



Murdoch University Entry Statement

Fast & Furious - The MU Rebrand

Re-brand ... Re-fresh ... Re-sign

In 2021 construction company, Bayzac, commissioned the Signs & Lines team to refresh the campus entry statement signage for Murdoch University's South Street campus in line with the University's exciting rebrand to MU.

On 2nd May 2021 the new branding was announced with much fanfare – 'Our bold new logo signifies to current and future students that Murdoch University is modern, flexible and future-focused,' - decreed Gary Smith, Murdoch University Chancellor.

The MU rebranding campaign has been widely acknowledged, taking the top honours in the Best Rebranding Campaign category of this year's WA Business News branding survey. According to a Business News report, Murdoch was a clear winner in its category, beating SGIO, Red Rooster, RAC and HBF for the top spot.

The Entry Statement Signage Rebrand

The major signage rebranding exercise commenced in May 2021. With the South Street Campus as the flagship facility for Murdoch's learning facilities in WA, the upgrade was presented as urgent.

This is where our project management team sprung into action.

A Rush Job & a Half!

With only 8 weeks to achieve a complete re-brand and re-fresh this job had us on the clock! From contract award to completion, our team knew we were up for a 100m sprint, not a marathon.

After careful planning, the detailed GANTT showed that we could meet the deadline – providing there were no surprises along the way. As in all projects, a little contingency is always preferable but with this project our team knew that there was no room for delay or debate. Action stations it was!



Scope of Works

Covering an area of 227 hectares, there are 5 main entry points to the South Street campus, with 3 sub-entry's. With 8 sign locations in total, there were 3 different entry design requirements to cater for:-

1. **Major ID Statement x 1** – incorporating an 8 metre, single sided pylon sign with 9 steel columns ranging from 2 metres to 9 metres high.
2. **Major Entry Statement x 4** - these signs featured a 4 metre high, double sided monolith sign with internal illumination of the opal acrylic MU logo and lettering. In addition, a 6 metre entry ID 2 pac painted black with 2 pac with vinyl graphics indicating campus location and 10 red 2 pac painted steel columns ranging from 2 metres to 9 metres high.
3. **Minor Entry Statement x 3** - with a 6 metre entry ID 2 pac painted with white vinyl decal information plus 3 red 2 pac painted steel columns.

Our methodology involved removing the existing signage and SHS posts, gaining access by means of a cherry picker, and performing the heavy lifts by making use of very large semi-truck hiabs and returning them to the factory on a hiab.

The posts were then sand blasted, primed and 2pac painted to a 'factory' finish quality before reinstating back on site to existing footings.

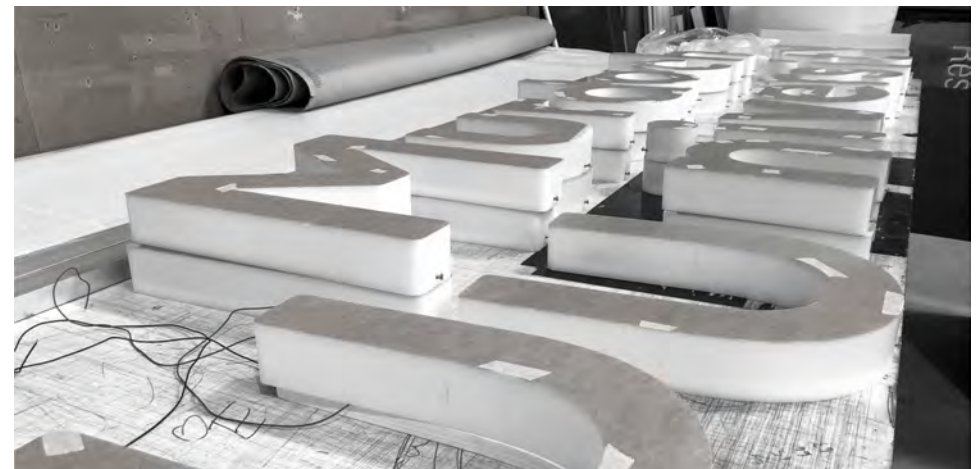
The existing monolith signs and entry ID signs were stripped of all cladding and new aluminium cladding routed, 2pac painted and installed to the existing frames. Internally illuminated acrylic fabricated letters were manufactured and installed to the monolith signs.

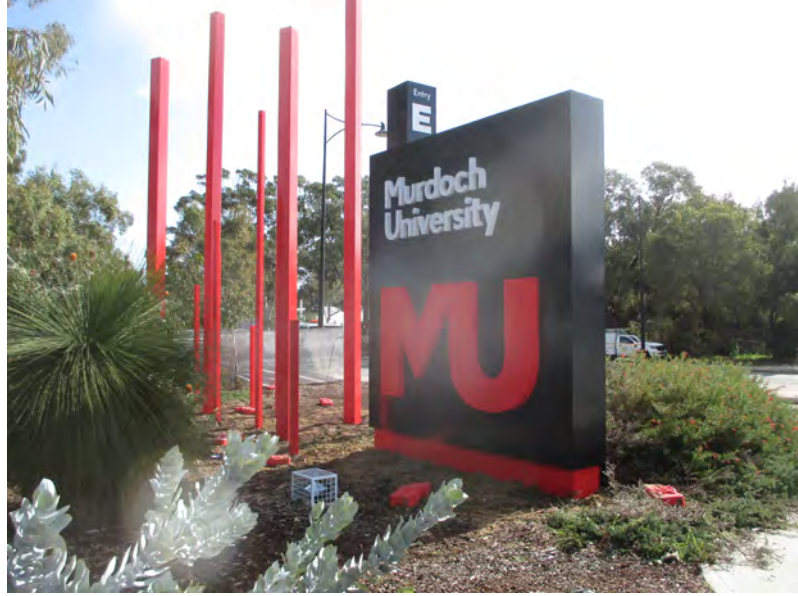
The large ID statement was stripped of existing cladding, sand blasted and primed, and new aluminium cladding routed, 2pac painted and installed to the frame, with routed and 2pac painted acrylic lettering installed to the face of the cladding.

The project hit the deadline and completed on time for the major launch of the Murdoch rebrand in the opening day for new students on the 18th of July 2021.

Project Summary

Project:	Entry Statement Rebrand
Location:	Murdoch University, South Street, WA
Environment:	External
Client:	Bayzaccon
Date:	May - July 2021





Wayfinding & Entry Statements

This project included 8 entry statement elements – all an integral part of the University's wayfinding and directional signage strategy.

They say that first impressions count – a catchphrase that resonates very well when it comes to signage as well as other walks of life. Entry statements are an increasingly popular tool for developers, Government and corporates to announce themselves or their assets. The education sector is no exception. Murdoch University has used their entry statement strategy to good purpose - incorporating architectural elements and signage within the natural landscape – which all work to good effect.

As the name suggests, entry statements mark and define the entry to a property or location. They perform a very important job of guiding customers to their location. Since 1984 the Signs & Lines team have created many entry statements for our clients. Refer to our other Case Studies <https://signsandlines.com/case-studies/> for more information on successful projects – such as Yanchep Entry Statement for City of Wanneroo and Burekup Entry Statement for Shire of Dardenup.

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

And yes, we can make miracles happen!

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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CASE STUDY

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