



COMMUNITY SIGNAGE
style guide

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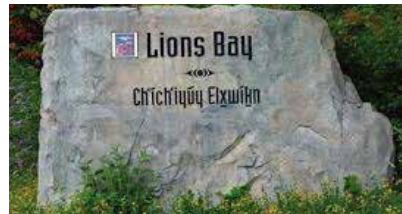
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INTRODUCTION

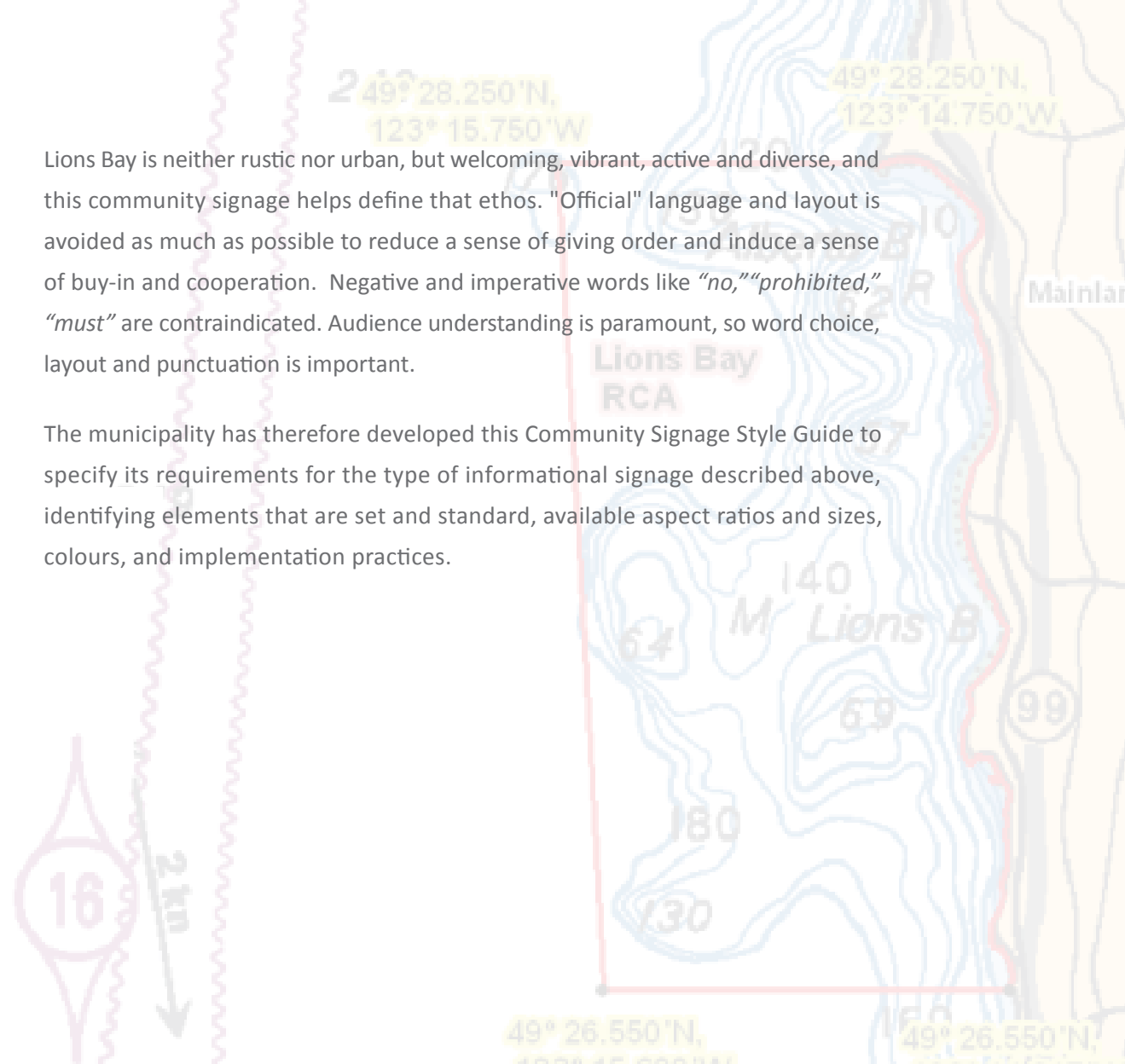
The Lions Bay community signage makeover project supports Council's strategic goal of *"facilitat[ing] an informed and engaged public [through] proactive and transparent communication."* The project is intended to demonstrate a well-run municipal administration funded by and acting for a community that is interesting, interested, caring, welcoming, vibrant, diverse and active.

