

Tourism Prince Rupert Signage Style Guide

August 2022 • Version 2.0



PRINCE RUPERT
DISCOVER OUR NATURE

Style Guide Overview

Sandblasted Cedar Artwork



District Colour Palette



Typography

Sombra

District Region

Manrope

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456890

→ ↗ ↑ ↖

Map Style



District Map Style

The Prince Rupert Maps are designed to be legible, usable, and to convey the character of Prince Rupert.

Pointer lines

- Used when space is limited to connect labels to locations on the map

You Are Here

- Red arrow marker indicates location of sign
- The 'You Are Here' block's position can be adjusted in order to avoid covering information on the map
- When placed on a red background (eg. Historic Downtown District), outline the arrow marker and block in white

Out of Frame Locations

- Indicated with an arrow, text, and relevant icons



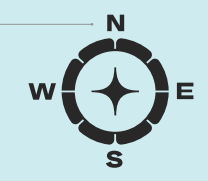
Cow Bay & Waterfront Kiosk Map shown below

Kaien Island Mini Map

- Red marker indicates location of sign
- Can be removed on smaller map where space is limited



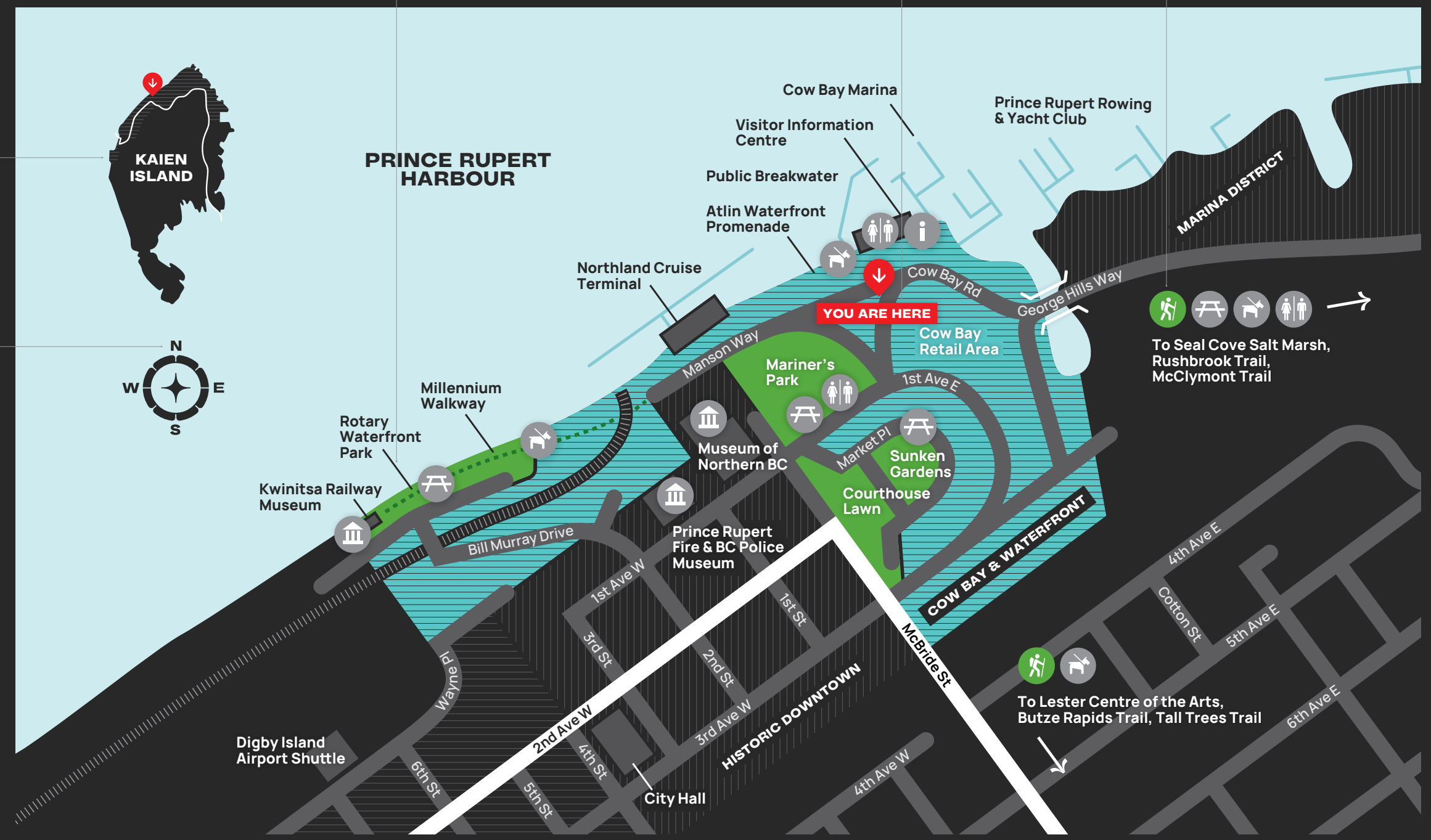
Prince Rupert Compass



MAP KEY

Road		Road Name St
Main road		Main Road Ave
Rail		
Trail		
Trail (Seal Cove only)		
Building		
Bridge		
Dock		

	DISTRICT HIGHLIGHT
	DISTRICT
	Park
	Ocean



Map Iconography

Our icons are intended to convey information quickly and clearly. A consistent style should be maintained when creating any new icons.



