

South Nation
Conservation
de la Nation Sud



Signage guidelines

Contents

Vision, Mission and Expertise.	3
Best Practices for Accessibility.	4
Sight Lines.	5
Fonts & Viewing Distance.	6
Colours & Contrast.	7
Map Legibility Considerations.	8
Sign Symbols.	9
Conservation Area Signs.	11
Entry Signs.	12
Trailhead Signs.	18
Wayfinding Signs.	21
Interpretive Signs.	22
Large Interpretive Signs.	23
Information signs	24
Boat Launch Signs	25
Regulatory Signs.	27
Permitted and Prohibited-Use Signs.	28
Cautionary Signs.	29
Regulatory Signs.	30
Dam and Waterway Signs.	31



Vision

‘Improved Water Quality for a Healthy Ecosystem: Our vision encompasses water levels which satisfy the needs of humans and the environment, healthy rivers and natural shorelines, and safe wastewater management practices.’


Mission

‘To ensure that the management of natural occurrences, natural reSources, and human activities results in the protection or improvement of water reSources.’

Expertise

Conservation is our core competency. SNC offers knowledge and experience to help our partners contribute to a healthy region. This includes: ecology and the study of water quality, natural habitats, plants, and animals to help us identify environmental needs, set targets, and restore natural areas; sustainable community development to advise partners about land use, development proposals and construction; and environmental education to help community members appreciate their local environment.



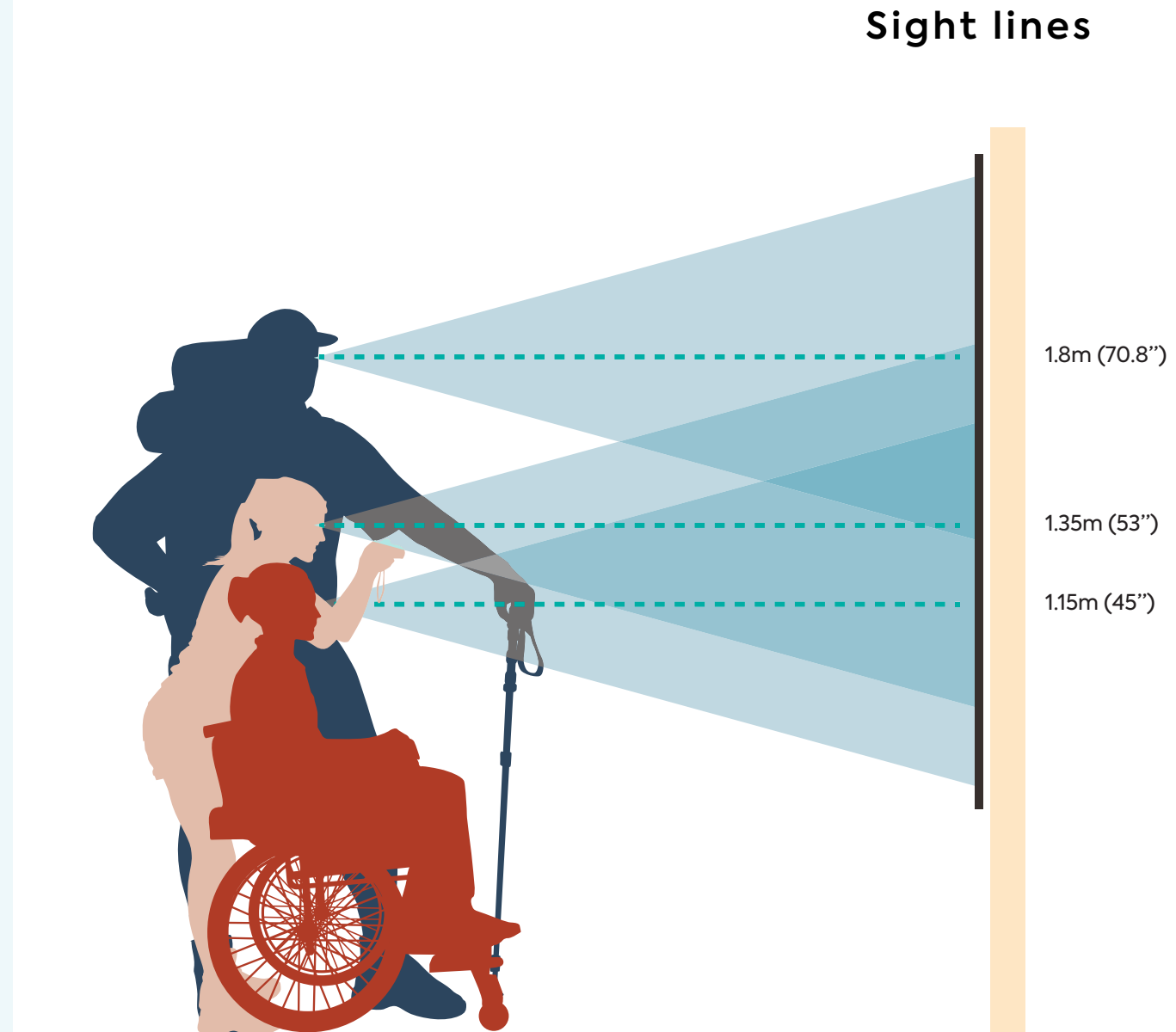
 **J. HENRY TWEED
CONSERVATION
AREA**

Accessibility considerations in Sign Design

Accessibility is a primary consideration in the process of redesigning sign guidelines. Wheelchair users and other people living with disabilities may only be able to see what is within their sight line (see graphic). It is necessary to ensure that the most relevant information is placed within all potential users' sight lines.

Source

National Disability Authority. 1.2 Ensure that displays are within sight of people of all heights and people sitting in a wheelchair or buggy. Centre for Excellence in Universal Design. Retrieved 2021 from <https://bit.ly/30Eu3GN>



Fonts & viewing distance

Avoid all caps

Using all caps in text can create significant accessibility barriers, particularly for individuals with visual or cognitive impairments.

Font size accessibility is determined by viewing distance. The table on the right shows recommended sizes.

