



EXTERIOR SIGNAGE STANDARDS 2019

Prepared by: Design Services, Facilities Management and Ancillary Services

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Part I: Overview

Introduction

The exterior signage is an important aspect of an institution's visual identity. The principal functions of directional information transmittal are efficient through the use of imagery and signage elements. Signage also serves to organize space and define the direction and flow of users. The development of exterior signage standards demonstrates McGill University's desire for improvement and constant modernization. The standardization of the signage system brings coherence, flexibility and visual harmony to the entirety of the campuses.

In wanting to establish and define exterior signage standards at all campuses, McGill University is proud to publish this document, which specifies the principles and guidelines to follow.

The purpose of signage is to guide users in comfort and clarity, using legible information which can be understood by everyone, at any time. For visitors, students and employees, signage at McGill University must allow them to locate a destination in a given environment, while communicating a welcoming and structured image throughout the campus.

Context

Common elements of informational, directional and welcome signage exist throughout McGill campuses. To achieve the goal of communicating this useful and meaningful information to the McGill community, signage standards have been established through previous studies performed by the University's professional consultants.

Regardless of the different campuses, the McGill multicultural community will benefit from the implementation of a consistent signage system, allowing for an enhanced and easy understanding of the conveyed messages.

Goal

Standardizing the exterior signage is not only for the University to welcome, guide and ease access to its users, but also to promote McGill's image of ambience to set high standards in all of its endeavors. It will enhance the understanding of the facilities and help maintain a unified corporate image throughout all campuses. It will create a sense of VISUAL UNITY linking the University's name and buildings. The key items to succeed in portraying this image are consistent information, simple graphics, and an understanding that adjustments may need to be made as changes occur.

The standards are defined in order to respect current fabrication and installation capacities within the Design Services unit of Facilities Management and Ancillary Services, while recognizing that there are competitive resources available which can achieve the required results. As signage is constantly changing, this standard allows for fast implementation of additions and modifications.

Methodology

For the intended signage goal to be achieved, proper consultations should take place with the appropriate individuals. The individuals involved should have a good knowledge of the activities that happen within the campus and its signage needs. Involving the necessary individuals will also encourage appropriate maintenance and adherence to the standards while enhancing the McGill identity.

Sign Quantity

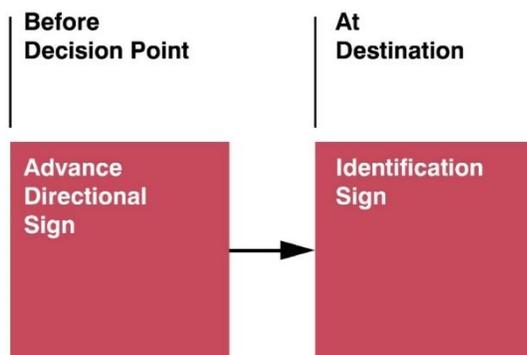
While assessing the campus during site visits, these general principles should help determine the proper amount of signs needed within the premises:

- There should be a balance between message importance and clutter.
- Redundant signage should be eliminated.
- Signs should be in a visible space for the largest amount of people.
- Information within signage should be consistent from one area to the next.
- Directional signs should be situated at key locations, where people circulate the most.
- Signs should be designed with cost effectiveness in mind.

Sign Placement/Location

The primary goal of signage is to provide information to the users and visitors of a building in order to facilitate wayfinding through the campus. By identifying the traffic flow of an area, the positioning and quantity of signage may be determined. The signage system is directly related to the spatial structure of a location.

The signage should always be located at or in proximity to decision points, and on long paths, the information should be reinforced to assure people they are heading in the correct direction to their destination. In the case of vehicular signage, the advance directional signs give drivers enough time to prepare for actions at decision points. Identification signs should then be located at the destinations to which people have been directed, to confirm their arrival at the destination they have been seeking.



Each sign's location should be examined on site to determine the existing conditions. These site condition factors include:

- Viewing distances
- Viewing angles
- Physical limitations on sign sizes and/or mounting heights
- Physical sight-line obstructions

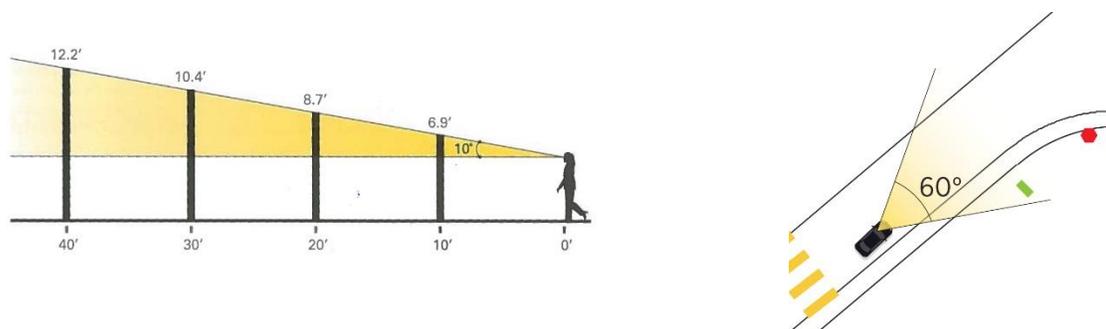
Pedestrian and Vehicular Signage

A sign's location, viewing distance, and hierarchy help determine mounting heights and methods. There are two basic zones for placement of sign information and, therefore, for mounting the sign panels that carry that information: an overhead zone and an eye-level zone.

