

# Warning Information Signs

## Design Specifications

May correspond with Ministry of Transportation and Infrastructure's standard sign blanks series. Refer to this link for dimensions if sign blanks are used.

[http://www.th.gov.bc.ca/publications/eng\\_publications/signs/2010\\_Catalogue/Specifications/Sign\\_Blank\\_Dimensions.pdf](http://www.th.gov.bc.ca/publications/eng_publications/signs/2010_Catalogue/Specifications/Sign_Blank_Dimensions.pdf)

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3 pages (including cover)



Government Communications  
and Public Engagement

## Warning Information Signs

Main message(s):

White Myriad Pro type on black ground



Border is roughly 5% of narrowest dimension

Secondary message(s):

Black BC Mark or ministry mark with black  
Myriad Pro type on white ground

Final design printed on orange Coroplast



Because they are usually transitory, print warning signs with a single colour (black) on a sturdy but non-permanent substrate like orange Coroplast.

If the warning sign is intended to be permanent, then design to the dimensions and specifications of the chosen sign blank. Use this appearance but print K on a PMS 021 C ground.

The Queen's Printer can assist with procurement.



C 0  
M 30  
Y 100  
K 0

PMS 021 C Background



C 0  
M 0  
Y 0  
K 100

Black Main Message Section

## Sign Message Guidelines

Government Communications and Public Engagement (GCPE) is responsible for the content of all public communications, including signs.

The general objective is to provide signs that look professional, support the corporate needs of government—including branding needs—and provide the public with clear direction or information.

There is also need for consistency throughout the province. There are approved templates in place that dictate colours, fonts and branding requirements. There is also a growing list of approved texts, to accommodate ministry-wide signage needs. The text for a sign about hunting restrictions in one part of the province should, in general, be the same as the text for hunting restrictions in another part of the province.

The text of signs must:

- Be clear, concise and written in plain language, at a level that addresses the needs of the intended audience.
- Avoid jargon and use words that are clear and commonly used by the intended audience.
- Focus on actions the reader needs to do.

Likewise, signs should not:

- Use legal, scientific or technical terms, unless as part of an informational sign (providing background information on a natural feature or point of interest) or in those rare cases where there is a legal requirement to do so.
- Quote or reference legislation, regulation and policy, except in those rare cases where there is a legal requirement to do so.
- Direct people to read or review other material, including legislation, regulations, policy documents, synopsis or reports, or to go to another source “for further information.”