

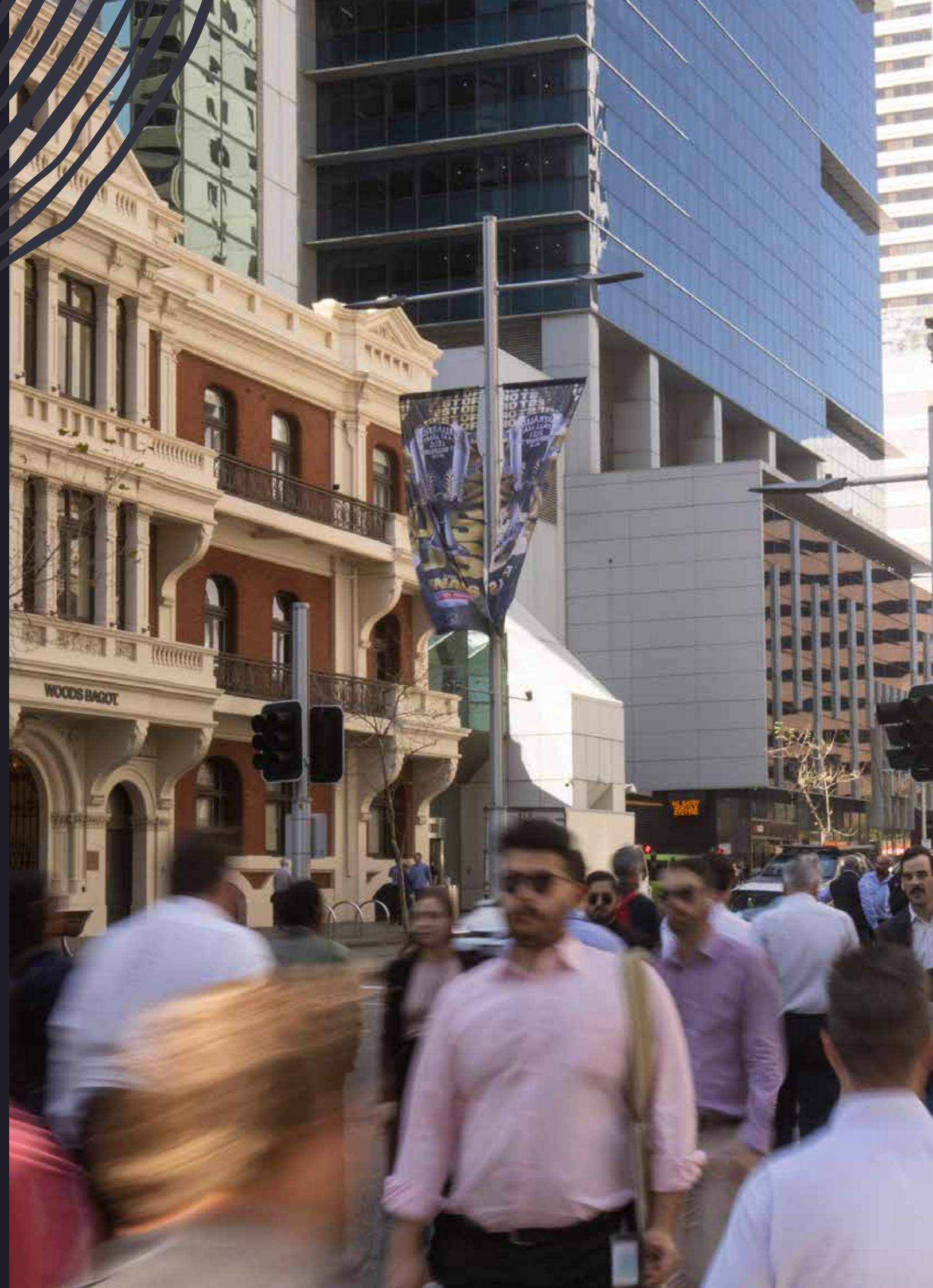


**CITY OF  
PERTH**  
*City of Light*

# Wayfinding Guidelines

—  
**2024**

V7 July 2024







## Acknowledgement

We acknowledge the Whadjuk Nyoongar people, Traditional Owners of the lands and waters where the City of Perth is today and pay our respects to Elders past and present. Nyoongar peoples are the original inhabitants and Traditional Owners of the South West of Western Australia. While Nyoongar is identified as a single language there are variations in both pronunciation and spelling – Noongar, Nyungar, Nyoongar, Nyoongah, Nyungah, Nyugah, Yungar and Noonga. The City of Perth uses 'Nyoongar' which is reflected throughout this document except when specifically referring to an external organisation that utilises alternative spelling.





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Create  
connectivity,  
and legibility for  
the entire city’s  
benefit.

The City of Perth has produced this document with assistance from Urban and Public.

Revision	Date	Approved
7	15.07.2024	JL



# Introduction

Welcome to City of Perth's Wayfinding Guidelines.

This document provides a comprehensive overview of the City's wayfinding suite, and the critical role it plays is reinforcing connectivity, walkability and legibility for all residents, businesses and visitors.

## Background

A new wayfinding signage system has been developed which integrates with the City's existing signs which are still in circulation and widespread in the public realm. This ensures that the whole wayfinding navigation system in the city remains legible while the new signage suite is rolled out.

The new signage system is aligned with current global trends and best practice principles in wayfinding signage. It has also been benchmarked against other capital cities in Australia and overseas.

This document is supported by the City's Design and Construction Notes which provide more detailed technical guidance on the design and installation of the physical infrastructure required to support successful wayfinding implementation.

## Objectives

- A sense of identity - build on a strong 'sense of identity' for the city through concepts that reflect the place.
- A legible city - create a legible, cohesive, efficient and consistent wayfinding system that communicates information in the public domain.
- A meaningful place - assist in facilitating a meaningful experience for users.
- Enhance the visual amenity of the built and natural environment through signage by assisting in connections to and around the place to better promote and embellish the sites facilities, features and history.
- To assist users to navigate the place independently and safely by providing consolidated information that identifies, informs and directs them to destinations.
- To deliver a system that is legible for people of all abilities, age and language.
- To deliver a system that is logical, functional and economical to execute.
- Balance quality, resources and maintenance requirements for a sustainable sign management system and guide in the efficient implementation and management of the signs.







## Section 1

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# Wayfinding Principles



# Successful wayfinding

The term wayfinding encompasses the way in which we navigate and spatially orientate ourselves within spaces and from place-to-place. Helping audiences find their way in an environment is achieved by a combination of strategies: Passive wayfinding and active wayfinding. Together, active and passive elements work to make a place understandable and accessible.

Passive wayfinding is the environment itself and the built-in cues that provide intuitive information: Self-evident entrances, logical pathways and predictable destination locations. Environments and places with strong passive wayfinding need fewer directional signs.

Active wayfinding elements (signage) are therefore designed specifically to assist in the process of orientation and successful navigation through the use of map directories, directional signs and colour-coding systems.

They supplement the passive environment and should provide sufficient information at each stage of a user's journey from one place to another.



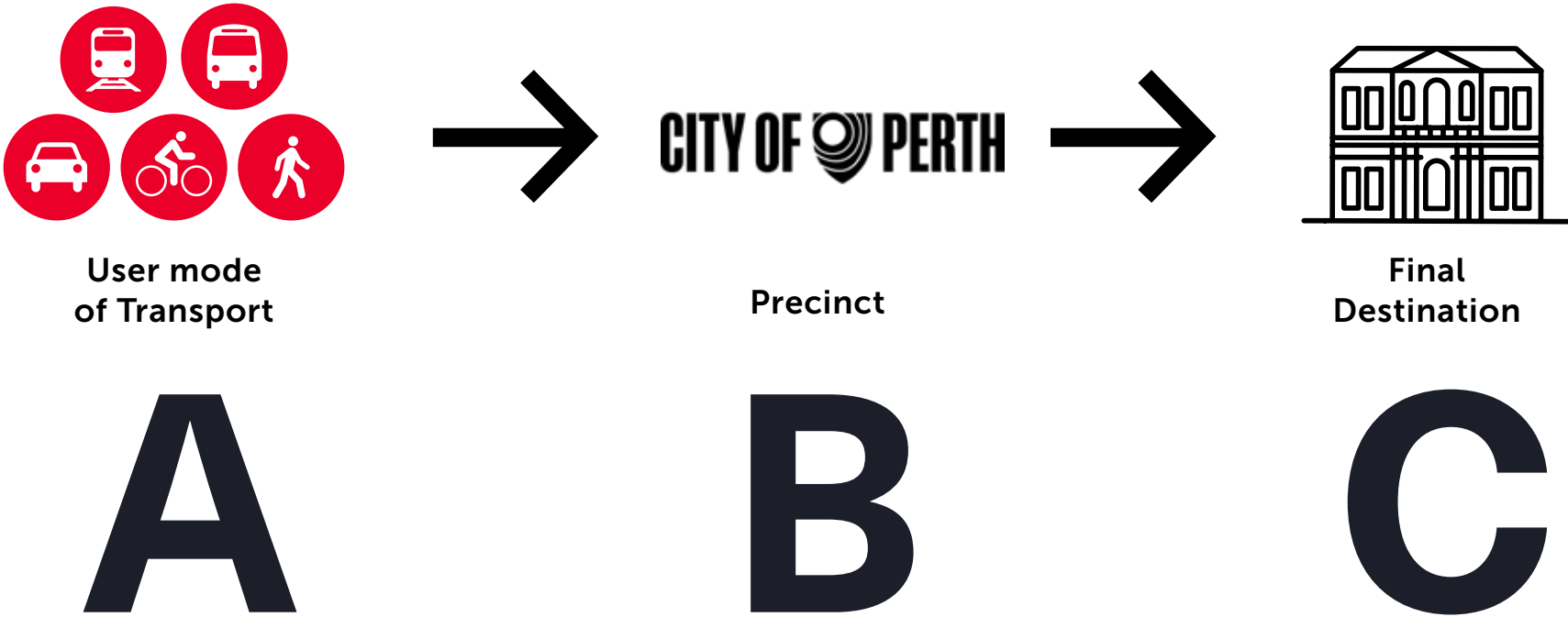


# Principles of wayfinding

Signage in successful wayfinding is to provide sufficient information at each stage of a user’s journey to help them to get from A to B to C. Its primary role is to direct and orientate users, and as such is pragmatic in its intentions. However its form, use of symbols, colours and materials can be informed by a site’s history and character.

Key principles of a successful wayfinding navigation system include:

- Informative and useful but non-intrusive design.
  - Integration with surface and furniture elements (such as light poles) to reduce visual clutter.
  - Universally designed to ensure it is accessible and perceptible to the widest audience to the greatest extent possible.
  - Customised set of simple, iconic symbols to simplify wayfinding.
  - Logo or typeface should be the starting point for the development of symbols to appear on mapping for site orientation.
  - Typefaces should be consistent throughout wayfinding signage systems.
  - Design to complement the history of a site, not trying to re-create a historical feel.
  - Seamless integration with the public realm through materiality, form and function.
- The ‘outlining’ of historical elements could be reinterpreted for wayfinding sign structures and detailing.
  - Materials should be robust and long-lasting and the information easily updated.
  - Use of colour, form and materiality should be consistent.
  - The visual identity should be strong, consistent, contemporary and timeless.
  - Encapsulate the overall branding of the site and help to reinforce the identity of the place.
  - Use of ‘heads up’ maps that corresponds to the direction the user is facing.
  - Signs to guide users to public transport and major landmarks.
  - Use of a colour palette that reinforces branding and identity.
  - Use of contemporary materials to provide a contrast with the environment and reinforce the built form vernacular.





# All inclusive & DDA accessible wayfinding

Wayfinding systems should carefully consider users of all abilities to improve their experience and navigability of a site. People with special needs require different instructions and wayfinding tools to be delivered, in a manner that they can understand and act upon.

Many different user groups go through a site making it imperative to consider all the varying user needs in the creation of a wayfinding strategy and a signage system.

It is important to identify critical users for whom the provision of information is necessary, as well as minority groups whose journeys may not be as critical.

While the focus should be on public users who are visiting the sites for the first time, the overall wayfinding system should also work for repeat users.

User group	What they rely on to navigate a site	Constraints	Wayfinding recommendations
<div></div> <div>Mobility impaired</div>	<ul style="list-style-type: none"><li>Easy to access routes.</li></ul>	<ul style="list-style-type: none"><li>Architectural barriers such as inaccessible routes and narrow spaces.</li><li>Physical obstructions.</li></ul>	<ul style="list-style-type: none"><li>Provide directions on how best to navigate/access a site and where amenities such as accessible parking and toilets are located.</li><li>Route design must be appropriate to allow for mobility impaired access, e.g. ramps, lifts and self-opening doors.</li><li>Ensure routes are free of physical obstructions.</li><li>Information must include barriers to access destinations including stairs, steep gradients and cross fall, steps to entrances, alternative accessible entrances (at side/back of buildings) or surface quality.</li></ul>
<div></div> <div>Deaf or hard of hearing</div>	<ul style="list-style-type: none"><li>Written messages.</li><li>Sign language.</li><li>Lipreading.</li><li>Good lighting.</li><li>Clear simple language.</li><li>Clear lines of sight.</li><li>Staff at facilities should be trained to use basic Auslan signs.</li><li>Look directly at the person when speaking.</li></ul>	<ul style="list-style-type: none"><li>Background noise.</li><li>Understanding the sense of words.</li><li>Magnetic interference affecting hearing aids.</li></ul>	<ul style="list-style-type: none"><li>Provide sufficient lighting.</li><li>Staff at facilities should be trained to use basic Auslan signs and to look directly at the person when speaking .</li><li>Staff who know sign language to be available on site.</li><li>Destination names should sound significantly different.</li><li>Provide visual announcements via digital screens.</li></ul>
<div></div> <div>Blind or vision impaired</div>	<ul style="list-style-type: none"><li>Touch.</li><li>Hearing.</li><li>Braille interpretation.</li><li>People with low vision rely on clear sans serif fonts, good use of spacing, appropriate font size and luminance contrast.</li><li>Accessible formatting of text for screen readers and other assistive devices to interpret.</li></ul>	<ul style="list-style-type: none"><li>Many can only rely on the audio or written message if proper measures are in place.</li></ul>	<ul style="list-style-type: none"><li>Use short messages.</li><li>Provide audio information where possible.</li><li>Use clear audio announcements.</li><li>Tactile indicators may be required.</li><li>Braille messaging required in all public and commercial buildings (refer BCA).</li><li>Ensure routes are not obstructed by signage.</li></ul> <p>Specific to Vision Impaired:</p> <ul style="list-style-type: none"><li>Use a large and legible sans serif typeface.</li><li>Use high colour contrast.</li><li>Provide sufficient lighting.</li><li>Luminance contrast.</li><li>Use matte finish to avoid reflection on signage surfaces.</li><li>Signage to be located consistently, so people know when and where to look for a particular type of information.</li></ul>
<div></div> <div>Cultural &amp; language diversity</div> <div>Australia is a culturally diverse country.</div>	<ul style="list-style-type: none"><li>Internationally recognised pictograms.</li></ul>	<ul style="list-style-type: none"><li>Having English as a second language may result in an inability to decode written messages and signage accurately.</li></ul>	<ul style="list-style-type: none"><li>Use easy English.</li><li>Use universally understood symbols and pictograms.</li><li>When a significant percentage of users are people from culturally and linguistically diverse backgrounds, appropriate initiatives will need to be considered by management, usually in the form of bilingual or multilingual signs and the provision of interpreter services.</li></ul>
<div>Low literacy levels</div> <div>Users who can read at a basic level and who recognise numbers and letters first.</div>	<ul style="list-style-type: none"><li>Visual instructions.</li><li>Audio announcements.</li></ul>	<ul style="list-style-type: none"><li>Inability to read written messages and complicated wording.</li></ul>	<ul style="list-style-type: none"><li>Use easy English (numbers and letters).</li><li>Use universally understood symbols and pictograms.</li><li>Provide landmarks.</li></ul>
<div>Sensory sensitivities</div> <div>Dementia community and people with autism and other sensory processing disorders.</div>	<ul style="list-style-type: none"><li>Non reflective and non-textured surfaces.</li><li>Clear language.</li><li>Uncluttered content.</li><li>Consistency.</li><li>Symbols and imagery.</li></ul>	<ul style="list-style-type: none"><li>Flashing lights.</li><li>Background noise.</li></ul>	<ul style="list-style-type: none"><li>Use short and simple messaging.</li><li>Use easy English (numbers and letters).</li><li>Use universally understood symbols and pictograms.</li><li>Minimise background noise.</li></ul>



# All inclusive & DDA accessible wayfinding for buildings

## DDA accessibility

Buildings or spaces with features should be accessible for users of all abilities. They should provide continuous accessible paths and routes of travel to, or within the sites - Building Code of Australia (BCA), 2007.

All signage should meet standards AS 1428.1 - 1428.4.

Disability Access to Premises Standards (DAPS)/BCA Performance requirement DP1 (b) states:

- Identification of access ways at appropriate locations which are easy to find.

This requirement is relevant from when a person wishes to enter a site and traverse throughout it.

Statutory signage is required in the following locations (DAPS/BCA):

- Any non-accessible entry, directing occupants to an accessible entry.
- Accessible sanitary facilities (including information about configuration of sanitary layout i.e. LH or RH).
- Any non-accessible toilet directing users to accessible toilet.
- Ambulant cubicles.
- Spaces incorporating hearing augmentation.
- Egress doors.

Lighting is to be provided which ensures that all statutory signage maintains the required level of luminance contrast during times which the sign is required to be read. Refer D4.5 DAPS / Spec D3.6 BCA.

## Braille & tactile signage

Braille and tactile signs are required in all public and commercial buildings, to show all sanitary, accessible entrances, floor levels of fire exit doors and directional information to these facilities.

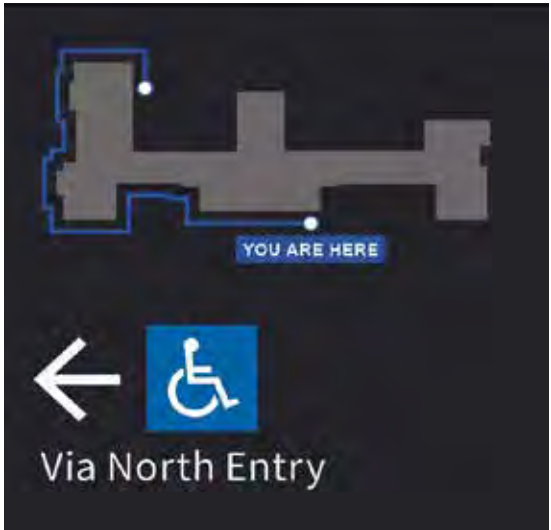
### Braille specifications

- Must be grade 1 braille (uncontracted, when every letter of every word is expressed in braille) in accordance with the criteria set out by the Australian Braille Authority, AS 1428.1 and Disability Standards (Access to Premises - Building) D3.6, D4.
- Must be raised and domed.
- Must be located 8mm below the bottom line of tactile text (not including descenders).
- Where an arrow is used in the tactile sign, a solid arrow must be provided for braille readers.
- On signs with multiple lines of text and characters, a semicircular braille locator at the left margin must be horizontally aligned with the first line of braille text.

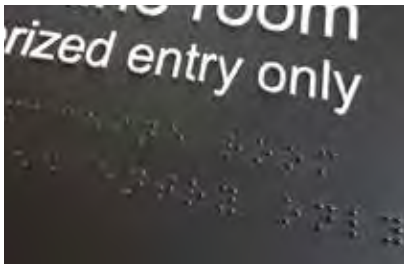
### Location of braille

Signs including symbols, numbering and lettering must be designed and installed as follows:

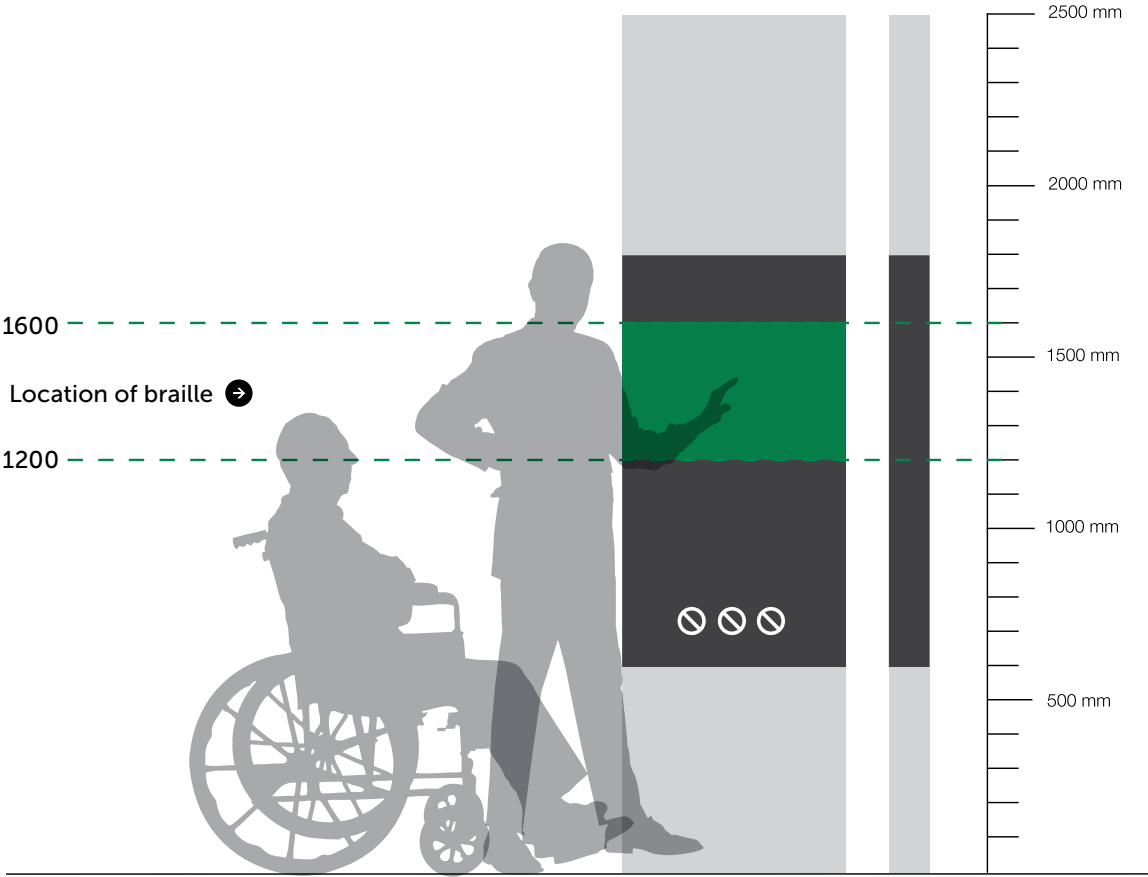
- Braille components of a sign must be located not less than 1200 mm and not higher than 1600 mm above the floor or ground surface.
- Signs with single lines of characters must have the line of braille not less than 1250 mm and not higher than 1350 mm above the floor or ground surface.



Example of sign and map providing DDA accessible route.



