

Interpretive Signage Style Guide

July 2021



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Introduction

Welcome to the Wyndham City Environmental Interpretive Signage Design Style Guide.

This style guide has been developed to ensure consistency and cohesion across all environmental interpretive signage implemented throughout Wyndham City.

The aim of this style guide is to create a signage system for environmental storytelling that becomes an integral, yet sympathetic element within its environment. Effective and consistent signage design will create confidence for all users to understand and care for their local environment.

This style guide is divided into two areas:

1. Design elements

This section details all graphic elements used in the Wyndham City environmental interpretive signage.

2. Technical Specifications

This section includes the technical specifications for the signage. Size, materials and maintenance issues are outlined.

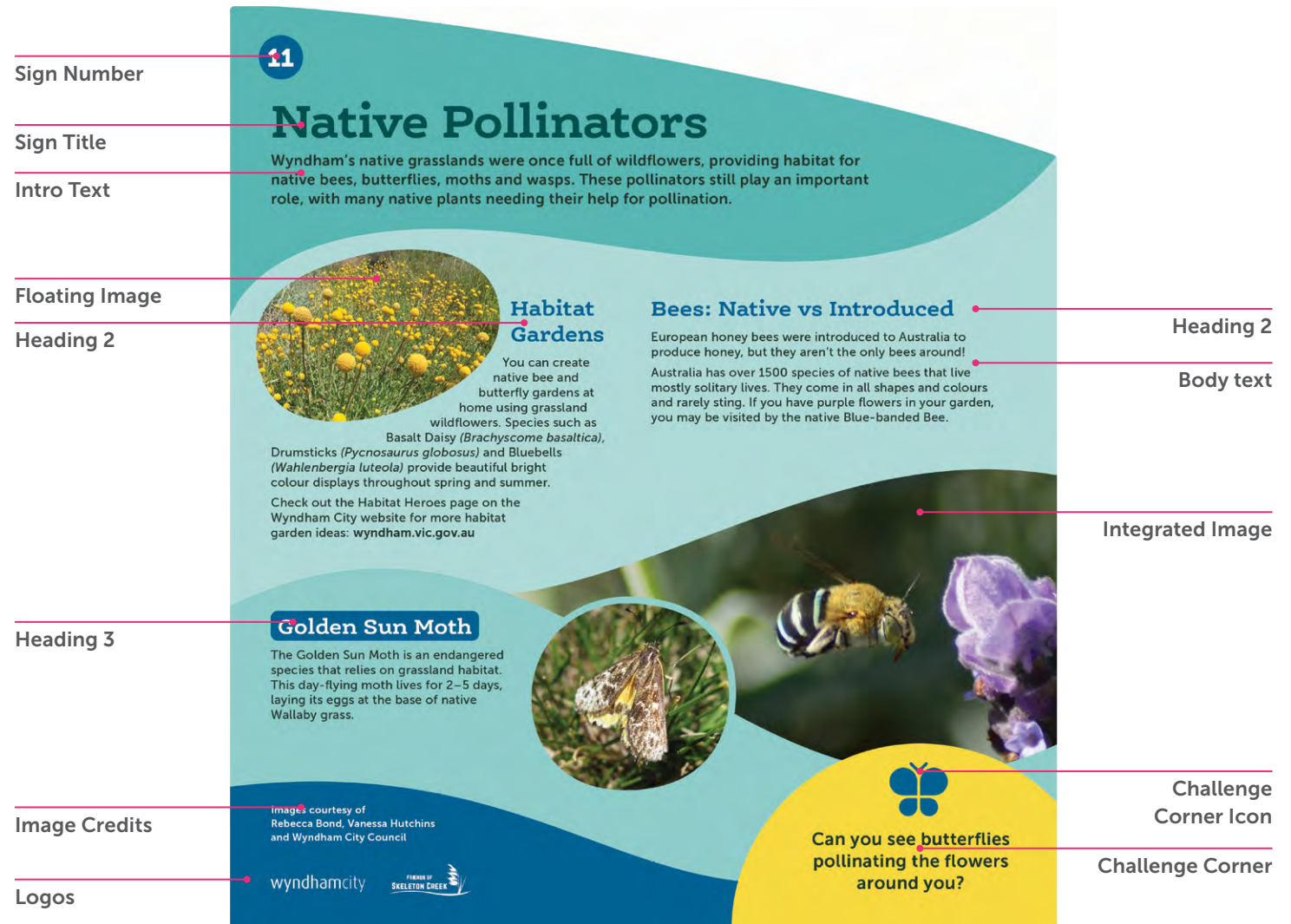
By referencing each of these elements, appropriate signage can be developed as required.

