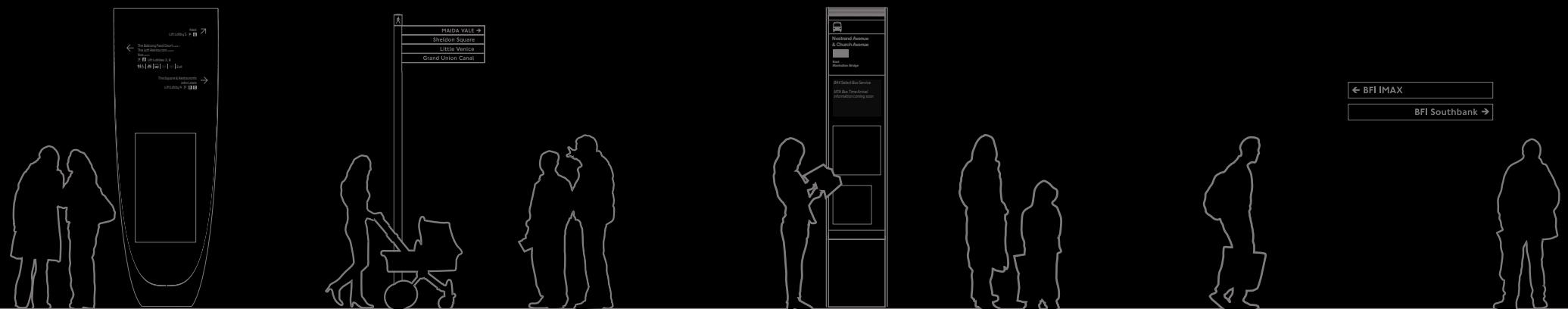




# Wayfinding Projects

Bespoke Manufacturing & Assembly Services



A Pioneering Manufacturing & Technologies Company

**trueform**

## THE WORLD'S LEADING WAYFINDING SUPPLIER

Trueform have a comprehensive 'off the shelf' range of innovative wayfinding signage designs to suit virtually all customer requirements.

Trueform's ability to blend creative new wayfinding signage design with sound engineering expertise coupled with its hands-on installation and maintenance experience enables it to provide signage that is not only a powerful visual calling card for the promotion of active travel but are robust, vandal resistant and easy to maintain.

Trueform designs meet the demands of busy global cities. They are functional, comfortable, safe, modular and ecological. Each sign has been individually designed and engineered to provide unrivalled customer benefits.

### **Style & Branding**

- Visual appearance to complement a variety of architectural surroundings
- High profile tool for the promotion of active travel and personal mobility

### **Strength & Performance**

- Robust, vandal, graffiti and weather resistant materials and finishes
- Stainless steel, steel & aluminium construction options for lasting performance and appearance

### **Simplicity**

- Strong, modular components for fast and safe erection on site

### **Features**

- Ability to accept RTI displays, digital information and Journey Planning modules
- Designed to accept covert CCTV cameras within shelter body
- Future Proofed and Technology enabled
- Range of Solar power lighting systems available
- Full compliance with regulations and guidelines (DDA)



## ECO FRIENDLY, SUSTAINABLE WAYFINDING SIGNAGE MADE IN THE UK



Trueform's innovative, eco wayfinding signage is manufactured in house, within our UK based, carbon neutral, shelter manufacturing & technology centre.

Using low carbon, energy efficient materials and innovative manufacturing techniques, we ensure that our products have the lowest carbon footprint, providing significant environmental and social value benefits.

Our eco wayfinding signage is 'Planet Marked', for approved sustainability, and use both smart and renewable technology for a minimal environmental impact.

Trueform are a leading ESG company (Environmental, Social and Governance). Trueform's eco wayfinding signage have been assisting towns, cities and public transport authorities achieve ESG - the three central factors in measuring sustainability and societal impact.

Trueform work with their clients to 'transform cities', providing solutions that deliver a promising and sustainable future. Trueform holds ISO 14001 and PAS 2060 Carbon Neutral Certification.

Towns and cities throughout the world are using Trueform's range of low carbon, eco wayfinding signage to facilitate and encourage low carbon mobility and active travel, whilst improving public health, air quality and quality of life.

