Signage Precinct Plan

Bunbury Plaza Development

Background and Summary
The purpose and intent of the City’s Local Planning Policy relating to Advertising Devices (LPP) is to control and guide the development of signage and advertisements on zoned land in order to safeguard and enhance the character and amenity of the built and natural environment of the Local Planning Policy Area.

The City’s Local Planning Policy seeks to ensure that signage and advertisements are treated as an essential component of development.

In accordance with the approved LDP for Bunbury Plaza Redevelopment a precinct signage plan is required to be prepared.

Purpose
The purpose of the Precinct Signage plan is to regulate the location, area and type of signage in order to achieve a unified style and quality of presentation.

Assessment
The following documents have been prepared to achieve a unified and coordinated approach to signage on the new building.

- Supermarkets Signage Design Brief dated 2013 (attached at appendix 1)
- Woolworths Supermarkets exterior signage guidelines (attached at appendix 2)

These documents consistent with the LPP are to control and guide the development of signage and advertisements on zoned land in order to safeguard and enhance the character and amenity of the built and natural environment.
The documents detail the types, materials and specifications for signage to be installed. It should be noted that not all signage may be installed and any signage erected will comply with the operative Town Planning Scheme and Local Planning Policy requirements.

A visual impact assessment has been undertaken analysing the proposed location, type and design of signage and its impacts on the landscape character and visual amenity of the following:

- Surrounding Buildings
- Residential premises.

Bunbury Plaza Shopping Centre is located at the corner of Forrest Avenue and Spencer Street, it is a clearly identifiable shopping centre embedded within the Spencer Street commercial complex and the proposed Spencer Street activity corridor.

Figure 1 Locality of Land

The surrounding buildings on the eastern, western and northern side of the development are commercial in nature with the land zoned mixed business under TPS 7. The types of activities currently undertaken on the surrounding properties is consistent with the shopping centre zoning and current use of the land.

The land immediately to the South of the site abutting Prosser Street is currently zoned residential however it is identified in the City's Local Planning Policy Non Residential Development in or adjacent to Residential areas as land suitable for non-residential uses. (See Figure 3 below LPP)
Figure 2 TPS extract

Source: City of Bunbury GIS 201

Figure 3 Extract Frame Areas Map

Source: City of Bunbury Local Planning Policy (LPP): Non Residential Development in or Adjacent to Residential Areas
Land Use Development/ Impact Assessment

The LPP utilises the nationally accepted practice of Performance based solution approach as well as deemed to comply approach.

Based on the unique characteristics of the site and the nature of the signage proposed a performance based approach is proposed for signage on the site.

Signage and advertising is to be designed and will be maintained to essential standards with no impact on motorists, cyclists and pedestrian safety and security.

All signage placed on buildings is designed to ensure there is minimum impact to all pedestrian and vehicular activities. Signage is maintained within the building outline and does not extend above or beyond the building to which signage is affixed.

Windows are to remain active and provide opportunity for unobstructed passive / natural surveillance to and from the primary street and to the active public central area. Signage placed on windows will not exceed 30% of the glass area.

The scale of development and the setback from the street ensures that the signage associated with development has minimal impact on the surrounding development. The signage proposed is low key in nature and compliments the Architectural design and form of the building.

The signage is designed to be complimentary to the surrounding businesses and existing architectural form.

Woolworth’s signage is designed to provide a consistent experience and message to customers and includes standard corporate logos and signage types as well as wayfinding signage throughout the development. A key principal of the signage strategy is to ensure that there is not superfluous signage creating visual clutter.

The overall project objective of the wayfinding signage was to create a more legible environment that encourages people to walk with comfort and confidence around the Development.

The signage proposed on the buildings has been designed to be contained within the building façade and not protrude above the existing building roof lines thereby reducing the impact on surrounding properties and streetscape.

The signage will have low levels of illumination and designed so that there is no impact on the surrounding properties from unwanted light spillage. The levels of illumination will provide a positive atmosphere to the area and assist in creating an environment consistent with CPTED principals. The low levels of illumination will help to create a safe well-lit environment for pedestrian movement.

The levels of illumination will have no impact on vehicular movements or on the adjacent intersections. It is not proposed to include any moving graphic signage, all signage will be static.
View shed Analysis

A view shed analysis has been undertaken and viewpoints are attached at appendix 4

The existing amenity from viewpoints is generally characterised by low rise one and storey commercial development consistent with a mixed business and shopping centre environment. The eastern, western and northern side of the development are surrounded by a major road network with high traffic volumes. The pedestrian path network that is in existence runs around the perimeter of the site.

There are no major public view points of noted significance

The Lady Mitchel Health clinic is on the southern side of the development abutting Prosser Street. There are significant setbacks form the street to the existing heritage building and the heritage building is well setback from the shopping centre. Significant landscaping has been maintained around the existing heritage building. Signage within the vicinity of the Lady Mitchell Centre will be low key in nature and will be set back to ensure that there are no negative impacts on the existing Heritage building.

The signage is complementary and has no negative impacts to the building and the area generally.

The Development has significant positive implications on surrounding properties. The expansion of the neighbourhood centre has created a diverse activity centre which provides convenient accessible access to the facility from surrounding residential land. Promoting a walkable neighbourhood and reducing car dependence.

As a Neighbourhood Centre the development has facilitated a centre which is an important local community focal point within walkable distance to surrounding land providing for the main daily to weekly household shopping needs for the local community.

The development has significantly improved the amenity of the general area as well as providing a built environment which embraces the principals of Crime Prevention through Environmental Design (CPTED) Issues such as impacts of light spill and noise have been identified and managed to ensure that that there is no impact on adjoining land.

The Development has had a positive impact on the surrounding residential areas by upgrading the quality and function of the existing neighbourhood centre promoting a sustainable and liveable neighbourhood form.

Standard Design Criteria

Unless otherwise approved by Council the following design criteria applies to signage on the site.

Under awning signs

- 1 per tenancy to a maximum area of sign to be 1.5m²
- Orientated at right angles to the building frontage
- Awning signs to maintain minimum head clearance of 2.75m
- Signs maybe double faced
• Contracted no closer than 3.0m to another under awning sign

**Awning Facia sign**

• Limited to one per tenancy  
• Maximum length of sign to be 9m  
• Signs to be contained within the outline of the facia

**Pylon Sign**

• Maximum of 1 per street on Forrest Avenue and Spencer Street  
• Maximum Sign face area not to exceed 10 m² in area  
• Must have minimum head clearance of 2.75m to any rigid part of the sign.  
• Not to exceed 6.5m in height  
• Constructed subject to engineering certification  
• Must not be erected to expose an unsightly back of view of the sign to a road or other public space.  
• Must not project beyond the property boundary  
• Must comply with minimum luminance levels as given in Table 2 of the Signage Advertisements Local Planning Policy

**Wall Signs**

• Only to display name Logo or Slogan of Shopping Centre tenancies.  
• Not project more than 300mm from the wall/ fascia.  
• Designed to appear as if it were part of the original building or otherwise match and compliment the Architecture.

