

CITY OF ADELAIDE

# Wayfinding Strategy Signage Suite

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## Style Guidelines

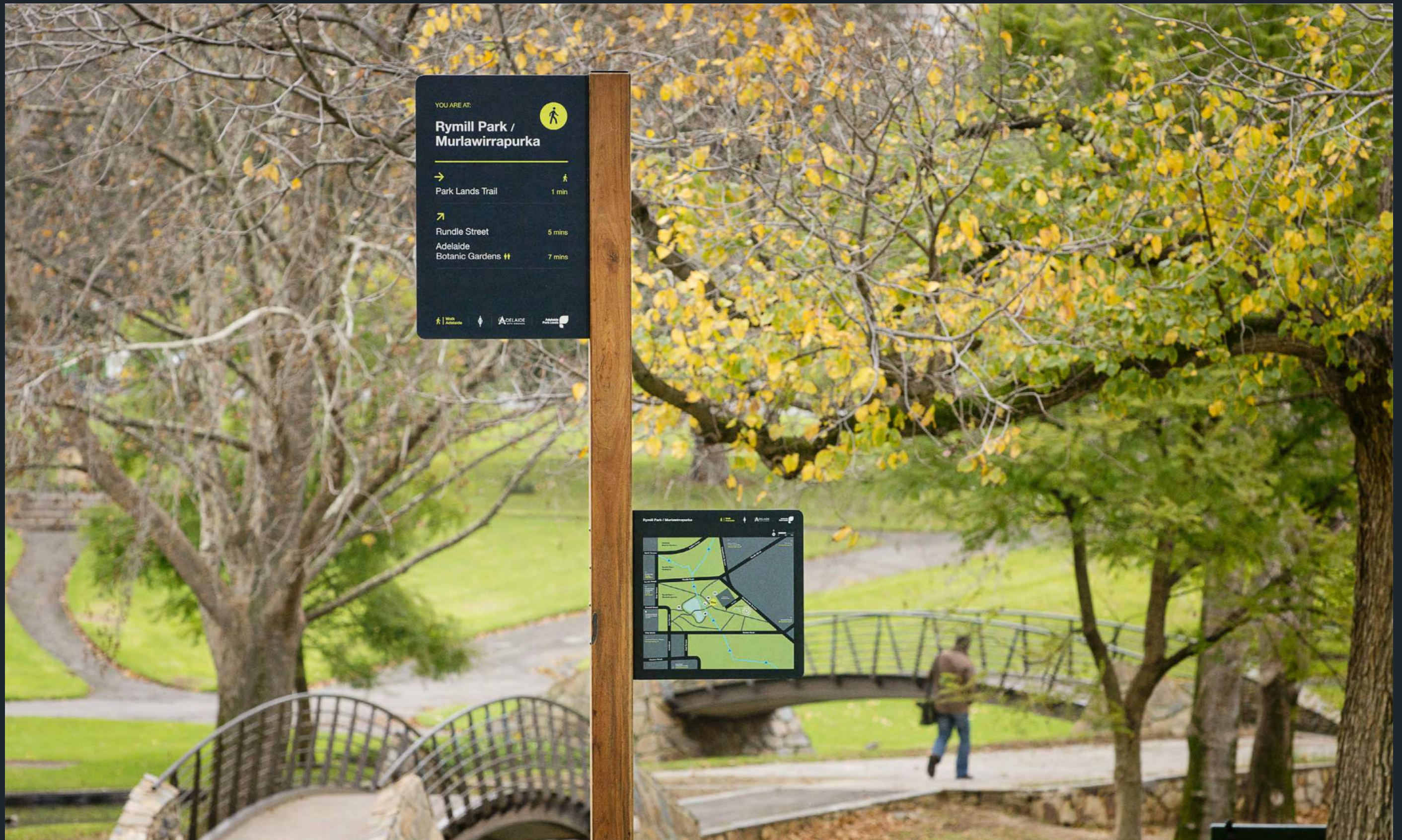
REVISED May 2018



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Post Mounted Directional (PMD) Sign, Rymill Park / Murlawirrapurka (Park 13)



CITY OF  
ADELAIDE

WAYFINDING STRATEGY  
SIGNAGE SUITE STYLE GUIDELINES

# 01

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# Introduction

# Introduction

## Welcome to City of Adelaide's Wayfinding Strategy Signage Suite Style Guidelines.

The aim of this document is to create better connected communities.

By providing pedestrians and cyclists with on-street information, wayfinding signage will help to connect visitors and locals with public transport, retail areas, historical walks and local facilities. Wayfinding information like walking and cycling times and distances also assist users when journey planning and encourage more active and sustainable modes of transport.

## What is wayfinding signage?

All people wayfind in one way or another, the term 'wayfinding' encompasses the way we navigate and spatially orientate ourselves within spaces and from place to place.

Wayfinding signage is therefore specifically designed to assist in the process of orientation and navigation through the use of maps, directional and location information.

They could also function as interpretive or regulatory signs in the public realm. This should not however be confused with traffic and other statutory type signage in the City and Park Lands.

## Wayfinding principles for Adelaide

Adelaide is unique in that it has an ordered grid of streets which provides a coherent and understandable city layout. The Wayfinding Strategy utilises the existing conditions to provide consistent and predictable information at regular locations across the city grid. By utilising existing street furniture and infrastructure (eg. lightpoles) to co-locate signs, the signage strategy aims to increase legibility of the city for users without increasing visual and physical clutter.

A consistent kit-of-parts approach also ensures that the City and Park Lands are better integrated by sharing the same visual language and information hierarchy.



Site Identification Directional (SID) sign, Rymill Park / Murlawirrapurka (Park 14)



Post Mounted Directional (PMD) sign, with a map and regulatory panel, Bonython Park / Tulya Wardli (Park 27)



Gateway (G) sign, Rundie Park / Kadlitpina (Park 13)



## Background

The 30 Year Plan for Greater Adelaide is founded on 14 guiding principles. At the core of these principles is a desire for an accessible, connected and sustainable city for the future.

To inform and guide the creation of this strategy, The Wayfinding Strategy Signage Suite has addressed numerous reports, including:

- » *Public Spaces Public Life Study: City of Adelaide* (2011), Gehl Architects
- » *Smart Move Transport and Movement Strategy 2012-22* (2012), City of Adelaide

The objective of the Strategy is foremost to create a navigational information system to connect, direct and facilitate increased mobility by walking and cycling to, from and through the City and Park Lands, integrated with public transport users and be accessible for all abilities.

### Strategy objectives

- » Develop a visual identity using clear, legible and timeless graphic design principles
- » Develop a visual language for a culturally and linguistically diverse audience
- » Consolidate the number of signs through better location and integration
- » Create contemporary and sympathetic design solutions
- » This style guide document provides the necessary design and technical information for the City of Adelaide to implement signage across the municipality
- » Timeless, high-quality design which is robust and consistent with the character of the City and Park Lands

### Project outcomes

- » Increased permeability through the street network
- » Pedestrian-friendly streets that are safe, comfortable and pleasant
- » Increased levels of walking, cycling and improved community well-being
- » A better connected community
- » Increased retail profitability due to more foot traffic and the retention of visitors



Kerb markers, North-South Bikeway (formerly Frome Bikeway)

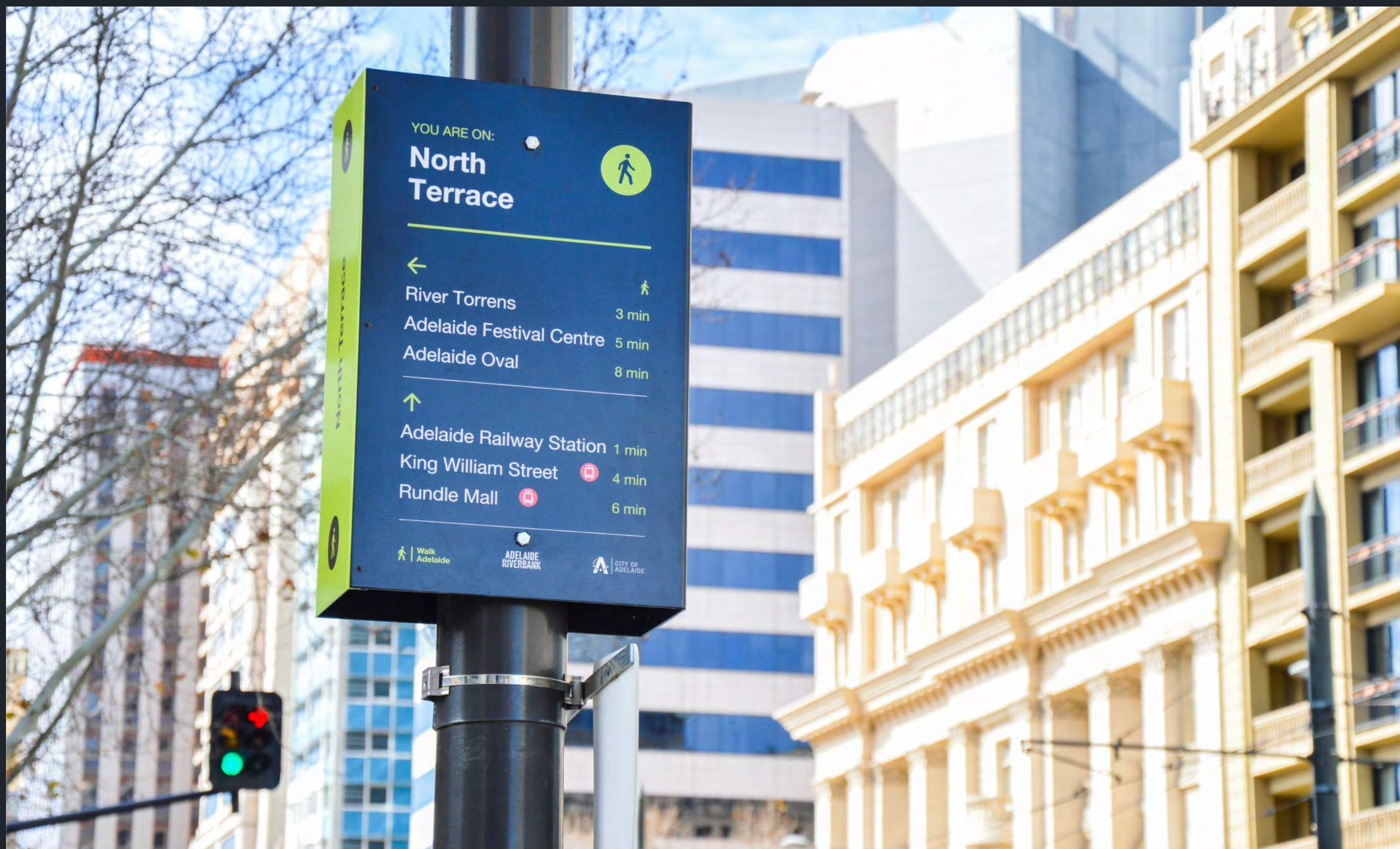


Pole wraps (PW), North-South Bikeway (formerly Frome Bikeway)



Cycle Pole Mounted (Fb) sign, North-South Bikeway (formerly Frome Bikeway)





Pole Box (PB) Sign, North Terrace



# 02

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## Process

## How we do things

The following diagram is a useful overview of the signage planning, design and implementation process. It outlines the key stages and approval points and should be used as a guide for those involved with signage.

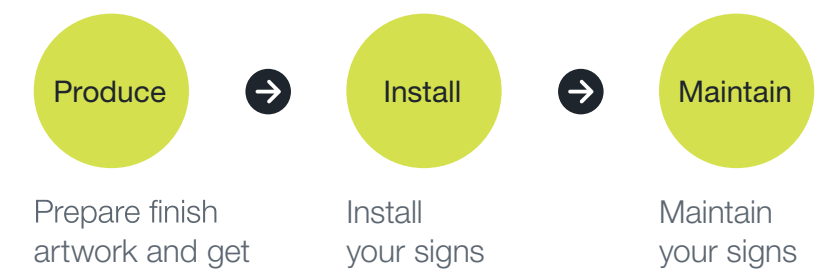
### Plan & Design



### Approvals



### Implement



## Approvals

All signs are to be approved by the City of Adelaide prior to fabrication and installations. Refer to technical specifications and construction drawings regarding detailed processess.





Interpretive Large (IL) sign, Britannia Roundabout, Victoria Park / Pakapakanthi (Park 16)



# 03

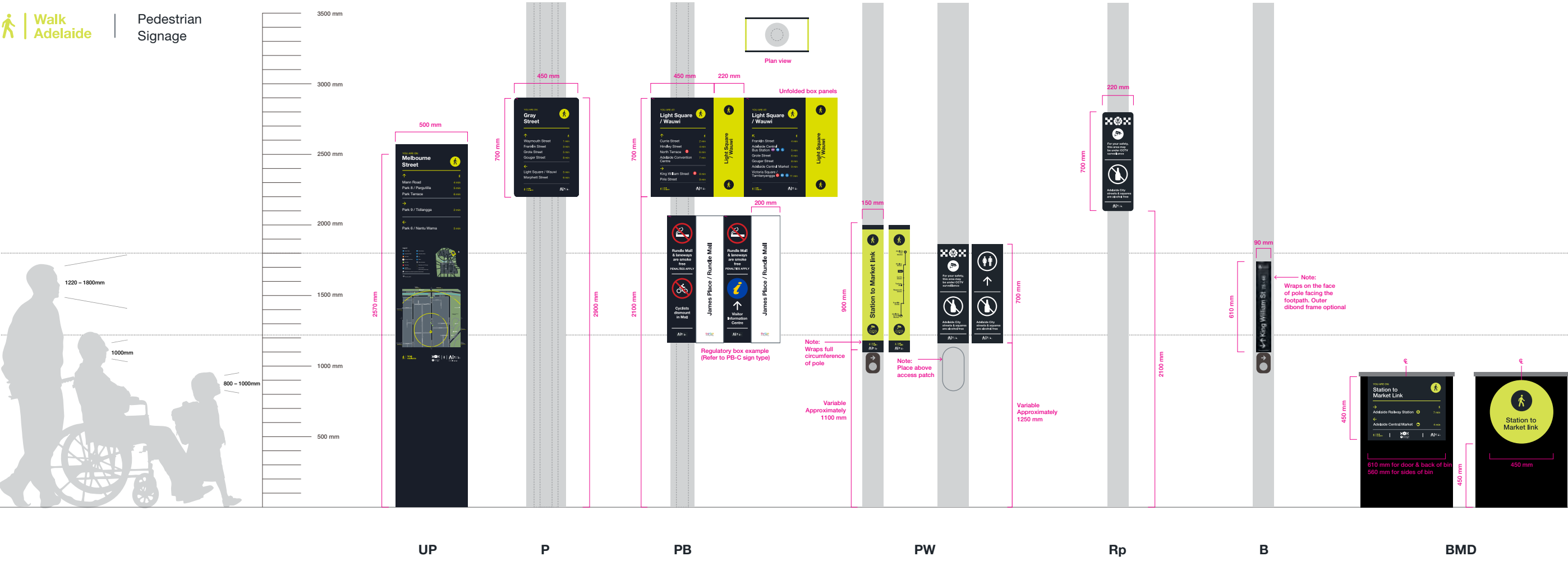
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## Signage Types



# Urban Wayfinding

## Pedestrians

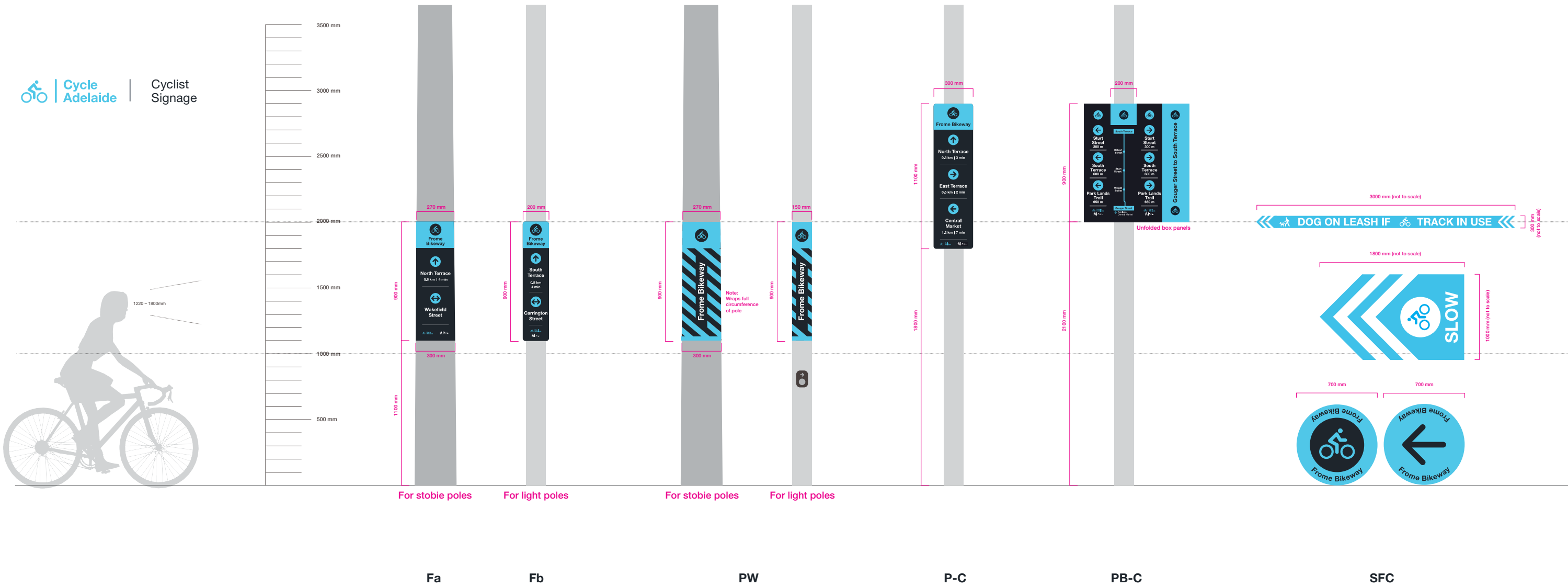


Code	UP	P	PB	PW	Rp	B	BMD
Name	Urban Plinth	Pedestrian Panel	Pole Box	Pole Wrap	Regulatory Panel	Braille Sign	Bin Mounted Directional
Purpose	Major nodal information with local directional, regulatory and mapping information used for orientation and journey-planning	Local directional information at key intersections and mid intersection locations	Local directional information at key intersections and mid intersection locations (could also be used for regulatory information where necessary)	Branding, directional, advisory and regulatory information along designated routes and cross links	Advisory and regulatory information	Street naming information for the visually impaired	Key directional information at secondary nodes. Can also be used for branding purposes or provide information on various public facilities
Location	Major information nodes and major intersections within the city	Co-located to existing poles or structures	Co-located to existing poles or structures	Co-located to existing poles or structures along major routes	Co-located to existing poles or structures in areas requiring regulation	Co-located to existing poles or structures at street intersections	Located on existing street furniture to reduce clutter
Page Reference	30	31	32	33	34	/	35

# Urban Wayfinding

## Cyclists

City of Adelaide's cycle signage is currently under review. A new suite of cycle signage may be trialled in the near future.

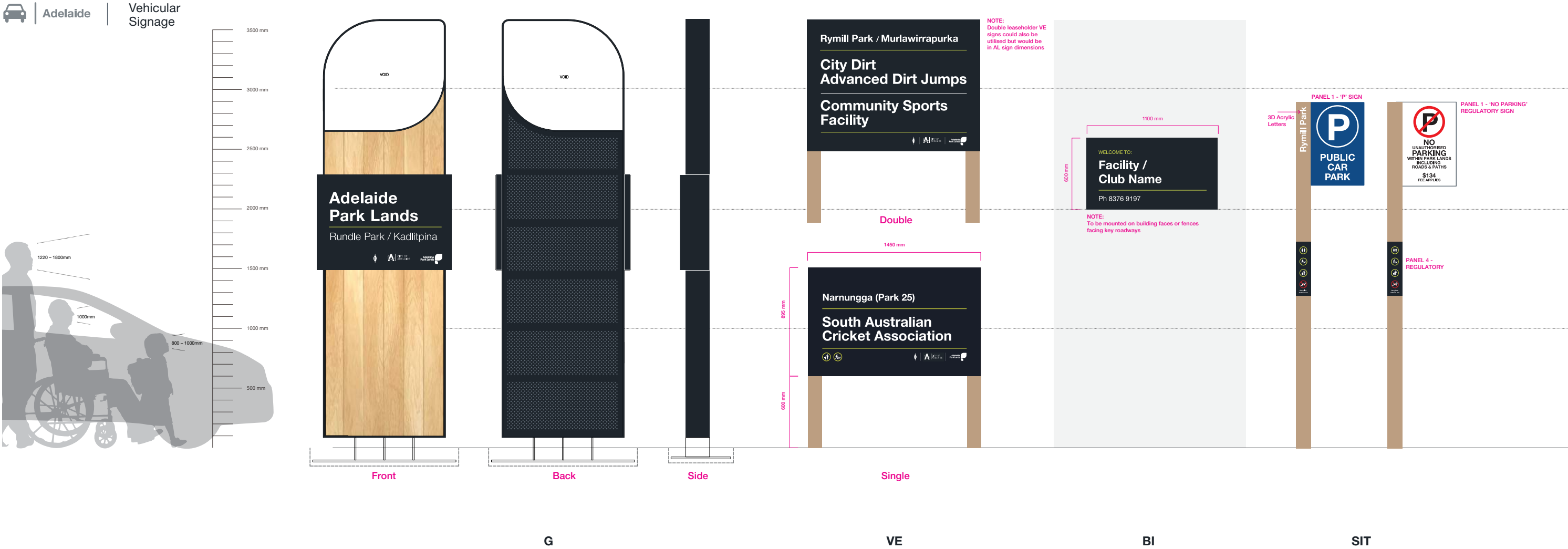


Code	Fa / Fb	PW	P-C	PB-C	SFC
Name	Cycle Directional Panel	Cycle Pole Wrap	Cycle Panel	Pole Box (Cycle)	Surface graphics
Purpose	To provide users with key local directional information at mid intersection locations	Branding information used along designated routes and bikeways	Larger cycling directional information used along designated routes and bikeways	Cycling multi-directional information used along designated routes and bikeways	To provide branding, advisory regulatory or directional information for cyclists
Location	Co-located to existing stobie poles, light poles or other structures along route	Co-located to existing stobie poles, light poles or other structures along route	Co-located to existing poles or structures along routes	Co-located to existing poles or structures along routes	Located at areas of concern along cycle networks
Page Reference	36 / 37	/	38	39	/



# Park Lands Wayfinding

## Vehicles



# Park Lands Wayfinding

## Pedestrians



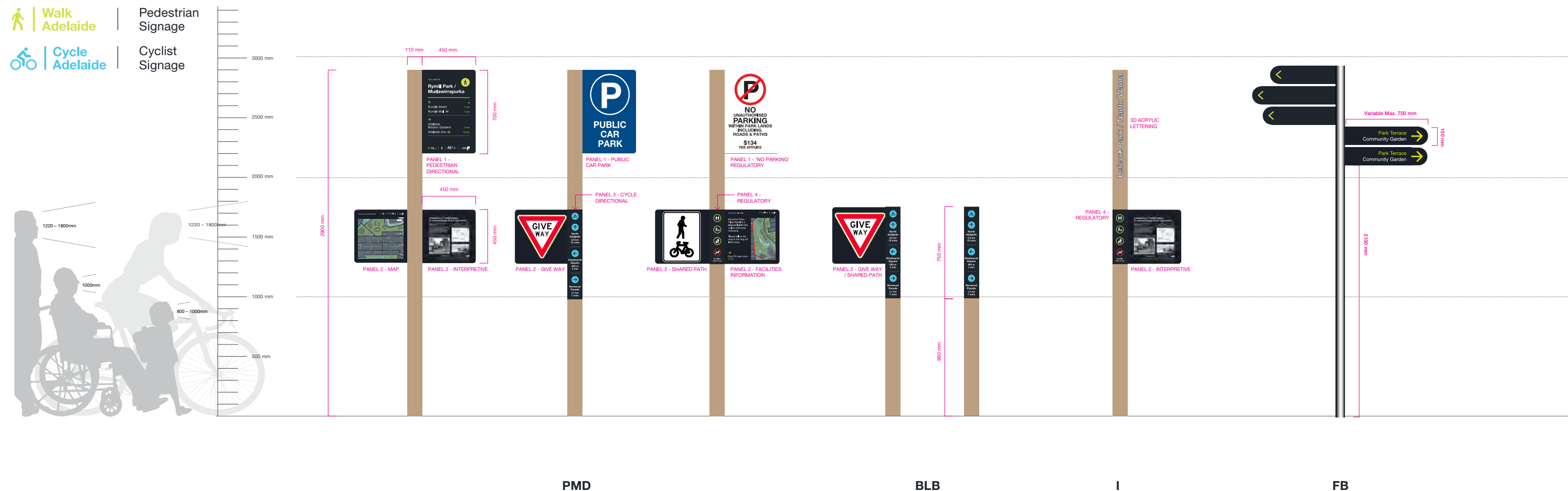
Code	SID	SIM	AL	AS	PP	IL
Name	Site Identification Directional Sign	Site Identification Mapped Sign	Advisory Large Sign	Advisory Small Sign	Park Lands Plinth	Interpretive Large Sign
Purpose	Pedestrian sign with park naming and directional information	Pedestrian sign with park naming and map. Can alternatively be used as a leaseholder sign or for sporting clubs information	Pedestrian advisory sign at leaseholder or sporting club facilities. (Can alternatively be used as a double VE sign)	Pedestrian advisory sign at leaseholder or sporting club facilities	Major pedestrian entry directional and orientation plinth with park mapping and interpretive information	Straddle mounted interpretive panel at eye level for ease of reading to include historical or cultural information
Location	At pedestrian entry points to Park Lands	At pedestrian entry points to Park Lands or next to leaseholder facilities	Next to leaseholder or sporting club facilities	Next to leaseholder or sporting club facilities to be co-located on fences of building walls	At high profile and major Park Lands and Squares only	At relevant interpretive locations within the Park Lands
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# Park Lands Wayfinding

## Pedestrians & Cyclists

City of Adelaide's cycle signage is currently under review. A new suite of cycle signage may be trialled in the near future.