Generally, for pedestrians, signs that convey primary information are mounted overhead. Signs that convey detailed and lower-hierarchy information are mounted at eye level. The zone for displaying eye-level sign information is roughly between 3'-0" and 6'-8" above the ground, while the overhead zone is considered anything above 6'-8". Detailed pedestrian signage should be placed in the eye-level zone for comfortable reading, and directional information should be placed in the overhead zone so it's above most obstructions in the exterior environment.

Although the eye-level zone is applicable to exterior pedestrian signage, it has little applicability to vehicular-oriented signage. Vehicular sign information, by necessity, must be succinct for rapid assimilation by drivers in motion. Generally speaking, the slower the speed, the more detailed and lower the sign information can be placed.

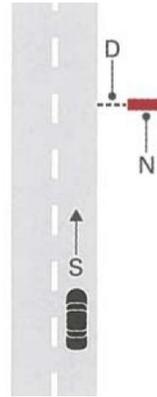
Another important factor is that the human eye has a limited range or angle of vision. Consequently, signs should be mounted within normal\natural lines of vision when people are looking straight ahead. Horizontally, the angle of vision extends from 20 to 30 degrees (40 to 60 degrees total) from the vertical centerline of the eyes when looking ahead. Vertically, the angle of vision extends 10 to 15 degrees up and down from the horizontal centerline of the eye. The illustrations below demonstrate how signs mounted in the overhead zone should be primarily for distance reading. It also illustrates how the top of a sign can increase with viewing distance, as well as how the size of a sign, along with its graphics, should increase with viewing distance.



Effective signage must have adequately sized graphics so users have enough time to read a sign message, understand it, and act on it safely by the time they reach the decision point. The dynamics of these actions are compounded and more critical in driving situations. The formula for determining letter height for vehicular signage accommodates the variables of speed, setback and message quantity.

$$\frac{(N+6)S}{100} + \frac{D}{10} = H$$

- N: Number of messages (lines)
- S: Speed Limit (mph)
- D: Setback Distance (feet)
- H: Height of Letters (inches)



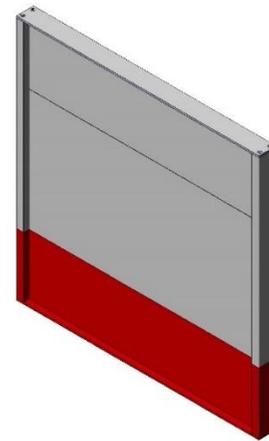
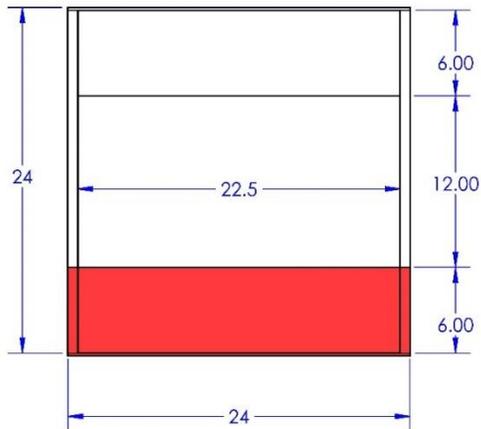
Common aspects

Sign

Type A: Building sign

Sign size: 24"x24"

Building signs should be placed on each main entrance of each building throughout the campuses. Only the official building name should be indicated as defined on page 27.



Given that McGill building names vary in nomenclature, three types of layouts have been designed:

Type A.1



Applies when a building's official name does not require any translation

Type A.2



Applies when a building's official name requires a translation, but both French and English translations share a common name

Type A.3



Applies when a building's official name requires a full translation

The mentioned building name must be the official building name according to the list (see page 27). As the departments, faculties or units occupying a building may change, the lifespan of the signs is extended by not listing them. This becomes instrumental in reducing the time and cost involved with replacing signs. It also makes signs less cluttered and more visually appealing since some buildings house many departments or units and most information on exterior signs has to be provided in both English and French.

Sign language

The language used for exterior signage throughout the University has been reviewed and approved by various governing bodies such as: Communications and External Relations, Graphic Design Department and P7 (Vice Principals table).

The government of Quebec has developed “La Charte de la langue française”, a law defining French as the official language in the province of Quebec. It instills rules and regulations to follow, such as the predominance of the French language on public signage.

McGill University is a private post-secondary institution and therefore the predominance of the French language is not mandatory. However, McGill University considers it important to offer and display information in both languages.

On the exterior of the campus, the display will be as follows:

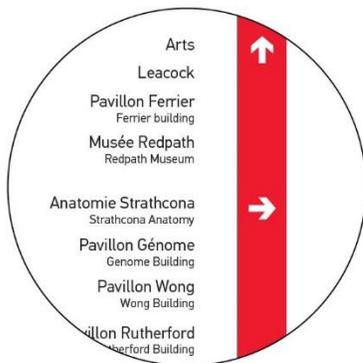
- French text should be in PF DIN Medium font, preceding English text, two times larger.
- English text should be in PF DIN Regular font, following French text, two times smaller.

Once we enter inside the campus, the display will be as follows*:

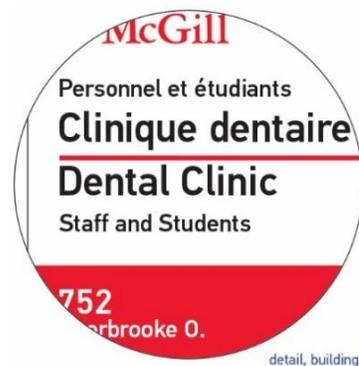
- French text should be in PF DIN Medium font, preceding English text.
- English text should be in PF DIN Regular font, following French text.

* For Gault campus, the display will be as follows:

- French text should be in PF DIN Medium font, preceding English text, two times larger.
- English text should be in PF DIN Regular font, following French text, two times smaller.



