Amendments
As sign types are amended or added to, this document will be updated. A list of amendments will be included at the front of the manual.

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<td>UBC Street Name Sign Arterial Road Sign (No Block number)</td>
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<td>UBC Street Name Sign Post Mounted at Intersections</td>
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<td>UBC Street Name Sign Post Mounted at Intersections (No Block Number)</td>
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<td>V10</td>
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<td>V14</td>
<td>Secondary Campus Directional Sign</td>
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<td>V15</td>
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<td>V16</td>
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<td>V17</td>
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<td>V19</td>
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### 4.3 Gateway Signage

- **G1** Okanagan Campus Entry Sign...
- **G2** Point Grey Campus Entry Sign...

### 4.4 Emergency Signage

- **E1** Emergency Decal (For Knock-Down Bollards)
- **E2** No Entry Sign (Bollard Sticker)
- **E3** No Stopping Sign (Bollard Sticker)
- **E4** No Stopping to Left Sign (Bollard Sticker)
- **E5** No Stopping to Right Sign (Bollard Sticker)
- **E6** Emergency Blue Phone Camera Stations

### 4.5 Parking Signage

- **P1** Pavement Markings
- **P2** Reserved Accessible Parking
- **P3** Disabled Persons Parking Only Sign
- **P4** Parking Rate Sign
- **P5** Illuminated Parking Sign
- **P6** Parkade Sign
- **P7** Reserved Sign – Loading Zone
- **P8** Reserved Sign – Pick Up / Drop Off for Daycare Only
- **P9** Reserved Sign – Assigned Space Only
- **P10** Reserved Sign – Assigned Space Permit Holder Only
- **P11** Reserved Sign – Faculty / Staff Permit Holder Only
- **P12** Reserved Sign – Loading Zone Service Commercial Vehicle Only
- **P13** Car2Go Reserved Sign (Left Arrow)
- **P14** evo Reserved Sign (Right Arrow)
- **P15** modo Reserved Sign
- **P16** Meter Sign
- **P17** Motorcycle Sign
- **P18** Bus Staging Sign
- **P19** Bus Pick Up / Drop Off Sign

### 4.6 Pedestrian Signage

- **PD1** Arrival Map in Parkades Wall Mounted
- **PD2** Campus Map Kiosk
- **PD3** Map Pylon
- **PD4** Map Lectern
- **PD5** Post-Mounted Wayfinding / Directional Blades
  - Single Destination Blades
- **PD6** Post-Mounted Wayfinding / Directional Blades
  - Multiple Destination Blades
- **PD7** Boundary Trail Sign
- **PD8** Portable A-Frame Sandwich Board Signs

### 4.7 Iconography

- **I1** Local Information Icon
- **J1-6** UBC arrows
## Contents

### 4.8 Building Signage

<table>
<thead>
<tr>
<th>ID</th>
<th>Description</th>
<th>Page</th>
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<tbody>
<tr>
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<td>Building Identification Sign – Standard</td>
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<tr>
<td>B2</td>
<td>Building Identification Sign – Wall Mounted</td>
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<td>B3</td>
<td>Building Identification Sign – Wall Mounted (Rear Access)</td>
<td>127</td>
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<td>B4</td>
<td>Emergency Response Building Address Sign</td>
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<td>B5</td>
<td>Building Name Sign – Dimensional Letters (Primary Entrance)</td>
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<td>B6</td>
<td>Building Name Sign – Dimensional Letters (Secondary Entrance)</td>
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<td>Building Tenant Sign – Wall Mounted (Dimensional letters)</td>
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<td>B8</td>
<td>Building Tenant Sign – On Glass Doors of Sidelights</td>
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<td>B9</td>
<td>Commercial Tenant Signage</td>
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<td>B10</td>
<td>Athletics Buildings and Cultural Attractions</td>
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<td>Outdoor Digital Signage</td>
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### 4.9 Accessibility Signage

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<td>Access Sign (Symbol Only)</td>
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<td>A2</td>
<td>Access Directional Sign (Symbol &amp; Arrow)</td>
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<td>A3</td>
<td>Accessible Path Sign</td>
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<td>A4</td>
<td>Automatic Door Decal</td>
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### 4.10 Commemorative Signage

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<td>C2</td>
<td>Historic Sidewalk Marker</td>
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<td>C3</td>
<td>Graduating Class Tree Plaque</td>
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<tr>
<td>C4</td>
<td>Bench Plaque</td>
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<td>C5</td>
<td>Dedication Plaque</td>
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<td>C6</td>
<td>Public Art Collection Plaque</td>
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### 4.11 UBC Brand Campus Banners

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<td>UBC Graduation Banner – Exterior</td>
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<td>UBC Graduation Banner – Interior</td>
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<td>D4</td>
<td>Major Capital Project Communication Sign – Wood 12'x12'</td>
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<td>D5</td>
<td>Major Capital Project Communication Sign – Wood 8'x8'</td>
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<td>D6</td>
<td>Construction Banner Plain – Mesh 20'x5'</td>
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<td>D7</td>
<td>Construction Banner Patterned 1 – Mesh 20'x5'</td>
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<td>Construction Banner UBC Logo – Mesh 10’x5’</td>
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<td>Construction Banner UBC Logo – Mesh 4’x5’</td>
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<td>O3 No (Automobile) Idling Area Sign</td>
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Introduction and Purpose
This comprehensive UBC Signage Standards and Guidelines document has been developed to provide “one stop” guidance and tools for those seeking to install exterior signage at either the UBC Vancouver or Okanagan Campus.

This policy document, pursuant to UBC Policy 94 (Visual Identity), Policy 120 (Posting of Notices, Posters and Signs) and Policy 124 (Naming), was developed by Campus + Community Planning with the expertise of a wayfinding consultant and in collaboration with UBC’s Communications and Marketing, Building Operations, UBC Parking, UBC Okanagan Campus Planning + Development and Facilities Management and other campus units. The policy was developed based on the planning document prepared by the consultant for UBC pursuant to a comprehensive planning process, review of wayfinding and accessibility best practices, and in-depth stakeholder consultation.

This document contains descriptions, directions for use, policy statements and design specifications for each type of exterior sign used on campus.

These guidelines are for exterior signage in academic and institutional (including student residence) areas of the campuses only. Guidance on appropriate building signage in the University Neighbourhoods is provided in the relevant Neighbourhood Plan documents.

It is mandatory that all who install permanent signage on campus conform to the standards, guidelines and processes outlined in this document. Non-conforming signs may only be erected if they are required by senior government regulations, laws and codes or have been approved by Campus + Community Planning for the Vancouver Point Grey Campus and Campus Planning + Development for the Okanagan Campus.

