

Signage Design Guidelines



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Part 1 - Introduction



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Part 1 - Introduction

1.1 Guideline Objectives

The Why ...

is to create a signage family that formalizes the visitor experience through way-finding signage while maintaining and celebrating the uniqueness and diversity that the County is known for and showcasing the County's features through the use of materials.

Objectives:

- Align signage with The County's newly developed brand which provides a needed degree of consistency for all signage across the County.
- Streamline and enable effective movement across the County regardless of entry point.
- Encourage discovery by providing the tools needed to explore and discover more amenities especially in under promoted areas.
- Link the communities located within the County together while still maintaining individual unique qualities.
- Simplify wayfinding experience thereby improving visitor experience.
- Increasing awareness of attractions which increases spending at local business, therefore improving the overall economy. Increased spending results in improved amenities and services across the County.
- Celebrating historical elements through design choices.

"We're a community with contrast and character"

Part 1 - Introduction

1.1 Guideline Objectives

The purpose of this document is to:

- Provide a resource that illustrates the design and design guidelines for various levels of Way-finding Signage through out the County. Including Destination, Town, Directional, Fingerboard, Street Signage, Parking and Trail Signage.

- Give specific site guideline information about the development of the four Destination Sign locations
- Identify specific colours, materials, font styles and symbols for the entire signage family
- Introduces the various levels of the Signage and there messaging intent for all users (ie. vehicular, pedestrian, etc.)
- Provide a resource that will assist with the development of a comprehensive fabrication specification and installation details.

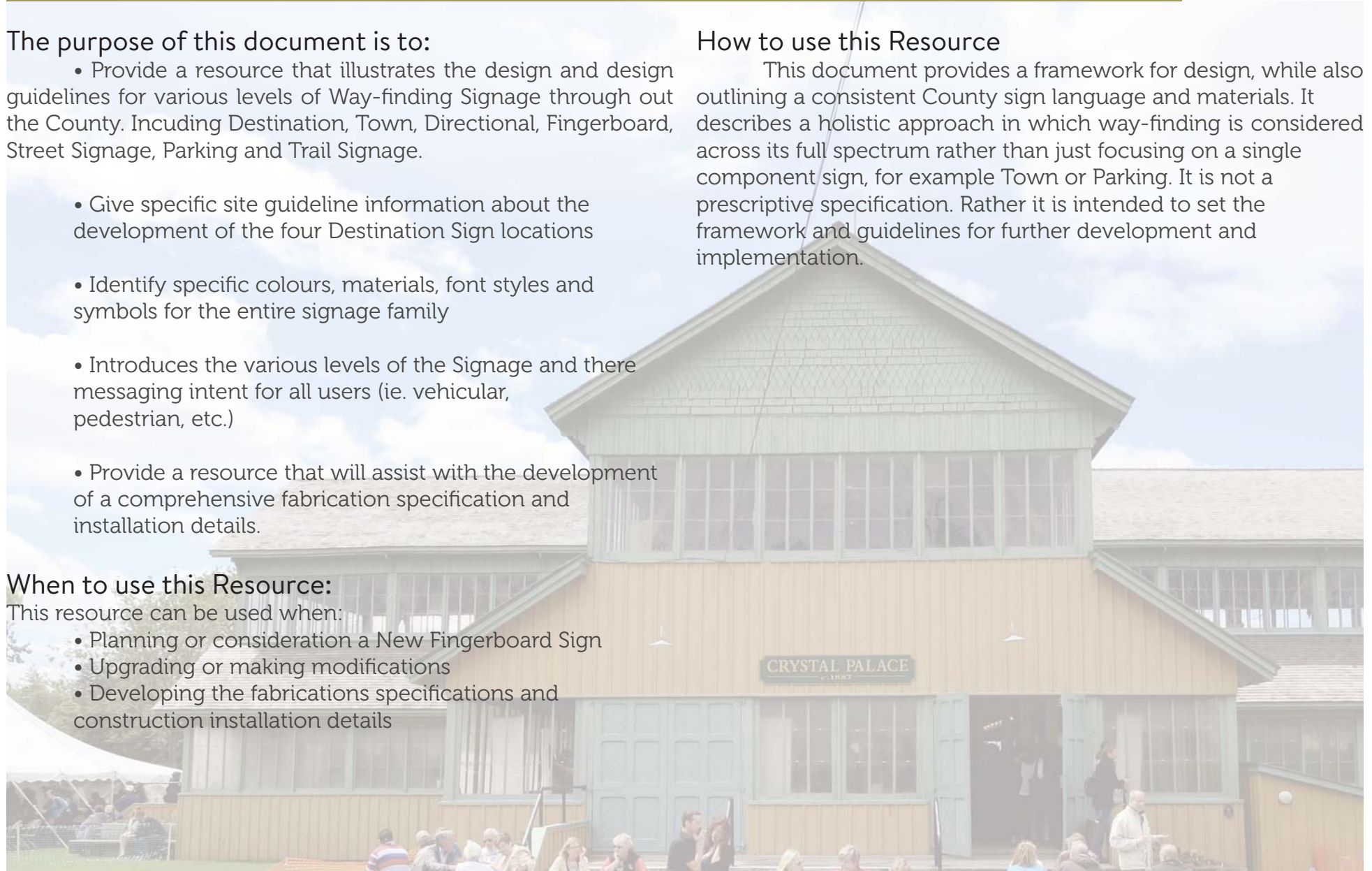
When to use this Resource:

This resource can be used when:

- Planning or consideration a New Fingerboard Sign
- Upgrading or making modifications
- Developing the fabrications specifications and construction installation details

How to use this Resource

This document provides a framework for design, while also outlining a consistent County sign language and materials. It describes a holistic approach in which way-finding is considered across its full spectrum rather than just focusing on a single component sign, for example Town or Parking. It is not a prescriptive specification. Rather it is intended to set the framework and guidelines for further development and implementation.



Part 1 - Introduction

1.2 History of The County's Brand & Signage



Part 1 - Introduction

1.3 The need for New Signage

Downtown Revitalization Project

The Downtown Revitalization study was conducted by The County of Prince Edward in partnership with Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) with a volunteer Steering Committee made up of representatives from Picton, Bloomfield, Wellington, Consecon and Rossmore. It included a comprehensive 2 year study of the five downtowns of Picton, Bloomfield, Wellington, Consecon, and Rossmore. The study assessed current assets and the surveying of business owners, customers and residents with consultation and input sessions held within each downtown. The intent of DR was to identify gaps and needs within each respective downtown community from a social, economic and community development perspective to improve the vitality and attractiveness of the downtown. The result is five grassroots community based strategic revitalization plans and one over-arching County-wide Revitalization Strategy.

Downtown Revitalization Project - Way-finding Program Guidelines

Way-finding and signage are essential tools that assist in navigation through various settings. Improving signage was a significant priority for both business and residence. Effective way-finding is based on human behaviour, and relies on the following:

- **Intuition:** through visual communication, using colours and icons to simplify signage (and transcend language barriers).
- **Consistency:** The same colours or icons should be applied across the County for County-level connections and features, and similarly, throughout individual communities for community-specific elements.
- **Succinctness:** Excessive information often leads to confusion and disorientation. Signage and way-finding should be clear and concise.

Way-finding elements include:

- **Landmarks:** Significant buildings or spaces will often guide people through their environments (for example, the mill in Consecon, the bridge in Rossmore, the roundabout or Regent Theatre in Picton, the Town Hall in Bloomfield, and the United Church in Wellington).
- **Signage:** Directional signage is used to help navigate people to specific destinations. Informational signage is used at specific destinations or stops, providing an added layer of detail about a place or building that should be visually distinct from directional signage (to remain intuitive and succinct).
- **Orientation:** Typically using maps and an intuitive sense of one's bearings. The overall road pattern and structure of a community can work to assist in one's orientation (such as a grid pattern), or to disorient (as in cul-de-sacs and crescents).

Part 1 - Introduction

1.3 The need for New Signage

County-Level Signage

The overall quality, scale and style of way-finding and signage should be reflective of the overall character of the County. It is recommended that Prince Edward County implement a way-finding program that enables effective movement across the County and links the communities located within the County together.

Existing Prince Edward County signage works to direct visitors to a variety of attractions and communities, yet the existing signage lacks a uniform system of colours, designs, and positioning within the road allowances. The following guidance has been developed upon exploration of the existing conditions of County-wide way-finding and signage.

Some key points noted within the guidelines

- County-level signage should be coordinated in key locations across the County such as key entry locations, along main roads and at major directional crossroads. Signage and tourist information centres should be placed in key designated County gateway locations.

- County-level signage should be of a simple and uniform design, using a consistent set of symbols, colours and fonts. The signage and tourist information centres should be reflective of the County character and should intuitively appear as landmarks. Mapping and tourist information should be maintained and kept up-to-date.

- County-level signage should be generally uniform in size and appearance, allowing for site-specific alterations where necessary due to on-site or space restrictions (for example, pole mounted, wall mounted, etc.).

Community-Level Signage

Community-level signage will address features, landmarks and places that are specific to each individual community. This level of signage can be used to provide a layer of uniqueness and identity. Community involvement and brainstorming is encouraged to help develop a palette that is unique and relevant to each community. This palette should then be recognized as the official, consistent means of signage for that community.

Some key points noted within the guidelines

- Community-level signage should complement and build off of the County's way-finding program.

- Community-level signage should be inclusive of unique landmarks, names and destinations. Signage should expand beyond the downtown, and should allow for easy and oriented movements across the Community.

- To apply a layer of individuality, each community may consider the application of its own, unique colour palette that is complementary to that of County-level signage.

Part 1 - Introduction

1.3 The need for New Signage

Downtown Revitalization Study Results in Wayfinding Signage Plan

Directional Signage was identified by both business and residents through all five Downtown Revitalization plan consultation sessions. The number one priority emerging for each of the downtown areas was signage, as important in engaging people to find their way to the downtown core areas. This includes finding their way around the downtown areas.

The Millennium Trail was also identified as an important element in connecting our downtowns. 4 out of the 5 downtowns being studied in the Downtown Revitalization Project connect to the Millennium Trail. The DR study identifies the need for improved wayfinding signage along the Millennium Trail. This is an opportunity to provide direction to and from the downtowns as areas for attraction, shopping, dining and community interest.

This signage project will provide unifying and effective urban and rural street signage across these five communities. It will also shed light on each town's history, which is an important characteristic for every community. Each downtown group wants to tell their story and showcase their distinctive features, iconic landmarks, unique neighborhoods and business district while showing the connection and identity with The County. Proper wayfinding and interpretive signage guidelines are the first step in achieving both of these objectives.

Part 1 - Introduction

1.4 The County's New Brand

A Brief History

One of the first objectives of the Community Development Strategic Plan was the creation of "An Iconic Rural Brand". The need for a brand development was identified by the Community Development Commission in 2013. Prior to this, The County has no formal branding efforts. The result was a myriad of shapes and sizes:



With the branding plan and process approved by the CEDC and Council, a branding subcommittee was formed of local volunteers with a range of communications & marketing experience, and which was tasked with developing the brand. A creative firm brought in to assist with visual and other elements. The commission reviewed various proposals in early 2014 before passing the current recognized brand we know today.



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The Objective of the brand was to build greater awareness of the County's lifestyle and visitor experience to attract new residents, visitors and investment opportunities. Leveraging the equity that The County brand has developed to help achieve our strategic objectives.

