# Wood Buffalo Wayfinding Strategy

January 2023
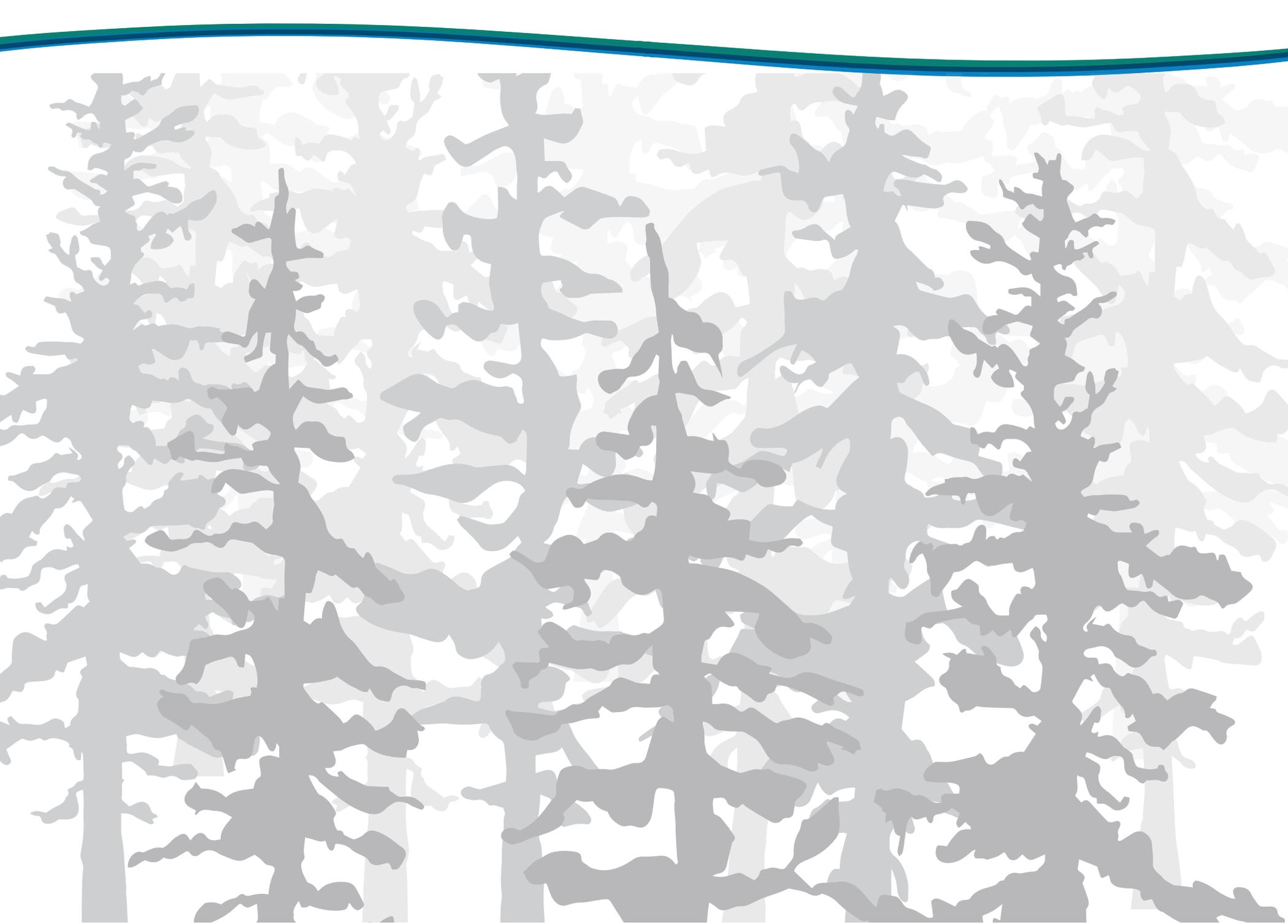
Land acknowledgment

We humbly acknowledge that the land on which we live, learn, work and play is Treaty 8 Territory, the traditional and ancestral lands of the Cree, Dene, and unceded territory of the Métis.

Acknowledgments

We would like to recognize everyone who contributed ideas and time to make the Wayfinding Strategy a collaborative effort.

RMWB Administration

Consultant team

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Wood Buffalo

Wood Buffalo residents, Indigenous communities and partners, and stakeholders who gave their time to fill out surveys, provide comments, and discuss wayfinding.

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What we heard

"The wayfinding strategy should honour the past, reflect the present, and anticipate the future."

Project summary

The Regional Municipality of Wood Buffalo (RMWB) is one of Canada's largest municipalities. The Wood Buffalo Wayfinding Strategy fills an identified gap, providing strategic recommendations and visual standards for wayfinding within the region. The Strategy supports existing policy and Council direction.

Wayfinding is a series of visual cues to help someone understand where they are and where they are going. Wayfinding enhances sense of place and creates a shared regional identity with colour, graphics, designs, and public celebration of culture and history.

Benefits of wayfinding include encouraging people to use more active modes of transportation, making the public realm accessible, reflecting Indigenous culture and history, and strengthening regional identity.

Five guiding principles were developed to guide regional wayfinding projects.

Principle 1: Celebrate Wood Buffalo
Banners, illustrations, and signs reflect and celebrate the diverse character of the region.

Principle 2: Connect people to places
Directional signs provide vehicular and pedestrian route connections between important destinations and promote safe, active travel.

Principle 3: Consider pedestrian needs
Wayfinding signage provides direction to pedestrians and people using alternative modes of transportation such as bicycles and mobility scooters.

Principle 4: Ensure consistency
The visual identity used in the wayfinding program is consistent across the region through use of RMWB brand elements including typefaces, colour scheme, and materials.

Principle 5: Wayfinding is for all
Wayfinding includes fonts in sizes and colours that users can read, universal icons, and place names in Cree and Dene languages.

Wood Buffalo sign family designs were developed through consideration of existing gateway sign design, the input gathered through engagement, and industry best practices.

The sign family is a coordinated set of sign types that work together to create a visually cohesive wayfinding system. Each sign type has a specific purpose and audience. Each wayfinding plan will include the signs needed for wayfinding based on destinations, target audience, and routing.

The Strategy includes an approach that the municipality can follow to help Wood Buffalo communities and neighbourhoods develop future wayfinding plans. Best practices are included to provide guidance through the process.
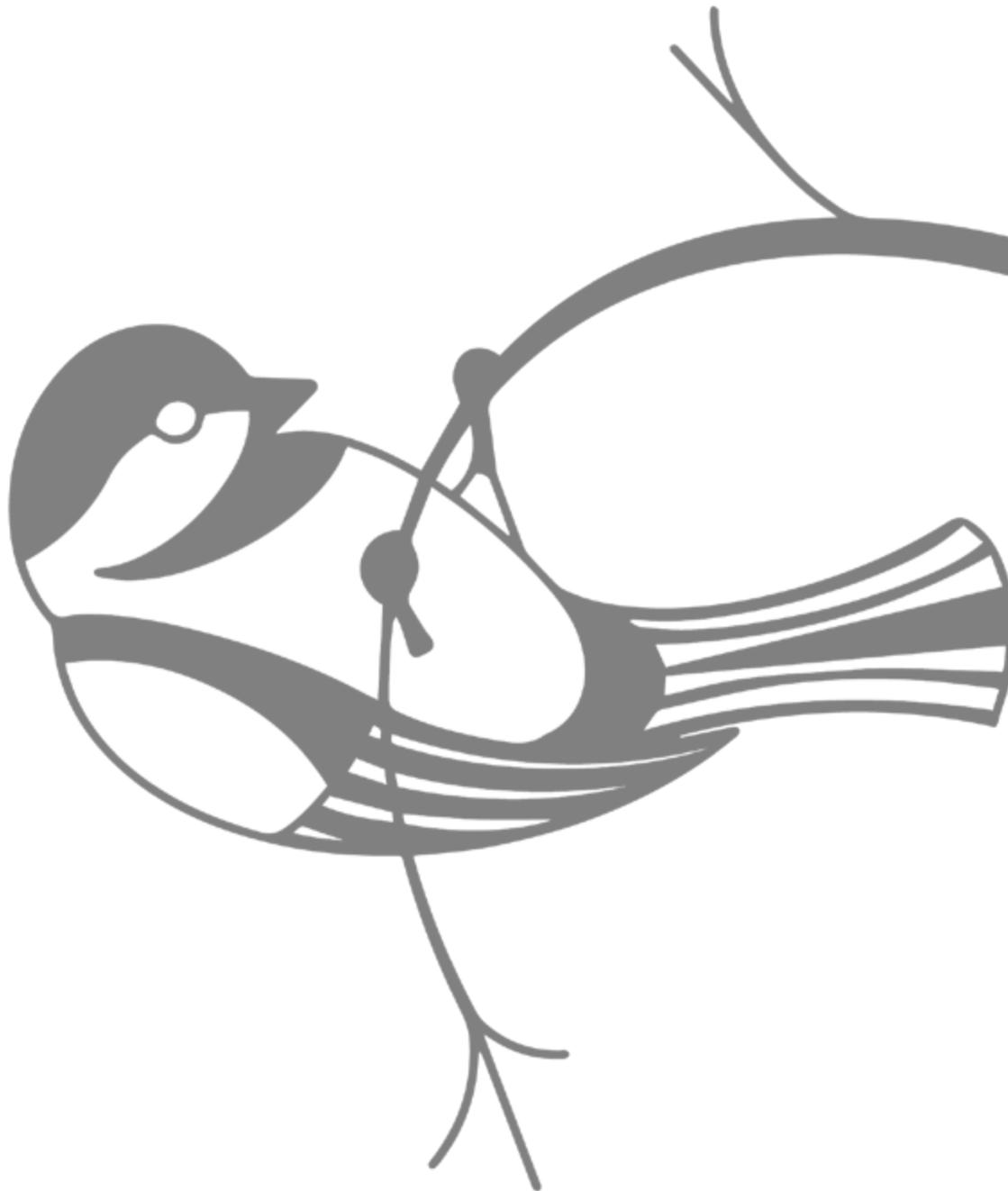
What we heard

"Wayfinding is part of bringing people downtown, but the wayfinding needs to be coupled with a hook, something that will draw people downtown.

Geo-caching has been fun for me and my kids and brought us to a bunch of new places downtown and could fairly easily be tied to wayfinding signs (magnetic geo-caches, etc.). Getting kids/schools involved will also help."

Introduction

Purpose of document

The Wood Buffalo Wayfinding Strategy provides foundational elements for wayfinding in the region including guiding principles, recommendations and considerations, and sign designs.

The Strategy provides an approach for developing wayfinding plans, including directional signage, in Wood Buffalo communities and neighbourhoods.

How to use this document

RMWB Administration

• Use the guiding principles to develop a formal policy for incentivizing wayfinding in the region's communities and neighbourhoods.

• Update Bylaws and policies as needed to support the Strategy.

• Use the procedures to develop wayfinding plans for communities and neighbourhoods according to the guiding principles and best practices.

• Help communities and neighbourhoods with communications and engagement to support the creation of locally-supported wayfinding plans.

Community and Neighbourhood leaders

• Work with the municipality and wayfinding consultants through the procedures to create a wayfinding plan for your local area.

What we heard

"Wayfinding should be:

Visual.

Bright colours.

Maps.

Educational.

Fun.

Interactive.

Engaging.

All ages.

Multi-lingual.

Inclusive.

Vibrant.

Interesting.

Memorable.

Accessible."

Wayfinding for Wood Buffalo

What is wayfinding?

Wayfinding is a series of visual cues to help someone understand where they are and where they are going. The cues can include signs, banners, public art, landmarks or historic buildings, colour systems, and lighting. All these elements work together to create a cohesive system to aid in orientation, navigation, and contribute to a sense of place.

What does a successful wayfinding plan look like?

- The process to create the plan includes input from residents, Indigenous partners, local business owners, and other stakeholders.
- The plan incorporates signs and elements that are inclusive, accessible, useful, and legible for all demographics.
- The plan provides opportunities to tell local stories.

Definitions

Sense of place

"Sense of place" refers to the identity of a space, place, landscape, building, street, neighbourhood, or community. It refers to the feelings or emotions that are felt when the space is entered or experienced. For example, a space can make a visitor feel relaxed, cozy, anxious, or overwhelmed. Wayfinding elements such as banners and signs typically reflect and magnify the identified sense of place of a community, as that is one of the things that makes the community unique.

Orientation

Orientation is creating awareness of where you are currently situated and understanding the surrounding area.

Navigation

Navigation is provided by wayfinding signs that communicate a specific route between where you are, and where you want to be.

Streetscape

Streetscapes extend from building edge to building edge and include street trees, sidewalks and curbs, roadways, banners, signs, lights, and seating areas. The idea behind beautifying the streetscapes is that an attractive setting promotes activity.

Public realm

The public realm consists of publicly-owned streets and other publicly accessible open spaces such as parks, squares, plazas, courtyards, and alleys.

Did you know?

Do you follow street signs to find where to turn? Do you recognize the correct turn when you see a visual cue like a mural or landmark? Does the heritage plaque on the next street provide interesting information about our community? These are all part of wayfinding!

What we heard

"Wayfinding is more than directional signage; it should help define and characterize communities and neighbourhoods."

What is special about wayfinding in Wood Buffalo?

The Regional Municipality of Wood Buffalo (RMWB) is one of Canada's largest municipalities and home to six First Nations, six Métis communities, nine rural communities, and one urban service area. Wayfinding projects can bring neighbourhoods and communities together and create a shared identity with colour, graphics, designs, and public celebration of culture and history.

Gateway signs

Many of the region's communities and neighbourhoods have gateway signs as recommended in the 2006 Community Placemaking Plan. These signs were developed after extensive engagement and reflect unique cultural or historic aspects of each community.

The gateway sign's graphic element that reflects the unique culture or history of each community can also be used on wayfinding signs and banners. For example, the float plane on Dickinsfield's gateway sign can be simplified and used as a graphic element on wayfinding within the community to enhance the sense of place, or community character.

Traditional place names

Wood Buffalo is rich with Indigenous history and culture. Wayfinding provides an opportunity to share the true history of the land and celebrate the diverse cultures of the Cree, Dene, and Métis.

The local Indigenous languages in Wood Buffalo are Cree and Dene. Incorporating traditional place names on wayfinding elements contributes to Cree and Dene language preservation and reclamation, and supports several of the Calls to Action outlined in the Truth and Reconciliation Commission of Canada's Final Report.

What we heard

"Nice to see that attention seems to be on building a cultural identity.

Signage should match the environment."

What we heard

"Please make sure: where a traditional name exists - use it!"

Why is wayfinding important to Wood Buffalo?

1. **Wayfinding encourages people to use more active modes of transportation.**

   When residents and visitors know that they can travel through the community without getting lost, they are more likely to be comfortable walking to their local destination.

2. **Wayfinding makes the public realm accessible to all residents and visitors.**

   Seniors and new residents are more likely to explore on foot when signs provide information they need about nearby destinations and walk times.

   Wayfinding contributes to an age-friendly public realm by increasing the number of pedestrians, making seniors feel safer walking in the community.

   Wayfinding makes the public realm understandable, encouraging active modes of transportation like biking and walking.

3. **Wayfinding improves community health.**

   Being physically active and connecting with other people are some of the key elements of maintaining mental wellbeing. Wayfinding elements can contribute to wellbeing in the following ways:

   - Stating walk times on directional signs lets people plan a manageable walking route for active exercise.

   - Interpretive signs and special place markers encourage noticing and learning.

   - Identifying interesting local destinations provides encouragement for people to explore the amenities in their local area.

4. **Wayfinding can reflect true Indigenous history.**

   Incorporating local languages on wayfinding signs reflects culture and history, promoting curiosity and exploration.

   Sharing and celebrating special places and land knowledge encourages deeper relationships with the environment and each other.

5. **Wayfinding helps maintain a regional identity.**

   Wayfinding creates a shared regional identity with colour, graphics, designs, and public celebration of culture and history.

