





# Google

## A WORLD OF SIGNS TO TAKE YOUR BREATH AWAY

**Signbox signs change everything.** They're transforming buildings from functional structures into unforgettable landmarks, turning settings into eye-catching scenic masterpieces and bringing spaces to life like no other.

Great signage builds brands too. From the sublime to the statement, effective, intelligent signage has the power to create an instant, dynamic perception of the brand and the bigger picture that entices and inspires brand loyalty.

And then there's human behaviour. How we interact with our environment, how we move within it and the way we rely on iconic signage structures and symbols to inform us and guide us can all be enhanced by seamless, alluring signage.

For over 30 years, Signbox has remained the first name in aspirational signage solutions that push the boundaries of innovation and challenge convention. It's all thanks to our great British design and engineering brilliance – and an intrinsic desire to look at signage differently.

It's a philosophy that works. Our award-winning signage strategies are borne from a freethinking creative energy and technical mastery of revolutionary materials and processes and they're hard at work for brands and clients around the world for everyone to see.

**Everyone has a story.**

**Signbox helps brands find the best way to tell it.**

## THE MILLE | WESTWAY, LONDON

<b>Key Partners:</b>
Building Owner: McKay Securities
Architect: Spratley Studios
Specialist Contractor: KeyShel Interiors

**THE BRIEF:** Set on a stretch of London's busy A4 next to an elevated section of the M4, The Mille is a landmark, 12-storey building offering stylish, contemporary office accommodation for modern businesses. Visible to tens of thousands of London motorists every day, the newly refurbished Mille called for a powerful signage solution that would reflect its imposing status on this busy city gateway.

Signbox was commissioned to deliver high quality, bespoke signage, including high-elevation, exterior illuminated lettering, reception signage, directory listings and wayfinding totems within a strict, five-month project timeframe.

**THE CHALLENGES:** We'd worked with our project partners successfully before, but central to this commission was our ability to provide a feasible design solution that would work on a 60-metre high, exposed elevation alongside one of the country's busiest road networks. With a gap of just a few hundred millimetres between the blue light wall, on which the signage would be mounted, and the building's edge, the project demanded a complex scaffolding strategy, theoretical ingenuity and meticulous practical precision.



**THE TECHNICAL DETAIL:** For the challenging exterior signage, we created built-up, back-to-back letters with bonded-in polycarbonate faces that would withstand the high wind loads they'd face and created enclosures for remote switchgear to enable easy access for maintenance.

Inside, specialist 30mm Spectrum acrylic letters for the eye-catching reception area were embedded with LEDs to provide seamless, long-life illumination with each letter controlled by independent drivers and dimmers to achieve a perfect, even light across the space.

The internal reception glass directory and desk decoration was achieved with Optiwhite low-iron glass so the colour emitted remains unaltered by the green tint created from its iron content. Specialist films and manifestations were applied using pneumatic rollers for a perfect, blemish-free finish on these vast, high profile glazed areas that stand in full sun.

External arrival signage was fabricated in 316 stainless steel – a superior architectural grade material while Stealth, our freestanding, elliptical extruded aluminium range, was used for The Mille's secondary vehicular and pedestrian signage.

**THE RESULT:** Despite the constraints of time, working at high elevation and integrating with other trades, The Mille project was successfully completed to Signbox's usual high standards and quickly led to further projects at the building with the client, the architects and the interior refit contractors.

Today, the building's powerful signage dominates the area's landscape and serves as a guiding light for the thousands who travel to and from the city each day.



## NEW SCOTLAND YARD | LONDON

**Key Partners:**

Contractor: BAM

Architect: AHMM

**THE BRIEF:** When the Metropolitan Police headquarters moved from London's St James's Park to Victoria Embankment, Signbox tendered for the project to replace the iconic New Scotland Yard rotating sign that has been recognised and screened around the world since 1968.

Following a successful, but highly competitive 12-month bid process that would see us work alongside architects, AHMM, we were also commissioned to design and install bespoke LED illuminated stainless steel lettering on the new building's pavilion roof above its entrance.

**THE CHALLENGES:** The hallmark rotating sign posed huge challenges; the new sign was to be illuminated at night, so copying the original design was not an option, while the potential for entangled wires also had to be overcome; we used a slip ring mechanism, similar to those used in wind turbines, to counter this.

The pavilion lettering was also a complex design issue; it had to be visible from street level and able to withstand the strong winds in this exposed environment.





**THE TECHNICAL DETAIL:** As well as being built to a very specific design, the rotating sign had to be incredibly robust. We designed the ball bearing, on which the sign turns, to be strong enough to bear the weight of a car and anodised the face panel for durability and fabricated the frame in stainless steel. The lettering that spells out the name of the world's most famous police force in such revered style was also precision engineered in stainless steel with subtly blended edges, while to enable easy ongoing maintenance of the TECA motor, the FRN33 parallel helical gearbox and the electrics, an access panel was water jet cut into the frame.

We undertook months of rigorous testing for mechanical reliability and structural integrity before the 700kg sign was transported to its new home and lifted into place by crane.

The sign now rotates at an optimal speed, calculated to fractions of a second to avoid blurring or distortion on television screens. Each letter of the pavilion sign was installed on a steel support rod to give the sign just enough height above the canopy for the bottoms of the letters to be visible by pedestrians on ground level while minimising any view of the supports. Together with AHMM, we designed the bracketry detail to restrict what people could see when looking out from within the building too.

**THE RESULT:** This challenging, yet rewarding project was completed on time and within budget and ensures the new iconic revolving sign will continue to serve as an unmistakable backdrop for media broadcasting around the world.



## VANTAGE LONDON

**Key Partners:**

Architect: Spratley Studios

**THE BRIEF:** Vantage London is a prominent, West London office location that towers over the elevated section of the M4 in Chiswick. Our ability to deliver outstanding quality, high-elevation signage on a scale such as this was already proven and ensured Signbox was the natural partner to fulfil the extensive exterior signage project as part of this landmark building's relaunch.

Our brief extended to a vast gantry sign on the roof, a specialist bracket system to support a Schuco curtain wall at height, a secondary LED control circuit and new car park signage.

**THE CHALLENGES:** The complex architectural challenges of working at such extreme elevations were clear, but we were also under pressures of timescales and working around multiple contractors, which called for strict project management.

**THE TECHNICAL DETAIL:** The gantry was redressed with aluminium cladding over a new steel framework with large illuminated lettering while our specialist bracket system supported a reinforced flex-faced box to a Schuco curtain wall at the 13th floor level. Bespoke, large fabricated letters were set flush to the cladding, with tailored fixings to take the load. We also designed and installed a secondary, remote LED circuit on site to mitigate the cost of re-accessing the elevated signage.

Replacement of all car park signage with stainless steel effect dibond with printed detail completed the project.

**RESULT:** Despite its challenges, the Vantage London project was a complete and very identifiable success. Indeed, originally commissioned to deliver exterior signage, we were soon asked to create an interior signage solution for the building featuring directories, reception works, tenant signage and large format wall graphics.





## MICROSOFT UK | READING

**Key Partners:**

Consultant: CBRE

**THE BRIEF:** Microsoft's UK headquarters campus is set in the renowned Thames Valley Park. Signbox was engaged by commercial property consultant, CBRE, to carry out a full audit of all signage sited across the 200-acre business park – a project that rapidly extended to the redesign of more than 200 signs in accordance with a brand refresh that had been implemented by Microsoft's US corporate communications team.

Beyond the audit, the brief included high-level signage, wayfinding totems, internal reception branding and a vast LED illuminated monument sign.