Trueform's eco wayfinding signage and digital display products are the most sustainable, lowest carbon, ethically manufactured products available in the industry. Trueform is the first choice for towns and cities looking to achieve the very highest ESG status.





## ADDED VALUE

**Trueform offer a 'one stop shop' approach to wayfinding signage, by providing a high-quality design, manufacture and installation service.**

**Value Engineering** – Trueform's vast experience in the wayfinding sector may yield cost savings in the design of these totems. Using intelligent design techniques, Trueform can maximise the product quality whilst minimising cost.

**Graphic Design** – Trueform's in-house design team incorporates highly experienced graphic designers, proficient in the production of print-ready artwork for a variety of applications. Using packages such as Adobe Illustrator. Trueform are able to offer clients the option of the ability to amend and create artwork specifically for these totems. Our graphic design services have been utilised by many of existing clients, such as Transport for London, Abu Dhabi Department of Transport, Birmingham Centro and many more.

**Illumination and Digital Displays** – Trueform are highly experienced in this field, and could assist in the incorporation of such features in future roll outs of wayfinding schemes.

## FUTURE PROOFED DESIGNS

**Our design engineers ensure that designs are 'future proofed', and offer the maximum flexibility and opportunity for future growth/upgrade.**

- Our range of smart on-street infrastructure can be fitted with a range of smart sensors to collect data from the surrounding environment, from air quality monitoring, traffic congestion, cycle counting and monitoring.
- The UK's leading provider of clean energy solar powered street furniture products and work hand in hand with environmental groups and global solar experts to minimise greenhouse gas emissions.
- Trueform are a leading developer and provider of stand-alone 'off grid' solar powered street furniture products. Trueform have installed over 10,000 solar installations

Trueform have their own digital display division, who specialise in lighting, digital displays and interactive displays. With the increasing popularity of interactive elements within totems, Trueform are at the forefront of this technology, and are ideally placed to provide clients with a high quality, bespoke solution.



## BESPOKE MANUFACTURING SERVICES FOR PRODUCTS & STRUCTURES

Trueform are the leading manufacturer of custom manufactured structures, including signage, street furniture, airport products, shelters, canopies, wayfinding and digital signage.

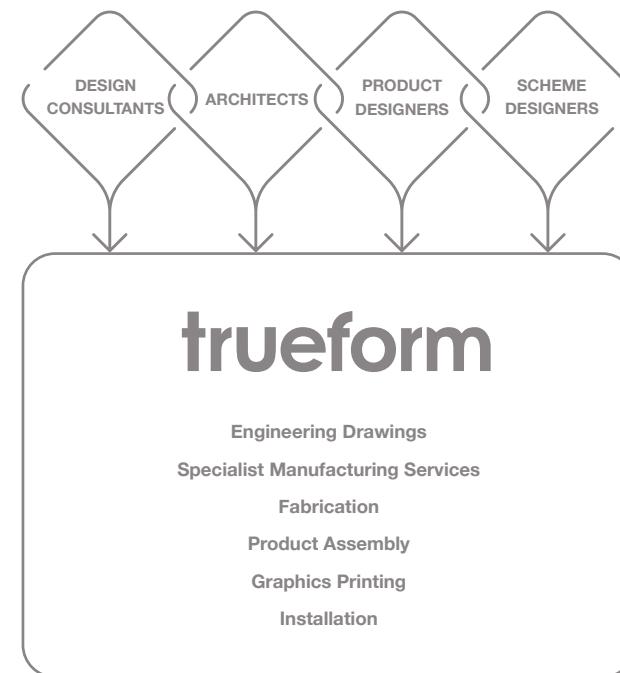
Working in collaboration with architects, scheme designers, main contractors and transport authorities, Trueform has over 40 years of experience, with over 150,000 structures installed worldwide.

### **Bespoke Manufacturing Services**

Trueform's comprehensive in-house engineering and manufacturing facilities enables the timely, cost effective supply and installation of manufactured architectural products and structures to suit any client requirements.

Over the years Trueform have provided award winning products and structures for a wide range of applications. All of Trueform's structures are fully engineered to the highest standards and can be supplied in a range of elegant, robust materials and finishes to suit individual architectural requirements and to exacting customer requirements.

Our many years of experience enables us to provide high quality bespoke products that are easy and cost effective to install, erect and maintain.



