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This style guide should be used in conjunction with the State Government of Victoria Communications Manual. Please refer to the chapter on State Government branding and the Slogan guidelines when preparing artwork for your Community Information Billboards.

Community Information Billboards

Introduction

The Community Information Billboard initiative is as a common signage program for all Victorian State Government departments and agencies. This initiative is one way to inform the community about taxpayer funded public works that are occurring throughout the state.

The purpose of this style guide is to standardise the production of Community Information Billboards and make the billboards visually and structurally consistent.

Government departments and agencies must erect Community Information Billboards for all new budget-sector capital works which cost \$10 000 or more. Ministers are responsible for deciding whether projects should be excluded from displaying a Community Information Billboard.

For more information contact:

Government Information and Communications, Department of Premier and Cabinet

Telephone (03) 9651 5654 or

Facsimile (03) 9651 6223

Construction

Community Information Billboards are to be erected at the front of a site three weeks before works commence and removed no later than three weeks after completing the project.

The Community Information Billboard should be the only free standing sign on the site, however, it can be wall mounted if there is insufficient room on the premises. Any contracts and construction company signage should be attached to the structure under construction.

More than one sign can be erected where the site has more than one entry point, for example with major roadwork projects.

Size

The size of signs is determined by the cost of the project.

Less than \$10 000 no sign required

\$10 000 - \$100 000 Sign Type 1 (900 x 1200) - Pg 5

\$100 000 - \$1 million Sign Type 2 (1200 x 1800) - Pg 7

\$1 million and over Sign Type 3 (1500 x 2400) - Pg 9 or

Sign Type 4 (3000 x 2400) - Pg 11

VicRoads Specific Sign Type 5 - Pg 13.

Sign graphics must adopt the format outlined below:

Top Section

'State Government of Victoria' wording - accompanied by State Government slogan. This section clearly announces that the billboard is from the State Government.

Bromide sheets of the State Government slogan can be obtained from any Government Department Communications Unit.

Middle Section

Contains the project information "main heading" - 'Linking Victoria, Supporting Communities, Connecting Victoria' and so forth. The main heading should be short and catchy to encapsulate the primary aim of the project and consistent with Government policies and objectives.

The middle section should also contain a brief description - expanding the main heading's message while providing greater detailed information, primarily what the project is (refurbishment, extension, construction) and how much it is costing.

Lower Section

This section of the sign contains the design and construction details of those who are responsible for the actual project. In instances where the project is jointly funded by a Municipal Council or other body, it may display its name or logo in this section. In the lower right hand corner of this section will be the relevant Government department/s logo together with the logos of funding bodies/sponsors.

Family of Signs



SIGN 1 - 900mm x 1200mm
Projects \$10,000 - \$100,000

SIGN 2 - 1200mm x 1800mm
Projects \$100,000 - \$1 million

SIGN 3 - 1500mm x 2400mm
Projects \$1 million +



SIGN 4 - 3000mm x 2400mm
Projects \$1 million + (where extra graphics reqd)

SIGN 5
VicRoads Specific

Sign Type 2

Project Cost \$100,000 - \$1 million (1200mm x 1800mm)

Layout details

Top section-

'State Government of Victoria' WORDING and State Government SLOGAN remains in the same position at all times.

Cap height for WORDING is 60mm and is set in Futura Condensed Bold.

The SLOGAN and WORDING are to be cut from WHITE cast vinyl and applied to sign face.

This section may be silkscreened if there is a volume of production.

Middle Section-

'Main Heading' wording is to start in the same position at all times. There is provision for up to three(3) lines of text.

Cap height for wording is 113mm.

'Brief description of works' wording to start 116mm from last line of 'Main Heading' text. There is provision for up to five(5) lines of text.

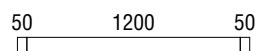
Cap Height for wording is 34mm.

Lower Section-

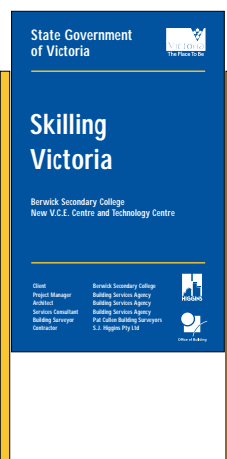
'Design and Construction Details' are to start 135mm from the dividing line. There is provision for up to six(6) lines of text.