One of the primary Brand Values that resulted from the study was:



Part 1 - Introduction

1.5 Why the Brand is Important

What a Consistent Brand accomplishes:

- Something to rally around; a uniting factor and common thread for the whole community
- Ease of identification
- Consistent messaging and appearance
- Builds awareness and brand association

A strong, well-developed brand can instantly convey a feeling, a message or an idea with very few words or visuals... but first it must be created.

New Brand Guidelines:

Who Controls The County's Visual Identity

The Corporate Communications Department is responsible for managing the communications style and visual identity. The Corporate Communications Department sets branding, marketing and visual identity policies and oversees the efforts of internal and external individuals, commercial vendors and organizations that communicate our message and identity. All print materials, websites, advertising, media communications and other marketing and communications materials produced should be reviewed for compliance with branding and visual identity standards before being printed, produced, published or

distributed. Upon review, if materials produced outside of the Corporate Communications Department are not in compliance with the guidelines contained in the brand manual, appropriate modifications may be required.

Our Brand Essence is actually an island, and you can feel the 'laid back' approach as soon as you cross over the bridge. Dig a little deeper though, and you see the other side of island life: a community of communities, brought together by geography, that collectively excels by working together while celebrating the uniqueness and charm of each area of the county. They're proud of what they do and who they are, and it shows.

- The County is real, authentic
- Provides opportunities for unique experiences
- It's a getaway from the hustle and bustle of the city
- It's a human place
- An emerging destination for tourism and business
- Both divided and brought together by geography
- A mix of urban and rural
- Friendly and welcoming

Part 1 - Introduction

1.6 Brand Design Aesthetics

Natural Elements

- Grass
- Limestone
- Waters
- Sand



Rural Landscape

- Aged Hardwood Trees
- Farmland
- Tractors
- Vineyards, Orchards
- Old Store Signage
- Birds, Rabbits & Deer (wildlife)
- Loyalist Architecture
- Heritage Homes



Reimagined Materials

- Old Re-purposed Items
- Seed Packages
- Canning Labels
- Barrels
- Barns
- Heirloom Produce



Nautical Themes

- Docks
- Lighthouses
- Sailboats
- The Ferry
- Boardwalks
- Weathered Wood Planks



Part 1 - Introduction

1.7 Materials of the County

Material selection plays an equally important role as the sign logo in establishing a brand. The County's Brand Design Aesthetics includes a rustic, yet contemporary look. This look has been extended to the materials chosen. Rough-hewn materials have been used in a contemporary way.

What is not The County

It's important to note that intentional choices have been made to avoid modern signage materials such as aluminum and vinyl. These materials have the opposite effect of the brand values, especially when considering that these materials are related to commercialism which doesn't align with Authentic brand value. It was also an important consideration to not lean the rustic aesthetic into cottage rustic, lodge feeling or Muskoka aesthetic. An effort was made to ensure The County's unique qualities, heritage and agricultural roots are conveyed in the aesthetic.

Natural Brand Elements Applied to Signage:

- Drystone walls
- Old Store Signage
- Loyalist Architecture
- Old re-purposed items
- Barns
- Rusty metal



Part 1 - Introduction

1.8 Materials

Signage Materials reflect The County's features as noted within Part 1.7 Materials of The County. Materials such as Drystone Walls, Rusty metal, Honed beams, Steel etc. align with the Rustic - Contemporary Brand Messaging outlined within The County's Branding Manual.

Stone Sign Foundation Wall



"Drystone" look created with irregular shaped limestone, stacked, with mortarless look. the stone are still mortared secure, but care is taken to rake out any visible mortar.

Corten or Rusty Metal Sign Panels



Large rectangular Corten Steel Panels, wrapped around HSS Galv. Steel Post to form sign panel background for the Gateway and Town Signs. COR-TEN 570, Hot-rolled sheet 6mm-50 mm thickness. Corten to be aged to 1.5 months to 6 months at time of purchase.

Sign Post



Honed Wood Sign Post, 150mm x 150 mm (6"x6"). Two post per sign panel with exception to the Fingerboard Directional Signage located on side road.

Hammer-tone Steel



Hammer-tone Steel is to be used for the straps on the banding located Trailhead Markers and Mile Markers.

Raised Lettering

All raised lettering located on the Gateway and Town Signs to be constructed from painted or powder-coated steel with clear graffiti-resistant top coat.

Sign Panel Substrate

Sign panel substrate to be constructed of steel OPSS 2001, thickness of 1.6mm coated with acrylic polyurethane exterior grade architectural coating as per the colour specified.

Part 1 - Introduction

1.8 Materials

Examples of Signs that combine the Materials



Part 1 - Introduction

1.9 Logo Considerations

The External Wordmark:

When promoting the brand to an external market outside of the catchment area of Prince Edward County, the wording “The County” is not literal enough for consumers to make the connection to which “County” it is. Therefore, it is acceptable to use the External Wordmark to compliment the logo to ensure the message is clearly understood. In presenting The County logo, use this logo version as a subsidiary element and utilize the External Wordmark version as the primary. If the External Wordmark is being used on any written surface, a primary logo (with illustration) must be displayed on the same surface.



Part 2 - The Designs

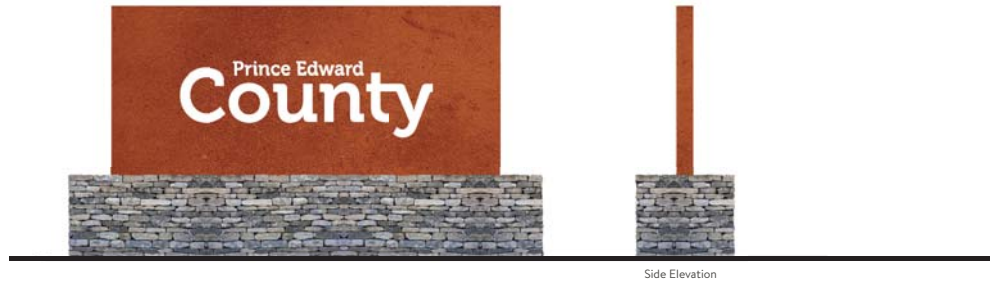


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Part 2 - The Design

2.1 Introduction to the Signage Family

County Gateway Signage



Town Gateway Signage



Directional Signage

Fingerboard Signage

Street Signage



Part 2 - The Design

2.1 Introduction to the Signage Family

Parking Signage



Trail Signage



Trailhead Marker

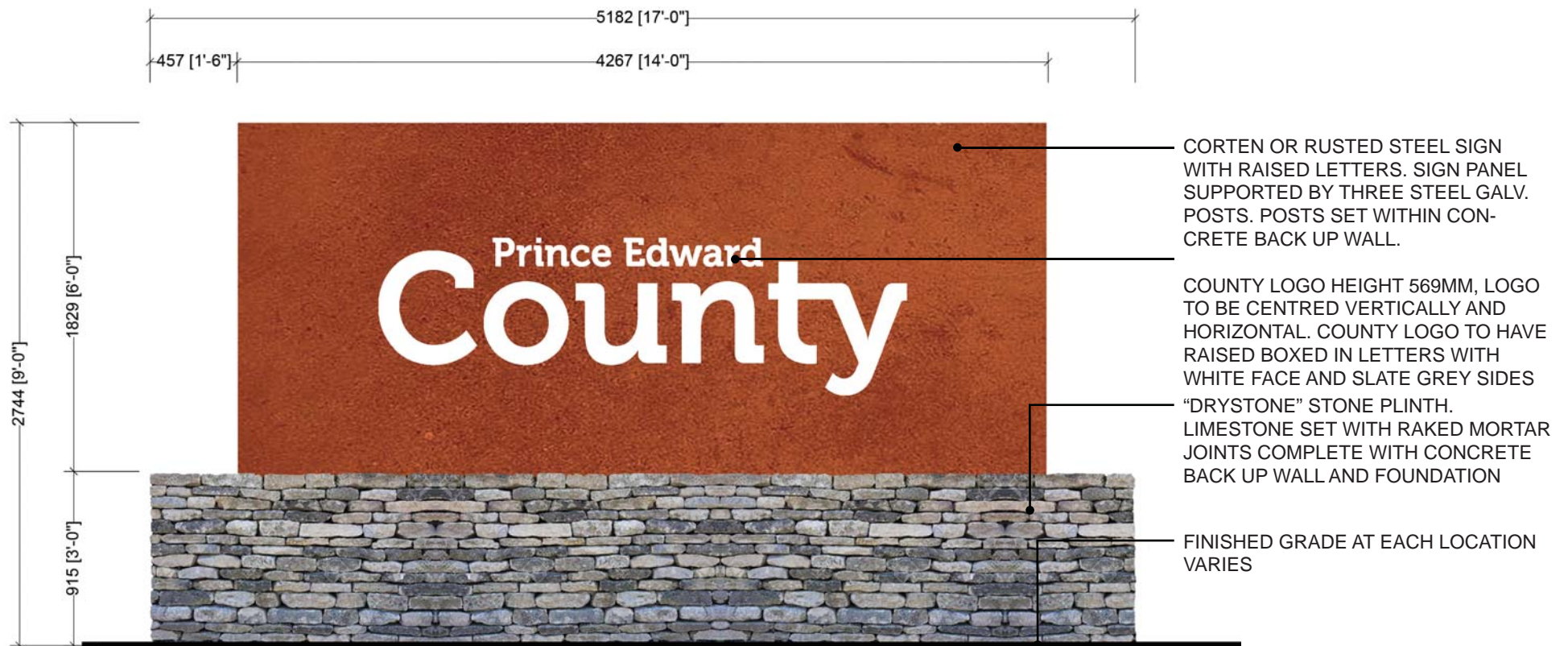
Trailhead Mile Marker
(Double Sided)

