

University of Birmingham - The Old Gym

- Case Study

The Old Gym at University of Birmingham received a £7m overhaul by contractor Wilmott Dixon, in partnership with Associated Architects. dlinexsign were appointed to provide signage and graphics capabilities across the new building.

The architect wanted us to feature a number of graphic manifestations, particularly to denote the different floors. We coupled those graphics with wayfinding iconography for toilet signs and lettering on the walls to display directions to lecture rooms and external protruding signs.

