

CREATIVE SPACES



KATANNING SIGNAGE STRATEGY

Signage Suite – Concepts

Issued 17 June 2019

Concept 1

Graphic Style

The simple structural details are inspired by the use of perforated panels in the Katanning Towers.

A condensed, strong typeface offers a modern look, with tall thin strokes that emphasise the verticality of the sign structures.

The colour palette references the heritage hues and earthy tones already seen in the landscape & built environment of Katanning.

A deep blue colour has been used for the mesh component of the sign suite. The dark tone of this hue will allow a greater vision through the structure.

Bright colours will be used for the sign faces and can be switched out depending on the location of the sign.

Typefaces

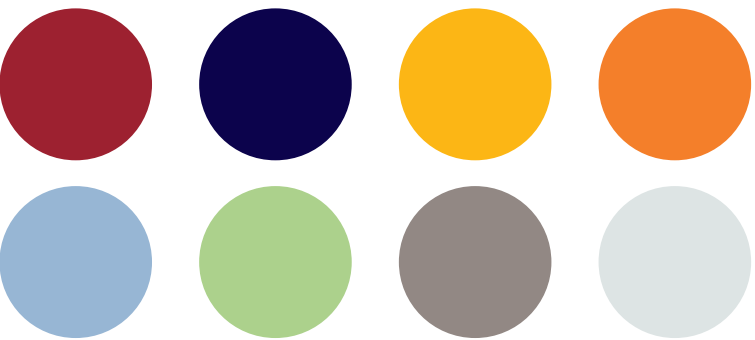
Din Narrow // Headings, feature text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 & ! ? * - . ,

Baskerville // Body text, captions

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 & ! ? * - . ,

Colour palette



Colour inspiration



Reference images



Concept 1

Primary Sign Suite

Signage structure comprised of steel framework with perforated steel interiors. Graphics panel to be a printed vinyl wrapped to an aluminium sheet with a clear two-pack epoxy finish. Early indicative costings for production as below:

Vehicle - \$3250-3750 + gst

Pedestrian - \$2450 - \$2950 + gst

Interpretive - \$2150 - \$2650 + gst

Directional - \$1450 - \$1950 + gst

These costs do not include footings and base plates, engineering or installation. These indicate the manufacturing cost of the sign only.



Concept 2

Graphic Style

The simple structural details began with wanting to use the classic railway sleeper-style wooden upright, but incorporating a sizeable area for wayfinding/interpretation graphics.

The graphic elements at the top of each signage structure will reflect notable buildings, animals, or industries of the Shire of Katanning.

A condensed, strong typeface offers a modern look, with tall thin strokes that emphasise the verticality of the sign structures.

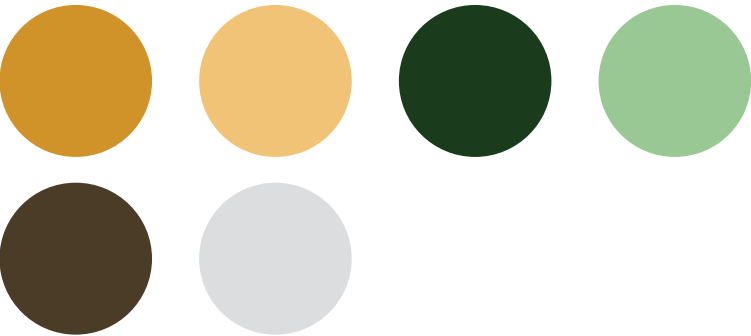
The colour palette references the heritage hues and earthy tones already seen in the landscape & built environment of Katanning.

