Ipswich City Council Parks

Parks Signage Manual

Issued March 2008 | Version 11: Updated July 2015

City of
Ipswich

Contents

Ipswich City Council, Signage Manual

Introduction

A guide to using this Manual

Updated: Amendments made:

| March 2008 | First release |
| July 2015 | Update |

Colour

This Signage Manual was produced by Entica on a Canon CLC 1180. All colours are matched as close as possible to the vinyl and powder coating references specified. For accurate representations of all colours specified, please consult the appropriate colour swatch books.

Manual Purpose

The purpose of the Parks Signage Manual is to provide specific guidance to both Council staff and external suppliers (such as graphic designers and printers) on the use of the Ipswich City Council Parks Signage. This includes its visual elements, the application and use of these elements, and the provided templates.

This Manual and the examples shown within have been designed as a model. When followed properly, a consistent and successful style will be preserved—a style which provides a distinct visual identity for all Ipswich City Council Parks Signage.

Amendments to the Manual

It is understood that the Manual is by nature a living document. It will necessarily evolve to meet new, unforeseen circumstances and contexts. To this end, should the rules specified in the current edition of the Manual not address a particular circumstance or user need, specific guidance should be sought from the Chief Operating Officer of the Health, Parks & Recreation Department. A new rule would as a result, be created.

Only a limited number of Manuals will be produced and made available to Council officers and external users. These Manuals will from time to time be updated, to reflect new rules and new circumstances. When a new edition of the Manual is made available, the old version is to be traded in.

Digital File Formats

The templates documented in this Manual are accompanied by digital files on the digital art CD, or can be obtained from the Ipswich City Council Works, Parks & Recreation Department. Digital files are supplied to industry-standard file formats, compatible on both Windows and Macintosh.

Generally, artwork files for signage are supplied in Adobe InDesign format. Logo artwork files are supplied in EPS format. Logos are available for use by all council employees.

The appropriate logos and graphic devices may be issued to suppliers. Approval must be sought from the Chief Operating Officer of the Health, Parks & Recreation Department on (07) 3810 6666, before any logo application is distributed, manufactured, printed or uploaded.

Scale

Sign diagrams shown in this Manual are not to scale, unless otherwise specified.

Natural Areas

All signage within ICC Natural Areas are to be sourced from the ICC Natural Areas Signage Manual 2014.

Ipswich City Council Parks

Signage Ordering Process

Section One

Signage Ordering Process

Ordering Online

Ordering signs

To order a sign simply fill out a Signage Order Form. The Signage Order Form can be found on the following three pages of this Manual. Print out the form to make your request for signage.

Once you have completed the form please facsimile it to:

Signwriter Superintendent

Engineering Services Department

Ipswich City Council

Phone: (07) 3810 6666

Fax: (07) 3282 1698

For more information about the Ipswich City Council Parks Signage Manual contact:

Strategic Planning & Partnerships Manager

Works, Parks & Recreation Department

Ipswich City Council

Phone: (07) 3810 6666

Please select the required sign type with a tick in the circle ✔

Citywide (Level 1)

○ **PR_1_A**
Two panel
with flag

○ **PR_1_B**
One panel
with flag

○ **PR_1_C**
Two panel

○ **PR_1_D**
One panel

○ **PR_3 ***
Level One
all-purpose

○ **PR_4_A**
Interpretative
Full-sized plate

○ **PR_4_B**
Interpretative
Half-sized plate

○ **PR_5_A**
Interpretative Rail
Full-sized plate

○ **PR_5_B**
Interpretative Rail
Half-sized plate

![City of Ipswich logo]
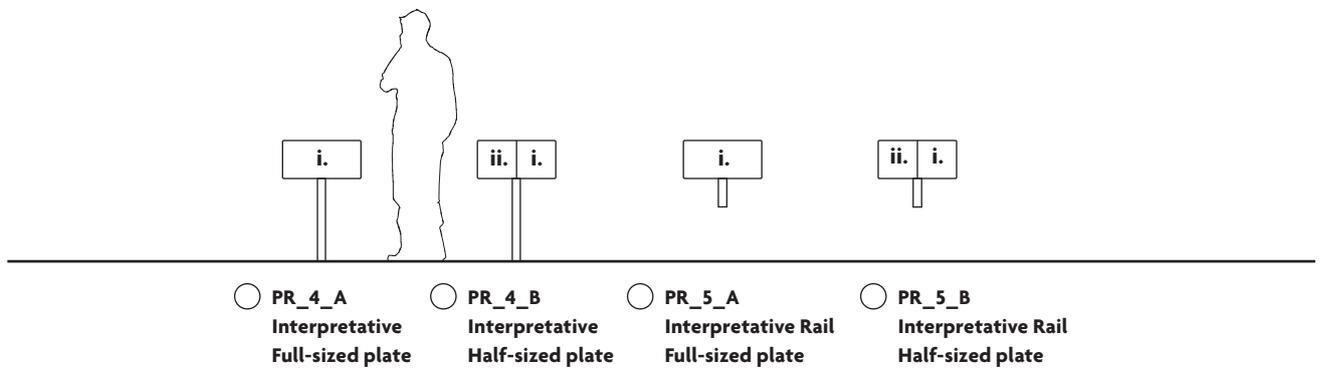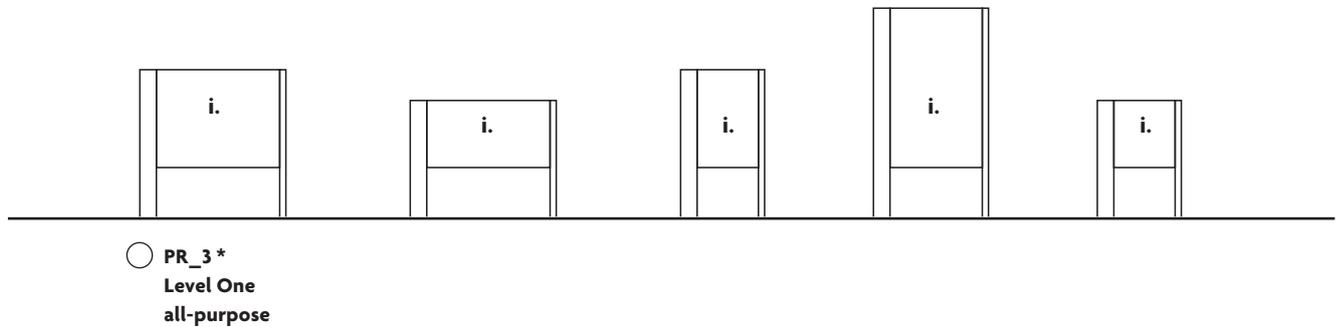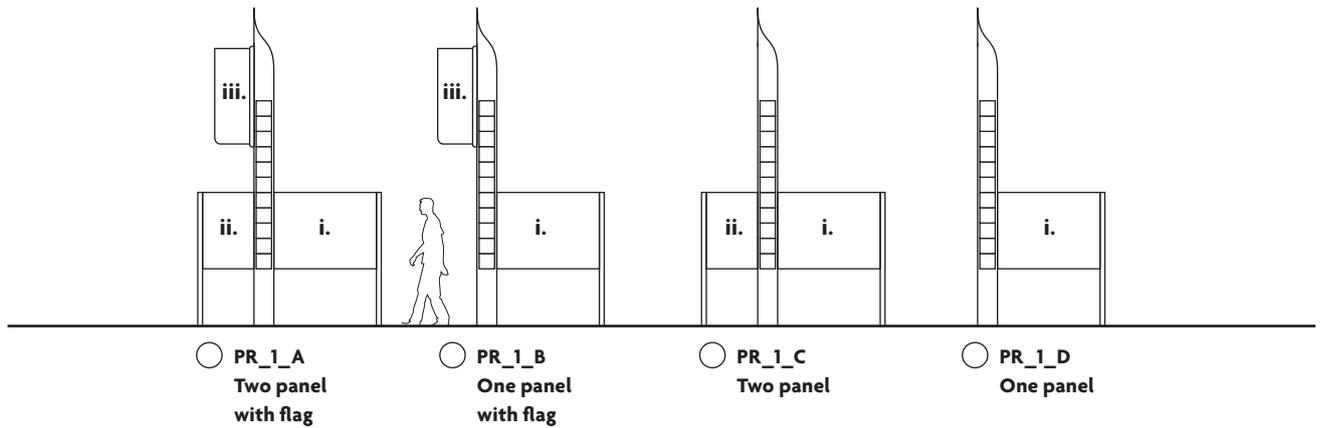
Please select the required sign type with a tick in the circle ✓