   Reflecting local culture and history on wayfinding elements promotes pride and a sense of belonging.

6. **Wayfinding encourages people to consider walking all year.**

   Wayfinding elements make streetscapes more colourful and welcoming during the winter, encouraging continued pedestrian activity all year.

Did you know?

Residents develop a "mental map" of their community over time.

Newcomers benefit from wayfinding to help develop their own mental map.

How does wayfinding fit with existing policy?

The Strategy supports existing policy and Council direction.

RMWB Council's Strategic Plan 2022-2025	Wood Buffalo Wayfinding Strategy
Fiscal Management	The wayfinding signs are to be constructed of recyclable materials where possible, and be durable, easily maintained, and able to withstand the region's climatic variety.
Building Partnerships	The project team worked with community partners to reach out across the region for input and feedback.
Rural and Indigenous Communities and Relationships	The sign family incorporates Cree and Dene place names to honour the traditional languages of Cree and Dene in the spirit of truth and reconciliation.
Local Economy	Wayfinding makes it easier for tourists and residents to navigate through the community, supporting growth of local destinations and services. A cohesive regional strategy creates a sense of place, home, and belonging.
Downtown Visualization	The Strategy was used to create a wayfinding plan for downtown Fort McMurray. Improving the urban design of public spaces creates a more attractive, vibrant area that helps build pride and a sense of belonging.

How does wayfinding fit with existing policy?

The Strategy is guided by the directions put forward in the RMWB Municipal Development Plan. It is anticipated that the forthcoming Municipal Development Plan will continue to support wayfinding and a community, place-based approach to decision making.

RMWB Municipal Development Plan		Wood Buffalo Wayfinding Strategy
R.3.2	Integrate regional recreation	Pedestrian wayfinding is one of the guiding principles of the Strategy.
U.1.1	Establish City Centre as a focal point	Together, the wayfinding elements (signs, banners, etc.) create a cohesive identity for downtown streetscapes.
U.1.2	Protect and enhance Established Neighbourhoods	Established Neighbourhood streetscapes can be enhanced through wayfinding placemaking elements.
U.3.1	Promote integration of urban transportation systems	A comprehensive wayfinding system promotes active transportation (e.g., walking, biking) on existing streets.
U.3.2	Develop an interconnected and accessible green network	Signage containing information about destinations and walk times or distances encourages additional trail use.
U.3.3	Develop a river trail system	The Strategy supports the creation of usable, easy to navigate trail networks.
5.4.3	Promote community placemaking and beautification	Wayfinding elements bring vibrancy to community streetscapes and the public realm.

How was the Strategy developed?

The municipality worked with the consultant team to create a regional strategy and downtown plan. The team undertook extensive engagement because community feedback is vital in creating a community-focused wayfinding system.

Understanding perspectives, priorities, and experiences supported wayfinding that works for our unique community. Input was acknowledged and considered for the regional Strategy.

Phase 1: Site audit and research

The site audit documented the current signage in downtown Fort McMurray and identified potential locations for future signage.

After information about the current situation was gathered, residents were invited to give input on wayfinding in the region. Phase 1 engagement occurred June 20 – July 22, 2022. Engagement tactics included a survey, stakeholder workshops, and a virtual open house.

Participants identified key elements for the wayfinding strategy. Input also identified preferred materials and desired "look and feel" for signs.

Phase 2: Design development

Input gathered during Phase 1 engagement provided the framework for developing a preliminary sign family design. Prototypes of some of the signs were manufactured and installed in the downtown during Phase 2 engagement, September 12 – October 9, 2022.

Feedback on the designs and prototypes was gathered online as well as through meetings and in-person at the Fort McMurray Fall Trade Show & Market.

Phase 3: Strategy and Plan development

The Strategy was developed based on all the input and information gathered in the first two phases. The Strategy was necessary to provide an overarching regional framework to guide Plan development.

What we heard

"Can we add some themed walking trails to downtown?

I would recommend maintaining some of the heritage signs and continue adding to them."

How was success defined?

An important first step in developing the Strategy was to define success. The project team discussed key components that could be used to define successful wayfinding.

The following table describes how these key components of success, or objectives, were considered in Strategy development.

	Key component of success, or objective	How the objective was met
1.	Wayfinding elements are appropriate to a winter city with extreme winds and high UV (consider maintenance and associated landscapes).	• Sign material is durable aluminum and outdoor-grade to minimize fading. UV and anti graffiti coatings applied to protect from fading and facilitate cleaning. • Wood details on signs is created by applying outdoor-grade laminate on aluminum (no real wood due to maintenance and longevity issues). • Freestanding signs are placed on concrete bases when required to limit damage from salt and grass trimming. • All freestanding signs will require engineered shop drawings. One component of shop drawings is to prove the signs can withstand expected wind speeds, when necessary. • The sign siting process involves an evaluation of underground constraints (e.g., utilities).
2.	A wayfinding system guides users to a destination, and once they are there, informs them of nearby destinations and paths.	• The sign family includes a hierarchy of sign types for developing a wayfinding plan. • Pedestrian orientation signs include maps to help pedestrians plan routes to nearby destinations and amenities.
3.	Inclusive: incorporates input from Indigenous partners, local business owners, and other stakeholders.	• Extensive engagement took place to inform all aspects of the Strategy and sign family. • Cree and Dene place names are included on pedestrian signs.
5.	Inclusive: signs and elements are accessible and useful and legible for all demographics.	• Fonts, sizes, and colour were selected for ease of legibility. • Icons are included for visual recognition without the need to read English.
6.	Wayfinding tells local stories.	• The sign family includes interpretive signs as well as "did you know" markers for special places.

How were residents and partners engaged?

Developing the Strategy involved extensive engagement.

The municipality worked with the consultant team to discuss and assemble information and coordinate engagement materials. Presentations and discussions occurred with residents, Council, Indigenous partners, and stakeholder groups.

The Participate Wood Buffalo (PWB) page included online surveys, mapping tools, and an idea widget. Extensive communications occurred through social media, radio, news releases, community posters, and numerous forms of advertising. Engagement results were compiled in two "what we heard" reports, available at rmwb.ca/participate.

Engagement phase 1: Research

The first phase of engagement took place between June 22 and July 22, 2022. The purpose of the first phase was to gather information about wayfinding needs and downtown's priority destinations.

The project was promoted on PWB and in-person during a lunch and go engagement session held on July 6, 2022 at Jubilee Centre. The project was discussed at Community Coffee Chats, and a virtual open house was held on July 19, 2022.

Engagement phase 2: Design

The second phase took place between September 12 and October 9, 2022. The purpose of the second phase was to gather feedback on prototypes, destinations, nomenclature, and materiality.

The project was promoted on PWB and in-person during the Fort McMurray Fall Trade Show & Market, September 24-26, 2022. The project was discussed with partners and stakeholder groups during virtual workshops. Extensive communications occurred through social media, radio, news releases, community posters, and numerous forms of advertising.

What we heard

"Wayfinding is more than just signage. It's lighting, art, architecture, paths, and landmarks both popular and unpopular; person-made or naturally occurring."

How was input incorporated into the Strategy?

The two engagement phases garnered a large amount of input. The following table describes how the input was incorporated into the Strategy.

	What we heard	How the input was incorporated in the Strategy
1.	Most people get around by vehicle.	• Vehicular signs are included in the sign family. • Pedestrian signs encourage walking and biking by displaying walk times to nearby destinations.
2.	Wayfinding elements should be consistent, readable, and help people get from here to there.	• The sign family includes the sign types and hierarchies needed to create a functional wayfinding system.
3.	Wayfinding design should support effective navigation to adjacent amenities.	• Maps on pedestrian orientation signs allow visitors to orient themselves in the community or neighbourhood and navigate to nearby destinations.
4.	Wayfinding should be there when needed.	• The sign family has a cohesive look and feel which will be easily recognizable. The signs are reasonably sized for each sign type, not over-sized and dominant. • Signs have a hierarchy: as one gets closer to a destination, its importance increases and the signage becomes more targeted to that destination. The destination either has its own sign or a parking lot sign from the sign family.
5.	Community and neighbourhood gateway / entrance signs are well-liked.	• Gateway signs don't necessary need to align with new sign family. As wayfinding plans are developed engagement will occur to help determine the design of a gateway sign.
6.	The heritage plaques are well-liked, and could be more eye-catching.	• This feedback was provided to Municipal Heritage Plaque Program administrators. • The sign family includes designs for heritage plaques, larger interpretive signs, and smaller "did you know" markers.

How was input incorporated into the Strategy?

	What we heard	How the input was incorporated in the Strategy
7.	The sign family could include free standing vehicular signs to point to destinations off a highway.	• The Wood Buffalo sign family includes a highway destination sign that complies with Alberta Transportation requirements for type face size and materials. • Signs within highway rights-of-way must be approved by Alberta Transportation on a case-by-case basis. In some cases it might be easier to get approval for a standard green Alberta Transportation directional sign or place signage on municipal property near roadways that are Alberta Transportation jurisdiction.
8.	Consider including commemorative plaques in the sign family.	• Commemorative plaques are usually small and understated to provide information about a resource without detracting from it. Examples include signs identifying a funding partner, or small signs on benches that indicate a donation was made in someone's memory. • Commemorative plaques are not considered under this strategy but already exist under an existing Parks program.

9.	Wayfinding signs should include QR codes.	• Although QR codes are appropriate for many situations, e.g., restaurant menus, they are not appropriate for use in wayfinding systems for the following reasons.
		  • The linked website requires creation, ongoing maintenance, and regular updating.
		  • QR codes become obsolete within a few years.

How was input incorporated into the Strategy?

	What we heard	How the input was incorporated in the Strategy
10.	Signs should show distances between destinations instead of walk times.	• Walk times are included on pedestrian wayfinding signage and for shorter distances on pathways like the trails around the waterfront and Lions Park. Showing walking times rather than distances allows pedestrians to understand how much time it will take to get to their destination. Not everyone can accurately estimate how long it takes to walk a certain distance. • While everyone walks at a different speed, walk times are based on a statistical average, and provide a gauge to determine how long it will take to reach a destination. Incorporating walk times on pedestrian signs is meant to encourage walking. • For integrated hiking and biking pathway systems such as the Birchwood Trails, it is appropriate to show distances instead of walk times. These trails are used more for recreational purposes with less emphasis on reaching a destination.
11.	Wayfinding should incorporate Indigenous languages, storytelling, and artwork.	• The pedestrian signs include place names in Cree and Dene. • Consideration should be given to sourcing local illustrators. • Interpretive signs and "did you know" markers can be used to tell stories about the land. • The Strategy includes a strategic recommendation for local and local Indigenous artists to develop illustrations for wayfinding elements through the Public Art Process.
12.	How can we incorporate storytelling into wayfinding?	• Wayfinding elements include space for illustrations that reflect the local environment or special themes. • The sign family includes designs for heritage plaques, larger interpretive signs, and smaller "did you know" markers, all of which can be used to tell local stories.

How was input incorporated into the Strategy?

	What we heard	How the input was incorporated in the Strategy
13.	The region's wayfinding should reflect our northern identity, environment, culture, and history.	• Illustrations are included on many of the wayfinding elements and should be used to reflect local identity. • The colour palette was developed specifically for the region by Fort McMurray Wood Buffalo Economic Development and Tourism, and has been adopted as part of the RMWB brand. • The Wayfinding Strategy includes a strategic recommendation for local and local Indigenous artists to develop illustrations for wayfinding elements by using the Public Art Policy.
14.	Signs should be made from natural materials like wood.	• The materiality of the signs was balanced with cost, maintenance, and longevity (resistance to weathering). • Some of the signs are designed to look like they are made of wood, but with the longevity of aluminum.
15.	Wayfinding elements should be durable and easy to maintain.	• The materiality of the signs was selected with consideration of cost, maintenance, and longevity (resistance to weathering). • Signs will have UV and anti-graffiti coating whenever possible.
16.	Wayfinding programs should be fiscally responsible.	• Materials are durable and low maintenance. • The Strategy includes a maintenance recommendation to ensure signs are kept in good repair. • Wayfinding plans can be phased-in, spreading capital costs over a longer period of time.
17.	Prototype signs for vehicular wayfinding appeared to be too small.	• The typeface was made larger and changed to a condensed font to make content easier to read. • Alberta Transportation standards for type face size and height above ground were incorporated into the designs.

How was input incorporated into the Strategy?

	What we heard	How the input was incorporated in the Strategy
18.	Some of the prototype colour combinations were difficult to read.	• Two of the colours were darkened to make the content easier to read. • Colour combinations were subsequently tested on-site and updated to enhance contrast and readability.
19.	Existing trail signs are not accessible since they are mounted at or above 5 feet from the ground.	• Best practices such as the ADA Standards for Accessbile Design indicate sign panels to be mounted so that the bottom of the letters are between 4 feet and 5 feet from the ground. • Trail sign posts in the sign family include details to have the sign faces mounted 4 feet from the ground, making them readable from a wheelchair.
20.	Wayfinding elements should be accessible for people with special needs.	• Font typeface and size were tested for legibility. • Colour combinations were tested for legibility. • Content on pedestrian orientation signs is located at a height that is accessible for wheelchair users.

Strategic framework

Guiding principles

These principles will guide decision making when developing wayfinding plans in Wood Buffalo.

Principle 1. Celebrate Wood Buffalo

Banners, illustrations, and signs reflect and celebrate the diverse character of the local community or neighbourhood. Interpretive signs have information about special, cultural, and heritage locations. The inclusion of local Indigenous languages and art honours and raises awareness of the true history of the region, including traditional names and connection to land. Sign family and other wayfinding elements celebrate and affirm each neighbourhood and community's sense of place and sense of belonging. Wayfinding elements help create beautiful streetscapes that make residents proud.

Principle 2. Connect people to places

Directional signs provide vehicular and pedestrian route connections between important destinations and promote safe, active travel. Wayfinding sign designs and colours create connections within the region.

Principle 3. Consider pedestrian needs

Wayfinding signage provides direction to pedestrians and people using alternative modes of transportation including bicycles and mobility scooters. Maps and walk times to places of interest encourage residents to walk to local destinations and facilities. Pedestrians with "eyes on the street" make communities and neighbourhoods safer.

Principle 4. Ensure consistency

The visual identity used in the wayfinding program is consistent across the region through use of brand elements including typefaces, colour scheme, and materials. RMWB brand standards reinforce the identity of the region. Destination names and abbreviations are consistent across signage types. The wayfinding sign family is comprehensive and includes a variety of sign types to meet community and neighbourhood needs. A similar look and feel is applied to all sign types.

Principle 5. Wayfinding is for all

Wayfinding includes fonts in sizes and colours that users can read. Pedestrian signs include universal icons and destination names in Cree and Dene. Wayfinding information is accessible. Wayfinding makes the community welcoming for newcomers since it is easier to get around. Simple, visible wayfinding signs logically present information in manageable amounts and minimize clutter and unnecessary design elements.

Guiding principles

Participant input was synthesized into five principles to guide the development of wayfinding plans in communities and neighbourhoods throughout the region.

Strategic recommendations

The following recommendations support the implementation of the Wood Buffalo Wayfinding Strategy.

