

# ABOUT INTERPRETATION PANELS

## About Interpretation

This paper acts as an introduction to commissioning external interpretation panels. It covers artwork & design considerations, issues to think about in the design process and what size panel is appropriate. Sign materials and fixing structures are also considered.

Shelley Signs have extensive experience—please do call to discuss your project. We are happy to share our knowledge!

## Your Artwork

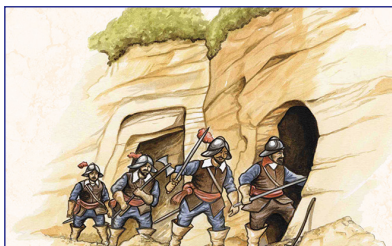
If you have a preferred graphic designer we are happy to work from your own digital artwork. Files can be uploaded to us electronically and we will send you a paper proof, normally half size, so you can do a last check of the design, layout and colours. It is surprising how often small grammatical errors are not spotted on the screen or an A4 proof but can't be missed at size or half size!



Interpretation panel in oak lectern



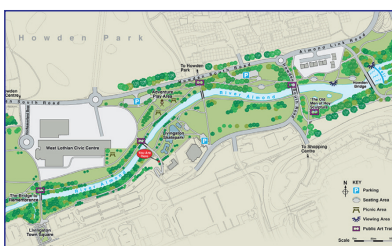
Natural history illustrations



Historical watercolours



Archive images



Maps

## Shelley Design

Shelley Signs have a full in-house design team who specialise in interpretation design. A chat through your requirements often helps but we can get involved at whatever stage suits you. As an introduction:

- **Component parts.** You can supply any combination of final text, illustrations, pictures, graphics and maps for Shelley to pull together into an attractive design. If you have a clear idea of the proposed layout please let us know. Otherwise, leave our creative team to do their job!
- **Natural History Illustrations.** Many clients can provide a list of species that may be seen in their open space but can't provide the images. At Shelley we have a large library of both watercolour illustrations and photographs. If you have a preferred style let us know and give us the list. If you use us for design & manufacture we don't charge extra for these illustrations.
- **Historical & Archaeological Illustrations.** We work with a number of specialist illustrators and can create images for you. These would be priced as part of a quote and after we have discussed your requirements.
- **Archive Images.** Old black and white photos or postcards can be a real asset to interpretation design. Visitors love seeing them they create an evocative feel to the sign, tell a story and also print really well.
- **Maps.** We can work from your own electronic artwork for maps or can create artwork for you. Design styles can vary from simple park or town maps to complex bird's eye view illustrations. Please call to discuss.

The illustrations above show examples of Shelley wildlife illustrations, historical images and a simple map. Also illustrated is an archive image. Our detailed [Design Service](#) leaflet can be downloaded.

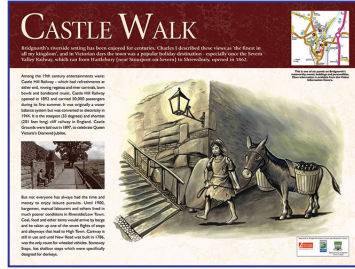
## Design Style

It is easy to squeeze too much onto a panel and takes discipline to create 'less'! We strongly recommend that an interpretation panel should be seen as an introduction to the subject—use leaflets and websites for more detail. A target of 250 words is engaging for visitors and with great quality illustrations allows an interesting design to be created.

A well thought out panel should be relevant to the location, reveal something interesting and provoke a reaction in the audience. Can you help visitors think or see something differently? High resolution files of these good examples can be downloaded by clicking on the name.