Interpretive Signage

Part 2 - The Design

2.2 Gateway Signage

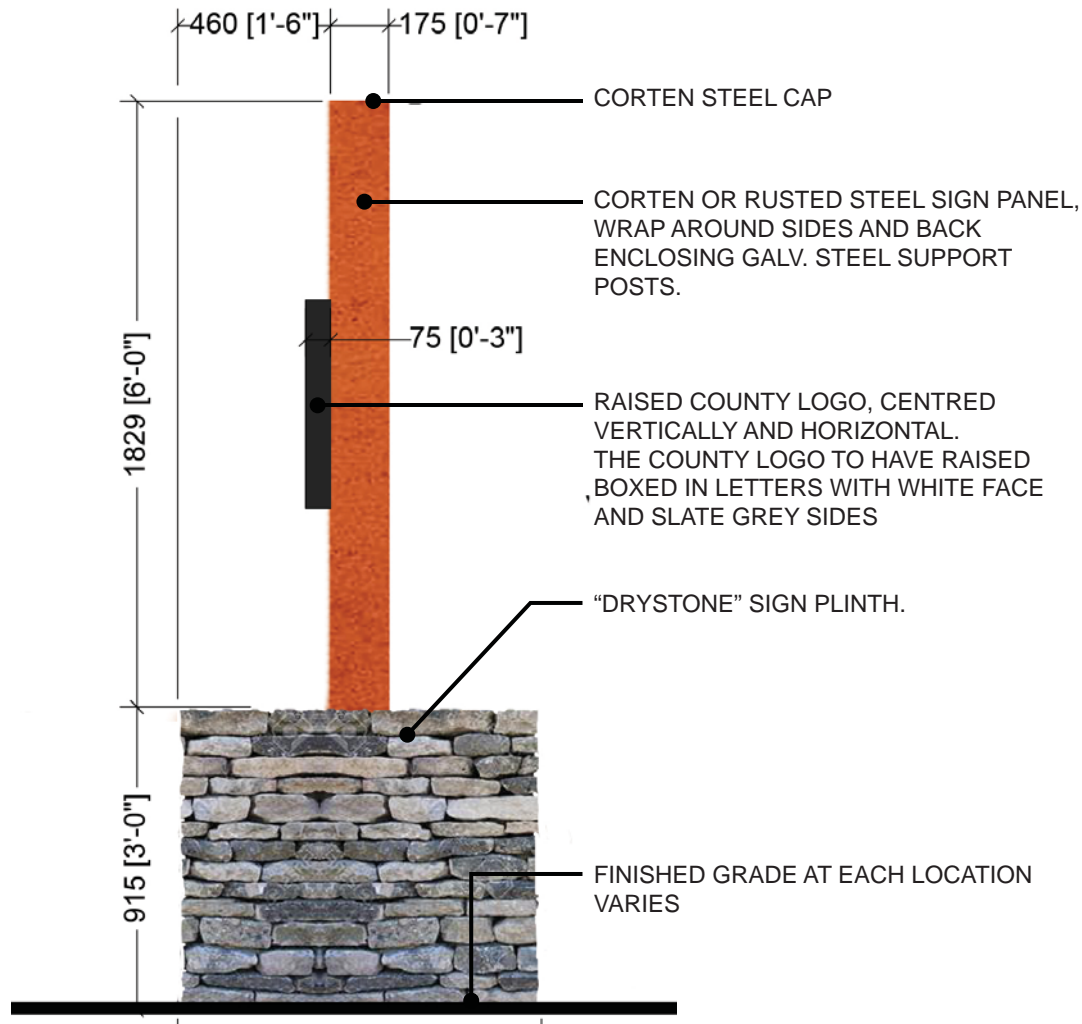
The County Gateway Sign was designed to provide a “you are here, welcome to The County” feel. Each of the four Gateway Signs will be placed within a setting complete with additional amenities outlined within section 2.3 all to create an destination experience for the visitor. Currently there is only one Gateway Sign located at Carrying Place and is shadowed by traffic lights, road signs etc. The introduction of the corten or rusted steel with contrasting white raised logo will offer a eye catching feature within the setting of the road



Front Elevation

Part 2 - The Design

2.2 Gateway Signage



End/Side Elevation

Design Features:

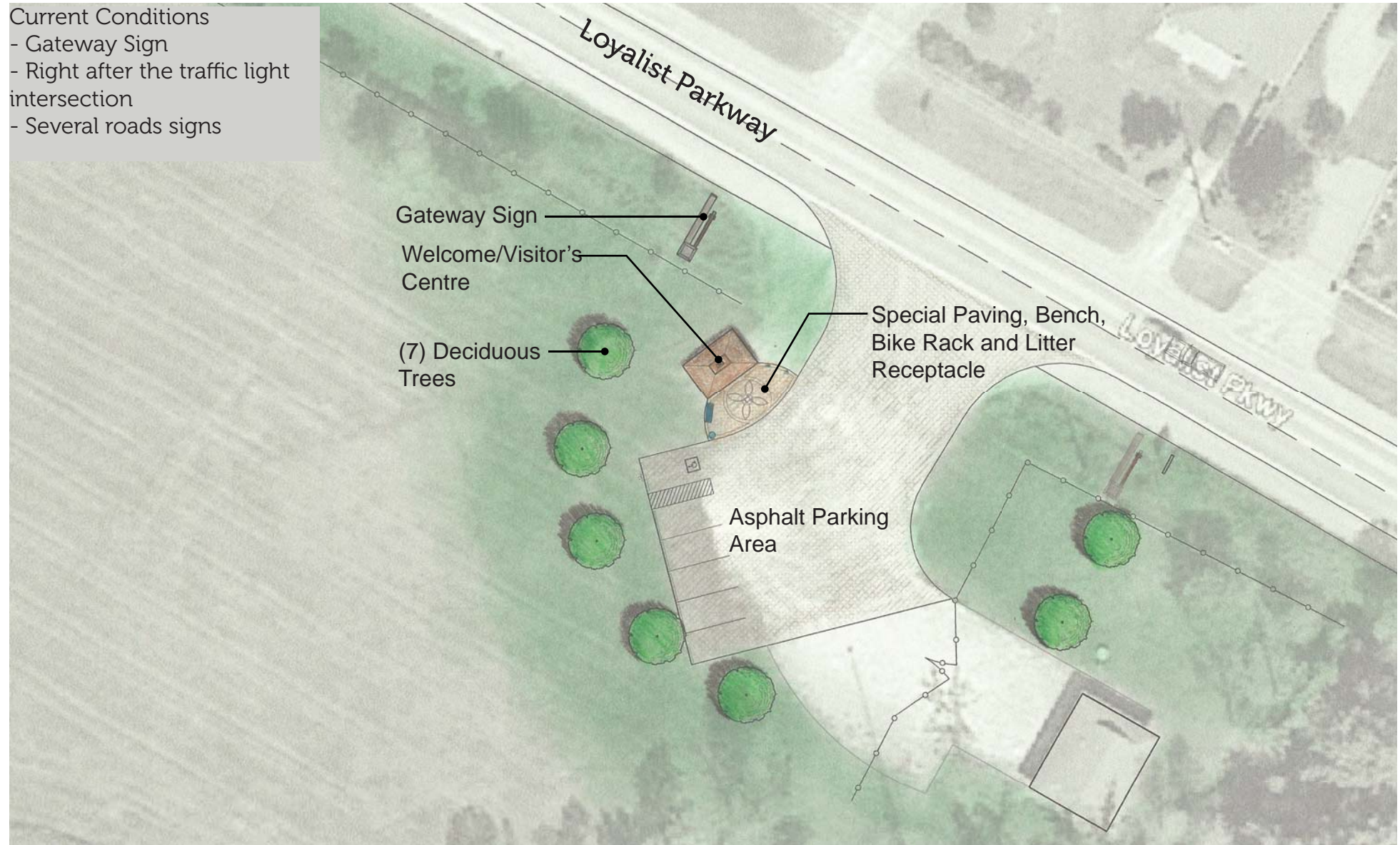
- 460 mm wide stone ledge on the front of the sign panel allows for the opportunity to sit and take a selfie or family photo and share your County Experience with friends and family.
- Clean horizontal lines adds to the commentary feel
- Stone plinth replicates the drystone walls found through-out The County
- Corten Steel is a material that lends itself to the rustic look

Part 2 - The Design

2.3 Gateway Signage - Carrying Place

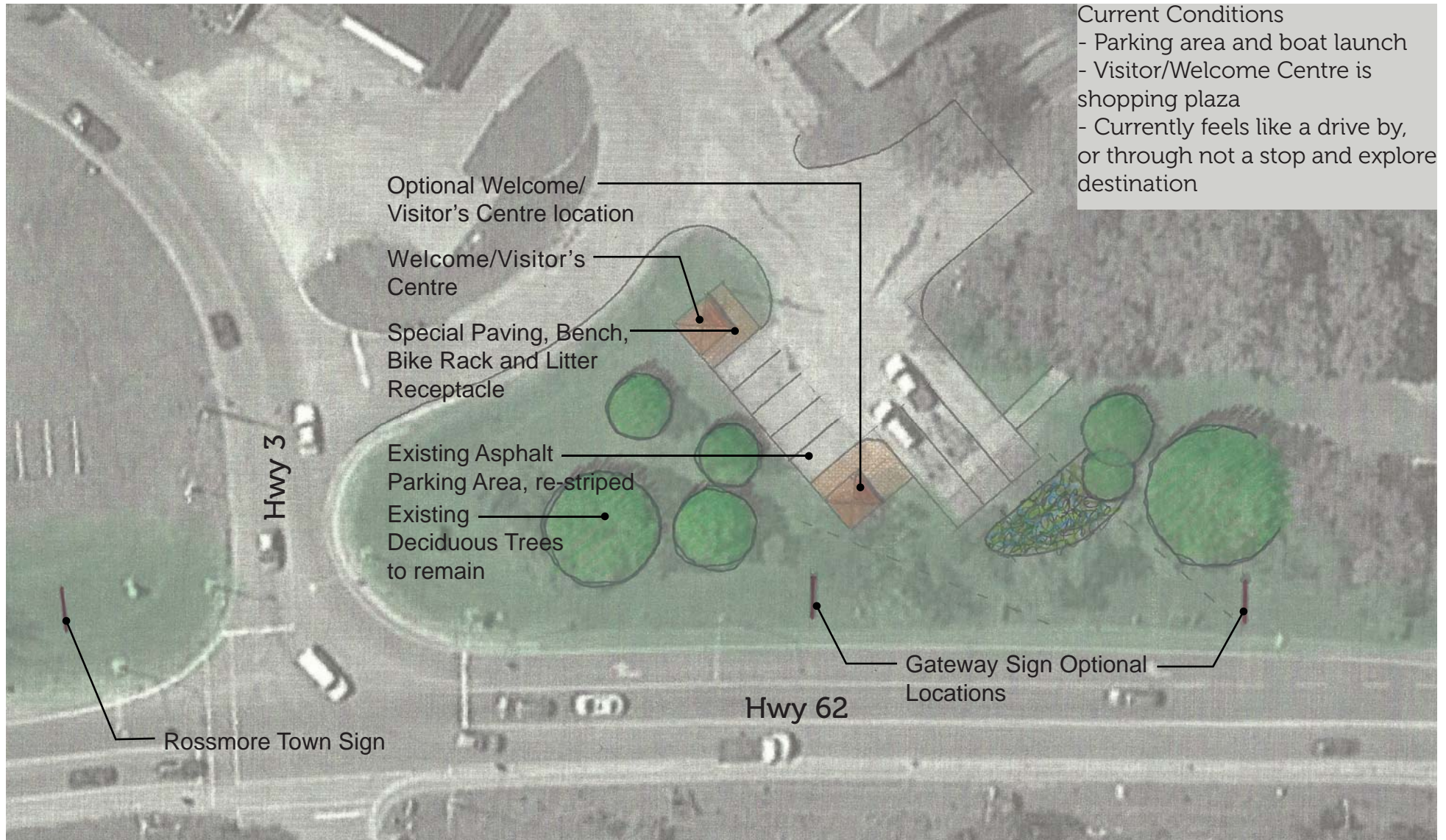
Current Conditions

- Gateway Sign
- Right after the traffic light intersection
- Several roads signs



