Acknowledgement of Governments investment through Government signage

This Fact Sheet is developed by the State of Queensland (Department of the Housing and Public Works - Building and Asset Services).

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Introduction

The Department of the Housing and Public Works supports the Queensland Government’s Corporate Identity Guidelines requirements.

The Guidelines requires acknowledgement of governments investment through Government signage.

Importantly, Government signage informs the local and broader community of the Government’s undertakings, and equally signals commitment, improvement and progress.

Corresponding to the Guidelines also ensures a uniform visual identity across all Queensland Government.

This Fact Sheet sets out the key requirements for capital works project signage. A number of examples are included for reference.

When to use

The Queensland Government Corporate Identity Guidelines, requires that all major constructions and infrastructure developments acknowledge governments investment through Government signage.

Note: Major capital works may also require pre-construction project signage, determined by the individual Queensland Government agency.

When not to use

Signage must not be used for a project where:

- It would compromise the Government’s reputation and/or
- In circumstances where drawing public attention to government projects through the use of signage is not appropriate.
  Such circumstances include sensitive procurement, where signage may put vulnerable people at risk, or stigmatise sections of the community. For example, the construction of a refuge for victims fleeing domestic and family violence.

What must project signs include?

- The Coat of Arms must be displayed on all materials associated with the major project or major infrastructure development and should always sit at the bottom right hand corner of signage to align with the whole-of-government brand. Contractor logos should sit to the direct left of the Coat of Arms.

Project signs can include

- project name and content to identify that it is a Queensland Government project
- a summary of anticipated benefits the project will bring market price (if appropriate)
- anticipated opening (if appropriate)

What are the categories of Government signage?

- Project signs
- Major project/infrastructure onsite signs
- Front office and front of building signs
- Internal signs (including information and directional signs)
- Government vehicle signs and plant livery
- Plaques.

Considerations when producing signage

- scale of the project and how it impacts and benefits the community
- how the project aligns with government priorities
- best placement/position for maximum visibility (adhering to Australian road safety standards and local regulations)
- best production options e.g. entry sign, crane banner, protective netting branding
- most cost-effective, durable and reusable options
- integration with other onsite and associated marketing
- adequate acknowledgement of other organisations where required.
• phone number, email or internet address maintained by the project sponsor to facilitate engagement with the community and to provide further information. Contact details such as a website or contact number are sufficient for further information.

**What must not be included on project signs?**

• Department names and Department-specific taglines

**Authorisation statements**

Authorisation statements generally consist of the following wording:
Authorised by the Queensland Government, George Street, Brisbane. Printed by XYZ Printer, Brisbane, January 2014.

Authorisation statements may need to be included on a project sign which meet the criteria of:

• Advertising, promotional or information products, including signage of this nature.
• Being placed within six metres of a building that is likely to be used as a polling booth for federal of state election, as it could be seen to influence or affect voting.

While authorisation will only be compulsory if the material is intended or likely to affect voting in an election, the placement and content will guide whether an authorisation statement is required. Most signage is unlikely to be affected as it is reasonable to conclude that a plaque or sign on a building indicating who owns or opened the building, would not be viewed as political. For more information see *Election Law Authorisation Guidelines August 2013*.

**Types of signs**

See below examples of project signs and how they should look:

1. Projects with funding from external organisations
2. Projects with Australian Government funding (less than 50 per cent)
3. Projects with Australian Government funding (50 per cent or more)
4. Projects delivered in partnership under the National Disaster Arrangements.

*One line stacked Coat of Arms is preferred when displayed alongside the Australian Government logo.*
Onsite signage

In addition to having project signs, major constructions and infrastructure developments acknowledgement of governments investment is also managed through onsite signage and an integrated marketing and communication strategy.

These form part of the overall project plan and may specify a project look and feel to be reflected. Project managers in conjunction with the departments communication unit should develop effective onsite signage and consider a range of tools to inform the community about the project/infrastructure.

Onsite signage can be included on entry signs, electronic boards, crane banners, protective netting, vehicle signage, promotional banners, mesh fencing and bunting.

Notably, onsite signage and branding requirements as list below must be stipulated in the project contract.

Onsite signage requirements

- At least 50 per cent of all banners, mesh netting and temporary fences should include signage
- Onsite signage must face the most public aspect of the site to allow for maximum visibility
- The name of the Queensland Government initiative, where applicable, must be clearly visible
- Whenever the project contractor’s logo appears onsite, the Coat of Arms should appear
- Where the Queensland Government is the majority funder, the Coat of Arms should feature more prominently than the logos or identifiers of partners

Note:

- Queensland Government funding of major infrastructure programs under grants programs will need to include appropriate onsite recognition and,
- Capital grants projects will also need to include appropriate signage, which needs to be considered during initial contract negotiation.
Project Signage Frequently Asked Questions

Sizes

How big should onsite signage be?

Ensure the size of onsite signage is proportionate with the size of the site.

How big should the Coat of Arms and partner logos be on the signage?

The Coat of Arms, and partner logos (when required) should be of sufficient size to allow easy recognition and readability, considering the types of sign, its positioning and visibility.

How big should text size be?

Text size should be proportionate to the entire signage size and be clearly visible and legible.

What font should I have?

Work with your departmental corporate identity coordinator as this may vary project to project.

Signage approval steps

Please note: approval steps may differ depending on your agency. The below are considerations only.

1. Identify signage requirements/minimum standards; this should be done with project managers and your departments communication unit
2. Identify sign specifications/content; ensure you have read all relevant Queensland Government signage policies
3. Approval; individual agencies may have their own requirements for the use of signage, and officers are responsible for ensuring approvals are sought prior to contract execution
4. Design/design approval
5. Ministerial approval
6. Prepare sign production

Relevant documents

The below documents are to be read for complete Queensland Government signage requirements.

- Guidelines for the acknowledgement of Queensland Government investment in public works and other procurement
- Queensland Government corporate identity guidelines 2017
- Queensland Government Sponsorship Policy