
Case Study: BCG / BCG Digital Ventures Wayfinding

Client: BCG / BCG Digital Ventures

Contractor: Overbury PLC Major Projects

Architect: Piercy&Co

Project Managers:

ARC UK – John Perrott, Kevin Durrant.

Studio Manager: ARC UK – Rhys Burton

Project Title:

BCG / BCG Digital Ventures Office Signage Graphics

Project value: £ 130,000 over both projects

DESIGN

Overbury commissioned ARC in 2020 for the BCG and BCG Digital Ventures refit projects to design and create and install all the wayfinding graphics. ARC prototyped each sign and worked with the Architect and Overbury against the timeframe to completion.

PROJECT

3 months start to finish.

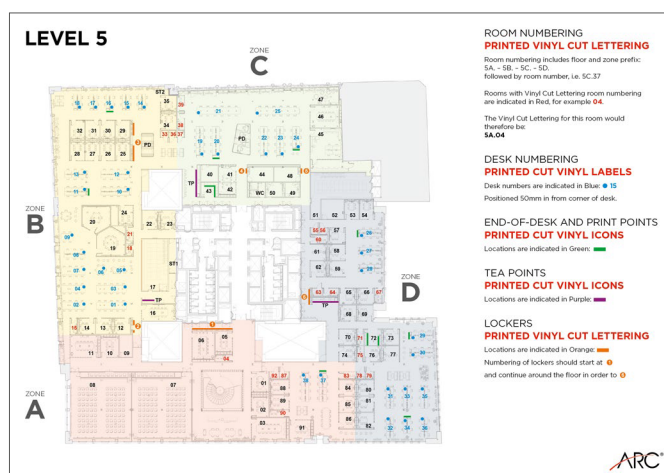
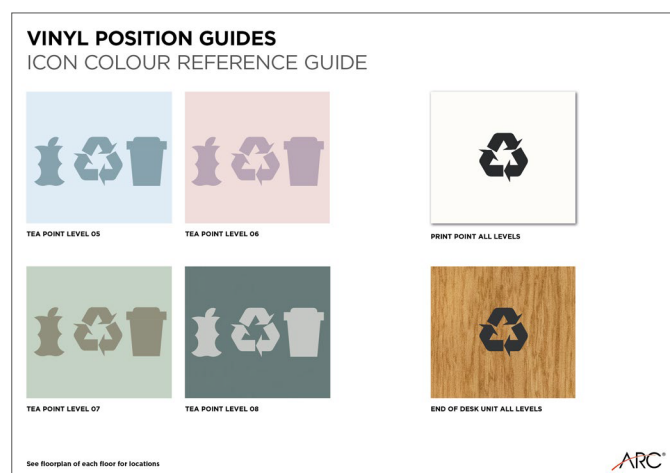
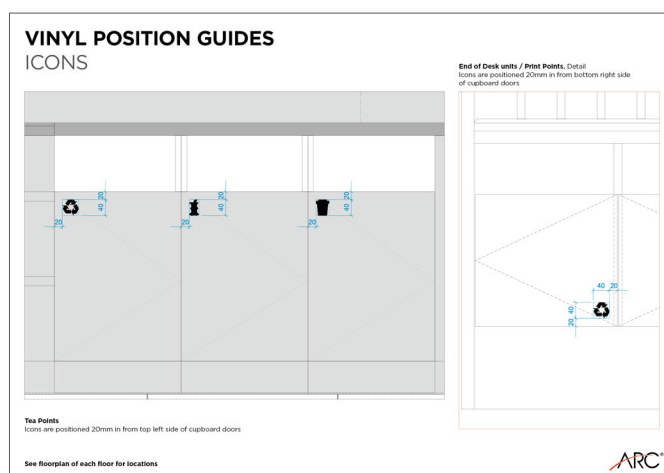
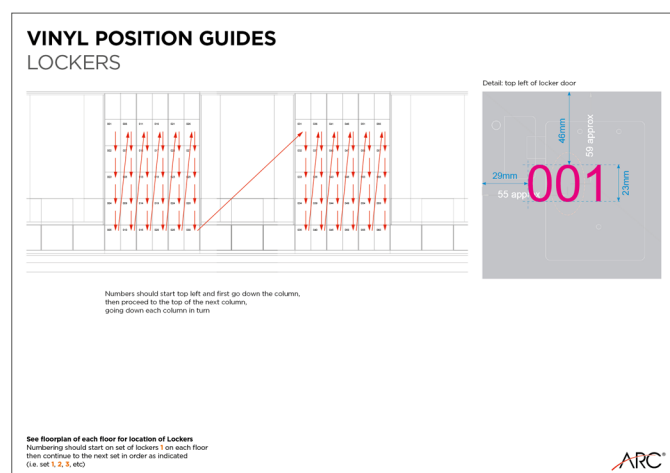
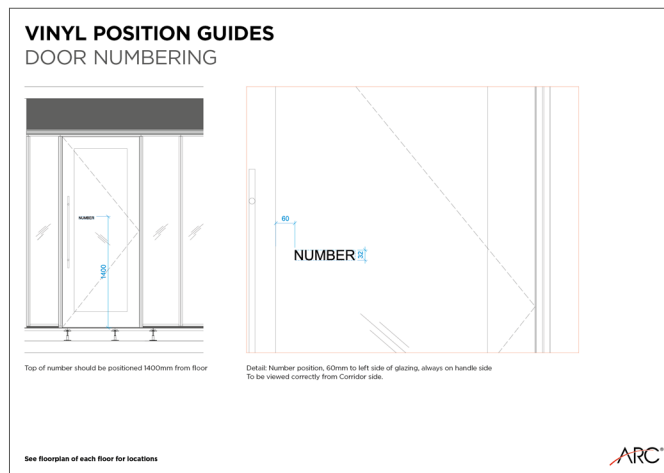
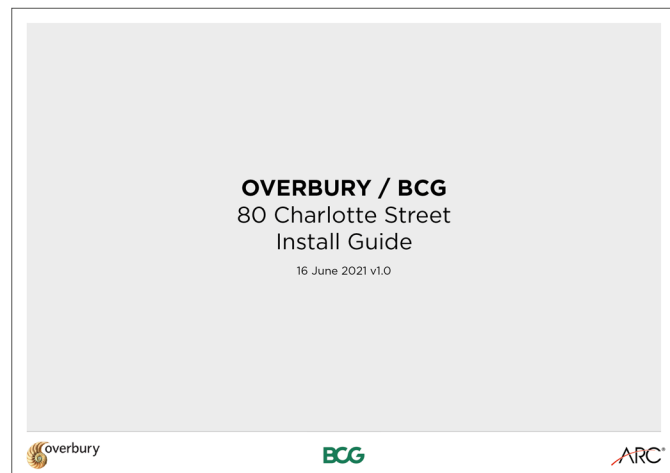
CLIENT RESPONSE

