

VISION
BRANDING SOLUTIONS

WAYFINDING & SIGNS

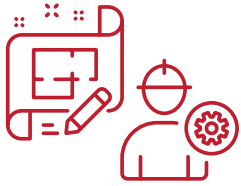
OUR CASE
STUDIES



WHAT WE OFFER?

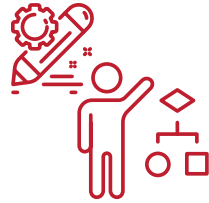
OUR WAYFINDING DEVELOPMENT & CONSULTANCY SERVICES

Vision branding and its international supply chain uses these techniques to combine and customise to suit specific wayfinding needs, whether in public spaces, transportation hubs, or large buildings.



BUILDING ANALYSIS & OPTIMIZATION

Analysis of building & space plans, organisational structure and goals to optimise the visitor user experience.



BRAND-CENTRIC WAYFINDING DESIGN

Collaboration with the client and design team to develop a wayfinding system that reflects the brand & culture of the organisation.



PART M COMPLIANCE CONSULTANCY

Consultancy and advice on part M Compliance with government and EU guidelines to ensure the buildings wayfinding aligns with regulations.



INCLUSIVE DESIGN FOR VISUALLY IMPAIRED

Design considerations and Focus on the impact of the wayfinding system for the visually impaired and alignment with regulations.



MATERIAL SAMPLES PROVISION

Design and provision of physical samples for consideration across a wide spectrum of materials.



FULL INTEGRATE SERVICE

Fully integrated service of design, production and installation for architect, design teams, building contractors, facilities managers and clients.



GLOBAL STANDARDS & CONSISTENCY

Global standards and consistency. Our team of over 45 experienced personnel and international network of providers have 30 years experience delivering global projects for the worlds largest organisations. This ensures one source of design and delivery and creates consistency.

DESIGN PROCESS

NOTES:

Client: CLAMBA-TIRLAN
 Project: PROJECT ADDRESS:
 Location: LOCATION REF: LOGO SKIN
 Quantity: 1

MATERIAL SPECIFICATIONS:

- POWDER COATED ALUMINIUM 100 MM BUILT UP LETTERS AND ICON WITH AN ILLUMINATED OPAL ACRYLIC FACE
- STAND OFF TO BE CONFIRMED AS IT WILL BE MOUNTED ON A MESS WALL

PLEASE BE AWARE THAT LEAD TIMES WILL VARY DEPENDING ON MATERIAL SPECIFIED.

SCALE: 1/10
 REVISION:

VISION
 BRANDING SOLUTIONS

Level 0 GA

Quantity: 1

MATERIAL SPECIFICATIONS:

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PLEASE BE AWARE THAT LEAD TIMES WILL VARY DEPENDING ON MATERIAL SPECIFIED.

SCALE: 1/10
 REVISION:

VISION
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Level 0
Level 1
Level 2
Level 0

Quantity: 1

MATERIAL SPECIFICATIONS:

- POWDER COATED ALUMINIUM 100 MM BUILT UP LETTERS AND ICON WITH AN ILLUMINATED OPAL ACRYLIC FACE
- STAND OFF TO BE CONFIRMED AS IT WILL BE MOUNTED ON A MESS WALL

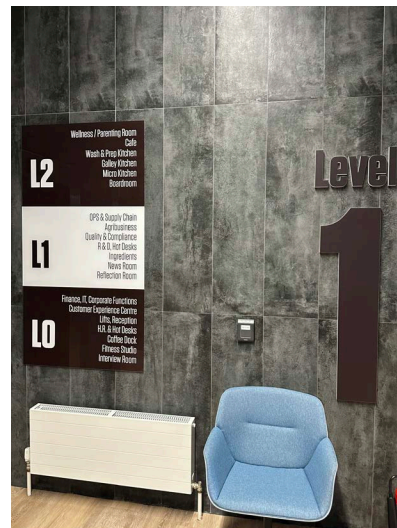
PLEASE BE AWARE THAT LEAD TIMES WILL VARY DEPENDING ON MATERIAL SPECIFIED.

SCALE: 1/10
 REVISION:

VISION
 BRANDING SOLUTIONS

ROOM SIGNS TYPE 5 - GROUND FLOOR FULL LIST

LO-01	LO-02
LO-04	LO-03
LO-06	LO-18
LO-07	LO-20
LO-08	LO-24
LO-25	LO-33
LO-28	LO-36
LO-35	LO-37
LO-41	STORE
LO-46	GYM



THE ABBEY CAFE BAR SIGNAGE

Quantity: 1

MATERIAL SPECIFICATIONS:

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SCALE: 1/10
 REVISION:

VISION
 BRANDING SOLUTIONS

NOTES:

Client: CLAMBA-TIRLAN
 Project: PROJECT ADDRESS:
 Location: LOCATION REF: BAR SIGN
 Quantity: 1

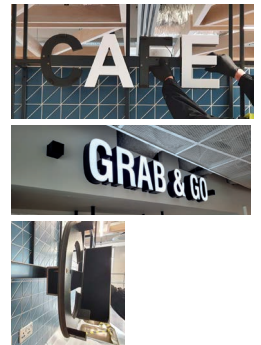
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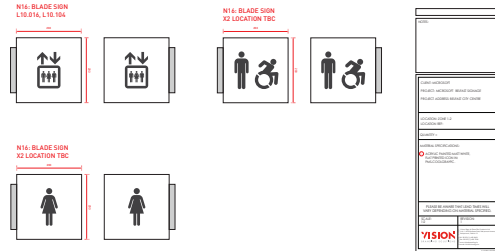
SCALE: 1/10
 REVISION:

VISION
 BRANDING SOLUTIONS

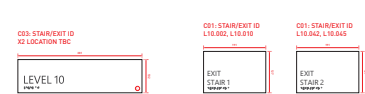


DESIGN PROCESS

MICROSOFT BELFAST - SIGNAGE



MICROSOFT BELFAST - SIGNAGE



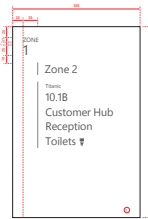
MICROSOFT BELFAST - SIGNAGE



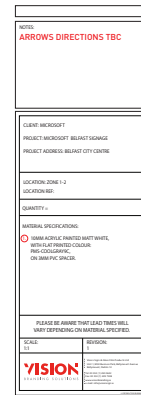
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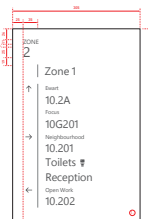
NO6: DIRECTIONAL SIGN 4



