



KordaMentha

When the team at KordaMentha approached Claude Neon seeking a classic style, high impact yet modern solution, we looked no further than our market leading LED Flex product for this KordaMentha building sign.

The Challenge

Though a seemingly simplistic yet effective logo, it was, as always, imperative to align all colours, fonts and illumination with KordaMentha's brand standards, whilst translating it effectively to achieve an optimum signage outcome. We worked closely with the team at KordaMentha to ensure they were confident in all materials, colours and methods by multiple samples and drawings to offer a transparent project every step of the way.

Being a CBD location, we needed to align with building managements strict terms of work, which we accommodated including after-hours works, full safety catch nets stringent SWMS and security documentation.

A clear understanding of what is involved in satisfying all parties involved, including external influences as building management teams and local councils is another reason Claude Neon are the sky sign market leaders.

The Result

With senior management on site, the switch on of the sign

left all at KordaMentha and Claude Neon excited about their latest investment.

Prior to installation, Claude Neon installed a fully operational sample to ensure the colour and illumination was in line with the high expectations of the management team at KordaMentha. This critical step is one Claude Neon offer to all clients to ensure transparency and understanding to all parties involved.

The latest LED Flex CBD Sky Sign in Perth for 2014/2015 stands as a testament to effective branding represented clearly and effectively by a broad signage industry and technology vision that can only be achieved by the experience and research & development Claude Neon have accumulated by almost 100 years as experienced sign makers delivering landmark signage projects in Australia and New Zealand.

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