

# Signage Standards

**City of Medicine Hat**  
Corporate Communications  
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For more information contact:  
**Tim Machan, Creative Services Specialist**  
403-525-8802 [timmac@medicinehat.ca](mailto:timmac@medicinehat.ca)

# Introduction

Signage within the City of Medicine Hat is an important tool for users to identify and navigate through facilities and spaces. The design, materials and consistency of the signage, speaks to the integrity of the City of Medicine Hat identity.

This document provides guiding principles of wayfinding and applications of colour, design and materials. It is essential that this document is used for all expressions of signage in order to maintain the integrity of the signage program and consistent image. Please use this document together with the specification package that provides detailed construction information for each sign type.

All aspects of the signage program are coordinated by the City of Medicine Hat's corporate communications manager. The corporate communications manager is responsible for overseeing corporate signage within the City of Medicine Hat.

The City of Medicine Hat Corporate Communications Department sets and maintains signage standards and maintains the standards outlined in this document and is responsible for providing departments with guidance regarding:

- Parks and Trails Signage
- City Facilities and Infrastructure Signage

For inquiries related to the City of Medicine Hat's signage program, please contact:

**City of Medicine Hat**  
**Corporate Communications Manager**

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# General Notes

Signs have been erected throughout the City of Medicine Hat, however, there isn't a cohesive signage system. Much of the current signage is outdated, or due to age, has fallen into disrepair. There has yet to be a complete signage program that unifies all the current City, Parks and Trails system.

Deterioration, outdated information, lack of consistency, lack of signage, and contemporary aesthetics have driven the need for a new unifying signage and wayfinding system. The goal of the new signage system is to update the current information, offer new wayfinding where there previously wasn't any and unify all the City of Medicine Hat's Facilities and Major Infrastructure, Parks and Trails with aesthetically pleasing and appropriate signage.

## Research

As part of an education process for stakeholders, research was conducted to review comparable signage environments from around the world. This gave stakeholders an understanding of best practices, trends, creative influences, and materials that would ultimately impact the approach to the Medicine Hat signage program.

## Approach

The approach is to create a unified and functional signage and wayfinding program that enhances the image and aesthetics of Medicine Hat. The purpose of the signage program is as follows:

**To Direct** – Achieved through wayfinding best practices

**To Inform** – Educate the visitor through interpretive signage

**To Create a Balance** – Design an aesthetically pleasing system that is compatible with the environment

## Guiding Principles of Wayfinding

Wayfinding is the process of reaching a destination, whether the user is in a familiar or unfamiliar environment. It can also be thought of as spatial problem solving and is the basis of this guideline.

- Orientation = Where am I?
- Direction = Where do I go?
- Destination = I have arrived.

This relates to our design criteria that must be addressed for all levels of the signage program.

## Design Criteria: Overview of Factors Affecting Legibility

It is important to understand the factors that influence a sign's effectiveness with knowledge of vision, cognitive processes, and human factors. The effectiveness of signage is determined by its conspicuousness, visibility, legibility, and comprehension.

**Conspicuousness** - The ability of a sign to attract one's attention.

**Visibility** - Whether a sign can be detected, irrespective of its meaning. It is not completely separate from conspicuousness.

**Legibility** - Generally, is whether text on a sign can be read, but can also be used to describe whether or not the features of a pictogram (e.g., a general shape of a symbol) can be recognized.

**Comprehension** - The meaning of a sign. It is particularly important in pictorial signs without text.

**Terminology** - Developing a terminology system easily understood by all users, avoids the risk of increasing the number of misunderstandings and the number of visitors having trouble finding their way.

**Progressive Disclosure** – Signs are designed to work as a system, one sign leading to the next. Progressive disclosure refers to the concise information that is given to the Park user where and when they need it. Do not overload the sign with information. In general terms no more than five individual messages should be included on a sign to maintain legibility.

## General Notes

**Over Signing** – The tendency to want to provide as much information as possible can lead to unnecessary signs occupying a single location. One sign is intended to lead to the next. Adhere to the principal of Progressive Disclosure to provide only the information that is needed at any given point and only the signs necessary at that point to convey the information.

Further details that encompass these practices are discussed on the individual sign type pages.

### **Custom Signs**

There will be situations, such as Facility Identification, that may require custom signs. In these cases, it is permitted to create a custom sign, provided the look of the sign is in keeping with the Medicine Hat signage program and the same materials and fabrication methods are adhered to. It is critical that the colours, typography, and other graphic elements shown in this document are used. All custom signs must be approved by the Corporate Communications Manager.

### **Emergency Location Numbers**

Emergency Location identifiers are placed in an inconspicuous location lower on the sign post. Identifier content to be provided by the City Emergency Services Department.

# Colour Usage

In order to create a cohesive signage system, it is imperative that the sign family colours remain consistent throughout all applications. The colour schedule provided has been selected specifically for the signage program, providing high legibility and making areas of information easily discernible.

All painted applications, powdercoating, vinyl, and digital outputs for the signage system are to match the Pantone Matching System (PMS) numbers shown. Variations or substitutions are not permitted.

In lieu of the colors shown you may use the specified PANTONE® equivalent, the standard for which can be found in the current edition of the PANTONE Color Formula Guide.

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards Guide.

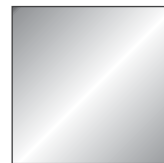
PANTONE® is a registered trademark of Pantone, Inc.

## Facility Sign Colours



### Dark River Blue

Pantone 2955 C  
C 100 | M 78 | Y 35 | K 28



### Silver



### White



### Black

## Regulatory Colours



### Warning Red

Pantone 1797 C  
C 12 | M 94 | Y 83 | K 2



### Caution Yellow

Pantone 124 C  
C 6 | M 35 | Y 100 | K 0

## Parks and Trails Sign Colours



### Dark River Blue

Pantone 2955 C  
C 100 | M 78 | Y 35 | K 28



### Sunshine Yellow

Pantone 7548 C  
C 5 | M 18 | Y 92 | K 0



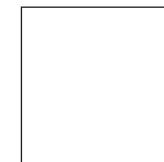
### Warm Orange

Pantone 144 C  
C 2 | M 54 | Y 98 | K 0



### Brick Red

Pantone 173 C  
C 13 | M 85 | Y 100 | K 3



### White



### Black

## Graphic Elements

The consistent use of graphic elements helps to establish the look and feel of the signage system and reinforces user confidence in the signage content.

### Typography

All signs are typeset in Helvetica Neue (Medium or Bold) upper and lower case. Helvetica Neue is the official wayfinding font for the signage program.

Temporary signs use the Arial font, common to computers used by the City.

### Wayfinding Signage

- set in title case
- in most cases, letter-spacing/tracking is set to 20
- secondary body copy, that is in complete sentences, is set in typical sentence case

### Not permitted:

- no periods unless a period improves readability, for example, when there are two or more sentences following the other
- no variations or substitutions are permitted to these elements

### Directional Arrows

- same shape and size

### Not permitted:

- no variations or substitutions

### PERMANENT SIGNAGE

#### Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Arrows



### TEMPORARY SIGNAGE

#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# Graphic Elements

## Pictograms

All pictograms have been selected to conform to international standards (SEGD/ AIGA/DOT) and to express a consistent visual style across the signage program.

- no variations or substitutions are permitted to these elements
- other desired icons need to be designed in keeping with the international symbol style

## Restricted Pictograms

All symbols have been selected to conform to the same international standards and to be consistent across the City of Medicine Hat signage program

- restricted symbols appear in red and black on a white background
- no variations or substitutions are permitted to these elements

## Medicine Hat Logo

The City logo is used on designated sign types throughout the signage program.

- it always appears in the designated area at the bottom right of the sign face
- is reversed when used on the dark river blue background

## Sunshine Graphic

Drawn from the Sunshine State of Mind brand standards, the Sunshine Graphic is used as a highly visible accent on some signs in the program. Consult with Corporate Communications when using the graphic.

## Pictograms



## Restricted Pictograms



## Medicine Hat Logo



*If multiple logos are required, refer to the City of Medicine Hat Visual Identity Standards for logo placement.*

## Sunshine Graphic



# Typographic Styling

All wayfinding signage is set in title case. In most cases, letter-spacing/tracking is set to 20.

## Facility Name/Park Name

- Title Case using Helvetica Neue Medium

## Sign Titles

- Title Case using Helvetica Neue Bold
- regulatory signs that include life threatening information, use all caps Title set in Helvetica Neue Bold
- incorporate the City logo on Facility and Park identification signs, regulatory signs and signs regulated by City bylaws

## Directional Signs

- Title Case using Helvetica Neue Medium

## Information Signs

- all titles set in Helvetica Neue Bold
- body copy set in Helvetica Neue Medium
- body copy in complete sentences set in typical sentence case
- a period is not necessary except when it improves readability, such as with two or more sentences following the other
- Letter-spacing/Tracking is set to 0
- incorporate the City logo

See the panel graphics pages for layout rules.

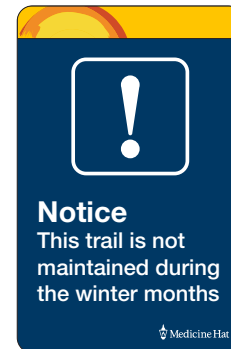
## Facility or Park Name

Kin Coulee Park

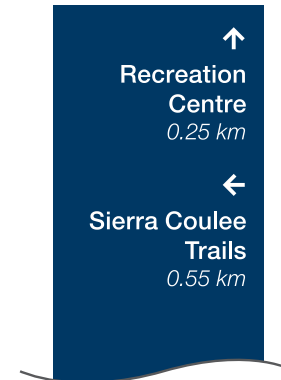
## Sign Titles



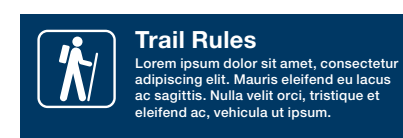
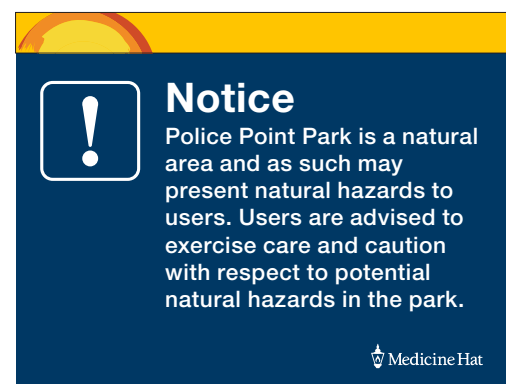
## Regulatory Sign Titles



## Directional Signs



## Information Signs





# Maps

## Heritage Trail Network Map

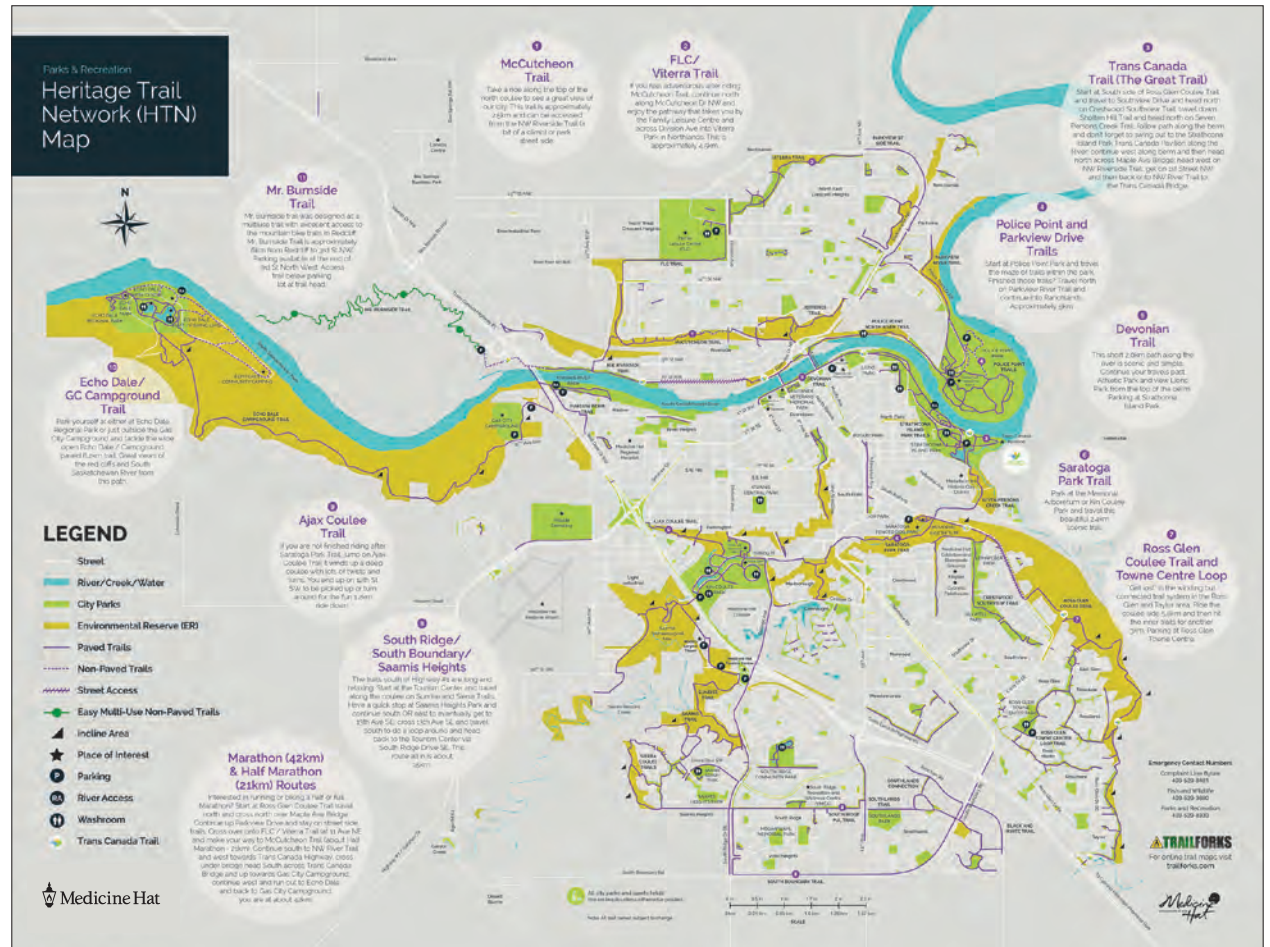
Each Primary Information Hub will contain a system wide map giving the users an overview of the complete Heritage Trail Network. The map graphic style and content has been simplified focusing on designated Trails and content explaining the Trail's features.