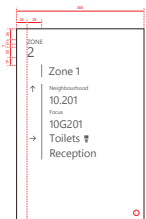
NO6: DIRECTIONAL SIGN 5



NO6: DIRECTIONAL SIGN 9



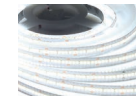
NO6: DIRECTIONAL SIGN 10



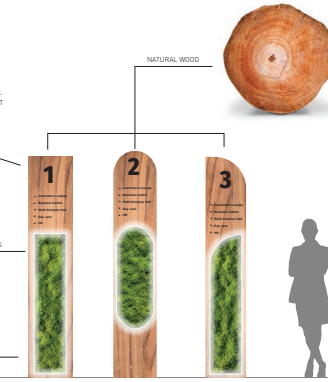
LASER ETCHED/ENGRAVED WOOD TEXT



NATURAL MOSS



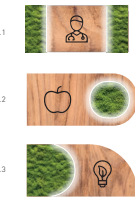
LED LIGHTING



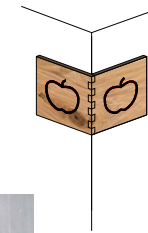
Wall lettering PAINTED ACRYLIC

- Customers Lounge
- ← Business Centre
- ↗ Multi-Purpose Hall

SIGNS



WOOD CORNER FINGER JOINT SIGN
ROOTED ICON, WITH ROOTED PART PAINTED BLACK



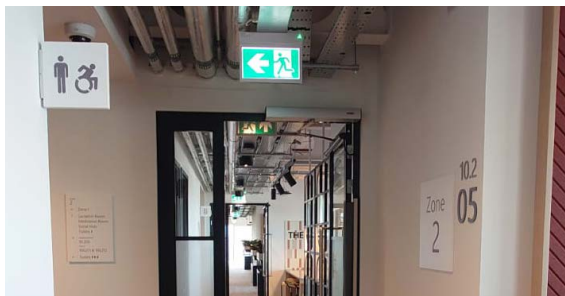
ROOTED OUT VARNISHED WOODEN
LETTERING BONDED TO THE WALL

- Customers Lounge
- ← Business Centre
- ↗ Multi-Purpose Hall



Wayfinding totem

NATURAL OAK/CHERRYWOOD SLAP BONDED TO THE WALL
LASER ETCHED BOTTOM 'BIRKA' PATTERN
PRINTED WAYFINDING
BRASS FLOOR NUMBERS ON STAND-OFFS

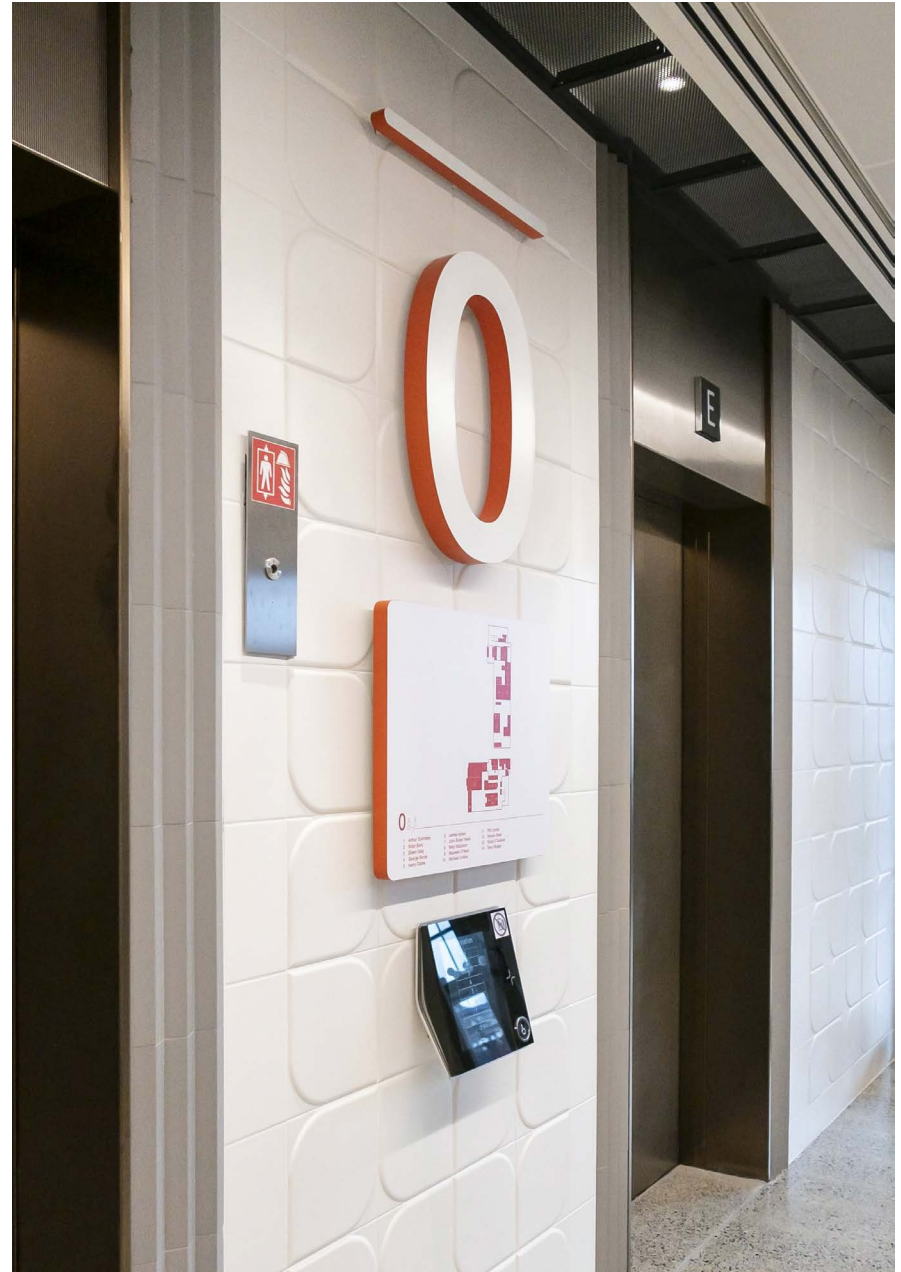


WAYFINDING

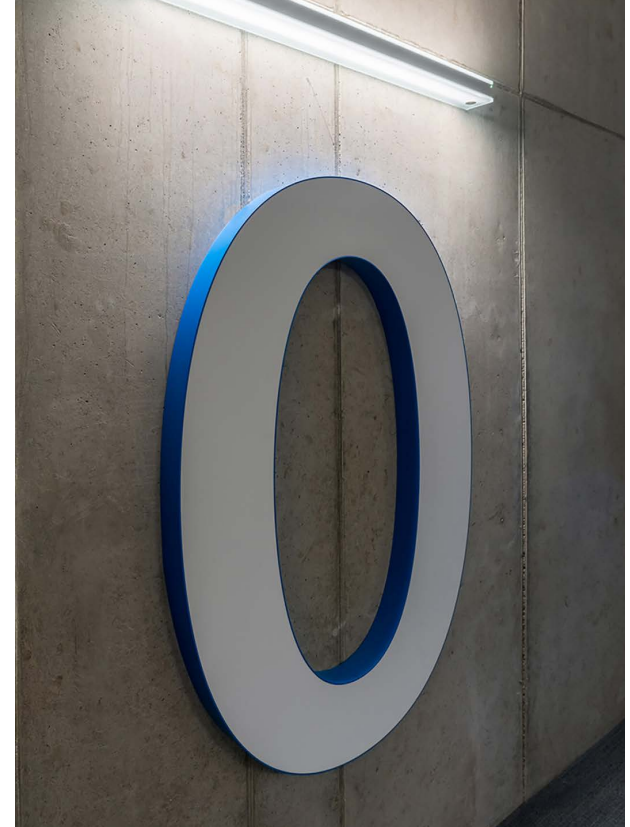
Wayfinding is an important aspect of design within different scales. It is defined by the use of spatial and environmental cues to move from one place to another. Noticeably, these urban and architectural elements go beyond simply signage.