**Window Signs**

• Not exceed 30% of the area of Glass panel or panels on which it is exhibited.
Appendix 1 Supermarkets Signage Design Brief dated 2013

Appendix 2 Woolworths Supermarkets exterior signage guidelines
Appendix 3 View Points

Western Elevation / View Shed
Southern Elevation / View shed
Eastern Elevation / View Shed
SUPERMARKETS 2013
SIGNAGE DESIGN BRIEF

This Design Brief shall be read in conjunction with the other elements of the Design Brief Kit prepared by Woolworths Limited and the standard drawings.

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<th>Rev No.</th>
<th>Date</th>
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1.0 GENERAL

This Design Brief shall be read in conjunction with Woolworths Design Kit including all specifications, drawings and specifically the Woolworths Store Design Manual.

Any design aspects not specifically addressed by this brief shall be identified by the designer and shall be brought to the Woolworths project managers attention for resolution.

The installation of Signage shall comply with the requirements of the relevant Australian Standards, the Building Code of Australia (including the latest applicable amendments) and all other regulations as issued by State and Local Governments Authorities.

2.0 EXTERNAL SIGNAGE

2.1 TROLLEY CORRAL SIGNS

Provide standard signs and posts to detail as shown in the Woolworths Store Design Manual, Section B – Exterior Signage.

2.2 CAR PARK SIGNS

Provide directional and identification signage to car parking areas and to main roads. Signs must be readable from a distance of 20 metres. Directional signs example, IN, OUT, NO ENTRY shall be reflective. Informative signs example, NO PARKING etc shall be enamel finish. Refer to the Woolworths Store Design Manual, (Ref section 3.0 ) for details and extent.

2.3 TOWER SIGN

Provide and install from approved suppliers a supermarket tower sign to detail as shown in the Woolworths Store Design Manual.

Note:

- LED’s shall be used as the illumination source. Refer to section 2.4.2 for LED specification.
- Icon shall be illuminated using the approved LED array.

2.4 BUILDING CORPORATE IDENTIFICATION

2.4.1 General (Refer to Woolworths Store Design and Signage Manual).

The external illuminated wall signs and the illuminated mall bulkhead fascia signs over the supermarket entry which identify Corporate Identity or entry location as appropriate will be supplied and installed by the landlord. Installation is to be done by Woolworths preferred and approved contractors.

These signs are to be included in the Landlord’s turnkey works at the Landlord’s cost.

Internal signage may include:

- Woolworths Mall Fascia sign
- BWS mall sign
- BWS sign to entry within Supermarket
External signage:
- Refer to Store Design Manual (ref Section 3.0) for specifications
- Agreement for Lease (AFL) for project specific scope of external signage

2.4.2 LED Light Source

All signage shall be illuminated using LEDs (refer to standard detail drawings).

2.4.3 Approved Brands and Manufacturers

LED Suppliers:
- Tridonic Atco

ACM (Aluminium Composite Material) panel.
- I Bond

Vinyl Icon Print
- STS Printing

Signage Manufactures:
- Bentleigh Signs
- Signcraft
- EM Signs
- Albert Smith Signs
- Opalescents

2.4.4 Miscellaneous Requirements

- LED’s shall be fixed permanently to the sign frame/box for the life of the sign to avoid use of double sided tape.
- Sign shall be designed enabling easy access to LED for maintenance.

2.4.5 General

The illuminated ‘Icon’ component of the signage package (as shown below) shall be supplied by either of the following signage manufacturers. Icon vinyl print shall be provided by approved Woolworths printer.

**Icon**
Note:

- The principal signage contractor shall be responsible for warranty, service and quality on the complete signage installation including Icon.

- The illuminated ‘Icon’ component shall include fully assembled decorated sign face & LED illumination ready for installation.

- The ‘Icon’ forms part of the Woolworths and BWS brandmarks respectively.

- Sizes of all signage are outlined in detail drawings.

2.5 OTHER SIGNAGE

The landlord shall provide and pay for all additional signage as detailed in the Design Brief. Refer Woolworths Store Design Manual.

Note: LED’s shall be used as the illumination source. Refer to section 2.4.2 for LED specification.
3.0 SIGNAGE GUIDELINES
Section B

Woolworths Supermarkets
exterior signage guidelines

April 2015
If you have questions relevant to these guidelines or if questions arise around specific applications or specifications, please contact:

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Emma Stone  
Account Director  
Hulsbosch  
emma@hulsbosch.com.au

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<td>– example: Welcome</td>
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<td>– example: Store entry via elevator</td>
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<td>– example: Best parking</td>
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<tr>
<td>– example: Exit</td>
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<td>– destination: click &amp; collect + parcel pick-up</td>
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<tr>
<td>– destination: ground markings (branded)</td>
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<td>– miscellaneous: exit only / destination hanger</td>
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<tr>
<td>– miscellaneous: horizontal wide at destination</td>
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Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.

Section B Woolworths Supermarkets exterior signage guidelines – April 2015
The Woolworths Brand Identity

The Woolworths identity should be consistently and correctly applied across the whole business.

The guidelines have been created to help make this possible.

Our goal is to create a seamless and consistent brand experience across the entire customer journey. From identifying and locating our stores, to wayfinding through our carparks and reaching our entrances and pick-up destinations, our Brand Identity must be applied consistently and correctly across all touch points.

Our signage is mostly viewed within a competitive retail environment and therefore it must stand out to enable quick identification of our Brand.

By implementing the identity correctly, it will become one of the most recognisable and potent icons in Australia and overseas.
General specifications

Documentation
• Manufacturing specifications are typical only.
• Graphic layouts are indicative only and are not to be used for reproduction.
• Graphic contents shown are indicative only, contact the Brand Compliance Manager before proceeding with any artwork.

Construction/shop drawings
Manufacturer to submit shop drawings of each sign type to Woolworths for approval prior to production of signs.

Graphics
Plot layouts of graphic content are to be provided to Woolworths for approval prior to production.

Colour samples
Colour matches in any medium, to the specified colours are to be submitted to Woolworths for approval prior to application.

Artwork
Artwork of logo and graphic elements to be provided by Woolworths for reproduction.

