



Australian Government



**Nation Building Program**

**Issued:** 8 July 2009

## **Signage Guidelines**

Department of Infrastructure, Transport, Local  
Government and Regional Development

# Nation Building Program

## BACKGROUND

This document sets out the guidelines for signage relating to projects funded under the Nation Building Program, administered through the Department of Infrastructure, Transport, Local Government and Regional Development.

These guidelines do not override the signage and public recognition requirements set out in the Agreements, Funding Conditions and/or Notes on Administration governing individual projects or programs.

Under some components of the Nation Building Program, funding recipients will be required to submit a signage plan setting out proposed temporary and permanent signage for a project when approval for construction is sought. The funding recipient may also be required to certify in the annual financial statement and audit report that required signage has been erected in accordance with relevant agreements and signage plans.

For all enquiries regarding signage please liaise with the relevant project officer within the Department of Infrastructure, Transport, Regional Development and Local Government.

- Note:**
- All pre-existing signage remains in place; and
  - Building Australia Fund and Major Cities projects will have a separate set of guidelines.

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## SIGN REQUIREMENTS

The following requirements relate mainly to Major Road and Rail projects. For other components of the Nation Building Program funding recipients should refer to the relevant agreement, conditions and/or guidelines.

Signs are not to be obscured by roadside objects, including any other information signs and must be maintained for one year beyond the opening of the project. On major construction projects, a project specific sign is to be placed at each end of the physical work, facing oncoming traffic. The proponent is to consider any safety issues regarding signage placement.

Where a project is fully funded by the Australian Government, there are to be no signs giving public recognition to the relevant state/territory government or authority other than an auxiliary sign affixed below the main Nation Building Program sign. The auxiliary sign will be of the same width and approximately  $\frac{1}{3}$  height of the main panel. Text generally will be "Project managed by the <state/territory government or road authority>".

The funding recipient will be required to submit final proofs of signs and commemorative plaques to the relevant project officer within the Department of Infrastructure, Transport, Regional Development and Local Government for clearance prior to production. Sign sizes, text sizes, style, colour and materials will be in accordance with the examples outlined in this document.

Where a project is jointly funded the parties agree to consult and agree on, before works commence, the sizes, text styles, colour, material and site display requirements of signs in relation to the project. Generally, this will be in keeping with the examples in this document.

**Note:** All pre-existing signage remains in place.

## SIZE

For national road and rail projects the main sign may be one of two sizes according to the visibility requirements of the site:

- 3000mm wide by 1600mm high for major Nation Building Program projects in open road locations; and
- 2000mm wide by 1400mm high for locations where physical space is limited (proportions of larger sign option must be maintained).

For Roads to Recovery, Black Spot Program and Heavy Vehicle Safety and Productivity Program, the main sign should be:

- 900mm wide by 1200mm high.

For Boom Gates for Rail Crossings the main sign should be:

- 600mm wide by 900mm high.

This smaller sign can also be used for Roads to Recovery and Black Spot Program. The proportions of the standard sign must be maintained when using a smaller sign.

For Off-Network projects, any of the sizes stipulated above can be used depending on the cost and location of the project. For major Off-Network projects see pages 4 and 5 of these guidelines. For minor Off-Network projects see pages 13 and 14. Local Government logos can be used in place of the state government logo.

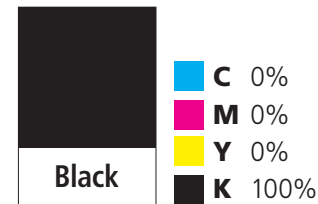
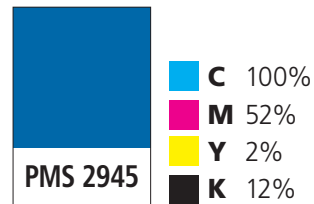
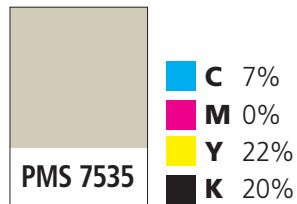
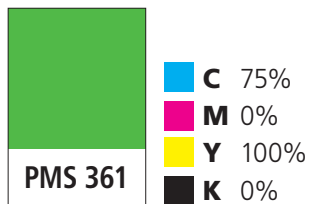
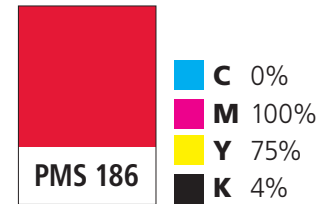
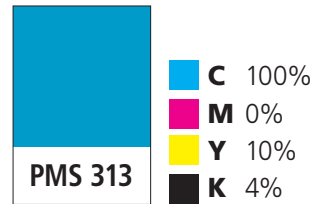
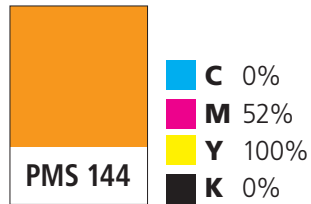
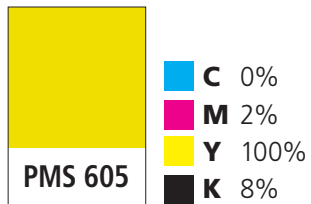
## DIGITAL FILE TEMPLATES

The following digital files are available from The Department of Infrastructure, Transport, Regional Development and Local Government via [iimedia@infrastructure.gov.au](mailto:iimedia@infrastructure.gov.au) or by download from the Department's project management system.

