



graffiti
design

Award Winning Sign & Display

Testimonials

CEO - Brighton & Hove Albion Martin Perry

On a stadium site, signage plays an important part in the flow of high volumes of fans on match days, and it also adds to their pleasure and visiting experience. The colour palette chosen, certainly gives the building personality, and the execution along with product and service quality offered by Graffiti was excellent. We are delighted with the end result and will use Graffiti again in the future.

When we set about the process of tendering the signage package for our new home we experienced a high volume of interest and limited the signage tender process to 6 companies. Graffiti stood out from the crowd with their passion for the project shining through. Their location was a huge advantage and allowed changes and alterations to be made without problems. The way in which the Graffiti team worked on site was great and they were able to interface with all trades which they crossed over. The end result is stunning and we are overjoyed with the finish and quality of service that Graffiti offered through this process and continue to do so.

Brand Manager - Cycle Republic Charlie Foulkes

I have worked with the team at Graffiti Design for nearly three years and can confidently say their service & professionalism has been first class. They have been a pleasure to work with supporting the development of Cycle Republic's rapidly growing portfolio and store roll out programme, taking our concept brief, provide a cost effective manufacturing solution and undertaking the onsite install of graphics at pace.

Across the team there is an incredible passion and commitment, underpinned with a strong attention to detail adding value throughout the process to ensure they never provide inferior work.

Head of Creative - Loaf Dawn Gregory

Our brief was to find a company who could create an eclectic array of signs which had to look like they had been made years ago and had been picked up for next to nothing at a car boot sale...this wasn't going to be an easy task! However, from our first meeting at Graffiti it was clear that if any company was going to be able to take our slightly off beat signage ideas and drawings and bring them to life - it was going to be these guys. And they didn't fail us.

The attention to detail, care and craftsmanship that Graffiti applied to each of our signs was an art in itself. It has been so refreshing to work with a company who have been completely open to trying anything to create the exact finish we were after. And they did! From dusting and rusting to the perfect 'warmth' of light it was all spot on. It's no surprise that even though the Shack itself has only been open for a few weeks, we have received endless compliments about our 'very cool' signage. Well done and thank you guys. We are thrilled.

UK & Ireland Retail Project Manager - Lush Alex Scott

Graffiti Design have delivered several high quality projects of varying sizes and complexities for Lush. Their attention to detail and superior workmanship make them the go to company for our signage requirements. I cannot recommend them highly enough.

Project Manager - Halfords Graham Mallard

Graffiti have become a main contractor for the supply and install of external/internal signage through all formats within our stores. Consistent in delivery and quality with great customer service at all times. It is very rare to find a contractor who delivers on time, cost, quality whilst maintaining a positive relationship with the client.

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Retail: Cycle Republic

PROJECT: CYCLE REPUBLIC
UK & IRELAND
2017 - PRESENT

The bicycle and cycle accessory chain of stores was launched in 2014. In 2017 Graffiti Design was successful in tendering for a new site. Of the current 19 stores, Graffiti Design has been responsible for the last 8. Our ongoing good relationship with the stores owners is something we're very proud of.

The options for external signs vary between folded aluminium sign trays with pushed through LED illuminated acrylic lettering and individual 3D built up illuminated letters. Internally, the signs range from digitally printed graphics, individual built up aluminium letters to illuminated roundels.

More sites are planned over the next 5 years.

Retail: Halfords

PROJECT: HALFORDS
UK & IRELAND
2017 - PRESENT

Halfords have nearly 2000 stores across the Group. Graffiti Design were brought on board to be involved in a re-signing programme. In addition to re-signing existing stores, we are also manufacturing signs for new sites. Generally, the specification for external signs are large scale Flexface light boxes. Internal signs consist of digitally printed, high level ACM sign panels suspended from the ceiling. In June 2019 Graffiti Design manufactured and installed POS signs for over 120 stores.

This programme is expected to continue throughout the year and beyond.



