Tourism Northern Territory

Signage Guidelines

NORTHERN TERRITORY

Contents

1.0   Introduction

Tourism NT have created these guidelines to assist those responsible in developing new signage within the Territory.

Templated artwork is available, which can be used as a base for your appointed designer to implement and finalise the design.

To help achieve a consistent look and feel across the three signage types, details are provided on design, featuring specific assets from the master Tourism NT brand.

The three signage types are shown right, with each type offering three tiers of size and format for consideration.

Replacement

There is no expectation to replace signage if your existing signs are reasonably new and are still presentable with up-to-date place names and information.

Approval process

Once the design of your sign is complete, it must be provided to Tourism NT for a final review and approval. A PDF of the design can be forwarded to:

Name and email
contact details here

	Tier 1	Tier 2	Tier 3
Border Entry Signage	Welcome to the NORTHERN TERRITORY	Welcome to the NORTHERN TERRITORY	Welcome to the NORTHERN TERRITORY
Regional Entry Signage	Welcome to Gunlom — Supporting copy specific to region	Welcome to Nitmiluk Gorge — Supporting copy specific to region	Welcome to Kings Canyon — Supporting copy specific to region
Destination Information Signage	Welcome to Mataranka	Welcome to/from Mataranka	Mataranka's colourful past

Within these guidelines you will find basic principles and specifications on the individual Tourism NT signage assets shown right.

Not all assets are recommended for all sign types, so ensure you refer to the appropriate section to determine which assets you will need for the sign you are producing.

Note: The Tourism NT logo is generally not used on signage unless Tourism NT wish to include it, which would be a decision made during the approval process. An exception to this is the Border Entry signage where the logo is the hero element.

Logo
Apply to the Border Entry signage, or if requested during Tourism NT approval process

NORTHERN TERRITORY

NORTHERN TERRITORY

Colour

Typography

abcDEF   abcDEF   abcDEF   abcDEF

Sense graphic

••••••••
Welcome to
Mataranka

Brand bar
Apply to Regional Entry signage only

Rugged box
Apply to Destination Information signage only
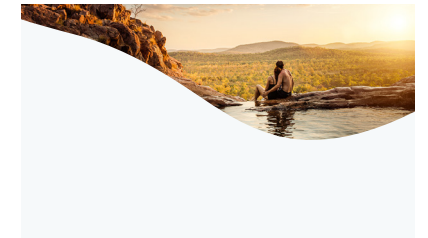
Map style
Apply to Destination Information signage only
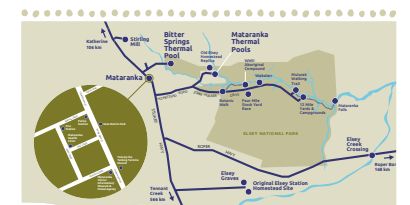
Restricted usage

Aside from the Border Entry signs, the Tourism NT logo is generally not featured on signage, unless within the review process Tourism NT wish to include it.

This will only be a consideration if the council or organisation requiring the sign has an ongoing maintenance plan for signage.

Clear space

If you need to apply either version of the Tourism NT logo, always ensure the clear space is adhered to.
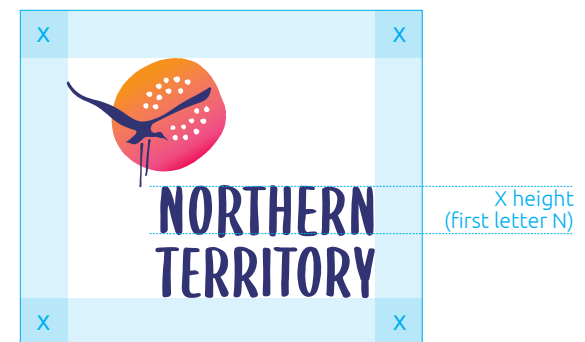
Primary logo

Clear space

X height
(first letter N)

Stacked logo

Clear space

X height
(first letter N)

Colours used in signage have been selected to remain consistent with the Tourism NT brand. No new colours should be applied to your signage.

Primary colours

The primary palette for Tourism NT branded signage includes white, blue, and charcoal.

Secondary regional colours

There are two signage types that require the use of a regional colour - the Regional Entry signs and the Destination Information signs.

If developing a sign from one of these types, you will need to select the specific colour for your region.

This additional regional colour is used as an accent and to highlight certain information. Only choose one regional colour, and do not overuse.

Tints may also be used when applying colour to maps. For more information on map style, go to page 1.8.

Specifications

Each of these colours have a corresponding reference for printed outputs. Always match your CMYK output to the Pantone reference detailed right.

