

# Building Australia Signage Guidelines

Department of Infrastructure, Transport, Regional Development, Communications and the Arts

## Introduction

This document sets out the guidelines for signage relating to infrastructure, transport and regional development projects funded through the Department of Infrastructure, Transport, Regional Development, Communications and the Arts (the department).

For all enquiries regarding signage or to request Australian Government Building Australia signage templates please contact events@infrastructure.gov.au

For other components of project funding or grants, recipients should refer to the relevant agreement, conditions and/or guidelines.

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#### Photo credits

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Middle left, Getty images, Couple sitting in futuristic water garden, by gremlin. Middle right, Adobe Stock, Eco-Friendly Urban Area, by Bartek. Right, Adobe Stock, Architecture Renderings, by Damian Sobczyk. Page 16: Getty Images, Highway intersection, by Bim. Page 34: Adobe Stock, Skatepark antofagasta, by Jorge.

# Sign types

Where a project is fully or jointly funded by the Australian Government, all project signage must use the Australian Government Building Australia designs set out in the templates within this document.

Sign type:	Sign requirements:	Used for:
Sign type A	Hoarding, fence wrap, banner mesh	This is the preferred signage option for all projects.
		<ul> <li>If an infrastructure, transport or regional development project has perimeter or project fencing, they must use the Australian Government design template.</li> </ul>
		<ul> <li>Where hoarding, fence wrap or banner mesh is not an option, funding recipients are to use Sign type B or C.</li> </ul>
Sign type B	Aluminium signage	This signage option can be used for the following projects:
		<ul> <li>Major road and rail projects that sit under the Infrastructure Investment Program</li> </ul>
		<ul> <li>Road and Vehicle Safety programs such as Road Safety, Bridges Renewal, Black Spots, Heavy Vehicle Safety and Productivity (including Heavy Vehicle Rest Area initiative), Remote Roads Upgrade Pilot, Roads to Recovery, and Local Roads and Community Infrastructure Programs</li> </ul>
		<ul> <li>Regional and Urban Precincts and Partnership Programs</li> </ul>
		<ul> <li>City and Regional Deals</li> </ul>
		<ul> <li>Growing Regions Program</li> </ul>
		<ul> <li>Thriving Suburbs Program</li> </ul>
		<ul> <li>Investing in our Communities Program</li> </ul>
		<ul> <li>Priority Community Infrastructure Program</li> </ul>
		Other regional grant programs.
Sign type C	Corflute signage	This signage option can be used for:
		<ul> <li>Projects where construction is in an urban area where the speed limit is 60 km or below.</li> </ul>

## **Sign requirements**

# Construction and installation

Signage must be erected as soon as possible, prior to the commencement of construction.

Please ensure consideration is given to safety issues surrounding the placement of signs. All signs need to be placed in close proximity to project works. Signs are not to be obscured, including by any other information signs, and must be maintained during the construction of the project.

Where possible, signs should be reusable or recyclable, and once construction is complete, signage is to be removed and appropriately recycled during disposal.

All signage should be checked regularly for accuracy and wear and tear (e.g. graffiti, damage, standing upright), and updated when necessary.

#### Approval and signage

Funding recipients are required to submit final proofs of signs and plagues to

events@infrastructure.gov.au for clearance prior to production and installation.

Please ensure your manufacturing timetable deadlines include sufficient time for comment and approvals from the department (5 working days may be required).

#### Removal of expired signage

If a project has used expired signage from previous branding programs, and construction is complete, the signage can now be removed.

If a project has used expired signage from previous branding programs and construction is underway, funding recipients do not need to replace the existing signage. However once construction is complete, the signage can be removed.

#### Design

Sign sizes, text sizes, style, colour and materials should be in accordance with the examples outlined in this document. A package of digital templates is available on request by emailing

events@infrastructure.gov.au

#### Fonts

### ABCabc123

Primary sans serif typeface - Arial Black

### ABCabc123

Primary sans serif typeface – Arial Bold

### ABCabc123

Primary sans serif typeface – Arial Regular

#### **Images**

If funding recipients choose a signage template that includes an image, please use imagery or artist impression that is relevant to the nature of the work being undertaken.

If images or artists impressions are used, they must be of a high resolution that are not blurred.

# **Sign requirements**

#### Multiple logo applications

Where a project is jointly funded, the Australian Government Building Australia logo is to be placed at the left-hand side of the branding block, as per templates set out in this document.

Signs using more than one logo are required to be branded in the following order:

- 1. Australian Government Building Australia logo
- 2. State/Territory Government logo
- 3. Local Government/Council logo
- 4. Private company or alliance.

The Australian Government Building Australia logo should always take prominence over all other logos.

For Regional and City Deal projects, logos are to appear in the order reflecting the financial contribution of each party.

Please ensure logos look balanced in size and position within the space provided. All logos, aside from the Australian Government Building Australia logo, must be reversed out in white on the black background as shown in these examples.

Example of application on 3000 mm wide by 1600 mm high sign



Example of application on 900 mm wide by 1200 mm high sign



Reversed out in white only



Reversed out in white only



| Reversed out | in white only

## **Sign requirements**

#### Colour

Colour for all reproduction methods must be matched as closely as possible. Allowances should be made for variations between materials.

