

Formatted Sign Templates and Specifications

Template #1



Template #2







Template #3






Template #4



 3M 3630-49
 pantone 188C
 3M 3630-33
 no pantone available

 3M 3630-87
 pantone 274C
 3M-3630-22
 no pantone available

 3M 3630-246
 pantone 322C
 3M 3630-25
 pantone 123C

 3M 3630-126
 pantone 3435C

Template #5



Template #6



Template #7



Template #8



- 3M 3630-49
pantone 188C
- 3M 3630-33
no pantone available

- 3M 3630-87
pantone 274C
- 3M-3630-22
no pantone available

- 3M 3630-246
pantone 322C
- 3M 3630-25
pantone 123C

- 3M 3630-126
pantone 3435C

Template #9



Template #10







Template #11




Template #12



 3M 3630-49
 pantone 188C
 3M 3630-33
 no pantone available

 3M 3630-87
 pantone 274C
 3M-3630-22
 no pantone available

 3M 3630-246
 pantone 322C
 3M 3630-25
 pantone 123C

 3M 3630-126
 pantone 3435C

Template #13



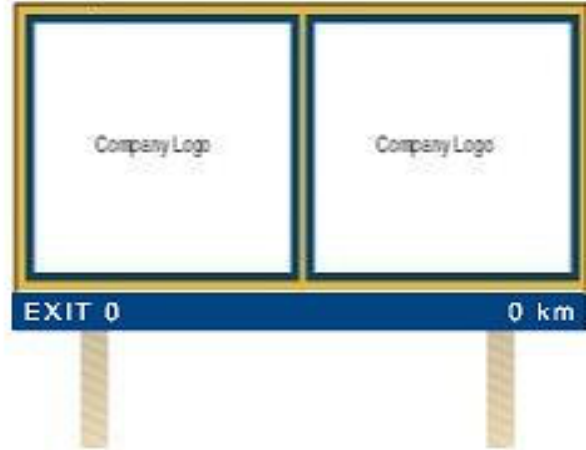
Template #14







Template #15




Template #16



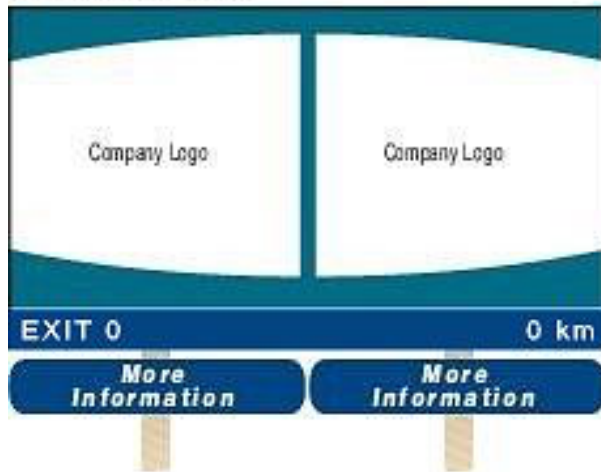
-  3M 3630-49
pantone 188C
-  3M 3630-33
no pantone available

