

Southampton Legible Cities & Networks

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Aim of Southampton Legible City....

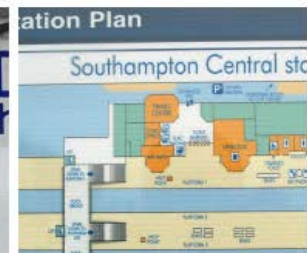
The aim is to develop a **city communication system** that is of outstanding quality, is easy to use and speaks of the city.

Southampton Signage 2006

Train station

Mixed messages
Poor sense of arrival

Mixed identities
Confusing directions



Southampton Signage 2006

Direction signs

Multiple messages
No consistency

Pedestrian wayfinding systems



Southampton Signage 2006

Bus liveries

Not intuitive
Dated

Confusing
messages

Transport
systems



Audience & User Needs

“Which is the
quickest way?”



Tell me



Audience & User Needs

“What are
the choices?”

Show
me



Audience & User Needs

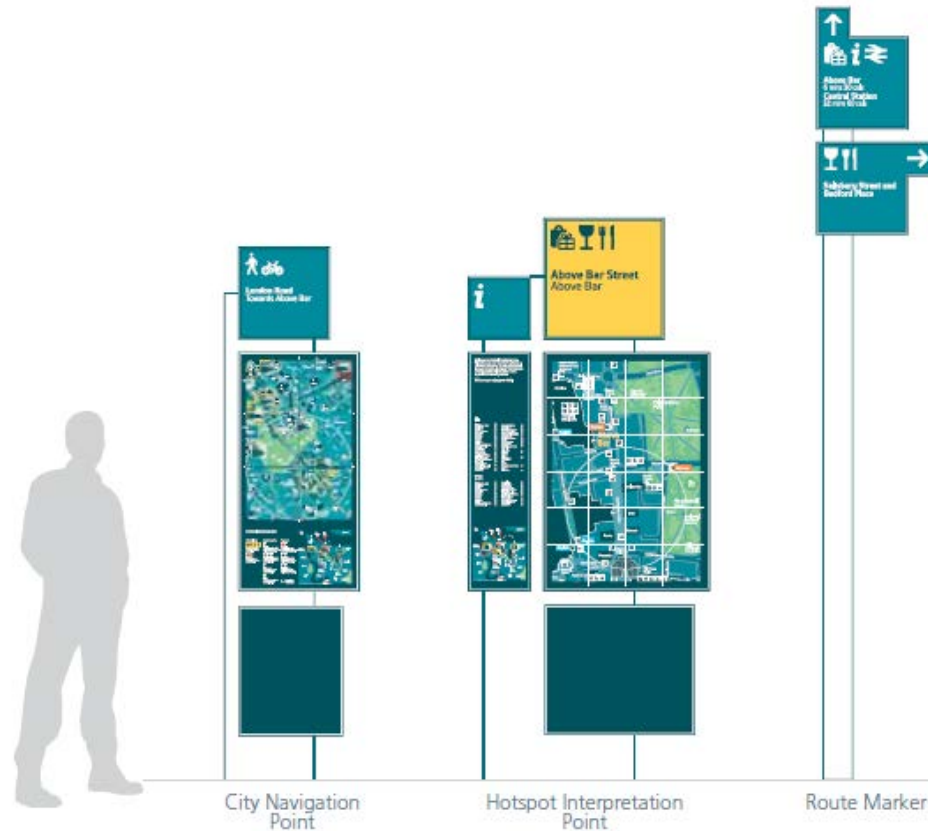
“Let me explore”

