

modulex

Sign Systems,

Information Management

and Visual Identity

A stylized orange book cover featuring a globe graphic in the background. Overlaid text includes 'modulex' at the top, followed by 'Sign Systems, Information Management, and Visual Identity' in large white font, and 'Global Supply Chain' in smaller white font. The authors' names are listed in a diagonal line: Susan Murphy, James Michael Thomson, Lalla Q. Poulsen, and Mick Jr. McKinnley.

modulex

Sign Systems, Information Management, and Visual Identity

Global Supply Chain

Susan Murphy

James Michael Thomson

Lalla Q. Poulsen

Mick Jr. McKinnley

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Sign Systems, Information Management and Visual Identity

Modulex has profound experience and knowledge of information management, sign systems and the communication of visual identity. Over the years, we have created many effective solutions based on the thorough analysis of traffic flow, user groups and information needs, a method known in our business as wayfinding.



If you need to develop a bespoke sign solution which supports your brand values and visual identity we could be the right partner for you. We are confident that we can offer you a sign system that provides the right information at the right time and in the right place.

Logistics are often a challenge in connection with large, international signage projects. Every sign is both unique and an important part of the whole solution, and the installation of new signs must often take place in several locations simultaneously. It is therefore crucial to select a partner who is used to delivering large signage projects on time, and who has an organization which can operate in several markets. We have an unequalled track record in this field. The distribution of Modulex products is provided through an extensive and well tested network of partners who all possess the necessary knowledge and insight.

Did you know?

By significantly reducing the number of signs required, a well-designed sign system will save money as well as providing a more effective solution.

Our partner in your territory is able to advise you about your choice of sign system and to make sure that you get a solution that is logical, adjusted to your specific needs and supports your company's visual identity.

How we work

Wayfinding, an analysis of traffic flow, user groups and information strategy, is a professional tool which all our sales consultants are trained to use. We make sure that you get the right solution by carefully carrying out the following well-tried process.



We listen:

- In order to deliver a sign system which supports your strategic aims, we need to understand your business and your plans for its future. So we listen.
- We gather information, existing documents, plans, visual identity material, etc.
- We define the scope of the project
- We prepare specifications



We analyse:

- We analyse the traffic, the traffic flow and we define user groups
- We process the information and standardise the means and language of communication
- We prepare detailed plans of the area
- We prepare a proposal for a sign system

At this stage the first draft of the sign system will emerge, with graphic elements, materials, structure, installation and budget proposals.



We prepare:

We prepare a sign manual including a description of the project and the graphic elements:

- Consistent graphic design – ensuring uniform communication
- Product description
- Plans for positioning of the different information elements
- Quantities

Now the final budget is prepared.



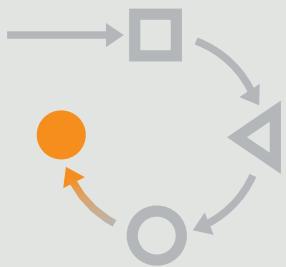
We implement:

When the budget is approved our team will start to carry out your project:

- Preparation of specifications and list of contents (production documentation)
- Production and assembling of the elements
- Texting of signs in our texting department
- Installation

When the project is completed our team will hand over the necessary documentation, prepare a maintenance plan and a plan for the extension of the system at a later date.

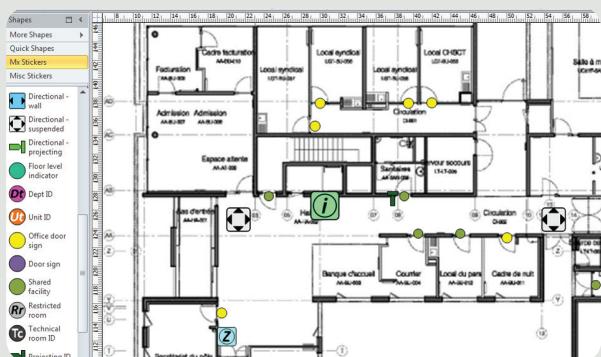
Our expertise



Wayfinding

Wayfinding may be defined as the mapping and optimization of the way in which people navigate in and around buildings. Over many years Modulex has developed techniques to create efficient wayfinding, using this knowledge to provide our customers with the simplest and most elegant solutions. We start by getting to know your organization, your employees and your facilities very well in order to create a detailed basis for the project. From this mass of information we aim to develop a simple and effective solution.

Whatever the sector – government, healthcare, education, hospitality – the main purpose of signage is to reassure users and keep them safe in unfamiliar surroundings, a process which may be summarized as: information, orientation, guidance and identification.



Did you know?

New technologies have revolutionized the way in which signage projects are analysed. Modulex sales consultants use Visual Signage Maker, a program developed specifically to manage a signage project. Visual Signage Maker ensures professional project management from analysis to implementation.



To ensure the smooth implementation of your project, Modulex sales consultants are equipped with an electronic project management tool called Visual Signage Maker especially developed for Modulex.

With Visual Signage Maker we not only ensure the best results during the initial analysis of the project, we also achieve full control of the content and the durability of your installation. Visual Signage Maker makes it possible to create a file that records the work that has been carried out. It is your guarantee that you have received a correct installation.

Development opportunities

Whatever you need – whether signs with permanent text, Paperflex with

exchangeable paper inserts or dynamic digital signs, Modulex offers you a perfect solution in a visually consistent system.

