

**KINGMAN  
GROUP** 

**Crown Perth**  
Signage Project

**CASE STUDY**

[www.kingman.com.au](http://www.kingman.com.au)  
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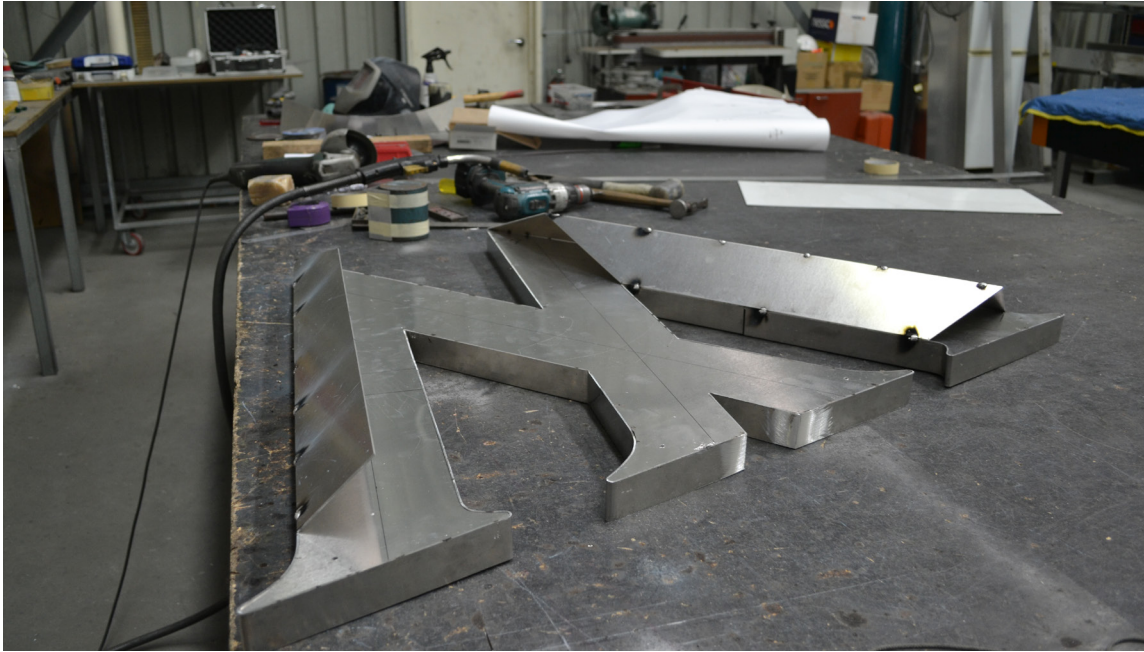


## Introduction

Kingman was deeply privileged to secure the signage contract for the Crown Towers project. Our team took immense pride in contributing to this elegant and opulent signage endeavor. Meticulous attention was dedicated to perfecting each and every sign, maintaining the utmost level of excellence and precision.

Thanks to our in-house manufacturing at our cutting-edge facility in Malaga, we maintained meticulous oversight over every step of the fabrication process, ensuring the strictest benchmarks of quality control were not just met, but exceeded. The client's precise directives and well-defined vision were admirably fulfilled, a testament to Kingman's adept capability and proficiency.





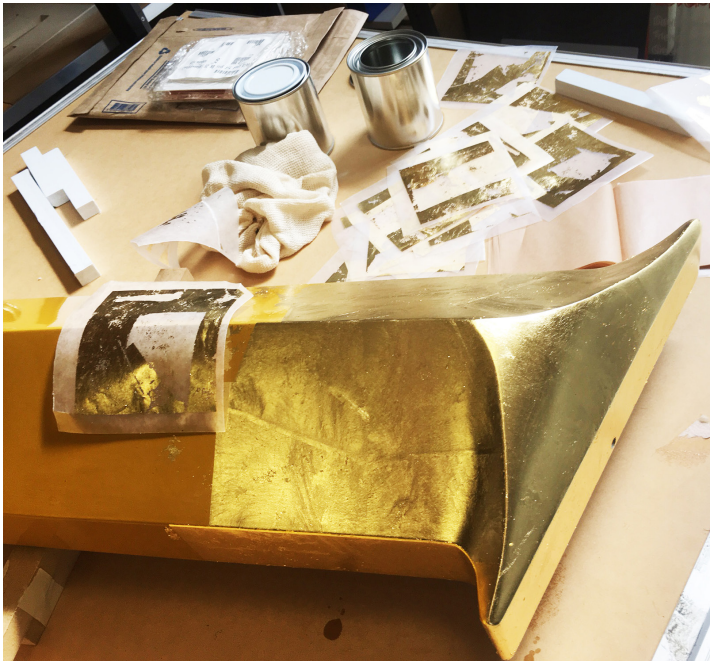
Above, images from the Kingman factory.

