

Profile

“In a customer’s mind, a branded built environment enhances a destination’s reputation, that is, the experience & value they expect to get”

Hence, environmental branding, wayfinding & signage design should enable destinations to deliver distinctive experiences - branding them to life through all internal external touch - points

About Us:



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Established in 1963, Axon Business System LLC is a subsidiary of the Mostafa Bin Abdullatif Group, one of the oldest and most respected conglomerates in the UAE. We offer consultancy, turn-key solutions and services, closely coordinating with consultants and end-users to ensure only the best solution is provided. Axon is proudly associated with top-ranking global brands in Security, Office Automation and Wayfinding Solutions. Our team of trained experts endeavour that customers continue to experience a pleasant association with Axon. This is complemented by an experienced and professionally managed service team, capable of providing 24x7 services all over the UAE.

The Mostafa Bin Abdullatif Group, established since 1924, initially focused on the trade of precious gems, namely pearls. Real estate development and trading was added to the portfolio in the early sixties. Today, the Group manages a rich and diversified portfolio of marketable securities and other assets including exclusive dealerships/distributions of world-class brands such as Braun, GBC, Legamaster, Sargent & Greenleaf, ISGUS, IDEAL and Modulex.

Eighty Nine years of commitment and growing.



Axon Signage Industries LLC (ASI) is a division of Axon Business Systems LLC. Axon along with its partner Modulex has been offering turnkey wayfinding and signage solutions since 1963 in UAE. Axon has executed many landmark projects during this period. ASI was setup as a separate division so that we could channelize our expertise gained over years to ENHANCE THE BUILT ENVIRONMENT.

We help you in creating an experience that allows you to connect with your stakeholders in the physical space and in the process help you to communicate your brand message in a way that cannot be replicated in the digital realm. Ensuring your brand identity is integrated into your built environment will help you to enhance the destination's reputation and stakeholder's experience. We will help you to deliver distinctive experiences for your built environments.

