RICKETTS POINT

SIGNAGE DESIGN

Bayside
CITY COUNCIL

STYLEGUIDE

INTRODUCTION

An assessment of Ricketts Point signage was completed to enable an analysis of signage in the area. The aim was to find a suitable signage solution for the area.

The Bayside City Council Municipality and the Ricketts Point area have a variety regulatory signs which become confusing for visitors. All these various signs run along the Coastal Trail and foreshore of Ricketts Point. A major piece of information which ultimately gets lost in the confusion, is, the 'dog rules'. The dog rules and the clarity of the rules needed to be addressed as a whole. There also needs to be a reduction to the amount of signs in the area to avoid further clutter.

In order to reduce clutter and eliminate unnecessary information, some elements of Ricketts Point's existing signage needed to be removed or consolidated with other signs. Decisions for the removal and consolidation of content were largely based on clutter and confusion where regulatory and directional information comes first and foremost. There was also need to reduce the total amount of information conveyed so that the messages can be communicated clearly and easily.

For further information on the assessment please refer to the Ricketts Point wayfinding and detailed signage assessment.

METHODOLOGY

Developing an effective signage location plan requires a good understanding of the locality. It is the answer to all questions users would ask. Where am I now? Where do I go now? How do I get to....? How far is that? It is a response to the character and sense of place, it explains visitor's journeys, and routes, it enhances experience, and provides a chance to activate spaces. Most importantly, it aims to send people on their way with confidence & relative simplicity. It is important to recognise that a consistent design approach is required, and a single design solution will not be answer to all areas.

An appropriate hierarchy of signs within the Signage Styleguide has been designed to match the location, decision point and dog regulations area.

The Styleguide can then be applied. The appropriate sign is paired with the scale of the decisions needed for the area. The placement of the signs is carefully considered, placing them out of the way of high traffic and ensuring signs will not block the pathways of others.

The paddle-shaped polymer signs shown at the right are a good example of badly designed signage that should never have been imposed on the foreshore, and should certainly be replaced with less discordant signage, as is proposed.

The pair of separate, almost similar, signs side-by-side are a good example of very ugly signage.

The two supporting columns under the signs increase the blot on the landscape without providing any information at all.

EXISTING SIGNAGE SAMPLES

COLOUR SCHEME FOR SIGNAGE

A simple and minimal colour palette is highly effective in reducing clutter and allowing the signs to sit sympathetically within the environment. Simple, clean colours will assist in displaying effective and precise information to the viewer.

PMS 1795

– Red commands respect
– Helps to communicate rules and regulations
– Chosen for its association with high dog restriction area

PMS 555

– Association with open spaces
– Suggests positivity and growth
– Chosen for its association with medium to low dog restriction area

PMS 293

– Clean, simple and easy to view in outdoor areas
– Associates with water
– Chosen for its association with Bayside City Council branding and existing signage

PMS 299

– Clean, simple and easy to view in outdoor areas
– Associates with water
– Chosen for its association with Bayside City Council branding and existing signage

Black

– Clean, simple and easy to view in outdoor areas
– Stands out with white text
– Chosen for clarity

White

– Clean, simple and easy to view in outdoor areas
– Neutral, stands out on dark backgrounds
– Chosen for clarity to view regulations

PICTOGRAMS AND ARROWS

Pictograms help to communicate to the widest possible audience and eliminate language barriers. Pictograms can be used to reduce the level of text on signs. The pictogram designs reference international styles and standards of iconography.

Directional arrows are vital, where necessary, and assist with wayfinding information for the viewer.

TYPOGRAPHY

The Typeface used is **Helvetica Neue** – a simple, clean sans-serif
font which is highly effective in communicating information.
The sans-serif style adheres to legibility standards for signage.
Helvetica Neue ties in with the overall Bayside City Council brand,
and links to the typefaces used for other signage in the municipality –
helping to maintain consistency.

