

CITY OF MARIBYRNONG SIGNAGE PROGRAM

HEINE JONES

Client: Maribyrnong City Council
 Location: City wide – Maribyrnong local government area
 Scope: Audit, analysis, design, documentation
 Team: Mike Heine, Steve Jones, Larni Williams, Lauren Marshall
 Year: 2016

OVERVIEW

Maribyrnong City Council identified a need to rectify an inconsistent, tired and dated signage system, which had been developed in an ad hoc manner over many years. HeineJones was commissioned to design a new city wide signage solution – including Gateway signage, Village signage, Facility signage and Open Space signage (including identification, wayfinding, and regulatory).

THE CHALLENGE

The City of Maribyrnong is approximately 31 square kilometres in size and includes nine suburbs – a large area with extensive signage needs, varied stakeholders and diverse urban and natural outdoor environments. The brief demanded a simple, timeless and beautifully detailed solution – and, above all, a cohesive and consistent look and feel which would communicate clearly and effectively.

THE SOLUTION

HeineJones developed a new signage suite – distilling an existing suite of well over 50 sign types back to

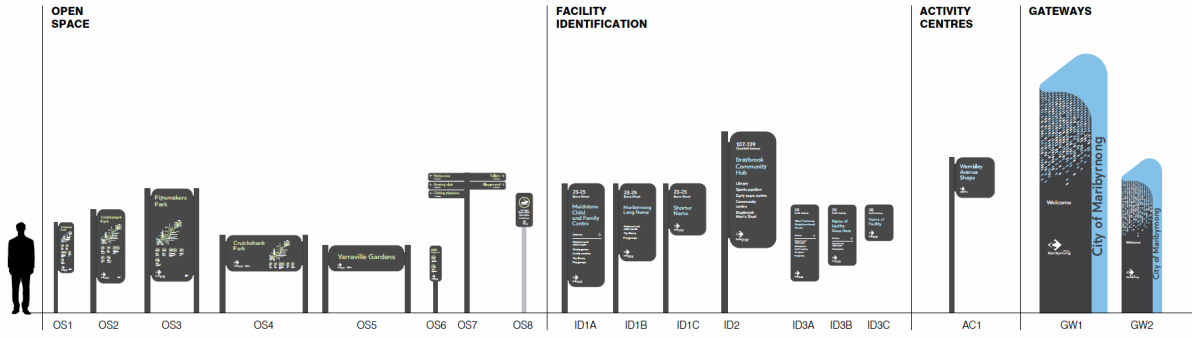
just 13 distinct sign types – realising the objective of a simple and manageable system. To deliver this solution HeineJones implemented an initial audit and analysis process, followed by an extensive stakeholder engagement process to determine the needs and extent of the new system. After a rigorous design process, HeineJones prepared a 160 page manual, detailing the system and every sign type to a level which would allow the council to tender the project. The manual includes system wide standards and usage guidelines; sign specific fabrication, assembly and graphic setout guidelines; location and orientation methodologies; mapping and typography standards; and engineering and certification.

OUTCOME

HeineJones delivered an effective design solution and an extensive and detailed manual. This will ensure that the city is home to a cohesive and consistent signage system – in turn promoting a positive and progressive identity and outlook for the city. Maribyrnong City Council officers are extremely pleased with the project outputs and outcome.

SIGN SUITE

THERE ARE FOUR SIGN TYPE CATEGORIES.



REFER FABRICATION AND INSTALLATION STANDARDS COVER SHEET FOR ALL REQUIRED QUALITY AND STANDARD LEVELS.

FABRICATORS TO PREPARE SHOP DRAWINGS AS REQUIRED. PRIOR TO COMMENCEMENT OF INSTALLATION CONTRACTORS MUST VERIFY ANY IMPORTANT DIMENSIONS ON SITE. ALL DIMENSIONS IN MM. WRITTEN DIMENSIONS TAKE PRECEDENCE OVER SCALED DIMENSIONS. THESE DRAWINGS ARE TO BE READ IN CONJUNCTION WITH ENGINEERING DRAWINGS - REFER APPENDIX.