Wayfinding is particularly important in complex built environments such as urban centers, healthcare and educational campuses, and transportation facilities.

- BRAILLE AND TACTILE SIGNS
- PLAQUES AND NAMEPLATES
- DIRECTORY SIGNS
- ORIENTATION PLANS
- ROOM SIGNS
- STICKERS
- FLOOR & DOOR NUMBERS
- TOILET SIGN
- PROJECTING SIGN
- POST & PANEL SIGNS
- TOTEMS OUTDOOR-INDOOR



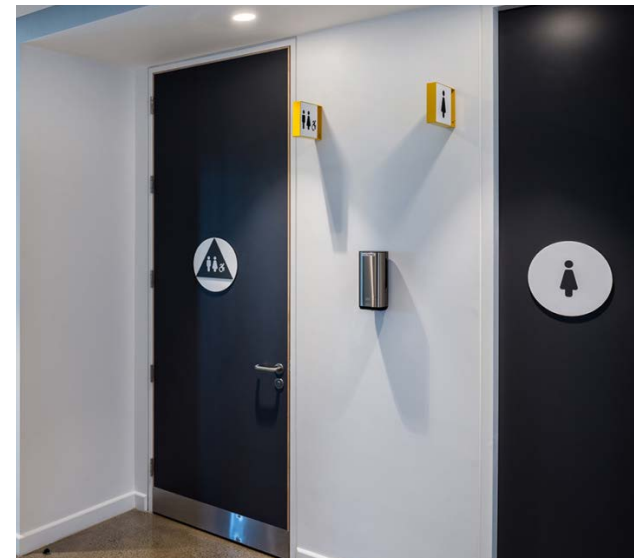
FLOOR NUMBERS



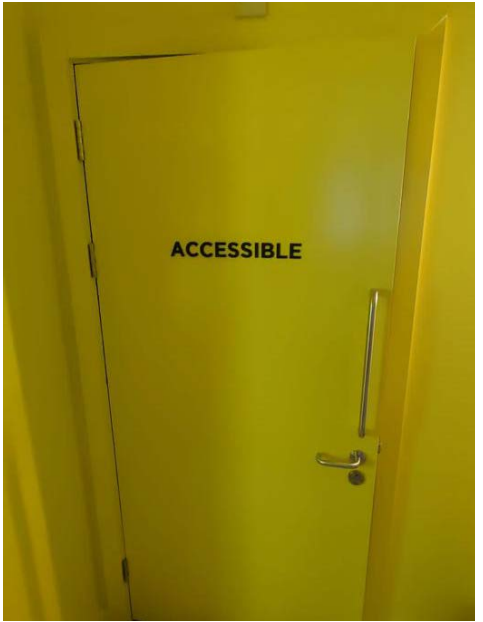
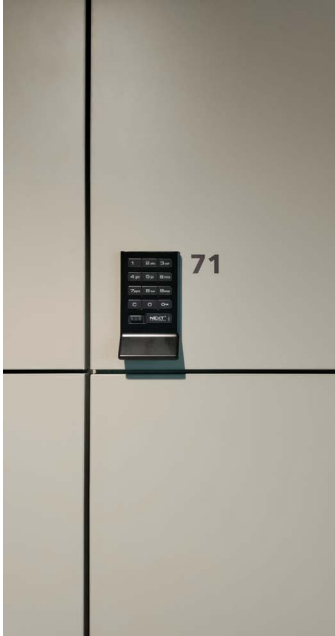
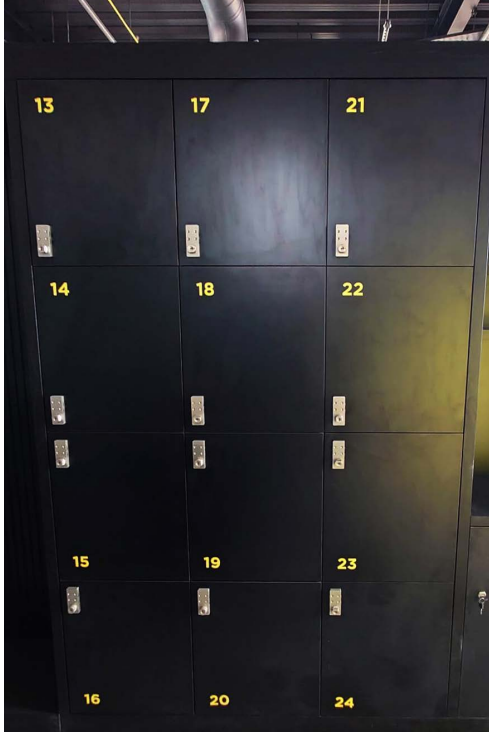
ROOM SIGNS



PROJECTING SIGN



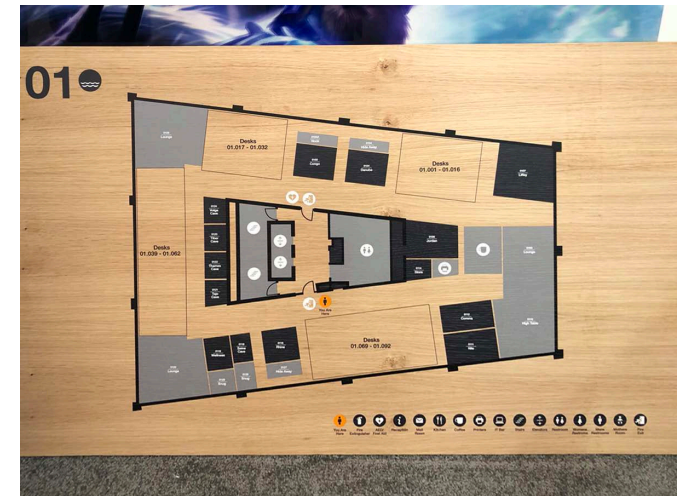
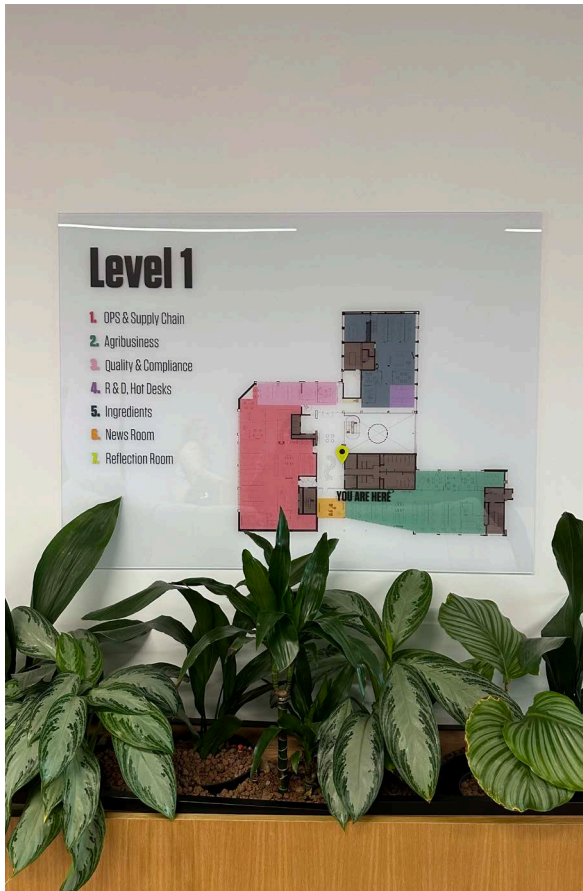
STICKERS/ ICONS



