

The image shows the exterior of a modern building with a facade of multi-colored stone tiles. In the foreground, a large, light-colored stone sign is mounted on a base. The sign features the Ritz Carlton logo, a golden lion's head, and the text 'THE RITZ CARLTON' in gold, serif capital letters. The building's entrance is visible in the background, and there are some green plants in planters in the foreground.

The Ritz Carlton

# Ritz Puts on the Signage Glitz

Signs & Lines are proud to be associated with one of the country's most anticipated hotel openings, The Ritz-Carlton in Perth. The new, state-of-the-art twin towers have luxury at their core. Probuild, working with Far East Consortium, have developed the landmark waterfront site with one tower accommodating residential apartments, and the other tower a six star hotel for the prestigious Ritz Carlton brand.

Doubtless, much of the hotel's appeal will be its unique location within the Elizabeth Quay precinct, which connects the heart of the city to the Swan River.

## Hotel Design & Signage Brief

The hotel's design honours the history, culture and natural beauty of WA. In particular, the dramatic nature of Western Australia's rugged landscape will be magically brought to life. Throughout the inner and external lobby areas are 10,000 pieces of resplendent Kimberley sandstone, resembling the Karijini gorges.

With the hotel's stated intention to 'deliver personalised service, exceptional design and immersive experiences' the signage also had to live up to the brief!

Our signage brief included internal and external wayfinding signage for both developments including rooms, lobby, restaurants, amenities and reception signage.

## Signage Requirements – The Towers Apartment & Retail Centre

Based on design work from Turner Design, Signs & Lines were contracted by Probuild to supply and install the internal and lower level external signage for both Towers. From the designs provided our team prepared detailed shop drawings for all sign types.

Our team, led by a Project Manager, created detailed shop drawings for the following signage based on design drawings supplied:

- Three illuminated entry signs constructed from layered routed acrylic finished with a horizontally finished laser cut stainless steel face, internally illuminated with 2700K edge lit ribbon LEDs, installed to position on a limestone wall at approximately 2 metres above ground level.

Our team installed the signage prior to the Towers opening in 2019.



## External Signage Requirements – The Ritz Carlton Hotel

Our team developed the following landmark signage based on the design guidelines provided:

- Monument Sign for the main entry to the hotel. 32mm and 20mm thick routed aluminium logo with a specialist metal coat finish installed onto the granite stone clad entry statement.
- Entry plaque on wall of main entry. Produced out of 7mm thick cast bronze with a dark bronze leatherette background and 3 dimensional sculpted logos.
- Patisserie Awning Lightbox signage, 1200mm x 400mm signage box, suspended from galvanised SHS droppers housed in stainless steel dropper sleeves, fabricate from a 3mm thick aluminium channel frame, housing specialist 3000K LEDs, to illuminate the 20mm thick opal acrylic push through letters, affixed to a 3mm aluminium faces with a unique Pewter Random Metalcote finish.
- Hearth Blade signs x 6. 300mm x 1000mm in dimension signage box fabricated from a 3mm aluminium RHS framework, with 3mm thick aluminium faces and 20mm thick push through acrylic logos, and finished with a polish stainless steel edging, internally illuminated with specialist 3000K LEDs. Aluminium faces with a unique Pewter Random Metalcote finish.

Signs & Lines manufactured and installed the signage prior to the Ritz Carlton Hotel opening in 2019.



## Internal Signage Requirements – The Ritz Carlton Hotel

Internal signage for front of house from ground floor to the 18th floor. The project featured high end brass and anodised finishes to match the other interior styling features of the hotel. The brass lettering got a horizontal linish prior to receiving a clear coat finish to maintain the lustre of the brass. Each individual letter and icon was meticulously applied to anodised aluminium panelling by hand.

- Front of house Reception monolith sign at 1.8m high. Free standing directory manufactured and installed in the lobby with 3mm brass wayfinding text adhered to a feature panel. Light bronze anodised cladding wrapped around brass main sign panels with internal illumination of the brass lettering washing over the lettering from overhead.
- Directory Lift Lobby for Level 5. Aluminium panel made to 750mm x 250mm with routed grooves. The light bronze panel was anodised and brass lettering applied to the face of the panel. The sign was fixed onto a stone plinth for stability.
- Lift Lobby Directories for each floor – 33 in total. Aluminium panelling with an anodised finish with individual horizontally lished brass lettering, finished with solid brass edging. Each directory was installed in place with either a gravity rail system or mounted to the pre-installed feature shelves with either 2 or 3 signs on each level of the 18 storey hotel.

- Spa Centre Counter free standing sign made from router grooved anodised aluminium panel and brass lettering.
- Ritz Club Lounge wall mounted sign to match other signage.
- Fire Safety Door, Fire Extinguisher and other fire signs – 70 signs with tactile messaging and 6 without. Made from powder coated aluminium plate and painted lettering to match the brass;
- Fire Extinguisher signs x 32 and 9 x Fire Hose Reel - Made from powder coated aluminium plate and painted lettering to match the brass
- Toilet signs x 14 – anodised aluminium panels, with horizontally lished brass lettering and pictograms, with brass bearings inserted into the aluminium for braille, edged in solid brass edging.
- Room numbers for 340 rooms across the 13 levels. Manufactured out of 3mm thick brass with a horizontal linish and affixed to each door with adhesive. Some room numbers were made in pairs for different types of accommodation.

Signs & Lines manufactured and installed the signage prior to the Ritz Carlton Hotel opening in 2019.



