



RESTAURANTS, BARS AND PUBS SIGNAGE

S&L Case Study

DECEMBER 2022

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S&L CASE STUDY

WALK-INS WELCOME!

Has your bar, pub or restaurant been drawing people in off of the streets recently?

An iconic, unique, eye-catching sign can be the difference between someone choosing your hospitality venue over the one down the street.

The signage for a hospitality venue can be an incredibly cost-effective method of advertising. When done well it can be a successful tool for brand awareness, improve the customer experience and encourage additional sales.

This case study delves into some of the most successful signs in the Perth area, from pubs to bars to restaurants, and explores their unique features that have resulted in success. This study in particular will focus on external signage – making sure that your business signage on the outside of your venue is both compelling and eye-catching.

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MAKING THE MOST OF YOUR SIGNAGE

With the potential for an increase in hospitality venue opening hours across Perth, it's important that a business is in the best shape possible.

- Does your signage relate to the customer demographic?
- Have you considered a 'lit-up' approach to encourage evening and late night patrons?
- Does your current sign currently reflect your USP (unique selling point)?

WHY IS GOOD RESTAURANT, PUB AND BAR SIGNAGE A NON-NEGOTIABLE?

Our demonstrated experience in the restaurant, pub and bar industry is a testament to the high quality signage service we offer.

Through this case study we will show you examples of how Signs & Lines have partnered with various WA industry leaders in securing them unique, innovative signs that combine functionality with brand identity. This case study includes the redevelopment of Varsity Fremantle, Song Bird and The Claremont Hotel.

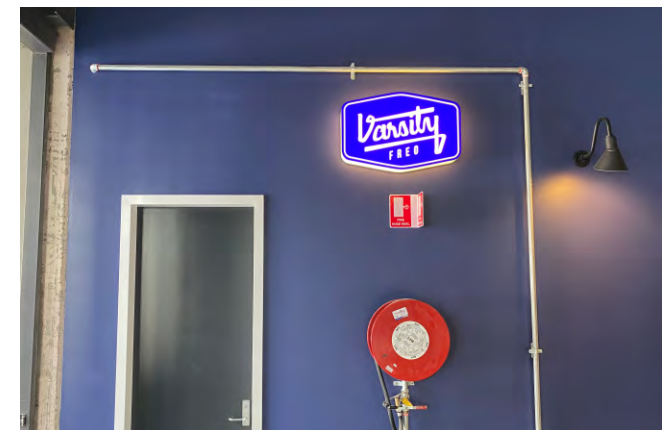


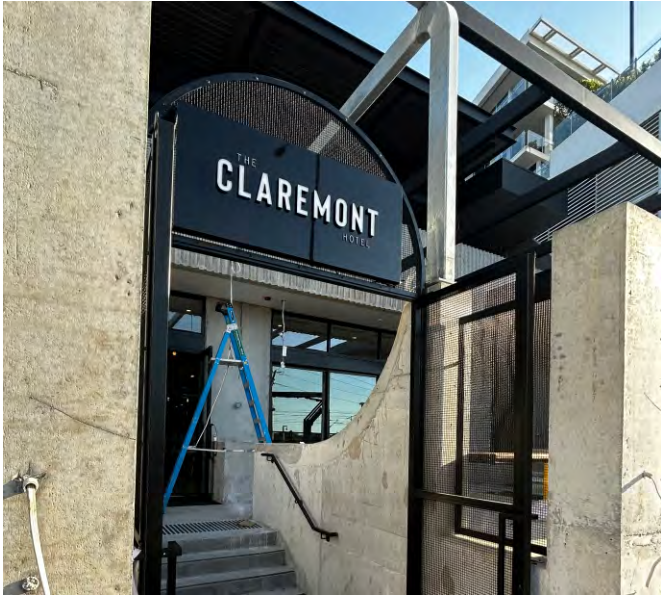
PROJECT SNAPSHOT

- Project:** Varsity Fremantle
- Location:** Fremantle, WA
- Environment:** External & Internal
- Client:** Print Logic
- Date:** August 2021
- Features:** Fabricated opal acrylic lightboxes, with PVC backing and translucent vinyl graphics. Internally illuminated with backlit LED modules.

