

NELSON CITY COUNCIL

2014

Graphic Standard Guidelines
A guide to our identity

TABLE OF CONTENTS

1	Here to Help - Who to contact	3	3.15	Secondary Colours	20
2	Brand Consistency	4	3.16	Companion Logos	21
3	BASIC ELEMENTS	5	3.17	Sub Brand Logos	22
3.1	Colour Options	6	3.18	Affiliated Logos	23
3.2	Logo Format	7	3.19	City Coat of Arms	24
3.3	Logo positions	8	4	APPLICATION	25
3.4	Logo Components	9	4.1	Stationery	26
3.5	Space and Size	10	4.2	Internal Templates	27
3.6	Logo Icon - 'N' Button	11	4.3	Livery	28
3.7	Use on Backgrounds	12	4.4	External Promotions	29
3.8	Dos and Don'ts	13	4.5	Signage - Posters	30
3.9	Dos and Don'ts (continued)	14	4.6	Signage - Billboards	31
3.10	External Fonts	15	4.7	Signage - Facility	32
3.11	Internal Fonts - Option 1	16	5	APPENDIX	33
3.12	Internal Fonts - Option 2	17	5.1	Parks and Reserves Sign Manual	34
3.13	Language Rules	18			
3.14	Primary Colours	19			



01. HERE TO HELP

Contact the Communications team if you need any help using the Council brand.

CONTACT 1.

Paul Shattock
Manager Communications

DDI: 03 546 0301

Email: paul.shattock@ncc.govt.nz

CONTACT 2.

Penny Langley
Manager Administration

DDI: 03 546 0391

Email: penny.langley@ncc.govt.nz



02. BRAND CONSISTENCY

Using this guide correctly and consistently is important to create an overall impression of Nelson City Council.

This guide has been designed to inform and help you correctly implement our brand.

The Graphic Standard Guidelines apply to all Council facilities, assets, publications, projects and initiatives. It is a framework that elevates the Council brand, focuses brand use in Council and ensures consistency of presentation. Communications is responsible for the implementation and oversight of all brand use, working with all staff to ensure consistent use, and identifying additional opportunities to increase public awareness of Council's role.



3. BASIC ELEMENTS

How to use the brand and brand elements correctly.



3.1 BASIC ELEMENTS: Colour Options

The Council logo is a uniquely designed piece of artwork. Under no circumstances should you distort, re-create or misuse it. Always use the master artwork to ensure the proportions are maintained and colour is accurately matched.

FULL COLOUR VERSION

The full colour logo should be used on all communication, where possible.



REVERSED VERSION

White on 100% Council Blue, black or solid dark background.



BLACK AND WHITE VERSION

The black and white logo should be used only when full colour printing is not available.



3.2 BASIC ELEMENTS: Format

The Council logo comes in two different formats, tall and wide. Use the format that best suits the design space.

FULL COLOUR WIDE VERSION



FULL COLOUR TALL VERSION



BLACK WIDE VERSION

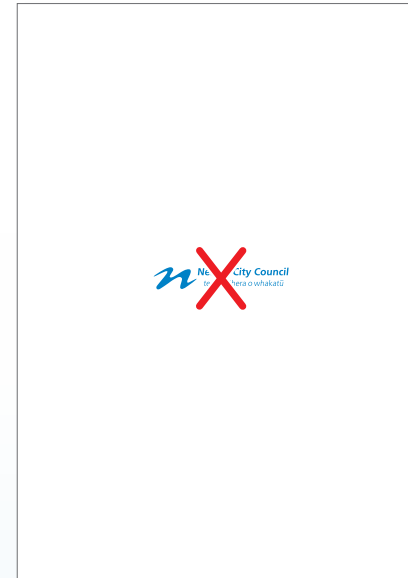
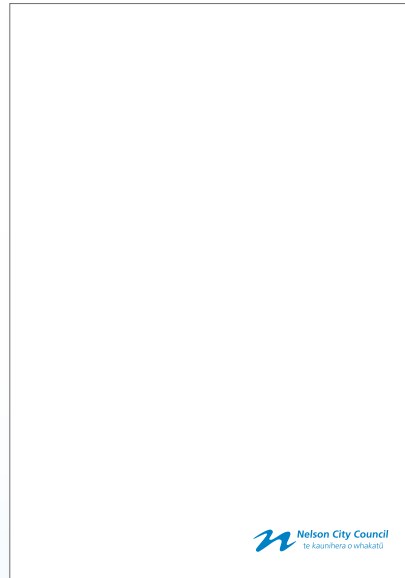
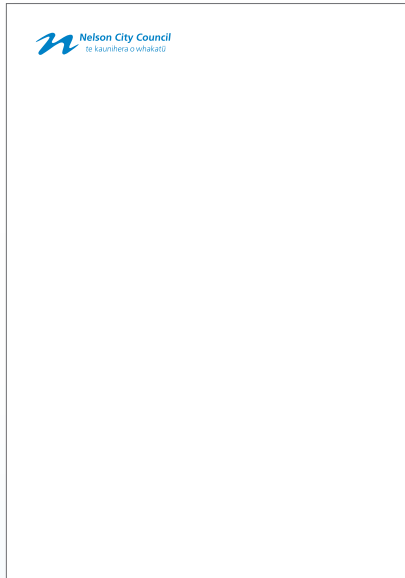


BLACK TALL VERSION



3.3 BASIC ELEMENTS: Position

The Council logo should always be positioned at either the top or bottom left or right corner of the page. It should never be positioned floating in the middle of a page.



3.4 BASIC ELEMENTS: Components

The Council logo is made up from three different components.



- 1 'N' ICON
- 2 NELSON CITY COUNCIL
- 3 BYLINE

te kaunihera o whakatū

Byline Māori to English translation - ***The Council of Nelson***. Please ensure the macron is always placed in the correct place above the 'u' in whakatū.



3.5 BASIC ELEMENTS: Space and Size

The minimum clear space surrounding the logo is determined by the space between the bottom of Nelson City Council and the bottom of the byline. Please ensure no copy or images (apart from the background image or colour) intrude within this space.



MINIMUM SIZE

The minimum sizes for use of the logo are as follows:

WIDE LOGO - 40mm wide (this includes clear space).



TALL LOGO - 30mm wide (this includes clear space).



NOTE: Where Council is involved in an event that features secondary sponsors logos, these logos must appear at least 50% smaller than the Council logo.



3.6 BASIC ELEMENTS: Icon

The logo icon (the *N Button*) can be used alone, as shown in the following examples.



N BUTTON ICON

Full colour.



REVERSED N BUTTON ICON

Full colour.



N BUTTON ICON

Black and white.



REVERSED N BUTTON ICON

Black and white.



3.7 BASIC ELEMENTS: Backgrounds

The Council logo can be used on both coloured and image backgrounds. Please use the guide on page 7 to help you select the correct logo format. Clear space guidelines should still be adhered to. The full colour logo is to be used wherever possible.



3.8 BASIC ELEMENTS: Dos and Don'ts

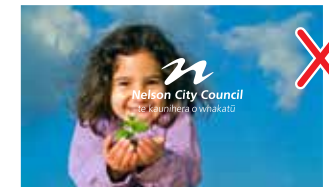
The full colour logo should be used where possible.



Do not place the logo on a background that compromises legibility.



Do not place the logo over faces in images.



Do not place logo inside a white box on a coloured background.