Community signage is targeted at its audience, residents of and visitors to the community. At one end of the spectrum it is intended to provide information, and generate interest and wonder. At the other end, it is municipal signage, and it needs to be consistent and reproducible. Its design reflects Lions Bay's (current) vision statement: *"a small, picturesque, seaside village nestled at the base of southern British Columbia's Coast Mountain Range in the northwest corner of the Metro Vancouver Regional District."* Signage exemplifies, illustrates and highlights the history, recreational opportunities, and scenic beauty of Lions Bay.



Lions Bay is neither rustic nor urban, but welcoming, vibrant, active and diverse, and this community signage helps define that ethos. "Official" language and layout is avoided as much as possible to reduce a sense of giving order and induce a sense of buy-in and cooperation. Negative and imperative words like "no," "prohibited," "must" are contraindicated. Audience understanding is paramount, so word choice, layout and punctuation is important.

The municipality has therefore developed this Community Signage Style Guide to specify its requirements for the type of informational signage described above, identifying elements that are set and standard, available aspect ratios and sizes, colours, and implementation practices.



TEMPORARY WORDMARK USAGE

Approved uses of the wordmark utilised in this edition of the Community Signage Style Guide (note that the wordmark is used as a non-graphic, non-logo placeholder, pending any future initiative to update the current Lions Bay logo, which would then be placed over the wordmark by permanent decal).

Note: Lions Bay’s coat-of-arms is reserved for official communications of the municipality, such as bylaws, reports and letters, and for the special case of directional signage at the municipal complex. It should not be used for community signage, including pole banners.

Wordmark Versions

The Lions Bay wordmark can be used for online and offline applications in two ways.

1. The primary wordmark - landscape

The positive version – one colour “The Village of Lions Bay” and utilising the municipal flag symbol. This version is used on the majority of applications and should be used whenever possible.



2. The reversed version - landscape

This version is an alternative and can be reversed out of darker backgrounds. The wordmark should never appear in a box.



Size

As the community’s most recognisable visual asset the wordmark should feature prominently on all applications without dominating the page.

Oversizing of the wordmark can weaken the message the community is trying to communicate, so correct proportion and size is an important part of Lions Bay communications.

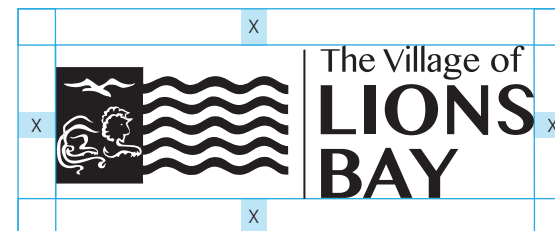
The wordmark must always be scaled proportionally to avoid any distortion. For print, the minimum size of the Lions Bay landscape wordmark is **35mm**. In situations where available space is limited - on digital media that can be viewed on a small device screen for example - the absolute minimum width is **20mm**.



Minimum Exclusion Zone

To maximise the wordmark’s presence and visual impact always maintain adequate clear space around it. The exclusion zone around the wordmark defines the area into which no other graphic elements, such as text, imagery or other logotypes can intrude.

The distance marked X represents three-quarters of the depth of the “L” in the word “lions.” This formula applies to all sizes of wordmark reproduction.



Wordmark Positioning

To ensure that the community wordmark is used to the best effect and can be fresh and flexible in every situation, the Village of Lions Bay wordmark can be placed in four different positions in the majority of applications.

