



signage | exterior signage

Signs are a visible manifestation of a brand as well as fulfilling a directional function.

Signage therefore must be simple, clear and consistent in order to fulfill these functions - this section provides a general guide for the production of signage.

Please note: The sun element should not be used in outdoor applications such as signs.

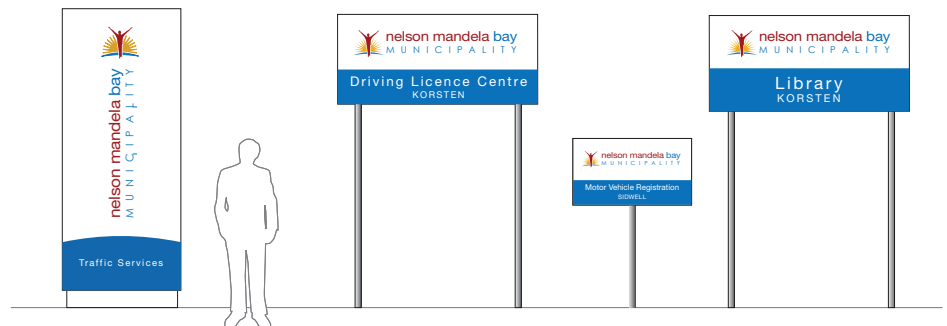
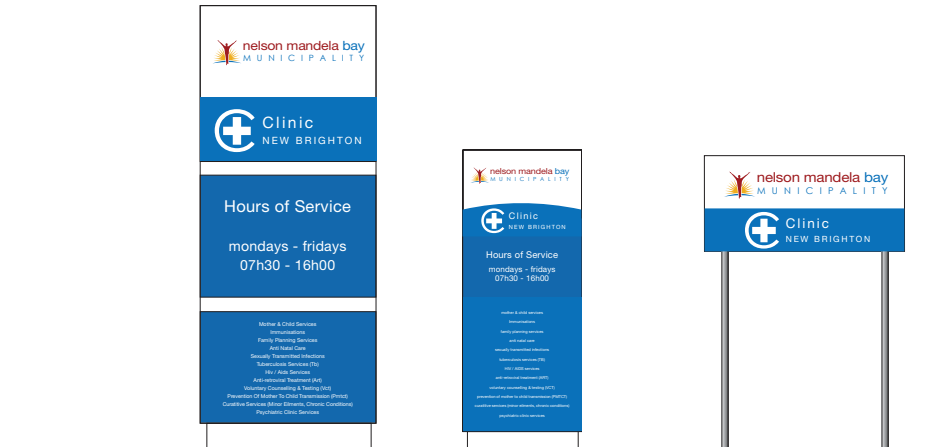
Pylon and pole identification signage

The logo must always appear on white surrounded by the correct amount of calming space.

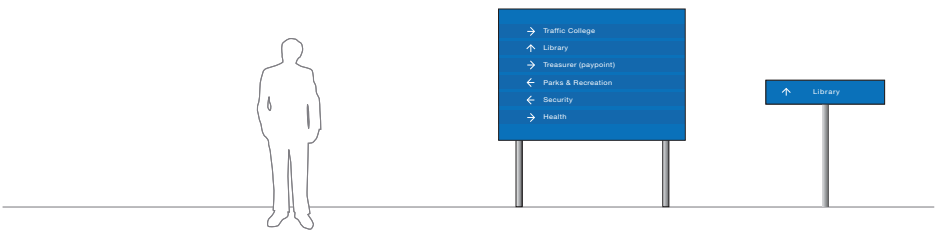
The descriptor text should always appear reversed out of the blue in white.

Please note:

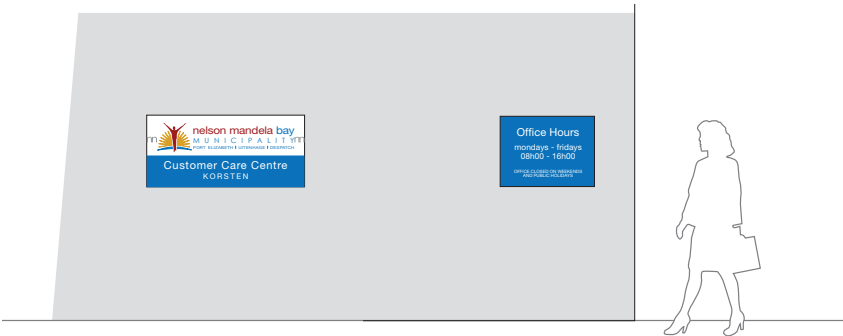
If there is an additional symbol (ie clinic, fire etc) the symbol must appear to the left of the signage information, directly below the logo section.



Pylon and pole
directional signage



Surface mounted
identification signage

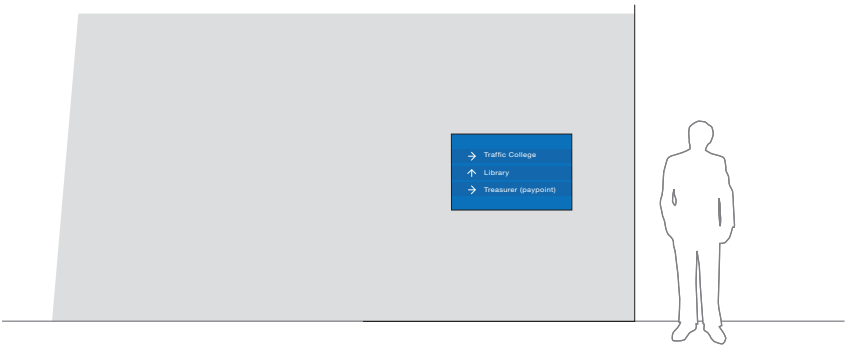


Surface mounted
identification signage

The logo can either be vinyl
or sand blasted onto the
glass.



