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

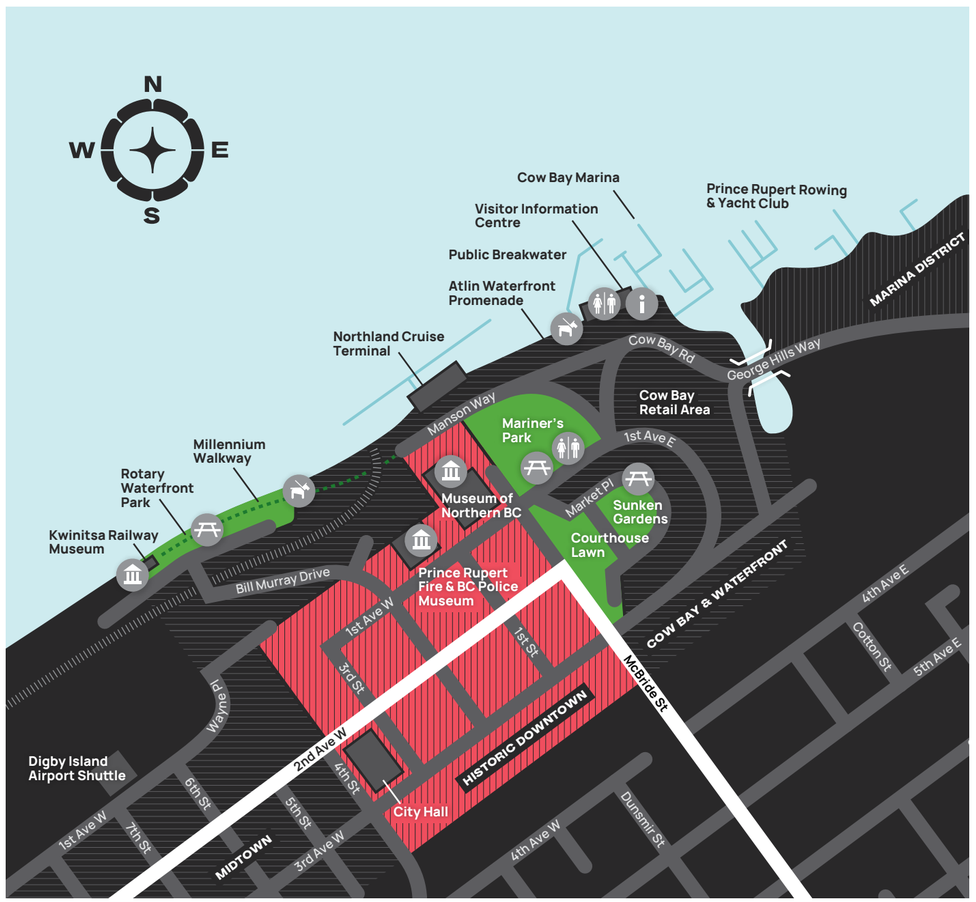
Manrope

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

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

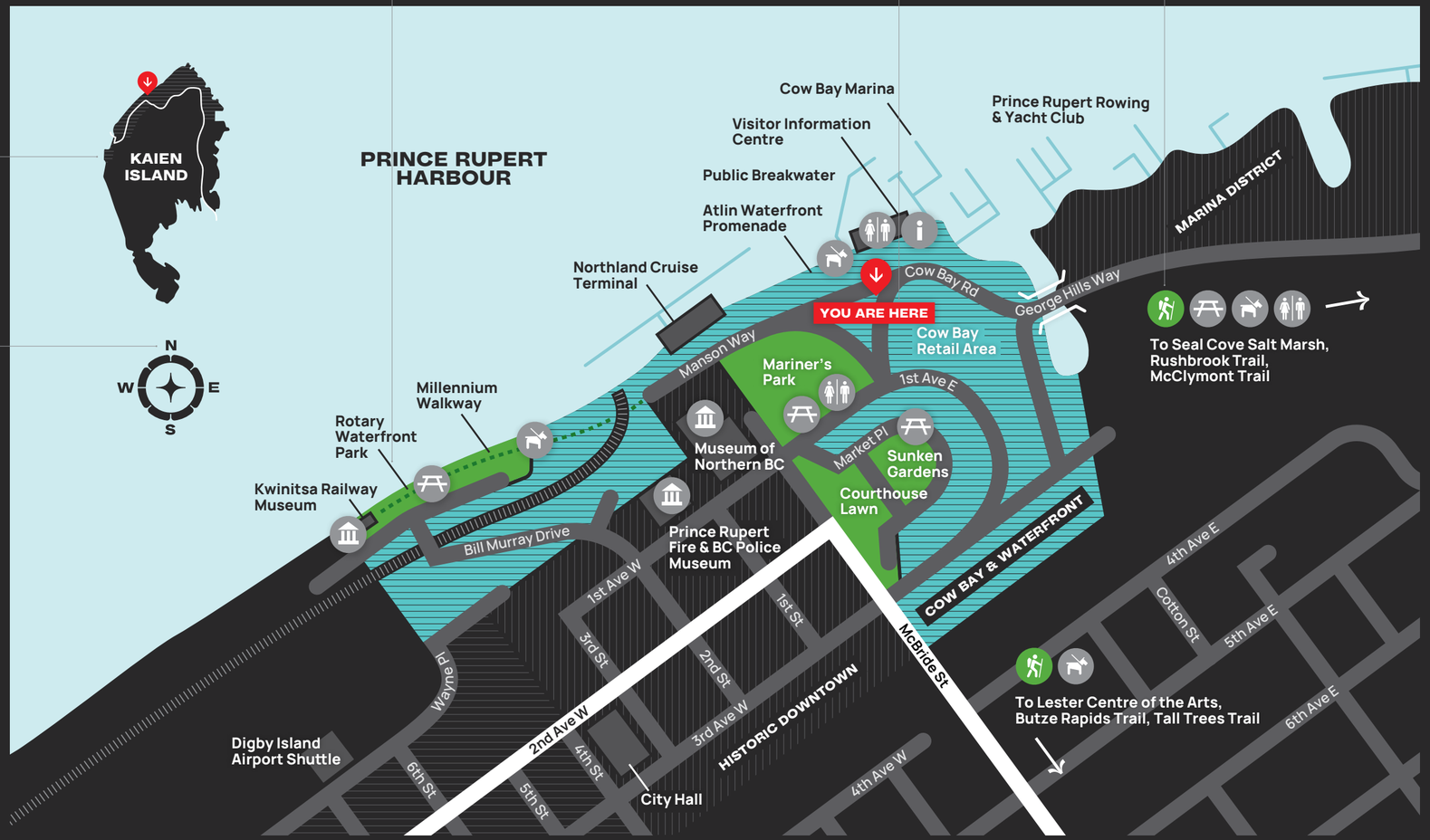
