
Bushland Reserves Signage Template & Style Guidelines



Adopted by Council 22 July 2015

Prepared by Urban & Public



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Introduction

Welcome to the Bushland Reserves Signage Template & Style Guidelines

The aim of the Bushland Reserves Signage Template is to improve MRSC brand application, signage, navigability and recreational experience for park visitors. The Signage Style Guidelines presents the design outcomes for bushland reserves signage.

Background

Macedon Ranges Shire contains over a dozen bushland and conservation reserves of various sizes and character. Some of these reserves comprise small patches of native vegetation which have limited community use. Other reserves comprise large sites that are rich in cultural heritage and which contain a diversity of flora and fauna species. These larger reserves are often well used by the community and contribute to the Council's network of recreation spaces.

Most bushland reserves contain remnant grassy forest vegetation and native grasslands which provide important habitat for wildlife. A variety of formal and informal walking trails traverse the reserves, providing opportunities for low impact passive recreation and bush-walking.

Many of Council's bushland reserves do not have any signage to identify the name or values of the site, nor permitted and prohibited activities. Where signs do exist, these differ from one reserve to another in terms of type, design, branding and quality. Consequently there is no consistent theme that unifies Council's bushland reserves and identifies them as Council managed assets.

Council has prepared Environmental Management Plans for eight of its bushland reserves. All of these management plans include general and specific actions relating to signage, including recommendations for additional information signage, new or replacement place identification signs and new interpretive signs in some cases.

The Bushland Reserves Signage Template endeavors to establish a consistent and coherent family of signs to aid in identifying reserves and assisting users with their navigation whilst providing the required regulatory and statutory information.

Objectives

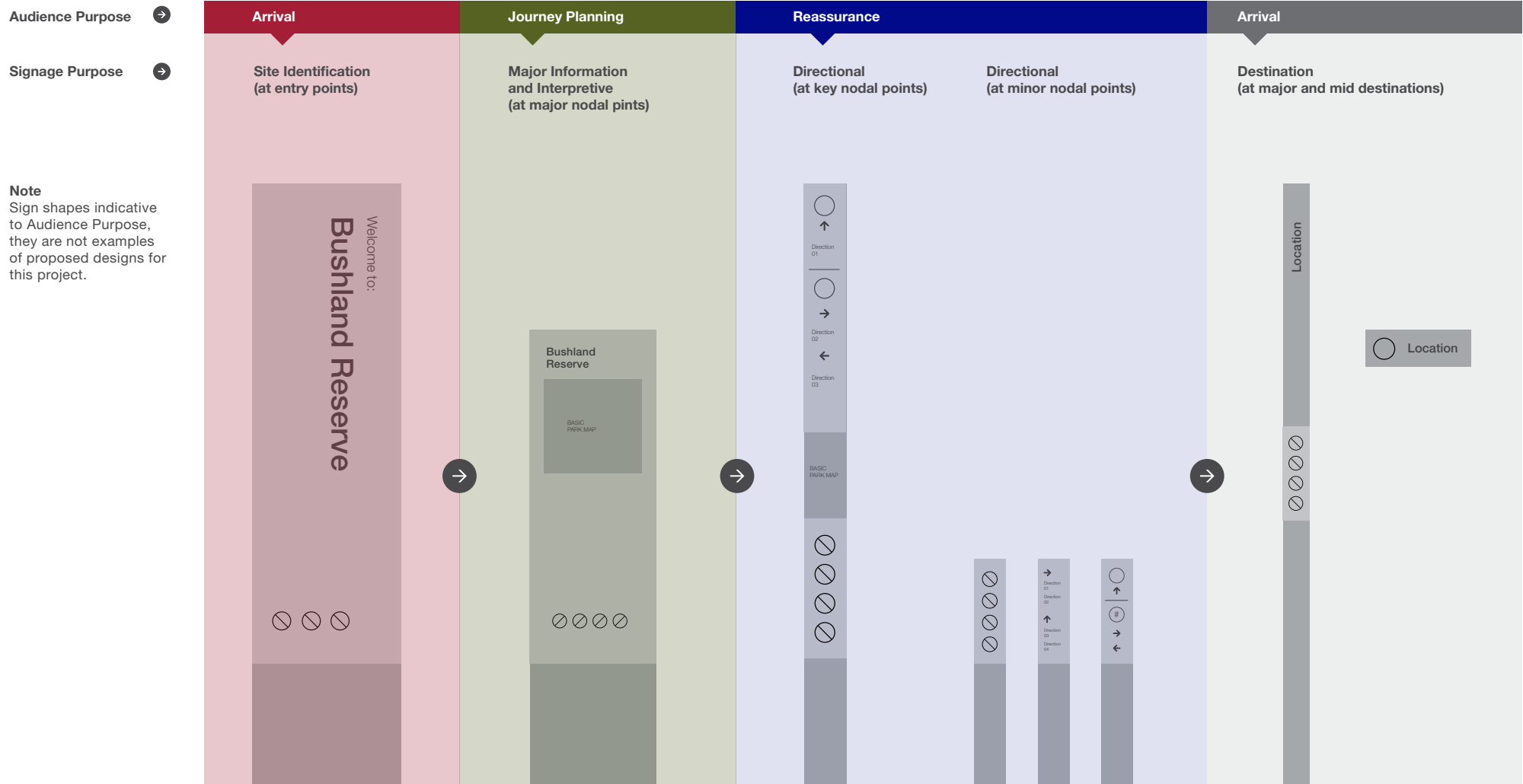
To design a suite of signage templates for Council's bushlands reserves that:

- Are sympathetic to the character of Council's bushland reserves
- Reflect Council's corporate identity
- Are consistent in terms of design and presentation
- Provide clear, unambiguous information to the public
- Are cost effective in terms of construction and life cycle
- Minimise visual clutter
- Establish principles for the content and use of the various sign templates developed

01

Signage Principles

Audience & Signage Interaction



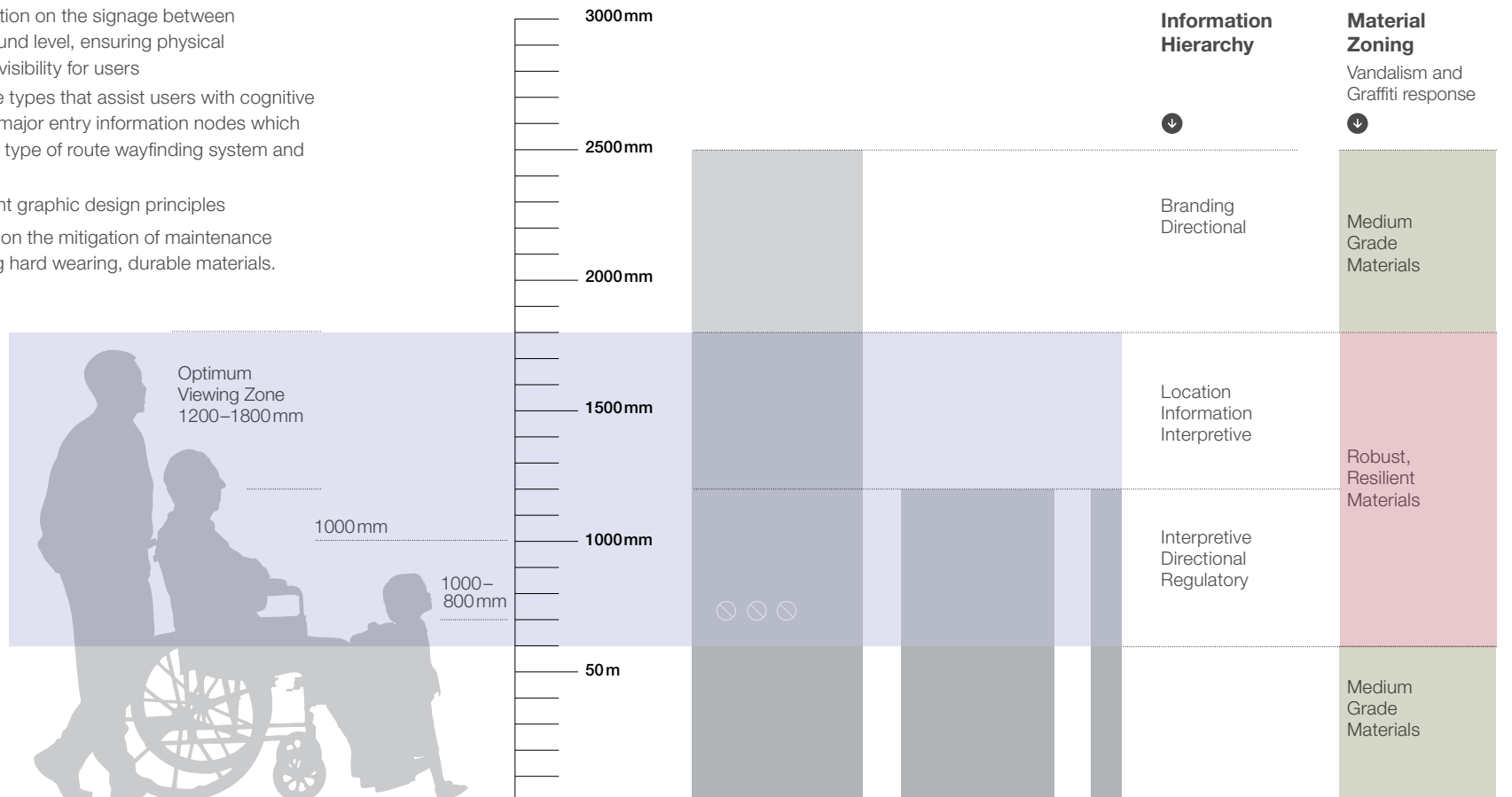
Design Methodology

To orientate users effectively, optimise sign legibility and make regulatory and warning information immediately accessible, it is proposed to:

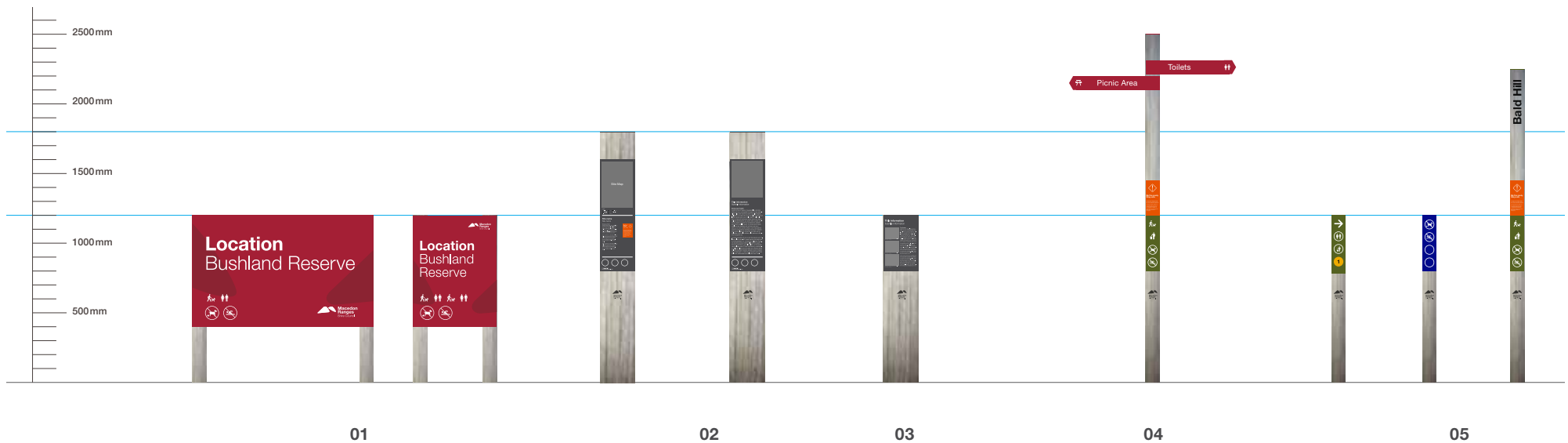
- Establish a hierarchy of information that is consistent on all signs
- Locate important information on the signage between 900–1800mm above ground level, ensuring physical accessibility and optimal visibility for users
- Create a family of signage types that assist users with cognitive mapping by establishing major entry information nodes which are supported by a minor type of route wayfinding system and interpretive signs
- Utilise clear and consistent graphic design principles

Material selection will focus on the mitigation of maintenance and vandalism by specifying hard wearing, durable materials.

Accessible Heights →



Signage Family Types & Purpose



Sign Number & Name	01 Reserve Identification Sign	02 Interpretive/Information Sign Large	03 Interpretive Sign Small	04 Directional Fingerboard	05 Trail Markers
Sign Type	Destination arrival	Major information nodes	Minor information nodes	Local directional	Micro directional
Purpose	To provide users with key information at arrival points to Reserves. Large sign is used for large and highly visited reserves.	To provide users with important information about the site's history or local wild life. It could be double sided to provide users with key mapped information. Mapped signs are appropriate at large reserves with various facilities and attractions. It could also contain regulatory and warning information.	To provide users with local information about the site's history or local wild life.	To provide users with key directional information to facilities and destinations at main trail intersections in urban areas.	To provide users with directional information along trails. Can be used as a regulatory/warning bollard or smaller site identification if required.
Example Location	At arrival/entrance to reserve.	At mayor nodal points in large reserves.		At corner or trail intersection decision points in urban areas.	Along trails or at minor arrival points inside the reserves.

Signage Placement Rationale

Sign locations should be determined by assessing circulation routes and decision points within the scope of the Bushland Reserve.

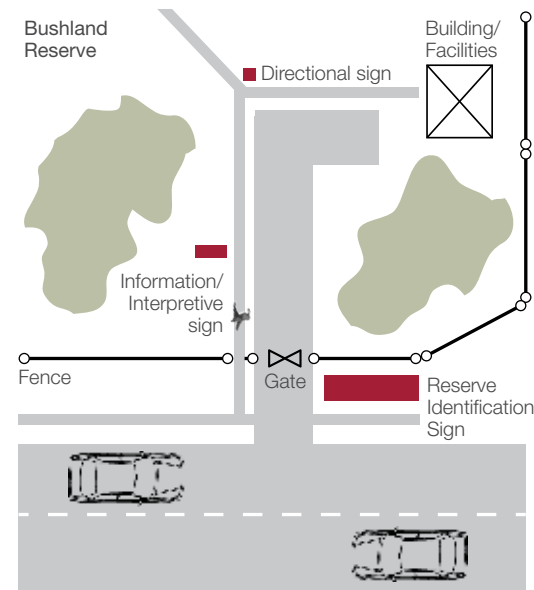
The project objectives will also impact the number and location of signs. For example, a larger reserve may look to connect paths for cycling or car parking with key facilities for pedestrians. Whereas an isolated reserve may look to promote interpretive walks for visitors or simply provide trail directional information.

Every intersection should be considered carefully to correctly guide users around the reserves and highlight key destinations, facilities and connecting trails.

The most common intersection layouts are T, Y and X intersections.