Text detail, Entrance sign



Text detail, building sign

Sign logo

McGill exterior signage elements strictly follow the Visual Identity Guidelines, established by the Graphic Design Services.

<https://www.mcgill.ca/secretariat/files/secretariat/WordmarkandInsigniaofMcGillUniversity-Policyontheuseof.pdf>

The use of the McGill logo is only permitted in specific instances and must follow the Policy on use of the Wordmark and Insignia of McGill University.



Sign materials

All the signs are made of aluminum, chosen for its resistance and durability to exterior weather conditions. The signs are powder coated and the display zones will have an additional coat offering anti-graffiti protection. All other elements (text, color accent, logo) are made of adhesive vinyl, applied on the surface.

Typography

Typography is important and great care was taken to use an accessible font that is readily available. The font used for exterior signage will be PF DIN Text Pro.

PF DIN Text Pro Medium

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNQPQRSTUVWXYZ

1234567890

PF DIN Text Pro Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNQPQRSTUVWXYZ

1234567890

Colour scheme



Colour: red
Pantone: 485C



Colour: black
Pantone: Black C



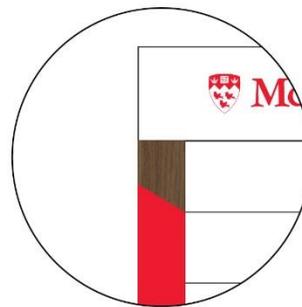
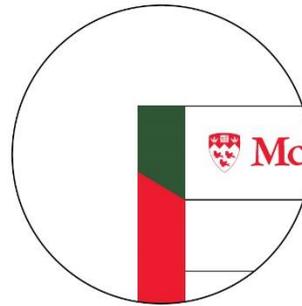
Colour: white
Pantone: C60 M0 Y0 K0



Colour: dark green (Macdonald campus)
Pantone: C78 M42 Y86 K40

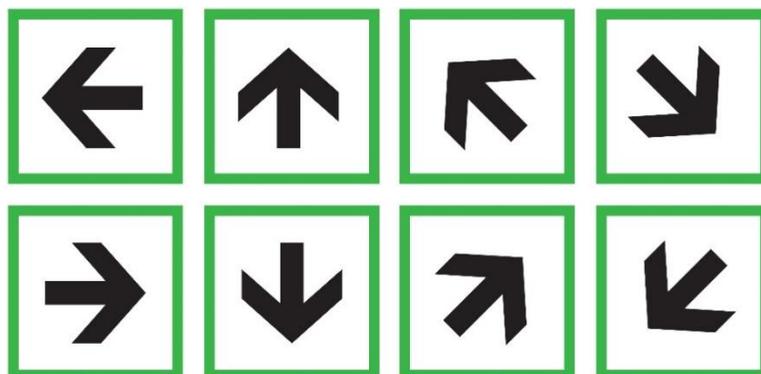


Colour: wood pattern (Gault campus)
Pantone: N/A



Directional arrows

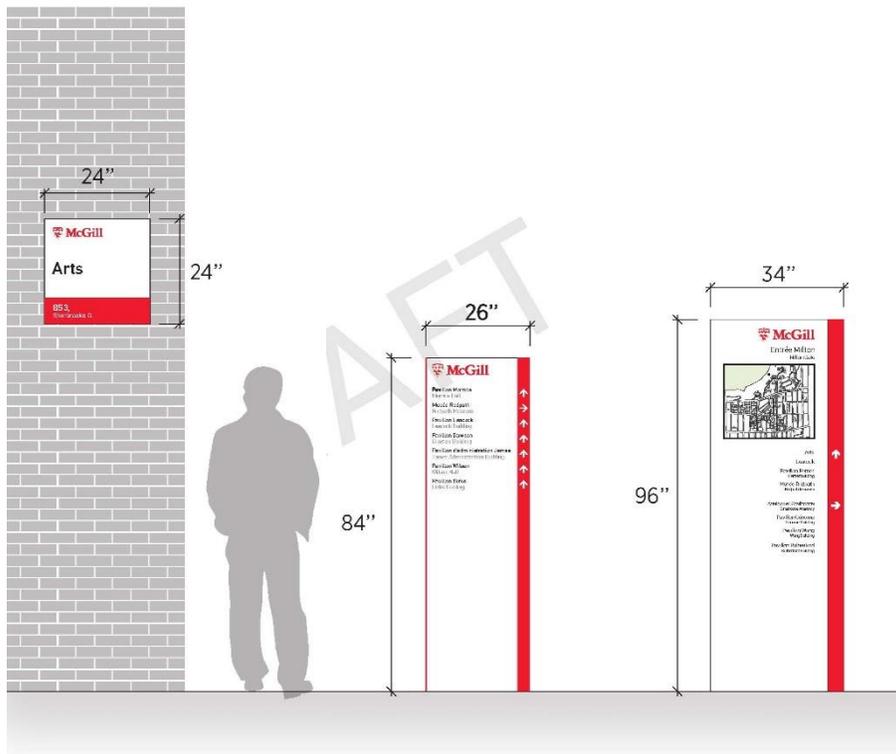
They have a chevron type arrowhead with a tail. The arrows and their intended directions are assumed to be viewed in a sign mounted perpendicular to the ground. In a sign that is intended to be viewed otherwise, arrowheads should still be capable of directing the user in a coherent manner. Arrows should be coloured in the same colour as the text or graphics used and varies from one sign to the next.



Part II: Campus signage

Downtown campus signage family

The Downtown Campus will feature signage elements for entry points, directional use, and building identification. Since this Campus is primarily pedestrian, signage will cater largely to this user group.



