

Principles of bilingual signage

A. Responsive and accessible services

- Are you clear about where bilingual signage should be included?
- Is bilingual signage present in key services and products you deliver?
- Have you identified key services and products that are more likely to be accessed by Māori?
- How can you encourage staff and service users to use te reo Māori?

B. Visibility of language

- Is all external signage bilingual?
- Is your welcome sign bilingual?
- Is your environment welcoming?
- Where appropriate, is directional and instructional signage bilingual?

Tip: In relation to websites, agencies could choose to have bilingual signage on the same page, or alternative monolingual pages where one language dominates.

C. Equality of language

- Is the Māori and English treated equally in size and space?
- Is it easy to differentiate the Māori from the English?
- Is the Māori on top if stacked? Or on the left-hand side, if side by side?
- Can the eye easily follow navigation cues without confusion?
- Can you amend your logo to incorporate equality between English and te reo Māori?

D. Quality of language

- Has a certified translator checked your translation?
- Have macrons been applied if necessary?
- Have you engaged local iwi and hapū?
- Does your graphic designer understand bilingual signage principles?

