

Castleton and Smollensky's

Catering to all their signage needs



Established in 1986, Smollensky's is now one of the greatest names in bars, grills and restaurants. It has grown and built its reputation on great food, great service, and outstanding value for money.

Today, the group has locations throughout London and the South East, with different brands offering different styles of dining. They include Smollensky's Bar and Grill, Smollensky's Metro, and Burger Shack by Smollensky's.

The Services

Castleton's first project for Smollensky's was a signage refit at their flagship restaurant on The Strand. On this occasion we were acting as a sub-contractor for Cameron Black, the specialist contractors who had been commissioned to carry out a complete refurbishment of the site. The client was so impressed with the efficiency, professionalism and quality of the signage work that they have commissioned us directly for all sign requirements ever since.

Our remit includes a rolling programme to design, manufacture and install internal and external sign schemes, both at existing and new restaurants. Working alongside Smollensky's designers and architects, we create sign families to reflect the contemporary image, personality and appeal of each of the various Smollensky's brands.

The Benefits

Our relationship with Smollensky's has ensured that their corporate and individual brand values are properly projected and protected through their signage. We provide a fast and flexible response to their requirements, often operating within extremely tight turn-around times.

In essence, we deliver high quality signage, ensuring consistency, longevity and ease-of-maintenance across all Smollensky's outlets.

The Products

Illuminated and non-illuminated letters and fascias
Banners
Canopies, blinds and valances
Glass manifestations
Internal signage, graphics and wayfinding