



West London Orthodontist
— Cosmetic Dental Studios —

West London Orthodontist

SPOTLIGHT ON

89AB

FASTSIGNS & West London Orthodontist Signs Aligning

OBJECTIVES

Simon Slee of FASTSIGNS Hammersmith and Dr Chaw-Su Kyi from West London Orthodontist Cosmetic Dental Studios met at a Networking.London event in Q3, 2022, where Dr Kyi was a first time visitor.

With a complete re-brand of her Hammersmith Grove practice in the works, Dr Kyi had already met with other businesses to complete the signage works however upon meeting Simon, invited FastSigns, who was a local supplier, to assist with the project.

THE PROJECT

Through the discovery phase and initial discussions, it became known that the building was in a heritage area which required special attention when applying for planning permission.

After meticulous planning, Dr Chaw-Su, with the assistance of Friederike, were able to successfully secure approval from the planning department and could continue the works by:

- **New fascia letters:** to give the business a fresh, updated look, the new logo was applied as a new set of letters to the existing fascia.
- **To increase the visibility:** a new projecting sign and a large digital screen, together with some surrounding window graphics, were installed to grab attention and bring new clients into the practice. This also created a modern and professional impression.
- **Updating internal graphics:** creating a unique collage wall display featuring existing clients.



Simon and Dr Chaw-Su Kyi at Networking.London events



"From my first meeting with Friederike, she completely understood my vision and ensured the project went exactly to plan.

It was an absolute delight to work with Friederike, who showed incredibly meticulous care throughout the whole project.

I would wholeheartedly recommend FASTSIGNS."

Dr Chaw-Su Kyi

Founder,
West London Orthodontist
Cosmetic Dental Studios



A successful project, from mock ups to completion



ABOUT FASTSIGNS

FASTSIGNS Hammersmith are specialists in everything from graphic design and content development, to project management and installation.

Led by Simon and Friederike Slee, the team at FASTSIGNS have the expertise to help find the right mix of visual communications to tell their customers' stories.

ABOUT WEST LONDON ORTHODONTIST COSMETIC DENTAL STUDIOS

Creating the smiles of thousands of happy patients, the team at West London Orthodontist Cosmetic Dental Studios are led by award-winning Specialist Orthodontist, Dr Chaw-Su Kyi, who founded the practice over 10 years ago.

What sets the team apart is their attention to detail, with optimal results achieved through meticulous hands-on planning using the latest 5D technology, creating a harmonious and better-functioning mouth for your overall health.

SUMMARY

FASTSIGNS Hammersmith successfully delivered a complete interior and exterior branding solution for Dr Kyi, further enhancing her established practice amongst the West London community.

A great success overall!



"It was a pleasure working with Dr Chaw-Su right from the initial consultation, all the way to fruition.

Her exacting requirements lead to a fantastic finish.

FASTSIGNS are extremely proud to bring her vision to reality."

Friederike Slee

Founder,
FASTSIGNS Hammersmith