HELVETICA NEUE LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HELVETICA NEUE REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHMNOPQRSTUVWXYZ
1234567890

HELVETICA NEUE BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SIGNAGE HIERARCHY

The signs are designed to sit comfortably within the surrounds. They are primarily made of recycled timber and enamel grade steel or aluminium. The look of the graphics is clean and contemporary, with legibility and ease of use being the prime importance. Pictograms are the main source of information for the viewer. Bayside City Council branding is applied to the signs throughout.

The Main Entry Wayfinding Sign A will be clear and precise for easy access for the viewer. Locations and distance will help to navigate the visitor to their location efficiently. The introduction of a colour coded system for the Dog Rules (see code example below) is introduced on Primary Sign A, and follows on to Secondary Sign B and C with batter use of the colours allocated.

The Beach Entry Dog Regulation Sign B will be the next point of acknowledging the Dog rules and another step in the use of the colour code.

NOTE:
Regulatory signs shown with all common regulations for layout purposes.
Individual signs when installed may display fewer regulations based on their specific location.
All distances are estimates for layout purposes.

DOG CONTROL RULES APPLY (REFER TO SIGNAGE)

| RED | HIGH RESTRICTIONS AREA |
| GREEN | MEDIUM TO LOW RESTRICTIONS AREA |

PENALTIES APPLY

Sign A differs from the Signs B, C and D in that it not only has the Bayside City Council logo on it, but it also flaunts the unnecessary extra characteristic of a wavy bottom edge, which is a distracting and discordant departure from the style of those other signs.

The logo alone should be sufficient self-promotion by the Council. The Council does not need to compete, in full public view, to retain its position as the Committee of Management of the foreshore. Advertising an image is unneeded.
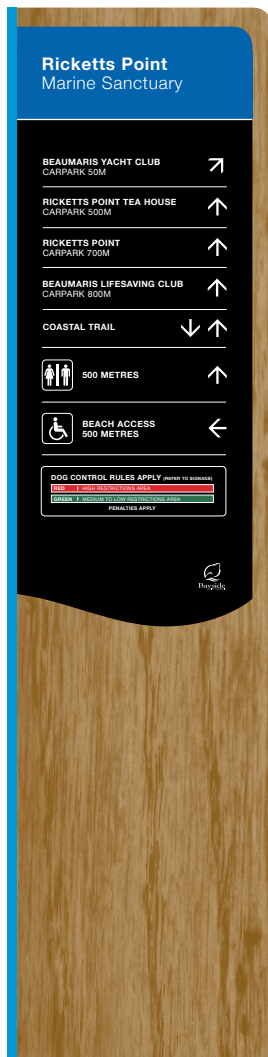
The professed intention to keep signage to a minimum in this small, valued landscape should be implemented by dispensing with that gratuitous extra gimmick. The precedent of existing, cruder signage should not be followed.

The wording on Sign A uses the correct accepted term, "TEA HOUSE", rather than the incorrect term, "CAFE", used on Page 12. The spelling, "CARPARK", as one word should instead be "CAR PARK" (it is hoped that a "CARP ARK" is not being hinted at as being one of the Marine Sanctuary's features).

It would be a good safety measure to immediately follow the words, "CAR PARK", on the sign with the emergency reporting code for the car park in question, e.g. CAR PARK B17 or CAR PARK B18, as the case may be.

Where distances are quoted, the International Standard (ISO 80000) unit symbol for the metre is lower case "m", and not upper case "M" as shown. Also because the "m" symbol stands for a separate word, "metre", it should be separated from the number by a space, viz. 500 m and not 500M as shown.