## Map Orientation

Always orientate the top of the map with what is in front of you on the path. Limit orientations to north, south, east, and west.

## Trail Names

The consistent use of the Trail names is important to maintain a connection for the users from the Network Map to the Trail specific identification signs. Do not deviate from the designated Trail names once approved.



# Maps

## Trail Maps

When a Trail user approaches the beginning of a designated Trail, they will encounter a Secondary Information Hub sign. This sign will include a map of a Trail within a neighbourhood, giving the users an overview of what lies ahead on the path. It will highlight the path up to the next Trail start in the system.

The map's graphic style and content has been simplified and focuses on Trails and recognizable landmarks for orientation. The example provided is to be used as a guide for developing other Trail maps. Colour palette, symbols, and typography are to remain consistent throughout all maps.

## Map Orientation

- orientate the top of the map with what is in front of you on the path
- limit orientations to north, south, east, and west

## Map Boundaries

- allow for a macro view of the start and end of a Trail and include an indication of the start of adjacent Trails as shown.

## Typical Trail Map

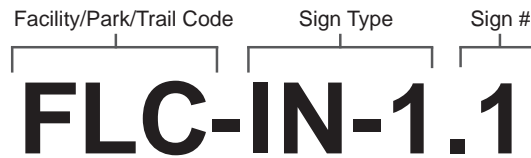


# Sign Types by Category

The list of sign types shown here represents the complete inventory of the City of Medicine Hat signage program.

Each sign type is designed to fulfill a unique function and utilize design elements in a specific manner. The system is built on the consistent use of typography, symbols, colour, shape, size, materials, and fabrication methods.

## Sign Naming Convention



### Park/Trail/Facility Codes

Unique three letter codes for each Facility, Park or Trail in the Medicine Hat Signage program, assigned by The City of Medicine Hat. For example, use STR = Strathcona Centre or ROT = Rotary (Park).

### Sign Types

- as shown at right

### Sign Numbers

- a running number of signs within the sign type
- always start from 1 for each sign type

## Identification Signs (ID)

- IDF-1 Freestanding Facility Identification
- IDF-2 Retrofit Facility Identification
- IDF-3 Wall Mounted Facility Identification
- IDF-4 Wall Mounted Dimensional Letters
- IDP-1 Primary Park Identification
- IDP-2 Secondary Park Identification
- IDP-3 Tertiary Park Identification
- IDP-4 Single Post Park Identification
- IDP-5 Wall Mounted Amenities Identification
- IDP-6 Washroom Identification
- IDP-7 Field Identification
- IDP-8 Multi-field Identification

## Information Signs (IN)

- IN-1 Primary Information Hub
- IN-2 Secondary Information Hub
- IN-3 Two-post Information
- IN-4 Single-post Information – Large
- IN-5 Single-post Information – Small
- IN-6 Facility Hours Information

## Directional Signs (D)

- D-1 Trail Marker
- D-2 Trail Connect
- D-3 Distance Marker

## Temporary Signs (T)

- T-1 Temporary Information – Small
- T-2 Temporary Information – Large

## Regulatory Signs (R)

- R-1 Regulatory
- R-2 Riverside Emergency Location

## Interpretive Signs (INT)

- INT-1 Primary Interpretive

# Typical Park Plans

In order to navigate the City of Medicine Hat's Parks and Trails system, each sign needs to be strategically placed at key locations and provide users with the appropriate information. Sign types and quantities will vary from Park to Park. Before building the signage requirements for a Park, it is important to understand how people use the Park. Fieldwork is required to confirm the Trails, amenities, and immediate destinations outside the Park.

The following pages represent typical plans of a City, Community, and Neighbourhood Park. It is meant to illustrate all the potential requirements for signage throughout each Park from a user's perspective.

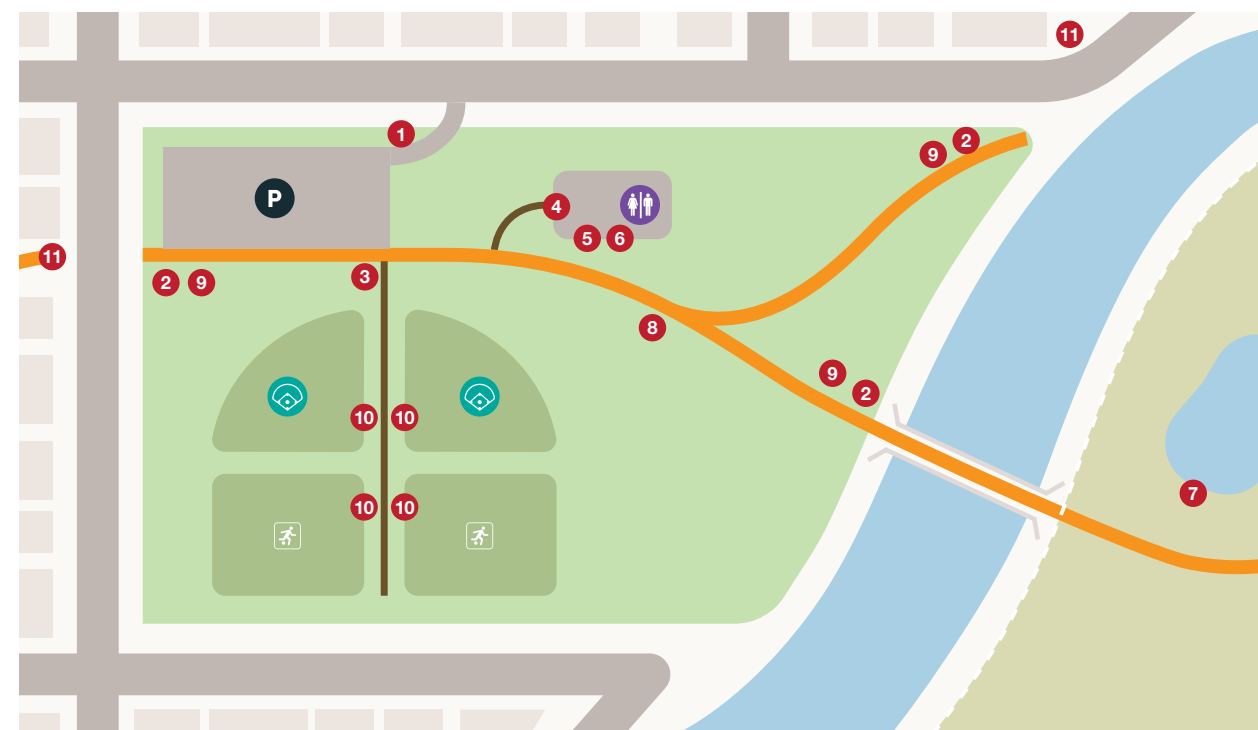
## City Park Sign Plot

City Parks are large Parks that serve the City and its regions and require the most signage. Sign requirements may include:

- primary versions of identification and information hubs
- secondary or tertiary identification
- facility building identification and information signs
- sports field identification
- directional, and regulatory signs
- interpretive signs where desired

A typical Park has been plotted for demonstration. Use this example of sign requirements as a guide for City Parks.

## City Park



### LEGEND

- Roads
- Main Path
- Trail

### SIGN TYPE

- |                                     |                                |                         |
|-------------------------------------|--------------------------------|-------------------------|
| 1 Primary Park Identification       | 5 Facility Building Hours      | 9 Information Sign      |
| 2 Secondary or Tertiary Park ID     | 6 Washroom Door Identification | 10 Field Identification |
| 3 Information/Orientation Hub       | 7 Hazard Regulatory            | 11 Trail Connect Sign   |
| 4 Amenities Building Identification | 8 Interpretive                 |                         |

*Sign selection guidelines are explained on the following pages under its corresponding category.*

# Typical Park Plans

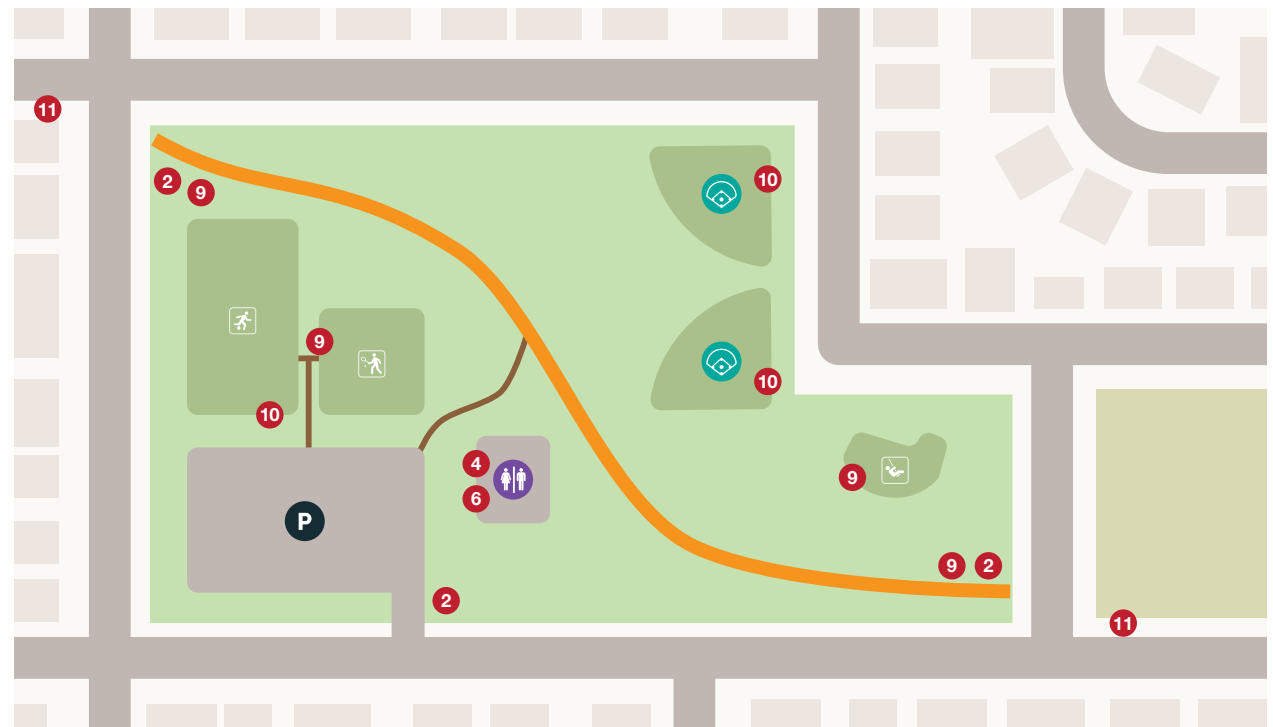
## Community Park Sign Plot

Smaller than City Parks, Community Parks are designed to serve the recreational needs of a number of communities and may include facilities for community programming. Sign requirements may include:

- secondary versions of identification and information hubs
- facility building identification, and information signs
- sports field identification
- regulatory signs where needed
- interpretive signs where desired

A typical Park has been plotted for demonstration. Use this example of sign requirements as a guide for Community Parks.

