

Ipswich City Council

City of Ipswich Signage Style Manual

2022

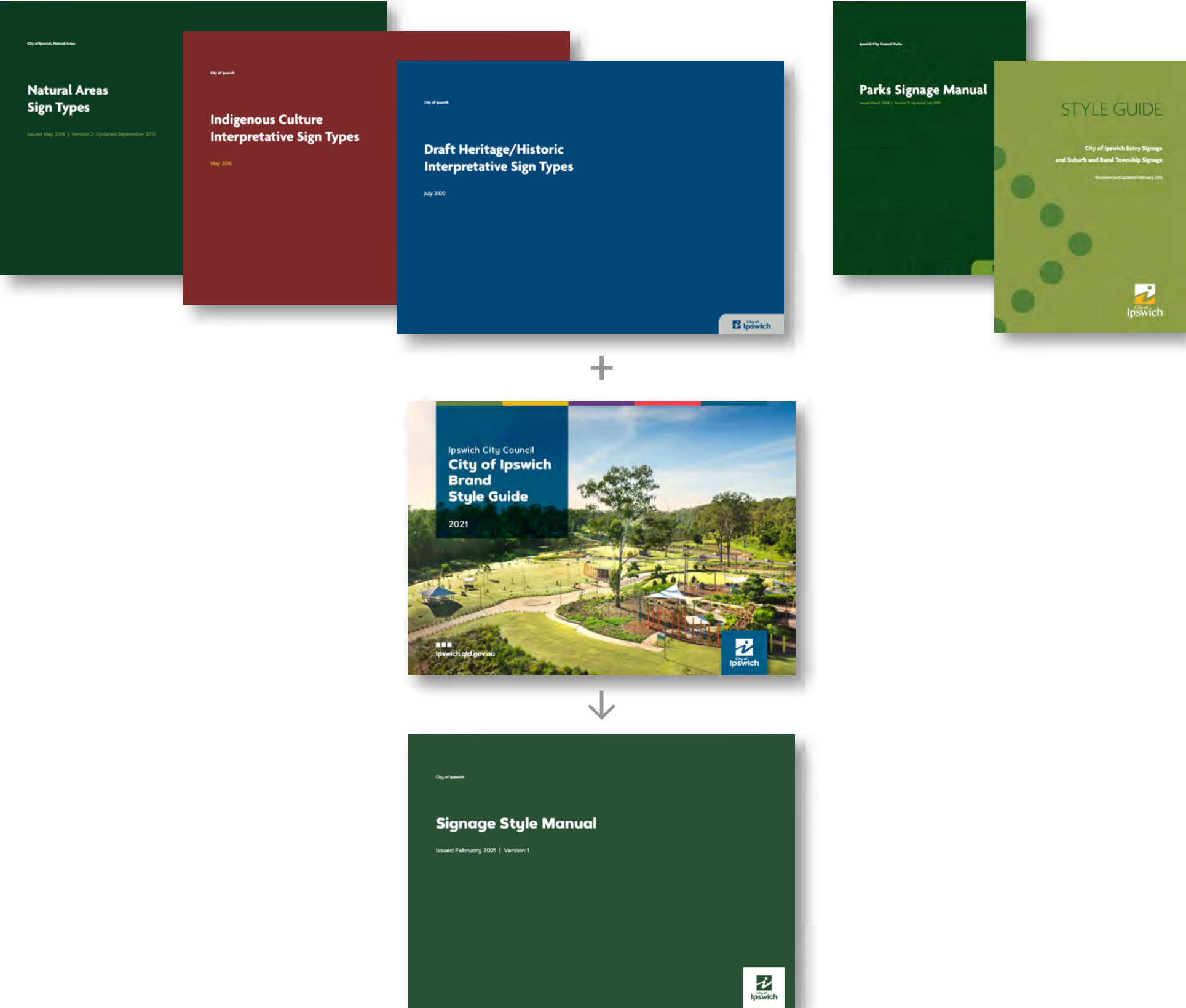


ipswich.qld.gov.au



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The aim of the new ICC Signage Style Manual is to consolidate existing sign types within the various ICC Sign Manuals into a cohesive family that shares one common visual language.

The new manual also needs to incorporate elements from the new Brand Style Guide 2021, including a new typeface and colour palette.

The following developed design report provides graphic standards, layout templates and design concepts for the following suites:

- Parks Wayfinding Suite
- Cemetery Suite
- Regulatory Suite
- Project Works Suite
- Heritage Suite
- Zoo Interactive and Interpretive Suite
- Natural Areas Suite
- Indigenous Culture Suite

SECTION 1 WAYFINDING AND SIGNAGE GRAPHIC STANDARDS

1.1 ICC 2021 Brand Style
Guide Elements

1.2 Logo Lockup Device

1.3 Graphic Device

1.4 Colour Palette

1.5 Typography

1.6 Typesetting

1.7 Tone of Voice

1.8 Arrow Specification

1.9 Arrow Hierarchy

1.10 Pictograms



Accepted Logo Use

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Messaging Font – Artegra Sans Alt Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Messaging Font and Artegra Sans Alt Medium



ICC Brand Primary Colour Palette

ICC Brand Secondary Colour Palette


The 2021 Brand Style Guide elements to have been reviewed for Wayfinding and Signage suitability.

Typeface
Artegra Sans Alt is a slightly extended typeface and as a result it’s characters set long line lengths. Attention to balancing reading distances with longer line lengths needs to be taken to avoid reducing text in order for it to fit a panel size.

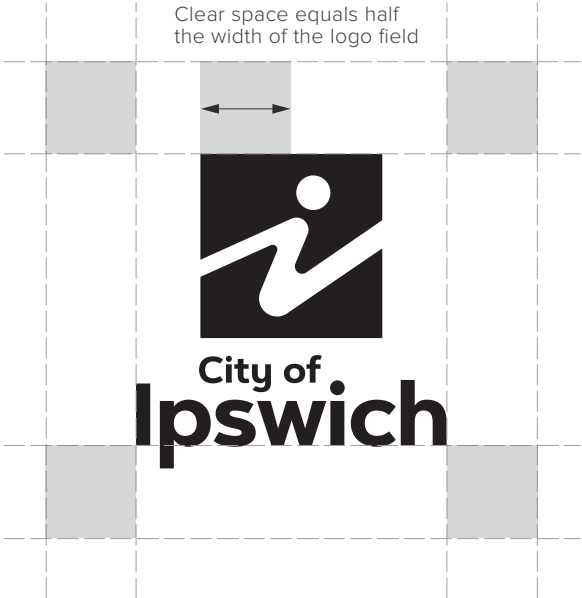
Of note is the single storey lower case ‘a’, the ‘g’ and ‘y’ which share similar characteristics and the ‘l’ which can be mistaken for a capital ‘I’. Legibility in a typeface is a critical factor in wayfinding and signage. All care should be taken to ensure there can be no confusion with alphabet characters.

Colour
The colour palette has been designed primarily for publication and digital outputs. The colours are suitable for wayfinding and signage, however it is suggested several colours be adjusted for brightness to ensure maximum readability is achieved.

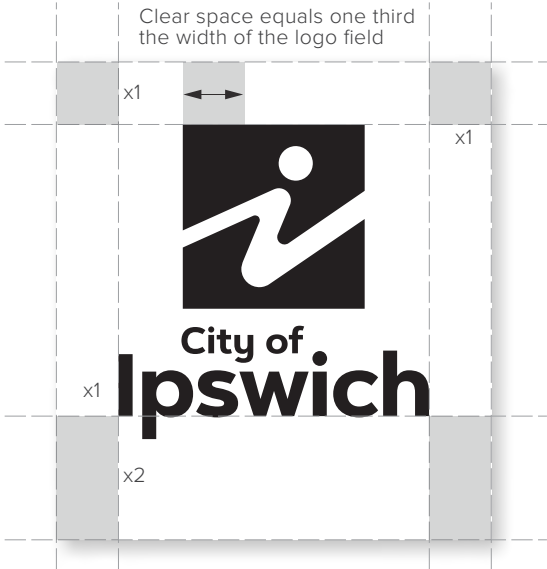
1.2 Logo Lockup Device



ICC Brand logo full colour



ICC Brand logo and clear space guidelines



ICC Brand logo development for wayfinding and signage


The Logo lockup device consists of three elements

- The ICC black and white logo
- Clearly defined white or clear space around the logo
- A colour band that runs at the base of each sign, framing the logo.


Additional white/clear space has been added to the base margin of the logo. This is to prevent the optical illusion of the logo ‘falling off’ the panel. This optical illusion occurs when the equal amounts of margin are applied to an image such as a logo.

The colour band is designed to frame the logo, invisibly intersecting through the top of the logo ‘i’. This rule remains in place regardless of the main body panel colour.

It is important to retain a consistent relationship between the size of the Logo Tab and the overall sign – Graphic device set out is detailed on page 7 of this document.




Black on White




White on Black


Logo Mark Colour Variations




Parks Suite



Parks Suite - Water Trail



Cemetery Suite



Project Works Suite

Logo 10% Tint Colour Variations

1.3 Graphic Device

The graphic device is made up of two elements.

- The Logo Lockup Device
- The colour band specific for each suite

The graphic device is designed to work with all panel sizes.

Typical Landscape Panels

1. Divide the height of the panel into 6 units
2. The height of 1 unit determines the height of the logo lockup
3. The margin is set using 1 unit from the panels edge

Typical Portrait Panels

1. Divide width of panel into 6 units
2. The width of one unit determines the width of the logo lockup
3. The maximum margin is set using 1 unit from the panels edge

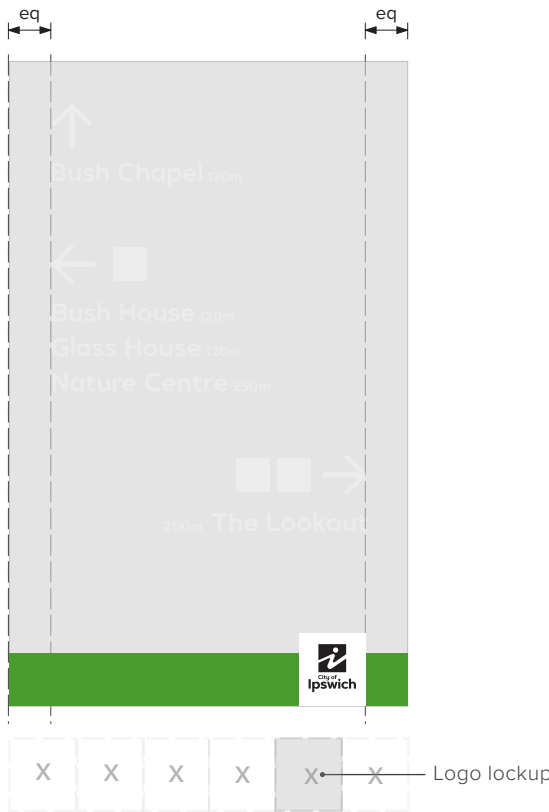
The size and placement of the graphic device on the sign panel needs to be visually consistent across the different panel sizes and proportions.

Set outs are provided for typical sign panel sizes in this manual. These can be scaled up or down to suit other sign panel sizes.

On directional signs and interpretive signs, the right hand margin of the logo lockup should match the left hand margin of the graphics.



TYPICAL LANDSCAPE PANEL

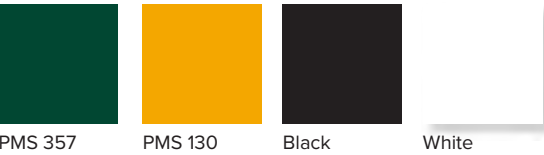


TYPICAL PORTRAIT PANEL

Wayfinding Sign Graphic Device

1.4 Colour Palette

ICC Brand Primary Colour Palette



ICC Brand Secondary Colour Palette



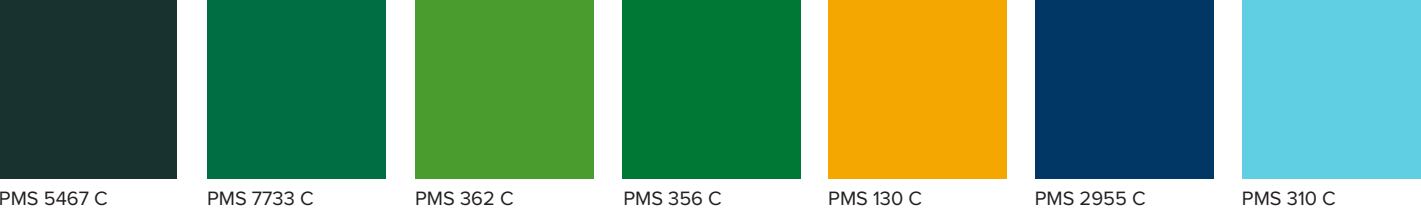
Wayfinding and signage colours require one critical factor when selected. They must be of high contrast to ensure text and messages are quickly and easily read. Along with appropriate text size, high colour contrast ensures a successful outcome.

Working with the Brand Style Guide colour palette, several colours have been adjusted for clarity and greater contrast in wayfinding and signage.

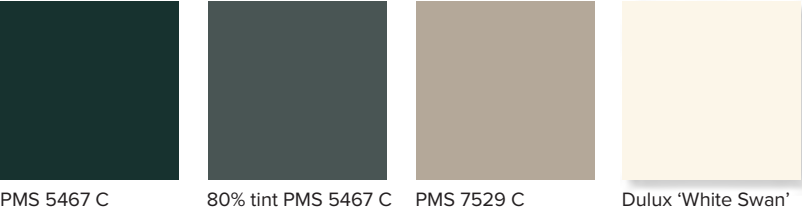
The adjustments do not depart from the Brand Style Guide colours, they have been intensified for greater chroma value. These are designed to compliment the Brand Style Guide and offer a fuller colour palette to the publication and digital selection.

WAYFINDING COLOUR PALETTE

Parks Suite, Zoo interpretive and Project and Works Suite



Cemetery Suite



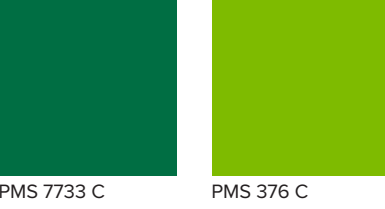
Regulatory Suite



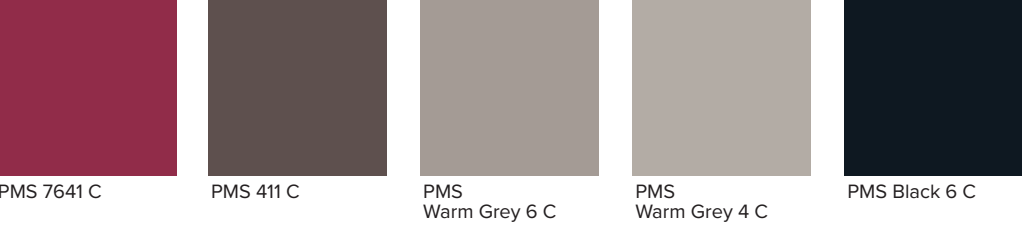
Notice Suite



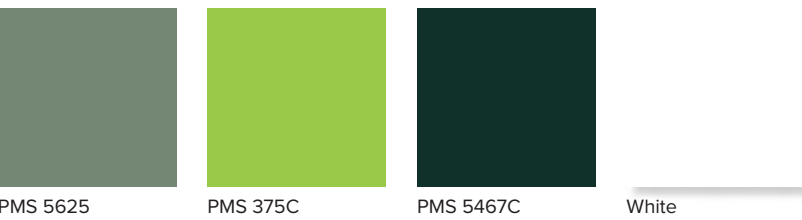
Zoo Interactive Suite



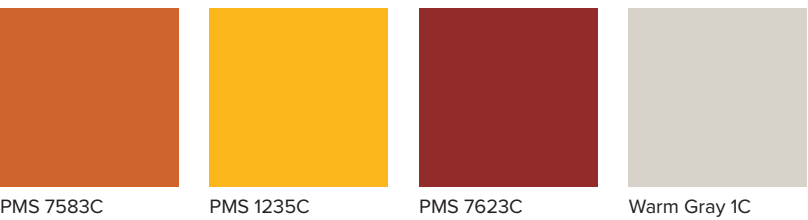
Heritage Suite



Natural Areas Suite



Indigenous Culture Suite



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Artegra Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Artegra Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Artegra Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Artegra Sans Semibold Italic

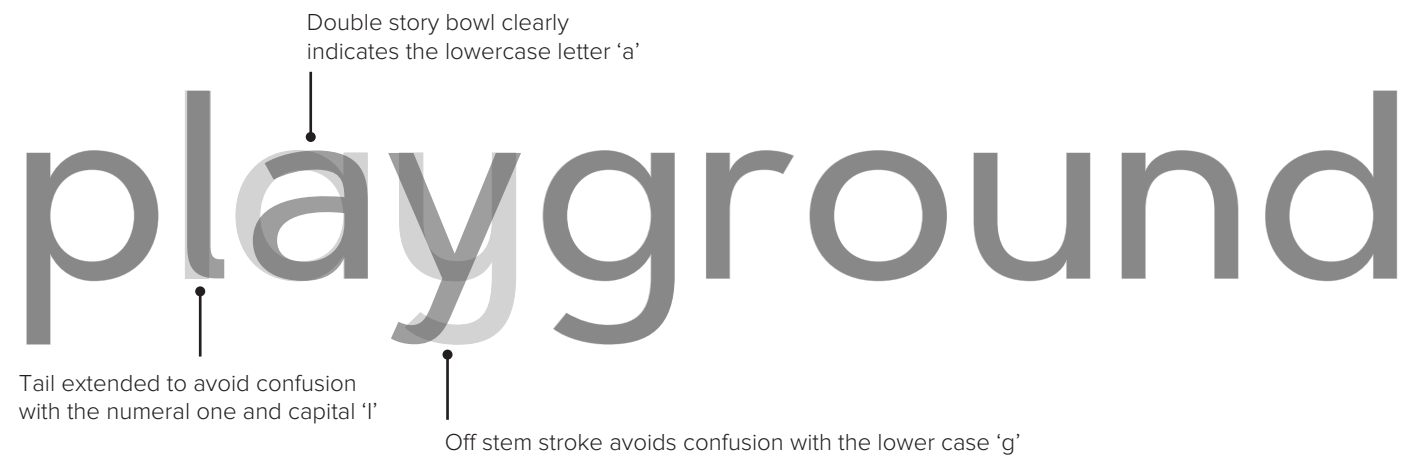
Artegra Sans offers a suitable wayfinding and signage alternative to Artegra Sans Alt.

This member of the Artegra family offers a double story ‘a’ making the ‘a’ more legible for wayfinding and signage. It also offers an extended terminal on the ‘l’ and an arc on the stem stroke of the ‘y’. These details assist users to quickly and clearly read information in the built environment and for all intents a purposes, is part of the selected brand family.

This manual will cover a wide range of sign families that respond to the public communication needs necessary for a cohesive wayfinding system across the ICC locale.

Certain weights of the typeface – fonts – have been selected for their ability to succinctly address the tone of voice of the message, legibility and readability in the built, urban, parkland and open space environments.

Section 3 of this document refers to appropriate text sizes based on ideal viewing distances. Section 4 defines the text sizes and weights for each sign type within the suite.



Font comparison ● Artegra Sans Alt ● Artegra Sans



Type height



Tracking



Leading

Font Comparison

Typefaces selected for Wayfinding and Signage are specifically based on legibility and readability in the public domain. It is critical that the typeface can be read quickly and easily in order that users have optimum experiences as they travel through and across the ICC LGA.

The typeface selected for the ICC Brand is Artegra Sans Alternative.

Artegra Sans is recommended for Wayfinding and Signage.

Artegra Sans, sits comfortably alongside Artegra Sans Alt, offering clear legibility in it's character design.

Type Height

Typefaces are described by their Cap Height and lower case 'x' height. Type layouts are indicated baseline to baseline.

Tracking

Tracking indicates the amount of white space around the characters. Opening tracking assists in the legibility and readability of setting text messages. The following graphic layouts are set with +10 tracking.

Leading

Leading indicates the amount of space between lines of messages. Tight leading can lead to messages being difficult to read. Leading is specified baseline to baseline in the graphic sign type layouts.

1.7 Tone of Voice

Finding your tone of voice starts with understanding who your audience is and choosing the right language to reach them.

Motivational – inspires people

Educational – informs people

Collegiate – chatty and informal

- Who we are
- Who we would like to be
- Who we are not

Four Dimensions of Tone of Voice

Serious and formal: “An error has occurred.”

Respectful and matter of fact: “We apologize, but we are experiencing a problem.”

Straightforward and Casual: “We’re sorry, but we’re experiencing a problem on our end.”

Casual and enthusiastic: “Oops! We’re sorry, but we’re experiencing a problem on our end.”

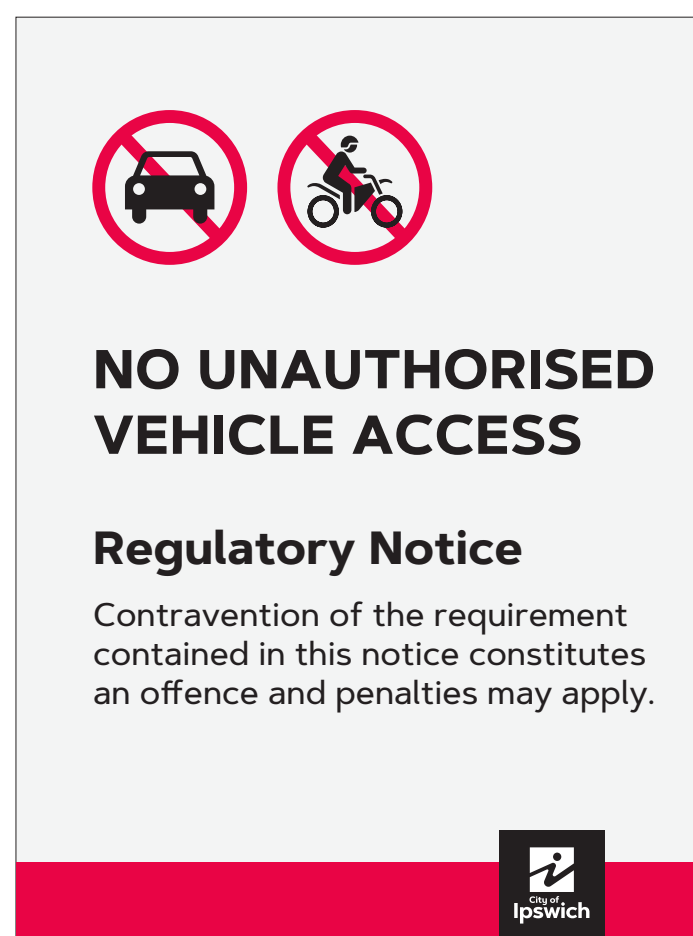
Messaging – Editing and Graphic Layouts

Messages should typically be short and to the point to enable text to be read from distances. Legibility and readability are the most critical factors for successfully communicating messages in the physical environment. Considerations must be given to environmental conditions such as variable light conditions, sun, rain, time of day, evening and night. Users may travel on foot, by motor vehicle, bicycle, motor cycle and in addition have differing cognitive and physical abilities.

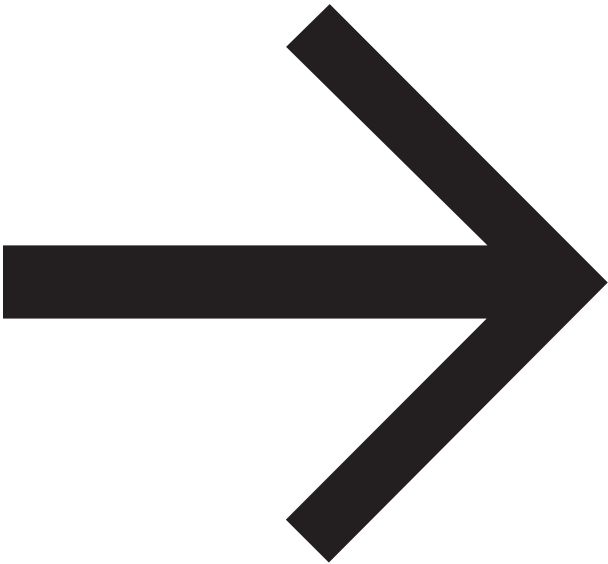
Consideration needs to be given to the typeface chosen and the weights or fonts available in that typeface. The choice of using caps, caps and lower case or lower case, must be made in light of the message context and legibility.

Typically when designing for publication or digital, the choice of using all capitals may not be suitable due to the typeface, kerning and leading. However, when designing graphic layouts for wayfinding and signage, the order or hierarchy of the messaging is critical in the dissemination of public information.

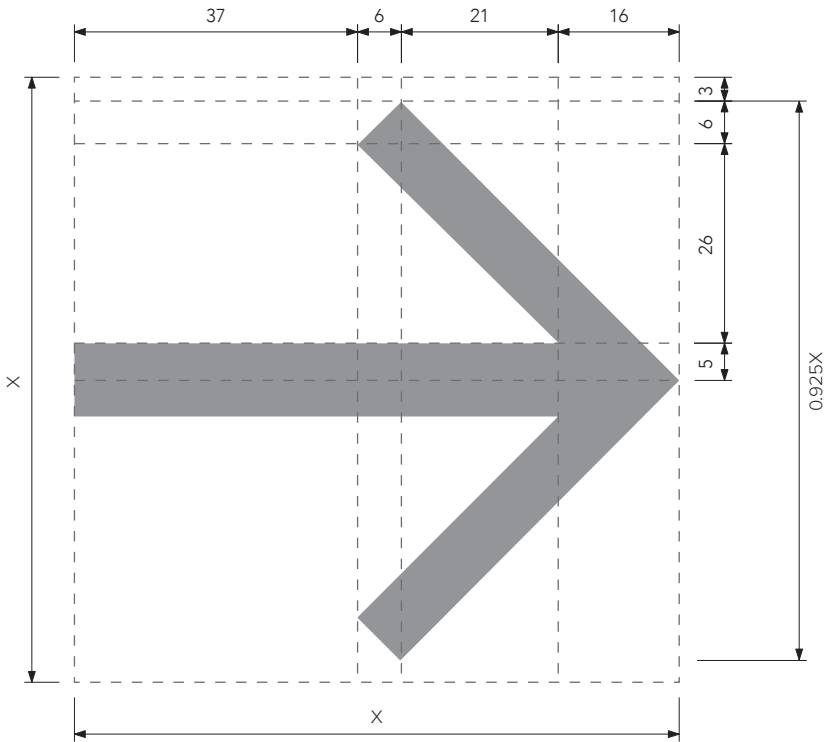
The use of Artegra in all capitals, gives weight and gravitas to the priority message – it is clear yet assertive. Secondary messages that are longer in length and legislative messages are set in upper and lower case. On occasion the use of italics can be used to impart a sense of direct action.



1.8 Arrow Specification



Wayfinding Arrow



Arrow Construction

Standard Arrows

Arrows play a major role in wayfinding. To fulfill their purpose in the most effective manner, arrows must be used consistently.

A specific arrow type has been chosen to complement the font Artegra Sans. This arrow type should be used in all directional signs.

Arrow Directions

Up pointing arrow is used to direct forward.

Right and Left pointing arrows direct to destinations that require pedestrians to turn right or left, either at the sign or immediately after the sign.

Diagonal arrows direct diagonally up or diagonally down when located next to stairs or ramps. In other locations they direct diagonally ahead. Diagonal arrows may never be used to direct diagonally backwards.

Down pointing arrow should only be used when the sign is above the destination.

Arrow Bounding Box

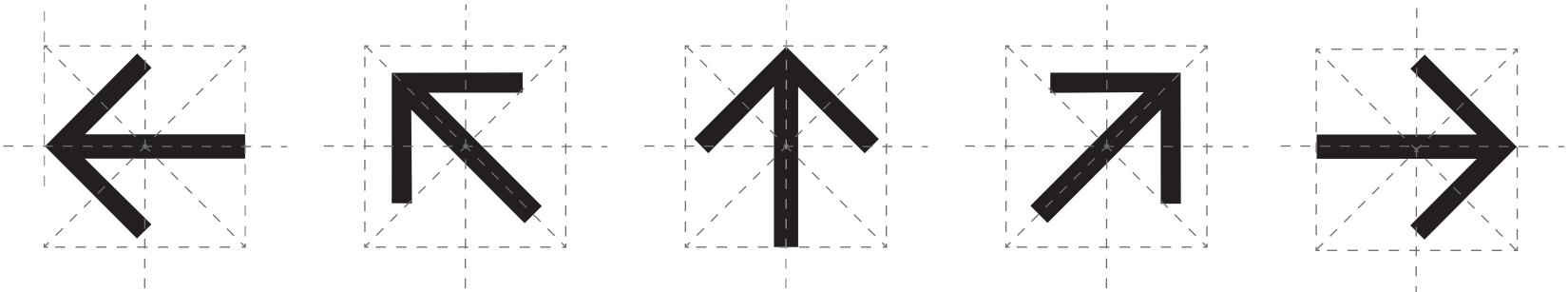
A square bounding box has been included in these arrow drawings as guides for the correct alignment of arrows and text. After setting arrows and text, when it is no longer required, remember to remove the bounding box from the graphic layout.

Arrow Size

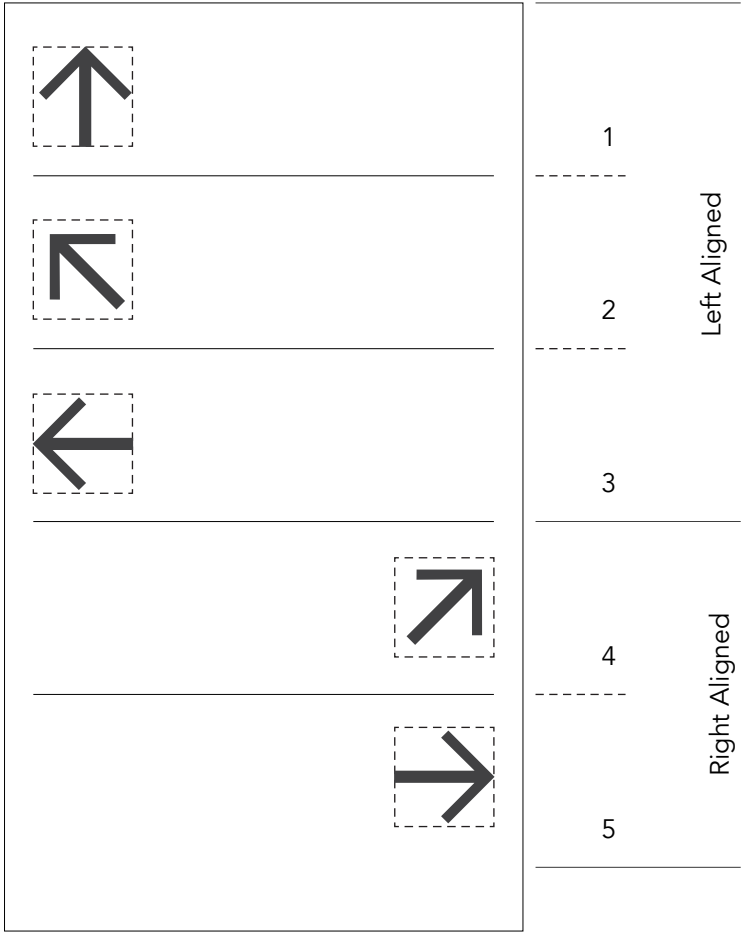
The ratio between the size of the arrow and the text it is associated with must always be maintained. This will be specified as part of the design on the relative sign type drawing.

