# TABLE OF CONTENTS

REVISION HISTORY ............................................................................................................................. 3  
EXECUTIVE SUMMARY .......................................................................................................................... 4  
A. DOWNTOWN CAMPUS ......................................................................................................................... 4  
B. MACDONALD CAMPUS: ...................................................................................................................... 4  
C. OFF-CAMPUS PROPERTIES ............................................................................................................. 4  

1. CAMPUS ENTRANCES ....................................................................................................................... 5  
   1.1 RODDICK GATES ......................................................................................................................... 5  
   1.2 MILTON GATES, McTAVISH GATES ............................................................................................. 6  
   1.3 ENTRANCE MAP PANELS .............................................................................................................. 7  

2. BUILDING SIGNS ............................................................................................................................... 8  
3. NOTICE BOARDS ............................................................................................................................... 10  

1. PARKING SIGNS ............................................................................................................................... 11  
   1.1 PARKING LOT LOCATION SIGNS .................................................................................................... 11  
   1.2 LOADING ZONES, PICKUP AREAS, AND SPECIAL RESERVED PARKING AREAS ................. 12  
   1.3 OTHER PARKING SIGNAGE ......................................................................................................... 13  

2. DIRECTION SIGNS ............................................................................................................................. 14  

3. OTHER SIGNS .................................................................................................................................... 15  
   3.1 MCGILL PRIVATE PROPERTY SIGNS ............................................................................................ 15  
   3.2 TRAFFIC CONTROL AND OTHER STANDARD ROAD SIGNS .................................................. 15  
   3.3 PAVEMENT MARKINGS ................................................................................................................ 15  
   3.4 SECURITY SIGNAGE INCLUDING EMERGENCY TELEPHONES ............................................... 15  
   3.5 SPECIAL EQUIPMENT, INSTALLATION, OR WARNING SIGNS ................................................ 15  
   3.6 SIGNAGE FOR PERSONS WITH DISABILITIES .......................................................................... 16  
   3.7 SHORT-TERM TEMPORARY SIGNS & BANNERS – MCGILL SPECIAL EVENTS ...................... 16  
   3.8 TEMPORARY-SIGNS - CONSTRUCTION ...................................................................................... 16  
   3.9 UNDERGROUND TUNNEL ENTRANCE SIGNAGE ...................................................................... 17  
   3.10 LONG-TERM TEMPORARY BANNERS ...................................................................................... 17  

2. MACDONALD CAMPUS ..................................................................................................................... 18  
   2.1 CAMPUS ENTRANCE ................................................................................................................... 18  
   2.2 BUILDING SIGNS ....................................................................................................................... 19  
   2.3 DIRECTIONAL SIGNS ................................................................................................................ 20  
   2.4 OTHER SIGNS ............................................................................................................................. 20  

3. OFF CAMPUS PROPERTIES ............................................................................................................. 22  

APPENDIX 1. - LIST OF STANDARD SIGNAGE TYPES ....................................................................... 23  
APPENDIX 2. - DISABLED SIGNAGE TYPES ..................................................................................... 24
REVISION HISTORY

May 12, 2003
- Section 1.1.3. New reference to panels for Macdonald Park and Tomlinson Square.
- Section 1.2. New reference to signage on glazed areas. Modification to fabrication and approval procedure.
- Section 1.4.2. New reference to signage for identification of Loading docks.
- Section 1.6.4. New security signage
- Section 1.6.5. New reference to signage for identification of Loading docks.
- Section 3. New Section relating to Off-Campus Properties.

April 6, 2005
- Section 1.6.7. Modified to include guidelines for temporary banners.
- Section 1.6.10. New section relating to guidelines for long-term temporary banners.
Guidelines for Exterior Signage

EXECUTIVE SUMMARY

A. DOWNTOWN CAMPUS

1. CAMPUS ENTRANCES:
   - Roddick Gates: No change to existing - only “McGill” engraved into stone on gates.
   - Milton Gates and McTavish Gates: No consistent signage exists. New signs to be added, bilingual, to be approved by the Architectural Advisory Committee to include McGill shield, hours when entrance open, parking information, addresses/buildings served by entrance.
   - Entrance Map Panels: No change to existing: Two bilingual 3’ x 3’ panels to include map, index panel-listing buildings/departments, as well as an optional display case, in prescribed locations.

2. BUILDING SIGNS:
   - No change to sign design - 2’ x 2’ white gravoply signs, bilingual, English first. New frame is proposed which is of a thinner profile.

3. NOTICE BOARDS:
   - No change to existing: 2’ x 4’ metal painted notice boards.

4. PARKING SIGNS:
   - No change to existing design - 3’ x 3’ white aluminum signs to match building signs. Proposed change: English to precede French.

5. DIRECTION SIGNS
   - Direction signs with directions to campus services - small horizontal signs affixed to light posts.