	Topic	Strategic recommendation
1.	Policy	To ensure the best use of the Strategy, the municipality should develop a Regional Wayfinding Policy, guided by the wayfinding guiding principles, to encourage every community and neighbourhood to develop a wayfinding plan.
2.	Monitoring and evaluation	The Strategy should be reviewed in five years to determine: • Is the Strategy helping communities and neighbourhoods develop wayfinding plans? • If the Strategy is not being used, how does it need to be updated to meet current needs?
3.	Portfolio	Strategic Planning and the Program Management Department was the sponsor for the development of both the Strategy and Downtown Plan, which were delivered by the Communications & Engagement Department. Preparation of new wayfinding plans for other communities and neighbourhoods will require engagement support. All departments must consider the Wayfinding Strategy and incorporate as guiding document, and the Communications and Engagement Department will support with advice, guidance, design approval. Support will be provided by other municipal departments when required, e.g., Public Works, Engineering, Community and Protective Services, and Indigenous and Rural Relations.
4.	Wood Buffalo wayfinding standards	Community and neighbourhood wayfinding plans should use the sign family and icon family standards, and work within the Strategy's guiding principles and procedures.
5.	RMWB Engineering Services Standards (ESS)	Signs are to be installed according to standards included in the ESS.
6.	Truth and reconciliation	Community and neighbourhood wayfinding plans should incorporate local, traditional place names and Cree and Dene languages on wayfinding elements.
7.	Indigenous land knowledge	Community and neighbourhood wayfinding plans should consider how to share Indigenous land knowledge and the stories behind traditional place names. Interpretive signage and "did you know" markers are examples of elements that could be used to share traditional knowledge. Indigenous and Rural Relations should work with local knowledge keepers to identify special places that would benefit from heritage plaques, interpretive signs, or "did you know" markers. When installing signs, ensure that areas used for harvesting traditional plants and medicine are not disturbed.

Strategic recommendations

	Topic	Strategic recommendation
8.	Trail signs	The municipality should develop wayfinding plans for existing trail networks that do not have adequate and appropriate signs.
9.	Illustrations	The sign family includes opportunities for community-based illustrations. The municipality should follow the public art process supported by Community and Protective Services to develop illustrations for communities and neighbouhoods through competition, a call for artists, or commissioning a local artist. The illustrations should contain simple shapes and clean lines so that they can be scaled appropriately and are legible from a distance. They are used on the pedestrian orientation signs, park signs, the back of vehicular signs and on the street banners. See examples on page 48. Illustrations for "did you know" markers should be developed to reflect the content, e.g., blueberries for a blueberry patch, fish for a fishing spot, etc.
10.	Gateway signs	Community and neighbourhood gateway (entrance) signs are not affected by the Strategy. The current design and engagement processes should continue as a separate program.
11.	Heritage plaques	As existing heritage plaques are replaced, they should be updated with the sign family style and colours to be consistent with the wayfinding elements.
12.	Regulatory signs	Regulatory signs are used to reinforce rules and regulations, and were not included as part of this wayfinding program. Creative Services should develop appropriate guidelines and templates for all regulatory signs based on the design elements and colour system outlined in this Strategy.
13.	Donor recognition	Donor recognition signs are a way of honouring or expressing gratitude to a individual or organization. They were not included as part of this wayfinding program. Creative Services should consider developing a design for donor recognition signs based on the sign family style and RMWB brand colours.
14.	Transit	Transit was not taken into consideration for this Strategy as a Transit Master Plan was in development at the time. Consideration should be given to integrate transit into any future wayfinding programs.

Standards

Wood Buffalo's wayfinding elements

Wayfinding is more than signs. All of the elements listed here contribute to orientation and sense of place. The municipality will help communities and neighbourhoods select elements that work in their local context, and follow the Public Art Policy.

1. Banners

Banners create an identity. Banners with a simple and distinct colour combination lining a major street provide clues for orientation, as well as indicate vibrancy. They let visitors know that special things happen on this street.

Wood Buffalo's wayfinding elements

2. Murals

Murals can provide directions, include clues to orient a visitor, or be used as a landmark within the wayfinding system.

3. Public art

Public art can be used as a landmark to guide visitors through the community. For example, a symbol of a prominent landmark could be used on signs within the local area to create a district.

Wood Buffalo's wayfinding elements

4. Decorative crosswalks

Street and sidewalk art create vibrancy in the streetscape. Decorative crosswalks also enhance safety for pedestrians as they mark shared space in a very visible way.
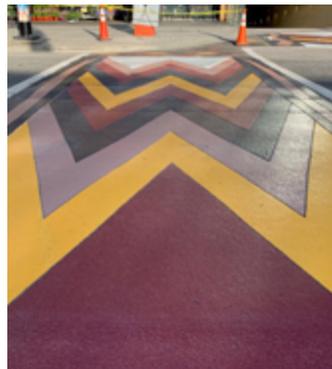
5. Electrical boxes

Decorative electrical boxes add character to the streetscape and can be used to tell visual stories, signifying something about the local area. In wayfinding, they can act as a point of reference for orientation as they are easily distinguishable.

Electrical boxes could also be used to display orientation and directional information as shown in a few of the examples below.
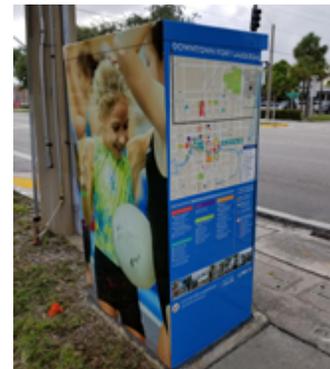
Wood Buffalo's sign family

Design

The designs were inspired by the region's colours, landscape, and natural beauty. They incorporate natural-looking materials, vibrant colours, and illustrations of animals and plants native to the region and speak to the culture and authenticity of this community. The wave element was used for some of the signs to reflect the significant role rivers have in the Wood Buffalo's history, present, and future. Sign designs were developed through consideration of existing gateway sign design, the input gathered through engagement, and industry best practices.

The sign family is a coordinated set of sign types that work together to create an RWMB-specific wayfinding system. Each sign type has a specific purpose and audience. As the wayfinding project expands and local plans are developed, a review of needs and wayfinding sign types will occur. Signs types will be selected and placed based on desired outcome, destinations, target audience, and routing.

Language

In the spirit of truth and reconciliation, Wood Buffalo wayfinding includes Cree and Dene languages. While there are many other languages currently spoken in Wood Buffalo, Cree and Dene have been spoken in this territory since time immemorial.

The municipality's Indigenous and Rural Relations department will help Wood Buffalo communities and neighbourhoods determine appropriate translations or traditional place names for local destinations. Seeking guidance from local knowledge keepers and language leaders for translations and traditional place names is critical to a community plan that is reflective of the region's true history.

What we heard

"I'd like to see simple but meaningful signage without a lot of text."

Trail Directional   Trail Marker   Did You Know Marker
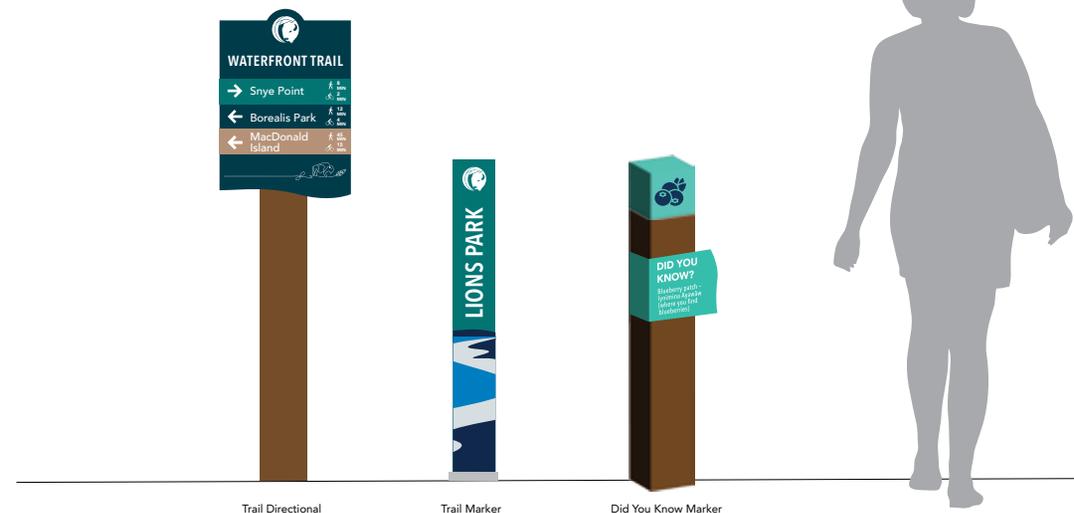
Wood Buffalo's sign family

Colours

The sign family uses the RMWB's brand standard colours which were inspired by the region's natural landscapes (see below). The colours work well on signs because they have good contrast and bring colour and vibrancy into the design.

Colour combination can vary for communities and neighbourhood wayfinding plans. The municipality will work with communities and neighbourhoods to determine specific colour combinations for local wayfinding system. They must still adhere to the colour palette outlined in this strategy. Colour combinations should be tested using full-size prototypes to ensure legibility. Once finalized, the colour palette will be standardized for that program plan and area. Examples of various colour combinations are shown on the following pages.
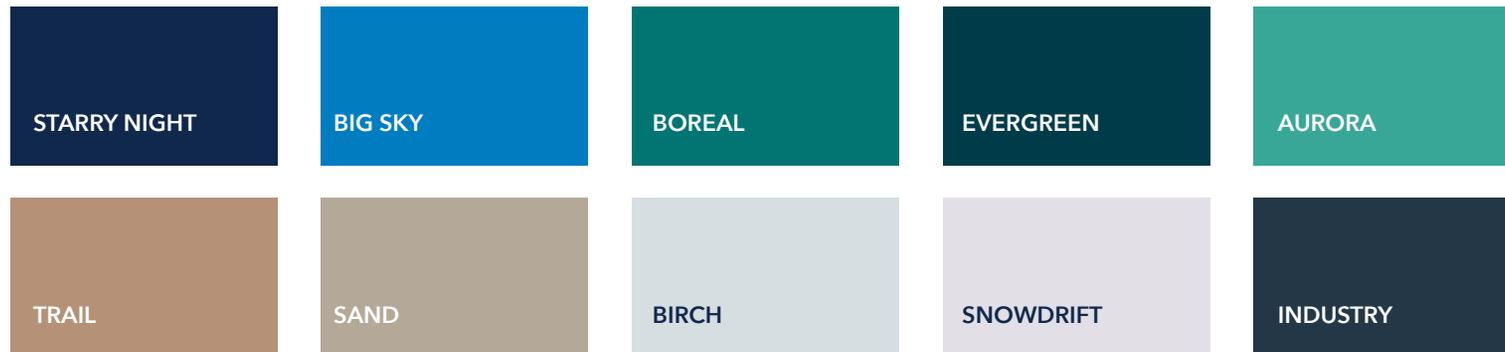
Illustrations

Several of the sign types incorporate graphic elements and illustrations to enhance sense of place by identifying special cultural, environmental, or historical elements. These elements add character and identity to the signs and deter graffiti and tagging.

The municipality may lead communities and neighbourhoods through the Public Art Policy to develop locally-inspired illustrations through competition, a call for artists, or commissioning a local or local Indigenous artist. The illustrations should follow a similar look and feel to sample illustrations on page 48, which will be used in future wayfinding plans.

Illustrations should contain simple shapes and clean lines so they can be scaled appropriately and are legible from a distance. The icons developed for neighbourhood and community gateway signs will require simplifying as most are too detailed to be effectively used as wayfinding illustrations.

What we heard

"I think more colour would make signs stand out and it is a good principle in winter city design."

RMWB brand colours

STARRY NIGHT	BIG SKY	BOREAL	EVERGREEN	AURORA
TRAIL	SAND	BIRCH	SNOWDRIFT	INDUSTRY

Wood Buffalo's sign family

Colour scenarios

Acceptable alternate colour combination examples.

Conklin

← Destination two lines

→ Destination

→ Destination two lines

WELCOME TO
PARK NAME

Front   Back

Conklin

Tourist Attraction
→

Front   Back
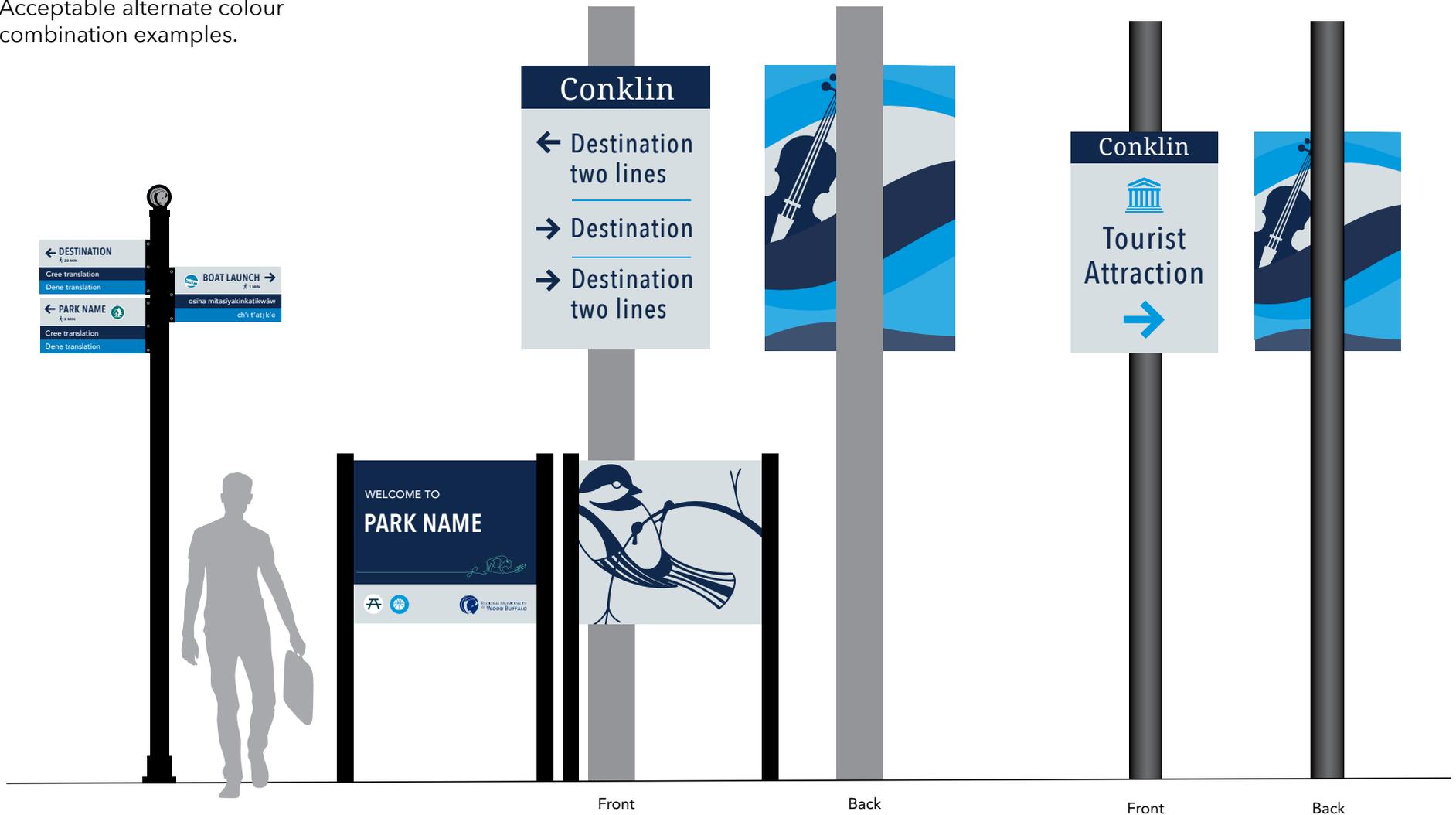
Wood Buffalo's sign family

Colour scenarios

Acceptable alternate colour combination examples.

Wood Buffalo's sign family

Colour scenarios

Acceptable alternate colour combination examples.

DESTINATION
20 MIN
Cree translation
Dene translation

PARK NAME
8 MIN
Cree translation
Dene translation

BOAT LAUNCH
1 MIN
osiha mitasîyakinkatikwâw
ch'ı t'atı k'e

Conklin

← Destination two lines

→ Destination

→ Destination two lines

WELCOME TO
PARK NAME

REGIONAL MUNICIPALITY OF WOOD BUFFALO

Front

Back

Conklin

Tourist Attraction
→

Front

Back

Wood Buffalo's sign family

Materials, durability, and maintenance

Durability and longevity were key considerations in the selection of sign materials. While some residents expressed interest in having signs made from natural materials, it was important that signs have affordable construction and maintenance costs. The lifespan of materials was also an important consideration, as well as whether the materials can be recycled or repurposed.

