

CAPABILITIES & PORTFOLIO

Specialist in Strategic Wayfinding & Signage Solutions



The business

Waypoint Design is a specialist signage and wayfinding consultancy delivering strategic, well-integrated navigation systems for complex built environments.

The practice builds on foundations originally established by Grant Manning, who founded the consultancy under the name Wood & Wood Design. The studio developed a strong reputation for delivering thoughtful signage and wayfinding documentation across a range of architectural projects.

Waypoint Design continues this legacy under new ownership, maintaining the same specialist focus on signage and wayfinding design while bringing a refreshed identity and continued commitment to high-quality documentation and collaboration with project teams.

Working closely with architects, builders, and consultants, Waypoint Design develops signage systems that are both highly functional and architecturally integrated. Each project is approached with careful consideration of circulation, user experience, accessibility, and the overall character of the built environment.

From early wayfinding strategy through to detailed signage documentation suitable for tender and construction, Waypoint Design provides clear, coordinated design packages that support successful project delivery.

With experience across healthcare, commercial, and public facilities, the studio understands the importance of clear, intuitive navigation in complex environments where effective wayfinding is essential.



The credibility

Waypoint Design brings over a decade of specialised signage and wayfinding experience, supporting architects, builders, and developers on complex built environment projects.

Our work focuses on delivering clear, coordinated documentation that integrates seamlessly with architectural design and construction processes.

Industry Experience

With 10+ years of experience in signage and wayfinding design, Waypoint Design has developed a strong understanding of how navigation systems function within complex buildings and public environments.

Experience Across Key Sectors

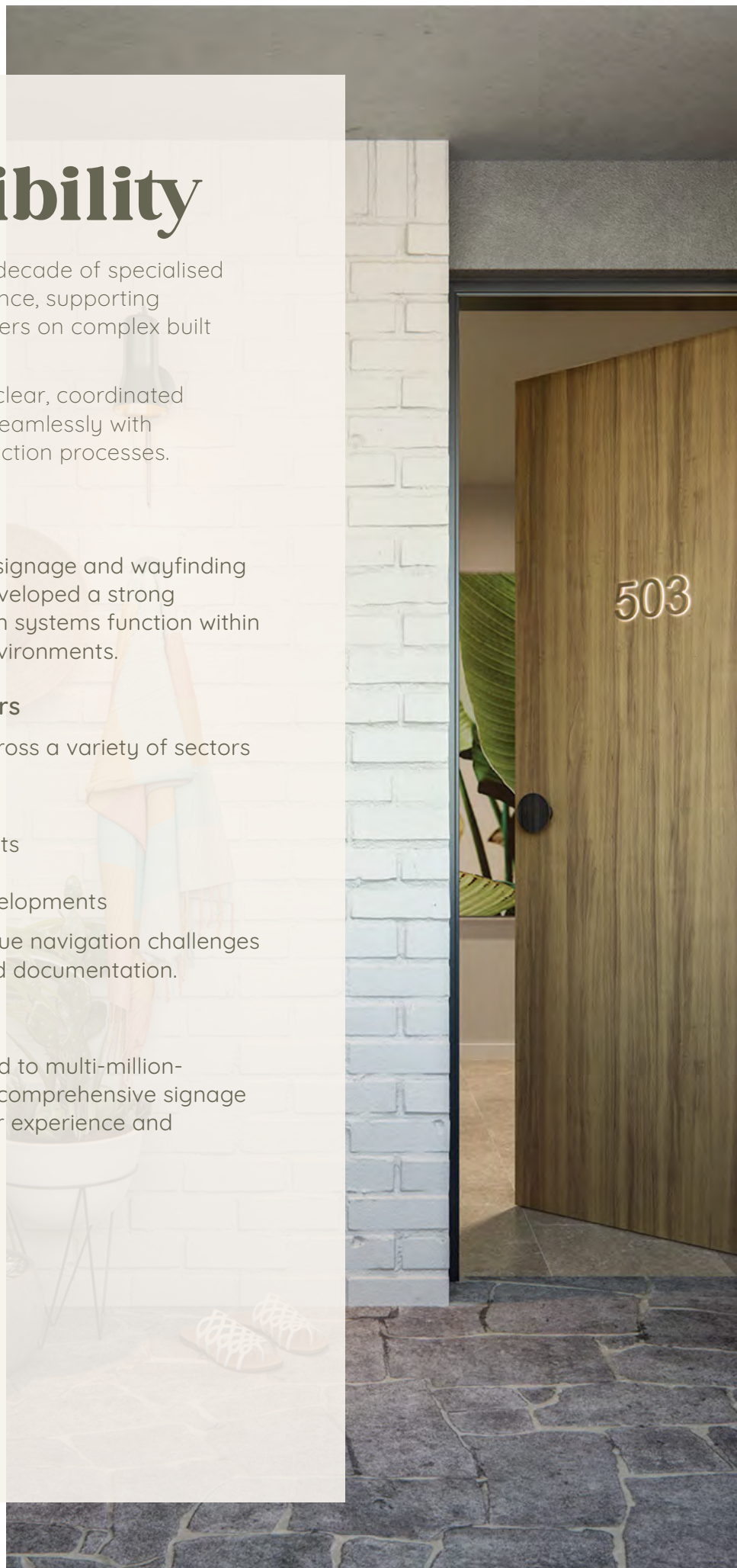
Projects have been delivered across a variety of sectors including:

- Healthcare facilities
- Multi-residential developments
- Commercial buildings
- Community and lifestyle developments

Each environment presents unique navigation challenges that require careful planning and documentation.

Proven Project Scale

Waypoint Design has contributed to multi-million-dollar developments, delivering comprehensive signage packages that support both user experience and operational functionality.



The why

01

Specialist Focus

Unlike larger multi-disciplinary signage companies, Waypoint Design focuses exclusively on signage and wayfinding design and documentation. This ensures every project benefits from expert, tailored advice, without your work being diluted across multiple teams or unrelated services.

02

Direct Access to the Expert

Clients work directly with Madison Hames, the director and lead designer, at every stage of the project. This means faster responses, better communication, and fewer layers of review, ensuring your project progresses efficiently.

03

Agile and Flexible

As a smaller, independent consultancy, Waypoint Design can adapt quickly to changes, urgent requests, and tight project schedules. Projects are completed well ahead of deadlines, giving builders and architects confidence in timely delivery.

04

Consistent & Cost-Effective Without Compromising Quality

Operating as a one-person studio allows Waypoint Design to offer competitive rates without staff overheads. This does not mean “cheap” — clients receive the same professional, accurate, consistent, high-quality deliverables expected from larger firms, but with better value for money.

05

Proven Track Record

Waypoint Design has consistently delivered complex signage projects, including healthcare and commercial facilities, on time and on budget. This experience means builders and architects can trust the consultancy to handle even multi-million-dollar projects with precision.

06

Seamless Collaboration with Project Teams

Despite being a one-person consultancy, Waypoint Design has a strong collaborative approach, working closely with architects, builders, and other consultants to ensure signage systems integrate with architectural and operational requirements.

01 - Document example

Construction Details

Construction drawings provide the technical information required for accurate fabrication and installation of signage elements.

These drawings illustrate materials, finishes, dimensions, fixing methods, and structural components to ensure the signage can be manufactured and installed in accordance with the approved design intent.

Clear construction documentation allows builders and signage fabricators to confidently price, manufacture, and install signage while maintaining consistency across the project.

DR.1.1
Major Directional Plinth
External - Freestanding Plinth

Front Elevation
Scale 1:20

Rear Elevation
Scale 1:20

Sign No. D.01

Note:
"Building Name" text is reference only until a building name has been provided. Text has been left on signage for specifications and location purposes only.
Panels to be 2pac painted clear, prior to vinyl application to allow for changes to text/graphics.

