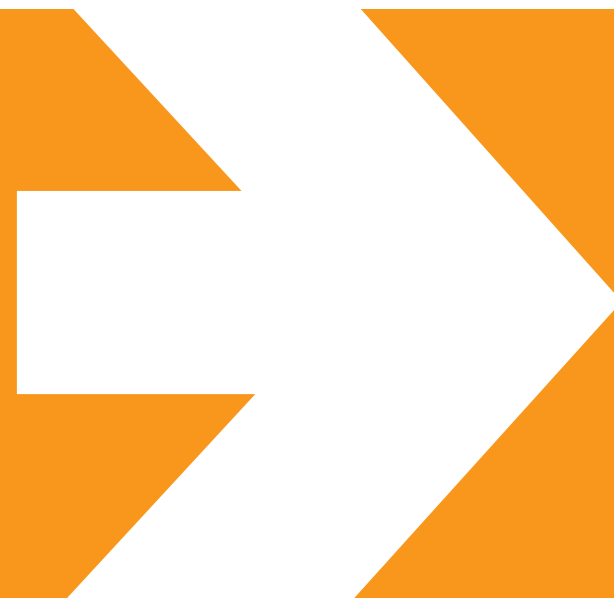




Signage Style Guide



August 2022 - Final

INTRODUCTION

A GUIDE TO USING THIS MANUAL

The purpose of the Wattle Range Council Signage Style Guide is to provide specific guidance to both staff and external suppliers (such as graphic designers and signage fabricators) on the use of the Wattle Range Council Signage Suite. 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 Wattle Range Council Signage.

1. THE VISUAL SYSTEM

1.1 COLOUR PALETTE

WATTLE RANGE SECONDARY COLOURS

MILLICENT

C85 M33 Y99 K23

PENOLA

C46 M97 Y46 K35

BEACHPORT

C86 M40 Y54 K18

OTHERS

C96 M76 Y33 K19

WAYFINDING PANEL COLOURS

W1

C100 M85 Y45 K55

N2

C0 M32 Y100 K0
Pantone 130 C

SIMULATED TIMBER (PRINTED VINYL)

C1

Spotted Gum

1.2 TYPOGRAPHY

Typography is a subtle, yet powerful, part of the WRC Signage Suite. Just like the logo and colours, typography serves as a visual cue that identifies the brand.

Commitment to these two typefaces will help create a consistent brand look & feel.

HEADINGS & TITLES

Gotham Narrow Black is a robust and elegant sans serif font which ensures a high degree of legibility across various applications. It is the primary font for WRC Signage.

SUB HEADINGS

Gotham Narrow Medium is to 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.

USING TYPOGRAPHY

When applying a consistent hierarchy with typography the readability of your communication becomes clear and significant. In general, it remains a balance

Heading 1
Gotham Narrow Black

→ **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Heading 1
Gotham Narrow Bold

→ **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Sub-Heading
Gotham Narrow Medium

→ **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Body Copy
Gotham Narrow Book

→ **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Body Copy
Gotham Narrow Book Italic

→ *ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

2. THE SIGNAGE SYSTEM

2.2 WRC PEDESTRIAN WAYFINDING GRAPHIC

WRC Corten Steel graphic panel

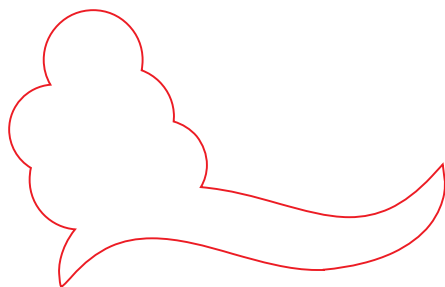
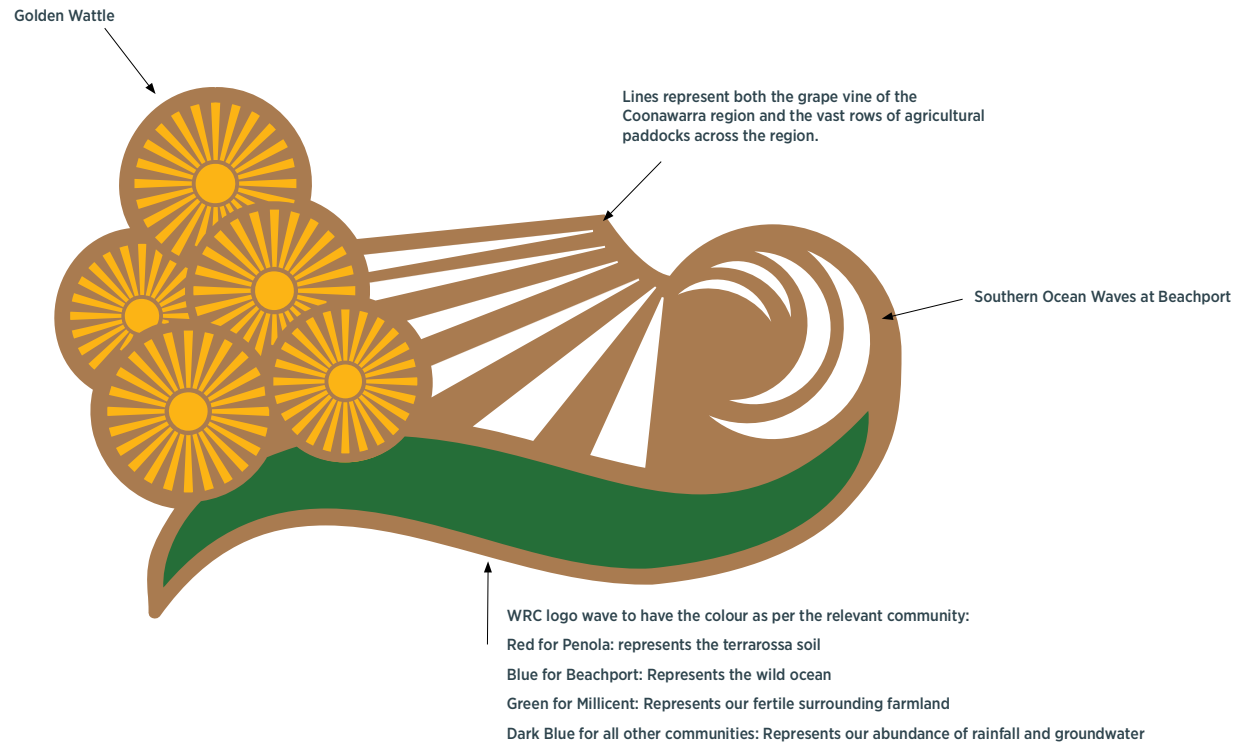
This laser cut composite graphic is applied to type A, B & C pedestrian wayfinding signs.

