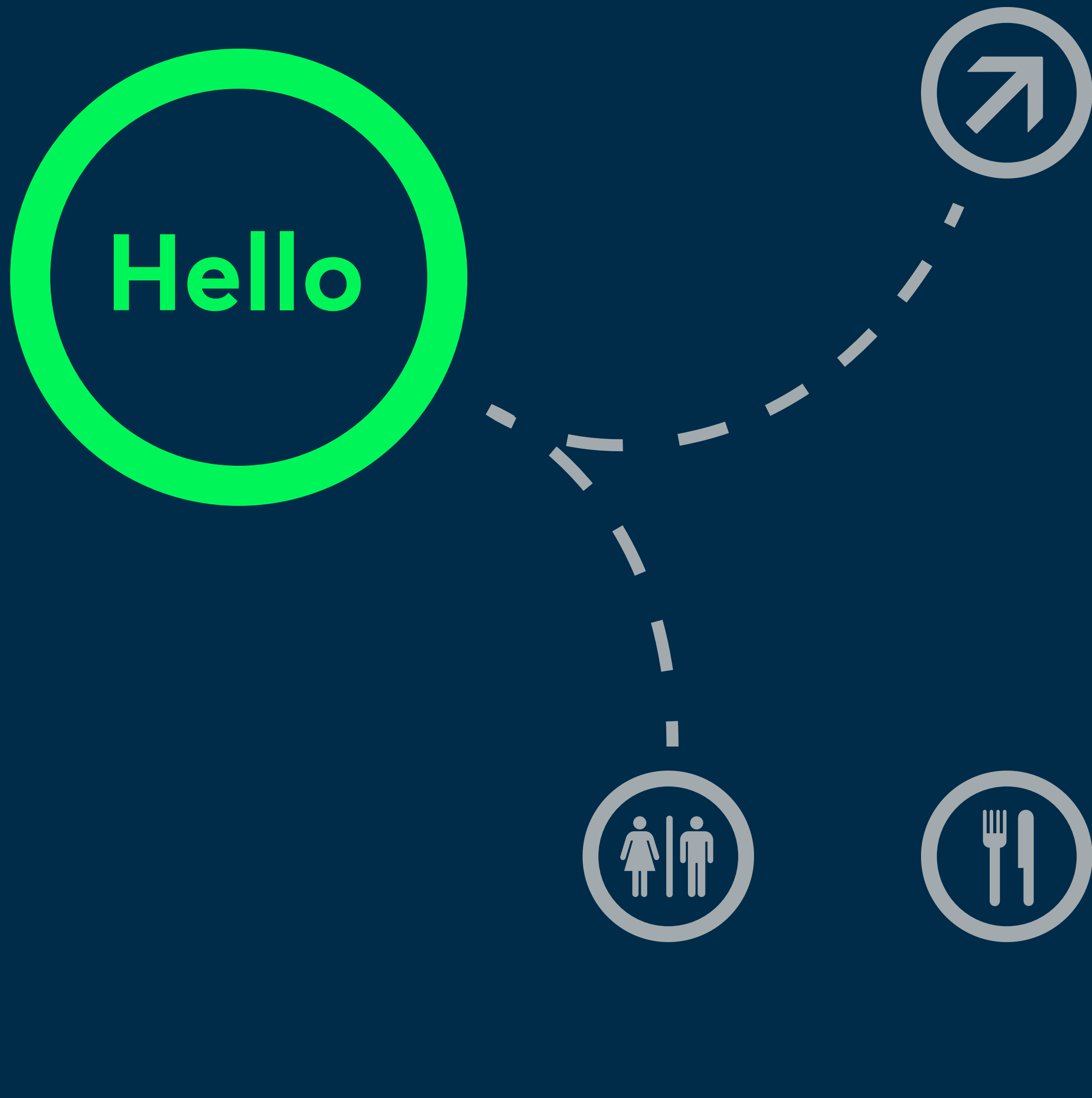


Parks: Graphic design & branding guidelines – Wayfinding signage

16 October 2019

**Draft
05**



These guidelines help with the graphic design direction of park signage for the City of Parramatta LGA. The implementation of this new signage system on all signs across the LGA is supported by Council's Visual Identity Policy #385. Guidelines do not seek to provide design solutions for every signage layout/ scenario but demonstrate design approach and direction which should help deliver most signage design requirements.

It is not a one size fits all approach but a flexible system designed to provide solutions to many situations whilst also maintaining a strong visual identity theme and visible connection across the City of Parramatta.

These signtypes are being adopted (through additional content templates) for broader application by signage areas across the City of Parramatta.

For each signage area, site visits, consultation and observation has been conducted and a design strategy prepared with recommended graphic solutions.

Adobe Illustrator templates, with key elements already positioned, can be downloaded from the Brand portal and sent to the manufacturer, along with the content, to be edited for the efficient creation of artwork.

As we collectively implement this system across the LGA, it will be reviewed and if required refined. With this in mind, this document and the associated files and templates may be updated – please refer to the latest documentation from the Brand portal, via Insite.

What is covered in these design guidelines:

The new signage system is:

- + The implementation of Council's visual identity as per the Visual Identity Policy #385 on another touch point: the city's signs.
- + Graphic guidelines (with templates) to demonstrate best practice for guiding design creation – noting they do not aim to cover every scenario.
- + Helping to establish a sense of identity and recognition in the community.
- + Assisting the mandatory implementation of the most recurrent signs in the LGA.
- + For wayfinding and functional signage, not interpretive signage.
- + A flexible, overarching system.
- + Not exhaustive. Designs are provided to help improve delivery and encourage consistent creative output.
- + Only one stage in the process of creating / updating or replacing a sign.



To assist:

- + How to design a sign that is on-brand and consistent with the visual identity.
- + Application of our branding elements including the size and location of Council's logo, font, palettes, icons, maps, etc.
- + Best practice for content layout.
- + Most recurrent sign sizes (and templates) to leverage production efficiencies.
- + Understanding the users, their needs & reasons for attending our parks and how we cater for each of them.
- + How to handle new scenarios not articulated in this document.
- + Aboriginal integration.
- + To understand and work with our signage design system confidently as well as who to turn to if you have design questions.

What isn't covered in these design guidelines:

The new signage system does not:

- + Provide a solution for every possible sign we collectively produce.
- + Address interpretive signage.
- + Address the architectural design, manufacture or installations of signs.
- + Address a strategy for the placement of signs in the public domain.
- + Constrain opportunity. This signage design system provides some flexibility to place making or the creation of special signs for special places subject to approved site specific design where this is considered to be appropriate, please check with the Brand team.
- + Address all the steps necessary to have a sign installed but focuses on the branding and graphic design step only (please refer to A to Z process on page 6 for overview of all steps).
- + Address the legal and compliance requirements of all scenarios / environments.

Additional resources

Included via Addendum 01:

- + An inventory of our signtypes.
- + An inventory of our icons.

Tips included via Addendum 02:

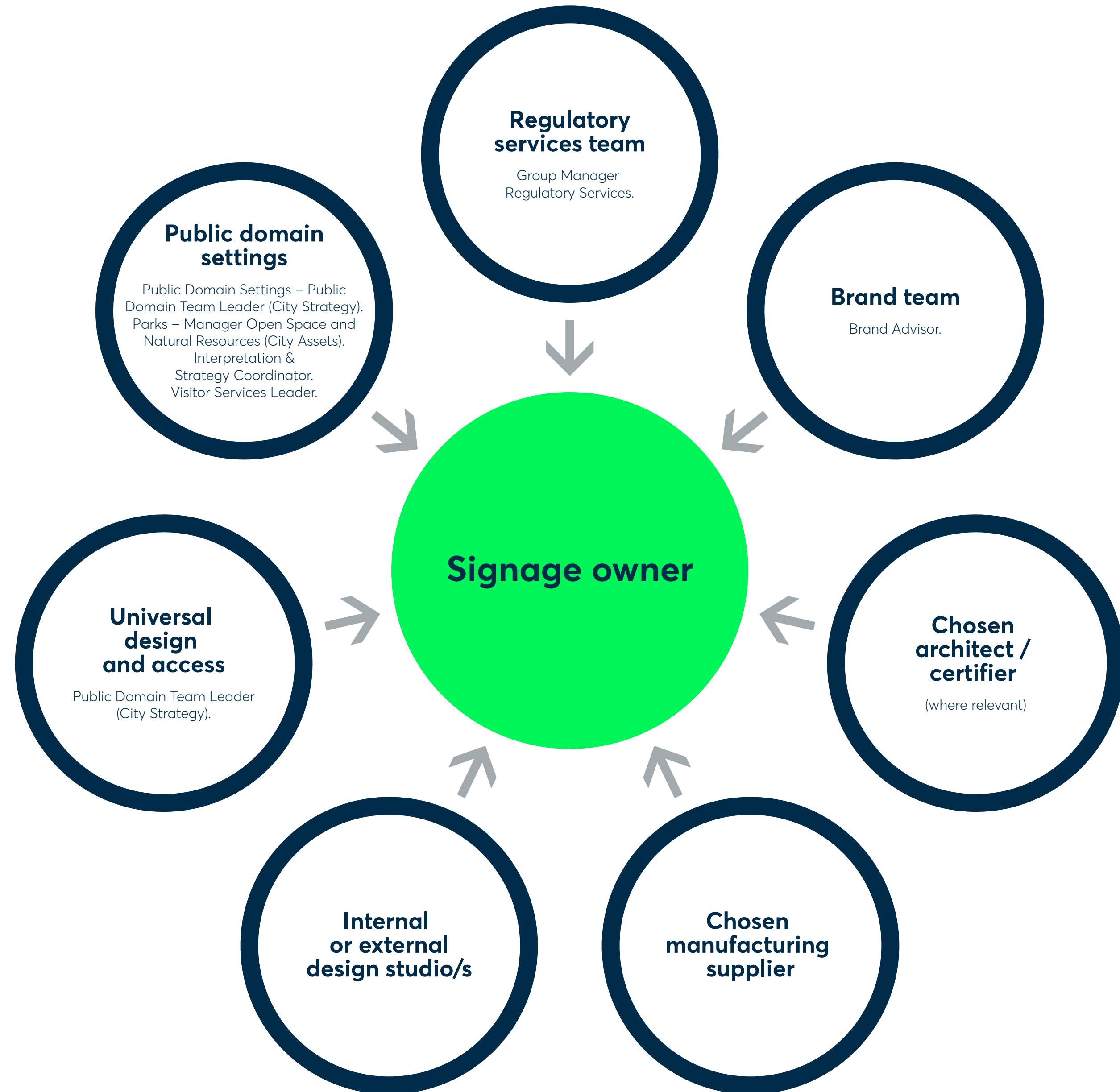
- + How to audit and procure signage, as well as how to evaluate signage.
- + When to update signage (for example, to reflect a change in use or legal requirement and/or to remedy graffiti or damage).
- + Updates v new scenarios; how the process differs.
- + Accessibility and inclusiveness (consideration and application).
- + Identifying opportunities for greater engagement and enjoyment.
- + Production considerations.

Your team

In addition to the key stakeholders listed in the diagram, the following key personnel at Council can assist you throughout the process of creating park signage and wayfinding:

Manager Open Space & Natural Resources
James Smallson
jsmallson@cityofparramatta.nsw.gov.au
+61 2 9806 8271

Supervisor Landscape-Architect
Adam Cook
acook@cityofparramatta.nsw.gov.au
+61 2 9806 8220



Process overview

Outlined right is a typical process for implementing signage. It identifies the stages of planning and implementation and who is responsible for each step.

The process is the same for one sign or one thousand.

KEY:



boxes indicate where City of Parramatta and/or a nominated Consultant carries out the work.



boxes show where the Graphic Consultant or the Signage Contractor share responsibility to deliver the work.



boxes indicate where the Signage Contractor is responsible for carrying out the work.



boxes indicate where the Brand team contribute to and approve the work.



triangles indicate key moments to refer to the wayfinding signage guidelines.



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Introduction

Streamline and unify the design of signage across the LGA.

Bring signage designs in line with the new COP visual identity.

Declutter and simplify signage design and messaging.

Create logical hierarchy/ levels of signage design and principles for use.

Provide a robust and flexible design system to help accommodate future needs.

Increase visual identity presence and positive engagement with community.

Identify opportunities for design improvement and consistency.

Efficient ongoing design assessment and refinement.

Design decisions are made from a user (community) perspective and respond to user needs - understanding when and how facilities are used is critical.

Designed to deliver the right information at the right time in the user journey.

Signage should be present when required and visually recessive when not required. This takes thoughtful design and careful planning.

These guidelines provide the graphic principles for our signage design. It will assist in achieving visual consistency and meeting our high design objectives, regardless of signage owner or manufacturer. Please note that the physical hardware is not covered by this document – it aims to capitalise on existing hardware and generate greater efficiencies moving forward.

Wayfinding trumps visual identity or other messaging.
Function first, form second.

Functionally and design efficient with moments that engage, delight or surprise.

Our design strategy

The City of Parramatta has over 360 parks under management and it takes many committed groups of stakeholders to achieve graphic design consistency and relevancy. We are committed to maximising the use and user enjoyment of our parks and this document serves to direct design delivery to help best service our community and represent our council brand.

Parks, large and small are generally categorised into the following groups; sports fields, picnic, and other. Each has differing requirements and each category has a vast degree of options and variables so a flexible design system is required to meet the immediate requirements as well as accommodating future needs. So how do we approach signage and wayfinding graphic design and artwork for the City of Parramatta parks?

Our graphic design approach to park signage and wayfinding:


We aim to deliver the right information at the right time in the user journey. Our design decisions are made from their perspective. By considering wayfinding early in the planning

and design phases there is likely to be fewer sign design requirements, which are then better integrated into the environment – discrete when they need to be, and stand-out when appropriate. Overall, good wayfinding graphic design leads to a better experience.

The three key components for creating graphic design for wayfinding are orientation, direction giving and decision-making.

First time visitors need to be given the confidence to navigate and explore their way around the environment, while repeat visitors need to feel a sense of relaxation and familiarity. Creating successful wayfinding design is all about understanding the various 'users' and their needs.

Creating the perfect visitor experience is the ultimate aim, but in reality very hard to achieve, especially when most experiences are self-navigated and managed. Clear paths are created but often, getting off the beaten track is the whole point and where enjoyment exists for many, so flexibility and options are crucial.



Our aim is to design signage and wayfinding that are intuitive and functional. Ultimately if we are successful, visitors will remember their trip for the right reasons: enjoyment and relaxation!

Some sign design considerations:

Design orientation

We choose to locate and orientate signs in the most logical places and directions. Understanding the direction of preferred (and possible) approach is critical.

Signs should generally be orientated at 90° to the path of travel so it can be seen and read upon approach and the content applied to each sign is carefully adjusted to that specific location and to read above as ahead.

This means that a sign identifying a park that sits alongside a road should have its content duplicated on both sides and (where possible) should be set at 90° so that it can be read upon approach from either direction.

Placement – safety first

Locating the signs should be contextual and not be disruptive or a danger to users.

Generally signs should be placed just off the path of travel, ready to help if needed but safely out of the way if it isn't or safely over head height if mounted on a pole or other hardware.

Blade sign designs

Signs that have blades pointing to a destination must be orientated accurately to point in the correct direction.

Form follows function for sign design

Note that wayfinding trumps visual identity or other messaging. Our graphic design sign family has been developed to respond to typical wayfinding journeys for pedestrian, cyclist and vehicular users approaching the park via public transport, private vehicle and bicycle.

Progressive and helpful disclosure

The design of the sign family and placement strategy illustrated in this document is based on a hierarchical approach. When information is given too early the user can become overloaded with information and require continual confirmation along the journey. A proliferation of signage across the site does not aid in legible wayfinding and is expensive to maintain.

The recommended approach is to develop a systematic delivery of information across the site that responds to the journey step-by-step. Navigating to major destinations is aided by visual cues and maps, which also illustrate facilities including toilets, picnic areas, major tenants and cafés as well as sporting fields.

Hierarchy of information is critical

The sign family and graphic layout design is hierarchal in the sign form, sign content and font size and weight. Not all destinations can be illustrated on the signs so a descending order of importance is used to determine sign content.

Welcome signs design

Upon arrival we need to establish where you have arrived (name of the park) then destinations available within the park (sporting fields, toilets, playground, etc) and then more functional information (like operating hours, booking or contact details). Acknowledgment of Council through the use of our logo is important but only for recognition that this is owned/managed/a facility provided by City of Parramatta. These signs are not intended to be billboards so our logo is a secondary element, an endorsement, not the biggest or first thing you see.

The same is true for acknowledging the traditional land owners and significance of this area in our history. We choose to adopt a dual language strategy on our signs in the appropriate locations.

Many types of sign designs

We have developed a huge variety of sign design templates to unify the look of our wayfinding signs and meet the different messaging requirements, whether they are applied to new or existing pieces of signage hardware but this does not mean they should all be used, all of the time.

Designed with simplification in mind

De-cluttering and simplifying signage in our parks is vital. One solution is through the careful use of colour. Our primary identification signs have our blue as their base, a high contrast white for text and a vibrant green for attracting attention. We invert this colour way for directional signage for cut through and clarity. An option also exists for signs to retain their raw material as a base (timber/aluminum) and use a blue paint fill or engraving for text.

