

Sign Management & Way finding



Displaying one's work is frustrating. The impact of the pieces is diminished by squeezing them to fit this cursed screen. And explaining why this program or that way finding was a spectacular success works a lot better in person. Besides, every agency has a portfolio of successful stuff, or else they wouldn't be in business. Case studies blur into one endlessly repeated story, The client needed such and such. We created so and so. Our solution exceeded their goals and expectations. Happy happy.

Having said that, you can glean a gestalt impression of the look, feel and thinking that goes into our work, and that has to be worth something. In an industry where an awful lot of stuff looks an awful lot the same, a body of work that stands out, stands out. See for yourself

The design process at TRL is very similar to a think tank.

On one end is our R&D Department, even though they come from different backgrounds and industries and have been joined together to provide full coverage (knowledge and experience wise).

On the other hand are our customers who represent the end users as well as the influencers: be it the project managers, facility managers, contractors or as in most cases the brand owners.

Our R&D team are considered the important part to our equation, as they are the ones who actually place the design requests. Their request are the ones who challenge and motivate our designers to come up with a unique solution to meet the demand using the various elements, of signages components and fitting them with the accessory elements required to deliver an outstanding solution that will be approved and appreciated by all.





## Concept & Design

Intelligent design is about researching, calibrating, and measuring twice before executing to make sure that the end product not only fits, but performs like a well-oiled machine. With every decision we make, we consider what it means for you - your brand, your budget, your customers, your prospects, your competition and your market. Every signage has an objective to achieve and full filling that objective is an integral part of that sign.



## Sign Management

Implementation and management of signage directly corresponds to the brand. its values & image. following specific standard in design and manufacturing of the entire brand directly reflects its identity to the consumers. whether its color coding or manufacturing details or even patterns it helps the viewer easily distinguish the difference.

## WayFinding

Wayfinding encompasses all of the ways in which people orient themselves in physical space and navigate from place to place.

A successful wayfinding system should provide information for users to:

1. Confirm they are at the correct start or finish point of an individual journey
2. Identify their location within a building or an external space
3. Reinforce they are travelling in the right direction
4. Orient themselves within a building or an external space
5. Understand the location and any potential hazards
6. Identify their destination on arrival
7. Escape safely in an emergency.

## Installation & Fabrication

Our expert technicians take the opportunity to complete your task on time with the highest quality & personal attention to detail. While we are on site, we are a representative of your business, and emulate your image. We understand the importance of your reputation. all signages are carefully executed with experienced staff. this process also involves engineering and technical drawing at times. calculations of wind speed weight of the sign and structural capacities is thoroughly studied





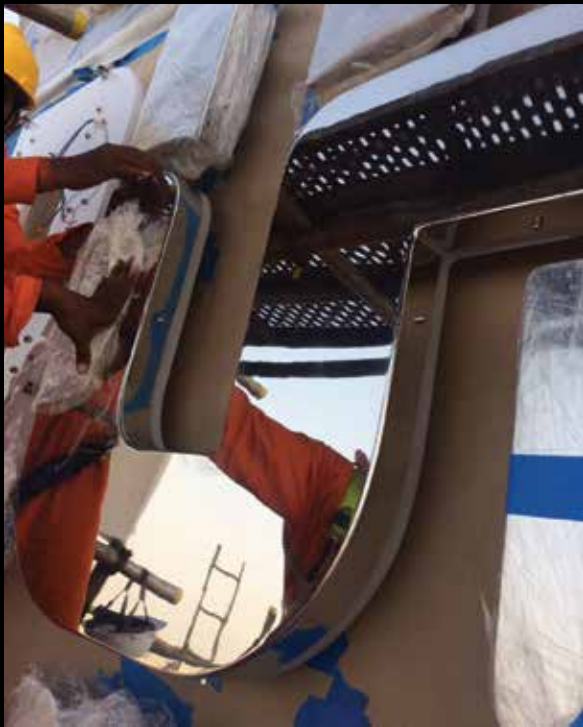
# SUPER YACHT - 3RD LARGEST IN THE WORLD