6. OTHER SIGNS:
   - Proposed to change to standard pictograms to be used for traffic control & other standard road signs. Also includes standard specifications for signs with persons with disabilities, security signage, emergency telephones, special equipment, installation, warning signs, and temporary signs for special events, construction, etc.

B. MACDONALD CAMPUS:

1. CAMPUS ENTRANCES:
   - No change to existing signage system: large extruded aluminum signs, baked enamel finish, bilingual. McGill Wordmark (no shield) is to be used on all signs (no shields).

2. BUILDING SIGNS:
   - No change to existing signage system: 2’ x 4’ or 2’ x 6’ (post mounted) or 18” x 24” (wall mounted) extruded aluminum signs, baked enamel finish, bilingual.

3. DIRECTIONAL SIGNS:
   - No change to existing signage system: 4’ x 8’ extruded aluminum signs, baked enamel finish, bilingual.

4. OTHER SIGNS:
   - Same as Downtown Campus.

C. OFF-CAMPUS PROPERTIES:
Responsibility for maintaining signage remains with the academic unit(s) responsible for the administration of the properties. All of the guidelines outlined within the ‘Policy on Exterior Signage’ are to be followed. Where any special problems are encountered, disputes arise, or clarification is needed, the party or parties responsible for the administration of the property should seek guidance through the Secretary General.
1. DOWNTOWN CAMPUS

1.1 CAMPUS ENTRANCES

1.1.1 RODDICK GATES

PURPOSE: To identify the main entrance of McGill University

CONTENTS: “McGill” engraved into Roddick Gates

LOCATION(S): Sherbrooke Street - Roddick Gates (west side)

SAMPLE OF UNIT/INSTALLATION
(View of Roddick Gates)  (View of Engraving)

NOTE: No temporary signage or banners of any kind are to be installed in or around the gates, without prior approval of the Vice-Principal (Administration and Finance).
1.1.2. MILTON GATES, McTAVISH GATES

PURPOSE: To identify secondary entrances to campus

CONTENTS: TBA (See below)*

LOCATION(s): Milton Street Gates, McTavish Street Gates

SPECIFICATIONS: TBA (see below)*

SAMPLE OF UNIT/INSTALLATION
(View at Milton Gate) (Sample of proposed sign unit)

NOTE: All existing plaques, except ornamental metal shields, shall be removed. No temporary signage or banners of any kind are to be installed in or around the gates without prior approval of the Vice-Principal (Administration and Finance).

*Proposed signage guideline:
A standard bilingual sign shall be designed and approved by the Architectural Advisory Committee, to include some or all of the following information, as required:
- McGill shield
- Hours when open/Access for after hours, where applicable
- Parking information, where relevant; and
- Addresses/Buildings served by entrance, where applicable
Unit may be freestanding or applied directly to gate(s).
1.1.3. ENTRANCE MAP PANELS

PURPOSE: To orient pedestrians and emergency vehicles entering campus

CONTENTS: A series of freestanding bilingual display panels including:
- 3’ x 3’ two-dimensional campus map with orientation grid
- 3’ x 3’ index panel listing buildings and departments with additional information about hours of operation, affiliated institutions, and declaration of private property status
- 3’ x 3’ locked display case
- In some cases, 1’ x 3’ panels are added below to identify special public services. (E.g., “Welcome Centre” at Roddick Gates, “Redpath Hall” at McTavish Gates)
- For Macdonald Park, a special freestanding 3’ x 3’ campus map (a blown up version of the campus map, showing this sector only) with integrated index.

LOCATION(S): Roddick Gates, Milton Gates, McTavish Gates, Stewart Biology Building, Macdonald Park, and Tomlinson Square. A freestanding locked display case is also installed at the “Y” junction of the lower campus without map/index units.

SPECIFICATIONS:
- Dimensions: 36” x 36”
- Construction: “Spectramodular” sandwich panel (approx. 3” thick). As necessary, a glazed notice board unit built to match, with McGill signature applied in upper left. Clear aluminum support.
- Background colour: Grey (PM- 413)
- Lettering: Blue (PM-286), red (PM- 032), white
- Font and font size: See sample
- Language: Bilingual
- Installation: Sandwich panel is secured to posts using anti-vandal screws and aluminum "top cap" supplied by manufacturer, Spectralite Inc. Adhesive-backed replacement "faces" are applied over the existing panels on site as required for up to three applications, after which the entire unit should be replaced.