HEINE JONES

DESIGN@HEINEJONES.COM.AU
WWW.HEINEJONES.COM.AU
TELEPHONE: +61 3 9001 0837

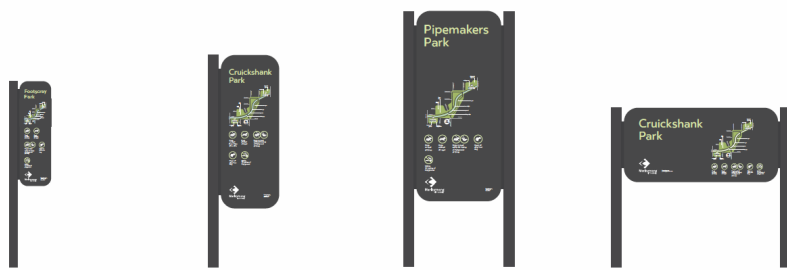
CLIENT / PROJECT
MARIBYRNONG CITY COUNCIL
SIGNAGE STRATEGY 2018

DRAWING NO. _____

VERSION SCALE DATE

OPEN SPACE SIGNS

OPEN SPACE SIGNAGE IS USED FOR ALL PARKS, RESERVES AND SPORTING GROUNDS. THE OPEN SPACE SIGN SUITE IS PREDOMINANTLY ABOUT PRESENTING THE NAME OF AN OPEN SPACE, A MAP OR DESTINATION LIST WITHIN THAT OPEN SPACE, AND ANY DOG REGULATIONS AND SMOKING REGULATIONS. NOTE THAT A MAP OR DESTINATION LIST IS NOT ALWAYS REQUIRED FOR ALL SIGN TYPES - PLEASE REFER TO THE RELEVANT GUIDELINES WITHIN THIS SECTION OR PAGE NUMBER WHERE THIS INFORMATION IS PROVIDED IN THIS DOCUMENT.



OS1 Entrance small size
Use: At entrances to an open space which is best suited to a small or intimate level of signage. Typically for an open space which is accessed at a pedestrian level rather than a vehicular level. An OS1 can also be useful for larger open space settings - but used inside the open space beside an access path to introduce or expand upon detailed use information.

OS2 Entrance large size
At entrances to open spaces which are best suited to a small or intimate level of signage, but require more 'presence' than an OS1. Typically for an open space which is accessed at a pedestrian level rather than a vehicular level.

OS3 Entrance large size
Use: At entrances to open spaces which require a presence to suit a vehicular based approach and/or has a large, wide and open landscape which would make an OS1 or OS2 seem insignificant. This sign type is to be used with discretion and must be considered carefully by the City Design team.

OS4 Entrance horizontal
Use: At entrances to open spaces which may require a presence to suit a vehicular based approach and/or has a large, wide and open landscape which would make an OS1 or OS2 seem insignificant. Note that the horizontal format may well suit more landscapes than the vertical format offered by the OS3 sign option. This sign type will work well in many scenarios and offers a 'comfortable' panel size and 'comfortable' sign 'presence'.



OS5 Entrance park horizontal - Name only
Use: At entrances to open spaces which require a presence to suit a vehicular based approach and/or where the presentation of use information (map, destinations, regulations) is either irrelevant or infeasible. OS5 is also well suited to heritage and formal open space settings. An OS5 is well complemented by an OS1 - the OS1 typically being used inside the open space beside an access path to introduce or expand upon detailed use information.

OS6 Entrance - Micropark or Playground
Use: Microparks, small playgrounds, or playgrounds with a larger open space. The primary purpose of this sign is to present no dogs and no smoking regulations at a playground. This sign may be column or fence mounted. It is also useful where it is not important to announce the name of the park at the entry (ie where the park name is not of historical or cultural significance).

OS7 Directional finger pointer
Use: In very large open spaces (only) which require directional information to guide visitors by destinations which cannot be seen, or recognized, from the vantage point of the visitor. This sign type is to be located internally to large open spaces, typically at path intersections or major directional decision-making points. It is to be used with discretion and must be considered carefully by the City Design team.

OS8 Regulatory
Use: OS8 is useful to reinforce regulatory information and/or respond to local or temporary social behaviour or safety issues. To be used with discretion and approved by the City Design Team.

REFER FABRICATION AND INSTALLATION STANDARDS COVER SHEET FOR ALL REQUIRED QUALITY AND STANDARD LEVELS.