Park

Ocean

YOU ARE HERE

YOU ARE HERE

Cow Bay & Waterfront Kiosk Map shown below



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

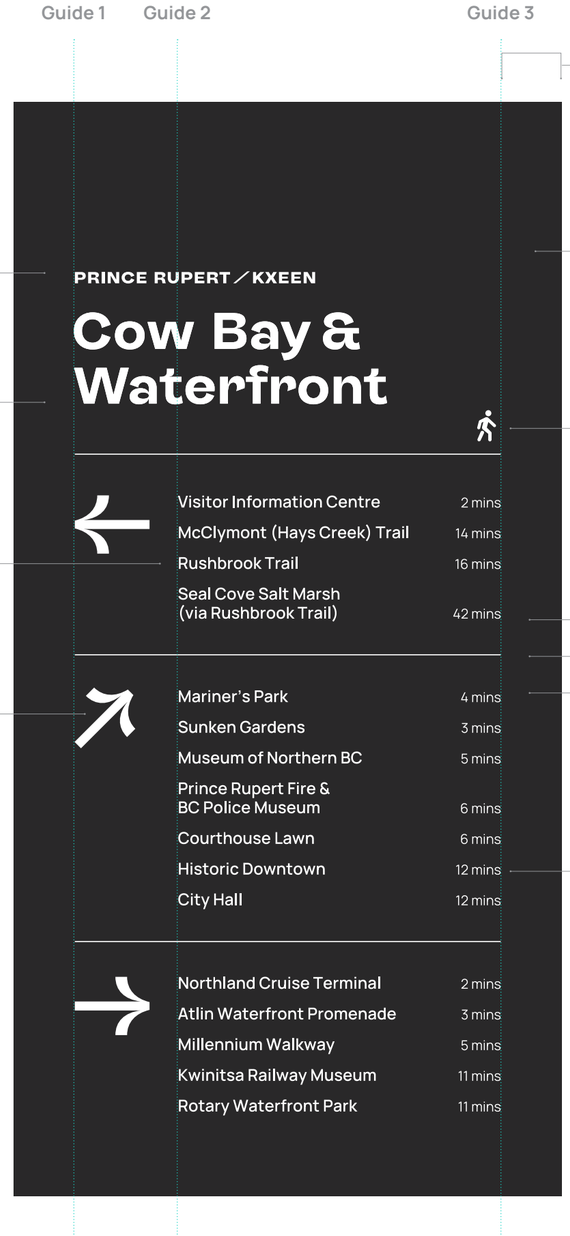
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
012345689