NOTE: Wherever possible the logo should appear at the top or bottom left or right corner of the design.



3.9 BASIC ELEMENTS: Dos and Don'ts

Do not change the colour of the logo in any way.



Never add a keyline to logo.



Never separate (except to use the N Button as shown on page 11) or crop elements.

Nelson City Council



Nelson City Council
te kaunihera o whakatū

Never rearrange or change the size of logo elements.

Nelson City Council
te kaunihera o whakatū



Nelson City Council
te kaunihera o whakatū

Do not stretch, skew or angle the logo.



3.10 BASIC ELEMENTS: External Fonts

Fonts help define our look and feel. The fonts for externally produced communications is the 'Frutiger' family of fonts. This is the standard typeface for both headlines (heavier weights) and body copy (regular, medium weights).

Frutiger is to be used for all printed material, including newsletters, reports, posters and fliers. While the examples of Frutiger that are shown are suitable for most uses, any of the Frutiger font family is acceptable for use. Do not use Frutiger Condensed for body copy as it is too difficult to read.

FRUTIGER 45 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:''

FRUTIGER 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:''

FRUTIGER 65 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:''

FRUTIGER 46 LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:''

FRUTIGER 56 ROMAN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:''

FRUTIGER 66 BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:''



3.11 BASIC ELEMENTS: Internal Font Option 1.

There are two font options for internally produced communications. Option one is the 'Verdana' family of fonts. Verdana is the standard typeface for both headlines (heavier weights) and body copy (regular, medium weights) when creating internal documents. It is the only font to be used in letters, reports, memos and other standard office documents.

BODY TEXT SPECIFICATIONS

- 10 point Regular
- 14 point line spacing (minimum 1.2 lines line space)
- Line length not to exceed 70 characters (including spaces)
- Justified left, ragged right alignment

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:"'

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()_+;:"'

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:"'

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()_+;:"'



3.12 BASIC ELEMENTS: Internal Font Option 2.

There are two font options for internally produced communications. Option two is the 'Franklin Gothic' family of fonts. The Franklin Gothic family can be used for both headlines (heavier weights) and body copy (regular, medium weights) when creating internal documents. It is to be used primarily for creative internal documents like posters, strategies, and plans that may need a feature font.

BODY TEXT SPECIFICATIONS

- 10 point Book
- 14 point line spacing (minimum 1.2 lines line space)
- Line length not to exceed 70 characters (including spaces)
- Justified left, ragged right alignment

FRANKLIN GOTHIC BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:'"

FRANKLIN GOTHIC DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:'"

FRANKLIN GOTHIC DEMI CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:'"

FRANKLIN GOTHIC HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:'"

FRANKLIN GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:'"

FRANKLIN GOTHIC MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+;:'"



3.13 BASIC ELEMENTS: Language Rules

Please take into account the following rules when creating any Council collateral:

- Nelson City Council can be shortened to Council, never to NCC; always capitalise the 'C' in Council
- Use of 'the' before Council refers to the body of elected members. When referring to the organisation, always use 'Council' without 'the' in front of it
- Do not use ampersands
- Only capitalise the first letter of the first word in headings
- Prefer fully spelled out names rather than acronyms
- Our date format is 11 January 2013, with day before month. Do not put a 'th,' 'nd,' 'rd,' or 'st' after any numerals
- If referring to Council staff, they are titled 'Council officers'



3.14 BASIC ELEMENTS: Primary Colours

To ensure consistency in reproduction, please use the colour references provided here. Do not use this document for actual colour matching purposes as printer outputs and screen calibrations can vary. Wherever possible please use the Spot Pantone.



PANTONE 3005



CMYK

C 100% / M 37% / Y 0% / K 0%



RGB

R 0 / G 129 / B 198



HTML (hex)

0081C6

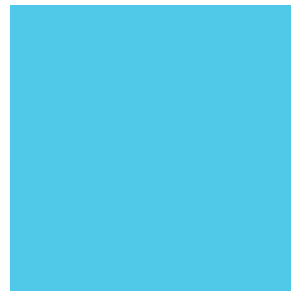


3.15 BASIC ELEMENTS: Secondary Colours

The secondary colour palette has been developed to extend and compliment the primary colours. Secondary colours are only to be used for highlights alongside the primary Council blue, they are not to be used as the main colour in any design or publication. To ensure consistency in reproduction, please use the colour references provided here. Do not use this document for actual colour matching purposes as printer outputs and screen calibrations can vary. Wherever possible please use the Spot Pantone colours.



PANTONE Process Cyan
C 100% / M 0% / Y 0% / K 0%
R 0 / G 174 / B 239



PANTONE 2985
C 59% / M 0% / Y 6% / K 0%
R 80 / G 200 / B 232



PANTONE Warm Grey 5
C 0% / M 5% / Y 10% / K 29%
R 191 / G 182 / B 173



PANTONE 375
C 41% / M 0% / Y 78% / K 0%
R 160 / G 207 / B 103



PANTONE 144
C 0% / M 48% / Y 100% / K 0%
R 248 / G 151 / B 29



3.16 BASIC ELEMENTS: Companion Logos

Companion logos are used for any Council owned facility, project, policy or strategy. No Council facility will have it's own logo; however a 'companion' logo may be used on signs and other simple presentation requirements.

This logo will include: The N Button, Facility/Asset title and Nelson City Council.

Note that this companion logo does not include the 'te kaunihera o whakatū' byline found on the Council logo.

Companion logos must adhere to space and size requirements as shown on pages 6 - 14.

EXAMPLES OF COMPANION LOGOS



COMPANION LOGO - WITH BYLINE



Small city. Big plan.

By-line to be a maximum of 30 characters.



3.17 BASIC ELEMENTS: Sub Brand Logos

Sub brand logos are used for any Council related organisations. Sub brand logos do not conform to the same rules as the Council brand. For information on use of sub brand logos, please contact Communications.



3.18 BASIC ELEMENTS: Affiliated Logos

Affiliated logos are brands owned by separate companies that Council has a working relationship with. Affiliated logos do not conform to the same rules as the Council brand, they will have their own separate brand rules.



3.19 BASIC ELEMENTS: City Coat of Arms

The Coat of Arms were obtained in 1958 from the Royal College of Heralds to mark the Centenary of Nelson as a city. The Coat of Arms are also known as the Civic Crest or the Crest.

The Crest was the first Nelson City Council logo. It was replaced in the 1980s with our more modern logo, the 'wave'.

USE OF THE COAT OF ARMS

Use of the Crest is reserved for corporate gifts and civic objects such as podiums, plaques and Mayoral stationery.



4. APPLICATION

How to apply the brand correctly.



4.1 APPLICATION: Stationery

INTERNAL STATIONERY

Please contact Administration (page 3) if you require any stationery.

Stationery includes:

- Letterhead
- Business cards
- Envelopes
- Compliment slips
- Memo pads
- Presentation folder
- Name badge

NOTE: Clip art is not to be used on any Internal Stationery.



LETTERHEAD

Please contact Communications (page 3) for a letterhead Word template. Do not try and create or recreate your own. Always type letters in the font Verdana.

NOTE: Header, footer and logo are part of a set word template.



BUSINESS CARD

If you require business cards please contact Administration (page 3). Do not try and create or recreate your own.



NAME BADGE

If you require a name badge please contact Administration (page 3).

