



**Australian Government**

**BUILDING OUR FUTURE**

# Signage Guidelines

DEPARTMENT OF INFRASTRUCTURE, REGIONAL DEVELOPMENT AND CITIES



## BACKGROUND

This document sets out the guidelines for signage relating to projects funded through the Department of Infrastructure, Regional Development and Cities.

These guidelines do not override the signage and public recognition requirements set out in the Agreements, Funding Conditions and/or Notes on Administration governing individual projects or programs.

Under some components of the Infrastructure Investment Program funding recipients will be required to submit a signage plan setting out proposed temporary and permanent signage for a project when approval for construction is sought. The funding recipient may also be required to certify in the annual financial statement and audit report that required signage has been erected in accordance with relevant agreements and signage plans.

For all enquiries regarding signage please liaise with the relevant project officer within the Department of Infrastructure, Regional Development and Cities.

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## SIGN REQUIREMENTS

The following requirements relate to all signage for projects funded through the Department of Infrastructure, Regional Development and Cities. For other components of project funding, recipients should refer to the relevant agreement, conditions and/or guidelines.

Signs are not to be obscured, including by any other information signs and must be maintained for one year beyond the opening of the project. On major road construction projects, a project specific sign is to be placed at each end of the physical work, facing oncoming traffic. Please ensure consideration is given to safety issues surrounding the placement of signs.

The Australian Government Crest and 'BUILDING OUR FUTURE' tag line, should always take prominence over all other logos.

Where a project is fully funded by the Australian Government, there are to be no signs giving public recognition to the relevant state/territory government or authority other than an auxiliary sign affixed below the main project sign. See the auxiliary sign page for specifications.

The funding recipient will be required to submit final proofs of signs and commemorative plaques to the relevant project officer within the Department of Infrastructure, Regional Development and Cities for clearance prior to production. Sign sizes, text sizes, style, colour and materials should be in accordance with the examples outlined in this document. A package of templates is available via request through your departmental project officer.

Where a project is jointly funded the parties are to consult and agree on, before works commence, the sizes, text styles, colour, material and site display requirements of signs in relation to the project. Generally, this will be in keeping with the examples in this document.

Note: All pre-existing signage remains in place.

Funding recipients are not required to submit proofs of signs for Black Spot Program and Roads to Recovery projects, however they are required to submit proofs of any commemorative plaques.



## SIZE

For national road and rail projects the main sign may be one of two sizes according to the visibility requirements of the site:

- 3000mm wide by 1600mm high for major projects in open road locations; and
- 2000mm wide by 1400mm high for locations where physical space is limited.

For the Roads to Recovery, Black Spot Program, Building Stronger Regions Fund, Bridges Renewal Program, National Stronger Regions Fund, Community Development Grants, Tasmanian Jobs and Growth Package and Heavy Vehicle Safety and Productivity Program projects, the main sign should be:

- 900mm wide by 1200mm high.

A smaller sign can also be used for the Roads to Recovery and the Black Spot Program projects when the usual speed limit is less than 80km per hour:

- 600mm wide by 900mm high.

The proportions of the standard sign must be maintained when using a smaller sign.

## DIGITAL FILE TEMPLATES

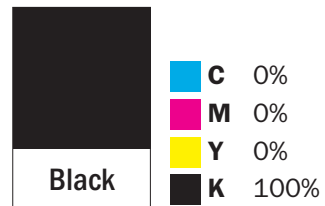
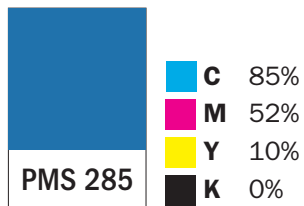
The following digital files are available from the Department of Infrastructure, Regional Development and Cities via [publishing@infrastructure.gov.au](mailto:publishing@infrastructure.gov.au).

- 3000mm x 1600mm (indesign, eps and pdf)
- 2000mm x 1400mm (indesign, eps and pdf)
- 900mm x 1200mm (indesign, eps and pdf)
- 600mm x 900mm (indesign, eps and pdf)
- Building Our Future logo (eps and pdf)
- Australian Government crest (eps and pdf)
- Black Spot Program logo
- Roads to Recovery logo



## COLOUR

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



## FONTS

**ABCabc123**

Primary sans serif typeface – Arial Black

**ABCabc123**

Primary sans serif typeface – Arial Bold



## MAPS

It is expected that road users will be made aware of the project work underway in the area through each stage of travel. Diagrams depicting the works should be simplified line art as per example.

## LEGEND

The proportions of the standard signs and font use must be maintained when using a smaller sign.



## FONTS

### ABCabc123

Primary sans serif typeface – Arial Bold

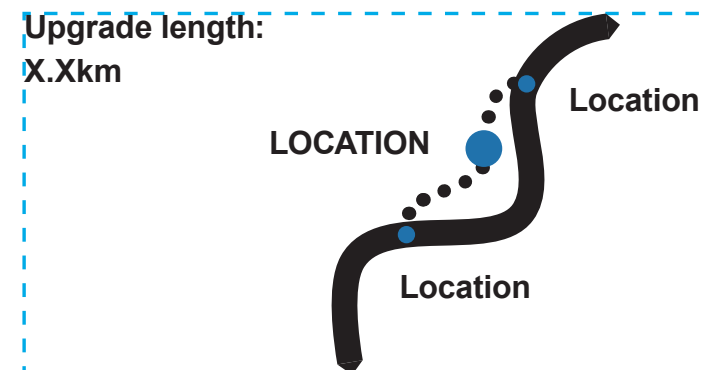
Project signs should not be overcrowded.