Primary colours

White

C0 M0 Y0 K0

Blue

C100 M100 Y33 K0
PMS 2119 C

Charcoal
(for body copy)

C44 M34 Y22 K77
PMS Cool Grey 11 C

Secondary regional colours

Tennant Creek

Yellow

C0 M45 Y100 K5
PMS 2012 C

Alice Springs

Dark Orange

C0 M74 Y100 K0
PMS 7579 C

Uluru

Red

C0 M97 Y80 K25
PMS 7621 C

Darwin

Light Blue

C93 M2 Y15 K7
PMS 632 C

Kakadu

Light Green

C46 M0 Y100 K14
PMS 2301 C

Arnhem Land

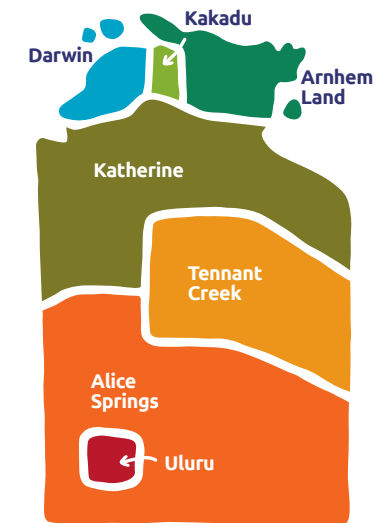**Green**

C74 M0 Y70 K36
PMS 2265 C

Katherine

Khaki

C22 M15 Y86 K47
PMS 5825 C

Note: This map is to demonstrate regions only. It does not appear in Tourism NT signage.

Ubuntu is Tourism NT's corporate typeface.

Different weights within the Ubuntu font family are used in signage to illustrate a hierarchy of information. Bold and medium weights are used for primary and secondary headings, and the regular and light weights are used for body copy.

Italic versions of Ubuntu are also available for use in special circumstances, such as the need to highlight the title of a book/film etc., or certain passages in body copy.

Always use the correct font for all Tourism NT signage applications.

For primary and secondary headings

Ubuntu Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Ubuntu Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For body copy

Ubuntu Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Ubuntu Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The sense graphic is a distinctive device frequently used within Tourism NT branded materials. It comprises a set of graphic devices, each representative of the five senses.

For the purpose of signage application however, we use only one of these sense graphics – the 'see' graphic, as shown right.

The sense graphic can appear in two ways – locked up with heading type, or featured as a border device above the rugged box.

Relationship with type

We have some basic relationship rules between the bold Ubuntu heading type and the sense graphic. This relationship between these two assets is already set in the available templates, however should you need to change the type size, you will need to ensure the sense graphic is scaled proportionately with the type, as this is a fixed relationship.

Relationship with rugged box

The sense graphic also appears as a border device alongside the top edge of the rugged box within Destination Information signage.

The graphic can be extended (or reduced) to fit the box as demonstrated, but it should not be scaled. More information on the rugged box can be found on page 1.7.

Sense graphic
Used in signage applications

Sense graphic featured with rugged box
Applicable to Destination Information signage only

Relationship with type
Size of the heading type determines the maximum size of the graphic

Welcome to
Region

X
1.5X

Welcome to
Destination

X
1.5X

Colour can be changed within template

Extending the sense graphic

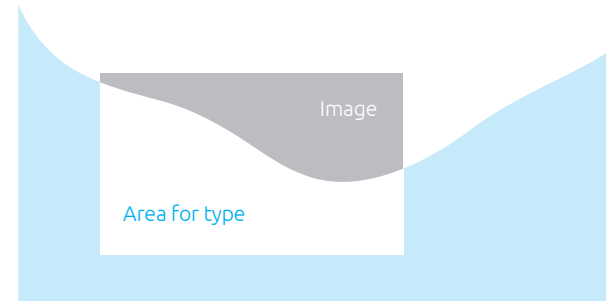+ Step and repeat the graphic to desired length

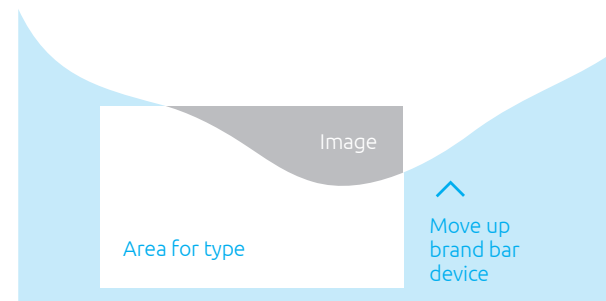The brand bar is a graphic asset frequently used in Tourism NT materials.

Within Regional Entry signage, we use it to create a space to feature an image.

Should your Regional Entry sign require a larger area to hold type content, the brand bar can be moved up within the template, as demonstrated right.

Area reserved for type may not be sufficient

Image

Area for type

Welcome to

Uluṟu-Kata Tjuṯa National Park

Supporting copy specific to region

Brand bar can be moved up to allow more room for type content

Image

Area for type

Move up brand bar device

Welcome to

Uluṟu-Kata Tjuṯa National Park

Supporting copy specific to region

The rugged box only ever appears in Destination Information signage. It acts as a holding device for various types of content, including feature copy, maps and images.

The box always appears with the sense graphic bordering the top edge. These two assets are already set within the available signage templates.