- 3000mm x 1600mm Indesign template (CS3)
- 2000mm x 1400mm Indesign template (CS3)
- 900mm x 1200mm Indesign template (CS3)
- Nation Building Program logo (eps)
- Roads to Recovery logo (eps)
- Black Spot Program logo (eps)
- Australian Government crest (eps)

## COLOUR

Colour for all reproduction methods must be matched as closely as possible to the Pantone standards. Allowances should be made for variations between materials.

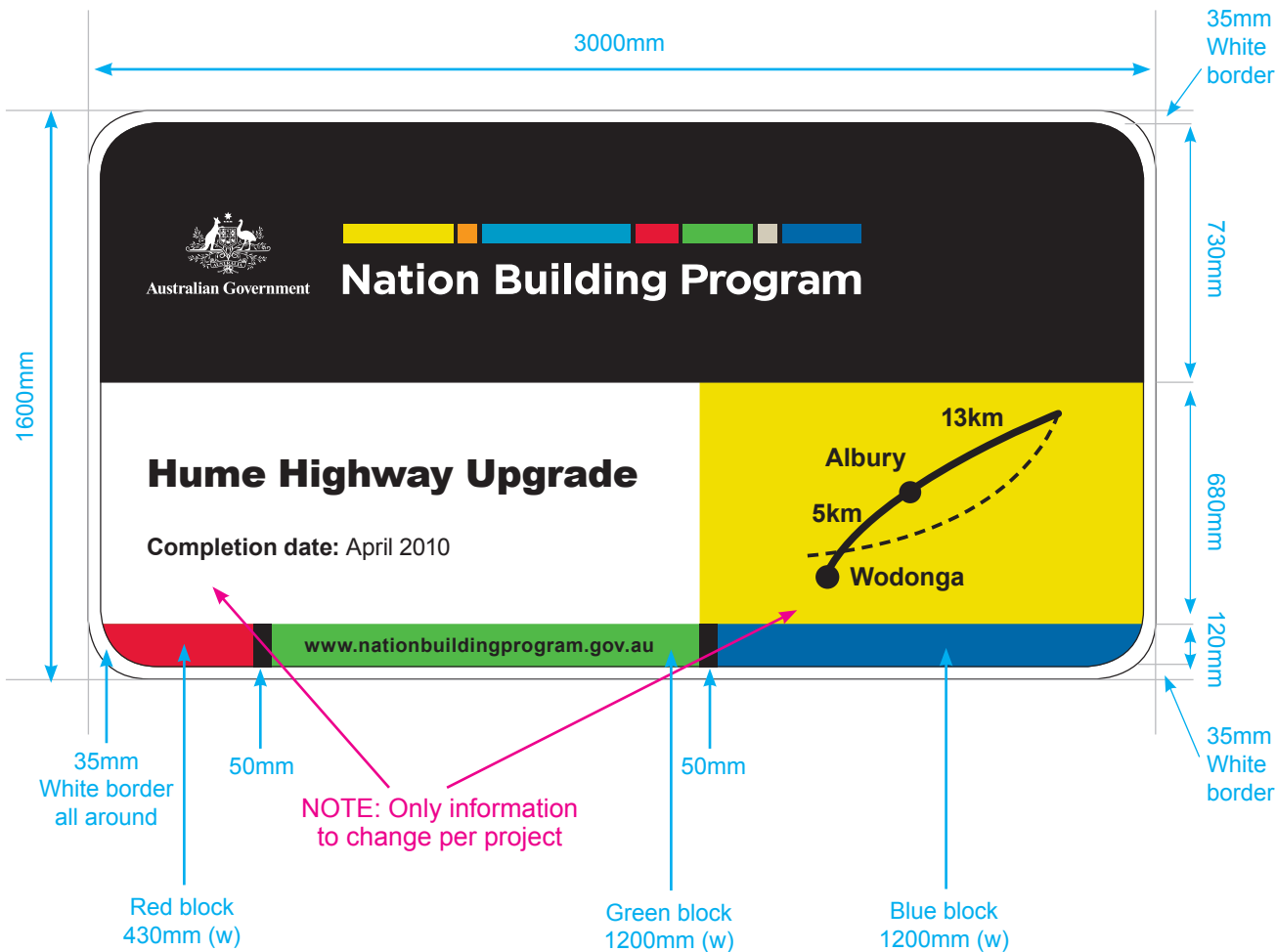


## FONTS



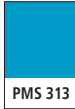





**Arial Black**

**Arial Bold**

Arial

