

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 fulfilling 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.





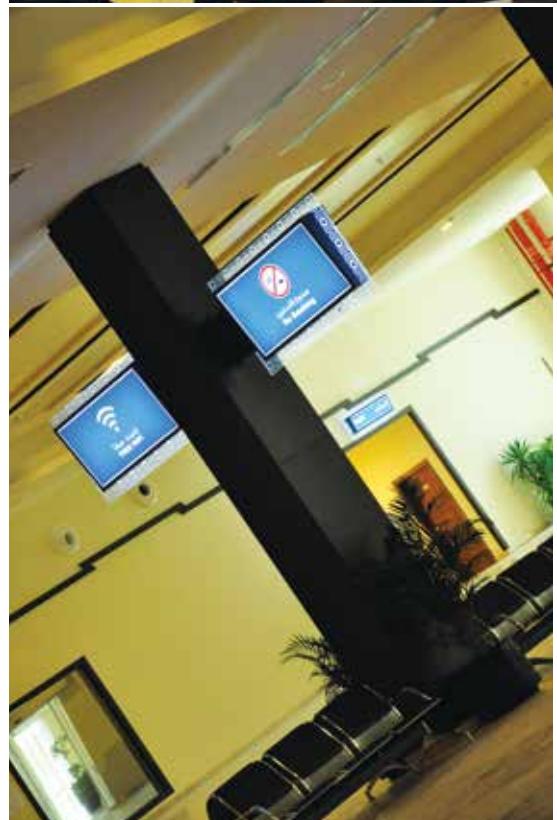
WORLDS LARGEST CRUISE TERMINAL

CREATE 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 & INNAUGURATED 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.

