# **Shuswap Trail Sign Style Guide**

The Shuswap Trail Sign standards were developed in conjunction with the Provincial Trail Sign Standards for the Province of British Columbia. See: J. Hawkings, *Sign Guidelines*. Ministry of Tourism, Sport and the Arts, British Columbia. (December 7, 2007)

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# Shuswap Trail Sign Style Guide: General Specs

The Shuswap Trail Sign standards were developed in conjunction with the Provincial Standards for the Province of British Columbia. See: J. Hawkings, *Sign Guidelines*. Ministry of Tourism, Sport and the Arts, British Columbia. (December 7, 2007)

#### **Purpose:**

The Shuswap Trail Sign Style Guide grew out of a shared agreement to establish a unifying trail sign message throughout the Shuswap that could be adapted for use in local communities and trail systems.

Component	Description
Sign Sizes	Vary according to sign type and specific local requirements
Background Colour	Green: CMYK (100-0-100-0)
Mounting	<ul> <li>Vary according to sign type</li> <li>pre-treated or western red cedar (rough cut is fine and provides a textured look)</li> <li>7 foot length recommended for verticle posts: 5 foot above ground; 2 foot buried</li> </ul>
Fonts Type/Size	Large/Title Fonts: IMPACT Small/Body text Fonts: Franklin Gothic (Book, Medium, Demi, and Heavy as applicable)
Icons	Vary
Font colour	Yellow Text: CMYK (0-13-100-0) White Text: CMYK (0-0-0-0)

#### **Design Consistency:**

Maintaining consistency in sign design, presentation and mounting elevates the overall integrity and attractiveness of a trail system. It provides a message of connection. It also provides a message of assurance that attracts and inspires use. Consistency of core design elements like font type, colour specs, key icons and symbols, mapping elements, content and order of presented information build the overall integrity of a sign system and its ability to enhance the trail user's experience.

#### Adaptation options:

Sections of the trailhead sign can be rearranged according to the specific needs of the location. For example, a map shape may be wide in one area while another area's map is vertically long. This creates the need for flexibility in placement on Type 1 and 2 trailhead signs. Also, sections of the Type 3 sign might be produced seperately for flexibility (i.e. title segment, map segment, technical difficulty, user icons, partner logos, etc.) and reassembled on the post. This allows for flexibility to change elements like maps as new trails are added or are changed.

#### Sign Printing:

Ken Gibson (MTSA Recreational Sites and Trails, Revelstoke) recommends sign construction on Dibond with an anti graphite laminate. (Cost about \$17.20/sq foot + labour costs) Alternate: metal printed weather resistant construction.

#### **Mounting options:**

Use of alternate mounting posts may vary according to local sign standards. e.g. standard metal sign posts. However, consistency in presentation and mounting elevates the overall integrity of the system. It provides a message of connection; that communities are working together. It also provides a message of assurance that attracts and inspires use.

#### Securing Signs:

Signs can be secured using screws. Use ceramic-coated screws for pre-treated lumber. However, heavy duty construction adhesive is being recommended by the regional Recreational Sites and Trails officer.



# Type 1 & 2 Trailhead Sign (Kiosk) Specs

The Shuswap Trail Sign standards were developed in conjunction with the Provincial Standards for the Province of British Columbia. See: J. Hawkings, *Sign Guidelines*. Ministry of Tourism, Sport and the Arts, British Columbia. (December 7, 2007)

Component	Description
Sign Size	915 mm wide x approx 915 mm (3' x 3') adapt according to requirements
Background Colour	Green: CMYK (100-0-100-0)
Mounting	<ul> <li>Wood posts measuring 150 mm x 150 mm (6x6), or 100 mm x 100 mm (4x4)</li> <li>pre-treated or western red cedar (rough cut is fine and provides a textured look)</li> <li>7 foot length recommended: 5 foot above ground; 2 foot buried</li> </ul>
Fonts Type/Size	Large/Title Fonts: IMPACT Small/Body text Fonts: Franklin Gothic (Book, Medium, Demi, and Heavy as applicable)
Icons	Difficulty rating symbol User groups (ESRI US Forestry 1 icon set) Partners/Sponsors and applicable government Map icons Additional added according to specific needs
Font colour	Yellow Text: CMYK (0-13-100-0) White Text: CMYK (0-0-0-0)

#### Use (Type 1)

The requirements for a Type 1 (Kiosk) Trailhead Sign are: high number of users (or the potential for a high number of users), drive up access, variety of trail and user levels (i.e. beginner to advanced trails), and variety of user types (i.e. Equestrian, cycling, and hiking). Multiple sign panels are possible here, including interpretative signage.

#### Use (Type 2)

The requirements for a Type 2 (Kiosk) Trailhead Sign are: moderate number of users, trail or drive up access (where use is lower), variety of user types, users have already been filtered by previous trail or are local and therefore more familiar with the trail and conditions.

Also known as "network entrance" signs. (J. Hawkings, 2007)

#### **Design Consistency:**

See general specs on page 1.

#### Adaptation options:

Local identity branding or logo mark to fit local sign specs. See example. Add additional panels for interpretative information.

#### Sign Printing:

See general specs on page 1.

#### **Mounting options:**

See general specs on page 1. Depending on available materials and costs, alternate mounting using 4x4 posts or other system consistent with local standards is possible.

