



Rosewood Residential Aged Care



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Signage That Cares

The residential aged care sector is expanding rapidly in response to our ever aging population. The new Rosewood West Perth facility is a fine example of how first-class services can be offered in this sector. The West Perth facility offers a variety of room configurations for residents to choose from with an excellent range of facilities of a high standard.

The brand new building, recently completed in late 2021 is a great showcase of where the emphasis is put on making the residents and their families feel right at home in the facility.

Signage is an integral part of new residential aged care facilities. A signage suite needs to be designed and signed to meet the needs of the elderly and visitors. This Case Study features Signs & Lines' recent work in this sector and takes a look at best practice wayfinding signage for the elderly.

PROJECT SNAPSHOT

Project: Rosewood Residential Aged Care - New Facility
Locations: West Perth, WA
Environment: External & Internal
Client: CDI Group
Date: December 2021
Features: High quality internal and external wayfinding and directional signage suitable for the aging population.

Rosewood's New Residential Care Facility

In late 2021 Signs & Lines were commissioned to provide signage for the new residential aged care facility in West Perth, WA for CDI Group. The project had initially been won by Pindan who collapsed in May 2021. CDI Group resurrected the project and with a tight deadline to make up for lost time, our signage gurus went to work designing, manufacturing and installing some high quality signage for the first class new facility.



Signage Design – Our Scope of Works

A design intent was supplied to us and then we used value engineering and innovative manufacturing processes to achieve 3D woodgrain effects whilst achieving a cost benefit to the builder.

Bedroom Signage

A clever use of colour ways and matte laminated digital prints with wood grain finish distinguished the bedroom signage over 4 levels of the facility. On the ground level, metallic gold vinyl detailing was used to create a theme across the entire 40 bedrooms on this level. Moving to level 1, with 52 bedrooms, the theming following. On levels 2 and 3, dark and lighter woodgrain digital prints contrasted with black and white feature text and detailing. Level 4 used a silver woodgrain effect to achieve a distinct yet subtle styling for the residents.

For each bedroom, a clear rebate for paper inserts allowed for name and information changes to be made easily by the facility administration.



Lift & Lobby Directory Signage

In synergy with the bedroom door styling, the lift and lobby directories were also made of aluminium panels, routed, v-grooved and folded to create clean lines. Again, different wood grain digital prints were used on each floor from the basement to Level 3. Dark acrylic lettering was used to display wayfinding and directional information.

The current level was 'highlighted' using a 10mm thick acrylic panel to help residents easily identify visually the floor they are currently located on. The result is a clear and simple directory at each lift entrance.

Some lift directories featured 10mm acrylic headers and footers for additional styling features. All signage was affixed to the wall at a convenient eye height.

Glazing Details

Throughout the facility a number of smaller cut vinyl frosted glazing icons and full length glazing panels were used for safety, privacy and artistic effect. A digital printed pattern on optically clear film was used to create a consistent design theme in a number of common areas such as the hairdressers, therapy room, office, meeting room, decks, sitting areas and reception.

External Wall Mounted Signage

Welcome logo signage was manufactured and installed onto a wall with mechanical fixings. A number of main entry signs following the corporate brand were added at the front of building. Signage was installed onto aluminium plate with a digital print Rosewood logo, illuminated for night viewing.



Wall graphics and Wall Plaques

In areas such as the Piano Bar, Sitting Room, Hairdresser and Therapy Room we printed and installed full height, black and white, wall graphics featuring photographs of commercial quality depicting images relating to the venue. The wallpaper was printed and applied onto the wall to create mood and nostalgia.

Other signage elements included:-

- Room names on glazed doors eg. Physio, Wellness Centre
- Anodised aluminium slider extrusion with silver rowmark inserts eg.
- Reception sign The Reception sign followed a similar styling to ensure consistency and create a signage 'family' look and feel. Manufactured out of 10mm acrylic and affixed to wall;
- Room names made out of cast vinyl and installed;
- Digitally printed logos and graphics installed in various locations followed a similar styling;
- Amenities signage eg. Toilet and shower tactiles with braille;
- Service door signage eg. Laundry, Kitchen, Comms;

Signs & Lines manufactured and installed the signage prior to the Rosewood facility opening in late 2021.

More about Rosewood West Perth

Rosewood West Perth offers various activities and experiences, including games, beauty and spa treatments, church services, men's clubs, concerts, yoga,

and much more. They also provide regular bus excursions to local tourist destinations, cafes and restaurants in the area, special events and picnics.

Located close to North Perth and the Leederville cappuccino strip, the new facility caters for everyone and integrates cosmopolitan Perth with the vibrancy of the Perth CBD.

Important Considerations for Aged Care Signage

Aged care signage must have clear messaging and abide by the design standards and policies designed to protect and help residents, visitors and carers.

Well done, good wayfinding signage will assist residents and guests in navigating their way around the home. There is a delicate balance between enough signage to give clear directions, and limited signage to minimise the feel of an institution. Understanding the facility is 'home' to its residents, the space needs to replicate a homelike environment. This creates a sense of belonging, familiarity, safety, comfort and care.

Wayfinding calls for visual cues to differentiate between different areas in a facility. Cues can include different building forms and spatial design, finishes, colour, decoration, furnishings, signage and artwork, which can stimulate sight, touch, smell and hearing.





Wayfinding and Orientation Signage

Good signage can have a significant benefit for people living in aged care by supporting independence, confidence and wellbeing. Wayfinding will assist and encourage people to find their way, explore and navigate with ease. Enabling wayfinding and orientation signage:

- Is clear, easily visible, with good colour contrast.
- Has easily recognised symbols.
- Leads people on a pathway to their destination.
- Should not be surrounded by other signs and information.

Signs should be positioned for people to clearly see and identify, within direct line of sight. Many older people tend to look downwards, and it's recommended signs are lower than normal to assist visibility.

Take your Sign Message to the Next Level

We can help customers in the aged care sector create clear, first class signage designs that enhance the appeal of a facility, such as that at Rosewood West Perth.

Our team of professionals are just a phone call away. Talk to us today about how wayfinding signage can add value and enhance your resident's experience. Use of interactive digital signage is also great way to engage residents, carers, guests and other users of a residential care facility – modern technology will let them find information through self-exploration.

For more information or inspiration give us a call on + 61 8 9274 5151 or email admin@signsandlines.com today.



Rosewood House



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

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CASE STUDY

admin@signsandlines.com
Tel: +618 9274 5151
www.signsandlines.com

Signs & Lines, 5 Meliador Way, Midvale, Perth WA 6056