

Idea Store branding and signage

Client: London Borough of Tower Hamlets

Summary: Signage refresh programme



Bisset Adams were commissioned by Tower Hamlets Council to update the Idea Store signage and graphic scheme. Bisset Adams initially developed the Idea concept and architectural designs for Tower Hamlets ground-breaking Idea Stores in 2001.

The scheme updates the wayfinding graphics and extends the 'thought bubble' visual imagery, using photography and stylized graphic circles. New designs advertise courses and activities offered by the Idea Store in line with the government's Learning agenda.



The new signage and graphic scheme has been rolled out across three Idea Stores, refreshing the Idea brand and customer experience we created in 2002.