Code	PMD	BLB	I	FB
Name	Post Mounted Directional Sign	Cycle Bollard	Interpretive Sign (Post Mounted)	Fingerboard
Purpose	Post mounted major entry directional and orientation sign with park mapping, regulatory information, facilities and interpretive information. Incredibly flexible sign type depending on the functionality of the park	Post mounted minor cyclist directional with regulatory information where necessary	Post mounted interpretive sign that includes regulatory information and 3D acrylic lettering of park name to sides of post	Subsidiary directional information to include wayfinding, accessibility information, facilities or sporting information
Location	Key decision points within the Park Lands' paths and networks	Minor decision points within the Park Lands' paths and networks	At relevant interpretive locations within the Park Lands	Co-located to existing poles or structures
Page Reference	50 / 51 / 52 / 53	52	54	55

# 04

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## Design Elements



## You-Are-Here Symbol

The You-Are-Here symbol indicates the position of the sign/person within a map.

Illustrated below is the symbol used for all Adelaide City and Park Lands maps. It should preferably be used with the pointer at the top. There will be occasions where the pointer needs to be rotated for readability purposes of other elements in the map. This rotation should only be at a 45° angle as indicated below.



Preferred position



Pointer rotation every 45°

## Directional and Map Symbols Library

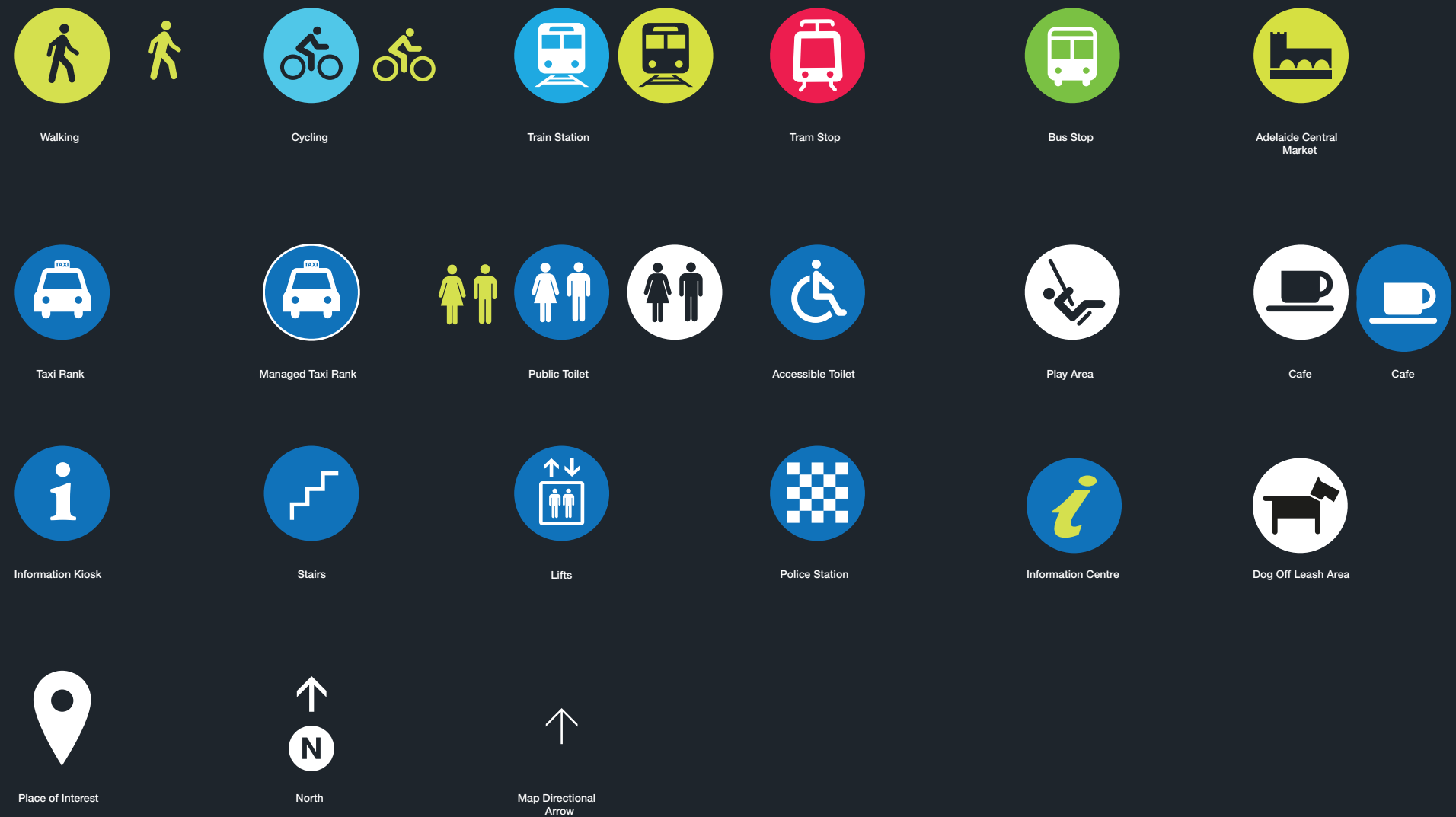
The following library of icons outlines the functional and statutory symbols for use across the signage family on maps and directional signs which are intended to reduce the need for excessive written information, allowing them to be accessible to a culturally and linguistically diverse audience.

These icons help to reduce visual clutter and create consistency throughout all aspects of the signage Strategy.

These symbols are based in the following International Standards:

- » ISO standards 7001
- » AIGA the professional association for design icon set
- » National Park Service Icons 1982, USA

For additional symbols where required, please contact the City of Adelaide's Design Team.





## Regulatory and Advisory Symbols Library

The following symbols are used in regulatory and advisory signage to identify facilities available in the area and/or to reinforce regulations or behaviour.

These icons help to reduce visual clutter and create consistency throughout all aspects of the Strategy.

These symbols are based in the following International Standards:

- » ISO standards 7001
- » AIGA the professional association for design icon Set
- » National Park Service Icons 1982, USA

For additional symbols where required, please contact the City of Adelaide's Design Team.



Pick Up After Your Dog



No Swimming



Do Not Feed The Animals



No Driving



No Camping



No Dogs Allowed



No Smoking



No Food and Drinks



No Rowing



No Cycling



Adelaide City streets & squares are alcohol free



Public Car Park



Toilets



Dogs Must Be on a Leash



Dispose of Litter Thoughtfully



Dog Friendly



CCTV



Free City Wi-fi

## Landmarks Library

A landmark is an effective tool in assisting users to orientate themselves within an urban or open space environment. They create a reference point from which a user can make a mental map or 'snap shot' of their surroundings. The following illustrations are to only be used in Heads-Up maps to aid navigation.

### New landmarks selection criteria

Landmarks should have a characteristic that is iconic or easily identifiable and when represented on a map be accompanied by a signature name. They should allow users to describe them when giving indications like 'Let's meet at...'. To qualify as a Landmark, an element or destination must meet the following criteria:

- » Be visible
- » Be conspicuous
- » Be easy to talk about

### Creation of illustrations

For the creation of new illustration, please contact the City of Adelaide.



A selection of landmark illustration examples in the signage mapping.

## Adelaide Reference Map

The reference map is used only on the Urban Plinth (UP) sign to show the entire city centre and the location of main precincts within it. It enables the viewer to understand their location within the larger context of the city.

Street names and annotations are kept to a minimum with only key streets and landmarks highlighted.















### Key Design Elements

1. North symbol
2. You are here symbol
3. Area box: It indicates the area of 500m<sup>2</sup> covered by the Heads-Up map
4. Key streets and landmarks

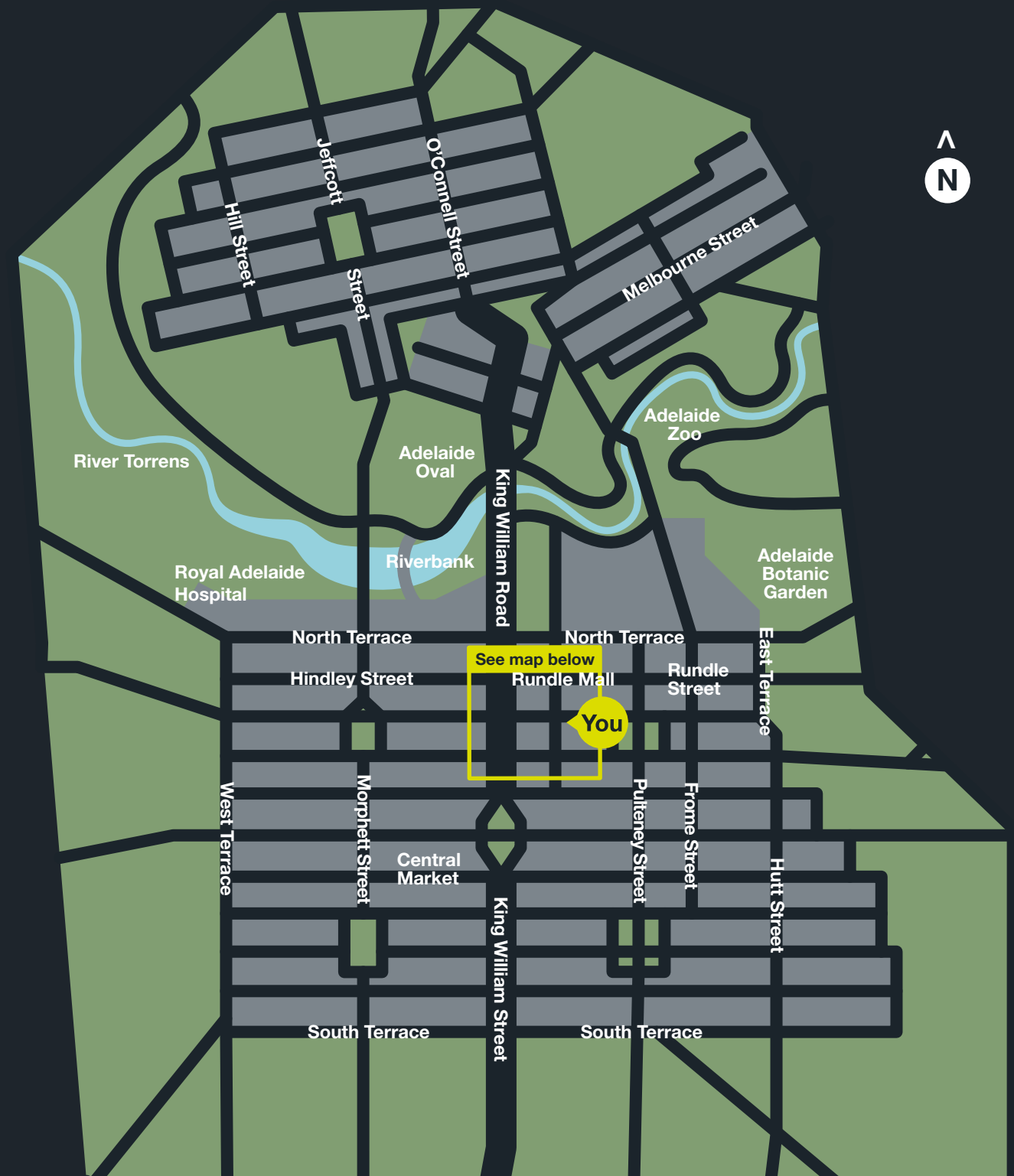
## Map Legend

Key to symbols, strokes and colour coding used on a map.

### Legend

 Public Toilet	 Police Station
 Accessible Toilet	 Information Kiosk
 Managed Taxi Rank	 Lift
 Taxi Rank	 Stairs
 Tram Stop	 Place of Interest
 Adelaide Railway Station	 Pedestrian Cut-through
 Bus Stop	 Indoor Arcade (retail trading hours only)

Legend Example for Heads-Up maps



Adelaide reference map



# Heads-Up Maps

Heads-Up maps are used on the following signs:

- » Urban Plinth (UP)
- » Park Lands Plinth (PP)

All maps should use the City Wide Map that has been created to provide future signage with the same language, colours and symbols. All the information should provide the following information:

- » Streets positioning and naming, pedestrian cut-throughs and shared paths
- » Public transport networks and stops (Train, tram, bus, taxis)
- » Retail precincts, parks, landmarks and key facilities (toilets, library etc.)
- » Walking distances and times

## Design Elements

1. Area: the urban plinth map is to cover an area of 500m<sup>2</sup> in front of the sign location with text sized to be read from close up.
2. Orientation: Position the map in the direction the user is facing, using north, south, east and west orientations. Maps can be placed at angles where applicable.
3. Legend: only include symbols shown in the sign.
4. You Are Here symbol: horizontally centred and approximately 3/4 from the top of the map. Place 2 and 4 min walking circumferences from its center.
5. Symbols: use symbols from the library to identify facilities or transport connections in the area. Refer to the Symbols library and the City Wide Map when determining the mapping coverage.
6. Places of Interest & Landmarks: Refer to the City Wide Map when determining the relevant Landmarks and Places of Interest.
7. Off-Map Destinations: include in the perimeter of the map relevant destinations not covered in the area. Place next to best connecting route and include walking time from sign location. Refer to Section 'Time & Distance'.



Heads-Up map example used on an Urban Plinth in Gawler Place (2018).

# Park Lands Maps

Park Lands maps are used on the following signs:

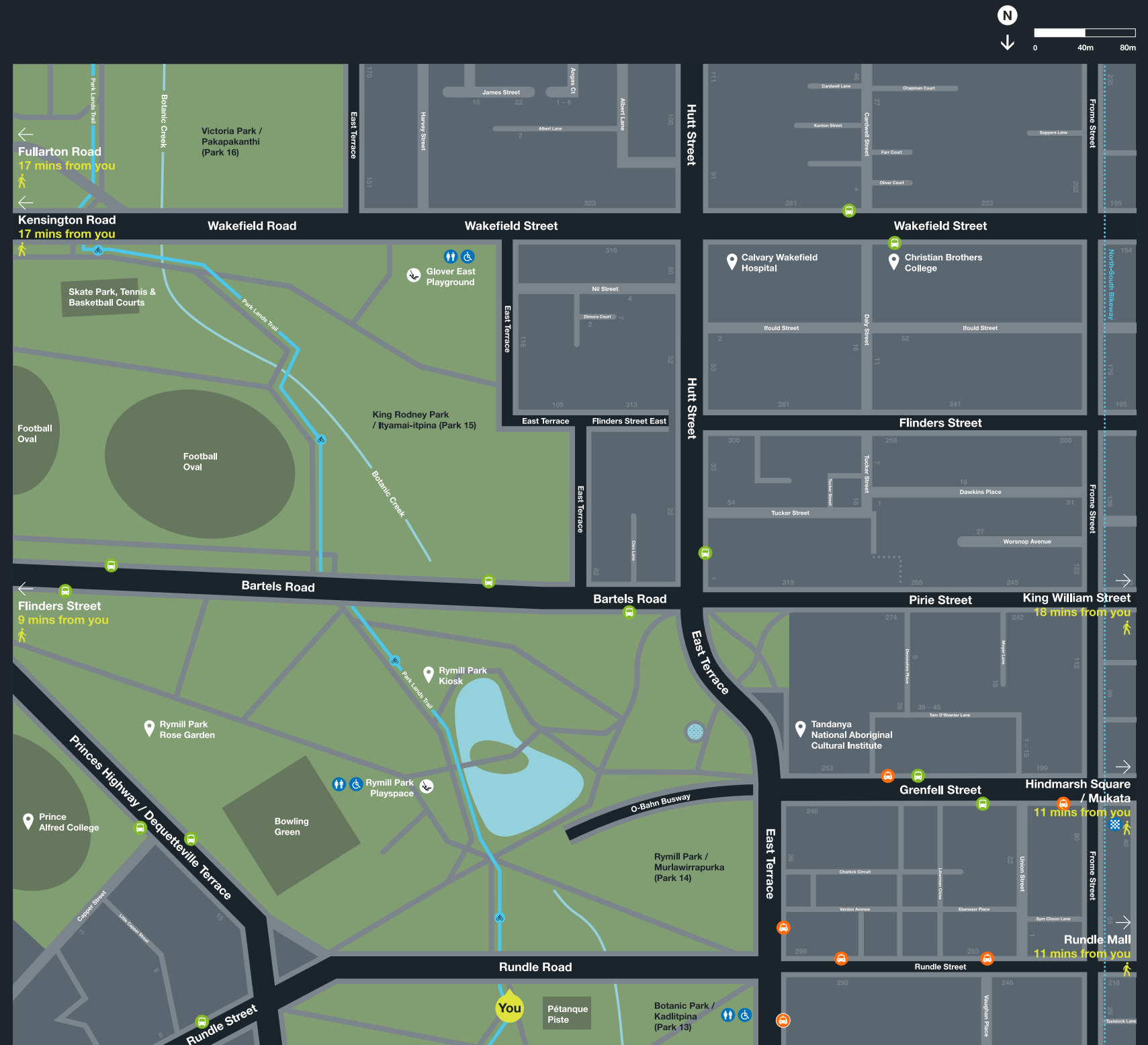
- » Post Mounted Directional (PMD) sign
- » Site Identification Mapped (SIM) sign
- » Advisory Large (AL) sign
- » Any other Park Lands sign where appropriate.

Provide the following information only in the immediate park you are in:

- » Bordering streets, park names, walking paths and trail networks within the park and connections to adjacent parks
- » Dog-friendly areas, feature gardens, lakes/wetlands and specialised centres (conservatories, eco centres etc.)
- » Playgrounds or play areas, ovals, sports courts, clubhouses, pavilions and facilities (toilets, barbecues, library etc.)

## Design Elements

1. Area: the area is generally defined by the size of the park with text sized to be read from close up.
2. North symbol and scale bar
3. You Are Here symbol: Refer to Section 'You-Are-Here Symbol'
4. Symbols: use symbols from the library to identify destinations and facilities in the area. Refer to Sections 'Symbols Library'
5. Landmarks and Places of Interest: use the City Wide Map to identify the Landmarks and Places of Interest within the park.
6. Off-map destinations: include in the perimeter of the map relevant destinations not covered in the area. Place next to best connecting route and include walking time from sign location. Refer to Section 'Time & Distance'.



Park Lands Map example used on a Post Mounted Directional (PMD) sign, showing the map orientated in the same direction that the user is facing.



## City & Park Lands Map

A City and Park Lands Map has been created as a master reference file for the City of Adelaide. It is intended for use on all existing and future signage.

As a master map it provides a coherent and consistent mapping language for all of the city's needs for both printed and physical map outputs.

Map iterations or variations of colour and line weight are prohibited as they will dilute and diminish the legibility and coherence of a consistent map language for users.

The City Wide and Park Lands Map provides a base level of information and will allow additional landmarks, detinations, facilities and services to be added if required. All additions will require sign off from the City of Adelaide's Design Manager before preparing final artwork for printing and distribution.



City Wide and Park Lands Master Map



## Time & Distance

There are a number of signs that require the calculation of time and distance to destinations. Use the following formulas as follows:



### Walk Adelaide

Walking time information must be used rather than distances. This is designed to make walking to destinations more achievable, as distances are often misunderstood. This approach ties in with sustainable transport principles. Walking times are based on the following equation:

$$T = D / S$$

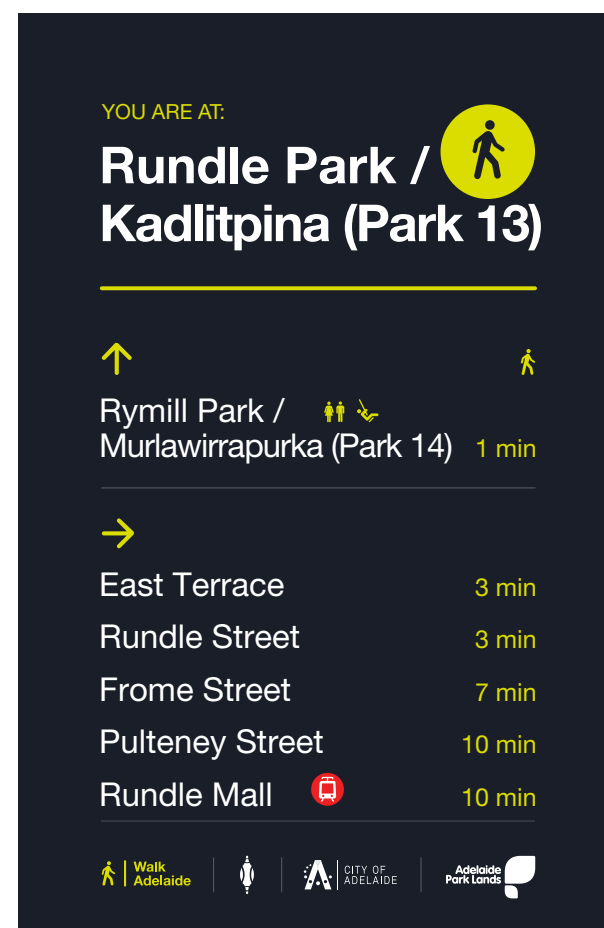
Where:

T = time in minutes. Results should be rounded to the highest minute.

D = distance from location to destination in metres

S = average walking speed (use 80m/min)

A walking icon is included at the top of the walking times to give context.



### Cycle Adelaide

Cycling time and distance information must be used. This is designed to give cyclists enough information to destinations, as cycling speeds differ according to people's skills.

This approach ties in with sustainable transport principles. Cycling times are based on the following equation:

$$T = D \times 60 / S$$

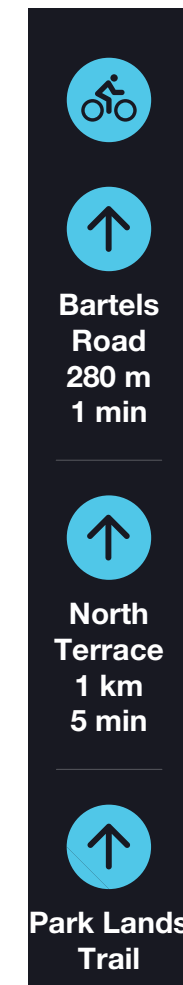
Where:

T = time in minutes. Results should be rounded to the highest minute.

