

Standard sign system

A 3-colour sign system (colour prescription) for a park, group of parks, region or bioregion which requires the endorsement of:

- Interpretation Unit
- Regional PVS Leader
- Regional Manager and
- Director of Parks and Visitor Services

All colour prescriptions need to be initiated with endorsement from the Interpretation Unit Coordinator.

Thematic area sign system

This sign system requires the Executive Director's approval to develop the system. The area needs to be of political and/or world class or world heritage significance and have funding to proceed with the branding once approved.

Examples of Thematic Area Sign Systems are Regional Parks, the Walpole Wilderness, the Shark Bay World Heritage Area and the Purnululu Heritage Area.

Thematic activity sign system

The two or three colour sign system for an activity traversing a group of parks requires the endorsement of:

- Recreation and Landscape Unit
- Interpretation and Visitor Information Services Unit
- Regional PVS Leader
- Regional Manager and
- Director of Parks and Visitor Services

Colours are chosen in consultation with the Design Studio Coordinator. Colours must be available in a choice of mediums eg paint, powdercoating, digital print and pre-coloured cast vinyl.

Examples of Thematic Activity Sign Systems are the Bibbulmun Track and Munda Biddi Trail.

Sign System Colour Prescription

The colour prescription requires 1 dark, 1 light and 1 'splash' colour. The dark and light colours are used on all signs while the splash colour is only used on interpretive signs/ panels or as a colour feature in furniture or structure design.

Colours are chosen by the Design Studio Coordinator in consultation with the local PVS leader and/or staff.

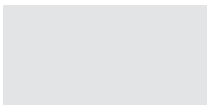








Colour choice is based on colours found within the landscape (including plants, rocks, soil, water, sky, etc). Colours must be available in a choice of mediums eg paint, powdercoating, digital print and pre-coloured cast vinyl. The SDS Coordinator will provide a Dulux colour formula as part of the Sign Prescription.

Field trials are an important component of the selection process. These are organised by the Design Studio Coordinator and require the local staff to see to installation of signs. These trials then move through the approval process and are ultimately approved by the Director of Parks and Visitor Services.

Once the approval process has been completed the Design Studio Coordinator will prepare a Sign Prescription and provide to the Region and/or District for reference.

The suite of 3 colours can be used across a groups of parks - in the Pilbara - Karijini, Millstream and Burrup all use the same 3 colours in different combinations. Colours can be reversed to be either dark on light or light on dark. In the Mid West - all Parks used the light on dark colour scheme for their direction/ID signs.

Colour prescription examples

<i>Light</i>	<i>Dark</i>	<i>Splash</i>
Walpole Wilderness & Frankland District		
		
pms 420c	pms 5535c	pms 273c
The Pilbara		
		
pms 577c	pms 229c	pms 326c
The Kimberley		
		
pms 150c	pms 446c	pms 390c

PLEASE NOTE - The colours shown in illustrations etc in this document ARE NOT to be used for colour matching purposes - only use stated formulas. Print outs vary with computers and printers as well as print materials.

Sign System Colour Prescriptions and Style Guides for publications are developed through a DEC Design Team (SDCA/IVIS Unit) for standard and thematic areas. A Sign System Colour Prescription requires the approval of the Interpretation Unit, the Recreation and Landscape Unit, the Regional PVS Leader, the Regional Manager before endorsement by the Director of PVS and SDCA and the Executive Director.

The development of the 3-colour Sign System Prescriptions requires the endorsement of Interpretation Unit, Regional PVS Leader, Regional Manager and Director of Parks and Visitor Services and must be done in consultation with the Design Studio Coordinator.

Thematic Area Sign Systems requires the Executive Director's approval to develop the system. the area needs to be of political and/or world class or world heritage significance. Funding needs to be allocated for implementation before the development of the system commences.