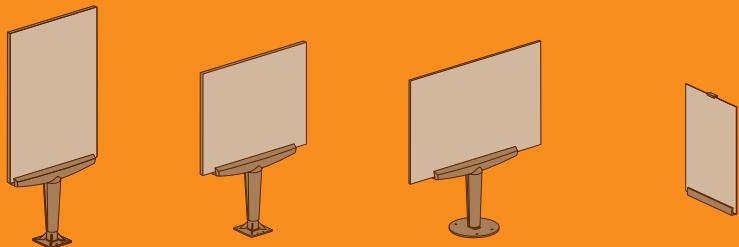
The solutions illustrated on the following pages are all results of daily co-operation and fruitful



communication between our sales consultants, our designers and our customers.



modulex.com/macerexterior-com



Identification sign combined with directional information

Simple and elegant

Macer Exterior is a suitable sign system for both orientation and the presentation of visual identity. Its elegance and simplicity make it ideal for both external and internal architectural signage, particularly on sites in the educational or cultural sectors. Macer Exterior consists of only three elements: a base made from galvanized steel to maximize durability, a decorative cover for the base and a panel for text. The system also allows outstanding freedom in the design of text and graphics.

Macer Exterior not only allows you to create signs of almost any shape and graphic content, it is developed to withstand even the most extreme weather conditions, and by combining Macer Exterior with Macer Interior you can achieve consistency between your exterior and interior sign solutions.



Identification sign combined with directional information



Survey board



Macer Exterior identification with built-in light



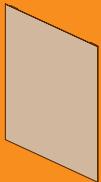
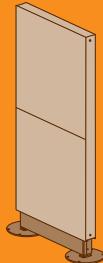
Did you know?

Macer is the Latin word for slim.

Despite their slim appearance it is possible to integrate lighting into these signs. With a range that includes both free-standing and wall-mounted types, Macer Exterior is suitable for both identification and directional signs.



modulex.com/messengerexterior-com



Survey board



Messenger Exterior ID monolith

Messenger Exterior



Elegant flexibility for your exterior areas

Messenger Exterior combines form, function and flexibility and its modular design allows you to add to your system easily.

Messenger Exterior can be combined with Messenger Interior to create a visually consistent system. Its sharp and elegant appearance communicates your visual identity effectively.



Messenger Exterior has a range of practical information boards

Did you know?

Messenger Exterior is modular, making it easy to design individual solutions which can be added to at a later date.

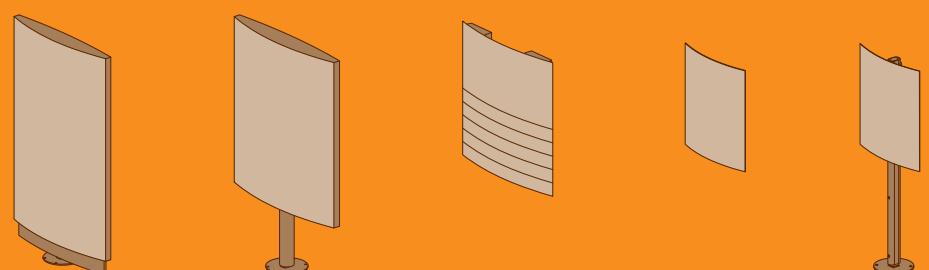
The robust aluminium and galvanized steel construction of Messenger Exterior make it very suitable for public areas.



Wall mounted identification sign



modulex.com/pacificexterior-com



Pacific Exterior



A Modulex classic

Pacific Exterior meets demand for good design and durability in extreme weather conditions.

Every sign has the clean lines of a piece of modern furniture, adding a unique touch of style to the area around your building.

Pacific Exterior brings form and function together by combining a large text field with several mounting options using a single base or a monolith. It is a modular and dynamic system and for many years have contributed to Modulex's leading position in the market.

Wall mounted picto panel



Did you know?

The Pacific Exterior range also includes a number of pictograms which makes it possible to communicate in a very direct and cost-efficient way.





modulex.com/compass-com



Compass Totem projecting sign



Post and Panel sign





In Compass you can combine the different posts

Simple and original

Compass is an outstanding exterior sign system with countless applications. It broke new ground in the world of architectural post and panel systems when we introduced it more than 30 years ago and we have continued to develop it since then. Today, Compass meets the highest standards of quality and functionality.

Compass works well in exterior applications, effectively identifying sites and outdoor areas and stylishly communicating a company's visual identity. By combining cylinder or trapezium shaped posts with a selection of flat signs you can create your own bespoke solution.

Compass is a highly flexible system offering almost limitless colour options. The availability of digital print solutions, print-on-panel and foil allow you to support your brand identity more creatively than ever before.



Did you know?

Compass is a highly flexible system which facilitates many different configurations: on a base, wall-mounted, suspended or as a monolith. Different types of base can be combined to give your installation a personal touch.





Macer Interior paperflex
door plate



With Macer you can choose different
materials - here it is painted aluminium



Macer Interior



Did you know?

The Paperflex sign system lets you update information quickly and easily.

The Macer "lock" is a clever device which allows you to protect your information against unwanted changes.

Unleash your creativity with the slimmest modular system on the market

Macer Interior opens up new creative solutions with an innovative system which combines slim and elegant design with great functionality and full modularity.

The design of Macer Interior consists of three simple elements: a unique support of extruded aluminium, a panel made of glass, acrylic, aluminium or Ethronite and a discreet upper support which is used on large panels and with Paperflex solutions as a locking device.

Combined with Macer Exterior this system offers a consistent solution from the outside of the building to the sign on the door at your destination. The print-on-panel technology (digital printing directly on the panel) makes it possible to text or decorate the sign as you like.