#### Securing Signs:

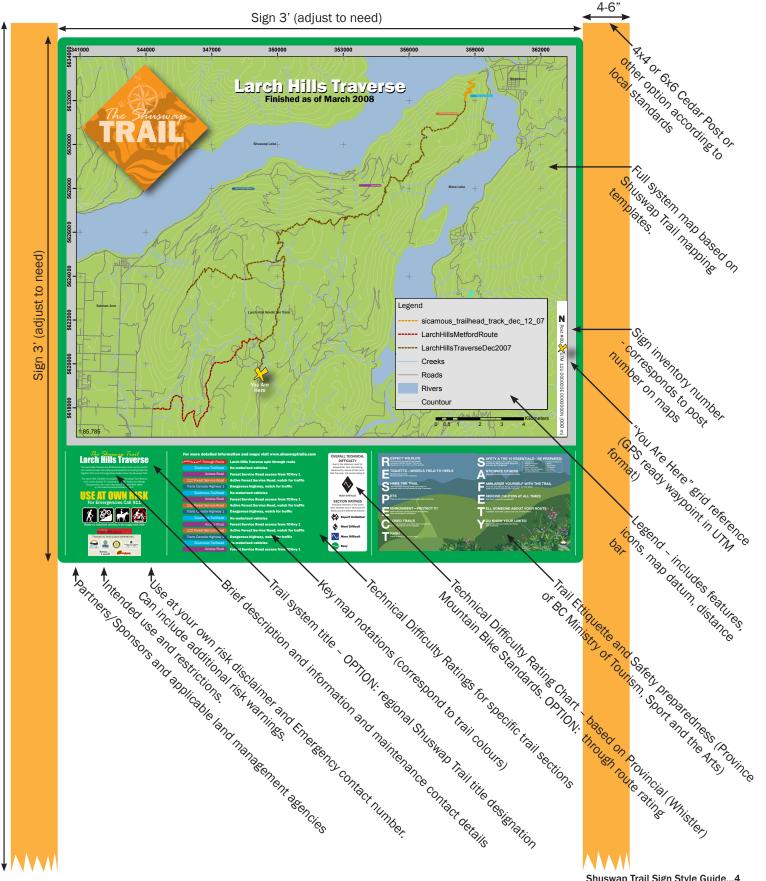
See general specs on page 1. Recommend 1/2"x4" galvanized carriage bolts for cross posts (use recessed mounting holes.)

# The Shuswap Trail Strategy Type 1 & 2 Trailhead Sign (Kiosk) Style Guide

Updated: May 30, 2008

foot post: 2' burried/5' above ground

The Shuswap Trail Sign standards were developed in conjunction with the Provincial Standards for the Province of British Columbia. See: J. Hawkings, Sign Guidelines. Ministry of Tourism, Sport and the Arts, British Columbia. (December 7, 2007)



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# Type 1 & 2 Trailhead Sign Specs continued...



e.g. Type 1 (Example rendering for demonstration purposes only.)

e.g. Type 2 (Example rendering for demonstration purposes only.)





Local identity branding or logo mark to fit local specs e.g.





### Type 3 Trailhead Sign Specs

The Shuswap Trail Sign standards were developed in conjunction with the Provincial Standards for the Province of British Columbia. See: J. Hawkings, *Sign Guidelines*. Ministry of Tourism, Sport and the Arts, British Columbia. (December 7, 2007)

Component	Description
Sign Size	140 mm wide x approx 400 mm (adapt according to requirements)
Background Colour	Green: CMYK (100-0-100-0)
Mounting	<ul> <li>Wood post measuring 150 mm x 150 mm (6x6), or 150 mm x 100 mm (6x2)</li> <li>pre-treated or western red cedar (rough cut is fine and provides a textured look)</li> <li>7 foot length recommended: 5 foot above ground; 2 foot buried</li> </ul>
Fonts Type/Size	Large/Title Fonts: IMPACT Small/Body text Fonts: Franklin Gothic (Book, Medium, Demi, and Heavy as applicable)
Icons	Difficulty rating symbols User groups (ESRI US Forestry 1 icon set) Partners/Sponsors and applicable government Additional added according to specific needs
Font colour	Yellow Text: CMYK (0-13-100-0) White Text: CMYK (0-0-0-0)

#### Use

The requirements for a Type 3 Trailhead Sign are: moderate to low number of users, trail access, variety of user types or single-use (i.e. downhill mountain bike trail), users have already been filtered by previous trail or are local and therefore more familiar with the trail and conditions. Type 3 posts are used to "mark the entrance to a particular trail and provides users with adequate information to make aninformed decision about using the specific trail." (J. Hawkings, 2007)

#### **Design Consistency:**

See general specs on page 1.

#### Adaptation options: (See ALTERNATE guidelines next page)

Each section of the type 3 trailhead sign can be produced seperately for flexibility (i.e. title segment, map segment, technical difficulty, user icons, partner logos, etc.) and reassembled on the post. This allows for flexibility to change elements like maps as new trails are added or are changed.

