

22 May 2023

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Tēnā koe Joe

Request for information

Thank you for your Official Information Act 1982 (OIA) request of 26 April 2023, in which you asked for the Police signage guidelines.

I have provided the guidelines for you and trust this addresses your request.

Nāku noa, nā



Paul Comer
Director- Strategic Communications
New Zealand Police

Signage Guidelines



NEW ZEALAND
POLICE
Ngā Pirihimana o Aotearoa

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Showing our best side to our community

NZ Police work from over 300 stations throughout our country. These stations vary dramatically in their operational scale and capability, environment, and architecture.

Our signage system is designed to adapt to these differences, successfully scaling from a 1-officer station to the national headquarters and everything in between.

The system is constructed on a basic set of conventions, from which tailored signage can be created to meet needs of a single station.

From exterior to interior, our signage system unifies a prominent part of our public presence, strengthening the overall perception and story of NZ Police.





Exterior signage at a glance

Signage is all about delivering the right message, at the right time.

Its purpose is to identify a location, communicate guidance, caution, notify, or announce something to all site users – including visitors.

When planning signage for an NZ Police station, begin by first identifying the size of the station (small, medium, large).

Then, with the mindset of a first-time visitor, plot a logical sequence of events which includes arriving at the station, entering the building, interacting with the front counter, and finding a specific room or part of the building.

Start from the roadside with the exterior identification signage, then directional, informational and regulatory, working your way inwards. Along the way, identify any areas where bespoke signage may be needed, such as existing signs that need re-dressing.

From this sequence, a basic signage application can be devised using the exterior signage toolkit on pages.

When developing signage for a new station (yet to be built), all efforts should be made to coordinate the planning and application of signage with the architectural team, as well as a Police representative from the station.

Small station overview

This page shows a simple illustrated example of how our scalable signage system works for a small site.

In most cases, a small station will require a basic level of signage, including a new road facing sign, to clearly inform the public that this is a police station.

It may have doorways and windows that require the application of the Tukutuku panel and Turning of the Tide motif. The front door will also require an iteration of the Welcome convention applied. This differs dependent on whether this is a public facing station or is currently closed to the public.

It is important that the signage assets do not get overused. Selected signage should be simple and effective

Roadside sign

Welcome convention on entry door

Tukutuku pattern on entrance windows



Medium station overview

This page shows a simple illustrated example of how our scalable signage system works for a medium site.

In most cases, a medium station will require a basic level of signage, including a new road facing sign or plinth, to clearly inform the public that this is

a police station. It will typically have doorways and windows that require the application of the Tukutuku panel and Turning of the Tide motif. The front door will also require an iteration of the Welcome convention applied. Some medium station sites offer the opportunity to incorporate bespoke awning signage.

Awning

Roadside plinth

Welcome convention on entry door

Tukutuku pattern on entrance windows

Turning of the Tide on entrance windows



Large station overview

This page shows a simple illustrated example of how our scalable signage system works for a large site.

Large station signage is generally reserved for, but not restricted to, district and central headquarters,

as they typically require a more bespoke approach.

Due to the building scale of large stations, consideration needs to be given to legibility from afar, while designed in proportion to the building.

Facade lettering



POLICE

Large roadside plinth

Welcome convention on entry door

Tukutuku pattern on entrance windows

Turning of the Tide on entrance windows



Exterior signage toolkit

Our exterior signage toolkit is divided into exterior identification signage, entryway, and interior signage. The page below shows our exterior signs, split between identification and information.

In most cases, all stations would require the elements in some iteration. There are standard rules for each piece of signage, however in almost every case each station must be treated as bespoke. The difference between new signage, replacement, upgrade or bespoke affects the execution greatly. Some of these elements might not be needed and some stations may require more than one of each piece of signage. Reference imagery and station commander input is required at beginning of signage creation to best suit what is appropriate for the station.



Exterior identification signage

Considerations

As the first visible landmark to a visitor trying to find a station, the exterior identification signage should be placed for maximum visibility to both pedestrians and motorists approaching from all orientations.

From the roadside outside the station, consider how visible the station is when approaching on foot, or in a car, from all orientations.

Several sizes of roadside signs and plinths are available to best fit the scale of an available site.



Roadside signs (Fixed sizes)

The roadside signs are designed to be installed outside the station, in line with the entrance, on or as close to the grass verge by the roadside.

This is to identify the location of the station on the street, as well as where the public entrance is at the station.

Roadside signs should ideally be installed on posts, double-sided and perpendicular to the road. When installed in this way, ensure the curved corner is always facing towards the road.

When roadside real estate is limited, restricted or non-existent, single-sided roadside signs should be installed parallel to, and facing, the road. In this instance, the roadside signs can be installed on posts, or directly fixed to the front of the station, wall, or fence.



Exterior Landscape and Portrait signs

800mm h x 1200mm w

600mm h x 1000mm w (For use when space is limited)

1200mm h x 800mm w (For use when wall mounted and space is limited)



Plinth signs

1600mm h x 600mm w

1800mm h x 1200mm w

2400mm h x 1200mm w

**Hanging/
Under awning signs**
(Fixed sizes)



On stations that sit within a block of shops, or have a large amount of foot traffic, a canopy mounted awning sign

can run perpendicular to the building road-front, to direct the public into the station's public entrance.

Canopy sign
400mm h x 1000mm w



Illuminated canopy sign
560mm h x 2400mm w



Facade lettering
(Bespoke size)

In some cases where an external sign or plinth is unavailable, a facade using the Poilce logo can be produced if a station has a flat surface this can easily be affixed to. These can vary in size, and

can also be affixed to the side walls of a station if it benefits the approach to the station for the public. This is extruded and created using acrylic.



