

82 -

22

We are Cobal. We are underpinned by three essential principles we hold close to our hearts.

We have a passion for craft, to find beauty in the detail, to question and challenge, to work and rework until it's right.

Our culture exudes pride in our people for a love of what they do, always sharing our knowledge and experience with colleagues and clients alike.

Our projects tell stories of clients' ambitions and the proof of our collective desire to create places and spaces where people feel belonging. We see our clients as partners to help shape and manifest their brand in a way that defines our own.

## Our history

In order to gain 40 years' worth of experience, you need to do 40 years of work. There are no shortcuts. What began with one man above a garage with a passion for design and making with an unquenchable ambition has, over four decades, grown into a company with time-honoured expertise.

As our industry has changed, so have we. We strive to deliver a difference for our clients and projects. To constantly stay ahead of the curve with the openness to listen, learn, question and collaborate.

This book celebrates our craft and journey through 40 years of collaboration and exploration. It is not exhaustive; there is no case study, rather a curation of the projects and moments we enjoyed and look back on with pride.

We are  
Cobal.  
We connect  
people to  
places.

We visually articulate your brand aspirations through signage, wayfinding and placemaking. We make ambitions a reality.

We create unrivalled visual communications, embracing projects varying from simplistic to complex.

Our passion for what we do manifests in our love for our craft, pride in our people, and the partnerships we have with our clients.

# Our Process

We design, make and install impactful, functional signs. We work tirelessly in finding the difference a project brings. We test, experiment, make and challenge.

Our approach is unique to every project, we push our thinking and we test our knowledge to surpass our client's expectations – it's just our way.



# Craft

# People

# Purpose

We're proud of our heritage. It's taught us a lot. They say you never stop learning and it's a mentality we've adopted over the last 40 years. Our business has evolved with our clients, to constantly drive change in what we do and the services we offer.

We're in the business of people. We believe in a philosophy of free-thinking and open dialogue. We've built a business on inclusivity, value and respect – it's defined through the culture we have built and our interactions with our clients.

Our founding philosophy hasn't changed. We exist by helping our clients visually communicate their brand purpose. We bring spaces to life by realising their potential, seeing the possibilities and working collectively to do so.

# Design Museum London

Working with designers Cartlidge Levene, our brief was to produce signage and placemaking elements that would create a harmony between all aspects of the visitor journey and the building, while also delivering on the museum's aim to be a hub for contemporary design and architecture and an international showcase of design skills.







# We're easy going

We are proud of our people.

We're easy going types, we approach projects cooperatively and support a sharing culture. Each learning from the next – collectively we share a drive for our clients' business and brand needs.

We get that all projects come in different shapes, budgets and sizes.

We work closely in partnership to understand your brief and the challenge ahead. We listen, suggest and guide.

We've been doing this for 40 years which means we know how to get the best out of what you need and how to deliver it.

■ One  
size

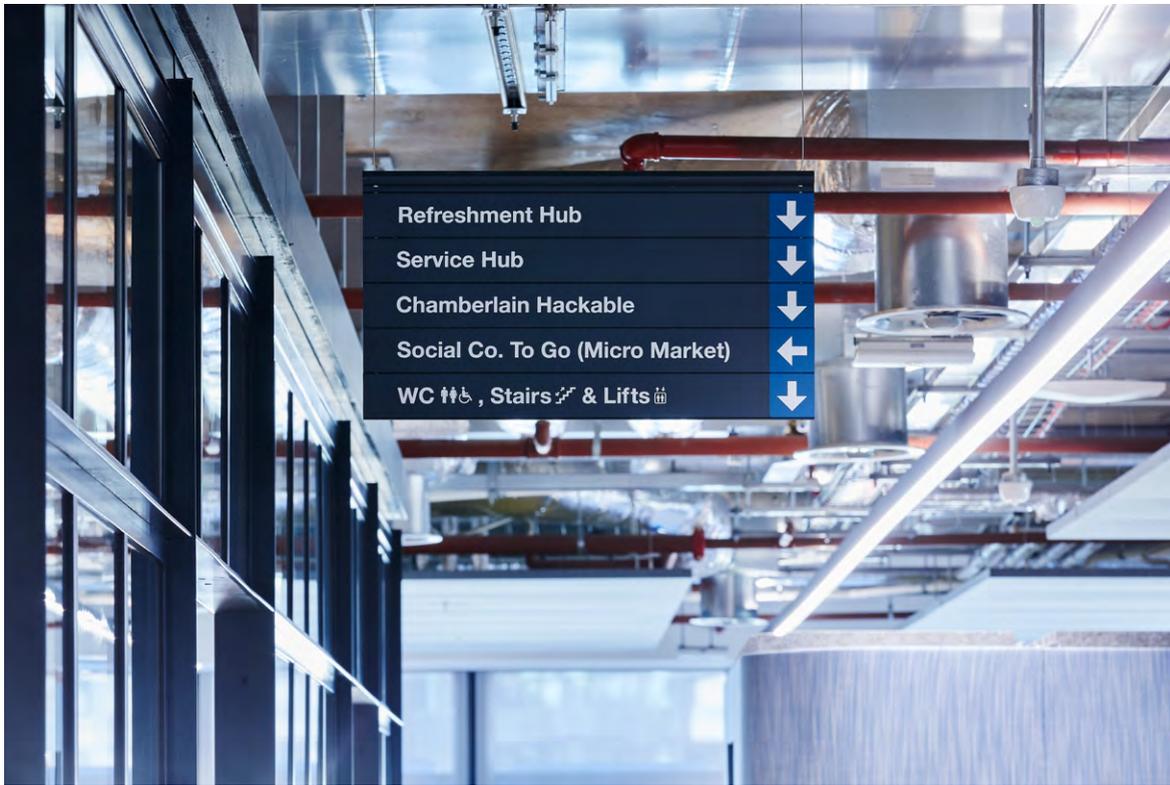
doesn't  
fit all.



