

# **Direct/Guide/Show Making Southampton legible**

**A Southampton Legible City publication designed and produced by City ID on behalf of Southampton City Council and Southampton Partnership.**



## City information and communication system

Southampton Legible City is a city information and communication system. It aims to improve the image, identity and user experience of Southampton for the benefit of residents, businesses and visitors and for developers looking to invest in the city.

A new range of products and services are proposed, linked by a specially commissioned visual identity. The new identity has been designed to enhance and market the city and improve the quality of streets and spaces. At the same time it will make it easier to move around, promoting active travel and healthy lifestyles.

This book introduces you to the project, explaining how it has been developed and how it will evolve in the future.





### Regenerating Southampton

On-going regeneration schemes are dramatically changing the face and fabric of Southampton. This transformation is evidence of a change in attitude and a stronger belief in the city's future and its potential to lead the South of England region forward.

Southampton Legible City, developed to its full extent, will help deliver the city's vision. The project will highlight the city's assets, revealing the special character of its areas as places to shop, relax, meet and play. By creating pedestrian-friendly places, people will be encouraged to explore on foot and to spend more time outdoors, supporting the local economy and creating safer streets.

Southampton Legible City will help connect and integrate transport and movement and the city's destinations and attractions, promoting Southampton's businesses and improving the everyday experience of the city for everyone.



## Meeting people's needs

The role of information is changing. Increasingly, people look for more personalised and tailored information to suit their needs.

Improving the experience of getting around the city is not only for visitors – residents and businesses will also benefit from high quality products and services that improve everyday journeys.

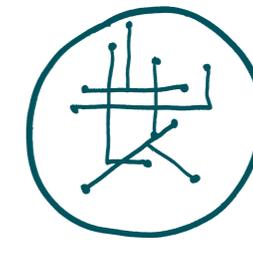
Southampton Legible City has been developed with a clear understanding of user needs. Thanks to extensive research and testing, a set of user-centred products will deliver relevant information at every stage of the journey. The system has been designed to work at different levels – meeting the needs of those who need to get from A to B quickly as well as those that wish to discover and explore the city's hidden assets.

Southampton Legible City will provide information products and services that meet the needs of different audiences.



### Direct

Sometimes people need to know the quickest, easiest way from A to B – a business visitor late for an appointment or passengers meeting a cruise ship.



### Guide

Sometimes people need information that will guide them and help them make the most of their time – a local family Christmas shopping or a day trip to discover the historic city.



### Show

With more time, people need information to help them explore and discover the city themselves – a new resident or a local family wanting to be more active.

The illustration shows the potential range of products and services that will be developed to meet user needs and deliver information at each stage of the journey.

### Pre-journey Planning

Where is Southampton?  
 How do I get there?  
 Where can I park?  
 What is there to see and do?  
 Where should I stay?



### Arrival Orientation

Where am I?  
 Where's my destination?  
 How far is it?  
 Where can I get information?  
 Which way from here?



### Joining up the journey

Products and services will be delivered through all channels – web, mobile, print, signs and people. They will span the complete journey from the moment you search 'Southampton' online and plan your journey, through to your arrival, getting around the city and finding and enjoying your destination.

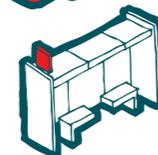
### Getting around Direction

Which way now?  
 What's the quickest way?  
 Is this the right road?  
 How long will it take?  
 Where are the nearest toilets?



