

**DEFINING THE SKYLINE: ECU CITY ILLUMINATES**  
PERTH CBD, WESTERN AUSTRALIA

2024 TO 2025



**ECU**  
EDITH COWAN  
UNIVERSITY

# DEFINING THE SKYLINE: ECU CITY'S ILLUMINATED IDENTITY

## PERTH CBD, WESTERN AUSTRALIA

The construction of the Edith Cowan University (ECU) City Campus represents a major milestone in the transformation of Perth's CBD. Set to become a world-class university precinct and the future home of Western Australia's Performing Arts Academy (WAPAA), the development required a visual identity that would match its architectural prominence and civic importance. To achieve this, Multiplex engaged Signs & Lines to deliver a suite of illuminated sky signs that would define the building from the moment it becomes operational.

The project required signage that could rise above the density of the CBD, provide clear day and night visibility, and establish ECU City as an unmistakable presence within Perth's skyline. This case study outlines the full process of planning, designing, fabricating and installing these large-scale illuminated signs and highlights the technical expertise required for a project of this scale.

### PROJECT SNAPSHOT

<b>Project:</b>	ECU City Campus Sky Signage
<b>Location:</b>	Perth CBD, Western Australia
<b>Environment:</b>	External Signage
<b>Client:</b>	Multiplex
<b>Date:</b>	2024 to December 2025
<b>Features:</b>	Custom aluminium fabrication, high output LED lighting, rope access and crane installation.

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CASE STUDY



## PROJECT BACKGROUND

Positioned in the heart of the city, the ECU City Campus will serve thousands of daily users including students, commuters, arts patrons and visitors. Strong external identification was essential for a development of this size and significance. ECU City required signage that would not only elevate its brand profile but also function as a reliable wayfinding asset for the growing number of people moving through the redefined precinct.

The brief called for signage with exceptional visibility, structural integrity, long term durability and architectural alignment. The sky signs would become permanent markers on the skyline and therefore needed to deliver consistent performance, precise colour accuracy and reliable illumination. The project presented a combination of design, engineering and access challenges that demanded specialist capability- making Signs & Lines the ideal company for the job!

## CLIENT RELATIONSHIP

Signs & Lines has an established relationship with Multiplex and has delivered signage solutions for many of Western Australia's most complex and prominent developments. This includes commercial high rises, major corporate fit outs and internal wayfinding components of the ECU City Campus project. Multiplex trusted our team for this package due to our proven experience in high altitude installations, engineering heavy signage systems and coordinating work within large scale construction environments.

This strong working relationship supported a collaborative approach from concept development through to final installation, ensuring the signs aligned with both the architectural design intent and ECU's brand requirements.



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## PURPOSE AND IMPORTANCE OF THE SKY SIGNAGE

Illuminated sky signs play a vital role in shaping how a large civic institution presents itself to the public. For ECU City the signage needed to:

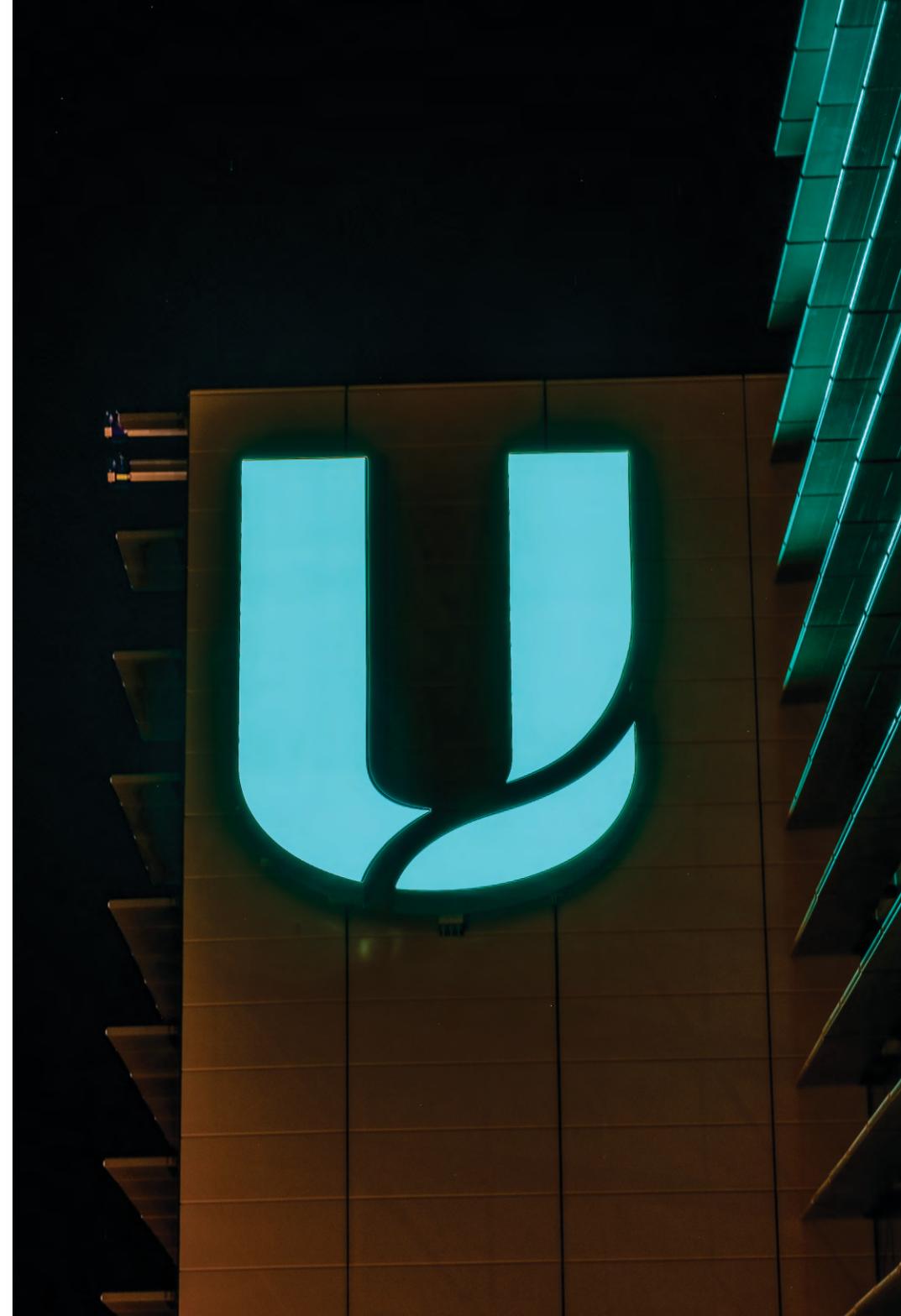
- Establish a clear and commanding presence across the Perth skyline
- Improve wayfinding for thousands of people moving through the CBD each day
- Enhance brand visibility through reliable LED illumination
- Support the identity of the new Performing Arts Academy and the wider campus
- Contribute to the modern, future focused character of the new precinct

Sky signage continues to be one of the most effective long term branding assets for high profile facilities. Once installed, these signs provide continuous exposure without ongoing advertising costs, making them a valuable investment for decades to come.



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## SCOPE OF WORKS

The scope of work for the ECU City Campus sky signage package covered multiple stages, each requiring precision and careful coordination.

Signs & Lines developed a comprehensive range of samples to refine colour tones, material finishes and illumination levels. This ensured consistency across all signage elements and confirmed that the lighting output would be suitable for night visibility.

All signage components were custom fabricated using premium grade aluminium and fitted with high performance LED systems. The full signage package included 6 sky signs:

- Three ECU illuminated letter sets on the top of the building
- One full Edith Cowan University wordmark
- One stand alone illuminated 'U' at the top of the building
- One Performing Arts Centre sign at the lower level

Each sign required precision engineering to support structural stability, waterproofing, electrical integration and long term weather resistance.

Installation was one of the most complex components of the project. A combination of rope access, crane operations and elevated work platforms was used to install the signage at multiple heights across the building. Safety planning was paramount due to the size, weight and elevation of the sign components. The installation process also required close scheduling with Multiplex to ensure alignment with the broader construction timeline. Traffic management and road closures were all part of the process.

After positioning each sign, our team completed all electrical connections, LED testing and illumination calibration to confirm performance against ECU's brand standards.



## PROJECT OUTCOMES

The completed sky signage now provides the strong, bold identity required for a project of this scale. The signs integrate seamlessly with the architectural design and provide outstanding visibility from both street level and long-distance viewing points across the city. The illumination system ensures consistent and energy efficient lighting that reinforces ECU City's presence throughout the day and night.

These signs will function as key directional and branding elements for the campus for many years to come. They contribute significantly to the visual identity of Perth's new arts and education precinct and support ECU's long-term commitment to innovation and community engagement





## WHY SIGNS & LINES

With more than 40 years of industry experience, Signs & Lines is recognised for its ability to deliver complex and highly engineered illuminated signage installations. Our team combines strong technical capability with rigorous safety procedures and a commitment to exceptional craftsmanship. Multiplex's continued partnership with Signs & Lines reflects the trust placed in our expertise and our ability to deliver challenging, large-scale projects to the highest standard.

The ECU City Campus sky signage project showcases our capability in managing sophisticated fabrications, navigating high altitude installations and producing signage that enhances both functionality and architectural impact.

For more information, contact us on +61 8 9274 5151 or email [admin@signsandlines.com](mailto:admin@signsandlines.com)

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## THE FINAL WRAP

The team will give you a non-biased recommendations and gear your signage to the future. Our experience of static and digital signage solutions will ensure that you receive our trademark outstanding experience.

We're ready to start talking! Speak up now about your next project or idea.



# ECU

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Talk to the team at Signs & Lines today.

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