

LOXTON WALK

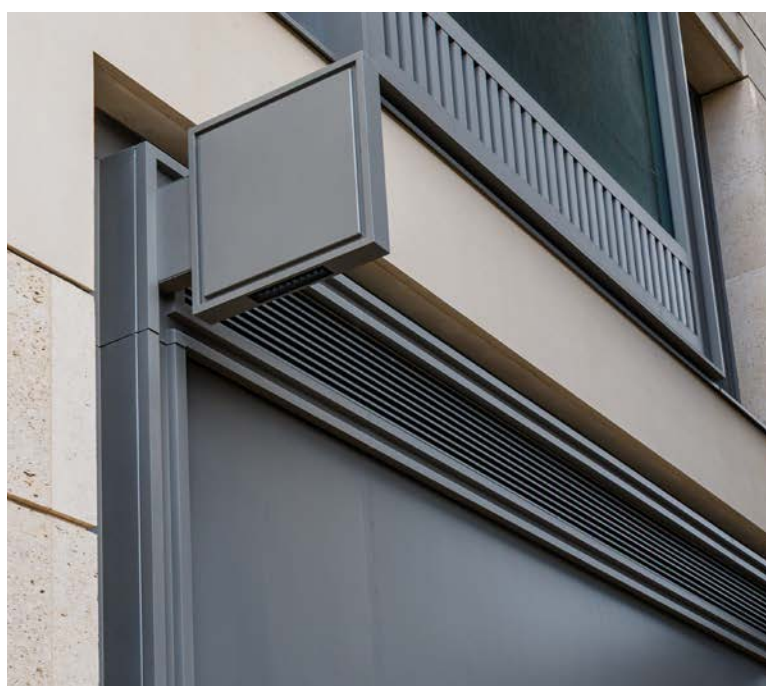
Baker Street Development, London

- Case Study

xsign delivered the signage package at 19-35 Baker Street in Central London for main contractor, Laing O'Rourke, supporting a wide redevelopment that includes commercial, residential, and retail spaces. The signage scope includes external identity, wayfinding, statutory, and basement graphics. The broad scope of the scheme demonstrates our ability to deliver across a wide specification of sign types.

The external signage includes bespoke dimensional lettering for "Loxton Walk" and large address numerals mounted directly to the stone facade. Internally, wayfinding is provided via powder-coated aluminium letters, floor and lift indicators, and WC signs, all integrated with the architecture's finishes.

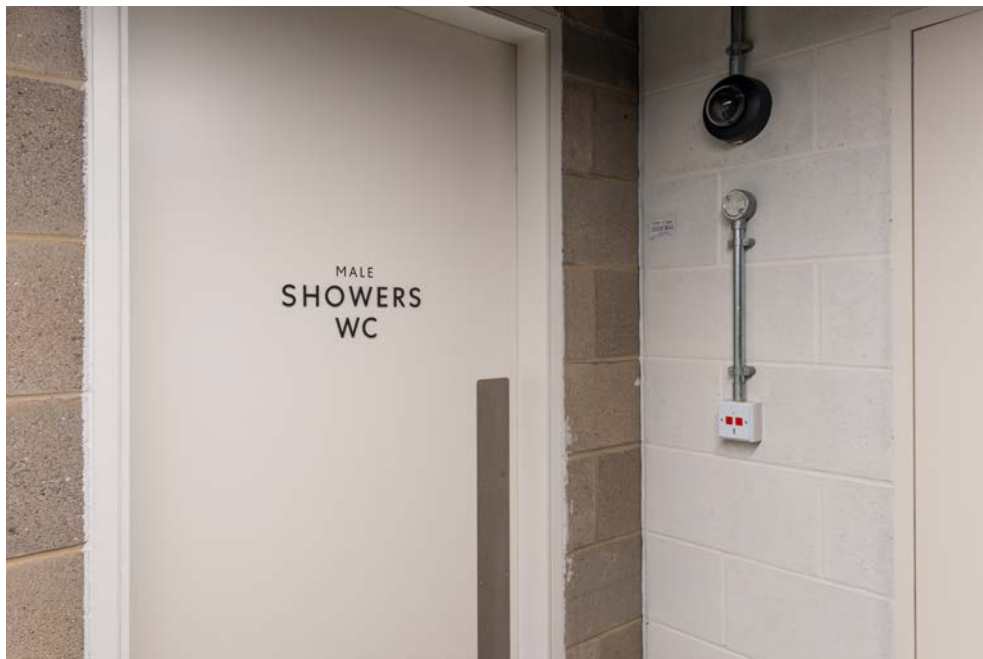
We applied cycle store graphics directly to the floor, etched glass manifestations and a minimalist typographic style in neutral tones, aligning with the architectural vision and contributing to a cohesive wayfinding strategy.





Lift lobbies feature clear black letters identifying lift cores A, B, and C, along with bold floor numerals. Mounted directly onto the stone-faced walls, the signs complement the dark lift reveals and provide strong visual contrast.

A simple bicycle graphic with directional arrow is painted directly onto the internal concrete columns to guide users toward the cycle storage area. The white iconography offers clear visual communication in an otherwise raw and functional space.



Wayfinding for basement facilities includes crisp black text applied directly to white powder-coated doors. This example identifies the male showers and WC with consistent typography and alignment used throughout the scheme.

At the building entrance, "Loxton Walk" is displayed in bespoke metal letters mounted to the projecting canopy. Materials have been selected to ensure longevity and legibility.



A bespoke no smoking symbol was fabricated in cut metal and fixed directly to the external stonework. The open, line-based design provides clear messaging while maintaining a refined, architectural aesthetic.

Minimalist projecting signs were installed above retail unit entrances, finished in a dark powder coat to match the facade. The square signs are designed with concealed wiring for future illumination, ensuring functionality without compromising the architecture

