

# EXTERIOR BUILDING SIGNAGE - GUIDELINES

SUMMER 2014

## Objective

It is with a strong sense of excellence and a continuous desire for improvement that McGill University is proud to update its exterior signage system.

This new system not only improves visibility and wayfinding throughout McGill campuses, but it also reinforces the University's visual identity.

Note that the signs presented in this document are a part of an upcoming family of exterior signs.

## Origin

The signage guidelines presented in this document are a product of an approval process in which informational accessibility principles were studied. These guidelines respond to visual, qualitative and quantitative communicational needs.

In order to facilitate wayfinding, it is crucial to have the ability to put an emphasis on the desired information, instead of losing it. Bringing the quantity of information down to a minimal and direct whole therefore helps communicating with the viewer.

## Before



## After



## System

McGill University's new outdoor signage system showcases the information in a concise and clear manner, while responding to a set of defined graphic norms.

Included on every sign are:



### The McGill signature

The shield measures 2,5 inches in height, and the rest of the signature is proportional to it, as per the Policy on use of the Wordmark and Insignia of McGill University.

### The official building name

The new signage system displays the building's official name, as indicated in the official building list of McGill University, available online at (ADRESSE LISTE OFFICIELLE)

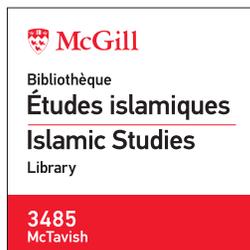


Unless indicated in the official building list of McGill University, the following information is not displayed:

- occupants
- faculties
- departments

Not only does this allow to reduce the amount of text, but it also helps with the longevity of this signage system.

There are three types of signs, responding to the different types of building nomenclature.



### The address

The building address is indicated in white, at the bottom left of the sign in the red section.

# Specifications

## The sign

The sign itself is in the shape of a square, measuring 24 inches in width and height. It is made of aluminum: a light, resistant and durable material, increasing its physical longevity.

## Sections

There are three sections on the sign.

The top and bottom sections both measure 6 inches in height and the middle section measures 12 inches in height.

The top two sections are white, whereas the bottom section is red (Pantone Red 32 CV, or McGill red)

## Spacing

There is a two inch border at the top and left sides, where no graphic elements are found.

## Colours

The choice of contrasting colours (dark on light, light on dark) increases visibility, even in low light situations.



Pantone Red 32 CV  
C0 M100 Y90 K0



Black  
C0 M0 Y0 K100



White  
C0 M0 Y0 K0

# Specifications

## Typeface

PF Din Text Pro is a very complete sans serif typeface, offering a wide variety of fonts and glyphs. It was chosen for its high legibility and therefore for its ease of communication.

The new building sign standards use PF Din Text Pro Medium.