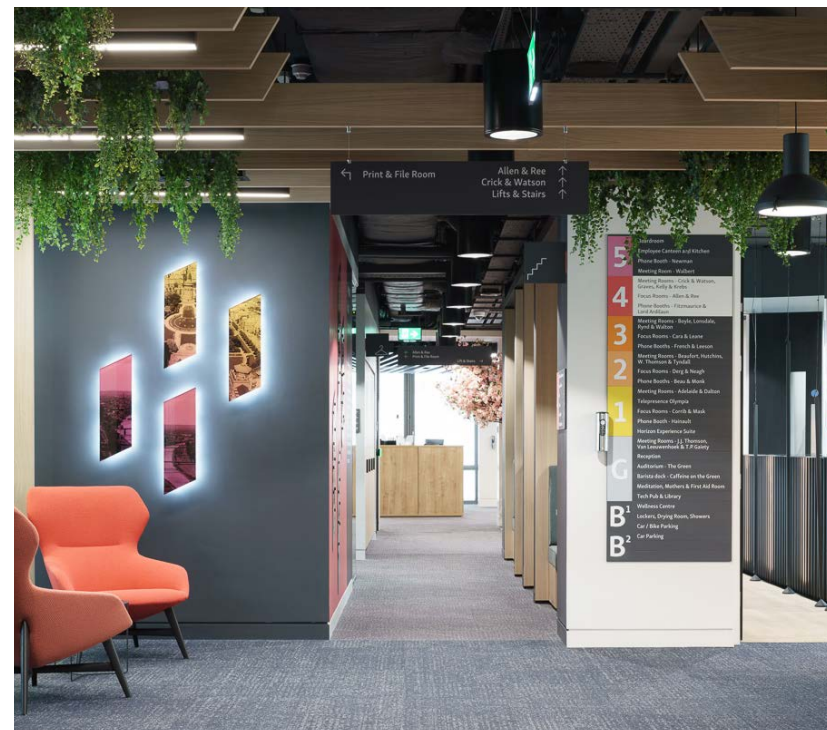
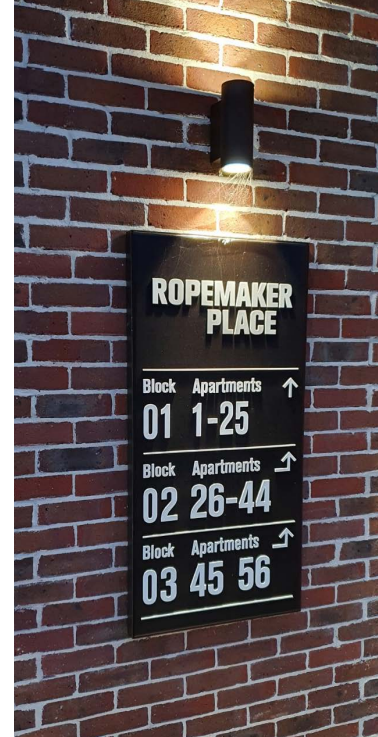
TOTEMS



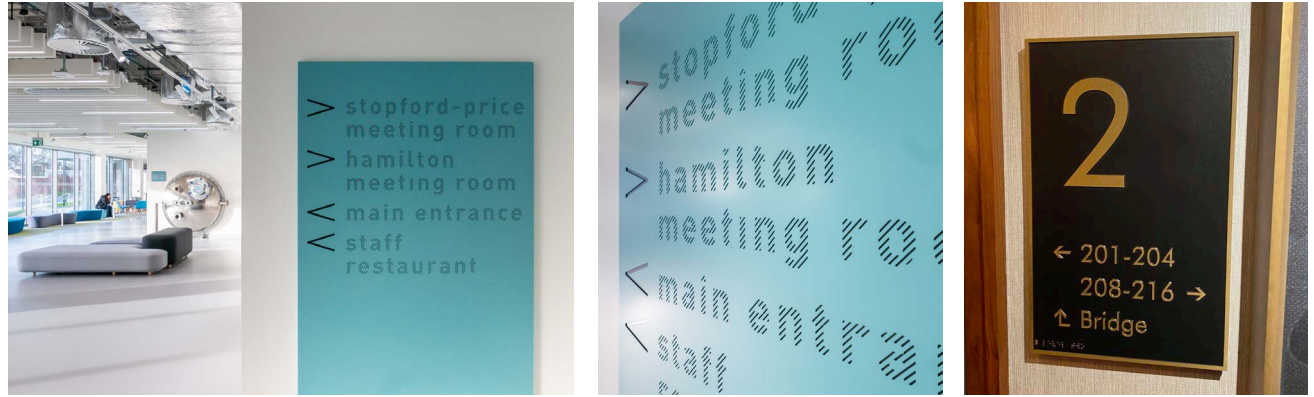
ORIENTATION PLANS



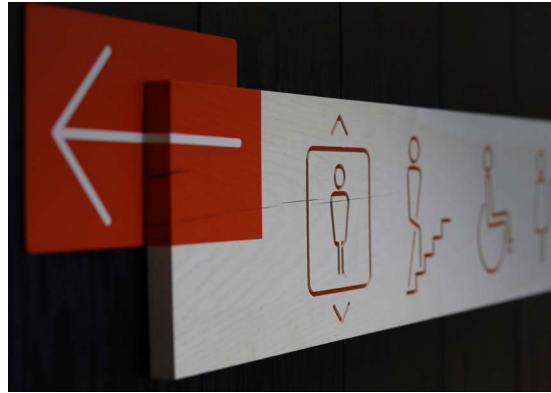
DIRECTORY



WAYFINDING



WAYFINDING



WAYFINDING DIRECTIONAL SIGN SYSTEM COLLECTIONS

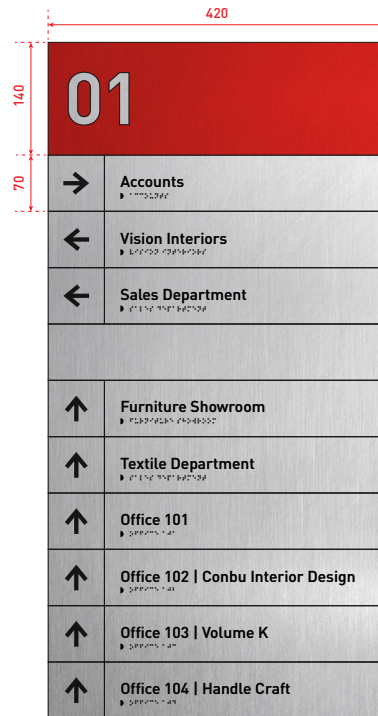
VISION CREATIVE STUDIOS		
GF	Vision Branding Solutions	Production
	Vision Research+Development	Canteen
	Vita Italiana	Toilets
	Kitchen Showroom	
01	Vision Interiors	Accounts
	Conbu Interior Design	Sales Department
	Volume K	Furniture Showroom
	Handle Craft	Office 101
	Textile Department	
02	Vision Acoustic Solutions	Karman
	Buddalife	Sky Cave
	Love Decor	Office 202
	Kaza Design	Office 204
	KGH	Office 206

