

Dallas Office Signage

July 2023

Arup Brand Colors & Color Palette in Signage Design

Choosing color to employ in signage design.

This signage system was designed with flexibility to work in multiple office configurations that utilize different materials and color palettes. When the interior design uses accent colors for area or floor differentiation, the same colors are to be employed in lieu of the brand colors. This is so that the signage works harmoniously with existing conditions.

PRIMARY COLORS	PANTONE Pantone Matching System	CMYK	HEX	PAINT Sherwin Williams
Arup Red	PMS 2035	5, 100, 95, 0	#E61E28	SW 6869 Stop
White	-	0, 0, 0, 0	#FFFFFF	SW 7757 High Reflective White
Black	-	0, 0, 0, 100	#000000	SW 2936 Black Emerald
	Pantone Black 80%	C:0 M:0 Y:0 K:80		SW 7075 Web Gray

Color use in office wayfinding

Color plays a key role in Arup's office Wayfinding Strategy.

SECONDARY COLORS	CMYK	RGB	HEX
Arup Secondary Purple	60, 90, 0, 0	125, 65, 150	#7D4196
Arup Secondary Dark Blue	100, 70, 0, 0	0, 90, 170	#005AAA
Arup Secondary Teal	75, 15, 40, 0	50, 164, 160	#32A4A0
Arup Secondary Pink	20, 90, 0, 0	200, 60, 150	#C83C96
Arup Secondary Green	75, 15, 100, 0	75, 160, 70	#4BA046
Arup Secondary Bright Blue	75, 25, 0, 0	30, 155, 215	#1E9BD7
Arup Secondary Sage	40, 30, 50, 10	145, 150, 125	#91967D
Arup Secondary Orange	5, 70, 100, 0	230, 110, 35	#E66E23

Materials

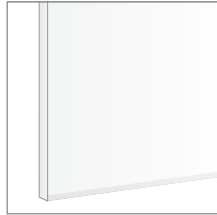
ACRYLIC

Clear P95

Matte Finish

Milled Edges

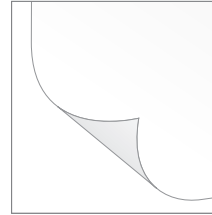
Thickness defined on sign detail pages.



VINYL - WHITE

C:0 M:0 Y:0 K:0

3M™ ScotchCal™
ElectroCut™ Graphic
Film: 7725-20
Matte White



VINYL - TO MATCH INTERIOR PALETTE

HIGHLIGHT COLOR: Details will be site specific



MORE SUSTAINABLE VINYL OPTION:

PVC-free 3M Envision Print Film

Iconography / Arrows



VC CONFERENCE
ROOM



PHONE ROOM



COLLABORATION
SPACE



WELLNESS ROOM



DATA / DATA
CENTER



PRINT / PRINT
CENTER

ADA Room Sign Installation

MOUNTING NOTES - ADA §703.4

In the United States it is mandatory to follow the state approved version of the Americans with Disability Act (ADA). Other nations can employ these standards if no other codes exist or if preferred.

SITUATION A

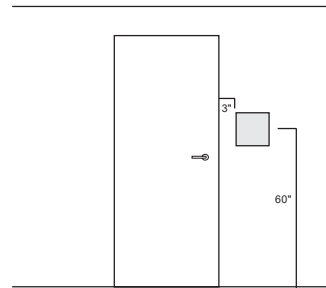
ADA signs are typically wall mounted, door handle side, 3" off door jamb, sign centered on 60" above floor level.

SITUATION B, C, E, F, G

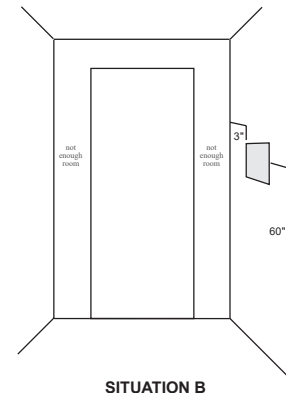
If there is not enough room, mount on closest adjacent wall, 3" clear of obstructions, protruding objects, or swing of double doors.

SITUATION D

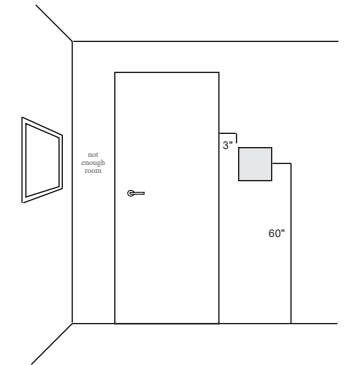
If glass panels are next to door, the client should advise if the signs will be installed on glass (with additional back-up panel for second surface glass) or adjacent wall.



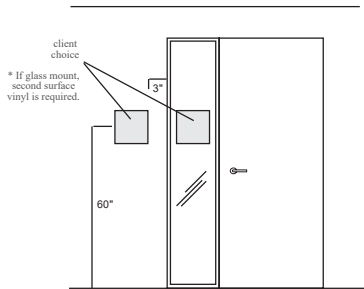
**SITUATION A -
TYPICAL MOUNTING LOCATION**