### Interchange Planning

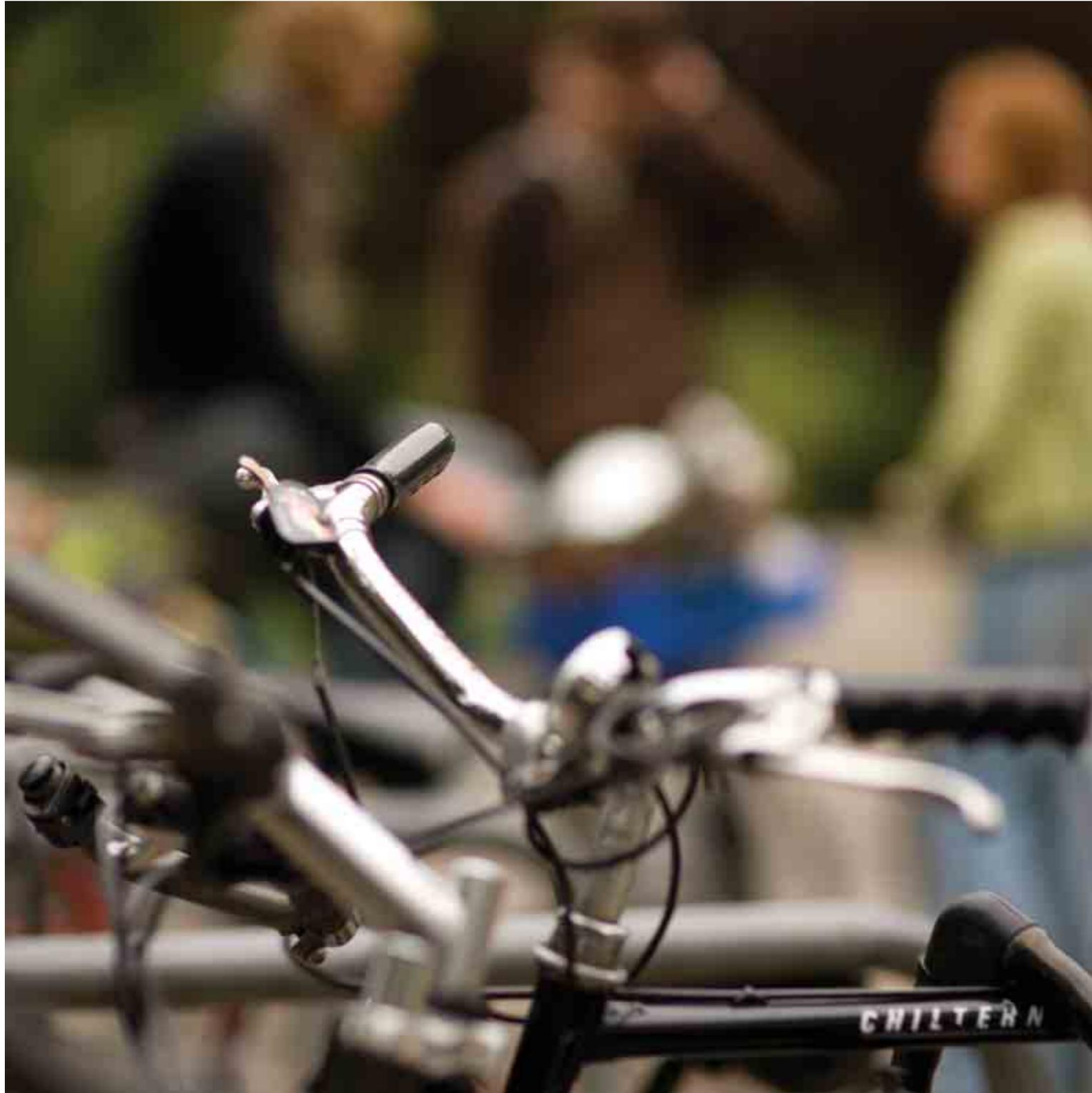
Can I catch a bus from here?  
 When will the bus arrive?  
 How long will it take?  
 How far is it from the bus stop?  
 When's the last ferry?



### Destinations Finding

What's nearby?  
 How old is this building?  
 Where are the toilets?  
 Is there a chemist?  
 When do the shops shut?





## Promoting active travel and healthy lifestyles

**“An active lifestyle is key to improving and maintaining health. However, at present only 37% of men and 24% of women are sufficiently active to gain any health benefit. The challenge we now face is to encourage more people to become more active.”**

Choosing Activity: a physical activity action plan, Department of Health

**Southampton Legible City will encourage a more active lifestyle – promoting walking, cycling and other sustainable forms of transport.**

**Creating a healthier, more active nation is a priority of Government at national, regional and local level.**

**Southampton Legible City will deliver products and services that support Active Southampton and its promotion of sports and leisure facilities, programmes and events. This in turn will help to build stronger, safer communities, developing the skills of local people and meeting the needs of children and improving health.**



## Building the Southampton brand

Confident/International  
Bold/Dynamic  
Iconic/Memorable  
Legible/Functional  
Quality/Distinctive  
Intuitive/Playful  
Unique/Innovative

Southampton's brand is designed to help people understand what is special about the city, and what to expect from it as a place to live, work, visit, learn and do business in. By communicating with local, regional, national and international audiences in a distinctive, consistent and inspiring way, the brand will shape people's perceptions of the city and positively contribute to its future success.

A unique visual identity has been developed for Southampton Legible City that supports the Southampton brand and the Southampton Vision 2026.

