



# The London Clinic

## - Case Study

xsign designed, manufactured and installed the internal and external signage scheme at 142-146 Harley Street for The London Clinic.

The building is most famous for The King's Speech Room, where King George VI received speech and language therapy to prepare him for public speaking.

We manufactured and installed the internal signage scheme, which includes cut stainless steel lettering, a number of 4mm thick brass plaques, 3mm thick frosted lucite panels, directory signs, door signs and iconography throughout, reverse-coated and with a high grade colour finish.

The exterior of the building features 4mm thick brass plaques displaying wayfinding information and The London Clinic branding, providing a high quality finish.





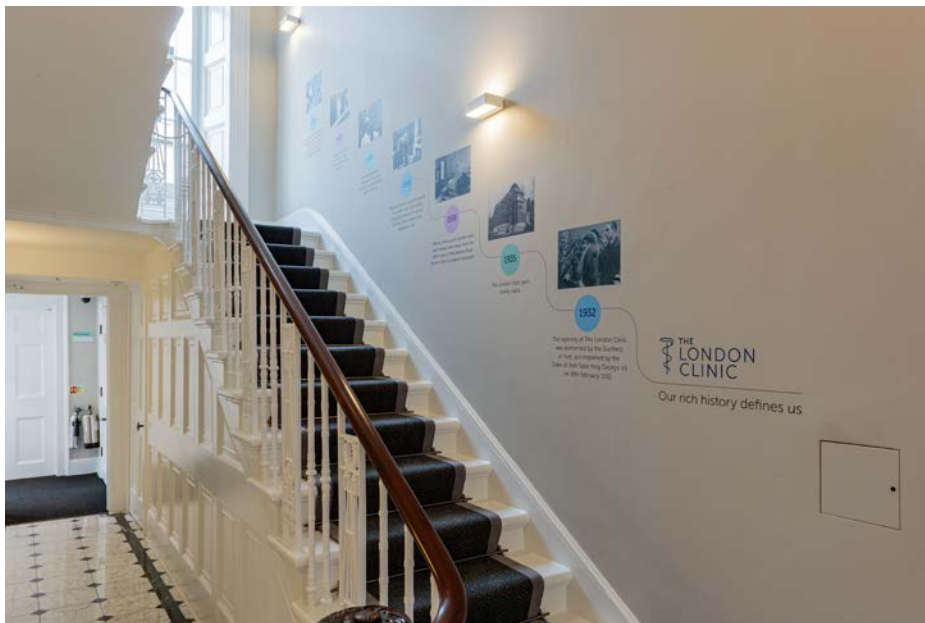
In the hallway entrance to the building, we have supplied a 30mm thick Carerra White Marble sign, with a deeply engraved inscription and logo, hand painted with black enamel signage paint.

In the reception area we have provided flat cut stainless steel letters with a fine grit finish to create a timeless look and feel.



We have provided 4mm thick polished brass external plaques, with a glass bead blasted edge. We have applied direct digital print to the face in super high resolution. Polish and clear lacquer has been applied to the face to preserve the finish.

Jigsaw directory boards are used throughout the building with 3mm thick frosted lucite panels securely attached through a secret fixing mechanism to provide wayfinding to key facilities.



We have printed a series of high tack vinyl graphics to provide a timeline of the history of The London Clinic. We have applied the graphics directly to the wall with a smooth wall substrate.

Throughout the building we have provided 3mm thick frosted lucite directional panels, fitted to our modular jigsaw sign system, to provide a changeable solution for the client.