Retail: White Stuff

PROJECT: WHITE STUFF
UNITED KINGDOM
2010 - PRESENT

The original brief was to produce hand finished, traditional style letters, using a range of materials and finishes to achieve the 'reclaimed' look that White Stuff desired. However in recent times the alternative fashion retailer has moved towards halo illuminated letters. The process involves hollowing out CNC cut HDPu letters, each hand painted in a variety of complimentary colours with inlaid white LEDs to provide a halo.

We have completed in excess of 40 stores and the work continues.

Retail: Fat Face

PROJECT: FAT FACE
UK & IRELAND
2012 - PRESENT

Fat Face are a well known fashion brand and have very green credentials. Graffiti provided hand finished external signage for them, incorporating fascia texts and projecting signage. Both of which also utilise reclaimed timber panelling as a back drop for the 'used' looking letter forms. Fat Face have an aggressive approach to rebranding old and new stores and we will provide the signage solutions for this programme.



Retail: Loaf

PROJECT: LOAF
UNITED KINGDOM
2014 - PRESENT

Loaf are a very successful Home Goods & Furnishings retailer. With an existing, very strong on-line business, in 2015 the first Loaf Shack was launched. A large warehouse style retail unit sited in Battersea. The sign brief was for a distressed retro style look with a quirky individual element. Very large scale 3D aluminium signs were manufactured and installed externally. A range of light hearted directional graphics were utilised internally, along with cinema style readographs and aged 50's looking shaped light boxes.

We have now manufactured and installed signs and graphics to 8 Loaf Shacks. We are looking forward to enjoying our continuing good relationship with Loaf.

Retail : Lush

PROJECT: LUSH
UK & EUROPE
2017 - PRESENT

Fresh Handmade Cosmetic manufacturers with a big emphasis on environmentally friendly production, required signs to suit their ethics. The brief was to create signs using predominantly natural materials, where possible. This includes soap, honey and other unusual products, combined with aluminium, timber and polished brass.

As well as sites throughout the UK, we have also manufactured signs for 10 different European countries and for stores as far away as Mexico.

In 2018 Graffiti Design won "Retail Sign of the Year" at the British Sign Awards for Lush, White City.



Retail: Shopping Centres

PROJECT: MILL GATE SHOPPING CENTRE - BURY
ARNDALE - EASTBOURNE
MG 2016 & ARN 2015 - PRESENT

The signage brief for Bury's prominent shopping centre "Mill Gate" was for LED face illuminated roof top letters mounted to a galvanised welded steel frame. The letters were of anodised aluminium rim and return construction with a span of 17 metres x 1.3 metres high. The project also required the manufacture of a large semi-circular aluminium sign @ 4 metres x 2 metres, constructed of 3mm aluminium sheet with a welded 50mm x 50mm aluminium frame.

The Arndale Shopping Centre, Eastbourne required glass mounted 3D acrylic letters with LED illumination through face and returns for the main Shopping Centre lettering, as well as double sided aluminium projecting signs, throughout the site, identifying the various tenants. This major re-building programme commenced in 2015 and, is ongoing.

Retail : Game

PROJECT: GAME
UNITED KINGDOM
2016

Game, the national computer game store, received a major facelift in 2016. The project entailed replacing existing fascias with folded black aluminium sign trays with cut through LED illuminated opal acrylic logo "GAME". The clean, uncluttered look gave the stores a modern, no-nonsense image. This new image was carried through to point of sale and internal graphics.



Retail : Hobbs

PROJECT: HOBBS
UNITED KINGDOM
2019

The new upmarket look for Hobbs, the luxury women's clothing store, includes individual 3D built up polished brass letters with rimless opal acrylic faces, incorporating LED face illumination. The letters are mounted onto a black metal frame suspended above the entrances of their stores. The smart, refined image was precisely what the client required.

Retail: Snow & Rock

PROJECT: SNOW & ROCK
UNITED KINGDOM
2017

Retail chain specialising in branded outdoor and winter sports clothing and equipment. The brief was to manufacture a fully illuminated coloured acrylic shopfront with applied painted aluminium detail, to read: "runnersneed" and 3D built up aluminium letters with rimless opal acrylic faces, to read: "SNOW+ROCK".