Technical Specifications:

- 1. Face Panel:** 1mm thick aluminium sign panels, bonded acrylic finish and acrylic resin on the sides. No visible joints to be seen. Details to be confirmed prior to construction.
 - Dulux Deep Acrylic
 - Dulux Tronight Panel
- 2. Acrylic Text & Graphics - Flush (Illuminated):** Based on multi-laminated acrylic illuminated flush typography to give a uniform illuminated effect. Details to be confirmed. No visible joints to be seen. Colour specified. LED modules to provide a diffused and even light distribution to sign face. Final wiring to be confirmed by signmaker to appropriate specifications.
- 3. Vinyl Text & Graphics:** Matt black or clear vinyl in quantities, applied to back of panels.
 - Avery 609 White
 - Avery 609 Black
 - Avery Signal Red
- 4. Internal Structure & Clad Footing:** Constructed internal aluminium extruded structural steel frame. All welds and internal contents to be painted black. Fixings to be confirmed to be of structural quality to construction by signmaker to appropriate specifications.

Typfaces:
Building Name - Meta Pro (Bold)
Main Text - Meta Pro (Bold)
Cap Height - An specified
Title Case
Regulatory Text - Meta Pro (Bold)
"No Smoking" - Meta Pro (Bold)
"No Open Flames" - Meta Pro (Bold)
Cap Height - An specified
Title Case

Fining:
Refer to sign location plan and signage worksheet for placement of individual signage.

waypoint design | Waypoint Design | mac@waypointdesign.com.au | 0433 322 259 | Principal: DWP Architects | Document #.: Project AEO: Chermide Cit | Package: Wayfinding & Signage Package | Author/Designer: Madson Hayes | Date: September 2025 | Document Issue: 4.0 | Page: 39

02 - Document example

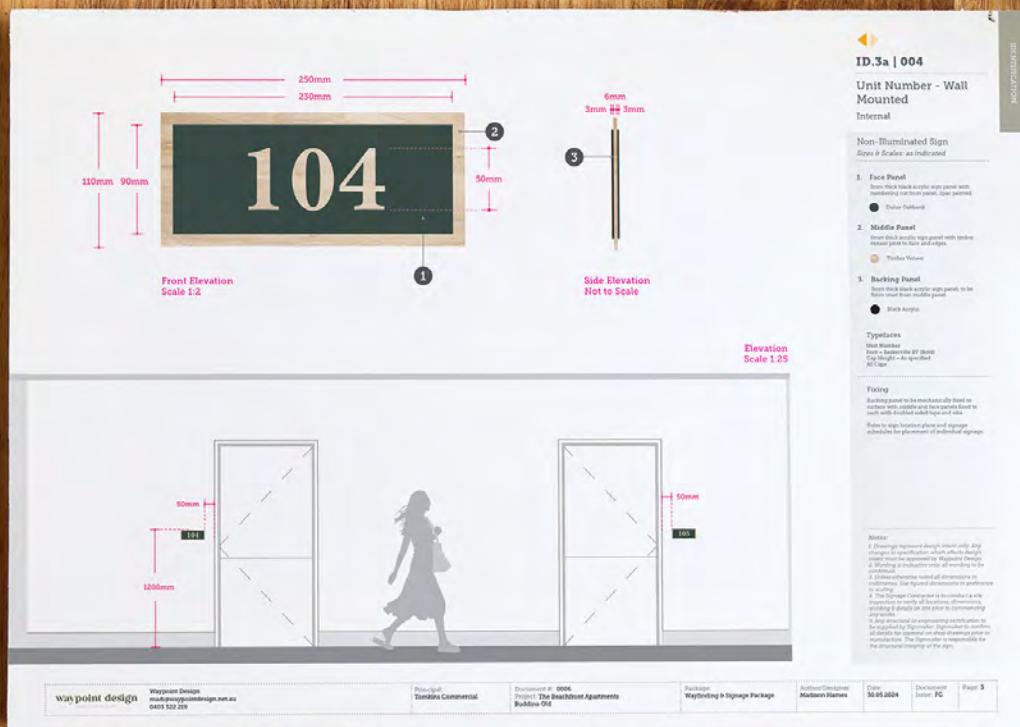
Signage Design Layout

Signage layout drawings demonstrate the visual design and graphic structure of each sign type within the signage family.

