Signage Design Guidelines
# Table of Contents

## Part 1 - Introduction
1.1 Guideline Objectives .................................................... 4  
1.2 History of The County’s Brand & Signage ..................... 6  
1.3 The Need for New Signage ............................................. 7  
1.4 The County New Brand .................................................. 10  
1.5 Why Brand is Important ............................................... 11  
1.6 How the New Brand Applies to Signage ......................... 12  
1.7 Materials of the County .............................................. 13  
1.8 Materials ................................................................. 14  
1.9 Logo Considerations .................................................. 16  

## Part 2 - The Designs
2.1 Introduction to Signage Family ................................. 18  
2.2 Gateway Signage ....................................................... 20  
2.3 Gateway Signage - Site Plan .................................... 22  
2.4 Town Signage ........................................................... 27  
2.5 Directional & Finger Board Signage ......................... 31  
2.6 Street Signage .......................................................... 38  
2.7 Parking Signage ........................................................ 39  
2.8 Millennium Trial Signage ......................................... 40  

## Part 3 - Reference Information
3.1 Colour Palette ........................................................... 43  
3.2 Experience Icons ..................................................... 44  
3.3 Typography & Nomenclature ..................................... 45
Part 1 - Introduction
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 throughout 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 their 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.

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.

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
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 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.

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.
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.
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.

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:

- Authentic
- Charming
- Rustic
- Contemporary

With Honest, Natural, Experiential, Rooted values:
- Rustic: Organic, Rugged, Lay-back, Rural
- Contemporary: Cultural, Chic, Trendy
- Creative: Crafty, Unique, Boutique, Hands-on
- Charming: Vintage, Pastoral, Old-Style Friendly, Picturesque, Faced
- Authentic: Honest, Natural, Experiential, Rooted
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 Muskokas 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
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
- Interpreted Trail Marker (Double Sided)
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.
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 throughout The County
- Corten Steel is a material that lends itself to the rustic look
2.3 Gateway Signage - Carrying Place

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

- Gateway Sign
- Welcome/Visitor’s Centre
- (7) Deciduous Trees
- Special Paving, Bench, Bike Rack and Litter Receptacle
- Asphalt Parking Area
Part 2 - The Design

2.3 Gateway Signage - Rossmore

Current Conditions
- Parking area and boat launch
- Visitor/Welcome Centre is shopping plaza
- Currently feels like a drive by, or through not a stop and explore destination

Optional Welcome/Visitor’s Centre location
Welcome/Visitor’s Centre
Special Paving, Bench, Bike Rack and Litter Receptacle
Existing Asphalt
Parking Area, re-striped
Existing Deciduous Trees to remain

Gateway Sign Optional Locations

Rossmore Town Sign
Part 2 - The Design

2.3 Gateway Signage - Hwy. 49

Current Conditions:
- County Sign
- Proposed destination location would require purchase of land
- Currently no indication that you have arrived in the County
Part 2 - The Design

2.3 Gateway Signage - Glenora Ferry

Current Conditions
- Small welcome centre and washroom
- Seating area and Map of the County
- Currently no sign indication that you have arrived in The County
- Proposed destination location would require land easement or purchase
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
2.4 Town Signage

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.
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
Part 2 - The Design

2.4 Town Signage

End/Side Elevation

CORTEN STEEL CAP

CORTEN STEEL SIGN PANEL WITH ETCHED TOWN IMAGE, CORTEN TO WRAP AROUND SIDES AND BACK ENCLOSING GALV. STEEL SUPPORT POSTS.

RAISED TOWN LOGO, CENTRED VERTICALLY AND HORIZONTAL, HEIGHTS VARY. TOWN LOGO TO HAVE RAISED BOXED IN LETTERS WITH WHITE FACE AND SLATE GREY SIDES

RAISED STEEL PANEL - BLACK POWDER COATED STEEL, FINISH WITH COUNTY LOGO IN WHITE. PIN RAISED PANEL TO STONE PLINTH. END OF PANEL TO ALIGN WITH BACKSIDE OF SIGN FACE

“DRYSTONE” SIGN PLINTH

FINISHED GRADE AT EACH LOCATION VARIES
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
2.5 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.
Part 2 - The Design

2.5 Directional Signage

General Notes:
- The County Logo (image): colour white, 284 mm (11.25") ht.
- Arrows: colour green, centre justified within the white space, 130 mm (5") ht.
- Distance Number: colour green, centre justified within white space, 130 mm (5") ht., Font: Gill Sans
- Destination Text: colour white, centre justified within the green space, 130 mm (5") ht., all caps, maximum characters 17 total, Font: Gill Sans

RAISED COIN WITH 25 MM (1") WHITE BORDER ON GREEN PANEL BACKGROUND. THE COUNTY LOGO (REVERSED IMAGE) IN WHITE CENTRED WITHIN THE SPACE

