



Sector	Discipline	Materials	Location
Health & Wellness	Brand Vinyl, Window Graphics & Manifestation	Cut Vinyl, Printed Blackout Vinyl, Glass Manifestation	YY London, Canary Wharf

The Client.

xsign delivered the brand signage, window graphics and glass manifestation for UNTIL, the new health and wellness destination at YY London in Canary Wharf. Working directly for UNTIL, xsign turned a highly glazed frontage in a landmark, net zero building into a clear, confident shopfront for a brand bringing more than forty health specialisms together under one roof.

The scheme spans a two-metre cut-vinyl logotype, printed blackout-vinyl reception graphics, a window graphic listing the full range of specialists, and glazing manifestation that carries the brand while meeting the required safety standards, all matched to one restrained grey-brown and white palette.



The Challenge.

UNTIL was launching a brand-new name into one of the most competitive and design-conscious locations in London. The signage had to introduce that brand at street level, explain an unusually broad offer at a glance, and feel as considered as the building it sits in.

The space is almost entirely glazed. UNTIL's frontage runs along the building's soaring arched curtain wall, which meant large expanses of glass that needed manifestation for safety and privacy, and a shopfront that had to communicate the brand without blocking the light or fighting the architecture.

The brand itself is deliberately restrained: a dark grey-brown, white and a single accent, executed with precision across very different materials. Cut vinyl, printed blackout vinyl and dusted and coloured manifestation all had to match to one palette and one standard, and be set out cleanly against a landmark facade with no room for a poor join or a misaligned line.



The Solution.

A brand written in vinyl. The centrepiece is a two-metre cut-vinyl UNTIL logotype, applied in crisp white to the glazing so the brand reads across the dockside from a distance. Inside, printed self-adhesive blackout vinyl with a gloss laminate carries the identity in UNTIL's grey-brown across the reception, hard-wearing and rich against the timber and stone.

A window that explains the offer. The main frontage is given over to a printed window graphic, headed 'This is UNTIL, Canary Wharf' and listing the full range of specialists in one clean column, from osteopaths and physiotherapists to dentists, psychologists and medical aesthetics. In a single glance, a passer-by understands exactly what is on offer inside.

Manifestation with the brand built in. Rather than treat the required glazing manifestation as a compliance afterthought, xsign made it part of the identity. The gym glazing uses a soft dusted finish for privacy, while the reception-facing glass carries a grey-brown striped manifestation matched to the brand, meeting the glazing safety requirements while reinforcing the look at eye level.

Set out to the architecture. Every element was aligned to the building's glazing grid and arched frames, so the graphics sit with the architecture rather than on top of it.



The Installation.

The scheme is almost entirely applied graphics, which puts the difficulty into setting out and installation rather than fabrication. The large cut-vinyl logotype and the full window graphic were templated and installed on site to sit square to a curved, highly glazed landmark facade, with the manifestation set to the correct heights across every panel.

The result is a frontage that announces UNTIL confidently to Canary Wharf, explains its offer before anyone walks through the door, and gives a brand-new destination the presence of an established one, all delivered directly for UNTIL.

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“UNTIL had a genuinely exciting brand and a spectacular building to put it in. Our job was to make the two feel like they had always belonged together. The window graphic is the piece I would point to: it tells you everything UNTIL does before you have even reached the door.”

Matt Bush, Sales Manager, xsign

Placeholder quote, replace or approve

Project Detail.



The main frontage is given over to a printed window graphic, headed 'This is UNTIL, Canary Wharf', listing the full range of specialists in one clean column so a passer-by understands the offer at a glance.



A two-metre cut-vinyl UNTIL logotype is applied in crisp white to the glazing, so the brand reads across the dockside from a distance.



Inside, printed self-adhesive blackout vinyl with a gloss laminate carries the identity in UNTIL's grey-brown, rich and hard-wearing against the timber and stone of the reception.



Glazing manifestation is treated as part of the brand rather than a compliance afterthought: a soft dusted finish to the gym glass, and a grey-brown striped manifestation to the reception-facing glazing, set to the correct safety heights.



Every element is aligned to the building's glazing grid and arched frames, so the graphics sit with the architecture rather than on top of it.