



## **Introduction**

The State Government is committed to providing a high standard of gateway and directional signage throughout regional Western Australia.

The adoption and implementation of high quality and uniform State, Regional and Local Government gateway signs, together with tourist attraction and services signing practices throughout the State will provide a signing system which adds value to tourism development and promotion campaigns and strategies, and in particular, contribute to enhanced visitor experiences, longer stays and greater tourism income in regional areas. A consistent signing system under the umbrella of Brand WA provides the opportunity for regional communities to brand and promote their regions or localities.

It is Brand WA's objective to establish a gateway signage system (welcome and departure) throughout Western Australia that reflects Brand WA.

## **Gateway Sign Types**

There are currently five basic types of gateway signs:

- State entry and welcome gateway sign
- State Tourism Region gateway sign
- State Government Region gateway sign
- Tourism locality or sub-region gateway sign
- Local Government (LG) gateway sign

## **Essential design elements**

It is essential that gateway signage incorporate Brand WA design elements in the sign layout design.

Brand WA design elements should incorporate:

- Generic Brand WA symbol
- Customised tourism region or tourist locality specific Brand WA symbols to be used where they exist
- Brand WA colours and typefaces

Provision has been made for other identity marks such as LG or community service group logos (eg. Rotary) to be included in the sign layout design.

## Location of Signs

Often, there is more than one entry road into a region or locality. Gateway signs are generally located on the main entry roads.

## Preferred Design Examples

The following standard designs reflect the desired signage system which is currently being implemented throughout Western Australia. The design examples demonstrate the relationship between Brand WA and regional and tourism locality brand symbols.

Positioning statements or tag lines are optional. The words “Western Australia’s” or the region’s marketing name may be used as shown in the examples.

### ► State Gateway Signage

The role of State entry gateway signage is considered to be an important part of welcoming both Australian and international visitors and travellers to Western Australia whether they arrive by road, rail, air or ship.

This is an example of a generic sign layout:



These are example of alternative sign layout concepts that have been considered showing the use of Brand WA graphic elements:



The primary road entries to WA are deemed to be Victoria Highway (Kimberley), Eyre Highway (Goldfields) and the rail line (Goldfields). The secondary road entries to WA are Tanami Road (Kimberley) and Great Central Road (Goldfields).

The preferred sizes of State entry gateway signs are:

- primary State gateway signs - 5m x 2m
- secondary State gateway signs – 3m x 1.2m

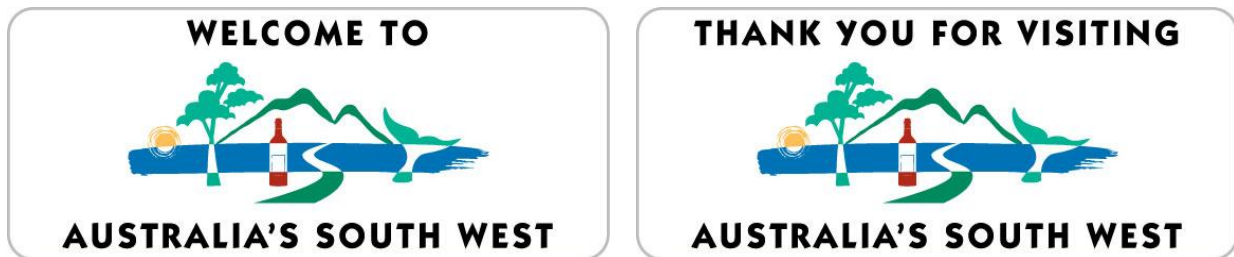
Please refer to the photographic section for a selection of photos showing actual signs which have been erected.

► **State Tourism Region Gateway Signage**

A State tourism region is defined as being one of the five marketing regions recognised by Tourism WA and which is administered by a recognised Regional Tourism Organisation (RTO). They are:

- Australia's North West
- Australia's Coral Coast
- Australia's Golden Outback
- Australia's South West
- Experience Perth

This is an example of a generic sign layout for Australia's South West Region:



The preferred size of a State Tourism Region gateway sign is 3.6m x 1.5m

Please refer to the photographic section for a selection of photos showing actual signs which have been erected.

► **State Government Region Gateway Signage**

There are currently 9 State Government administrative regions in WA:

- Kimberley
- Pilbara
- Gascoyne
- Mid West
- Goldfields-Esperance
- Wheatbelt
- Peel
- South West
- Great Southern

These are examples of generic sign layouts for the Peel and Great Southern Regions:



The positioning words “Western Australia’s” are preferred as it reinforces which state is being visited – otherwise the name of the region on its own may not be immediately recognisable or understood.

The preferred size of a State Government Region gateway sign is 3.6m x 1.5m

Please refer to the photographic section for a selection of photos showing actual signs which have been erected.

### ► **Tourism Locality Gateway Signage**

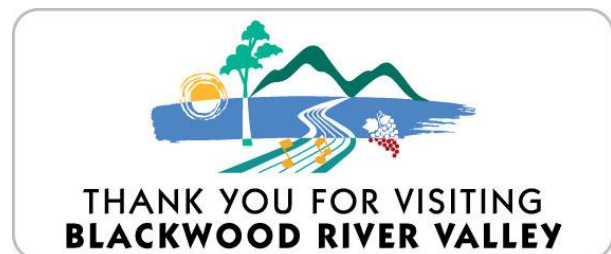
A Tourism Locality must be a recognised tourist sub-region, node or precinct, which contains a range of facilities and/or attractions that people travel to or visit for pleasure or recreation.

