Government of **Western Australia**
Department of **Finance**

SIGNAGE GUIDELINES CAPITAL WORKS

Version 5.8 (October 2024)

CONTENTS

1.0 REQUIREMENTS

This Style Guide has been produced to ensure that signs about Western Australian State Government capital works are presented in a consistent manner.

Western Australian State Government agencies must install common branding signs at the sites of capital works projects in accordance with this Style Guide.

The purpose of the signs is to provide information to the public about activities happening in their community.

The Style Guide offers a framework for use by government agencies to ensure that signs are effective. It applies to all Capital Works projects constructed by Western Australia state government agencies, and is recommended for Government Trading Enterprises.

While printed site fence mesh and hoarding falls outside the scope of this Style Guide, agencies are encouraged to consider utilising site screening to provide additional information to the public on government projects in their community.

This document is owned by the Department of Finance.

(See page 4 for contact details)

Criteria

Signs are installed on capital works projects where:

- there is sufficient foot and/or vehicular traffic to justify installing a sign
- the project is valued at more than $2,000,000 and/or
- the project is of significant community interest or profile to warrant it.

Exemptions

Projects deemed 'major' or projects jointly funded with Federal and/or local governments will be treated on a case-by-case basis.

Agencies dealing with major projects or joint government funded projects should seek advice from the Department of Finance for approvals contact (see page 4).

All Agencies are to refer to the General Procurement Direction 2021/09 titled 'Signage for Capital Works Projects'.

Additionally, questions regarding Common Badging requirements for site screening should be directed to the Department of the Premier and Cabinet (see page 21 for examples).

All agencies should refer to the Premier's Circular 2021/19 titled 'Use of WA State Government Badge by Public Sector Agencies' when considering site screening designs and branding.

Acknowledgements

The design templates on pages 8 to 12 show appropriate use of the following acknowledgements. The number in the lower section [5] responds to the area on the sign templates where the relevant acknowledgement sits.

All logos (where permitted) must be smaller than the State Coat of Arms and in reverse colour or full colour with approval.

Government agencies

Where a number of agencies are involved in a project, only a single government agency logo can appear on the sign in the lower section [5] and this agency should be the one that holds the information about the project.

Agency website

A department website address can appear on the sign, but only where the department provides more information about the project on that website [4]. In these cases, the department website home page must clearly show links to the information about the project (see digital device for department websites on page 5).

Approvals

Project teams must select a layout option from the templates provided in this Guide. The agency communications team must have reviewed and approved the sign content. A final PDF of signage artwork together with submission form must be emailed to signapproval@finance. wa.gov.au for approval *before any production commences*.

Government agencies are responsible for all aspects of customised site screening. On requirements for Common Badging, agencies should consult with the Department of the Premier and Cabinet.

Contact

For enquiries regarding this Style Guide and to obtain artwork templates, contact:

Gary Marcon

Building Records Manager

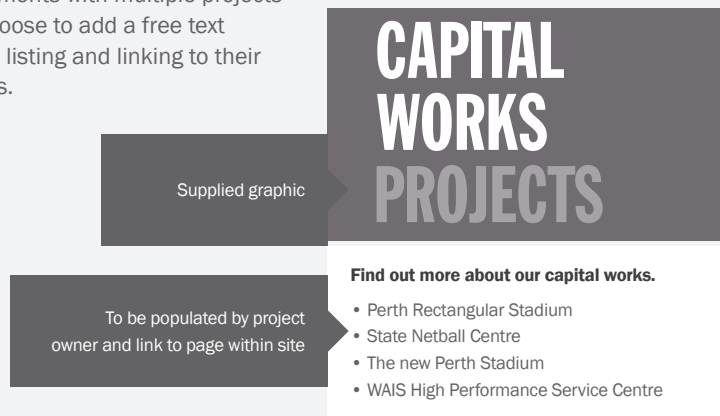Department of Finance

T: (08) 6551 1808

E: signapproval@finance.wa.gov.au

Website Links

Where a sign shows a website URL, the inference is that the public will be able to find more information about the project on that website. Links to this information should be provided from the homepage.

- Digital files (refer to page 4 for contact details at Department of Finance) are available. See sample CAPITAL WORKS PROJECTS. Departments with multiple projects may choose to add a free text section listing and linking to their projects.

Supplied graphic

To be populated by project owner and link to page within site

Example

CAPITAL WORKS PROJECTS

Find out more about our capital works.

- Perth Rectangular Stadium
- State Netball Centre
- The new Perth Stadium
- WAIS High Performance Service Centre

2.0   SUBMISSION FORM

Please complete this form and submit to: signapproval@finance.wa.gov.au before any production commences.
A single page interactive PDF is available online at wa.gov.au. Type signage into the search box to bring up the form and the signage guidelines.