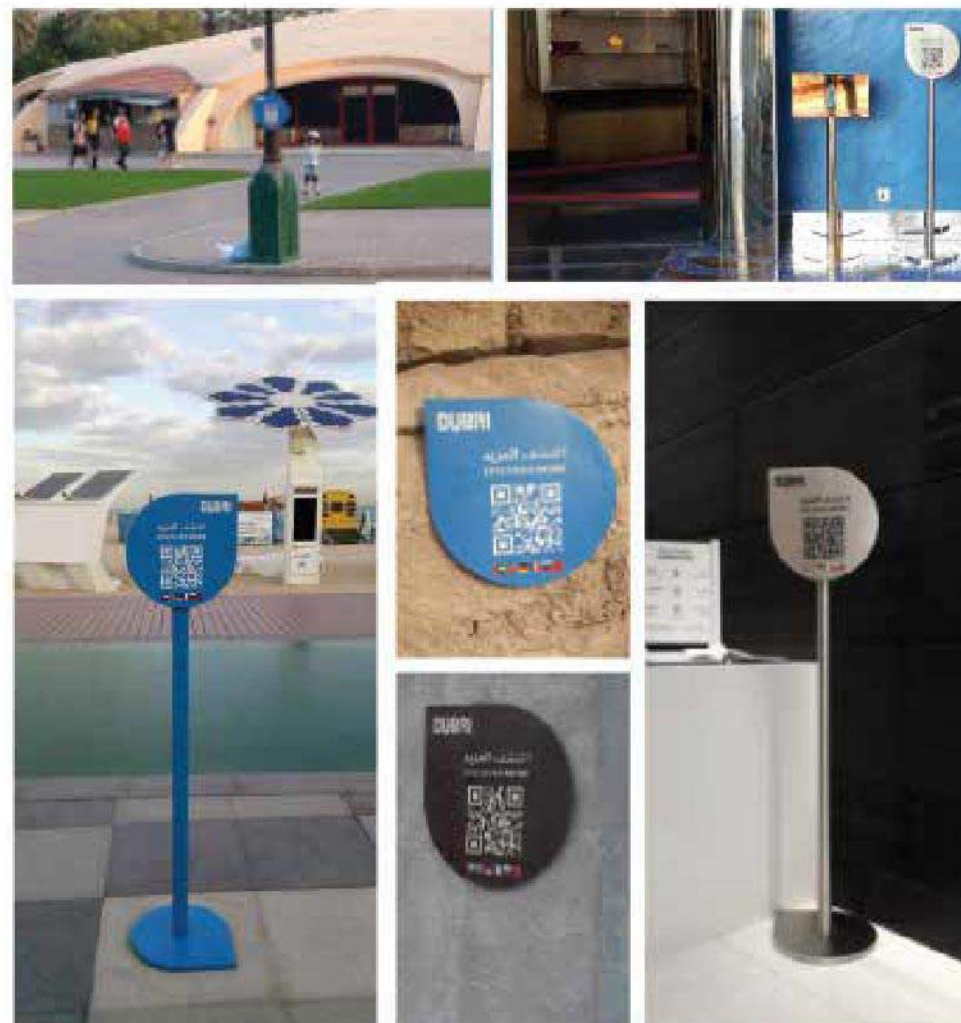
Turnkey Projects_Completed

Louvre-Abu Dhabi



Client: Department of Culture & Tourism, Abu Dhabi
Contractor: ASO Louvre JV
Consultant: Atliers Jean Nouvel
Project Manager: Turner International
Scope: Design, Supply & Installation of Internal, External and Wayfinding Signage

Dubai Tourism - Point of Interest QR Code Signs



Client: Dubai Tourism
Contractor: NA
Consultant: NA
Project Manager: NA
Scope: Sign Audit, Design and Installation

Commercial & Residential Building, JVC



Client: MBAL Investments
Contractor: Team Engineering
Consultant: Arif & Bintook
Project Manager: NA
Scope: Design, Supply & Installation of Internal, External and Wayfinding Signage

Turnkey Projects_Completed

Emirates Head Quarters, Dubai



Client: Emirates Group
Contractor: NA
Consultant: NA
Project Manager: NA
Scope: Design, Supply & Installation of Internal and Wayfinding Signage for the building including Parking areas

Business Village, Dubai



Client: Dubai SME
Contractor: NA
Consultant: GAJ
Project Manager: NA
Scope: Design, Supply & Installation of Internal and External Signage including Wayfinding and Signage design manual

Dubai World Trade Center, Dubai



Client: DWTC
Contractor: NA
Consultant: NA
Project Manager: DWTC
Scope:
 Phase 1: Developing Signage and Wayfinding Manual
 Phae 2: Fabrication and Installation of Signage

Turnkey Projects_Completed

Chamber of Commerce, Sharjah



Client: Sharjah Chamber of Commerce & Industry
Contractor: NA
Consultant: NA
Project Manager: NA
Scope: Design, Manufacture & Installation of Internal and External Signage

Index Tower



Client: Union Properties
Contractor: Multiplex
Consultant: Foster and Partners
Project Manager: Confluence
Scope: Design, Manufacture & Installation of Internal and External Signage

Rugby Sevens Stadium, Dubai



Client: Emirates Group
Contractor: NA
Consultant: NA
Project Manager: NA
Scope: Design, Manufacture & Installation of Internal and External Signage

Current Projects:

LIV Residence, Dubai Marina



Client: LIV Real Estate LLC
Contractor: Al-Qabdah
Consultant: NAGA
Project Manager: NA
Scope: Design, Fabrication & Installation of Internal and External Signage