## Metal Fabrication

Kingman's team comprises exceptionally skilled metal fabricators who possess the expertise to craft bespoke designs using a range of materials including aluminum, stainless steel, brass, and steel.

For the signature entrance signage of the Crown Towers structure, we meticulously hand-fabricated the aluminum letters to achieve a stunning prismatic effect. Our highly adept metal fabrication division adeptly handled this task, showcasing their proficiency in transforming metal into intricate designs with apparent ease.





## Gold Leafing

The distinctive signage letters designed for the entrance of Crown Towers were meticulously prepared within our paint division, rivaling the high-quality finish commonly seen within the automotive industry.

These letters underwent a 2-pac painting process before receiving a final embellishment of gold leaf. This particular method of traditional sign craftsmanship has become increasingly rare, as it is seldom practiced today. However, with a dedicated team of over 60 signage experts, we are steadfastly committed to preserving these traditional techniques.

The art of gold leafing is a meticulous and labor-intensive procedure, underscoring the exceptional level of quality and refinement sought by Crown Towers for this project. Their aspiration for a lavish and impactful first impression was undoubtedly realized through these stunning gold letters.



CROWN







## Wayfinding & Statutory Signs

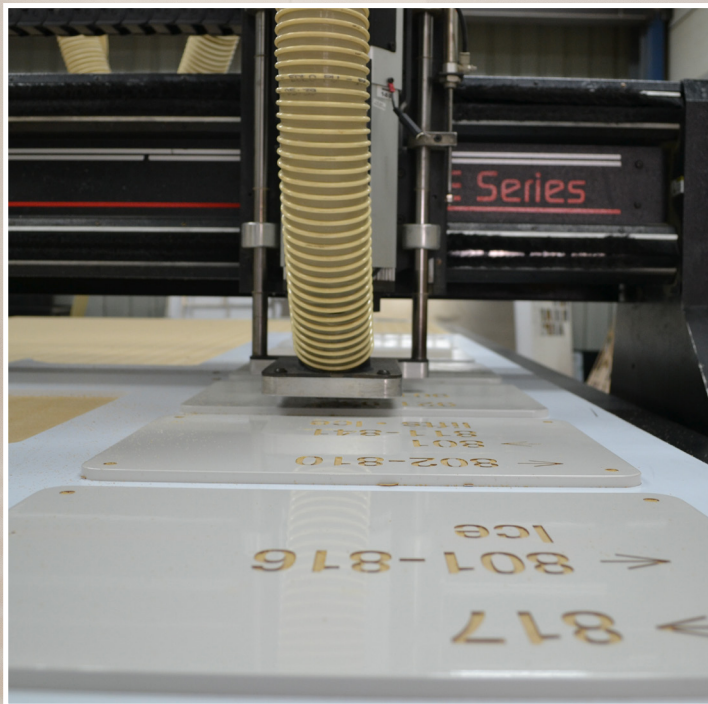
The project incorporated a sleek and refined system of wayfinding signage, purposefully crafted to facilitate effortless navigation within the premises. The finishes were meticulously executed to uphold an unparalleled level of quality, consistently reminding visitors that they are within the confines of Crown Towers.