FABRICATORS TO PREPARE SHOP DRAWINGS AS REQUIRED. PRIOR TO COMMENCEMENT OF INSTALLATION CONTRACTORS MUST VERIFY ANY IMPORTANT DIMENSIONS ON SITE. ALL DIMENSIONS IN MM. WRITTEN DIMENSIONS TAKE PRECEDENCE OVER SCALED DIMENSIONS. THESE DRAWINGS ARE TO BE READ IN CONJUNCTION WITH ENGINEERING DRAWINGS - REFER APPENDIX.

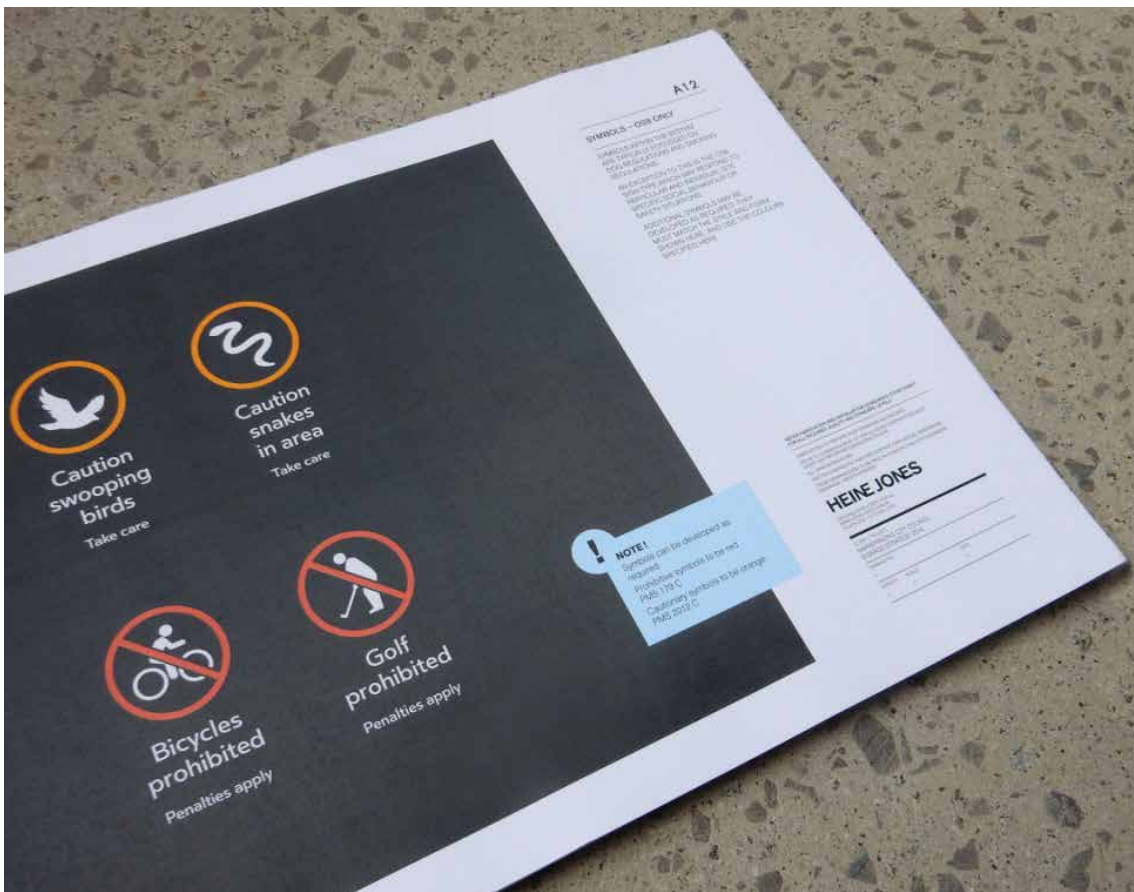
HEINE JONES

DESIGN@HEINEJONES.COM.AU
WWW.HEINEJONES.COM.AU
TELEPHONE: +61 3 9001 0837

CLIENT / PROJECT
MARIBYRNONG CITY COUNCIL
SIGNAGE STRATEGY 2018

DRAWING NO. _____

VERSION SCALE DATE



SIGN BACKGROUND
To be used for all visible surfaces of sign panels, columns and frames.



Dulux Ticking PG1A7

IMPORTANT!
Ensure all visible surfaces of the sign columns, frame spacer, panels and frames are painted Dulux Ticking PG1A7. This includes exposed inside panel backs and edges, and all exposed frame components.