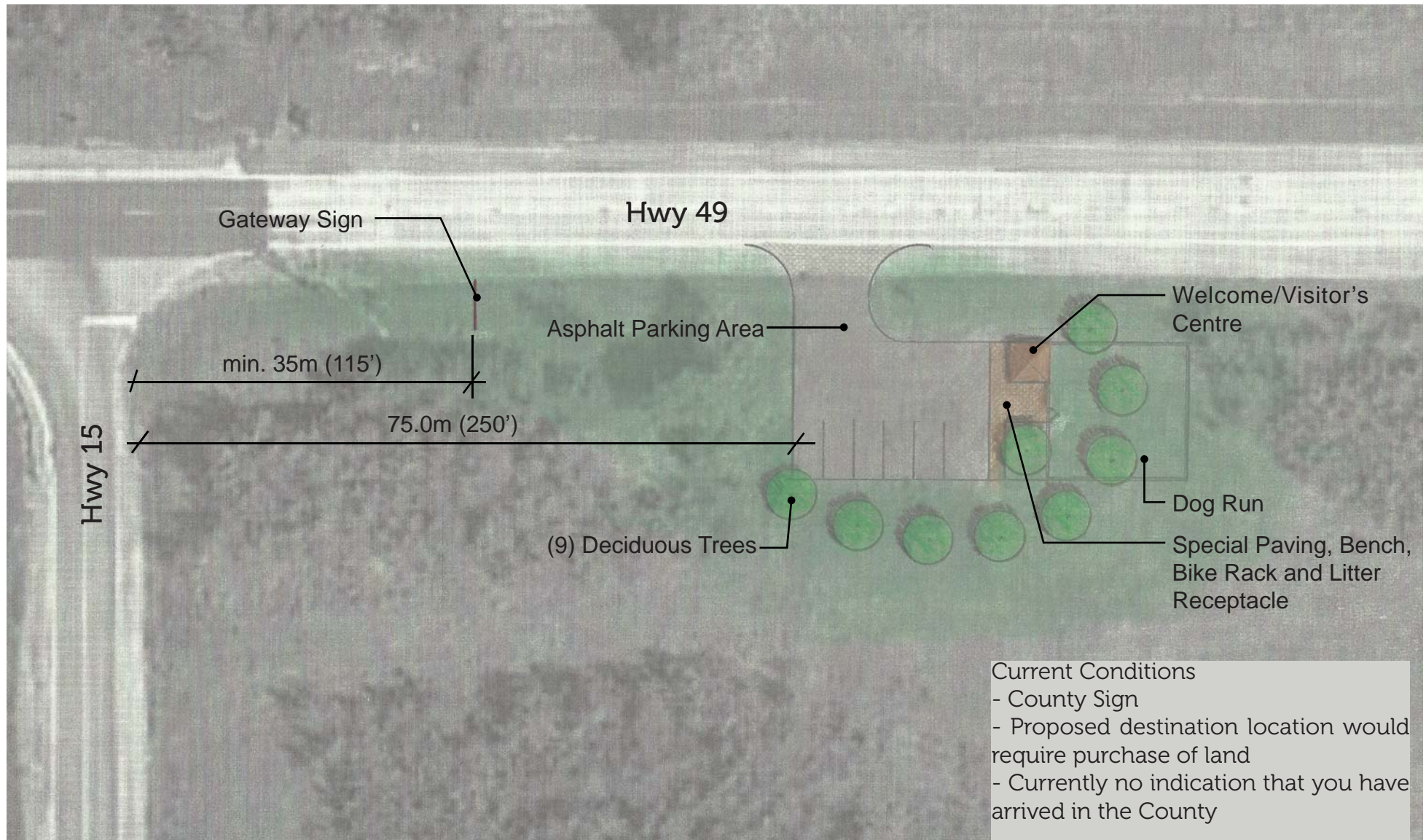
Part 2 - The Design

2.3 Gateway Signage - Rossmore



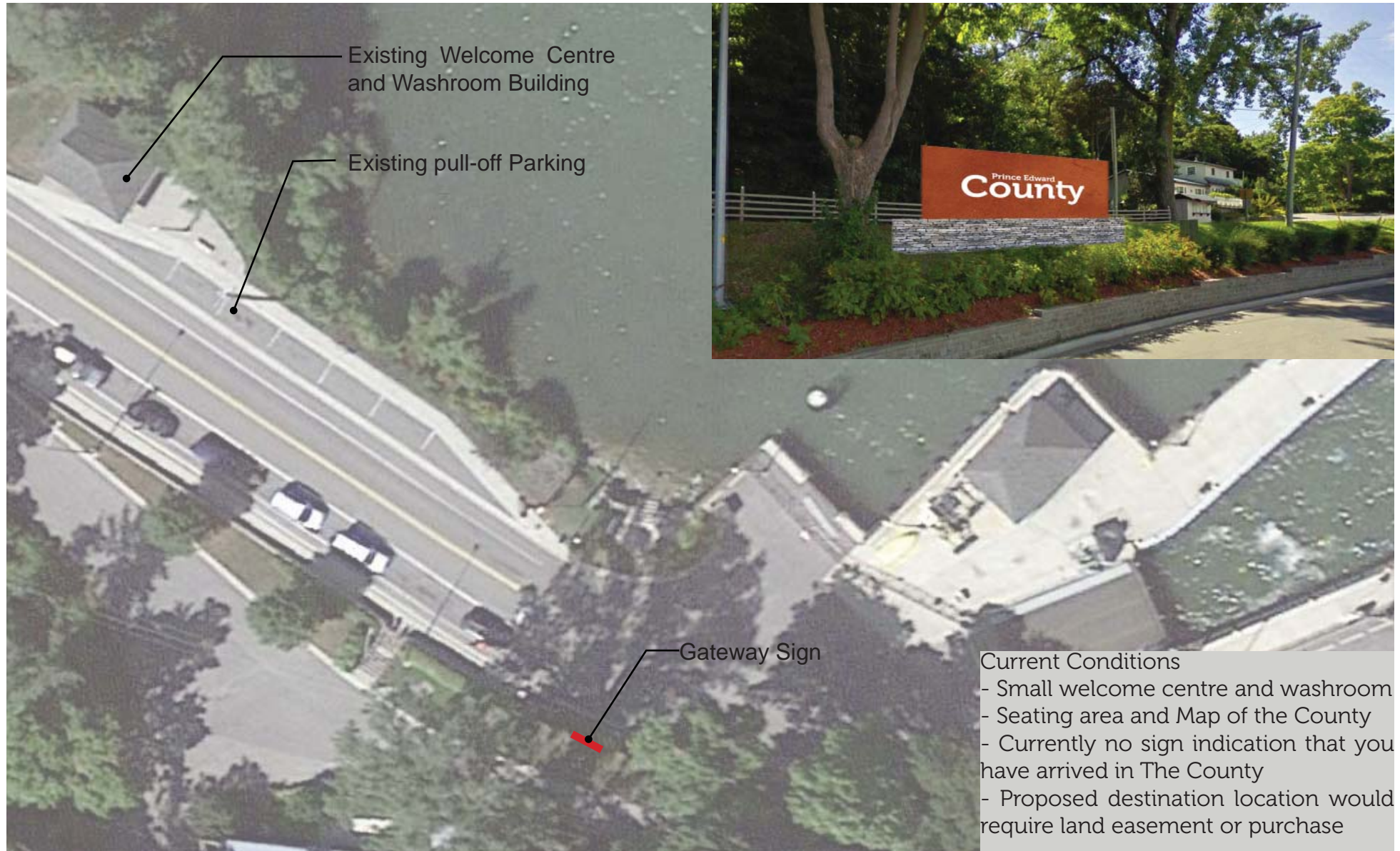
Part 2 - The Design

2.3 Gateway Signage - Hwy. 49



Part 2 - The Design

2.3 Gateway Signage - Glenora Ferry



Part 2 - The Design

2.3 Gateway Signage - Destination Area

The goal was to create a Gateway Sign that was set within a destination area that invites visitors to The County. Reinforcing the branding and essence of The County.

Design Features included within each Destination Area are:

- Gateway Sign; access to the sign for photo opportunities
- Visitor's Welcome Centre
- Map of the County - Kiosk Area
- Special paving around the Welcome Centre
- Bench(s)
- Waste Receptacle
- Bike Racks
- Parking (max. 5 spaces and 1 Accessible space)
- Dog Run area (Hwy 49 location only)
- Deciduous Tree Planting to frame the area
- Low maintenance shrub and perennial planting bed