25 MM (1") WHITE BORDER ADJACENT TO GREEN BACKGROUND PANEL

DESTINATION TEXT, BACKGROUND COLOUR GREEN WITH WHITE TEXT AND WHITE 12 MM (1/2") THK. WHITE LINES. MAXIMUM FIVE (5) ROWS OF DESTINATIONS PER BOARD.
ORDER FROM TOP TO BOTTOM SHOULD BE AS FOLLOWS:
* STRAIGHT AHEAD, CLOSEST DISTANCE FIRST
* DESTINATION TO THE RIGHT, CLOSEST DISTANCE FIRST
* DESTINATION TO THE LEFT, CLOSEST DISTANCE FIRST

25 MM (1") GREEN BORDER ADJACENT TO WHITE BACKGROUND

DISTANCE NUMBER AREA BACKGROUND COLOUR TO BE WHITE WITH 12MM (1/2") THK. GREEN LINES

DIRECTIONAL ARROW AREA BACKGROUND COLOUR TO BE WHITE WITH 12MM (1/2") THK. GREEN LINES

150 MM SQ. HONED WOOD SIGN POST, TWO PER SIGN PANEL
FINISHED GRADE AT EACH LOCATION VARIES
Part 2 - The Design

2.5 Fingerboard Signage

Fingerboard Signage is found throughout 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**

**General Notes:**
- Experience Icon (image): colour white, 206 mm (8") ht.
- Arrows: teal colour, left justified within the white space, 100 mm (4") ht.
- Distance Number: teal colour right justified within white space, 100 mm (4") ht., Font: Gill Sans
- Destination Text: colour white, left justified within the space, 100 mm (4") ht., upper and lower case, maximum characters 19 total, Font: Gill Sans
- Sign Background colour: Teal
- Sign Heading: colour white, 115 mm (4.5") all caps, Font: Gill Sans

**Sign Design Details:**
- Raised coin with 25 mm (1") white border on teal coloured panel background. Experience icon in white centred within the space.
- 25 mm (1") white border adjacent to coloured background panel.
- Destination text, background coloured with white text and white 12 mm (1/2") thk. White lines. Maximum seven (7) rows of destinations per board. Order from top to bottom should be as follows:
  * Straight ahead, closest distance first
  * Destination to the right, closest distance first
  * Destination to the left, closest distance first
- Distance number and directional arrow area background colour to be white with 12 mm (1/2") thk. Teal coloured lines.
- 150 mm sq. honed wood sign post, two per sign panel.
- Finished grade at each location varies.
Part 2 - The Design

2.5 Major T-intersections

General Notes:
- The County Logo (image): colour white, 284 mm (11.25") ht.
- Arrows and Distance Number: colour teal, centre justified together within the white space, 100 mm (4") ht., Font: Gill Sans
- Destination Text: colour white, left justified within the teal space, 100 mm (4") ht., Upper and lower case, maximum characters 19 total per line, Font: Gill Sans
- Experience Icon: Teal background with white icon relating to the experience (ie. stay, explore, food & drink), 125 mm (5") ht.

150 MM SQ. HONED WOOD SIGN POST, TWO POST PER SIGN PANEL

FINISHED GRADE AT EACH LOCATION VARIES

RAISED COIN WITH 25 MM (1") WHITE BORDER ON TEAL PANEL BACKGROUND. THE COUNTY LOGO (REVERSED IMAGE) IN WHITE CENTRED WITHIN THE SPACE

25 MM (1") WHITE BORDER ADJACENT TO TEAL BACKGROUND

DESTINATION TEXT, BACKGROUND COLOUR TEAL WITH WHITE TEXT AND WHITE 12 MM (1/2") THK. WHITE LINES. MAXIMUM EIGHT (8) ROWS OF DESTINATIONS PER BOARD. ORDER FROM TOP TO BOTTOM SHOULD BE AS FOLLOWS:
* DESTINATION STRAIGHT AHEAD, CLOSEST DISTANCE FIRST
* DESTINATION TO THE RIGHT, CLOSEST DISTANCE FIRST
* DESTINATION TO THE LEFT, CLOSEST DISTANCE FIRST

EXPERIENCE ICON, WHITE WITH TEAL BACKGROUND

DISTANCE NUMBER AND DIRECTIONAL ARROW AREA BACKGROUND COLOUR TO BE WHITE WITH 12MM (1/2") THK. TEAL LINES
Part 2 - The Design

2.5 Upcoming Side Roads

RAISED COIN WITH 25 MM (1”) WHITE BORDER ON TEAL PANEL BACKGROUND. THE COUNTY LOGO (REVERSED IMAGE) IN WHITE CENTRED WITHIN THE SPACE

25 MM (1”) WHITE BORDER ADJACENT TO BLUE BACKGROUND

DESTINATION TEXT, BACKGROUND COLOUR TEAL WITH WHITE TEXT AND WHITE 12 MM (1/2”) THK. WHITE LINES. MAXIMUM SIX (6) ROWS OF DESTINATIONS PER BOARD. ORDER FROM TOP TO BOTTOM SHOULD BE AS FOLLOWS:
  * DESTINATION TO THE RIGHT, GROUPED BY CATEGORY (IE STAY, FOOD & DRINK, EXPLORE) CLOSEST DISTANCE FIRST
  * DESTINATION TO THE LEFT, GROUPED BY CATEGORY (IE STAY, FOOD & DRINK, EXPLORE) CLOSEST DISTANCE FIRST