### Introduction

1.1 Related UBC Policies and Contacts

#### Additional Information Sources for UBC Signage

**Visual Identity:** Consult Policy 94 for Visual Identity

**Non-permanent Signage:** Consult UBC Policy 120 for non-permanent signage such as event signs and real estate signs.
http://universitycounsel.ubc.ca/files/2010/08/policy120.pdf

**Naming Policy:** Consult UBC Policy 124 for naming of University assets

**Okanagan Campus:** UBCO signs must also comply with the City of Kelowna Sign Bylaw (and secure a sign permit) where applicable.

**Interior Signage:** Consult UBC Technical Guidelines (UBC Building Operations)
http://www.technicalguidelines.ubc.ca

If you have questions regarding these requirements, or need more information, contact:

**Vancouver Campus + Community Planning:**
Development Services: info.planning@ubc.ca
Sustainability and Engineering: campus.sustainability@ubc.ca

**Okanagan Campus:**
Campus Planning + Development: campusplanning@ubc.ca

**For interior signs contact:**
- Infrastructure Development, Facilities Information and Inventory Systems, 604 822 1211
- Building Operations, Sign Shop, 604 822 9063
- Building Operations, Technical Services, 604 822 9063
- UBC Okanagan Facilities Management, 250 807 8313 or facilities.ok@ubc.ca
Maintenance for Exterior Signs

1.2 Maintenance for Exterior Signs

UBC Vancouver Campus
The Municipal Division of Building Operations is responsible for maintaining exterior signs, maps, and kiosk panels, as required, and for keeping such units free of graffiti, stickers, etc. at all times unless noted otherwise. For interior signs, maintenance is the responsibility of Building Operations Sign Shop.

UBC Okanagan Campus
Facilities Management is responsible for maintaining interior and exterior signs, maps, and kiosk panels, as required, and for keeping such units free of graffiti, stickers, etc. at all times unless noted otherwise. For interior signs, maintenance is the responsibility of Facilities Management.
2.0 Approval Process for Exterior Signage
Approval processes for UBC’s Vancouver and Okanagan Campuses are determined by the sign type. The table below lists the type of sign and contacts for approval. Development Permits are only required for exterior building signs and gateway signs. Please refer to full description of these signage types in sections 4.8 and 4.3 respectively. Figure 1 describes the steps required to obtain Permit approval.

<table>
<thead>
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<th>Type</th>
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<th>Development Permit Required ($)</th>
<th>Vancouver Approval</th>
<th>Okanagan Approval</th>
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<td>C+CP Sustainability and Engineering</td>
<td>CP+D**</td>
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<td>G</td>
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<td>■</td>
<td>C+CP Development Services</td>
<td>CP+D***</td>
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<td>C+CP Sustainability and Engineering</td>
<td>CP+D</td>
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<td>Parking Signage</td>
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<td>C+CP Sustainability and Engineering</td>
<td>CP+D</td>
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<tr>
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<td>Pedestrian/Trails Signage</td>
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<td>C+CP Sustainability and Engineering</td>
<td>CP+D</td>
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<tr>
<td>I</td>
<td>Iconography</td>
<td>[]</td>
<td>C+CP Sustainability and Engineering</td>
<td>CP+D</td>
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<td>C+CP Sustainability and Engineering</td>
<td>CP+D</td>
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<tr>
<td>B</td>
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<td>C+CP Development Services</td>
<td>CP+D***</td>
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<td>C+CP (see relevant approval body above)</td>
<td>CP+D</td>
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<td>Accessible Route Signage</td>
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<td>C+CP Sustainability and Engineering</td>
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<td>C+CP Sustainability and Engineering</td>
<td>CP+D</td>
</tr>
</tbody>
</table>

* C+CP: Campus + Community Planning (Vancouver Campus)
** CP+D: Campus Planning + Development (Okanagan Campus)
*** CP+D to coordinate approval with the Deputy Vice Chancellor (DVC)
Approval Process for Exterior Signs

2.2 Approval Process for Exterior Signs

Vancouver Campus

Contact Campus + Community Planning (C+CP) for direction

Dimensional Lettering Exterior Building Signage and Freestanding Gateway Signs

Contact Manager of Development Services
604 822 1586

Draft submission of Sign Proposal for early feedback

• All proposed locations
• Building elevations
• Sign concept

Use Signage Guidelines Templates
• Building elevations
• Dimensions, material, colour, lighting, etc.
• Submit DP Form and Fee as needed

Sign proposal revised by applicant

Formal submission of Development Permit Application

Staff review and feedback to applicant

Sign proposal revised as needed by applicant

Signage approved and Development Permit issued*

All Other Exterior Building Signage (Section 4.8)

Contact C+CP Sustainability & Engineering
604 827 5641

Submission of Sign Proposal for review and feedback

Staff to review and give feedback to applicant

Sign proposal revised as needed by applicant

Signage approved and applicant can arrange fabrication and install

*A Building Permit may also be required.
Approval Process for Exterior Signs

2.2 Approval Process for Exterior Signs

Okanagan Campus

Contact Campus Planning + Development (CP+D) with draft proposal (for early direction)

Sign approval
Application submitted*

CP+D reviews application** and sends comments to applicant

Applicant revises and resubmits application

CP+D reviews resubmitted application**

Signage approved

* If applicable, submit a Sign Permit application to the City of Kelowna for approval.

**CP+D referral to DVC for sign types noted in Section 2.1.
3.0

Graphic Elements
Communicating across UBC’s diverse media channels requires both a sound communications strategy and an integrated visual identity program. In order to deliver a consistent user experience through UBC’s many signage touchpoints, all consultants are asked to familiarize themselves with the UBC Brand by visiting http://brand.ubc.ca/

The UBC Visual Identity System standards can be viewed at: http://brand.ubc.ca/brand-toolkit/visual-identity/

**UBC Logo**

Use of the UBC Logo on all signs shall adhere to the UBC Visual Identity System prepared by UBC Communication and Marketing. Only versions of the UBC Signature and UBC Logo available for download from http://brand.ubc.ca/brand-toolkit/templates-and-assets/logos-signatures-and-visual-identity-assets/ are to be used.

The UBC Logo, its placement, size and other specifications are defined specifically for each sign.

Unit signatures denoting individual faculties and units can be obtained through the lead communicator for each unit or through Communications and Marketing. The system utilizes Whitney’s many different weights and type styles, including Whitney Condensed.

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<thead>
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<th>Graphic Elements</th>
<th>Typefaces</th>
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<tr>
<td><strong>Whitney Semibold</strong></td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@£$%^&amp;*()_+?</td>
</tr>
<tr>
<td><strong>Whitney Bold</strong></td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@£$%^&amp;*()_+?</td>
</tr>
<tr>
<td><strong>Whitney Condensed Medium</strong></td>
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<tr>
<td><strong>Whitney Condensed Semibold</strong></td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@£$%^&amp;*()_+?</td>
</tr>
</tbody>
</table>
Graphic Elements

3.3 Colours

A defined palette of colours is used across signage to achieve consistent brand identity.

