

VISIONS FOR NORTHOLT

HIGH STREET SIGNAGE COMPETITION!

(AGES 12-18)

THE BRIEF

Hello!

Thank you for your interest in Northolt's High Street Signage competition!

This is a competition for local schools and young people to submit their ideas for signage and wayfinding on Northolt's High Streets. Winning entries will be developed into temporary wayfinding in collaboration with local creatives, giving you the power to transform your local area and celebrate your favourite places in Northolt.

All entries will be judged and some of the best designs will be selected to be taken forward to be painted, printed or built and temporarily placed within Northolt by Autumn of this year!

WHAT DO YOU MEAN BY 'SIGNAGE AND WAYFINDING' ?

Signage and wayfinding help people to find out about and move about their local area.

Signage could give people directions to a particular place. It could also provide some helpful information. Signage can also be used to tell people about the history and stories of a place.

Signs are around us everywhere! Signs come in lots of different shapes, sizes, languages, materials, and colours. We have provided some examples.

WHAT SHOULD MY SIGN SAY?

You tell us! We want to hear about your favourite places to visit and use in and around Northolt's High Streets. This could be a shop, cafe, nearby park, library, leisure centre, playground or even the station, a bus stop or cycle parking.

SO, WHAT DO I NEED TO DO?

We would like you to create a drawing or model of a wayfinding idea that you have. Remember, wayfinding could be anything from a banner to a sculpture! Once you have this, take a high quality picture and fill out the form attached, describing your idea, where in Northolt it should be placed and what is unique about your wayfinding design.

GREAT! WHERE DO I SEND MY DESIGN?

Once you have a picture and your form filled out, send us your entry with your name, age and email address to Visionsfornortholt@ealing.gov.uk

If you are applying via a school or you are under 18, please provide your teacher's and/or guardian's contact information.

~~Deadline for entry is 5pm 20th May.~~

DEADLINE EXTENDED TO 5PM 30TH JUNE!

Have fun and good luck!

EXAMPLES

Here are a number of examples of wayfinding that you could use for inspiration. You could think about creating something new or enhancing something that already exists!

You can also design more traditional signage or banners!



Sculpture on Kensington Road near Northala fields



Colourful Crossing outside Northolt station?



Painting bike parking, bins or planters near shops on church road



A number of fabric banners around local parks? What would they say?



Colourful fencing to show access to canal



Painting of existing signage? Adding more directional signage?





IMAGE OF YOUR IDEA HERE!
(OR ATTACH SEPARATELY TO YOUR EMAIL)

TELL US ABOUT YOUR IDEA:

WHERE IN NORTHOLT SHOULD THIS DESIGN BE PLACED?

NAME:

AGE:

EMAIL:

SCHOOL:

LETS TALK BUDGET VS VALUE

Each winning project will have a budget of around £1000 to create and install your idea but no matter how much your idea costs, what is most important is the value that it brings to Northolt. Use this sheet to breakdown roughly what you think your project will cost to create and explain what you think the added value that your project will bring to your neighbourhood.

List the materials needed to create your idea:

-
-
-
-
-
-

Share with us how much you think it would cost to make and install your idea.

Share with us what added values your project idea brings.
Does it share useful historic information about the area?
Create a sense of fun and joy where there is little colour?
Is it promoting a social cause?

QUESTIONS?

Feel free to send over any questions you may have to
Visionsfornortholt@ealing.gov.uk

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