

Tasmanian Government  
Visual identity

Version 1.0

05.2024

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# Capital works signage

Quick reference guide

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## Intro

Government construction projects should use signage and hoarding that is Tasmanian Government branded. The Capital Works Signage Guidelines give some options to consider but it's not limited to the shown examples. Please consider the site and the type of project and tailor your approach. The Tasmanian Government Corporate Brand Identity and Communications Policy applies or any approved department or subbrand specific identities. If the project is a joint approach with a non Tasmanian Government entity, please reflect the partnership. This is normally outlined in a partnership agreement. If the Tasmanian Government is funding but not leading a project, a 'Supported by' approach should be taken.

## Approval

The first point of contact on a Tasmanian Government agency level is your agency's Communications Manager or similar position.

The Department of Premier and Cabinet's (DPAC) Communications Unit can assist with any further enquiries and approval.

Please submit any questions and approval requests via email to [communications@dpac.tas.gov.au](mailto:communications@dpac.tas.gov.au)

### Construction project sign (ca 1000 x 2000 mm)

**Note:** this type of sign would be mounted to an appropriate construction.

The size can vary depending on the site and placement.

Ensure it is fit for purpose and is not distracting or interfering with traffic.

Check with Construction Site Manager if any Council or other approvals are needed before installation.

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Title

**Contribution:**  
Amount

**Completion:**  
Month/Year

**Information:**  
Website

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**BUILDING THE FUTURE  
FOR TASMANIA**



Tasmanian  
Government

Construction project sign example



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Department of XXX





## Construction sign long (ca. 1700 x 6900 mm)

**Note:** this type of sign would be mounted to existing construction site hoarding.


The size can vary depending on the site and placement.

Ensure it is fit for purpose and is not distracting or interfering with traffic.

Check with Construction Site Manager if any Council or other approvals are needed before installation.



Construction sign long example




Project: Title | Contribution: Amount | Completion: Month/Year | Information: Website Noto Sans Regular and Bold 140pt


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**ipsandes as sa voluptum qu**

In partnership with: Partner 1 Partner 2 Partner 3 Partner 4 Partner 5 Partner 6 Noto Sans Regular and Bold 140pt

Department of XXX



Tasmanian  
Government





## Scrim (ca 1800 x 10000 mm)

Plain with Tasmanian Government logo (top)

Plain with Tasmanian Government logo and general message (bottom)

**Note:** The size can vary depending on supplier.

Ensure it is fit for purpose and is not distracting or interfering with traffic.

Check with Construction Site Manager if any Council or other approvals are needed before installation.



**Building the  
future  
for Tasmania.**



**Investing in a  
better future for  
all Tasmanians.**



tagline related to  
the project and/or  
Government priority

Tasmanian  
Government logo



## Scrim (ca 1800 x 10000 mm)

With project image, name, details and space for a graphic and an apology message (top)

With project image, name, details and space for a graphic and an apology message (bottom)

**Note:** The size can vary depending on supplier.

Ensure material it's fit for purpose and is not distracting or interfering with traffic.

Check with Construction Site Manager if any Council or other approvals are needed before installation.



