



ALBERT SMITH SIGNS

THE TOTAL **ARCHITECTURAL** **SIGN** AND IDENTITY SOLUTION >



ALBERT SMITH
GROUP

All about identity



ARCHITECTURAL CLADDING

CASE STUDY:

The total sign solution for all architectural branding

The difference between conventional architectural features and identity signage is blurring. This opens many more opportunities for innovative branding.

In recent years, Albert Smith Signs has been commissioned to design, manufacture and install ground-breaking identity solutions that push the boundaries of what people expect from signage and branding.

Along the way we've produced scores of entry statements, facades, foyers,

illuminated walls, and even architectural sculptures for many leading corporations and government entities.

For each, our commitment is to cost-effectively produce an innovative solution that maximises impact — whether it's designed to be a 3D object, a flood-light sculpture, or a static façade.

We liaise with engineers and architects to create solutions that comply with building plans and town-planning.

And we coordinate installation to ensure every projects goes in with minimal disruption, on time and on budget.

Branding used to simply be applied to a building or ground surface. These days, architectural features often double as the branding feature and vice versa.

Be it 3D building cladding, stylised way-finding elements, dynamic lighting effects or even sculpture features, we've got it covered!

NOTABLE CLIENTS:

- Queensland Government
- Southbank Precinct
- Sydney Olympics 2000
- Sydney International Airport

WE SPECIALISE IN:

- Foyers and entry statements
- Facades and cladding
- Canopy signage
- Illuminated walls
- Sculptures



Albert Smith Signs is Australia's leading designer, manufacturer and maintainer of indoor and outdoor signage, specialising in innovative branding solutions, including signs. Brisbane-

based, we have offices throughout Australia and the Asia-Pacific region, and boast a stable of clients across dozens of industries that includes some of the world's leading corporate and government entities.

HEAD OFFICE

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