Project title to appear on the sign:	
Suggested secondary information to appear on the sign – a short description of the project that informs the public and consider including estimated completion date.	
Estimated value of works:	$
Agency funding the works:	
Is there funding from the Australian Government?	☐ YES ☐ NO
Estimated cost of sign:	$
Size of sign:	☐ Small 2400 x 1800mm ☐ Medium 4800 x 2400mm ☐ Large 7200 x 3600mm
Design template selected:	☐ 1.1 ☐ 1.2 ☐ 2 ☐ 3
Image available – must be a high resolution image eg: 400 to 600 ppi:	☐ YES ☐ NO
Website with information on the works:	
Has the URL been checked?	☐ YES ☐ NO Notes
Has the sign content been addressed and approved by the home agency communications team?	☐ YES ☐ NO Notes
Contact for home agency communications manager:	NAME POSITION PHONE EMAIL

Are there any issues about the sign that Department of Finance, needs to be aware of?

_____

_____

_____

3.0 DESIGN TEMPLATES

The combination of images and text shown on the following pages are examples only.

PDF or EPS templates of these signs are available and must be used (refer to page 4 for contact details).

The design templates that will be supplied are at one quarter final size.

SMALL
Sign 1.1 (no image)
2400 x 1800mm
Type only template for use when no project image is available.

Sign 1.2 (with image)
2400 x 1800mm
Type and image template.

MEDIUM
Sign 2
4800 x 2400mm
Type and image template.

LARGE
Sign 3
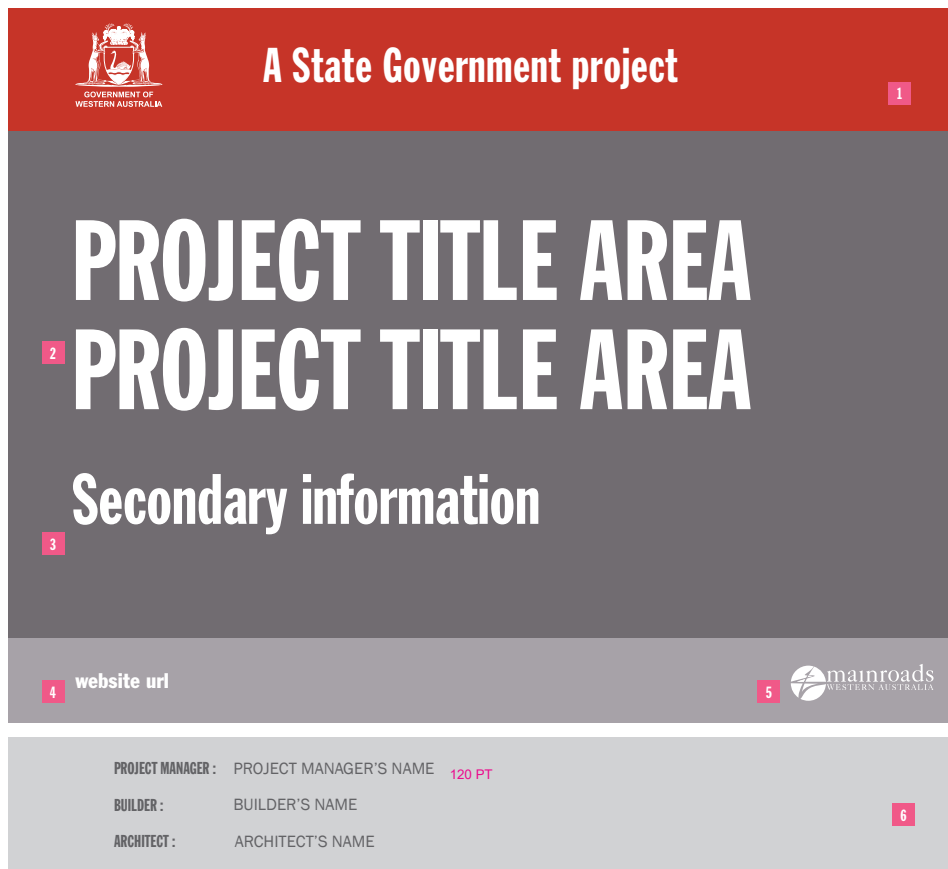*7200 x 3600mm*
Type and image template.

Sign content and style

• Include the full project name in all capitals [2]

• A quality graphic showing what the completed project will look like is highly desirable [7]

• Information about the project [3]. Depending on the size of the sign, either two dot points or one sentence can appear on the sign. This information is presented in sentence case and capital letters are only used at the beginning of proper nouns

• Minimal punctuation is used

• A website address which can offer more information is desirable [4]. Website URLs appear without http://www prefix eg. dpc.wa.gov.au

• A suggested digital device for department website homepages is available (see page 5).