The name of the Location should be shown in black upper case letters on a white panel, see (A).

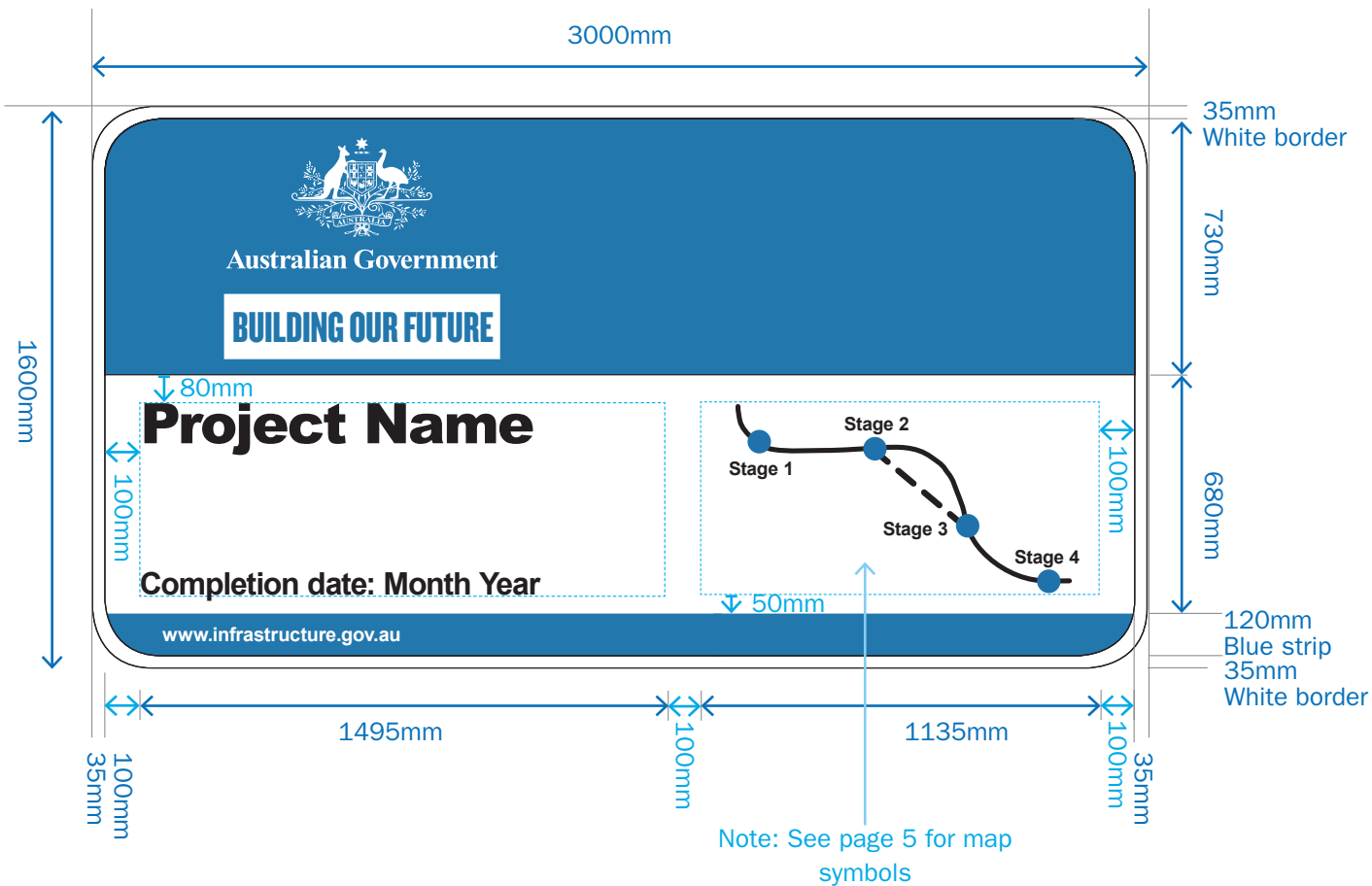
The start and finish of works should be shown in sentence case white on black, see (B).

Upgrade length must be indicated on top left, as per (C).

Example of application







## PROGRAM: INVESTMENT

*Excludes: Roads to Recovery, Black Spots Program, Bridges Renewal Program and Heavy Vehicle Safety and Productivity Program*

Sign: Fully Australian Government funded

Font: Arial Black, Arial Bold

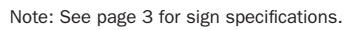
Colour specifications:

	C	85%
	M	52%
	Y	10%
PMS 285	K	0%

	C	0%
	M	0%
	Y	0%
Black	K	100%

Note: See page 3 for sign specifications.

