

Offices in Fitzrovia, Central London



Case Study

Project Overview

Location:

**Fitzrovia,
Central London**

The signage in this project was manufactured at Cobal for a growing cloud-based CRM software company moving into new, larger premises to accommodate an expanding workforce.



Concept

The project combined an eclectic and diverse range of interior styles for an open-plan office space with a series of functional meeting rooms.

Areas of the building are segregated and characterised into different 'zones' with differing themes, including Urban Botanical, Afternoon Tea and English Cottage.

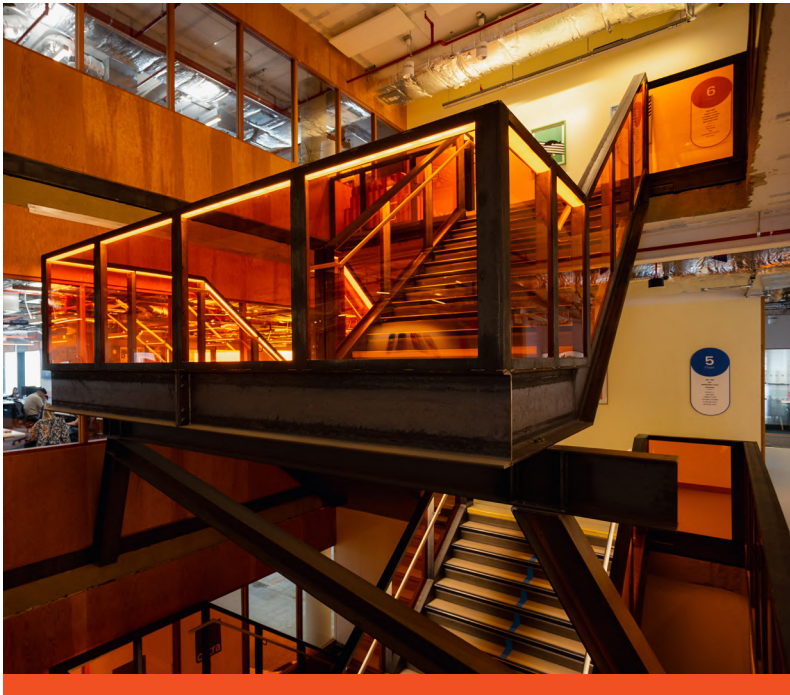
We integrated bespoke signage to fit the themes using our in-house capabilities and expertise.

- ✓ Wayfinding
- ✓ Door signs
- ✓ Experiential items
- ✓ Computerised 3D carving
- ✓ Laser etching and cutting
- ✓ Hand-crafted finishing touches