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

Arrow Do's

Arrow Don'ts

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

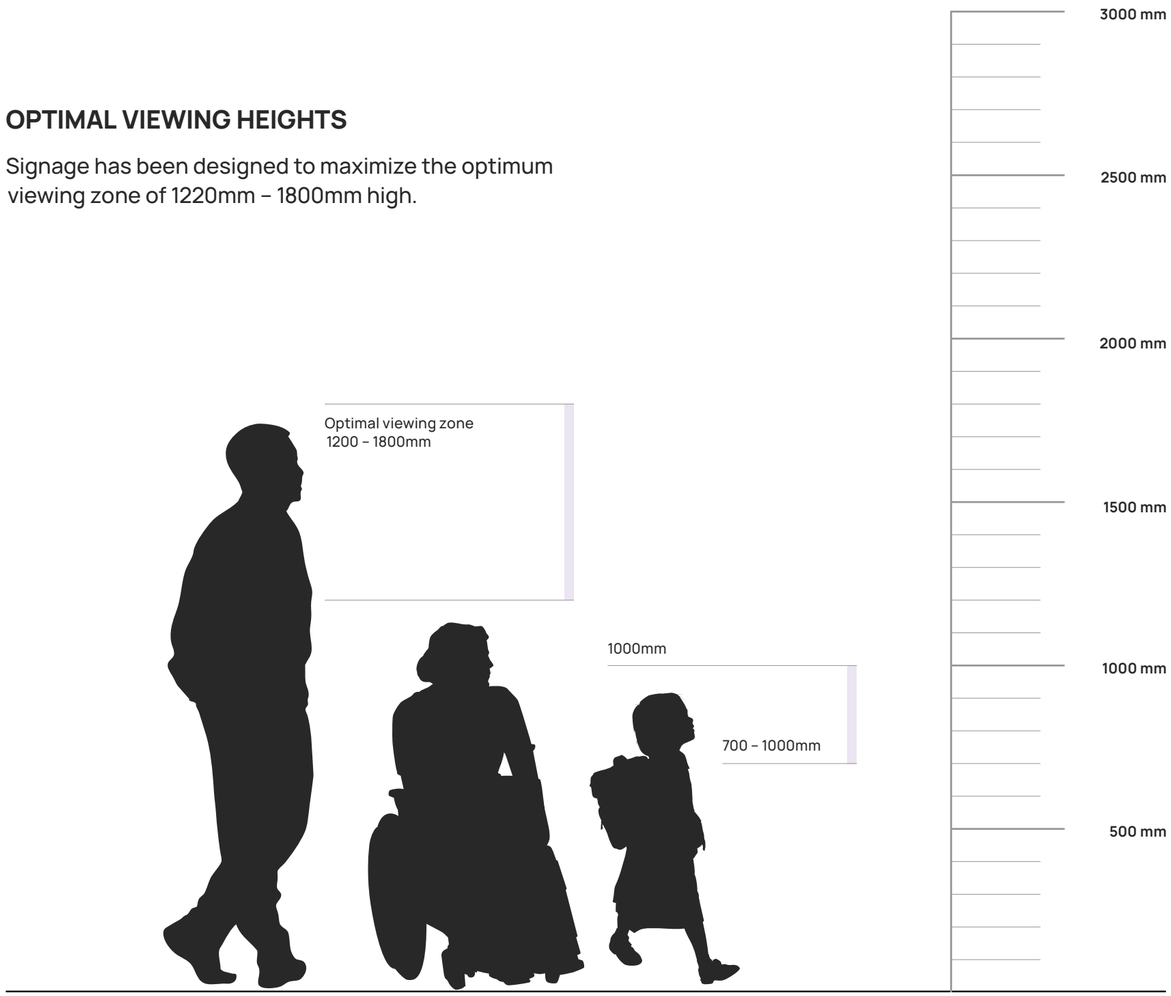
  In rare instances where it would take longer than one hour to walk to a location, a distance (in km) may be used instead of a time

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.