Thematic Activity Sign Systems are 2 or 3-colour prescriptions for an activity that traverses a group of parks and requires the endorsement of Recreation and Landscape Unit, Interpretation Unit, Regional PVS Leader, Regional Manager and the Director of Parks and Visitor Services and must be done in consultation with the Design Studio Coordinator.

The corporate identify is established on signs (as well as print and electronic media) by the Government and Departmental logos and not by the colour of the sign. SDCA has developed the Style Guide for logo use which is adhered to within the DEC Sign System.

For further information about these colour prescriptions or the development of one for your Region or Park contact the Design Studio Coordinator on 9334 0578.

Sign Categories

Sign categories have been broken into 5 areas:

Direction/ID - replacing existing routed timber signs these signs vary between 1, 2, 3, and 4 lines and cover Park Boundary, Site Id and Direction.

Orientation - come in 4 standard sizes and are usually part of a suite of interpretive signs eg trailhead for a walk trail, but maybe a stand alone orientation map.

Management - come in 4 standard sizes and covers risk, fees, firewood, etc.

Interpretation - come in a suite of standard sizes.

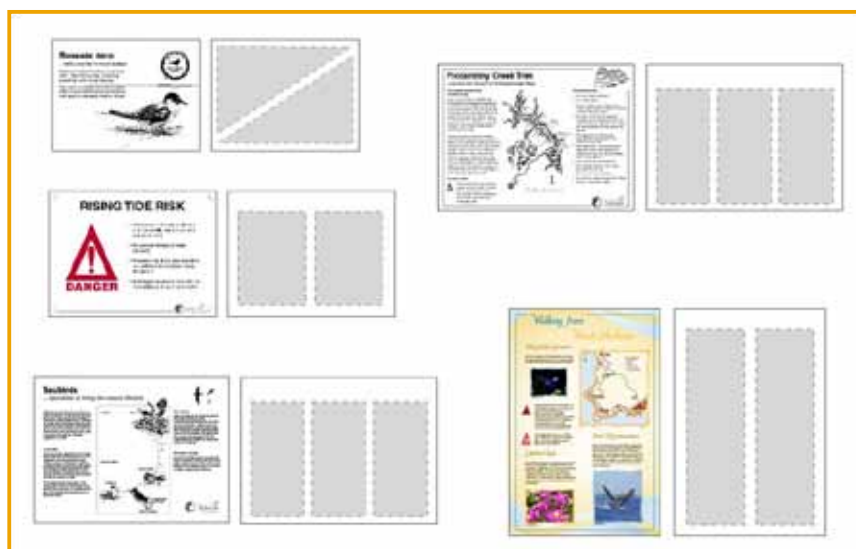
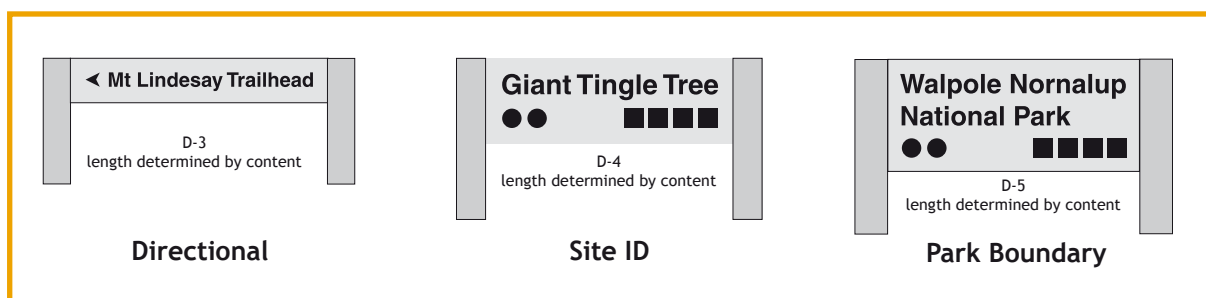
Symbol Signs - there has been a change of colour and the catalogue of symbols has been expanded to compliment those used by other Australian states and MRDWA.