- Top right hand side
- Bottom right hand side
- Top left hand side
- Bottom left hand side

In each situation the wordmark adheres to the basic principles of the exclusion zone.

The wordmark is to be positioned top left on digital media such as websites and banner ads.

Approved fonts to be used in conjunction with The Village of Lions Bay municipal signage and materials.

32 pt

20 pt

14 pt

Calibri Light Calibri Light Calibri Light

Calibri Regular Calibri Regular Calibri Regular

Calibri Italic *Calibri Italic* *Calibri Italic*

Calibri Bold **Calibri Bold** **Calibri Bold**

Calibri Bold Italic ***Calibri Bold Italic*** ***Calibri Bold Italic***

Approved fonts to be used in conjunction with The Village of Lions Bay non-municipal/informational signage and materials. The serif font is intended to increase readability and reduce officialness.

32 pt

20 pt

14 pt

Rockwell Regular Rockwell Regular Rockwell Regular

Rockwell Italic Rockwell Italic Rockwell Italic

Rockwell Bold Rockwell Bold Rockwell Bold

Rockwell Bold Italic Rockwell Bold Italic Rockwell Bold Italic

Rockwell Extra Bold Rockwell Extra Bold Rockwell Extra Bold

SIGNAGE COLOUR PALETTE

Approved colours to be used in conjunction with The Village of Lions Bay municipal signage system.



PMS 363
C-74.18 M-23.78 Y-100 K-8.45
R-76 G-139 B-43



PMS 285
C-90.75 M-52.67 Y-0 K-0
R-0 G-113 B-206



PMS 470
C-25.82 M-70.44 Y-97.67 K-15.33
R-167 G-90 B-41



PMS 116
C-0 M-18.39 Y-100 K-0
R-255 G-206 B-0



PMS 172
C-0 M-86.38 Y-99.13 K-0
R-255 G-70 B-18



Sandblasted cedar



HISTORICAL/NAMING

White text on Pantone 363 green. Retro shape; with rounded corners.



ARCHITECTURAL

Pantone 295 dark blue text and border on sandblasted cedar.



REGULATORY

Black text and border on 7930 Engineer (ASTM 1), 3930 Hi-Intensity (ASTM 3), 4090 Diamond Grade (ASTM 9).



TEMPORARY

Black text and border on Pantone 172 orange with rounded corners.



RECREATIONAL/INTERPRETIVE

White text and border on Pantone 470 brown. Rockwell Bold font intended to increase legibility, reduce officialness.



MUNICIPAL

White text and border on Pantone 285 blue with rounded corners.