The finished look is stunning and created exactly, the impact the client wanted. Needless to say, the client was delighted with the finished result.



Retail: World Duty Free

PROJECT: WORLD DUTY FREE
STANSTEAD AIRPORT - UK
2015

WORLD DUTY FREE is recognisable to anyone who has ever travelled abroad. The specification for the letters was simple but, highly effective. The letters were built up black aluminium returns with an opal acrylic back, the face was constructed of 30mm opal acrylic with a 5mm black acrylic face. When illuminated, light emitted through the depth of the 30mm face and through the back, giving a halo effect. The logo was digitally printed. 3 sets were installed to the duty free store at Stansted Airport.

Retail: KidX / CEX

PROJECT: KIDX / CEX
SOUTHAMPTON - UK
2017

A new concept for buying and selling kids' stuff. The fair and friendly business wanted a high impact but, fun image to their new business. This was achieved with hollowing out 30mm solid opal acrylic, inlaying ribbon LEDs and overlaying the faces with translucent coloured acrylic and offset black outline. The whole letterset was then bonded directly to the glass with VHB tape. Frosted and opaque vinyl detail was applied to the glass giving the store a fun and busy look. This theme was carried on through to the internal graphics.



Retail: Uniqlo

PROJECT: UNIQLO
EUROPE
2015 - PRESENT

UNIQLO is a Japanese casual wear designer, manufacturer and retailer. Graffiti Design was employed by UNIQLO to manufacture and install signs to their Continental European stores. The specification for the UNIQLO signs were very regular. The basic construction was used in 3 forms, a single sided sign tray, a double sided projecting sign and single & double sided suspended signs. The specification was very precise. A fabricated aluminium back tray, housing LEDs with a clear and coloured acrylic sandwich face. UNIQLO Store signs have been manufactured and installed to Paris, Nice and Marseille.

Retail : Tiger / Flying Tiger

PROJECT: TIGER / FLYING TIGER
UNITED KINGDOM
2018

Until 2016 the company was known as "TIGER" in the UK. The 95 stores based in the UK were in need of a rebrand. Graffiti Design were contracted to manufacture and install the new look signs to 40 stores. External signs were 3D built up letters constructed of 30mm hollowed out opal acrylic and aluminium with offset blockout black vinyl applied to the face, giving the edge illuminated effect required. The LEDs were housed within the acrylic. The entire letterset was then mounted to a ceiling fixed aluminium frame. A double sided illuminated, aluminium and acrylic projecting sign was also part of the package. Frosted vinyl detail was reverse applied to the glass shopfront.



Leisure: Drusillas

PROJECT: DRUSILLAS
UNITED KINGDOM
2012 - PRESENT

Drusillas are a local family run zoo and we have been involved in small scale supply to them for many years.

However, when the park decided to open a new 'Hello Kitty' attraction they were keen to involve us in supply of the main 3D entrance signage.

The finish is stunning and has been well received by all and the bright colours and look of the units provided us with an opportunity to have fun exploring a creative solution to this unique project.

Leisure: KFC

PROJECT: KFC
UNITED KINGDOM
2017 - PRESENT

KFC is a brand recognised throughout the world. In 2017 Graffiti Design were successful in tendering for KFC's national signage programme. Graffiti became one of 3 nominated sign manufacturers, who between them would cover the entire UK. The sign package for the restaurants was extensive, including 8 metre high illuminated buckets, Flexface light boxes, built up aluminium and acrylic logos. Internally, the graphics package consisted of 10's of square metres of digitally printed vinyl, as well as very small LED illuminated, hollowed out acrylic letters.



Leisure: Community Stadium

PROJECT: BHAFB
BRIGHTON
2010 - PRESENT

When Brighton & Hove Albion Football Club started building a new home, Graffiti made sure they were on the forefront on their minds and won a competitive tender for the signage throughout the £100m stadium, which is now the new jewel of Sussex. The signage was all encompassing capturing fabricated aluminium pans in their 100s, enormous flexface skin signs, monster store totems and LED screen display hubs both internally and externally. Additional graphic displays were installed to add some 'design' features to the stadium and these involved digitally printed wallpapers, optically clear vinyls and concrete wall wraps.

Despite the size of the contract, which is by far the largest Graffiti Design had undertaken, all product was delivered on time and to budget and the client, architect and construction company were elated with the result.

Leisure: i360

PROJECT: i360
BRIGHTON
2016

On the back of the success of The London Eye, the same developers designed and built the British Airways i360, a 138 metre high tower with a rising observation pod, sited on the Brighton seafront.

Graffiti Design won the contract to manufacture and install the signwork for the visitor attraction. Externally, there were 2 sets of built up marine grade stainless steel letters with illuminated built up acrylic backs, 1 set was base mounted (as shown in the accompanying photograph). Also required were 4 x 2.5 metre high freestanding monoliths, manufactured from welded steel framework with vitreous enamelled steel cladding. Internally, directional and identification signs of stove enamelled aluminium panels with applied stainless steel and printed detail were used throughout, giving a consistently high quality image across the whole complex.



Leisure: Baygo

PROJECT: BAYGO
LONDON
2017

Graffiti Design was employed by the owners of Baygo, a Caribbean restaurant, based in Cheapside, London. The brief was create signs of a bright, sunny and colourful nature, to reflect the beautiful part of the world their cuisine originates from. The outside signs were quite straight forward – LED face illuminated aluminium and acrylic letters suspended on a steel frame and a small non-illuminated projecting roundel + some reverse applied vinyl to the glass frontage. Inside, a colourful array of digitally printed wallwrap applied directly to the walls accompanied by some exposed white neon lettering, a unique hanging menu display and a highly unusual set of hollowed out raw plywood letters filled with very colourful artificial flowers.

The finished look was attractive, vibrant and a lot of fun.

Leisure: Hand Picked Hotels

PROJECT: HAND PICKED HOTELS
UK & CHANNEL ISLANDS
2016 - PRESENT

A chain of Country House and Spa Hotels based in the UK and the Channel Islands.

Graffiti Design provides Hand Picked Hotels with a variety of different signs, ranging from external wayfinding, aged brass hotel names to internal room numbers, safety and directional signs. Every hotel is individual, which requires the signs to suit the building rather than the other way around.



Heritage: Lewes Castle

PROJECT: LEWES CASTLE
UNITED KINGDOM
2009

This local Norman Castle ruin was provided a National Lottery grant in 2009 and began a full scale redevelopment of its grounds and redesign of the adjacent museum.

Graffiti were employed to provide all of the interpretation panels and graphics for both elements internally and externally and delivered all product in a timely fashion and within budget.

We worked very closely with the interpretation and graphic designer as well as the end client to develop product specifications that suited the location. The resulting units are very attractive with an extended life expectancy and vandal resistant.

Water cut stainless steel structures formed the main supports for the graphic panels which incorporated digitally printed and scratch coated panels and additional photopolymer tactile Braille panels. Internally, acrylic and foamex were the primary substrates but also silver voile was used in the museum windows to provide display to the passing public.

Heritage: BHAFC

PROJECT: BRIGHTON & HOVE ALBION FOOTBALL CLUB
BRIGHTON
2013

As an accentuation of the successful works at BHAFC's new home at the Amex, Graffiti were the obvious choice when the museum concept came up.

In addition we introduced the club to PLB design who developed the scheme for the entire museum space. The result is a stunning space that captures the heart of the football club and its fan base throughout their history.



Corporate: X Factor

PROJECT: X FACTOR
US LAUNCH OF XFACTOR
2010

X Factor was always going to be big when it was taken on for the US, and Graffiti had a hand in that. A launch of the new show was set to coincide with the Cannes film festival and we worked closely with the TV production company to ensure that we delivered in good time. The unit was a built-up aluminium and polycarbonate freestanding 'X' some 1.8m tall and 3m wide and was internally lit via super bright Sloan LEDs. The finished item was completed in good order and shipped to Cannes in readiness for the launch, and it certainly proved that Graffiti have the X Factor.