Involve
me



Legible Cities Phase 1

Phase 1 Design

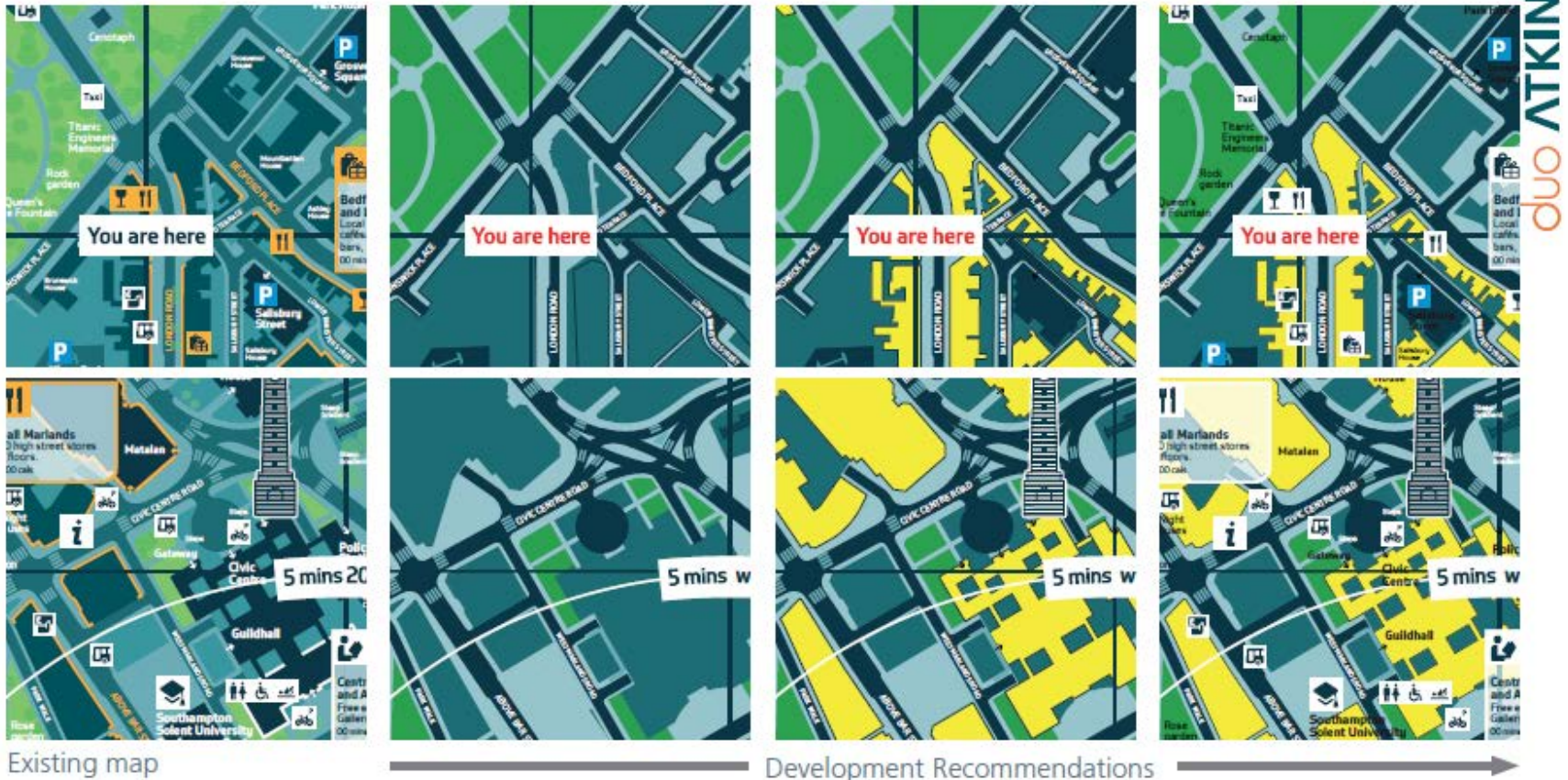


Legible Cities Phase 1 - Signage

dup



Phase 1 Review- Colour Identity