John Smith
Job Title
Nelson City Council / *te kaunihera o Whakatū*
03 546 0000 or 027 000 0000
www.nelson.govt.nz

EMAIL SIGNATURE

When sending an initial electronic mail message the email signature must adhere to the rules provided. Email signatures are not required in reply emails. Never personalise messages with any other colours, fonts, pictures or clip art. For further tips on how to create your email signature or for a email signature template please contact Communications (page 3).

NOTE: 10pt Verdana is the only font to be used for all text throughout your emails.



4.2 APPLICATION: Internal Templates

TEMPLATES FOR ALL INTERNAL DOCUMENTS MUST BE USED

All documents that are to be laid out internally are to follow pre-designed templates. Some templates are pre-loaded into the existing computer systems. This includes letters, memos, reports, long-form documents and faxes.

Internal templates include:

- A4 documents
- A4 to be folded to DLE
- A5 documents
- Memos
- Faxes
- A4 Letter with letterhead
- Meeting minutes
- Meeting reports
- CD Labels
- PowerPoint presentations
- Agenda schedules
- Meeting schedules
- Reports
- Generic long-form document template

NOTE: Clip art is not to be used on any Internal Document.



4.3 APPLICATION: Livery

LIVERY

All livery must use the official Council branding. To obtain sign off on any potential designs or if you need to be supplied with uniforms, car graphics or other livery please contact Communications (page 3).

NOTE: Clip art is not to be used on any Livery.



4.4 APPLICATION: External Promotions

PROMOTIONAL MATERIAL

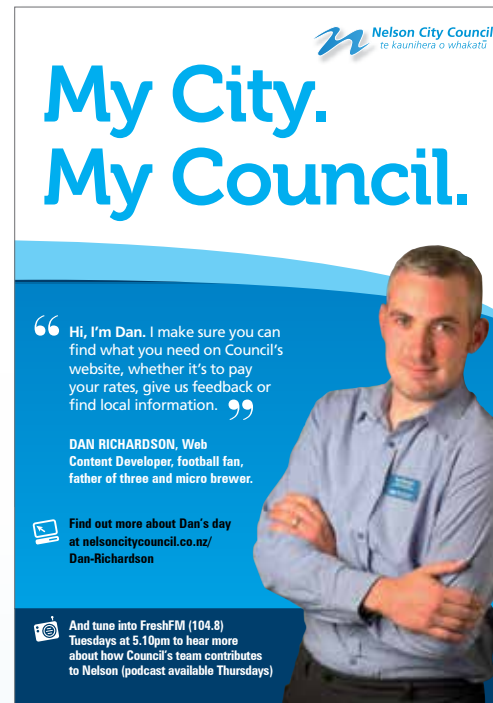
Promotions like the example shown are designed externally from Council. If you wish to have promotional material designed please contact Communications (page 3).

Promotions include:

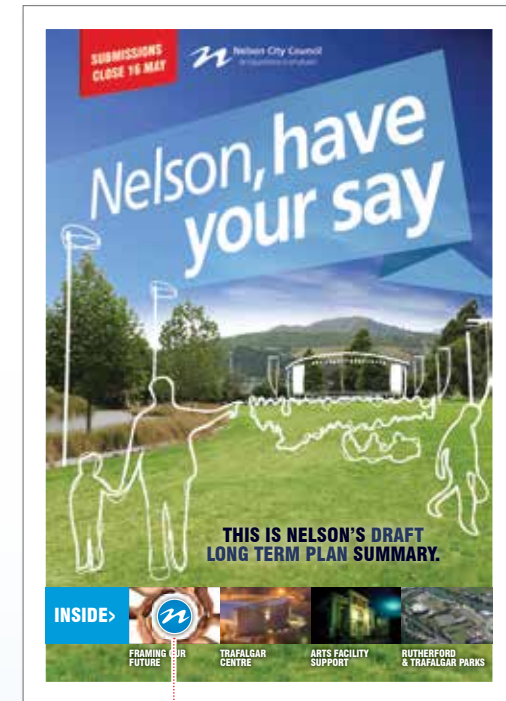
- Campaigns
- Publications
- Posters
- Press advertising
- Online advertising
- Brochures
- Flyers
- Rack cards

NOTE: Please see pages 6 - 14 for detailed instructions on how to correctly display the Council brand.

Clip art is not to be used on any External Promotion.



- Always use the full logo wherever possible.
- Ensure that there is sufficient space surrounding the logo on all sides.
- Do not use the logo on a background that compromises legibility.



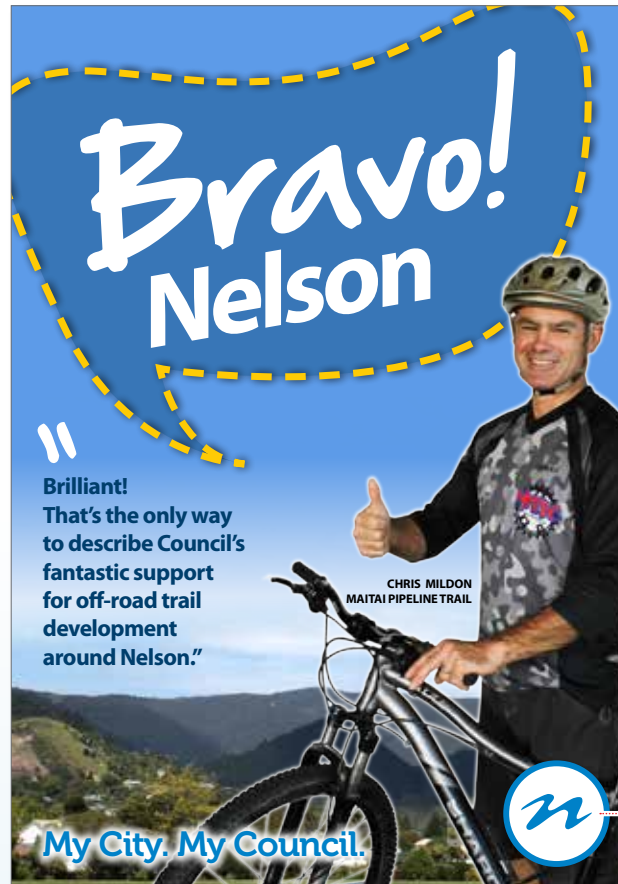
- Whenever using the logo icon separate from the main logo you must use the 'N Button', instructions for use of this appear on page 11.



4.5 APPLICATION: Signage - Posters

Signage Posters like the example shown are designed externally from Council. If you wish to have promotional material designed please contact Communications (page 3).

NOTE: Please see pages 6 - 14 for detailed instructions on how to correctly display the Council brand. Clip art is not to be used on any Signage Poster.



- Whenever using the logo icon separate from the main logo you must use the 'N Button', instructions for use of this appear on page 11.



4.6 APPLICATION: Signage - Billboards

Signage Billboards like the example shown are designed externally from Council. If you wish to have promotional material designed please contact Communications (page 3).

NOTE: Please see pages 6 - 14 for detailed instructions on how to correctly display the Council brand.

Clip art is not to be used on any Signage Billboard.



- Whenever using the logo icon separate from the main logo you must use the 'N Button', instructions for use of this appear on page 11.



4.7 APPLICATION: Signage - Facility

Facility Signs like the examples shown can be organised by contacting Communications (page 3).

Black on silver signs are to be used for signature Council facilities. For all other facilities there are the options of blue on silver or white on blue, depending on which colour scheme suits the facility and its surroundings.

NOTE: Please see pages 6 - 14 for detailed instructions on how to correctly display the Council brand.

Clip art is not to be used on any Facility Signage.



5. APPENDIX



APPENDIX 5.1 Parks and Reserves Sign Manual

CONTENTS

SECTION 1 INTRODUCTION

- 1.1 User Information Needs
- 1.2 Council Communication Needs
- 1.3 Scope

SECTION 2 SIGN CONSTRUCTION

- 2.1 Sign size
- 2.2 Colour
- 2.3 High-profile and Medium-profile signage
- 2.4 Text
- 2.5 Nelson City Council Logo
- 2.6 Format Variations
- 2.7 Joint Agency and Joint Divisional Signs
- 2.8 Arrows
- 2.9 Symbols
- 2.10 Posts

SECTION 3 LANGUAGE

- 3.1 Simple and Positive
- 3.2 Māori Language
- 3.3 Foreign Language
- 3.4 Place-names
- 3.5 Abbreviations
 - Time
 - Length/Distance
 - Speed
 - Other
- 3.6 Time & Distance
 - Time
 - Distance

SECTION 4 SIGN LIBRARY

- 4.1 High-Profile Signs
 - High-profile Layout
 - Facility or Reserve entranceway signs
 - Walkway Signs
 - Information/Orientation Signboards
 - High-profile Sign Layout & Lettering Sizes

- 4. Medium-Profile Signs
 - Timber Routed Standard NCC Park Sign
 - Timber Routed Walkway Sign
 - Triangle Markers
 - Medium-Profile Signs Layout & Lettering Sizes
- 4.3 Signs Suitable For High- or Medium-Profile Locations
 - Roofed Signboard
 - Timber Routed Track Marker
 - Finger Sign Boards
 - Rose, Tree & Shrub labels
 - Specification for Plant label engraved plate
 - Specification for Rose, Tree and Shrub label stands
 - Affixing the engraved plate to the label stands
- 4.4 Miscellaneous Signs
 - Regulatory Signs
 - Warning Signs
- 4.5 Temporary Signs
- 4.6 Mountainbike Signs

SECTION 5 PLANNING AND ORDERING

- 5.1 Planning
- 5.2 Consents

SECTION 6 SITING AND INSTALLATION

- 6.1 Siting
 - Safety
 - Visual Impact
 - Integration
 - Circulation pattern
 - Context
 - Vegetation
- 6.2 Installation
 - Safety during installation

SECTION 7 ASSET RECORDING

- 7.1 Asset Management
 - 7.2 Inspection and Maintenance
- Appendix 1: Sign Inventory/Inspection Form
Appendix 2: Report No.3324a 'Policy on Signs on Council Reserves'



SECTION 1 INTRODUCTION

This manual is designed for the use of Council Officers responsible for the management of signage within the Council parks, reserves and community facilities network. It is to provide the formal standards for the design, construction and implementation of new signs and the framework for incorporating older signs.

Signs are to enable the user, the public, to find and enjoy the facilities and opportunities provided by the Nelson City Council. They are to be concise and communicate the message clearly.

The decision to use a sign will be based upon it being the most effective method of communication.

1.1 USER INFORMATION NEEDS

Users require signs to:

- Identify and locate facilities, services, a particular area, and environmental or historical features
- Direct them to a destination
- Warn of hazards
- Advise of a regulatory function or requirement

Users include first-time visitors, overseas visitors, residents, the young and the elderly, pedestrians, cyclists and mountain bikers, those in vehicles and horse riders.

1.2 COUNCIL COMMUNICATION NEEDS

Council signage serves to advise users of information that will enhance their experience of the facilities and opportunities provided.

Key requirements include:

- Information and safety
- For users to enjoy the opportunities provided
- To improve and enhance the profile of Nelson and the Nelson City Council
- To influence the use of a facility in a positive manner

- Integration with other Council communication devices

1.3 SCOPE

THE USE OF THIS MANUAL APPLIES TO:

- All outdoor freestanding signs managed by the Nelson City Council Parks and Facilities team
- Signs that may occur as a result of a joint Agency need

EXCLUDED FROM THIS MANUAL ARE:

- Other Governmental Agency signs
- Signs on Reserve land that advertise events

At the discretion of the Parks and Facilities team these signs may be included.

- The signage of other Nelson City Council business units

This manual should be read in conjunction with Reports No. 3324 and No.3324a 'Policy on Signs on Council Reserves'. A copy is provided in the Appendix of this manual.

SECTION 2 SIGN CONSTRUCTION

2.1 SIGN SIZE

Sign size is dictated primarily by the size of text and graphics. It should reflect the location, the speed at which the user will view the sign and the need to provide signage at a reasonable cost.

Care must be taken to ensure sign sizes comply with the requirements of the Nelson City Council Resource Management Plan and with the requirements of Transit NZ where they are to be located alongside State Highways. Where a sign may exceed a restriction it will be necessary to consult with the Nelson City Council Planning & Consents Department.

Many products used in sign manufacture come in a 2400mmx1200mm sheet size and this is true of materials specified in this document. Although this needs to be remembered when ordering signage, the need to provide a clear and concise message will be the overriding factor in designing a sign.



2.2 COLOUR

A standard colour scheme has been adopted for all Council parks, reserves and community facilities;

- Background signboard colour will be Resene 'DOC Green'.
- Posts and structure will be Resene 'DOC Green' (excluding the Roofed Signboard)
- The main text colour and symbols will be Resene 'Buttermilk'
- Nelson City Council Logo will be Resene 'Buttermilk'
- The slash on the symbols/pictograms is to be Resene 'Guardman Red'

A colour swatch should be used to match these colours. Request a colour sample from all new sign suppliers.

It may be desirable to deviate from the standard colour scheme in locations such as 'Sister City' Gardens. New colour schemes may be investigated once the Manager Community Services Division gives approval. Where a change to the colour scheme is approved it should be used consistently within the locality.

2.3 HIGH-PROFILE AND MEDIUM-PROFILE SIGNAGE

This manual provides for two levels of signage:

- A High-profile sign system will suit locations such as Horticultural Parks, The Trafalgar Centre and The Botanics. High-profile signs will have a computer generated sign text. The signboard substrate will be an 5mm metal alloy with an automotive paint system.
- A second tier of signs or Medium-profile signs will include the existing timber routed sign stock and all new timber routed sign stock. The Medium-profile sign is suited to locations such as local parks, walkways and reserves that are not considered High-profile. The routed sign system includes Reserve and Facility identifiers, walkway signs and the walkway track marker bollards.

Note: Timber routed signs are not suited to providing a long message. Consideration should be given to using a High-profile sign (computer generated text) where a longer message is required.

The two levels of signage are designed to give a consistency of appearance throughout the signage stock. High-profile and Medium-profile are designed to be used separately within a location but this does not preclude the use of the two levels of signage where a greater level of information may be required and where the final result will appear consistent.

2.4 TEXT

The typeface family to be used for the sign system is Frutiger. Frutiger is a Postscript Type 1 font.

- The typeface proportions should not be stretched or squeezed in order to make wording fit the sign size. Use the appropriate condensed or heavy weight typeface.
- Letter size shall be determined by the speed at which the User will view the sign. A guide to the lettering size is given in the diagrams on pages ##.