Walking



Washroom



Museum



Pet walking trail



Hiking



Visitor information centre



Lookout



Rest area



Garbage



Parking

District Colours

Pantone colours have been selected to represent each of Prince Rupert's districts. Depending of the material used, different PMS codes have been specified to ensure the best match across different substrates.

	Powder-Coated Applications (eg. Kiosks)	Vinyl Applications (eg. Info Maps)
COW BAY & WATERFRONT	PMS 325 C	PMS 325 C
HISTORIC DOWNTOWN	PMS 1785 C	PMS 1785 C
MARINA DISTRICT	PMS 115 C	PMS Medium Yellow C
MIDTOWN	PMS 2414 C	PMS 339 C
SEAL COVE	PMS 2073 C	

A 70% Light Reflectance Value (LRV) contrast between sign text and background colours is considered an ideal guideline to follow when evaluating colour and finish options. LRV calculator:

<https://asisignage.com/doc-resource/lrv-calculator/>

Typography

Our two typefaces (Sombra and Manrope) allow for clear and consistent communication at all sizes.

Sombra – Districts, harbours

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
012345689

Manrope – Roads, labels, directions, facilities

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
012345689

Signage Layout Principles

Principles have been established to help keep layouts clear and consistent across all applications.

Prince Rupert + District Name Block

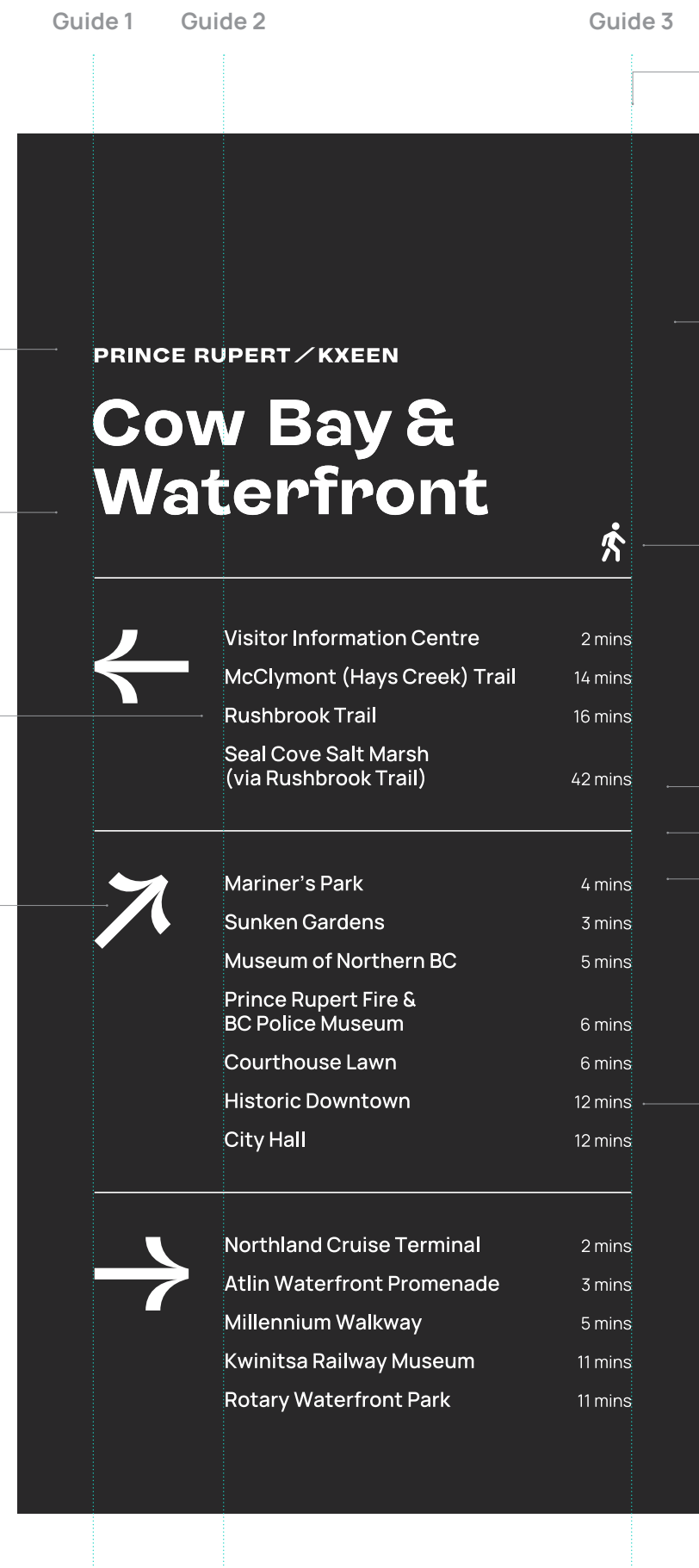
- Left-aligned with Guide 1
- Move upwards if incorporating artwork between district name and locations

