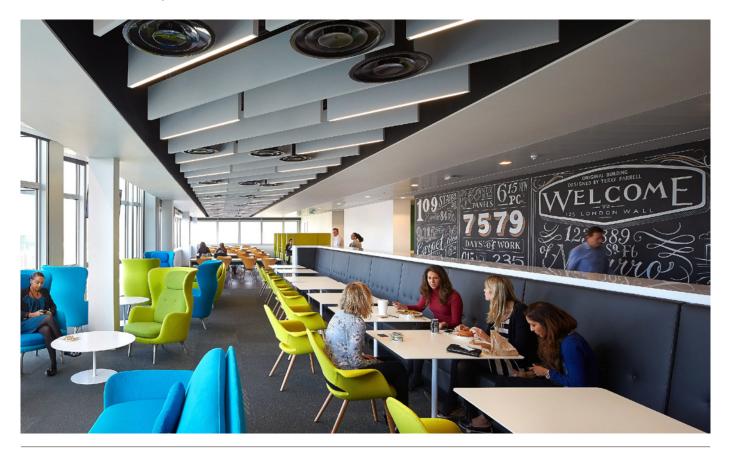


### Nabarro LLP

125 London Wall, canteen and break-out area wall - 'Welcome Wall'



## Wonder-wall. (Well, a very attractive wall, anyway).

When Nabarro, our long-term law firm client, recently moved to prestigious new premises, we saw a once-in-a-lifetime opportunity to create a totally branded environment. We developed a scheme for the entire building, but one particularly lovely feature was the 25 foot wall in the canteen and break-out area. Our idea: to use it, in keeping with the black and white brand identity, like a giant pub blackboard – with regularly changing displays.

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.

### Next up, came

And there are more fun treatments in the pipeline, including a more colourful – and more appetising – vision of the London skyline, re-imagined in edible form. Illustrated city cameos, locating all Nabarro's global alliance partners, and a gigantic word-search puzzle, on which employees will be invited to circle words, as they discover them.

#### Kind words...

"The latest work he has done for our staff canteen floor is typical of an approach that centres on clarity of thought and elegance of expression. I am delighted with the results."

# ALEX BELLINGER Head of Communications Nabarro LLP

# Neon

### Nabarro LLP

125 London Wall, canteen and break-out area wall - 'Welcome Wall'











#### **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