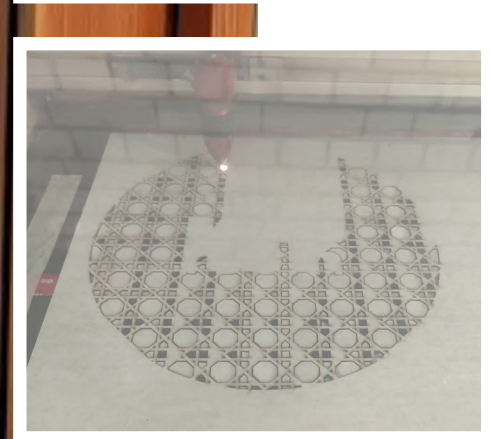
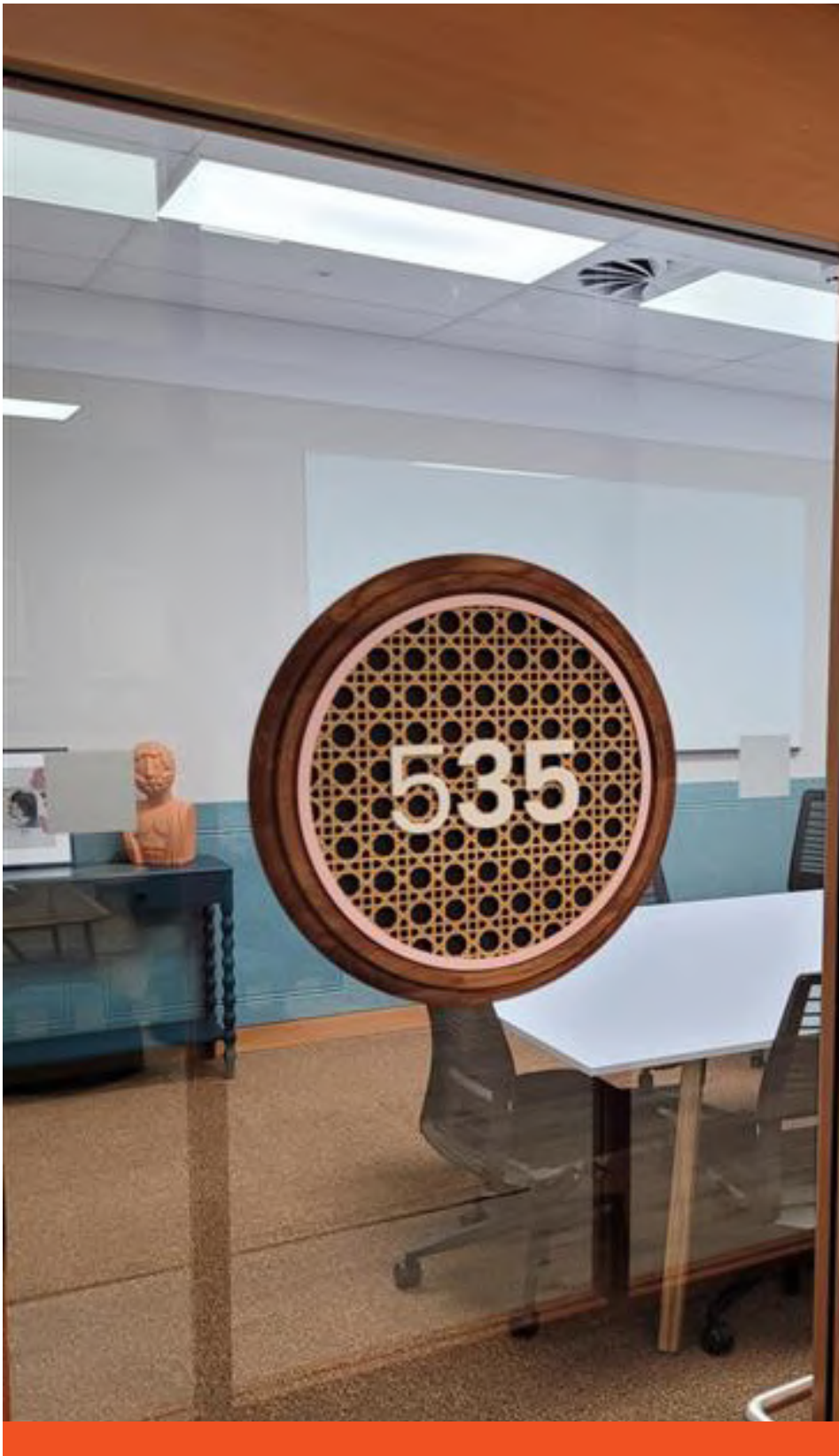
The functional wayfinding scheme in this open-plan space features inner staircase boards comprising acrylic floor number discs dropped into pocketed-out sections in an oak-veneer backboard.

Bottom right:
Profile-cut digitally printed directional wall graphics and typography positioned at corner turns compliment the scheme.