D = distance from location to destination in kilometres

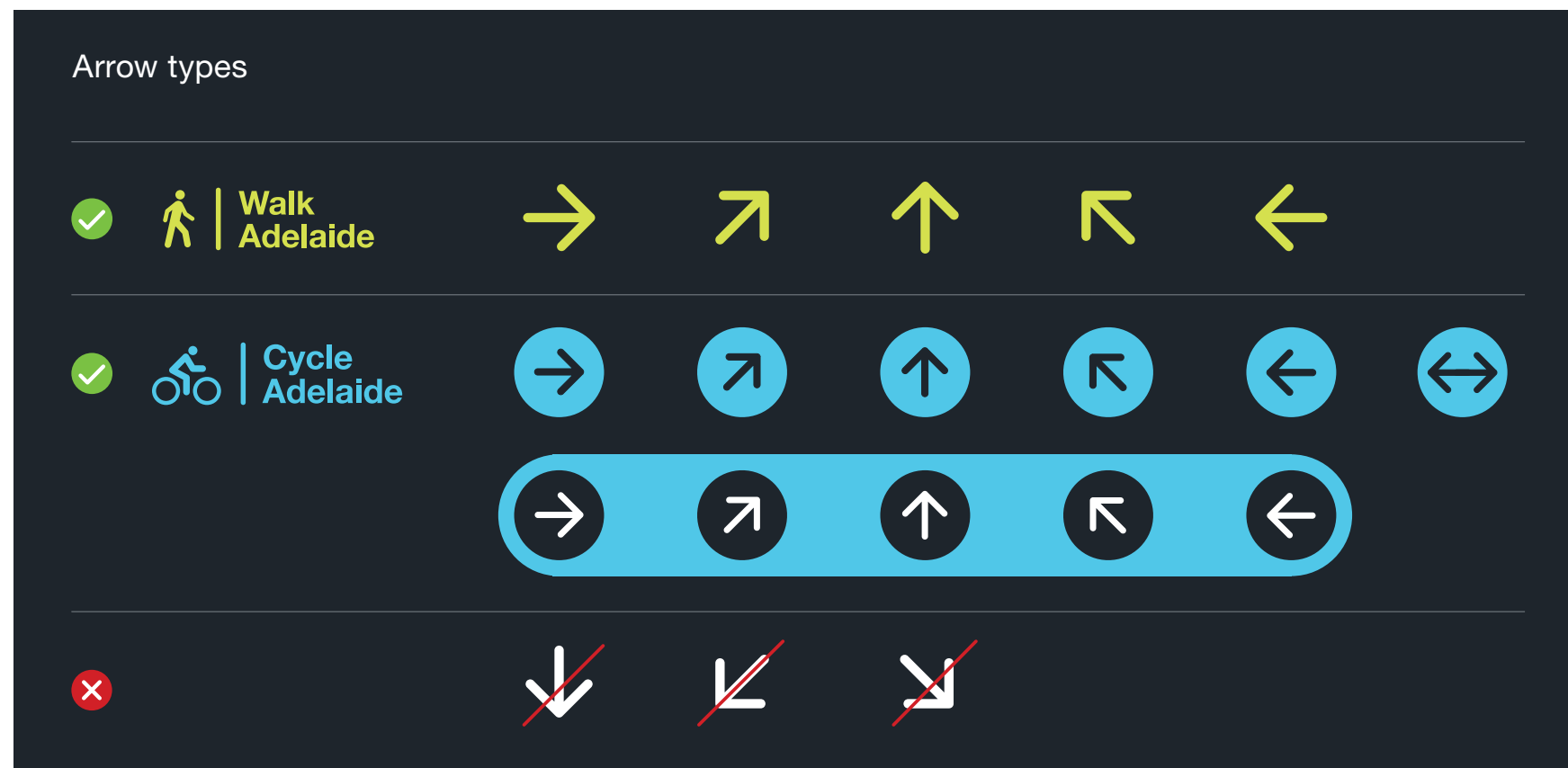
S = average cycling speed (use 15km/hr)

A cycling icon is included at the top of the destinations and cycling distances/times to give context. Where applicable, the distance of a route should always be prioritised over time.



## Directional Arrows

The following are the arrows used to direct users to destinations in the different signage types. Users are never directed to facilities which are behind them. Only forwards, left, right and 45° angles are used. Backwards arrows are not permissible as they are open to misinterpretation and become confusing for users.



# 05

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## Signage Specifications

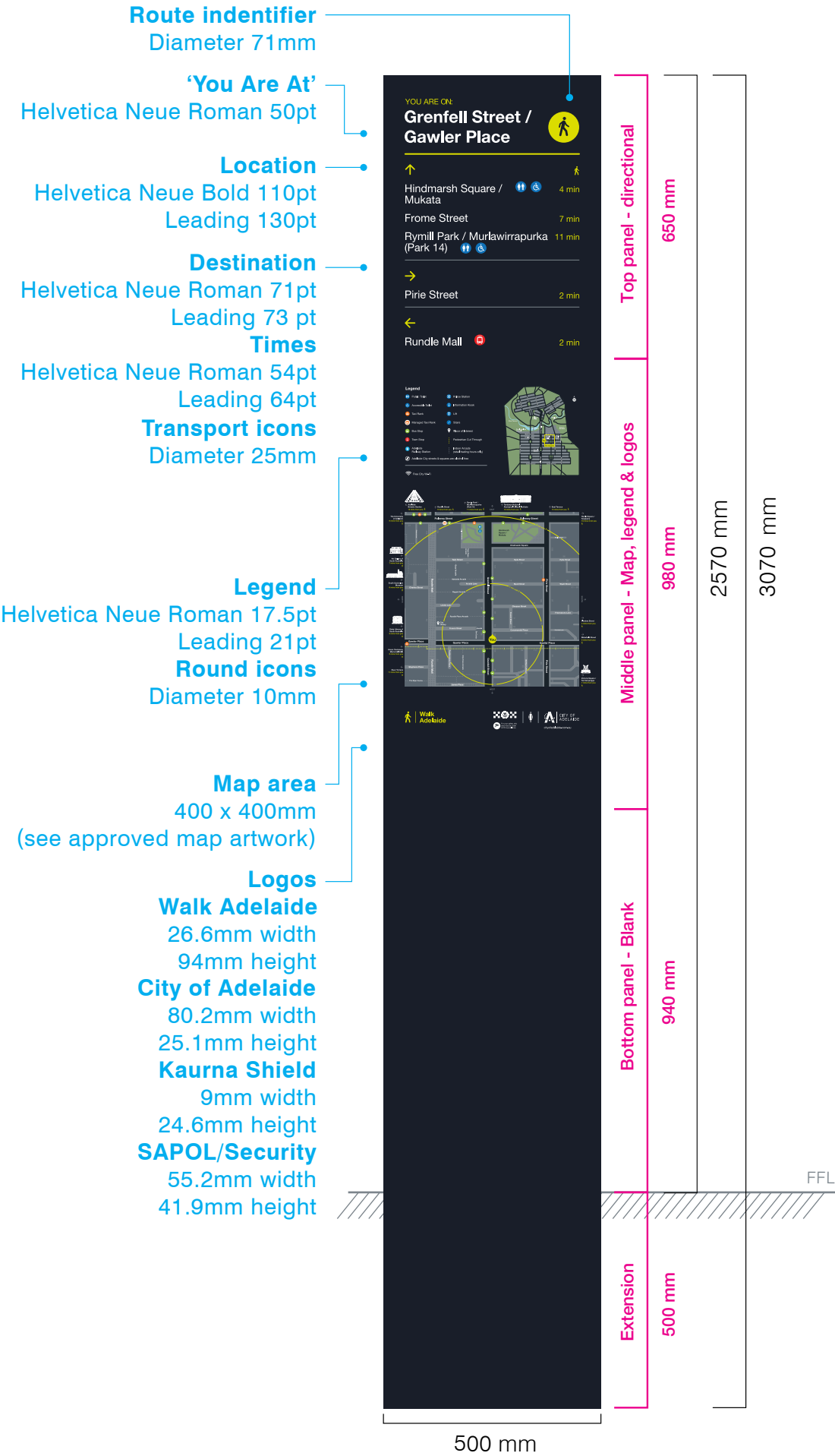


# UP

## Urban Plinth

The alignment of the UP is rigid and ordered. Content should not cross over the panel boundaries.

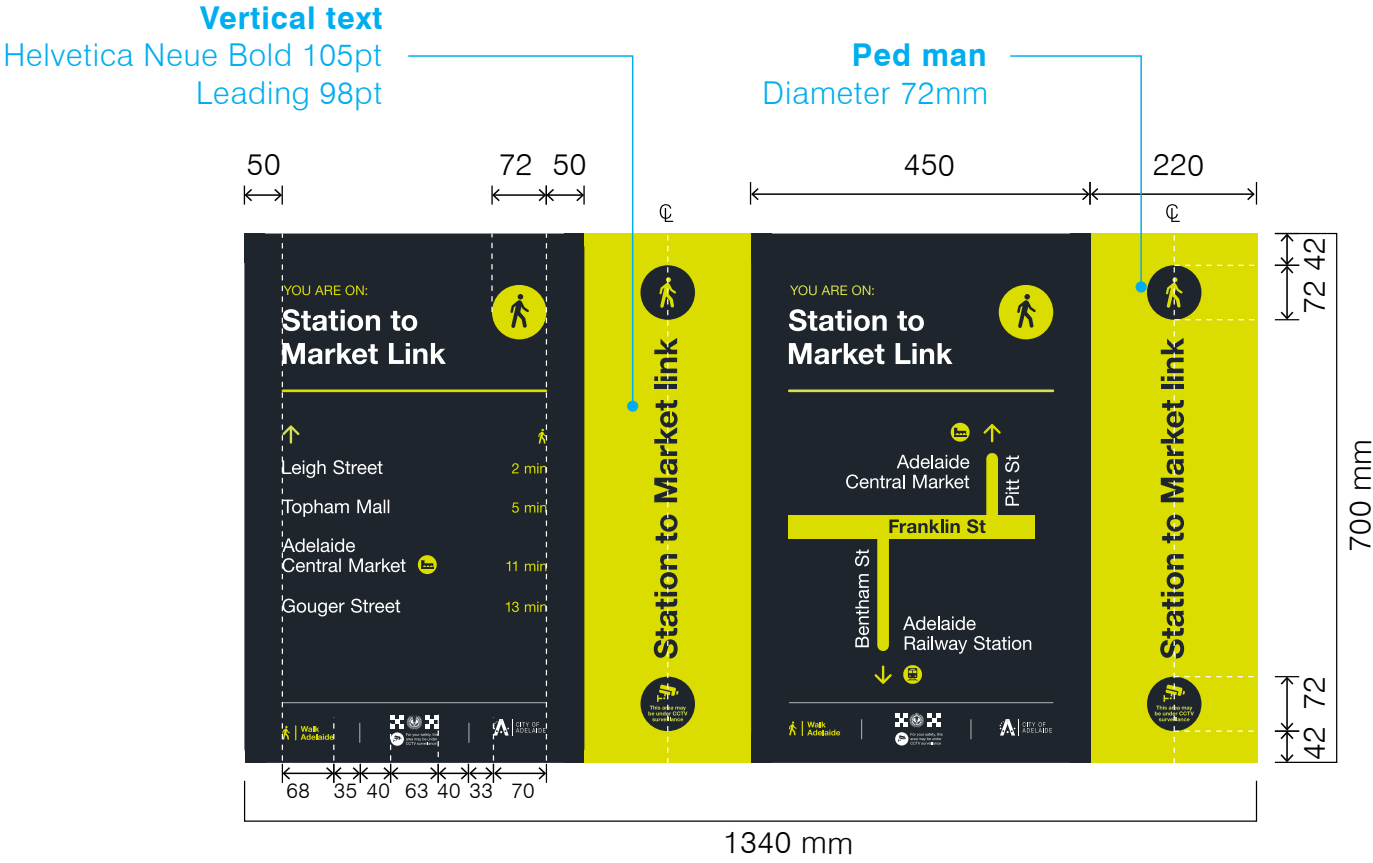
The 500mm extension on the bottom of the artwork allows for the sign to be raised if is installed in a difficult site with high underground services or on an uneven surface.



P  
Pedestrian Panel



# PB Pole Box



Example of PB sign with directional information and linear map.  
The spacing and alignment of the directional panels would be the same as a P panel or a Panel 1.



Example of PB sign with double directional panels.



**Toilet symbol**  
Diameter 140mm

**Arrow**  
60 x 65mm

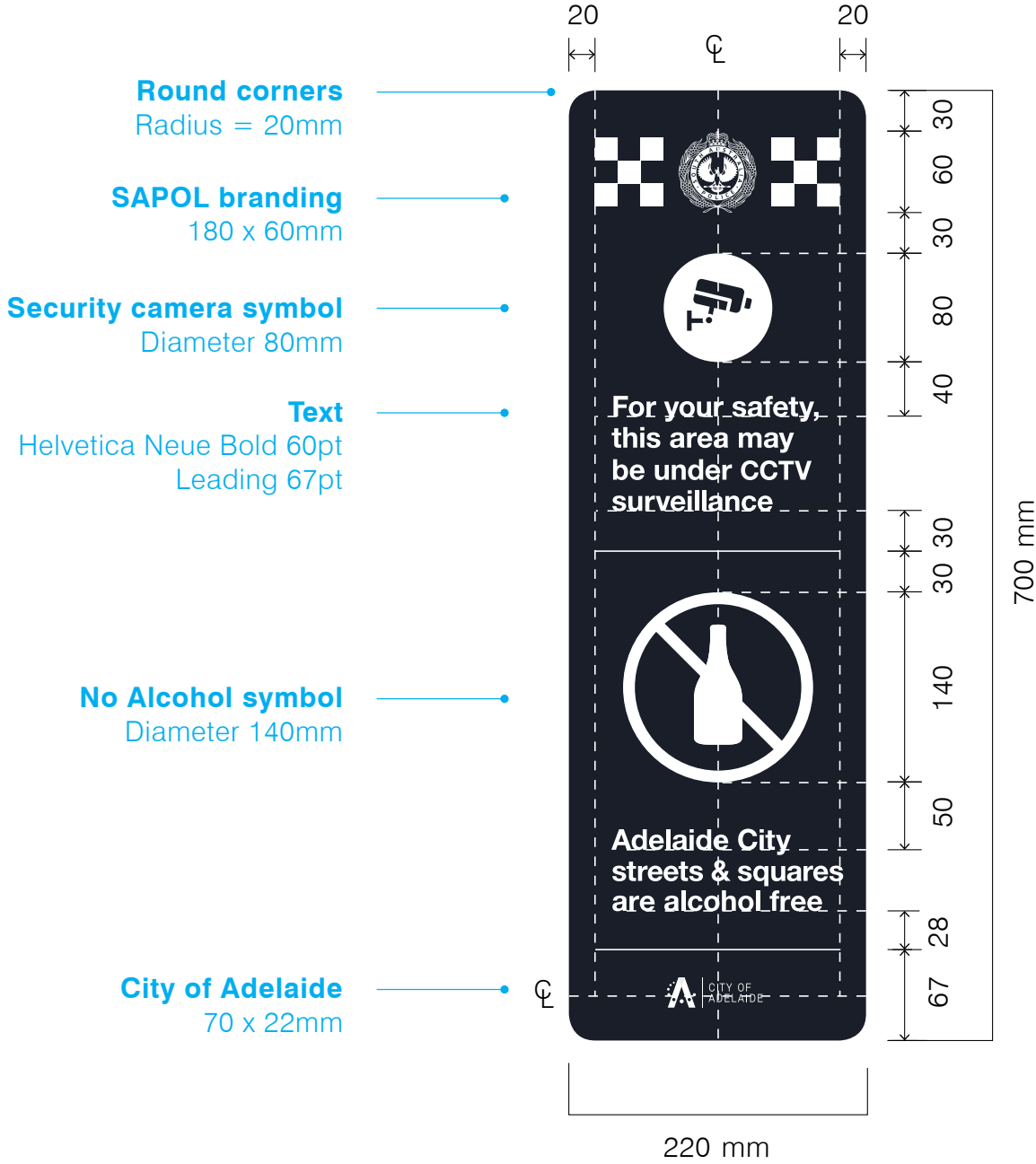
**No Alcohol symbol**  
Diameter 140mm

**Text**  
Helvetica Neue Bold 60pt  
Leading 67pt

**City of Adelaide**  
70 x 22mm

710 mm (varies depending on pole)

# Rp Regulatory Panel



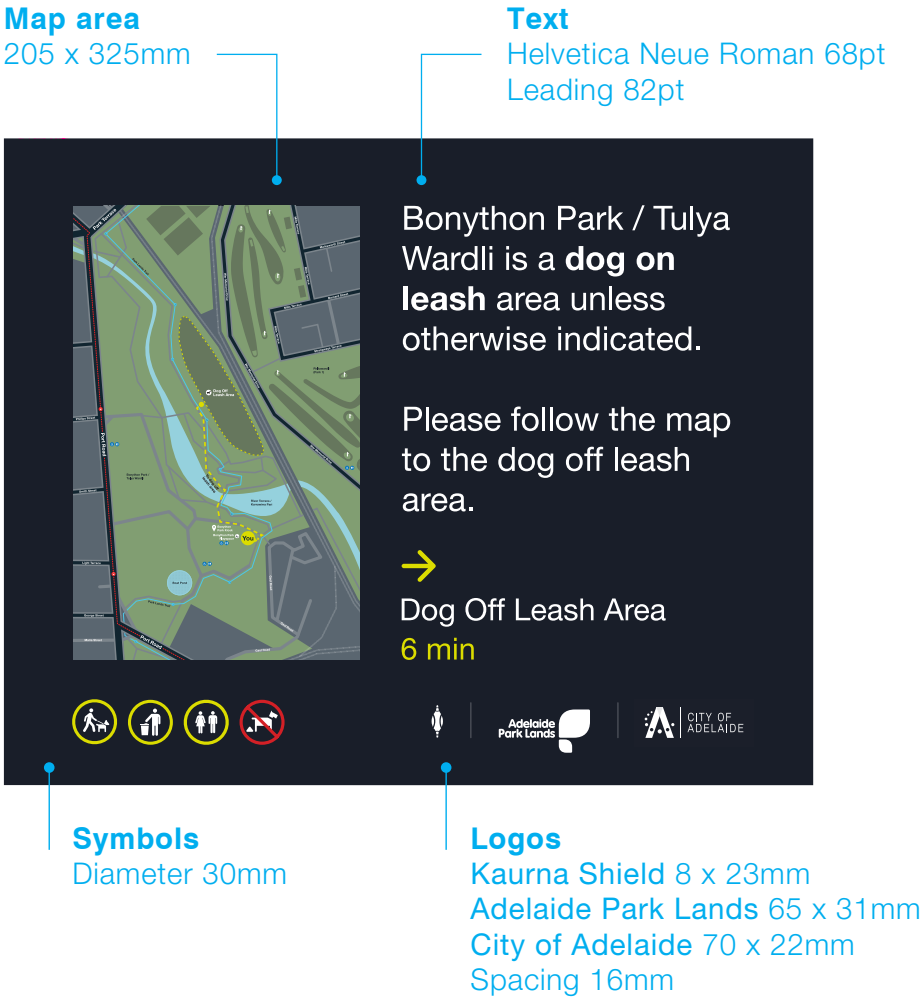
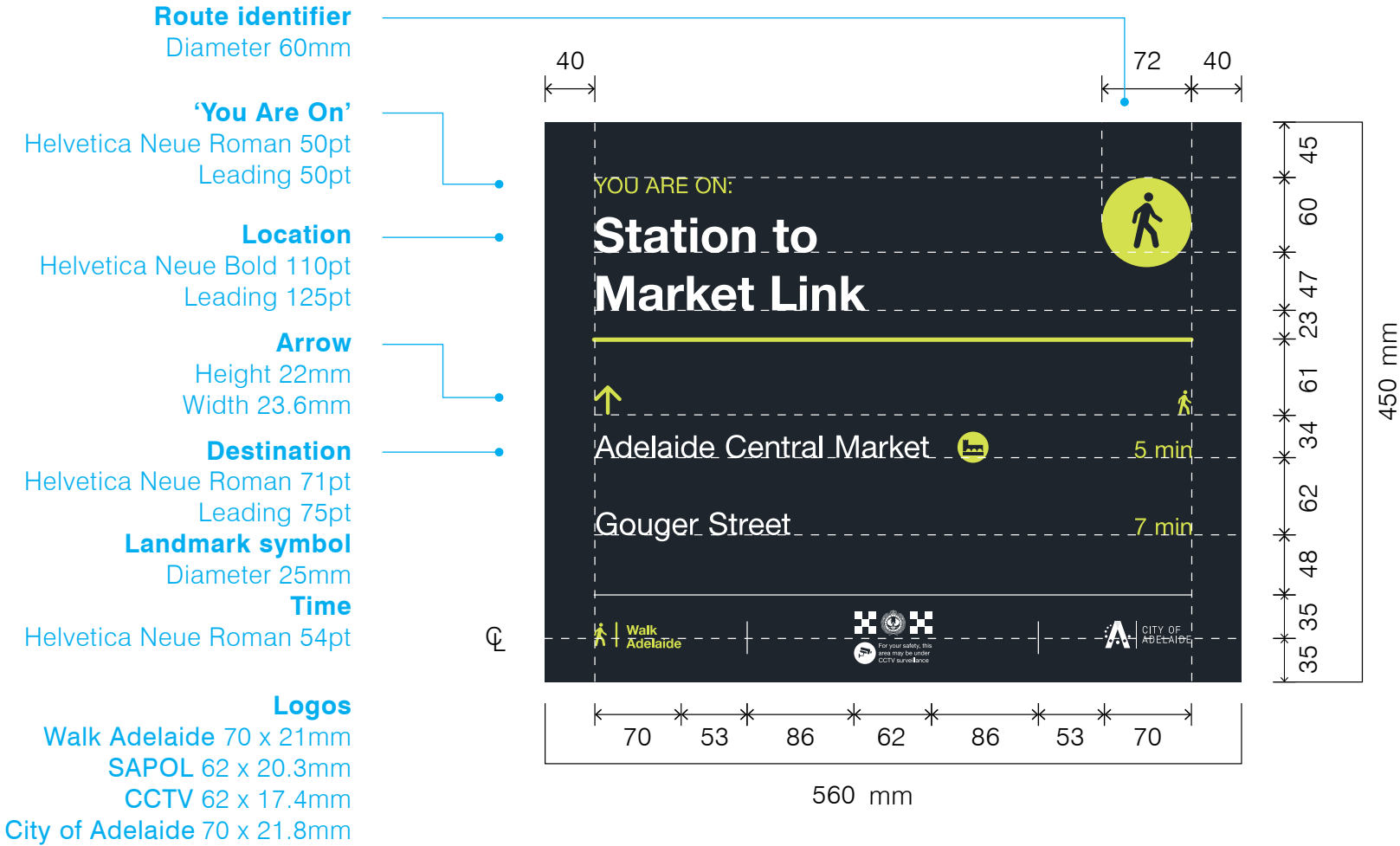
Example of variant of sign