NB, walkway users will sometimes include walkers and mountain bikers.

This applies to all signs except Rose, Tree and Shrub labels. A separate specification is provided in the section on Rose, Tree and Shrub labels on Page ##.

2.5 NELSON CITY COUNCIL LOGO

The Nelson City Council Logo is to be used for all Reserve and Facility identifiers described in this manual. The logo will also appear on the Information and Interpretation kiosks and signboards referred to later in this document.

The use of the Nelson City Council logo is governed by the Communications policy. This manual prescribes that the only manipulation of the logo be by proportional scaling.

The logo colour will be produced in Resene 'Buttermilk' except in the case of the panels for the Information and Interpretation kiosk, which are not detailed in this manual.

All periphery signs should display the Nelson City Council logo. Where internal signs are provided and a periphery sign is also present then the logo is not required in the internal setting, but should be included when practical and aesthetic.

THE 'N' LOGO WITHOUT TEXT

On small signs where the full logotype is too large to be used at legible size, such as



tree labels, the 'N' logo can be used alone without the wording.

2.6 FORMAT VARIATIONS

'Sister City' Gardens or similar type facilities may be enhanced by change being made to the standard format. A change to the standard colour has already been addressed in the section on colour (Refer Page ##, Section #.#). The use of different texts or fonts may also be appropriate. Again, these changes may be investigated once the Manager Community Services Division gives approval. The change should be consistent throughout the facility.

2.7 JOINT AGENCY AND JOINT DIVISIONAL SIGNS

From time to time there will be a need for signage to reflect the requirements of the Nelson City Council and another agency.

Agencies may include concessionaires, sponsors and partners.

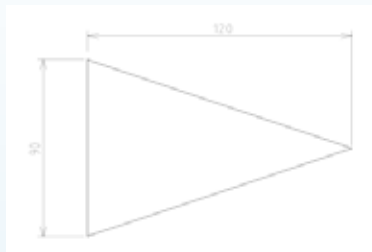
Dependent upon the type of relationship with the joint agency it will be preferable to encourage the use of one signboard.

Where it is necessary for a concessionaire/lessee to have joint signage, conditions reflecting this should be present in the licence/lease.

A facility that is a joint project with another agency may not suit the standards provided by this manual. Where this situation occurs it will be important to ensure that the logos of each agency are given correct weighting within the sign format.

2.8 ARROWS

The arrow adopted as standard is detailed below.



- The arrow is designed for use on signboards and may be scaled to suit the signboard format.
- The arrow should be rotated so that it best fits the required direction. Where possible point the arrow up, left or right and at angles 45 degrees between those points.
- An arrow pointing in the up direction is, by convention, the straight-ahead direction.
- Where there is only one destination then the arrow may be placed either side of the destination name. Where there are two or more destinations then it will be preferable for the arrows to line up vertically and appear to the right of each destination name.

Note: the closest destination will be stated first.

2.9 SYMBOLS

The symbols approved for use are those detailed in the New Zealand Standards Association Outdoor Recreation Symbols NZS 8603. All are available for use with the exception of the arrow. The symbols are to be produced exactly as shown. Where a symbol does not exist to meet needs then, using the format of NZS 8603, a symbol may be designed and approval sought from the Manager Community Services Division.

- Symbols may be used instead of text and are useful for conveying a message to international visitors.
- Endeavour to limit the number of symbols to five per line. Where it is necessary to have more symbols than a second line may be necessary.
- Ensure that those with a positive message are positioned first and those that are prohibitive, generally with a slash, are grouped to the right with a gap between equal to half a symbol width. Try to limit the number of prohibitive symbols so that where possible a more positive message is conveyed.
- The symbols will be printed in the Resene 'Buttermilk' colour onto the Resene 'DOC Green'. The prohibitive slashes will be Resene 'Guardsman Red'.
- Where possible symbols should appear at the entrance to a reserve or facility and provide information that applies generally to the location. Where symbols are used



within the Reserve or Facility it should be to identify the immediate location or hazard.

- Symbols are to be used on the timber routed signs. These are produced in a plastic format and shall be face mounted onto the sign using the layout criteria noted in the Medium-profile Sign Layout in Section 2.0 on page ##.

2.10 POSTS

Posts are to be 'finished' Pinus Radiata timber painted in Resene Lumbersider 'DOC Green'. This applies to all signs except for the Information & Interpretation kiosk (also known as the Roofed Signboard). In general posts are to be 100mmx100mm in dimension but it may be appropriate to increase the dimension where signboards are at a large scale.

SECTION 3 LANGUAGE

3.1 SIMPLE AND POSITIVE

Language should be kept simple. Sentences should be short and keep to the point. Limit the use of jargon and use technical terms only where required and where doing so will increase interest.

When using scientific terms ensure that the common name also appears. Do not use slang terms.

When referring to facilities use the terms Toilet, Men, Women and walkway.

Keep messages positive. Where a message is to primarily warn of a hazard or is of a prohibitive nature endeavour to ensure that surrounding signboards are positive or provide information of interest about the site. Messages that do provide a warning should be direct and firm. Try also to avoid large groups of prohibitive symbols.

3.2 MĀORI LANGUAGE

It may be appropriate to use Māori language on some signage. Take care to ensure that spelling and grammar are correct when Māori language is to be used. Where possible have the text checked with the Nelson City Council Iwi Liaison Officer.

3.3 FOREIGN LANGUAGE

Symbols should be considered prior to the use of foreign language. Foreign language

should only be used to deliver messages about hazards, warnings, regulations and small items of necessary information.

A 'Sister City' or similar facility may be enhanced by the use of text or symbols familiar to the particular 'Sister City'. Where this is the case a translation in English should be provided.

3.4 PLACE-NAMES

Always use an upper case letter to start a place name. Where there are two names for a location use the name recognised by the New Zealand Geographic Board (and shown in the Department of Lands and Survey maps). It may be appropriate to show an alternative name and this should be shown in italics or in a 'secondary' message text size.

3.5 ABBREVIATIONS

In general abbreviations of measurement have the same singular and plural form – do not add an 's'. Abbreviations do not have a full stop after them.

The following abbreviations are provided and accepted for use:

TIME

- minute(s) use min
- hour(s) use hr

LENGTH/DISTANCE

- millimetre(s) use mm
- metre(s) use m
- kilometre(s) use km

SPEED

- Kilometre(s) per hour use km/h

OTHER

- Street use St



- Road use Rd
- Crescent use Cres
- Avenue use Ave
- New Zealand use NZ

3.6 TIME & DISTANCE

Time should be used as a measure for pedestrian walkway users. This should be the primary indicator but measurements using metres or kilometres may be used as an additional indicator.

Time indicators should reflect the time it would take a person of average or slightly less than average fitness would take to walk the distance.

Time should be shown in the following format:

TIME

- 25min
- 1hr 30min

Distance should be used for vehicular traffic.

DISTANCE

Distance should be shown in the following format:

- 500m
- 1.5km

SECTION 4 SIGN LIBRARY

4.1 HIGH-PROFILE SIGNS

HIGH-PROFILE LAYOUT

The diagram on page ## shows the general layout for High-profile signs and provides some of the commonly used lettering sizes. The lettering sizes relate to activities or locations and the relative speed with which the sign will be approached. Where

an appropriate text size is not provided it will be necessary to interpolate given the surrounding table of text sizes.