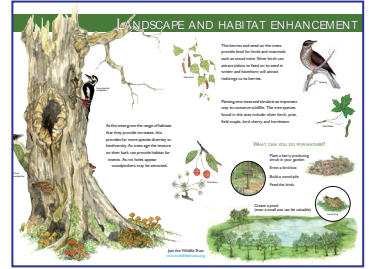
[Broxbourne Council](#)



[Castle Walk](#)



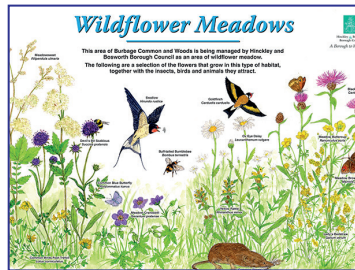
[Stonebridge Park](#)



[Landscape & Habitat](#)



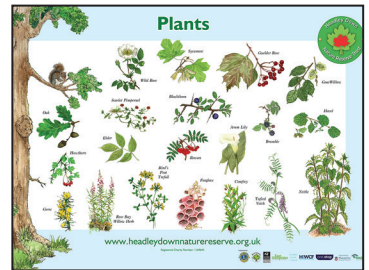
[Old River Dove](#)



[Wildflower Meadows](#)



[Culm Head Airfield](#)



[Plants Identification](#)

## What Size Panel

Panel size will depend on content and the site specific location. The most popular size is A1 (841 x 594mm), but panels can be any size and some clients prefer a series of smaller panels with each one covering a theme.

As a guide to sizes the Totnes Garden Trail is an A1 size panel, the Wildflower Border is A3 size on a single leg lectern. By contrast the Rapid's sign was 450 x 1200mm and mounted in a substantial oak structure.



GRP sign in vertical oak frame



A3 single lectern



GRP sign in oak monolith

## What Material

At Shelley Signs we print and produce panels in-house which gives us total control over the process. Our Mimaki printer offers exceptional print quality, vibrant colours and clear text. Finished with our Encapsulated Glass Reinforced Plastic (GRP) process the finished sign is robust and durable—graffiti can be easily cleaned, colour fastness is excellent with a 10 year warranty against fading. Please request a sample.

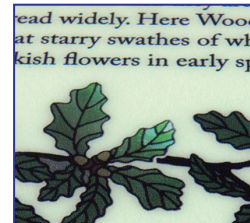
The examples below show our printer in operation as well as giving examples of text and colour reproduction qualities. Gauge boards are produced in the same GRP material and are evidence of how durable and robust the material is.



In-house printing



Gauge boards



Text quality



Vibrant colours



Cleaning graffiti

## What Fixings

The fixing structure is an important part of the overall panel design with an attractive frame, appropriate for the surroundings, helping to enhance the display. The most popular options are powder coated aluminium and oak lectern frames but Shelley offer a wide variety of [standard frames](#) and also produce bespoke frames to order.

Oak will weather down over time to develop a silvery sheen while the powder coated options will be stable. Traditionally Oak is used in rural settings and metal in urban locations—we advise clients to select the most appropriate framing option for the site from an aesthetic view.



GRP sign in oak lectern



GRP sign in aluminium lectern



GRP sign in oak lectern

## Location

Location is an important consideration—ideally an Interpretation panel will be located with hard standing and in an area where people stopping to read it will not block other visitors. Panels will be easier to keep clean if they are not located under trees.

## Installing

If you are planning and budgeting for an Interpretation Panels project don't forget the installation cost. Most of our clients arrange installing using local teams or volunteers but Shelley do offer an install service and can quote accordingly.



GRP sign with noticeboard and pitched roof shelter



Internal wall graphics



Tactile interpretation



Sandblasted timber

## How to Order

For most clients we prepare a formal quotation—this will cover information about size, quantity, who is preparing the artwork & what fixings are required. You can email this information or call us on 01743 460996 to discuss. We can accept instructions to proceed by email and normally raise an invoice when the signs have been despatched.

## Useful Links

Please follow these links to download more detailed pages and information or visit [www.shelleysigns.co.uk](http://www.shelleysigns.co.uk) Please also call to discuss your project, we are always happy to chat through options and ideas.

- [Budget Prices](#)
- [Artwork & Design](#)
- [Materials](#)
- [Framing Options](#)
- [Finger Posts](#)
- [Notice Boards](#)