Example of a Regulatory Panel Half (Rph) sign

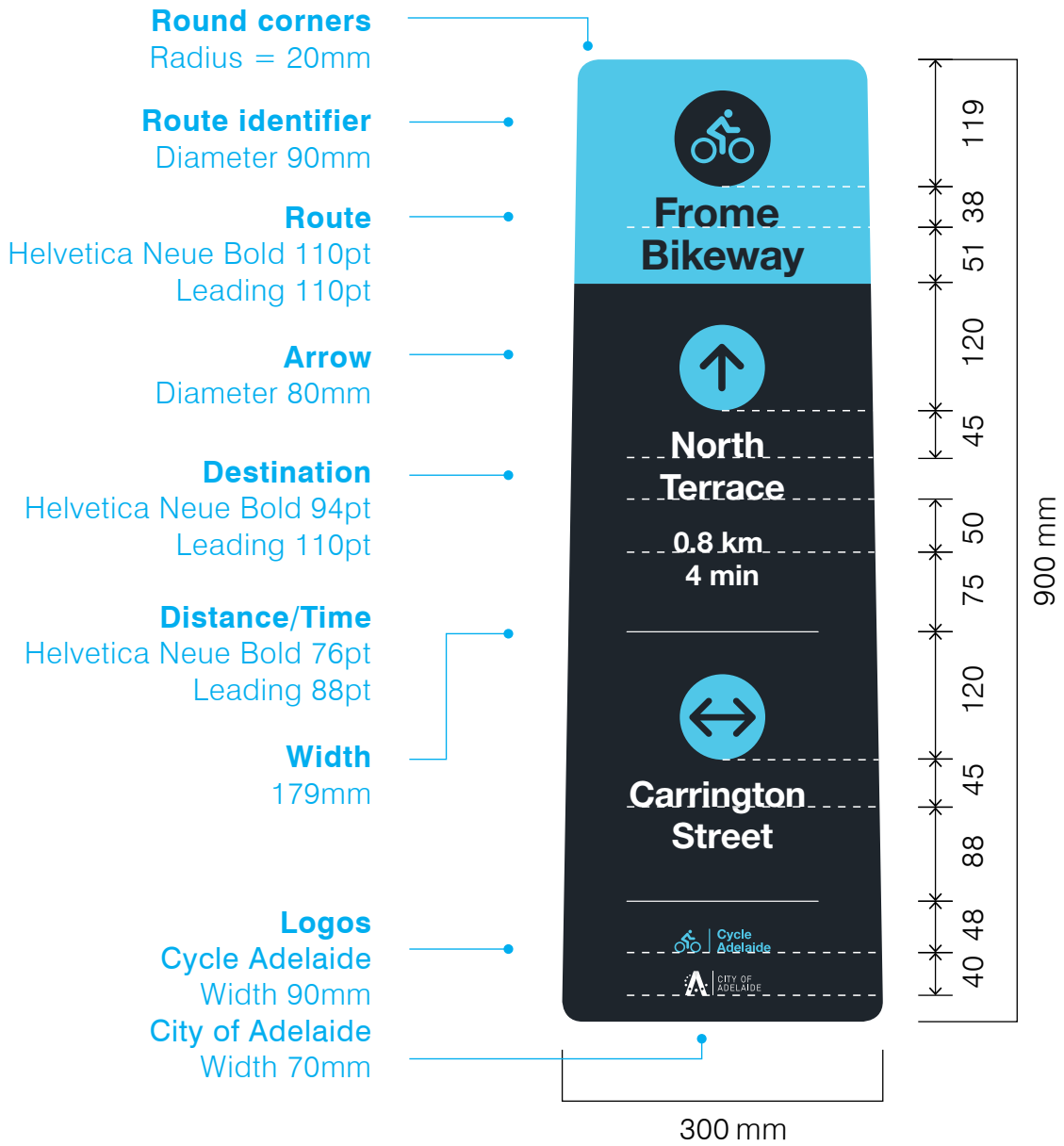
# BMD

## Bin Mounted Directional



Example of an advisory type sign

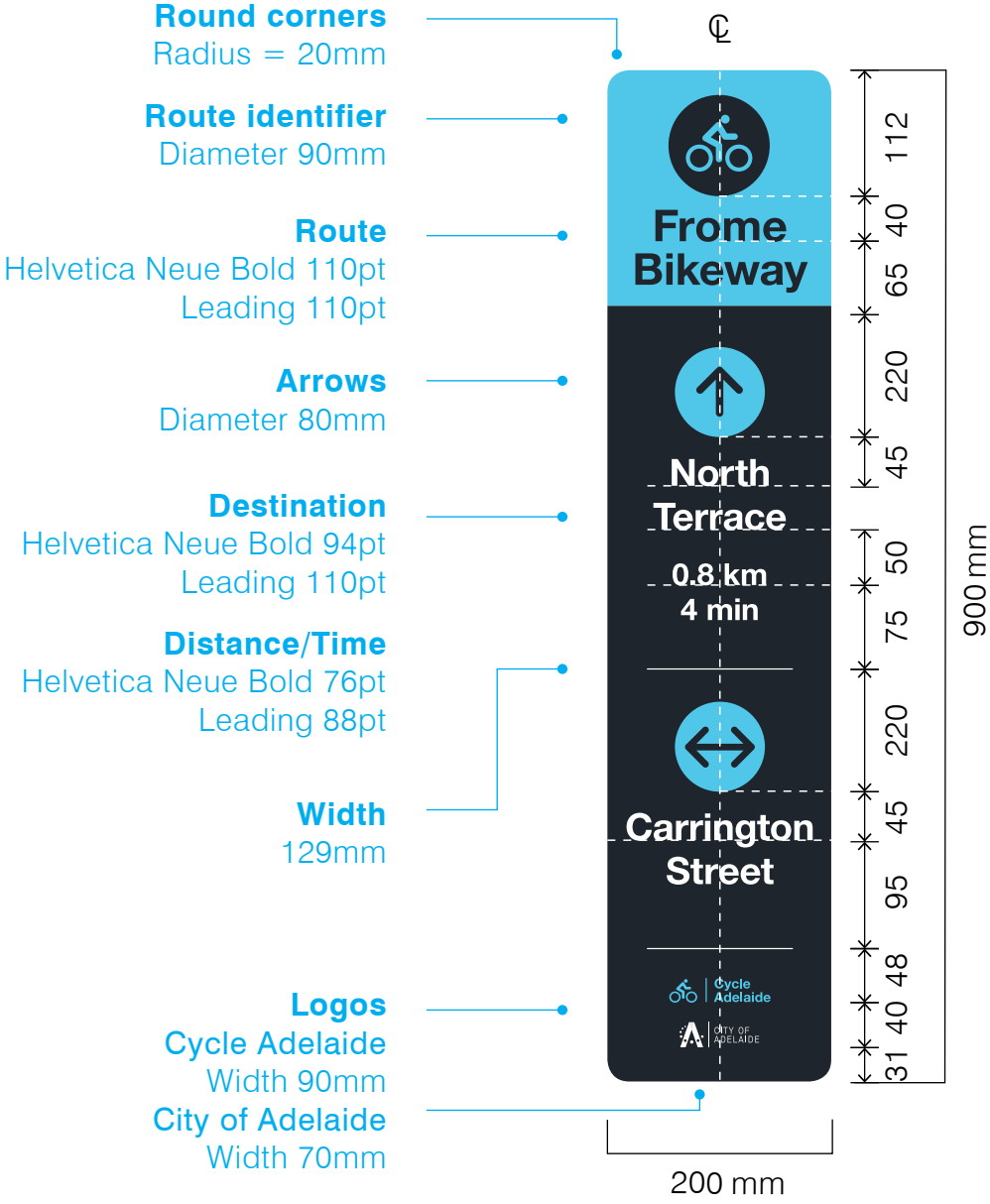
Fa  
Cycle Directional Panel (Stobie Pole)



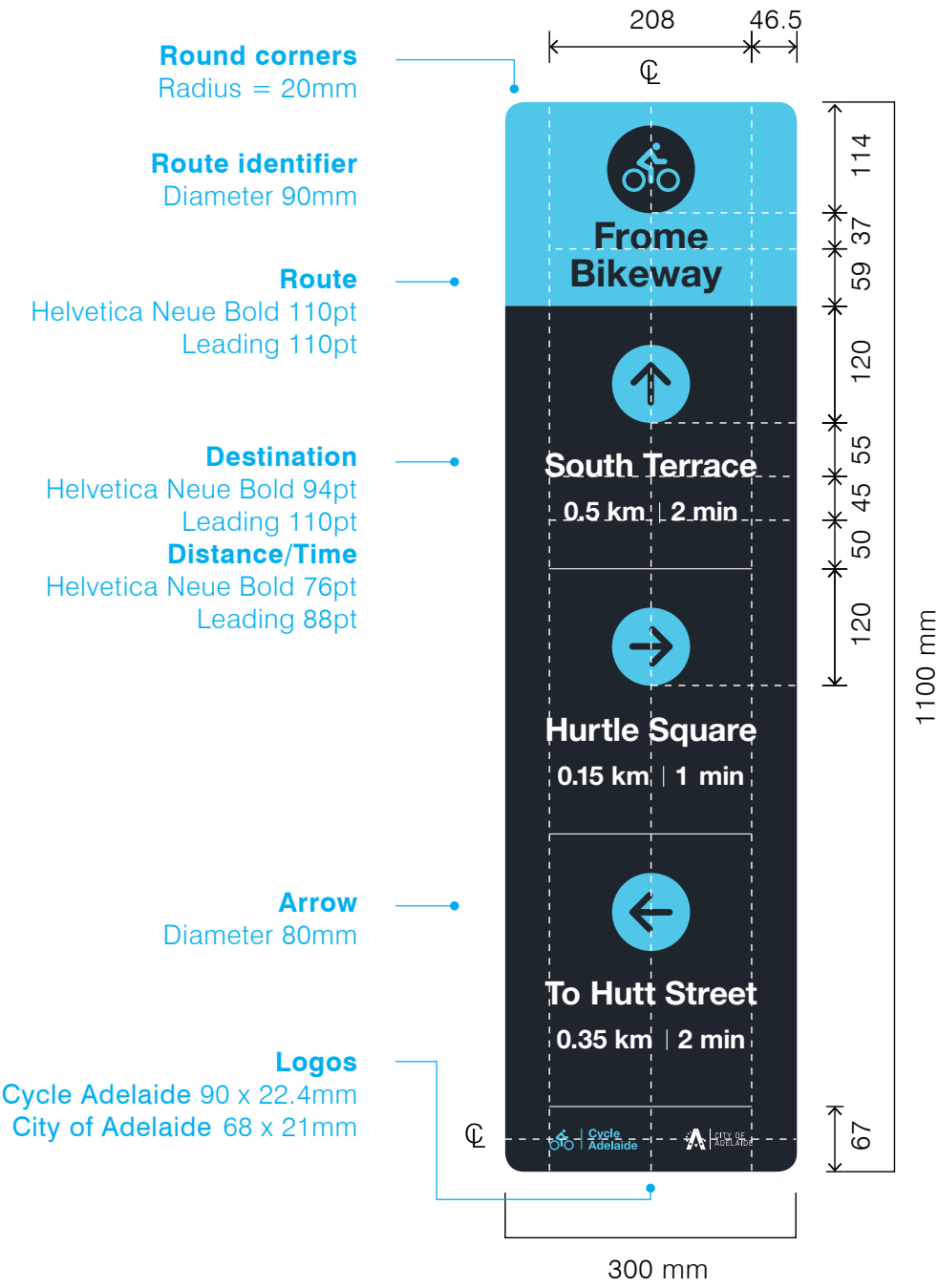


Fb

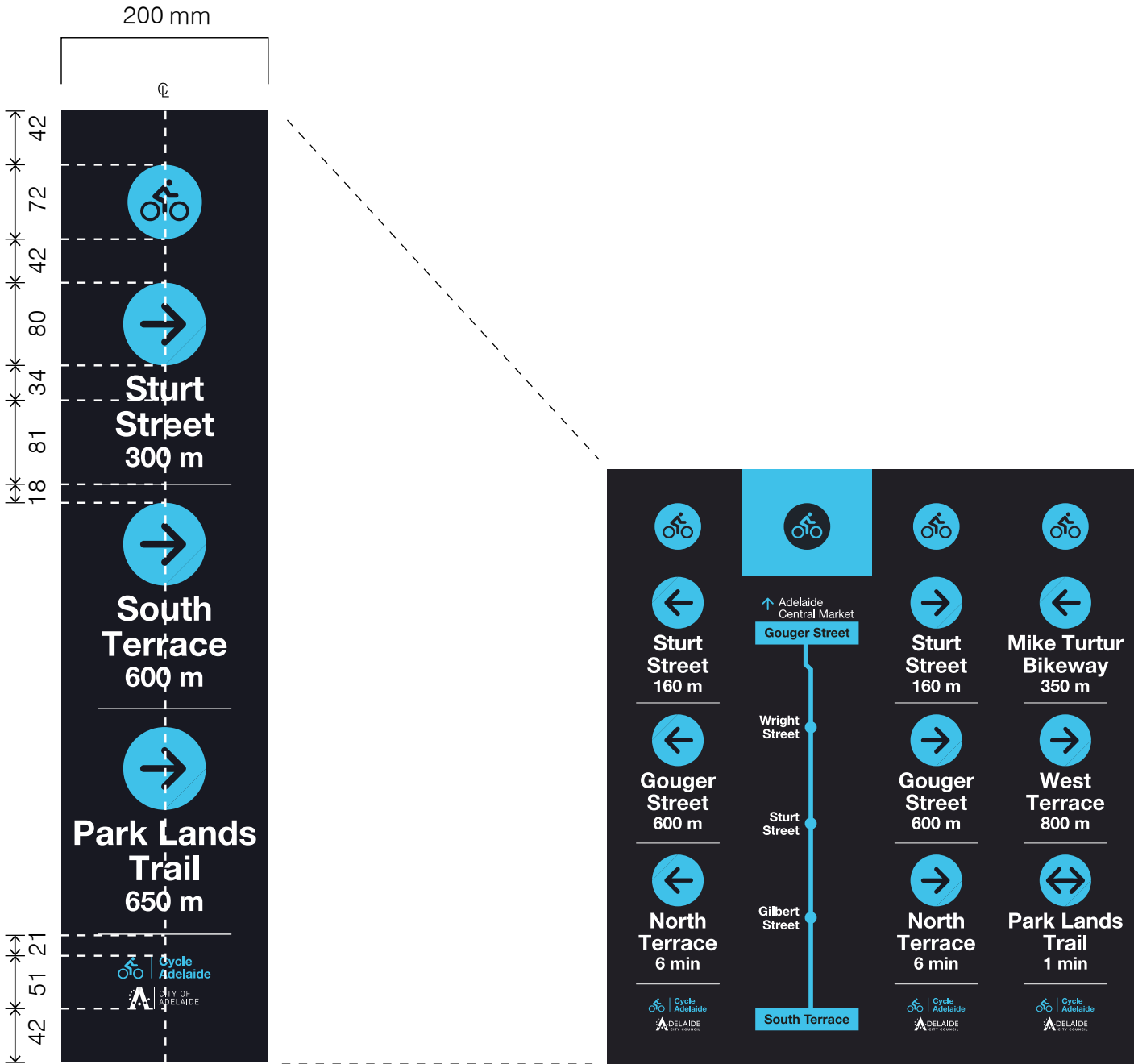
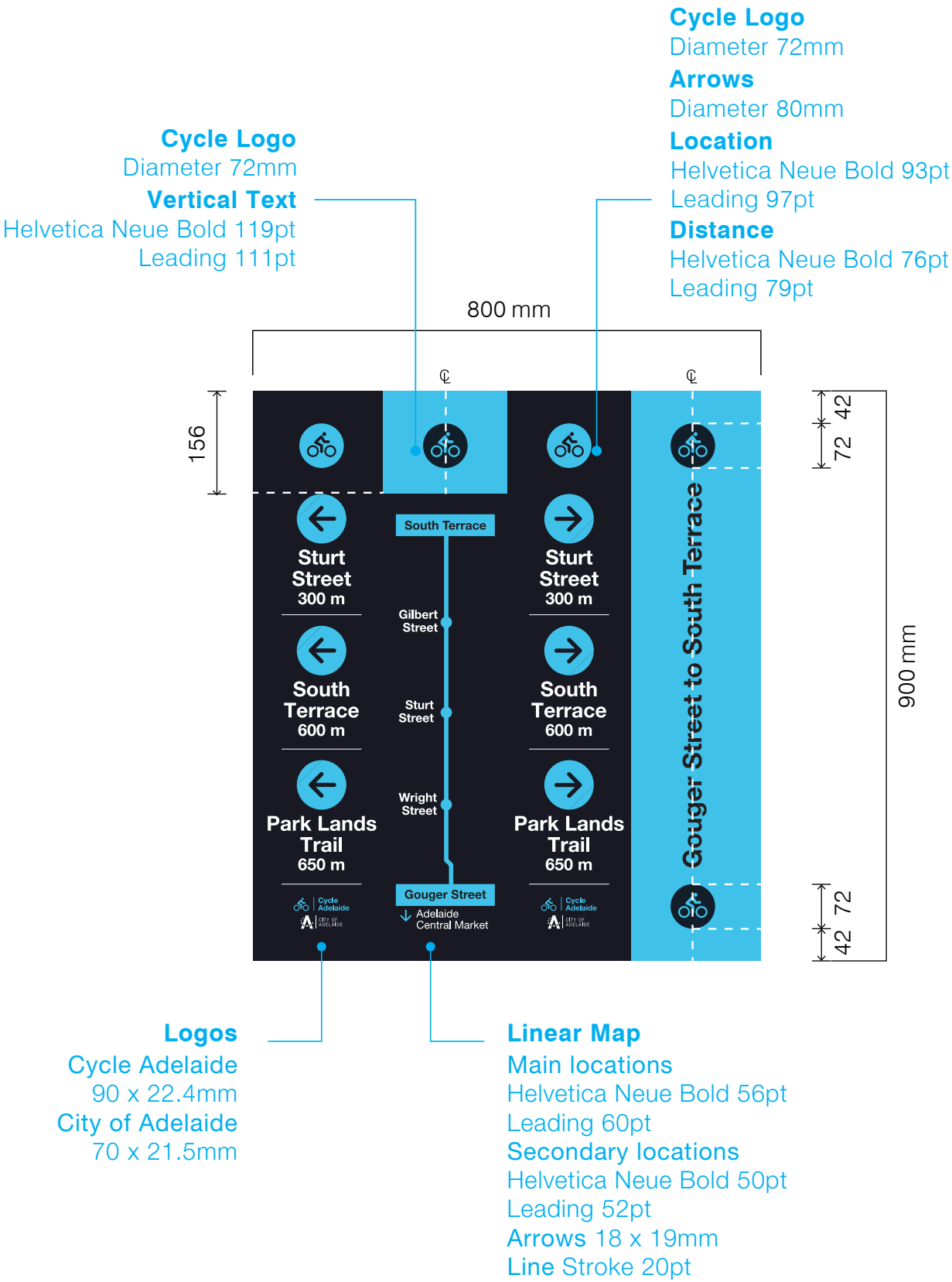
Cycle Directional Panel (Light Pole)



Pc  
Cycle Panel



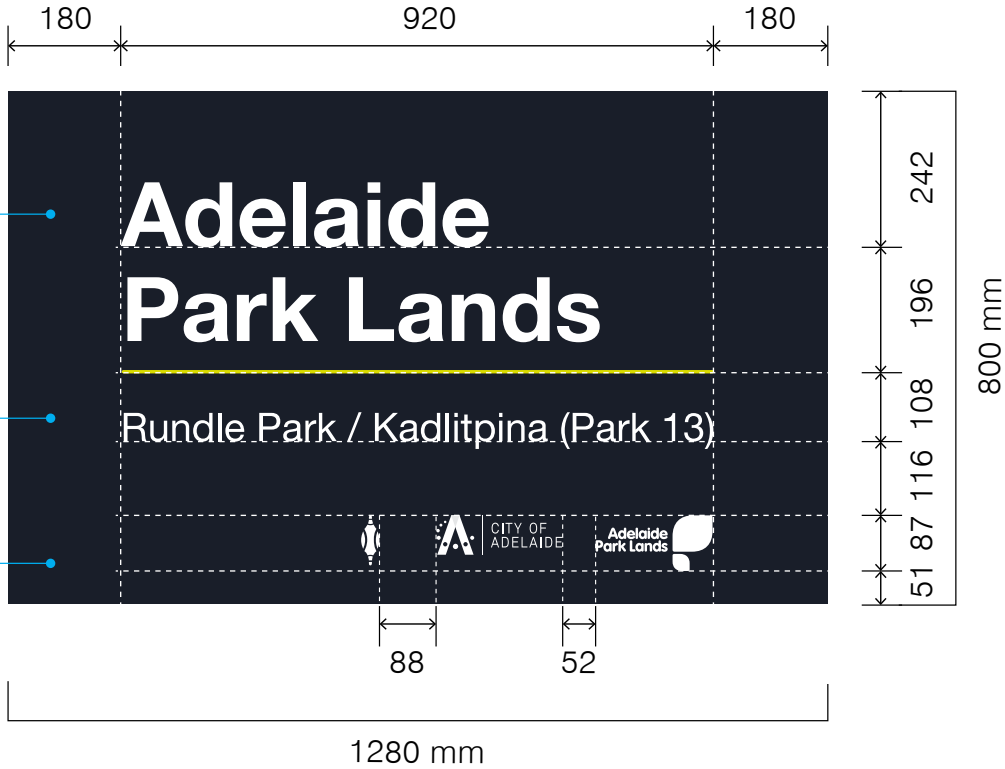
# PB-C Pole Box (Cycle)



# G

## Gateway Sign

- 'Adelaide Park Lands'  
Helvetica Neue Bold 395pt  
Leading 420pt
- Park Name  
Helvetica Neue Roman 175pt  
Leading 240pt
- Logos  
Karna Shield 29 x 78mm  
City of Adelaide 196 x 61mm  
Adelaide Park Lands  
182 x 87mm



Front panel



FRONT

BACK

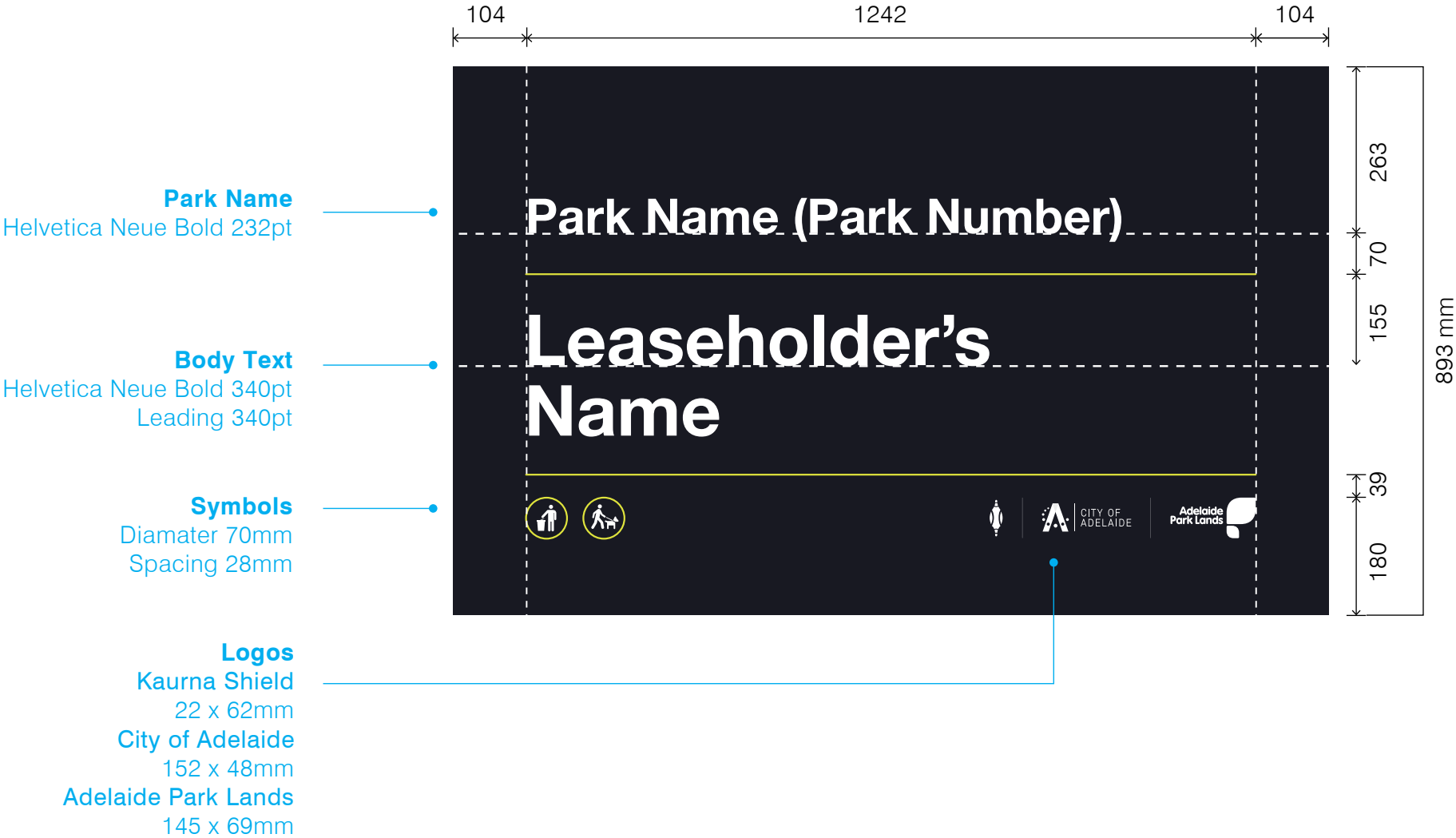
SIDE



# VE

## Vehicular Entry

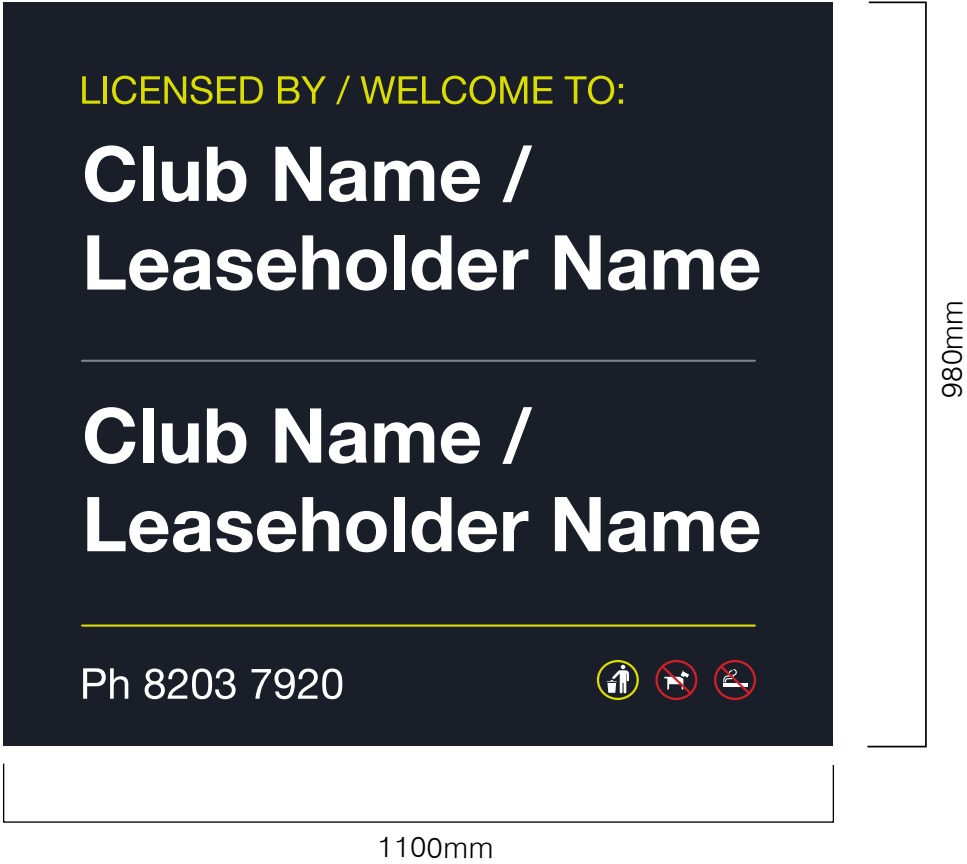
The VE sign should only be used for one leaseholder only. If two or more is required, use an AL sign instead.



# BI

## Building Identification

The BI sign can be larger or smaller depending on the number of leaseholders or facilities.