Type A
Building sign

Type B
Directional sign

Type C
Entrance sign

Type A: Building sign

Sign size: 24"x24"

See building sign in common aspects (p.9-10)



Type B: Directional sign

Sign size: 84"x26"

Sub-directional signs should be placed throughout the campus in high traffic zones and intersections across the downtown campus. The buildings closest to the sign and their direction should be indicated. The sign should also provide additional information about the campus (smoke-free campus, shared path, etc.).

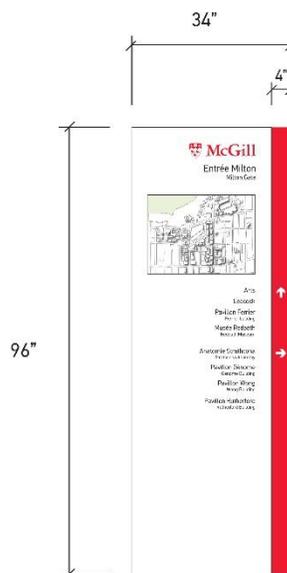


Type C: Campus entrance sign

Sign size: TBD

Entrance signs should be placed at the campus entry points. An index map and building information should be indicated.

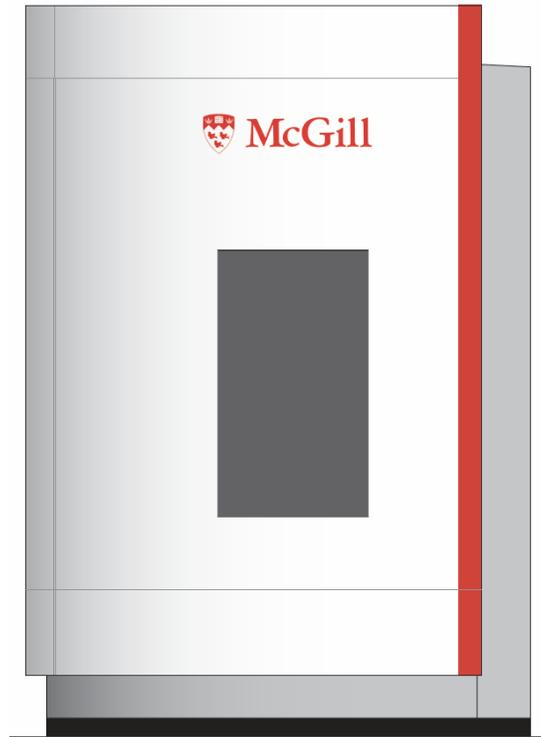
More information will follow.



Type D: Digital index

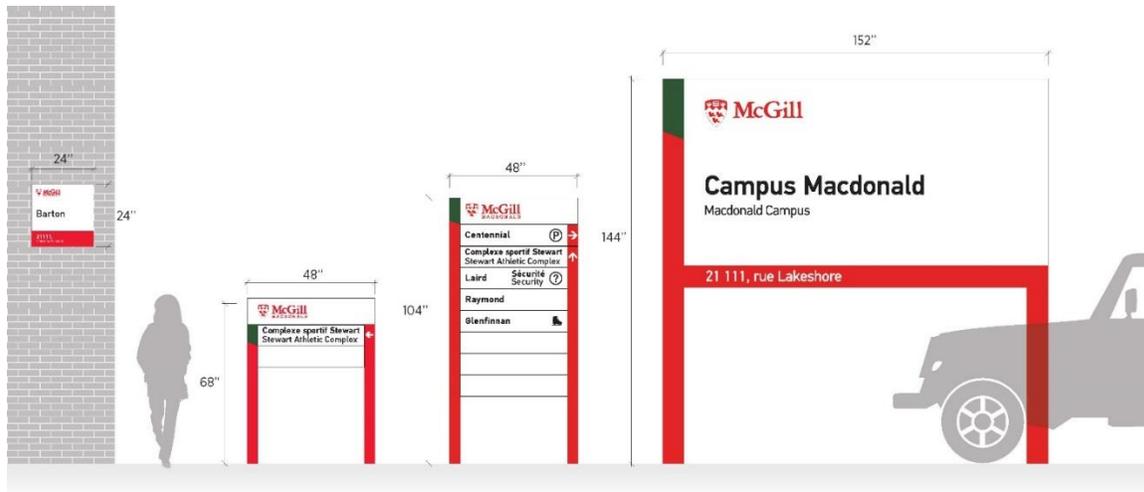
Sign size: 80" x 90" x 114"

Digital index signs should be placed at the Campus main entrance (Roddick Gates). This terminal will allow easy interactive wayfinding and campus navigation. Research by themes or interests is part of the features. The unit must be universally accessible.



Macdonald campus signage family

Macdonald campus will feature highway, road, entrance, building identification and directional signage elements. Due to the campus' infrastructure, signage elements will target a vehicular user group. The use of the green on signage (with the exception of building signs) will serve as a reminder of College Macdonald's history and highlight the singularity of the Sainte-Anne-De-Bellevue campus while still eliciting McGill's broader visual identity.



