



The Rural City of  
**MURRAY  
BRIDGE**

Bridge to Opportunity

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## **MEDIA RELEASE**

**Subject:** Gateway Signage Refresh

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**Date:** Monday 20 May 2019

CONTEMPORARY Gateway signage announcing arrival in Rural City of Murray Bridge townships is being updated as part of a region wide rebranding project.

The Gateway signage will replace existing township entry signs.

The design expands on the new Thriving Communities branding introduced by Council, on the Murray Bridge Entrance Statement erected late last year on the South Eastern Freeway.

General Manager Assets and Infrastructure Heather Barclay said the entire signage suite being rolled out was designed for maximum flexibility, functionality, durability and cost effectiveness, as part of Council's Wayfinding and Signage Strategy.

"The signage refresh is part of a well-considered strategy to provide clear information to locals and visitors, to be able to identify and access key areas of interest," said Ms Barclay.

"The Gateway signage is the next phase of the project, which will help foster town pride and create linkages with our rural communities."

A total of 19 Gateway signs will be installed including: four at Murray Bridge, three at Jervois, three at Wellington, two at Callington, two at Monarto South, two at Montfith, one at Brinkley, one at Mypolonga and one at Woods Point.

The rusty steel finish on the new signage reflects the heritage and character of Murray Bridge – in particular the heritage bridges, wharf and rail precincts.

The vibrant colours of the attractive 'M' ribbon reflect Council's Strategic themes of Valued Environment, Great People and Lifestyle, Dynamic Economy and Connected Communities.

Old Gateway signage will be demolished as close to the installation date as possible to ensure no township is without an entry sign for long.

Installation of the signs is expected to be completed by the end of June.