

Ballina Shire Council
Promotional and Interpretive Signage Style Guide

May 2011



A note on colour

This manual was produced by Entica on a Canon C1 digital printer. All colours are matched as closely as possible to the vinyl, paint references and PMS brand colours. For the most accurate representations of all colours specified, please consult the appropriate colour swatch books.

Introduction

- 1.1 Reading this manual

Visual style

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- 2.5 Graphic element use
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Specific file format uses





EPS // The preferred file format for most applications. EPS files are fully scalable and supplied in colour. For use in most applications.

TIFF // This file format may be used when EPS files are not accepted by a supplier. TIFF files are also the preferred format for any photograph which might be used in print materials.

JPG // For on screen use only. This type of file is not scalable, and should only be supplied for use in screen based applications.

INDD // An artwork file used for sign templates and printed media.

Icons in this manual

-  Used to indicate what may be modified within the files provided.
-  Used to indicate what may not be modified within provided files.
-  Indicates a feature that should be noted and adhered to.
-  Indicates the names of files that have been provided with this Manual.

This Signage Style Guide provides specific guidance to Ballina Shire Council (BSC) staff and external suppliers, such as graphic designers and sign makers, on the use of the BSC signage style, accompanying graphics and signage structures.

The purpose of the Ballina Shire Council Signage Style Guide is to provide specific guidance to both Council staff and external suppliers (such as signage manufacturers and graphic designers) on the use of Ballina Shire Council's signage visual style. This includes all visual elements and the application and use of these elements and the provided templates and artwork.

This Manual and the examples shown within have been designed as a model. When followed properly, a consistent and successful visual style will be preserved—a style which provides a distinct visual identity for Ballina Shire Council signage applications.

Amendments to this document

This manual is by nature a living document. It will evolve to meet new, unforeseen circumstances and contexts. To this end, should the rules specified in the current edition of this manual not address a particular user need, specific guidance should be sought from Council's Corporate Communications Team. As a result, a new rule may be created and added to this Document.

Pages will from time to time be updated, to reflect new rules and new circumstances. The date of the last update is displayed on the bottom right of every page. The latest version will always be available from the Communications Team.

Users

In the absence of any other style guide, this document may be used to guide other promotional material in the Ballina Shire. This document does not replace Ballina Shire Council's corporate seahorse logo and its applications.

Digital artwork and templates

The templates and artwork documented in this Manual are accompanied by digital files on the digital art CD, or can be obtained from the Ballina Shire Council's Communications Team. Digital files are supplied to industry-standard file formats and are compatible with both Windows and Macintosh.

Generally, artwork files for signs are supplied as Adobe EPS files. These files are scalable, and artwork has been produced to full scale.

For further information on the use of this manual, to request additions or for general queries, please contact:

Corporate Communications & Tourism Section
02 6686 4444

or email

council@ballina.nsw.gov.au

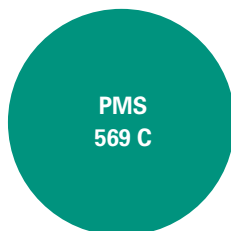
Consistent reproduction of the Ballina Shire Council signage colours should be adhered to at all times. This will ensure a professional and consistent application of the visual style.

In most cases, a full colour CMYK application of the colour palette is used. Each of the colours that make up the palette have been derived from a Pantone colour, however when overprinting colours as demonstrated in the "Plateau to Sea" Graphic (and below), colours must be a CMYK conversion. Each of the Pantone™ colour references and their CMYK breakdowns have been detailed to the right.

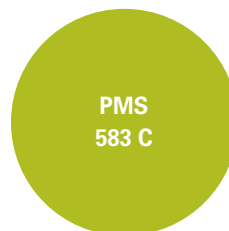
In cases where colours are overprinted (printed on top of each other) a new colour is formed. This colour is a darker version of the original colour and may increase in darkness with each layer. There is no PMS reference for this colour variation, however it may be reproduced in CMYK applications or through digital printing.

For the majority of Council signs using this colour palette, a digitally printed application is recommended. Reproduction of these colours in vinyl or paint is not recommended unless colours are accurately matched to the specifications detailed in this manual.

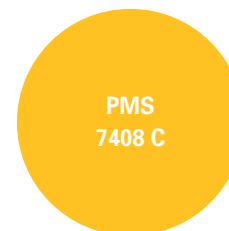
① These examples show how a darker colour is created by overprinting the original colour. This effect is used extensively in the "Plateau to Sea Graphic" (see page 2.4).