**THE CHALLENGES:** To minimise disruption on campus life, Signbox had to deliver the new scheme during evenings and weekends throughout the three-month contract period.

**THE TECHNICAL DETAIL:** Key to the success of this exciting project was the quest to ensure every aspect met the requisite detailing that demanded vibrancy, functionality and precise, on-brand consistency.

From the huge 8x2 metre LED illuminated monument sign and the internal reception signage that welcomes staff and visitors to the site to the network of wayfinding totems that extends across the campus, Signbox applied the new corporate identity with meticulous accuracy.

**THE RESULT:** Signbox worked closely with Microsoft's global HQ and CBRE teams to achieve a true representation of the brand refresh and deliver a manufactured product and finish that was commensurate with this high profile, international brand. The collaboration paid dividends; credit was given for our professionalism and attention to detail that met all the client's expectations.



## LONDON FIRE BRIGADE

<b>Key Partners:</b>
Architect: HTA Architect

**THE BRIEF:** As part of a private finance initiative (PFI) that has seen nine London Fire Brigade fire and rescue stations rebuilt, Signbox was commissioned to deliver a robust solution that included a suite of external and internal signage for each site. The brief required us to manufacture for longevity, remain faithful to the organisation's distinct brand identity and to source materials that would minimise the impact on the environment.

**THE CHALLENGES:** Our design team were instructed to focus on using high quality, yet sustainable and long-lasting materials. The challenge for our installation team was to remain sufficiently adaptable to work efficiently alongside other sub-contractors and meet the tight project schedule.

**THE TECHNICAL DETAIL:** Our external signage included post and plank mounted signs finished with a vitreous enamel coating, similar to that of the London Underground signage, which is highly durable, resistant to graffiti and is today's finish of choice for premium quality signs. Lettering was fabricated using marine-grade stainless steel for easy maintenance and the LFB logo applied to red enamelled aluminium trays.

The internal signage scheme incorporated an elegant, anti-graffiti modular sign system with the flexibility to change to reflect organisational movements, branded manifestation graphics for a series of glazed partitions and bespoke statutory fire signage to complement each building.

**RESULT:** All nine of the London Fire Brigade's rebuilt fire and rescue stations now project the organisation's distinctive red and white brand identity with remarkable impact and serve as a perfect identifier for each locale.



## WINNERSH | IQ BUSINESS PARK, BERKSHIRE

**Key Partners:**

Brand and Marketing Consultant: Siren Design

**THE BRIEF:** The landmark Winnersh IQ Business Park is an 85-acre site set in the heart of Berkshire. When it undertook a new modern rebrand as part of an ambitious £100 million redevelopment programme, Signbox tendered for the project to deliver a bespoke signage solution in time for the park's relaunch.

Following a competitive bid process and on the strength of our renowned capability, we were awarded the contract to work in collaboration with Siren Design to implement a simple, yet effective wayfinding scheme that would reflect the distinctive new identity and enhance the aesthetics of the park's landscape. This was to form the first of two formidable project phases we were to undertake at Winnersh IQ.

**THE CHALLENGES:** We had to devise an intricate installation process that would overcome the logistical complexities of the brief and ease the removal of the old signage, the delivery of materials, road closures and the installation of new signage – all whilst minimising the interruption to the tenants of this busy working environment.





**THE TECHNICAL DETAIL:** Following a number of detailed site surveys, including full structural calculations for signs over four metres, we worked closely with Siren Design to create a signage system that reflected the distinctive rebranding of the business park in this, the first stage of the wider project.

The first phase included off-site and on-site signage, including an LED illuminated 'tenant locator sign' with a map of the entire site at the entrance and a series of more than 30 Stealth Monolith wayfinding signs to denote all building numbers for vehicular and pedestrian traffic.

We supplied architectural monoliths with illuminated text for the primary directional road signs, a 9 x 2.5m 'motorway totem' sign that was internally illuminated by low voltage LEDs, dibond panel directional signage for the car park and we fabricated aluminium numerals for the buildings. Aluminium panels with new graphics for the busy on-site roundabout and 0.15 x 0.25m platform sign were also created for the Winnersh Triangle train station.

Signbox designed a Near Field Communication (NFC) enabled Chameleon wayfinding sign too and installed it in The Piazza to create a more interactive environment for visitors who can now access local business and retailer information on their smartphones.

**THE RESULT:** Despite the grand scale of this project and its time constraints, the task of developing and installing a suite of high profile, functionary signage to enhance this vast business park was completed to great acclaim and is a credit to our project management team. Indeed, we scored an impressive 95% for accuracy and execution of a project that will ensure Winnersh IQ stands out as one of the UK's largest and most cohesive business hubs.



# ALPHA BANK | LONDON

<b>Key Partners:</b>
Main Contractor: Parkeray
Architect: Resonate Architectural Interiors

**THE BRIEF:** Alpha Bank is one of Greece's largest financial institutions. When it moved its offices from Canon Street to King William Street in the City of London, it commissioned Resonate Architects to transform the new space into one that exuded quality and delivered an amazing client experience, all the time reflecting its identity, ethos and Greek heritage.

Having successfully partnered Signbox before, Resonate Architects turned to us to help bring this project together. Main contractor, Parkeray, awarded Signbox the contract to produce and install graphics for a feature wall in the staff breakout area, glazing manifestations throughout the office area and bespoke signage for six meeting rooms.

**THE CHALLENGES:** Throughout this exacting project, we had to remain faithful in communicating the client's heritage and corporate identity throughout, which included prototyping and colour-matching the client's specified bronze finish across various elements.





**THE TECHNICAL DETAIL:** The client's schedule of finishes specified a particular tone of bronze and Signbox was able to colour match this to a 3M Di-Noc film, PA-039, for the feature wall in the breakout area. Alpha Bank logos were precision cut on our Zund S3 plotter and applied directly to a painted wall with a low-tack application tape. The end result is a striking feature wall that reinforces the bank's brand and provides an attractive space for staff to unwind.

Glazing manifestations in client meeting and general office areas totalled over 100 sq.m. of optically clear, scratch-resistant polyester film, all UV printed on our Durst P10-160. A bronze toned graphic with a fading percentage of background white ink now gives privacy to the meeting rooms as the opacity fades out, up and down, from a precise 60% at the centre.

We designed the iconic Greek graphic styling in response to a specific brief from the architects and applied it to the



glass walls of the meeting rooms. This detail was also used on backlit glass in the reception area where glass manifestation bearing the Alpha Bank logo was applied with 3M Dusted Crystal film, an effect that reinforces the bank's brand to visitors and makes a powerful first impression.

We also created bespoke meeting room signs routed from matt bronze acrylic to match the colour of the door handles and machine engineered in-house with sliders to indicate when rooms are occupied.

**THE RESULT:** We delivered an impeccable quality finish across every element of this dynamic signage project and, by remaining true to the client's brand identity, we've created an excellent working environment for its staff and a memorable impression for visitors to the newly transformed space.

## 165 FLEET STREET | LONDON

**Key Partners:**

Building Owner: Aberdeen Asset Management

Contractor: ISG

Architect: Resonate Architectural Interiors

**THE BRIEF:** When the owners of the prestigious London office building at 165 Fleet Street made the decision to renovate its entrance and ground floor reception of this stunning, multi-tenanted property, Signbox was appointed by contractor, ISG, to design and install a powerful signage solution. The primary role of the new scheme was to emphasise the building's brand as well as create an inviting environment for tenants and visitors.