Typeface/fonts
Manufacturer to provide at their own expense, typefaces/fonts specified in this package. Typefaces used are:
• Myriad Pro Light
• Myriad Pro Regular
• Myriad Pro Semibold
• Myriad Pro Bold
• Myriad Pro Black

Paint
Unless otherwise specified:
• Any paint used externally are to be powdercoated and/or 2-pack polyurethane.
• Any paint used internally are to be single-pack acrylic urethane, satin gloss level.

Anti-graffiti
All external sign faces to be applied in 3M GPS Anti-graffiti film (gloss) or sprayed in anti-graffiti paint (satin finish preferred).

Vinyl
All adhesive vinyl used to be cast type (opaque and translucent) with a minimum of 5 year warranty, internally or externally.

Lighting/illumination
All lights to be LED. Number and colour of lights as required. All lights are to be uniform and free from hot spots.

Engineers certification
Unless otherwise specified, all internal and external signs specified are subject to engineer’s specification and certification for structural and electrical adequacy. The manufacturer is to liaise and obtain all necessary related information from engineer/s prior to production.

Installation
• Sign locations indicated on plans are approximate only. Exact locations (i.e. height, position, angle) to be confirmed on site.
• All installation work, procedures and scheduling to be coordinated with the shopfitter/builder, site manager, project manager or store manager.
• Visible (newly) affected or damaged surfaces on the building not present prior to installation work shall be made good at the manufacturer/installers expense.

General
• All frame and fixing systems to be prepared and assembled according to manufacturer’s instructions.
• All substrates, vinyls, films and paints to be prepared and applied according to manufacturer’s instructions.
• All exposed fixings to be touched up to colour and finish to match its corresponding surface.
• All steel components used in external signs are to be cold or hot-dipped galvanised.

Methods of production, material selection, assembly, application and installation procedures to be carried out so as to comply with and maximise all relevant material and performance warranties.
• All electrical work must comply with the relevant authority’s regulations, codes and safety requirements (BCA and Standards Australia).
This colour matrix provides the agreed specifications for the Woolworths Supermarkets colours across a variety of materials and finishes. In the event that a colour match is required for an application, paint type or material, that is not covered by this matrix, a colour match is to be submitted to the Woolworths Supermarkets project coordinator for approval prior to application or fabrication.

**NOTE**

Signmaker is to provide colour swatches to Woolworths for approval prior to production.

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### Colour matrix

Refer 'Section F Woolworths Supermarkets Finishes Guidelines' for exterior paint specifications

<table>
<thead>
<tr>
<th>BWS Orange</th>
<th>Woolworths Dark Green</th>
<th>Woolworths Green</th>
<th>Woolworths Light Green</th>
<th>Woolworths Charcoal</th>
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<td>C:20 M:0 Y:0 K:85</td>
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### Print

| Process | Spot (Pantone) | Digital
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<td>3630-5974</td>
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<td>Avery 3M</td>
<td>Alucabond sign backing*</td>
<td>Woolworths Lights Out</td>
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</tr>
<tr>
<td>Avery 3M</td>
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<td>Anthracite</td>
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**NOTE:** The colours printed in this manual are not a true representation of PANTONE®
The Icon has been developed with a predetermined combination of green and white LED lights to achieve the correct illumination.

Please ensure that the Icon is lit correctly when taking delivery and after final installation.

A Master printed icon – illuminated icon should closely match to the icon shown when correctly illuminated

B Correct Icon lighting

C Incorrect – white LED lights are not working in sides of Icon

D Incorrect – white LED lights are not working in centre of Icon

E Incorrect – white LED lights are not working in entire Icon

F Incorrect – green LED lights are not working in entire Icon

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Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Customer Journey

We use two variations of our Branding Signature in our signage to achieve stand out and quick identification. They include either the:
– Standard Woolworths wordmark or the
– Thick Woolworths wordmark.
Refer next page.

The schematic below identifies where it is appropriate to use the Standard or the Thick versions of the Branding Signature.

As a general principle, anything higher than a comfortable viewing zone (ie. at eye-level without head or eye movement) and required to be viewed from afar, we use the Thick Woolworths Branding Signature. We refer to this as being 'above the line'.

This includes signage on: pole towers, pylons, external facades and internal bulkheads at the store entrance.

All signage 'below the line' must use the Standard Woolworths Branding Signature. This includes: navigation pylons, carpark wayfinding and messaging, under awning and door entry signage.

All signage must work as a system, not as a series of 'one-offs'. Consider where the signage fits within the environment and how it will work in the complete environment.

If you are unclear about which Branding signature to use, refer to the schematic below.

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.

Section B Woolworths Supermarkets exterior signage guidelines – April 2015
As indicated on the previous page, there are two versions of the Woolworths Branding Signature.

These Branding Signatures contain either the Standard Woolworths wordmark or the Thick Woolworths wordmark and they are differently sized in terms of the relationship they have with the icon.

Standard is used for most signage applications, and the limited-use thick version is for signage that is required to be viewed from a distance.

Due to the completely different construct of these logos and lockups, you cannot simply substitute wordmarks to create one or the other.

Always use the provided wordmark + icon lockups that accompany this guideline.
Signage example visuals

These images show how signage should be applied and demonstrates the ‘look and feel’ of Woolworths stores, the ideal signage placement and paint finishes.

It is important that the identity is consistently and correctly applied across the whole business to achieve these visual outcomes.
External facade signs — vertical sizes

Use Thick Branding Signature

Shown here are the recommended sizes for signs applied to exterior walls of buildings.

The BWS component is not used when there is no BWS store on site.

These measurements must be adhered to, to ensure consistency across all stores.

In all cases, the largest sign (2800 or 4200mm height icon) that can comfortably fit on the wall / structure available is preferable. The maximum impact obtained visibly by passing traffic is the aim here, so chose either vertical or horizontal formats to suit this requirement.

Should you find that neither of these sign sizes shown here are suitable, please contact Woolworths for instructions on other signage options available.

See next page for horizontal orientations.
External facade signs — horizontal sizes

Use Thick Branding Signature

Shown here are the recommended sizes for signs applied to exterior walls of buildings.

The BWS component is not used when there is no BWS store on site.

These measurements must be adhered to, to ensure consistency across all stores.

In all cases, the largest sign (1500 or 2000mm height icon) that can comfortably fit on the wall / structure available is preferable. The maximum impact obtained visibly by passing traffic is the aim here, so choose either vertical or horizontal formats to suit this requirement.

Should you find that neither of these sign sizes shown here are suitable, please contact Woolworths for instructions on other signage options available.

See previous page for vertical orientations.