Location names

- Left-aligned to Guide 2
- Evenly spaced vertically

Arrows

- Left-aligned with Guide 1
- Pedestrians should never be directed to facilities that are behind them. Instead, forwards, left, right and 45 degree angles are preferred



Side margins

- For rectangular applications, use even spacing on both sides
- For applications where information is contained within a curved shape, add more space on the curved side

Background Colour

- Same colour as city district
- Ensure adequate colour contrast between background and text

Walking Icon

Section Spacing

- Sections are separated by a line
- Optically balanced vertical spacing on both sides of the line
- Spacing should be larger than the spacing between locations

Walking Times

- Right-aligned with Guide 3
- Aligned to baseline of corresponding location name. When location name is on multiple lines, align times to bottom line
- Walking time information has been used rather than distances. This is designed to make walking to destinations more relatable, as distances are often misunderstood.
- Walking times are based on the following equation:

80 metres distance = 1 minute walking

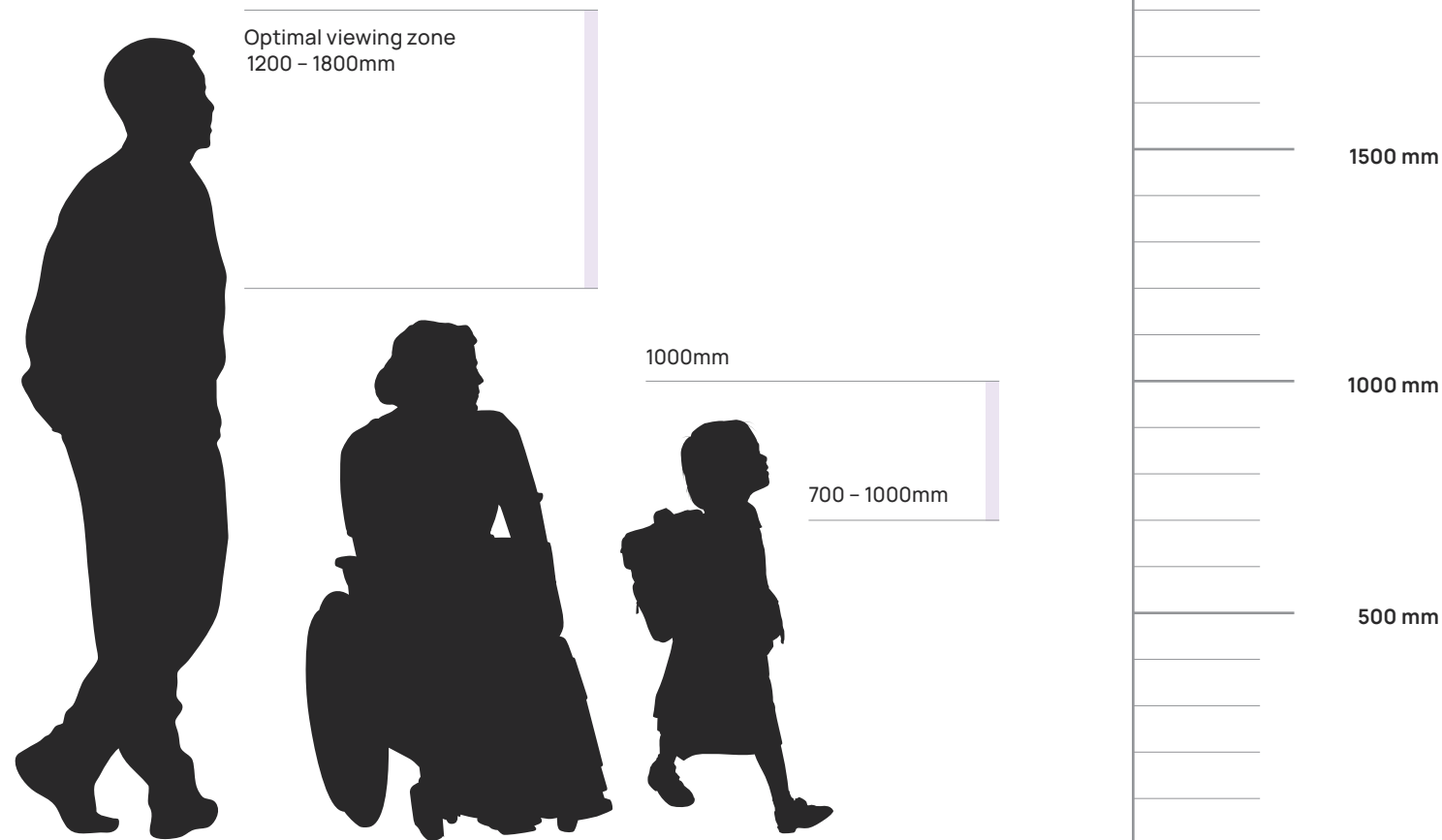
In rare instances where it would take longer than one hour to walk to a location, a distance (in km) may be used instead of a time

Optimal Viewing Area + Type Size

Optimal viewing considerations have informed the design of our signage, and should be taken into account when developing future signage.