Sizes

1. **Type A** = 700mm x 450mm
2. **Type B** = 600mm x 380mm
3. **Type C** = 500mm x 320mm

As the signage suite is double sided the graphic panel is simply flipped to suit its corresponding side.

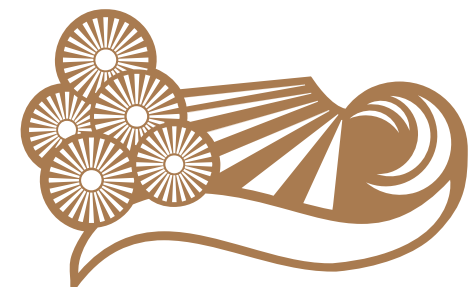
All artwork for the components that make up this graphic panel have been supplied to the client in both ai. and eps formats.



WRC Wave - Millicent Green
 Wave colour will be dependent on which community it is used in (Refer page 9 of this style guide)
 2nd layer



WRC Blossoms Pantone 130
 3rd layer

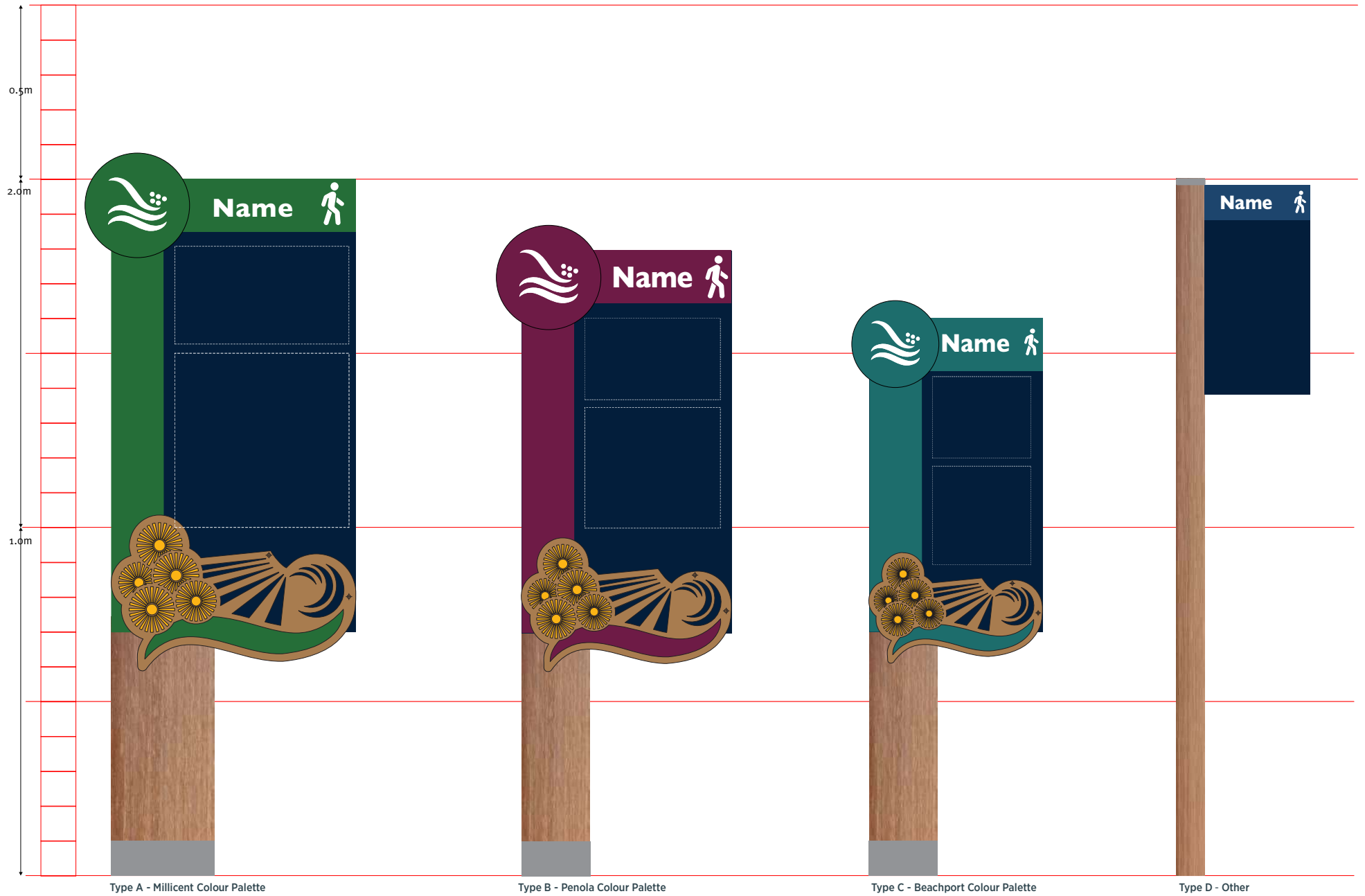


WRC Laser cut corten steel panel
