

# HAPPY NEW YEAR

As we embark on another year we thought it would be good to review some of our great signage packages from 2017.

The relaunch of the Mercedes Benz brand has been a significant development with over 200 dealerships. It is a great illustration of a refresh that re-energises the brand without losing any of its key characteristics.

Mercedes



## All Bar One

Innovation is not just about the creative design but also in the approach that needs to be taken to achieve the final look. At All Bar One, on the main external sign, all the letters are in gold leaf and this, together with the halo illumination, ensures that the impact of the entrance really is quite special.



## Fuller's

The traditional technique of using gold leaf remains a key part of the Fullers brand and we have worked with them across a range of different projects in 2017.





## John Lewis

We have done many projects for JLP this year and were delighted to be chosen to support the launch of their new Christmas campaign #Mozthemonster with the 'Eyes' at Cardiff; Oxford Street; Cambridge; Liverpool and Reading



## Thomas Cook

2017 saw the re-brand of a number of retail stores for Thomas Cook to bring them under the house banner and reaffirm the Thomas Cook brand as 'the best in travel'.



## Greene King

Omega Signs have been a key supplier for Greene King for many years and so were delighted to support the Greene King float for the Lord Mayors Walk providing 4 digital screens. Des Ashley, Group Sales Director was there to support the event.



digital  
the sign of excellence

## Notcutts & John Lewis

Our digital signage work continues to develop at pace including the install of a tailor-made digital signage totem at Notcutts Garden Centre and John Lewis at Westfield Park Royal.



## Asda

Omega continue to build on its strong relationship with Asda including the refresh of its external logo across many sites.

## Waitrose

2017 has been a busy year for Waitrose and we have completed many signage schemes for them across the UK

