

**ABILITY WA OFFICE FITOUT**  
SHAPE AUSTRALIA PTY LTD

MARCH 2024



# ABILITY WA OFFICE FITOUT

## SHAPE AUSTRALIA PTY LTD

Ability WA is a disability service provider in Perth. It provides support and care to individuals and families living with autism, physical disabilities and more. Our office fitout signage project for Ability WA at the Murdoch Square premises involved a range of signage designed to inform and engage with visitors and users.

As signage projects go, the Ability WA Office Fitout in Perth's southern suburbs was a standout. A big claim, you may say, but it's not every day we get to work with design innovation in such a dramatic and striking way. Astronauts, shooting stars and rockets to name a few!

### PROJECT SNAPSHOT

**Project:** Ability WA Office Fitout

**Location:** Murdoch, WA

**Environment:** Internal Signage

**Client:** Shape Australia Pty Ltd

**Date:** 2024

**Features:** Stunning bold statement internal office fitout signage including reception, wall and floor graphics, room names and glazing.

## SIGNS&LINES

CASE STUDY



## PROJECT OUTLINE

The project called on a full range of skills from our Signs & Lines team. Right from design, through to graphics, spray painting, assembly and installation, this work required a good combination of internal factory and on site installation work from Perth's leading signage company.

There were ten different sign types specified for this office fitout:-

1. Reception signage - profile cut, 3mm acrylic letters painted in a satin 2pac finish. Pinned on the wall surface by 10mm using letter mounts;
2. Room names - 28 meeting rooms made from computer cut matt black vinyl;
3. Astronaut window graphics - a double sided digital print, matt laminated and applied to gym glazing plus a white single sided astronaut in white vinyl.
4. Room name aluminium blades - installed in 14 locations and made from 3mm aluminium with radius end and folded returns. Laser cut 2mm gloss white acrylic lettering. Blade mechanically fixed to tech panel;
5. Bathroom and amenities aluminium blades; double side, made and produced like the room name blades;
6. Star logo floor graphics in 3 locations and anti-slip yellow banding - 3 digitally printed floor graphics with anti-slip laminate applied direct to the floor surface;
7. Custom glazing film on office glass - 23 sets of digitally printed glazing graphics applied full height and width of window glazing;
8. Locker numbers - digitally printed and vinyl numbering;
9. Customer engagement graphics - featuring stars, hands and hearts made from digital prints and matt laminated. Installed onto wall surface;
10. Wall graphics - featuring rockets, stars and paper aeroplanes made from digital prints and matt laminated. Installed onto wall surface.





## CHALLENGES & OPPORTUNITIES

This project had its fair share of challenges as are often experienced with a new fitout and construction site.

- Challenge 1 – Design: the blade signs had to be changed slightly, they were designed as 2mm, but we made them 3mm for strength. Some room names were incorrect and locations in the wrong spot. Astronaut Graphics were in the wrong location and sizes need to change to fit.
- Challenge 2 – Site not ready!! The site was not ready for signage! Despite checking with the client, the site was not ready on the day we were booked in. There were a lot of tradies walking through leaving the floors dirty where we needed to lay floor graphics. The window glazing could not be installed as the panels were not ready. This made for urgent repeat visits to ensure we met their PC date.
- Challenge 3 – Variations to be completed on the spot: There were signage elements that had been missed in the design spec which needed to be added at the last minute

made and installed in a day. Rush jobs are difficult but the whole team soldiered on and got it done!

Despite the challenges, the team were superstars to get the job done and the signage fitout looks amazing.

## LASTING IMPRESSIONS COUNT

There are so many striking options in this fitout space. While glass graphics have always been a popular choice, this project and others we have completed recently show that there is much visual storytelling that can be achieved through clever use of signage for reception desks, storywalls and wall graphics.

The Ability WA office fitout signage is a great example of how a bold statement can make a lasting impression. Adding a positive aesthetic and vibrant colours can take a project to a whole new stratosphere! It also goes a long way to help inspire and educate the users, workers and visitors to an office, retail, commercial or other destination venue.

## GREAT FITOUT SIGNAGE IS TRANSFORMATIVE

Whether you need inspiration, design assistance or help managing a new fitout or retail signage project, our team can take your brief and transform your space. Our service is always responsive. We pride ourselves on a full service approach. Our team will go the extra mile to boost brand awareness and enhance your professional image.

Make the most of your building canvas and use this space to engage your audience with beautiful and transformative imagery.

Talk to the team at Signs & Lines today.

# SIGNS&LINES

CASE STUDY



Talk to the team at Signs & Lines today.

t: +618 9274 5151

m: +614 0719 9576

e: [admin@signsandlines.com](mailto:admin@signsandlines.com)

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

[www.signsandlines.com](http://www.signsandlines.com)

**SIGNS&LINES**

CASE STUDY