Existing map

Development Recommendations

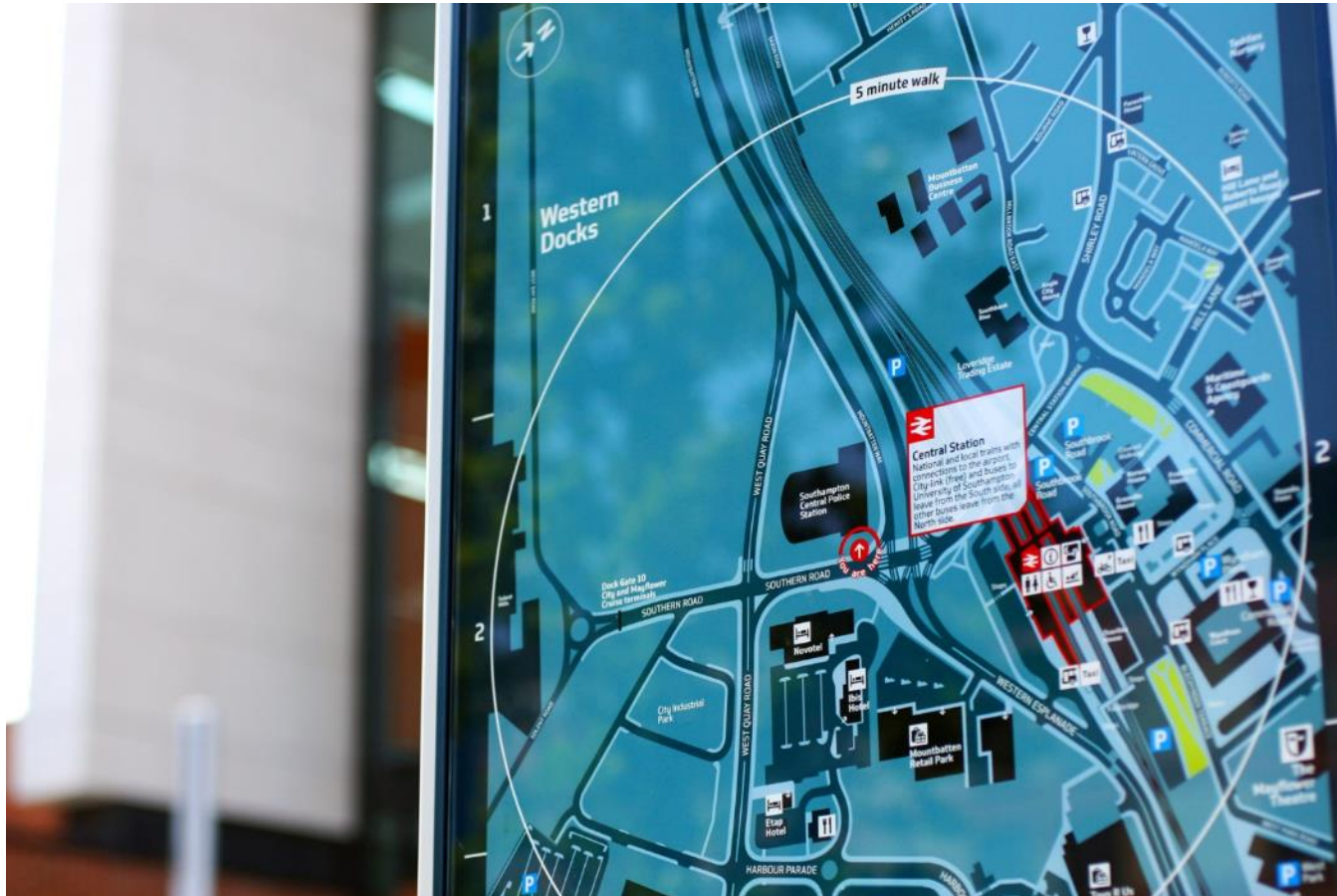
Phase 2 Signage



Phase 2 Signage



Phase 2 Signage



Legible Network Expansion