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.
Section B Woolworths Supermarkets exterior signage guidelines – April 2015
External facade signs — construct notes

Examples shown use Thick Branding Signature

3D fascia sign
• LED illuminated sign with individual letters and icon
• Sits on an approx 50mm deep mount to house LED componentry.
• Mount is clad in ACM colour ‘Anthrazit’.
• Flat cut finish.
• Returns to match colour of mount.
• Return sizes - refer to individual sign drawings on pages B10 and B11.

NOTE
These signs are to be supplied and installed by Woolworths and their approved contractors. Detailed sign construction specifications are to be supplied by the Woolworths Project Manager.

Horizontal — front on

Horizontal — returns

Vertical
External facade signs — application principles

Use Thick Branding Signature

A Primary Elevation Preferred
On the front elevation of a store, if BWS is present within the site, the BWS sign should be positioned no closer to the edge of the facade than ‘X’, where ‘X’ is the width of the Woolworths icon.

The BWS brandmark does not always have to be positioned to the right of Woolworths. It can be placed in the most appropriate position on the building in relation to the location of the BWS store.

If there is significant length on the facade, the Woolworths brandmark should be centred on the facade.

B Primary Elevation Minimum requirements
For Woolworths and BWS stores with narrow frontage, use a half ‘X’ (1/2 the width of the icon) to separate the two logos as shown.

C Primary Elevation Narrow facade
If the combined length of both signs prohibit the centering of the Woolworths sign, position both signs 1/2 ‘X’ away from the edge of the facade.

D Secondary Elevation
On secondary elevation of freestanding stores always keep the default position of the Woolworths sign. Where the centre of the facade is obstructed by trees etc, position the Woolworths sign where it will gain maximum exposure, especially from approach roads.
External facade signs — application principles

Minimum Exclusion Zone
The preferred distance that should be kept clear around a Woolworths branded external sign should be a minimum of 1 x Woolworths icon width distance away.
Exterior facade signs – application examples

Example 1
Shows how the two different versions can be used to maximise branding on odd shaped buildings.

Example 2
The BWS brandmark does not always have to be positioned to the right of the horizontal Woolworths brandmark. It should be placed in the most appropriate position on the building in relation to the location of the BWS store.

Example 1 - maximise branding on odd-shaped buildings

Example 2 – BWS positioned in relation to store location
Exterior facade signs – application examples

Use Thick Branding Signature

Where Woolworths has no control over the external finishes of a building, use the appropriate sign for the space provided:

Primary - entrance to store

Secondary facade/elevation

Restricted space

Avoid obstruction

Dotted line indicates building obstructing view

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.

Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Tenancy pylons – horizontal with thick wordmark

Use Thick Branding Signature

This Woolworths Dark Green horizontal version is applied on a white background to pylon lightboxes and uses the thick Woolworths wordmark in order to ensure stand-out against the backdrop of other tenants. This also provides increased visibility when viewed from a distance.

This thick wordmark version on white is only to be used in this instance and should not be used on other lightbox applications (such as under awnings, in carparks) nor any other signage application.

Internally illuminated signcase with flexible vinyl face. Ensure services access.

Fabrication and engineering details/drawing to be provided by contractor.

Footing to engineers details. For specific application, engineering certification to be provided by contractor providing footing.

Indicative arrangement only. Working drawings to be provided to Project Manager indicating sub-frame for particular application.

Shopping Centre Sign

Custom size to suit

Min. distance above ground 10% of the tower height

Tenant

Tenant

Tenant

Tenant

Tenant

Tenant

Tenant
Pylon and cantilever towers

Use Thick Branding Signature

This pylon structure is to be proposed for stores with high-profile traffic visibility / impact.

All lighting to be LED.

If you wish to propose this style of pylon, please discuss with the Woolworths Project Manager.

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.

Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Pylon and cantilever towers

Use Thick Branding Signature

When both Woolworths and BWS are present, the sizing relationships detailed on page B10 should be adhered to.

If parking signage is required, the ‘P’ shouldn’t be any larger than 90% of the height of BWS.
Carpark Signage – overview

Use Standard Branding Signature

Two distinct signage systems

Standard

Signs containing the branding at the base are used throughout carparks as wayfinding for accessible parking areas, trolley bays, parental parking and so on.

These signs are generally viewed from a relatively close distance and are all created to a particular size of 600mm in depth. The horizontal format is 930mm wide and the vertical is 465mm wide.

The messaging is the main focus, allowing customers clear direction.

Refer pages B22 to B37 for more information.

Large Format

Signs containing branding at the top are for use in underground carparks (predominantly), where the location of the store entry is not always easily defined.

These signs are considered 'large format', where wall spaces available for signage are up to 3 to 4 metres.

The branding is at the top, giving customers clear direction to navigate their way to Woolworths.

Most commonly used in multi-tenanted sites.

Refer pages B38 to B44 for more information.

See next page for typical
Carpark Signage – typical positioning and colours

Use Standard Branding Signature

Positioning

Standard
These are positioned generally throughout the carpark for wayfinding to trolley bays, loading docks, parental parking, accessible parking, etc.

Large Format
The signage should be scaled to suit the environment and be positioned high on the wall, allowing greater visibility from afar and lessons the chance of being obstructed (by parked cars or trolleys, for instance). Also keeping in mind overhead obstructions such as pipework.

Colours

Standard
Refer colour matrix on page B5. The Messaging panel is to match Woolworths Green and the Branding panel is to match Woolworths Charcoal.
All text and pictograms are white adhesive vinyl.

Large Format
Ideally the full expanse of wall should be painted Charcoal (Dulux Lights Out) as per Woolworths Guidelines.
The sign is then scaled and positioned high (in consideration of site lines and visual obstructions) as noted above.

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.
Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Carpark Signage – Standard: typical layout for landscape & portrait

Use Standard Branding Signature

There are two orientations for these signs that both follow the same layout principles as shown here and described below. These are:

A Version 1 – Landscape
B Version 2 – Portrait
• 'X' equals 1/6 of the total height
• The pictogram height is 1.75 'X'
• The arrow height is 1.5 'X'
• The logo fits to dark green box and is aligned right 1/3 'X' from the edge.

C Secondary message
The baseline of the secondary message should be positioned 1'X' below the baseline of the main message.

These signs can be fixed to walls or attached to poles, and can be single or double-sided.
Carpark Signage – Standard : typical type size

Use Standard Branding Signature

Type sizes are based on the determination of X, with X being measured as 1/6th of the overall height of the sign.

A Version 1 – Welcome Sign
   Myriad Pro Bold 2/3 X

B Version 1 – Trolley Bay Sign
   Myriad Pro Bold 1/2 X

C Version 2 – Accessible Parking Sign
   Myriad Pro Bold 1/3 X

Baseline of secondary text is always one ‘X’ below header baseline.

Main headers are always 200% larger than the secondary text.