Double BI sign type for double leaseholders

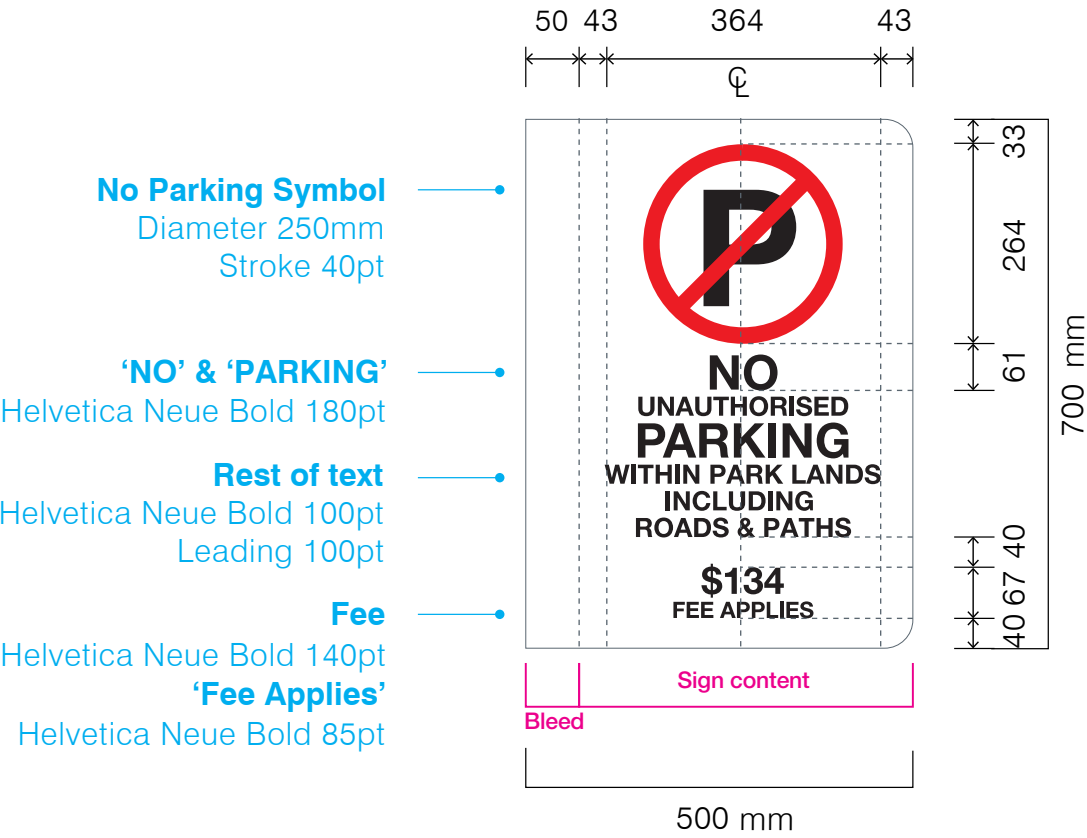
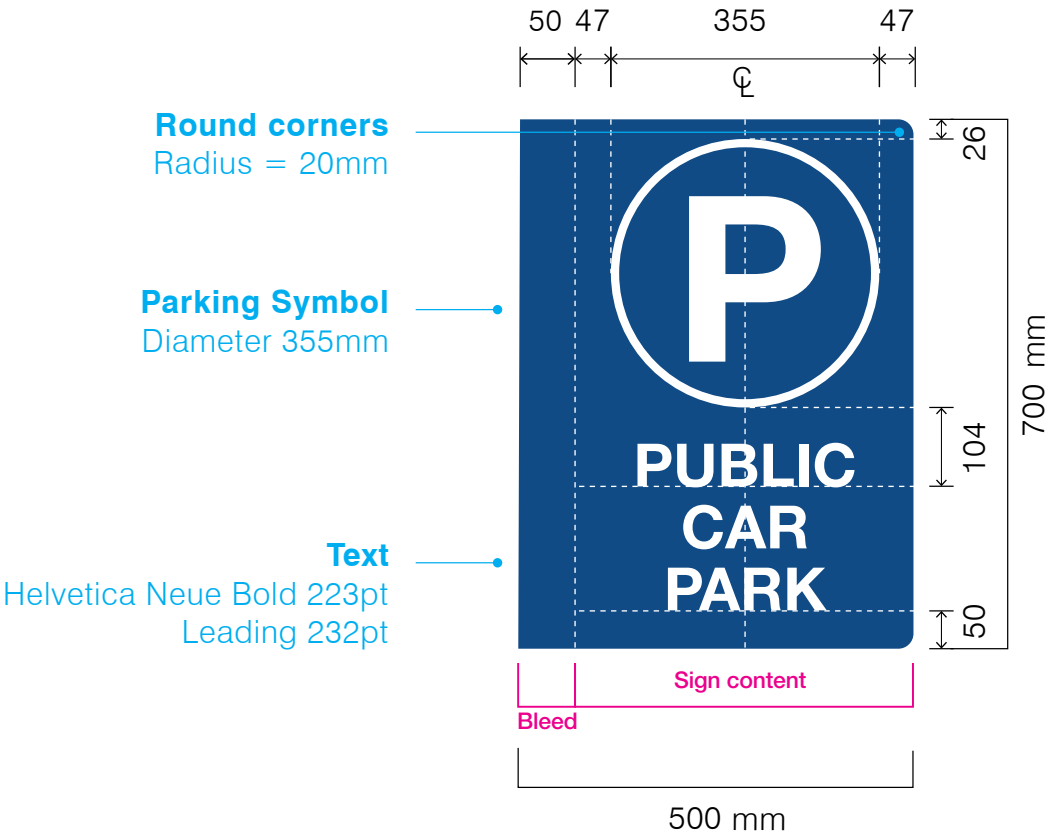


The BI-S sign type is half the size of a standard BI, to be used for various facilities to provide advisory information.

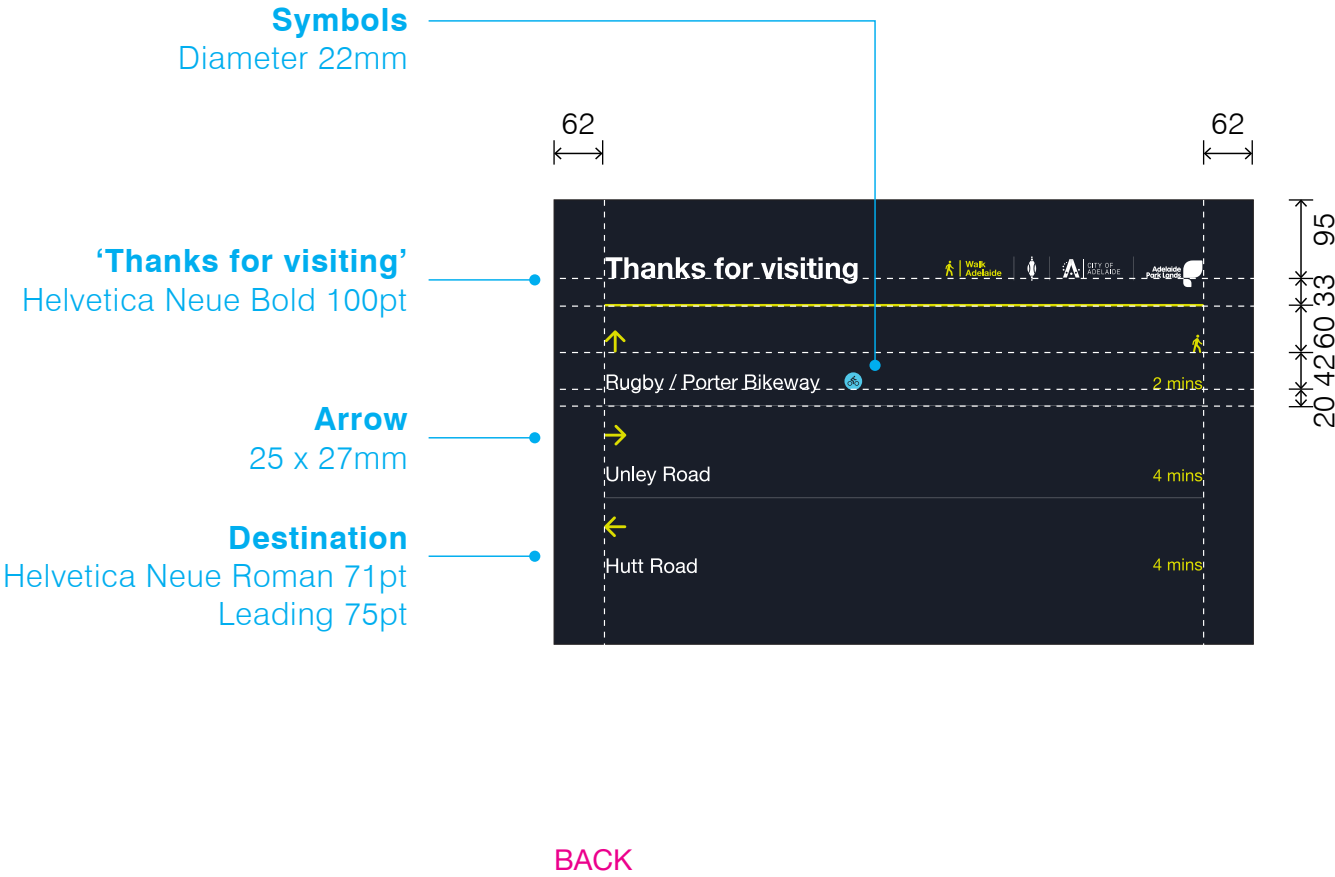
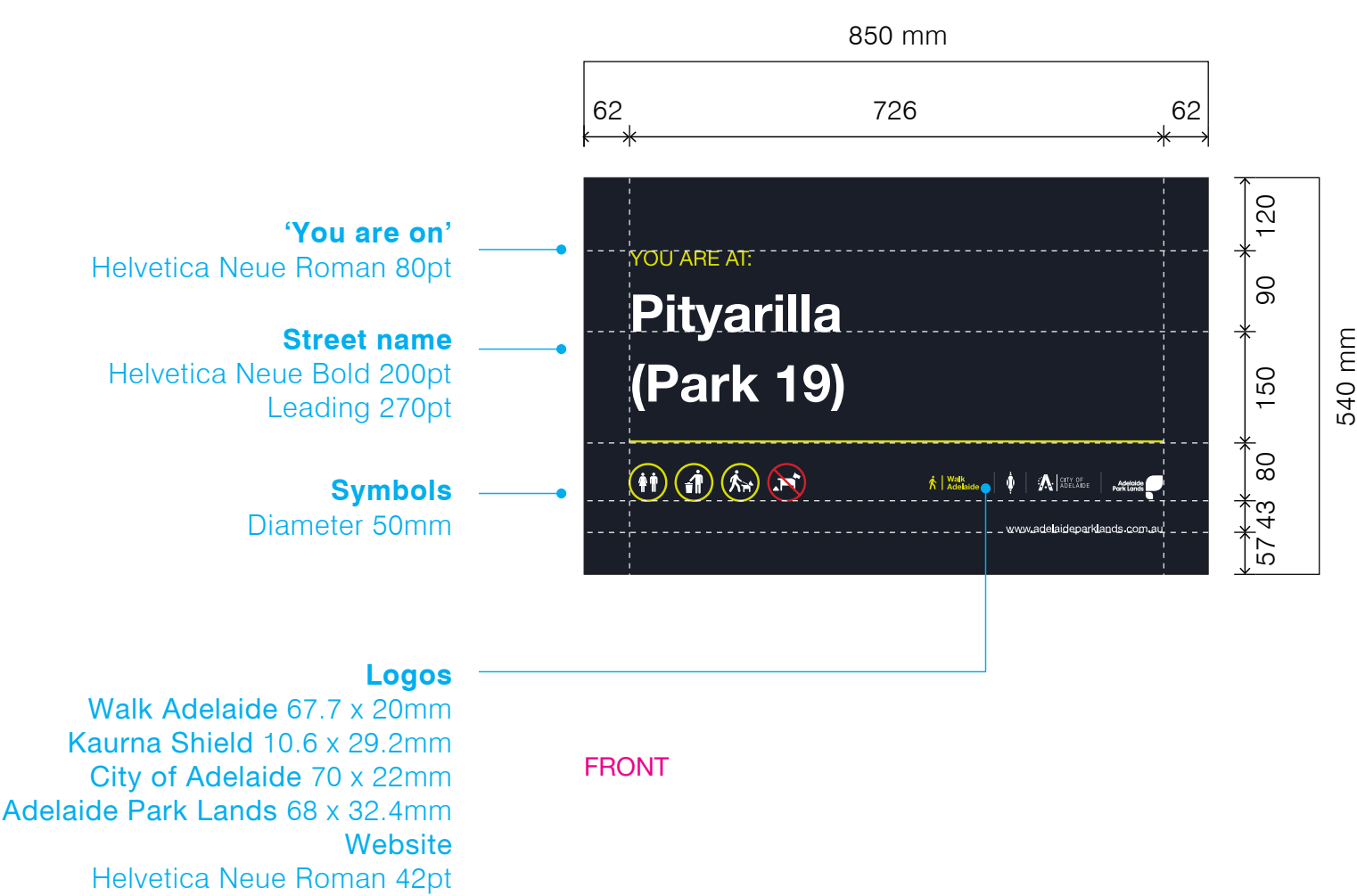
# SIT

## Site Identification (Regulatory)

The SIT panel is the same size a Panel 1.  
These panels are to be mounted on a PMD sign type.



SID  
Site Identification Directional Sign





# SIM

## Site Identification Mapped Sign



Map example  
(can be on both sides)





### Veale Park / Walyu Yarta

This area is available for community **recreational** use only.  
The following conditions apply when flying in Walyu Yarta:

Aircraft Type	Flying Conditions
Electric powered and non-powered model aircraft excluding 'push type propeller' and 'ducted fan type' craft	During daylight hours any day
Push type propeller	During daylight hours any day but not before 7.00am, limited to a maximum of four craft flying in a 15 minute period
Ducted fan type	During daylight hours any day but not before 7.00am, limited to a maximum of nine craft flying in a 15 minute period

- Only electric powered and non-powered UAV's are permitted
- Only operate the UAV in your line-of-sight in daylight. Don't let it get too far away from you
- Do not fly your UAV closer than 30 metres to people, vehicles, or buildings
- Do not fly your UAV over any of the sports ovals when there is a game in progress
- Do not fly your UAV higher than 120 metres (400 feet)
- Do not fly your UAV outside of the highlighted zone
- It is recommended that you have Model Aeronautical Association of Australia Membership or relevant public liability insurance
- Please respect other park users
- Flying your UAV is not permitted when the area is used for public events

Please report any incidents to the City of Adelaide on 8203 7203.  
In an emergency call 000.  
This zone is used for organised UAV club activities.  
Do not enter when flying is in progress. Please be aware of overhead aircraft.

     
www.adelaideparklands.com.au

Regulatory information example  
(Side A - Map | Side B - Regulatory Information)

# AL

## Advisory Large Sign

The AL sign is flexible. The alignment of its content could be altered within reason to suit the sign's requirements.

**Welcome to**  
Helvetica Neue Roman 114pt

**Location**  
Helvetica Neue Bold 285pt  
Leading 333pt

**Body copy**  
Helvetica Neue Roman 100pt  
Leading 122pt

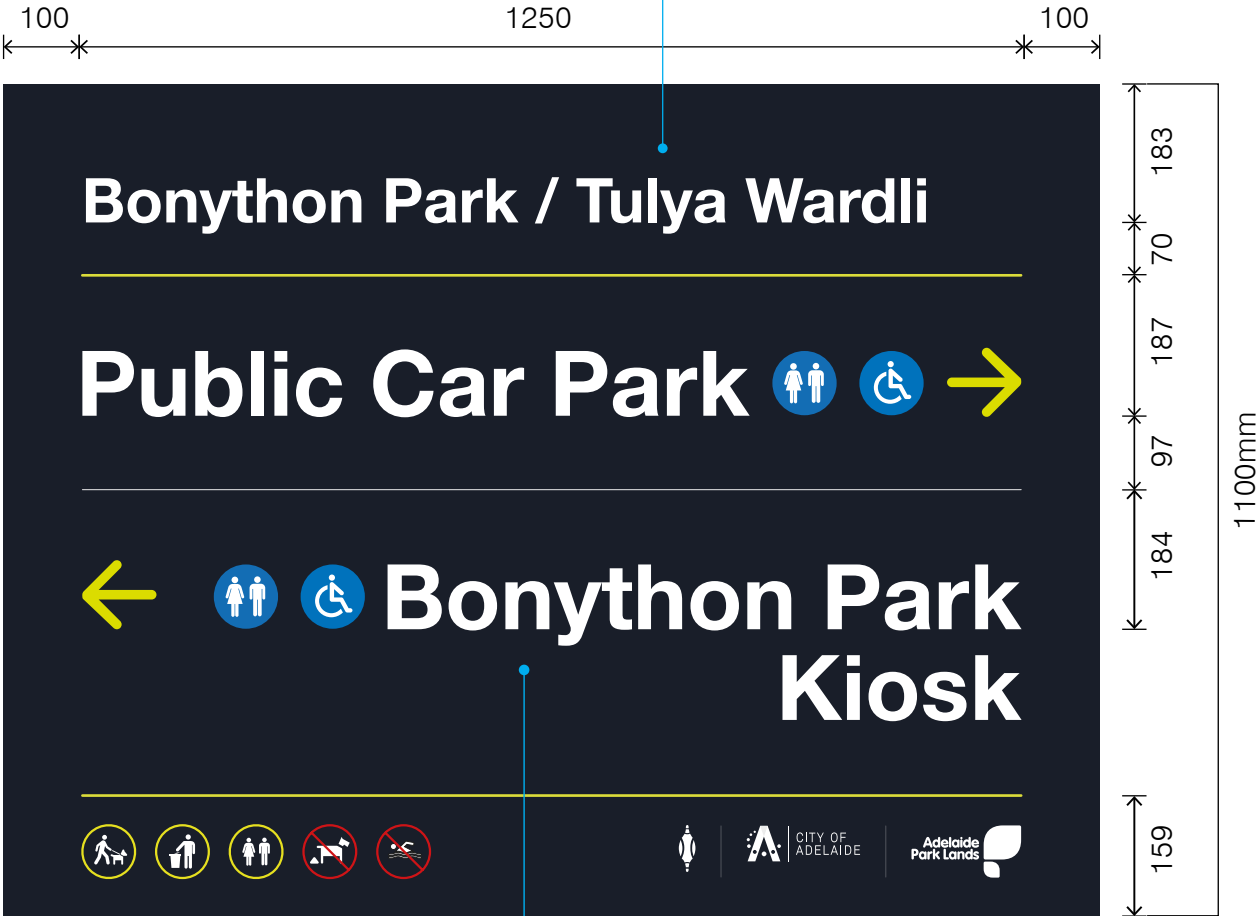
**Symbols**  
Diameter 63mm

**Logos**  
Kurna Shield  
22 x 62mm  
City of Adelaide  
150 x 47mm  
Adelaide Park Lands  
145 x 69mm



Advisory sign type

**Text**  
Helvetica Neue Bold 232pt



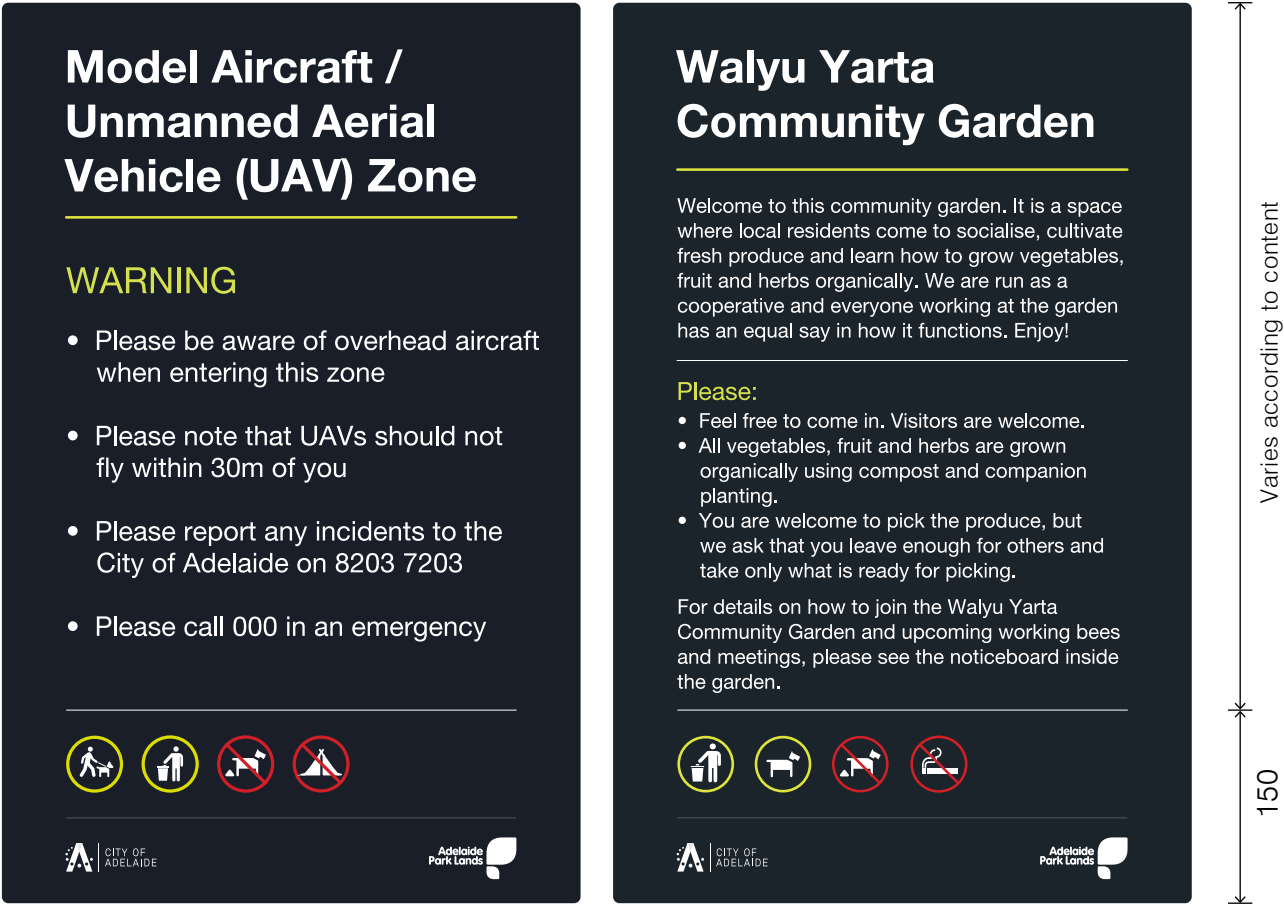
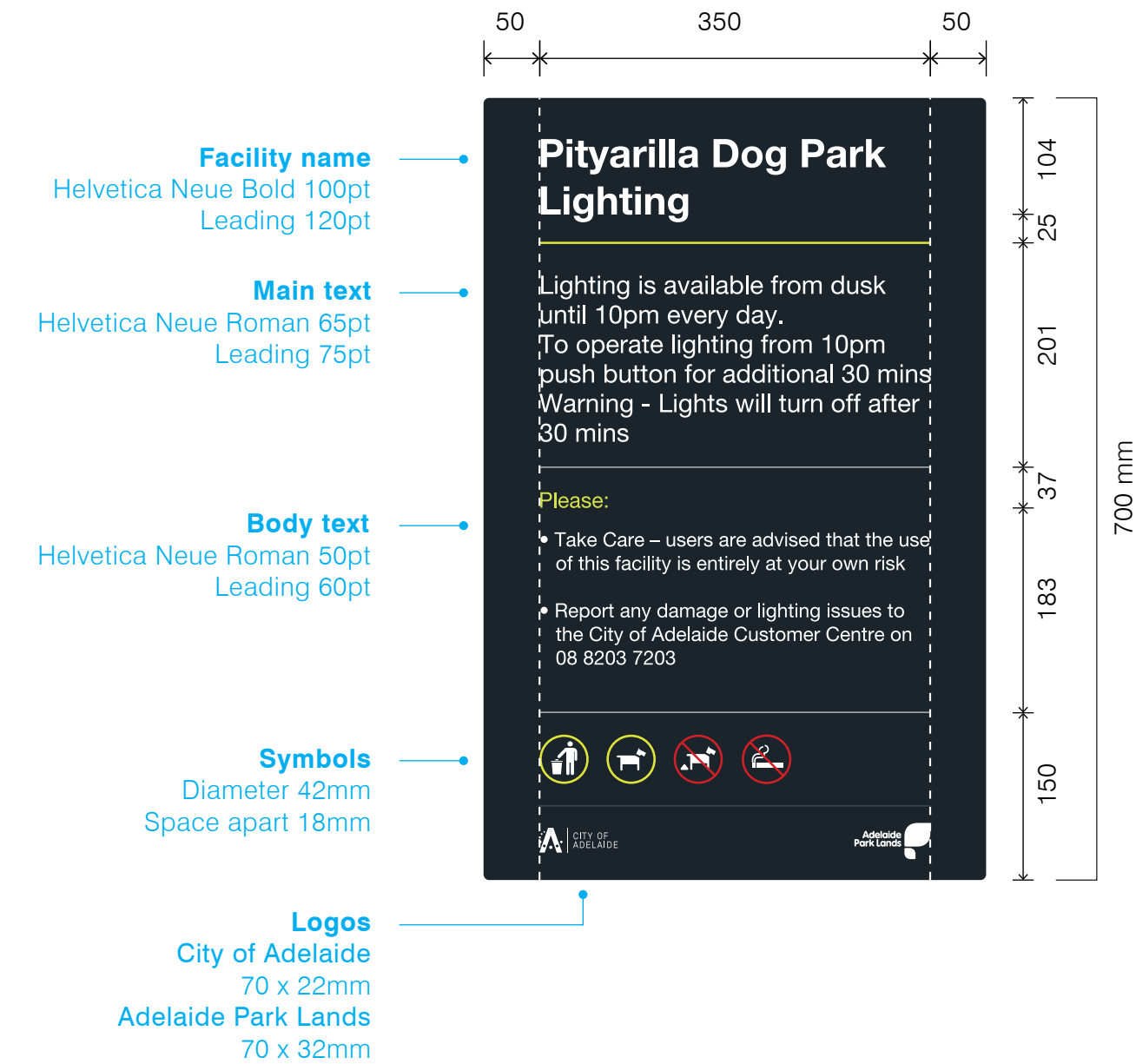
Double vehicular entry (VE) type

