



# The Goodsyard, Birmingham

## - Case Study

xsign were appointed by creative agencies f.r.a. and Identity, and main contractor Sir Robert McAlpine to create the signage at The Goodsyard, a luxury residential complex in the heart of the Jewellery Quarter in Birmingham.

The Goodsyard is a mixed-use residential and commercial development. The site is made up of 395 residential units, located in 4 blocks: Great Western, Inward Shed, Top Shed and Outward Shed.

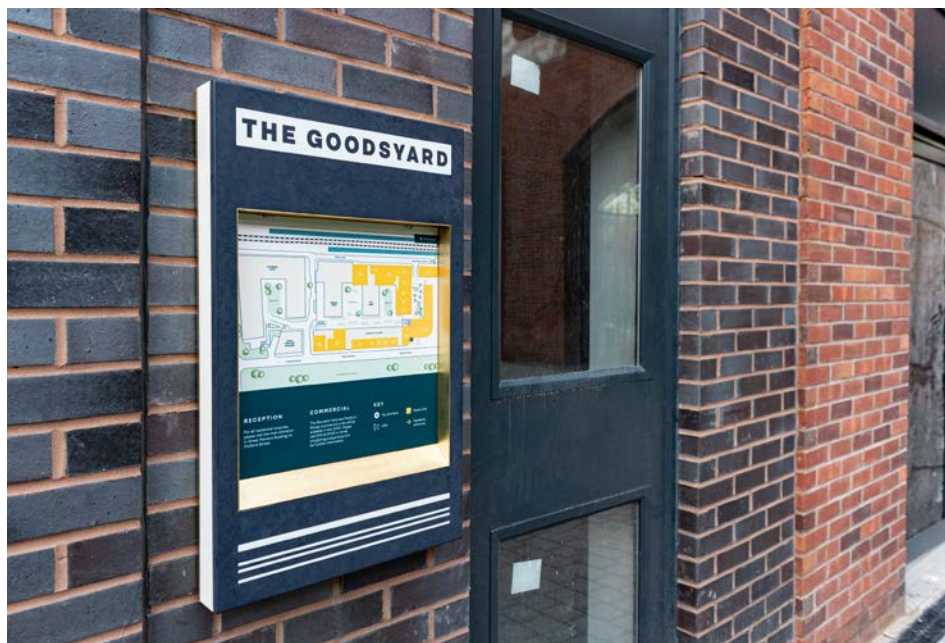
The Goodsyard showcases a harmonious wayfinding scheme of strong design intent, complex technical manufacturing, an array of different materials used and bespoke finishes. With great care being given to aesthetics, history and the local environment, our signage scheme meets the brief set to us and helps to enhance the beautiful architecture and local surroundings.





In the car park area, space has been allocated for a bike store. We've provided a design to help brand the area by applying a mask painted wall mural in Brick Orange colour.

We've provided striking branded wall painted murals with Brick Orange background colour. Elsewhere we've provided similar murals with Morning Teal colours.



The wall-mounted map directories are made from an aluminium framework, custom painted aluminium faces, Corian Cameo White returns and satin brass return trims. The face of the sign has a Corian header, with custom painted blue lettering.

For each of the residential blocks, we have provided illuminated projecting signs with translucent Perspex Opal Silk faces, with engraved and resin infilled text details on all four sides. Encased in matte Brass caps with circular projecting arm and brass cover plates to hide fixings.



In the hallways we have provided Corian Cameo White wall mounted panel signs with engraved and resin infilled graphics in Evening Teal colour, bonded to 3mm black foamex spacers.

Striking visual reminders of The Goodsyrd brand are displayed throughout. Here we have provided a wall mural paint mask with distressed/ghost effect in "Tile White" colour finish.