Arrow Usage

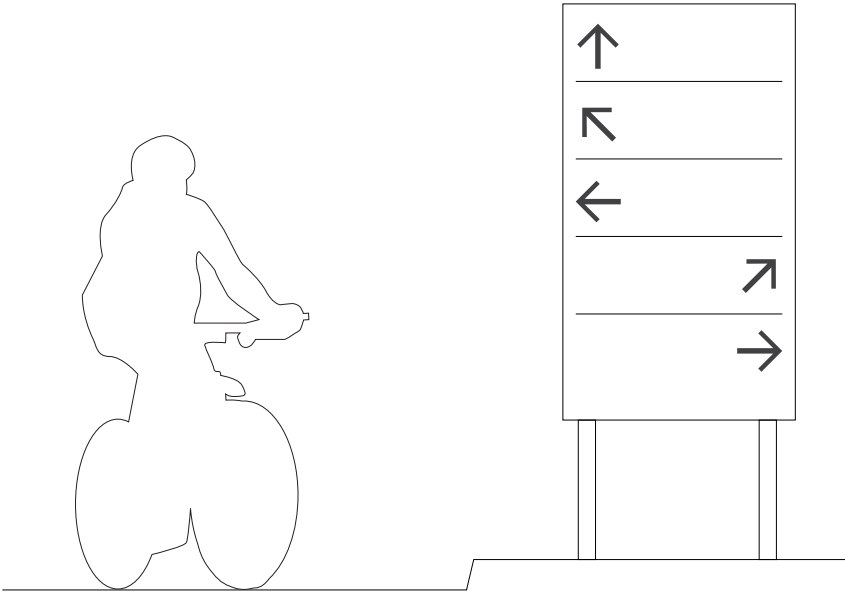
A single arrow is required for each direction, not for each destination.



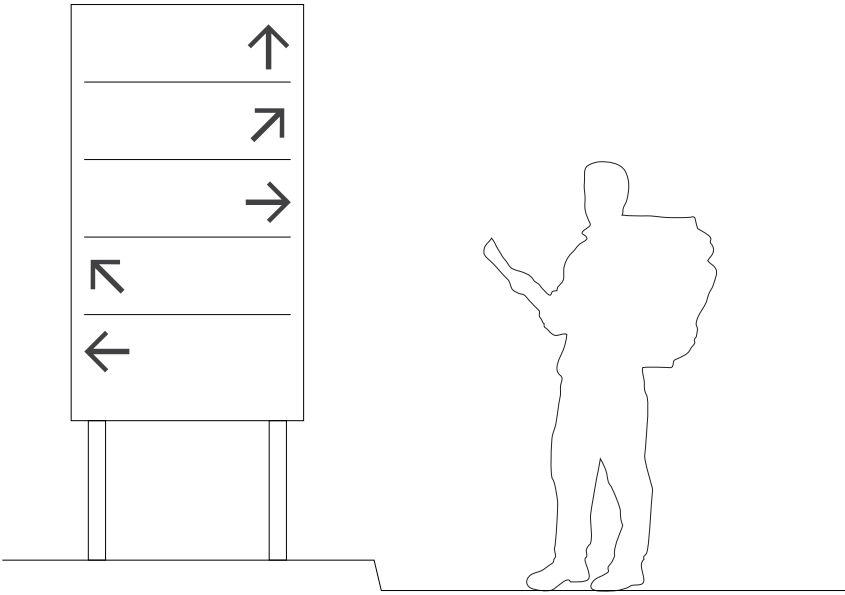
The arrows above are to be used on all proposed City of Ipswich directional signage



Sequence of arrows - Sign on right side of path



Sign on right side of path 'Up' arrow left aligned



Sign on left side of path 'Up' arrow right aligned

The hierarchy of directional arrows is to be consistent on all signs. The sequence of arrow order is shown on the left.

For a sign panel on the right side of a path/ road the sequence starts at 1 with a left aligned 'up' arrow at the top of the sign panel. The 'up' arrow is on the side of the sign closest to the path / road.

If an 'up' arrow is not needed then the sequence starts at the next appropriate arrow. The sequence continues through to number 5 as required.

For a sign panel on the left side of a path the sequence starts at 1 with a right aligned 'up' arrow at the top of the sign panel.

The arrow hierarchy must be adhered to at all times.



Functional Pictograms



Access Pictograms



Notice Pictograms



Regulatory Pictograms

Pictograms and Symbols

Pictograms should be used to identify specific services and facilities. The use of easily recognised international pictograms enables the signs to communicate to a diverse multicultural audience.

All pictograms should be used with discretion, as over-use may lead to visual clutter, and confusion.

Typical pictograms for use on all directional, identification and information signs are as illustrated. The ICC in-house design team is to provide all approved pictograms for inclusion in the manual.

Safety

If safety pictograms are required, refer to AS 1319 Safety Signs for the Occupational Environment. For clarity, prohibitive pictograms are designed with the red line behind the symbol.

Colour Swatches

Standard Pictograms
Background = PMS 7733 C
Symbol = White

Accessible Pictogram
Background = Blue PMS 2945 C
Symbol and Stroke = White

Parking Pictogram
Background = Blue PMS 2945 C
Symbol and Stroke = White

Regulatory Pictogram
General Prohibition sign = RED PMS 186 C
Symbol = Black

The proposed accessible pictograms are international standards and may be used in different applications.

The Accessible Icon Project symbol was developed in 2010 to promote a more inclusive and active approach to identifying accessible features. This can be used for directions to accessible pathways.

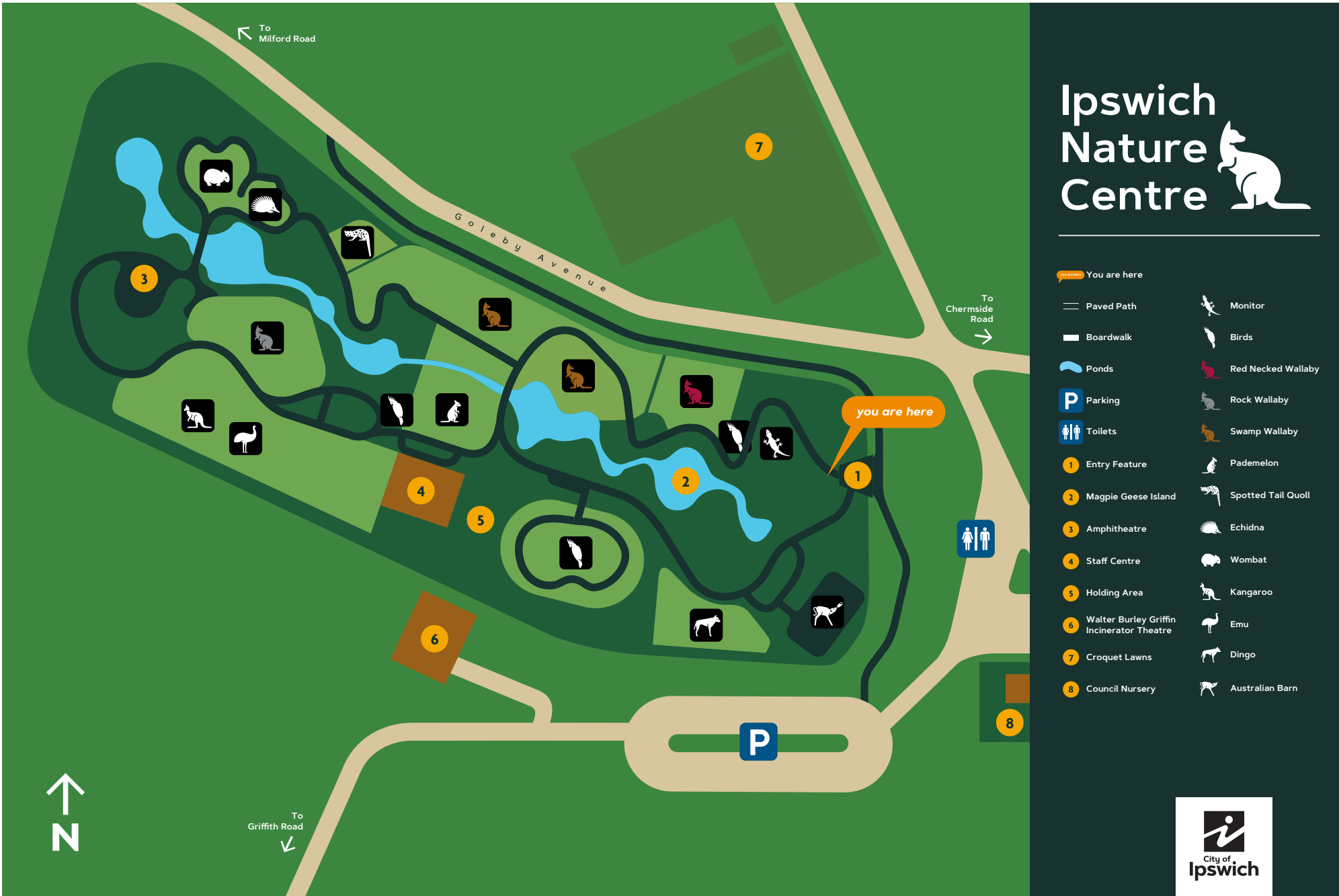
The SEGD accessible symbol is used for directions to accessible facilities such as PWD toilets.

The International Symbol for Access is to be used for the identification of accessible facilities on statutory Braille and tactile signs as required by the NCC.

SECTION 2 **MAP STANDARDS**

2.1 Map Overview

2.2 Colour Blindness Tests



The mapping guidelines extend to all mapping required for ICC. The example shown for the Ipswich Nature Centre, is designed to assist and guide future map updates with a colour palette, graphic devices such as trails, pictograms and indicates simplification of boundaries and designated destinations.



2.2 Colour Blindness Tests

Universal Design Principles include the testing of maps for those who are vision impaired to ensure equity and access. The following tests ensure information is converted accurately and legibly to people with various types of colour vision, specifically people with colour blindness.

This map achieves Colour Universal Design CUD, a user-orientated design system, for the two most common types of colour blindness. Deuteranopia and Protanopia.



CMYK



Colour Blindness Test – Protanopia-Type



Colour Blindness Test – Deuteranopia-Type

SECTION 3 **SIGN TYPE SUMMARY**

3.1 Sign Code Definitions

3.2 Viewing Distances

3.3 Parks Wayfinding Suite

3.4 Cemetery Suite

3.5 Regulatory Suite

3.6 Notice Suite

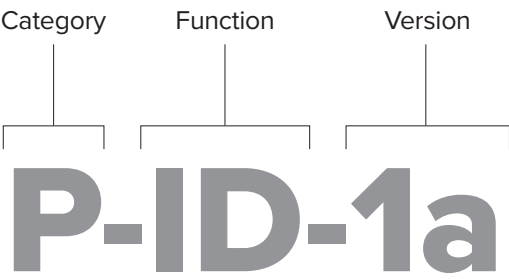
3.7 Project and Works Suite

3.8 Heritage Suite

**3.9 Zoo Interactive and
Interpretive Suite**

3.10 Natural Areas Suite

3.11 Indigenous Culture Suite



P	C	RG	NC	PW	H	Z	NA	IC
PARKS WAYFINDING SUITE	CEMETERY SUITE	REGULATORY SUITE	NOTICE SUITE	PROJECT and WORKS SUITE	HERITAGE SUITE	ZOO INTERACTIVE AND INTERPRETIVE SUITE	NATURAL AREAS SUITE	INDIGENOUS CULTURE SUITE

Category Definition

Sign type code definitions

With each sign type category, individual sign types have been assigned a unique sign type code. This code is based on Category, Function and Version.

Category

Example_ **P** for Parks Suite.
This is the prefix assigned to each category.

Function

Example_ **ID** for Identification sign

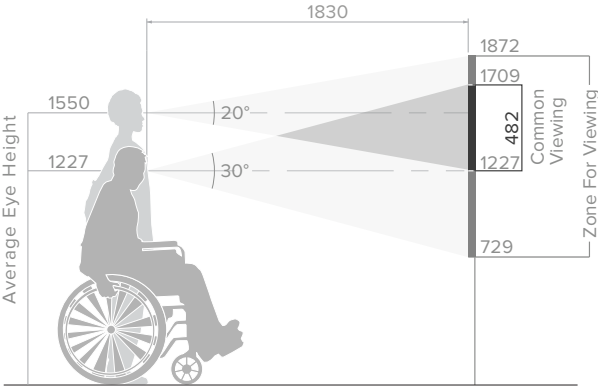
This is the classification assigned to identify the primary function of each sign. For example a sign that provides direction is classified with DR.

Version

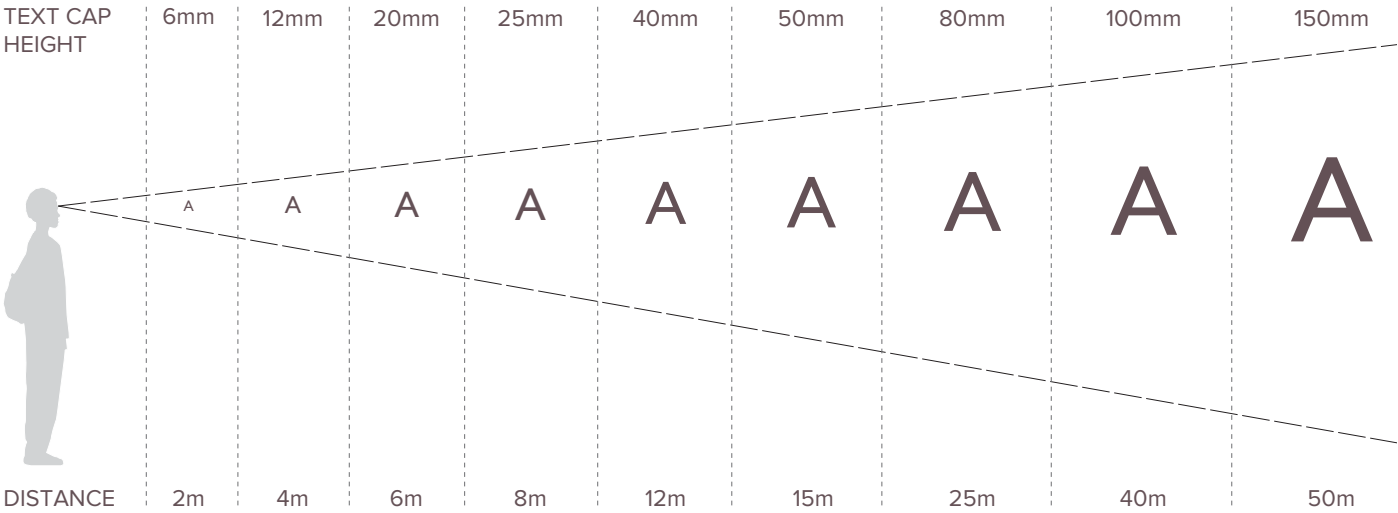
Example_ **1a** identifies the variation in the Function.
For example the version can note whether the sign is wall mounted, freestanding or projecting.

ID	DR	IF	IN	ST
IDENTIFICATION Used to clearly identify the site, buildings, car parks and other destinations within the LGA.	DIRECTION Signs to guide people along the route that leads to their destination.	INFORMATION Signs that assist in orientation. Typically include maps.	INTERPRETIVE Not wayfinding signs. These signs provide for historical or interpretive content.	STATUTORY Signs that are required by relevant codes and standards.

Function Definition



AS1428.2-1992 - Figure 30
Zones for viewing and for common viewing



AS1428.2-1992 - Table 3
Height of letters for varying required viewing distances

The size of the sign panel, mounting heights and text heights must be appropriate for the required messages to be visible from the expected viewing distances.

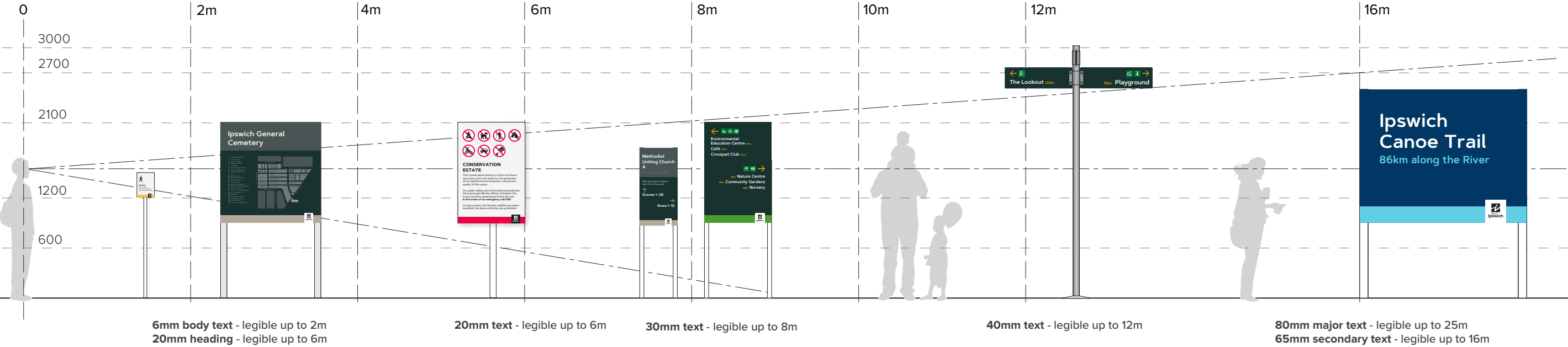
Australian Standard AS1428.2 – 1995 sets out recommended viewing zones and letter heights for viewing distances.

Figure 30 defines the zones for common viewing by pedestrians and persons in wheel chairs with the viewer 1830mm away from the sign.

Table 3 defines the minimum letter heights required to enable a viewer to read a message from the expected distance away from the sign.

The text height and viewing distances for typical signage elements in each suite is shown in the diagram below. This diagram should be referenced to establish appropriate letter heights and placement of the signs for each application.

Examples of the text sizes and viewing distances are also shown on the graphics layouts for each sign type.



3.3 Parks Wayfinding Suite

The Parks Suite has been designed to provide consistency and clarity in identifying and informing visitors within the various public parks across the ICC region.

IDENTIFICATION SIGNS

P-ID-1 signs are used for major entry points to large parks.

P-ID-2 signs are used for entry points to smaller parks and secondary entry points to large parks.

Note that a and b variants of each sign type are provided to suit shorter names and may be used where space is restricted.

INFORMATION SIGNS

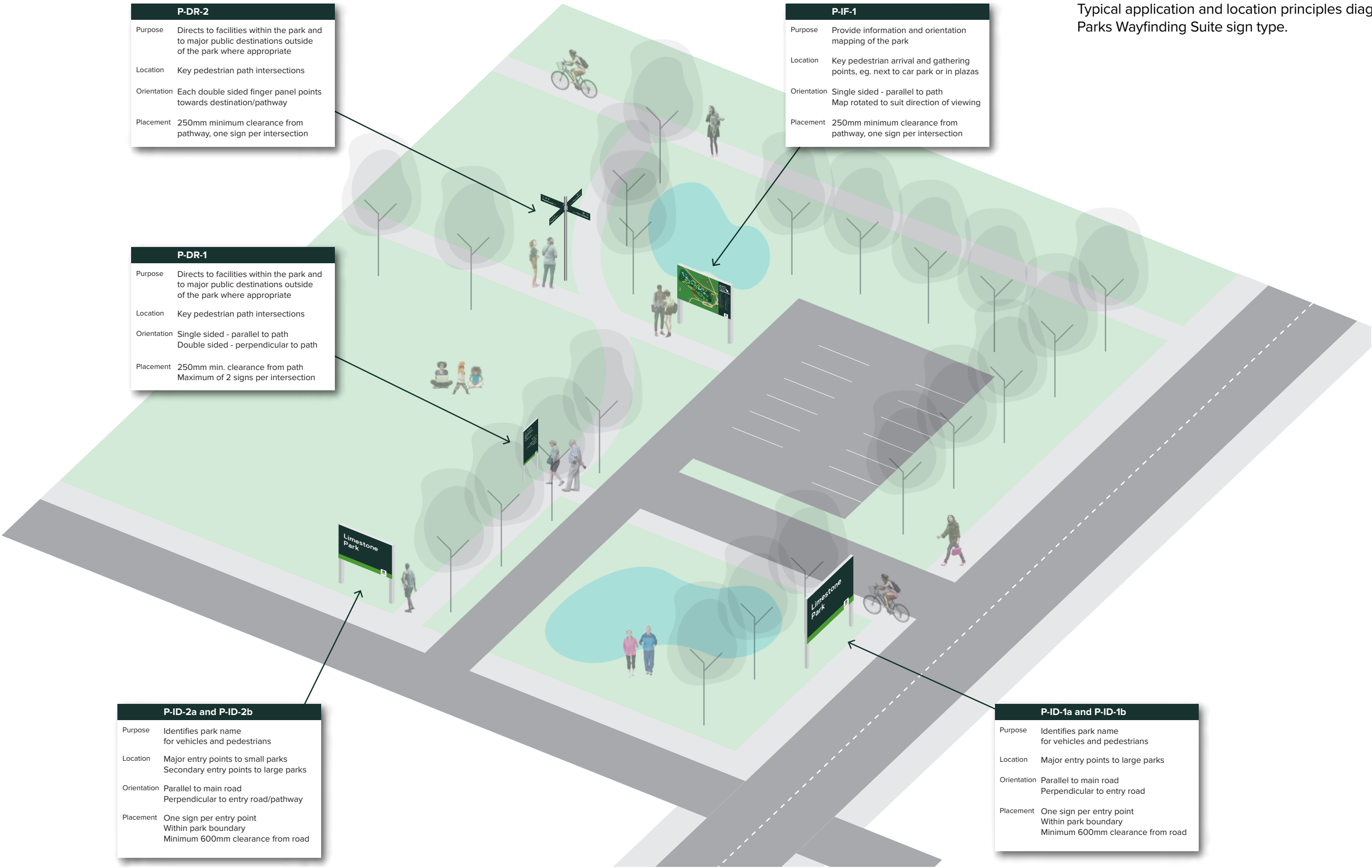
P-IF-1 signs provide information and orientation mapping of the park.

DIRECTIONAL SIGNS

P-DR-1 and P-DR-2 signs direct to facilities within the park and to major public destinations outside of the park where appropriate.



Typical application and location principles diagram for each Parks Wayfinding Suite sign type.



3.4 Cemetery Suite

The Cemetery Suite has been designed to provide consistency in identifying and informing visitors within the various cemeteries across the ICC region.

The design is based on Parks Suite, with a specific branding colour band and unique sign types which are to be used exclusively within cemeteries.

C-ID-1 Identification signs are located at the main entrances into the Cemetery. They are generally orientated parallel to the road facing the main approach.

C-ID-2 Identification signs are located at the secondary/ minor entrances into the Cemetery. They are generally orientated parallel to the secondary access road.

C-IF1 Information signs are designed for pedestrians and are located within the cemetery at key arrival and gathering points, typically next to pedestrian pathway from the car park.

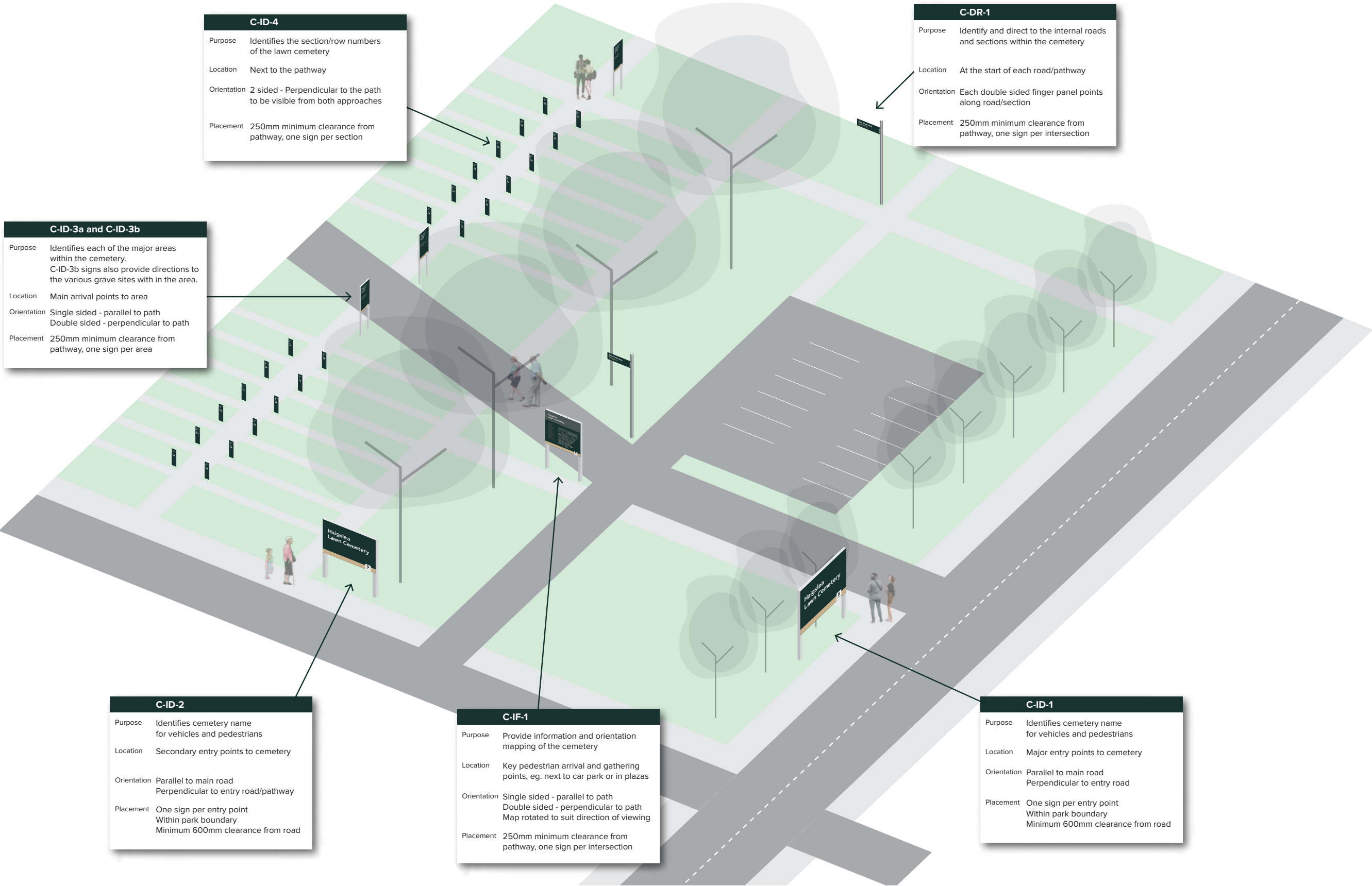
C-DR1 Finger signs identify and direct to the internal roads and sections within the cemetery. These are located at the start of each road.

C-ID-3a and ID3b signs identify each of the major areas within the cemetery. The C-ID-3b signs provide directions to the various grave sites with in the area. These are one sided and located next to the path/road, facing the path/road.

C-ID-4 Identification signs identify the section/row numbers of the lawn cemetery. These are two sided and located next to the path/road, perpendicular to the path/road to be visible from both approaches.



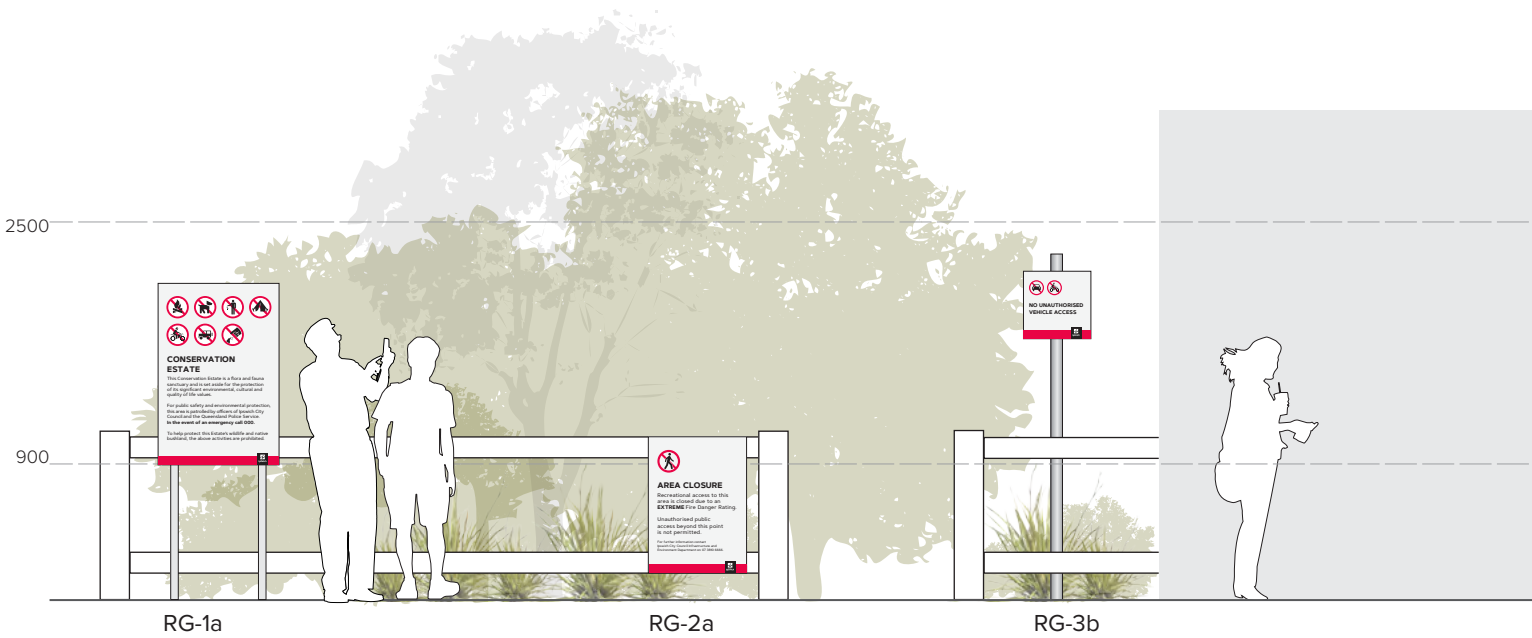
Typical application and location principles diagram for each Cemetery Suite sign type.

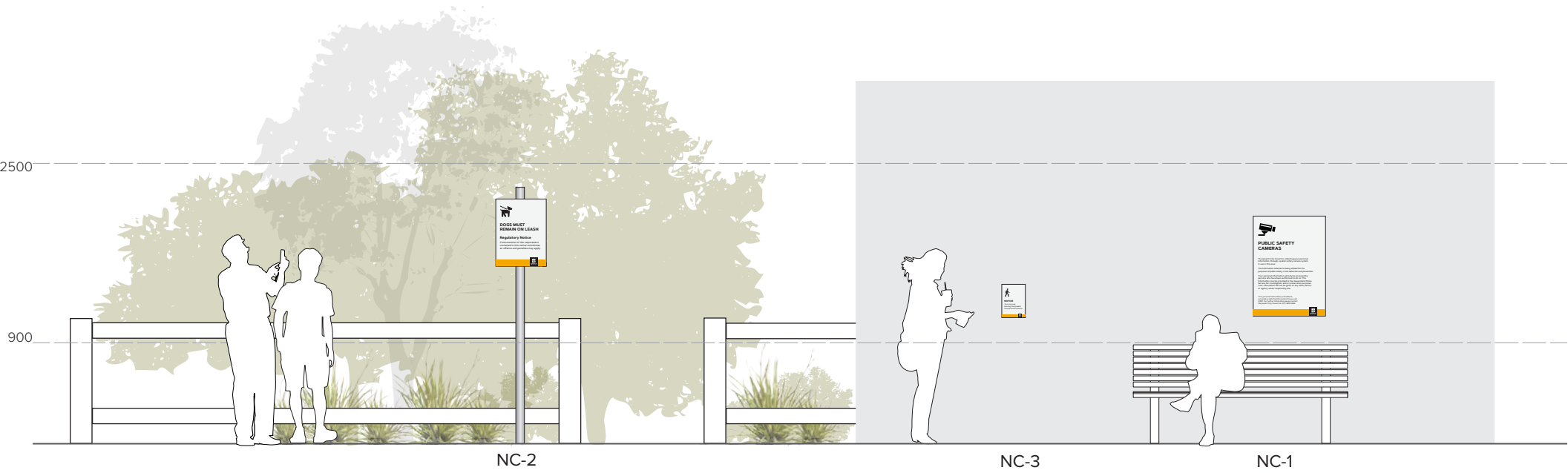


The Regulatory Suite has been designed to provide a consistent message in regulating behaviour across the entire ICC region.