District (Level 2)
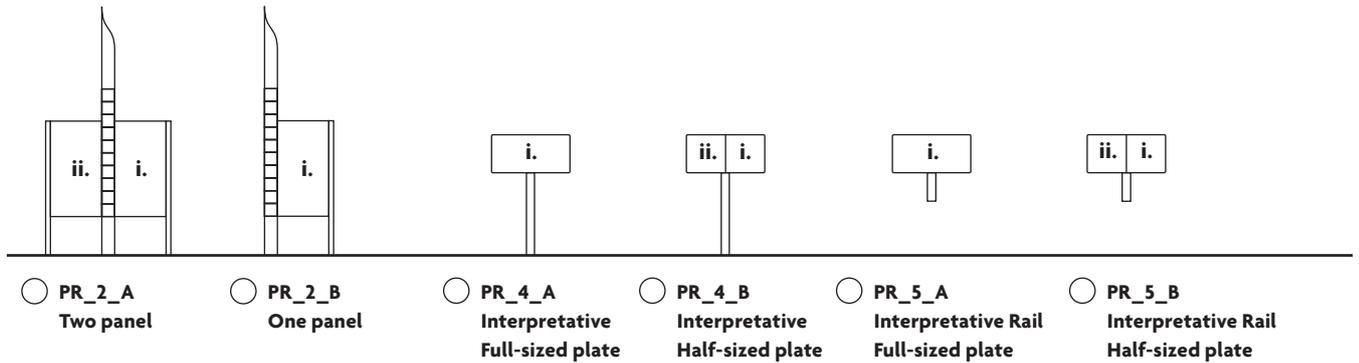
○ **PR_2_A**
Two panel

○ **PR_2_B**
One panel

○ **PR_4_A**
**Interpretative
Full-sized plate**

○ **PR_4_B**
**Interpretative
Half-sized plate**

○ **PR_5_A**
**Interpretative Rail
Full-sized plate**

○ **PR_5_B**
**Interpretative Rail
Half-sized plate**

Local (Level 3)
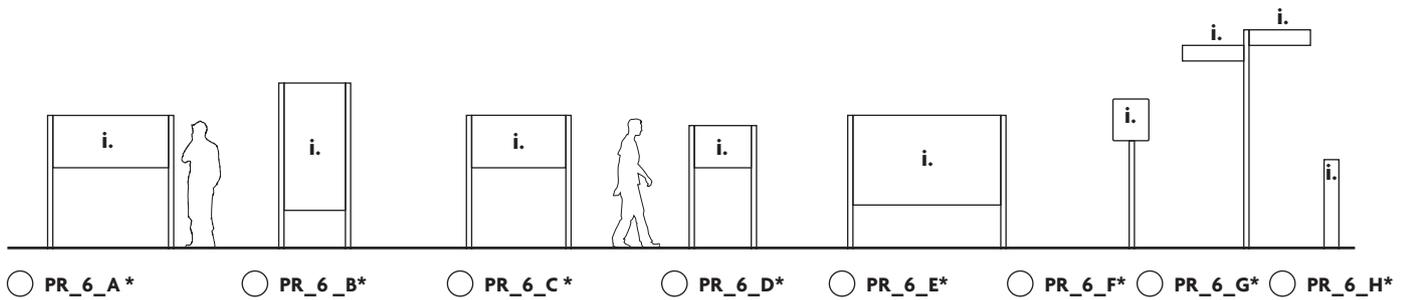
○ **PR_6_A ***   ○ **PR_6 _B***   ○ **PR_6_C ***   ○ **PR_6_D***   ○ **PR_6_E***   ○ **PR_6_F*** ○ **PR_6_G*** ○ **PR_6_H***

Park Shelters
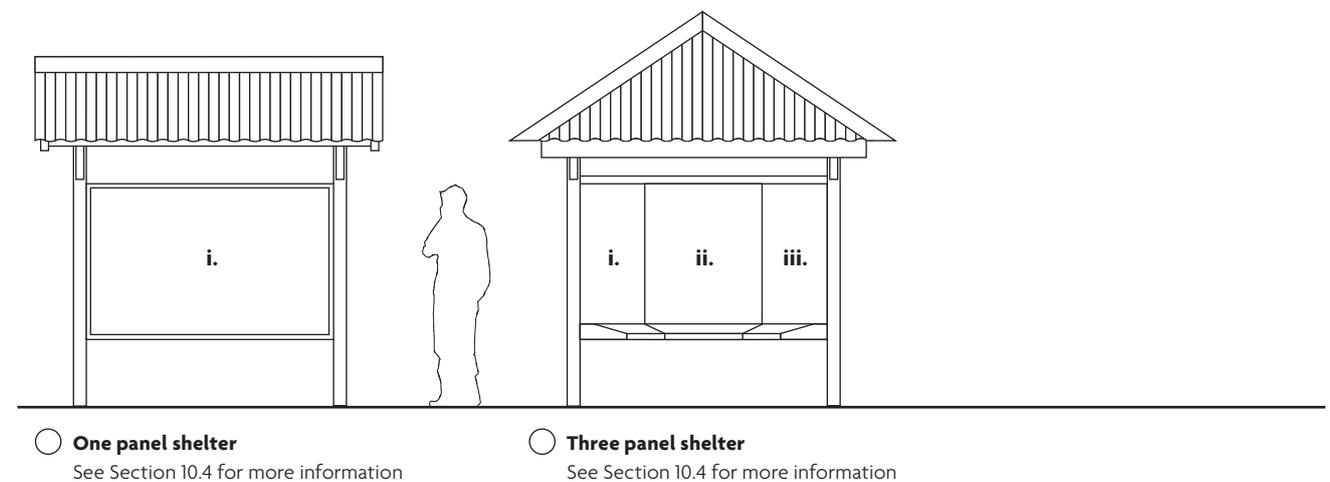
○ **One panel shelter**
See Section 10.4 for more information

○ **Three panel shelter**
See Section 10.4 for more information

* PR_3 and PR_6 are flexible and cost-effective signage system for Local parks . The above examples are indicative of some of the configurations. Proportions can be varied to suit specific applications, provided a series of guidelines are met. Please refer to Section 10 of the Signage Manual for more information.

Please select the required pictograms with a tick in the circle ☑

Feature Pictograms

- ○ Café
- ○ Kiosk
- ○ Bike Path
- ○ Shared Path
- ○ Skate Park/ Youth Space
- ○ Horse Trail
- ○ Playground
- ○ Football

- ○ Baseball/ Softball
- ○ Soccer
- ○ Basketball/ Netball
- ○ Tennis
- ○ Cricket
- ○ Toddlers Area
- ○ Lookout
- ○ Walking Trail

- ○ Dogs Permitted
- ○ Off-leash Area
- ○ Camping Permitted
- ○ Boat Ramp
- ○ Canoe Access
- ○ Sail Boating
- ○ Jetty
- ○ Swimming

- ○ Fishing
- ○ Foreshore Walk
- ○ Motorcycles
- ○ Quad Bikes
- ○ BMX
- ○ Exercise Equipment
- ○ Athletics
- ○ Nursery

- ○ Botanic Gardens
- ○ Scouts

Basic Pictograms

- ○ Toilets
- ○ Disabled Toilets
- ○ Parking
- ○ Disabled Parking
- ○ Bus Stop
- ○ Drinking Water
- ○ Showers
- ○ Water Tap

- ○ Fires Permitted
- ○ Barbeque
- ○ Cars
- ○ Picnic Area
- ○ Shelter
- ○ Shaded Seating
- ○ Information

Prohibitive Pictograms

- ○ Open Fires Prohibited
- ○ Smoking Prohibited
- ○ Littering Prohibited
- ○ Camping Prohibited
- ○ Pets Prohibited
- ○ Horseriding Prohibited
- ○ Cycling Prohibited
- ○ Skateboarding Prohibited

- ○ Motorcycling Prohibited
- ○ Fishing Prohibited
- ○ Alcohol Prohibited

Ipswich City Council Parks

Council Branding

Section Two

Ipswich City Council Logo Tab

The Logo Tab device is to be used only for Parks signage purposes. The Logo Tab is applied to all major identification and interpretative signage.

In an instance where a rivet might otherwise obstruct the visibility of the Ipswich City Council logo, it is permissable to extend the length of the tab so that the logo is not obstructed by a rivet or a bolt.

Logo_Tab_Recreation_Left.eps

Logo_Tab_Recreation_Right.eps
(modified to allow for rivet)

Home of the Yagara People

ICC Totem - Totem is to appear as per layouts contained in this manual. Where uncertainty as to the inclusion or placement of Totem occurs, final signoff is to be sought from the ICC Indigenous Land Use Partnerships Coordinator. Totem is to always be placed on the right hand side of the ICC logo.

1 Proportions

It is important to retain a consistent relationship between the size of the Logo Tab and the overall sign.