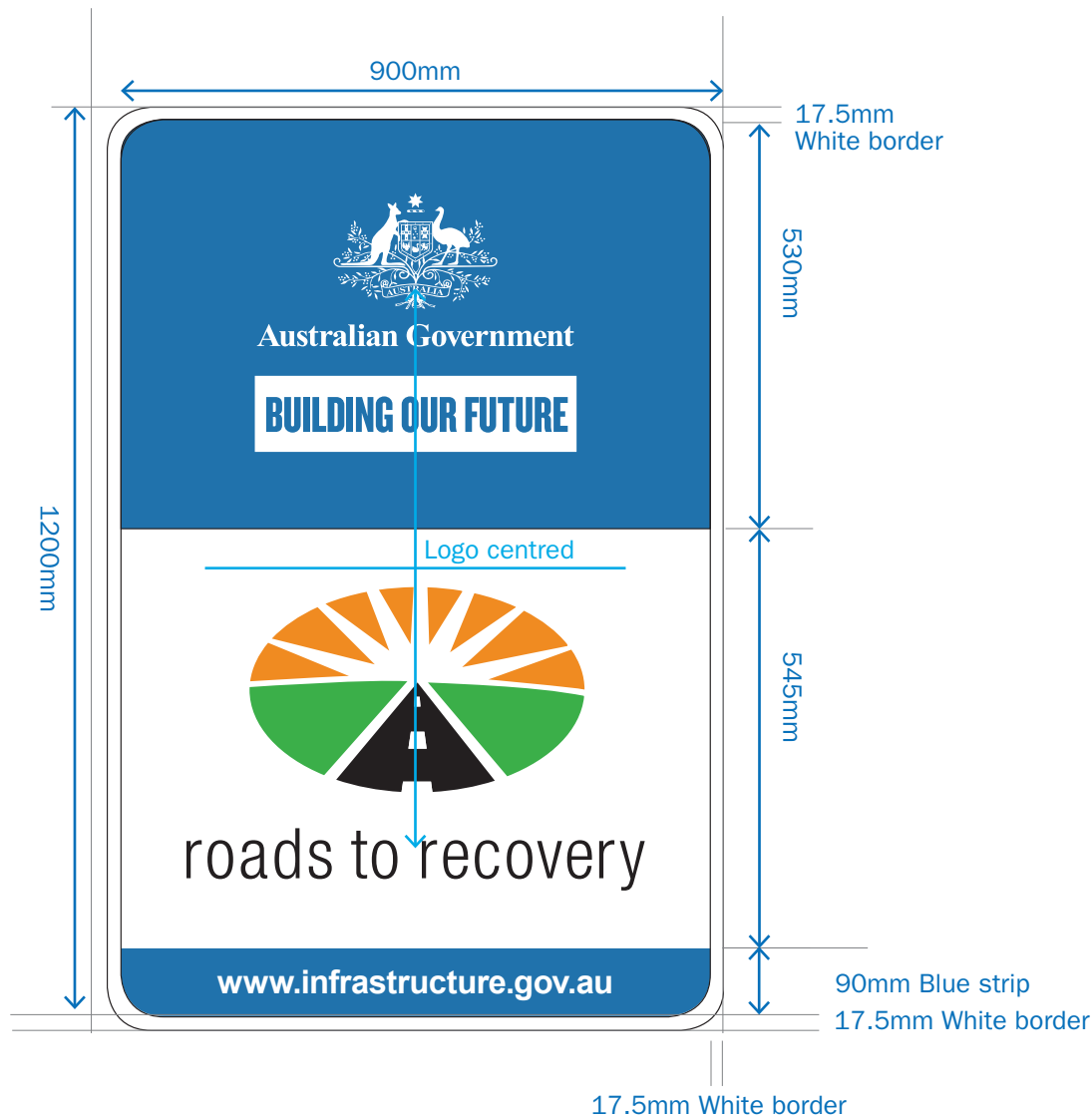




Black

C	0%
M	0%
Y	0%
K	100%





## PROGRAM: ROADS TO RECOVERY

Sign: Fully Australian Government funded

Colour specifications:



C	85%
M	52%
Y	10%
K	0%



C	0%
M	48%
Y	100%
K	0%

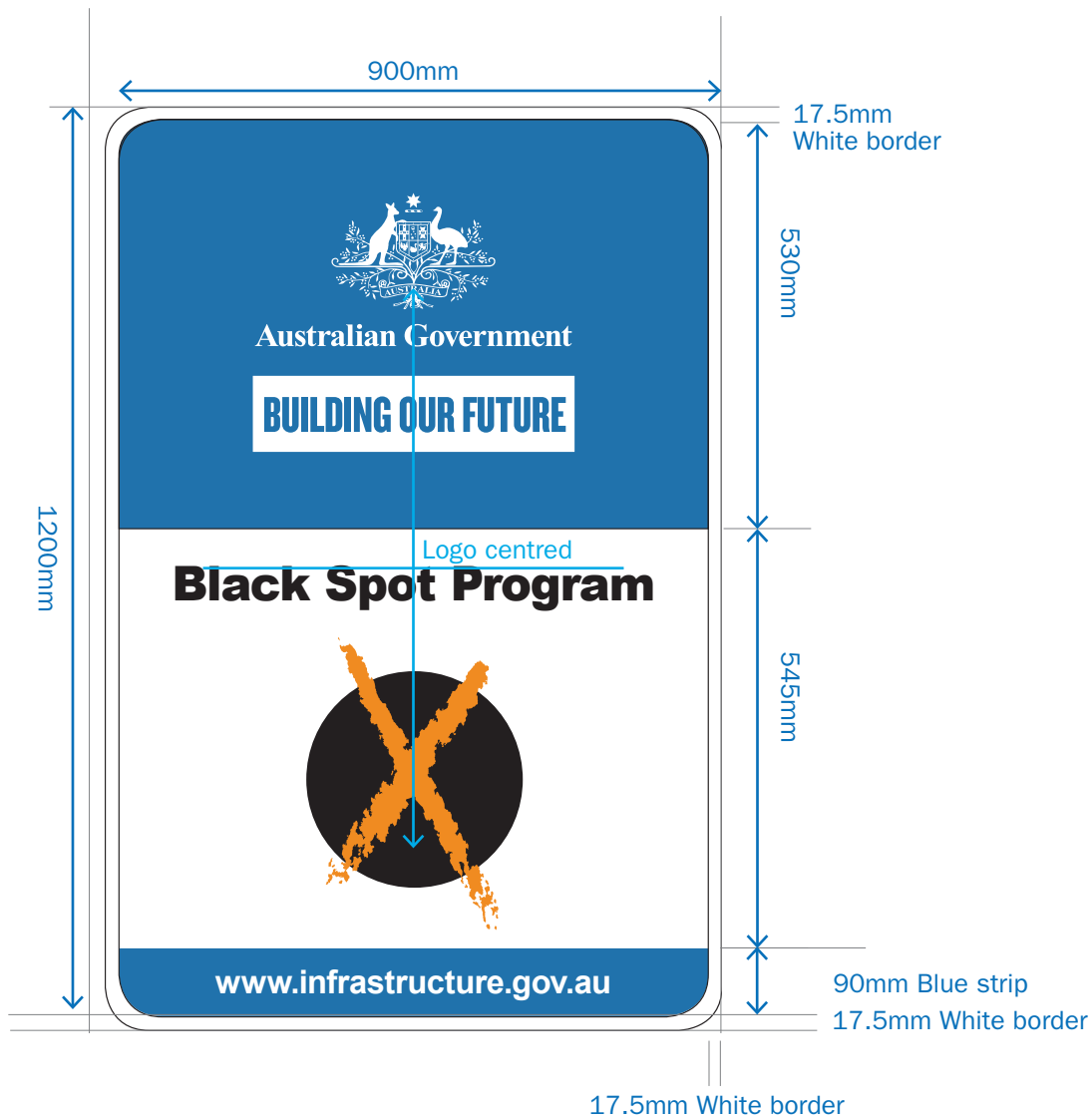


C	0%
M	0%
Y	0%
K	100%



C	69%
M	0%
Y	100%
K	0%





## PROGRAM: BLACK SPOTS PROGRAM

Sign: Fully Australian Government funded

Colour specifications:



C	85%
M	52%
Y	10%
K	0%



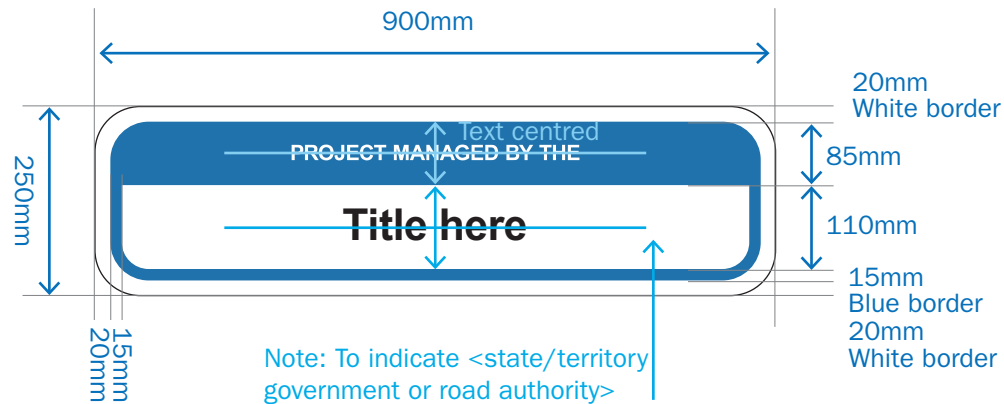
C	0%
M	48%
Y	100%
K	0%



C	0%
M	0%
Y	0%
K	100%

Note: See page 3 for sign specifications.  
See page 10 for Auxiliary sign.





Example of application

## PROGRAM:

### ROADS TO RECOVERY/BLACK SPOT PROGRAM

Sign: Auxiliary sign

Font: Arial Black, Arial Bold

Colour specifications:

PMS 285	C	85%	Black	C	0%
	M	52%		M	0%
	Y	10%		Y	0%
	K	0%		K	100%

Roads to Recovery and Black Spot Program project signages are not to be dual branded.

The relevant state/territory government or local council can produce an auxiliary sign which should be affixed below the main Australian Government Project sign.