**Text**  
Helvetica Neue Bold 340pt  
Leading 340pt  
**Symbols**  
Diameter 85mm  
**Arrows**  
98 x 91mm

# AS

## Advisory Small Sign

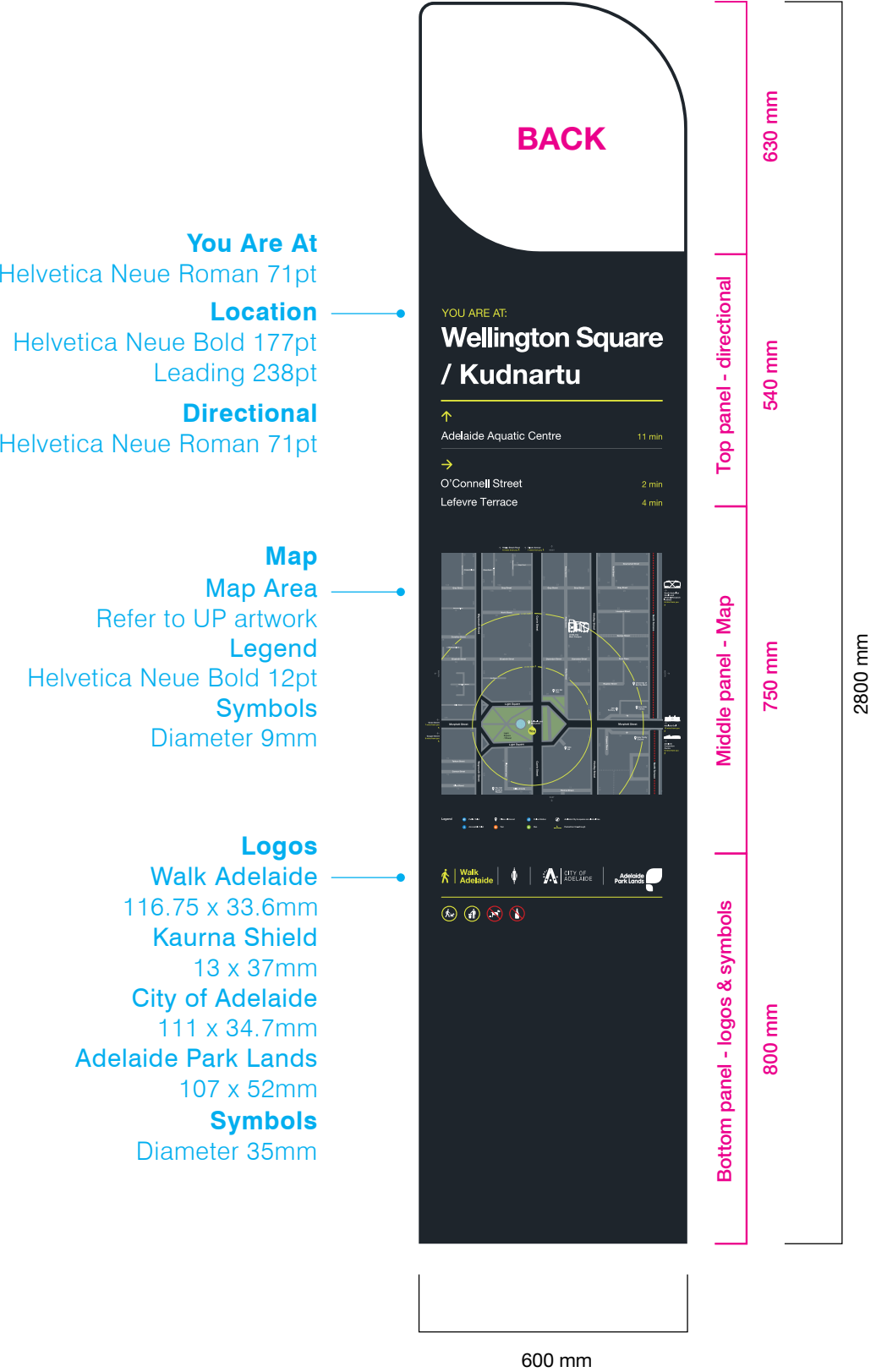
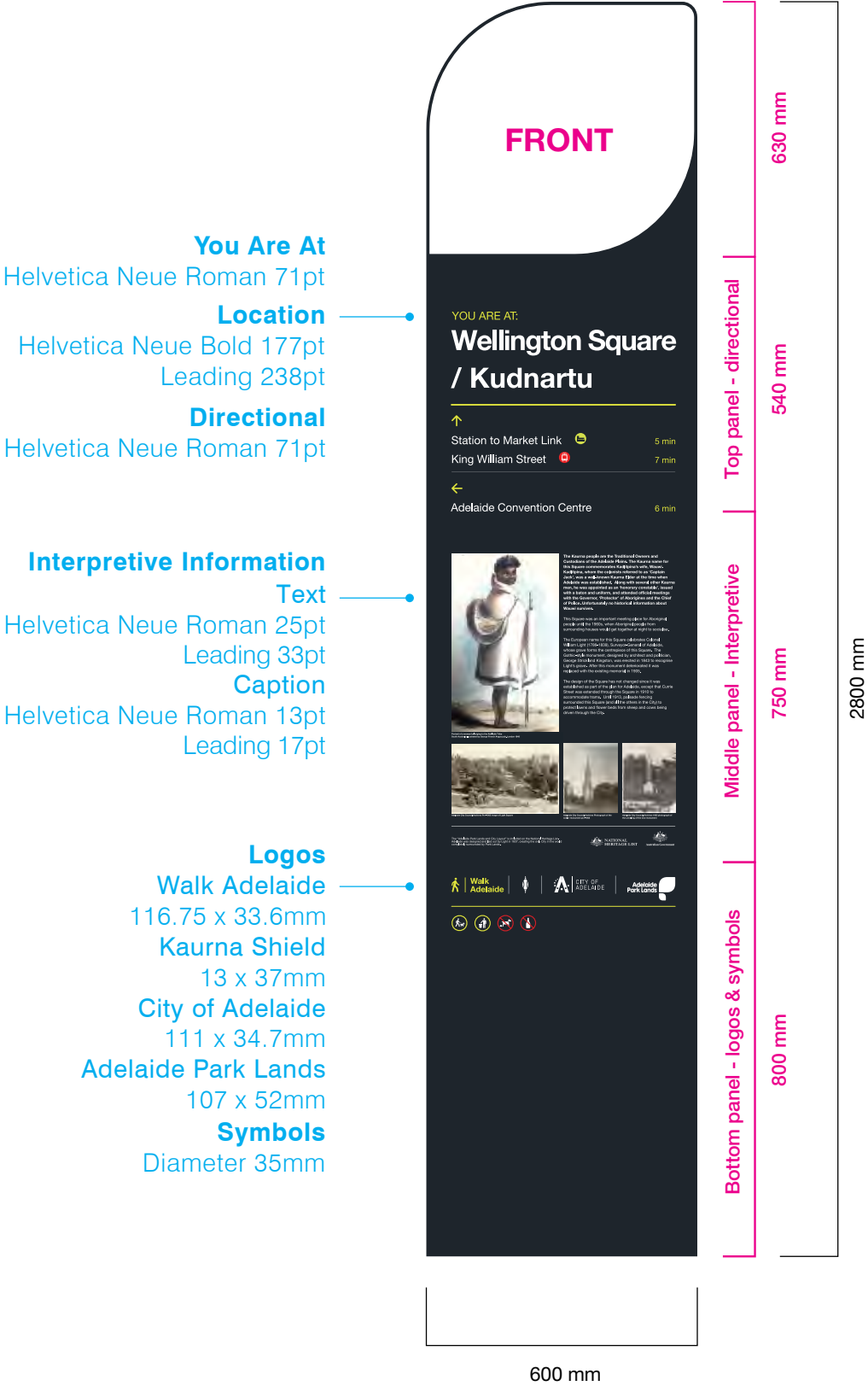
The AS sign can be flexible according to the level of content. Consistent spacing, text styles, sizes and colours must always be maintained.



Examples of AS sign with minimal and maximum content.  
Consistency of the symbols and logos on the bottom of the sign must always be maintained.

# PP

## Park Lands Plinth

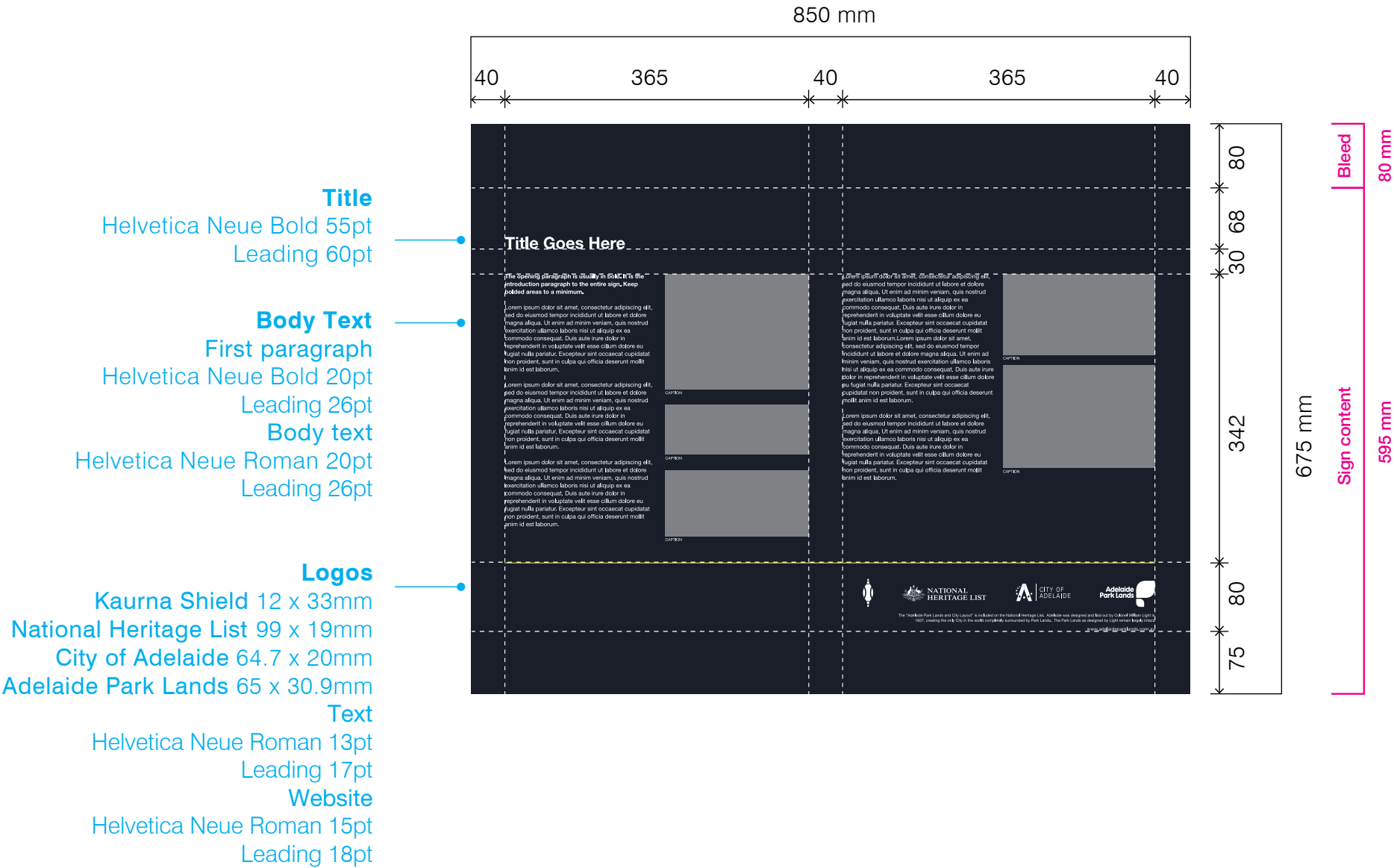




# IL

## Interpretive Large

Please seek the appropriate approvals for photographs and images, and provide a credit where necessary in the caption.



# Panel 1

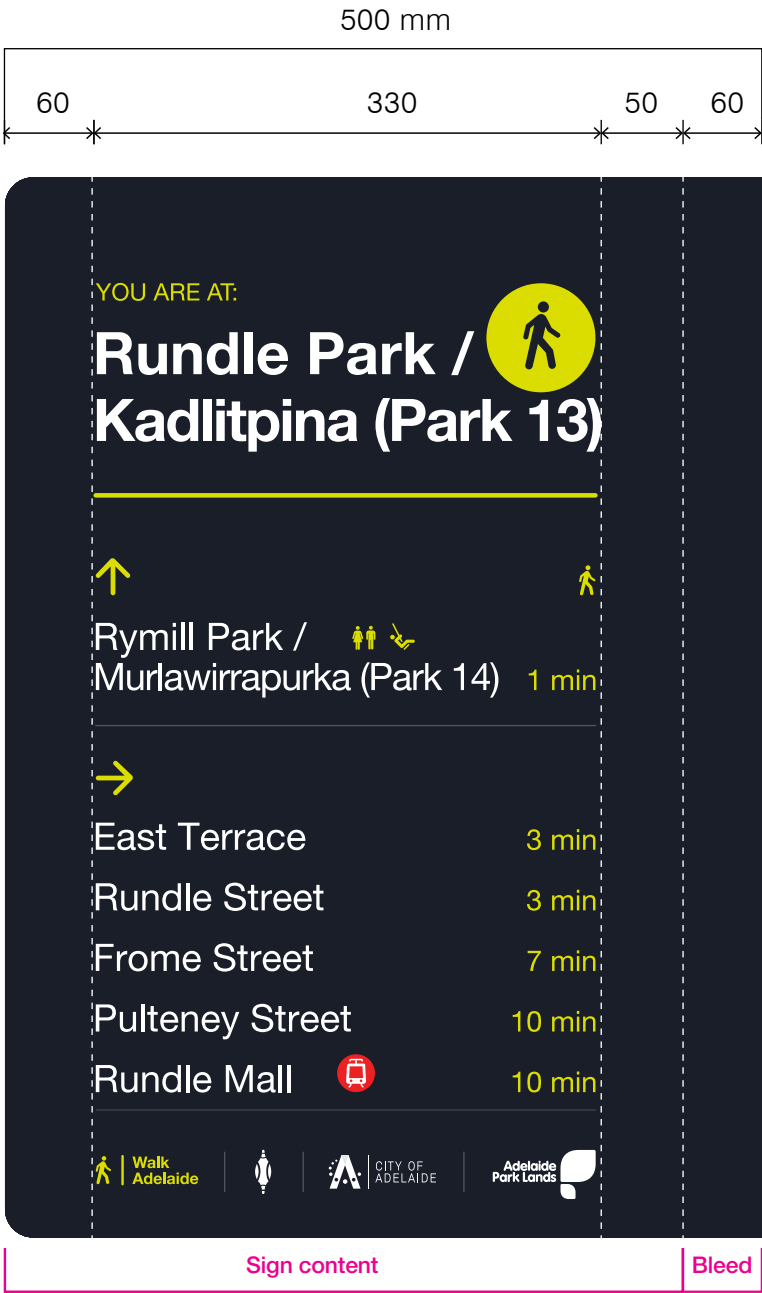
## Post Mounted Directional (PMD)

The Panel 1 is the topmost panel on a PMD sign type. It outlines directional information for pedestrians.  
The Panel 1 can also be used on a SIT sign type.



Side A  
(Bleed on the left)

**Time**  
Time should always be on the longest line  
Helvetica Neue Roman 54pt



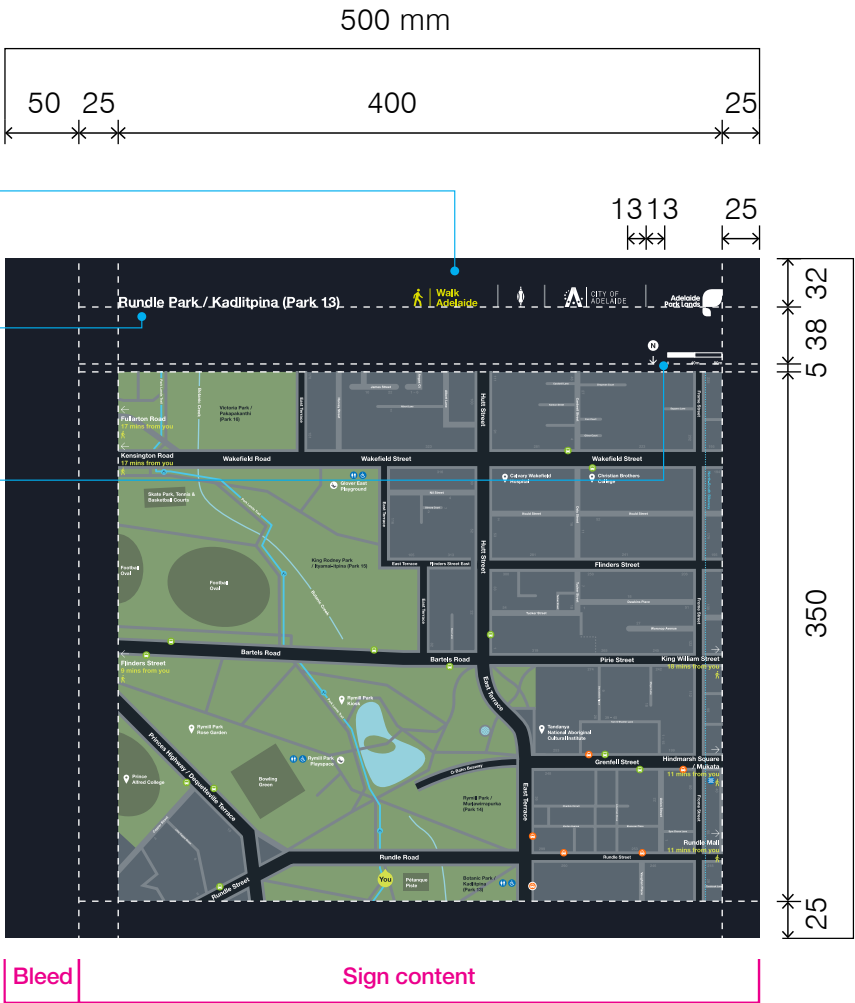
Side B  
(Bleed on the right)

# Panel 2

## Post Mounted Directional (PMD)

The Panel 2 is used for mapping information, interpretive content or advisory and regulatory information.  
The Panel 2 can also be used on BLB and I sign types.

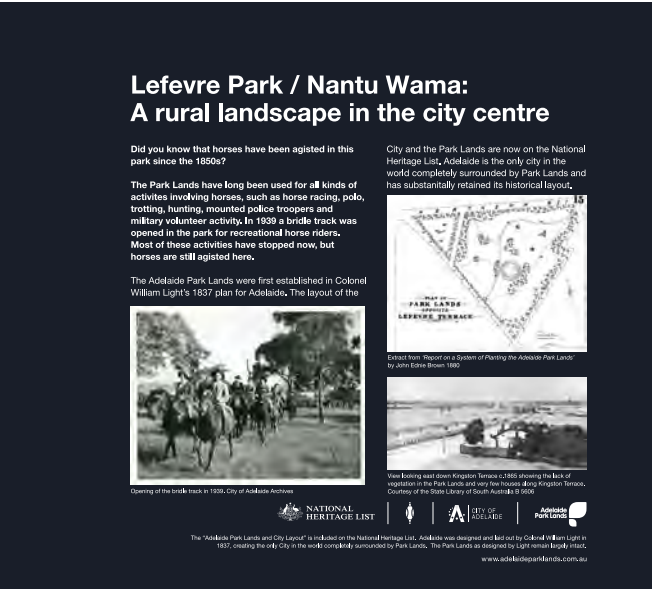
- Logos**
  - Walk Adelaide 42.5 x 12.2mm
  - Kaurna Shield 4.7 x 13.5mm
  - City of Adelaide 41 x 12.8mm
  - Adelaide Park Lands 38 x 18mm
- Park name**
  - Helvetica Neue Bold 26pt
- Scale bar**
  - 7 x 16mm
- North point**
  - 36.6 x 7.7mm
- Map area**
  - 400 x 350mm



Side A  
(Bleed on the left)



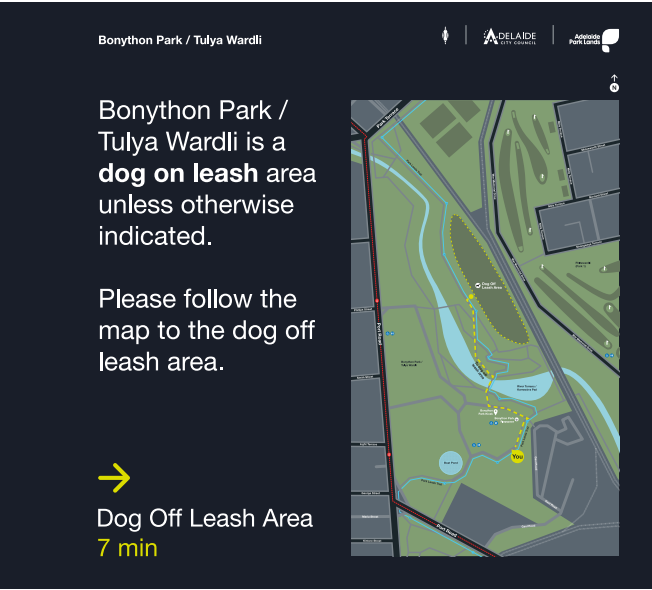
Side B  
(Bleed on the right)



Example of interpretive panel



Examples of regulatory panels (give way / shared path)

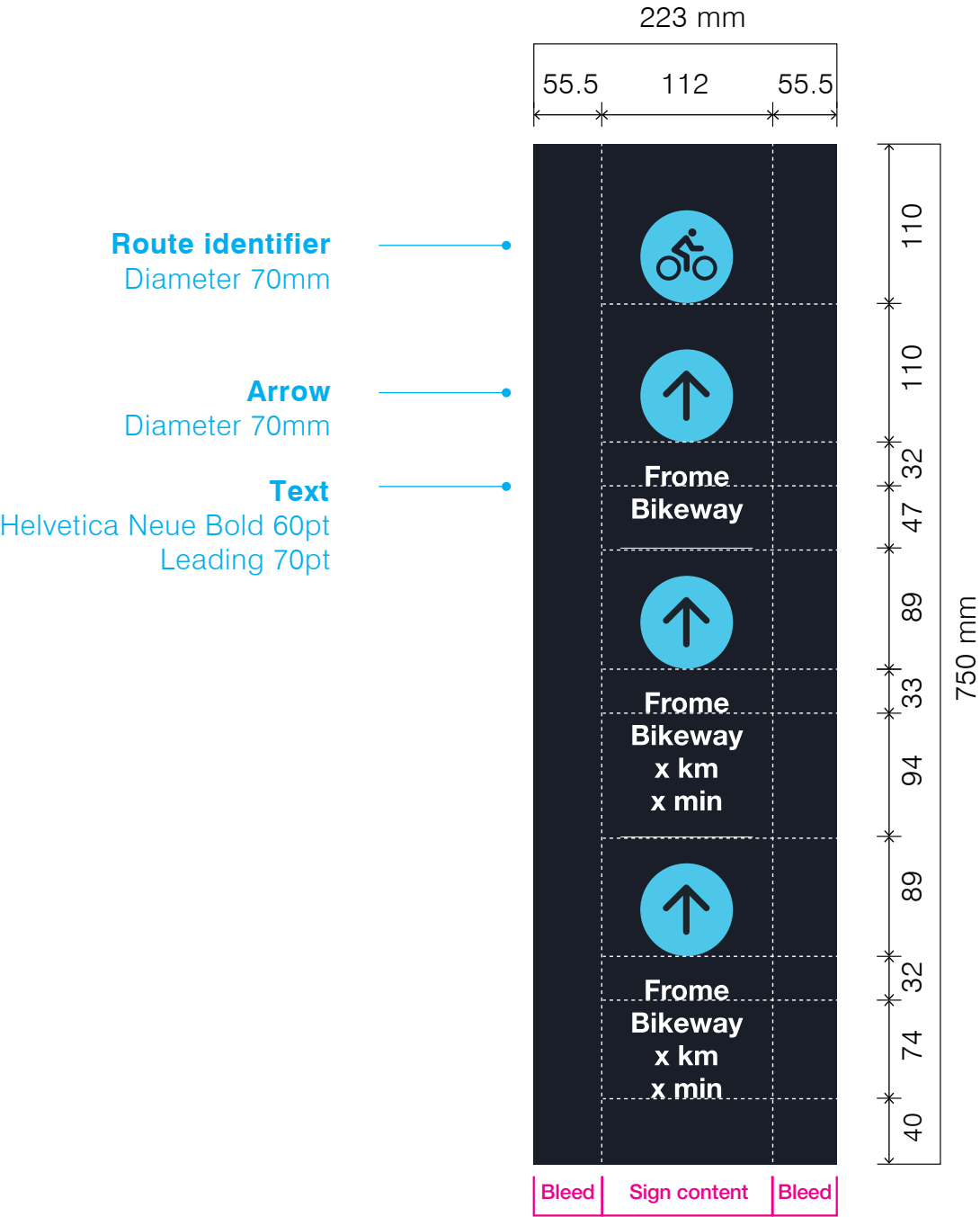


Example of advisory panel

# Panel 3 / BLB

## Post Mounted Directional (PMD) / Cycle Bollard (BLB)

The Panel 3 can either be a standalone panel on a timber cycle bollard (BLB), or it can be a Panel 3 attached to a Post Mounted Directional (PMD) sign.