Consistent design system

Most signs feature the circle, use our palette and font. All connected but subtly different and over time, users will learn to look for the green circle when needing assistance, the blue signs for key information and white panels for directional information.

Design for temporary signage

Beyond our permanent signage we must also take great care with temporary signage needs. We provide clear design guidelines about what is acceptable in parks, how and when they should be designed and displayed.

Having a common approach to temporary signage enables us to realise cost and functional efficiencies and improved aesthetic results.

Best practice graphic design standards

Without exception, our signage graphic design approach and delivery needs to comply with best practice standards. Messaging should be legible, easy to read and have high contrast with the background. Where appropriate text should be paired with pictograms that are clearly understood (an important feature for a multi-cultural community) and meet our regulatory requirements in a friendly and welcoming way.

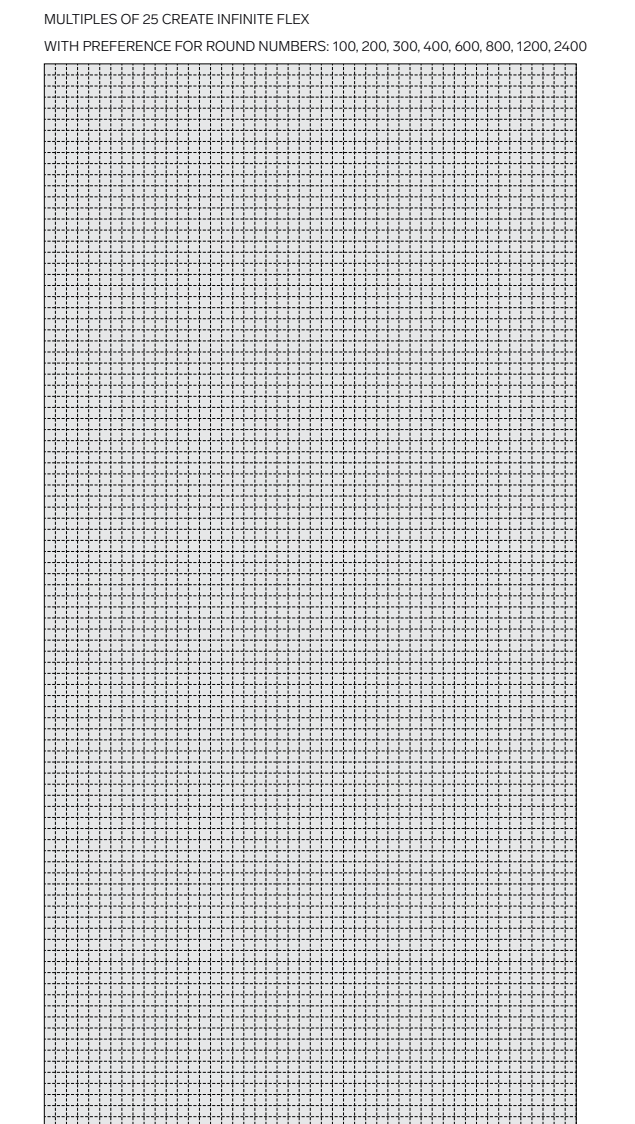
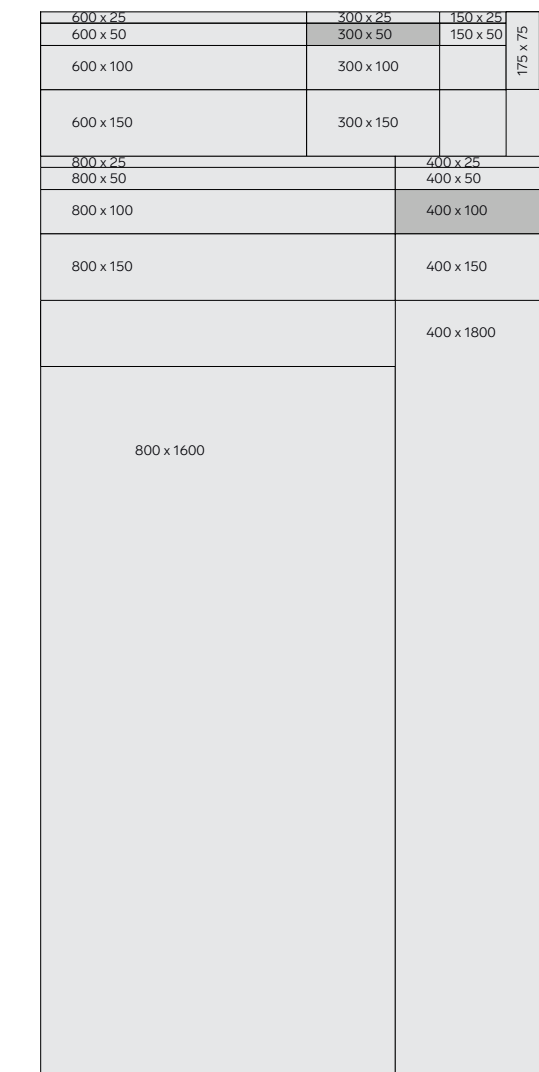
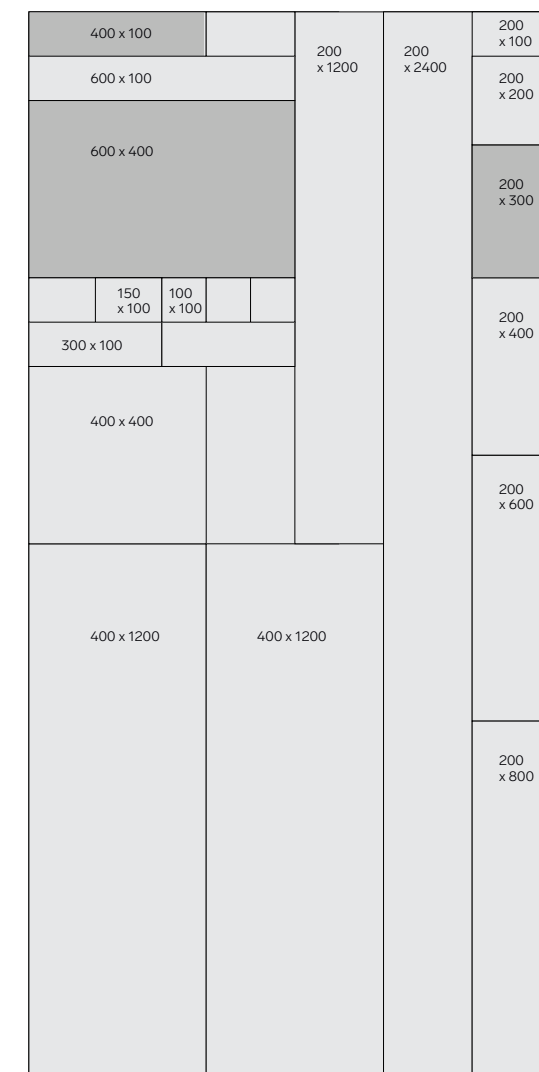
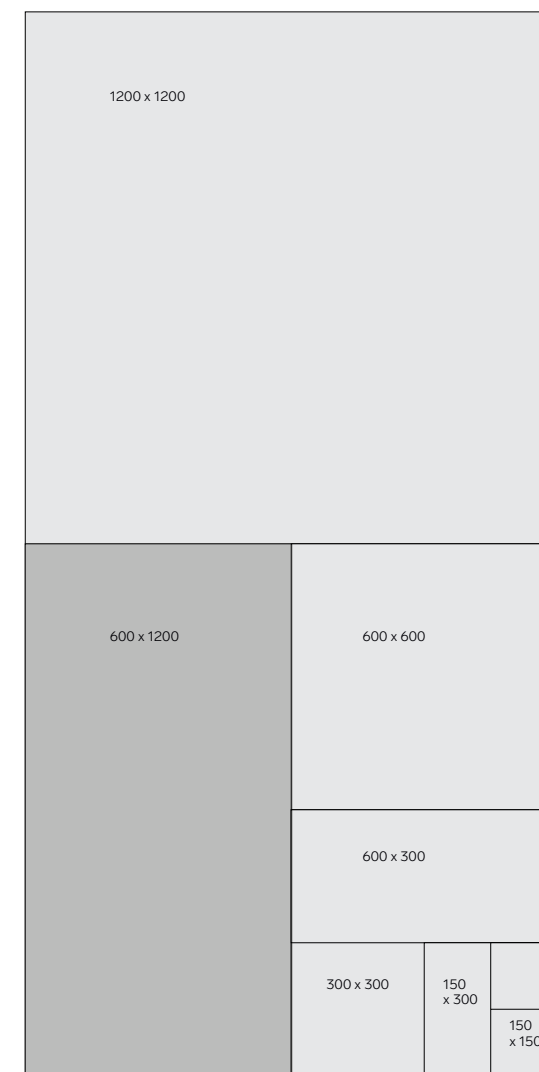
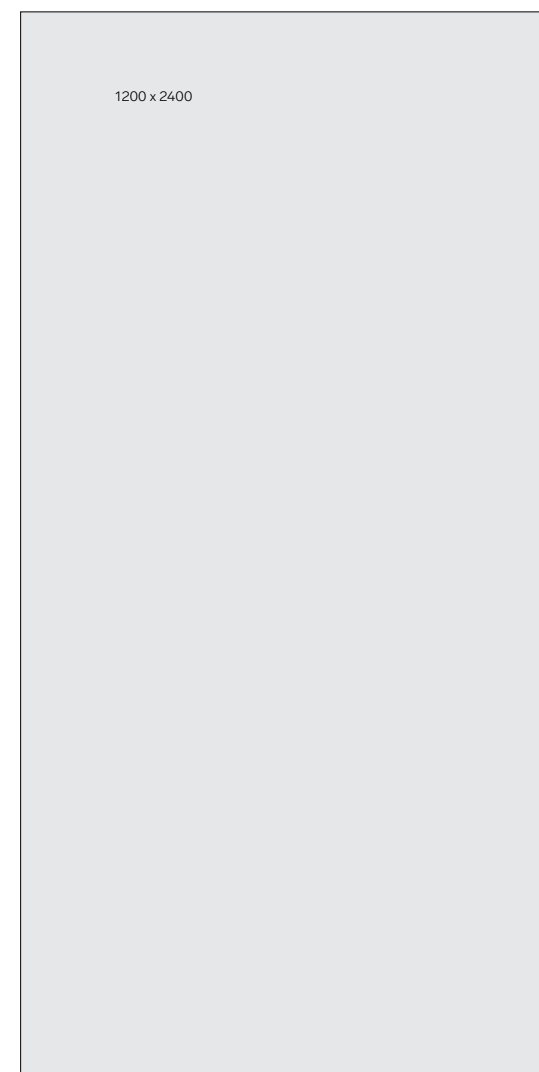
Consider the design context

As budgets become available, legislation is changed or replacement is required, the new signage family should be implemented. When designing signs, it is important to consider neighbouring existing signs that may need to remain to make sure there are no conflicting messages, styles or directives. Whilst not aesthetically ideal, a period of time to allow for the transition between current and new signage is required and acceptable.

Discover greater detail around this strategy and the theory behind it as you read on...

Introduction to our signtype designs & flexible design templates

- + For efficiency, we have established a set of common sizes that can be selected for use.
- + The sign designs are made flexible by providing a series of graphic templates to accommodate many different types of information.
- + One or multiple templates can apply to any of the signs.
- + These templates can be used to generate actual sign content which is subsequently approved for production and installation.
- + The design templates allow the same signtype to be utilised for various different types of information delivery.
- + Our sign designs are based on an assessment of existing hardware and being divisible of an original 1200x2400 sheet size to suit the machine capabilities at the Signage Print Shop at the ROC and maximise output with minimal wastage.



Flexible templates

Flexibility in our signage is enabled by the ability to deliver different types of messaging via the same signtype by using pre-defined content templates.

These templates provide efficiency in the artwork phase by defining the size and location of key elements of our brand; logo, fonts, colours, etc and ensure consistency across the LGA regardless of staff member or supplier responsible for delivery.

Each template is an Adobe Illustrator file, layered with guides and placeholder content and can be downloaded from the Brand portal. Each template allows for our preferred Marsden background colour with white text and logos or the inverse (if appropriate). It also allows for content to be contextualised based on the actual location of that sign – inserting the real text and appropriate icons.

Directional arrows

Directional arrows can appear on the left or right hand side of the sign – this decision should be dictated by the direction of travel. Arrows that direct you to the left, should appear on the left end of the sign. Arrows that direct you to the right, should appear on the right (as illustrated here). As a consequence, some other elements (logo, acknowledgement, etc) will require relocation.

Arrows pointing up will direct the user to a destination that is straight ahead. An arrow pointing right means the user needs to turn right in relation to that sign (not in relation to North or any other historical technique).





Prioritising messages in our design delivery

We simply can't say everything. If we did we would confuse rather than help visitors navigate their way around confidently and our sign designs would be excessive in size, quality or just be confronting!

+ **Progressive and helpful design disclosure**

So by aiming to deliver the right information at the right time we create hierarchy and priorities of information. And apply them gradually across multiple signs as we lead our visitors to their destination or be available if they become disorientated along the way.

+ **Stand in their shoes**

When defining content for each sign, you will need to (figuratively) stand in their shoes and understand what information will be important to them at that moment.

+ **Consider the journey**

Upon arrival for example, content like the name of the park, where the entry is, identification that this is a City of Parramatta park or short history are important. They reaffirm for the visitor that they are in the right place and help them navigate safely from the street outside into the boundary of the park.

Then they seek destinations. The car park is this way, the community centre or tennis courts are over here. And sign designs should be of an appropriate size to convey the information relative to speed of approach. Signs read at speed from a vehicle needing to be proportionally larger and mounted higher than those read at pedestrian level and pace.

At the tennis courts, they want to know which is the one they have booked and what rules apply to its use. They may also be interested to know that a Pro tennis shop is onsite or how to contact Council if there is a problem.

+ **Walk the journey and test design solutions**

By walking this journey in the user's shoes we provide the right information at the right time and anything else (except where legislated) can be ignored or removed and delivered when it is truly relevant.

+ **Simplifying messages and using appropriate text sizes**

Consider the location and viewing distances associated with your signs. Too much text has been proven to discourage engagement so all messaging should be simplified and minimised.

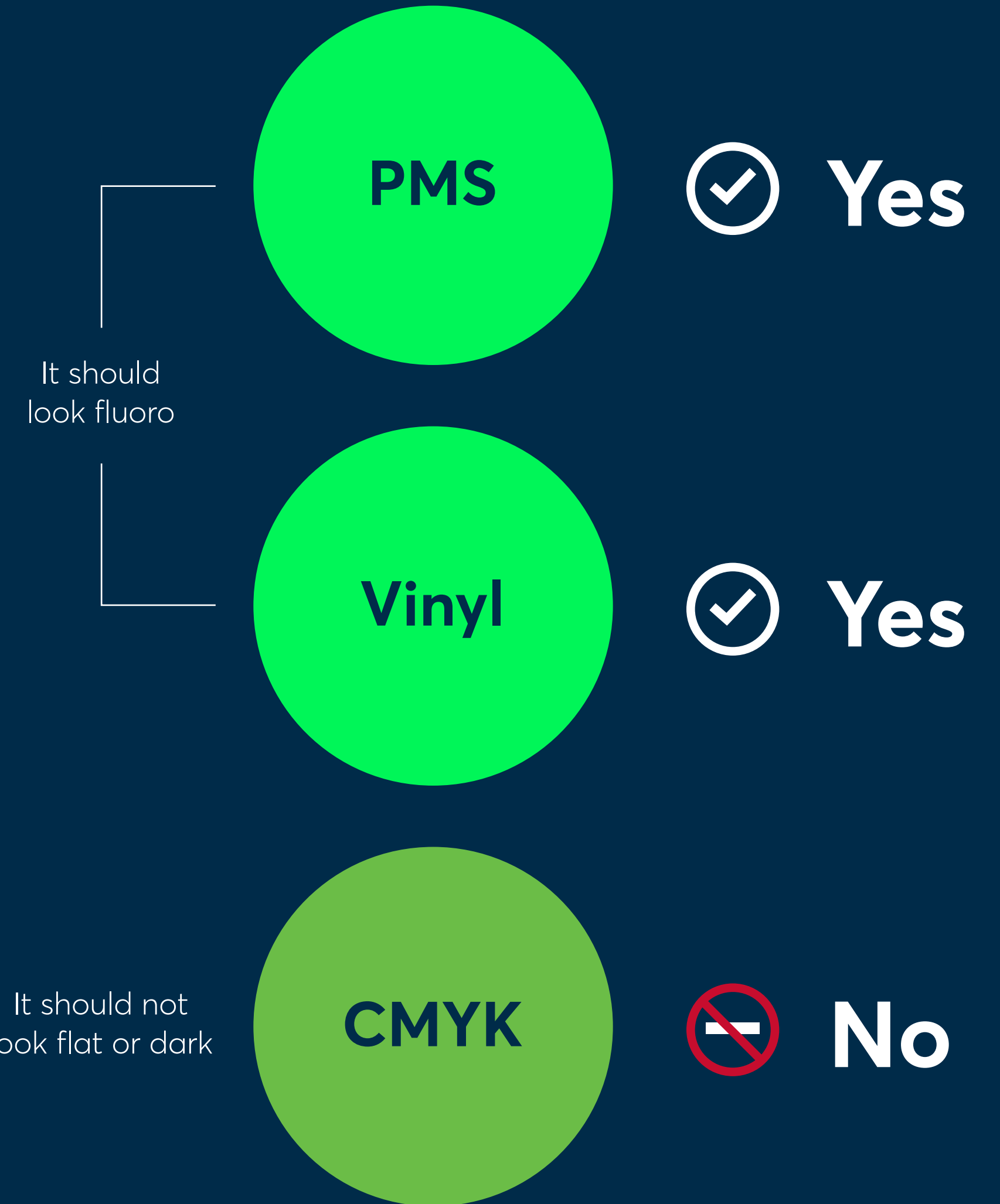
Using our circle as a beacon

As we increasingly own the circle through our brand implementation, so to we use the circle on our signage design. The circle is our beacon.

