

MAYA MAYA HOTEL REBRAND
MANDOON ENTATE, SWAN VALLEY, WA

2023



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MAYA MAYA BUILDING & WAYFINDING SIGNAGE

A rebrand of the 'Maya Maya' boutique hotel at Mandoon Estate called for building and directional signage to match the luxury of this exclusive venue on the banks of the Swan River. Our brief included removal, design, manufacture and installation of new signage.

It was a privilege to be able to help this iconic institution's revamp – assisting the venue morph itself into an innovative, modern hospitality venue, through stunning new signage. This building and wayfinding signage combines functionality with aesthetics to create the ideal signage for a modern setting.

OUR SCOPE OF WORKS – EXTERNAL SIGNAGE

At the accommodation entrance we designed, made and installed a striking 'halo' logo made up of ten different paint colours. The circular logo was manufactured out of 10mm thick acrylic elements.

Our spraypainting team meticulously 2pac painted ten paint colours with a satin finish - masking up the logo starting with the black layer, then browns, orange and finally the white elements - over a period of 3 days.

Adjacent to the logo we manufactured new 'Maya Maya' lettering out of 5mm aluminium, bent in the middle to create a v-profile. This was 2pac painted black and affixed to the wall with pins using an EWP.

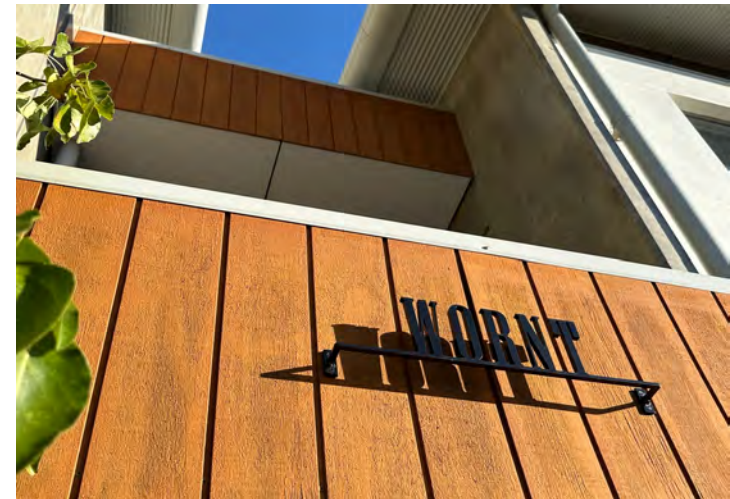
At each of the 8 accommodation entrances directional signage was manufactured from 10mm aluminium profile cut lettering and painted 2pac black. The signage was designed with a bend in the middle of the lettering to create an interesting shadow feature. The lettering was affixed to a rail system and installed direct to the timber facade.

This main building signage was replicated in style but reduced in size at the main Mandoon Estate cellar door entry, with the addition of 'Reception' lettering made from 6mm acrylic and 2pac painted black.

INTERNAL SIGNAGE

The main reception needed new branding signage made out of a 1.6mm stainless steel panel with a horizontal finish. The 'Maya Maya' logo was made from 10mm acrylic with digitally prints to the face of the acrylic only. The lettering was installed using double sided tape and MS1 adhesive.

Stainless steel room signage and directional signage completed the works on this project.



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PROJECT SNAPSHOT

- Project:** Maya Maya Hotel Rebrand
- Location:** Mandoon Estate, Swan Valley, WA
- Environment:** External & Internal
- Client:** Mandoon Estate
- Date:** 2023

Whilst Maya Maya 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.

WAYFINDING SIGNS

Wayfinding signs in a hotel and hospitality venue are essential; how else do you find your way to the cellar door, restaurants, event rooms, accommodation or amenities?

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

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 hotel or hospitality venue signage project, the team at Signs & Lines can take your signs 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.

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