## CERTIFICATIONS &amp; QUALIFICATIONS

- Quality Management ISO 9001:2015
- Environmental Management ISO 14001:2015
- Health & Safety Management ISO 45001
- Open Reach Installation Qualified
- CE Certified
- Sentinel – Network Rail Safety Scheme
- RISQS – Railway Industry Qualification
- CSCS – Construction Skills Certification Scheme
- CHAS – Contractors Health & Safety Scheme
- Construction Line
- Lloyds NERS – National Electrical Registrars Scheme
- CHSG – Construction Health & Safety Group



RISQS

NRSWA  
New Roads and Street Works Act  
ACCREDITED

Constructionline



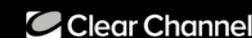
## ENGINEERING & MANUFACTURING SERVICES

- Fabrication Drawings & Engineering
- CAD Design & Specialist Engineering
- Structural Engineering
- Rapid Prototyping
- Specialist Custom Manufacturing
- Stainless Steel & Aluminium Fabrication
- Glass, GRP, Corian & Plastics Fabrication
- Construction Related Fabrication Services
- Laser Cutting & Forming
- Specialist Finishing Services
- Digital Display Technology (Indoor & Outdoor)
- Signage Manufacture
- Airport & Transport Infrastructure Fabrication
- Signage Graphics Production
- Mechanical Engraving
- Project Management
- Nationwide Installation & Site Fitting
- Modular Construction & Site Erection



## COLLABORATION WITH CLIENTS, ARCHITECTS &amp; DESIGNERS

From concept to manufacture - a seamless process



## WAYFINDING AREAS OF EXPERTISE

Trueform have manufactured and installed wayfinding products in the following locations:



City wayfinding



Heritage wayfinding



Digital enhancement



Education



Private developments

## SUSTAINABLE DESIGN PRACTICE

**During product development, our designers and engineers look at ways to reduce waste material during manufacture and installation.**

Our designers also recommend alternative materials that would do the same purpose but is more environmentally sourced or friendly. We encourage and reward our customers by ordering in bulk to reduce our environmental impact.

We take into account issues such as robustness, modularity, in-situ parts replacement, whole life maintenance, futureproofing, compatibility with current and future communications technologies, methods of displaying information, and other innovative solutions. No need to replace the bus stop infrastructure to upgrade or adapt for new technologies.

Trueform use 'cradle-to-cradle' design methodologies; all signage products are designed to use recycled / recyclable materials to ensure zero waste to landfill and minimise the use of raw materials. The materials are recycled / re-used repeatedly with no impact on quality.

Constructed from recycled / recyclable materials which are proven to withstand extremes of climate, reduced maintenance levels, providing a cost saving whilst reducing overall material consumption throughout the useful life time of the product. We have also invested and developed a range of sustainable lighting and display systems to limit energy consumption and solar power options.





## LEGIBLE LONDON WAYFINDING

Transport for London's 'Legible London' wayfinding project provides better information throughout the Capital and to encourage people to walk. Legible London has been proven to improve public transport systems, connected journeys, public health, the economy, retail, tourism and business activities and the environment.

The success of the Legible London scheme has led to other cities to adopt similar schemes throughout the UK and other countries.

Features of the wayfinding signage system includes modularization, robustness, lighting and solar power options, methods of displaying the mapping information and compatibility with potential new communications technology.

The mapping system has also been integrated into Bus Stops and train stations creating a connected travel network. Each sign has a unique commentary of the surrounding area with useful travel information and a description of the geography of nearby areas.







## NEW YORK WAYFINDING

Trueform have brought the next generation of wayfinding to New York City with the contract award for the fabrication and installation of wayfinding infrastructure in Lower Manhattan, the Borough of Manhattan and New York City.

Prior to manufacture, Trueform were responsible for producing structurally checked and fully detailed 3D CAD manufacturing drawings.

This was followed by the full manufacture and installation of over 400 products across Manhattan.

This project once again demonstrates Trueform's capability in wayfinding manufacture and installation, working with complex designs, materials and environments.



## TORONTO WAYFINDING

In 2009, the City of Toronto approved the “City’s walking Strategy” which aims to create an environment where walking is an appealing, convenient, safe and stimulating experience for residents and visitors.

