

# Creative City Hoardings

Sydney2030/Green/Global/Connected

Design and installation guide

Issue 1.4

# Artwork Application: Historic

# Artwork Application

## 1 Create a new file in Adobe Indesign

**What do you need?**

- exact hoarding measurements
- desired artwork scale
- desired resolution for images

**Create a new file in Adobe Indesign**

Hoarding artwork is usually set at 10% of actual size at 900dpi. Always check the specifications with your printer.

## 2 Select Creative City historic hoarding template

Template



## 3 Copy and paste artwork module to your file

Read instructions on pages 4 and 5.

If the height of your hoarding panel is

- ▶ 1m or 2.4m —→ do not scale templates
- ▶ **different** to the templates —→ scale templates proportionally to fit your panel

## 4 Insert your images

# Template #1: Historic Hoardings

**1m tall hoarding fascia (‘Type B’ hoarding)** Remove image credits and centre image top to bottom.




**2.4m tall hoarding (ground level) – ‘Type A’ hoarding and site fence of ‘Type B’ hoarding**



1

Understand the artwork module

Artwork module consists of image + black panel + description



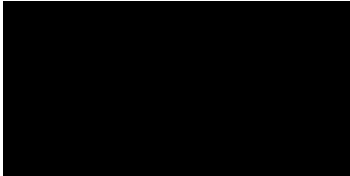
← Artwork

← Colour  
Rich Black

← Artwork credit  
Times New Roman

Width  
Varied, depends on image and available space

Width  
Consistent throughout full set of hoardings



← Background colour  
Rich black


2

Copy & paste artwork module to your file


If the height of your hoarding panel is

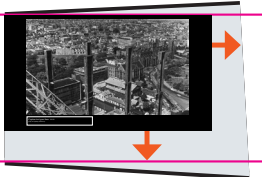
- ▶ 1m or 2.4m → do not scale module.
- ▶ different to the templates → scale proportionally to fit full height of the safe area in your panel.

Indicates safe area




→






→




3

Adjust composition

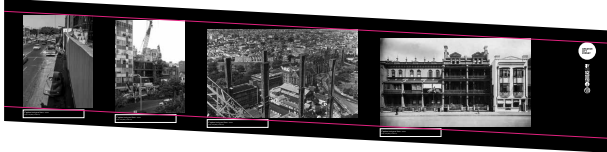
Insert your image and adjust width to fit your panel space. Keep width of black panel consistent (between 400mm min – 600mm max)




→



For hoardings on steeply sloping sites, step the images with the gradient of the street, so they remain horizontal.



✓




✗


4

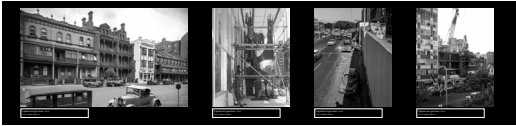
Assembly

Assemble modules to achieve the best aesthetic.




→





→



City of Sydney — Creative City Hoarding Guideline – Historic Images Design Template Issue 1.4

— 4

# Artwork application rules

## Planning ahead

In creating your design, it is important to consider the following requirements:

- The full surface area of fascias, site fences and major access gates or doors must be covered by a graphic display. The remaining surface (trimming boards and minor access doors) must be painted flat black.
- **Site information and safety signage** must not be placed over artwork. Factor-in the location of essential signage in your design, leaving plain black background areas to attach signs to.
- **Site signage** should be placed at the end of hoarding panels, providing the largest possible, uninterrupted area for artwork display.
- No artwork is required on **access doors or gates that are less than 2m wide** (use for site signage where practical).
- Doors or access gates **wider than 2m must feature artwork**. These graphics must be printed or laminated to a durable approved base-board and screw-fixed to the gate using countersunk screws.
- Some community information and minor corporate branding is allowed, please see Table 2 in the Guidelines for Hoardings & Scaffolding.

## Printed area & safe area

Always print to the full height of the panel, excluding top board and kick board. Top board and kick board should always be painted black (matt or silk only).

Always apply actual artwork within safe area.

Safe area is highlighted in yellow in below example.

If working with the 1m high, balcony level Type B hoarding, remove image credits from the template and centre images to the height of the panel with equal black top and bottom.

## Printing and installation

The system of installation of artwork to temporary structures must consider long-term durability, appearance and maintenance requirements.

As a general rule, hoarding artwork should be printed on a recycled or recyclable **PVC banner fabric**. UV-stabilised inks must be used.

Hoarding artwork must be **installed using powder-coated black sail track** and low profile fixing screws.

**Self-adhesive display material** may be permitted in certain exceptions:

- on site fences of Type B hoardings where the overhead deck affords weather protection to prevent loss of adhesion.
- on Type A hoardings where weather-protected by street awnings and where it can be demonstrated that the plywood base-board can be appropriately sealed to prevent dampness reaching the adhesive backing.
- on the fascia of Type B hoardings where a smooth metal finish is provided and the top of the fascia panels can be fully sealed to prevent rainwater entry behind the graphic.

In areas of the city which are identified as having a **high-risk of vandalism and graffiti**, an alternative system of laminated graphics may be recommended by the City.

All reasonable efforts should be taken to remove graffiti from hoarding artwork within 48 hours. Should it be impossible to remove graffiti through low-cost, manual efforts, you may be required to reprint and replace the affected artwork.

