### Revision Register

<table>
<thead>
<tr>
<th>Revision</th>
<th>Author</th>
<th>Date</th>
<th>Amendments</th>
</tr>
</thead>
<tbody>
<tr>
<td>A–K</td>
<td>Minale Tattersfield</td>
<td>07.03.2014</td>
<td>Final revision whole document</td>
</tr>
<tr>
<td>L</td>
<td>Full Extent</td>
<td>10.10.2014</td>
<td>Revision of map section</td>
</tr>
<tr>
<td>M</td>
<td>City of Sydney</td>
<td>January 2015</td>
<td>Revision of Pylon, Flag and Finger and Tactile Indicator sections, Taxi signage and graphic grids added</td>
</tr>
<tr>
<td>N</td>
<td>City of Sydney</td>
<td>September 2015</td>
<td>Revision of Pylon, Flag and Finger sign and Map sections</td>
</tr>
<tr>
<td>O</td>
<td>City of Sydney</td>
<td>March 2016</td>
<td>Revision of Placement and Messaging section</td>
</tr>
<tr>
<td>P</td>
<td>City of Sydney</td>
<td>June 2019</td>
<td>Update of graphic application specification for pylon panels</td>
</tr>
</tbody>
</table>

### Contributing Consultants

- Minale Tattersfield
- Full Extent
- Tzannes Architects
- Best Group
- A to B Wayfinding
CONTENTS

Introduction .................................................................1

Sign Family .................................................................2
  Graphic Specifications For all Signtypes of Legible Sydney .......... 5

Pylon Sign ......................................................................6
  Pylon Components .........................................................7
  Pylon Elevations ............................................................9
  Pylon Assembly Drawing ..................................................10
  Construction Specifications ...............................................11
  Pylon - Graphic Grid ........................................................12
  Pylon Small – For Special Locations .....................................17
  Pylon Small - Graphic Grid ................................................19
  Pylon Surface Mounted – Single Sided ..................................20
  Pylon Surface Mounted - Graphic Grid ..................................21
  Map Wall Mounted ..........................................................22
  Map wall mounted - Graphic Grid ........................................23
  Map wall mounted small - Graphic Grid ..................................24

Flag & Finger Signs .......................................................25
  Flag Sign – Panel Details for Smart Pole Bracket ....................26
  Finger Sign – Panel Details for Smart Pole Bracket ...................27
  Flag & Finger Sign – Panel Details For RMS Pole Bracket ...........28
  Flag Sign - Graphic Grid ...................................................29
  Finger Sign - Graphic Grid ................................................30
  Flag Sign - Public Transport ...............................................31
  Flag Sign - Public Transport - Graphic Grid ............................32

Wayfinding Map ............................................................33
  Mapping Features ..........................................................34
  Map Production Process ....................................................35
  Typical Map Crop Examples ...............................................36
  Line Specifications & Scale ................................................37
  Area Specifications ..........................................................38
  Text Specifications ..........................................................39
  Pictogram Specifications & Map Grid ....................................40
  Walking Circles .............................................................41

Placement and Messaging Guidelines .................................42
  Placement Guidelines - Desktop Review .................................44
  Placement Guidelines - Data Collection and Layering ...............45
  Placement Guidelines - Filtering .........................................46
  Placement Guidelines - Filtering / Viewing Distances ...............47
  Placement Guidelines - Draft Placement Scheme ....................48
  Placement Guidelines - On Site Audit ....................................49
  Placement Guidelines - Clutter Reduction ..............................52
  Messaging Guidelines - Place Naming ....................................53
  Messaging Guidelines - Addressing .......................................56
  Messaging Guidelines - Directional Information ......................57

Messaging Guidelines - Messaging Hierarchy ..........................58
  Messaging Guidelines - Additional Information .......................59
  Documentation ..................................................................60

Tactile/Braille Signage .....................................................61
  Tactile/Braille Signage - Placement ........................................62
  Tactile/Braille Signage - Graphic Insert ....................................63
  Tactile/Braille Signage - Pilot Photos .......................................64
  Audio Tactile Button & Existing Rubber Tactile Sign ..................65
  Typical Tactile/Braille Signage Placement on George Street .........66
  Tactile/Braille Signage - Messaging Rules ...............................67

Taxi signage .....................................................................68
  Taxi Rank Pylon Components & Specifications .........................69
  Taxi Rank Pylon - Graphics Panel 2 .......................................70
  Taxi Rank Pylon - Graphics Panel 3 .......................................71
  Taxi Rank Pylon - Graphics Panel 4 .......................................72
  Taxi Finger Sign ................................................................73

Appendices
  Appendix 1 Wayfinding Signage Pylon and Taxi Rank Pylon - Construction Drawings
  Appendix 2 Tactile/Braille Signage - Construction Drawings
  Appendix 3 Wayfinding Destination Schedule
Introduction

Purpose of this Manual

This Design Manual has been created to assist with the planning, documentation and tendering of the City of Sydney’s pedestrian wayfinding signage system. It sits alongside the City’s internal document for signage maintenance, which outlines the ongoing management of installed signage covering the physical sign maintenance and ongoing content management of the system.