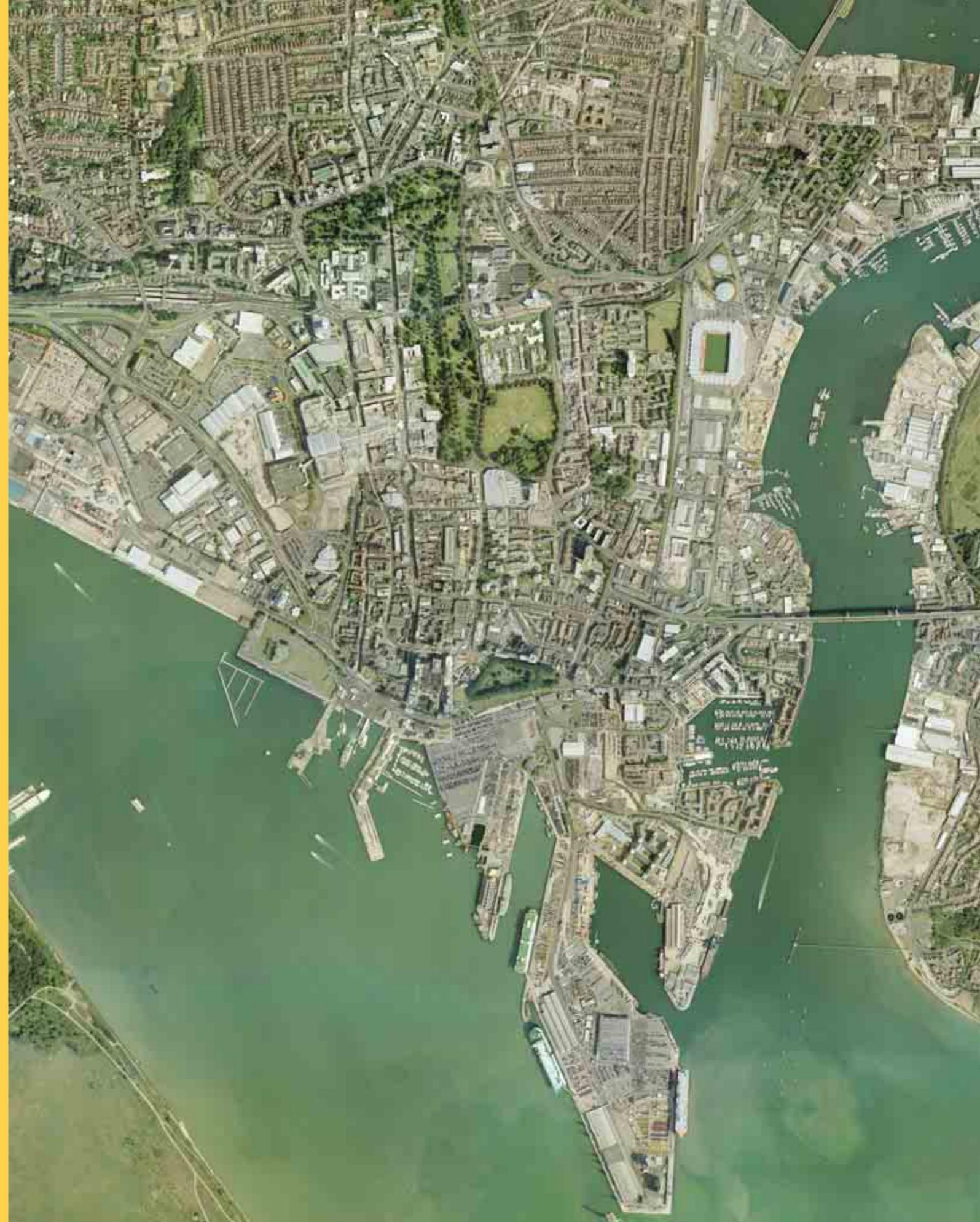
The visual identity captures the spirit of Southampton and is inspired and informed by the city's past, present and vision for the future. It is underpinned by a set of values that will inform how graphics, mapping, products and streetscapes are designed and delivered. The result will be a set of high quality, innovative products and services that speak of the city.