## Internal Signage Requirements – Hearth Restaurant

- Entrance Signage – 3mm thick laser cut aluminium lettering with specialist Pewter Random Metalcote finish, installed to position on entrance door to restaurant.
- Statutory Signage – Laser cut 1.2mm thick champagne grade 316 stainless steel, horizontal finish and anti-fingerprint coating, fire hydrant and fire extinguisher lettering installed to position.
- Statutory toilet signage – 20mm thick unique Calacatta Essastone base, with 1.2mm thick Champagne Stainless Steel lettering and icons applied to the face. Stainless steel ball bearing applied as braille dots. Finished with a 1.2mm thick Champagne Stainless steel surround. Installed to position set into wooden wall panelling.

## Internal Signage Requirements – Songbird Restaurant

- Songbird Entrance Statement – 3D printed Songbird Restaurant Lettering, prepared and treated with a 2pac Metalcote finish. Installed to position on 25mm diameter acrylic tubes set into entrance feature.
- Statutory toilet signage – 20mm thick unique Calacatta Essastone base, with 1.2mm thick Champagne Stainless Steel lettering and icons applied to the face. Stainless steel ball bearing applied as braille dots. Installed to position on face of wall panelling.

## Wayfinding and Hospitality Venue Signage

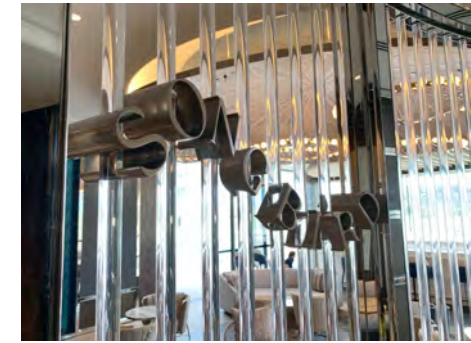
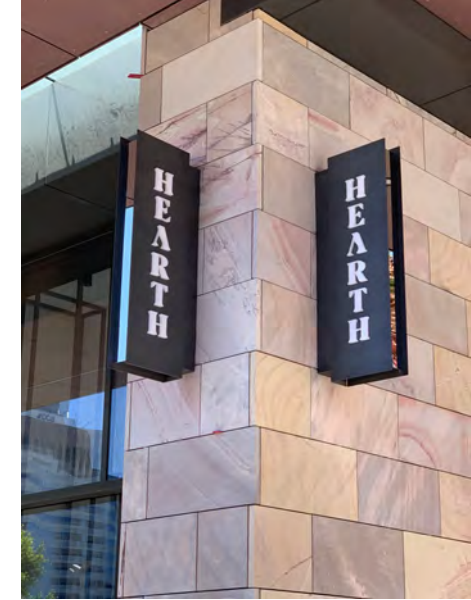
Good signage can have a significant benefit for visitors in a hotel or venue. Wayfinding will assist and encourage people to find their way, explore and navigate with ease. Enabling wayfinding and orientation signage in a hotel should be:

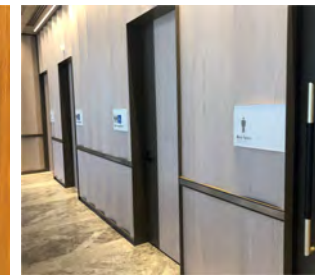
- Clear, easily visible, with good colour contrast.
- Have easily recognised symbols.
- Lead people on a pathway to their destination.
- Should not be surrounded by other signs and information.

## Overcoming Obstacles!

As with many complex projects, where signage is one of the last trades on site and timeframes are tight the pressure is on! We encountered three key challenges during this project [superbly overcome in by our ace project management team of course!]:

1. Working to such a high specification of design we made use of many materials that are not conventional to the signage industry, such as Essastone engineered stone for the toilet tactiles, Champagne Stainless steel and large quantities of finished brass. This brings on an entire new dynamic to a signage project like this. From challenges in sourcing and procuring such materials, to understanding simple procedures like cutting and handling these materials, all require much attention to detail.
2. Working with thousands of individually laser cut pieces of brass (total figure in the order of 3500), coordinating workshop tasks, performing quality control, tracking installation performing results in a logistical nightmare with only the most meticulous of control procedures resulting in the successful delivery of such a project.
3. From an installation perspective, simple thing often overlooked and taken for granted. In this case, working in an 18 storey building together with many other trades posed a challenge in getting from location to location in a timely manner (ie. avoiding delays waiting for the lift to arrive)!





### More about the Ritz Carlton Hotel, Perth

The Ritz-Carlton Perth will offer 205 luxurious rooms including 18 magnificent suites, all elegantly appointed. The 277 square meter signature Ritz-Carlton Suite is the epitome of luxury with an outdoor balcony and floor to ceiling windows providing sweeping views of the city and Swan River, filling the suite with light and life.

Find out more here:  
<https://www.ritzcarlton.com/en/hotels/australia/perth/hotel-overview>

### Take your Sign Message to the Next Level

There's no doubt that the quality of the fitout of the Ritz Carlton hotel has upped the ante of Perth's hospitality sector.

For the full range of interior and external hospitality signage for your venue or facility our team of professionals are just a phone call away. Talk to us today about how wayfinding signage can add value and enhance your venue, hotel, resort, restaurant or conference space.

### Digital Signage for Hospitality Venues

Use of interactive digital signage is also great way to engage guests and other users of a hospitality venue – modern technology will let them find information through self-exploration on touchscreens, video walls, digital kiosks or digital wayfinding displays.

For more information or inspiration give us a call on + 61 9 9274 5151 or email [admin@signsandlines.com](mailto:admin@signsandlines.com) today.

We're ready to start talking! Speak up now about your next project or idea.



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

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CASE STUDY

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