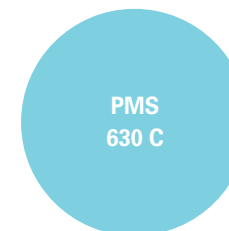
CMYK 100 | 15 | 63 | 2



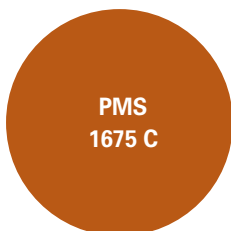
CMYK 23 | 0 | 100 | 17



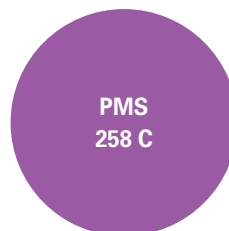
CMYK 0 | 25 | 95 | 0



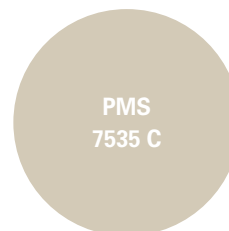
CMYK 47 | 0 | 11 | 0



CMYK 0 | 67 | 100 | 28

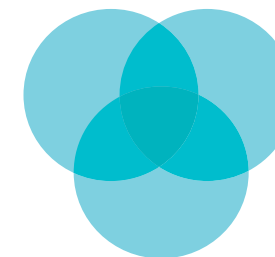
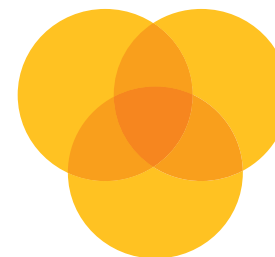
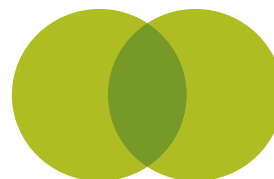
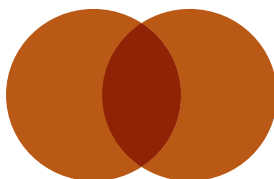


CMYK 43 | 76 | 0 | 0



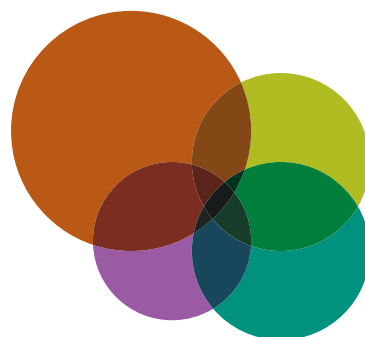
CMYK 0 | 3 | 15 | 20

①



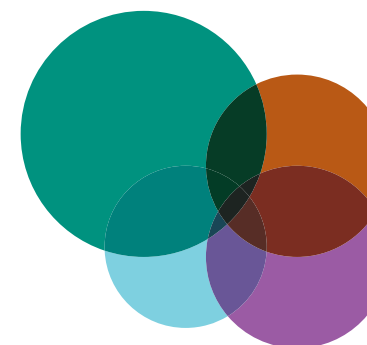
Each town and village entry sign has a distinctive colour palette that has been developed from the overall palette. These colours are inspired by the features of each town as defined in community consultations.

The example colour palettes to the right indicate the colours and ratios of use that is recommended for each town.



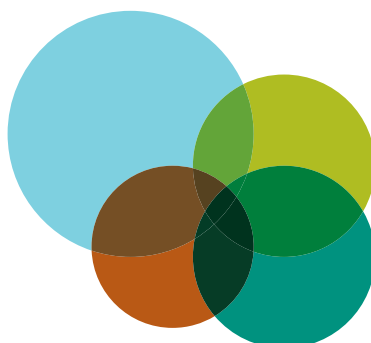
Wollongbar

Red earth
Tibouchina flower
Agriculture
Forest and hills



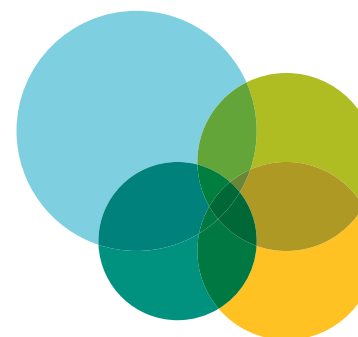
Alstonville

Plateau
Red Earth
Water
Tibouchina flower



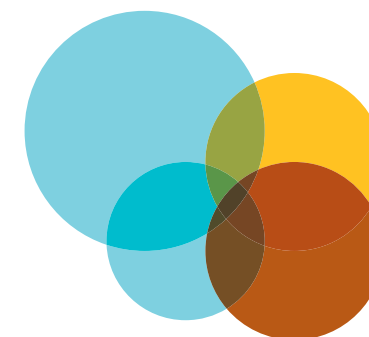
Wardell

River
Red Earth
Hills and forest
Sugar cane



Ballina

Sandy beach
River & ocean
Sugar cane
Surrounding countryside



Lennox Head

Sandy beach & sun
Ocean
Surf culture
Headland

The corporate typeface, **Univers** is the typeface to be used throughout all **Ballina Shire Council** signage. Where signage is text based it is important to maintain this standard typeface for consistency throughout all **BSC** signage.

