

Supplementary Service Symbols

Purpose:

- To provide tourism businesses and communities with recognized symbols that may be used in the design of their private signs, Tourist Oriented Directional signs and “Welcome To” signs.
- To give the motorist information on options.

Features:

Supplementary Service Symbol signs are blue in colour for all commercial signs.

Criteria:

What Supplementary Service Symbol signs are used is at the discretion of the business and community, however, they must use the list of recommended/ recognized Supplementary Service Symbol signs (see Appendix A).

Construction and Costs:

Supplementary Service Symbol signs are manufactured, installed, and maintained by the respective sign owner (i.e. private business, community, Department of Transportation and Infrastructure).

Supplementary Service Symbol signs are financed by the respective sign owner based on sign guidelines.

Location:

Supplementary Service Symbol signs may only be used in conjunction with private signs, Tourist Oriented Directional signs and “Welcome TO” signs. No follow up signing is permitted for Supplementary Service Symbol signs.

Restrictions:

Private/ Private Formatted Signs

- One to two Supplementary Service Symbol signs to be installed on sign posts
- Greater than two, up to a maximum of five, must be installed on a more information bar.
- These Supplementary Service Symbol signs may not be used within the design of the sign face.

“Welcome To” Signs

- One to two Supplementary Service Symbol signs to be installed on sign posts
- Greater than two, up to a maximum of five, must be installed on a more information bar.
- These Supplementary Service Symbol signs may not be used within the design of the sign face.

TODs – Attraction signs on Major Highways

Size depending on message but the sign may include up to five Supplementary Service Symbol signs, which must be included within the sign face design.

12X8 sign – May include up to two Supplementary Service Symbol signs, which must be installed on the sign posts and may NOT be used within the design of the sign face.

TODs – Attraction signs on Secondary Highways

8X4 sign– May include up to two Supplementary Service Symbol signs, which must be installed on the sign posts and may NOT be used within the design of the sign face.

It is in the best interest of the business and/ or community to choose Supplementary Service Symbols that best represent their business and the services offered by the businesses within the community.

The Supplementary Service Symbol signs may also include the major and secondary service symbol signs (for which there are criteria, however are not listed below).

For more information regarding business eligibility or to request a service symbol, please contact the Department of Transportation and Infrastructure by email at commercial.signs@gnb.ca

List of Supplementary Service Symbols:

Access to People with Disabilities



Auto Repair



Berry Wine Producer



Bicycle



Car Racing Track



Currency Exchange



Fuel – Diesel



Gift Shop



Groceries



Guest Ranch



Guided Tour



Horseback Riding



Kayaking



Library



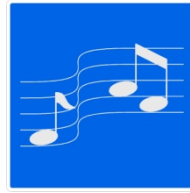
Microbrewery



Motorhome Friendly



Music



Produce Picking



Propane



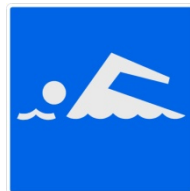
Pharmacy



Snowmobile



Swimming



Theatre



Trailer Pump-Out



Washrooms



Waterslide



Wireless Access Point