We recommend a solid, rich black for quality purposes on all signage. Please use your own preferred breakdown according to your printer. Our recommendation is C60, M40, Y40, K100.

#### Accessibility

The colours in the Australian Government Building Australia palette have been chosen to give a general compliance to WCAG2.0 AA colour contrast requirements adopted by the Australian Government.

#### Primary colour palette

Black C 0 M 0 Y 0 K 100 R 0 G 0 B 0 HEX/HTML # 000000 Rich Black C 60 M 40 Y 40 K 100 R 0 G 0 B 0 HEX/HTML # 000000

White C 0 M 0 Y 0 K 0 R 100 G 100 B 100 HEX/HTML # ffffff

#### Secondary colour palette



Ocean C 100 M 10 Y 36 K 48 R 0 G 97 B 105 HEX/HTML # 006169



Black tint 75% C 0 M 0 Y 0 K 75 R 99 G 100 B 102 HEX/HTML # 636466



C 78 M 17 Y 51 K 1 R 40 G 157 B 142 HEX/HTML # 289d8e



Black tint 55% C 0 M 0 Y 0 K 55 R 138 G 140 B 142 HEX/HTML # 8a8c8e



Sandstone C 26 M 31 Y 58 K 1 R 191 G 166 B 121 HEX/HTML # bfa679



Black tint 40% C 0 M 0 Y 0 K 40 R 167 G 169 B 172 HEX/HTML # a7c9ac



Tangerine C 8 M 61 Y 89 K 0 R 228 G 126 B 56 HEX/HTML # e47e38



Slate blue C 82 M 40 Y 32 K 5 R 46 G 124 B 147 HEX/HTML # 2e7c93



Black tint 25% C 0 M 0 Y 0 K 25 R 199 G 200 B 202 HEX/HTML # c7c8ca



If a project receives Australian Government funding and installs hoarding, banner mesh, fence wrap or perimeter or project fencing, they must use the Australian Government Building Australia design template.

A package of digital templates is available on request by emailing events@infrastructure.gov.au.

This sign requires approval from the department. Please send design proof to events@infrastructure.gov.au before printing and installation.

- This option is attached to a perimeter fencing of a project, or project site office
- Where possible, the hoarding, mesh or fence wrap is to be made of recyclable/ biodegradable materials
- Hoarding must be affixed securely and safely to a sturdy material
- Please check regularly for wear and tear (e.g. graffiti, damage, attached securely)
- This sign is to be removed once construction has been completed on the project.

#### Size specifications:

The signage specifications will vary depending on the size and materials to be used, which will suit the site or type of hoarding to be created.

Choose materials that ensure the signage lasts the life of the project and is easily cleaned if vandalised.

The panels for hoarding should be repeated over long distances.

Each panel is 5000w x 2100h mm. This allows for repetition of Hoarding A, B and C as required for a 50 metre roll.

If sizes are different to the above specifications, please modify the template as required to match the example on this page.

Hoarding A is the first panel to be used in all applications, followed by either Hoarding B or Hoarding C, or both Hoarding B and C together.

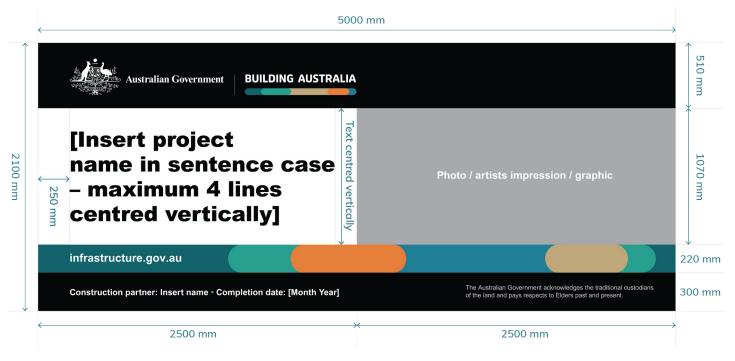
8

Hoarding A must be repeated after every 15 metres.



#### Fully funded projects - Hoarding A

Each panel is 5000w x 2100h mm. Templates are 10% scale of full size – 500w x 210h mm.

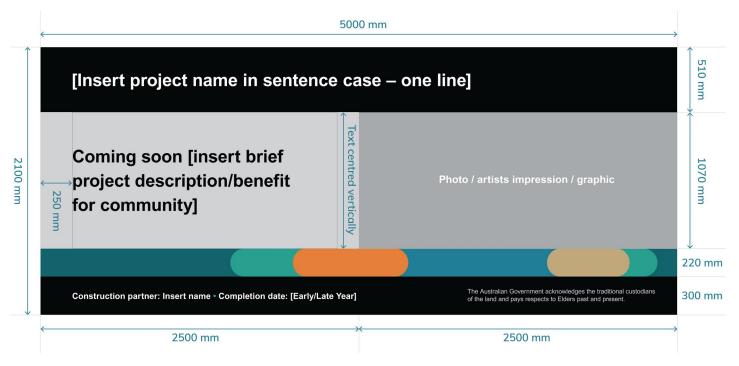


Hoarding A fully funded projects 5000w x 2100h mm

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au

#### Fully funded projects - Hoarding B

Each panel is 5000w x 2100h mm. Templates are 10% scale of full size – 500w x 210h mm.