Ricketts Point
Marine Sanctuary

BEAUMARIS YACHT CLUB CARPARK 50M	↗
RICKETTS POINT TEA HOUSE CARPARK 500M	↑
RICKETTS POINT CARPARK 700M	↑
BEAUMARIS LIFESAVING CLUB CARPARK 800M	↑
COASTAL TRAIL	↓ ↑
500 METRES	↑
BEACH ACCESS 500 METRES	←

DOG CONTROL RULES APPLY (REFER TO SIGNAGE)
RED | HIGH RESTRICTIONS AREA
GREEN | MEDIUM TO LOW RESTRICTIONS AREA
PENALTIES APPLY

Beaumaris Beach
North Lookout
RICKETTS POINT MARINE SANCTUARY

DOG CONTROL REGULATIONS APPLY

REGULATIONS

PENALTIES APPLY

600 M · 600 M

Beaumaris Beach
North Lookout
RICKETTS POINT MARINE SANCTUARY

DOG CONTROL REGULATIONS APPLY

REGULATIONS

PENALTIES APPLY

600 M · 600 M

SIGNAGE HIERARCHY CONT.

The Dog Rules & Regulation Sign C continues the Dog Rule Colour coding to enable the viewer to quickly recognise which regulations area they are in.
A tall sign with a colour code will enable the viewer to see them from a distance .

The interpretive Signs D has been lowered and minimised of the cluttered information as per the previous interpretive signs. Larger emphasis on images and less information to take in. The sign has also been reduced.
They will also be placed closer to prominent entry points and closer and have better access for the viewer.

NOTE:
Regulatory signs shown with all common regulations for layout purposes.
Individual signs when installed may display fewer regulations based on their specific location. All distances are estimates for layout purposes.

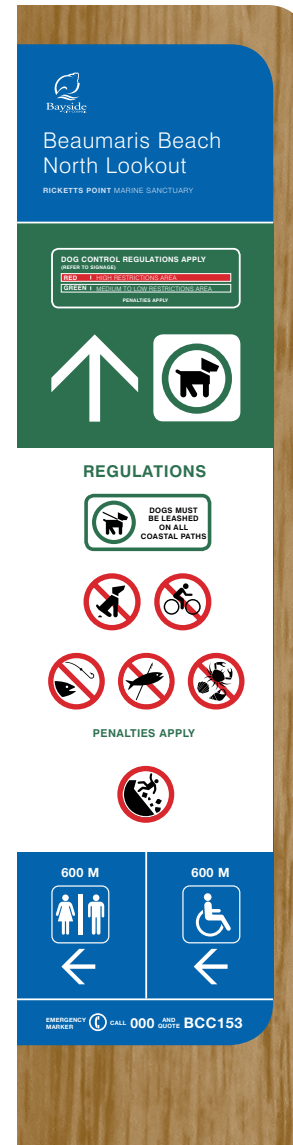## SECONDARY SIGN C
DOG RULES & REGULATIONS
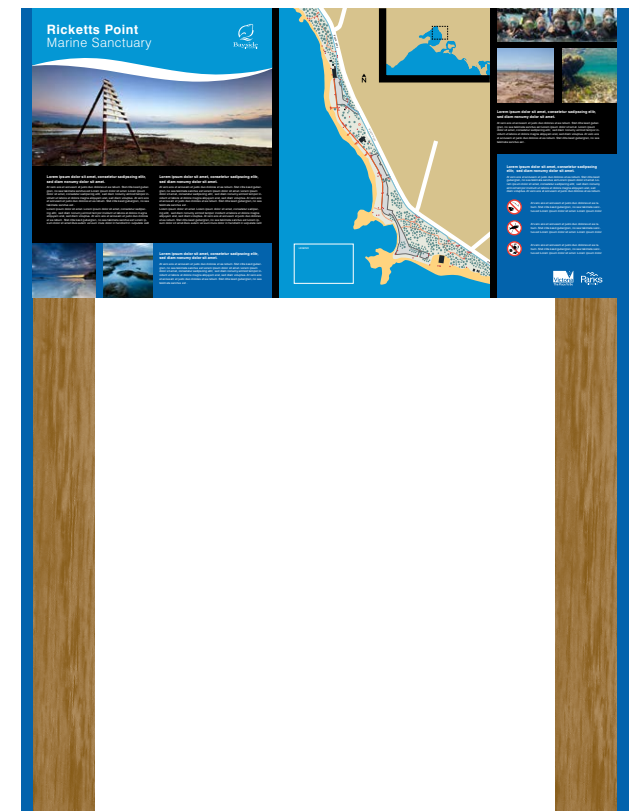
SIGN D
INTERPRETIVE