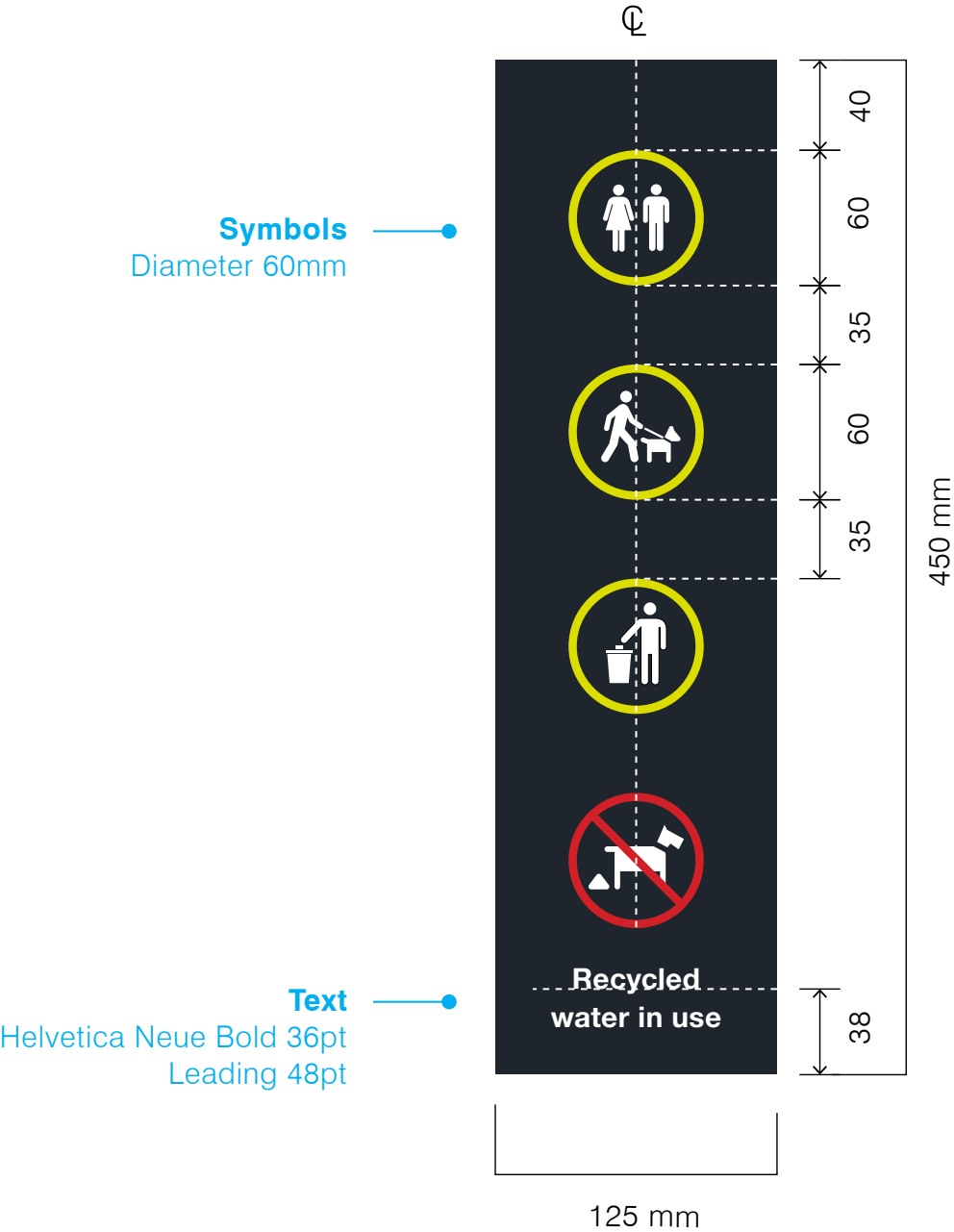
Timber is 110x110mm.



# Panel 4

## Post Mounted Directional (PMD)

The Panel 4 has different symbols depending on the function and facilities within the park.  
Refer to symbols library.  
The Panel 4 can also be used on BLB and SIT sign types.



# Interpretive Panel

The I panel is also a Panel 2 sign type.

Header Text

Helvetica Neue Roman 55pt

Leading 60pt

Body Text (First Paragraph)

Helvetica Neue Bold 20pt

Leading 26pt

Body Text

Helvetica Neue Roman 20pt

Leading 26pt

Caption

Helvetica Neue Roman 13pt

Leading 17pt

Logo Lock Up

National Heritage List 75 x 14 mm

Kaurna Shield 6 x 17 mm

City of Adelaide 41 x 13 mm

Adelaide Park Lands 40 x 19 mm

Spacing between logos 24 mm

Text

Helvetica Neue Roman 13pt

Leading 17pt

50

50

350

50

20

90

44

21

500mm

450mm


Lefevre Park / Nantu Wama:  
A rural landscape in the city centre

Did you know that horses have been agisted in this park since the 1850s?


The Park Lands have long been used for all kinds of activities involving horses, such as horse racing, polo, trotting, hunting, mounted police troopers and military volunteer activity. In 1939 a bridge track was opened in the park for recreational horse riders. Most of these activities have stopped now, but horses are still agisted here.

The Adelaide Park Lands were first established in Colonel William Light's 1837 plan for Adelaide. The layout of the

city and the Park Lands are now on the National Heritage List. Adelaide is the only city in the world completely surrounded by Park Lands and, has substantially retained its historical layout.







Extract from: Report on a System of Planting the Adelaide Park Lands, by John Lines (1862).



Viewing the battle back to 1838, City of Adelaide Archives

The 'Adelaide Park Lands and City Layout' is included on the National Heritage List. Adelaide was designed and laid out by Colonel William Light in 1837, creating the only City in the world completely surrounded by Park Lands. The Park Lands as designed by Light remain largely intact.



Side A

50

350

50

50

20

90

44

21

500mm

450mm


Lefevre Park / Nantu Wama:  
A rural landscape in the city centre

The Kaurna people are the Traditional Owners and Custodians of the Adelaide Plains. This park is known as 'Nantu Wama', which means 'horse plain' in the Kaurna language, referring to the horse agistment. The language was last spoken on a daily basis in the 1860s, although in recent times it has been revived.

This park is also known as 'Lefevre Park' as it is bordered by Lefevre Terrace to the west. Sir J G Shaw Lefevre (1797-1879) was one of South Australia's Colonisation Commissioners. Many streets in Adelaide were named after the Commissioners whose efforts led to the establishment of the colony of South Australia.

South Australia was unlike other colonies in Australia - it was established as a financial venture supported by the British Government. Free settlers were encouraged and the transportation of convicts was forbidden. Shaw Lefevre was Under Secretary to the Colonies so he had a particular influence in promotion of the colony in Britain.

This park is a good place to see how Light's plan responded to the topography of the Adelaide Plains. It was designed to make the most of views to the Adelaide Hills in the distance. The terraces which surrounded the Park Lands were lined with mansions where people could enjoy the views.



Colonization Commissioners  
**SOUTH AUSTRALIA**  
NOTICE IN HERBERT GUYER.  
1817 1818 1819 1820 1821 1822 1823 1824 1825 1826 1827 1828 1829 1830 1831 1832 1833 1834 1835 1836 1837 1838 1839 1840 1841 1842 1843 1844 1845 1846 1847 1848 1849 1850 1851 1852 1853 1854 1855 1856 1857 1858 1859 1860 1861 1862 1863 1864 1865 1866 1867 1868 1869 1870 1871 1872 1873 1874 1875 1876 1877 1878 1879 1880 1881 1882 1883 1884 1885 1886 1887 1888 1889 1890 1891 1892 1893 1894 1895 1896 1897 1898 1899 1900 1901 1902 1903 1904 1905 1906 1907 1908 1909 1910 1911 1912 1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 2222 2223 2224 2225 2226 2227 2228 2229 2230 2231 2232 2233 2234 2235 2236 2237 2238 2239 2240 2241 2242 2243 2244 2245 2246 2247 2248 2249 2250 2251 2252 2253 2254 2255 2256 2257 2258 2259 2260 2261 2262 2263 2264 2265 2266 2267 2268 2269 2270 2271 2272 2273 2274 2275 2276 2277 2278 2279 2280 2281 2282 2283 2284 2285 2286 2287 2288 2289 2290 2291 2292 2293 2294 2295 2296 2297 2298 2299 2300 2301 2302 2303 2304 2305 2306 2307 2308 2309 2310 2311 2312 2313 2314 2315 2316 2317 2318 2319 2320 2321 2322 2323 2324 2325 2326 2327 2328 2329 2330 2331 2332 2333 2334 2335 2336 2337 2338 2339 2340 2341 2342 2343 2344 2345 2346 2347 2348 2349 2350 2351 2352 2353 2354 2355 2356 2357 2358 2359 2360 2361 2362 2363 2364 2365 2366 2367 2368 2369 2370 2371 2372 2373 2374 2375 2376 2377 2378 2379 2380 2381 2382 2383 2384 2385 2386 2387 2388 2389 2390 2391 2392 2393 2394 2395 2396 2397 2398 2399 2400 2401 2402 2403 2404 2405 2406 2407 2408 2409 2410 2411 2412 2413 2414 2415 2416 2417 2418 2419 2420 2421 2422 2423 2424 2425 2426 2427 2428 2429 2430 2431 2432 2433 2434 2435 2436 2437 2438 2439 2440 2441 2442 2443 2444 2445 2446 2447 2448 2449 2450 2451 2452 2453 2454 2455 2456 2457 2458 2459 2460 2461 2462 2463 2464 2465 2466 2467 2468 2469 2470 2471 2472 2473 2474 2475 2476 2477 2478 2479 2480 2481 2482 2483 2484 2485 2486 2487 2488 2489 2490 2491 2492 2493 2494 2495 2496 2497 2498 2499 2500 2501 2502 2503 2504 2505 2506 2507 2508 2509 2510 2511 2512 2513 2514 2515 2516 2517 2518 2519 2520 2521 2522 2523 2524 2525 2526 2527 2528 2529 2530 2531 2532 2533 2534 2535 2536 2537 2538 2539 2540 2541 2542 2543 2544 2545 2546 2547 2548 2549 2550 2551 2552 2553 2554 2555 2556 2557 2558 2559 2560 2561 2562 2563 2564 2565 2566 2567 2568 2569 2570 2571 2572 2573 2574 2575 2576 2577 2578 2579 2580 2581 2582 2583 2584 2585 2586 2587 2588 2589 2590 2591 2592 2593 2594 2595 2596 2597 2598 2599 2600 2601 2602 2603 2604 2605 2606 2607 2608 2609 2610 2611 2612 2613 2614 2615 2616 2617 2618 2619 2620 2621 2622 2623 2624 2625 2626 2627 2628 2629 2630 2631 2632 2633 2634 2635 2636 2637 2638 2639 2640 2641 2642 2643 2644 2645 2646 2647 2648 2649 2650 2651 2652 2653 2654 2655 2656 2657 2658 2659 2660 2661 2662 2663 2664 2665 2666 2667 2668 2669 2670 2671 2672 2673 2674 2675 2676 2677 2678 2679 2680 2681 2682 2683 2684 2685 2686 2687 2688 2689 2690 2691 2692 2693 2694 2695 2696 2697 2698 2699 2700 2701 2702 2703 2704 2705 2706 2707 2708 2709 2710 2711 2712 2713 2714 2715 2716 2717 2718 2719 2720 2721 2722 2723 2724 2725 2726 2727 2728 2729 2730 2731 2732 2733 2734 2735 2736 2737 2738 2739 2740 2741 2742 2743 2744 2745 2746 2747 2748 2749 2750 2751 2752 2753 2754 2755 2756 2757 2758 2759 2760 2761 2762 2763 2764 2765 2766 2767 2768 2769 2770 2771 2772 2773 2774 2775 2776 2777 2778 2779 2780 2781 2782 2783 2784 2785 2786 2787 2788 2789 2790 2791 2792 2793 2794 2795 2796 2797 2798 2799 2800 2801 2802 2803 2804 2805 2806 2807 2808 2809 2810 2811 2812 2813 2814 2815 2816 2817 2818 2819 2820 2821 2822 2823 2824 2825 2826 2827 2828 2829 2830 2831 2832 2833 2834 2835 2836 2837 2838 2839 2840 2841 2842 2843 2844 2845 2846 2847 2848 2849 2850 2851 2852 2853 2854 2855 2856 2857 2858 2859 2860 2861 2862 2863 2864 2865 2866 2867 2868 2869 2870 2871 2872 2873 2874 2875 2876 2877 2878 2879 2880 2881 2882 2883 2884 2885 2886 2887 2888 2889 2890 2891 2892 2893 2894 2895 2896 2897 2898 2899 2900 2901 2902 2903 2904 2905 2906 2907 2908 2909 2910 2911 2912 2913 2914 2915 2916 2917 2918 2919 2920 2921 2922 2923 2924 2925 2926 2927 2928 2929 2930 2931 2932 2933 2934 2935 2936 2937 2938 2939 2940 2941 2942 2943 2944 2945 2946 2947 2948 2949 2950 2951 2952 2953 2954 2955 2956 2957 2958 2959 2960 2961 2962 2963 2964 2965 2966 2967 2968 2969 2970 2971 2972 2973 2974 2975 2976 2977 2978 2979 2980 2981 2982 2983 2984 2985 2986 2987 2988 2989 2990 2991 2992 2993 2994 2995 2996 2997 2998 2999 3000 3001 3002 3003 3004 3005 3006 3007 3008 3009 3010 3011 3012 3013 3014 3015 3016 3017 3018 3019 3020 3021 3022 3023 3024 3025 3026 3027 3028 3029 3030 3031 3032 3033 3034 3035 3036 3037 3038 3039 3040 3041 3042 3043 3044 3045 3046 3047 3048 3049 3050 3051 3052 3053 3054 3055 3056 3057 3058 3059 3060 3061 3062 3063 3064 3065 3066 3067 3068 3069 3070 3071 3072 3073 3074 3075 3076 3077 3078 3079 3080 3081 3082 3083 3084 3085 3086 3087 3088 3089 3090 3091 3092 3093 3094 3095 3096 3097 3098 3099 3100 3101 3102 3103 3104 3105 3106 3107 3108 3109 3110 3111 3112 3113 3114 3115 3116 3117 3118 3119 3120 3121 3122 3123 3124 3125 3126 3127 3128 3129 3130 3131 3132 3133 3134 3135 3136 3137 3138 3139 3140 3141 3142 3143 3144 3145 3146 3147 3148 3149 3150 3151 3152 3153 3154 3155 3156 3157 3158 3159 3160 3161 3162 3163 3164 3165 3166 3167 3168 3169 3170 3171 3172 3173 3174 3175 3176 3177 3178 3179 3180 3181 3182 3183 3184 3185 3186 3187 3188 3189 3190 3191 3192 3193 3194 3195 3196 3197 3198 3199 3200 3201 3202 3203 3204 3205 3206 3207 3208 3209 3210 3211 3212 3213 3214 3215 3216 3217 3218 3219 3220 3221 3222 3223 3224 3225 3226 3227 3228 3229 3230 3231 3232 3233 3234 3235 3236 3237 3238 3239 3240 3241 3242 3243 3244 3245 3246 3247 3248 3249 3250 3251 3252 3253 3254 3255 3256 3257 3258 3259 3260 3261 3262 3263 3264 3265 3266 3267 3268 3269 3270 3271 3272 3273 3274 3275 3276 3277 3278 3279 3280 3281 3282 3283 3284 3285 3286 3287 3288 3289 3290 3291 3292 3293 3294 3295 3296 3297 3298 3299 3300 3301 3302 3303 3304 3305 3306 3307 3308 3309 3310 3311 3312 3313 3314 3315 3316 3317 3318 3319 3320 3321 3322 3323 3324 3325 3326 3327 3328 3329 3330 3331 3332 3333 3334 3335 3336 3337 3338 3339 3340 3341 3342 3343 3344 3345 3346 3347 3348 3349 3350 3351 3352 3353 3354 3355 3356 3357 3358 3359 3360 3361 3362 3363 3364 3365 3366 3367 3368 3369 3370 3371 3372 3373 3374 3375 3376 3377 3378 3379 3380 3381 3382 3383 3384 3385 3386 3387 3388 3389 3390 3391 3392 3393 3394 3395 3396 3397 3398 3399 3400 3401 3402 3403 3404 3405 3406 3407 3408 3409 3410 3411 3412 3413 3414 3415 3416 3417 3418 3419 3420 3421 3422 3423 3424 3425 3426 3427 3428 3429 3430 3431 3432 3433 3434 3435 3436 3437 3438 3439 3440 3441 3442 3443 3444 3445 3446 3447 3448 3449 3450 3451 3452 3453 3454 3455 3456 3457 3458 3459 3460 3461 3462 3463 3464 3465 3466 3467 3468 3469 3470 3471 3472 3473 3474 3475 3476 3477 3478 3479 3480 3481 3482 3483 3484 3485 3486 3487 3488 3489 3490 3491 3492 3493 3494 3495 3496 3497 3498 3499 3500 3501 3502 3503 3504 3505 3506 3507 3508 3509 3510 3511 3512 3513 3514 3515 3516 3517 3518 3519 3520 3521 3522 3523 3524 3525 3526 3527 3528 3529 3530 3531 3532 3533 3534 3535 3536 3537 3538 3539 3540 3541 3542 3543 3544 3545 3546 3547 3548 3549 3550 3551 3552 3553 3554 3555 3556 3557 3558 3559 3560 3561 3562 3563 3564 3565 3566 3567 3568 3569 3570 3571 3572 3573 3574 3575 3576 3577 3578 3579 3580 3581 3582 3583 3584 3585 3586 3587 3588 3589 3590 3591 3592 3593 3594 3595 3596 3597 3598 3599 3600 3601 3602 3603 3604 3605 3606 3607 3608 3609 3610 3611 3612 3613 3614 3615 3616 3617 3618 3619 3620 3621 3622 3623 3624 3625 3626 3627 3628 3629 3630 3631 3632 3633 3634 3635 3636 3637 3638 3639 3640 3641 3642 3643 3644 3645 3646 3647 3648 3649 3650 3651 3652 3653 3654 3655 3656 3657 3658 3659 3660 3661 3662 3663 3664 3665 3666 3667 3668 3669 3670 3671 3672 3673 3674 3675 3676 3677 3678 3679 3680 3681 3682 3683 3684 3685 3686 3687 3688 3689 3690 3691 3692 3693 3694 3695 3696 3697 3698 3699 3700 3701 3702 3703 3704 3705 3706 3707 3708 3709 3710 3711 3712 3713 3714 3715 3716 3717 3718 3719 3720 3721 3722 3723 3724 3725 3726 3727 3728 3729 3730 3731 3732 3733 3734 3735 3736 3737 3738 3739 3740 3741 3742 3743 3744 3745 3746 3747 3748 3749 3750 3751 3752 3753 3754 3755 3756 3757 3758 3759 3760 3761 3762 3763 3764 3765 3766 3767 3768 3769 3770 3771 3772 3773 3774 3775 3776 3777 3778 3779 3780 3781 3782 3783 3784 3785 3786 3787 3788 3789 3790 3791 3792 3793 3794 3795 3796 3797 3798 3799 3800 3801 3802 3803 3804 3805 3806 3807 3808 3809 3810 3811 3812 3813 3814 3815 3816 3817 3818 3819 3820 3821 3822 3823 3824 3825 3826 3827 3828 3829 3830 3831 3832 3833 3834 3835 3836 3837 3838 3839 3840 3841 3842 3843 3844 3845 3846 3847 3848 3849 3850 3851 3852 3853 3854 3855 3856 3857 3858 3859 3860 3861 3862 3863 3864 3865 3866 3867 3868 3869 3870 3871 3872 3873 3874 3875 3876 3877 3878 3879 3880 3881 3882 3883 3884 3885 3886 3887 3888 3889 3890 3891 3892 3893 3894 3895 3896 3897 3898 3899 3900 3901 3902 3903 3904 3905 3906 3907 3908 3909 3910 3911 3912 3913 3914 3915 3916 3917 3918 3919 3920 3921 3922 3923 3924 3925 3926 3927 3928 3929 3930 3931 3932 3933 3934 3935 3936 3937 3938 3939 3940 3941 3942 3943 3944 3945 3946 3947 3948 3949 3950 3951 3952 3953 3954 3955 3956 3957 3958 3959 3960 3961 3962 3963 3964 3965 3966 3967 3968 3969 3970 3971 3972 3973

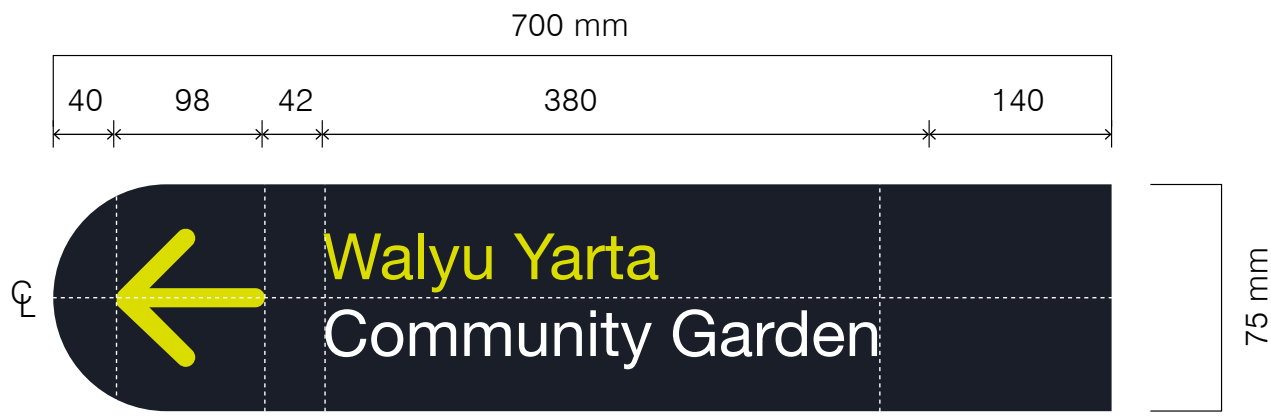
# FB Fingerboard

Fingerboards are to be used in the park lands environment only.

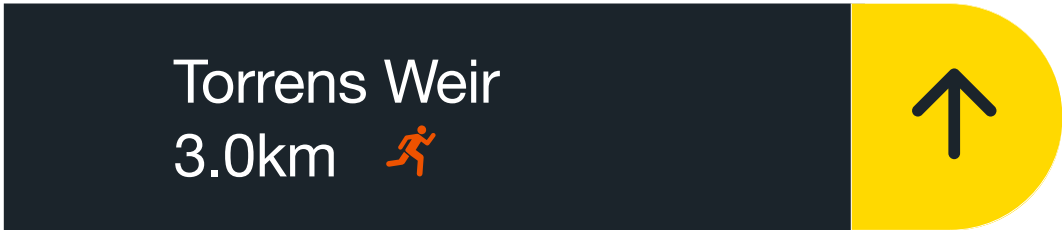


Side A

- **Location**  
Helvetica Neue Roman 120pt  
Leading 144pt
- **Arrow**  
98 x 91mm



Side B



Example of River Torrens Running Loop fingerboard

# 06

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## Materials & Finishes



# Materials Palette

The consistent application of materials creates a synergy and distinction between the urban locations and park lands.

## Urban Palette

The Urban signage utilises a mix of hard wearing and long lived materials that is cost effective as well.

The Urban Plinths are 2 Pac with clear UV print.