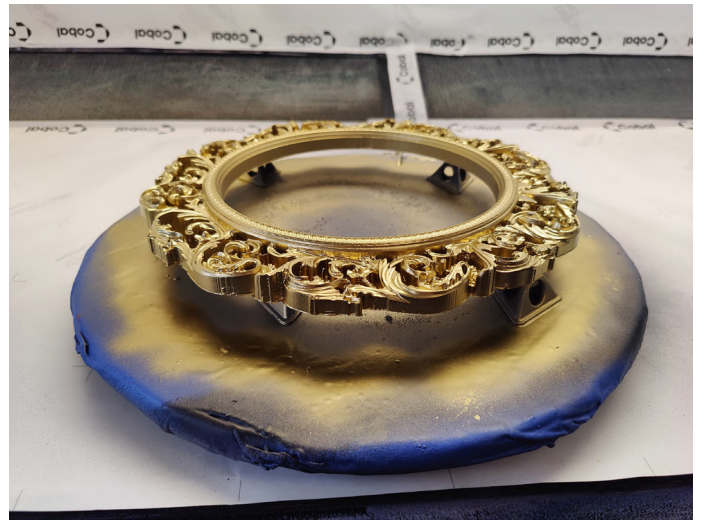
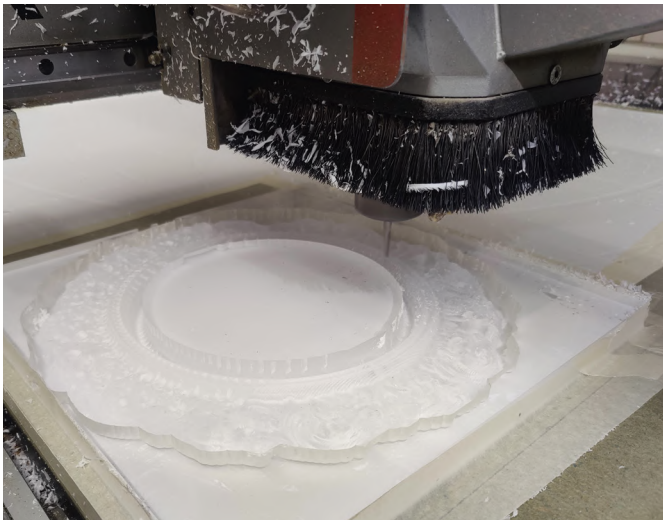
A cheerful biophilic door sign is placed outside a large meeting room within a zone that exhibits an urban botanical feel. A light oak front panel with engraved grooves is adhered to a green matt backplate, with cut numbers to indicate location.



This meeting room door sign combines multiple layers to create an impressive piece in an afternoon tea-themed zone. A laser-cut rattan disc stained to match a natural oak finish is adhered to a matt black acrylic background. Surrounding this is a ring of light-pink coloured acrylic and mounted on a wooden frame with chamfered edges and finished with Danish oil. A highly skilled and intricate composition.

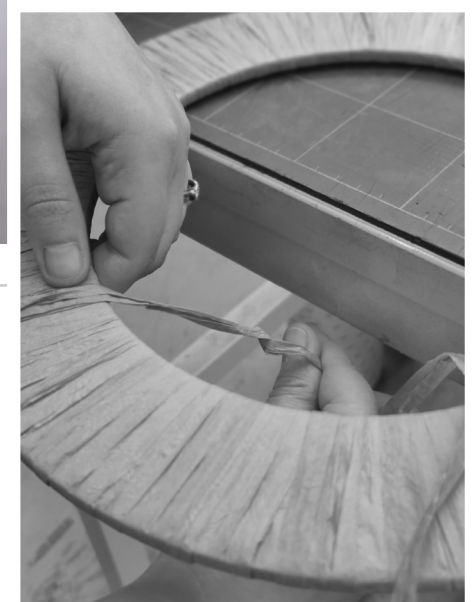


A magnificent show-stopping artistic production, accurately cut, respectfully painted and prudently hand-assembled. The end result is a captivating door sign with an exquisite regal aesthetic.





This charming door sign mounted on a glass door is located within a zone which was conceptualised with an English cottage style and design. A sand-coloured painted stone effect sits atop a ring hand-woven in raffia. Profile-cut light oak numbers stand prominent, delightfully displaying vertical wood grain.





Two bright and inviting café areas offer sanctuary for employees to relax and find some escape away from their desks, without having to venture outside into the bustling streets of Central London in search of provisions.

The first of the two distinct eateries has a minimalist industrial feel in the service area, blending a contemporary aesthetic with a utilitarian vibe, with vinyl text on a harmonious green backdrop.

The second space feels gentler and more delicate, a real retreat yet invitingly social. Matt black acrylic laser-cut letters make up an elegantly noticeable behind-the-counter sign.



Colourful vinyl is placed on a jolly and high-spirited celebration wall, encouraging youthful creativity.



Bordering the open-plan office spaces are small meeting and breakout rooms, designed to offer distraction-free zones for short time periods.



Profile-cut, digitally printed vinyl stickers are practical in offering information, particularly the double-sided signs positioned both outside and inside the rooms.





We use careful and deliberate time-honoured methods to create truly bespoke signage. Hand-crafted finishing touches from our master craftspeople are demonstrated in the signs above and below.





Cobal's digital flatbed printer uses eco-friendly UV ink that begins to dry and harden as soon as it prints. For this project, we achieved a raised wood texture printed in layers directly onto the face of a painted acrylic backplate.



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