Type A:
Building sign

Type B:
Sub-directional sign

Type D:
Directional sign

Type E:
Entrance sign

Type A: Building sign

Sign size: 24"x24"

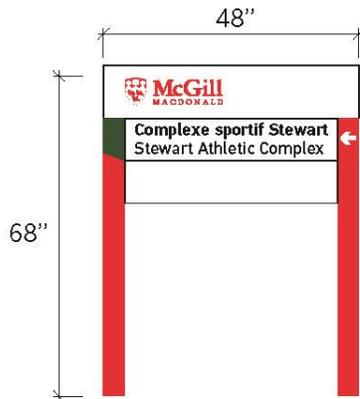
See building sign in common aspects (p.5-6)



Type B: Sub-directional sign

Sign size: 68"x 48"

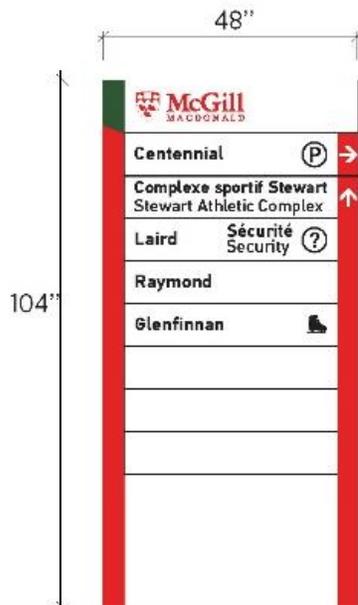
Sub-directional signs should be placed throughout the campus where building entrances are not visible from the street. The official building name and his direction should be indicated.



Type C: Directional sign

Sign size: 104"x48"

Directional signs should be placed throughout the campus in high traffic zones and intersections. The closest buildings and their direction should be indicated.



Type D: Pedestrian sign

Sign size: 68" x 48"

The addition of campus maps at a pedestrian level will ensure user orientation at critical transition points from vehicular to pedestrian circulation nodes, but will also structure the pedestrian paths and navigation.

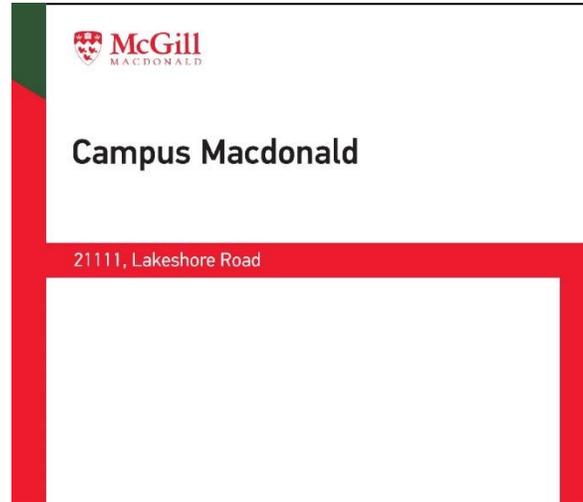
More information will follow.



Type E: Entrance road sign

Sign size: 144" x 152"

The entrance sign should be placed at the entrance of Macdonald campus on Rue Lakeshore. The sign should indicate the Campus name and address.



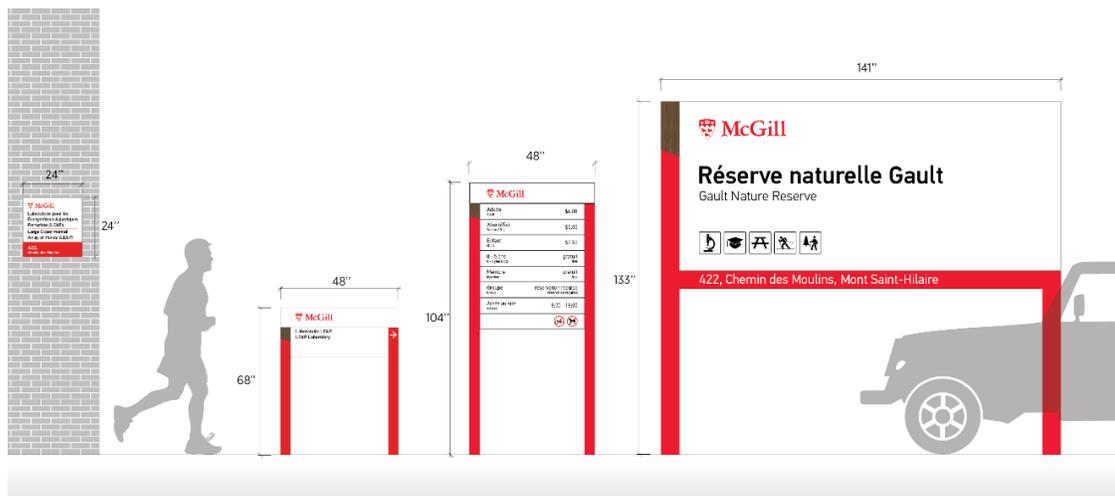
Type F: Highway sign

Sign size: TBD

More information will follow.

Gault campus signage family

Gault Nature Reserve roots itself in Mont-Saint-Hilaire. Signage elements at Gault Nature Reserve will not only fulfill their primary wayfinding objectives, but also act as a bridge between the natural surroundings of Mont-Saint-Hilaire and McGill's image. The Gault Nature Reserve family will include road entrance, directional and trail signs as well as building identification signage. The use of a wood accents on signage (with the exception of building signs) will serve as a reminder of the natural environment of the campus.



Type A:
Building sign

Type B:
Sub-directional sign

Type D:
Directional sign

Type E:
Entrance sign

Type A: Building sign

Sign size: 24"x24"

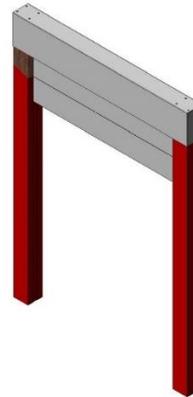
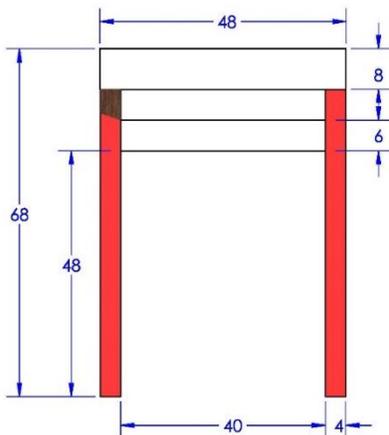
See building sign in common aspects (p.5-6).