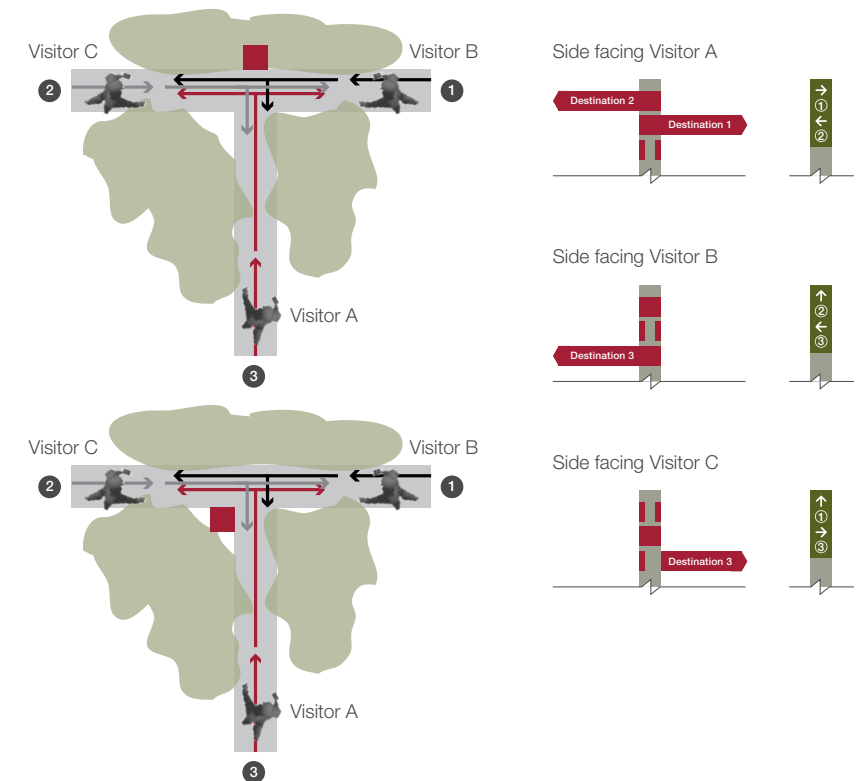
The following diagrams demonstrate the placement principles for the signage family.

Indicative Entrance Signs



Directional Signs

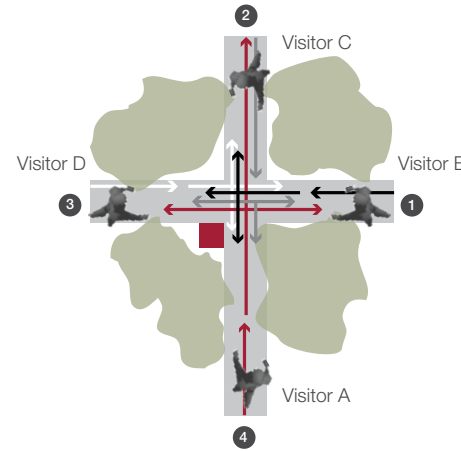
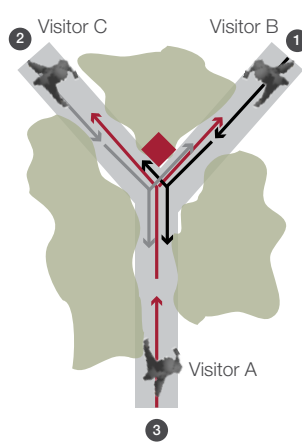
- Sign location
- 0 Destinations
- Visitor A movement
- Visitor B movement
- Visitor C movement
- Trails / Roads



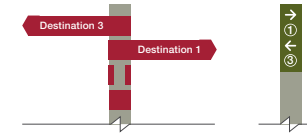
Signage Placement Rationale

Directional Signs

- Sign location
- 0 Destinations
- Visitor A movement
- Visitor B movement
- Visitor C movement
- Visitor D movement
- Trails / Roads



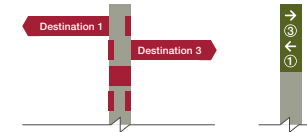
Side facing Visitor A



Side facing Visitor B



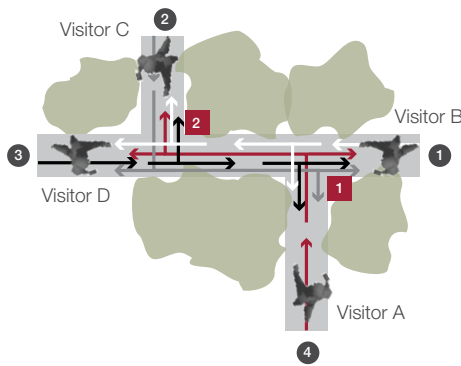
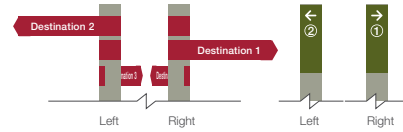
Side facing Visitor C



Side facing Visitor D



Sides facing Visitor A



SIGN 1

Side facing Visitor A



SIGN 2

Side facing Visitor A & B



Side facing Visitor B



Side facing Visitor B



Side facing Visitor C



Side facing Visitor C



Side facing Visitor C & D



Side facing Visitor D



Signage Consistency

The Bushland Reserves Signage family has been designed as a system to provide for both consistency and customisation.

The form, structure, typography, graphic elements and composition of the signage family remain consistent across all sign types. This enables economies of scale in design and manufacturing. It means new sign designs are not required each time, and production methods remain the same across the suite in ensuring that design and production costs are reduced.

Consistency also helps in terms of communicating to the public. Visitors traveling from across the region are able to identify the signs as being part of the same suite, thus it unites regions together. It also provides a clear, consistent visual language and physical form for all reserves.



02

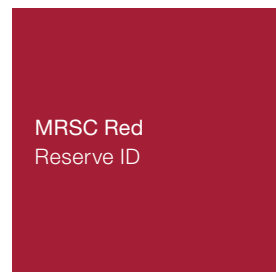
Design Elements

Colour Palette

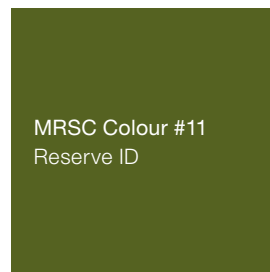
A small colour palette has been selected from the Primary and Secondary Colour Palettes from the MRSC's Brand Guidelines.

One additional colour has been introduced to create the watermark on the background of the reserve identification signs.

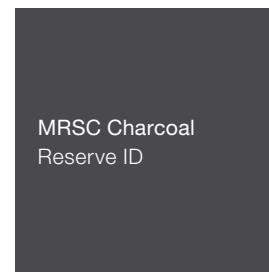
Primary



PMS 201 C
C 10 M 100 Y 80 K 30



Pantone 371 C
C 59 M 0 Y 91 K 24

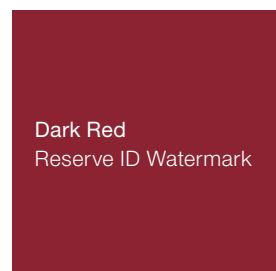


86% Black
C 0 M 0 Y 0 K 86



White

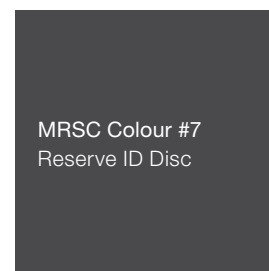
Secondary



PMS 202 C
C 30 M 100 Y 80 K 35



PMS 124 C
C 0 M 28 Y 100 K 6



86% Black
C 0 M 0 Y 0 K 86



Pantone 2738 C
C 100 M 94 Y 0 K 0



Pantone 166 C
C 0 M 70 Y 100 K 0

Brandmark Colour and Mono

When implementing the Macedon Ranges Shire Council brand-mark into the signage system, it is essential to ensure that it is consistently reproduced across all signs to retain legibility.

The preferred logo configuration as outlined in the Brand Guidelines and used on the following wayfinding signage is the horizontal configuration below, as it has the strongest and effective balance and overall form.



As solid colours have been selected for Bushland Reserves signage, the mono reverse version of the MRSC brandmark will be used. This will retain contrast and aid legibility. This simplified version aids continuity with the wayfinding signage style and ensures the hierarchy of information is maintained in relation with typographic elements.



Woodbranding either by staining or burning will be the method for applying the brandmark for use on wooden structures. The third logo configuration as shown in the Brand Guidelines was chosen for this application as it will retain maximum legibility when applied on spaces with a maximum width of 100mm. The image below is a visualisation of this application method.



Materials Palette

The material palette has been chosen to provide Council with a cost effective and easily amendable system.

It is envisaged that the palette of materials can be sourced locally mitigating delivery and supply issues.

Signage



Hardwood Class 1 allowed to age and weather



Aluminium substrate and Vinyl adhesive print with protective coating

Shelter



Galvanized Steel for shelter frame



Corrugated Iron for shelter canopy

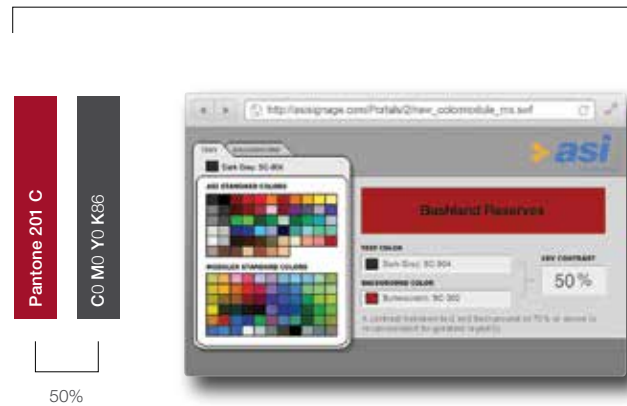
Accessibility

Light Reflective Value

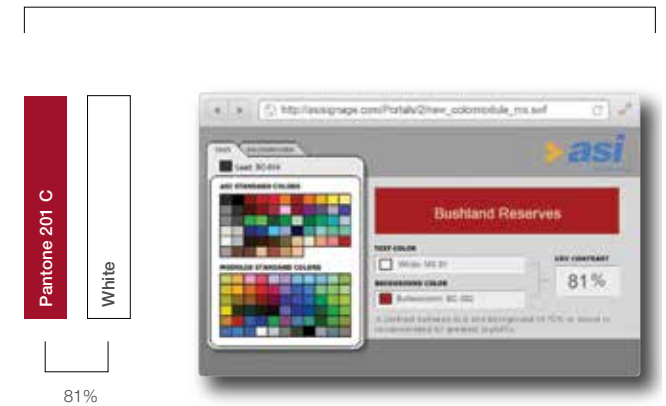
A key factor in choosing colours for outdoor signage is to ensure sufficient contrast between the foreground and background colours. Each colour has a Light Reflective Value (LRV) and contrast levels are measured by comparing the foreground and background LRV ratings. 70% is deemed to be an acceptable standard of contrast, making signage more legible for persons with vision impairment.

Generally this means that highlight colours need to be lighter in tone to achieve sufficient contrast with the background. This tends to exclude colours such as reds and maroons, or dark blues and purples. All highlight colours selected for the Bushland Reserves signage colour palette achieve a contrast level of 70% and over.

Contrast Not Acceptable ❌



Contrast Acceptable ✅



Typography

Helvetica Neue

Helvetica Neue is the approved font for all MRSC communications and thus used for the Bushland Reserves Signage. This font family has a large amount of variations that will aid typographic hierarchy across all sign typologies. The contrasting use of Bold and Light weights is both best practice in typographic hierarchy and legibility yet also follows the effective text formatting as outlined in the Brand Guidelines document.

This page displays the preferred weights.

Note:
Wording on signs should all be in sentence
or Title Case (as appropriate) for legibility.

Example:

Reserve Name

Facilities and Attractions

Helvetica Neue – Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue – Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue – Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue – Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Directional Information

Users are never directed to destinations which are behind them. Only forwards, left, right and 45° angles are to be used. Backwards arrows are open to misinterpretation and would become confusing for users.

Arrow types



Bushland Reserve Arrow



Bushland Reserve Arrow



Iconography

Symbols Library

The Bushland Reserves Symbols Library is comprised of the following symbols. Additional symbols might need to be created in the future. To create a consistent look and feel, symbols will need to be developed for use on the signage family.

Advisory

Car park	Information	Toilets	Facilities for people with limited mobility	Picnic Tables	Shelter	Barbeques	Playground	Lookout	Fireplace	Falls	Mineral Springs	Railway Station	Hospital
Aboriginal site	Dogs on lead	Walking tracks	Self-guided walk	Rock climbing	Rubbish	Gates	Shire Service	Parks Victoria	Arrow Left	Arrow 45° Left	Arrow Straight	Arrow 45° Right	Arrow Right

Regulatory

No Entry	No Parking	No Vehicles	No Motorbikes	No Horses	No Bike Riding	No Shooting	No Firearms	No Camping	Do Not Drink	Fires prohibited	No Firewood	No Rock climbing	No Feeding	No Bird Feeding

Warning

Warning	Kangaroos	Wombats	Koalas	Snakes	Trees May Fall	Limbs May Fall

Maps for Bushland Reserves

The level of detail should be simple and clear. Reserves tend to cover a contained area and thus are suited to a standard north facing map.