## Community Park



### LEGEND

- Roads
- Main Path
- Trail

### SIGN TYPE

- |                                     |                                |                         |
|-------------------------------------|--------------------------------|-------------------------|
| 1 Primary Park Identification       | 5 Facility Building Hours      | 9 Information Sign      |
| 2 Secondary or Tertiary Park ID     | 6 Washroom Door Identification | 10 Field Identification |
| 3 Information/Orientation Hub       | 7 Hazard Regulatory            | 11 Trail Connect Sign   |
| 4 Amenities Building Identification | 8 Interpretive                 |                         |

*Sign selection guidelines are explained on the following pages under its corresponding category.*



# Typical Park Plans

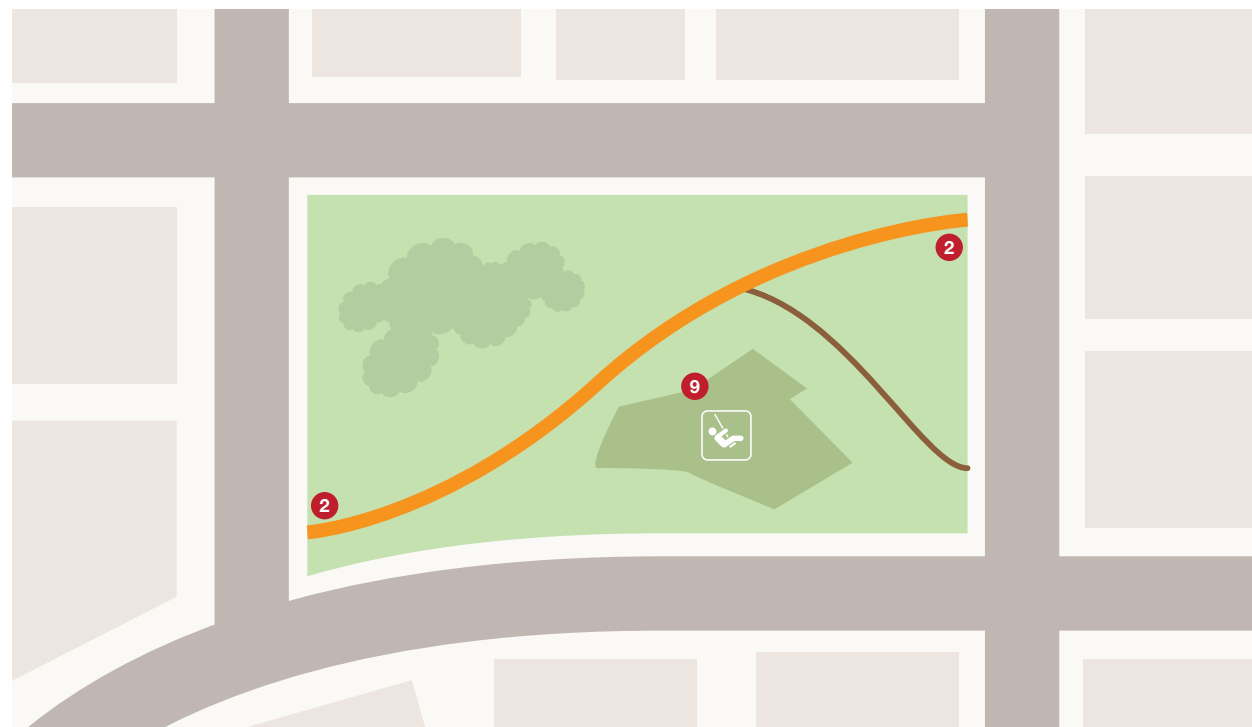
## Neighbourhood Park Sign Plot

Neighbourhood Parks serve as green spaces for users that are within walking distance. Sign requirements may include:

- tertiary Park identification
- regulatory signs where needed
- interpretive signs where desired

A typical Park has been plotted for demonstration. Use this example of sign requirements as a guide for Neighbourhood Parks.

## Neighbourhood Park



### LEGEND

- Roads
- Main Path
- Trail

### SIGN TYPE

- |                                     |                                |                         |
|-------------------------------------|--------------------------------|-------------------------|
| 1 Primary Park Identification       | 5 Facility Building Hours      | 9 Information Sign      |
| 2 Secondary or Tertiary Park ID     | 6 Washroom Door Identification | 10 Field Identification |
| 3 Information/Orientation Hub       | 7 Hazard Regulatory            | 11 Trail Connect Sign   |
| 4 Amenities Building Identification | 8 Interpretive                 |                         |

*Sign selection guidelines are explained on the following pages under its corresponding category.*

# Typical Trail Plan

Trail signs are strategically placed at key locations and provide users with the appropriate information regarding identification, location, and direction.

Before building the signage requirements for a Trail, it is important to understand how people use the Trail. Fieldwork is required to confirm the Trails, amenities along the Trail, and immediate destinations outside the Trail. Sign requirements may include:

- secondary information/orientation hub
- Trail marker
- Trail connect directional
- distance marker
- regulatory signs where needed
- interpretive signs where desired

A typical Trail has been plotted for demonstration. Use this example of sign requirements as a guide for Trails.

Trail Plan



## LEGEND

- Roads
- Main Path
- Trail
- ..... Park Boundary

## SIGN TYPE

- 1 Trail Marker
- 2 Distance Markers
- 3 Secondary Information/Orientation Hub
- 4 Interpretive
- 5 Trail Connect

*Further detail about these signs are explained on the pages under its corresponding name.*

# Identification Signs: City Facilities and Infrastructure

The City facility and infrastructure signage system is corporate in nature yet aligns with the sign shapes used for Parks and Trails. Logo position is located at the top right in black on a white field.

- use for public facility buildings located outside of Park areas and owned by the City
- identifies City facilities and infrastructure. Naming will follow the convention of the facility name.

## IDF-1 Freestanding Facility Identification

- single sided (backside blank)
- location to face major roadway with a clear view for approaching traffic

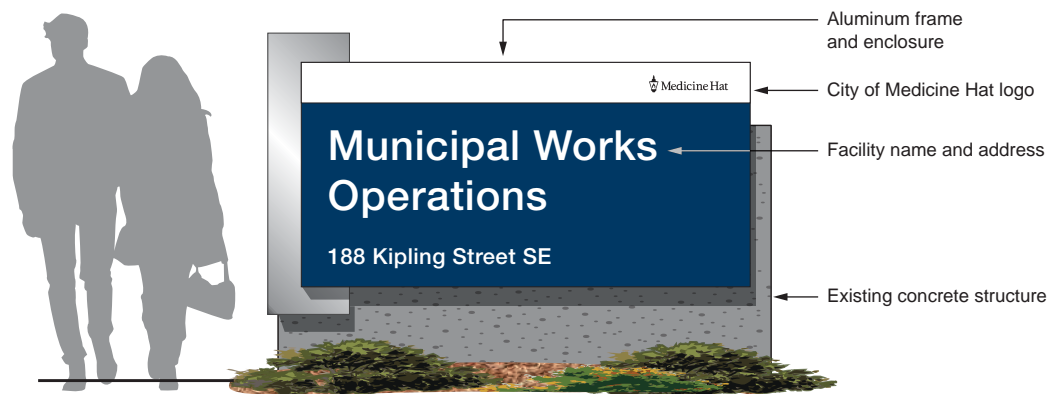
## IDF-2 Retrofit Facility Identification

- some locations have significant structures that can be retrofitted
- use sign elements consistent with the example shown

### IDF-1 Freestanding



### IDF-2 Retrofit



See specifications drawings for construction details.



# Identification Signs: City Facilities and Infrastructure

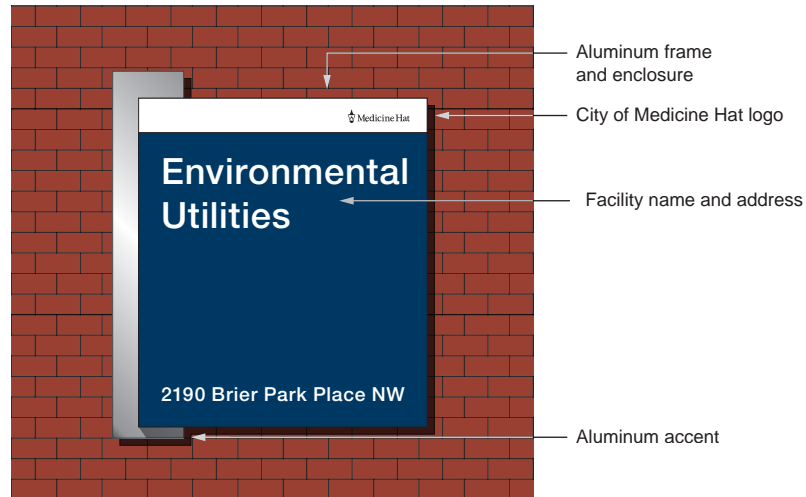
## IDF-3 Wall Mounted Facility Identification

- wherever possible, wall mounted signs are mounted near the primary doors to the facility, however, it may be located on a building face that is highly visible from the pedestrian or vehicle path
- the size of facility signs can be scaled to fit (maintaining overall sign proportion) existing site conditions or appropriate for building size, however, the building name must be large enough to be read from the approaching path, minimum 50' away (a minimum text height of 3 inches high. Symbols to remain in proportion with text sizing).

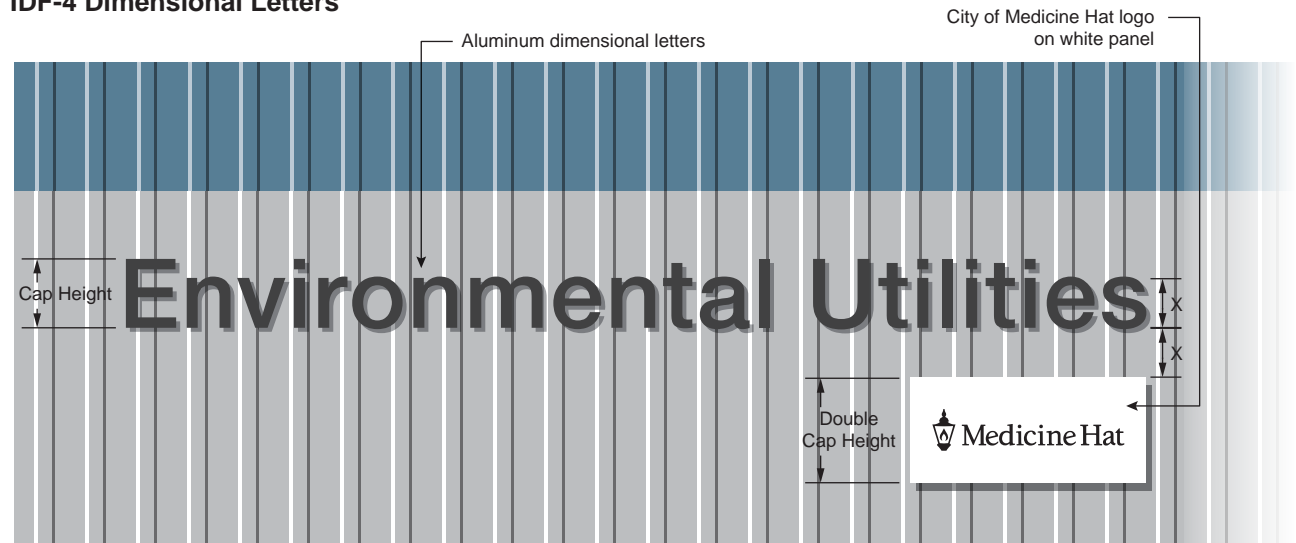
## IDF-4 Wall Mounted Dimensional Letters

- larger applications require dimensional letters located on the building face that are highly visible from the pedestrian or vehicle path
- the City of Medicine Hat Logo is located to the right, below the facility name text
- use dark letters on light coloured backgrounds and light letters on dark backgrounds. The City logo is always on a white panel.

## IDF-3 Wall Mounted



## IDF-4 Dimensional Letters



See specifications drawings for construction details.

# Identification Signs: Parks and Recreation Facilities

Park identification signs are among the most important manifestations of the Park's identity. These are landmark signs that are intended for approaching vehicular and pedestrian traffic. They are located at the primary and secondary entrances to a Park and are available in three sizes.

The unique features of the Park identification signs are the size, shape, sunshine graphic, wood post, Park name, and graphics against a dark blue background.