Type B: Sub-directional sign

Sign size: 68"x48"

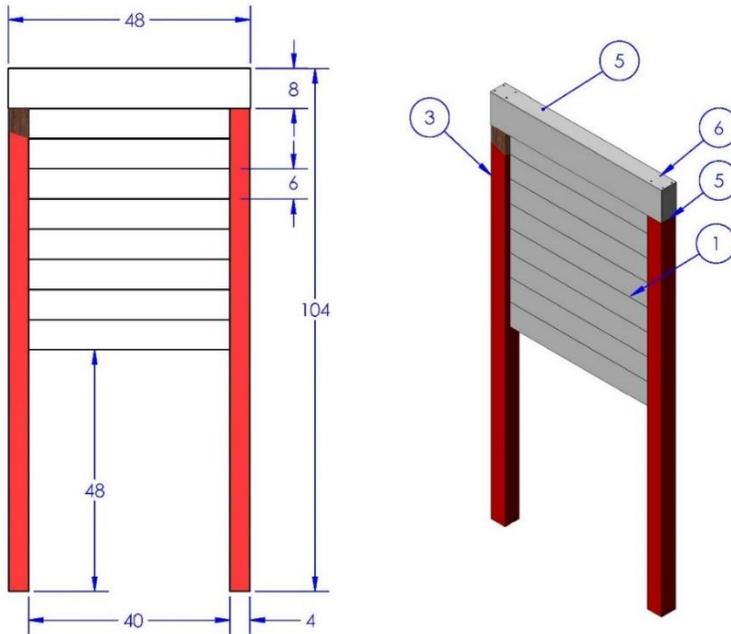
Sub-directional signs should be placed throughout the campus where building entrances are further from the street. The official building name and the closest buildings and their direction should be indicated.



Type C: Directional sign

Sign size: 104"x48"

Directional signs should be placed throughout the campus in high traffic zones and intersections. The closest buildings and their direction should be indicated.



Type E: Entrance road sign

Sign size: 133"x141"

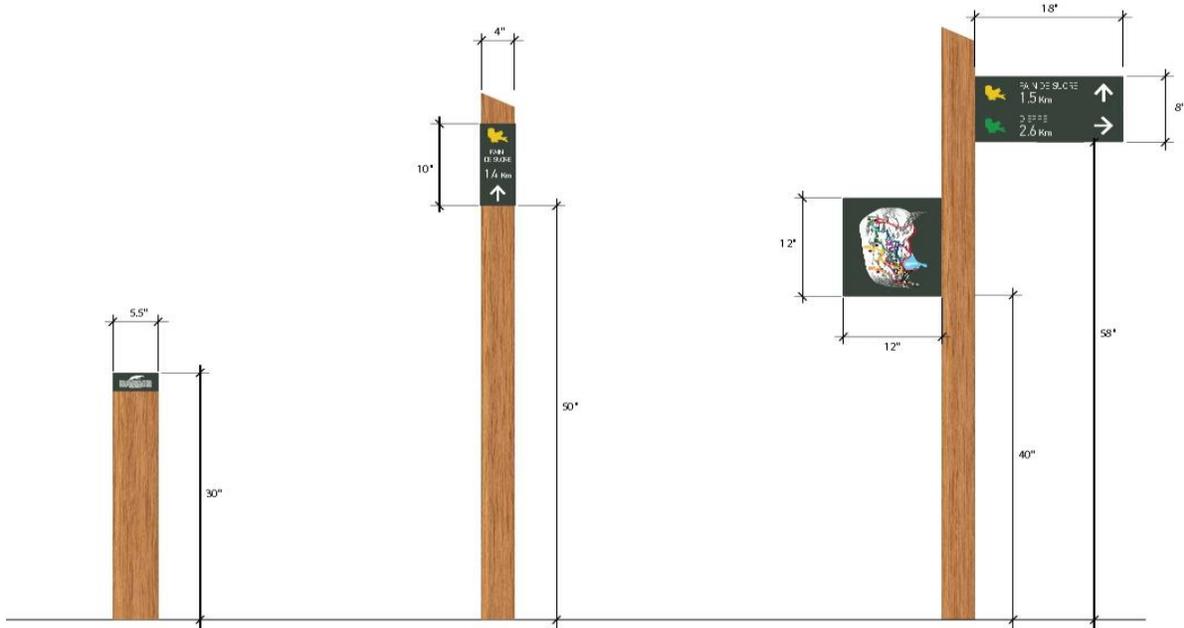
The entrance sign should be placed at the entrance of Gault campus on Chemin du Moulins. The sign should indicate the campus name.