COLOUR STANDARDS

ONLY USE THESE COLOURS AND FOLLOW THESE GUIDELINES AND THE SUPPLIED TEMPLATES TO ENSURE THE CORRECT COLOUR IS USED FOR THE CORRECT APPLICATION.

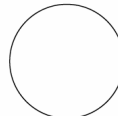
LETTERING, SYMBOLS, LOGO
To be used for lettering, symbols and logo.



Dulux Frisky P20F3



Dulux Template Half P36H1H



Avery Film White Matt 730

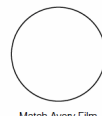
MAP
To be used for the map only.



Pantone 2276C



Pantone Cool Grey 6C

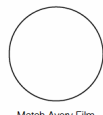


Match Avery Film White Matt 730

GATEWAY
To be used for graphic treatment and panel surfaces.



Dulux Calm Day P36H3



Match Avery Film White Matt 730

REFER FABRICATION AND INSTALLATION STANDARDS COVER SHEET FOR ALL REQUIRED QUALITY AND STANDARD LEVELS.

FABRICATORS TO PREPARE SHOP DRAWINGS AS REQUIRED. PRIOR TO COMMENCEMENT OF REGULATION CONTRACTORS MUST VERIFY ANY IMPORTANT DIMENSIONS ON SITE. ALL DIMENSIONS IN MM. WRITTEN DIMENSIONS TAKE PRECEDENCE OVER SCALED DIMENSIONS. THESE DRAWINGS ARE TO BE READ IN CONJUNCTION WITH ENGINEERS DRAWINGS - REFER APPENDIX.

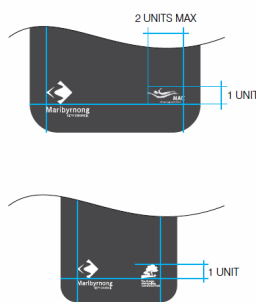
HEINE JONES

DESIGN@HEINEJONES.COM.AU
WWW.HEINEJONES.COM.AU
TELEPHONE: +61 8 9889 7200

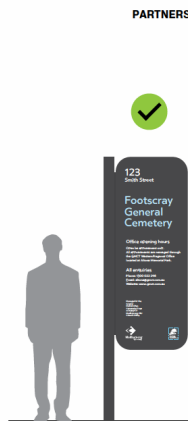
CLIENT / PROJECT
MARIBYRNONG CITY COUNCIL
SIGNAGE STRATEGY 2016

DRAWING NO.	---	DATE	---
VERSION	SCALE	DATE	
---	---	---	---

RULE!
The Maribyrnong logo is always positioned in the bottom left corner of the panel. The Partners logo is always positioned in the bottom right corner aligning to the bottom and right margin.



PARTNERS



TENANTS



USING THE MARIBYRNONG LOGO WITH OTHER LOGOS

THIS PAGE DEMONSTRATES HOW PARTNERS' LOGOS SHOULD BE DISPLAYED. THESE LOGOS ARE CONSIDERED SECONDARY TO THE MARIBYRNONG LOGO AND SHOULD NOT BE PRESENTED AT A LARGER PROPORTION - REFER SIZE GUIDELINES ON THIS PAGE.

THE 'SERVICE TYPE' WITHIN A COUNCIL FACILITY TO BE LISTED RATHER THAN THE 'TENANTS NAME'. EG CHILDCARE CENTRE RATHER THAN ABC CHILDCARE.

WHERE UNIQUE TENANTS REQUIRE LISTING AND THEY CANNOT BE DESCRIBED WITH A GENERIC 'SERVICE TYPE' THEN THEY MAY BE LISTED BY NAME ONLY IN THE CLEAR SANS MEDIUM FONT. TENANTS' LOGOS MUST NEVER BE USED.

IMPORTANT!
The partners logo should not be larger than one unit size of the Maribyrnong logo. It is acceptable to sit the type outside the bottom margin as shown above.



NOTE!
Partners logos can only be used if they are a single colour (white).

IMPORTANT!
If tenants need to be acknowledged on a facility identification sign they should be listed as a name only - do NOT use logos.

TIP
Tenants names can be expressed at a larger size if space permits - but they must never exceed 70% of the size of the facility name.