Each sign has the City of Medicine Hat logo at the bottom right corner of the sign.

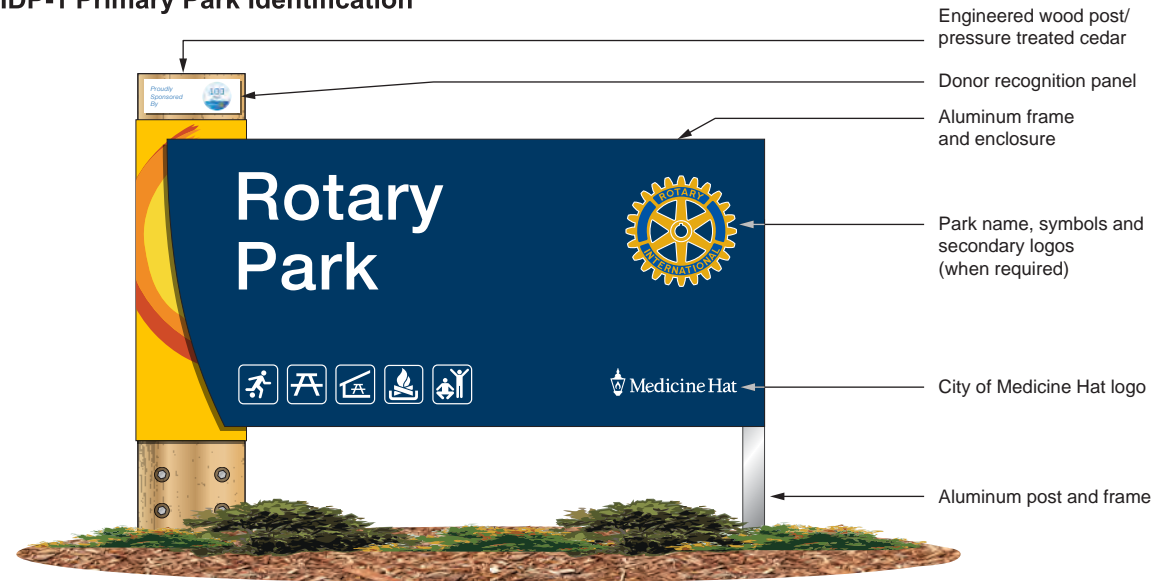
## Landscaping

- include manicured landscaping around the identification signs to discourage vandalism and potential damage from motorized grounds keeping equipment. Landscaping may or may not occur on secondary or tertiary ID signs. Ensure plant life does not obscure the sign face.

## IDP-1 Primary Park Identification

- identifies City-wide Parks
- single sided (backside blank)
- located at main vehicular entrances to a Park
- orientated to face the roadway with a clear view for approaching traffic
- logos are only used on sponsored Park signs and at the discretion of the City of Medicine Hat

## IDP-1 Primary Park Identification



Front View



Side View

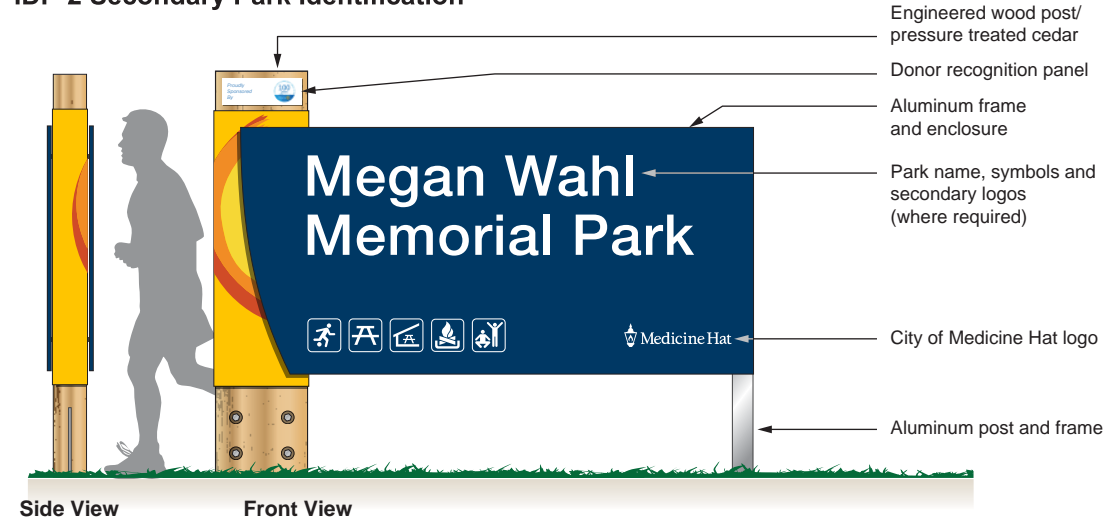
See specifications drawings for construction details.

# Identification Signs: Parks and Recreation Facilities

## IDP-2 Secondary Park Identification

- use for smaller Community Parks or as secondary entrance signs to City Parks
- single sided (backside blank)
- located at main vehicular entrances, where applicable, or beside the main path into the Park
- orientated to face the roadway with a clear view for approaching traffic
- on pedestrian paths, position it perpendicular to the path

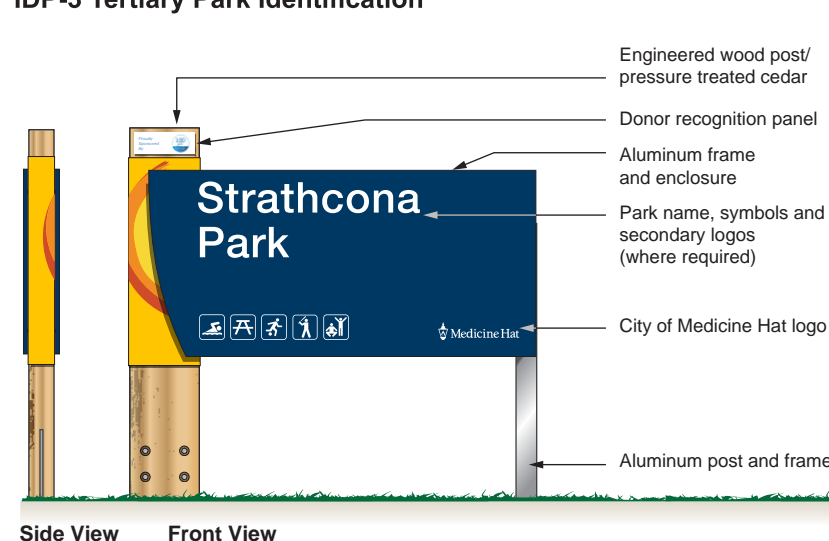
## IDP-2 Secondary Park Identification



## IDP-3 Tertiary Park Identification

- use for Neighbourhood Parks and green spaces (as designated by The City of Medicine Hat)
- single or double-sided, depending on the position of the sign and if the back is visible to the public
- position perpendicular to the main path into the Park

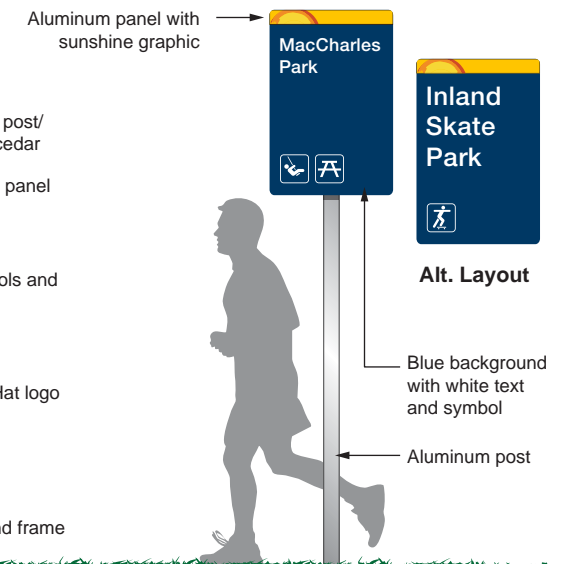
## IDP-3 Tertiary Park Identification



## IDP-4 Single Post Park Identification

## IDP-4 Single Post Park Identification

- use as an alternate application for small Neighbourhood Parks and green spaces (as designated by The City of Medicine Hat)
- single-sided, position perpendicular to the main path into the Park



See specifications drawings for construction details.

# Identification Signs: Parks and Recreation Facilities

## IDP-5 Wall Mounted Amenities Identification

- use for public facility buildings located in a Park that are owned by the City
- wherever possible, signs are mounted above the primary doors to the facility, however, it may be located on a building face that is highly visible from the pedestrian path
- naming will follow the convention of the building function, such as a washroom
- symbols are used to indicate facilities available within the building
- the size of facility signs can be scaled to fit (maintaining overall sign proportion) existing site conditions or appropriate for building size, however, the building name must be large enough to be read from the approaching path, minimum 50' away (a minimum text height of 3 inches high. Symbols to remain in proportion with text sizing).

## IDP-6 Washroom Door Identification

- use for public facility buildings located in a Park that are owned by the City
- locate on washroom doors at a height of 5' 2" to center.

## IDP-5 Wall Mounted Amenities Identification/ID-5 Washroom Door Identification



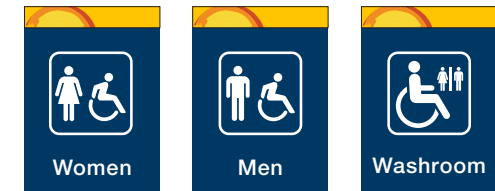
## IDP-5 Wall Mounted Amenities Identification



## IDP-5 Alternate Layout



## IDP-6 Washroom Door Identification



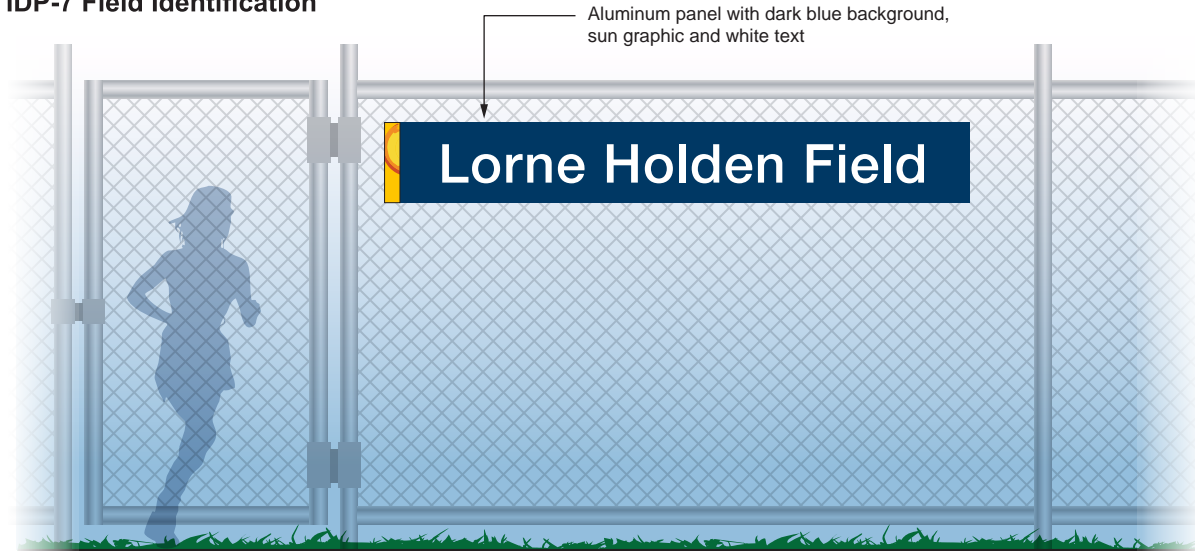
See specifications drawings for construction details.

