

Design Specifications: General Information Signs

Updated: September 2024

The following pages display the details surrounding the generic sign templates available for all general information signs (as per thumbnails shown below).



PLEASE NOTE:

- » General informational signs defer to our regular BC Government blue and gold sign templates.
- » The King's Printer can assist with sign printing/fabrication procurement.

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."

GENERAL INFORMATION SIGN SAMPLE (A)

Below shows a generic sign sample available for all general information signs. This sign samples includes a headline on one line and a layout to accomodate lots of text.

The sign features a dark blue header with the text "INVASIVE SPECIES ALERT" in white. Below is a yellow section with a sub-headline "INSERT SUB-HEADLINE HERE" and a paragraph of Latin text. A "MORE INFORMATION" section follows with contact details. At the bottom is a dark blue footer with logos and contact information for RAPP.


GENERAL INFORMATION SIGN SAMPLE (B)

Below shows a generic sign sample available for all general information signs. This sign samples includes a headline on two lines, twos logos at the bottom, and a varied text treatment.

The sign features a dark blue header with the text "ROAD REHABILITATION PROJECT" and "INSERT REGION NAME" in yellow. Below is a yellow section with two lines of Latin text. At the bottom is a dark blue footer with logos for British Columbia and Squamish Nation, and a traditional territory notice.

COLOURS INCLUDE:

 (BCID) Yellow
CMYK: 0/30/100/0

 (BCID) Blue
CMYK: 100/80/6/32

PLEASE NOTE:

- » The actual layout of the sign will depend on numerous factors suchas (but not limited to) the type of content, the items needing to be included, and the sign size required.