REFER FABRICATION AND INSTALLATION STANDARDS COVER SHEET FOR ALL REQUIRED QUALITY AND STANDARD LEVELS.

FABRICATORS TO PREPARE SHOP DRAWINGS AS REQUIRED. PRIOR TO COMMENCEMENT OF REGULATION CONTRACTORS MUST VERIFY ANY IMPORTANT DIMENSIONS ON SITE. ALL DIMENSIONS IN MM. WRITTEN DIMENSIONS TAKE PRECEDENCE OVER SCALED DIMENSIONS. THESE DRAWINGS ARE TO BE READ IN CONJUNCTION WITH ENGINEERS DRAWINGS - REFER APPENDIX.

HEINE JONES

DESIGN@HEINEJONES.COM.AU
WWW.HEINEJONES.COM.AU
TELEPHONE: +61 8 9889 7200

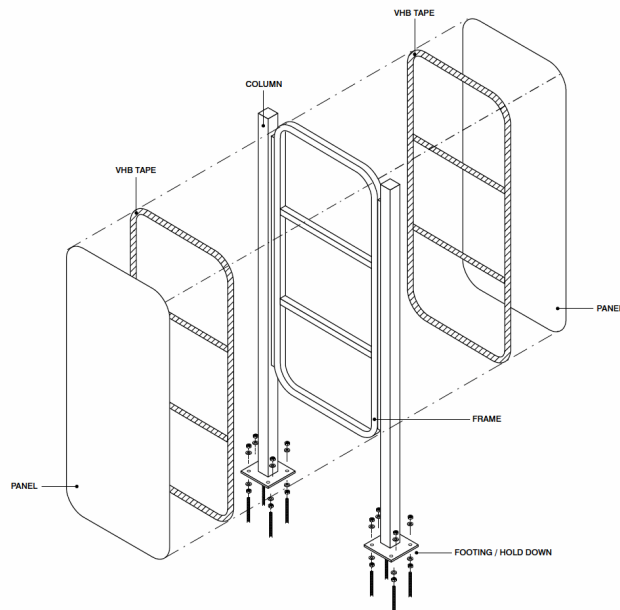
CLIENT / PROJECT
MARIBYRNONG CITY COUNCIL
SIGNAGE STRATEGY 2016

DRAWING NO.	---	DATE	---
VERSION	SCALE	DATE	
---	---	---	---

B11

**SIGN OS3
ASSEMBLY**

GENERAL NOTES
 NORMAL ASSEMBLY GUIDE ONLY
 FABRICATORS TO PREPARE DETAILED ASSEMBLY
 SHOP DRAWINGS AS REQUIRED.



REFER FABRICATION AND INSTALLATION STANDARDS COVER SHEET
 FOR ALL REQUIRED QUALITY AND STANDARD LEVELS.

FABRICATORS TO PREPARE SHOP DRAWINGS AS REQUIRED.
 PRIOR TO COMMENCEMENT OF INSTALLATION CONTRACTORS MUST
 VERIFY ANY IMPORTANT DIMENSIONS ON SITE.
 ALL DIMENSIONS IN MM.
 WRITTEN DIMENSIONS TAKE PRECEDENCE OVER SCALED DIMENSIONS.
 THESE DRAWINGS ARE TO BE READ IN CONJUNCTION WITH ENGINEERS
 DRAWINGS - REFER APPENDIX.

HEINE JONES

DESIGN@HEINEJONES.COM.AU
 WWW.HEINEJONES.COM.AU
 TELEPHONE: +61 3 9901 0837

CLIENT / PROJECT
 MAREBYNONG CITY COUNCIL
 SIGNAGE STRATEGY 2016

DRAWING NO.
 OS3-AS-01

VERSION SCALE DATE
 A 1:20 @A3 06/07/16

B16

**SIGN OS5
GENERAL CONSTRUCTION**

SURFACE FINISHING
 TWO COAT SPRAY PAINT ALL VISIBLE SURFACES DULUX TIDYING
 POLY. INCLUDES COLUMN, FRAME SPACER, EXPOSED FRAME
 EDGES, PANEL FACE, PANEL EDGE, AND EXPOSED INSIDE EDGE OF PANEL.