Awnings
(Bespoke size)



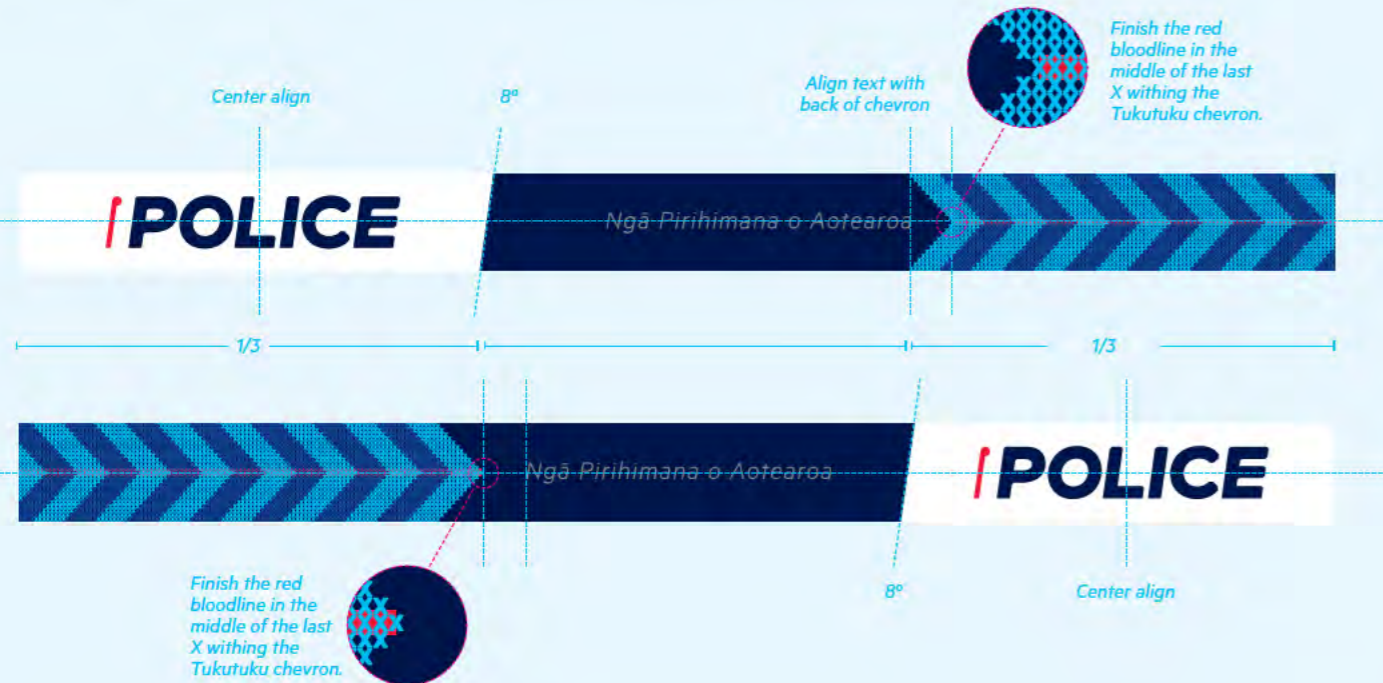
Awning signage can be used when a station has a canopy or straight horizontal entryway that can be easily affixed to. Awning signage can be helpful

on large stations where it is difficult to determine where the entrance is. There are certain rules around how awning signage is created using our elements.

AWNINGS – LAYOUT GUIDE

The awning design consists of three main components; the Police wordmark in a white housing, Ngā Pirihimana o Aotearoa in a dark blue housing, and the Tukutuku chevron. The layout of these components follow a rule of thirds as a starting point.

Typically an awning height is 400 to 600mm high. It is recommended not to use this on awnings narrower than 350mm in height. In this instance, it is recommended to only use the Tukutuku chevron on narrow awnings.



Placement rules

The Police wordmark in a white housing is to be located above the public entrance.



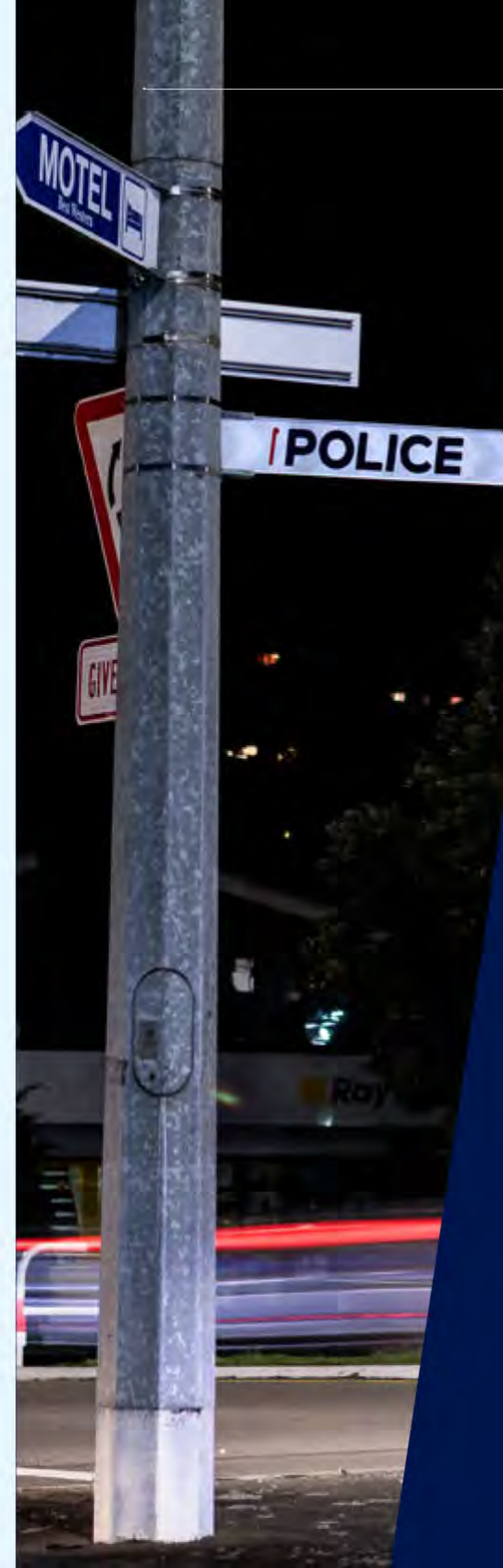
Roadside directional sign



The roadside directional sign exists for the sole purpose of directing both pedestrians and motorists to a police station when it's not located on a main road or street.

Used sparingly, the roadside directional sign is to be placed at intersections. It is not intend to be placed directly outside a police station.

Refer to your local council and www.nzta.govt.nz for correct fixing and instillation guidelines.



Roadside directional sign

Front of station signage

Considerations

As well as coming in all shapes and sizes, stations also can also serve different purposes to one another. This can include weather or not the station is open to the public, with a front counter for service.