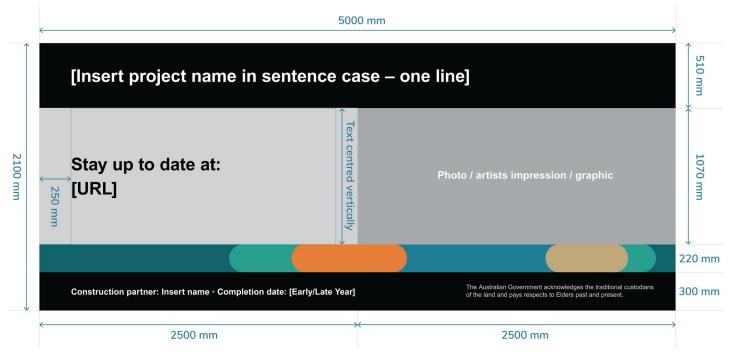
Hoarding B fully funded projects 5000w x 2100h mm

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au

Building Australia Signage Guidelines

#### Fully funded projects – Hoarding C

Each panel is 5000w x 2100h mm. Templates are 10% scale of full size – 500w x 210h mm.



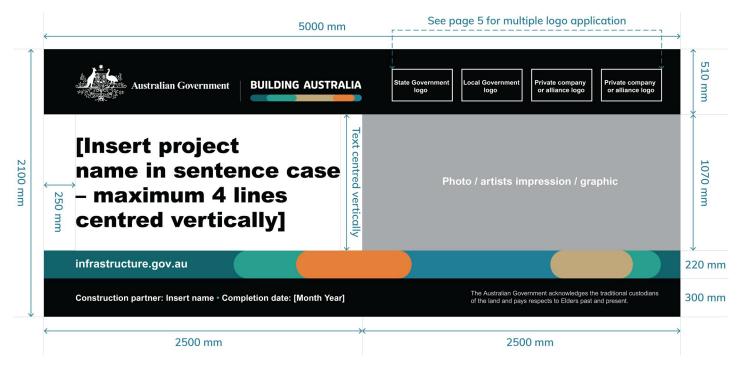
Hoarding C fully funded projects 5000w x 2100h mm

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au

Building Australia Signage Guidelines

#### Jointly funded projects - Hoarding A

Each panel is 5000w x 2100h mm. Templates are 10% scale of full size – 500w x 210h mm.



Hoarding A jointly funded projects 5000w x 2100h mm

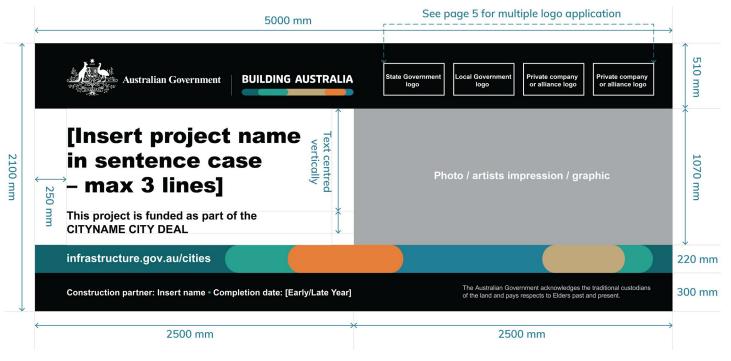
Accessibility guidance for this artwork example is available by contacting the Events team  $\underline{events@infrastructure.gov.au}$ 



Use Hoarding B (see page 10) and C (see page 11) for additional panels as required.

#### City and Regional Deal projects – Hoarding A

Each panel is 5000w x 2100h mm. Templates are 10% scale of full size – 500w x 210h mm.



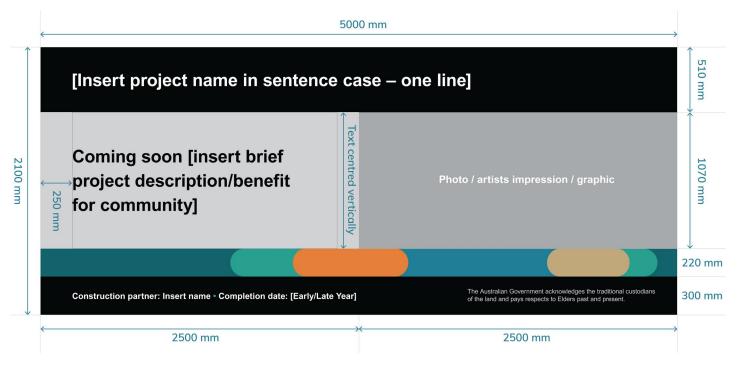
Hoarding A city and regional deal projects 5000w x 2100h mm

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au

Building Australia Signage Guidelines

#### City and Regional Deal projects – Hoarding B

Each panel is 5000w x 2100h mm. Templates are 10% scale of full size – 500w x 210h mm.

