



Town of Conception Bay South Policy Manual

Title: Signage Standards for Parks, Trails, Playgrounds and Natural Areas

Policy Number: 071

Resolution Number: 14-240
Date Approved: June 17, 2014

PURPOSE:

To provide consistently themed signage in Town parks, trails, playgrounds and natural areas.

To ensure signage in Town parks and open space areas conforms with the Town of Conception Bay South's brand standards and guidelines.

AUTHORITY:

- Council discretion
- Conception Bay South Development Regulations, Section 8.6

PROCEDURE:

Prior to fabrication, signage must first be vetted through the Town's Communications Coordinator for approval. Samples of existing signage conforming to this policy are available by contacting the Department of Economic Development and Tourism.

According to section 8.6 of the Conception Bay South Development Regulations, no application is required for memorial and historical plaques and tablets. Nonetheless, the Town wishes to ensure that such signage must reflect the Town's branding standards and guidelines and are consistently themed.

Colour Selections

Any signage used throughout the Town should include elements of the following colour palate, though not necessarily focusing on the Town's main colour scheme.

The colour palette used by the Town of Conception Bay South is based on the print industry standard, the Pantone Matching System.

The main Town colours are Pantone 382 (light green) and 349 (dark green) and process black.

Pantone 382 C	CMYK C29 M0 Y100 K0	RGB R193 G216 B47
Pantone 349 C	CMYK C100 M0 Y 91 K42	RGB R0 G112 B60
Process Black		



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A secondary palette has been provided for use as accent to enhance layouts and typography:

Pantone 3115 C	CMYK C63	M0	Y22	K0	RGB R74	G195	B204
Pantone 1797C	CMYK C15	M100	Y100	K0	RGB R 210	G35	B42
Pantone 142 C	CMYK C0	M30	Y78	K 0	RGB R253	G186	B81
Pantone 7545 C	CMYK C23	M2	Y0	K63	RGB R92	G111	B124
Pantone 7503 C	CMYK C0	M12	Y35	K25	RGB R200	G177	B139
Pantone Cool Grey 3C	CMYK C0	M0	Y0	K17	RGB R216	G217	B218

Text

Wherever possible, all fonts used on signage within the Town would be consistent.

Picket Fence Detail

The use of picket fencing detail is where funding partners and other key stakeholders will be identified. The number of pickets will depend on the number of involved parties and should display applicable logos in full colour format.

The picket fence is a key detail that should be incorporated in all new signage and in replacing existing signs. In addition to tying new trail and park signage together, it reflects the picket fencing found incorporated into the Town's entrance signs.

Application

It is expected these standards will apply to all signage erected on lands owned/managed/operated by the Town of Conception Bay South.

REVISION HISTORY:

Revision:	Author:	Change Made:	Date: