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.

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.