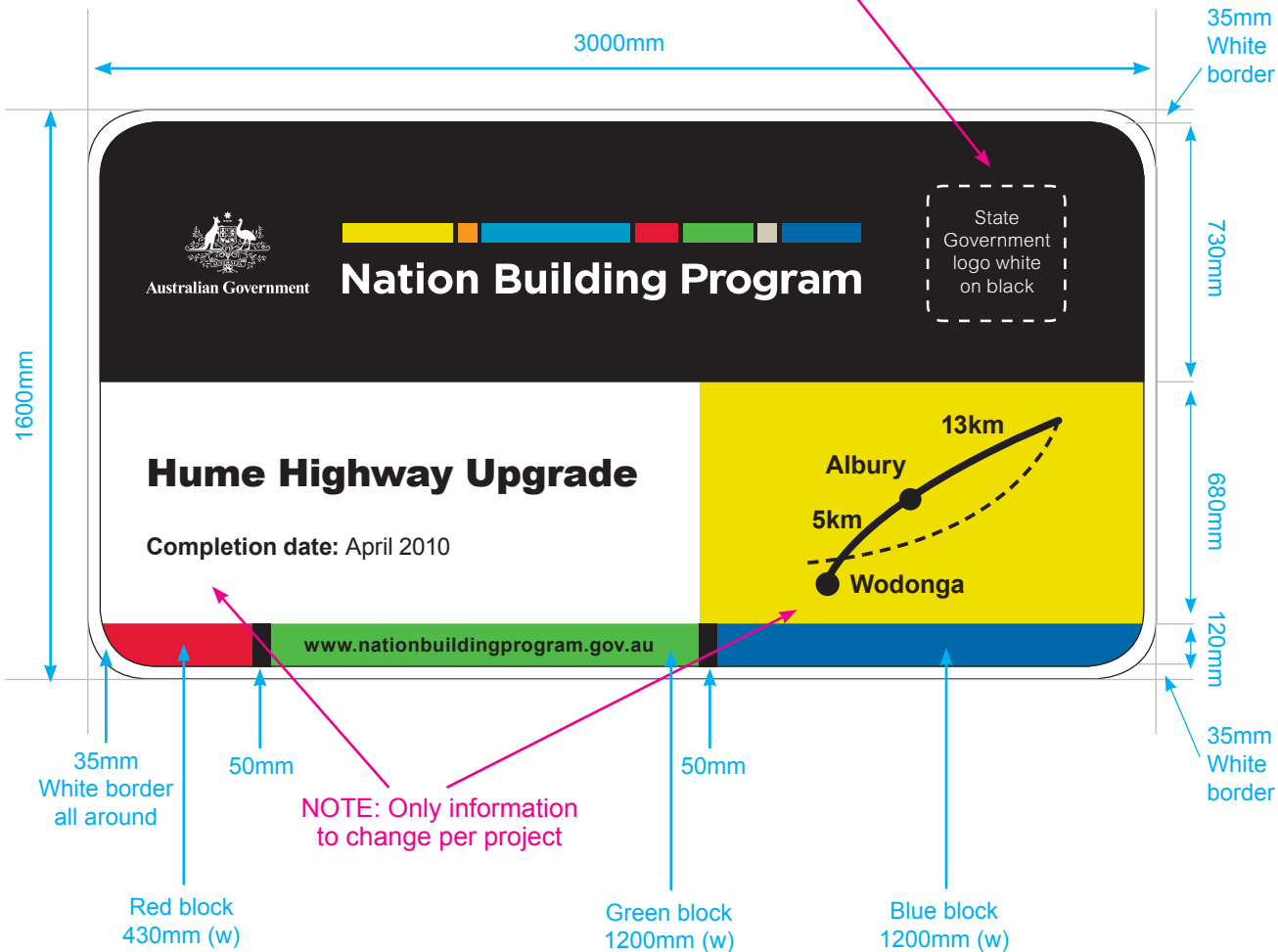


Program: Nation Building Program  
 Project: Major Nation Building Program road projects  
 Sign: Fully Australian Government funded  
 Font: Arial Black, Arial Bold, Arial  
 Colour specs:

 PMS 605	 PMS 144	 PMS 313	 PMS 186
C 0% M 2% Y 100% K 8%	C 0% M 52% Y 100% K 0%	C 100% M 0% Y 10% K 4%	C 0% M 100% Y 75% K 4%
 PMS 361	 PMS 7535	 PMS 2945	 Black
C 75% M 0% Y 100% K 0%	C 7% M 0% Y 22% K 20%	C 100% M 52% Y 2% K 12%	C 0% M 0% Y 0% K 100%

Note: See page 2 for smaller sign specifications.