Primarily the circle will appear in our fluoro green. This is a very deliberate choice; it is easy to visually detect in both the urban and natural landscape and achieves a similar level of recognition and contrast to our previous yellow and black colour scheme.

The size and position of the circle upon each sign type design is dictated by context; on welcome and entry signs it appears large, on notices and warning signs it appears smaller and is positioned appropriate to the message being delivered and the height it is being mounted and viewed. It is intentional and intrinsically imbedded into the design of the system, that some signs are more dominant and some are more visually recessive. Each is predefined upon the artwork templates available for download and implementation.

Our moss green is our beacon, it requires special production to achieve the correct colour.



Design intent

This project has for the first time, unified internal stakeholders and externally, unified our signage and wayfinding design visually across the LGA. We thank you for being a part of the process and contributing your insight and expertise. It is a bold and progressive approach from Council which adopts many best-practice signage and wayfinding philosophies.

It will roll-out gradually but when complete, will provide our community with a strong, unified and helpful asset. To facilitate consistency and efficiency, editable artwork templates have been created. These are available to you and/or your chosen suppliers via the Brand portal to generate each individual piece of artwork during the production stage.

With so many stakeholders and suppliers delivering a new visual look against a new visual strategy and approach, **it is critical that the overarching high quality of the design and high quality of the finished, installed product is never compromised.**

Aboriginal dual language & acknowledgement

Council's dedication to our Reconciliation Action Plan and consultation with the ATSI committee has led to a resolution on our signage system where we acknowledge the traditional land owners and use dual language and acknowledgements to recognise our indigenous past.

We now welcome visitors in both English and Darug languages on all entry points to the City of Parramatta. The appropriate ways for this to be implemented are illustrated here and throughout this document on the appropriate sign types. The eel artwork should no longer be applied to any new signage.

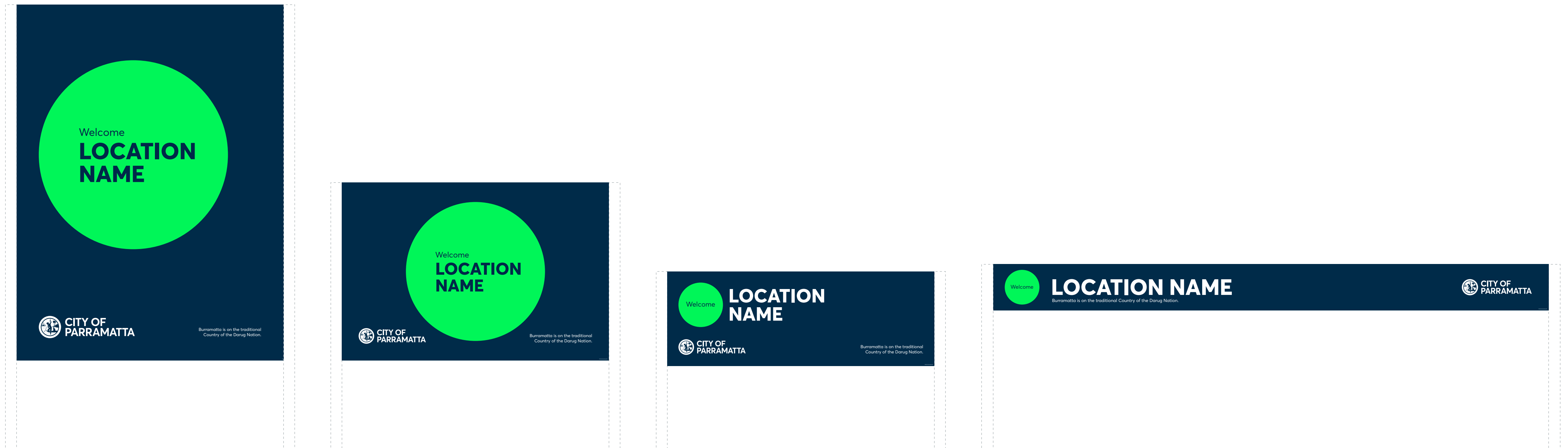
The Aboriginal components shown throughout this document are provided as an example only, to determine whether a sign requires these the signage owner should check against the following table. These options are further illustrated on the following pages. For any assistance to determine which option in the table is yours, please contact the Brand team – Vanessa Mouledous.

In some areas the traditional land owners are a local clan and 'Burramatta' should be replaced with the appropriate term. If some of your signs must bear the dual language and Darug Acknowledgement please check with David Moutou and Michelle Desailly whether your location has a Darug name and Burramatta is right for your location.

	What	Detail	Where
Option #1	Aboriginal acknowledgement	"Burramatta is on the traditional Country of the Darug Nation"	All CBD Wayfinding signs but inappropriate (eg public toilets)
Option #2	Long version of Dual language with Darug (name for location available) + Aboriginal acknowledgement	<ul style="list-style-type: none"> Welcome + English name for place / Warami + Darug name of location "Burramatta is on the traditional Country of the Darug Nation" 	Key transport / traffic / directional hubs signs across the LGA wherever an official Darug name for the location is available
Option #3	Short version of Dual language (no Darug name for location available) + Aboriginal acknowledgement	<ul style="list-style-type: none"> Welcome / Warami + English name of location "Burramatta is on the traditional Country of the Darug Nation" 	Key transport / traffic hubs signs across the LGA when an official Darug name for the location is available

Option #1

Aboriginal acknowledgement



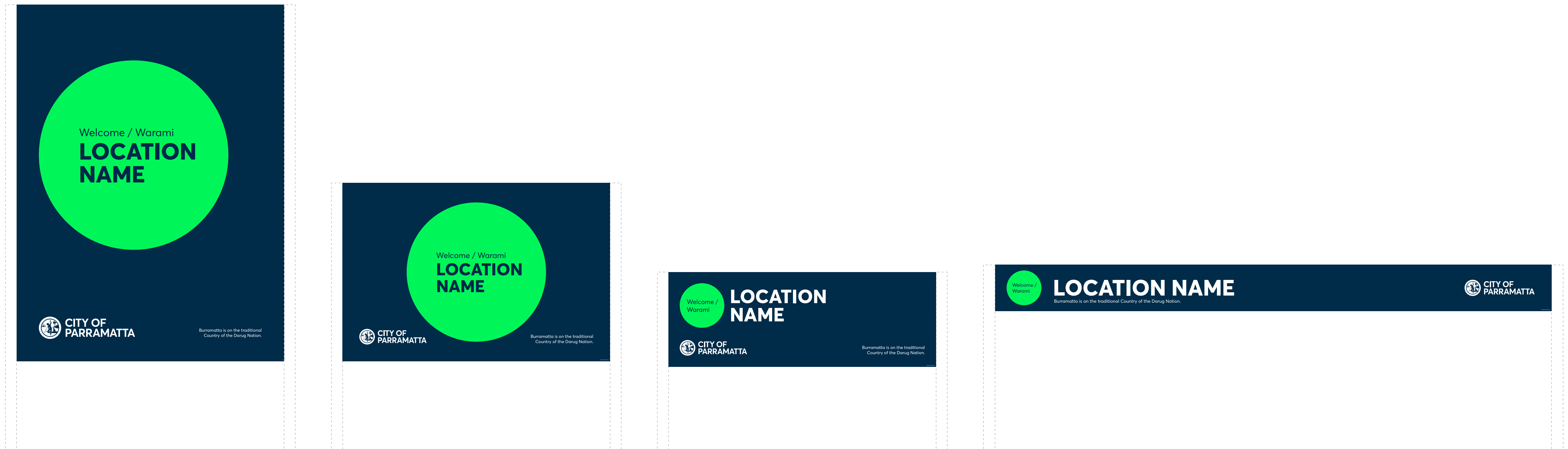
Option #2

Long version of Dual language with Darug (name for location available) + Aboriginal acknowledgement



Option #3

Short version of Dual language (no Darug name for location available) + Aboriginal acknowledgement



Design for regulatory signage

In order to be enforceable, regulatory signage needs to be highly visible.

Regulatory signs serve the following purposes:

- + informing the user about appropriate/prohibited behavior in specific places in the city
- + enabling Council to enforce the regulation
- + protecting Council's liability at most possible.

There are superseding regulations that require some signs to follow branding standards other than our own.

If any icon is used to express the regulatory message, it is strongly advised to accompany the icons with plain English text so the average person can understand the regulation fully, Council can then enforce the regulation in the case of any breach and Council's liability is protected.

It is strongly advised to contact the Regulatory Team when a regulatory sign has to be created/replaced/updated to get assisted and the sign approved.



NO SMOKING



NO LITTERING



NO PETS ALLOWED
WITHIN 10 METRES



NO FLASH
PHOTOGRAPHY



NO FEEDING
OF BIRDS



NO VEHICLE
ACCESS



NO GLASS OR
ALCOHOLIC
BEVERAGES



NO FOOD TO BE
CONSUMED WITHIN
THESE PREMISES





**Meet our
signtype
designs**

Meet our signtype designs

To help navigate all the different signtypes available to us, we have detailed a summary of each and the flex offered by templates.

Each series of signage consists of multiple signtypes. 'Signtype' refers to a common size. Signtypes are categorised by their design and use. There are six design categories that have been noted on each page:

- ID IDENTIFICATION**
- DR DIRECTIONAL**
- OP OPERATIONAL**
- PR PROMOTIONAL**
- TP TEMPORARY**
- XX CUSTOM/SPECIAL PROJECTS**

This document does not contain a comprehensive list of every signtype design and every template available but a reduced and recommended set based on site visit observation. As such, and to avoid duplication alphabetical listings might skip letters and signtypes.

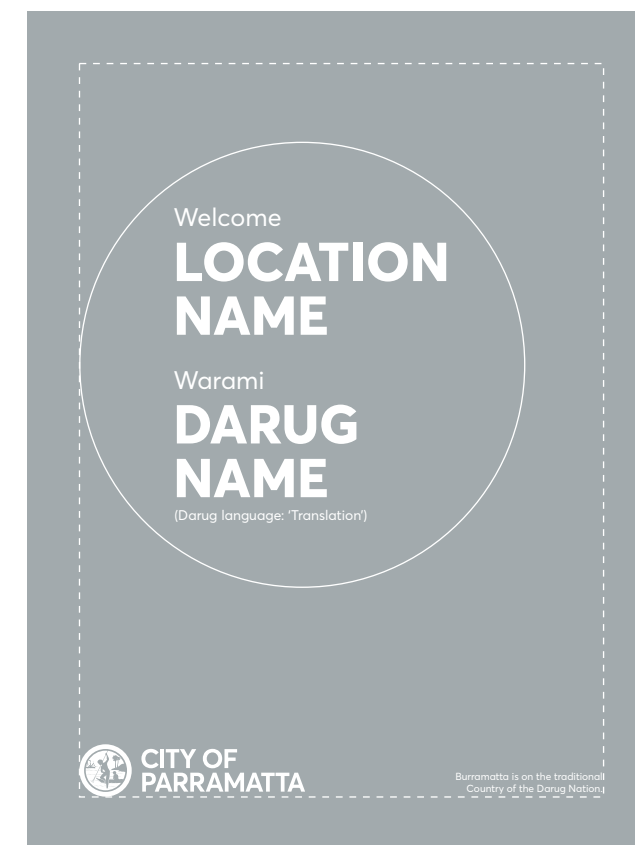
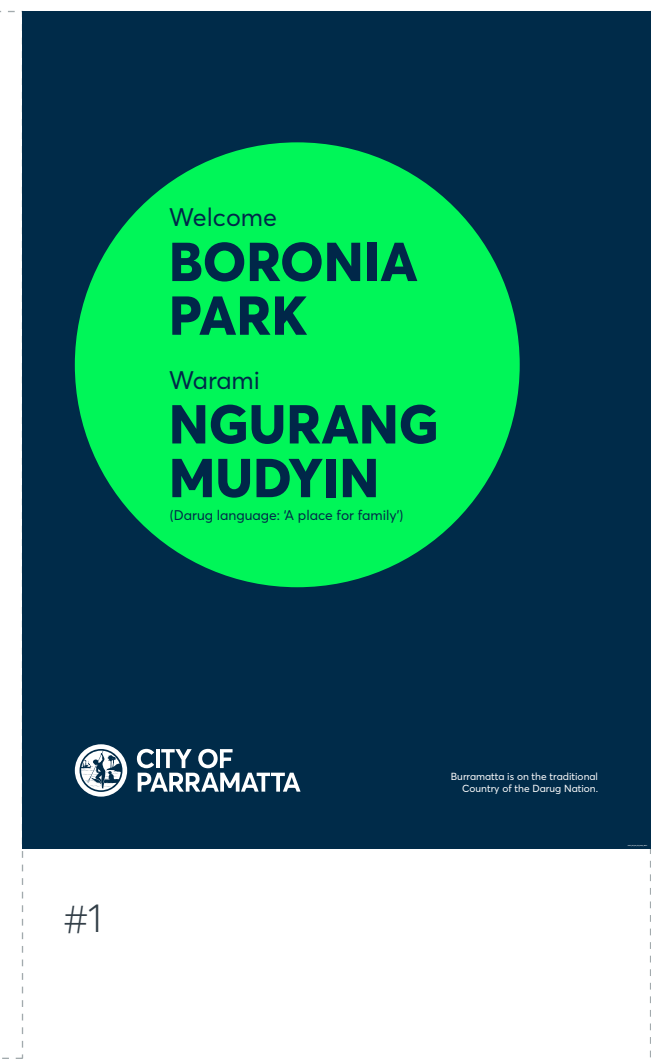
For additional signtypes and situations, a signtype overview is supplied in Addendum 01.

For special signage needs, please refer to page 42.

Please note, that this document will be updated (if required) following the review of signage programs as they are implemented should opportunities to refine the system be identified. Please check our Brand portal for the latest documentation.

A1

Please refer to page 19 for further explanation regarding dual language and acknowledgement.



Explanation: Pole mounted signage design for use at entrances for major wayfinding.

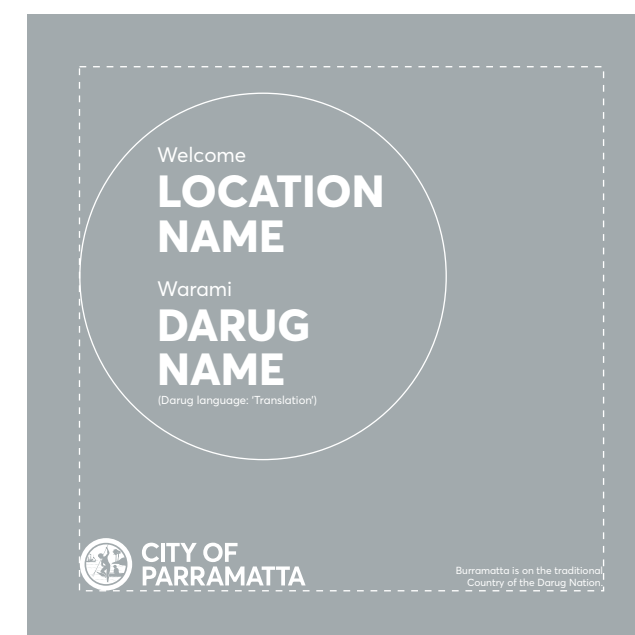
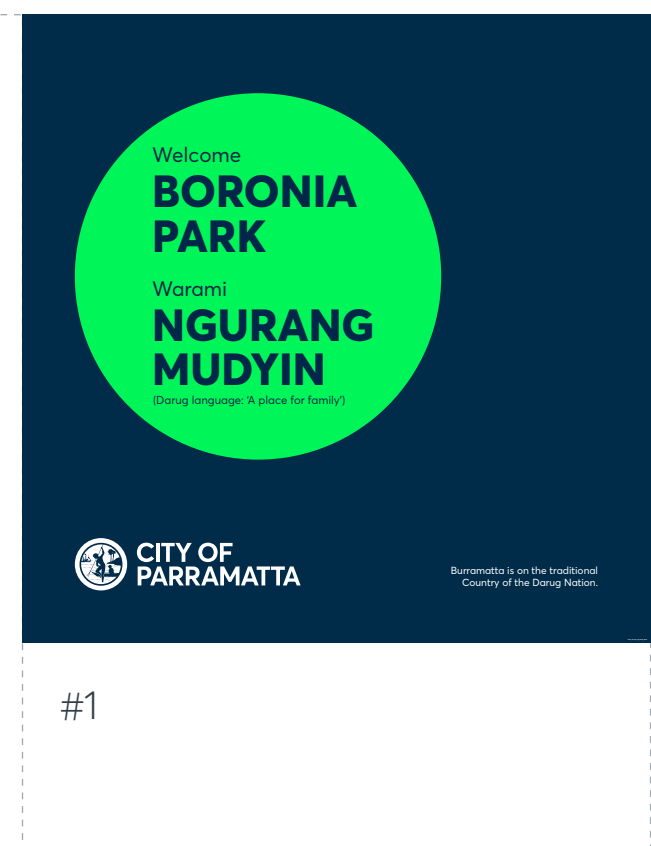
Purpose: Identification

Category: ID

Size: 1200 (W) x 1600 (H) mm

Available templates: 2

A2



Explanation: Pole mounted signage design for use at entrances for major wayfinding.