OPTIMAL VIEWING HEIGHTS

Signage has been designed to maximize the optimum viewing zone of 1220mm – 1800mm high.



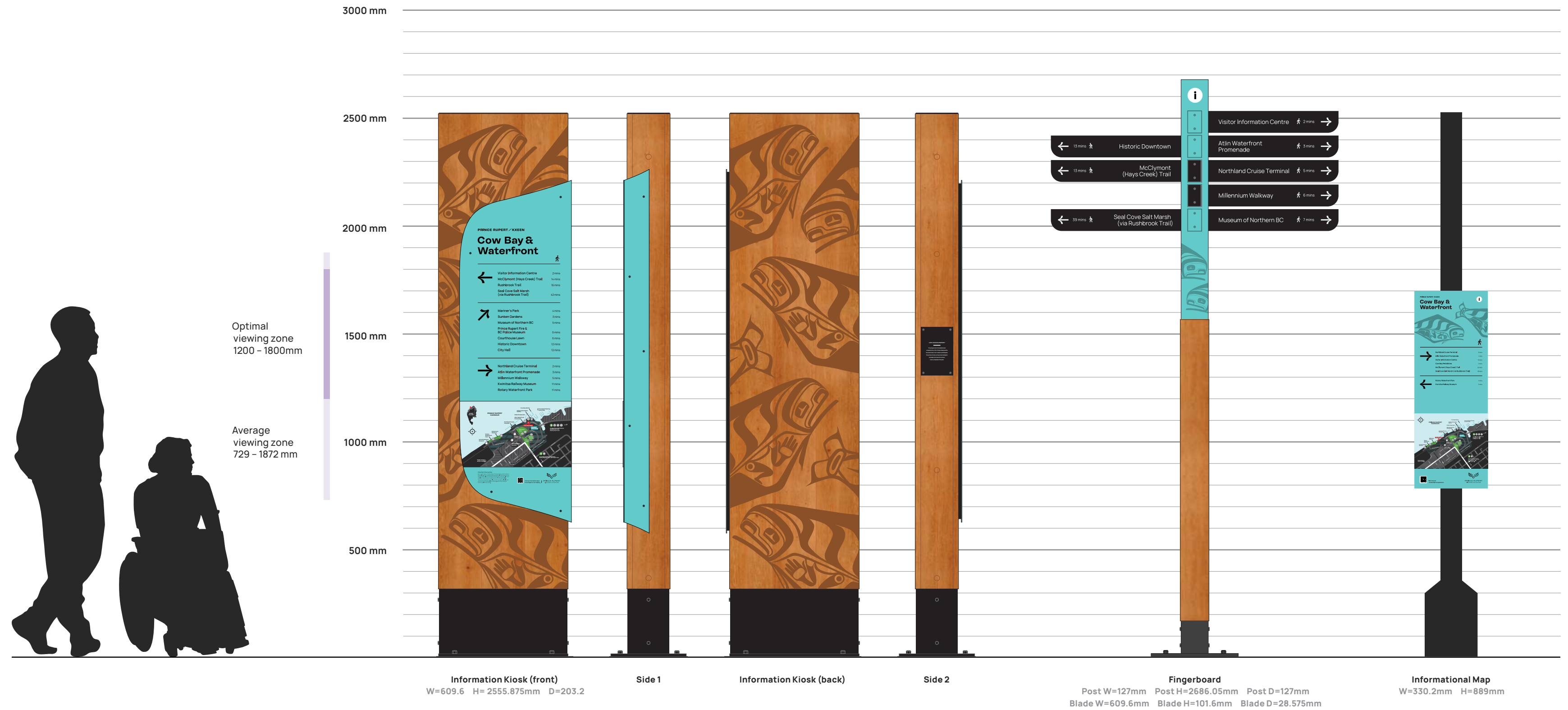
PEDESTRIAN VIEWING DISTANCES

The table below is a guide to ideal text height at each viewing distance.

Required Viewing Distance	Minimum Height of Letters
2 meters	6 millimetres
4 meters	12 millimetres
6 meters	20 millimetres
8 meters	25 millimetres
12 meters	40 millimetres
15 meters	50 millimetres
25 meters	80 millimetres
35 meters	100 millimetres
40 meters	130 millimetres
50 meters	150 millimetres

Signage Overview

Overview of the Prince Rupert signage system.