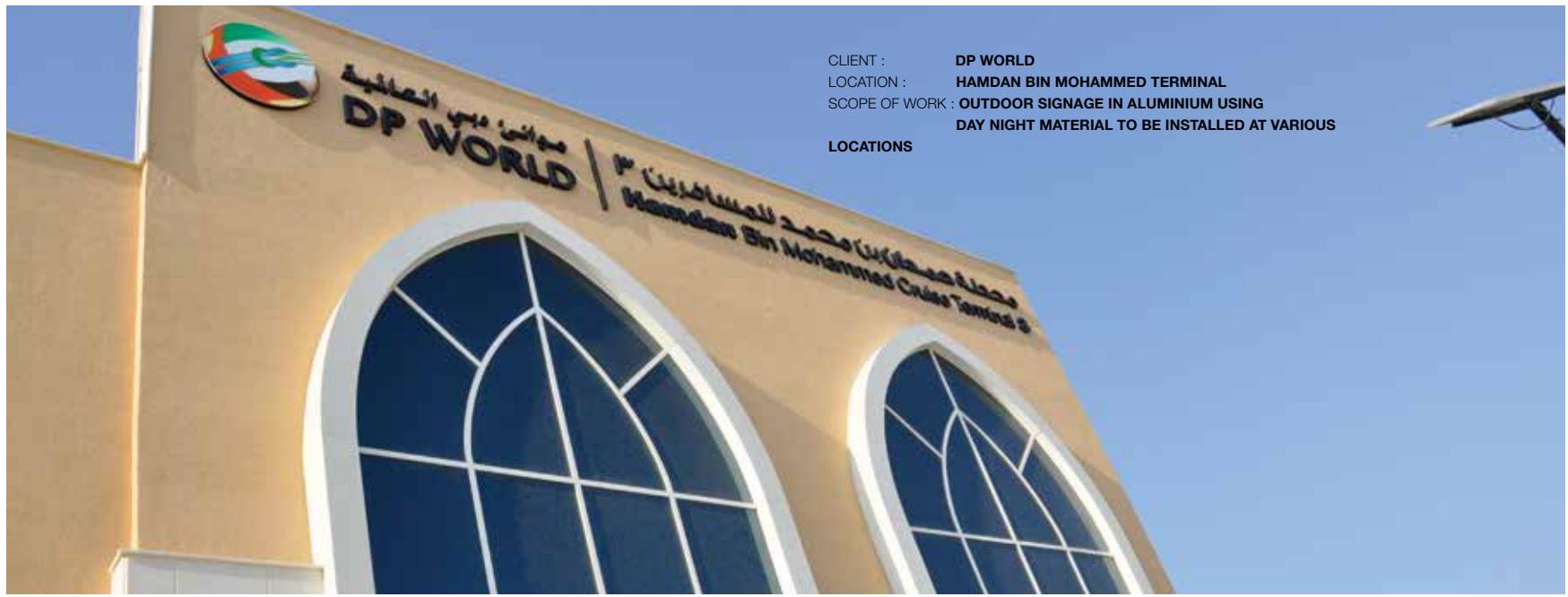
DPW, RTA & DMCA COMPLIANT





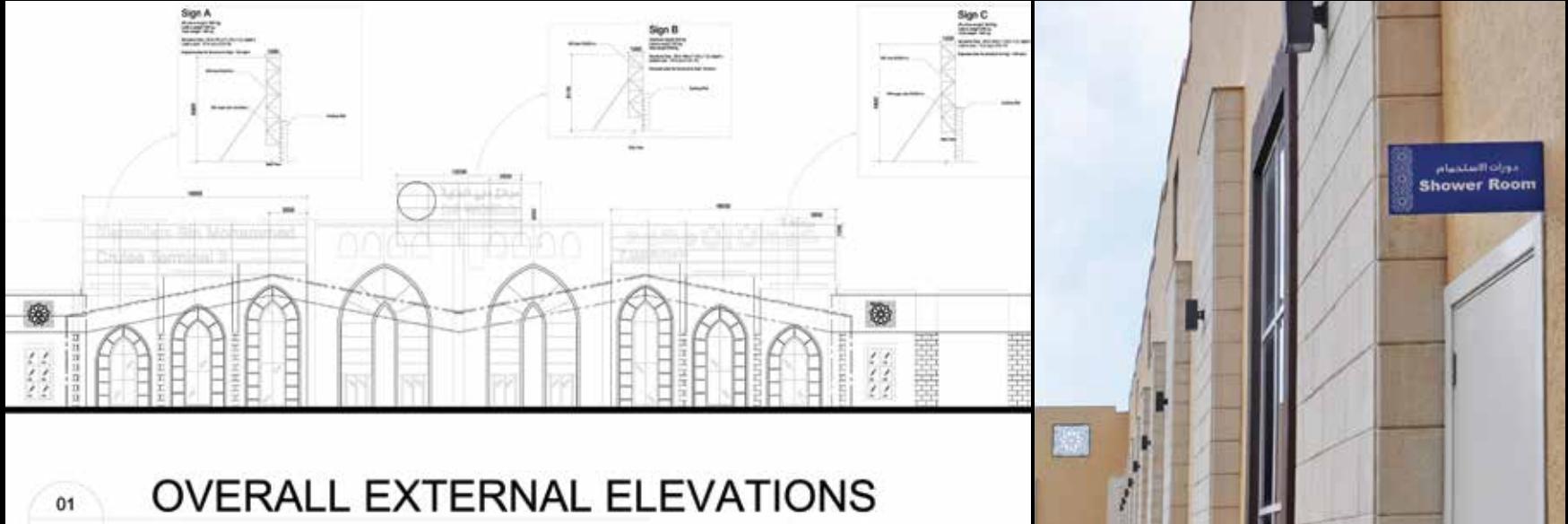
CLIENT : DP WORLD
LOCATION : HAMDAN BIN MOHAMMED TERMINAL
SCOPE OF WORK : WAYFINDING USING BULK HEAD. ALUMINIUM STRUCTURE WITH LED LIGHTS

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





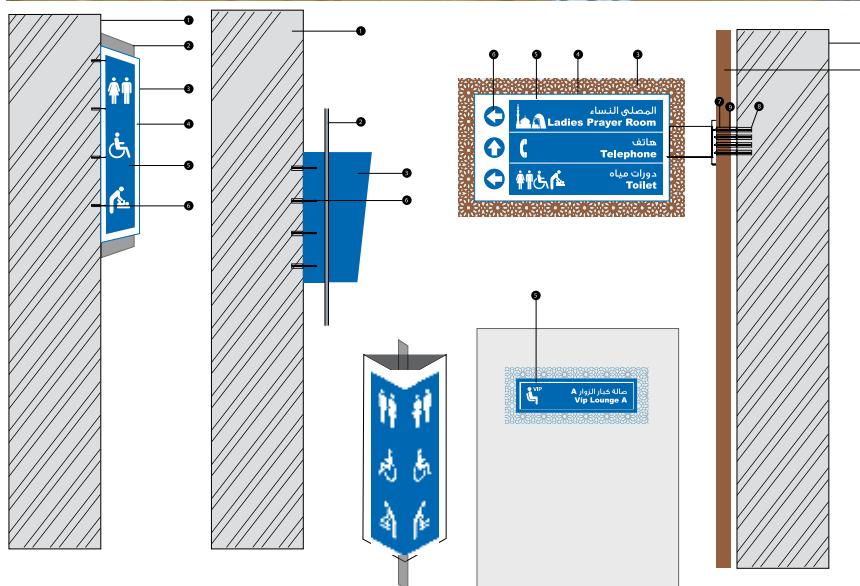
CLIENT : DP WORLD
LOCATION : HAMDAN BIN MOHAMMED TERMINAL
SCOPE OF WORK : WAYFINDING USING BULK HEAD. ALUMINIUM STRUCTURE WITH LED LIGHTS

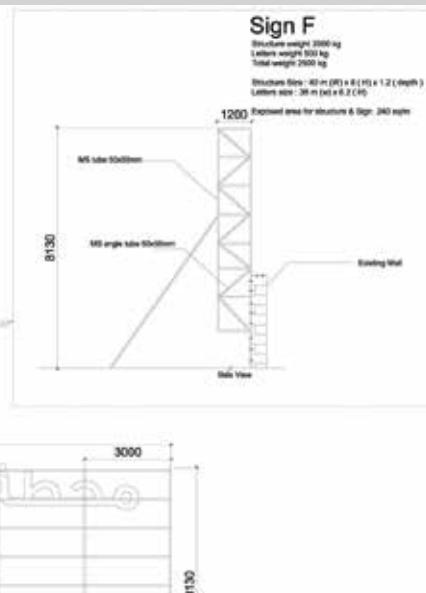
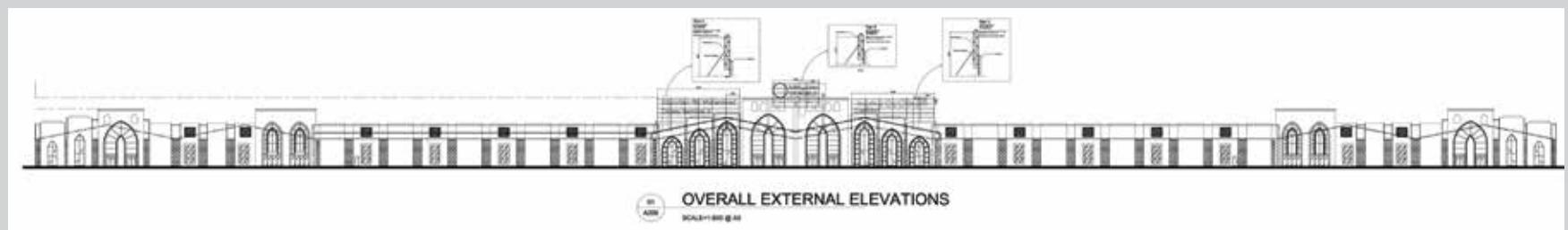


