

## Case study

# Chevron House - Aberdeen

### What was the brief?

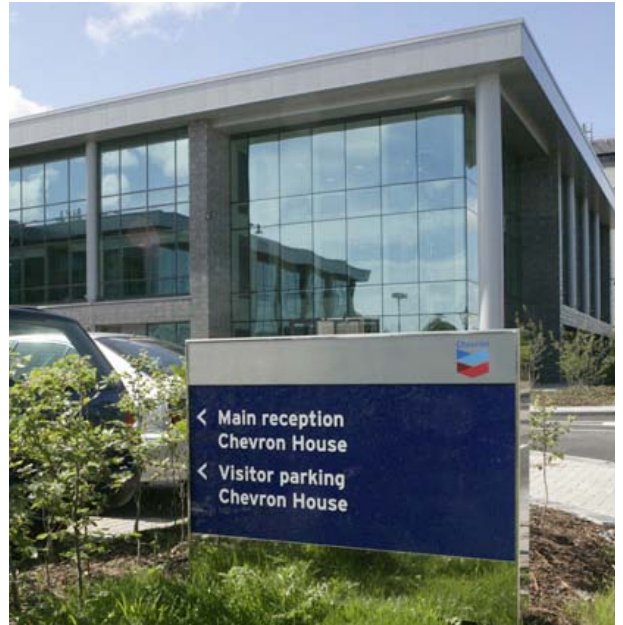
To create an effective wayfinding system for Chevron House, the oil giant's striking new premises in Hill of Rubislaw, Aberdeen

### Were there any constraints?

The system had to comply with Chevron's stringent international design guidelines and included corporate signage. It needed to embrace two separate wings joined by a walkway, and to be easily updateable.

### What was the thinking behind the solution?

From the outside the three-storey Chevron House has a certain Modernist drama, with an imposing glass frontage, sleek columns and flat roof. Inside, however, it lacked character, and the wayfinding system provided a welcome opportunity to explore a more expressive aesthetic, while helping people to understand the buildings' layout.



## Case study

# Chevron House - Aberdeen

### How was the project executed?

The central concept was a series of huge, bright canvasses, following the curve of the walls and in the stairwells. These featured abstracted, flattened natural images with intense colours – sand dunes, leaves, water – and were echoed in overlapping hanging banners, strategically positioned throughout the building. The imagery served physically to create recesses and installations, and achieved a strong, identifiable presence on each floor through use of a specific colour. Furniture, halo lighting and floor textures were colour co-ordinated to further define the zones. Clusters of information were presented on modular aluminium panels by doors and stairways, each one topped with a small strip of the relevant zonal image.



**inside**information

wayfinding design for spaces and places

Findhorn House, Dochfour Business Centre, Inverness IV3 8GY

Tel: 01463 226555 Email: [info@ininfo.co.uk](mailto:info@ininfo.co.uk)

[www.ininfo.co.uk](http://www.ininfo.co.uk)