The size of the sign should be selected with consideration for:

• **visibility of sign location**

• **profile of project**

• **amount of information that needs to be communicated.**

3.1 SMALL SIGN 1.1 (NO IMAGE) 2400 X 1800MM

A State Government project

1

GOVERNMENT OF
WESTERN AUSTRALIA

PROJECT TITLE AREA
PROJECT TITLE AREA

2

Secondary information

3

4 website url

5 mainroads
WESTERN AUSTRALIA

PROJECT MANAGER :	PROJECT MANAGER'S NAME	120 PT
BUILDER :	BUILDER'S NAME	
ARCHITECT :	ARCHITECT'S NAME	

6

---

1 State Government band
Fixed Artwork

2 Project name
Editable – utilise whole area
Font: Franklin Gothic Extra Condensed
Minimum point size: 440pt at 100%
Maximum point size: 1400pt at 100%
Colour: white
Case: upper case

3 Secondary information
Editable
Font: Franklin Gothic Extra Condensed
Minimum point size: 200pt at 100%
Maximum point size: 300pt at 100%
Colour: white
Case: sentence case

4 website URL
Editable
An optional website URL and/or phone
number can be listed here.
Font: Franklin Gothic Condensed
Minimum point size: 150pt at 100%
Maximum point size: 200pt at 100%
URL only, ie. no *"www."* or *"W:"*

5 Department and/or funder logos
Editable
• All logos to fit comfortably and
  be centred to the height of any
  adjacent text.
• Do not duplicate crests.
  If Department logos feature the
  State crest, only the department
  name can appear.
• Use reverse colour versions of logos
  only.

**6 Optional Information about
Builder/Contractor/
Architect/Project Manager**
Limit of three
Company Type Font:
Franklin Gothic Extra Condensed
Company Name Font:
Franklin Gothic Book
Minimum point size: 120pt at 100%
Maximum point size: 180pt at 100%
Colour: 75% black
Case: upper case
Panel colour: 20% grey
Panel height: 340mm

3.2   SMALL SIGN 1.2 (WITH IMAGE) 2400 X 1800MM

A State Government project

GOVERNMENT OF
WESTERN AUSTRALIA

1

PROJECT TITLE
PROJECT TITLE

2

IMAGE AREA

7

Secondary information
Secondary information

3

4   website url

5   mainroads
WESTERN AUSTRALIA

PROJECT MANAGER :	PROJECT MANAGER'S NAME	120 PT
BUILDER :	BUILDER'S NAME	
ARCHITECT :	ARCHITECT'S NAME	

6

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1   State Government band
Fixed Artwork

2   Project name
Editable – utilise whole area
Font: Franklin Gothic Extra Condensed
Minimum point size: 440pt at 100%
Maximum point size: 1400pt at 100%
Colour: white
Case: upper case

3   Secondary information
Editable
Font: Franklin Gothic Extra Condensed
Minimum point size: 200pt at 100%
Maximum point size: 300pt at 100%
Colour: white
Case: sentence case

