The Brolga Suite

by Publik :ii:
Brolga, the bird, is an Australian icon known for its elaborate dances, trumpeting calls and streamlined form. They choose a partner, and remain in their Australian habitat together with their family for life.

Brolga, the signage suite, is a family of interpretive signage, inspired by our unique Australian flora and fauna and developed with some of the bird’s unique features in mind. The Brolga Suite settles in well to a new habitat, and stays there for life.
Evolution of the Brolga Suite

Time and again our clients are faced with the difficulties of delivering a project within tight budgets and more often than not this can come at the expense of quality or reduced quantities. Our objective is to build an interpretive signage suite that is:

- Unique
- Robust
- Expandable
- Affordable
- Sustainable

Whether for a park, heritage precinct or travelling exhibition, if it’s telling a story or giving directions, the Brolga suite of signs connects the visitor to place with a combination of style, form and function.

There is a shape and size to suit every application. These have been derived from our extensive experience in the field of interpretive signage, drawing on past projects and applications to ensure we deliver the best signage family, while providing personalised design solutions for your unique project requirements. Pre-determined costing holds the added benefit of being able to budget with confidence.

We invite you to view the range over the coming pages. Your questions are welcomed and encouraged. It is how we grow.

John Brown-Neaves
Managing Director, Publik.
The Publik Brolga Suite is a ready to order, expandable and modular family of interpretive signs designed to engage visitors and connect them with their surroundings.

The Brolga Suite ranges from the small Flora, smartly blending in with trees and plants, up to the commanding Blade that really catches a visitor’s attention. They work seamlessly together as a family unit, but sometimes they are even more impactful by themselves.

Sleek but tough, the whole family is built and finished to be resistant to corrosion and damage in even the most hostile environments.

The Brolga Suite loves the environment too. Their all aluminium construction provides a 100% recyclable and sustainable interpretive signage solution.

They’ve been everywhere - you’ll find Brolgas around Fremantle, Jurien Bay and Pinjarra to name a few. They love to travel and will suit any environment they’re placed in.
Brolga Flora is ideal for labelling trees and plants in parkland.
Brolga Flora is the baby of the family. Flora is a botanical expert who’s great at identifying trees and plants in parkland with a compact A5 graphics panel. Flora’s small size expertly draws a visitor’s eye down to ground level to catch something they may miss out on otherwise.

Brolga Flora also likes to work with some of the bigger Brolgas to show visitors around as part of a wayfinding system.
Brolga Small is accessible for all visitors.
Brolga Small is accessible for all shapes and sizes. Compact and low, Small shares its stories on a full A4 graphics panel, whilst keeping out of the way and maintaining a minimal footprint on the environment.

Brolga Small’s angled face panel lets it share information with visitors who are seated or standing.
Brolga Large is multi-talented.
Brolga Large has a generous A3 graphics panel and stands at almost a metre high, the same height as the average Brolga bird. Large is a multi-talented member of the family; it shares stories, shows visitors the way and keeps visitors safe.

Large’s angled sign face allows a comfortable reading position, and is big enough to show off images as well as captivating content, so it can tell a bigger story without taking all the attention off the surrounding environment.
Brolga Blade helps visitors find their way in all environments.
Brolga Blade

Brolga Blade is an attention seeker and is great at attracting and captivating visitors, perfect for delivering important safety information or forming part of a wayfinding system, because it loves giving directions.

Blade makes its presence known but blends to the environment as well, so it makes a great addition to a walk trail. Blade is very flexible with its face graphics, which can range from dual A3 panels up to a full face covering for sharing the big stories.
Brolga Double shows off big graphics but keeps the view clear.
Brolga Double doesn’t want to get in the way, but it does deliver large scale graphics to help visitors connect to places or find their way around. Double makes a large impact with a wide surface area, while maintaining an unobstructed view of the environment around it by laying low.

Its double legs ensure the Brolga Double is a sturdy, durable addition to any environment. Double has a large A2 size graphics panel, perfect for maps within a wayfinding system.
Brolga Mount is reserved but powerful.
Brolga Mount

Brolga Mount is a bit shy, but very good at what it does. Mount is a wall-mounted member of the Brolga family, a solution for when a subtle, yet effective display is required.

Mount is a history buff, and has an in-built proprietary limited mounting system, specially designed for heritage buildings that allows it to be safely mounted to walls while sticking to conservation requirements.
Brolga Directional likes to keep you on track.
You could say Brolga Directional is the backbone of the family. Created from the central form of the suite, it’s subtle but effective, especially when used alongside other Brolgas in the family. It can be used as a distance or place marker and can form part of a wayfinding system.

Brolga Directional is a subtle and cost-effective accompaniment to any of the Brolga family members.
Brolga Finishing Options

The Brolga Suite of interpretive signage has a powdercoated finish, giving them a durable, long-lasting lifespan.

Brolgas love being outdoors, so they need to be resistant to harsh Australian weather conditions. Powdercoating ensures Brolgas are durable against environmental conditions from the coast to the desert, and are highly resistant to vandalism. Powdercoating also ensures maintenance for the Brolga Suite is minimal, resulting in a sustainable signage choice.

Brolgas care for the environment, and powdercoating provides environmental benefits that liquid finishing products like paint do not, such as the elimination of solvents into the atmosphere and the use of recycling of unused powder.

There are many powdercoat colour options available to suit any environment the Brolga Suite will be inhabiting. We would be pleased to work with you to determine the best colour choice for the project and location.

The Brolga Suite pictured in this brochure has been finished in Sable Coreten (pictured here on Jurien Bay’s Turquoise Way walk trail).

Early Settlement

By 1850 overstocking of leases led the Government to release new land in the Geraldton. Assistant Surveyor Jude Mount Lesueur reported back with the droving of stock.

The Old North Road Coastal eco-tourism trail includes a series of small lagoons and swamps, including Mount Lesueur.

Western Australia’s first mill was built at Mount Lesueur.

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## Brolga Pricing

<table>
<thead>
<tr>
<th>Brolga Type</th>
<th>Graphic Panel Size</th>
<th>Cost each (excluding GST)</th>
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<tbody>
<tr>
<td>Brolga Flora</td>
<td>A5</td>
<td>$560.00</td>
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<tr>
<td>Brolga Small</td>
<td>A4</td>
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<td>Brolga Large</td>
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<td>Brolga Double</td>
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<td>Brolga Blade</td>
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<td>Brolga Mount</td>
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<tr>
<td>Brolga Directional</td>
<td>2 x A5</td>
<td>$625.00</td>
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</tbody>
</table>

Signage costs include an etched and zinc primed powdercoated finish, and either anodic printed or Colourlok graphic panels.

Signage costs are not inclusive of:

- Freight - delivery within the Perth metro area is free.
- Graphic design - graphic design services can be quoted separately.
- Installation - installation services can be quoted separately.

All signage costs are based on a single Brolga unit. Quantity discounts may apply and can be quoted when larger orders apply.