# Identification Signs: Parks and Recreation Facilities

## IDP-7 Field Identification

- used to identify public sports fields that are owned by the City
- signs are generally placed on the sports field fencing. Wherever possible, locate the sign near the gate entrance to the field, however, it may be located at a highly visible location from a vehicular or pedestrian path.
- naming will follow the convention of the sports field name

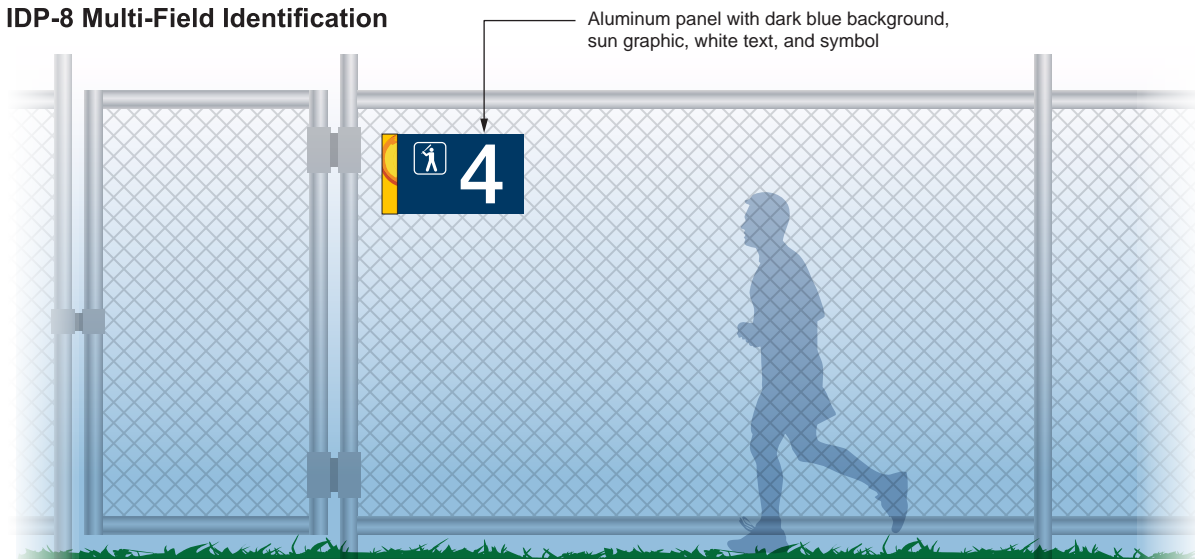
## IDP-7 Field Identification



## IDP-8 Multi-Field Identification

- used to identify individual sports fields within a multi-field complex that are owned by the City
- signs are generally placed on the sports field fencing. Wherever possible, locate the sign near the gate entrance to the field, however, it may be located at a highly visible location from a vehicular or pedestrian path.
- use numbers and the corresponding sport symbol to identify the sports field

## IDP-8 Multi-Field Identification



See specifications drawings for construction details.

# Information Signs

Information signs provide users with content that assists them on their wayfinding journey. This includes wayfinding maps, establishing the general route for the user to follow, and information panels pertaining to the entire Trail system.

The unique features of the Park identification signs are the size, shape, sunshine graphic, wood post, Park name and graphics against a dark blue background.

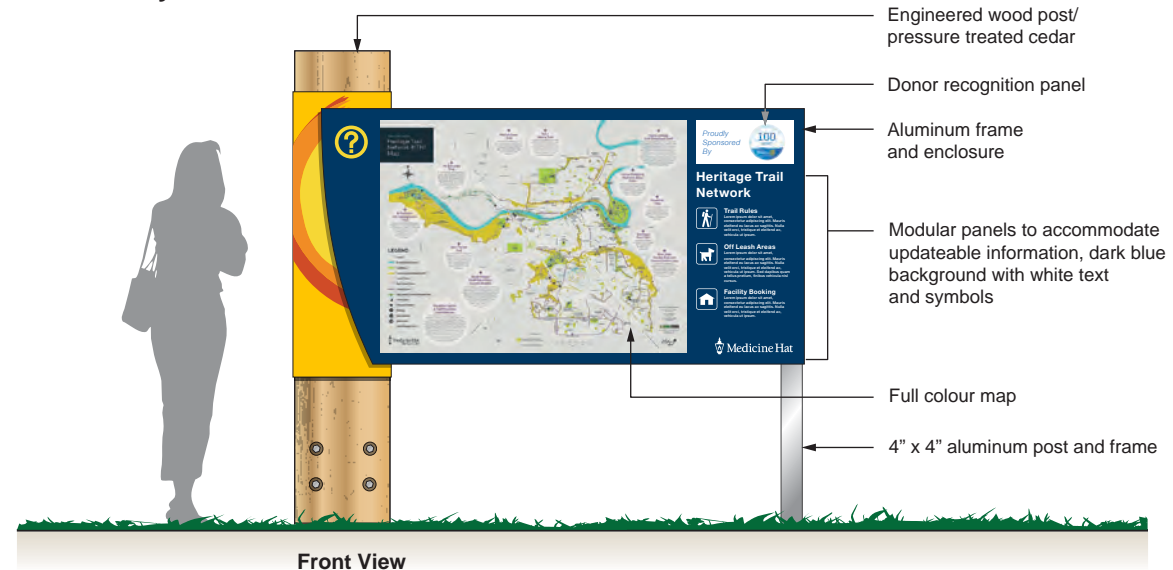
## IN-1 Primary Information/Orientation Hub

- located at strategic locations throughout the City
- includes the Heritage Trail Network map or Park map, applicable bylaw/etiquette information, sponsor recognition, and the City of Medicine Hat logo

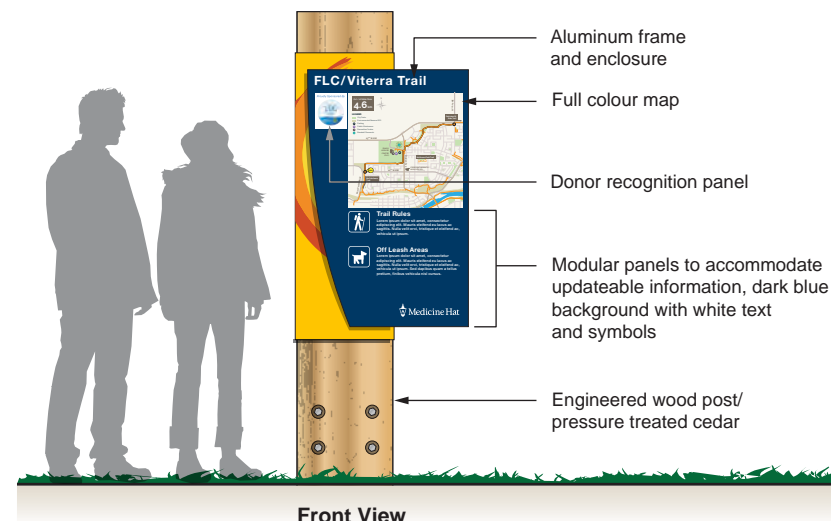
## IN-2 Secondary Information/Orientation Hub

- located at the start of designated Trails
- includes the Trail-specific map, name of the Trail, applicable bylaw/etiquette information, sponsor recognition, and the City of Medicine Hat logo
- Secondary Hubs may be double sided. When they share a common boundary, use the Trail specific map facing each Trail

### IN-1 Primary Information/Orientation Hub



### IN-2 Secondary Information/Orientation Hub



See specifications drawings for construction details.



# Information Signs

## IN-3 Two-Post Information Sign

- used to convey important permanent messages at the entrance or within the Park. The size is ideal for vehicular traffic visibility.
- usually contains information regarding bylaw/etiquette and other important City information
- can be single or double sided as required
- positioned perpendicular to the roadway or Trail
- keep content short and succinct to maximize text size and use symbols to convey a message as shown.

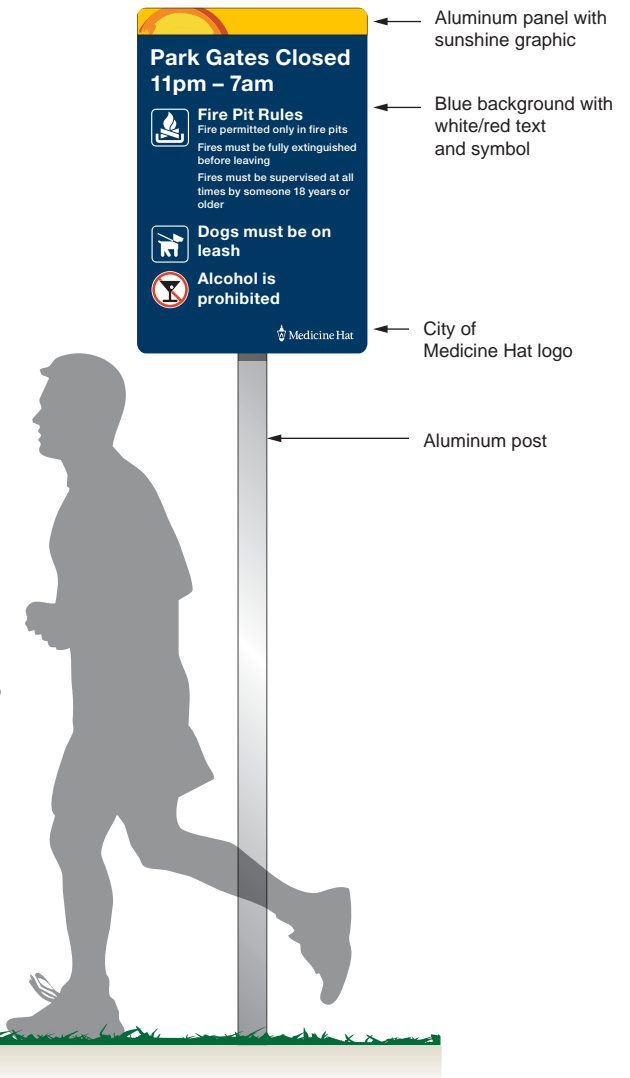
## IN-4 Single Post Information Sign

- used to convey important permanent messages at the entrance or within the Park. The size is ideal for vehicular traffic visibility where space is limited
- usually contains condensed versions of the bylaw/etiquette and other important City information
- can be single or double sided as required
- positioned perpendicular to the roadway or Trail
- can be utilized on existing posts such as light standards.
- keep content short and succinct to maximize text size and use symbols to convey a message as shown.

## IN-3 Two-Post Information Sign



## IN-4 Single Post Information Large



See specifications drawings for construction details.

# Information Signs

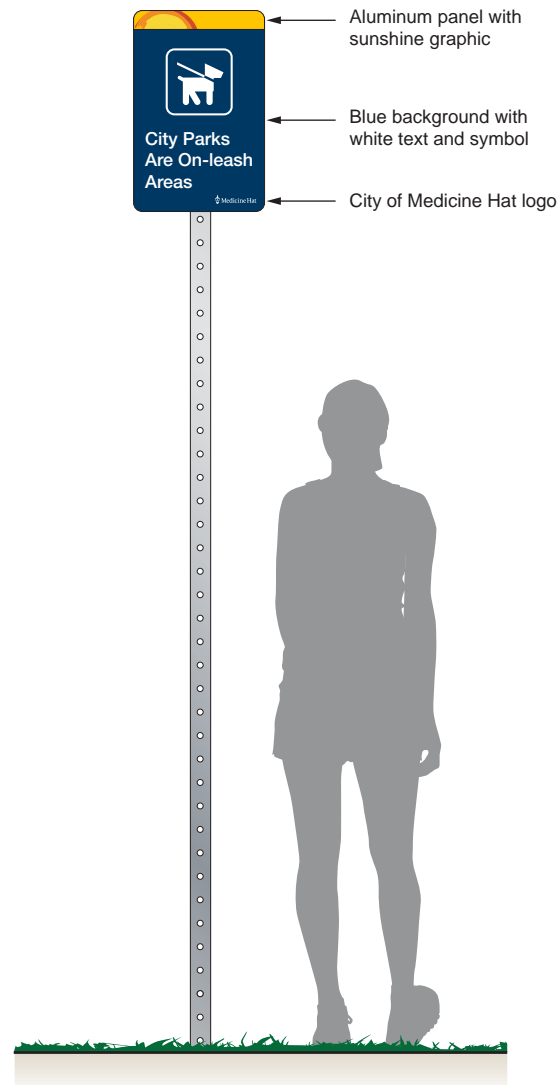
## IN-5 Freestanding Information

- used to convey important messages within the Park. The size is ideal for pedestrian visibility along a Trail
- usually contains condensed versions of the bylaw/etiquette and other important City information
- place at entrances to the desired message areas
- can be single or double sided as required
- positioned perpendicular to the Trail
- use a standard steel U-channel post

## IN-6 Facility Hours Information

- use at public facility buildings and locate beside the entrance doors
- contains the facility name and seasonal hours of operation
- has the sunshine graphic band at the top
- mounted to the wall beside the handle side of the door
- if room is limited, the sign can be mounted centered directly to the door

## IN-5 Single Post Information Small



## IN-6 Facility Hours Information



See specifications drawings for construction details.



# Directional Signs

Directional signs are required to direct pedestrians through the Parks and Trails and to other major destinations off the Parks and Trails system. They are located at major decision points and are oriented perpendicular to the major traffic flow for maximum visibility. Each destination lists the name of the destination and the direction.