4   website URL
Editable
An optional website URL and/or phone
number can be listed here.
Font: Franklin Gothic Condensed
Minimum point size: 150pt at 100%
Maximum point size: 200pt at 100%
URL only, ie. no *"www."* or *"W:"*
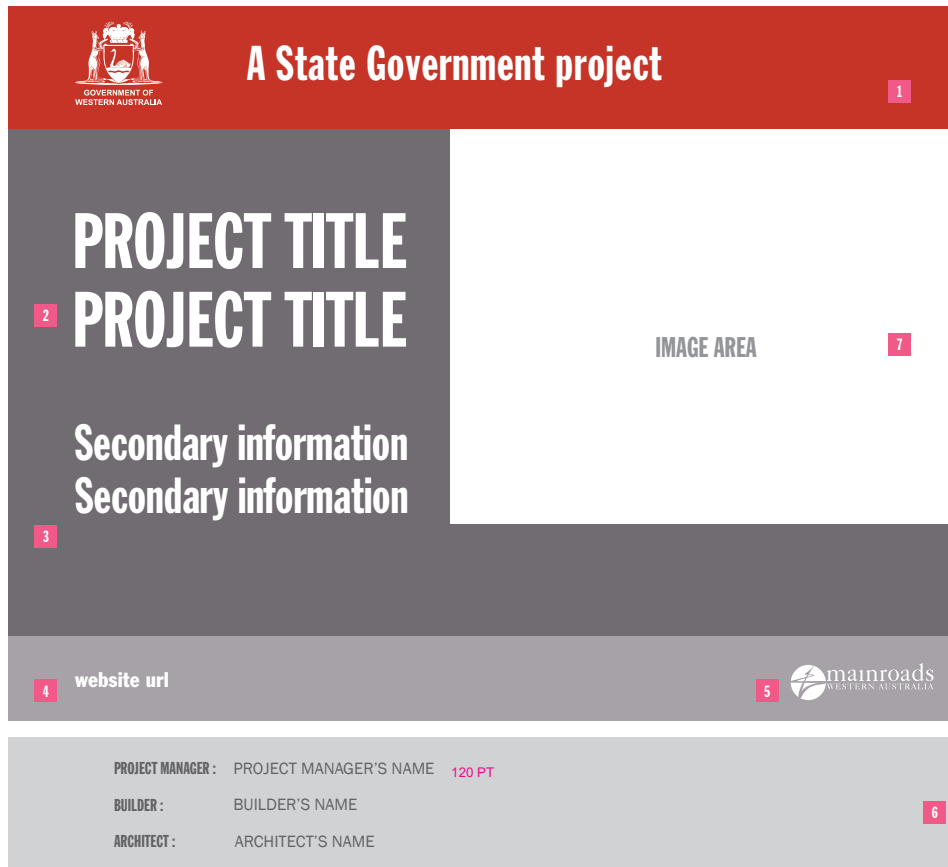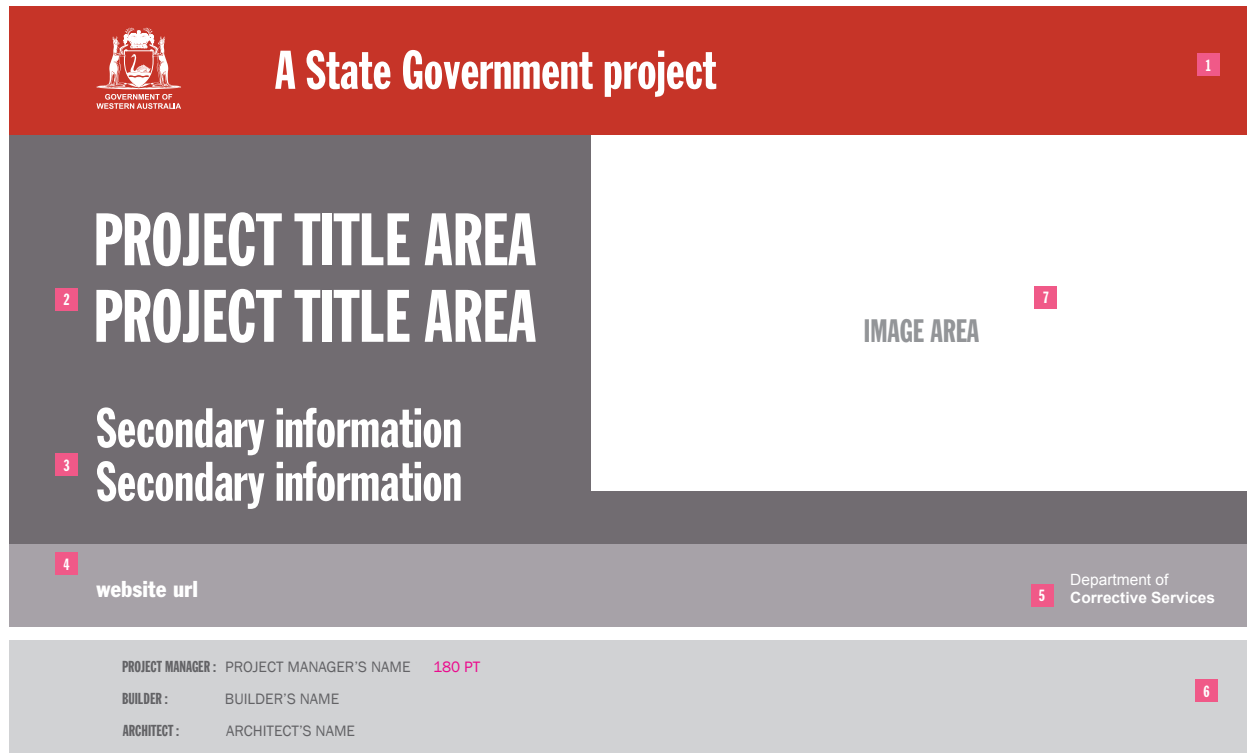
5   Department and/or funder logos
Editable
• All logos to fit comfortably and
  be centred to the height of any
  adjacent text.
• Do not duplicate crests.
  If Department logos feature the
  State crest, only the department
  name can appear.
• Use reverse colour versions of logos
  only.

**6   Optional Information about
Builder/Contractor/
Architect/Project Manager**
Limit of three
Company Type Font:
Franklin Gothic Extra Condensed
Company Name Font:
Franklin Gothic Book
Minimum point size: 120pt at 100%
Maximum point size: 180pt at 100%
Colour: 75% black
Case: upper case
Panel colour: 20% grey
Panel height: 340mm

7   Image
Editable
• One image only can be used.
• Must be of suitable resolution.
• Image should be 1240mm wide
  by 990mm high.

3.3 MEDIUM SIGN 2 4800 X 2400mm

A State Government project [1]

GOVERNMENT OF WESTERN AUSTRALIA

PROJECT TITLE AREA
PROJECT TITLE AREA [2]

Secondary information
Secondary information [3]

IMAGE AREA [7]

[4]
website url

[5] Department of
Corrective Services

PROJECT MANAGER : PROJECT MANAGER'S NAME   180 PT
BUILDER : BUILDER'S NAME   [6]
ARCHITECT : ARCHITECT'S NAME

---

[1] **State Government band**
Fixed Artwork

[2] **Project name**
Editable – utilise whole area
Font: Franklin Gothic Extra Condensed
Minimum point size: 440pt at 100%
Maximum point size: 1400pt at 100%
Colour: white
Case: upper case

[3] **Secondary information**
Editable
Font: Franklin Gothic Extra Condensed
Minimum point size: 150pt at 100%
Maximum point size: 200pt at 100%
Colour: white
Case: sentence case