Provide the following information only in the reserve you are in:

- Bordering streets, reserve names, walking paths and trail networks within the reserve and connections to adjacent destinations
- Dog-friendly areas, feature gardens, lakes/wetlands and other areas of importance
- Playgrounds or play areas, ovals, sports courts, clubhouses, pavilions and facilities (toilets, barbecues, etc.)
- Car parks

Design Elements

1. Area: the area is generally defined by the size of the reserve with text sized to be read from close up. It is always positioned with the north at the top of the map.
2. North symbol and scale bar
3. You Are Here symbol
4. Symbols: Use symbols from the library to identify destinations and facilities
5. Places of Interest: Identify any site of interest within the reserve

MRSC Red
Symbols background

PMS 201 C
C 10 M 100 Y 80 K 30

MRSC Charcoal
Roads and trails

86% Black
C 0 M 0 Y 0 K 86

MRSC Eucalypt Grey
Background colour

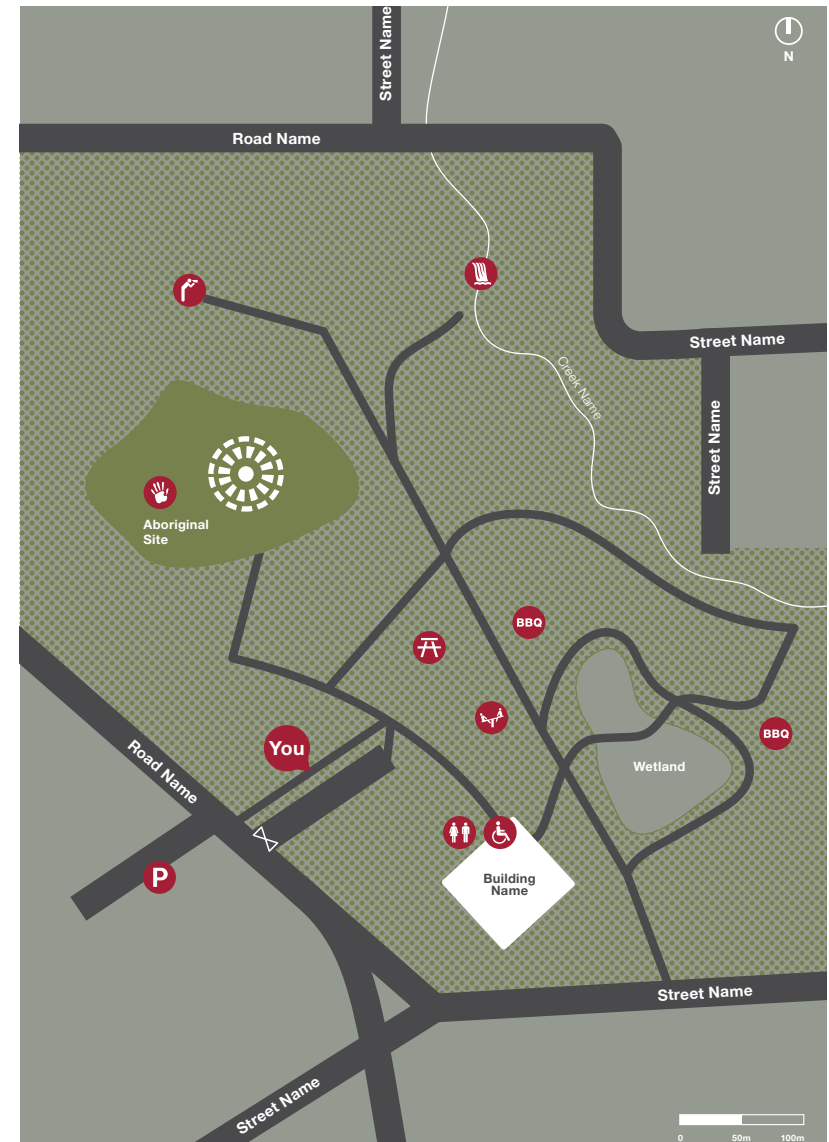
Pantone 7538 C
C 42 M 32 Y 44 K 0

MRSC Colour #10 80%
Reserve

Pantone 371 C 80%
C 48 M 0 Y 100 K 60

White
Highlight colour

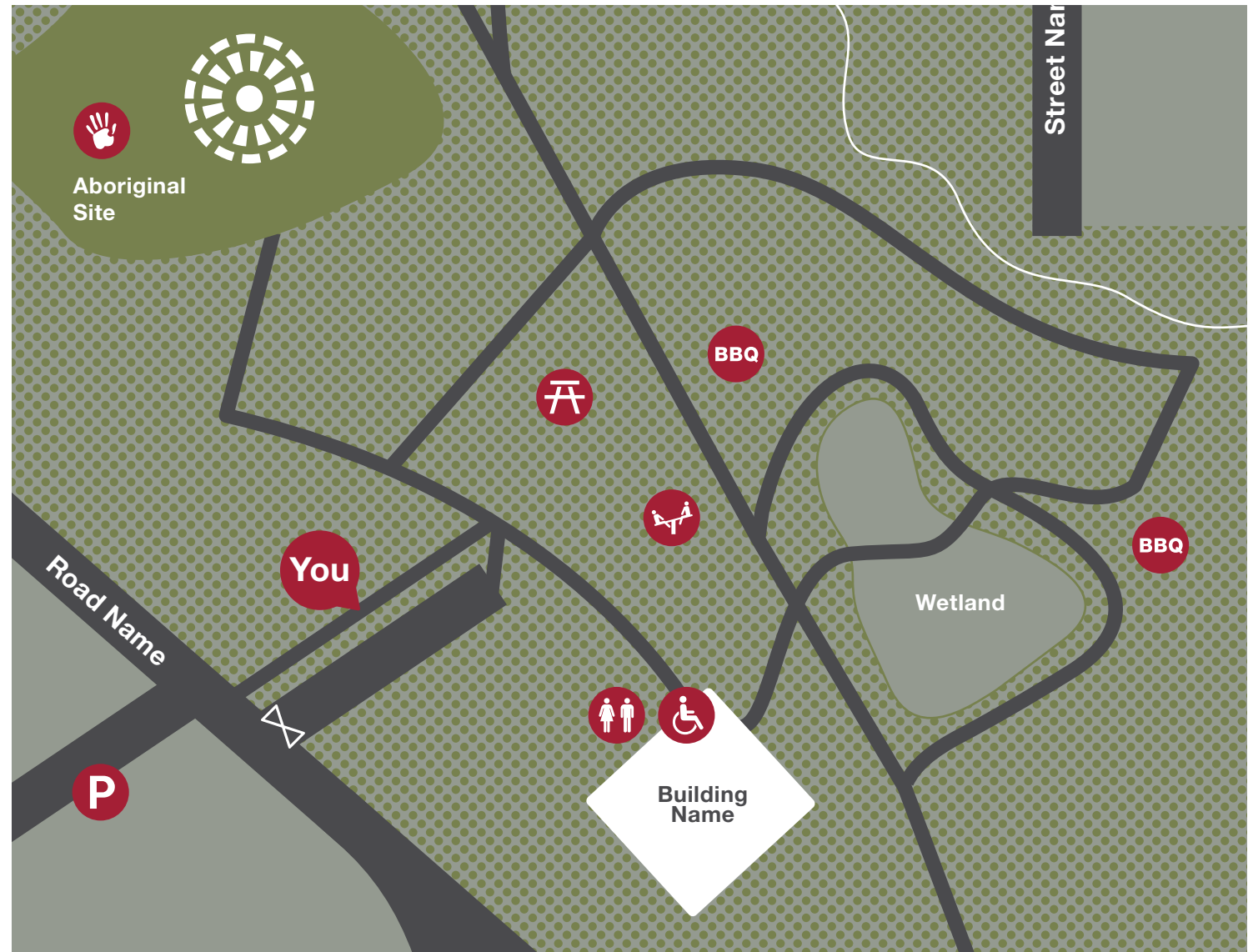
White
For use on text, buildings,
creeks, symbols



Indicative map look-and-feel

Maps for Bushland Reserves

One-to-one detail of the map look and feel..

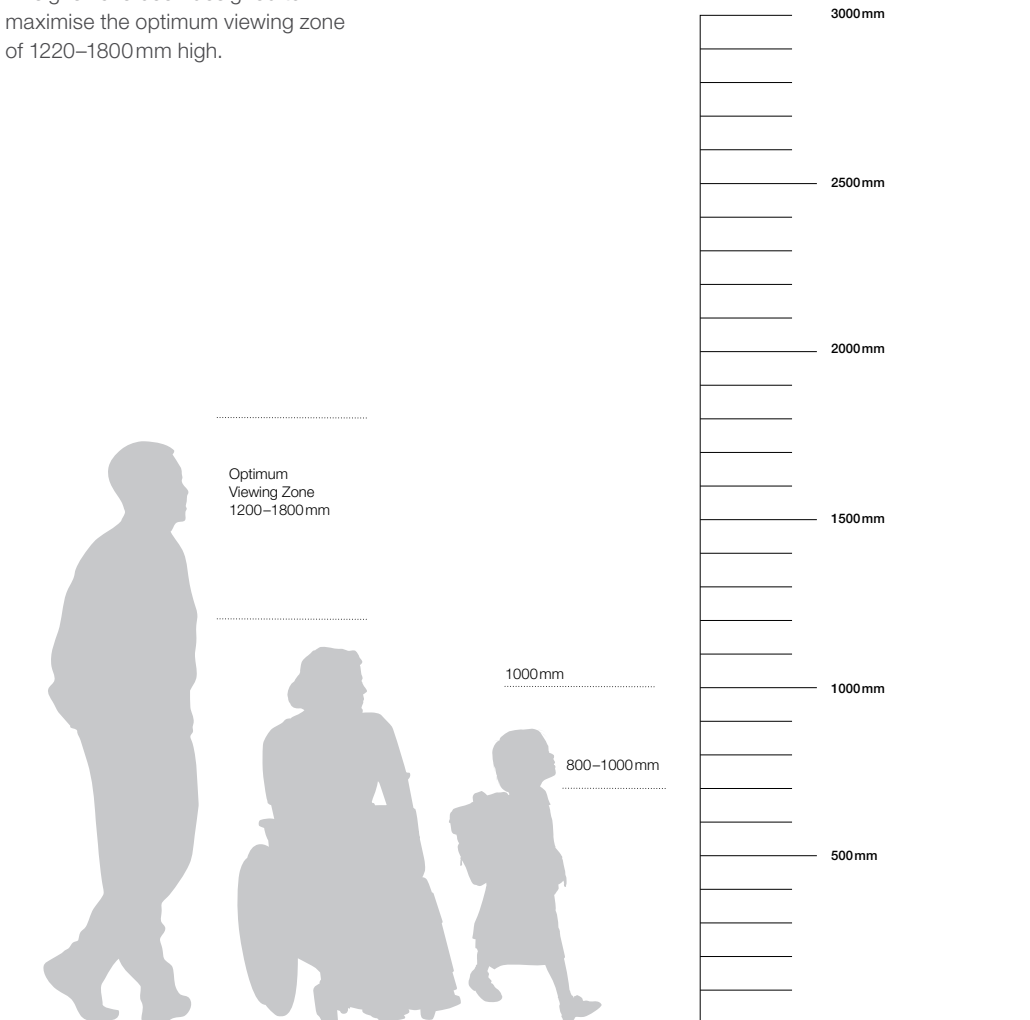


Indicative map look-and-feel at 1:1 scale

03 Signage Specifications

Optimum Viewing Heights

All signs have been designed to maximise the optimum viewing zone of 1220–1800mm high.

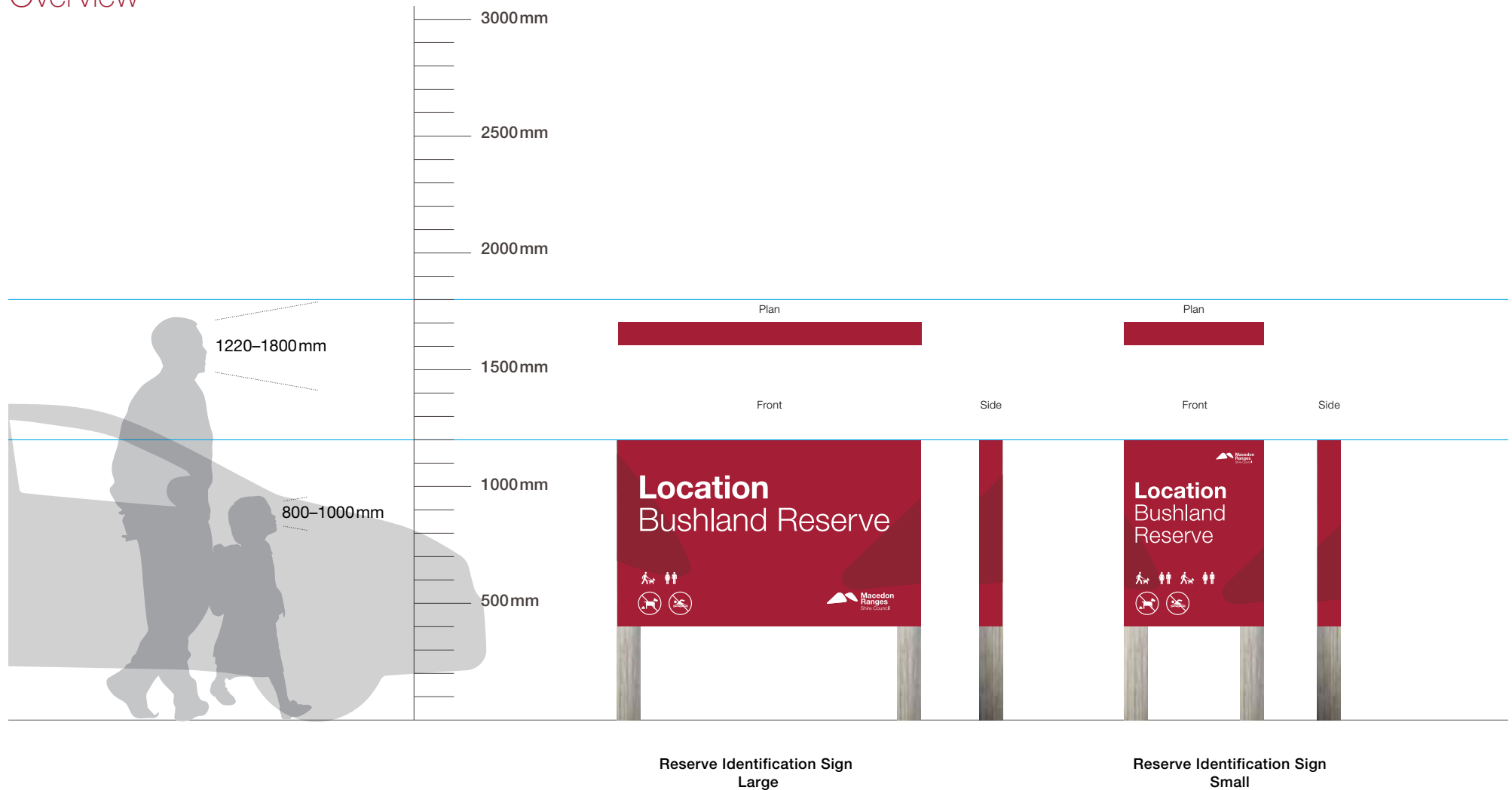


Pedestrian Viewing Distances

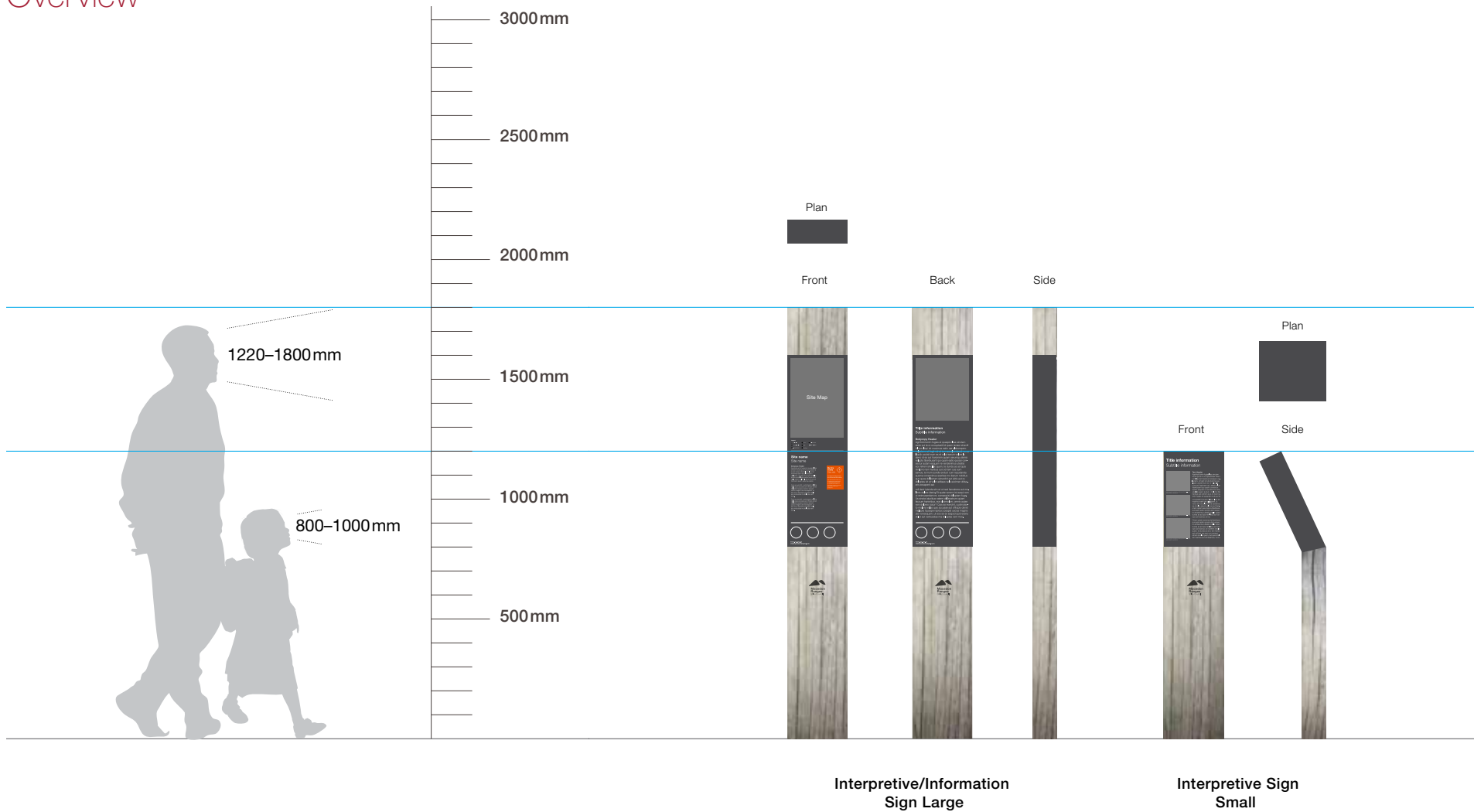
Please refer to the table below for a guide to appropriate text height viewing distances as illustrated in signage type breakdown.