STEEL COLLECTION

FLOOR DIRECTORY
SIGN



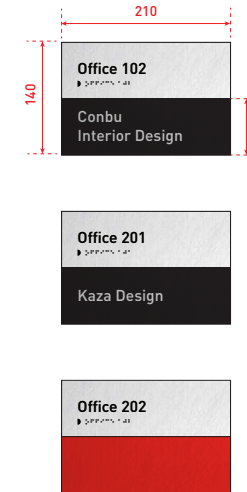
WAYFINDING
DIRECTIONAL SIGN



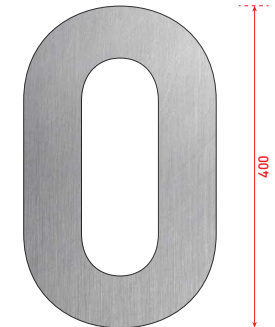
ORIENTATION PLAN



ROOM SIGN



FLOOR NUMBER



WOOD COLLECTION

FLOOR DIRECTORY SIGN

VISION CREATIVE STUDIOS		
GF	Vision Branding Solutions	Production
	Vision Research+Development	Canteen
	Vita Italiana	Toilets
	Kitchen Showroom	
01	Vision Interiors	Accounts
	Conbu Interior Design	Sales Department
	Volume K	Furniture Showroom
	Handle Craft	Office 101
	Textile Department	
02	Vision Acoustic Solutions	Karman
	Buddalife	Sky Cave
	Love Decor	Office 202
	Kaza Design	Office 204
	KGH	Office 206

WAYFINDING DIRECTIONAL SIGN

01	
→	Accounts ▶ DEPARTMENT
←	Vision Interiors ▶ DEPARTMENT
←	Sales Department ▶ DEPARTMENT
↑	Furniture Showroom ▶ DEPARTMENT
↑	Textile Department ▶ DEPARTMENT
↑	Office 101 ▶ DEPARTMENT
↑	Office 102 Conbu Interior Design ▶ DEPARTMENT
↑	Office 103 Volume K ▶ DEPARTMENT
↑	Office 104 Handle Craft ▶ DEPARTMENT

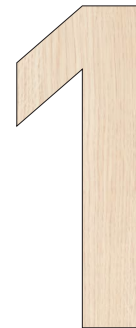
ORIENTATION PLAN

GF	
Vision Branding Solutions ▶ DEPARTMENT	Production ▶ DEPARTMENT
Vita Italiana ▶ DEPARTMENT	Canteen X ▶ DEPARTMENT
Kitchen Showroom ▶ DEPARTMENT	Toilets ## ▶ DEPARTMENT
Vision Research+Development ▶ DEPARTMENT	

ROOM SIGN

Office 102 ▶ DEPARTMENT
Conbu Interior Design
Office 201 ▶ DEPARTMENT
Kaza Design
Office 202 ▶ DEPARTMENT

FLOOR NUMBER



ACRYLIC COLLECTION

FLOOR DIRECTORY SIGN

VISION CREATIVE STUDIOS		
GF	Vision Branding Solutions	Production
	Vision Research+Development	Canteen
	Vita Italiana	Toilets
	Kitchen Showroom	
01	Vision Interiors	Accounts
	Conbu Interior Design	Sales Department
	Volume K	Furniture Showroom
	Handle Craft	Office 101
	Textile Department	
02	Vision Acoustic Solutions	Karman
	Buddalife	Sky Cave
	Love Decor	Office 202
	Kaza Design	Office 204
	KGH	Office 206

WAYFINDING DIRECTIONAL SIGN

01	
→	Accounts ▶ DEPARTMENT
←	Vision Interiors ▶ DEPARTMENT
←	Sales Department ▶ DEPARTMENT
↑	Furniture Showroom ▶ DEPARTMENT
↑	Textile Department ▶ DEPARTMENT
↑	Office 101 ▶ DEPARTMENT
↑	Office 102 Conbu Interior Design ▶ DEPARTMENT
↑	Office 103 Volume K ▶ DEPARTMENT
↑	Office 104 Handle Craft ▶ DEPARTMENT

ORIENTATION PLAN

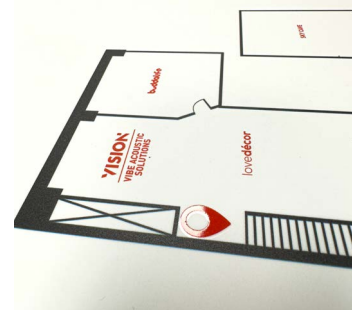
02	
Vision Acoustic Solutions ▶ DEPARTMENT	Office 202 ▶ DEPARTMENT
Buddalife ▶ DEPARTMENT	Office 203 KGH ▶ DEPARTMENT
Sky Cave ▶ DEPARTMENT	Office 204 ▶ DEPARTMENT
Karman ▶ DEPARTMENT	Office 205 ▶ DEPARTMENT
Love Decor ▶ DEPARTMENT	Office 206 ▶ DEPARTMENT
Office 201 Kaza Design ▶ DEPARTMENT	
	

ROOM SIGN

Office 102 ▶ DEPARTMENT
Conbu Interior Design
Office 201 ▶ DEPARTMENT
Kaza Design
Office 202 ▶ DEPARTMENT
Design Team

FLOOR NUMBER

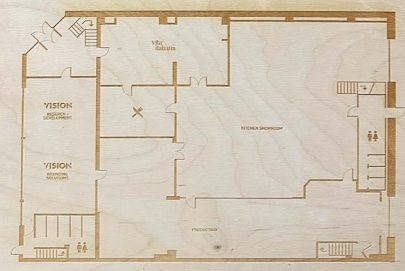
2



REAL PRODUCTS

GF

Vision Branding Solutions VISION BRANDINGSOLUTIONS	Production PRODUCTION
Vita Italiana VITA ITALIANA	Canteen ✕ CANTINE
Kitchen Showroom KITCHEN SHOWROOM	Toilets ♀♂ TOILETS
Vision Research+Development VISION RESEARCH+DEVELOPMENT	




01

Vision Interiors VISION INTERIORS	Textile Department TEXTILE DEPARTMENT
Office 101 Printware OFFICE 101	Accounts ACCOUNTS
Office 102 Conbu Interior Design OFFICE 102	Sales Department SALES DEPARTMENT
Office 103 Volume K OFFICE 103	Furniture Showroom FURNITURE SHOWROOM
Office 104 Handle Craft OFFICE 104	



02

Vision Acoustic Solutions VISION ACOUSTIC SOLUTIONS	Office 202 OFFICE 202
Buddalife BUDDALIFE	Office 203 KGH OFFICE 203
Sky Cave SKY CAVE	Office 204 OFFICE 204
Karman KARMAN	Office 205 OFFICE 205
Love Decor LOVE DECOR	Office 206 OFFICE 206
Office 201 Kaza Design OFFICE 201	



MIX & MATCH
PICK ANY...