Sign Form (shapes and sizes)

The standard sign system has sign forms in established shape and size based on graphical and functional principles.

Proportions for Direction, Site Id, Park Boundary and Orientation signs are based on type size, number of lines and spaces to establish the vertical dimension and word length for the horizontal dimension. There is a minimum length of 1 metre and a preferred maximum height of 3 lines. These are replacements for routed timber signs.

Dimensions for other signs are according to established templates with a 4:3 ratio in landscape format with grids containing sentences and images.



Lettering size & Typeface

Lettering size influences the height and length of Direction/ID signs. The viewer's mobility can have a great bearing on the size of lettering and therefore the size of the sign. However, it is even more important to place the sign to allow adequate time to comprehend and react to it. In the case of roadside signs, three seconds is needed for the driver to "notice" and "comprehend" the message.

Given these parameters and DEC's preference for sentence case (upper and lower case lettering) and following a series of field trials within Frankland District, the following letter heights have been chosen for Direction/ID signs.

150 mm - all roads or > 15 kph road speed

100 mm - minor tracks or < 15 kph road speed

75 mm - car parks and pedestrian use only

Helvetica is the standard typeface for all DEC signs whether orientation, management or interpretive. Helvetica Bold has been chosen for the typeface for all Direction/ID signs.

Sign structures

Sign structures are standardised across the DEC estate. There is provision for customised installations from the Recreation and Landscape Unit for interpretation/information signs or feature entry signs.

Sign support structures can be posts, plinths, standard and customised structures (shelters, railings, walls).

There are principles for the 'hand in glove' relationship of site design, architecture (including small structures) and interpretation (including signs).

For example:

- The colours in the Park Sign System may inform the colours of the furniture and other structures.
- The siting, colours and shapes in the structures may inform the sign design and sign sequence.
- The interpretation story can affect the siting and design of structures, especially interpretive sign structures.

Sign materials and production techniques

Routed signs in wood, plastic, etc - these are being gradually phased out and replaced by the new DEC standard of aluminium signs.

Metal signs with screenprinting, vinyl (screenprinted, digital, vinyl cut), anodised aluminium, baked enamel, etc

Sign planning and placement

There are principles of the 'hand in glove' relationship of site design, architecture and interpretation.

We are in the business of promoting and interpreting experiences of environmental values (natural and cultural).

Site design and facility development are tools for stage crafting interpretive experiences.

Some sites speak for themselves, we do not have to physically interpret everything.

A well-designed site can enhance a visitor's experience without signs.

Project management is a way of ensuring integration of professional disciplines of landscape architecture, architecture, interpretive communication and graphic design.

Local knowledge and involvement can make or break a project.

Design for visitors at a site includes a sign plan.

We do this as a team but it is the responsibility of the site manager in conjunction with the site and interpretation designers.

Sign design principles

Templates are derived from sign shape and sizes. They identify the placement of logos, colour bars and pin-stripes, text and images, the type sizes and number of words.

The design for the attraction and retention of the visitor depends on titles, sub-titles, images and the theme and the story sequence.

Simplicity of design using text prescribes no more than 3 type sizes, using upper and lower case letters (not all upper case letters), preferably in only one font.

The artwork images can be illustrated (realistic, stylised or animated), photographic and cartographic but be careful with a mix of styles of image making.

The stories to interpret at a site can inform the graphic design in images, shapes and colours.

The use of language in signs is derived from the Government Style Guide, the corporate standards and current practice in the conservation industry and the interpreter's profession.

Interpreters often use second person, active case and present tense to enhance visitor experience.

Sign ordering

There are established sign order forms and production standards from:

DEC's routed sign workshops at Dwellingup and Pemberton

DEC's Sign Design Studio

The Sign Design Studio provides sign pre-production and then gets 3 quotes from sign production businesses (Perth and regional). All sign orders must go through the DEC sign workshops or Studio.

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