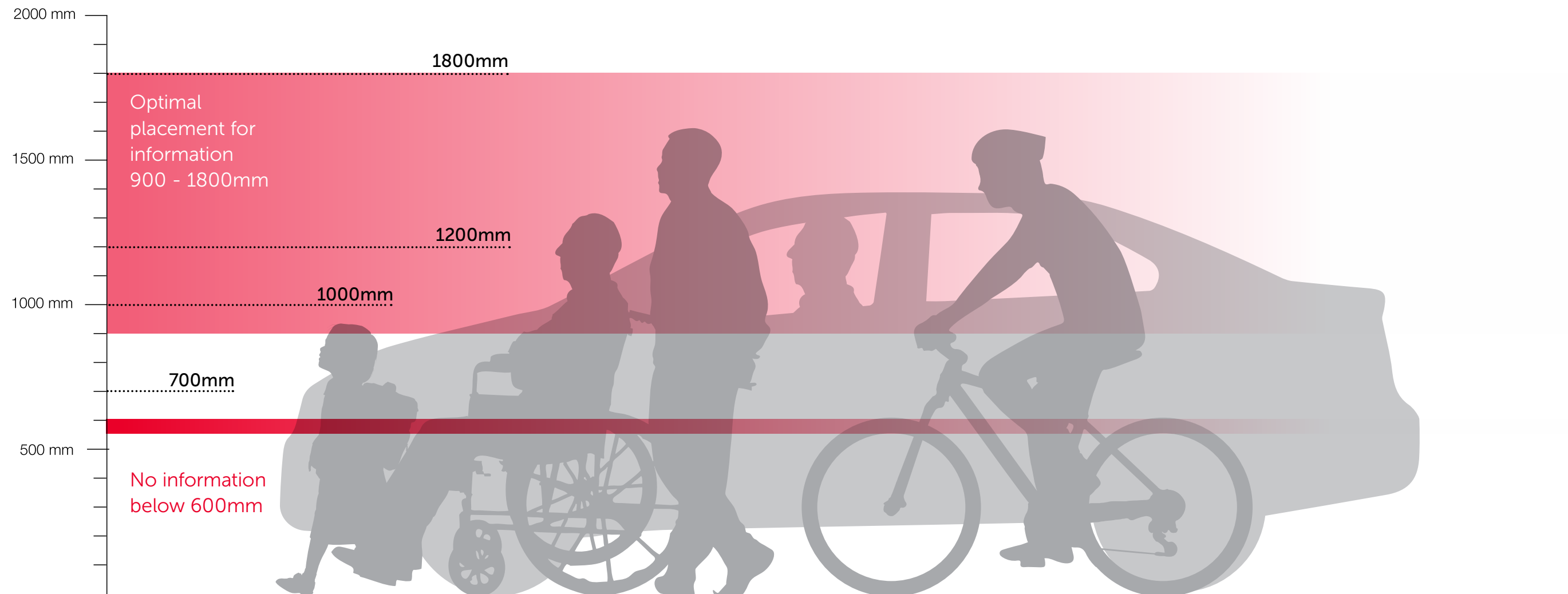
Brailles revealing different information.





## Audience optimum viewing heights

The overall legibility of a sign is essentially determined by the height, colour, and font characteristics of the letters making up its message component. All signs should be designed to maximise the optimum viewing height zones and required viewing distances according to the user.





# Information hierarchy

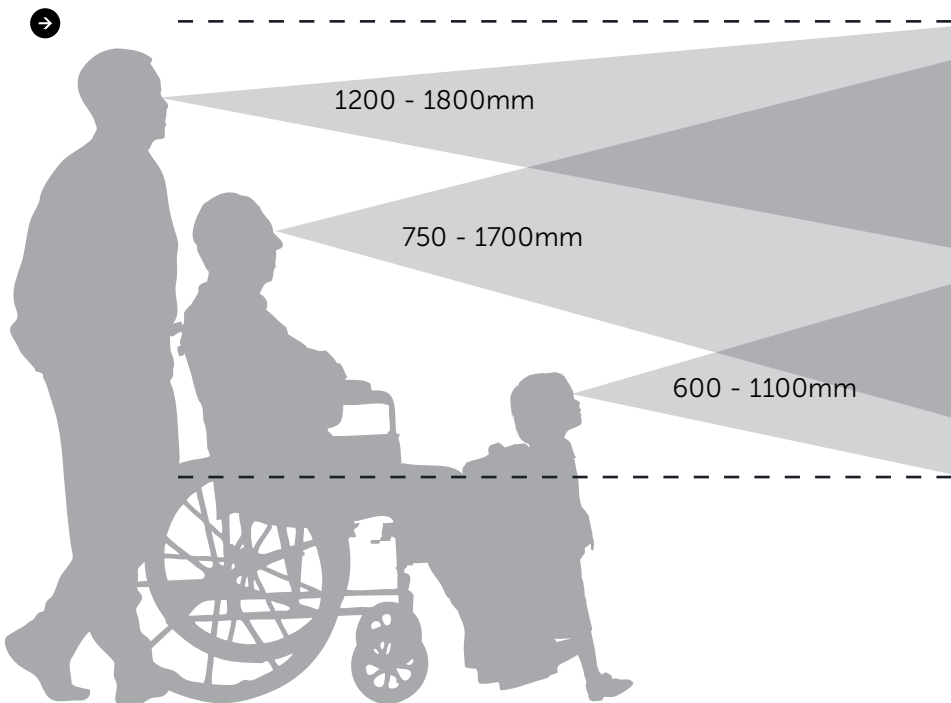
To orientate users effectively, optimise sign legibility and make regulatory and warning information immediately accessible, it is important to establish a hierarchy of information that is consistent across all signs.

- The wayfinding system signage suite should include types that assist users with cognitive mapping by establishing major entry information nodes which are supported by minor signage types along routes.
- Important information on the signage should be placed between 900–1800mm above ground level, ensuring physical accessibility and optimal visibility for users.
- Clear and consistent graphic design principles and messaging should be used to meet guidelines for producing accessible print.
- To support the creation of accessible content and equal access to information for people with disability or vision impairment, it is important to follow these print guidelines:
  - Information is easy to locate.
  - Layout is simple, consistent and logical.
  - A sans serif font has been chosen.
  - Text is horizontal, left aligned, well-spaced and of an appropriate size (Council logo excluded - if rebranded, it is recommended to left align the text).
  - Leading is adequate and generous spacing between paragraphs.
  - Use of capitals, italics and underlining is limited.

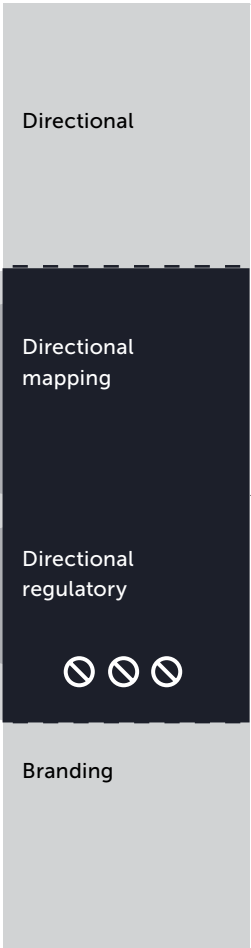
- Graphics are clear and legible.
- Strong contrast between the typography and the background.
- Information does not rely solely on graphics.
- Images and pictures have descriptions

- Incorporate for pedestrians, tactile signage and braille translation for people with vision impairments.
- With the exception for vehicle and pedestrian safety use, material selection should include use of non-reflective surfaces for information to be perceptible to people with vision impairment and sensory sensitivities.
- Material selection should focus on the mitigation of maintenance and vandalism by specifying hard wearing, durable materials underneath.

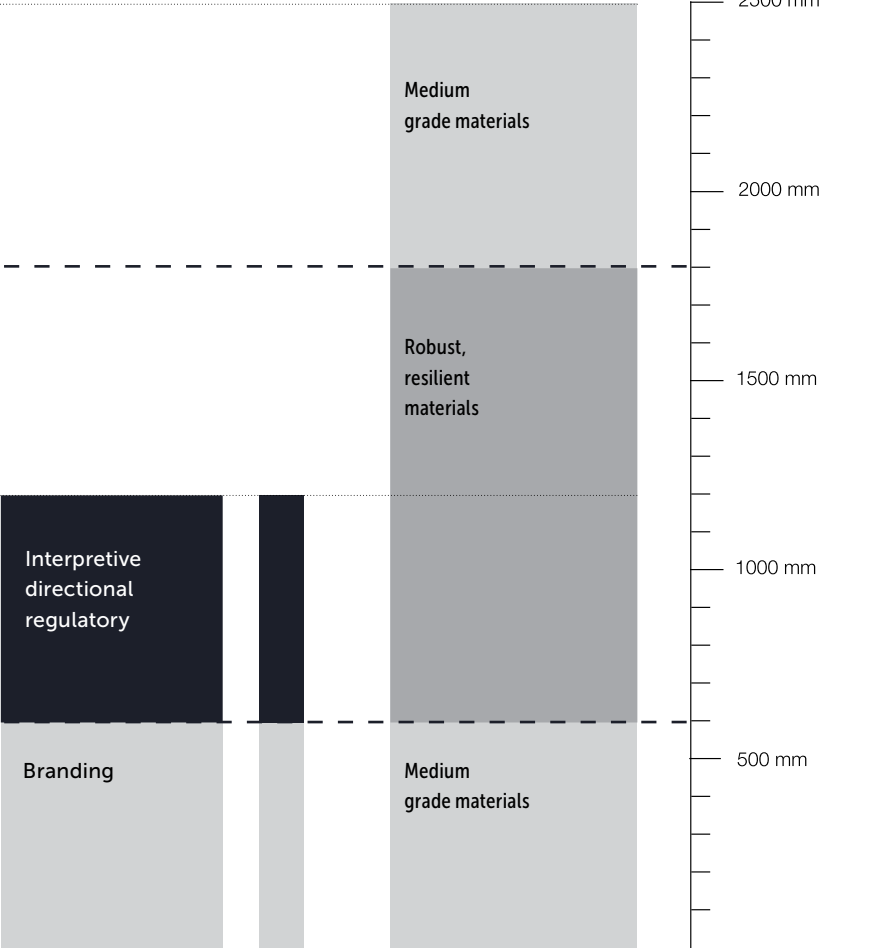
## Accessible heights



## Information hierarchy



## Material zoning vandalism response





# Typeface & text size

The chosen typeface will make the difference between creating a good sign or a bad sign. When using too bold weighted typefaces the text will look like its expanding off the sign, when using too light weighted typefaces, the text will fall back into its background. Medium or regular weights are usually the best options to choose for a good and readable sign.

To aid legibility for people who are visually impaired, sans serif typefaces should be selected and text should be written in Sentence case or Title Case (as appropriate) avoiding the use of italics and ALL Caps.



## Pedestrians

Refer to the table below for the appropriate text size according to the required viewing distance.

Required viewing distance (metres)	Minimum *x-height of letters (millimetres)
2 m	6 mm
4 m	12 mm
6 m	20 mm
8 m	25 mm
12 m	40 mm
15 m	50 mm
25 m	80 mm
35 m	100 mm
40 m	130 mm
50 m	150 mm

\*X-height is the distance between the baseline of a line of type and tops of the main body of lower case letters (i.e. excluding ascenders or descenders). The x-height is a factor in typeface identification and readability. Typically, this is the height of the letter x.

## Cyclists

Factors to consider include the speed at which cyclists are likely to be travelling and sight lines. Cyclists on Intercities routes could travel at around 20km/h to 30km/h and require larger sized signs than those at sites where cyclists are likely to be going much slower.

Large cycle networks that connect across neighbouring municipalities should align with the current Austroads Bicycle Wayfinding Guidelines for consistent and legible cycle wayfinding. Text heights should be no smaller than 30mm.

Recent standards (AS 1742.9-2000) recommend ‘x’ height of no less than 60mm for destination names. However other standards across Australia. (i.e. WAMRD Road & Traffic Engineering Standards (WAMRDRTES) recommends no less than 40mm.

The legibility of a sign will influence the viewer’s reaction time, the time necessary for a cyclist to detect, read, and react to a message displayed to their approach.

Austroads Guide to Traffic Management Part 10: Traffic Control and Communication Devices (2009) (Section 4.3.7) provides the following guideline for the required letter size based on the user’s approaching speed and number of words on the sign.

The minimum size of capital letters is determined by using the following equation:

**H = 0.14 NV + 11.4S**

Where:

- H = capital letter height in millimetres, including height of initial capitals used with lower-case letters.
- N = number of words on the sign.
- V = approach speed in kilometres per hour.
- S = lateral offset of sign in metres, measured from the centre of the sign to the centre of the traffic lane.



# Time & distance

To encourage walking and cycling to destinations, wayfinding systems generally include time and/or distance in their directional information. Different formulas are used to calculate the time required to reach a destination according to the user.

Google Maps Distance API web service is also used to collect this data.

## Pedestrians

Walking time information must be used as an appropriate means of journey-planning rather than distances. This is designed to make walking to destinations more achievable, as long distances are often misunderstood.

Walking icons could be placed next to the walking time to give context.

Walking speed will vary between people so a basic time may be based on the following equation:

$T = D / S$

Where:

T = time in minutes. Results should be rounded to the highest minute.

D = distance from location to destination in metres.

S = average walking speed (80m/min).



## Cyclist

A combination of cycling time and distance information measured in km could be used. This is designed to give cyclists enough information to destinations, as cycling speeds differ according to people's skills.

A cycling icon is included above cycling distances/times to give context.

This approach ties in with sustainable transport principles. Cycling times are based on the following equation:

$T = D \times 60 / S$

Where:

T = time in minutes. Results should be rounded to the highest minute.

D = distance from location to destination in metres.

S = average cycling speed (15km/hr).



Example time and distance shown on wayfinding signage.



## The use of mapping

Maps are critical elements to assist active wayfinding. They can provide more detail than directional signs alone, helping with journey planning about where to go and what to do. The level of detail should be simple and clear. Maps incorporated into signs should be orientated to suit the direction the user is facing. This type of orientation is called 'heads-up,' meaning the map is orientated to the direction the viewer is facing and not necessarily to the tradition of north at the top of the page.



### Accessibility considerations

Mapping should include information about accessibility features of a place including where a user can find lifts, stairs, accessible parking, continuous paths of travel, accessible toilets and other amenities that would be relevant to wheelchair users. Obstacles should also be included to inform them of any barriers they may encounter obstructing access to their destination i.e. stairs.

All maps should incorporate principles for accessible print to aid people with limited mobility or vision impairment. It is important to follow these print guidelines:

- Information is easy to locate.
- Layout is simple, consistent and logical.
- A sans serif font has been chosen.
- Text is horizontal where possible, left aligned, well-spaced and of an appropriate size.
- Leading and kerning is adequate.
- Use of capitals, italics and underlining is limited or eliminated.
- Graphics are clear and legible.
- Strong contrast between the typography and the background.
- Information does not rely solely on graphics.
- Pictograms have descriptions underneath.

— Source: UTS - University of Technology Precedent.

# Directional arrows

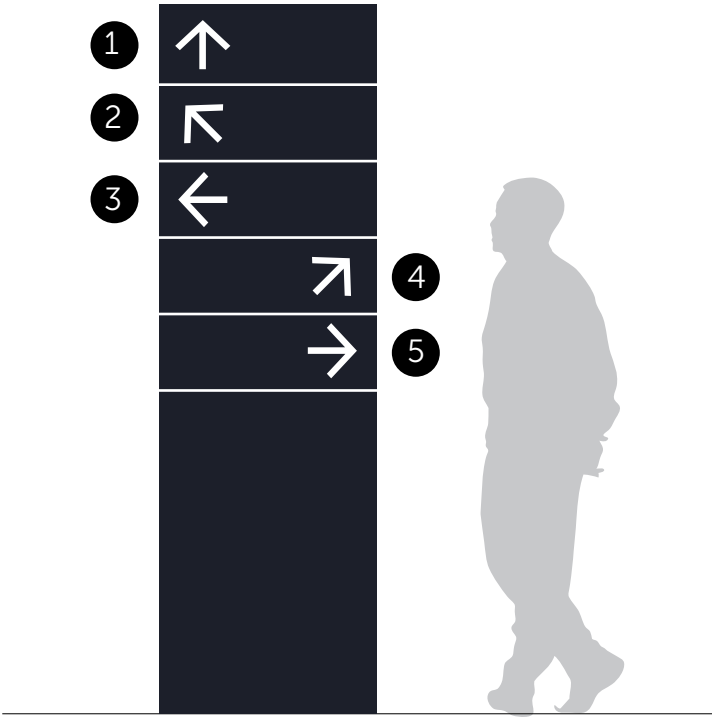
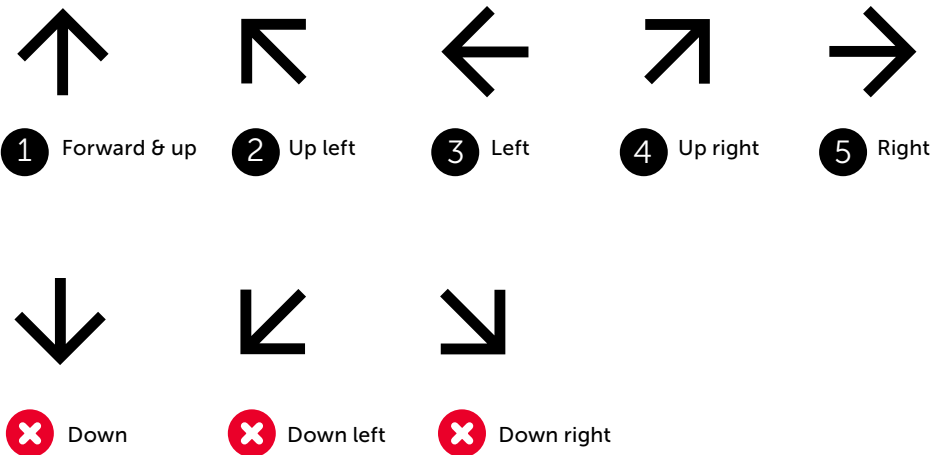
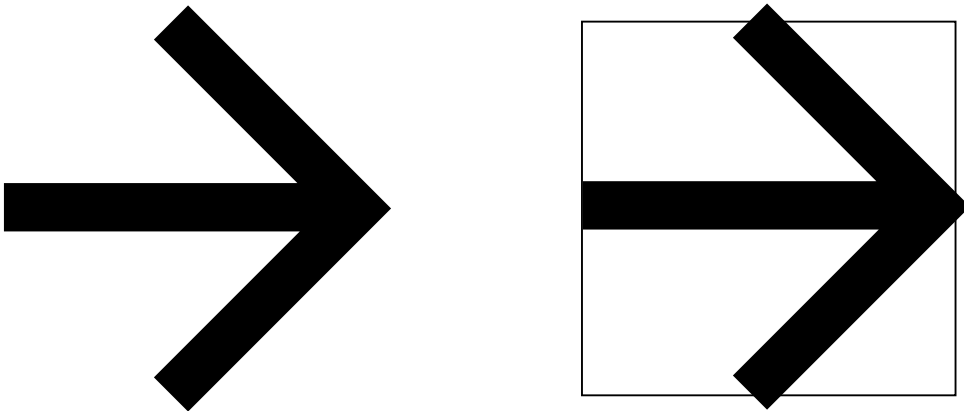
Best practice is to use one arrow symbol per direction and have all destinations in that direction listed next to or below to the symbol. The hierarchy of destinations should be listed either with the closest to furthest away or by level of importance, main destination prominently featured followed by secondary destinations.

Arrows should direct users to destinations ahead of the sign that are in proximity or to destinations in the distance where other wayfinding nodes will be found at decision points.

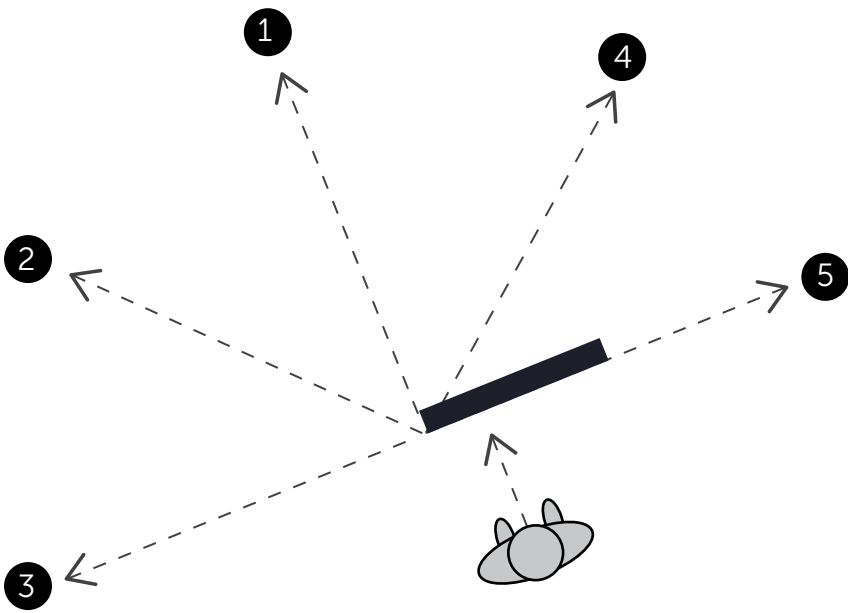
Users should never be directed to destinations which are behind them. Only forwards, left, right and 45°-forward angled arrows are to be used. Downward facing arrows are open to misinterpretation and may become confusing for users. These types of arrows are used only in specific situations. i.e. staircases.

## Arrow bounding box

A bounding box provides guidance for the alignment of arrows on template panels. The arrowhead may extend beyond the guide when used in particular rotations. The guideline box is usually provided for templates.



Arrow configuration principles in elevation.

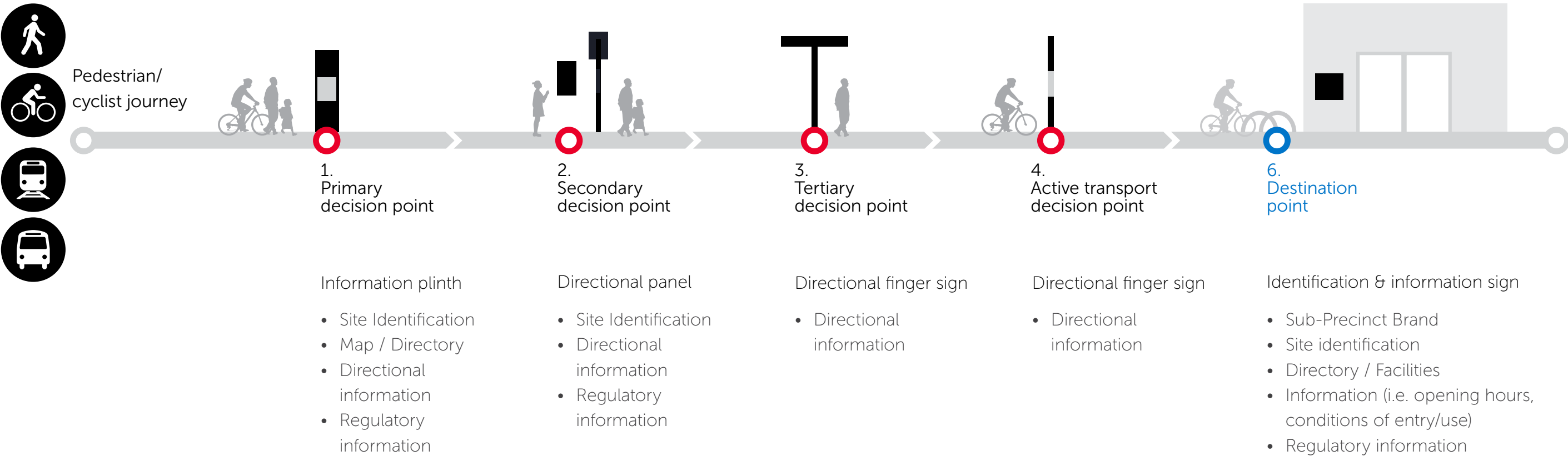


Diagrammatic hierarchy of directions in plan view.



# User journey scenario from A to B

The methodology of signage is to provide sufficient information at each stage of the user's journey. An understanding of all interactions between the user and the space is crucial to design a successful wayfinding system.



## Planning signage & locations

Signage location and size should be considered carefully in the planning process to aid site navigation by users of all abilities.

When entering a new space, users will rely on their recognition of familiar experiences in similar environments to influence their decision making behaviour.

During every journey a user will come to a point where they need to decide on the next direction for their journey. This is called a decision point.

A good wayfinding system should indicate, at every decision point, where to go next to reach the destination.

### Pedestrians

Key placement principles for pedestrian signage:

- Mapped plinths with 500m maps should be placed at key decision points or high traffic routes (i.e. Transit hubs, central market, retail precincts, etc).
- Mapped plinths should be placed at intervals that provide an overlap with other corresponding maps.
- Multi-directional signage should be provided at key route decision points.
- Consistent and predictable placement of all signage to build assurance for users.

