

Nabarro LLP

125 London Wall, canteen wall, Broadlaw Group city cameos



A broad view of Nabarro's Broadlaw Group alliance partners office locations.

Since Nabarro, our long-term law firm client, recently moved to prestigious new premises at 125 London Wall, we have been regularly creating changing displays for their 25 foot wall in the canteen and break-out area.

Our starter-for-ten was a stunning typographic treatment, welcoming the firm's people to their new home with a blizzard of fascinating facts about the building and its fit-out. This was followed by a more colourful – and more appetising – vision of the London skyline, re-imagined in edible form.

And the latest wall? Well, to coincide with a global conference hosted by Nabarro for the Broadlaw Group alliance of five major law firms, we created 27 hand drawn illustrated cameos for each of the cities where member partners offices are situated around the globe.

The illustrations kept to the spirit of Nabarro's monochromatic brand visual style with a hint of the subtle tones and colours found within the Broadlaw Groups brand identity.

Kind words...

"We wanted something to celebrate the international alliance we have with four other European law firms so Neon produced a very striking blackboard which featured cameos of landmarks from every city where the Broadlaw Group has offices. This proved quite a talking point when we hosted the other firms for our Broadlaw Group annual conference and provided the perfect backdrop."

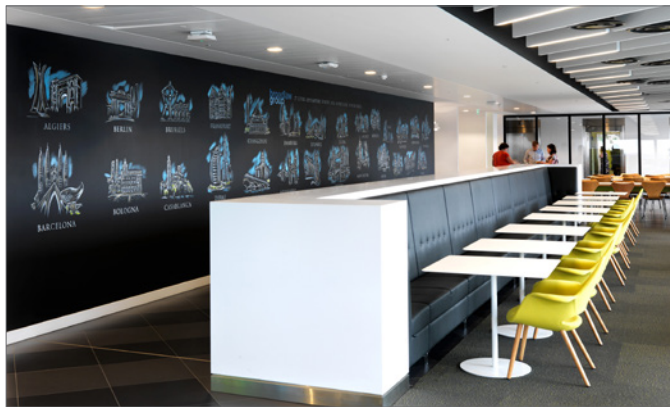
"We're delighted with the range of designs we've been offered so far – they've surpassed our expectations of creativity and the whole office is looking forward to seeing what will appear on the wall throughout 2016!"

ALEX BELLINGER

Head of Communications
Nabarro LLP

Nabarro LLP

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PROJECT SUMMARY

Project brand guardian
Art direction
Interior design moodboards
Signage & way finding
Breakout area graphics
Client space graphics
Staff spaces graphics
Meeting room art & graphics
Digital messaging
Manifestations
Cafe branding