Cap Height for wording is 24mm

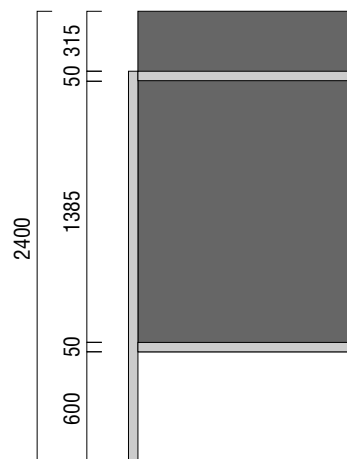
Works associated logos are not to exceed 210mm in width.



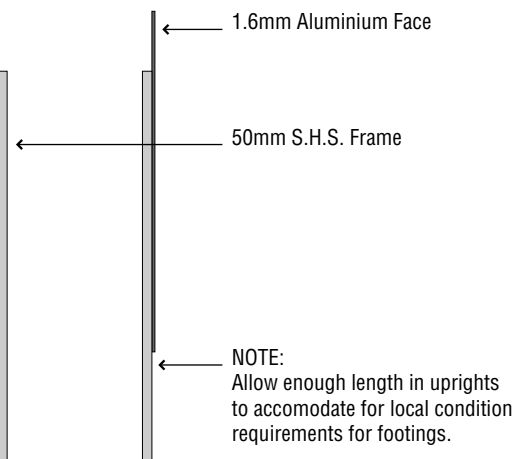
PLAN



ELEVATION - Typical Layout

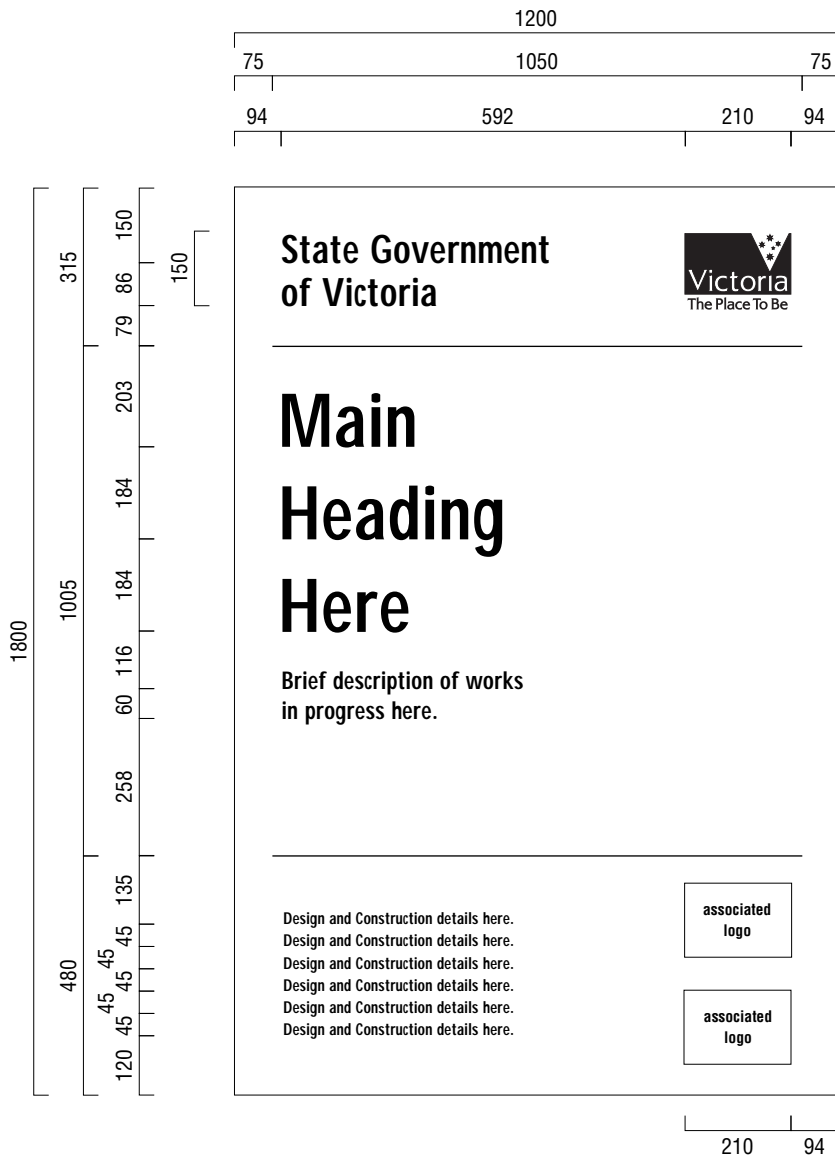


ELEVATION - Rear



ELEVATION - Side

Layout Details (1200mm x 1800mm)



ELEVATION - Graphics Layout

Sign Type 3

Project Cost \$1 million + (1500mm x 2400mm)

Layout Details

Top section-

‘State Government of Victoria’ WORDING and State Government SLOGAN remains in the same position at all times.

Cap height for WORDING is 80mm and is set in Futura Condensed Bold.

The SLOGAN and WORDING are to be cut from WHITE cast vinyl and applied to sign face.

This section may be silkscreened if there is a volume of production.

Usage