The scope of this program consisted of a family of wayfinding assets, including totems and finger posts, totalling in excess of 200 products on-street.

This scheme of iconic street furniture successfully accomplished the client’s goals, by actively increasing walking in the city.

**Some of the striking design features that help set these items apart are:**

- Unique foundation design without cover plates to obstruct the base
- Tapered totems to allow wheelchair access directly up to the totems
- Brail lettering on all totems
- Unique, intuitive mapping system







## MANCHESTER WAYFINDING

Trueform have manufactured & installed the first of many wayfinding totems for the Greater Manchester area. The totems are to be located at strategic transport nodes, initially between Piccadilly and Victoria Rail Stations, with additional phases in the ten district areas of Greater Manchester to be rolled out in due course. Transport for Greater Manchester (TfGM) are working hard to make travel easier in our dynamic city-region – the UK's largest regional economy outside London with a diverse population of more than 2.7 million people.

By investing in new, modern transport interchanges and smarter travel information TfGM are making it easier to get around on public transport, whilst also promoting and investing in walking and cycling as a healthy and sustainable way to travel. Through the Greater Manchester 2040 Transport Strategy and Air Quality Action Plan TfGM aim to make the city-region a cleaner, greener and healthier place to live, work and play in.



## HONG KONG WAYFINDING

Trueform, in collaboration with UK's Transport for London, was invited to deliver an on-street pedestrian wayfinding pilot to help kick-start Hong Kong's ambitious walking initiative.

As global leaders in the provision and deployment of pedestrian wayfinding signage systems throughout the World's major cities, Trueform were the obvious choice to bring their expertise to the scheme, and manufacture the wayfinding signage infrastructure throughout Hong Kong.

Installation commenced in Tsim Sha Tsui, one of Hong Kong's most popular tourist areas, overseen by Trueform's experienced project management team.







## LEICESTER WAYFINDING

The Legible Leicester Wayfinding System contract includes the range of fingerposts, interliths and wall mounted displays which was strategically installed throughout the city centre in 2017.

As part of the Economic Action Plan for improved signage, Leicester City Council came up with Legible Leicester Strategy with the aims to deliver a new city information system connecting destinations, spaces and streets and improving legibility for people who work, visit, live and enjoy the city.



## PORTSMOUTH WAYFINDING

Portsmouth City Council commissioned Trueform to manufacture and install an integrated signage and mapping system in the City and the surrounding area.

The goal of the first phase of the project was to develop a dependable and standardized wayfinding plan that identifies appropriate wayfinding types, messaging, locations, and uniform design.

Trueform manufactured a total of 52 City Navigation Point Totems, 9 x Hotspot Interpretation Point Totems and 19 fingerposts completed in September 2013.



## BIRMINGHAM WAYFINDING

In 2013, Trueform were awarded the supply and installation of signage for the Birmingham City Centre Interchange and Interconnect projects. Responsible for the fabrication drawings, structural engineering, full manufacture, assembly and installation of the full product range, this project showcases an ability to successfully work with a variety of manufacturing techniques and materials, including manufacture of digital outdoor assets.

The scope of the project was to work with Centro and Birmingham City Council to manufacture and install a range of products, including:

- Area wayfinding totems
- Interchange wayfinding totems

This striking, contemporary product family is a fine example of how precision engineering and manufacturing techniques can bring a vision and design concept to fruition in the public realm.



