

FINDING YOUR WAY AT ECU CITY CAMPUS PERTH CBD, WESTERN AUSTRALIA

2024 TO DECEMBER 2025

FINDING YOUR WAY AT ECU CITY CAMPUS

Perth's CBD is entering a significant new phase of growth with the development of the Edith Cowan University (ECU) City Campus. Designed as a contemporary education, arts, and cultural precinct, the campus integrates academic facilities, performance venues, and public spaces within a dense urban environment. As a landmark development in the heart of the city, the campus accommodates thousands of students, staff, and visitors each day.

The scale and complexity of the project required a comprehensive wayfinding signage solution that would support intuitive navigation, accessibility, safety, and a positive user experience from the moment the campus opened. With multiple buildings, varied circulation paths, and a mix of university and public users, signage needed to perform reliably while aligning with the architectural intent of the development.

Signs & Lines was engaged to deliver a coordinated wayfinding signage package that balanced function, durability, and design consistency across the precinct.

PROJECT SNAPSHOT

- Project:** ECU City Campus Wayfinding
- Location:** Perth CBD, Western Australia
- Environment:** Internal, directional signage
- Client:** Multiplex
- Date:** 2024 to December 2025



THE NEED FOR WAYFINDING SIGNAGE

As a newly developed campus, ECU City presented unique wayfinding challenges. Unlike established university environments where users gradually become familiar with the layout, the ECU City Campus required immediate clarity for first-time users navigating the site during busy periods.

Students, staff, and visitors are required to move efficiently between buildings, levels, and shared spaces, often within limited timeframes. Without clear wayfinding, large campuses can quickly become confusing, leading to congestion, frustration, and increased reliance on staff for directions.

Effective wayfinding signage was essential to:

- Support clear navigation across a large, unfamiliar campus
- Improve pedestrian flow during peak periods
- Reduce confusion and unnecessary circulation
- Create a welcoming and professional first impression

In a CBD setting where pedestrian traffic is already high, clarity of movement is particularly important to maintain smooth circulation and support daily operations.



CLIENT AND PROJECT COLLABORATION

This wayfinding signage package was delivered in collaboration with Multiplex, the builder responsible for the ECU City Campus development. Signs & Lines has an established working relationship with Multiplex and continues to support them across multiple large-scale projects throughout Western Australia.

Signs & Lines ongoing collaboration with Multiplex is built on experience working within live construction environments, a strong understanding of construction sequencing, and consistent delivery across complex project scopes. This familiarity allowed for efficient coordination with the broader project team, including architects and consultants, ensuring signage solutions were integrated seamlessly into the built environment.

By working closely with Multiplex throughout the project lifecycle, the wayfinding signage was delivered in alignment with architectural finishes, building access points, and operational requirements.



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IMPORTANCE OF EFFECTIVE WAYFINDING

Wayfinding signage plays a central role in shaping how people interact with a space. At ECU City Campus, the signage system supports functionality, inclusivity, and safety while contributing to a positive and intuitive user experience.

Clear and legible signage allows users to reach their destination quickly and confidently, reducing stress and improving first impressions. This is particularly important in a campus that brings together education, performance, and public functions within a busy urban environment.

Accessibility was a key consideration throughout the project. The wayfinding signage incorporates:

- Braille and tactile elements
- High-contrast text for improved legibility
- Universal symbols for intuitive understanding

These features ensure people of all abilities can navigate the campus independently and with confidence, aligning with inclusive design principles and accessibility standards. Wayfinding signage also supports safety and operational efficiency. Clear identification of levels, exits, and circulation routes assists with everyday movement and provides essential guidance during emergency situations.

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SCOPE OF WORKS

The wayfinding signage package for ECU City Campus included a broad range of sign types designed to meet both functional and accessibility requirements while maintaining visual consistency across the site. The scope of works included:

- Illuminated LED wall signs in key locations to enhance visibility
- Braille and tactile signage supporting accessible navigation
- Wall-mounted informational signs identifying rooms and facilities
- Directional signage guiding movement through corridors and intersections
- Level signage assisting vertical navigation across multi-storey buildings
- Toilet signage using universally recognised symbols

