

# ARCHITECTURAL & DESIGN LED SIGNAGE

**GB signs**  
GREEN BROTHERS SIGNS LTD



# Identity, Wayfinding & Accessibility

Architectural signage is a specialist section of the signage industry, needing a provider with versatile direct manufacturing capabilities, high-level production quality, design creativity and wide ranging experience.

## COLLABORATION AND PROJECT MANAGEMENT

Working with architects, designers and construction companies, we take a collaborative approach to delivery of architectural signage projects.

Our goal is to ensure every project runs smoothly from concept to completion. To fully understand the brief, achieve all objectives, meet every deadline and leave our clients with expectations exceeded.

Every project is unique. Each development has a unique architectural vision. Every built environment has its own set of functional, informative and branding objectives.

Taking architectural design intent, brand objective and on-the-ground practicalities, and turning them into realistic, deliverable, efficient and effective signage solutions no matter how complex the brief - is a key Green Brothers Signs' skill.



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landmark  
orientation  
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design



# Collaboration and Project Management

A well designed wayfinding scheme enhances people's experience of a building, and plays a vital role in enabling accessibility for people with physical or visual impairment.

## When done well, signage:

- brings brand recognition into the built environment
- clearly identifies building and location identities
- provides landmark clarity to the boundary and gives a sense of arrival
- enables simple, clear navigation to all users
- delivers the right information, to the right people, at the right place

## Green Brothers' approach to professional pre-project design services includes:

### Audits / Assessments:

- Architectural and branding aesthetics
- Operational requirements
- Pedestrian routes and footfall
- Practical and accessibility issues
- Budget

### Strategy Development:

- Signage strategy proposals
- Functional sign types
- Design objectives

### Sign Schedule Development:

- Key decision points and primary signage locations
- Sign location and positioning / orientation plan
- Content for each sign position

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# Design

Signage is the meeting point of architecture and graphic design. Distinctive, creative, informative and holistic signage packages, designed to meet the unique needs of the environment and users, help to bring buildings to life.

**Green Brothers Signs is the place where design creativity and manufacturing ability unite.**

Our technical and graphic designers understand manufacturing possibilities. Our combined experience, creativity, attention to detail and production capability enable signage creations that are both beyond the norm and genuinely deliverable.



aesthetic inspire clear  
character informative  
aspirational  
impact landmark vision  
distinctive clarity  
creativity inspiration integrated communication  
functional innovation



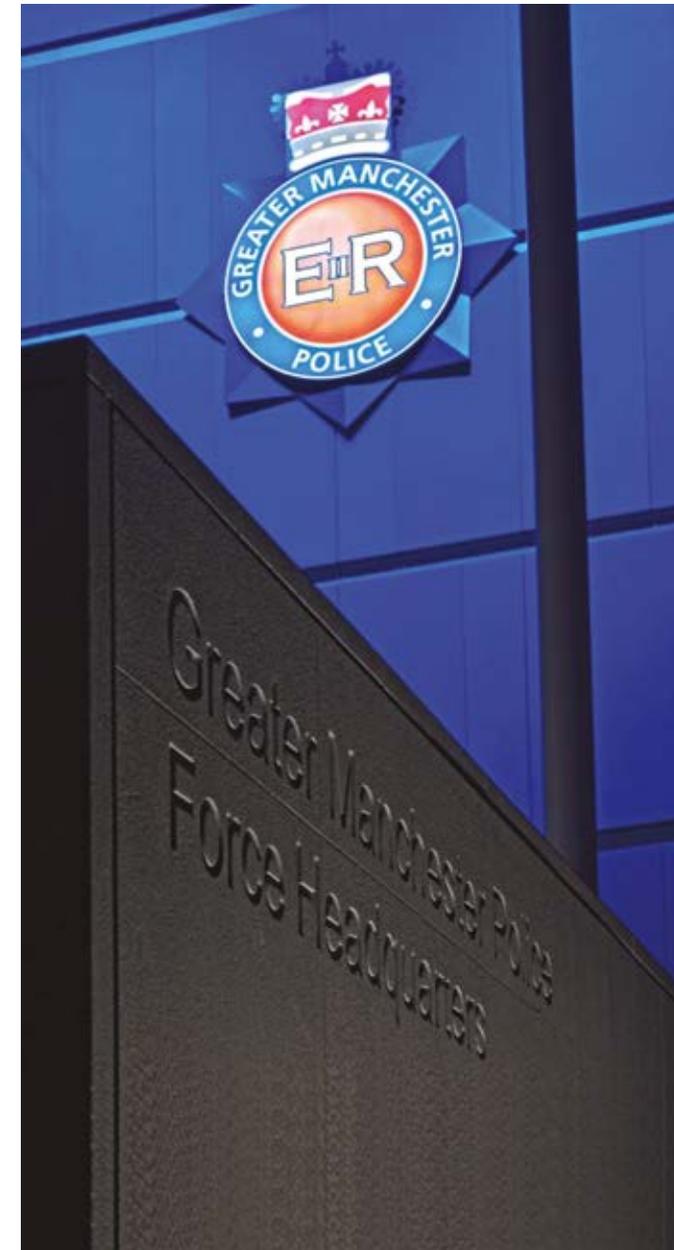
# Greater Manchester Police Force Headquarters

