

# Trueform's Comprehensive Approach

# 1

## Design

The first step to a successful wayfinding system is accurate planning and thoughtful design.

By understanding the environment in which our products are to be installed, the whole programme can be developed in a thoughtful way, fusing with the landscape without losing prominence, as a clear source of reliable information.

Trueform's in house designers and engineer's work closely with wayfinding scheme designers, architects and town planners, We have many years of experience in the design of street furniture and wayfinding signage systems.

# 2

## Manufacturing

Trueform's large in house production facility enables the rapid and cost effective manufacture and assembly of all wayfinding signage requirements. Incorporating the very latest manufacturing technology, Trueform's resources are second to none in this sector. This in house facility enables a seamless flow from concept to prototyping and finished products at sensible costs, whilst maintaining the highest standard of quality and detailing.

# 3

## Graphics Printing

Our dedicated graphics production department has a wealth of experience on high profile projects for quality demanding clients such as British Airports authority, Transport for London, and for Passenger Transport Executives, Councils, architects and designers globally.

Trueform are able to provide full in-house printing of mapping and directional information using the very latest print production techniques, whether it be back printed glass, vitreous enamel or screen printing.

# 4

## Installation

We consider a project only ready once it is in the ground and the client is 100% satisfied.

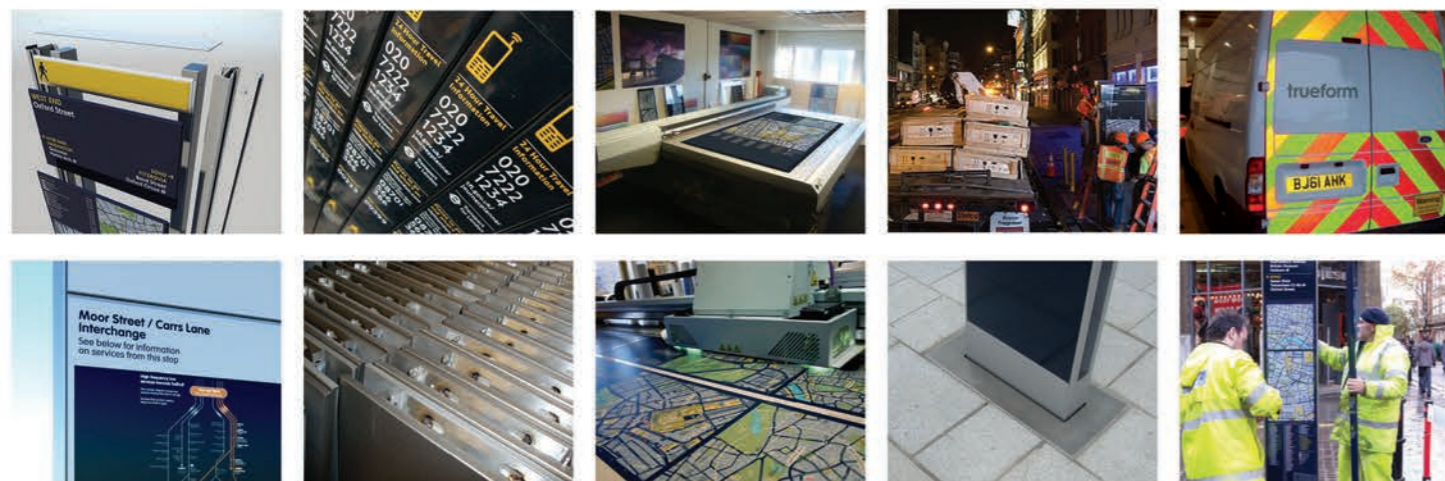
To facilitate this, Trueform can provide a range of nationwide installation services, including full civils, foundation, product installation and traffic management. We are also happy to work in collaboration with a groundworks contractor of your choice.

Our shallow foundation designs ensure installation in a wide range of pavement materials.

# 5

## Maintenance

We provide a range of cleaning and maintenance services to suit all requirements, including regular updates of mapping panel information and emergency response call out services 24/7.



