



CASE STUDY

HBF Arena, Joondalup for VenuesWest

Digital Pylon Sign



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HBF Arena - A Very Triangular Affair

In 2019 VenuesWest commissioned the team to produce a triangular digital pylon on the main entry crossroads of the venue in Joondalup, WA. HBF Arena is a sporting, fitness and entertainment hub for Perth's northern suburbs and the sign provides a prominent entry feature to the venue.

Standing at 9 metres tall, the triangle structure was conceptualised by the design team to represent the best in innovative signage design and practical viewing. Replacing a traditional post and panel style sign, the brief for high impact and interchangeability lent itself to a digital signage turnkey solution delivered by Yap!digital.

SHAPED FOR STRENGTH

Many would argue that triangles are the strongest architectural shape. This triangular sign design was based on a complex internal steel frame to accommodate all the structural, engineering, and access considerations. The sides of the triangle clad and sprayed with 2pac paint with anti-graffiti. With push through acrylic illuminated HBF Arena logos at the top of the sign, there were also vinyl and digital sign components.

Two 2.5 x 2.5 metre digital screens were strategically placed on two sides of the sign mid-section - designed to present dynamic, venue driven information using BrightAuthor technology.

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The roof structure, or 'top cap' as it became affectionately known, proved a challenging design with stormwater management a key element of the design to ensure the integrity of water-proofing.

An internal mezzanine structure with access ladder was added for ease of servicing and maintenance.

Out the outset, the team prepared a detailed installation plan to ensure our site team could perform the install safely and precisely. We managed the footings and installation process in a couple of stages, with the help of a hiab to lift the steel elements into place.

Over a 16 week timeframe mapped on a detailed GANTT, our team managed the project to perfection, meeting the delivery timeframe and commissioning the sign on time and on budget in October 2019.



DESIGN PRIORITIES

The key design features of a triangular structure included:

- Integrating all the varying angles of the main structure and top hat into a workable model;
- Drawing the sign in 3D programme Sketchup allowed all aspects of the work to be critiqued prior to manufacture;

Including all key elements of the design – digital, vinyl,

- illuminated letters and stormwater management – into a workable, usable sign.

WHY PYLON SIGNS?

Pylon signs are often selected for their durability and height. Able to withstand the elements while standing tall, pylon signs are perfect for advertising to all passers by – such as pedestrian, train, vehicle traffic. If visibility is a top concern for achieving your business goals, installing a pylon sign will give your business greater exposure.

For a bigger, brighter and better sign result, we suggest digital signage components that operate 24/7. Digital screens integrated into a pylon will allow for rapidly interchangeable messaging – great for a sports venue, such as VenuesWest, or for a transit, museum, concert or shopping environment.

- brand awareness with a statement sign;

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- illumination using LED lights or solar powered options;
- custom designs to suit your needs and budget
- can include a LED variable message sign for interactive content

HALL OF FAME

As projects go, the HBF Arena ribbon made it into the Signs & Lines hall of fame for being the first triangular sign we have ever made, and one that involved the most complex steel fabrication. The team excelled in every facet of this project and this is one digital sign that won't be forgot in a hurry!

Take your Sign Message to the Next Level

We help customers select their style and design to create a wow factor. Take your messages to the next level! We can also turn your sign into a digital message center that gives you the ability to update your sign to advertise new promotions whenever you want.





We're ready to start talking!
Speak up now about your next project or idea.

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