The selected material is aluminum, which is a very common sign material. In some sign types, patterns are applied to the aluminum make it look like wood. Aluminum is durable and withstands high UV and wind. Anti-graffiti coating will be applied to make the signs easier to clean.

Illustrations are included on the back of signs to make them less attractive to graffiti or tagging.

Vehicular signs have reflective lettering so they can be seen at night.

Upon installation, wayfinding elements should be incorporated into an inventory or database. This can be done by the municipality or by a third party during the installation phase. Regular maintenance visits should be scheduled and the signs cleaned and repaired as needed.

Wood Buffalo's sign family

Vehicular signs
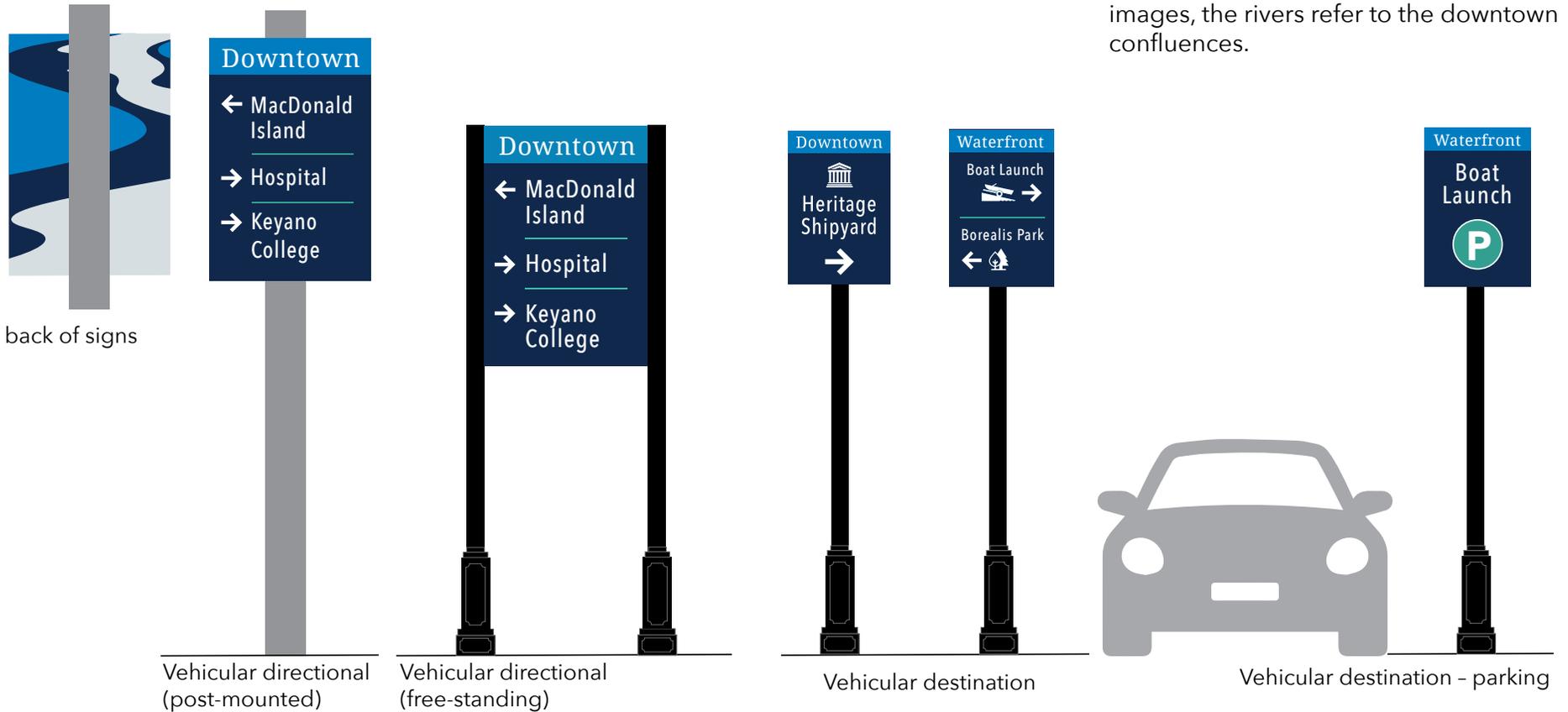
Vehicular signage provides directional information to specific destinations. The back of the panels contain a graphic illustration that represents the local community or neighbourhood. In these images, the rivers refer to the downtown confluences.

back of signs

Downtown
← MacDonald Island
→ Hospital
→ Keyano College

Downtown
← MacDonald Island
→ Hospital
→ Keyano College

Downtown
Heritage Shipyard →

Waterfront
Boat Launch →
Borealis Park ←

Waterfront
Boat Launch
P

Vehicular directional (post-mounted)

Vehicular directional (free-standing)

Vehicular destination

Vehicular destination – parking

Sign type	Vehicular directional	Vehicular destination	Vehicular destination – parking
Purpose	• Provide directions to destinations. • Primary destinations take precedence over secondary destinations.	• Provide directions to a nearby primary or secondary destination.	• Announce arrival at the destination. • Indicate parking area.
Placement	• In advance of intersection to provide time to change lanes.	• In advance of intersection to provide time to change lanes.	• Located close to the vehicular access or at entrance to parking area.

Wood Buffalo's sign family

Pedestrian signs

Pedestrian directional
(primary)

Pedestrian directional
(secondary)

Pedestrian orientation

The bright colours of the pedestrian blades are easy to spot and provide directional information, average walk times, and icons where applicable.

Each pedestrian orientation sign contains a unique illustration that wraps around the side and front of the cabinet creating visual interest and adding texture and dimension to the sign.

Destination names are provided in English, Cree and Dene.

Sign type	Pedestrian directional - primary	Pedestrian destination - secondary	Pedestrian orientation
Purpose	• Provide directions to primary and secondary destinations.	• Provide directions to a nearby secondary or tertiary destination.	• Provide directional information and a map of the local, surrounding area.
Placement	• At or close to intersections to facilitate decision making along a route.	• At or close to intersections to facilitate decision making along a route.	• In areas of high foot traffic where there are many destinations.

Wood Buffalo's sign family

Trail signs

Trail signs provide directional information along pathways and trail systems. Like the pedestrian signs, they include average walk times in addition to bike times.

WATERFRONT TRAIL
→ Snye Point
← Borealis Park
← MacDonald Island

LIONS PARK

DID YOU KNOW?
Blueberry patch
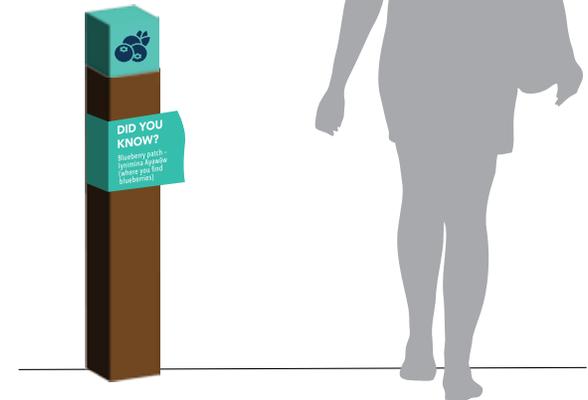
Trail directional   Trail marker   "Did you know" marker

Sign type	Trail directional	Trail marker	"Did you know" marker
Purpose	• Provide orientation and directional information • Provide average walk and bike times to nearby destinations	• Provide trail name so a user can orient themselves.	• Identify a special place, plant, environment, or land-based story.
Placement	• At or close to intersections to facilitate decision making.	• At trail entrances. • At junctions between different trail networks.	• At an appropriate stopping point close to the special place. • Do not disturb areas used for harvesting traditional plants and medicine.

Wood Buffalo's sign family

Park identification

Park signs identify the name of the park as well as the amenities it offers. The illustrations could be specific to the park.

Primary identification signs are backlit and contain vibrant imagery, icons, a wood element and dimensional lettering. The graphic panel is acrylic as well as the lettering for the park name. They will be easily seen in the daytime and at night.

Solar lighting is an option if there is no power pole nearby.

LED bulbs have long lasting lifespans and could be cost effective.

Sign type	Park identification - primary
Purpose	• Identify main entrance of large park, e.g., Borealis Park. • Create a visible landmark.
Placement	• Close to park entrance, visible from nearby pathways and streets.

Wood Buffalo's sign family

Park identification

Secondary identification signs could include flood lighting to enhance nightime visibility.

front

back

front

back
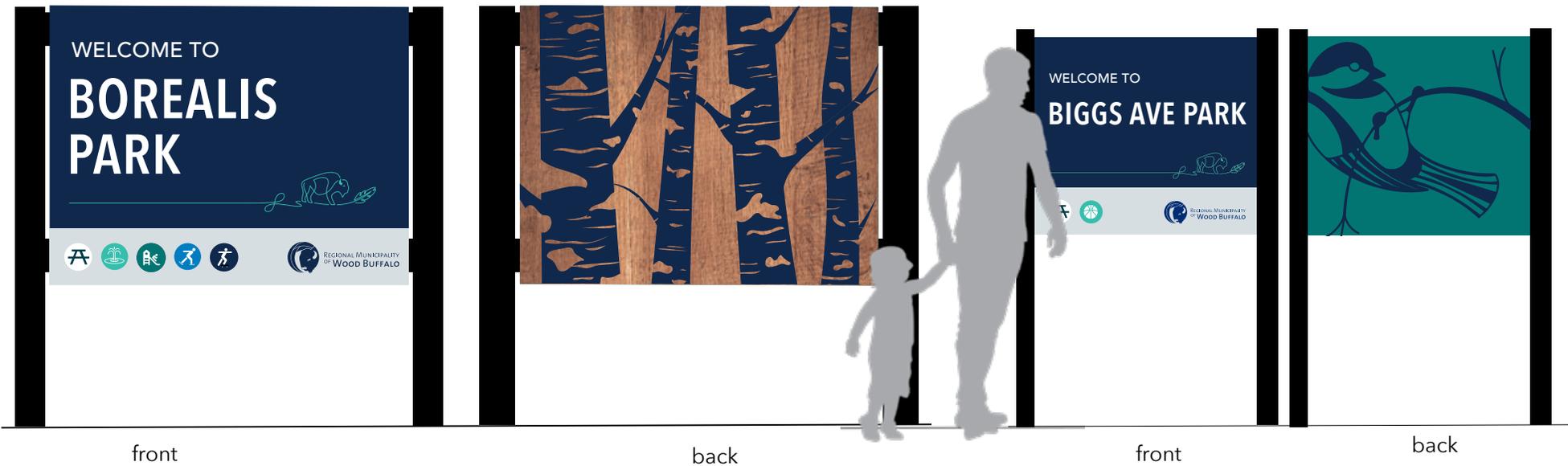
Park identification - secondary

Park identification - smaller

Sign type	Park identification - secondary	Park identification - smaller
Purpose	• Identify secondary entrances of large park (e.g., Borealis Park entrance from the waterfront trail). • Identify main entrance of medium-sized park (e.g., Biggs Park or Poplar Crescent Park).	• Identify amenity areas within a larger park (e.g., splash park within Borealis Park). • Identify small parks within residential areas (e.g., Ells Crescent Park).
Placement	• Close to park entrance, visible from nearby pathways and streets.	• Close to amenity or park entrance, visible from nearby pathways and streets.

Wood Buffalo's sign family

Interpretive signs

Interpretive signs convey important heritage information to residents and visitors.
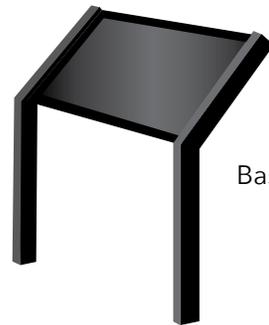
Base for heritage plaque

WOOD BUFFALO'S HISTORY
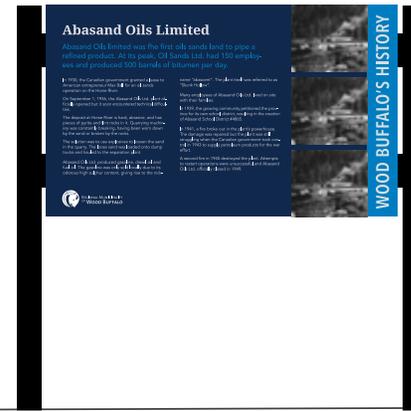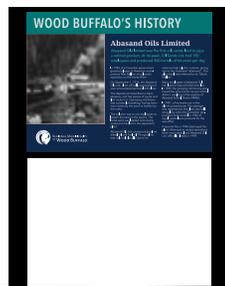
Heritage plaque - small   Heritage plaque - medium

Interpretive sign

Sign type	Heritage plaque - small	Heritage plaque - medium	Interpretive sign
Purpose	• Provide heritage information along sidewalks with limited space.	• Provide heritage information along pathways or areas with more room to linger.	• Provide information about significant places or heritage events.
Placement	• Adjacent to sidewalk. • Avoid disturbing the heritage site.	• Adjacent to pathway. • Avoid disturbing the heritage site.	• At a good vantage point for the significant place. • Avoid disturbing the significant place.

Wood Buffalo's icon family

Icons

Icons and symbols are an integral part of a wayfinding system. They are a universal language that can be easily understood at a glance. Icons on wayfinding signs support the region's language diversity, and provide visual interest and vibrancy.

An icon set is a group of icons that have a similar style that creates visual unity. Three sets of icons were presented for feedback in Phase 2 engagement, and two sets were clearly preferred over the other. Written and verbal comments included suggestions to combine the two sets; this was done to create the icon family (see next page).

Wood Buffalo's icon family is primarily based on universally used symbols and icons with some modernized symbols to capture a range of amenities. Any additional icons that might be required in the future should follow a similar look and feel to those used in this icon family.

Placement

When applicable, icons should be placed on pedestrian orientation signs and pedestrian wayfinding signs for, e.g., park icon, boat launch icon.

Including icons on park identification signs lets visitors understand which amenities are available for example, splash park, basketball courts, skating.

Avoid using icons on vehicular directional signs with multiple destinations as the they might be difficult to decipher from a distance. It is acceptable to use them on the specific destination vehicular signs as long as they are large enough to be legible for the intended travelling speed.

Follow Alberta Transportation requirements for size and placement of Emergency and Hospital directional signage.

Wood Buffalo's icon family

Icons

Hospital	College/University	Parking	Transit	Picnic Area	Swimming	Snowmobiling	Snow Shoeing	Recreation	School
Skating	Playground	Airport	Boat Launch	Wheelchair	Skateboard	Cross Country Skiing	Hiking	Shopping	Cafe
Crosswalk	Park	Bicycle	Keep Dogs on Leash	Dog Park	Pick Up After Dog	Dispose of Garbage	Site Seeing	RV Camping	Tent Camping
Dining	Arts & Theatre	Baseball	Disc Golf	Curling	Sports	Bear	Deer	Information	Stairs
Splash Park	Fishing	Men	Women	Family	All Gender Washroom	Water Fountain	Baby Change Tables	Heritage	Escalator

Procedures and best practices

Community and Neighborhood wayfinding approach

This section presents the approach that the municipality will take to lead communities and neighbourhoods to develop wayfinding plans. Best practices are included throughout to provide guidance through the process.

As seen in the flowchart below, a sequence of tasks leads to the successful development and implementation of a wayfinding plan. Engagement with residents and stakeholders during the site audit and planning tasks will result in a plan that reflects local needs.

Municipal departments that will be involved include Public Engagement, Indigenous and Rural Relations and Public Works.

The tasks on the following pages describe the process that the municipality will implement in order to develop a wayfinding plan for a specific community or neighbourhood.

Best practices

Communications & Engagement will help design and implement the engagement process. By integrating resident input, the wayfinding plan will meet the community's needs and reflect its unique sense of place.