Purpose: Identification

Category: ID

Size: 1200 (W) x 1200 (H) mm

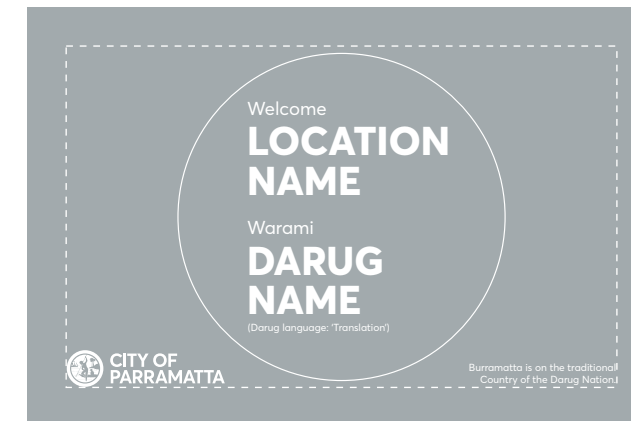
Available templates: 1

A3

Please refer to page 19 for further explanation regarding dual language and acknowledgement.



#1



Explanation: Pole or wall / fence mounted signage design for use at entrances for major wayfinding.

Purpose: Identification

Category: ID

Size: 1200 (W) x 800 (H) mm

Available templates: 1

A4



#1



#2a

Explanation: Pole or wall / fence mounted signage design for use at entrances for major wayfinding.

Purpose: Identification & Directional

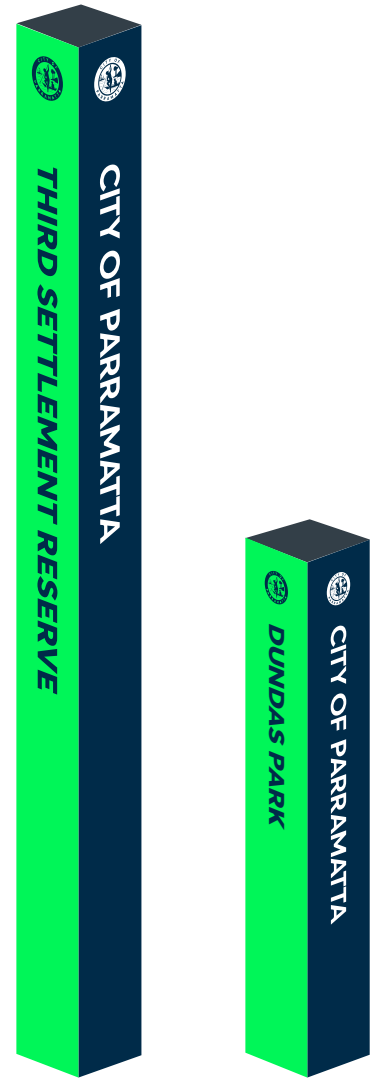
Category: ID & DR

Size: 1200 (W) x 425 (H) mm

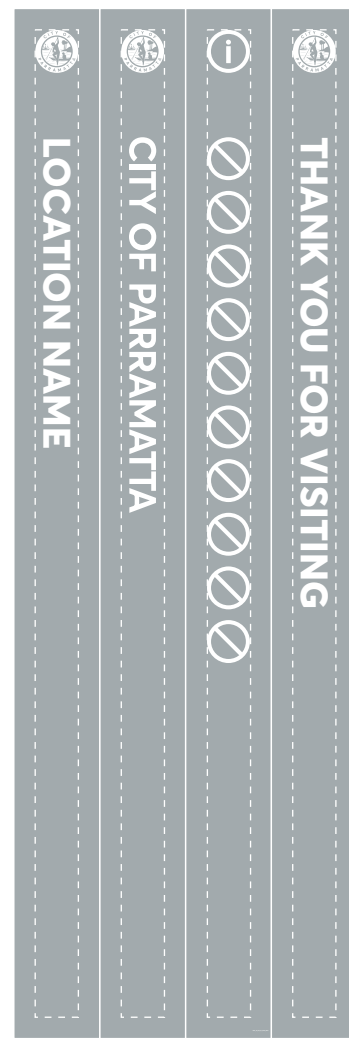
Available templates: 2

Note: Left and right options are included in the same template (#2).

A5-6



#1



A5

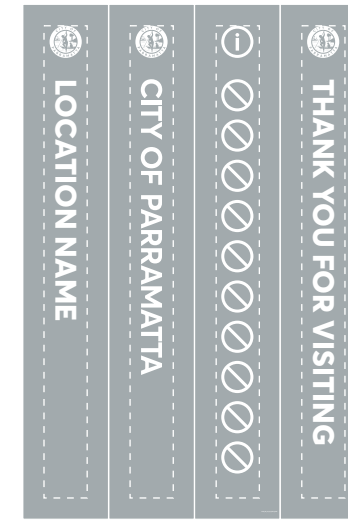
Size: 200 (W) x 2400 (H) mm
Templates: 1



#1

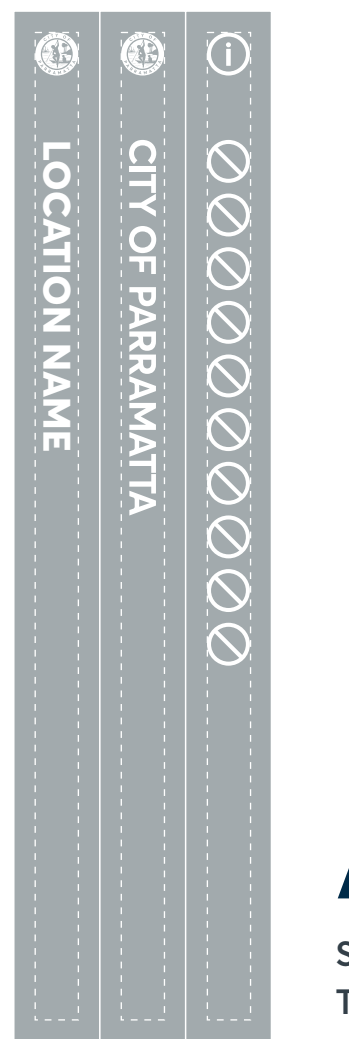
A6

Size: 200 (W) x 1200 (H) mm
Templates: 1



Explanation: Square pole signage design for major wayfinding.
Purpose: Identification
Category: ID
Size: 200 (W) x 1200 (H) mm and 200 (W) x 2400 (H) mm
Available templates: 2

A7-8



A7

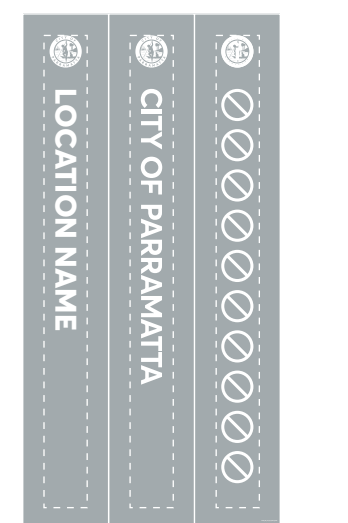
Size: 200 (W) x 2400 (H) mm
Templates: 1



#1

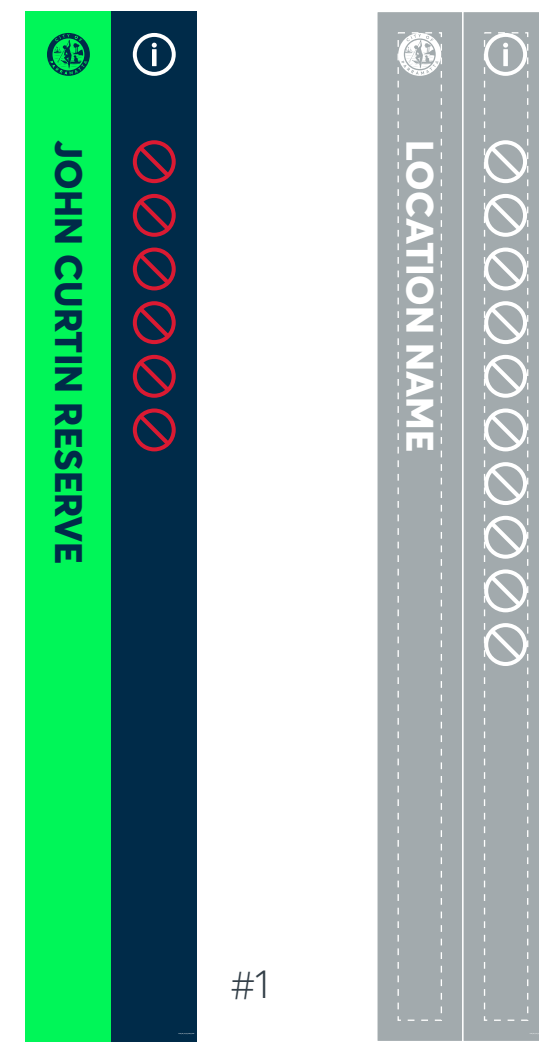
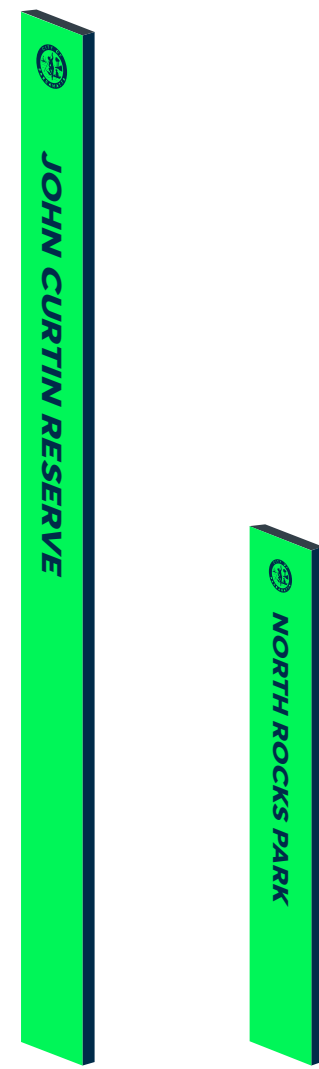
A8

Size: 200 (W) x 1200 (H) mm
Templates: 1



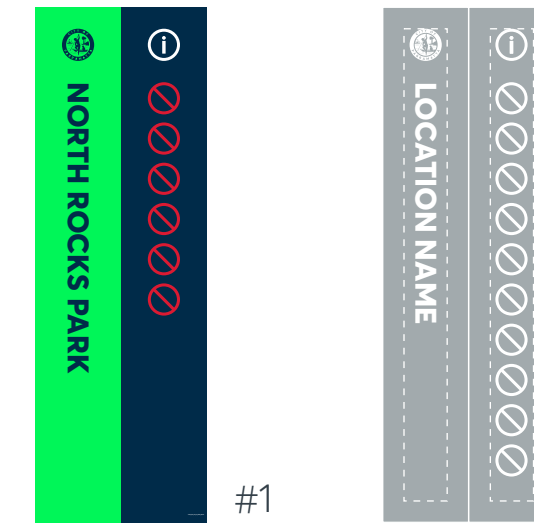
Explanation: Triangular pole signage design for major wayfinding.
Purpose: Identification
Category: ID
Size: 200 (W) x 1200 (H) mm and 200 (W) x 2400 (H) mm
Available templates: 2

A9 -10



A9

Size: 200 (W) x 2400 (H) mm
Templates: 1



A10

Size: 200 (W) x 1200 (H) mm
Templates: 1

Explanation: Blade signage design for major wayfinding.
Purpose: Identification
Category: ID
Size: 200 (W) x 1200 (H) mm and 200 (W) x 2400 (H) mm
Available templates: 2

A11



Explanation: Pole mounted signage design for use at entrances for major wayfinding.
Purpose: Identification
Category: ID
Size: 2400 (W) x 200 (H) mm
Available templates: 1

A14



#1



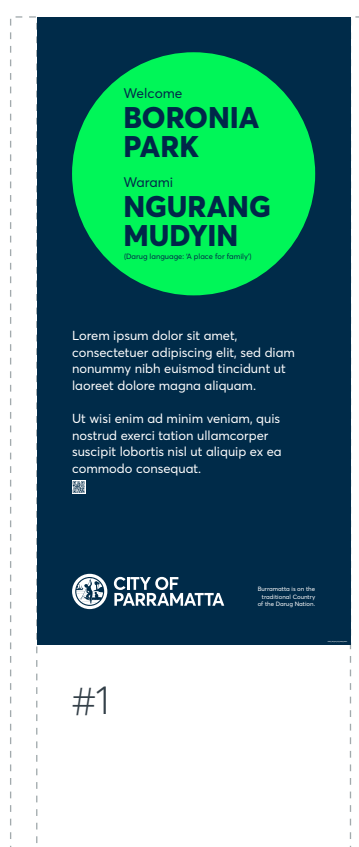
Variable width to fit text.
Outer margins always remain the same.

Signs can be left or right aligned as shown.

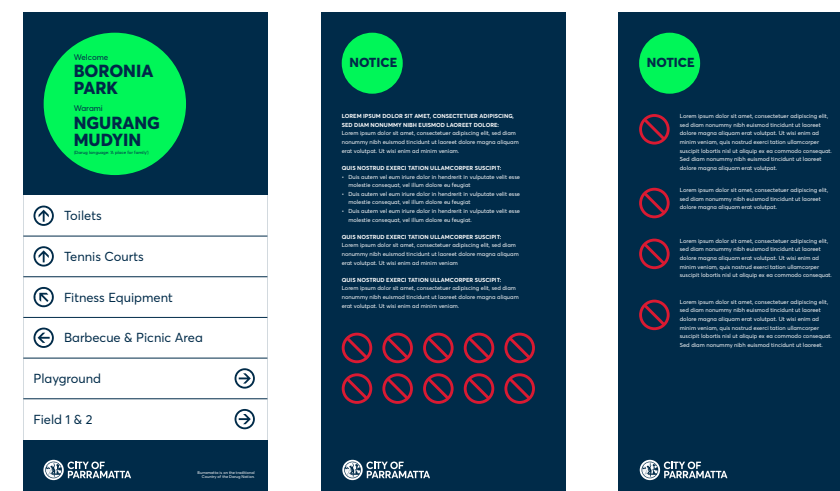
Explanation: Wall mounted signage design for wayfinding.
Purpose: Operational & Directional
Category: OP & DR
Size: variable width (to fit text) x 200 (H) mm
Available templates: 1
Note: Left and right options are included in the same template.

B1

Please refer to page 19 for further explanation regarding dual language and acknowledgement.



#1



#2

#3

#4

Explanation: Pole or wall mounted signage design for major wayfinding & information.

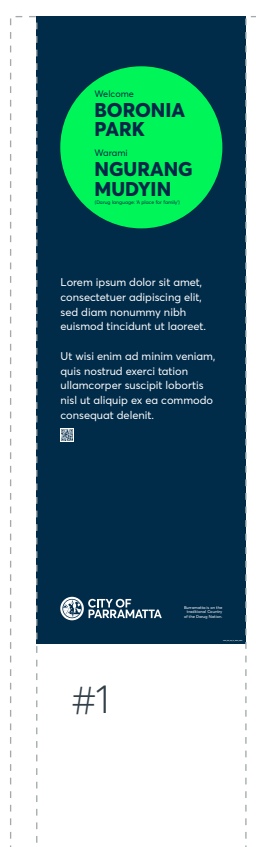
Purpose: Identification, Directional & Operational

Category: ID, DR & OP

Size: 600 (W) x 1200 (H) mm

Available templates: 9 (the most applicable templates are shown here)

B2



#1



#2

#3

#4

Explanation: Pole mounted signage design for major wayfinding & information.