Regulatory signs are provided in three standard sizes RG-1, RG-2 and RG-3 to suit required site lines and viewing distances.

All regulatory signs have branding with a red colour band.





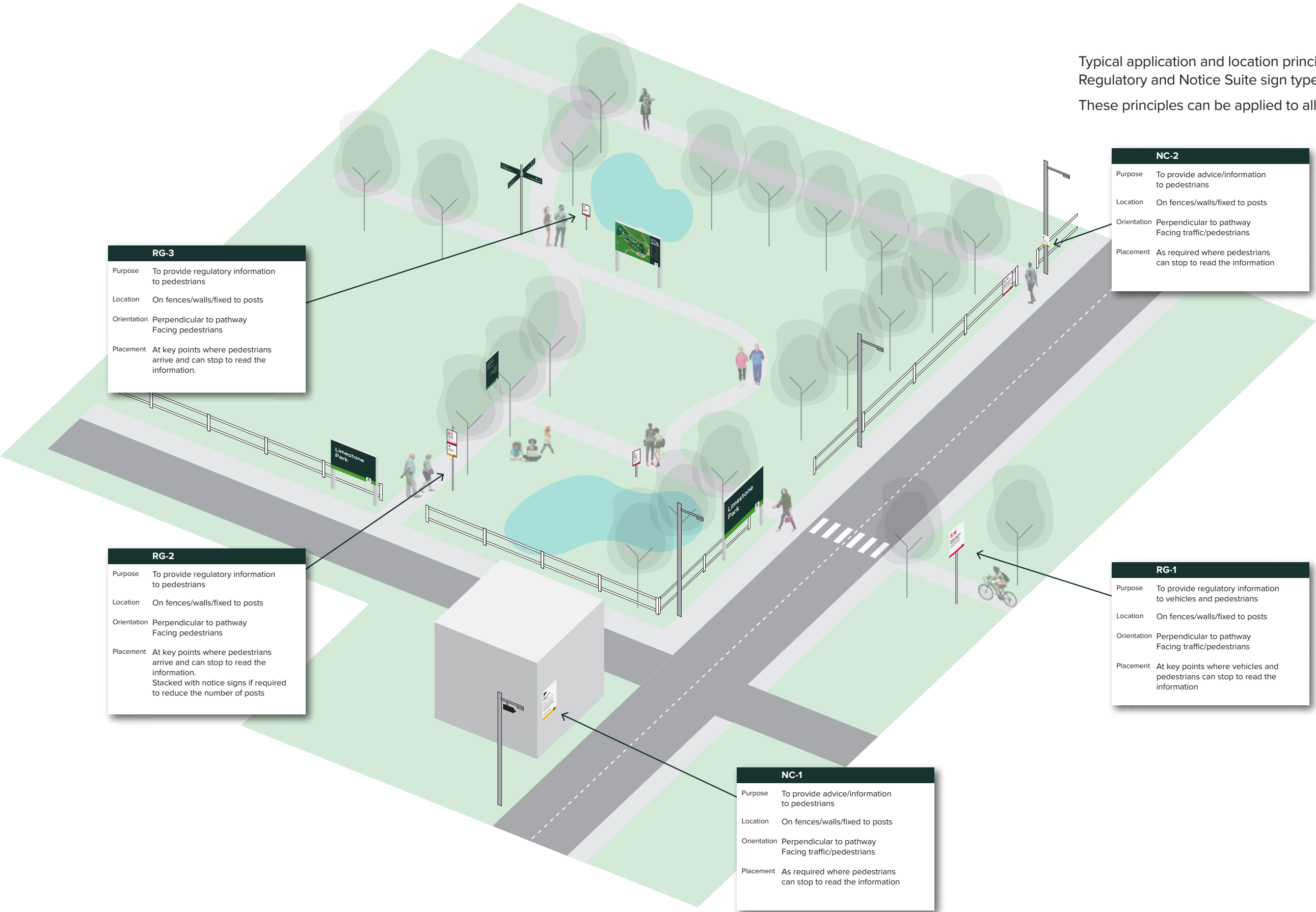
The Notice Suite has been designed to provide consistent communication of advice and information across the entire ICC region. These signs provide a softer tone of voice and are not to be confused with regulatory signs which provide rules and regulations.

Notice signs are provided in three standard sizes NC-1, NC-2 and NC-3 to suit required site lines and viewing distances.

All notice signs have branding with a yellow colour band.

Note that a and b variants of the same panel width may be stacked where multiple messages such as regulatory and notice signs are required to reduce clutter.

Typical application and location principles diagram for each Regulatory and Notice Suite sign type in an urban/park site. These principles can be applied to all other sites.



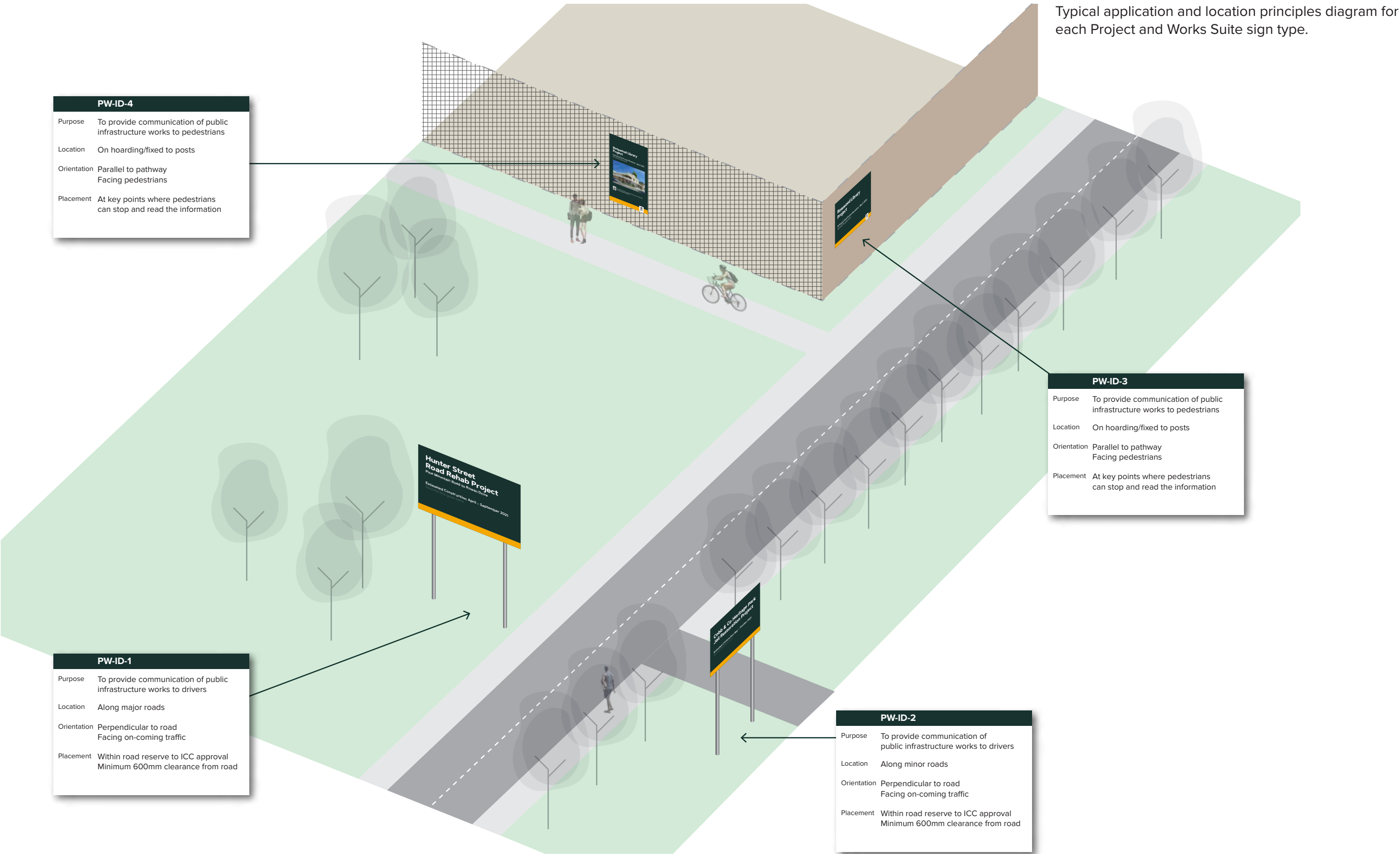


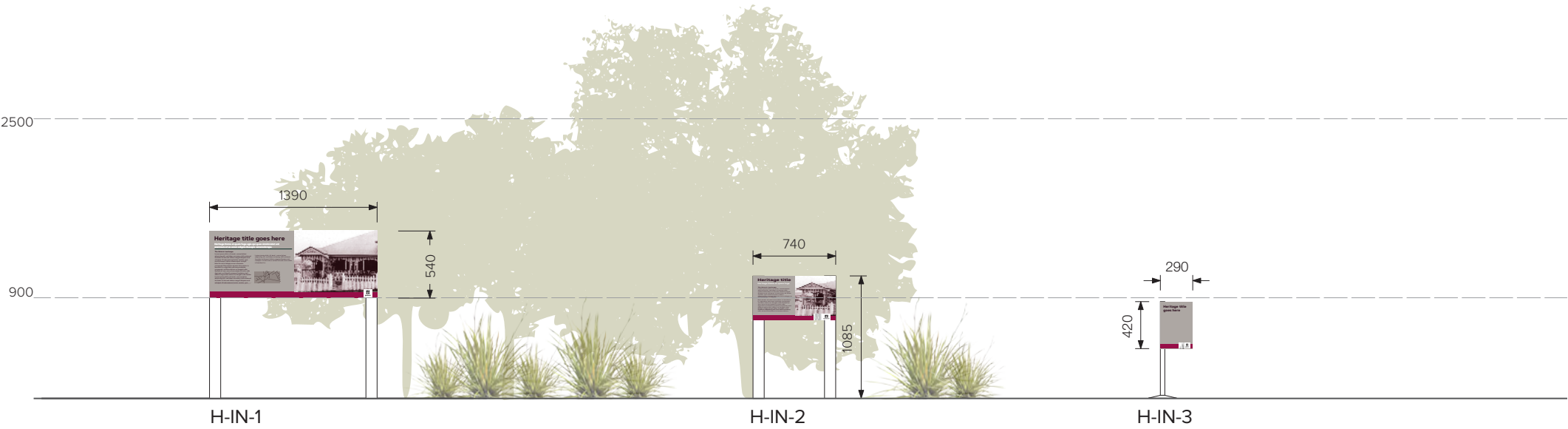
The Project and Works Suite has been designed to provide clear communication of public infrastructure works across the entire ICC region.

The amount of information on each sign is to be kept to a minimum to ensure key messages such as project name and time frames are communicated.

PW-ID-1 and PW-ID-2 signs are suitable for viewing from a vehicle.

PW-ID-3 signs are only suitable for viewing by pedestrians and may include links, such as QR codes, to provide further information.





The Heritage Interpretive Suite has been designed to inform and engage with visitors with a unique visual standard that maintains a connection with the ICC branding.

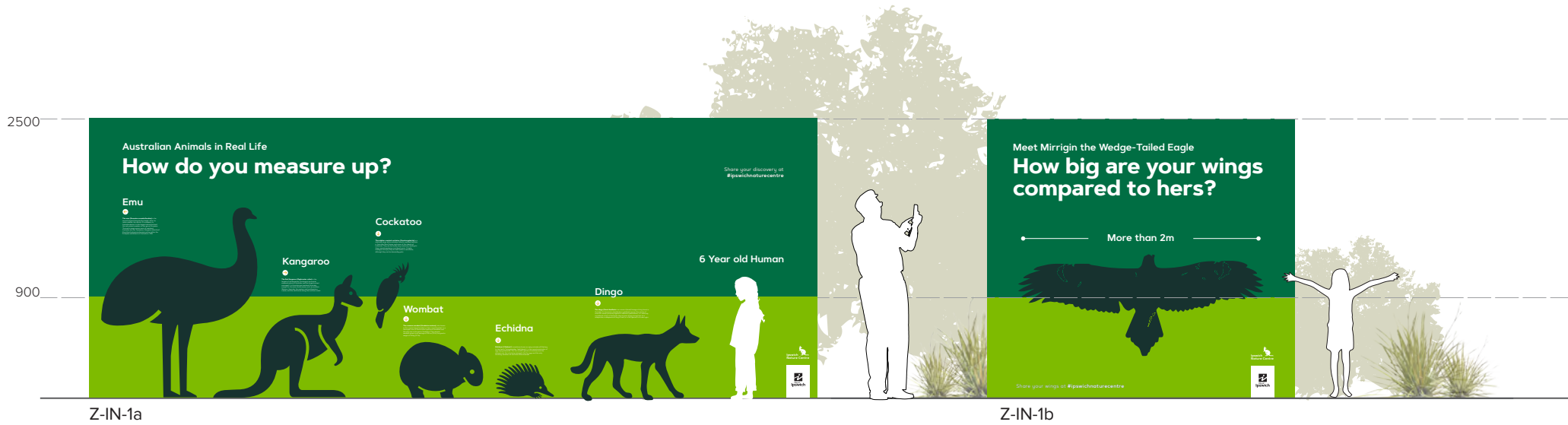
The size and form of the Heritage Suite is based on the Natural Areas interpretive sign standards, with a specific branding colour band.

3.9 Zoo Interactive and Interpretive Suite

The Zoo Interactive and Interpretive Suite has been designed to engage with visitors and to encourage social sharing, such as ‘selfies’ posted with ICC corporate hashtag. It establishes a message delivery approach that is playful, yet maintains a consistent visual standard that connects with the ICC branding.

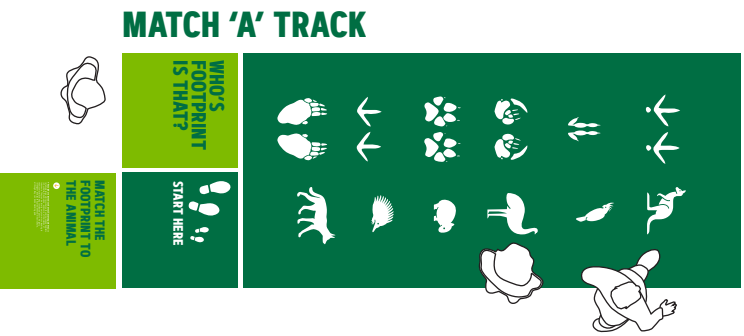
The suite includes unique large interactive wall panels and ground graphics which are to be used exclusively within the Nature Centre.

The size and form of the interpretive signs are based on the Natural Areas interpretive sign standards.

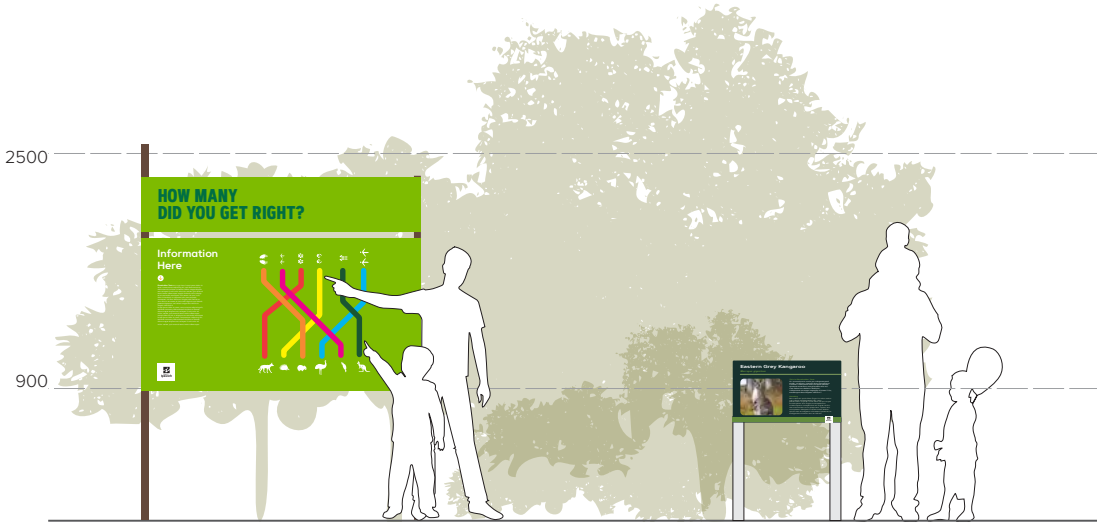


Z-IN-1a

Z-IN-1b



Z-IN-2a - Top view



Z-IN-2b

Z-IN-3



The Natural Areas Suite has been designed to provide consistency and clarity in identifying and informing visitors within the various public natural areas across the ICC region.

IDENTIFICATION SIGNS

NA-ID-1a signs are used for major entry points to conservation estates.

NA-ID-1b signs are used for major entry points to conservation reserves.

NA-ID-2 and NA-ID-3 signs are used for entry points to smaller areas and secondary entry points to large areas.

Note that a and b variants of each sign type are provided to suit shorter names and may be used where space is restricted.

DIRECTIONAL SIGNS

NA-DR-1 and NA-DR-2 signs direct to facilities within the natural areas and to major public destinations outside of the areas where appropriate.

INFORMATION SIGNS

NA-IF-1 signs provide information and orientation mapping of the park.

INTERPRETIVE SIGNS

NA-IN-1, NA-IN-2a, NA-IN-2b and NA-IN-3 signs provide information about history and facts about the areas.

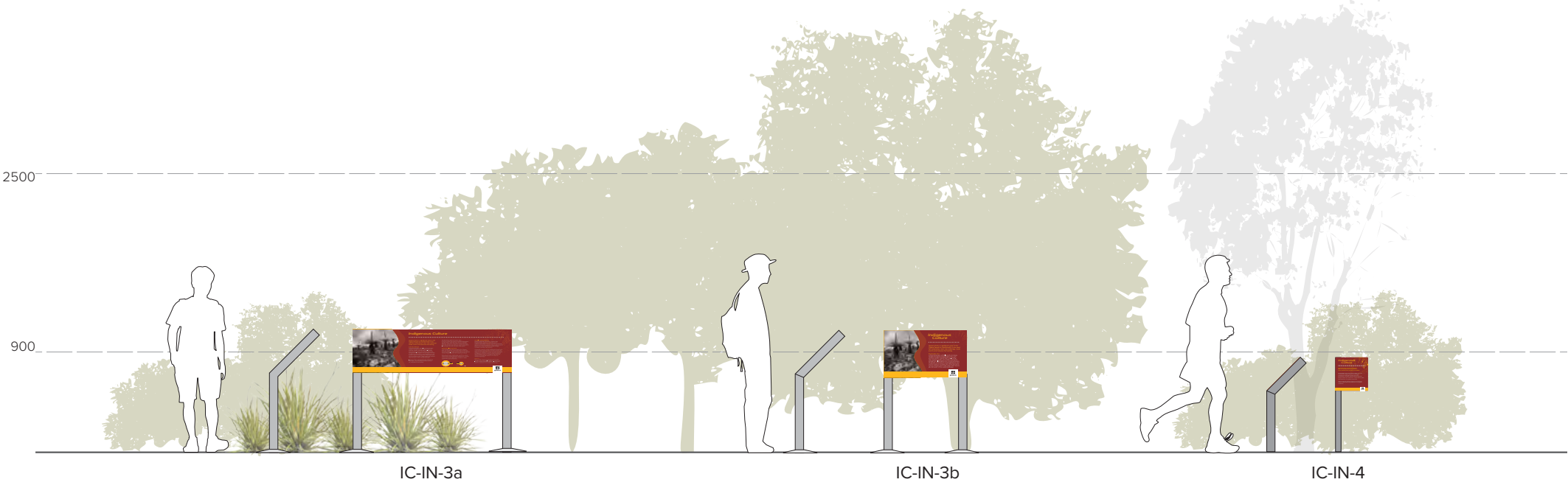
The Indigenous Culture Suite has been designed to provide consistency and clarity in identifying and educating visitors of the rich Indigenous Culture across the ICC region.

INTERPRETIVE SIGNS

IC-IN-1 signs are panels within 4-bay signage shelters and provide Indigenous Culture information associated to the area.

IC-IN-2 signs are a single panel within signage shelters and provide Indigenous Culture information associated to the area.

IC-IN-3a, IC-IN-3b and IC-IN-4 signs provide Indigenous Culture information associated to the area.



SECTION 4 **SIGN SUITES**

4.1 Parks Wayfinding Suite

4.2 Cemetery Suite

4.3 Regulatory and Notice Suite

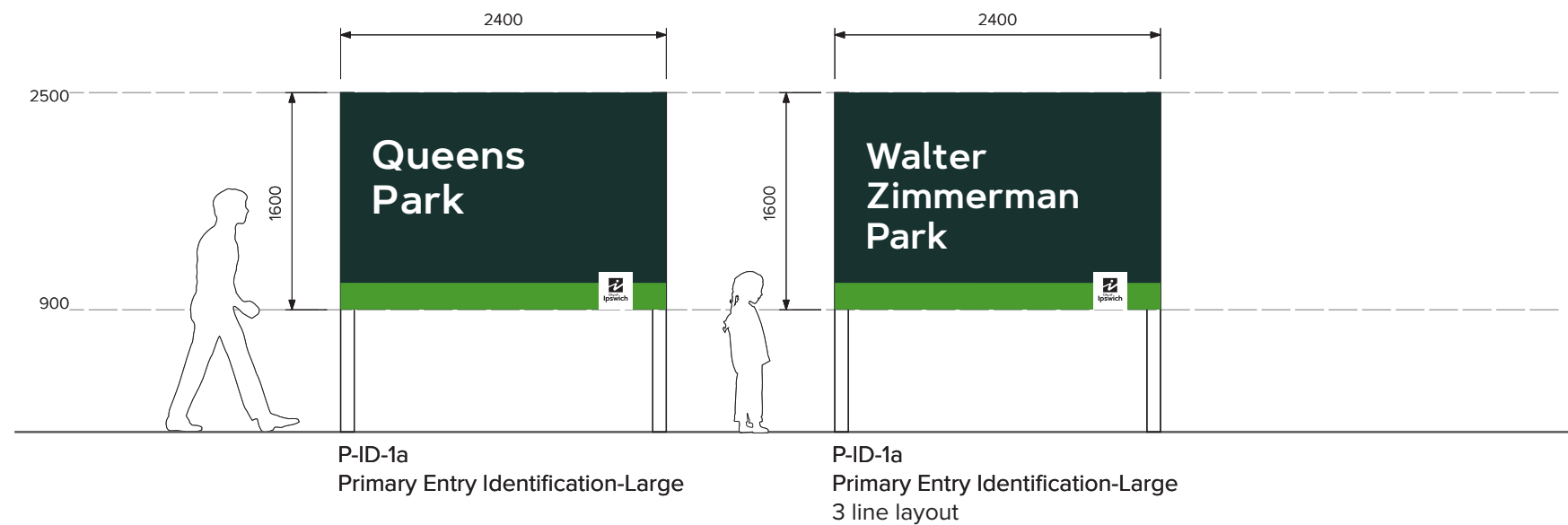
4.4 Project and Works Suite

4.5 Heritage Suite

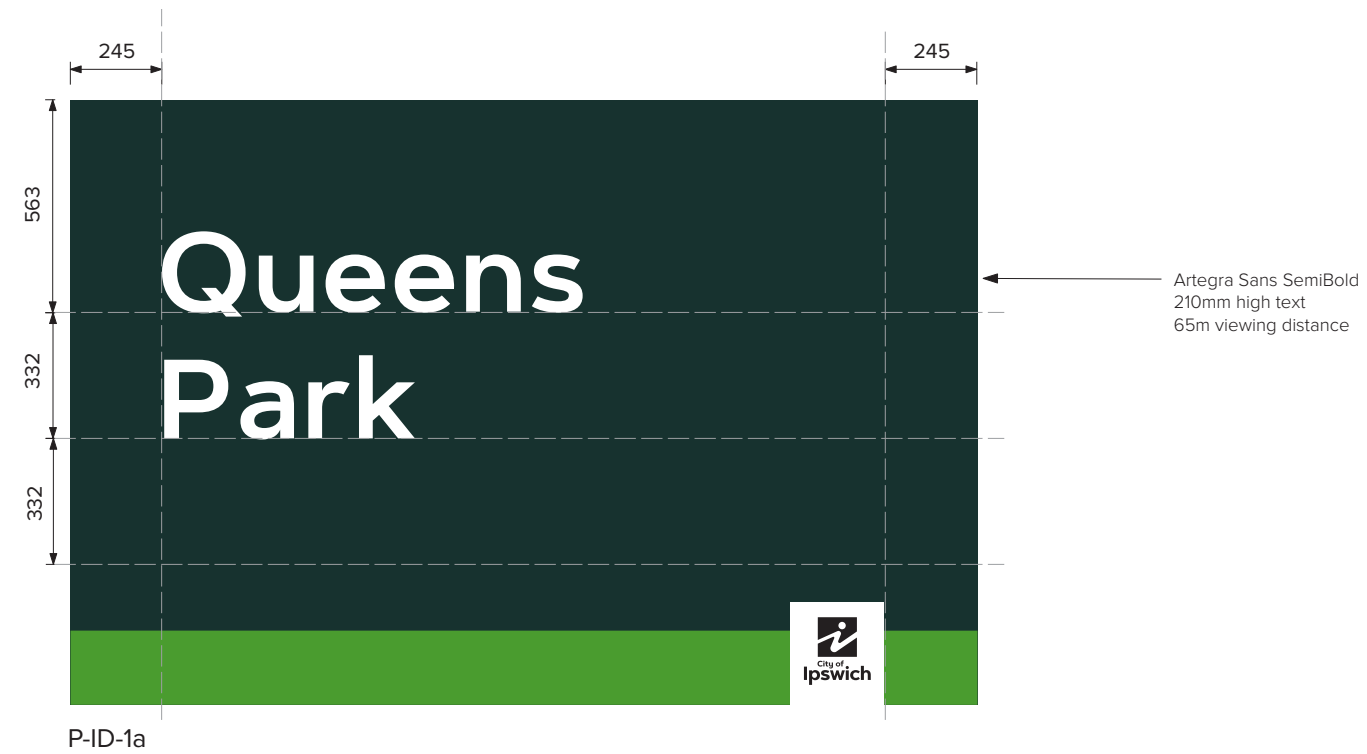
**4.6 Zoo Interactive and
Interpretive Suite**