NOTE: Use appropriate State or Territory logo

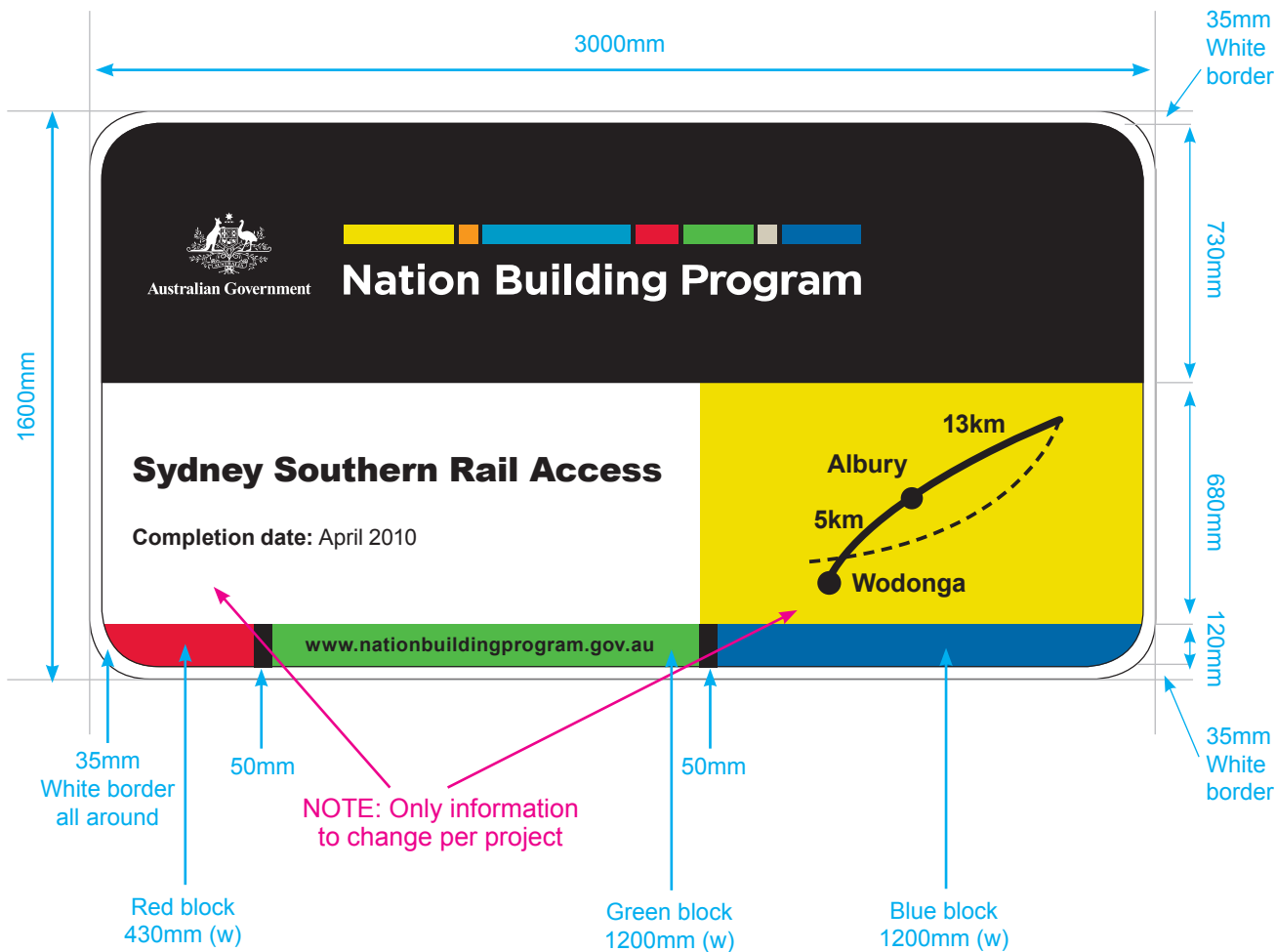


NOTE: Only information to change per project

Program: Nation Building Program  
 Project: Major Nation Building Program road projects  
 Sign: Jointly funded  
 Font: Arial Black, Arial Bold, Arial  
 Colour specs:

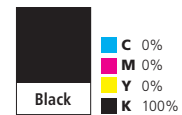
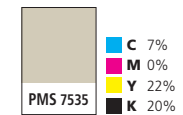
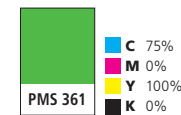
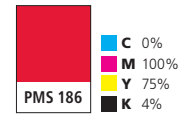
 PMS 605 C 0% M 2% Y 100% K 8%	 PMS 144 C 0% M 52% Y 100% K 0%	 PMS 313 C 100% M 0% Y 10% K 4%	 PMS 186 C 0% M 100% Y 75% K 4%
 PMS 361 C 75% M 0% Y 100% K 0%	 PMS 7535 C 7% M 0% Y 22% K 20%	 PMS 2945 C 100% M 52% Y 2% K 12%	 Black C 0% M 0% Y 0% K 100%

Note: See page 2 for smaller sign specifications.