Source

Humber College. Accessibility Toolkit.
Humber College. https://www.humber.ca/makingaccessiblemedia/modules/06/pdf/Accessibility_Toolkit_Final.pdf

Interpretive Signage

Interpretive signs are generally read from closer than 1m and should have an x-height of 5mm. (24pt)

Source

AccessAbility 2: A Practical Handbook on Accessible Graphic Design <https://rgd.ca/working-in-design/reSources/accessability-2-a-practical-handbook-on-accessible-graphic-design>

Viewing Distance	Minimum Type Size	Example
7.6 cm	24 pt	Aa
1 m	48 pt	Bb
2 m	100 pt	Cc
3 m	148 pt	Dd

Colours & Contrast

To ensure that signage is accessible for those who live with colour blindness or have difficulty distinguishing colours, a difference in colour value of 70% (minimum) must be present. Therefore, the following colour palette should be adhered to in all signage.

Source

Registered Graphic Designer. (2019). Access ability: A Practical Handbook on Accessible Graphic Design. Registered Graphic Designer. Retrieved 2022, from [https://www.rgd.ca/database/files/library/RGD_AccessAbility2_Handbook_2019_06_01\(1\).pdf](https://www.rgd.ca/database/files/library/RGD_AccessAbility2_Handbook_2019_06_01(1).pdf).

**95% contrast
backgrounds
for white text**

**90% contrast
backgrounds
for black text**

**70% contrast
backgrounds
for white text**

**100% contrast
backgrounds
for black text**

Map design legibility considerations

Maps on trailhead signs should include minimal detail. They should not use aerial imagery, but should be simplified to ensure details are accessible to all visitors, using high contrast colours to distinguish different areas. They should not rely on colour alone to differentiate items (different trails, for example), but should incorporate different patterns in distinctions to make maps accessible. All relevant information to visitors, including parking location, trail marker stops, trails, and nearby landmarks and roads should be included in map design.

Source

Department of Planning and Community Development: Victoria State Government. Communicating data with colour. Planning Victoria. (2011). Retrieved 2021, from https://www.planning.vic.gov.au/__data/assets/pdf_file/0020/94403/Communicating-Data-With-Colour.pdf.



2835 Findlay Creek Drive,
Ottawa, Ontario

Permitted and Prohibited use icons



Geocaching



Hiking



Parking



Day-Use



Snowshoeing



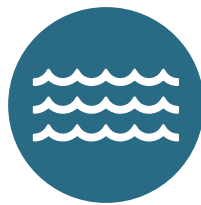
Education Site



Horse-Riding



Heritage



Water



Skiing



No Fires



No Picking



Picnic Tables



Boat Launch



Barbeque



Picnic Shelter



Playstructure



No Motorized
Vehicles



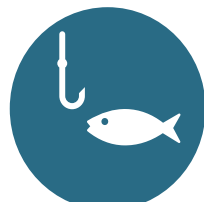
No Hunting



Washrooms



Accessible



Fishing



Dogs On Leash
& Pick Up After
Your Pet



Stay On The Trail



No Biking



No Camping



Conservation area signs

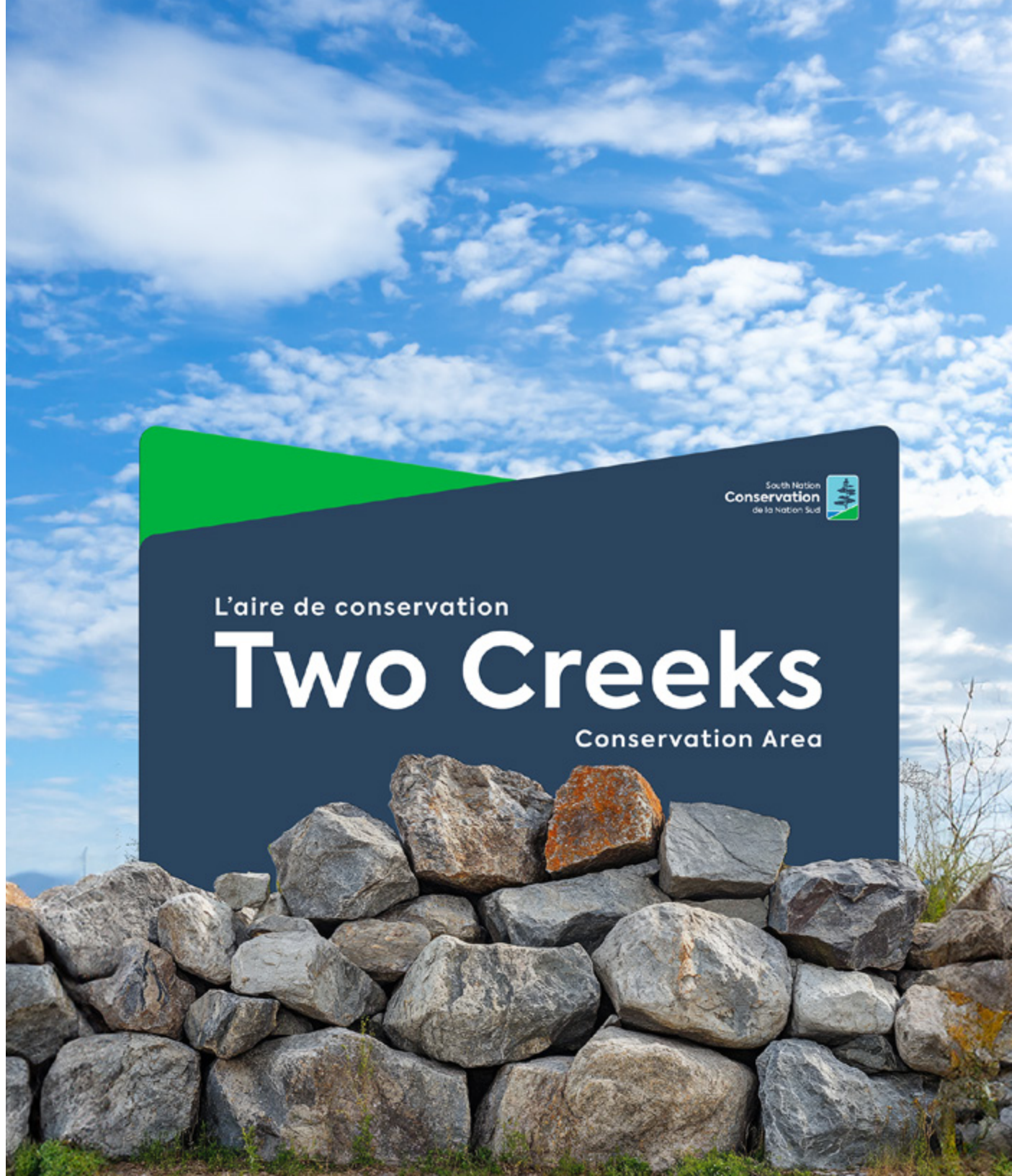
Entry signs

Entry Signs should be installed at each entry point to the Conservation Area or property. Please use the approved templates provided to ensure consistency across all signs.