This style guide and the examples shown within have been designed as a model. When followed correctly, a consistent and successful style will be maintained – a style which provides a distinct visual identity for all Wyndham City interpretive signage.

Design Elements



Graphic Panel Components



Colour

Colours help us to tell our stories. Three strong and simple colour schemes has been developed: Wetlands, Grasslands, and General

The colours in each scheme have been chosen to work together harmoniously, and relate to the sign's environs.








These colours should be used as a guide for tone and approach, but colour schemes should be created on a project-by-project basis that reflect their location and context.

A combination of bold and neutral colours will assist in displaying information in an effective and clear manner. All colours should be chosen to sit comfortably within the natural environment, while also allowing for legibility and contrast.

For consistency of colour, please ensure that colours are matched using the Pantone Colour Matching Guide whenever artwork is reproduced.








Do not use the following pages for colour matching. Professional proofing and testing is recommended to ensure accurate colour reproduction.

Wetlands Colour Scheme

| | | Pantone® | C | M | Y | K |
|---|--------------|--------------|-----|----|----|----|
| HERO | | | | | | |
|  | Blue | 3015C | 100 | 58 | 21 | 4 |
| NEUTRAL BASE | | | | | | |
|  | Aqua | 7472C (100%) | 64 | 7 | 34 | 0 |
|  | Aqua – mid | 7472C (70%) | 51 | 6 | 27 | 0 |
|  | Aqua – light | 7472C (50%) | 36 | 5 | 20 | 0 |
| HIGHLIGHT | | | | | | |
|  | Yellow | 7404C | 5 | 10 | 87 | 0 |
| TEXT | | | | | | |
|  | Title | 330C | 96 | 45 | 64 | 37 |
|  | Body | 5605C | 79 | 54 | 72 | 61 |



Grasslands Colour Scheme

| | | Pantone® | C | M | Y | K |
|---|--------------|--------------|----|----|----|----|
| HERO | | | | | | |
|  | Green | 7743C | 75 | 37 | 89 | 27 |
| NEUTRAL BASE | | | | | | |
|  | Sage | 7492C (100%) | 27 | 10 | 62 | 0 |
|  | Sage – mid | 7492C (70%) | 13 | 3 | 29 | 0 |
|  | Sage – light | 7492C (50%) | 6 | 2 | 14 | 0 |
| HIGHLIGHT | | | | | | |
|  | Yellow | 122C | 0 | 17 | 85 | 0 |
| TEXT | | | | | | |
|  | Title | 188C | 33 | 92 | 73 | 38 |
|  | Body | 439C | 60 | 66 | 62 | 54 |



General Colour Scheme

| | | Pantone® | C | M | Y | K |
|---|--------------------|--------------|-----|----|----|----|
| HERO | | | | | | |
|  | Blue | 654C | 100 | 85 | 30 | 16 |
| NEUTRAL BASE | | | | | | |
|  | Grey | 5517C (100%) | 32 | 17 | 24 | 0 |
|  | Grey – mid | 5517C (70%) | 25 | 13 | 19 | 0 |
|  | Grey – light | 5517C (50%) | 16 | 8 | 12 | 0 |
| HIGHLIGHT | | | | | | |
|  | Yellow | 120C | 2 | 12 | 73 | 0 |
| TEXT | | | | | | |
|  | Title and Headings | 654C | 100 | 85 | 30 | 16 |
|  | Body | 433C | 80 | 69 | 58 | 67 |



Typography

Typography is a powerful tool in the creation of a consistent message. The style of type we use ensures that our stories are told with clarity and legibility. The type style sets the visual tone for our interpretive signage: friendly, welcoming and curious.

Two fonts are used throughout the interpretive signage, one for headings and one for body copy.

Headings: Ernestine Pro Bold

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Subheadings: Museo Sans 700

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Body: Museo Sans 500

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Type Hierarchy

A hierarchy of information has been developed to create consistency and functionality across all signs.

Title Ernstine Pro Bold 70/80pt

Saltmarsh Habitats

Introduction Museo Sans 700 22/28pt

The lower reach of Skeleton Creek is home to some amazing saltmarsh plants that display a wonderful array of colours throughout the year.

Heading 1 Ernstine Pro Bold 48/58pt

Winter Visitors

Heading 2 Ernstine Pro Bold 32/38pt

Why So Special?