ENTRY POINT –
DOG RULES & REGULATIONS

Example of a sign with a reduced number of regulations.

ENTRY POINT –
DOG RULES & REGULATIONS

PRIMARY SIGN A
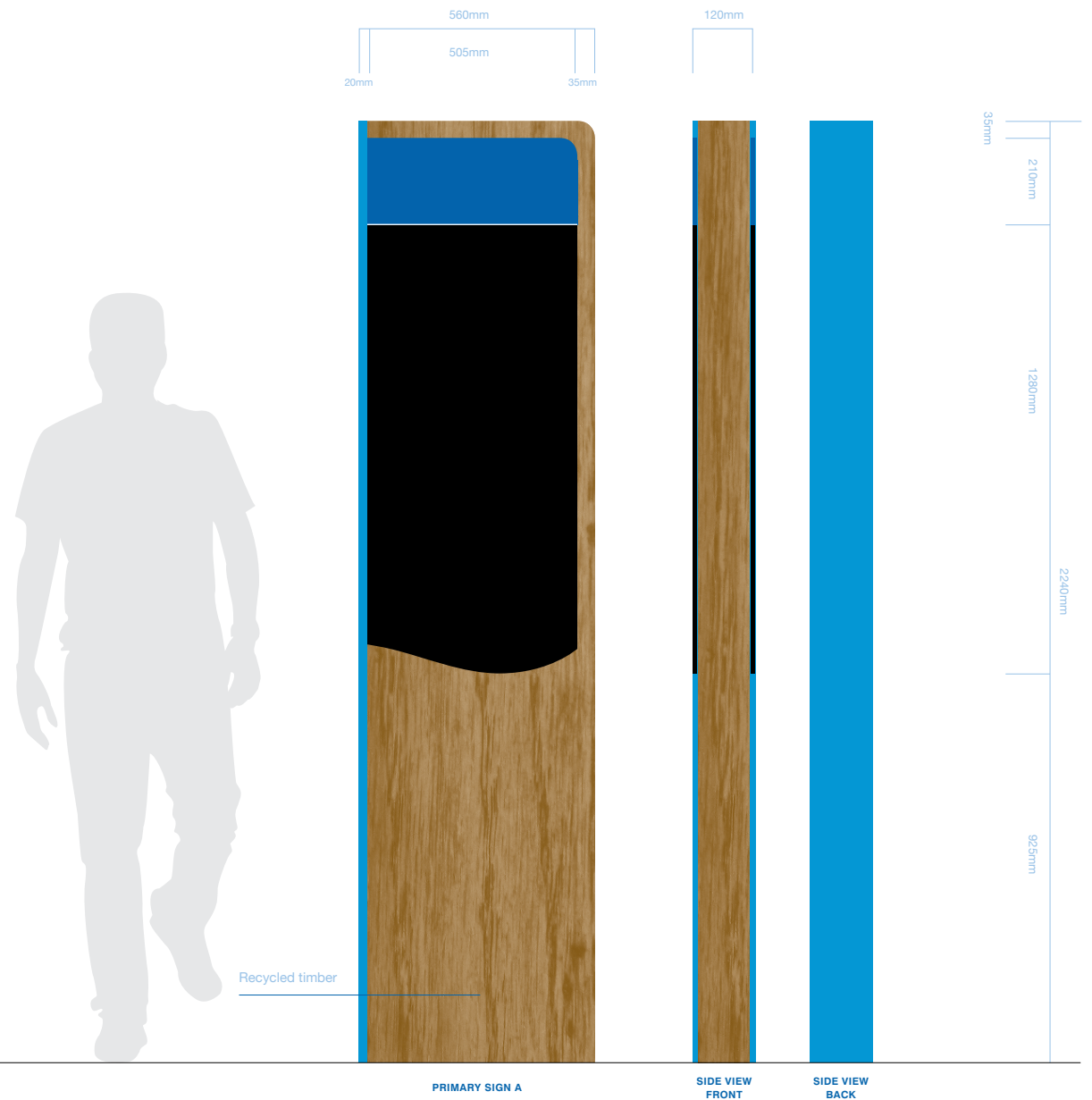## MAIN ENTRY WAYFINDING SIGN