Using this Manual

The following document provides conventions and specifications on graphics, colours and industrial design as well as guidelines on placement and messaging of wayfinding signage. It is to be used for the design, placement and manufacture and installation of new signage.

The appendix further includes construction drawings for pylon sign, taxi pylon sign, flag and finger signs and Tactile/Braille street signage.

The Wayfinding Destination Schedule is also attached to assist with messaging development (refer to Placement and Messaging Guidelines).
Pylon – Free Standing, Wall Mounted, Small Free Standing, Taxi Rank, Taxi Stand

Flag & Finger Sign – Fixed to pole: Wayfinding, Public Transport, Taxi
Tactile Indicator
The Legible Sydney wayfinding signage family comprises various sign types, which cover a number of signage requirements in the urban environment.

Design Development and Consultation

The main 4 signage types (Pylon, Flag, Finger and Tactile/Braille signage) were developed in detail over a period of almost two years and in close consultation with internal and external key stakeholders.

In 2013 a series of mock-ups were prepared for public exhibition and feedback on colours and graphics of the proposed signage, which resulted in further development of the signs.

A pilot was installed in late 2014 to further test the industrial design and installation methods of the signs. Independent evaluation and stakeholder feedback was collated and feedback integrated in the final design and preparation of the construction drawings.

W1 – W3. Pylon – freestanding and surface mounted

The Pylon is used at arrival points near transport hubs, at important nodes, decision points, public places and major destinations. It provides a ‘heads-up’ map with information covering a wide area. The map features a walking circle indicating walking times to nearby attractions and areas. The pylon features information including phone numbers, websites, QR Code, and NFC as well as Braille/tactile contact number and location reference. Smaller pylons feature in small scale or heritage environment. Pylons are located so as not to obstruct circulation.

W4. Flag Sign

The flag signs are fixed to smart poles and common poles. They reassure routes with place reference, directions similar/same as displayed on pylons. The flag signs are posted secondary to the pylon and where pylons are not suitable.

A variation of the flag sign has been developed for public transport directional signage. (W13)

W5. Finger Sign

Finger signs are fixed to smart poles and common poles. They apply where legibility from a longer distance is required, and where routes departing from decision points are few.

W6. Tactile Indicators (street name sign)

Tactile Indicators are signs that are placed at signalised pedestrian crossings adjacent to the pedestrian crossing push button to allow touch reading by people who are blind or have low vision and read at close range.

W7. Map

Maps are typically installed to freestanding and wall-mounted pylons. Maps can also be displayed individually to entries/exits to transport hubs, significant destinations, transport infrastructure such as bus stops, City of Sydney structures such as phone booths, tourist information bureaus and kiosks.

Maps are displayed in a ‘heads-up’ rather than a ‘north-up’ orientation as this is aids navigation when reading the maps. Where space is limited only the detail map will feature.

W8. Destination marker

A destination marker signals the arrival at a destination such as a significant park, civic building or place. It features the name of the destination and relevant interchangeable information. Additionally the marker can also feature interpretation about the place (history, flora fauna etc, depending on the destination). The graphics and displays feature on both sides of the marker.

W9. Interpretation Marker

The interpretation marker identifies a site, a place or a journey providing interpretation about the place (history, flora fauna etc, depending on the destination). It can be a stand alone marker or in proximity with a wayfinding pylon. The graphics and displays feature on both sides of the marker.

W10 - W12 and 14. Taxi Signage

The Taxi signage includes variations of the wayfinding pylon for Taxi Ranks and Taxi Stands.

A variation of the finger sign is also included in the Taxi signage family.
ABCDEF GHJKLMN OPQRSTUVWYZ
abcdef ghijklmnopqrstuvwxyz
1234567890

Typeface: Frutiger 57 Condensed
Tracking: -20
Kerning: Optical

Hierarchy of Directions
1. Typical
2. Where required
3. Typical
4. Where required
5. Typical

Train
Bus
Ferry
Light rail
Taxi rank
Phone number
Information

City of Sydney Logo
C0 M0 K0 Y0
Transparency 60%

Colour for main body of pylon sign & background to all sign types.

