

Design Specifications: Warning, Caution & Danger Information Signs

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The following pages display the details surrounding the generic sign templates available for all caution, warning and danger 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."

CAUTION SIGN TEMPLATE

Below shows the generic sign templates available for all caution information signs.



COLOURS INCLUDE:

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

 Rich Black
CMYK: 30/30/30/100

WARNING SIGN TEMPLATE

Below shows the generic sign templates available for all warning information signs.



COLOURS INCLUDE:

 Warning Orange
CMYK: 0/85/100/0

 Rich Black
CMYK: 30/30/30/100

DANGER SIGN TEMPLATE

Below shows the generic sign templates available for all danger information signs.



COLOURS INCLUDE:

 Danger Red
CMYK: 15/100/100/0

 Rich Black
CMYK: 30/30/30/100