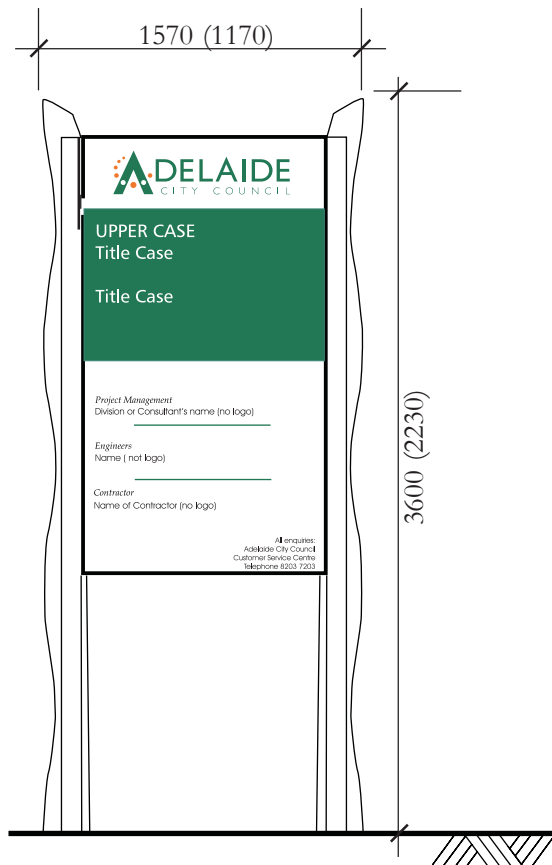


Signage

Signage and information delivery systems should reflect the modern, future looking and cosmopolitan nature of Adelaide in a context that acknowledges and complements historical features. Adelaide City Council's Signage Strategy should be referred to for any further information.

The following principles should underpin the design and installation of all signage within the City of Adelaide:

- Information and signage systems should have a marketable identity that inherently reinforces the City of Adelaide's chosen values;
- A signage suite should create a sense of the City of Adelaide as the central hub of the metropolitan area, and create smooth information linkages with adjacent Council's and the greater metropolitan area;
- Signage and information displays should allow for the unique requirements of specific uses and activities, neighbourhoods and precincts while maintaining a coherent, integrated, legible and consistent signage suite;
- Public signs in the Adelaide area should comprise an integrated system showing consistency in format, design, installation, positioning and maintenance;
- Placement of signs and information should ensure maximum safety to City users, and contribute to the increased perception and reality of personal safety;
- The total design approach should remove and reduce visual clutter but enable effective communication.



Supplier: City of Adelaide

Materials:
3mm aluminium panel. Vinyl lettering

Finish:
Aluminium

Maintenance:
Graffiti removed.

Type Specification:

Fruiger Bold +5% kerning/minimum size 110pts (caps and lower case)

Garamond Bold Italic +5% kerning/minimum size 150pt (caps and lower case)

Colour Specification:

Pantone 341 (Green)
Pantone 021 (Orange)
Pantone 9160 (White)

The work signs come in two sizes. The larger size for major roads and projects and the smaller size for minor street works.

Placement of signs should ensure greatest clarity, consistency (and therefore predictability), maximum safety, surety and visibility for all users of the City, including more vulnerable city users. For example, those with sight impairment, the aged, cyclists, etc.

Location to be approved by the Corporation.