Adjusting the height

Within the available template, both single and two column rugged boxes are provided. Choosing which will depend on your content. The height can be adjusted to suit, as demonstrated right.
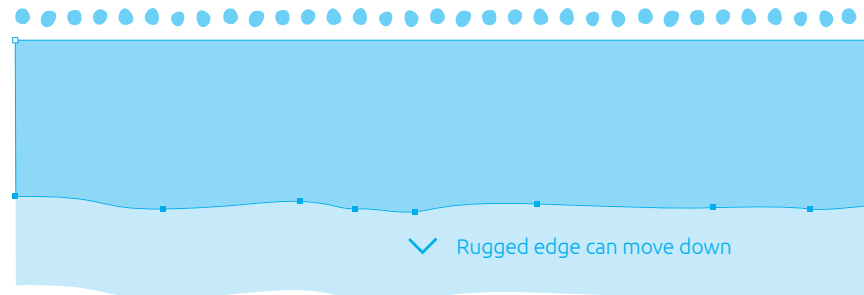
Colour

The colour should represent the region the sign is located. Refer to the secondary regional colours section on page 1.3.

A holding device for feature copy, maps and images

FEATURED CONTENT

> Pull-out copy quistrum eatem simi utemped et iumquaerit qui coratus officid mag llibust mosaperae.

> Itamusant faccab ipsunt il et ea dignati bea dolorro consequidis quiam fuga.

> Am reiunt quis sequam raesedi te susamusdae sequasp edicae omnis dolupta tusanda to voluptam volupid qui.

> Itamusant faccab ipsunt il et ea dignati bea sit et dolo consequidis quiam fuga.

Stirling Mill

Bitter Springs Thermal Pool

Mataranka Thermal Pools

Old Elsey Homestead Replica

WWII Aboriginal Compound

Mataranka

Wabalarr

Mulurak Walking Trail

HOMESTEAD ROAD

JOHN HAUSER DRIVE

Botanic Walk

Four Mile Stock Yard Race

STUART HWY

ELSEY NATIONAL PARK

ROPER HWY

Elsey Graves

Tennant Creek 566 km

Original Elsey Station Homestead

Adjusting the height

∨ Rugged edge can move down

Where possible, maps that appear in Destination Information signage can be styled using the Tourism NT colour and type assets.

An example of how to style maps with colour and type is demonstrated right.

Type

The Ubuntu font family is used for all Tourism NT materials. If creating a new map or you're able to amend an existing one, then style all your type content using the various Ubuntu weights.

Colour

The colours used within maps should ideally feature the appropriate regional colour. Applying tints of colour is useful when needing to show different areas.

Refer to the secondary regional colours section on page 1.3 to ensure you are applying the right colour specifications.

Style maps using the Tourism NT colour and type assets
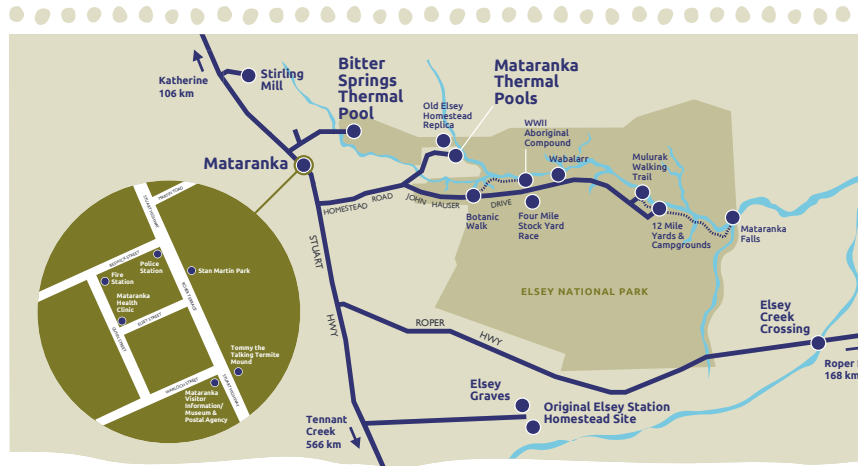
Apply the appropriate secondary colour for your region
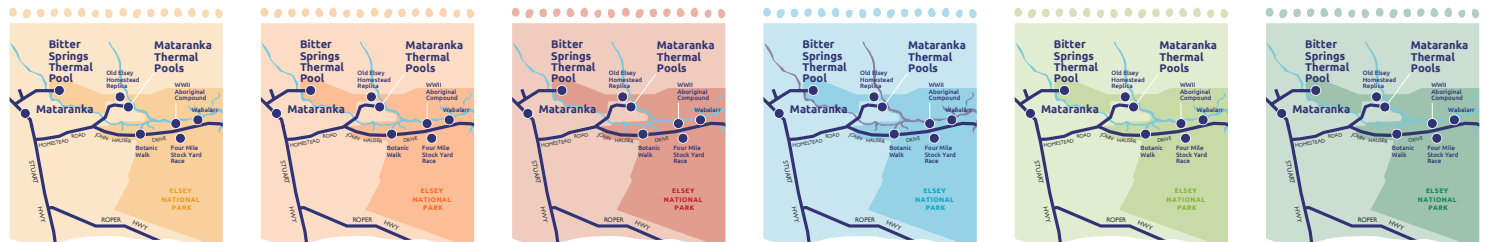
Sheet sizing

Many of the signs detailed in these guidelines are larger than the standard aluminium sheets available for production. In this instance, your signage producer will need to use multiple sheets to deliver the appropriate size and format.

To maximise the materials used, we have considered standard sheet sizes and designed the signs accordingly.

The schematic illustrated right provides guidance on how to best utilise these standard sheets.