**THE CHALLENGES:** We were given just one month to design detail and install all elements of the new solution, working with various subcontractors on independent aspects of the project that were all to fit together seamlessly as the renovation progressed. The busy Fleet Street location proved an obstacle for access and restricted the hours we could work on site.

**THE TECHNICAL DETAIL:** To overcome the challenges presented by installing a uniform, fabricated aluminium dressing in the recessed, two-storey-high entrance-way, we used 10swg aluminium and installed it over a fabricated framework. We then installed a white LED-infused flexi strip along the edge of the cladding, which accented the height of the doorway and added to the overall effect.

Within the lobby, we responded to the architect's brief by developing and installing a series of oversized LED-lit numerals to identify the building address - '165'. Set behind vertical bronze slats and a visitor seating area, the sign is clearly visible from the street and makes an outstanding focal point.



We also produced textured acrylic panels for a backlit feature wall in the lobby. Printed in-house on Signbox's Durst P10-160 with a bronze translucent finish, it forms a key component that compliments the warm, rich copper tones of the new interior perfectly.

A stylish, bespoke glass tenant directory for the reception area completed this superb signage solution.

**THE RESULT:** The end result is a striking and very imposing entrance with a modern, welcoming space that befits the building's prestigious location and the calibre of the tenants it houses.



## 12 ARTHUR STREET | LONDON

**Key Partners:**

Contractor: Kingly Developments  
 Architect: Morrow + Lorraine

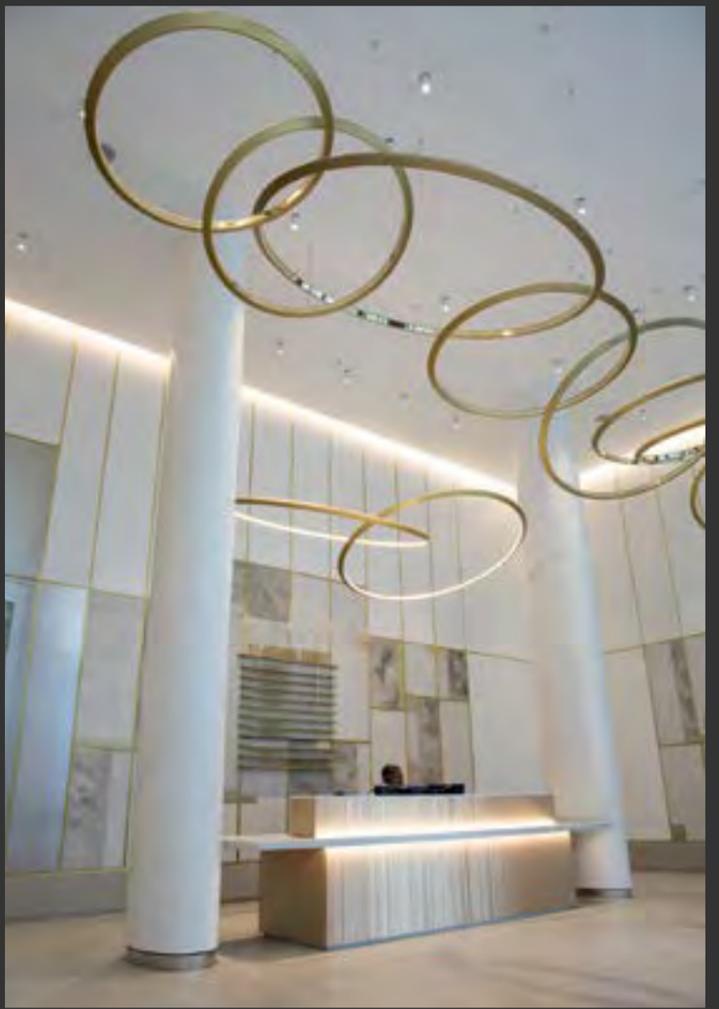
**THE BRIEF:** 12 Arthur Street is a prestigious office building near London Bridge and lists Prudential and AM Best among its revered tenants.

Our commission to supply a bespoke tenant directory sign solution for the building's contemporary reception area formed part of an extensive reception and lift lobby refurbishment programme. We were appointed by Kingly Developments following a competitive tender process that reunited us with this visionary contractor once more.

**THE CHALLENGES:** Morrow + Lorraine specified a solid brass fabrication for the sign that we knew would prove unnecessarily expensive for the client. Our extensive experience of manufacturing techniques enabled us to work on value engineering the design and present an alternative proposal that would offer significant cost savings. Though the new process would be time-consuming, the weight and cost savings over traditional brass fabrication were to prove considerable.

**THE TECHNICAL DETAIL:** We manufactured the directory sign in-house on a Tekcel EXR router using 20mm thick acrylic and 6mm thick aluminium with associated components finished with a tarnished brass metal effect. This revolutionary Metall-FX process involves artisan hand finishing, polishing and painting of multiple layers to achieve the appearance of solid, aged brass which match the other architectural details. Surface edges were bevelled and sanded to a specific grit finish to achieve the desired surface finish.

**THE RESULT:** 12 Arthur Street now boasts a stunning directory sign that conveys vital information to the building's visitors with a very unique style. The brass-effect finish enhances the elegance of the imposing reception area and reflects the prestige of this landmark building.



## BRITISH ACADEMY | LONDON

**THE BRIEF:** The British Academy is the UK's national body for the humanities and social sciences. Its home at 10-11 Carlton House Terrace is one of London's most impressive Georgian buildings whose famous past occupants include former Prime Minister, William Gladstone, and its stunning period features have made it a regular fixture in television dramas and films.

Following a personal recommendation by the nearby Institute of Directors, where Signbox had recently completed a similar project, the British Academy appointed us to complete a major wayfinding and signage project. The brief required us to devise a solution that would evoke the building's rich architectural heritage while ensuring it delivered clear and practical wayfinding functionality for a busy conference and meeting venue that welcomed numerous first-time visitors every day.

The solution comprised a combination of bespoke and modular signage and featured illuminated glass signage, display panels, a wayfinding sign system and door signage.

**THE CHALLENGES:** We had already proved ourselves capable of working within architecturally sensitive environments such as this, but this project had to be completed according to very strict corporate guidelines and comprise a signage network that would enable it to be removed in its entirety when location filming demanded.

