THE SOVINI GROUP – TOTEMS

The Challenge:

- To provided 3D CAD images and technical drawings to display the concept and demonstrate how each element would be produced.
- We considered a range of materials and tested each for suitability for the project; its ability to curve, durability and suitability for illumination.
- Steel internal frame structures would support each panel.
- Aluminium panels (3mm) to the face of the totem would be matte black powder coated with purple reflective vinyl added to top edge of totem curves
- Survey the installation areas and ensure suitability.

The Brief:
The Sovini Group are a social housing provider who operate across the Merseyside region managing more than 14,000 properties. We have worked with Sovini since 2012 signage services being part of our service provision. Sovini relocated their headquarters to the new Atlantic House premises and a key feature in the signage provision for the new site was to be production of two external totems so Stephen Gibson our Signage Specialist met with their Graphic Design Team to discuss their ideas.

The Sovini Totems were to be curved into the distinctive 'S' of their brand, illuminated and stunning.
The initial designs from Sovini's Graphic Design Team were stunning, these would be truly bespoke pieces, carefully curved into the 'S' of their logo from a bird's eye view.
Stephen worked closely with their Senior Graphic Designer Holly Grant, and the production teams on the concept and a priority was to ensure that they would be durable as well as stunning.



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Solution:

- The internal steel structure was produced.
- Aluminium panels were shaped and powder coated with acrylic wording laser cut into them.
- The totems were constructed in sections and the formed panels illuminated with internal LED strips.
- Self-adhesive vinyl was used for the other face details.
- Installation was completed.
- Main Totem. The company logo and name produced from 10mm acrylic pushed through face of the totem. The main totem face was laser cut from aluminium and backed in colour-matched acrylic.
- Smaller Totem. The text was laser cut from 5mm white acrylic and bonded directly to face of totem.
- LED strip modules were used for illuminating the cut outs.







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Installation:

During the initial surveys, the areas for installation were CAT scanned for underground cables and piping and suitability was ensured.
A team of three installers attended the site, RAMS where produced and signed off prior to the installation date.
We cordoned off the area and ensured a safe working environment for the installations.
The steel structures where installed fist and the totems then fitted in sections around the frames.
All installations where signed off when completed and we then arranged for a professional photographer to attend site and take some high-quality images for us.

Testimonial:

"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 to come to life."

Holly Grant, Sovini Senior Designer





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