



COMMUNICATIONS | DESIGN | PRINT

CASE STUDIES

A photograph of a worker in a high-visibility vest holding a large, black, rectangular sign panel. The panel features the CDP logo, the text 'The Sovini Group', the slogan 'In Good Company', and a list of services. The background shows a parking area with vans and a building.

August 2018

THE SOVINI GROUP - TOTEM PROJECTS

The Sovini Group came to CDP with some initial ideas of a new totem sign they wanted for their Atlantic House head office in Bootle.

Our Signage Account Manager Stephen took the lead role in the project along with Sovini's Senior Graphic Designer Holly Grant.

The initial design presented to us was incredibly bespoke, custom-made and bent to specific shapes and curves (a birds-eye view of the Sovini "S" logo).

Stephen and Holly - along with production teams - re-created the totem concepts provided as 3D CAD images and technical drawings to show the client exactly how the totems would be produced piece-by-piece detailing each specific element.

Once the materials had been tested and we were confident of producing a long-lasting, visually stunning totem to the client's design brief the production process began:

- Dimensions and specifications produced in CAD drawings
- Internal steel structure produced
- Aluminium panels formed to shape and powder coated
- Acrylic wording laser cut
- LED strips added to inside of formed panels
- Totem created by being built up in sections
- Other detail added in self-adhesive vinyl to face



To produce the totems:

- Steel internal frame structure supporting each panel
- Face of totem matte black powder coated 3mm aluminium
- Purple reflective vinyl added to top edge of totem curves
- Main totem text:
 - Text in face of totem cut from aluminium and backed in colour-matched acrylic
 - Company logo and name produced from 10mm acrylic pushed through face of totem and internally lit with LED modules
 - List of company names plotter cut from self-adhesive vinyl as subject to change
- Smaller totem text:
 - All text cut from 5mm white acrylic and bonded directly to face of totem

The totems were both installed at the client's premises by CDP – meaning we were able to manage the process right through from concept to completion.

“At Sovini we dare to be different and our signage is no exception! Stephen at CDP helped us through the technical process and enabled our vision come to life.”

Holly Grant,
Sovini Senior Designer



CONTACT ME

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