 2nd layer

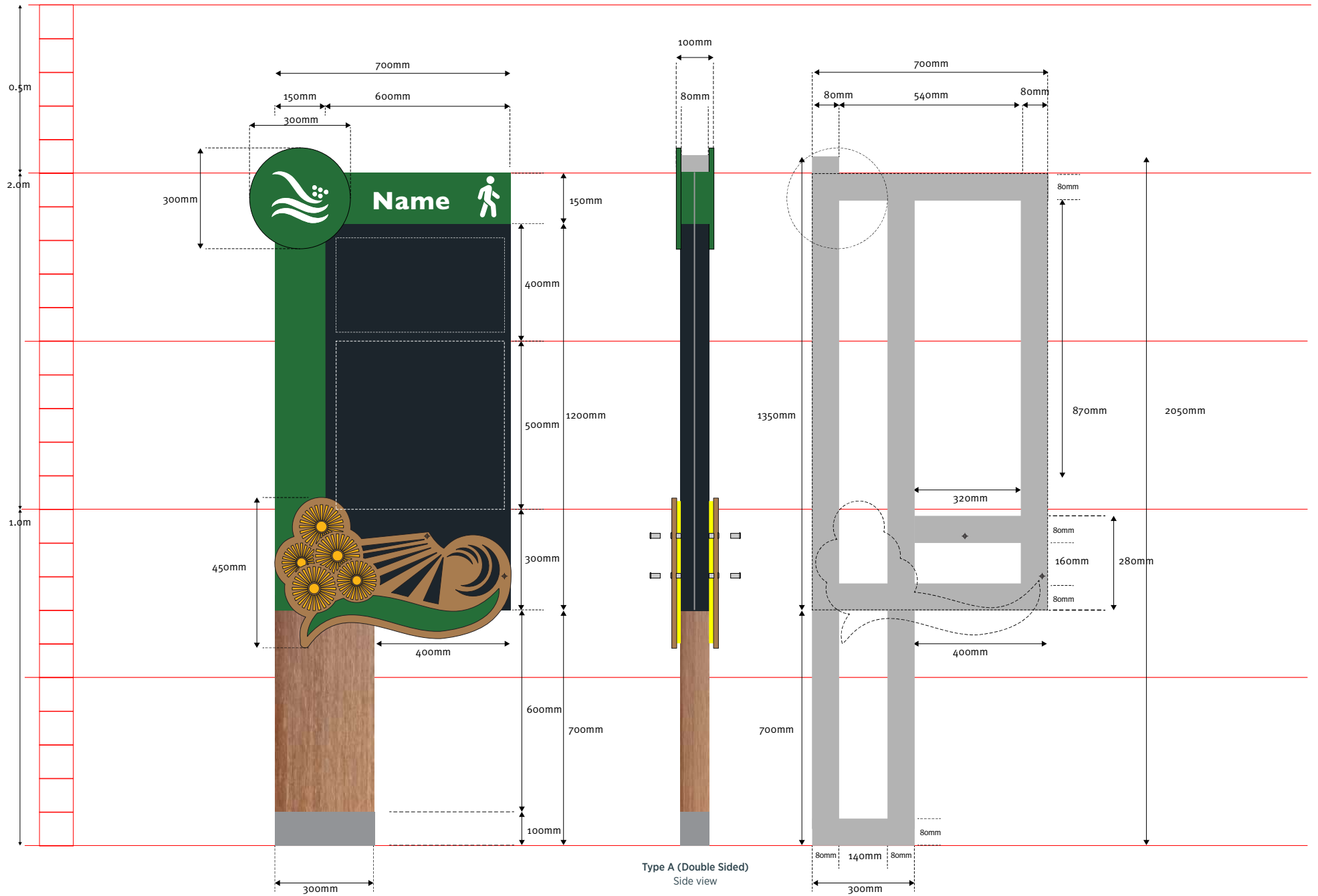
2.1 PEDESTRIAN SIGNAGE SYSTEM OVERVIEW



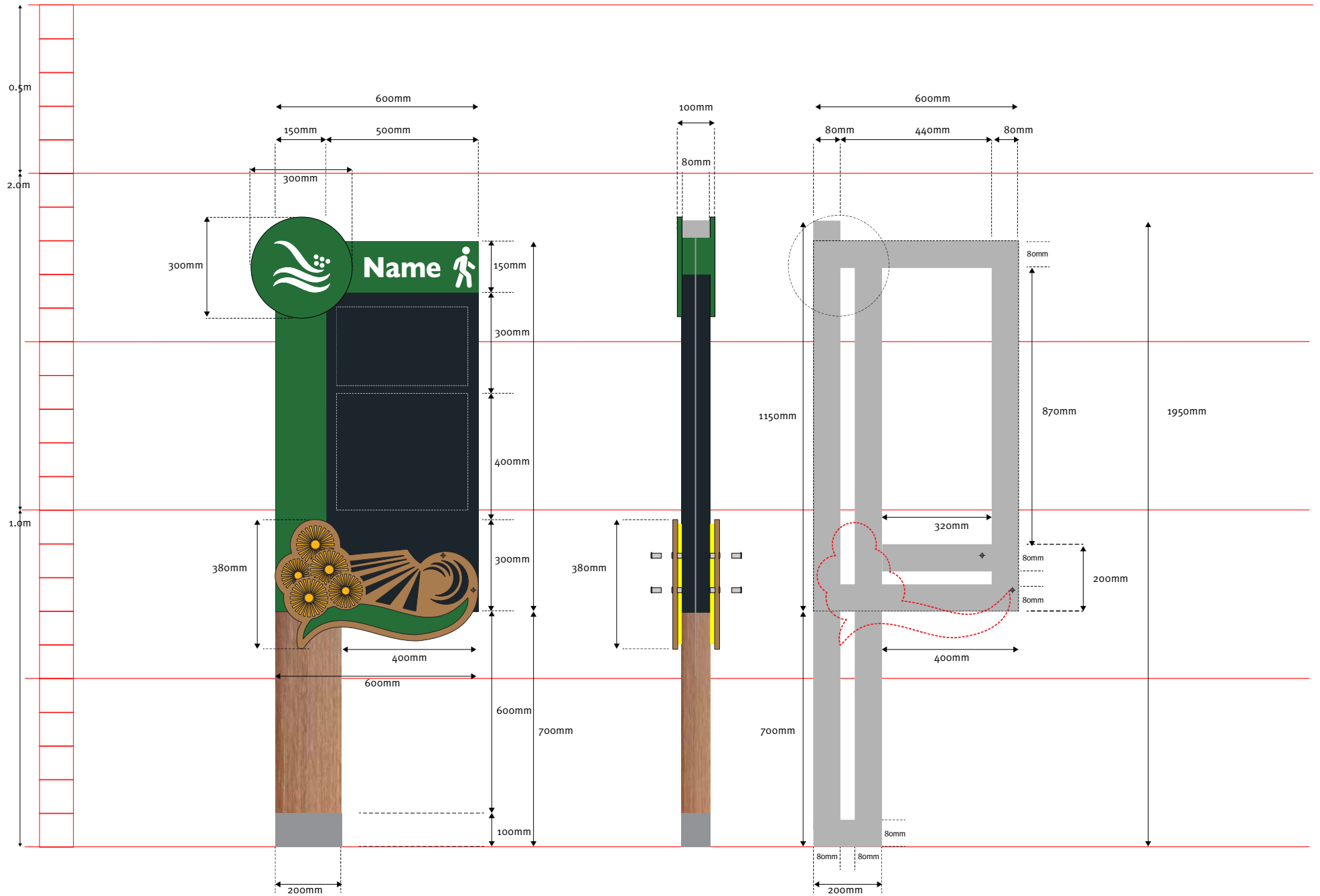
2.1 PEDESTRIAN SIGNAGE SYSTEM OVERVIEW - TOWN COLOUR PALETTE



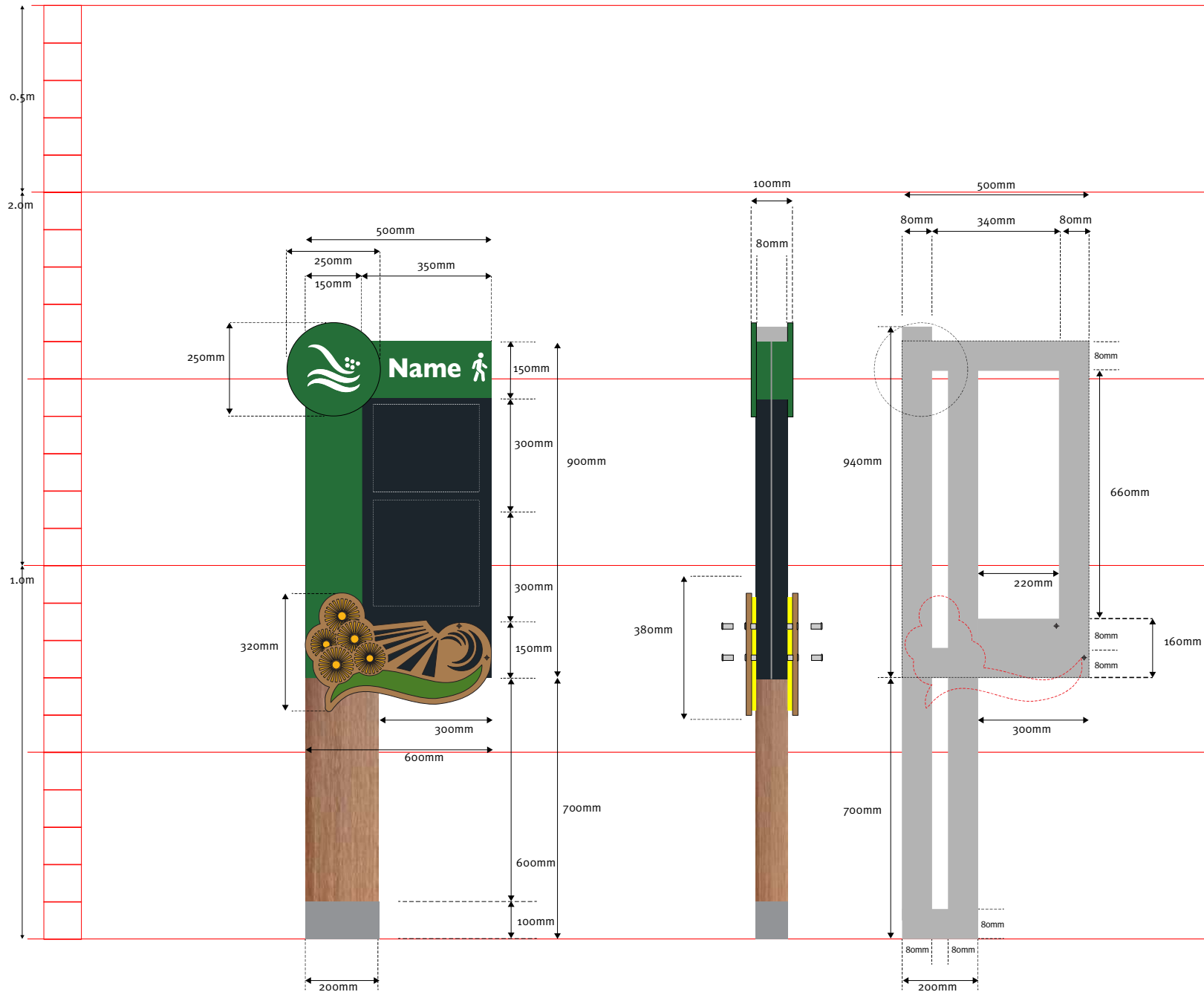
2.1 PEDESTRIAN TYPE A



2.1 PEDESTRIAN TYPE B



2.1 PEDESTRIAN TYPE C