Required Viewing Distance	Minimum X-height
2 metres	6 millimetres
4 metres	12 millimetres
6 metres	20 millimetres
8 metres	25 millimetres
12 metres	40 millimetres
15 metres	50 millimetres
25 metres	80 millimetres
35 metres	100 millimetres
40 metres	130 millimetres
50 metres	150 millimetres

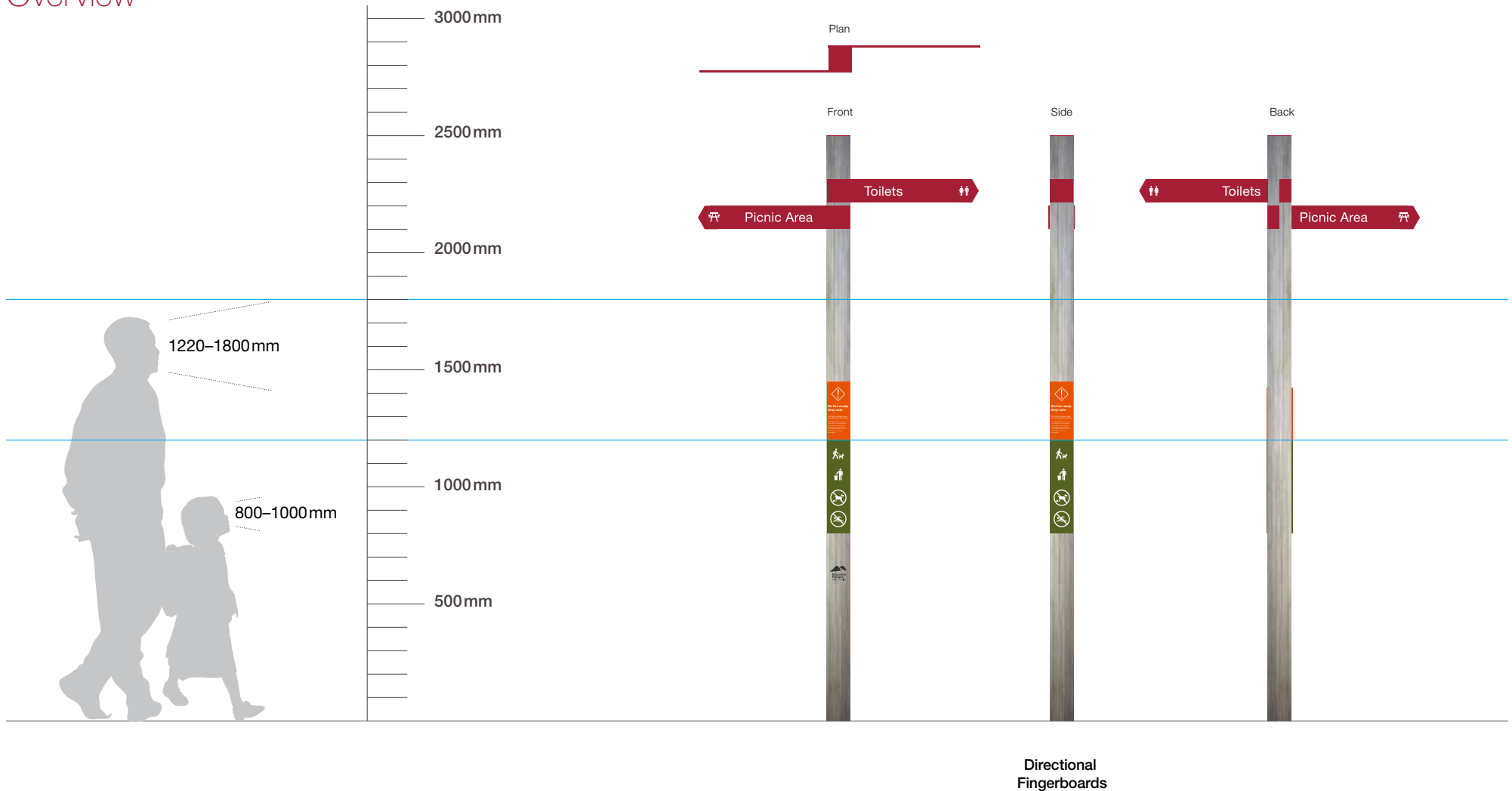
Signage Overview



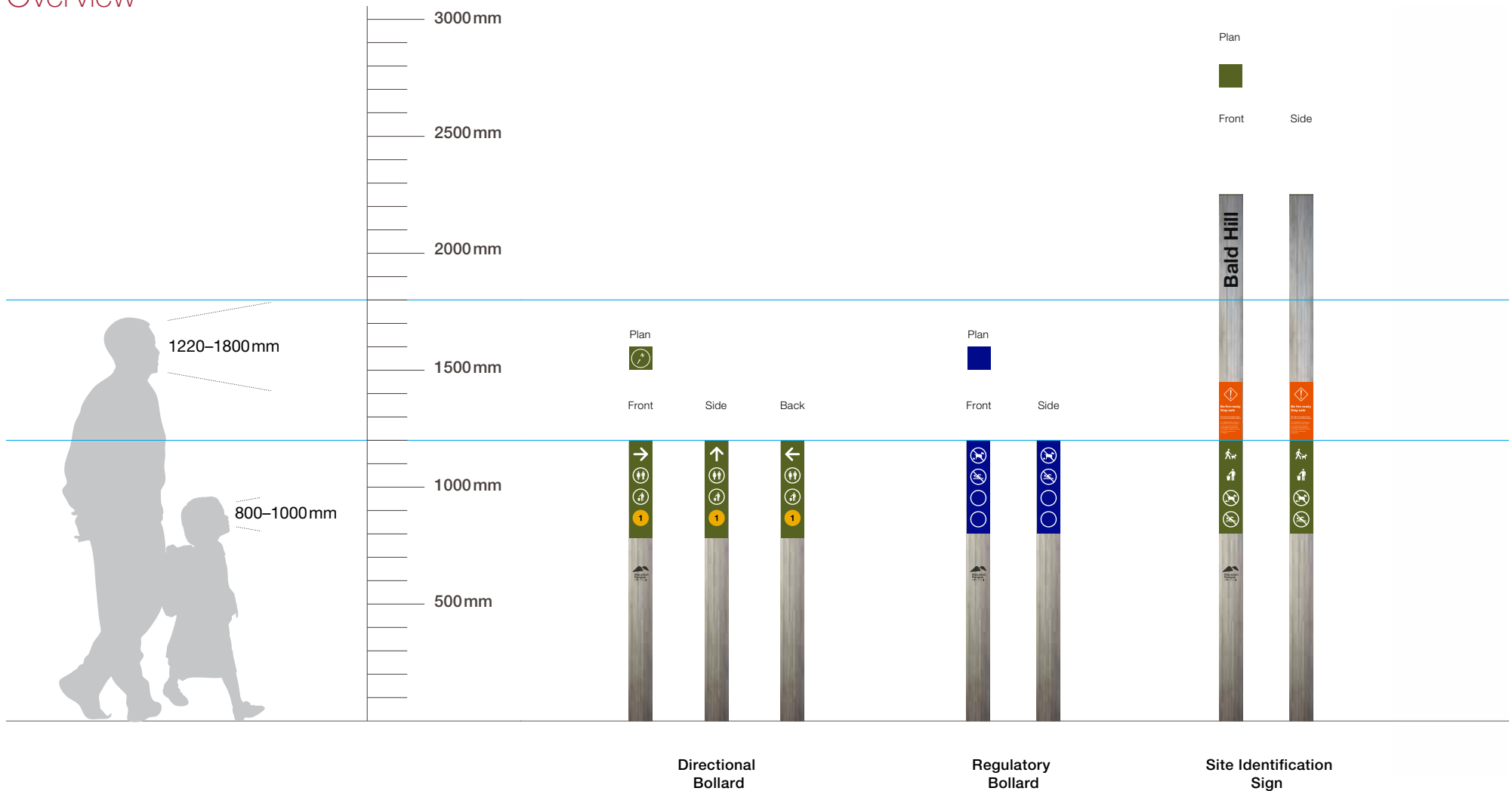
Signage Overview



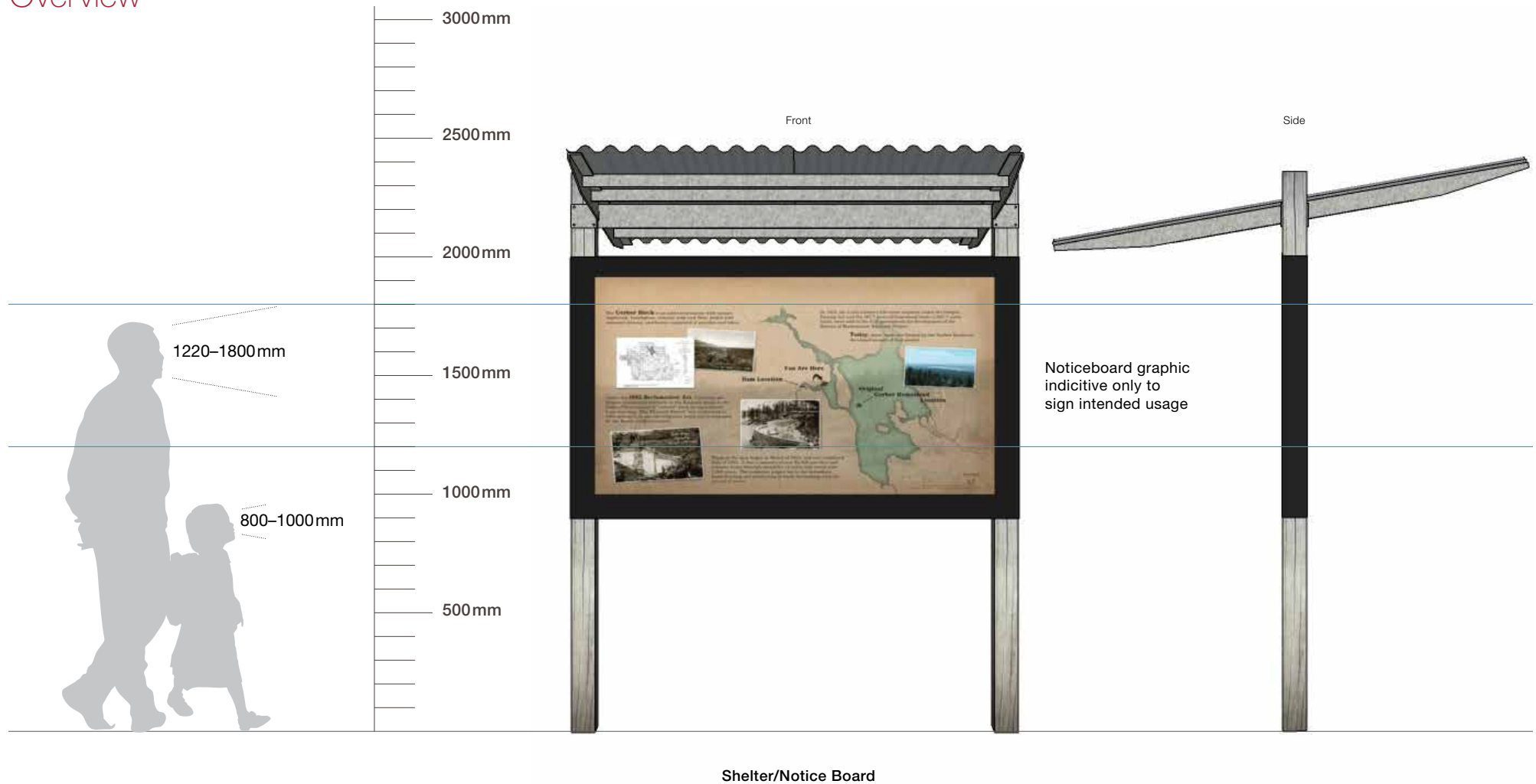
Signage Overview



Signage Overview



Signage Overview



04 Signage Dimensions

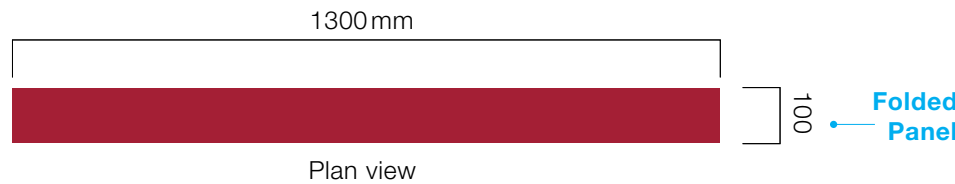
Reserve Identification Sign Large

Post

100 x 100 x 1200mm

Panel

Folded: 1300 x 800mm
Unfolded: 1512 x 906mm
Folds: 6mm



Reserve name

Helvetica Neue
Line 1: Bold 397pt
Line 2: Light 397pt
X height: 100mm
Optimised for viewing
up to 35m



