

Simon Sharville Graphic Design

Signage and Exhibition

"An experienced, London-based graphic designer with a flair for typographic design, illustration and layout. I can deliver a complete project from first concept to final publication, whether it's for print, signage or web."

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

INDESIGN • PHOTOSHOP • ILLUSTRATOR • HTML • CSS/SCSS • BOOTSTRAP • FLEXBOX

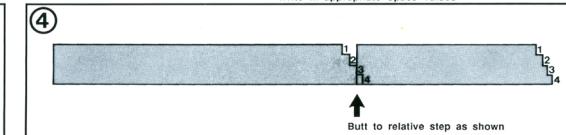
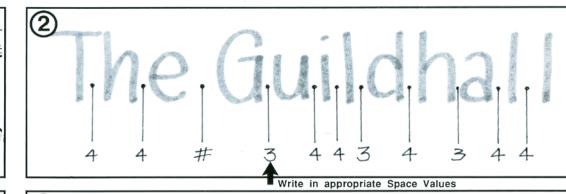
PRINT DESIGN • WEB DESIGN • FRONT-END DEVELOPMENT • CREATIVE ARTWORK • TYPOGRAPHY • BOOK DESIGN • BRANDING • BROCHURES • DIRECT MARKETING • ILLUSTRATION • MAGAZINES • PACKAGING • RETAIL DESIGN

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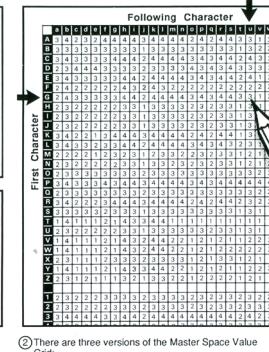
A guide to letter spacing for The City of London Typeface

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, but 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.

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.

The Guildhall
THE GUILDHALL



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DEBENHAMS 20TEN CORPORATE VISUAL GUIDELINES | 1

Signage guidelines : Debenhams brand mark

Main usage file name : DEBENHAMS white AW eps

Secondary usage file name : DEBENHAMS black AW eps

Debenhams brand
The Debenhams brand is hand drawn and should never be altered in any way.

This version is the pure logo and should be used for all corporate communications.

Space around the logo
Regardless where the logo is used it must always have a minimum area of clear space around it. This space is equivalent to the height of the letters. See pic 1.

Usage
In most cases the logo should appear white out of black. When this is not possible then the alternative version of black on white should be used.

Minimum size
The logo should not be used any smaller than 30mm wide over the length of the letters.

Using the logo vertically
The logo should only be used vertically on rare occasions when it is impossible to use it as normal and it should then only be used in a downhill direction.

pic 1 : minimum clear space is equal to the height of the letters

Minimum size, 30mm wide

Vertical usage

square usage

08 | 02 | 2004 | Signage guidelines : Debenhams brand mark | 1

DEBENHAMS 20TEN CORPORATE VISUAL GUIDELINES | 4

Signage guidelines : Hanging directional signs

This version 1000 x 500 | Also available 1000 x 800

Centre vertically

See arrow principles on page ??

Type: Myriad 136pt or 32mm Cap height

87.5mm 87.5mm 87.5mm 25mm 87.5mm

Up to a maximum of four panels ranged from the bottom up

08 | 02 | 2004 | Signage guidelines : Hanging directional signs | 4

DEBENHAMS 20TEN CORPORATE VISUAL GUIDELINES | 10

Signage guidelines : Store directories

Specifications
This page shows the style for the store guide heading.

The town or shopping centre should be on a separate line as the words 'store guide' or 'floor guide'.

Content of paper inserts are still to be designed.

Store guide 2000 x 500mm Floor guide 2000 x 500mm

209mm

20mm

Birmingham Store guide

Birmingham Floor guide

Paper insert

Paper insert

These are meant to line up!

Type: Myriad 108/114pt Range left

20mm

Birmingham Store guide

20mm

08 | 02 | 2004 | Signage guidelines : Store directories | 10

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.



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future peckham

future peckham

future peckham

future peckham

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.

core font

future peckham

Aachen bold

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !?&



secondary font

future peckham

Helvetica rounded bold

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !?&



body copy font

ABCDEFGHIJKLMNPQRSTUVWXYZ Helvetica regular
abcdefghijklmnopqrstuvwxyz 1234567890 !?&

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vulputate, nisi in venenatis fermentum, lectus justo ultrices nunc, non gravida pede dolor vitae elit. Phasellus turpis est, convallis laoreet, tincidunt sed, scelerisque vitae, magna. Cras dictum et, euismod vel, semper erat, ultrices etiam fermentum, diam placerat pharetra egestas, sapien tellus convallis tortor, vitae tincidunt odio tortor at libero. Ut viverra, est vitae vestibulum.

lum ultrices, nunc sapien pellentesque urna, ac molestie leo velit ut nunc. Nulla eu nisi quis nunc imperdiet mattis. Donec id mi. Ut vel augue id enim blandit lobortis. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla nisi. Mauris dictum ultricies lorem. Morbi turpis lorem, accumsan et, pretium sed, tristique non, lectus.

future peckham aesthetic : type styles

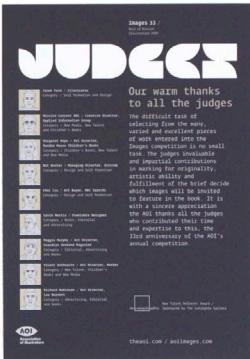
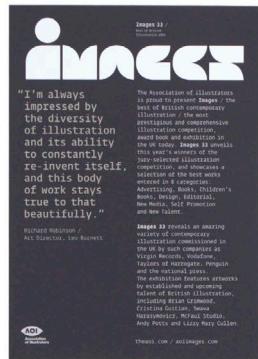
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Images 33
Self Promotion

Self promotion graphics including work and personal promotional work, including speculative portfolios, postcards and work received or not used by a client.



AOI: Exhibition Graphics

Signage, exhibition graphics and trophy for the Association of Illustrators Images Awards.



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