-  3M 3630-87
pantone 274C
-  3M-3630-22
no pantone available

-  3M 3630-246
pantone 322C
-  3M 3630-25
pantone 123C

-  3M 3630-126
pantone 3435C

Template #17



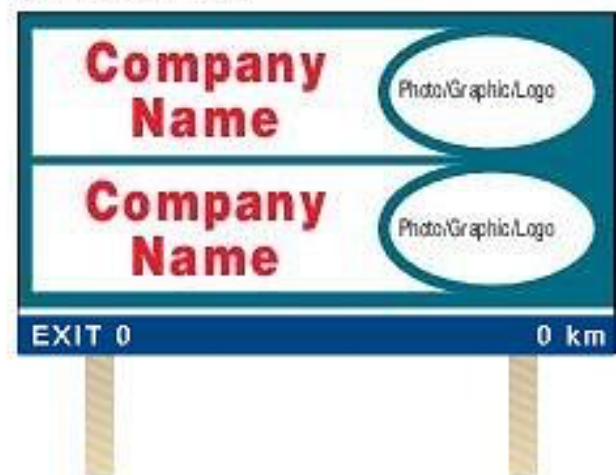
Template #18







Template #19






Template #20



-  3M 3630-49
pantone 188C
-  3M 3630-33
no pantone available

-  3M 3630-87
pantone 274C
-  3M-3630-22
no pantone available

-  3M 3630-246
pantone 322C
-  3M 3630-25
pantone 123C

-  3M 3630-126
pantone 3435C

<p>Sign Face</p>	<ul style="list-style-type: none"> • the height must be between 50% and 75% of the width of the sign • maximum size to be 65 sq. metres (700 sq. feet) • face to be constructed of Crezon, Dibond, vinyl banner or a comparable product. The “More Information” bar may be Coroplast of ¼” thickness or greater • graphics and lettering must be applied in vinyl (3M Vinyl or comparable) • graphics are to be computer generated • signs are not to be hand-painted • vinyl is not to be hand-cut
<p>Lettering</p>	<ul style="list-style-type: none"> • words to be mixed case lettering as opposed to all upper or all lower case letters • company name – preferred letter size for upper case letters = 50 cm (20”)* • company name – preferred letter size for lower case letters = 38 cm (15”)* • company name– minimum size for upper case letters = 36 cm (14”)* • company name – minimum size for lower case letters = 25 cm (10”)* • additional information – minimum letter size for upper case letters = 33 cm (13”) • additional information – minimum letter size for lower case letters = 25 cm (10”) • exit bar information – minimum letter size for upper case letter = 33 cm (13”) (note: the word EXIT, it is to be written in upper case letters). • exit bar information – minimum letter size for lower case letter = 25 cm (10”) • more information bar – minimum letter size for upper case letters = 33 cm (13”) • more information bar -minimum letter size for lower case letters = 25 cm (10”) • font choice: 95 Helvetica Black, Clearview, Series E(M), or Interstate, • no bold or italics • a maximum of 10 words, including the exit bar, words in logos, and phone or street numbers, etc. on templates 1, 4, 6, 7, 8, 9, 12, 14, 16, 17, 18, 19 and, 20. • a maximum of 12 words, including the exit bar, words in logos, and phone or street numbers, etc. on templates 2, 3, 5, 10, 11, 13 and 15. <p>*Alternate specifications for letter size may be considered when the company name is a nationally recognized logo. To qualify as a nationally recognized logo, the business must: have a distinguishable brand logo that is nationally distributed and marketed and be registered in the Canadian Trade-marks Database (Canadian Intellectual Property Office).</p>
<p>Spacing</p>	<ul style="list-style-type: none"> • letter spacing shall be 25% - 30% of the letter height • line spacing = height of lower case letter

Images	<ul style="list-style-type: none"> • no more than two images • images include company logos, photographs or any image, drawing or representation • height to be a minimum of 90 cm (36") • there are no colour restrictions for logos or images
Colours	<ul style="list-style-type: none"> • minimum of 50% contrast between sign letter and background colour (ex. red or black on white) • seven specified colours for use in signage templates • 3M Translucent Films over Reflective Films is recommended for formatted highway signs. • 3M Colour Breakdown for Templates (or comparable to these 3M colours) <ul style="list-style-type: none"> • Black: 3630-22 - no pantone available • Burgundy: 3630-49 - pantone 188C • Red: 3630-33 - no pantone available • Teal Green: 3630-246 - pantone 322C • Dark Emerald Green: 3630-126 - pantone 343C • Sunflower: 3630-25 - pantone 123C • Royal Blue: 3630-87 - pantone 274C
EXIT bar	<ul style="list-style-type: none"> • the exit bar is standard across all templates • exit bar height minimum 50 cm (20") • exit bar length must be equal to the length of the sign • exit bar must be attached to the sign face (no space between) • exit bar colours – only white text on specified royal blue background • the word EXIT is the only word on the sign which must be in upper case letters • only directional information may be included on the exit bar, i.e. "EXIT 3," "10 km," or "next right," etc. • exit numbers must be justified left and distances must be justified right
More Information bar(s)	<ul style="list-style-type: none"> • must be located at least 25 cm (10") below the exit bar • must not be longer than the sign face • minimum height 50 cm (20") • maximum of 2 more information bars • may only contain secondary information (text or tabs) • minimum space between more information bars is 25 cm (10") • may only contain one line of copy per more information bar • may be round or square ended

Tabs	<ul style="list-style-type: none"> • tab size minimum – 75 cm x 75 cm (30" x 30") • number of tabs to be determined by sign size, to a maximum of 5 • tabs are not permitted on the sign face, but are to be attached to the sign post or if more than one symbol is used, placed on a more information bar • any tab may be used; however it is recommended whenever possible, tabs consistent with those used by DTI be employed to promote consistency, awareness, and recognition
Posts	<ul style="list-style-type: none"> • shall be sufficient in number and size so as not to require bracing (aluminum recommended) • may not protrude over the top of the sign • must be installed to a depth as to be below the frost line
Sign Structure	<ul style="list-style-type: none"> • bottom of sign face must be a minimum of 2.4 m (8 ft.) over ground (exemptions may be granted on a case-by-case basis, i.e. if the sign is located on a high elevation) • panels should be mounted on a galvanized metal structure (angle or tubing)
Language	<ul style="list-style-type: none"> • language of choice is up to the applicant and may be bilingual
Two Specific Interests on One Sign	<ul style="list-style-type: none"> • a maximum of two companies may advertise on one sign using the designated two-specific interest templates • additional information per company is limited • all maximum requirements in these guidelines are for one or two company signs, i.e., the maximum of 10-12 words per sign must be shared by the two companies and the maximum of more information bars must be shared by the two companies • both companies must be located off the same Exit • both companies must be within 60 km of the sign
Other	<ul style="list-style-type: none"> • border designs on the sign face are optional • border designs are not permitted on the "Exit" bar or the more information bar • portions of signs may be covered, i.e., if the facility is closed for winter • illumination is permitted as long as any lighting is directed at the sign and does not interfere with traffic in either direction

Maintenance of Signs	<ul style="list-style-type: none">• The life-long maintenance of the sign is the responsibility of the operator and the operator should consider wind load, types of posts, depth of post embedment, material and paint used on the sign face, etc. as part of the overall integrity of the sign and sign structure. DOT reserves the right to ask operators to remove or repair any signs found to be in disrepair.
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Please Note: You must obtain approval from Transportation & Infrastructure (DTI) before making any changes to a sign face that has already been approved.

If something is added to the sign or the sign design changes in any way, including changes to the “More Information Bar(s)” or changes to the letter heights, etc. you will be required to obtain approval from Transportation & Infrastructure.

Approval will be based on any revised design specifications. Failure to obtain approval from Transportation & Infrastructure before making any changes, additions or deletions to this approved sign face may result in your permit being cancelled by DTI and consequently, the removal of your commercial sign.