[4] **website URL**
Editable
An optional website URL and/or phone number can be listed here.
Font: Franklin Gothic Condensed
Minimum point size: 200pt at 100%
Maximum point size: 300pt at 100%
URL only, ie. no *"www."* or *"W:"*
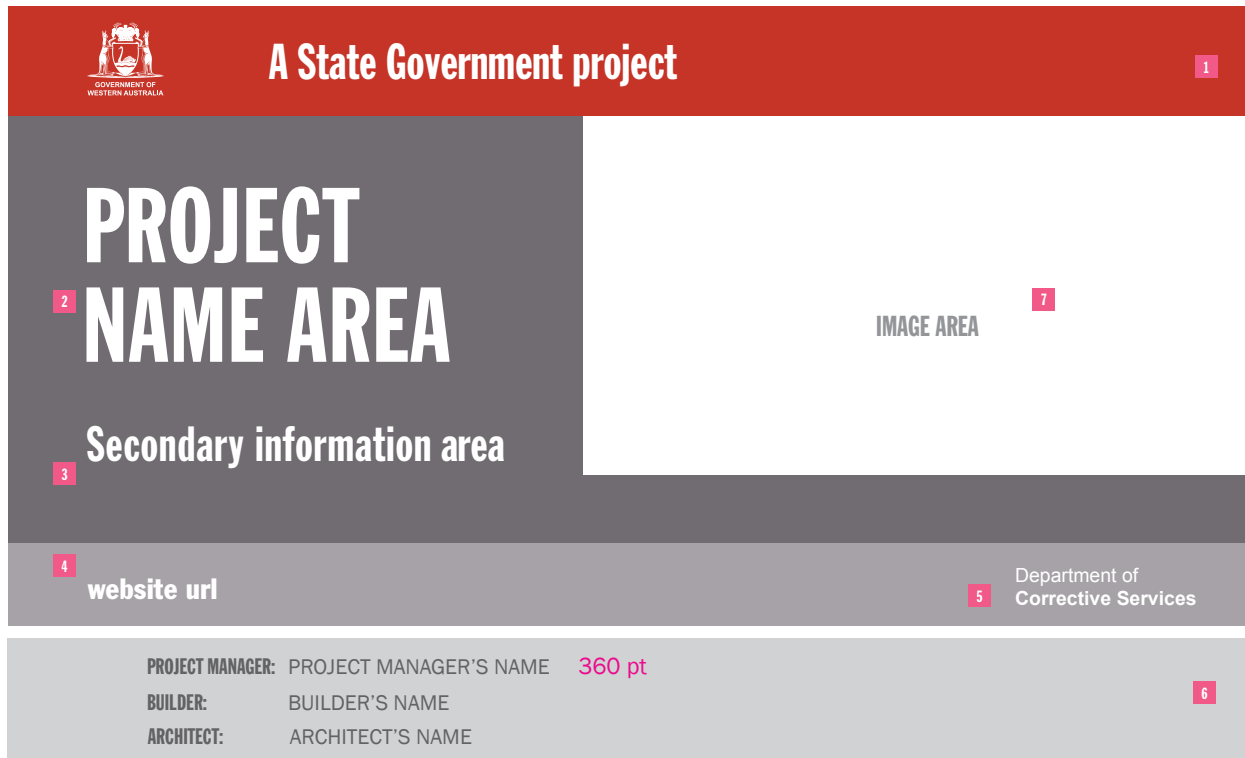
[5] **Department and/or funder logos**
Editable
• All logos to fit comfortably and be centred to the height of adjacent text.
• Do not duplicate crests. If Department logos feature the State crest, only the department name can appear.
• Use reverse colour versions of logos only.

[6] **Optional Information about Builder/Contractor/ Architect/Project Manager**
Limit of three
Company Type Font:
Franklin Gothic Extra Condensed
Company Name Font:
Franklin Gothic Book
Minimum point size: 120pt at 100%
Maximum point size: 180pt at 100%
Colour: 75% black
Case: upper case
Panel colour: 20% grey
Panel height: 450mm

[7] **Image**
Editable
• One image only can be used.
• Must be of suitable resolution.
• Image should be 2440mm wide by 1320mm high.

3.4 LARGE SIGN 3 7200 X 3600MM

A State Government project [1]

PROJECT NAME AREA [2]

Secondary information area [3]

[4] website url

[5] Department of **Corrective Services**

PROJECT MANAGER: PROJECT MANAGER'S NAME   360 pt
BUILDER: BUILDER'S NAME
ARCHITECT: ARCHITECT'S NAME   [6]

[7] IMAGE AREA

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1   State Government band
Fixed Artwork

2   Project name
Editable – utilise whole area
Font: Franklin Gothic Extra Condensed
Minimum point size: 440pt at 100%
Maximum point size: 1400pt at 100%
Colour: white
Case: upper case

3   Secondary information
Editable
Font: Franklin Gothic Extra Condensed
Minimum point size: 200pt at 100%
Maximum point size: 300pt at 100%
Colour: white
Case: sentence case

4   website URL
Editable
An optional website URL and/or phone number can be listed here.
Font: Franklin Gothic Condensed
Minimum point size: 200pt at 100%
Maximum point size: 480pt at 100%
URL only, ie. no *"www."* or *"W:"*

5   Department and/or funder logos
Editable
• All logos to fit comfortably and be centred to the height of adjacent text.
• Do not duplicate crests. If Department logos feature the State crest, only the department name can appear.
• Use reverse colour versions of logos only.