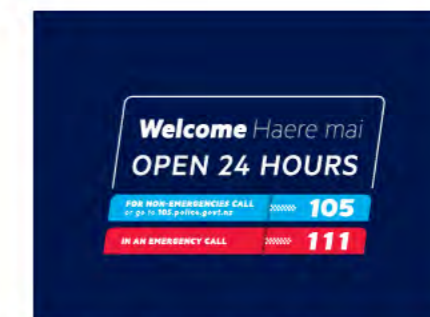


Welcome signage
(Fixed size, bespoke layout)

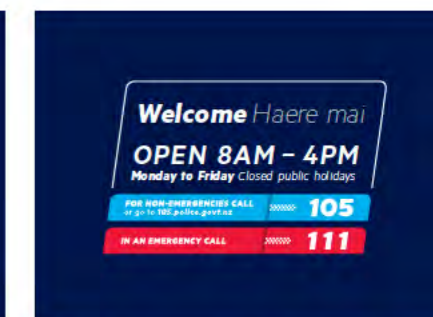
Located on the front entrance doors, the welcome signage has been designed to provide familiar way-finding system for all visitors.

This included uniform messaging to visitors, display the national emergency and non-emergency contact numbers, while offering flexibility to convey the open hours for each station.

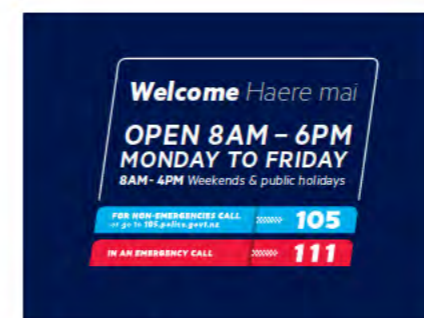
Stations 'open to the public' - with fixed hours



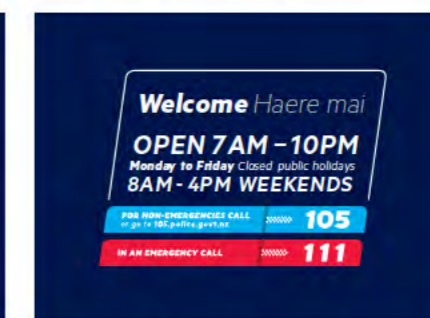
Generic sign for stations open 24 hours



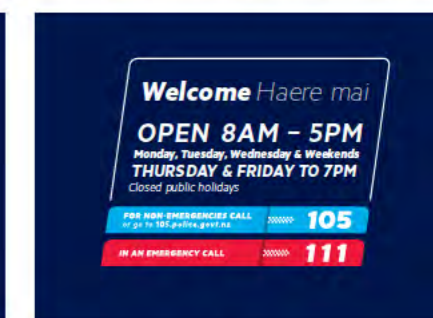
Stations open weekdays only - Closed public holidays



Stations open 7 days

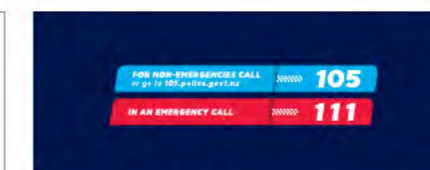


Stations open 7 days - Closed public holidays



Stations open variable days

Generic signs for stations 'closed to the public'



Use when on a double door (Logo on left door)



Use on stations with single door

WELCOME SIGNAGE – LAYOUT GUIDE

Although we have many different versions of this graphic, they all fit a common convention in their application of text, angle and alignment. Only the content and height change in this case. The width is fixed.

This template is available from the NZ Police Public Affairs office.

Text

Metric, Skewed to 8°

Kerning

Set to Optical

Tracking

+60 for capitalised wording

+40 for title case wording



Entrance doors and windows (bespoke layout)

Housing the welcome signage, the entrance door and window system have been developed to provide a uniform way for visitors to quickly identify where the public entrance is.

The system is modular in order to work with any size station. Below are some examples for using the system across different size entryways.

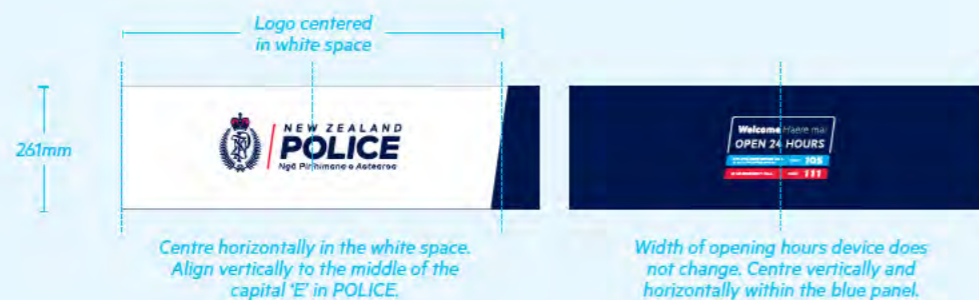
Double door entry-way with windows



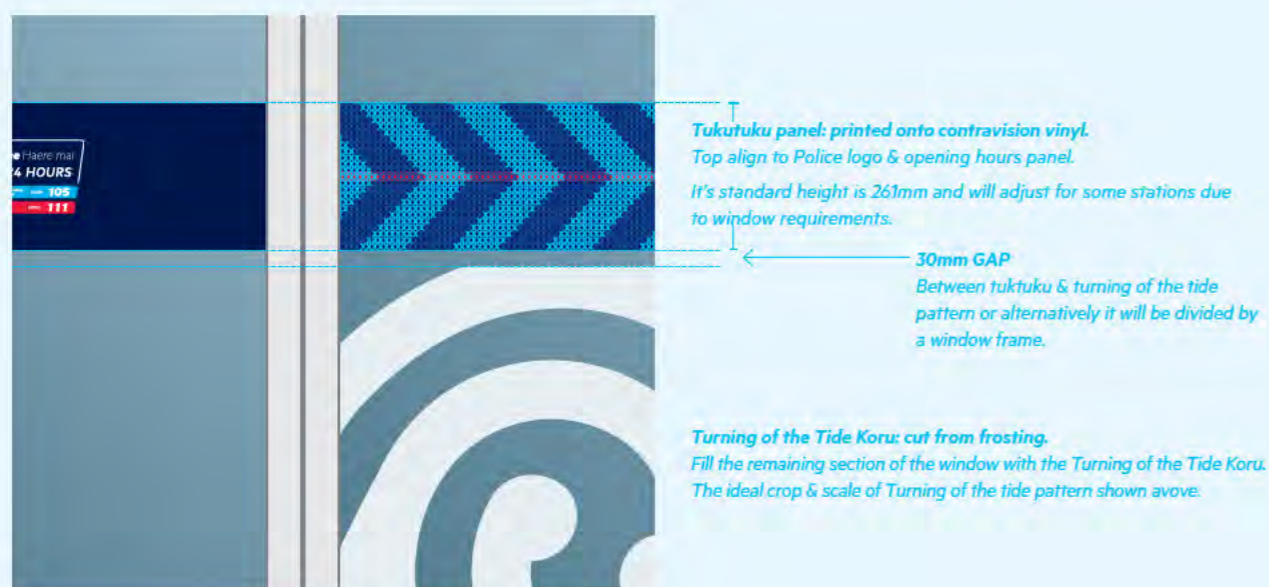
Single door entry-way with, and without, windows



ENTRANCE DOORS AND WINDOWS – LAYOUT GUIDE



This example shows how the Turning of the Tide motif is always centered on an entrance where there are windows either side of the main door.

