

Signage

“An experienced, London-based graphic designer with a flair for typographic design, illustration and layout. And I can code too, which means that I can deliver a complete project from first concept to final publication, whether it’s for print, UI or web.”

For further samples of my work please visit
www.simonsharville.co.uk



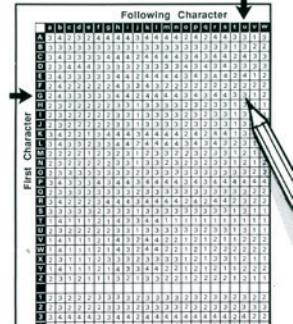
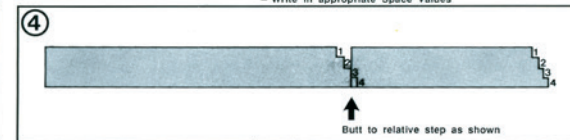
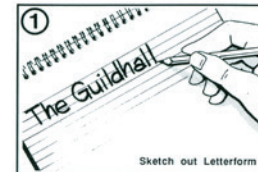
A guide to letter spacing for The City of London Typeface

Sheet 1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

This guide has been produced to provide consistent character spacing of The City of London Typeface. Shown below is a four-step diagram illustrating the simplicity of compiling Letterforms from the Master Alphabet.

① As a visual aid to photo-setting, sketch out the Letterform as illustrated.



② There are three versions of the Master Space Value Grid:

- Capital letters to Lower Case letters.
- Lower Case letters to Lower Case letters.
- Capital letters to Capital letters.

From the appropriate grid select the Space Value as indicated.

Our example shows the capital 'G' and its relationship to the lower case 'u'.

The cross-reference on the grid gives a Space Value of 3.

③ All City of London type characters on the Master Font have a specially designed Space Bar below the character which is stepped in four sections.

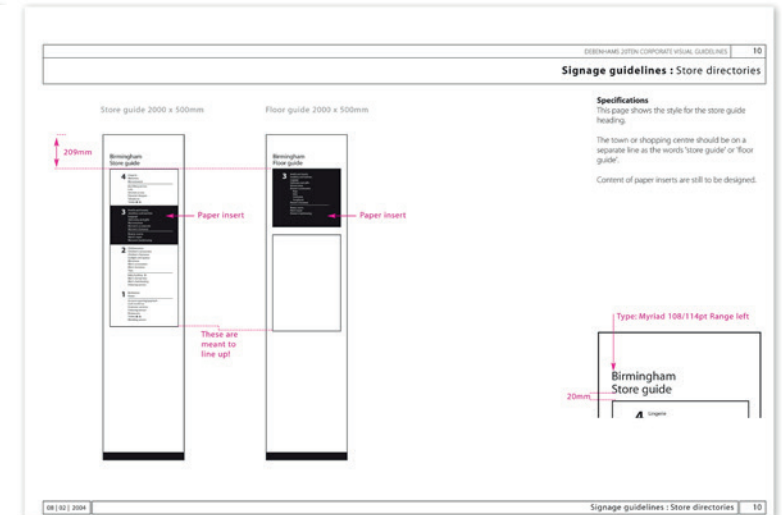
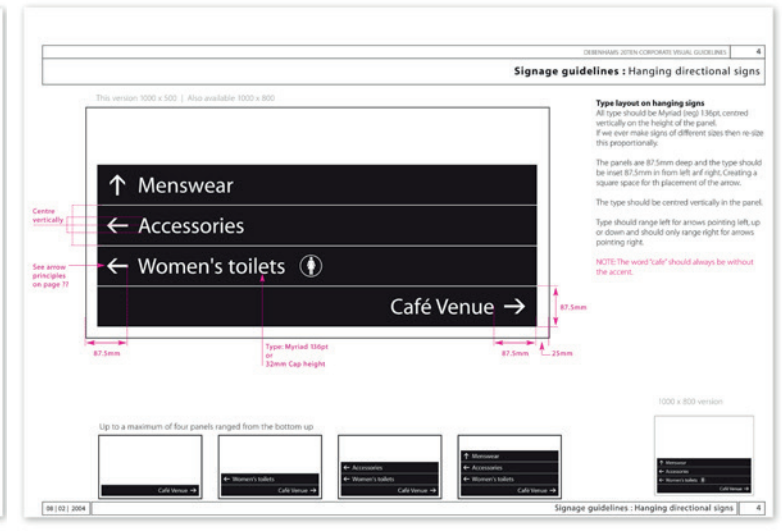
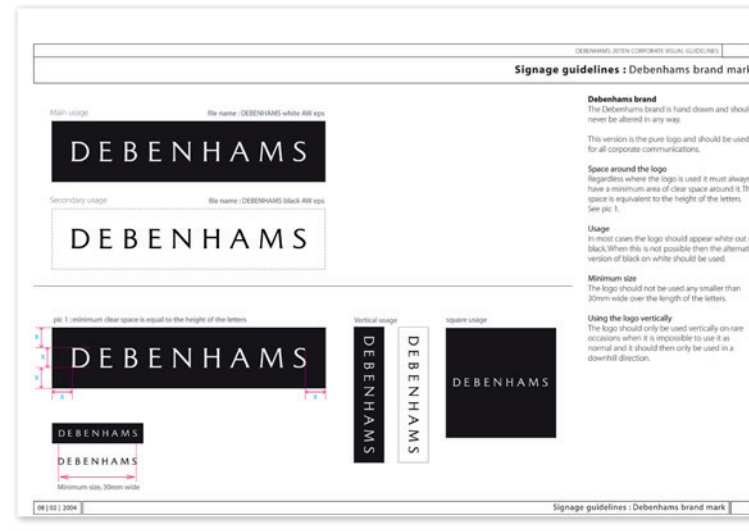
④ To apply the proper spacing, butt the left-hand edge of the following character against the appropriate step as shown on the preceding character (Space Value 3).

Illustrated here is an enlarged detail showing the 'G' and 'u' correct Space Bar positioning of characters. The number of the step relates to the Space Value between the characters concerned.

The Guildhall
THE GUILDHALL

City of London : Street Signage System

Early in my career I was involved in helping to create a street signage system for the City of London. We had a typeface cut and we created a letter spacing system. This system used a cross reference chart where each character used 1 of a 4 step space bar relating to the character before it. By using this system all the signage across the City would have a consistency regardless of who created it.



Debenhams : In-store Signage System

As a key member of the in-house design team, it was my role to look at evolving the branding of the company. We decided to remove the existing blue used throughout the stores and make the brand, signage and any other material, black and white. We introduced a new typeface and implemented that across all signage and ticketing.

Southwark Council - Future Peckham : Identity

I was commissioned by Southwark Council to design some regeneration branding and signage.
The brief was an identity to be used across all printed literature and projects related to the area.