Typefaces

Din Alternate // Headings, feature text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 & ! ? * - . ,

Colour palette



Colour inspiration



Reference images



Concept 2

Primary Sign Suite

Signage structure comprised of solid timber upright support with steel sleeve footing (not pictured). Graphics panel to be a printed vinyl wrapped to an aluminium sheet with a clear two-pack epoxy finish. Early indicative costings for production as below:

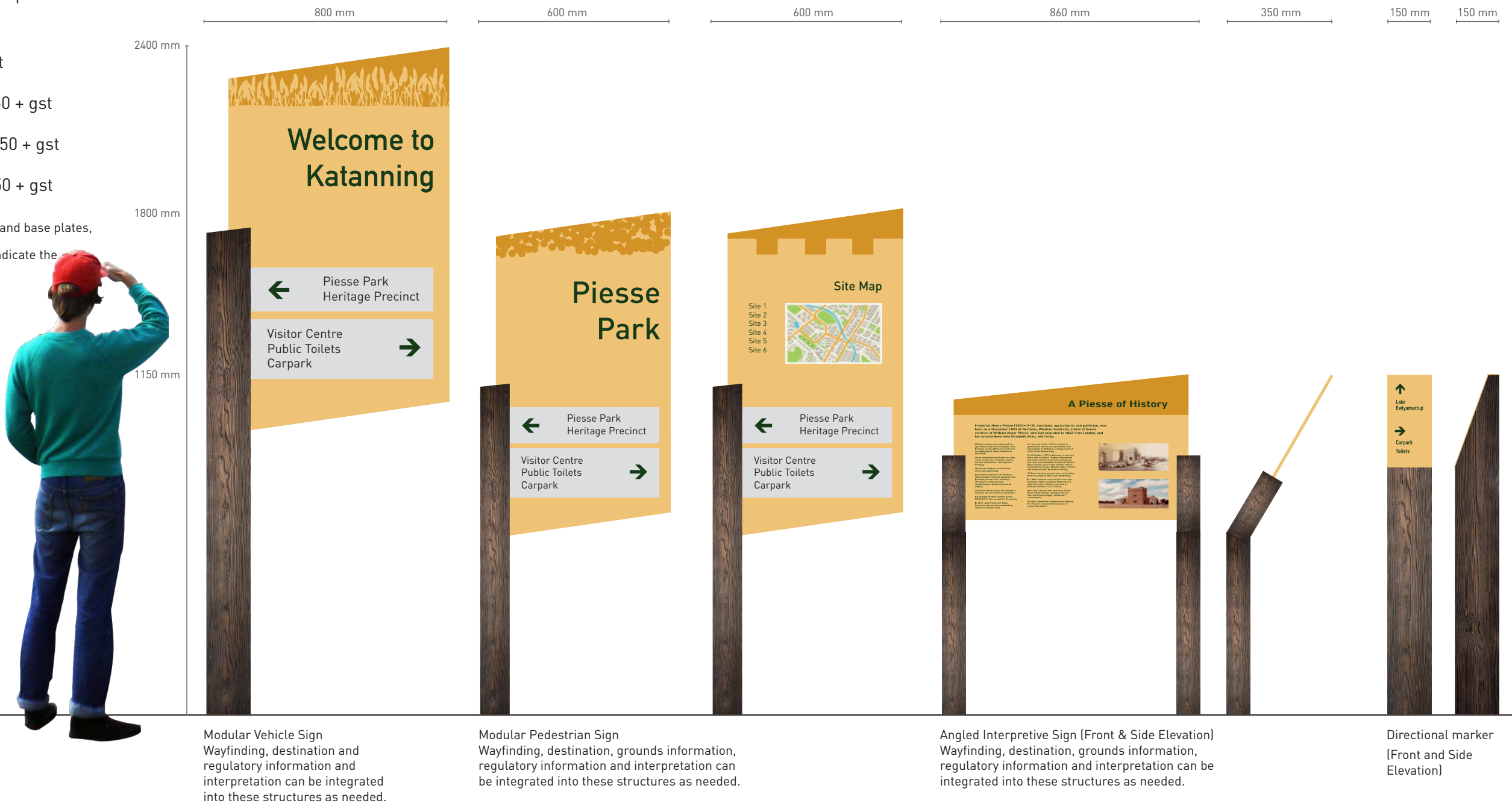
Vehicle - \$3250-3750 + gst

Pedestrian - \$2450 - \$2950 + gst

Interpretive - \$2150 - \$2650 + gst

Directional - \$1450 - \$1950 + gst

These costs do not include footings and base plates, engineering or installation. These indicate the manufacturing cost of the sign only.





We'd love to chat!

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THANK YOU

We look forward to hearing your feedback