Project team → *Site audit* →

PLANNING

Mapping

Design

Nomenclature

→ *Wayfinding Plan* →

IMPLEMENTATION

Phasing strategy

Fabrication and installation of signs

Construction administration

→ *Maintenance*
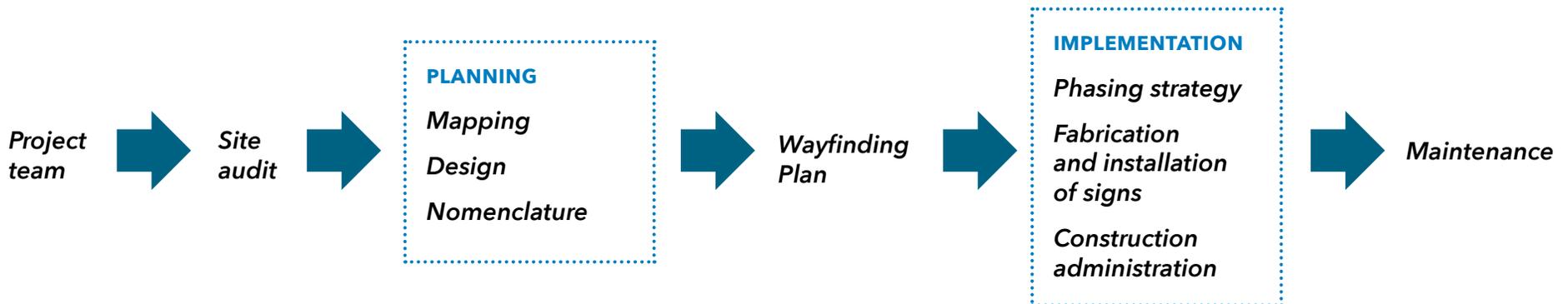
The tasks involved in developing a community or neighbourhood wayfinding plan.

Task 1: Establish project team

The municipality will assemble a project team that is a manageable size and includes a range of expertise.

- Create a project team that could include:
  ‣ A wayfinding consultant to lead the project team
  ‣ Representatives from Communications and Engagement, Indigenous and Rural Relations, Public Works, Engineering and other municipal departments as required
  ‣ Council-appointed committee members from the community
- Discuss guiding principles, project objectives, and success metrics.

Outcomes:

‣ Project team created
‣ Success and project objectives defined
‣ Understanding of guiding principles

Task 2: Site audit

The sign inventory and analysis should be conducted by a wayfinding consultant.

- Create inventory of current signage, map and photograph sign types, assess condition, and develop recommendation for each sign (retain, remove, replace).
- Identify the parts of the community that could benefit from signage.
- Identify special districts or streets that have a unique character.
- Identify destinations that visitors and residents visit.
- Study and evaluate traffic patterns.

Outcomes:

‣ Sign inventory and assessment
‣ Identification of required sign types
‣ Desired wayfinding elements identified (banners, crosswalk painting, murals, etc.)

Sign inventory

If older wayfinding signs already exist in the community, set rules to determine whether a sign should be retained, removed, or replaced.

Creating an inventory will make it easier to remove visual clutter when the new wayfinding system is installed.

Best practices

Use the site audit as an opportunity to visualize "what could be."

Consider which of the Wood Buffalo wayfinding elements would add interest to a shopping street, draw a visitor's eyes to a special place, or mark the significance of a local landmark.

Task 3:   Mapping

This task builds a framework for the wayfinding program by identifying the types of signs required with potential locations based on information collected in the site audit. Gateway locations and destinations are plotted on a map and travel routes are identified.

- Identify major gateway locations.
- Define key destination areas or districts and separate them into specific categories (i.e., parks, districts, entertainment, recreation, civic).
- Examine traffic flow patterns (pedestrian, vehicular, and bicycle) and determine key decision-making nodes.
- Map travel routes for various destinations.

Best practices

Gateways announce "you have arrived at a special place" and therefore should be clearly marked and celebrated.

Gateways, or entrances, are the start of journeys to destinations and directional signs will be required along the route between the two.

Outcomes:

‣ Map showing gateway locations, destinations, districts, and routes

‣ Destination hierarchy

Destination hierarchy

Signs contain a limited number of place names based on size, purpose, and readability. The destinations that appear on each sign are determined by a destination hierarchy.

Destinations are ranked in a hierarchy based on how many people they attract, and how significant they are in helping people orient themselves. In downtown, primary destination examples are MacDonald Island, Peter Pond Mall, and Snye Point. Use the hierarchy as a guide to determine which destination takes precedence over another when determing what goes on a sign. These destinations appear on vehicular wayfinding signs that guide visitors along a specific route from the community entrance to the primary destination.

Secondary destinations appear on vehicular wayfinding signs close to the actual destination. In downtown, secondary destination examples are Lions Park and the Golden Years Society. These destinations appear with primary destinations when there is enough room on the sign.

Tertiary destinations could appear on their own vehicular wayfinding sign close to the destination, to let drivers know where to turn. In downtown, tertiary destinations include Willow Square and the cemetery. Tertiary destinations appear on pedestrian wayfinding signs within a short walk of the destination.

Quaternary destinations may appear on pedestrian wayfinding maps. They are local destinations and attractions and include parks, schools, and religious gathering places.

Privately-owned businesses will not be included on wayfinding signs. An exception is sometimes made for facilities that draw a lot of visitors for special events or concerts.

Task 4: Nomenclature

Develop a system for naming local destinations and amenities.

- Seek guidance for Cree and Dene translations and traditional place names.
- Identify nomenclature options.
- Through discussions with partners and stakeholders, develop a list of naming conventions for wayfinding destinations and districts.
- Develop a list of acceptable abbreviations for when signs cannot reflect the destination's entire name.

Outcomes:

- ‣ List of consistent abbreviations
- ‣ List of nomenclature
- ‣ List of Cree and Dene translations and traditional place names

Best practices

Seeking guidance from local knowledge keepers and language leaders for translations and traditional place names is critical to a community plan that is reflective of the region's true history.

Nomenclature

Nomenclature refers to a system of naming.

Much of the wayfinding nomenclature will be consistent across the region. However, unique destinations will require the project team to develop an acceptable and understandable naming convention.

Best practices

Although a destination might have a locally-known abbreviated name, this might not be descriptive enough for visitors. As well, abbreviations need to be acceptable to the facility operator.

For example, Wood Buffalo residents refer to MacDonald Island Park as "Mac Island." However, visitors will not understand the reference, nor does it provide any indication of the amenities included in the park. Therefore, when size does not allow the full name to be displayed, signs will state "MacDonald Island" as preferred by the Regional Recreation Corporation of Wood Buffalo (RRCWB) and will include icons for the amenities where applicable.

Task 5:   Design

The sign system should follow the guidelines that appear in this strategy. The municipality has electronic templates for the creation of the sign system.

The graphical elements, typography and colour system shown in this Strategy must be maintained. However, there is an option to incorporate varying colour schemes using approved RMWB brand colours. Starry Night must remain the prominent colour.

See pages 31-33 for samples of acceptable colour schemes. All scenarios must be approved by Creative Services.

- Determine colour scheme for wayfinding elements.

- Develop or select illustrations to use on wayfinding elements (e.g., back of vehicular signs, wraparound of pedestrian orientation sign, and top of "did you know" markers.
- Develop local area map for pedestrian orientation signs.
- Refine the wayfinding elements selected during the site audit.

Outcomes:

‣ Finalized designs and illustrations for wayfinding elements and signs

Best practices

Illustrations should be simple and legible. Bold lines work better than sketchy lines.

The illustrations should be in vector format so they don't lose resolution when enlarged for the signs.

Locally-inspired illustrations

Each community and neighbourhood in Wood Buffalo is unique and the wayfinding signs and elements provide opportunities to reflect this character. Design elements could be developed by artist(s) and community working together to identify key images that are reflective of the community.

Illustrations could be developed via the Public Art Policy, a call for artists, or asking a local or local Indigenous artist. Suggested themes include history, architecture, culture, animals, and environment.

The illustrations should follow a similar look and feel to those included in this document (see page 48).

Illustrations

The municipality has a small set of illustrations prepared for downtown wayfinding signs, shown on the next page. The illustrations were designed for use in the downtown, but could be used elsewhere.

Best practices

The sign family uses RMWB brand standards and communities and neighbourhoods are invited to use a unique combination of colours as approved by the municipality.

It is important to test colour combinations to make sure the content is legible.

The sign family standards includes additional information about colour choices.
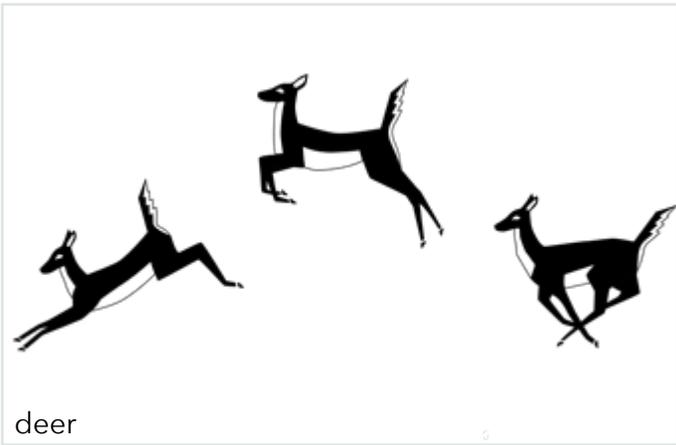
deer

larch
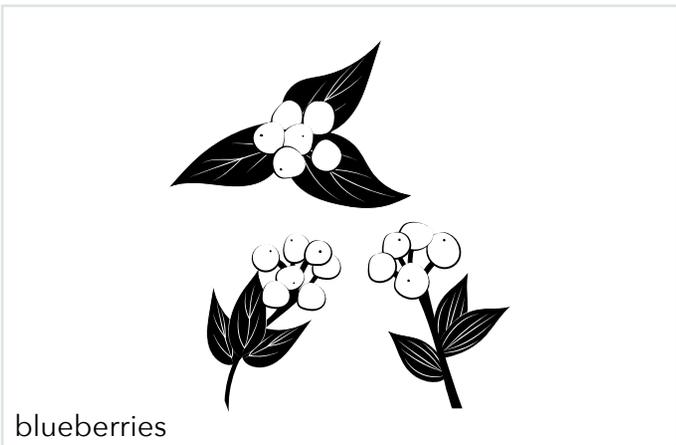
blueberries

birch

raven

trout
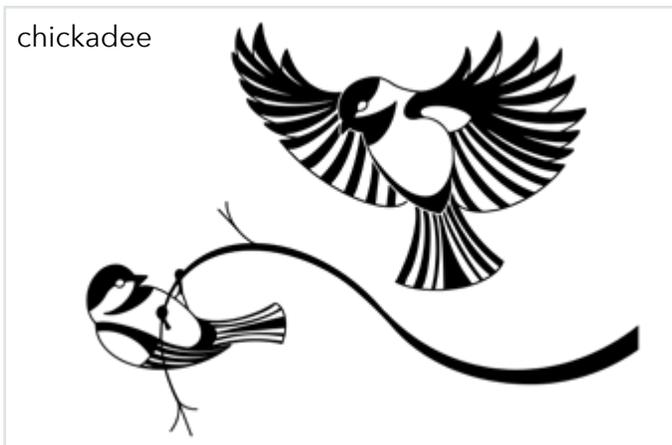
chickadee

fox

Task 6: Wayfinding plan

Now the wayfinding consultant compiles the gathered information into a wayfinding plan. The municipality will review and approve the finalization of each sign and wayfinding element.

• Determine locations and type of signage required at each location based on vehicular and pedestrian routes, entrances, and destinations; determine content and plot on the map.

• Determine locations and types of wayfinding elements; determine content and plot on the map.

• Develop sign schedule that lists the location and messaging for each sign.

• Identify locational constraints, e.g., utilities.

The right sign in the right place

Pedestrian signs should be located close to intersections to aid in decision making.

Vehicular wayfinding signs need to be located in advance of the intersection to give drivers time to move to the correct lane.

A map helps to orient a visitor if there are many nearby destinations.

Outcomes:

‣ Wayfinding plan, sign schedule, location maps, details and specifications

‣ All artwork that will be supplied to the contractor for sign fabrication

Wayfinding plan

The wayfinding plan is a technical document that sets out what will be installed in the community. Each wayfinding element needs to be mapped with its specific location.

The content of each sign is finalized during this task, and should be double-checked by walking through the community to make sure arrows are pointing the right way, spelling and abbreviations are correct, etc.

Best practices

Signs intended to direct vehicles should be installed in advance of intersections, so that drivers have time to make decisions, get in the correct lane, and use turning indicators.

Alberta Transportation's Highway Guide and Information Sign Manual includes some useful information about sign placement.

Signs for pedestrians can be close to intersections, making sure they do not block drivers' sight lines. Pedestrian orientation signs should be placed to allow a wheelchair to roll right up to the front of the sign.

Task 7: Phasing strategy

After the wayfinding plan is finalized, consideration should be given to how the project will be phased. Decisions about phasing are based on information about expected cost in comparison with the amount available in the budget.

- Develop a preliminary cost estimate based on the elements included in the wayfinding plan.
- Determine the source of funding (municipal budget, grants, fundraising, donations, etc.).
- Develop maintenance plan (maintenance costs money too!)
- Develop phasing plan based on the gathered information.

Outcomes:

‣ Funding sources

‣ Phasing strategy

Preliminary cost estimate

The preliminary cost estimate includes all potential costs for the fabrication, shipping, and installation of the wayfinding elements.

The estimate should include items associated with any fixing of softscape areas, installing shrubs and trees around entrance signs, hiring a sign company to do shop drawings, and engineered drawings for new posts.

Maintenance plan

A maintenance plan should be considered within the wayfinding project budget. An inventory of the signage should be kept up to date with regular site visits to determine when a sign requires cleaning, repairs, or replacement.

Best practices

If the cost estimate is higher than the wayfinding system budget, the system might need to be phased.

It makes sense to first install wayfinding elements along high priority routes to major destinations.

It is important to establish a phasing strategy based on routes so that even if all signs are not installed, visitors are still able to navigate to their destination.

Task 8:   Sign fabrication and installation

The internal project team will work through the process of hiring a sign fabricator and installer.

Ensure the selected contractor has previous experience producing and installing signage systems of a similar scope. Always ask for case studies and samples of work to ensure a high quality product and successful install.

- Issue the wayfinding system for tender and receive bids from contractors.
- Determine which signs require installation from the fabricator
- Select the bid from the contractor that will do the best work at a reasonable cost.

Outcomes:

‣ Contractor hired to fabricate prototypes of each sign type prior to fabricating and installing entire sign suite.

Tender

Tender is the process of asking for contractors to provide a bid to do the project. The tender package includes the wayfinding map, the Wood Buffalo standard sign family, the Wood Buffalo icon family, sign schedule and quantities, sizing and material specifications.

Best practices

The tender package should ask for samples of previous work to determine if the contractor has experience producing similar projects at the same scale, and whether they do quality work for clients.

It is recommended that a wayfinding consultant act as Construction Administrator on the project.

Prototypes of each sign type should be produced for review and quality control prior to final production.

Task 9:   Construction administration

During this task, the wayfinding consultant or project team will oversee the contractor as the wayfinding elements are fabricated and installed.

- Supply artwork to the contractor.
- Answer questions and clarify design intent.
- Review shop drawings for each sign type provided by sign fabricator.
- Review the content for each sign and specified fabrication methods and materials to ensure they follow the design intent; each sign requires municipal approval.
- Process progress claims from the contractor.
- Regular meetings to keep the process on track and on budget.

Outcomes:

‣ Contractor produces shop drawings for all required sign types.
‣ Contractor fabricates and installs prototype of each sign type for municipal review and quality control prior to fabricating the entire suite of signs.
‣ Contractor fabricates and installs signs based on approved designs and materials.
‣ Once the signage is installed, a qualified consultant reviews and reports any deficiencies.
‣ Contractor addresses any deficiencies to the client's satisfaction.

‣ Contractor provides a maintenance manual including cleaning methods and inspection schedule.
‣ Contractor or municipality compiles database of wayfinding elements.

