

AINA CASE STUDY

THE WAY FORWARD

Design guide: Chesterfield Canal



A logo was chosen to be simple, easily reproduced and effective in various sizes and materials

A comprehensive approach to a waterway's image and identity

The Chesterfield Canal Partnership, made up of local authorities and agencies with an interest in the restoration and development of the waterway, established a Design Standards Group to identify ways to promote the canal through materials, signage and site furniture. A thorough Chesterfield Canal Guide was produced which presents ideas for example interpretation, way marking, mileposts and publications.

A logo was developed to help strengthen the identity of the canal, the towpath and the wider partnership. It was requested that all members use the logo on presentation documents and promotional materials such as booklets and leaflets. The logo was derived from the original canal company seal and incorporates elements from the coats of arms of both Chesterfield and East Retford. It was designed to look both distinctive and relevant and its shape was chosen in order that it could lend itself to use on a typical way marker arrow.

Included in the guide are specifications for signposts, milestones, fencing and wheelchair and motorcycle barriers. Useful checklists are provided in relation to corporate signage, information boards and signs for boaters and anglers. And users are asked to consider a simple question: "Do you think the sign is really necessary?"

The design guide also looks at towpath surfacings, and recognises that the canal passes through five natural areas; coal measures, southern magnesian limestone, Sherwood, Trent Vale and the Humberhead Levels. The guide stresses that path construction requires careful consideration to ensure local characteristics are respected, and suitable materials should be chosen to reflect underlying geology.

Graphics material is provided on CD and a range of leaflets are presented to show how circular walks and activities can be attractively presented with a combination of maps, illustrations and images.

The Chesterfield Canal Guide shows how a comprehensive approach to design can help develop a strong contemporary identity which reflects past, present and future.