The diagram shows a Facility or Reserve entranceway sign. The lettering size and dimensions may be applied to signs within the reserve or facility. These sign types may include information signs, walkway signs, information /orientation signs and on occasion shall be used for signs where the Medium-profile format does not suit the length of message to be delivered.

FACILITY OR RESERVE ENTRANCEWAY SIGNS

This signboard shall be used at the entrance to a facility or reserve. The sign should provide the name of the reserve or facility, perhaps the establishment date if there is an historic significance and symbols that provide general information about the location. A Nelson City Council logo shall also be provided.

WALKWAY SIGNS

This signboard shall be used within a walkway location that is determined to be High-profile.



Example walkway sign on Botanical Hill



INFORMATION/ORIENTATION SIGNBOARDS

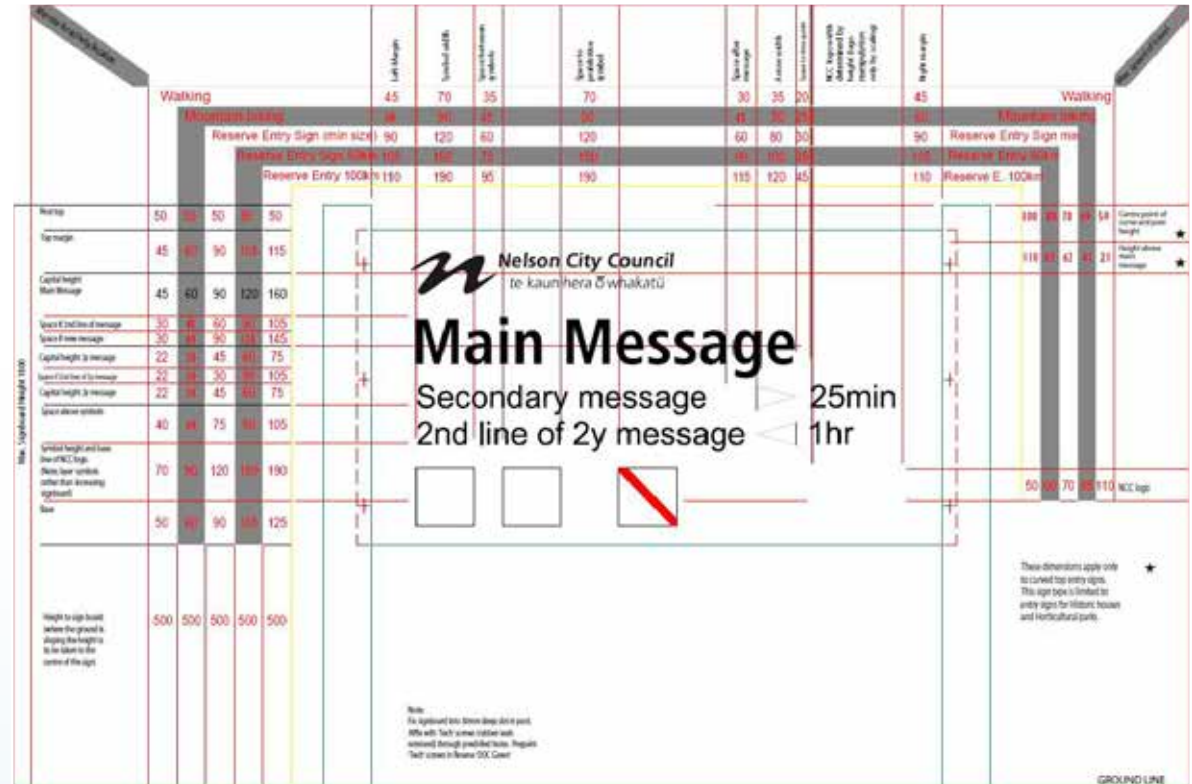
This sign type conveys detailed information about a site or a location and may include pictorial content such as a map or landscape view. It may also include some interpretation of an area.

At the writing of this manual a version with pictorial images has not been produced. Where a coloured image is required laser printing may provide this.

Laser or similarly produced images should be protected by a coat of Resene Ureacryl 403 or similar.

HIGH-PROFILE SIGN LAYOUT & LETTERING SIZES

Diagram 1.0 4.2 Medium-Profile Signs



TIMBER Routed STANDARD NCC PARK SIGN

These signs serve as a Reserve or Facility Identifier. They will include a reserve or facility name and symbols to indicate the general conditions that apply to the location. They shall also have attached a NCC plastic symbol.

This sign may also be used as an internal information sign but it should be remembered that the routed format is not suited to providing longer messages. The use of a High-profile format sign may be more suitable in this situation.

This sign is described by the drawing on Page ##.

TIMBER Routed WALKWAY SIGN

This sign type is used as a method of conveying direction and/or time to a destination. It may also include symbols. They shall serve as an internal or secondary message sign system. The NCC logo will not be included in this sign. This has a similar design to the Timber Routed Standard NCC Park Sign.

TRIANGLE MARKERS

The arrow adopted as standard is also produced in a triangular fluorescent orange plastic format. It is suggested that this be used to denote Nelson City Council tracks in outlying areas such as the upper Maitai water catchment areas. It should only be used in areas where the track is not well defined. Where this type of marker is used it should be used throughout the track. Any older style markers are to be removed.

Triangle markers should be affixed to trees at approximately 1.5m from the ground. They should be fixed using 2.5mm dia. Nails into the moulded holes. The nails should be slightly skewed and left 3.0mm proud to allow for future tree growth



MEDIUM-PROFILE SIGNS LAYOUT & LETTERING SIZES

Diagram 2.0

4.3 SIGNS SUITABLE FOR HIGH- OR MEDIUM-PROFILE LOCATIONS

ROOFED SIGNBOARD

(also known as Information & Interpretation kiosk)

This Signboard is used to convey information, usually historic in nature.

This sign type is described by the NCC 'Roofed sign board' drawing. The sign is constructed using a Macrocarpa timber structure with a cedar or slate roof. Information panels are affixed to the structure.



The information panels are framed laser printed images that vary to suit the location. This manual does prescribe the layout for the information panels but provides an example, below, that shows the nature and approximate colour palette to be followed.

Refer Page ## for Diagram 4.0 showing the Roofed Signboard.



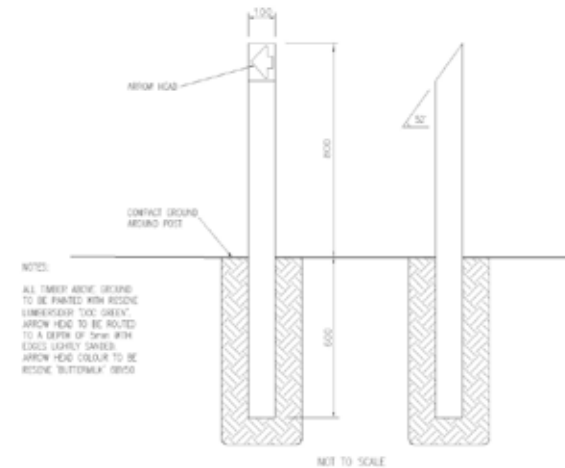
Example of information panel

TIMBER Routed TRACK MARKER

The timber routed track marker is used only where a walk way is not well defined. It may be suitable to use at track intersections, where waterways bisect tracks, where a track enters bush or at points where debris covers a track.

