

Westcoast, Theale



Case Study

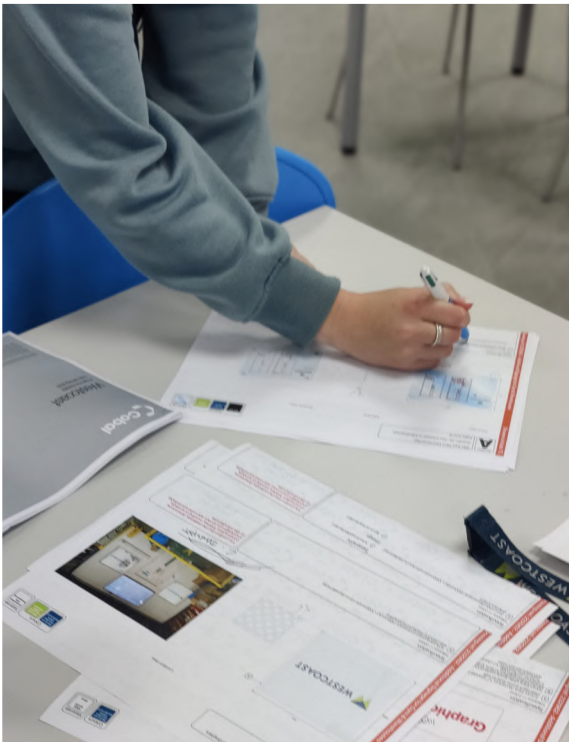
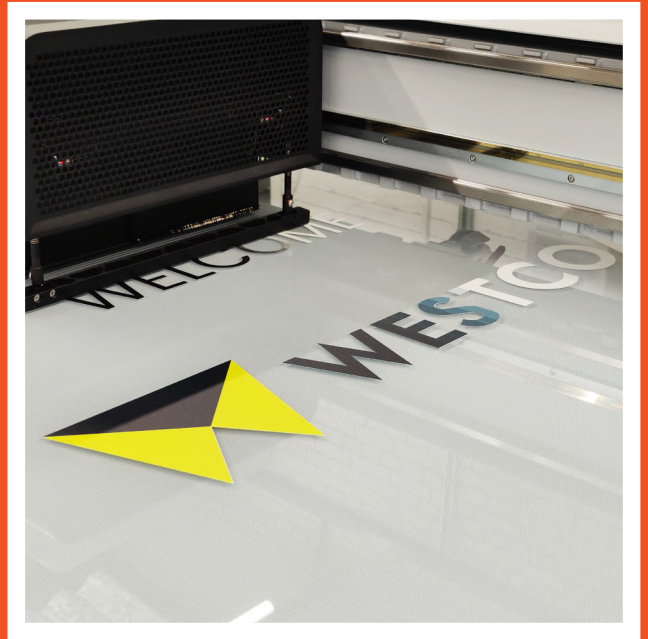
Project Overview

Client:

Westcoast

Location:

Theale, Berkshire



Concept

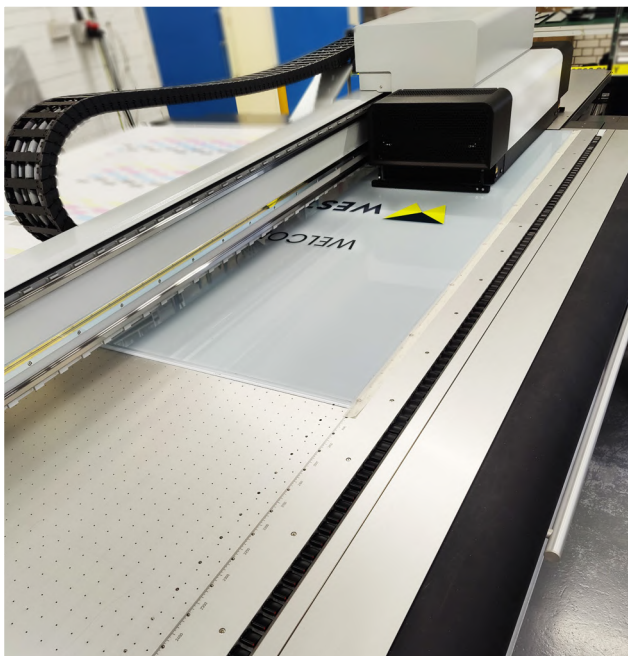
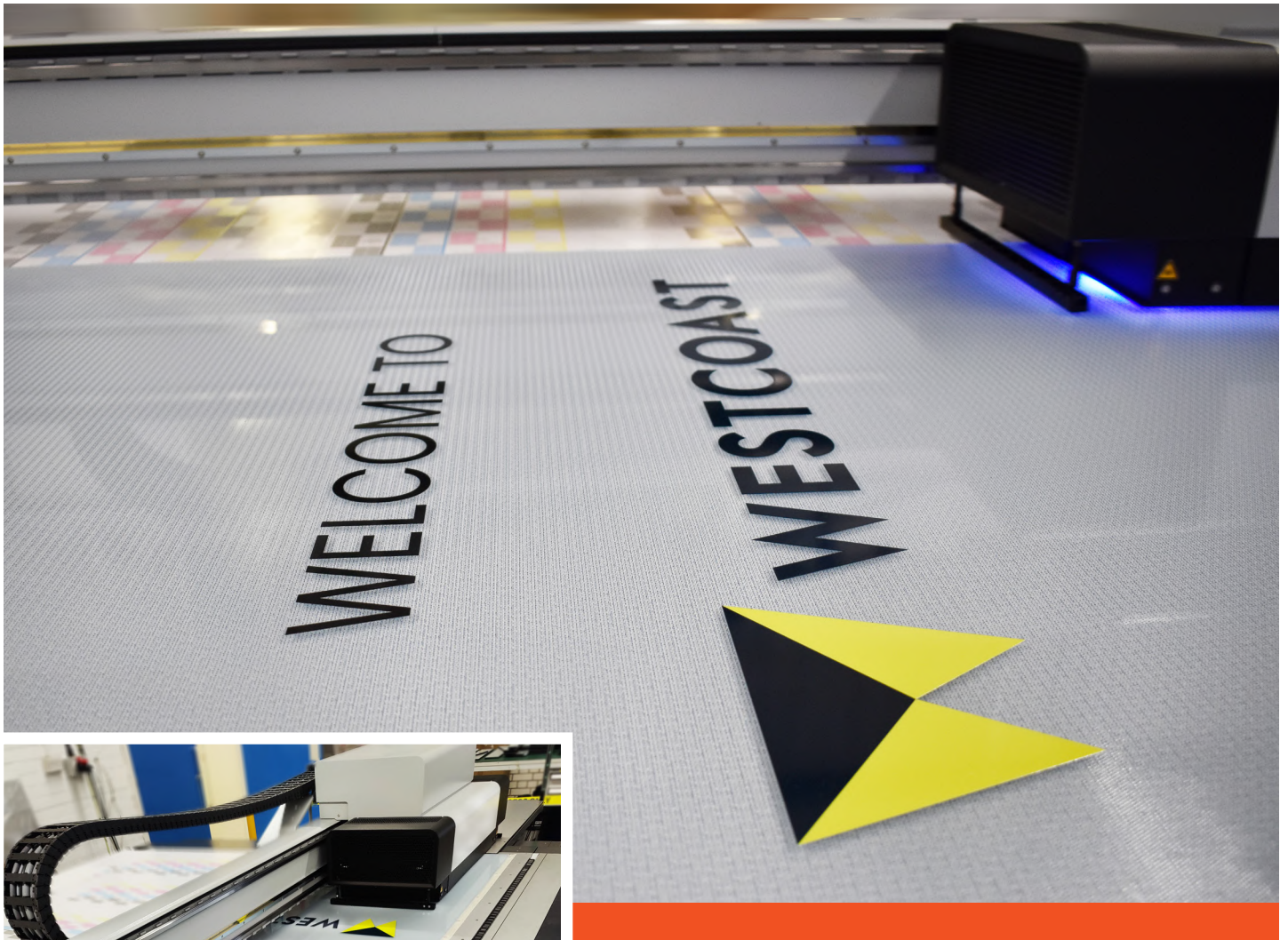
We undertook a varied project for renowned technology distributor Westcoast. The original requirement was to facilitate signage for a new office at their Theale site, which gathered momentum and, consequently, we became involved with multiple areas of the business.

The new office space needed branding and artwork to take it from a blank canvas to an inspiring workplace.

We then added signage to the warehouse, inspirational installations in the on-site gym, and a show-stopping reception piece.

- ✓ Branding
- ✓ Interior and exterior signage
- ✓ Wall and window manifestations
- ✓ Environmental graphics





Through the main reception doors you are greeted with a spectacular backlit sign installation that is the highlight of this project. A unique depth printing technique gives an impactful first impression as you go inside. The Westcoast logo appears to be projected in front of a series of smaller 3D-effect logos set in the background. The sign is completed with a biophilous foliage perimeter.



A floor-to-ceiling wall manifestation commands the entire 21m length of a newly built office area. Using Westcoast's colours and imagery, the installation personifies their brand, adding vibrancy and value to the space. Wraps around the pillars add an additional pop of colour.

As you move through the various interior spaces at Westcoast, it is evident that prominently promoting the company brand and logo is important, tying the various areas of the business together through repeating wall and glass manifestations.





Wonderfully reflected in the mirrors, this modern acoustic-panelled wall hosts the company logo with built-up aluminium letters that have been painted with brand colours. LED halo illumination enjoyably moves through a sequence of different colours to maintain interest and ambience.

Motivational sign printed with clarity and precision as a piece for Westcoast's newly built modern gym. The sign reads: Believe in yourself and you will be UNSTOPPABLE.



The vast warehouse space has been refreshed with a Goods In sign that combines relevant safety messaging. Inside the building, additional racking signs have been installed to improve navigation.

A number of well-ordered first aid stations are positioned around the Westcoast site. Magnetic headers and designated spaces for various first aid kits are mounted on a striking green background, designed to be clear and easily identifiable when required.



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