D Version 1 – Welcome Sign
   Header 2/3 X with Secondary text 1/3 X

Gap between lowercase characters always equal to height of lowercase characters.

All measurements from lowercase characters.

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.
Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Carpark Signage – Standard: ‘welcome’ and ‘thank you’ landscape

Use Standard Branding Signature

Double-sided, freestanding sign positioned near the carpark entrance/exit.

A Front face ‘Welcome’ message
Posts to be capped. Capping in aluminium to match posts. Footings to engineers specification.

B Reverse face ‘Thank you’ message
(Posts not shown)
Posts to be capped. Capping in aluminium to match posts. Footings to engineers specification.

C Section A-A
32 x 32mm fabricated aluminium channel frame. Bolt channel frame to RHS post. 50 x 50 x 3mm aluminium RHS posts satin natural anodised. 2mm aluminium panel folded top and bottom. Screw fix to channel frame. Paint screw heads to match panel colour.
Carpark Signage – Standard: ‘welcome’ and ‘thank you’ with secondary message

Use Standard Branding Signature

Double sided, freestanding sign positioned near the carpark entrance/exit.

A Front face ‘Welcome’ message
Posts to be capped. Capping in aluminium to match posts. Footings to engineers specification.

B Reverse face ‘Thank you’ message
(Posts not shown)
Posts to be capped. Capping in aluminium to match posts. Footings to engineers specification.

C Section A-A
32 x 32mm fabricated aluminium channel frame. Bolt channel frame to RHS post. 50 x 50 x 3mm aluminium RHS posts satin natural anodised. 2mm aluminium panel folded top and bottom. Screw fix to channel frame. Paint screw heads to match panel colour.
Carpark Signage – Standard: ‘trolley bay’ landscape

A Trolley bay sign, landscape
Double or single sided, freestanding sign positioned near the trolley bay.
Posts to be capped. Capping in aluminium to match posts. Footings to engineers specification.
For single-sided, freestanding signs, paint entire rear panel green to match to Woolworths Green (PMS 355C).

B Section A-A
32 x 32mm fabricated aluminium channel frame. Bolt channel frame to RHS post. 50 x 50 x 3mm aluminium RHS posts satin natural anodised. 2mm aluminium panel folded top and bottom. Screw fix to channel frame. Paint screw heads to match panel colour.

Use Standard Branding Signature
Carpark Signage – Standard: ‘trolley bay’ portrait

Use Standard Branding Signature

A Trolley bay sign, portrait
Double or single sided, freestanding sign positioned near the trolley bay.
Posts to be capped. Capping in aluminium to match posts. Footings to engineers specification.
For single-sided, freestanding signs, paint entire rear panel green to match to Woolworths Green (PMS 355C).

B Single-sided section
40 x 40 x 3mm aluminium RHS posts satin natural anodised.

C Double-sided section
2mm aluminium panel notched and folded all sides.

D Wall mounted section
Screw fix panel to aluminium angle. 2mm aluminium panel notched and folded all sides.
Carpark Signage – Standard: ‘car park’ directional

Use Standard Branding Signature

Double or single sided, freestanding, directional signs.

Posts to be capped. Capping in aluminium to match posts. Footings to engineers specification.

For single-sided, freestanding signs, paint entire rear panel green to match to Woolworths Green (PMS 355C).

Height of sign to suit each site environment.
Carpark Signage – Standard: ‘accessible parking’

Use Standard Branding Signature

Double or single sided, freestanding sign positioned near accessible parking bays.

For single-sided, freestanding signs, paint entire rear panel green to match to Woolworths Green (PMS 355C).

A Freestanding
Height of sign to suit each site environment. Posts to be capped. Capping in aluminium to match posts. Footings to engineers specification.

B Wall mounted
3mm aluminium panel stud fixed to wall. Background mask and sprayed in corporate colours refer to page B5.
Carpark Signage – Standard: ‘accessible parking’ & ‘parents with prams’ portrait

Use Standard Branding Signature

A Accessible parking, portrait
B Parents with prams parking, portrait

Double or single sided, freestanding sign positioned at bays close to the store entrance.

For single-sided, freestanding signs, paint entire rear panel green to match to Woolworths Green (PMS 355C).

Specifications as per trolley bay sign.
Carpark Signage – Standard: ‘3 hour limit’ and ‘home delivery’ portrait

Use Standard Branding Signature

3 hour limit parking, portrait
B Home delivery parking, portrait

Double or single sided, freestanding sign positioned near the relevant parking bays.

For single-sided, freestanding signs, paint entire rear panel green to match to Woolworths Green (PMS 355C).

Specifications as per trolley bay sign.
Carpark Signage – Standard : ‘parcel pick-up’ landscape

Use Standard Branding Signature

Double or single sided, freestanding sign positioned near parcel pick-up.

For single-sided, freestanding signs, paint entire rear panel green to match to Woolworths Green (PMS 355C).

A Freestanding

Height of sign to suit each site environment. Posts to be capped. Capping in aluminium to match posts. Footings to engineers specification.

B Wall mounted

3mm aluminium panel stud fixed to wall. Background mask and sprayed in corporate colours. Refer to page B5.
Carpark Signage – Standard: ‘parcel pick-up’ with secondary, landscape

Use Standard Branding Signature

Double or single sided, freestanding sign positioned near parcel pick-up.

For single-sided, freestanding signs, paint entire rear panel green to match to Woolworths Green (PMS 355C).

A Freestanding
Height of sign to suit each site environment. Posts to be capped. Capping in aluminium to match posts. Footings to engineers specification.

B Wall mounted
3mm aluminium panel stud fixed to wall. Background mask and sprayed in corporate colours. Refer page B5.

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.

Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Carpark Signage – Standard : ‘parcel pick-up’ portrait

Use Standard Branding Signature

Double or single sided, freestanding sign positioned near the parcel pick-up.

For single-sided, freestanding signs, paint entire rear panel green to match to Woolworths Green (PMS 355C).

Specifications as per trolley bay sign.
Carpark Signage – Standard: ‘parcel pick-up’ buzzer portrait

Use Standard Branding Signature

Size shown is a guide only. Wall mounted, single sided sign positioned near the parcel pick-up.

Specifications as per trolley bay sign.

Please press button for parcel pick-up service
Carpark Signage – Standard: ‘trolley lock’

Use Standard Branding Signature

Double or single sided, positioned near the Trolley bay.

Paint to match Woolworths Green (PMS 355C).

Freestanding
Height of sign to suit each site environment.
Posts to be capped. Capping in aluminium to match posts. Footings to engineers specification.

Wall mounted
3mm aluminium panel stud fixed to wall.
Background masked and sprayed in corporate colours. Refer page B5.