Our relationship with PwC has spanned over 30 years, starting with Coopers & Lybrand through their growth and rebrands to the latest Wolff Olins designed visual identity.

During this time, we have supplied signage, environmental graphics and placemaking elements with agility and to the quality expected of one of the Big Four.

These are complex and engaging briefs from the flagship refurbishments at Embankment Place, London, and One Chamberlain Square, Birmingham to the striking new offices at Merchant Square, Belfast.



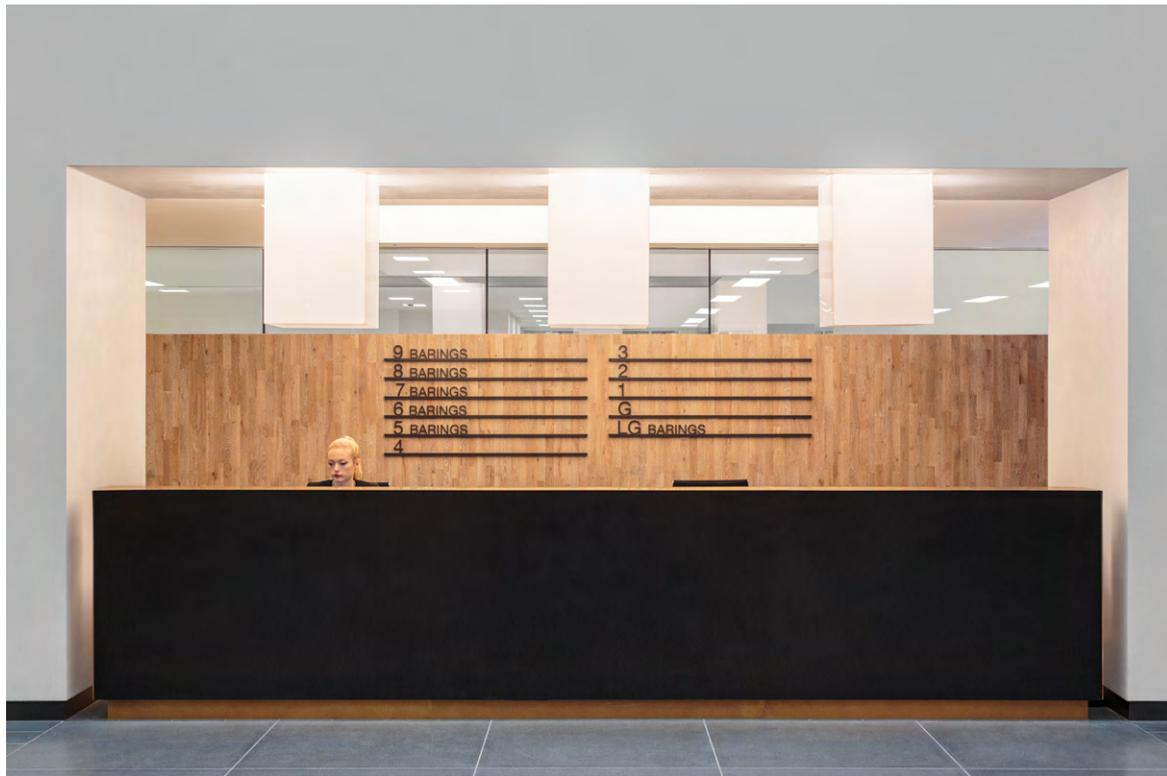


MCNA-130  
CENTRAL VACUUM  
MICRO PAD - 5mm STROKE

# 20 Old Bailey



Elegant monochromatic external and internal branded signage to support the contemporary transformation of Twenty Old Bailey located in London's diverse and dynamic heart, between the iconic law courts and Fleet Street.