Type D Pedestrian Wayfinding

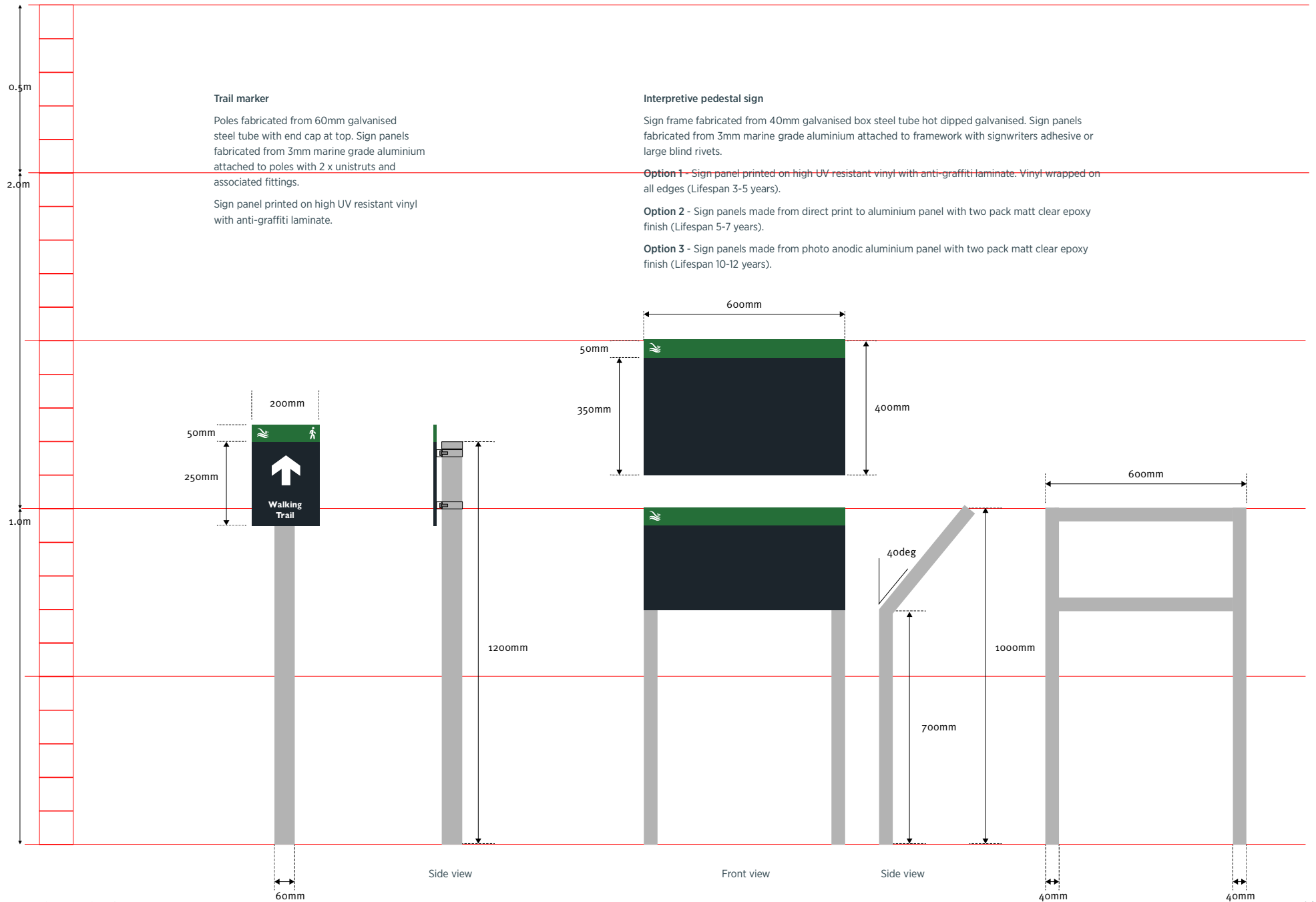
Poles fabricated from 80mm galvanised steel tube with end cap at top. Sign panel bracket welded to side of galvanised steel pipe 20mm from top of pole. Complete unit hot galvanised. Finished pipework wrapped with printed high UV resistant vinyl.