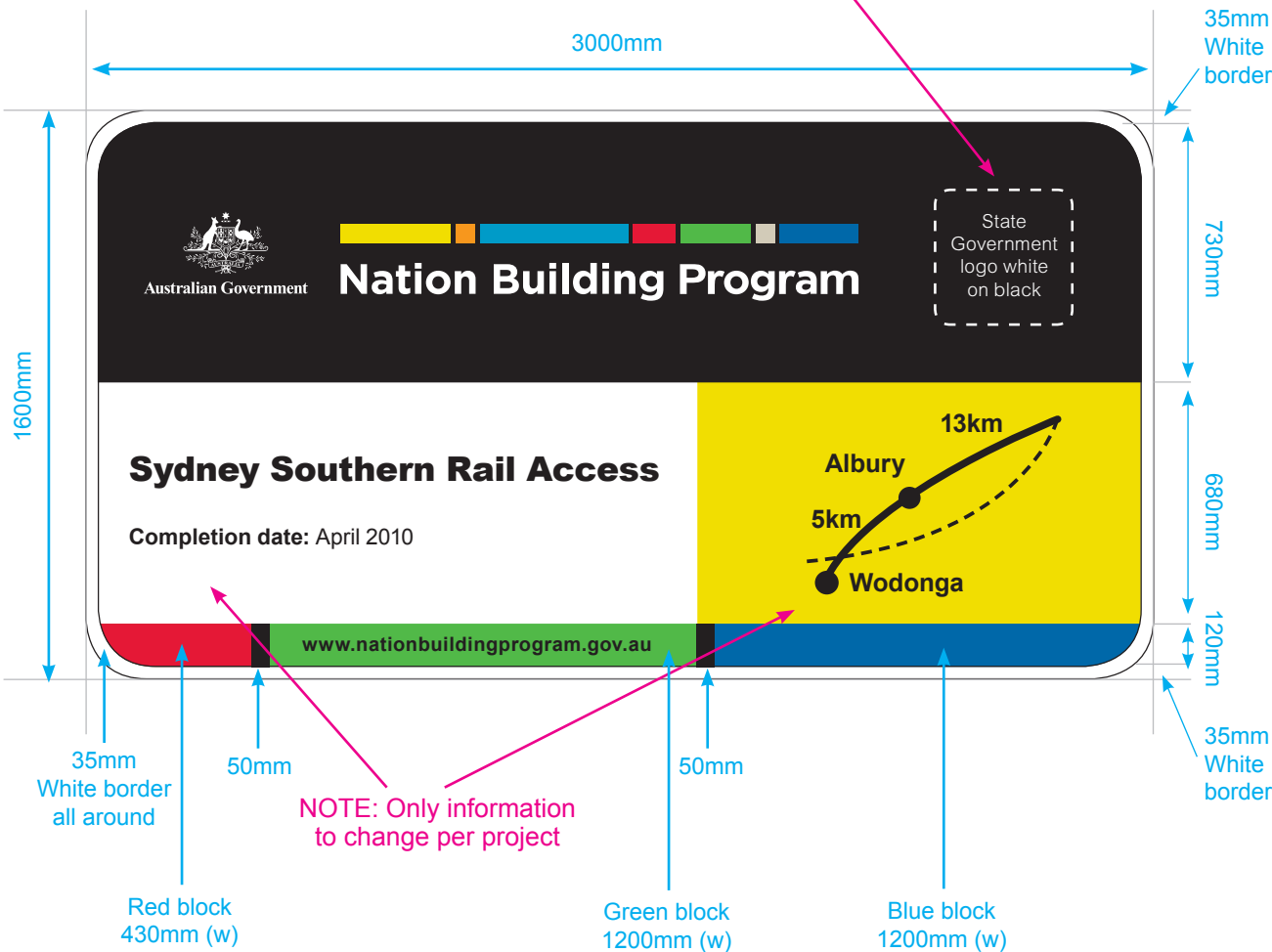
Note: See page 2 for smaller sign specifications.

Program: Nation Building Program  
 Project: Major Nation Building Program rail projects  
 Sign: Fully Australian Government funded  
 Font: Arial Black, Arial Bold, Arial  
 Colour specs:





NOTE: Use appropriate State or Territory logo



Program: Nation Building Program  
 Project: Major Nation Building Program rail projects  
 Sign: Jointly funded  
 Font: Arial Black, Arial Bold, Arial  
 Colour specs:

 PMS 605 C 0% M 2% Y 100% K 8%	 PMS 144 C 0% M 52% Y 100% K 0%	 PMS 313 C 100% M 0% Y 10% K 4%	 PMS 186 C 0% M 100% Y 75% K 4%
 PMS 361 C 75% M 0% Y 100% K 0%	 PMS 7535 C 7% M 0% Y 22% K 20%	 PMS 2945 C 100% M 52% Y 2% K 12%	 Black C 0% M 0% Y 0% K 100%

Note: See page 2 for smaller sign specifications.