Purpose: Identification, Directional & Operational

Category: ID, DR & OP

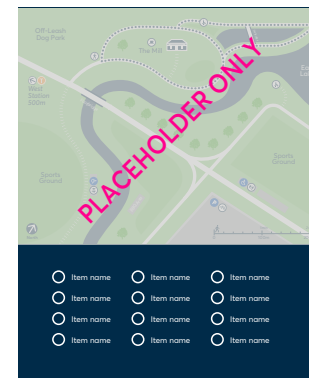
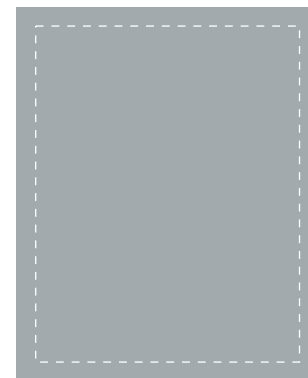
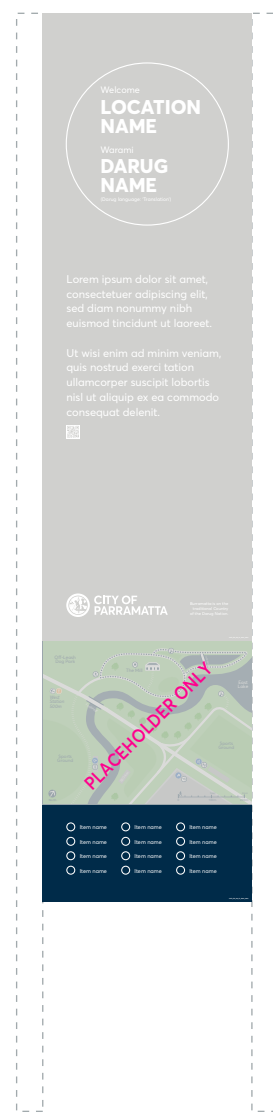
Size: 400 (W) x 1200 (H) mm

Available templates: 4

Pole mounted signage plates can also be used as wall mounted signage.

B3

Please refer to page 19 for further explanation regarding dual language and acknowledgement.



#1



#2a



#2b

Explanation: Signage design with content area for maps and partners/suppliers.

Purpose: Directional & Operational
Category: DR & OP

Size: 400 (W) x 500 (H) mm

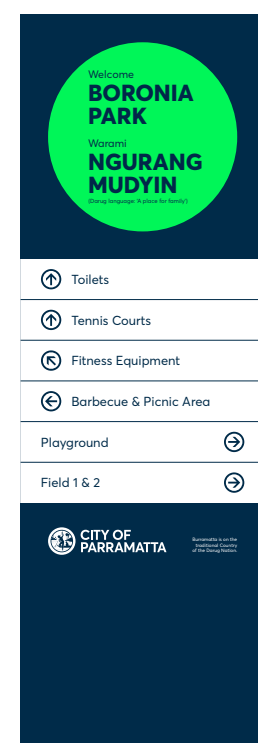
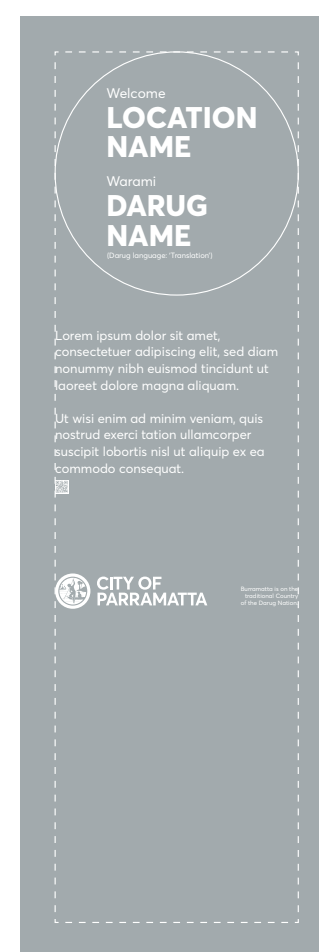
Available templates: 2

Note: Blue and white options are included in the same template (#2). Maps have been updated with new buildings and aligned to the new visual identity. For any assistance, please contact the Brand Team.

B4



#1



#2



#3



#4

Explanation: Floor mounted signage design for major wayfinding & information.

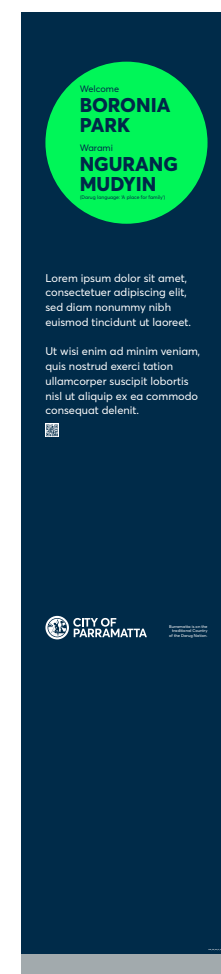
Purpose: Identification, Directional & Operational
Category: ID, DR & OP

Size: 600 (W) x 1800 (H) mm

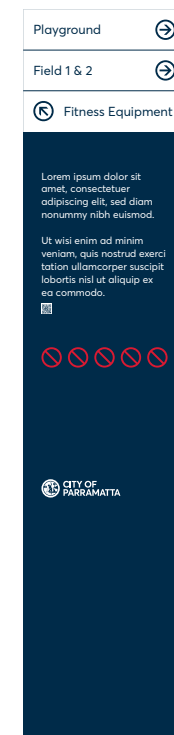
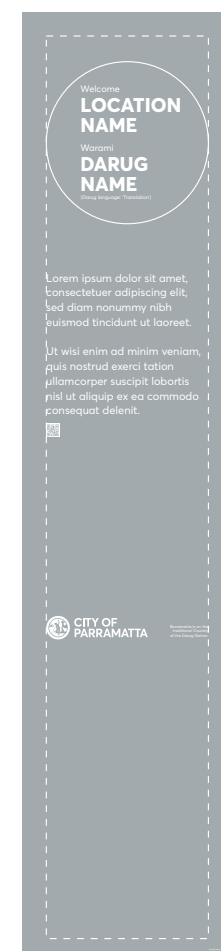
Available templates: 4

B5

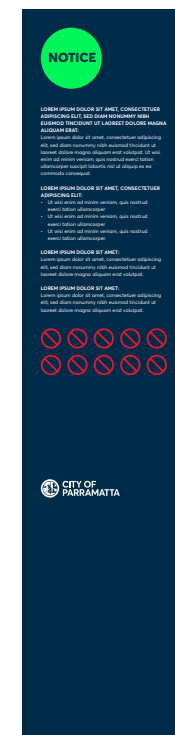
Please refer to page 19 for further explanation regarding dual language and acknowledgement.



#1



#2



#3



#4

Explanation: Floor mounted signage design for major wayfinding & information.

Purpose: Identification, Directional & Operational

Category: ID, DR & OP

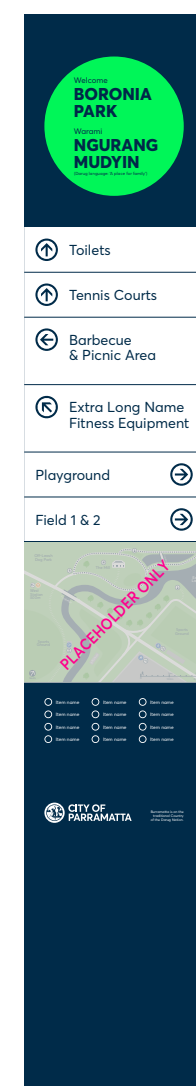
Size: 400 (W) x 1800 (H) mm

Available templates: 4

B6



#1



#2

Explanation: Floor mounted signage for major wayfinding.

Purpose: Identification, Directional & Operational

Category: ID, DR & OP

Size: 400 (W) x 2400 (H) mm

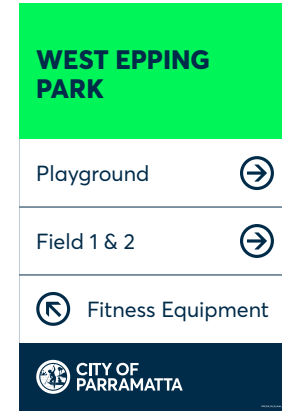
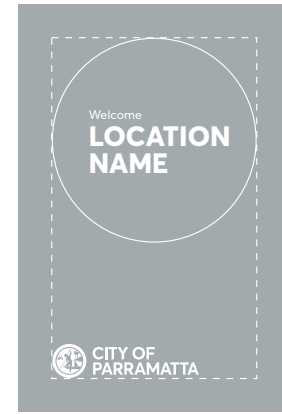
Available templates: 2

Note: This plinth can be customised with a digital screen.

C1



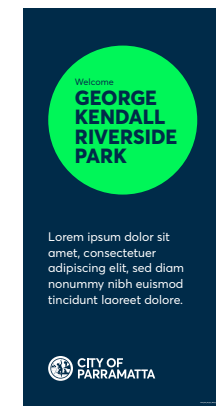
#1



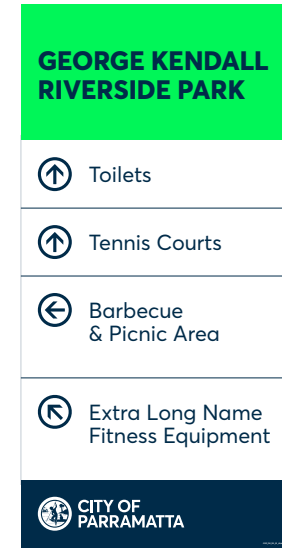
#2

Explanation: Pole mounted signage design for major wayfinding.
Purpose: Identification & Directional
Category: ID & DR
Size: 400 (W) x 600 (H) mm
Available templates: 2

C2

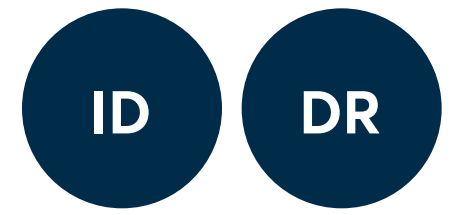


#1

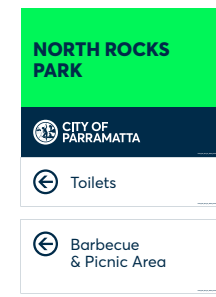


#2

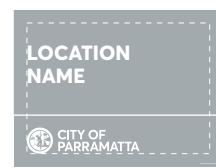
Explanation: Pole mounted signage design for major wayfinding.
Purpose: Identification & Directional
Category: ID & DR
Size: 400 (W) x 800 (H) mm
Available templates: 2



C3-6



#1



#1

C3

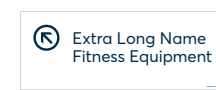
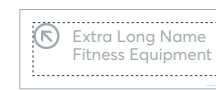
Size: 400 (W) x 300 (H) mm
Templates: 1



#1a

C4

Size: 400 (W) x 100 (H) mm
Templates: 1



#1a

C5

Size: 400 (W) x 150 (H) mm
Templates: 1



#1a

C6

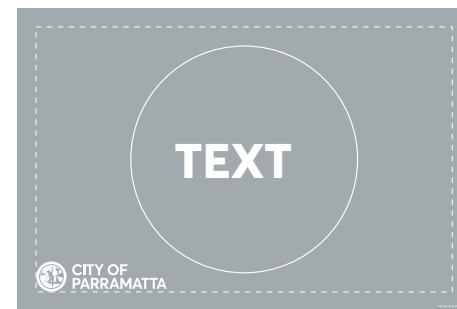
Size: 400 (W) x 200 (H) mm
Templates: 1

Explanation: Pole mounted signage design for major wayfinding.
Purpose: Directional
Category: DR
Size: 400 (W) x 100-300 (H) mm
Available templates: 4
 Note: Left and right options are included in the same template (C4-6).

D1



#1a



#1b



#2a



#3

Explanation: Wall mounted signage design for use on exteriors/interiors of buildings.

Purpose: Identification & Operational

Category: ID & OP

Size: 600 (W) x 400 (H) mm

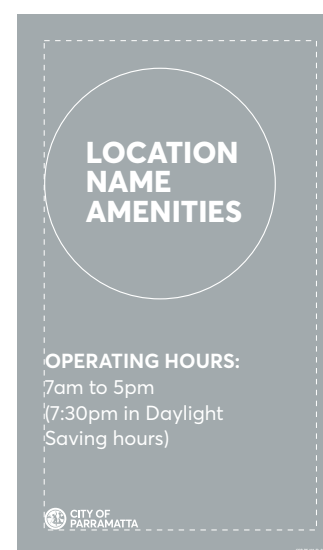
Available templates: 3

Note: Blue and white options are included in the same template (#2).

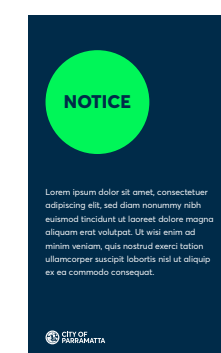
D2



#1



#2



#3a



#3b



#4a



#4b

Explanation: Wall mounted signage design for use on exteriors/interiors of buildings.

Purpose: Identification & Operational

Category: ID & OP

Size: 300 (W) x 500 (H) mm

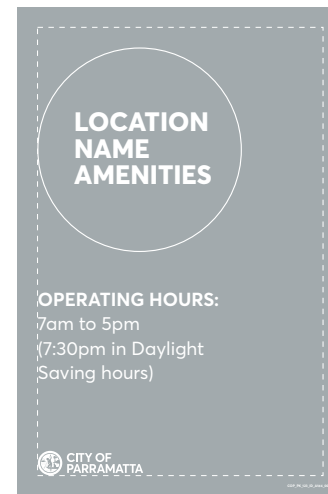
Available templates: 4

Note: Minor content variation options are included in the same template (#3-4).

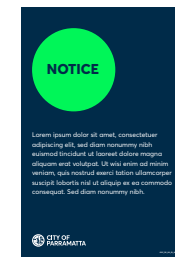
D3



#1



#2



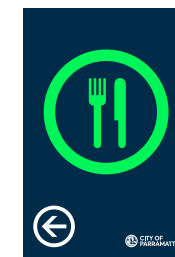
#3a



#3b



#4a



#5a



#7



#8b

Explanation: Wall mounted signage design for use on exteriors/interiors of buildings.

Purpose: Identification & Operational

Category: ID & OP

Size: 200 (W) x 300 (H) mm

Available templates: 8 (the most applicable templates are shown here)

Note: Blue/white and minor content variation options are included in the same template (#3-5 and 8).

D8 -10



#1



#2



Icon can be recoloured Moss across D8-15.



D8

Size: 600 (W) x 100 (H) mm
Templates: 2



#1



#2



D9

Size: 600 (W) x 150 (H) mm
Templates: 2



#1



#2



D10

Size: 600 (W) x 200 (H) mm
Templates: 2

Explanation: Wall or door mounted signage design for use on exteriors/interiors of buildings.

Purpose: Operational

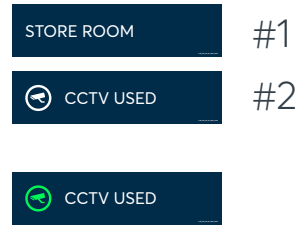
Category: OP

Size: 600 (W) x various height mm

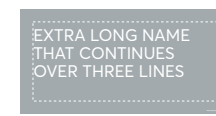
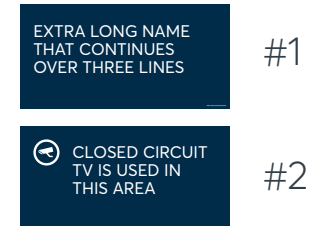
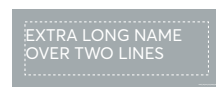
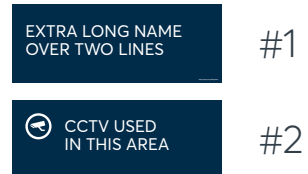
Available templates: 6

Note: Left and right options are included in the same template.

D11 -13



Icon can be recoloured
Moss across D8-15.



D11

Size: 400 (W) x 100 (H) mm
Templates: 2

D12

Size: 400 (W) x 150 (H) mm
Templates: 2

D13

Size: 400 (W) x 200 (H) mm
Templates: 2

Explanation: Wall or door mounted signage design for use on exteriors/interiors of buildings.
Purpose: Operational
Category: OP
Size: 400 (W) x various height mm
Available templates: 6
Note: Left and right options are included in the same template.

D14 -15



Icon can be recoloured
Moss across D8-15.



D14

Size: 300 (W) x 100 (H) mm
Templates: 2

D15

Size: 300 (W) x 150 (H) mm
Templates: 2

Explanation: Wall or door mounted signage design for use on exteriors/interiors of buildings.
Purpose: Operational
Category: OP
Size: 300 (W) x various height mm
Available templates: 4
Note: Left and right options are included in the same template.

D22-23



D22

Size: 150 (W) x 150 (H) mm
Templates: 2

D23

Size: 100 (W) x 100 (H) mm
Templates: 2

Explanation: Wall mounted signage design for use on exteriors/interiors of buildings.
Purpose: Operational
Category: OP
Size: Various
Available templates: 4

D24-26



D24

Size: 150 (W) x 100 (H) mm
Templates: 1

D25

Size: 100 (W) x 50 (H) mm
Templates: 1

D26

Size: 150 (W) x 25 (H) mm
Templates: 1

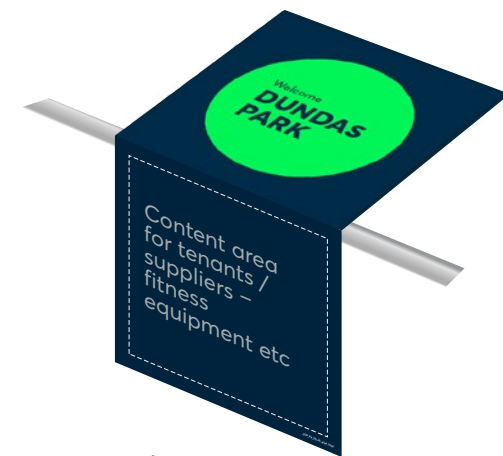
Explanation: Plaque signage design.
Purpose: Identification
Category: ID
Size: Various
Available templates: 3
Note: The logo and/or unique identifier can be removed from D24-26 when it is not appropriate.

