



## COUNCIL POLICY Works

1.5.5

<b>Title:</b>	<b>1.5.5 SIGNAGE AND INFRASTRUCTURE STYLE GUIDE</b>
<b>Adopted:</b>	19 June 2024 (NEW)
<b>Reviewed:</b>	-
<b>Associated Legislation:</b>	Disability Discrimination Act 1992
<b>Associated Documents:</b>	N/A
<b>Review Responsibility:</b>	Works Manager
<b>Delegation:</b>	-

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Previous Policy Number/s: Nil

### Objective:

To provide guidelines for signage and infrastructure installed in public spaces within the Shire of Mingenew to ensure safety, consistency, value for money and enhancing functionality and visual appeal.

### Policy Purpose:

The Shire's outdoor spaces help Council to tell our story, be inviting and informational, and enhance the natural environment. They should be speaking to the many riches of our Shire, including our prime agricultural industry, our connections to culture and history and our vision for the future:

"Mingenew is a safe, inclusive and connected community with a thriving local economy that provides opportunity for all to succeed."

The Signage and Infrastructure Style Guide aims to show how our public spaces can portray this messaging by creating a uniform approach to installations and designs.

This strategy is intended to be used by:

- Council staff when preparing detailed designs for streets and open spaces as part of public domain improvements; streetscape upgrades and asset replacement;
- The community and Councillors to provide an understanding of the values, priorities and design principles that guide our approach to the public domain;
- Developers, designers and consultants when preparing proposals that affect the public domain and its components when undertaking works in accordance with conditions of consent; and
- Council's Planning team when assessing and approving development applications.

### Design Principles

Character and design

- Reinforce the visual character and narrative for the Shire as discussed in the Vision;
- Provide unified public spaces that showcases high quality, durable and timeless design;
- Enhances and protects the aesthetic beauty or vistas;
- Improves connection with and within natural and man-made spaces, such as waterways, main street, parks etc.
- Products to reflect the level and type of activities and uses; and



- Materials and colours that reflect and reinforce the natural beauty and heritage attributes of Mingenew.

#### Consistency

- Where appropriate, identifiably branded as Mingenew
- Match colour palette with branded style guide, ensuring style elements are locally meaningful, universally appealing, and improve brand appeal
- Design, colours and materials are consistent within the precinct or project-theme

#### Functionality

- Contributes to user experience
- Installed in logical locations
- Creates an inviting and comfortable environment that people want to use and linger in.
- Provides for universal access, where possible
- Where appropriate, design and detailing make it difficult as possible to damage, steal or vandalize property.
- Safety of all users
- Provide shade, either through trees or shade structures as applicable depending upon the urban or landscape environment.
- Maximise opportunities for sitting and resting, whether they be formal (such as by using seats and benches) or informal (with small areas of lawn or seating walls).
- Focus on the quality of amenity in the public open space, rather than size by introducing elements and functions best suited to the space, whether it be playgrounds, barbecues, shelters, paths, boardwalks, feature planting, shade trees, level changes and/or the like.

#### Availability

- Lead time for supply
- Supplier location (preferred local supplier)
- Ability to match discontinued products
- Ease of replacement

#### Life cycle cost

- Cost of product including installation
- Quality regarding design life under normal conditions and warranty
- Waste minimisation and the ability to be recycled
- Embodied energy
- Fair trade

#### Maintenance

- Ease and availability of parts, fixings and construction
- Ease of cleaning and handling
- Ease of repairing vandalism (graffiti, chewing gum etc)
- Ability to be certified to withstand extreme weather e.g. flood, heat, wind



## Colour Palette

### Brand Colours

The Shire's colour palette represents Mingenew hill, the sky, the fields and canola.

These colour are integral to our brand identity and should be consistently applied across all our materials.

#### COLOUR PROFILES EXPLAINED

**RGB** is reserved for digital mediums such as television and website design.

**HEX** colours are expressed as a six-digit combination of numbers and letters, and are commonly used for digital mediums by designers and developers alike.