## PF Din Text Pro Medium

abcdefghijklmnopqrstuvwxy

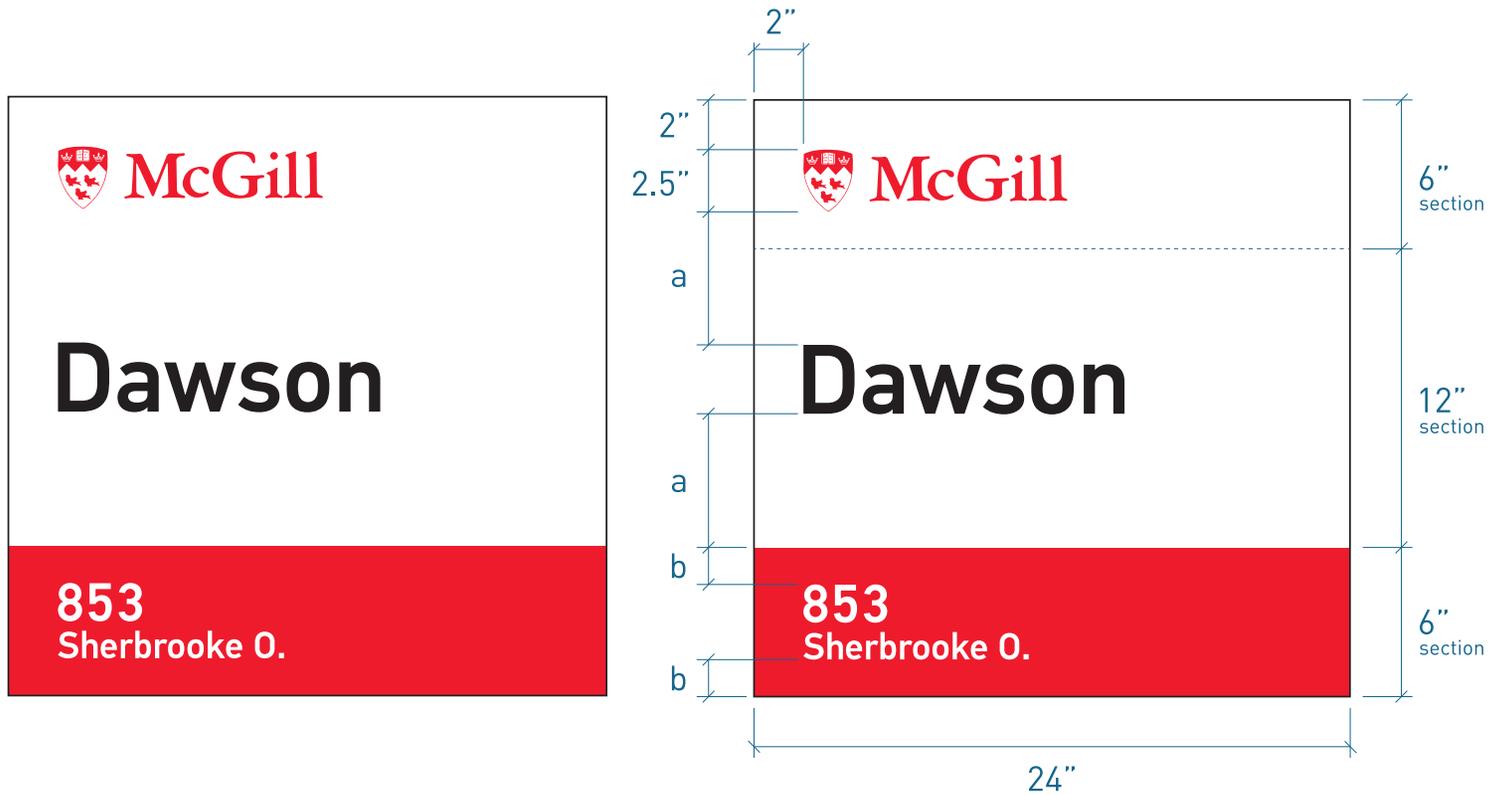
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## Note

Whenever possible, ligatures are to be avoided.