Heading 3 Ernstine Pro Bold 32/21pt | Shading: 3.5mm Offset, 3.5mm Rounded Corner

Snakes

Body Text Museo Sans 500 18/22pt

Wyndham's saltmarshes provide important habitat for many migratory birds, some of which fly from Africa and Siberia to spend time around Port Phillip Bay each year.

Image Caption Museo Sans 700 20/17pt | Drop Shadow



Orange-bellied Parrot

Background Graphic elements

This is an indicative background graphics arrangement. Graphics are used to break up information into bite-sized pieces. Preference should be given to organic shapes that reflect the landscape.

Sign Number

When part of a series, the sign number is always in the top left corner of the panel.

Wave Pattern

The sign is divided into (up to three) wave-shaped sections. The number, curvature and relative size of each section is adjusted to flow around the content.

Below is an example structure:

- Intro Section
- Content Section A
- Content Section B

Footer

The footer must be included. It can be used with or without a Challenge Corner.

Sign Number

Intro Section

Content Section A

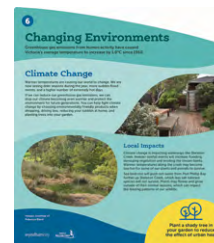
Content Section B

Footer

Challenge Corner

GRAPHIC VARIATIONS

Several graphic panel variations are demonstrated, representing a flexible approach to layout driven by content and storytelling priorities.



Images

All images are cropped in organic forms: no straight edges

Images can 'float' in enclosed shapes, wrapping around text, or they can be integrated with the background waves.

Captions

If used, image captions follow the outline of their respective image. They should be inset over the image (in white with a faint drop shadow). If the image is too small then the caption can sit around the image (in Blue, no drop shadow).

FLOATING



Image Clear Space
Leave a 6mm space
around the image
and nearby body text

INTEGRATED



Text Grid

As the graphic elements are organic and free-form, it is important that text follows a consistent grid.

It is suggested that text content aligns to the following grid:

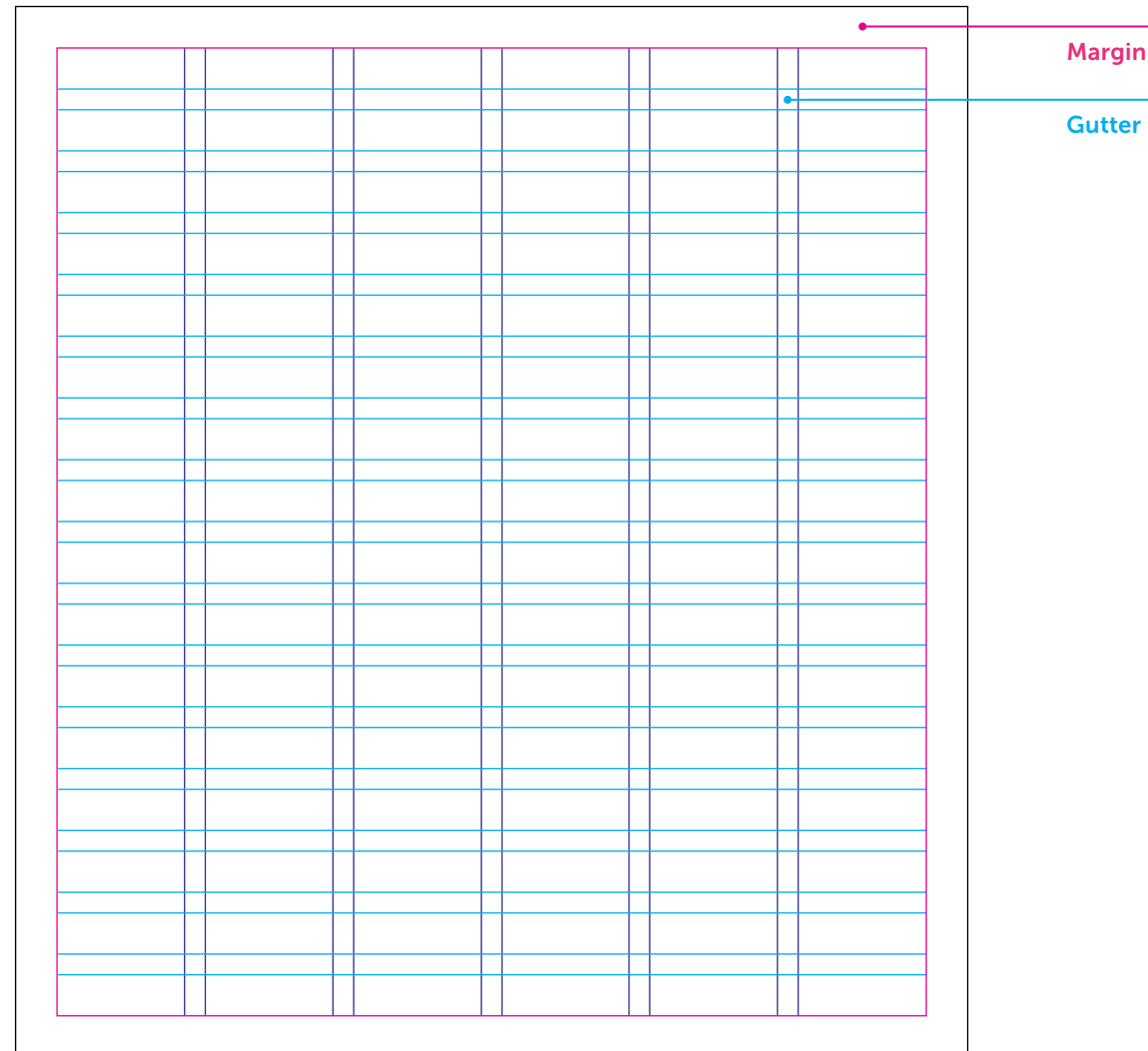
Margin: 22mm

Gutter: 8mm

Columns: 6

Rows: 16

Image and graphic content is free to break the grid.



Sign Number and Footer

When required, numbers and footers can be set as following.

Sign Numbers

If used, sign numbers should be placed in the top-right corner of the sign, enclosed in a circle.

Logos

The Wyndham City Council logo is always placed in the bottom left corner of the footer. Partner logos must be placed to the right of the Wyndham logo at a similar scale.

Challenge Corner

If used it is always placed in the bottom-right and must include an icon (see next page).

SIGN NUMBER



FOOTER WITH CHALLENGE CORNER

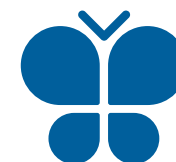
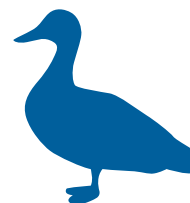
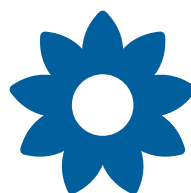
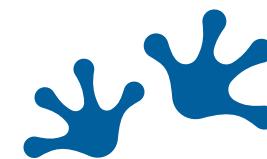


FOOTER SOLO



Indicative Icon Style

When icons are used they should be kept simple and obvious. However a sense of playfulness and personality must be maintained.



Technical Specifications



Sign Type A – Lectern

550mm (w) x 1240mm (h)

SPECIFICATION

Sign is made from two separate elements – a Corten upright lectern; and an aluminium graphic panel.

If information changes, the graphic panel can be replaced rather than the entire sign – reducing ongoing costs.

A backing panel sits between the Corten and graphic panel, lifting it away from the lectern to prevent Corten patina staining the graphic.

