CREATIVE HOARDINGS

Hoarding artwork template guide

Artwork by Matt McLarty

WOOLLAHRA MUNICIPAL COUNCIL

April 2024

Acknowledgement of Country

Woollahra Council acknowledges the
Gadigal and Birrabirragal people who are the
Traditional Custodians of this land and we pay our
respects to Elders past, present and emerging.

Artwork by Jordan Ardler
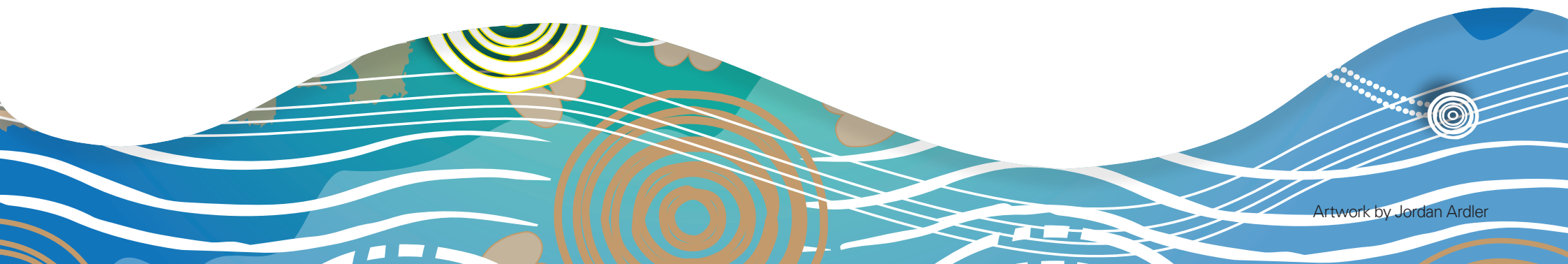
1. How to download your artwork

1. **Select your preferred artwork at:**
   woollahra.nsw.gov.au/Community/
   arts-and-culture/Creative-hoardings

2. **Email cultural@woollahra.nsw.gov.au**
   requesting files.

3. **You will receive an email with a**
   link to download print ready files.

Follow artwork link in your email

The files will download to your browser's
default destination (usually the Downloads folder).

Note: the link will expire in **7 days**.
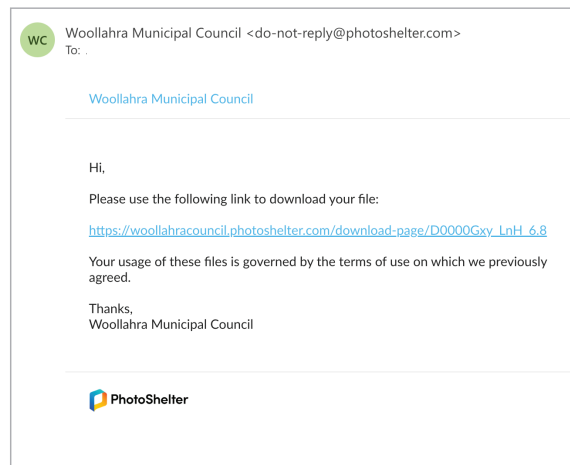
Email us at
cultural@woollahra.nsw.gov.au
if you require assistance with your download.

> **WC** Woollahra Municipal Council <do-not-reply@photoshelter.com>
> To: .
>
> Woollahra Municipal Council
>
> Hi,
>
> Please use the following link to download your file:
>
> https://woollahracouncil.photoshelter.com/download-page/D0000Gxy_LnH_6.8
>
> Your usage of these files is governed by the terms of use on which we previously agreed.
>
> Thanks,
> Woollahra Municipal Council
>
> **PhotoShelter**

2. Creative hoarding: next steps

What do you need?
- Exact hoarding measurements.
- How many panels required.

Open your Adobe InDesign or pdf files
Hoarding artwork is set at 10% of actual size. Always check the specifications with your printer.

Create your hoarding and email a mock up for approval
Send a complete mockup of your hoarding as a pdf file for approval to: **cultural@woollahra.nsw.gov.au**

What's in the Zip folder?