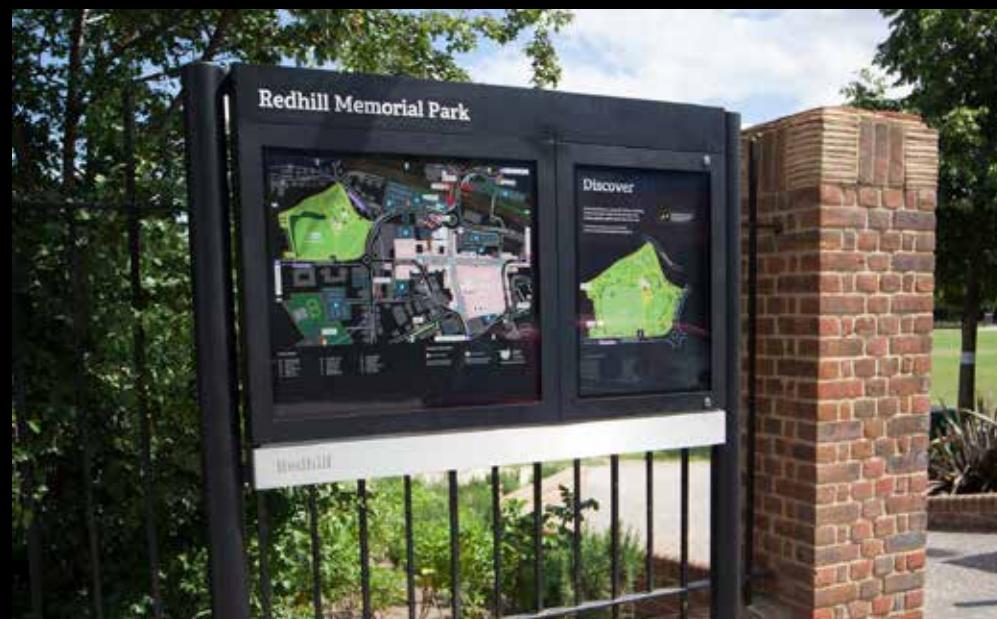


## SURREY WAYFINDING

The Surrey Pedestrian wayfinding signage scheme comprises of a truly elegant range of wayfinding signage and information products. The scheme embodies the very latest in elegant architectural engineering and manufacturing techniques for a truly timeless and long lasting presence.

Trueform were awarded the contract to manufacture and install an entire family of newly designed wayfinding signage products throughout Surrey. The contract comprised of freestanding totem signage, fingerposts, trail markers, post mounted and wall mounted information boards.

This range of street signs has been rolled out across the major Surrey towns including; Guildford, Woking and Redhill. Each town's signage has been manufactured in different materials, including stainless steel, anodised aluminium and glass reinforced concrete to further enhance the uniqueness of each location.





## TRANSPORT FOR LONDON SIGNAGE

Our comprehensive range of signage is fully designed, manufactured and installed in-house, and includes a range of standard display cases and signage, digital and illuminated displays through to bespoke station signage solutions, using materials such as vitreous enamel, aluminium and vinyl.

Over the course of this long running contract, Trueform have successfully manufactured and installed the following products in areas which include concourses, ticket halls and trackside locations

Trueform's long standing track record of high quality and on-time delivery on this contract, together with Trueform's comprehensive London contract delivery centre and wide range of services, has enabled us to provide the best economic advantage to LUL for the past 25 years.

In addition to display-specific contracts, Trueform have undertaken various other works for LUL / Trams / Crossrail / TfL Rivers contracts involving entrance canopies, platform shelters, help points, real time information, digital service information boards, seating and many more station infrastructures.





## LEEDS WAYFINDING

Trueform have manufactured and installed a range of wayfinding signage systems throughout Leeds City Centre including Minilith Area Signs, Monolith Welcome Signs, Freestanding Arrival Signs, Wall Mounted Arrival Signs and Fingerposts.

The project was key to promote walking to residents, businesses and visitors to navigate them around the city centre on foot. The signs direct and assist people to find their way around for shopping, businesses, tourist hotspots, cultural districts and many more destinations.

These elegant easy to use signs shows a detailed 3mile radius map, with an A-Z quick search listing and map location number. Each sign unit has its own identification number with QR codes on the side so you can have the information sent directly to your phone. In addition, for use at night, the mapping panels are solar illuminated during the evening.





## CHELTENHAM WAYFINDING

As the UK's foremost specialists in bespoke wayfinding signage, Trueform has demonstrated a leading aptitude for designing, manufacturing and installing signage within a range of different towns and cities. With plenty of expertise in the sector, it's no wonder that Trueform was commissioned by Cheltenham Borough Council to create a series of totems for use within the Gloucestershire town.

Trueform have collaborated with scheme designers Placemaque to deliver a bespoke and high-quality solution. The project includes a series of fingerposts to work in conjunction with a freestanding monolith and two different types of wall-mounted signs. The vibrant display ensures that the town centre is provided with clear and precise navigation information, while the individual units have been placed throughout the town centre to ensure an intuitive and engaging pedestrian experience.