The design may be developed by Waypoint Design or produced in accordance with existing client branding or style guidelines, ensuring consistency with the project's visual identity.

These drawings communicate the placement of typography, icons, directional arrows, and graphic elements while maintaining legibility, hierarchy of information, and alignment with the architectural environment.

This stage ensures signage is both functional and visually integrated with the surrounding built environment.



03 - Document example

Sign Schedule & Location Planning

Sign schedules and location plans coordinate the placement and content of signage throughout a building or site.

The sign schedule provides a comprehensive list of all signage types, including identification codes, text content, and graphic elements. Location plans indicate where each sign is positioned within the architectural layout, supporting clear navigation and consistent implementation across the project.

Together, these documents provide a structured framework that enables accurate pricing, fabrication, and installation.

Basement

Sign No.	Door No.	Sign Type	Message A (side 1)	Message B (side 2)	Comments
001	N/A	ST.1a	FIRE SAFETY DOOR DO NOT OBSTRUCT DO NOT KEEP OPEN	N/A	Fixed to centre of both sides of single door, 1500mm AFFL.
002	N/A	BT.1b	Exit Basement (in reverse symbol) & wall treatment	N/A	Fixed to wall, 1500mm FFL and between 50 to 100mm from door frame on handle side.
003	N/A	ST.2a	FIRE PUMP ROOM	N/A	Fixed to centre of door, 1500mm AFFL.
004	N/A	ST.3a	FIRE SAFETY DOOR DO NOT OBSTRUCT DO NOT KEEP OPEN	N/A	Fixed to centre of both sides of single door, 1500mm AFFL.
005	N/A	ST.3a	FIRE SAFETY DOOR DO NOT OBSTRUCT DO NOT KEEP OPEN	N/A	Fixed to centre of both sides of single door, 1500mm AFFL.
006	N/A	BT.1b	Exit Basement (in reverse symbol) & wall treatment	N/A	Fixed to wall, 1500mm FFL and between 50 to 100mm from door frame on handle side.
007	N/A	ST.2a	FIRE PUMP ROOM	N/A	Fixed to centre of door, 1500mm AFFL.
008	N/A	ST.2a	FIRE PUMP ROOM	N/A	Fixed to centre of door, 1500mm AFFL.
009	N/A	ST.2a	FIRE PUMP ROOM	N/A	Fixed to centre of door, 1500mm AFFL.
010	N/A	ST.3c	REFUSE ROOM	N/A	Fixed to centre of door, 1500mm AFFL.
011	N/A	ST.3a	FIRE SAFETY DOOR DO NOT OBSTRUCT DO NOT KEEP OPEN	N/A	Fixed to centre of both sides of single door, 1500mm AFFL.
012	N/A	BT.1b	Exit Basement (in reverse symbol) & wall treatment	N/A	Fixed to wall, 1500mm FFL and between 50 to 100mm from door frame on handle side.
013	N/A	ST.5a	FIRE HYDRANT	N/A	Fixed to wall, 200mm above Hydrant.
014	N/A	ST.2a	FIRE HOSE REEL	N/A	Fixed to wall, 300mm above Hose Reel.
015	N/A	ST.3c	REFUSE ROOM	N/A	Fixed to centre of door, 1500mm AFFL.
016	N/A	ST.3a	FIRE SAFETY DOOR DO NOT OBSTRUCT DO NOT KEEP OPEN	N/A	Fixed to side facing person seeking ingress and both sides of fixed wall doors.

way point design | Waypoint Design | Principal: | Document #: 6006 | Package: | Author/Designer: | Date: | Document | Page: 2
 mack@waypointdesign.net.au | 0403 332 128 | Tenders Commercial | Project: The Boulevard Apartments | Building 01A | Wayfinding & Signage Package | Malvern Hayes | 30.05.2024 | 1C

The key projects

01 Seanna Apartments, Bokarina
Details: 63 apartments across 8 levels
Builder: Tomkins Commercial
Package completed: 2022
Project Value: \$78m

