

turnerbates
DESIGN & ARCHITECTURE

THE CUBE

The Cube
BRANDING & COMMUNICATION



Birmingham The Cube

WAYFINDING | BRANDING | INTERIOR DESIGN

The Brief

Tristan Capital Partners appointed turnerbates to develop a holistic reappraisal of brand placement and wayfinding signage, in and around this landmark building.

The Solution

Our new branding and wayfinding highlights the approaches and entrances into the iconic building, enabling more people to discover what is on offer within the atrium space and to navigate visitors to the new commercial 8th floor tenanted offices.

