



AMCOM Perth

The Challenge

As one of the dominant forces in Perth's network infrastructure industry, Amcom required the type of brand exposure only a sky sign can provide.

Claude Neon won Amcom over with an exciting corporate identification proposition; four LED sky signs installed on the 34th floor of the iconic St Martins Tower, promising prominence across the Perth skyline.

The Result

Claude designed and prototyped the solution based on Amcom's brand guidelines, utilising aluminium channel letters with polycarbonate faces internally illuminated by LED to deliver a stunning illuminated construction of the Amcom logo.

With Mother Nature doing her best to thwart the execution phase of the project, innovative planning and installation techniques were used by Claude Neon to evade the wind and rain, and get the sign off the ground and into the sky. This included the manufacture of a rail system and manufacture of each letter in small pieces in order to safely transport the signage to the top of the building.

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