WARNING

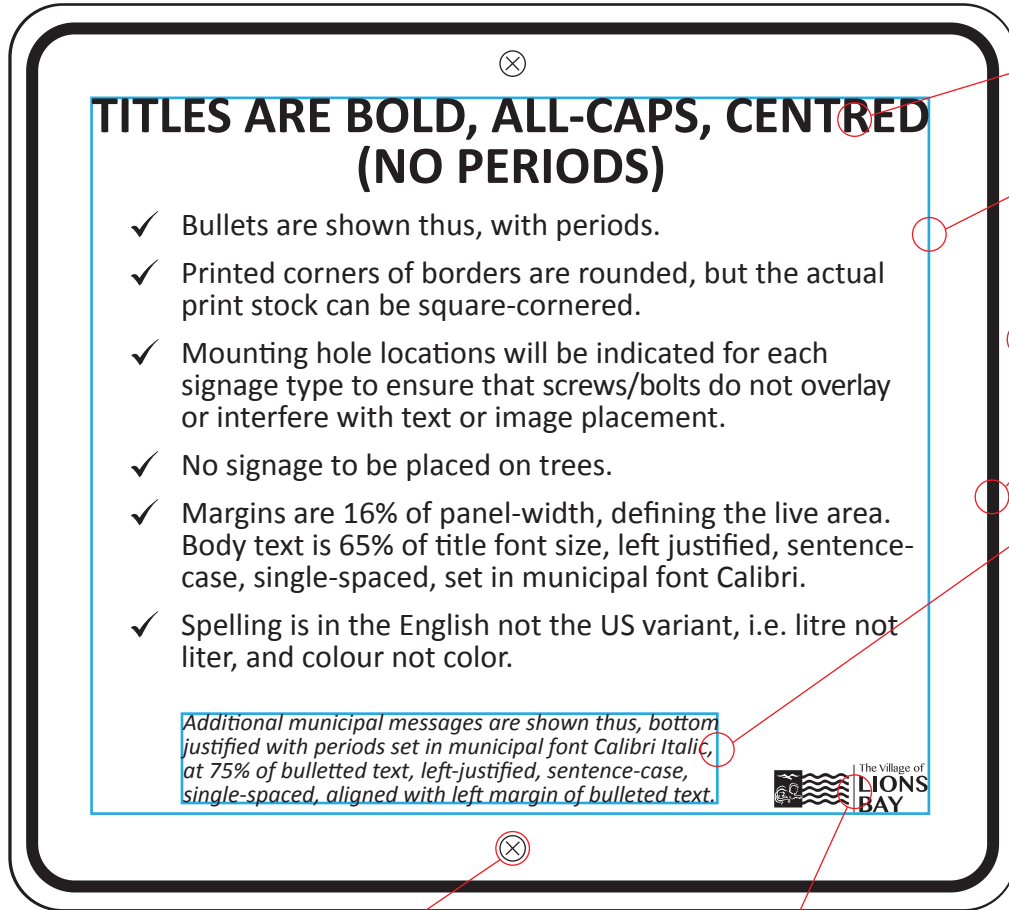
Black text and border on Pantone 116 yellow with rounded corners.



TEMPORARY INFORMATION

Black text and border. White with rounded corners.

SIGNAGE LAYOUT STANDARD



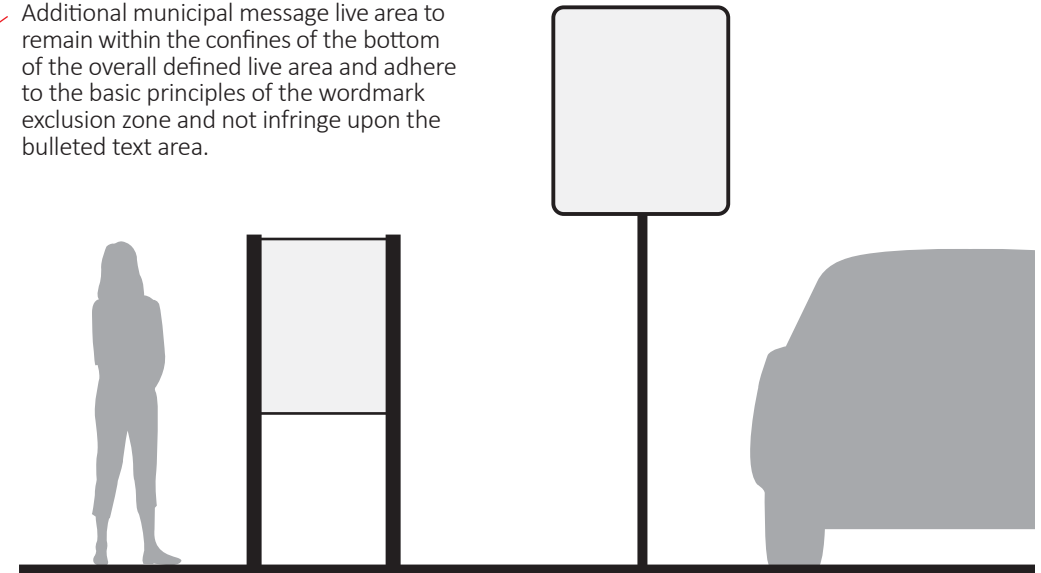
Title font size set to 5 cm cap height.

Live area for information, titles, text. All artwork must stay within the confines of this area.

Signage shape & size may vary depending upon usage. Corner radius is 5 cm. Aspect ratio is square, 4:3 or vertical, 16:9.