Privacy or

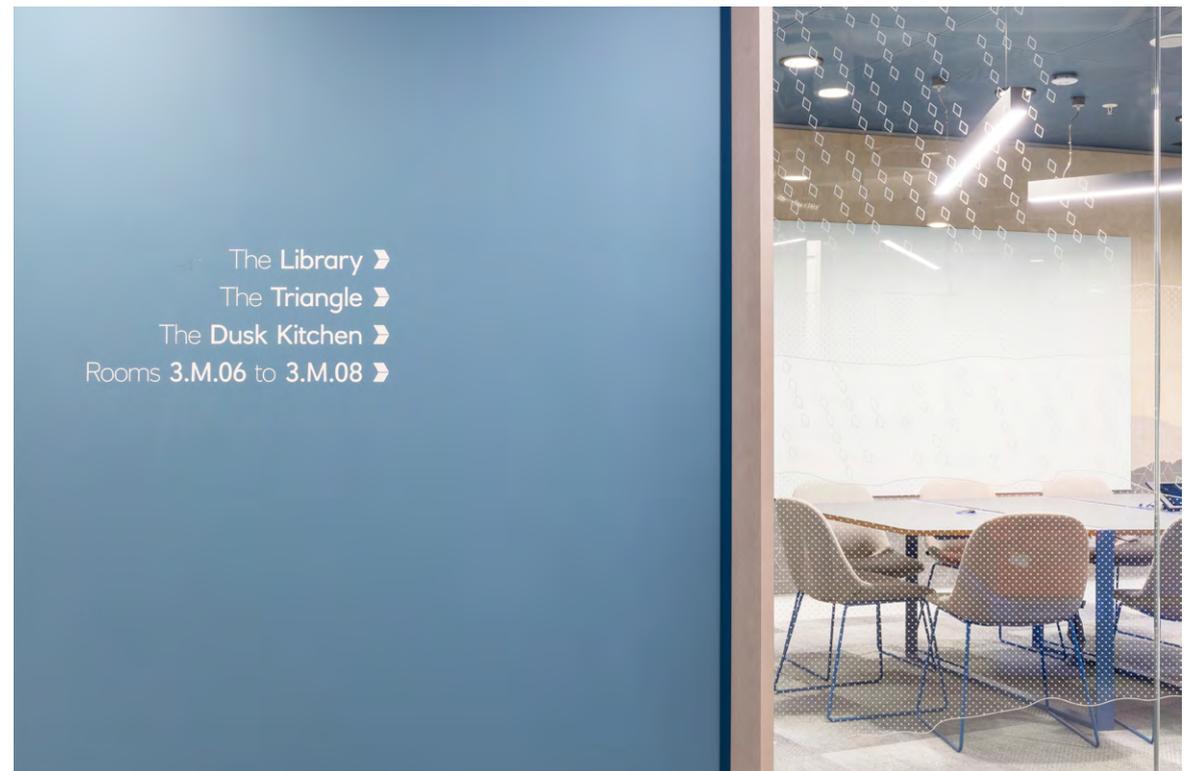
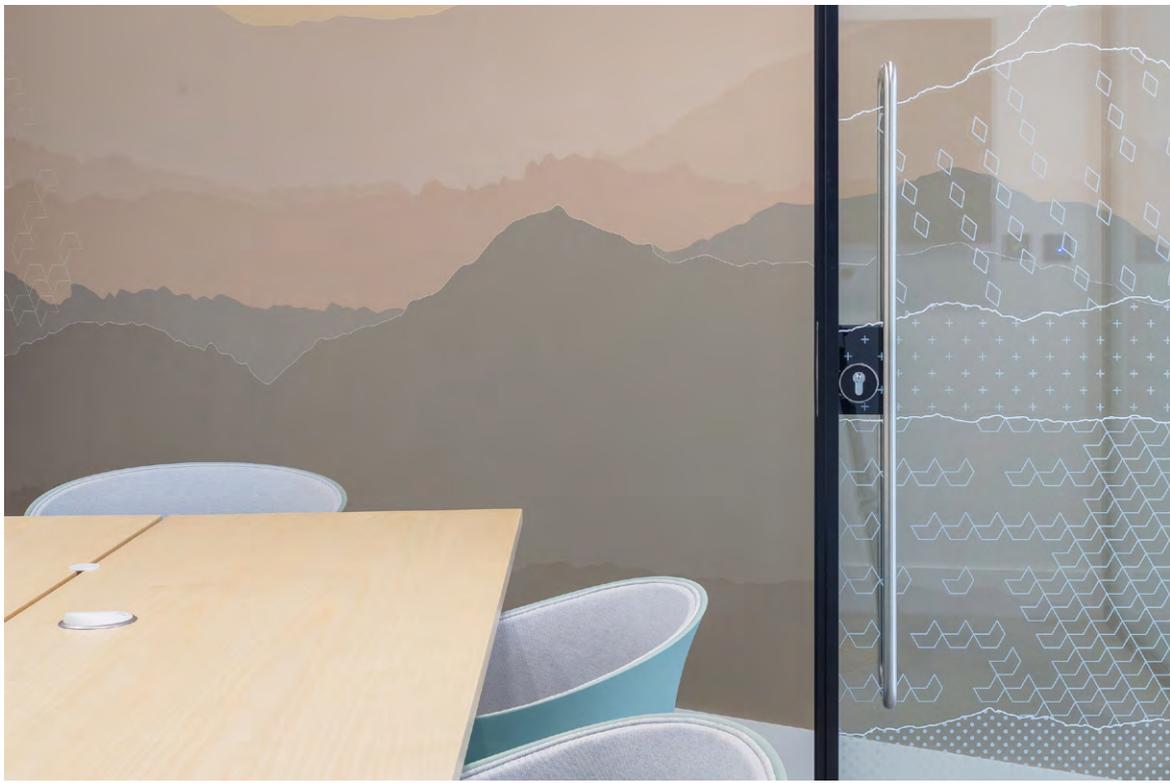
We know spaces need both; either to create brand impact and backdrops to zones or determining a level of privacy. We can help guide on materials to give you the impact you need - not forgetting sustainable qualities.