Size:

2240mm (h) x 560mm (w) x 120mm (d)

Description:

The signs are be constructed using recycled timber and enamel grade steel or aluminium. The preference for the finish of the signs would be screeprinting. Screeprinting is a cleaner finish and a long lasting technique. Another cost effective approach would be to have the signs digitally printed. All signs will be applied with an anti-graffiti coating.

The use of the curve and rounded edges helps tie the sign in with other existing Bayside City Council signage in the area.

The introduction of a colour coded system for Dog Regulations is in place on these signs.

560mm

505mm

20mm   35mm

120mm

35mm

210mm

1280mm

2240mm

925mm

Recycled timber

PRIMARY SIGN A

SIDE VIEW FRONT

SIDE VIEW BACK

ENTRY POINT - DOG RULES & REGULATIONS
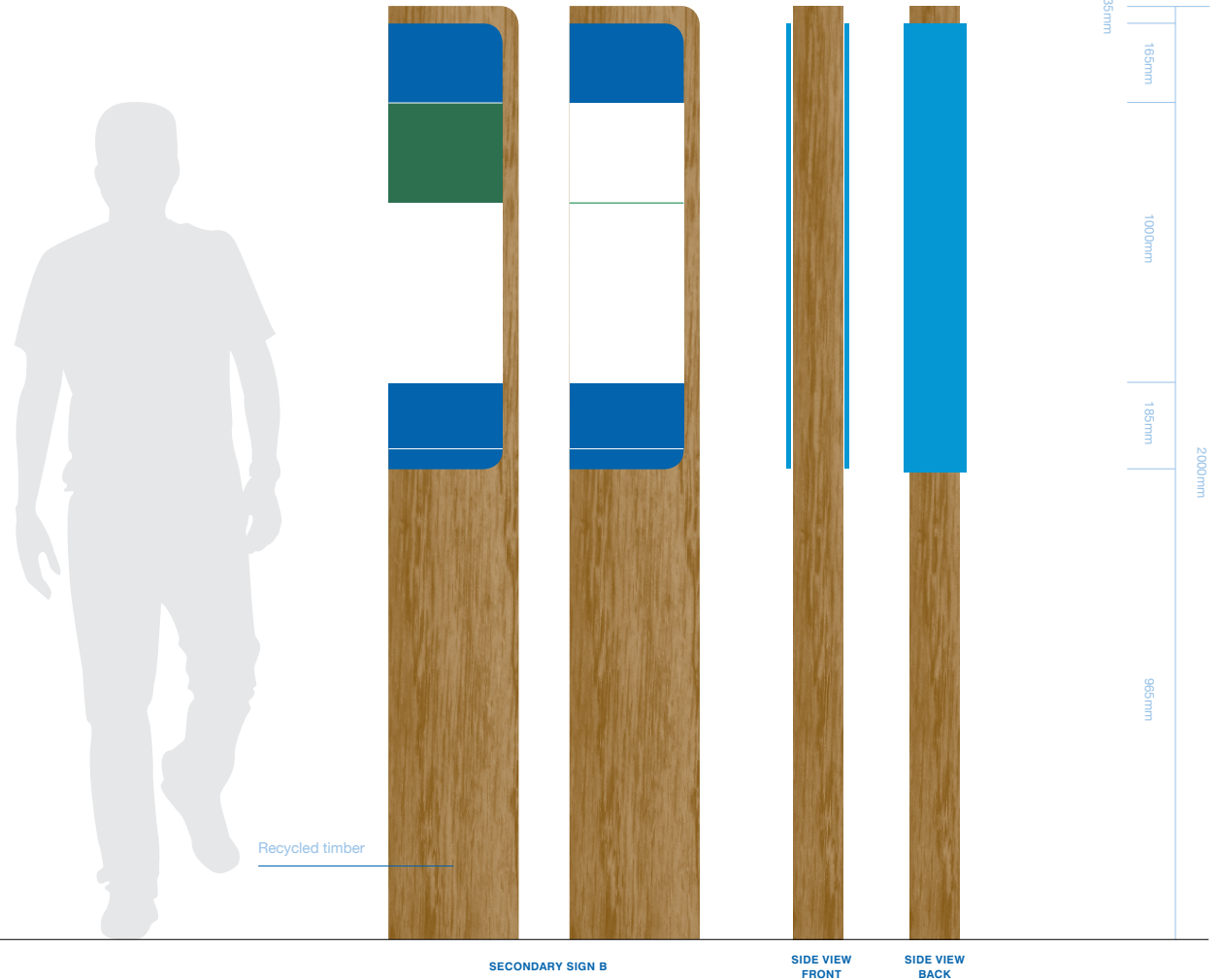
Size:
2000mm (h) x 5300mm (w) x 120mm (d)

