



NEXTDC P2 Data Centre  
Building Signage



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## SIGNS OF THE NEXT GENERATION

The future of technology and cloud storage provides a strong business case for the new era of infrastructure to support data. Introducing NEXTDC's newest P2, 20MW, hyperscale data centre facility in East Perth. Designed to provide a critical infrastructure platform for West Australian businesses, NEXTDC P2 has been built to meet the increasing needs of today's digital economy.

Ideally located to access Perth's hosted public clouds, and highly available connectivity to Asia and the east coast, P2 creates the most interconnected technology hub in WA. In 2020, construction leader, Multiplex, teamed with Signs & Lines for building and internal signage throughout the facility.

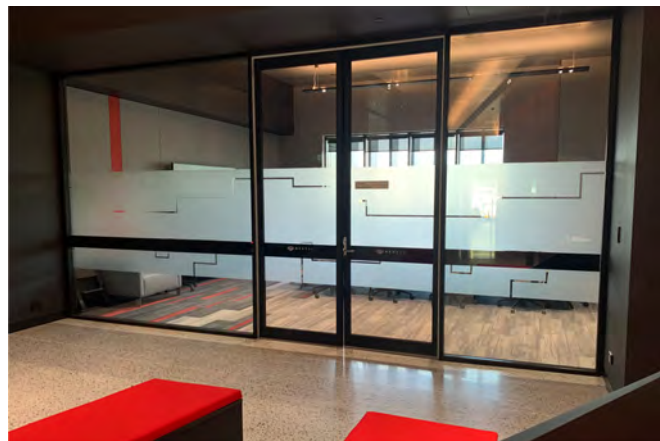
## A DATA CENTRE WITH A DIFFERENCE

The new, state-of-the-art Data Centre is strategically positioned in East Perth and the Graham Farmer Freeway thoroughfare – a location that offers high visibility for building signage for commuters driving in and out of the city. To capitalise on this great position, large illuminated building signs were commissioned for the North, South, East and West facades for P2.

The NEXTDC facility features focus on providing

customers with an outstanding experience providing 12,000m<sup>2</sup> of technical space designed to make it easy to install, operate and conduct business.

In addition to prominent external signage, Signs & Lines were commissioned to deliver on-brand wayfinding signage for the internal spaces too. This Case Study outlines the full extent of our deliverables and how signage can boost a buildings value and customer appeal.





## GET ON TOP WITH ELEVATED BUILDING SIGNAGE

Given the location of the building, using the façade as an advertising backdrop makes perfect sense. Making memorable façades through the use of eye-catching brand or logos installed on either the facade, sky-top or side of a building is a cost effective way to promote a company brand. In this case the new building structure makes an ideal canvas to viewers from every angle.

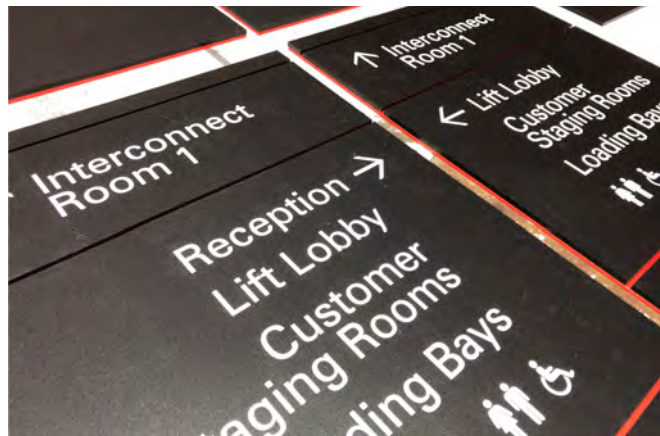
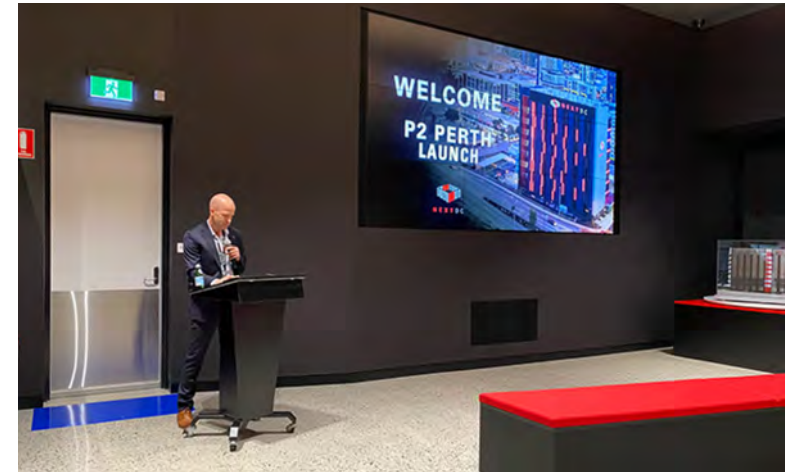
Based on initial design work, Signs & Lines were contracted by Multiplex to supply and install the internal and external signage for the project. From the designs provided, our team prepared detailed shop drawings for all sign types.