project image

project information

a background (solid or graphic) with a potential 'apology' message

## Scrim (ca 1800 x 10000 mm)

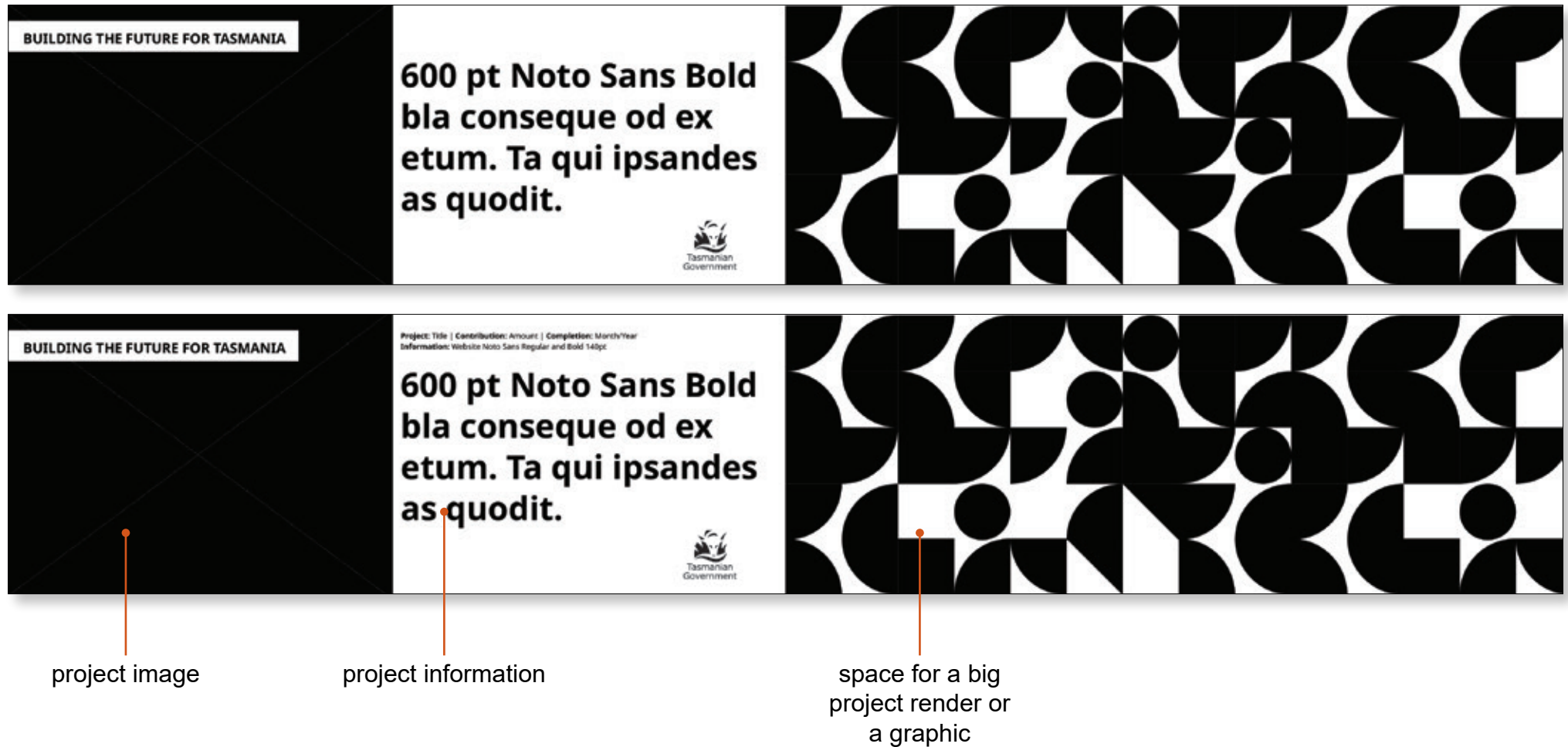
With project image, name and space for a big render or a graphic (top)

With project image, name, details and space for a big render or a graphic (bottom)

**Note:** The size can vary depending on supplier.

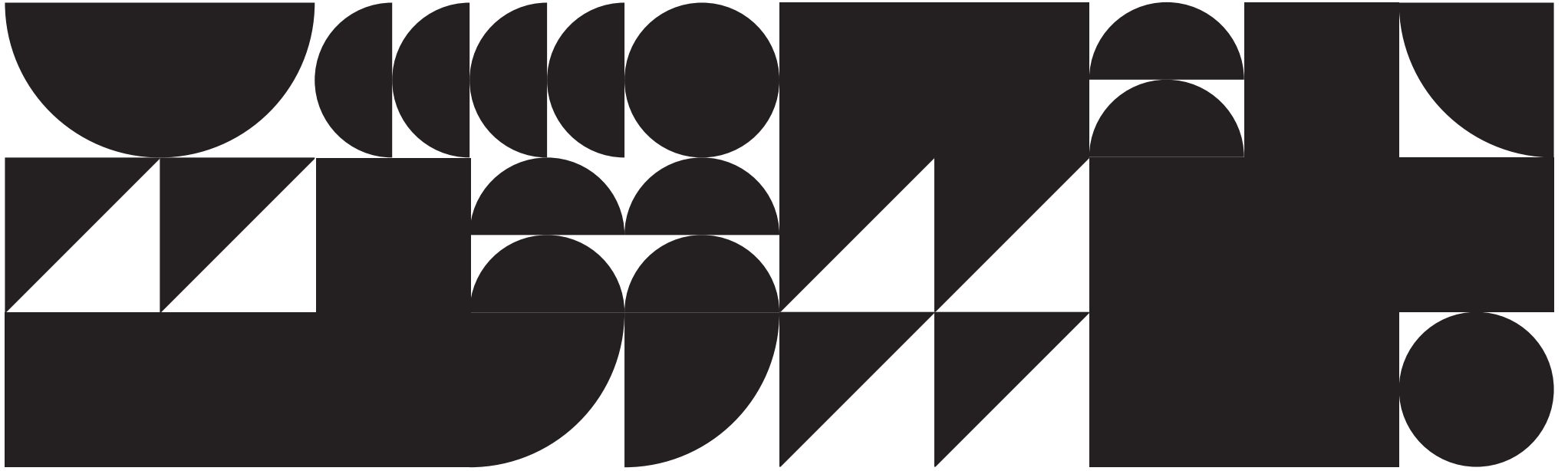
Ensure it is fit for purpose and is not distracting or interfering with traffic.

Check with Construction Site Manager if any Council or other approvals are needed before installation.



## Scrim example





For more information contact:

**Communications Unit**  
**Department of Premier and Cabinet**

[communications@dpac.tas.gov.au](mailto:communications@dpac.tas.gov.au)