

Economic Action Plan (EAP) and the National Trails Coalition (NTC) Style Guide | Project Signage Guidelines

GUIDING PRINCIPLES:

The guiding principles apply to all new signs related to projects funded by the Economic Action Plan.

- Consistency is extremely important. For this reason, all signs must employ the guidelines and design parameters set out in this guide, including colours, fonts and message.
- The selection of signs must be tailored to the size and cost of its associated project. A sign that is out of proportion (size and cost-wise) with its project does not reflect proper stewardship of taxpayer funds. For example, a project that has received \$10,000 in funding should have a sign that is modest in size, as compared to a project involving the construction or retrofit of a bridge whose total dollar value is in the hundreds of thousands or millions of dollars and which would require a more prominent sign to be visible.



EAP AND NTC PARTNERSHIP PROJECTS:

- Signs should clearly display the Government of Canada and Economic Action Plan (EAP) branding and should also respect the existing agreement with the National Trails Coalition (NTC) where signs show the EAP and NTC colour specs, Font size and style. The signage artwork and dimension – minimum and maximum size recommendations **are not to be manipulated** as they have been approved at this scale and layout at the federal government level.
- Typical signage for a project lists the name of the project in question – for example, “extension of Highway 112 Bypass”. However, to ensure rigorous consistency in the look and feel of signage, and to avoid signs with long and technical project names, the following title “TRAIL IMPROVEMENTS” is to be used.

To assist you with the production of signage, NTC has provided specification and graphic samples of approved signage formats.

APPROVED SIGNAGE FORMATS |

SQUARE FORMAT : Signage (Square) with EAP on top and NTC on the bottom of one sign:

Size will depend on the scale of the project funding using the following dimension guides

12" x 12"
24" x 24"
36" x 36"
48" x 48"

EXAMPLE:

12 x12 Single Post Mount



48 x48 Two Post Mount



For Printing in English

File Name : NTC_EAP Signage_SQR.ai / NTC_EAP Signage_SQR.pdf

For Printing in French

File Name : CNS_EAP Signage_SQR.ai / CNS_EAP Signage_SQR.pdf

APPROVED SIGNAGE FORMATS |

BANNER FORMAT | Signage with EAP on the left and NTC on the right in a landscape format:

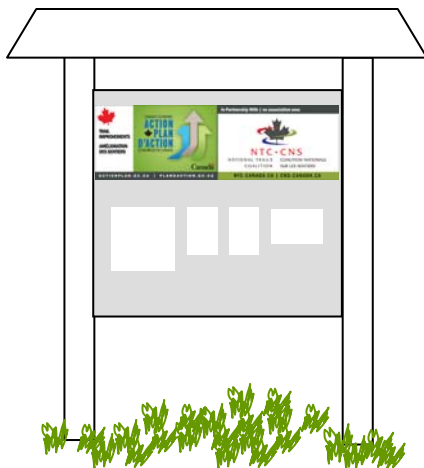
Size will depend on the scale of the project funding using the following dimension guides and size of the project and where it is located for example: at a trail head on posts or in a kiosk etc.

12" x 16"
24" x 36"
48" x 72"



EXAMPLE:

24" x 36" On or In a Kiosk



48 x72 Three Post Mount



For Printing in English

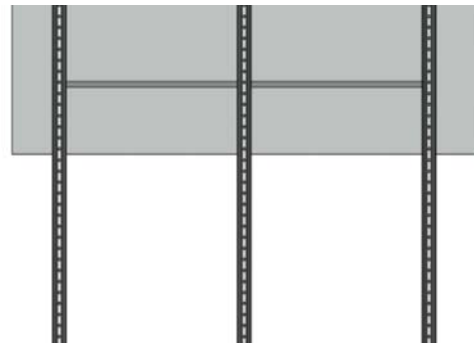
File Name : NTC_EAP Signage_BANNER.ai / NTC_EAP Signage_BANNER.pdf

For Printing in French

File Name : CNS_EAP Signage_BANNER.ai / CNS_EAP Signage_BANNER.pdf

KIOSKS: are a great way to add character to your trail, especially if they are uniquely designed Kiosks are mostly at trail heads and contain a lot of information, such as map, directions, history, logos etc. The EAP/NTC signage required will be in line with the size and design of the Kiosk. Signage with EAP on top and NTC on the bottom or signage with EAP on the left and NTC on the right are both acceptable designs.

POSTS: are the most common mounting system because they are simple to assemble, economical, position in the right direction and allow for a larger signboard. Suggestions for material: 2 x 2 galvanized steel, powder coated aluminum posts or omega posts.



SUGGESTIONS FOR TRAIL SIGN MATERIALS:

- .090 poly with 3M EG reflective
- PVC pressed – UV protected
- Or on sizes larger than 24" x 18" use an alupanel which is poly with aluminum sheeting on each side (creates a more solid surface for the larger signs). This material is light weight yet very flat and strong.

PRINTING: Your local sign company will require these guidelines when you place your order. For those looking for sign companies, here are a couple of suggestions: The Government of Canada has contracted with Pattison Sign Group – contact: Helene Hammond, 1-613-247-5379 ext. 224 or toll free 1-800-661-2493 or McCarthy Signs Co. Ltd. toll free – 1-800-563-0946 is also used by a number of clubs and associations for trail signage.