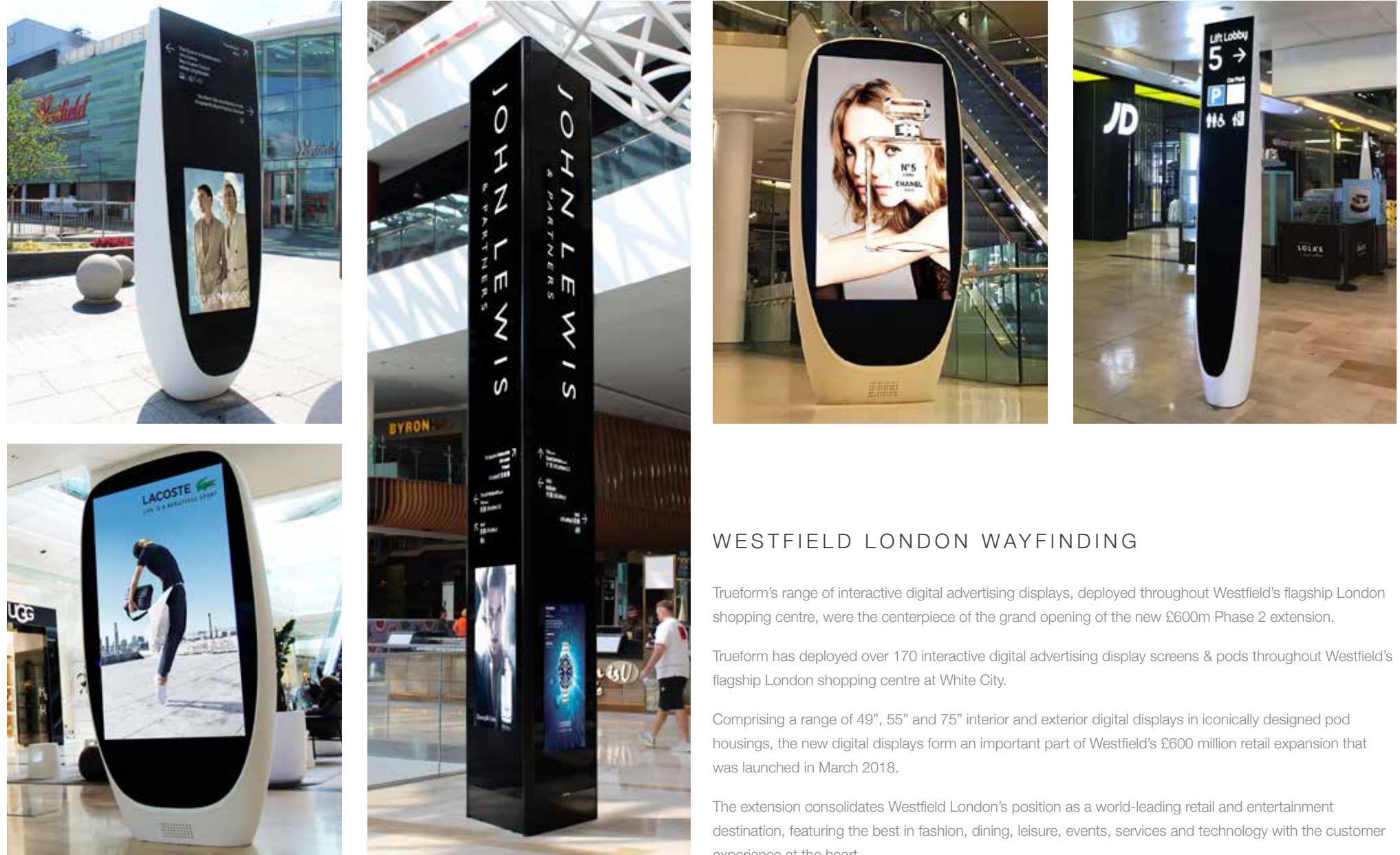


## COVENTRY WAYFINDING

Trueform were awarded the contract to supply pedestrian wayfinding signage throughout the Coventry City Centre. This contract is extending on Trueform's previous wayfinding experience in Birmingham City Centre within the West Midlands.

Following UK City of Culture award, Coventry's year in the spotlight May 2021 – May 2022, with the title bringing a huge amount of opportunity to place Coventry on a national and international stage, there couldn't be a better time to launch the wayfinding scheme. The wayfinding signage will encourage more walking and will help to lower greenhouse gases and emissions, further contributing to Coventry's climate change strategy.





