

HEALTHCARE SECTOR SIGNAGE & WAYFINDING

SIGNS & LINES BRANDED

2018 – 2026



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SIGNS & LINES IN THE WESTERN AUSTRALIAN HEALTHCARE SECTOR

Signs & Lines has established itself as a trusted partner in delivering complex, high-quality signage solutions across Western Australia's healthcare sector. Working in some of the state's most critical medical environments, the company has successfully designed, manufactured, and installed comprehensive signage systems that enhance wayfinding, safety, and patient experience.

This case study explores four major projects delivered between 2018 and 2026, highlighting the company's capabilities and the unique challenges of operating in live hospital environments.

PROJECT OVERVIEW

Signs & Lines' recent healthcare portfolio includes major works at Sir Charles Gairdner Hospital, St John of God Subiaco Hospital, the Murdoch Health and Knowledge Precinct (MHKP) including Fiona Stanley Hospital, and the QEII Medical Centre campus. Each project required a tailored approach to meet the operational, safety, and branding needs of large-scale healthcare facilities.

1. At Sir Charles Gairdner Hospital, Signs & Lines undertook a major internal wayfinding upgrade for the North Metropolitan Health Service [NMHS] between 2025 and 2026. This project focused on improving navigation across a complex hospital layout, ensuring patients and visitors could move efficiently between wards, departments, and services. The scope included suspended directional signage, lift directories, ward identification, and floor-based navigation markers.

2. At St John of God Hospital in Subiaco, a staged internal and external signage upgrade was delivered across two major phases in 2025 and 2026 for our client Multiplex Construction. These

works modernised the hospital's visual identity while improving clarity and consistency across all signage types, from external entry statements and car park directional systems to internal wayfinding and regulatory signage.

3. Within the Murdoch Health and Knowledge Precinct [MHKP], Signs & Lines delivered a diverse range of signage solutions including internal wayfinding systems, car park navigation, external facade signage at Fiona Stanley Hospital and directional markers across the whole precinct. This work required careful integration with existing infrastructure while supporting a high volume of daily users. Again our client was Multiplex Construction plus others.

4. Finally, over the past eight years, Signs & Lines has played a key role in enhancing navigation at QEII Medical Centre [QEII MC] in Nedlands. The focus here has been on large-scale external signage including totems, pylons, and campus-wide directional systems, helping unify a sprawling medical precinct used by multiple institutions and thousands of patients and visitors daily.



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CASE STUDY



SCOPE OF WORK

Across these projects, Signs & Lines delivered a full-service offering encompassing design, manufacturing, and installation, all managed by its Western Australia-based team. Every project was fully project managed from concept through to completion, ensuring consistency, quality control, and seamless coordination with hospital stakeholders.

Some of the signage systems implemented included:

- Suspended directional signs for corridors and major pathways
- Ward and department identification signage
- Regulatory and compliance signage
- External entry statements and building identification
- Car park directional signage and traffic flow systems
- Lift directories and vertical transport wayfinding
- Floor markers and pathway guidance systems
- Wall graphics and environmental branding
- Door signage and privacy banding

Each element was designed to meet strict healthcare standards including durability, hygiene compliance, and accessibility requirements.

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CASE STUDY

CHALLENGES OF WORKING IN LIVE HEALTHCARE ENVIRONMENTS

Delivering signage in active hospital settings presents a unique set of challenges that go far beyond typical commercial projects. One of the primary difficulties is maintaining operational continuity. Hospitals function 24/7, meaning installation works must be carefully staged to avoid disrupting critical services, patient care, and emergency access routes.

Safety management is paramount. Installations often occur in high-risk environments with vulnerable patients, staff and visitors. Strict adherence to infection control protocols is essential requiring careful material handling, dust minimisation and coordination with hospital infection control teams. Even minor disruptions can have serious consequences, so meticulous planning and risk assessment underpin every stage of work.

Another challenge is navigating complex stakeholder environments. Large hospitals involve multiple departments, contractors, and decision-makers, each with specific requirements. Aligning branding, compliance, and functional needs across these groups requires strong communication and project management expertise.

Wayfinding complexity also adds to the challenge. Healthcare facilities are often large, multi-building campuses with evolving layouts. Designing signage that is intuitive, accessible and adaptable is critical. This is especially important for patients who may be under stress, have limited mobility, or face language barriers.

Staging is another key difficulty. Many projects, such as those at St John of God Subiaco and Sir Charles Gairdner Hospital, were delivered in phases. This requires temporary signage solutions, careful sequencing, and flexibility to adapt to changing site conditions, all while maintaining a consistent user experience.

Finally, durability and compliance requirements are significantly higher in healthcare settings. Signage must withstand constant cleaning, frequent use, and strict regulatory standards. Materials and finishes must be selected to ensure longevity without compromising hygiene or aesthetics.



OUTCOMES AND IMPACT

Through these projects, Signs & Lines has significantly improved navigation, safety, and user experience across some of Western Australia's busiest healthcare facilities. Clear, consistent signage reduces stress for patients and visitors, improves operational efficiency for staff, and supports overall hospital functionality.

By leveraging a fully integrated WA-based team, the company has ensured high-quality outcomes while maintaining flexibility and responsiveness. Its ability to deliver staged projects in live environments—without compromising safety or performance—demonstrates a deep understanding of the healthcare sector's unique demands.