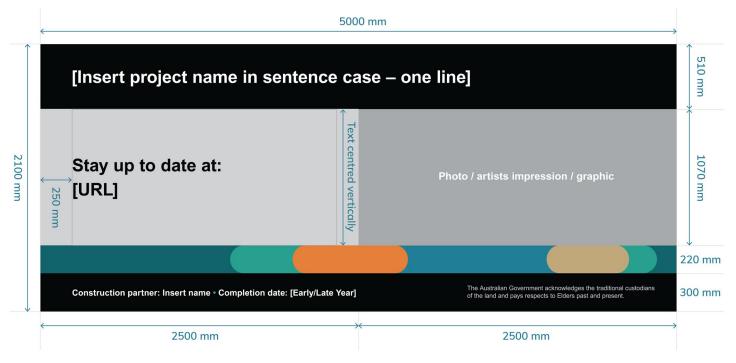


Hoarding B city and regional deal projects 5000w x 2100h mm

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au

#### City and Regional Deal projects – Hoarding C

Each panel is 5000w x 2100h mm. Templates are 10% scale of full size – 500w x 210h mm.



Hoarding C city and regional deal projects 5000w x 2100h mm

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au

Building Australia Signage Guidelines



Australian Government

**BUILDING AUSTRALIA** 

# [Insert project name in sentence case – maximum of 4 lines]

**Completion date: [Month Year]** 

infrastructure.gov.au



The Australian Government acknowledges the traditional custodians of the land and pays respects to Elders past and present.

A package of digital templates is available on request by emailing **events@infrastructure.gov.au**. The design templates include options with or without an image.

This sign requires approval from the department. Please send design proof to events@infrastructure.gov.au before printing and installation.

Signs are to be installed prior to the commencement of construction, and removed once construction has been completed on the project.

Examples of all signs are shown here. Click on example for individual specification pages.



## Regional and urban road, rail and infrastructure projects





[Insert project

name in sentence case max of 4 lines]



Jointly funded

#### City and Regional Deal projects



Jointly funded

## Aluminium signage for major national road and rail projects

For major road and rail projects funded under the Infrastructure Investment Program, an aluminium project sign is to be placed prior to construction commencing at each end of the physical work, facing oncoming traffic. This is in addition to any hoarding banner mesh, fence wrap or perimeter or project fencing installed.

#### Manufacturing specifications

The below specifications have been developed to ensure signage lasts and can be cleaned if defaced. These specifications are a guide only. You may choose other options depending on advice given from your manufacturer.

- Aluminium thickness:
   1.6 mm Aluminium
   (standard for signage).
- **Mounting:** RTA RIB (standard RTA mount).
- Stock: NON REFLECTIVE

   non reflective vinyl
  (does not take in any light).
- Finishing: DIGITAL PRINT OVER LAMINATION – clear (durability). ANTI-GRAFFITI Coating (allows for graffiti to be removed with alcohol).

#### Size and design specifications

The corners of signs should be rounded for safety purposes and the printed elements have a margin of at least 17.5 mm from the edge, creating a 'white border'.

All logos, apart from the Australian Government Building Australia logo, should be white on a black background. Text should be black.

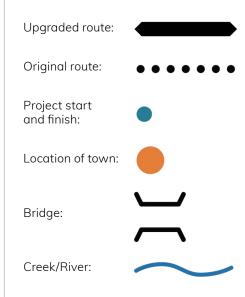
- For national road and rail projects the sign may be one of two sizes according to the visibility requirements of the site:
  - 3000 mm wide by 1600 mm high for major projects on open road locations; or
  - 2000 mm wide by 1400 mm high for locations where physical space is limited.

#### Image and map specifications

If images are used, they must be high resolution images that are not blurred.

If a map is used, diagrams depicting the works should be simplified line art as per example.

#### Legend

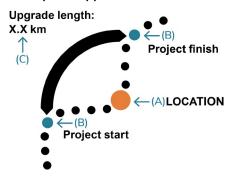


Project signs should not be overcrowded. The name of the location should be shown in black upper-case letters on a white panel, see A.

The start and finish of works should be shown in sentence case white on black, see B.

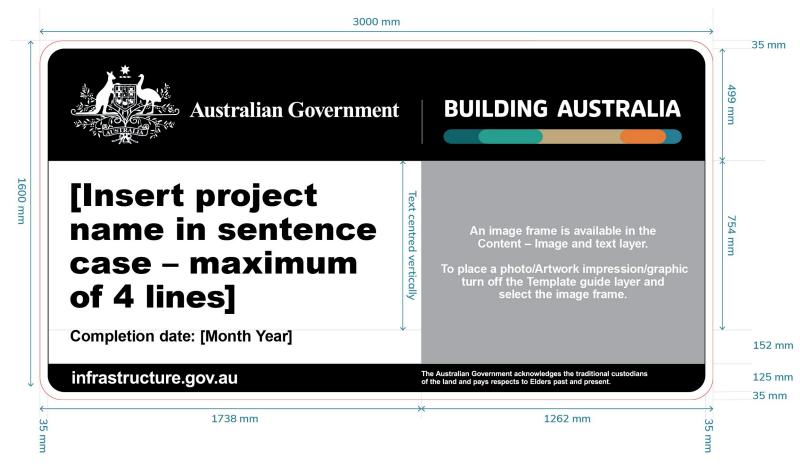
Upgrade length in excess of 1 km must be indicated top left of map, as per C.

