

Design tips to support quality bilingual signage

Do

- ✓ have the font for the Māori text at least as large as the font for the English, even if one text runs longer
- ✓ use an equal typeface for the Māori and English
- ✓ use the same font style for Māori and English
- ✓ apply colour coding to text and or language-separating background panel
- ✓ be consistent in all signs with the same colour and position for each language
- ✓ consider how a pictogram might reduce the amount of text required
- ✓ place Māori first, either stacked or side by side
- ✓ if both Māori and English cannot be easily read because signage is 'visibly busy', consider having the Māori only.

PUTANGA
EXIT



PUTANGA
EXIT



Don't

- ✗ assign a heavier font or colour for English
- ✗ apply a dominant visual style to English
- ✗ use italics or symbols (- or /) to separate Māori and English
- ✗ squash the Māori to match the English text
- ✗ use CAPSALLS (i.e. upper and lower case, e.g. CAPITALS) to differentiate languages
- ✗ double up on icons.