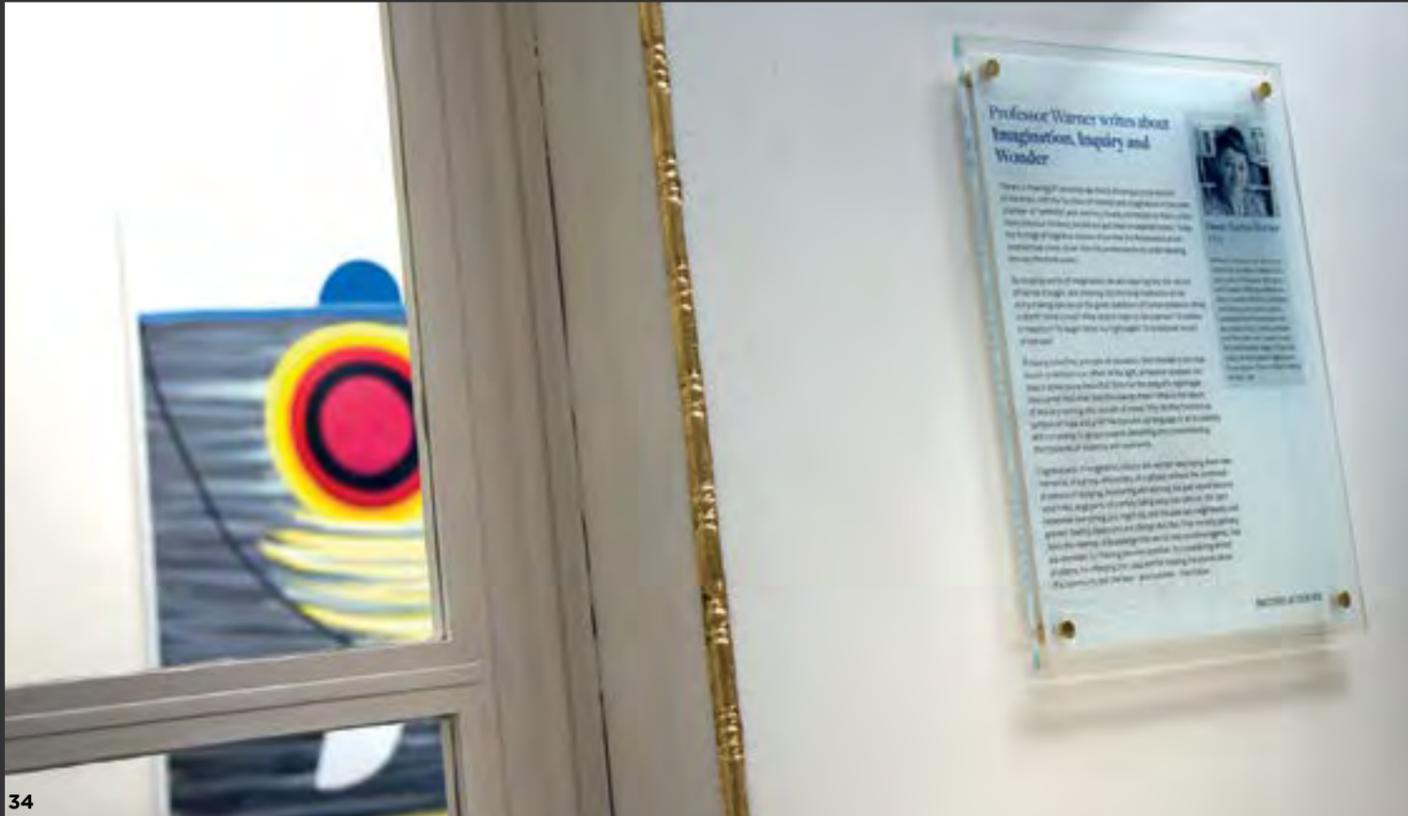
**THE TECHNICAL DETAIL:** Our signage solution features an LED Project Lumos illuminated glass 'donor board' for the reception area. It is made from 8mm thick toughened optiwhite glass and supported by polished brass project fixings to make it easy to remove the display when filming takes place. Graphics were reverse applied and precision cut on our Zund S3 digital plotter. A network of wayfinding signs comprising 56 toughened glass panels, reverse printed on our Durst P10-160 was installed during regular working hours to avoid unnecessary extra costs being imposed on the client.





**THE RESULT:** We met the challenge to complete the work in line with the client's timescales and budget and to construct a versatile signage system that could be easily removed when required. The new signage has enabled the Academy to convey information about the history of the organisation and the significance of the humanities and social sciences to visitors who regularly attend events held at Carlton House Terrace.

The British Academy was so impressed by the quality of our design and manufacturing expertise that we were soon commissioned to fulfil further orders for bespoke event signage for future events.



## DAKOTA | WEYBRIDGE

<b>Key Partners:</b>
Contractor: Oakmont Construction
Architect: TateHindle

**THE BRIEF:** Dakota is the name of a newly built modern, luxury office building, set just a stone's throw from the historic Brooklands motor and aviation museum and is a nod to the rich history of aviation in the area.

When the building's owners stripped it back to a shell and rebuilt it to a phenomenally high specification, contractor, Oakmont Construction, having worked with us many times before, commissioned Signbox to put the finishing touches to the project.

Now representing 35,000 sq. ft. of highly desirable, luxury office space set over four well-appointed floors, Dakota required a stylish signage solution that would reflect the building's new, contemporary feel and pay homage to its local flying heritage. Our solution incorporated the manufacture and installation of a raft of powerful, yet practical interior and exterior signs in line with the architect's designs to cap off the ambitious refit project.

**THE CHALLENGES:** The key challenge was to interpret the architect's incredibly detailed designs and deliver a functional, effective finished product that took account of the building's high elevation and the angles with which we would have to work, notably the angle of the portico roof to which the letters would be affixed.



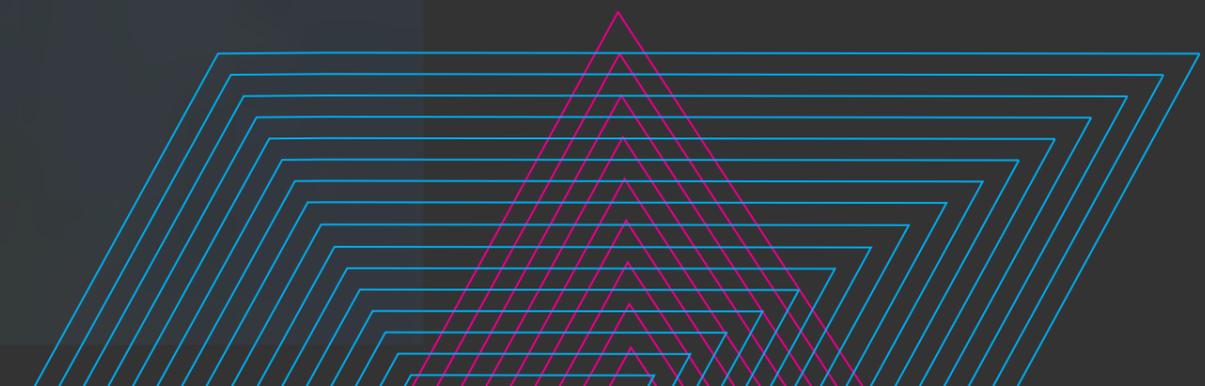


**THE TECHNICAL DETAIL:** Inside the stunning entrance lobby, we installed a backlit, painted glass reception directory with a polished aluminium frame, while out at street level we added a fabricated perimeter sign and car park entrance monolith.

For the exterior of the building we constructed and fitted skyline signage in a distinctive retro font for the top of the entrance portico and to each elevation. The high elevation signage at the top of the entrance portico had to be very secure and finished all round to conceal the internal LEDs from the view of those in the top floor offices and on the roof terrace. The signage on either elevation of the portico was manufactured from the same powder coated, stainless steel as the portico cladding it was mounted on and we added a highlight LED strip around the edges of the letters to provide distinctive halo illumination.

All exterior signage was manufactured in powder-coated stainless steel with LED illumination and controlled by a solar switch.

**THE RESULT:** We were delighted to be able to deliver an accurate reflection of the architect's designs for the Dakota project, putting the perfect finishing touch on this extensive refit project.

