



Curtin Exchange Pylon
& Directional Signage

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This case study features Signs & Lines recent work with Johnson Group WA to manufacture and install custom pylon and directional signage for the Exchange Project at Curtin University's main campus in Bentley, Western Australia.

WORLD CLASS EDUCATION

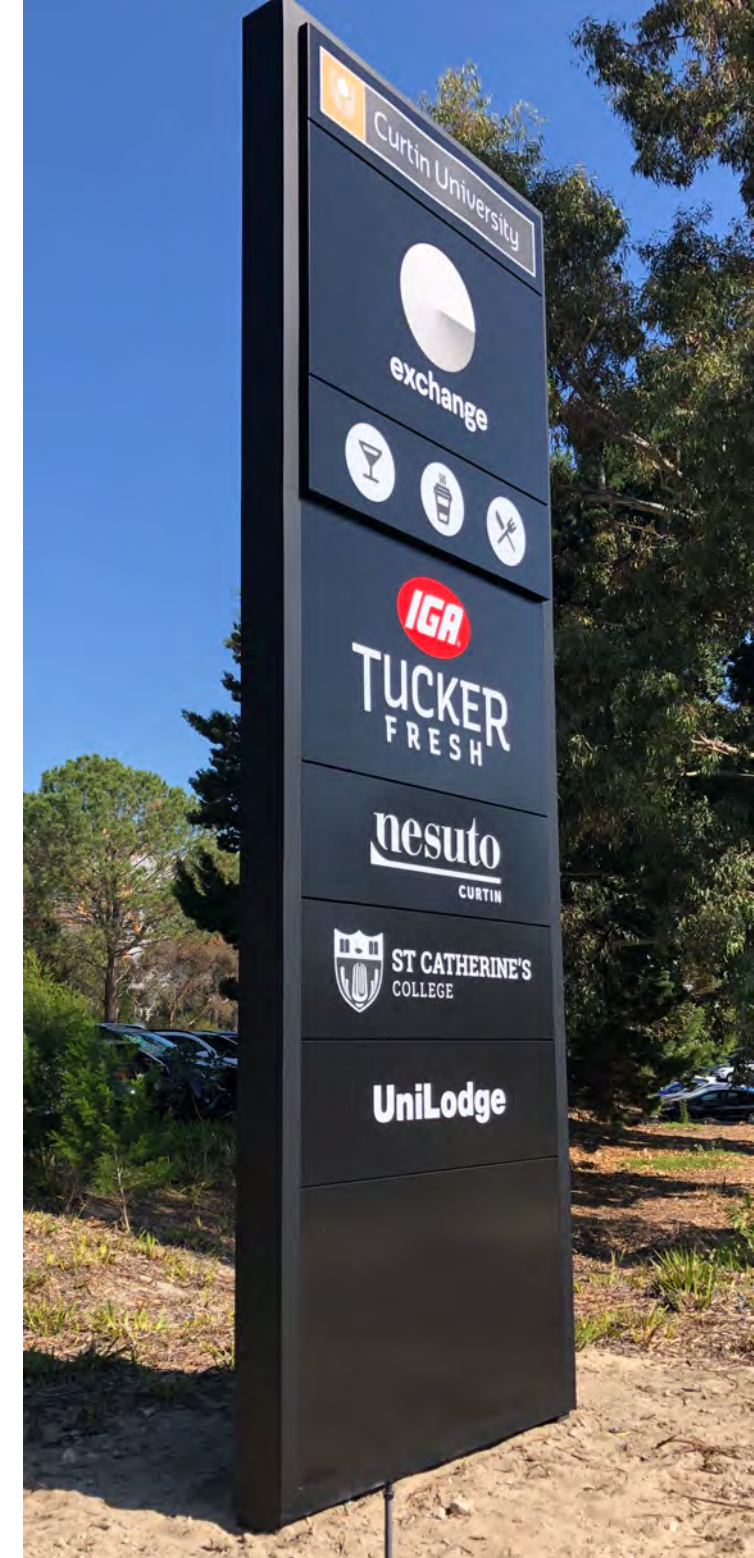
Founded in 1966 Curtin University was named after former Prime Minister of Australia, John Curtin and become Western Australia's third university and Australia's first university of technology. Curtin University has since grown to be the largest university in Western Australia and has earned itself a world famous name, with multiple campuses located in Australia and global campuses in Malaysia, Singapore, Dubai and Mauritius. If that isn't impressive enough, Curtin ranked in the top one percent of universities worldwide in the highly regarded Academic Ranking of World Universities (ARWU) 2021.

PROJECT SNAPSHOT

Project:	Curtin University – Exchange Project
Locations:	Curtin University, Bentley, WA
Environment:	External
Client:	Johnson Group WA
Date:	May 2022
Features:	Pylon and directional signage

INNOVATIVE PRECINCT

The Exchange precinct brings a unique combination of services to the Bentley Campus. Exchange brings together education, industry, communities and is compiled of two new student accommodation buildings, a new school building, a hotel, residential apartments and retail spaces. With such a unique combination of services, well executed directional signage is key for a successful user experience. We knew that it was our time to shine to produce the highest quality signage for such a prestigious organisation. Signs & Lines were commissioned to design, manufacture and install 2 x custom illuminated pylon signs and 28 x custom directional signs, strategically located at multiple locations across the campus to ensure students, residents and visitors can easily find their way.