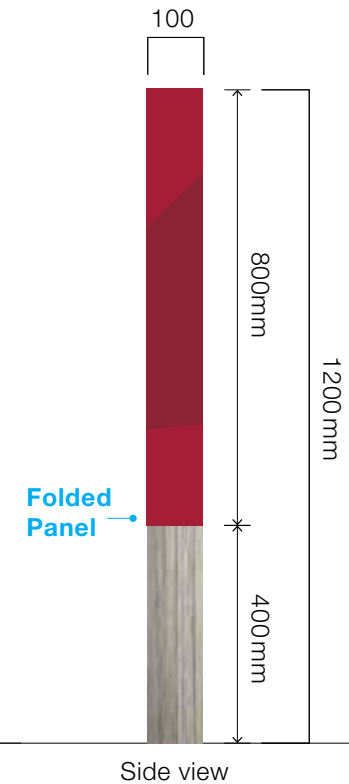
Symbols

Advisory Max. 5
55 x 55mm

Regulatory Max. 4
100 x 100mm

Brandmark

290mm width

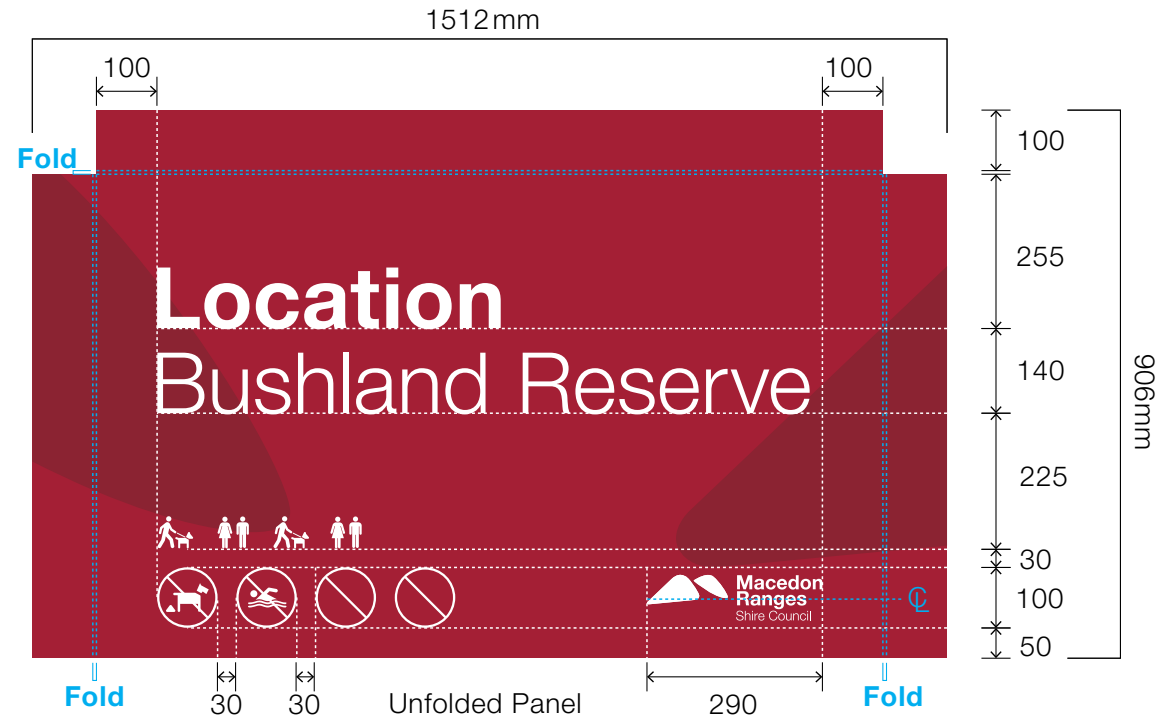


Front view

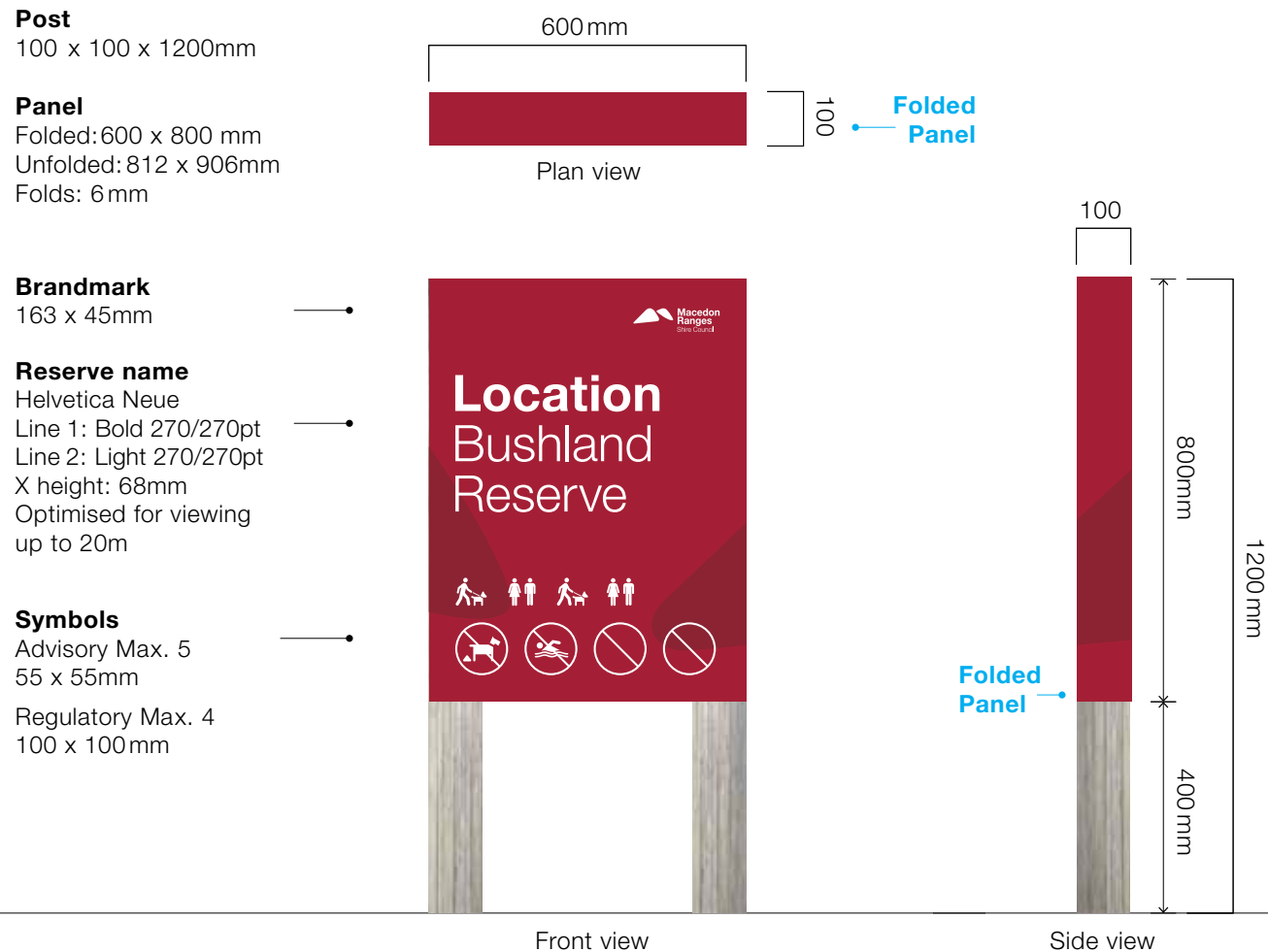
Side view

Reserve Identification Sign

Large

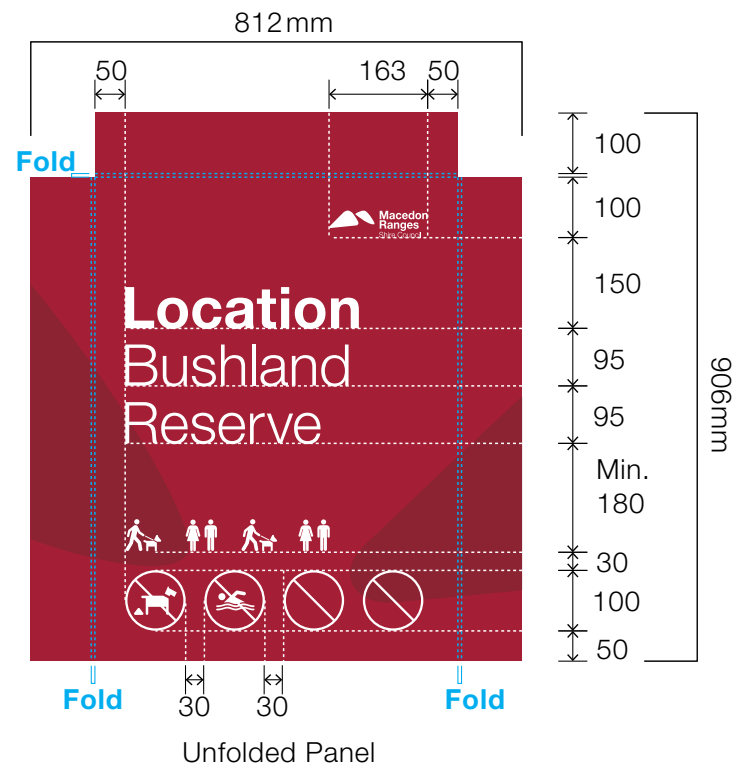


Reserve Identification Sign Small



Reserve Identification Sign

Small



Interpretative/ Information Sign Large

Post
250 x 100 x 1800mm

Panel
Folded: 250 x 800mm
Unfolded: 462 x 800mm
Folds: 6mm

Cap
250 x 100 x 3mm

Image area
220 x 260mm

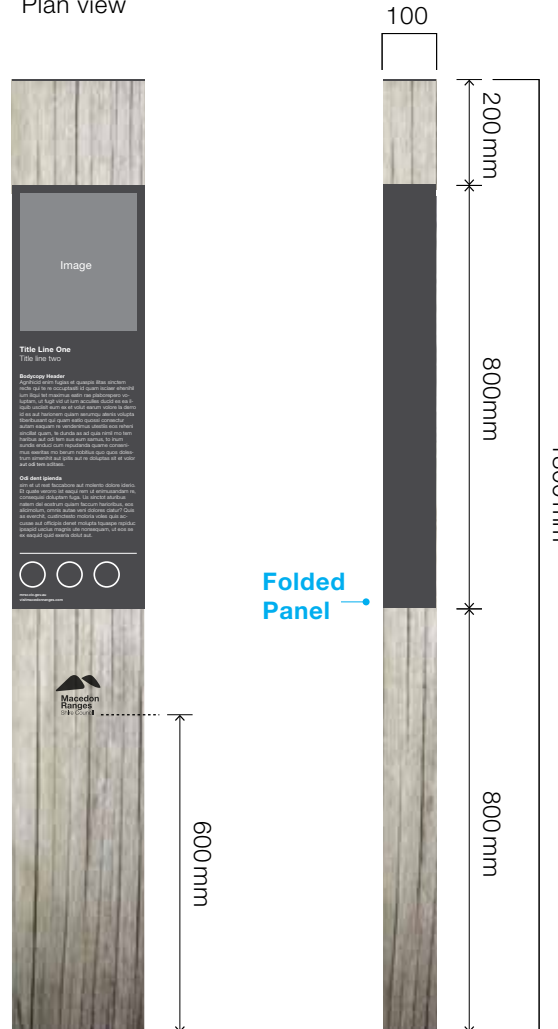
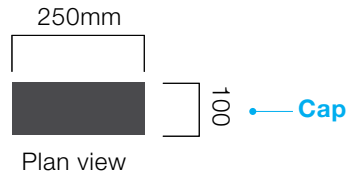
Title
Helvetica Neue
Line 1: Bold 40/48pt
Line 2: Light 40/48pt

Body Copy
Helvetica Neue
Header: Bold 28/34pt
Content: Light 38/34pt

Symbols
If required max. 3
50 x 50mm

Website
Helvetica Neue
Medium 20/24pt

Brandmark
75mm height
horizontally
centred



Map area
220mm x variable

Title
Helvetica Neue
Line 1: Bold 40/48pt
Line 2: Light 40/48pt

Body Copy
Helvetica Neue
Header: Bold 30/10pt
Content: Light 30/36pt

Warnig Area
If required
70 x 100mm

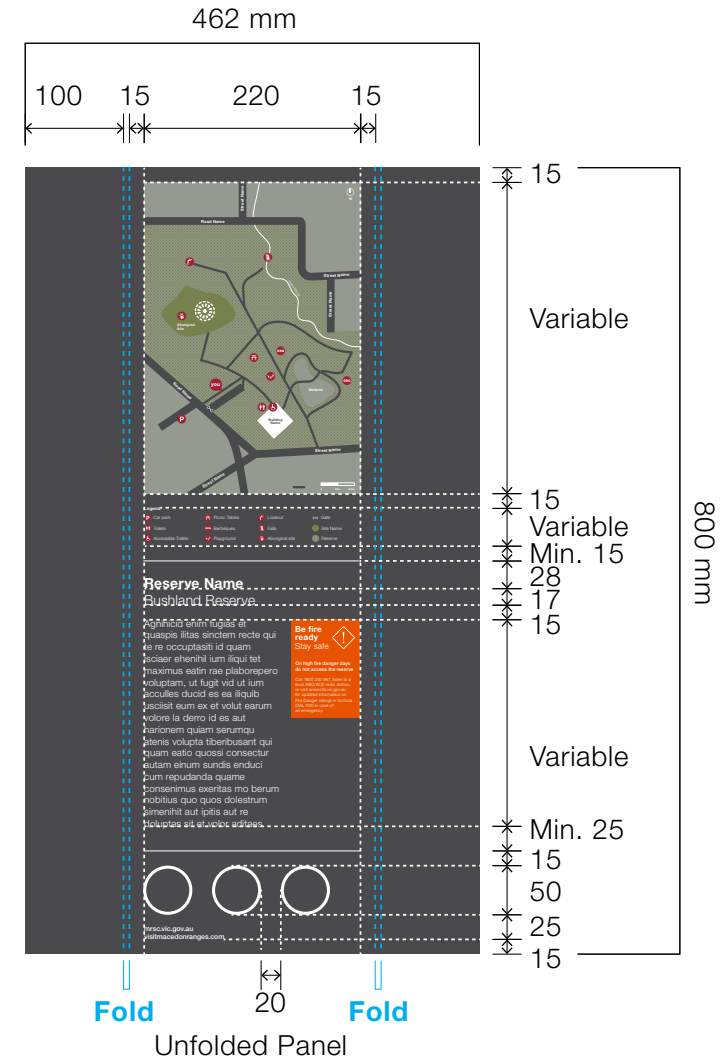
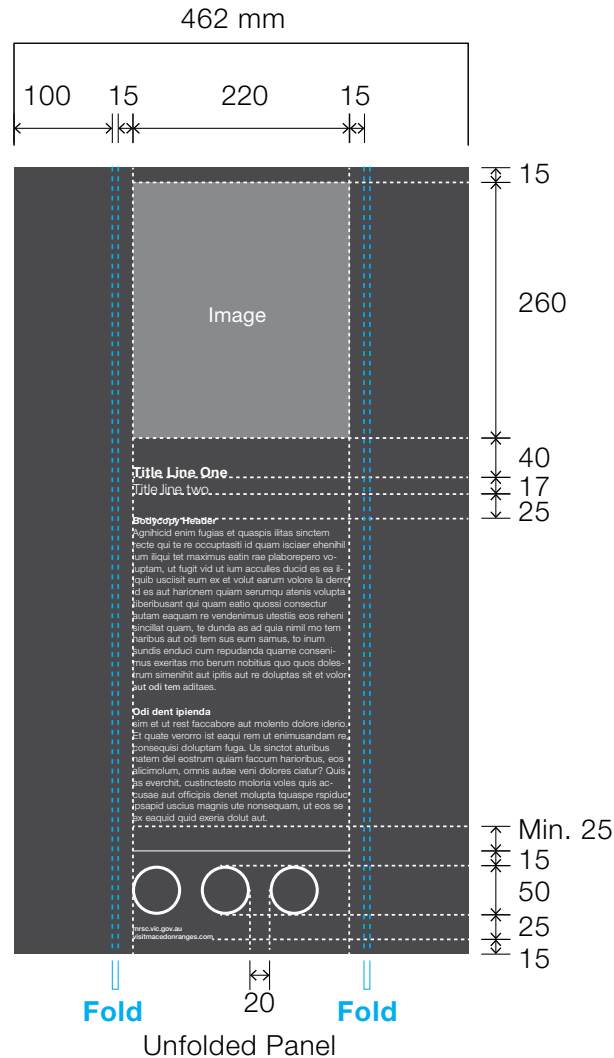