E1



Explanation: Specialty mounted signage design for major wayfinding & information.
Purpose: Identification & Operational
Category: ID & OP
Size: 400 (W) x 500 (H) mm
Available templates: 2
Note: These signs should be located in privately or Council owned property, not in the public footpath.

E2



#1a



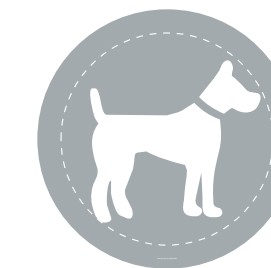
#1b

Explanation: Signage design with content area for partners/suppliers.
Purpose: Identification & Operational
Category: ID & OP
Size: 200 (W) x 400 (H) mm
Available templates: 2
 Note: These signs should be located in privately or Council owned property, not in the public footpath.

E3



#1a



#1b

Explanation: Wall/door mounted signage design.
Purpose: Identification
Category: ID
Size: 500 (W) x 500 (H) mm
Available templates: 1

STENCIL

F1-4



#1a



DOG PARK



DOG PARK



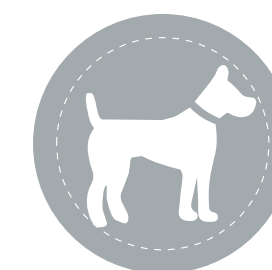
RECYCLED WATER



RECYCLED WATER



#1



Explanation: Stencil signage design for use on paths/floors or car park pillars.
Purpose: Promotional
Category: PR
Size: Various
Available templates: 4



#1b



WATER

#1 – Editable icon & text, fit within dotted line area



FREE WIFI

#1 – Editable icon & text, fit within dotted line area

F1

Size: 200 (W) x 200 (H) mm
Templates: 1

F2

Size: 350 (W) x 300 (H) mm
Templates: 1

F3

Size: 350 (W) x 375 (H) mm
Templates: 1

F4

Size: 500 (W) x 500 (H) mm
Templates: 1

H1 -2



#1a



#1b

H1

Size: 500 (W) x 500 (H) mm
Templates: 1



#1a



#1b

H2

Size: 250 (W) x 250 (H) mm
Templates: 1

Explanation: Vinyl decal signage design for use on exteriors of buildings.
Purpose: Identification & Operational
Category: ID & OP
Size: Various
Available templates: 2

H3 -6



#1 – Editable icon & text, fit within dotted line area

H3



#1 – Editable icon & text, fit within dotted line area

H4



#1a



#1b

H5



#1



#2



H6

Explanation: Vinyl decal signage design for use on exteriors of buildings.
Purpose: Operational
Category: OP
Size: Various
Available templates: 5
Note: Blue and white options are included in the same template (H5).

J1
-2

LOCATION NAME

LOCATION NAME

#1 – Editable text. Height specified only,
width of text is variable

J1

Size: 200 mm high text
Templates: 1

LOCATION NAME

LOCATION NAME

#1 – Editable text. Height specified only,
width of text is variable

J2

Size: 100 mm high text
Templates: 1

Explanation: Cut lettering signage design for use on exteriors of buildings.

Purpose: Identification

Category: ID

Size: Various

Available templates: 2

J3
-4

RESERVED

RESERVED

#1 – Editable text. Height specified only,
width of text is variable

J3

Size: 200 mm high text
Templates: 1

RESERVED

RESERVED

#1 – Editable text. Height specified only,
width of text is variable

J4

Size: 100 mm high text
Templates: 1

Explanation: Painted/stencil lettering signage design for use in car parks.

Purpose: Identification & Operational

Category: ID & OP

Size: Various

Available templates: 2

Unique & special signage designs

There is a far greater variety of signs here than required for most parks. They are provided to facilitate new parks and future proof the system.

Additional signtypes can/may be added over time. A library of artwork templates can be found on the Brand portal for future use.

When a new sign is required, there are three options:

1. The first option is to select from the options shown in this document.
2. If no signtype is appropriate in this document, please refer to Addendum 01 for a signtype overview, which documents every sign design and template available in the current system.

3. If this does still not meet your requirement a custom sign can be created and added to the library. Custom signs should adopt as much of the visual identity language as possible (font, colour, tone, etc for visual consistency and alignment in experience). Contact the Brand team.

If you are adding signs to a location be mindful of our desire to always declutter.

Special projects

This wayfinding system provides an effective base upon which special project signage can be added when appropriate. Special project signage can identify a significant area or be designed through materials or form, to integrate into a unique environment. When commissioning these signs it is important to understand the context of their location, as well as have them connect to the broader system. For example, they may use our brand assets even though the sign is made from timber instead of aluminium.

All special signage will require Brand team approval.

Design for accessibility & inclusiveness

Our parks are for the enjoyment of our entire community. As such it is important that we consider and provide accessible design solutions and pathways through our parks and community facilities.

There are a set of sign type designs specifically to mark accessible access and pathways. Shown on the following pages.

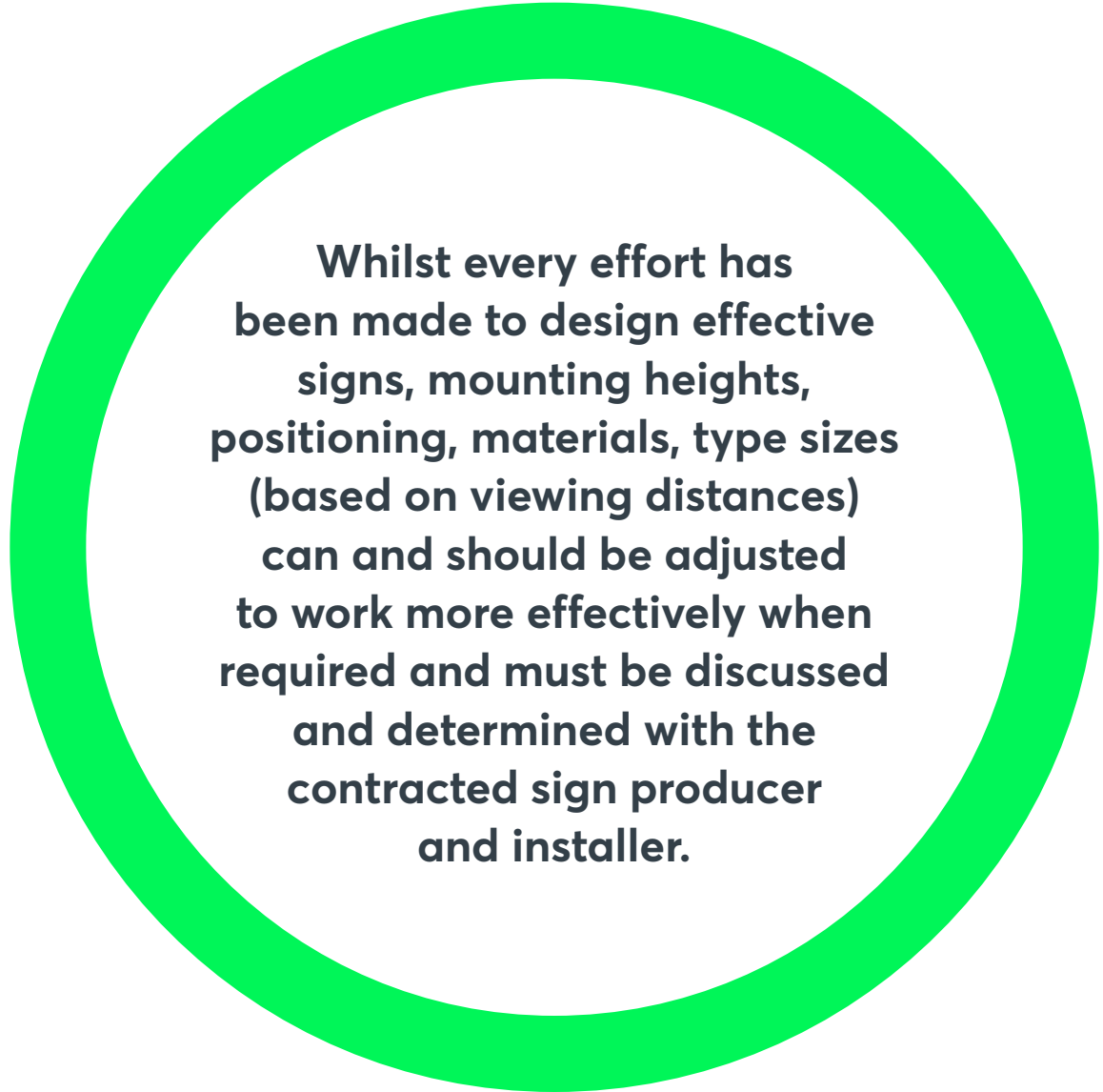
Where potential obstacles exist (a flight of stairs for example, an alternative route should be provided that can be taken for those who are less mobile or less agile.

It is important to understand the logic behind this guide and why decisions or recommendations have been made and then use that logic to make real world adjustments, not just follow the rules without thought. For example: when installing signs, it is important to consider the context of the environment in which they exist. Ask yourself:

- + Does the sun reflect upon the sign and make it hard to read?
- + Is a tactile floor required?
- + Is someone stopping to read a sign potentially in danger (too close to a main road or in a bike path)?

The design of the new signs has been checked by Council's Project Officer - Universal Design & Access and is compliant with current accessibility regulations at the time of project sign off.

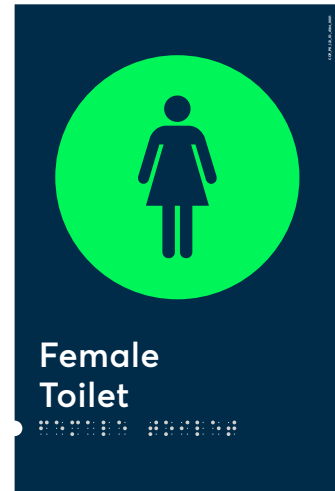
Before the final production stage of your signs, sampling of the moss green colour must be provided by your chosen contractor to confirm accurate colour matching is achieved with a minimum 80% matte finish to meet the anti-glaring measure required by Australian Standards.



Whilst every effort has been made to design effective signs, mounting heights, positioning, materials, type sizes (based on viewing distances) can and should be adjusted to work more effectively when required and must be discussed and determined with the contracted sign producer and installer.

D4

Please always discuss and determine accessible signage with the contracted sign producer and installer.



#1a



Icons must meet the minimum sizes set by Australian Standards.



#1b #2a #2b #2c



Identification & Directional icons
Colourways can be Moss on Marsden or Marsden on White.



Accessibility icons
Colourway is dictated by Australian Standards and cannot be altered.
POS icons are for light backgrounds, NEG icons are for dark backgrounds.

Explanation: Accessibility wall or door mounted signage for use on exteriors/interiors of buildings.

Purpose: Identification & Operational

Category: ID & OP

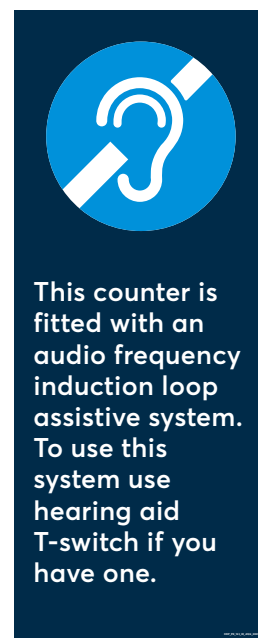
Size: 200 (W) x 300 (H) mm

Available templates: 2

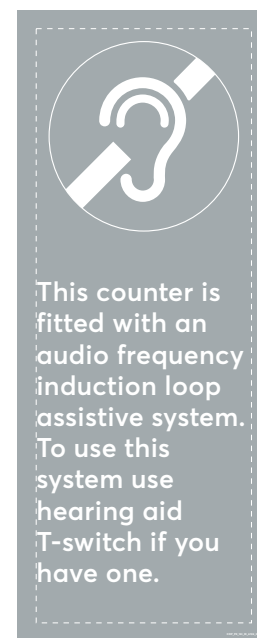
Note: Blue/white and content variation options are included in the same template.

Tactile (icons and text) and braille in 3D print. Braille must be located 8mm below the bottom line of text (not including descenders). Braille locator must be used if there are multiple lines of text – horizontally aligned with the first line of braille text, as per Australian Standards.

D5



#1



Icons must meet the minimum sizes set by Australian Standards.



Accessibility icons
Colourway is dictated by Australian Standards and cannot be altered.
POS icons are for light backgrounds, NEG icons are for dark backgrounds.

Explanation: Accessibility wall mounted signage design for use on exteriors/interiors of buildings.

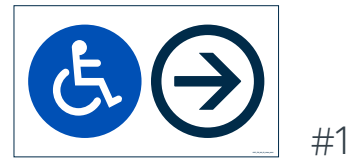
Purpose: Operational

Category: OP

Size: 200 (W) x 500 (H) mm

Available templates: 1

D6 -7



#1



D6

Size: 350 (W) x 200 (H) mm
Templates: 1



#1



D7

Size: 525 (W) x 200 (H) mm
Templates: 1



Accessibility icons
Colourway is dictated
by Australian Standards
and cannot be altered.

Identification
& Directional icons
Colourways can be
Moss on Marsden or
Marsden on White.

Explanation: Accessibility wall or door mounted signage design for use on exteriors/interiors of buildings.

Purpose: Directional

Category: DR

Size: 350 (W) x 200 (H) mm and 525 (W) x 200 (H) mm

Available templates: 2

Please always discuss and determine accessible signage with the contracted sign producer and installer.

Design for Statutory Signage

Statutory signage design will be required in some parks when the buildings they contain are surrounded by the park on all sides and doors exit directly into park spaces.

These signs must be allocated by the architect, certifier or replaced by City of Parramatta teams in accordance with current BCA and AS requirements.

Statutory signage generally identifies back-of-house facilities including fire doors and electrical panels used by all occupants in an emergency or by qualified maintenance staff.

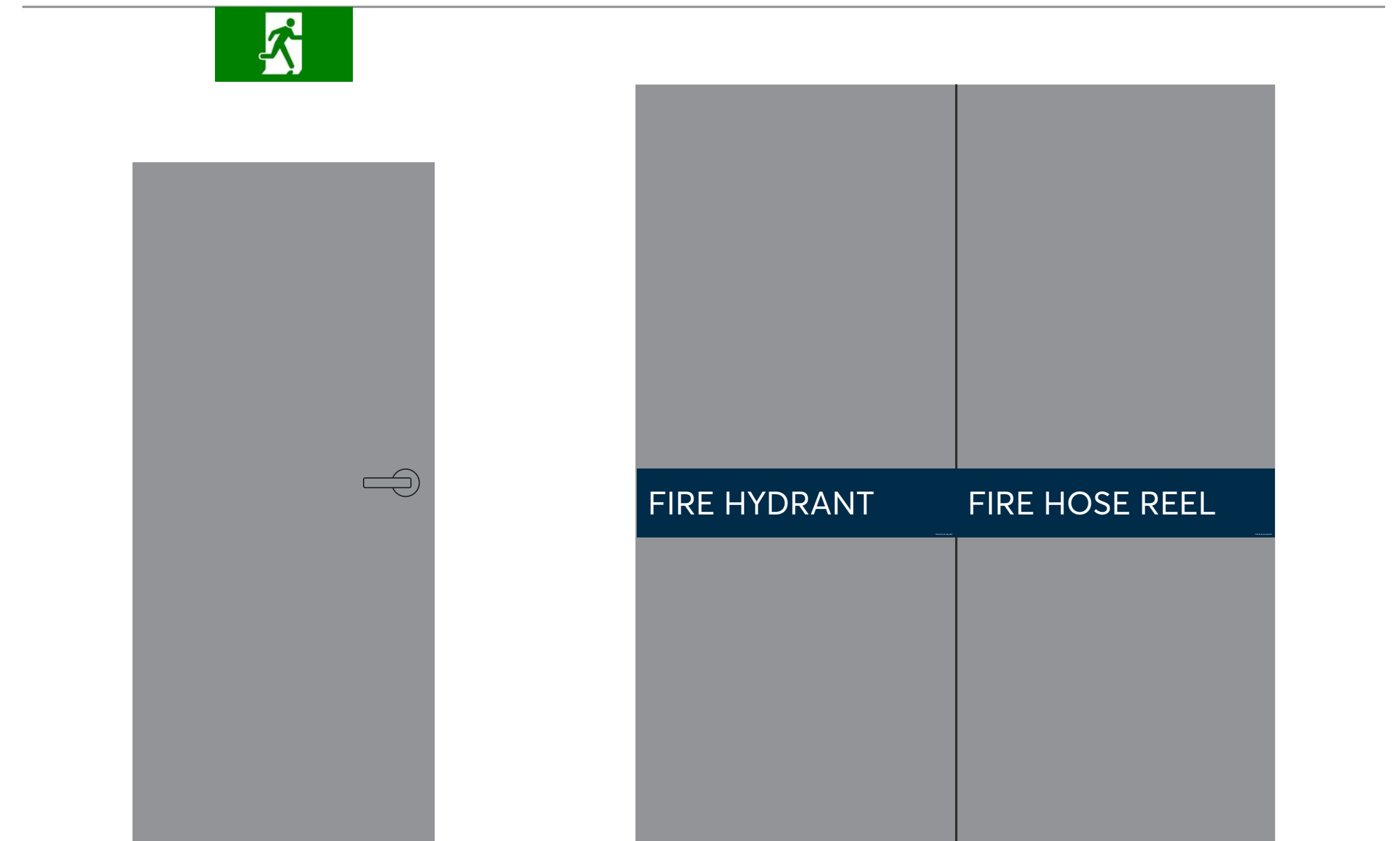
It is important to note that these signs are not a replacement to the emergency signage overlay (eg the fire exit sign shown in the example on the right). Both are mandatory and work in tandem.

