

## Turtle Tour Design Guide

Keen to establish a turtle tour in your local area? We have put together this turtle tour signage template for your use.

#### Purpose of a Turtle Tour

If you have a lake, wetland, or water body with known turtle populations, consider setting up a turtle tour to help residents connect with their local wildlife and learn more about freshwater turtles. This interactive experience can engage your community in environmental actions and create opportunities for education.

In late 2022, Dr. Ricky Spencer, one of our program leads, collaborated with the Wingecarribee Shire Council in Mittagong, NSW, to establish a turtle tour around Lake Alexandra. The initiative involved the installation of informative signage at various points around the lake. These signs provide valuable information about freshwater turtles and encourage the use of TurtleSAT to report any turtle sightings in the area. Please refer to the next slide for an example of the turtle tour and signages.





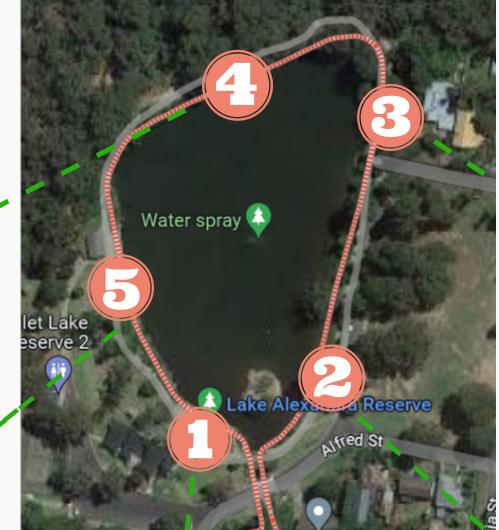


#### TURTLE TOUR AT LAKE ALEXANDRA NSW

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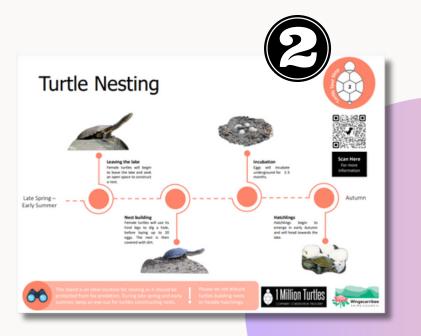








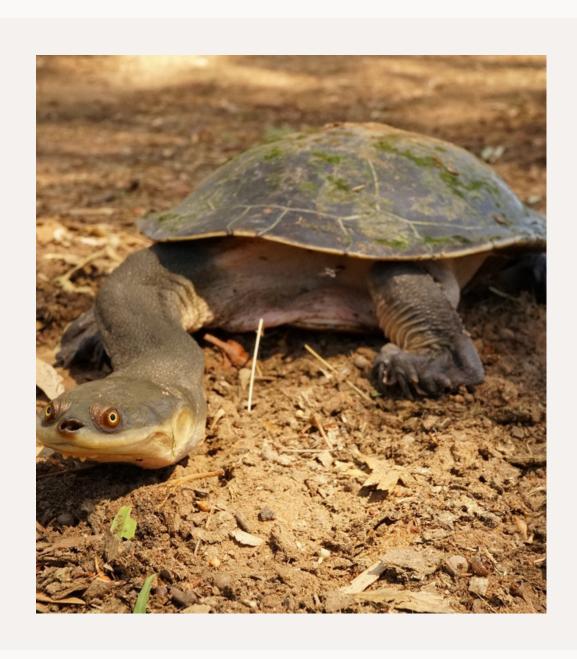




#### How to get started?

To get you started, we have provided this template that you can customise in any way to suit your Local Council's branding guidelines in terms of font types, sizes, images and colours. The current template size is A3 [29.7cm X 42cm]. This ensures that you have some white space around the borders. Please feel free to modify any aspects of the template provided.