Description:
The signs are be constructed using recycled timber and enamel grade steel or aluminium. The preference for the finish of the signs would be screeprinting. Screeprinting is a cleaner finish and a long lasting technique. Another cost effective approach would be to have the signs digitally printed. All signs will be applied with an anti-graffiti coating.

The use of the curve and rounded edges helps tie the sign in with other existing Bayside City Council signage in the area.

The beginnings of a colour coded system for Dog Regulations is in place on these signs.

285mm
250mm
35mm
120mm

35mm
165mm
1000mm
185mm
965mm
2000mm

Recycled timber

SECONDARY SIGN B

SIDE VIEW FRONT

SIDE VIEW BACK
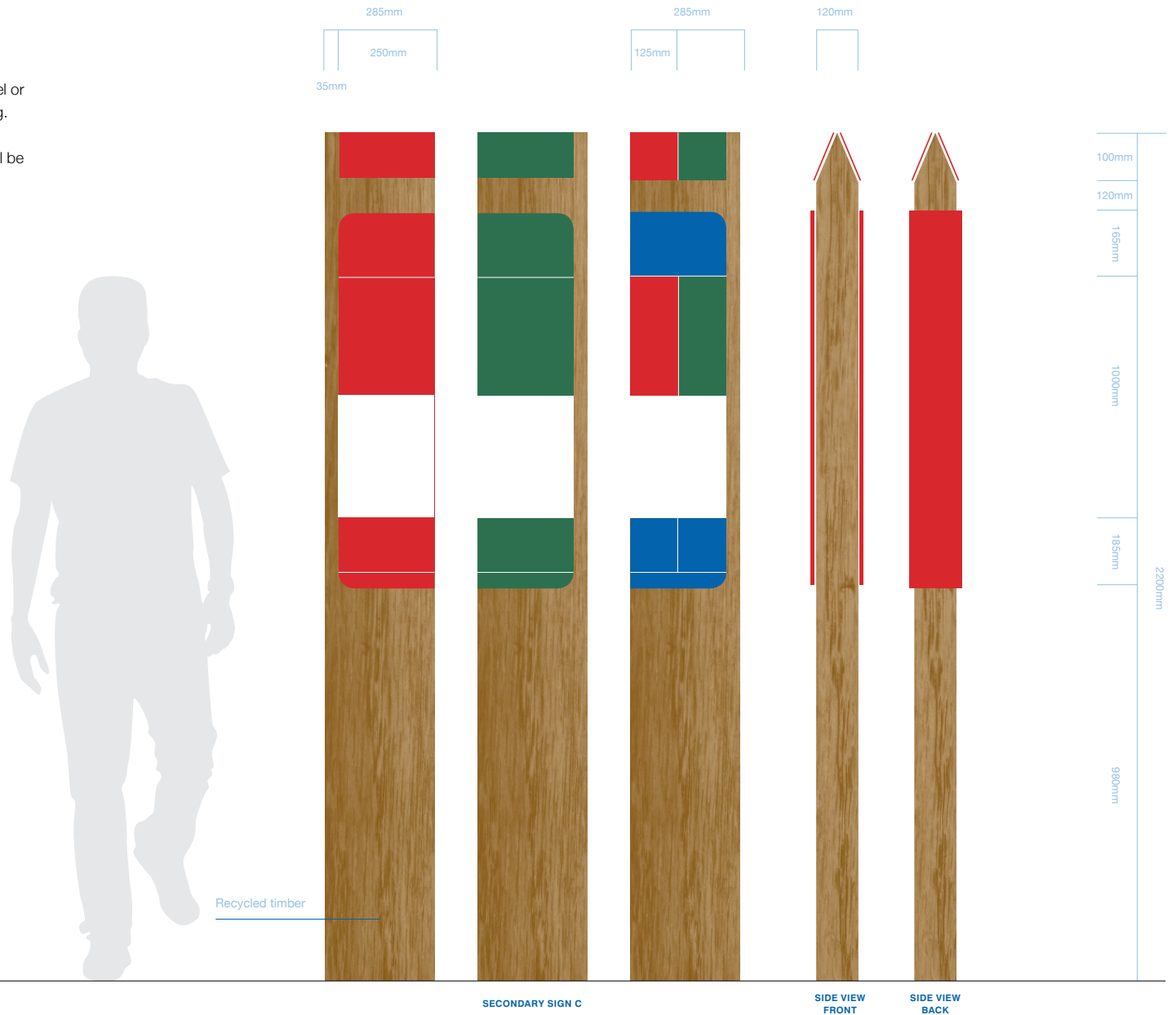
DOG RULES & REGULATIONS

Size:
2200mm (h) x 300mm (w) x 120mm (d)

Description:

The signs are be constructed using recycled timber and enamel grade steel or aluminium. The preference for the finish of the signs would be screeprinting. Screeprinting is a cleaner finish and a long lasting technique. Another cost effective approach would be to have the signs digitally printed. All signs will be applied with an anti-graffitti coating.

The use of the curve and rounded edges helps tie the sign in with other existing Bayside City Council signage in the area.

The primary use of a colour coded system for Dog Regulations is in place on these signs.