6   Optional Information about Builder/Contractor/ Architect/Project Manager
Limit of three
Company Type Font:
Franklin Gothic Extra Condensed
Company Name Font:
Franklin Gothic Book
Minimum point size: 280pt at 100%
Maximum point size: 360pt at 100%
Colour: 75% black
Case: upper case
Panel colour: 20% grey
Panel height: 720mm

7   Image
Editable
• One image only can be used.
• Must be of suitable resolution.
• Image should be 3680mm wide by 1980mm high.

3.5 ALTERNATIVE SMALLER SIZE SIGN

Where it is not possible to erect one of the three sign sizes outlined in the design layouts due to space limitations and where there is public interest, the following 600mm x 600mm or 900mm x 900mm, small sign size design may be used.

Artwork shown is an example only as there is no template available for this sign. Advice should be sought from approvals contact on page 4.

A State Government project

GOVERNMENT OF
WESTERN AUSTRALIA

HEADING

SECONDARY TEXT
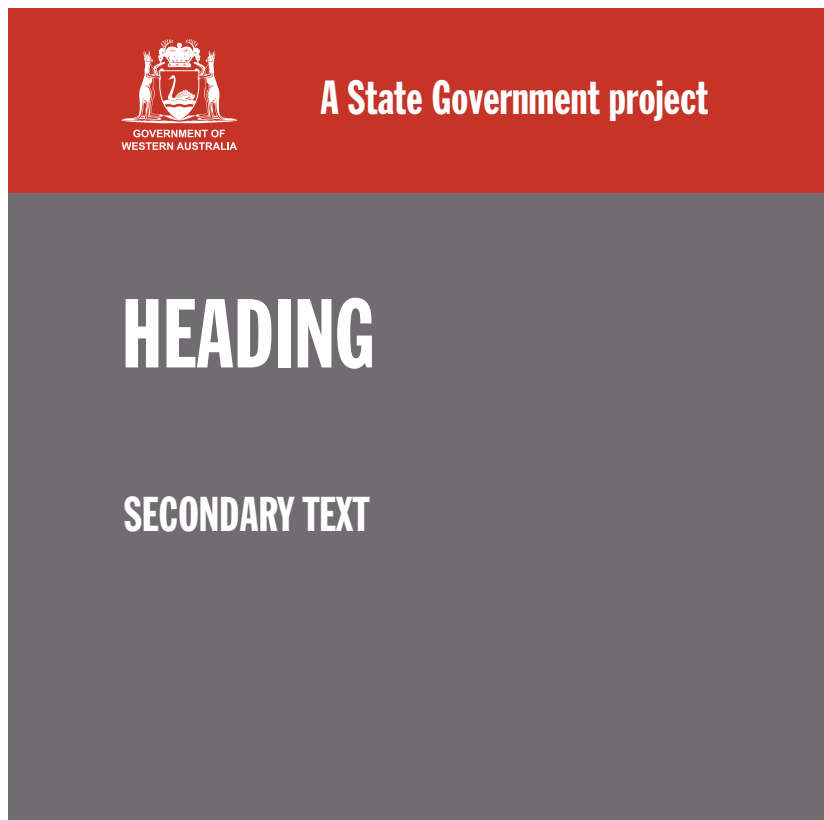
4.0 PRODUCTION SPECIFICATIONS

Standard requirements for small, medium and large sized signs:

SMALL SIGN 2400 x 1800mm

MEDIUM SIGN 4800mm x 2400mm

LARGE SIGN 7200 x 3600mm

Sail track and aluminium extrusion is the required production method. This gives a high quality finish with clear reproduction of imagery and graphics. It is easier to install in poor weather and can be removed and reinstalled. The following specifications are recommended but equal products may be used if approved by the Department of Finance.

- **PVC Banner**

  Digisign plus

  Weight: 440–450gsm

  Base fabric: knitted 840dtex / 1100dtex polyester

  Fabric density: 3.5 x 3.5 threads per cm^2

  Fabric type: laminated PVC

  Finish: matte

  Treatment: UV Stabilised

  Printing compatibility: solvent inkjet printers / UV curable inkjet printers

- **Anti graffiti**

  Taubmans Guardian (water based) coating

- **Sail track extrusion**

  Aluminium colour

Sign base with builder and architect details

- **Self adhesive vinyl**

  3mm Mulfords digibond – silver

Main Roads WA

Given the high number of MRWA projects that have more than one funding source, MRWA staff should make contact as below in the first instance to confirm signage requirements.

