

# VICTORIAN GOVERNMENT CAPITAL WORKS SIGNAGE GUIDELINES 2019



## INTRODUCTION

Capital works signs are used to provide information about major public works to the Victorian community. Information contained on the signs include details of government funding, start and completion dates, and an outline of the project benefits.

A sign must be erected for all new budget-sector capital works with government funding of \$250,000 or greater. Exemptions can only be granted by the relevant departmental Senior Communication Executive.

## PURPOSE

The Department of Premier and Cabinet (DPC) has developed these guidelines to:

- › ensure that the Victorian public is appropriately informed about the purpose, costs and benefits of new government funded budget-sector capital works projects
- › provide direction on project signage
- › ensure consistent design and structure of capital works signs.

## APPLICATION

These guidelines apply to all Victorian Government entities.

## REQUIREMENTS

Capital works signs must be displayed as early as possible following the commencement of construction and removed within three weeks of completion of works.

Signs should be placed in the most appropriate position in relation to the works to achieve maximum visibility.

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### ACCESSIBILITY

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All signs on the work site (including contractor and construction company signs) must comply with Occupational Health and Safety requirements. The construction specifications outlined in this document are a guide to the minimum standard required.

Where the site has more than one entry point (for example, major roadworks), more than one sign may be displayed. Note that this may require a planning permit.

### SIGN TYPES

There are two types of sign – Pedestrian Capital Works Signs and Construction Site Capital Works Signs.

- › Pedestrian Capital Works Signs are aluminium/wooden signs with digitally printed faces, and should be used on smaller sites.
- › Construction Site Capital Works Signs consist of vinyl/mesh banners and should be used on large sites with perimeter fencing. Where this would not be visible to the public, Pedestrian Capital Works Signs may be used instead.

### LAYOUT TEMPLATES

Sign layouts are shown on pages 4 and 5. They include both fixed elements and mandatory fields.

Adobe Illustrator® template files are available for download from [www.dpc.vic.gov.au](http://www.dpc.vic.gov.au). These can be populated with text and optional design elements as appropriate, but must not be recreated, resized or otherwise varied (use of other software, such as Microsoft Office® is unacceptable because of its lack of pre-production options, colour matching issues and rigid grid system).

Instructions for laying out signs are contained on the pasteboard of the Adobe Illustrator® file.

Assistance with laying out signs using the template and sign construction can be obtained from your department's design services or sign supplier.

### LAYOUT ELEMENTS

Pedestrian Capital Works Signs have six layout options:

- › Without image
- › Without image and overlapping colour panel
- › With landscape image
- › With landscape image and overlapping colour panel
- › With portrait image
- › With portrait image and overlapping colour panel

Construction Site Capital Works Signs have two layout options:

- › With image
- › With image and overlapping colour panel

In this context, images may be stylised images, artist's impressions of the completed works or graphic illustrations (e.g. roadmap graphic).

**Co-branding:** An organisation that has provided significant financial support (10 per cent or more of the project cost) towards the capital works project is entitled to display its logo on the top right hand side below the 'Getting on with it!' graphic. This may be in addition to inclusion in the 'In partnership with' section.

For those partners contributing less than 10% of the project value, they can be recognised in the 'In partnership with' section in text format only.

### TYPEFACES

Fonts used in the signage are, VIC, Regular, Semibold and Bold.

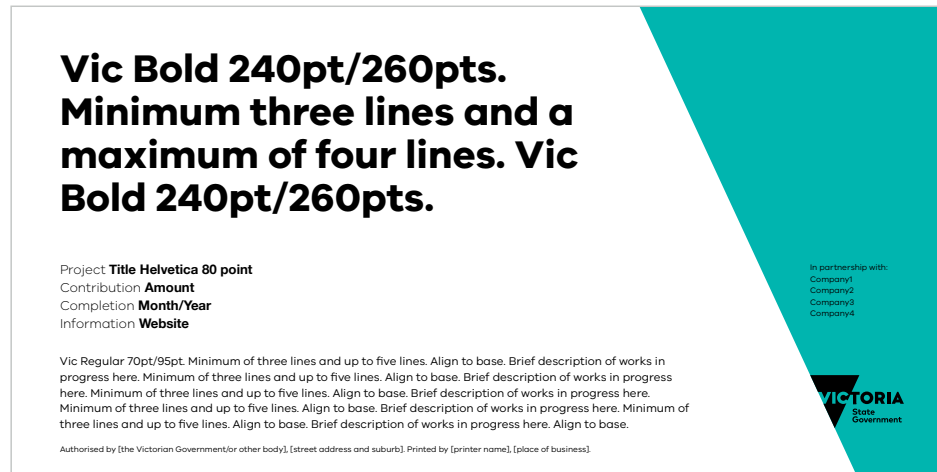
### COLOUR

**Background:** background is white plus one other colour from the secondary colour palette in the Victorian Government Branding Guidelines. Overlapping colour panels must be Pantone® Cool Grey 1.

