

CASE STUDY HOWDEN INSURANCE

END-TO-END DESIGN, PROTOTYPING, AND ESTATE-WIDE
FASCIA SIGNAGE ROLLOUT ACROSS 110+ UK BRANCHES.

COMPANY OVERVIEW

Howden Insurance, a values-led British insurance group with a global presence, has partnered with DB Signs Ltd for over 30 years. In 2023, Howden launched a full UK high street rebrand, selecting DB Signs to deliver signage across 110+ branches — covering design interpretation, prototyping, planning liaison, manufacture, and installation.

CHALLENGE

DB Signs was tasked with delivering a cohesive, high-impact signage rollout for Howden Insurance's diverse UK retail estate. The challenge required balancing brand authenticity, planning compliance, and design fidelity — all while working at pace, to scale, and under strict confidentiality.

TURNKEY SOLUTION

- **Nationwide Consistency**

Delivered consistent, high-impact signage across a diverse UK retail estate while meeting varied local planning regulations

- **Premium Brand Fidelity**

Maintained premium brand authenticity with realistic timber-look finishes, respecting Howden's design intent

- **Confidential Delivery at Scale**

Executed at speed and scale under strict NDA, ensuring quality and confidentiality throughout

PROJECT TIMELINE

February 2023: DB Signs commissioned for project

Feb–July 2023: 5-month prototyping and regulatory planning phase

Aug–November 2023: Manufacturing and mobilisation period

Oct 2023–Jan 2024: 4-month signage rollout across 110+ branches

DESIGN & INNOVATION HIGHLIGHTS

- A tailored approach for each branch: no one-size-fits-all model, but individual templates per site
- Bespoke planks and fascia panels designed to give the appearance of natural timber — reflecting solidity and timeless quality, in line with Howden's brand ethos
- Precision manufacturing of illuminated fascia signage to elevate visibility and brand presence
- Integrated project management, aligning manufacturing and installation to tight branch transformation timelines