



HELLO

For more than 20 years, we've been designing, printing and installing innovative graphics and signage solutions for clients across a wide range of sectors and industries; helping bring ideas to life and transforming spaces throughout the UK.

Adrian Rushton
Managing Director

THE HUB AT UHCW

THIS IMPORTANT FUND-RAISING SPACE WAS COMPLETELY TRANSFORMED FROM A PLAIN CORRIDOR AREA TO A PURPOSE-BUILT OFFICE AND DROP-IN SPACE WITH VIBRANT GRAPHICS TO INSPIRE AND GRAB ATTENTION.

We were really excited to work with University Hospitals Coventry and Warwickshire Charity again after our recent project for the Children's Accident and Emergency Entrance. This incredible charity raises funds to deliver projects that fall outside the remit of the NHS. So we understood the importance of getting them noticed in the hospital's main entrance.

Our involvement began before the building work had begun, which allowed us to contribute our thoughts at a pivotal point in the schedule and plan ahead for the final fit.

The designs were developed over a five month period, working closely with their marketing team to fine-tune the final graphics. Our professional installation team worked over one weekend to avoid peak times in the busy hospital entrance.

"We are very excited to open our new Charity Hub which gives us an unmissable presence in the hospital."

– Andrew Meehan, Chairman of UHCW Charity,



/ONE WALL

The design uses real patients, staff and fund-raisers talking about their experiences with the charity. Our concept was based on inspiring future fund-raisers to get involved and be inspired by how their efforts could make a real difference.

Our innovative One Wall product is a one-piece wallpaper, designed to create a seamless finish without joins or seams.

Our professional survey team map out any windows, doors, socket, lights and fittings, so our studio team can design around them. The end result is a custom graphic designed to fit the wall, down to the smallest detail.



/DUSTED WINDOW FILM

This dusted window film added some well needed privacy to these corridor-facing window. Dusted window film allows light to travel through, but blurs the visual area. Our state-of-the-art printers can print to the surface of the film to create wonderful images and patterns to enhance the glazing. Here we used white ink to create a real pop of colour.



Thank you letter for those you
on patients and their families

Arden
Cancer
Charity

Miles

The difference you make

The difference you make...



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Join our amazing sept

"After being diagnosed with malignant melanoma and receiving fantastic care from QMC, I was given the 'all clear' and I wanted to repay the kindness and expertise I received by doing a wing walk on an ancient biplane"

Alexander Powell
Patient - Wing Walker



"We rose to the challenge for cancer patients and for the Arden Centre; our local cancer centre which will help your loved ones, your friends and your family in the future. NEVER GIVE UP!"

- Arden's Angel Skydiving Team



"I am incredibly grateful to all the staff at QMC who have helped me. I know that the money I raise will be able to make a great difference to someone who is waiting treatment for cancer-related issues. You are making a heart-breaking health battle and help