OWNED BY **HIS HIGHNESS SHEIKH MOHAMMED BIN RASHID AL MAKTOUM**. FABRICATED FROM SPECIAL METAL IN THE DRY DOCKS. THE SIGN WAS ENGINEERED BY SPECIALLY ASSIGNED DESIGN TEAM HAVING NO HARD EDGES AS PER THE REQUIREMENTS FROM HIS HIGHNESS.

ALL SIGNAGES AND FRAMES INSTALLED WITH UTMOST CARE FOR ITS CRITICAL PERFECTION. THIS SUPER YACHT IS THE 3RD LARGEST IN THE WORLD. SIGNAGES INCLUDED THE AFT SIGNS, INTERNAL SIGNS, SUITE, PORT SIDE MAIN AND STARBOARD MAIN.







# MARINE SIGNAGES

DPW & DMCA COMPLIANT





# WORLDS LARGEST CRUISE TERMINAL

CREAT AN EFFECTIVE & VISUALLY ATTRACTIVE WAYFINDING SYSTEM FOR THE **WORLDS LARGEST CRUISE TERMINAL**. TO MAKE SURE THE PASSENGERS HAVE A POSITIVE EXPERIENCE REACHING THEIR DESIRED DESTINATION IN THE TERMINAL. ZONAL DISTRIBUTION & CROWD MOVEMENT WERE GIVEN SPECIFIC IMPORTANCE. LIKE ANY PROJECT SAFETY OF PASSENGERS WAS OUR & DP WORLD'S UTMOST PRIORITY, NO COMPROMISES WERE MADE ON SAFETY AND THEREFORE WE MADE SURE WE STUDIED EVERY ELEMENT OF THE MASSIVE STRUCTURE.

THIS TERMINAL WAS GIVEN UPMOST PRIORITY FROM THE GOVERNMENT OF DUBAI AS EVENTUALLY IT HAD TO BE NAMED AFTER & INNAUGRATED BY THE PRICE OF DUBAI - **HIS HIGNESS SHEIKH HAMDAN BIN MOHAMMED BIN RASHID AL MAKTOUM**. THEREFORE BRANDING OF THIS TERMINAL HAD SUDDENLY BECOME A TOP PRIORITY. TODAY IT OPERATES WITH APPROXIMATELY 256 SHIP CALLS PER YEAR AND A CAPACITY OF 14,000 PASSENGERS PER DAY.

**DPW, RTA & DMCA COMPLIANT**







CLIENT : DP WORLD  
 LOCATION : HAMDAN BIN MOHAMMED TERMINAL  
 SCOPE OF WORK : WAYFINDING USING BULK HEAD, ALUMINIUM  
 STRUCTURE WITH LED LIGHTS



CLIENT : DP WORLD  
 LOCATION : HAMDAN BIN MOHAMMED TERMINAL  
 SCOPE OF WORK : INNAUGURATION SIGNING PLAQUE USING  
 WOOD ENGRAVING & GOLD PLATED ALUMINIUM