The Entry Signs are available in the following sizes and formats:

1. **Large Entry Sign**
2. **Basic Entry Sign**
3. **Medium Entry Sign**
4. **Small Entry Sign**
5. **Low Entry Sign**

Each sign template includes a designated white background area for logos. Logos must be placed in the following order, from right to left: Conservation Ontario “C” logo, relevant municipal logo where there is a management agreement in place and where the property is located, followed by any corresponding partner logos that support the management of the Conservation Area.



Large Entry Sign

Materials

Powder coated Aluminum Panels to match colours plus cut vinyl or 3/16 Aluminum Panel with full colour digital print

Wood Backing: 8" Cedar or Pressure Treated Post (leave natural colour).
Sign should be affixed into a garden box that uses the same type of wood.

Sign dimensions

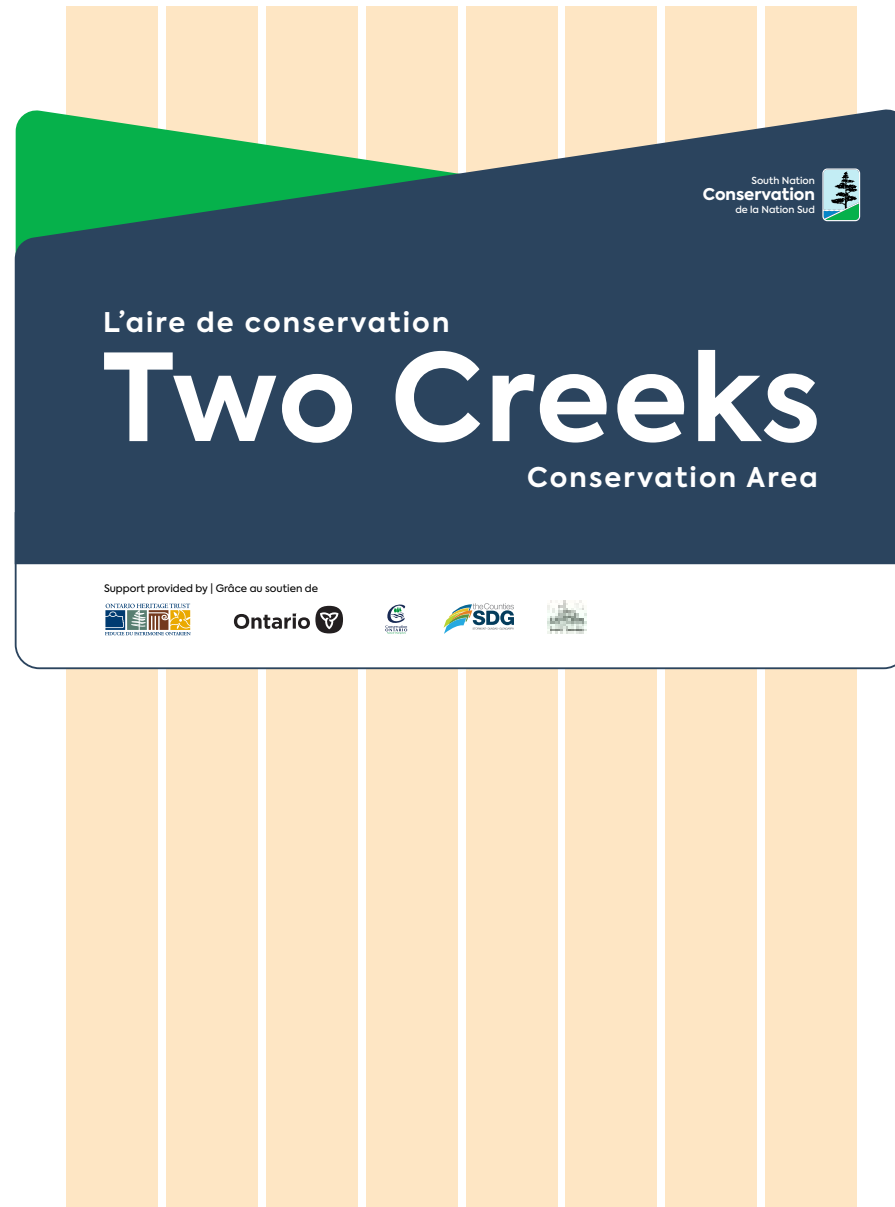
Slant for cut of top of sign and wood backing
Width: 8'
Height: 5'