YELLOW	ORANGE	BLUE	GREEN	BLACK
PMS 109 C CMYK 0,10,100,0 RGB 255,221,0 #fdd00	PMS 152 C CMYK 0,62,100,0 RGB 245,126,32 #47e1f	PMS 284 C CMYK 58,17,0,0 RGB 97,174,225 #61aee0	PMS 383 C CMYK 26,3,93,17 RGB 169,181,51 #a8b433	CMYK 0,0,0,100 RGB 0,0,0 #000000
80%	80%	80%	80%	80%
60%	60%	60%	60%	60%
40%	40%	40%	40%	40%
20%	20%	20%	20%	20%
10%	10%	10%	10%	10%
5%	5%	5%	5%	5%

### Campaign Colours

The Shire's campaign colour palettes are unique to each one and can be used alongside our general brand colours.

These should be used across posts to distinguish visitor/tourism centric posts from community/resident focused posts.

#### STARGAZING

PURPLE	BLUE
CMYK 100,98,37,39 RGB 29,27,27 #d1b4c	CMYK 67,38,13,0 RGB 94,139,181 #5e8bb5
80%	80%
60%	60%
40%	40%
20%	20%

#### WILDFLOWERS

PINK	YELLOW
CMYK 3,62,7,0 RGB 235,129,169 #eb81a9	CMYK 7,29,100,0 RGB 237,181,0 #edb500
80%	80%
60%	60%
40%	40%
20%	20%

#### COMPLIMENTARY MINGENEW BRAND COLOURS





## Topography

HEADING | DISPLAY

we'll see you in Mingenew

NANUM PEN - REGULAR  
30 - 50 TRACKING / 1 LEADING

SUB HEADING

IT'S WILDFLOWER SEASON!

GOTHAM - BOLD  
100 TRACKING / 1.2 LEADING

BODY COPY | PRIMARY

We must say, Mingenew itself is blessed with a natural landscape that is like no other, even in our neighbouring shires.

GOTHAM - BOOK  
10 TRACKING / 1.2 LEADING

## Type of Infrastructure (Examples)

- Fencing
  - Wood for natural environments
  - Colourbond® - classic cream for residential
  - High 'flat top' tubular fencing, black powder coat finish for managing public safety (e.g. Cecil Newton Park)
- Shade Sails
  - Colourful tones for play spaces
  - Lighter colours to reduce heat
  - Sun protectant > 95% UV block
  - Strength and durability (weather resistant)
- Playspace Infrastructure
  - Brightly coloured tones for visual appeal and impact
  - Mingenew themed
  - Age appropriate
- Public Art
  - Supports local talent
  - Storytelling
  - Rustic cutouts (e.g. Drover's Rest cutouts and Ant markers for Heritage Trail)
- Bollards
  - Treated pine (e.g. Mingenew Hill carpark)
  - Heritage green with solar lights (e.g. Cecil Newton Park)



- Lighting
  - Solar path lights for pathways, trails and carparks for energy saving
  - Focus on reducing light pollution
- Seating
  - Aluminium or wood
  - Disabled access for picnic tables
- Footpaths and Walkways
  - Bitumen
  - Paving (e.g. Midlands Road – main street)
- Bins
  - Wood (e.g. Midlands Road)
  - Minimum 240L
- Toilet blocks
  - New build over second-hand to ensure quality and alignment with current disability access requirements

### Signage

Signage and infrastructure must cater for diverse abilities and adhere to the *Disability Discrimination Act 1992* (DDA) and legibility best practice.

- Signage is clear and functional, legible, high contrast, easily recognisable, concise, and easily understood.
  - Freestanding signage and wayfinding (excluding vehicle and tourism signage) is installed with unimpeded access to all information for users.
  - Ground surfaces and wheelchair accessibility requirements are considered in accordance with national DDA provisions and standards.
  - Text heights used are appropriate for the intended viewing distance.
  - Size, colour and material does not impose on surroundings / blends
  - Retroreflective, if sign needs to convey message during hours of darkness e.g. trails, hazards and warning signs (post and rear of sign may be conspicuous if does not pose risk or defeat purpose of sign)
- Standard Town Street Name Sign
    - Black font on white background
  - Local Tourist Markers and Signs
    - Brand colour palette
    - Logo
    - Suited to style, theme and location
    - Tourism Attraction and Service Facility signs to be in accordance with Tourism WA – Tourist Signage Guidelines (comply with Main Roads WA signage policies and guidelines)