Front view Interpretive

Side view

Front view Information

Interpretative/ Information Sign Large



Interpretative Sign Small

Post

250 x 100 x 1200mm

Panel

Folded: 250 x 400mm
Unfolded: 462 x 400mm
Folds: 6mm

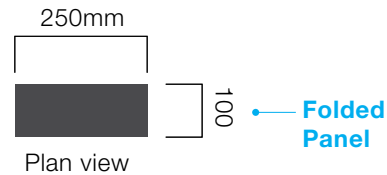


Image area

Max. 3 images
Size depending
on layout

Title

Helvetica Neue
Line 1: Bold 40/48pt
Line 2: Light 40/48pt

Body Copy

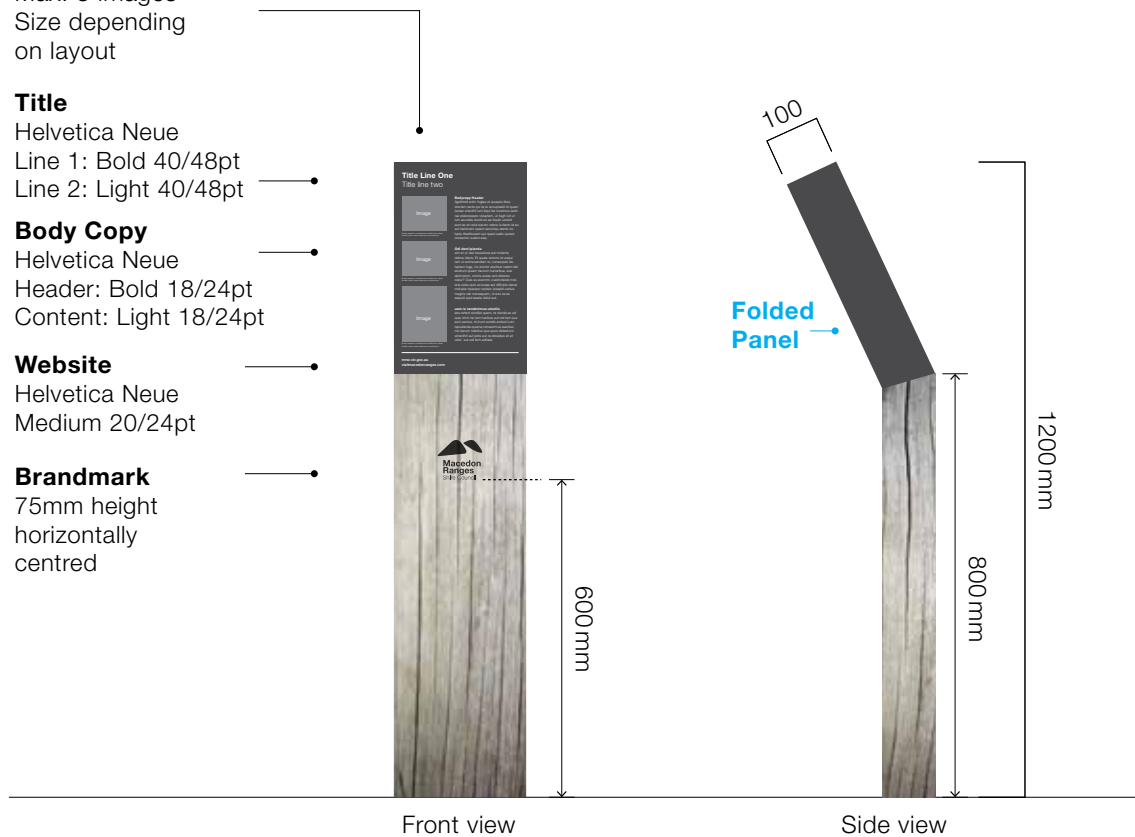
Helvetica Neue
Header: Bold 18/24pt
Content: Light 18/24pt

Website

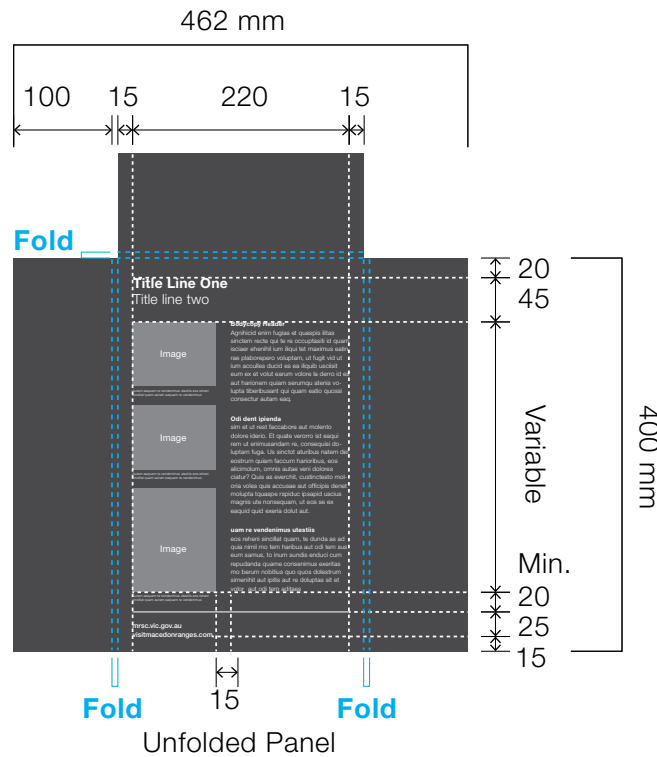
Helvetica Neue
Medium 20/24pt

Brandmark

75mm height
horizontally
centred



Interpretative Sign Small



Alternative Layouts

Directional Fingerboard

Post
100 x 100 x 2500mm

Fingerboard
Folded: Max. 650 x 100mm
Unfolded: Max. 812 x 100mm
Folds: 6 mm

Cap
100 x 100 x 3mm

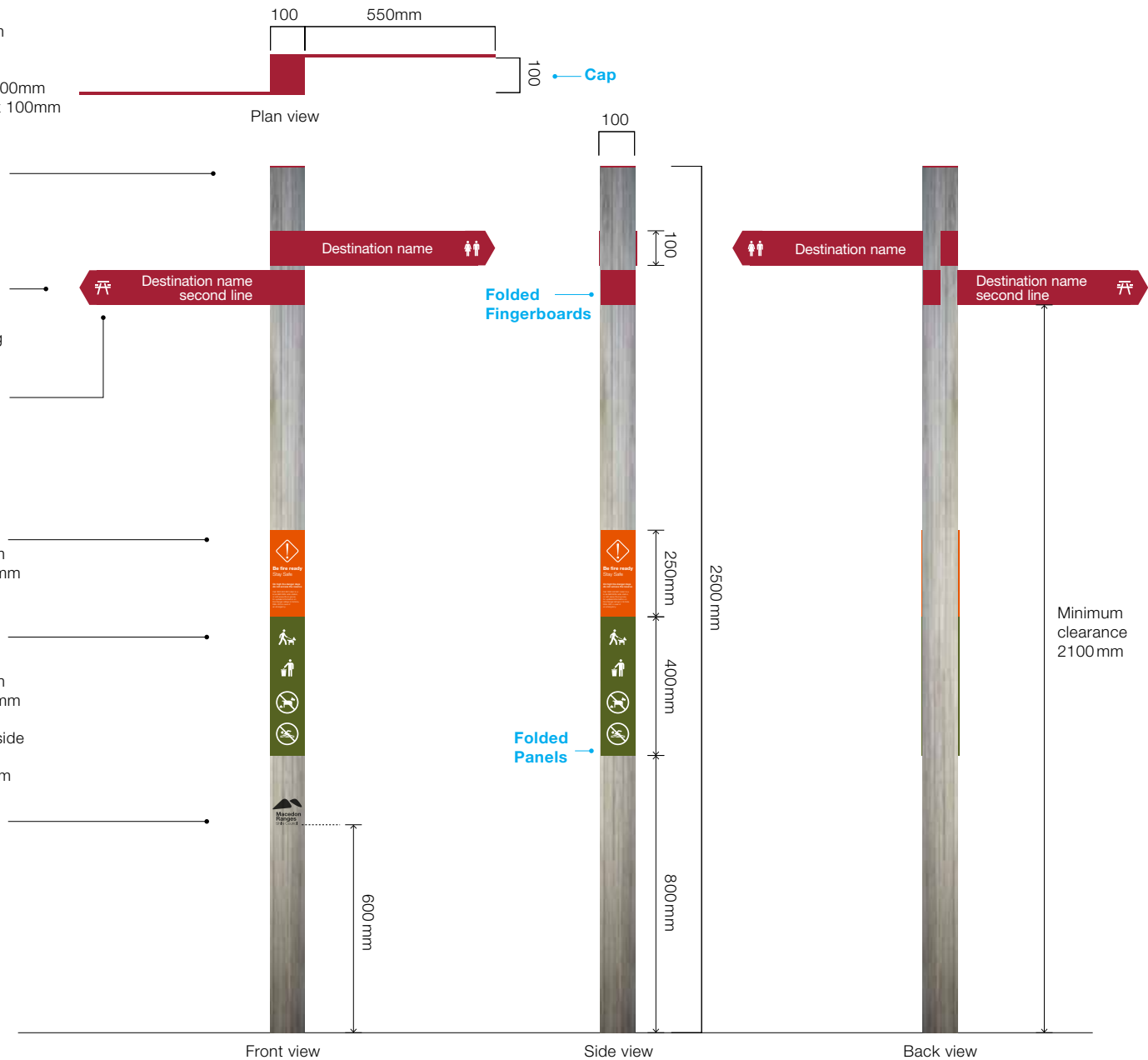
Destination
Helvetica Neue
Roman 118/118pt
X height: 30mm
Optimised for viewing
up to 10m

Symbol
If required
45 x 45mm

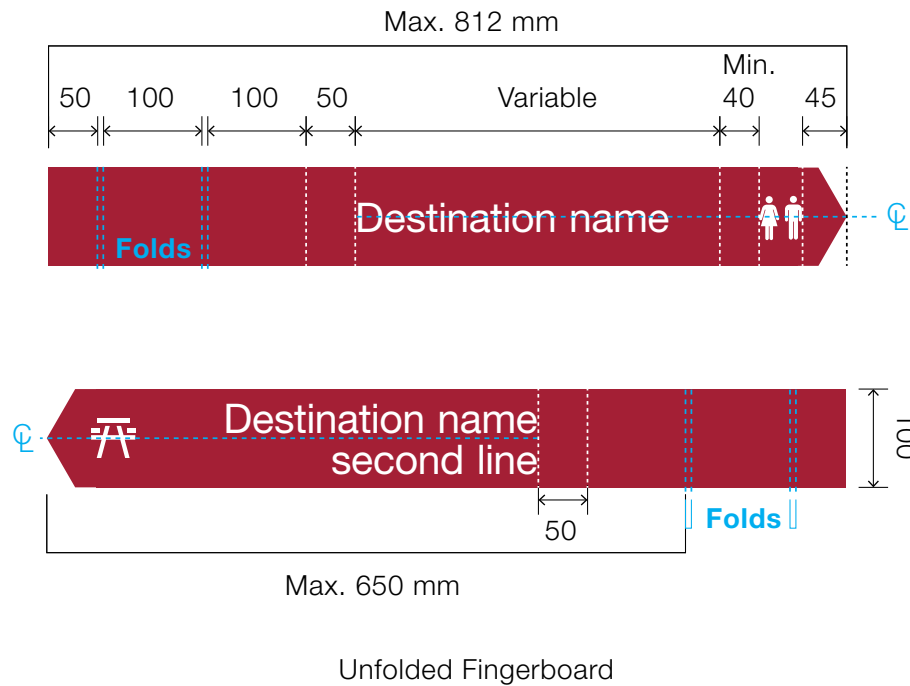
Warning Panel
If required
Folded: 100 x 250mm
Unfolded: 312 x 250mm
Folds: 6 mm

**Advisory &
Regulatory Panel**
If required
Folded: 100 x 400mm
Unfolded: 312 x 400mm
Folds: 6 mm
max. 4 symbols per side
Advisory 50 x 50mm
Regulatory 65 x 65mm

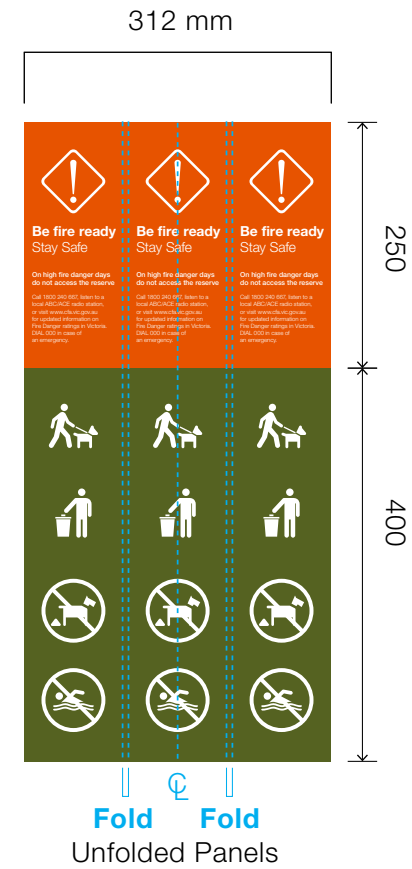
Brandmark
75mm height
horizontally
centred



