

**Company:** Populous



**Project:** The O2 Arena, London - Wayfinding Signage

The brief was to design a wayfinding signage system for all areas within The O2 arena. This included all general admission levels, suite and premium club levels, back of house and services areas.

Our objective was to create a visual language that integrated so well into the arena's architecture it gave impression that the signage and building are a single design solution. To achieve this the graphics team worked closely with the architects to develop a signage system that responded to the building's organization and its material expression.

One of the most challenging aspects of the design process involved the integration of the naming rights sponsors (O2) identity. This was not just the case of applying an existing documented brand guideline, but the development and extension of their identity into a form not previously developed.

Our design solution took the O2 identity and let it flow through the building, like blood flowing through a human body. Wherever a sign touches the surface of the building the O2 'DNA' flows out into that sign.

This analogy was achieved by designing beacon like illuminated totems for the main directory and directional signs on the level 01 & 04 concourses. These signs formed the core of the signage system and a hierarchy was developed around it.

The construction of these signs made use of several types of acrylic and resin based materials. These were then illuminated with a combination of LED and fluorescent lights consistent with O2's brand language.

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