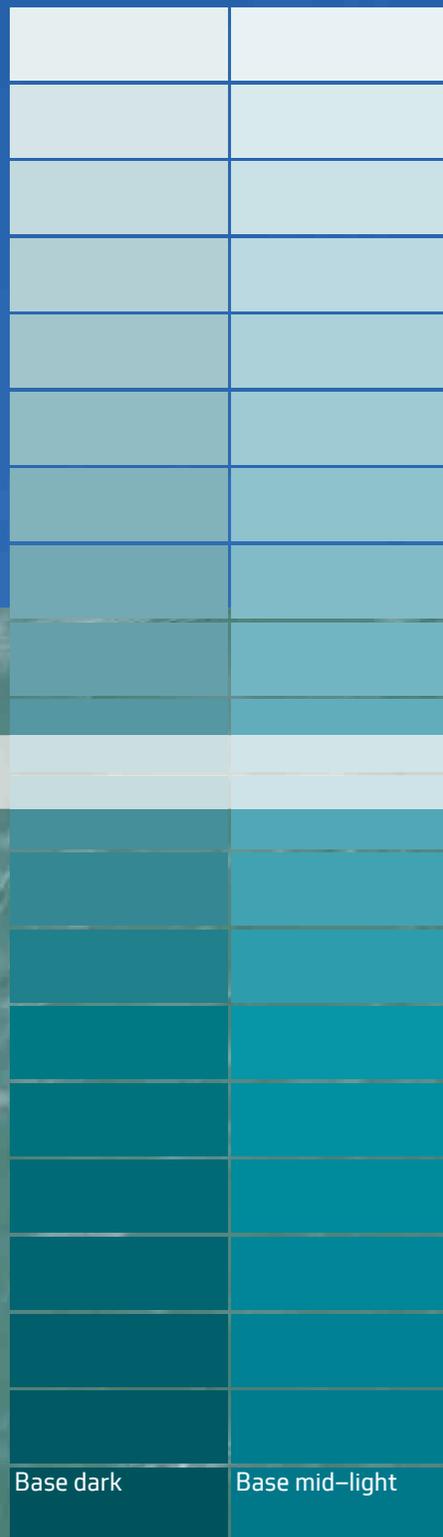
## Building the system

The products and services to be delivered as part of Southampton Legible City require a design resource consisting of elements – materials, colours, graphics, data, cartographic bases – to help build a robust and extendable system. Unique design elements will ensure products are fit for purpose and that the system is easy to manage and maintain. It will be a cost effective means of delivering products and services that are owned and managed by the city and its partners.

The design elements have been created as a reflection and celebration of the colours, shapes, textures, landmarks and materials found in the city, reinforcing a sense of place and supporting the Southampton brand.

Colour  
Typography  
Pictograms  
Shape  
Routes  
Illustration  
Texture  
Data  
Cartography





Hospital blue

Parking blue

Heritage brown

Transport red

Shopping and leisure

Feature highlight

Open space green

Activity orange

Tree green

Grass green

A base colour palette has been inspired by the light, water, parks and fabric of the city. Highlight colours have a function in representing the features of the city helping to distinguish types of information such as transport, heritage, shopping and leisure.

Each colour has been carefully tested for consistency across different materials and for levels of contrast for legibility.



ABCDEFGHIJKL  
abcdefghijkl  
0123456789

Unique typefaces have been designed exclusively for Southampton.

Southampton Display echoes the super graphics of the city's container and shipping industries. Designed to be used at scale and read from a distance, it is the more characterful, extrovert member of the family of typefaces that are highly legible and fit for purpose. In development the typefaces have been tested and verified by the Department of Typography and Graphic Communication, University of Reading and the Royal National Institute for the Blind.

An integrated pictogram set has been designed to work with the visual form and character of the typefaces. The pictograms are fit for purpose, intuitive and legible. The symbols have undergone extensive user testing to ensure high levels of recognition.

Southampton Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvxyz**  
**0123456789**

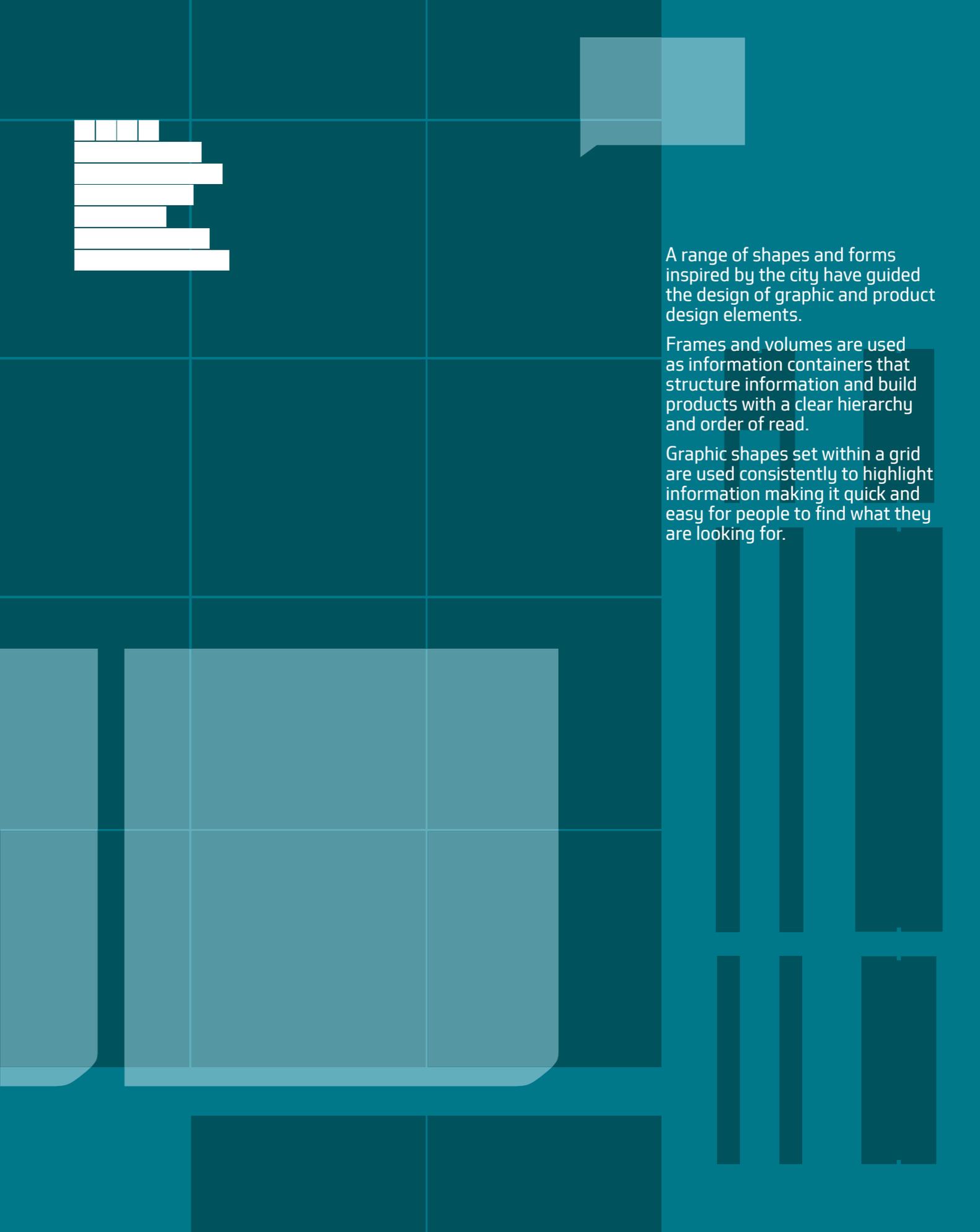
Southampton Medium

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvxyz**  
**0123456789**

Southampton Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvxyz**  
**0123456789**





A range of shapes and forms inspired by the city have guided the design of graphic and product design elements.

Frames and volumes are used as information containers that structure information and build products with a clear hierarchy and order of read.

Graphic shapes set within a grid are used consistently to highlight information making it quick and easy for people to find what they are looking for.

Storytelling Week

rainforests. Visit The Hawthorns (B5) to find out more.  
[www.worksmart.org.uk](http://www.worksmart.org.uk)  
[www.defra.gov.uk](http://www.defra.gov.uk)  
**Also this month**  
 St Valentine's Day  
 UNICEF Day of Change

**No Smoking Day**  
 If you're thinking of quitting, a walk around the Common is a great way to get some fresh air and feel fitter.  
[www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)

**8.00pm 12°C**  
 Average sunset Average maximum temperature

**Annual Turn Off TV Week**  
 Turn off your family watches TV, take them out of the room for a walk or a run in the area.

**Month of Health Day**

**May**  
**National Summer Walk to School Week**  
 With the weather getting warmer, there is no better time to enjoy the benefits of walking, cycling or scooting to school.  
[www.walktoschool.org.uk](http://www.walktoschool.org.uk)  
**National Wildlife Week**  
 Celebrating the diversity of the UK's natural heritage and raising awareness of conservation areas.  
[www.wildlifetrusts.org](http://www.wildlifetrusts.org)  
**Also this month**  
 May Day Holiday  
 BBC Springwatch

**June**  
**National Bike Week**  
 With hundreds of events around the UK, this event promotes cycling as a source of fitness and fun. Dust your bike off and take it out on the Common.  
[www.bikeweek.org.uk](http://www.bikeweek.org.uk)  
**National Insect Week**  
 Visit The Hawthorns to find out more about our local and wonderful creatures on Southampton Common.  
[www.nationalinsectweek.org.uk](http://www.nationalinsectweek.org.uk)  
**Also this month**  
 Father's Day  
 National Badger Day

**9.10pm 21°C**  
 Average sunset Average maximum temperature

**Life**  
 The most event of its kind in the city. In Southampton, hundreds of women take part in the Race for Life for charity. Sign up to join in the Race for Life on the Common.

