

THE CLAREMONT HOTEL VALTARI

Since 1902, The Claremont Hotel has been serving the residents of Perth with an idyllic pub experience on Bay View Terrace. The Claremont Hotel has been with Perth through thick and thin and the redevelopment has been closely watched by eagle eyed patrons, keen for their Sunday session spot to reopen its doors.

Signs & Lines has been part of this iconic institution's revamp – helping the venue morph itself into an innovative, modern hospitality venue, through stunning new signage.

The highly anticipated venue will be restoring the magnificent pub to its former glory, so enjoy this sneak peak of what's awaiting you alongside a parmi and pint in Summer '23.

THE CLAREMONT HOTEL DESIGN & SIGNAGE BRIEF

The visual goal of the signage for The Claremont Hotel was to deliver a sophisticated look whilst still maintaining its ties as a heritage listed property. To achieve this, a pallet of metallic gold and deep turquoise colours and finishes were used, combined with illuminated signage with warm LEDs to provide a soft welcoming feeling.

PROJECT SNAPSHOT

Project: The Claremont Hotel

Location: Claremont, WA

Environment: External & Internal

Client: Valtari

Date: November 2022









Whilst The Claremont Hotel would have little difficulty in maximising capacity given its history and location, unique external signage showcases the venues brand image and cements its status as a West Australian icon.

Situated in a concrete fluted wall, the main illuminated entry sign greets every pub patron or passer byer. The frame is constructed from 50 x 50mm galvanised SHS with a 3mm ACP v-grooved pan face to slide over frame and wrapped to the edges. The 3mm ACP has the stencil cut out logo from the face to make room for 20mm and 10mm opal acrylic lettering that push through with an opal backing panel. The sides of the acrylic were painted black, removing the illumination provided by the LEDS that were fixed to face for warm white halo illumination.

Another innovative way to display the Claremont Hotel name is with the installation of a circular illuminated logo panel made from 3mm aluminium, with the logo cut out via stencil. The aluminium was painted gloss black and featured a circular backing panel from 15mm PVC with hogged out edge. Staying consistent to the other external signage, the aluminium featured 20mm and 10mm opal acrylic lettering pushed through the ACP with 3mm opal backing panel. These letters were illuminated with LEDs that are fixed to the PVC backing, except for the sides that were painted black. This lighting was consistent with a warm, white halo illumination.

WAYFINDING SIGNS

Wayfinding signs in a pub are essential; how else do you find your way to the bar? Wayfinding in a hotel venue should be:

- Clear, easily visible, with good colour contrast.
 This can be seen here with the use of illuminated white letters juxtaposed against a dark background and also with the repeated use of a metallic gold and white.
- Has easily recognisable symbols
- Helps people on their path to their destination
- Should not be cluttered by other signs and information

Another unique project that was undertaken for this project was the freestanding wayfinding sign. A 9.5mm polycarbonate clear material insert with reverse applied vinyl to rear. This sign also featured an aluminium frame, post and base painted gold with a grout base painted white. This wayfinding sign combined functionality with aesthetics to create the ideal signage for a modern hospitality venue.



Another style of distinctive room identification were the vertical triangle illuminated lightboxes. Two of these signs were constructed from 3mm painted aluminium with stencil cut out sections. There is also 3mm opal acrylic glue fixed to the inside of the aluminium with translucent vinyl applied to the face. In addition there is a 10mm solid painted acrylic top and bottom to sit inside the aluminium. The lightboxes were all illuminated with LEDs.

- More traditional wayfinding signage include the lettering that was laser cut to a height of 10mm from aluminium and 2pac painted.
- Door labels were cut from premium cast vinyl lettering
 @ 25mm cap height













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The bathroom signs were another fun element of this signage installation; featuring male and female square illuminated light boxes above bathrooms. Constructed from 3mm aluminium painted a gold metallic colour, with stencil cut out sections. There is 3mm opal acrylic top and bottom to sit inside aluminium, also painted. These signs were illuminated with LEDs.

Accompanying the box style bathroom lights were traditional toilet braille signs, according to Australian standards. The panel for these was made from 2mm aluminium and were painted the same metallic gold that is consistent throughout the redevelopment. The letters and relevant icons were raised and painted black whilst the braille is raised and clear.





ROOM SIGNAGE

Suspended illuminated lightboxes inform the patrons where to find the public bar and dining room in style. Constructed from 4.5mm opal acrylic faces and 6mm white acrylic surround, these signs were suspended from the ceiling using 25mm aluminium pipe painted white. There was translucent vinyl applied to one side only and a 15mm PVC backing. With an internally lit interior from a 2200k LED cobra strip, these signs combine style with practicality to provide patrons with quality signage.

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CHALLENGES

No great project is accomplished without a few challenges to help expand the team's capabilities. The following challenges were identified and overcome:

- Heritage listed building; this requires extensive planning and negotiation with the other builders of the venue to ensure that heritage listed areas were not damaged during installation.
- There was a tight turn around period to ensure that the hotel would be able to open on time.
- Signs & Lines ability to turn this project quickly had led to the successful opening of The Claremont Hotel. Project manager Wade was a vital cog in being able to deliver this project on time and to a standard of quality fitting such a heritage icon.









LOOKING TO FIT OUT YOUR VENUE WITH SIGNAGE?

Signage for venues is a great way to engage with customers and take your brand to the next level.

Whether you need inspiration, design assistance or help managing a new retail or franchisee building signage project, the team at Signs & Lines can take your building signage from drab to fab! Our service includes creating an integrated plan that will boost brand awareness and enhance your professional image. Make the most of your building canvas – whether with static or digital signage – and use this space to engage, capture and generate a return on investment with digital signage technology.

Talk to the team at Signs & Lines today Email at admin@signsandlines.com

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