



# AstraZeneca

A global sign solution that meets AstraZeneca's information management needs and presents its brand in a consistent way around the world.

The sign solution is an important feature of AstraZeneca's visual identity. As such, it has to reflect the company's commitment to quality and innovation, whilst meeting the needs of a multi-site, global business.





### Business Challenges

With the merger of Astra and Zeneca in 1999, Modulex was appointed to create signage solutions for the newly developed brand. Modulex worked closely with AstraZeneca and the Interbrand Group - the creators of the brand identity - to help realise its design concept in a consistent and global perspective.

The signage solution had to work globally and be flexible enough for adoption at a range of facilities of different sizes worldwide.

### Solution

Modulex developed a sign solution based on the principle of providing only the exact information people needed at key wayfinding points. This "less is more" approach ensures clarity and makes sites easier to navigate.

The sign solution comprises a family of products that enables facility managers to adapt quickly to change, whilst also conveying key elements of the brand through specially created bespoke elements. The sign solution is robust enough to withstand all climates without any effect on appearance or quality.

Through its international presence Modulex is project managing the implementation of the global programme. National Modulex companies work with individual AstraZeneca companies and sites. The consultants conduct wayfinding audits at each site and develop sign solutions based on the principles stated in AstraZeneca's international signage manual.

To ensure that the brand is presented in a consistent way and that internal changes are managed most cost effectively, there are ongoing reviews and adjustments of the roll out plans and budgets.

### Benefits

The »less is more« approach has reduced the number of signs installed at AstraZeneca's sites by an average of 25%. Modulex's size and international reach has enabled it to help manage a project of this complexity and ensure that the sign solution is implemented with consistent appearance and quality all around the world.

I am delighted with the way that Modulex is handling our international sign solution. They have helped to project our new brand consistently and to improve our directional information system in a creative and appropriate way.

**Ingrid Hallberg**  
**Brand Manager**  
**AstraZeneca**