



# CASE STUDIES

May 2018

## FIRST ARK GROUP - THE WATCHFACTORY

First Ark Group came to us with a new and exciting project - turning the old Watchfactory in Prescot (Prescot Watches) into aged 55 and over living accommodation.

### **During the project CDP covered:**

- Project management
- Design briefing and concepts
- Bespoke signage production
- Braille and tactile signage
- Installation

First Ark wanted the signage to be in-keeping with the building's history and - in doing so - came up with the idea of incorporating watch designs throughout the building.

Our Signage Account Manager Stephen took the lead in the project and attended multiple meetings and site visits to ensure we could deliver on the client's needs.

CDP produced various initial ideas and concepts for the signage until we decided to go in a more graphical route.



In keeping with the building, it was decided we would 're-draw' or 'stylise' the watches that were made in The Watchfactory itself and incorporate these on the signage and throughout the building.

CDP brought in design and branding agency Gingerhead to produce these visuals and designs and then work in tandem with CDP on the project. The designs were incredibly effective and universally liked by ourselves, the client and the residents of The Watchfactory.

CDP then produced all signage to be Equality Act-compliant and suitable for visually impaired residents. The signs included a 3mm frosted acrylic with a matt finish, print reversed on clear backed in white and applied to the rear of the board, radius corners, braille and tactile text and yellow text box suitable for dyslexic residents and installed with screw caps.

### **Other elements of the project included:**

- Wayfinding and indicator signage
- Window and door manifestations
- External post and panel signage

The client's needs were met efficiently, on-time and in budget, leading to a happy customer and residents.

**“CDP have been an amazing team to work with and Stephen did a brilliant job overseeing the project from start to finish. The signs really fit with the history of the building and look fantastic. Would definitely recommend!”**

**Hayley Prendergast,**  
Extra Care Building Manager



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