Materials

The materials detailed below are provided as a guide only. Please liaise closely with your signage producer to ensure the right materials are appropriate for the sign location.
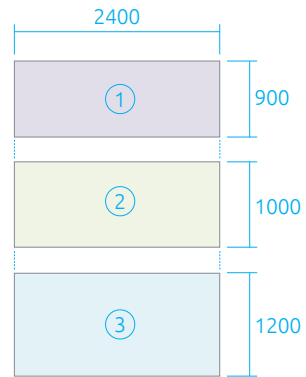
Stock:
3MIJ180mC 7yr cast vinyl

Material:
3mm Skybond Aluminium Composite Panel, wrapped

Protection:
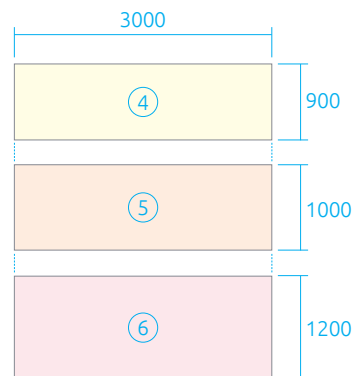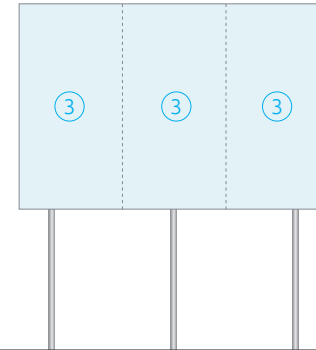2pac clear-coat, satin finish

Standard sheet sizes

Size A (2400)

2400

① 900
② 1000
③ 1200

Size B (3000)

3000

④ 900
⑤ 1000
⑥ 1200

Assembled sheets

Border Entry

Tier 1 3600 x 2400

③ ③ ③

Tier 2 3000 x 1800

②
②

Tier 3 3000 x 1200

⑥

Regional Entry

Tier 1 3000 x 1800

④
④

Tier 2 2400 x 1800

①
①

Tier 3 2000 x 1500

Half ⑤   Half ⑤
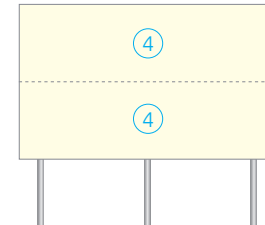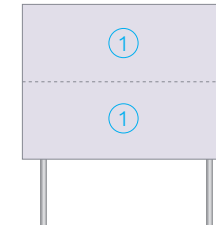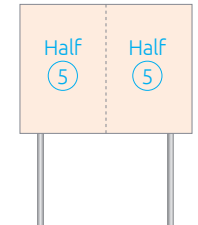
Destination Information

Tier 1 2400 x 1200

③

Tier 2 1500 x 1000

Half ⑤

Tier 3 1200 x 1000

Half ②
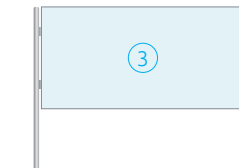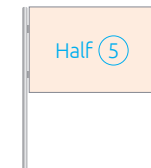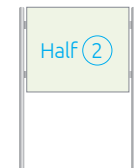
Border Entry signs are located at entry points into the Northern Territory, and are positioned along the roadside where they are clearly visible to approaching vehicles.

Artwork is available for three different sizes. There should be no need to make amendments or additions to the Border Entry signs.

Tier 1 3600 x 2400

Tier 2 3000 x 1800

Tier 3 3000 x 1200
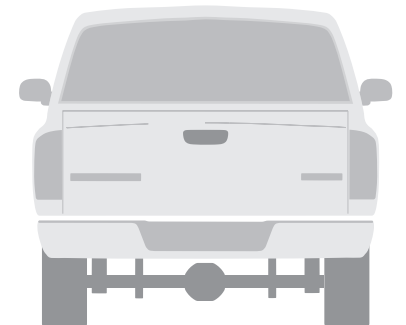
Border Entry signs utilise several
Tourism NT assets, as demonstrated in
this tier 1 signage.

Sense graphic & type lock-up
These two assets have a fixed relationship.
For more information, see page 1.5.

Welcome
to the

NORTHERN
TERRITORY

Brand bar

Stacked Tourism NT logo

Regional Entry signs are positioned in a visible roadside location that indicates the entry point of a specific region or town.

Template artwork is available for all three sign tiers.

Tier 1 3000 x 1800

Welcome to
• • • • • • • •
Gunlom
Supporting copy specific to region

Tier 2 2400 x 1800

Welcome to
• • • • • • • •
Nitmiluk Gorge
Supporting copy specific to region

Tier 3 2000 x 1500

Welcome to
• • • • • • • •
Kings Canyon
Supporting copy specific to region
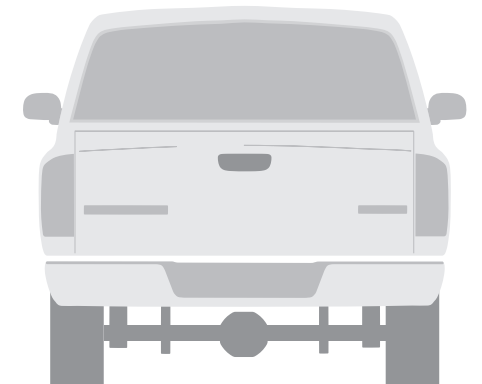
Regional Entry signs utilise several Tourism NT assets, as demonstrated in this tier 1 signage.