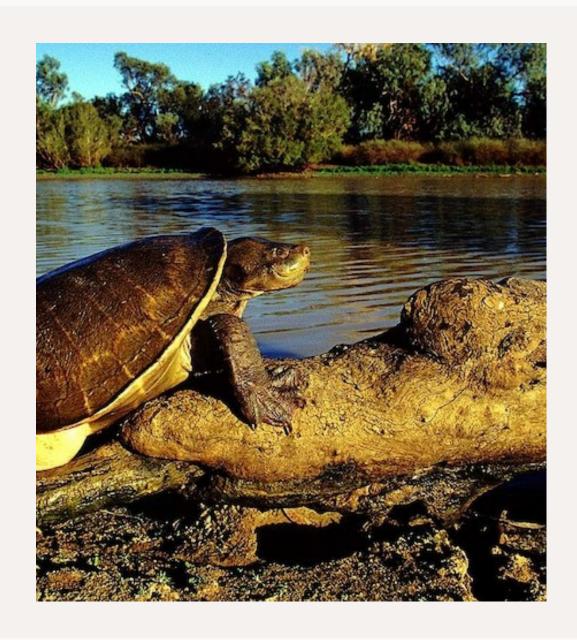
If you have any questions or require assistance, please reach to our 1 Million Turtles program team at 1millionturtles@1millionturtles.com



## Options for signage material

Option 1: Corflute Signages - short-term. useful for testing

Corflute signages are cost-effective and weather hardy. Depending on the size, the minimum cost per signage may range from anywhere from \$40 and above. These signages could be fastened to fences, light poles or other standing structures with plastic ties.



### Options for signage material

#### Option 2: Metal/Stainless Steel Signages - long-term

Metal signages may require additional design work to get your signages print ready and may also cost more due to the extra materials required to erect these them at your chosen water body. However, this is a great option if you are looking at installation for long-term display.

#### What are the next steps?

#### Step 1: Take a look at the Turtle Tour signage template provided to you

We have included some text and the design layout to get your started. Please feel free to use it as is with any edits such as including the name or location of your water body (e.g., Lake Green, Evergreen Wetlands) or changing the colour scheme/images to suit your Local Council's branding guidelines/context. We have highlighted text for edits in red throughout the template to make it easier.

You may even wish to include additional signages promoting other aspects of freshwater turtle conservation or about other local wildlife.

#### What are the next steps?

Step 2: Identify vantage points around the lake, wetland or other water body where the turtle tour will be set up.

After identifying the vantage points or a suitable location, create a map and mark where these signages will be placed. These markers will coincide with the numbers on each signages. You may also wish to rearrange the order if needed. This map will be included on

signage 1.



#### What are the next steps?

#### Step 3: Edit the template to suit your needs and branding guidelines

The template has been provided to you in a 'PowerPoint' (PPT) format, size: A3 29.7cm X 42cm in landscape format and the draft was initially created in Canva. If you opt to edit the template in Canva, save your PPT template into a PDF. Upload the PDF into Canva. You will find this PDF document in your 'Projects' folder in Canva. However, please note that this conversion will result in several design distortions (e.g., text resized, overlapping, change of font type, text splitting) and this will require additional time to fix. The extent of distortion can vary.

### Font Type & Size

We have used 'Canva Sans' and 'Canva Sans Medium' for font throughout the signage templates.



Font Type: Canva Sans Medium, Font Size: 45

#### **Sub Headings**

Font Type: Canva Sans Medium, Font Size: vary between 14, 16, 18 and 22

#### Paragraph

Font Type: Canva Sans, Font Size: vary between signages due to placement of text and images,





### Line Spacing

The following spacing measurements were applied to all paragraph text on the signages.

Line Spacing Options > Line Spacing: Multiple > At: 1.2

These measurements improved readability. However, please feel free to adjust as needed to suit your final design/print requirements.

TURTLE TOUR

1 MILLION TURTLES

### Signage Colour Palette Suggestions

GREEN -USED IN TEMPLATE

#2BAF10

#99B83C

#7ED957

#92D050

#CCFF66

BLUE

#004AAD

#0097B2

#OCCODF

#38B6FF

**#DBEEF4** 

### Signage Colour Palette Suggestions

PINK

#EDA27C

#FFA384

#F4CBC2

#FFDAC3

ORANGE

#C85103

#F9943B

#FFA500

#FFDB4F

#ECB762

#### Building a Turtle Tour Web Page

To complement your turtle tour, we highly encourage you to create a web page. This web page will contain additional information about freshwater turtles, the turtle tour and the 1 Million Turtles program.

To assist with this, we have created a document with sample text and outlay for this web page based on the turtle tour at Lake Alexandra at Mittagong, NSW. This is available as an attachment which you have received.

Please feel free to use as much or little text and modify it to best suit your Local Council's needs and community context.



# Have a question? Contact us.

E-mail 1millionturtles@1millionturtles.com

Website www.1millionturtles.com -

via the contact form

We look forward to working with you:)