**Punch.**



A high-profile, fast track project for a global financial institution in the heart of the City of London. The project utilised wayfinding and environmental graphics across a range of materials and textures to create a practical, visually harmonised and engaging working environment.



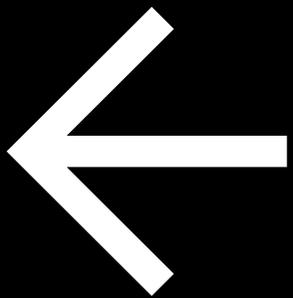
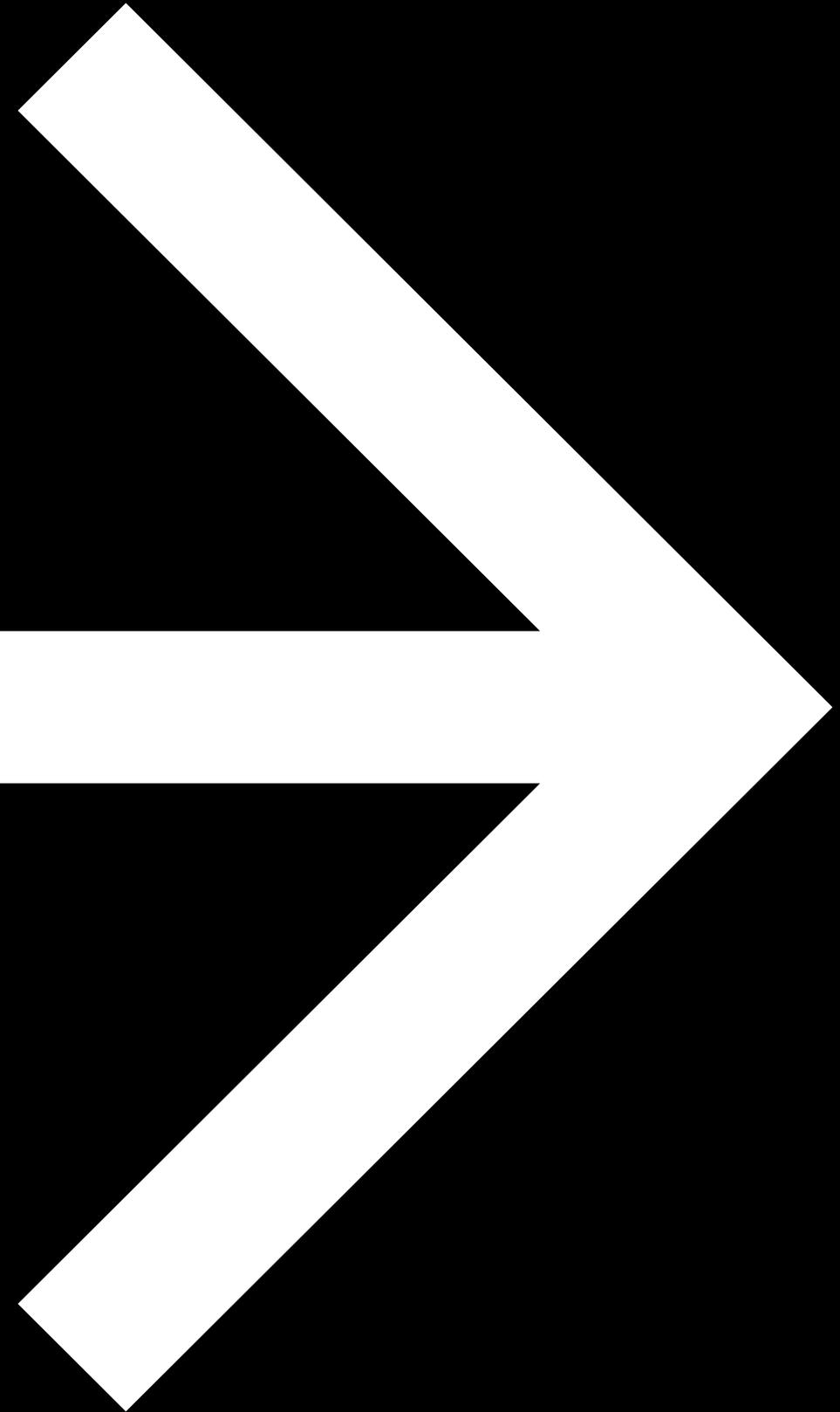
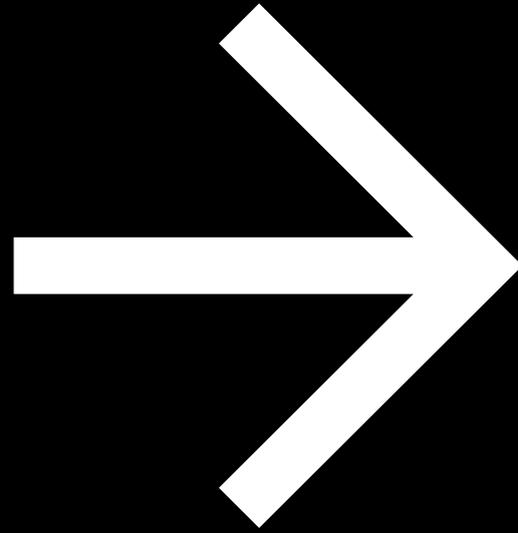