4.7 Natural Areas Suite

4.8 Indigenous Culture Suite

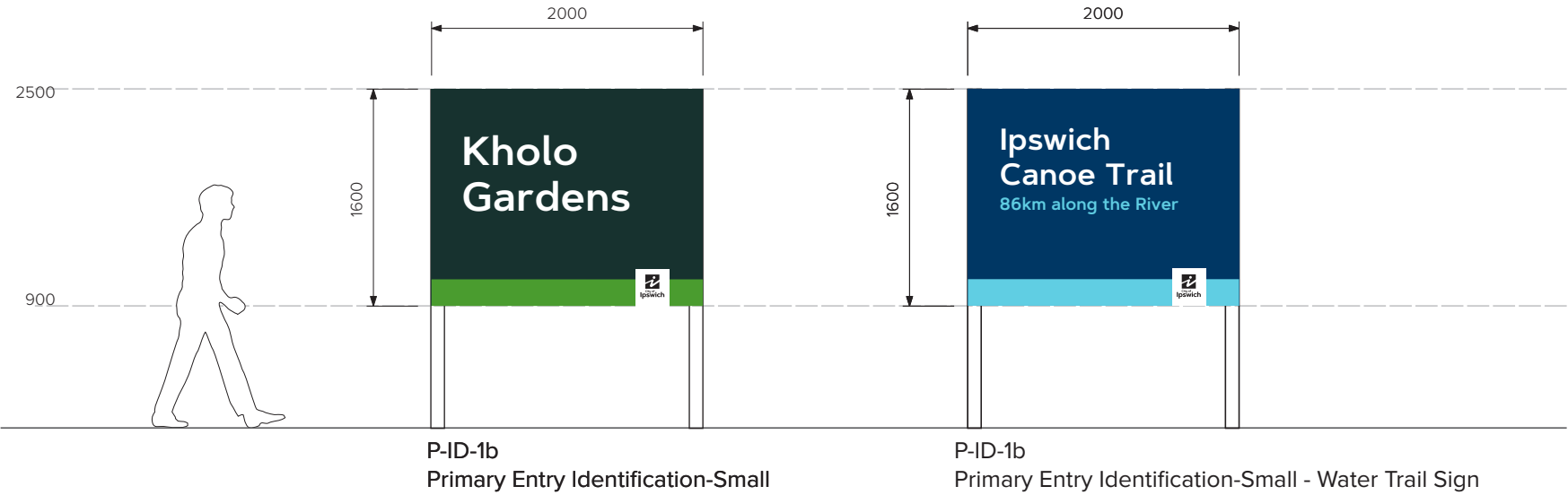


Parks Wayfinding Suite
Scale 1:50

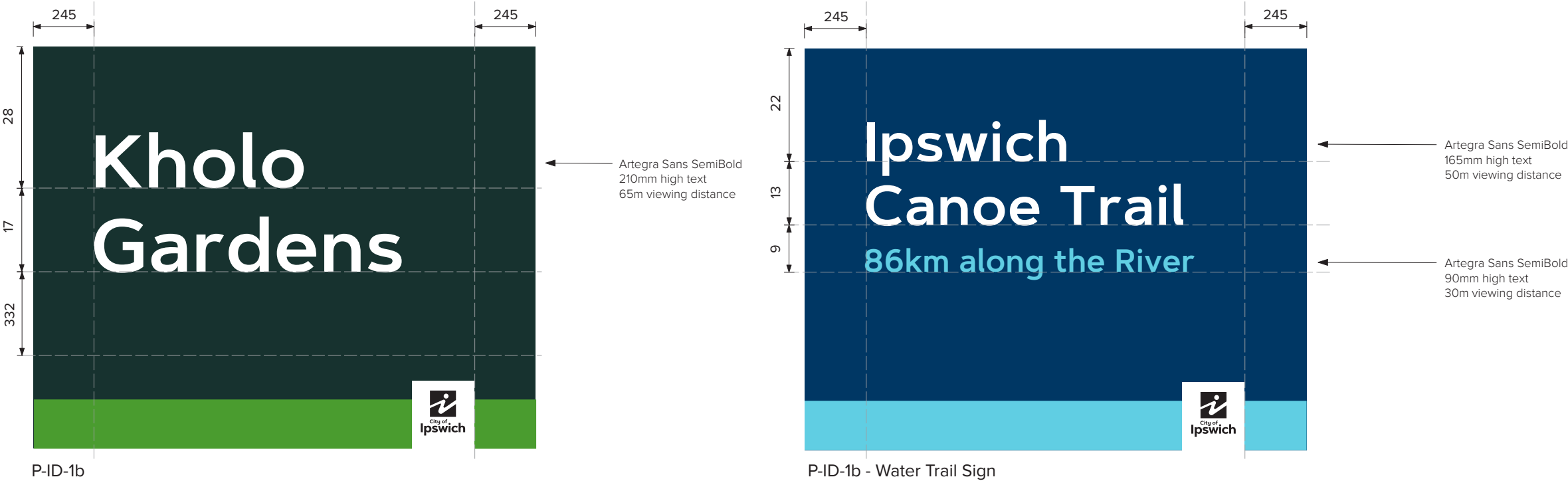


Graphic Layout
Scale 1:20

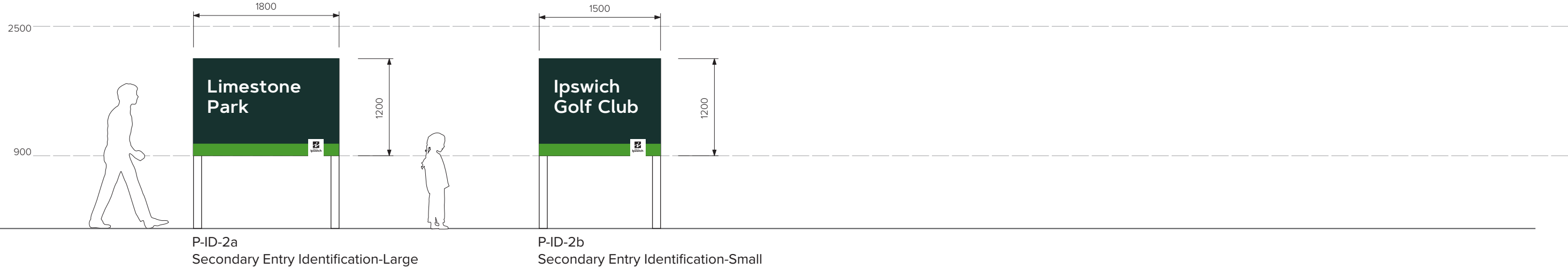




Parks Wayfinding Suite
Scale 1:50

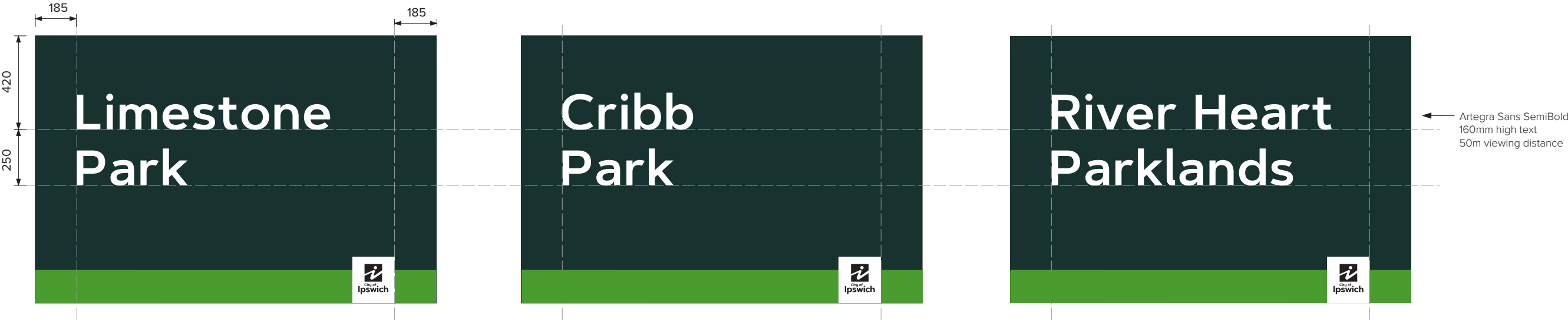


Graphic Layout
Scale 1:20



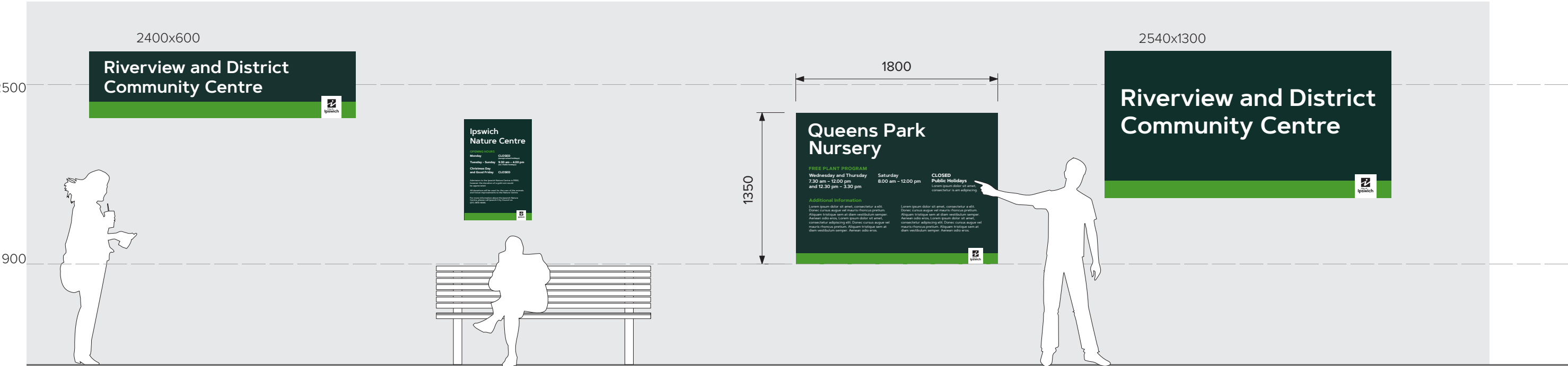
Parks Wayfinding Suite

Scale 1:50



Graphic Layout

Scale 1:20



F-ID-1a

FACILITY IDENTIFICATION SIGNS

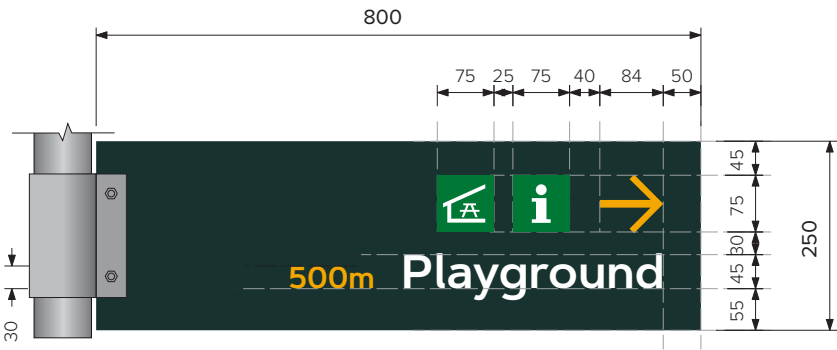


Graphic Layout

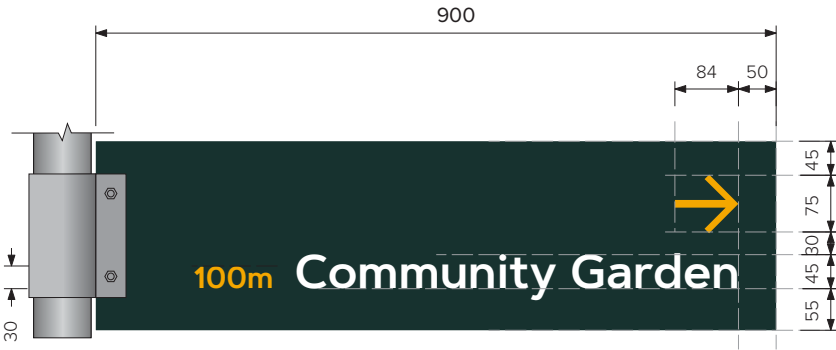
Scale 1:10



Parks Wayfinding Suite
Scale 1:50



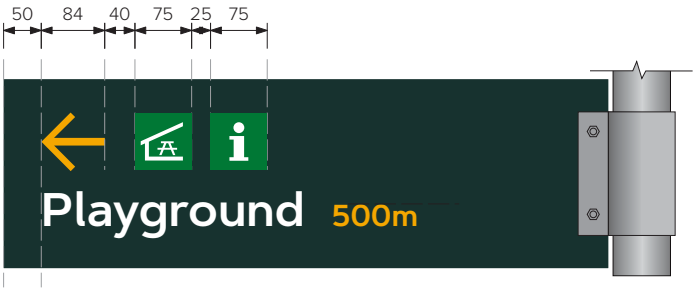
SIDE 1



SIDE 1



SIDE 1



SIDE 2

Standard Panel

Artegra Sans SemiBold
45mm high text
12m viewing distance



SIDE 2

Long Panel

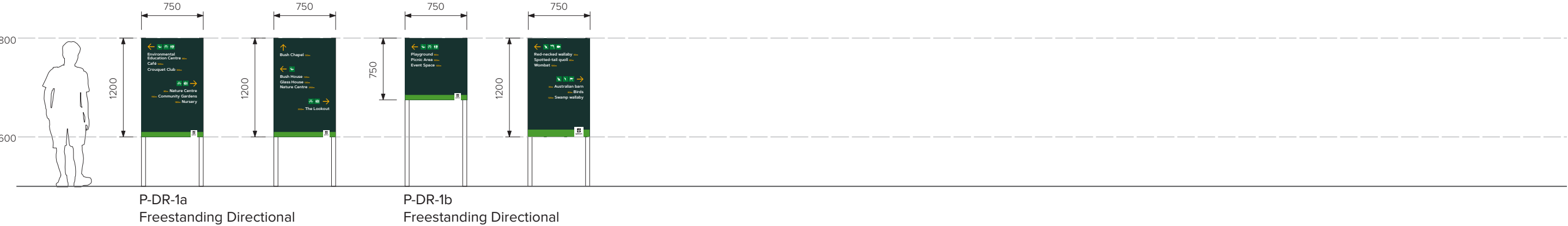
Artegra Sans SemiBold
28mm high text
8m viewing distance



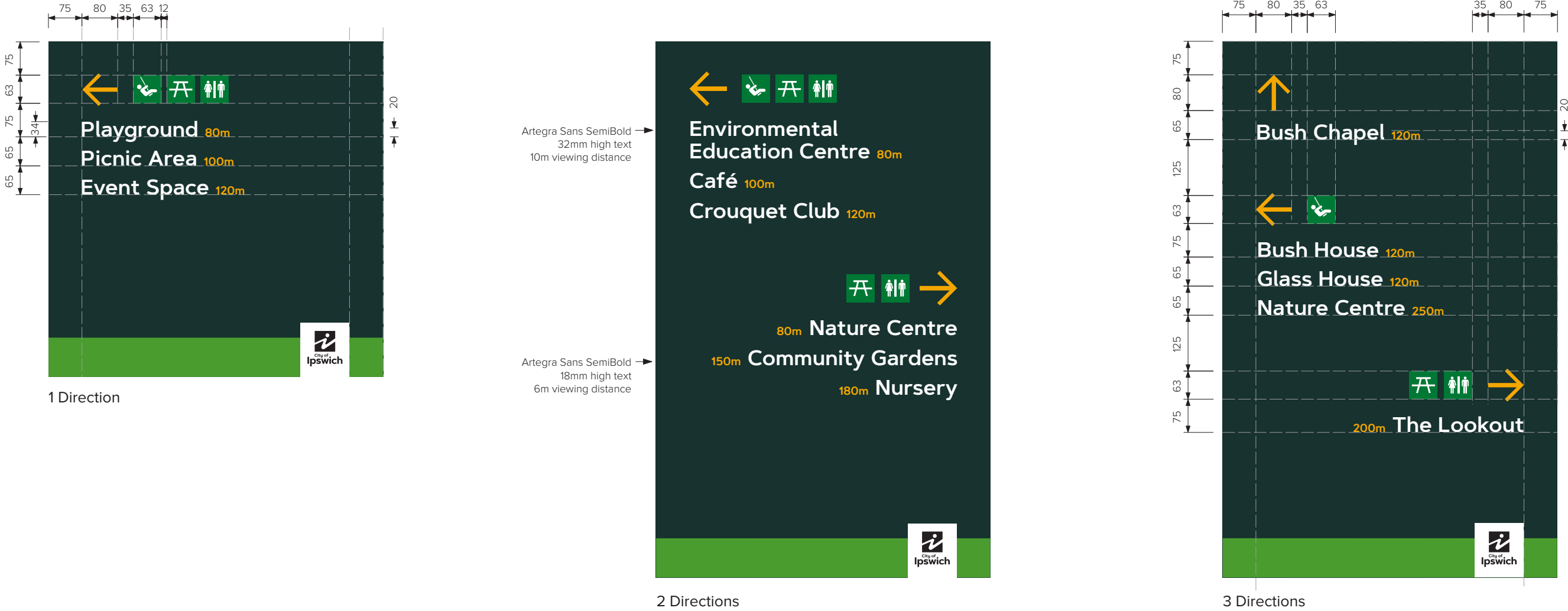
SIDE 2

Zoo Directional

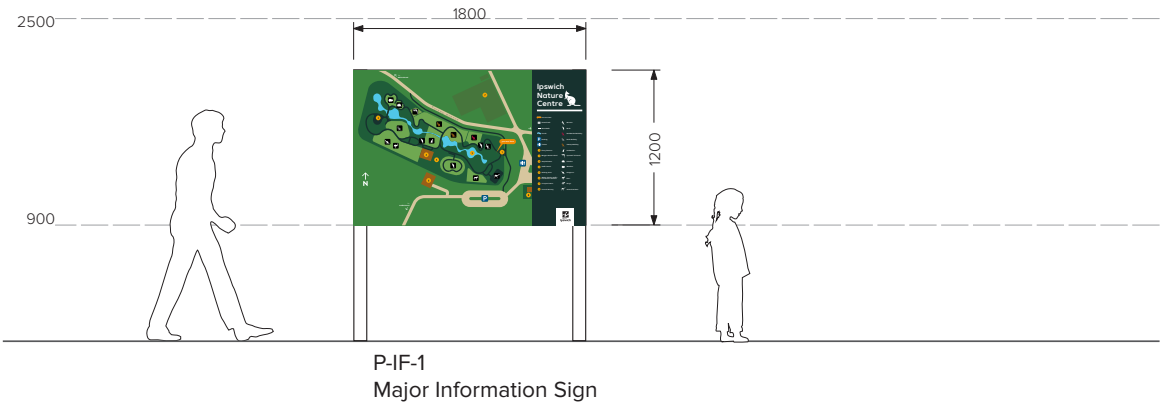
Graphic Layout
Scale 1:10



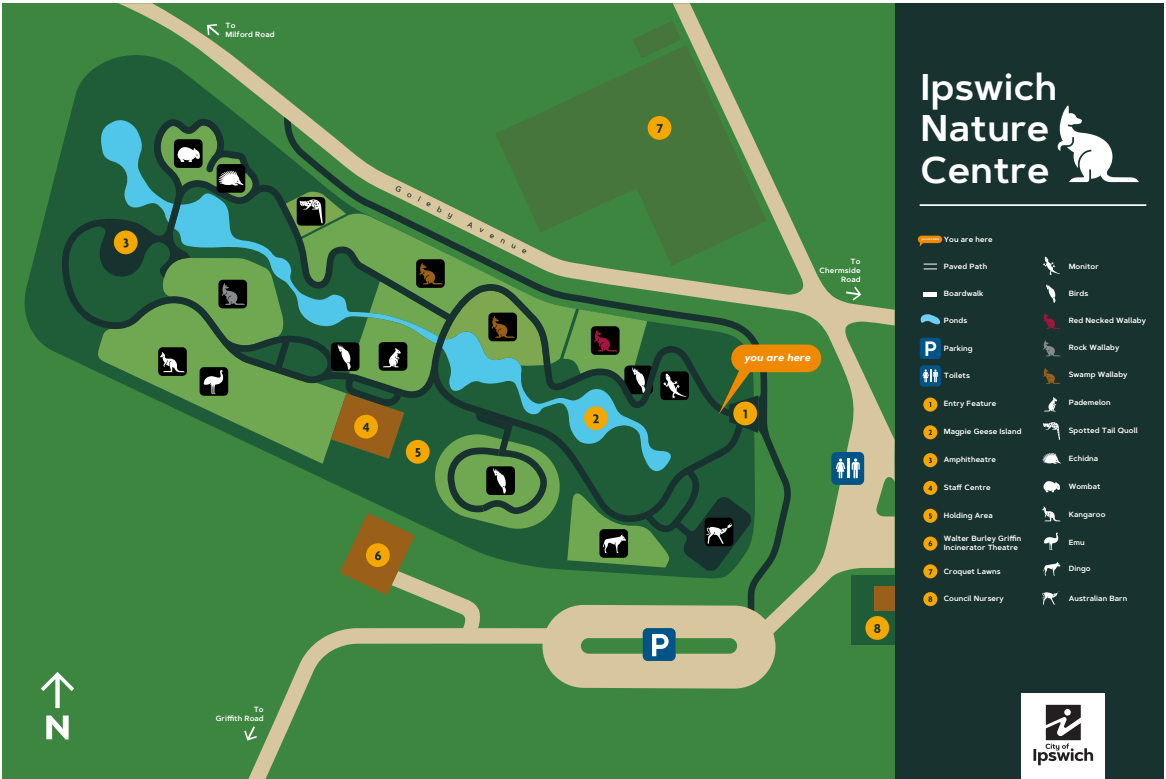
Parks Wayfinding Suite
Scale 1:50



Graphic Layout
Scale 1:10



Parks Wayfinding Suite
Scale 1:50



Artegra Sans SemiBold
40mm high text
12m viewing distance

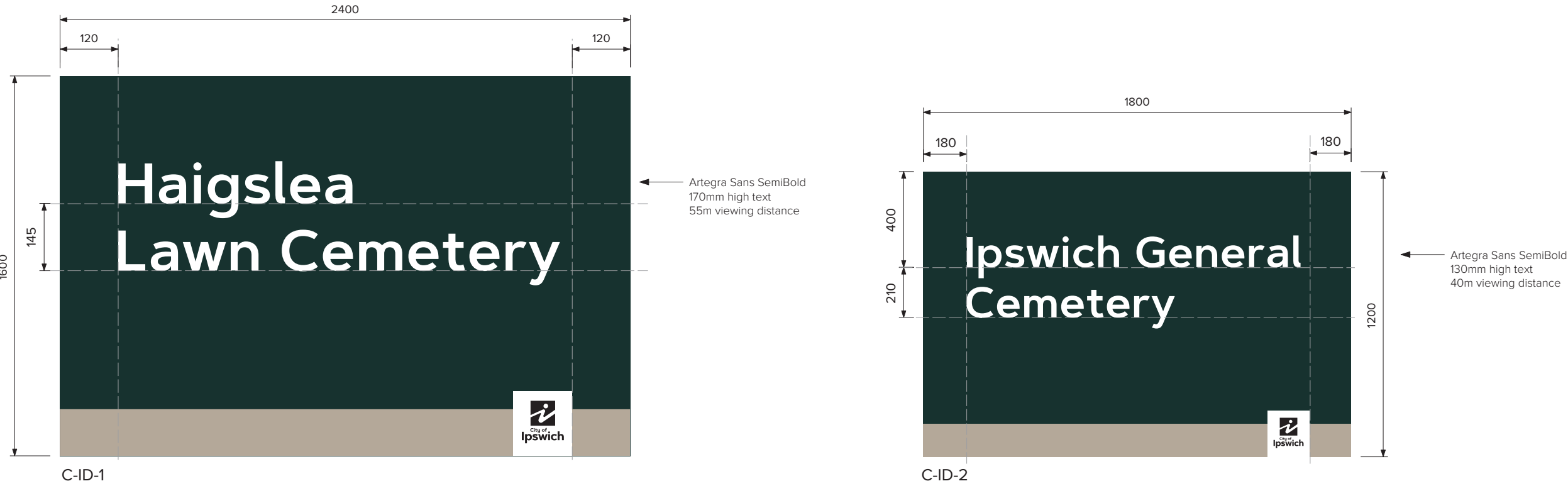
Artegra Sans SemiBold
8mm high text
2m viewing distance