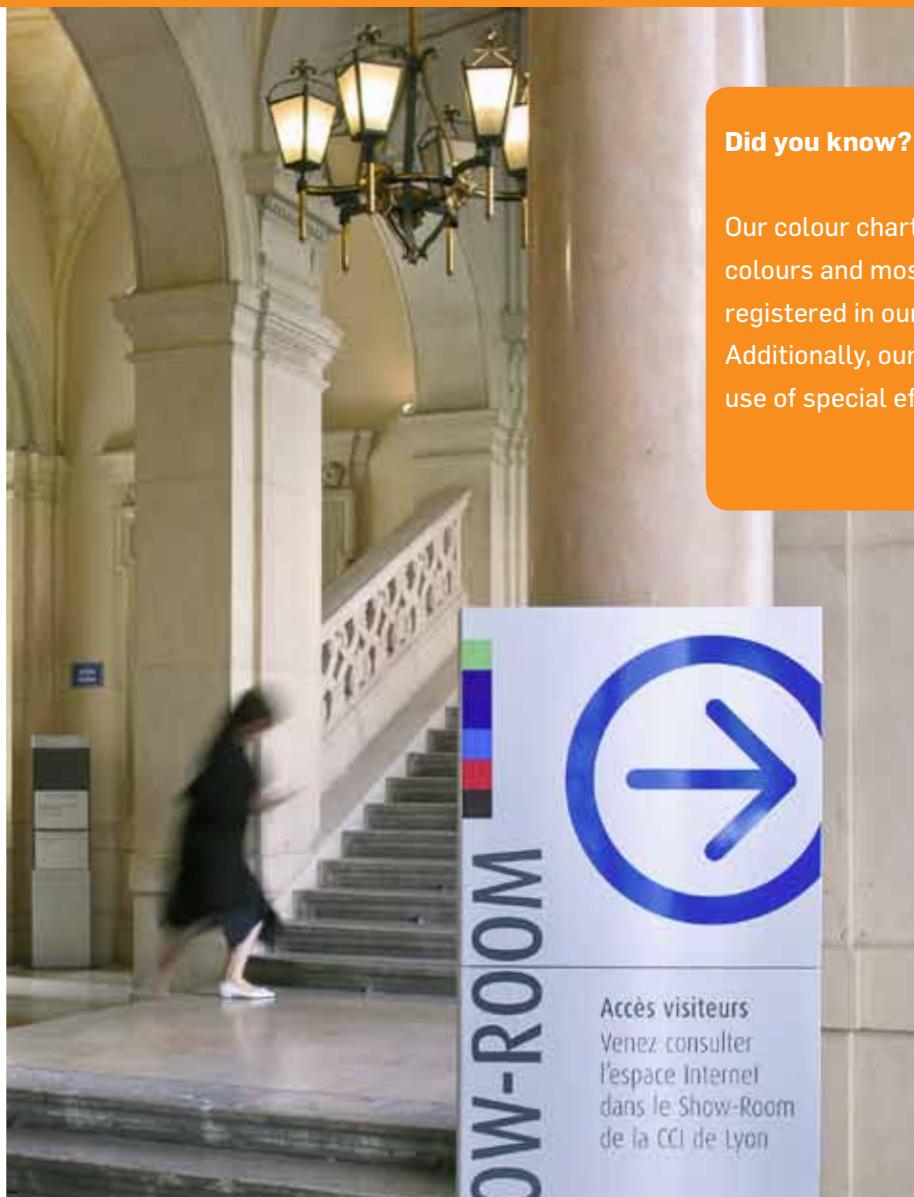
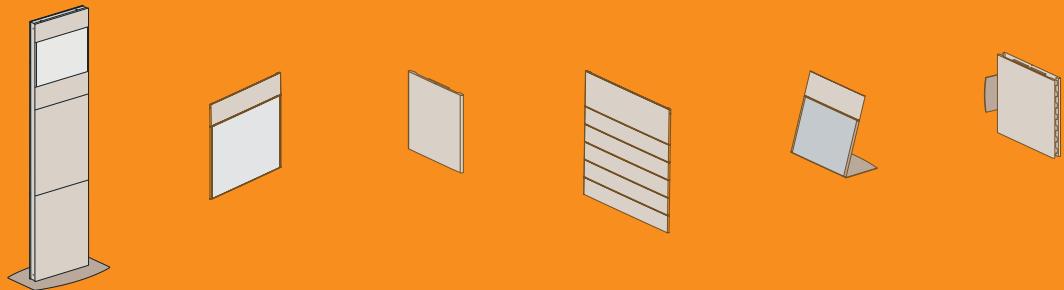
Macer Glass projecting sign



Macer Interior paperflex



modulex.com/messengerinterior-com

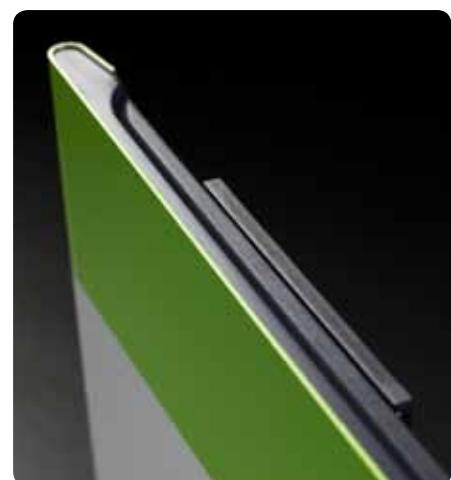


Door sign with paperflex

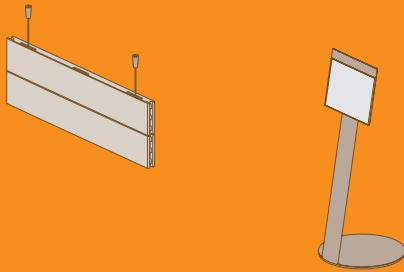
Did you know?

Our colour chart includes more than 70 standard colours and most NCS and RAL colour are already registered in our database.

Additionally, our print-on-panel technology allows the use of special effects like wood finish or skin effects.



Interior monolith



Messenger panels combined with an acrylic overlay

Complete modularity

Like all other Modulex sign systems, Messenger Interior is modular and designed for easy replacement and updating.

The Messenger system provides a wide range of different formats which can deal with any situation: wall signs, suspended signs, projecting signs and signs on posts.



Free standing support
with A3 paperflex and header

The many similarities between the Pacific and Messenger systems make it possible to combine these two systems in a consistent solution and, in areas where regular updating is required, the Paperflex system enables you to display your own printed documents protected by an acrylic plate.