Border to be placed 2 cm from sign edges, midway between it and the drilled screw or bolt hole at top and bottom. Border width is .5 cm for smaller applications and 1.5 cm for larger outdoor signage intended to be read from a distance or from a vehicle.

Additional municipal message live area to remain within the confines of the bottom of the overall defined live area and adhere to the basic principles of the wordmark exclusion zone and not infringe upon the bulleted text area.

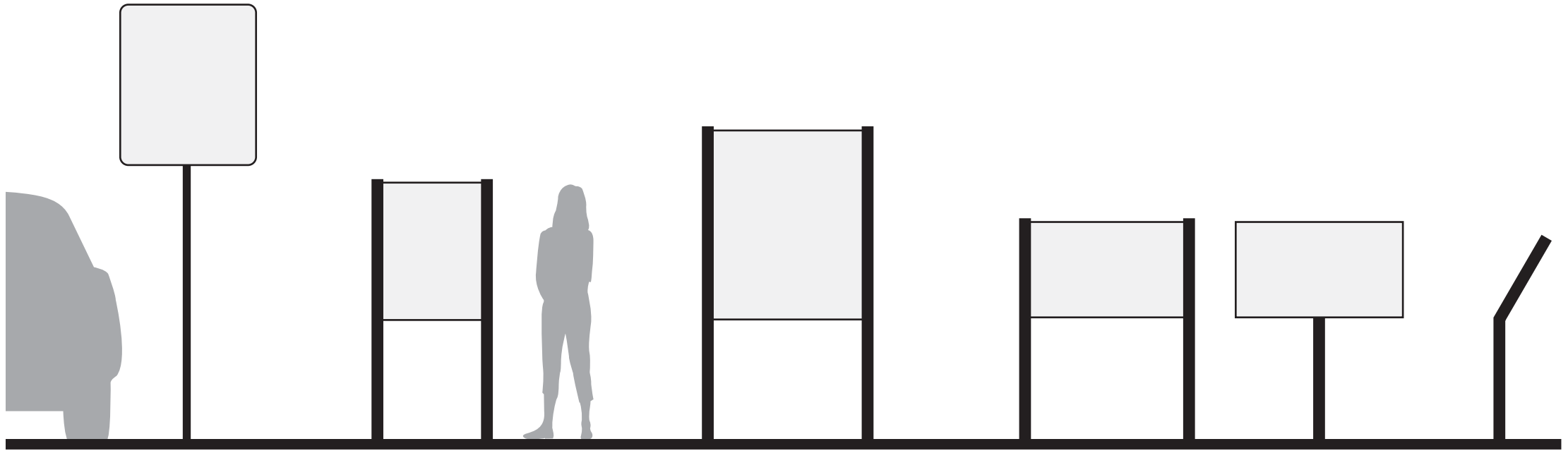


Mounting screw or bolt holes should be drilled 5 cm from outer edge and be centered at top and bottom.

In every application, the Lions Bay wordmark must adhere to the basic principles of the exclusion zone.

SINGLE POLE MOUNT TO BE UTILISED, WITH A TWO-POLE SYSTEM (WITH NO BOLT HOLES) AS AN ALTERNATIVE, DEPENDING UPON LOCATION AND SIGNAGE TYPE.
NOTE: ALL SIGNAGE UTILISING A TWO-POLE SYSTEM WILL HAVE NO BORDERS WITHIN THE DESIGN, SQUARE CORNERS AND SIDE MOUNTED AS SHOWN ABOVE.

SIGNAGE MOUNTING SYSTEMS



SINGLE METAL
or WOODEN POLE
(DISTANCE or VEHICLE SCALE)

DOUBLE METAL
or WOODEN POLES
(PEDESTRIAN SCALE)

DOUBLE METAL
or WOODEN POLES
(PEDESTRIAN or ENVIRONMENTAL SCALE)

SINGLE or DOUBLE METAL (or WOODEN) POLES
with ANGLED INFORMATIONAL PANEL
(PEDESTRIAN SCALE)

Sign height to be 90 cm minimum and 120 cm maximum for angled pedestrian signage.
Single pole signs adjacent to pedestrian paths should have a minimum clearance of 215 cm to the base of the sign.

