



Brookfield Place - Exterior Signage and Building Identification

Location Toronto, Ontario
Designer / Architect Melnyk Design
Duration Mar-2007 - Aug-2007

Scope - Soheil Mosun Limited was contracted to manufacture and install all building identification and pylon signs, at Brookfield Place, previously known as BCE Place in Toronto, Canada.

Highlights - This project employed state of the art waterjet cutting machinery to produce channel lettering cut from solid stainless steel as well as logo graphics to be used on exterior signage. All Text Graphics are 1/4" thick Alloy 316 Stainless steel for exterior application and 1/4" thick Alloy 304 Stainless steel for interior application. The exterior pylon signs are granite and stainless steel while interior directories are stainless steel, glass and Lexan. The buildings were undergoing a complete branding change and needed to have all remnant brands removed and replaced with the new Brookfield Place brand identification.



Dual layer, mirror polished stainless steel water-jet cut graphics on painted backing, mechanically mounted



Water-jet cut & welded channel S11 St letters



Granite and stainless steel pylon sign and waterjet cut stainless steel building identification, pin mounted graphics



Stainless steel, pin mounted graphics