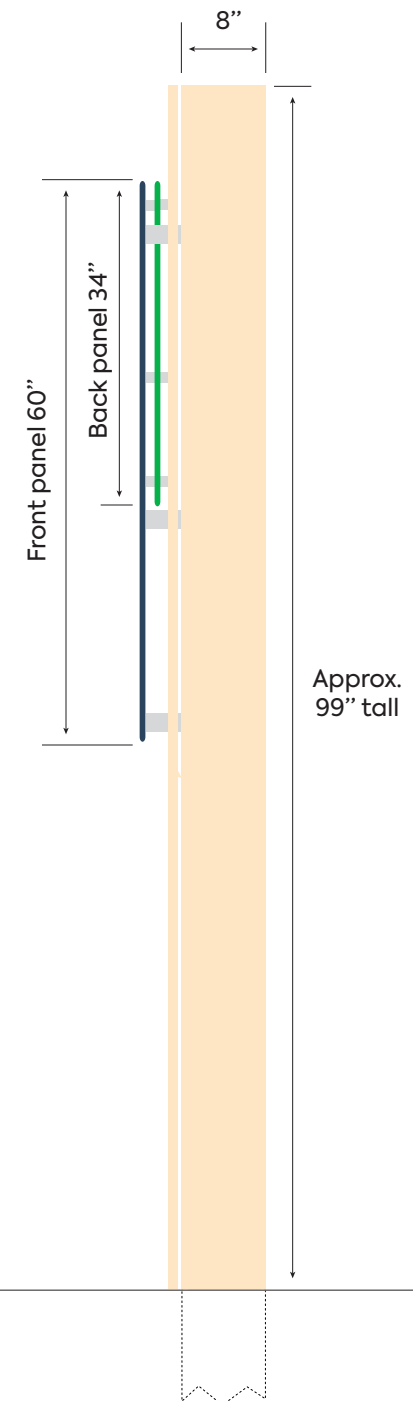
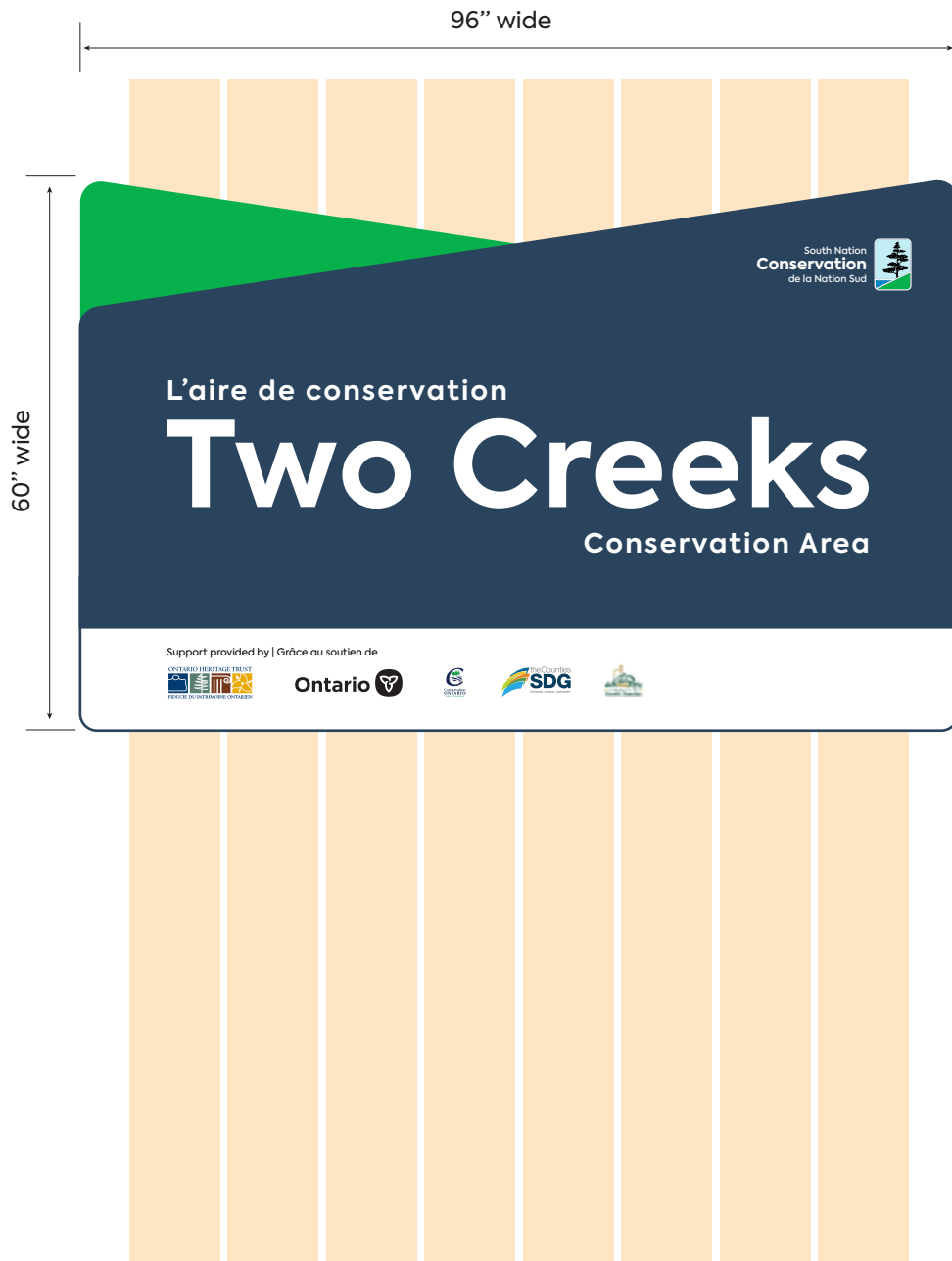
Post dimensions

Width: 8" x 3 posts
Height: 99"

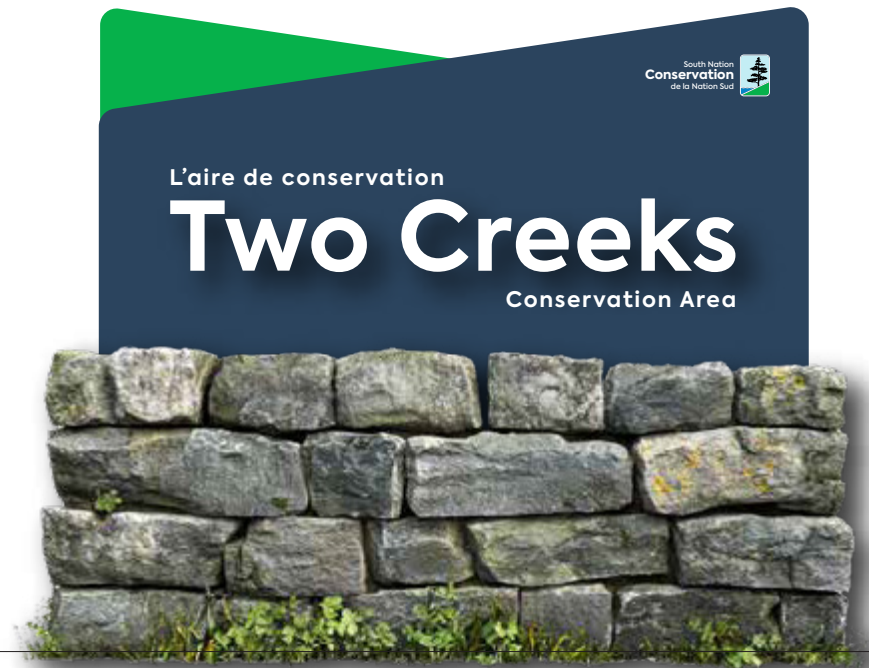
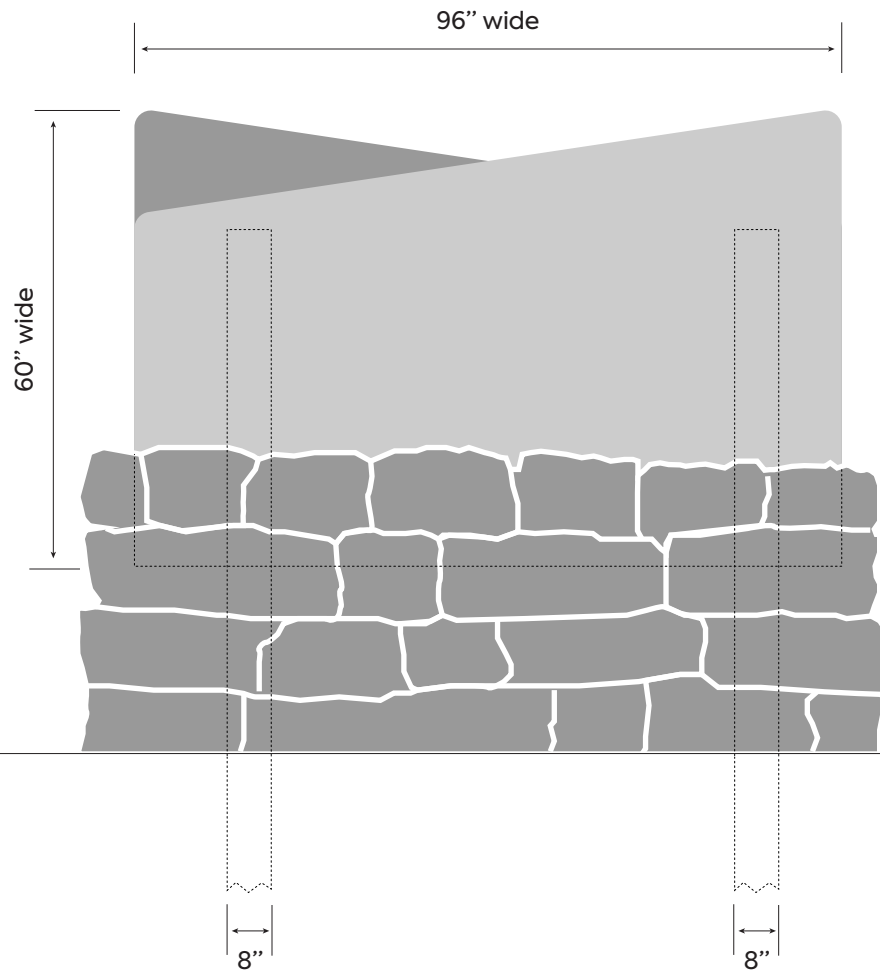
Wood Backing