## WESTFIELD LONDON WAYFINDING

Trueform's range of interactive digital advertising displays, deployed throughout Westfield's flagship London shopping centre, were the centerpiece of the grand opening of the new £600m Phase 2 extension.

Trueform has deployed over 170 interactive digital advertising display screens & pods throughout Westfield's flagship London shopping centre at White City.

Comprising a range of 49", 55" and 75" interior and exterior digital displays in iconically designed pod housings, the new digital displays form an important part of Westfield's £600 million retail expansion that was launched in March 2018.

The extension consolidates Westfield London's position as a world-leading retail and entertainment destination, featuring the best in fashion, dining, leisure, events, services and technology with the customer experience at the heart.





## LUTON AIRPORT

Trueform were awarded the contract from Luton Airport for Reactive Wayfinding Signage across the entire London Luton Airport Site. The contract is for a bespoke range of directional, informational, highway, statutory & temporary signage. Trueform collaborated closely with the product designer to carry out site surveys, design, manufacture and installation of signage to meet airport, highway, quality and health and safety regulations.







## PRESCOT WAYFINDING

Improving the experience of visiting Prescot by providing high quality and modern pedestrian support, so that visitors can more easily understand the town centre and to find their way around. A significant addition and improvement to the town centre public realm, the wayfinding will provide; health benefits by encouraging walking, tourism and commercial benefits by encouraging exploration, improving experience and thereby encouraging visitors to return. In this way, the scheme will have a significant and positive impact on the future of Prescot as one of the most exciting and enjoyable heritage cities in the UK to visit.

The family of products consist of remote WiFi controlled dynamic illuminated fluted fingerposts and monoliths, with additional high-profile sites at the rail station and the Shakespeare Playhouse accommodating the very latest TFT ruggedised display screens topped with a machined Corian upper panel with Shakespeare profile.







## YORK WAYFINDING

The purpose of the scheme is to improve the experience of visiting York, by providing support to visitors so that they can more easily understand the City and to find their way around it.

The scheme will be a significant improvement to the City Centre public realm. It will provide health benefits by encouraging walking, tourism and commercial benefits by encouraging exploration, improving the experience and thereby encouraging visitors to return. In this way, the scheme will have a significant and positive impact on the future of York as one of the most exciting and enjoyable cities in the UK to visit.





## ABERDEEN WAYFINDING

Trueform's Aberdeen Totems are a powerful vision of advanced navigation signage.

Unveiled to universal acclaim from the local community, the 54 vibrant and stylish totem units are strategically placed throughout the city centre in order to deliver clear and precise navigation information. Great for pedestrians, commuters and tourists alike, the totems ensure an intuitive and hands-on experience when traversing the streets of Aberdeen.

Aberdeenshire Council approached Trueform with the aim to enhance key routes throughout the city centre. With this in mind, Trueform has constructed premium DuPont Corian signage with vibrant screen-printed displays to ensure that the user experience is as streamlined as possible.





## PETERBOROUGH WAYFINDING

The Legible Peterborough wayfinding signs was successfully unveiled on Monday 17th June 2013 with excellent response from members of the public who were really pleased and impressed with the look, information and usability of the wayfinding infrastructure.

Peterborough City Council wanted to enhance key routes in and around the city centre and linking public transport interchanges for their residents and visitors making it user friendly and easier to find the quickest routes. It was important for the signs to be designed in keeping with the traditional and historic surroundings of Peterborough.





## SOUTHAMPTON WAYFINDING

Trueform is proud to have supplied Southampton with a series of advanced wayfinding totems as part of the Legible City scheme. As a leading provider of wayfinding and totem solutions, Trueform were selected to design, construct and install the units throughout the city centre.

Each of the sleek, durable totems provide Southampton with an advanced network of signage options, offering pedestrians detailed maps and directions through an easy-to-use interface. The design of the totems delivers a format which is simple and stylish yet provides a wealth of local information.



## CROXLEY PARK WAYFINDING

Trueform collaborated with renowned wayfinding designer Endpoint in the development of this unique family of products, and completed the manufacture and installation of over fifty assets across Croxley Park. This included large scale entrance totems, a range of directional and directory totems and wall mounted signage. The design incorporated timber-effect cladding, and custom LED 'halo' illumination to create an iconic wayfinding system.