#### Sign Printing:

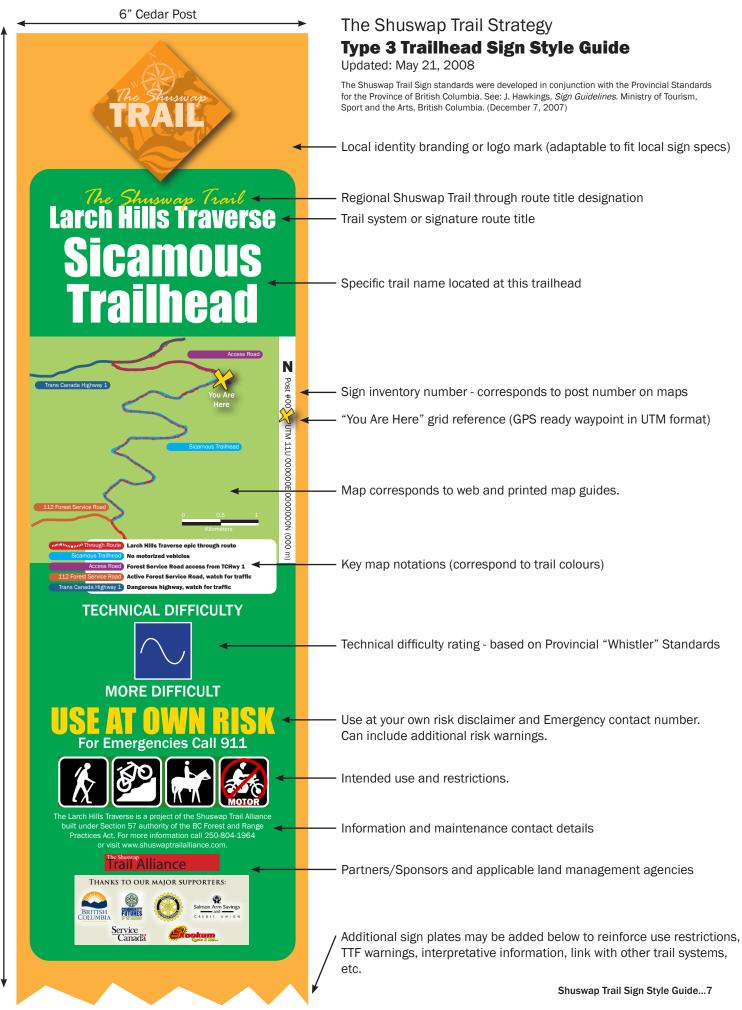
See general specs on page 1.

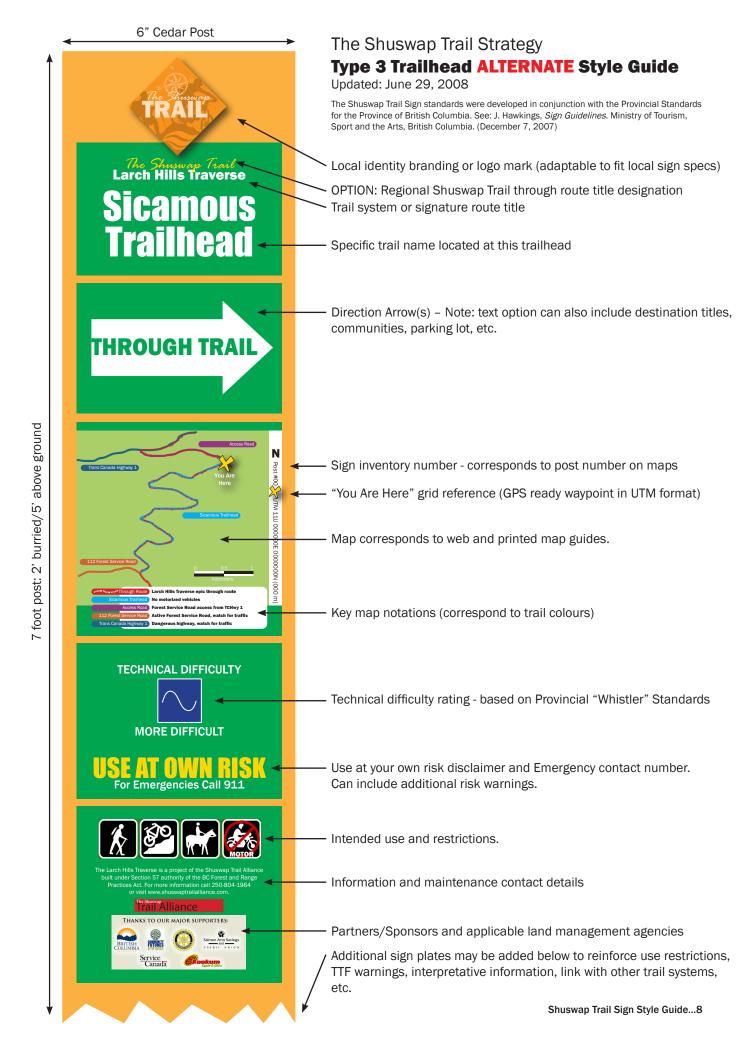
#### Mounting options:

See general specs on page 1. Depending on available materials and costs, alternate mounting using 4x4 posts with 2x6 additions to frame and hold the signs is possible.

#### Securing Signs:

See general specs on page 1.





