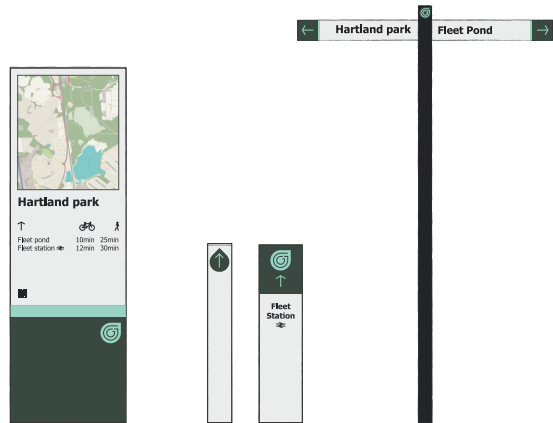
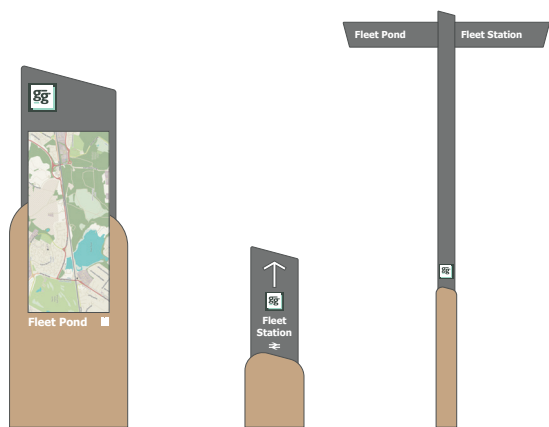


INITIAL DESIGN CONCEPTS

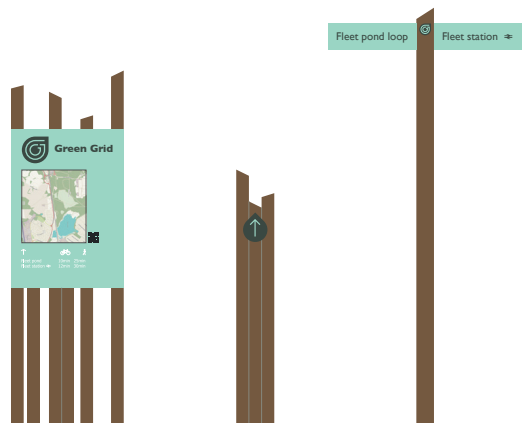
Original 4 concepts presented to project team.



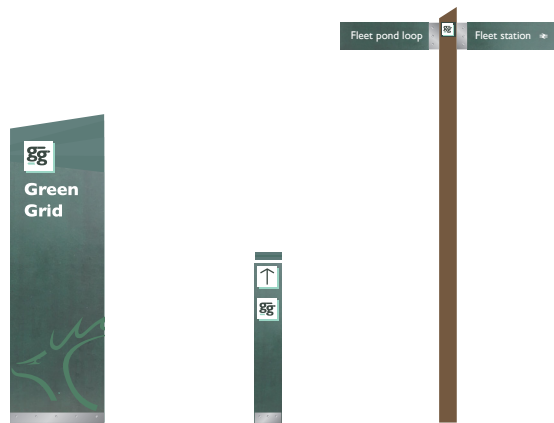
CONCEPT 1 BRAND INSPIRED



CONCEPT 2 MATERIALITY



CONCEPT 3 TIMBER INSPIRED



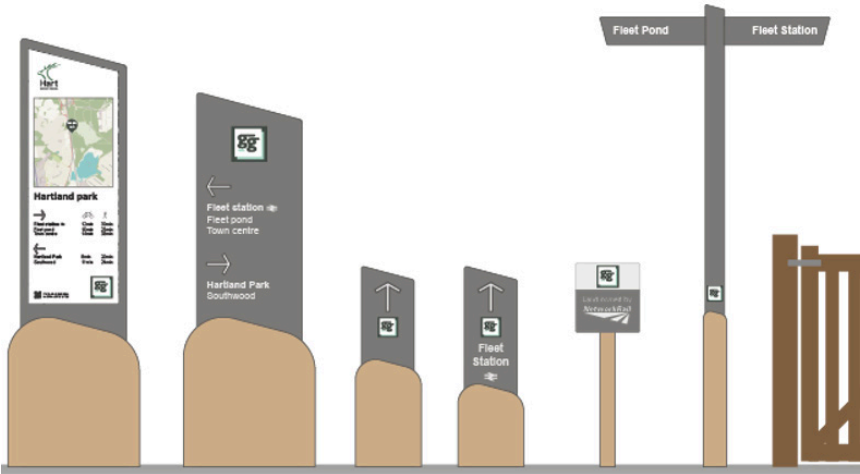
CONCEPT 4 RECYCLED MATERIALS

CONSULTATION STAGE CONCEPTS CARRIED FORWARD

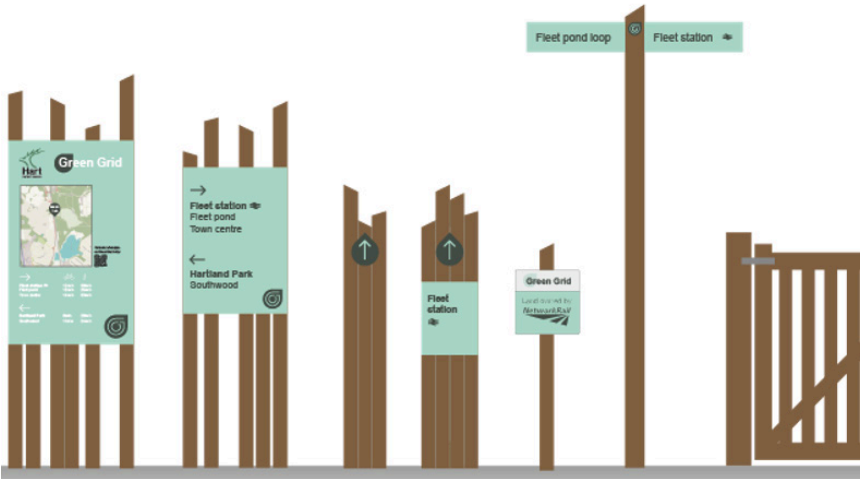
Prior to consultations the options were reduced to 3 after feedback that the recycled concept would be challenging to gain approval to install on Highways.



CONCEPT 1 BRAND INSPIRED



CONCEPT 2 MATERIALITY



CONCEPT 3 TIMBER INSPIRED

DETAILED DESIGN CONCEPTS FOR APPROVAL

At the consultations there was a split of opinion across all 3 concepts and a suggestion that brand and timber could work together. They have been merged to create a concept that has signs best suited to urban or rural environments.



FINAL CONCEPT A BRAND & TIMBER COMBINED



FINAL CONCEPT B MATERIALITY