#### **Example of application**



## Aluminium signage for major national road and rail projects

**Fully funded projects** 



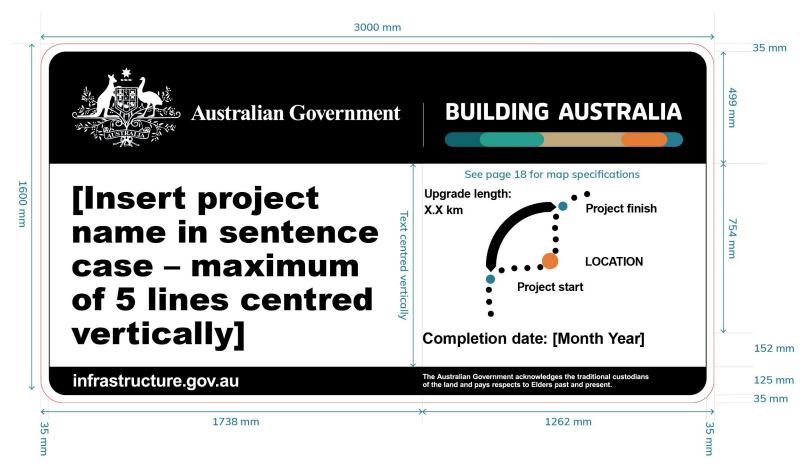
Aluminium major national road and rail fully funded projects 3000w x 1600h mm with image

 $Accessibility\ guidance\ for\ this\ artwork\ example\ is\ available\ by\ contacting\ the\ Events\ team\ \underline{events@infrastructure.gov.au}$ 

Building Australia Signage Guidelines

## Aluminium signage for major national road and rail projects

**Fully funded projects** 

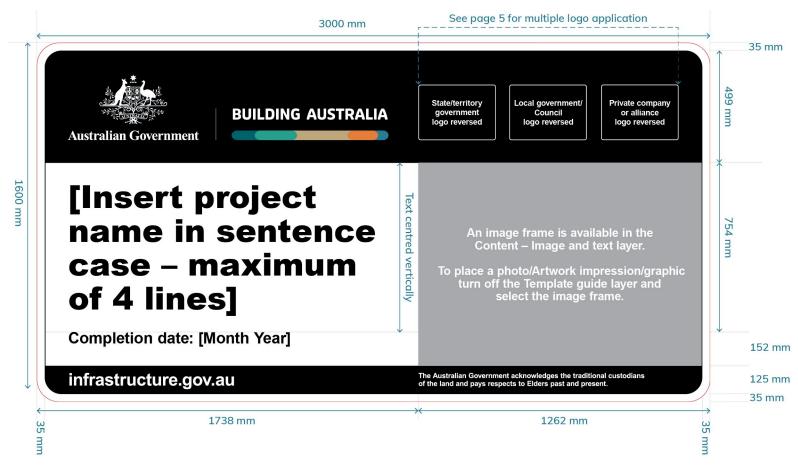


Aluminium major national road and rail fully funded projects 3000w x 1600h mm with map

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au

### Aluminium signage for major national road and rail projects

Jointly funded projects

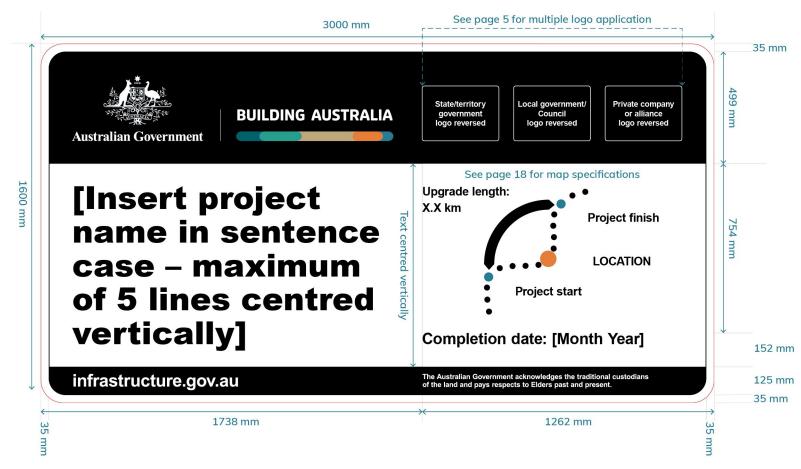


Aluminium major national road and rail jointly funded projects 3000w x 1600h mm with image

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au

## Aluminium signage for major national road and rail projects

Jointly funded projects



Aluminium major national road and rail jointly funded projects  $3000w \times 1600h$  mm with map

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au

## Aluminium signage for regional and urban road, rail and infrastructure projects

The following requirements apply to local road, rail and bridge projects funded under the below programs:

- Road Safety Program
- Bridges Renewal Program
- Black Spot Program
- Roads of Strategic Importance
- Remote Roads Upgrade Pilot Program
- Roads to Recovery Program
- Local Roads and Community Infrastructure Programs
- Heavy Vehicle Safety and Productivity Program (including Heavy Vehicle Rest Area initiative)
- Regional Level Crossing Upgrade Fund.