02 Cairns Mental Health Unit
Details: 53 bed 3 level facility
Architect: ThomsonAdsett
Package completed: 2019 - 2020
Project Value: \$84.3m

03 Jacaranda Place, Chermside
Details: 12 bed mental health unit
Architect: DWP Suters
Package completed: 2018-2019
Project Value: \$70m

04 The Beachfront, Buddina
Details: 73 apartments across 8 levels
Builder: Tomkins Commercial
Package completed: 2022 - 2023
Project Value: \$55m

05 Latitude 25, Hervey Bay
Details: Gated RV lifestyle community estate, 280+ homes across 20ha
Client: Latitude 25
Package completed: 2019
Project Value: \$90m

06 Arklife Cordelia
Details: 265 apartments across 30 levels
Builder: ADCO Constructions
Package completed: 2022
Project Value: \$125m

07 UniLodge, South Bank
Details: 870 beds across 16 levels
Builder: ADCO Constructions
Package completed: 2018
Project Value: \$100m

08 Highfields Library
Details: 2 storey library and community hub
Builder: McNab Constructions
Package completed: 2021
Project Value: \$15m

09 Longreach Hospital Upgrade
Details: Upgrades to existing hospital with additional staff accommodation
Architect: ThomsonAdsett
Packages completed: 2023 - 2024
Project Value: \$115m

10 Griffith University, Gold Coast
Details: Extensive wayfinding & signage upgrade to campus
Client: Griffith University
Package completed: 2017
Project Value: Unknown

Additional Selected Projects:

Redcliffe ED Upgrade / Mossman Hospital / Tully Hospital / Rockpool Aged Care, Morayfield / Murrundi Hospital / SCUPH / Robina Hospital / Ramsay Northside Clinic / Maleny Trail

The method

Waypoint Design's process ensures signage and wayfinding systems are clear, coordinated and practical to deliver across complex built environments.

01 — Project Review & Understanding

The project begins with a review of the architectural documentation, building layout and operational requirements. This stage focuses on understanding how people move through the environment and identifying key destinations, entry points and circulation paths.

02 — Wayfinding Planning

Based on the building layout and user journeys, a clear wayfinding strategy is developed. This establishes how information is structured and where signage is required to support intuitive navigation. The goal is to ensure visitors can easily orient themselves and navigate the environment with minimal confusion.

03 — Signage System Design

A cohesive signage family is designed to align with the architectural environment and project branding. The design considers readability, durability, accessibility and overall integration with the building.