2 x sign panels fabricated from 3mm marine grade aluminium attached to framework with signwriters adhesive.

The diagram shows two views of the sign assembly:

- Front View (Left):** Shows a vertical wooden-textured pole (80mm diameter) with a sign panel. The sign panel has a green header section labeled "Name" with a white pedestrian icon, and a larger black rectangular area below it. Dimensions include a total height of 1380mm, a sign panel height of 600mm, a sign panel width of 300mm, and a 20mm gap between the sign panel and the top of the pole. A red grid background is shown on the left with horizontal dimensions of 0.5m and 1.0m.
- Side View (Right):** Shows the profile of the sign assembly. It includes a grey rectangular frame around the sign panel. Dimensions include a total height of 1380mm, a sign panel height of 620mm, a sign panel width of 300mm, a frame width of 380mm, and a frame depth of 80mm. The pole diameter is also indicated as 80mm.

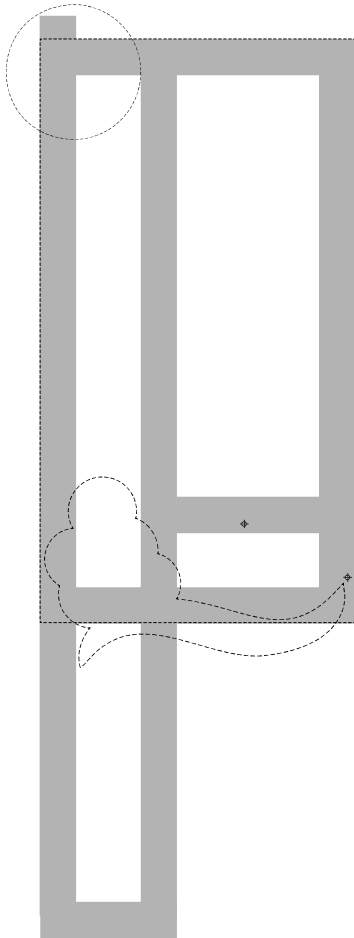
2.1 TRAIL MARKER & INTERPRETIVE



2.1 PEDESTRIAN SIGNAGE FABRICATION STAGES

Stage 1

Signage frame fabricated from 80mm welded box tube hot dipped and pre-drilled



Stage 2

Framework clad in 3 mm ACM affixed with printed high UV resistant vinyl and anti-graffiti laminate. Panels folded on all edges and double sided.



Stage 3

Router cut 20mm Forex backing panel affixed in place.



Stage 4

Cast vinyl facing affixed to the Forex backing panel affixed in place.

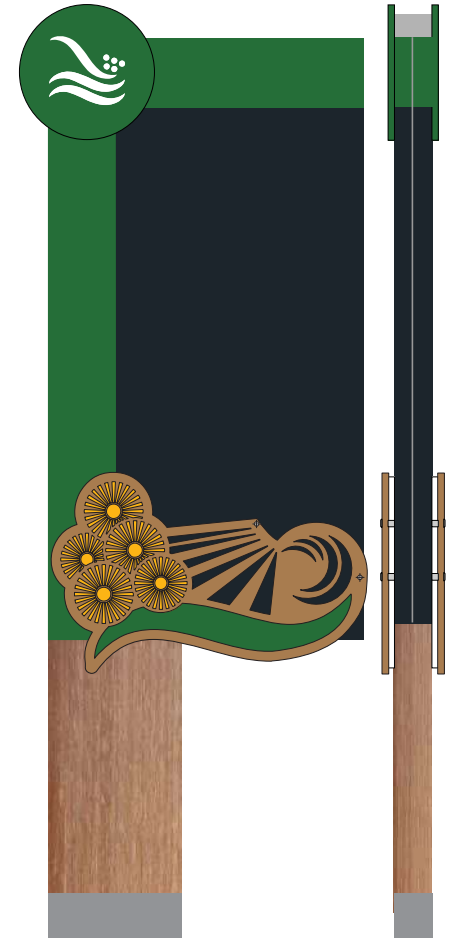


Stage 5

Affix laser cut corten steel to Forex backing panel (left hand side), right hand side screwed into pre-drilled holes with stainless steel tamper proof bolts with 20mm stainless steel spacers between sign panel and corten steel.