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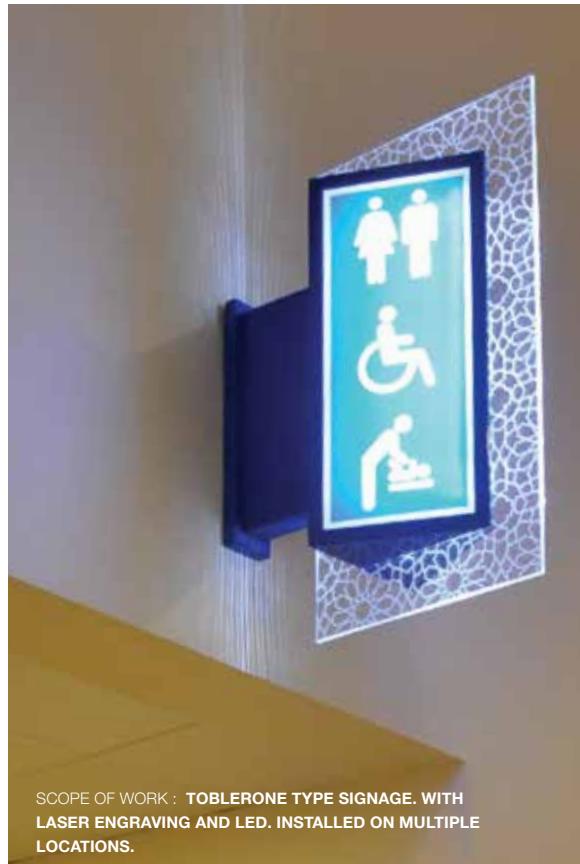
OVERALL EXTERNAL ELEVATIONS







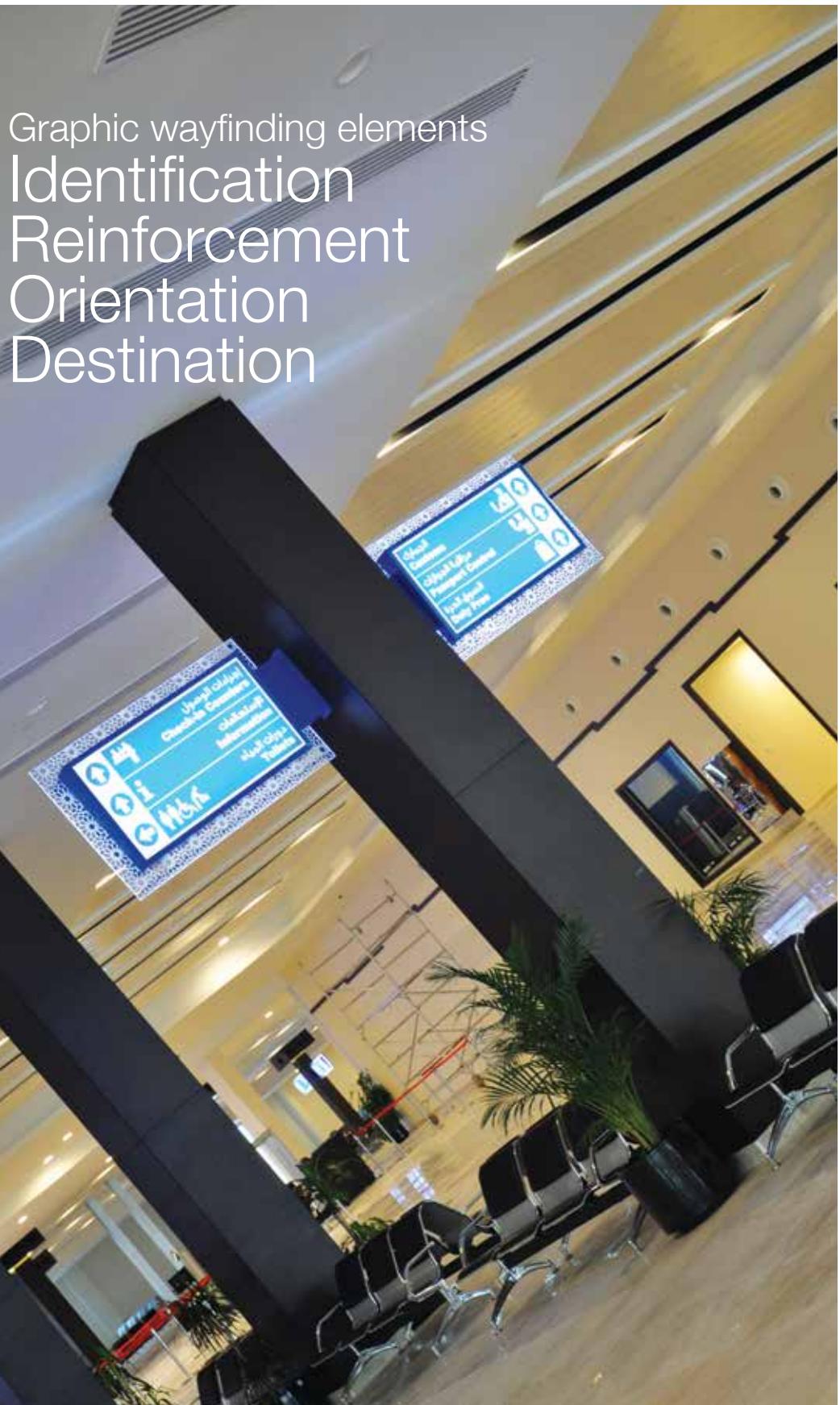
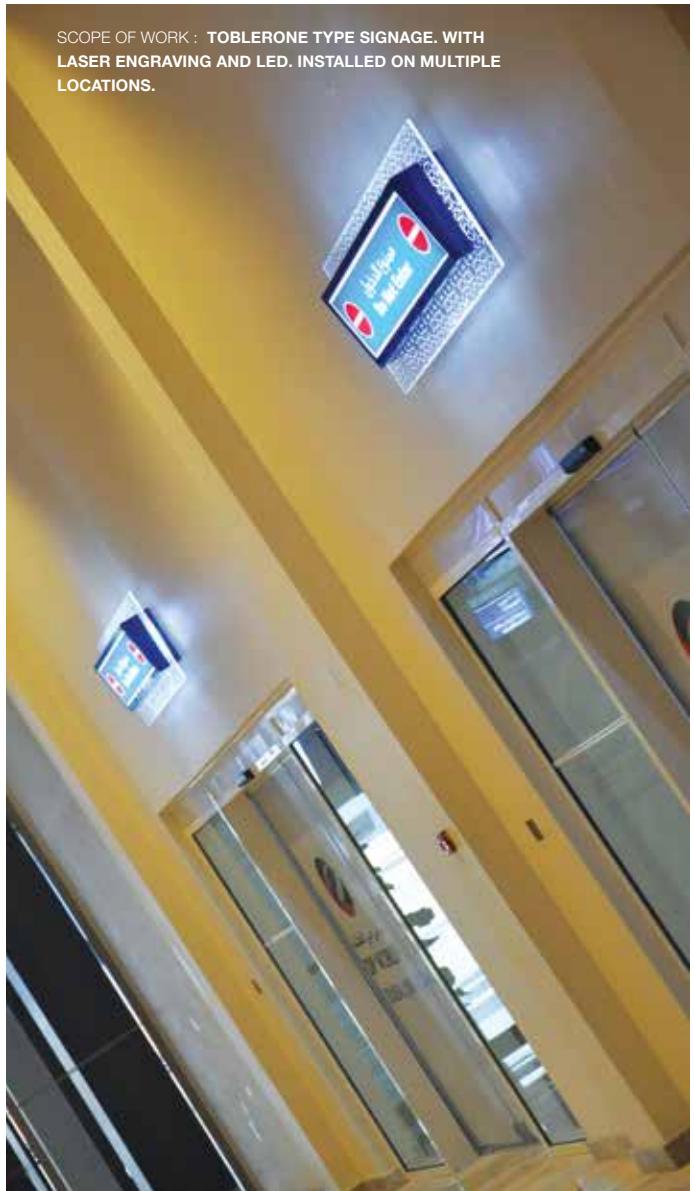