The auxiliary sign will be of the same width and approximately 1/3 height of the main panel.

Text should read "Project managed by the <state/territory government or local council>" and only contain text.





## PROGRAM: BUILDING BETTER REGIONS FUND

Sign: Jointly funded

Font: Arial Bold

Colour specifications:

	<b>C</b>	85%
	<b>M</b>	52%
	<b>Y</b>	10%
	<b>K</b>	0%
<b>PMS 285</b>		

	<b>C</b>	69%
	<b>M</b>	0%
	<b>Y</b>	100%
	<b>K</b>	0%
<b>PMS 361</b>		

	<b>C</b>	0%
	<b>M</b>	0%
	<b>Y</b>	0%
	<b>K</b>	100%
<b>Black</b>		

Note: See page 3 for sign specifications.





## PROGRAM: HEAVY VEHICLE SAFETY AND PRODUCTIVITY PROGRAM

Project Type: Roads

Sign: Jointly Funded

Font: Arial Black

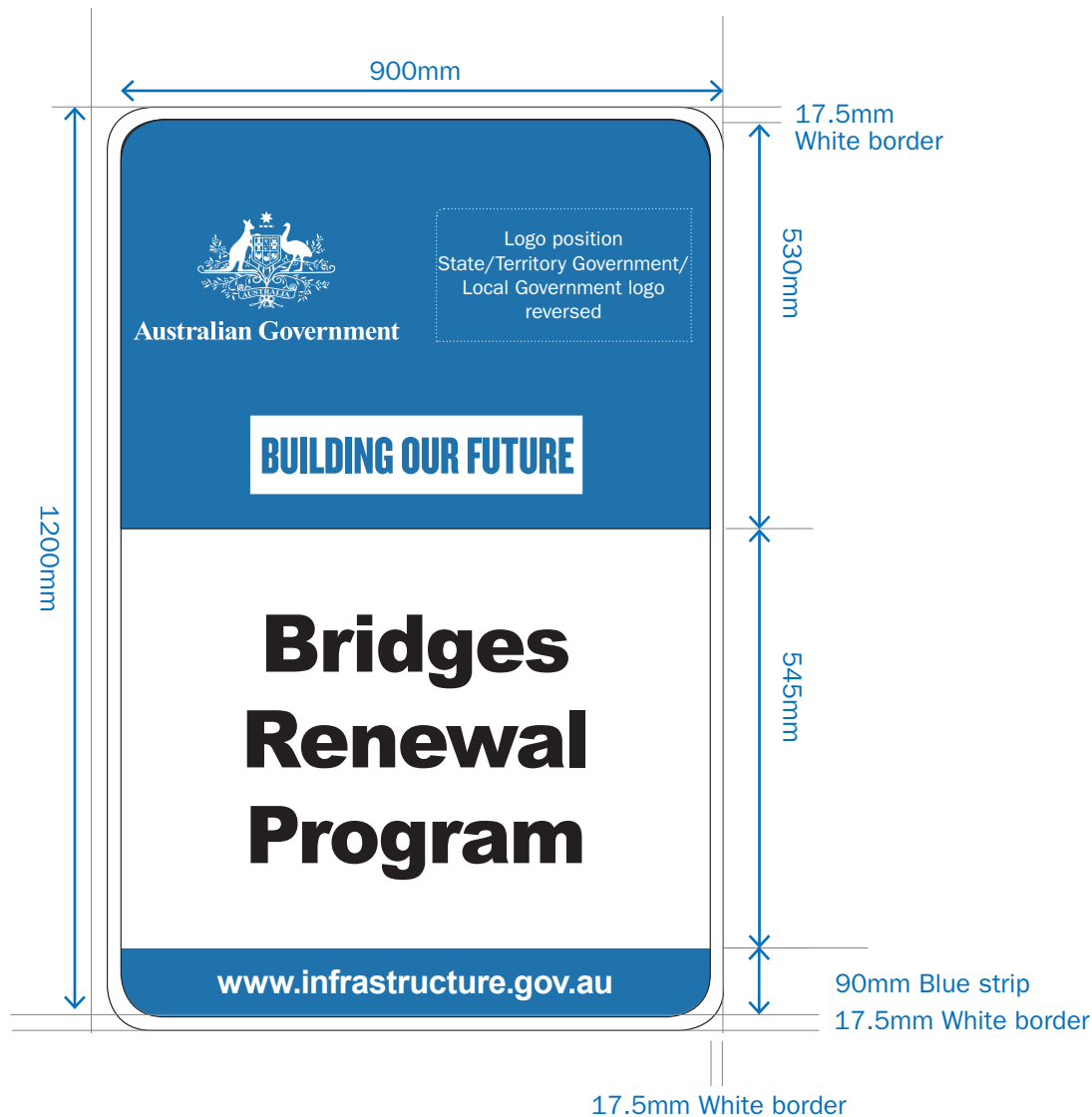
Colour specifications:

	<b>C</b>	85%
	<b>M</b>	52%
	<b>Y</b>	10%
<b>PMS 285</b>	<b>K</b>	0%

	<b>C</b>	0%
	<b>M</b>	0%
	<b>Y</b>	0%
<b>Black</b>	<b>K</b>	100%

Note: See page 3 for sign specifications.