Type F: Trail sign

Sign size: varies

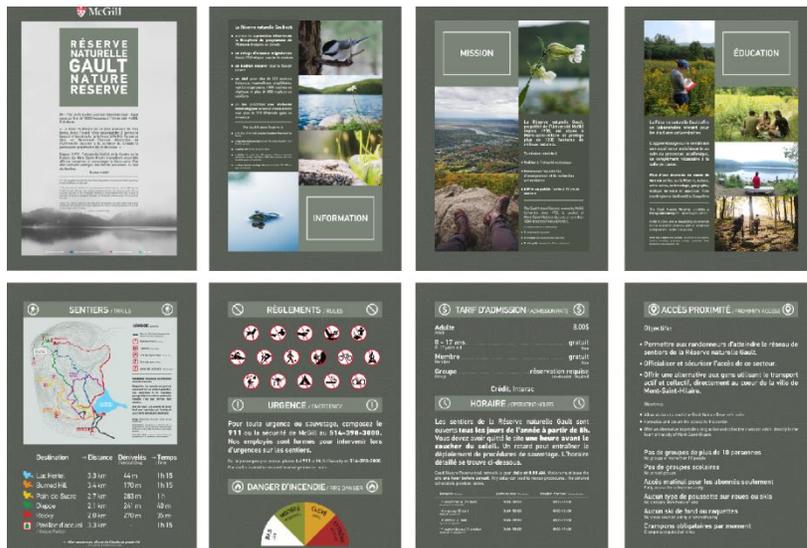
These signs should be placed at trail intersections or paths of Gault campus. These signs should indicate the trail names, distances, maps and information.



Type G: Trail head sign

Sign size: 42" x 30"

The trail head sign should be placed at the alternate entrance of Gault campus on a main trail. The sign should indicate the map, rules, emergency information, schedule, admission rates and other relevant information.



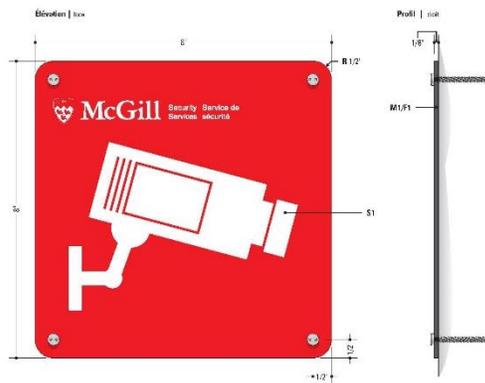
Part III: Other signs

Security and Safety Signage

Type 1: Camera Sign

Sign size: 8"x8"

The camera sign is used to inform users that the area is under vide-surveillance. The location of this type of sign has to be coordinated with Security Services.



Type 2: Night Routes Sign

Sign size: 11"x17"

Night route signs should be placed at each building's main entrance. It should be installed on the interior side of the building near the exit door. This sign is used to inform users of the recommended routes for crossing the downtown campus after dark. The location of this type of sign has to be coordinated with Security Services.



Parking and Loading Zones Signage

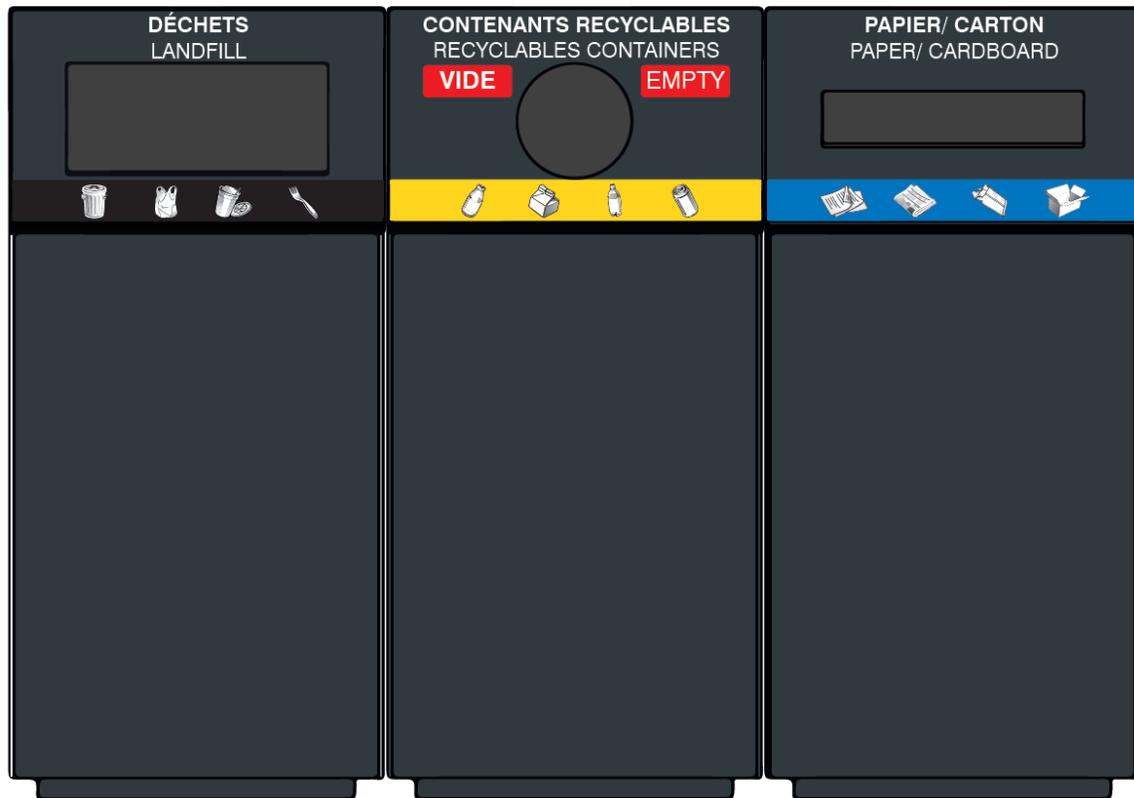
Please contact Jo-Ann Sciampacone, Manager - Parking & Transportation Services:

jo-ann.sciampacone@mcgill.ca

514-398-8437

Garbages

Designated information signs will be used around the Campuses to announce the variety of garbages. The signs will be implemented with the new standard exterior furniture collection for the Campuses.