Although there is extended and condensed font families for Univers, it is recommended the following fonts be used:

- ① **Univers 45 Light**
For use in the body of signs, where there is lots of text.
- ② **Univers 65 Bold**
For general use throughout signage.
- ③ **Univers 75 Black**
For use in headings and the body of larger signs.
- ④ When appearing on a sign, as a heading or body text, the tracking should be adjusted to give more space to the letter forms. This allows text to be easily read from a distance.
- ⊗ The typeface should never be distorted, and should always be scaled in proportion if converted to paths.

① ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz // Univers 45 Light

② **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**
abcdefghijklmnopqrstuvwxyz // Univers 65 Bold

③ **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**
abcdefghijklmnopqrstuvwxyz // Univers 75 Black

④ **Alstonville**

Standard tracking

Alstonville

Extended tracking

The graphic element is an illustration inspired by an abstract representation of the Ballina Shire topography, from a plateau to the sea. As a complete graphic, the shapes and colours all work together to communicate the landscape, environment and communities within the shire.

Each section of the Plateau to Sea graphic has been designed to reflect a specific town. The graphic is split up across various town and village entry signs. These sections work separately to give a distinct identity to a town or village while remaining part of the shire, and part of an overall visual style.

- ① **Plateau to Sea graphic:** This example shows the complete graphic illustration.
- ② **Town and village entry signs:** This example shows how the Plateau to Sea graphic is sectioned to identify each town or village, from Wollongbar to Lennox Head.
- ⊗ The shapes within this graphic should never be altered.
- ⊗ The graphic should never be coloured in any way other than specified in this manual.
- ⊗ The graphic should never appear on a coloured background other than specified by this manual.

①

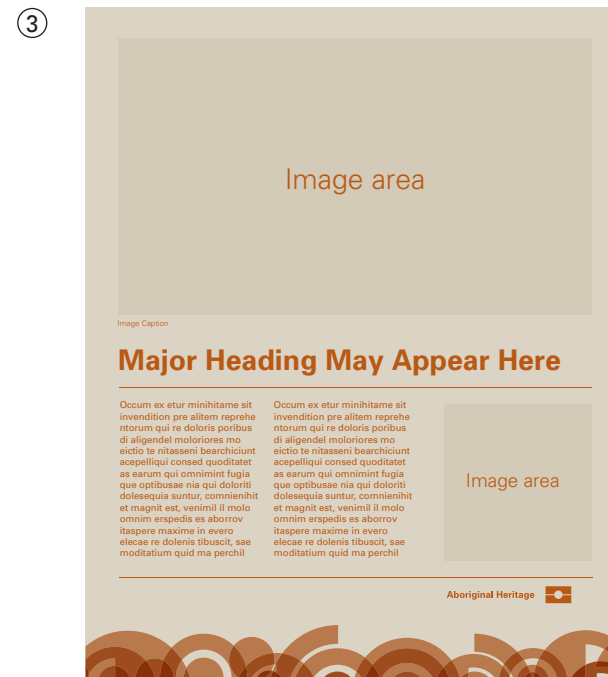


②



The Plateau to Sea graphic is a flexible visual element that may be used throughout the shire in many different formats. This page outlines a few examples of variations on the full colour application seen on Town and Village Entry Signs and Local Information Boards.

- ① **Single colour banners:** This example shows how single colour banners may appear. The Plateau to Sea graphic has been arranged to suit the vertical layout. This example has been used at the Ballina Byron Gateway Airport.
 - ② **Street banners:** This example shows how street banners may appear throughout the townships. The Plateau to Sea graphic is applied in full colour together with the icons, shown on page 2.6.
 - ③ **Single colour signs:** This example is indicative of how the complete Plateau to Sea graphic may be used in a horizontal, single colour application. This treatment is appropriate on signage when colour is being used to identify a type of sign or subject matter.
 - ④ **Monotone:** This example shows how the complete graphic may appear in a monotone application. Each shape within the graphic is overprinted, creating layers and depth using the same colour.
- ✓ The Plateau to Sea graphic may appear in full colour or in any single colour from the colour palette outlined in this manual.
 - ✗ No colours other than those specified in this manual may be used to colour the graphic.