# Type 3 Trailhead Sign Specs continued...

#### e.g. Type 3

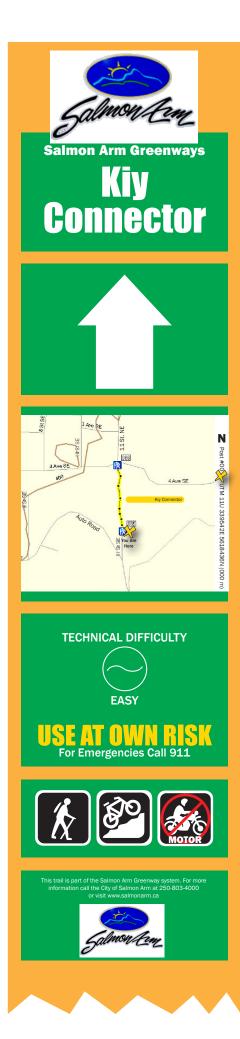
Example mock ups applied to Salmon Arm Greenways to show how the integration of municipal logo mark and placement might function.



e.g. Type 3 Application to 20th St. NE underpass, Salmon Arm (Note: Mock rendering for demonstration only)



e.g. Type 3 Application to Rotary Trail, 5th Ave. NE & 28th St. NE, Salmon Arm (Note: Mock rendering for demonstration only)



Type 3 Trailhead Sign Specs continued...



e.g. Type 3 (Alternate Version) applied to new greenway link between 11 St. SE and Auto Rd., Salmon Arm (Note: Mock rendering for demonstration only)



### **En Route (Assurance) Sign Specs**

The Shuswap Trail Sign standards were developed in conjunction with the Provincial Standards for the Province of British Columbia. See: J. Hawkings, *Sign Guidelines*. Ministry of Tourism, Sport and the Arts, British Columbia. (December 7, 2007)

Component	Description
Sign Size	Trail Name: 90 mm x 60 mm $(3\frac{1}{2}x2\frac{3}{8})$ Direction Arrow: 90 mm x 90 mm $(3\frac{1}{2}x3\frac{1}{2})$ Difficulty Rating: 90 mm x 90 mm $(3\frac{1}{2}x3\frac{1}{2})$ User Icons: 90 mm x 90 mm $(3\frac{1}{2}x3\frac{1}{2})$ Contact Info: 90 mm x 20 mm $(3\frac{1}{2}x3\frac{1}{2})$ (adapt according to requirements) <b>NOTE</b> : for treated posts, sizes must be reduced to widths approx. 80 mm $(3)$
Background Colour	Green: CMYK (100-0-100-0) Red: CMYK (0-100-100-0)
Mounting	<ul> <li>Wood post measuring Cedar = 100 mm x 100 mm (4x4); treated posts = 90 mm x 90 mm</li> <li>pre-treated or western red cedar (rough cut is fine and provides a textured look)</li> <li>7 foot length recommended: 5 foot above ground; 2 foot buried</li> </ul>
Fonts Type/Size	Franklin Gothic (Franklin Gothic Book, Medium, Demi, and Heavy as applicable)
Icons	Direction arrow Difficulty rating symbols User groups (ESRI US Forestry 1 icon set) Additional added according to specific needs
Font colour	White Text: CMYK (0-0-0-0)

#### Use

The requirements for an En Route (Assurance) Sign are: mark intersections with roads and other trails along the route, indicate direction to travel, and tell the user what section of trail they are on. They "provide users with trail specific information at junctions...[and] may also be placed along the trail where the route is difficult to follow." (J. Hawkings, 2007)

#### **Design Consistency:**

See general specs on page 1.

#### Adaptation options:

Each section of the En Route sign can be produced seperately for flexibility (i.e. title segment, technical difficulty, user icons, etc.), or assembled as a single strip (see sample) to reduce printing costs. Additional direction arrows may be added. (See additional sign samples later in guide.)

#### Sign Printing:

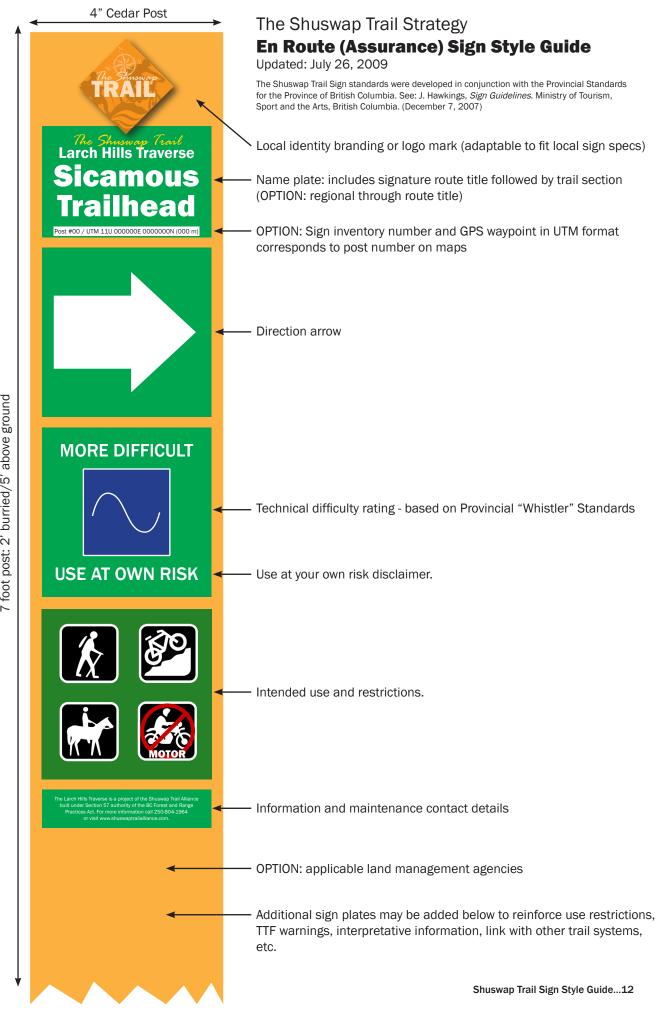
See general specs on page 1.

#### **Mounting options:**

See general specs on page 1.

#### Securing Signs:

See general specs on page 1.



7 foot post: 2' burried/5' above ground



# En Route (Assurance) Sign Specs continued...

#### e.g. Connected strip format

Assembling the seperate sections of the En Route sign into a single strip reduces printing costs significantly.





# Warning Sign Specs

The Shuswap Trail Sign standards were developed in conjunction with the Provincial Standards for the Province of British Columbia. See: J. Hawkings, *Sign Guidelines*. Ministry of Tourism, Sport and the Arts, British Columbia. (December 7, 2007)

Component	Description
Sign Size	140 mm x 100 mm to 140 mm wide x 240 mm or longer (adapt according to requirements)
Background Colour	Yellow: CMYK (0-0-65-0)
Mounting	<ul> <li>Wood post measuring 150 mm x 150 mm (6x6), or 150 mm x 100 mm (6x2)</li> <li>pre-treated or western red cedar (rough cut is fine and provides a textured look)</li> <li>7 foot length recommended: 5 foot above ground; 2 foot buried</li> <li>Warning signs placed below Type 2 sign</li> </ul>
Fonts Type/Size	Franklin Gothic Heavy (Book, Medium, and Demi for subtext as applicable)
Icons	Caution and Warning (various) User groups (ESRI US Forestry 1 icon set) Managing agency and organization logos Additional added according to specific needs
Font colour	Black Text: CMYK (0-0-0-100)

#### Use

Various: Warning signs to help reduce risks to trail users and direct appropriate use. The guidelines can be adapted to meet specific requirements.

#### **Design Consistency:**

See general specs on page 1.

#### Adaptation options:

See general specs on page 1.

#### **Sign Printing:**

See general specs on page 1.

#### **Mounting options:**

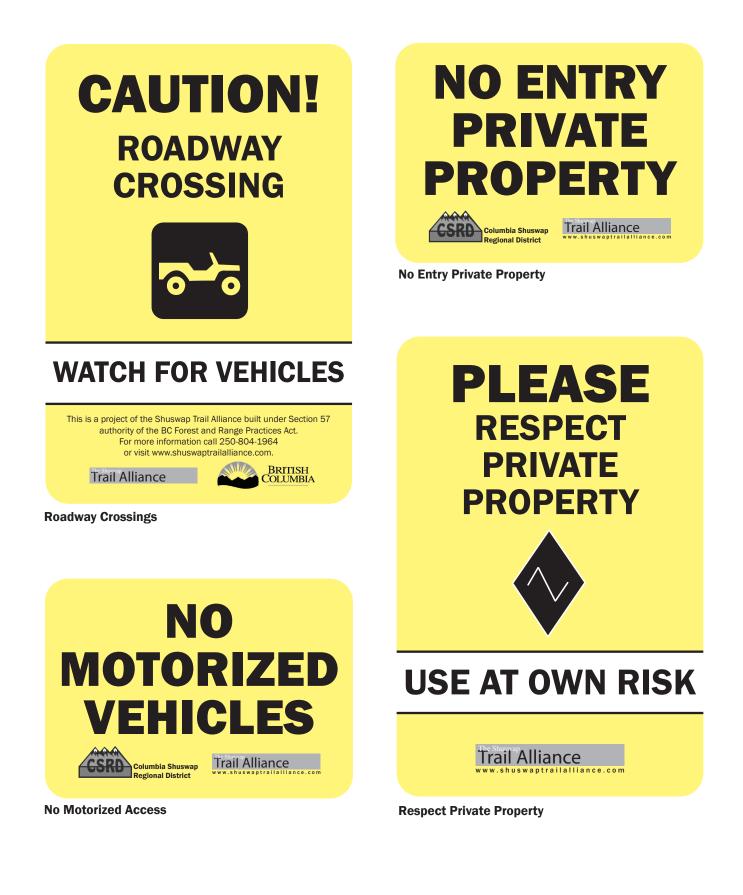
See general specs on page 1. Depending on available materials and costs, alternate mounting using 4x4 posts with 2x6 additions to frame and hold the signs is possible.

#### Securing Signs:

See general specs on page 1.



#### Warning Signs (Various) Examples of several more common warning signs are included here.



Warning Signs (Various) Examples of several more common warning signs are included here.