The requirements also apply to projects funded under regional and urban grant programs, including:

- Investing in our Communities Program
- Priority Community Infrastructure Program
- Growing Regions Program
- Regional and Urban Precincts and Partnership Programs
- Thriving Suburbs Program
- Building Better Regions Fund
- Community Development Grant Program
- Regional Growth Fund.

If the project relates to a local road, rail or bridge, an aluminium project sign is to be placed prior to construction commencing at each end of the physical work, facing oncoming traffic.

If the project is not a road, rail or bridge project, an aluminium project sign is to the placed at the project site.

#### Manufacturing specifications

The below specifications have been developed to ensure signage lasts and can be cleaned if defaced. These specifications are a guide only. You may choose other options depending on advice given from your manufacturer.

- Aluminium thickness:
   1.6 mm Aluminium (standard for signage).
- Mounting: RTA RIB (standard RTA mount).
- Stock: NON REFLECTIVE

   non reflective vinyl
   (does not take in any light).
- Finishing: DIGITAL PRINT OVER LAMINATION – clear (durability). ANTI-GRAFFITI Coating (allows for graffiti to be removed with alcohol).

#### Size and design specifications

The corners of signs should be rounded for safety purposes and the printed elements have a margin of at least 11.5 mm from the edge, creating a 'white border'.

All logos, apart from the Australian Government Building Australia logo, should be white on a black background. Text should be black.

- For local road, rail and bridge projects the sign should be:
  - 900 mm wide by 1200 mm high for programs in open road locations; or
  - 600 mm wide by 900 mm high for locations when the usual speed limit is less than 80 km per hour or where physical space is limited.

## Aluminium signage for regional and urban road, rail and infrastructure projects

#### Project name to appear on sign

Funding recipients may be required to shorten the project name for the purpose of the sign. Please ensure the project name on the sign is clear, easy to understand, and adequately describes the works being carried out at the project site. Use plain English and avoid jargon and acronyms.

If the project name for signage differs greatly to that provided in funding approval documents, please update your departmental record with your funding agreement contact.

Some examples of shortened project signs are below:

Project name	Name on sign
Jones Road 350 metres west of Smith Bend Road to 900 metres west of Wilson Road and Anderson Lane Millerville	Jones Road Upgrade
Clarke City Council – Replacement of bridge over Scott Creek on Campbell Road, Harrisville	Scott Creek Bridge Upgrade
Allen Shire – Lewis Drive Pavement Renewal and Raising, Evanstown	Lewis Drive Upgrade
New rest area and an upgrade of existing rest area on the Jones Highway between Lee and Adams	Rest Area Upgrade
Expansion of the Road Train Assembly Area – Great Highway – Thompsonville	Road Train Area Upgrade

## Aluminium signage for regional and urban road, rail and infrastructure projects

**Fully funded projects** 



## Aluminium signage for regional and urban road, rail and infrastructure projects

**Fully funded projects** 



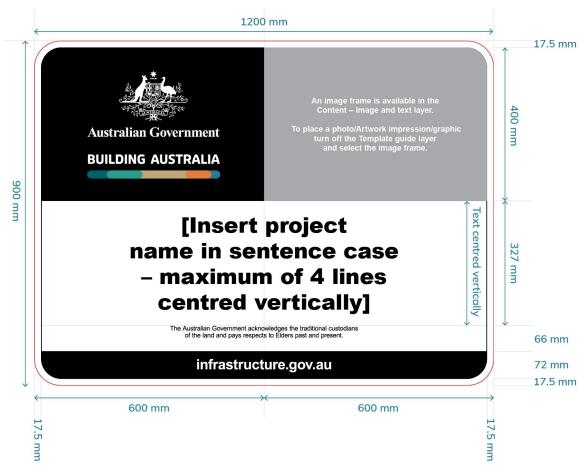
Aluminium regional and urban road, rail and infrastructure fully funded projects 1200w x 900h mm with portrait image

 $Accessibility\ guidance\ for\ this\ artwork\ example\ is\ available\ by\ contacting\ the\ Events\ team\ \underline{events@infrastructure.gov.au}$ 

Building Australia Signage Guidelines

## Aluminium signage for regional and urban road, rail and infrastructure projects

**Fully funded projects** 



Aluminium regional and urban road, rail and infrastructure fully funded projects 1200w x 900h mm with horizontal image

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au

Aluminium signage for regional and urban road, rail and infrastructure projects

Jointly funded projects



Aluminium signage for regional and urban road, rail and infrastructure projects

Jointly funded projects



Aluminium regional and urban road, rail and infrastructure jointly funded projects 1200w x 900h mm with portrait image Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au

Building Australia Signage Guidelines

Aluminium signage for regional and urban road, rail and infrastructure projects

Jointly funded projects



Aluminium regional and urban road, rail and infrastructure jointly funded projects 1200w x 900h mm with horizontal image

 $Accessibility\ guidance\ for\ this\ artwork\ example\ is\ available\ by\ contacting\ the\ Events\ team\ \underline{events@infrastructure.gov.au}$ 

Building Australia Signage Guidelines

## Aluminium signage for City and Regional Deal projects

An aluminium project specific sign is to be placed prior to construction commencing and before any planned media events.