They are designed for pedestrian viewing and available in single line of text or multiple lines of text variants.

Colour options exist within our sign design family but the use of our Parramatta font is required, as is very specific text heights.

All sign designs need to be added to schedules by the appointed Project Manager to ensure compliance with code certification at the time of production.

Indicative signtypes and templates appear on the following pages however, please note that this list is illustrative not exhaustive and must be adapted as determined and directed by project architects and managers.



D16 -21

FIRE HYDRANT

Note: Australian Standards regulate text height by mm units.

FIRE HYDRANT #1

FIRE HYDRANT

D16

Size: 700 (W) x 100 (H) mm
Templates: 1

FIRE HYDRANT #1
DO NOT KEEP DOOR OPEN #2

FIRE HYDRANT

D17

Size: 700 (W) x 150 (H) mm
Templates: 2

FIRE HYDRANT BOOSTER #1
DO NOT USE THIS STAIRWAY IF THERE IS A FIRE #2

FIRE HYDRANT BOOSTER

D18

Size: 700 (W) x 200 (H) mm
Templates: 2

FIRE HYDRANT #1
DANGER LIFTWELL - ENTRY OF UNAUTHORISED PERSONS PROHIBITED KEEP CLEAR AT ALL TIMES #2

FIRE HYDRANT

D19

Size: 700 (W) x 250 (H) mm
Templates: 2

FIRE HYDRANT & SPRINKLER BOOSTER #1

FIRE HYDRANT & SPRINKLER BOOSTER

D20

Size: 700 (W) x 300 (H) mm
Templates: 1

FIRE HYDRANT & HOSE REEL #1
THIS FACILITY HAS A MAXIMUM CAPACITY OF 410 PEOPLE #2

FIRE HYDRANT & HOSE REEL

D21

Size: 700 (W) x 350 (H) mm
Templates: 2

Explanation: Statutory wall or door mounted signage design for use on exteriors/interiors of buildings.
Purpose: Operational
Category: OP
Size: 700 (W) x various height mm
Available templates: 10

Design for tenants identification & promotional opportunities

It is important that we cater for and manage our tenants in accordance with their contracts and balance this with our sign design strategy.

We want to actively support the services they provide by allowing their identification and promotion but not at the expense of the community visitor enjoyment.

We provide a range of signage design options along with graphic guidance for how it should be displayed. By applying some consistency to how temporary signage design is used and how it is displayed we create a more universally acceptable and consistent design experience.

What options are available?

- + Wall mounted signs are provided for identification with size options dictated by viewing distance and wall space available. D1 is shown. A2, A4, C1, C2 and D2 might also be appropriate considerations.
- + A range of temporary and promotional signage design is also acceptable. These include A-frames, fabric flags and heavy-duty vinyl banners in specific sizes. Design options are documented on the following pages.
- + When banners are mounted to walls or fencing, especially when multiple banners appear side-by-side, a consistent top edge is to be maintained. Banners should be made with eyelets for mounting (as per manufacturers advice) and wind-vents to increase longevity and reduce the drag/stress on fencing.

Where are temporary sign designs acceptable?

- + Wall mounted signs must only be mounted on a tenancy building or in very close proximity to the tenancy.
- + A-frames must be located in very close proximity to the tenancy or activity destination (for example, outside a cafe or just outside a tennis court).

Note: Care is to be taken when placing signs that they be placed just off the path of travel and not become a trip or sight line hazard.

- + The use of clean-art may also be considered. Clean art is the creation of subtle, temporary graphics on a footpath – No inks or paints should be used to stencil.

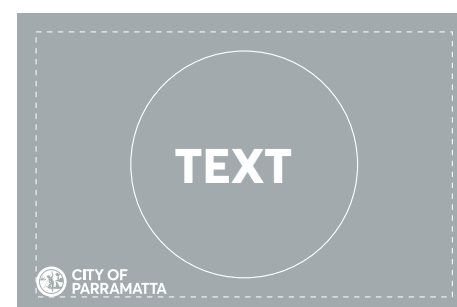
Note: Please discuss and determine the above with the contracted sign producer and installer.



D1



#1a



#1b



#2a



#3

Explanation: Wall mounted signage design for use on exteriors/interiors of buildings.

Purpose: Identification & Operational

Category: ID & OP

Size: 600 (W) x 400 (H) mm

Available templates: 3

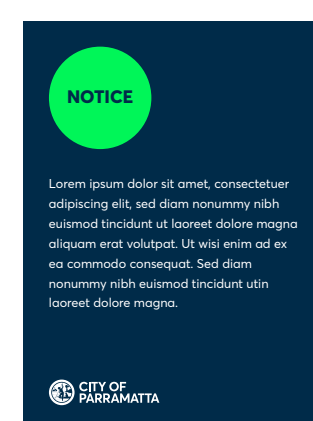
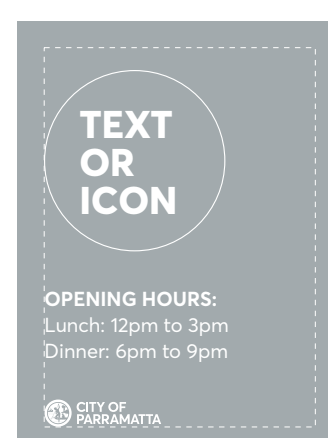
Note: Blue and white options are included in the same template (#2).

TEMPORARY

G1



#1



#2



#3



#4a



#4b

Explanation: A-Frame signage design for temporary use.

Purpose: Temporary

Category: TP

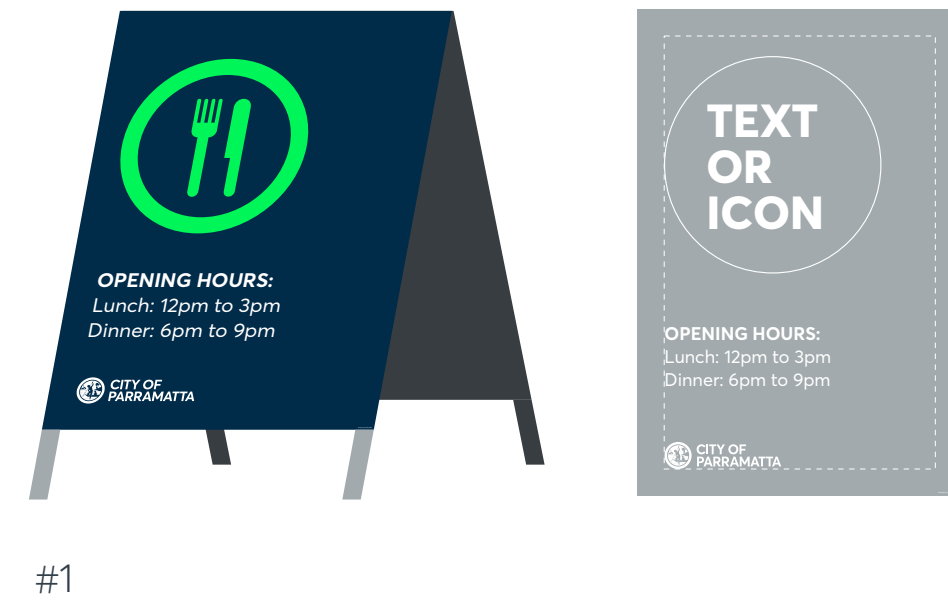
Size: 900 (W) x 1200 (H) mm

Available templates: 4

Note: Blue and white options are included in the same template (#4).

A mobile sign which can be located anywhere in the footpath is a potential hazard. This sign must never be located in the footpath in accordance with AS1428, DDA (Disability Discrimination Act) and Parramatta Public Domain Guideline requirements.

G2



#1



#2

#3

#4a

#4b

Explanation: A-Frame signage design for temporary use.

Purpose: Temporary

Category: TP

Size: 600 (W) x 900 (H) mm

Available templates: 4

Note: Blue and white options are included in the same template (#4).

A mobile sign which can be located anywhere in the footpath is a potential hazard. This sign must never be located in the footpath in accordance with AS1428, DDA (Disability Discrimination Act) and Parramatta Public Domain Guideline requirements.

G3



#1

#2

Explanation: Flag pole design with content area for partners/suppliers.

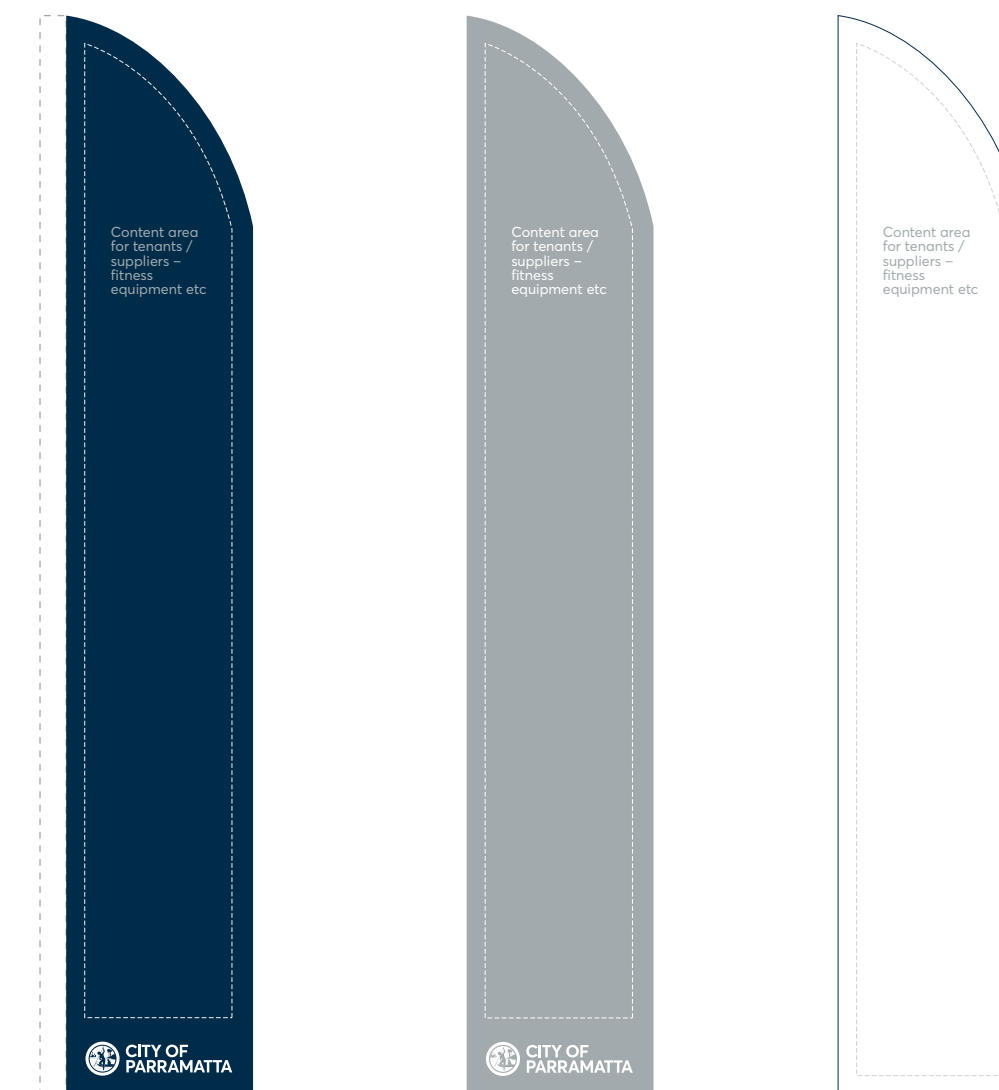
Purpose: Temporary

Category: TP

Size: 600 (W) x 2100 (H) mm

Available templates: 2

G4



#1

#2

Explanation: Flag pole design with content area for partners/suppliers.

Purpose: Temporary

Category: TP

Size: 600 (W) x 3490 (H) mm

Available templates: 2

G5 -8



#1



#1



#2



G5

Size: 1200 (W) x 1200 (H) mm
Templates: 2



#1



#2

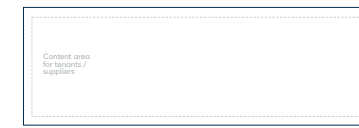


G6

Size: 2400 (W) x 1200 (H) mm
Templates: 2



#1

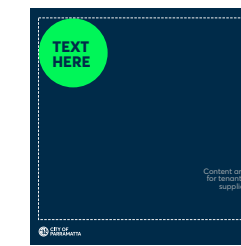


#2

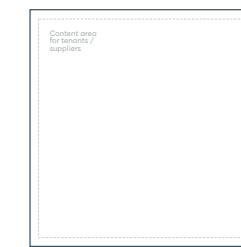


G7

Size: 3600 (W) x 1200 (H) mm
Templates: 2



#1



#2



G8

Size: 2400 (W) x 2400 (H) mm
Templates: 2

Explanation: Vinyl banner design with content area for partners/suppliers.
Purpose: Temporary
Category: TP
Size: Various
Available templates: 8

Design for Council promotional opportunities

Much like our tenant promotional opportunities, Council can also use its parks to host its own events and cross-promote activities it provides for the community.

All the sign type designs available to Tenants are also available for council use, especially as a temporary design overlay at special events to create a sense of celebration, direct pedestrians or vehicles or provide temporary information to events, such as event branding, directional messaging such as 'this way' or 'entry fees', and so much more.

And finally, advanced warning for change is a good way to engage the community and obtain forgiveness for any disruption by focusing on the positive outcomes.

Any of the sign type designs in our sign design family or the use of temporary coreflute sign designs can be used where appropriate.



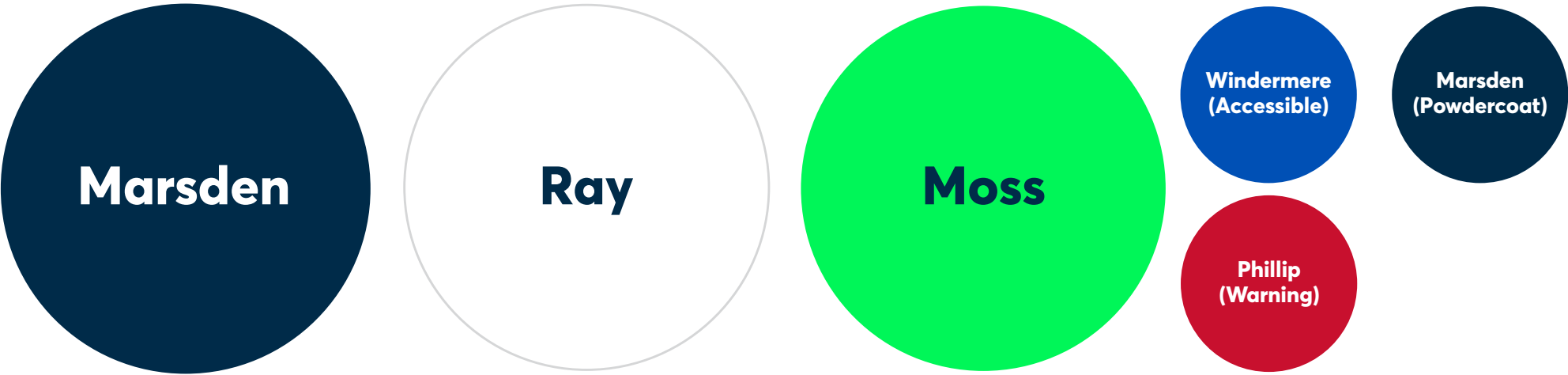
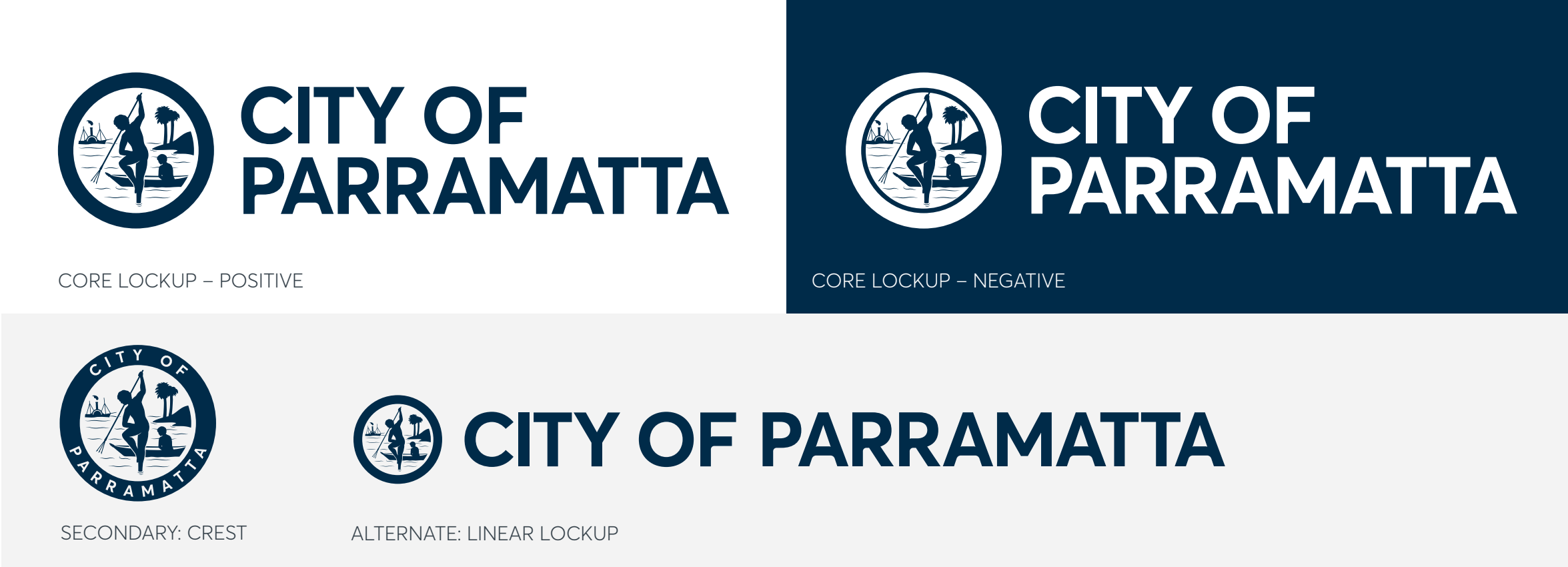
Visual identity design assets

For more detail on their use and to download these assets, please visit the Brand portal [here](#)

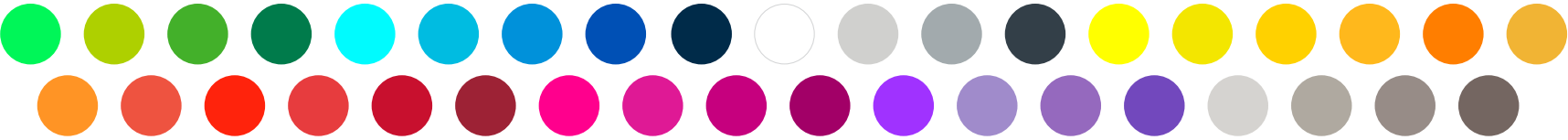
Visual identity design assets

The implementation of this new signage system on all signs across the LGA is supported by Council's Visual Identity Policy #385.