CONSTRUCTION

CORTEN LECTERN

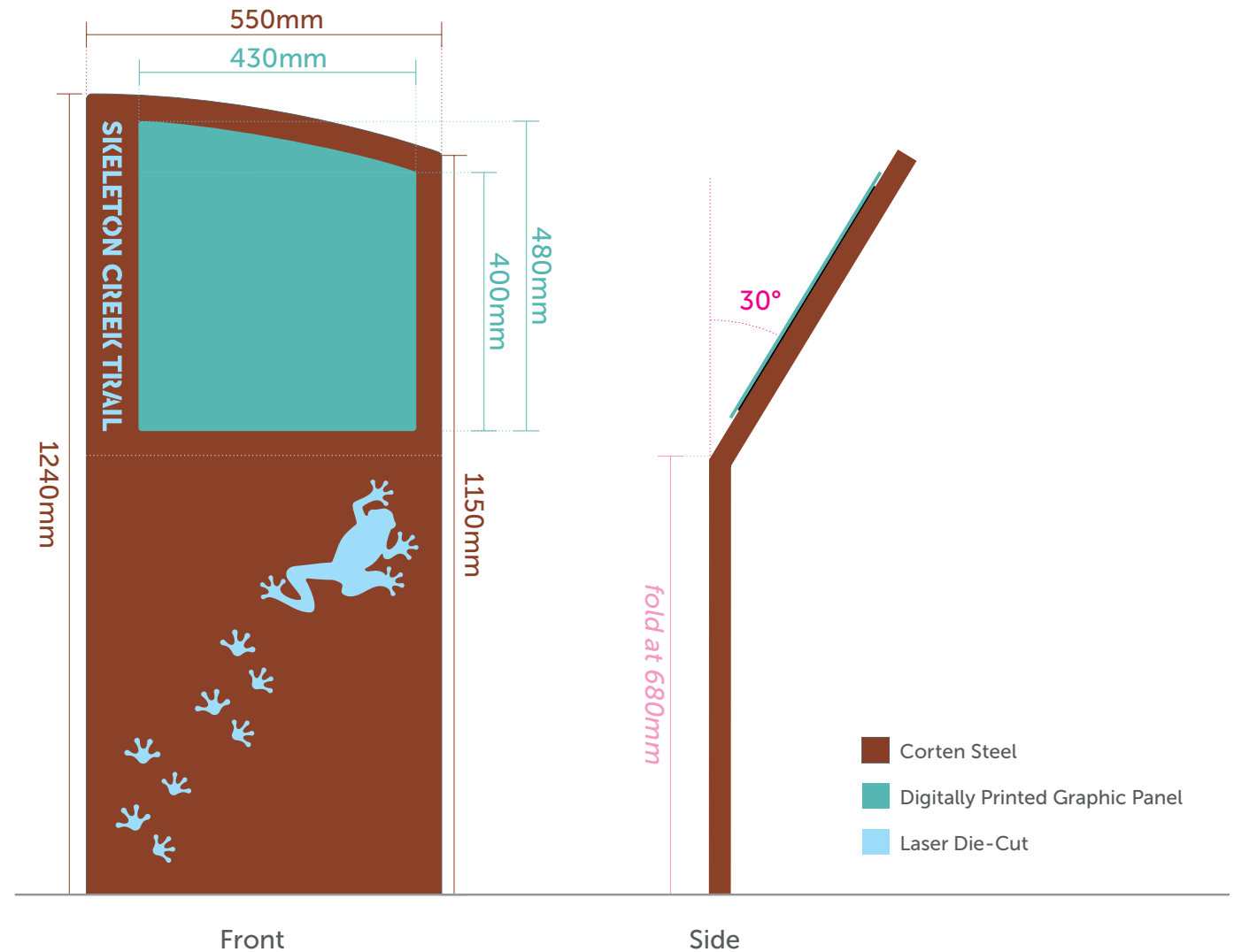
5mm laser cut Corten, 40mm returns to top and sides, 30 degree fold 680mm up from base, fabricated top to be rolled and fully welded.

GRAPHIC PANEL

2mm flat aluminium front graphic panel with Self Adhesive Vinyl (SAV) High Resolution Digital Print (HRDP) and matt tough coat top finish (anti-graffiti) to be attached to backing panel with d-sided tape and t-rex adhesive (all concealed fixings).

BACKING PANEL

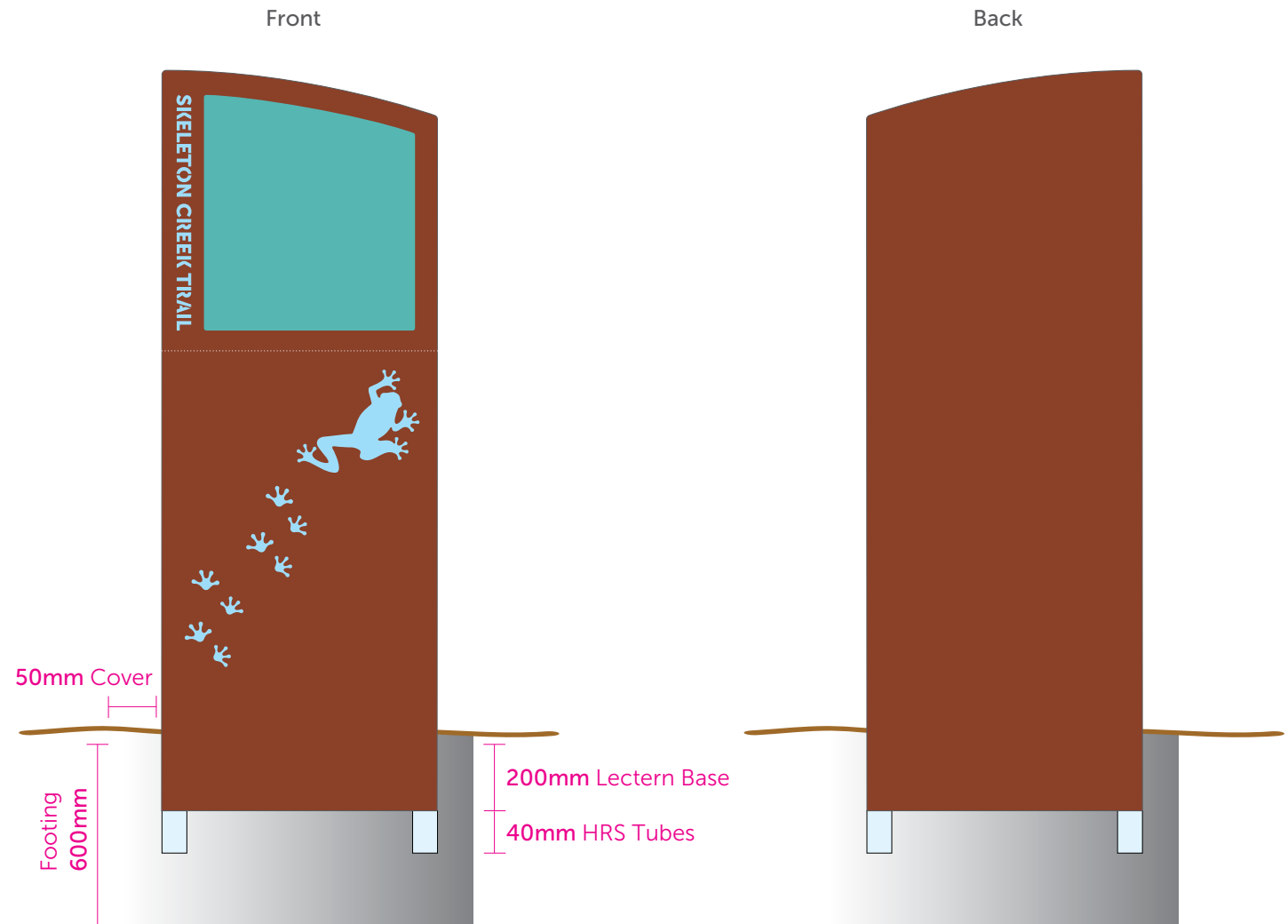
3mm flat aluminium backing panel 10mm smaller than graphic panel to create a shadow line.



Sign Type A – Lectern – Installation

Install using rapid set concrete footing at a minimum depth of 800mm with 50mm cover.

The lectern height is extended by 200mm and set into the concrete. 40mm hot-rolled steel square tubes are attached at base.



Sign Type B – Panel

550mm (w) x 560mm (h)

SPECIFICATION

Sign is made from two separate elements – a Corten base panel; and an aluminium graphic panel.

If information changes, the graphic panel can be replaced rather than the entire sign – reducing ongoing costs.

A backing panel sits between the Corten and graphic panel, lifting it away from the lectern to prevent Corten patina staining the graphic.

CONSTRUCTION

CORTEN BASE PANEL

5mm laser cut Corten, 40mm returns to top and sides, fabricated top to be rolled and fully welded.

GRAPHIC PANEL

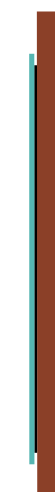
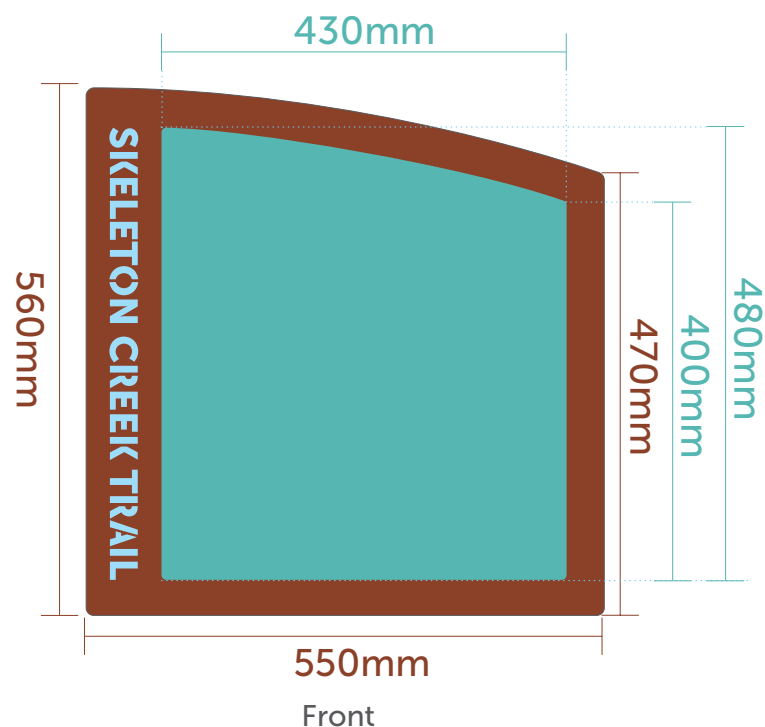
2mm flat aluminium front graphic panel with Self Adhesive Vinyl (SAV) High Resolution Digital Print (HRDP) and matt tough coat top finish (anti-graffiti) to be attached to backing panel with d-sided tape and t-rex adhesive (all concealed fixings).

BACKING PANEL

3mm flat aluminium backing panel
10mm smaller than graphic panel
to create a shadow line.

INSTALLATION

All brackets are manufactured to suit the specific handrail/wall that the panel is being fixed to.



-  Corten Steel
-  Digitally Printed Graphic Panel
-  Laser Die-Cut

Maintenance

CORTEN (WEATHERING STEEL)

The chemical composition of Corten steel exhibits increased resistance to atmospheric corrosion compared to other steel. The steel rusts on the surface to form a protective layer (patina). This patina has a corrosion-retarding effect produced by the particular distribution and concentration of alloying elements within it.

The patina develops and regenerates continuously when subjected to the influence of the weather to maintain a protective coat.

As such, Corten steel doesn't require any protective coatings and is essentially maintenance free.

GRAPHIC PANELS

Graphic panels should be cleaned every 6 months with hot soapy water.

The panels are coated with an anti-graffiti finish. To remove any graffiti, *FerroPro Muck Off* graffiti remover is recommended. It is a readily available commercial cleaning agent.

DO NOT USE SOLVENTS OF ANY KIND on the graphic panels – this will only break down the coating and cause the signs to age prematurely.

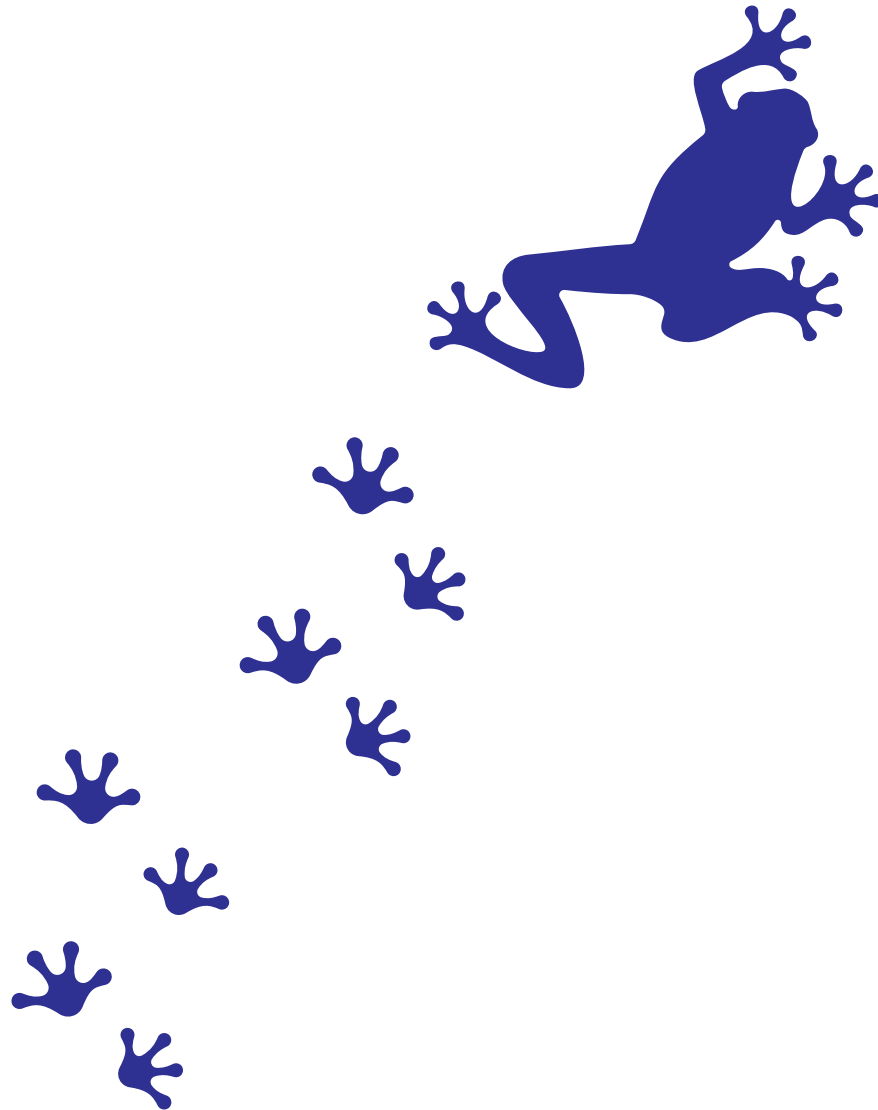
Corten Laser Cut

An essential design element of the interpretive signage in the laser cut form in the Corten.

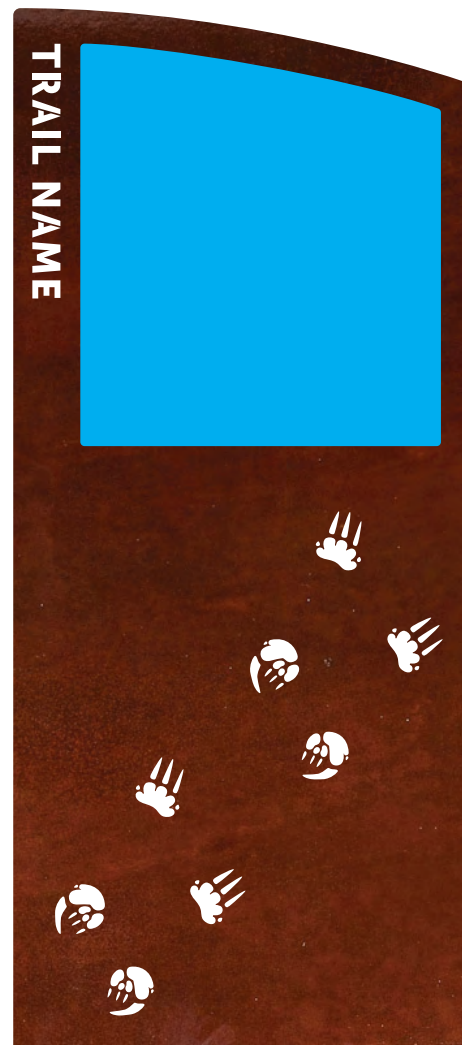
Trail names and locations should be die cut and set in Museo Sans All-Caps. Letters will need to be adjusted to accommodate counter-forms.

A hero animal or plant species should be selected to be used as a decorative die cut element, and respond to interpretive content. Corners should be rounded off — no sharp edges.

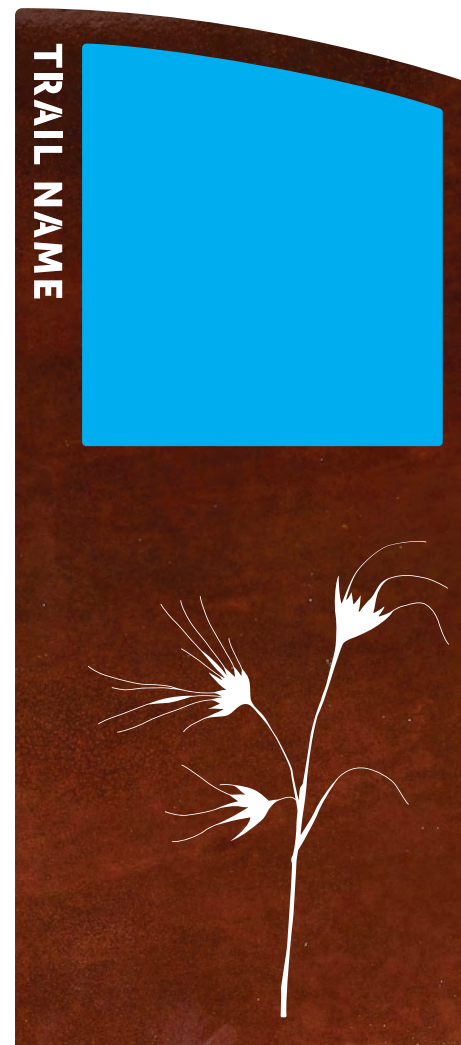
Design elements should not be too intricate. Clear space should avoid finger entrapments and maintain integrity of structure.



Corten Laser Cut — Examples



Echidna Footprints



Kangaroo Grass



Growling Grass Frog

Contact

For any further information regarding this Style Guide or our signage in general please contact

**Wyndham City Civic Centre,
45 Princes Highway
(PO Box 197) Werribee, Vic 3030**

9742 0777

mail@wyndham.vic.gov.au

www.wyndham.vic.gov.au