Width: 8" x 2"
Height: 86"

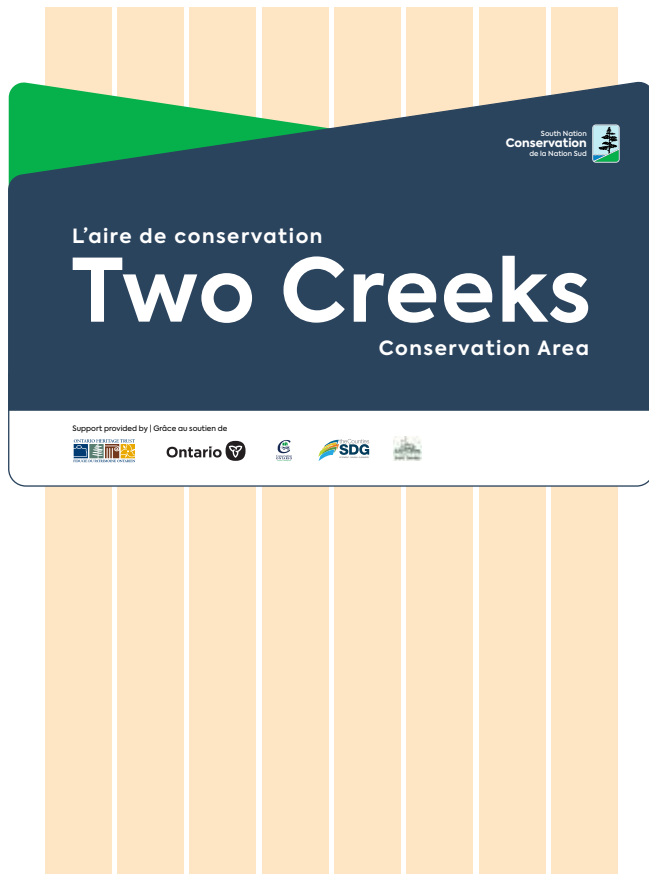




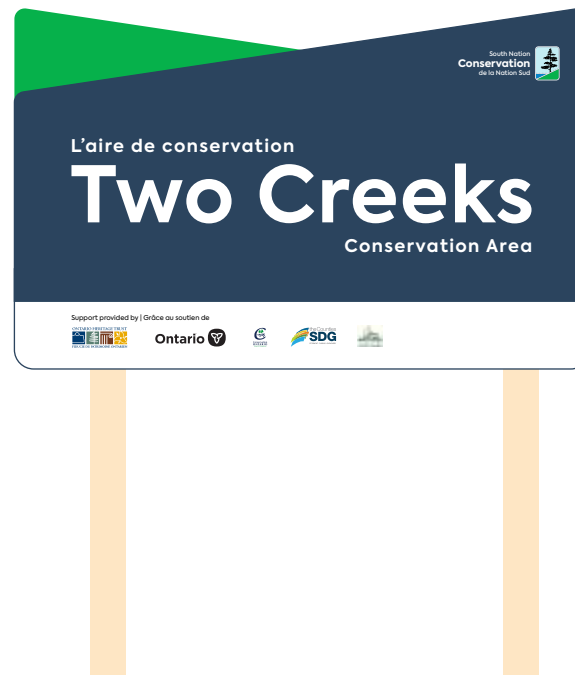
Large Entry Sign with piled rock base



Entry signs



Large Entry Sign



Basic Entry Sign



Medium Entry Sign

Entry signs



Small Entry Sign



Low Entry Sign

Trailhead signs

Trailhead Signs should be present at each main trail entry point at the Conservation Area. Please use the approved templates provided to ensure consistency across all signs.

The Entry Signs are available in the following sizes and formats:

1. **Standard Trailhead Sign**
2. **Kiosk Trailhead Sign**

Each sign template includes a designated white background area for logos. Logos must be placed in the following order, from right to left: Conservation Ontario “C” logo, relevant municipal logo where there is a management agreement in place and where the the property is located, followed by any corresponding partner logos that support the management of the Conservation Area.



Standard Trailhead Sign



Materials

Sign: 3/16 Aluminum Panel with full colour digital print.