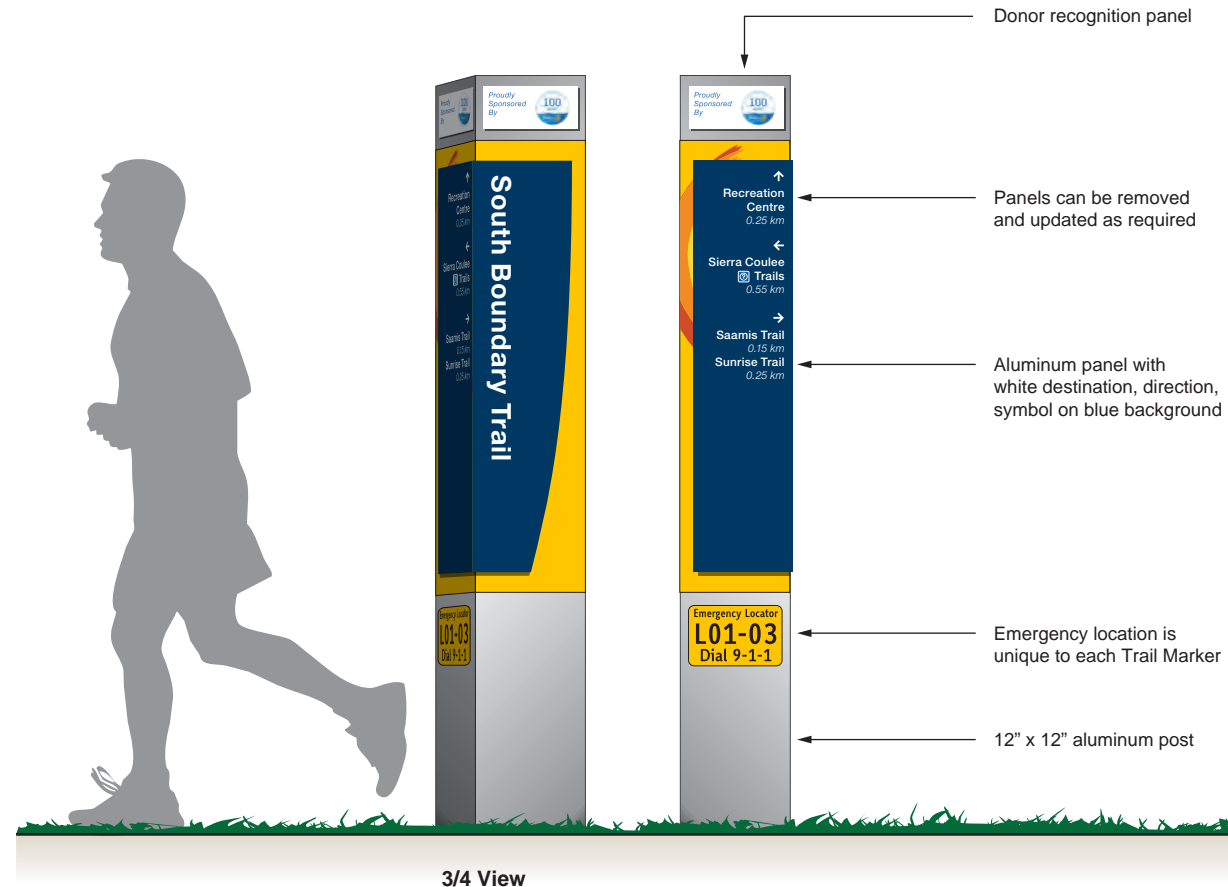
The unique features of the Trail Marker are the size, shape, sunshine graphic, Trail name and graphics against a dark blue background.

Each directional sign includes an Emergency Location number placed in a location lower on the sign post.

## D-1 Trail Marker

- use at major, important pedestrian junctions along the Trail
- to direct pedestrians to a maximum of four different directions, destinations should include adjacent Trails & Parks, and public facilities
- states the name of the Trail you are on
- the top portion of the directional sign is reserved for sponsor recognition, leave blank if there isn't a sponsor in place

## D-1 Trail Marker



See specifications drawings for construction details.

# Directional Signs

## D-2 Trail Connect Directional

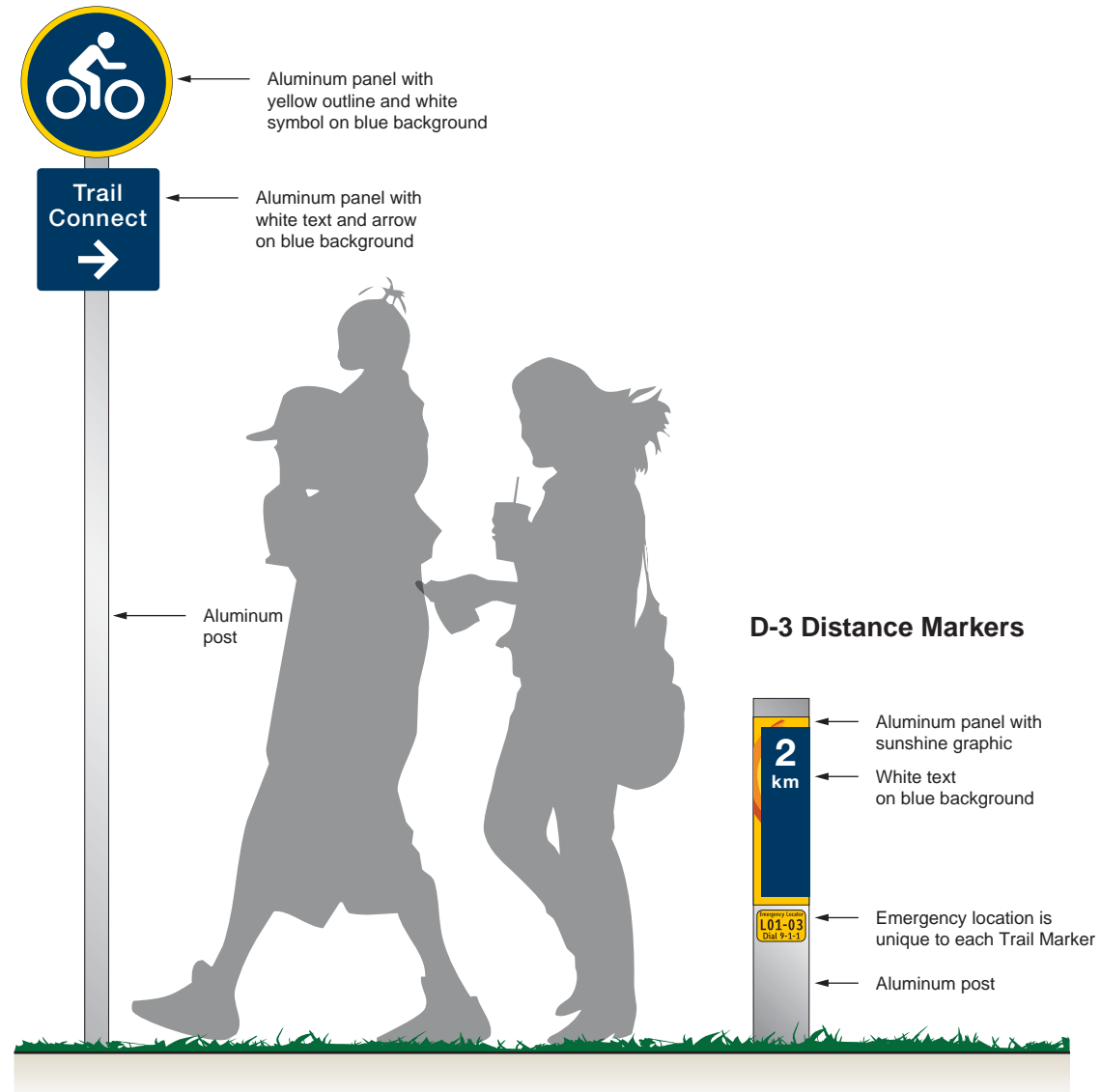
In some cases it is necessary to travel along the City streets to connect parts of a Trail or to find the starting point of the next Trail. Use the Trail Connect directional sign at visible locations between Trails to assist users.

- signs may be mounted to a new post or added to existing posts if space is limited
- locate the signs in an optimal position and perpendicular to the path of travel

## D-3 Distance Markers

- use at selected points along a Trail 0.5 kms apart
- distance count starts at the beginning of a Trail where sign type D1 Trail Marker is located
- Distance Markers may be double sided, used from either end of the Trail

## D-2 Trail Connect



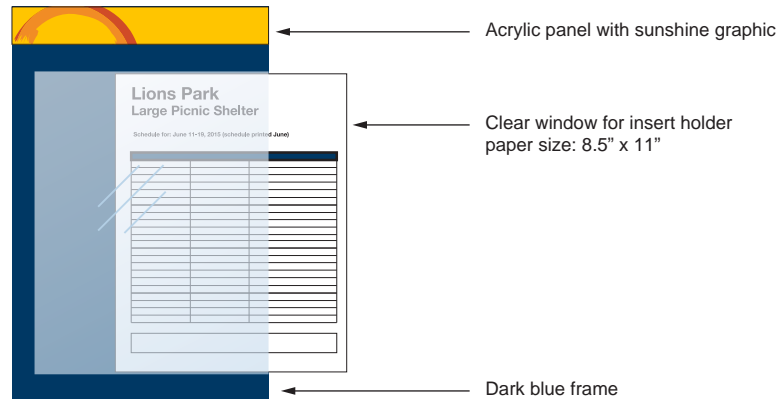
See specifications drawings for construction details.

# Temporary Signs

## T-1 Temporary Information – Small

- required where additional information that needs to be communicated for special events or seasonal activities
- generally located at picnic areas, fire pits, sports fields or any other locations where information is to be regularly updated (ie: locations where users sign up online to use the facilities)
- insert holds an 8.5" x 11" letter sized sheet of paper

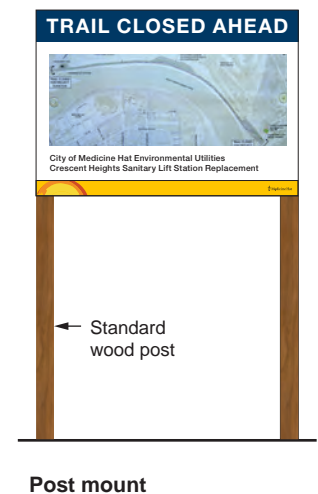
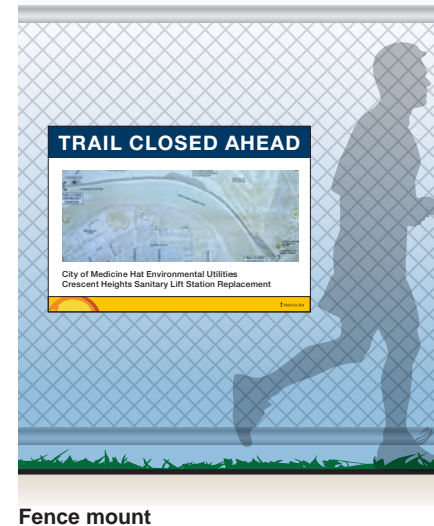
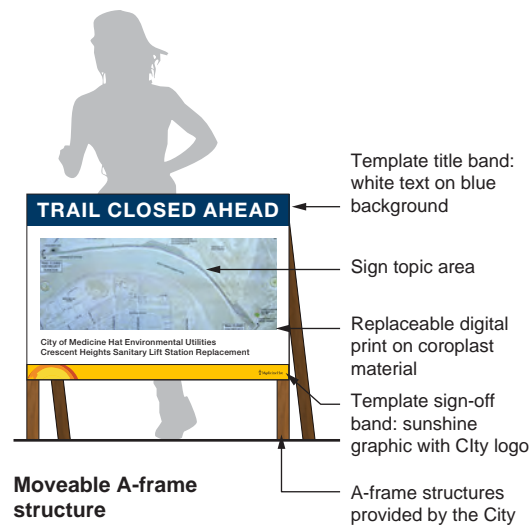
## T-1 Temporary Information – Small



## T-2 Temporary Information – Large

- required throughout the City for Parks and Recreation announcements, Trail closures, special events or anything that requires a temporary sign
- generally located at parking lot entrances, at Trail closure locations or open field areas when special events occur
- see graphic layout pages for template

## T-2 Temporary Information – Large



See specifications drawings for construction details.