**COLOUR
TO MATCH
YOUR
BRAND**

**MATERIAL
STEEL
WOOD
ACRYLIC**



MIX & MATCH

CUSTOM TO YOUR BRAND
LOGO + COLOURS

VISION CREATIVE STUDIOS		
GF	Woven Branding Solutions	Production
	Vision Research+Development	Canteen
	Vita Italiana Kitchen Showroom	Toilets
01	Vision Interiors Conbu Interior Design	Accounts Sales Department
	Volume K Handle Craft	Furniture Showroom Office 101
	Textile Department	
02	Vision Acoustic Solutions	Karman
	Buddalife	Sky Cave
	Love Decor	Office 202
	Kaza Design	Office 204
	KGH	Office 206

01	
→	Accounts
←	Vision Interiors
←	Sales Department
↑	Furniture Showroom
↑	Textile Department
↑	Office 101
↑	Office 102 Conbu Interior Design
↑	Office 103 Volume K
↑	Office 104 Handle Craft

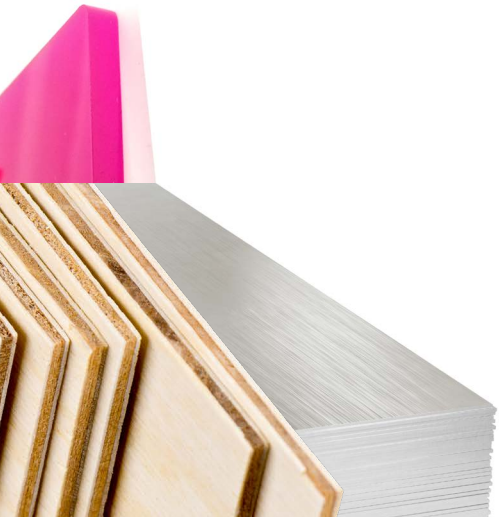
02	
Vision Acoustic Solutions	Office 202
Buddalife	Office 203 KGH
Sky Cave	Office 204
Karman	Office 205
Love Decor	Office 206
Office 201 Kaza Design	

Office 102
Conbu Interior Design

Office 201
Kaza Design

Office 202
Design Team

2

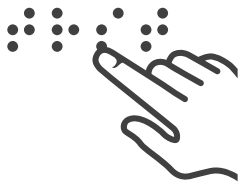


FULL ACCESSIBILITY

MAKE YOUR BUILDING ACCESSIBLE TO ALL WITH THESE PART-M COMPLIANT SIGNS.

WE PROVIDE A RANGE OF SIGNS THAT DISPLAY ALL KEY LOCATION INFORMATION IN TACTILE FORM".

WE EMOSS CHARACTERS ON THE SIGN FACE AND SLIGHTLY ROUND THEIR PROFILES SO WORDS ARE PLEASING TO THE TOUCH AND NOT SHARP.



SIGNS

OUTDOOR-INDOOR

Signage refers to the visual communication elements, such as signs, symbols, and graphics, that convey **specific information or messages to an audience**. Signage is used in various contexts, including public spaces, buildings, roads, and facilities. The primary purpose of signage is to provide information, convey warnings, or **offer instructions**. It can include directional signs, informational signs, safety signs, regulatory signs, and more. Signage is typically static and designed to be **easily understood** at a glance.

- NEON SIGN
- ACRYLIC SIGN
- STAINLESS STEEL LETTERS
- BUILT UP
- LIGHTBOX
- ACOUSTIC SIGN
- MOSS SIGN
- GLASS SIGN
- HANGING SIGN