Informational Kiosk

Combines cedar wood, powder-coated aluminum, and West Coast art.

Sand Blasted Artwork

- Each district has its own unique artwork
- Sandblasting continues behind panel

Cedar Monolith

W=609.6mm H=2235.2mm D=203.2mm

Powder-Coated Aluminum Panel

W=526.263mm H=1614.119mm

- Right side of panel wraps around the side, with a 90 degree bend

Map

- Printed vinyl applied to aluminum panel

Additional Info

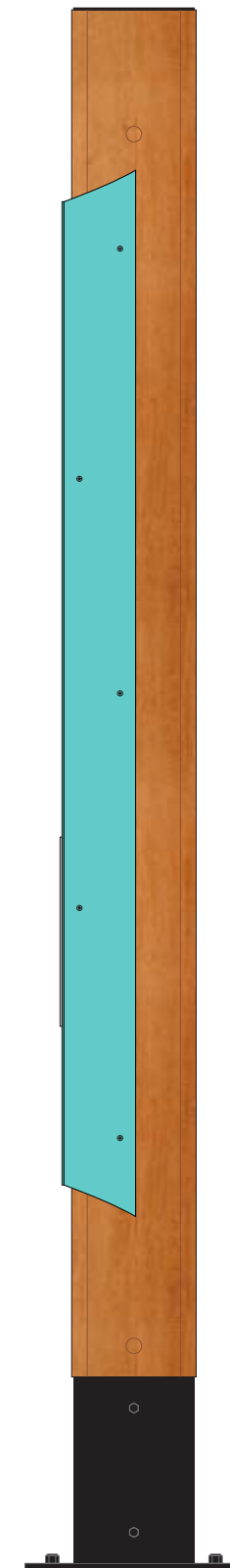
- Artist description, QR code, Prince Rupert Tourism logo

Powder-Coated Aluminum Base Plate

H=304.8mm



Information Kiosk (front)



Side 1



Information Kiosk (back)



Side 2

Land Acknowledgment Panel

W=127 H=203.2mm

Informational Kiosk Designs

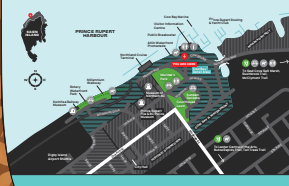
PRINCE RUPERT / KXEEN

Cow Bay & Waterfront

← Visitor Information Centre 2 mins
McClymont (Days Creek) Trail 14 mins
Rushbrook Trail 18 mins
Seal Cove Salt Marsh (via Rushbrook Trail) 42 mins

↗ Mariner's Park 4 mins
Sunken Gardens 3 mins
Museum of Northern BC 5 mins
Prince Rupert Fire & BC Police Museum 6 mins
Courthouse Lawn 6 mins
Historic Downtown 12 mins
City Hall 12 mins

→ Northland Cruise Terminal 2 mins
Atlin Waterfront Promenade 3 mins
Millennium Walkway 5 mins
Kwinitsa Railway Museum 11 mins
Rotary Waterfront Park 11 mins




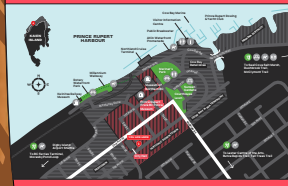
PRINCE RUPERT / KXEEN

Historic Downtown

→ Courthouse Lawn 6 mins
Sunken Gardens 6 mins
Cow Bay Retail Area 17 mins
Visitor Information Centre 12 mins
Atlin Waterfront Promenade 13 mins
Northland Cruise Terminal 14 mins
Millennium Walkway 16 mins
Rushbrook Trail 26 mins
Seal Cove Salt Marsh (via Rushbrook Trail) 62 mins

↑ Airport Shuttle Station 6 mins

← Moresby Pond Loop 22 mins
BC Ferries Terminal 42 mins


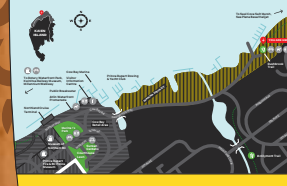


PRINCE RUPERT / KXEEN

Marina

← Cow Bay Retail Area 16 mins
Visitor Information Centre 17 mins
Atlin Waterfront Promenade 18 mins
Northland Cruise Terminal 19 mins
Millennium Walkway 21 mins
Mariner's Park 21 mins
Sunken Gardens 22 mins
Museum of Northern BC 23 mins
Prince Rupert Fire & BC Police Museum 24 mins
Historic Downtown 25 mins
Kwinitsa Railway Museum 29 mins
Rotary Waterfront Park 29 mins

→ Seal Cove Salt Marsh (via Rushbrook Trail) 27 mins
Seaplane Base/Helipad 28 mins