Specified colours are included in sign templates supplied.
A consistent set of icons and arrows are used across all signage.

When a new sign design is created icons should be selected from the palette below. If you require an icon that is not shown here, please contact Campus + Community Planning.

With the exception of some vehicular signage, UBC signs should use the specified style of arrows. The arrows are used at fixed angles of 45° shown below.

---

### UBC Brand Icon Library

- **Men's Washroom**
- **Women's Washroom**
- **All Genders Washroom**
- **Accessibility**
- **Accessible Washroom**
- **All Genders Accessible Washroom**
- **Accessible Pathway**
- **Water Fountain**
- **Athletics**
- **Walking Directions**
- **Accessible Parking**
- **Accessible Elevator**
- **Translink Non-Trolley Bus**
- **Public Transport Directions**
- **Non Translink Bus Service**
- **Driving Directions**
- **Carpool**
- **Motorcycle**
- **Motorcycle Parking**
- **Bicycle**
- **Secure Bicycle Park**
- **Food Outlets**
- **Coffee Bar**
- **Informal Study Space**
- **Attractions**
- **Library**
- **Housing**
- **Campus Buildings**
- **Shower**
- **Security Camera**
- **Help Phone**
- **Help Phone (alternate)**
- **Parking**
- **Translink Bus Stop / Loop**
- **Hospital / First Aid**
- **Hospital**
- **Help**
- **Local Information**
### Graphic Elements

#### 3.4 Icons and Arrows

<table>
<thead>
<tr>
<th>Other Signage Icons</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="No Smoking" /></td>
</tr>
<tr>
<td><img src="#" alt="Smoking Area" /></td>
</tr>
<tr>
<td><img src="#" alt="No Idling" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Aquatic Centre Icons</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="No Cell Phones" /></td>
</tr>
<tr>
<td><img src="#" alt="No Cameras" /></td>
</tr>
<tr>
<td><img src="#" alt="No Roller Blading" /></td>
</tr>
<tr>
<td><img src="#" alt="No Skate Boarding" /></td>
</tr>
<tr>
<td><img src="#" alt="No Bicycles" /></td>
</tr>
<tr>
<td><img src="#" alt="No Smoking" /></td>
</tr>
<tr>
<td><img src="#" alt="No Dogs" /></td>
</tr>
<tr>
<td><img src="#" alt="No Spitting" /></td>
</tr>
<tr>
<td><img src="#" alt="No Street Shoes" /></td>
</tr>
<tr>
<td><img src="#" alt="Strollers" /></td>
</tr>
<tr>
<td><img src="#" alt="Warning" /></td>
</tr>
</tbody>
</table>

**UBC Arrows**

![Arrows](#)
4.0

Exterior Signage
Vehicular Signage

V1 Routes to UBC Sign
Page 45

V2 Campus Approach Sign
Page 46

V3 Information Sign
Page 47

V4 Information Sign with Distance Tab
Page 48

V5 Perimeter Directional Sign
Page 49

V6 UBC Street Name Sign
Arterial Roads
Page 51

V7 UBC Street Name Sign
Arterial Roads (No Block number)
Page 53

V8 UBC Street Name Sign
Post Mounted at Intersections
Page 55

V9 UBC Street Name Sign
Post Mounted at Intersections
(No Block number)
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Pedestrian Priority zone

Page 69
Gateway Signage

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    Page 71

G2  Point Grey Campus Entry Sign
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Emergency Signage

E1 Emergency Decal (For Knock-Down Bollards)  
Page 74

E2 No Entry Sign (Bollard Sticker)  
Page 75

E3 No Stopping Sign (Bollard Sticker)  
Page 76

E4 No Stopping to Left Sign (Bollard Sticker)  
Page 77

E5 No Stopping to Right Sign (Bollard Sticker)  
Page 78

E6 Emergency Blue Phone Camera Stations  
Page 79

E6 Emergency Blue Phone Camera Stations  
Page 80

E6 Emergency Blue Phone Camera Stations  
Page 81
Pavement Markings
Page 83

Reserved Accessible Parking
Page 84

Disabled Persons Parking Only Sign
Page 85

Parking Rate Sign
Page 86

Illuminated Parking Sign
Page 87

Parkade Sign
Page 88

Reserved Sign – Loading Zone
Page 89

Reserved Sign – Pick Up / Drop Off for Daycare Only
Page 90

Reserved Sign – Assigned Space Only
Page 90
Bus Pick-up / Drop-Off Only

Bus Pick Up / Drop Off Sign

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Pedestrian Signage

**Arrival Map in Parkades Wall Mounted**
Page 99

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Page 101

**Map Pylon**
Page 103

**Map Lectern**
Page 106

**Post-Mounted – Single Destination Blades**
Page 108

**Multiple Destination Blade**
Page 110

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Page 112

**Portable A-Frame Sandwich Board Sign**
Page 113
Icon Library

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I2. Female Washroom  
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I3. Toilet/Washroom  
Page 115

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Page 115

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Page 115

I6. All Genders Washroom  
Page 115

I7. Accessible Pathway  
Page 115

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Page 115

I9. Athletics  
Page 115
### Icon Library

<table>
<thead>
<tr>
<th>Icon</th>
<th>Signage</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>I10</td>
<td>Walking Directions</td>
<td>115</td>
</tr>
<tr>
<td>I11</td>
<td>Accessible Parking</td>
<td>115</td>
</tr>
<tr>
<td>I12</td>
<td>Translink Non-Trolly Bus</td>
<td>115</td>
</tr>
<tr>
<td>I13</td>
<td>Translink Trolly Bus</td>
<td>115</td>
</tr>
<tr>
<td>I14</td>
<td>Non-Translink Bus Service</td>
<td>115</td>
</tr>
<tr>
<td>I15</td>
<td>Driving Directions</td>
<td>115</td>
</tr>
<tr>
<td>I16</td>
<td>Carpool</td>
<td>115</td>
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<td>I17</td>
<td>Motorcycle</td>
<td>115</td>
</tr>
<tr>
<td>I18</td>
<td>Motorcycle Parking</td>
<td>115</td>
</tr>
</tbody>
</table>
Icon Library

- Bicycle
  Page 115
- Bicycle Parking
  Page 115
- Food Outlets
  Page 115
- Coffee Shop
  Page 115
- Informal Study Space
  Page 115
- Attractions
  Page 115
- Library
  Page 115
- Housing
  Page 115
- Campus Buildings
  Page 115
Icon Library