Task 10:   Project close out

Now that the project is complete, it's time to celebrate success!

- Provide final updates to the community or neighbourhood about the new wayfinding program.
- Prepare "what we learned" summary to inform the next wayfinding project.

Outcomes:

‣ A satisfied community or neighbourhood.

Task 11:   Maintenance

Incorporate the new wayfinding signs into regular maintenance programs.

‣ Create inventory of new wayfinding signs.
‣ Set up reqular site reviews to determine when a sign requires cleaning, maintenance, repairs, or replacement.

Wayfinding considerations

These are some of the issues that need to be addressed when the municipality develops a wayfinding plan for a community or neighbourhood.

Alberta Transportation

Wayfinding signs are intended for installation on land and infrastructure owned by the municipality. Placement of signs within highway rights-of-way requires an application to Alberta Transportation. Approvals can take a long time, and must be obtained before installation can begin.

Back of sign illustrations

The backs of signs can be used to contribute the local sense of place using a consistent illustration. In the downtown, the river illustration was used to celebrate the confluence of the Clearwater, Snye, and Athabasca rivers. Each community and neighbourhood should select an illustration that has significance for the local area.

Decluttering

When a new signage system is installed, the old signage should be removed to prevent cluttering of the streetscape.

Planting

Signs placed amongst shrubs and flower planting are more attractive and have a large visual weight, drawing the viewer's eyes.

Incorporating planting with sign installation is appropriate for gateway and park identification signs. Low growing plants should be selected for the planting bed in front of the sign, ensuring their mature heights will be lower than the sign content. Consider creating a small hill and placing the sign at the top to increase its visibility.

Pedestrian orientation signs are not candidates for planting since they must remain accessible and approachable by wheelchair users.

Nighttime visibility

Where possible, signs should be placed where the front is illuminated by a street light to enhance nighttime legibility.

Snow removal

Signs should be located as per ESS standards so that they are not blocked or damaged by snow clearing. Snow removal on trails should avoid burying or damaging the trail signs.

Streetscape improvements

When streetscape improvement initiatives are planned, such as sidewalk and road upgrades, beautification, installation of new street lights, etc., an updated wayfinding plan should be considered as part of the initiative.

Story telling

"Did you know" markers or interpretive signs on walking trails will enhance sense of place and promote understanding and belonging.

Best practices

Ideas identified during engagement included elements for the visually impaired such as RFID tags, an on-line audio mapping system, or micro-positioning technology like RightHear.

The RMWB will need to explore which technology best suits the needs of residents and Administration. Incorporating place names in braille is an option that could be explored for pedestrian orientation signs.

Appendix

Wood Buffalo sign family: design intent drawings
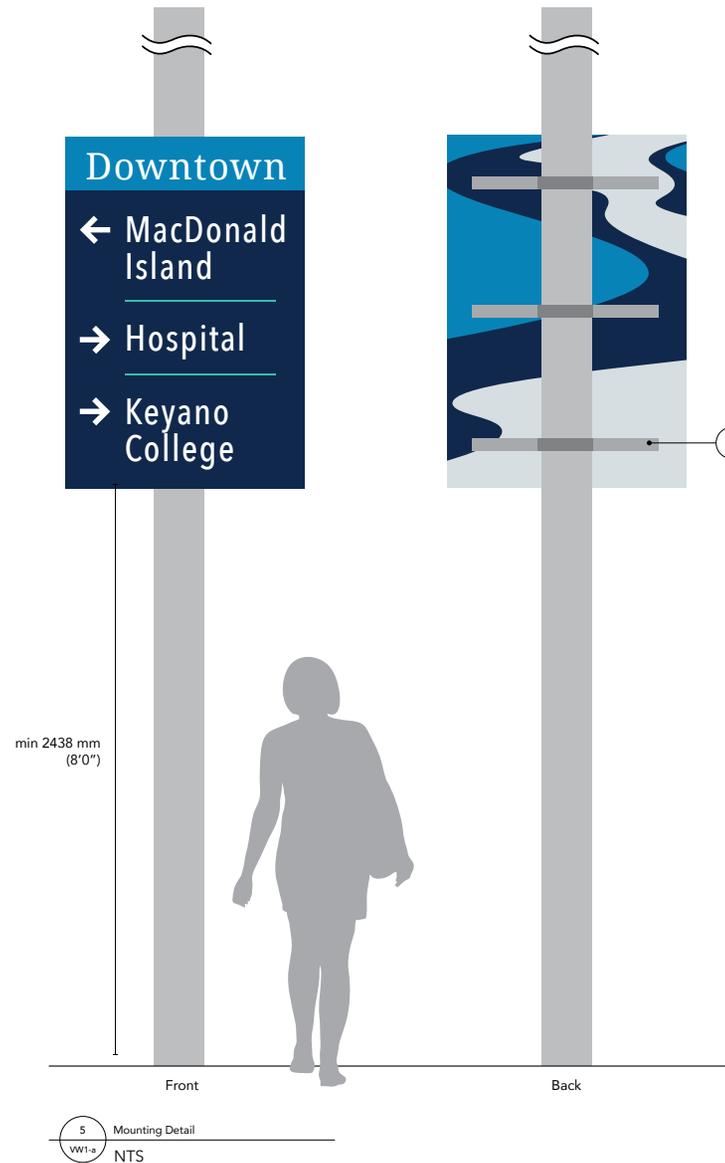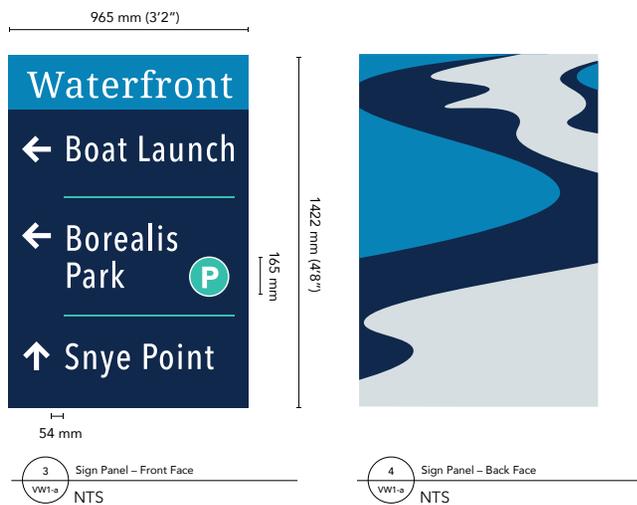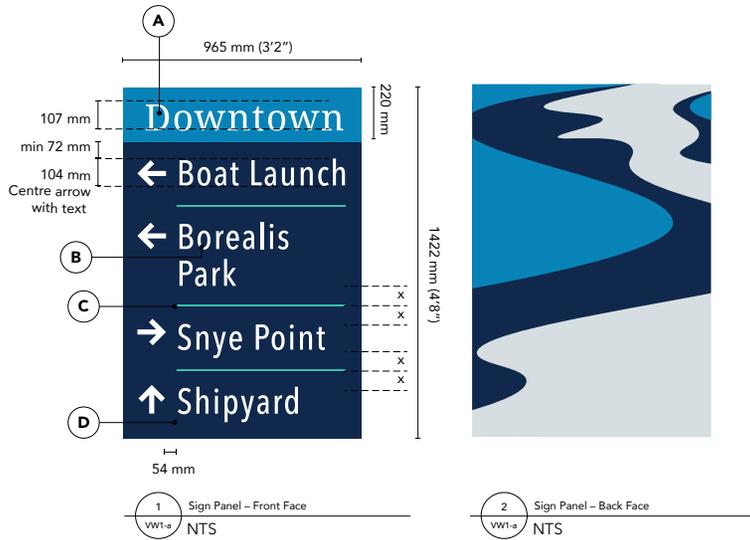
Vehicular directional

965 mm (3'2")

A

Downtown

220 mm

107 mm

min 72 mm

104 mm
Centre arrow
with text

B

← **Boat Launch**

← **Borealis Park**

C

→ **Snye Point**

D

↑ **Shipyard**

1422 mm (4'8")

54 mm

x
x
x
x

1	Sign Panel – Front Face

VW1-a NTS

2	Sign Panel – Back Face

VW1-a NTS

965 mm (3'2")

Waterfront

← **Boat Launch**

← **Borealis Park** Ⓟ

↑ **Snye Point**

1422 mm (4'8")

165 mm

54 mm

3	Sign Panel – Front Face

VW1-a NTS

4	Sign Panel – Back Face

VW1-a NTS

Downtown

← **MacDonald Island**

→ **Hospital**

→ **Keyano College**

min 2438 mm
(8'0")

E

Front

Back

5	Mounting Detail

VW1-a NTS

A — Droid Serif 420pt with 40 pt tracking set in upper lowercase.

B — Avenir Condensed Medium 410 pt with 40 pt tracking set in upper lowercase.

C — 6 mm rule in Aurora.

D — Aluminum panel. Direct print graphics to white high intensity reflective sheeting, apply to front and back faces of panel. Apply anti-graffiti coating to both sides.

E — Securely mount panel to existing lamp standards using Band-it or equivalent strapping and buckles. Use cross bracing if extra support is required for wind loads based on size of panel.

Appendix

Wood Buffalo sign family: design intent drawings

Vehicular directional – freestanding

965 mm (3'2")

A

220 mm

107 mm

Downtown

Min 72 mm

104 mm
Centre arrow
with text

← MacDonald
Island

B

x
x

1422 mm (4'8")

→ Hospital

C

x
x

→ Keyano
College

D

1 Front Facing Panel
VW1   NTS

2 Rear Facing Panel
VW1-b   NTS

102 mm (4")   965 mm (3'2")   102 mm (4")

Downtown

← MacDonald
Island

1422 mm (4'8")

→ Hospital

→ Keyano
College

1727 mm (5'8")

E

Install cross braces
centred on posts. Securely
fasten panels front and back.
Paint hardware to match sign face.

Front   Back   F

3 Post Detail
VW1-b   NTS

4 Mounting Detail
VW1-b   NTS

A   Droid Serif 420pt with 40 pt
tracking set in upper lowercase.

B   Avenir Condensed Medium
410 pt with 40 pt tracking set in
upper lowercase.

C   6 mm rule in Aurora.

D   Aluminum panel. Direct print
graphics to white high intensity
reflective sheeting, apply to front
faces of panels. Apply anti-graffiti
coating to front faces.

E   101 mm (4") square black aluminum
sign posts with cross braces.

F   610 mm high x 216 mm wide
square aluminum decorative base
for 101 mm (4") square post

Appendix

Wood Buffalo sign family: design intent drawings

Vehicular destination

Single destination:
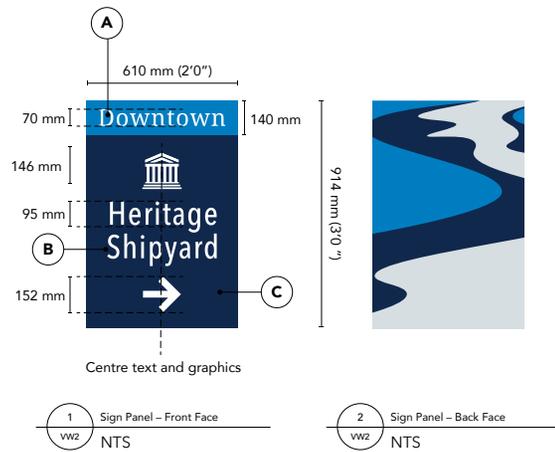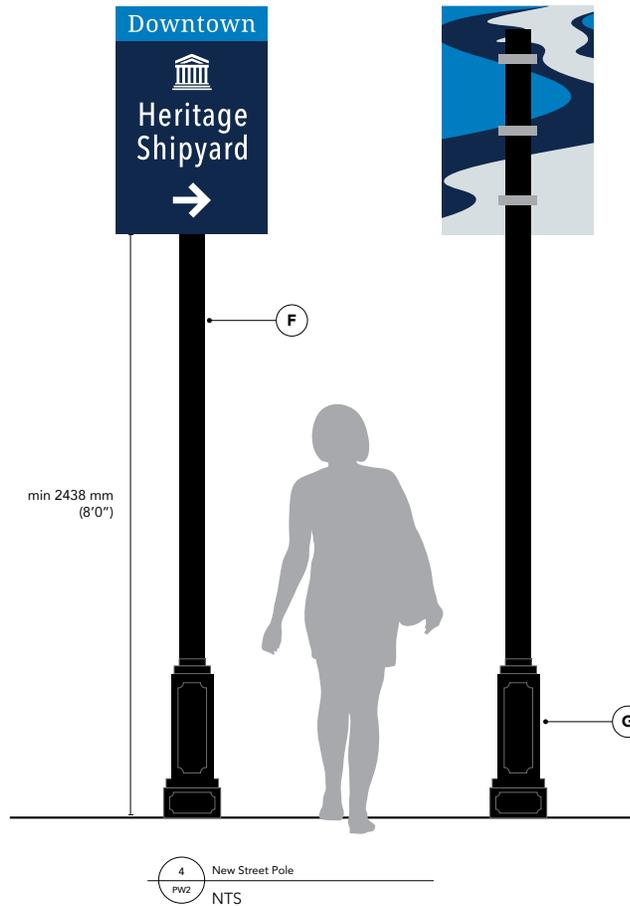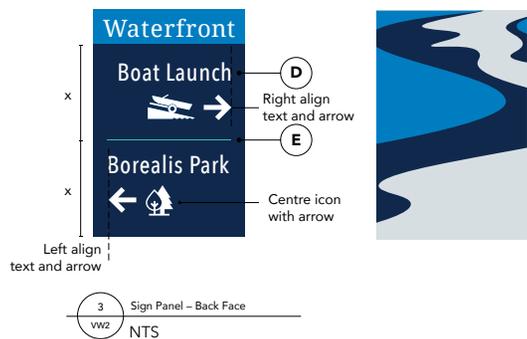
A

610 mm (2'0")

70 mm | 140 mm

Downtown

146 mm

🏛

95 mm

Heritage Shipyard

B

152 mm

➡

C

914 mm (3'0")

Centre text and graphics

1	Sign Panel – Front Face
VW2	NTS

2	Sign Panel – Back Face
VW2	NTS

Two destinations:

Waterfront

Boat Launch

🚤 ➡

x

D

Right align text and arrow

E

Borealis Park

⬅ 🏕

x

Centre icon with arrow

Left align text and arrow

3	Sign Panel – Back Face
VW2	NTS

Downtown

🏛

Heritage Shipyard

➡

F

min 2438 mm (8'0")

G

4	New Street Pole
PW2	NTS

A Droid Serif 270 pt with 30 pt tracking set in upper lowercase.

B Avenir Condensed Medium 375 pt / 400 leading with 35pt tracking set in upper lowercase.

C Aluminum panel. Direct print graphics to white high intensity reflective sheeting, apply to front and back faces of panel. Apply anti-graffiti coating to both sides.

D Avenir Condensed Medium 280 pt / 320 leading with 30 pt tracking set in upper lowercase.

E 4 mm rule in Aurora.

F Securely mount panel to new black 101 mm (4") square aluminum street poles using Band-it or equivalent strapping and buckles.

G 610 mm high x 216 mm wide square aluminum decorative base for 101 mm (4") square post

Appendix

Wood Buffalo sign family: design intent drawings

Vehicular destination - parking

Single destination:

70 mm
95 mm
279 mm

610 mm (2'0")
140 mm
914 mm (3'0")

Centre text and graphics

1 VWP · Sign Panel – Front Face · NTS

2 VWP · Sign Panel – Back Face · NTS

Waterfront / Boat Launch sign with P (parking) icon

min 2438 mm (8'0")

3 VWP · New Street Pole · NTS

A Droid Serif 270 pt with 30 pt tracking set in upper lowercase.

B Avenir Condensed Medium 375 pt / 385 pt leading with 35 pt tracking set in upper lowercase.

C Parking icon with 30 pt white stroke around circle.