Templates are available for use for all three tiers, including variations on how type appears.

Brand bar
Should the space reserved for type not be sufficient, the brand bar may be moved up to allow more room. For more information, see page 1.6.

Welcome type
Change colour to reflect your regional colour. For more information, see page 1.3.

Sense graphic & type lock-up
These assets have a fixed relationship. For more information, see page 1.5.

Supporting copy
Optional line of copy to support the region name. If there is no supporting copy, align region name and other elements to baseline.

Image area
Regional Entry signs feature an image to help showcase the uniqueness of the place.

Quality images are available from the existing Tourism NT image library on https://imagegallery.tourismnt.com.au Simply register as a user to access high resolution image files.

Welcome to

Gunlom

Supporting copy specific to region

We have developed several templates with flexibility in mind, as not all region names will fit within the space available.

The brand bar may also be moved upward to accommodate larger areas of text content. For more information on working with the brand bar, go to page 1.6.

Welcome to
Gunlom
Supporting copy specific to region

Region name & supporting copy
In instances where there is no supporting copy, align region name and other elements to baseline.

Welcome to
Tjoritja
West MacDonnell Ranges

Bilingual signage
A secondary level of sizing is available for signs featuring bilingual region names.

Welcome to
Nitmiluk Gorge
Supporting copy specific to region

Optional - logo inclusion
Demonstrating an option that features an area in the footer to house logos.

Note: The inclusion of the Tourism NT logo would only be a consideration if the council or organisation requiring the sign has an ongoing maintenance plan for signage. This would be decided during the Tourism NT review process.

Welcome to
Mary River National Park

Extra long region names
If your region name cannot fit within one line across the width of your sign, then it can appear in two lines. Alternatively, reduce the size (see example right).

Welcome to
Mary River National Park
Supporting copy specific to region

If adjusting the size of your region name, always scale proportionately with the sense graphic. These two elements have a fixed relationship.

Destination Information signs are designed to provide engaging and educational information relating to points of interest within a town or place.

The location of this signage plays a major role in their level of use, so they should be located in an area that naturally encourages visitors to stop.

Template artwork is available for all three sign tiers.

Tier 1 2400 x 1200

Tier 2 1500 x 1000
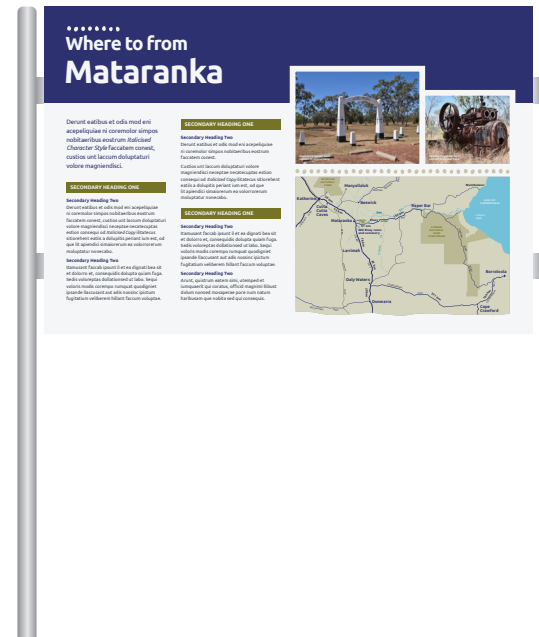
Tier 3 1200 x 1000
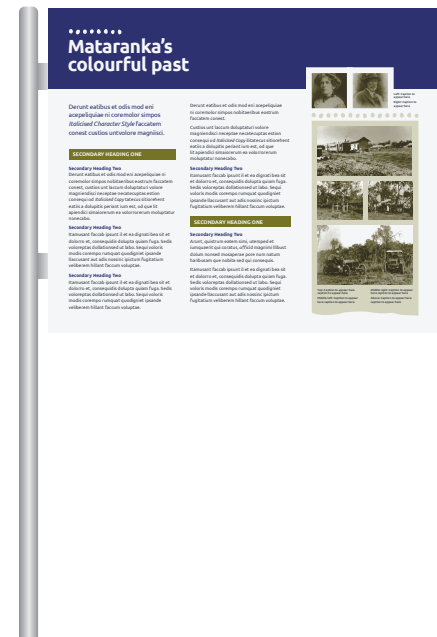
To provide guidance around how we place the various types of content in Destination Information signage, we have developed a flexible content grid which can be adjusted to suit your content.

There are three key content areas to consider.

Content grid for three key areas

Header content

Welcome text

Destination name

Visual content

Images

Maps

Copy content

Primary heading

Introductory paragraph

Secondary headings

Body text

Pull-out feature text

Small thumbnail images (optional)

The grid to place the three key content areas is flexible and can be adjusted to specifically suit the information you're presenting.

Within each sign template are columns that provide a framework for your designer to set content.

As demonstrated right, the three content areas can shift to other columns to allow for smaller or larger areas to suit your content.