ANTI-GRAFFITI COATING
 CLEAR COAT ANTI-GRAFFITI ALL SURFACES (OVER ALL GRAPHICS)
 2 X CLEAR PANELS OR SHIP ALUMINUM SHEET (FRONT AND BACK).
 INCLUDES COLUMN, FRAME SPACER, EXPOSED FRAME EDGES,
 PANEL FACE, PANEL EDGE, AND EXPOSED INSIDE EDGE OF PANEL.

COLUMN TO FRAME SPACER CONNECTION
 ENSURE A VISUALLY SMOOTH AND CONSISTENT CONNECTION -
 FILL AND SMOOTH BETWEEN AND OVER WELDED AREAS WITH
 SUITABLE FILLER AND PAINT OVER.

LETTERING AND SYMBOLS APPLICATION
 LETTERING AND SYMBOLS CAN BE EITHER MASKED AND SPRAYED
 OR CUT FROM VINYL SPRAY PAINTED TO THE APPROPRIATE
 COLOUR. VINYL MINIMUM QUALITY TO MATCH SHEET P00 SERIES
 OR APPROVED ALTERNATIVE.

MAP APPLICATION (IF REQUIRED)
 SCREEN PRINT MAPS (THREE COLOURS ONLY)

PAS - PANELS FRONT AND BACK
 2 X CLEAR PANELS OR SHIP ALUMINUM SHEET (FRONT AND BACK).
 ENSURE NO SHARP HAZARD ON ANY EDGES, CONCEALED FIXED
 TO FRAME VIA VHB TAPE AND ADHESIVES. ENSURE DISASSEMBLY
 AND PERMANENT CONNECTION. ENSURE CORNER RADII MATCH
 SPECIFICATION ON DRAWING. ENSURE PANEL OVERHANGS FRAME
 BY AN EVEN SAMM ALL ROUND.

FR30 - FRAME
 SHIP FRAME (SERRAVALLO). REFER ENGINEERS DRAWINGS FOR
 WALL THICKNESS, BUTT WELDS AS REQUIRED. GRIND WELDS
 SMOOTH TO ENSURE NEAT PANEL FIT AND SEAMLESS LOOK TO
 EXPOSED FRAME SIDES. COAT ALL CUT AND WELDED AREAS WITH
 TWO COATS OF ZINC-RICH PRIMER. CORNER RADII IS THE
 INTERNAL RADII AND CAN BE BENT WITH STANDING TOOLS BY
 UNDER BENDING OR APPROVED ALTERNATIVE SUPPLIER. FRAME
 EXTERNAL DIMENSIONS TO BE DETERMINED BY REMOVING FOAM
 FROM PANEL, WITH AND HEIGHT TO ONE SAME SIDE FROM
 PANEL ALL ROUND.

PF1 - BASE PLATE AND FOOTING
 REFER ENGINEERS DRAWINGS FOR DETAIL.

SPC2 - COLUMN
 REFER ENGINEERS DRAWINGS FOR DETAIL. TOP CAP TO BE
 WELDED AND GROUND SMOOTH FOR SEAMLESS FINISH.

FS30 - FRAME SPACER
 TYPE 1. REFER ENGINEERS DRAWINGS FOR DETAIL. END CAPS TO
 BE WELDED AND GROUND SMOOTH FOR SEAMLESS FINISH.

TOLERANCE
 ±1.0MM

REFER FABRICATION AND INSTALLATION STANDARDS COVER SHEET
 FOR ALL REQUIRED QUALITY AND STANDARD LEVELS.

FABRICATORS TO PREPARE SHOP DRAWINGS AS REQUIRED.
 PRIOR TO COMMENCEMENT OF INSTALLATION CONTRACTORS MUST
 VERIFY ANY IMPORTANT DIMENSIONS ON SITE.
 ALL DIMENSIONS IN MM.
 WRITTEN DIMENSIONS TAKE PRECEDENCE OVER SCALED DIMENSIONS.
 THESE DRAWINGS ARE TO BE READ IN CONJUNCTION WITH ENGINEERS
 DRAWINGS - REFER APPENDIX.

HEINE JONES

DESIGN@HEINEJONES.COM.AU
 WWW.HEINEJONES.COM.AU
 TELEPHONE: +61 3 9901 0837

CLIENT / PROJECT
 MAREBYNONG CITY COUNCIL
 SIGNAGE STRATEGY 2016

DRAWING NO.
 OS5-CON-01

VERSION SCALE DATE
 A 1:20 @A3 06/07/16