Directional Fingerboard



Unfolded Fingerboard



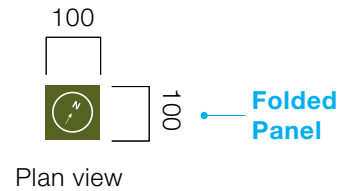
Unfolded Panels

Trail Marker

Directional Bollard

Post

100 x 100 x 1200mm



Panel

Folded: 100 x 420mm
Unfolded: 418 x 420mm
Folds: 6 mm

Arrows

55 x 51mm

Symbols

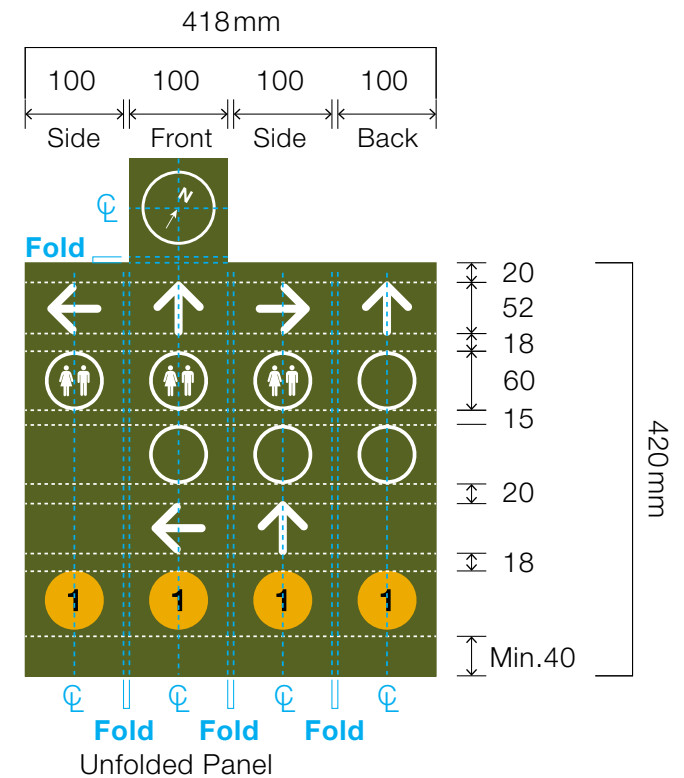
Max. 4 symbols
per side
60 x 60mm

Trail identifier

60 x 60mm

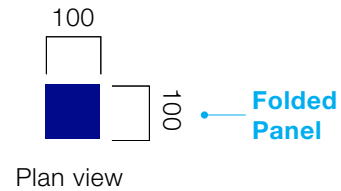
Brandmark

75mm height
horizontally
centred



Trail Marker Regulatory Bollard

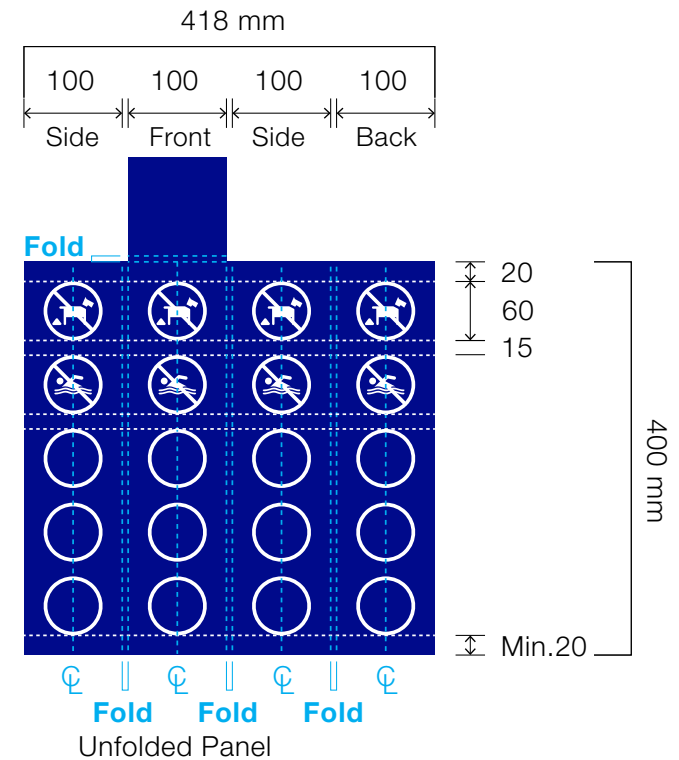
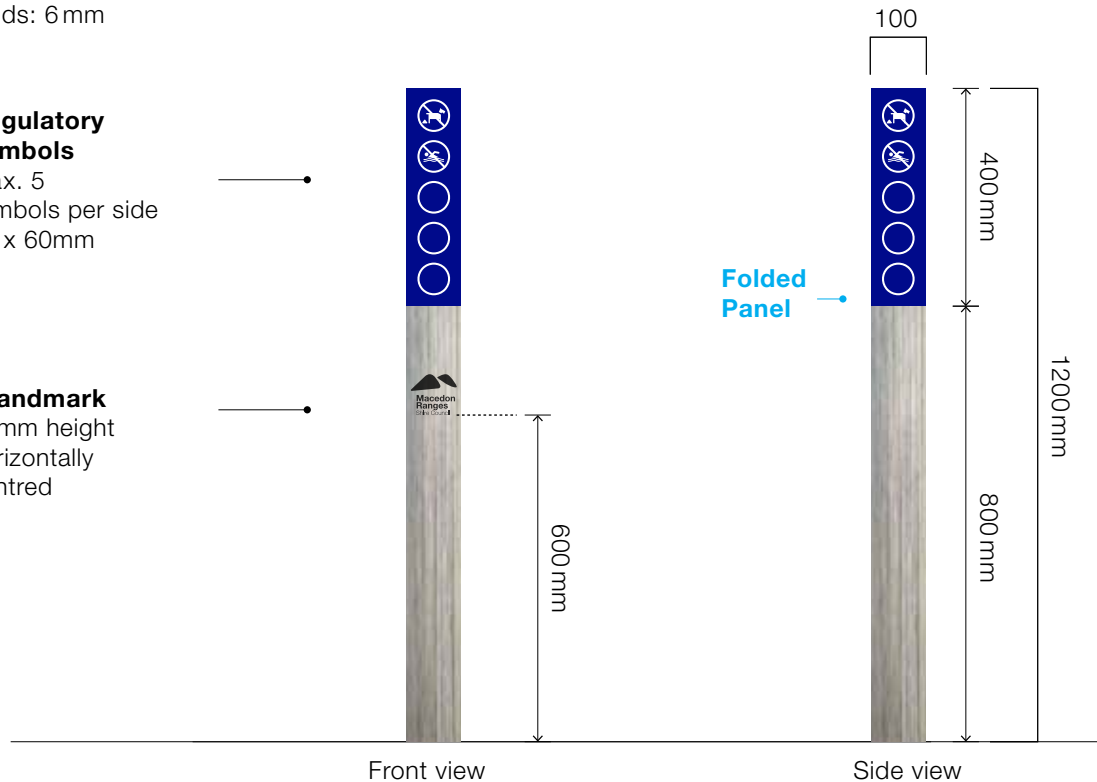
Post
100 x 100 x 1200mm



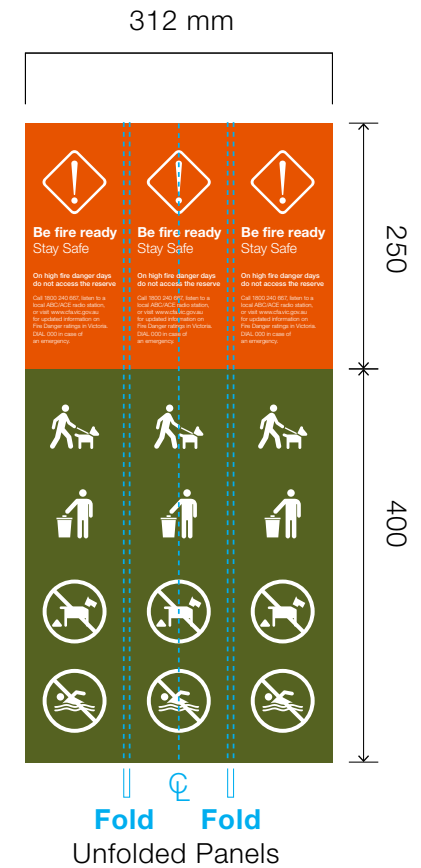
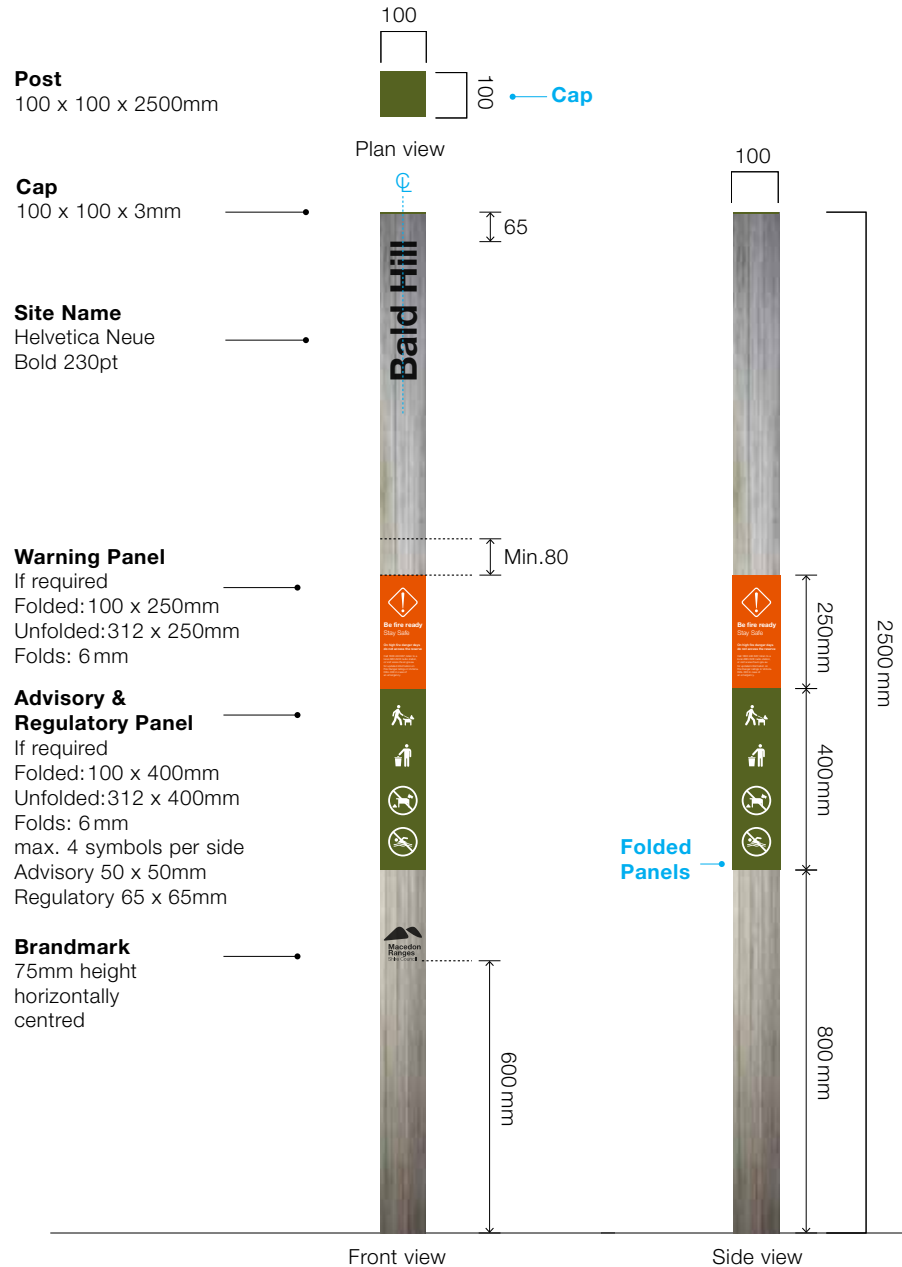
Panel
Folded: 100 x 400mm
Unfolded: 418 x 400mm
Folds: 6 mm

Regulatory Symbols
Max. 5
symbols per side
60 x 60mm

Brandmark
75mm height
horizontally
centred



Trail Marker Site Identification Sign



Warning Panel

For use on Directional fingerboards
or Trail Markers

Warning Panel

Folded: 100 x 250mm
Unfolded: 312 x 250mm
Folds: 6mm

Symbol

65 x 65 mm

Title

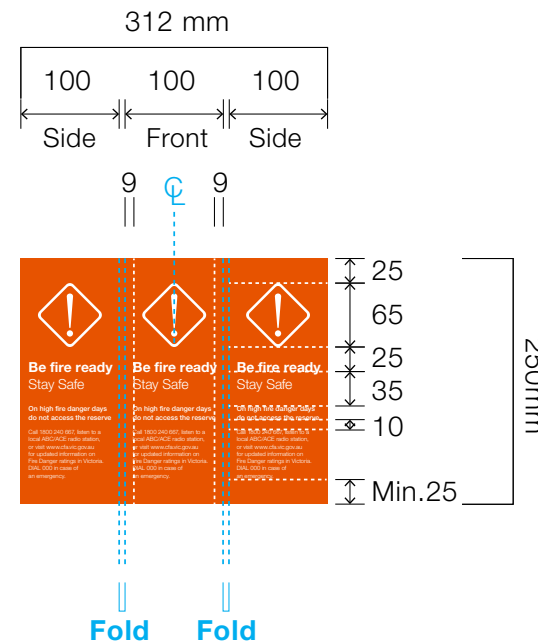
Helvetica Neue
Line 1: Bold 40/48pt
Line 2: Light 40/48pt

Sub title

Helvetica Neue
Medium 20/24pt

Body Copy

Helvetica Neue
Light 17/21pt



Unfolded Panel

05 Installation & Maintenance

Placement Principles

Access & Inclusion

Placement of signage requires careful consideration and should take into account:

Legibility

Consider the audience (vehicle, pedestrian, cyclist) with regard to the viewing distance and speed at which the signs will be viewed.

Accessibility

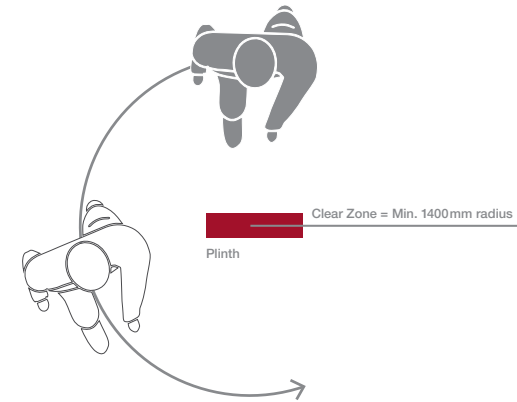
Ensure the signage is situated at appropriate heights and locations to allow for users of varying abilities to approach and freely navigate around signage. Avoid physical obstructions like overhanging vegetation, street furniture or other physical obstructions.

Orientation

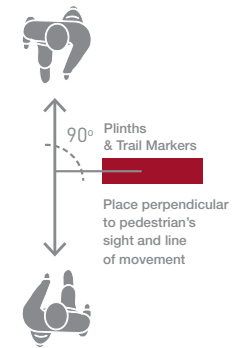
Place signs to maximise legibility and accessibility and have the highest visual impact for visitors.

Factors to consider

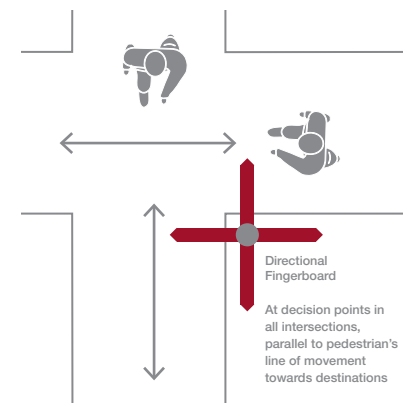
- Position signs free of visual obstructions and in optimum sight-lines that are free to access by foot, wheelchair or mobility scooter.
- Place wayfinding signage consistently at key decision points and locations that will access the largest audience: main access, main intersection, public facilities, etc.
- Over-signing can be confusing and discouraging for users.
- Remove obsolete or/and redundant signage that may be misleading.
- Consider the hierarchy of signage when signing a walk or trail.
- An appropriately sited sign should be obvious yet not dominant.
- Be conscious of the scale of neighbouring elements, e.g. buildings, so as to not reduce the sign's perceived scale.
- Ensure an adequate setback in distance, particularly along shared paths or roads.