Aim to keep the header ranged left and top of sign, the copy anchored from the lower left side, and the visual content ranged from the right.

Areas for content can be adjusted

Tier 1
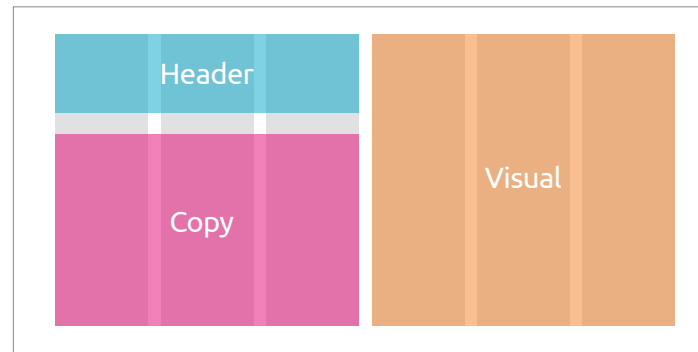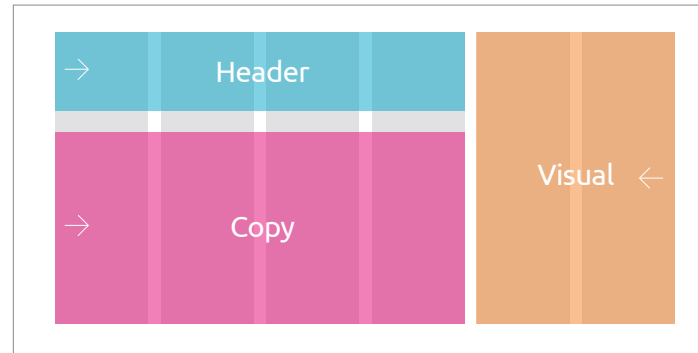
Tier 2

Tier 3

Destination Information signs feature numerous Tourism NT assets, as demonstrated on this tier 1 sign.

Several template options are available to use as a starting point for developing signs that are suitable for various types of content.

Sense graphic & type lock-up
These assets have a fixed relationship. For more information, see page 1.5.

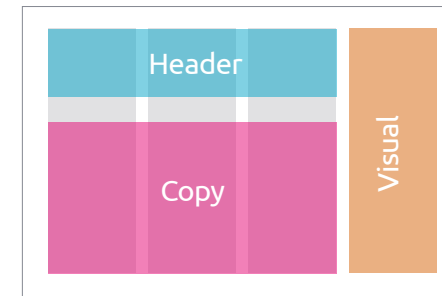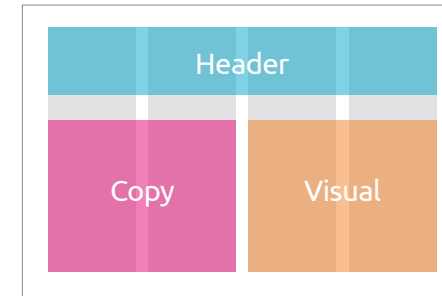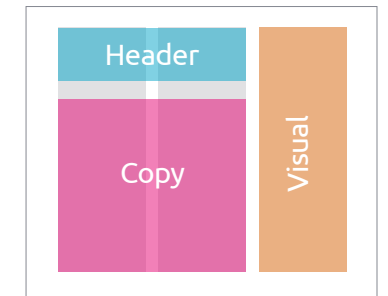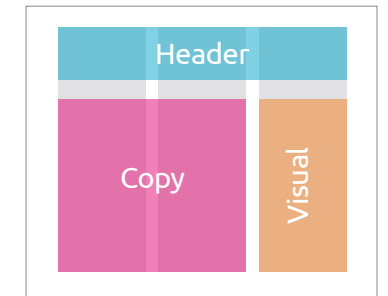**Type**
Set in the various weights of Ubuntu.

All type styles are available as paragraph styles within the template artwork.

Smaller thumbnail images may appear within copy content.

Welcome to
Mataranka

Heart of 'Never Never' country

Derunt eatibus et odis mod eni acepeliquiae ni coremolor simpos nobitaeribus eostrum *Italicised Character Style* faccatem conest, custios unt laccum doluptaturi volore magniendisci neceptae necatecuptas estion.

SECONDARY HEADING ONE

Secondary Heading Two
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Secondary Heading Two
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Secondary Heading Two
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Secondary Heading Two
Min ne et est, ui te et fugitat ianditia apelles tiandel explabo ritaspe libeaquia venimus incideliqui con pa consequam ut faccusdam veliberem volupta quamus soluptam erferiore nos aut plaboruptam adicipsantur maiosae voluptae nobit.

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SECONDARY HEADER ONE

Secondary Heading Two
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Secondary Heading Two
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Secondary Heading Two
Am reiunt quis sequam raesedi te susamusdae sequasp edicae omnis dolupta tusanda consenis pro cus res de cus.

Secondary Heading Two
Sequi voloris modis corempo rumquat quodigniet ipsande llaccusant aut adis nossinc ipictum fugitatium hillant faccum voluptae.