[www.raceforlife.org/findanevent](http://www.raceforlife.org/findanevent)

**Month of Health Day**

**August**  
**Gone fishing**  
 Adults and children are welcome to come along to a free fishing event at the Ornamental Lake (B3) to learn how to fish.  
 Fishing season: June 16 to March 14  
[www.southampton.gov.uk/whatson](http://www.southampton.gov.uk/whatson)  
**August Fair**  
 This long established fair on Southampton Common features many exciting rides as well as a traditional Bank Holiday market.  
[www.southampton.gov.uk/whatson](http://www.southampton.gov.uk/whatson)  
**Also this month**  
 Football Season starts  
 Southampton Over 50s Festival

**September**  
**World Car Free Day**  
 Leave the car at home and walk with the kids to the children's play area.  
[www.worldcarfree.net](http://www.worldcarfree.net)  
**Cemetery walks**  
 Friends of Southampton Old Cemetery organises walks and trails through the cemetery.  
[www.fosoc.org](http://www.fosoc.org)  
**Also this month**  
 Autumn Equinox  
 World Heart Day

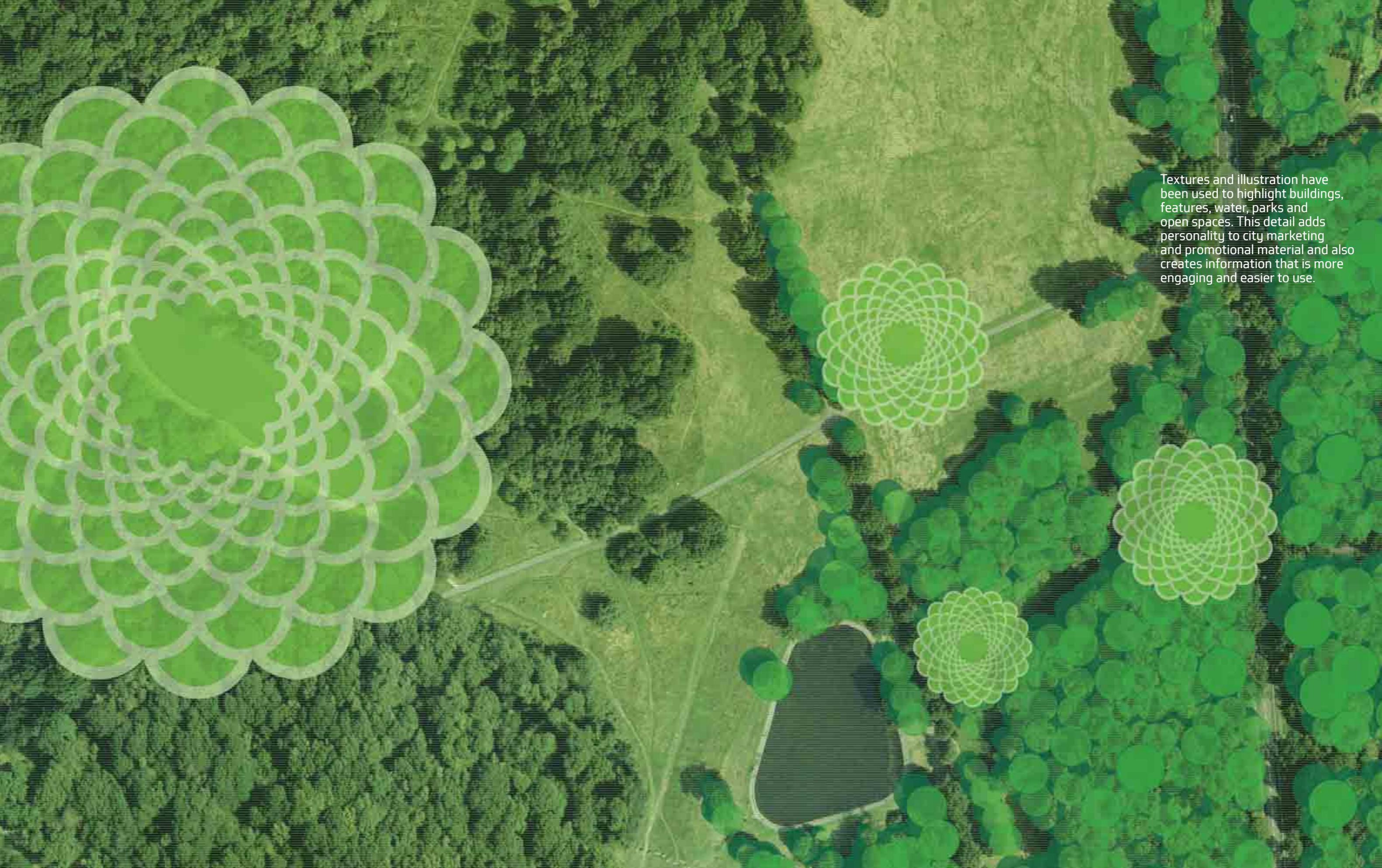
**5.40pm 15°C**  
 Average sunset Average maximum temperature

**3hrs 4.20pm 11°C**  
 Average hours of sunshine Average sunset Average maximum temperature

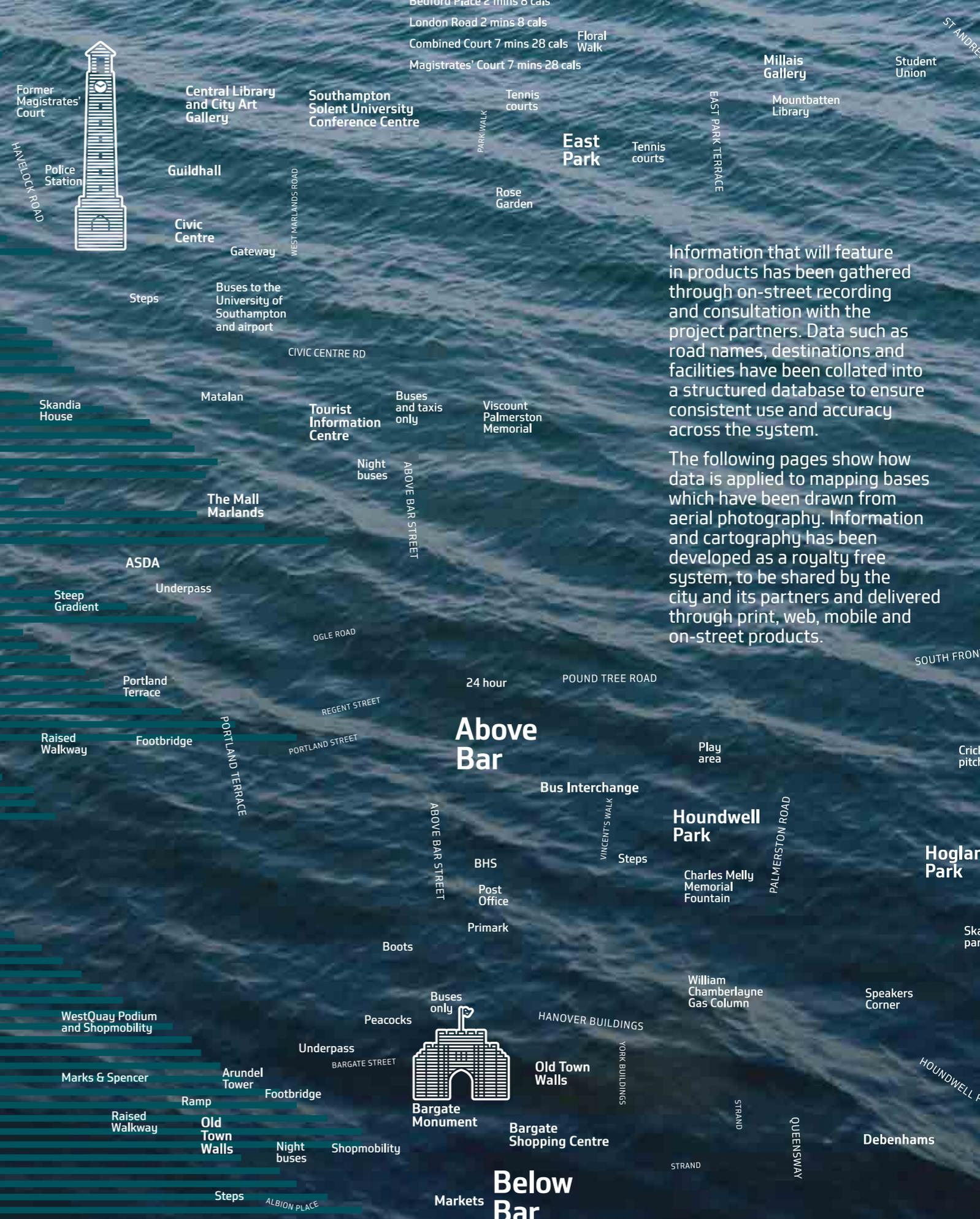
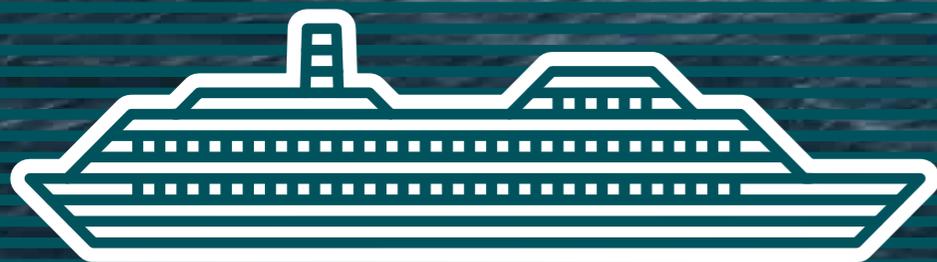
**2hrs 4.05pm**  
 Average hours of sunshine Average sunset