#### Manufacturing specifications

The below specifications have been developed to ensure signage lasts and can be cleaned if defaced. These specifications are a guide only. You may choose other options depending on advice given from your manufacturer.

- Aluminium thickness: 1.6 mm Aluminium (standard for signage).
- Mounting: RTA RIB (standard RTA mount).
- Stock: NON REFLECTIVE

   non reflective vinyl
  (does not take in any light).
- Finishing: DIGITAL PRINT OVER LAMINATION – clear (durability). ANTI-GRAFFITI Coating (allows for graffiti to be removed with alcohol).

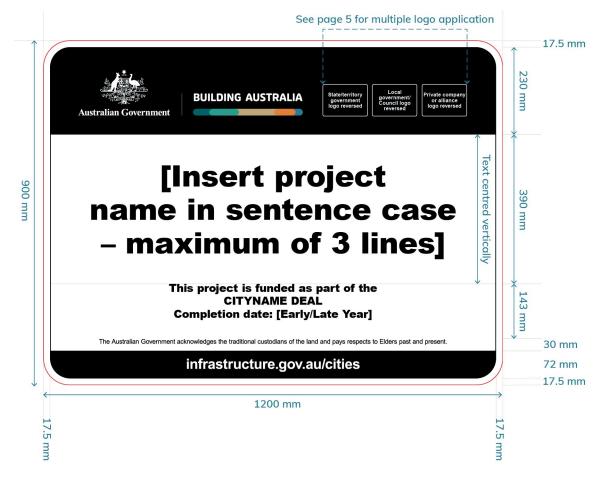
#### Size and design specifications

The corners of signs should be rounded for safety purposes and the printed elements have a margin of at least 17.5 mm from the edge, creating a 'white border'.

All logos, apart from the Australian Government Building Australia logo, should be white on a black background. Text should be black.

- For Regional and City Deal projects the sign should be:
  - 1200 mm wide by 900 mm high, or keep the same
     4:3 ratio if a different size sign is required.

## Aluminium signage for City and Regional Deal projects

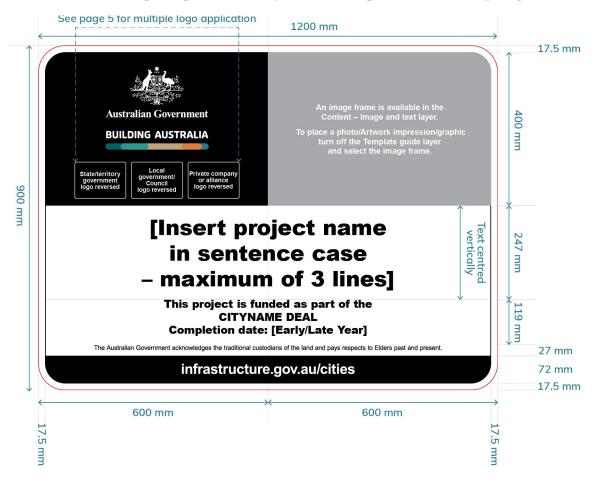


Aluminium city and regional deal projects 1200w x 900h mm

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au

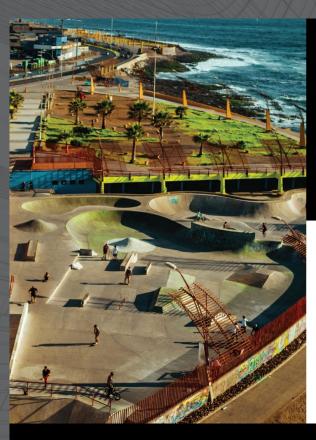
Building Australia Signage Guidelines

## Aluminium signage for City and Regional Deal projects



Aluminium city and regional deal projects 1200w x 900h mm with horizontal image

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au





# [Insert project name in sentence case – max of 4 lines]

The Australian Government acknowledges the traditional custodians of the land and pays respects to Elders past and present.

infrastructure.gov.au

A package of digital templates is available on request by emailing **events@infrastructure.gov.au**. The design templates include options with or without an image.

This sign requires approval from the department. Please send design proof to <u>events@infrastructure.gov.au</u> before printing and installation.

Corflute or equivalent signage is only to be used where project construction is in an urban area where the speed limit is 60 km or below.

Examples of all signs are shown here. Click on example for individual specification pages.

#### **Fully funded projects**







#### Jointly funded projects







#### City and Regional Deal projects







#### Manufacturing specifications

Where possible, signage is to be made from recyclable or reusable materials. Please contact a signage manufacturer for advice on specifications.

The material used must be durable, weather-proof, and affixed securely and safely to a sturdy material. Please ensure compliance with local and state government requirements for erecting this type of signage.

The sign should be checked regularly for wear and tear (e.g. graffiti, damage, affixed securely), and can be removed once the project is completed.

#### Size and design specifications

All logos, apart from the Australian Government Building Australia logo, should be white on a black background. Text should be black.