How to access a trolley

Just insert a coin as shown. Your money will be refunded when you return your trolley to a bay in this car park. Council requirements prevent trolleys being removed from this car park.

Access a trolley
A. Insert a coin  B. Remove key  C. Take trolley

Return a trolley
A. Slide in trolley  B. Insert key  C. Remove coin

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.

Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Carpark Signage – Standard : guidelines for non-standard existing shapes
Use Standard Branding Signature

Replacing graphics on non-standard signs
Some sites may use the existing signs and only replace the graphics.

Wider than the standard sign
The pictogram height is 3'X'
The arrow height is 2'X'

Sample sign message
Carpark Signage – Large Format: typical layout

Use Standard Branding Signature

**Typical layout**

The top section that contains the branding equals 1/6th of the overall sign height.

Once this is established, all other measures for the creation of the sign are calculated from this measurement, as shown here.

Signs can be landscape or square, depending on the shape of the intended wall. Whether the sign be square or horizontal in nature, the layout follows the same principles, as shown here.

**Sign dimensions**

Sizing is determined by the wall space available.

All large format signs can be scaled up or down in size depending on site requirements, as long as the proportions remain the same and there is a general size consistency.

Widths of signage can vary depending on the wall space available. Those shown in these guides are based on 4m x 3m horizontal or 3m x 3m square signs.

Refer pages B20 & B21 for overview, typical positioning and colours.
Carpark Signage – Large Format: typical type size

Type sizes are determined using calculations based on the X height.

The X height equals 1/6th of the overall sign height.

Sign dimensions

All large format signs can be scaled up or down in size depending on site requirements, as long as the proportions remain the same and there is a general size consistency.

Widths of signage can vary depending on the wall space available.

Sign messages available

The following pages show examples of typical Large Format signage. Those shown are available in the Architect Kit.

Should you require the creation of a sign that does not exist in these guidelines, please contact Woolworths (refer page B2) for approvals. Additional signage would need to conform to the specifications within these guides, in particular this page and the previous page.
Carpark Signage – Large Format: ‘welcome’

Use Standard Branding Signature

Examples of large format signage. Those shown are available in the Architect Kit.

Should you require the creation of a sign that does not exist here, please contact Woolworths (refer page B2) for approvals. Additional signage would need to conform to the specifications within these guides, in particular pages B38 & B39.
Examples of large format signage. Those shown are available in the Architect Kit.

Should you require the creation of a sign that does not exist here, please contact Woolworths (refer page B2) for approvals. Additional signage would need to conform to the specifications within these guides, in particular pages B38 & B39.

Use Standard Branding Signature
Carpark Signage – Large Format: ‘best parking’

Use Standard Branding Signature

Examples of large format signage. Those shown are available in the Architect Kit.

Should you require the creation of a sign that does not exist here, please contact Woolworths (refer page B2) for approvals. Additional signage would need to conform to the specifications within these guides, in particular pages B38 & B39.
Carpark Signage – Large Format: ‘exit’ directional

Use Standard Branding Signature

Examples of large format signage. Those shown are available in the Architect Kit.

Should you require the creation of a sign that does not exist here, please contact Woolworths (refer page B2) for approvals. Additional signage would need to conform to the specifications within these guides, in particular pages B38 & B39.
Carpark Signage – Large Format: ‘thank you’ optional secondary message

Use Standard Branding Signature

Examples of large format signage. Those shown are available in the Architect Kit.

Should you require the creation of a sign that does not exist here, please contact Woolworths (refer page B2) for approvals. Additional signage would need to conform to the specifications within these guides, in particular pages B38 & B39.

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.

Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Carpark Signage – ‘loading dock’

Double or single sided. Freestanding or wall mounted. Positioned at the loading dock.

These signs are available with and without timeframes, as shown.

Logo & text in adhesive vinyl.

For single-sided, freestanding signs, paint the entire rear panel to match Woolworths Charcoal. Refer page B5 for colour specs.

Wall mounted – Standard
3mm aluminium panel stud fixed to wall. Background masked and sprayed in corporate colour. Refer to page B5.

Freestanding – Standard
To be constructed to engineer’s specifications. Posts to be capped. Capping in aluminium to match posts.

Sign Sizes & Positioning
Site environments vary considerably, so sensible considerations should be made in regards the size and visibility (positioning) of these signs.

The heights proposed for these signs are double (1200mm high) that of other standard carpark signs (600mm high) to increase visibility for truck delivery drivers.

Measurements shown are recommendations only. They can be scaled proportionately, where required, to suit large wall spaces, however, it is not recommended that these signs exceed a height of 2.5 metres.
Under awning and door entry signage

A Under awning sign
All lights to be LED. Internally LED illuminated sign case with opal acrylic face, double-sided. Graphics in translucent vinyl.

B Under awning sign with optional BWS
Internally illuminated sign case with opal acrylic face, double-sided. Graphics in translucent vinyl.

C Store name sign
Text (Location Name) is white raised letters fixed directly to door frame. Alternatively, fixed to a panel coloured to match Dulux paint ‘Woolworths Lights Out’.

D Entry/Exit door sign
Centre text (Entry or Exit) to door width. Digital print solid Woolworths Charcoal (refer page B5) background with all text white.

NOTE
Signmaker is to provide colour swatches to Woolworths for approval prior to production (refer page B5 for colour specs).

Use Standard Branding Signature

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.
Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Directional signage within centres should always use the Woolworths Branding Signature (regular Wordmark) on a Woolworths Charcoal background.

Preference is for the use of lightboxes for wayfinding signage.

The Icon has been developed with a predetermined combination of green and white LED lights to achieve the correct illumination.

All lights are to be LED. Internally illuminated sign case with opal acrylic face, double-sided. Graphics in translucent vinyl.

In situations where a lightbox is not practical a blade sign may be used.
Store entry mall signage — suspended sign

Use Thick Branding Signature

Suspended Store Entry Signage
Installed at the entry to a store in the most visible site line upon entering the supermarket. This is the preferred signage treatment for all stores and should be the first consideration for installation. Please refer to Bulkhead signage B52 for all size options.

Specifications
Fabricated aluminium backings with fabricated acrylic fronts. Internal LED illumination, pre-fixed on to horizontal frame. All LEDs cables pre “Looped” in factory with only Tails for transformers. Install to ceiling with threaded rod and droppers. LED transformers to be located in lockable enclosure within ceiling cavity.

Bulkhead Signage
Where this suspended signage is impractical or unable to be installed, please refer to B52 for an alternative Bulkhead Signage option.

