

Course Signage

In order to fulfil the requirements of usability, clarity and identity, I have designed a signpost that takes the established, recognisable 'fingerpost' format but given it an equestrian flavour.

I have tapped into the knowledge the equestrian community have surrounding the directional rules of the sport. Red and white flags are positioned either side of an obstacle to tell the rider which direction they are to jump it; red to the right, white to the left. For this reason, the sign is styled to look like these flags. In this instance, the red and white reinforces the message telling the spectators which direction around the course; clockwise or anti-clockwise, that they have to go to reach the highlighted fence and facilities.

As these signs have to be positioned out on course for a week prior to the event and during the five days it's running, they need to withstand windspeeds and large crowds of people. However, as the venue reverts to parkland shortly after the event finishes, they also need to be temporary, portable and easy to store for the following year.

The posts are anchored into the planter using a base plate. These planters are cast in concrete to keep costs down and clad in Cotswold stone which is the primary building material in the area.

The signboards measure 1080mm in length, though 1000mm is the visible part, the rest is slotted into the screw and bracket system which fixes them to the post. They are also 350mm high and 25mm thick. The typeface is 'Warnock Pro Regular' set to 230pt for the fence names while the numerals are set in 'Warnock Pro Semibold Display' at 730pt. The signboards are fixed to the pole using a screw and bracket system.

The foliage serves to hide the ballast in the planter but also ties in with the aesthetic iconography of the sport where obstacles are frequently decorated.