This sign is to be used for projects in the \$1 million or over category which do not require a section for graphics, artist’s impressions, architect’s drawings or photographs. If you would like to display graphics, artists impressions etc on the Community Information Billboard, refer to the layout details of Sign Type 4 (3000mm x 2400mm).

Middle Section-

‘Main Heading’ wording is to start in the same position at all times. There is provision for up to three(3) lines of text.

Cap height for wording is 150mm.

‘Brief description of works’ wording to start 155mm from last line of ‘Main Heading’ text. There is provision for up to five(5) lines of text.

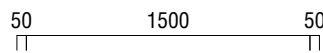
Cap Height for wording is 45mm.

Lower Section-

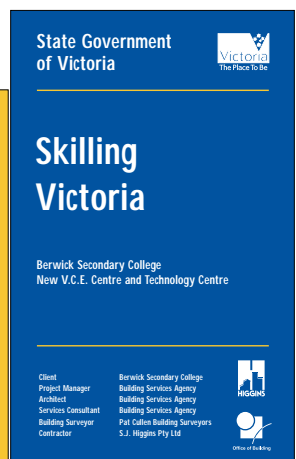
‘Design and Construction Details’ are to start 180mm from the dividing line. There is provision for up to six(6) lines of text.

Cap Height for wording is 32mm

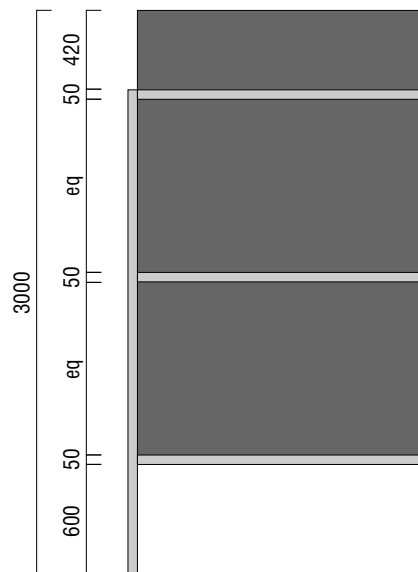
Works associated logos are not to exceed 270mm in width.