SAMPLE OF UNIT/INSTALLATION:
(View at Roddick Gates entrance) (View at Milton Gates entrance)

NOTE: Map/Index faces are replaced or modified as required, typically annually or bi-annually. New faces are to be fabricated based on a design prepared by ICC and proofed by the McGill Translation Department and the University Planning Office.
1.2. BUILDING SIGNS

PURPOSE: To identify entrances to and occupants of McGill academic buildings

CONTENTS: Standard bilingual panel(s) containing the following:
- McGill signature
- Name of building
- Building occupant(s)
- Civic address

LOCATIONS(S): Preferably, on the facade of the building near the main entrance and high enough off the ground to deter vandalism, or freestanding if no other option is available. Location is determined by individual site conditions. Two units may be used back to back only if absolutely required, for added visibility on freestanding units only.

SPECIFICATIONS:

Dimensions: 24" x 24"
- 24" x 36" ht. or 36" x 36" in special instances
Construction: Metal frame unit supplied by manufacturer (Spectralite) welded on two bottom sides, with 1/8" engraved and painted gravoply sign. Top of frame is removed and sign is slid into frame on site. The top is then secured with anti-vandal screws. In special cases, where the only available application area is glazed, a unit is to be fabricated using cut vinyl, to meet the same design and size criteria of a standard sign, and applied on the inside of the glass.
Background colour: White
Lettering: Black (“McGill signature” in red PM-032)
Font: “McGill signature” - McGill standard; Building name - Univers bold; Building occupant - Univers light (bold if no official building name); Address - Univers bold
Language: For the name of the building, the official short form is used. All information is fully bilingual, English first, with both languages of equal size and intensity. For the address, the “proper” street name is used. Where appropriate the French is used (e.g., “des Pins”). Where a designation of “West” is required, the French abbreviation is used (e.g., “O.”).
Frame: For wall mount units - Aluminum (clear) frame unit supplied by the manufacturer (Spectralite Inc). For freestanding units - aluminum posts shall be set directly into a concrete base.
Installation: Frame unit is attached to building directly with anti-vandal screws. Height and location are determined by the building and site conditions but ideally the sign shall be affixed at a height where it cannot be removed easily or vandalized. In cases where surface mounting is inappropriate or not possible, the unit shall be mounted on posts supplied by the manufacturer (Spectralite) at a fixed height, using anti-vandal screws. Freestanding installations are discouraged because of risk of theft and vandalism. Certain freestanding panels are two-sided.

SAMPLE OF UNIT/INSTALLATION: (See following page)

NOTE: Currently, approximately 110 units are located throughout campus. New signs are to be fabricated externally, based on design/artwork prepared by the University Planning Office and proofed by the McGill Translation Service, the University Planning Office, and the Building Director. Any additional wordmark, logo, or symbol other than the McGill wordmark is permitted only upon approval of the Secretary-General.
Sample of unit/installation

(View of typical 2' x 2' unit - wall mount)

(View of typical 3' x 3' unit - freestanding)  (View of typical 2' x 2' unit - freestanding)
1.3. NOTICE BOARDS

PURPOSE: To provide space for the temporary posting of notices

CONTENTS: McGill signature and rules for posting on board

LOCATIONS: In key locations around the campus

SPECIFICATIONS:
- Dimensions: 24” x 48” notice board mounted over 26” x 52” backing panel
- Construction: Painted, metal-reinforced, all-weather tackable notice board, single or double-sided, on metal sandwich panel backing, with McGill signature and instructions about clearing of notices.
- Background colour: Black (notice board)
- Lettering: McGill signature
- Font and font size: Univers
- Language: Bilingual (English preceding)
- Frame: Steel tubing (1” diameter)
- Installation: Bolted into concrete with steel collar or wall mounted
- Finish for frame and support: Black metal paint - all weather

SAMPLE OF UNIT/INSTALLATION:
(View of sample installation)

NOTE: The design is based on a similar unit used by City of Montreal in the Milton Park area. Existing units are installed in a variety of configurations ranging from one to three connected units (in a linear or spiral pattern). McGill Facilities Management staff clear notice boards weekly. Additional units may be required. Given the availability of these units, no other temporary exterior notices should be allowed on campus.
1.4. PARKING SIGNS

1.4.1 PARKING LOT LOCATION SIGNS

PURPOSE: To indicate the location of and entrances to parking lots and garages

CONTENTS: Signage to indicate the lot/garage name, a universal parking symbol and an arrow.

LOCATIONS(S): At strategic locations near the entrance to parking lots/garages near the main access point on a public street. Each to be determined based on the site conditions.

SPECIFICATIONS:

- Dimensions: 36" x 36"
- Construction: “Spectramodular” sandwich panel (approx. 3” thick) by Spectralite Inc.
- Background colour: White
- Lettering: Black letters/arrow with red McGill signature and parking symbol in green (international standard) with arrow, as per sample.
- Font and font size: Univers bold
- Language: N/A - Proper building name only
- Frame: Clear aluminum posts (supplied by the manufacturer, Spectralite Inc.)
- Installation: Posts set in concrete base

SAMPLE OF UNIT/INSTALLATION:
(View of sample installation)

NOTE: Current installations:
- Bronfman Garage (2 units - McTavish Street)
- McIntyre (1 unit - Peel Street)
1.4.2 LOADING ZONES, PICKUP AREAS, AND SPECIAL RESERVED PARKING AREAS

PURPOSE: To indicate loading, pickup, and other special reserved parking areas (e.g., motorcycles and bicycles).

