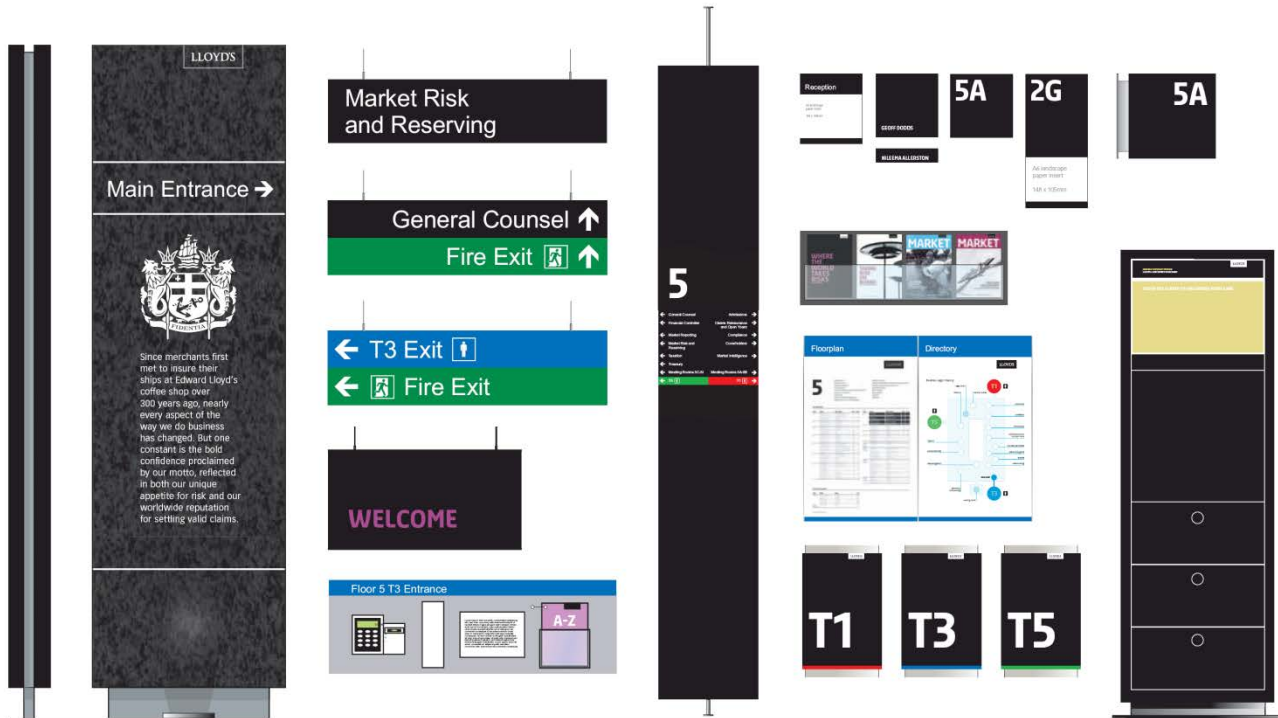




Commercial Wayfinding
The Lloyds Building

Working with Brand Consultants Saffron (London) Wayfinder worked to undertake a fully Wayfinding analysis, develop a signage strategy and an associated family of signs to carry the brand message of one of the United Kingdoms most iconic institutions.





Commercial Wayfinding The Lloyds Building

Sign Family

A sign family was developed which reflected the organisations powerful heritage and offered the correct balance of strength with the flexibility required to manage change

The Solution was able to carry the a strong brand message without being overstated. Highly sympathetic to both the needs of the client and the iconic building they occupy

The Wayfinding focus was consistency, continuity flexibility,

Effective communication
Maximise commercial opportunities
Strong brand message
Simplicity and the reduction of visual noise



The most efficient movement of staff and visitors throughout the building

Enhance the working environment by maximising opportunities for all through effective communication

Motivation through pride and status

The correct information in the right place at the right time

