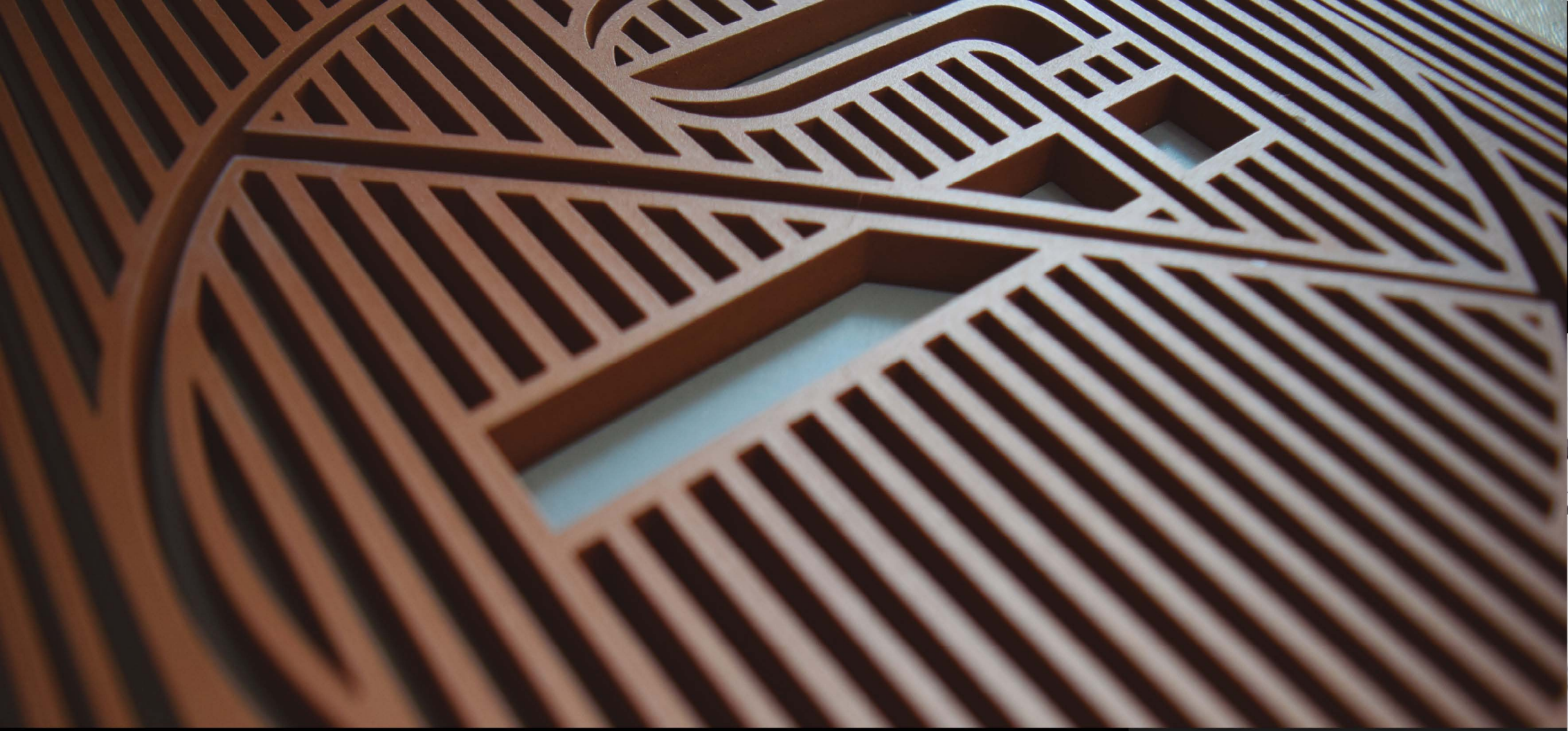




"We create innovative products and experiences that make people's lives better."





Founded in 2002 in Guadalajara, Jalisco, Mexico, by a team of Industrial Designers and Architects, the studio blends experience, strategy, and design to address communication and wayfinding needs in modern real estate developments. Their work brings together Branding, Industrial Design, Landscape, and Architecture to deliver fully integrated Wayfinding solutions.