In the example of identification signage, the height of the icon panels on the central spire can be used to determine the correct height of the Logo Tab.

2 Field requirements

Always allow generous space around the Logo Tab in all signage applications. No text is to enroach on the space as specified above.

3 Alignment

Wherever possible, the Logo Tab is to always be positioned on the lower left base of identification signage.

However, in certain instances of interpretative signage, it may be deemed that a right alignment of the Logo Tab is more appropriate to the overall design.

Furthermore, in extreme circumstances where the logo would otherwise be obscured by structural elements such as rivets, it is permissable to extend the tab to avoid logo obstruction.

4 Colour selection

The colour of the Logo Tab is to be consistent with the topology of the park.

Typography

Section Three

City of
Ipswich

Headings/Titles

Agenda Bold is a robust sans serif font which ensures a high degree of legibility across various applications. It is the primary font for Ipswich City Council Parks and is used for all identification and directional signage.

ABCDEFGHIJKLMNOPQ
RSTUVWXYZabcdefgh
ijklmnopqrstuvwxyz0
123456789&?!.,

Agenda Bold

Body copy

Agenda Medium is to only be used in instances where large areas of text is necessary i.e. paragraphs of text on interpretative signage.

The above typefaces are also available as italic versions. It is recommended these Italic versions are used sparingly for optimum legibility.

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqrstuvwxy
z0123456789&?!.,

Agenda Medium

Deciding Text Size

All text should be scaled to suit the application. Use your discretion when deciding upon appropriate sizing.

The minimum size at which the fonts are to be used is 10pt. The size is only to be used in select instances where there is a large amount of information displayed within a small area such as the details on interpretative maps.

Line Spacing/Leading

For optimum legibility, it is advised that ample line space/leading be left between each line of text. All titling text on identification signage must retain a 1:1 X-height to leading ratio i.e. text with a size of 200 pt. must be space with 200 pt. leading.

The leading for large areas of body text may be more generous, with a X-height to leading ratio that is greater than 1:1. i.e. this paragraph.

Tracking/Letter spacing

For optimum legibility, it is advised that tracking/letter spacing is set to "optical", not "metrics".

Colour

The colour style for all identification signage must be in accordance with the Ipswich City Council Parks style i.e. the title of the park is to always be written in white, while the second line is to be highlighted in the topolgical colour.

Ipswich City Council Parks

Colour Palettes

Section Four

City of Ipswich

Colour Palettes

Base Colour Palette

Refer to original manufacturers colour swatch books for accurate colour representations

Base signage panel colours

These colours are used on all basic Ipswich City Council Parks signage.

Dulux Powder Coating
33709 Classic Hawthorn Green

Oracal Ultimate Vinyl
060 Dark Green
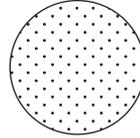
Oracal Etched 8511
(transparent vinyl)

Generic post colour

These colours are used on all basic Ipswich City Council Parks signage.
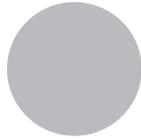
Dulux Powder Coating
7004F Pandemonium Silver

Heritage signage panels colour

These colours are used on signage for designated heritage areas with Ipswich City Council Parks

Dulux Powder Coating
84755 Classic Cream

Oracal Ultimate Vinyl
018 Light Ivory

Colour Palettes

Topological Colour Palette

Oracal Ultimate Vinyl
064 Yellow Green

Linear Parklands colour

This colour is used to represent parks which are linear in their geographical boundaries.

Oracal Ultimate Vinyl
018 Light Ivory

Cemeteries colour

This colour is used to represent Cemeteries.
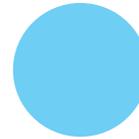
Oracal Ultimate Vinyl
056 Ice Blue

Waterside Parklands colour

This colour is used to represent parks which are situated in close proximity to waterways.

Oracal Ultimate Vinyl
042 Lilac

Recreation Parklands colour

This colour is used to represent parks which feature playground apparatus and designated play areas.
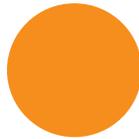
Oracal Ultimate Vinyl
035 Pastel Orange

Sportsgrounds and Courts colour

This colour is used to represent parks which are primarily designated for sporting activities.

The topological colours are to be used in conjunction with the base colour palette. These colours serve the purpose of visually categorising the parks to allow easy identification of a facility by visitors.

Oracal Ultimate Vinyl
010 White

Oracal Ultimate Vinyl
325 Middle Red

(this colour is reserved for prohibitive applications)
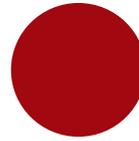
Oracal Ultimate Vinyl
306 Crimson

Oracal Ultimate Vinyl
811 Sahara Beige

Oracal Ultimate Vinyl
803 Chocolate Brown
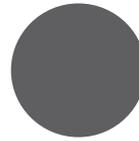
Oracal Ultimate Vinyl
076 Telegrey

Oracal Ultimate Vinyl
720 Komatsu Grey

Oracal Ultimate Vinyl
057 Traffic Blue

The extended colour palette is used in conjunction with the other palettes for the application of interpretative maps.

Ipswich City Council Parks

Topology

Section Five

Park topological symbols
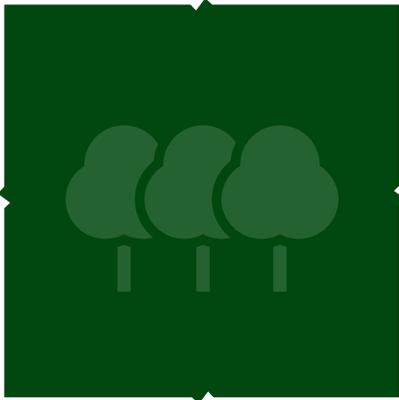
Linear Parklands

This symbol is used to represent parks which are linear in their geographical boundaries.

Linear_Watermark.eps

Cemeteries

This symbol is used to represent Cemeteries.

Cemetaries_Watermark.eps
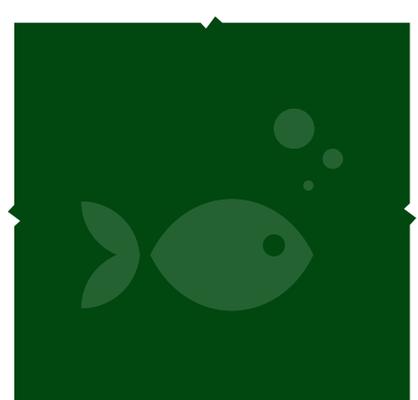
Waterside Parklands

This symbol is used to represent parks which are situated in close proximity to waterways.

Waterside_Watermark.eps

Recreation Parklands

This symbol is used to represent parks which feature playground apparatus and designated play areas.

Recreation_Watermark.eps
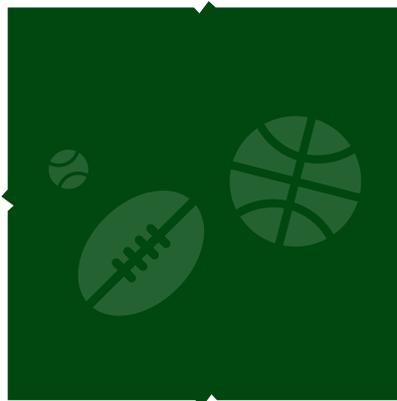
Sportsgrounds and Courts

This symbol is used to represent parks which are primarily designated for sporting activities.

Sportsgrounds_Watermark.eps

The graphic topology has been devised in order to clearly distinguish between the primary usages of a park. Upon approaching a given park visitors can rapidly identify the thematic focus of the facility.

Low-level application of topological style

Mid-level application of topological style

High-level application of topological style

1 Activity and Facility icons

The key activity and facility icon panels of a given park are to be highlighted by applying the topological colour with the corresponding *Oracal Vinyl*. The feature pictogram panels are always positioned above the standard panels.

2 Ipswich City Council logo tab

The Ipswich City Council logo tab is to appear in the colour which corresponds to the topology of the park type.

3 Typography

The final line of the park's title is to be highlighted in the topological colour.

The second line of the headline is in the topographical colour. If only one line of text is used, then the last word appears the topological colour.

4 Thematic watermark

The appropriate topological watermark appears only in the lower half of the signage panel. The watermark is applied using Oracal Etched 8511 specialised vinyl.