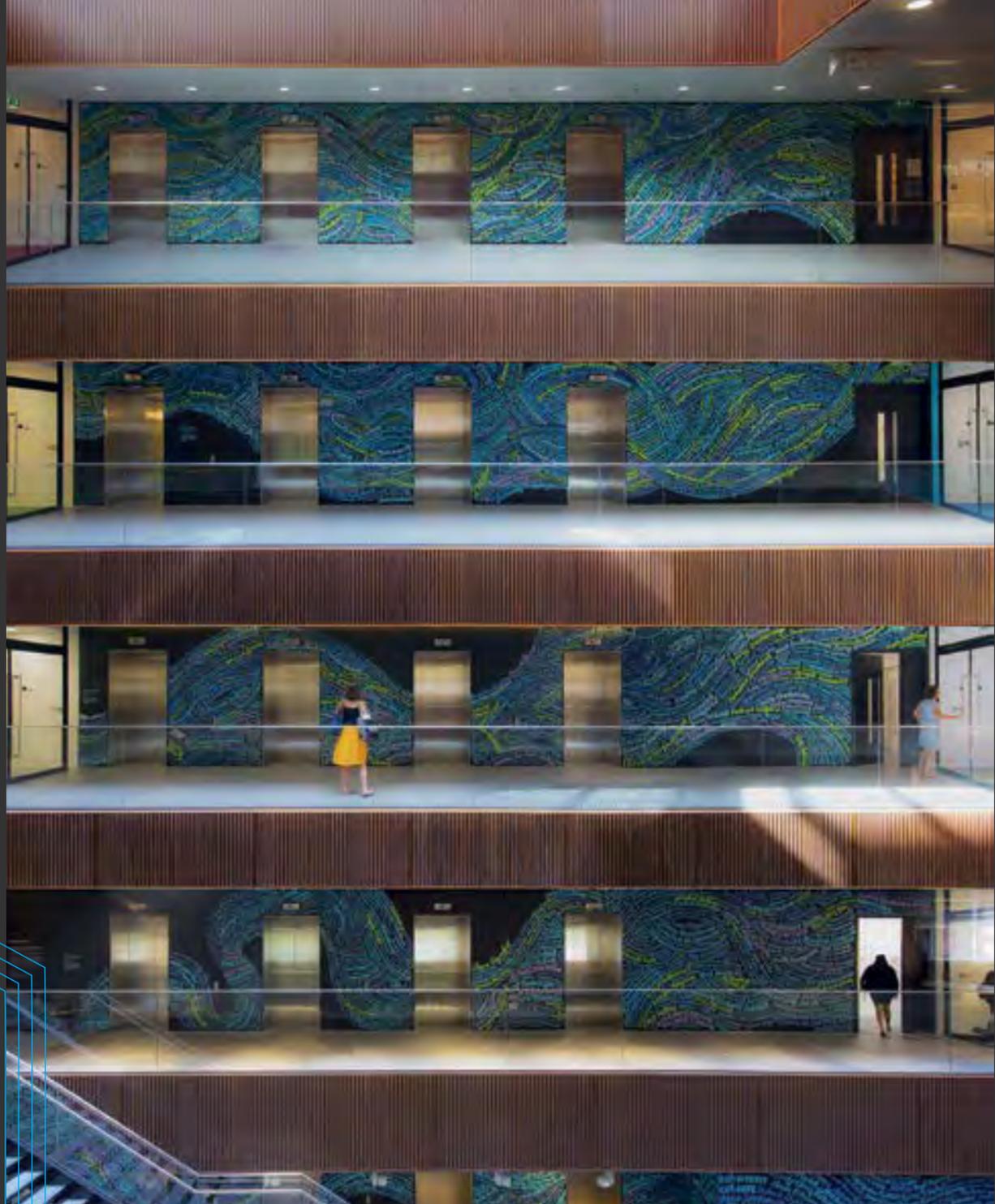




**THE TECHNICAL DETAIL:** This flagship Thames mural was digitally printed on Signbox's new HP Latex 360 printers on Class O, fire retardant LG 3880 high-tack vinyl. It took some 450 linear metres of the vinyl to cover every required wall surface and all had to be matt laminated, CAD-cut and weeded in readiness for application. Selecting the most suitable products that would adhere the material to acid-etched glass and preparing the surfaces were processes that were also critical to the finish.

**THE RESULT:** We were delighted with the end result of this stunning display that was successfully installed within the tight timeframe and the River of Authors mural now serves as a stunning centrepiece that graphically unlocks and interweaves the history of the Hachette group.

The artwork is also integral to a broader refresh of the Hachette UK brand and, as new authors who join the group are added every year, it will continue to serve as a living and growing homage to Hachette and its writers.



## BANDAI NAMCO | LONDON

**Key Partners:**

Contractor: Paragon Management UK  
 Architects: Resonate Architectural Interiors

**THE BRIEF:** Bandai Namco Holdings is a Japanese gaming company and when it decided to refurbish its 18,500 sq.ft. headquarters in a Grade II listed building in Richmond, West London, it opted for a fun, vibrant interior that would reflect its Japanese roots and gaming heritage.

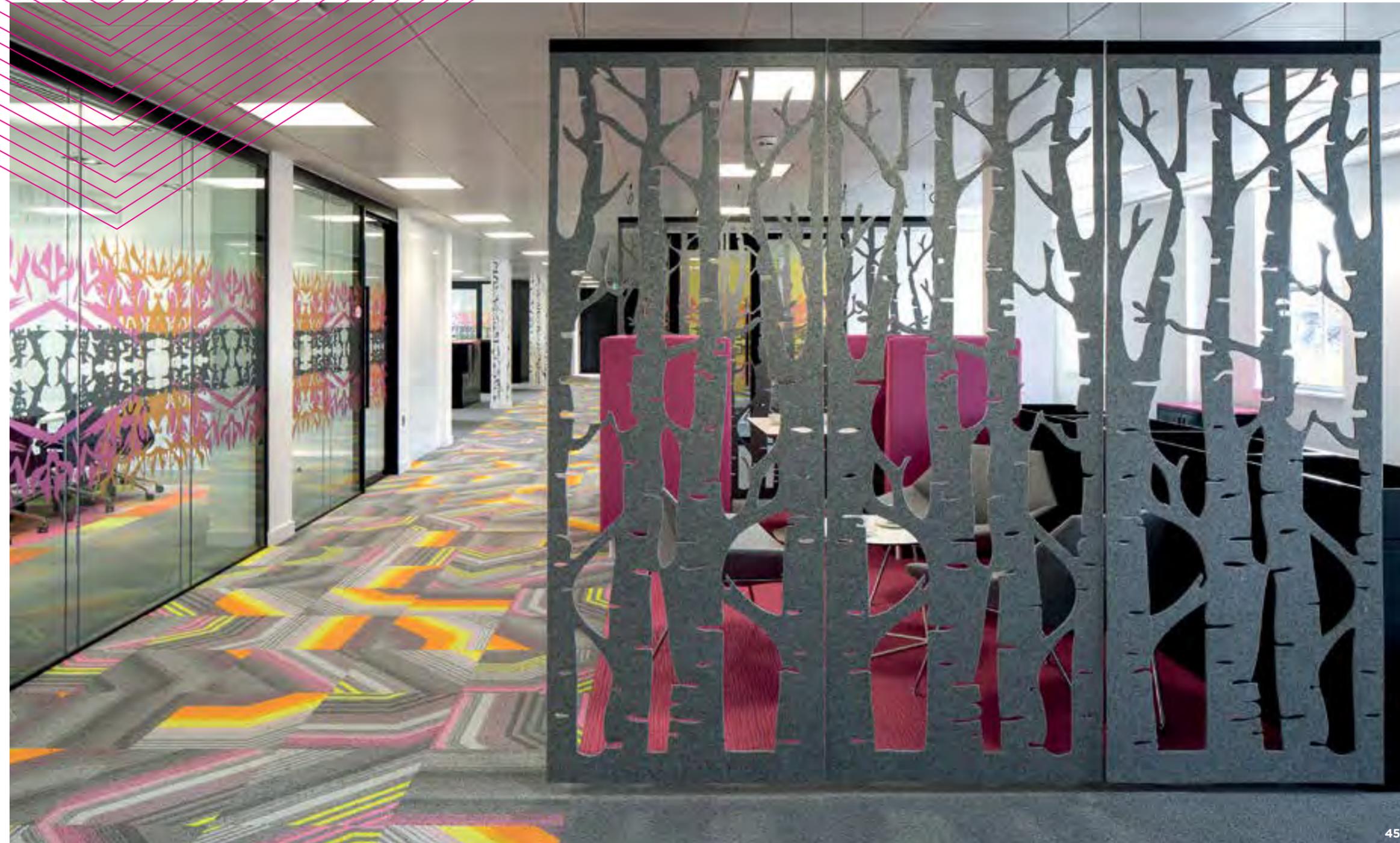
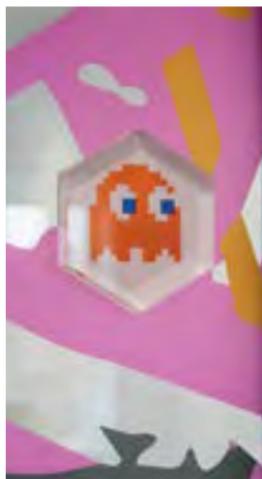
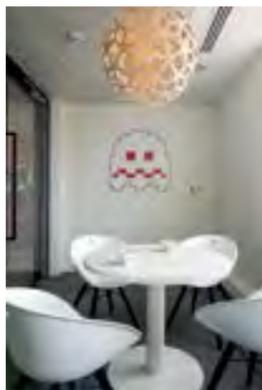
Signbox was commissioned to design and install extensive workplace graphics in close conjunction with the project lead, Resonate Architectural Interiors, as part of a six-month programme to transform the building. The scheme included bespoke, external LED illuminated signs, vinyl graphics, manifestation graphics, wallpaper graphics and acrylic shaped door signage.