- Co-locate signs to existing street infrastructure where possible to mitigate visual and physical clutter.
- Use appropriate scaled signage where space is an issue (e.g. surface graphics, co-located panels).

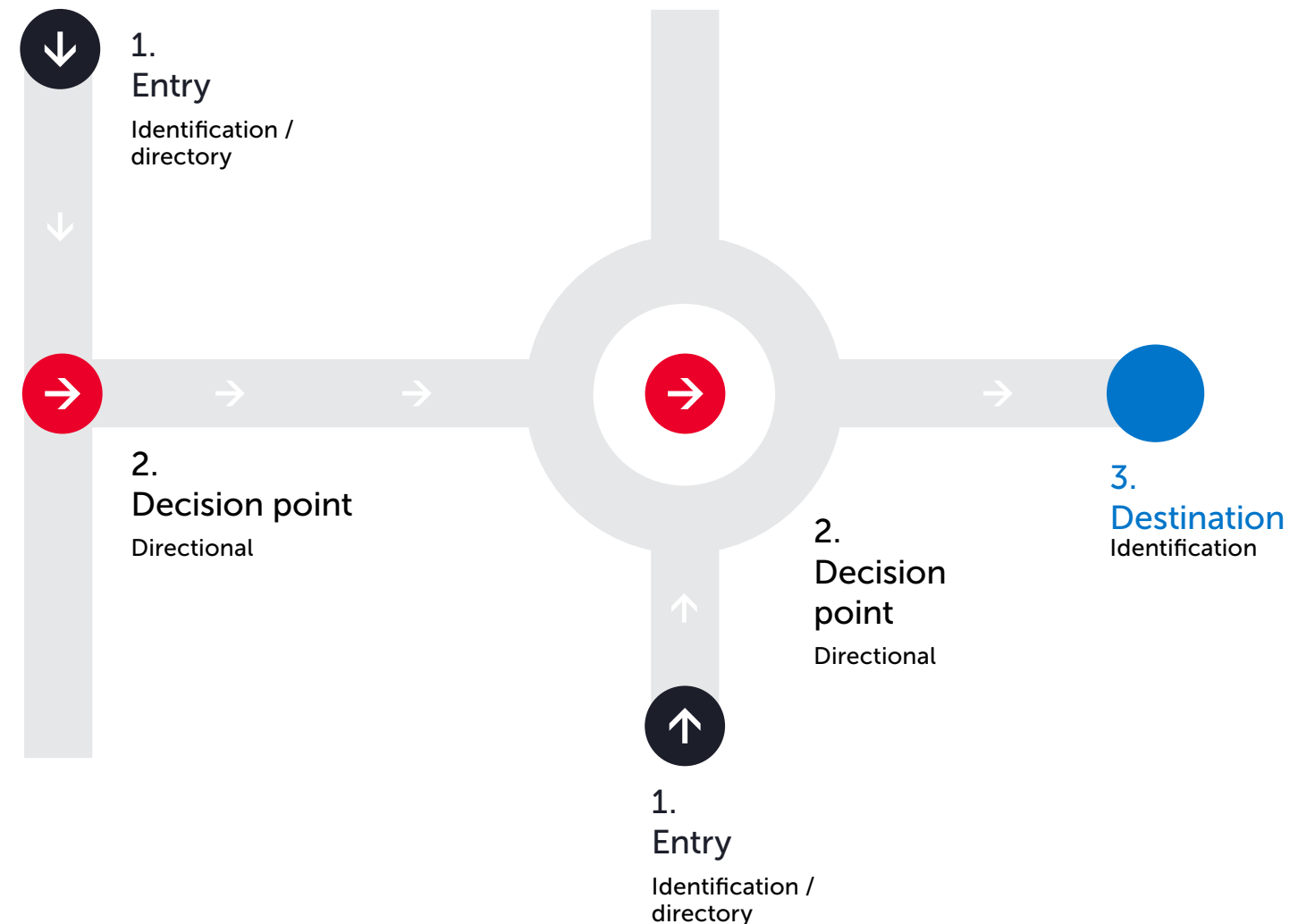
### Cyclists

Cyclists needs should be considered when route planning, to identify the types of signs required and where they should be located.

Cyclists generally prefer not to stop, are traveling at faster speeds and need to make decisions quicker than a pedestrian.

These factors inform the placement, type, size and amount of information displayed on cyclist signage including:

- Larger text size and directional arrow.
- Colour blue as a distinct cyclist identifier.
- Time and distance information.
- Overly simplified maps to illustrate upcoming changes in the route or complex intersections.
- On traffic lights or intersections where cyclist might be required to stop and wait, they can benefit from surface graphics with directional information.
- Siting signage to allow cyclists ample time for decision making at speed. This could take the form of mid-block directional signage placed before arriving at an intersection.





# Principles of placement

To aid accessibility and legibility for users of all abilities it is important to consider the following:

1

## Identify the areas where signage is needed

Consider the following:

- Where would people need information? (i.e. where are the logical information or decision points on people's journey past or through the site? Or through the public space?).
- Where would people expect information? (People expect to see signs in busy areas, especially those with a lot of foot traffic, e.g. major intersections and local attractions).
- Will the key audience for the sign be people on foot, by bike or by motor vehicle? This affects the speed at which the signs will be viewed and by extension where the sign should be located.
- How would the sign – and the information it supplies – relate to other signs nearby? (i.e. existing signs and/or others being installed at the same time). Providing too much signage can be confusing for people.

2

## Find the best location in those areas

Identify a position for the sign that will mean it is:

- Obvious to the audience and has a high visual impact but does not dominate the surrounding area.
- Free of visual obstruction for the sightlines of your audience (e.g. for a sign with pedestrians as the audience, make sure that there it can clearly be read from the nearby footpath).
- As clear as possible of unrelated signage (obsolete or redundant Council signage should be removed, but other signage e.g. local business etc. may still be present) that may detract from the information provided or lead to confusion.
- Situated at appropriate heights and locations to allow for users of varying abilities to approach and freely navigate to and around the signage (in some cases slight changes to the orientation may help avoid creating an obstacle without compromising the visibility of the sign).
- As clear as possible of physical obstructions like overhanging vegetation and street furniture.

Factors to consider:

- Signage near pedestrian crossings and traffic lights need additional considerations to sight lines, pedestrian clearance, utility locations, wheelchair access, etc.
- Any signage installation near traffic and signals need considerations for risk to vehicles and crash impacts. Refer to RMS and AustRoads guidelines for siting of signs, setbacks and frangible construction. Frangible supports are to be used for all modular installations. Frangibility is multi-directional – no compromise for driver and pedestrian safety.

3

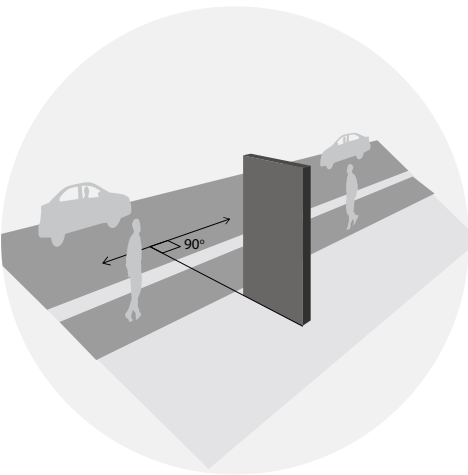
## Determine the best orientation for signage

The orientation and position of the sign should be based on the conditions at each site (e.g. path width, lighting, location of street furniture etc.) and the predominant direction(s) at which the sign would be approached. As explained above, slight changes to the orientation of the sign may help avoid creating an obstacle without compromising the visibility of the sign.

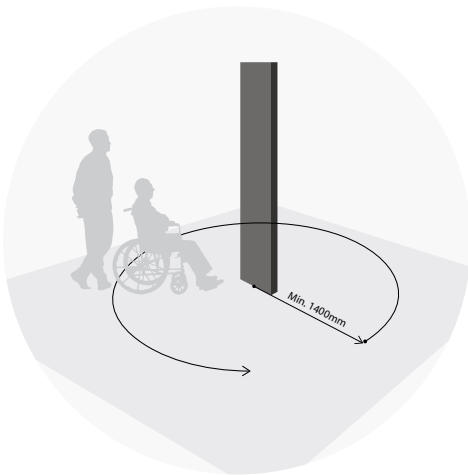
Factors to consider to optimise accessibility

- Position signs free of visual obstructions and in optimum sight lines that are free to access by foot, wheelchair or mobility scooter.
- Place wayfinding signage consistently at decision points to provide assurance to users.
- Over signing can be confusing and discouraging for users.
- Remove obsolete or redundant signage that may be misleading.
- An appropriately sited sign should be obvious but not dominant.

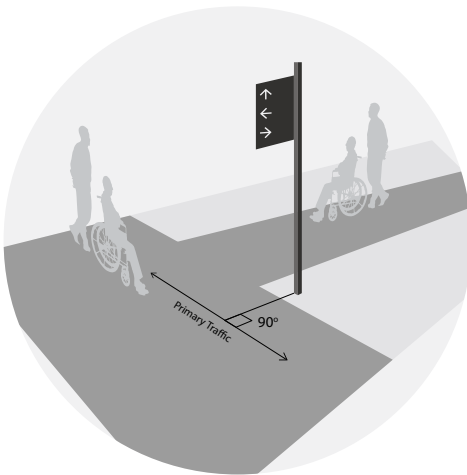
# Principles of placement



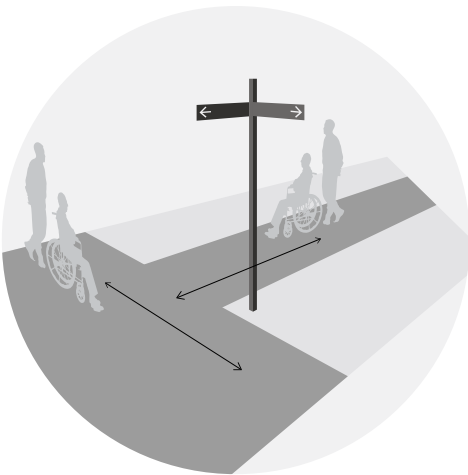
**Plinth**  
Place perpendicular to user's sight and line of movement.



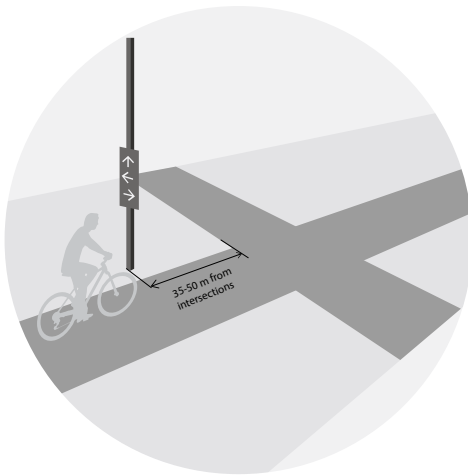
**Clearance**  
Clear zone around information signage should be minimum 1400mm radius.



**Flag sign**  
Flag signs should be placed perpendicular to user's sight and line of movement.



**Finger sign**  
At decision points in all intersections, parallel to user's line of movement towards destinations.



**Active transport sign**  
Advance Directional Signage should be positioned 35-50 metres from intersections. This distance is considered appropriate for a cyclist traveling at up to 30km/hr.

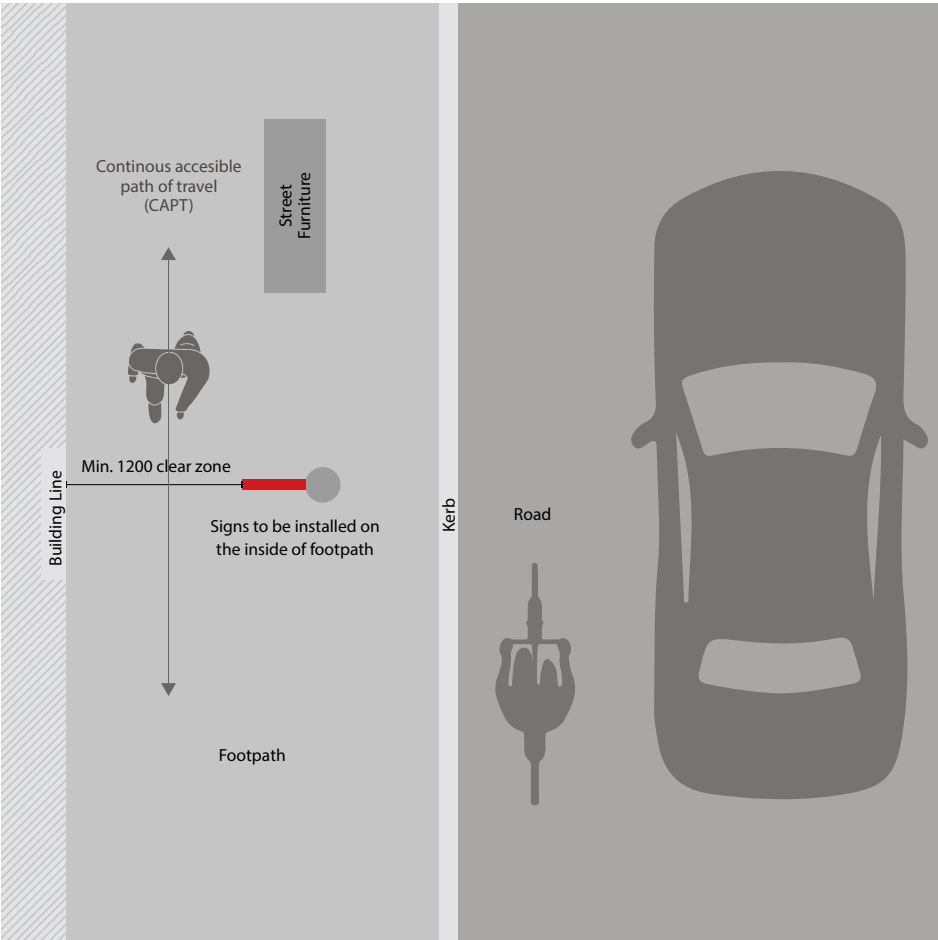


# Principles of placement

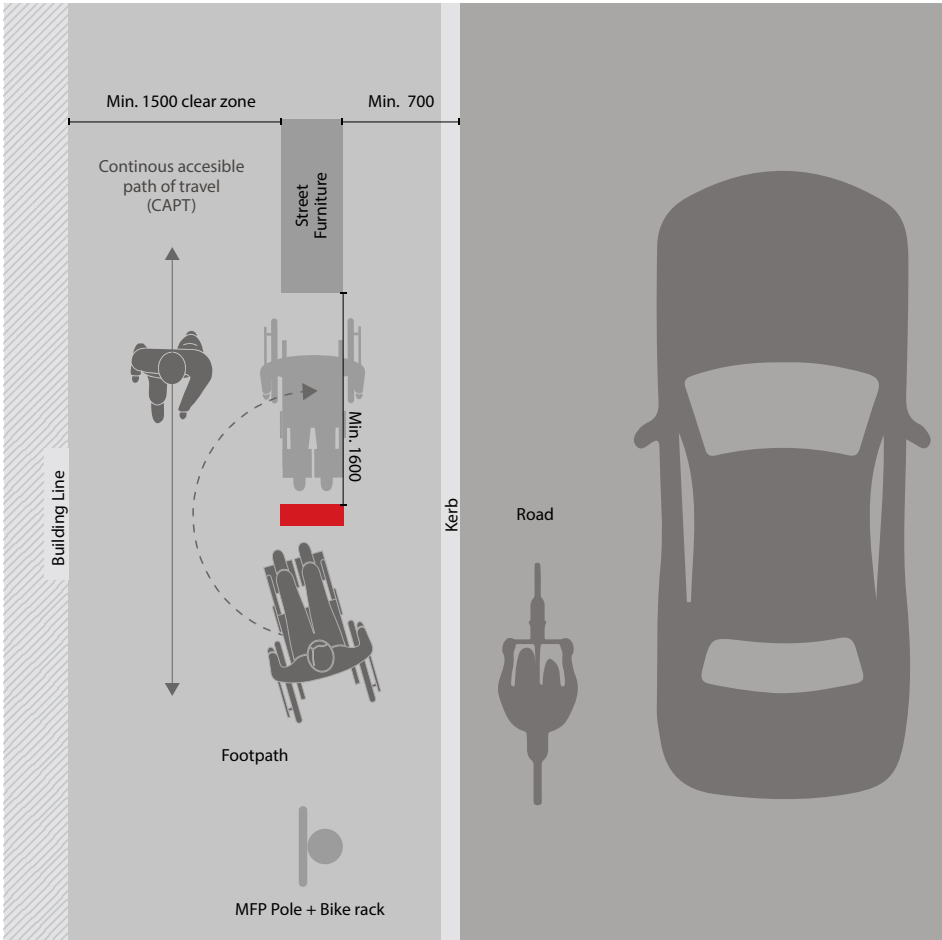
The following are best practice examples of signage setbacks from kerb and/or street furniture, however this might not always be possible as signs would impede the continuous path of travel on narrower footpaths.

NOTES

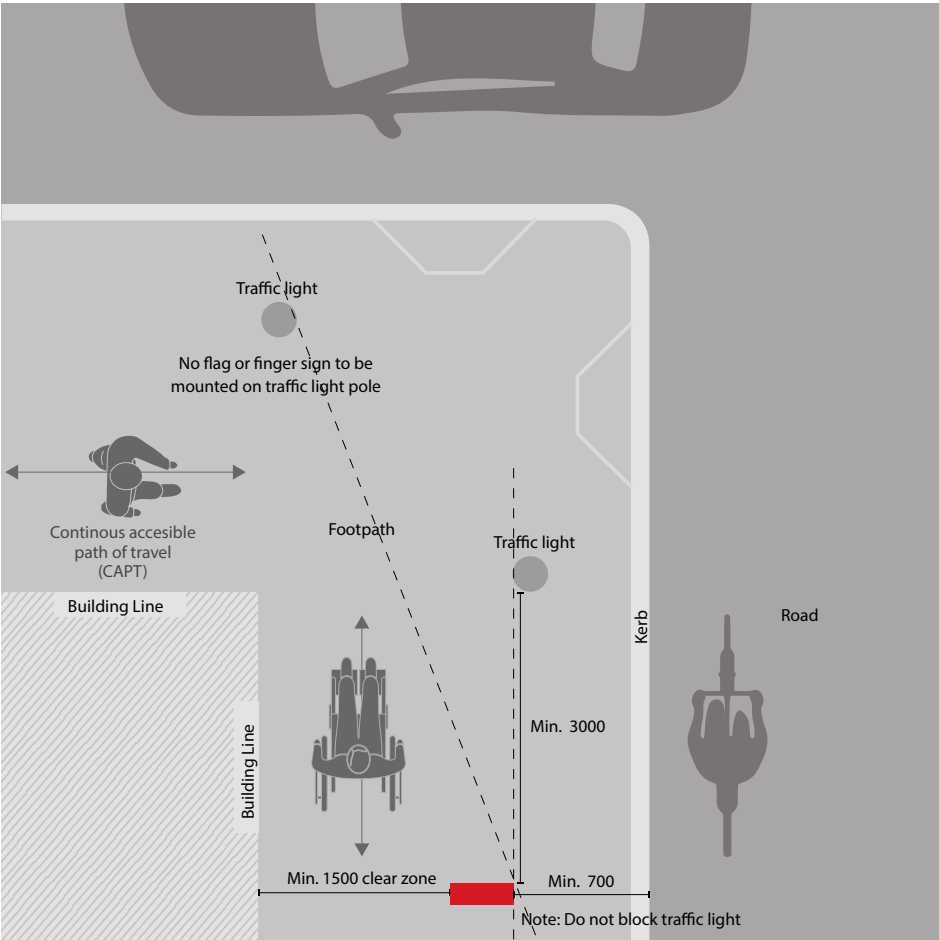
All measurements are in millimetres.



Flag or finger sign mounted onto street pole. Signs to be installed on the inside of footpath.



Plinth placement on street with minimum clearance to allow for wheelchair access and pedestrian movement.



Plinth placement near pedestrian crossings and traffic lights need additional considerations to sight lines, pedestrian clearance, utility locations, wheelchair access, etc. Any signage installation near traffic and signals need considerations for risk to vehicles and crash impacts.

## Integration with technology

Developments in smart phone capabilities and software may offer additional layers of wayfinding for audiences navigating precincts.

As smart-phone mapping technology becomes more ubiquitous, access to detailed journey planning and navigation services will mean less reliance on physical signage.

The relationship between the digital and physical worlds will become more enmeshed and responsive to individual needs.

### Barcelona, Smart City

Listed in Europe's top five 'smart' cities, Barcelona offers a comprehensive, city-wide program to provide users with local information.

To experience a virtual Barcelona through the physical one, users may access digital content at numerous access points and through various contact-less technologies including NFC (Near Field Communications) and QR (Quick Response) Codes.

By integrating technology into the urban infrastructure, the dissemination of information will become ubiquitous.

### QR codes

Accessible via a smart-phone's connection to the internet, enabling great opportunities to integrate online mobile technology with municipal signage. This is especially relevant with the development of cultural and heritage walks around the municipality.

Quick response (QR) codes can be integrated onto physical signage to take users to online content which supports the onsite messaging. It is important to consider what information will be housed online. Opportunities include:

- Online walking trails (e.g. a 'Historical Walk').
- Translated sign information for tourists.
- Links to online wayfinding for seasonal events.
- Audio versions of information for people who are blind and have low vision, cognitive and intellectual disabilities.

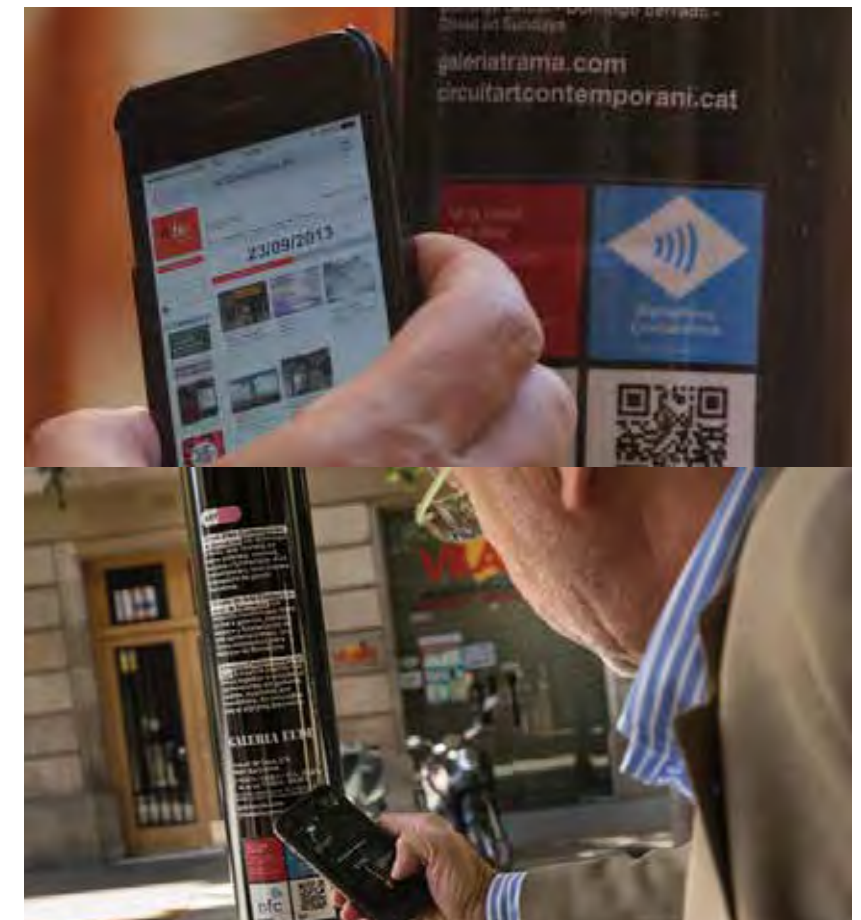
Links to information which regularly updates/changes thus should not be included on more permanent signage, which could include timetables for the use of parks and reserves by sporting groups.

It is important to remember the end user's experience when including QR codes on signage. Ensure that the online

resource provides them with useful information beyond what is already available on the sign. Similarly, using a QR code to simply link to a council website is not overly helpful for users and should be avoided.

Consideration should be given to ensure online resources are suitable for viewing on mobile devices. Responsive websites which have been specifically designed to be viewed on mobile devices work best – as opposed to mobile apps which are tailored to one particular platform (e.g. iPhone apps). Links to websites using Flash technology should be avoided as they are not supported by iPhones or iPads.

We recommend adding QR codes to signs using laser-cut vinyl, so they can be easily removed and/or replaced as required.



Barcelona 'Smart City' Nearfield Communication (NFC) in situ with smart-phones.  
Source: <http://lameva.barcelona.cat/contact-less/en>.



City of Amsterdam's signs linking QR Codes to the 'I Amsterdam' mobile app.  
Source: [www.edenspiekermann.com/blog/posts/explore-a-different-Amsterdam](http://www.edenspiekermann.com/blog/posts/explore-a-different-Amsterdam).



## Integration with technology

### Near Field Communication

Near Field Communication (NFC) is a form of contact-less communication between its electro-magnetic field and devices like smart-phones in creating opportunities for users to access tools and information to aid their proposed journey. NFC technology allows users to collect information wirelessly via smart phone\* through a close proximity transaction.

By integrating NFC throughout the signage family, users can gain access to valuable audio/visual tools that will aid their journey.

In essence, NFC can be used in turning smart phones into educated tour guides, and visitors may see and hear relevant information about what they're looking at.

This enables a non-linear path for self-guided tours and offers extra information for those who seek it.

\*Note: Apple iPhone 6 and above can read NFC tags with an app and the latest iPhones – iPhone XS, XS max and XR can read NFC tags without needing to download an app. All the latest Android smartphones can scan NFC without an app but there are a few older models that do not support NFC. This may provide accessibility limitations and should be monitored and considered before integrating this technology.

More information may be found at:  
[www.nearfieldcommunication.org/how-it-works.html](http://www.nearfieldcommunication.org/how-it-works.html)  
<http://www.nfcworld.com/nfc-phones-list/#rumoured>

### Augmented Reality (AR)

By the end of this decade AR will be embedded into most smart phones and will change the way we view and receive information. Wayfinding is one such practice that will benefit greatly from a more intuitive and immersive user experience. Google Maps has begun testing a richer AR experience that uses visual prompts to guide users through spaces.

Augmented reality may improve functional vision in people that are blind or low vision by translating spatial information into colour-coded, high-contrast visual patterns. Audio prompts may also be used to give objects and/or areas the ability to have simple audio cues.

### Digital heritage applications

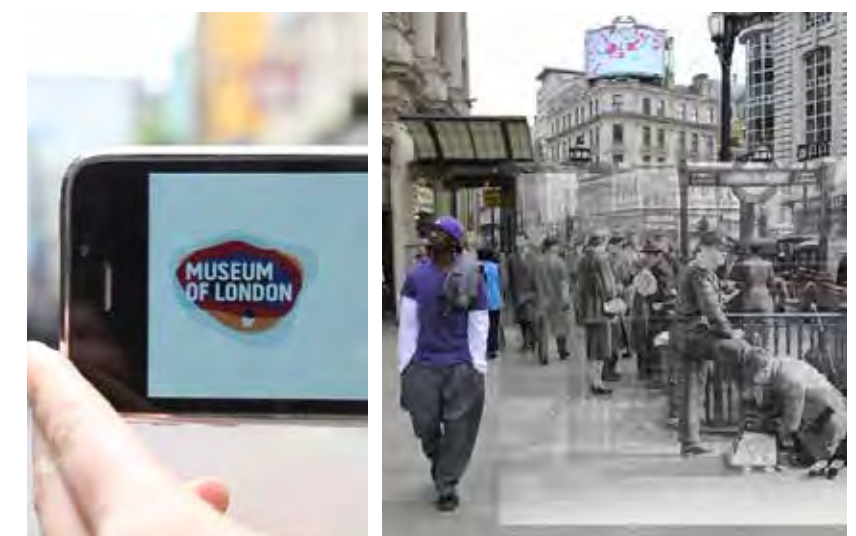
With an ever-increasing uptake of smart phones, digital historic and interpretive story telling has developed quickly over the last few years.

The project by Brother and Sister (London) for the Museum of London, utilises augmented reality to composite archival photographs over real word locations via an iPhone application. This has brought historical London to light and encourages users to explore the city and its history in an engaging and immersive way.

This is an interesting example of how the City's many cultural and heritage stories could be revealed without the need for physical clutter like signage.



'iPhone Time Machine', Brother and Sister for the Museum of London.  
 Source: <https://segd.org/digital-wayfinding-apps>.



A person tapping their smart-phone to a NFC enabled advertisement.

## Consistent messaging & naming principles

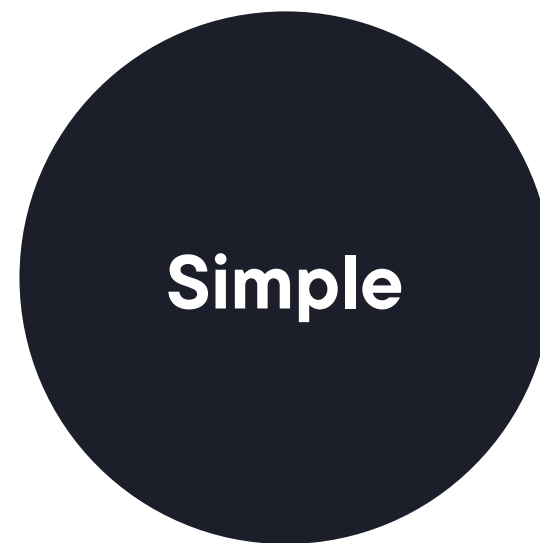
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There are three core principles to all naming in wayfinding information. Names should be simple, logical and durable.

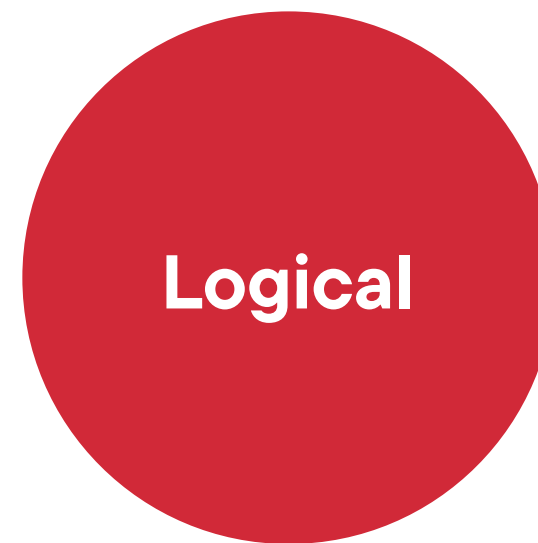
Due to the large cultural and language diversity of visitors, the terminology used in wayfinding should be simple and easy to remember.

Each destination naming must be consistent across all wayfinding elements throughout the whole journey and across all map hand outs and marketing material.

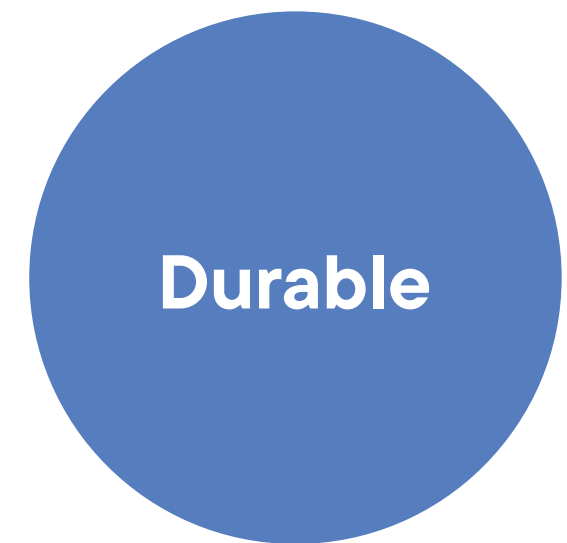
Plain language and use of symbols and images reduce the complexity of information and makes navigation easier.



Names should be simple. Simple names are more memorable than complex names and avoid confusion and ambiguity. Simple names tend to be used in everyday conversation or when giving directions.



Logical names provide a mental link when trip planning. Names should therefore be relevant to the area or purpose of the space.



Names should be relevant for as long as the space exists. Certain names can become outdated if the building or spaces changes. It is important to have a name that will still be appropriate in the future.





## Section 2

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# Best Practice Wayfinding



# Best practice precedents (local)

## Legible Sydney Wayfinding Implementation

### Background

Urban&Public were engaged by the City of Sydney to develop and implement the new city-wide ‘Legible Sydney’ wayfinding system for the 10 city villages across an area of 25km<sup>2</sup>.

A framework was established to ensure the 600 signs including 100 map pylons were optimally located as part of a city wide pedestrian network.

The pylon features information including phone numbers, websites, QR Code, and NFC as well as Braille/tactile contact number and location reference.

### Principles

- Best practice detailed mapping included the illustration of 3D landmarks to assist in user journey-planning and new mapping for the southern part of the LGA.
- Hierarchy of information is clear and sized appropriately to the particular audience needs.
- Meticulously designed sign templates were used for accurate, repeated artwork preparation, allowing for standardisation of large volumes of messaging, pictograms, transport information, destination times, mapping data and text-based information.
- Ensuring information was accurate and responsive to current and future changes to transport and the public domain occurring across the rapidly changing urban landscape.



Free standing pylon with clear header for visibility.



Maps to assist with navigation and journey planning.



Flag sign mounted on multi-functional pole.



Finger signs at secondary/tertiary decision points.



# Best practice precedents (local)

## Adelaide Park Lands & City Wide Wayfinding Strategy

### Background

Urban&Public in collaboration with Studio Binocular developed a kit-of-parts approach for the signage family providing Council with an adaptive and flexible system suitable for both parks, open spaces and urban conditions, with intergrated user-focused approach.

A key design driver was the capacity to co-locate panels on existing street furniture and infrastructure reducing visual clutter and minimising implementation costs.

The visual language of the signage includes different mappings which delivers an information system that is long lived and resilient to the recent and future changes as the city grows and evolves.

The strategy also reinforces sustainable modes of transport and theses includes walking and cycling.

### Principles

- Utilises a kit-of-parts approach for sign manufacture that delivers cost effective and easily updatable family of elements
- Hierarchy of information: gradually and logically sub-divides areas into smaller and smaller chunks
- Information is colour coded for pedestrians and cyclists and sized and weighted to the particular audience needs
- Physically accessible and inclusive
- Utilises clear and simple mapping with walking times and distances to aid and encourage walking
- Colour and contrast: The signs and maps use high contrast colours for optimum legibility
- Fitting the product to the place: The system needs to create a balance between fitting into the streetscape and having enough presence to be useful
- Open space and urban material palettes are sympathetic to their context and situation



Visual identification in here shows precinct maps in universal logos and bright colours.



Colocating wayfinding over existing street infrastructure.



Ther Frome Street Bikeway Cycling Wayfinding.



Wayfinding signage with bold colours and arrows for optimum legibility.

# Best practice precedents (global)

## Legible London Wayfinding System

### Background

The Legible London concept represents the most comprehensive approach to implementing a wayfinding system in a global city.

The project conceived by Applied in 2004 responded to a study brief to investigate ways, in which walking could be improved in Central London. Since then, it has developed into an on-street pedestrian system with over 1,200 sign.

There are different suites of printed tailored walking maps for commuters, businesses, visitors and shoppers, downloadable and digital maps, several smartphone apps, integrated public transport information and has created a walking identity for London.

### Principles

- A flexible system was created to connect to all of London’s transport modes. The system appears inside tube stations, on bus shelters, cycle hire, digital screens and on printed items.
- The system’s iconic “walker” appears at the top of each sign, signaling that it provides information for walkers. The system puts general information at the top and progressively detailed information below.
- Signs are places close to shops and/or streetlights to ensure signs are illuminated at all times.
- London’s villages and landmarks are the priority of information and have been coloured to reinforce these areas as the main tool for the user to understand where they are.



Finger post shows local directional information and used as a final indication of an arrival point.



Comprehensive mapping system guides and orientates pedestrian.



Minilith used primarily as a route supporter.

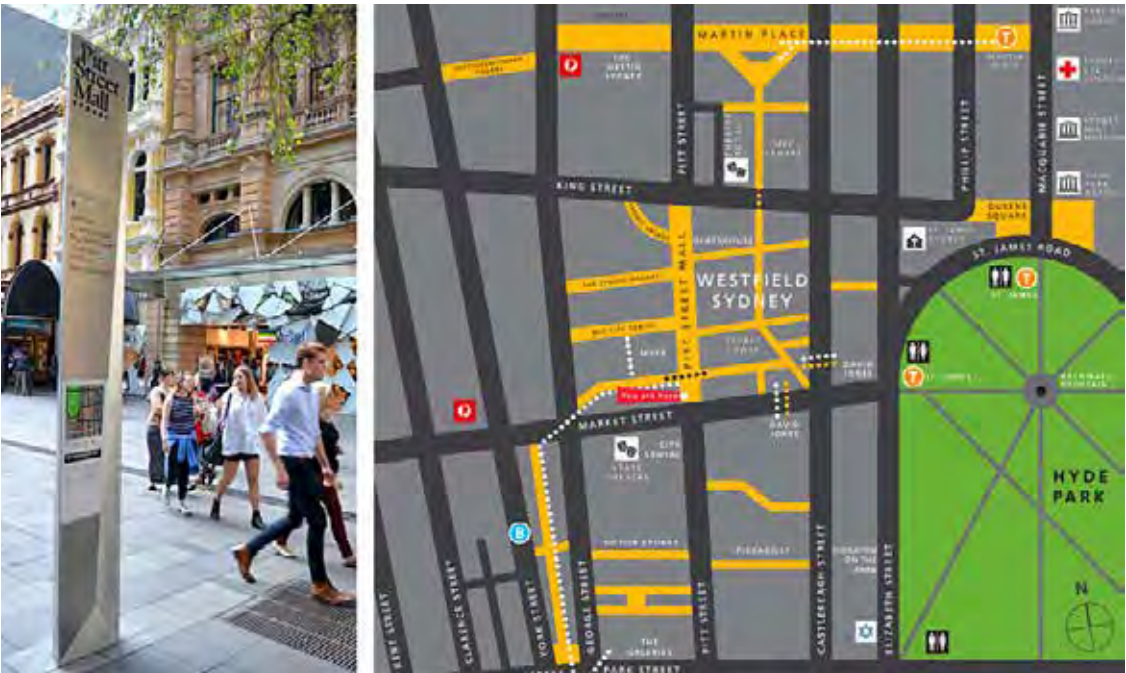


Monolith contact informaton on one of the side panels.



# Best practice precedents (local)

## Legible Sydney Pitt Street Mall



Detailed maps depicts walking routes and landmarks.



The wayfinding plinth serves as a gateway to the mall.



Enlarged name of place at the top of the plinth acts as destination marker.

## Background

The City of Sydney required the design of custom signage for Pitt Street Mall, which incorporates wayfinding, regulatory and traffic related messaging for pedestrians and service vehicles.

The Mall comprises retail environments within new buildings, as well as heritage buildings. It is one of the premier retail precincts in Australia with more than 65,000 pedestrians each day. Pitt Street Mall is the busiest retail precinct in Sydney and is rated the most expensive in Australia.

Visitors require information about cultural, retail, event and transport destinations in close proximity, in order to make informed decisions.

## Principles

- Utilises key place identifier at a large scale at the top of the plinth for easy identification of the Mall.
- Hierarchy of information stays consistent with Legible Sydney urban plinths.
- Different treatment to the Sydney urban plinths regarding materials and large graphics to make the plinth more of a feature gateway into the Mall.
- Utilises clear and simple mapping with pedestrian links between buildings and retail stores.



Incorporating regulatory sign and artwork onto the mall wayfinding plinth.





**Perth Town Hall**  
Hay Street

↑  
Hay Street Mall 🏛️  
His Majesty's Theatre 1 min  
7 min

←  
Stirling Gardens  
Barrack Street Jetty 🚢 2 min  
6 min

→  
Perth Station 🚆 🚶 🦽 4 min  
WA Museum  
Boola Bardip 7 min

 City of Perth

### Section 3



# Signage System

# Signage functional typologies

Signage systems should be categorised into five sign types based on their primary purpose to aid information hierarchy and content design.

An interpretive layer may be integrated as a sixth sign type into the signage system.



**Identification**

Indicates where users are and where they have arrived. Identification signage is primarily used to identify places and destinations.



**Directional**

Directs users to destinations by the use of arrows or panel blades (Finger signs) pointing towards the route to follow to get there.



**Informational**

Inform users where they are, what facilities could be found on site to help them decide where they should go.

Some informational signage includes directories and/or maps which are located at arrival points to precincts and buildings.

E.g. Directory boards, digital screens and maps



**Regulatory**

Regulatory signs inform users of operational and safety information, codes of conduct and site operations including statutory signage.

Eg. No dogs allowed signs, CCTV in use signs



**Promotional**

Signage used to promote City of Perth as a destination and its attractions and events.



**Interpretive**

Cultural and environmental site experiences.

**Safety**

E.g. Beach warning signs

**Statutory**

E.g. Toilets Braille signs



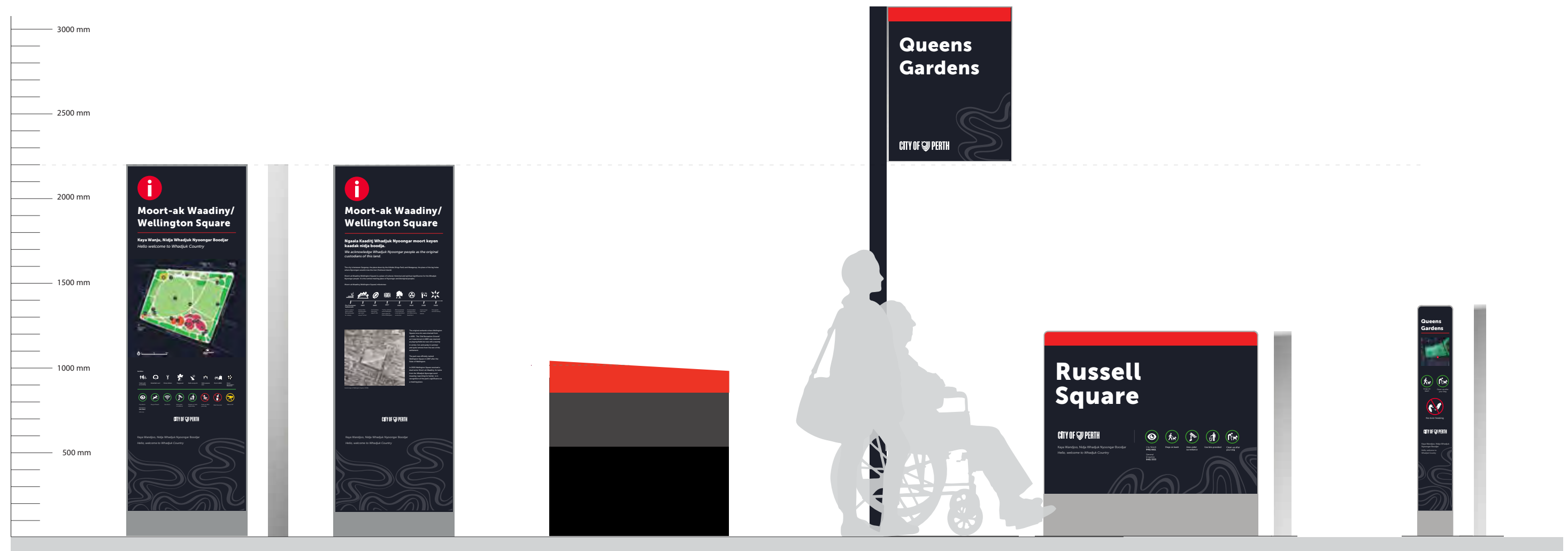
# Next generation wayfinding signage system overview



Code	PL1	PL2	PL3 (A)	PL3 (B)	PL5	WL1	WL2
Sign Type	Plinth	Plinth	Plinth	Plinth	Plinth	Wall Sign	Wall Sign
Name	Gateway Plinth with lighting	Urban Pedestrian Plinth	Narrow Pedestrian Plinth	Narrow Trail Plinth	Interpretive Plinth	Wall Mounted Map	Wall Mounted Directional
Functional Type	ID + IF + DR + RG	ID + IF + DR + RG	ID + IF + DR + RG	ID + IF + DR + RG	IF	ID + IF + DR	ID + DR
Installation	Freestanding	Freestanding	Freestanding	Freestanding	Freestanding	Wall Mounted	Wall Mounted
Purpose	To provide mall identification, precinct area maps, directional information and regulatory information at arrival or entry points to malls/shopping areas.	To provide users with site identification, local directional information and maps at primary decision points along pedestrian routes in urban areas. Regulatory information is also provided in this sign to ensures users are aware of surrounding regulations.	To provide users with site identification, local directional information and maps at decision points along pedestrian routes in suburban areas. Regulatory information is also provided in this sign to ensures users are aware of surrounding regulations.	To provide users with site identification, local directional information and maps along selected walking/cycling trail.	To provide users with site specific interpretive information to enhance knowledge, awareness and communicate culture/nature stories about the site and its history. Placed at locations relevant to the content of the sign.	To provide users with site identification, local directional information and maps at secondary decision points along pedestrian routes in urban areas or car park interfaces. Regulatory information could also be provided if necessary. These signs should be used in locations where space or traffic levels does not permit a plinth.	To provide users with site identification and local directional information at secondary decision points along pedestrian routes. It provides pedestrians with reassurance when traveling between mapped signs and destinations. It could contain regulatory information to avoid signage clutter.



Code	WL3	WL4	FL1	FI1	ST1	AT1	AT2
Sign Type	Wall Sign - Laneway	Wall Sign - Laneway	Flag Sign	Finger	Street Name	Active Transport	Active Transport
Name	Wall Mounted Directional	Wall Mounted Directional (Longer Place Name)	Pole Mounted Directional Flag	Finger Sign	Street Name Sign	Active Transport Pole Mounted Directional	Active Transport Pole Mounted Linear Map
Functional Type	ID + DR	ID + DR	ID + DR + RG (if required)	DR		DR	DR
Installation	Wall Mounted	Wall Mounted	Pole Mounted	Pole Mounted	Pole Mounted	Pole Mounted	Pole Mounted
Purpose	To provide pedestrians with site and directional information in a laneway.	To provide pedestrians with site and directional information in a laneway.	To provide users with local directional information at secondary/tertiary decision points along pedestrian routes or to provide reassurance when traveling between mapped signs and destinations.	To provide users with local directional information at secondary/tertiary decision points along pedestrian routes or to provide reassurance when traveling between mapped signs and destinations.	To provide users with local street name information at primary decision points.	To provide cyclist with directional information at or prior to decision points along cycling routes.	To provide cyclist with directional information at or prior to decision points along cycling routes.



Code	PL4	IN1	PS1	PS2	PS3
Sign Type	Plinth	Interpretive Sign	Park Name Sign	Park Name Sign	Park Name Sign
Name	Park Information Plinth	Interpretive Sign - Width varies	Park Name Flag	Name of Place Sign	Name of Place Sign
Functional Type	ID + IF + RG	IF	ID	ID + RG	ID + RG + Optional map
Installation	Freestanding	Freestanding	Freestanding	Freestanding	Freestanding
Purpose	To provide park/reserve identification, precinct map, directional information and regulatory information at arrival/entry points to parks, could also include interpretive information.	To provide users with local directional information at secondary/tertiary decision points, along pedestrian routes or to provide reassurance when traveling between mapped signs and destinations.	To provide open space identification at major arrival points or prior to entries to carparks. Located at garden beds of large or highly visited facilities or on high speed traffic roads where legibility for drivers is required.	To provide open space identification on major arrival and display key information i.e regulations, opening hours, facilities available (BBQ, playground, dog park), etc. Located at garden beds of large to medium size facilities of moderate visitation and/or importance where legibility for drivers is required.	To provide open space identification at minor entry points to display key information i.e regulations, opening hours, facilities available (BBQ, playground, dog park), etc. Located at garden beds at arrival points to small or infrequently visit facilities.



# Multiple signage configurations on multi-function poles (MFP)

Multi-function poles (MFP's) are street poles that accommodate various functions onto the same pole at the same time.

## Street name signs

Mounting height should be between 2.5m - 3.0m, with 2.8m being the desired height measured from ground level at the signpost to the underside of the lowest sign. Where two street name signs are to be carried on a single post, they should not be mounted on the same horizontal plane. Signs mounted at heights less than 2.5 m could be subjected to vandalism or traffic damage while the visibility of signs mounted at heights above 3.0m could be reduced under both day and night conditions.

## Recommendations

- Active Transport directional signs should be located, so as to not conflict with road directional signage, or create ambiguity at critical turning points or crossings. New signage should not add to existing clutter. Existing signage may need to be relocated at the time cycle network signage is installed to improve the overall scheme of signs.
- Avoid placing pedestrian wayfinding and active transport signage together with traffic management signage if possible.
- Keep datum heights for signage consistent across the system as much as possible. Consistency of heights gets the user trained to look for information in the same locations.





Section 4

# Visual Language & Components



# City of Perth's branding for signage

There are two components to the City of Perth new brand mark: the 'Shield' icon and the wordmark.

For the purposes of signage only, monochrome variation can be used in different application.

## Logo variations

The following are approved variants for the City of Perth logo which will be used across a variety of printed and digital platforms. The preferred version is landscape, but the logo should be chosen to best suit each application.

The logo can sit anywhere on a design. However, it should be in a prominent clear space.

### Preferred variation for wayfinding signage



Primary (Horizontal)  
Brandmark



### Brandmark

Correct use of the City of Perth logo is integral to creating a strong brand and will ensure that the organisation is positioned as an industry leader.

# Typography for signage

To support the creation of accessible content for people with vision impairment, it is important to use sans serif fonts and horizontal text that is left aligned, well-spaced and of an appropriate size. Leading should be adequate, spacing between paragraphs generous and the use of ALL capitals, italics and underlining should be limited or eliminated.

## Primary fonts

### Museo Sans

One of the key visual components to the City of Perth brand is the typeface Museo Sans. The sans serif font is strong, versatile, accessible and filled with personality.

Due to the wide range of weights available, Museo Sans may be used for all headings, subheadings and body copy across both print and digital platforms.

Museo Sans is available in 5 Weights:

- 900
- 700
- 500
- 300
- 100

Museo Sans Display may also be used as a lighter display font in some circumstances.

Primary typography  
Museo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
opqrstuvwxyz

Optional typography  
Museo Sans Display Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
opqrstuvwxyz

Museo Sans - 900

abcdefghijklmnopqrstuvwxyz  
1234567890.,:;-\_“”|&?!/@

Museo Sans - 700

abcdefghijklmnopqrstuvwxyz  
1234567890.,:;-\_“”|&?!/@

Museo Sans - 500

abcdefghijklmnopqrstuvwxyz  
1234567890.,:;-\_“”|&?!/@

Museo Sans - 300

abcdefghijklmnopqrstuvwxyz  
1234567890.,:;-\_“”|&?!/@

Museo Sans - 100

abcdefghijklmnopqrstuvwxyz  
1234567890.,:;-\_“”|&?!/@



# Colour palette, materials & finishes

## Primary colour palette

Please note:  
When reproducing any artwork it is imperative that the colours are matched using the Pantone Colour Matching Guide. This will ensure consistency throughout all signage.

### Pedestrian

Base

PMS 532 C

CMYK

81/73/56/68

Highlight

PMS 185 C

CMYK

02/100/92/0

Text

White

### Cyclist

Base

PMS 532 C

CMYK

81/73/56/68

Highlight

PMS 3005 C

CMYK

100/46/2/0

Text

White

## Secondary colour palette

For use on maps and regulatory information.

### Pictograms

Advisory

PMS 361 C

CMYK

72/4/100/0

Regulatory

PMS 185 C

CMYK

02/100/92/0

Transperth

CMYK

100/29/100/0

CAT Routes

Red

CMYK

24/99/78/18

Blue

CMYK

100/46/2/0

Green

CMYK

72/3/93/0

Yellow

CMYK

0/10/100/0

Purple

CMYK

77/88/0/0

### Mapping

Roads

PMS 532

CMYK

81/73/56/68

Precinct

CMYK

15/0/0/85

Paths

CMYK

58/46/44/10

Suburb name

CMYK

45/35/36/2

Parks

CMYK

75/0/75/9

Water

CMYK

51/7/23/0

Activity centre

CMYK

16/87/51/0

Carparks

CMYK

15/0/0/85

## Materials & finishes

The materials palette provides a cost effective, durable and easily amendable system. It is envisaged that the palette of materials can be sourced locally mitigating delivery and supply issues.

Colours chosen achieve a high level of contrast and legibility to create a distinctive signage system.



Durable material suited for outdoor use.



Panel materials.



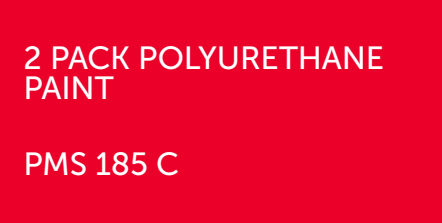
Computer cut vinyl graphics.



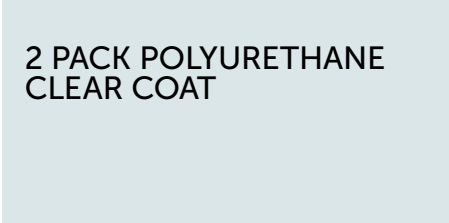
Could be used for cyclist signage.



Paint over panels.



Paint over panels.



Protective clear coating (satin).



Anti-Graffiti / vandalism resistant clear coat laminate.

# Colour contrast & accessibility

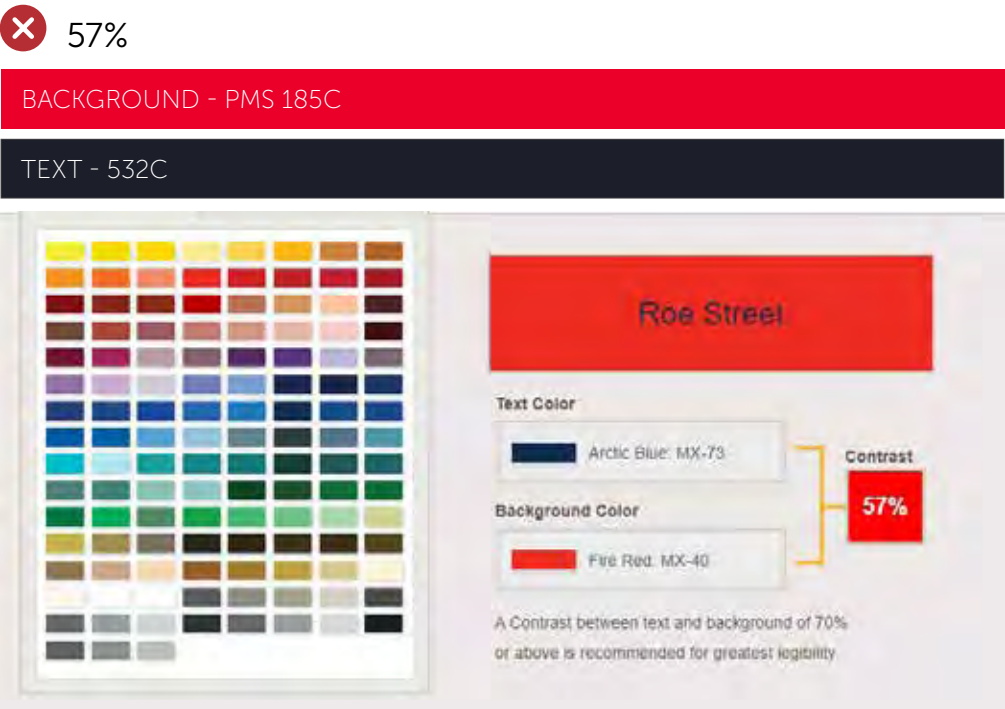
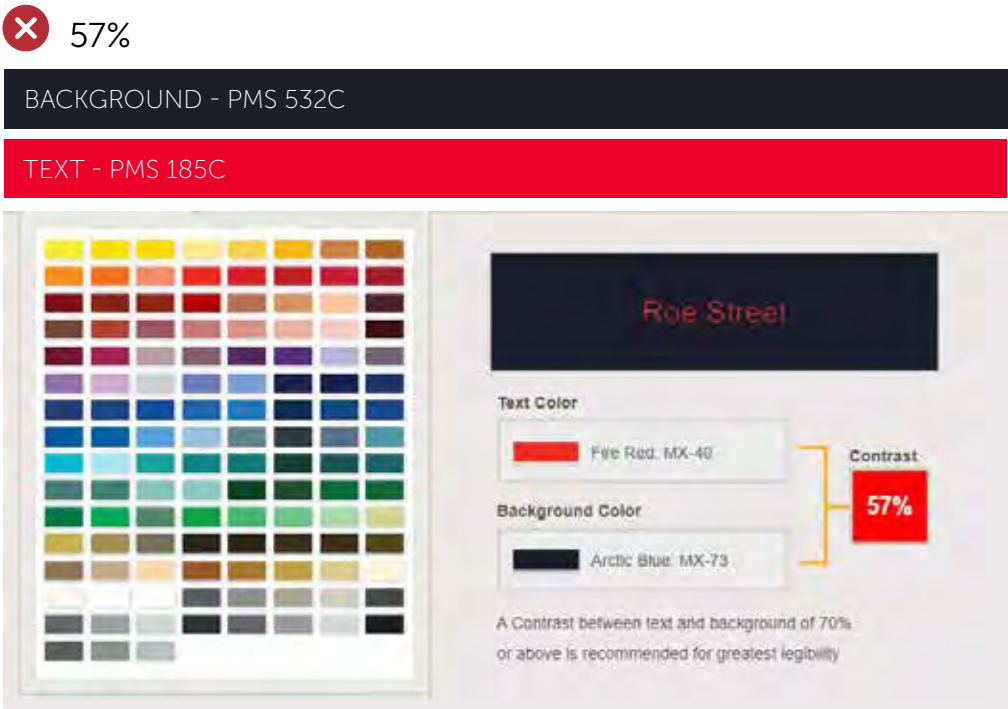
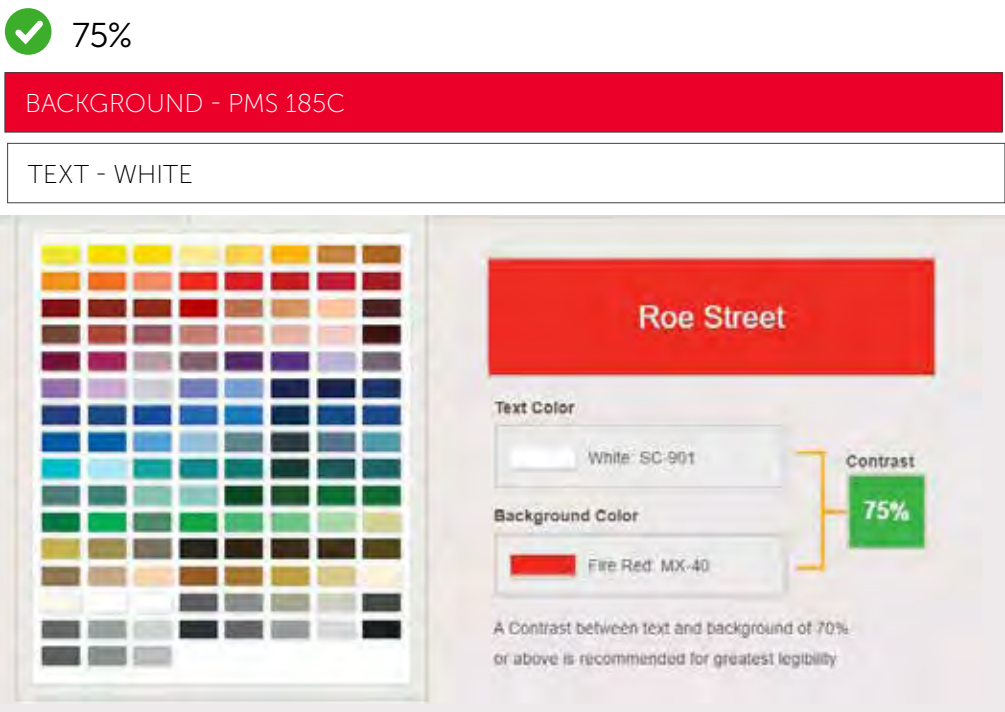
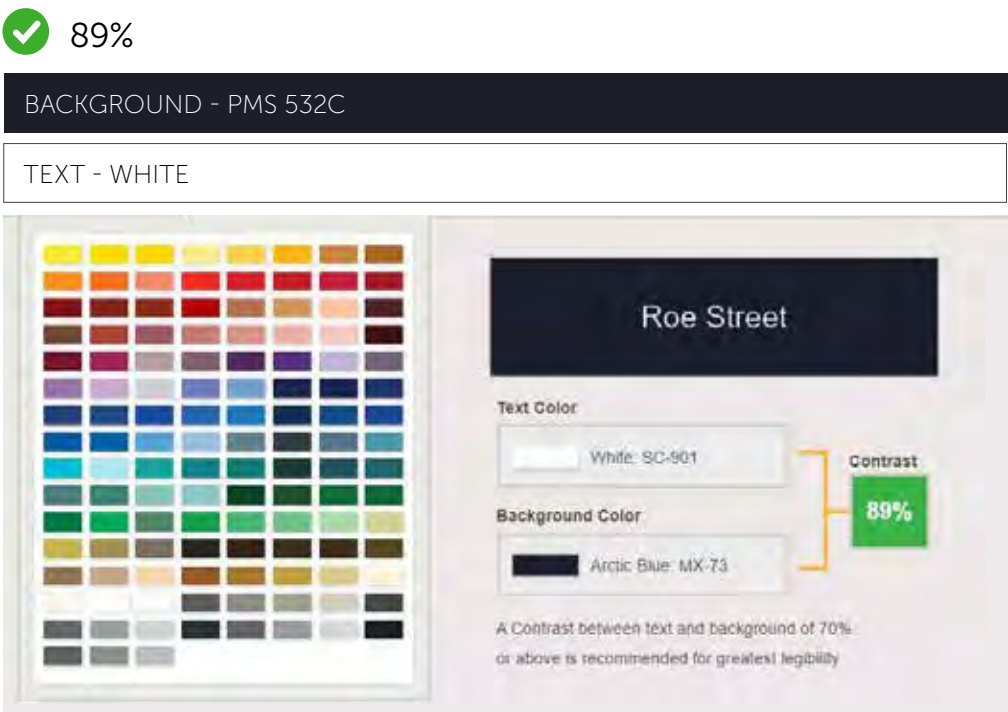
A key factor in choosing colours for outdoor signage is to ensure sufficient contrast between the foreground and background colours. Each colour has a light reflective value (LRV) and contrast levels are measured by comparing the foreground and background LRV ratings. 70% is deemed to be an acceptable standard of contrast, making signage more legible for persons with vision impairment.

Generally, this means that highlight colours need to be lighter in tone to achieve sufficient contrast with the background.

In order to maintain both consistency and legibility throughout a wayfinding system, it is important to ensure that these colour combinations remain consistent.

As part of the world’s best practice signage and wayfinding system, Bristol Legible City, several tests were carried out on outdoors signage readability. The tests found that white text on a dark background is more readable at distance, and the use of lower-case letters aids the recognition of words. Further to this, the Outdoor Advertising Institute in the U.S. has found reverse messages to be up to 40% more visible.

SOURCE: <http://asignage.com/resources/lrv-calculator>





# Library of pictograms

Pictograms communicate to the widest possible audience and eliminate language barriers by conveying a meaning through their pictorial resemblance to a physical object. They help to reduce unnecessary clutter and create consistency throughout all aspects of a signage system.

The following library of pictograms is in line with international standards and are to be used across all signage typologies and mapping to identify commonly used facilities, hazards or to communicate expected behaviours in the area. When applied to signs they should be scaled proportionately to the desired size.

Additional symbols might need to be created in the future and they should be developed to have the same look and feel. They should generally be understood as stand-alone messages.

These designs comply with the following standards:

- ISO standards 7001:2007.
- AS 1319 Safety Signs for the Occupational Environment.
- Society of Environmental Graphic Design (SEGD).
- AIGA the professional association for design
- National Park Service Icons 1982, USA.

Pictograms will be provided as an .AI file.



# Landmarks

Landmarks are an effective tool in assisting users to orientate themselves within an urban or open space environment. They create a reference point from which a user can make a mental map or ‘snap shot’ of their surroundings. They are to be used only in Heads-Up maps to aid navigation.

## Selection criteria

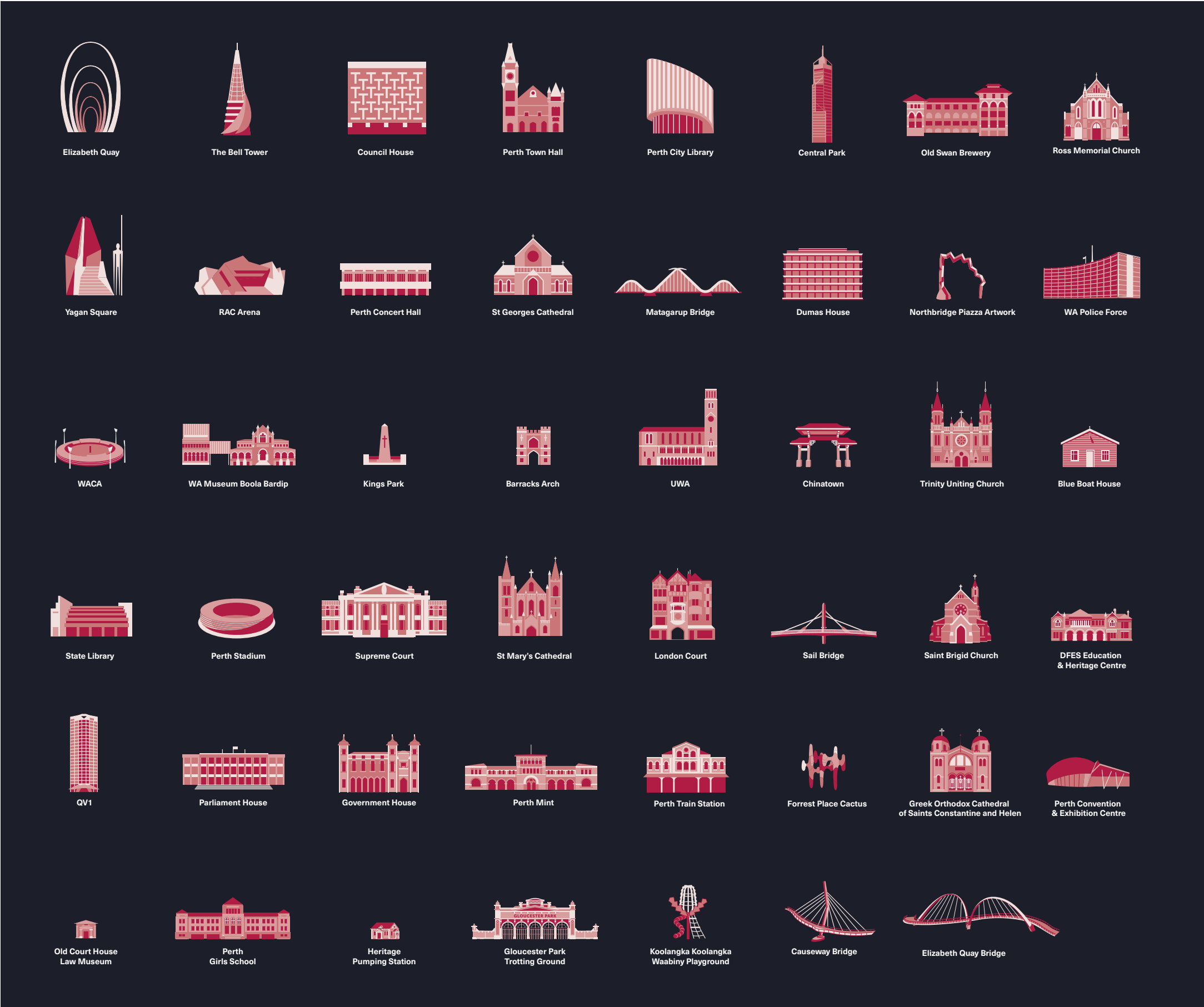
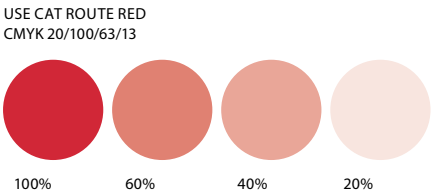
Landmarks should have a characteristic that is iconic or easily identifiable and when represented on a map be accompanied by a signature name. They should allow users to describe them when giving indications like ‘Let’s meet at...’. To qualify as a Landmark, an element or destination must meet the following criteria:

- Be visible
- Be conspicuous
- Be easy to talk about

## Creation of illustrations

For new illustrations, the following specifications must be followed:

- Design with simplicity, ease of communication is paramount
- Illustrate the most prominent characteristics easily identified by users
- Delete unnecessary elements
- Use the same style and colour palette as per Landmarks already in use
- Print landmark at 1:1 scale to review that its features are readable at a small scale



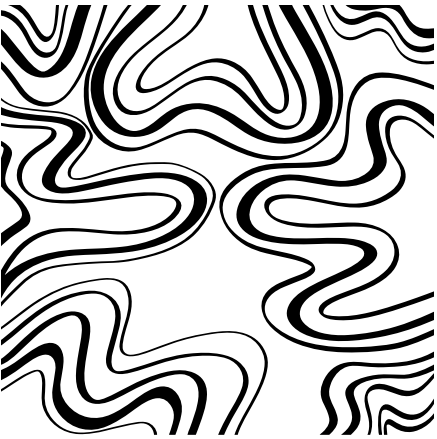


# Whadjuk artwork application and dual naming

Approved artwork by the City’s Elders Advisory Groups as watermark on wayfinding. Different sections of the graphic can be used and enlarged. Following are the four options approved by Council of the same artwork to apply across different plinths.

## Integration of Whadjuk artwork

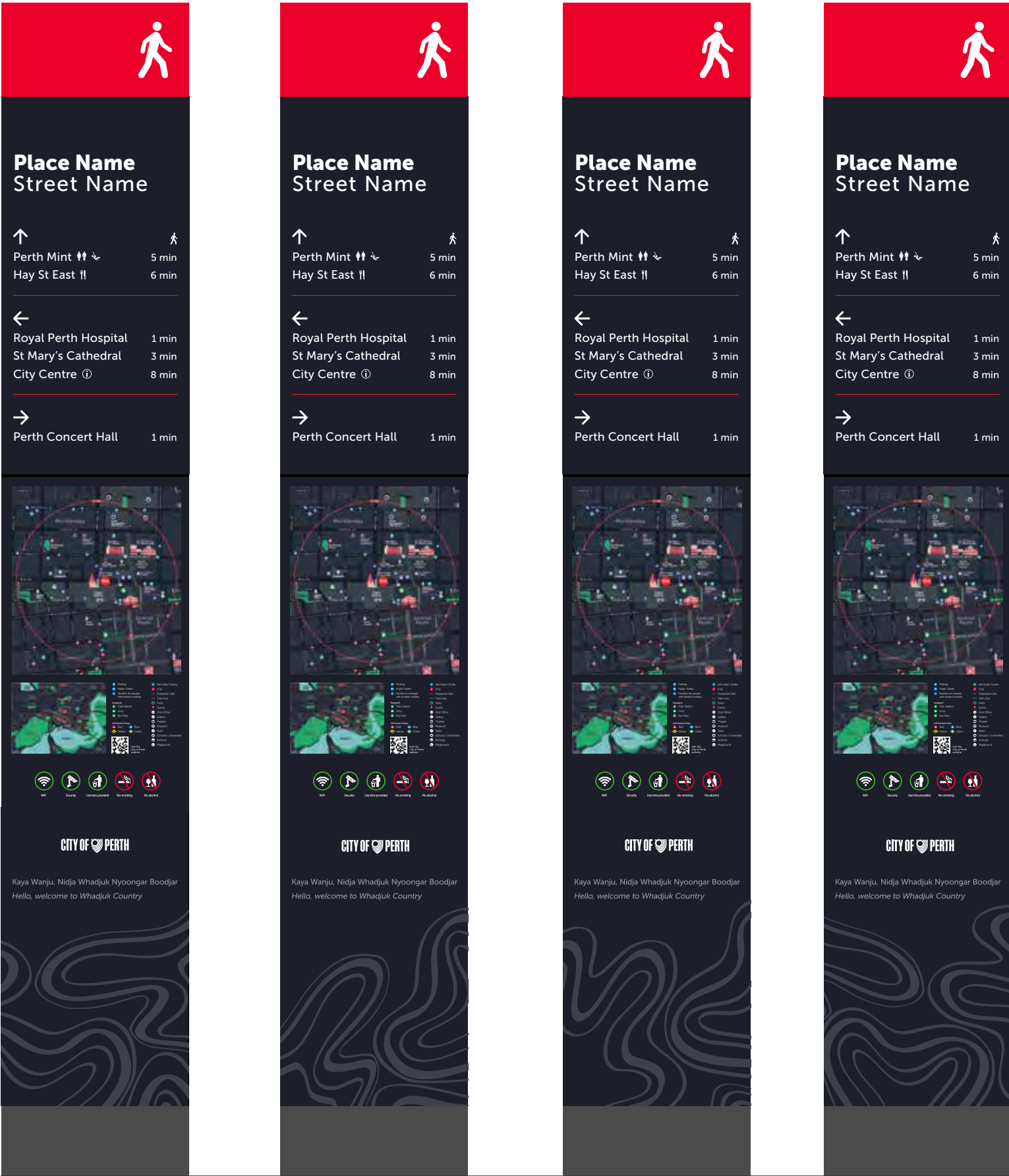
The artwork is entitled Strong - Moorditj and was selected by the City’s Elders Advisory Group. *This art piece shows strong lines. It represents strong rivers, strong pathways, strong roads, strong tracks, strong story lines, strong family connections, strong community connections. We are a strong culture and we are a proud culture.* – Artist Buffie Corunna



## Dual Naming

Where a dual name has been approved by Landgate, naming conventions are to adhere with the [Aboriginal and Dual Naming Guidelines](#).

- Acknowledgement of Country ►  
Kaya Wandjoo, Nidja Whadjuk Nyoongar Boodjar  
Hello, welcome to Whadjuk Country
- Whadjuk artwork application ►



## Citywide map

Citywide maps (reference maps) should go together with Heads-Up maps to provide context and connection to surrounding suburbs/destinations, it enables the viewer to understand their location within the larger context of the city. Their level of detail should be simple and clear.

Citywide maps or reference maps are generally used on the following signage typologies:

- Urban plinths
- Wall mounted panels with maps
- Park entry plinths

### Information to be provided:

- Streets positioning and naming
- Suburbs
- Key Landmarks, parks and water bodies
- CAT routes

### Design elements

1. 'You are here' area box: it indicates the area covered by the heads-Up maps.



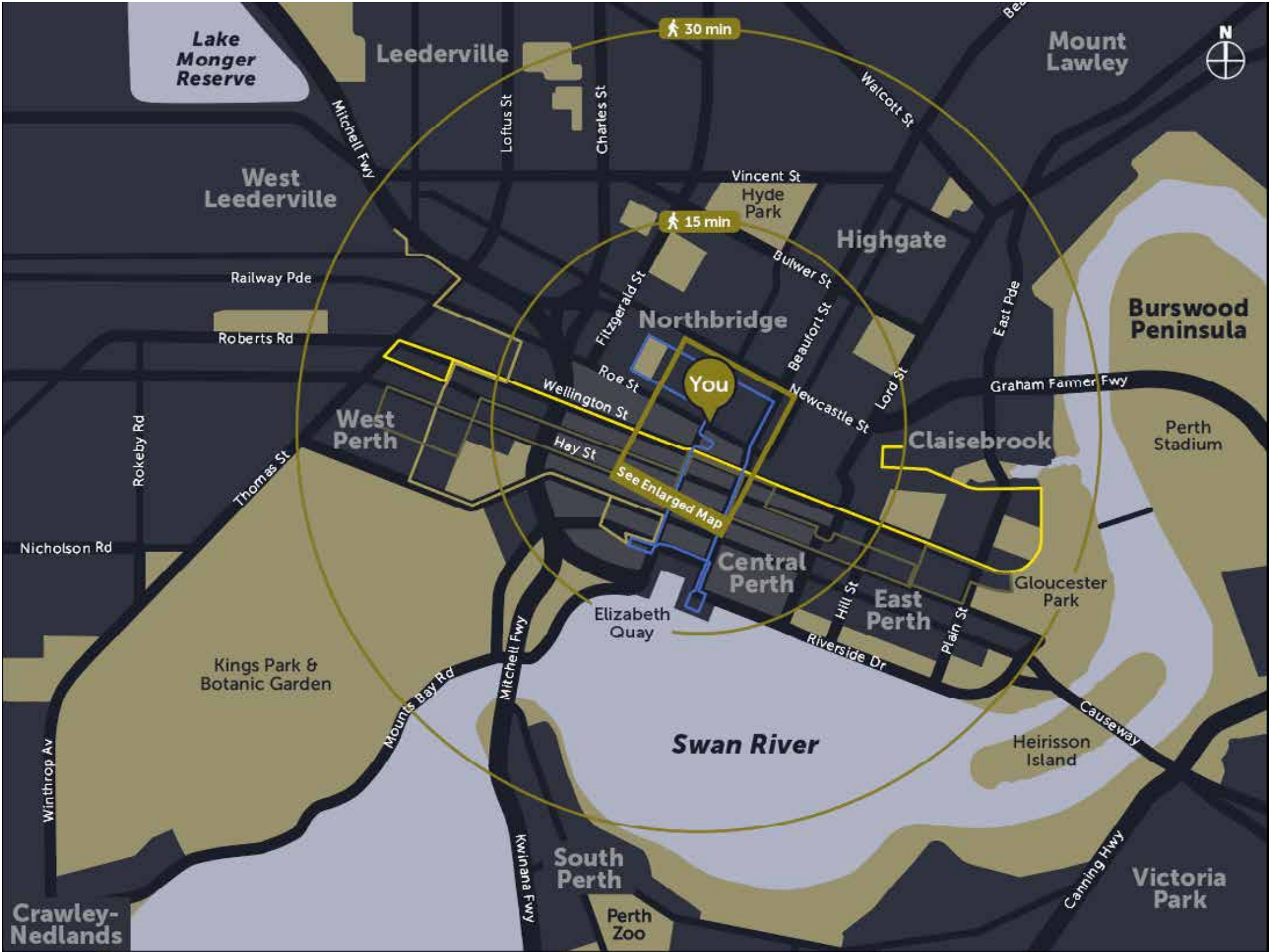
Map look and feel (not to scale). Check with City of Perth for updated map.



# Citywide map deuteranopia test

It is important to check that colour selection does not affect users who are visually impaired i.e. deuteranopia (colour blindness or colour vision deficiency which decreases the ability to perceive differences between some of the colours that others can distinguish).

The test gives an approximate of how a person with deuteranopia would perceive the colour palette. Hierarchy of information and colour contrast is still achieved for people with deuteranopia.



Approximate of how a person with deuteranopia would perceive the colour palette.



# Heads-up map standards

Heads-up maps can provide more detail than directional signs alone by setting the tone, orientating, helping with journey planning and determining where to go and what to do.

The following heads-up map is a guide only for the look and feel of maps to be used on signage across the City of Perth. The level of detail should be simple and clear. For Heads-up maps, streets or pathways should be aligned to the position the user is facing. Heads-Up maps are generally used on the following signage typologies:

- Urban and narrow plinths
- Park entry plinths
- Wall mounted panels with maps
- Large/complex facility plinths

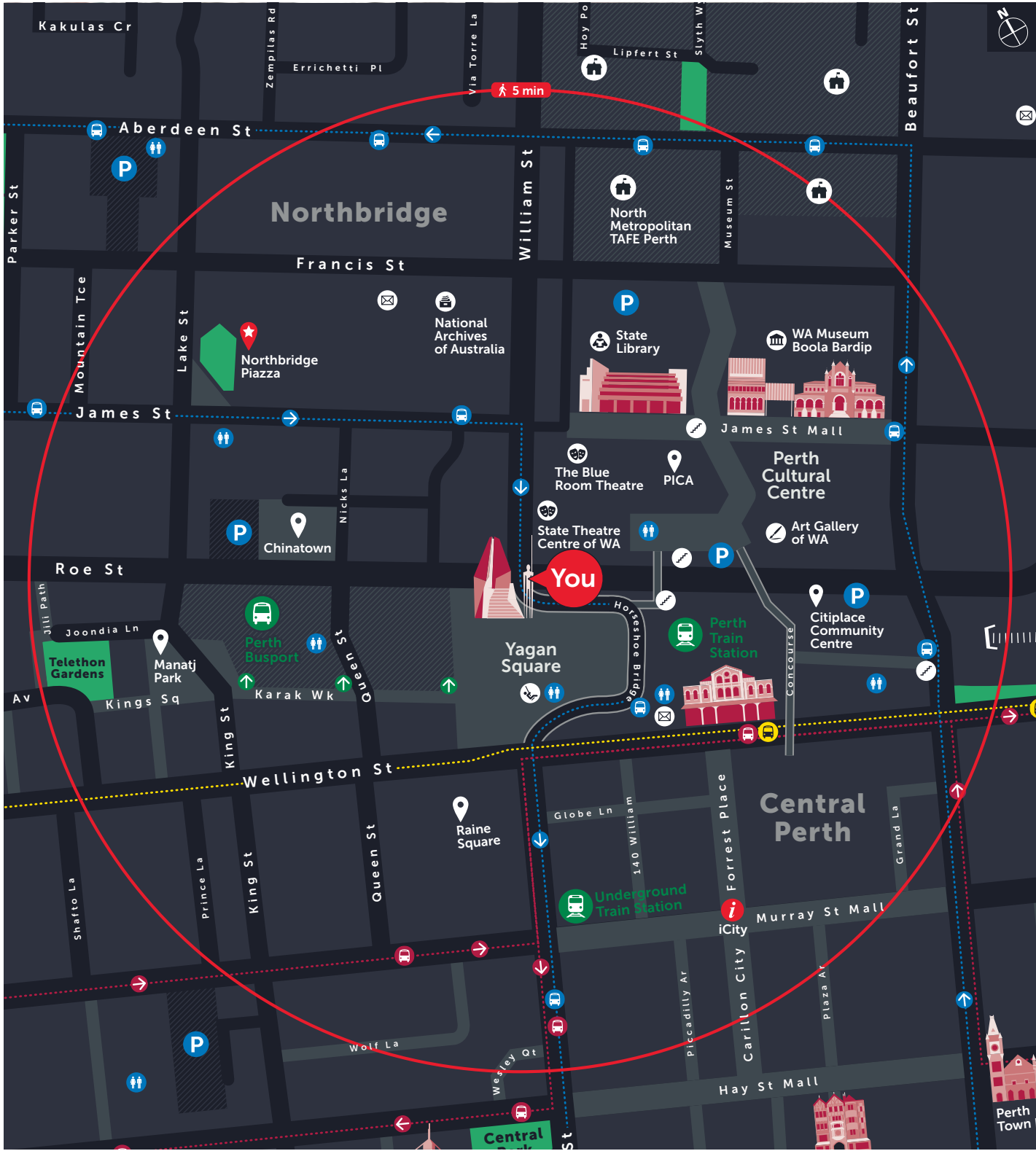
Information to be included:

- Street positioning and naming.
- Retail precincts, parks, landmarks and key facilities.  
(toilets, playgrounds, ovals, sports courts, library, public pools, barbecues, water fountains and main tourist attractions).
- Accessible features of a place.
- Share pathways and major walking paths within open spaces and connections to adjacent destinations including pedestrian links accessible during business hours.
- Dog-friendly areas, feature gardens, lakes/wetlands, main beaches, lookouts and other areas of importance.

- Car parks and public transport networks and stops (train, bus, taxis, ferries).
- Walking distances and times.

Design elements

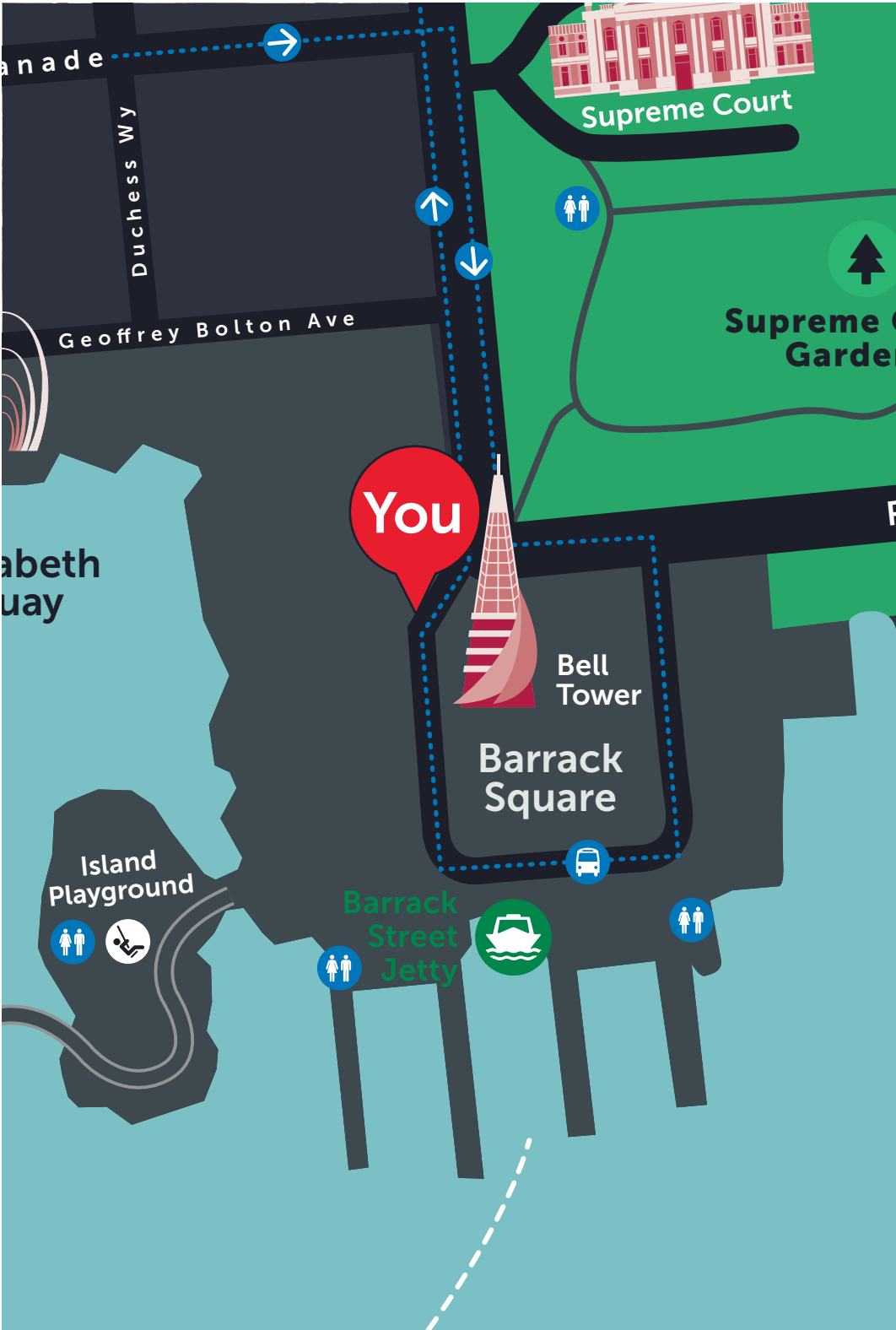
1. Heads-Up map area: Generally defined by a 500m<sup>2</sup> to 800m<sup>2</sup> radius of the sign location or the size of a facility/open space, with text sized to be read from close up.
2. Cardinal directions: Position the map in the direction the user is facing using a north symbol for reference.
3. Legend: Only include symbols shown in the sign.
4. You Are Here symbol (location of user): Usually centered or approximately 1/4 from the bottom of the map. Place 5 and/or 10 min walking circumferences from its center.
5. Pictograms: Internationally recognised pictograms to identify destinations and facilities.
6. Places of Interest: Any site of interest within the area.
7. Peripheral destinations: Include in the perimeter of the map relevant destinations not covered in the area. Place next to best connecting route and include walking time from sign location. Refer to section 'Time & Distance'.



Map look and feel (not to scale).

Heads-up map standards

Sample section of the map including water bodies and parks.



Scale 1:1 @ A3.



Map look and feel (not to scale).



# Heads-up map deuteranopia test



Colour palette for people with deuteranopia.



Contrast and hierarchy of information overlay.



# Linear map standards

The following map is an example of a linear map for cyclists to aid navigation. The level of detail should be simple and clear.

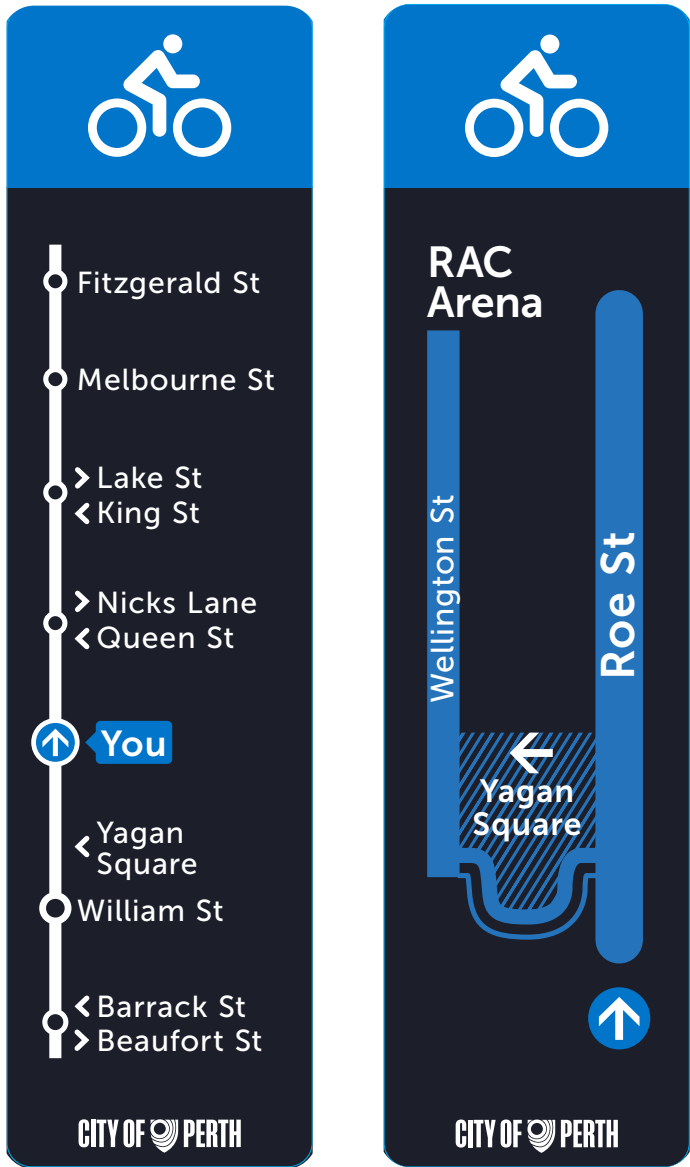
Linear maps could be developed for City of Perth to provide context and destinations found on a trail. This type of map enables the viewer to understand their location within the larger context of the track. Linear maps are generally used for cyclists or pedestrians on trail entry signs. See examples.

### Information to be included:

- Street positioning and naming
- Key facilities (toilets, playgrounds, fitness equipment, barbecues, water fountains, main tourist attractions, etc.)
- Connections to adjacent destinations
- Dog-friendly areas, feature gardens, lakes/wetlands, main beaches, lookouts and other areas of importance
- Walking distances and times

### Design elements

1. Map line length: Generally defined by the trail length and the amount of destinations found along the way with text sized to be read from close up.
2. Map direction: Position the map in the direction the user is facing using a “You are here” symbol for reference.
3. Legend: Only include symbols shown in the sign if needed.
4. You Are Here symbol (location of user): Usually in a highlight colour for user to easily identify their location.
5. Symbols: Internationally recognise symbols to identify destinations and facilities.
6. Places of Interest: Any site of interest along the trail.
7. Peripheral destinations: Included in perpendicular lines coming from main points on the trail for destinations of interest.



Linear map examples  
To inform upcoming changes in the route or at intersections.

Advance intersection map (Adelaide).



Linear map precedent (Surfers Paradise Active Transport & Wayfinding Strategy).





## Section 5



# Signage Specifications & Artwork Template



# Mall Gateway Plinth

Panel 1



Illuminated white opal acrylic lettering flushes with the surface of the panel.

## Approved options for Whadjuk artwork



Variation one      Variation two      Variation three      Variation four



**SIGN TYPE**

**PL1**  
Gateway Plinth

**SPECIFICATIONS**

A.  
Aluminium panels painted in two-pack polyurethane.

B.  
PANEL1.  
Graphics: Printed graphic with LED Opal Acrylic 3D Lettering.

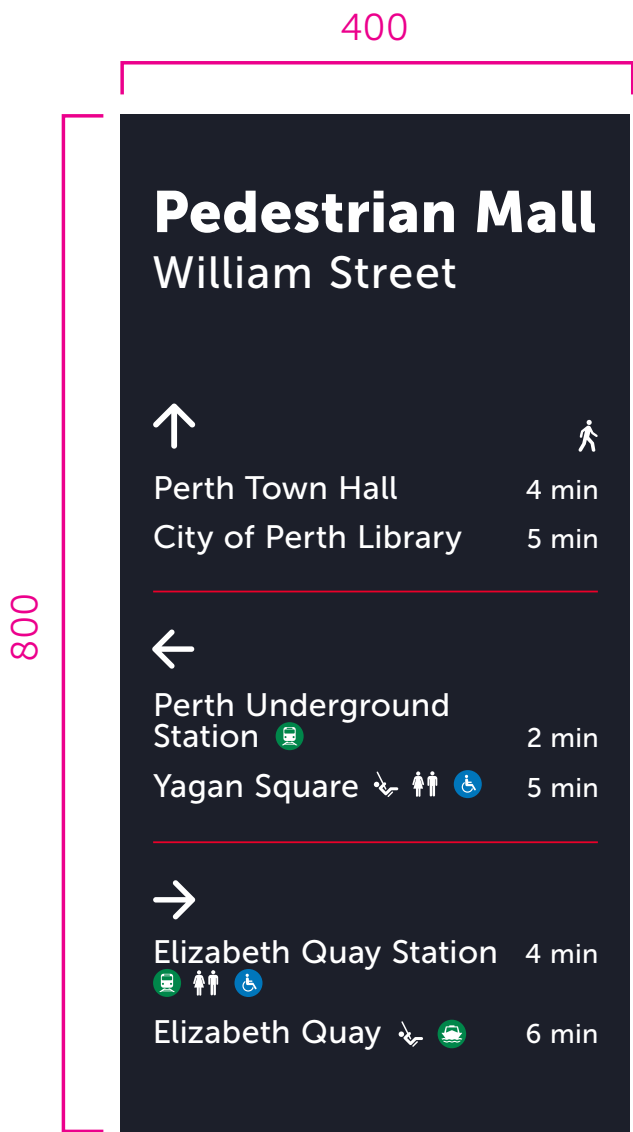
PANEL 2 & 3.  
Graphics: Computer cut vinyl graphics applied to panel face or direct digital print.

