



# AXO Student, Coventry

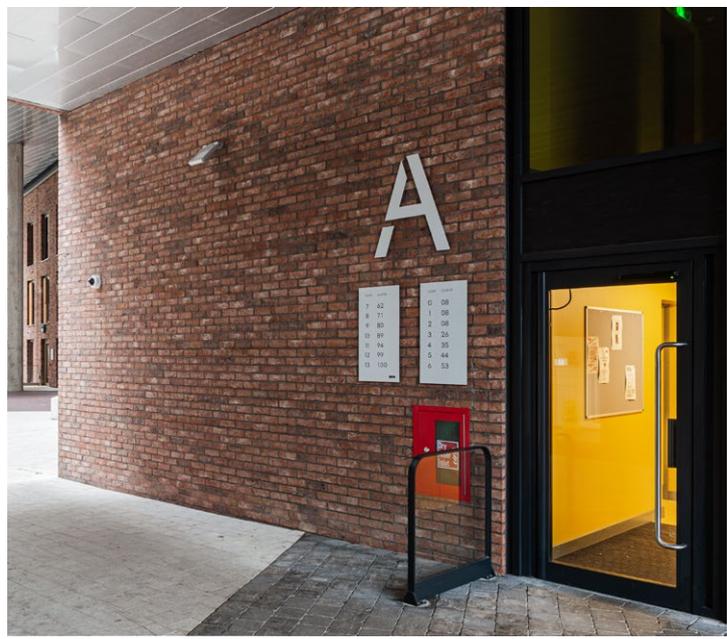
## - Case Study

signage were specified by contractor Galliford Try and architect FBM to provide a complete signage package at the AXO Student accommodation project in Coventry.

Comprising both internal signs and external signs, we have designed, manufactured and installed a signage scheme to the architect's specifications.

Internally, we have created a signage scheme comprising profile cut frosted lucite directory signs, high tack digital graphics and polished concrete foil floor directory signs. In the reception area, we supplied a frosted lucite reception building plan sign with direct digital print.

Externally, we've manufactured a bespoke fabricated aluminium logo sign, aluminium coated wayfinding signs and a bespoke fabricated totem sign with wayfinding.





The large external branded sign is situated high on the external facade of the building, alongside a busy main road and positioned awkwardly above other building structures, making access difficult.

Our fitting team was able to coordinate with the local authorities to gain access and fit the signage under time pressures.

Bright and vibrant signage plays a part in overall architectural design.

The wayfinding indicators throughout the external areas are manufactured from coated aluminium and stencil cut to show the building brick and provide contrast.

Stencil cut signage offers the architect an opportunity to make use of the wall substrate in the design process.



Throughout the corridors and walkways of the accommodation, we've used vinyl cut graphics and stencil cut directory signs to provide wayfinding. The different building blocks use different colour coding schemes and we've RAL matched the colours to the appropriate building blocks.