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**URBAN WORKSHOP**

Brand Identity  
Typeface Development  
Signage  
Wayfinding  
Environment Graphics  
Building & Laneway Identification &  
Wayfinding  
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The urban workshop has reshaped Melbourne's skyline. The 33 storey tower provides a mix of commercial, car park, retail, leisure, heritage and public urban facilities.

Working closely with the architecture team we created a unique typographic signature for the signage and communications inspired by the laneway text that was laid into the bluestone floor. Navigating the myriad of DDA requirements and complex stakeholders the result is a bold signature visual language that has become synonymous with the buildings unique identity.