Capitalising on this, the building signage is made with logo features over 3.8 metres high. Using 10mm acrylic faces with a 24 metre wide landscape logo style for the east and west elevations, and 10 metre wide portrait logo style for the north and south elevations. Each sign element is backlit with LED modules to accentuate the red and grey branding colours.

The large East and West logos were installed just below the parapet above the 8th floor, whereas the North and South logos were installed 26 metres above ground level at around level 6. The installation methodology was by rope access and our team of installers.

## INSTALLATION CHALLENGES

When it comes to high risk installations, it's important to know that your team have dotted all the i's and crossed all the t's! A project of this complexity relies on the skill and experience of our Project Management team who work hand in hand with the builder and other trades on site to fine tune every element of the works. Advance planning and meticulous attention to detail will either make or break a project, and full credit to our team and rope access sub-contractors whose diligence resulted in highly successful results.



## INTERNAL WAYFINDING SIGNAGE

In addition to the building signage, our team also provided a wide range of internal signs for the project. Good signage can have a significant benefit for visitors in a facility or venue. Wayfinding will assist and encourage people to find their way, explore and navigate with ease.

Enabling wayfinding and orientation signage in a facility should be:

- Clear, easily visible, with good colour contrast.
- Easily recognised symbols.
- Leading people on a pathway to their destination.

In this project the internal signage for all areas featured high end finishes to match the interior styling for all NextDC Data Centres. Following good wayfinding principles, our scope of works included:

- Red vinyl pattern detailing applied to walls;
- Computer-cut dusted crystal privacy banding on inside of glazing and door ID vinyl lettering;
- Lift lobby signage with directional elements on all floors – 2 pac painted with vinyl lettering affixed to walls;
- Pedestrian directional acrylic painted panels with vinyl lettering and arrows showing room numbers and meeting rooms;
- Ceiling suspended wayfinding acrylic painted panels;
- Carpark ID wall signage with loading bay painted graphics to inside and outside of doors;
- Large painted entrance ID floor graphics in the

reception;

- Acrylic fabricated illuminated logo wall mounted behind the reception desk and non-illuminated feature signs on staircase;
- Large 2m high, stainless steel channel floor level and destination lettering, illuminated for all levels Ground to Level 8;
- Statutory, facilities and braille signage.

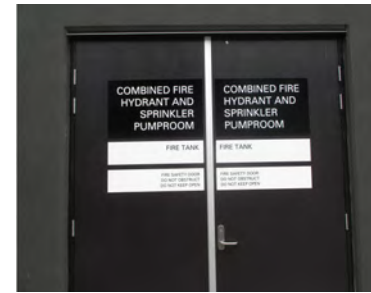
Signs & Lines manufactured and installed the signage prior to the facility opening in mid-2020. With 9 data centres around Australia, NextDC P2 can proudly stand out as a professional facility, with an on-brand, high design and construct result.

## DIGITAL DISPLAY SIGNAGE FOR BUILDINGS

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.

## THE FINAL WRAP

For the full range of interior and external building signage for your 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, office, restaurant or conference space.







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

 **SIGNS&LINES**  
CASE STUDY

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