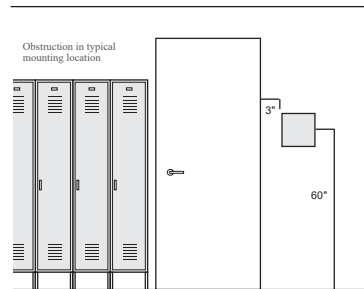
SITUATION B



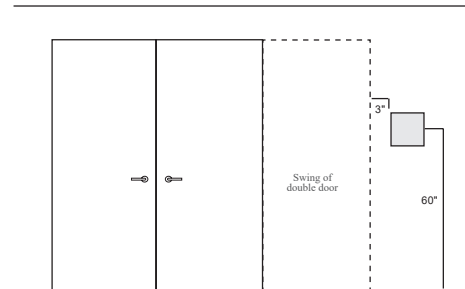
SITUATION C



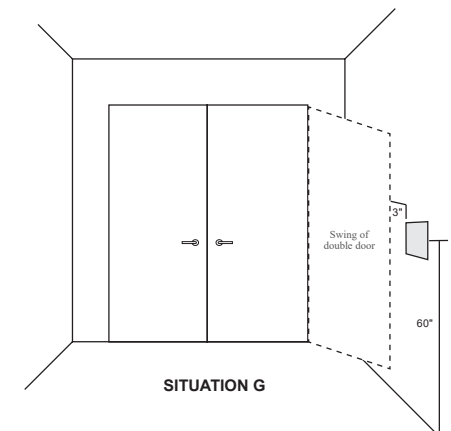
SITUATION D



SITUATION E



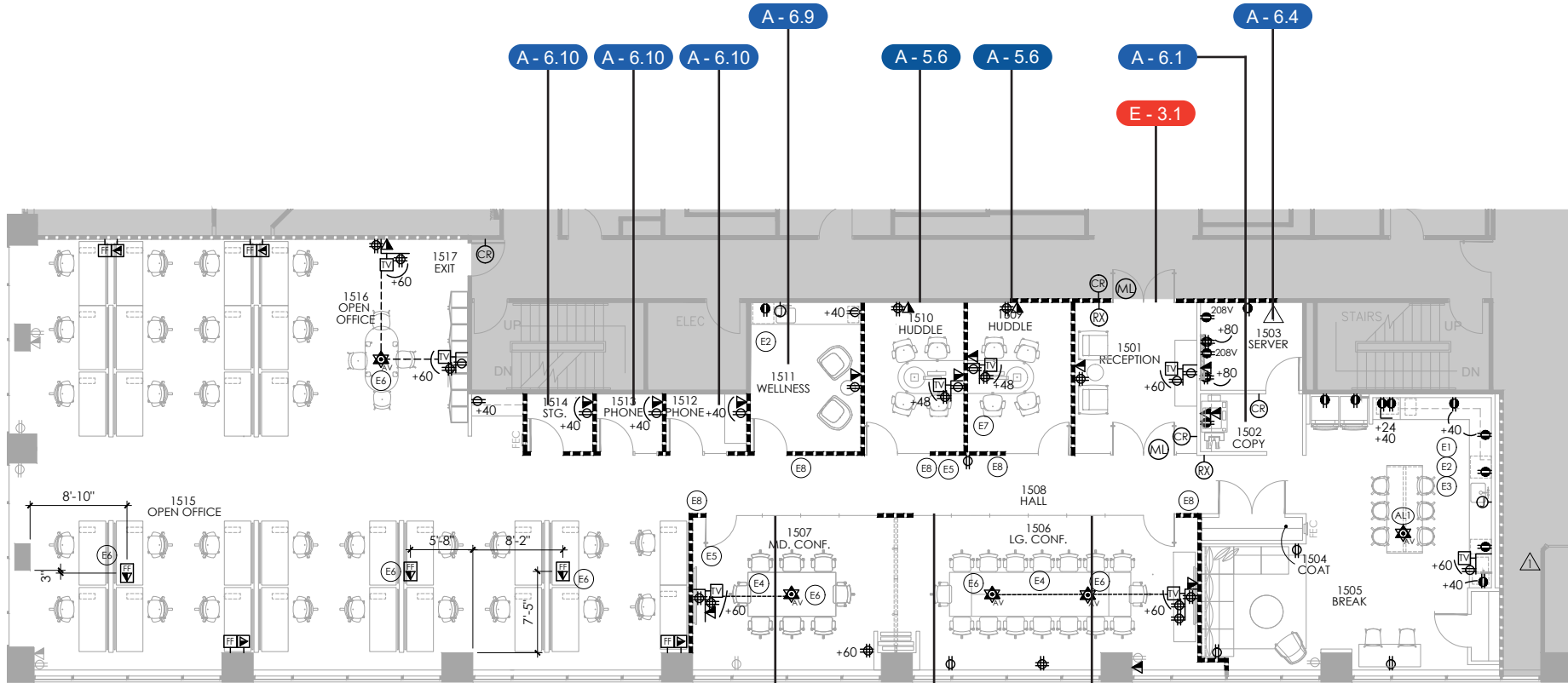
SITUATION F



SITUATION G

Sign Type Details

Dallas office floor plan



Identification			
#	Name	Layout Variation / Description	
A-3.1	Reception Main ID	Applied	
A-5.2	Conference Room ID	Video Conference Room	
A-5.6	Conference Room ID	Collaboration Space	
A-6.1	Facility Rooms ID	Print	
A-6.4		Data Center	
A-6.9		Wellness Room	
A-6.10		Phone Room	
Brand Experience / Environmental Graphics			
E-1.1	Supergraphics	Quotes, Murals	
E-3.1	Art / Awards/ Achievement	Displays, Publications	

A-3.1: Reception Main ID

Room number on plan	1501
Sign Category	Identification
Sign # Tag	A - 3.1

SPECIFICATIONS

- 1 Cut 1/4" acrylic with face and returns painted Arup Red.
- 2 Install with VHB tape.
Attachment method should not be visible.
- 3 Wall mounted logos should be centered on reception desk or reception entrance doors/wall, with base line at a minimum of 60".

GENERAL NOTES

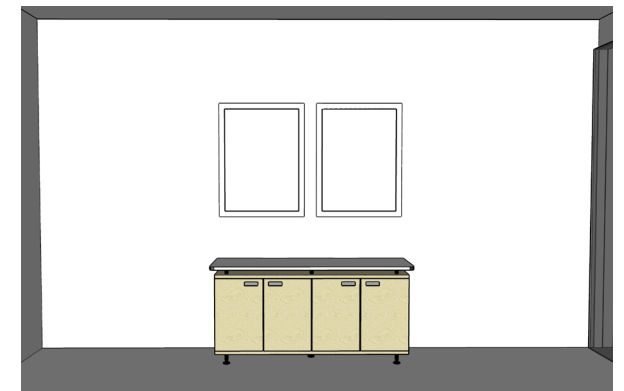
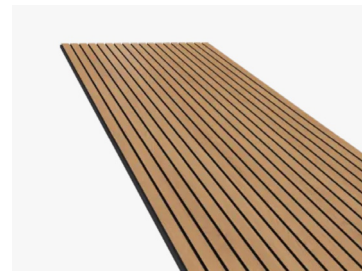
Respect logo clear space in all applications.



Option A:

Acoustic light wood paneling, red logo

Material: <https://vicoustic.com/product/vicstrip?vicstrip-finishes=Natural%20Oak&vicstrip-sizes=2400x595x12mm&vicstrip-unitbox=2>



Opposing wall ft. project images

A-3.1: Reception Main ID

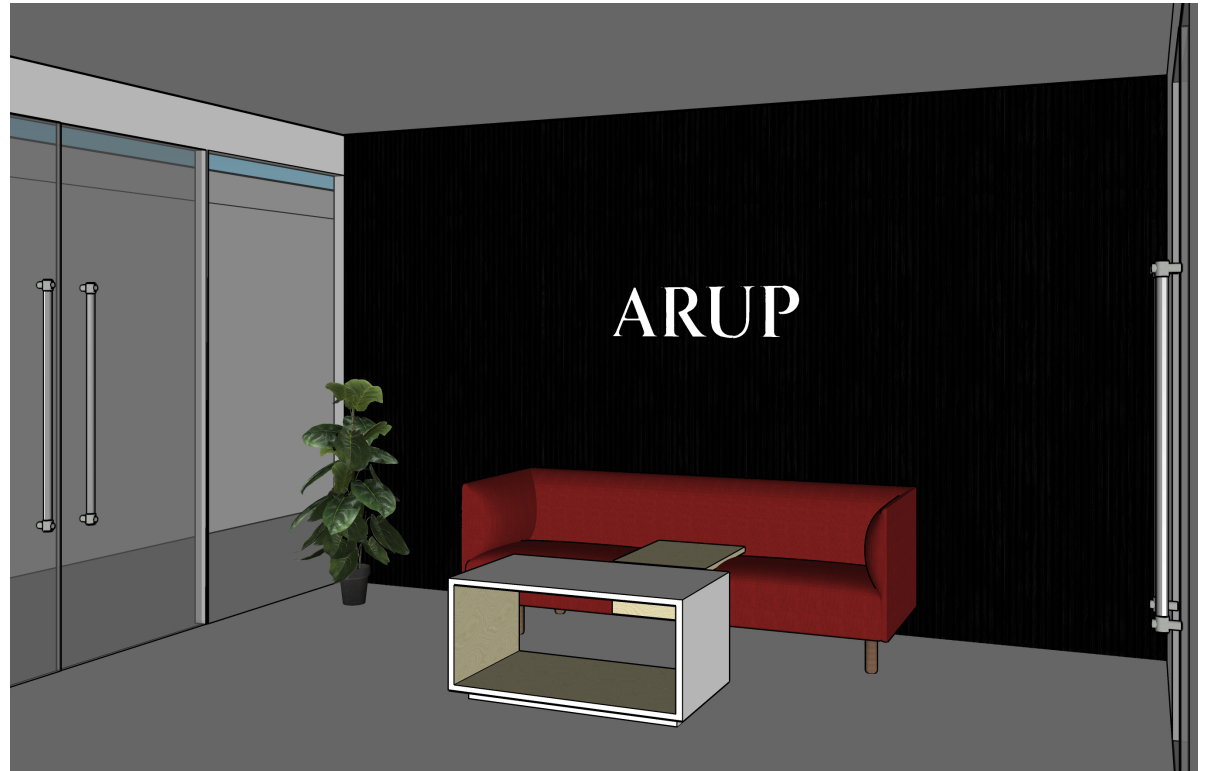
Room number on plan	1501
Sign Category	Identification
Sign # Tag	A - 3.1

SPECIFICATIONS

- 1 Cut 1/4" acrylic with face and returns painted Arup Red.
- 2 Install with VHB tape.
Attachment method should not be visible.
- 3 Wall mounted logos should be centered on reception desk or reception entrance doors/wall, with base line at a minimum of 60".

GENERAL NOTES

Respect logo clear space in all applications.

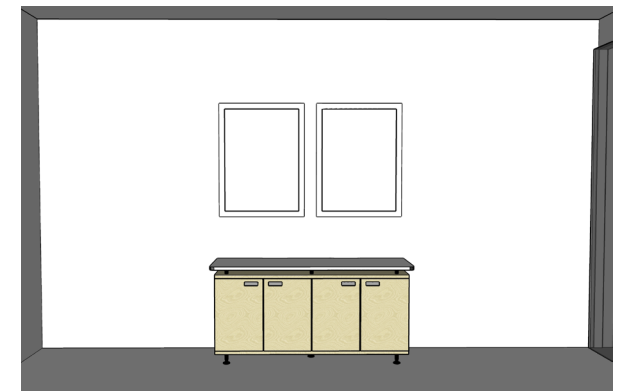
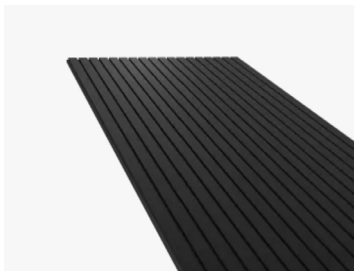


Option B:

Acoustic black wood paneling, red logo

Material: [https://vicoustic.com/product/vicstrip?vicstrip-finishes=Black%20](https://vicoustic.com/product/vicstrip?vicstrip-finishes=Black%20Matte&vicstrip-sizes=2400x595x12mm&vicstrip-unitbox=2)

[Matte&vicstrip-sizes=2400x595x12mm&vicstrip-unitbox=2](https://vicoustic.com/product/vicstrip?vicstrip-finishes=Black%20Matte&vicstrip-sizes=2400x595x12mm&vicstrip-unitbox=2)