Spanning across the expanse of the project are more than 1100 wayfinding signs. Each individual sign was meticulously handcrafted and impeccably installed to meet the highest benchmarks. Careful consideration was given to the design of every sign, tailored to its specific location within the towers. Furthermore, distinct themes were assigned to different sections in alignment with the corresponding interior designs. This intricate approach resulted in a diverse range of 82 distinct wayfinding sign types distributed throughout the towers.





















**Casino**  
**Crown Metropol**  
**Crown Promenade**  
**Restaurants • Bars**  
**Theatre**  
**Events Registration**  
**Astral Ballroom**  
**Botanical Rooms**





# DIRECTORY

CROWN  
PERTH

GAMING

JOIN CROWN REWARDS TODAY

RESTAURANTS

BAR & NIGHTCLUB

Touch to Start

HOTELS & SPAS

EVENTS & CONFERENCES

BREAKING & ENTERTAINMENT

AMENITIES & SERVICES

♿

TWR

NOW OPEN DAILY. 7AM UNTIL LATE  
CROWN TOWERS LOBBY

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## Statutory Signs

Statutory signage, as dictated by the regulations outlined in the Building Code of Australia, is a category of signage that holds legal obligations. While Kingman offers an extensive selection of readily available statutory signs, the true excitement emerged from our opportunity to craft meticulously designed custom statutory signs for this particular project. The level of sophistication infused into these signs surpassed ordinary standards, underscoring an exceptional dedication to craftsmanship.

The client's aspiration was to possess the finest statutory signage in Perth, and this aspiration was undoubtedly fulfilled through these exquisite creations. Every element was executed with an unwavering commitment to precision and elegance, a trait that resonates across the entirety of the towers.

The project encompassed a diverse assortment of 35 distinct types of statutory signs, each an embodiment of the project's meticulous attention to detail and the pursuit of excellence.









The  
Kiosk

### SWIMMING POOL AND GENERAL SAFETY RULES

- Do not enter the facility if suffering from any skin problems, illness, or disease that is contagious. Exception (provide a medical certificate - stating not a risk to patrons).
- Do not enter the water if you have diarrhoea or had gastroenteritis within the last 14 days.
- Children under 10 years of age must be supervised by a person 16 years of age or older at all times.
- Parents or Guardians with children under 10 years shall be dressed to enter the water if required.
- Persons must not permit animals under their control to enter the facility, exception (guide dogs, etc. however they must not enter the water).
- Do not enter the water if in an unclean condition or wearing unclean clothes.
- Do not enter the water under the influence of alcohol and/or drugs.
- Babies, children and persons suffering incontinence and who normally wear nappies must wear an aqua nappy when in the waterbody.
- The maximum number of persons permitted in the pool & spa at any time is 550.
- Use the toilet and shower before entering the pool.
- Do not deposit rubbish or offensive material, e.g. bodily wastes into the water.
- Do not enter the water if you are bleeding or oozing.
- No dive bombing, running, or rough play in the pool.
- No disorderly behavior.
- No alcohol in the pool water bodies.
- No smoking in the pool area.
- No food or drink allowed in the pool water bodies.
- No glass objects to be taken to the pool water bodies.
- Surfboards, boogie boards or similar, are not allowed in the pool.
- All floating toys and objects are to be removed from the pool after use.
- Do not use soap, detergent, or any other substance in the water.
- Remove all rubbish from pool area.
- Do not climb up, or onto any fence, partition, or roof within the pool area.
- For accidents or emergencies CONTACT phone 9362 7000