Three Towers , Al Garhoud, Dubai



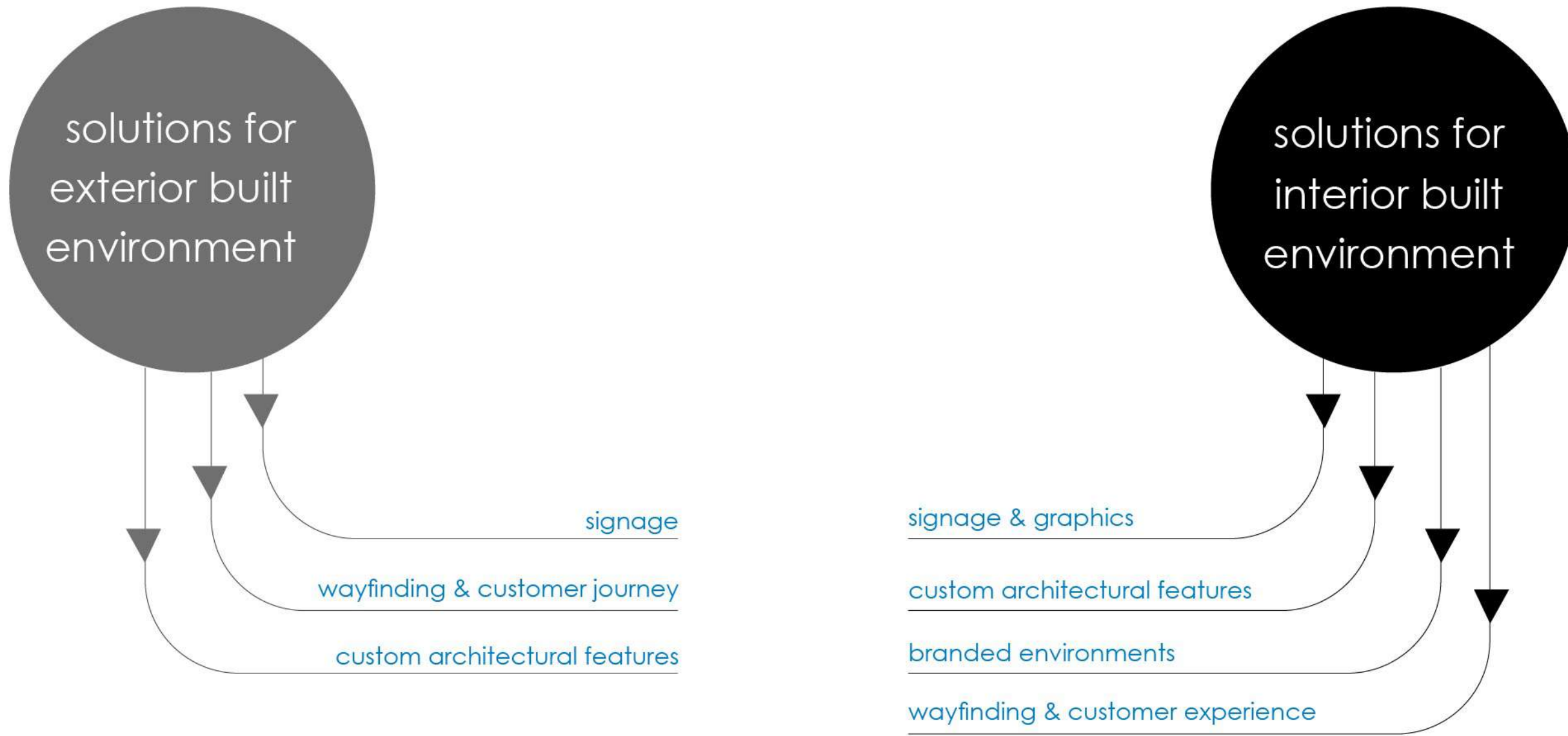
Client: Asam Investments LLC
Contractor: Bu Haleeba
Consultant: Archgroup
Project Manager: Archgroup
Scope: Design, Fabrication & Installation of Internal and External Signage

The Dubai Edition, Burj Khalifa District



Client: Jarvis Corporation / SOL Properties
Contractor: Bhatia General Contracting Co. LLC
Consultant: Access
Project Manager: NA
Scope: Design, Fabrication & Installation of Internal and External Signage

Our Solutions:



our approach

The Process:

Discovery

Explore the scope of the project as well as the requirements of the environment and its users.

Definition

With a clear understanding of the needs and challenges of the project - the focus and definition of a solution, inclusive of: information management, brand identity and product selection.

Delivery

Production, manufacturing, installation and continued maintenance of the solution.

