

SIGNAGE & ADVERTISEMENT DESIGN GUIDELINES FOR PUTRAJAYA

Objective

The objective of formulating guidelines for planning, urban design and landscape aspects associated with signage is fourfold:

- To promote a signage or graphics communications system that becomes one with the architecture and urban streetscape.
- To promote a self-guiding way findings system throughout Putrajaya.
- To ensure that the physical appearance of buildings is not significantly altered by the appearance of signs.
- To identify name and address of a building and business, to indicate location, to provide information and to advertise services and product.

Hierarchies of Signages

Group & hierarchies of signage elements are designed to accommodate all signage needs within Putrajaya and they consist of:

- [Identification Sign \(ID Sign\)](#)
- [Pedestrian Sign \(P Sign\)](#)
- [Promotional Sign \(AF Sign\)](#)
- [Advertisement Sign \(A Sign\)](#)
- [Vehicular Sign \(V Sign\)](#)
- [Other Streetscape Signs](#) (Wing Wall Sign, Hoarding Sign, Gateway Sign, Vertical/Horizontal Sign, Icon Sign, Pole Sign, Carrousel Sign, Umbrella Sign, Information Sign, Street Furniture Sign, Pavement Sign, Festive Sign, Banner Sign, Bunting Sign, Inflatable Sign, A-Frame Sign, Construction Sign and Other Temporary Signs)
- [Building Signs](#) (Flush Wall Sign, Skyline Sign, Awning/Canopy Sign, Fascia Sign, Transom Sign, Window Sign, Moving/Changing Sign, Illuminated Sign, Panel/Mural Sign, Birds/Roller Shutter Sign, Blinds Sign, Cabinet/Canned Sign, Column Sign, Projection Sign, Roof Sign and Icon Sign)

This groups of signage provide for design guidelines on identification, directional and advertisement information throughout the public and private realm within the City of Putrajaya.

Planning Permission and Sign License

All type of signs whether it is temporary or permanent in nature must be submitted officially to:-

**Pengarah,
Jabatan Perkhidmatan Bandar
Perbadanan Putrajaya,
Pusat Pentadbiran Kerajaan Persekutuan Putrajaya,
62675 PUTRAJAYA.**

for Sign Planning Permission Approval and Sign License.