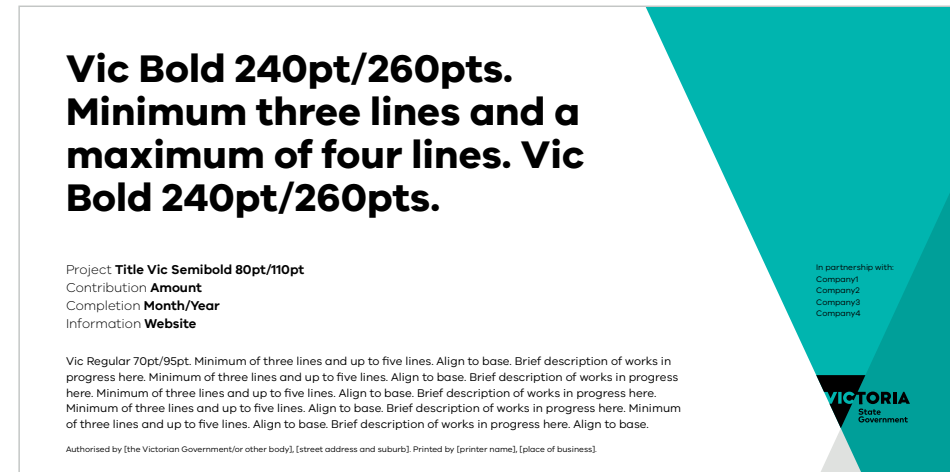
**Text:** there are two text colour options, Black or Navy (Pantone® 2765).

**Posts:** wooden posts must be gloss black. Powder coated aluminium frames should be finished in Dulux® Duralloy® Black Gloss 9090G or equivalent.

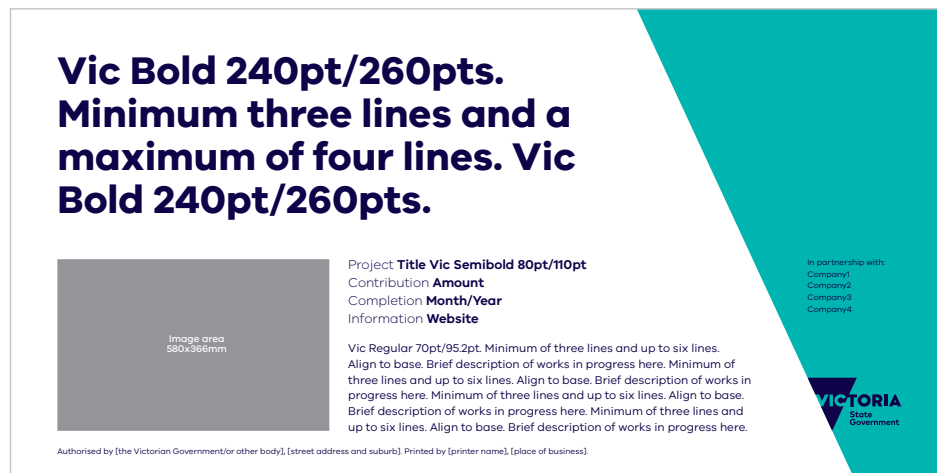
PEDESTRIAN SIGN (STANDARD): **WITHOUT IMAGE**  
Black text and branding option shown below



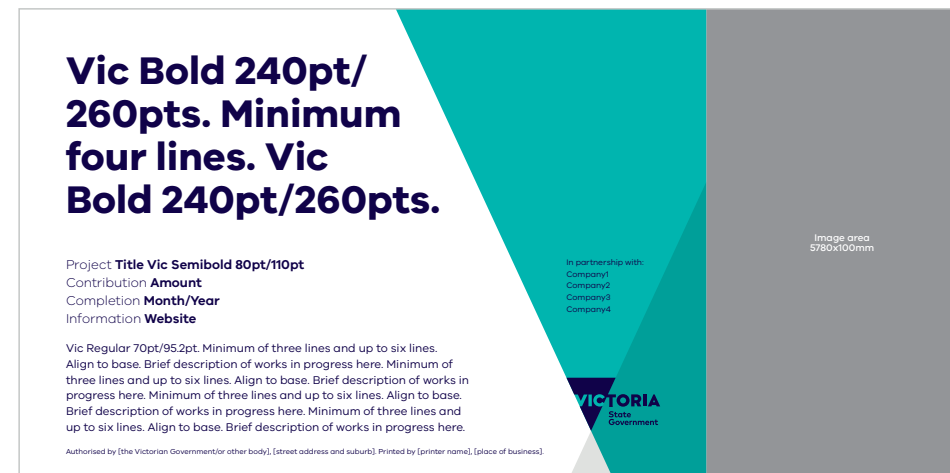
PEDESTRIAN SIGN (STANDARD): **WITHOUT IMAGE / OVERLAPPING COLOUR**  
Black text and branding option shown below