	Scope	Audit	Program	Design	System Selection	Documentation	Production	MFG & Finishing	Implementation	Maintenance
Description	Define the project with information available to date. Set the course of action in order to develop a structure for consultancy fees and preliminary project budget	Evaluate building regulations including guidelines for employers & other statutory requirements. Evaluate rates of churn & change and ways in which staff locate key facilities and individuals	Having an understanding of the building environment & wayfinding needs, we now progress to identifying the core sign types, quantities, locations and information which will facilitate the communication & brand requirements necessary in the building.	In partnership with client representatives, a selection of colour, design elements and product solution options, which support the client's overall brand position.	Evaluate product options and select a final solution which meets performance, aesthetic and budgetary requirements for the project and the client	Preparation of final family of sign-type drawings and design & wayfinding guidelines once final system has been selected	Production artwork is created from sign family drawings for sign off. Final preparation of all supporting graphic enhancements; digital graphics, vinyl applications etc	Manufacturing of final sign system. Paint finishing, assembly and integration of components. Application of final graphic enhancements	Solution is integrated into the building environment in line with the clients programme by full time Brand Plus installation team.	Periodic cleaning, replacement and repair (Defined within the maintenance manual)
Benefit	Consolidates budgets at an early stage. The outset of this is that a strong brief is developed providing a point of reference as the project moves forward.	Full understanding & consideration of the specific environment to ensure the right decisions are taken in the initial stages of the design process, thereby increasing staff efficiency & creating a stress-free journey for all users. Ensuring all statutory requirements are adhered to in this process.	Ensure consistent approach throughout the journey using the right information at the right time & in the right place.	Information and brand requirement are integrated to support both the projects and the organization's overall culture, communication and identity.	Costs are secured by selecting the right product to suit the budget available as well as providing the maximum environmental performance and visual appeal.	The complete program can be documented for customer for customer needs and future re-order and management requirements.	Ensures information & design layouts are correct at point of manufacture & inline with client approval.	Central manufacturing delivers uniformity of finish & product size tolerances	Ensures on site consistency & knowledge of the programme & site issues.	Ensuring a consistent, positive image for employees & customers.
Action	<ul style="list-style-type: none"> Define what we will do, when we will do it & the methodology we will apply 	<ul style="list-style-type: none"> Evaluate regulatory requirements specific to the environment Develop user group profiles Assess current building layout any future plans for development Evaluate traffic patterns & flow, assessing information needs & how this is managed & effectiveness of churn & change 	<ul style="list-style-type: none"> Develop & design sign family where signs are situated in the general flow of traffic Written methodology to wayfinding in the building Schedule the sign types, locations & messages along with full implementation proposal Develop text schedule Evaluate project management requirements 	<ul style="list-style-type: none"> Evaluate brand requirements Integrate information Identify design elements Propose product solutions Develop design concept create sign family 	<ul style="list-style-type: none"> Evaluate product performance Select final solution Develop programme and installation plan based on materials selected 	<ul style="list-style-type: none"> Create sign-type drawings Create design manual Identify re-order elements Prepare re-order program Prepare installation program 	<ul style="list-style-type: none"> Produce artwork Develop design manual 	<ul style="list-style-type: none"> Mfg sign types Integration of any bespoke elements Paint & finishing Application of graphics Provide value engineering Prototyping 	<ul style="list-style-type: none"> Install sign system Installation is complete & signed off on site 	
Deliverables	<ul style="list-style-type: none"> Preliminary budget proposal & defined wayfinding approach 	<ul style="list-style-type: none"> Defined policy & approach against all building regulations Explicit understanding of wayfinding requirements Programme established as per findings 	<ul style="list-style-type: none"> Text schedule Overall project proposal 	<ul style="list-style-type: none"> Design concept proposal Solution design for approval 	<ul style="list-style-type: none"> Product selection Final budget Final project plan Execute installation agreements 	<ul style="list-style-type: none"> Design manual and maintenance 	<ul style="list-style-type: none"> Painted & finished system Value engineering feedback 	<ul style="list-style-type: none"> Installed solution Ongoing partnership 		