To match Dulux powder coat Precious Metropolis Bronze Pearl Satin 9751-59003
Source: City of Sydney “Public Domain Code”

Colour for Header and key graphic elements.

PMS 1235 C
Source: City of Sydney “Our City, Your Brand”
1. Header

Signs are clearly identified by a circle containing the ‘information’ symbol above head height for visibility from a greater distance.

2. Sign Address

The typography, colour coding and naming conventions are consistent with those on the Legible Sydney printed walking maps and other elements of the system.

3. Directional Information

Directions are listed in accordance with the messaging guidelines.

4. Detail Map

The detail map or ’5-minute’ map is used to find a destination. It clearly depicts walking routes, roads, buildings and landmarks.

5. Braille/tactile Contact Detail

Braille/tactile contact number and location reference.

6. Overview Map

The overview map or ’15-minute’ map is used to orientate the user in a larger context of the city and show how close areas are to each other. It provides the information needed to link areas of Sydney and instills the confidence to attempt longer distance walking journeys.

7. Contacts & Digital Media

Information including phone numbers, websites, QR Code and/or NFC.

8. Key

Streets and key destinations shown on maps are listed in alphabetical order and coded with the grid reference on the map.

9. City of Sydney Logo

The City of Sydney logo is a constant assurance of the systems quality, management and ownership.
Definition

The pylon is the cornerstone of the wayfinding system and the point of reference from where any relevant information can be obtained.

It is located at primary decision points only. The majority of the wayfinding signs, such as flag and fingersigns are placed along the routes to reassure the user.

Development

Size, shape and content of the doublesided pylon were developed after research into best practice and wayfinding systems in Australia and overseas.

Information content was developed considering optimal design in context with user needs.

The layout of graphics follows a format which is based on the principles of wayfinding, legibility, cognition, ergonomics and how users with disabilities interact with signage.

A rational display of hierarchical information onto interchangeable panels enables a continuing update of the information.

Materials and colours were developed and chosen in consultation with City of Sydney and are Sydney specific.

Graphic Components

The yellow pictogram in the header was chosen as it universally communicates a source of information.

The header also features the sign address on two levels, suburb/precinct/village and neighbourhood.

Directions typically feature six directions according to the place hierarchy.

To establish the order of directions, full scale mockups were prepared considering best practice and project-specific issues.

Typically the straight ahead direction is at the top of all directions followed by the direction to the right and finally the direction to the left.

Messages are supported by internationally recognised pictograms.

The typeface chosen for all lettering was Frutiger 57 Condensed tracking-20. Frutiger is indisputably a highly legible and proven typeface developed for signage environments.

Maps

The maps were developed with a cartographer. They feature a detailed heads-up map of the immediate area, a smaller heads-up map in different scale to inform of a larger area, approximately four times the area of the detail map. The maps feature a key.

The colours developed and chosen for the maps fulfill the criteria of optimum legibility in the exterior environment and optimal contrast between the colours.

A feature of the map is the distinct colour of pedestrian areas clearly denoting routes and places for the primary user.

Contact Information

Three critical contacts are listed with name, phone number, website and QR code. This allows users to tap into more detailed and up-to-date information.

Contact Information in Tactile and Braille Lettering

Pictograms, message, phone number and reference to the location of the pylon feature on an encapsulated graphic panel.

City of Sydney Logo

The logo of the City of Sydney features close to the base of the sign in a watermark-type application.

Frame

A frame of stainless steel plates protects the edges of the pylon, and creates a distinctive appearance against the faces of the pylon. The materials and colours of the pylon align with the City’s street furniture design code.
Drawings are indicative only, refer to Wayfinding Signage
Pylon and Taxi Rank Pylon - Construction Drawings
(Appendix 1) for full details and specifications.
Drawings are indicative only, refer to *Wayfinding Signage Pylon and Taxi Rank Pylon - Construction Drawings* (Appendix 1) for full details and specifications.
Construction Details

Refer to Appendix 1:

Wayfinding Signage Pylon and Taxi Rank Pylon - Construction Drawings.

Graphic Application

One of the following 2 graphic applications may be chosen by the City of Sydney on a case by case basis depending on the replacement and update requirements.

Graphic Application - Option 1

Reproduction as per artwork and colour specifications only.

1. Panels 1, 2, 4 and 5
   Direct digital print on bronze 2-pac paint finish with 30% gloss 2-pac clear coat.

2. Panel 3
   1.35mm acrylic panel, reverse paint sprayed to match Dulux Precious Metroplis Bronze Pearl Satin 971-59003. White acrylic Tactile letters, raised 1.15-1.35mm above surface, must be fully cut through the base panel, of a snug fit and not have free play in the panel.
   Braille to be certified 316 grade stainless steel bearings, pressed into panel surface.
   All tolerances must take into account expansion and contraction of materials.