**THE CHALLENGES:** Considering the scale of this project, our timeline was short and, due to the complex scope of the signage elements and an architecture that blended old with new, there were challenging graphical and practical issues to overcome too.

**THE TECHNICAL DETAIL:** Display Edge, Signbox's illuminated slimline toughened glass signs, served as the external entrance branding and featured white, exterior grade LED light sheet and digitally printed graphics. Digitally frosted film with Pac-Man Power Pellet manifestation was applied to entrance and lobby doors while hexagonal, acrylic door signs with reverse printed Pac-man icon graphics that matched the wall tiles completed the door furniture scheme.

Wall coverings included 'Ghosts' and 'Maze' wall graphics, pixel imagery and Japanese characters printed on DDA-compliant digitally frosted film. Further manifestation, digitally printed on our Durst P10-160 using Lintec optically clear polyester film, was also applied to offices and meeting rooms.

**RESULT:** Our signage solution at Bandai Namco has helped create a quirky, fun interior scheme that demonstrates the client's personality and ethos perfectly.



## THE CHARTER BUILDING

<b>The Client:</b>
Landid Property Holdings
<b>Key Partners:</b>
Contractor: Bowmer & Kirkland (Southern) Ltd
Designer: Siren Design
Architects: DN-A Architecture

**THE BRIEF:** Once the former headquarters of Coca Cola UK, The Charter Building in Uxbridge has been transformed into a contemporary, high specification and very collaborative workspace following an extensive refurbishing and remodelling programme. Now extending to over 240,000 sq. ft., including a magnificent, four-storey atrium, The Charter Building is one of the largest new office buildings in the South East.

Working closely with Siren Design, Signbox was commissioned to deliver a comprehensive internal wayfinding solution and external illuminated signage for the building to reflect the quality and simplicity of the new workspace.

**THE CHALLENGES:** The Charter Building is vast; spread over five storeys above ground and with four basement level car parks, each floor is over an acre in size. It houses two sets of lift cores, 12 individual stairways and hundreds of doors that serve different segments and floors that span the huge building. A project of this scale, coupled with the complex cedar cladding on the façade presented a number of challenges that we had to overcome.

**THE TECHNICAL DETAIL:** As part of a simple, icon-led wayfinding solution, we created various ingenious door graphics, wayfinding symbols and floor-level information using the latest high-tack, self-adhesive Mactac films. These fire retardant, laminated graphics were applied to a wide range of surfaces from plasterboard and doors, brick and concrete walls to the car park floor.

The main external illuminated signage was installed at high level and drilled through the tiled cladding of the very distinctive external façade.



This element of the project proved particularly challenging as the building was 99% completed - so adding fixings and power to the sign was far from straightforward. A similar issue was encountered inside the building, but by manufacturing the lettering on concealed rails behind the surface, we were able to avoid any visible cables and fixings. The solid, 30mm opal acrylic letters now radiate beautifully from the spectacular cedar cladding on the South reception.

**THE RESULT:** Our simple, considered signage solution has been applied throughout the building and delivers everything required of the brief. From the striking sense of arrival that's experienced at both entrances to the reassuring guidance of the graphics that crosses the building's doors, floors and vast office spaces, The Charter Building is now a stunning, vibrant workspace that inspires motivation, productivity and pride.



## ALGOMI | LONDON

<b>Key Partners:</b>
Contractor: Kingly Developments
Architect: Resonate Architectural Interiors

**THE BRIEF:** Algomi is an information systems provider based in America Square in the City of London. When it moved to a new London headquarter space, Signbox was commissioned to introduce a fresh, contemporary interior design through an inspired signage solution.