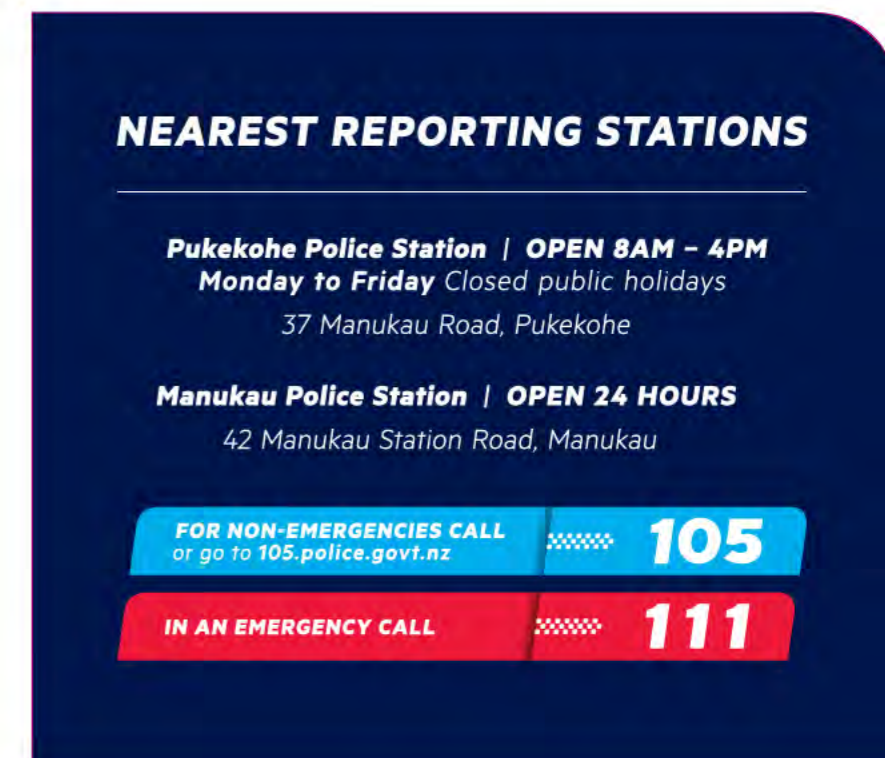


Nearest reporting station sign (Bespoke size)

For use at stations which are closed to the public, the nearest reporting sign is designed to inform and redirect visitors to a station close by with a public counter.

Often located at the main entrance, the sign is to be installed where it is both easy to find and read.

Below is an example layout. However this sign can be produced using the bespoke sign layout guide on page 42-43.



Second layer/interior entrance doors and windows
(bespoke layout)

For use on stations with an entry foyer, to help with visitor way finding into the reception area.

This signage is installed at the same height as the entrance door and window signs and placed so it is readable while entering the station.

Double door second layer/interior entry-way with windows

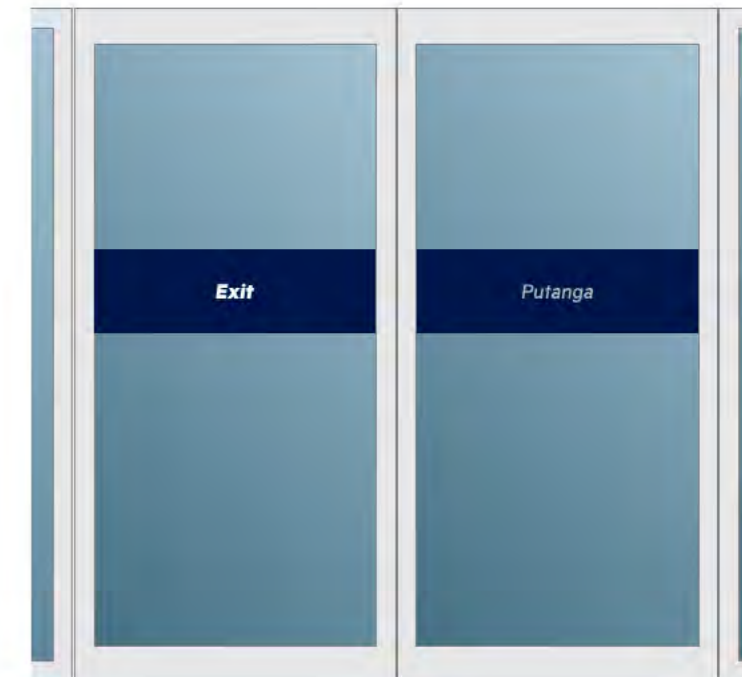


Exit door signs
(bespoke layout)

The exit door signage has been developed in order to easily identify where the exit is, particularly when a station has double door entry-ways.

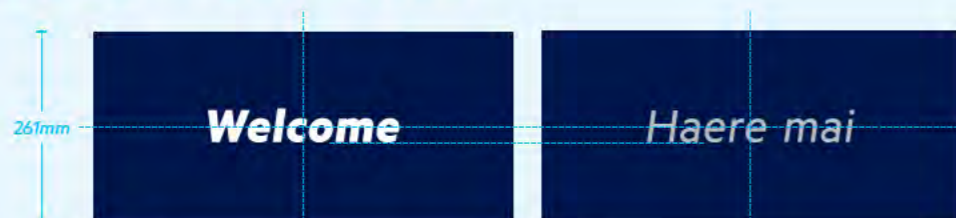
This signage is installed on the reverse of the welcome signage panel, so it is seen when exiting the station.