FEATURED CONTENT
> Pull-out copy quistrum eatem simi utemped et iumquaerit qui coratus officid mag llibust mosaperae.
> Itamusant faccab ipsunt il et ea dignati bea dolorro consequidis quiam fuga.
> Am reiunt quis sequam raesedi te susamusdae sequasp edicae omnis dolupta tusanda to voluptam volupid qui.
> Itamusant faccab ipsunt il et ea dignati bea sit et dolo consequidis quiam fuga.

Header image
Place image within the header for more visual impact. Option to have simple blue header.

Overlapping images
Ensure no important features within image is obscured by overlapping corners.

Rugged box & map style
Pull-out copy and maps appear within the rugged box device and in a regional colour.

If no map, fill with additional overlapping images.

Quality images are available from the Tourism NT image library on https://imagegallery.tourismnt.com.au Register as a user to access high resolution image files.

Destination Information signs always feature a regional colour to help add interest and highlight key content.

The examples right demonstrate how the Uluru regional colour is used, which is restricted to seconary heading styles, feature copy within the rugged box, and tints within the map.

Only apply the Tourism NT regional colour that has been selected for your region.

Duotone for historic images

Regional colours might be applied to historic images also. The example shown right features images that a created using two colours, which in designer terms is called a duotone.

When creating an Adobe Photoshop duotone, the two colour mix should comprise the Tourism NT primary blue colour and the regional colour specific to your sign's location. Adjust the levels to suit the image.

For more information on colour specifications, see page 1.3.

Content grid for three key areas

Duotone colour mix:

Tourism NT Primary Blue

Dependant on sign location

Choose the appropriate Tourism NT regional colour

Available template artwork files

Tier 1 3600 x 2400

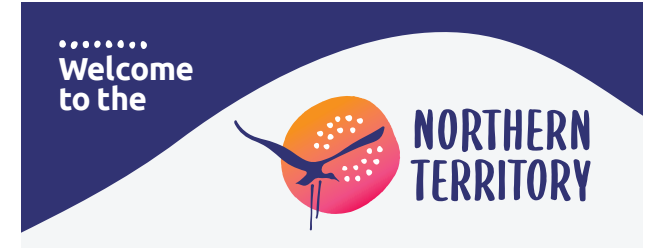Id Filename: Tourism NT_Border Entry_Tier 1 FA

Tier 2 3000 x 1800

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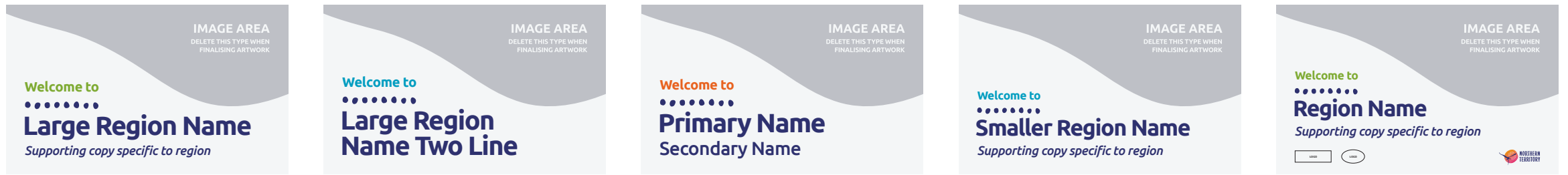

Tier 3 3000 x 1200

Id Filename: Tourism NT_Border Entry_Tier 3 FA

Available template artwork files

Tier 1 3000 x 1800

Id Filename: Tourism NT_Regional Entry_Tier 1 FA

IMAGE AREA
DELETE THIS TYPE WHEN FINALISING ARTWORK

Welcome to
· · · · · · · ·
Large Region Name
Supporting copy specific to region

Welcome to
· · · · · · · ·
Large Region Name Two Line

Welcome to
· · · · · · · ·
Primary Name
Secondary Name

Welcome to
· · · · · · · ·
Smaller Region Name
Supporting copy specific to region

