



Bowmer + Kirkland Western Regional Office

Sector	Discipline	Materials	Location
Commercial Office	Interior Signage & Graphics	Brushed Stainless Steel, Brushed Aluminium, Printed Vinyl	York House, Bristol

The Client.

xsign worked directly for Bowmer + Kirkland, one of the UK's largest family-owned construction and development groups, to deliver the interior identity, graphics and signage for the group's relocated Western regional office at York House in Bristol. The fit-out was designed by Lewis Cunningham Interior Design and the office was opened by company chairman Jack Kirkland in June 2026.

The scheme is unusual for xsign in that B+K is normally the main contractor on the other side of the table, engaging xsign to deliver signage for B+K's own clients. Here the client was B+K and the building was their own.

At reception the wordmark is built up from brushed stainless steel with 55mm returns and halo illuminated on 53 nickel plated locators. The brand's interlocking block pattern is printed at wall scale throughout, and the larger graphics are hung with B+K's own project photography, so the walls of a construction group's office are given over to the work itself.



The Challenge.

That change of relationship is the interesting part. A contractor's own office is judged by people who build for a living and who see other people's signage every week of their working lives. There is nowhere to hide a poor detail in front of that audience.

The building itself gave the scheme very little to work with. York House is a straightforward business park block: plasterboard walls, a suspended ceiling grid, standard windows and switches. There was no architectural set piece to hang an identity on, so the graphics had to carry the whole job of making a generic floorplate feel unmistakably like B+K.

The brand also had an unusual asset to handle. B+K's wordmark sits inside an interlocking block pattern, and at wall scale that pattern is unforgiving: it has to turn corners, pass around window reveals, doors, sockets and switch plates, and still read as part of the building rather than as wallpaper applied over it.

And the story B+K wanted told is not about products. It is about family, longevity and people, which meant the graphics had to carry sentences as well as pictures without any wall turning into a poster.



The Solution.

The identity at reception. The reception wordmark is built up from brushed stainless steel with 55mm returns, the faces laser cut with the grain running horizontally so the brushing reads continuously across the whole logotype rather than shifting letter to letter. LED modules face rearwards behind a 10mm opal acrylic diffuser, with opal lenses distributing the light so the halo is even instead of spotted, and the whole wordmark stands 12mm off the wall on 53 nickel plated locators. The illumination is cool white and deliberately restrained, capped so that it lifts the letters off the wall without glaring in a room people work next to all day.

The pattern as architecture. The interlocking block pattern is printed at wall scale in B+K navy on white, set out room by room so the blocks resolve at the corners and step cleanly around windows and switches. On the reception wall the wordmark sits inside that field alongside a Family Values panel, so the logo and the words about a hundred years of family ownership occupy the same surface rather than competing for it.

Walls as a portfolio. The larger graphics use B+K's own project photography, printed with environmentally friendly inks, so the meeting rooms and open plan walls are hung with the company's buildings: a copper-clad tower, a green wall, a school entrance. Two of them carry the message directly, one reading **We build** across a montage of completed schemes, another pairing a night shot of a canopied entrance with the line about people being the key to the company's success. In a construction group's own office, the most persuasive graphic available is the work itself.

The working layers. Elsewhere the identity repeats quietly in 5mm brushed aluminium cut letters with ground and smoothed edges, non-illuminated, taped to the wall. Optically clear printed vinyl carries the block pattern onto meeting room, office and boardroom glazing, giving partitions their manifestation and their brand in a single layer. Door signage is 3mm frosted acrylic reverse coated in the B+K navy with a light oak foil band across the face, tactile text and braille printed directly at high resolution over a printed adhesion promoter so the raised characters stay put.



The Installation.

The programme was fixed by an opening date rather than a handover certificate: the chairman was booked to open the office in June 2026, so the graphics had to be finished, clean and complete before the doors opened. Installation ran around a fit-out that was still landing furniture and joinery.

Most of the work is applied rather than fixed, which puts all the difficulty into setting out. The block pattern was set out to each room individually so it lands correctly at the corners, and the stainless wordmark was templated to bring 53 separate locators into line on a plasterboard wall with no second attempt available. What the client gets is an office that identifies itself from the front door, and a set of walls that quietly makes the argument for the company to everyone who walks in.

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“We work with Bowmer + Kirkland a great deal, but almost always as their supplier on someone else's building. Doing their own office put us in front of a client who knows exactly how this should be detailed and installed, because they do it for a living. That focuses the mind. The reception logo is the piece I would point at: fifty three locators on a plasterboard wall, one grain direction across every letter, and a halo that had to be even the whole way round.”

David Diep, Operations Director, xsign

Placeholder quote, replace or approve

Project Detail.



The reception wordmark is built up from brushed stainless steel with 55mm returns, the faces laser cut with the grain running horizontally so the brushing reads continuously across every letter. LEDs face rearwards behind a 10mm opal acrylic diffuser, with opal lenses spreading the light so the halo is even rather than spotted.



The wordmark sits inside the brand's interlocking block pattern, printed at wall scale in B+K navy on white, alongside a Family Values panel. Logo and message occupy the same surface rather than competing for it.



The larger graphics are hung with B+K's own completed projects, printed with environmentally friendly inks. In a construction group's own office the most persuasive graphic available is the work itself.



A night shot of a canopied entrance runs the full width of a meeting room wall, paired with the line about people being the key to the company's success. The block pattern is set out to the room so it resolves at the corners and steps around the window reveal.



Away from reception the identity repeats quietly in 5mm brushed aluminium cut letters with ground and smoothed edges, non-illuminated and taped to the wall so no fixings show.



Optically clear printed vinyl carries the block pattern onto meeting room, office and boardroom glazing, giving the partitions their manifestation and their branding in a single layer.