



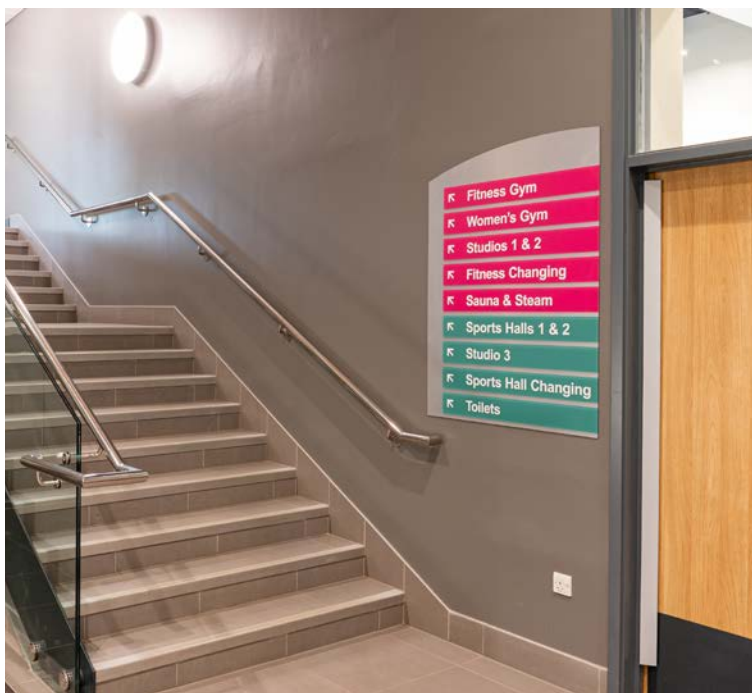
Sandwell Aquatics Centre

- Case Study

xsign provided the internal and external signage scheme for Sandwell Aquatics Centre in the West Midlands for our long-term client Wates.

The development of the site provided a world-class sporting facility for The Birmingham Commonwealth Games, but the vision for the project was that the facility would provide long-lasting inspiration to the whole community for generations to come.

Our initial specification provided signage to meet the demands of The Games. Since then, we have worked closely with the client to update the signage scheme to make it more suited to the general public. Using a modern palette of cut letters and iconography, we have helped to create a sporting legacy.





In the changing rooms we have provided 3mm thick frosted lucite iconography with a high polished edge detail in the RAL specification.

The external signage features built up brushed stainless steel lettering with either 50mm or 25mm returns. The Sandwell logo features automotive grade paint for excellent weather proofing.



The external totem sign welcomes visitors to the centre. We've provided a fabricated aluminium totem, folded and dress welded with 2mm thick aluminium flat cut lettering and automotive grade paint.

The external totems uses a 3mm brushed silver aluminium composite panel, reverse coated with a high grade colour finish. For the lettering, we've used digitally printed high tack vinyl graphics with tamper resistant adhesive.



The internal signage includes 3mm thick aluminium lettering with a smooth edge finish to provide clear and accessible wayfinding to key facilities.

We've supplied built up stainless steel lettering in the reception area to welcome visitors to the centre.

