

DRAMATIC RESULTS WITH PRINTED GRAPHICS

EY HEAD OFFICE

2025



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When Ernst & Young (EY) set out to elevate its Perth CBD headquarters, the goal was clear: create a visually engaging, modern workspace that balanced functionality, brand storytelling, and employee experience. Partnering with Signs & Lines, the project demonstrates how vinyl, digitally printed graphics, and privacy banding can completely redefine an office environment with dramatic results.

PROJECT OVERVIEW

The fit-out incorporated a strategic mix of:

- Privacy banding on glass offices and meeting rooms
- Large-format digitally printed graphics depicting indigenous art
- Custom vinyl installations across high-traffic areas

Rather than treating signage as an afterthought, graphics and glazing were embedded into the design narrative—enhancing both aesthetics and usability

PROJECT SNAPSHOT

- Project:** EY Head Office
- Location:** CBD Perth
- Scope:** Vinyl, digital graphics, glazing & privacy banding
- Timeframe:** 2025





DESIGN STRATEGY & APPLICATION

Privacy Banding: Functional Meets Stylish

Glass offices are a staple of modern workplaces, but they require thoughtful treatment to ensure privacy without sacrificing openness.

- Custom vinyl privacy banding was applied at consistent sightlines across all glazed partitions
- Designs aligned with EY's corporate identity, reinforcing brand cohesion and honouring indigenous art

The result: a balance between confidentiality, safety, art and visual continuity

Large-Format Digital Graphics: Creating Impact Zones

Digitally printed wall graphics and glazing were installed in key locations:

- Reception areas to create strong first impressions
- Cafés and breakout spaces to enhance atmosphere and culture
- Corridors and common areas to maintain visual interest throughout the space

Some graphics were corporate and brand-driven, while others introduced more creative storytelling elements.

Storytelling Through Stairways

One of the standout features of the project was the use of sequential storytelling graphics within stairwells.

- Each level contributed to a larger narrative
- Encouraged movement through the space while engaging employees visually
- Turned otherwise underutilised transitional areas into immersive experiences

This approach exemplifies how environmental graphics can go beyond decoration to influence behaviour and engagement.

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CASE STUDY

CRAFTSMANSHIP & PRECISION

The success of a project of this scale relies heavily on execution quality. Sampling was an important part of the process to ensure the right contrast between percentages of white to create the design.

Each floor had its own design to differentiate between levels – aligned to smart wayfinding principles.

Precision alignment was critical—especially for privacy banding, where even minor inconsistencies are immediately noticeable.

Large-format graphics required seamless joins, accurate scaling, and perfect substrate preparation

Installers needed to account for lighting, reflections, and viewing angles

Signage professionals played a crucial role in ensuring:

- Clean application with no bubbling or distortion
- Consistent finishes across varied surfaces
- Long-term durability in high-traffic environments

In projects like this, craftsmanship is not optional—it is the defining factor between average and exceptional outcomes.

PROJECT MANAGEMENT & DELIVERY

Behind the scenes, strong project management ensured smooth delivery:

- Coordination with builders, designers, and client stakeholders
- Scheduling installations to align with construction timelines
- Managing multiple zones simultaneously without compromising quality

The team at Signs & Lines successfully delivered the project on time and to specification, demonstrating the importance of organisation and communication in large-scale fit-outs.



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CASE STUDY



DRAMATIC RESULTS

The transformation of EY's Perth office is striking:

- Previously neutral spaces are now dynamic, engaging environments
- Branding is seamlessly integrated into the architecture
- Employees and visitors experience a cohesive and visually stimulating workplace

The combination of vinyl, digital print, and privacy banding didn't just enhance the space—it redefined it.

KEY TAKEAWAYS

- **Strategic placement matters:** High-impact zones deliver maximum visual return
- **Function and design can coexist:** Privacy banding proves practicality can be stylish
- **Storytelling elevates design:** Graphics can guide experience, not just decorate
- **Precision is critical:** Quality workmanship defines the final result
- **Project management drives success:** Coordination ensures vision becomes reality

This project highlights how thoughtful signage and graphic solutions can transform office environments into powerful expressions of brand, culture, and experience.

THE FINAL WRAP

To get dramatic graphic results for your next project, call our team and find out more about the endless possibilities today.

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