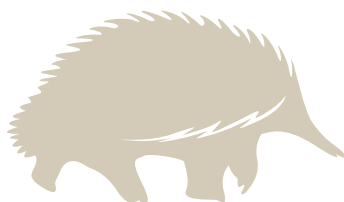
A set of icons has been designed to add interest and visual play to promotional items such as banners, brochures and tourism applications. These icons are specific to each town, and are based on fauna common to the local area.

An example banner on page 2.5 illustrates how these icons may be used.

- ① **Wallongbar:** Echidna
- ② **Alstonville:** Swamp Hen
- ③ **Wardell:** Owl
- ④ **Ballina:** Pelican
- ⑤ **Lennox Head:** Dolphin

- ✓ Icons should always appear in a single colour.
- ✓ Icons should always be scaled in proportion.
- ✓ Icons should always appear as a subtle background element.
- ✗ Colours other than those specified in this manual should never be used on the icons.

①



②



③



④



⑤



Sign types should always be produced at a consistent size. The following details outline the size requirements for these specific sign types:

- ① **Town and village entry signs:**
1800mm x 1200mm
- ② **Interpretive signs:**
1200mm x 1500mm
- ③ **Local information boards:**
2400mm x 1200mm

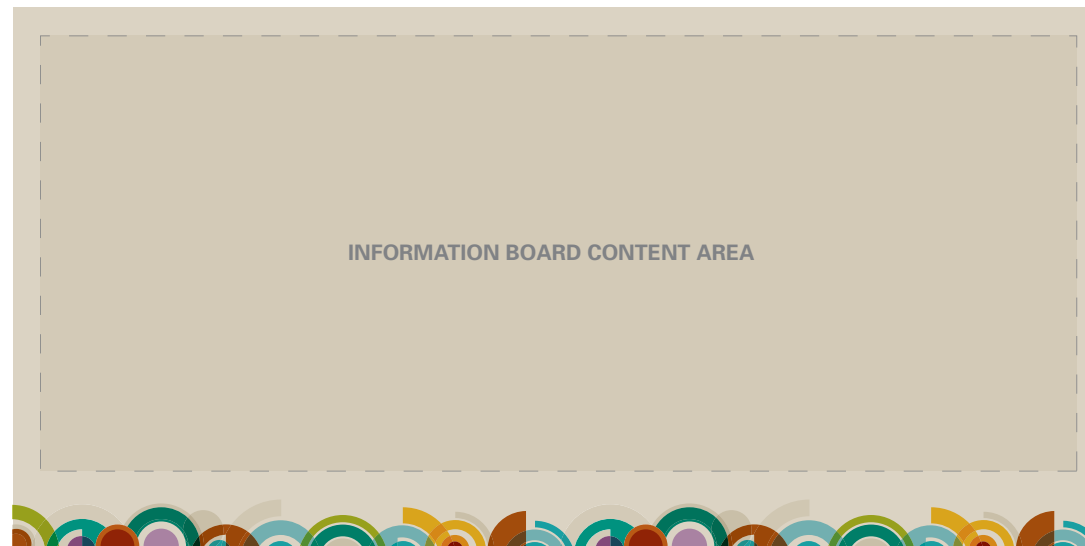
①



②

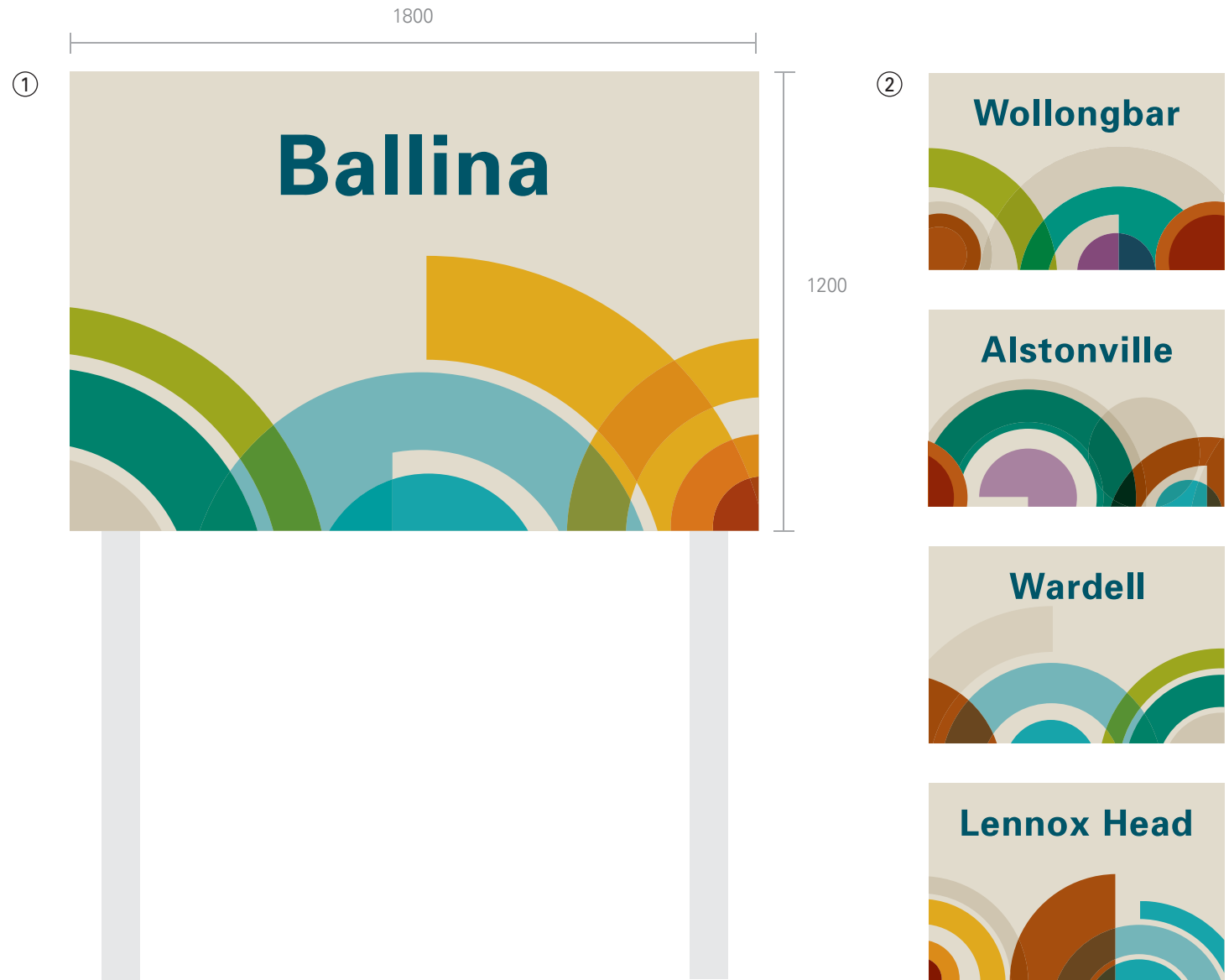


③



Town and village entry signs are used throughout the shire at key entry points of towns and villages. These signs play an integral role in the identity of the shire, and the towns and villages within. These signs have been designed to have maximum impact in a roadside situation, giving visitors a clear introduction to the town or village they are about to enter.

- ① **Town and village entry sign:** This Ballina sign has been used as an example to demonstrate the panel size and proportions.
- ② **Shire entry signs:** These thumbnails show each of the town and village entry signs.