NOT ONE BUT TWO

Anyone who has ever been to a university campus knows how easy it is to get lost if the buildings, entrances and paths are not well marked. This is why pylon signs are an effective way to capture the attention of your audience as they are easy to spot, usually from the road, making them best situated near road entrances. To draw people to the Exchange precinct, two pylon signs were located across campus to provide an overview of the services on offer.

Each pylon sign is over 6 metres high and almost 2 metres wide to ensure it can be spotted from a distance. The pylons consist of a fully welded steel main frame, steel base plates, gussets, sandblasted and two pac painted to ensure the pylon is structurally sound and protected from the elements. The steel frame was constructed to incorporate multiple aluminium lightboxes. Each lightbox contained an acrylic panel with translucent vinyl applied to ensure the panel could be effectively illuminated with backlit LED modules.

The design of the pylon ensured that the visibility of the pylon details are as effective at night as it is during the day.

These pylon signs are definitely hard to miss if we do say so ourselves.





DIRECTIONAL SIGNS

To ensure users are able to find their way around the precinct, our client requested 5 x types of directional signs for us to manufacture and install. Each sign type consisted of a different structural design and served a different purpose

This included:

- 10 x Pedestrian Signs
- 5 x Driver / Cyclist Signs
- 2 x Free Standing Signs
- 6 x Wall Mounted Signs
- 5 x End of Trip Signs

PEDESTRIAN, DRIVER & FREE STANDING

At first glance, you'd think that these 3 x sign types are all the same with slightly different information displayed, however when you take a closer look the differences in design, structure and material become clear.

All 3 x sign types are in fact aluminium totem signs. The pedestrian and driver signs were all over 2 metres high with unique shape requirements, the totems were either in a 3-D V-shape or a 3-D blade with folded returns. To achieve this, the aluminium was routed to shape, rolled to radius and welded.

Although the free standing totem signs appear similar in design to the others, the sign does in fact contained a fabricated RHS frame with aluminium plates applied as the sign face and was 1.6 metres high.

Each totem was acid etched and painted to ensure the longevity of the sign and finished off with premium vinyl text and graphics cut to shape in line with the directional information that is required to be communicated.



WALL MOUNTED & END OF TRIP

Two types of building mounted directional signage were required to communicate to users where services were located across multiple levels of the Exchange precinct. Each sign was constructed with aluminium which was routed to achieve the bevelled edge shape. To ensure aesthetic consistency throughout the project, the signs were also acid etched and painted in the same colour as the pylon and totem signs. Each sign contained premium vinyl text and graphics cut to shape in line with the directional information requested by the client. This included text such as the Level of the services, the name of a retailer and relevant service icons.



INSTALL CHALLENGES

Our experienced project management team ensured that the project was installed on time and on budget, even with a few challenges thrown in the loop. The installation of the pylons revealed a large amount of limestone and road base hidden under the ground surface level, which our team was able to manoeuvre due to their experience with hard digging and ensuring we always have the necessary equipment on site.

The proposed installation location also revealed surprise retic that was not in the correction location as per the original site plans. To ensure we were able to install the pylons in the original requested location, we re-directed the retic around the pylon footings upon consultation with the client.

With any oversized object, logistics can prove to be challenging and these two pylons were no exception. Our project team arranged an oversized HIAB to deliver the pylons to site, as the install team required machinery that not only transported the pylons but held the weight of the pylon whilst at an extended distance.

In order to gain access to internal parts of the university and precinct, our project management team had to work closely with the university regarding timeframes and access required. The university communicated the information to several key stakeholder in the precinct such as the retailers, apartment owners and PTA, with any amendments and approvals communicated back to our team and actioned accordingly.





OUR SERVICE PROMISE

As a professional outfit, we take great pride in our customer service. All engagements with statement projects are built using innovation and a genuine desire to provide outstanding results. Our people are signage experts, with a depth and breadth of experience across design, signs, electrical, engineering, cabinet making, fabrication and marketing backgrounds.

The Signs & Lines team can handle projects from small to large. From the outset, a sales consultant offers professional advice based on years' of experience in signage. Complex rebrands or strategic signage projects is handled by our project management team. Working with your team, the project manager co-ordinates with all stakeholders to ensure a seamless result.

NEED MORE THAN JUST SIGNAGE

Our team offers a number of additional services that will help with your signage.

- **Design Concepts:** Maybe a wayfinding strategy or conceptual drawings for a new building or precinct. Let us create your next project.
- **Audits:** Full or partial audits of indoor or outdoor facilities. Is your signage working well? Let us give you the full story.
- **Aftercare & Maintenance:** Servicing or maintenance requirements with photos. Our technology solution will provide a detailed status.
- **Repairs:** Fix or repair existing signage. Plus a detailed report outlining signage issues & recommended fixes.

THE FINAL WRAP

The team will give you a non-biased recommendations and gear your signage to the future. Our experience of static and digital signage solutions will ensure that you receive our trademark outstanding experience.

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.

 **SIGNS&LINES**
CASE STUDY

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