

To: All HQ Directors: Operations, Planning & Major Projects  
All Regional Directors  
All District Managers Transportation  
All District Sign Liaisons  
Manager, Provincial Sign Program

**Subject: Use of “Canada Select” and “Camping Select” Designations on Lodging, Camping and Bed and Breakfast Facilities Signing**

**Purpose:**

This Technical Circular clarifies the standards for the use of “Canada Select” and “Camping Select” designations on signs provided under the Service and Attraction Signing Program, for businesses that offer accommodation and have been rated under either of the programs.

**Background:**

Section 4 of the Service and Attraction Sign Manual describes the various tourist service types and the minimum eligibility requirements for signing. Section 4.1.3 Lodging and Section 4.1.4 Smaller Bed and Breakfast Facilities specifically refer to eligible businesses that offer accommodation.

Up until now, eligible lodging establishments, including B&B's that offered four or more rooms, received a business name panel on their sign at no charge. Eligible smaller bed and breakfasts (three rooms or less), typically received a generic “B&B” symbol but no name in text. Similarly, eligible smaller traditional operations (three rooms or less and other than bed and breakfast establishments such as cottages), typically received the generic “bed under roof” symbol but no name in text. In November of 2001, the ministry advised that the smaller B&B's could request business name tabs if the operators agreed to pay for them.

In response to numerous requests from businesses, and at the request of Tourism BC, MoT will now provide, upon application, name panels or tabs that also include a “Canada Select” or “Camping Select” designation for those establishments meeting the eligibility criteria. Businesses that display these designations have met higher standards for accommodation and services, and have indicated this is an important notation for them on highway signing.

Tourism BC, through their Tourism Product Management Branch, has provided facility inspection, approval, and registration of facilities in the past and will continue to do so.

**Scope and Application:**

The provision of "Canada Select" and "Camping Select" designations on eligible Lodging and B&B signs is optional, and will be done on a requested basis only.

Please refer to the example sign installation photo, and the attached sign pdf templates.

The following procedures will apply:

**Existing Lodging signs with business name panels**

- Upon request from an eligible business, MoT will replace the existing name panel with a new one that includes the appropriate designation. Where an immediate change-out of a serviceable sign is requested, the applicant will be charged the current price for the sign only by the Maintenance Contractor. Where a requested change-out is to be implemented at the next scheduled sign replacement date, there will be no charge.

**New Lodging signs with business name panels**

- Upon request from an eligible business, MoT will, following verification, provide name panels with the appropriate designation at no charge to the applicant.

**Existing and New Bed and Breakfast signs with name tabs**

- Upon request from an eligible business, MoT will, following verification, provide name tabs with the "Canada Select" designation, and the applicant will be charged the current price for the sign only by the Maintenance Contractor. Where a name tab only has recently been installed and paid for by a B&B or other smaller facility, prior to the "Canada Select" designation program being approved, and that business subsequently requests the designation, a new sign shall be provided at no cost to the applicant.

To verify a property's Canada Select or Camping Select rating, please refer to the listings found on [www.hellobc.com](http://www.hellobc.com) or call 1-800-822-7899 to speak to one of the staff.

**Contact:**

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Dirk Nyland, P.Eng.  
Chief Engineer

Sample Installation – “Canada Select” Designation on Name Tab





(SAMPLE TEXT)

SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-130	600 x 450	ASTM Type 1	AL SB-30S	4	White	Blue



(SAMPLE TEXT)



Font used on Canada Select:  
Novarese (modified)

SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-130-2	600 x 450	ASTM Type 1	AL SB-30S	4	White	Blue, Red



(SAMPLE TEXT)



SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-130-3	600 x 450	ASTM Type 1	AL SB-30S	4	White	Blu, Burgundy, Grn



(SAMPLE TEXT)

**CEDAR CREEK  
CAFE**

SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-132	900 x 450	ASTM Type 1	AL SB-50	6	White	Blue



(SAMPLE TEXT)

# ALPINE VILLAGE RESORT



Canada Select

Font used on Canada Select:  
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SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-132-2	900 x 450	ASTM Type 1	AL SB-50	6	White	Blue, Red





(SAMPLE TEXT)

# PINEVIEW CAMPSITE

**CAMPING SELECT** 

SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-132-3	900 x 450	ASTM Type 1	AL SB-50	6	White	Blu, Burgundy, Grn



(SAMPLE TEXT)

R-38mm



SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-134	1200 x 450	ASTM Type 1	Custom Aluminum O/L	8	White	Blue



(SAMPLE TEXT)

R-38mm



Font used on Canada Select:  
Novarese (modified)

SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-134-2	1200 x 450	ASTM Type 1	Custom Aluminum O/L	8	White	Blue, Red



(SAMPLE TEXT)

R-38mm



SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-134-3	1200 x 450	ASTM Type 1	Custom Aluminum O/L	8	White	Blu, Burgundy, Grn



(SAMPLE TEXT)