Double door exit with windows



INTERIOR DOOR SIGNAGE – LAYOUT GUIDE

Double door



Text
Metric Bold, 200pt, Skewed to 8°

Kerning
Set to Optical

Tracking
Set to +40

Colour
White

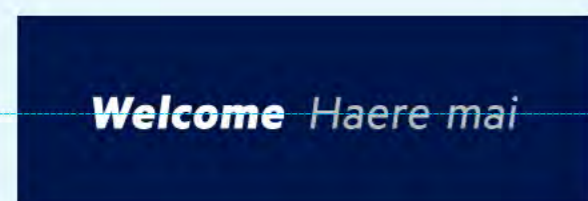
Text
Metric Regular, 200pt, Skewed to 8°

Kerning
Set to Optical

Tracking
Set to +40

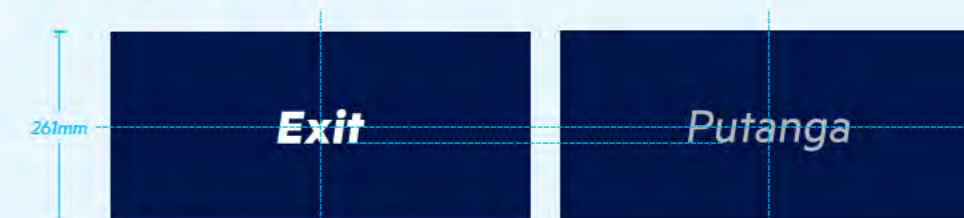
Colour
C 0 M 0 Y 0 K 30

Single door



EXIT DOOR SIGNAGE – LAYOUT GUIDE

Double door



Text
Metric Bold, 200pt, Skewed to 8°

Kerning
Set to Optical

Tracking
Set to +40

Colour
White

Text
Metric Regular, 200pt, Skewed to 8°

Kerning
Set to Optical

Tracking
Set to +40

Colour
C 0 M 0 Y 0 K 30

Single door



Phones and intercom signage



Phone and intercom (Fixed size)

Two different types of signage has been created to indicate an intercom or phone present outside a station. The small profile of these signs mean that it can be affixed as close as possible to the device, and several directional formats have been created to indicate where the phone is. In some cases bespoke signs have been created due to a lack of available space, and some stations require the sign to be attached to the device itself.

Intercom signs
160mm h x 120mm w



Phone signs
160mm h x 120mm w



Placement rules

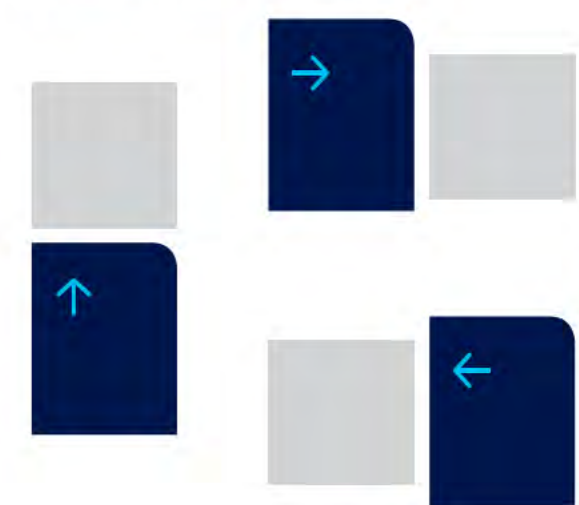
The phone or intercom sign is to always be placed above, with the arrow pointing towards the indicated device.

If space does not allow, the preferred placement is to be on the side of approach, to ensure the sign is easily seen and not hidden behind the indicated device.

PREFERRED PLACEMENT



ALTERNATIVE PLACEMENT OPTIONS





**POLICE
VEHICLES
ONLY**

Restricted area signage

Considerations

Due to security, as well as health and safety requirements, only part of most stations are accessible to the public. For the remainder, a clear system of signage is used to identify restricted areas to the public.

This included personnel access through gates, vehicle access into yards adjacent private property, as well as identifying restriction of access.

The page adjacent shows some examples of commonly used restricted area signage. Bespoke signs can be produced using the layout guide on page 42–43

Existing examples

Police Personnel sign

400mm h x 300 mm w (For use when mounted to doors)

600mm h x 400 mm w (For use when wall mounted on fences and gates)



**POLICE
PERSONNEL
ONLY**

Police Vehicles sign

600mm h x 400 mm w



**POLICE
VEHICLES
ONLY**

No public access sign

900mm h x 600 mm w



STOP

**NO PUBLIC
ACCESS**



Exterior wayfinding signage

Entrance directional signs (Fixed size)

Only to be used in instances where the entrance is obscured from the road front.

150mm h x 400 mm w



Existing exterior wayfinding sign examples (Bespoke size)

Below are some examples of exterior wayfinding signage. However the signs

can be produced using the bespoke sign layout guide on page 42-43.



Car park signage



Curb mounted car park signs (Fixed size)

The below car park signs are used when there are curbs or bollards available to mount to.

The slim profile enables these signs to attach to these areas easily.

Curb mounted car park signs
60mm h x 400mm w



Wall mounted car park signs (Fixed size)

These car park signs are used when there is no curb available to mount to.

These are larger for visibility when mounted to a wall, fence or pole and include the radial on the right edge.

Wall mounted car park signs
120mm h x 550mm w



BESPOKE CAR PARK SIGN – LAYOUT GUIDE

In some cases, custom car park signs have been created to reflect rank of officers at station and can be requested as bespoke signage.

Curb mounted car park signs

60mm h x 400mm w

Text

Metric Bold, 99pt, Skewed to 8°

Kerning

Set to Optical

Tracking

+60 for capitalised wording



Wall mounted car park signs

120mm h x 550mm w

Text

Metric Bold, 148pt, Skewed to 8°

Kerning

Set to Optical

Tracking

+60 for capitalised wording



Bespoke and replacement exterior signage

In some cases, none of our standard conventions will be applicable for a station. This often occurs when replacing existing signage that would reveal rough, unpainted or grimy areas if not replaced by a sign of the same size.

In these cases, a bespoke sign is needed to cover these areas and minimise the need for painting or aesthetic repair to the property.

Most of our exterior signage stems from a base starting point – a 600mm x 400mm sign with a rounded top-right corner.

However, this is only a starting point. The height and width dimensions of this shape are entirely flexible. The top-right corner radius follows a different rule depending if the sign has landscape or portrait dimensions (see page XX).