Designated Areas

Type 1: Designated Areas Sign

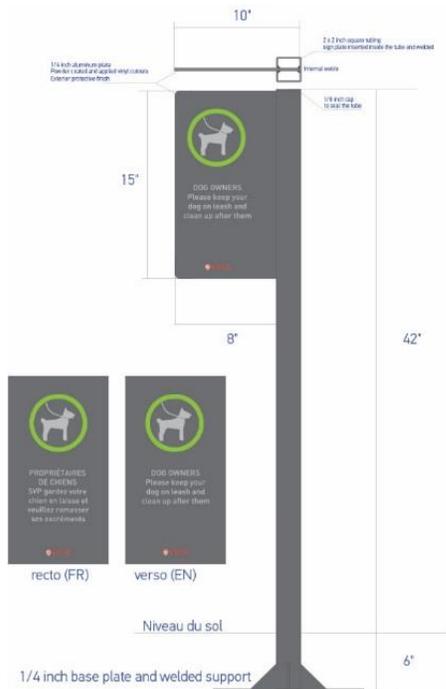
Sign size: Various

Designated information signs are used around the Campuses to announce an activity/rule that needs to be respected in a specific area (i.e.: garden, dogs, bicycle, etc). The signs should be placed in order to surround the designated area and should be explicit.



Tree tags

Garden sign



Dog on leash sign



Bike signs

Banners

Please contact Tara Shaughnessy, Director - Graphic Design:

tara.shaughnessy@mcgill.ca

514-398-6753

Smoke-free Signage

McGill campuses are now smoke-free since May 2018 with some designated smoking areas. Signage has been installed throughout campuses. If some extra smoke-free signs are needed, please contact Design Services, Facilities Management and Ancillary Services. There are two types of signs: smoke-free policy and designated smoking area.



 **McGill**

Toward a smoke-free campus

Smoking is not permitted on McGill campuses, except in designated smoking areas. Look for this sign  to locate our smoking areas.

Vers un campus sans fumée

Il est interdit de fumer sur les campus de McGill, sauf aux endroits prévus à cette fin et désignés par le panneau suivant .

For more information, please visit mcgill.ca/students
Pour plus d'information, veuillez consulter mcgill.ca/fr/students



Espace fumeurs



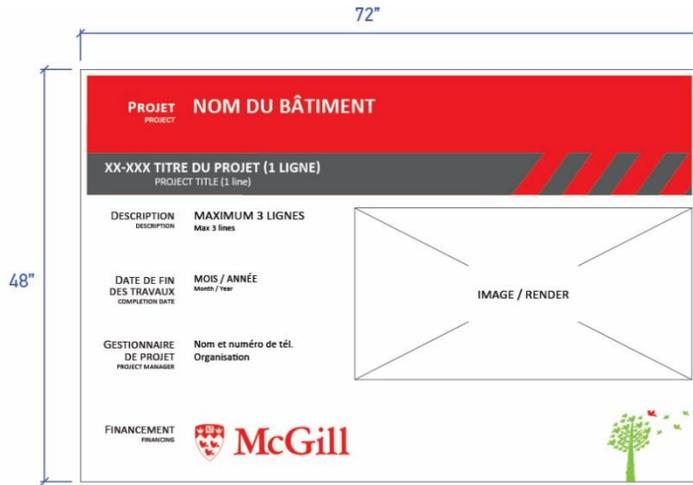
Designated
Smoking Area

Construction Site Signage

Type 1: Construction Site Sign

Sign size: 48"x72"

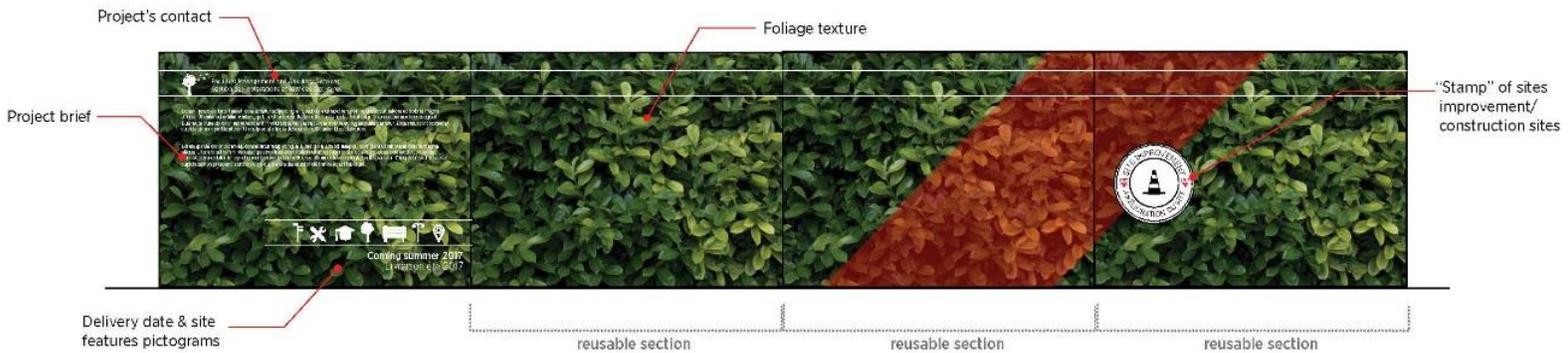
This construction site sign is used to announce a construction project occurring inside a building.



Type 2: Construction Site Hoarding

Sign size: various

The construction site hoarding is used to hide an exterior construction site while informing users about the project.



Part IV: Implementation

Assessment process

If there is a need for exterior signage, the Building Director has to contact Design Services, Facilities Management and Ancillary Services.

Official building names list

[Link](#)