These are our key visual identity assets:



REDUCED COP PALETTE FOR SIGNAGE & WAYFINDING



FULL COP PALETTE

Logo: It is important that council is recognised on our sign designs and that the right logo is used. The core lockup is preferred in either positive or negative.

The linear version or crest should only be used when space dictates.

Note: It is important that the original artwork from the Brand portal is used and not recoloured from Pos to Neg or vice versa. The Aboriginal man should never appear white.

Palette: The City of Parramatta has a broad palette available as part of the visual identity. A small selection of colours have been defined for use for signage design and maps. If additional colours are required for any reason, the approved palette should be used before any other colours are introduced.

Colour consistency is desired across all production methods. Our blue should 'read' the same way whether it is printed, cut film or powder coated. Testing by the contracted signage supplier should be undertaken prior to full production runs.

Colours are named after streets in our LGA and where applicable have corresponding Pantone, CMYK and RGB references/breakdowns.

Marsden

RAL: 5003 Sapphire blue

Avery cast film: 82401 deep blue

Pantone: 7463

CMYK: 100.63.12.67

RGB: 0.43.73

Ray

RAL: white

Avery cast film: 830 Matte white

Pantone: White

CMYK: 0.0.0.0

RGB: 255.255.255

Moss

RAL: 6038 Luminous green

Avery cast film: 814 lime

Pantone: 802

CMYK: Not achievable

RGB: 0.246.88

Windermere

For accessible signs: Avery film: 874 brilliant blue
to match
B21 Ultramarine
as per AS2700

Phillip

For warning signs: Avery film: 849 geranium red
to match
R13 Signal Red
as per AS2700

Recommended materials and colour specifications.

Playground Court 2 Café

MODERN
OPEN
LEGIBLE

PARRAMATTA FONT (EXTRA BOLD, MEDIUM, REGULAR)

abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz

Fonts: All sign designs must be produced using the City of Parramatta bespoke font. It is available in a range of weights and styles and is a proprietary asset.

We own this font outright and it can be shared with suppliers and partners without licensing restriction. Parramatta font will be pre-loaded into our signage templates.

Parramatta font was developed for its very accessible and functional attributes. It is a modern, open, highly legible sans-serif font, with good levels of contrast and perfectly suited to wayfinding (and use across everything for Council). Generous leading and spacing to be applied.

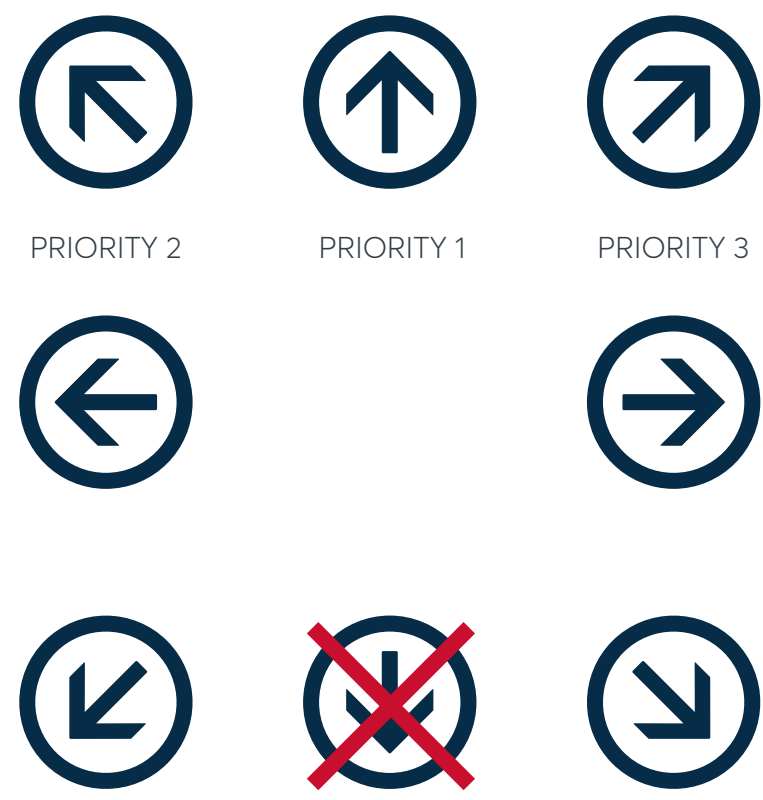


SAMPLE FROM OUR ICON LIBRARY

Icons: As part of our Council visual identity program, a set of icons have been designed. Circular and uniform in their visual style, they provide a good functional base for our signage design and align with the logo and circular form we more broadly own.

The full suite of icons can be seen in Addendum 01. This collection will grow over time as new icons are requested and created; If you can't find an icon on the Brand portal, please contact the Brand Team.

If you have any questions regarding any of these assets and their use, please contact the Brand Team.

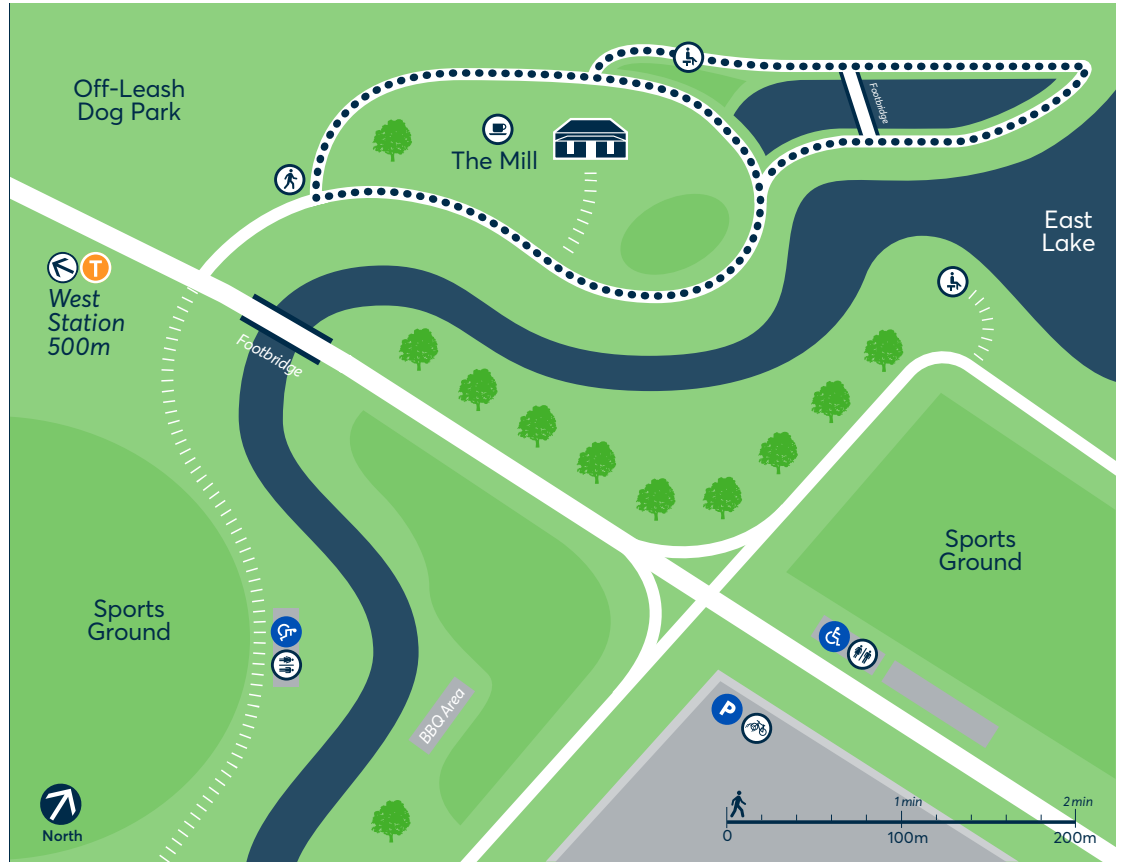


Using arrows: Arrows play a major role in wayfinding design and must be used consistently. A set are included in our icon family and can be used with or without the bounding circle.

- + Up pointing arrows are used to direct forward
- + Right and Left pointing arrows direct to destinations that require pedestrians

to turn right or left, either at the sign or immediately after the sign.

- + Diagonal arrows direct diagonally up or diagonally down when located next to stairs or diagonally ahead on pathways.
- + Down pointing arrows should generally never be used as they are open to mis-interpretation.



Key

- Heritage cycle route
- Walking Paths
- Train line
- Roads
- Waterways

Points of Interest

3 6 2

Landmarks

CORE MAP COLOURS

- Park (70% tint)
- Marsden
- Park (60% tint)
- Union (40% tint)
- Ray
- Union (25% tint)

OVERLAY

Maps: In the right time and context, maps can be a very useful aid to wayfinding. A visual style (visual reference shown above) has been established for use across council (not supplied). We have an edited use of colour and additional elements specifically to tone down and improve map readability.

Public Domain Setting maps have been updated with new buildings and aligned to the new visual identity. For any assistance, please contact Michelle Desailly.

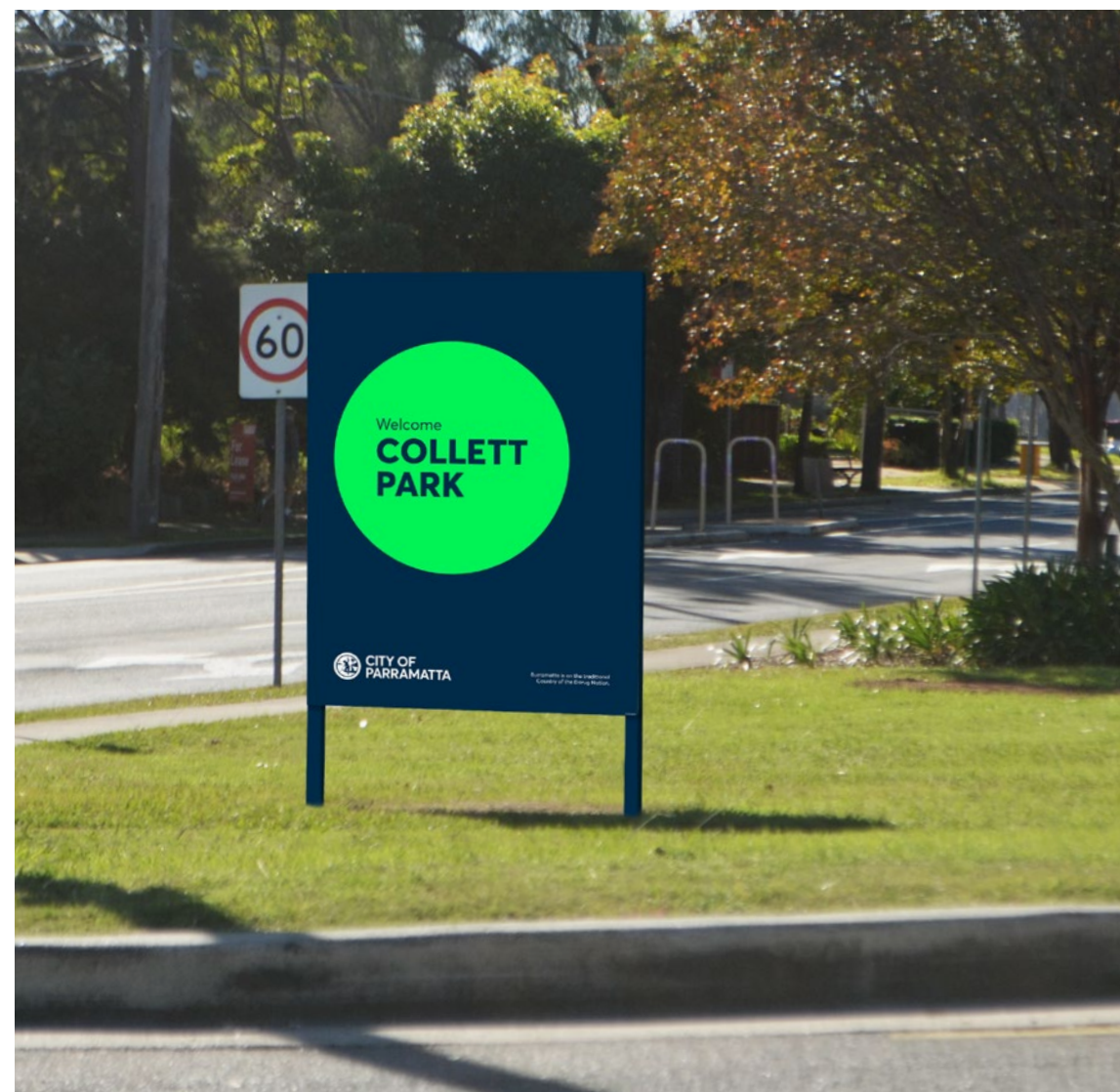
For consistent navigation, all maps in the LGA will need to be updated, please contact the Brand team for more information on updating or creating maps.



Examples & uses

Examples & uses

Some example scenarios of when different signtypes can be used.



Signtype: A1

This signtype design is perfect for use at the main entry to a park. Content is minimal and large so it can be viewed quickly and from a distance. It helps visitors know they are close and prepare to enter the park either on foot or by vehicle where a car park is provided.

The colour helps with quick identification without being a distraction in the landscape.



Signtype: B4

Floor mounted signage design



Signtype: C3-5

Pole mounted blade signage design



Signtype: D2

Wall mounted signage design



Signtype: E3

Die-cut signage design



Brand team

For questions regarding any of the visual identity assets or principles recommended in this document, please contact the Brand Team.

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Council's key contact to assist on your project in this signage area:

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Project Working Group

The following people have worked with the City of Parramatta giving feedback to help inform this project:

Parks: Ian Hasselman, Tim Dale, James Smallson, Adam Cooke, Troy Holbrooke

Libraries: Michele Burton, Gary Moore, Yan Zhang

Public Domain: Michelle Desailly, Adam Fowler, Andrew Tam, Raquel Bloom, Deborah Eastment

Community Centres: Gregory Radford and Gary Moore

Bus shelters: Andy Ling

Events: Christopher Snelling and Jeffrey Stein

Hoarding: Paul Lyth and Mario Trifiro

Car Parks: Jodie Carter

Heritage Centre: Christopher Snelling and Justine Dowd

Early Learning Centre: Carolyn Isaac-Dean and Gary Moore

Places: Bruce Mills, Melinda Ta, Rosamund Palmer, Beth Andean, Lily Wang, Steven Ellis, Myly Truong, Stephanie Cascun, Eva Vizas
Keith Baker, Michelle Burke, Rebecca Grasso, Laila Hage-Ali, Sophia Koujoundjian, Paul Lyth, David Moutou, Hamish Murray, Ranjini Panicker, Steven Ross, Jeff Stein, Robert Williams, Lindsay Woodland.