Extremely happy with the quality and finished result.

Please see the following pages for examples of the work produced.

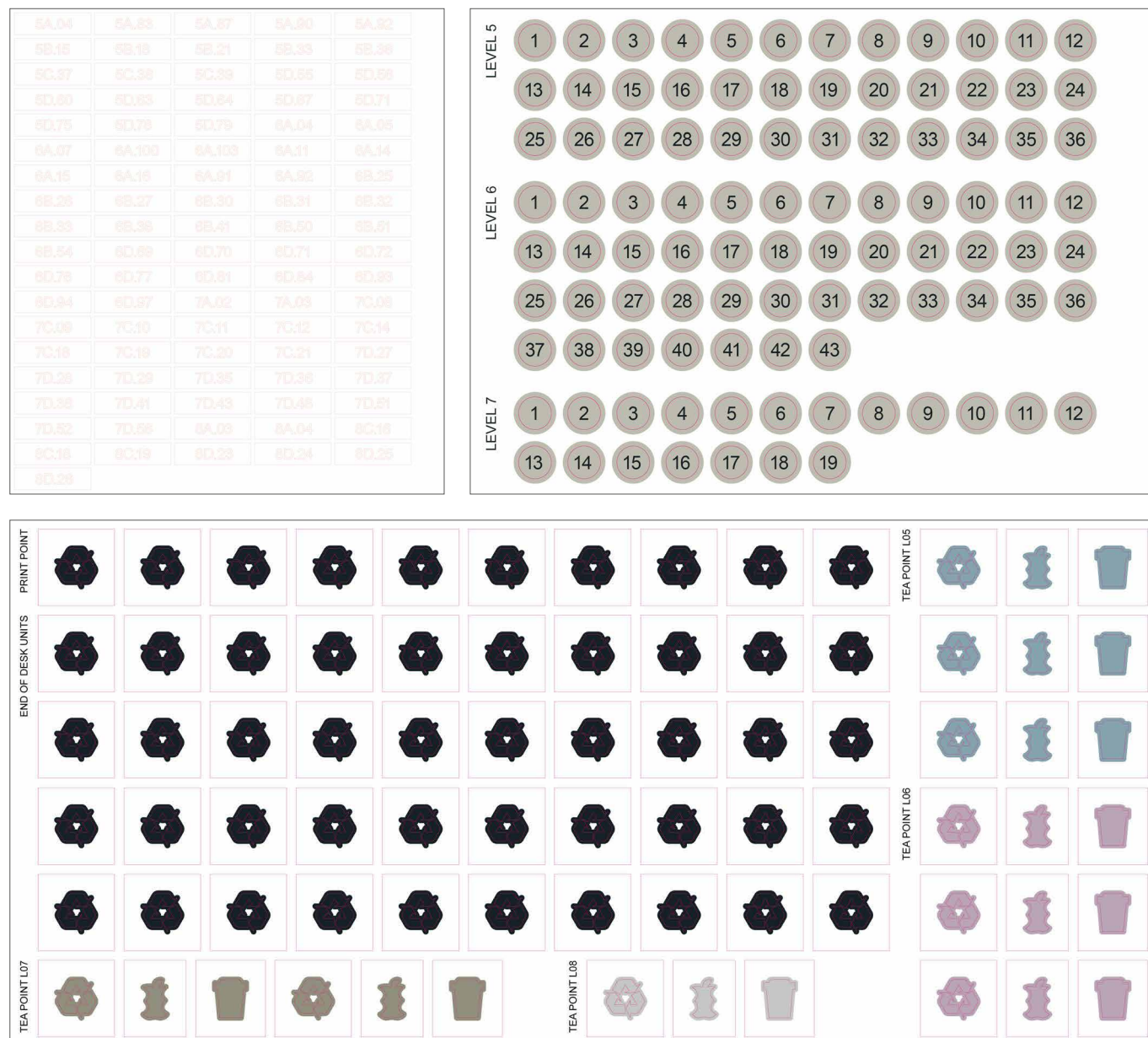
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BCG 80 Charlotte Street Office Wayfinding Signage