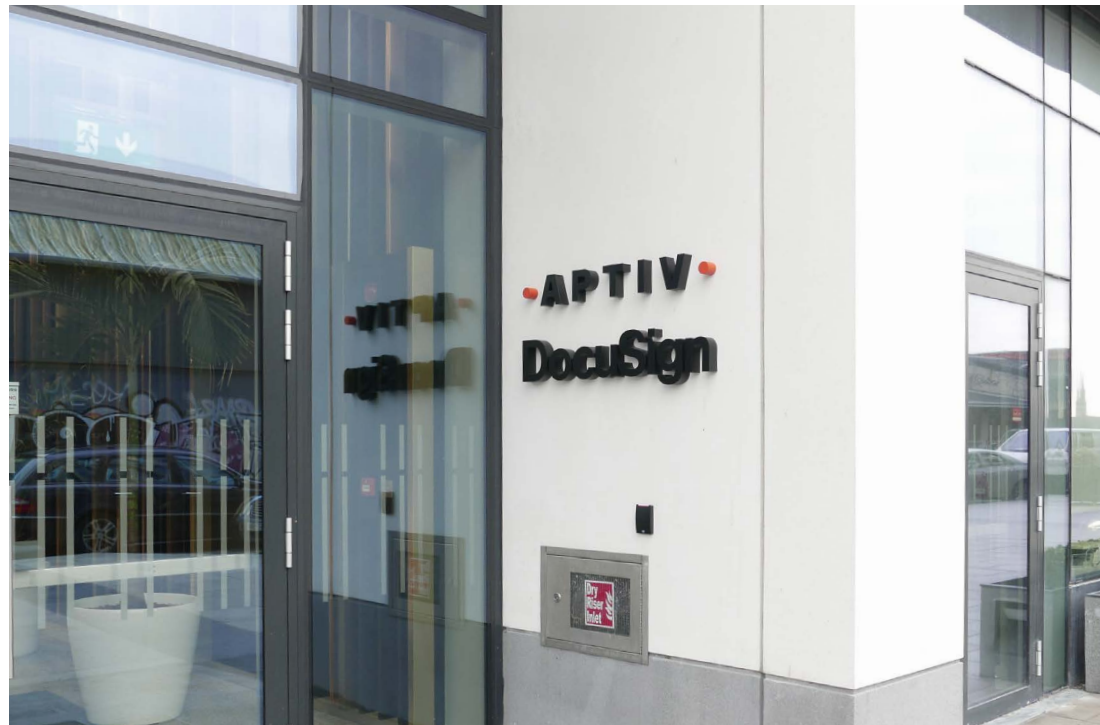
SIGNS



SIGNS



SIGNS

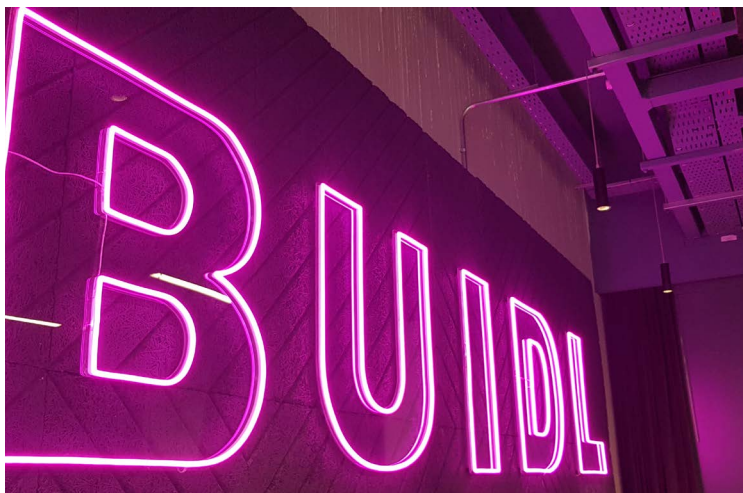
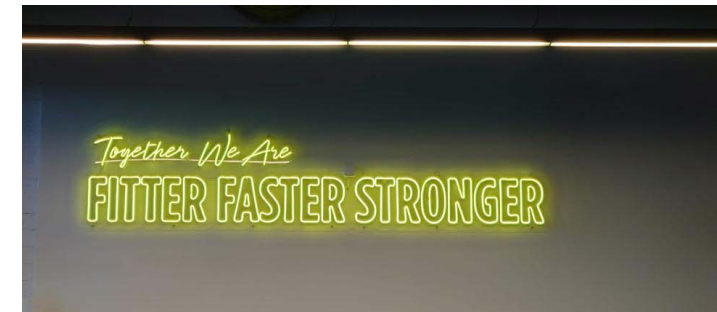
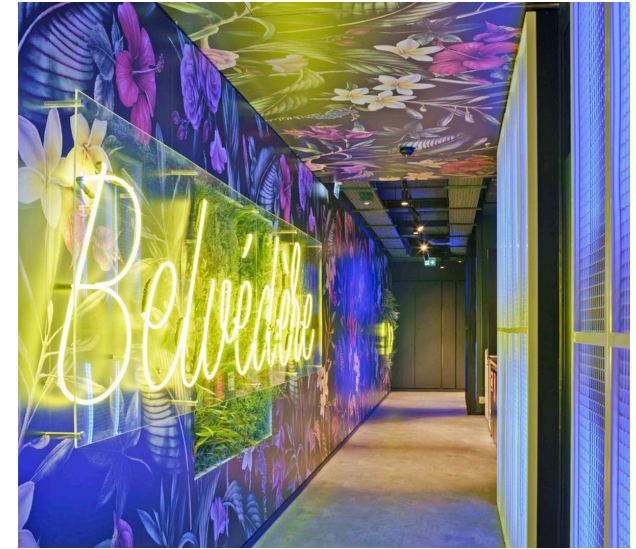


VISION
BRANDING SOLUTIONS

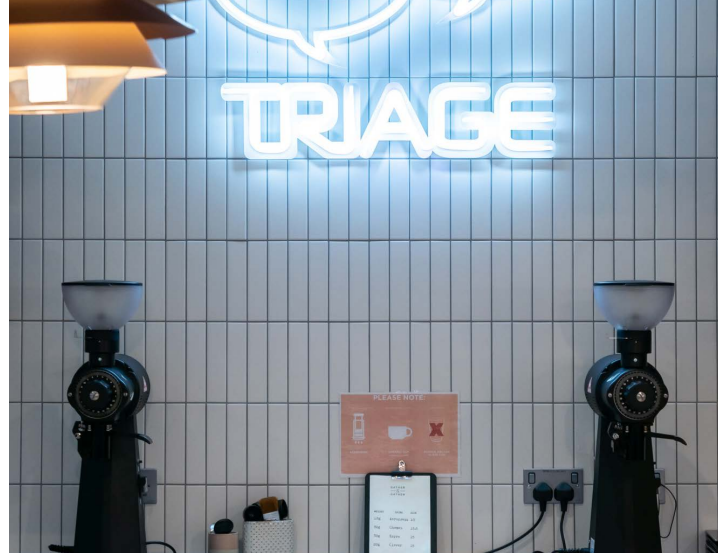
SIGNS



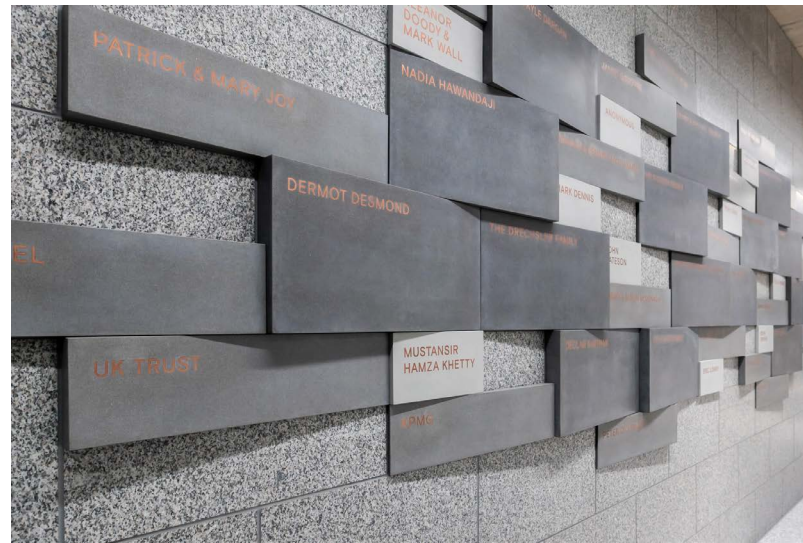
NEON SIGNS



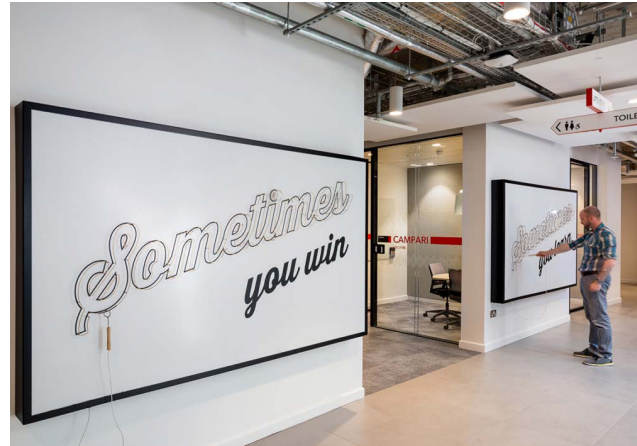
FEATURE SIGNS



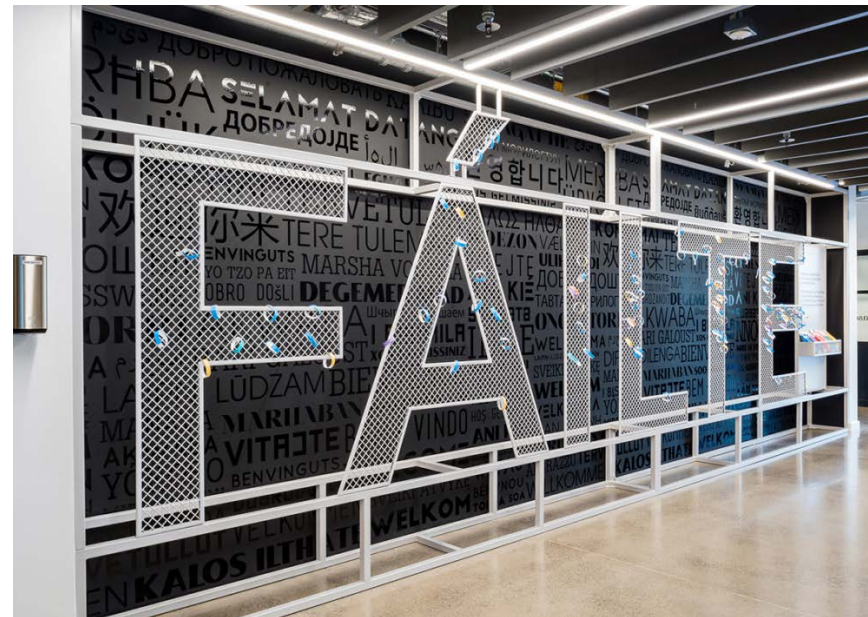
FEATURE SIGNS



FEATURE SIGNS



FEATURE SIGNS



EXTERNAL
SIGNS



TECHNIQUES OF WAYFINDING

Directional wayfinding is the process of guiding individuals to their intended destinations using clear and concise directional cues. Several innovation techniques can enhance directional wayfinding, including:

- 1. Clear signage:** Implementing well-designed and prominently placed signage that includes directional arrows, symbols, and concise text helps people navigate easily. Consider using universally recognized symbols for clarity.
- 2. Color coding:** Assigning specific colors to different areas or routes within a space can aid in navigation. Color-coded signs or floor markings can quickly guide individuals to their desired locations.
- 3. Interactive maps:** Employing interactive digital maps or touchscreens can assist users in locating their destinations. These maps can provide step-by-step directions, highlight landmarks, and allow users to zoom in and out for a better understanding of their surroundings.
- 4. Mobile applications:** Developing mobile apps that utilize GPS technology and provide real-time navigation guidance can be particularly useful in large or complex environments. These apps can incorporate features such as turn-by-turn directions, augmented reality, and personalized route planning.
- 5. Indoor Positioning Systems (IPS):** IPS technologies, such as Wi-Fi positioning, RFID, or magnetic fields, can be employed to track users' locations within buildings or enclosed areas. Combined with digital mapping, these systems offer accurate indoor navigation. Beacon technology: Utilizing Bluetooth beacons placed strategically throughout a space allows for location-based services. These beacons can interact with users' mobile devices, providing proximity-based notifications and guiding them along their intended path.

TECHNIQUES OF WAYFINDING

6. Wayfinding algorithms: Advanced algorithms can analyze real-time data, such as foot traffic patterns, to optimize routing and provide the most efficient directions. These algorithms can consider factors like distance, congestion, and accessibility to offer personalized recommendations.

7. Audiovisual aids: Incorporating audio and visual cues can enhance wayfinding for individuals with visual or auditory impairments. For example, audible signals, tactile maps, or braille signage can assist those with visual impairments, while visual cues can help those with hearing impairments.

8. User feedback and analytics: Collecting feedback from users and analyzing their navigation patterns can provide valuable insights for improving directional wayfinding. User surveys, heatmaps, or tracking technologies can help identify areas that need improvement and inform future design enhancements.

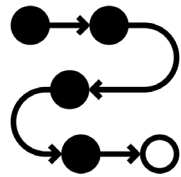
9. Augmented Reality (AR): Incorporating AR technology into directional wayfinding can provide real-time visual guidance. Users can view digital overlays on their mobile devices or smart glasses, superimposing directions, landmarks, or arrows onto their surroundings.

10. Gamification: Adding game-like elements to wayfinding systems can engage and motivate users. Gamification techniques, such as rewards, achievements, or progress tracking, can make navigation more enjoyable and encourage exploration.

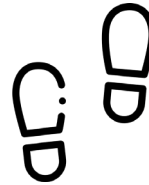
By applying these innovation techniques, directional wayfinding can be made more intuitive, efficient, and accessible, ensuring that individuals can navigate spaces with ease.

DIGITAL NAVIGATION

Indoor digital wayfinding to help bring your visitor's experience to the next level



Help your visitor to find their destination in Real-Time and without deviations.



Step-by-step navigation with recalculation for deviations.



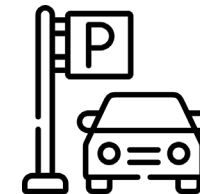
Define special routes for People with Reduced Mobility (PRM).



Make the location of Points of Interest like elevators or customer support points easier through maps.

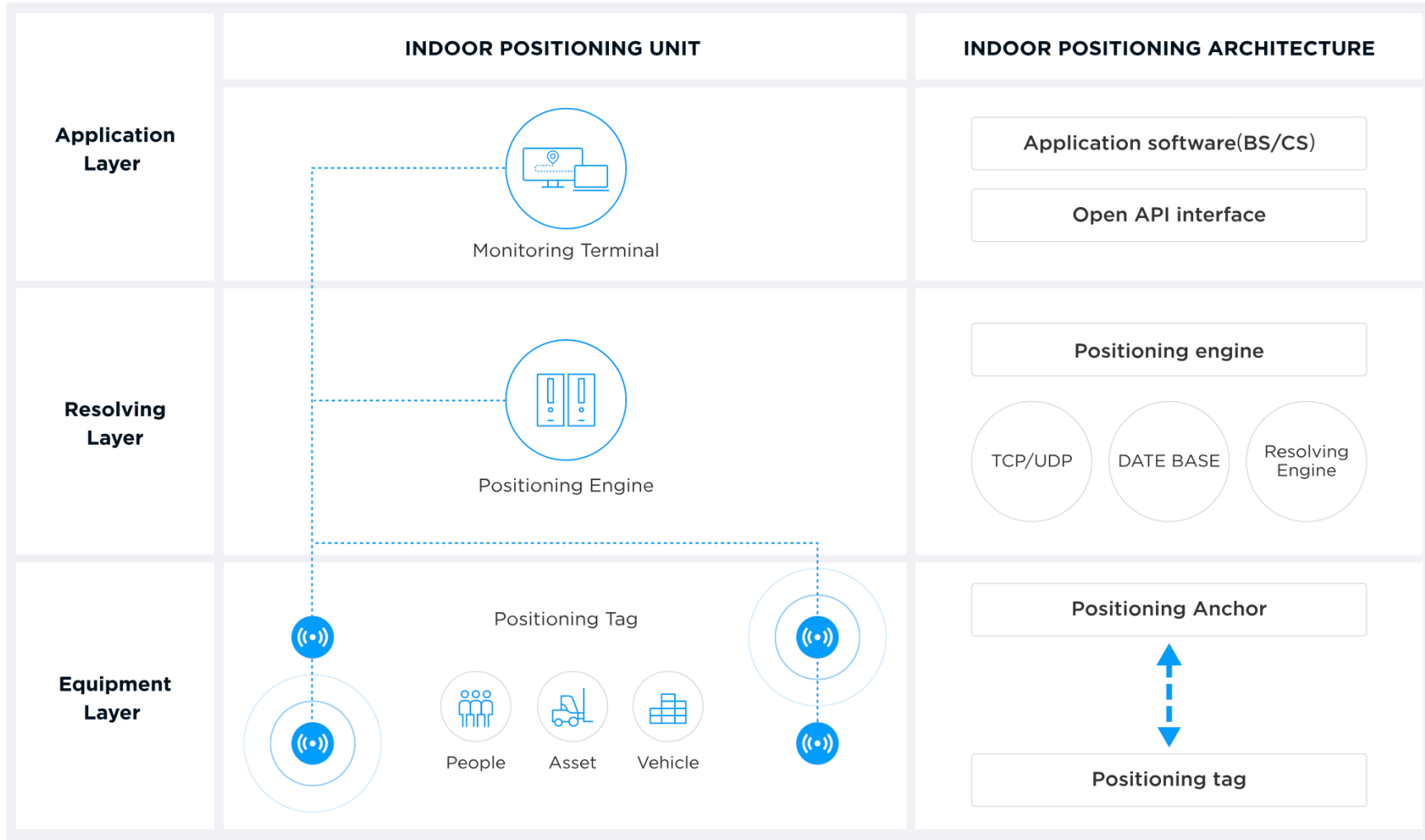


Plan your spaces and services through geanalytics on visitor habits.



Make the location of their vehicle in your parking easier.

DIGITAL NAVIGATION



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