

# COMMUNITY SIGNBOARDS ARTWORK AND FORMAT GUIDE

*Stand out and deliver your  
message with great results!*

**HOBSONS**  
**BAY CITY**  
COUNCIL



**PRIMARY INFO:**

1. Event name

2. Date and time

3. Location

**OPTIONAL INFO:**

6. One sentence of copy or a few bullet points about the event

7. Sponsor and partnership logos



- Eye-catching colour scheme
- Bold and easy to read

**SECONDARY INFO:**

4. Website URL / social media handle

5. Organisation logo

*A signboard is a visual aid and an effective way to promote an upcoming event. The information presented needs to be easy to read and memorable.*

**ADDITIONAL INFO:**

Information such as contact details, pricing, longer descriptions, etc, should be available on the website.



- Clear, engaging, relevant image
- Bold and easy to read

### PRIMARY INFO:

1. Event name

**Pull on some gloves  
and join the team to  
clean up Australia.**

**Sunday  
4 March  
2018**

2. Date and time

Hobsons Bay City Council is supporting the 2018 Clean Up Australia Day events by encouraging community groups and residents to register a site or join a local clean up activity.

### SECONDARY INFO:

To register visit [www.cleanupaustaliaday.org.au](http://www.cleanupaustaliaday.org.au)

3. Website URL / social media handle

### OPTIONAL INFO:

5. One sentence of copy or a few bullet points about the event

 **HOBSONS BAY LANGUAGE LINE** | **9932 1212**  
INTERPRETER SERVICE FOR ALL LANGUAGES  
Your Council in your language



4. Organisation logo

### THINGS TO KEEP IN MIND

- Ensure drivers will be able to read it from the road.
- Ensure the text is easy to read & remember.
- Ensure the image is relevant to the event.

### ADDITIONAL INFO:

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