- **Shower**
  - Page 115
- **Security Camera**
  - Page 115
- **Help Phone**
  - Page 115
- **Help Phone (alternate)**
  - Page 115
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  - Page 115
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  - Page 115
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  - Page 115
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  - Page 115
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  - Page 115
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  - Page 115
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  - Page 115/168
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  - Page 115/169
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  - Page 115/170
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  - Page 115
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  - Page 115
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Page 125

B2 Building Identification Sign – Wall Mounted
Page 127

B3 Building Identification Sign – Wall Mounted (Rear Access)
Page 128

B4 Emergency Response Building Address Sign
Page 129

B5 Building Name Sign – Dimensional Letters (Primary Entrance)
Page 130

B6 Building Name Sign – Dimensional Letters (Secondary Entrance)
Page 131

B7 Building Tenant Sign – Wall Mounted (Dimensional letters)
Page 132

B8 Building Tenant Sign – On Glass Doors or Sidelights
Page 133

B9 Commercial Tenant Signage
Page 134
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A1 Access Sign (Symbol Only)
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A2 Access Directional Sign (Symbol & Arrow)
Page 139

A3 Accessible Path Sign
Page 115/140

A4 Automatic Door Decal
Page 141
Commemorative Signage

Future new design will be supplied by UBC Communications and Marketing

Artwork template will be supplied CS Illustrator

C1 Heritage Building Plaque
Page 143

C2 Historic Sidewalk Marker
Page 144

C3 Graduating Class Tree Plaque
Page 145

Future design will be developed by UBC Communications and Marketing

Artwork Template will be supplied CS Illustrator

C4 Bench Plaque
Page 146

C5 Dedication Plaque
Page 147

C6 Public Art Collection Plaque
Page 148

C7 Commemorative Tree Plaque
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**D2** UBC Graduation Banner – Exterior  
Page 153

**D3** UBC Graduation Banner – Interior  
Page 155

**D4** Major Capital Project  
Communication Sign – Wood  
12x12’  
Page 157

**D5** Major Capital Project  
Communication Sign – Wood 8x8’  
Page 158

**D6** Construction Banner Plain - Mesh  
20x5’  
Page 159

**D7** Construction Banner  
Colour hoardings with UBC logo  
– Mesh 20x5’  
Page 160

**D8** Construction Banner  
Blue hoardings with UBC logo  
– Mesh 20x5’  
Page 161

**D9** Construction Banner  
Colour hoardings with Musqueam logo  
– Mesh 20x5’  
Page 162
Exterior Signage

4.1 Exterior Sign Index

D10 Construction Banner
Blue hoardings with Musqueam logo - Mesh 20x5'
Page 163

D11 Construction Banner
UBC Logo - Mesh 10x5'
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D12 Construction Banner
UBC Logo - Mesh 4x5'
Page 165

D13 Construction Banner
UBC Logo - Wood 4x5'
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01 Smoking is Prohibited Sign
   Page 168

02 Designated Smoking Area Sign
   Page 169

02 No (Automotive) Idling Sign
   Page 170
Vehicular Signage
**Routes to UBC Sign**

**Definition and Intent**
Routes to UBC signs are green and white highway signs that use the reverse UBC Logo plus a directional arrow to direct visitors to the campus along major routes. They are located at key decision-point intersections in the City of Vancouver as well as along main routes through the city to provide positive reinforcement for visitors.

**Policy**
Off-campus directional signs must conform to municipal or provincial standards for the specific roadway classification. Signs on City of Vancouver roads are fabricated and installed by City of Vancouver staff.

**Design Specification**

**Materials**
- 2mm / 0.081” 12 gauge highway standard aluminium

**Colour**
- Panel: Highway Sign Green
- Text/Icon - White reflective.
- Border on sign - White reflective

---

**Get Adobe Illustrator template**
### Campus Approach Sign

**Definition and Intent**
Campus approach signs are green and white highway signs that use the reverse UBC Logo plus a directional arrow and distance tab. Their purpose is to inform visitors who are approaching UBC of the remaining distance to the campus. They are located within a few kilometres of UBC at 4 specific intersections.

**Policy**
Off-campus directional signs must conform to municipal or provincial standards for the specific roadway classification. Signs on City of Vancouver roads are fabricated and installed by City of Vancouver staff.

**Design Specification**

**Materials**
- 2mm / 0.081" 12 gauge highway standard aluminium

**Colour**
- Panel: Highway Sign Green
- Text/Icon - White reflective
- Border on sign - White reflective

---

Get Adobe Illustrator template
Exterior Signage

4.2 Vehicular Signage

Information Sign

Definition and Intent

to come

Policy

to come

Design Specification

to come

Get Adobe Illustrator template

to be completed
Information Sign with Distance Tab

Definition and Intent

Policy

Design Specification

to be completed

Get Adobe Illustrator template
Perimeter Directional Sign

**Definition and Intent**
Perimeter Directional signs are overhead directional signs located on the roadways that form a perimeter around campus: S.W. Marine Drive, Wesbrook Mall, Chancellor Blvd., and West 16th Ave. These signs are located in advance of key arterial road entrances to UBC to inform visitors of the campus entrance ahead and provide some direction. Their colour and use of the UBC Logo clearly identifies them as UBC signs. In most cases these signs are located on roadways administered by the BC Ministry of Transportation and Infrastructure.

**Policy**

**Sign Content**
Sign content shall be determined by C+CP. Signed destinations shall be limited to no more than three to permit safe and timely comprehension by motorists.

Where it is deemed appropriate the UBC Logo should be shown, however there is the option to remove it where it is not felt necessary.

Signs must conform to municipal or provincial standards for size, setbacks, advance warning distance etc. for the specific roadway classification.

**Locations**
Signs to be located in advance of entrance roads facing both directions of traffic determined in general by C+CP and must be installed in accordance with BC Ministry of Transportation and Infrastructure guidelines with regard to height, mounting, set-back etc. as identified in the BC MoTI Manual of Standard Traffic Signs and Pavement Markings.

**Design Specification**

**Materials**
- Standard highway/road sign acid etched aluminum. Thickness: 12 gauge/0.081” or equivalent.
- Rounded corners – 150mm radius

**Sign sizes**
- For 50 km/h speed: 4392 x 2440mm
- For 70 km/h speeds and up: 5490 x 3050mm

**Colour**
- UBC Blue
- White, 3M Reflective
- Reverse of sign - UBC Blue

**Mounting**
- Height Based on Typical MoT
- Aluminum Extruded “T” Sections

---

**Get Adobe Illustrator templates**

---

THE UNIVERSITY OF BRITISH COLUMBIA

← South Campus

← Thunderbird Fields

UBC Hospital →
Alternative templates

V5-A  Perimeter Directional Sign for 50 km/h speeds with UBC Logo

V5-B  Perimeter Directional Sign for 70 km/h speeds with UBC Logo
**UBC Street Name Sign**

**Arterial Roads**

**Definition and Intent**
Arterial Road signs are overhead road-name blades located on arterial or main road entrances to UBC. Larger versions of the on-campus street blade signs, they form a key part of the UBC Wayfinding System. Their colour and use of the UBC Logo clearly identifies them as UBC signs. In most cases these signs are located on roadways administered by the BC Ministry of Transportation and Infrastructure.