Expand and review your Zip file – it will contain packaged InDesign files and print-ready pdf files.

You can use whichever file type suits your printer.

Example here for Rachel Stone hoarding artwork files:

Name
All Hoarding Panels_Rachel Stone.idml
All Hoarding Panels_Rachel Stone.indd
Links
Rachel Stone_A-Panel.pdf
Rachel Stone_B-Panel.pdf
Rachel Stone_C-Panel.pdf
Rachel Stone_D-Panel.pdf
Title Panel_Rachel Stone_PRINT.pdf

You will need **Adobe InDesign** to open and view InDesign (.idml and .indd) files.

You will need **Adobe Acrobat Reader** to view pdf files.

3. Assembly Creative Hoardings

EXAMPLE: 2.4m tall hoarding (ground level) – 'Type A' hoarding (and site fence of 'Type B' hoarding)

Creative Hoarding artwork: *Come with me, to the Sea* by Rachel Stone

2.4m high

30.4m wide

Hoarding artwork panel sizes

Title panel
1.6m wide

A panel
6.4m wide

B panel
4.0m wide

C panel
3.2m wide

D panel
1.6m wide

Optional Developer panel (for logos, etc)

D panel
1.6m wide

Flexible Application

Hoardings are made up of panels put side-by-side to form a protective wall. While many hoardings are a standard 2.4m or 3.0m high, their lengths can vary.

The artwork is a flexible system of different panel sizes. It allows for panels to be placed end-to-end in various lengths and combinations to suit different hoarding dimensions. **Panels can be placed in any combination.**

3. Assembly Historical Hoardings

EXAMPLE: 2.4m tall hoarding (ground level) – 'Type A' hoarding (and site fence of 'Type B' hoarding)

Historical Hoarding artwork: Postcards of Rose Bay, Watsons Bay, Vaucluse

2.4m high

←————————————————— 30.4m wide —————————————————→

Hoarding artwork panel sizes

Title panel
1.6m wide

A panel
6.4m wide

A panel #2
6.4m wide

B panel
4.0m wide

B panel #2
4.0m wide

C panel
3.2m wide

C panel #2
3.2m wide

D panel
1.6m wide

Optional Developer panel (for logos, etc)

D panel
1.6m wide

NOTE: Historical Hoardings have **additional panels for A, B and C.**

3. Assembly Type B hoardings

EXAMPLE: Site fence hoarding with 'Type B' hoarding overhead

Creative Hoarding artwork: *Come with me, to the Sea* by Rachel Stone

1.0m+

EXAMPLE: Site fence hoarding with 'Type B' hoarding overhead

Historical Hoarding artwork: Postcards of Rose Bay, Watsons Bay, Vaucluse

Type B hoardings

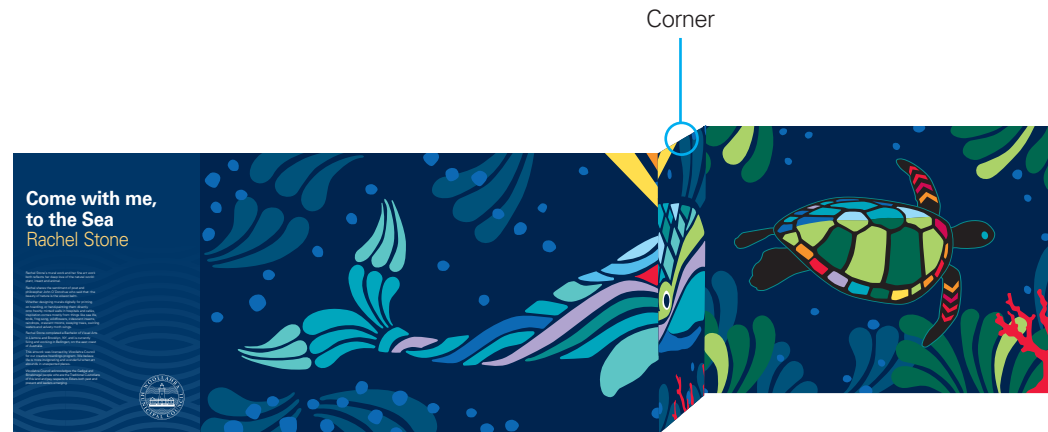Type B hoardings are for overhead protection and can vary in height and length.