CONCLUSION

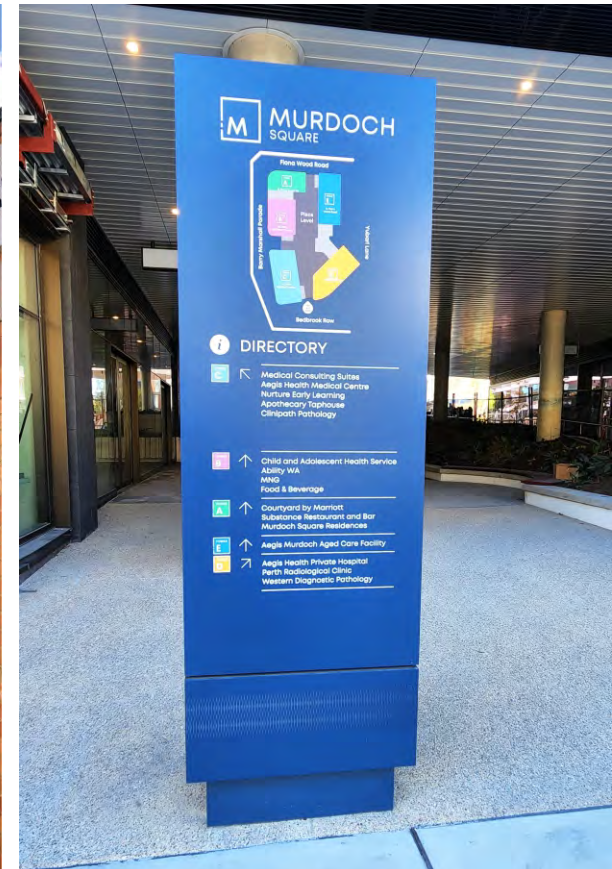
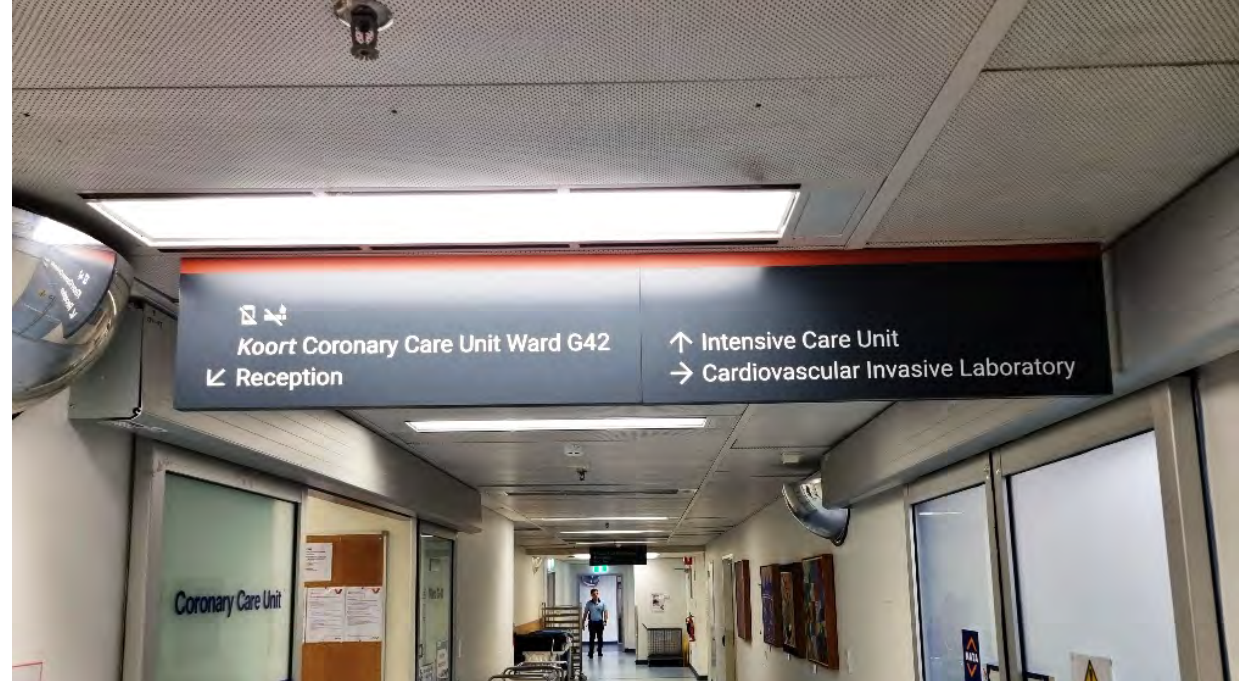
Signs & Lines' work across these healthcare environments, and many more, highlights our expertise in delivering complex signage solutions in high-pressure environments. The company's comprehensive approach—combining design, manufacturing, installation and project management—positions it as a leader in healthcare wayfinding and signage across Western Australia.

In a sector where clarity, safety, and reliability are essential, Signs & Lines continues to set the standard for signage delivery in live hospital environments.

To find out more about our full range of services – and the Signs & Lines difference – contact us today +8 9274 5151 or admin@signsandlines.com.

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