

A tall building under construction with a crane arm extending from the top, set against a cloudy sky. The crane arm is white and has large black letters 'S', 'I', 'G', 'N', 'S' attached to it. The building has a blue glass facade and a curved top section. The background shows a cityscape with other buildings and a body of water.

FROM CONCEPT TO SKY: SIGNS & LINES CRANE SOLUTIONS

2026

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Cranes and jump-forms are the backbone of any major construction site, but they're also some of the most powerful branding tools available. While they are essential for building, they can just as easily build visibility, turning worksites into striking vertical billboards that dominate the skyline.

Crane signage gives brands instant recognition, projecting their name across the city at extraordinary heights. Jump-form signage amplifies that effect even further, climbing higher as the project progresses and drawing more attention with every new floor. Together, they create large-scale, high-impact advertising that's impossible to ignore.

This case study highlights several of the crane and jump-form signs we've produced over the past 2 years, contributing to the vibrant signage that spans Perth's city skyline.

TRUSTED BY INDUSTRY LEADERS

Signs and Lines are proud to have partnered with leading names in the construction industry including, Built, Assemble Building Co, ADCO, PACT, Multiplex, Ogilvie Apartments, WA Universal Edge, Edge Construction, Urban Crane, and Icon. Through these collaborations, Signs & Lines has delivered a large range of custom created signage solutions, each designed to meet the specific needs, branding, and vision of every client.

THE POWER BEHIND THIS SIGNAGE

These signs are important because they turn construction sites into standout advertising spaces that build brand awareness long before a project is complete. Their large size ensures visibility from great distances, making an immediate and lasting impression.

Integrated LED lighting keeps the signage bright and eye-catching both day and night, maximising exposure around the clock. Our signage work for ECU City Campus utilised a white neon rope around the perimeter holding over 200 individual LED lights. This contrasts the bright sign against the dark night sky, making the sign even more visible.

Each installation is fully customisable, allowing for unique designs, colours, and messaging that aligns perfectly with a company's brand identity. Together, these elements create a powerful marketing tool one that not only showcases a project but also elevates a brand high above the skyline.

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CASE STUDY



BEHIND THE SCENES: CRANE SIGN CREATION

Building a crane sign is a highly specialised process because every crane is different, meaning each sign must be custom designed to suit the structure, engineering loads, and safe access requirements of the crane crew. The signage must withstand extreme conditions as crane jibs can sit over 120 metres above ground, constantly exposed to wind, vibration and structural flex, making strict engineering certification essential.

Signs are manufactured in sections at our factory for safe transport and handling, with custom wiring systems designed for each project. Once fabricated, the sign must be installed and tested at the crane supplier's yard at least five days before transport to site, leaving no room for delays. Busy yards, access limitations and transport permits can all present challenges, but through close coordination with crane suppliers and smart problem-solving, the Signs and Lines team ensures every installation is completed safely, efficiently and to the highest standard.

FROM CONCEPT TO SKYLINE

From initial quote to final installation in just 11 weeks, the Signs & Lines team delivers a streamlined, end-to-end process that prioritises efficiency, safety, and exceptional attention to detail. This full project timeline is captured in the Crane Sign Gantt (see chart), which outlines each phase from client approval through to delivery of the crane jib to site.

Once your quote is approved, our qualified in-house designers begin developing a fully customised signage package, working closely with you and our engineering partners to ensure every specification aligns with structural, branding, and site requirements. This design and engineering phase spans Weeks 1–4, incorporating aesthetic shop drawings, S&L engineering certification, and final approval by the crane supplier's engineer. By mapping each of these steps clearly in the Gantt chart, clients can see exactly how their project progresses and where key milestones align.

Following design sign-off, our skilled manufacturing team brings the concept to life during Weeks 5–9. Using high-quality materials and precision fabrication techniques, we ensure each panel is built for durability, weather resistance, and maximum visual impact which is critical for signage positioned high above the skyline. Every component undergoes quality checks to confirm consistency across finishes, illumination, and structural suitability.