Welcome to
· · · · · · · ·
Region Name
Supporting copy specific to region

Tier 2 2400 x 1800

Id Filename: Tourism NT_Regional Entry_Tier 2 FA

IMAGE AREA
DELETE THIS TYPE WHEN FINALISING ARTWORK

Welcome to
· · · · · · · ·
Region Name
Supporting copy specific to region

Welcome to
· · · · · · · ·
Region Name Two Line

Welcome to
· · · · · · · ·
Primary Name
Secondary Name

Welcome to
· · · · · · · ·
Region Name

Tier 3 2000 x 1500

Id Filename: Tourism NT_Regional Entry_Tier 3 FA

IMAGE AREA
DELETE THIS TYPE WHEN FINALISING ARTWORK

Welcome to
· · · · · · · ·
Region Name
Supporting copy specific to region

Welcome to
· · · · · · · ·
Region Name Two Line

Welcome to
· · · · · · · ·
Primary Name
Secondary Name

Welcome to
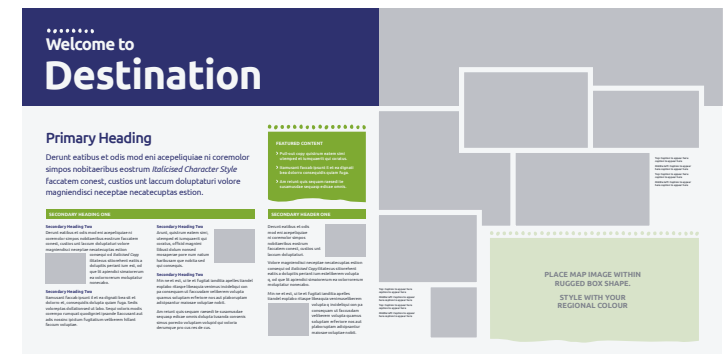· · · · · · · ·
Region Name

Available template artwork files

Tier 1 2400 x 1200

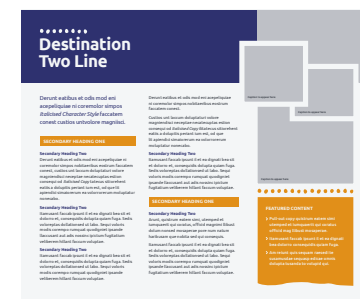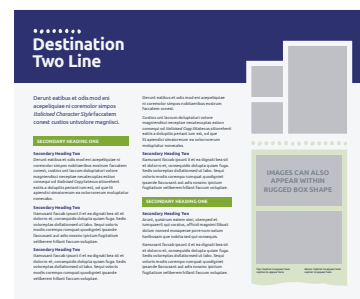**Id** Filename: Tourism NT_Destination Info_Tier 1 FA
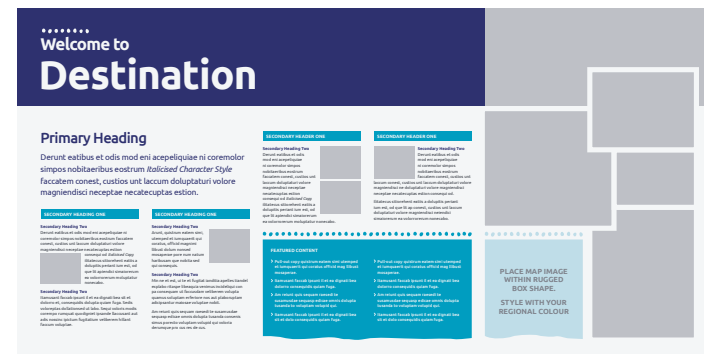
Tier 2 1500 x 1000

Id Filename: Tourism NT_Destination Info_Tier 2 FA

Tier 3 1200 x 1000

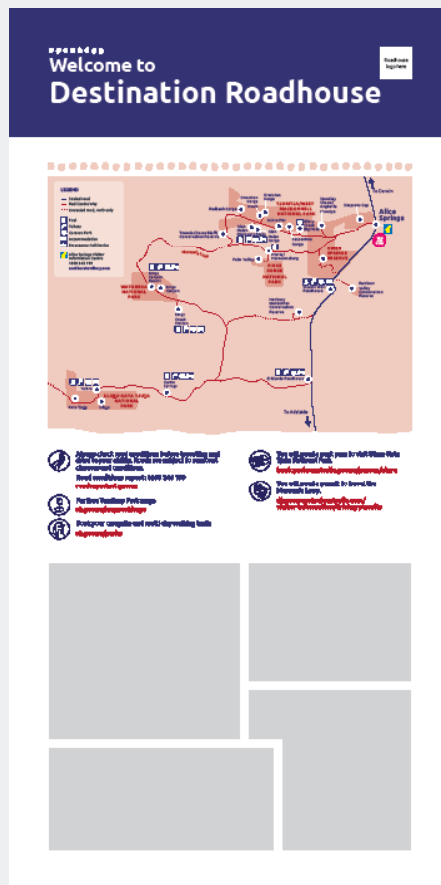**Id** Filename: Tourism NT_Destination Info_Tier 3 FA

Available template artwork files

Version 1 1000 x 2000
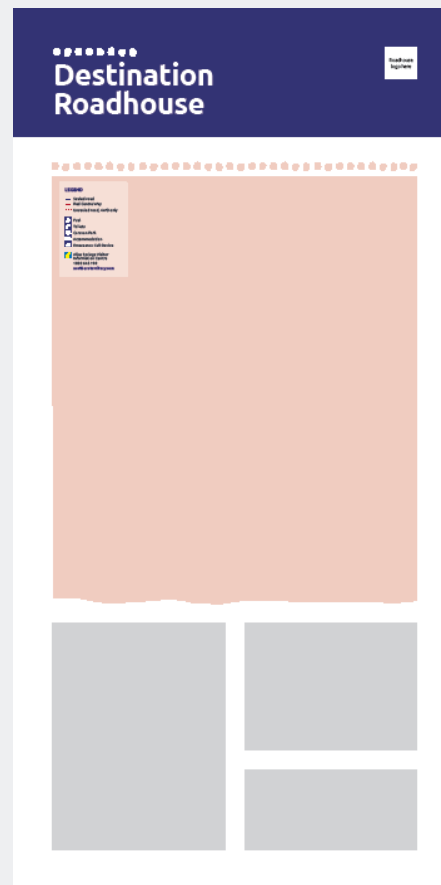
Id Filename: Tourism NT_Roadhouse_1_FA

Available template artwork files

Version 2 1000 x 2000

Id Filename: Tourism NT_Roadhouse_2_FA

Thank you for looking
after our brand.