Our exterior signs are always solid NZ Police Navy with no Tukutuku background pattern. Typography is primarily set in Metric Bold (8° skew), capitalised to aid with legibility over distance.

At multi-purpose sites, a tukutuku footer can be added to identify that our signage pertains to the NZ Police aspects of the building. A regulatory footer may also be added. In both instances, these additions add to the total height of the sign.

BESPOKE EXTERIOR SIGN – LAYOUT GUIDE

The example below is based on a 600mm x 400mm sign with a rounded top-right corner.

Sign shape

600mm x 400mm

Text

Metric Bold, 260pt / 260pt, or 130pt / 130pt, Skewed to 8°

Text kerning

Set to Optical

Text tracking

+60 for capitalised wording

+40 for title case wording

Background colour

C 100 M 86 Y 10 K 60



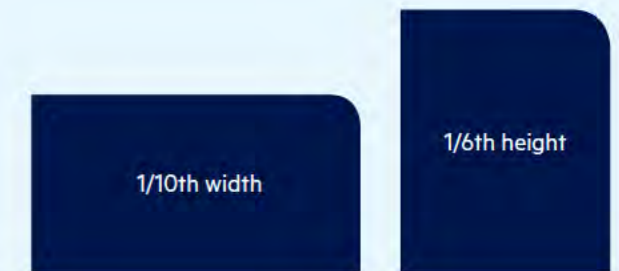
Mandatory radial corner rules

Portrait sign

Top Right Corner – Portrait: 1/6th height
eg. 300mm high sign has 50mm radius corner

Landscape sign

Top Right Corner – Landscape: 1/10th width
eg. 400mm wide sign has 40mm radius corner



Tukutuku footer

+ 120mm height

Added to identify signage as Police-specific at multi-purpose sites.



Regulatory footer

+ Height of text and 30mm margin

Added to reinforce rules and regulate behaviour that may constitute a violation if disregarded.

Text

Metric Bold, 100pt / 100pt, Skewed to 8°

Text kerning

Set to Optical

Text tracking

+60 for capitalised wording

+40 for title case wording

Background colour

C 0 M 100 Y 80 K 0



One-off signage

Considerations

There are special circumstances where one-off bespoke can be produced. Typically this is due to site restrictions or to reuse existing site infrastructure on-site.

Approval for design and manufacture of these signs is to be sort from the NZ Police Public Affairs office.

Existing examples (Bespoke size)



Re-skinned plinth



Footpath sandwich board sign

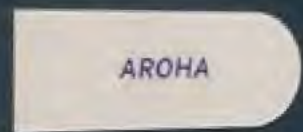
Interior signage toolkit

Our signage becomes softer and lighter once in the interior spaces of a station. Our shape language also changes slightly to support the use of pictograms.

Our interior signage toolkit is divided into Interior signage and Interior window frosting.



Interior signage



Lobby signage



Welcome sign
Scalable

Welcome Haere mai

Directional lobby sign
380mm h x 1200mm w

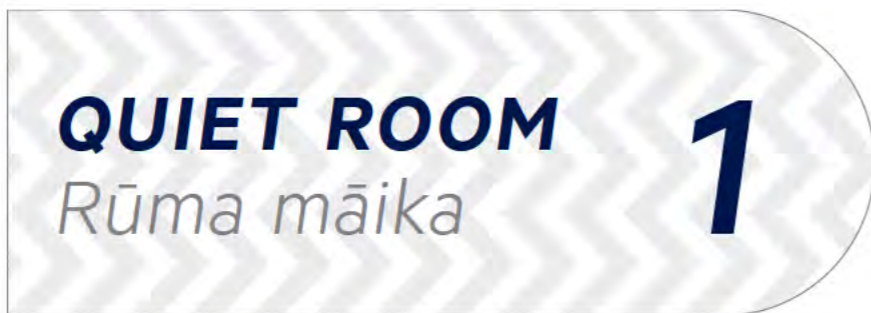


Floor directory sign
380mm h x 1200mm w



Interior door information signs
(Fixed size)

Vinyl applied to 5mm thick white acrylic
150mm h x 425mm w



Interior door regulatory signs
(Fixed size)

Vinyl applied to 5mm thick red acrylic
150mm h x 425mm w

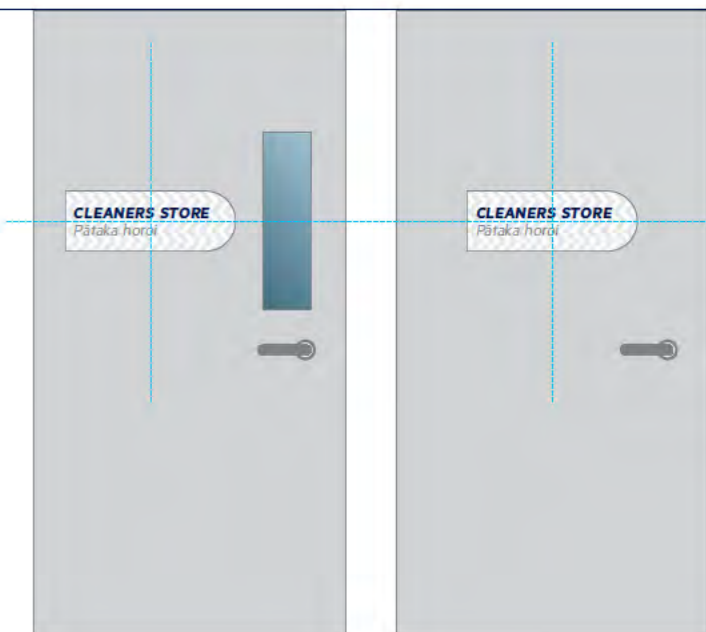


Interior icon-only signs
(Fixed size)