← Detail from Southampton Common free map and guide





Textures and illustration have been used to highlight buildings, features, water, parks and open spaces. This detail adds personality to city marketing and promotional material and also creates information that is more engaging and easier to use.





**COMMERCIAL ROAD**  
London Road 2 mins 8 cal  
Combined Court 7 mins 28 cal  
Magistrates' Court 7 mins 28 cal

**Central Library and City Art Gallery**  
Open Monday to Friday 9.30am to 7pm.  
Saturdays 9.30am to 4pm.  
Closed Sundays.

**Southampton Solent University Conference Centre**

**East Park**  
Tennis courts  
Rose Garden  
Putting green

**Palmerston Park**  
Bandstand

**Marlands**  
High street stores. Open Monday to Friday 8.30am to 6pm.  
Saturdays 10.30am to 5.30pm.  
Thursdays until 7pm.

**WestQuay**  
100 stores with cafés and restaurants. Open Monday to Saturday 9am to 6pm.  
Sundays 11am to 5pm. Late night Thursdays until 8pm.

**Above Bar**  
Central shopping area, partly pedestrianised with well known high street shops, as well as cafés and bars.

**Bargate Monument and Old Town Walls**  
Guided walks of the Old Town Walls start here every Sunday 10.30am.

**Below Bar**

**Southampton Solent University**  
East Park Terrace campus.  
Free entrance to Millais Gallery exhibitions.

**Other locations and features:** Former Magistrates' Court, Police Station, Guildhall, Civic Centre, Gateway, Steps, Buses to the University of Southampton and airport, Skandia House, Matalan, Tourist Information Centre, Night buses, The Mall Marlands, ASDA, City-link, Underpass, Steep Gradient, Portland Terrace, Footbridge, Regent Street, Portland Street, Portland Terrace, Above Bar Street, Ogle Road, Pound Tree Road, Vincent's Walk, Houndwell Park, Charles Melly Memorial Fountain, William Chamberlayne Gas Column, HANOVER BUILDINGS, YORK BUILDINGS, Old Town Walls, Bargate Shopping Centre, Debenhams, Markets, Albion Place, Strand, Queensway, Houndwell Park, Speakers Corner, Hoglan Park, South Front, Winton Street, Play area, Cric pitch, Skia park, Reception, Millais Gallery, Mountbatten Library, Student Union, RSH Hospital 5 mins 20 cal.



Taxi

Titanic Engineers Memorial

Rock garden

The Queen's Peace Fountain

The Park House

Brunswick House

**P** Kings Park Road

Citizens Advice Bureau and Relate

Edmund Kell Unitarian Church

Taxi  
After 8pm

**You are here**

  
**Bedford Place and London Road**  
Local independent shops and cafés. Wide choice of pubs, bars, restaurants and clubs.

# Bedford Place

**P** Salisbury Street

Salisbury House

Post Office

Taxi

Supermarket

**P** Bedford Place

Chemist

Central Baptist Church

Henstead Court

Thorners Court

Bedford House

Wilton Manor

Kilgraston House

This map section is shown at the actual size it is displayed on street. The mapping has been through a process of user testing and has been assessed by the Royal National Institute for the Blind.

## A new generation of products and services

Southampton Legible City will deliver products and services through multiple channels of communication that are accessible and of the highest quality.

The following pages set out a range of potential products and services that will be delivered as Southampton Legible City develops. The products are structured by journey stage to illustrate the sense of continuity that will be experienced by residents and visitors from the start of their journey through to their destination and return home.

The proposed range of products and services will have physical and visual features that ensure they meet the needs of the user at every stage of the journey.

Easy to locate  
Easy to navigate  
Easy to use  
Easy to understand  
Just what you need  
Just when you need it  
Just for you

