

## Munro Reserve Signage Boards Guideline

### Objective of Signage Boards

Create space for community groups and local businesses to advertise upcoming events in an effective and environmentally friendly manner.

### Background

The Munro Reserve Signage Boards (signage boards) are primarily available for promotion of regular, occasional or one-off community events occurring in or near to The Bend precinct. The Bend precinct is outlined in red in Figure 1 below.

The signage boards are also available for businesses in the Bend precinct to promote new businesses or inform on changes in location. The use of signage boards extends to businesses that operate from residences. The signage boards are not for use for ongoing promotion of goods and services.

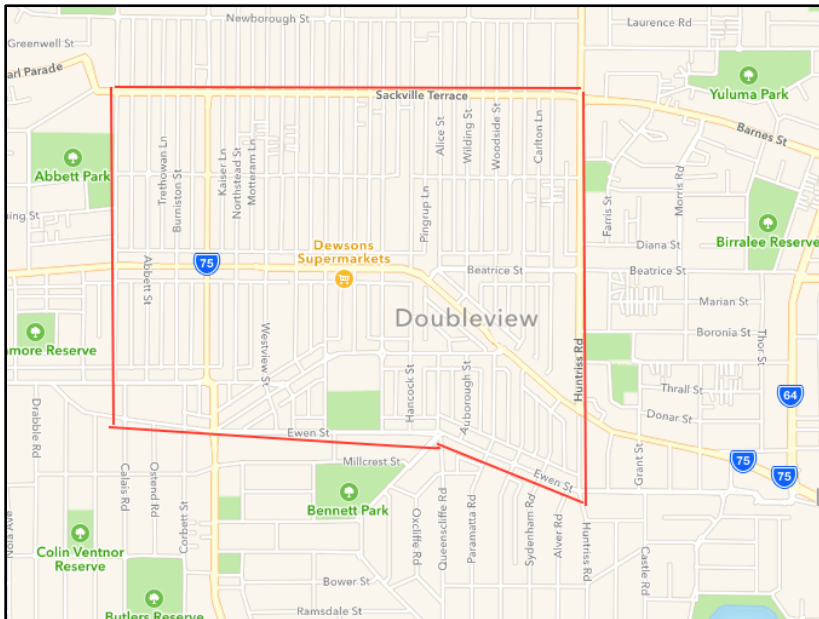


Figure 1 The Bend precinct

## Signage Board locations

One signage board is located at the corner of Scarborough Beach Road and Beatrice Street and the other is located at the corner of Scarborough Beach Road and Hancock Street. Both boards are located inside the fenced perimeter of Munro Reserve with artwork facing onto Scarborough Beach Road.

If you opt to use one sign only you will be given a preference of location in the booking form.

## Compliant sign content

- Signs promoting community events within or \*near to the Bend precinct.
- Signs promoting new businesses opening or changes in location within or \*near to the Bend precinct.
- Signs without offensive language.
- Signs without language or images that have the potential to offend on the basis of race, gender, culture, ethnicity, sexual orientation or age.
  - \* At discretion of The Bend in the Road Inc.

## Compliant sign format

- Signs need to be high-resolution pdf at size.
- The template for the sign design is shown in Attachment 1.

## City of Stirling design guidelines

- **Colours** – signs with dark text on a light background are MORE visible than signs with a light text on a dark background
- **Number of characters** – Six words of copy or 30 letters
- **Upper and Lower Case Text vs ALL CAPS TEXT** – signs with Upper and Lower Case Text are MORE visible than ALL CAPS TEXT
- **Negative Space (the open space surrounding the text)** – Ideally no more than 40% of the sign should be text and no less than 60% of the sign should be empty space
- **Font** – Helvetica and Clarendon are the best fonts for visibility. (Helveticish is the best match on Canva)
- **Font size**
  - **Drivers (for a car travelling at 60km/h on Scarborough Beach Road)**
    - 471 point font if you were to use dark text on a light background (assuming you are using Upper and Lower Case Text)  
or
    - 548 point font if you were to use light text on a dark background (assuming you are using Upper and Lower Case Text)
  - **Pedestrians**
    - Good vision will be able to read 69pt font size from 4m 80cm away
    - Impaired vision will be able to read 69pt font size from 64cm away

## Signage Board booking process

1. Ensure your application will be compliant with sign content and format requirements outlined in this guideline.

2. Ensure availability of the signage boards on your chosen dates by viewing the Signage Board Calendar Munro Reserve Signage Board webpage.
3. Complete the Signage Board Booking Form on the Munro Reserve Signage Board webpage.
4. Wait to be connected by The Bend in the Road Inc. You will be instructed where to email your pdf file.
5. Prepare file of your sign design and submit as instructed.

### **Signage Board manufacture and installation**

1. Receive and pay invoice for sign production.
2. Your sign will be installed on the date as requested.
3. The Bend in the Road team will remove your sign on completion of allocated advertising period and advise you of where to collect sign.

#### **The Bend in the Road Inc**

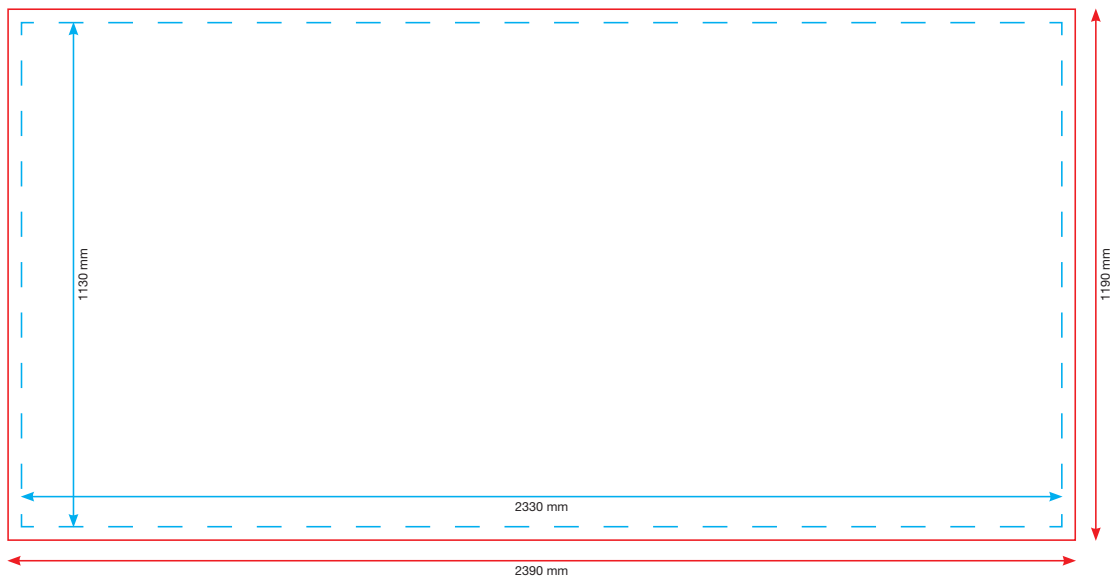
Ph 0425 696 643

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# Attachment 1 – Sign design template



- Trim size of panel
- Margin for safe artwork