Information Kiosk (front)
W=609.6 H= 2555.875mm D=203.2

Side 1

Information Kiosk (back)

Side 2

Fingerboard
Post W=127mm Post H=2686.05mm Post D=127mm
Blade W=609.6mm Blade H=101.6mm Blade D=28.575mm

Informational Map
W=330.2mm H=889mm

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

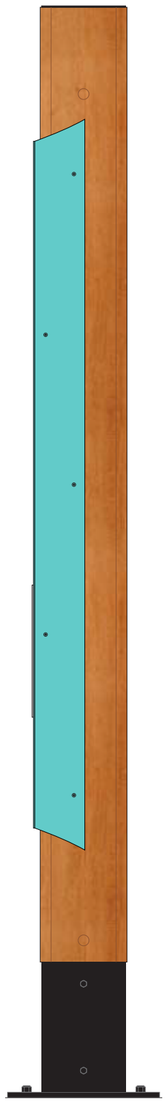
Powder-Coated Aluminum Panel
W=526.263mm H=1614.119mm
- Right side of panel wraps around the side, with a 90 degree bend

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)



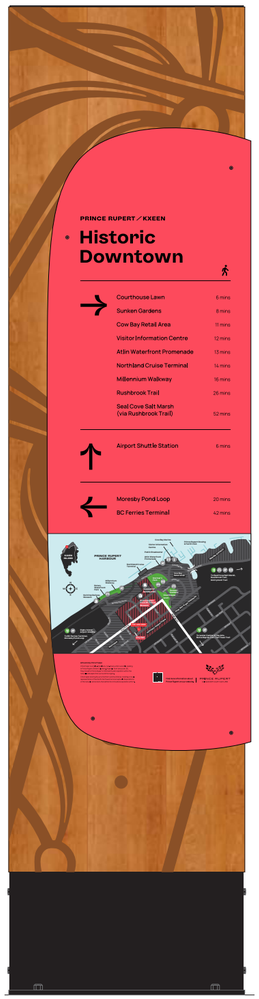
Side 1

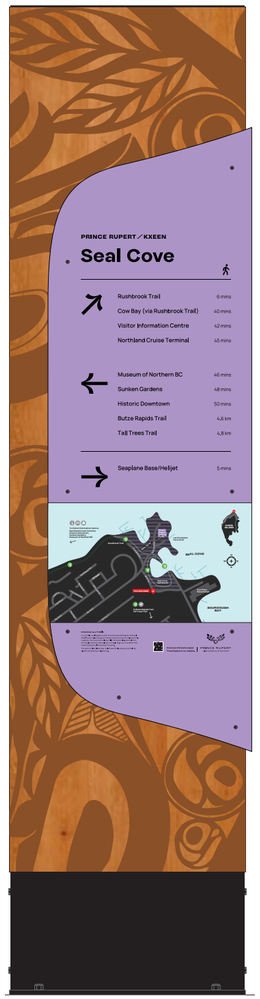
Information Kiosk (back)