## PROGRAM: BRIDGES RENEWAL PROGRAM

Project Type: Roads

Sign: Jointly Funded

Font: Arial Black

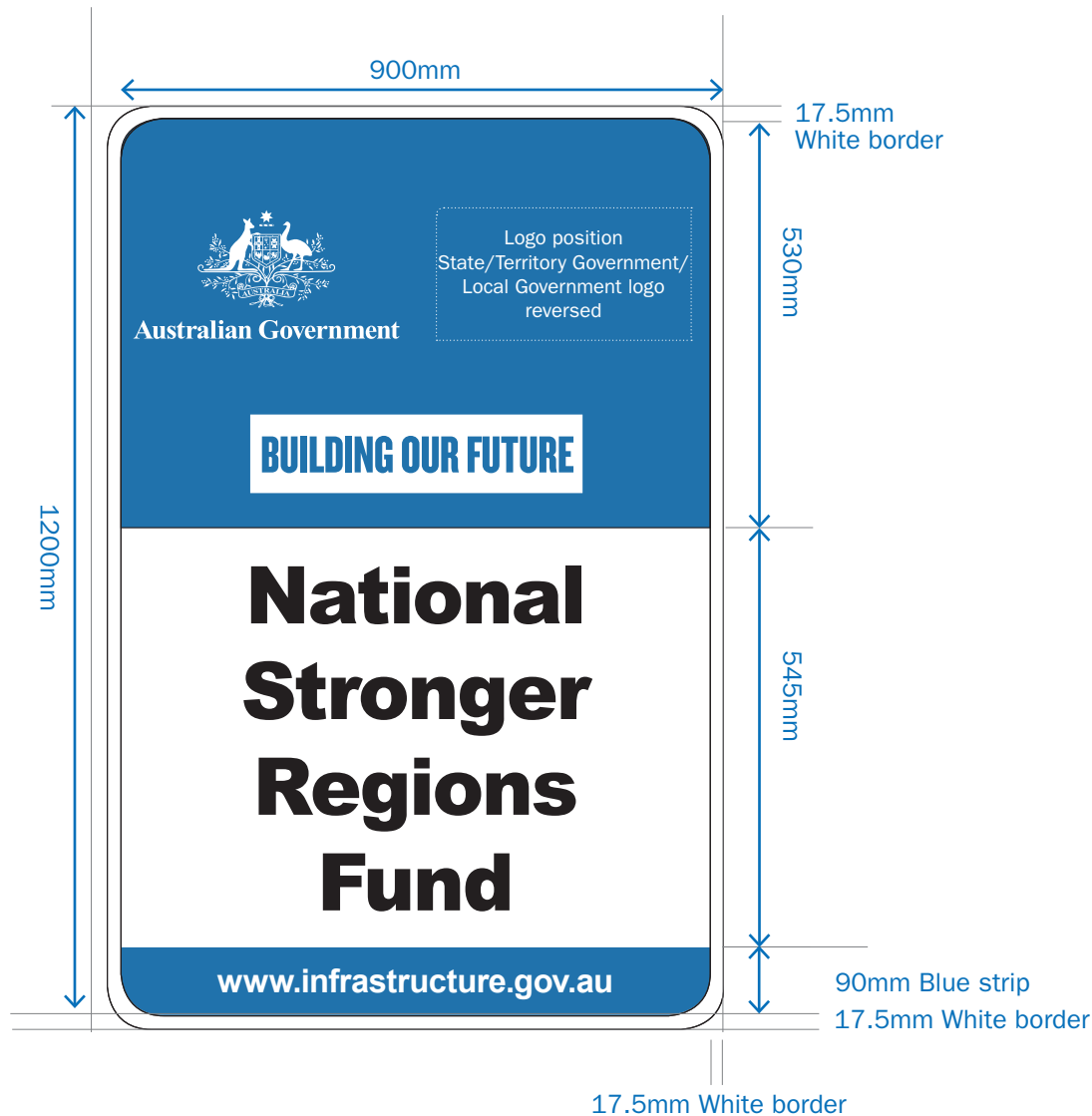
Colour specifications:

	<b>C</b>	85%
	<b>M</b>	52%
	<b>Y</b>	10%
<b>PMS 285</b>	<b>K</b>	0%

	<b>C</b>	0%
	<b>M</b>	0%
	<b>Y</b>	0%
<b>Black</b>	<b>K</b>	100%

Note: See page 3 for sign specifications.





## PROGRAM: NATIONAL STRONGER REGIONS FUND

Sign: Jointly funded

Font: Arial Black

Colour specifications:

	<b>C</b>	85%
	<b>M</b>	52%
	<b>Y</b>	10%
	<b>K</b>	0%
<b>PMS 285</b>		

	<b>C</b>	0%
	<b>M</b>	0%
	<b>Y</b>	0%
	<b>K</b>	100%
<b>Black</b>		

Note: See page 3 for sign specifications.