CONTENTS: To indicate that no parking is permitted in specified areas reserved for loading, pickup, etc., and to indicate if and where parking is allowed for motorcycles, bicycles, etc.

LOCATION(S): As required in areas where special reservations are needed.

SPECIFICATIONS:

Loading/Pickup Zone:
Standard no parking symbol for loading zone with arrow as required at either end, supplemented by yellow “no parking” lines painted on to pavement. Additional signage to identify loading docks, access to loading docks, or identifying any building/address served by a loading dock should follow the specification for ‘Special Equipment, Installation, or Warning Signs’ as outlined in section 1.6.5.

Motorcycle Parking Area:
Motorcycle parking is not permitted anywhere within campus. Where motorcycle parking is permitted (e.g., outside Milton gates) a universal symbol should be used on a sign applied in an appropriate location.

Bicycle Parking Area:
No signage is required except in areas where no bicycle parking is permitted (e.g., fences, and railings of disabled access ramps) where a universal symbol should be used on a sign applied in an appropriate location.

SAMPLE OF UNIT/INSTALLATION:
N/A

NOTE: The creation of any new reserved zones or modification to any existing reserved zones is to be undertaken in consultation with the McGill Parking Office.
1.4.3 OTHER PARKING SIGNAGE

PURPOSE: To indicate the parking pay stations, and to remind users of parking regulations.

CONTENTS: Freestanding pay station kiosk with integrated signage. Freestanding or post-mounted parking regulation signs.

LOCATION(S): Pay station in strategic location inside pay parking lots. Parking regulation signs at strategic locations within and around parking lots, as required.

SPECIFICATIONS:
Pay Station Kiosk:
- Dimensions: Three sided face each 60" x 24". Total height 141"
- Construction: Matte finished acrylic panels, back illuminated with fluorescent tubes on steel frame
- Lettering: White background, black letters with red PMS-485 (reverse) McGill signature and parking symbol in green (international standard)
- Font and font size: Univers bold
- Language: Bilingual
- Frame: Grey painted metal frame (supplied by the manufacturer)
- Installation: Frame structure anchored to parking machine and set into concrete base.

Regulation Sign:
- Aluminum panel, 24" x 40" white background, black lettering with red PMS-485 (reverse) McGill signature. Anchored to wall or on freestanding steel U post at 48" from the ground

No Parking Warning Sign:
- Aluminum panel, 18" x 24" white “scotch light” background, black lettering with red PMS-485 McGill signature. Anchored to wall or on freestanding steel U post at 48" from the ground

SAMPLE OF UNIT/INSTALLATION:
(Sample of kiosk)  (Sample of Regulation/Warning Sign)
1.5 DIRECTION SIGNS

PURPOSE: To direct pedestrians to major campus services

CONTENTS: Service name with direction arrow. One or more words with directional arrow at the right to indicate the route to the service or destination.

LOCATION(S): Attached to light standards or existing posts in strategic locations within the lower campus.

SPECIFICATIONS(S):
- Dimensions: 24” wide by required height
- Construction: Lamination with metal core and plastic on either side
- Background colour: Black
- Lettering: Engraved (aluminum colour)
- Font and font size: Univers
- Language: Bilingual (English preceding)
- Frame: None, supporting hardware black finish
- Installation: Anchored to light posts, etc. as required using a weatherproof secure system (TBA). Units are to be mounted high enough to avoid being vandalized.

SAMPLE OF UNIT/INSTALLATION:
(Installation at Roddick Gates)       (Installation above “Y” junction)

NOTE: Currently installed in two locations along the main lower campus road:
- Roddick Gates (Admissions, Administration, Welcome Centre)
- above “Y” junction (Admissions, Administration)
Potential to expand use to other areas, as required, once the system is assured to be both vandal and climate resistant. Typeface to be changed to Univers.
1.6. OTHER SIGNS

1.6.1. McGill Private Property Signs

PURPOSE: To indicate that one is entering private property.

CONTENTS: Bilingual text included on the campus map/index panels

LOCATIONS(S): At all major entrances to the main campus

1.6.2. Traffic Control and Other Standard Road Signs

PURPOSE: To alert users of the roads and walks to various legal proscriptions

CONTENT: All signage to be in conformity with the Manuel des norms de signalization routière du Québec (save for dimensions which should be reduced by one-third) and maintained in good condition. (See Appendix 1 for example).

LOCATION(S): As required

1.6.3. Pavement Markings

PURPOSE: Pavement markings complement other forms of signage.