Examples of the Design Features



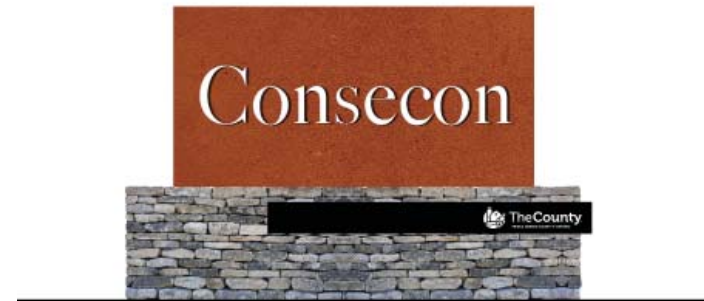
Part 2 - The Design

2.4 Town Signage

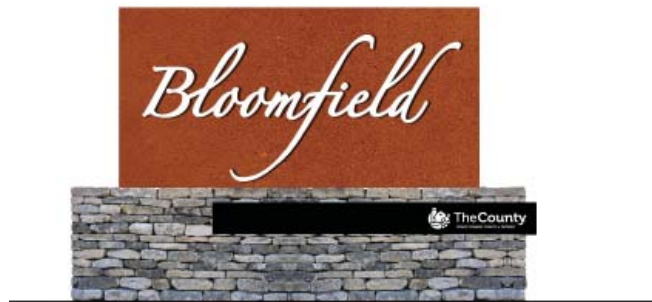
Picton



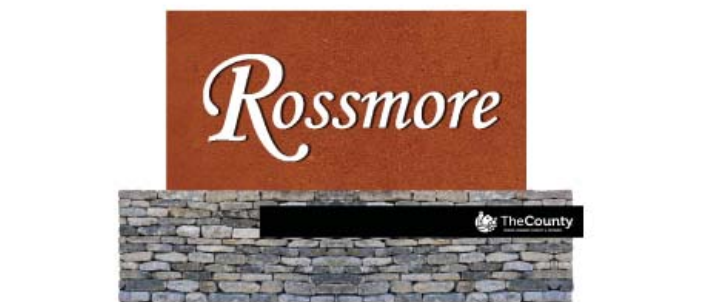
Consecon



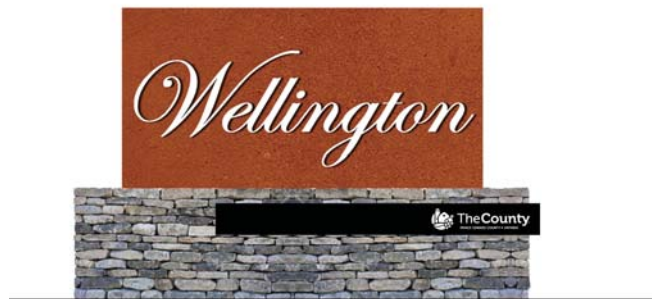
Bloomfield



Rossmore



Wellington



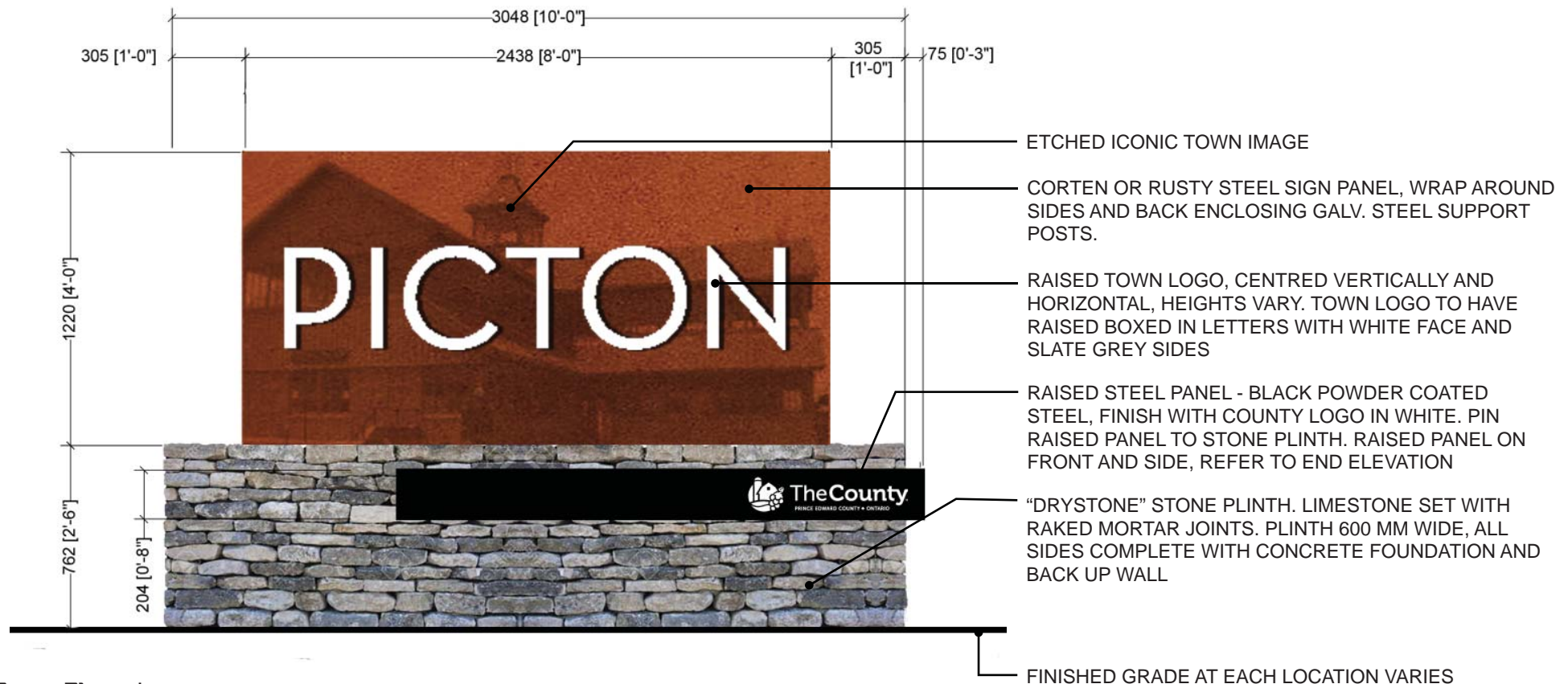
The Town Sign was designed to allow for each town to maintain its own logo and iconic image to reflect the towns personality and culture. The sign frame work and materials were carried down from the Gateway Signs creating in keeping with the family sign palette that was developed. Black powder-coated accent strip provides a backdrop for The County logo.

Part 2 - The Design

2.4 Town Signage

General Notes:

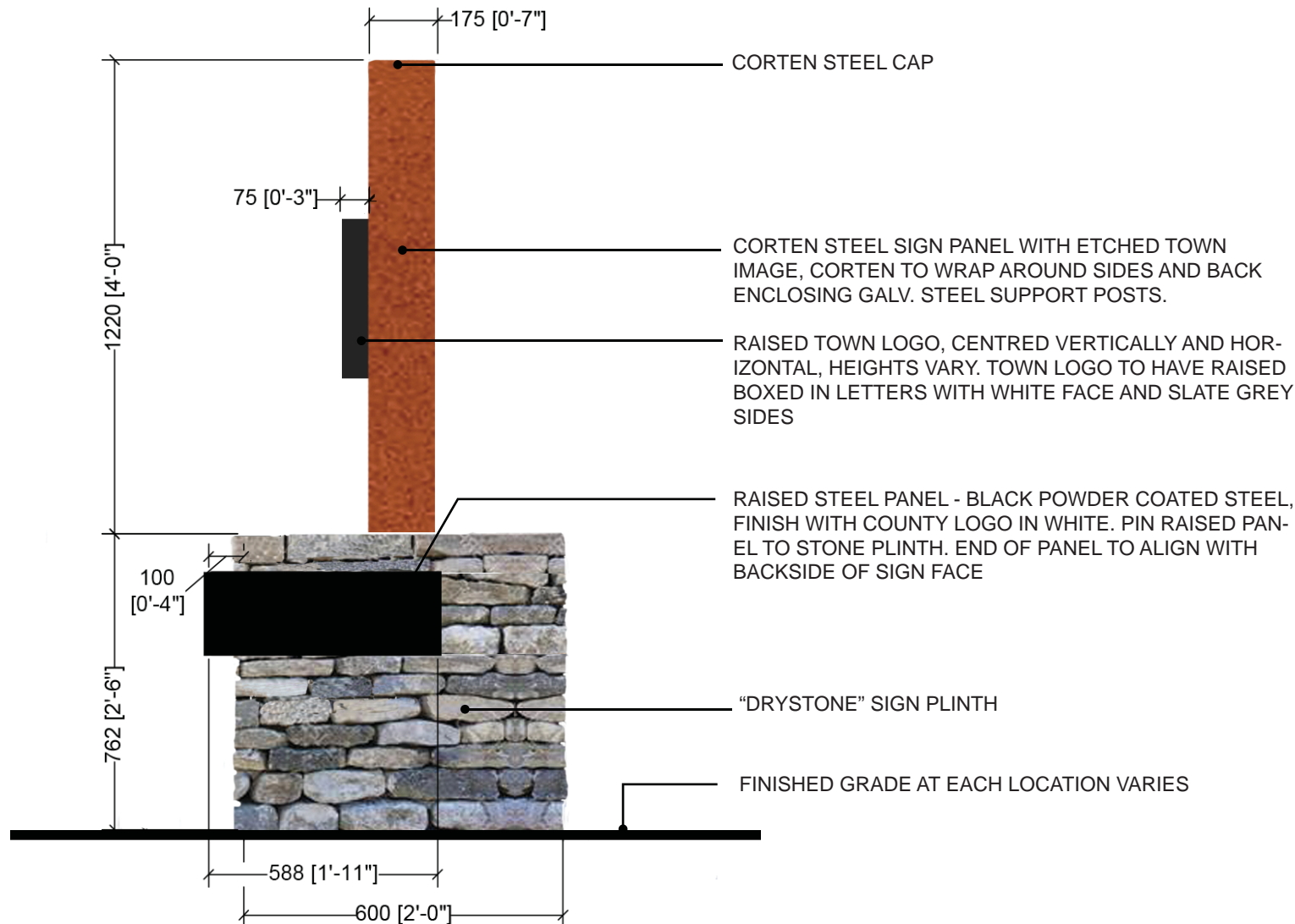
- County Logo (image): colour white, 160 mm (6.25") ht.
- "The County" logo text: colour white, 106 mm (4.25") ht.
- To be centred vertically and right justified with the end of the stone sign plinth
- Iconic image varies for each town, refer to page 30 for image example



Front Elevation

Part 2 - The Design

2.4 Town Signage



End/Side Elevation

Part 2 - The Design

2.4 Town Signage - Background Photo

Each BIA or stakeholder submits a proposed image that exemplifies the experience of the town to be etched on the Corten Steel as a background image. The image needs to be simple, with high contrast to be a legible image. The reserves the right to review and approve images based on these considerations."

Example



Part 2 - The Design

2.5 Directional Signage

Directional Signage



The Directional Sign was designed to allow for placement on County Roads and Hwy's. The sign consists of two honed support posts, sign panel with standard Ontario Traffic approved Green, with white lettering contrast for destinations. The County logo is placed within a raised coin centrally located at the top of the sign providing a consistent message through the signage family.

The Fingerboard Signage that was designed as you are approaching the downtown core within each community is separated into three categories; Explore, Food & Drink and Stay. The categories and associated colours align with the messaging developed within the Brand Manual. Explore includes specific business, attractions and municipal buildings. Food & Drink includes restaurants, pubs, cafe, winery and breweries. Stay includes B&B's, Inn, Hotels, Motels, Campgrounds, etc. The Destination name, arrow and distance is to be mounted to the sign panel individually, allowing for replacements to occur as required.

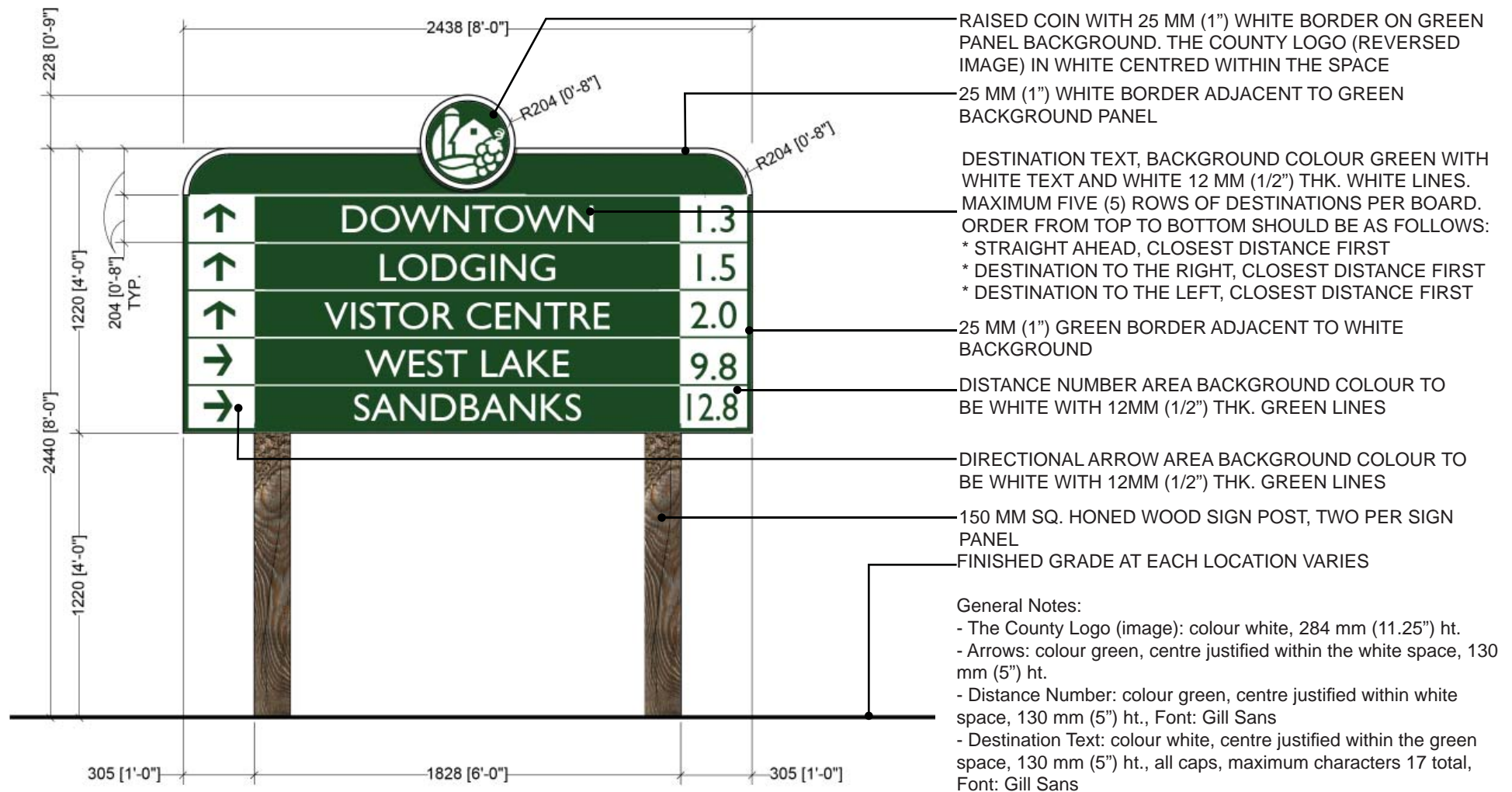
Fingerboard Signage



The Fingerboard Directional Signage located at Major T-intersections has The County logo placed within the raised coin providing a consistent message. This directional signage will have specific destinations with a max. eight business with options of two lines. The Destination name, arrow, distance and experience icon to be mounted to the sign panel individually, allowing for replacements to occur as required.