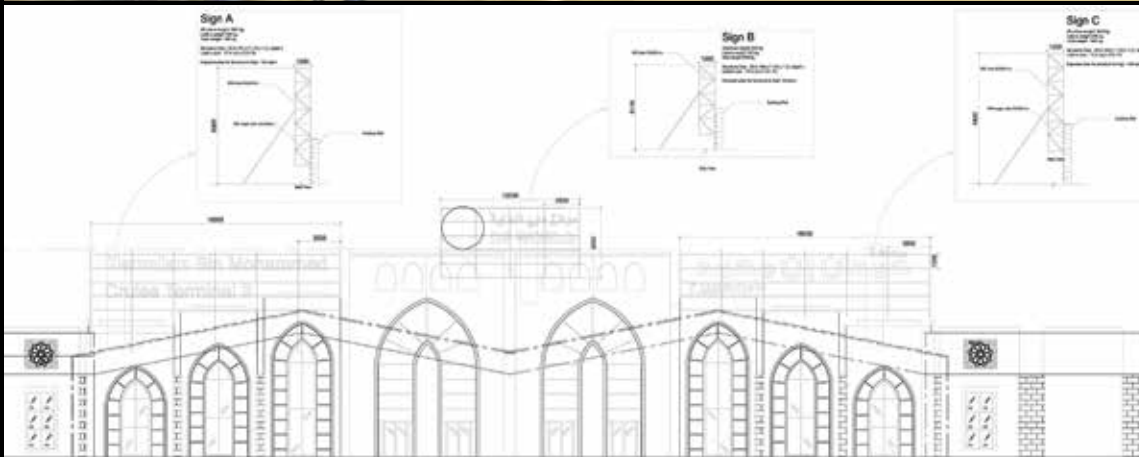
CLIENT : DP WORLD  
LOCATION : HAMDAN BIN MOHAMMED TERMINAL  
SCOPE OF WORK : OUTDOOR SIGNAGE IN ALUMINIUM USING  
DAY NIGHT MATERIAL TO BE INSTALLED AT VARIOUS  
LOCATIONS







CLIENT : DP WORLD  
 LOCATION : HAMDAN BIN MOHAMMED TERMINAL  
 SCOPE OF WORK : WAYFINDING USING BULK HEAD, ALUMINIUM  
 STRUCTURE WITH LED LIGHTS

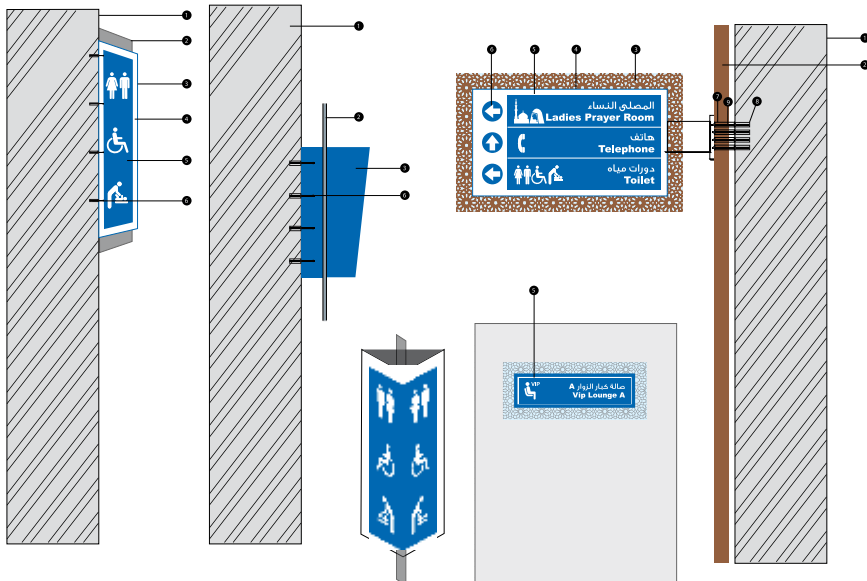


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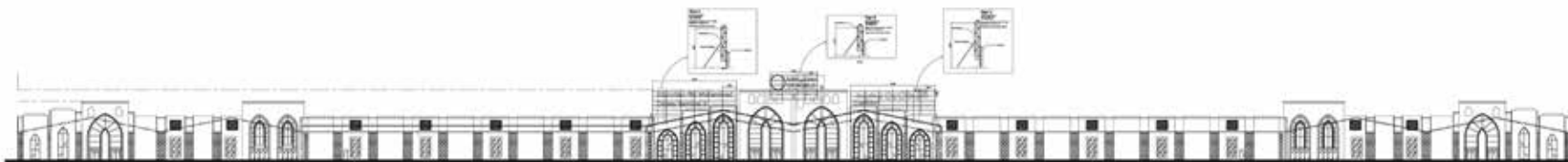
## OVERALL EXTERNAL ELEVATIONS