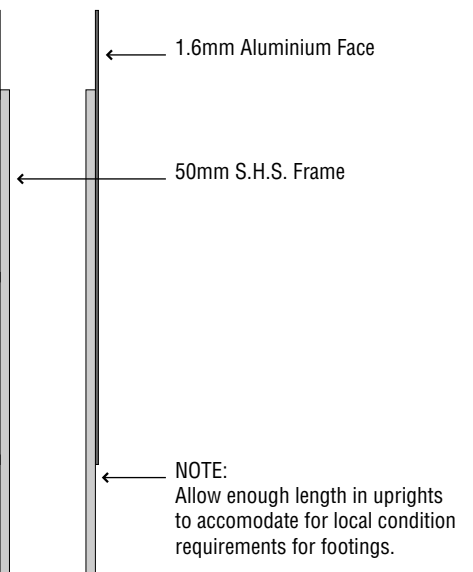
PLAN



ELEVATION - Typical Layout

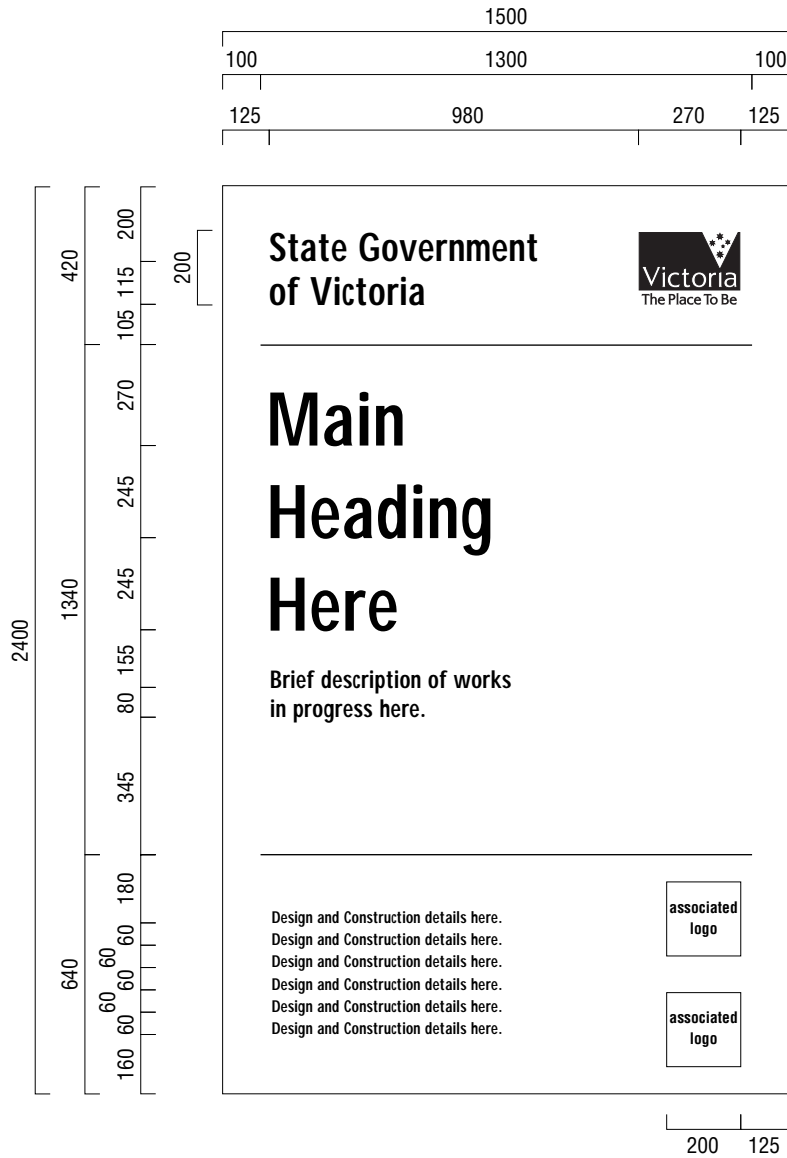


ELEVATION - Rear



ELEVATION - Side

Layout Details (1500mm x 2400mm)



ELEVATION - Graphics Layout

Sign Type 4

Project Cost \$1 million or when extra graphics reqd (3000mm x 2400mm)

Layout Details

Top section-

'State Government of Victoria' WORDING and State Government SLOGAN remains in the same position at all times.

Cap height for WORDING is 120mm and is set in Futura Condensed Bold.

The SLOGAN and WORDING are to be cut from WHITE cast vinyl and applied to sign face.

This section may be silkscreened if there is a volume of production.

Usage

This sign applies to the \$1 million and over category and includes an extra panel for graphics, artists' impressions, architect's drawings or photographs. This is particularly useful for larger or long term construction projects to give community an idea of the design or finished product.

All projects that do not require graphics, artists' impressions etc, should use Sign Type 3 (1500mm x 2400).