PEDESTRIAN SIGN (OPTIONAL): **LANDSCAPE IMAGE**  
Navy text and branding option shown below



PEDESTRIAN SIGN (OPTIONAL): **PORTRAIT IMAGE / OVERLAPPING COLOUR**  
Navy text and branding option shown below



**Note:** while these samples use only one colour for the large coloured panel (Pantone® 326), any colour from secondary colour palette of the Victorian Government Branding Guidelines may be used (Note that Pantone® Cool Gray 1 must be used for the overlapping colour).

CONSTRUCTION SITE SIGN: **STANDARD**  
Black text and branding option shown below



Project **Title** | Contribution **Amount** | Completion **Month/Year** | Information **Website Vic Semibold 180pt**

**Vic Bold 550pt/600pt. Minimum of three lines. Vic Bold 550pt/600pt. Minimum of three lines. Vic Bold 550pt/600pt.**

In partnership with: **Company1 Company2 Company3 Company4 Vic Semibold 180pt**

Authorised by [the Victorian Government/other body name], [street address and suburb]. Printed by [printer name, [place of business].

Image area 1500x1700mm

VICTORIA  
State  
Government

CONSTRUCTION SITE SIGN: **OVERLAPPING COLOUR**  
Navy text and branding option shown below



Project **Title** | Contribution **Amount** | Completion **Month/Year** | Information **Website Vic Semibold 180pt**

**Vic Bold 550pt/600pt. Minimum of three lines. Vic Bold 550pt/600pt. Minimum of three lines. Vic Bold 550pt/600pt.**

In partnership with: **Company1 Company2 Company3 Company4 Vic Semibold 180pt**

Authorised by [the Victorian Government/other body name], [street address and suburb]. Printed by [printer name, [place of business].

Image area 1500x1700mm

VICTORIA  
State  
Government

## TEXT FIELDS

Text must fit within the template's text boxes.

**Headline** captures attention by explaining what the project is and/or why it is taking place. It must be a minimum of three lines and a maximum of four lines.



**Project** gives the title of the project.

**Contribution** specifies the Government's financial contribution. If there is more than one contribution, these should be placed on a single line, separated by a comma.

**Completion** specifies completion month and year.

**Information** provides website or other contact details where more information about the project can be obtained.

**Description** provides more detailed information about the project. A brief description of works can be added, and vary between five or six lines of text (approximately 110 words). Note that this is an element of Pedestrian Capital Works Signs only.

**In partnership with** identifies the design and/or construction partners and contributors, using company names only, not logos. (Please refer to page 3 of the Co-Branding section for eligibility for logo use). This section is optional and can be omitted if required.

**Authorisation tag** in conformity with the *Electoral Act 2002*, all signage must carry an authorisation tag including the following details:

Authorised by [the Victorian Government/other entity name], [street address and suburb]. Printed by [printer name], [place of business].

## SIGN CONSTRUCTION

### PEDESTRIAN CAPITAL WORKS SIGN (1000 H X 2000 W mm)

Pedestrian signs should be placed in the most appropriate position in relation to the works to achieve maximum visibility.

Where projects take less than a year to complete, these signs may be erected with wooden legs and stays fixed to the ground (concrete footings are not required). Where a project runs for a year or more, powder coated aluminium frames and concrete footings are required.

The sign should be free standing where possible, but may be wall mounted where there is insufficient room.

### CONSTRUCTION SITE CAPITAL WORKS SIGN (1700 H X 6900 W mm)

These signs are produced using mesh/vinyl and wrap onto a 1.8 metre high cyclone fence using UV resistant cable ties and eyelets positioned every metre. The signs should be positioned with a 50 mm gap from top and bottom of the fence.

These signs can be of unlimited length, with artwork repeated around the perimeter of the fence. If repeated, each occurrence of artwork must be immediately adjacent with no spaces between occurrences.

### PLANNING REQUIREMENTS

Under clause 52.05 of the Victoria Planning Provisions, signs greater than two square metres may require a planning permit.

This does not affect Pedestrian Capital Works Signs as these are under two square metres.

For Construction Site Capital Works Signs it is necessary to check with the relevant planning authority prior to installation of signs.

Capital works signs must not be placed on or over a road or a road reserve.