Painted Steel - Dulux WEATHERMAX HBR

## Park Lands Palette

The Park Lands signage utilises a sympathetic palette of timber and vinyl wrapped aluminium with reflective lettering and symbols for low light conditions.

Hi-Resolution vinyl printing will require a protective layer to assist with graffiti, maintenance and the longevity of sign panels eg. Ri-Guard Tedlar® anti-graffiti film.



Timber - Spotted Gum



Aluminium - Vinyl printing

## Protective Coatings

Suitable protective coatings have been nominated to offer protection against graffiti and abrasion and to assist in reducing maintenance.

Timber can be treated with numerous Fluorinated Acrylic Co-polymers which offer graffiti protection to porous materials (Dulux, DuPont and 3M).



3M™ Diamond Grade™ reflective vinyl for sign lettering and symbols



Ri-Guard Tedlar® anti-graffiti film

# 07

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## Placement Principles

## Placement Principles / Access & Inclusion

To aid accessibility and legibility for users of all abilities it is important to consider the following:

### Legibility

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

### Accessibility

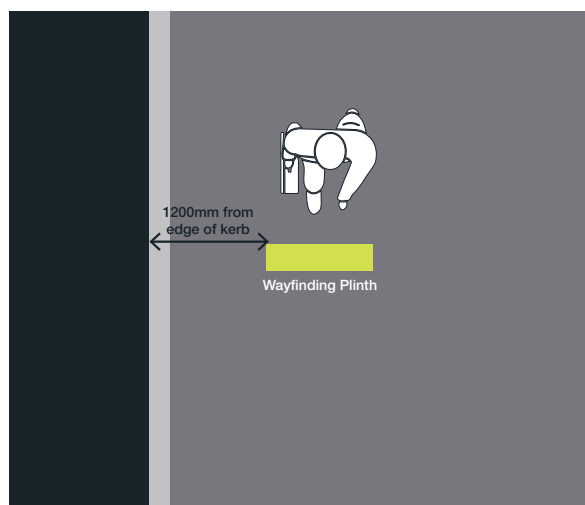
Ensure the signage is situated at appropriate heights and locations to allow for users of varying abilities to approach and freely navigate around signage. Avoid physical obstructions like overhanging vegetation, street furniture or other physical obstructions.

### Orientation

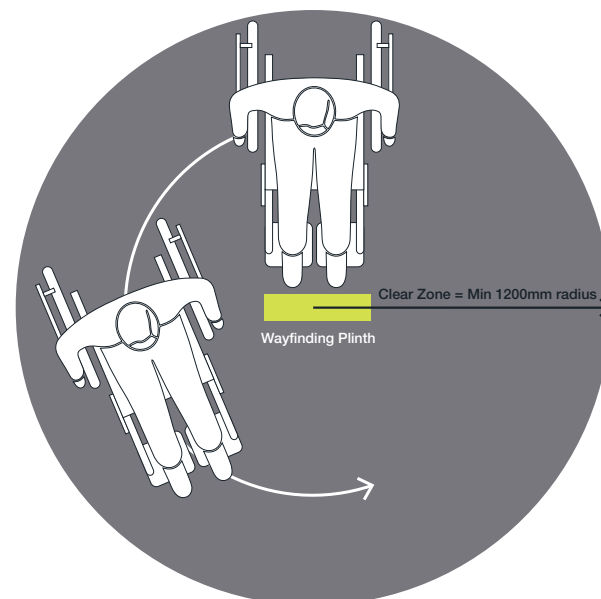
Place signs to maximise legibility and accessibility and have the highest visual impact for visitors.

### 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: train stations, malls, public facilities etc.
- » Over-signing can be confusing and discouraging for users.
- » Remove obsolete or redundant signage that may be misleading.
- » Consider the hierarchy of signage when signing a walk or trail.
- » An appropriately sited sign should be obvious but not dominant.
- » Be conscious of the scale of neighbouring elements eg buildings, so as to not reduce the signs perceived scale.
- » Ensure an adequate setback in distance, particularly along shared paths (1.2m offset from path)
- » Outdoor dining - signs should always be conscious of outdoor dining areas where applicable so they are not impeding on accessibility



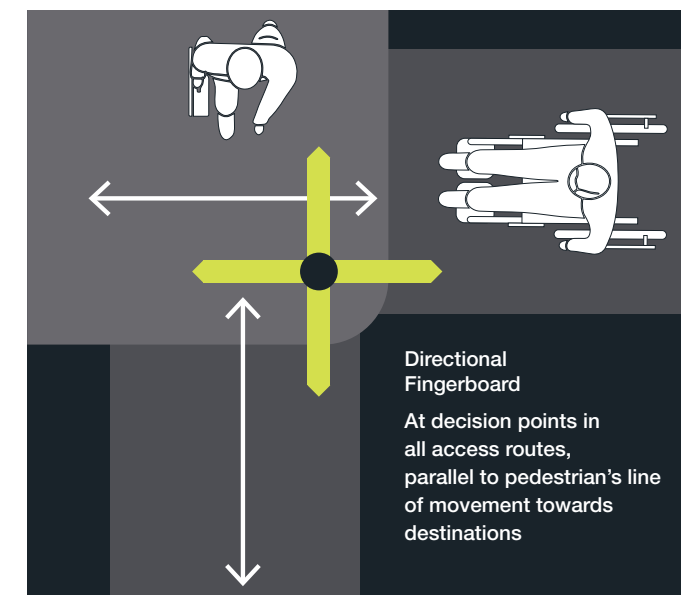
1200mm from edge of kerb on footpaths



1200mm clearance around plinths



Perpendicular placement of plinths to the direction of travel



Siting fingerboards

## Placement Guidelines: Pedestrians

### Pedestrians

Pedestrian wayfinding signage must meet the needs of a range of people varying in age and ability.

The Adelaide City and Park Lands wayfinding family of signs has been developed to provide a consistent look and feel and offer coherent and predictable sign placement to build reassurance for all users.

The following recommendations outline the key placement principles for pedestrian sign placement:

- » Urban Plinths should be placed in high traffic areas (eg. Transit Hubs) and at key decision points (eg. Street Intersections)
- » Consistent and predictable placement of all signage to build assurance for users.
- » Co-locate signs to existing street infrastructure where possible to mitigate visual and physical clutter.
- » Use appropriate scaled signage where space is an issue (eg. co-location).
- » Urban Plinths should be placed at intervals that provide an overlap with other corresponding maps.



Urban plinths (UP) are placed at key decision points and high traffic pedestrian routes



Pole wraps (PW) reduce visual and physical clutter in the street and offer opportunities to brand specific links and apply directional information in areas with restricted space



Pole boxes (PB) mounted on existing infrastructure at key route decision points improve understanding and legibility of various pedestrian routes



Bin mounted signs (BMD) reduce physical and visual clutter whilst still providing directional information and branding



Post Mounted Directional (PMD) sign located at key entry and decision points within the park lands



Pedestrian panels (P) are co-located on existing infrastructure to provide assurances in low-key and calmer routes



## Placement Guidelines: Cyclists

### Cyclists

The Adelaide City and Park Lands Wayfinding Strategy provides for cyclists by considering their needs when route planning, the types of signs required and where they are located.

Cyclists generally prefer not to stop, are traveling at faster speeds and need to make decisions quicker than a pedestrian. These factors have informed the placement, type and amount of information displayed on cyclist signage including:

- » Larger text sizes and directional arrows.
- » The colour blue as a distinct cyclist identifier.
- » Time and distance information.
- » Colour contrast for legibility.

City of Adelaide's cycle signage is currently under review. A new suite of cycle signage may be trialled in the near future.



Co-located pole wraps (PW) placed on available poles at the start of a city block to promote bike routes and provide reassurance to cyclists



Cycle directional panels (Fb) allow sufficient time for cyclists to make a decision before arriving at an intersection



Linear and simplified maps illustrate the cycle route



Co-located cycle directional panels (Fa) on stobie poles that could also function as a branding platform



Cycle bollards (BLB) contain directional information and regulatory information at key points within the park lands



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## Installation & Maintenance

## 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 eg. footing sizes are followed. Please contact City of Adelaide's Design Team for signage specifications.

If footings of signs are installed in the urban area, and the physical signs are meant to be installed at a later time, footings must be covered by a pit lid or similar cover that is flushed to the pavement surface. Ample precaution must be undertaken to ensure that the site is not a tripping hazard.

If any issues arise with the agreed site location (eg. clashing underground services), the Contractor must contact the Design Manager to meet onsite to reach a solution.

Installation of footings in the urban area should be hand-dug or vacuum excavated where appropriate. All sites that require footings should be surveyed for underground services prior to excavation.

### Transport of new signage

- » Ensure delivery of signage from fabricators is undertaken with the utmost of 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 standard 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 be well maintained to project a positive image of Council and the community. To achieve this, signs require regular inspections and upkeep. For Park Lands signs a six monthly inspection is recommended whereas the Urban suite should be inspected quarterly.

A regular inspection program should check for:

- » the sign has not been tampered with or vandalised
- » the relevance of the information
- » the condition of the finishes and materials
- » the presence of any obstructions
- » all fixings are tight and present

Make sure the sign is functioning as it was originally intended. Signage should, if possible and necessary, reflect any physical or geographical changes that occur to remain up-to-date and relevant.

If replacement is required, it is imperative that the correct fixings or fastenings are utilised so as to not further damage the assets.

Signs that require reinstatement must also be installed at the correct height and distance. Please refer to signage specifications for detailed information.

A number of hardwood timber species have been specified throughout the Park Lands signs as posts and supports. Timber within the Park Lands should be oiled and maintained regularly to retain its original colour and shine.

Urban signs, especially Urban Plinths should be checked regularly for scratches and tears to the vinyl/2 Pac surface finish.

Tampering, stickering or graffiti should also be reported immediately to Council's depot who can take action as soon as possible to avoid further damage.

All signage plans, costs and schedules need to be sent to the City of Adelaide's design and asset manager.

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## Branding

# Mono Brandmarks

For the purpose of City of Adelaide’s Wayfinding Signage Strategy, the mono reverse version of the brandmarks have been used throughout. This simplified version of the brandmarks aids accessibility and ensures the hierarchy of information is maintained.

When implementing the brandmarks into the signage system, it is essential to ensure that they are legible and reproduced consistently across all signs.

An optional QR code can be added which, once scanned, directs users directly to a web address on their mobile devices. This could be the council’s website, Adelaide’s Park Lands website or – to provide more relevance for visitors, it could be a link to an online walking tour of the city.

QR codes can either be printed directly onto the signs or added at a later date as a sticker. QR codes must always be live and remain relevant.



# System Identifiers

A key identifier has been developed for both the pedestrian and cyclist wayfinding system. These identifiers help to create a recognisable system throughout the city, and help to distinguish between messages for pedestrians and cyclists.



If a sign is being co-funded or is the result of a collaboration between the City of Adelaide and other parties, the logos or branding of the other parties may be utilised. The logos provided must be in a vector format and if possible, greyscaled. Low resolution and rasterised versions of logos will not be accepted.

# Colour Palette

## Primary Colours

A simple colour palette has been developed to ensure a clear, consistent and legible wayfinding system.

### Green

It represents pedestrian wayfinding due to:

- » Its connection with the Adelaide Park Lands
- » Its association with ‘go’ in a transit sense
- » Its connection with sustainable transport

### Blue

It represents bicycle wayfinding due to:

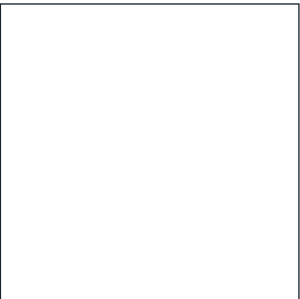
- » Its common association with bicycle wayfinding in other Australian cities
- » The fact that it doesn’t create mixed messages on road-facing signage (ie. blue sits apart from the important role that green, amber and red play on our roads)

### Charcoal

- » This has been selected because of its recessive character in the street scape
- » It is visually recessive in urban and open space environments
- » Creates a legible and required colour contrast to other colours



Charcoal  
Base colour  
PMS 532C



White  
Text colour



Pedestrian Green  
PMS 389C



Cyclist Blue  
PMS 2985C

Please ensure that the colours used are strictly the assigned Pantone colours as listed. Spot colours may not be utilised.



# Colour Palette

## Secondary Colours

A secondary colour palette has been developed to assist in the design of regulatory signage and wayfinding maps.

### Primary Colours

Charcoal  
PMS 532C

Pedestrian Green  
PMS 389C

Cyclist Blue  
PMS 2985C

White  
White

### Regulatory Signage Colours for symbols

Advisory Symbols  
PMS 389C

Regulatory Symbols  
PMS 185C

Car Park Blue  
PMS 301C

### Wayfinding Maps

Advisory Symbols Blue  
PMS 293C

Railway Station Blue  
PMS 299C

Tram Red  
PMS 199C

Bus Green  
PMS 368C

Open Space Green  
PMS 576C

Sports Fields Green  
PMS 5763C

Background Grey  
PMS 431C

Roads and Footpaths Grey  
PMS 430C

Water Bodies Blue  
PMS 629C

Taxi Orange  
PMS 1585C

Central Bus Station Purple  
PMS 259C

# Typography

## Font: Helvetica Neue

Helvetica Neue must be used throughout all of Adelaide City & Park Lands Signage. All text heights ensure legibility from a distance and the simple forms of the sans serif characters guarantee clear communication.

Best practice for readability and legibility is to use sentence case for body text. Studies have shown that using uppercase text is less legible and less readable than lower case text.

Wording on signs should all be in sentence or Title Case (as appropriate). For example:

- » Location Name
- » Destinations, facilities and attractions

## Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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## Design Principles

# Design Principles

## Consistency

The form, structure, typography, graphic elements and composition of the signage family remain consistent across all council streets, squares and parklands. This aids users in the understanding of how to use the system and also 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. Essentially this ensures that design and production costs are reduced.

## Progressive Disclosure

An information interaction technique to provide the right information at the right time. This technique is used in wayfinding to improve usability and legibility by reducing an overload of information and focusing the users' attention on the key information required.

## Universal Access

The Adelaide and Park Lands Wayfinding Signage family has been developed to ensure that it meets the obligations and statutory requirements of accessible design and universal access. This includes: text sizes, LRV ratings for colours and information displays, inclusion of tactile braille, consistent positioning, siting signage for ease of access, optimal placement of information for viewing and a universal library of symbols.

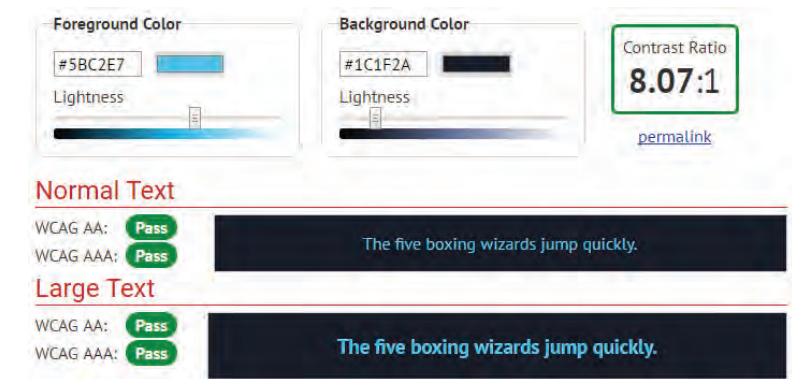
## Legibility

Signs are more legible for people who are visually impaired when characters contrast with their background by at least 70%. This is understood as the Light Reflective Value or LRV of colours when they are used together.

As part of the world's best practice signage and wayfinding system, Bristol Legible City, a number of tests were carried out on out-of-doors readability. The tests found that white text on a dark background is more readable at distance, and the use of lower case letters aids the recognition of words. Further to this, the Outdoor Advertising Institute in the U.S. has found reverse messages to be up to 40% more visible.

Another key factor in choosing colours for outdoor signage is to ensure sufficient contrast between the foreground and background colours.

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, dark blues and purples. All highlight colours selected achieve a contrast level of 70% or over.



PMS 2985C (pedestrian) vs PMS 532C (charcoal background)

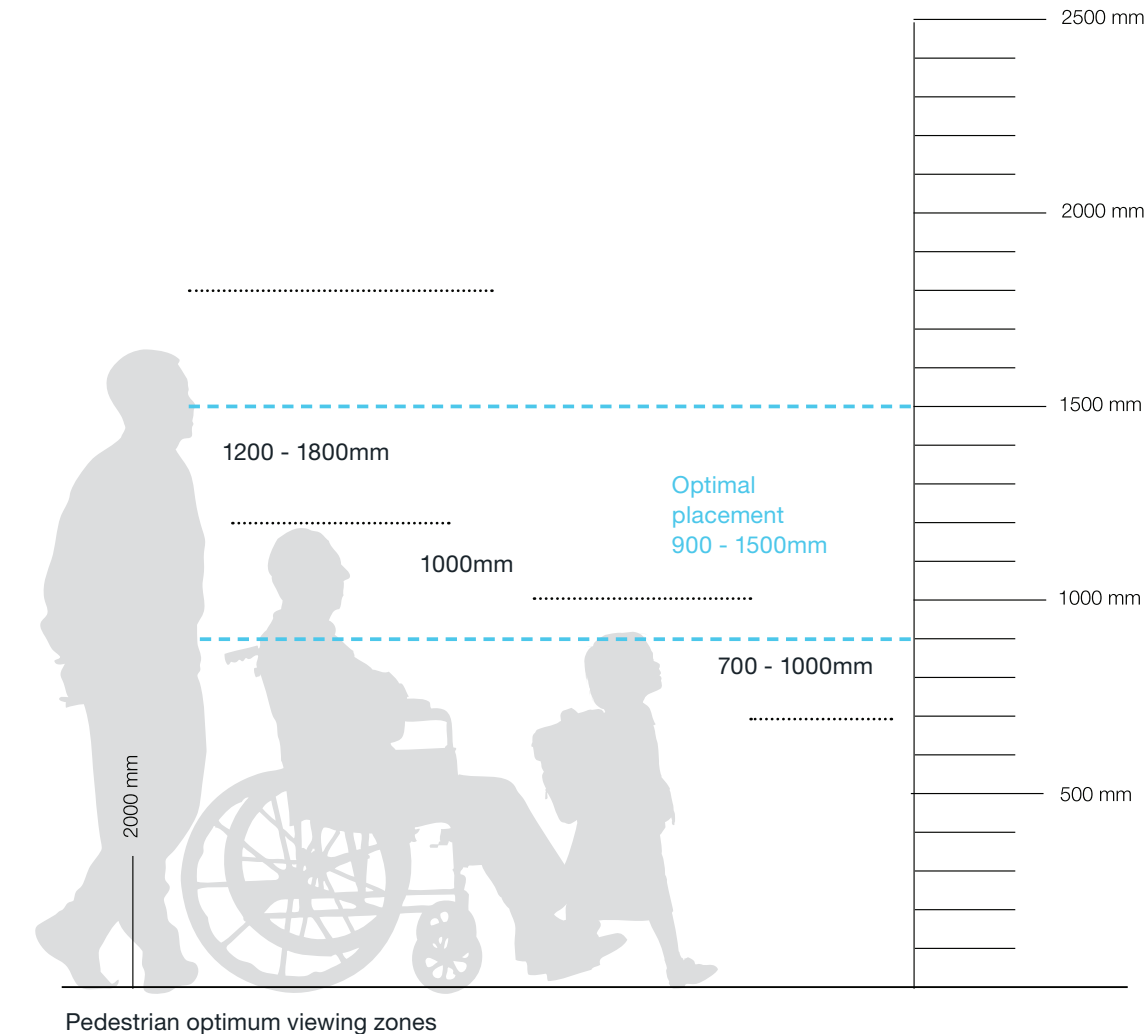


PMS 389C (pedestrian) vs PMS 532C (charcoal background)

# Design Principles

## Pedestrian Optimum Viewing Heights

All signs have been designed to maximise the optimum viewing zone of 1220mm–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 (metres)	Minimum Height of Letters (millimetres)
2 m	6 mm
4 m	12 mm
6 m	20 mm
8 m	25 mm
12 m	40 mm
15 m	50 mm
25 m	80 mm
35 m	100 mm
40 m	130 mm
50 m	150 mm

Whilst this is an optimum guide on viewing heights, most signs in the city will require a 2.1-2.4m vertical offset to the bottom of the sign to comply with City of Adelaide’s Objects on Footpaths Policy. This is due to the signs being physical protusions within the public realm, and may present themselves as hazards to the public without a minimum vertical clearance.

## Drivers Viewing Distances

The following information relates to signs which are designed to be read primarily by road users.

Text sizes are all determined by an equation set out in AS1742.2-1994: Australian Standard Manual of uniform traffic control devices Part 2: Traffic control devices for general use.

Determine the size of capital letters by using the following equation:

$$H = 0.14 NV + 11.4S$$

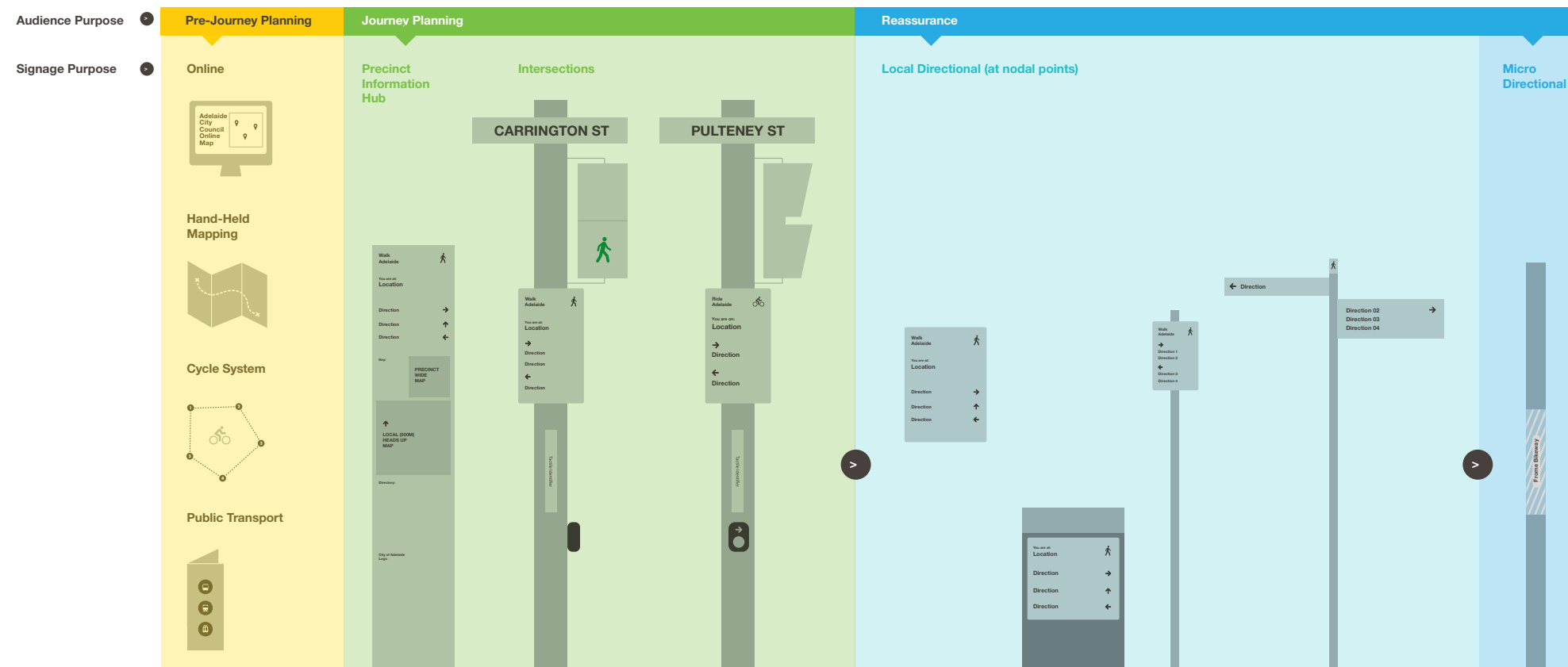
Where:

- H** = capital letter height in millimetres, including height of initial capitals used with lower-case letters
- N** = number of words on the sign
- V** = approach speed in kilometres per hour
- S** = lateral offset of sign in metres, measured from the center of the sign to the center of the traffic lane



# Audience & Signage Interaction

## Urban Signage Suite



## Audience & Signage Interaction

### Park Lands Signage Suite



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## Technical Drawings

## Technical Drawing List

For a detailed technical breakdown of the signs, please refer to the following documentation in shop drawings package M13003-LA-01 to 10-A.

### Urban Plinth (UP)

- » M13003-LA-01
- » M13003-LA-02
- » M13003-LA-03

Signs With Two Posts (Site Identification Mapped [SIM], Site Identification Directional [SID], Advisory Large [AL], Vehicular Entry [VE])

- » M13003-LA-04

### Interpretive Large (IL)

- » M13003-LA-05

Post Mounted Directional (PMD), Interpretive Post Mounted (I), Cycle Bollard (BLB)

- » M13003-LA-06
- » M13003-LA-07

### Gateway (G)

- » M13003-LA-08
- » M13003-LA-09

### Park Lands Plinth (PP)

- » M13003-LA-10



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