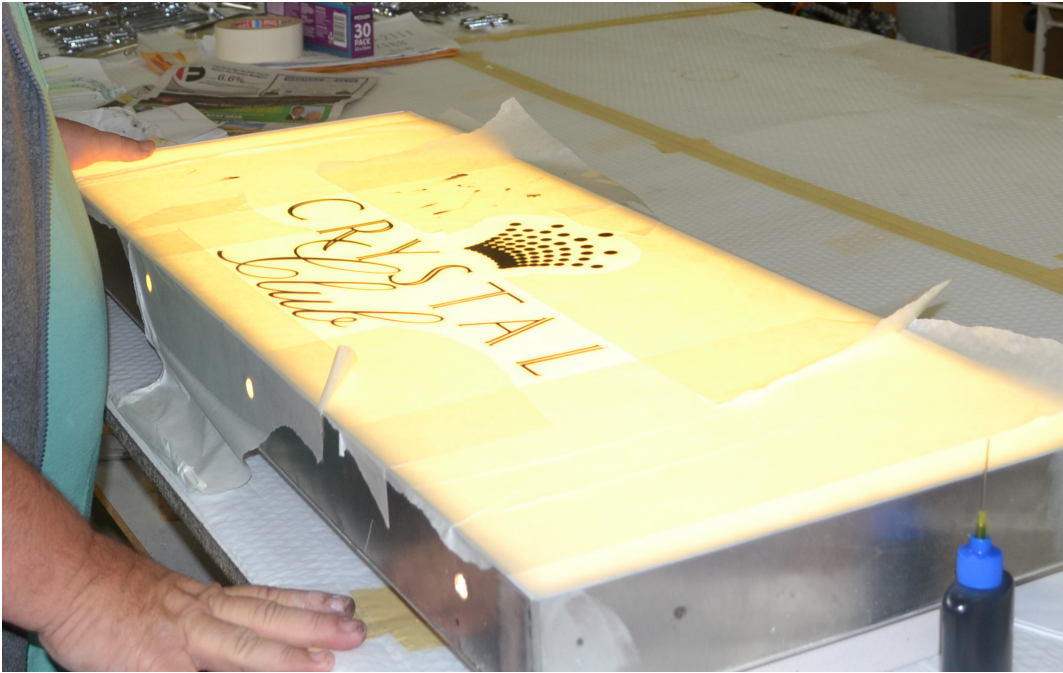
NO USE OF POOL  
ALLOWED AFTER DARK



Unisex Toilet  
LH

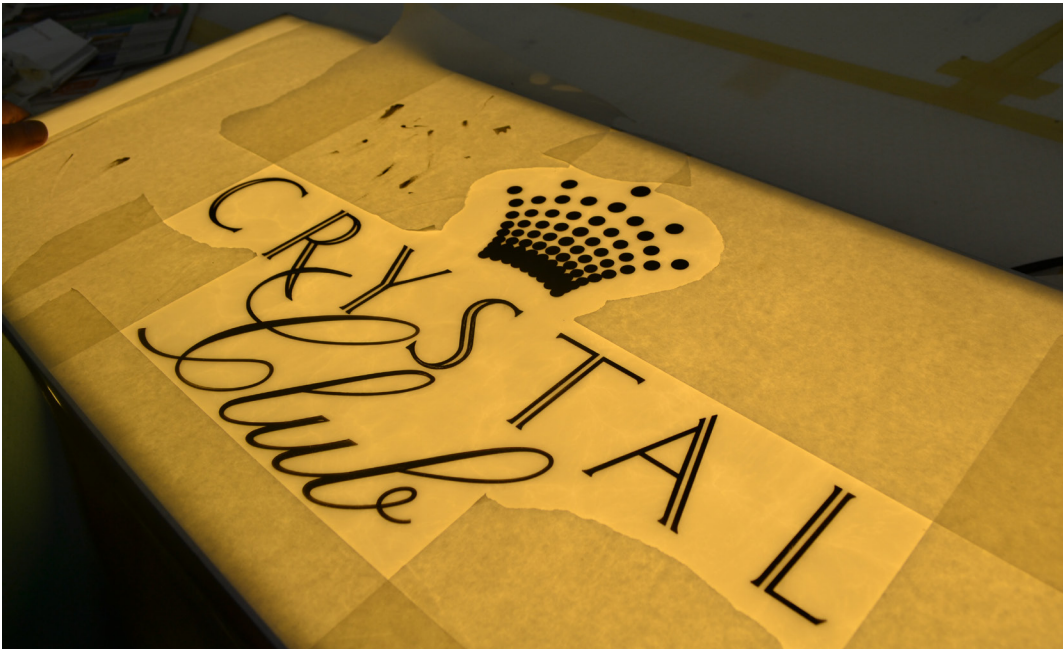






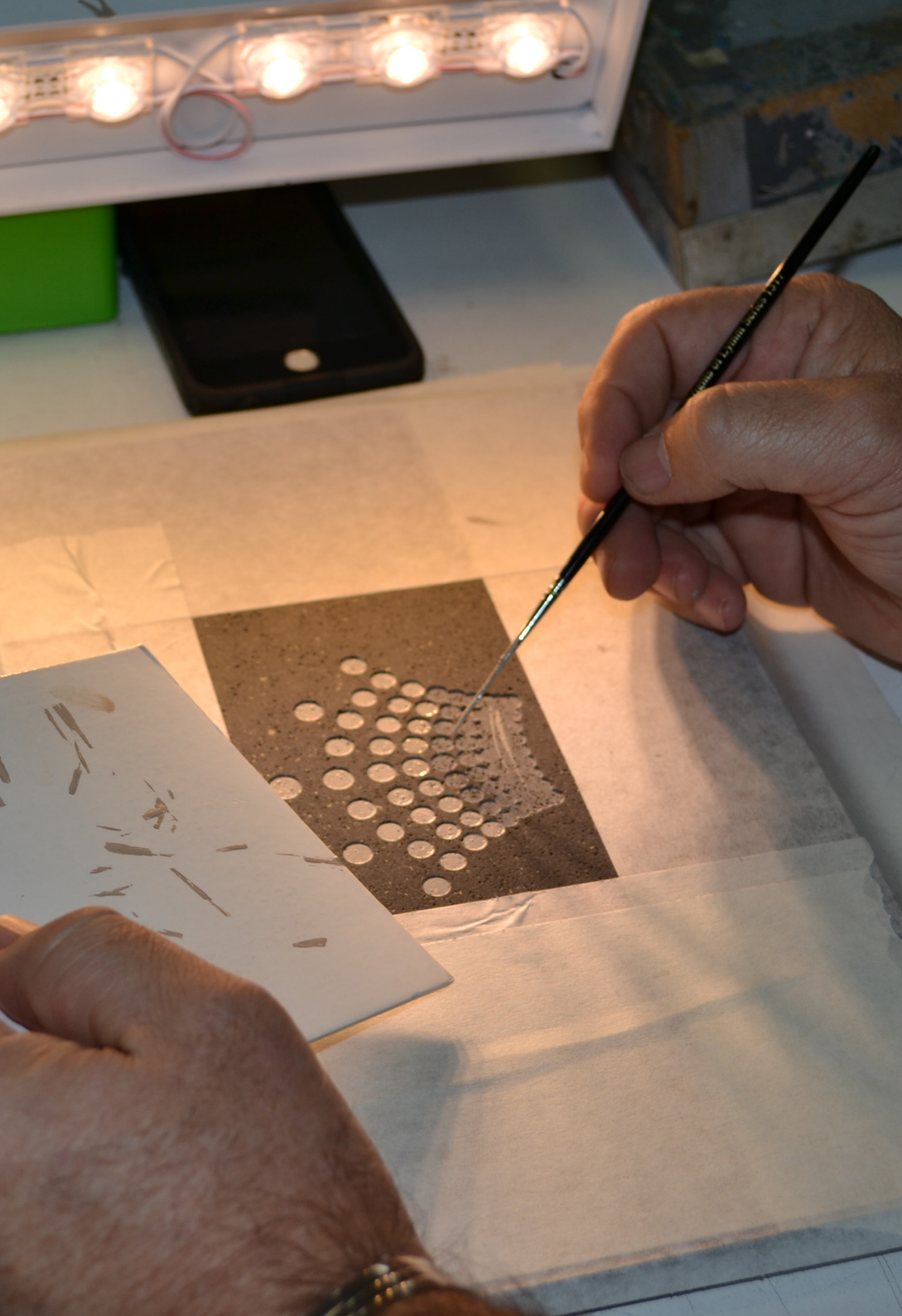
## Custom Signage

Tailored to individual customer needs and preferences, every sign produced by Kingman is a bespoke creation. Our in-house manufacturing takes place within our cutting-edge facility located in Malaga. This strategic approach empowers us to maintain strict control over the quality of each piece and offers the flexibility to accommodate client requests for updates or modifications.