The Library ➤  
The Triangle ➤  
The Dusk Kitchen ➤  
Rooms 3.M.06 to 3.M.08 ➤

## Wayfinding

We work across sector and scale. We believe wayfinding is an art and a key functional extension of your brand. We have built a reputation as leaders in our field, with knowledge and experience to match.

We connect wayfinding to place, and people to brands.



Signage and wayfinding for Gensler London's new headquarters in Wapping. With emphasis on craftsmanship, process and sustainability, the signage had to be integrated with both the interior and architecture to create an impactful but balanced component in a fully repurposed building.

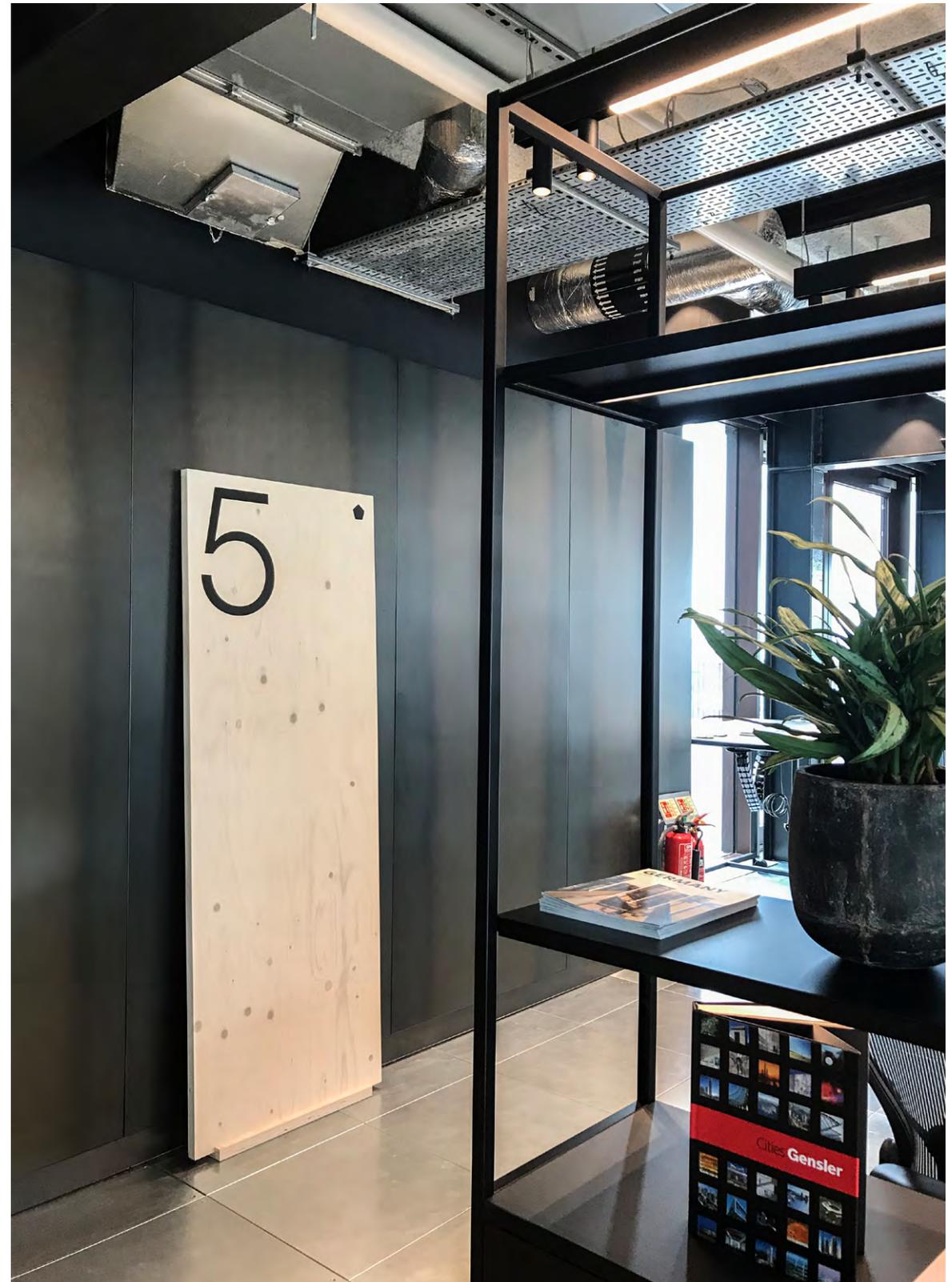
Workshop	
	Fifth floor
	Third floor
	Second floor
	First floor
	Ground floor

Welcome to our workshop, where we research, prototype, explore, craft and create.