Tourism localities generally:

- Are not limited to one LG or State Tourism Region
- May contain towns
- Must have an established marketing name and be able to demonstrate a sustainable business plan
- Must be recognised and marketed by one of the 5 State Tourism Region marketing organisations
- Cannot be a seasonal natural event (eg wildflowers)
- Cannot be a single attraction (eg Greenough Hamlet or Tree Top Walk)

Some typical examples of established tourism localities occurring around WA are:

- Kalbarri
- Swan Valley
- Blackwood River Valley
- Southern Forests



The preferred size of a Tourism Locality gateway sign is 3.6m x 1.5m

Please refer to the photographic section for a selection of photos showing actual signs which have been erected.

## ► Local Government Gateway Signage

Local Government gateway signs are designed to be erected at LG boundaries – on entry and exit respectively.

Almost every Local Government in WA currently has a gateway sign at their LG boundary. These signs vary enormously in size, shape and physical condition – some are quite elaborate but in the main most are in various stages of aging and in need of replacement. There is a unique opportunity here to have a consistent and uniformly branded gateway signs for all LGs in WA – an approach that would be somewhat unique in Australia.

The Brand WA gateway signs would, in effect, brand each LG as being linked to the unique destination brand developed by the State Government for WA. The suggested styles of the sign layout below allows for the display of the LG logos or crests, community service organisation logos (eg Rotary) as well as possibly area and population statistics. Two options have been suggested to accommodate these features enabling the updating of population figures relatively easily and cheaply.

As a working example of this application, it is worth mentioning that all the LGs in the Peel Region have been using the Brand WA gateway signs for some years now. The Peel Development Commission was instrumental in facilitating this process. Examples of this signage are shown in the photographic section.

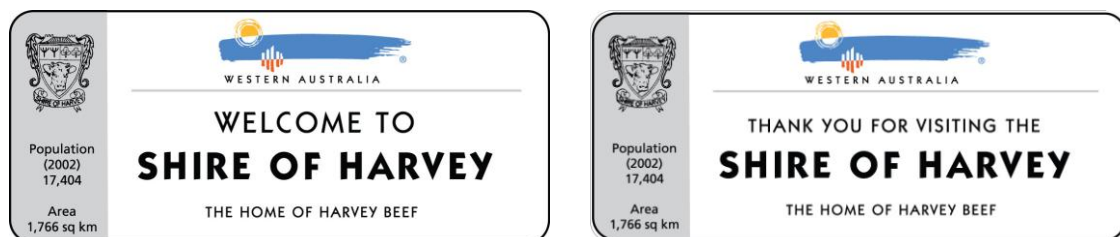
### Options

LG gateway signs have the option to incorporate LG crests, community service organisation logos or population or area statistics on the light grey vertical strip (replaceable skin) at the left side of the sign.

The choice of Brand WA logo may be:

<ul style="list-style-type: none"> <li>• The generic Brand WA logo</li> </ul>	
<ul style="list-style-type: none"> <li>• The relevant State Tourism Region marketing logo, eg Australia's South West</li> </ul>	
<ul style="list-style-type: none"> <li>• A custom designed Brand WA logo for the LG, eg Shire of Capel</li> </ul>	

Some combinations of the typical options are shown below.





The preferred size of a Local Government gateway sign is 3.0m x 1.2m or 2.4m x 1.2m without the grey end panel.

Please refer to the photographic section for a selection of photos showing actual signs which have been erected.

## Entry Statements

Gateway signs can take the form of an entry statement by involving artists and craftspeople in the community. The Shire of Serpentine-Jarrahdale recently replaced its traditional gateway sign with such an entry statement shown below. This is a really good way for the community to be more inclusive in the overall promotion of their town or shire and shows great initiative.



**A selection of photographic examples of actual signs throughout WA.**

**STATE ENTRY GATEWAY SIGNS**



Quarantine checkpoint – Eucla

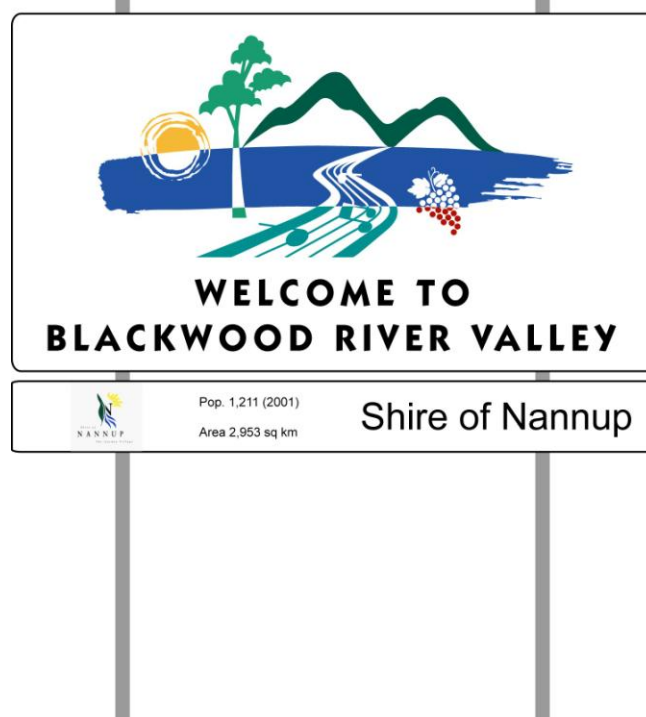
**STATE TOURISM REGION GATEWAY SIGN**



**STATE GOVERNMENT REGION GATEWAY SIGN**



## TOURISM LOCALITY OR SUB-REGION GATEWAY SIGN



## LOCAL GOVERNMENT (LG) GATEWAY SIGNS