Graphic Layout
Scale 1:10



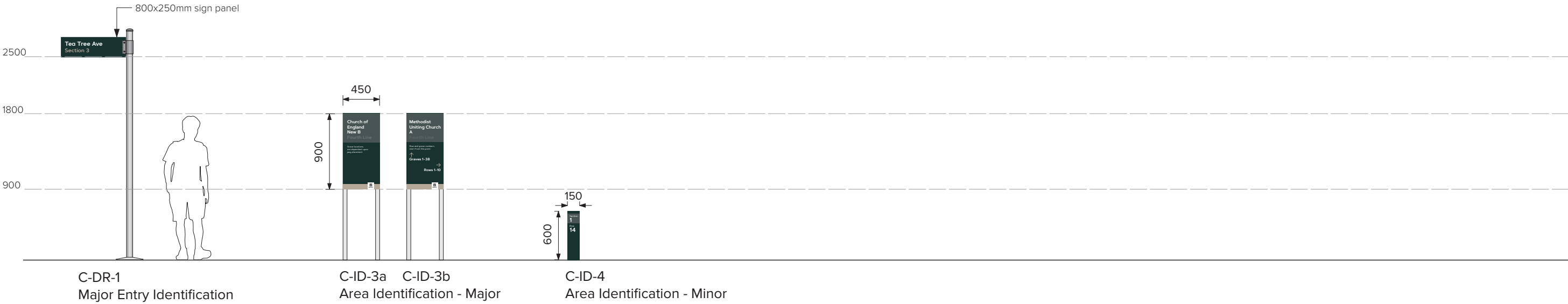
Cemetery Wayfinding Suite

Scale 1:50



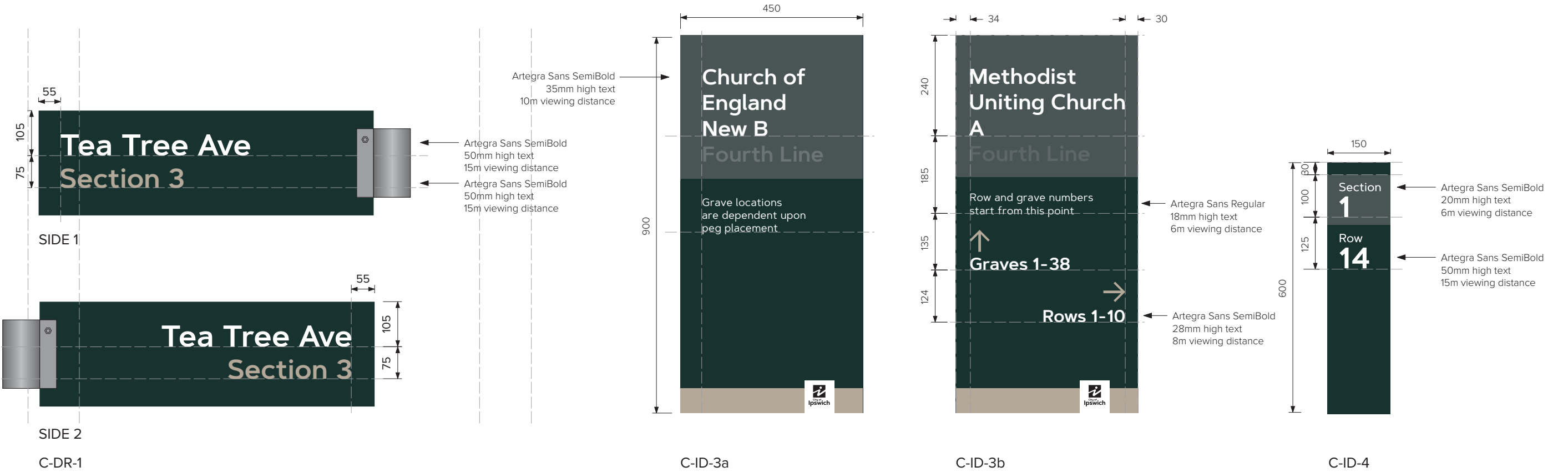
Graphic Layouts

Scale 1:20



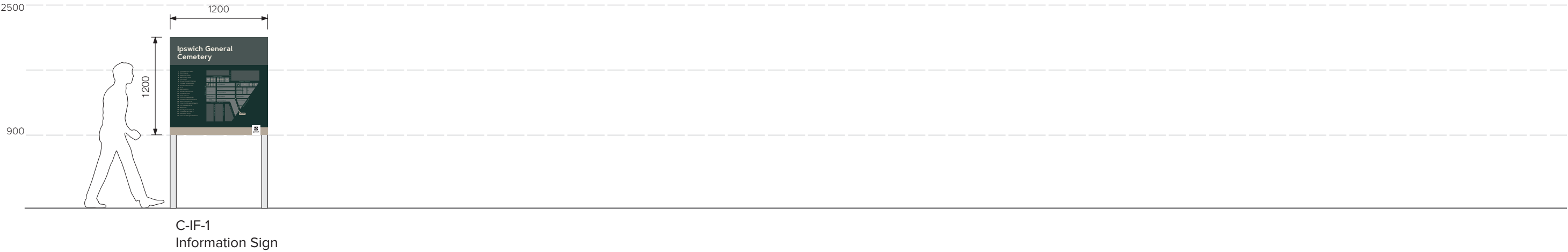
Cemetery Wayfinding Suite

Scale 1:50



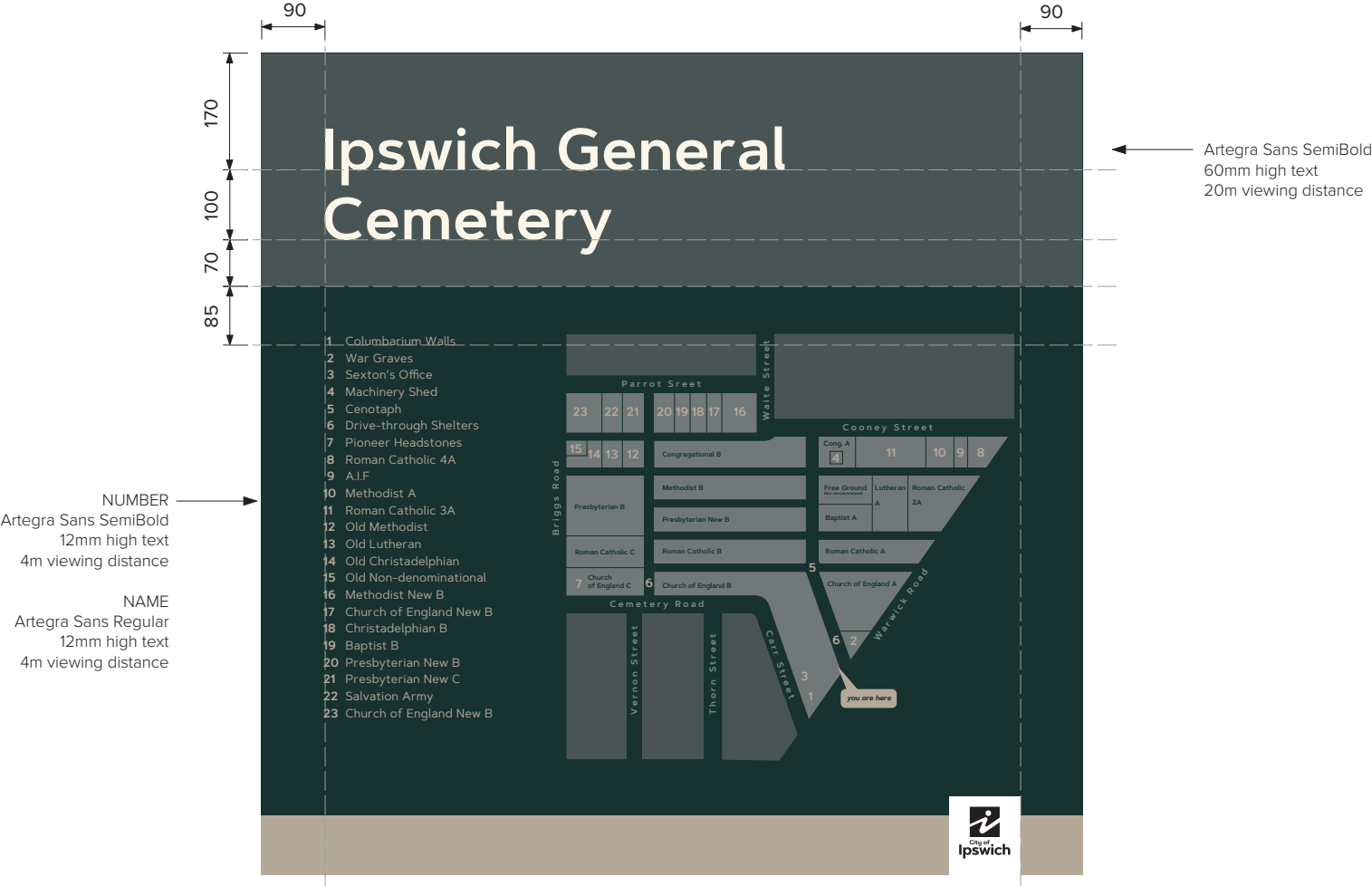
Graphic Layouts

Scale 1:10



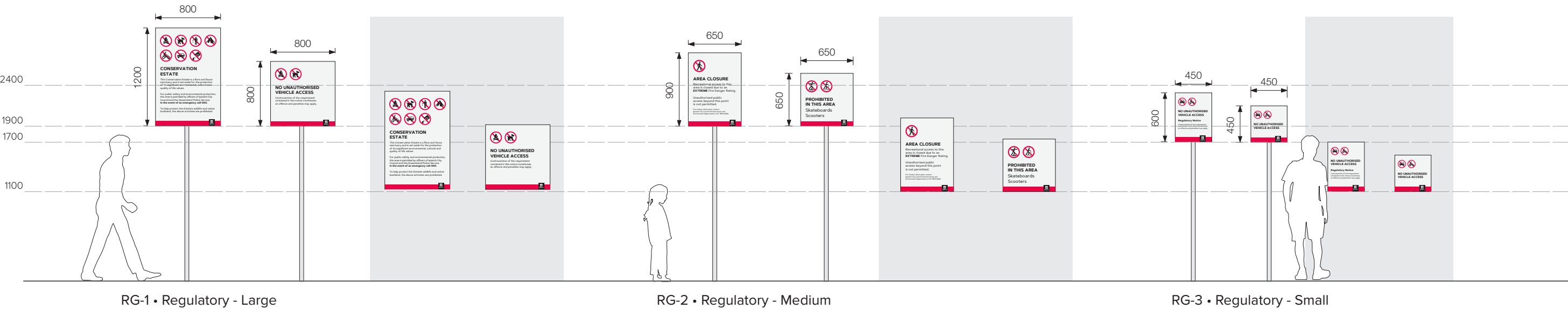
Cemetery Wayfinding Suite

Scale 1:50

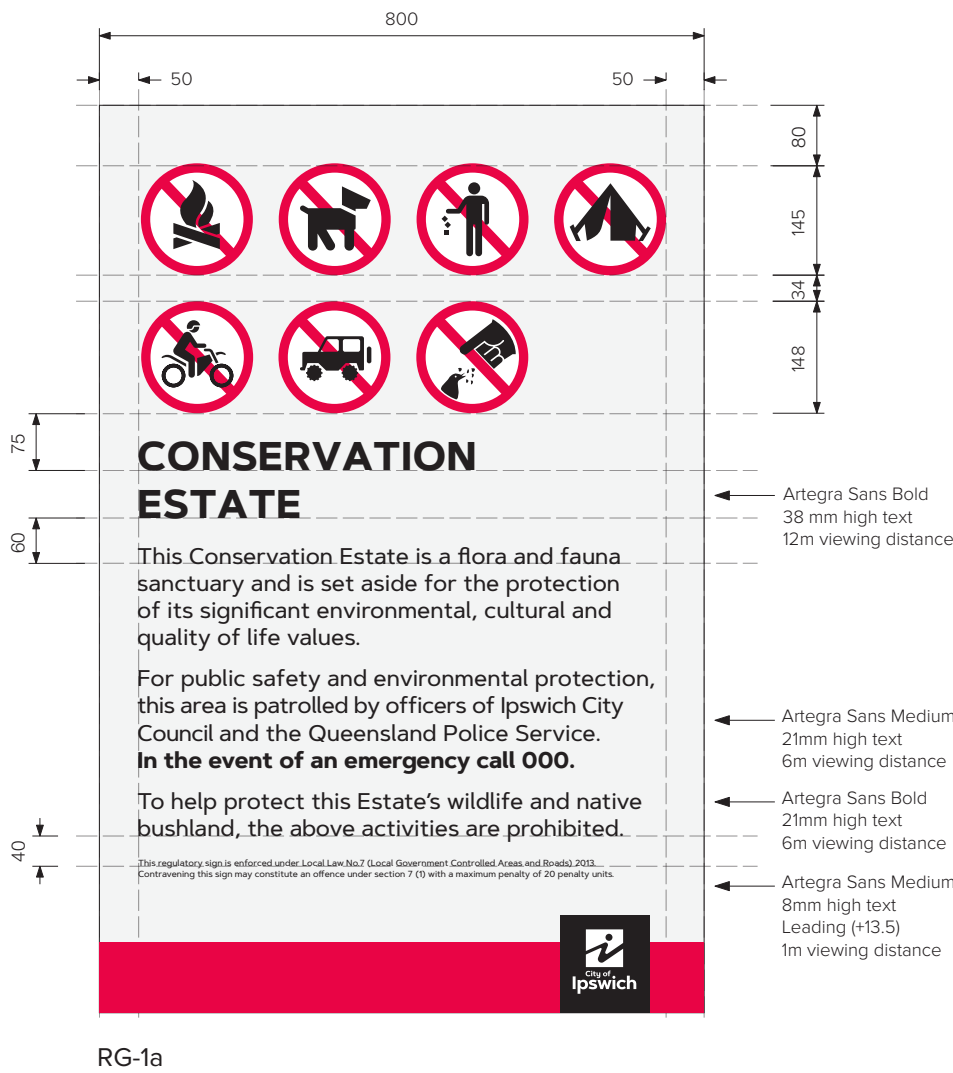


Graphic Layouts

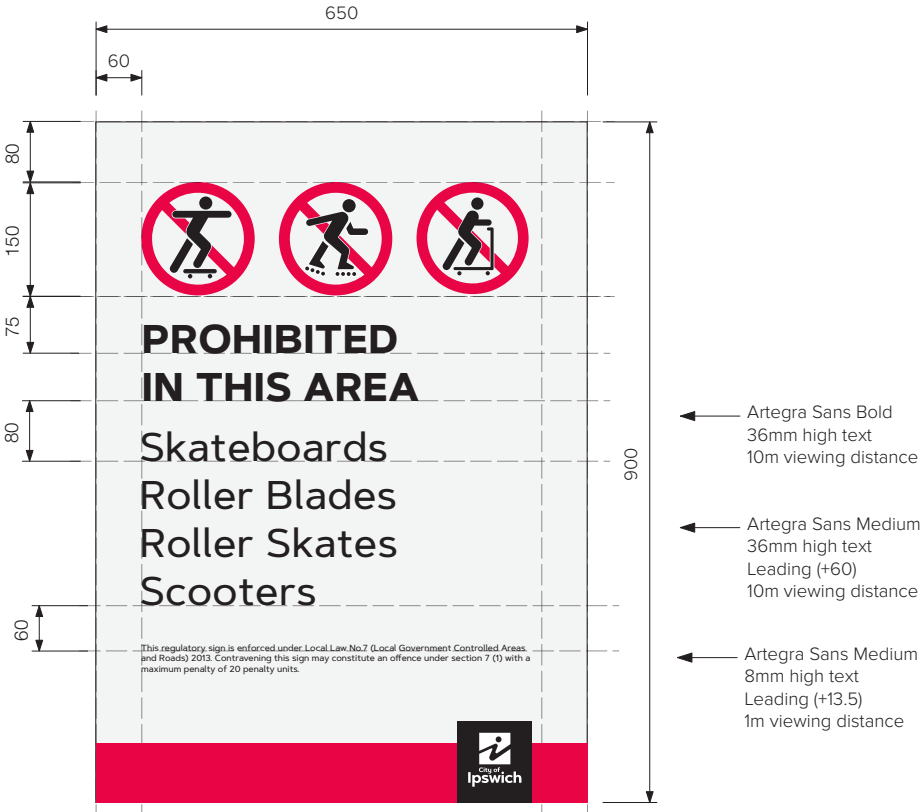
Scale 1:10



Regulatory Suite
Scale 1:50



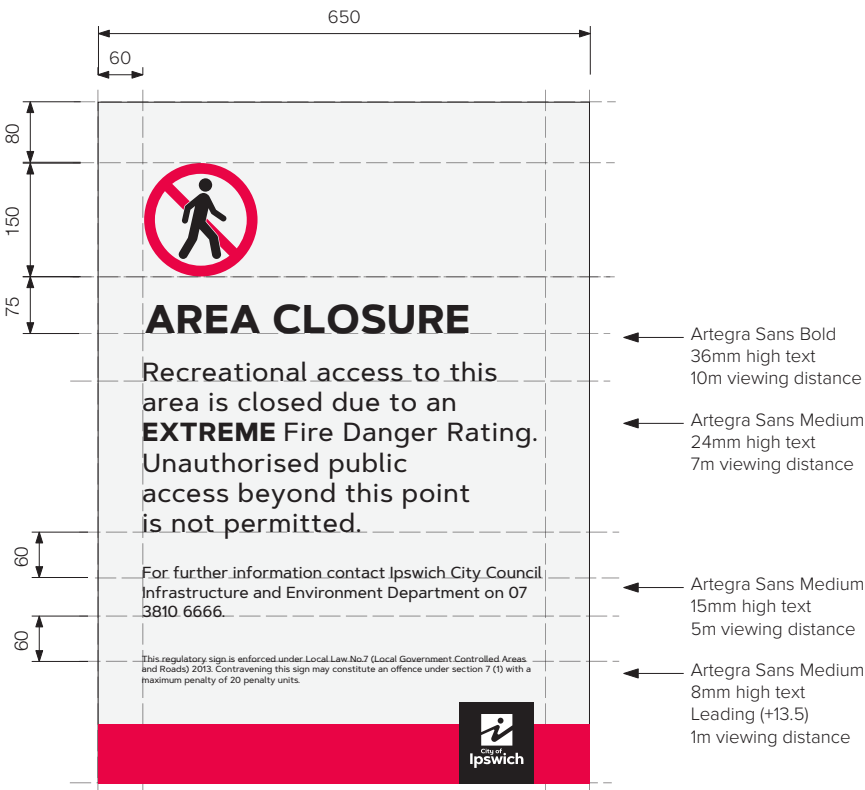
RG-1 Graphic Layouts



RG-2a

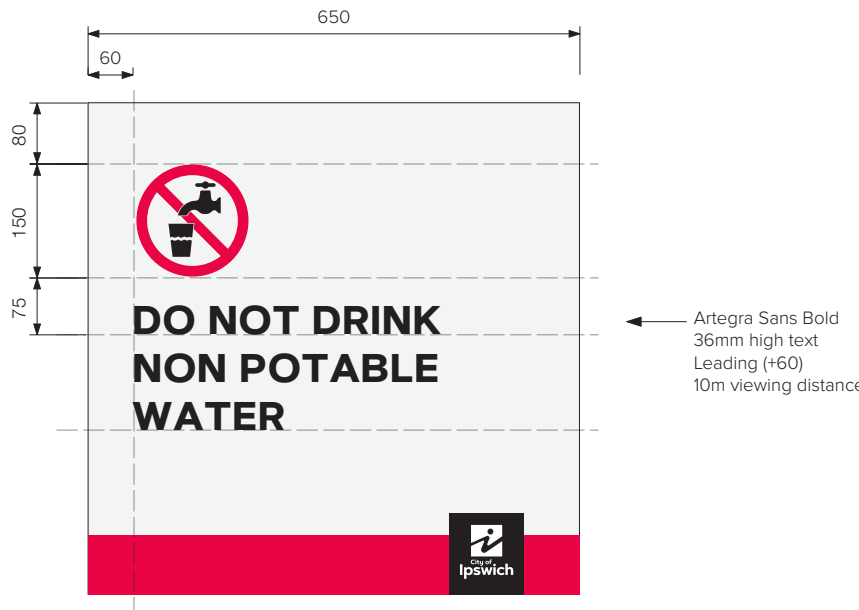


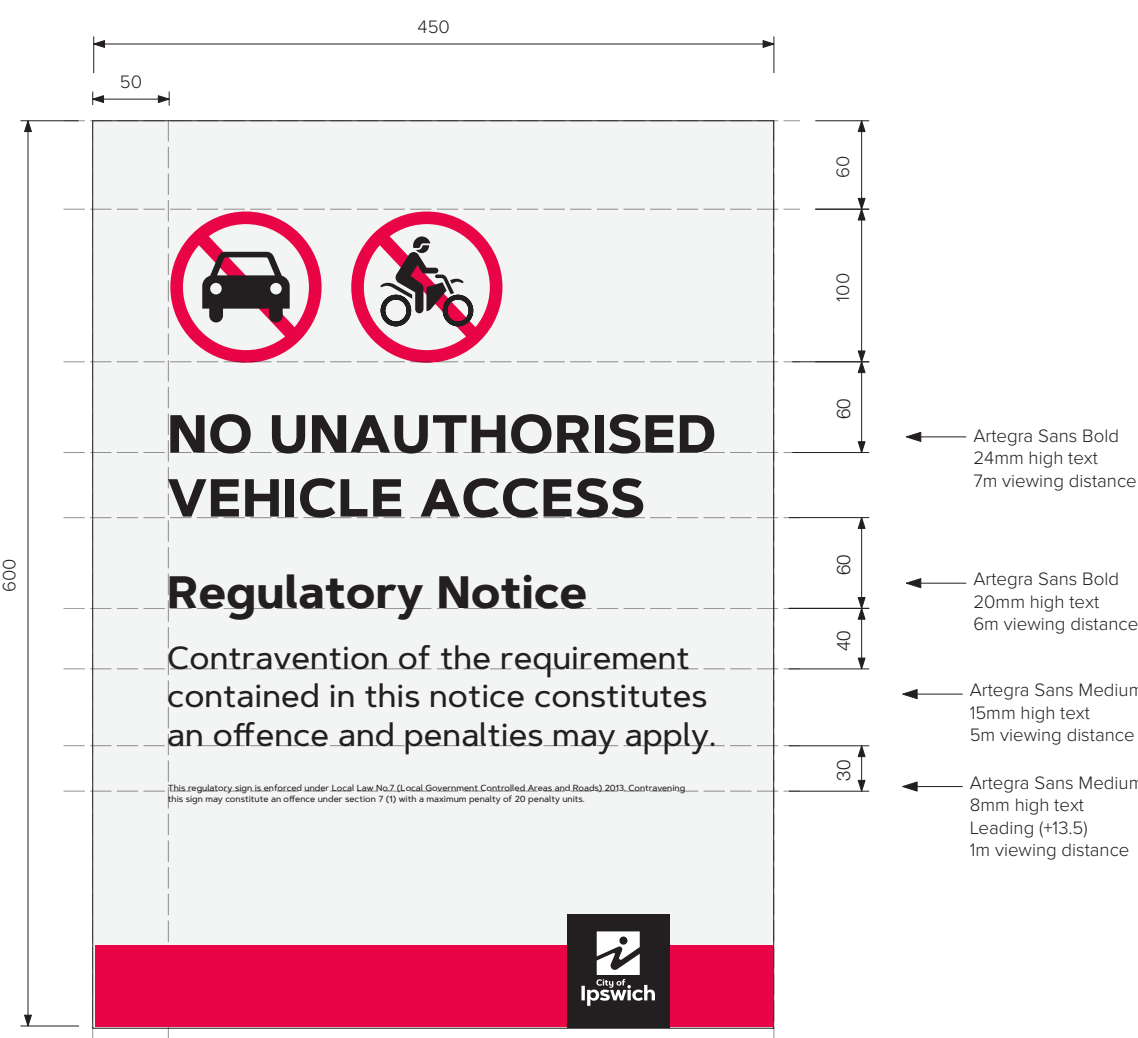
RG-2b



RG-2 Graphic Layouts

Scale 1:10



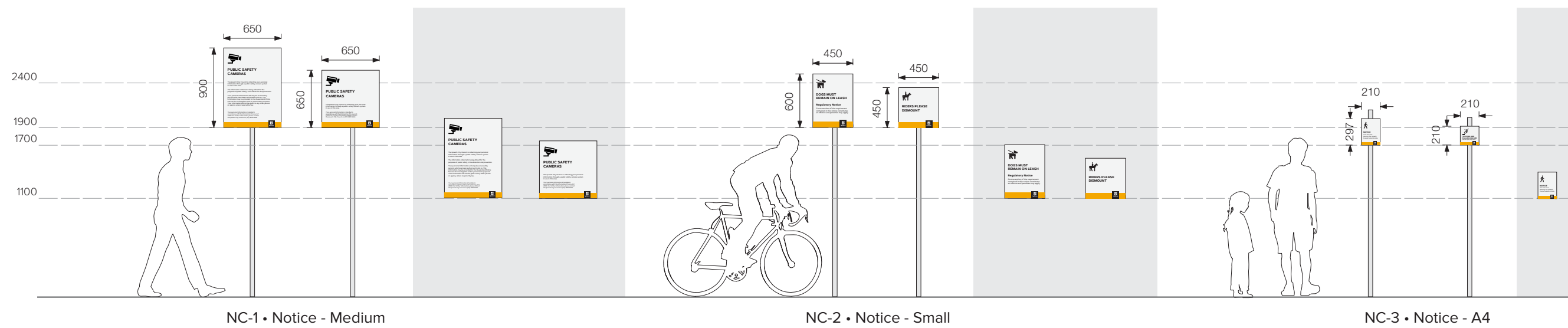


RG-3a



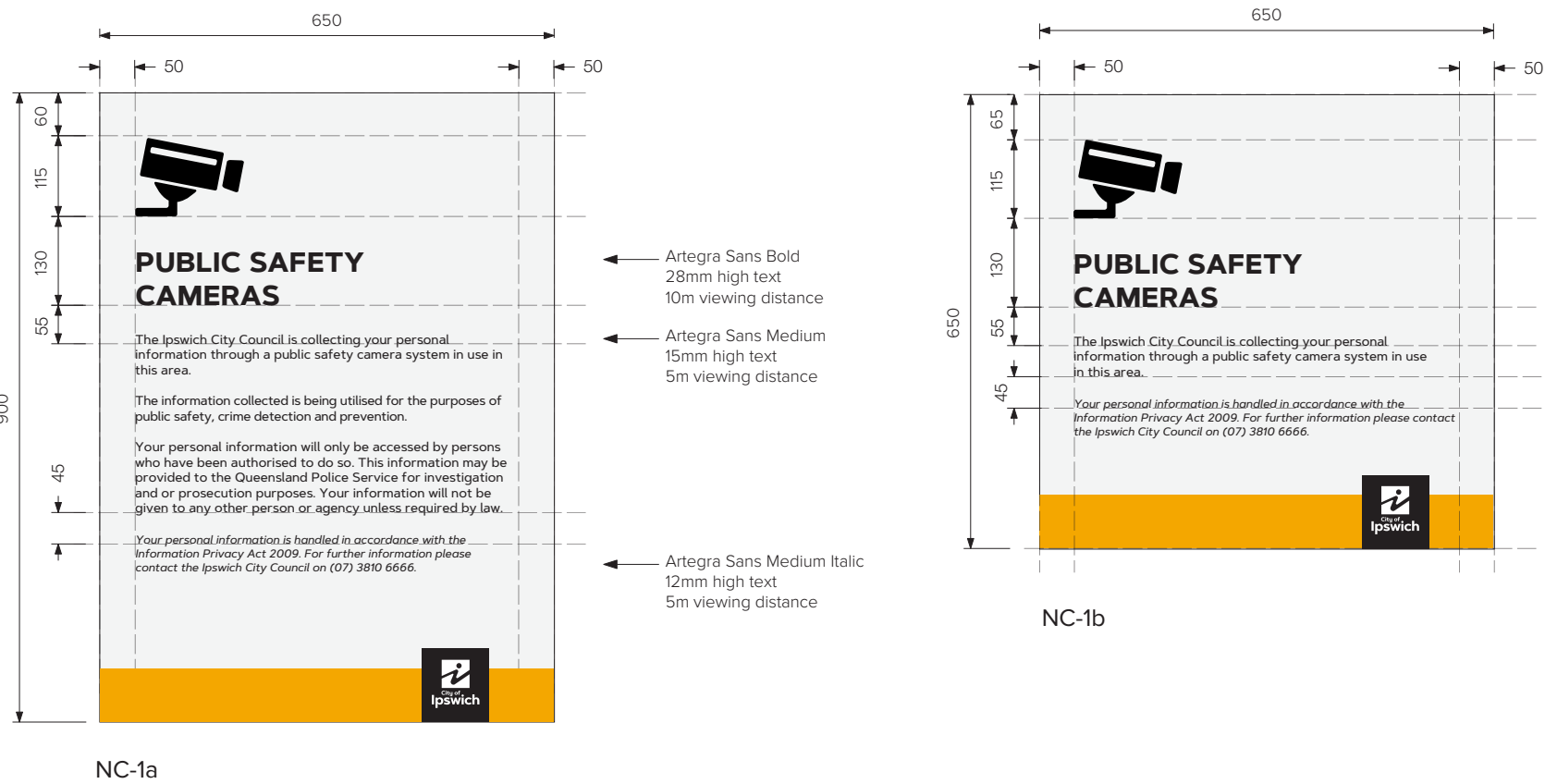
RG-3a

RG-3 Graphic Layouts
Scale 1:5



Regulatory Suite

Scale 1:50



NC-2 Graphic Layouts

Scale 1:10



NC-2b

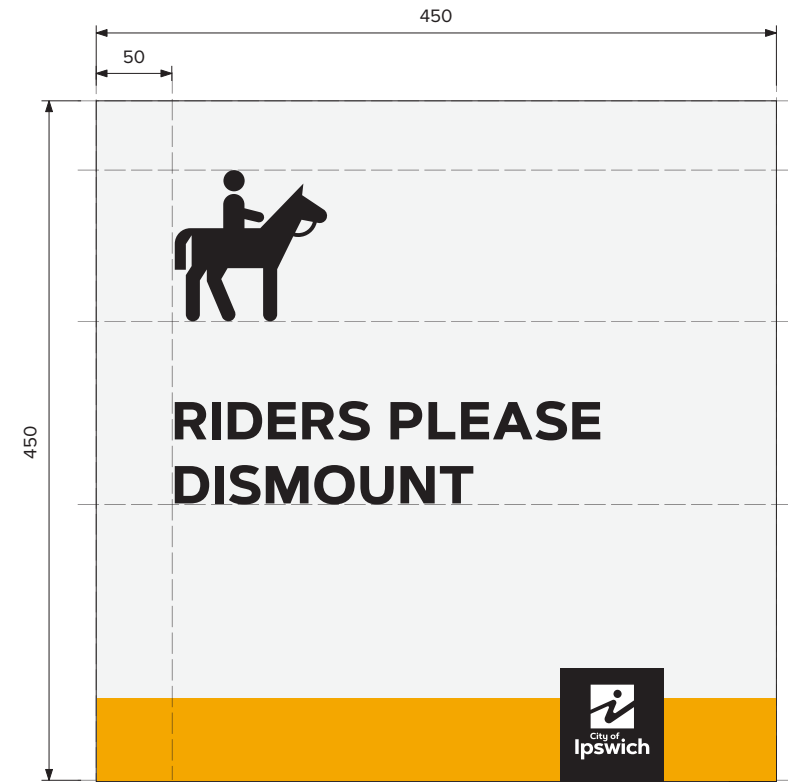
← Artegra Sans Bold
24mm high text
7m viewing distance

Artegra Sans Medium
25mm high text
Leading (+35)
8m viewing distance →



← Artegra Sans Bold
25mm high text
8m viewing distance

← Artegra Sans Medium
25mm high text
Leading (+35)
8m viewing distance



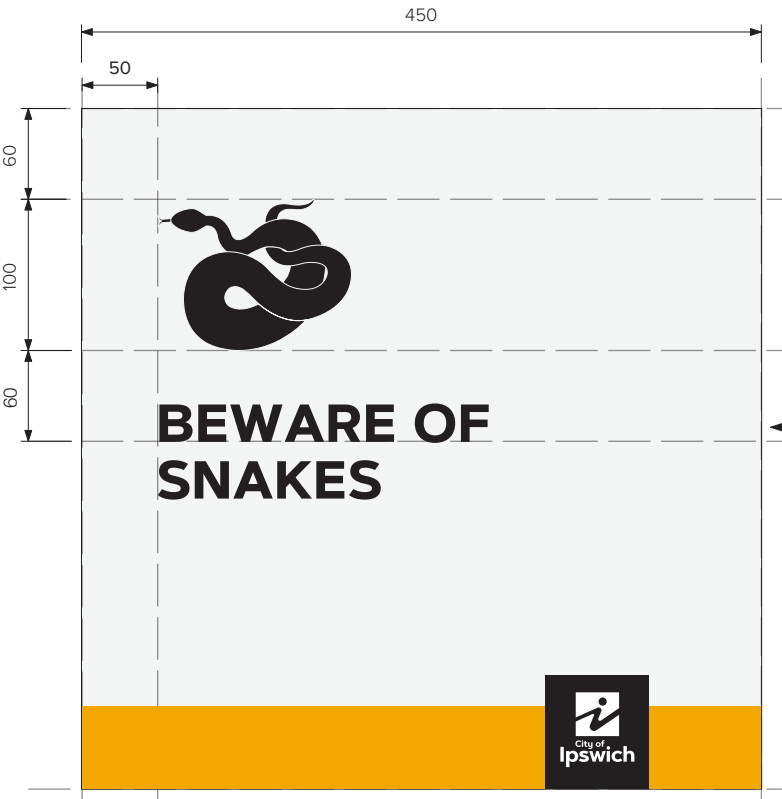
NC-2b

← Artegra Sans Bold
24mm high text
7m viewing distance

Graphic Layouts
Scale 1:5



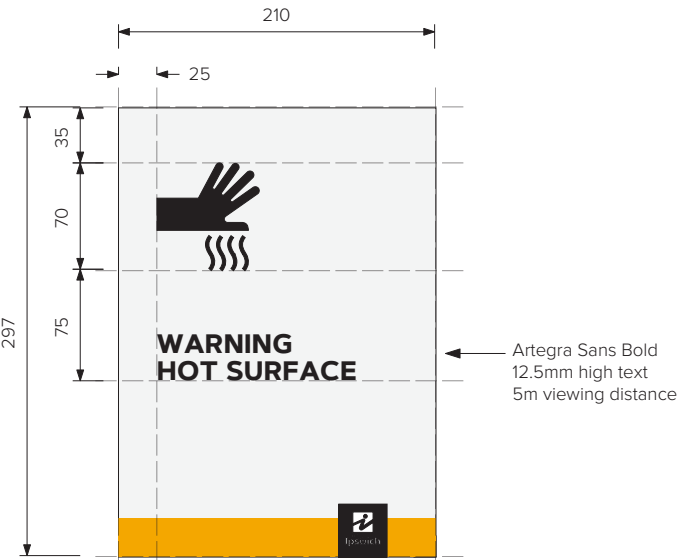
NC-2a



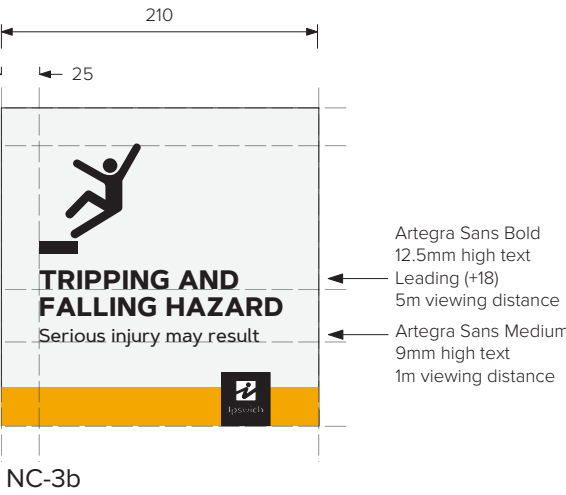
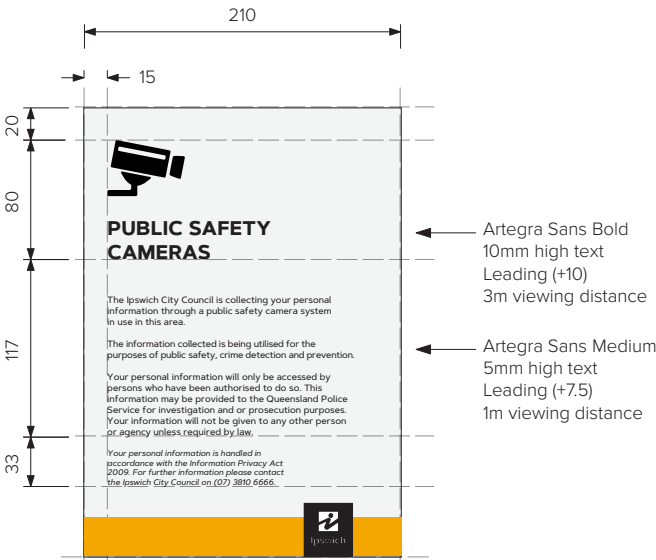
NC-2b