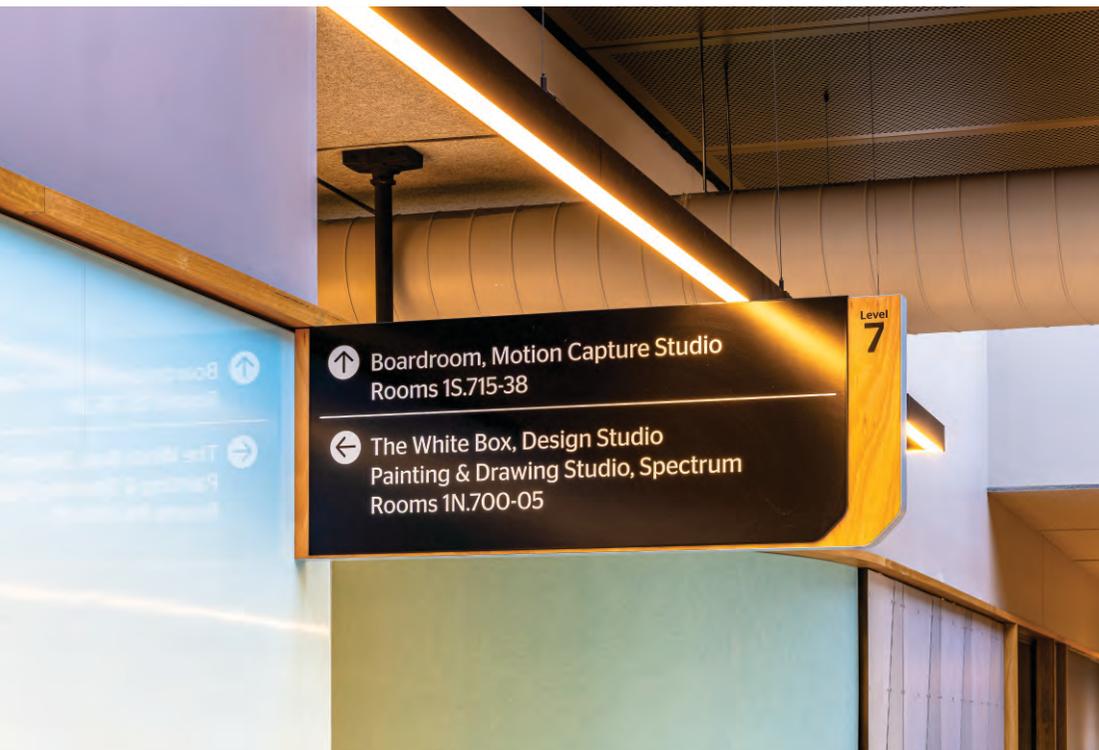
Each sign was designed and manufactured with durability, clarity, and long-term performance in mind, ensuring the signage system remains effective within a high-traffic public environment.

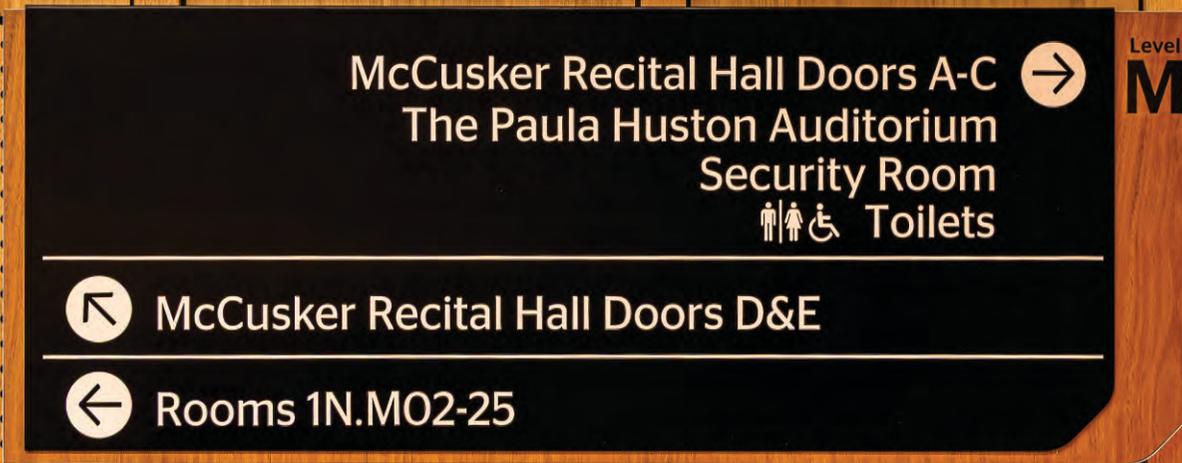
DESIGN AND DELIVERY CONSIDERATIONS

Delivering wayfinding signage within a major CBD development required careful planning and coordination. Sign placement, sightlines, and legibility were carefully considered to ensure signage performed effectively within varying lighting conditions and architectural contexts.

Material selection and finishes were chosen to align with the overall design language of the campus while meeting durability requirements for a public setting. Throughout the project, Signs & Lines worked closely with the construction team to coordinate installation sequencing and minimise disruption to the build program.

This collaborative approach ensured signage was delivered efficiently while maintaining a consistent standard across the campus.





NEED MORE THAN JUST SIGNAGE

Our team offers a number of additional services that will help with your signage.

- Design Concepts:** Maybe a wayfinding strategy or conceptual drawings for a new building or precinct. Let us create your next project.
- Audits:** Full or partial audits of indoor or outdoor facilities. Is your signage working well? Let us give you the full story.
- Aftercare & Maintenance:** Servicing or maintenance requirements with photos. Our technology solution will provide a detailed status.
- Repairs:** Fix or repair existing signage. Plus a detailed report outlining signage issues & recommended fixes.

WHY SIGNS & LINES

At Signs & Lines, the team understand that effective wayfinding signage must balance function, design, and user experience. The team works closely with builders, consultants, and stakeholders to deliver signage solutions that integrate seamlessly into the built environment.

With extensive experience across large-scale developments, the team at Signs & Lines are well equipped to manage:

- Complex signage packages
- Tight construction timelines
- Compliance with accessibility and safety standards

From early coordination through to installation, the teams focus remains on delivering clear, durable, and effective signage outcomes.

Finding Your Way at ECU City Campus is about more than providing directions. It is about creating clarity, confidence, and connection within a complex urban precinct. Signs & Lines are proud to support projects that help people move comfortably and independently through the spaces that shape the future.

For more information, contact us on +61 8 9274 5151 or email admin@signsandlines.com



Talk to the team at Signs & Lines today.

t: +618 9274 5151

m: +614 0719 9576

e: admin@signsandlines.com

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

www.signsandlines.com

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