## PROGRAM: COMMUNITY DEVELOPMENT GRANTS

Sign: Fully Australian Government funded

Font: Arial Black

Colour specifications:

	<b>C</b>	85%
	<b>M</b>	52%
	<b>Y</b>	10%
<b>PMS 285</b>	<b>K</b>	0%

	<b>C</b>	0%
	<b>M</b>	0%
	<b>Y</b>	0%
<b>Black</b>	<b>K</b>	100%

Note: See page 3 for sign specifications.





## PROGRAM: COMMUNITY DEVELOPMENT GRANTS

Sign: Jointly funded

Font: Arial Black

Colour specifications:

	<b>C</b>	85%
	<b>M</b>	52%
	<b>Y</b>	10%
	<b>K</b>	0%
<b>PMS 285</b>		

	<b>C</b>	0%
	<b>M</b>	0%
	<b>Y</b>	0%
	<b>K</b>	100%
<b>Black</b>		

Note: See page 3 for sign specifications.





## PROGRAM: TASMANIAN JOBS AND GROWTH PACKAGE

Sign: Fully Australian Government funded

Font: Arial Black

Colour specifications:

	<b>C</b>	85%
	<b>M</b>	52%
	<b>Y</b>	10%
	<b>K</b>	0%
<b>PMS 285</b>		

	<b>C</b>	0%
	<b>M</b>	0%
	<b>Y</b>	0%
	<b>K</b>	100%
<b>Black</b>		

Note: See page 3 for sign specifications.





## PROGRAM: TASMANIAN JOBS AND GROWTH PACKAGE

Sign: Jointly funded

Font: Arial Black

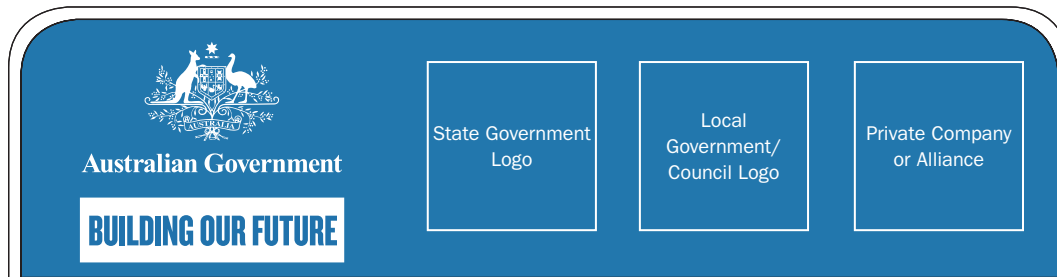
Colour specifications:

	<b>C</b>	85%
	<b>M</b>	52%
	<b>Y</b>	10%
	<b>K</b>	0%
<b>PMS 285</b>		

	<b>C</b>	0%
	<b>M</b>	0%
	<b>Y</b>	0%
	<b>K</b>	100%
<b>Black</b>		

Note: See page 3 for sign specifications.