Graphic Layouts

Scale 1:5



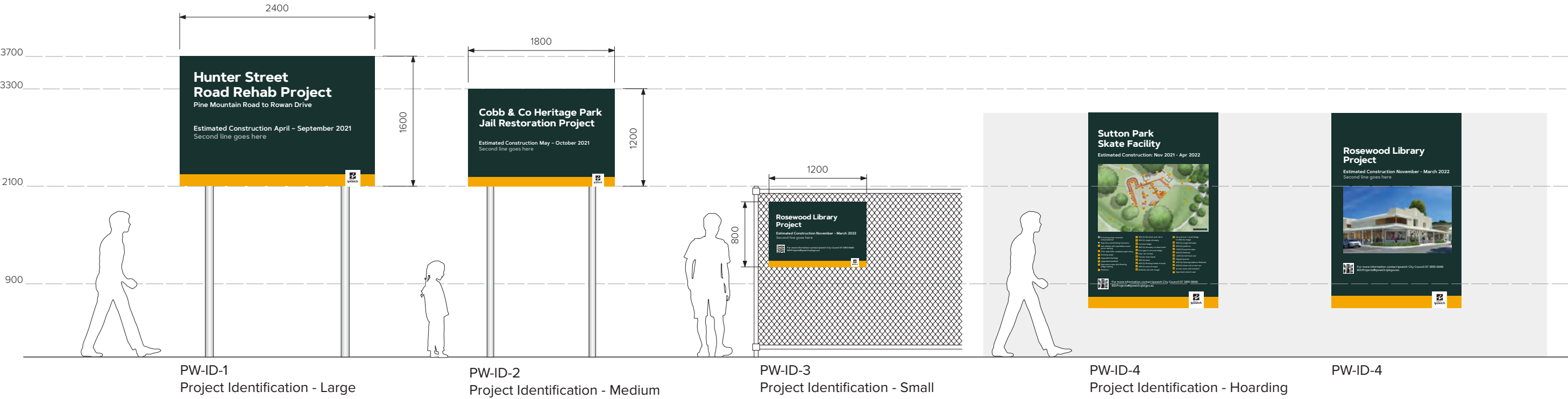
NC-3a



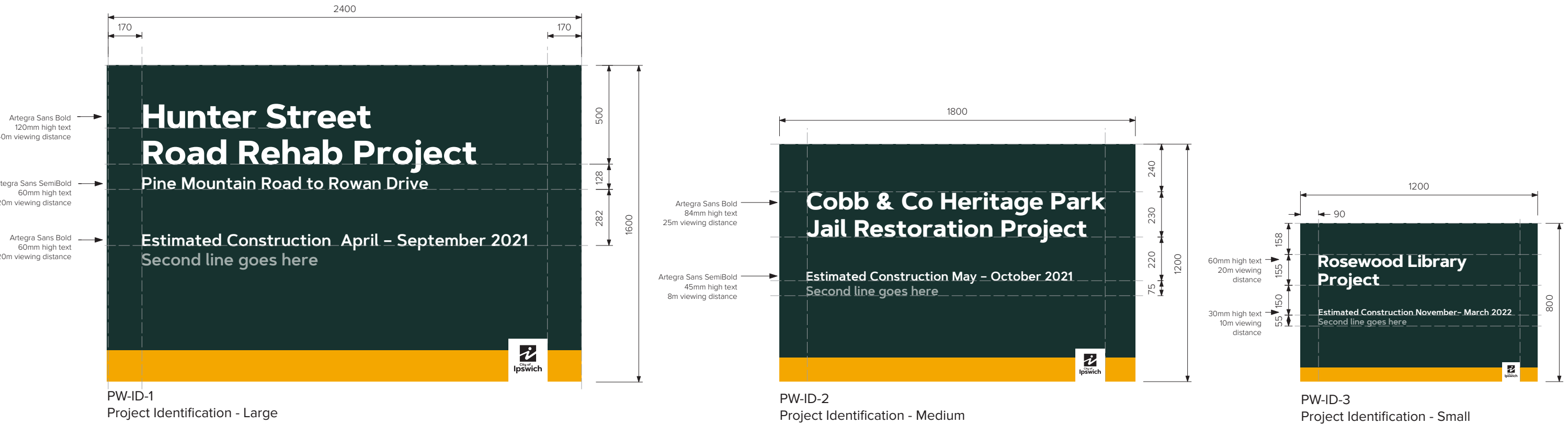
NC-3b

Graphic Layouts

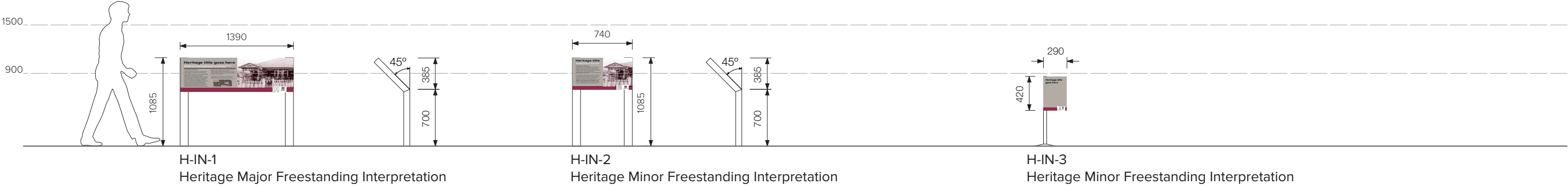
Scale 1:5



Project Works Wayfinding Suite
Scale 1:50

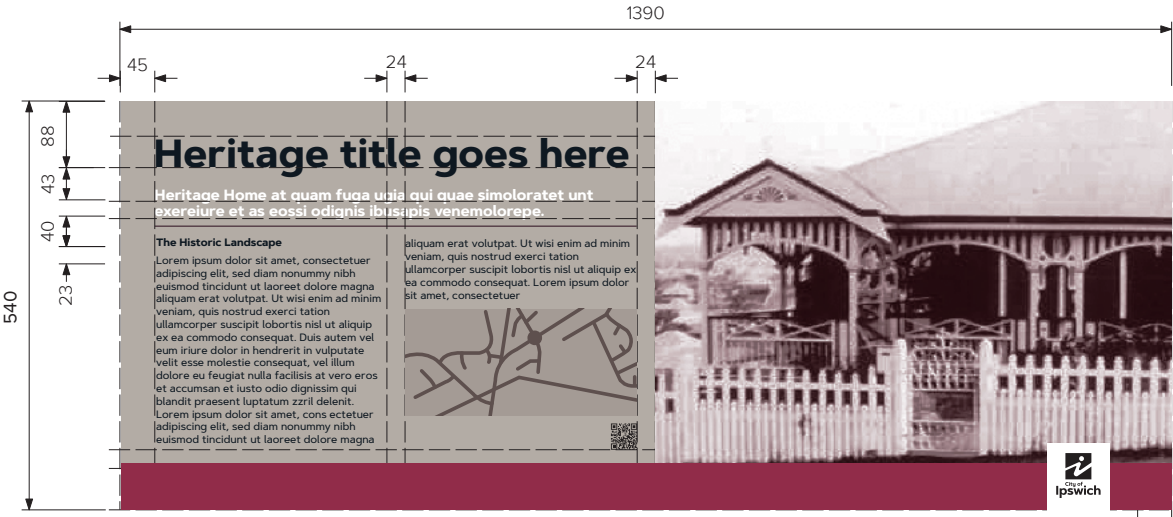


Graphic Layouts
Scale 1:20

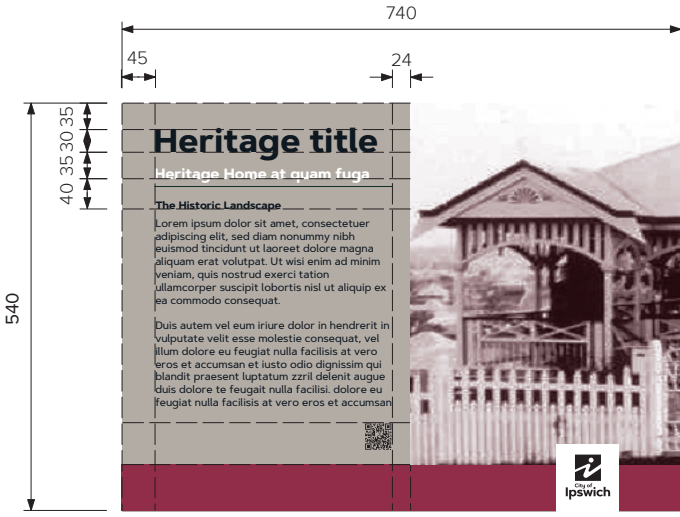


Heritage/Historic Interpretative Suite

Scale 1:50



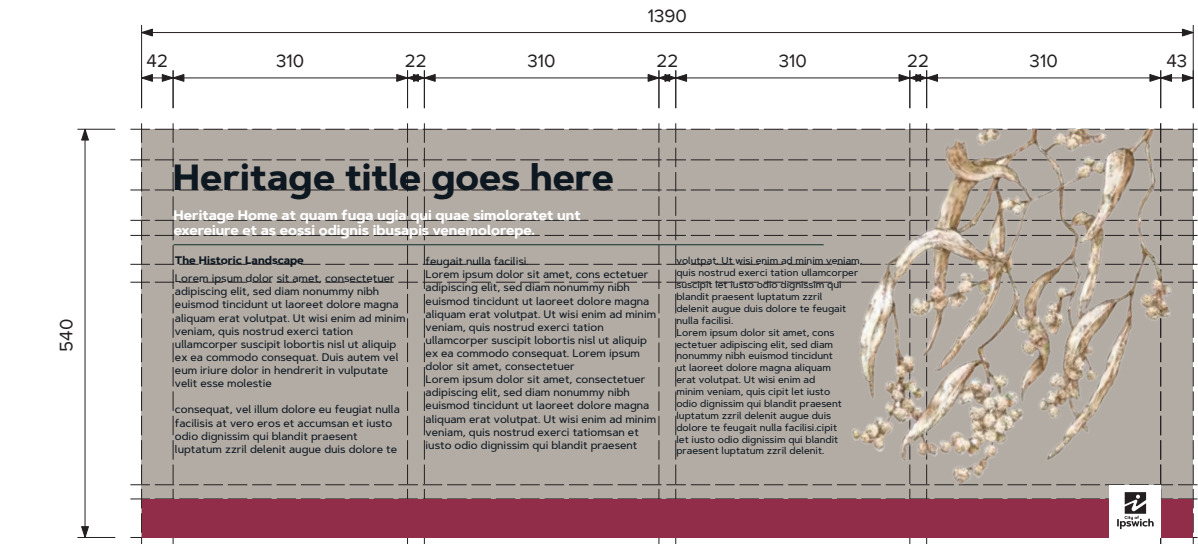
single photographic image two column + map layout



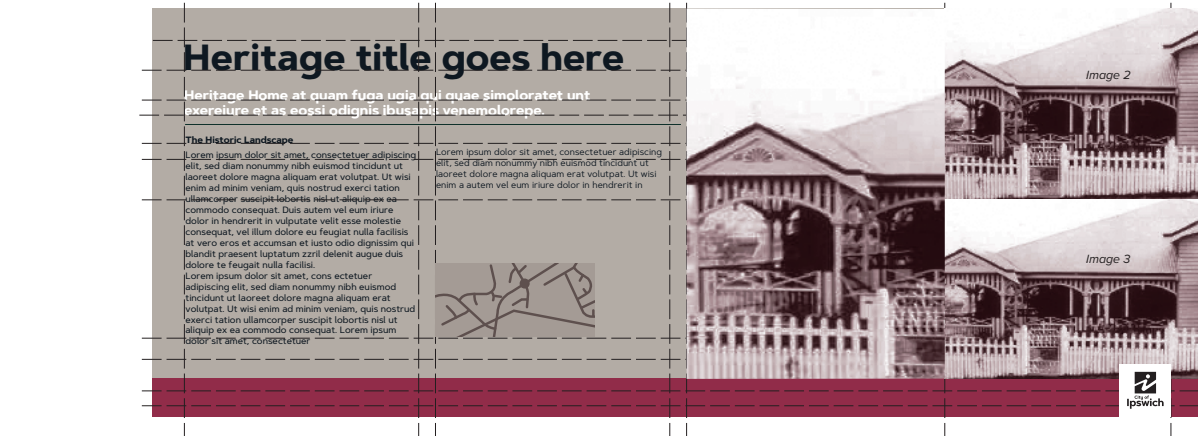
Graphic Layouts

Scale 1:10

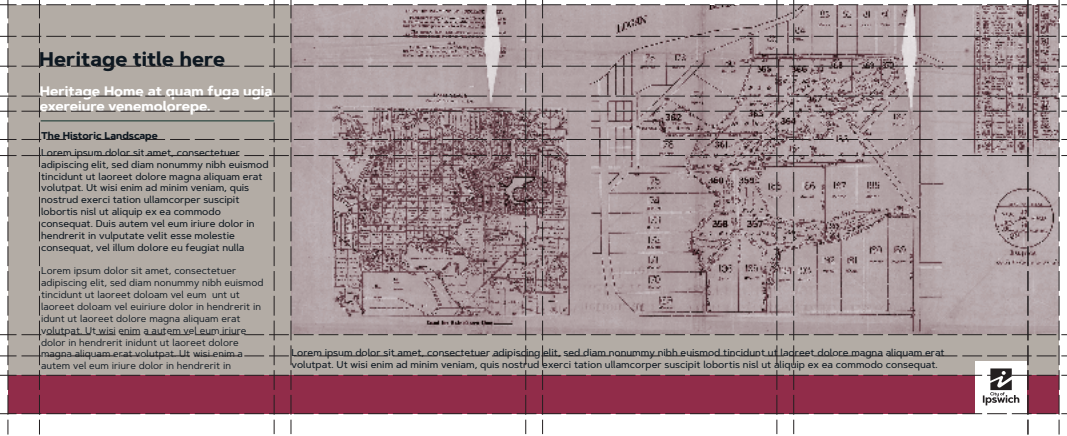
Artegra Sans Bold
20mm high text
10m viewing distance



Three Column Layout - With Illustration



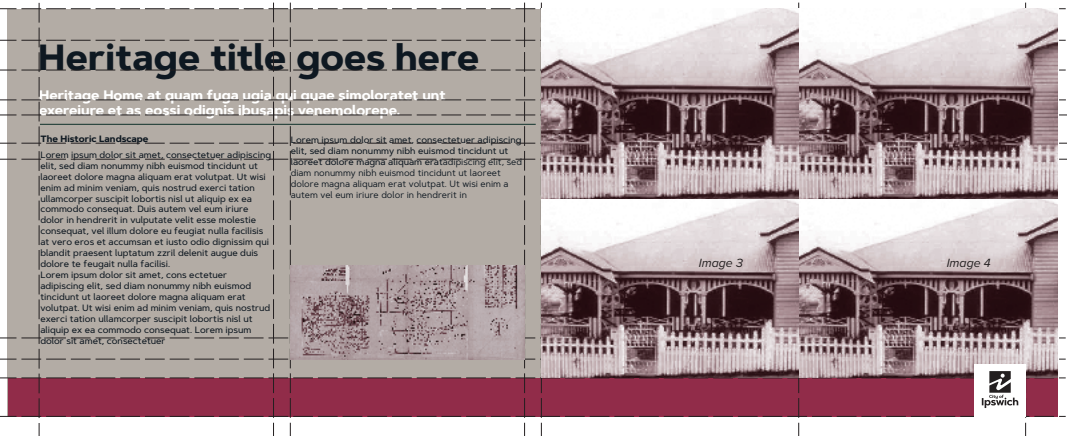
Two Column Layout with Map and 3 Images



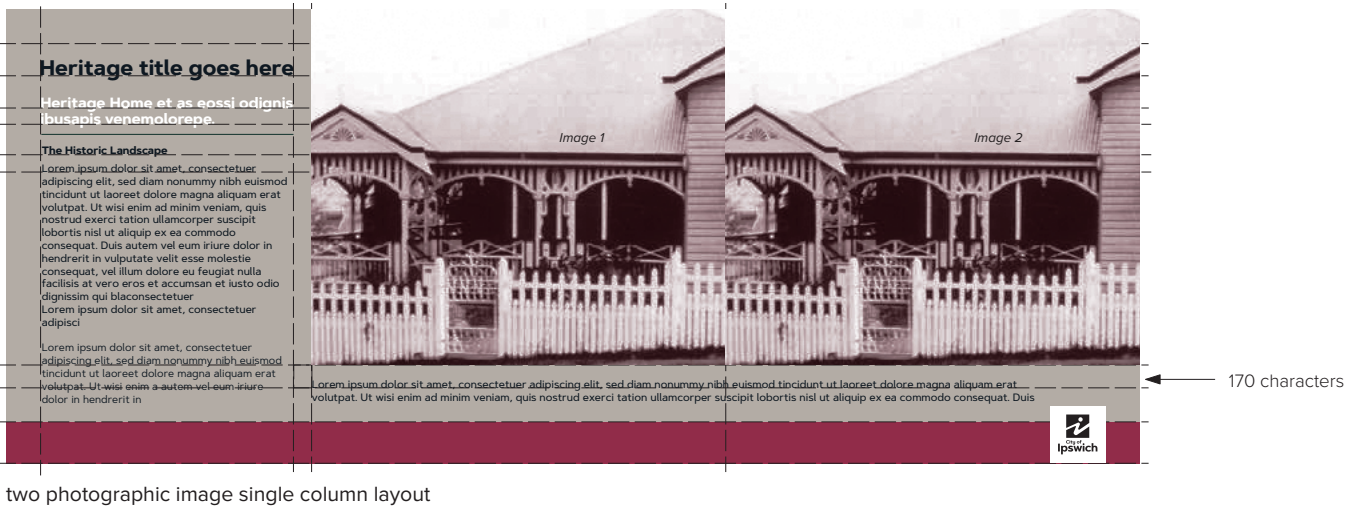
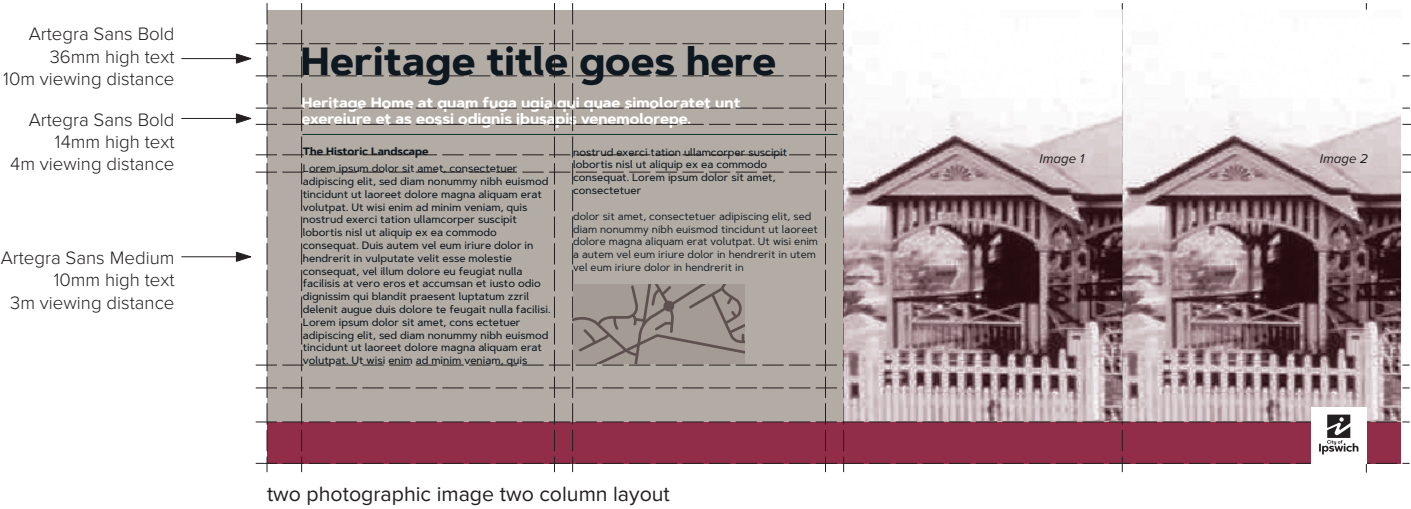
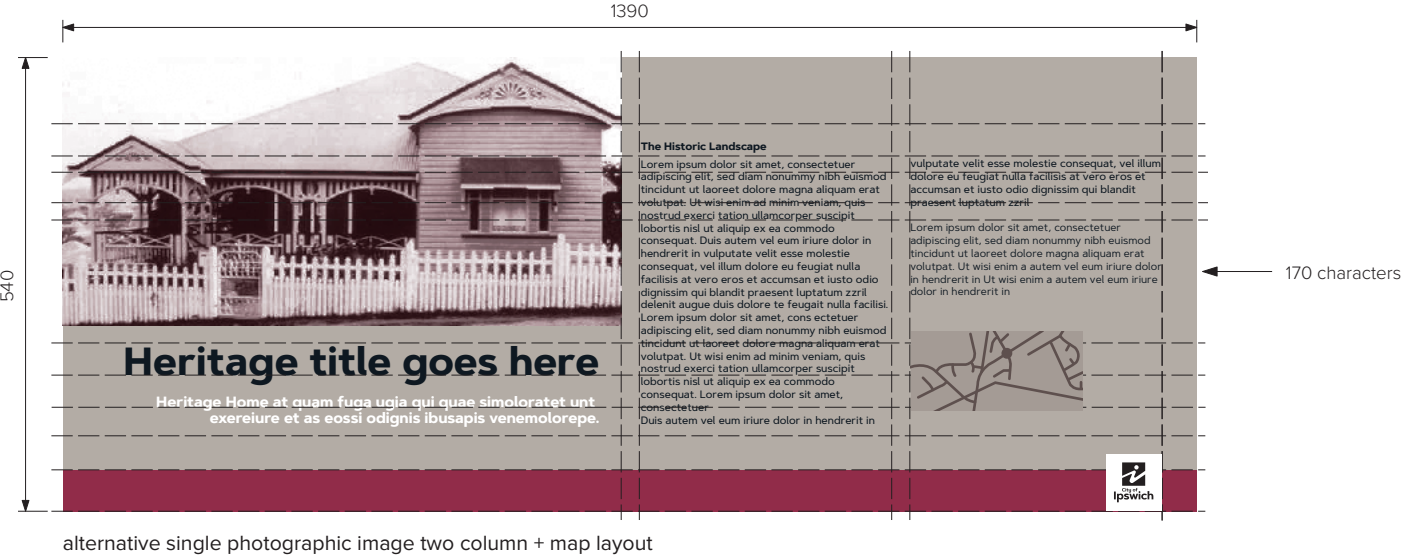
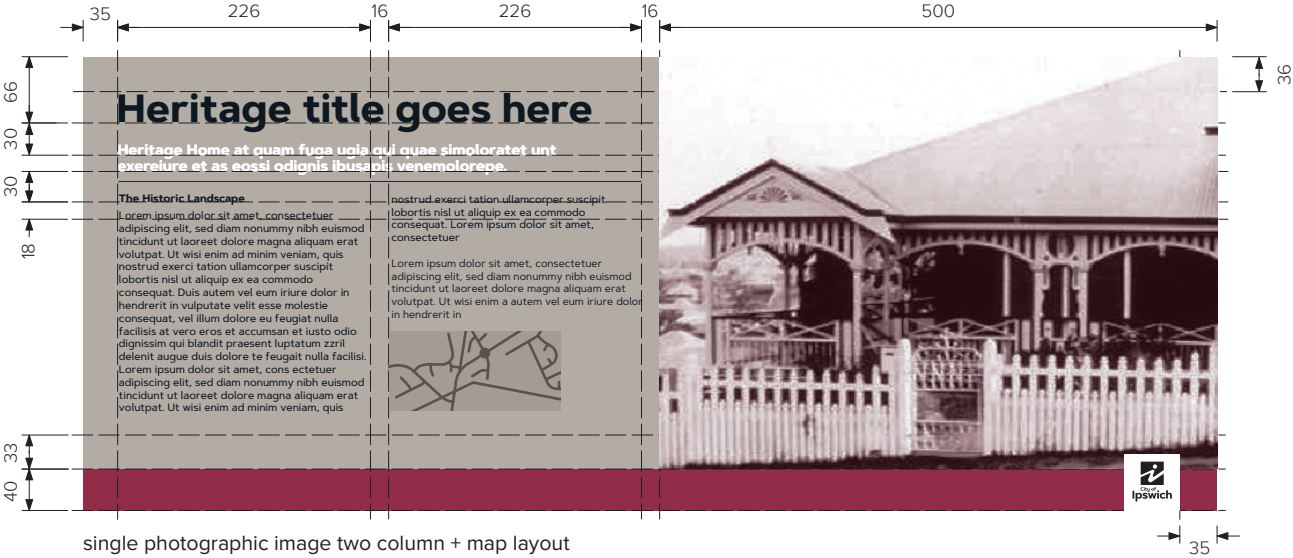
One Column Layout - Single Heritage Map

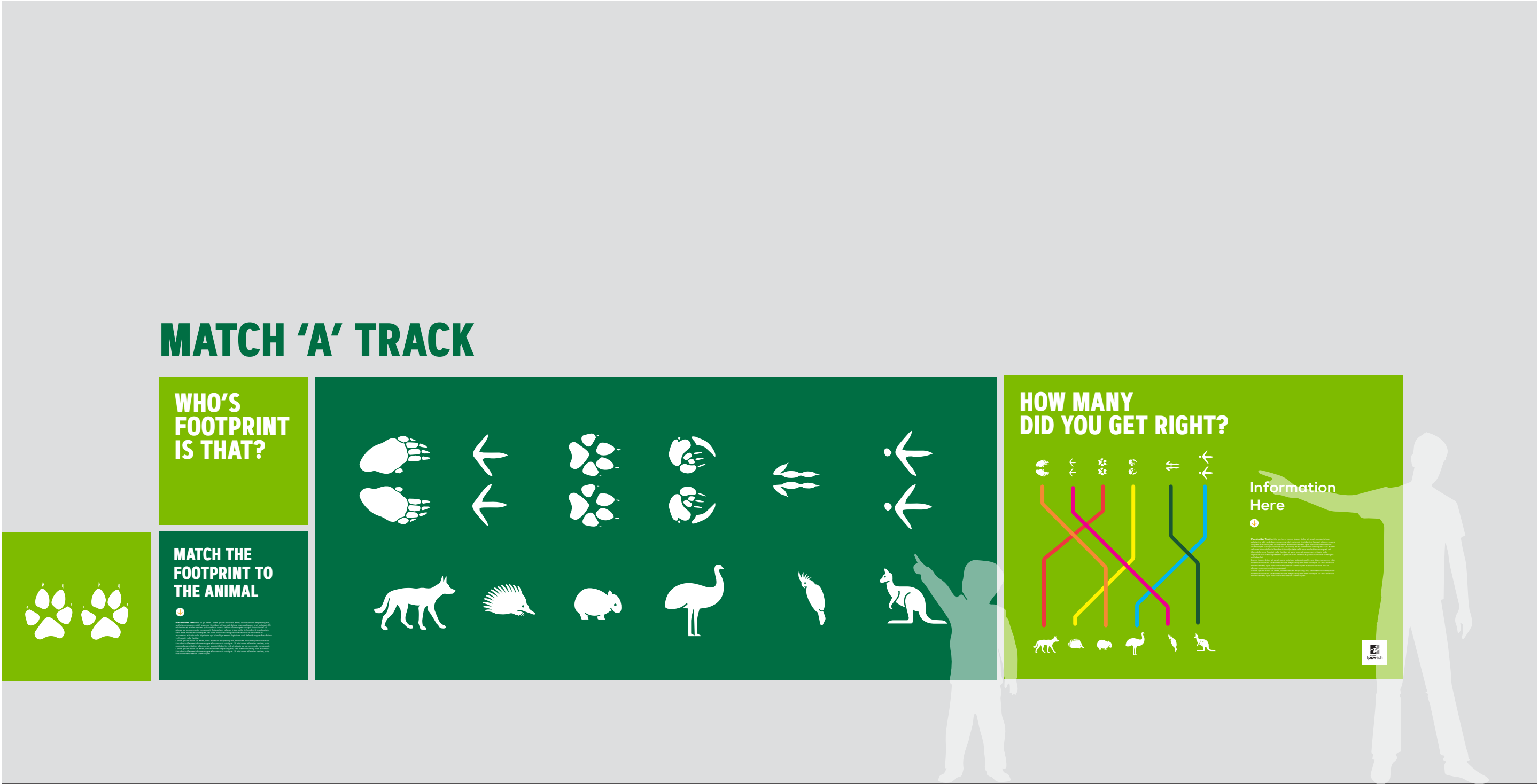


Three Column Layout - Alternative Illustration



Two Column Layout with Heritage Map and 4 Images

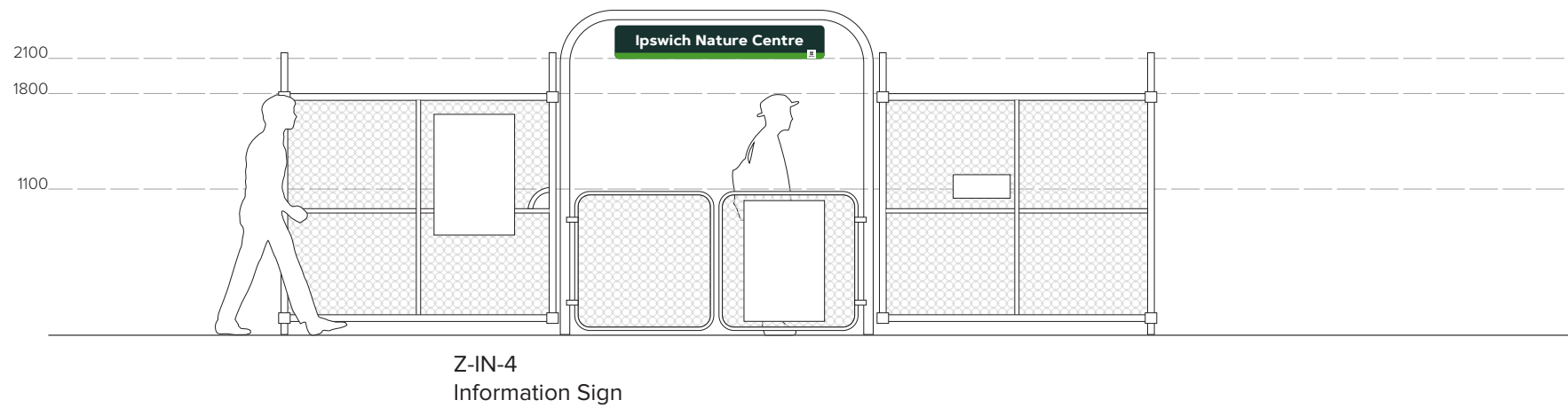




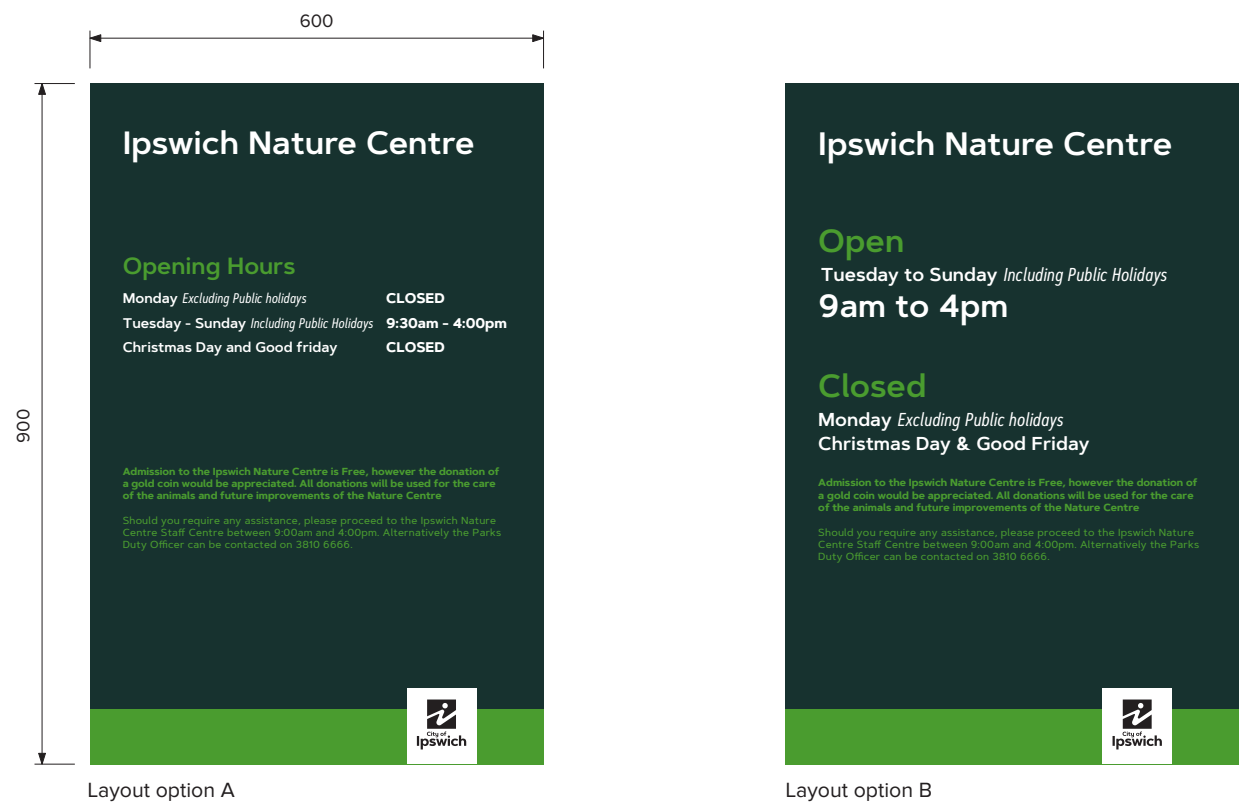
Z-IN-2a
Option 1

Z-IN-2b
Option 1

Zoo Interactive Suite – Wall Graphic Concept
Scale 1:20

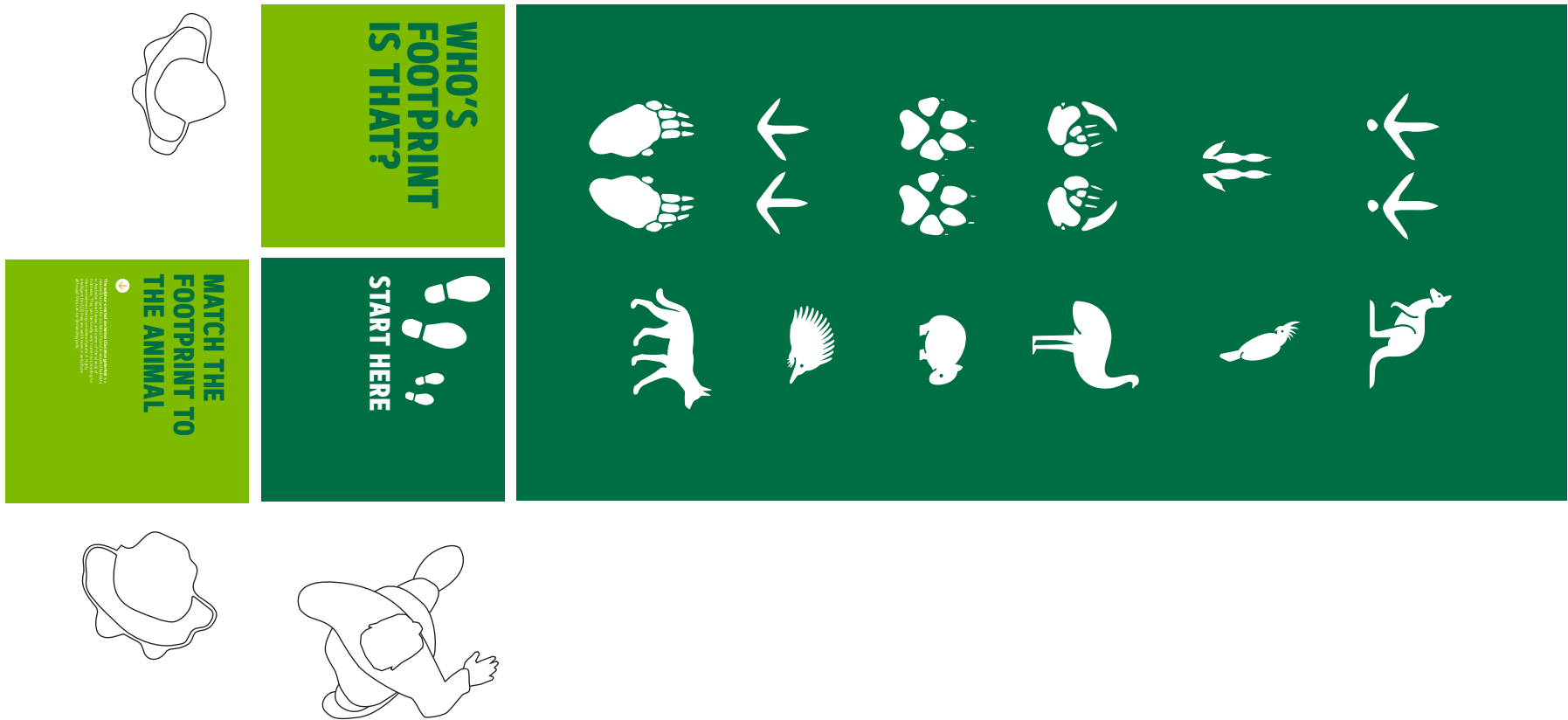


Zoo Interactive Suite
Scale 1:50



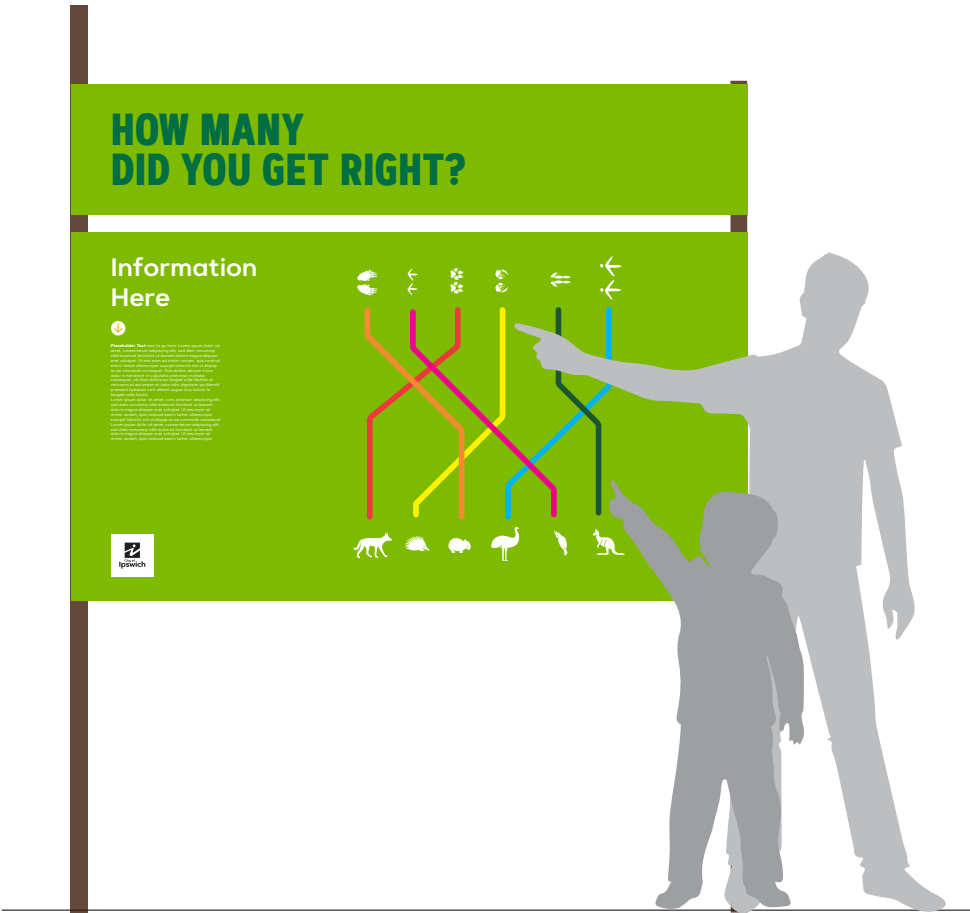
Zoo Interactive Suite – Opening Hours
Scale 1:10