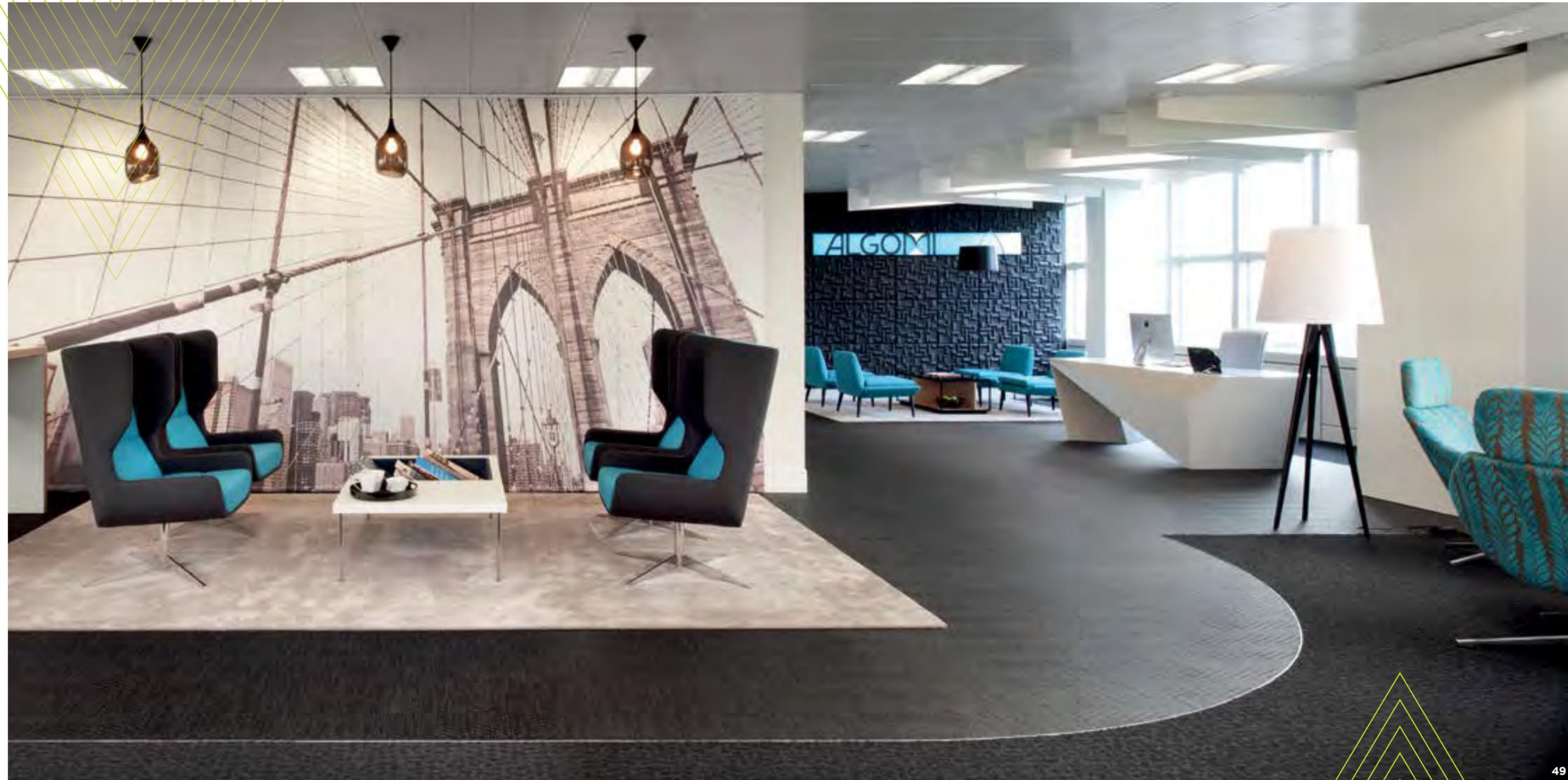
Collaborating once again with interior design architect, Resonate and contractor, Kingly, Signbox was tasked with delivering a scheme that would inspire employees and visitors and reflect Algomi's brand identity and its simplistic palette of black, white and turquoise to inject elements of understated luxury and style. Together, we created a scheme that included illuminated light boxes and glass manifestation as impactful backdrops to reception and boardroom walls.

**THE CHALLENGES:** Timescales were fast and furious. With just two weeks to design and four weeks on site to deliver, Signbox and Resonate worked closely to turn a powerful vision into a breathtaking reality for our client.

**THE TECHNICAL DETAIL:** Our LED illuminated Kube frames were transformed into bespoke light boxes that house the Algomi logo and sit elegantly within feature walls in the reception and boardroom. The logo's transitional fade was digitally printed onto soft signage for optimal impact. The boardroom's glazed partition became an interplay between the brand colours and, to ensure the design could be replicated accurately, we sourced and digitally printed it onto optically clear film to create a stimulating façade that provides privacy for the occupants without stifling the light.



**RESULT:** Thanks to a superb collaborative approach, we've ensured Algomi has achieved its goal of creating an eye-catching and very engaging environment for its employees and guests.





## DIGITAL WALLPAPER SUPERGRAPHICS FOR INSPIRATIONAL SPACES

It takes style, substance and a bold approach to create an inspirational working or sales environment. We know – our experience in the dynamic world of supergraphics is extensive and awesome. That’s why we developed a solution that’s changing the face of interior spaces and setting a perfect scene for productivity and performance at the same time.

Digital wallpaper supergraphics are the ultimate in corporate statement making and they’re setting aspirational moods and motivating teams through high quality, personalised and branded schemes that defy convention.

We digitally inkjet print large format images onto optically clear vinyl for glazing manifestation or Digimura 2.1, a fire-rated, Class 0 certified wallcovering. The result: vibrant, high resolution imagery that transforms walls, break-out areas, meeting rooms and sales spaces into attention grabbing showcases and creates an unforgettable first impression.

Digital wallpaper is an innovative display solution for workplace environments and it’s dictating an inspirational, more conceptual approach that stimulates, excites and conveys. It’s the perfect solution for new build, contemporary and refurbished interiors that need a versatile, eye-catching backdrop to communicate messages, reinforce brand identity and galvanise.

### THERE ARE NO LIMITS

This convention-defying digital print technology promises outstanding results for large format wallcoverings – regardless of the size, space or medium.

We’ve made it easy to get creative with photographs, graphics, corporate imagery, logos and text to make an impact on a seriously grand scale. Even wayfinding is now more ingenious with a contemporary twist on directional signage that’s fun and interesting and helps to define a building’s fabric and philosophy.



CONSULTANCY

A sublime, mind-blowing reality that ticks every box. Everything starts here. The art of delivering something special, a brilliant solution that answers the brief and then some, takes a collaboration of experts and perspicacity. We analyse relentlessly to determine the goal, to really get it. And we always, but always, keep an eye on the boundaries we can challenge and push – because that’s what feeds the innovation we’re so renowned for being masters of.

Only then do we strategise and plan to devise the concept we know we can transform into a sublime, mind-blowing reality that ticks every box, every time.



DESIGN

Marvel at the artistry. You’ll see a Signbox signage scheme at work – and you’ll know. You’ll recognise the ingenuity of design and the ease with which its magnificent form and function sit within the fabric of a building and its environment and just works. You’ll feel the energy and passion that flows through every single hardworking element, from the branding to the material, to the technology, to the letter.

And you’ll marvel at its artistry. Because, at the heart of every successful signage system, there’s a considered design, which takes account of everything to shape a sensitive, yet exciting scheme that communicates and inspires – and creates an unforgettable first impression.



## MANUFACTURE

**Making the impossible happen.** There's a jewel in our crown. It's the genius that runs through our manufacturing performance. It's earned us respect and awards and a reputation that makes us unbelievably proud.

It's thanks always to the passion and prowess of our team and an uncompromising commitment to invest in smart, sustainable materials and cutting-edge technologies that make the impossible happen. And it all happens here, under one impressive roof where we print, cut, saw, rout, fabricate and engrave to perfection using the revolutionary equipment that always ensures we're always a step ahead. Groundbreaking takes genius.

## THE TEAM

**The secret of our success.** You can't miss it. All that pride and energy, intuition and ingenuity – it's there aplenty in every member of a remarkable team and, together, they're the real secret of our success. Every day, this highly talented collective of designers, project managers, engineers and consultants bring their exacting skills and ingenuity to inspire our creations and concepts – and our clients.

Their aptitude for looking at things differently and ability to create distinctive, award-winning sign solutions is remarkable and certainly beyond compare. They're the reason we're consistently on the winners' podium year after year – and that's a secret we can't keep.





**Tom Wells**

Senior Architect, AHMM Architects

"It was a pleasure to work with Signbox on the New Scotland Yard project. Signage was an important part of the Metropolitan Police's identity in their new riverside location and Signbox demonstrated the skill and teamwork required to overcome technical challenges and deliver a quality end product. Their enhanced replica of the iconic revolving sign will continue to form an important backdrop for media broadcasting, while the glowing lettering on the pavilion roof will be a continual reminder to Londoners of the 24/7 nature of policing the capital."

**Daniel Hall**

Associate, Morrow + Lorraine Architects

"Working with Signbox on the brass effect tenant directory for 12 Arthur Street has been a real success. We have developed a good rapport through the period of design development and have been impressed with their ability to advise on finishes and manufacturing processes that respond to the brief, ensuring the product was delivered on programme and within budget. We would be happy to work with Signbox again on future collaborations."