Part 2 - The Design

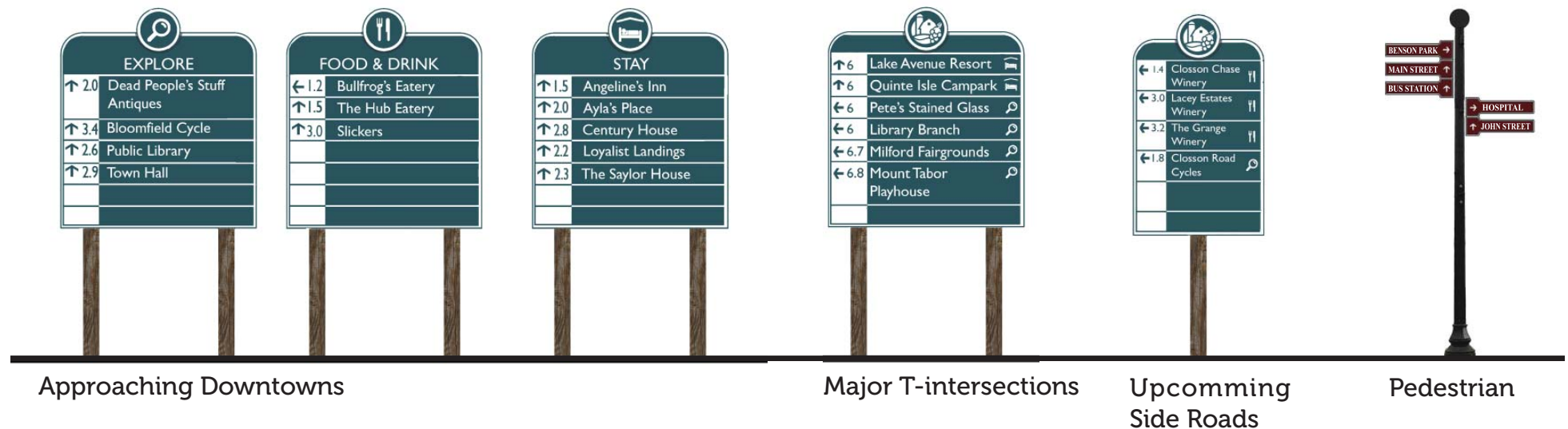
2.5 Directional Signage



Part 2 - The Design

2.5 Fingerboard Signage

Fingerboard Signage is found through-out The County sometimes combined with destination directional signage as seen below. Currently there is no order in to which they are placed from top to bottom making it hard to navigate when driving. The design for the fingerboard signage has been separated from the Directional Signage found in 2.5 and separated into the four categories below. The categories are as follows; Approaching Downtowns, Major T-intersection, Upcoming Side Roads(located at the side of the road after the T-intersection or on a main road when destinations are located on a secondary road) and Pedestrian (pedestrian applications within the Downtown Core).

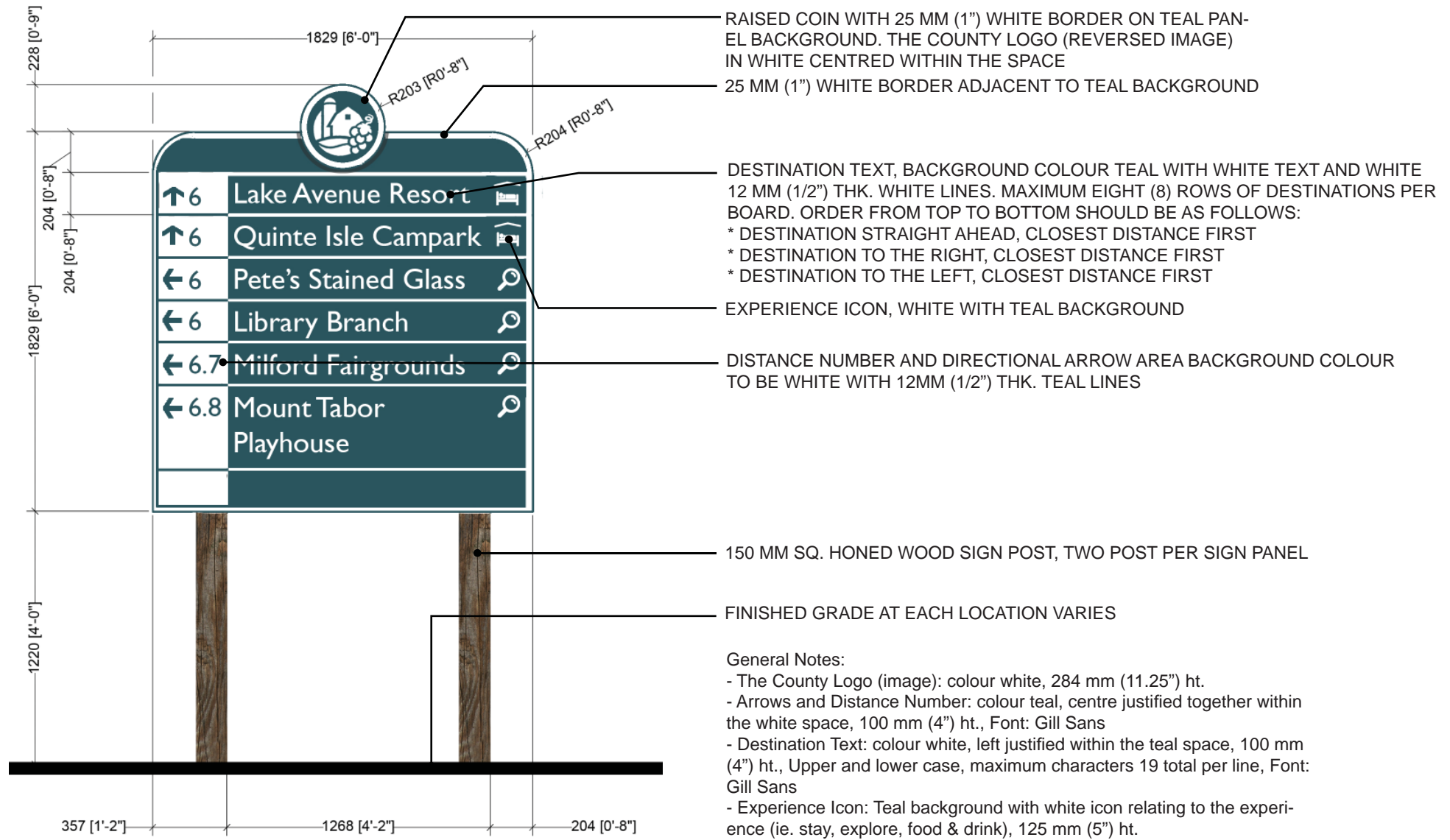


2.5 Approaching Downtown Cores



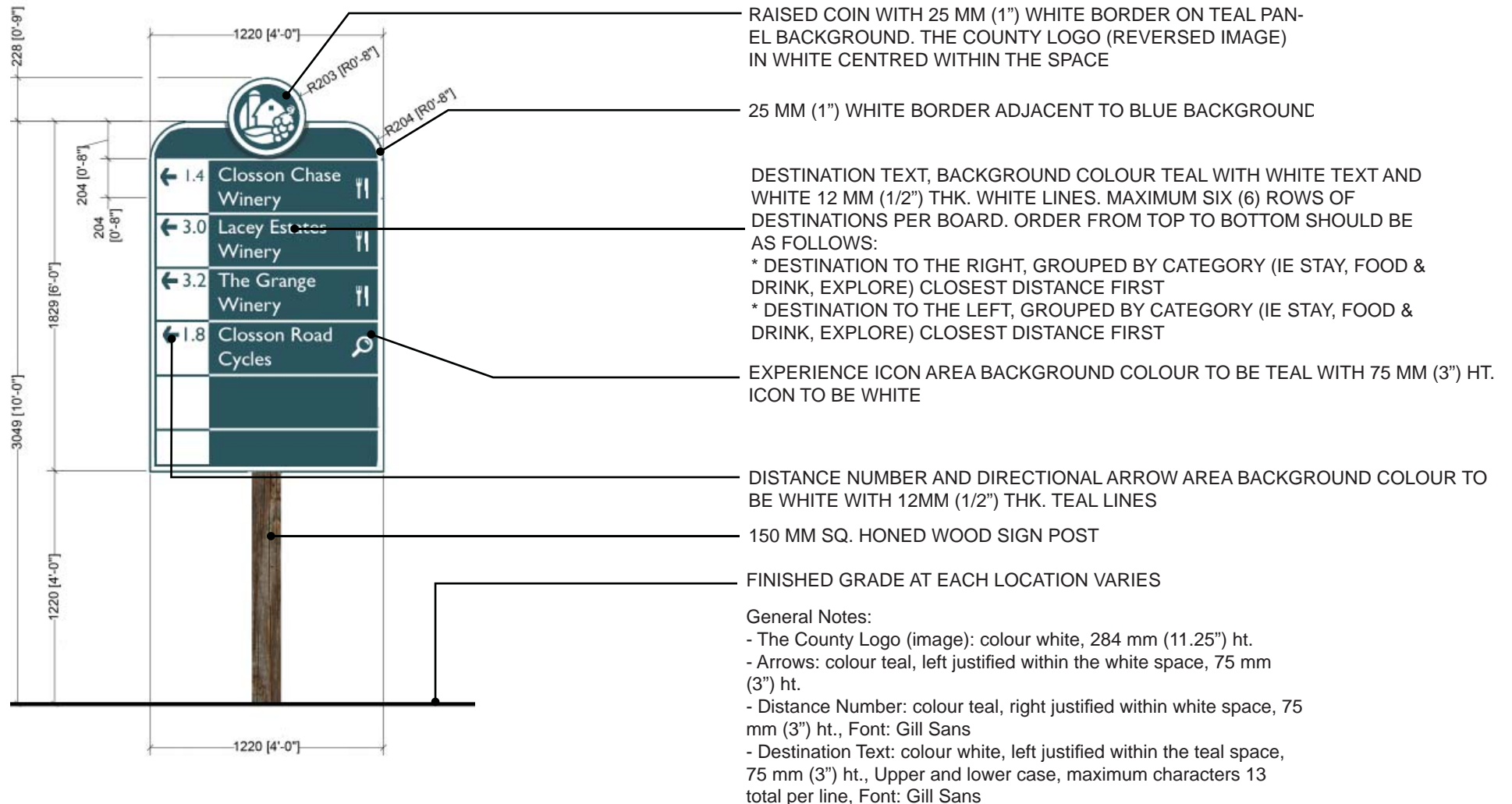
Part 2 - The Design

2.5 Major T-intersections



Part 2 - The Design

2.5 Upcoming Side Roads



2.5 Pedestrian Signage

Technical drawing of a street sign post and a detailed view of a destination sign.

