Design Principles for Signage and Interpretation in Broomfield Park

1. Positive, Welcoming Tone

- Use language that encourages and informs rather than instructs or punishes.
- Promote respect for the park by nurturing a sense of shared ownership and community care.

2. Accessibility for All

- Ensure signage is easy to read, with clear fonts, good contrast and appropriate sizing.
- Position signs at accessible heights and locations.
- Include simple, universally understandable symbols where helpful.

3. Clarity and Usefulness

- Convey essential information concisely.
- Prioritise practical messages that help visitors navigate, learn, or engage with the park.
- Avoid clutter and visual overload.

4. Cohesive Visual Identity

- Develop a consistent style across the park (colour palette, typography, materials, layout).
- Align, where appropriate, with any emerging Council or Broomfield House project design frameworks.
- Ensure FoBP-branded material sits comfortably within the wider signage family.

5. Durability and Sustainability

- Choose materials that are robust, weather-resistant and easy to maintain or replace.
- Use sustainable materials and environmentally responsible production methods where possible.
- Avoid designs that are prone to quick deterioration.

6. Educational and Interpretative Value

- Use opportunities to share stories about the park's nature, history, and heritage.
- Provide simple, engaging interpretation that helps deepen visitors' understanding of wildlife, plant life, conservation and cultural assets.
- Support behavioural change through education rather than enforcement.

7. Flexible and Future-Proof

- Ensure designs allow for updates without requiring full replacement (e.g., modular panels, interchangeable inserts).
- Incorporate **QR codes or similar technologies** to offer more detailed or dynamic content online.

8. Minimal Visual Impact

- Position signage sensitively within the landscape, avoiding clutter or obstruction.
- Select materials and colours that harmonise with the natural surroundings.
- Ensure signage complements, rather than competes with, the park's heritage assets.

9. Wayfinding and Navigation

- Improve ease of movement around the park with clear, strategically placed directional signage (e.g., fingerposts).
- Help visitors understand the park's layout, key destinations, and routes.
- Ensure maps are simple, accurate and intuitive.

10. Partnership and Co-Creation

- Work collaboratively with Enfield Council, ensuring designs conform where necessary to statutory requirements.
- Draw on FoBP's local knowledge and volunteer expertise to develop meaningful, user-centred signage.
- Promote consistency across Council-provided and FoBP-created signs.

11. Evidence-Based and Community-Responsive

- Base new signage plans on a full audit of current provision and need.
- Seek feedback from park users to ensure signs address genuine questions or problems.
- Use good-practice examples from other parks and heritage sites to inform decisions.