RESOURCES



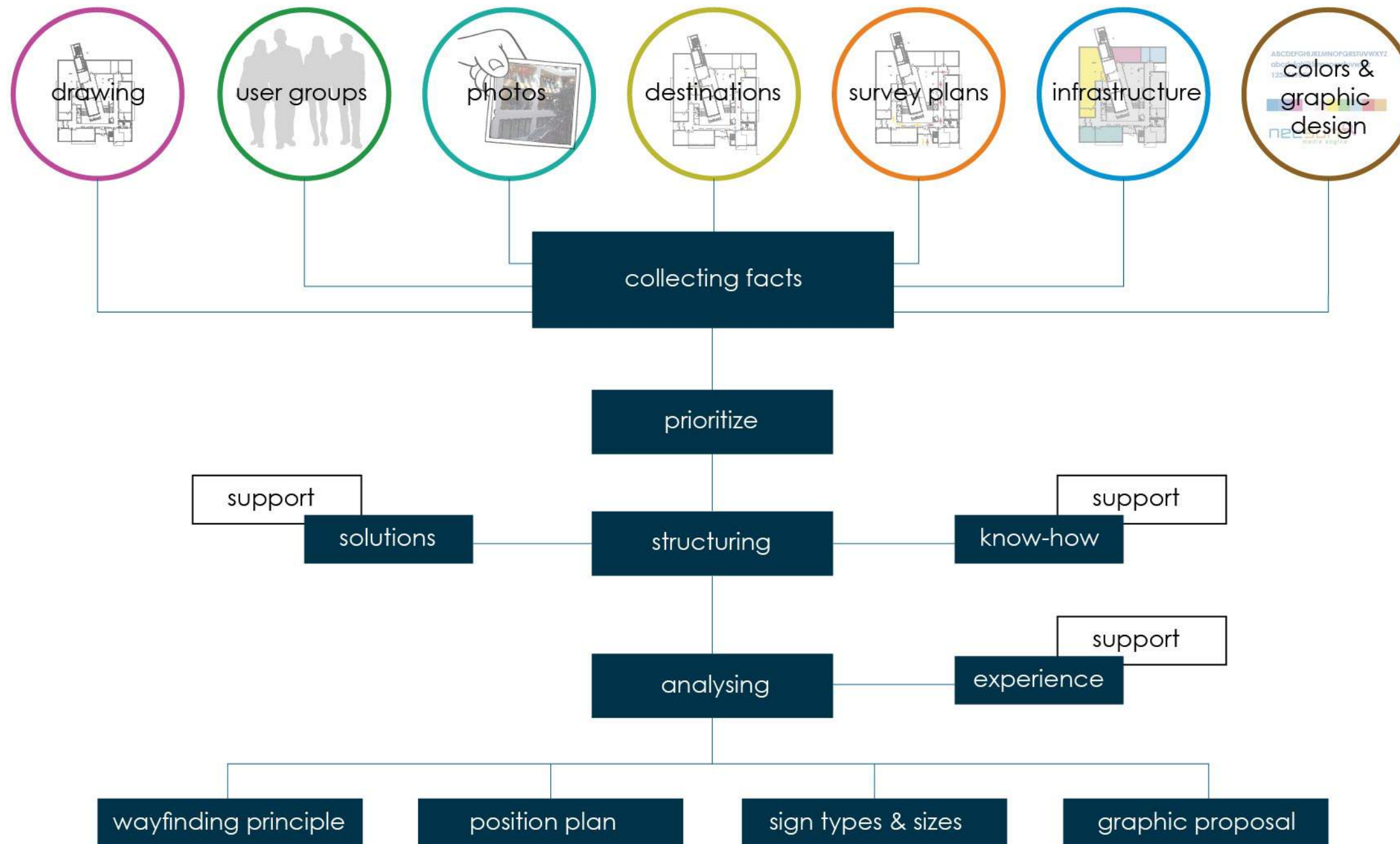
stake holders

A holistic perspective to Wayfinding delivers an end user experience that is stress-free, enjoyable, that allows them to know where they have to go and the same time Wayfinding should seek to create economic activity and pride in local communities