Sign Post Details:

- Post: 150 MM SQ. OR ROUND STEEL POST BLACK
- Top: BALL/CIRCLE FINIAL TO HAVE AN OPTIONAL THE COUNTY LOGO OR TOWN LOGO PLACED WITHIN IT. LOGO TO FIT WITHIN A 100MM (4") DIA.
- Signs (Background Colour Wine with a White Border 13mm Wide):
 - BENSON PARK →
 - MAIN STREET ↑
 - BUS STATION ↑
 - HOSPITAL
 - ↑ JOHN STREET
- Dimensions:
 - Total Height: 3887 [12'-9"]
 - Top Section Height: 380 [1'-3"]
 - Sign Section Height: 1150 [3'-9 1/4"]
 - Bottom Section Height: 2357 [7'-8 3/4"]

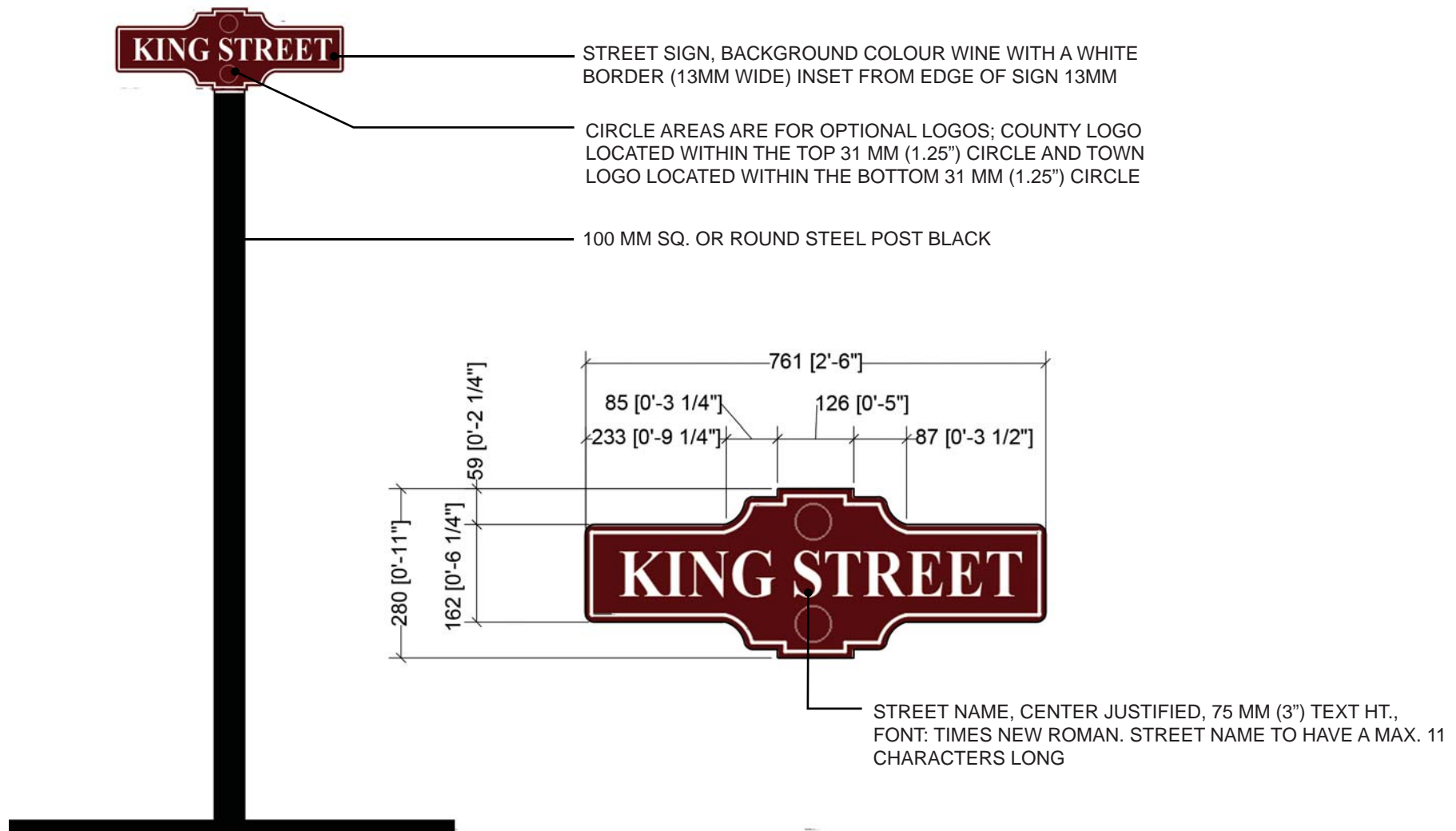
Destination Sign Detail:

- Overall Dimensions: 824 [2'-8 1/2"] (width) x 230 [0'-9"] (height)
- Text: HOSPITAL (75 MM (3") TEXT HT., FONT: TIMES NEW ROMAN. DESTINATION NAME TO HAVE A MAX. 11 CHARACTERS LONG)
- Arrow: WHITE ARROW, 75 MM (3") HT. HORIZONTALLY CENTRED ON TEXT AND VERTICALLY WITHIN THE RECTANGLE AREA
- Radiuses: R115 [R0'-4 1/2"] (top), R28 [R0'-1"] (inner corner), R15 [R0'-0 1/2"] (right)

Part 2 - The Design

2.6 Street Signage

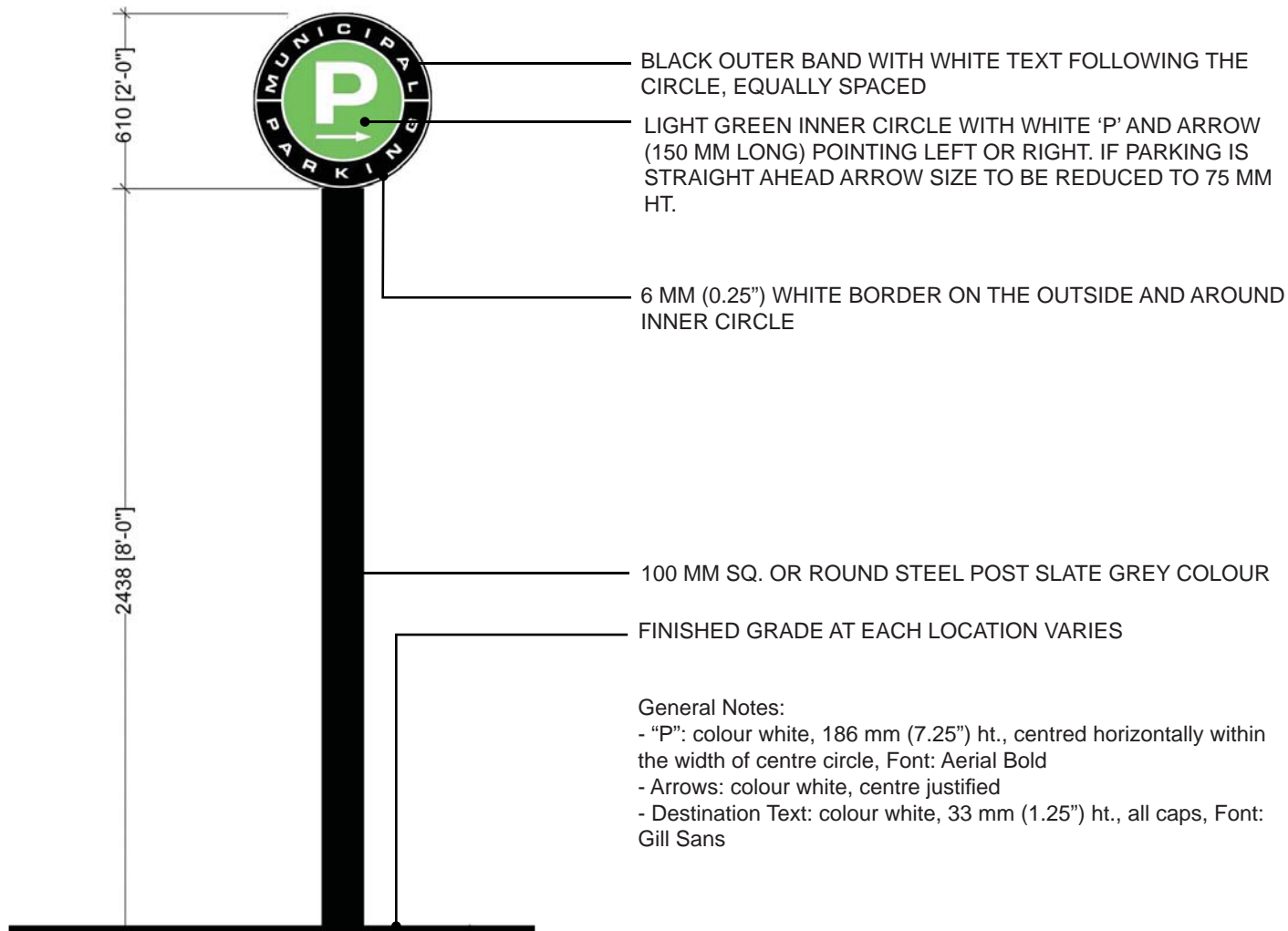
The Street Signage matches the existing street signage found within Picton.



Part 2 - The Design

2.7 Parking Signage

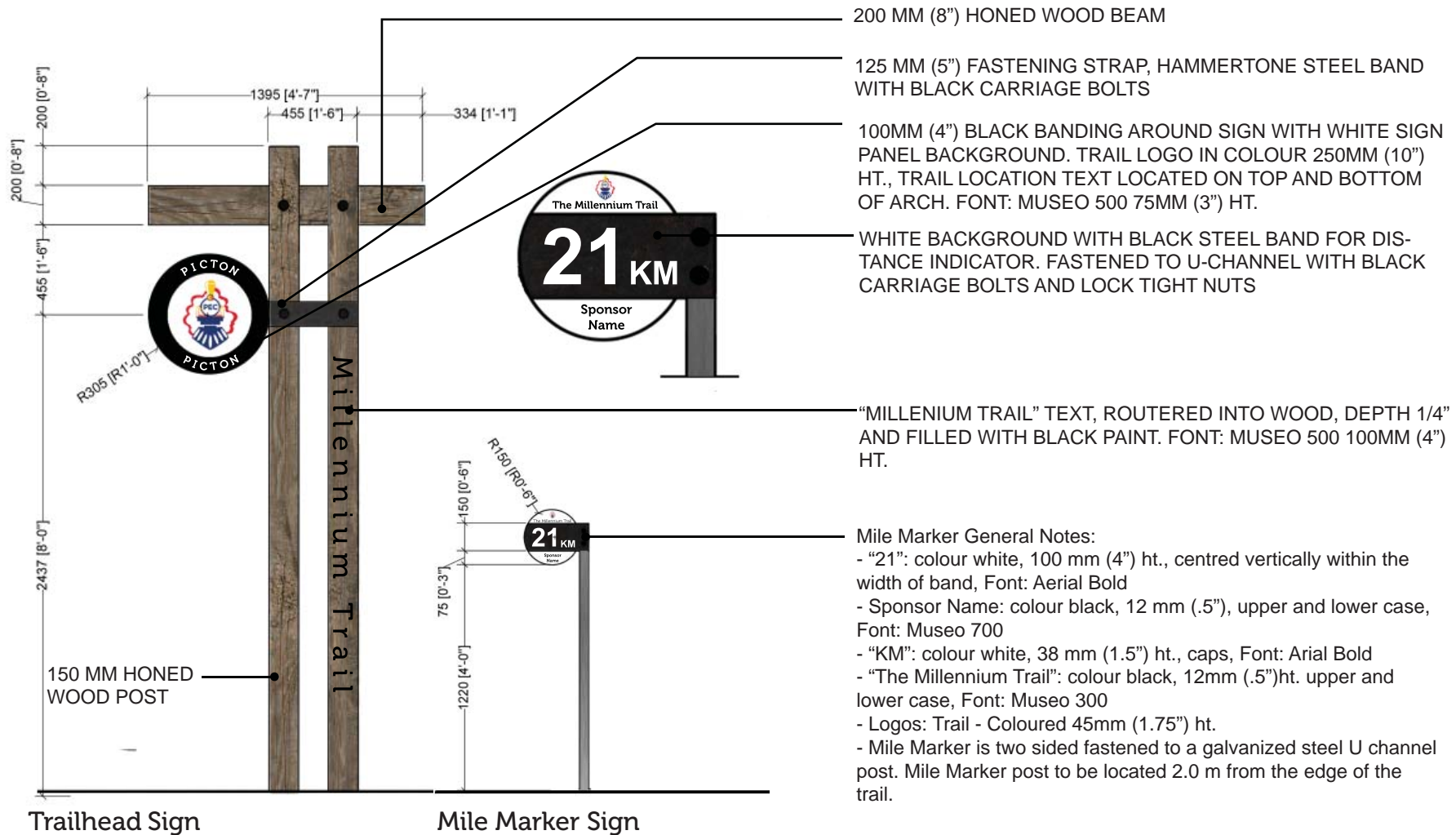
Parking Signs were designed to be flexible pending on location, whether directing a visitor to the parking lot from a main road or at the parking lot entrance.