The creation of each sign is a meticulous process, marked by dedicated craftsmanship and an unwavering commitment to precision. Our team of skilled sign makers ensures that every detail is honed to perfection. The same level of care is extended to the installation phase, where our expert installation team ensures seamless placement and presentation.













## GYM & SPA

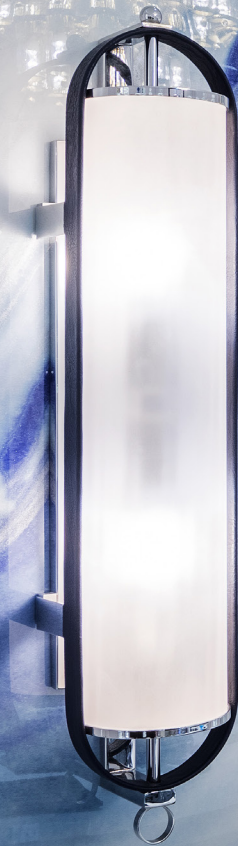
This segment of the towers exhibited a distinct visual identity and style guide, necessitating an entirely different set of signage. For the spa and gym areas shown, the signs were crafted from a substantial 15mm-thick solid brass. Employing water jet cutting and subsequent manual polishing, the signs exuded a refined allure. To create a floating illusion, acrylic backings were meticulously shaped and affixed to fabric wall panels.



The curved signs depicted below employed precision router cutting to shape acrylic profiles, devoid of borders. They were enhanced with faux marble inserts, meticulously integrated into the design. The letters, fashioned from 3mm-thick stainless steel, were skillfully embedded into faux stone at a depth of 1.5mm. Complementing these designs, a backing plate of Champagne stainless steel was pin-fixed to the door, elevating the visual impact.

The outcome of this signage endeavor for this tower section is undeniably breathtaking. Every detail harmoniously aligns with the required interior design style, providing Crown's clients with a glimpse of a luxurious spa experience that resonates with opulence and elegance.













## The Waiting Room

The Waiting Room, hailed as one of Perth's most opulent bars, spared no effort in ensuring a meticulous attention to detail, extending even to their signage. The ambiance exudes opulence and luxury, and the signage reflects this same commitment to grandeur.

For this particular space, the signage was brought to life using 20mm-thick solid polished brass, meticulously engraved to achieve an exquisite turntable effect. This intricate detail was then further enhanced with a protective clear coat, safeguarding its luster and allure. The result is a continuation of the opulent atmosphere, where even the signage becomes a testament to uncompromising elegance.











## Epicurean

The Epicurean offers a remarkably refined open-kitchen dining experience. The establishment has skillfully curated a sumptuous atmosphere through meticulous interior design, paying the utmost attention to even the most intricate details, including their signage.

The entrance signage for the restaurant comprised two distinct elements. The first, positioned at the entryway, sets the tone for the experience. The second, an LED illuminated sign elegantly affixed to the wall, strategically captures patrons' attention. Our signage solution entailed the use of meticulously crafted aluminum letters, mounted against a mirrored backdrop, yielding a striking three-dimensional effect that effortlessly stands out.

This particular feature, gracefully suspended from the ceiling, serves as an ideal focal point for showcasing the restaurant's branded name signage, epitomizing the restaurant's dedication to capturing attention and creating an inviting atmosphere.





## Crown Rewards

In light of the newly established rewards system, Crown found the need for corresponding signage. The Crown Rewards service area required signage that exuded a seamless and polished aesthetic, a challenge that Kingman adeptly met by crafting illuminated signs that encapsulated the distinct casino style for which they are renowned.

Across the expanse of this expansive project, encompassing over 1900 individual signs, we take immense pride in the ultimate refinement achieved in these signs throughout the entirety of the undertaking. These signs, a testament to meticulous craftsmanship, are poised to stand as exemplars of quality and sophistication for years to come. We invite you to witness these impressive creations firsthand during your next visit to the new Crown Towers.



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