<del>ff</del>	→	ff
<del>fi</del>	→	fi
<del>fl</del>	→	fl
<del>ft</del>	→	ft



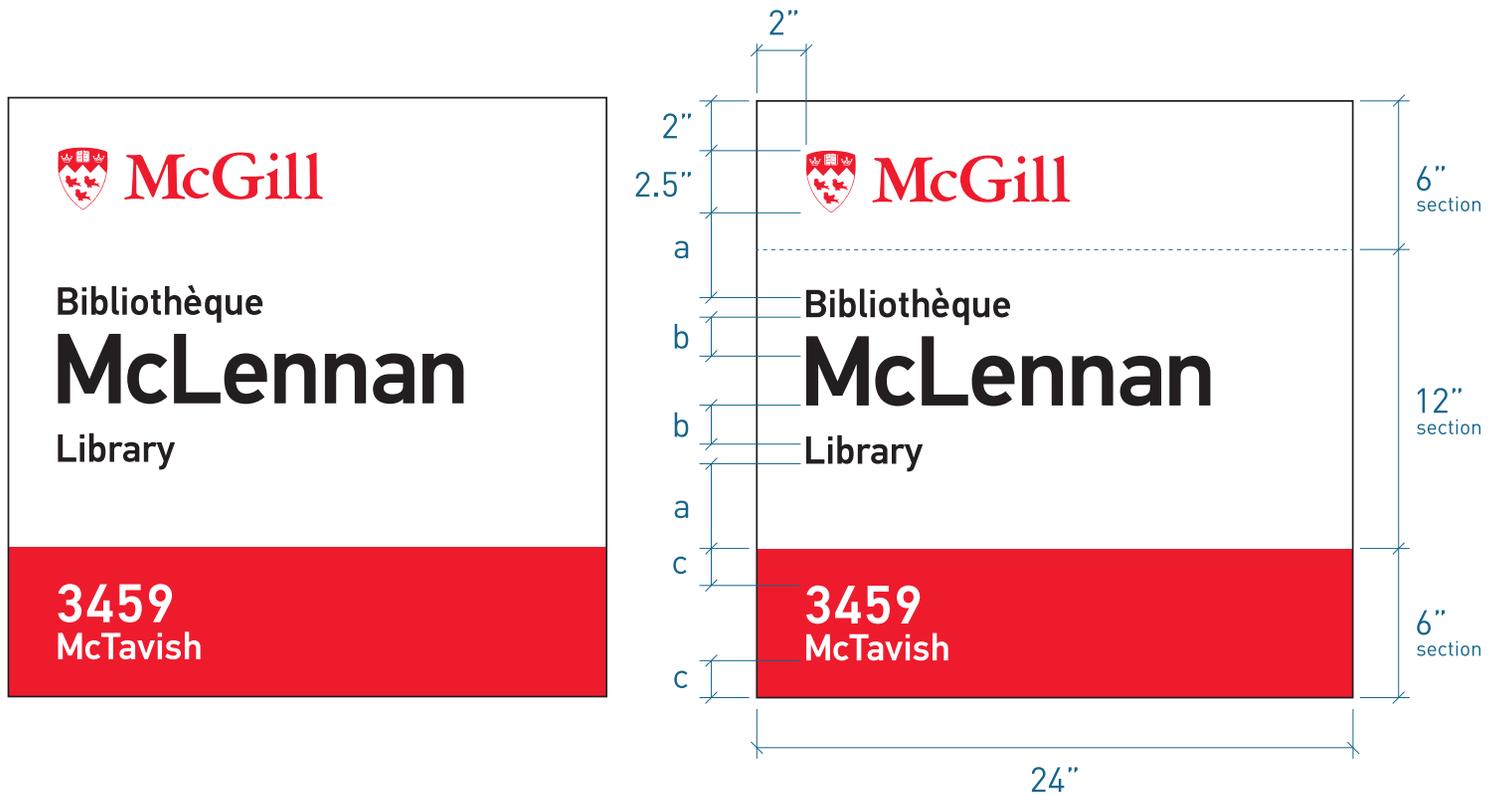
## Type 1

The type 1 sign is used when the official building name does not require any translation.

The building name is centered in between the point of the signature's shield and the bottom of the central section. (see measure a).

The address is centered within the bottom section. (see measure b).

All elements are aligned to, and respect the 2 inch border on the left.