The timber routed track marker is constructed using a 'finished' 100x100 H4 treated Pinus Radiata Post. The post is painted in Resene Lumbersider 'DOC Green' and the Routed arrowhead is painted in 'Buttermilk'.

Note: the arrow shown on the Timber Routed Track marker is different to the standard Arrow already shown in Section 2.9. Do not attempt to match the arrows.



Timber Routed Track Marker Diagram 3.0

FINGER SIGN BOARDS

This signboard should be used where a direction and short message, usually of one or two words, is required. These signs serve as a secondary message to the main signboard. The signboard shall be face fixed to a single 100mmx100mm square post. Generally the post will be H4 treated Pinus Radiata. Some locations may warrant the use of a steel post.

This sign type has not been in production at the time of writing this document. The sign shall be produced using a computer-generated text similar to that of the High-profile sign.



ROSE, TREE & SHRUB LABELS

This is a prefabricated sign label. The labels are affixed to metal stands and located next to the rose, tree or shrub.



Example of Tree label

SPECIFICATION FOR PLANT LABEL ENGRAVED PLATE

(also known as Rose, Tree and Shrub labels)

- Provide 180mm x 75mm x 3mm label as per example shown. The label material is 'Rowmark' brand or similar, 'Ultra mattes' (product name) or similar Reverse engraveable material. All edges shall be bevelled. Provide sample where an alternative material is to be supplied.
- The font style is '2 line block'
- The 'N' logo is to be white in lower left corner
- The text colour is to be white and the background colour is code3-921 Matte/Teal.
- The botanical name is to be underlined with a gap between the first and second name, i.e. *Davidia involucrata*. The capital letter size should be 10mm high and written in Italic form (with 17° slant).
- The family name, i.e. Nyssaceae, is to be shown on the top left side. The country of origin, i.e. China, should be shown to the top right hand side. The capital letter size should be 6mm in height.
- The common name should appear at the bottom centre of the label, ie dove tree. The common name shall appear in lower case only and the letter height shall be 7mm high.

Note: holes are not required in the final label as a separate Contractor supplies and installs Galvanised metal stands to which the labels are applied. The labels are drilled to suit installation methods.

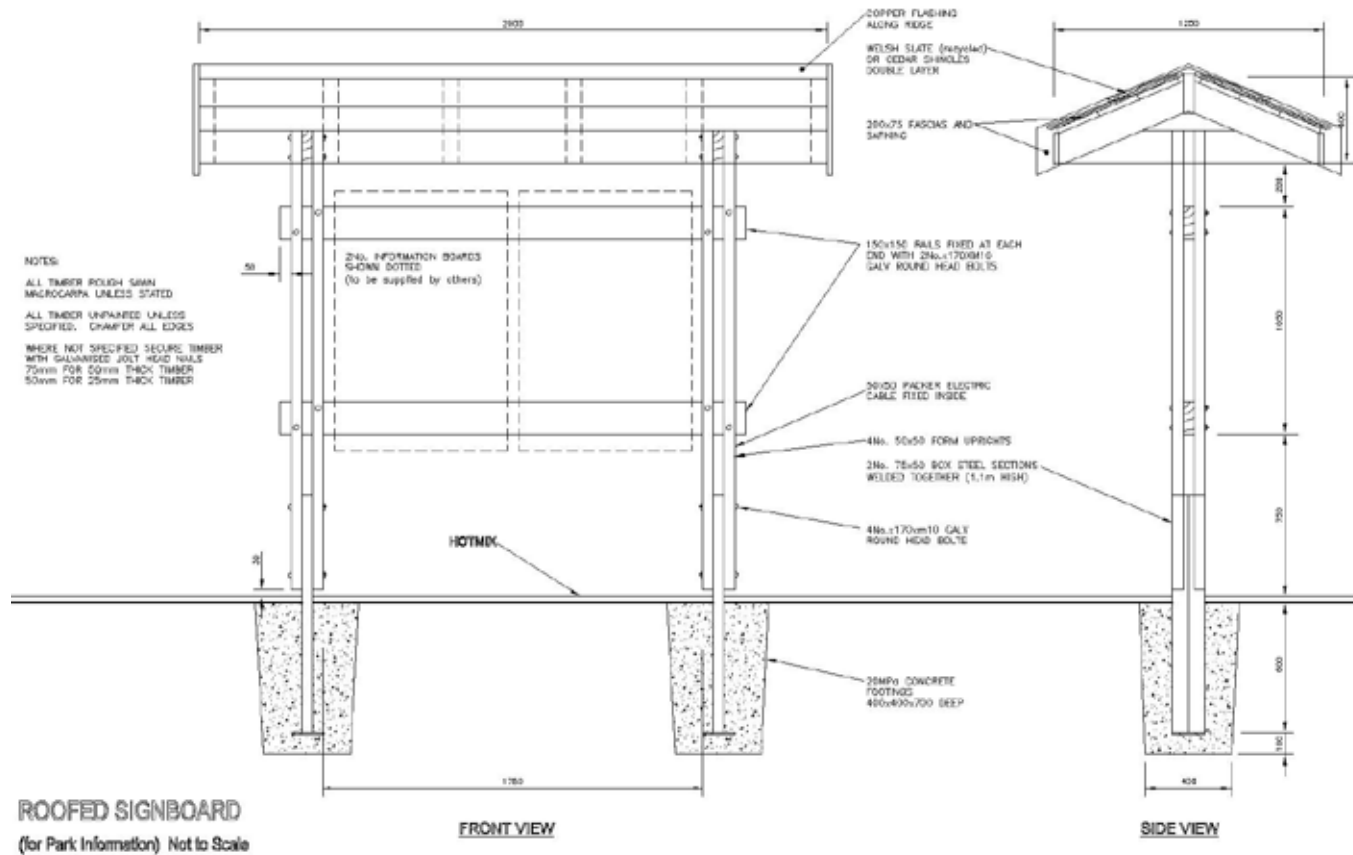
SPECIFICATION FOR ROSE, TREE AND SHRUB LABEL STANDS

- Provide galvanised steel stand for affixing plant labels.
- The mounting plate for the plant label is to be 160mmx65mmx3mm steel flat, welded and mounted at 50° (from horizontal) onto a 12mm dia. vertical steel rod (full height 400mm). The bottom of the rod is to be welded onto a horizontal footing plate (80mmx50mmx5mm).
- Round all corners of all plates (5mm dia.) and de-arris all edges.
- Clean all welding matter off the stand.
- Hot-dip galvanise the stand.

AFFIXING THE ENGRAVED PLATE TO THE LABEL STANDS

- The holes for the labels should be drilled once the labels have been supplied to ensure that the holes and screw heads do not interfere with the text layout.
- Affix the label to the stand with Stainless Steel M6x10 Pan head Machine screw and nylon nuts.





Roofed Signboard (also known as Information & Interpretation kiosk) Diagram 4.0



4.4 MISCELLANEOUS SIGNS

REGULATORY SIGNS

This sign type primarily provides information about the Nelson City Council Bylaws. The Nelson City Council is acknowledged by way of the Bylaw reference. Always use the NCC logo in addition to the Bylaw reference.

This sign type may require a different colour scheme. Where possible this sign type should follow the High-profile layout.

It may be appropriate to use a single post construction method.