**Policy**

**Sign Content**
The sign text shall display the road name and the block number, as per the standard municipal grid. The reversed white UBC Logo shall be used, as illustrated.

Signs must conform to municipal or provincial standards for the specific roadway classification.

**Locations**
Along all main entrance and perimeter roads where they intersect other UBC roads. Specific locations will be determined by C+CP in consultation with the BC Ministry of Transportation and Infrastructure.

**Design Specification**
*to be completed*
Exterior Signage

4.2 Vehicular Signage

Alternative templates

V6-A  UBC Street Name Sign Arterial Roads Standard

V6-B  UBC Street Name Sign Arterial Roads Reduced type size
UBC Street Name Sign
Arterial Roads (No Block number)

Definition and Intent
Policy
Design Specification

to be completed

Get Adobe Illustrator templates

Agronomy Rd
Alternative templates

V7-A UBC Street Name Sign Arterial Roads (No Block number) Standard

V7-B UBC Street Name Sign Arterial Roads (No Block number) Reduced type size
### UBC Street Name Sign
Post Mounted at Intersections

<table>
<thead>
<tr>
<th>Definition and Intent</th>
</tr>
</thead>
<tbody>
<tr>
<td>UBC street signs identify all named roads within the campus boundaries. Their purpose is to aid in wayfinding. They are designed to reinforce UBC’s identity through the use of colour and the UBC Logo.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sign Content</strong></td>
</tr>
<tr>
<td>The sign text shall display the road name and the block number, as per the standard municipal grid. The reversed white UBC Logo is used, as illustrated.</td>
</tr>
</tbody>
</table>

**Locations**
Signs will be erected on all named campus roads at roadway intersections.

<table>
<thead>
<tr>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>to be completed</em></td>
</tr>
</tbody>
</table>

![UBC Street Name Sign](image-url)
Exterior Signage

4.2 Vehicular Signage

Alternative templates

V8-A  UBC Street Name Sign Post Mounted at Intersections Standard

V8-B  UBC Street Name Sign Post Mounted at Intersections Reduced type size
### UBC Street Name Sign
#### Post Mounted at Intersections (No Block number)

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>to be completed</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Exterior Signage

#### 4.2 Vehicular Signage

**Alternative templates**

**V9-A**  
UBC Street Name Sign  
Post Mounted at Intersections (No Block number)  
Standard

**V9-B**  
UBC Street Name Sign  
Post Mounted at Intersections (No Block number)  
Reduced type size
UBC Street Name Sign
Wall Mounted Street Sign

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
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<td>to be completed</td>
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Agronomy Rd 6500
Exterior Signage

4.2 Vehicular Signage

Alternative templates

V10–A  UBC Street Name Sign Wall Mounted Street Sign Standard

V10–B  UBC Street Name Sign Wall Mounted Street Sign Reduced type size
**UBC Street Name Sign**

**Bilingual Indigenous Languages**

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Sign Content</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>to come</td>
<td>to come</td>
<td>to come</td>
<td>to be completed</td>
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</table>

**UBC Wayfinding Exterior Signage Standards and Guidelines**

**4.2 Vehicular Signage**

**UBC Street Name Sign**

**Bilingual Indigenous Languages**

- **Definition and Intent**: to come
- **Policy**: to come
- **Sign Content**: to come
- **Design Specification**: to be completed

---

**UBC Street Name Sign**

**Memorial Rd 6500**

- **That which is used to remember them**

- **Dimensions**:
  - Height: 320mm
  - Width: 900mm

---

**Get Adobe Illustrator template**
**UBC Street Name Sign**
**Neighbourhoods**

**Definition and Intent**
UBC Street signs used in officially identified neighbourhoods indicate all named UBC roads that pass through the neighbourhood. Their primary purpose is to aid in wayfinding. They are designed to maintain a strong connection to UBC’s identity while permitting neighbourhood distinctiveness. All newly created neighbourhoods must follow this design.

**Policy**
In the Board of Governors approved neighbourhoods of Hampton Place, Chancellor Place and Wesbrook Place, street signs at intersections may use the UBC Neighbourhood street signs in place of the standard UBC street signs.

**Sign Content**
The sign text shall display the road name and the block number, as per the standard municipal grid. The reversed white UBC Logo shall be used, as illustrated. The sign background colour may be replaced with the neighbourhood identity colour. A neighbourhood logo, reversed white or a screen of the background colour, may be used. C+CP shall make the final decision on sign content and design. UBC PT manages supply and installation of these signs.

**Design Specification**
To be completed
**Definition and Intent**

**Policy**

**Design Specification**

---

**to be completed**

---

![Diagram](image-url)
## Exterior Signage

### 4.2 Vehicular Signage

#### Secondary Campus Directional Sign

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>to be completed</td>
</tr>
</tbody>
</table>

![Central Campus Signage](image)

- **1800mm**
- **300mm**
Central Academic Campus/Event Parking

Definition and Intent | Policy | Design Specification
--- | --- | ---

to be completed
Central Academic Campus
Changeable Message Sign

**Definition and Intent**

**Policy**

**Design Specification**

*to be completed*
No Entry Sign (Post-Mounted Sign)

**Definition and Intent**

**Policy**

**Design Specification**

to be completed
Exterior Signage
4.2 Vehicular Signage

No Idling Sign

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>to be completed</td>
</tr>
</tbody>
</table>

IDLE FREE CAMPUS
TURN ENGINE OFF

IDLE FREE CAMPUS
TURN ENGINE OFF

oneday...
onedayvancouver.ca
4.2 Vehicular Signage

Pedestrian Priority Zone

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>to be completed</td>
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<td></td>
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</tbody>
</table>

Get Adobe Illustrator template

![Pedestrian Priority Zone Signage](image)
Gateway Signage
<table>
<thead>
<tr>
<th>Okanagan Campus Entry Sign</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Definition and Intent</strong></td>
<td><strong>Policy</strong></td>
</tr>
</tbody>
</table>

*to be completed*
Point Grey Campus
Entry Sign

4.3 Gateway Signage

Definition and Intent

Policy

Design Specification

to be completed

Get Adobe Illustrator template
Emergency Signage

For Terms of Use and Legal Authority: cameras.ubc.ca/1

604 822 2222

SAFETY AND SECURITY CAMERA IN USE

Brock Hall
East Mall at Memorial Road

15
### E1 Emergency Decal (For Knock-Down Bollards)

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
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</thead>
</table>

*to be completed*

![Emergency Decal Diagram]

