Sill - Landscape Discovery Centre, a new development replacing the original Northumberland National Park Authority visitor centre and the Youth Hostel Association will be open in summer 2017.

This application is for all external signage for the new building within the site.

These signs will be permanent and cover the following functions: identification, orientation, wayfinding and statutory information so that staff and visitors can navigate the site and building safely and correctly.

Bright 3D were commissioned by the NNPA in 2012 and have continually been involved with the project, working on the interpretation and design for the exhibition, reception, shop, temporary exhibition and public spaces within the youth hostel. To get the best holistic design approach and continuity in style it was felt best suited for Bright to design the internal and external signage accordingly.

The designs that are included within this application have been approved by Sarah Glynn and Stuart Evans our client contacts within the NNPA. Subsequently these have also been approved by Steering Group and Project Board.

The outline form of all the sign types has taken inspiration from the architecture of the building. Angled asymmetrical profiles provide authority yet interest to the visitor, staff or user approaching or visiting the site.

The colours have been chosen to reflect the brand guidelines for the Sill.

Logo positioning has been in close coordination and discussion with both the NNPA and the YHA.

All signs that require foundations have been coordinated in detail with the main contractor, Sire Robert MacAlpine and landscape architects Glen Kemp.

Included within the application is: Location plans, Design information for each sign type, Graphic design and corresponding schedule.

We hope that the information provided is sufficient, however if you have any questions or would like to meet in person we would be happy to.

Many thanks  
Lucy Galloway  
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<b>Name</b>	<b>Lucy Galloway</b>	<b>Position</b>	<b>Design Associate</b>
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