## BATTERSEA POWER STATION

The extensive redevelopment of London's Battersea Power Station will revamp the iconic Grade II\*-listed power station to its former glory. Across the 42-acre site, the project is turning the power station on the banks of the Thames into a new town centre with shops, restaurants, offices, homes, green spaces and a new tube station in the shadows of the instantly recognisable chimneys.

Fabricated from concrete with laser cut graphics and night time illumination, these totems compliment the area's rich history and help connect visitors with the building's heritage and with rich storytelling.





## NATIONAL UNIVERSITY OF IRELAND, GALWAY

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The scope of the project was to work with Centro and Birmingham City Council to manufacture and install a range of products, including:

- Area wayfinding totems
- Interchange wayfinding totems

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## MANCHESTER METROPOLITAN UNIVERSITY

This contract involved the supply, manufacture and installation of bespoke wayfinding infrastructure, including totems, fingerposts and information lecterns in a variety of styles and materials.

The types of signage were as follows:

- New Birley Fields Campus wayfinding totems
- Totems for installation in student accommodation
- Lecern style environmental information boards, highlighting the new green space within Birley Fields campus
- Fingerposts



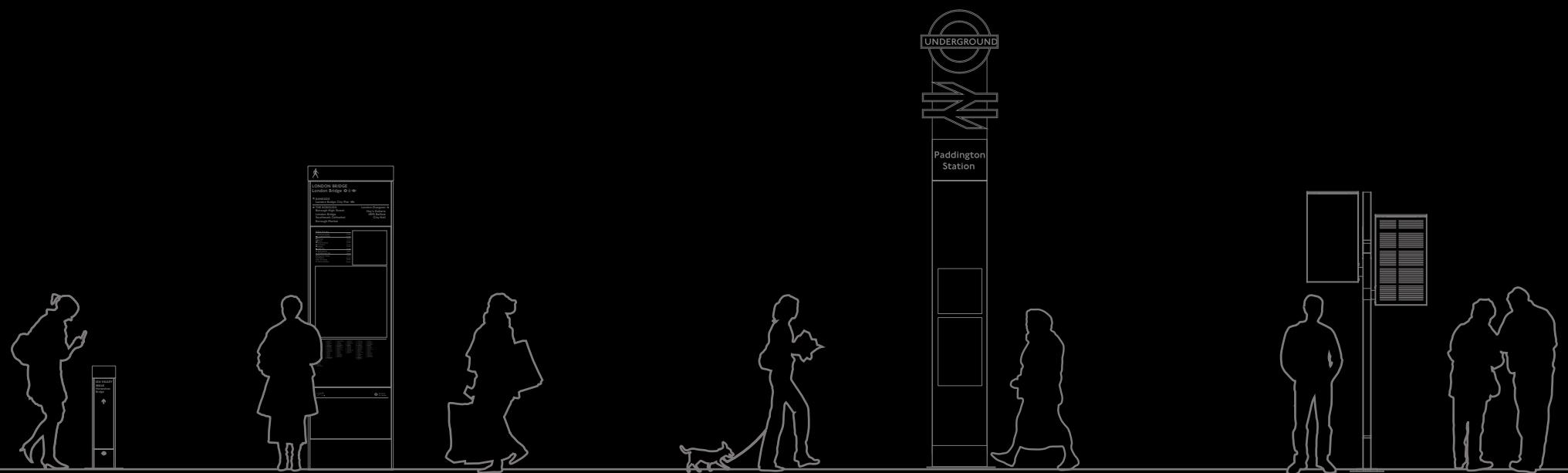
## UNIVERSITY OF MANCHESTER

Wayfinding systems are the key to promoting walking and cycling to students, staff and visitors by helping them navigate around the campus on foot or bike. Trueform are delighted to have been chosen by Manchester University to provide wayfinding signage system throughout the university.

The scope of the project was to work with University of Manchester to manufacture and install a range of products with the main objective to reduce congestion throughout the building and to identify clear entry and egress routes around the campus.



Contact our sales office on **020 8561 4959**, email us at **sales@trueform.com**  
or visit **www.trueform.com** for more information on any of our products



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