



Curtin University Midland

Curtin University's New Midland Campus Signage

In 2019 PS Structures commissioned the team to produce signage for Curtin University's new Midland Campus. The Midland Campus forms a key component of the Metropolitan Redevelopment Authority's Midland master plan, which aims to reposition the historic Workshops precinct as a medical and education hub.

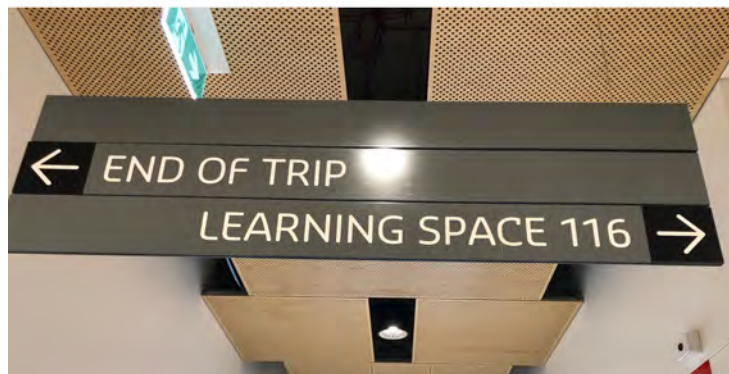
All great news for creating employment, economic growth and community spirit honouring the area's historic roots. The three-storey facility covers 3000 square metres and features state-of-the-art learning and teaching spaces with a focus on Health Science disciplines – which comes through in the internal signage designs.

DESIGN INTENT

To marry with the connection to landscape and indigenous culture the design complements heritage through the building design, artwork, landscaping and signage. This is achieved, whilst being a facility that showcases 'distinctly Curtin' architecture.

SIGN TYPES FOR EDUCATION

For education campus environments it is key to incorporate signage that provides students and users with clear and concise instructions to help them find their way. This project included a number of wayfinding, information and design related signage to address this brief.



WAYFINDING

- Wayfinding directories – timber veneer panel as backplane measuring 2.2m with aluminium sign panel overlay, edges flush to back plate. Suspended and wall mounted wayfinding signs with arrows.
- Wayfinding lift directories – aluminium sign panel.
- Number Level – Timber veneer router cut to reveal concrete backing.

INTERNAL SIGNS

- Reception logo panels saying 'Curtin University' in the main lobby.
- Room ID's – to either glazing or doors featuring room number, room name and Nyungar translation.
- Feature Graphics – six digital prints as illustrative feature images to textured wallpaper for artistic impact.
- General graphics – graphic strips on glazing and privacy bands on offices.
- Secondary room ID's – for statutory signage such as Fire Safety Doors, No Unauthorised Access, Office, Meeting Rooms.
- Facility Door Signs – acrylic fabricated sign panels for Toilets, Parents Room etc. Featuring name, braille and Nyungar translation.

EXTERNAL SIGNAGE

- The Midland Curtin University corporate logo identification signage on the building face are internally lit 3D LED letters mounted on rails painted to match the brickwork.
- Parking totem – finished height 3.8 metres tall made out of aluminium panels with vinyl lettering at entry point.
- Scooter parking signs–Scooter signs out of aluminium sign panels.
- Interpretive signage – featuring medicinal plants for garden areas on plinths.
- Floor markings

STORYBOARDS & INTREPRETIVE SIGNAGE

- Welcome Wall Storyboards – 6mm aluminium with print plus router cut lettering into substrate and infill with paint. Featuring the Long Tail Turtle, Bush Tailed Possum and Red Tailed Black Cockatoo. Located on each floor and translated into Nyungar.
- Storyboards – 900MM ceiling tiles applied over veneer.





FIND ... GUIDE ... NAVIGATE

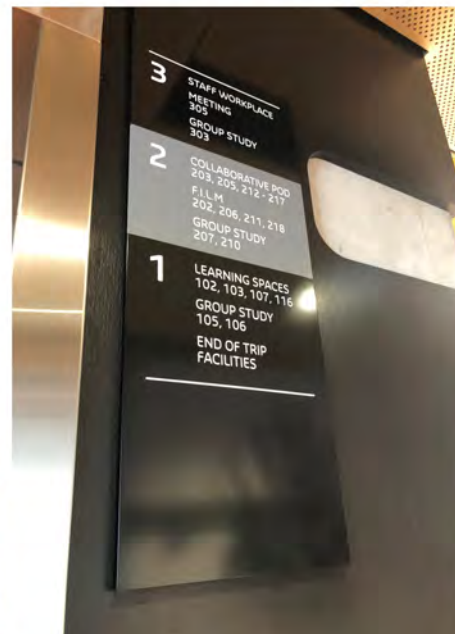
Signs & Lines have demonstrated experience in the design, supply and installation of wayfinding and information signage. Throughout this Case Study we have featured examples of different styles of wayfinding signage that have been completed at a high footfall, public environment designed specifically for the education and training industry.

GREAT WAYFINDING SIGNAGE IS TRANSFORMATIVE

Whether you need inspiration, design assistance or help managing a new wayfinding signage project, the team at Signs & Lines can take your signage from drab to fab! Our service includes creating a strategy and integrated plan that will boost brand awareness and enhance your professional image.

Make the most of your wayfinding opportunities – whether with static or digital signage – and use wayfinding to positively engage with users and generate a great customer experience.

Talk to the team at Signs & Lines today.





To discuss your own signage strategy please don't
hesitate to get in touch.

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