We are a collective of creatives, makers, thinkers and designers.

Make yourself at home.

Gensler



# University Centre Farnborough

To support the growth of the University Centre of Farnborough, a new building was commissioned to house a library and study centre while also forming a new main entrance to the College. Expressing this status required bold and distinctive signage that captures the striking character of the building while radiating openness and clarity.



# A Collaborative Cobal

Our clients see us as strategic partners. We perceive projects not as one-off events, but as the beginning of a lasting relationship. We share our clients' passion for their brand. We guide, question, listen and support. We're with you throughout.

We're here every step of the way. Our business is built around a deep understanding of our clients and their ambition, we are agile, resourceful and dependable. We don't see project management as simply just a process, but more a way of building relationships with brands and clients.

# Plimsoll Building King's Cross

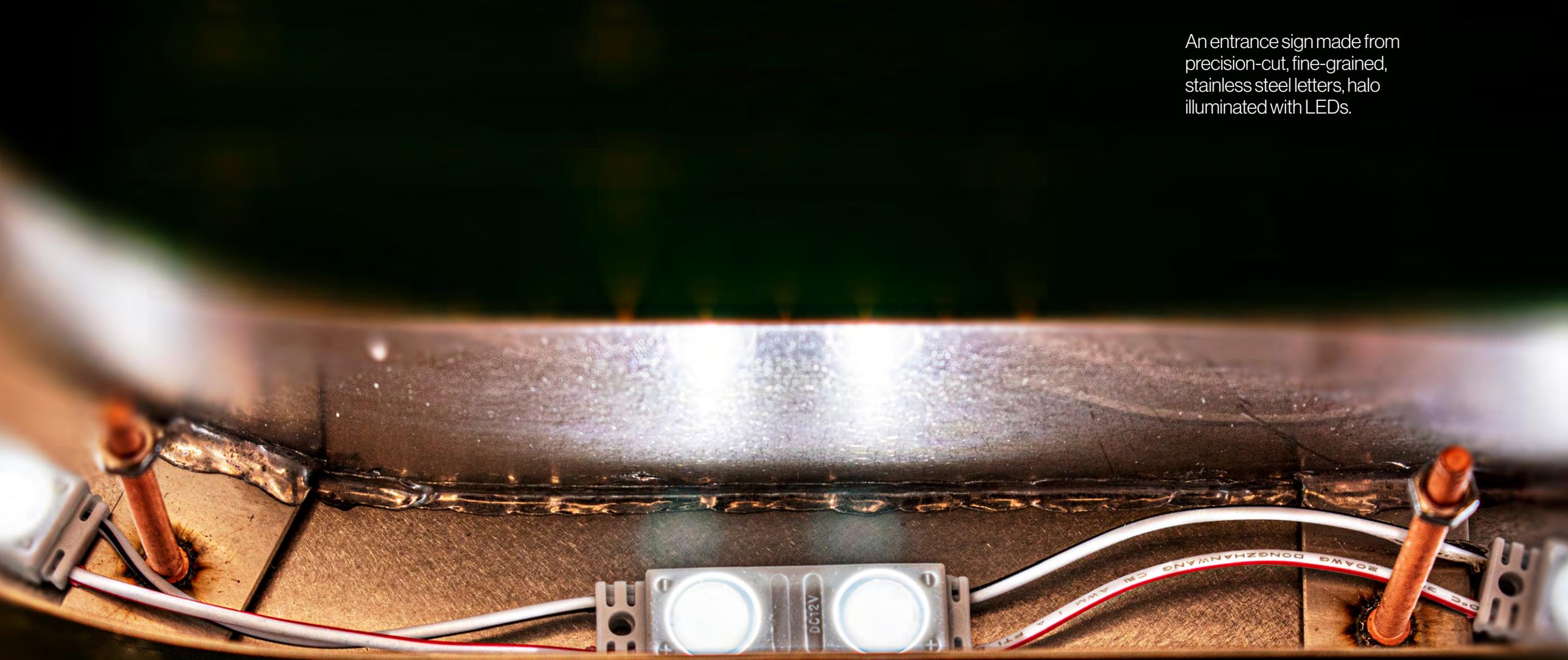


The signage designs, created by Holmes Wood, celebrate the work of Victorian social reformer Samuel Plimsoll, inventor of the Plimsoll Line, the safe limit to which a ship may be loaded. The signage was formed from solid beech before being hand-stained in complementary tones to echo the concept. White iconography and type were then exquisitely screen-printed onto the faces to create an eloquent scheme.





An entrance sign made from precision-cut, fine-grained, stainless steel letters, halo illuminated with LEDs.





Signage and environmental graphics that evoke the core values of The British Council in their global headquarters at the International Quarter.





A large, bold, black letter 'P' is positioned on the left side of the page, partially overlapping the page number. The letter is thick and has a clean, modern design.