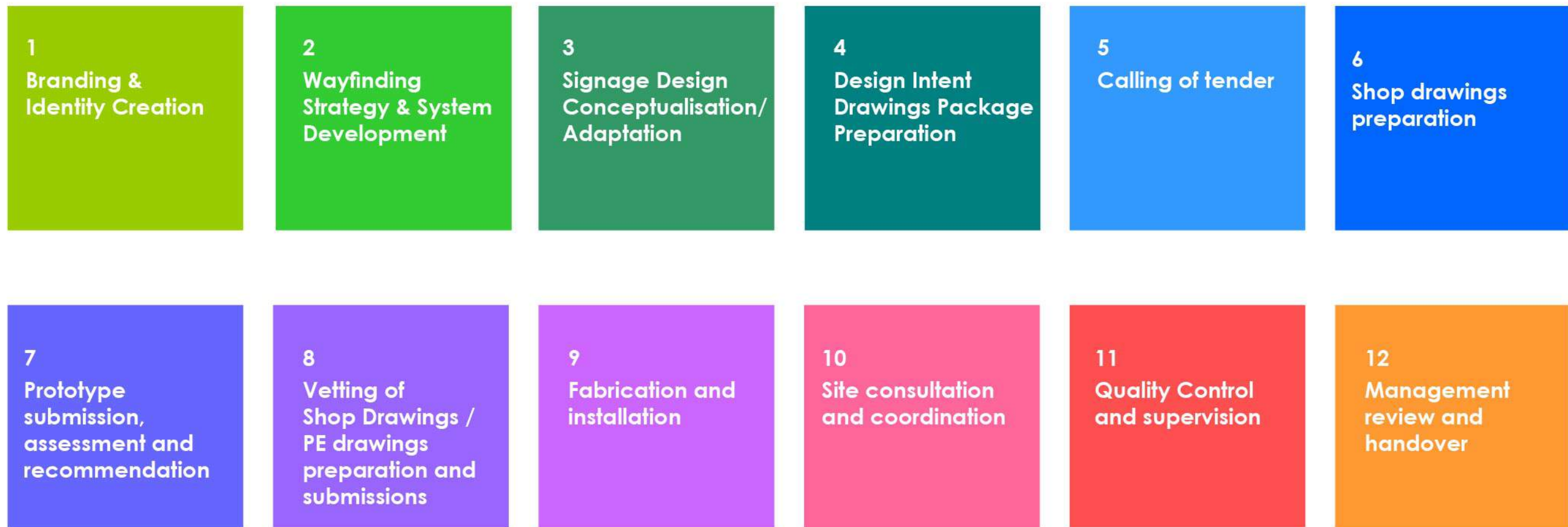


the process

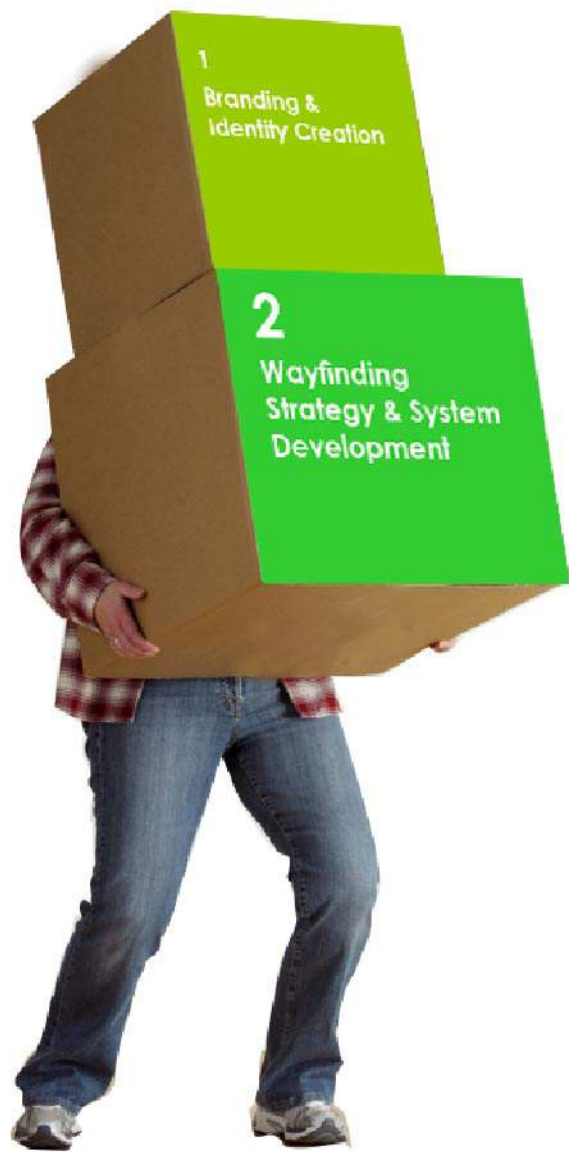
Our process is built on the input of facts and our know-how and experience in analysing complex infrastructure and graphic design



ASI delivers and manages a comprehensive system of programme phases...



...or based on customisable modules



Thank you.



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