

# General Information Signs

## Design Specifications

Corresponds with Ministry of Transportation and Infrastructure's standard sign blanks series. Refer to this for sign dimensions.

*<https://www2.gov.bc.ca/gov/content/transportation/transportation-infrastructure/engineering-standards-guidelines/traffic-engineering-safety/traffic-signs-markings>*

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3 pages (including cover)



Government Communications  
and Public Engagement

## General Information Signs

Corners have a  
38 mm radius

**Main message(s):**

PMS 288C (or  
BCID Blue) Myriad Pro  
type on PMS 130C (or  
BC ID Gold) ground

**ATTENTION ANGLERS  
NO FISHING**

**Due to conservation  
concerns, this river  
is closed to angling**

**July 15 – Sept. 15, 2015**

**For in-season regulation changes, please  
visit the Government of British Columbia's  
Freshwater Fishing Regulation website.**

White border and space  
between main and  
secondary messages  
is roughly 5% of  
narrowest dimension

12 mm bolt holes  
are vertically  
and horizontally  
centred as  
per sign blank  
specifications

**Secondary message(s):**

BC Mark or ministry  
mark with white  
Myriad Pro type on  
PMS 288C (or BCID Blue)



**R.A.P.P.**  
**Report All Poachers and Polluters**  
Conservation Officer 24 Hour Hotline  
**1-877-952-RAPP (7277)**  
Cellular Dial — #7277

Example: SB-25 450 x 600 mm



C 0  
M 0  
Y 0  
K 0

**White Background**



C 0  
M 30  
Y 100  
K 0

**Yellow Main Message Section**



C 100  
M 80  
Y 6  
K 32

**Dark Blue Secondary 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.”