Greater Manchester Police serve more than 2.5million people, covering an area of 500 square miles.

The new £64m Force Headquarters at Central Park, Newton Heath, is designed to be a smart and functional building. It is the most modern, fit-for-purpose police building in the UK.

Green Brothers Signs created large, high-level illuminated corporate crests for the iconic building, along with wayfinding signage.

A second crest was also created and installed at the adjacent North Manchester Divisional Headquarters.



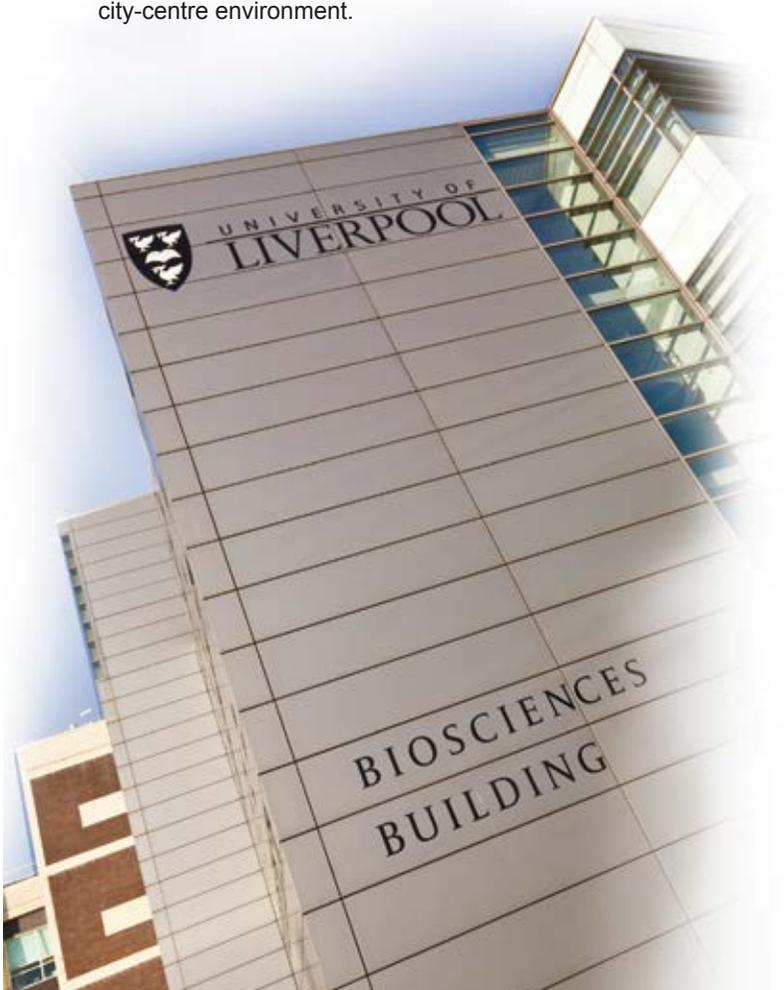
# University of Liverpool Campus

The University of Liverpool engaged Green Brothers Signs for a project to ensure effective use of the corporate brand and improved wayfinding across the city-centre campus.

The project involved the installation of a series of custom fabricated totem and wall mounted signs containing digitally printed campus maps and departmental directories, supported by multi-finger directional fingerposts and post mounted external directional signs, as well as building identity signage.

The new signs support the University's brand identity and help to provide a consistent campus experience within the complex and varied city-centre environment.

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# The Institute of Cancer Research



The Institute of Cancer Research, London, is one of the world's most influential cancer research institutes, with an outstanding record of achievement dating back more than 100 years.

They are ranked as the UK's leading academic research centre, and lead the world at isolating cancer-related genes and discovering new targeted cancer drugs.

In 2012, the ICR launched a bold rebrand to raise the profile of the institute and attract more funding for its influential cancer research.



Working with the client and their design consultant, we produced a series of high quality and visually impressive brand rollout signage.

Slimline monoliths and wall signs were constructed from folded aluminium and glass panels, with a design which ensures that future content updates can be done with ease and without having to purchase a whole new monolith or wall sign.

Further external signage included fret cut aluminium letters, wall mounted with hidden fixings and stove enamelled to depict the appropriate colours from the logo. Plot cut 7 year vinyl decals were also adhered to glass doors within the buildings, continuing the new corporate identity throughout the interior of the building.

More recently, we have provided additional digitally printed wall signs. We continue to manufacture and install their internal and external signage.

