



FINDING A WAY FOR ONE TO BECOME TWO

SIGNWAVE CASE STUDY Generation Health Care and Brand Build

TWO BUILDINGS, ONE ADDRESS EQUALED A MIGHTY HEADACHE

Generation Healthcare had purchased two buildings in Brisbane for healthcare office spaces and had commissioned Brand Build to design and implement the fit out.

The local council had stipulated that the buildings could not be identified as two different street addresses. A major concern for Generation Healthcare was ensuring patients could clearly identify which building they needed to go to find their healthcare professional. The patients attending these clinics were not highly mobile and going into the wrong building would cause frustration and delays—especially given there was no thoroughfare access between the buildings.

The key challenge was to create a simple and easy identification system for the buildings and their wayfinding.

COLLABORATION & COLOUR

SIGNWAVE South Yarra had worked with Brand Build previously, but were

Generation Healthcare set about fitting out two buildings for their Brisbane patients and needed a wayfinding solution that ensured people got to where they needed to be with as little confusion and inconvenience as possible.

still required to tender to Generation Healthcare for this project. “We won the tender process ahead of three other sign centres,” said John Wylie, owner of SIGNWAVE South Yarra. “The decision was not made according to the cheapest estimate, but we won the job based on our proven track record for quality and the service that we had provided to Brand Build in the past. They knew that we could complete the work on time and to a high standard, so they recommended us to Generation Healthcare.”

SIGNWAVE worked with the designer and end client to spec the project materials and signage requirements to create a sophisticated, efficient wayfinding solution.

It was a collaborative process that resulted in a colour coding strategy; one building was orange and the other blue. SIGNWAVE South Yarra created external and internal wayfinding solutions with acrylic directory boards, vinyl door wraps, external pylon

directory signs – as well as colour coded identification signage for the outside of the building.

“We produced all of the signage from our centre in Melbourne and flew interstate to Brisbane to project manage the work that was completed,” said Wylie.



VALUE-ADD

Following installation, Generation Healthcare’s facility manager observed a significant reduction in the number people asking for directions or going to the wrong building.

The building was also re-valued after the signage was completed, with a multi-million dollar increase in the property’s worth.