Pictograms

Section Six

Feature Pictograms

Café	Kiosk	Bike Path	Shared Path	Skate Park/Youth Space	Horse Trail	Playground	Football Field	Baseball/Softball
Cricket	Toddlers Area	Lookout	Walking Trail	Dogs Permitted	Off-leash Area	Camping Permitted	Boat Ramp	Canoe Access
Fishing	Foreshore Walk	Motorcycles	Quad Bikes	BMX Track	Exercise Equipment	Athletics	Nursery	Botanic Gardens

Soccer	Baseball/Softball	Sail Boating	Scouts
Basketball/Netball	Jetty		
Tennis	Swimming		
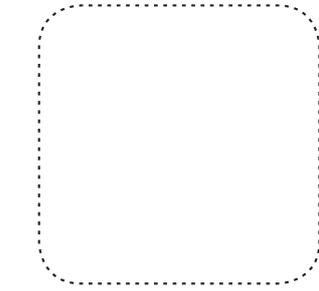
Spire Pictogram

Basic Pictograms

Toilets	Disabled Toilets	Parking	Disabled Parking	Bus Stop	Drinking Water
Shelter	Shaded Seating	Information			
			Showers	Water Tap	Fires Permitted
			Barbeque	Cars	Picnic Area

Prohibitive Pictograms

Open Fires Prohibited	Smoking Prohibited	Littering Prohibited	Camping Prohibited	Pets Prohibited	Horseriding Prohibited
			Cycling Prohibited	Skateboarding Prohibited	Motorcycling Prohibited
			Fishing Prohibited	Alcohol Prohibited	

Map Pictogram

Ipswich Parks use a multitude of pictograms to graphically represent their facilites.

The pictograms illustrated above are to be reproduced as shown, in vector format (use EPS files supplied).

Throughout this document there are examples which demonstrate correct use of these symbols. Under no circumstances are the pictograms to be modified.

File Formats

As the primary applications of the icons are on the central spire of a sign and also on the maps of a park there are two corresponding digital files on the Digital Art CD:

Spire_Pictograms.eps

Map_Pictograms.eps

Colour

Feature Pictograms are to match corresponding Topological colours. (see section 4.2) This allows for the easy identification of special features at a given park or reserve.

Size

See PR_1 and PR_2 engineering detail drawings for dimensions.

Placement of Pictograms on Spires and Maps

Colleges Crossing
Waterside Parkland

Mt Crosby Rd

Legend

① Feature Pictograms

② Basic Pictograms

③ Prohibitive Pictograms

④ Map Pictograms

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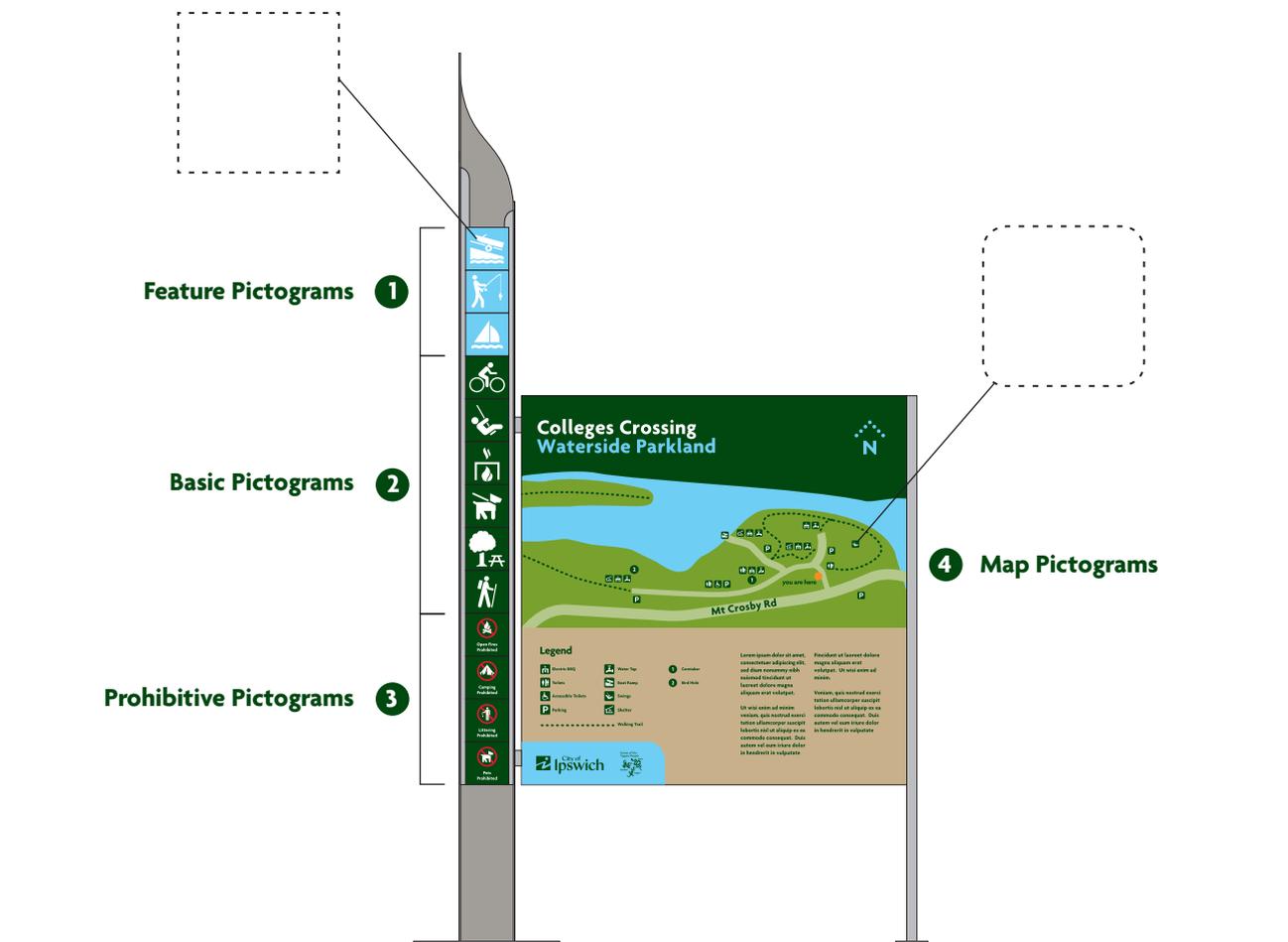
① Feature Pictograms

The Feature Pictogram Panels of a given park are to be highlighted by applying the topological colour with the corresponding *Oracal Vinyl* (see section 4.2). The Feature Pictogram Panels are always positioned above the Standard Pictogram Panels for ease of visibility.

② Basic Pictograms

The Basic Pictogram Panels are always positioned below the Feature Pictograms Panels.

③ Prohibitive Pictograms

Prohibitive Pictograms Panels are always positioned below Basic Pictograms Panels. The lowest Pictogram panel must align with the base of the large sign panel. In the instance that Prohibitive Pictograms are not utilised on a sign, the Basic Pictograms are to align with the base of the sign panel.

Prohibitive pictograms are never to be displayed on the spire of an Entrance Identification Sign. (i.e. PR_1)

④ Map Pictograms

Maps utilise a special style of pictogram which has rounded corners. Never mix and match the Spire Pictograms and Map Pictograms.

Ipswich City Council Parks

Additional Graphic Elements

Section Seven

City of
Ipswich

Additional graphic elements

Line/trail elements

The dashed line represents the paths and trails throughout Ipswich City Council Parks. These graphics can be used as a secondary graphic element.
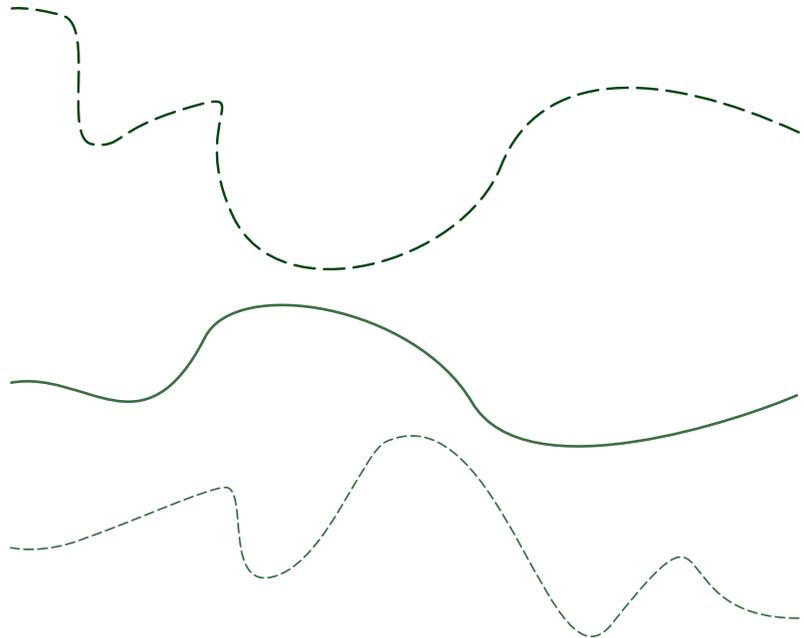
Line_Graphic_Elements.eps