WARNING SIGNS

Warning signs should follow the High-profile layout. They should state the hazard, advise who it applies to, whether it is more prevalent at different times of the year, what precautions should be taken and provide the Nelson City Council identification.

It may be appropriate to use a single post construction method.

4.5 TEMPORARY SIGNS

These signs should only be used to advise of a new hazard. Time will be of the essence and so a temporary or instant sign should be produced by the fastest means. The sign should be clearly seen, firmly affixed, advise of the hazard, prominently show a Nelson City Council logo and be able to withstand damage from the elements. A laminated paper sign may be appropriate.

Temporary signs should be removed as soon as the hazardous situation has been rectified. Where a hazard cannot be removed in the short term then a more permanent sign, suiting the repair timeframe, is to be installed.







4.6 MOUNTAINBIKE SIGNS





Respect others	Respect the rules	Respect the track
<ul style="list-style-type: none"> - Stay in control. - Give way to walkers. - Signal your approach and pass with care. - Ride shared-use tracks in small groups. 	<ul style="list-style-type: none"> - Ride only where permitted. - Obtain permission from private land owners. - Leave gates as you find them. - Be prepared - take food, water, tools, First Aid and warm clothes. 	<ul style="list-style-type: none"> - Don't skid, cut corners or make new lines. - Avoid riding in the mud and rain. - Take rubbish home. - Clean your bike to prevent spreading weeds.



MOUNTAINBIKE GRADING		
Grade	symbol	grade description
Easy	1.  BEGINNER	Fairly flat, wide, smooth track or gravel road.
	2.  EASY	Mostly flat with some gentle climbs on smooth track with easily avoidable obstacles such as rocks and potholes.
	3.  INTERMEDIATE	Steep slopes and/or avoidable obstacles possibly on narrow track and/or with poor traction. There may be exposure at the track's outside edge.
Modera	4.  ADVANCED	A mixture of long, steep climbs, narrow track, poor traction and obstacles that are difficult to avoid or jump over. Generally exposed at the track's outside edge. Most riders will find some
Very Hard	5.  EXPERT	Technically challenging. Giant climbs, narrow track and numerous hazards including dangerous drop-offs, sharp corners and difficult obstacles. Expect walking and possibly bike carrying.
	6.  EXTREME	Downhill/free ride specific tracks. Extremely steep sections with large drop-offs and other unavoidable obstacles. May include man made structures and jumps.
Most rides become more difficult when wet		



SECTION 5 PLANNING AND ORDERING

5.1 PLANNING

Where a location is new or signage is to be replaced entirely within a location then it will be opportune to look entirely at the site. Planning will help to establish needs.

A site plan that locates signage within the built and landscaped environment will provide a good base for establishing the need and requirements of signage.

Once requirements are established a Schedule of Signs should be developed. The schedule shall include all levels of signage including entranceway signs and internal signage and each sign should be identified individually. Each sign will be keyed to a location and the details (including text, visuals and symbols) for each sign should be carefully considered and included in the schedule.

Individual signs shall follow a similar process.

5.2 CONSENTS

Signs may require consents prior to installation. It will be advisable to consult the Building Code and the Nelson Resource Management Plan.

Where there is any doubt that a sign may require consent it will be advisable to consult the Nelson City Council Planning & Consents Department.

SECTION 6 SITING AND INSTALLATION

6.1 SITING

The siting of a sign should be considered prior to construction of the sign and again at the time of installation.

Consider:

SAFETY

Signs shall be located to provide safe distance or time to identify a hazard or entry point to a facility or reserve. They shall be located so that the sign itself does not act as a hazard or obscure a hazard.

VISUAL IMPACT

Signs should be easily seen but should not unnecessarily obscure the view. Locating a sign in front of foliage or on the face of a bank will serve to reduce unwanted visual impact.

INTEGRATION

Signs should fit within a location and where possible serve to enhance the visual quality of the location.

CIRCULATION PATTERN

Be aware of the natural circulation patterns or routes that are in use. Signs will be more easily noticed if they are sited where Users are likely to circulate.

CONTEXT

Ensure that signs are located so that they easily identify the feature or location.

VEGETATION

Do not locate a sign where vegetation will eventually obscure the sign. Plantings should be removed prior to installation if no better location is available.

6.2 INSTALLATION

Signs should be tested in their location prior to and after installation. Installation shall be carried out as per the individual construction details for each sign type.

Where there is a greater likelihood of vandalism it may be appropriate to concrete a post foundation where it is not already specified.

Ensure that a site is left tidy and any concrete formwork removed as required.

SAFETY DURING INSTALLATION

Ensure that the installer is aware of the presence of any known or possible underground services in the area. Where required have services located accurately by the appropriate Authority.

Where a sign is located on a roadside it will be necessary to place hazard signs around the installation site and for safety vests to be worn by the installer.

Refer to the Transit New Zealand booklet 'Working on the Roads' for current safety



information about working on the roadside.

SECTION 7 ASSET RECORDING

7.1 ASSET MANAGEMENT

Nelson City Council requires that the signage asset be recorded within the Hanson Asset Management system.

Upon installation the following items of information shall be recorded and forwarded to the GIS Team:

- A location diagram or written information about the sign location. The location information should enable the GIS team to locate the sign with ease. Landmarks, walkway intersections, street names etc should be provided.
- A photographic image (digital or manual).
- Physical description and list of materials used in construction (to include installation method).
- Manufacturer and date of manufacture.
- Value of sign.
- Maintenance Contractor and contract reference.
- Where the sign is located within a walkway system it will be helpful to provide a GPS location.

A form providing spaces for the information is located in the appendix of this document.

Note: Shrub and Tree plaques shall not be individually recorded as assets. Instead an inventory of the number of plaques shall be recorded for each Horticultural park. This information shall be recorded in the Asset Management system.

7.2 INSPECTION AND MAINTENANCE

A system of inspecting the signage stock shall be implemented. Damaged signs should be repaired or replaced without delay.

Maintenance and cleaning should be undertaken at regular intervals.

The High-profile signs may be cleaned with a car cleaning and polishing system. The Medium-profile signs are to be cleaned with water, brushes and mild detergent.

A Maintenance Programme will ensure that:

- Vegetation or similar obstructions are removed
- The sign and post system are in good repair, the signboard is sound and that the posts are secure and vertical.
- That the text is in good condition and legibility is not compromised.
- That the signboards are clean.
- Any signboards that are beyond repair should be removed immediately and replaced.

Importantly, the maintenance programme should look at ensuring the validity of all signs and the message they contain.

7.3 SIGNS INSTALLED PRIOR TO APRIL 2004

In order to integrate the new High-profile signs with the existing signage stock it will be necessary to ensure that all timber routed signs meet the Medium-profile standard. A programme of refurbishment and replacement shall be undertaken in a timely fashion so that a consistent image is presented.

Refurbishment should ensure that:

- Signs meet the adopted colour standard
- That the layout and colour of the symbols meets the Medium-profile standard. All existing orange symbols are removed and replaced with new 'DOC green' and 'Buttermilk' symbols.
- Along with the standard symbols a new Nelson City Council symbol is to be applied to meet the Medium-profile standard.
- That the posts are sound and firmly positioned.

Signs that are beyond repair shall be removed. Determine that a sign is required and that the message is still relevant. Depending upon the location replace the sign with a Medium-profile signboard or a High-profile signboard.