CONTENT: Yellow markings for parking spaces (standard and disabled), no parking areas, and curb cuts. Curb cuts and parking stalls designed to assist persons with disabilities shall be identified by a wheelchair logo and diagonal stripes, both painted yellow. All markings to be in conformity with the Manuel des norms de signalization routière du Québec. (See Appendix 1 for example of application).

LOCATION(S): As required

NOTE: Where crucial for all-season use, any pavement markings shall be supplemented with additional signage as necessary.

1.6.4. Security Signage Including Emergency Telephones

PURPOSE: To provide information on how to contact security in the event of emergencies as well as specific instructions for the use of emergency telephones found throughout campus.

CONTENT: A blue light on the top of the telephone units serves as an identifier. Instructions for use are printed on the unit itself. Specific information is included on campus maps and in lobbies of main buildings. A special sign identifying the McGill Security Office is to be installed at a location to be determined near either entrance to the Ferrier Building. Both units are to be equipped with a blue light on top as an identifier.

LOCATION(S): Located in strategic places within lower campus.

NOTE: Relocation or addition of new units to be determined by McGill Security, in consultation with the University Planning Office.

1.6.5. Special Equipment, Installation, or Warning Signs

PURPOSE: To identify location of equipment and installations or to warn of specific dangers, e.g., to identify the location of loading/service areas, to identify the location of fire valves, to call attention to areas where users should take particular care because of obstacles or danger of falling ice, etc.

CONTENT: Standard pictograms or City of Montréal conventions shall be used. If any text is used it must be bilingual with French preceding English.

LOCATION(S): As required
1.6.6. SIGNAGE FOR PERSONS WITH DISABILITIES

PURPOSE: To indicate barrier-free access to buildings for individuals with disabilities.

CONTENT: As per standards developed by the Office for Students with Disabilities and the University Planning Office. (See Appendix 2)

LOCATION(S): The main accessible entrance to all buildings. If the main entrance is not accessible, signs shall indicate the location of the accessible entrance. Where applicable, this information may be included within the standard 24" x 24" building sign.

1.6.7. SHORT-TERM TEMPORARY SIGNS & BANNERS – Mc Gill SPECIAL EVENTS

DEFINITION: Signs and banners that are in place for a duration of three (3) weeks or less

PURPOSE: To indicate McGill special events such as conferences, concerts, book sales, etc.

CONTENT: Lockable display cases located on lower campus with map/index panels for use by the Admissions Recruitment and Registrars office. A banner for temporary functions may be installed in a specified area on lower campus.

LOCATION(S): Only under exceptional circumstances may banners be placed on any building, structure or on or around the Roddick Gates. A banner for temporary functions may be installed between the two flagpoles on lower campus.

NOTE (APPROVALS): Permission to display a short-term temporary banner at the “Y” intersection must be obtained in advance, in writing, from the University Planning Office. The maximum size of banners that can be accommodated at the “Y” intersection is 13’ wide by 5’ high. Banner design is to meet guidelines for size, height, etc. All banners shall be approved in accordance with the McGill Policy on External Signage, in particular the use of language and use of the McGill Wordmark. Content shall be non-commercial in nature, and respect the rules of University conduct.

Approval for other temporary signs or banners must be sought in writing from the Secretariat by the relevant dean, director or president of SSMU, PGSS, MACES or MCSS. The request should include the proposed dimensions, location, and materials as well as the specific dates proposed for the banner to be displayed. All signs must conform to all relevant city of Montreal and province of Quebec regulations for signage. A special lockable and illuminated sign/notice board could be designed for Moyse, Pollack, and/or Redpath Halls. Any such signs must conform to City of Montréal regulations for signage, as identified in By-Law U-1 or its replacement.

1.6.8. TEMPORARY SIGNS - CONSTRUCTION

PURPOSE: To identify project sites, detours, or specific warnings as required for construction projects or to inform the public of a major construction site

CONTENT: Standard pictograms or City of Montréal conventions shall be used for any exterior signage. In the event of a minor construction project affecting a specific building, the standard signage panel is designed by Facilities Development, indicating the nature of the work, the duration, and a McGill contact. In the event of a major new construction project, signage should follow MEQ standards and include the McGill signature. If any text is used it must be bilingual with French preceding. Separate panels to identify contractors and/or consultants are permitted at the discretion of the Executive Director, Facilities Management and Development.

LOCATION(S): In prominent location near construction site, as determined by project manager.

