

A1. National Level-Laws and Regulations

No.	Issuing Authority	Title (Chinese)	Title (English)	Year Effective
1	全国人大常委会	中华人民共和国国家通用语言文字法	Law on the Standard Spoken and Written Chinese Language of the PRC	2001
2	全国人大常委会	中华人民共和国广告法	Advertising Law of the PRC	2015 (amended 2018, 2021)
3	全国人大常委会	中华人民共和国文物保护法	Law on the Protection of Cultural Relics of the PRC	2002 (latest revision 2024)
4	国家工商行政管理总局	广告语言文字管理暂行规定	Interim Provisions on the Administration of Language in Advertising	1998
5	国家工商行政管理总局	户外广告登记管理规定	Administrative Measures on Outdoor Advertisement	2006

A2. National Level-Technical Standards

No.	Issuing Authority	Title (Chinese)	Title (English)	Document ID	Year	Relevance
6	国家质检总局 / 国家标准化管理委员会	公共服务领域英文译写规范 第1部分：通则；第	Guidelines for the Use of English in Public Service Areas — Part 1: General Rules;	GB/T 30240	2014	Key document.National standard for English translations in public service settings. Directly governs bilingual provision at AAAAA-rated scenic areas.

No.	Issuing Authority	Title (Chinese)	Title (English)	Document ID	Year	Relevance
		2部分：文化旅游	Part 2: Culture and Tourism			
7	住房和城乡建设部 / 国家市场监督管理总局	风景名胜区总体规划标准	Standard for Scenic and Historic Area General Planning	GB/T 50298-2018	2018	Protection of cultural heritage and regional character (§5.2.5); systematic interpretive signage (§5.3).
8	文化和旅游部 / 国家市场监督管理总局	旅游景区质量等级的划分与评定	Rating of Quality Levels of Tourist Attractions	GB/T 17775-2024	2024 (latest revision)	Key document.AAAAAA-rated sites must feature bilingual interpretation that is "standardised and precise" while maintaining "cultural atmosphere" .
9	民政部 / 国家质检总局 / 国家标准化管理委员会	地名标志	Place-Name Signs	GB 17733-2008	2008 (replacing 1999 version)	National standard for place-name signage design, materials, and Pinyin romanisation. Governs street name plaques.
10	国务院	地名管理条例	Regulations on the Administration of Place Names	国务院令 第753号	2022	Highest-level regulation on place naming; mandates standardised Chinese and Pinyin romanisation (§15); requires use of standard place names on signage, traffic signs, and advertising (§18); place-name cultural heritage protection (§§23–25).

No.	Issuing Authority	Title (Chinese)	Title (English)	Document ID	Year	Relevance
						04/t20220421_975554.shtml
11	交通运输部 / 国家质检总局 / 国家标准化管理委员会	道路交通标志和标线	Road Traffic Signs and Markings	GB 5768	2009/2019 (multiple parts)	National standard for traffic and directional signage; relevant to wayfinding in Regulatory-Oriental Frame.
12	国家质检总局 / 国家标准化管理委员会	标志用公共信息图形符号	Public Information Graphical Symbols for Use on Signs	GB/T 10001	Multiple parts; latest revisions 2012–2023	National standard for ISO-standard pictograms on Public-service wayfinding signs (toilet, metro, information centre, etc.).

A3. National Level-Tourism Industry Standard

No.	Issuing Authority	Title (Chinese)	Title (English)	Document ID	Year	Relevance
13	国家市场监督管理总局 / 国家标准化管理委员会 (主管部门: 文化和旅游部)	旅游景区公共信息导向系统设置规范	Setting Specifications for Public Information Guidance Systems in Tourist Attractions	GB/T 31384-2024	2024	Key document. The most directly relevant technical standard for the Regulatory-Oriental Frame's wayfinding signage. Specifies requirements for the design, content,

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						placement, and multilingual provision of public information guidance systems within tourist attractions. Replaces earlier version and is contemporaneous with the study period.

A4. Provincial Level — Jiangsu (3 documents)

No.	Issuing Authority	Title (Chinese)	Title(English)	Year	Relevance
14	江苏省人大常委会	江苏省实施《中华人民共和国国家通用语言文字法》办法	Jiangsu Province Implementation Measures for the Law on the Standard Spoken and Written Chinese Language	2004	Provincial implementation of national language law; local enforcement mechanisms for standardised Chinese.
15	江苏省人大常委会	江苏省旅游条例	Jiangsu Province Tourism Regulations	2016 (latest revision; verify exact date)	Provincial tourism framework; heritage tourism development and scenic area management.
16	江苏省人大常委会	江苏省地名管理条例	Jiangsu Province Regulations on the Administration of Place Names	Originally adopted 2014; revised 2025 (14th Jiangsu Provincial People's Congress Standing Committee, 17th session); effective 2025.10.15	Provincial implementation of national place-name management. Governs place-name standardisation, Pinyin romanisation, and sign installation across Jiangsu.

