

I·D·E·N·T·I·T·Y

SIGNED ON

Ballard Spahr Andrews & Ingersoll

New offices for an old law firm have to convey experience as well as tradition and dignity. For the Philadelphia firm of Ballard Spahr Andrews & Ingersoll, Philadelphia-based **Cloud & Gehshan** designed a flexible sign system that looks as solid and enduring as the law. The roman typeface for the logo was hand-drawn for the client; wooden entry panels at the wood and brass-trimmed reception areas on all eight floors sport pin-mounted, saw-cut brass letters.

The office spaces themselves are sleek and modern, requiring hundreds of simple but elegant signs that can be changed frequently as personnel change offices. The designers' solution was a system of square, screen-printed aluminum plaques magnetically attached to bronze or silver aluminum squares permanently attached to the walls. **Adelphia Graphic Systems**, also of Philadelphia, fabricated the signage.



Tom Crane Photography Inc.