MATCH 'A' TRACK



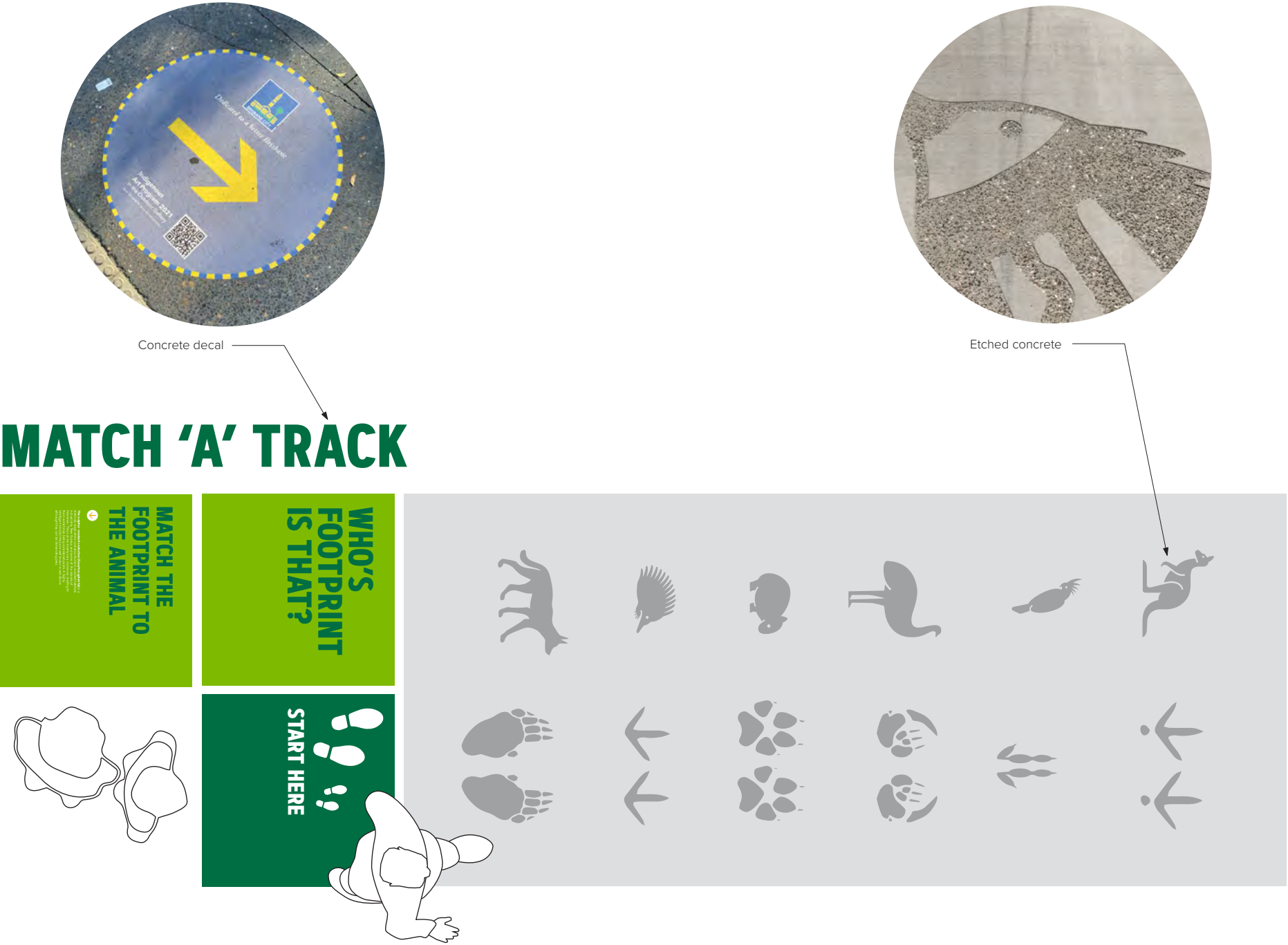
Z-IN-2a
Option 2

Zoo Interactive Suite – Painted Footpath Concept
Scale 1:20



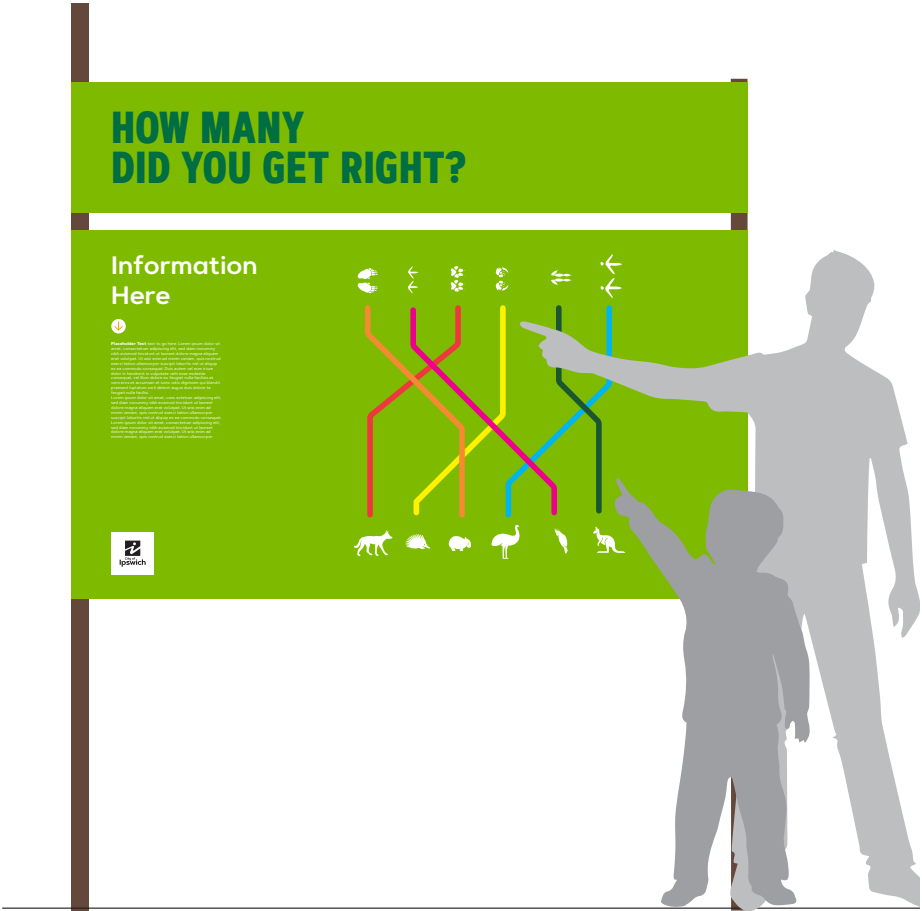
Z-IN-2b
Option 2

Zoo Interactive Suite – Supporting Panel
Scale 1:20



Z-IN-2a
Option 3

Zoo Interactive Suite – Painted Footpath Etching Concept
Scale 1:20

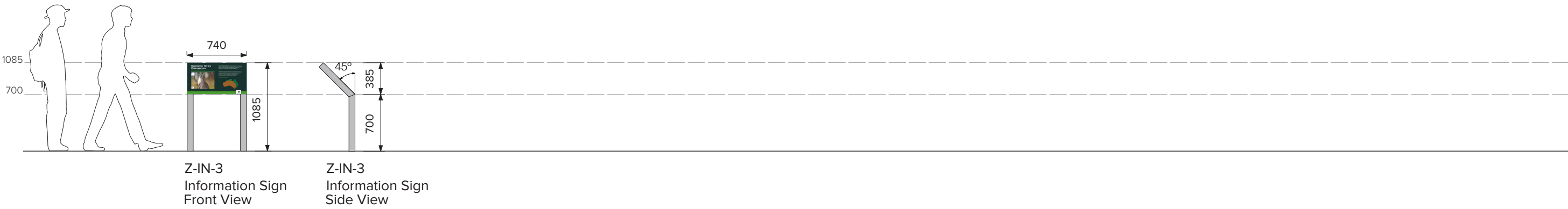


Z-IN-2b
Option 3

Zoo Interactive Suite – Supporting Panel
Scale 1:20

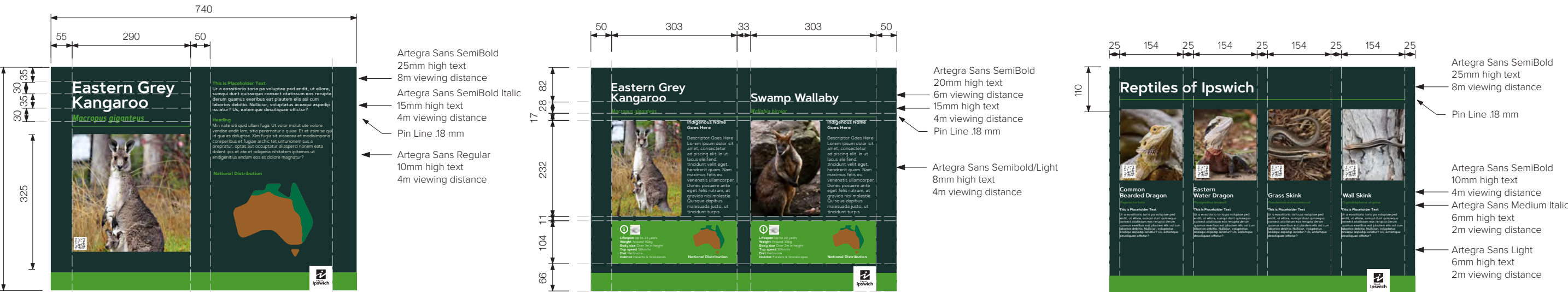


Zoo Interactive Suite – Wall Graphic Concept
Scale 1:20



Cemetery Wayfinding Suite

Scale 1:50

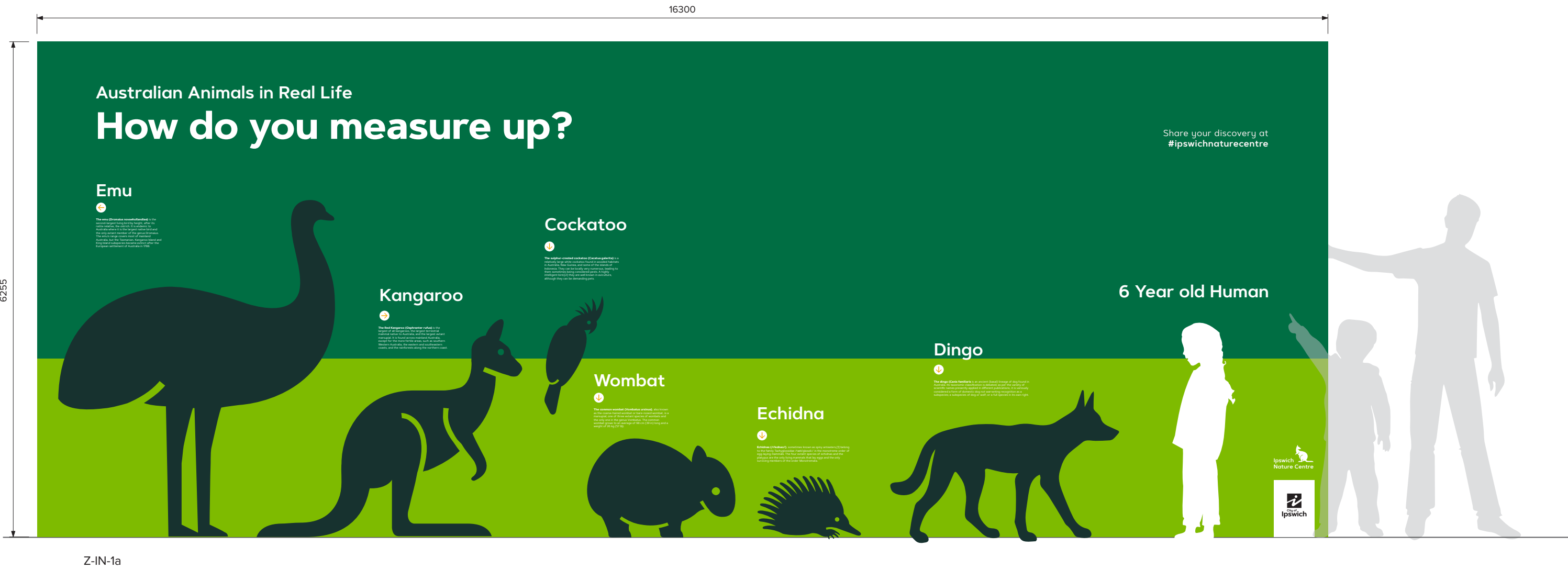


Graphic Layout – 1 Species

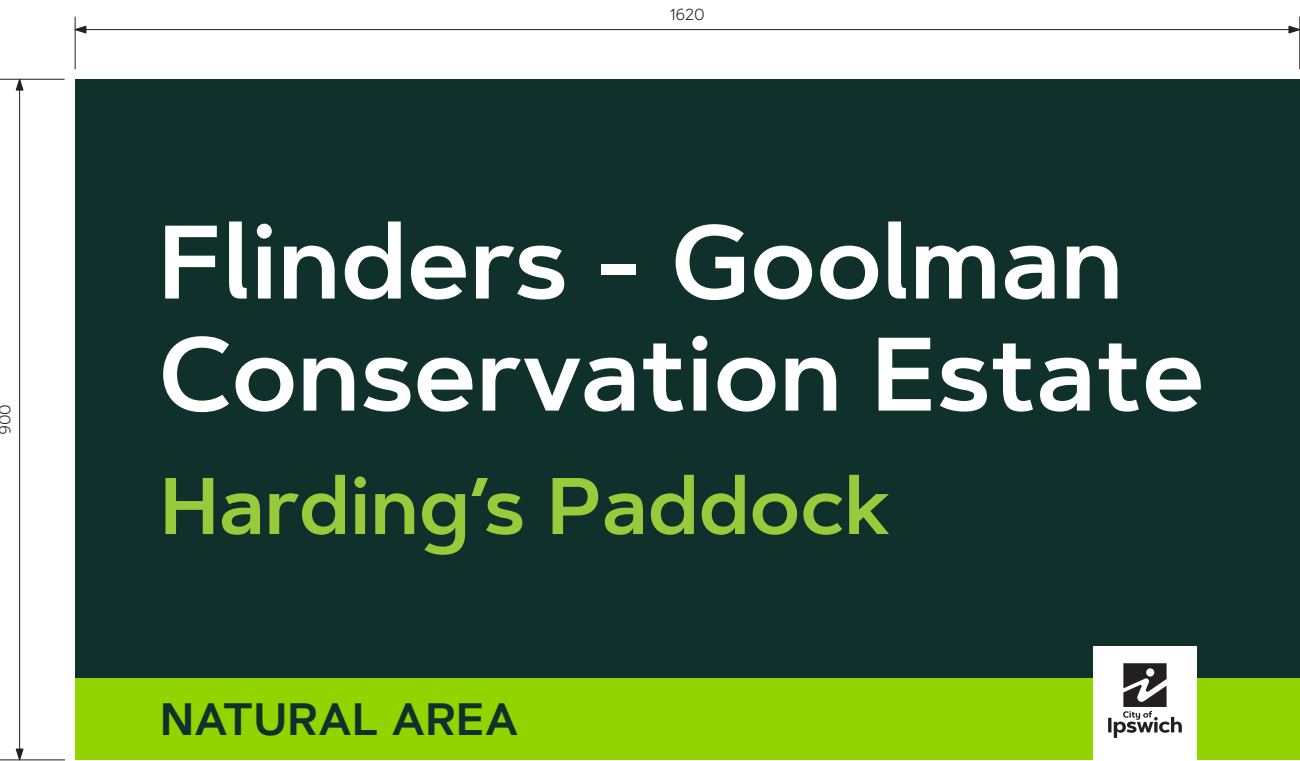
Scale 1:10

Graphic Layout – 2 Species

Graphic Layout – 4 Species

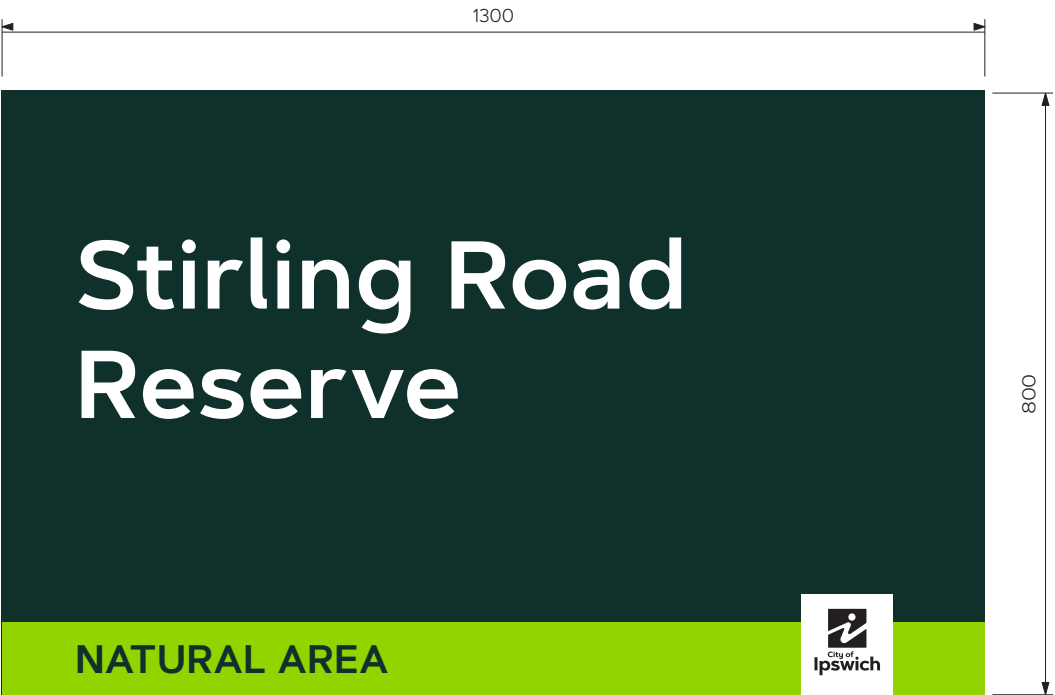


Zoo Interactive Suite – Wall Graphic Concept
Scale 1:20



Graphic Layout
Scale 1:10

NA-ID-1a – Conservation Estate



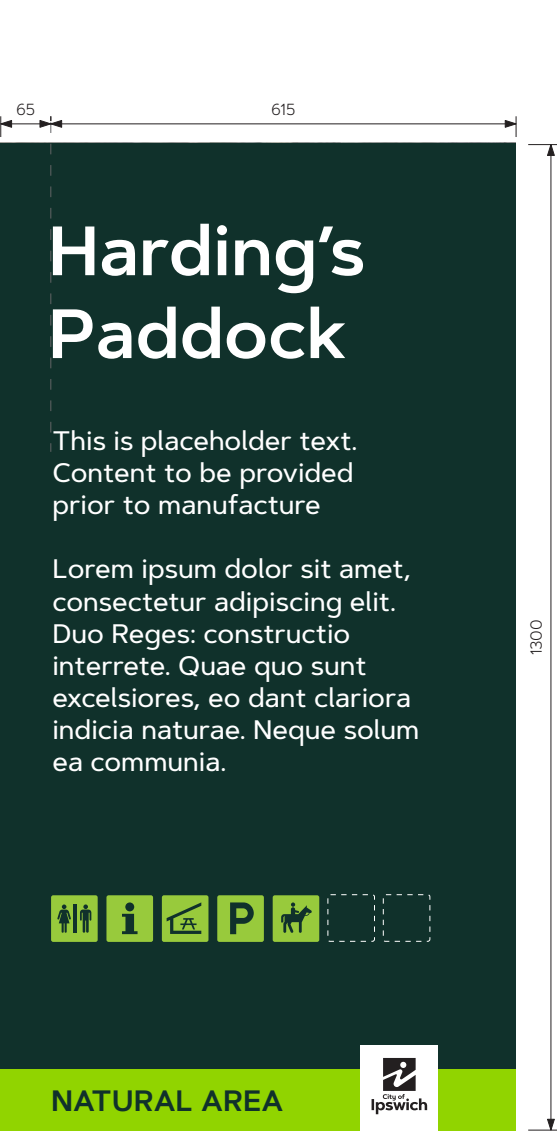
OPTION A - 2 LINES OF TEXT



OPTION B - 3 LINES OF TEXT

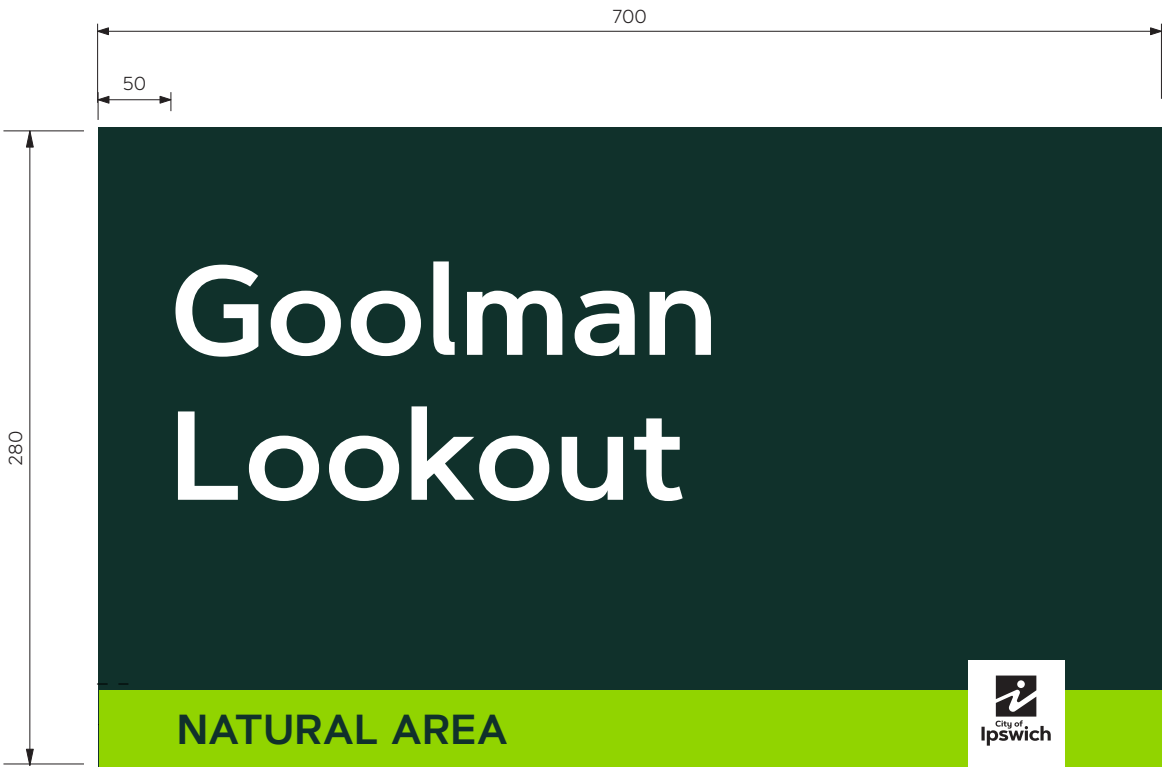
Graphic Layout
Scale 1:10

NA-ID-1b – Conservation Reserve



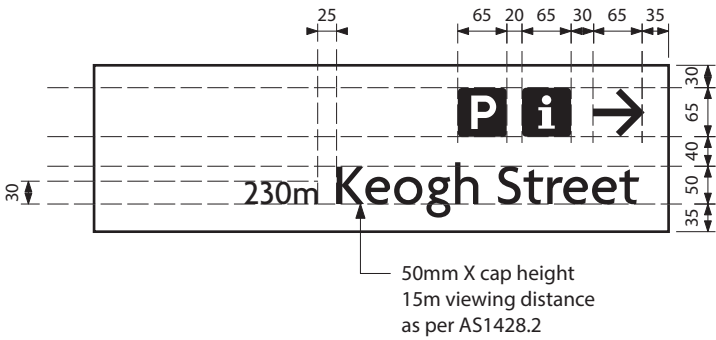
Typical Graphic Layouts
Scale 1:10

NA-ID-2

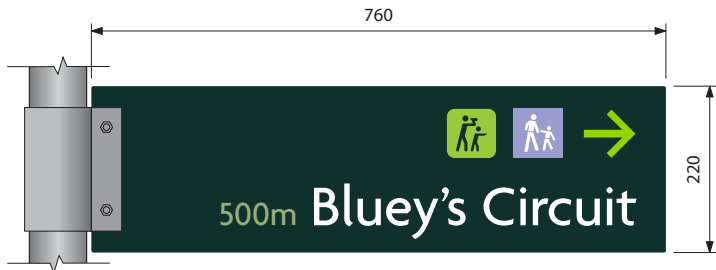
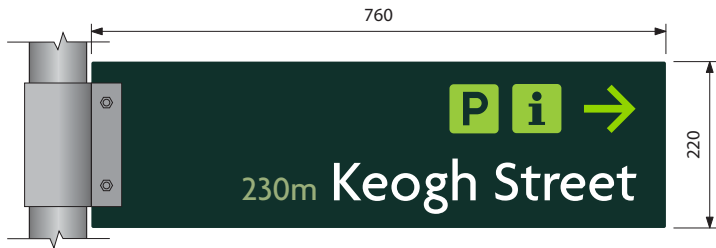


Typical Graphic Layout
Scale 1:5

NA-ID-3



Graphic Layout
Scale 1:10



Short Panel

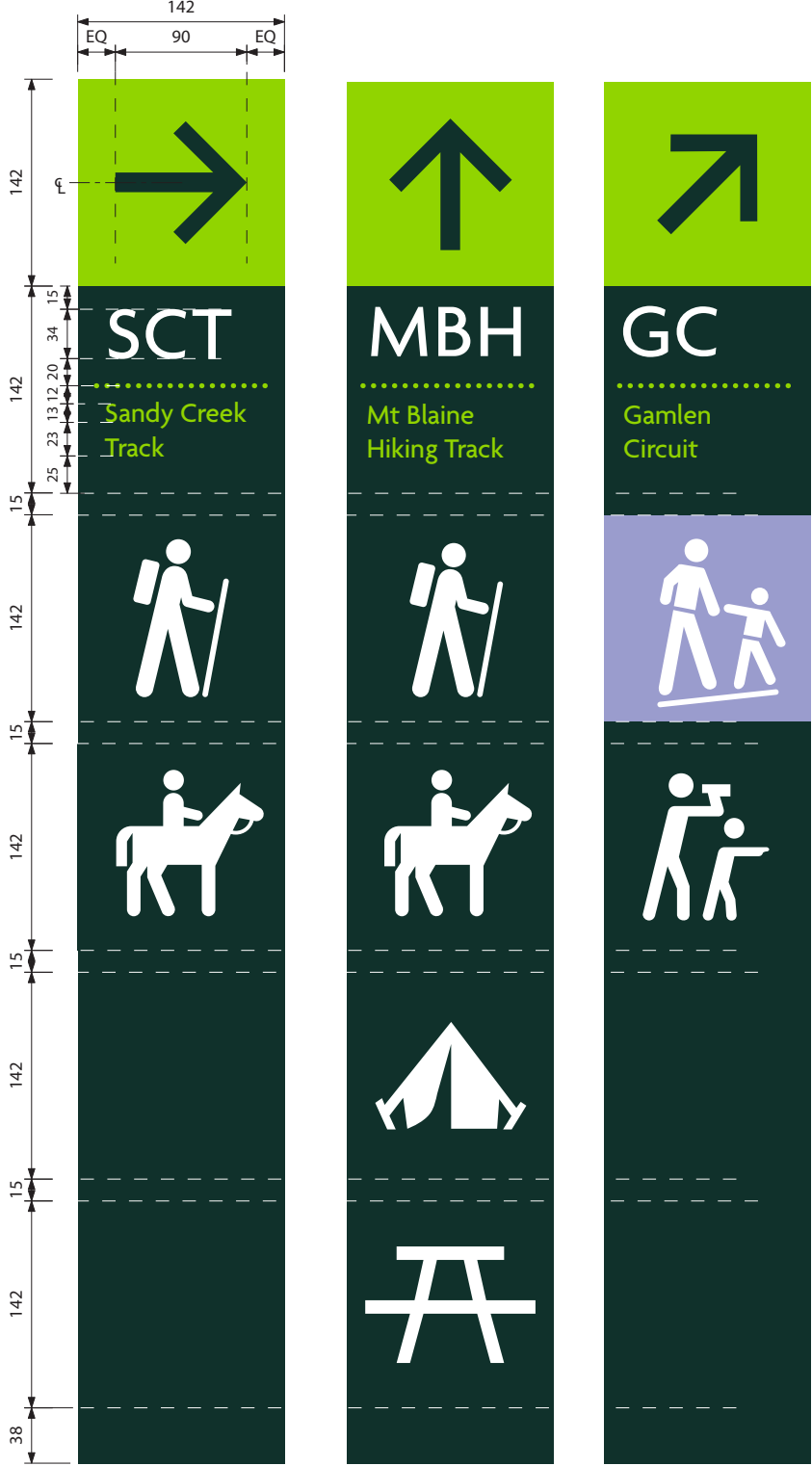


Long Panel

For longer destinations
use long panel as required.
860mm maximum panel length.