NOTE: All temporary construction signage is to be removed at the completion of the construction by Facilities Management.
1.6.9. **UNDERGROUND TUNNEL ENTRANCE SIGNAGE**

**PURPOSE:** Snail symbol to indicate access to underground pedestrian circulation system within lower campus.

**CONTENT:** Yellow square panel set on its point, with a blue snail pictogram inside.

**LOCATION(S):** At entrance points to underground pedestrian circulation system.

**NOTE:** Signs are no longer in use and system is not maintained. Consideration should be given to removing all signs.

1.6.10. **LONG-TERM TEMPORARY BANNERS**

**DEFINITION:** Banners that are in place for duration of between three (3) weeks and one (1) year.

**PURPOSE:** To indicate McGill special services such as Welcome Centre, Museums, Registration Centre, etc.

**CONTENT:** Temporary banners may be fitted on designated exterior light posts, on one or both sides.

**LOCATION(S):** Only under exceptional circumstances may banners be placed on any building, structure or on or around the Roddick Gates. With approval from the University Secretariat, banners may be fitted on designated exterior light posts, on one or both sides. The maximum size of banners is 27” in width by 48” in height.

**NOTE (APPROVALS):** Approval for long-term temporary banners to be displayed on the designated exterior light posts must be obtained, in writing, from the Secretariat by the relevant dean, director, or president of SSMU, PGSS, MACES or MCSS. Banner design is to meet guidelines for size, height, etc. All banners shall be approved in accordance with the McGill Policy on External Signage, in particular the use of language and use of the McGill Wordmark. Content shall be non-commercial in nature and respect the proper rules of University conduct. Preliminary approval for temporary banners, other than those to be displayed on the designated exterior light posts, must be obtained, in writing, from the Secretariat, by the relevant dean, director or president of SSMU, PGSS, MACES or MCSS. The request should be made in writing and should include the proposed dimensions, location, and materials as well as the specific dates proposed for the banner to be displayed. If the proposal receives preliminary approval from the Secretariat, it will then be directed to the Architectural Advisory Committee for final approval.
2. **MACDONALD CAMPUS**

2.1. **CAMPUS ENTRANCE**

**PURPOSE:** To indicate entrances to Macdonald campus

**CONTENTS:** Red McGill Wordmark (no shield). Aligned with Wordmark is the text “Macdonald Campus”. Information for access (e.g., highway exit) is to be included below, as required.

**LOCATION(S):** At strategic locations near, and at the entrance to Macdonald campus. Highway 2-20 (Two faces placed on either side of Hwy. 2-20 south ramp), Highway 40 (One face placed at junction of Farm road and Hwy. 40 service road), Lakeshore entrance (Two faces placed east of Main entrance at Lakeshore Rd. access points).

**SPECIFICATIONS:**
- **Dimensions:** Highway 40 (16' x 4'); Highway 20 (12' x 5'); Lakeshore Rd (12' x 3')
- **Construction:** 1/8" thick extruded aluminum panels
- **Lettering:** Scotchlight green 2877 (background), Scotchlight red 2872 (Crests-logo), Scotchlight silver 2872 lettering - All high intensity reflective film.
- **Font and font size:** Univers bold
- **Language:** Bilingual - English preceding French
- **Frame:** None
- **Installation:** Freestanding on 12" “I” beam posts, painted black enamel and bolted to in-ground concrete bases.

**SAMPLE OF UNIT/INSTALLATION:**
(Sample of typical sign)

![Sample of typical sign](image)

**NOTE:** All signs to be designed by ICC and approved by McGill Translation Office.
2.2. BUILDING SIGNS

PURPOSE: To indicate entrances to campus buildings

CONTENTS: McGill Wordmark (no shield) with the text “Campus Macdonald” and “Macdonald Campus”. Aligned to the text and below, is the building name and arrow(s) as required. Proper building name to be used whenever possible, otherwise bilingual with English preceding French.

LOCATION(S): Wall mounted: On the facade of the building near the main entrance, minimum of 5’ above grade to the bottom of panel. Freestanding: Placed near main entrances or entrance pathways. May be two faces at right angles or back to back if required for added visibility. Location is determined based on individual site conditions.

SPECIFICATIONS:
- Dimensions: Either 2’ x 4’ or 2’ x 6’ (post mounted) or 18” x 24” (wall mounted)
- Construction: 1/8” thick extruded aluminum panels, baked enamel background
- Lettering: Pantone 5535C green (background). Scotchlight red 032 (McGill), Scotchlight white 2872 (lettering) - All high intensity reflective film.
- Font and font size: Univers bold
- Language: For the name of the building, the official short form is used. All information is fully bilingual, English first, with both languages of equal size and intensity.
- Frame: 2” baked enamel black aluminum frame
- Installation: Freestanding - on 4” x 4” baked enamel black posts, bolted to in-ground concrete bases. Wall mounted - mounted directly to wall.

SAMPLE OF UNIT/INSTALLATION:
(Sample of typical freestanding unit) (Sample of typical wall-mounted unit)

NOTE: All signs to be designed by ICC and approved by McGill Translation Office.
2.3. DIRECTIONAL SIGNS

PURPOSE: To guide visitors to important buildings or services on campus.