Waterway element

This shape represents the waterways of the Ipswich City Council Parks. This element is to only be used for special features of Waterside Parks - i.e. Canoe Trails and Foreshore Walks.
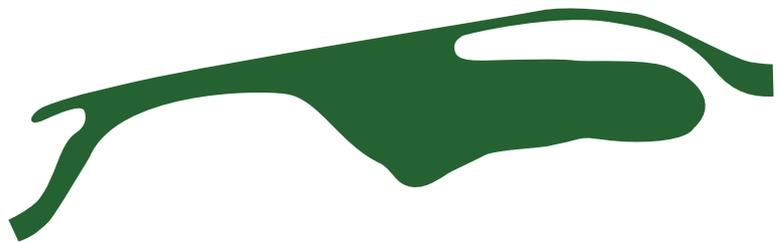
Waterway_Graphic_Element.eps

Application of additional graphic elements


Example of a front view
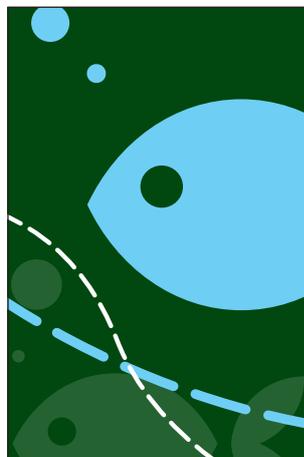
Example of a rear view

Your discretion must be used in the sparing implementation of these elements. These guidelines will assist your decision making.

Colour

The colours of the elements are to follow the topological theming of the sign i.e. a feature colour, watermark and white.

There is to be only one instance of the topological symbol which is highlighted by the topological colour on each panel. All other instances of the symbol are to be watermarks using Oracal Etched 8511 specialised vinyl.

Scale

The elements are best implemented in a variety of sizes, to create a dynamic and exciting appearance.

Always ensure that the coloured topographical symbol is emphasised by scaling it larger than all other symbols.

All line elements must protrude past the confines of the panel; adjust the scale and stroke width accordingly.

Positioning

Care must be taken to not overload the panel with clutter. Please ensure that an even distribution of graphic elements is attained at all times, avoiding excessive layering of the elements. Use the example above as a guide.

Most importantly, the secondary graphic elements must NEVER obstruct the legibility of text or symbols on the front of a sign.

Ipswich City Council Parks

Map Design Elements

Section Eight

Peaceful Creek
Parkland

N

you are here

Rode Road

Ipswich ...

Legend

Electric BBQ	Water Tap	① Caretaker
Toilets	Boat Ramp	② Bird Hide
Accessible Toilets	Swings	
Parking	Shelter	
· · · · Walking Trail		

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate

Fincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.

Veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate

City of Ipswich

Home of the Yagara People

In conjunction with Pictograms, these Map Design elements are used repeatedly throughout all Ipswich City Council Parks Map Signage.

These symbols assist in the identification of various geographical and man-made structures within a given park.

A few simple guidelines must be observed to ensure consistent application of the signage elements.

All pictograms must not enroach upon the road or trail elements.

To ensure maximum legibility do not layer any elements on top of one another.

Sufficient contrast between colours must be obeserved to maintain optimal clarity.

Strokes must never be used on any map design element other than roads or trails.z

Ipswich City Council Parks

Choosing Appropriate Signage

Section Nine

Signage Overview - Citywide (Level 1)   9.1

Introducing the various signage. For corresponding engineering drawings, see section following 10.5 in this Manual.

Cribb Park

Ipswich
Canoe Trail

Ipswich
Canoe trail

PR_1_A
Two panel
with flag

Lions Park

Play
Ground

PR_1_B
One panel
with flag

Limestone Park

Mark Marsh Oval
Bill Peterson Oval
Davis Howes
Netball Courts
Velodrome

PR_1_C
Two panel

Ipswich Cemetery

PR_1_D
One panel

Mc Ewan Park

Ipswich
Nature Centre

Ipswich
Nature Centre

PR_3
One panel
All purpose

Ipswich Golf Club

Ipswich
Canoe trail
50m along the River

Signage Overview – Citywide (Level 1)   9.1

Introducing the various signage. For corresponding engineering drawings, see section following 10.5 in this Manual.

PR_4_A*
Interpretative
Full-sized plate

PR_4_B*
Interpretative
Half-sized plate

PR_5_A*
Interpretative Rail
Full-sized plate

PR_5_B*
Interpretative Rail
Half-sized plate

* Interpretative sign panels are angled at 45 degree, however this angle is not depicted in this graphic representation

Introducing the various signage. For corresponding engineering drawings, see section following 10.5 in this Manual.

Browns Park

Lorem Ipsum
Dolor Sit Amet
Nullus Elit

Lorem Ipsum
dolor at amet
Adipiscing Duis

PR_2_A
Two panel

Bob Gamble Park

PR_2_B
One panel

PR_4_A*
Interpretative
Full-sized plate

PR_4_B*
Interpretative
Half-sized plate

PR_5_A*
Interpretative Rail
Full-sized plate

PR_5_B*
Interpretative Rail
Half-sized plate

* Interpretative sign panels are angled at 45 degree, however this angle is not depcicted in this graphic representation

Signage Overview - Local (Level 3)   9.1

Introducing the various signage. For corresponding engineering drawings, see section following 10.5 in this Manual.

PR_6_A	PR_6_B	PR_6_C	PR_6_D	PR_6_E	PR_6_F	PR_6_G	PR_6_H
One Panel	One Panel	One Panel	One Panel	One Panel	One Panel	Two panel directional	Single blade directional
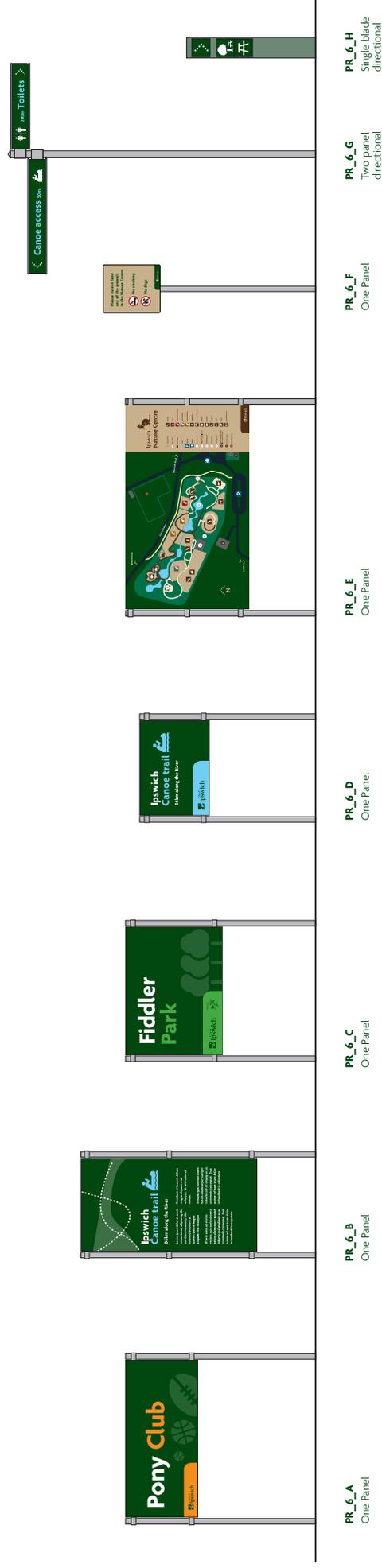
Signage Overview - Park Shelters

Introducing the various signage.
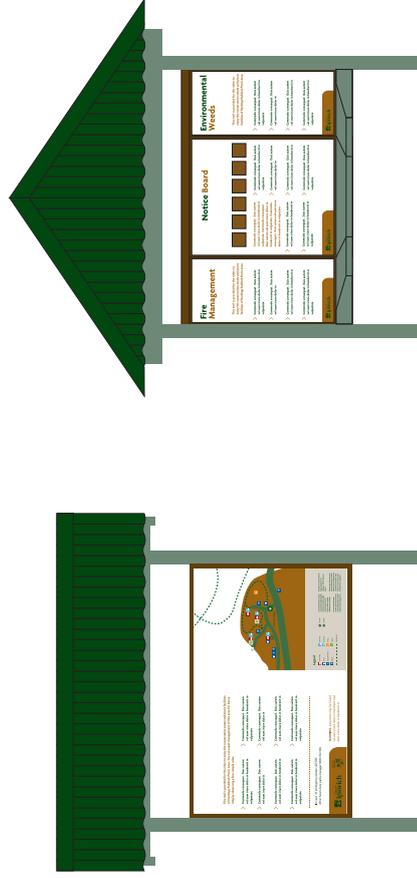
One panel shelter
Refer to Section 10.4