- For corflute, eco board or equivalent signs, the size should be:
  - o 900 mm wide by 1200 mm high
  - o 1200 mm wide by 900 mm high
  - 600 mm wide by 900 mm high for locations where physical space is limited.

#### **Fully funded projects**



#### **Fully funded projects**



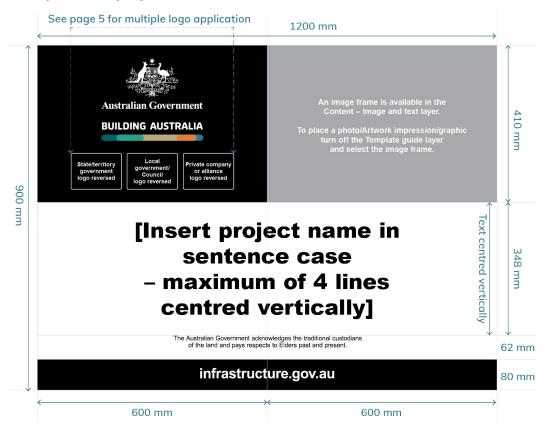
Corflute fully funded projects 1200w x 900h mm with horizontal image

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au

#### Jointly funded projects



#### Jointly funded projects

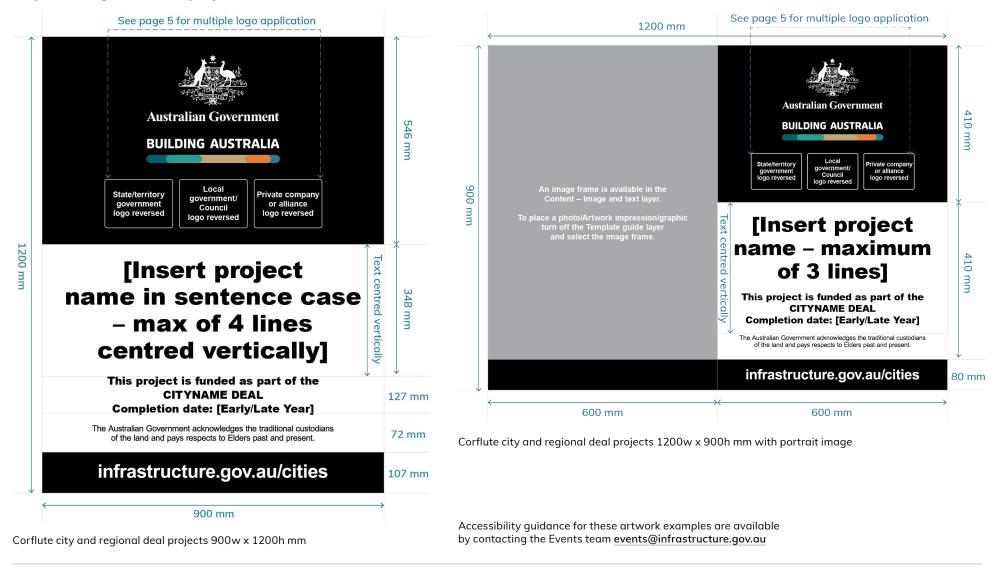


Corflute jointly funded projects  $1200 w \times 900 h \ mm$  with horizontal image

 $Accessibility\ guidance\ for\ this\ artwork\ example\ is\ available\ by\ contacting\ the\ Events\ team\ \underline{events@infrastructure.gov.au}$ 

Building Australia Signage Guidelines

#### City and Regional Deal projects



#### City and Regional Deal projects



Corflute city and regional deal projects 1200w x 900h mm with horizontal image  $\,$ 

Accessibility guidance for this artwork example is available by contacting the Events team events@infrastructure.gov.au



## **Commemorative plaque**

A package of digital templates is available on request by emailing events@infrastructure.gov.au.

Plaques require approval from the department. Please send design proof to events@infrastructure.gov.au before printing and installation.

- The Australian Government plaque template is to be used at project opening events.
- Funding recipients are not obliged to have a plaque for their project. However, if they choose to have a plaque, they must use the Australian Government plaque template.
- If a separate plaque has been designed for something other than an opening event, please include the Australian Government logo, and send a design proof to events@infrastructure.gov.au for approval.

#### Plaque specifications

- Please contact a plaque manufacturer for advice on plaque production specifications.
- Key considerations for jointly funded plaques:
  - Only funding partners receive recognition on the plaque (excludes in-kind contributions).
  - Only the logos of funding partners are to appear in the designated logo section and in the order shown.
     The Australian Government is represented by use of the Australian Government crest.
  - The plaque template is not to be altered to include any additional text or graphics.
- If the plaque template design is not suitable for the funding recipients, please contact events@infrastructure.gov.au to discuss options.

#### Size

Commemorative plaques should be 297 mm wide x 210 mm high.

Font: Arial Black, Arial Bold, Arial.

## **Commemorative plaque**



Commemorative plaque fully funded 297w x 210h mm

Commemorative plague jointly funded 297w x 210h mm

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 $Accessibility\ guidance\ for\ these\ artwork\ examples\ are\ available\ by\ contacting\ the\ Events\ team\ \underline{events@infrastructure.gov.au}$ 