# Regulatory Signs

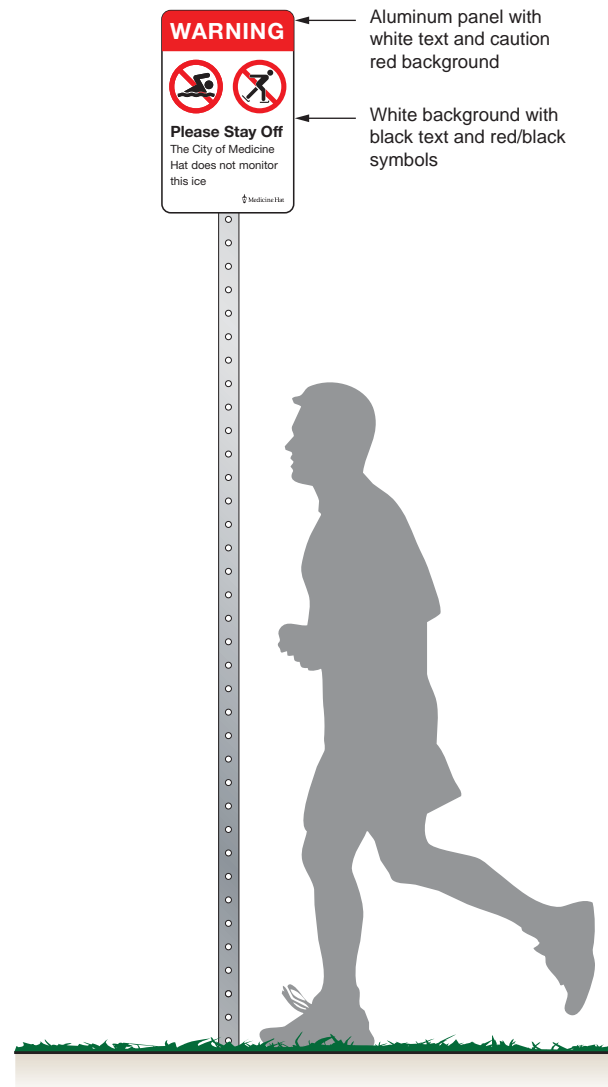
## R-1 Regulatory Signs

- required to communicate restrictions and warnings about Park conditions
- required for topics such as drowning hazards, thin ice, unmaintained Trails, and unauthorized motor vehicles
- for greatest impact, large Restriction Symbols are used with a short bold statement
- may be pole-mounted or wall-mounted
- use a standard steel U-channel post provided by City Facilities

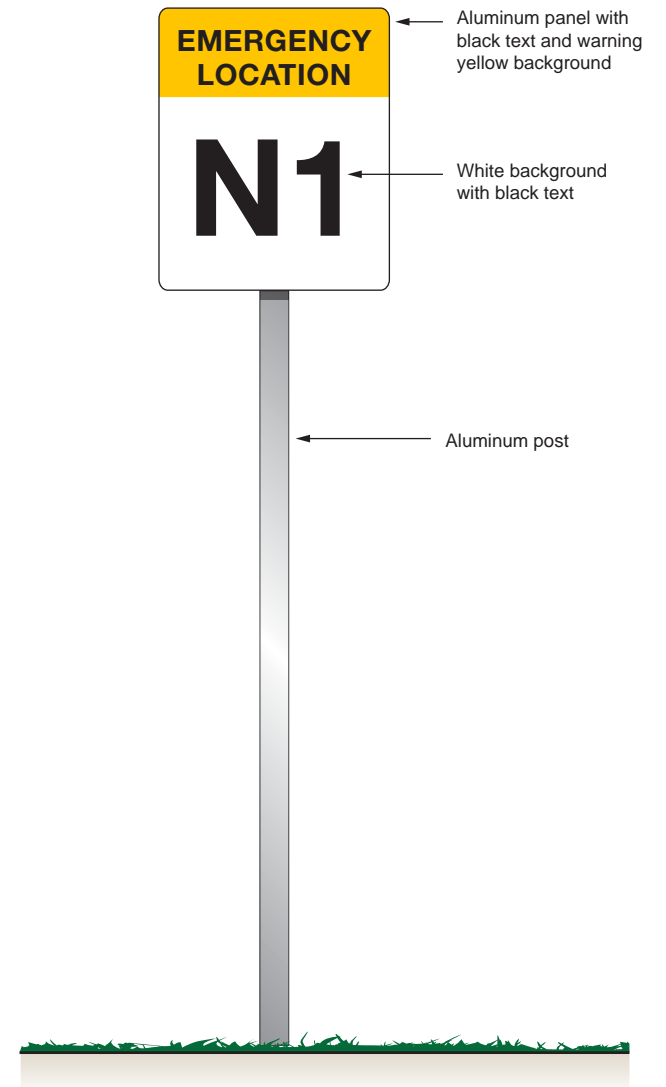
## R-2 Riverside Emergency Location Sign

- required as a location marker from the river for emergency purposes
- signs face towards the river
- size of text is dictated by the maximum viewing distance from the river – do not alter
- signs should be located where they can be visible from a distance
- signs can be installed on a post or affixed to a structure, such as a railing

## R-1 Regulatory



## R-2 Riverside Emergency Location



See specifications drawings for construction details.

# Interpretive Signs

Interpretive signs enrich a visitor's experience by conveying stories about the Park's history and its environment.

If possible, it is ideal to group interpretive panels together to create an information hub and make a strong and conspicuous impact. They are to be situated at highly visible points of interest along Trails within the Parks. They can be double sided if the location dictates.

The unique features of the Park interpretive sign is the size, shape, sunshine graphic, wood post, and graphics against a dark blue background

The interpretive content has three categories:

## Ecological

Focuses on the Parks vast ecosystem.

## Historical

Historical displays will focus on a single historic topic that is relevant to the immediate area.

## Other

This is reserved for content that falls outside the two categories and is currently undefined.

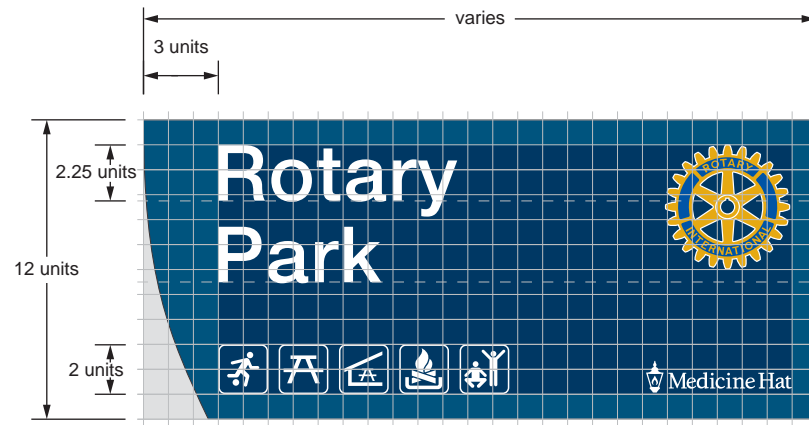
## INT-1 Primary Interpretive

The graphic panel includes the topic title, and the City of Medicine Hat logo. The topic content must include at least 1 photograph or illustration with subtitles and body copy. Refer to the example shown for layout.

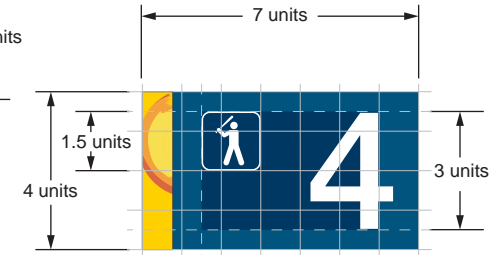
## INT-1 Primary Interpretive



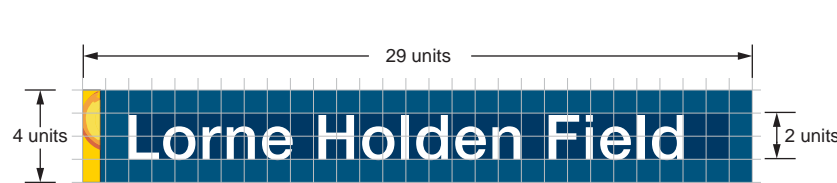
See specifications drawings for construction details.



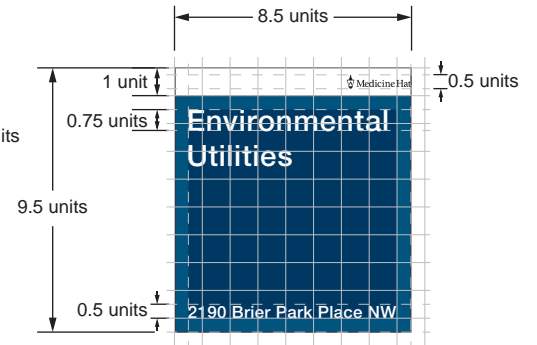
**Park Identification**



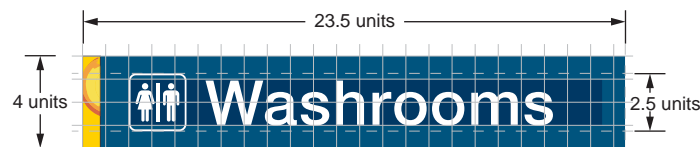
**Amenity Identification**



**Amenity Identification**



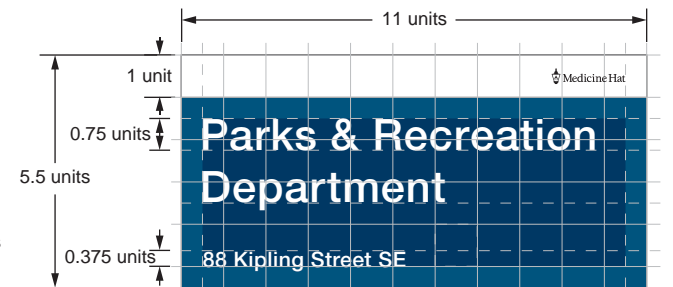
**City Facility Identification**



**Amenity Identification**



**Amenity Identification**

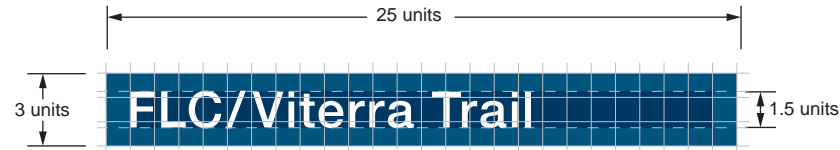


**City Facility Identification**

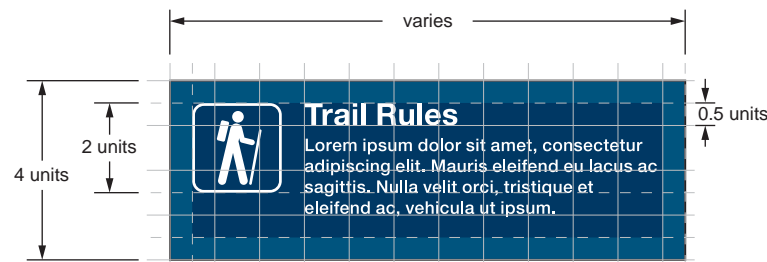
# Panel Graphics

These graphics detail the typical sign types of the system that will require content changes based on site conditions. All elements are aligned as shown.

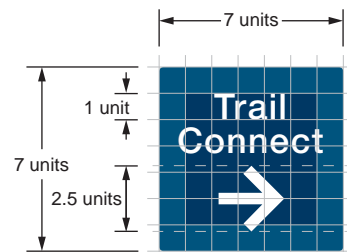
Note that circumstances may arise that require modifications to these standards. In general, follow these principles to achieve a consistent appearance for all signs.



