

Signage

Procedures 2022

The purpose of this procedure is to ensure that all Playcentre signage is consistent, attractive and instantly recognisable to the public.

Playcentre 

Purpose

Playcentre Aotearoa’s brand identity is an asset and it holds value. Our brand is a visual expression of Playcentre Aotearoa and makes us recognisable to our wider communities and partners. It speaks to our reputation and what we stand for.

It is important to protect and maintain that value through appropriate and considered use.

Appropriately used, our brand identity applied to signage will enable us to communicate clearly the values and status of Playcentre to the wider communities, both locally and nationally.

The purpose of this procedure is to:

- Ensure Playcentre’s visual image and impact is as strong as possible and is seen to have integrity and meaning.
- Provide information on how to ensure that our signage is clear and uses consistent graphics, typography, and message.

Brand Objectives

The core objectives of our brand identity at Playcentre Aotearoa is to help bring:

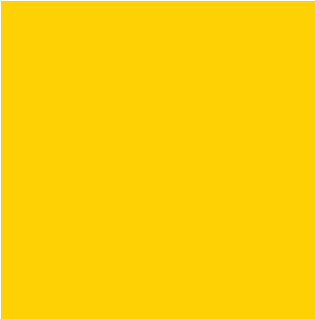
- **Unity:** To give scale of a national organisation and show a unity of purpose across all our Playcentre communities
- **Recognition:** Heightened awareness in our communities and the education sector of our longstanding and respected reputation in families and early childhood services



Colours

Our brand colours are yellow, purple, black and white. The colour codes to use are below. Please use the CMYK colour for all printing. If screen printers require a spot colour, please specify the Pantone colour listed below.

Yellow



CMYK 0/16/100/0
PANTONE 116
WEB #ffce00
RGB 255/210/0

Purple



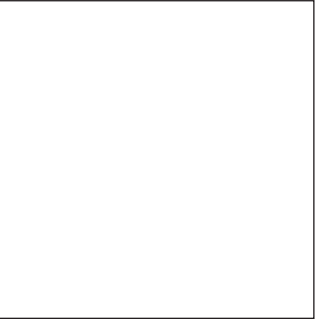
CMYK 81/100/0/7
PANTONE 268
WEB #1f3e7c
RGB 84/41/136

Black



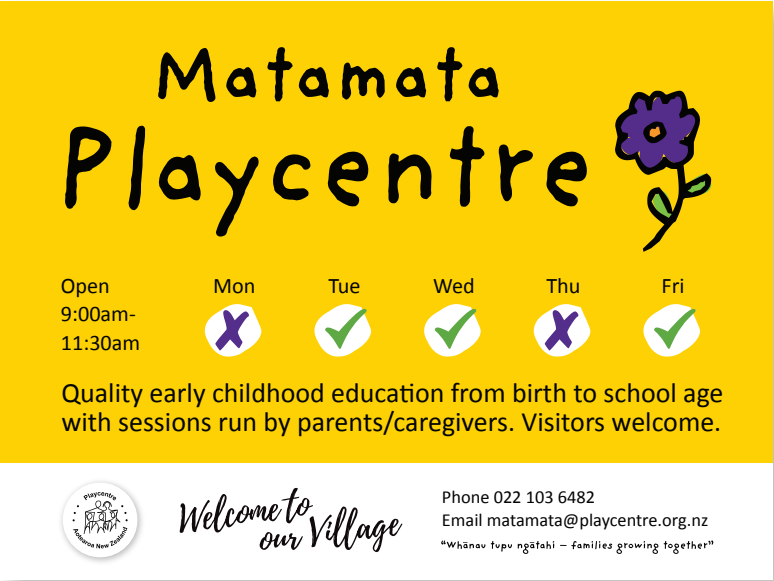
CMYK 0/0/0/100
PANTONE black 6c
WEB #000000
RGB 0/0/0