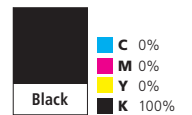
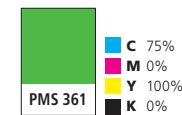
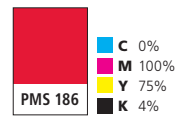
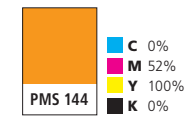
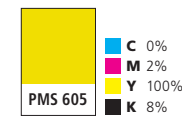


Program: Nation Building Program

Project: Roads to Recovery

Font: Arial Bold, Arial

Colour specs:



Note: See page 2 for smaller sign specifications.



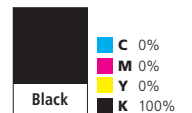
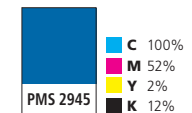
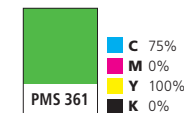
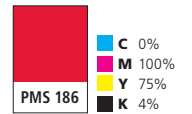
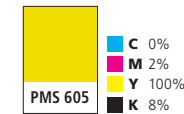
Note: See page 2 for smaller sign specifications.

Program: Nation Building Program

Project: Black Spot Program

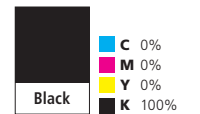
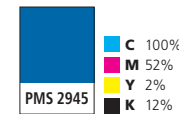
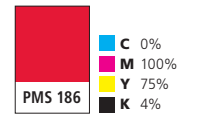
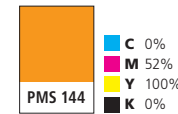
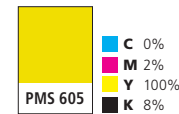
Font: Arial Black, Arial Bold

Colour specs:





Program: Nation Building Program  
 Project: Boom Gates for Rail Crossings  
 Font: Arial Bold  
 Colour specs:













Program: Nation Building Program

Project: Heavy Vehicle Safety and Productivity Program

Font: Arial Bold

Colour specs:

 <p>PMS 605</p> <p>C 0% M 2% Y 100% K 8%</p>	 <p>PMS 144</p> <p>C 0% M 52% Y 100% K 0%</p>	 <p>PMS 313</p> <p>C 100% M 0% Y 10% K 4%</p>	 <p>PMS 186</p> <p>C 0% M 100% Y 75% K 4%</p>
 <p>PMS 361</p> <p>C 75% M 0% Y 100% K 0%</p>	 <p>PMS 7535</p> <p>C 7% M 0% Y 22% K 20%</p>	 <p>PMS 2945</p> <p>C 100% M 52% Y 2% K 12%</p>	 <p>Black</p> <p>C 0% M 0% Y 0% K 100%</p>











Program: Nation Building Program  
 Project: Heavy Vehicle Safety and Productivity Program  
 Sign: Jointly Funded  
 Font: Arial Bold

Color	Specs	Color	Specs	Color	Specs	Color	Specs
	PMS 605 C 0% M 2% Y 100% K 8%		PMS 144 C 0% M 52% Y 100% K 0%		PMS 313 C 100% M 0% Y 10% K 4%		PMS 186 C 0% M 100% Y 75% K 4%
	PMS 361 C 75% M 0% Y 100% K 0%		PMS 7535 C 7% M 0% Y 22% K 20%		PMS 2945 C 100% M 52% Y 2% K 12%		Black C 0% M 0% Y 0% K 100%