Free standing support with A3 paperflex and header

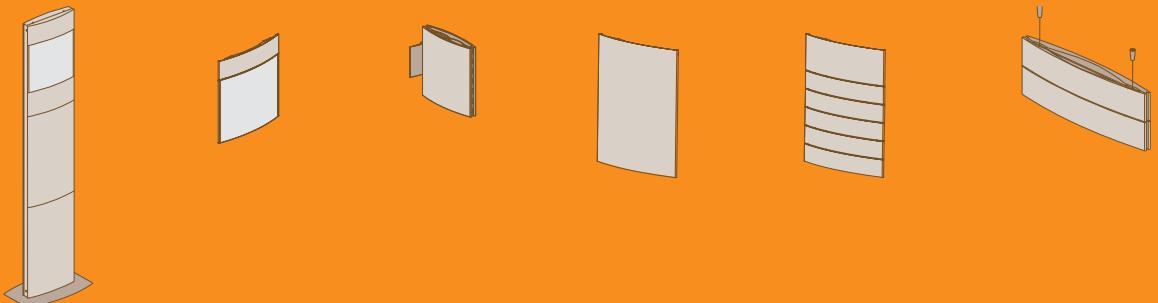


Add extra character to your signage with Pacific Interior Accent

Wall mounted Pacific Interior



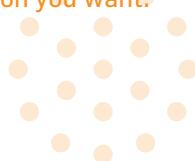
modulex.com/pacificinterior-com



Did you know?

With Pacific Interior Accent you can individualize your sign system by emphasizing or toning down parts of the sign.

You can even create your own motif to achieve exactly the visual expression you want.

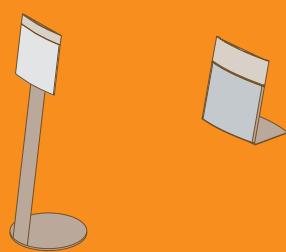


Elegant and modern style

The pure lines and compact appearance of the Pacific system allow it to blend into any environment and its comprehensive range provides a simple and attractive solution which will guide you throughout your journey.

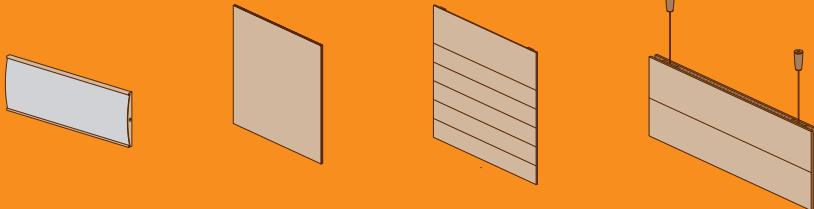
The panels are modular and fully interchangeable, which makes it easy to update the system.

A wide range of sizes and types can cope with any situation: overview signs, directional signs or door signs; wall signs, suspended signs, projecting signs or signs on posts.





modulex.com/infinityclassic.com



Infinity Glass mounted on grid



Infinity Classic grid



Infinity Classic rails



Infinity wall signs on grid

The most versatile architectural sign system

Infinity Classic is the perfect solution for complex projects. Its modular and highly adaptable system is based on a perforated back plate to which injection moulded plastic clips may be fixed – a classic Modulex solution. You can therefore put together panels very freely and extend and modify the system later if necessary.

Infinity can also be used without a back plate, but with an intermediate piece and fixing clips that are more cost-efficient (see Infinity Basic). If you want a more distinctive solution you can design your own system or even introduce alternative materials. Infinity offers unequalled flexibility of design and all the advantages of a conventional modular system.

And our new print-on-panel technology opens up even more possibilities. This direct digital print system can print in all colours including white, offering the designer full graphic freedom and a real quality finish.

Did you know?

Infinity offers different mounting options from a back plate with a locking system to wall rails and mounting clips, screws or self-adhesive tape.

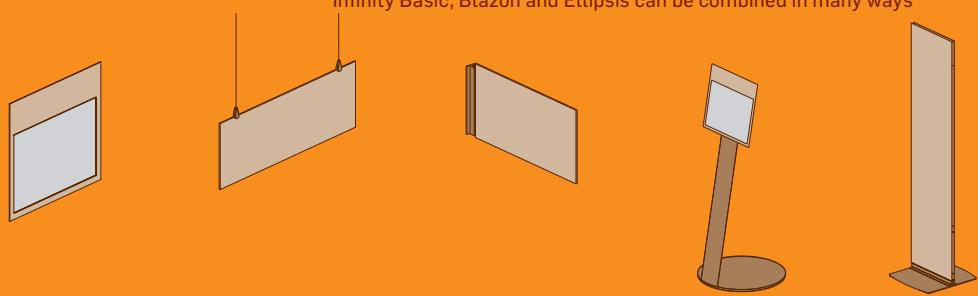
Infinity is without doubt the most versatile and innovative system on the market.



Infinity Basic, Blazon and Ellipsis can be combined in many ways



modulex.com/infinitybasic-com



Infinity Ellipsis



Infinity Basic



Infinity Basic Paperflex



Infinity Ellipsis

Did you know?

All the versions of Infinity - Classic, Basic, Blazon or Ellipsis - can be combined and mixed freely.

The creative opportunities are boundless.



Infinity Basic – a clever and cost-efficient system

Infinity Basic makes it possible to carry out projects with interesting graphic content without sacrificing the economic advantages of the industrialized system.

Infinity also allows a creative approach to form – without the cost penalties usually associated with special solutions. So you get the cost benefits of mass production and the reassurance that the system can be supplemented in the future without sacrificing creative freedom. Taking advantage of this, Modulex designers have developed new shapes like Infinity Blazon and Infinity Ellipsis.

Infinity Blazon is as complete a system as Infinity Basic. It is based on a heraldic form – hence the name Blazon which refers not only to a shield for the protection of the warrior but also the token and symbol of his family.