SCOPE OF WORK : TOBLERONE TYPE SIGNAGE. WITH LASER ENGRAVING AND LED. INSTALLED ON MULTIPLE LOCATIONS.



Graphic wayfinding elements
Identification
Reinforcement
Orientation
Destination

HEALTHCARE

DHO & DM COMPLIANT

CREATE AN EFFECTIVE & VISUALLY ATTRACTIVE WAYFINDING SYSTEM FOR THE HOSPITAL. TO MAKE SURE THE VISITORS & PATIENTS HAVE A POSITIVE EXPERIENCE REACHING THEIR DESIRED DESTINATION IN THE HOSPITAL.

FEW CHALLENGES WERE TO MAKE THE SIGNAGES CHANGEABLE. THE HOSPITAL HAS TO BE DIVIDED BY HIGHLY RESTRICTED AREA, STERILE AREAS AND PUBLIC AREAS.









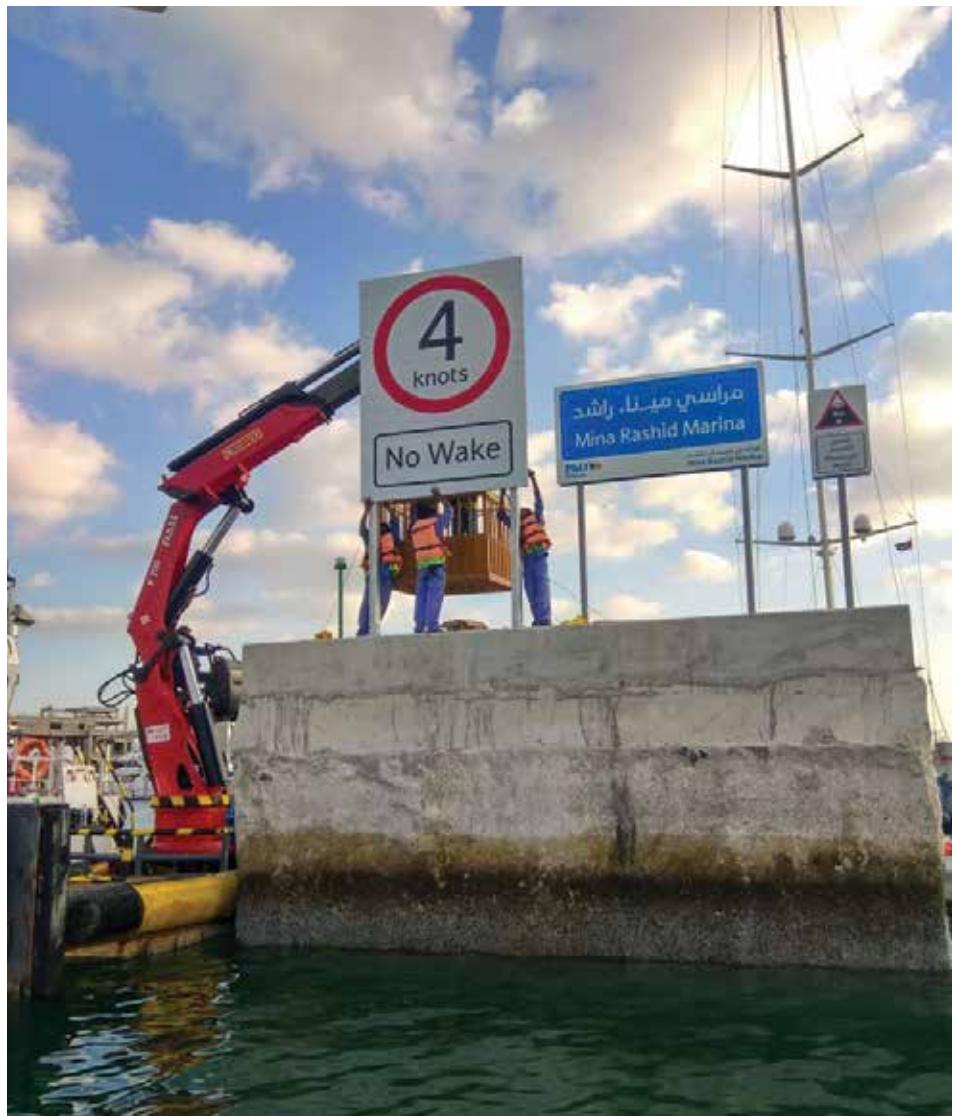


MINA RASHID MARINA

MARINE SIGN & WAY FINDING

DMCA, DPW & RTA COMPLIANT







ROAD SIGNS MARINE SIGN & WAY FINDING

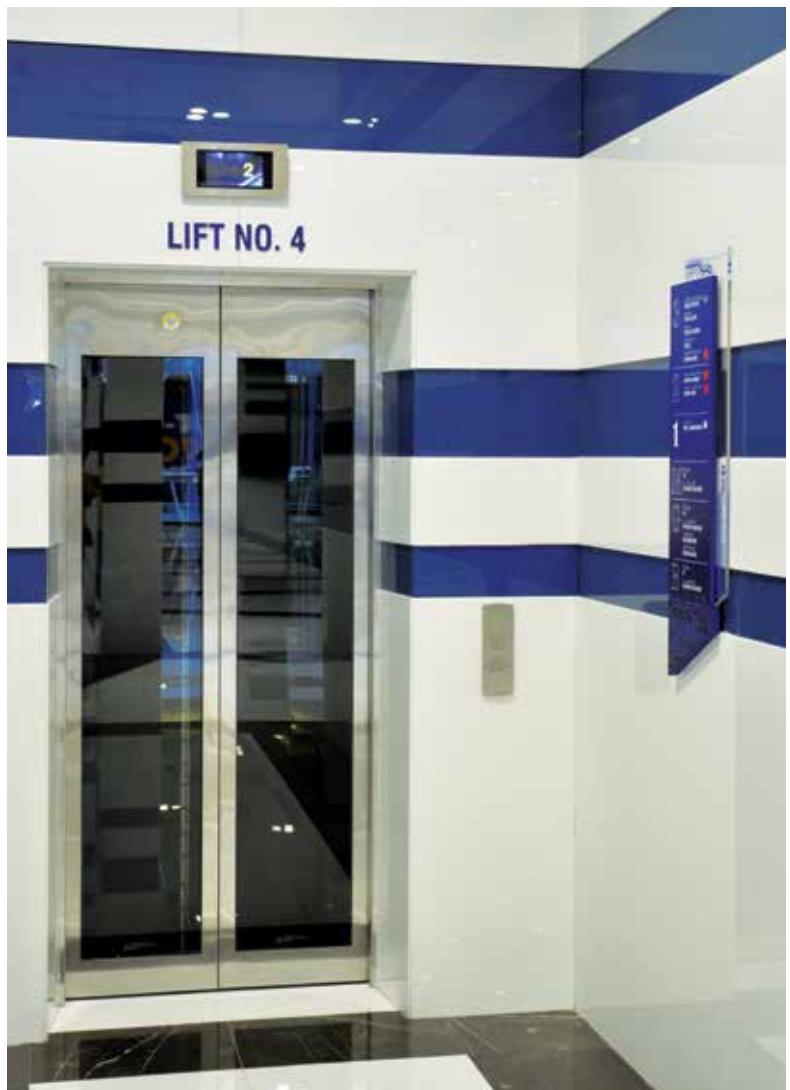
DMCA, DPW & RTA COMPLIANT



i MALL







WAREHOUSE

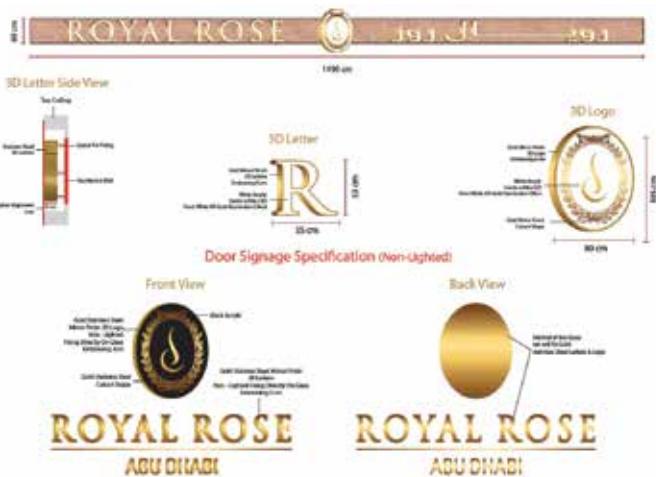