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Midtown

← Historic Downtown 4 mins
City Hall 5 mins
Courthouse Lawn 12 mins
Prince Rupert Fire & BC Police Museum 13 mins
Museum of Northern BC 14 mins
Cow Bay Retail Area 17 mins
Visitor Information Centre 18 mins
Northland Cruise Terminal 18 mins

→ Moresby Pond Loop 14 mins
BC Ferries Terminal 18 mins




PRINCE RUPERT / KXEEN

Seal Cove

↗ Rushbrook Trail 6 mins
Cow Bay (via Rushbrook Trail) 42 mins
Visitor Information Centre 42 mins
Northland Cruise Terminal 45 mins

← Museum of Northern BC 46 mins
Sunken Gardens 48 mins
Historic Downtown 50 mins
Butze Rapids Trail 4.8 km
Tall Trees Trail 4.8 km

→ Seaplane Base/Helipad 5 mins



Fingerboard Signage

Powder-Coated Aluminum Cap

Directional Blades

W=609.6mm
H=101.6mm
D=28.575mm

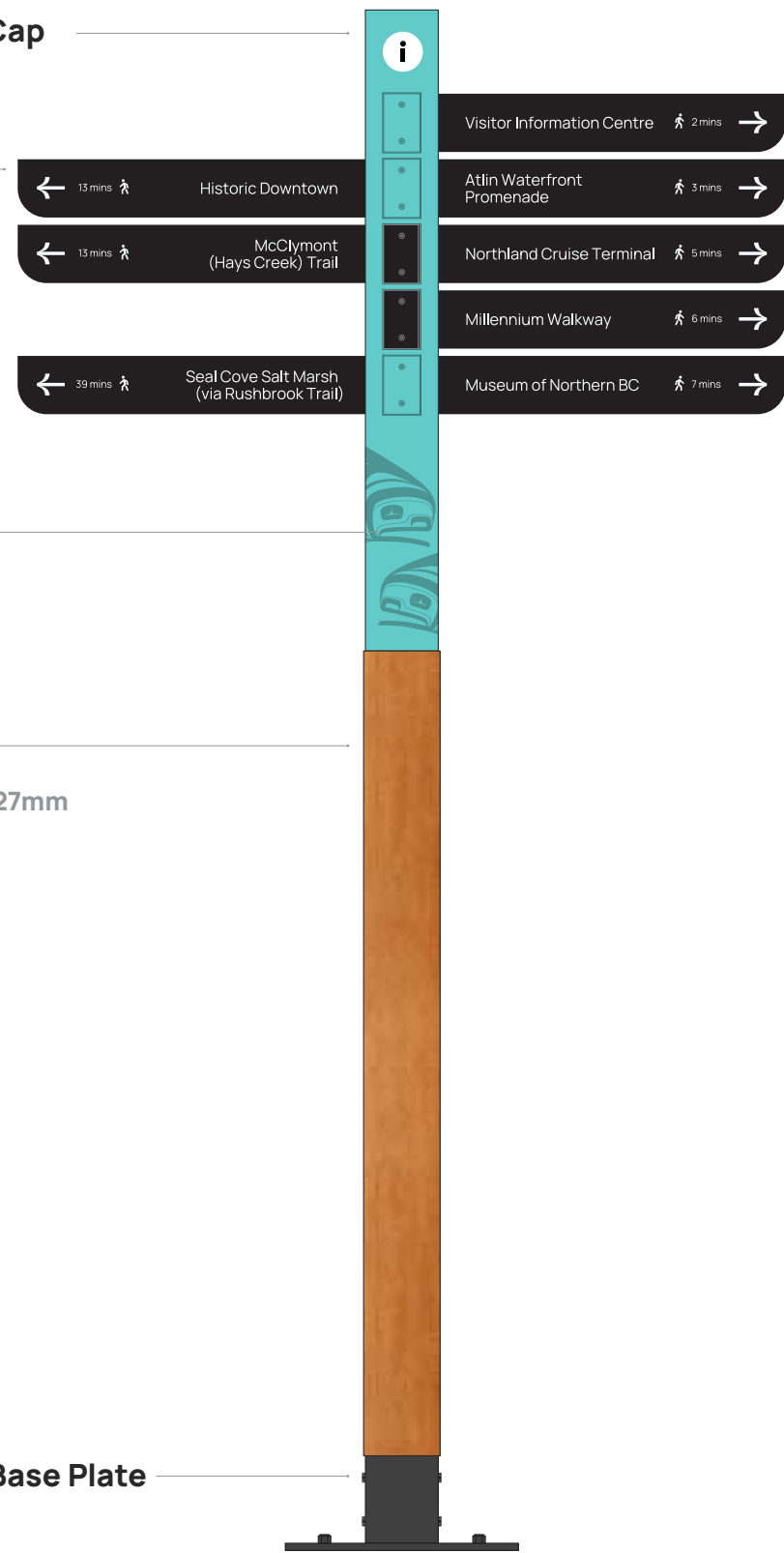
Wrapped Artwork

Square Cedar Post

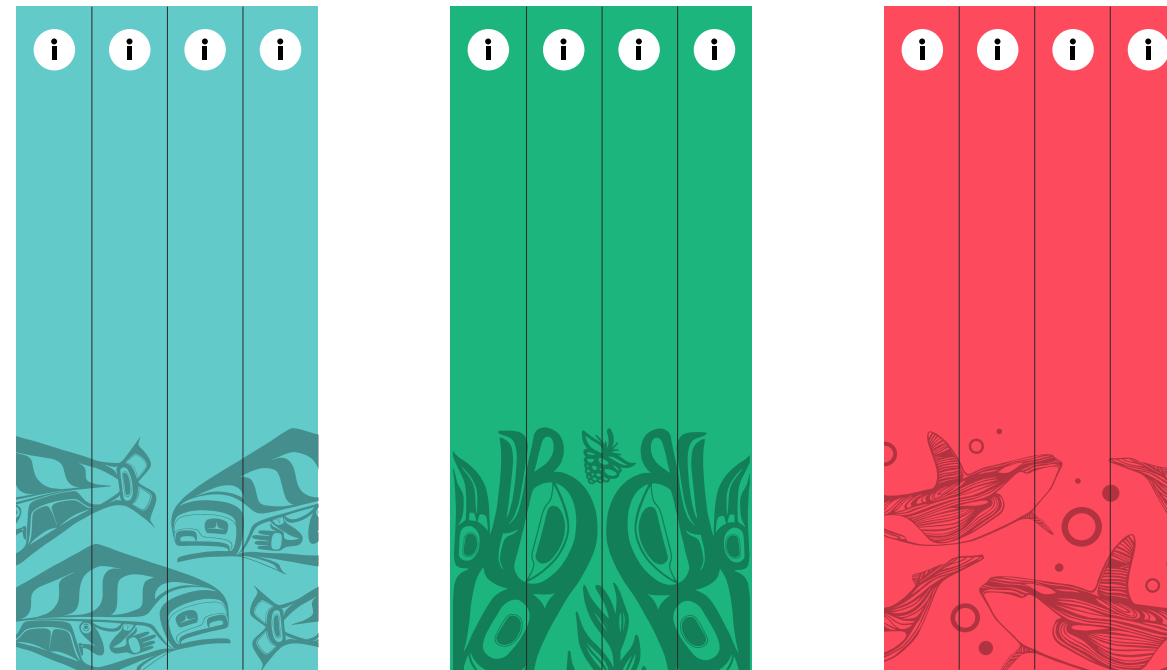
W=127mm H=2686.05mm D=127mm

Powder-Coated Aluminum Base Plate

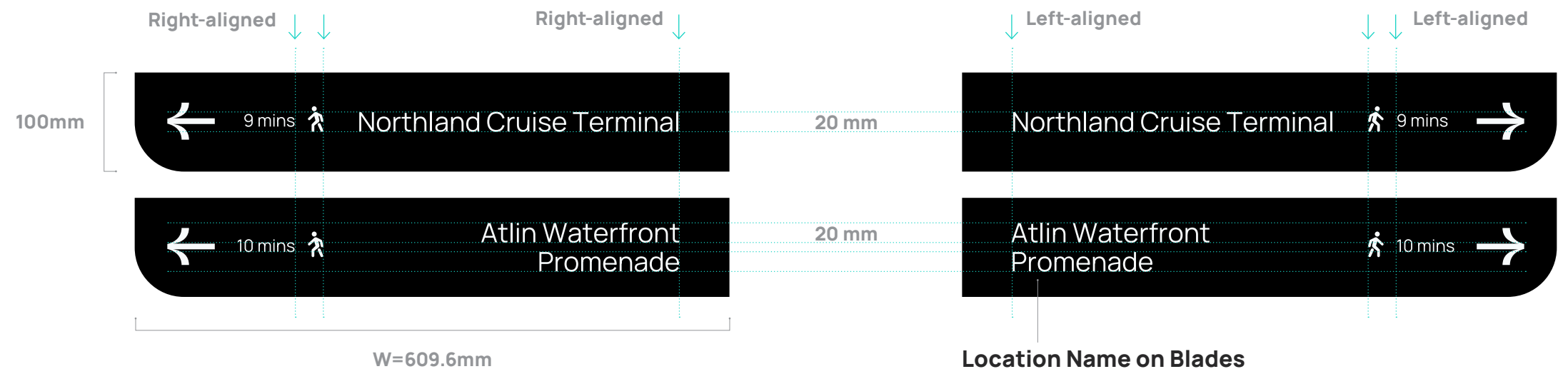
H=152.4mm



FINGERBOARD CAP ARTWORK



FINGERBOARD BLADE LAYOUT GUIDANCE



Location Name on Blades

- When name is on two lines, centre name vertically


Informational Map

Single piece of printed vinyl.