Once fabrication is complete, the installation process begins at ground level at the crane supplier's yard. This stage allows our experienced installers to test fit, align, and verify all connection points before the crane reaches site. As illustrated in the final steps of the Gantt chart, the fully assembled jib is then delivered to site, allowing for a seamless lift and a flawless finished result once your crane and your brand take to the sky.

SIGNS&LINES CRANE SIGN GANTT	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11
Quote Approval	█										
Shop drawing for aesthetic client approval		█									
S&L Engineering certification (sign and connection to jib)			█								
Crane supplier engineer certification				█							
Manufacture					█	█	█	█	█		
Installation at ground level Crane Supplier Yard										█	
Delivery of jib to site for installation											█

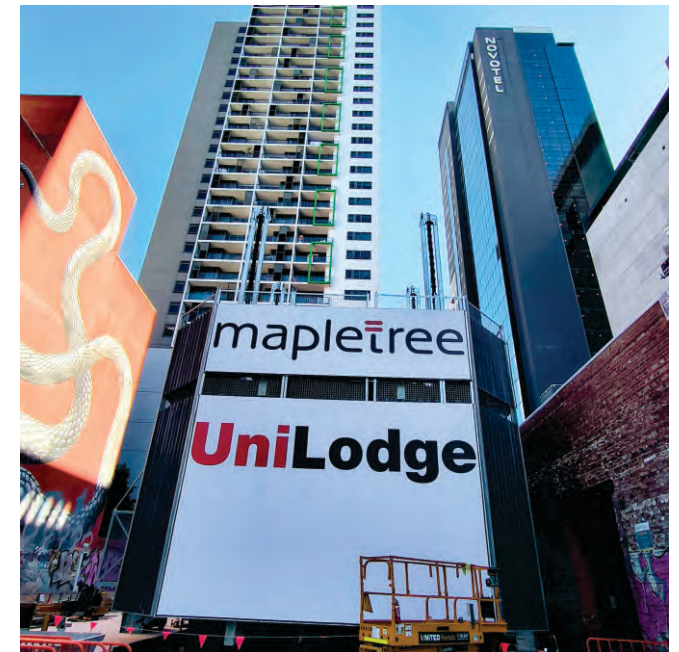
JUMP-FORM SOLUTIONS

Jump-form signage might not soar as high as crane signage, but it more than makes up for it in size, presence, and impact. Take our work at the ECU City Campus, two enormous jump-form signs, rise alongside the building as construction progresses. Together, they span an incredible 10 by 6 metres, commanding attention from every angle and easily out scale a traditional crane sign.

Beyond their sheer size, jump-form signs are cost-effective, long-lasting, and perfect for sharing detailed project or branding information. The signage remains visible throughout the entire build, deliver ongoing exposure and connect directly with local audiences who move through the area daily.

When combined with crane signage, the result is unbeatable visibility, a bold, high-impact statement that turns every stage of construction into an opportunity to elevate your brand.

Jump form signage always has its challenges. Getting the sizing right, access equipment to site and co-ordinating the timing of the installation before the first 'jump' is always critical. See examples of the January 2026 jump form at 609 Wellington Street, in Perth's CBD, for clients Icon and UniLodge. The photos speak for themselves!



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INSIGHTS FROM OUR CRANE EXPERT

“Leveraging our strong relationships with leading crane suppliers, we provide a fully turnkey solution tailored to the specific requirements of each project. We understand the complexities involved in meeting the strict engineering standards required for the manufacture and installation of signage on cranes and jump forms.”

Our team carefully plans for—and responds quickly to—the narrow installation windows, ensuring signage is installed efficiently without delaying the critical commissioning of cranes and jump forms on site.”

- Richard Angerson - Special Projects



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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 AND LINES LEADS THE INDUSTRY

Looking to harness the advertising power of crane and jump-form signage? At Signs & Lines, the team specialise in turning construction structures into bold, high-impact brand statements. From design to manufacturing and installation, our team delivers innovative, future-focused signage solutions that elevate visibility and strengthen brand presence at every stage of a project.

Let's take your message to new heights.

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

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.

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Talk to the team at Signs & Lines today.

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