OVERALL EXTERNAL ELEVATIONS

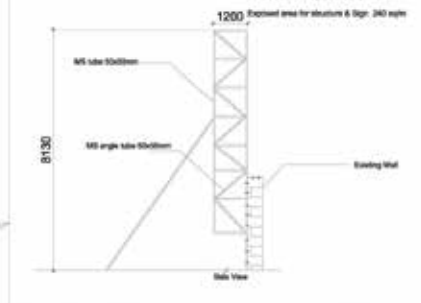
SCALE: 1:500 @ A3



Sign F

Structure weight: 2500 kg  
Letters weight: 500 kg  
Total weight: 3000 kg  
Structure Size: 40 m (H) x 6 m (W) x 1.2 m (Depth)  
Letters size: 30 m (H) x 6 m (W) x 0.2 m (Depth)

Exposed area for structure & Sign: 240 sqm



39050







CLIENT : DP WORLD  
LOCATION : HAMDAN BIN MOHAMMED TERMINAL  
SCOPE OF WORK : TRIVIA WALL IN ALUMINIUM & ACRYLIC



SCOPE OF WORK : MAIN WALL WITH THE ROYALTIES  
ALONG WITH ITS NAME. MADE IN ACRYLIC



SCOPE OF WORK : CANTILEVER PILLAR TYPE SIGNAGE.  
WITH LASER ENGRAVING AND LED. PLACED ON VARIOUS  
LOCATIONS.







