



HELLO

We have around twenty years experience of printing graphics and signage for installation, and it is this knowledge and expertise that enables us to deliver the quality of service we have become renowned for across the UK.

Adrian Rushton
Managing Director

/CHARNWOOD CAMPUS

CHARNWOOD CAMPUS APPROACHED US TO DESIGN, PRODUCE AND INSTALL A FULL SUITE OF WAYFINDING AND DECORATIVE GRAPHICS.

Charnwood Campus is a science-focussed business park set within beautiful grounds with lush green plants, ponds, lakes and trees. The large site is home to over 20 buildings and a network of roads and car parking for both staff and visitors.

A new company branding exercise required us to deliver a full suite of wayfinding to cover the existing graphics, plus new, additional directional signage and decorative graphics.

We aligned our designs to their company brand guidelines using specific colour references and type faces with consideration to future signage planning.

We designed the identity for their central building called the Nucleus which acts as a hub for the site with a café, meeting rooms and training areas. This was then supported with branded signage and window manifestations.

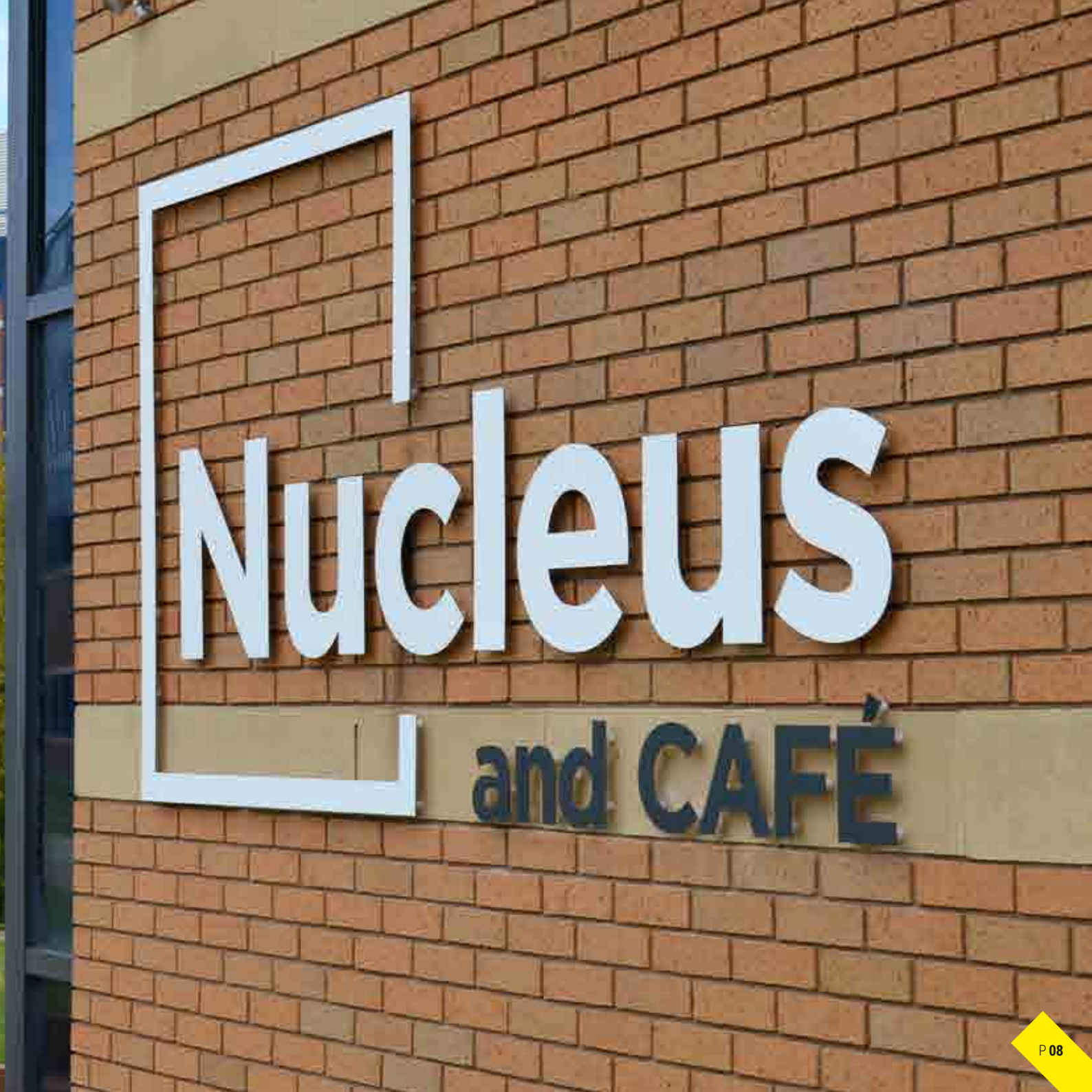




Charnwood Campus' brand palette was mainly black and grey with a flash of bright green. We powder-coated the finger posts matt black, but the fingers were given a bright gloss green colour. We then applied a matt black vinyl to each finger's face which left a vibrant contrasting green band around each edge.