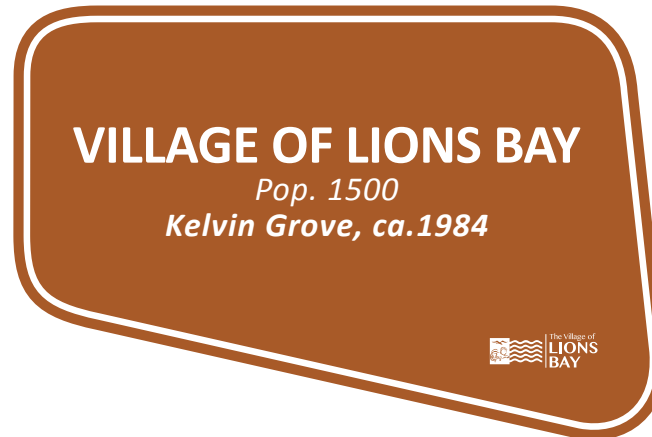
FUNCTIONAL SIGNAGE TYPES

INFORMATION (HISTORICAL/NAMING)



White text on **Pantone 363** green.
Retro shape with rounded 5 mm corner radius. Border is white, border width is 0.5 cm. Shape based upon provided camera-ready dieline artwork. Names or titles must not break a line (single-line titles only), adjust font size to accommodate. Secondary title set at 65% font size of main title size.

INFORMATION (TRAIL NAME)



White text and border on **Pantone 470** brown.
Retro shape with rounded 5 mm corner radius. Border is white, border width is .75 cm. Shape based upon provided camera-ready dieline artwork. Names or titles must not break a line (single-line titles only), adjust font size to accommodate. Secondary title set at 65% font size of main title size.

INFORMATION (RECREATIONAL/INTERPRETIVE)



White text and border on **Pantone 470** brown.
Rockwell Bold font intended to increase legibility, reduce officialness. Corner radius is 5 mm, border width is .75 cm.

INFORMATION
(RECREATIONAL/INTERPRETIVE)

**BACKCOUNTRY TRAILHEAD:
50 SUNSET DRIVE,
LIONS BAY B.C. V0N2E0**

- ✓ **Trails not maintained: USE AT OWN RISK.**
- ✓ **Water unsafe due to human contamination.**
- ✓ **Conditions change fast: have suitable gear and carry the Ten Essentials (www.lbsar.com/Tips). Snowshoes/crampons, iceaxe/poles required above snowline year-round. Unreliable cell signal uphill. Ensure *now* that someone knows where you're going. Search & Rescue volunteers are overwhelmed by unprepared hikers so be ready to spend the night up there.**
- ✓ **Beware rock fall, snow avalanche, debris torrent, cornice collapse.**
- ✓ **Black bear, coyote & cougar country. All six Lower Mainland snakes are non-venomous.**
- ✓ **Help protect this sensitive ecosystem: stay on trail to reduce erosion. Leave only footprints. Take only pictures.**
- ✓ **Plan as much time down as up:**

Approx. far-horizon sunsets this location, mid-month, Standard (not Daylight) time

J	F	M	A	M	J	J	A	S	O	N	D
17:05	18:00	18:40	19:25	20:05	20:30	20:25	19:45	18:50	17:50	17:00	16:30



NO FIRES, EVER.

INFORMATION
(MUNICIPAL)

**DRINKING WATER
CATCHMENT AREA**

Please help protect this watershed by keeping to trails and removing *all* waste.

Thanks



White border and text in municipal font on **Pantone 285** blue. Corner radius is 5 mm, border width is .75 cm.

Signage example for three trailheads. Wording TBC with LBSAR, Trailblazers, BCMC. No wordmark, white text and border on **Pantone 470** brown. Rockwell Bold font intended to increase legibility, reduce officialness. Determine GPS check number off Google Earth once locations of signs are determined. Approximate width is 70 cm. Corner radius is 5 mm, border width is .75 cm.