- 152.4 mm
- 81.28 mm
### Exterior Signage

#### 4.4 Emergency Signage

<table>
<thead>
<tr>
<th>E2</th>
<th>No Entry Sign (Bollard Sticker)</th>
</tr>
</thead>
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<td></td>
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</tbody>
</table>

**Definition and Intent**

**Policy**

**Design Specification**

*to be completed*

---

![Diagram of No Entry Sign](image)

**EMERGENCY AND SERVICE VEHICLES ONLY**

Dimensions:
- 325mm
- 518.68mm
No Stopping Sign (Bollard Sticker)

**Definition and Intent**

**Policy**

**Design Specification**

*to be completed*

Get Adobe Illustrator template
### No Stopping to Left Sign  
**(Bollard Sticker)**

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>to be completed</strong></td>
</tr>
</tbody>
</table>

---

![Diagram of No Stopping to Left Sign](image-url)
No Stopping to Right Sign
(Bollard Sticker)

**Definition and Intent**

**Policy**

**Design Specification**

- to be completed

---

325mm

518.68mm
## E6 Emergency Blue Phone

### Camera Stations

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

To be completed

Get Adobe Illustrator template
### E6 Emergency Blue Phone

**Camera Stations**

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
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<tbody>
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<td><strong>to be completed</strong></td>
</tr>
</tbody>
</table>

*SAFETY AND SECURITY CAMERA IN USE*

For Terms of Use and Legal Authority: cameras.ubc.ca/#

### ### ####

- **Template:** Get Adobe Illustrator template
- **Dimensions:** 250mm x 375mm

---

**For Terms of Use and Legal Authority:**

cameras.ubc.ca/## # # # # # #
Exterior Signage

4.4 Emergency Signage

---

**Emergency Blue Phone**

**Camera Stations**

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>to be completed</td>
</tr>
</tbody>
</table>

---

To be completed

---

Earth Sciences Building
Main Mall & Stores Road
Parking Signage

Thunderbird Parkade
2140 Lower Mall
Open 24 Hours

Monday to Friday
7.00am–5.00pm
$1.75  Per 1/2 Hour
$14.00 Maximum

5.00pm–7.00am
$1.75  Per 1/2 Hour
$6.00 Maximum

Weekends & Holidays
$1.75 Per 1/2 Hour
$6.00 Flat Rate Daily

parking.ubc.ca

UBC Wayfinding Exterior Signage Standards and Guidelines
2017 VERSION 4.0
Exterior Signage

4.5 Parking Signage

Pavement Markings

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>to be completed</td>
<td></td>
</tr>
</tbody>
</table>

Design Specification

Colour
- Parking Orange
- White

Material
- Preformed, thermal plastic pavement marking (Hot Tape by Zumar, or equivalent)

Sitting and location
- Align base of square with ends of lines marking entry of parking stall
- Centreline of pictogram to be equidistant from sides of parking

![Diagram of pavement marking]
Reserved Accessible Parking

**Definition and Intent**
An applied surface sign to identify a designated accessible parking stall. It is used together with a post mounted sign.

**Policy**
Accessible parking spots shall be designated with a Reserved Accessible Parking sign used together with a Disabled Persons Parking Sign.

**Design Specification**
- **Colour**
  - Parking Orange
  - White
- **Material**
  - Preformed, thermal plastic pavement marking (Hot Tape by Zumar, or equivalent)
- **Sitting and location**
  - Align base of rectangle with ends of lines marking entry of parking stall
  - Centreline of pictogram to be equidistant from sides of parking stall

---

![Illustration of Reserved Accessible Parking Sign]

- 610mm
- 406.66mm
**Disabled Persons Parking Only Sign**

**Definition and Intent**
A metal panel mounted on a vertical post to designate an accessible parking stall. It is used together with a paint-on surface sign.

**Policy**
Assessable parking spots shall be designated with a Reserved Accessible Parking sign used together with a Disabled Persons Parking Sign.

**Design Specification**

**Colour**
- UBC Blue
- Parking Orange
- White

**Material**
- Vinyl graphics on 2mm (1/16") aluminium powder-coat finish sign
- 50mm (2") post, aluminium powder-coat finish, or steel post, mill finish

**Sitting and location**
- Top of sign 1500mm (59") above finished grade. Centre between parking stall line where possible

---

**Diagram:**
- 450mm
- 600mm

---

**Disability Parking Signage:**

**DISABLED PERSONS PARKING ONLY**
Approved Identification Required

Violators will be ticketed and/or towed at owner's expense

parking.ubc.ca
Parking Rate Sign

Definition and Intent

Policy

Design Specification

to be completed
**Illuminated Parking Sign**

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>to be completed</td>
</tr>
</tbody>
</table>
### Exterior Signage

#### 4.5 Parking Signage

**Parkade Sign**

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>to be completed</td>
</tr>
</tbody>
</table>

**Thunderbird Parkade**

Dependent upon length of name and space available

320mm
Reserved Sign - Loading Zone

**Definition and Intent**

**Policy**

**Design Specification**

**Approvals**

*to be completed*

---

**RESERVED 24 Hours**

**Loading Zone**

**15 Minutes Maximum**

Parking on campus is subject to the University Act and the University of British Columbia Traffic and Parking Rules.

parking.ubc.ca
Exterior Signage

4.5 Parking Signage

Other templates

P8 Reserve Sign - Pick Up/ Drop Off for Daycare Only

P9 Reserve Sign - Assigned Space Only

P10 Reserve Sign - Assigned Space Only Permit Holder Only

P11 Reserve Sign - Faculty/Staff Permit Holder Only

P12 Reserve Sign - Loading Zone Service Commercial Vehicles Only
### Car2Go Reserved Sign
(Left Arrow)

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>to be completed</td>
</tr>
</tbody>
</table>

Get Adobe Illustrator template

**Image:**

```
RESERVED 24 Hours
← car2go Only
www.car2go.com
```

Dimensions:
- Height: 75mm
- Width: 120mm
### evo Reserved Sign (Right Arrow)

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>to be completed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Dimensions:**
- Width: 112mm
- Height: 175mm

**Text:**
- "RESERVED 24 Hours"
- "evo Only →"
- "www.evo.coop"

**Notes:**
- Get Adobe Illustrator template

---

UBC Wayfinding Exterior Signage Standards and Guidelines

2017 VERSION 4.0
modo Reserved Sign

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>to be completed</td>
</tr>
</tbody>
</table>

modo Only

www.modo.ca

Get Adobe Illustrator template
## Exterior Signage

### 4.5 Parking Signage

#### Meter Sign

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>to be completed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Pay Here**

**Strangway Lot**

**Lot #5655**

**Parking Rates:**

- **$1.75** Each ½ hour (6:00 am - 6:00 pm)
- **$16.00** All Day maximum (6:00 am - 6:00 pm)
- **$1.50** Each 1 hour (6:00 pm - 6:00 am)
- **$6.00** Evening maximum (6:00 pm - 6:00 am)