Surface mounted
directional signage





signage | interior signage

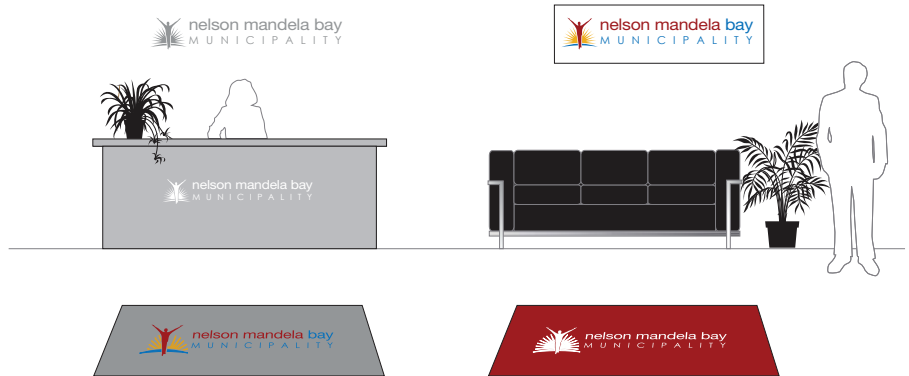
Interior signage is important for the branding both to employees who work there and to the public that will be entering the premises.

Therefore, the branding on internal signage must be strong and identifiable with the outdoor signage to create continuity.

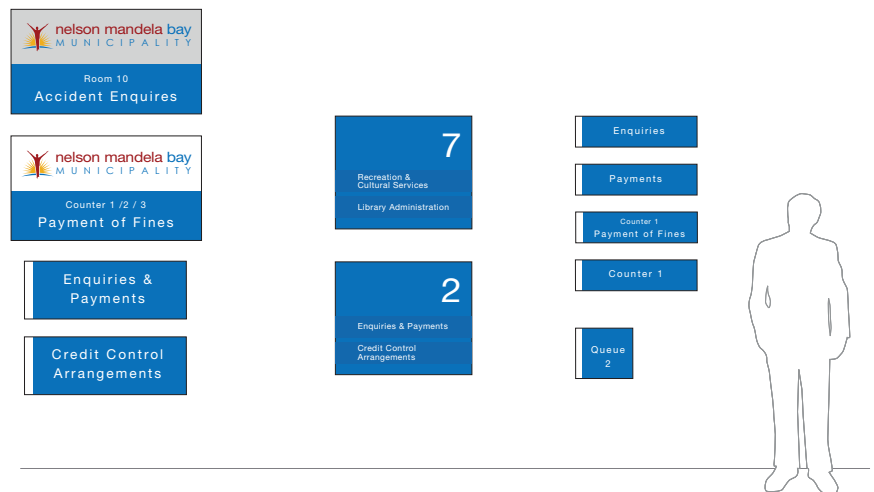
Surface mounted identification signage

The logo can either be vinyl or stainless steel cut out.

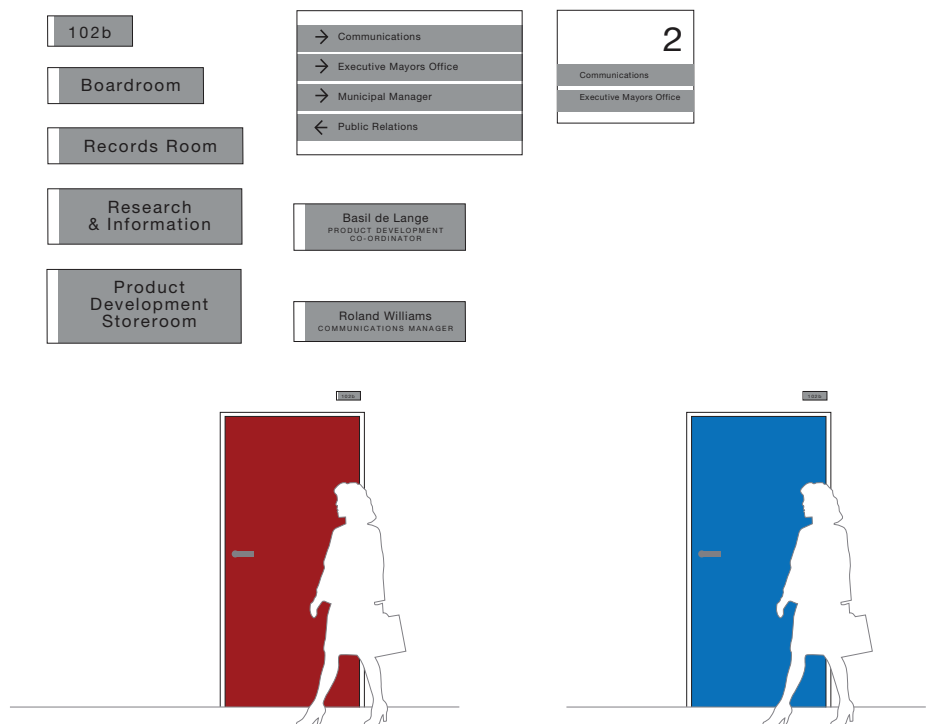
Welcome mat: full colour logo on grey or reversed out of red/blue.



Other identification signage - Municipal Buildings



Other identification signage - Municipal Offices



signage | interior signage
surface mounted / freestanding / hanging directional signage

