
William Whiteley + Associates

Signage and Wayfinding Design Consultants

Corporate Profile

87 Donegall Drive
Toronto, Ontario, Canada, M4G 3G9

866 666 5385
416 697 0365

bwhiteley@wmwhiteley.com
www.wmwhiteley.com

A division of Wm. Whiteley Limited
650 Ireland Road, Simcoe, Ontario, N3Y 4K2

William Whiteley AOCAD, Industrial Design
President

Sheila Whiteley BA
Secretary



Incorporated 1977

Member - Society for Environmental Graphic Design

Member - Canadian Sign Association

Employees 4 full time, 2 part time.

Own 9,000 sq ft production facility.

Products & Services

Wm. Whiteley Limited is uniquely positioned within the sign industry.
We are a Design / Build organization, providing complete wayfinding services including planning, design concepts, graphic design, industrial design, production and installation.

We specialize in both interior and exterior sign solutions designed to meet the highest standards of aesthetics, functionality and accessibility.

Our sign audit and planning phase is distinct from our manufacturing interest.

We have the ability to draw from a broad range of proven, well designed, pre-priced signage solutions and adapt them to meet the needs of differing facilities insuring a fast and efficient process that delivers exceptional value to our customers.



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Industry Experience

President: William (Bill) Whiteley
Graduate Ontario College Art and Design 1967 (Industrial Design)



Bill is responsible for the design of all products manufactured by Wm. Whiteley Limited. The company has provided planning / product development / production and installation for over 100 building projects including hospitals, long term care facilities, offices, hotels, condominiums, transportation terminals, recreation facilities, university buildings, colleges etc.



Our industry partners include:
Ambient Productions (Graphic illustration and production files, Toronto)
SPH Consultants (Access consultants and planners, Toronto)
Gropp Manufacturing (Precision metal fabrication, Aurora)



Wm. Whiteley Limited has enjoyed a long history of working for both profit and for non-profit organizations.

Many clients have used our services for years, recognizing the inherent quality of our products, and the importance we place on good service.

We place the user, the public / staff who must rely on the signage or maintain it, to be the ultimate client for whom we design.

Our pricing structures are clear and remain fixed over long periods of time.

We maintain an inventory of spare parts and retain project details for long-term client support.

Quality Control

Wm. Whiteley Limited has an internal quality control procedure imbedded in our production process.

Many of our products have been in production for long periods of time, in some cases as long as 10 years.

All new products or concepts are field tested for reliability and a program of continuous improvement is in effect.

All products and installation come warranted against defects.



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Design Consulting Services

The following design criteria are integral to the design of all our sign products and are key to ensuring that the needs of all user groups are anticipated and addressed:

- Safety
- Maintenance
- Regulatory Compliance
- Clarity
- The Environment
- Suitability
- Changeability
- Accessibility
- Simplicity
- Cost

We have provided design and signs for new builds, existing buildings / renovations, combinations of new and existing and heritage properties.

Our development process begins with client consultation to establish priorities including design criteria, timelines, budgets, and to confirm the decision making process for approvals and contractual arrangements.

Phase 1 of our development process begins with a comprehensive sign audit.

For existing projects our process is fast and accurate, identifying the type of interior / exterior finishes and lighting conditions etc.

It also allows us to identify unusual environmental conditions such as areas where temperature and humidity fluctuations are likely to occur.



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Development Process

Throughout the site, traffic flow is recorded, parking and access areas reviewed and any compliance requirements are noted.

For new construction the audit consists of a review of the plans and information gathering sessions with members of the project design team.

Based on these inputs an analysis is then undertaken to determine the scope of work and create a draft sign schedule.

At this point we are able to estimate the number and variety of signs involved and create an accurate cost estimate for the facility.

Concurrent with the audit we would consult with the client on recommended graphic design and wayfinding concepts, develop mock-ups and samples and test them out in various locations.

Phase 2

This phase includes activities to refine the design concept and procure approvals to create product specifications and shop drawings, finalize pricing, and develop a schedule to implement delivery and installation.

Phase 3

Manufacture and installation of the sign program.

Phase 4

A comprehensive post-project review and client consultation to confirm that design criteria are been met, incorporate any modifications and address any deficiencies.