White



CMYK 81/100/0/7
WEB #FFFFFF
RGB 255/255/255

Building sign examples



Building sign

Artwork with your centre name, opening hours & days, description, phone & email

Building sign examples 2



Welcome sign

Free artwork for generic signs up to 2m x 1m



Banner - centre name

Artwork with your centre name



Banner - Welcome to our Village

Free artwork for generic signs up to 2m x 1m

Footpath sign examples



Footpath sign - detailed

Artwork with your centre name, up to 5 bullet points, phone & email



Footpath sign - simplified

Artwork with your centre name, phone & email

Outside sign examples



Outside sign - detailed

Artwork with your centre name, up to 5 bullet points, phone & email



Outside sign - simplified

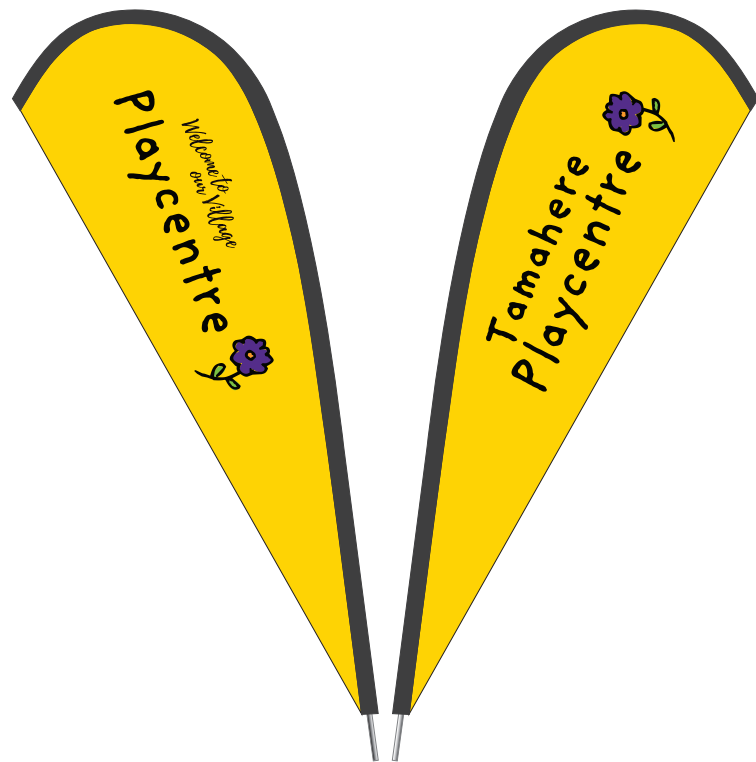
Artwork with your centre name, phone & email

Flag examples



Feather flag

Welcome to our Village, with centre name



Tear drop flag

Welcome to our Village, with centre name

Review process

Before you put up any new signage or replace existing signage, please consult with the Playcentre Aotearoa Communications Manager and the Property Team.

Most of our properties are leased and many those have conditions associated with signage as part of them. Therefore, any new signage, including flags and sidewalk moveable signs, will need to apply for project approval through the Property Team. As well as leases some of this type of signage will require Council Consent. The Property Team can assess this when they receive the project approval applications.

Email

Project Approval Application Forms are available from the Property section of the website and these should be emailed to askproperty@playcentre.org.nz.

Please also email askpr@playcentre.org.nz and include 'signage request' in the subject line of your email.

Preferred suppliers

It is recommended that you purchase your signage through one of our preferred suppliers.

They will organise design, print and installation of any Playcentre signage you may require.

They have the correct branding files and are briefed on what is required. Also, the more that centres use them, the lower the price will be.

All graphic design, printing and installation costs for your signage will need to be met by your centre (not Playcentre Aotearoa).

Print Plus, Auckland

Brendan Geeves

☎ 0800 E PRINT (0800 377 468)
@ design.printplus@printing.com

River City Signs, Hamilton

Chris Catchpole

☎ 07 846 6042
@ admin@rivercitysigns.co.nz

Speedy Signs, Wellington

James Abaniel

☎ 04 801 6030/ 027 396 9248
@ james.wellingtoncentral@speedysigns.co.nz

*There are 25 Speedy Signs franchises throughout the country, from Kaitaia to Invercargill. All Playcentre enquiries will be directed to Wellington, however they can install them nationwide.

Signal Creative Ltd, Christchurch

Scott Bately

☎ 03 329 6200/ 027 281 6483
@ signal.creative@xtra.co.nz

Williams Signs & Graphix, Dunedin

Peter Ryder

☎ 021 2222 902
@ pr@williams-signs.co.nz

Considerations when putting up signage



Ensure placement of signs maximises effectiveness.



Check that signs are either placed perpendicular or parallel (depending on what is best) to building pathways and entrances, orientated for visibility.



Ensure the information on the sign is appropriate for the location being used.



Ensure types of signage follow the design guidelines.