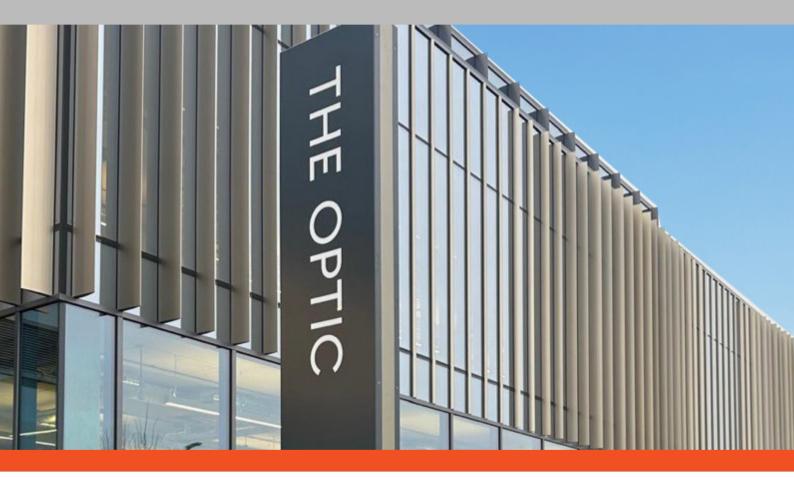


Peterhouse Technology Park



Case Study

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Project Overview

Client: British Land (BL Property Management Limited)

Location: Peterhouse Technology Park, Cambridge





S Exterior signage



S Environmental

Concept

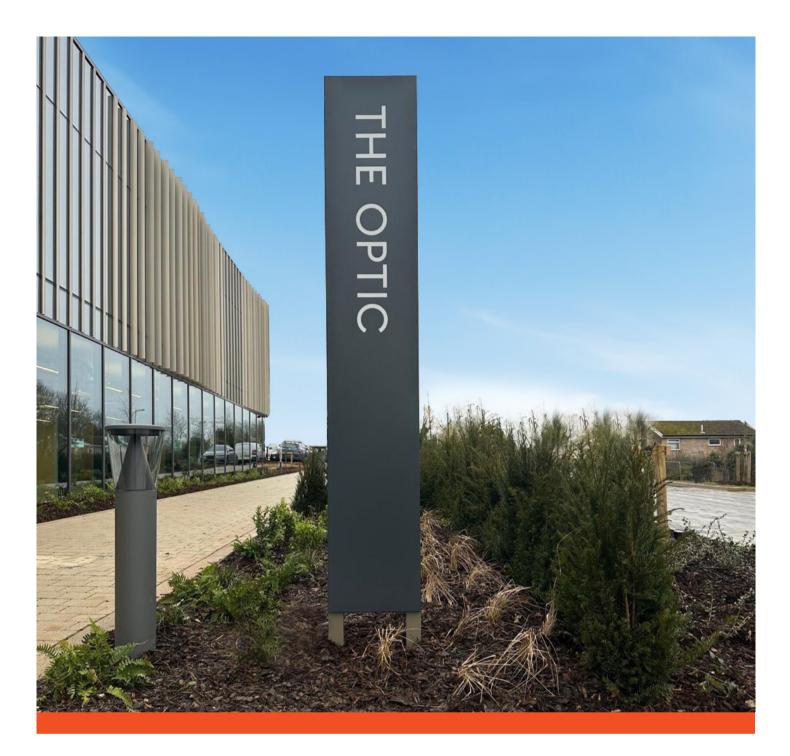
An expansion on British Land's Peterhouse Technology Park in Cambridge saw the construction of The Optic building. Completed in February 2025, the build was designed to provide high specification office and state-of-the-art laboratory space.

Cobal fulfilled the need for modern signage, internal and external, including environmental pieces to highlight particular areas of interest, including a scented walk within a newly landscaped surrounding area.

The development, which is over 95,000 square foot, was developed to the highest sustainability standards. The signage was aligned to these values, ensuring appropriate materials and waste were key considerations in the project.





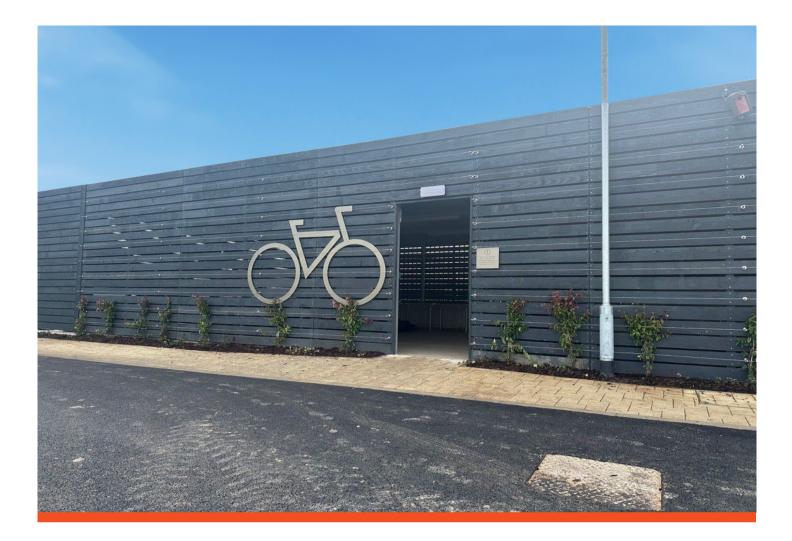


The double-sided main entrance totem is stood on extended legs below ground level on concrete foundations. The logo 'The Optic' is internally illuminated using low-voltage power. The simple and sleek design reflects the development's modern aesthetic and contemporary ambience.



A series of external information signs surround the main building, offering wayfinding guidance. Their uniform design and easily relatable icons aid navigation and functionally enlivens the environment.







Crafted using 3mm aluminium, fret cut with a painted finish. This is a smart look for an employee storage solution, providing a safe space for bicycles at the workplace and encouraging a viable commuting method to help reduce traffic congestion and carbon footprint.





The internal floor numbering is bold and striking. Acrylic fret-cut floor numbers are fixed to ultra-modern sustainable wooden batons using hidden fixings. Vinyl painted floor numbers cut using a computerised stencil template are adhered directly to the wall.

Cobal

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