Infinity Ellipsis is also a complete system offering a wide range of wall signs, suspended signs, projecting signs and door signs in both Paperflex and permanent versions. All the sizes can be combined to achieve innovative and interesting solutions and the fixing method also allows for the mutual rotation of panels fixed back-to-back.





12:23

Meeting Room

Production meeting

12:00 - 13:00

Next meetings:

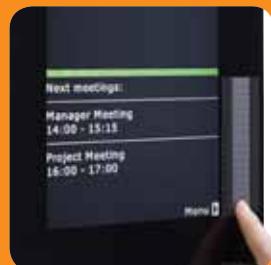
Marketing meeting
13:00 - 15:00

Menu ▶



modulex.com/dynamic-com

Facility View interactive
Green = meeting room free
Red = meeting room occupied



Digital solutions

Intelligent solutions in contemporary design



40" screen Monolith

Nowadays, digital technology dominates most of the world of communication and Modulex is continually developing solutions which employ the latest techniques: directories, identification and information about events, by means of wall-mounted screens or free-standing monoliths: meeting room management with Facility View and identification of offices with eFlex. These new systems are designed to integrate with the existing Modulex ranges, thus achieving new levels of flexibility and interaction by means of touch function, Wi-Fi connectivity and other innovative technologies.

The eFlex sign is based on a bi-stable technology that only uses power when being updated. Driven by a battery and updated by a wireless network, the sign requires no cabling, so is ideal for glass mounting. eFlex can be used as a door sign, a small meeting room sign or a free-standing desk sign.

Did you know?

eFlex signs operate via WI-FI.
They are battery operated – entirely without cables.
The signs are based on an eco-friendly bi-stable technology and information is easily managed in an Excel spread sheet.



eFlex desk and door sign



Touch screen





modulex.com/tactile-com

Tactile solutions



Door sign with raised letters and Braille

Modulex supports your wish to improve access for blind and visually impaired people

Only a very few sign companies possess both the expertise and the necessary technologies to create an effective tactile sign solution. Modulex is one of them.

Modulex' sales consultants are all trained to offer the best consultancy in this field. We have the necessary translation software from Duxbury System enabling us to produce correct Braille in any language and by using photo polymer plates, which provide the best marking, our texting team is able to handle all types of raised letter or Braille.

Did you know?

Braille and raised text is becoming mandatory in many European countries which means that sign solutions for room identification must be tactile.

Modulex offers different solutions of benefit to blind and visually impaired people.

Our tactile and Braille signage is approved by a number of leading organizations for blind and visually impaired people. You are assured of a result that is in full accordance with the expectations of blind and visually impaired users and of the regulatory authorities.



Raised pictograms can also be used as decoration



Basic Exterior

modulex.com/basic-com



Letters with Corona light



Customized solutions



From complex to simple

With Modulex, your signage project is not necessarily limited to traditional wayfinding or identification signs. Signage is often an important part of a company's global identity covering a wide range of materials such as name badges, self-adhesive decals and other forms of graphic communication. We are used to dealing with these things.

The Modulex product development and graphics teams are always here to support you. You are welcome to utilize our skills and to have your own series of letters or symbols produced in raised letters, cut in various materials like aluminium, Ethronite, Dibond, or acrylics, with or without illumination.

Did you know?

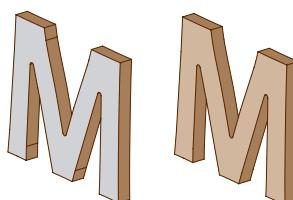
Modulex aims to market industrially manufactured sign systems whose unit development costs are reduced through mass production.

But if you have special requirements our engineers and designers are ready to help you develop unique solutions which meet the same high production standards as our standard products.



In contrast to the bespoke solution, the Basic Exterior series offers a standardised simplicity which combines quality and economy in ways that allow you to buy signs of a very high quality at really competitive prices. Basic Exterior is available in both curved and flat versions. The range is simple but very suitable for ID signs.

Modulex fulfils all your signage needs.

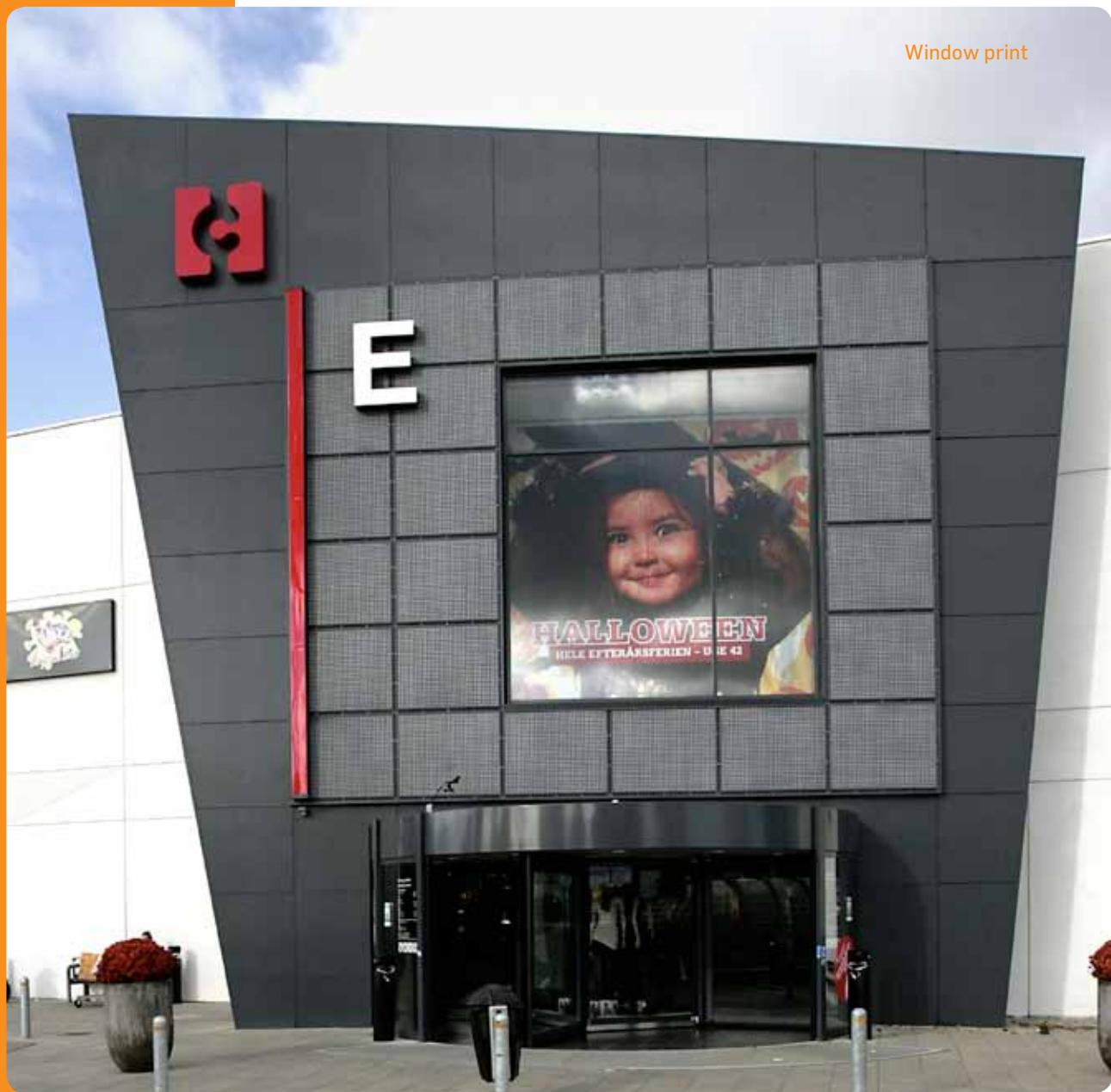


modulex.com/custom-com



modulex.com/graphic-com

Window print



Stencils or floor vinyl - just a few of the solutions that we offer

Graphic solutions



Skin effect - print-on-panel

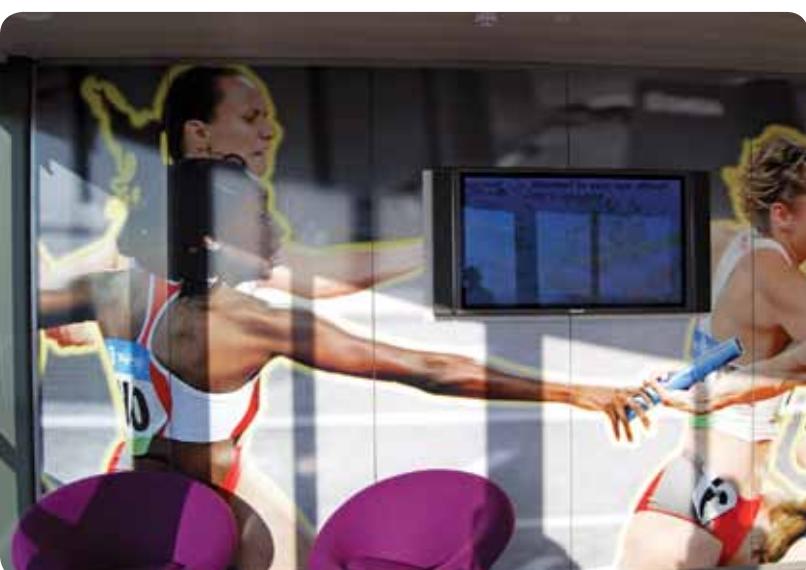
Environmental graphics improve signage

When we are moving around we constantly "build maps in our heads". This is known as cognitive mapping and occurs as we combine visual impressions of our surroundings. Normally, cognitive mapping draws on graphic elements, landmarks, and the variations in space, texture and colour which naturally occur in the environment. But when this material is supplemented by an effective sign system, the map is significantly improved, and the introduction of memorable large-scale designs on walls or glazing can provide rich sources of reference in what otherwise might be a fairly barren visual environment, such as an office floor or a hospital corridor. These designs, usually printed on adhesive vinyl substrates, can also make an important contribution to the visual amenity, and even the visual identity, of a building. Modulex also offers several complementary texturing technologies such as print-on-panel and computer cut foil which can be combined with tactile solutions to further enhance the effectiveness of the environmental graphic.

Contact our consultants, who will be happy to advise you.



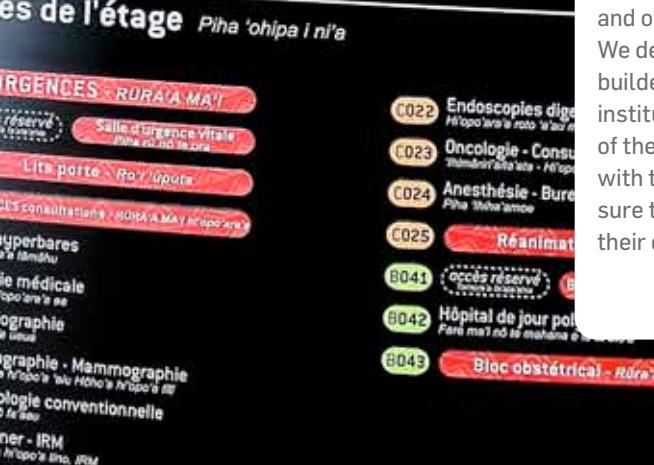
Integrating graphic wall paper with the signage offers a lot of exciting solutions



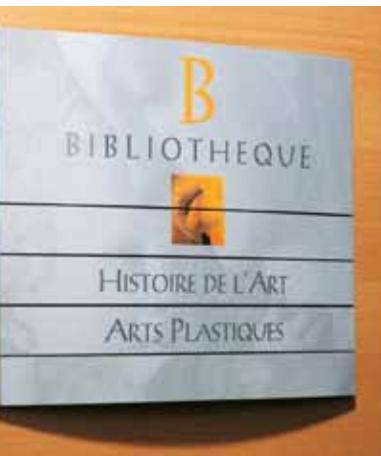
Supergraphics improve wayfinding

Did you know?

Modulex has invested in leading-edge texturing technologies, such as print-on-panel which involves the printing of text directly on to the panels, a technique which offers significant freedom to the designer of graphics and decorative elements.

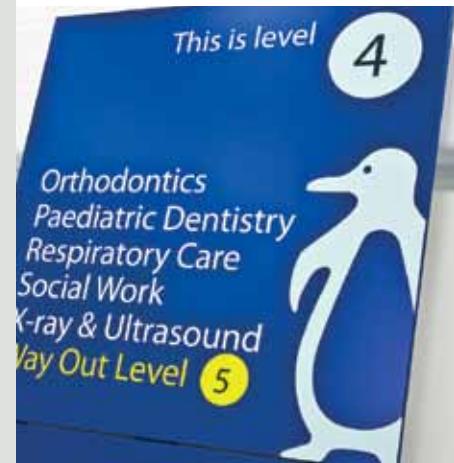


Education



Modulex has significant experience with projects for schools, universities, and other educational institutions. We deliver a complete package to builders and heads of educational institutions who want to be in control of their budgets. And we work directly with teachers and lecturers to make sure that the signage is meeting all their day-to-day demands and needs.

Healthcare



Modulex has a long and unique experience within the healthcare sector. Our tools and methods have proved their worth in hospitals all over the world. We provide a complete service for developers and hospital managers and we work directly with front line staff to deliver the best solution for patients, staff and visitors.



Signage solution delivered to a hospital in Tahiti. Designed by Alexis Bonnefous and Jean Rouaze

A wide range of experience

We have been at the forefront of our industry for many years

For decades, Modulex has produced dependable sign solutions for customers in many sectors. We have built up a comprehensive database of knowledge which is now an invaluable source of inspiration and guidance for all our new projects.

This experience enables us to deliver customized solutions and trouble-free implementation to all our customers.

Hospitality



Modulex aims to deliver flexible signs and information systems that help provide a pleasant experience for guests and conference participants. We offer a close working relationship with the management to ensure that all events create a positive and memorable impression. In these very dynamic environments we aim to provide the right information at the right time and in the right place.

Government



Modulex has worked with public sector institutions and offices all over the world. Their compliance with legislation and management of public funds must stand up to public scrutiny, so we aim to deliver cost-efficient solutions that are not only durable but also comply with all regulations covering accessibility, consideration for blind and visually impaired people, and environmental standards.

Corporate



Modulex offers a comprehensive service to the corporate sector. Our skills range from global brand roll-outs in several locations to specific solutions for a single site. Effective wayfinding can improve your company's efficiency and while the project is underway we take care to preserve the day-to-day running of your facility. And if yours is a multi-national business, our global network ensures consistency in your solutions.

A very special case



One of our latest hospital projects, the public hospital in the island of Tahiti, is particularly representative of the careful co-operation between the involved parties: the customer, the communication department, the designers and the engineers.

You can find more case studies by scanning the code below or by visiting www.modulex.com



modulex.com/cases-com



Did you know?

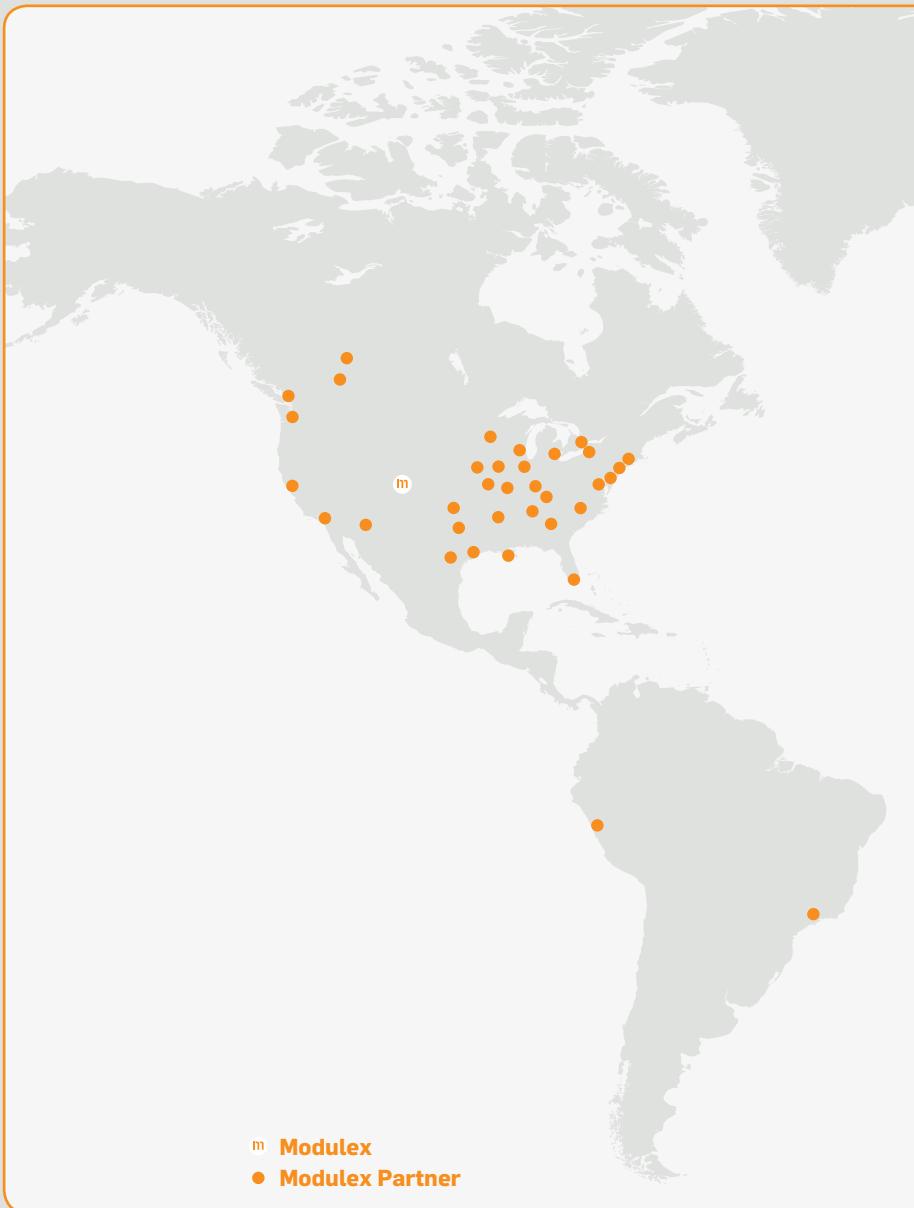
Modulex offers a unique set of skills and state-of-the-art production capacity.

