



Fujitsu

The Challenge

Fujitsu's primary requirement for their building signage was to obtain maximum exposure whilst adhering to building and council regulations.

Fujitsu requested that we manage all negotiations with the multiple stakeholders, gaining approvals from the building owners and undertaking all required Council consents. This also meant managing expectations with the architects and Fujitsu to ensure a practical and aesthetic solution was achieved.

The Result

In order to satisfy these requirements, we developed a specific carrier that emulated the buildings character and seamlessly integrated with the building. The signage was to be located on a relatively low level (the 4th floor) and this meant it would be viewed in some detail from foot traffic below. With this in mind, Claude developed a closed face channel neon with "through face" illumination.

This end result was a visually striking sign that could be viewed from any standpoint, on brand and befitting the design of the building.

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