



Soho Yard

- Case Study

xsign partnered with creative agency f.r.a. on the signage project at Soho Yard for main contractor, Bowmer + Kirkland. Soho Yard is a mixed use scheme featuring office and leisure space and a residential complex featuring 368 purpose built apartments aimed at the higher end of the market.

The external signage scheme includes rimless face-illuminated letters with 50mm deep aluminium returns. We have supplied a projecting lightbox with even illumination and a dimensional logo 3D printed to the face. Additionally, we have supplied a bespoke illuminated totem sign and multi-directional finger post signage.

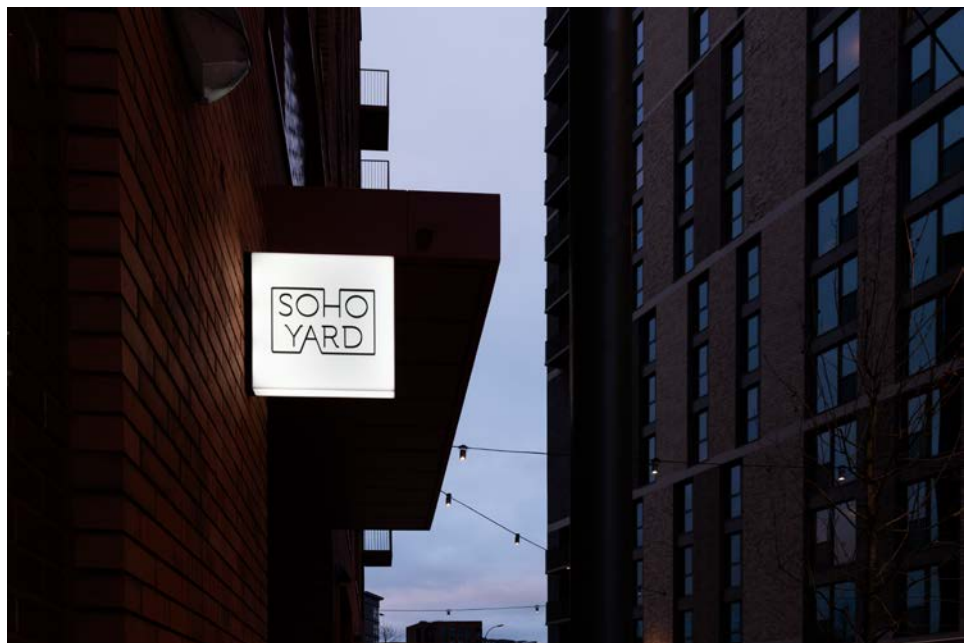
Internally, the design scheme features 3mm thick 3D printed lettering and logo signage, 3mm thick router cut aluminium panels and a broad range of iconography to provide wayfinding to key facilities.





The external rimless face-illuminated letters above the canopy are illuminated to provide a strong night time visual. Letters have been individually fixed using 50mm metal tube spacers and all wiring has been concealed within the spacers to create a flush appearance.

The external, illuminated projecting lightbox has an even illumination across all sides and faces. The dimensional 3D printed logo is bonded to the surface. A bracket shroud keeps fixings minimally visible.



A custom finger post sign provides wayfinding to key locations. Bespoke printed blades are attached to a collar system, with extra collar space provided for additional phases of the project.

3mm thick 3D printed sign types have been manufactured and fitted throughout the building. Due to the shape and geometry of the signs, we have manufactured these sign types with a variable fillet to the edges.



We've used our jigsaw technology to create a smooth finish on these 3D printed frames, otherwise the frames would be too brittle. The signs are fitted with a clear laser cut 3M VHB tape to ensure a smooth, plush finish against the substrate.

Across the building we have supplied a broad range of easily recognisable iconography to provide wayfinding to key facilities.