Part 2 - The Design

2.8 Millennium Trail Signage

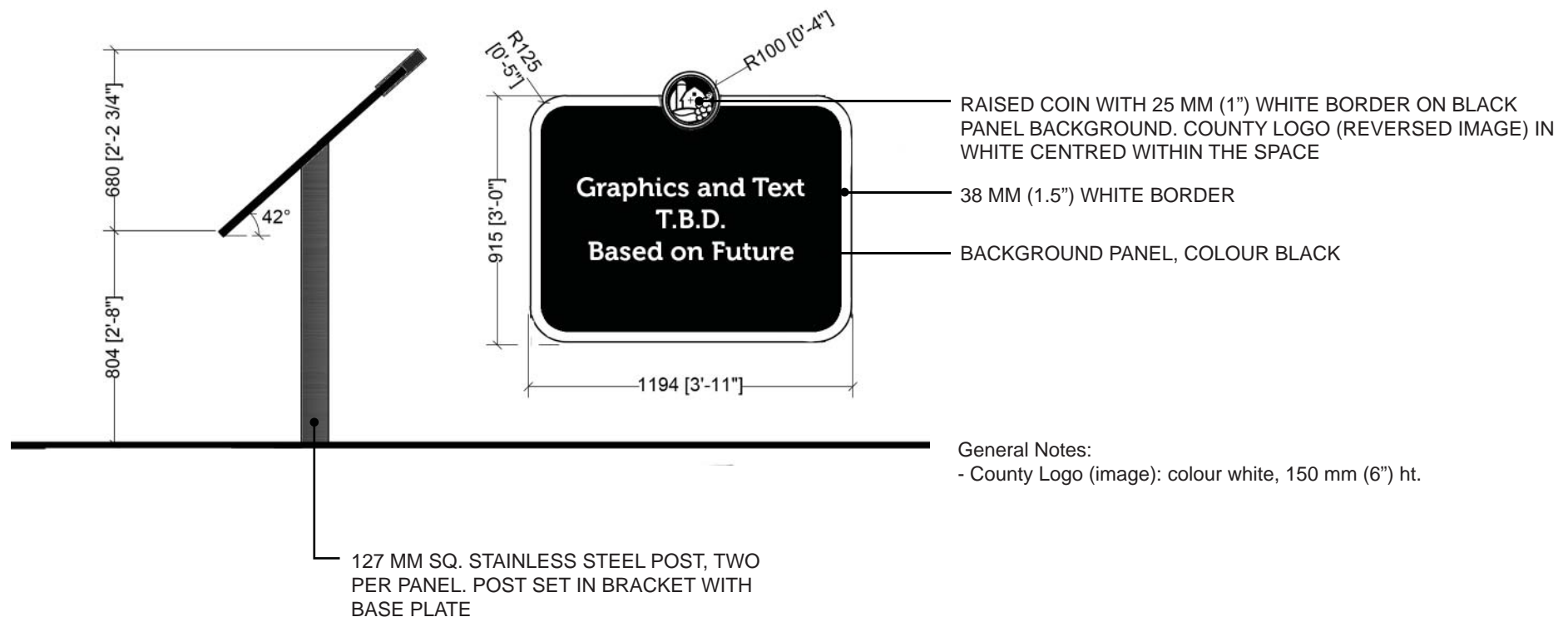
The Trailhead and Mile Marker were designed to replicate the signals found on railroads, which ties into the fact that the Millennium Trail is located on an existing rail line through-out The County. Mile Markers to be placed with a min. 0.6 m (2') from the edge of the sign board to the edge of the trail.



Part 2 - The Design

2.8 Trail Interpretive Signage

The Interpretive Signage would be located at the trailheads or a key locations or feature areas along the trail. Interpretive Signage located along the trail is to be located off of the trail. Pull off area should allow for groups of two or three people, including bikes, to be clear of the trail. Support post to be placed with carriage bolt connect to a stainless steel bracket with baseplate connected to concrete footing, allowing for removal of sign, if required.



Part 3 -Reference Information



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Part 3 -Reference Information

3.1 Colour Palette

Signage Colour Palette is a reflection of the colours outlined within the County Brand Manual and the Standard Print Colour Specifications for Ontario Traffic Signs outline within the Ontario Traffic Manual.

Sign background and legend colours are to be used as shown and indicated below.

Ontario Traffic Sign Standard Print Colour Specifications

Green



Pantone (PMS) - 342
C - 100
M - 0
Y - 69
K - 43

White



Pantone (PMS) - N/A
C - 0
M - 0
Y - 0
K - 0

Black



Pantone (PMS) - 426
C - 0
M - 0
Y - 0
K - 100

Other Colours

Teal



Pantone (PMS) - 7477 C
C - 85
M - 53
Y - 50
K - 29

Wine



Pantone (PMS) - 1815 C
C - 37
M - 95
Y - 89
K - 59

Light Green



Pantone (PMS) - 360 C
C - 72
M - 0
Y - 90
K - 0

Slate Grey



Pantone (PMS) - Hexachrome
Black C
C - 71
M - 65
Y - 64
K - 70

Part 3 -Reference Information

3.2 Experience Icons

Shown is a list of icons used for use in the Finger Board Directional Signage and Directional Signage Coins. For additional symbols for destinations/accommodations refer to the Ontario provincial standard icons used by TODS and/or the Kings Highway Guide Signing Policy Manual.

Explore



White magnifying glass icon located within the coin at the top of the Fingerboard Directional Sign, background colour of the sign to be carried through on the coin

Icon Height - 226 mm (9")

The Explore symbol is found on the Teal background Fingerboard Directional signs as you approach the downtown core. "Explore" captures places of business and municipal offices or libraries.

Food & Drink



White fork and knife icon located within the coin at the top of the Fingerboard Directional Sign, background colour of the sign to be carried through on the coin

Icon Height - 226 mm (9")

The Food & Drink symbol is found on the Teal background Fingerboard Directional signs as you approach the downtown core. The "Food & Drink" category captures restaurants, winery's, breweries, cafe's, etc.

Stay



White bed with a roof icon located within the coin at the top of the Fingerboard Directional Sign, background colour of the sign to be carried through on the coin

Icon Height - 226 mm (9")

The Stay symbol is found on the Teal background Fingerboard Directional signs as you approach the downtown core. The "Stay" category captures Inns, Bed and Breakfast, Motels, Hotels, etc.

The County Logo



White reverse The County Logo located within the coin at the top of the Directional Sign and Fingerboard Directional Signage, background colour, of the sign to be carried through on the coin.

Logo Height - 279 mm (11")

The County's Logo is found on the Teal and Green background Directional signs and blue background on the Fingerboard Directional Signs that are located in the Rural areas of The County.

Part 3 -Reference Information

3.3 Typography

Typography

Font name: Arial
Version: Version 5.20
OpenType Layout, Digitally Signed, TrueType Outlines

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:; ' " (!?) +-*/=

Font name: Arial
Version: Version 5.20
OpenType Layout, Digitally Signed, TrueType Outlines

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:; ' " (!?) +-*/=

Font name: GillSans
Version: Converted from D:\FONTTEMP\GN____.TF1 by ALLTYPE
TrueType Outlines

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:; ' " (!?) +-*/=

Font name: Museo 300
Version: 2.002
OpenType Layout, PostScript Outlines

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:; ' " (!?) +-*/=

Font name: Museo 500
Version: 2.002
OpenType Layout, PostScript Outlines

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:; ' " (!?) +-*/=

Font name: Museo 700
Version: 2.002
OpenType Layout, PostScript Outlines

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:; ' " (!?) +-*/=

Font name: Times New Roman
Version: Version 5.20
OpenType Layout, Digitally Signed, TrueType Outlines

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:; ' " (!?) +-*/=

Conversion Chart for Letter Heights

Imperial (inches)		Metric (mm)
3	=	75
4	=	100
5	=	125
6	=	150
7	=	175
8	=	200
10	=	250
12	=	300
13.33	=	340
14	=	360
15	=	380
16	=	410
20	=	510
24	=	610

Part 3 -Reference Information

3.4 Nomenclature

Nomenclature

Final approval of destination names to be provided by The County. If possible standard names should be used for consistency throughout The County.

Determining Factors for approval

- Will the name fit on the sign?
- Is the name one that is commonly used or understood by the general public?
- Is the name concise and easily understood by the public?
- Will the name fit on one-line or require two?
- If the line requires two lines can it be abbreviated without sacrificing the comprehension?

Common Destinations

This is a list of recommended destination nomenclature. This list can be added to as required.

- | | | |
|---------------------------|-----------------------------|----------|
| - Arena or Sports Complex | - Lodging | - Winery |
| - Beach or Beach Access | - Marina | |
| - Boat Launch | - Museum | |
| - Brewery | - Public Library or Library | |
| - Campground | - Park | |
| - Community Centre | - Shopping | |
| - Dining | - Theatre | |
| - Downtown | - Town Hall | |
| - Galleries | - Visitors Centre | |

Common Abbreviations

Common Abbreviation are as follows:

Term	Abbreviation
Avenue	Ave.
Baseline	Bsln.
Boulevard	Blvd.
Circle	Cir.
Concession	Con.
County	Cty.
Court	Ct.
Crescent	Cr.
District	Dist.
Drive	Dr.
East	E.
Highway	Hwy.
Line	Line
Lane	Ln.
Market	Mkt.
Metre	m
North	N.
Parkway	Pkwy.
Place	Pl.
Point	Pt.
Road	Rd.
Saint	St.
Sideroad	Sdrd.
South	S.
Street	St.
Township	Twp.
West	W.

