

Signage at Auckland Council



For more information:
please contact your marketing advisor or
email to signage@aucklandcouncil.govt.nz

Signage at Auckland Council

This information sheet gives you an overview of signage at Auckland Council, including how to arrange for temporary and permanent signage to be designed, produced and installed across the region. It should be used in conjunction with the following guidelines as appropriate:

- Auckland Council Signage Manual
- Auckland Council Interim Brand Guidelines
- Auckland Council Regional Parks Signage Manual

How to produce signage at Auckland Council

1. **Signage brief:** Fill out the signage brief form available on the intranet. Include all relevant information, such as: the purpose of the sign, the type of sign required, content, preferred dimensions, cost code and delivery details.
2. **Signage supplier:** Send the brief form to your signage supplier (see accompanying list) or to your department's marketing advisor in the Communications and Public Affairs department (C&PA) and request a cost estimate. You may be asked to clarify some details within the brief or to provide additional information.
3. **Cost estimate:** Once the cost estimate has been accepted, provide your supplier with a purchase order number.
4. **Proof:** Receive the signage proof from the supplier and check that the content and layout are correct, paying particular attention to grammar and punctuation. If you are dealing with the supplier direct, ensure a C&PA representative sights the proof before production to check for consistency with the Auckland Council interim signage manual. Email the proof to your department's marketing advisor or to signage@aucklandcouncil.govt.nz for approval.
5. **Approval:** Once the layout has been approved, confirm signoff with your relevant stakeholders and advise your supplier to proceed with production. Confirm the delivery address and contact name.

6. **Production, delivery and installation:** Supplier to manufacture sign according to approved specifications, deliver it to the supplied delivery address, and handle installation if applicable.

1 Signage brief:
complete the 'Signage Brief' form

2 Signage supplier:
send the completed signage brief to a signage supplier or C&PA marketing advisor

3 Cost estimate:
receive cost estimate for the sign, review and approve or reject. Provide purchase order to proceed.

4 Proof:
receive signage proof to review. Provide consolidated feed back. Run proof past C&PA representative for a brand consistency check.

5 Approval:
confirm signoff with relevant stakeholders and send approval to proceed to production to the supplier.

6 Production and delivery.

Signage suppliers

The following is a non-exhaustive list of recommended signage suppliers commonly used by Auckland Council to produce temporary and permanent signage:

| Company | Phone Number | Email |
|------------------------------|--------------|--------------------------------|
| ID Results | 09 537 9232 | signage@idresults.co.nz |
| Programmed Property Services | 09 571 0610 | ross.mclennan@programmed.co.nz |
| Sharp Signs | 09 360 2746 | ross@sharpsigns.co.nz |
| DSM Group Limited | 09 415 8301 | glenda.fawcett@dsmgroup.co.nz |
| Brave Design | 09 836 2482 | julian@bravedesign.co.nz |
| Sign Craftsmen | 09 443 5877 | sales@signcraftsmen.co.nz |
| Sign of the Times Ltd | 09 444 7446 | admin@sott.co.nz |

Signage design within Auckland Council

Auckland Council has a design studio service within the Communications and Public Affairs department which is available to council staff. Note that a minimum two-week turn around timeframe for production applies. Please contact your department's marketing advisor for more information about this service.

Branding and design

The Auckland Council Signage Manual governs the branding and design considerations for Auckland Council signage. It is essential that signage being produced and installed across the region retains a consistent look and feel. This enables ongoing public recognition of assets that are owned, operated and maintained by Auckland Council and funded through Aucklanders' rates.

Contact signage@aucklandcouncil.govt.nz to request a copy of the manual.

Note that there is a separate signage manual for Auckland Regional Park's signage.

Contact signage@aucklandcouncil.govt.nz if you are producing signage for regional parks.

Categories of signage at Auckland Council

Visitor behaviour signage:

Used to guide visitor interaction at council facilities, either in support of certain activities (eg 'Please use the litter bins provided') or against (eg "Please do not feed the ducks").

Directional/wayfinding signage

Used to convey location and directions to visitors.

Interpretative Signage

Interpretative signage covers a range of topics such as natural and cultural heritage, historical stories, geological information, or when there is a need to highlight points of interest within a reserve, park or urban space.

As interpretative signage differs significantly from directional and visitor behaviour signage, it requires some expert knowledge and input to get it right. Please contact signage@aucklandcouncil.govt.nz to request a copy of the interpretative signage 'best practice' guidelines.

Temporary Signage

Temporary construction works, upcoming events, and unforeseen incidents may require temporary signage to let the public know about specific project information, alternate walking routes, contact details, etc.

We recommend corflute signage for these situations as it is cost effective, durable and easy to install. Corflute signage is available from all signage suppliers listed on this info sheet. Alternative materials, such as palite or acrylic, are more suitable for temporary signage installed for long periods of time. Ask your marketing advisor or email signage@aucklandcouncil.govt.nz for advice.

Temporary signage design templates are located in the interim signage manual.

Communications and Public Affairs department

High-quality signage plays an important part in enhancing Auckland Council's reputation amongst Aucklanders. Signage highlights Auckland's valuable assets that are funded by ratepayers, and maintained, operated and developed by the council.

The Communications and Public Affairs team is responsible for ensuring that a high standard of signage exists across Auckland, with clear, effective messaging and consistent application of the Auckland Council brand.

Each Auckland Council department has access to a communications and marketing advisor to assist with copywriting and production of signage where necessary, as well as access to design services.

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