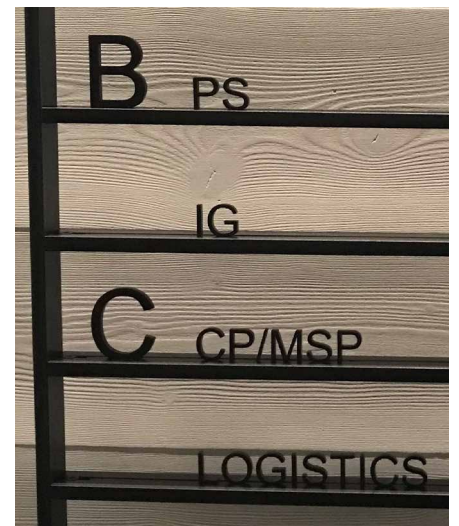
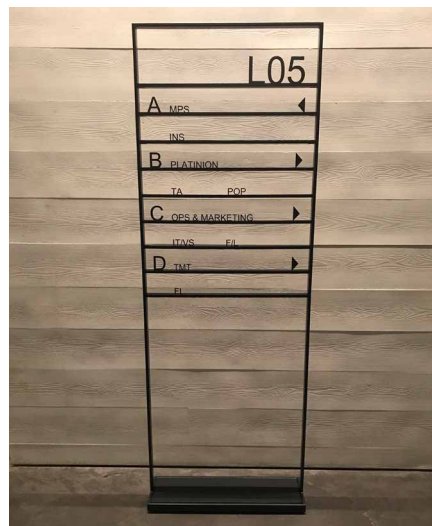
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BCG 80 Charlotte Street Office Wayfinding Signage



Case Study: BCG / BCG Digital Ventures Wayfinding Signage

BCG 80 Charlotte Street Office Wayfinding Signage



Case Study: BCG / BCG Digital Ventures Wayfinding

BCG Digital Ventures Project Room & Wayfinding Signage



Case Study: BCG / BCG Digital Ventures Wayfinding




BCG Digital Ventures Project Room & Wayfinding Signage



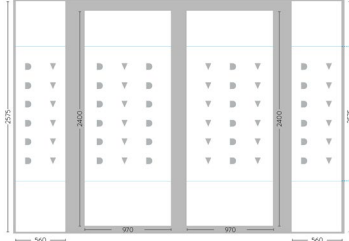
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BCG Digital Ventures Office Signage




Overbury / BCG DV
Install Guide
29 September 2021 v1.0

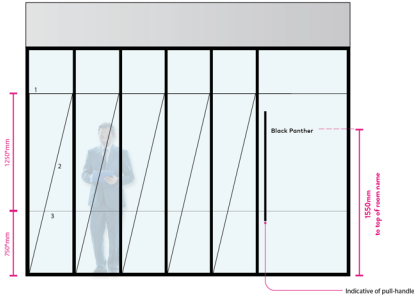
Entrance DV graphic blocks
Printed Vinyl



Photograph from site of actual doors








Room Names
Acrylic Cut Lettering




Block Panther




Indicative of pull-handle

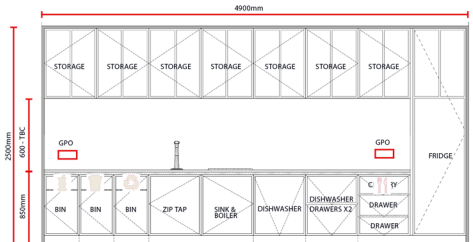
JI-14
ICONS - Client Layout/Bin Enclosure. Printed Vinyl






Where the joinery bins have flaps (on the town hall area) the decals should sit central to the width and height of the flap.
Where the joinery bins have an open flap they should sit 40mm below.

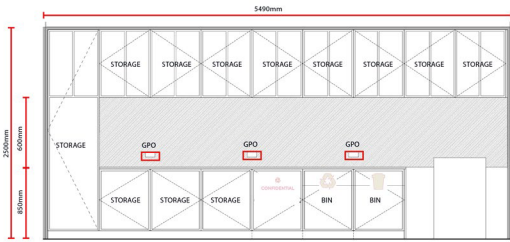
JI-16
ICONS - Outer Wings Teapoint. Printed Vinyl



Where the joinery bins have flaps (on the town hall area) the decals should sit central to the width and height of the flap.
Where the joinery bins have an open flap they should sit 40mm below.

JI-17
ICONS - Left Wing Copy Point Joinery. Printed Vinyl



Where the joinery bins have flaps (on the town hall area) the decals should sit central to the width and height of the flap.
Where the joinery bins have an open flap they should sit 40mm below.