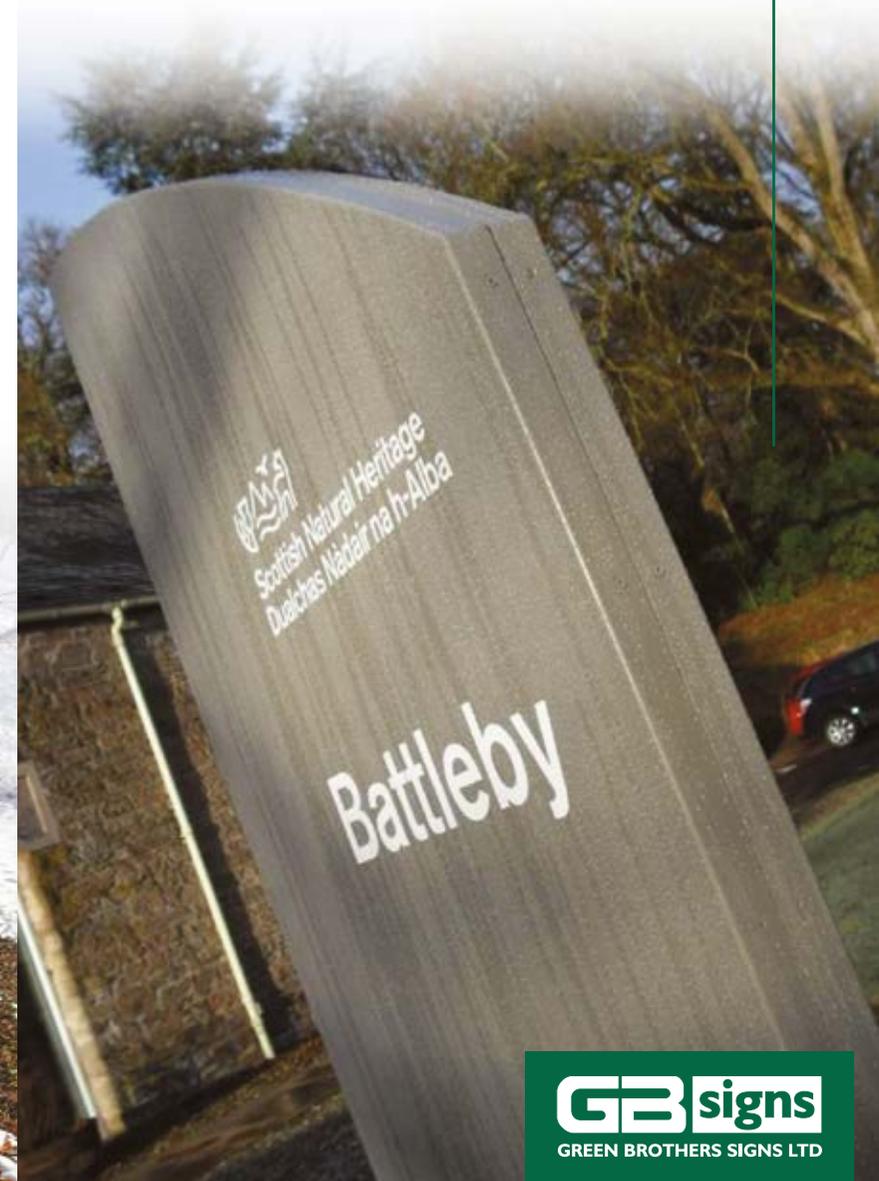


# Scottish Natural Heritage: Battleby Conference Centre, Perthshire

The Battleby Conference Centre caters for events, conferences, business meetings and training in the unique and beautiful setting of the Battleby Estate, covering 35 acres of formal gardens, paths, grassland and woodland along with the buildings and car parking.

Working with graphic design consultants StudioLR, Green Brothers' were commissioned to deliver a suite of internal and external signs that does not interfere with the natural beauty and integrity of the estate.

The project resulted in a durable and attractive signage package, that clearly and simply directs visitors and staff to their destinations. The signs comprise custom fabricated monolith signs and a slimline modular internal directory system, with text in English and Gaelic languages.



# Manchester Airport World Freight Terminal

## Manchester Airport World Freight Terminal

Manchester Airport's cargo facility, the World Freight Terminal, is a community of more than 1,000 professionals managing freight-only aircraft and consignments in the holds of passenger aircraft, handling around 170,000 tonnes of import and export freight and mail annually. Currently, Manchester Airport handles up to 25 Boeing 747 freighter flights per week.

The terminal offers office space, Warehouse and logistics property, Cargo logistics space, Airport terminal & hangar space, and hotels

Working with Manchester Airport Developments and their property consultants Lambert Smith Hampton, Green Brothers designed a family of internal and external signage for the terminal's office space, Warehouse and logistics properties.

For the main external signage we created a series of custom fabricated wing-format monolith sign, supplemented by large flat-cut lettering for unit identification. Internal signage mirrored the external aesthetic, with curved profile wall directories and paper insert signs for tenant information.

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# University of Leeds Campus

The University of Leeds was founded in 1904, with origins dating back to the 19th century Leeds School of Medicine and Yorkshire College of Science. Today, the University is the UK's fifth largest University in terms of student numbers. The University's reputation worldwide makes it a truly multi-cultural and international institution with students and staff from over 100 countries studying and working on campus.

The university commissioned Green Brothers to work with design consultants Fairhurst Design Group, to create a distinctive wayfinding and landmark identity signage solution for the university campus, to enable clear and effective navigation and aid campus accessibility.

The signage package utilises Green Brothers' Monroe sign family, along with multi-directional fingerposts and a series custom designed boundary signs. The three-sided boundary signs incorporate push-through halo illuminated individual lettering and shadow-gap illumination between the upper branding and lower entrance identity sections, creating impressive campus landmark signs.



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