SimonSharville
GraphicDesign

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
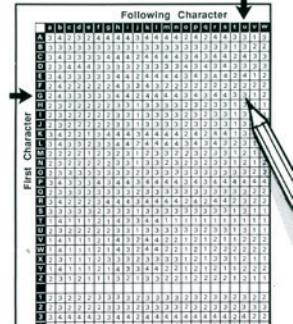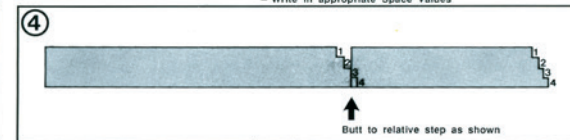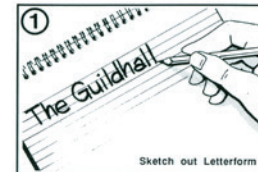www.simonsharville.co.uk

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.
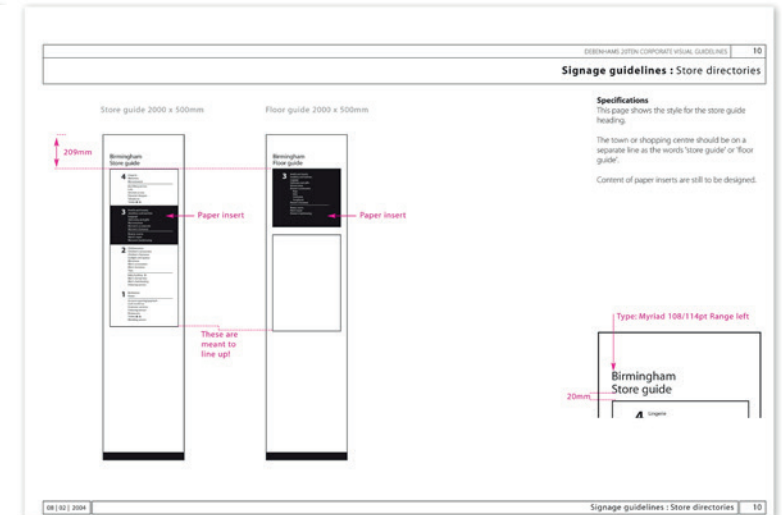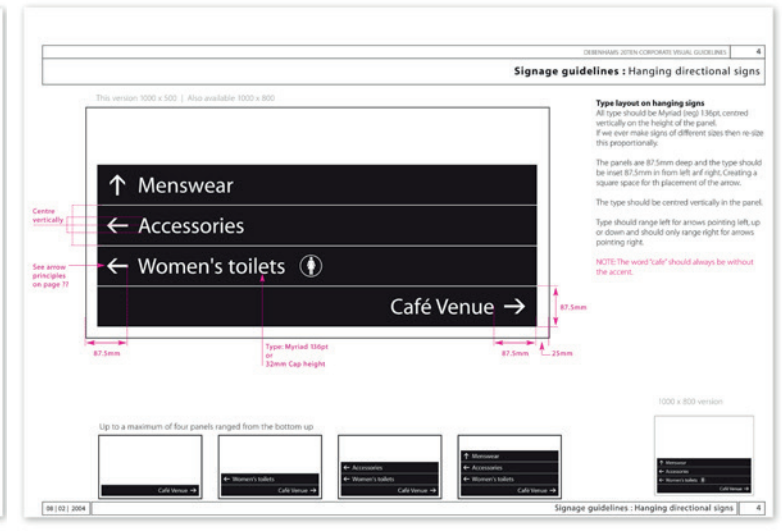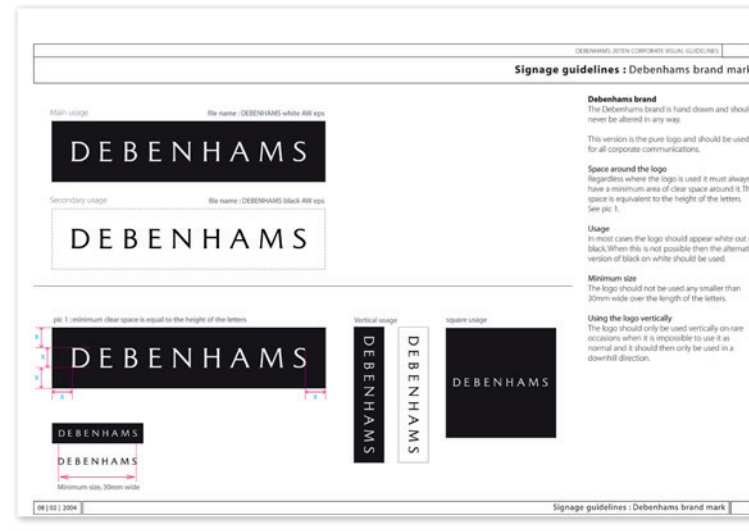
Debenhams : In-store Signage System

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.

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core font

future peckham
Aachen bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !?&**

secondary font

future peckham
Helvetica rounded bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !?&**

body copy font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !?&
Helvetica regular

future peckham aesthetic : type styles   page 7

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.