Colours: to match artwork and colour specifications.

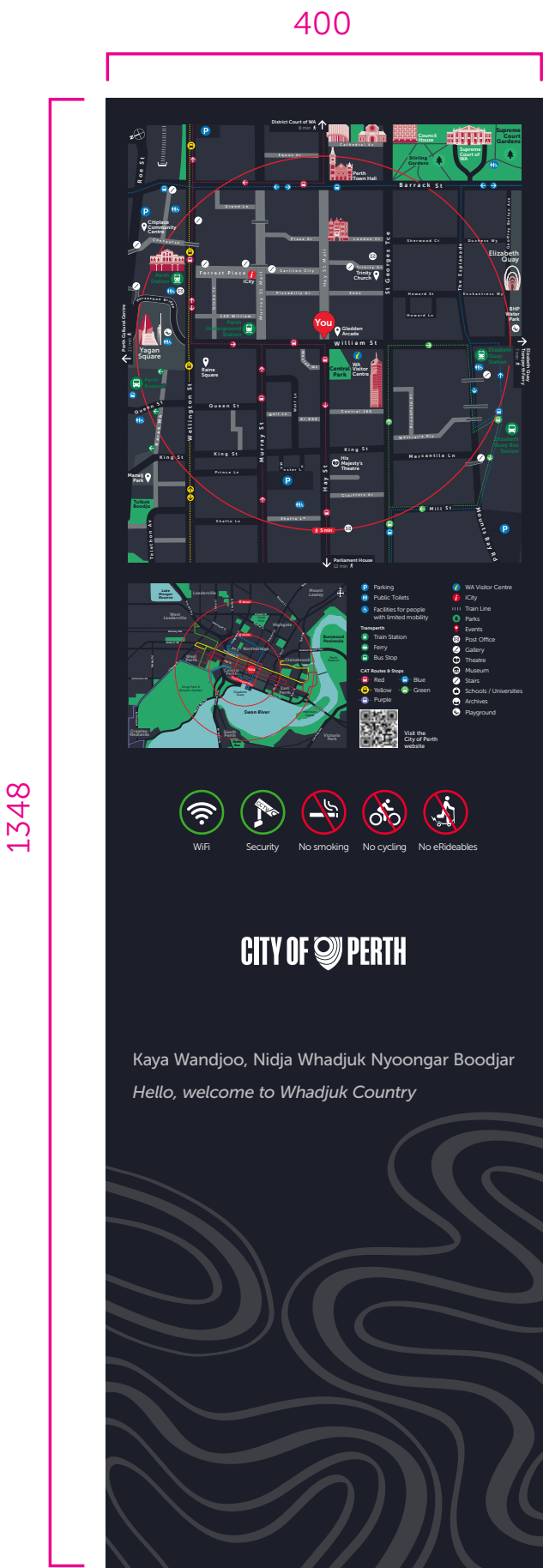
Finish: Protective clear coating (Satin) over panel faces.

C.  
Galvanised steel internal structure, prepared according to manufacturers specifications.

For more details refer to D&C Notes Book 1100 Wayfinding Signage Design and Installation



Panel 2: Artwork template



Panel 3: Artwork template

SIGN TYPE  
**PL1**  
Gateway Plinth



# Urban Pedestrian Plinth

## Alternatives for panel 1



## Approved options for Whadjuk artwork

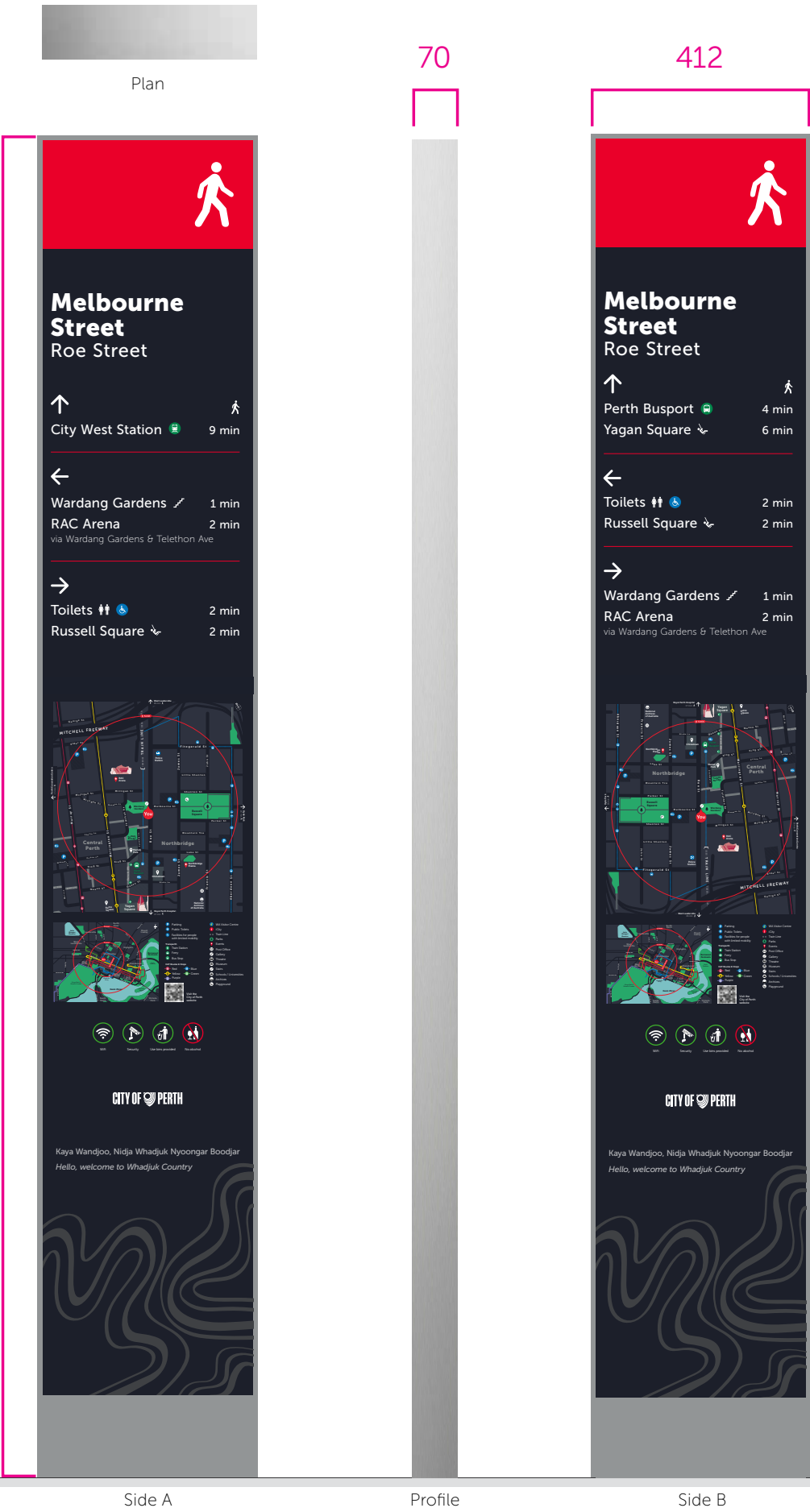


Variation one

Variation two

Variation three

Variation four



### SIGN TYPE

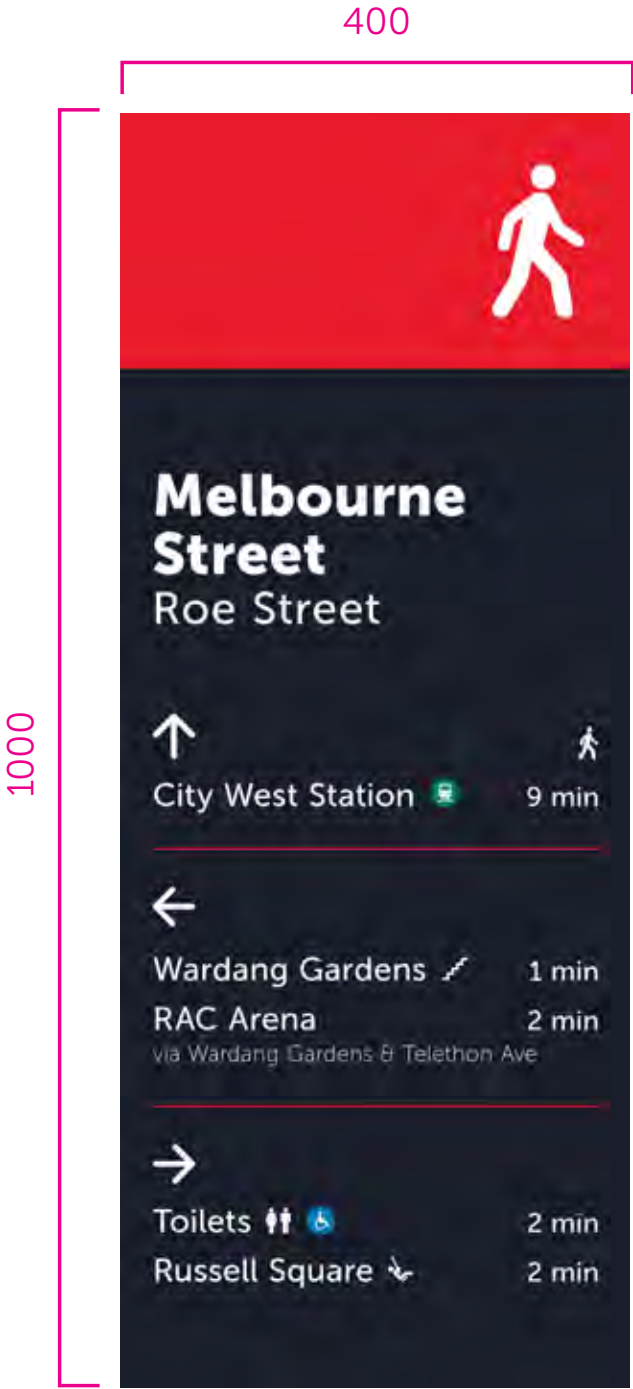
## PL2

### Urban Pedestrian Plinth

#### SPECIFICATIONS

- A. Aluminium panels painted in two-pack polyurethane.
- B. Computer cut vinyl graphics applied to panel face or direct digital print. Colour: to match artwork and colour specifications. Finish: Protective clear coating (Satin) over panel faces.
- C. Galvanised steel internal structure, prepared according to manufacturers specifications.

For more details refer to D&C Notes Book 1100 Wayfinding Signage Design and Installation



Panel 1: Artwork template



Panel 2: Artwork template

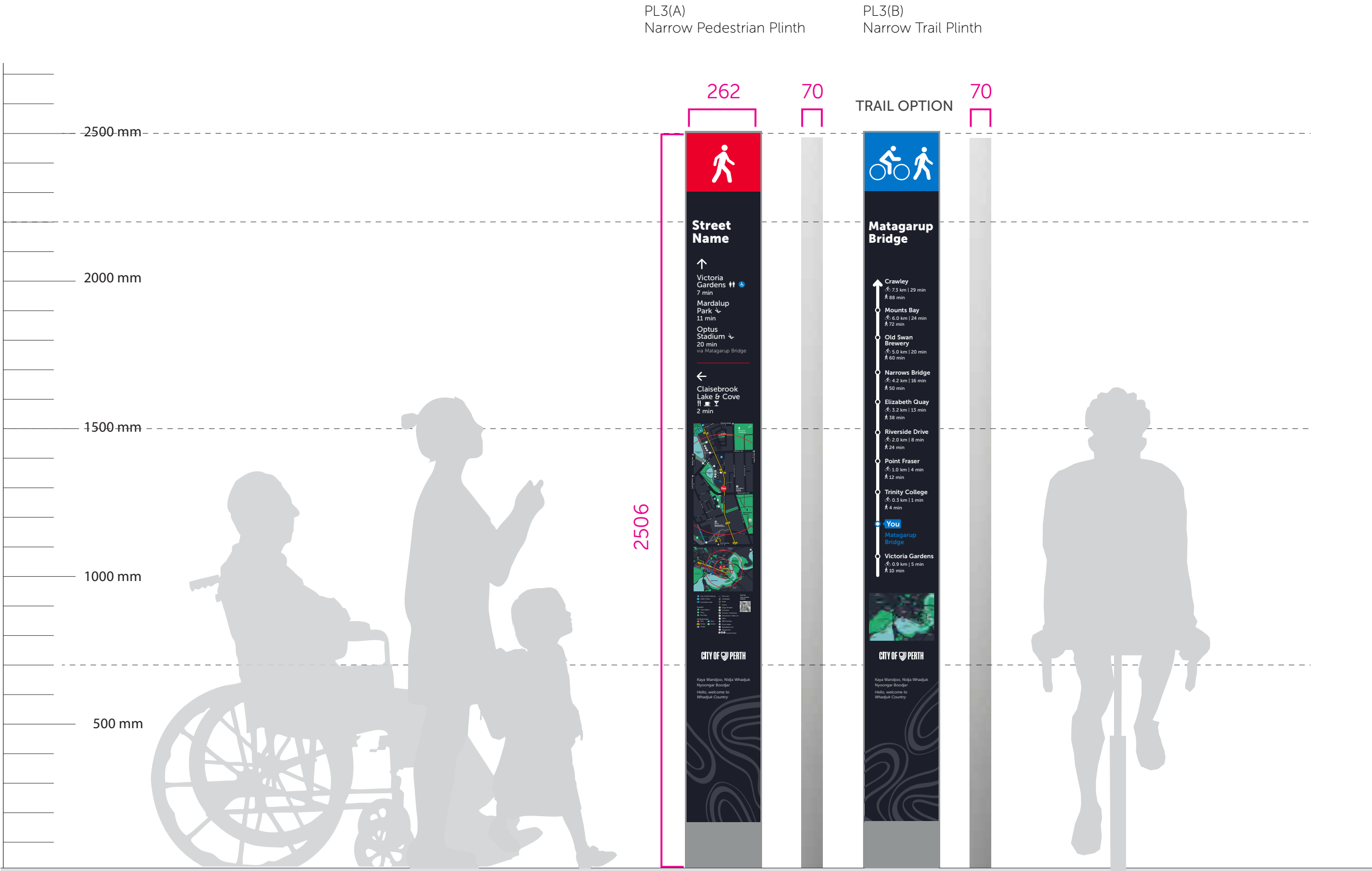
SIGN TYPE

# PL2

Urban Pedestrian Plinth



# Narrow Pedestrian Plinth



## SIGN TYPE

### PL3(A) / PL3(B)

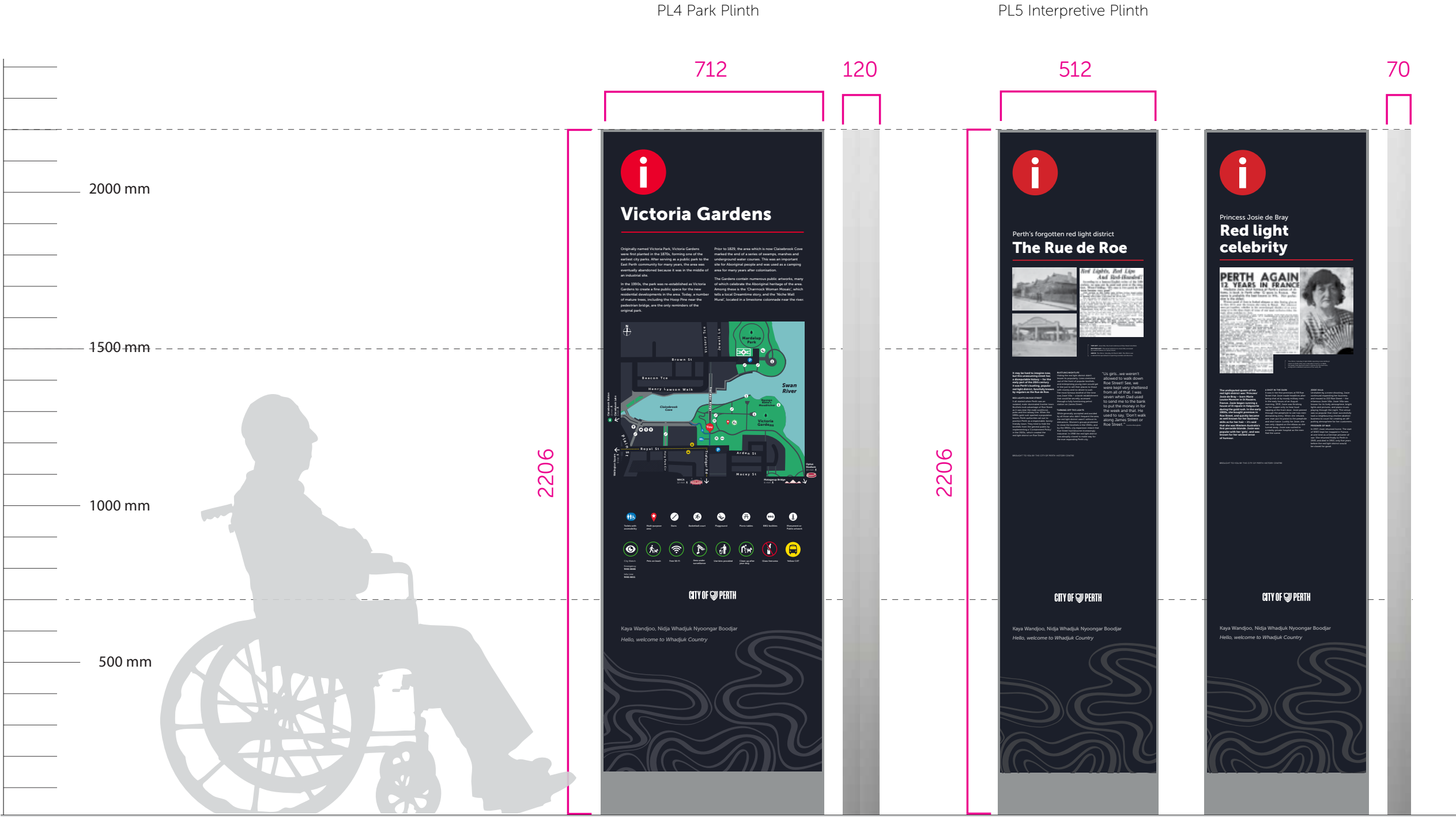
#### Narrow Pedestrian Plinth Narrow Trail Plinth

- SPECIFICATIONS
- A.  
Aluminium panels painted in two-pack polyurethane.
- B.  
Computer cut vinyl graphics applied to panel face or direct digital print.  
Colour: to match artwork and colour specifications.  
Finish: Protective clear coating (Satin) over panel faces.
- C.  
Galvanised steel internal structure, prepared according to manufacturers specifications.

- RECOMMENDATIONS
- Utilise pedestrian symbol for consistency with Urban plinth and same top red panel to allow more space for information i.e. Place Name
  - Include a maximum of 5 regulatory/ advisory pictograms to reinforce regulations around the city.
  - An active transport linear map option could be developed base on the same size and shape of this sign for use across off-road cycling routes.

For more details refer to D&C Notes Book 1100 Wayfinding Signage Design and Installation

# Park Plinth & Interpretive Plinth

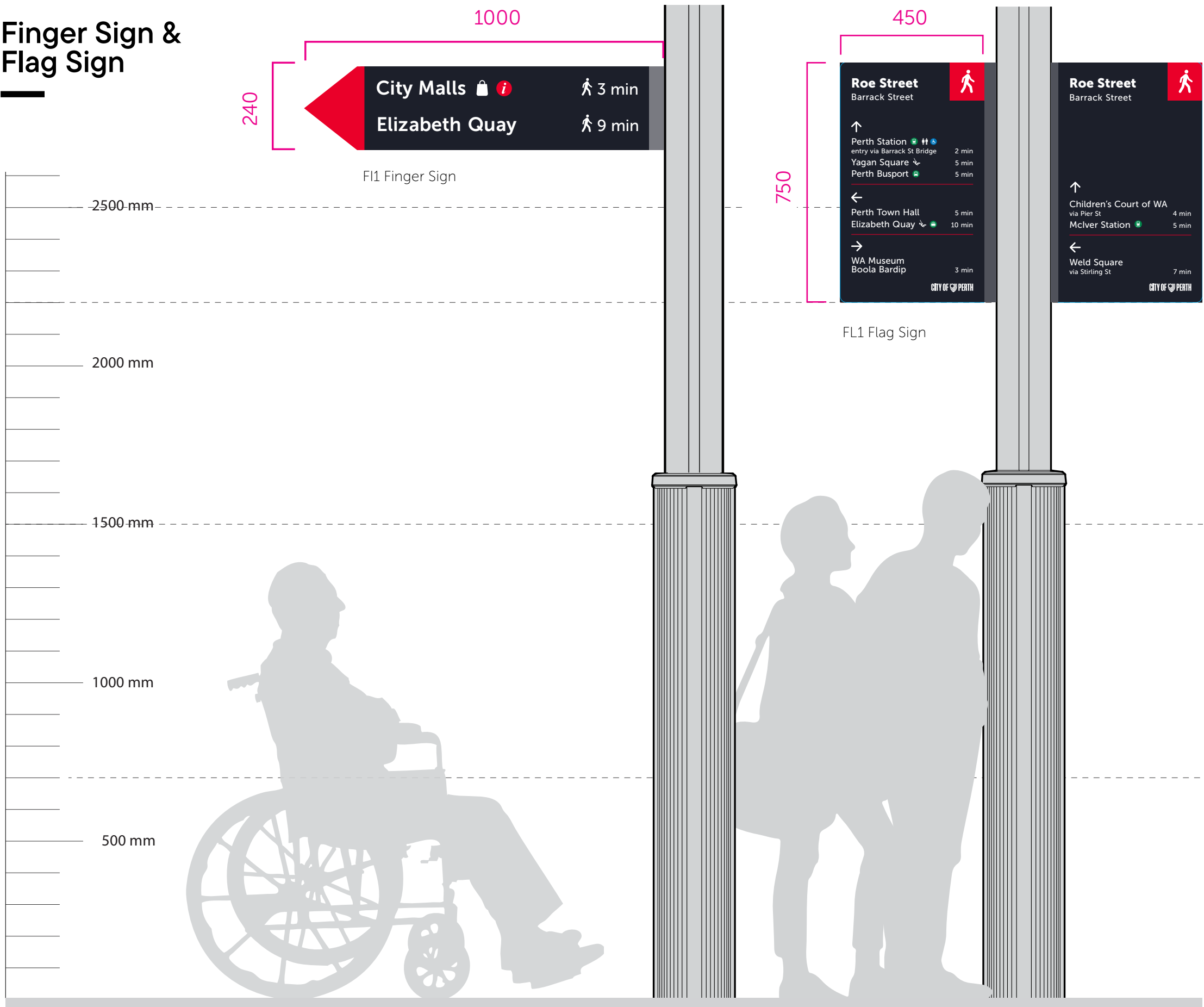


SIGN TYPE	
PL4 / PL5	
Park Plinth	
Interpretive Plinth	
SPECIFICATIONS	
A.	Aluminium panels painted in two-pack polyurethane.
B.	Computer cut vinyl graphics applied to panel face or direct digital print.
	Colour: to match artwork and colour specifications.
	Finish: Protective clear coating (Satin) over panel faces.
C.	Galvanised steel internal structure, prepared according to manufacturers specifications.

For more details refer to D&C Notes Book 1100 Wayfinding Signage Design and Installation



# Finger Sign & Flag Sign



**SIGN TYPE**

## FI1 / FL1

Finger Sign  
Flag Sign

**SPECIFICATIONS**

A.  
Sign Panel: Aluminium painted in two-pack polyurethane  
Colour: to match artwork and colour specifications.

B.  
Graphics: Computer cut vinyl graphics applied to panel face or direct digital print.  
Colour: to match artwork and colour specifications.  
Finish: Protective clear coating (Satin) over panel faces.

For more details refer to  
D&C Notes Book 1100  
Wayfinding Signage  
Design and Installation

# Wall Mounted Sign

SIGN TYPE

**WL1 / WL2**

Wall Mounted Map

Wall Mounted Directional

SPECIFICATIONS

A.  
3mm Aluminium panels painted in two-pack polyurethane  
Colour: to match artwork and colour specifications.

B.  
Computer cut vinyl graphics applied to panel face or direct digital print.  
Colour: to match artwork and colour specifications.  
Finish: Protective clear coating (Satin) over panel faces.