# CAUTION! STEEP EDGES

# Please Stay On Trail



**Steep Edges** 

# CAUTION! MULTI-USE TRAILS



# WATCH FOR VEHICLES

**Multi-Use Trails** 



# **Technical Trail Features (TTF) Sign Specs**

The Shuswap Trail Sign standards were developed in conjunction with the Provincial Standards for the Province of British Columbia. See: J. Hawkings, *Sign Guidelines*. Ministry of Tourism, Sport and the Arts, British Columbia. (December 7, 2007)

Component	Description
Sign Size	TTF Warning: 90 mm wide x approx 400 mm Bypass Arrow: 90 mm x 90 mm
Background Colour	Yellow: CMYK (0-0-65-0) Green: CMYK (100-0-100-0)
Mounting	<ul> <li>Wood post measuring 100 mm x 100 mm (4x4)</li> <li>pre-treated or western red cedar (rough cut is fine and provides a textured look)</li> <li>5 foot length recommended: minimum 3' foot (1 metre) above ground; 2 foot buried</li> </ul>
Fonts Type/Size	Franklin Gothic Heavy (Book, Medium, and Demi for subtext as applicable)
Icons	Difficulty rating symbol Bypass arrow Additional added according to specific needs
Font colour	Black Text: CMYK (0-0-0-100) White Text: CMYK (0-0-0-0)

#### Use

According to Provincial trail guidelines, a Technical Trail Feature warning (or TTF) "warns users of a technical trail feature of highter difficulty than the oeverall trail rating. If the feature cannot be walked an alternate bypass route will be signed. (J. Hawkings, 2007)

#### **Design Consistency:**

See general specs on page 1.

#### Adaptation options:

See general specs on page 1.

#### Sign Printing:

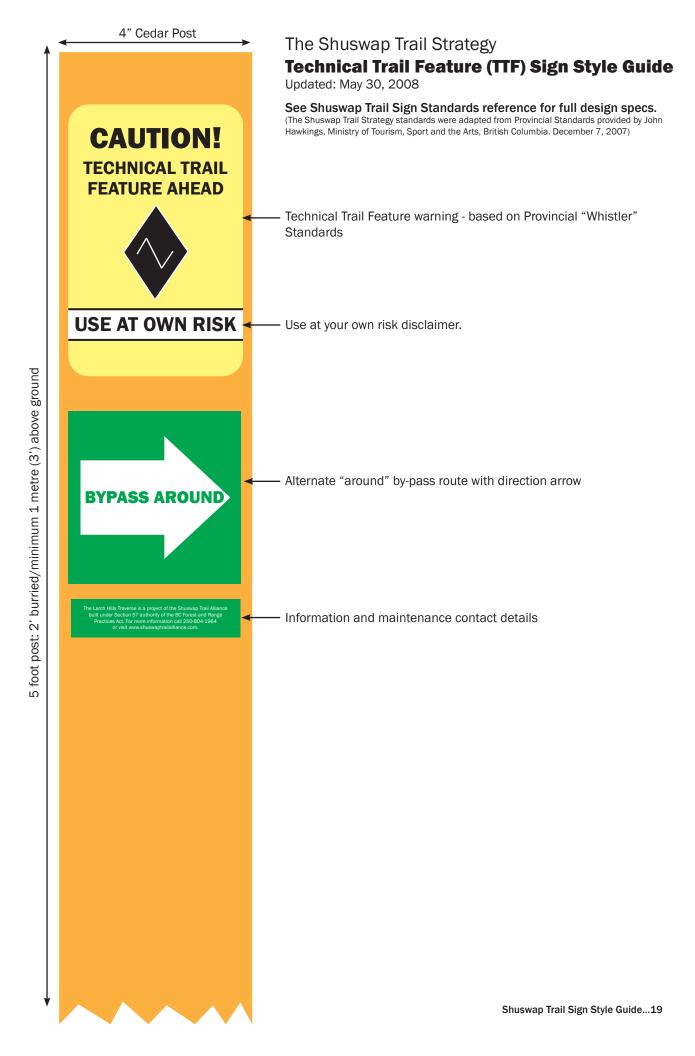
See general specs on page 1.

#### Mounting options:

See general specs on page 1.

#### Securing Signs:

See general specs on page 1.





#### **Direction Arrows**

The Shuswap Trail Sign standards were developed in conjunction with the Provincial Standards for the Province of British Columbia. See: J. Hawkings, *Sign Guidelines*. Ministry of Tourism, Sport and the Arts, British Columbia. (December 7, 2007)

#### Use

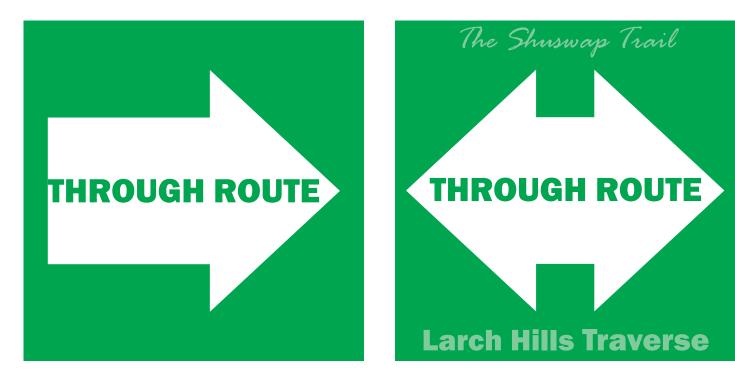
The following direction arrow sign plates represent variations that may be required at different locations. They adhere to the sign specs outlined previously. Size may vary depending on post width (4" or 6")

Component	Description
Sign Size	90 mm x 90 mm (3½"x3½") -or- 140 mm x 89 mm (5½"x3½") (adapt according to requirements)
Background Colour	Green: CMYK (100-0-100-0) White: CMYK (0-0-0-0)
Mounting	As per other specs
Fonts Type/Size	Franklin Gothic (Heavy)
Icons	Direction Arrow
Font colour	Green text: CMYK (100-0-100-0) Lite Green text: CMYK (100-0-100-0) 50% tint

#### **Through Route**

Used to indicate signature or primary through routes, especially on crosscountry routes including the extended Shuswap Trail circuit. Note: double text allows arrow to be mounted in either direction.

