



Curtin University



Properties, Facilities & Development Retail Tenancy Style Guide

JULY 2025

INTRODUCTION

Purpose

This document acts as a visual tool and style guide to outline Curtin's desired retail design aesthetic.

Why do I need to read this?

All design must be respectful to the precinct it sits within, and this document compliments the technical obligations which must be followed in the *Retail Tenancy Design & Fitout Requirements*.

The aesthetic design criteria should encompass the following ethos:

- A clear visual brand identity and character, playful and fun
- An inviting, bright experience to customers
- Good, creative, functional and efficient tenancy design



FURNISHINGS & FITTINGS

✓ **To be:**

- Functional in arrangement whilst maximising dining seating
- Robust, comfortable and sensibly sourced
- Locally inspired in design, materials, and craftsmanship



X Not to be:

- Cheap materials and low-quality imitations
- Lacking compatibility in scale, style or durability
- Unsuitable for its application



LIGHTING & AMBIANCE EXPERIENCE

✓ To be:

- Maximising natural daylight
- Exploring light as installations and artwork
- Seamless, with sensible lighting zones
- Appropriate interior acoustics, providing comfortable ambiance



✗ Not to be:

- Dull, disengaging, or overly harsh lighting
- Excessive noise or poor acoustic planning
- Fluorescent lighting



MATERIALITY AND CRAFTSMANSHIP

✓ To be:

- Emphasising texture, finish, and material quality
- Respectful of the base architectural form
- Using playful, eclectic, and durable materials
- Ensuring materiality ages well over time



✗ Not to be:

- Low-quality finishes
- Unresolved in detail or application



WALLS / FLOORS / CEILINGS / COLUMN TREATMENTS

✓ **To be:**

- Visually interesting and add character to the fitout
- Commercial quality, suitable alignment, quality junctions, durable finishes
- Design and execution respectfully placed within the base architectural theme
- Proportionally appropriate to the space and scale



X Not to be:

- Covering up feature architectural finishes
- Poor quality execution, detailing, or finishes
- Requiring the regular use of ladders



SHOPFRONT / INTERIOR TREATMENTS

✓ To be:

- Expressive of brand identity and retail offering
- Complementary to existing architectural features
- Highly visible with clear sightlines into the front of house
- Appropriate concealment or treatment of services and mechanical



X Not to be:

- Modifying structural elements or the façade
- Obstructing clear sightlines into the tenancy
- Enabling clear sightlines into the back of house
- Using external umbrellas or shade structures



SIGNAGE & GRAPHICS

✓ To be:

- Cohesive and consistent throughout the fitout
- Supportive of brand identity and the retail offering
- External signage only utilising the landlord approved locations



✗ Not to be:

- Noisy, flashing, or obstructive signage
- Obstructing sightlines, or emergency lighting
- External signage not approved by the landlord
- Any signage, graphics or decals on the façade or windows unless approved by the landlord



VISUAL IDENTITY & POINT OF SALE

✓ To be:

- Engaging and story-driven branding
- Purposeful, well-considered and executed displays
- Effective point of sale with consideration for queuing
- Harmonious with the overall design
- Transparent with menus and pricing



✗ Not to be:

- Confusing and overly cluttered or busy
- Static or disjointed displays
- Designed in a way that may lead to informal or unstructured potential queuing
- Visually disruptive or insecure checkout areas



ENVIRONMENTALLY SUSTAINABLE DESIGN

✓ To be:

- If appropriate, incorporating natural elements and greenery into design
- Inclusive of ESD principles via specifications, application, product packaging, energy efficiency or innovative use
- Utilising sustainable practices and seeking to minimise environmental impact



✗ Not to be:

- Ignoring Curtin ESD objectives and Green Star requirements as outlined in the ***Retail Tenancy Design & Fitout Requirements***
- Using single use plastics