C.  
Galvanised internal frame screw fixed to substrate

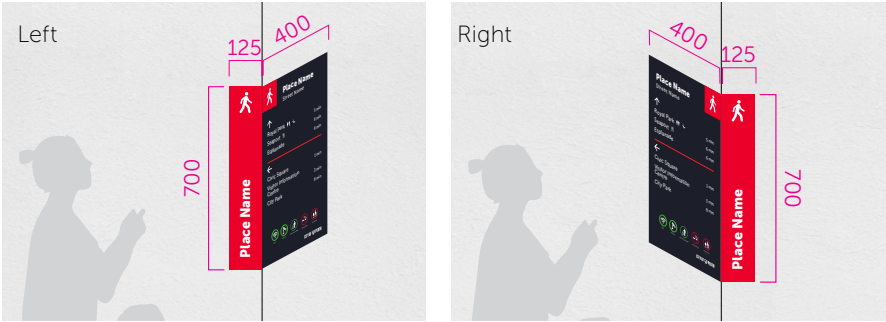
For more details refer to D&C Notes Book 1100 Wayfinding Signage Design and Installation



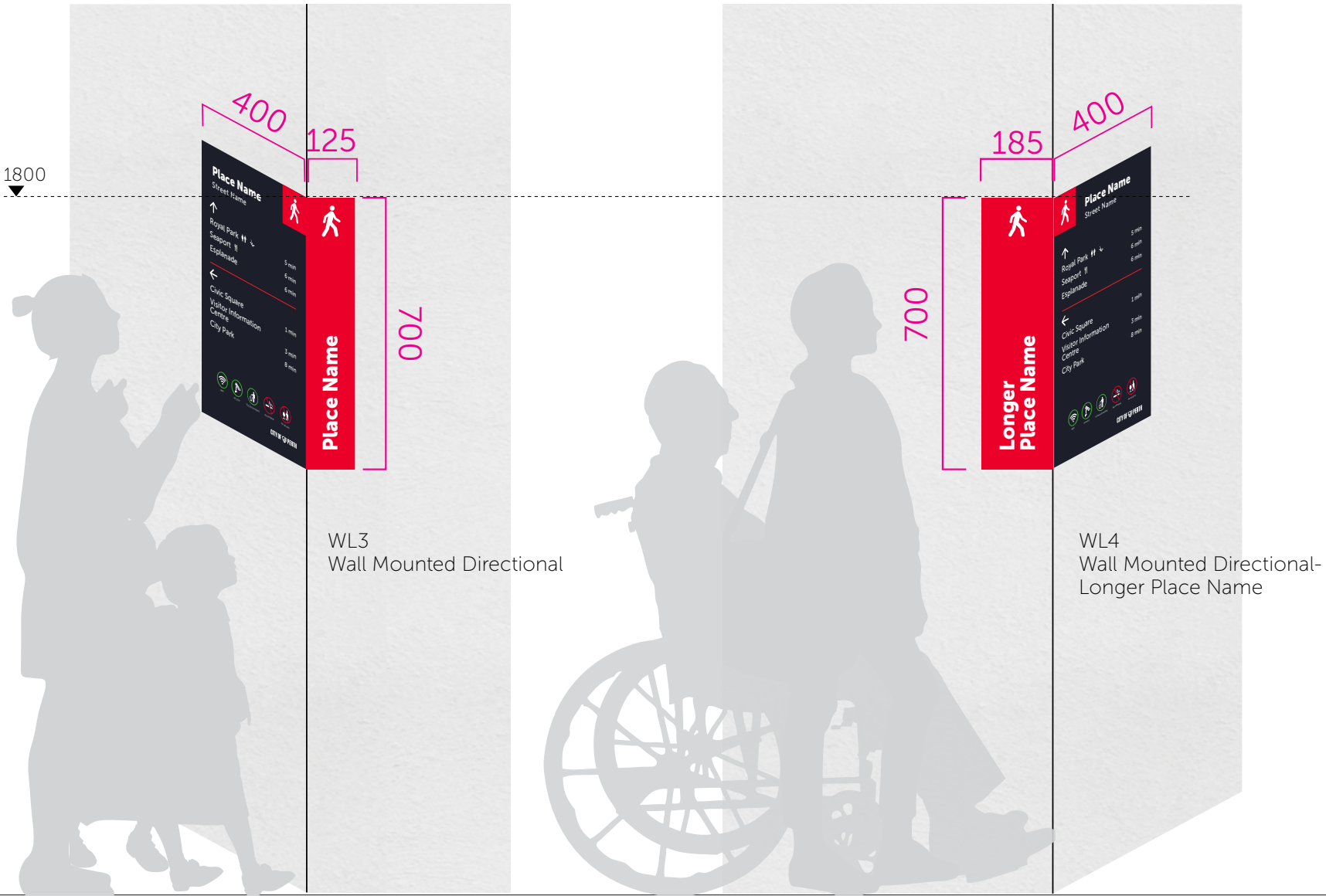
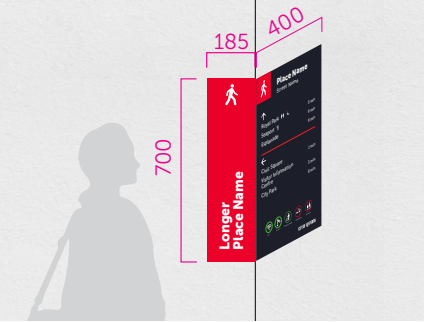


# Wall Mounted Laneway Sign

Corner options



Design for long names



SIGN TYPE

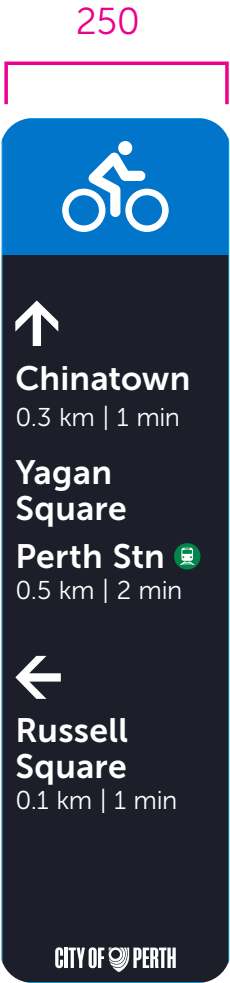
## WL3 / WL4

Wall Mounted Directional  
Wall Mounted Directional-  
Longer Place Name

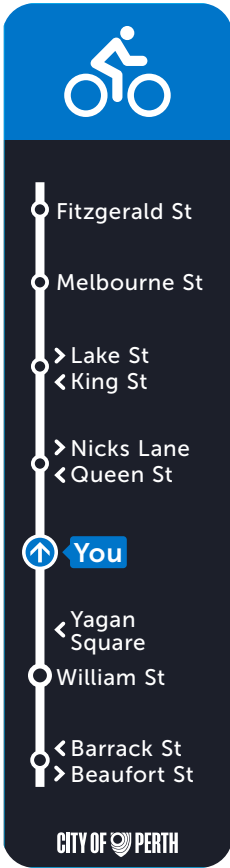
- SPECIFICATIONS
- A. 3mm Aluminium panels painted in two-pack polyurethane  
Colour: to match artwork and colour specifications.
  - B. Computer cut vinyl graphics applied to panel face or direct digital print.  
Colour: to match artwork and colour specifications.  
Finish: Protective clear coating (Satin) over panel faces.
  - C. Galvanised internal frame screw fixed to substrate

For more details refer to  
D&C Notes Book 1100  
Wayfinding Signage  
Design and Installation

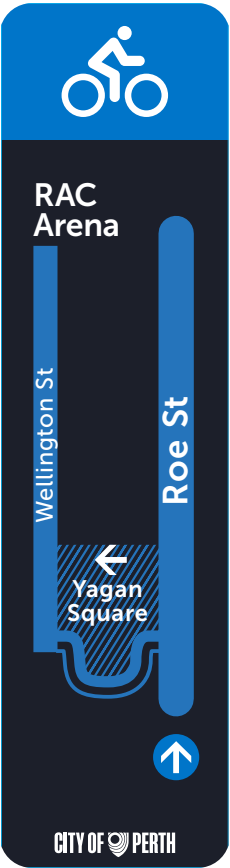
# Pole Mounted Active Transport



AT1  
Active Transport Directional



AT2  
Active Transport Linear Map



## SIGN TYPE

### AT1 / AT2

Active Transport Directional  
Active Transport Linear Map

SPECIFICATIONS

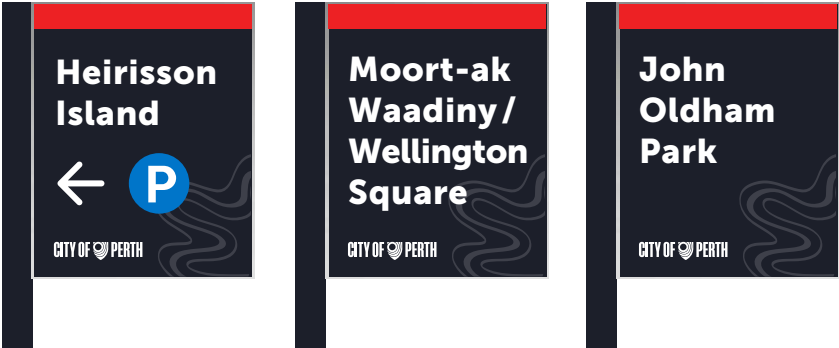
A.  
Sign Panel: Aluminium painted in two-pack polyurethane  
Colour: to match artwork and colour specifications.

B.  
Graphics: 3M Class 1 retroreflective vinyl cut graphics applied to panel face.  
Colour: to match artwork and colour specifications.  
Finish: Protective clear coating (Satin) over panel faces.

For more details refer to  
D&C Notes Book 1100  
Wayfinding Signage  
Design and Installation

# Park Name Flag

## EXAMPLE LAYOUTS



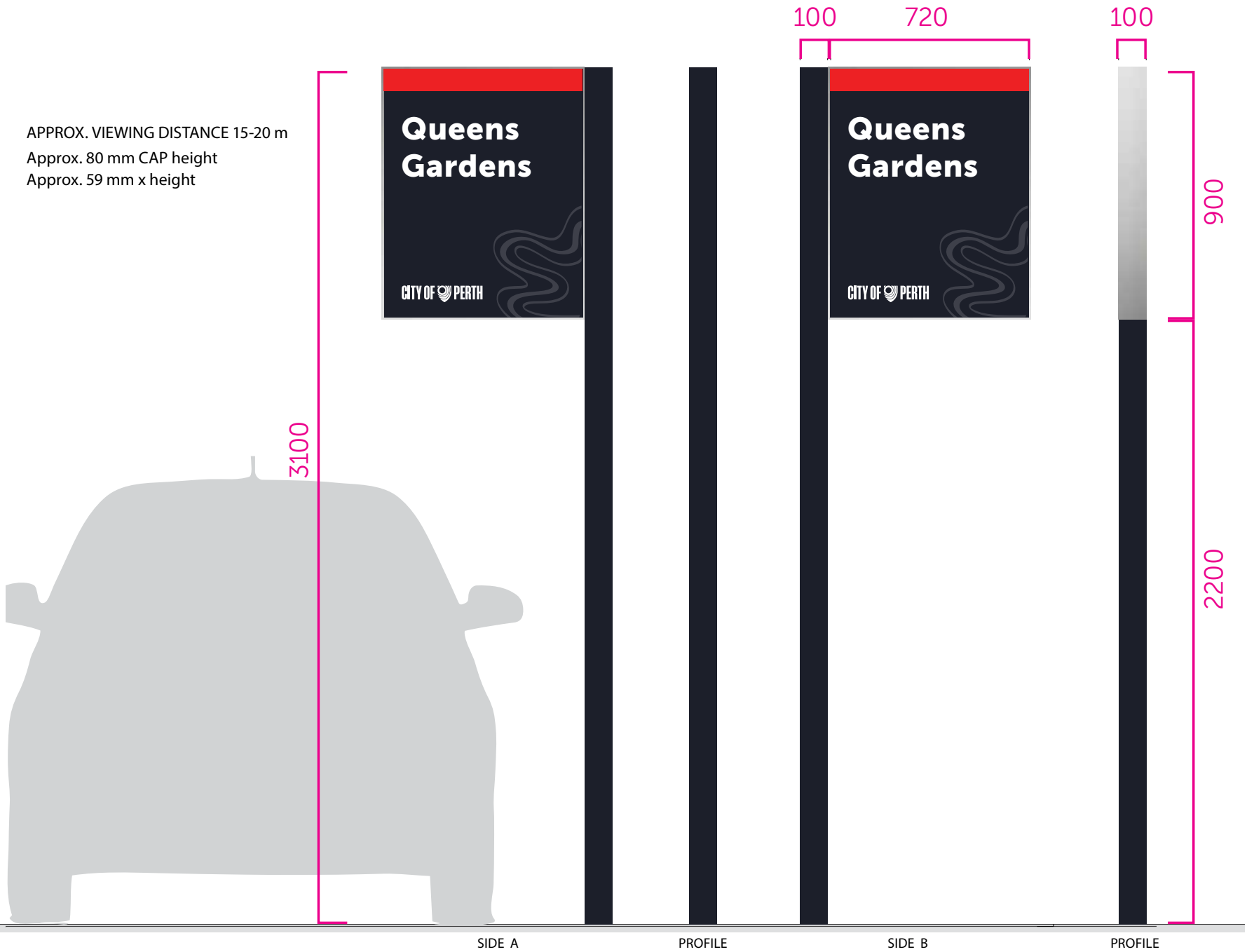
SIGNITYPE

### PS1

Park Name  
Flag

- SPECIFICATIONS
- Signage manufacturer to provide shop drawings
- A. Aluminium panels
  - B. Computer cut vinyl graphics applied to panel face or direct digital print. Colour: to match artwork and colour specifications. Finish: Protective clear coating (Satin) over panel faces.
  - C. Galvanised steel internal structure, prepared according to manufacturers specifications.

APPROX. VIEWING DISTANCE 15-20 m  
Approx. 80 mm CAP height  
Approx. 59 mm x height

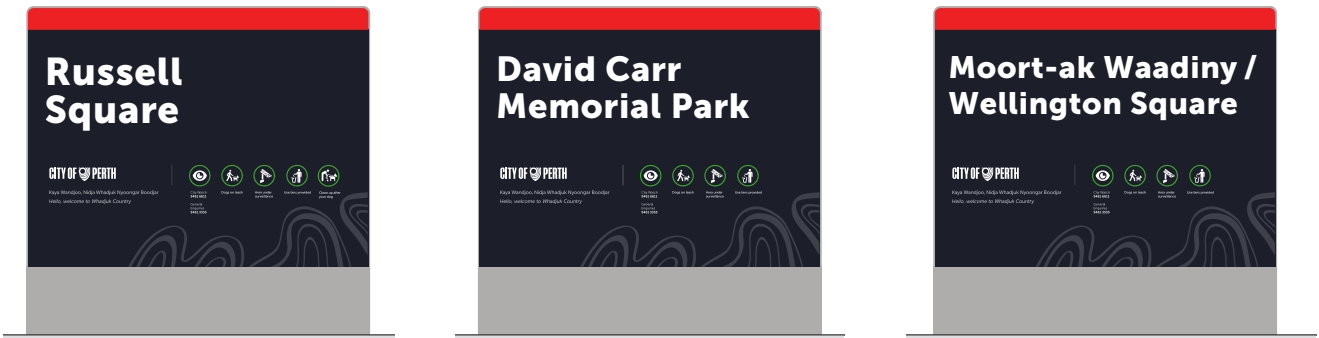




# Park Name Sign

Text size will need to be adapted to accomodate different park name lengths

TEXT SIZE OPTIONS	LARGE	MEDIUM	SMALL
Approx. CAP height	100 mm	90 mm	80 mm
Approx. x height	74 mm	67 mm	59 mm
Approx. Viewing distance	23 m	20 m	19 m

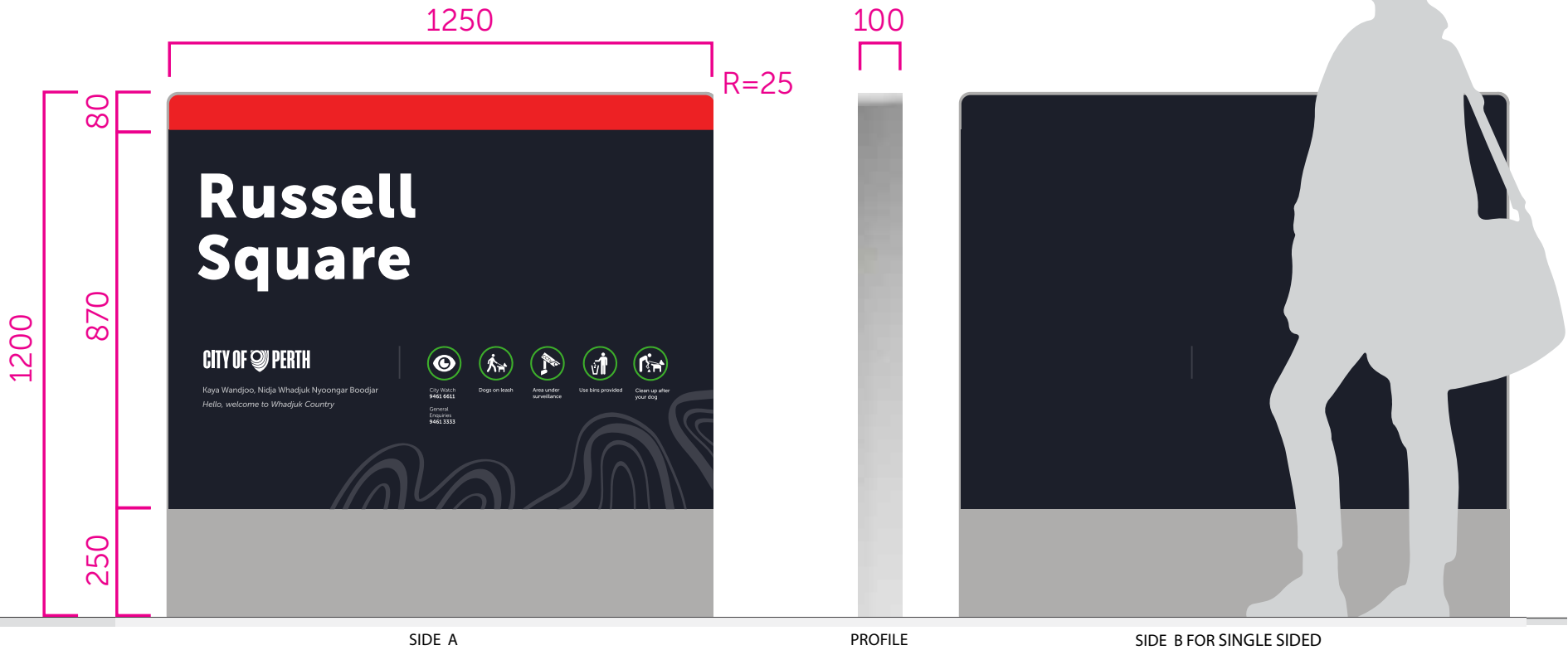


SIGNTYPE

## PS2

### Park Name Sign Landscape

- SPECIFICATIONS  
Refer to City of Perth Next Generation Wayfinding detail design drawings
- A.  
Aluminium panels
- B.  
Computer cut vinyl graphics applied to panel face or direct digital print.  
Colour: to match artwork and colour specifications.  
Finish: Protective clear coating (Satin) over panel faces.
- C.  
Galvanised steel internal structure, prepared according to manufacturers specifications.



# Park Name Plinth

## ALTERNATIVE LAYOUTS

Content messaging will depend on the park needs. Opportunity to add QR codes to link to more information



### SIGNTYPE

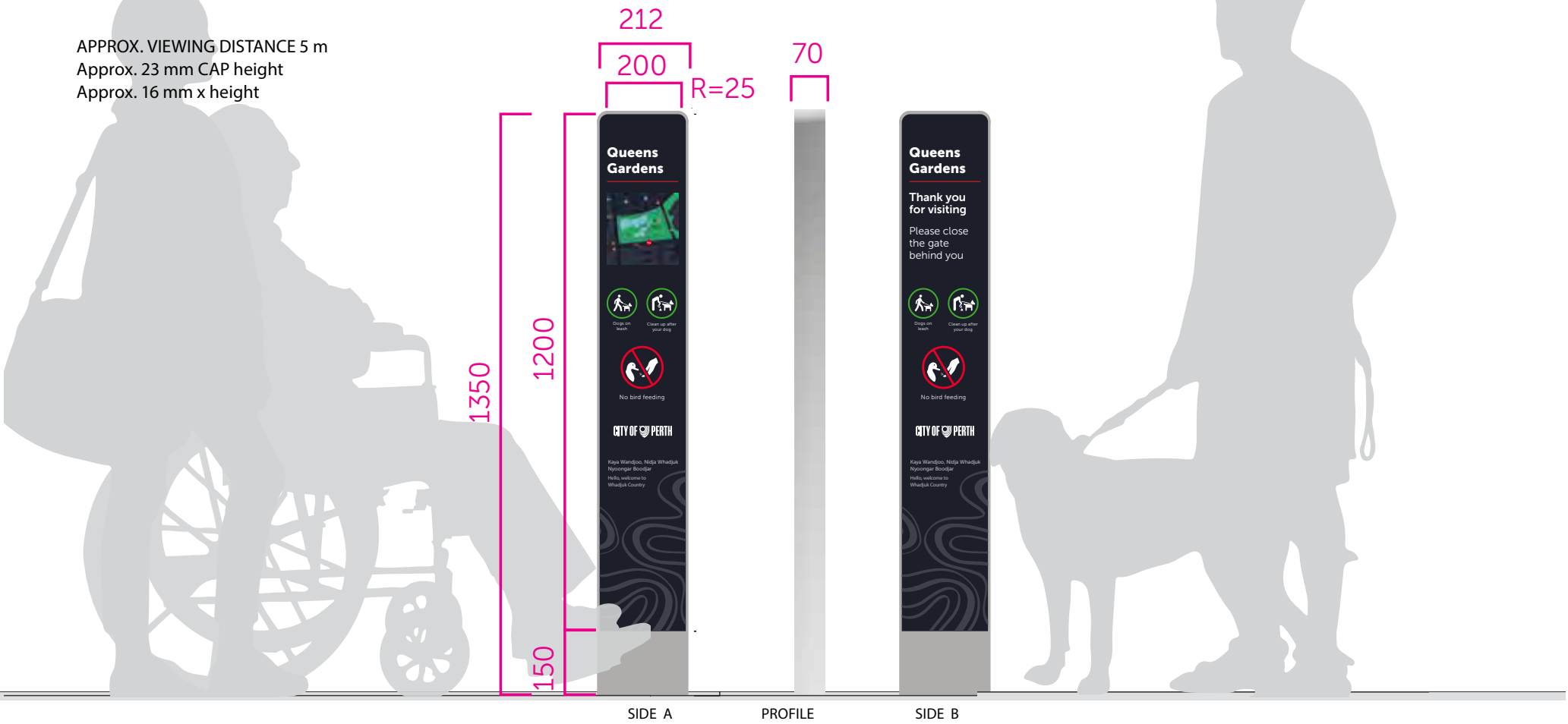
## PS3

Park Name  
Plinth

SPECIFICATIONS  
Refer to City of Perth Next Generation  
Wayfinding detail design drawings

- A. Aluminium panels
- B. Computer cut vinyl graphics applied to panel face or direct digital print. Colour: to match artwork and colour specifications. Finish: Protective clear coating (Satin) over panel faces.
- C. Galvanised steel internal structure, prepared according to manufacturers specifications.

APPROX. VIEWING DISTANCE 5 m  
Approx. 23 mm CAP height  
Approx. 16 mm x height





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**CITY OF**  **PERTH**  
*City of Light*