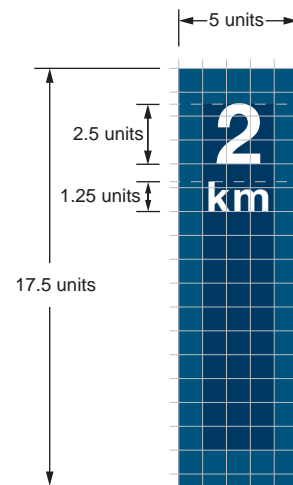
Information Hub – Title Panel



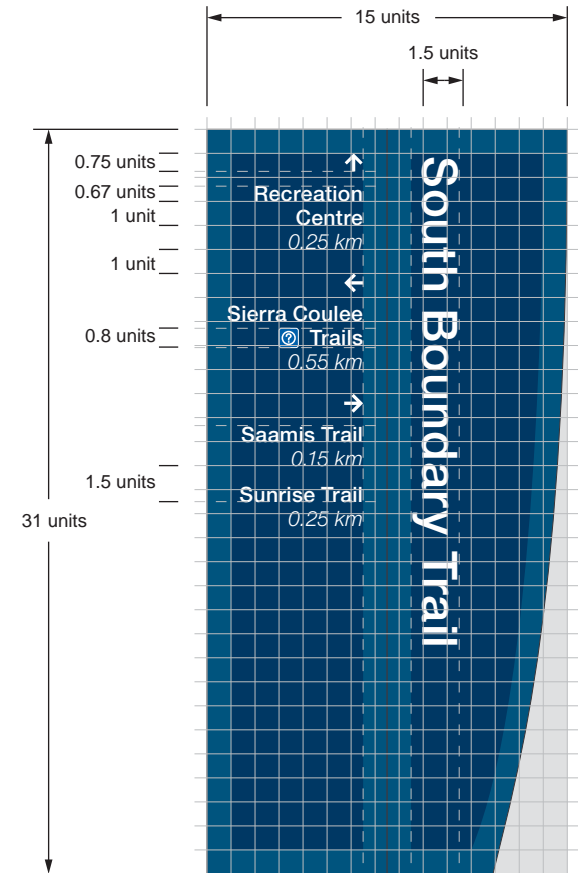
Information Hub Panels – Symbol, Headline + Copy



Trail Connect Directional Sign



Mile Marker

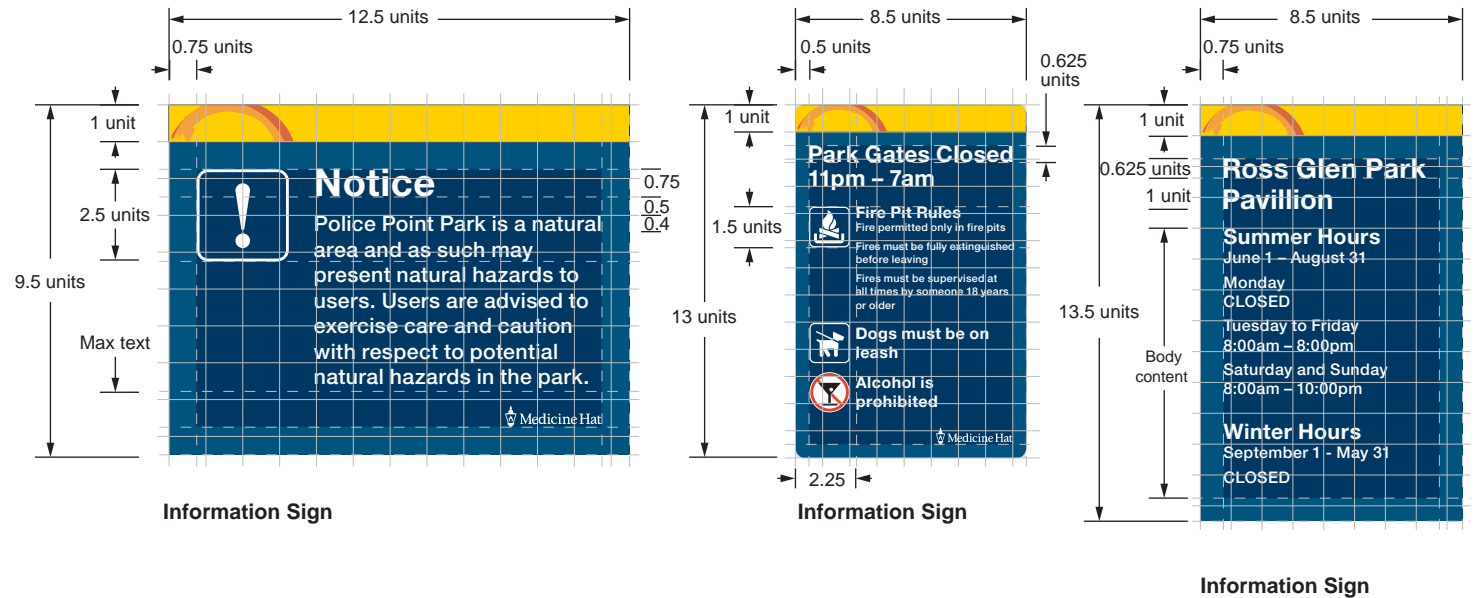
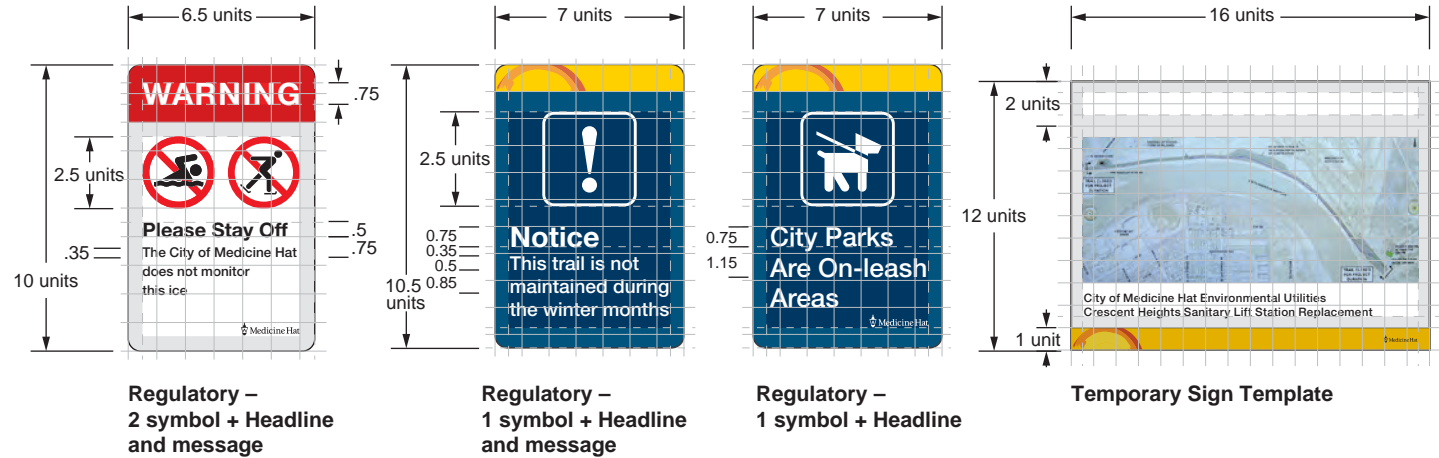


Trail Marker Directional Sign

# Panel Graphics

These graphics detail the typical sign types of the system that will require content changes based on site conditions. All elements are aligned as shown.

Note that circumstances may arise that require modifications to these standards. In general, follow these principles to achieve a consistent appearance for all signs.





# Heritage Resources Signs

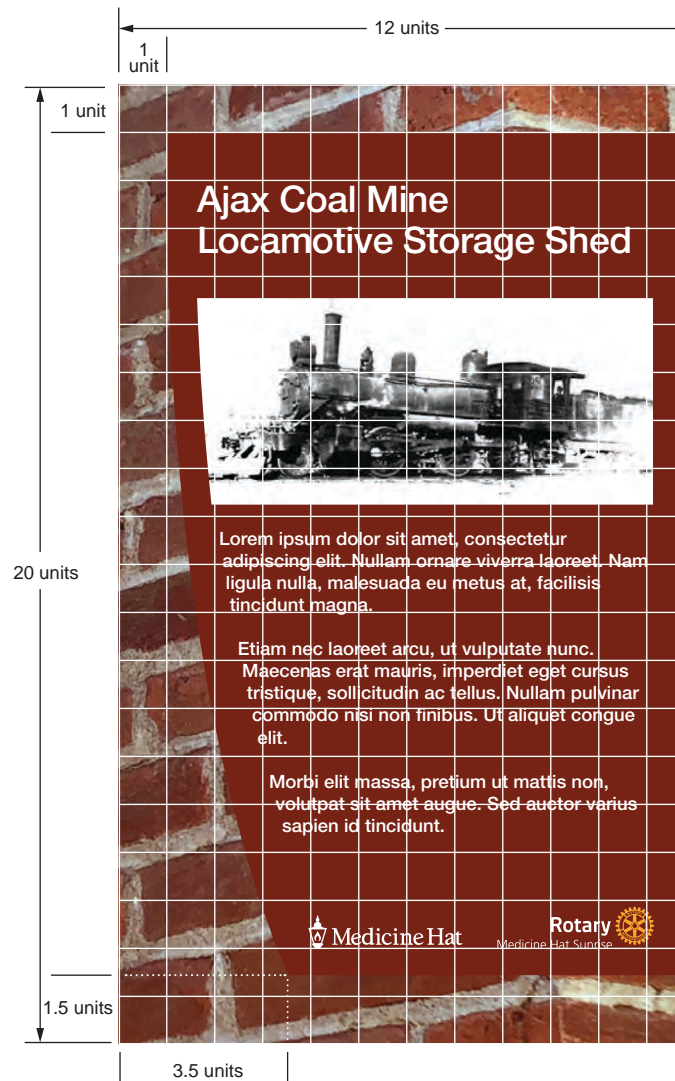
Heritage Resource signs provide users with content that assists with wayfinding and interpretation.

The unique features of the heritage signs are the brick coloured text panel with white text and brick background.

## HRS-1: Primary Interpretive

- used to relay detailed interpretive information about a historical point of interest
- located at or near a historical point of interest depending on pedestrian accessibility and traffic flows
- may include photos, maps or other graphics
- logo placement is bottom left, if multiple logos are required use pertinent logo brand standards to determine order and placement
- use either the City logo or Heritage Resources Committee logo (if HRC sponsored), not both

### HRS-1



City logo and and sponsor logo (if applicable) rests on this baseline, 2 Units above bottom of sign.

# Heritage Resources Signs

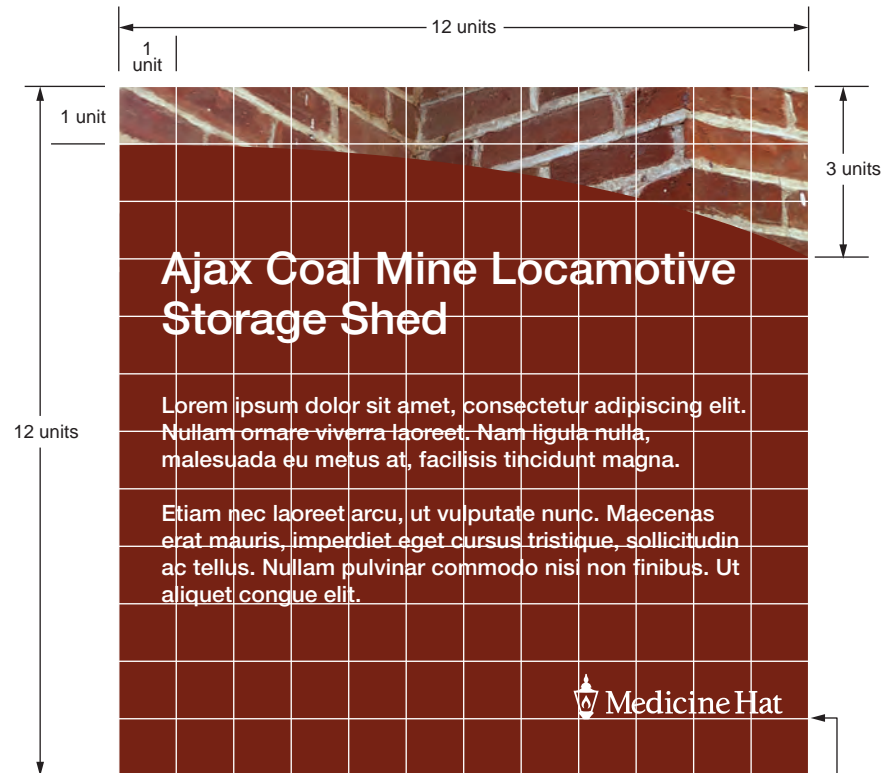
## HRS-2: Secondary Interpretive

- used to relay limited interpretive information about a historical point of interest
- may include a photo or graphic
- keep content short and succinct to maximize text size

## HRS-3: Directional

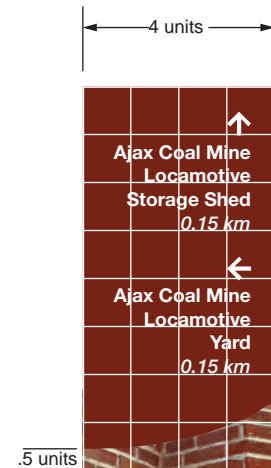
- used to direct passerby to a nearby historical point of interest
- states the name of the point of interest and directional arrow; may include distance
- signs may be mounted to a post, wall or other structure
- locate the signs in an optimal position and perpendicular to the path of travel
- directional signs for use in road right of ways must adhere to Municipal Works standards and any provincial/federal guidelines and regulations

HRS-2



City logo rests on this baseline,  
1 Unit above bottom of sign.

HRS-3



## Heritage Resources Signs

HRS-2



HRS-3