Graphic Application - Option 2

Reproduction as per artwork and colour specifications only.

1. Panels 1, 2, 4 and 5
   Photoanodising with antigraffiti and UV protection coating.

2. Panel 3
   as per Option 1
Note: Shown is a typical layout of graphics for directions within an overall guiding graphic grid. Quantity of destinations per direction may vary.
Note: Detail Map at the same scale as typical pylon. Cropping of map subject to client approval.
PYLON SURFACE MOUNTED – SINGLE SIDED

Frame
“Signlink” Grandeur (or similar approved) frame in Satin Natural Anodise (SNA) finish. Unit is 17mm thick.

Fixing Method
2 x “Signlink” propriatory product Split Batten (or similar approved) total 9.5mm thick.
Mechanical fixing, appropriate double sided tape.

Outer Frame
Nominal 6mm stainless steel 316 bar 2B finish on all 4 sides. Non-directional orbital linish to exposed surfaces. Edge mirror polished. Smooth outer edges.
Fixing of Frame components similar to method specified for Pylons. Frame bars 27mm wide and flush with face of frame.

Graphics
Reproduction as per artwork and colour specification only.
Graphics digitally printed.
Frame
“Signlink” Grandeur (or similar approved) frame in Satin Natural Anodised (SNA) finish. Unit is 17mm thick.

Fixing Method
2 x “Signlink” proprietary product Split Batten (or similar approved) total 9.5mm thick.
Mechanical fixing, appropriate double sided tape.

Outer Frame
Nominal 6mm stainless steel 316 bar 2B finish on all 4 sides. Non-directional orbital linish to exposed surfaces. Edge mirror polished. Smooth outer edges.
Fixing of Frame components similar to method specified for Pylons. Frame bars 27mm wide and flush with face of frame.

Graphics
Reproduction as per artwork and colour specification only.
Graphics digitally printed.
Note: Scale of Detail & Overview Maps are subject to evaluation and client approval.
Note: Scale of Detail & Overview Maps are subject to evaluation and client approval.
**Flag & Finger Sign**
Fit to Smartpole with brackets supplied by CoS

**Specifications**
- 6mm Aluminium panel, cut to suit bracket fixings, bronze 2-pac paint finish with 30% gloss 2-pac clear coat.
- Graphic application: vinyl cut lettering and digitally printed graphics on white vinyl (for transport icons).
- Reproduction as per artwork and colour specifications only.
- Brackets for poles other than smart poles are to be 2-pac painted in bronze as specified for Legible Sydney signage system (refer to page 4).

**Broadway Bay Street**
- UTS/Chinatown: 6 min
- Central: 10 min
- Victoria Park & Pool: 3 min
- Newtown: 15 min
- Wentworth Park: 6 min
- Fish Market: 17 min

---

June 2019 | Issue P | City of Sydney: Legible Sydney Design Manual |
Flag & Finger Sign
Fit to Smartpole with brackets supplied by CoS

Glebe Point Road
Wentworth Park

6mm Aluminium Blade
Pole

Smart Pole Bracket

Outer Edge Smart Pole Bracket

Glebe Point Road
Wentworth Park

2 min
5 min

Note: Refer to page 25 for specifications
FLAG & FINGER SIGN – PANEL DETAILS FOR RMS POLE BRACKET

**Broadway**
Bay Street

**Glebe Point Road**
Wentworth Park

- **UTS/Chinatown**: 6 min
- **Central**: 10 min

- **Victoria Park & Pool**: 3 min

- **Newtown**: 15 min

- **Wentworth Park**: 6 min
- **Fish Market**: 17 min

Standard T-shaped Aluminium Bracket with stainless steel banding

6mm Aluminium Blade

Note: Refer to page 25 for specifications
Note: Shown is a typical layout of graphics for directions within an overall guiding graphic grid. Quantity of destinations per direction may vary, but should not exceed 6 directions in total.
Note: Shown is a typical layout of graphics for directions within an overall guiding graphic grid.
Typical 2500

Pole
Smart Pole Bracket
6mm Aluminium Blade

Note: Refer to page 25 for specifications

FLAG SIGN – PUBLIC TRANSPORT

Central
→ 2 min

Railway Square
→ 5 min

Pyrmont Bay
→ 3 min

June 2019 | Issue P | City of Sydney: Legible Sydney Design Manual |
Pyrmont Bay

5 min

FLAG SIGN – PUBLIC TRANSPORT - GRAPHIC GRID