



Eden Floreat Apartment Signage

# Apartment Signage

## Professional Apartment Signage

Perth's booming rental market and the ongoing desire for low stress, apartment living has seen increasing demand in the apartment sector. 2021 sees the completion of one of the most coveted developments by Hillam Architects and Edge Visionary Living on the edge of Perry Lakes in the city's western suburbs.

Eden West, the first stage of the two development project completed in early 2021, with Eden East anticipated for completion in late 2021.

## Signage & Wayfinding At Apartment Developments

Signs & Lines worked with architects Hillam to propose design concept artwork for the Eden Floreat signage package. Working from the outset, using our creative and practical knowledge of signage, allows us to develop custom, innovative solutions.

We contracted to BGC Construction for the manufacture and installation of the signage package. The development contains apartments, exclusive private residences and penthouses, making a premium and luxurious impression. Naturally the signage quality had to match these high levels – which is where the trademark Signs & Lines

professionalism shines to the fore.

Having a well-coordinated apartment sign and graphics strategy allows tenants and renters to navigate through the apartment spaces with ease. Our wayfinding expertise ensures that through a mix of signage and good route planning, residents and visitors can navigate the spaces without confusion. For more on wayfinding see page 4.

We also assisted the Builder with a design element on the custom built lifts, A feature backlit decorative cladding with perforated aluminium sheeting on the lift done on every level.



## Sign Types For Apartment Developments

There are a few golden rules with apartment signage.

Whilst it is important to keep the general ambiance welcoming, just like in a normal home, there are a number of regulatory requirements that must be met. Typical regulations include fire and access signage to ensure the safety of residents and visitors.

The signage needs to be compliant, clear and simple. Use of subtle graphic elements – such as shapes, colours, materials and fonts - should blend into the environment whilst being visible.

The custom sign types involved in this project included:

- Building signage.
- Entry statement signage.
- Wayfinding lobby signs.
- Statutory signs.
- Fire safety doors.
- Store room signage.
- Traffic signs.
- Apartment numbers.



## Project Snapshot

**Project:** Eden Floreat Apartments  
<https://edenfloreat.com.au/>

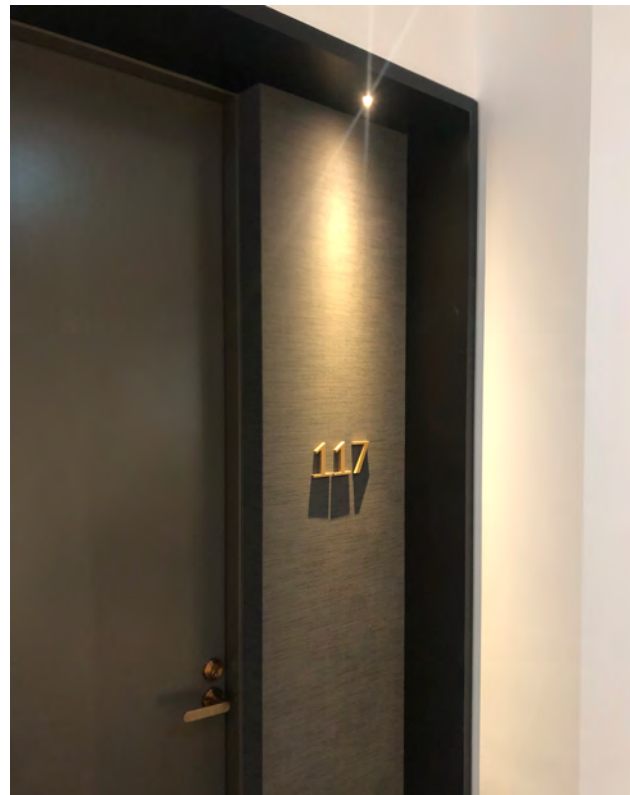
**Location:** Floreat, WA

**Environment:** External & internal

**Client:** Hillam Architects/BGC Construction

**Date:** 2020-2021

**Features:** From our initial signage strategy we manufactured and installed a wide range of custom external branding elements at the entry to the apartment, plus internal lobby, apartment numbers plus statutory and regulatory signage.



## Strategy ... Map ... Impact ... Wayfinding

So what components make up good wayfinding?

- **A good wayfinding Master Plan:** a strategic direction with the user in mind
- **Directional signage:** with the arrows in all the right places
- **Signage that is relevant to the audience:** youth and elderly users will have different needs, whilst tech savvy and tech-opposers will have different user dynamics
- **Presentation signage:** high impact, welcome signage to create an initial impression
- **Use of clear maps:** logical colour coding, diagrams and route guidance
- **Creative, on-brand design:** Logos and signage to promote development
- **Interactive digital signage:** is dynamic, flexible and puts the user in control
- **Easy access routes:** for the young, the old, the infirm and disabled access
- **Quick response routes:** for safety and emergency situations

## Great Apartment Signage Is Transformative

Whether you need inspiration, design assistance or help managing a new wayfinding signage project, the team at Signs & Lines and Yap!digital 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 next apartment project - whether with static or digital signage - with custom, compliant signage.

Talk to the team at Signs & Lines today.



APARTMENTS 103 - 109 >  
APARTMENTS 111 - 124 <  
THEATRE >  
GYM >  
POOLSIDE CABANA >  
BOOK RETREAT >  
LOUNGE & DINING 01 >  
POOL, SPA, YOGA & GAMES ^

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

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