Three panel shelter
Refer to Section 10.4

Citywide (Level 1)

Introducing the various signage constructions
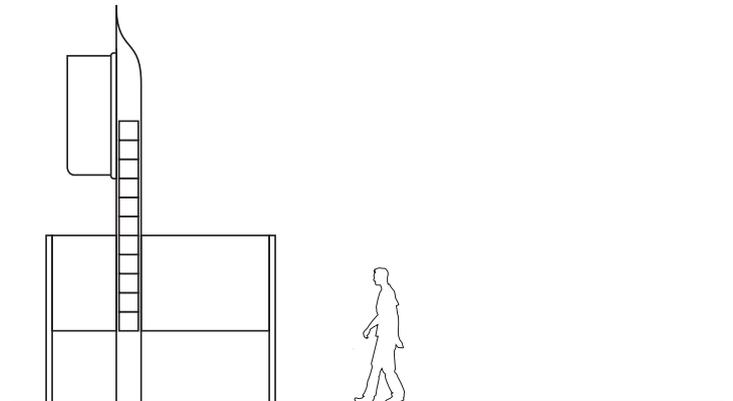
Refer to engineering drawing PR_1

PR_1
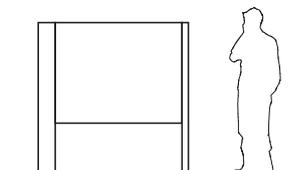
PR_3
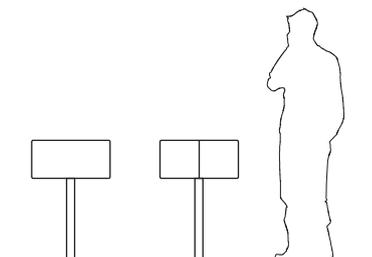
PR_4 & PR_5

Citywide (Level 1) sign types are reserved for the identification of Ipswich City Council's premier parks.

Depending on the budget and profile of a given project, a Level 1 (PR_1 or PR_3) sign type may or may not be appropriate.

A PR_1 sign is easily identified by an elongated spire (I-Beam) on which pictograms are displayed.

Because of the level of detail and standard of finish required to produce the PR_1 sign type, these signs are only deployed at major parkland entry points.

The remaining Level 1 signage types (PR_4 & PR_5) are used for interpretative signage purposes - both as free-standing or railing-mounted.

Introducing the various signage constructions


PR_2

PR_4_A   PR_4_B

PR_5_A   PR_5_B

Refer to engineering drawing PR_2
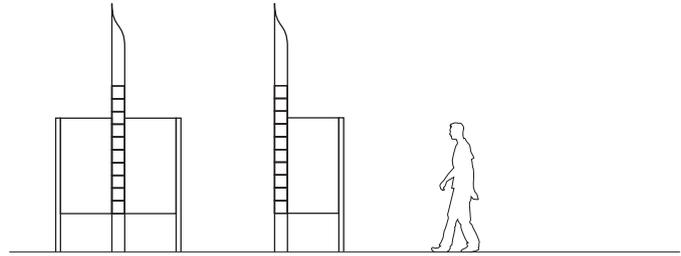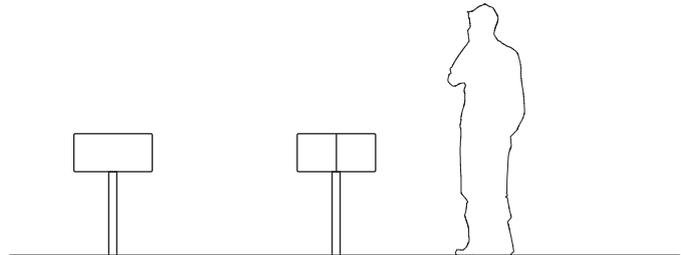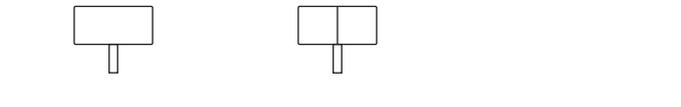
District (Level 2) signage is used for parks with intermediate budgets allocated for signage requirements.

Level 2 PR_2 signage is similar in feel to Level 1 PR_1 signage, and so is easily identified by an elongated spire (I-Beam) on which pictograms are displayed. It is constructed on a smaller scale than PR_1 and is suitable for lower profile entrances.

The remaining Level 2 signage types are used for interpretative signage purposes - both as free-standing or railing-mounted.
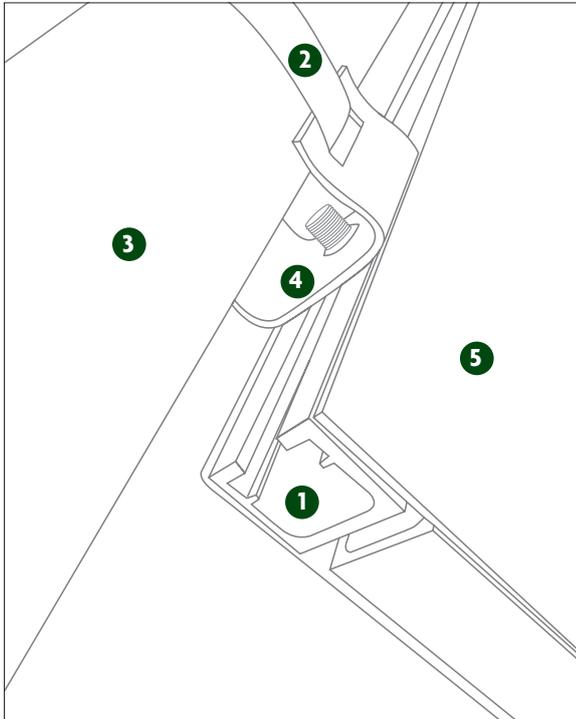
Level 3 detail showing post, bracket panel & frame configuration. Refer to engineering drawing PR_6.

1 Standard DMR Channel:

25mm
30mm
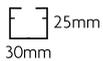
2 Buckle Strap BS192 10mm x 660mm

3 RHS 75mm post: 3 – 6mm wall

4 Banding Bracket UR251CH – 29mm (with M10 x 16mm s/s set screw)

5 Standard Aluminium Panel (both faces) attached with colour appropriate rivets
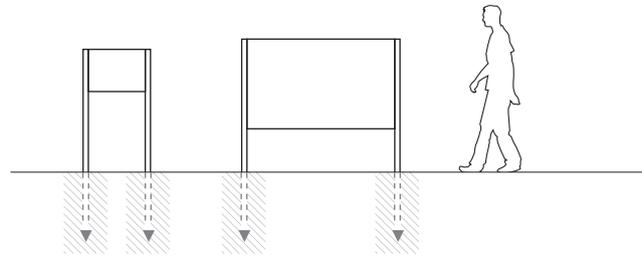
PR_6

PR_6 is a flexible and cost-effective signage system for Local parks. The above examples are indicative of some of the configurations. Proportions can be varied to suit specific applications, provided a series of guidelines are met. Please refer to Section 10 of the Signage Manual for more information.

Note on footings

Posts are inset into concrete footing. Please refer to standard council practice for footing details, ie. depth, concrete type, etc.

Local (Level 3) signage is the Ipswich City Council Parks budget signage option.

Level 3 signage uses a post, panel and clasp system for its construction, which minimises production costs & simplifies installation.

Level 3 is an all-purpose sign. The versatile nature of the construction system means that Level 3 signage can be deployed for a wide variety of signage applications.

Sign Types

Section Ten

Level 1
Drawing: PR_1_A

Level 2
Drawings: PR_2_A

Level 1
Drawing: PR_3

Level 3
Drawing: PR_6

Ipswich Canoe Trail

① ②

Ipswich Canoe trail
86km along the River

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③ ④

Cribb Park

City of Ipswich

⑤ ⑥

Flag Panel is used to highlight a key feature.

Flag_Panel_Template.eps

Information Panel details aspects of the key feature. Sign panel length is dictated by park title length. Refer to drawing PR_1_A for more information.

Info_Panel_Template.eps

Main Identification Panel is the primary identifying sign at the entrance of a park. The sign panel length is dictated by park title length. Refer to drawings PR_1_A, PR_3 and PR_6 for further construction details.

ID_Panel_Template.eps

---

① Margin

The flag panel template uses a margin of 60 mm. All text and pictograms must not infringe on this space.

② Typography

The flag panel text must be a minimum of 340 pt. with 340 pt. leading/line spacing with 360 pt. preferrable. All text must be left aligned.

The highlighted wording must always match the topological colour.

③ Margin

This panel template uses a margin of 60 mm. All text and pictograms must not infringe on this space.

④ Typography

The headline text must be left aligned and a minimum of 220 pt. with 220 pt. leading/line spacing.

The body text is preferred in two columns at a minimum of 80 pt. with 80 pt. leading/line spacing, however can be reduced to 50 pt. if necessary.

The highlighted wording must always match the topological colour.

⑤ Margin

The main panel template uses a margin of 100 mm. All text must not infringe on this space.

⑥ Typography

The headline text must be left aligned and a minimum of 650 pt. with 650 pt. leading/line spacing.

The first line must always be in white, with the second line in the topographical colour.

No more than two lines are permissable for a park title.

Level 1
Drawing: PR_3

Level 2

Level 3
Drawing: PR_6
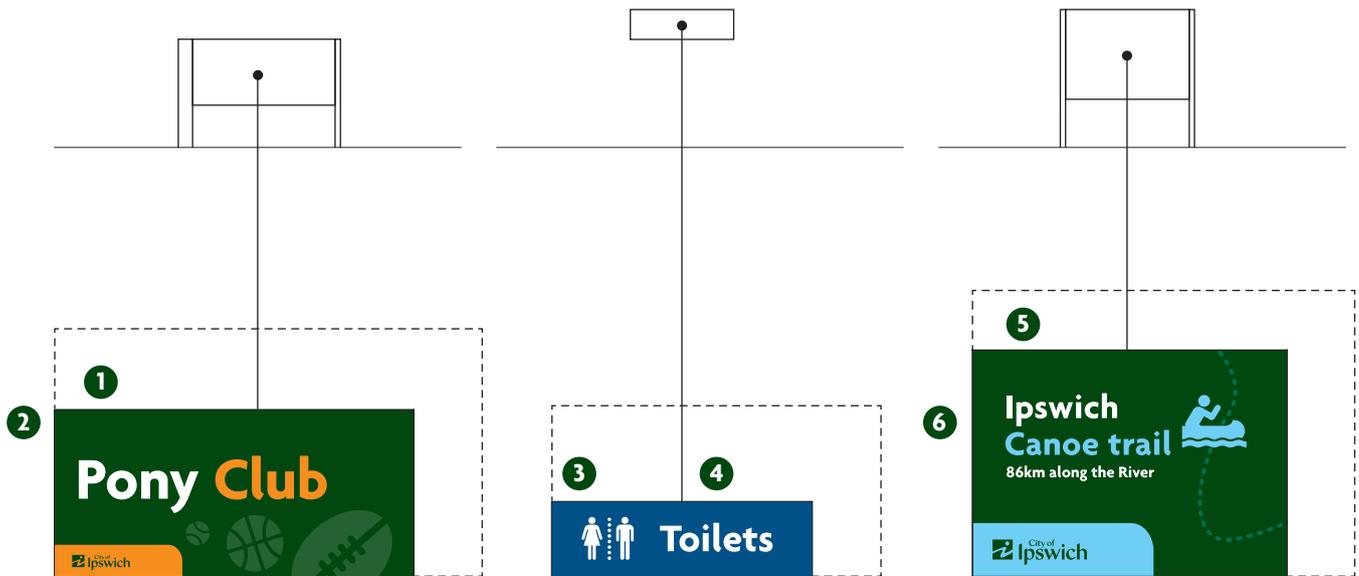
Level 1 Facility Identification Sign

is the primary identifying sign for facilities in a Level 1 park. Sign panel length is dictated by the facilitites title length. Refer to drawing PR_3 for more information.

L1_Facility_Template.eps

Wall-mounted Identification Sign

Sign panel length is dictated by the length of text in the title.

Wall_mount_Template.eps

Level 3 Facility Identification Sign

is the primary identifying sign for facilities in a Level 3 park. Sign panel length is dictated by the content length. Refer to drawing PR_6 for more information.

L3_Facility_Template.eps

---

1 Margin

The panel template uses a minimum margin of 60 mm. Text and pictograms must not infringe on this space.

2 Typography

Text is left aligned and a minimum of 440 pt. with 440 pt. leading.

Adjust text size to suit the sign location and viewing distance i.e. an oval with a large open area would require larger text than a bird aviary.

The last word always appears in the topological colour.

3 Margin

The panel template uses a minimum margin of 30 mm. Text and pictograms must not infringe on this space.

4 Typography

The headline text must be left aligned and a minimum of 260 pt. with 260 pt. leading.

5 Margin

The panel template uses a minimum margin of 60 mm. Text and pictograms must not infringe on this space.

6 Typography

Headline must be left aligned and a minimum of 260 pt. with 260 pt. leading/line spacing.

Subheadings must be a minimum of 120 pt. with 120 pt. leading.

The second line of the headline is in the topographical colour. If only one line of text is used, then the last word appears the topological colour.

Level 1
Drawing: PR_3

Level 3
Drawing: PR_6

Multi-directional Sign displays the direction of muliple facilities.

Multi_Template.eps

Multi-directional Sign displays the direction of muliple facilities.

Multi_Template.eps

---

1 Margin

60 mm margin. All text and pictograms must not infringe on this space.

2 Typography

Text must be a minimum of 340 pt. with 340 pt. leading. All text must be left aligned. All text must be white.

3 Arrow

The arrow is always white. The arrow is a minimum of 95 mm (w) x 170 mm (h).

4 Margin

60 mm margin. All text and pictograms must not infringe on this space.

5 Typography

Text must be a minimum of 340 pt. with 340 pt. leading. All text must be left aligned. All text must be white.

6 Arrow

The arrow is always white. The arrow is always outermost from the pole and measures 50 mm (w) x 90 mm (h).

7 Margin

The main panel template uses a margin of 60 mm. All graphics must not infringe on this space.

**8 Typography**

The headline text must be left aligned and a minimum of 260 pt. with distances a minimum of 130 pt. Text is to be in the topographical colour.

C. Directional Signs, continued 10.3

## Guidelines for assisting usage of the templates

Level 3

Level 3

Level 3

9 **8** **7**

Canoe access **50m**

Directional Sign displays distance information to a specific facility.

Direction_Template.eps

10 **11** **12**

Toilets

Wall Mounted Directional Sign idenitfies the direction of nearby facilities.

Wall_Mount_Direction_Template.eps

13
14
15

Single Blade Directional Sign displays the direction of facilities.

---

9 **Arrow**

The arrow is always white. The arrow is always outermost from the pole and measures 50 mm (w) x 90 mm (h).

10 **Margin**

The main panel template uses a margin of 30 mm. Text and pictograms must not infringe on this space.

11 **Typography**

The headline text must be left aligned and a minimum of 260 pt. with 260 pt. leading.

12 **Arrow**

The arrow is always white. The arrow is always outermost from the pole and measures 50 mm (w) x 90 mm (h).

13 **Arrow**

The arrow is always white. The arrow is always at the top of the sign.

14 **Margin**

There must always be 50mm of space between the arrow and its related pictograms.

15 **Pictograms**

The pictograms are always placed 50mm below the arrow. However, there should be no space between the pcitograms.

Level 1
Drawing: PR_1_A

Level 1
Drawing: PR_3

Level 3
Drawing: PR_6

Information Panel details aspects of the key feature on Level 1 Identification signage.

Info_Panel_Template.eps
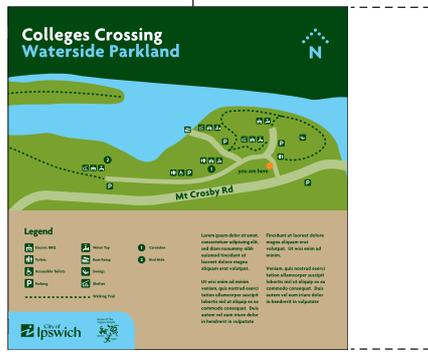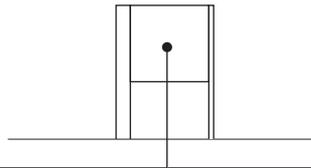
Major Interpretative Sign details aspects of the key feature. Panel sizes are scalable to accommodate more information.

Major_Interp_Template.eps
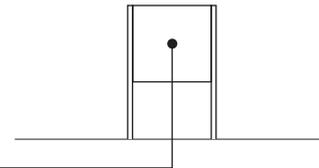
---

❶ Margin

This panel template uses a margin of 60 mm. All text and pictograms must not infringe on this space.

❷ Typography

The headline text must be left aligned and a minimum of 220 pt. with 220 pt. leading/line spacing.

The body text is preferred in two columns at a minimum of 80 pt. with 80 pt. leading/line spacing, however can be reduced to 50 pt. if necessary.

The highlighted wording must always match the topological colour.

❸ Margin

This panel template uses a margin of 60 mm. All text and pictograms must not infringe on this space.

