Blueprint design, construct & implement signage for retail, commercial and global brands.
Blueprint’s vision for Club Burwood RSL, in Sydney’s suburban landscape, was to create signage that would appeal to the changing demographic, rich in cultural diversity and in need of inspiration.

Boasting one of the country’s largest members base, Club Burwood RSL needed to contemporise their identity to continue to appeal to their current and future members. Blueprint were invited to quote on signage that would leverage the club’s existing identity. However, Blueprint’s experience identified that investing in a signage project that would not deliver to the commercial objectives of the club would not be a viable option for the club.

After working with the senior management and ultimately the board, Blueprint were able to convince the club to rebrand their identity to help meet their growth objectives through strategic brand positioning and redesign of their identity.

Following a rigorous brand development process, Blueprint set out to design and manufacture signage that would compliment the venue and deliver a much needed facelift that would rekindle the community’s interest in the club.

March 2012
Introducing a mark of excellence that will inspire a community.

In 2011, The Burwood RSL developed a new identity that would reflect an invigorated offering to a community rich in culture and diverse in its expectations.

Whilst understanding the nuances and sensitivities surrounding the Club’s imminent and future patronage, a new brand identity was designed to deliver an open and enduring invitation to new and existing patrons.

The new identity was founded on the notion of community and belonging whilst retaining a legacy of quality and commitment. Hues, forms and symbols make up a mark that represents a destination of entertainment, excitement and value.

It’s through this value that differentiates the Club as a contemporary venue with a fresh and innovative future. Whilst the Club retains its authenticity and legacy, instilling a culture of unity and quality is a firm commitment to serving its patrons for future generations.
Retaining a consistency of signage and messaging is key to help patrons navigate through a busy centre, club or venue. Blueprint helped to refine the club’s internal signage through illuminated category points throughout the club. Whilst the messaging was important to help identify key areas throughout the club, the aesthetic design needed to be inviting and inline with the club’s signage design guide. Internal navigation and wayfinding is a core competency at Blueprint.
The signage solution consisted of illuminated vacuum formed logo’s complimented with backlit typography on a raised coated aluminium block. The signage consisted of four major locations across the RSL Club and another two at Club Burwood in the Burwood shopping precinct.

The Club Burwood RSL project is a case study that demonstrates the importance of design in creating value for commercial entities. Whilst signage is the end product of the Blueprint offering, the ability to translate commercial objectives through external branding is one of Blueprint’s key differentiators.

To discuss rebranding, wayfinding, design, signage, manufacturing and installation, contact Blueprint to learn more about the Blueprint for success.