Opposing wall ft. project images

A-3.1: Reception Main ID

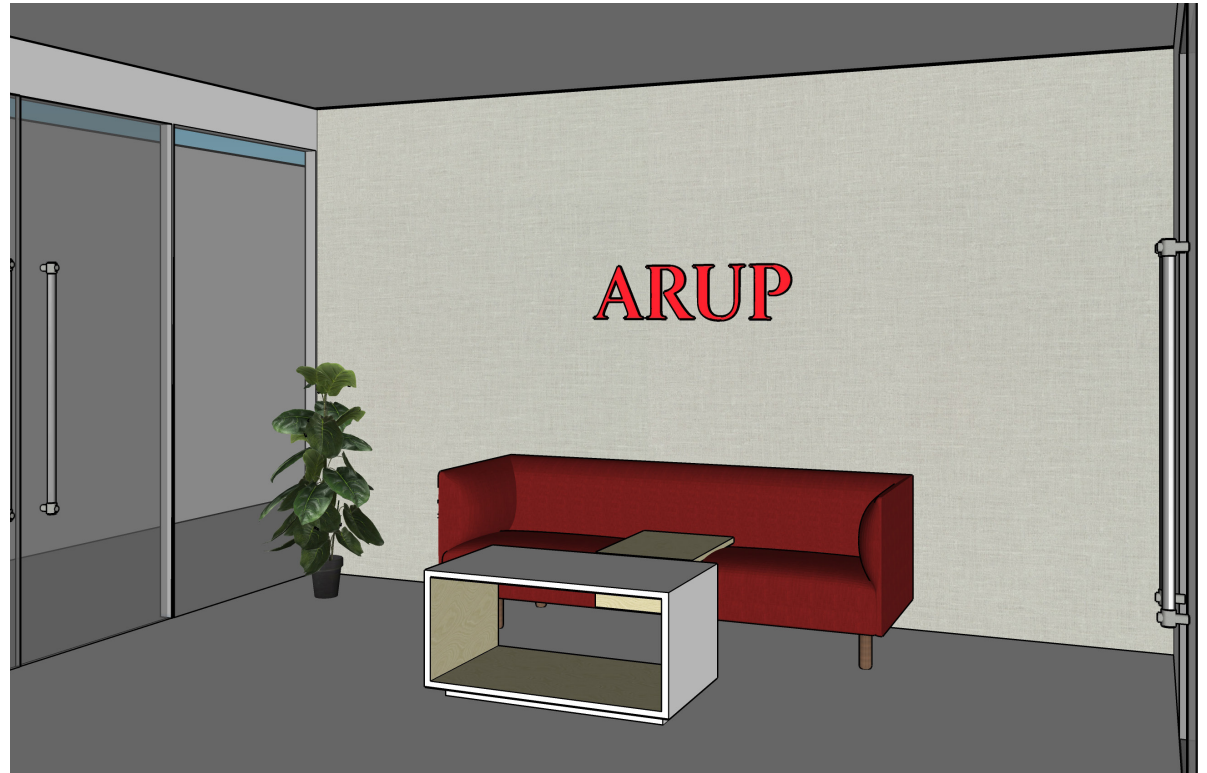
Room number on plan	1501
Sign Category	Identification
Sign # Tag	A - 3.1

SPECIFICATIONS

- 1 Cut 1/4" acrylic with face and returns painted Arup Red.
- 2 Install with VHB tape.
Attachment method should not be visible.
- 3 Wall mounted logos should be centered on reception desk or reception entrance doors/wall, with base line at a minimum of 60".

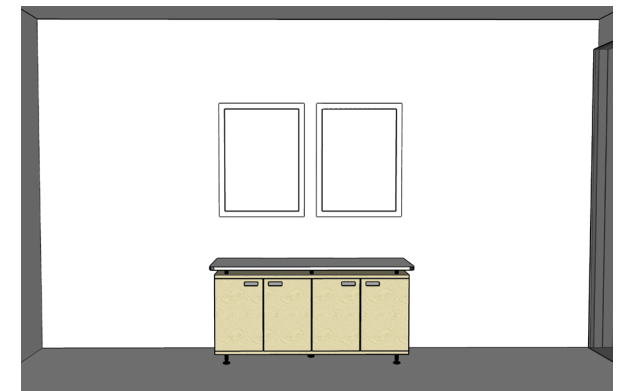
GENERAL NOTES

Respect logo clear space in all applications.



Option C:

DeNovo Cappi linen wallpaper, white logo
Material: <https://denovowall.com/wallcovering/design/organic-texture/cappi-linen/dn2-cpl-11>



Opposing wall ft. project images

A-5.2: Conference Room Identification - Video

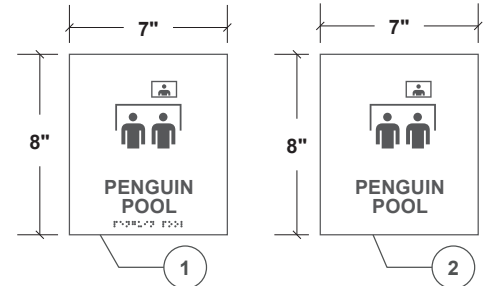
Room number on plan	1506 - Penguin Pool
Sign Category	Identification
Sign # Tag	A - 5.2

SPECIFICATIONS

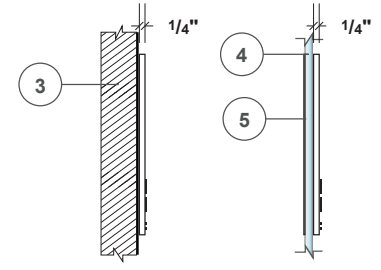
- 1 1/4" P95 matte finish acrylic sign base plate with milled edges, second surface painted white.
Mounting on non opaque glass conditions only:
White adhesive vinyl sticker with printed icon and messaging to match Room ID sign mounted first surface.
- 2 Adhesive vinyl to be mounted second surface on glass to obscure glass first surface sign connection
- 3 Install with VHB tape.
Attachment method should not be visible.
- 4 Install sign panel with VHB tape to glass first surface.
- 5 Install adhesive vinyl to obscure first surface mounting connection. See note #2 above.
Icon Area: Height 3", Placed on centered on blank field between text. Icon to be CMYK direct digital print or screen printed to first surface of sign base plate to match office floor highlight color.
- 6 Text: Arial Bold. 5/8" ALL CAPS, 1/8" letter spacing, 1/32" raised tactile lettering applied first surface to sign base plate. Color to match floor highlight color.
- 7 Braille: Grade II. 1/32" raised dots, applied first surface to sign base plate. Raster Braille dot color: clear P95.

GENERAL NOTES

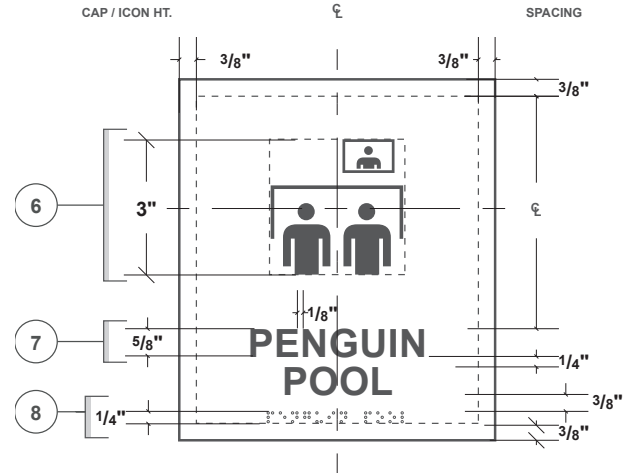
- G1 Sign to be mounted centered on 60" from finished floor, 3" from door edge, mounted on the non hinge side.