A5. Municipal Level — Nanjing (8 documents)

No.	Issuing Authority	Title (Chinese)	Title (English)	Year	URL	Relevance
17	南京市人大常委会	南京市城市治理条例	Nanjing City Management Ordinance	2013	https://rd.nanjing.gov.cn/lfgz_0/sjfg_1/201212/t20121210_2033932.html	Outdoor advertising in designated zones (禁设区/控制区/展示区); heritage-compatible aesthetics; one-shop-one-sign principle (一店一招, §52).
18	南京市人民政府	南京市户外广告设置管理办法	Measures of Nanjing Municipality on Administration of Outdoor Advertising Facilities	2012 (revised 2018.11.06)	https://www.nanjing.gov.cn/zdgk/202112/t20211230_3247689.html	Zoning system; administrative permit (§17); technical standards for materials, scale, style (§12).
19	南京市人大常委会	南京市市容管理条例	Administrative Regulations of Nanjing on the Appearance of the City	2017	https://rd.nanjing.gov.cn/lfgz_0/sjfg_1/200603/t20060314_2033884.html	Outdoor signage must coordinate with streetscape (§28); prompt repair of damaged signs.
20	南京市人大常委会	南京市旅游条例	Regulations of Nanjing Municipality on	2018	https://rd.nanjing.gov.cn/lfgz_0/sjfg_1/201712/t20171220_2033962.html	Historical streets must preserve historical style (§10); names 夫子庙-秦淮风光带 as priority

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		例	Tourism			resource (§11); internationalisation strategy (§14).
21	南京市人大常委会	南京市历史文化名城保护条例	Standard of Conservation Planning for Historic City of Nanjing	2011	https://rd.nanjing.gov.cn/lfgz_0/sjfg_1/201207/t20120702_2033923.html	Cultural/tourism use of historical streets (§9); shop signage must coordinate with environment (§33).
22	南京市人大常委会	南京市地名管理条例	Nanjing Municipality Regulations on Place Name Administration	2008 (1st revision 2012.01.12)	—	8 chapters, 45 articles. Place naming, standard usage, sign installation, historical place-name protection.
23	南京市人民政府	南京市店招牌设置管理办法	Nanjing Municipality Measures on the Administration of Storefront Sign Installation	2014.05.12 (1st revision 2017.10.30; 2nd revision 2018.11.0)	https://www.nanjing.gov.cn/xxgkn/gzk/202201/t20220104_3251494.html	Key document. Directly governs form, materials, dimensions, and administrative procedures for all shop name boards (门头店招). The regulatory framework within which all Business signs are produced.

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24	南京市人大常委会	南京市文明行为促进条例	Nanjing Municipality Ordinance on the Promotion of Civilised Conduct	2020	—	Key document for Civility signs. Legislative basis for public-civility campaign posters and civilisation covenants.

A6. Municipal Level — Supplementary (1 document)

No.	Issuing Authority	Title (Chinese)	Title (English)	Date	Relevance to Study
25	南京市人民政府外事办公室	南京市公共服务领域英文译写指南	Nanjing Municipality Guidelines for English Translation in Public Service Areas	2025.04 (published by Nanjing Publishing House)	Municipal implementation of GB/T 30240 tailored to Nanjing.

A7. Site-Specific Documents (3 documents)

No.	Issuing Authority	Title (Chinese)	Title (English)	Year	URL	Relevance
26	南京市人大常委会	南京市夫子庙秦淮风光带风景名胜區条例	Regulations on the Confucius Temple-Qinhuai Scenic Belt	2021	—	Key document.Mandates "standardised guidance signage system with rational layout, clear orientation, and complete functions."
27	秦淮区人民政府	夫子庙—秦淮风光带风景名胜區总体规划（2023-2035年）	Planning for Confucius Temple-Qinhuai Scenic Area (2023-2035)	2024	http://www.njqh.gov.cn/zfxxgk/ghxxgk_70036/ssw/qygh_70040/202405/t20240531_4680272.html	Key document."城景交融" (city-landscape integration) objective; master plan through 2035.
28	南京市城市管理局	南京市户外广告设施设置总体规划	Nanjing Municipality General Plan for Outdoor Advertising Facilities Installation	2023(publication)	Index: 012947939/2023-18411	Municipal master plan for outdoor advertising layout and density, including scenic belt areas. Zoning framework (禁设区/控制区/展示区).