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Fort Dunlop

BRANDING & COMMUNICATION



Birmingham Fort Dunlop

WAYFINDING | BRANDING | INTERIOR DESIGN

The Brief

Alongside the refurbishment of the communal spaces in the iconic building, we were appointed to install new branding and colour coded internal wayfinding and lighting to help navigate all floors.

The Solution

With the playful use of colour and signage, we created a lively, fun atmosphere that welcomes visitors and workers into the space and assists with orientation and navigation throughout the building.