Side 2

Land Acknowledgment Panel
W=127 H=203.2mm

Informational Kiosk Designs





Fingerboard Signage

Powder-Coated Aluminum Cap

Directional Blades

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

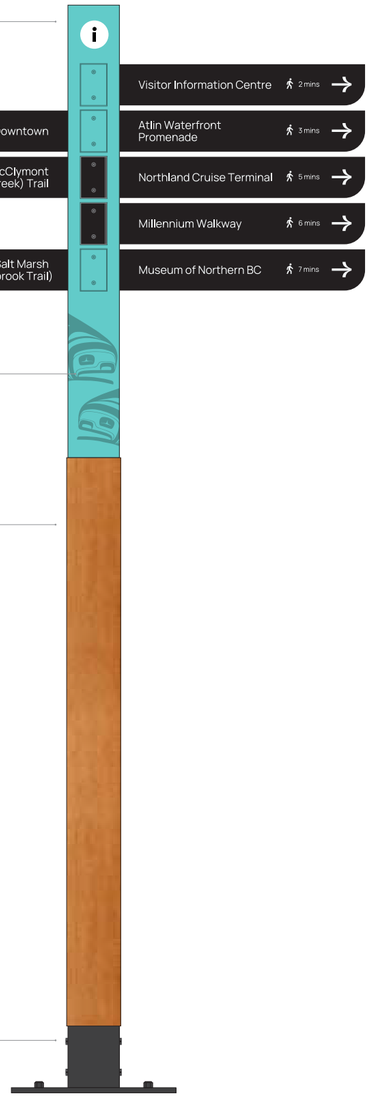
Wrapped Artwork

Square Cedar Post

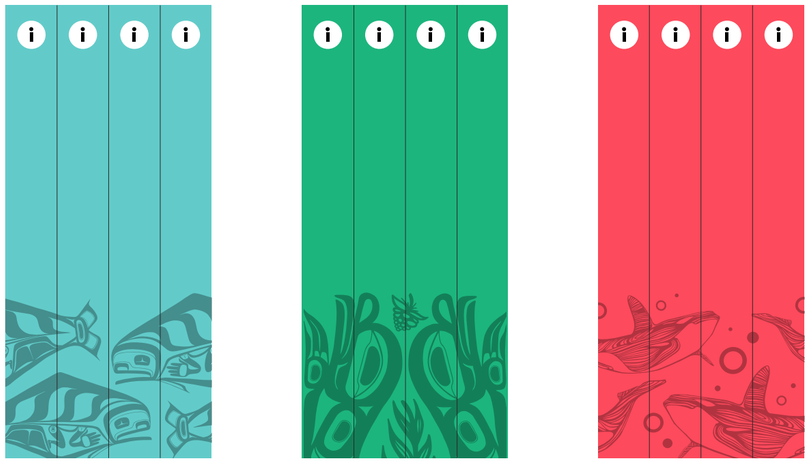
W=127mm H=2686.05mm D=127mm

Powder-Coated Aluminum Base Plate

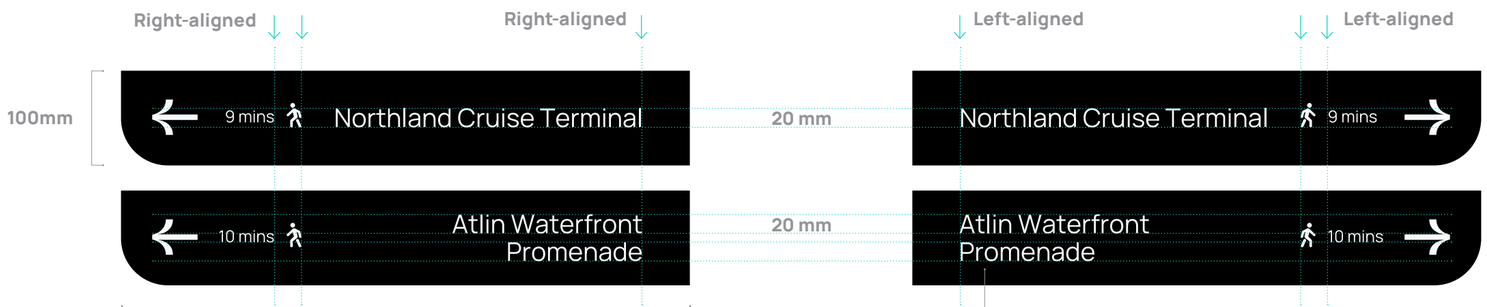
H=152.4mm



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.

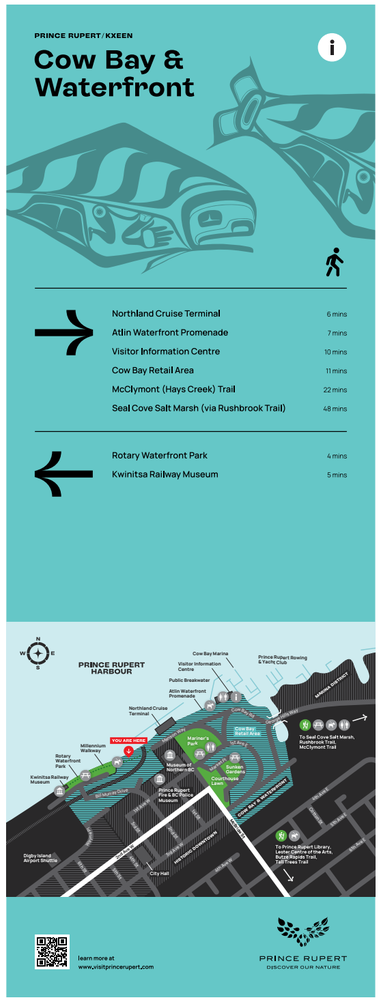
Artwork

Map

QR Code

Prince Rupert Logo

Informational Map Designs



Thank you!

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