Artwork

PRINCE RUPERT / KXEEN

Cow Bay & Waterfront



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→

Northland Cruise Terminal	6 mins
Atlin Waterfront Promenade	7 mins
Visitor Information Centre	10 mins
Cow Bay Retail Area	11 mins
McClymont (Hays Creek) Trail	22 mins
Seal Cove Salt Marsh (via Rushbrook Trail)	48 mins

←

Rotary Waterfront Park	4 mins
Kwinitsa Railway Museum	5 mins

Map



QR Code



Learn more at
www.visitprincerupert.com




Prince Rupert Logo

Informational Map Designs

PRINCE RUPERT / KXEEN

Cow Bay & Waterfront

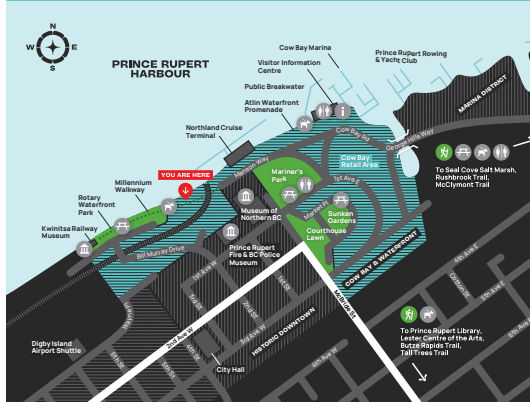


Northward

- Northland Cruise Terminal 6 mins
- Atlin Waterfront Promenade 7 mins
- Visitor Information Centre 10 mins
- Cow Bay Retail Area 11 mins
- McClymont (Hays Creek) Trail 22 mins
- Seal Cove Salt Marsh (via Rushbrook Trail) 48 mins

Southward

- Rotary Waterfront Park 4 mins
- Kwintsa Railway Museum 5 mins

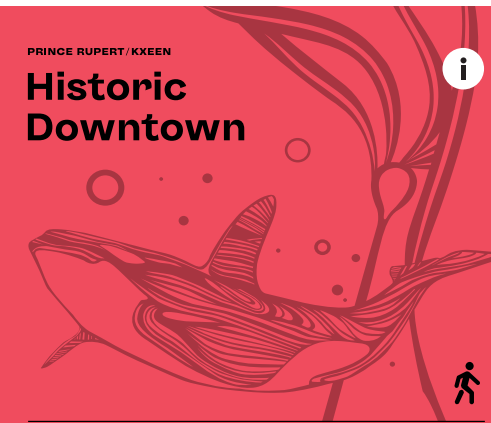


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Historic Downtown



Westward

- Sunken Gardens 7 mins
- Museum of Northern BC 8 mins
- Prince Rupert Fire & BC Police Museum 10 mins
- Cow Bay Retail Area 10 mins
- Atlin Waterfront Promenade 10 mins
- Visitor Information Centre 11 mins
- Millennium Walkway 12 mins
- Seal Cove Salt Marsh (via Rushbrook Trail) 50 mins

Eastward

- Historic Downtown 1 mins
- City Hall 2 mins



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Marina District



Westward

- Cow Bay Retail Area 8 mins
- Visitor Information Centre 9 mins
- Atlin Waterfront Promenade 10 mins
- Northland Cruise Terminal 11 mins
- Millennium Walkway 15 mins
- Mariner's Park 13 mins
- Sunken Gardens 14 mins
- Museum of Northern BC 15 mins
- Prince Rupert Fire & BC Police Museum 16 mins
- Kwintsa Railway Museum 21 mins
- Rotary Waterfront Park 21 mins

Eastward

- McClymont (Hays Creek) Trail 5 mins
- Rushbrook Trail 7 mins
- Seal Cove Salt Marsh (via Rushbrook Trail) 35 mins




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Midtown

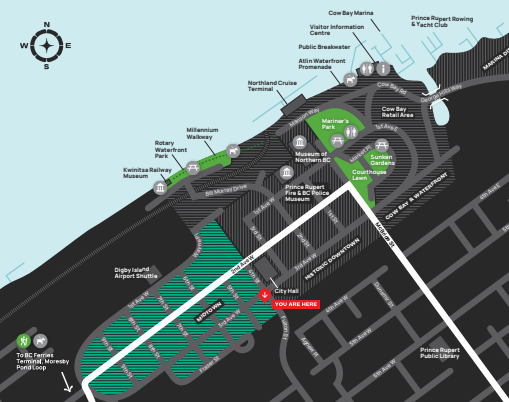


Northward

- Historic Downtown 1 min
- Courthouse Lawn 8 mins
- Sunken Gardens 10 mins
- Cow Bay Retail Area 13 mins
- Visitor Information Centre 14 mins
- Atlin Waterfront Promenade 15 mins
- Northland Cruise Terminal 15 mins

Southward

- Moresby Pond Loop 18 mins
- BC Ferries Terminal 40 mins



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Thank you!



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