EXPERIENCE ICON AREA BACKGROUND COLOUR TO BE TEAL WITH 75 MM (3”) HT. ICON TO BE WHITE

DISTANCE NUMBER AND DIRECTIONAL ARROW AREA BACKGROUND COLOUR TO BE WHITE WITH 12MM (1/2”) THK. TEAL LINES

150 MM SQ. HONED WOOD SIGN POST

FINISHED GRADE AT EACH LOCATION VARIES

General Notes:
- The County Logo (image): colour white, 284 mm (11.25”) ht.
- Arrows: colour teal, left justified within the white space, 75 mm (3”) ht.
- Distance Number: colour teal, right justified within white space, 75 mm (3”) ht., Font: Gill Sans
- Destination Text: colour white, left justified within the teal space, 75 mm (3”) ht., Upper and lower case, maximum characters 13 total per line, Font: Gill Sans
The Fingerboard Pedestrian Signage was designed to reflect the street signs and be located adjacent to the sidewalk within the downtowns. Maximum five destinations per sign, all signs can be located on one side preference would be a three/two split as shown below.

1. **Streetsign, Background Colour Wine with a White Border (13mm Wide)**

2. **Ball/Circle Finial to Have an Optional The County Logo or Town Logo Placed Within It. Logo to Fit Within a 100mm (4") Dia.**

3. **Destination Name, Left Justified at Second Radius Point, 75 mm (3") Text HT., Font: Times New Roman. Destination Name to Have a Max. 11 Characters Long**

4. **White Arrow, 75 mm (3") HT. Horizontally Centred on Text and Vertically Within the Rectangle Area**
Part 2 - The Design

2.6 Street Signage

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

- STREET SIGN, BACKGROUND COLOUR WINE WITH A WHITE BORDER (13MM WIDE) INSET FROM EDGE OF SIGN 13MM
- CIRCLE AREAS ARE FOR OPTIONAL LOGOS; COUNTY LOGO LOCATED WITHIN THE TOP 31 MM (1.25") CIRCLE AND TOWN LOGO LOCATED WITHIN THE BOTTOM 31 MM (1.25") CIRCLE
- 100 MM SQ. OR ROUND STEEL POST BLACK

STREET NAME, CENTER JUSTIFIED, 75 MM (3") TEXT HT., FONT: TIMES NEW ROMAN. STREET NAME TO HAVE A MAX. 11 CHARACTERS LONG
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.

General Notes:
- “P”: colour white, 186 mm (7.25”) ht., centred horizontally within the width of centre circle, Font: Aerial Bold
- Arrows: colour white, centre justified
- Destination Text: colour white, 33 mm (1.25”) ht., all caps, Font: Gill Sans

BLACK OUTER BAND WITH WHITE TEXT FOLLOWING THE CIRCLE, EQUALLY SPACED

LIGHT GREEN INNER CIRCLE WITH WHITE ‘P’ AND ARROW (150 MM LONG) POINTING LEFT OR RIGHT. IF PARKING IS STRAIGHT AHEAD ARROW SIZE TO BE REDUCED TO 75 MM HT.

6 MM (0.25") WHITE BORDER ON THE OUTSIDE AND AROUND INNER CIRCLE

100 MM SQ. OR ROUND STEEL POST SLATE GREY COLOUR

FINISHED GRADE AT EACH LOCATION VARIES
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 throughout 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.

Mile Marker General Notes:
- “21”: colour white, 100 mm (4”) ht., centred vertically within the width of band, Font: Arial Bold
- Sponsor Name: colour black, 12 mm (.5”), upper and lower case, Font: Museo 700
- “KM”: colour white, 38 mm (1.5”) ht., caps, Font: Arial Bold
- “The Millennium Trail”: colour black, 12mm (.5”)ht. upper and lower case, Font: Museo 300
- Logos: Trail - Coloured 45mm (1.75”) ht.
- Mile Marker is two sided fastened to a galvanized steel U channel post. Mile Marker post to be located 2.0 m from the edge of the trail.

Trailhead Sign

Mile Marker Sign
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.

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.

General Notes:
- County Logo (image): colour white, 150 mm (6") ht.
Part 3 - Reference Information
Part 3 - Reference Information

3.1 Colour Palette


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
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: Times New Roman
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.:;"'!?:+-*/=

Conversion Chart for Letter Heights

<table>
<thead>
<tr>
<th>Imperial (inches)</th>
<th>Metric (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>75</td>
</tr>
<tr>
<td>4</td>
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<tr>
<td>5</td>
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</tr>
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</tr>
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<td>360</td>
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<td>380</td>
</tr>
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<tr>
<td>20</td>
<td>510</td>
</tr>
<tr>
<td>24</td>
<td>610</td>
</tr>
</tbody>
</table>
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
- Beach or Beach Access
- Boat Launch
- Brewery
- Campground
- Community Centre
- Dining
- Downtown
- Galleries

- Lodging
- Marina
- Museum
- Public Library or Library
- Park
- Shopping
- Town Hall
- Visitors Centre

- Winery

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         | Ln.
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.