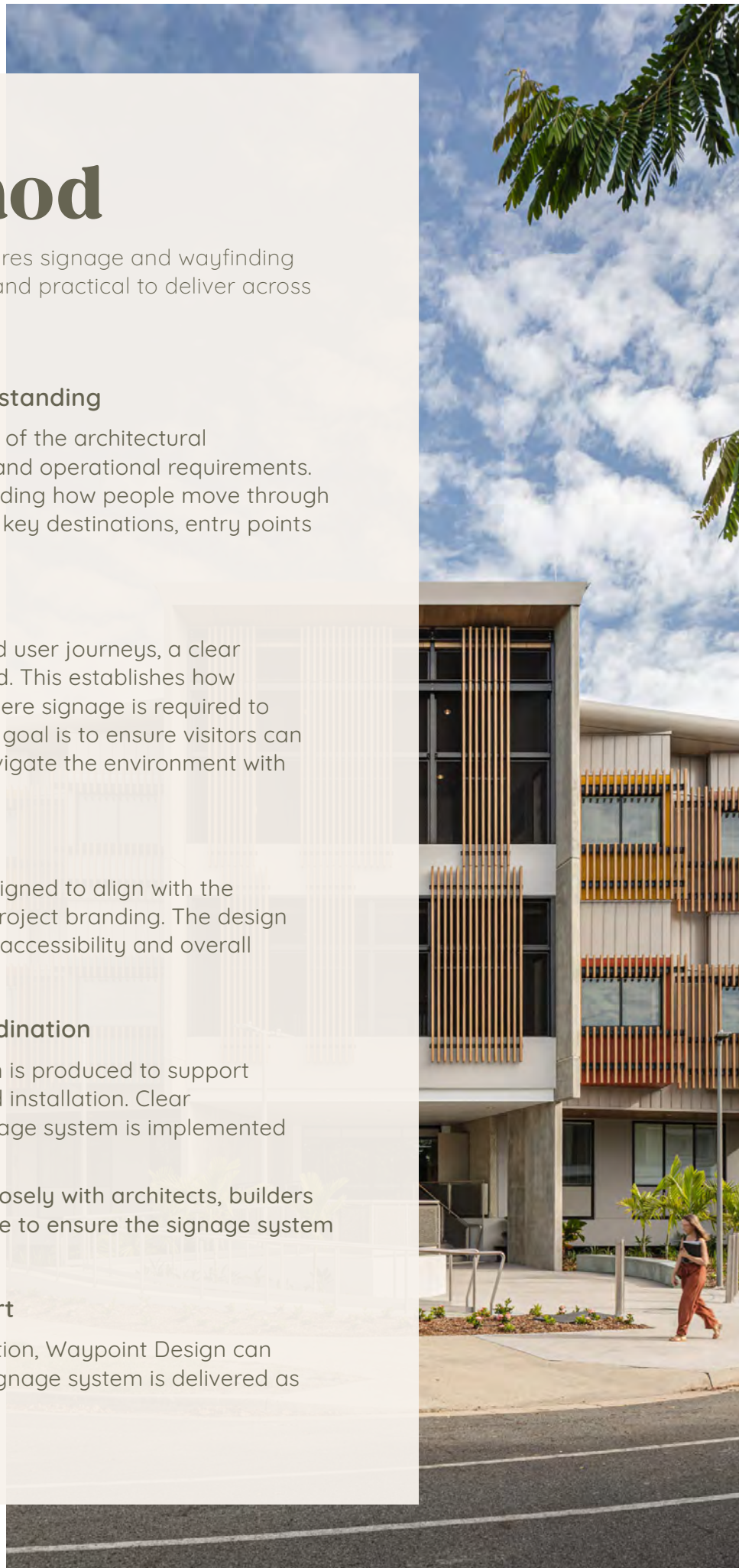
04 — Documentation & Coordination

Detailed signage documentation is produced to support accurate pricing, fabrication and installation. Clear documentation ensures the signage system is implemented consistently across the project.

Waypoint Design coordinates closely with architects, builders and fabricators during this stage to ensure the signage system is practical and buildable.

05 — Project Delivery Support

During construction and installation, Waypoint Design can provide support to ensure the signage system is delivered as intended.



The scope of work

01 Review, Analysis & Consultation

Waypoint Design undertakes an initial review of project documentation including architectural plans, site layouts, and client requirements. This stage focuses on understanding the operational environment, user groups, and navigation challenges within the space.

A preliminary signage strategy is developed, identifying key decision points, circulation paths, and the hierarchy of information required throughout the site. Initial signage location plans and sign schedules may be prepared to establish the overall scope of the wayfinding system.

Client consultation ensures the proposed approach aligns with project objectives, branding requirements, and operational needs.

02 Signage Design Development

During the design development stage, Waypoint Design prepares concept designs for the signage suite, including sign types, materials, finishes, and graphic layouts. Designs are developed to align with the project's architectural language, branding, and relevant standards.

Signage schedules and preliminary location plans are refined, ensuring the wayfinding system supports clear navigation and consistent information delivery across the site.

Designs are presented for client review and feedback prior to progressing to final documentation.

03 Final Signage Design Documentation

Following approval of the developed designs, Waypoint Design prepares a complete signage documentation package suitable for tendering, fabrication, and installation.

This includes detailed, scaled signage drawings outlining construction, materials, finishes, and graphic layouts, along with coordinated signage location plans and schedules.

All drawings are issued as high-resolution documentation to support contractor pricing, fabrication, and installation.

Client sign-off is obtained prior to tender release or manufacture.



THANK YOU

We look forward to the opportunity to collaborate on your next project.

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