150mm h



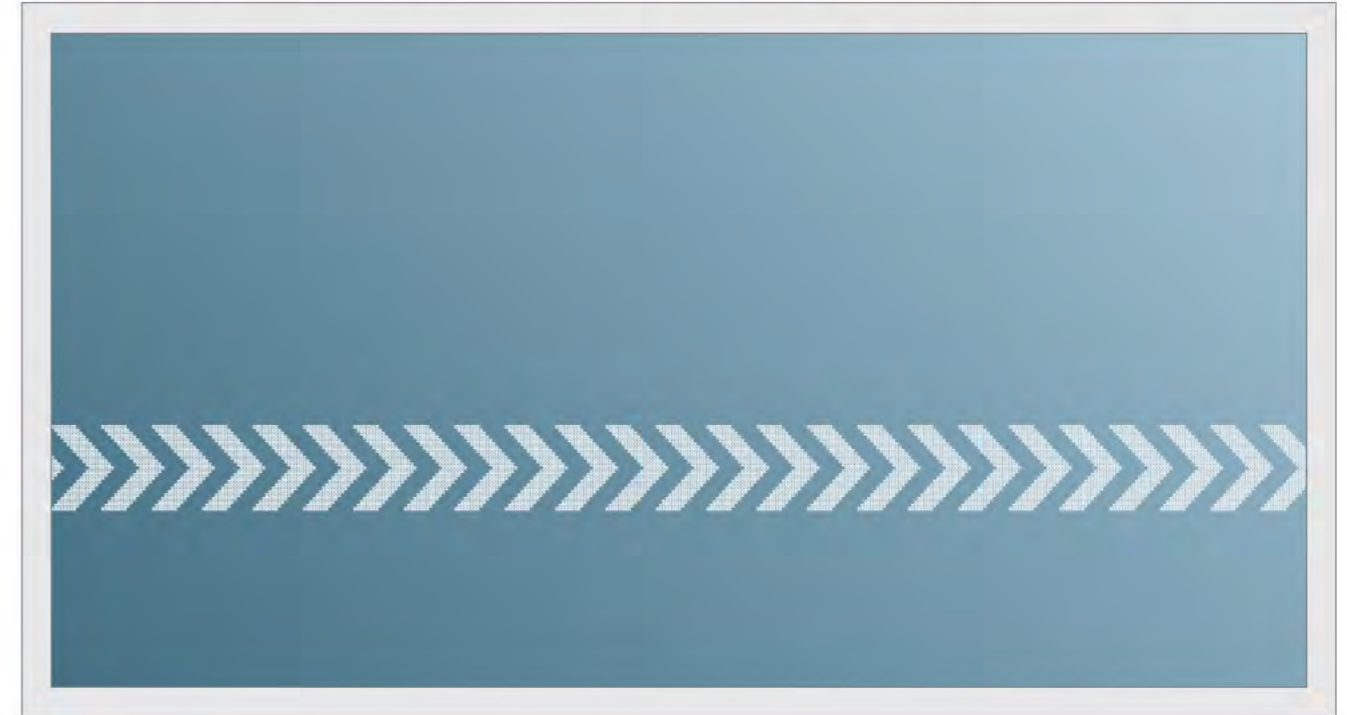
Placement rules



Interior window frosting

Frosted 'Tukutuku' chevron strip

A simple and effective way to incorporate the NZ Police brand into window safety compliance frosting. The strip is to always be 261mm thick.



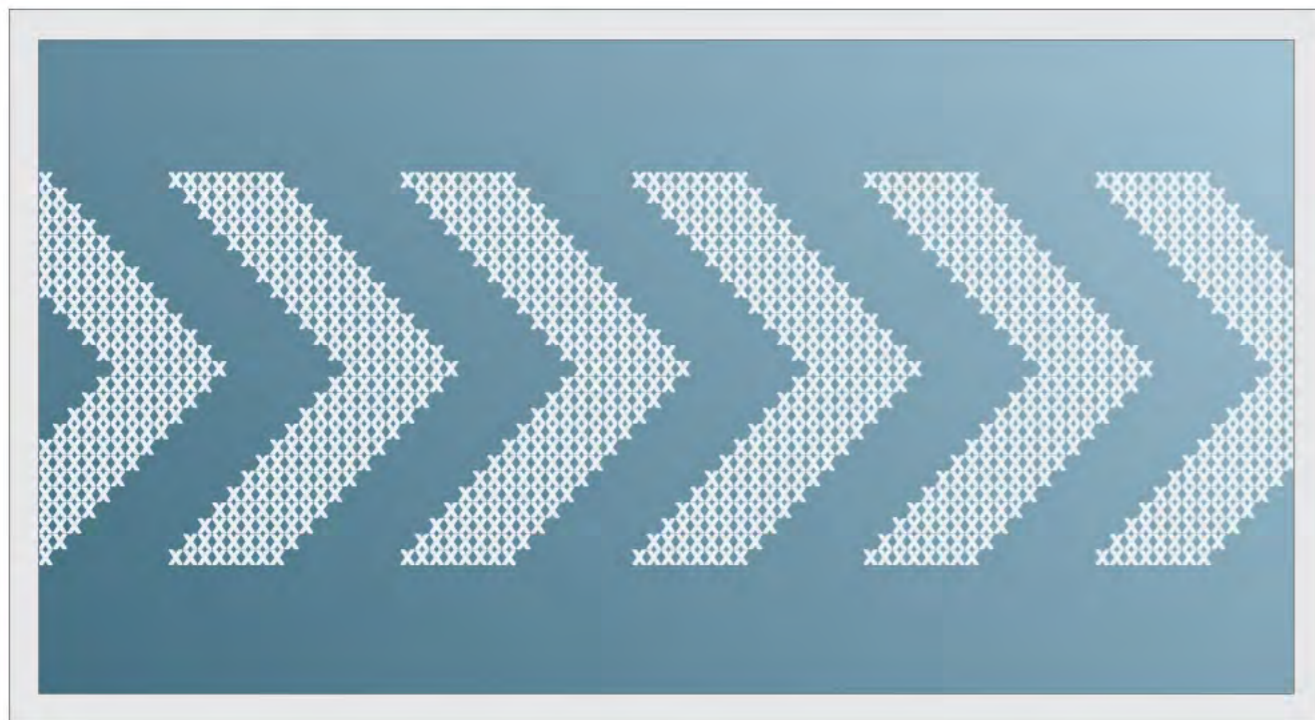
Half cover 'Turning of the Tide' frosting

Commonly used for meeting room windows, the 'Turning of the Tide' koru pattern can provide up to half window height coverage, while giving full visibility. When used on it's own, the Turning of the Tide koru is not to be trimmed at the top.