SCOPE OF WORK : **TOBLERONE TYPE SIGNAGE. WITH LASER ENGRAVING AND LED. INSTALLED ON MULTIPLE LOCATIONS.**



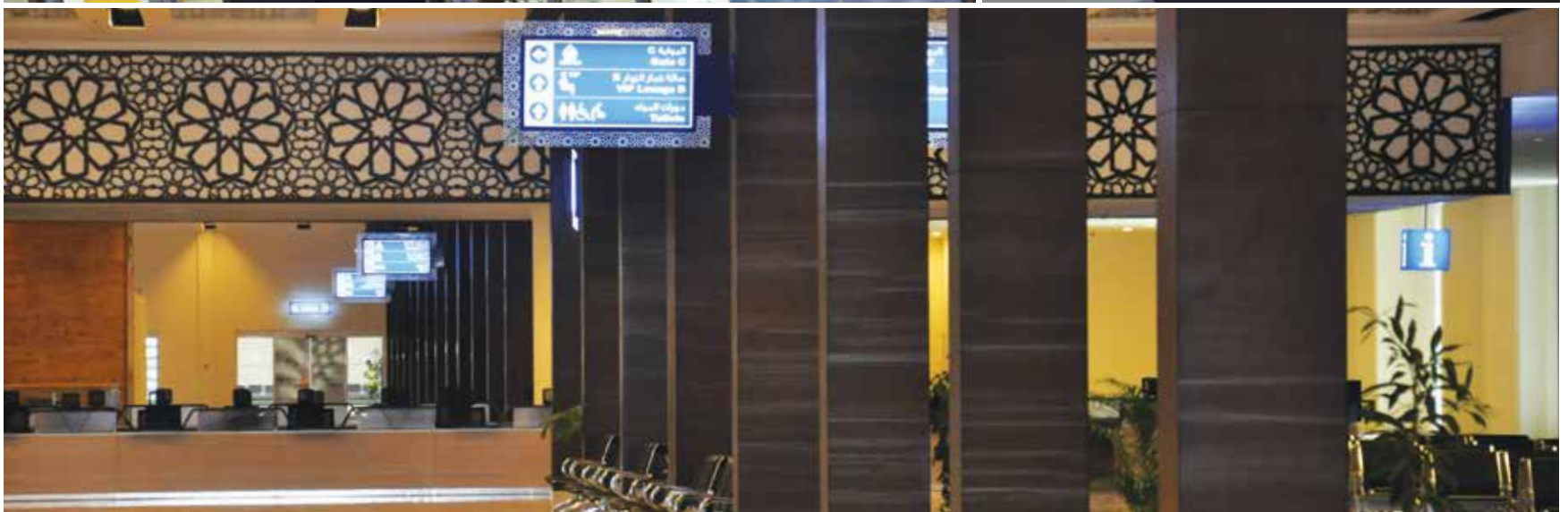
SCOPE OF WORK : **WALL SIGNAGES**



wayfinding  
Signage







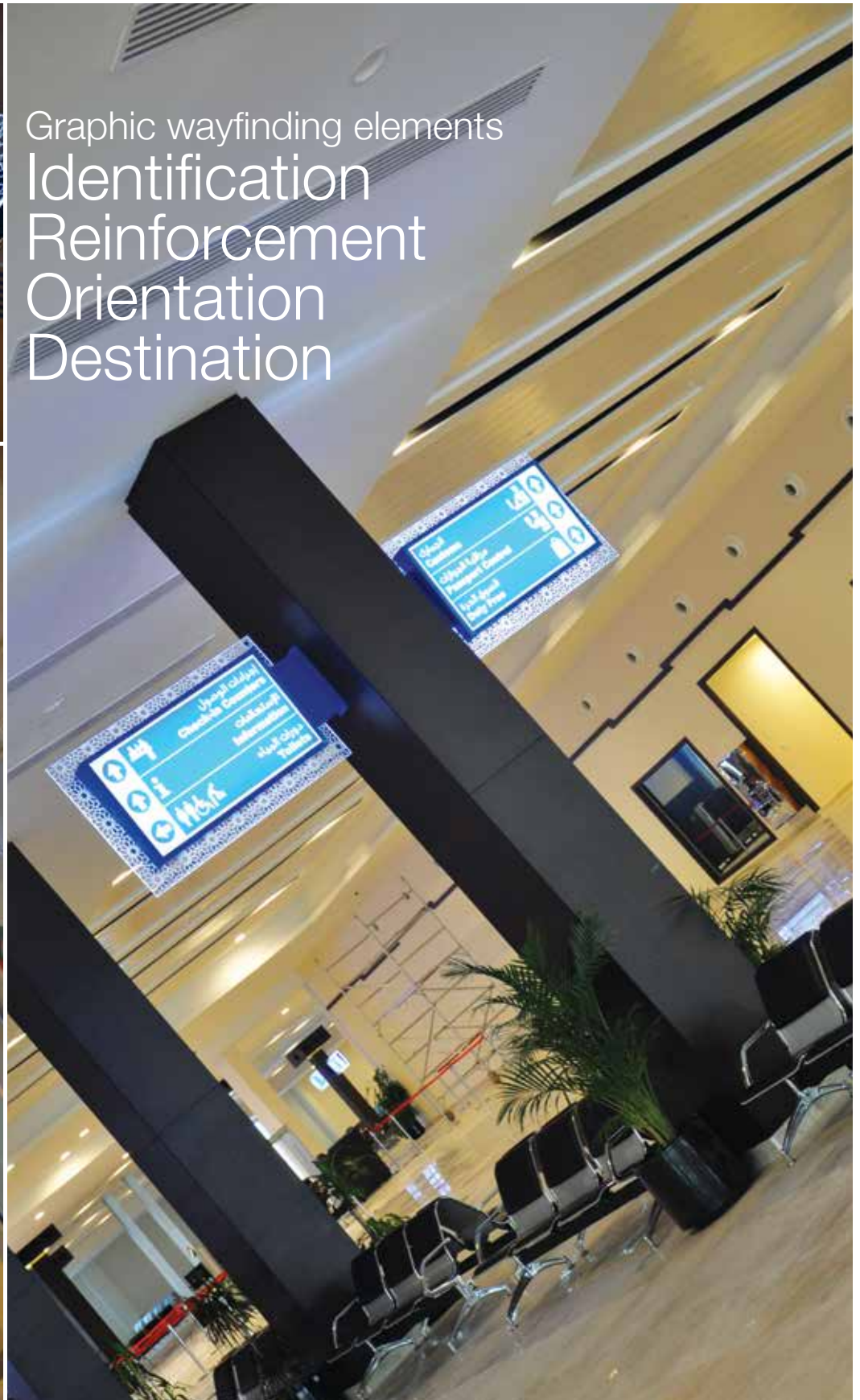




SCOPE OF WORK : TOBLERONE TYPE SIGNAGE, WITH LASER ENGRAVING AND LED, INSTALLED ON MULTIPLE LOCATIONS.



Graphic wayfinding elements  
 Identification  
 Reinforcement  
 Orientation  
 Destination































# ROAD SIGNS

## MARINE SIGN & WAY FINDING

DMCA, DPW & RTA COMPLIANT