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Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Store entry mall signage — suspended sign

800mm icon

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Section B Woolworths Supermarkets exterior signage guidelines – April 2015
BWS Store entry mall signage — suspended sign

To be used with a 1250mm Woolworths icon

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Section B Woolworths Supermarkets exterior signage guidelines – April 2015

BWS SUSPENDED GENERIC FOR MONTAGE

FILE NAME: BWS SUSPENDED GENERIC FOR MONTAGE.slddrw

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ENGINEERING MANAGER

NAME: 

DATE: 

SIGNATURE: 

REVISION NO: 0

BWS SUSPENDED SIGN - 675H PDF FILE PATH: PDF FILE PATH HERE

NOT FOR CONSTRUCTION

NAME: 

DATE: 

SIGNATURE: 

PROJECT MANAGER

VINYL FILE PATH: 

PRINT FILE PATH: Insert /file path here

ROUTER FILE PATH: Insert /file path here

SHEET SIZE MMSHEET UNITS SHEET NUMBER WEIGHT: XX kg

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Section B Woolworths Supermarkets exterior signage guidelines – April 2015
BWS Store entry mall signage — suspended sign

To be used with a 800mm Woolworths icon

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Section B Woolworths Supermarkets exterior signage guidelines – April 2015

BWS SUSPENDED GENERIC FOR MONTAGE

FILE NAME:  TITLE:  DESIGNED BY:  CAD FILE PATH:  T:\Projects\BWS\!Generic Files\DESIGN\CAD FILES\BWS 540H moulded suspended\BWS SUSPENDED GENERIC FOR MONTAGE.slddrw

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PROJECT MANAGER

VINYL FILE PATH:  PRINT FILE PATH:  ROUTER FILE PATH:

SHEET SIZE MMSHEET UNITS

WEIGHT:  XX kg

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Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Store entry mall signage — bulkhead and BWS entry signs

Use Thick Branding Signature

These bulkhead signs are ONLY to be used when the suspended sign shown previous page is not practical or able to be installed.

Store entry bulkheads

Shown here are the recommended sizes for lettering and icons applied to store entry bulkheads within shopping centres, where the bulkhead itself is painted Dulux “Green Paw Paw”.

These measurements must be adhered to, to ensure consistency across all stores.

Preferred Options

1000mm icon

1250mm icon

1500mm icon

Use only where absolutely necessary and the bulkhead is 1140mm or less in height

800mm icon

600mm icon

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.

Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Store entry mall signage — application examples

Use Thick Branding Signature

Mall elevation, new store (indicative)
- Refer page B4 for signage materials specification.

Mall elevation, retrofit (indicative)
- Standard mall fascia sign. LED illuminated sign individual letters and symbol fixed directly to bulkhead painted Dulux ‘Green Paw Paw’ to match Woolworths Charcoal. 
- Standard BWS sign. LED illuminated sign individual letters and symbol fixed directly to bulkhead painted Dulux ‘Green Paw Paw’ to match Woolworths Charcoal.
Entire painted bulkhead is Woolworths Green (Dulux ‘Green Paw Paw’). 
Refer page BS for colour matrix.

Mall elevation, new store (indicative)

Mall elevation, retrofit (indicative)
Store entry mall signage — exam-

Use Thick Branding Signature
Secondary Mall Bulkhead Signage

Use Thick Branding Signature

In some extreme cases, it is permissible to install a second icon onto the mall bulkhead to support the main sign if ‘line of sight’ restrictions prevent visibility of the primary sign.

The solitary icon should be constructed to the same size as the main sign.

For example, this would apply if there are a number of retailers in the forecourt area in front of the store, or corridors leading to the store from differing angles, and therefore limiting the exposure to the Woolworths sign.

This has been done at both St Ives NSW and Top Ryde NSW stores.

This is only permissible in stores with high traffic and with obstructions to the visibility of the sign and must not be applied to those stores where the Primary sign is visible for most foot traffic.

The line of sight straight towards this store down this corridor is obstructed when first entering. The application of the second icon to the left of the bulkhead acts as a visible aid to store location.
Click & Collect signage
Click & Collect signage – introduction

All Click & Collect Signage uses the Standard Branding Signature

There are navigational/wayfinding and destinational signage that make up the click & collect / parcel pick-up family.

**Navigation/Wayfinding Signage**
Provides direction to consumers and therefore conforms to the existing wayfinding signage currently used across Woolworths sites (refer pages B20–B31).

The click & collect bag icon is not used on this signage due to the ‘arrow within the logo’ which could potentially confuse consumers with direction.

**Destination Signage**
Provides confirmation of arrival at your destination. The logo in these instances is represented on charcoal, like other signage placements and is locked up with the click & collect and/or Parcel pick-up logos (inclusive of their iconography).
Click & Collect signage – wayfinding: vertical

**Blade Sign**
Propose 900mm w x 2400mm h x 50mm d

**Determine ‘x’**
The standard vertical signage brandmark, including its clearspace, is placed on a vertical structure and sized to fit the width of the vertical blade, column or pylon.

This creates the ‘x’ measurement, from which all other measurements are calculated, as shown.

The logo is positioned at the top on blade signs. On columns and other structures, the vertical positioning of the logo and text is to be determined visually, given sightlines.

**Production Spec**
Blade Sign
ACM shoebox sign clad over an internal 50 x 50 SHS aluminium frame. Face applied vinyl / printed graphics. Anti-graffiti clear coat over.

Fixing details TBC

Columns/Pylons
Paint Woolworths Charcoal and Woolworths Green. Face applied vinyl / printed graphics. Anti-graffiti clear coat over.

Approved by: ____________________________
Director of Supermarkets

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Determining ‘X’ and resulting measurements
Click & Collect signage – wayfinding: horizontal click & collect

Horizontal wayfinding signage assists consumers to find the destination.

**Drive thru Lockup**

Shown right is the lockup of the 3 elements:
- Drive thru
- click & collect = start point as 'x'
- Arrow icon = full height of text

These 3 elements should always be locked up together and proportionately scaled.

**Sign Construction**

Determine the signage area required.

The standard vertical signage brandmark, including its clearspace, is scaled to suit the height of the area. Woolworths = ‘z’.

This then dictates the balance of the area for messaging on Woolworths Green.

The Drive thru lockup is scaled within this area centrally until it reaches the 1.5z minimum – whichever reaches first: top & bottom or left & right.

**Over-riding action** –

If you find that when you are scaling the lockup to reach one of the minimum edges and it’s seemingly too large, the over-riding rule to apply is to reduce the lockup so that it doesn’t exceed the height of the Woolworths icon.

**Wider Signage Areas**

Refer page B62 for how to address wider signage areas.
Horizontal wayfinding signage assists consumers to find the destination

**Drive thru Lockup**

Showed right is the lockup of the 3 elements:
- Drive thru
- click & collect + parcel pick-up
  - start point as 'x'
- Arrow icon = full height of text

These 3 elements should always be locked up together and proportionately scaled.

**Sign Construction**

Determine the signage area required.

The standard vertical signage brandmark, including it's clearspace, is scaled to suit the height of the area. Woolworths = 'z'.

This then dictates the balance of the area for messaging on Woolworths Green.

The Drive thru lockup is scaled within this area centrally until it reaches the 1.5z minimum – whichever reaches first: top & bottom or left & right.

**Over-riding action** –
If you find that when you are scaling the lockup to reach one of the minimum edges and it's seemingly too large, the over-riding rule to apply is to reduce the lockup so that it doesn't exceed the height of the Woolworths icon.

**Wider Signage Areas**

Refer page B62 for how to address wider signage areas.

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Approved by:______________________________

Director of Supermarkets
As shown here, the arrow can rotate to face the direction that it needs to indicate for wayfinding.
Click & Collect signage – wayfinding : horizontal wide

When wayfinding horizontal signage is unusually wide, the vertical Woolworths logo is replaced with the horizontal Woolworths logo (as shown).

Instances where these can be useful are for long-distance sight-lines (to reference the location of the destination) and/or perhaps structural building fixtures that dictate the shape.

**Drive thru Lockup**

The Drive thru lockup is constructed the same as already detailed on pages B59 and B60.

**Sign Construction**

Determine the signage area required.

Split the area directly in half.

The standard horizontal signage brandmark, including its clearspace, is scaled to suit the width of the area on the left. Woolworths = ‘z’.

The logo appears on Woolworths Charcoal.

The rules for scaling the Drive thru lockup in the right-hand space is the same as that detailed on pages B59 and B60.

**Restrictions of Use**

NOTE: Where the height of the area exceeds 1.6 times the height of the Woolworths logo (inclusive of clearspace), then it is preferable that the signage noted on pages B59 and B60 be used instead.

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Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.
Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Click & Collect signage – wayfinding: horizontal wide example
Click & Collect signage – destination: click & collect

The destination for picking up goods is branded consistently with existing look and feel of Woolworths Supermarkets.

**Campaign Panel**
Save time, Shop Online - this messaging is scaled to fit visible area and can appear to the left or the right of the destination wall, depending on the site and what works best for positioning.

**Destination Wall**
On a standard wall that is devoid of significant structural features, the visible area is divided into 40% Woolworths Charcoal at the top and 60% Woolworths Green below, as shown.

Where a clear architectural feature exists, such as a bulkhead, use this to determine the wall colour split.

The Woolworths + click & collect logo lockup is scaled within the Charcoal area to suit and thus determines the X height.

This X height is used to position the logo according to the dividing line, as well as the size and position of the Drive thru text.

**Collect here and URL above Doorway**
Refer sizings shown.
White panel 255mm high and full width of door.
URL text sits above the white panel and is sized to match the width of the Collect here.

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.
Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Click & Collect signage – destination: click & collect + parcel pick-up

The destination for picking up goods is branded consistently with existing look and feel of Woolworths Supermarkets.

Campaign Panel
Save time, Shop online - this messaging is scaled to fit visible area and can appear to the left or the right of the destination wall, depending on the site and what works best for positioning.

Destination Wall
On a standard wall that is devoid of significant structural features, the visible area is divided into 40% Woolworths Charcoal at the top and 60% Woolworths Green below, as shown.

Where a clear architectural feature exists, such as a bulkhead, use this to determine the wall colour split.

The Woolworths + click & collect logo + parcel pickup logo lockup is scaled within the Charcoal area to suit and thus determines the X height.

This X height is used to position the logo according to the dividing line, as well as the size and position of the Drive thru text.

Collect here and URL above Doorway
Refer sizings shown.
White panel 255mm high and full width of door.
URL text sits above the white panel and is sized...
Click & Collect signage – destination: examples

As shown, the split of the wall spaces, if not able to do 40% 60% as detailed on page B63, logical architectural or structural features can dictate the split between charcoal and green.

A

B

C

D

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.
Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Click & Collect signage – destination : non-standard

Where the destination for collecting goods is not what we would consider ‘standard’ (single wall), we have developed allowances for the Woolworths logo + click & collect + parcel pick-up logos to be applied horizontally on fixtures or bulkheads, as shown here.

With the Drive thru text no longer able to sit at ‘x’ distance below the coloured dividing line, it should visually be positioned in the most appropriate space.

Positioning & Size
The lockups shown are to be positioned within the Charcoal area of the building, and then scaled bearing in mind minimum clearspaces.

The entire lockup should be used as largely as possible in the space, with Charcoal filling any remaining space.

In these examples, the lockup is centred in the space, however, this can shift left or right on wider areas dependent on best possible sight lines.
Click & Collect signage – wayfinding: non-standard

This lockup was developed for a site-specific centre management lightbox fixture.

If this application will not work on your site, please refer the information/details to Woolworths so a solution can be proposed.

Graphics and colours on this page are indicative only, always use artwork supplied by Woolworths Project Manager for any productions.

Section B Woolworths Supermarkets exterior signage guidelines – April 2015
Click & Collect signage – destination: ground markings (non-branded)

Painted yellow to be consistent with visual language that customers are used to.
Arrows direct through traffic and simple bay markers indicate where to pull in to await attendance by a Woolworths staff member.
Positioned at each site in the natural direction of traffic flow.
Brandings is applied to bays to indicate that they are reserved for click & collect customers.

Shown here is setup to suit a carspace measuring 2800 x 5500mm.

Should carspace specs differ, please scale all elements together and allow 150mm clearance from line markings.

Paint is to be applied as 2 colours, Woolworths Green (to match Dulux Grass Court P25-H9) and White.

The yellow is only an indicator of possible existing line markings. Do not add/include.
Click & Collect signage – miscellaneous: exit only / destination hanger

Exit only

For use on exits at Drive thru destinations to ensure vehicle traffic flows correctly.

White lettering on Woolworths Green to be scaled to 1/3rd the height of the overall bulkhead.

Destination Lightbox

This additional sign was proposed for a particular site, due to the long drive ‘in’ to arrive at the destination.

It was deemed necessary to provide a point at which the driver could head towards, reiterating what was on the side wall.

As this is destinational signage, note that the panel behind the Woolworths logo in this instance is Woolworths Charcoal, not Woolworths Green.

Use this sign only when deemed necessary to assist the customer journey.
Where wall destination signage (shown B63 and B64) is not workable and a structural building fixture dictates the need for a wide horizontal indicator (see below example), these constructs can be used.

The makeup of these and their use follows the same as way finding, shown page B62, however there is no arrow.