FUNCTIONAL SIGNAGE TYPES

TEMPORARY



Black border and text in municipal font on **Pantone 172** orange. Corner radius is 5 mm, border width is .75 cm. CAUTION text set at 5 cm cap height in municipal font.

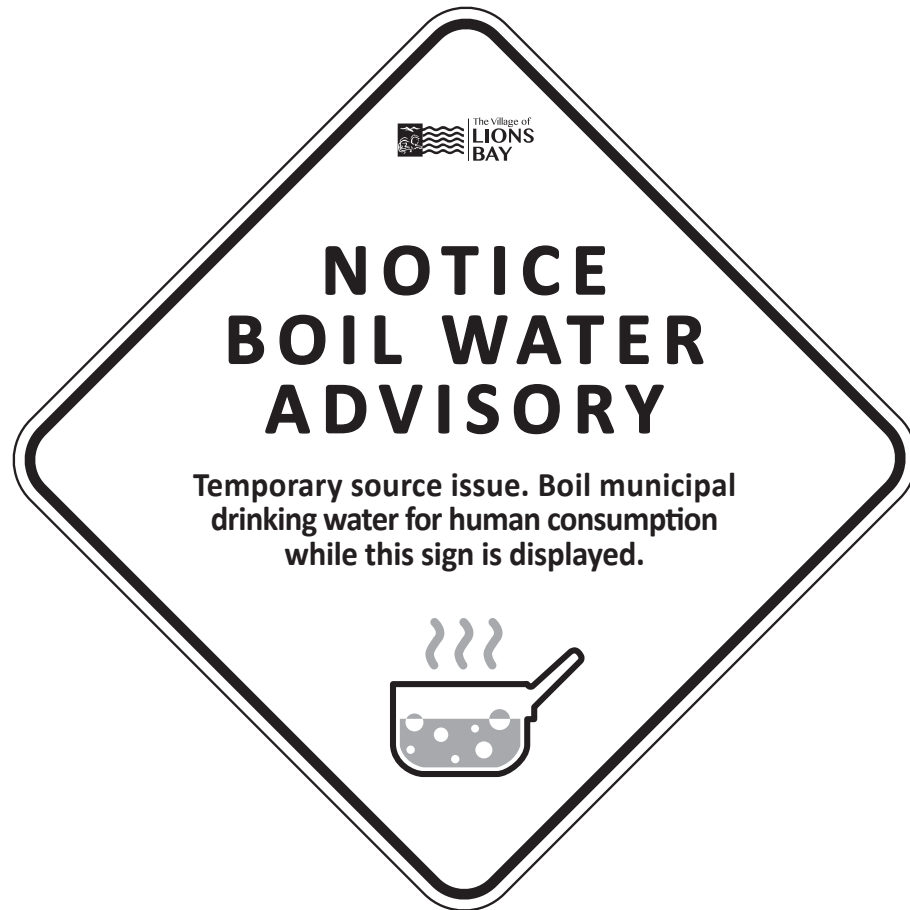
WARNING



Black text and border on **Pantone 116** yellow. Corner radius is 5 mm, border width is .75 cm. WARNING text set at 5 cm cap height in municipal font.

FUNCTIONAL SIGNAGE TYPES

TEMPORARY INFORMATION



Black border and text in municipal font on white. Corner radius is 5 mm, overall size 70 cm (sides) DIAMOND. Border width is .75 cm.

Headline and secondary message to be centered as pictured.
Graphic elements to be centered below informational text.

INFORMATION (ARCHITECTURAL)



Pantone 295 dark blue text and border on sandblasted cedar 50 cm wide. Corner radius is 5 mm, border width is .75 cm. Blind screws from behind thru 4x4 PT wood post. Cedar signs utilise the Coat of Arms rather than the wordmark.



Pantone 295 dark blue text and border on sandblasted cedar 40 cm wide. Corner radius is 5 mm, border width is .75 cm. Two decorative brass screws on left & right through to door at eye level.



Box 141 • 400 Centre Road • Lions Bay, BC • V0N 2E0