i MALL













# WAREHOUSE







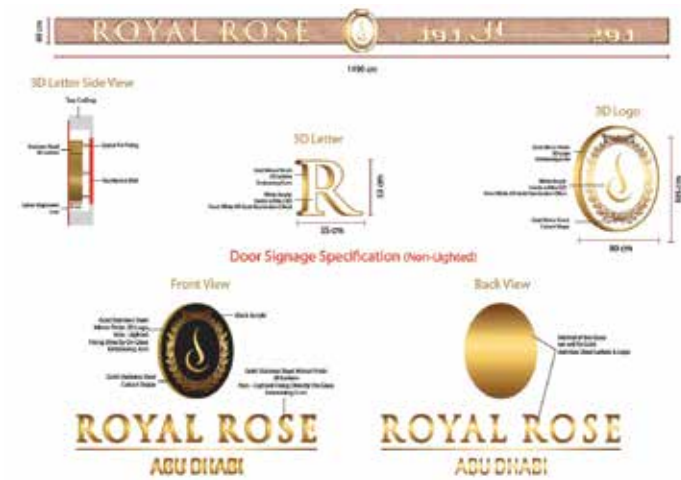




## P&O MARINAS







## CITY SEASONS GROUP OF HOTELS

### AUH UPC COMPLIANT

**SIGN MANAGEMENT** FOR ENTIRE GROUP OF HOTELS WITH ALL THEIR SIGNAGE REQUIREMENT. THESE COULD BE INDOOR OUTDOOR. FOR ALL THEIR CURRENT AND UPCOMING PROPOERTIES. THIS MANAGEMENT OF SIGNAGE ALSO INCLUDES WAYFINDIGN FOR THEIR VARIOUS HOTELS.















CLIENT : CITY SEASONS HOTEL AL AIN  
 LOCATION : AL AIN  
 SCOPE OF WORK : RESTAURANT SIGNAGE IN ALUMINIUM MIRROR FINISH IN ACRYLIC