P&O MARINAS

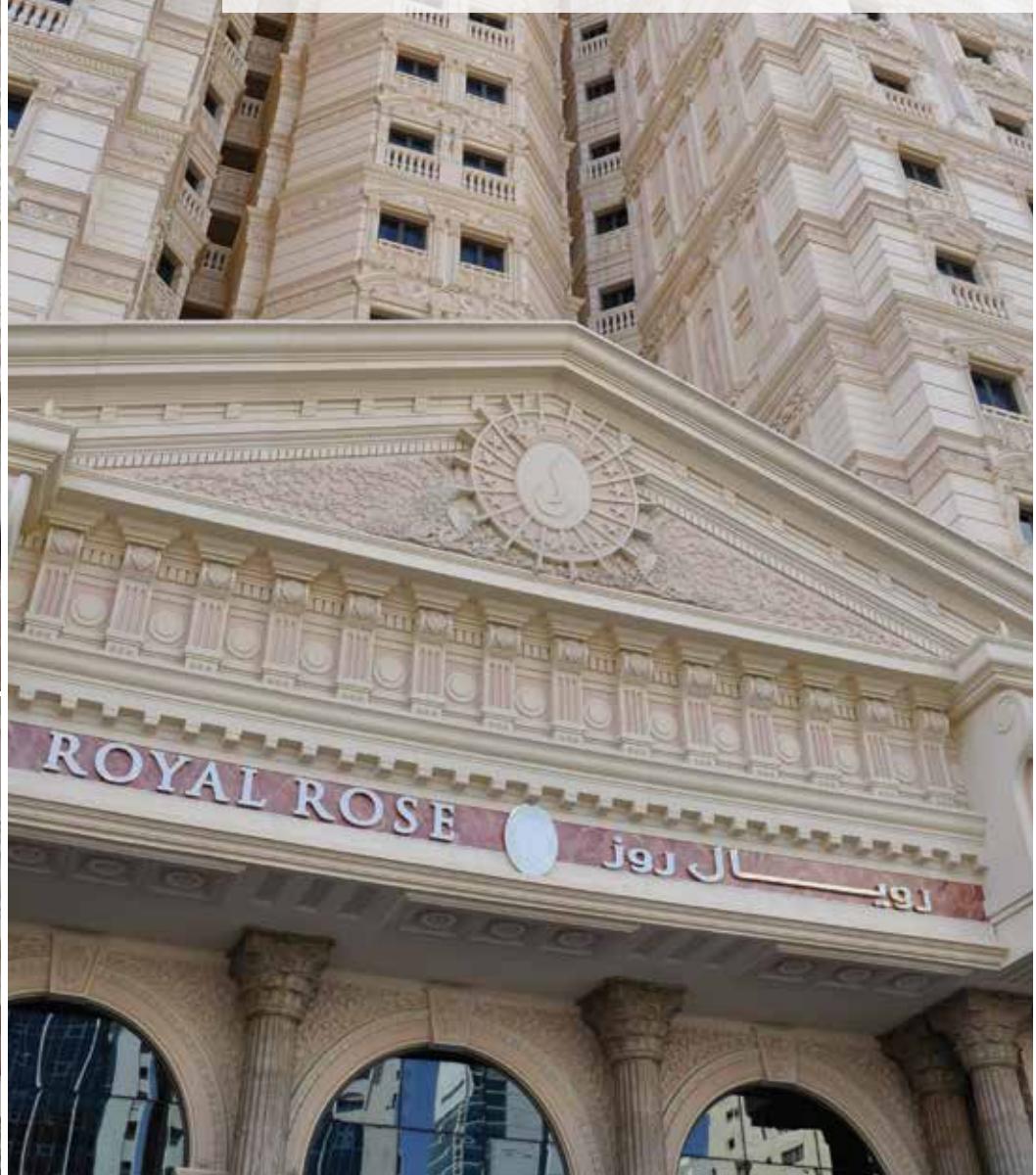




CITY SEASONS GROUP OF HOTELS

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 PROPERTIES. THIS MANAGEMENT OF SIGNAGE ALSO INCLUDES WAYFINDING FOR THEIR VARIOUS HOTELS.











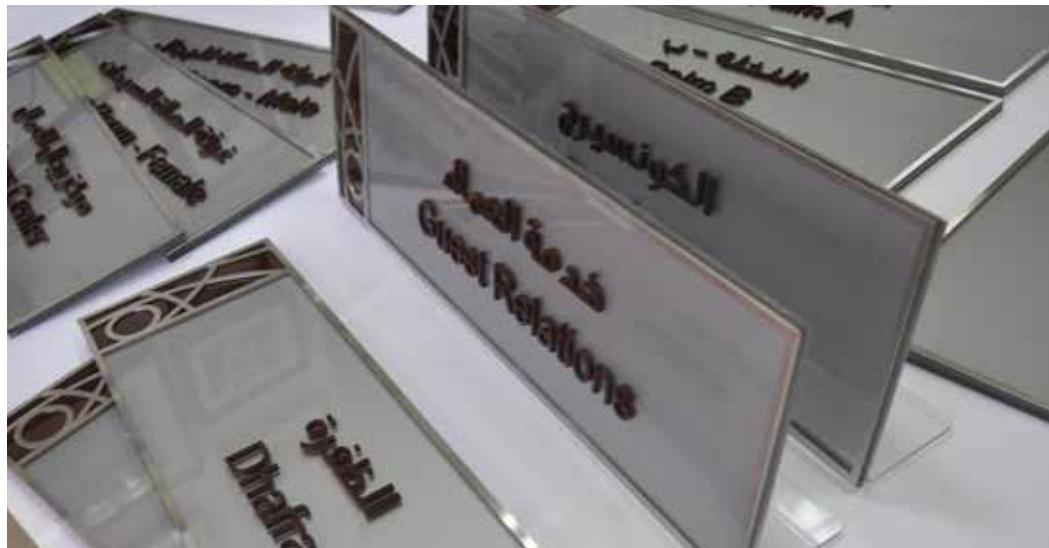
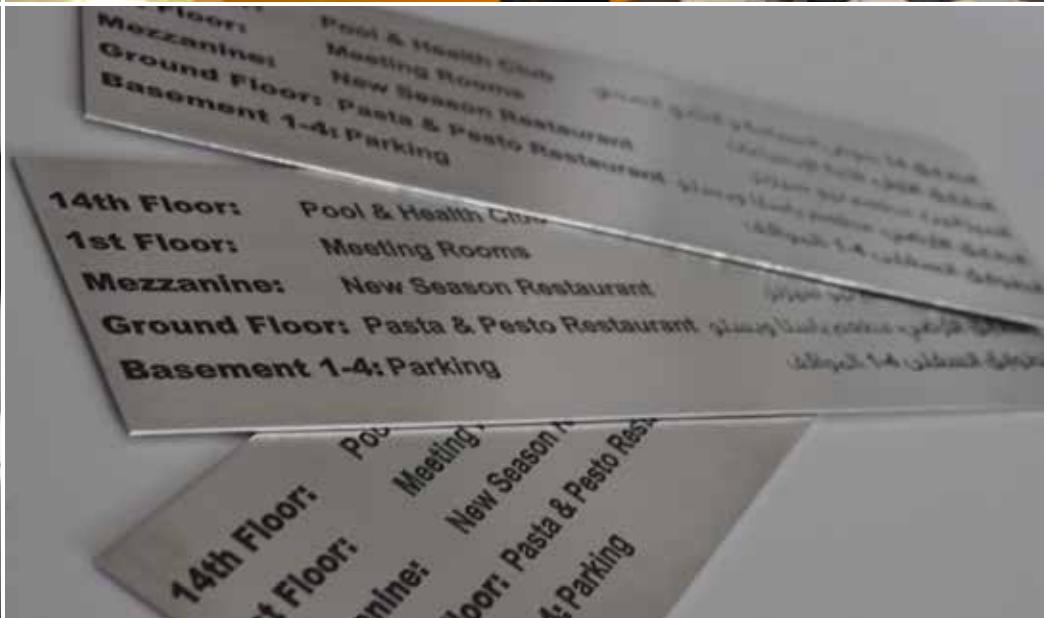
CLIENT: CITY SEASONS HOTEL AL HAMRA
LOCATION: ABUDHABI
SCOPE OF WORK: RECEPTION SIGNAGE IN ALUMINIUM MIRROR FINISH