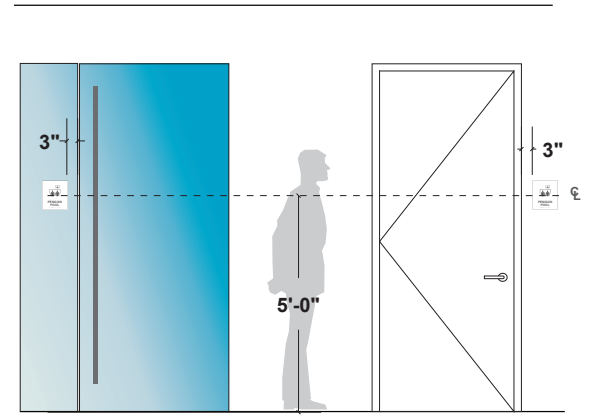
A-5.2 CONFERENCE ROOM ID - VIDEO - FRONT ELEVATION
SCALE: 1/2" = 1'



SIDE VIEW SIDE VIEW - GLASS



A-5.2 CONFERENCE ROOM ID - GRAPHIC DETAILS
SCALE: 3" = 1'



A-5.2 CONFERENCE ROOM ID - INSTALL ELEVATION
SCALE: 1:50

A-5.2: Conference Room Identification - Video

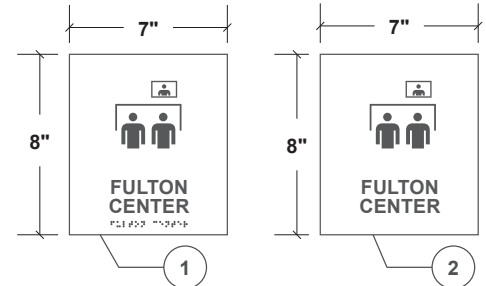
Room number on plan	1507 - Fulton Center
Sign Category	Identification
Sign # Tag	A - 5.2

SPECIFICATIONS

- 1 1/4" P95 matte finish acrylic sign base plate with milled edges, second surface painted white.
Mounting on non opaque glass conditions only:
White adhesive vinyl sticker with printed icon and messaging to match Room ID sign mounted first surface.
- 2 Adhesive vinyl to be mounted second surface on glass to obscure glass first surface sign connection
- 3 Install with VHB tape.
Attachment method should not be visible.
- 4 Install sign panel with VHB tape to glass first surface.
- 5 Install adhesive vinyl to obscure first surface mounting connection. See note #2 above.
Icon Area: Height 3", Placed on centered on blank field between text. Icon to be CMYK direct digital print or screen printed to first surface of sign base plate to match office floor highlight color.
- 6 Text: Arial Bold. 5/8" ALL CAPS, 1/8" letter spacing, 1/32" raised tactile lettering applied first surface to sign base plate. Color to match floor highlight color.
- 7 Braille: Grade II. 1/32" raised dots, applied first surface to sign base plate. Raster Braille dot color: clear P95.

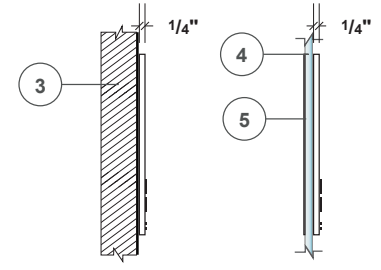
GENERAL NOTES

- G1 Sign to be mounted centered on 60" from finished floor, 3" from door edge, mounted on the non hinge side.

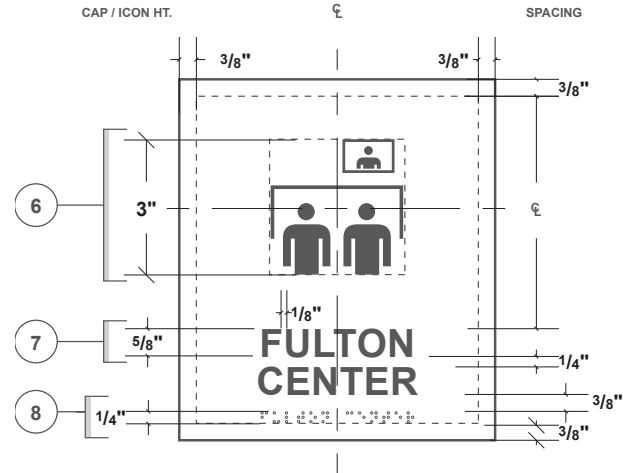


A-5.2

CONFERENCE ROOM ID - VIDEO - FRONT ELEVATION
SCALE: 1/2" = 1'

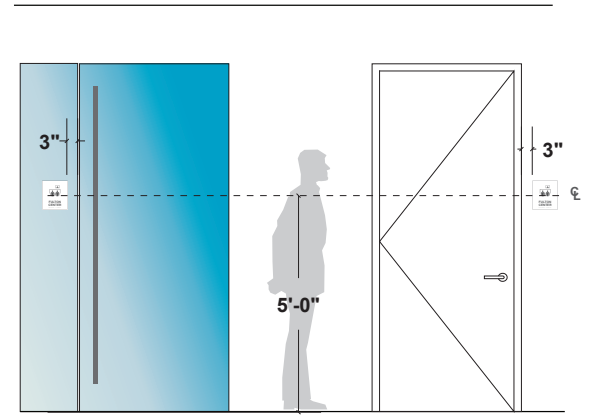


SIDE VIEW **SIDE VIEW - GLASS**



A-5.2

CONFERENCE ROOM ID - GRAPHIC DETAILS
SCALE: 3" = 1'



A-5.2

CONFERENCE ROOM ID - INSTALL ELEVATION
SCALE: 1:50

A-5.6: Conference Room Identification - Collaboration Space

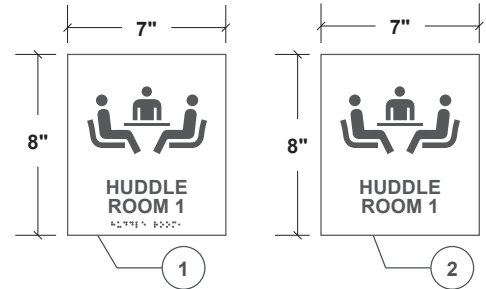
Room number on plan	1509 - Huddle Room 1
Sign Category	Identification
Sign # Tag	A - 5.6

SPECIFICATIONS

- 1 ¼" P95 matte finish acrylic sign base plate with milled edges, second surface painted white.
Mounting on glass conditions only:
White adhesive vinyl sticker with printed icon and messaging to match Room ID sign mounted first surface.
- 2 Adhesive vinyl to be mounted second surface on glass to obscure glass first surface sign connection
- 3 Install with VHB tape.
Attachment method should not be visible.
- 4 Install sign panel with VHB tape to glass first surface.
- 5 Install adhesive vinyl to obscure first surface mounting connection. See note #2 above.
Icon Area: Height 3", Placed on centered on blank field between text. Icon to be CMYK direct digital print or screen printed to first surface of sign base plate to match office floor highlight color.
- 6 Text: Arial Bold. ALL CAPS, ½" raised tactile lettering applied first surface to sign base plate. Color to match floor highlight color. ⅛" letter spacing.
- 8 Braille: Grade II. ⅓" raised dots, applied first surface to sign base plate. Raster Braille dot color: clear P95.

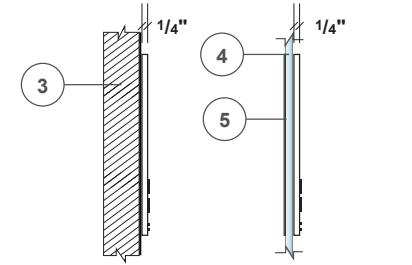
GENERAL NOTES

- G1 Sign to be mounted centered on 60" from finished floor, 3" from door edge, mounted on the non hinge side.

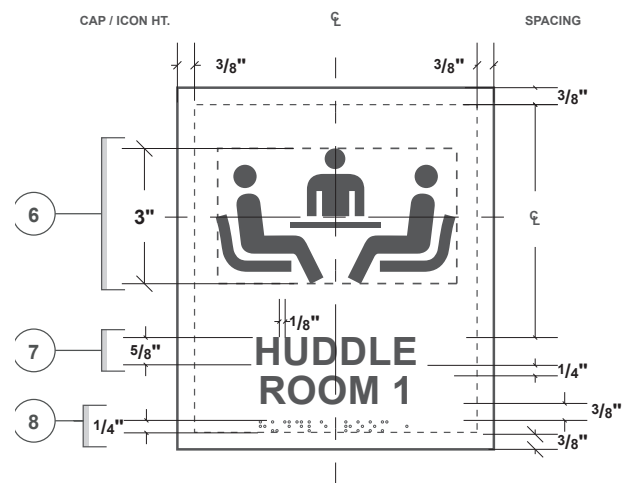


A-5.6

CONFERENCE ROOM ID - COLLABORATION SPACE - FRONT ELEVATION
SCALE: 1½" = 1'

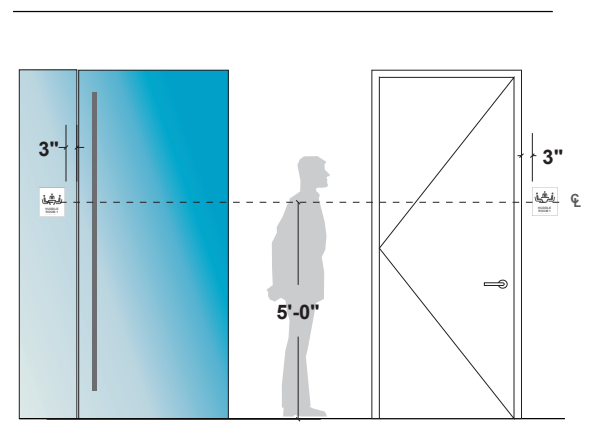


SIDE VIEW SIDE VIEW - GLASS



A-5.6

CONFERENCE ROOM ID - GRAPHIC DETAILS
SCALE: 3" = 1'