Varsity Freo is the 6th expansion of the franchise, bringing its sports style bar into the heart of Fremantle. The iconic white Varsity logo is encapsulated against a bright blue lit-up background, that drags diners and drinkers alike off the street.

This hospitality venue needed to stand out in the busy café strip so six light strips were created to display the corporate logo. Our team manufactured and supplied the 800 x 526 x 100mm fabricated light-boxes in a shape to match the brand. Blue translucent vinyl applied to face to match brand colour and internally illuminated with backlit LED modules. This signage was installed on site by our team in both internal wall mounted and external locations.





PROJECT SNAPSHOT

Project: The Claremont Hotel

Location: Claremont, WA

Environment: External & Internal

Client: Valtari Construction

Date: November 2022

Features: Halo illumination around opal acrylic letters that are on top of 3mm of ACP pan 2pac painted and wrapped to frame.

The Claremont Hotel is gearing up to reopen for the 2022 summer, and what better way to re-establish themselves on the Sunday sesh map than through stunning new signage. The new Claremont Hotel signage utilises modern materials and techniques yet is still reflective of its iconic heritage.

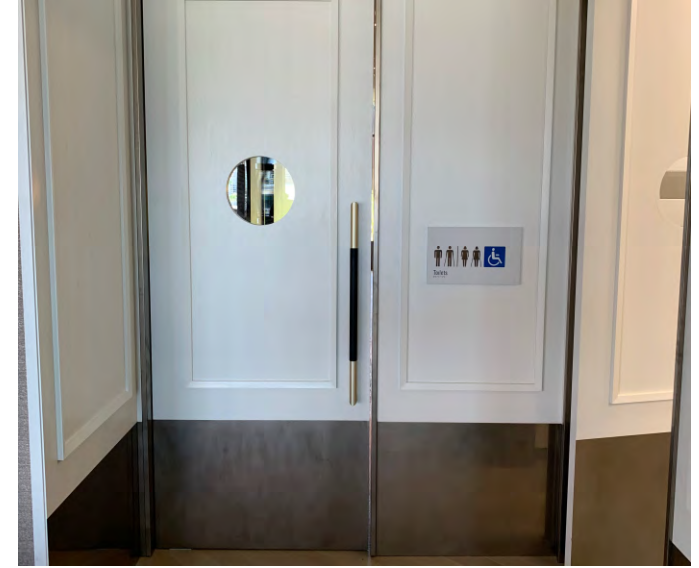
The image here is one of the many signage projects that was undertaken for The Claremont Hotel redevelopment. This horizontal illuminated logo provides a warm white halo illumination around opal acrylic letters that are on top of 3mm of ACP pan 2pac painted and wrapped to frame.

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

For more information refer to our Case Study.

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PROJECT SNAPSHOT

- Project:** Songbird Bar & Restaurant, Ritz Carlton, Perth CBD
- Location:** Perth, WA
- Environment:** External & Internal
- Client:** Far East Consortium
- Date:** 2019
- Features:** 3d printed lettering, with a 2pac Metalcote finish. Installed onto 25mm diameter acrylic tubes.

With the Ritz-Carlton Perth becoming a serious contender for Perth's best hotel, it's no surprise that their roof top bar, Songbird Bar, is the best place to be on a weekend. Their modern and unique signage is reflective of their striking location.

This Songbird entrance statement is 3D printed lettering, prepared and treated with a 2pac Metalcote finish in the luxurious colour of Rimex Inco Champagne. It was installed to position on 25mm diameter acrylic tubes set into an entrance feature.

SEEKING AN EXCELLENT EXTERNAL SIGNAGE EXPERIENCE?

Signage for hospitality 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 hospitality venue signage project, the team at Signs & Lines can take your venue signage from drab to fab! Our service includes creating an integrated plan that will boost brand awareness and enhance your professional image. Use venue signage to its full potential – whether with static or digital signage- and use it to create hype, excitement and interest in your venue.

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

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