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

CITY SEASONS TOWERS





SHOPPING CENTER



EDUCATIONAL INSTITUTE













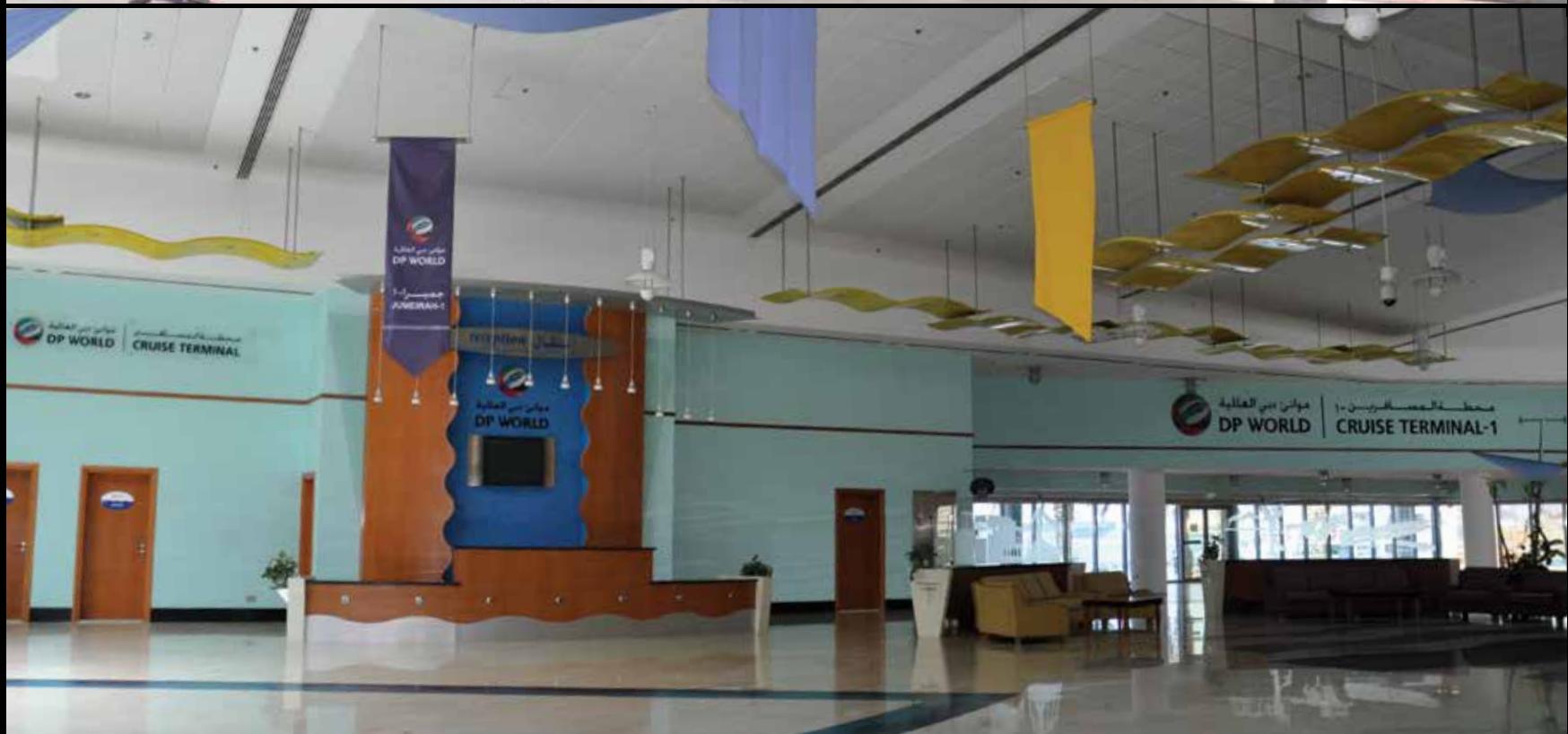




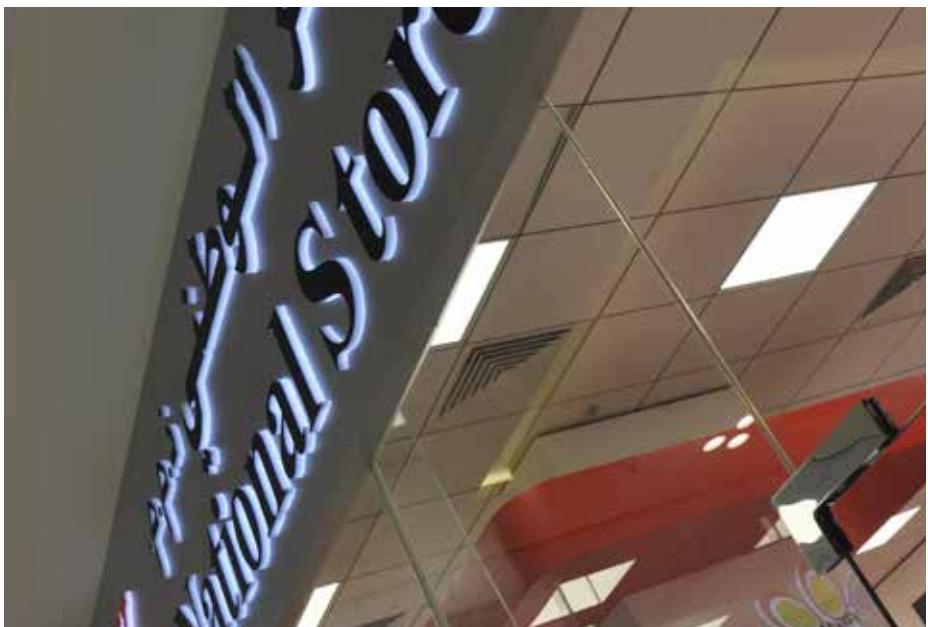




PORT RASHID CRUISE TERMINAL 1



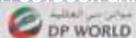




CLIENT : DP WORLD

LOCATION : PORT RASHID

SCOPE OF WORK : OUTDOOR GATE SIGNAGE



WELCOME TO DP WORLD - MINA RASHID

مرحباً بكم في موانئ دبي العالمية - ميناء راشد



CLIENT : DP WORLD

LOCATION : JABEL ALI - HR OFFICE