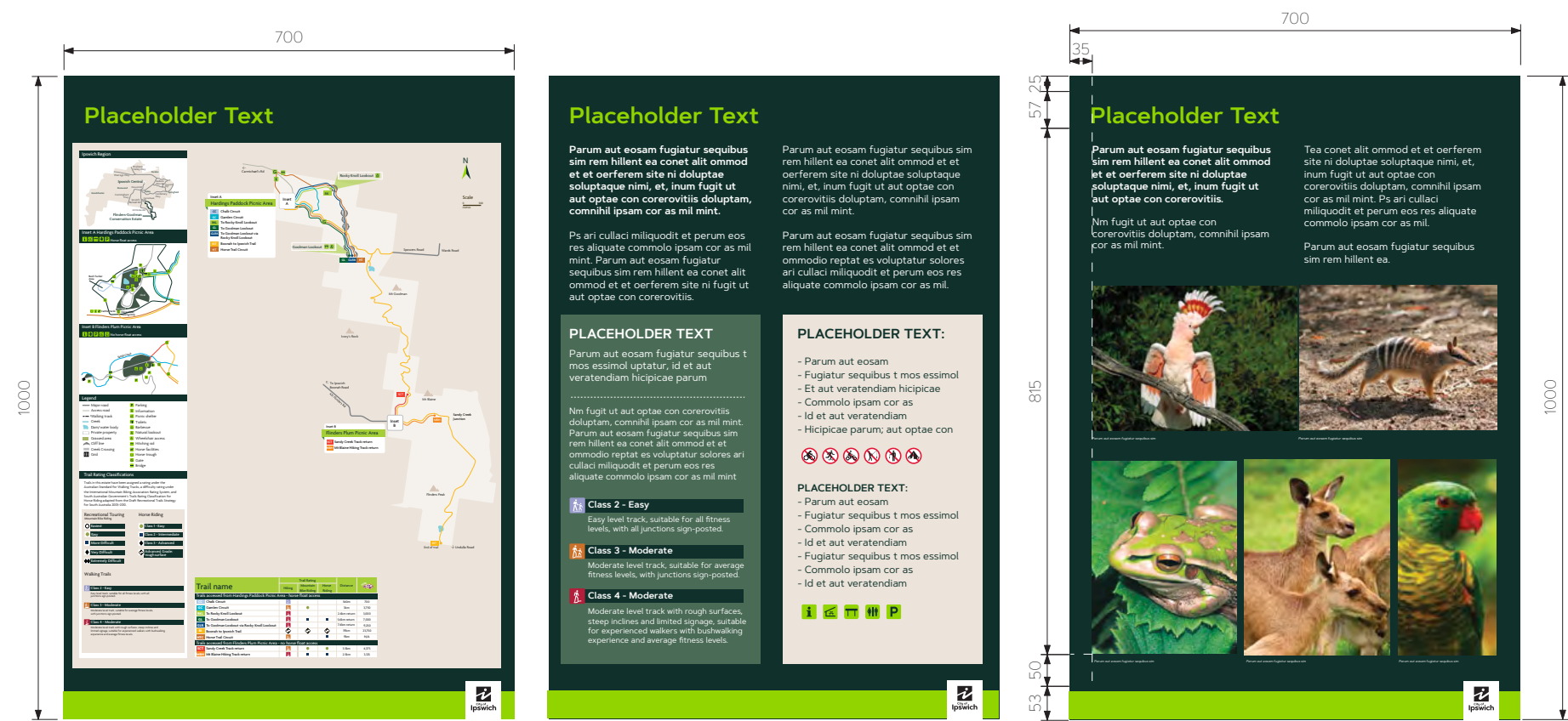
Indicative Graphics
Scale 1:10

NA-DR-1



Typical Graphic Layouts
Scale 1:5

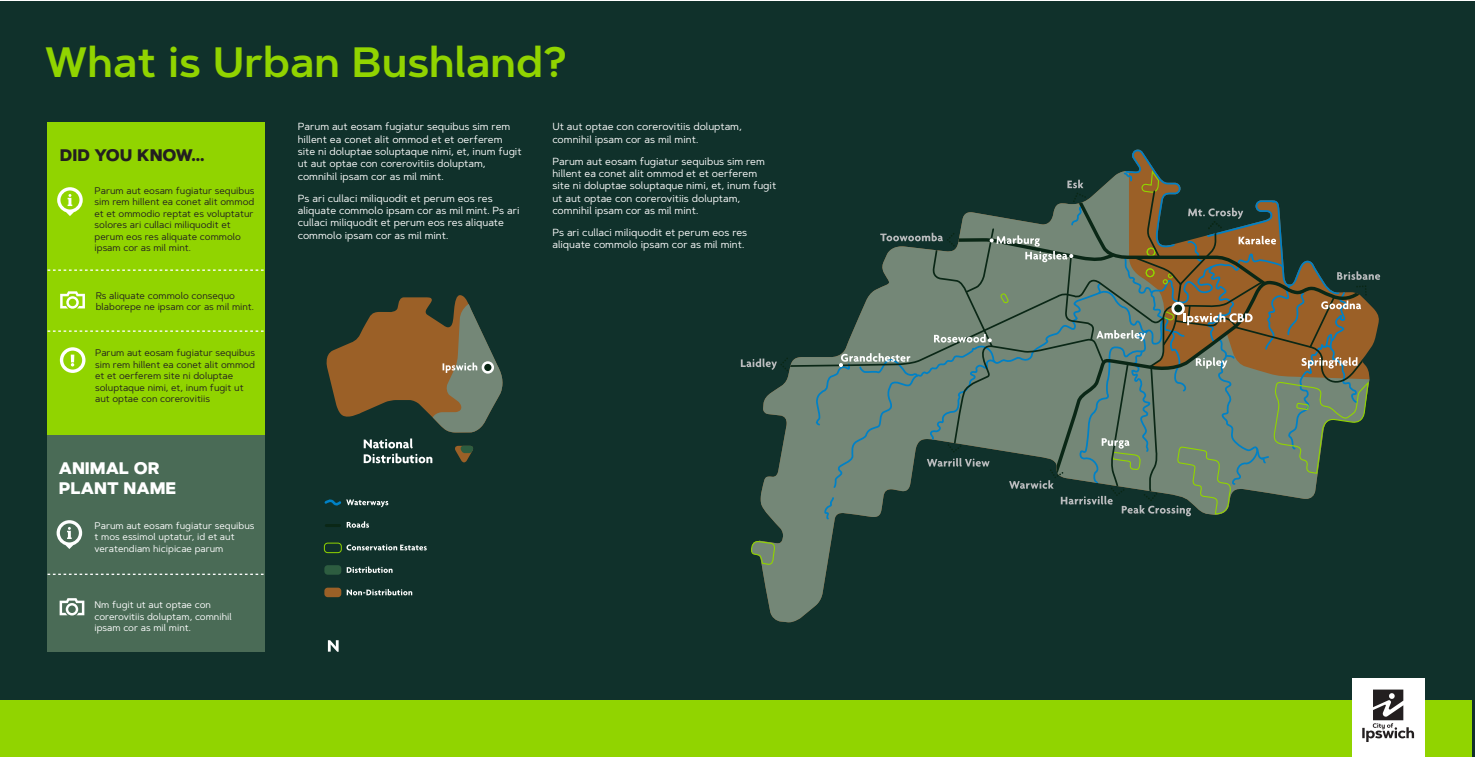
NA-DR-2



Graphic Layout
Scale 1:10

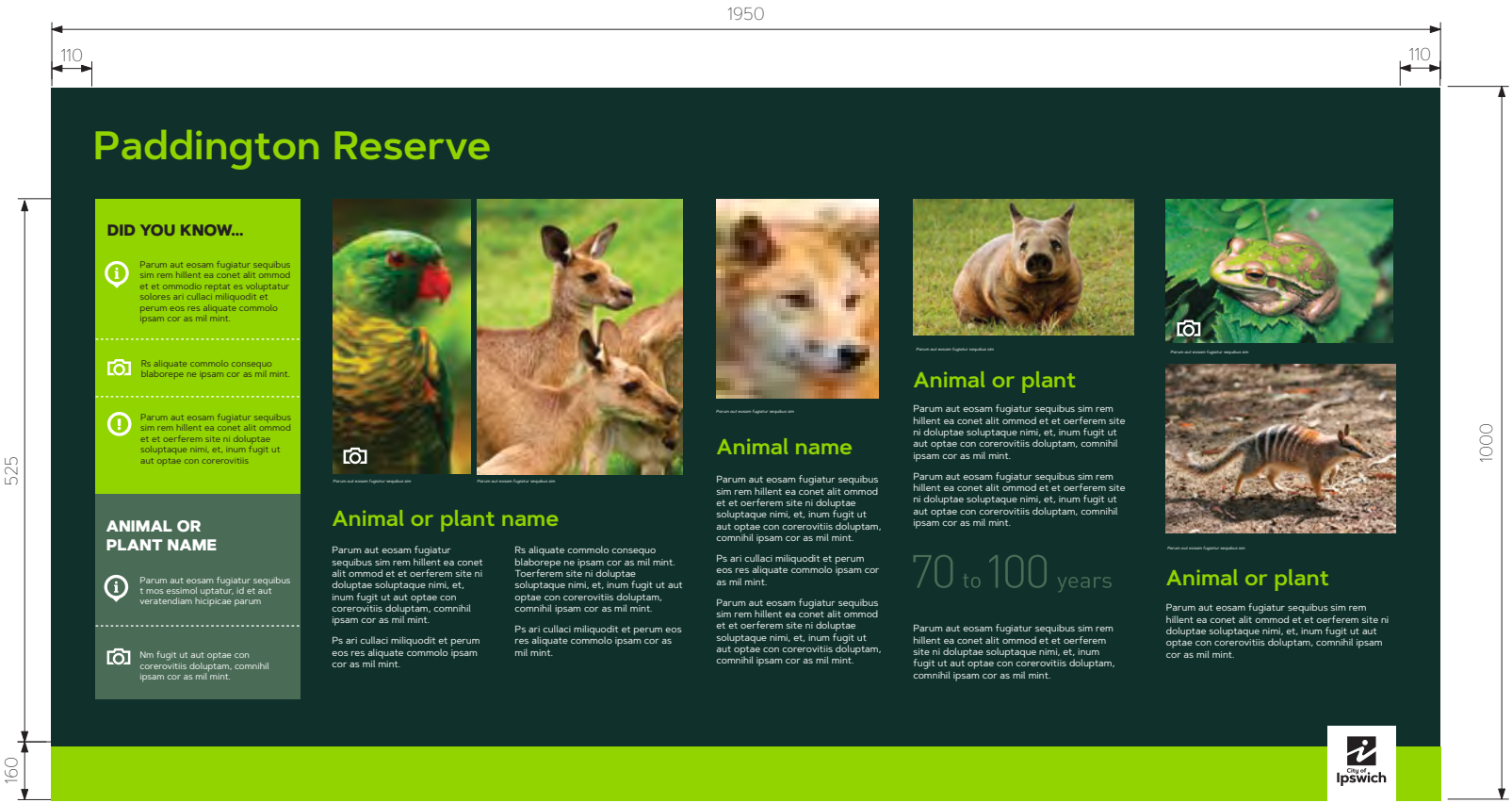
NA-IF-1

4.7.5 Natural Areas Wayfinding Suite



Graphic Layout
Scale 1:10

NA-IN-2a



Graphic Layout
Scale 1:10

NA-IN-1



Graphic Layout
Scale 1:10

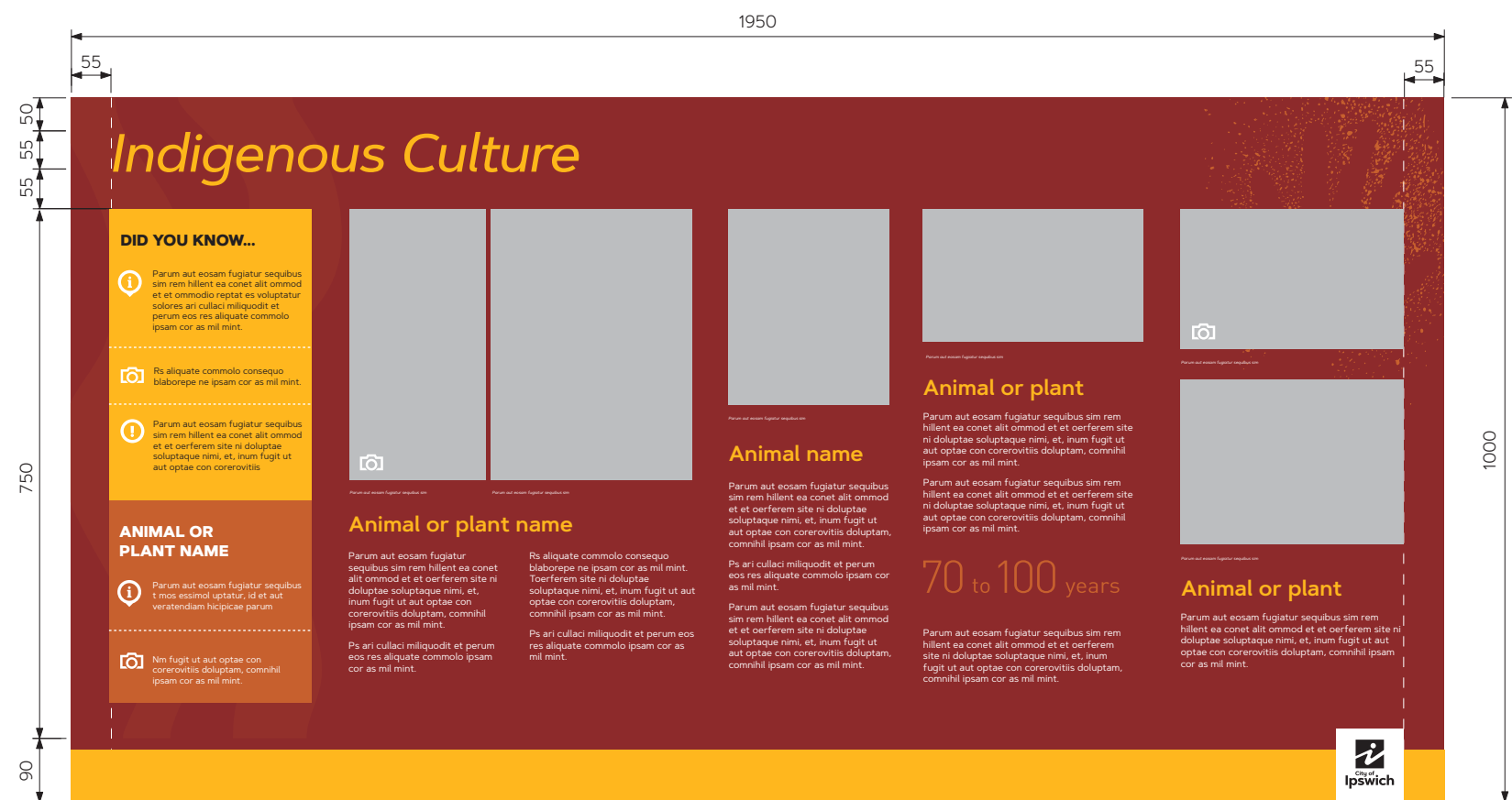
NA-IN-2b

Graphic Layout
Scale 1:5

NA-IN-3



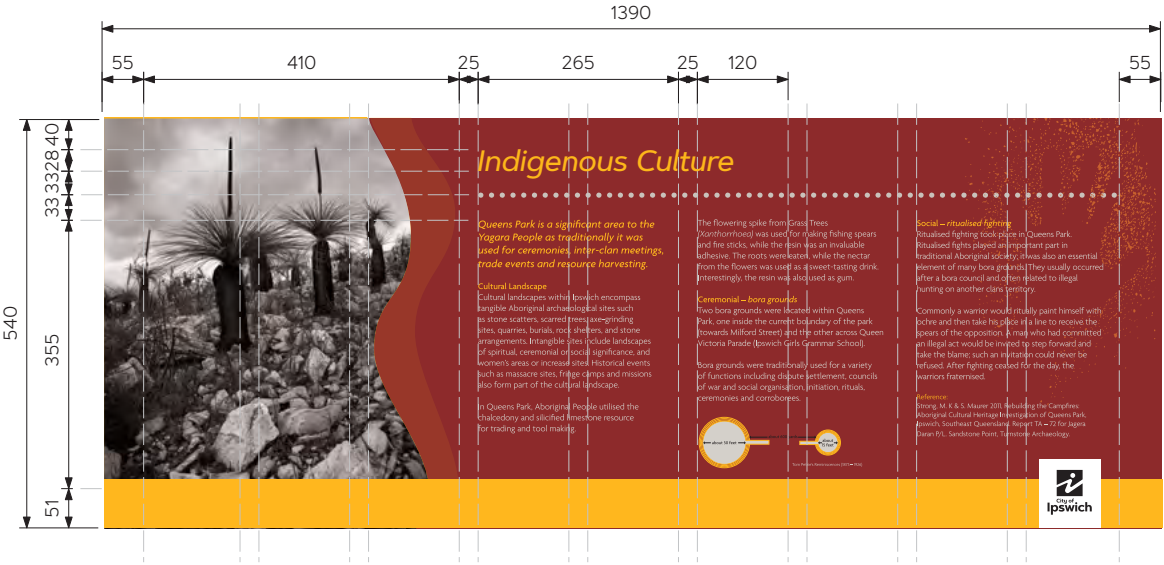
IC-IN-1



IC-IN-2

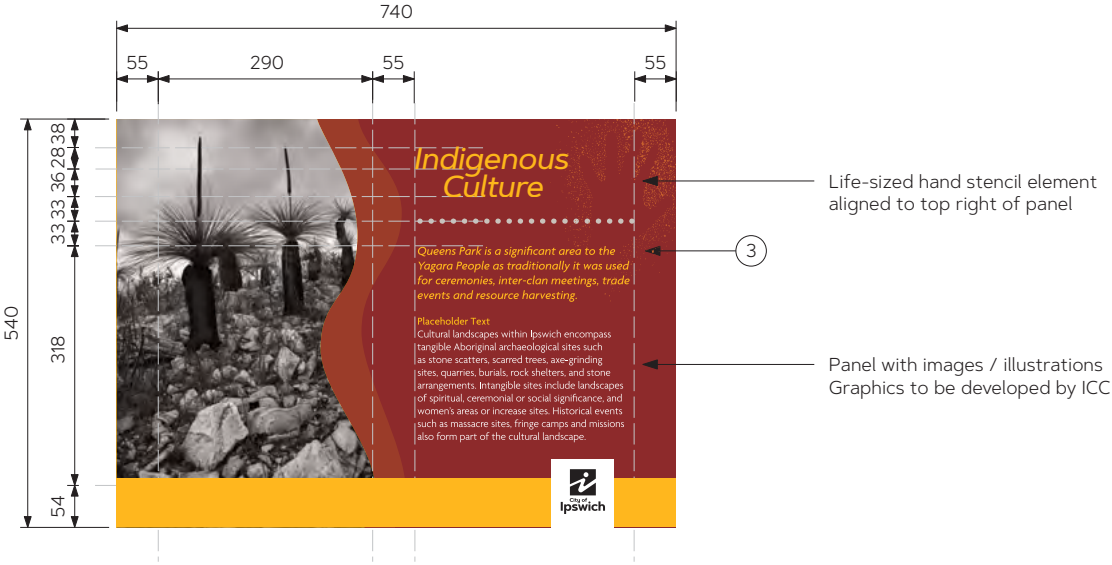
Graphic Layout

Scale 1:10



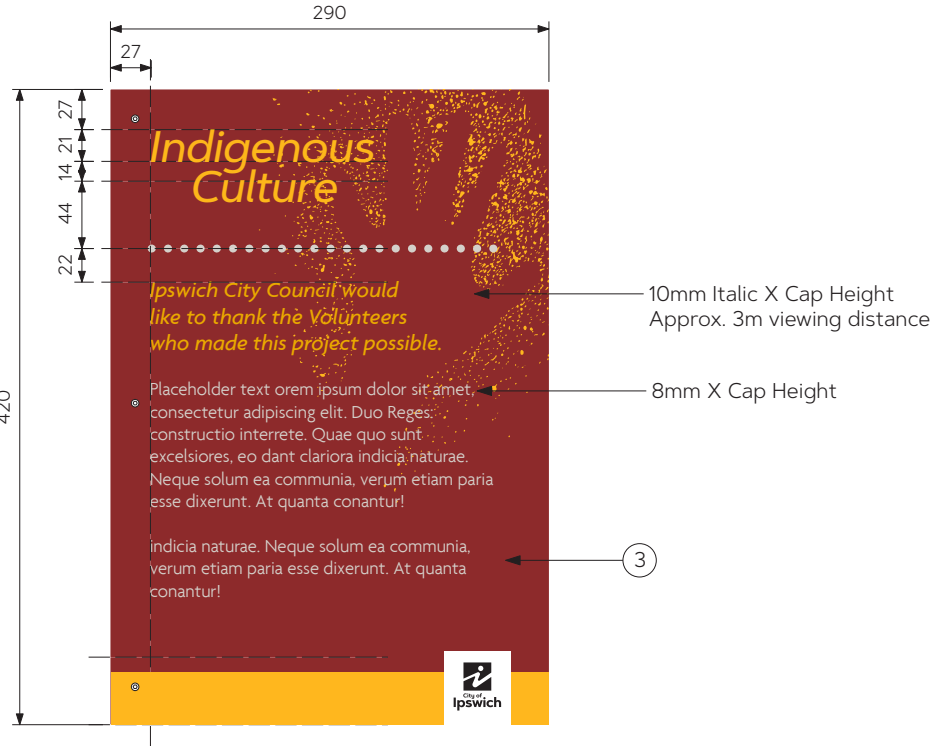
Graphic Layout
Scale 1:10

IC-IN-3a



Graphic Layout
Scale 1:10

IC-IN-3b



Graphic Layout
Scale 1:5

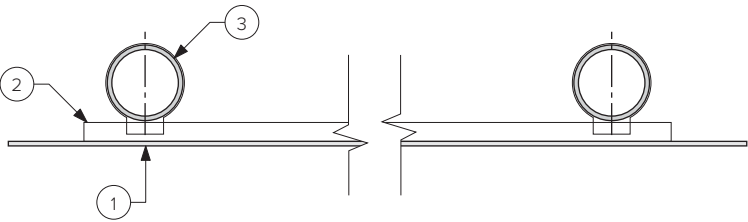
IC-IN-4

SECTION 5 CONSTRUCTION

5.1 Standard Post and Panel

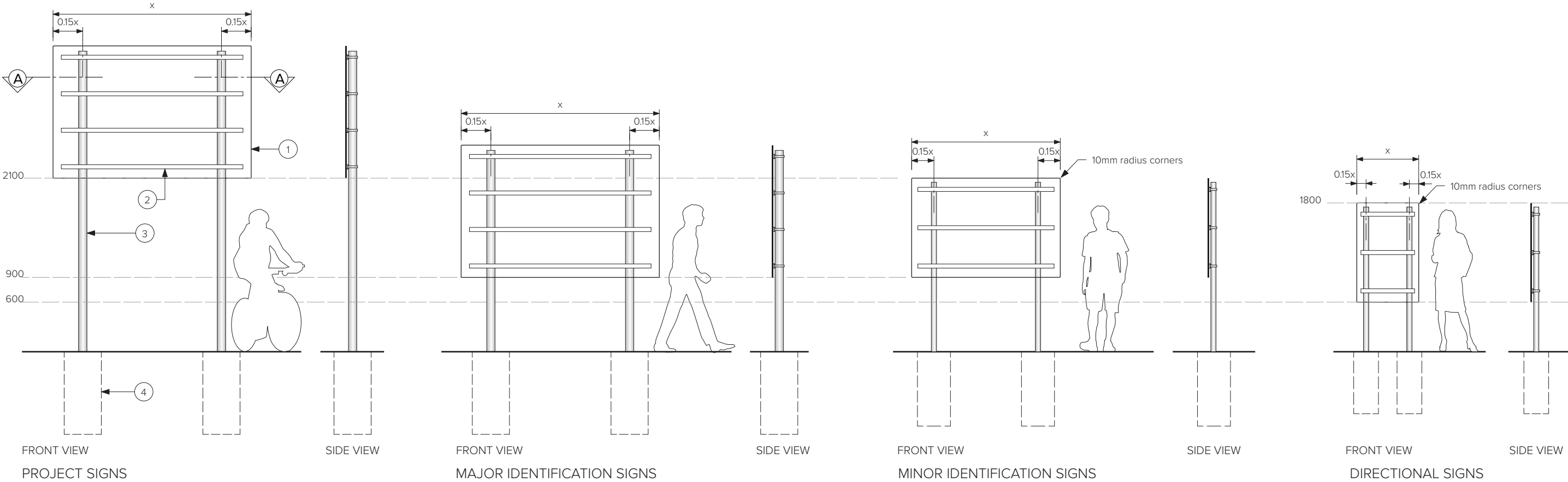
5.2 Galvanised Steel Frame

5.3 Bespoke Applications



Section A-A
Not to scale

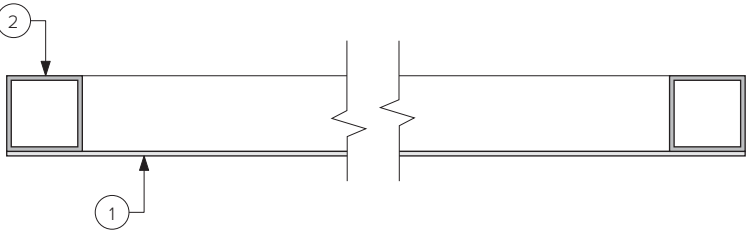
- 1. Aluminium sign panel with applied vinyl/digital print graphics. Sheet thickness to suit each application.
- 2. Extruded aluminium sign rail welded to back of sign panel.
- 3. Galvanised steel CHS posts, diameter to suit each application to engineer's detail. Sign rail fixed to posts with clamps.
- 4. Direct embedment/bored pier concrete footing to engineer's details.



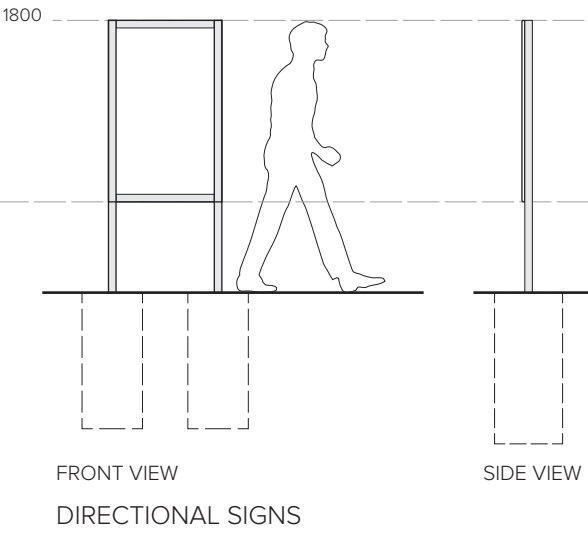
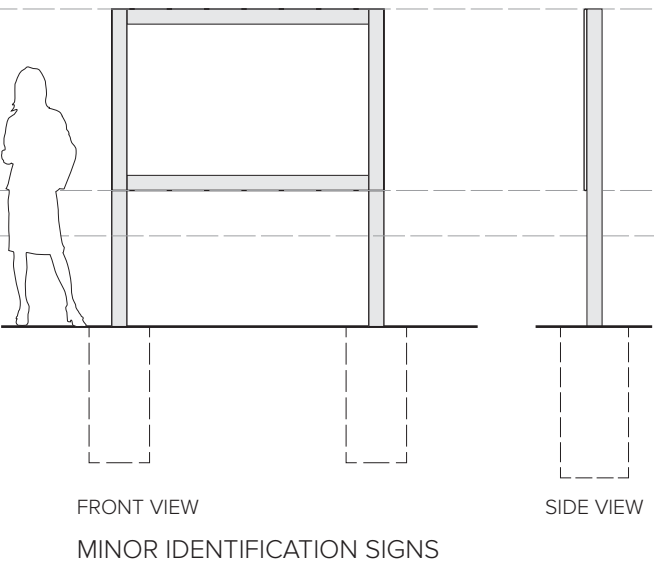
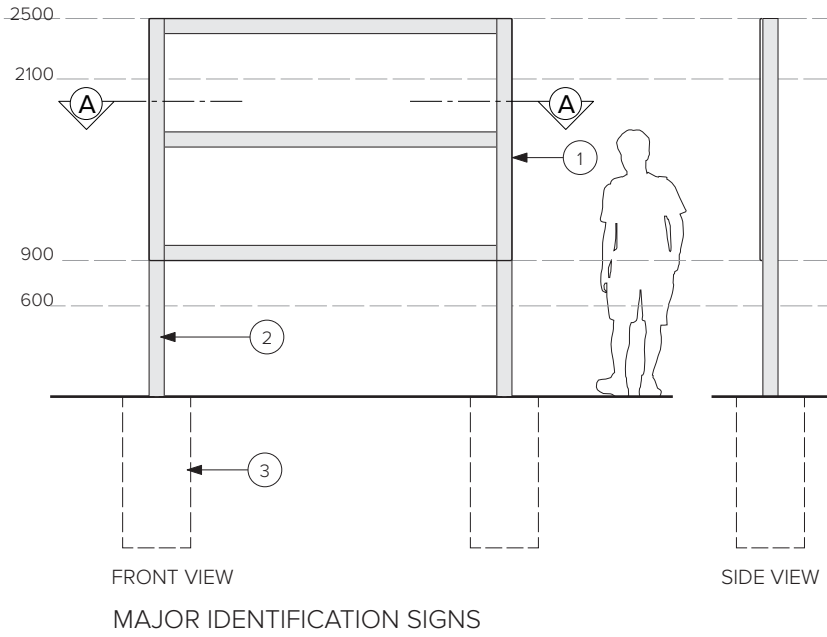
Typical Framework

Scale 1:50

- 1. Aluminium sign panel with applied vinyl/digital print graphics. Sheet thickness to suit each application.
- 2. Galvanised steel SHS posts and frame, sizes to suit each application to engineer's detail. Sign panel fixed to posts with concealed fixings from behind.
- 3. Direct embedment/bored pier concrete footing to engineer's details.



Section A-A
Not to scale



Typical Framework
Scale 1:50

- 1. Aluminium sign panel with applied vinyl/digital print graphics. Sheet thickness to suit each application.
- 2. Fixed to bespoke feature structure to be integrated with specific site landscape works and materials, as per examples shown.



CORETEN STRUCTURE/SCREEN



STONE WALL



PICKET FENCE

Typical Examples
Scale 1:50