Middle Section-

'Main Heading' wording is to start in the same position at all times. There is provision for up to two(2) lines of text.

Cap height for wording is 150mm.

'Brief description of works' wording to start 155mm from last line of 'Main Heading' text. There is provision for up to five(5) lines of text.

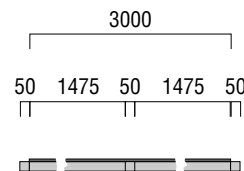
Cap Height for wording is 45mm.

Lower Section-

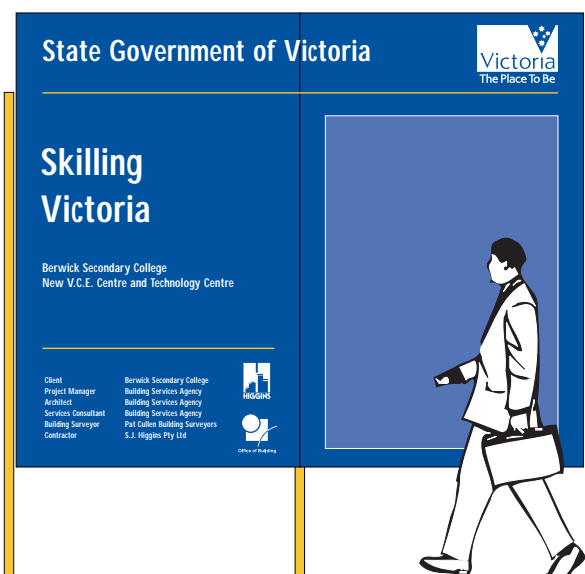
'Design and Construction Details' are to start 180mm from the dividing line. There is provision for up to six(6) lines of text.

Cap Height for wording is 32mm

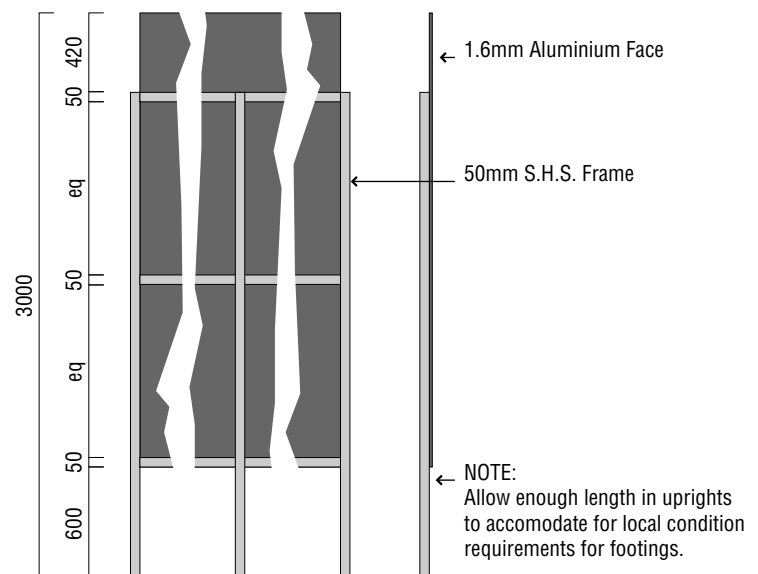
Works associated logos are not to exceed 200mm in width.