**How to Pay for Parking at Meter?**

1. Select Rate / Time
2. Pay by card
3. Insert coins into coin slot
4. Display screen will show balance

**How to Pay for Parking by Phone?**

**PAY BY PHONE & GO!**
Call: 604.876.9933
For reservations or www.ubcparking.com

**Meter Out of Order?**
Call: 604.822.0835 and Quote Meter #55

**ATTENTION . . . PLEASE READ CAREFULLY**

**SIGNAGE ON FACES IS SUBJECT TO THE UNIVERSITY'S ACT AND THE UNIVERSITY'S BY-LAWS, COGNITIVE, TELLING, AND PARKING RULES.**

**This information is subject to change.**
## Motorcycle Sign

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>to be completed</td>
</tr>
</tbody>
</table>

**MOTORCYCLE PARKING**
Permit Required or Pay By Phone

Location 5688
Use mobile app paybyphone.com or Call 604.676.9933

Parking on campus is subject to the University Act and the University of British Columbia Traffic and Parking Rules

parking.ubc.ca
Bus Staging Sign

**Definition and Intent**

**Policy**

**Design Specification**

*to be completed*

---

**Bus Staging Area**

parking.ubc.ca
Exterior Signage
4.5 Parking Signage

Bus Pick Up/ Drop Off Sign

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>to be completed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Bus Pick-up / Drop-Off Only

parking.ubc.ca
Pedestrian Signage
Arrival Map in Parkades
Wall Mounted

definition and Intent  Policy  Design Specification

to be completed

Get Adobe Illustrator template
Alternative templates

**PD1-A**  Arrival Map Panel in Parkades with integrated beacon and attractions information (space permitting)

**PD1-B**  Arrival Map Panel in Parkades with integrated beacon and map only (space permitting)
**Campus Map Kiosk**

**Definition and Intent**
Map kiosks provide wayfinding maps and directories to people unfamiliar with the UBC campus. They are built structures that incorporate maps and other information. Located at key campus approaches and at arrival points, they are clearly identifiable to users through the distinctive UBC Beacon band, the UBC Way Finder icon and the university signature.

**Policy**

**Locations**
Map kiosks shall be erected on exterior arterial roads approaching UBC, at key arrival points, the Bus Loop, parkades and large parking lots. Specific locations shall be determined by C+CP. The kiosk shall prominently display the UBC Signature.

**Design Specification**

to be completed
4.2 Vehicular Signage

Alternative templates

**PD2-A**  Double-panel Kiosk  
Map and Attractions Information

**PD2-B**  Single-panel Kiosk  
Map only
Map Pylon

Definition and Intent

Policy

Design Specification

to be completed
Templates

Map Pylon Beacon
PD3_Pylon_beacon_v1 140512.pdf

Map Pylon Directional
PD3_Pylon_directional_v1 140512.pdf

Map Pylon Logo
PD3_Pylon_logo_v1 140512.pdf

Map Pylon Map and Index East Up
PD3_Pylon_map_east_up_v1 140512.pdf

Map Pylon Map and Index North Up
PD3_Pylon_map_north_up_v1 140512.pdf

Map Pylon Map and Index South Up
PD3_Pylon_map_south_up_v1 140512.pdf

Map Pylon Map and Index West Up
PD3_Pylon_map_west_up_v1 140512.pdf

Map Pylon Side Panel Top
PD3_Pylon_side_top_v1 140512.pdf

Map Pylon Side Panel Main
PD3_Pylon_side_main_v1 140512.pdf
Templates

Map Pylon Side Panel Bottom
PD3_Pylon_side_bottom_v1140512.pdf
Map Lectern

**Definition and Intent**

**Policy**

**Design Specification**

*to be completed*

Get Adobe Illustrator template

---

Get Adobe Illustrator template
Alternative templates

**PD4–A**  Map Lectern
North/South Facing Portrait

**PD4–B**  Map Lectern
East/West Facing Square

**PD4–C**  Map Lectern
East/West Facing Landscape

**PD4–D**  Map Lectern
Square
Post-Mounted Wayfinding/Directional – Single Destination Blades

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>to be completed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Exterior Signage
4.6 Pedestrian Signage
Templates

**Beacon Blade Left**
PD5_Blade_beacon_left_v1140512.indd

**Beacon Blade Right**
PD5_Blade_beacon_right_v1140512.indd

**Single Destination Blade 1 Left**
PD5_Blade_destination_left_1line_v1140512.indd

**Fraser River Parkade**
2 mins

**Brock Hall Welcome Centre**
1 min

**Single Destination Blade 1 Right**
PD5_Blade_destination_right_1line_v1140512.indd
### Exterior Signage

#### 4.6 Pedestrian Signage

**Post-Mounted Wayfinding/Directional – Multiple Destination Blades**

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
</table>

*to be completed*

![Diagram of Post-Mounted Wayfinding/Directional – Multiple Destination Blades]

- **Height:** 900mm
- **Width:** 160mm
- **Depth:** 225mm

---

UBC Wayfinding Exterior Signage Standards and Guidelines

2017 VERSION 4.0
Exterior Signage

4.6 Pedestrian Signage

Get Adobe Illustrator templates

Templates

Multiple Destination Blade Cardinal Left
PD6_Blade_cardinal_left_v1 140512.indd

Multiple Destination Blade Cardinal Right
PD6_Blade_cardinal_right_v1 140512.indd

Multiple Destination Blade 1 Left
PD6_Blade_destination_left_1line_v1 140512.indd

Multiple Destination Blade 2 Left
PD6_Blade_destination_left_2line_v1 140512.indd

Multiple Destination Blade 1 Right
PD6_Blade_destination_right_1line_v1 140512.indd

Multiple Destination Blade 2 Right
PD6_Blade_destination_right_2line_v1 140512.indd

Brock Hall Welcome Centre 1min

SUB (Student Union Building) 1min
North Parkade 2mins

Fraser River Parkade 2mins

SUB (Student Union Building) 1min
North Parkade 2mins
Boundary Trail Sign

**Definition and Intent**
Boundary Trail Signs are set in the ground or post-mounted signs erected on trails that cross onto UBC lands. Their purpose is to inform travelers that they have entered the campus.

**Policy**

**Sign Content**
Reversed UBC Logo and the word “BOUNDARY”.

**Locations**
At UBC borders primarily in South Campus, on all trails from Pacific Spirit Park and other areas. Also along Park/UBC border in North Campus.