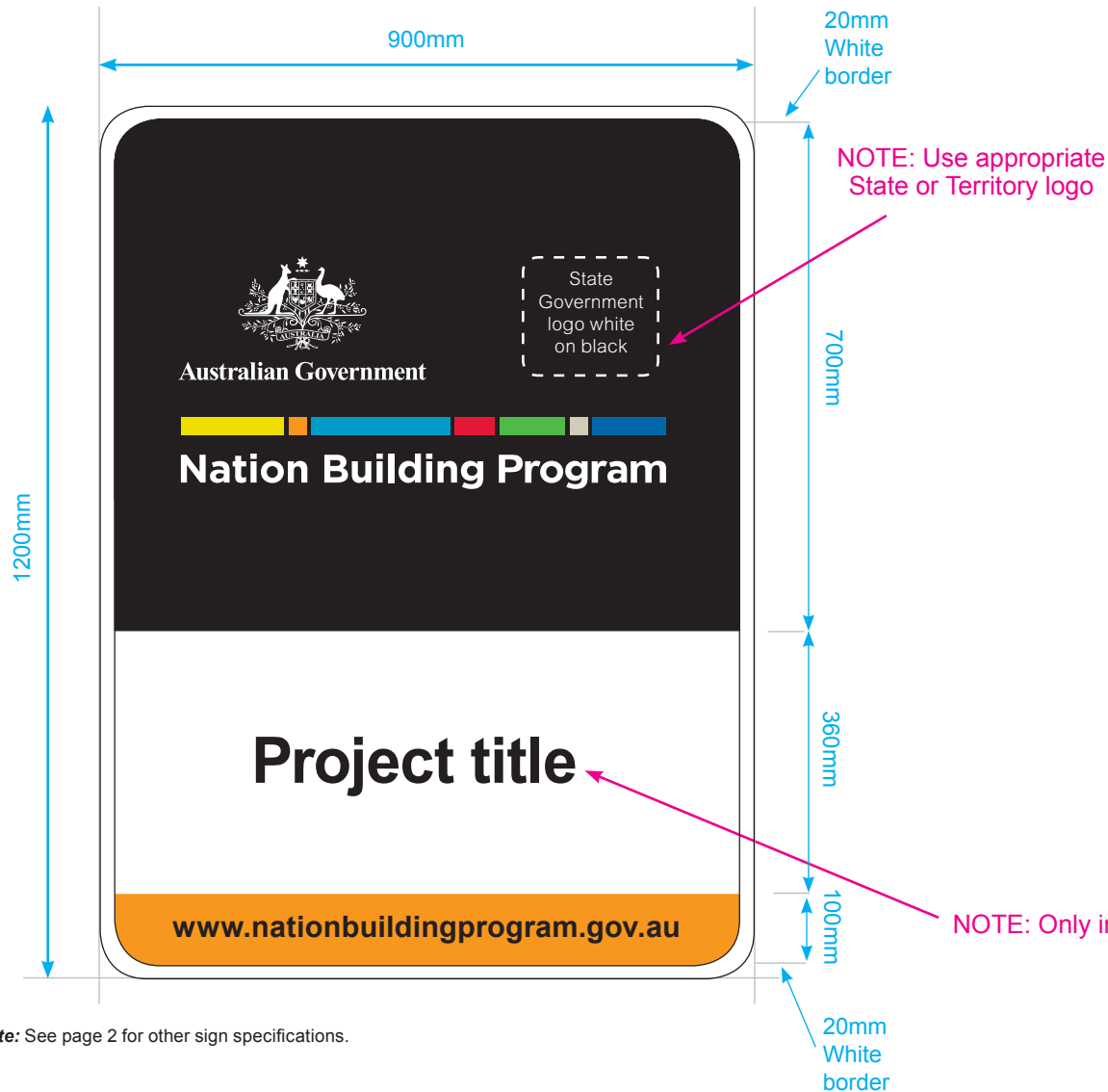


Note: See page 2 for other sign specifications.

Program: Nation Building Program  
 Project: Off-Network  
 Sign: Fully Australian Government funded  
 Font: Arial Bold  
 Colour specs:

 PMS 605 C 0% M 2% Y 100% K 8%	 PMS 144 C 0% M 52% Y 100% K 0%	 PMS 313 C 100% M 0% Y 10% K 4%	 PMS 186 C 0% M 100% Y 75% K 4%
 PMS 361 C 75% M 0% Y 100% K 0%	 PMS 7535 C 7% M 0% Y 22% K 20%	 PMS 2945 C 100% M 52% Y 2% K 12%	 Black C 0% M 0% Y 0% K 100%

NOTE: Only information to change per project



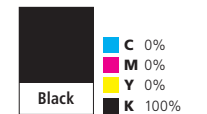
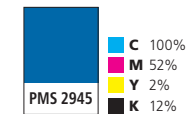
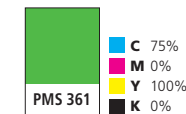
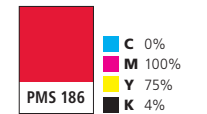
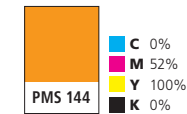
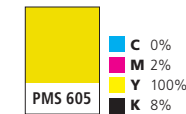
Program: Nation Building Program

Project: Off-Network

Sign: Jointly Funded

Font: Arial Bold

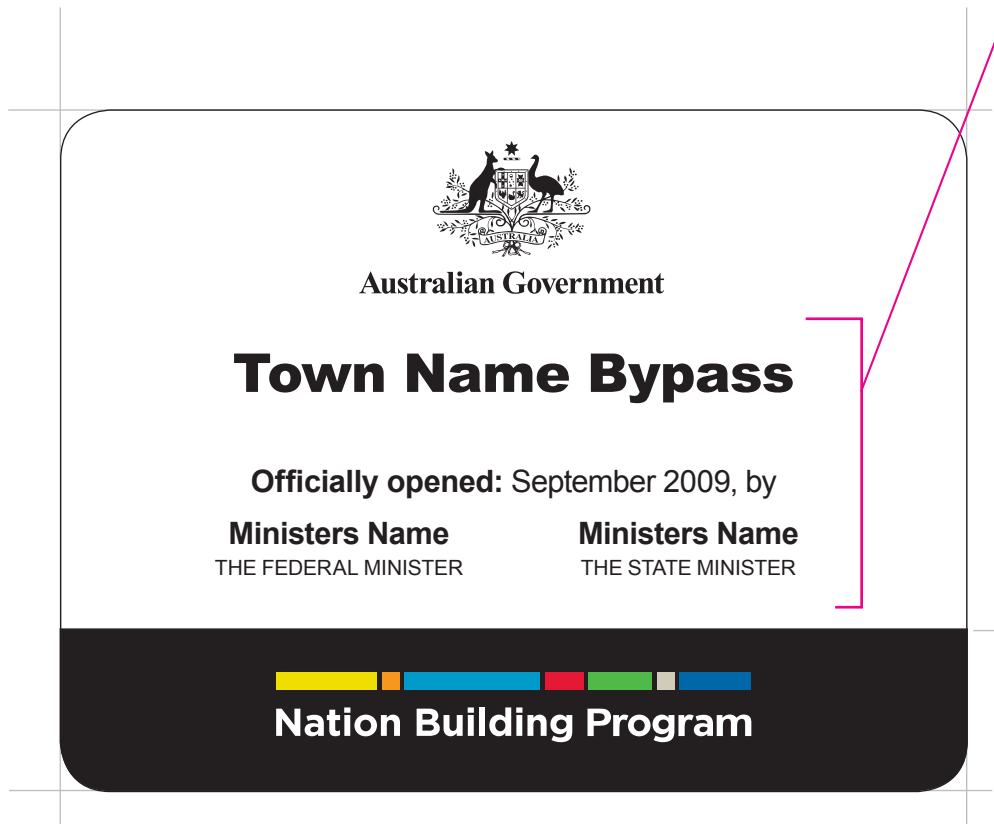
Colour specs:











Note: See page 2 for other sign specifications.



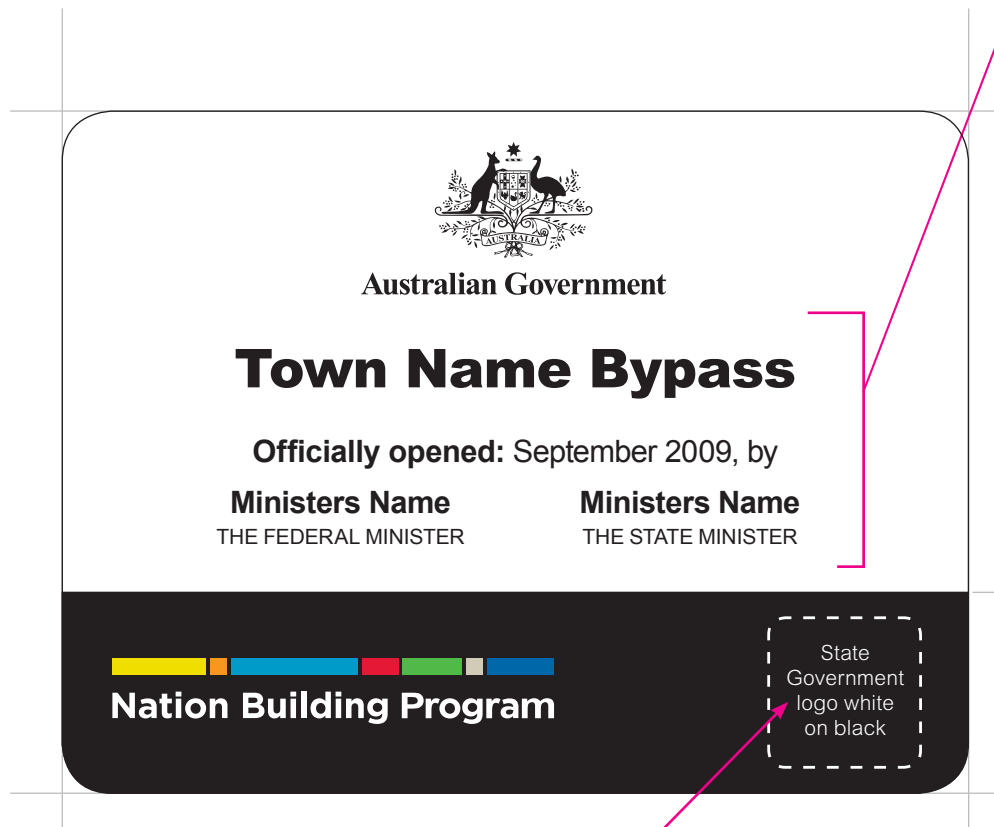
NOTE: Only information to change per project



Program: Nation Building Program  
 Project: Commemorative Plaque  
 Sign: Fully Australian Government funded  
 Font: Arial Black, Arial Bold, Arial  
 Colour specs:

 PMS 605 C 0% M 2% Y 100% K 8%	 PMS 144 C 0% M 52% Y 100% K 0%	 PMS 313 C 100% M 0% Y 10% K 4%	 PMS 186 C 0% M 100% Y 75% K 4%
 PMS 361 C 75% M 0% Y 100% K 0%	 PMS 7535 C 7% M 0% Y 22% K 20%	 PMS 2945 C 100% M 52% Y 2% K 12%	 Black C 0% M 0% Y 0% K 100%

NOTE: Only information to change per project



NOTE: Use appropriate State or Territory logo

Program: Nation Building Program  
 Project: Commemorative Plaque  
 Sign: Jointly funded  
 Font: Arial Black, Arial Bold, Arial  
 Colour specs:

