



## Center Parcs Head Office



Building signage

Staff expansion had led Center Parcs to look for a new home away from the Eaking base that they shared with the National Grid.

A new commercial development at Ollerton became the location for a new build, state-of-the-art Head Office and Caliba were asked to provide all signage, internally and externally.

Offices were generally designed as open-plan so directional signs were designed as hanging demarcation with some wall directories to direct to toilets, exits and rest areas.

Externally, Center Parcs wanted to make comprehensive statement of brand recognition with the logo appearing as built up letters, painted to corporate spec with halo illumination to the front elevation.

Apart from traffic directional signs as modular post/plank and class 2 road traffic signs, Center Parcs looked to Caliba to produce a 3m high monolith to signify the entrance and confirm the site as a the corporate Head Office as opposed to the entrance style of the Villages.



Reception logo



External totem

### Signs: corporate building and entrance signs, internal wayfinding

Description	Details	Value
Entrance monolith Built up letters as logo to building elevations, one with halo illumination. Class 2 traffic signs, aluminium directional signs. Internal directories .	APCO contour monolith structure Coated aluminium built up letters with LED halos Class 2 reflective traffic signs Accord 15 internal directories and directional signage	£17,000