285mm
250mm
35mm

285mm
125mm

120mm

100mm
120mm
165mm
1000mm
185mm
980mm
2200mm

Recycled timber

SECONDARY SIGN C

SIDE VIEW FRONT

SIDE VIEW BACK

INTERPRETIVE SIGN

Size:
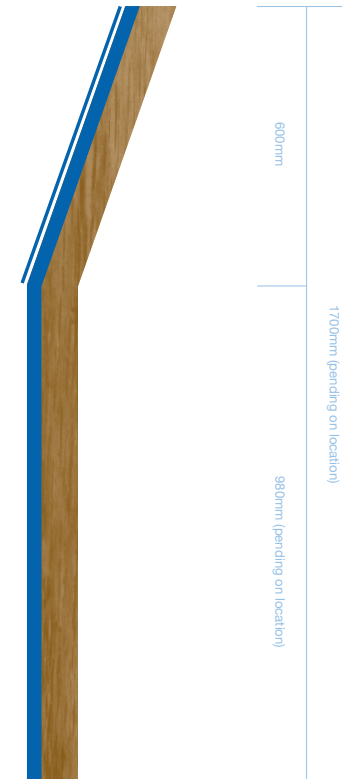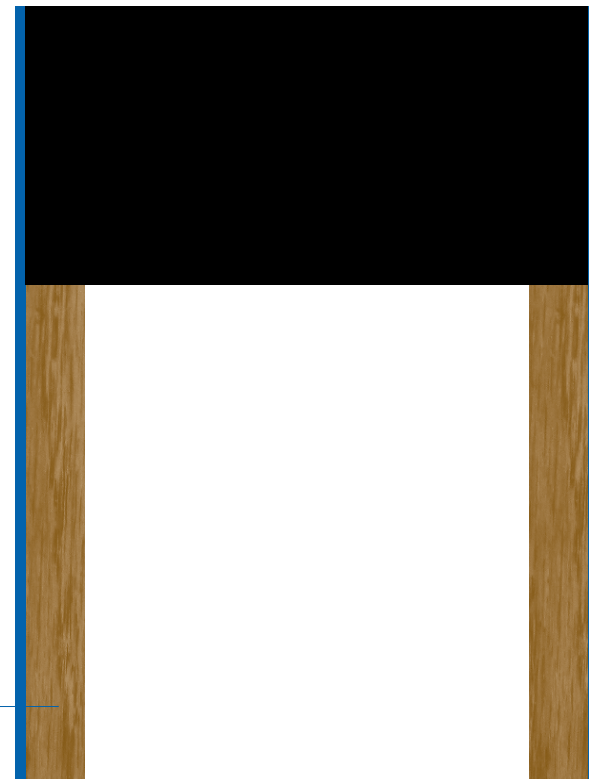Interpretive Panel: 600mm (h) x 1200mm (w) x 120mm (d)
Total Height: This measurement may vary pending on the sign location.

Description:
The signs are be constructed using recycled timber and enamel grade steel or aluminium. The preference for the finish of the signs would be screeprinting. Screeprinting is a cleaner finish and a long lasting technique. Another cost effective approach would be to have the signs digitally printed which have a lesser life span than screeprinted signs. All signs will be applied with an anti-graffiti coating.

1200mm

150mm

150mm

120mm

600mm

1700mm (pending on location)

980mm (pending on location)

Recycled timber

INTERPRETIVE SIGN D

SIDE VIEW

SUGGESTED SIGN ALLOCATIONS

PRIMARY SIGN A
MAIN ENTRY WAYFINDING SIGN

SECONDARY SIGN B
ENTRY POINT DOG REGULATION

SECONDARY SIGN C
DOG REGULATION

SIGN D
INTERPRETIVE SIGN

As stated above, the word, "CAFE", on the map should be replaced by the correct term, "TEA HOUSE", which is the term used on Sign A.

There should be no more static information placed on the Interpretive Sign D, nor on any other sign, but the need to add to or amend the signs during their lifetime should be catered for by placing a mobile phone tag on each sign to direct interested viewers to a relevant master page on the Bayside City Council website.

Such compact tags already appear on Council signs in Donald MacDonald Reserve, and in Cheltenham Park.

That master page can direct viewers to relevant pages, which can be regularly revised by the Council at little cost, and can include videos and sound, as well as translations of information in languages other than English.

The URL of the pages can easily be bookmarked by interested viewers for use elsewhere.

BEAUMARIS YACHT CLUB

RICKETTS POINT CAFE

PORT PHILLIP BAY

BEAUMARIS LIFE SAVING CLUB

RICKETTS POINT

HAYDENS ROAD

BEACH ROAD

BEACH ROAD

RESERVE ROAD

TRAMWAY PARADE

BEACH ROAD

DALGETTY ROAD