Our partners work closely with us throughout your project to ensure the best possible outcome.

1

A separate unit for launch of global branding

Modulex has established a new division, Brand On, to handle the global roll out of branding and re-branding projects. Working closely with design agencies and internal marketing teams, Brand On works through our global network to provide detailed local knowledge and trouble-free implementation.

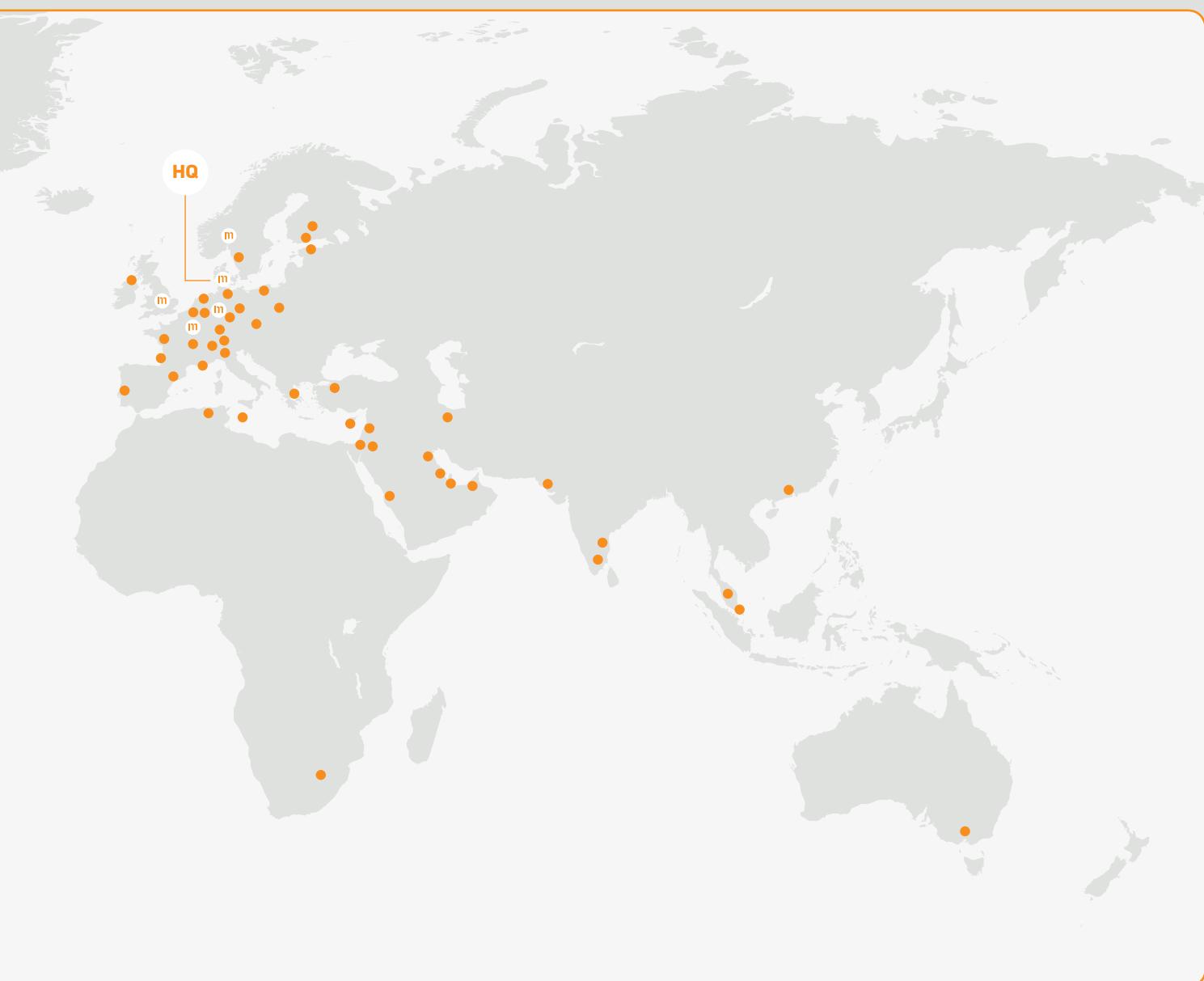


m Modulex
● Modulex Partner

A global vision

An extensive network is at your disposal

Modulex has a well-established network of distributors in more than 45 countries. We are all working together to offer our customers a wide range of solutions: facade signs, exterior monoliths and signs, interior sign systems, digital sign solutions, environmental graphics for glazing and walls. Whatever your signage requirements, we can fulfil them. You will find our products in banks, hospitals, airports, universities, town-halls, shops, museums and office buildings all over the world.



Local and global

Modulex has a well-established network of well-trained partners all over the world.

The combination of their skills and knowledge with our strong product range allows our partners to manage a project from design to implementation – regionally, nationally and internationally.

Ask our consultants. And let them propose an optimal solution for you and your company.

Modulex Partner