Corporate: Great West House

PROJECT: GREAT WEST HOUSE
UNITED KINGDOM
2016

The sign scheme for Great West House was quite extensive. Externally 2 large sets of face illuminated built up letters mounted directly to the building @ 1150mm c/h, installed at a height of 40 metres + 2 sets of similarly specified logos @ 6150mm span x 2110mm high. A large illuminated stainless steel logo monolith was installed to the grass area in front of the building.

Internally, the signs were still quite considerable. A large halo illuminated logo @ 1500mm x 740mm was positioned at the reception desk. There were also 2 large sets of halo illuminated letters @ 880mm c/h identifying different wings of the building.

All in all, quite a project, leaving a very satisfied client.



Corporate: Knight Frank

PROJECT: KNIGHT FRANK
UK & IRELAND
DATE: 2016 - PRESENT

Knight Frank is a high-end estate agent based all over the world with many offices based in London and around the UK. Graffiti supply both external and internal signage for Knight Frank as their sole supplier.

Graffiti supply custom illuminated LED displays for Knight Frank as part of the signage package as well as small rimless illuminated LED letters which give a very professional finish.

Corporate: Arun Estates

PROJECT: ARUN ESTATES
UNITED KINGDOM
DATE: 2008 - PRESENT

External estate agent fascias with built-up aluminium texts, powder coated and illuminated via overhead trough lighting. The sign panels are produced from aluminium composite material and are formed into trays with further applied pink 'accent' colour band. Similar clean designs are applied to all brands within the Arun Estates chain of businesses.



Awards

AWARDS: HIGHLY COMMENDED - LEISURE INDUSTRY AWARD 2016 UK
 MULTIPLE SIGN PROJECT OF THE YEAR 2012
 SIGN COMPANY OF THE YEAR - RUNNER UP

Graffiti Design won two prestigious awards within the signage industry in 2012, coming runner-up in the Sign Company of the Year 2012 award, and winning Multiple Sign Project of the Year 2012 for the Brighton & Hove Albion FC American Express Community Stadium. We were very humbled to be appreciated by our colleagues and these are two more awards to add to our growing collection.

Graffiti Design has also had other successes within the industry judged sign awards including wins for 'Coventry Transport Museum' in Coventry, 'Bar 242' in London, 'De La Warr Pavilion' in Bexhill-On-Sea as well as a finalist position for 'Zilli' in Brighton.

In 2016 Graffiti design were awarded for their work on 'British Airways i360' in Brighton.

Services



DESIGN:

We have a dedicated design team who can assist with the brand idea or develop existing concepts into viable products. All are fully conversant in known design programmes to ensure effective conversion of provided detail. In addition the experience of all staff is utilised to bring about the best solution for every product.



MANUFACTURE:

Our factory encompasses all trades associated with the sign industry and as such we produce most of the product 'in house'. This means we are able to control costs, timescales and most importantly quality. These facilities include, CNC router equipment, metal and acrylic fabrication, paint plant, computer controlled vinyl cutting, wide format digital printing and electrical assembly.



MANAGE:

The product is only half the story. As well as this being high quality, we pride ourselves in delivering a high quality service to ensure that all clients have a pleasurable experience when working with us. We offer full project management services which ensure a single point of contact for all clients and bring about a reliable delivery of all product.



INSTALL + MAINTAIN

We have a dedicated installation team as well as a network of installation/maintenance crews throughout the UK and Europe and all are fully experienced and qualified. We are responsible for ensuring safe installation and as such all installations are completed in accordance with risk assessments and method statements generated on a project by project basis.



RE-BRAND

Signage is only one part of any re-brand and we have forged relationships and partnerships with other businesses to provide a full design and marketing solution if desired. Whether it be advertising, web design, interpretation or graphic design, we can offer a 'one stop shop'.



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