HIGH MODULARITY  
& EASY MAINTENANCE

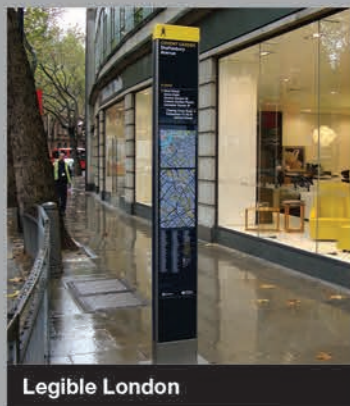
TURNKEY SOLUTIONS  
FOR CITY WAYFINDING

EXTENSIVE RANGE  
DESIGNED TO PERFORM

# ELIXIR WAYFINDING TOTEM

Part of an extensive wayfinding  
range developed to suit any city





Legible London



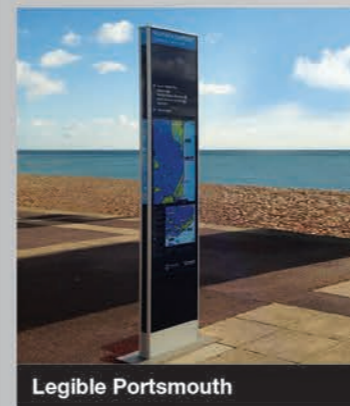
Legible Peterborough



New York Wayfinding



Cycle Super Highway



Legible Portsmouth



Legible Leeds



Southampton Wayfinding



Smart Column

# WHY WAYFINDING?

The benefits of wayfinding systems are now widely known and understood.

Many towns and cities throughout the World have introduced a wayfinding system and are enjoying the significant benefits. Trueform are the leader in wayfinding signage hardware and have supplied many of the World's leading towns and cities.

Wayfinding systems are the key to promoting walking to residents, commuters and visitors by helping them navigate around the city on foot. With user friendly, easy to use detailed maps showing which routes and directional path to take, wayfinding boosts local business and the economy by increasing passing trade and energising locations.

With significant health and environmental benefits, wayfinding encourages walking as an alternative method of transport, reducing congestion, greenhouse gas emissions, air pollution and creates cleaner cities and cleaner air.

Trueform can provide a wide range of contemporary, modern and historic designs to suit your own town or city.

## Key Benefits

- **Accessibility** - Making your town or city fully accessible to pedestrians, commuters and tourists
- **Promotion** - Quickly identifies routes, destinations and promotes your town or cities specific places of interest
- **Economy** - Boosts local business and the economy by increasing footfall and trade
- **Health** - Encourages walking and provides health benefits to all
- **Reduced Congestion** - Reduces reliance of other forms of transport and public transport
- **Environmental** - Reduces road traffic congestion, exhaust emissions and greenhouse gases
- **Air Quality** - Reduces air pollution and provides cleaner air
- **Safety** - Creates safe and welcoming environments by directing people to the right areas
- **Transport Links** - Enhances key routes in and around the city centre, promoting and linking public transport interchanges
- **Designs** - Range of contemporary, modern and historic designs available to suit your Town or City

## Anatomy of an Elixir Totem

### Side Panel

Robust 100mm x 12mm totem side plates available in a range of materials and finishes:

#### Available Options

- Anodised aluminium with silver, black or heritage bronze finish (*standard*)
- Aluminium powder coated in colour of your choice
- Stainless steel with satin polish
- Stainless steel with shot peen finish

### Optional extras

- Stainless steel polished lower panel
- Vitreous enamel mapping
- Engraving
- Digital display
- Solar power
- Back lit illumination
- North indicator on base



### Upper Panel

Low iron toughened glass with ceramic frit and reverse applied digitally printed exterior grade polyester media

### Mapping Panel

Low iron toughened glass with ceramic frit and reverse applied digitally printed exterior grade polyester media

Note: We work in partnership with the country's leading cartographers and wayfinding strategists who can develop a mapping system and graphics to suit your cities exact requirements.

### Robust Material

Available in a range of robust materials and finishes

#### Available Options

- Anodised aluminium with silver, black or heritage bronze finish (*standard*) with optional custom logo engraving
- Stainless steel with satin polish or shot peen finish
- Aluminium with powder coated finish in colour of your choice

### Base Trim

Optional decorative base trim in stainless steel material with satin polish or shot peen finish