We divided the large site into three sectors which each had their own colour code and the building numbers appear in this colour.





Tinted, solar window film was applied to the inside of the glass corridors to reduce heat and glare. Window manifestations were then applied to the outside of the glass.





Visitor parking

We cannot accept responsibility for any
loss or damage to vehicles and their
contents whilst parked in this area





All signage designs followed the same theme, but information signs such as these, were given a slightly different look to directional graphics



Graphics and signage for BIG ideas



Reception

Reception



Visitor car park I



Car park FH



All other routes





We covered existing totems with vinyl graphics that were on brand. We also used this opportunity to simplify instructions and welcome visitors to the site.



Graphics and signage for BIG ideas



Building 47 ▲

Building 25 28 29 ▲

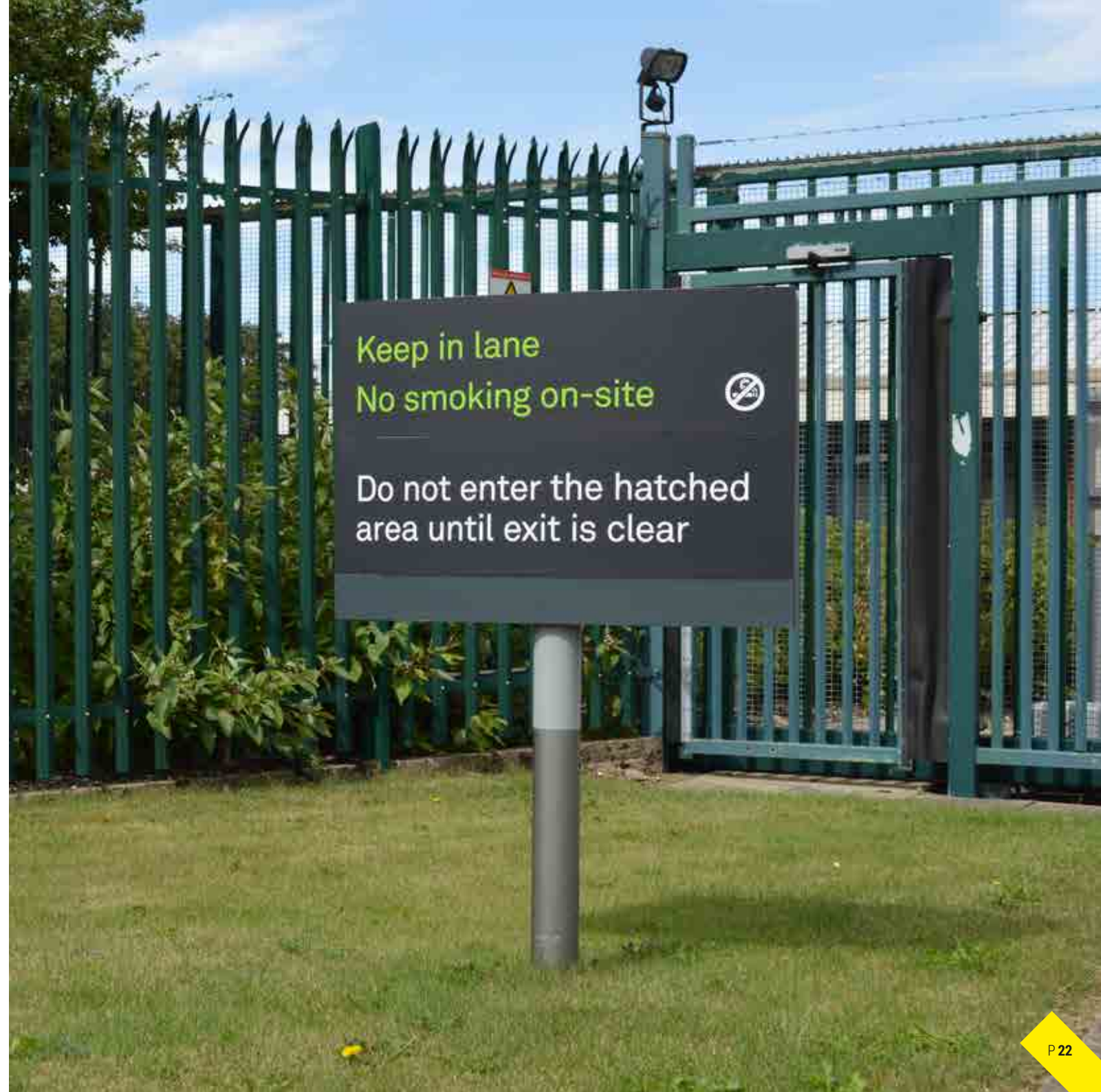
Building 42 ▶

Car park A E L M ▲

Car park K ▶



We covered existing modular signage with new vinyl graphics so as to direct visitors to the new building names.





East Entrance