Wood Backing: Wood Backing:
8" Cedar or Pressure Treated Post
(leave natural colour). Sign should
be affixed into a garden box that
uses the same type of wood.

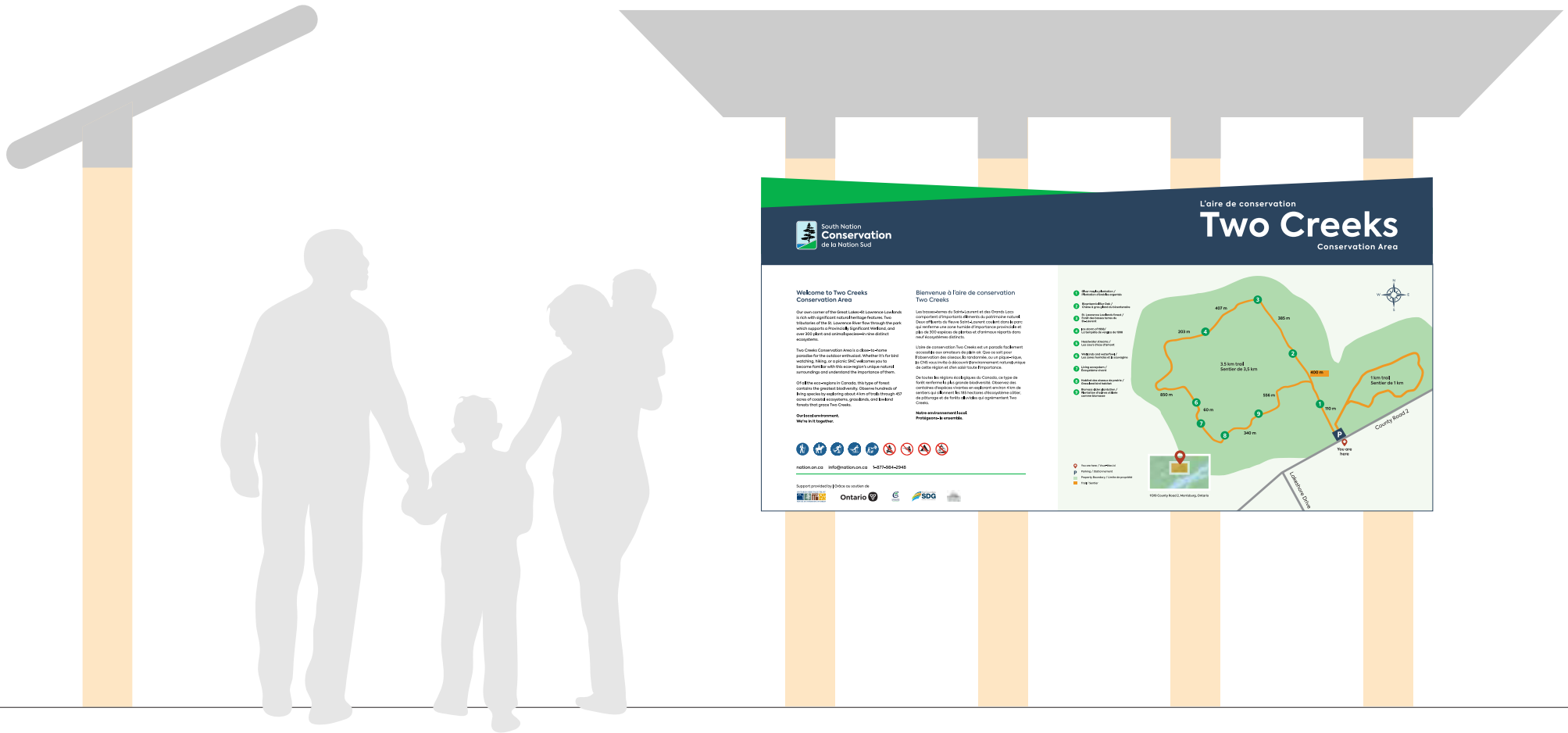
Sign dimensions

Width: 8'
Height: 4"

Post dimensions

Height: 8'

Kiosk Trailhead Sign



Materials

Sign: 3/16 Aluminum Panel with full colour digital print. Sign should be affixed to post with an angled roof.

Sign dimensions

Width: 8'
Height: 4"

Wayfinding signs

Wayfinding Signs should be present in Conservation Areas with trails to ensure that trail users may find their way back to a trail exit point easily. Conservation Areas with longer trails should contain more wayfinding signs (one sign per 0.5 km of trail).

To ensure consistency, please use sign templates provided.

Materials

Sign: 3/16 Aluminum Panel with full colour digital print, rounded edges.

Wood post: 6" Cedar or Pressure Treated Post (leave natural colour).