CONTENTS: McGill Wordmark (no shield). Aligned with wordmark is the text “Macdonald Campus/Campus Macdonald”. Building names, arrows, and information symbols as required.

LOCATION(S): At strategic locations or road junction, as necessary

SPECIFICATIONS:
- Dimensions: Various sizes (2' x 4', 4' x 4', 4' x 6', 4' x 8', 5' x 6')
- Construction: 1/8” thick extruded aluminum panels - baked enamel Pantone 5535 green.
- Lettering: Pantone green 5535 (background), Scotchlight red 032 (McGill wordmark), Scotchlight white reflective film (all lettering).
- Font and font size: Univers bold
- Language: All information is fully bilingual, English first, with both languages of equal size and intensity. Minimize wording in order to maximize lettering size. Use proper building names wherever possible.
- Frame: 2’ baked enamel black aluminum frame
- Installation: Freestanding on 4’ x 4’ baked enamel black aluminum posts, bolted to in-ground concrete bases. Bottom of sign face minimum 4’ above ground.

SAMPLE OF UNIT/INSTALLATION:
(Sample of typical sign)

![Sample of typical sign](image)

NOTE: All signs to be designed by ICC and approved by McGill Translation Office.

2.4. OTHER SIGNS

2.4.1 PARKING LOT SIGNS

See 1.4.3 and modify as required.
2.4.2  TRAFFIC CONTROL AND OTHER STANDARD SIGNS
See 1.6.2

2.4.3  PAVEMENT MARKINGS
See 1.6.3

2.4.4  SPECIAL EQUIPMENT, INSTALLATION, OR WARNING SIGNS
See 1.6.5

2.4.5  SIGNAGE FOR PERSONS WITH DISABILITIES
See 1.6.6

2.4.6.  TEMPORARY SIGNS - CONSTRUCTION
See 1.6.8
3. OFF CAMPUS PROPERTIES

There is a wide range of signage requirements for off-campus properties. These properties include nature reserves and research stations. The following is a partial list of properties:

- Gault Nature Reserve (Mont. St. Hilaire, Québec)
- Molson Nature Reserve (Terrasse-Vaudreuil, Québec)
- Penfield Property (Lac Memphremagog, Québec)
- Schefferville Research Station (Schefferville, Québec)
- Bellairs Research Station (Barbados)

There is no one specific format or formula appropriate for all properties, and the responsibility for maintaining signage remains with the academic units responsible for the administration of the properties. This relates to entrance signs, building signs, direction signs, or other signs as required. In any case, all of the guidelines outlined within the ‘Policy on Exterior Signage’ are to be followed.

For any property outside the Province of Québec, the language guidelines established within the Policy may require adaptation to the specific circumstances. In the case where any special problems are encountered, disputes arise, or clarification is needed, the party or parties responsible for the administration of the property should seek guidance through the Secretary-General.

As a point of reference, signage should attempt to use the design parameters for the Downtown Campus signage, with colours, sizes, etc. adapted to the specific situation. In any and all cases, the McGill wordmark must not be modified in any way from that prescribed by the University.

SAMPLE OF UNIT DESIGNED FOR MOLSON NATURE RESERVE:
(Sample of typical sign)
APPENDIX 1. - LIST OF STANDARD SIGNAGE TYPES

1. TRAFFIC SIGNS:

   The following is a partial list of pictogram traffic signs:
   - Stop
   - Speed limit
   - One way
   - Loading zone
   - No access
   - Pass on the right
   - Pedestrian crosswalk
   - No access to pedestrians
   - No access for buses
   - No parking, fire truck access
   - No parking
   - No access to bicycles
   - No dogs allowed
   - Traffic lights ahead
   - Height limitation
   - Slopes
   - No bicycles
   - Motorcycle parking
   - Danger of falling ice (Note: two text versions exist- to be replaced with a new unit which will combine a pictogram with text)

2. PAVEMENT MARKINGS:

   The following are examples of pavement markings:
   - Direction of traffic
   - Turn arrows
   - Parking spaces for buses and taxis
   - Edges of intersections
   - Stop lines
   - Pedestrian crossings
   - Parking places
   - Disabled parking
   - Disabled curb cuts
APPENDIX 2. - DISABLED SIGNAGE TYPES


Extract of Section 7.1 (Communications-Signage) to follow below:

7.1.1. Signage Requirements

Signs related to barrier free access are required at the following locations:

- An exterior sign should be located at the main accessible entrance.
- If the main building entrance is not accessible, a sign should be installed at the main entrance providing direction to the accessible entrance.
- In entrance lobbies, the following signs should be installed.
  i. signs noting the location of the elevators, accessible washrooms, and other accessible services in the building
  ii. signs for major services available to the general populations, e.g., cafeterias, photocopy services, reception counters
  iii. signage required for emergency situations
  iv. directional directory, at main intersections, to indicate directions to main services, accessible routes within the building and directions to other buildings
- At each floor level, the following signs should be installed:
  i. directional signs to accessible facilities on the floor, or on the nearest accessible floor
  ii. signs for accessible routes to reach accessible services, if different from the general route
  iii. signage required for emergency situations directional directory, at main intersections, to indicate directions to main services, accessible routes within the building and directions to other buildings

Changes in illumination, colour contrasts between wall and floor surfaces at intersections and consistent location of directional signage and special equipment for the visually impaired shall be provided to help visually impaired persons distinguish pathway and identify locations.