D Aluminum panel. Direct print graphics to white high intensity reflective sheeting, apply to front and back faces of panel. Apply anti-graffiti coating to both sides.

E Securely mount panel to new black 101 mm (4") square street poles using Band-it or equivalent strapping and buckles.

F 610 mm high x 216 mm wide square aluminum decorative base for 101 mm (4") square post

Appendix

Wood Buffalo sign family: design intent drawings

Vehicular directional - district destination

3048 mm (10'0")

254 mm

914 mm (3'0")

Downtown via Hardin St →

288 mm

2438 mm (8'0")

A

B

C

Sign to be installed on the right hand side of the highway, in advance of the intersection.

1 — Sign Panel – Front Face
VW NTS

A   Avenir Condensed Demi Bold with 60 pt tracking. The province may request to replace the font with **ClearviewHWY 5-W** in order to be in compliance with the Alberta Transportation guidelines.

B   Types VII and IX Retro Reflective Sheeting with 3/4" plywood backing. Gerts or bracing material may be needed to stiffen the plywood surface and provide a suitable mounting support.

C   Ground mounted breakaway steel i-beam posts. Signs, bases and posts should be installed in conformance with Alberta Transportation typical signage Drawings.

Downtown via Morrison St →

VW3-2

Downtown via Hardin St →

VW3-3

All signs that are placed in a provincial highway right of way must be approved by Alberta Transportation.

A signage design plan must be submitted to Alberta Transportation as part of the design submission package.

Appendix

Wood Buffalo sign family: design intent drawings

Pedestrian directional - primary

609 mm (2'0")

25 mm   25 mm

152 mm

305 mm (1'0")

76 mm

76 mm

BOAT LAUNCH →

osiha mitasîyakinkatikwâw

ch'ı t'atɭk'e

41 mm — 57 mm arrow centred vertically with text and always pointed outwards

32 mm

32 mm

align

1 / PW1 Sign Panel – Front Face
NTS

A   B

25 mm   25 mm

x

centre grouped content vertically on dark blue band

← BOAT LAUNCH

👤 1 MIN

x

C

osiha mitasîyakinkatikwâw

D

ch'ı t'at ɭk'e

E

Colour of icon can change as long as there is sufficient contrast. Outline circle with 6 pt white rule.

Icon: 76 mm centred vertically on dark blue band

align

2 / PW1 Sign Panel – Back Face
NTS

G

← MACDONALD ISLAND 👤 45 MIN
macdonald ministik
mcdonald nuasé

BOAT LAUNCH → 👤 1 MIN
osiha mitasîyakinkatikwâw
ch'ı t'at ɭk'e

← BOREALIS PARK 👤 8 MIN
borealis pamohtîw-askiy
boreális senach'edé k'e

3150 mm (10'4")

min 2438 mm (8'0")

F

H

3 / PW1 Sign Post
1:20

Front   Side   Back   ← etched logo

4 / PW1 Custom Finial
NTS

A — Avenir Condensed Demi Bold 160 pt with 20 pt tracking set in all caps.

B — Avenir Black 60 pt set in all caps

C — Pedestrian icon 32 mm high

D — Avenir Medium 115 pt set in lower case.

E — 6 mm thick dibond or aluminum panel. Primed and painted all sides in Starry Night. Direct print Boreal and Big Sky colour bands. All text and graphics in die-cut vinyl. Mechanically fasten panels with L-brackets or appropriate hardware primed and painted black to match post.

Apply anti-graffiti coating to both sides

F — 101 mm (4") square black aluminum sign post. Cap with custom finial.

G — Custom aluminum finial to cap square sign post. Black with RMWB logo etched out of aluminum.

H — 610 mm high x 216 mm wide square aluminum decorative base for 101 mm (4") square post

Appendix

Wood Buffalo sign family: design intent drawings

Pedestrian directional - secondary

406 mm (1'4")

25 mm | 25 mm

Icon: 54 mmcentred with arrow. Colour of icon can change as long as there is sufficient contrast. Outline circle with 6 pt white rule.

190 mm

305 mm(1'0")

🚶 5 MIN (H) →

57 mm arrow centred vertically with icon and always pointed outwards.

HOSPITAL

38 mm

57 mm — ahkosîwkamik — 16 mm

57 mm — eya koé — 16 mm

PW3

align

1 | Sign Panel – Front Face
PW3 | NTS

A | B | C

25 mm | 25 mm

x

centre grouped content vertically on dark blue band

🚶 2 MIN →

WILLOW SQUARE CONTINUING CARE

Max 2 line destination.

x

D — cree translation

dene translation — E

align

2 | Sign Panel – Front Face
PW3 | NTS

G

🚶 5 MIN (H) →
HOSPITAL
ahkosîwkamik
eya koé

🚶 2 MIN →
WILLOW SQUARE
CONTINUING CARE
cree translation
dene translation

3150 mm (10'4")

F

min 2438 mm (8'0")

H

3 | Sign Pole
PW3 | NTS

Front | Side | Back

etched logo

4 | Custom Finial
PW1 | NTS

A — Avenir Condensed Demi Bold 130 pt with 20 pt tracking set in all caps.

B — Pedestrian icon 57 mm high

C — Avenir Black 60 pt all caps.

D — Avenir Medium 83 pt set in lower case.

E — 6 mm thick dibond or aluminum panel. Primed and painted all sides in Starry Night. Direct print Boreal and Big Sky colour bands. All text and graphics in die-cut vinyl. Mechanically fasten panels with L-brackets or appropriate hardware primed and painted black to match post.

Apply anti-graffiti coating to both sides

F — 101 mm (4") square black aluminum sign post. Cap with custom finial.

G — Custom aluminum finial to cap square sign post. Black with RMWB logo etched out of aluminum.

H — 610 mm high x 216 mm wide square aluminum decorative base for 101 mm (4") square post

Appendix

Wood Buffalo sign family: design intent drawings

Pedestrian orientation

508 mm (1'8")

2032 mm (6'8")

1930 mm (6'4")

102 mm

863 mm

16 mm gap between panels

203 mm (8")

| 1 | Sign Panel – Front Face |
| PW2 | NTS |

| 2 | Sign Panel – Back Face |
| PW2 | NTS |

| 3 | Sign Panel – Side View |
| PW2 | NTS |

| 4 | Sign Panel – Front Face |
| PW2 | NTS |

A — Message Panels:
6 mm thick aluminum panels primed and painted in alternating colours. All text and graphics in die-cut vinyl. Apply 3M UV and Anti-graffiti overlaminate to front face. Securely fasten panels to face of cabinet. Must have ability to change out panels if necessary. *Maximum of three panels per side.*

B — Map Panel:
6 mm thick aluminum panels primed and painted in Starry Night. Direct print graphics to front face using exterior grade inks. Apply 3M UV and Anti-graffiti overlaminate to front face. Securely fasten panels to face of cabinet. Must have ability to change out panels if necessary.

C / G — Option A
Laser cut illustration out of 6 mm aluminum painted in Snow Drift for front part of illustration and Starry Night for side portion of illustration. Flush mounted to cabinet. Miter edges to wrap around sides.

Option B
Laser cut matte vinyl Snow Drift for front part of illustration and Starry Night for side portion of illustration. Anti-graffiti over laminate applied as top surface over entire cabinet.

D — RMWB logo in opaque white cut vinyl applied to sign face. Apply 3M UV and Anti-graffiti overlaminate to all sides and top.

E — 6 mm thick icon painted in Snow Drift on front and sides, pin mounted flush to sign face.

F — Aluminum sign cabinet primed and painted in Starry Night with 3M-Di-Noc-Architectural Finish FW-233EX appllied to both sides and top of cabinet; seal edges. Must be installed by 3M Authorized installer. Apply 3M UV and Anti-graffiti overlaminate to all sides and top of cabinet.

G — Install cabinet onto concrete footing.

Appendix

Wood Buffalo sign family: design intent drawings

Pedestrian orientation – message panel detail

The panel messaging can be aligned to the left or right on the panel depending on what works best from a directional standpoint. If it contains a right arrow, it should be aligned to the right. If it contains a left arrow, it should be aligned to the left. A straight arrow can have either alignment.

508 mm (1'8")

66 mm   66 mm

45 mm arrow centred vertically with text

↑ SKATE PARK 🛹

56 mm

175 mm (6-7/8")

align

soniskwatâykiwinhk askiy
chąké ah senach'edé k'e

25 mm

🚶 **8 MIN**

C

align

72 mm

B
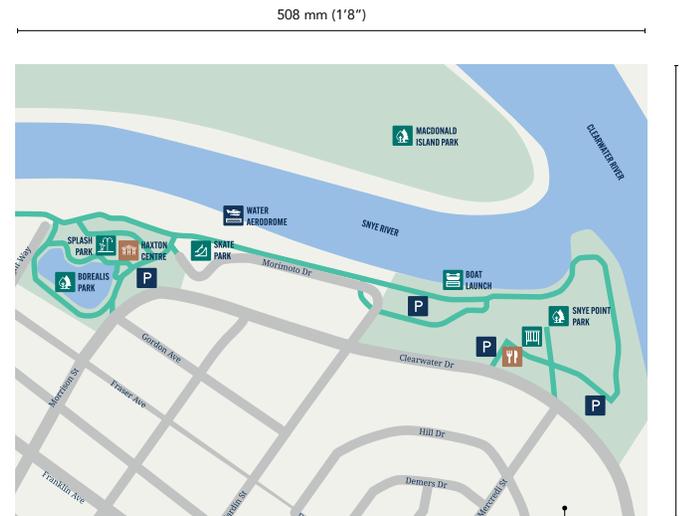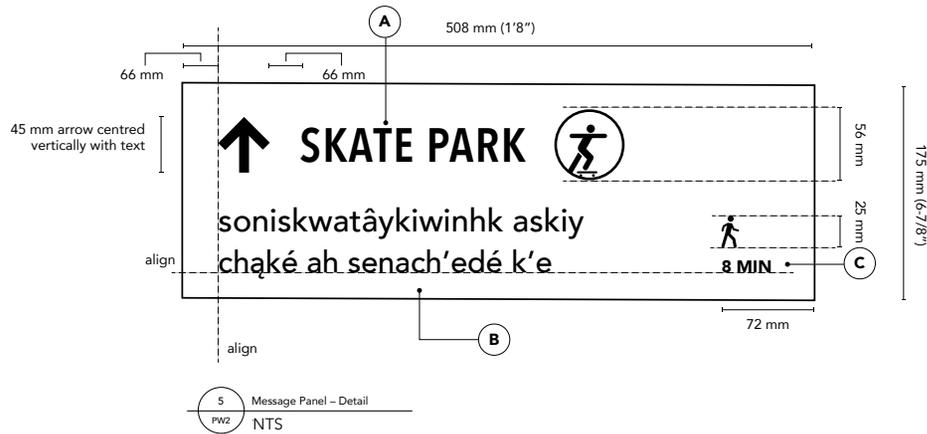
A   Avenir Condensed Demi Bold 115 pt set in uppercase.

B   Avenir Medium 75 pt set in upper/lowercase.

C   Avenir Black 48 pt set in uppercase.

D   Direct print with exterior grade inks. 3M UV and Graffiti overlaminate applied to front face.

5 / PW2   Message Panel – Detail   NTS

508 mm (1'8")

6 / PW2   Map Panel – Detail   NTS

381 mm (1'3")

D

Acceptable colour combinations.

↑ SKATE PARK 🛹
soniskwatâykiwinhk askiy
chąké ah senach'edé k'e   🚶 8 MIN
Big Sky background with text and graphics in white

↑ SKATE PARK 🛹
soniskwatâykiwinhk askiy
chąké ah senach'edé k'e   🚶 8 MIN
Trail background with text and graphics in white

↑ SKATE PARK 🛹
soniskwatâykiwinhk askiy
chąké ah senach'edé k'e   🚶 8 MIN
Boreal background with text and graphics in white

🛹 **SKATE PARK →**
🚶 8 MIN   soniskwatâykiwinhk askiy
chąké ah senach'edé k'e
Snow Drift background with text and graphics in Industry

↑ SKATE PARK 🛹
soniskwatâykiwinhk askiy
chąké ah senach'edé k'e   🚶 8 MIN
Birch background with text and graphics in Starry Night

Appendix

Wood Buffalo sign family: design intent drawings

Trail directional
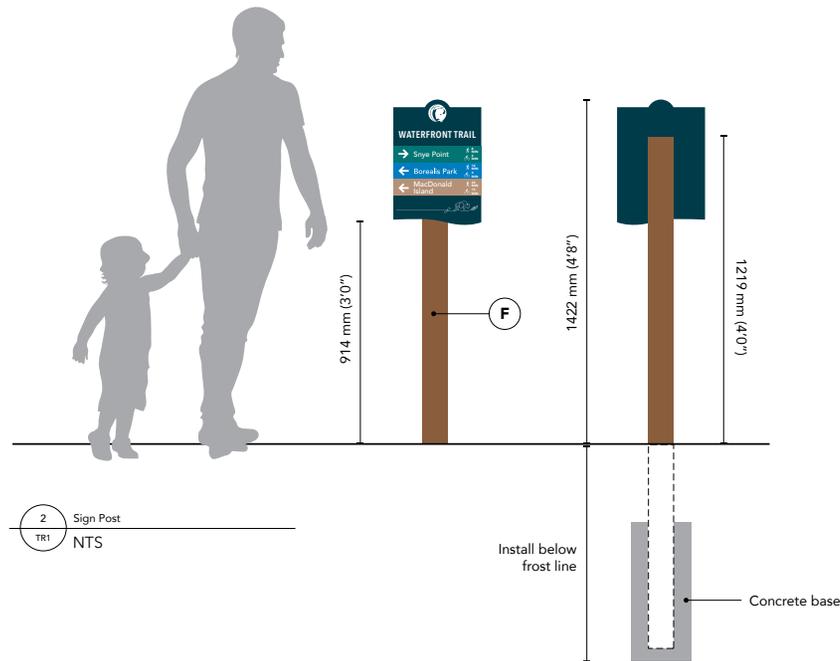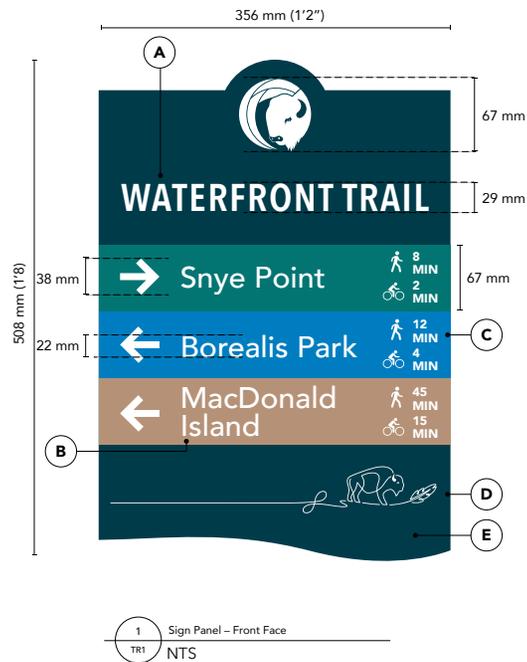
A — Trail/pathway name: Avenir Condensed Demi Bold 110 pt with 40 pt tracking set in all caps.

B — Avenir Medium 85 pt set in upper lowercase.

C — Destination times: Avenir Black 36 pt / 37pt leading set in all caps. Pedestrian icon approx. 22 mm high Bicycle icon approx. 19 mm high.

D — RMWB Buffalo line illustration.

E — 6 mm thick aluminum panel cut to shape. Prime and paint all sides in Evergreen. Direct print colour bands. All text and graphics in die-cut vinyl.

Apply 3M UV and Anti-graffiti coating to both sides. Securely mount panel to wood post.

F — 102 mm (4") Brown pressure treated wood post 1219 mm above ground.