❹ Typography

The title is 240 pt. Agenda Bold, and the second line must always be in the topological colour. The first line must always be in white, with the second line in the topographical colour. No more than two lines are permissable for a park title. All text is left-aligned.

"Legend" is 120 pt. Agenda Bold.

Body text is minimum 70 pt. Agenda Bold, with 85 pt. leading.

Small text is minimum 50 pt. Agenda Bold.

① Peaceful Park

This trail is provided for the riders to enjoy the conservation estate and picnic facilities of Hardings Paddock Picnic Area. You can assist management of this area for horse riding by observing a few simple rules.

> Commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate
> Commodo consequat. Duis autem vel eum iriure dolor in
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In case of emergency please call 000
After hours duty parks manager 0400 702 582

WARNING amsetlon may be found vel eum iriure dolor in hendrerit vel eum iriure dolor in hendrerit in

Shelter Information Panels

details aspects of the key feature on Level 1 Identification signage.

Shelter_Info_A_Template.eps

Fire Management

Notice Board

Environmental Weeds
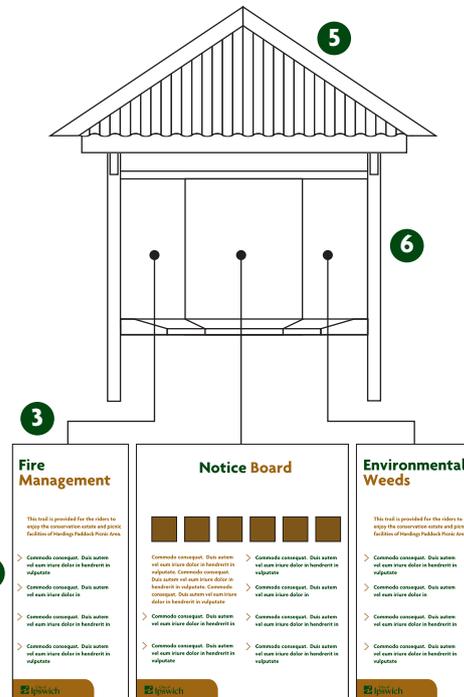
Shelter_Info_B_Template.eps

Shelter_Info_C_Template.eps

---

① Margin

This panel template uses a margin of 80 mm. All text must not infringe on this space.

② Typography

The headline text must be left aligned Agenda Bold and a minimum of 325 pt. with 325 pt. leading/line spacing.

The bullet point text is preferred in two columns at 75 pt. with 105 pt. leading/line spacing, however can be reduced to 50 pt. if necessary.

The warning text is also set in a 75pt, in Agenda Medium.

The body text on the map is 40pt in Agenda Bold, with 50pt leading/line spacing.

③ Margin

This panel template uses a margin of 35 mm. All text and pictograms must not infringe on this space.

④ Typography

The headline text must be left aligned Agenda Bold and a minimum of 220 pt. with 220 pt. leading/line spacing.

The bullet point text is preferred in two columns at 75 pt. with 105 pt. leading/line spacing, however can be reduced to 50 pt. if necessary.

⑤ Colour - roof

This roof of both shelters is Dulux Powder Coating 33709 Classic Hawthorn Green. Refer to Section 4.1 for more information.

⑥ Colour - posts

This posts for both vcvs is Dulux Powder Coating 84221 Pale Eucalypt. Refer to Section 4.1 for more information.

Levels 1 & 2
Drawing: PR_4_A

Levels 1 & 2
Drawing: PR_4_B
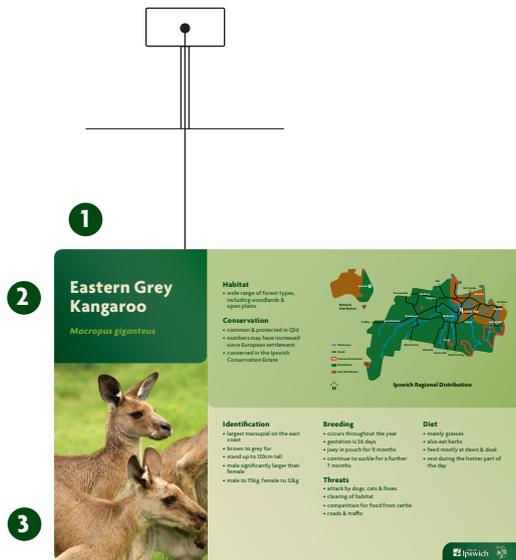
Lectern Interpretative Sign
has detailed information about park features and monuments.

Animal_Interp_Template.indd
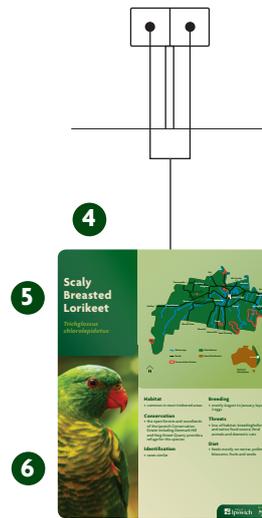
Bird_Interp_Template.indd

---

❶ Margin

The margin is 20 mm. All maps and text must not infringe on this space.

❷ Typography

The title is 62 pt. Agenda Bold, with 62 pt. leading

The scientific title is 32 pt. Agenda Bold Italic.

The subheading is 26 pt. Agenda Bold.

The body text is 20 pt. Agenda Medium with 23pt. leading.

All text is left-aligned.

❸ Photography and Map

Only one colour photograph, one regional and one national map per sign is to be used.

❹ Margin

The margin is 8 mm. All maps and text must not infringe on this space.

❺ Typography

The title is 41 pt. Agenda Bold, with 41 pt. leading

The scientific title is 21 pt. Agenda Bold Italic.

The subheading is 17 pt. Agenda Bold.

The body text is 13.5 pt. Agenda Medium with 15 pt. leading.

All text is left-aligned.

❻ Photography and Map

Only one colour photograph, one regional and one national map per sign is to be used.

Level 3

Drawing: PR_6
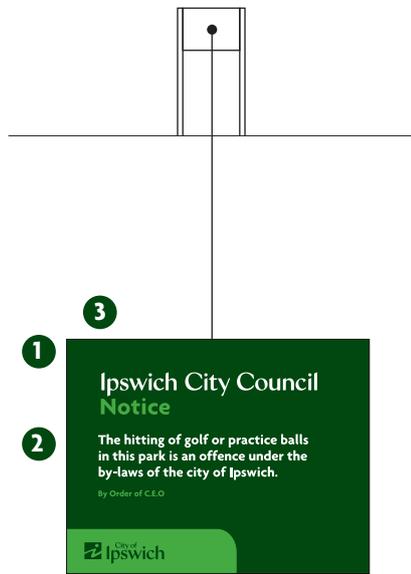
Level 3

Notice notifies park visitors of any restrictions which are applicable in the park. Panel sizes are scalable to accomodate more information.

L3_Notice_Template.eps
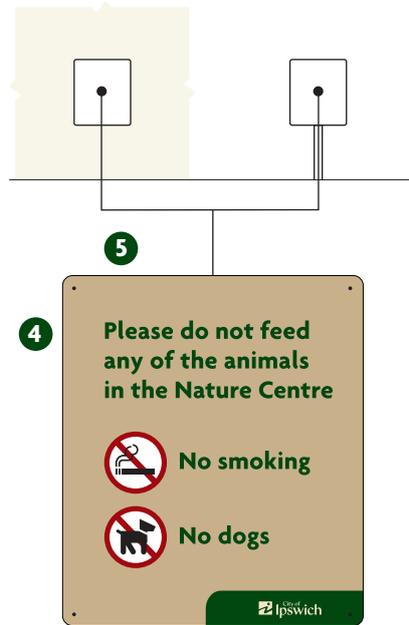
Prohibitive notifies park visitors of any activities which are prohibited in the park. Panel sizes are scalable to accomodate more information.

L3_Prohibitive_Template.eps

1 Margin

This panel template uses a margin of 60 mm. All text and pictograms must not infringe on this space.

2 Typography

The headline text must be a minimum of 180 pt. with 180 pt. leading. Body text must be a minumum of 100 pt, and small text must be a minimum of 65pt.

All text must be left aligned.

3 ICC Logotype

Wherever the words "Ipswich City Council" are used in a signage headline, the official logotype must be used. Ensure that the scale of the logotype is consistent with the scale of the headline type. The logo type must always appear in white in a headline application. The logotype must be left-aligned with the text.

4 Margin

This panel template uses a margin of 80 mm. All text and pictograms must not infringe on this space.

5 Typography

Text must be a minimum of 140 pt. with 155 pt. leading.

All text must be left aligned.

Note: *Wall mounted signs can feature rounded corners on their panels.*

Ipswich City Council Parks

City of
Ipswich