

80 New Bond Street, London

- Case Study

xsign designed and installed an internal and external signage scheme at 80 New Bond Street in Central London for RED Construction.

On entrance to the building you can see aluminium signage displaying the building name, The Burlian, and iconography detailing directions down to the bike store. In the main lobby, we have fitted a 5mm thick aluminium tenant directory, with 10mm thick aluminium bars and a routed groove, designed to allow for future changes.

As you navigate each floor, you'll see we have supplied 3mm thick aluminium floor level indicators, and a wide range of 3mm thick aluminium letters and icons to provide wayfinding and navigation to key facilities such as showers, toilets, stairs and shared facilities.





3mm thick aluminium cut letters with a high grade paint finish provides a striking contrast against the interior decor.

The use of bespoke-designed iconography throughout provides a high class and luxury feel to the building.



Cut letters are fixed above 3mm thick aluminium bezels to provide the appearance that the signage is sitting on a rail.

For building maintenance rooms, we have used digitally printed high tack vinyl at 1800dpi resolution to ensure tamper resistance and excellent legibility.



On entrance to the building we have provided 4mm thick aluminium letters with a ground and smoothed finish. The letters feature a folded base to allow for screw fixings to the canopy.

Near the entrance to the building is a lift to the bike store where we manufactured 3mm thick aluminium iconography with a ground and smoothed edge finish, coated with high grade paint.