## Type 2

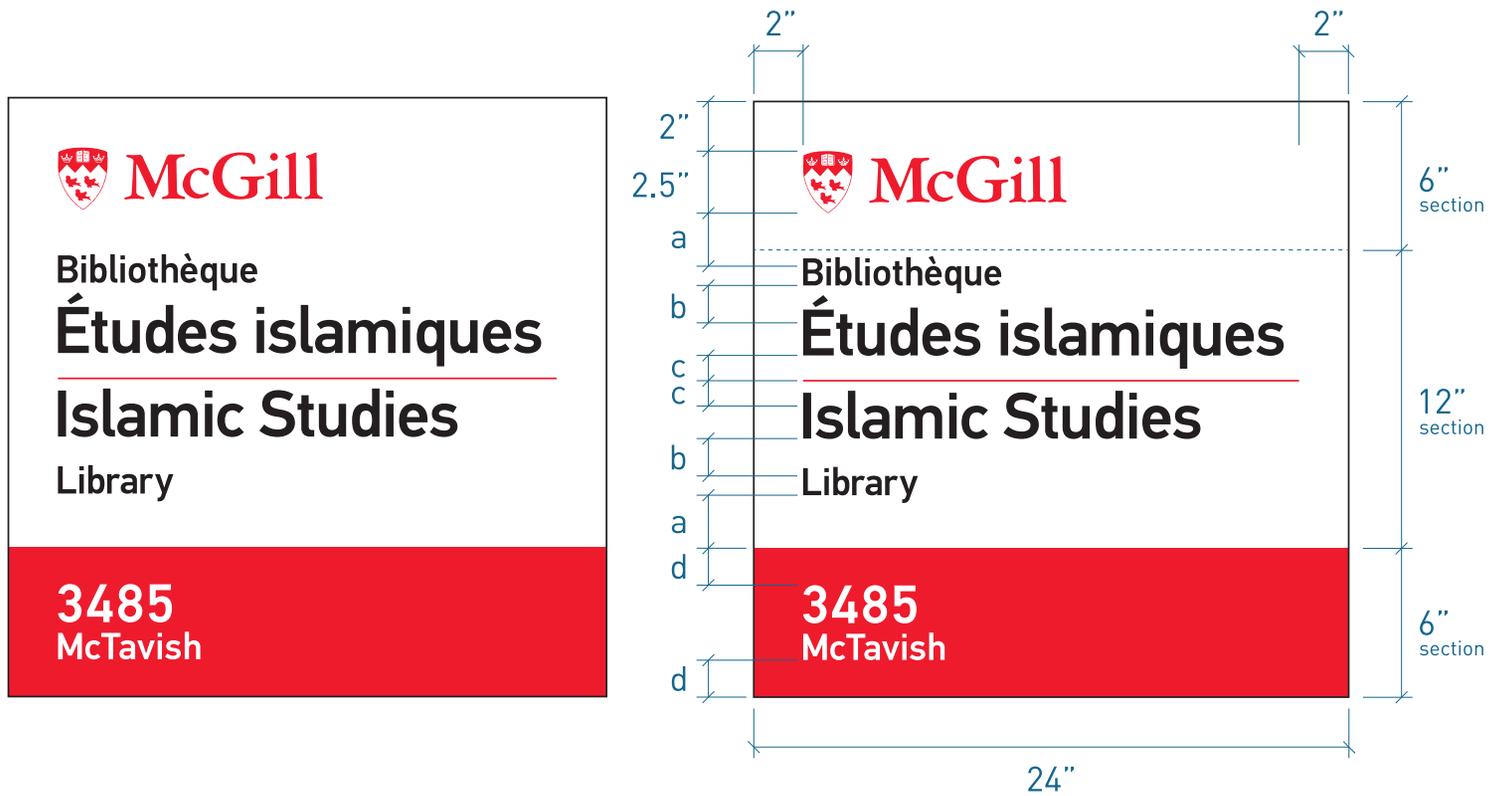
The type 2 sign is used when the French and English translations share a common name.

The common name is emphasized and the function (pavillon, hall etc.) surrounds it.

The whole is then centered in between the point of the signature's shield and the bottom of the central section. (see measure a).

The address is centered within the bottom section. (see measure c).

All elements are aligned to, and respect the 2 inch border on the left.



## Type 3

The type 3 sign is used when the building name requires a full translation.

The name is emphasized and the function is displayed in a smaller point size (pavillion, hall etc). A red line separates the French and English translations, stopping at 2 inches from the left and right sides.

The whole is then centered in between the point of the signature's shield and the bottom of the central section. (see measure a).

The address is centered within the bottom section. (see measure d).

All elements are aligned to and respect the 2 inch border on the left.