

Northern Rivers

**RAIL  
TRAIL**

CONNECT

# SIGNAGE CATALOGUE

Northern Rivers Rail Trail  
Connect Signage Program

# TABLE OF CONTENTS

Introduction	03
Why choose signage?	04
Benefits	05
Design options	06
Rail corridor signs	07
Village Totem signs	08
Dimensions & Charges	09
Approvals	10
Terms	11

# INTRODUCTION

**Through the NRRT Connect Marketing Program, businesses can take advantage of additional on-trail signage options.**

This allows businesses to effectively showcase their offerings and connect with a wide range of potential customers.

Businesses can leverage the Rail Trail's popularity to expand their reach, drive traffic to their establishments, and ultimately boost their overall success.

This signage catalogue profiles the signage options available along the Northern Rivers Rail Trail, adjacent to the Rail Trail, and within the Rail Trail corridor (either side of the existing Rail Trail in locations to be determined by Council).



# WHY CHOOSE SIGNAGE?

---



The range of signage options available was thoughtfully crafted to provide additional support to those who participate in the NRRT Connect Marketing Program.



The signage solutions are designed to effectively communicate vital information, enhance visibility, and promote the unique offerings of each business in connection with the Rail Trail.



**All of the signage options available serve as a powerful tool to promote business growth, increase footfall, and create a cohesive identity for those in the NRRT Connect Marketing Program.**

# BENEFITS

**The benefits of participating in the NRRRT Connect Marketing Program and electing additional signage options amplifies how your business can benefit from the Rail Trail, including but not limited to:**

- Direct marketing access to Rail Trail guests including locals and visitors.
- Recognition as an official Rail Trail Connect member.
- Business listings and links from the rail trail website to your business website.
- Networking and collaboration opportunities with other members of the Connect Marketing Program.
- Opportunities to have signage located on the Rail Trail.
- Advertising opportunities in future Rail Trail publications and maps.
- Access to Rail Trail visitor information insights.
- Be part of the Connect community that will meet to continually improve and develop the Rail Trail as a “must do” recreation and nature experience.



# DESIGN OPTIONS



## RAIL TRAIL CORRIDOR SIGNS

With three sizes available, the corridor signs are designed to be installed within the Rail Trail corridor to best meet your business needs.



## VILLAGE TOTEMS

The village totems are a fantastic way to demonstrate and reinforce your support and connection to the Rail Trail and community.

# 1. RAIL CORRIDOR SIGNS



Small  
600 x 600 mm

Medium  
600 x 1200 mm

Large  
1200 x 1200 mm

These are concept designs only. The sign sizes are correct. The template design may vary.

The NRRT sign templates are designed for cohesion, consistency and recognition.

With 3 different sizes, businesses within the NRRT Connect Marketing Program have the opportunity to participate in the signage program at various levels.

Connect Marketing Program members may design their own signs using the templates or elect to use Tweed Shire Council design services at the rate of \$45 per hour.

The limit of signs and available sites within the Rail Trail corridor will be available at the discretion of respective councils. Signs will be 2 m clear of the Rail Trail at all times and will be limited to 1 - 2 in a particular area.

Please refer to the dimensions and charges on page 9 for more information.

## 2. VILLAGE TOTEM OPTIONS



At 2700 mm tall, the village totems offer a limited number of opportunities to businesses in the NRRT Connect Marketing Program.

There are 7 double-sided vacancies available per totem, across a range of locations. Locations are usually near villages or rest stops along the Rail Trail. Please contact your local Council for the available sites.

Please refer to the dimensions and charges on page 9 for more information.

This is a concept only. Sign sizes are correct.  
Frame, material and sign construction may change.



# DIMENSIONS AND CHARGES

Signage type (dimensions)	Year 1 Production and install fee	Year 2 Annual hosting fee	Signage replacement fee
Village Totem (double sided) 1100 mm x 300 mm	\$800	\$800	\$600
Large Rail Trail corridor sign (single sided)* 1200 mm x 1200 mm	\$2,000	\$1,000	\$800
Medium Rail Trail corridor sign (single sided)* 600 mm x 1200 mm	\$1,500	\$750	\$700
Small Rail Trail corridor sign (single sided)* 600 x 600 mm	\$1,000	\$500	\$600

Please note that all fees are ex GST and are per year costs, charged annually.

\*Double sided options are available on request. Charges will apply.

Respective councils will manage available signs and sites, and the relevant local Council must approve all signage on the Rail Trail.

# APPROVALS

After applying for a signage option and being successful, businesses will be issued with the appropriate template to use to create their own signage design. At this stage you may elect to use Tweed Shire Council design services at a competitive rate.

All designs for signage on the Rail Trail need to be approved by the relevant local Council before it is final and sent to production.

Council will manage available signage and work with businesses to agree on signage locations with Rail Trail Connect Marketing Program members.



Email all approvals to:

[marketing@northernriversrailtrail.com.au](mailto:marketing@northernriversrailtrail.com.au)

**SUBJECT: NRRT Signage approvals**

# TERMS

1. The signage program is a two-year program operating simultaneously with the Northern Rivers Rail Trail Connect Marketing Program (NRRT CMP). Installation and production fees apply in year 1, and a reduced fee in year 2 applies for hosting only. In the event a CMP Member requires a one-year option, they will be required to pay year 1 charges and will need to remove the sign at their own expense after the first year.
2. All signage is produced by the Tweed Shire Council sign shop to Rail Trail standards using a minimum 5 year vinyl and anti-graffiti protection.
3. NRRT CMP Members will need to pay for replacement costs in the event of sign damage or poor maintenance. A replacement sign is considered required when the sign:
  - is faded to a standard it is hard to read or does not meet the aesthetic expectations of a world-class Rail Trail
  - has any form of graffiti or vandalism to the sign or posts.
  - requires a change of artwork needs.
  - has incorrect or out-of-date information printed and installed after the NRRT CMP Member has approved artwork.
4. Council will design all templates for the Signage Program. Council will provide NRRT CMP members with access to relevant templates and the member will need to provide final artwork for print approval to council ahead of installation. Tweed Shire Council design services are available at the rate of \$45 per hour if preferred.
5. Council is responsible for the design templates, production, installation and maintenance of all signage within the Project owned/leases land area.
6. NRRT CMP members may display approved signage on private land or purchase suitable signage options through the Signage Program in line with any Council requirements for the display of advertising and signage.
7. NRRT CMP members agree they will not install or display unauthorised signage on the Project land or NRRT owned assets. Ambush marketing will not be tolerated and if more than 2 instances of that occur, the agreement will be terminated.
8. Only authorised and official NRRT signage including wayfinding, safety and regulatory signage will be placed directly on and adjacent to the Rail Trail surface and on or near the station rest stops.
9. The location of all totem signage is at the discretion of the Project and Council and will be near village connections and station nodes. The order of all signs on the totem signage is at the discretion of the Project and is on a first come first serve basis.
10. The final location of large, medium and small signage on the Project is on mutual agreement between Council and the Participant. All signage must be placed within the Rail Trail corridor area and no closer than 2m of the trail surface and not within 10 m of a station node.

# CONTACT US



[www.northernriversrailtrail.com.au](http://www.northernriversrailtrail.com.au)



[connect@northernriversrailtrail.com.au](mailto:connect@northernriversrailtrail.com.au)



(02) 6673 0404