Wherever possible, signage for access should be incorporated into the standard signage system of the campus.
7.1.2 Design Standards

The design standards for signage for persons with disabilities are as follows, and should become universal standards for all signage at the University:

- Contrasting colours as defined by the ADA colour guidelines. In cases, white graphic symbols and white text on the standard blue background is recommended for signs that are expressly for the purposes of barrier free access.
- Signs shall have characters, numbers and symbols, raised 0.80 mm (1/32") minimum, complying with the requirements of CSA 6.4.4, Tactile Characters and Symbols.
- Signs shall consist of the appropriate international symbol with raised image pictogram, accompanied by the equivalent text description and Grade 2 braille translation.
- Pictograms shall be a minimum of 100 mm (4") in height within a field a minimum of 150 mm (6"0 in height.
- Text and braille translation shall not be within the 150 mm (6") vertical field in which the pictogram appears.
- Elevator entrances shall be identified with raised character and Grade 2 braille floor designations, 50 mm (2"0 high and raised 0.80 mm (1/32"0, provided on both jambs at a height of 15000 mm (5-0") above the floor.

7.1.3 Sign Installation Locations

Signs shall be mounted on the wall adjacent to the latch side of the door:

- at a height of 1500 mm (5'-0") from the floor to the centre-line of the sign, except for larger signs, the braille translation shall be located near the 1500 mm (5'-0") height
- at a distance not more that 150 mm (6") from the door jamb, and
- otherwise mounted such that a person can approach within 76 mm (3") and avoid the door swing and protruding objects illuminated uniformly over the sign surface at a level not less that 200 lux ad not less than the ambient light or visible light source behind or in front of the sign.

Information signage in scrolling video display format shall not be permitted, except if corresponding information audio messages are provided for visually impaired persons.

Adopted by the Board of Governors, May 30, 2001
(Revised by University Planning Office, May 12, 2003)
(Revised by University Planning Office, April 6, 2005)
6. EXTERIOR SIGNAGE – NEW POLICY DOCUMENT

The Secretary-General presented the Memorandum regarding Exterior Signage – New Policy document. (This memorandum is attached to the permanent minutes as Appendix BP04-03). Ms. Geller noted that the Committee had seen these guidelines at an earlier meeting and that they had now been reviewed by the Principal and Vice-Principal’s Group (P/VP). She explained that the purpose of the proposed guidelines was to regulate the proliferation of banners that are now appearing on buildings on lower campus. While extensive guidelines exist for signs, there are currently no provisions for banners whose impact can be as great as or greater than signs.

Committee members proposed a number of amendments to the guidelines. Dean Buszard suggested that the guidelines apply only to the downtown campus. In addition, the following additional amendments were agreed to:

- Under “Location(s)” in both 1.6.7 and 1.6.10, the first sentence should now read:
  “Only under exceptional circumstances may banners be placed on any building, structure or on or around the Roddick Gates.”

- Section 1.6.7., under “Approvals”, should now read:
  “Permission to display banners at the “Y” intersection must be obtained in advance, in writing, from the University Planning Office.

Approval for other temporary signs or banners must be sought in writing from the Secretariat by the relevant dean, director or president of SSMU, PGSS, MACES or MCSS. The request should include the proposed dimensions, location, and materials as well as the specific dates proposed for the banner to be displayed. All signs must conform to all relevant city of Montreal and province of Quebec regulations for signage.”

- Section 1.6.10, under “Approvals”, should now read:
  “Light-posts: Approval for long-term banners to be displayed on the designated exterior light posts must be obtained, in writing, from the Secretariat by the relevant dean, director, or president of SSMU, PGSS, MACES or MCSS.

Size: The maximum size of banners to be placed on designated exterior light posts is 27” in width by 48” in height.

Other: Preliminary approval for long-term banners, other than those to be displayed on the designated exterior light posts, must be obtained, in writing, from the Secretariat, by the relevant dean, director or president of SSMU, PGSS, MACES or MCSS. The request should be made in writing and should include the proposed dimensions, location, and materials as well as the specific dates proposed for the banner to be displayed. If the proposal receives preliminary approval from the Secretariat, it will then be directed to the Architectural Advisory Committee for final approval.”