

# FC England cafes: **Branding, interior design & signage**

These notes are intended to guide the furniture, materials and interior design for cafes run by tenants on Forestry Commission England sites

# Design considerations

## Overall

Bright, contemporary, uncluttered, solid, natural, industrial, authentic.

## Peer cafe brands

Examples of contemporary cafe brands include Coffee No 1, Boston Tea Party, Westmorland services.

## Furniture and fittings

Contemporary, industrial, chunky, (eg. reclaimed furniture).

## External signage

Typically using cut dibond lettering and/or window vinyl graphics.

## Interior colour scheme

Painted and unpainted timber. Paint & material colours: white, plus highlight colours from FC brand / site identity.

## Art/decoration

Wall art & decorative objects to be agreed with the FC design team.

## Menu boards / blackboards

Usually positioned behind serving counter (not hanging from ceiling).

## Menus

Professionally presented. No laminated menus or temporary signage.

## Branded clothing

Staff uniforms are usually designed by the FC in agreement with the cafe business owner.

## Other considerations:

- The cafe logo & visual identity will follow FC branding (if the site also has it's own visual identity, it will reflect that too).
- Keep a note of all paints used (ie. paint names/RAL colours).
- Consider the serving system. Numbered spoons or cards are easier for customers than table numbers, and can reduce the need for extra signage).

# Summary

Typical responsibilities for design and production of branded items and interior design. Local FC staff and FC design team will work in partnership with the cafe owners where there is a joint responsibility.

ITEM	DESIGN & PRODUCTION	SIGN-OFF
Cafe logo & visual identity guide	FC design	–
External signage	FC design	–
Internal signage & other branded items (eg. menus)	<ul style="list-style-type: none"><li>• Cafe tenant or</li><li>• FC design</li></ul>	FC design
Uniforms	Design by FC design. Production by cafe tenant.	FC design
Interior decor (furniture, fittings, paint colours, wall art/decoration/objects)	Cafe tenant	FC design



**Left:** Cut-dibond lettering on the exterior of Bedgebury Cafe.



**Left:** Cut-dibond lettering on exterior of Alice Holt Cafe building. Note the uncluttered approach to signage: no additional signage or A-boards are used.



**Left:** Menu signs above serving counter in Bedgebury Cafe. White tiles and natural timber are complimented by the light green colour from Bedgebury's colour palette.



**Left:** Interior of Bedgbury Cafe. Professionally-designed menus sit in wooden menu holders on solid wood shelving.



**Left:** Chunky wooden benches in Bedgbury visitor centre. (Note that the graphic wall panels are not a typical feature of cafe buildings).



**Left:** Example of interior design in peer cafe



**Left:** Example of interior design and furniture in peer cafe



**Left:** Serving area in peer cafe