A-5.6

CONFERENCE ROOM ID - INSTALL ELEVATION
SCALE: 1:50

A-5.6: Conference Room Identification - Collaboration Space

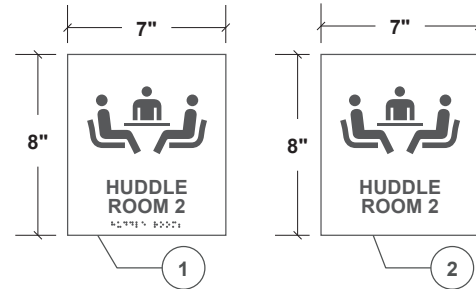
Room number on plan	1510 - Huddle Room 2
Sign Category	Identification
Sign # Tag	A - 5.6

SPECIFICATIONS

- 1 1/4" P95 matte finish acrylic sign base plate with milled edges, second surface painted white.
Mounting on glass conditions only:
White adhesive vinyl sticker with printed icon and messaging to match Room ID sign mounted first surface.
- 2 Adhesive vinyl to be mounted second surface on glass to obscure glass first surface sign connection
- 3 Install with VHB tape.
Attachment method should not be visible.
- 4 Install sign panel with VHB tape to glass first surface.
- 5 Install adhesive vinyl to obscure first surface mounting connection. See note #2 above.
Icon Area: Height 3", Placed on centered on blank field between text. Icon to be CMYK direct digital print or screen printed to first surface of sign base plate to match office floor highlight color.
- 6 Text: Arial Bold. ALL CAPS, 1/32" raised tactile lettering applied first surface to sign base plate. Color to match floor highlight color. 1/8" letter spacing.
- 7 Braille: Grade II. 1/32" raised dots, applied first surface to sign base plate. Raster Braille dot color: clear P95.

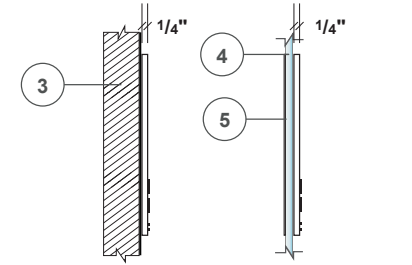
GENERAL NOTES

- G1 Sign to be mounted centered on 60" from finished floor, 3" from door edge, mounted on the non hinge side.

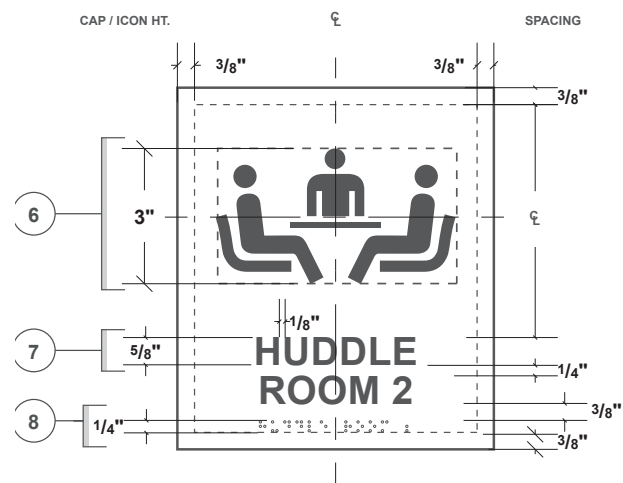


A-5.6

CONFERENCE ROOM ID - COLLABORATION SPACE - FRONT ELEVATION
SCALE: 1 1/2" = 1'

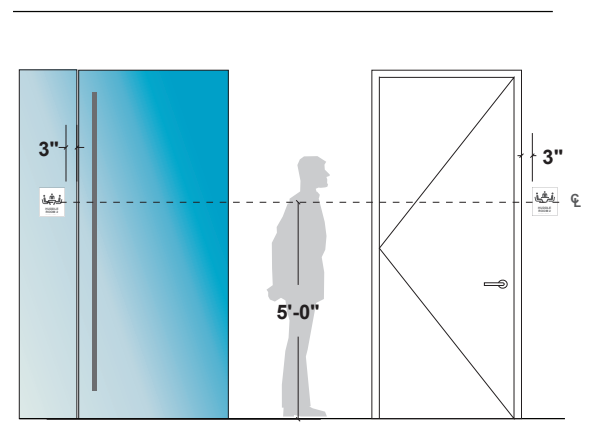


SIDE VIEW SIDE VIEW - GLASS



A-5.6

CONFERENCE ROOM ID - GRAPHIC DETAILS
SCALE: 3" = 1'



A-5.6

CONFERENCE ROOM ID - INSTALL ELEVATION
SCALE: 1:50

A-6.1: Facility Room Identification - Print

Room number on plan 1502 - Print

Sign Category Identification

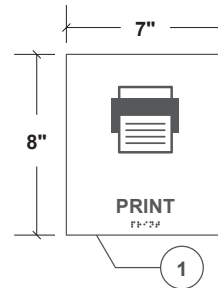
Sign # Tag **A - 6.1**

SPECIFICATIONS

- 1 ¼" P95 matte finish acrylic sign base plate with milled edges, second surface painted white.
- Mounting on glass conditions only:
- 2 White adhesive vinyl to be mounted second surface on glass to obscure glass first surface sign connection
- 3 Install with VHB tape.
Attachment method should not be visible.
- 4 Install sign panel with VHB tape to glass first surface.
- 5 Icon Area: Height 3", placed on 6" blank field. Icon to be CMYK direct digital print or screen printed to first surface of sign base plate to match office floor highlight color.
- 6 Text: Arial Bold. ALL CAPS, center aligned, ½" raised tactile lettering applied first surface to sign base plate. Color to match floor highlight color. ¼" letter spacing.
- 7 Braille: Grade II. ½" raised dots, center aligned first surface to sign base plate. Braille dot color: clear P95.

GENERAL NOTES

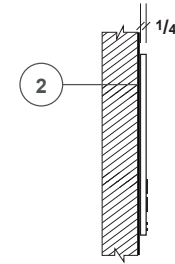
- G1 Sign to be mounted centered on 60" from finished floor, 3" from door edge, mounted on the non hinge side.



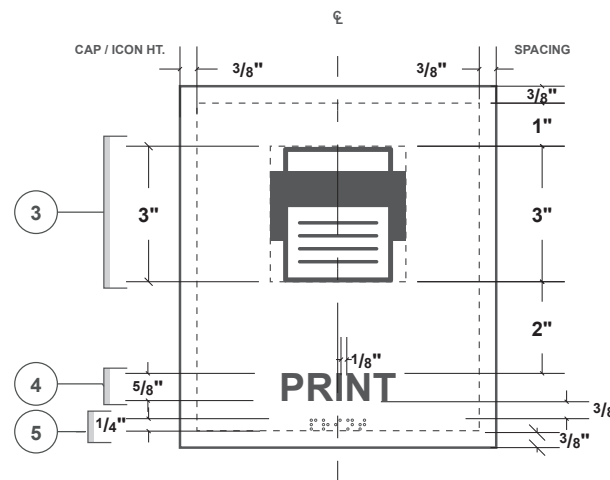
A-6.1

FACILITY ROOM ID - FRONT ELEVATION

SCALE: 1½" = 1'



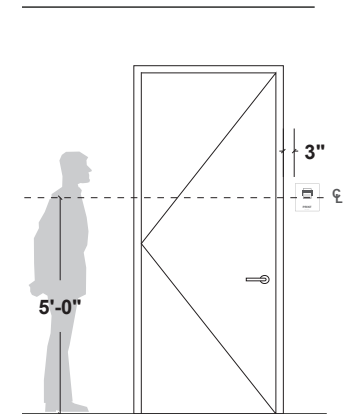
SIDE VIEW



A-6.1

FACILITY ROOM ID - GRAPHIC DETAILS

SCALE: 3" = 1'



A-6.1

FACILITY ROOM ID - INSTALL ELEVATION

SCALE: 1:50

A-6.4: Facility Room Identification - Data Center

Room number on plan 1503 - Data center

Sign Category Identification

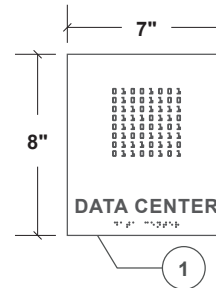
Sign # Tag **A - 6.4**

SPECIFICATIONS

- 1 1/4" P95 matte finish acrylic sign base plate with milled edges, second surface painted white.
Mounting on glass conditions only:
- 2 White adhesive vinyl to be mounted second surface on glass to obscure glass first surface sign connection
- 3 Install with VHB tape.
Attachment method should not be visible.
- 4 Install sign panel with VHB tape to glass first surface.
- 5 Icon Area: Height 3", icon cup minus handle centered horizontally on base plate. Icon to be CMYK direct digital print or screen printed to first surface of sign base plate to match office floor highlight color.
- 6 Text: Arial Bold. ALL CAPS, center aligned, 1/32" raised tactile lettering applied first surface to sign base plate. Color to match floor highlight color. 1/4" letter spacing.
- 7 Braille: Grade II. 1/32" raised dots, center aligned first surface to sign base plate. Braille dot color: clear P95.