Marilyn Groeneveld
Graphic Designer – Public Affairs
T: (08) 9323 4148
E: marilyn.groeneveld@
   mainroads.wa.gov.au

Exceptions

Specifications for exemptions to the standard requirements:
600 x 600mm and 900 x 900mm signs. Self adhesive vinyl is the preferred production method for these smaller signs as it is cost efficient. The following specifications are recommended:

- **Self adhesive vinyl**

  Catalina Graphic film

  SPE300GWF/GR

- **Anti graffiti**

  Transparent gloss PVDF laminate

  IP 2830–102

Approvals

Project teams must select a layout option from those provided in this guide. A final PDF of signage artwork together with submission form must be emailed to signapproval@finance.wa.gov.au for approval *before any production commences*.

Construction

Structural support guidelines are available from:

Gary Marcon
Building Records Manager,
Department of Finance
T: (08) 6551 1808
E: signapproval@finance.wa.gov.au

5.0 ARTWORK EXAMPLES

The following pages contain examples
of produced artwork in accordance
with this guide.

5.1 MEDIUM EXAMPLE 4800 X 2400mm

A State Government funded project sign with image, and agency logo (no crest).

A State Government project

1

BUSSELTON HEALTH CAMPUS

2

Completion due early 2015

3

4

health.wa.gov.au

WA Country
Health Service

5

7

PROJECT MANAGER :	PROJECT MANAGER'S NAME	180 PT
BUILDER :	BUILDER'S NAME	
ARCHITECT :	ARCHITECT'S NAME	**6**

---

1 **State Government band**
Fixed Artwork

2 **Project name**
Editable – utilise whole area
Font: Franklin Gothic Extra Condensed
Minimum point size: 440pt at 100%
Maximum point size: 1400pt at 100%
Colour: white
Case: upper case

3 **Secondary information**
Editable
Font: Franklin Gothic Extra Condensed
Minimum point size: 200pt at 100%
Maximum point size: 300pt at 100%
Colour: white
Case: sentence case

4 **website URL**
Editable
An optional website URL and/or phone number can be listed here.Font: Franklin Gothic Condensed
Minimum point size: 150pt at 100%
Maximum point size: 200pt at 100%
URL only, ie. no *"www."* or *"W:"*

5 **Department and/or funder logos**
Editable
• All logos to fit comfortably and be centred to the height of adjacent text.
• Do not duplicate crests.
  If Department logos feature the State crest, only the department name can appear.
• Use reverse colour versions of logos only.

6 **Optional Information about Builder/Contractor/ Architect/Project Manager**
Limit of three
Company Type Font:
Franklin Gothic Extra Condensed
Company Name Font:
Franklin Gothic Book
Minimum point size: 120pt at 100%
Maximum point size: 180pt at 100%
Colour: 75% black
Case: upper case
Panel colour: 20% grey
Panel height: 450mm

7 **Image**
Editable
• One image only can be used.
• Must be of suitable resolution.
• Image should be 2440mm wide by 1320mm high.

5.2 MEDIUM EXAMPLE 4800 x 2400mm

A State Government funded project sign with difficult image can be copied, cropped and enlarged.

A State Government project 1

2 **SEVENTH AVENUE RAILWAY BRIDGE REPLACEMENT**

7

3 **New concrete structure replacing timber bridges at Seventh and Third avenues**

4

mainroads.wa.gov.au 5 mainroads WESTERN AUSTRALIA

PROJECT MANAGER :	PROJECT MANAGER'S NAME	180 PT
BUILDER :	BUILDER'S NAME	6
ARCHITECT :	ARCHITECT'S NAME	

---

1 **State Government band**
Fixed Artwork

2 **Project name**
Editable – utilise whole area
Font: Franklin Gothic Extra Condensed
Minimum point size: 440pt at 100%
Maximum point size: 1400pt at 100%
Colour: white
Case: upper case

3 **Secondary information**
Editable
Font: Franklin Gothic Extra Condensed
Minimum point size: 200pt at 100%
Maximum point size: 300pt at 100%
Colour: white
Case: sentence case

4 **website URL**
Editable
An optional website URL and/or phone number can be listed here.Font: Franklin Gothic Condensed
Minimum point size: 150pt at 100%
Maximum point size: 200pt at 100%
URL only, ie. no *"www."* or *"W:"*

5 **Department and/or funder logos**
Editable
• All logos to fit comfortably and be centred to the height of adjacent text.
• Do not duplicate crests.
  If Department logos feature the State crest, only the department name can appear.
• Use reverse colour versions of logos only.

6 **Optional Information about Builder/Contractor/ Architect/Project Manager**
Limit of three
Company Type Font:
Franklin Gothic Extra Condensed
Company Name Font:
Franklin Gothic Book
Minimum point size: 120pt at 100%
Maximum point size: 180pt at 100%
Colour: 75% black
Case: upper case
Panel colour: 20% grey
Panel height: 450mm

7 **Image**
Editable
• One image only can be used.
• Must be of suitable resolution.
• Image should be 2440mm wide by 1320mm high.

6.0 STATE COAT OF ARMS

Always use the white reversed out version of the State Coat of Arms placed as indicated.