CLIENT : CITY SEASONS HOTEL AL AIN  
 LOCATION : AL AIN  
 SCOPE OF WORK : RECEPTION SIGNAGE IN ALUMINIUM MIRROR FINISH







# CITY SEASONS TOWERS









# SHOPPING CENTER





EDUCATIONAL  
INSTITUTE











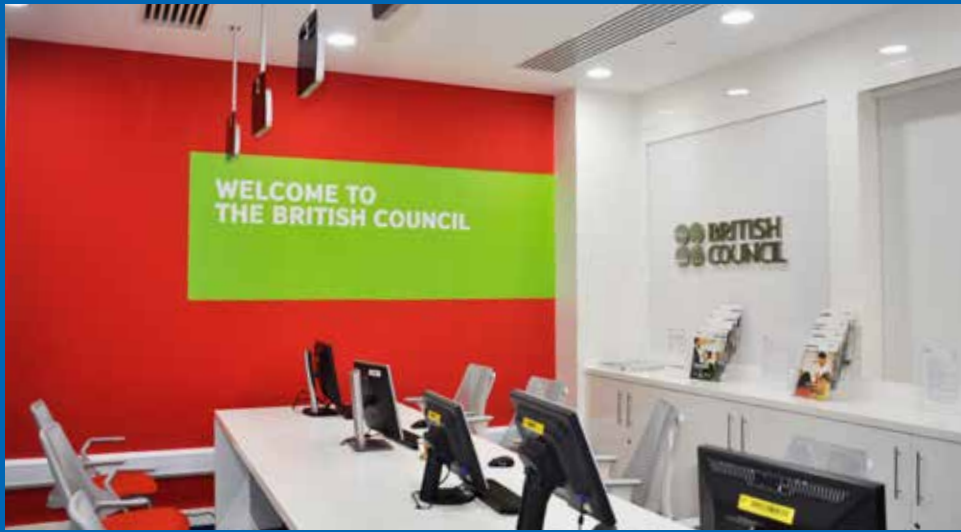
















RTA & DUBAI MUNICIPALITY COMPLIANT AND APPROVED











BIESSE GULF  
CORPORATE HQ  
DM / DSO COMPLIANT

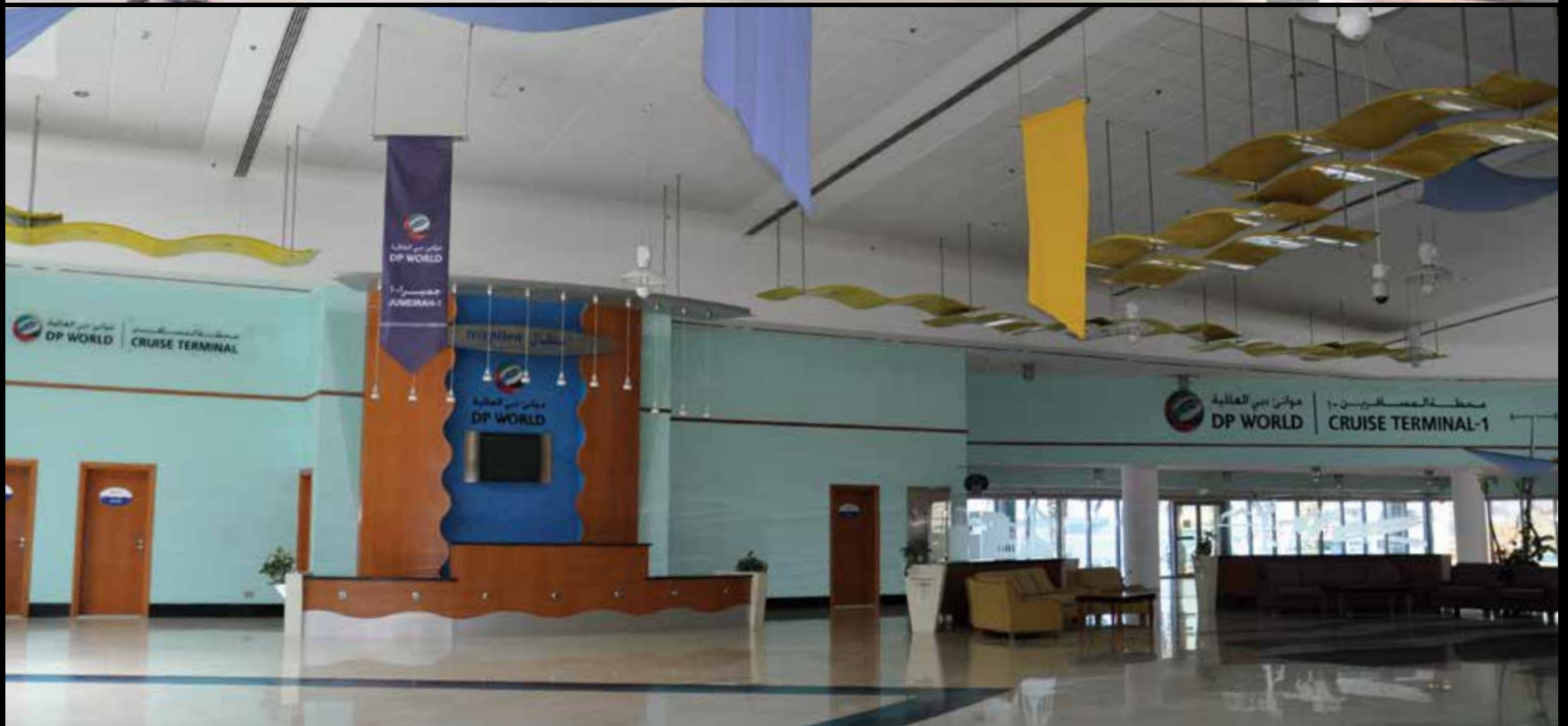








# PORT RASHID CRUISE TERMINAL 1









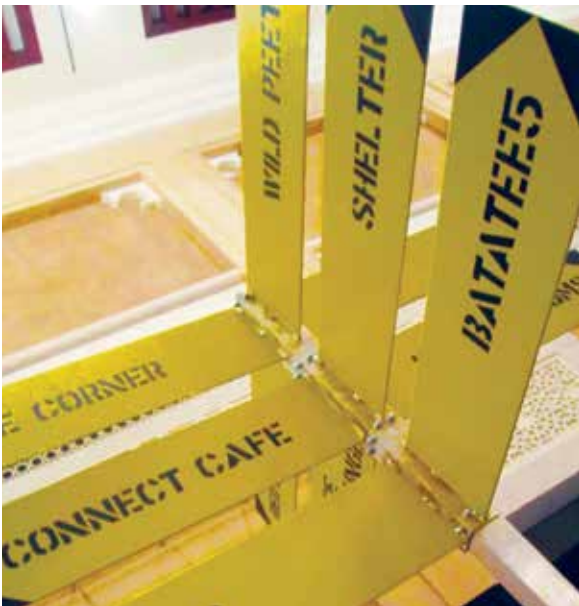




CLIENT : DP WORLD  
LOCATION : PORT RASHID  
SCOPE OF WORK : OUTDOOR GATE SIGNAGE



CLIENT : DP WORLD  
LOCATION : PORT RASHID - FERRY TERMINAL  
SCOPE OF WORK : OUTDOOR SIGNAG FLEX



CLIENT : DP WORLD  
LOCATION : JABEL ALI - HR OFFICE  
SCOPE OF WORK : OUTDOOR CUT LETTER - OUTDOOR & INDOOR





CLIENT : LOUI'S RESTAURANT & CAFE  
LOCATION : DOWNTOWN DUBAI  
SCOPE OF WORK : ALUMINIUM FRONT LIGHT 3D LETTERS



CLIENT : AUDI VOLKSWAGEN ME FZE  
LOCATION : ABU DHABI  
SCOPE OF WORK : METAL PILLON



CLIENT : EMPOST  
LOCATION : KARAMA  
SCOPE OF WORK : FLEX SIGNAGE





















# RESTRUCTURING PORT RASHID TRAFFIC WAYFINDING

DM / RTA / DPW COMPLIANT





THINREDLINE  
ADVERTISING LLC

ثين زيـد لاين  
للدعاية و الاعلان ش.ذ.م.م

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