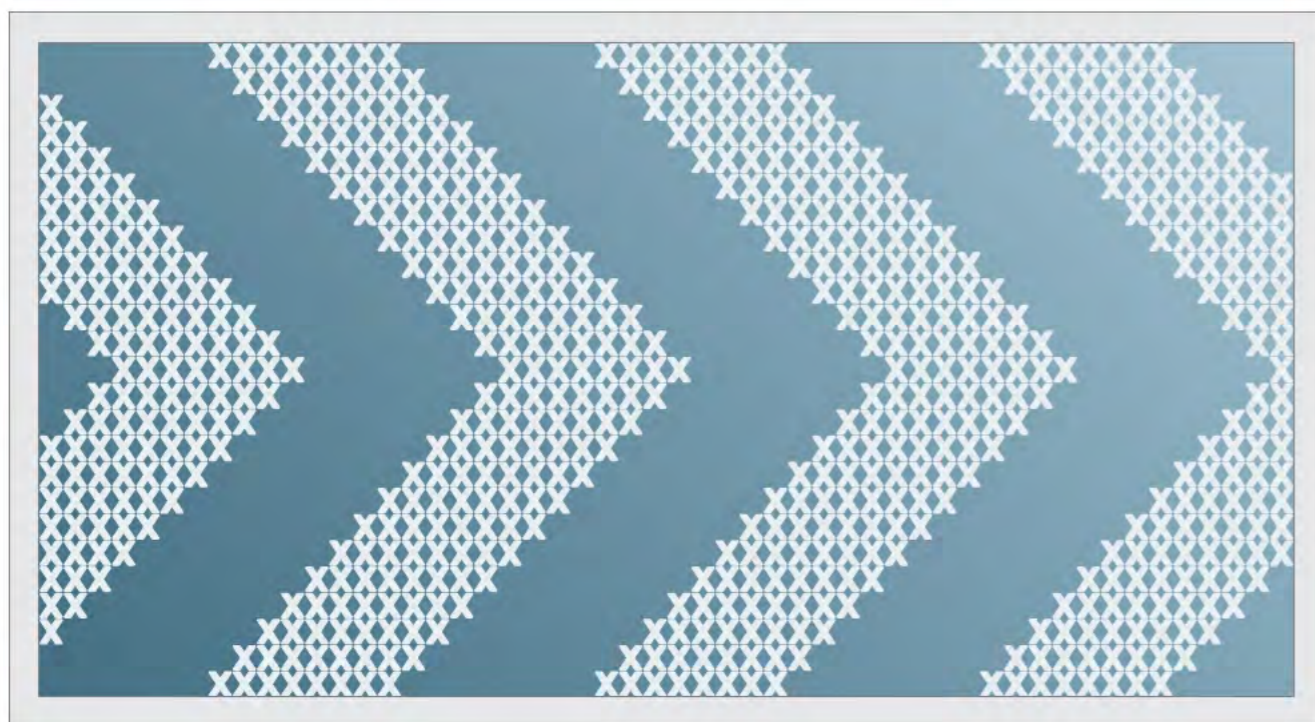
2/3 height 'Tukutuku' chevron cut frosting

Frosting provides half hight window height coverage, giving full visibility.



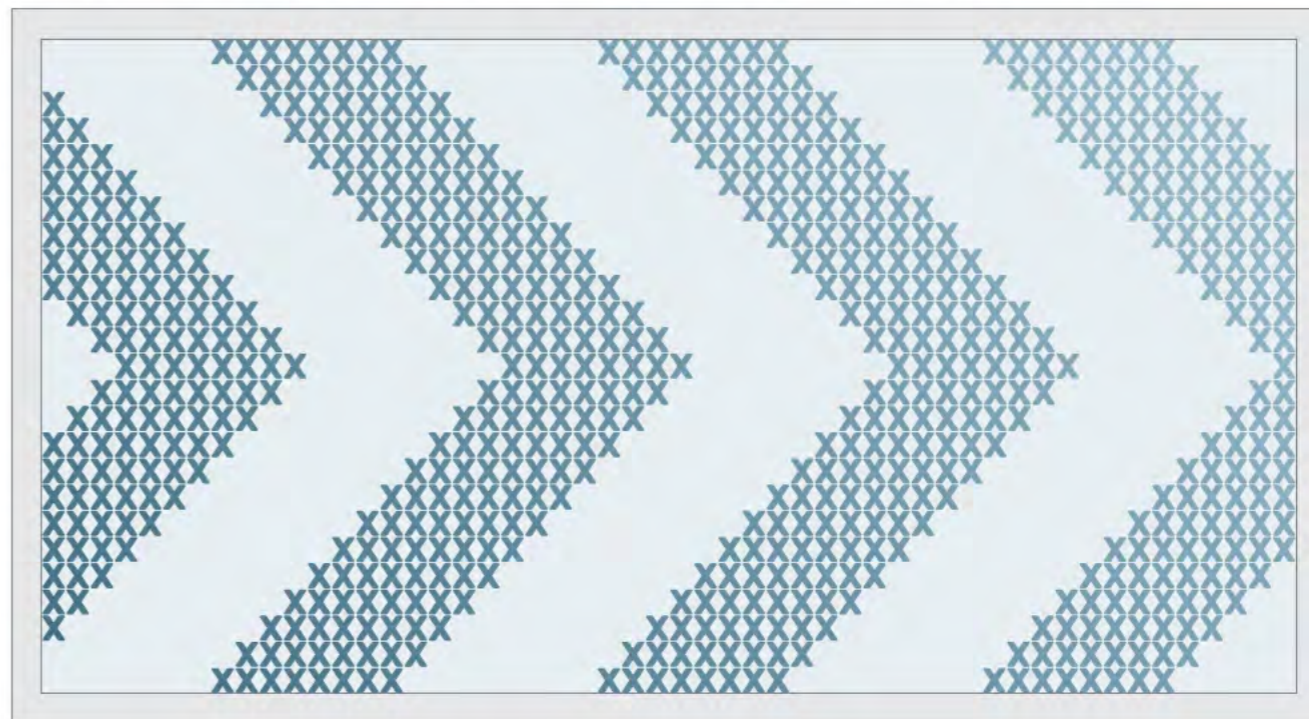
Full height 'Tukutuku' chevron cut frosting

Frosting provides full hight window height coverage, giving full visibility.



Full height 50/50 privacy frosting

Frosting provides full hight window height coverage, while giving partial visibility. Typically this treatment is used for areas where privacy is key, but partial visibility is required for security reasons. This is the treatment being used for the front counter safety project.



Full height printed frosting

Opaque frosting with the tukutuku chevron design printed on it, to provide total window coverage, while allowing light to pass through it. Typically this treatment is used where absolute privacy is required.