SWCardinal®
wayfinding & signage

"We design wayfinding and environmental graphics that are clear, consistent, intuitive, and easy to understand — always keeping in mind the different types of users, whether they're regular staff, visitors, or temporary guests.

A woman with dark hair, wearing a blue and white striped shirt, is seated at a desk. She is looking at a laptop screen which displays a website with the 'moo' logo. On the desk, there are large architectural blueprints spread out, a calculator, and a rolled-up document. The scene is brightly lit, likely from a window in the background.

SWCardinal.
wayfinding & signage



"We're passionate about wayfinding and take pride in designing systems that empower people to navigate spaces on their own."



" Our process involves studying the spaces, viewing them like architects. We understand people's behaviors and flows to determine the graphic communication that will allow them to be autonomous and free in the space, make their own decisions, and feel protected and safe. "



Our 8-step process to provide a full wayfinding project

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Some of our projects

Cirque Du Soleil	(Cancún ::: México)	::: Espectáculos, Hotel
Puerto Plata	(República Dominicana)	::: Puerto Cruceros, Plaza
Grupo Vidanta	(CUN, ACA, NV, SJC, MZ, PEÑ)	::: Hotelería, Espectáculos
Hilton	(Conrad Jal ::: México)	::: Hotel
JW Marriott	(Monterrey ::: México)	::: Hotel
Tierra y Armonía	(GDL ::: México)	::: Centro Comercial, Residencial
SSA	(Veracruz ::: México)	::: Puerto Cruceros, Plaza
Hyatt	(Jalisco ::: México)	::: Hotel
Estadio Mayos	(SON ::: México)	::: Estadio, Espectáculos
Hospital Real SJ	(GDL ::: México)	::: Educación, Campus
U de G	(GDL ::: México)	::: Complejos Universitarios
UAG	(GDL ::: México)	::: Educación, Campus
UP	(GDL ::: México)	::: Educación, Campus
American School	(GDL ::: México)	::: Educación, Campus
Beisbol Charros Jal	(JAL ::: México)	::: Estadio, Espectáculos
Tequila Cuervo	(JAL ::: México)	::: Espectáculos, Hotel, Planta
Astros Basquetbol	(GDL ::: México)	::: Estadio, Espectáculos
Yaquis Beisbol	(SON ::: México)	::: Estadio, Espectáculos
Tequila El Patrón	(JAL ::: México)	::: Espectáculos, Hotel, Planta
Brisas Vallarta	(Puerto Vallarta ::: México)	::: Residencial
Casa Imperial	(Acapulco ::: México)	::: Hotel, C. de Convenciones
CUM	(Puerto Vallarta ::: México)	::: Centro de Convenciones
Condesa	(Veracruz ::: México)	::: Residencial
El Manantial	(Tlajomulco ::: México)	::: Residencial
F. M. Street Jenkins	(Puebla ::: México)	::: Hotel y Centro Comercial
Guacalito	(Nicaragua)	::: Marina, Hípico, Golf
Hyatt	(Tabasco ::: México)	::: Hotel
Magno Centro 26	(Cd. México ::: México)	::: Centro Comercial
Malibú Beach	(Panamá)	::: Hotel y Residencial
Marina Veracruz	(Veracruz ::: México)	::: Marina, Uso Mixto
Mundo Mall	(República Dominicana)	::: Centro Comercial
Real Arenas by NH	(República Dominicana)	::: Hotel
Sendero de Luna	(Puerto Vallarta ::: México)	::: Residencial
Shangri-la	(Puerto Vallarta ::: México)	::: Residencial
Sotogrande	(República Dominicana)	::: Hotel y residencial
UVM	(Zapopan ::: México)	::: Complejo universitario
Unicenter	(Zapopan ::: México)	::: Centro comercial
VFG	(Tlajomulco ::: México)	::: Centro de espectáculos
Dreams	(Puerto Vallarta ::: México)	::: Hotel
Barquisimeto	(Venezuela)	::: Uso Mixto
Mexico Plaza	(Leon, Guadalajara ::: México)	::: Hotel
CCJ	(Zapopan ::: México)	::: Centro de Espectáculos
Gran Patio	(Cd. México ::: México)	::: Centro Comercial
Westin	(Campeche ::: México)	::: Hotel, Golf, Marina

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