- ✓ All sign panels are 1800mm x 1200mm



- 📎 BSC_ENTRY_BALLINA.AI
- BSC_ENTRY_LENNOXHEAD.AI
- BSC_ENTRY_ALSTONVILLE.AI
- BSC_ENTRY_WOLLONGBAR.AI

Interpretive signs are used throughout the shire to communicate information about natural heritage, cultural heritage and aboriginal heritage on particular sites.

These signs have been designed as a flexible template, to be used in various locations.

- ① Cultural Heritage signs: These signs are identified by a blue colour palette and a unique icon.
- ② Aboriginal Heritage: These signs are identified by an Ochre colour palette and a unique icon.
- ③ Natural Heritage: These signs are identified by a green colour palette and a unique icon.
- ④ A large area has been allowed for the use of images. This area may hold photographic or illustrative images, as well as captions describing those items. This area is flexible in height, and may be adjusted to suit the content type.
- ⑤ This area is reserved for text content and secondary images. In situations requiring large or small amounts of text, this area may be expanded to suit the content.



Local information boards are located in key areas throughout the Ballina Shire and it's towns and villages.

Local information boards feature a local map of the immediate area with key features and facilities highlighted. An overall regional map is featured on each sign, along with a listing of community service organisations and contact information for the nearest Information Centre.

- ⊗ Content should not encroach upon the defined border, and should remain within the template margins.
- ✓ Each information board may vary in it's content to suit the specific area it is located.



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