# Places & Spaces

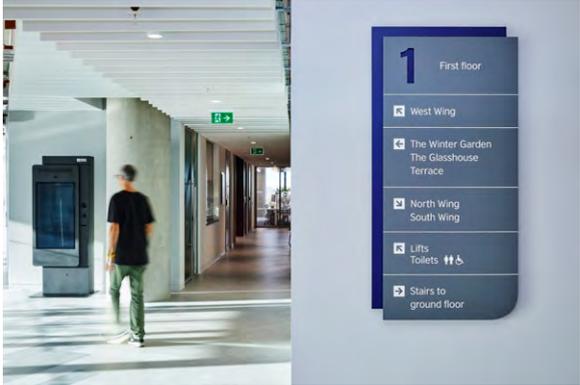


We understand the importance of places and spaces. Our expertise sits at the junction of where environments, buildings and brands meet. We aid brand engagement by holistically bringing our knowledge, services and products to create destinations and experiences.



**BRITISH  
COUNCIL**

The British Council  
builds connections,  
understanding  
and trust between  
people in the UK  
and other countries  
through arts and  
culture, education  
and the English  
language.

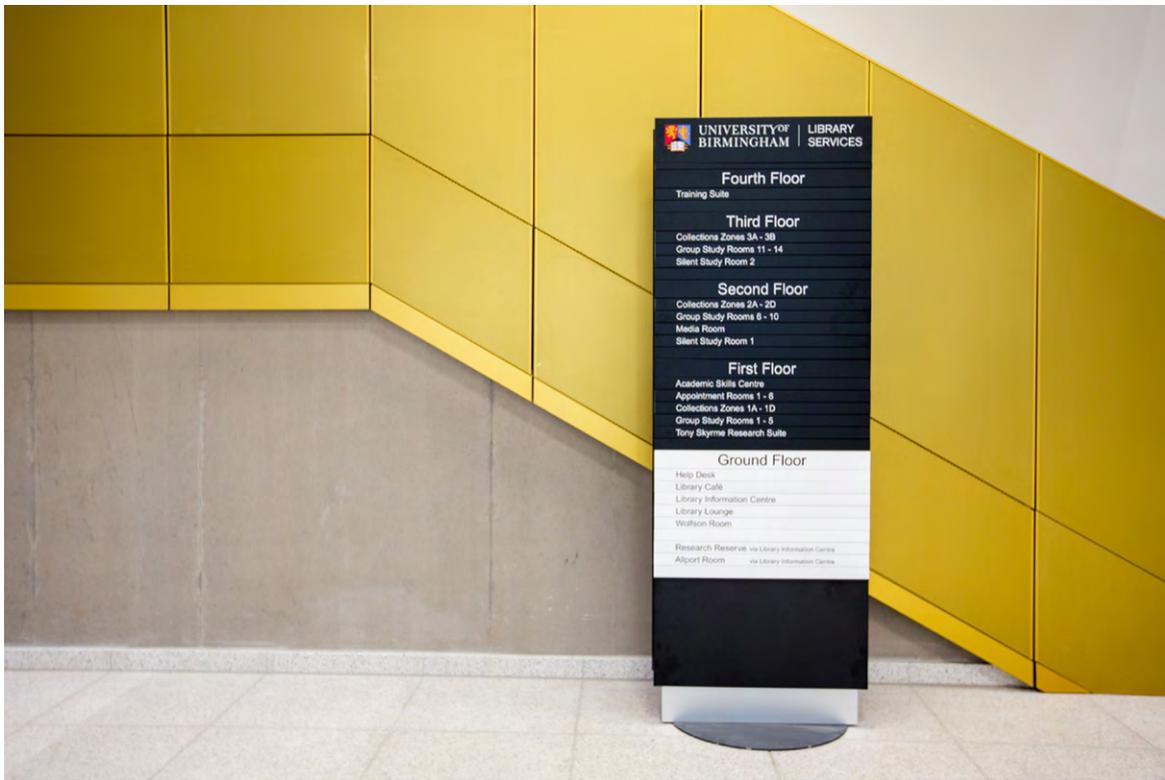




To read is to surrender  
oneself to an endless  
displacement of curiosity  
and desire from one  
sentence to another.

Professor Morris Zapp  
from David Lodge's novel, *Small World*

G



The University of Birmingham commissioned a new state-of-the-art library facility as part of a £300M investment in the Edgbaston Campus. The signage provides clear and considered wayfinding that communicates an inspiring identity and complements the impressive facility. The placemaking elements, such as the shields, echo this identity and draw on the university's rich academic and research heritage.



