



Multi - Family & Mixed Use.

modulex

Global Vision • Local Reach • One Company



➤ Positive Residential Experiences

Creating positive and comfortable residential experiences is central to multifamily design and endorsing apartments' core brand values. Increasing brand revenues is about encouraging long residency and recommendations and optimizing all positive experiences for the current resident with strategic wayfinding guiding visitors towards needed facilities.

In the residential industry, reviews are king. Signage plays a tremendous part in how others view the value of an apartment. Investment in carefully planned and thought-through signage becomes an essential project element.

Branding remains at the heart of all residential marketing strategies and should be incorporated into all signage and wayfinding solutions throughout a multifamily community. Signage to consider includes wayfinding, code, ADA, apartment rules, locations, branding, exterior, parking, and more.



➤ About Modulex

Modulex has established itself as a leader in delivering comprehensive wayfinding, graphics, and signage solutions to a diverse international clientele, encompassing residential groups and interior designers. With decades of experience, we offer a full-service approach from design to supply, adapting our unique, integrated services to meet the needs of global projects.

Effective wayfinding transcends language and culture; it is about the intuitive navigation of spaces that respects architecture and enhances user experience. Our global perspectives mean we start by understanding the diverse needs of people who use our spaces – whether they live, work or visit.

Recognizing the intricacies of the built environment worldwide, Modulex specializes in crafting primary and secondary navigation strategies informed by decision-making routes of interest that are crucial in diverse settings. Our selection process for materials, colours, and designs is meticulous, ensuring that our solutions integrate harmoniously with their surroundings, providing necessary contrast and accessibility.

At Modulex, we are committed to providing wayfinding and signage solutions that resonate with the global market. We collaborate with residential brands and designers worldwide, aiming to deliver excellence in wayfinding and signage services that elevate the user experience everywhere.



➤ Did You Know?

Signs are typically one of the last elements to be considered in a multifamily scheme but can significantly impact the brand. In our experience, getting them right means answering four key questions:



Can I see it?

Think about where you position signs and ensure clear sight lines. Use our colour contrast charts to check wall colours against signage.



Can I read it? Is it clear?

Tip 2. A prime constraint on the legibility of a sign is the viewer's distance from it. A simple mathematical relationship exists between the size of letters and the maximum distance from which a user can read them.



Can I understand it?

Tip 3. Keep it simple and use language which the user will understand. Room names must be clear to ensure they are understood by those using and visiting the space.



Do I trust the information?

Tip 4. Professional, quality signage and graphics not only support the space's branding but also give legitimacy to the signs, leaving visitors confident that they can trust the information given.