SCOPE OF WORK : OUTDOOR CUT LETTER - OUTDOOR & INDOOR





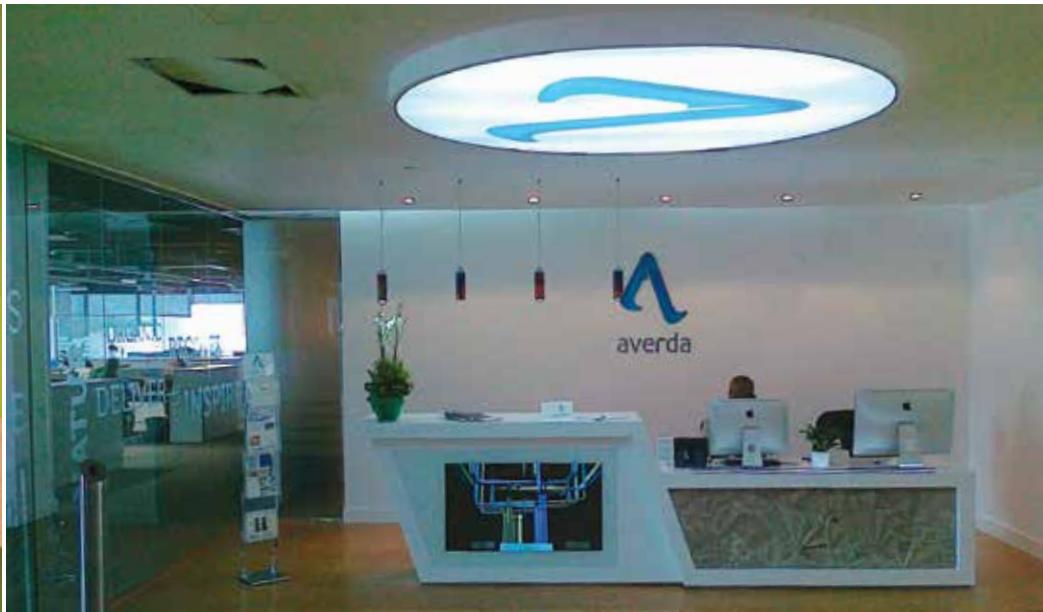
CLIENT : LOUI'S RESTAURANT & CAFE
LOCATION : DOWNTOWN DUBAI
SCOPE OF WORK : ALUMINIUM FRONT LIGHT 3D LETTERS

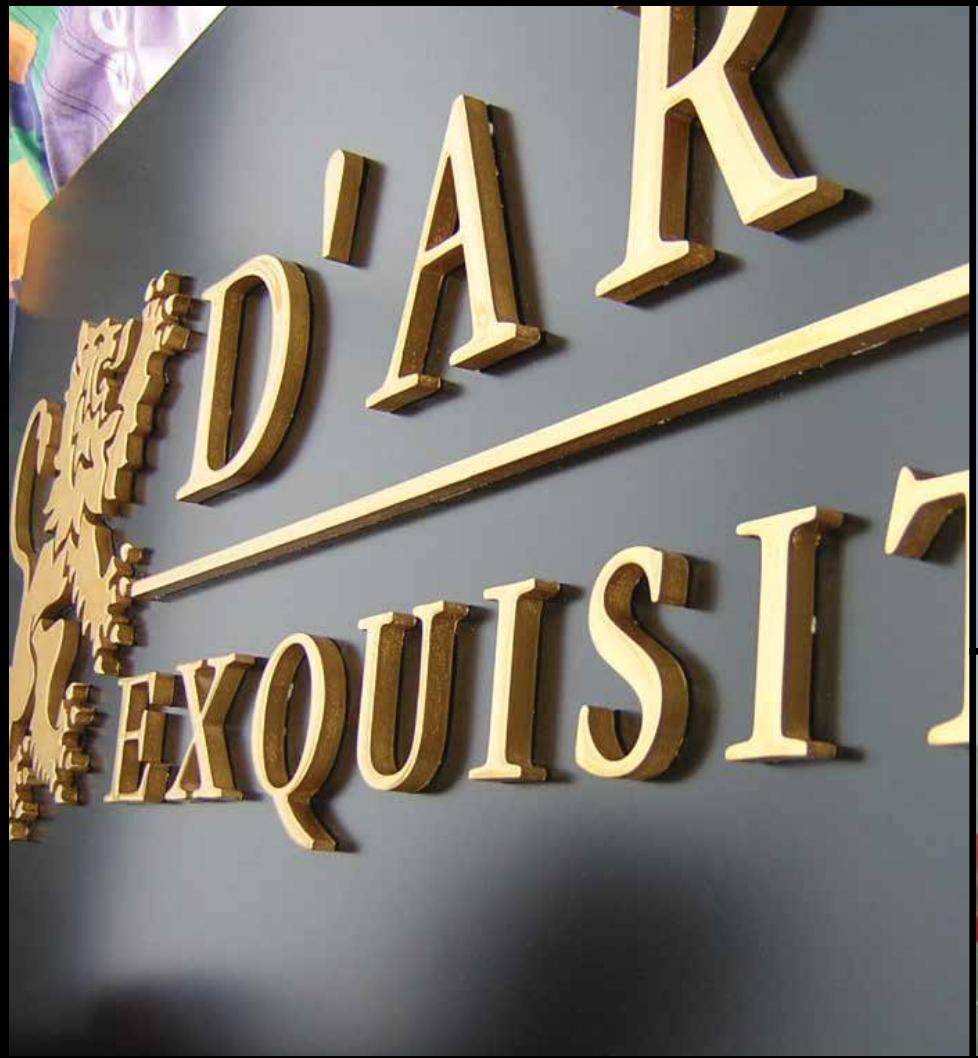


CLIENT : AUDI VOLKSWAGEN ME FZE
LOCATION : ABU DHABI
SCOPE OF WORK : METAL PILLOWS



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









RESTRUCTURING PORT RASHID TRAFFIC WAYFINDING

DM / RTA / DPW COMPLIANT



THINREDLINE
A D V E R T I S I N G L L C

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