

Category: Wayshowing

Project: Oxford Brookes University

What was the challenge?

Oxford Brookes University had commissioned a new building for the campus. They wanted it to be a modern icon in the heart of the campus: The new John Henry Brookes Building. As with the architecture the information graphics had to literally sign a new attitude to branding a built environment within their organisation. We had to design the scheme off plan working closely with the architects.

What was the solution?

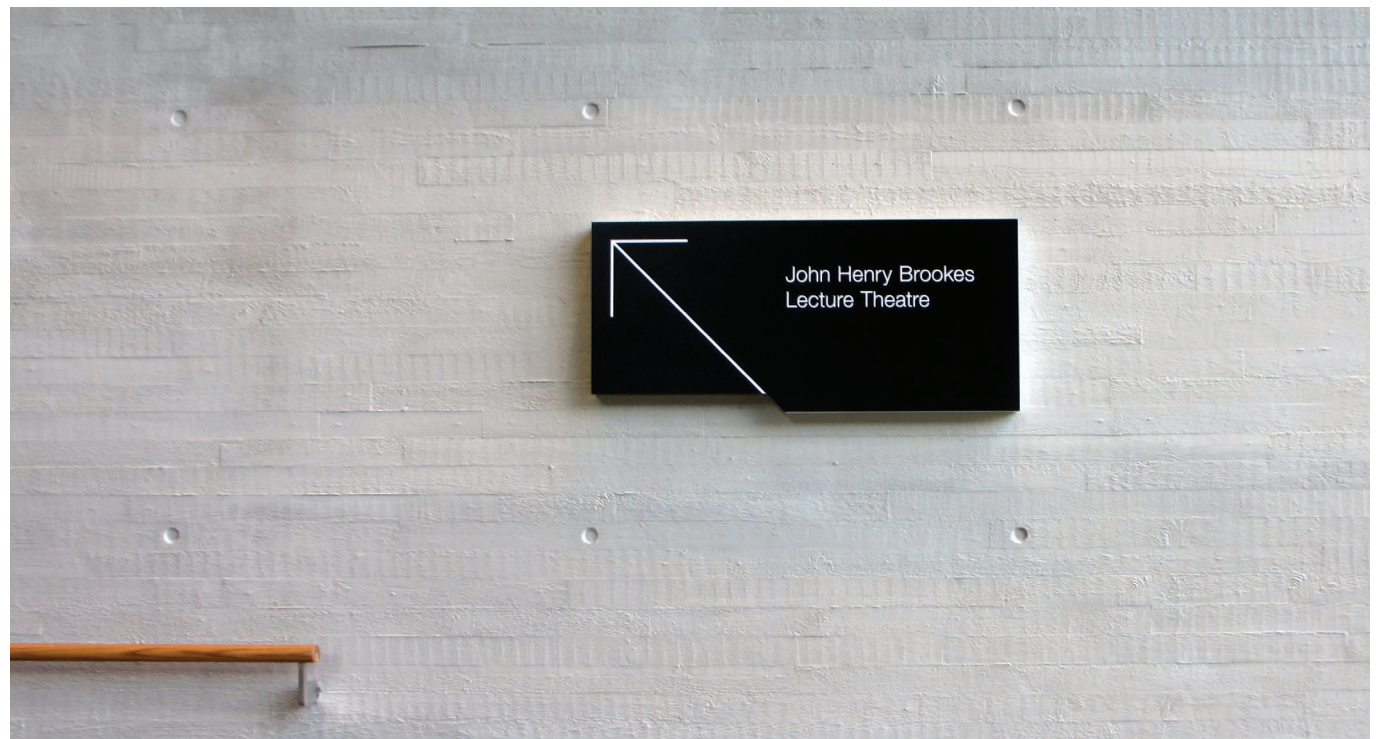
The architects design used a varied palette of materials and colours. We took the key brand device (the notch) from the guidelines and developed it to define the detail of the information graphics. The arrow becomes quite a participant in the signs and the icons we designed to reflect the thin weight of Helvetica that we have chosen. We have separated the icons and the type for quick reference, recognising that in a University you have a mix of students who visit everyday to new visitors who only visit once. We worked with the background colours in each instance introducing signs with depth to create some visual contrast within the space.

What was the effect?

Having designed the solution off plan we are pleased to know that the students and staff have responded very positively. It is a complex building and the new look and feel has been sited to extend throughout the university. The building opened in May 2014 and has won several architectural and design awards.

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