



xsign delivered a signage and wayfinding project at West Hub, a Cambridge University space used for learning and collaboration. The £40m building is labelled as a “destination quarter” where research, enterprise and socialising can take place. The building is open to all departments of the University as well as members of the public, creating a co-working space for academics and the wider community.

The most striking external signage is at the entrance to the building where we have manufactured and installed illuminated opal acrylic letters, welded to a mild steel framework, which is securely attached to a concrete pad base. The West Hub letters provide a strong and striking statement on arrival to the building

Internally, we have supplied a range of 6mm thick frosted acrylic door signs, room signs and directory panels.





The manufacture of the illuminated external lettering presented the biggest technical challenge. To balance the weight of the letters, we have manufactured a bespoke metal framework. The framework is secured to the ground in a concrete pad. A mesh cover has been used to hide the base fixings. Opael acrylic faces have been applied in the branded RAL colours.

Internally, we have manufactured 6mm thick frosted acrylic signage in a variety of locations, including for door signs, room signs, projecting toilet signs and wayfinding to key facilities. Ultra high quality direct digital print ensure excellent legibility.



High quality manifestations have been installed in key locations to provide wayfinding. We have printed at 1800dpi in the client's pantone reference.