Note: (Option) Shuswap Trail title. Can also be applied to other routes.



#### 6x6 Post Arrow

Sizing for 6" wide post placement.

Note: (Option) Shuswap Trail title. Can also be applied to other routes.



#### Text on Arrow Used to point to specific destination. e.g. Parking Lot, community, etc.

Note: (Option) Distance to destination can be included







# **User Icons**

The Shuswap Trail Sign standards were developed in conjunction with the Provincial Standards for the Province of British Columbia. See: J. Hawkings, *Sign Guidelines*. Ministry of Tourism, Sport and the Arts, British Columbia. (December 7, 2007)

#### **Use (Various)**

User Icon sign plates direct and restrict use variations at different locations. They adhere to the sign specs outlined previously. Size varys depending on post width (4" or 6") or application.

Component	Description
Sign Size	90 mm x 90 mm (3½"x3½")
	-or- 140 mm x 140 mm (5½"x5½")
	(adapt according to requirements)
Background Colour	Green: CMYK (100-0-100-0)
	Red: CMYK (0-100-100-0)
	White: CMYK (0-0-0-0)
	Black: CMYK (0-0-0-100)
Mounting	Various
Fonts Type/Size	Franklin Gothic (Heavy)
Icons	User groups (ESRI US Forestry 1 icon set)
Font colour	White Text: CMYK (0-0-0-0)



**Mountain Bike** 

Hike



**Walking Path** 



**Interpretative Walk** 





Nordic Ski



**Bird/Nature Watch** 

Wildlife Corridor



**Road Cycle** 





Snowshoe

Equestrian



ATV/OHV Use

**Paddle** 



Motorcycle/OHV



**Toilet Facility** 

**Conservation**/ Rehabilitation



#### **User Icon Clusters (Various)**

User Icon clusters direct and restrict multi-use variations at different locations. They adhere to the sign specs outlined previously. Size varys depending on post width (4" or 6") or application.





Hike/Bike Only



**Closed to All** 

#### **Use Restrictions (Various)**

Use restriction sign plates highlight closures. They adhere to the sign specs outlined previously. Size varys depending on post width (4" or 6") or application.



**Closed to Hiking** 



**Closed to Mountain Biking** 



**Closed to Equestrian Use** 



**Closed to Motorized Access** 









**Dogs Allowed – Please Pick-up** 



Dogs Must Be On Leash – Please Pick-up

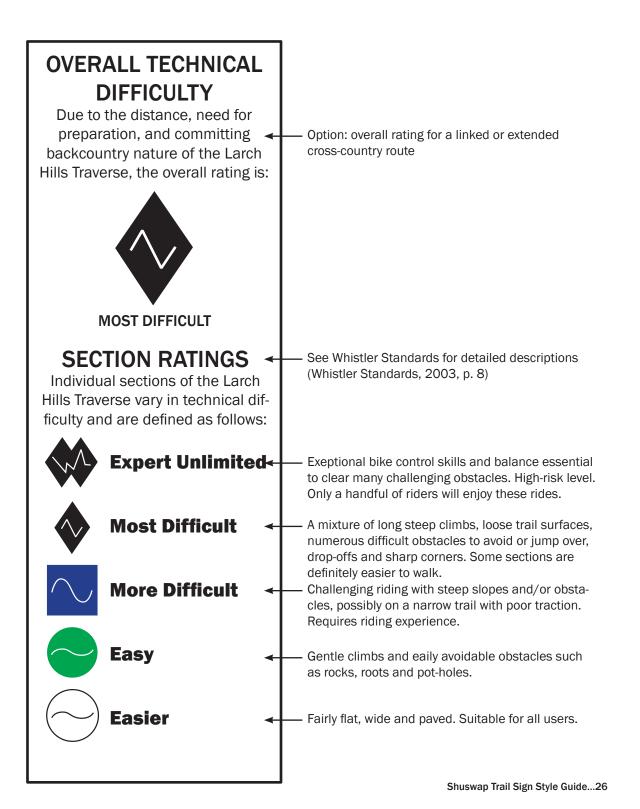


# Trail Rating System and Icons (Mountain Bike)

The Shuswap Trail Sign standards were developed in conjunction with the Provincial Standards for the Province of British Columbia. See: J. Hawkings, *Sign Guidelines*. Ministry of Tourism, Sport and the Arts, British Columbia. (December 7, 2007)

#### Use

The following trail rating system is to be used to classify trail difficulty. The icons are from the Whistler Standards adopted by the Province of BC (MTSA, 2007; Whistler Standards, 2003) While intedned for Mountain Bike trails, where hike/cycle/equestrian trails exist and only one rating system is feasible, these icons shall be the default. Additional rating systems are being developed for hike, EQ, and winter only trails.