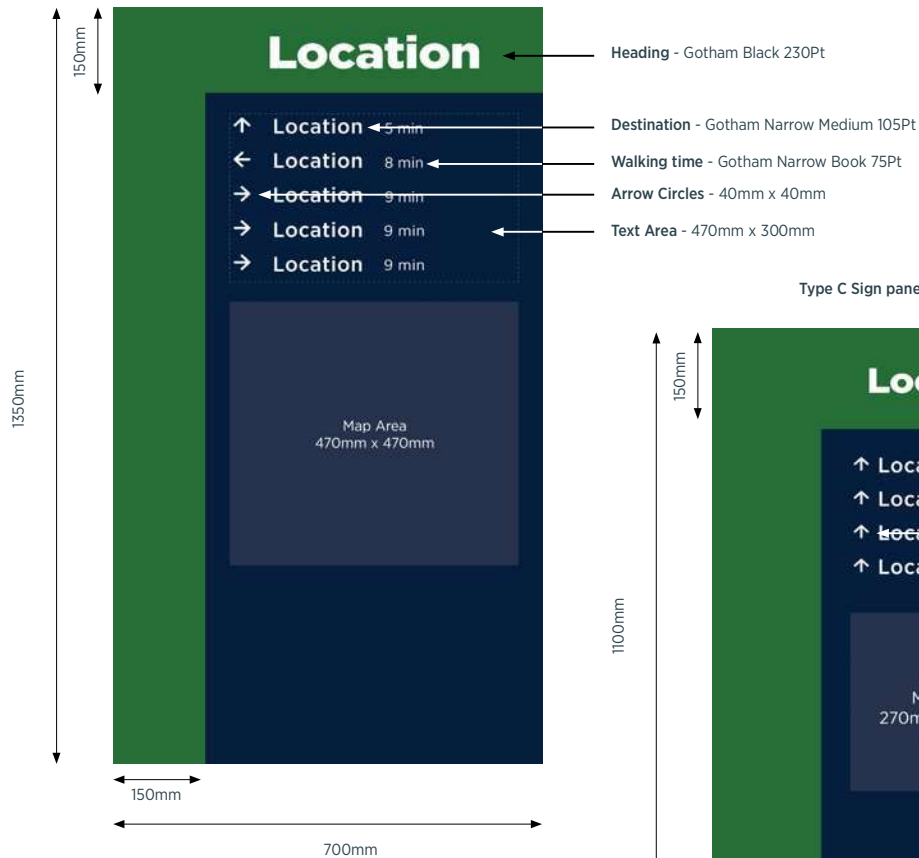
WRC logo disk made from router cut 20mm Forex board painted in two pack epoxy affixed to top left corner.

Stainless Steel toe strip affixed to bottom of pedestal.