PLAN*



ELEVATION - Typical Layout

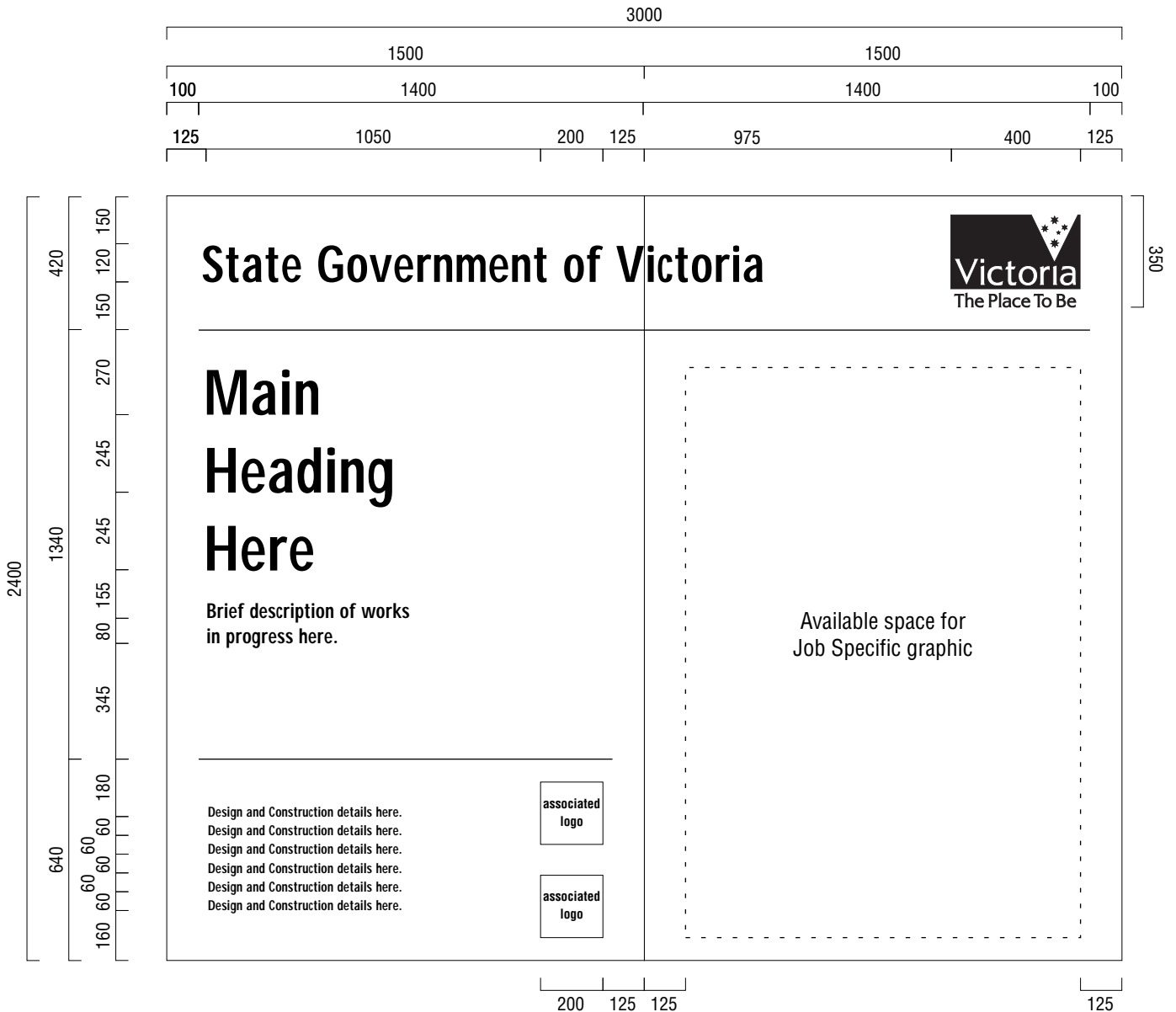


ELEVATION* - Rear

ELEVATION - Side

* shown broken. Please refer to dimensions.

Layout Details (3000mm x 2400mm)



ELEVATION - Graphics Layout

Sign Type 5 VicRoads Specific

Layout Details

Top section-

'State Government of Victoria' WORDING and State Government SLOGAN remains in the same position at all times.

WORDING is set in Futura Condensed Bold.

Usage

This sign is to be used for road and bridge projects that relate directly to VicRoads initiated works.

For legibility at a roadside location the lettering should be spaced to reflect the example shown in the layout details.

