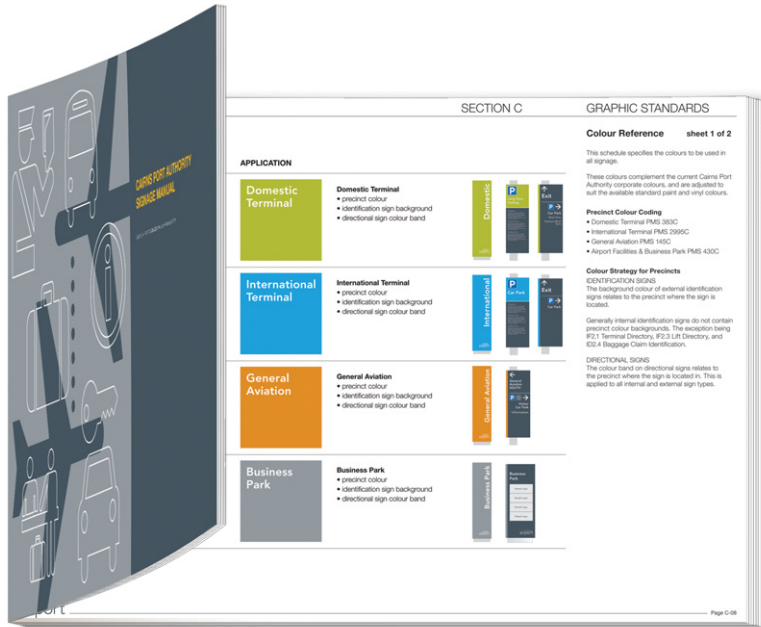


# CAIRNS AIRPORT

Client Cairns Port Authority Scope Wayfinding Strategy and Signage Manual Timeframe 2007 - 2010



As part of the initial planning for the \$200 million dollar Cairns Domestic Terminal redevelopment project, Dot Dash were commissioned by the Cairns Port Authority to prepare a site wide wayfinding masterplan and signage manual in 2007.

The wayfinding masterplan created a strategy for identifying precincts which encompassed the International, Domestic, General Aviation and Business Park areas of the Airport.

To reflect the organisation's culture and importance to the Tropical North Queensland region, the new corporate identity branding colours were adopted for each of the precincts.

The Sign Manual illustrates and specifies over 50 sign types to deliver an organised and concise wayfinding system that provides all visitors confidence to effectively circulate throughout the airport environment. The end result culminated in a 150 page, full colour A3 user friendly document.

In 2008, Dot Dash were subsequently engaged as a consultant by Sinclair Knight Merz to implement the signage system throughout the Domestic Terminal redevelopment.