2.3 WRC PEDESTRIAN WAYFINDING TYPE SIZE

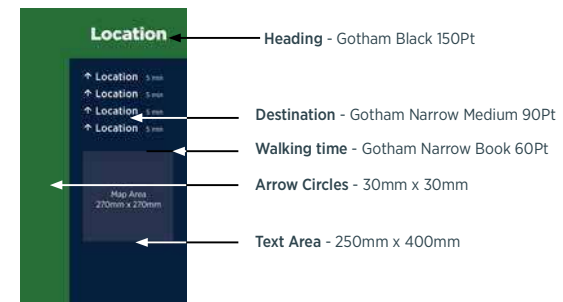
Type A & B Sign panel text size



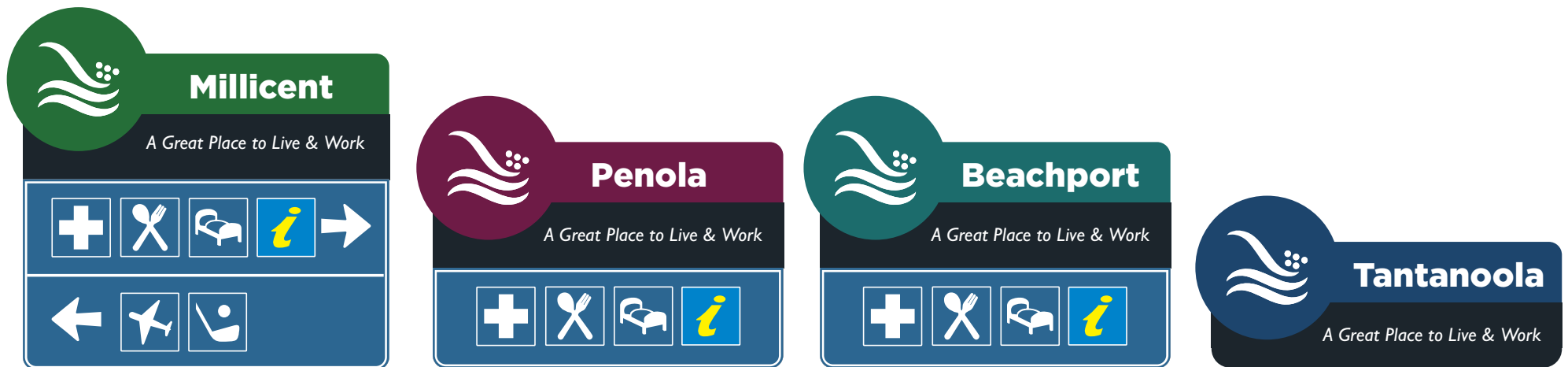
Type C Sign panel text size



Type D Sign panel text size



2.4 WRC ADVANCE WARNING SERVICES

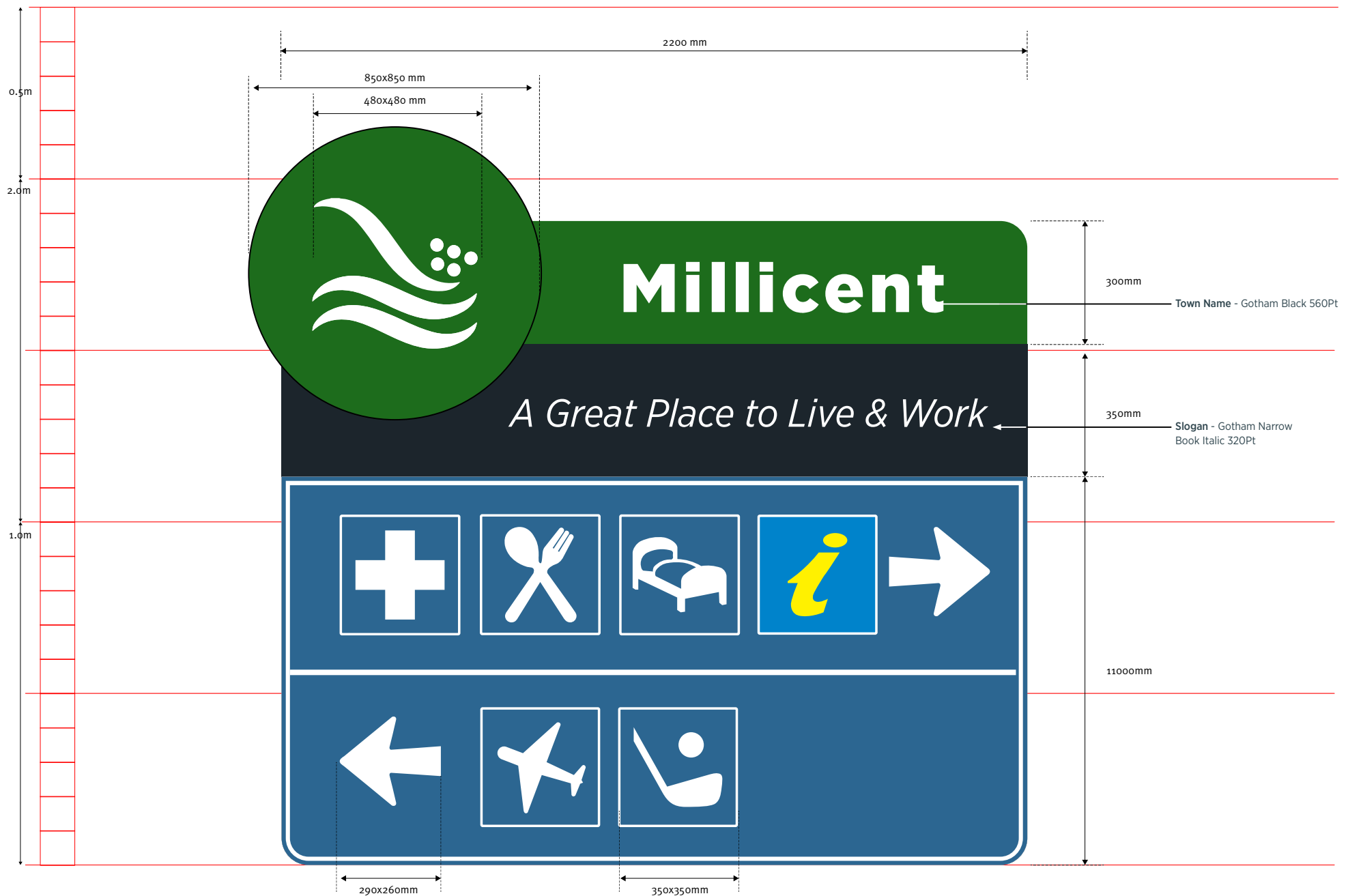


Blue advance warning services signs

Blue advance warning services signs are generally positioned 2 kilometres from the towns boundary. These signs usually display up to 4 services available in that town.

WRC advance warning services signs will display a header panel with the WRC logo and the town name on a coloured panel background. Each of the three major towns have their own designated colour with the smaller villages represented with a generic colour (as per Tantanoola example).

2.4 WRC ADVANCE WARNING SERVICES



2.4 WRC HEADER PANELS