For further information, VicRoads and it's contractors must refer to VicRoads Traffic Management Note 6B or contact Traffic and Road Use Department, VicRoads, 03 9854 2501, Level 2, 60 Denmark St. KEW, 3101

Middle Section-

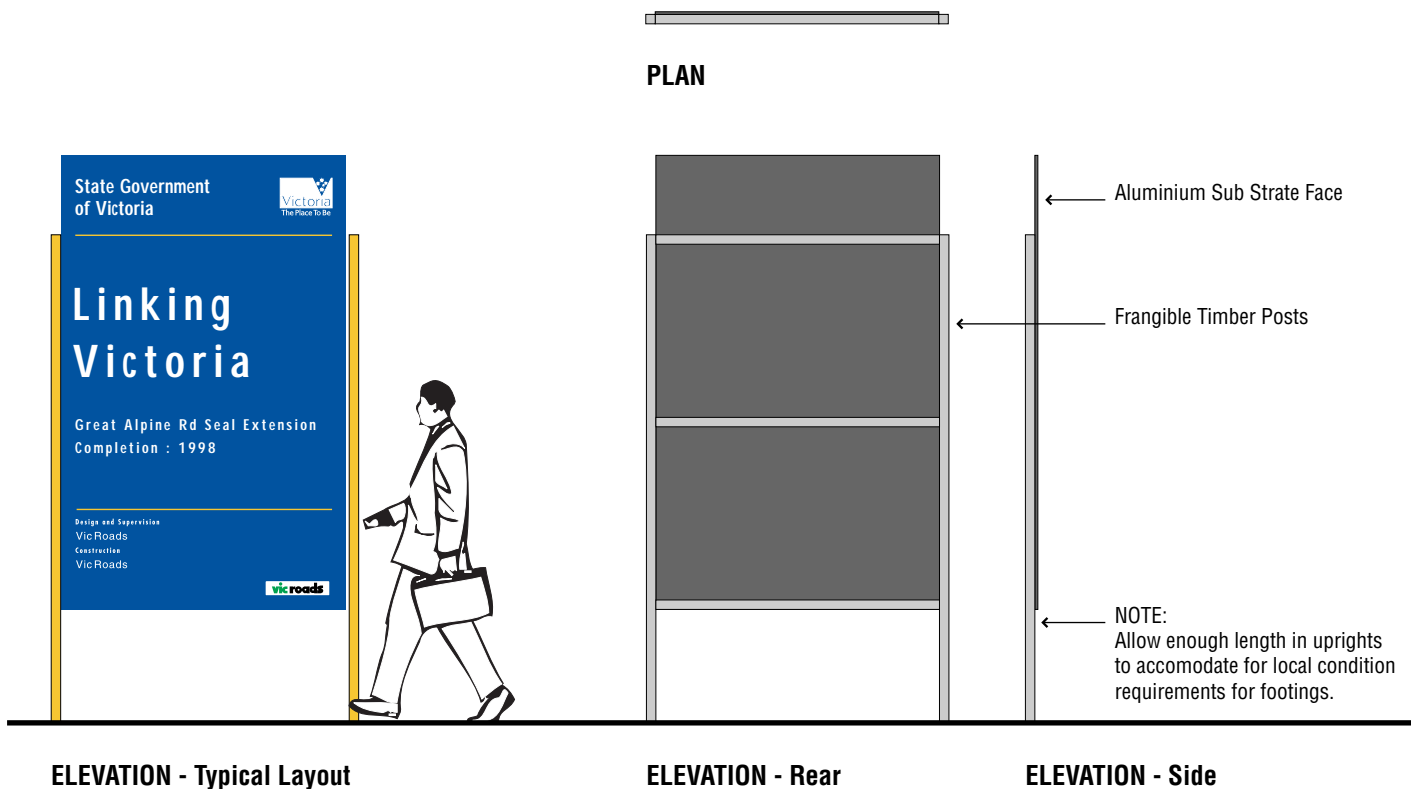
'Main Heading' wording is to start in the same position at all times. There is provision for up to three(3) lines of text.

'Brief description of works' should be included in this panel.

Lower Section-


'Design and Construction Details' should be included in this panel where required.

Works associated logos appear along sign base as shown.



Layout Details


State Government
of Victoria



Main Heading Here

Brief description of works
in progress here.

Design and Supervision
VicRoads
Construction
VicRoads



ELEVATION - Graphics Layout (indicative only)

NOTE:

For further information, VicRoads and its contractors must refer to VicRoads Traffic Management Note 6B or contact Traffic and Road Use Department, VicRoads, 03 9854 2501, Level 2, 60 Denmark St. KEW, 3101