**Clodagh Cashman**

CBRE Commercial Property Consultants

"We have worked with Signbox before, and have found them to be an excellent and reliable partner. We knew we could depend on them to manage this whole project from start to finish, with no inconvenience to us or to Microsoft. Their professionalism and their attention to detail gave us this confidence and it proved to be well-founded as they ultimately delivered a finished product that met all the client's expectations."

**Pernille Stafford**

Managing Director, Resonate Architectural Interiors

"We have always been hugely impressed by Signbox's attention to detail and flexibility, which are essential attributes for these type of projects. We knew they would be able to source and recommend the most appropriate materials and printing techniques for our signage needs to execute our design. Signbox helped us to deliver our vision, turning our design and ideas into reality. The timescales were fast and furious, with only two weeks to design and four weeks on-site, yet Signbox was working alongside us at every step to help us to translate the Algomi brand into the office environment in an engaging and eye-catching way."

**Emma Pike**

Founder, The Graphic History Company

"We are very proud of our concept and design and we needed the production and installation to be of the same high standard. Signbox had been personally recommended to me and I was impressed by their expertise and professionalism."

**Jo Hopkins**

Director of Development, The British Academy

"Signbox is a very professional company to work with and has provided high quality signage throughout the building. We are very pleased with the end result in terms of the aesthetic look of the signs and the way in which they help guests orientate their way around the building. The illuminated glass donor board they created looks particularly impressive, as does the series of display panels they have produced."



SETTING THE BAR IN HEALTH AND SAFETY TOO

We don't just lead the way in pioneering signage solutions, we're setting the bar in Health and Safety practices too. In addition to our compliance with the specialist BS559:2009 sign safety standard and, as part of our ongoing commitment to providing safe working practices and environments, we've achieved numerous accreditations. These include Safecontractor and CHAS, which recognises our assessment for Health and Safety standards that are required in the construction industry.

Safecontractor is a member of theSSIP forum, an umbrella organisation that facilitates mutual recognition between Health & Safety pre-qualification schemes, including the Contractors' Health and Safety Assessment Scheme (CHAS), Constructionline and Exor Management Services.

We have our own teams of qualified installation engineers who are trained in all areas of Health and Safety to the minimum CSCS standard and hold IPAF and PASMA certification for working with access equipment. In addition, our site supervisors are qualified to SSSTS (Site Supervisors Safety Training Scheme) standard.

SETTING THE BAR IN HEALTH AND SAFETY TOO

Quality also extends to the calibre of our management systems. We want our clients to know that our products and services are reliable, robust and unconditionally fit for purpose in every respect. Our ISO 9001 Quality Management Standard certification assures them of exactly that.



## SIGNS THAT MEAN BUSINESS

If you're looking for ready-to-buy inspirational signs and architectural signage that catches the eye and says it all, visit the Signbox Shop.

We've shown you how signs can be exciting and functional and, right here at the Signbox Shop, we've proved that intelligently designed, off-the-shelf signage solutions can be affordable, environmentally friendly and oh so stylish.

From functional door signs, statutory fire and safety signs with a twist to contemporary signs fashioned from sustainable glass, metal, woods and acrylics and illuminated with LED brilliance, it's all here. You'll find it sitting alongside plaques, nameplates, notices, branded digital signage, funky dry wipe boards, NFC smart posters, architectural signs for inside and out and workplace display signs that are freestanding, fixed to the wall and dancing from the ceiling.

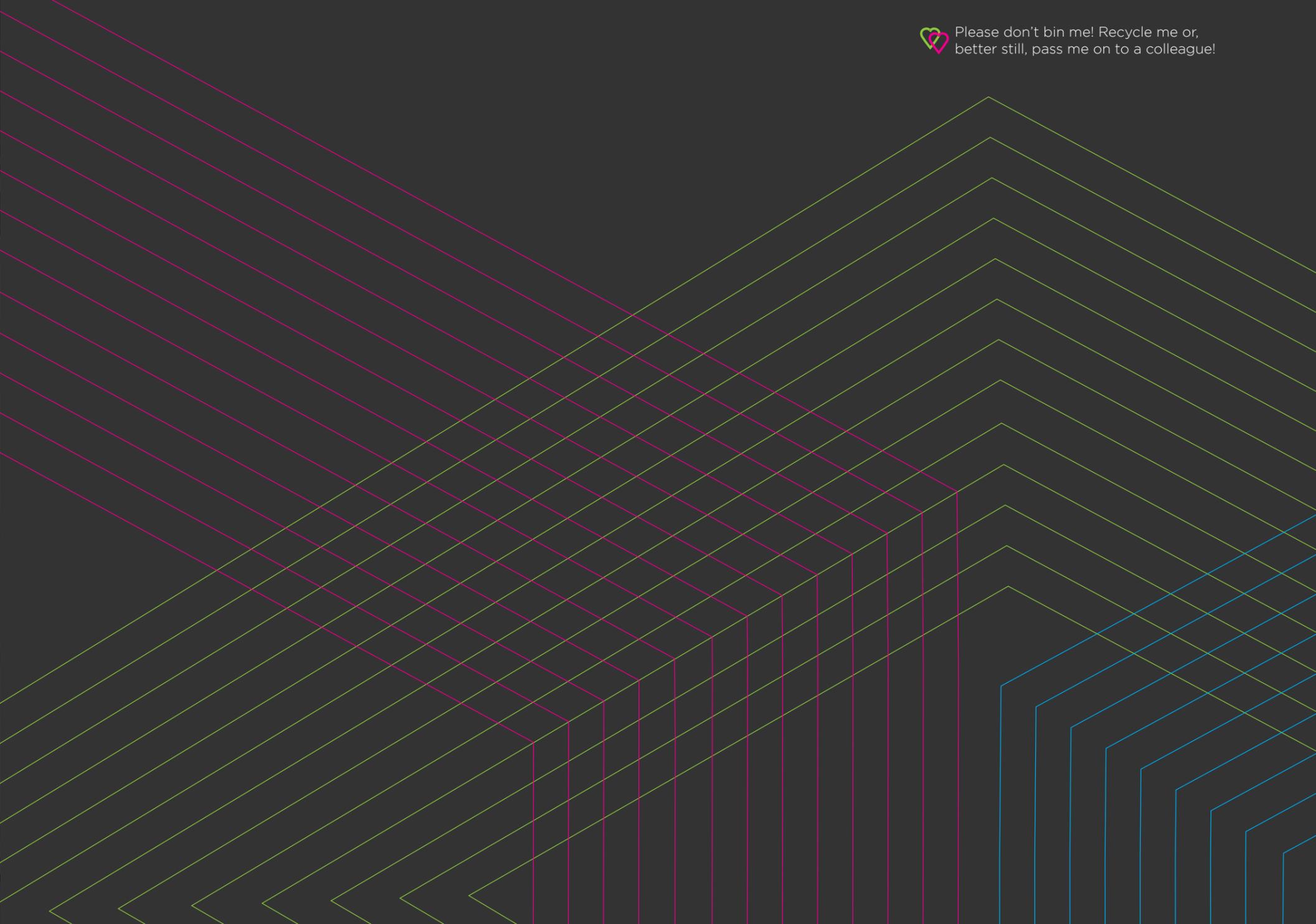
Whatever, wherever, if you've got something to say, the Signbox Shop will give you a sign that means business.



[www.shop.signbox.co.uk](http://www.shop.signbox.co.uk)



 Please don't bin me! Recycle me or, better still, pass me on to a colleague!





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