Sign dimensions

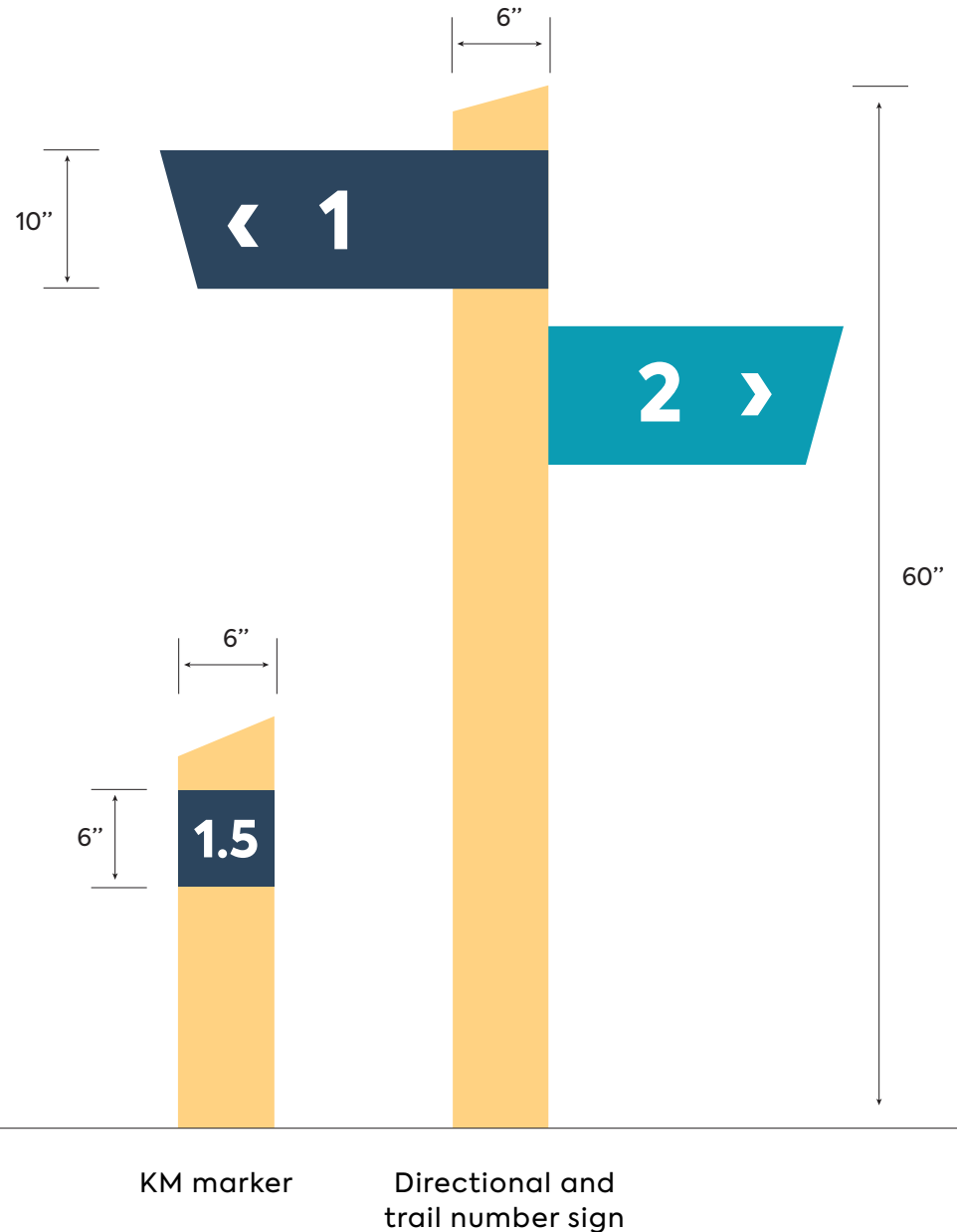
Width: 28"

Height: 10"

Post dimensions

Height: 60"

Width: 1 3/8"



Interpretive signs

Interpretive Signs should be present on all properties where there is interesting historical information, biological features, or any other key facts that could be conveyed to visitors.

Interpretive photographs, icons, or illustrations should be included where possible. Adjustment to the configuration of interpretive signs are permitted to support the media being displayed or the needs of partner organization. To ensure consistency, please use sign templates provided.

Materials

Sign: 3/16 Aluminum Panel with full colour digital print, rounded edges.

Backing: Galvanized u-channel sign post.

Sign dimensions

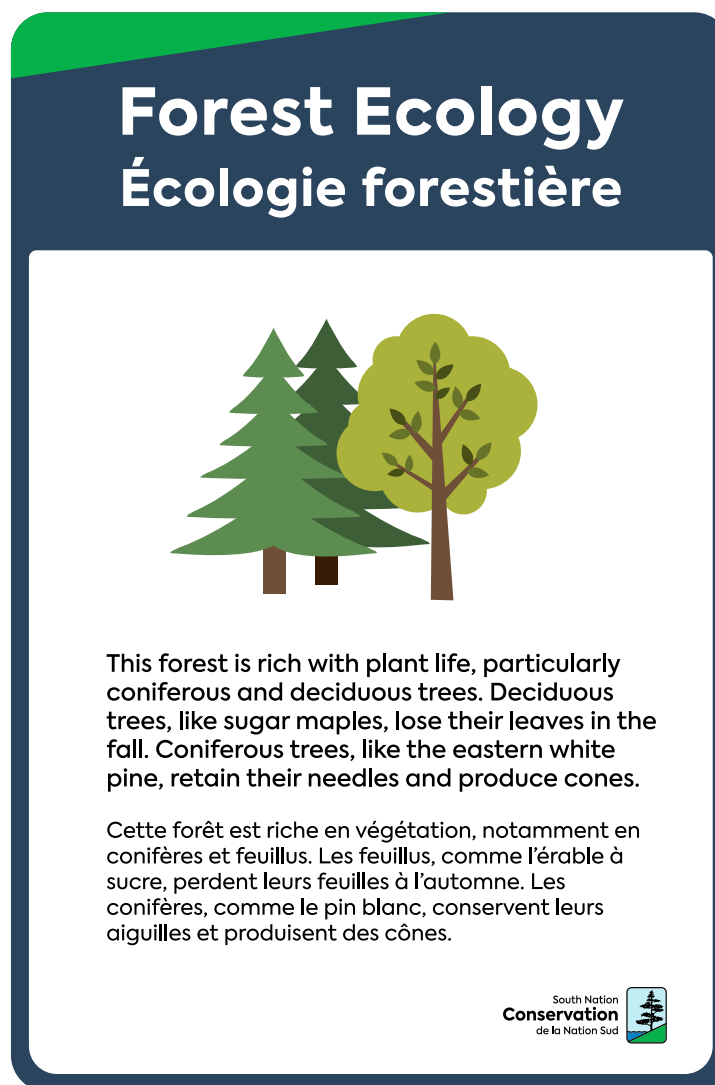
Width: 18"

Height: 24"

Post dimensions

Height: 72"

Width: 1 3/8"



Large interpretive signs



Materials

Sign: 3/16 Aluminum Panel with full colour digital print. Sign should be affixed to custom metal base .

Sign dimensions

Width: 36"
Height: 26"

Information signs

Information Signs should be present on all properties where there is important information that needs to be conveyed to visitors.

To ensure consistency, please use sign templates provided.

Materials

Sign: 3/16 Aluminum Panel with full colour digital print, rounded edges.

Backing: Galvanized u-channel sign post.