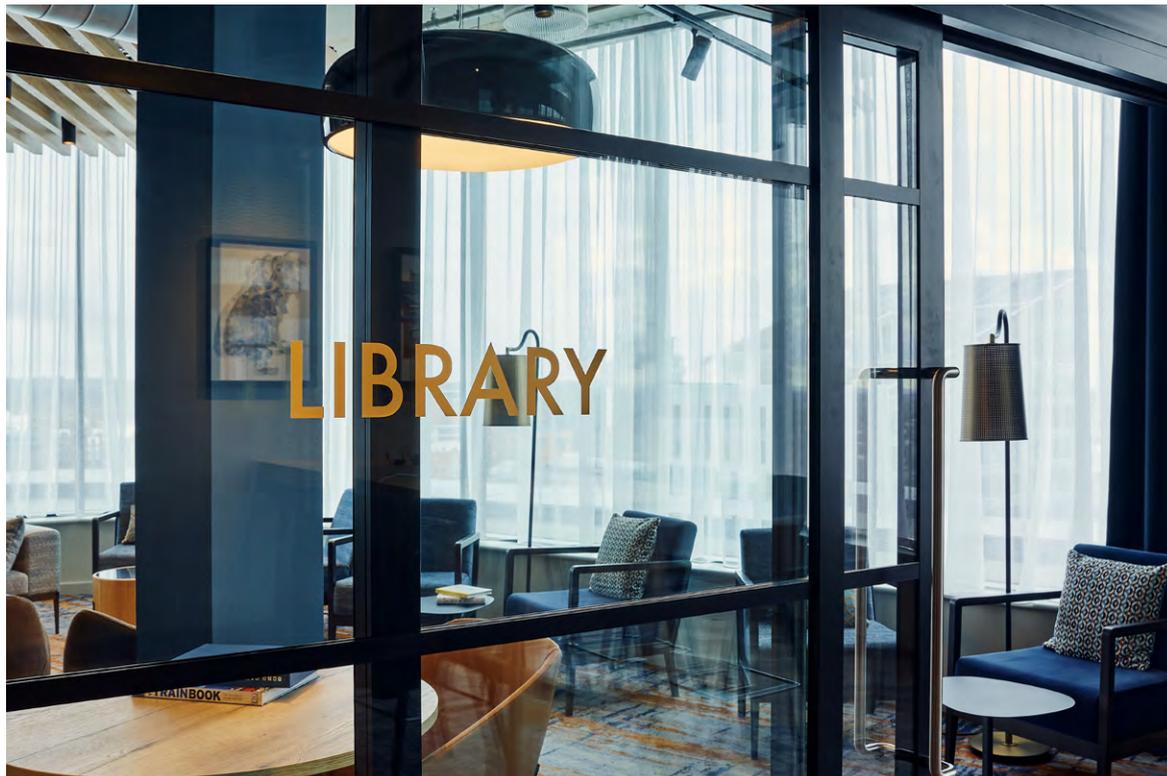
# Marriott International Moxy Hotel & The Residence Inn

Celebrating the birthplace of the Thunderbirds TV series, which was filmed in Slough, this slice of iconic British Culture provided the inspiration for Marriott International's first dual-branded property in the UK, with the Moxy Hotel partnering the Residence Inn brand.

The environmental graphics and signage developed for the Moxy hotel creates a vibrant yet balanced fusion between the core brand aesthetic and the Thunderbirds theme, so guests can relive the pop culture of the 1960s through the eyes of the original International Rescue team and enjoy a unique, memorable travel experience.



The wayfinding scheme produced for the Residence Inn encapsulated the brand identity with a timeless, subtle sense of home that provides familiarity to extended-stay guests and apartment residents.



# Fut

ure

The requirements and expectations of spaces and places have evolved over time and will continue to do so. Never more so than at a time like this. The evolution has always been centred around our relationship to the space - the experience, the connection and the sense of belonging we feel.

Staying grounded to our core beliefs and committed to our craft, we're excited to guide and support our clients through this evolution. Changes in workplace structures, ways of working and the growing sustainability challenges we face present many opportunities for exploration and discovery. We're excited by the journey ahead.



82 – 22 is a glimpse into our culture, people and process.

#### Acknowledgements

Thank you to all our clients who brought us their ambitions and challenges and trusted us to deliver. We particularly acknowledge those for the work presented here;

Our secret weapon is our team. Without them we couldn't create the magic. So here's a special mention to all those who are always prepared to step up, to enthusiastically contribute their craft, passion and so much more to these projects... you know who you are!

The Design Museum  
Signage and wayfinding  
Cartledge Levene

Creative Partners  
John Pawson, Fernando  
Gutiérrez

Photography  
Marcus Ginns

PwC  
Creative Partners  
BDP

Photography  
Marcus Ginns

20 Old Bailey  
Creative Partners  
Buckley Gray Yeoman

Photography  
Dirk Linder

Financial client  
Creative Partners  
LOM Architects

Photography  
Nicholas Worley

Gensler  
Creative Partners  
Gensler

Photography  
Johan Dehlin

Plimsoll Building Kings Cross  
Signage and wayfinding  
Holmes Wood

Photography  
Luke Hayes

University Centre  
Farnborough  
Creative Partners  
Nicholas Hare Architects

Photography  
Alan Williams

British Council  
Creative Partners  
5plus Architects and  
British Council

Photography  
Marcus Ginns

Birmingham University Library  
Creative Partners  
Associated Architects

Photography  
Tim Cornbill

Marriott (Moxy &  
Residence Inn)  
Creative Partners  
Frank Ellis Architects

Photography  
Marcus Ginns

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