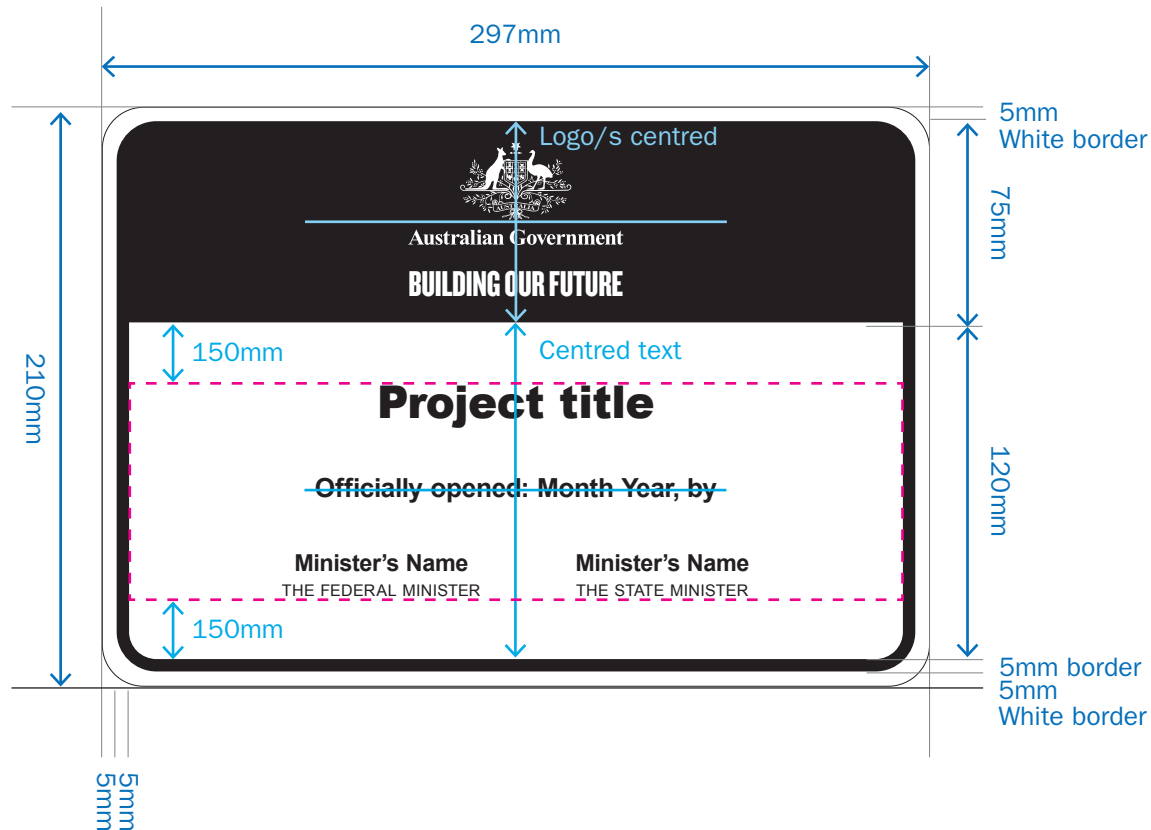


## MULTIPLE LOGO APPLICATION

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

- 1 Australian Government Crest /Building Our Future brand
- 2 State Government logo
- 3 Local Government/Council logo
- 4 Private company or alliance.





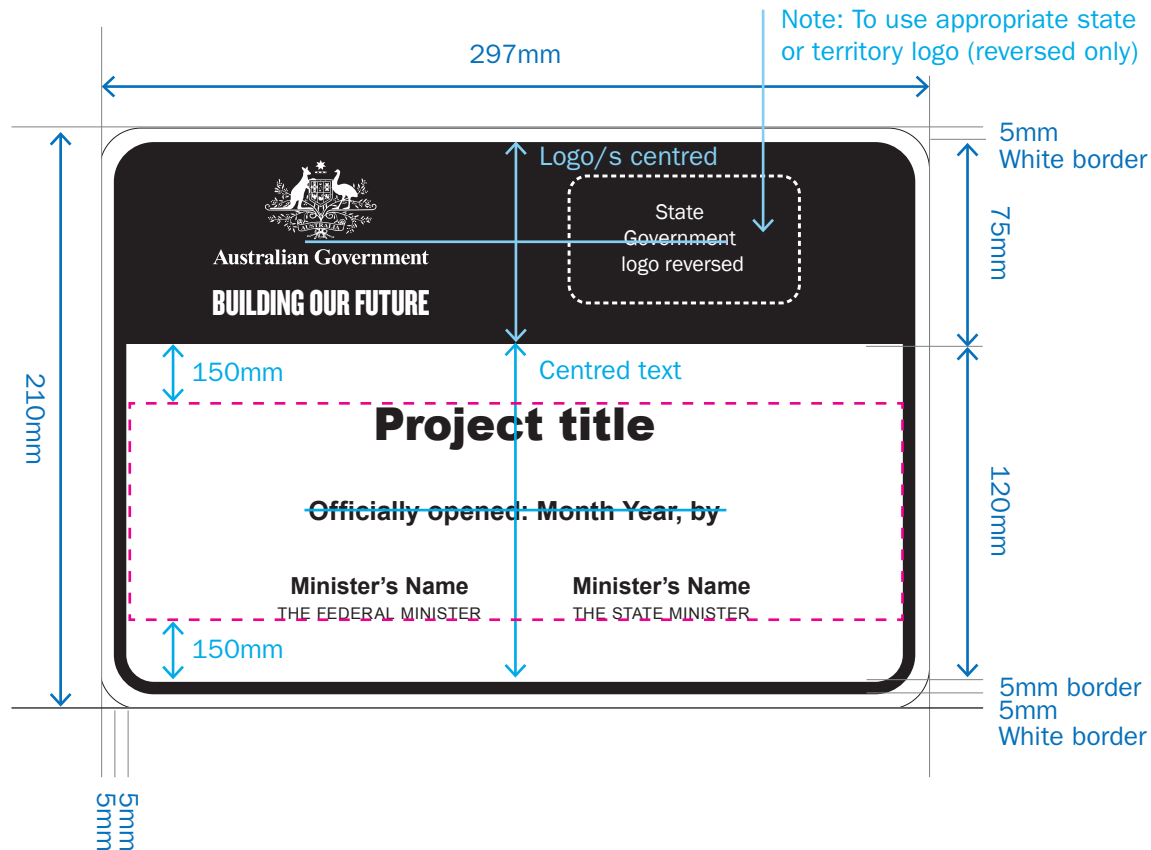
## COMMEMORATIVE PLAQUE

Program: All programs  
 Sign: Fully Australian Government funded  
 Font: Arial, Arial Black, Arial Bold  
 Colour specifications:

	<b>C</b>	0%
	<b>M</b>	0%
	<b>Y</b>	0%
<b>Black</b>	<b>K</b>	100%

Note: See page 3 for sign specifications.





Program: All programs  
 Project: Commemorative plaque  
 Sign: Jointly Funded  
 Font: Arial Black, Arial Bold  
 Colour specifications:

	<b>C</b>	0%
	<b>M</b>	0%
	<b>Y</b>	0%
<b>Black</b>	<b>K</b>	100%

Note: See page 3 for sign specifications.



## MANUFACTURING SPECIFICATIONS

The below specifications have been developed to ensure signage lasts the life of the project and easily cleaned if vandalised. These specifications are a guide only. You may choose other options depending on advice given from your manufacturer.

Aluminium Thickness:	1.6mm 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)