GENERAL NOTES

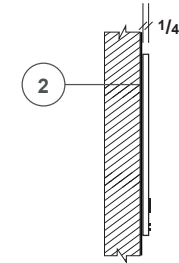
- G1 Sign to be mounted centered on 60" from finished floor, 3" from door edge, mounted on the non hinge side.



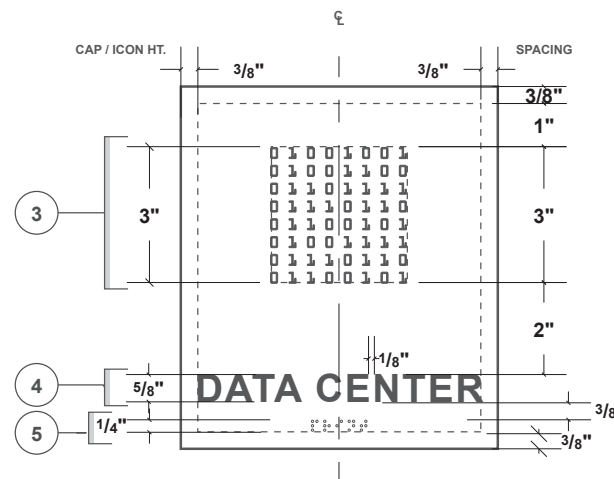
A-6.4

FACILITY ROOM ID - FRONT ELEVATION

SCALE: 1 1/2" = 1'



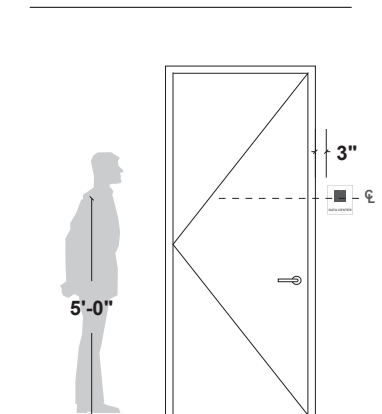
SIDE VIEW



A-6.4

FACILITY ROOM ID - GRAPHIC DETAILS

SCALE: 3" = 1'



A-6.4

FACILITY ROOM ID - INSTALL ELEVATION

SCALE: 1:50

A-6.9: Facility Room Identification - Wellness Room

Room number on plan 1511 - Wellness room

Sign Category Identification

Sign # Tag **A - 6.9**

SPECIFICATIONS

- 1 ¼" P95 matte finish acrylic sign base plate with milled edges, second surface painted white.
- Mounting on glass conditions only:
- 2 White adhesive vinyl to be mounted second surface on glass to obscure glass first surface sign connection
- 3 Install with VHB tape.
Attachment method should not be visible.
- 4 Install sign panel with VHB tape to glass first surface.
- 5 Icon Area: Height 3", placed on 6" blank field. Icon to be CMYK direct digital print or screen printed to first surface of sign base plate to match office floor highlight color.
- 6 Text: Arial Bold. ALL CAPS, ½" raised tactile lettering applied first surface to sign base plate. Color to match floor highlight color. ⅛" letter spacing.
- 7 Braille: Grade II. ⅜" raised dots, applied first surface to sign base plate. Raster Braille dot color: clear P95.

GENERAL NOTES

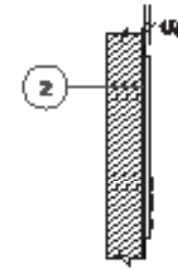
- G1 Sign to be mounted centered on 60" from finished floor, 3" from door edge, mounted on the non hinge side.



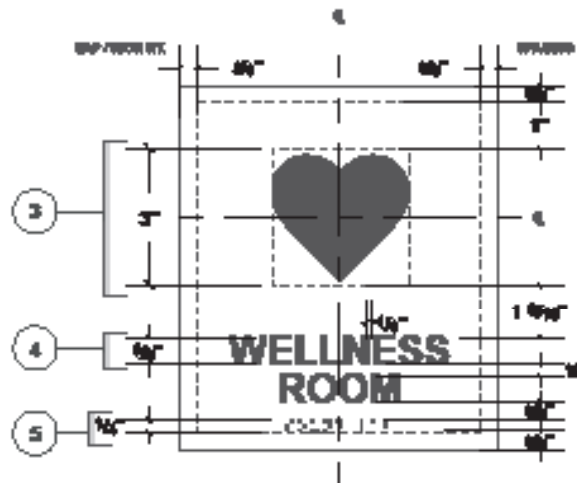
FACILITY ROOM ID - FRONT ELEVATION

A-6.9

SCALE: 1½" = 1'



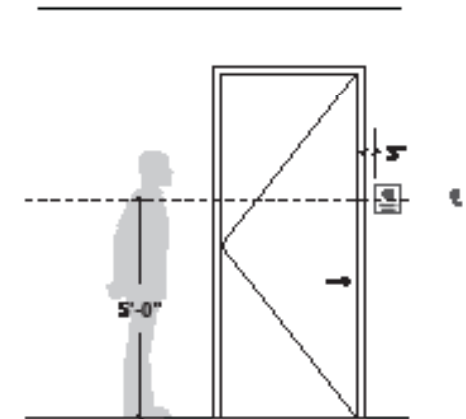
SIDE VIEW



FACILITY ROOM ID - GRAPHIC DETAILS

A-6.9

SCALE: 3" = 1'



FACILITY ROOM ID - INSTALL ELEVATION

A-6.9

SCALE: 1:50

A-6.10: Facility Room Identification - Phone Room

Room number on plan 1512 - Phone room 1

Sign Category Identification

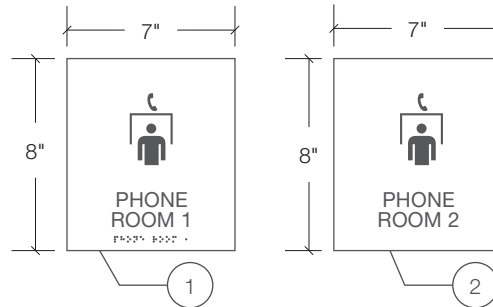
Sign # Tag **A - 6.10**

SPECIFICATIONS

- 1 ¼" P95 matte finish acrylic sign base plate with milled edges, second surface painted white.
Mounting on glass conditions only:
White adhesive vinyl sticker with printed icon and messaging to match Room ID sign mounted first surface.
- 2 Adhesive vinyl to be mounted second surface on glass to obscure glass first surface sign connection
- 3 Install with VHB tape.
Attachment method should not be visible.
- 4 Install sign panel with VHB tape to glass first surface.
- 5 Install adhesive vinyl to obscure first surface mounting connection. See note #2 above.
- 6 Icon Area: Height 3", placed on 6" blank field. Icon to be CMYK direct digital print or screen printed to first surface of sign base plate to match office floor highlight color.
- 7 Text: Arial Bold. ALL CAPS, ½" raised tactile lettering applied first surface to sign base plate. Color to match floor highlight color. ⅛" letter spacing.
- 8 Braille: Grade II. ½" raised dots, applied first surface to sign base plate. Raster Braille dot color: clear P95.

GENERAL NOTES

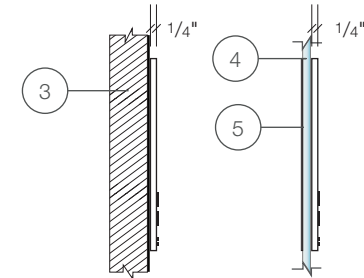
- G1 Sign to be mounted centered on 60" from finished floor, 3" from door edge, mounted on the non hinge side.