For details about requirements when using the State Coat of Arms, go to: commonbadge.dpc.wa.gov.au

1 The State Coat of Arms is supplied reversed out in white as shown.

A State Government project

7.0 TYPOGRAPHY

For brand consistency all text on signage should use the fonts indicated below. These are standard fonts and should be easily accessible.

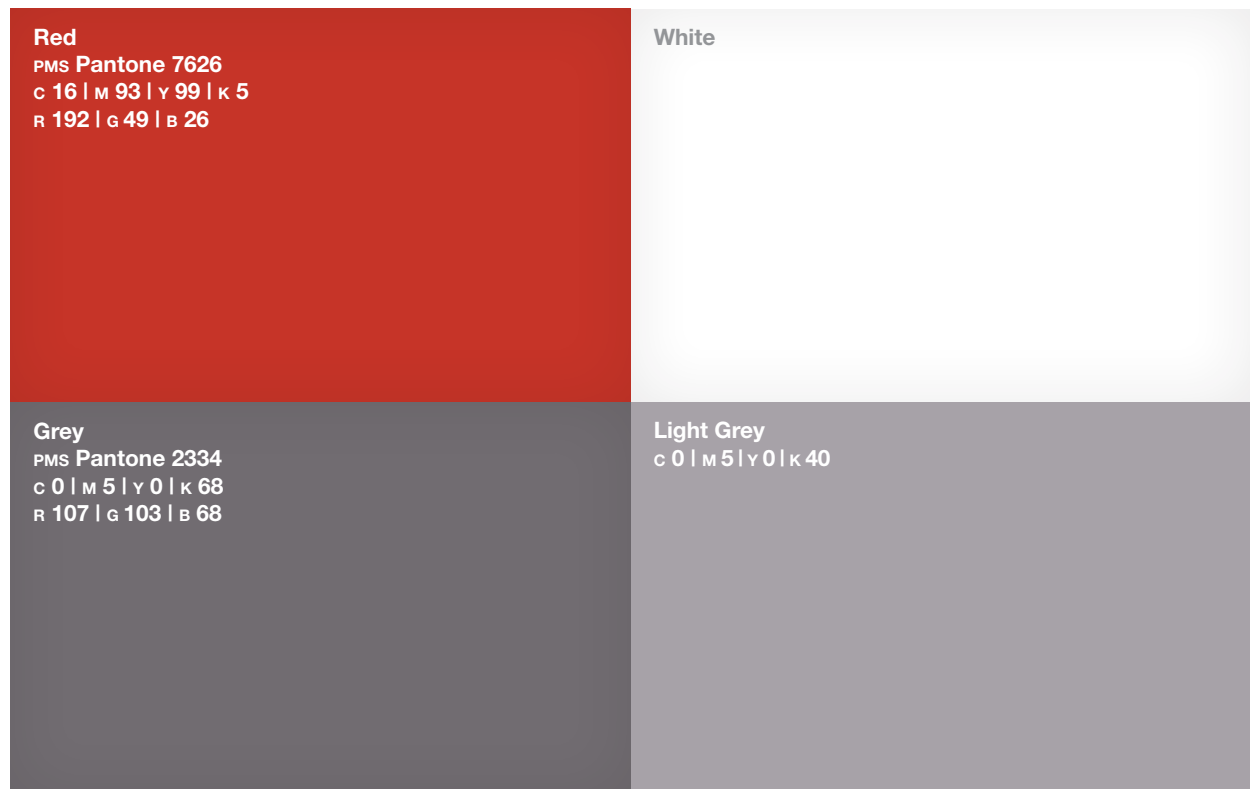ALL SIGNAGE TYPOGRAPHY SET IN

FRANKLIN GOTHIC EXTRA CONDENSED.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

8.0 COLOUR PALETTE

Colour is an integral part of the State signage design. Apart from imagery, only the following colours are permissable on the signs.

Red and Grey are the primary brand colours, while white and light grey are secondary.

Red
PMS **Pantone 7626**
C 16 | M 93 | Y 99 | K 5
R 192 | G 49 | B 26

White

Grey
PMS **Pantone 2334**
C 0 | M 5 | Y 0 | K 68
R 107 | G 103 | B 68

Light Grey
C 0 | M 5 | Y 0 | K 40

9.0 IMAGERY

A quality, well chosen image can add significantly to the community's understanding. If available, choose one single image which best represents what the end result will look like. It can be an actual photograph, artist's impression, CGI render, stock photo or other image which helps to identify the project.

As demonstrated below, tight, close-up images are more effective in communicating information about the project. Crop images to delete any white borders. Allow breathing space but ensure that any key project features remain the main focal point.

For best image results, use the industry standard resolution formula. The image needs to be a minimum 100ppi* at full size.

Example

* **ppi** refers to pixels per inch and is used by designers to describe the number of pixels in a digital image.

  dpi refers to dots per inch, and is a technical aspect used in printing.

For the purposes of this document, ppi = dpi.

10 SITE SCREENING EXAMPLES