R-38mm

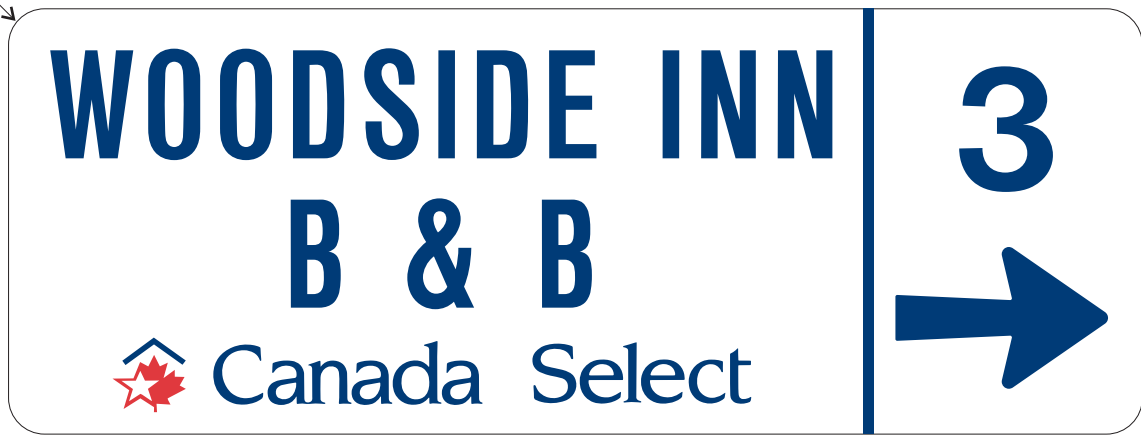


SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-136	1200 x 450	ASTM Type 1	Custom Aluminum O/L	8	White	Blue



(SAMPLE TEXT)

R-38mm



Font used on Canada Select:  
Novarese (modified)

SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-136-2	1200 x 450	ASTM Type 1	Custom Aluminum O/L	8	White	Blue, Red



(SAMPLE TEXT)

R-38mm



SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-136-3	1200 x 450	ASTM Type 1	Custom Aluminum O/L	8	White	Blu, Burgundy, Grn



(SAMPLE TEXT)



SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-140	900 x 300	ASTM Type 1	AL SB-49	6	White	Blue





(SAMPLE TEXT)



Font used on Canada Select:  
Novarese (modified)

SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-140-2	900 x 300	ASTM Type 1	AL SB-49	6	White	Blue, Red



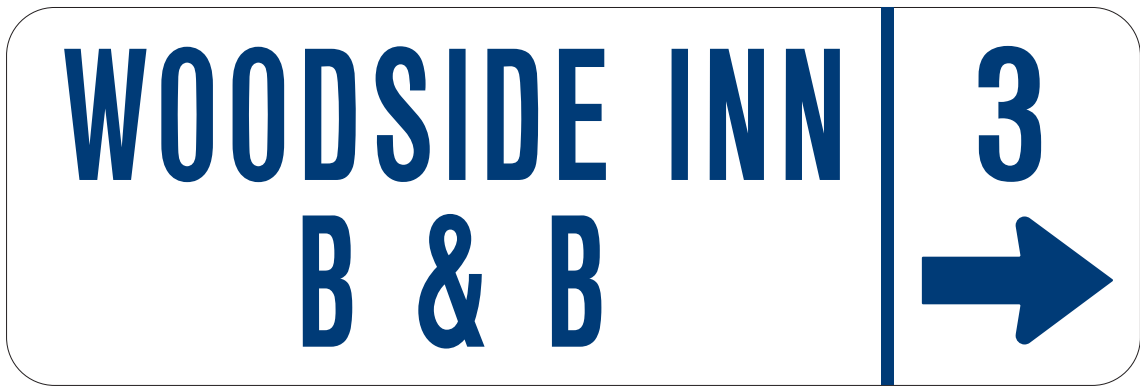
(SAMPLE TEXT)



SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-140-3	900 x 300	ASTM Type 1	AL SB-49	6	White	Blu, Burgundy, Grn



(SAMPLE TEXT)



SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-142	900 x 300	ASTM Type 1	AL SB-49	6	White	Blue



(SAMPLE TEXT)



Font used on Canada Select:  
Novarese (modified)

SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-142-2	900 x 300	ASTM Type 1	AL SB-49	6	White	Blue, Red



(SAMPLE TEXT)



SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-142-3	900 x 300	ASTM Type 1	AL SB-49	6	White	Blu, Burgundy, Grn



(SAMPLE TEXT)

R-38mm



SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-144	1500 x 900	ASTM Type 1	Custom Aluminum O/L	10	White	Blue



(SAMPLE TEXT)

R-38mm

**HIGHWAY**  
**MOTOR INN**

**Canada Select**

Font used on Canada Select:  
Novarese (modified)

SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-144-2	1500 x 900	ASTM Type 1	Custom Aluminum O/L	10	White	Blue, Red



(SAMPLE TEXT)

R-38mm

**CASTLE  
RV PARK**

**CAMPING SELECT** 

SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-144-3	1500 x 900	ASTM Type 1	Custom Aluminum O/L	10	White	Blu, Burgundy, Grn





(SAMPLE TEXT)

**CASTLE**  
**RV PARK**

SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-146	1200 x 900	ASTM Type 1	AL SB-53	8	White	Blue



(SAMPLE TEXT)

**HIGHWAY**

**MOTOR INN**



**Canada Select**

Font used on Canada Select:  
Novarese (modified)

SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-146-2	1200 x 900	ASTM Type 1	AL SB-53	8	White	Blue, Red



(SAMPLE TEXT)

CASTLE  
RV PARK

CAMPING SELECT 

SIGN ITEM #	DIMENSIONS (W x H) (mm)	REFLECTIVITY	SUBSTRATE / SIGN BLANK #	SCALE RATIO	COLOUR	
					BACKGROUND	BORDER \ MESSAGE
SA-146-3	1200 x 900	ASTM Type 1	AL SB-53	8	White	Blu, Burgundy, Grn