Sign dimensions

Width: 18"

Height: 24"

Post dimensions

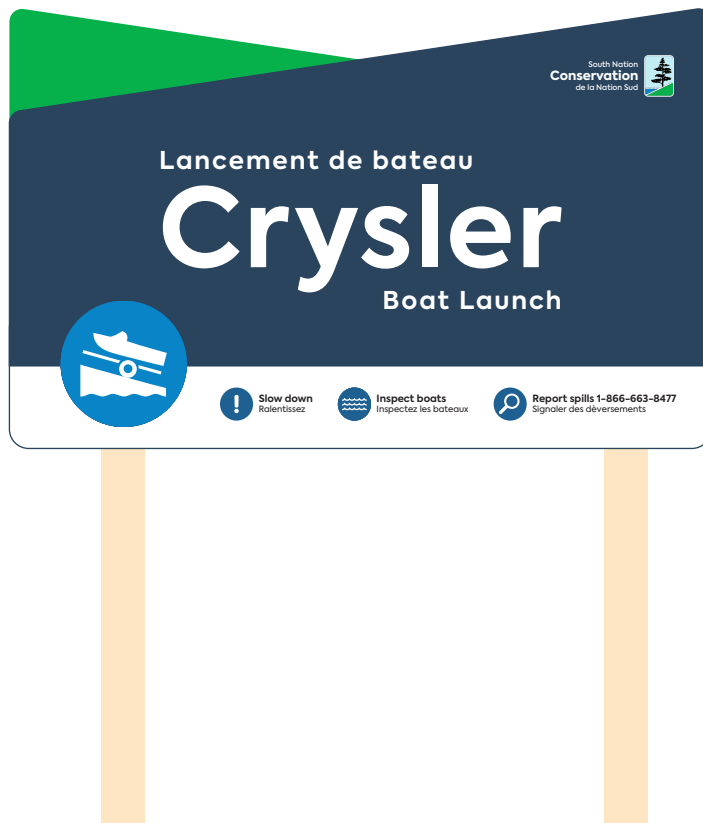
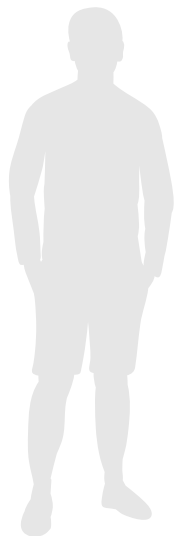
Height: 72"

Width: 1 3/8"

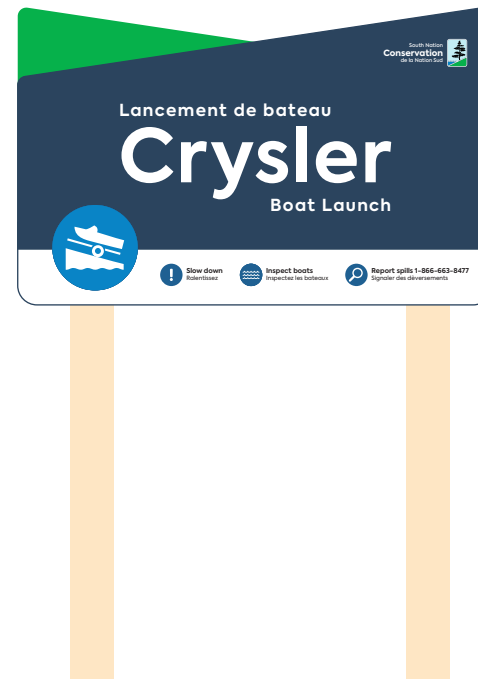


Boat Launch signs

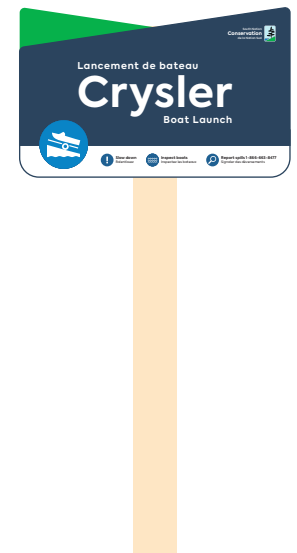
Boat Launch Signs are placed at all boat launching docks on SNC properties. To ensure consistency, please use sign templates provided.



Large Boat Launch Sign



Medium Boat Launch Sign



Small Boat Launch Sign



 Chesterville Dam

Regulatory signs

Permitted and prohibited-use signs

Permitted and Prohibited-Use Signs are placed at the entry points to all SNC properties. The prohibited and permitted use section should be contained within a bounding box

Icons for these signs can be found on Page 9 of the Sign Design Guide (Permitted and Prohibited Use icons) and will vary from property to property. To ensure consistency, please use sign templates provided.

Materials

Sign: 3/16 Aluminum Panel with full colour digital print, rounded edges.

Backing: Galvanized u-channel sign post.

Sign dimensions

Width: 18"

Height: 24"

Post dimensions

Height: 72"

Width: 1 3/8"



Cautionary signs

Cautionary Signs are placed at the entry points to all SNC Conservation Area trails. Information should always contain both French and English translations. Photographs should be used to display ticks/ poisonous plants, and icons should be to emphasize ways in which trails users can protect themselves. Depending on the nature and legislative requirements of the sign or information being displayed, the colours of the cautionary or warning message may be displayed over yellow, orange, or red, based on the Design Standard for the Federal Identity Program.

Materials

Sign: 3/16 Aluminum Panel with full colour digital print, rounded edges.

Backing: Galvanized u-channel sign post.

Sign dimensions

Width: 18"

Height: 24"

Post dimensions

Height: 72"

Width: 1 3/8"



Regulatory signs

To ensure compliance with regulations, and to maintain clarity and recognition, standard off-the-shelf regulatory signs from a certified supplier must be used. This approach ensures consistency, adherence to legal requirements, and provides the most cost-effective method for obtaining such signs.



DANGER SIGNS: DAM AND WATERWAY SIGNS

Materials

Dam Warning signage should:

1. Be constructed of aluminum material;
2. Have a safety radius for the corners of the sign; and
3. Be visibility enhanced in low-light conditions, through reflective background and lettering.

Sign colours

1. Red colour should be similar to Pantone 485 Red
2. Yellow colour should be similar to Pantone 123 Yellow

Format

Sign format should be consistent with Public Safety for Dam Owners Guidelines.

Source: Ontario Ministry of Natural ReSources, (2011, August). Public safety for dam owners, <https://www.ontario.ca/page/public-safety-dam-owners>.

Message

Messaging should be clear and effective by following these standards:

- Where there is a potential danger of critical injury or death, dam owners should place red Danger signs on waterways immediately upstream and downstream of a structure.
- Signs should convey a clear message, denoting the hazard and the action to be taken (e.g. Dam Ahead – Keep Out, in advance of the hazard to enable a boater to react accordingly).

- In the event that a hazard or action identified at a site differs from the hazards and associated actions described in the signage examples, below a message text should be developed to accurately reflect the site specific hazard and required action.
- Signs should meet the language requirements under the French Language Services Act (Provincial).





 Spencerville