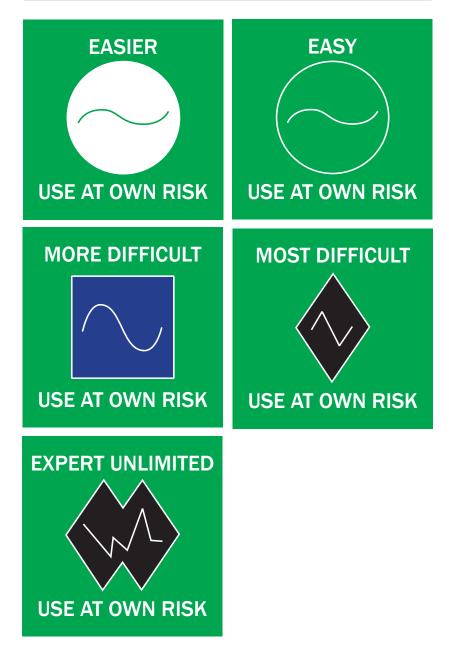




#### **Difficulty Rating Plates**

Difficulty rating plates identify difficulty specific to a section of trail within a wider system or route. The icons are from the Whistler Standards adopted by the Province of BC (MTSA, 2007; Whistler Standards, 2003)

Component	Description
Sign Size	90 mm x 90 mm (3½"x3½") -or- 140 mm x 140 mm (5½"x5½") (adapt according to requirements)
Background Colour	Green: CMYK (100-0-100-0) Blue: CMYK (100-90-10-0) White: CMYK (0-0-0-0) Black: CMYK (0-0-0-100)
Mounting	Various
Fonts Type/Size	Franklin Gothic (Medium)
Icons	Difficulty Rating (Whistler Standards, BC 2003)
Font colour	White Text: CMYK (0-0-0-0)





#### **Blaze Marker Sign Specs**

The Shuswap Trail Sign standards were developed in conjunction with the Provincial Standards for the Province of British Columbia. See: J. Hawkings, *Sign Guidelines*. Ministry of Tourism, Sport and the Arts, British Columbia. (December 7, 2007)

Component	Description
Sign Size	76 mm x 76 mm (3" x 3")
Background Colour	Reflective Orange: RGB (255-102-0) CMYK (0-70-100-0)
Mounting	<ul> <li>trees or posts</li> <li>place ideally 8 feet high to 9 feet</li> <li>to trees/posts - aluminum (or galvanized) nails. Leave ¼ to ½ inch from nail head to tree to allow for bark expansion. Single nail in centre or two nails top and bottom.</li> <li>attach at intervals appropriate to trail and ter- rain to ensure consistent indicator of route</li> <li>blaze for travel in both directions. Ensure clear sight lines.</li> </ul>
Fonts Type/Size	N/A
Icons	N/A
Font colour	N/A

#### Use

Blaze markers are used in combination with En Route posts and trailhead signs. They provide additional assurance to trail users, expecially following seasonal changes such as snowfall or vegetation cover due to windfall. Blaze markers will be attached to trees, posts, or rock cairns at regular intervals throughout a trail route.

#### **Design Consistency:**

See general specs on page 1.

#### Adaptation options:

See general specs on page 1. Can add logo or trail title to blaze markers.

#### Sign Printing:

See general specs on page 1.

#### Mounting options:

See general specs on page 1.

#### Securing Signs:

See general specs on page 1.



OPTION: Branded reflective blaze marker specific to individual trail or system. To nnn 3. Renective Metal

10 mm 3



#### **Blazing a Trail**

The following guidelines are adapted for use on Shuswap Trails from the Bruce Trail Association's Guide for Trail Workers, 3rd Edition (2001).

- work in teams of two
- attach the first blaze marker at top of trailhead post
- attach the next "confirmation" blaze within 10 metres of the first trailhead blaze
- look down the trail and pick a visible tree 50 100 meters away, ideally on the right side of the trail to maintain consistency (but not necessary if the best position is on left)
- have your partner walk to the tree, while keeping an eye on a spot at eye level or slightly higher on the tree, which remains visible as he or she approaches it
- once at the tree hold the blaze up to the spot and look to your partner to confirm the blaze is visible. Avoid small diameter trees. And NOTE: in areas where deeper snow pack is anticipated, utilize an extension holder and framing hammer to extend reach and place the blaze higher.
- use 3" galvanized nails and hammer in leaving at least 1/2" out to allow for bark growth against the blaze.
- as one partner nails in a blaze, the other continues down the trail to prepare for the next blaze by pruning all vegetation within one meter of the blaze, as needed.
- if the trail bends, wait until after the bend to sight on the next most obvious tree.
- a turn blaze must be used at bends where the turn is sharp, or if there could be any confusion as to the direction of the path, where there are other visible paths that could be used, or if it is important that hikers make the turn.
- a turn blaze is a double blaze (one below the other) with the upper blaze slightly offset in the new direction of travel, to indicate a turn.
- a turn blaze is ideally used within 3 meters before the turn, never after the turn.
- a confirmation blaze on the new direction within 10 meters of the turn is required.
- no blaze should be more than arms length from the centre of the trail.
- even though the right side is preferred, the key consideration is where the blaze would be most visible.
- a good testing of your blazing is to invite someone totally unfamiliar with your trail to walk it in the fall when it is covered with leaves, or in the winter when it is covered with snow.
- if there are any areas that cause confusion, attach a piece of flagging tape and add an extra blaze as soon as possible.
- ideally, one direction is blazed and then the other on the return trip, however, it is possible to blaze for both directions in one pass with practice.