A-6.10

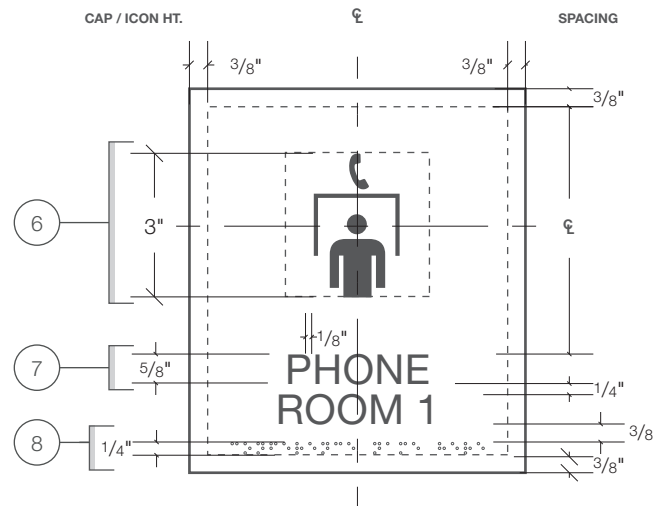
FACILITY ROOM ID - PHONE ROOM - FRONT ELEVATION

SCALE: 1½" = 1'



SIDE VIEW

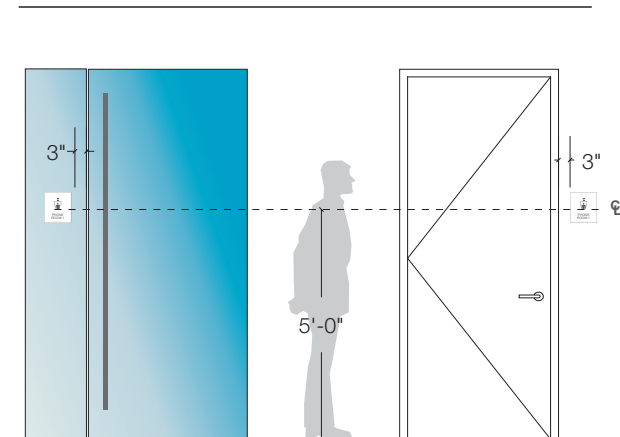
SIDE VIEW - GLASS



A-6.10

FACILITY ROOM ID - GRAPHIC DETAILS

SCALE: 3" = 1'



A-6.10

FACILITY ROOM ID - INSTALL ELEVATION

SCALE: 1:50

A-6.10: Facility Room Identification - Phone Room

Room number on plan 1513 - Phone room 2

Sign Category Identification

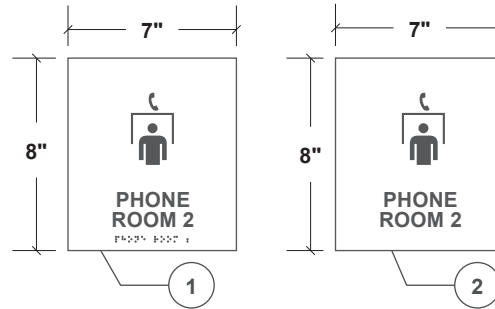
Sign # Tag **A-6.10**

SPECIFICATIONS

- 1 1/4" P95 matte finish acrylic sign base plate with milled edges, second surface painted white.
Mounting on glass conditions only:
White adhesive vinyl sticker with printed icon and messaging to match Room ID sign mounted first surface.
- 2 Adhesive vinyl to be mounted second surface on glass to obscure glass first surface sign connection
- 3 Install with VHB tape.
Attachment method should not be visible.
- 4 Install sign panel with VHB tape to glass first surface.
- 5 Install adhesive vinyl to obscure first surface mounting connection. See note #2 above.
- 6 Icon Area: Height 3", placed on 6" blank field. Icon to be CMYK direct digital print or screen printed to first surface of sign base plate to match office floor highlight color.
- 7 Text: Arial Bold. ALL CAPS, 1/32" raised tactile lettering applied first surface to sign base plate. Color to match floor highlight color. 1/8" letter spacing.
- 8 Braille: Grade II. 1/32" raised dots, applied first surface to sign base plate. Raster Braille dot color: clear P95.

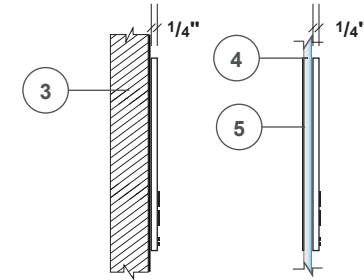
GENERAL NOTES

- G1 Sign to be mounted centered on 60" from finished floor, 3" from door edge, mounted on the non hinge side.



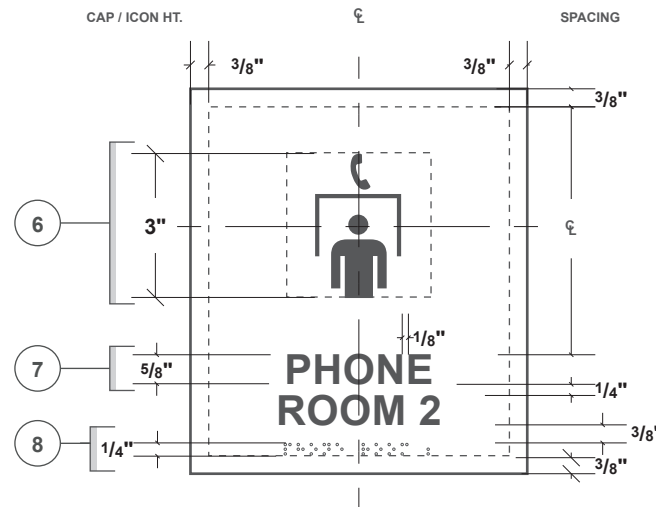
A-6.10 FACILITY ROOM ID - PHONE ROOM - FRONT ELEVATION

SCALE: 1 1/2" = 1'



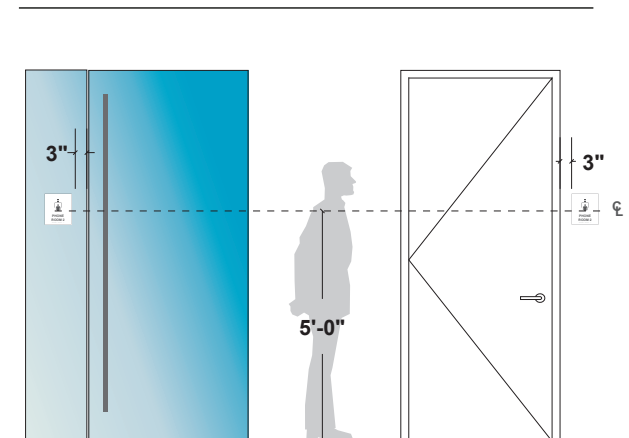
SIDE VIEW

SIDE VIEW - GLASS



A-6.10 FACILITY ROOM ID - GRAPHIC DETAILS

SCALE: 3" = 1'



A-6.10 FACILITY ROOM ID - INSTALL ELEVATION

SCALE: 1:50

A-6.10: Facility Room Identification - Phone Room

Room number on plan 1514 - Phone room 3

Sign Category Identification

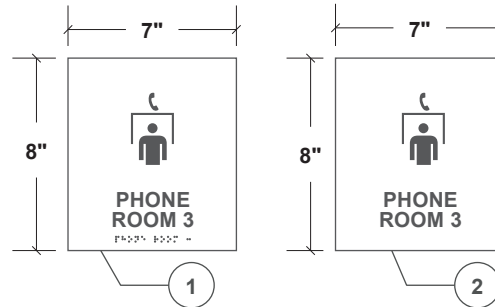
Sign # Tag **A-6.10**

SPECIFICATIONS

- 1 1/4" P95 matte finish acrylic sign base plate with milled edges, second surface painted white.
Mounting on glass conditions only:
White adhesive vinyl sticker with printed icon and messaging to match Room ID sign mounted first surface.
- 2 Adhesive vinyl to be mounted second surface on glass to obscure glass first surface sign connection
- 3 Install with VHB tape.
Attachment method should not be visible.
- 4 Install sign panel with VHB tape to glass first surface.
- 5 Install adhesive vinyl to obscure first surface mounting connection. See note #2 above.
- 6 Icon Area: Height 3", placed on 6" blank field. Icon to be CMYK direct digital print or screen printed to first surface of sign base plate to match office floor highlight color.
- 7 Text: Arial Bold. ALL CAPS, 1/32" raised tactile lettering applied first surface to sign base plate. Color to match floor highlight color. 1/8" letter spacing.
- 8 Braille: Grade II. 1/32" raised dots, applied first surface to sign base plate. Raster Braille dot color: clear P95.

GENERAL NOTES

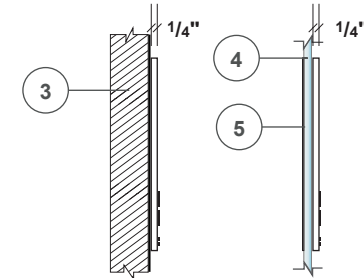
- G1 Sign to be mounted centered on 60" from finished floor, 3" from door edge, mounted on the non hinge side.



A-6.10

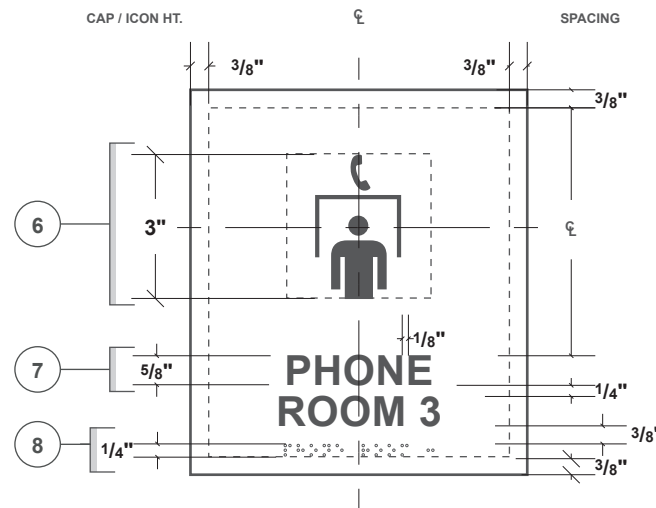
FACILITY ROOM ID - PHONE ROOM - FRONT ELEVATION

SCALE: 1 1/2" = 1'



SIDE VIEW

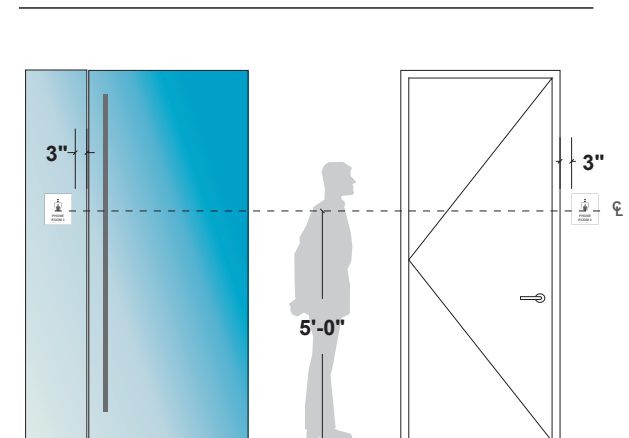
SIDE VIEW - GLASS



A-6.10

FACILITY ROOM ID - GRAPHIC DETAILS

SCALE: 3" = 1'



A-6.10

FACILITY ROOM ID - INSTALL ELEVATION

SCALE: 1:50

E-1.1: Supergraphics

Sign category Brand Experience / Environmental Graphics

Sign # tag **E - 1.1**

SPECIFICATIONS

- 1 Supergraphics can be applied adhesive vinyl or directly painted onto wall.

GENERAL NOTES

- G1 A drywall level 5 finish is required for any application that is directly applied to wall.

- G2 Supergraphics can be abstract or representative. Subject matter and content should communicate who Arup is as a company. This is an opportunity to speak to our history, values, aspirations, culture, and also speak to the location in which the office exists.



Option A:

Brian Kenny

Portfolio: <https://briankenny.work/murals>

E-1.1: Supergraphics

Sign category Brand Experience / Environmental Graphics

Sign # tag **E - 1.1**

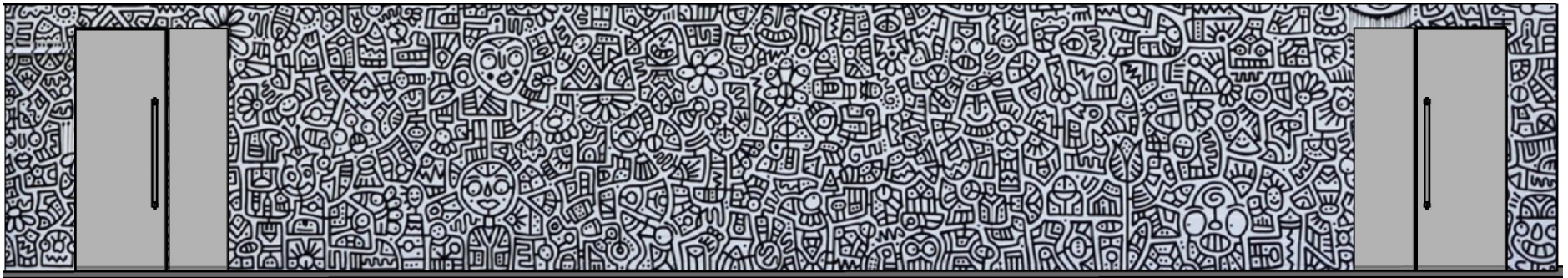
SPECIFICATIONS

- 1 Supergraphics can be applied adhesive vinyl or directly painted onto wall.

GENERAL NOTES

- G1 A drywall level 5 finish is required for any application that is directly applied to wall.

- G2 Supergraphics can be abstract or representative. Subject matter and content should communicate who Arup is as a company. This is an opportunity to speak to our history, values, aspirations, culture, and also speak to the location in which the office exists.



Option B:

Ben Reynolds

Portfolio: <https://www.benreynolds.art/select-works>

E-1.1: Supergraphics

Sign category Brand Experience / Environmental Graphics

Sign # tag **E - 1.1**

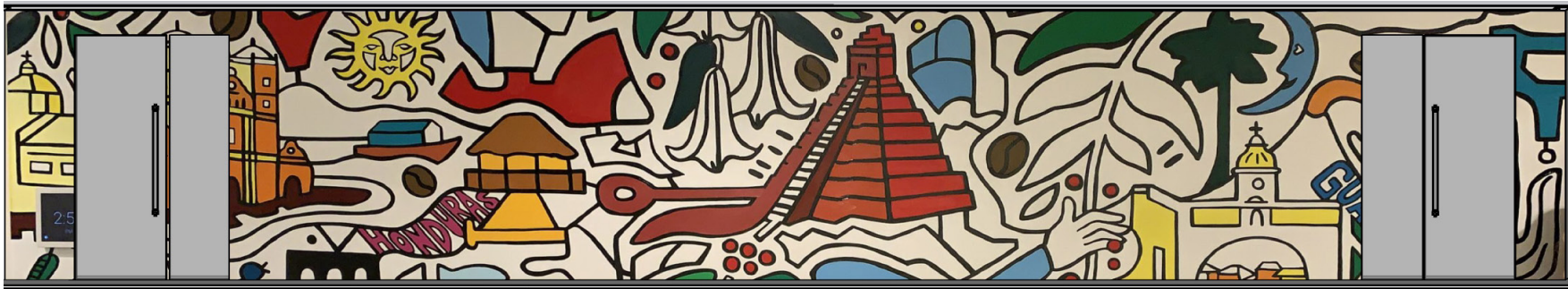
SPECIFICATIONS

- 1 Supergraphics can be applied adhesive vinyl or directly painted onto wall.

GENERAL NOTES

- G1 A drywall level 5 finish is required for any application that is directly applied to wall.

- G2 Supergraphics can be abstract or representative. Subject matter and content should communicate who Arup is as a company. This is an opportunity to speak to our history, values, aspirations, culture, and also speak to the location in which the office exists.



Option C:

Jenna Fredde

Portfolio: <http://www.jennafredde.com/portfolio#/projects-1>

E-1.1: Supergraphics

Sign category Brand Experience / Environmental Graphics

Sign # tag **E - 1.1**

SPECIFICATIONS

- 1 Supergraphics can be applied adhesive vinyl or directly painted onto wall.

GENERAL NOTES

- G1 A drywall level 5 finish is required for any application that is directly applied to wall.

- G2 Supergraphics can be abstract or representative. Subject matter and content should communicate who Arup is as a company. This is an opportunity to speak to our history, values, aspirations, culture, and also speak to the location in which the office exists.



Option D:

Kyle Steed

Portfolio: <https://www.kylestead.com/>

E-1.1: Supergraphics

Sign category Brand Experience / Environmental Graphics

Sign # tag **E - 1.1**

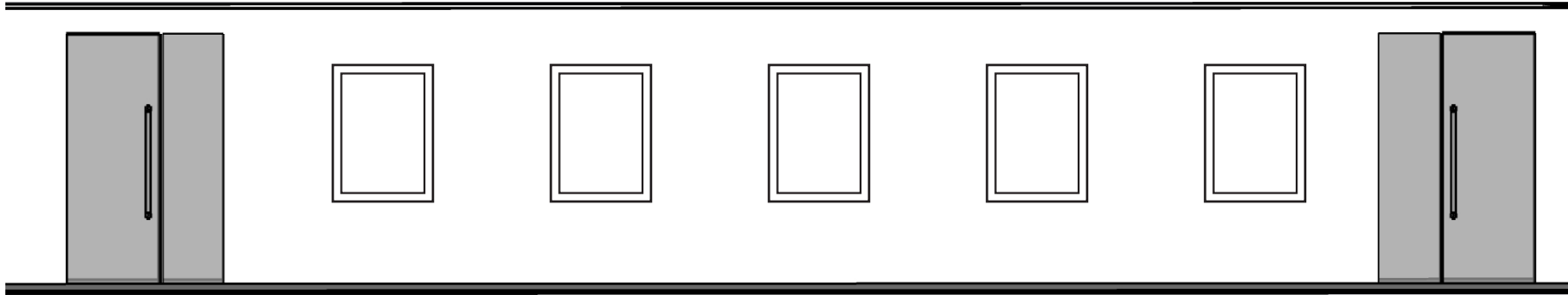
SPECIFICATIONS

1 Supergraphics can be applied adhesive vinyl or directly painted onto wall.

GENERAL NOTES

G1 A drywall level 5 finish is required for any application that is directly applied to wall.

G2 Supergraphics can be abstract or representative. Subject matter and content should communicate who Arup is as a company. This is an opportunity to speak to our history, values, aspirations, culture, and also speak to the location in which the office exists.



Option E:
Gallery wall featuring Arup projects