1000mm clearance around plinths



Perpendicular placement of plinths to the direction of travel



Siting fingerboards

Appropriate usage of sign family

Reserve Identification Signs

These are identification signs used at the entry of a reserve to provide users with the site's name and permitted and prohibited behaviors. Should be located at arrival points or adjacent to the entrance to reserve.

Interpretive Signs

They are to be used at key information nodes or at key points of interest in the reserve. They provide visitors with orientation maps, wildlife information and regulatory information. The placement of signs should consider 'access for all' standards, be located perpendicular to pedestrian movement and sited with suitable clearances to allow access and circulation around the sign if it is double-sided.

Signs should also be located on even ground with a surrounding surface suitable for people with limited mobility and with a continuous accessible path of travel which leads up to the plinth.

Note: A minimum of 1000mm clearance is required for wheelchair circulation around plinths (refer to Australian Standards 1428.2).

Fingerboards

Offer an effective and affordable network of directional information. Fingerboards should be located at street or path/trail intersections, visible for users.

Fingerboards should be sited in locations on access for all routes where possible.

Trail Markers

Directional Bollards

Directional signs used primarily for trails to direct to key destinations and places of interest. They are an affordable alternative to fingerboards but have less directional choices. Directional bollards should be located at key decision points along trails and walks to instill assurance in users that they are on the right path.

Regulatory Bollards

They are used sparsely for communicating regulatory or warning messages to visitors at key locations where levels of risk have been identified or for known trouble spots. Regulatory bollards should be located at key visible points along trails and walks.

Site Identification Signs

These are destination signs used to reinforce the users' journey and navigational choices, by identifying facilities and places of interest among reserves. Directional signs point to these destinations. Should be located at arrival points or adjacent to the entrance to facilities.

Installation

Installation of signage should be undertaken by an appropriately qualified contractor. If installation is to be carried out by Council, it is important that the relevant structural specifications are followed, e.g. footing sizes. Please refer to the attached documentation for signage specifications.

Transport of new signage

- Ensure delivery of signage from fabricators is undertaken with the utmost care to avoid damage.
- Signage should be bubble-wrapped or similarly protected to avoid dents and scratches.
- Check all new signs on delivery to ensure no damage was incurred in transit.

Storage

- Signage should be stored in a safe place prior to installation and not laid flat where panels can be damaged.
- Ensure all protective coatings have been applied as per the manufacturers specifications.
- Maintain site safety in accordance with council standards and industry regulations.
- Ensure all relevant traffic and pedestrian safety requirements are in place during installation to avoid falls and injuries.
- Remember that a sign itself may be a hazard. Place signs so that they do not obscure hazards or distract the viewer during hazardous situations.
- Services are to be located by a qualified surveyor prior to excavation.

Maintenance

Signage should always be well maintained to project a positive image of Council and the community.

A regular inspection program should look for:

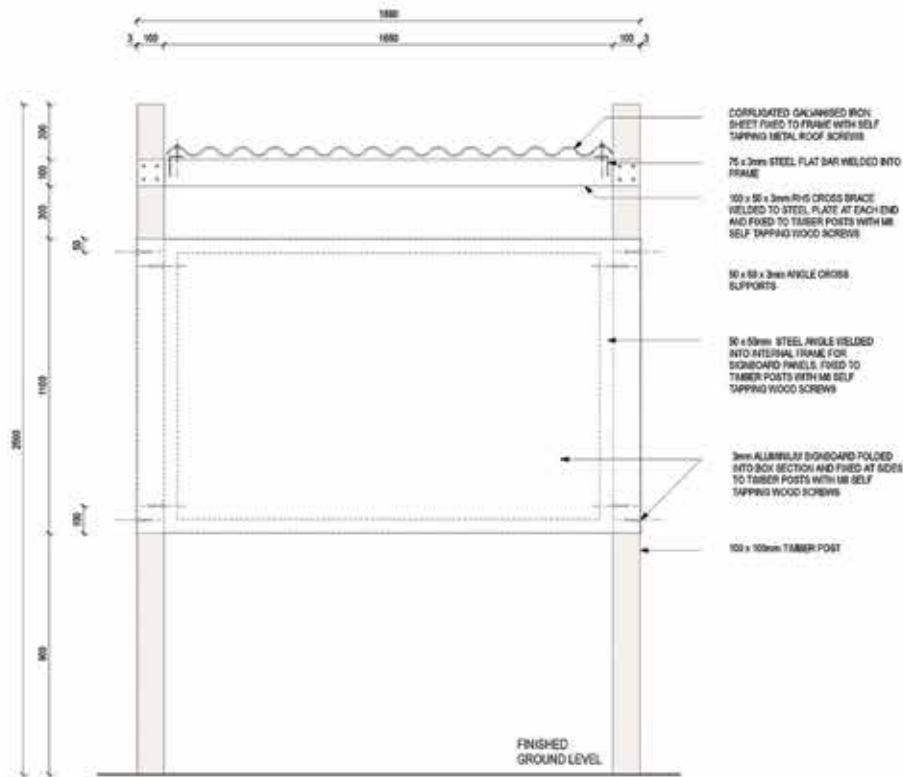
- The sign has not been tampered with nor vandalised
- Relevance of the information
- Condition of the finishes and materials
- The presence of any obstructions
- All fixings are tight and present

Make sure the information on signage is still relevant and the sign is functioning as it was originally intended. Signage should reflect any changes that occur in order to remain up-to-date and relevant.

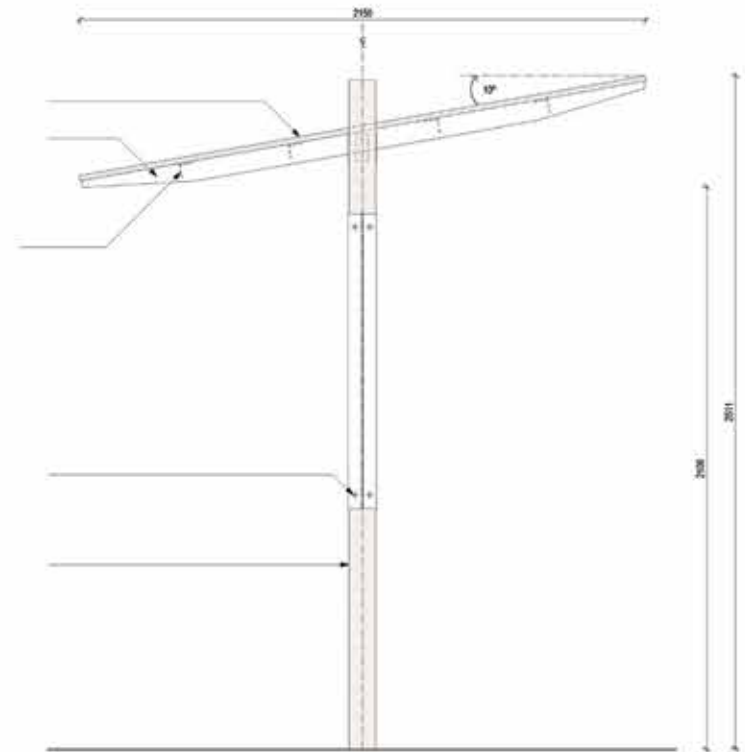
06 Construction Drawings

Cantilevered Shelter

Elevations

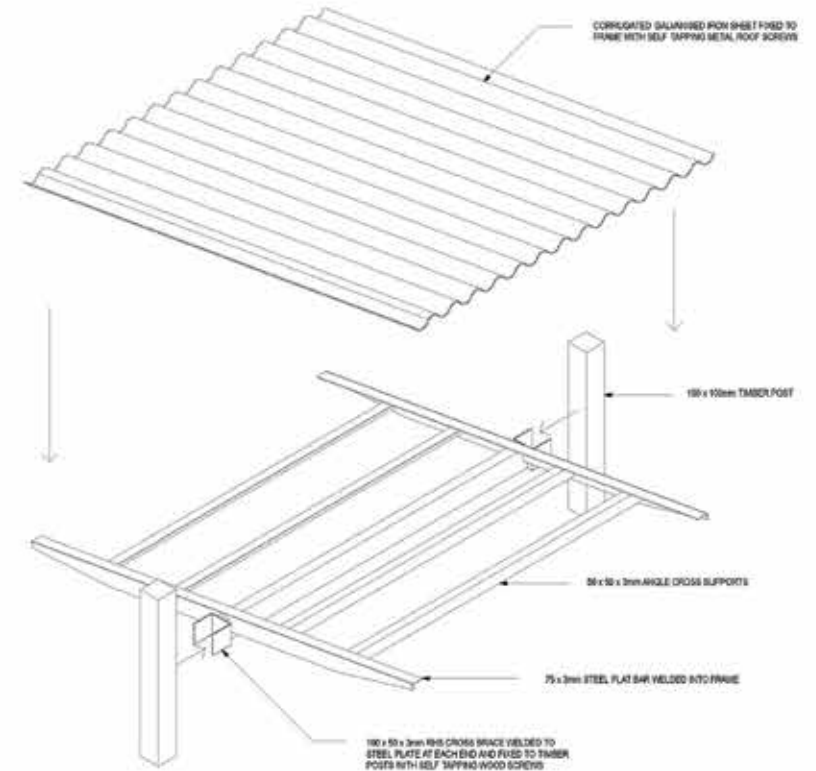
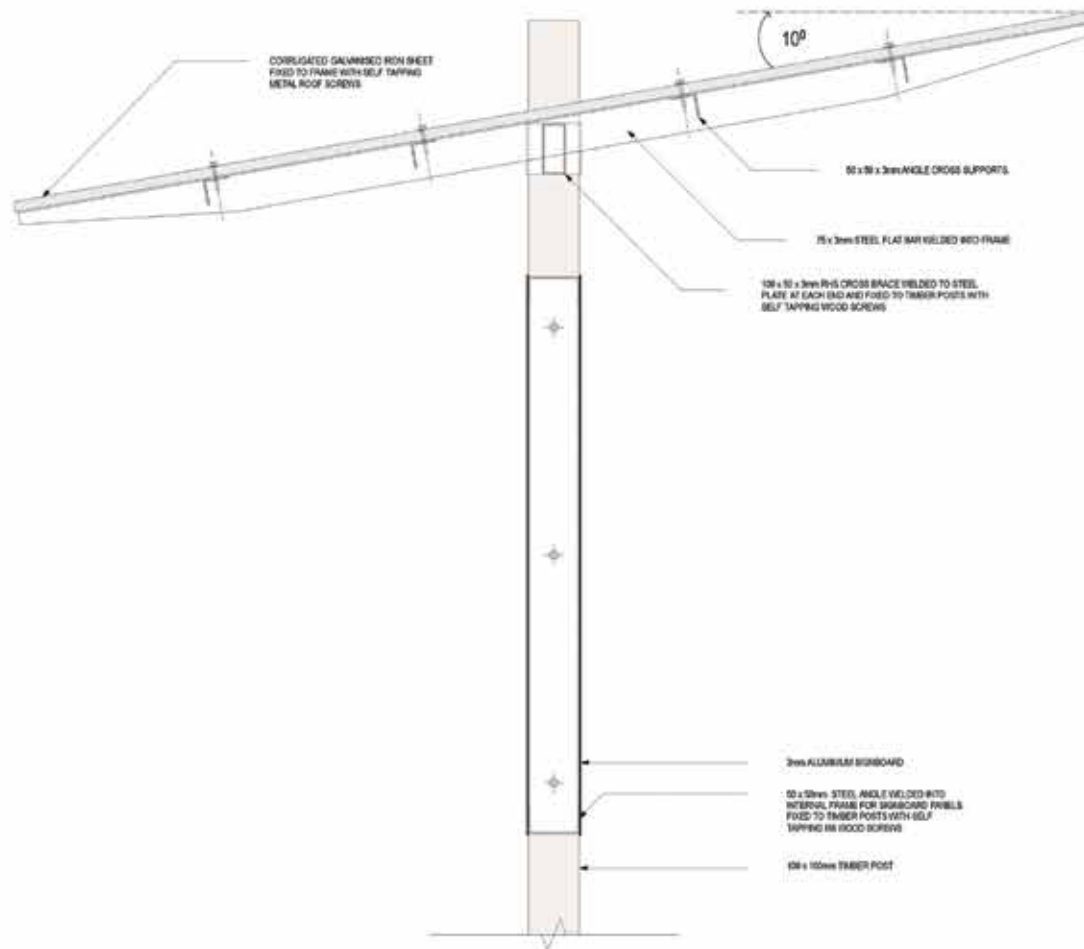


01 FRONT ELEVATION
Scale: 1:10 @ A1



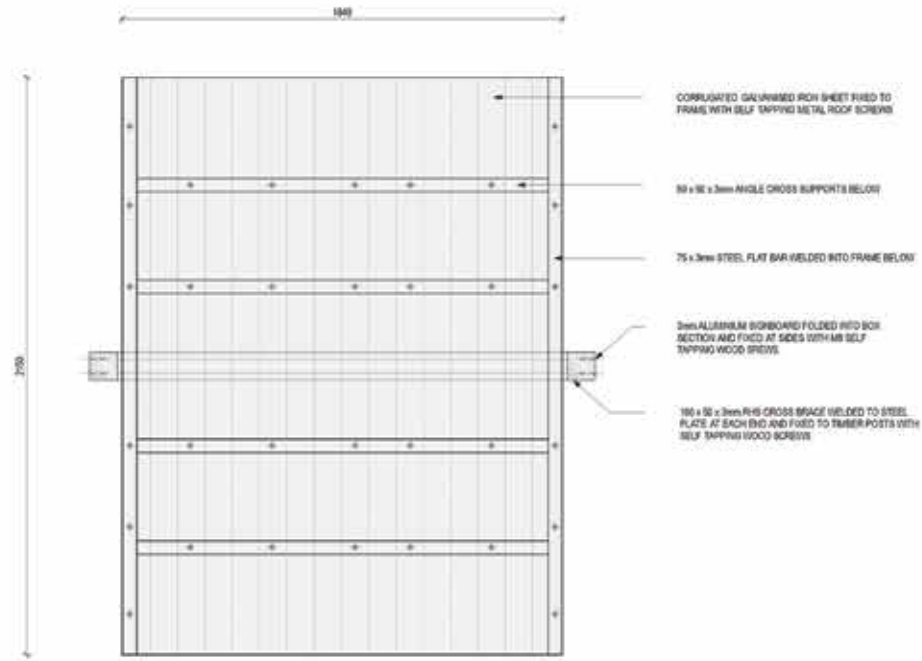
02 SIDE ELEVATION
Scale: 1:10 @ A1

Cantilevered Shelter Section View



Cantilevered Shelter

Plan View



01 PLAN VIEW
Scale: 1:10 @ A1