Arden Cancer Charity
www.ardencharity.co.uk



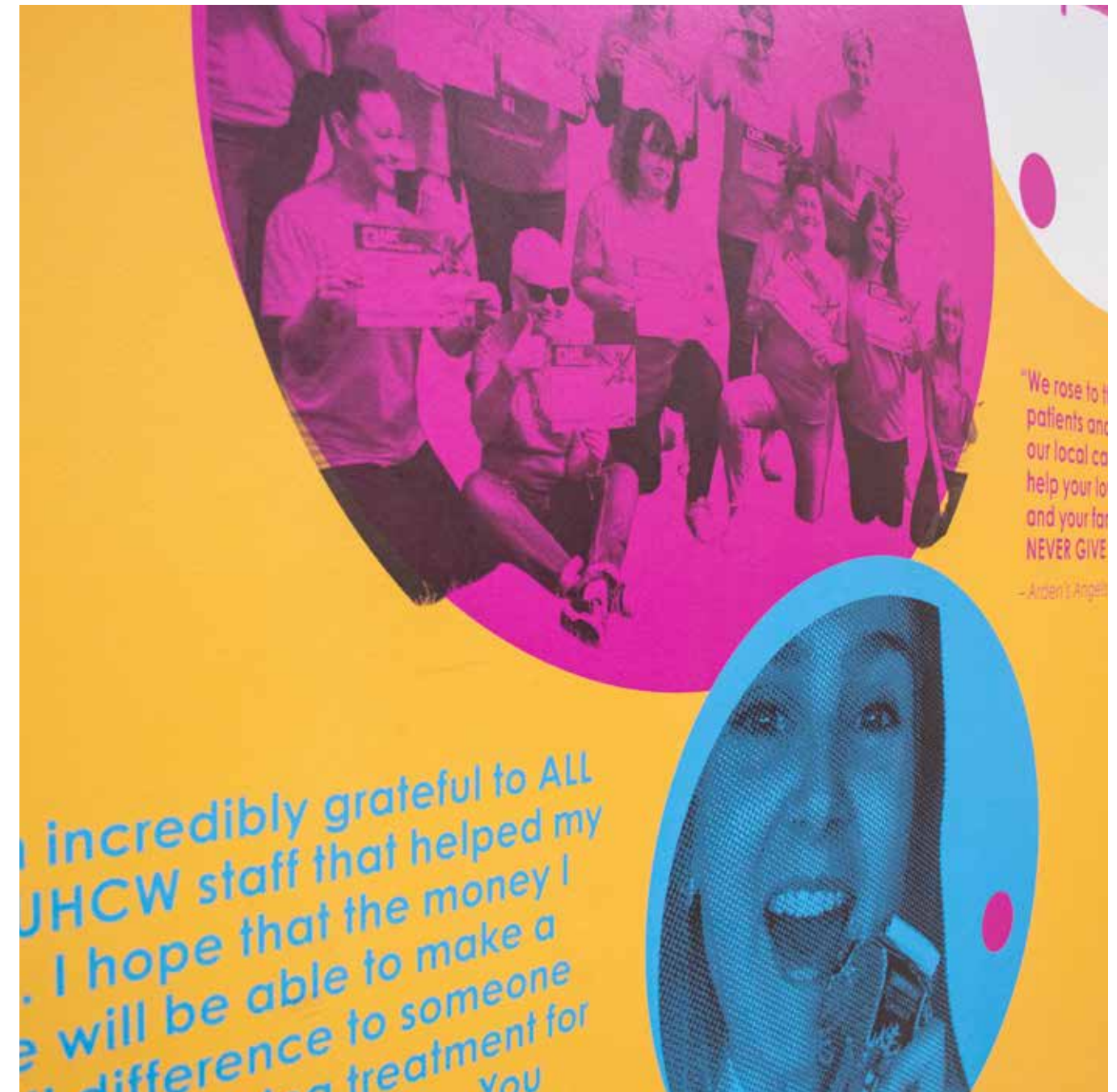
give something
now involved the cor
work for too!"

- Adam Rutledge, Lead Core Corporate Fundraiser



"I took part in a mud run to raise some money for poorly children at the hospital"

- Jacob, Age 6
Mud Runner



/ACRYLIC

We printed a bespoke colour base with the charity's logo to the front elevation, then mounted 10mm white acrylic text over the top.

Using our specialist routing machine, we cut-to-shape the letters from high-gloss 10mm white acrylic. The text added depth to the flat wall and created a lovely set of shadows beneath, which helped to accentuate the messaging to oncoming visitors.







/DESIGN

Our creative focus was on grabbing attention in a busy space and inspiring visitors and patients across a wide spectrum of ability. We developed an illustrative style to show people raising money in different ways. The characters, who interacted with the environment to add humour and interest, could be found baking cakes, abseiling down doorways or running across plug sockets.

/FUNDING GOALS

It was important that the graphics could be updated by the Hub staff. So our studio team used custom acrylic pockets and updateable funding achievement units to help keep the content fresh and new.

The concept allows volunteers to choose and see where their efforts are really making a difference.

Constructed from clear acrylic boxes, matching pink backboard and white vinyl text, we used coloured sand to show the progress made for each fund-raising target. The three projects shown can be easily updated in the future, the sand tipped away and a new project begun!





/WINDOW VINYL

Each window focusses on a different aspect of the charity's work. The far left window promotes the project that has been most recently achieved. Once again this is easily updateable for the Hub staff.

The central window has been fitted with a projecting television screen that can be seen from outside the space.

The window on the right has been fitted with a contact-less donation system to allow passing visitors to donate if the Hub is closed or busy.