356 mm (1'2")

67 mm

29 mm

508 mm (1'8)

38 mm

67 mm

22 mm

1 TR1 Sign Panel – Front Face
NTS

2 TR1 Sign Post
NTS

914 mm (3'0")

1422 mm (4'8")

1219 mm (4'0")

Install below frost line

Concrete base

Appendix

Wood Buffalo sign family: design intent drawings

Trail identification
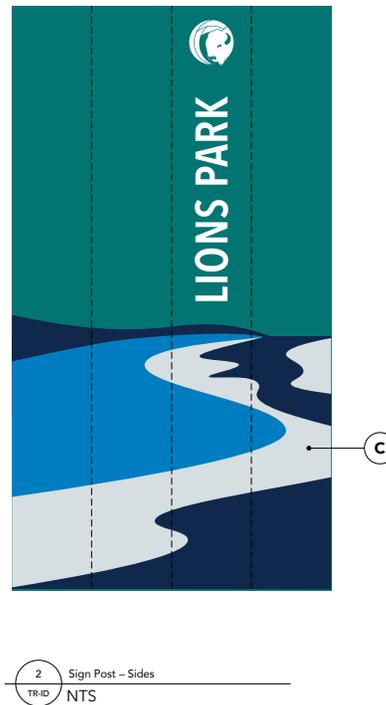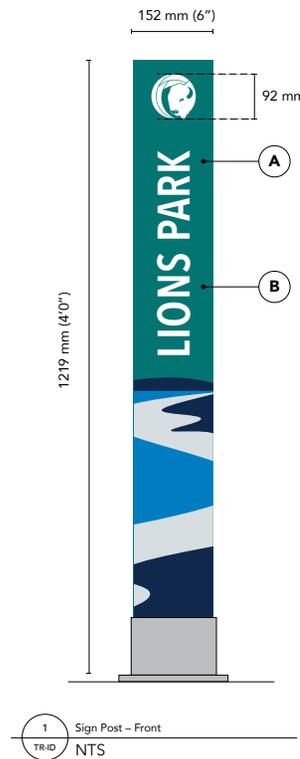
A — 152 mm (6") aluminum post primed and painted Boreal. Post installed with steel sleeve welded to steel footing, and fastened to concrete base. Bolt steel sleeve to aluminum post.

B — Avenir Condensed Demi Bold 260 pt set in uppercase. Type size can be made smaller to fit. Die-cut opaque white vinyl.

C — Printed cut vinyl applied around all 4 sides of post. Apply anti-graffiti coating to entire post.

152 mm (6")

92 mm

1219 mm (4'0")

LIONS PARK

1 — Sign Post – Front
TR-ID   NTS

2 — Sign Post – Sides
TR-ID   NTS

3 — Sign Post – Front
TR-ID   NTS

Appendix

Wood Buffalo sign family: design intent drawings

"Did you know" marker

152 mm (6")

A

76 mm

101 mm

101 mm

254 mm

1219 mm (4'0")

DID YOU KNOW?
At one time this area was a blueberry patch that the community would frequently pick. **Îyinimina Ayawâw** (where you find blueberries)

B

C

127 mm

D

Band wraps around all 4 sides of post. Miter pieces at corners and join.

DID YOU KNOW?
Blueberry patch Îyinimina Ayawâw (where you find blueberries)

1	Sign Post – Front
TR1-P	NTS

1	Sign Post – Back
TR1-P	NTS

2	Sign Post – Front
TR-ID	NTS

A — Illustration applied in cut vinyl or direct print.

B — 6 mm aluminum cut to shape, primed and painted Aurora. Secured to wood post with no visible fasteners.

Lettering in die-cut white vinyl. Apply anti-graffiti coating.

C — 152 mm (6") brown pressure treated post installed with steel sleeve welded to steel footing, and fastened to concrete base. Bolt steel sleeve to wood post.

D — Aluminum cap primed and painted Aurora. Secured to wood post with no visible fasteners.

Appendix

Wood Buffalo sign family: design intent drawings

Park identification – primary

152 mm 610 mm (2'0") 152 mm

235mm

3962 mm (13'0")

2895 mm (9'6")

914 mm (3'0")

SNYE POINT

A
B
C
D

D E

D

F

1	Side 1
ID-PKa	NTS

2	Side 2
ID-PKa	NTS

3	Side 3
ID-PKa	NTS

5	Top View
ID-PKb	NTS

SNYE POINT

4	Front Face
ID-PKa	NTS

A Avenir Condensed Demi Bold with 40 pt tracking set in all caps. LED backlit, white acrylic push through lettering.

B 152 mm (6") round Black aluminum posts

C RMWB logo in opaque white vinyl.

D Aluminum backlit three-sided sign panel securely fastened to posts.

Side 1: primed and painted Starry Night with anti-graffiti coating.

Side 2: primed and painted, apply 3M-Di-Noc-Architectural Finish FW-233EX to front face and edges. Must be installed by 3M Authorized installer. Apply 3M UV and Anti-graffiti overlaminate.

Side 3: backlit acrylic panel with translucent film, printed with exterior grade inks.

E **Option A**
Laser cut illustration out of 6 mm aluminum primed and painted Starry Night and flush mounted to cabinet.

Option B
Laser cut matte vinyl Light Navy. Anti-graffiti over laminate applied as top surface over entire cabinet.

F Appropriate concrete footings.

Appendix

Wood Buffalo sign family: design intent drawings

Park identification – secondary

152 mm | 1828 mm (6'0") | 152 mm

83 mm

203 mm

1422 mm (4'8")

2134 mm (7'0")

WELCOME TO
BOREALIS PARK

A

B

C

D   E   F

G

| 1 | Front Face |
| ID-PKb | NTS |

| 2 | Back Face |
| ID-PKb | NTS |

| 5 | Top View |
| ID-PKb | NTS |

WELCOME TO
LIONS PARK

| 3 | Front Face |
| ID-PKb | NTS |

| 4 | Back Face |
| ID-PKb | NTS |

A — Avenir Medium with 10 pt tracking set in all caps. 6 mm Aluminum letters primed and painted white, pin mounted flush to panel.

B — Avenir Condensed Demi Bold with 10 pt tracking set in upper/lowercase. 6 mm Aluminum letters primed and painted white, flush mounted to panel.

C — Aluminum sign cabinet 51 mm in depth primed and painted Starry Night with direct print graphics. Apply anti-graffiti coating.

D — Aluminum sign cabinet 51 mm in depth Apply 3M-Di-Noc-Architectural Finish FW-233EX to back side, top and bottom edges. Seal edges. Must be installed by 3M Authorized installer. Apply 3M UV and Anti-graffiti overlaminate to all sides and top.

E — **Option A**
Laser cut illustration out of 6 mm aluminum primed and painted Starry Night and flush mounted to cabinet.

Option B
Laser cut matte vinyl Light Navy. Anti-graffiti over laminate applied as top surface over entire cabinet.

F — 152 mm (6") Black aluminum sign posts with cross beams welded together for mounting

G — Appropriate concrete footings.

Appendix

Wood Buffalo sign family: design intent drawings

Park identification - smaller

76 mm | 1067 mm (3'6") | 76 mm

57 mm
108 mm
965 mm (3'2")
229 mm
914 mm (3'0")

WELCOME TO
BIGGS AVE PARK

REGIONAL MUNICIPALITY of WOOD BUFFALO

| 1 | Front Face |
| ID-PKc | NTS |

| 2 | Back Face |
| ID-PKc | NTS |

| 3 | Top View |
| ID-PKc | 1:20 |

A Avenir Medium with 10 pt tracking set in uppercase. 3 mm Aluminum letters primed and painted white, flush mounted to panel.

B Avenir Condensed Demi Bold with 20 pt tracking set in uppercase. 3 mm Aluminum letters primed and painted white, flush mounted to panel.

C 25 mm thick aluminum sign panel primed and painted Starry Night. Direct print all graphics, other than dimensional lettering with exterior grade inks. Apply anti-graffiti coating.

D 25 mm thick aluminum sign panel primed and painted Boreal. Direct print all graphics, other than dimensional lettering with exterior grade inks. Apply anti-graffiti coating to entire panel.

E Illustration cut out of matte vinyl Light Navy. Anti-graffiti over laminate applied as top surface over panel.

F 152 mm (6") Black aluminum sign posts with cross beams welded together for mounting panels.

Appendix

Wood Buffalo sign family: design intent drawings

Banner

762 mm (2'6")

762 mm (2'6")

796 mm

Street name should always be closest to street.

2388 mm (7'10")

796 mm

3658 mm (12') from ground

559 mm

Pocket for hardware

Street name should always be closest to street.

A — Avenir Black set in uppercase.

B — Nanami Outline in uppercase.

C — 762 mm x 2388 mm (30" x 94") finished size, double-sided flag banners on 18oz block-out vinyl with 3" pockets top and bottom with grommets. Mount with existing pole banner hardware:

Jr Windspill Banner Bracket Die-cast aluminium bracket and with 762 mm (30") fibreglass arm.

Appendix

Wood Buffalo sign family

Colour System

The sign family uses the RMWB brand colour palette which is inspired by the rich hues of the region's natural landscape. The colours work well in signage as they provide sufficient contrast while invoking colour and vibrancy into the signage system. This chart should be referenced and adhered to in order to maintain colour consistency. Some adjustments have been made to Big Sky and Aurora to accommodate for signage.

Paint

Ensure proper preparation is done prior to painting. Refer to Matthews Paint Substrate Preparation Guide.

All painted surfaces shall be protected with a graffiti-resistant polyurethane clear coat finish with a satin sheen.

Wood Detail

The wood detail shown in the signage program is an architectural finish which is made for exterior applications. It was selected as an alternative to using wood as it is more durable.

STARRY NIGHT

PANTONE 2767 C
CMYK: 100/87/42/41
Matthews Paint: Dark Blue (MP75) Semi Gloss
Opaque Vinyl: 3M™ Light Navy

BIG SKY

PANTONE 2925 C
CMYK: 95/36/0/5
Matthews Paint: Process Cyan U (MP9133) Semi Gloss
Opaque Vinyl: 3M Olympic Blue
(Note, for signage purposes, this colour has been darkened, use the above noted CMYK breakdown before printing.)
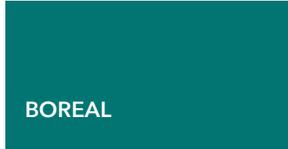
BOREAL

PANTONE 7718 C
CMYK: 88/36/53/14
Matthews Paint: Vivid Teal Met. (MP51137) Semi Gloss
Opaque Vinyl: 3M™ Teal

EVERGREEN

PANTONE 309 C
CMYK: 100/64/52/44
Matthews Paint: Legend Blue Met. (MP22001)
Opaque Vinyl: 3M™ Bermuda Blue
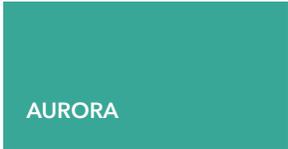
AURORA

PANTONE 7465 C
CMYK: 67/0/40/15
Matthews Paint: Aqua Riva (MP14879) Semi Gloss
Opaque Vinyl: 3M™ Dark Aqua
Translucent Vinyl: 3M™ Turquoise
(Note, for signage purposes, this colour has been darkened, use the above noted CMYK breakdown before printing.)

TRAIL

PANTONE 4262 C
CMYK: 0/24/36/33
Matthews Paint: Wilderness Cabin (MP7185) Semi Gloss
Opaque Vinyl: 3M™ Tan

SAND

PANTONE 7529 C
CMYK: 0/9/15/24
Matthews Paint: Frosty Nickel Met. (MP20046) Semi Gloss
Opaque Vinyl: 3M Sandstone

BIRCH

PANTONE 7541 C
CMYK: 2/0/0/11
Matthews Paint: Starshine Blue (MP6062) Semi Gloss
Opaque Vinyl: 3M™ Light Grey

SNOWDRIFT

PANTONE 663 C
CMYK: 0/0/2/4
Matthews Paint: Fleet White (MP3408) Semi Gloss
Opaque Vinyl: 3M™ Pearl Grey

INDUSTRY

PANTONE 7546 C
CMYK: 12/7/0/72
Matthews Paint: Dark Matter Blue Met. (MP22027) Semi Gloss
Opaque Vinyl: 3M™ Boat Blue
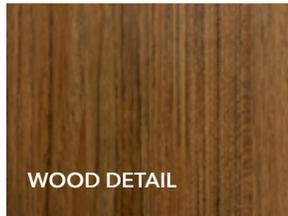
WOOD DETAIL

3M™-DI-NOC-Architectural Finish WG-1140EX
Note: Must be installed by 3M™ Authorized installer. Ensure 3M™ Anti-graffiti over-laminate is applied over top in all instances.

Appendix

Wood Buffalo sign family

Materials

Signage

Fabricators to submit shop drawings for municipal approval for each sign type, refer to design intent drawings for more information.

All materials for wayfinding signs shall be new and free from defects.

Sign posts and fabrication to be reviewed by a structural engineer to ensure they will withstand wind loads. Concrete footing details to be reviewed by a structural engineer for their intended use.

Hardware

All hardware or fastening devises shall be aluminum, stainless steel, or steel with galvanized coating.

All anchorage and fastenings of miscellaneous metal items shall be structurally adequate and painted or finished to match the sign surface.

Coatings

All face coatings to be exterior grade and guaranteed for five to eight years against fading and discoloration.

Smooth all cut edges of pre-finished metals.

Wood element to be installed by 3M™ Authorized Installer.

Paint and Vinyl

Refer to Colour System section for paint and vinyl specifications.

Sign Posts

Pedestrian and vehicular sign posts are square, black powder coated aluminum with decorative bases. Trail sign posts are brown pressure treated wood.

All sign posts to be installed as per ESS. Sign post to be located 1 metre from edge of pathway or road to avoid damage from snow clearing and grass cutting.

Alternate Materials / Substitutions

Prospective contractors may submit estimates based on alternate construction materials. Contractors who submit using alternate materials or methods are required to provide a detailed comparison noting all cost differences and including any different levels of durability or anticipated lifespan.

Appendix

Wood Buffalo sign family

Typography

Avenir is the primary typeface used in the RMWB sign system. It is an ADA compliant font and also the primary font for the RMWB Brand.

Droid Serif is the secondary typeface that will be used on occasion alongside Avenir. Droid Serif is one of the brand fonts from the Fort McMurray's Place Brand.

AVENIR LTE STD MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?&

AVENIR CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?&

DROID SERIF REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?&

AVENIR LTE STD HEAVY

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?&

AVENIR CONDENSED DEMI BOLD

abcdefghijklmnopqrstuvwxyz!?&
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?&

DROID SERIF BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?&

Appendix

Wood Buffalo sign family

Icons

Icons and symbols are an integral part of any wayfinding system. They are a universal language that can be easily understood at a glance. Icons on wayfinding signs support the community's language diversity, and provide visual interest and vibrancy.

Wood Buffalo's icon family is primarily based on universally used symbols and icons with some modernized symbols to capture a range of amenities. Any additional icons that might be required in the future should follow a similar look and feel to those used in this icon family.

The icons can appear in various colour scenarios depending on where they are used. Always ensure sufficient contrast between the icon and background colour to ensure legibility. When the icon is used on a circular background, ensure the circle has a white keyline surrounding it when it appears on a dark coloured background. There is no need to include the outline when it appears on a light coloured background.

Hospital	College/University	Parking	Transit	Picnic Area
Swimming	Snowmobiling	Snow Shoeing	Recreation	School
Skating	Playground	Airport	Boat Launch	Wheelchair
Skateboard	Cross Country Skiing	Hiking	Shopping	Cafe
Crosswalk	Park	Bicycle	Keep Dogs on Leash	Dog Park
Pick Up After Dog	Dispose of Garbage	Site Seeing	RV Camping	Tent Camping
Dining	Arts & Theatre	Baseball	Disc Golf	Curling
Sports	Bear	Deer	Information	Stairs
Splash Park	Fishing	Men	Women	Family
All Gender Washroom	Water Fountain	Baby Change Tables	Heritage	Escalator

Acceptable colour use ✓

Sufficient contrast between icon and background colour

Unacceptable colour use ✗

Insufficient contrast between icon and background colour