Only the hero artwork may be used (creative or historical) on a Type B hoarding.

Reduce the images to fit **proportionately**, do not stretch the artwork to fit .

3. **Assembly** corners and title panels

Corner

Site corners

Where there is a corner, continue artwork to cover all hoarding space.

Title panel

Always place the artwork title panel to accompany the hoarding artwork. Place it at either end, where it is the most accessible.

Title panel

If hoarding length **exceeds 30m**, place title panel on **both** ends of hoarding.

3. **Assembly** developer's logos and advertising

EXAMPLE: 2.4m tall hoarding 'Type A' hoarding (ground level) – mock up is 30.4m wide

Creative Hoarding artwork: *Come with me, to the Sea* by Rachel Stone

2.4m high

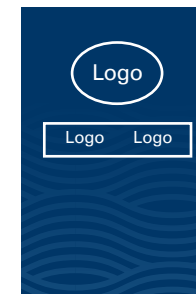30.4m wide

Developer's logo and advertising D panel.

Developer's logo(s) and advertising

There is a D panel included in the hoarding artwork for developers to include their logo(s) and any other promotional material.

This is only to appear as part of a 'Type A' hoarding or as part of the site fence for 'Type B' hoarding.

Optional Developer panel (for logos, etc)

D panel
1.6m wide

4. Artwork application rules

Planning ahead

In creating your design, it is important to consider the following requirements:

- The full surface area of fascias, site fences and major access gates or doors must be covered by a graphic display. The remaining surface (trimming boards and minor access doors) must be painted flat black.
- Site information and safety signage must not be placed over artwork. Factor-in the location of essential signage in your design, leaving plain black background areas to attach signs to.
- Site signage should be placed at the end of hoarding panels, providing the largest possible, uninterrupted area for artwork display.
- No artwork is required on access doors or gates that are less than 2m wide (use for site signage where practical).
- Doors or access gates wider than 2m must feature artwork. These graphics must be printed or laminated to a durable approved base-board and screw- fixed to the gate using countersunk screws.
- Some community information and minor corporate branding is allowed, please email **cultural@woollahra.nsw.gov.au** to discuss.

Printing and installation

The system of installation of artwork to temporary structures must consider long-term durability, appearance and maintenance requirements.

As a general rule, hoarding artwork should be printed on a recycled or recyclable PVC banner fabric. UV-stabilised inks must be used.

Hoarding artwork must be **installed using powder-coated black sail track** and low profile fixing screws. **Self-adhesive display material** may be permitted in certain exceptions:

- on site fences of Type B hoardings where the overhead deck affords weather protection to prevent loss of adhesion.
- on Type A hoardings where weather-protected by street awnings and where it can be demonstrated that the plywood base-board can be appropriately sealed to prevent dampness reaching the adhesive backing.
- on the fascia of Type B hoardings where a smooth metal finish is provided and the top of the fascia panels can be fully sealed to prevent rainwater entry behind the graphic.

Vandalism and graffiti

All reasonable efforts should be taken to remove graffiti from hoarding artwork within 48 hours. Should it be impossible to remove graffiti through low-cost, manual efforts, you may be required to reprint and replace the affected artwork.

Artwork Licence

This is an original artwork and the intellectual property of the artist. It is included in the Creative Hoardings program under a licence agreementwith Woollahra Council.

You may only use the artwork for the purpose it was provided to you – to be printed and attached to an approved hoarding. Any other unauthorised use of the artwork is an infringement of copyright.

If you would like to use the artwork for another purpose, please email Council **cultural@woollahra.nsw.gov.au**

5. Printed area & safe area

Always print to the full height of the panel, excluding top board and kick board. Top board and kick board should always be painted black (matt or silk only).

Always apply actual artwork within safe area.
Safe area is highlighted in orange in this example.

Full finished panel

> **Top board**
> Always painted black.

> **Always print to the full height of the panel, excluding the top board and kick board**.

> **Kick board**
> Always painted black.

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