**Design Specification**

**Colour**
- UBC Blue
- White reflective lettering and logo

**Material**
- 3mm thick Aluminium
- Mounted on 200x200mm treated wood
### Portable A-Frame/ Sandwich Board Signs

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
</table>
| to come               | **Sign Content**  
As per the required event/activity requirements.  
**Locations**  
As per the event/activity requirements. | **Colour**  
- UBC Blue  
- White lettering and logo block  
**Material**  
- Digitally output on Chloroplast  
- Mounted in metal sandwich board frame |

![Portable A-Frame/Sandwich Board Signs](image-url)
Iconography
Local Information Icon

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
</table>

No set width
No set height

Get Adobe Illustrator template
Definition and Intent | Policy | Design Specification
---|---|---
to be completed

![UBC Arrows Diagram](image)
Other arrows

J2  Left arrow  

J3  Top left arrow  

J4  Right arrow  

J5  Top right arrow  

J6  Down arrow
Building Signage

John Smith Building
Faculty of Arts
Access via left side of stairs
123 Main Street

Earth & Ocean Sciences
Main Building
6339 Stores Road

JOHN SMITH BUILDING

Jill Thomas
School of Music
Building Entrance Signs
Guiding Principles and Process

Building signage serves a vital wayfinding function by showing the visitor the name of building they are looking at, and what happens inside.

Guidance on selecting suitable signage for the type of entrance can be found here. This guidance should be reviewed before submitting request for approvals.

Sign Categories

Building signage has three categories:

**Building Identification signs**
Building identification signs name specific buildings and their tenants. As such they are mandatory as a crucial part of the wider campus wayfinding system, letting visitors know that they have arrived at their destination.

**Building Name signs**
The Building Name sign should complement the main Building Identification sign (B1, B2, B3) as a method of identifying the entrance to a building. These signs are optional.

**Building Tenant signs**
Building Tenant signs may be used to identify significant occupants of a building. This type of sign is optional, but when present tenant information should be consistent with the main Building Identification sign (B1, B2, B3) and physically work in conjunction with the Building Name sign (B1, B2, B3). These signs are optional.

Content Requirements

The primary purpose of a sign is to convey information to a viewer.

Wayfinding strategy places naming information within a strict hierarchy that make up six levels of information. Which of these elements is featured on each sign, and the visual prominence assigned to each will be dependent upon the location at which they are being used.

The table to the right helps to identify the type of information that could be featured on each category of sign.

<table>
<thead>
<tr>
<th>Content</th>
<th>Building Identification Sign</th>
<th>Building Name Sign*</th>
<th>Building Tenant Sign*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 University Logo</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Level 2 Address</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Level 3 Complex Name</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Level 4 Building Name</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td>Level 5 Building Section (Annex, Wing, Pavilion, etc.)</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td>Level 6 Building Tenant (Annex, Wing, Pavilion, etc.)</td>
<td>✓</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Other Accessibility Information (if accessible entry is not at primary entrance)</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

* Optional Signs
Identifying signage required at different entrances

Building entrances can be grouped into three main categories:

**Primary entrances**
Primary entrances are typically located at the front of the building and in a position close to main pedestrian throughways. Most visitors will access the building via this entrance.

**Secondary entrances**
Secondary entrances may be at the rear or side of a building and are accessed by a smaller proportion of visitors.

**Tertiary entrances**
Tertiary entrances may be used for loading, trade entry or services.

Each type of entrance will require a variation of different sign types, depending on how many people use the entrance, the viewing context and the space available.

---

<table>
<thead>
<tr>
<th>Sign code</th>
<th>Sign type</th>
<th>Primary entrance</th>
<th>Secondary entrance</th>
<th>Tertiary entrance</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>Building Identification Sign – Standard</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>B2</td>
<td>Building Identification Sign – Wall Mounted</td>
<td>✓ if B1 or B6 is not used</td>
<td>✓ if B6 is not used</td>
<td>-</td>
</tr>
<tr>
<td>B3</td>
<td>Building Identification Sign – Wall Mounted (Loading Zone)</td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>B4</td>
<td>Emergency Response Building Address Sign</td>
<td>To be installed at entrance with annunciator panel</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>B5</td>
<td>Building Name Sign - Dimensional Letters (Primary entrance)</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>B6</td>
<td>Building Name Sign - Dimensional Letters (Secondary entrance)</td>
<td>-</td>
<td>✓ if B2 is not used</td>
<td>-</td>
</tr>
<tr>
<td>B7 B8</td>
<td>Building Tenant Sign</td>
<td>✓</td>
<td>✓ if B2 is not used</td>
<td>-</td>
</tr>
</tbody>
</table>
Sign requirements at primary entrances

Primary entrances are typically located at the front of the building and in a position close to main pedestrian throughways. Most visitors will access the building via this entrance.

The signs that are required or may be used at this type of entrance include:

- **Building Identification sign – Standard**: The Building Identification sign, acts as a crucial link between the wider campus wayfinding system and the signage on the exterior of the building. It is important that the sign is positioned and oriented in a manner that links it with signage before and after it in the wayfinding journey.

- **Building Name Sign – Dimensional Letters (Primary entrance)**: The optional Building Name sign consists of dimensional lettering permanently attached or recessed into a structural element of a building (ie. entrance canopy, beam, wall) immediately above a primary entrance to feel like part of the architecture.

- **Building Tenant sign**: The optional Building Tenant sign consists of lettering attached to a non-structural element of a building (ie. window or wall) immediately adjacent to a primary or secondary entrance.
Sign requirements at secondary entrances

Secondary entrances may be at the rear or side of a building and are accessed by a smaller proportion of visitors.

The signs that are required or may be used at this type of entrance include:

- **Building Identification sign – Standard or Wall Mounted**
  The Building Identification sign, acts as a crucial link between the wider campus wayfinding system and the signage on the exterior of the building. It is important that the sign is positioned and oriented in a manner that links it with signage before and after it in the wayfinding journey.

- **Building Name Sign – Dimensional Letters (Secondary entrance)**
  The Building Name sign consists of dimensional lettering permanently attached or recessed into a structural element of a building (ie. entrance canopy, beam, wall) immediately adjacent to a secondary entrance so as to feel like part of the architecture.

- **Building Tenant sign**
  The Building Tenant sign consists of lettering attached to a non-structural element of a building (ie. window or wall) immediately adjacent to a primary or secondary entrance so that it does not feel like part of the architecture.

There are two different sign combinations that can be used at secondary entrances, dependent on the nature and prominence of the entrance.

**Option 1**

- B2: Building Identification sign - Wall Mounted

**Option 2**

- B6: Building Name Sign – Dimensional Letters (Secondary entrance)
- B7: Building Tenant sign
- B8: Building Tenant sign
Sign requirements at tertiary entrances

Tertiary entrances may be used for loading, trade entry or services.

The signs that may be used at this type of entrance include:

**Building Identification sign**
- Wall mounted

Depending on the intended use of the entry, additional information may be required on the sign to direct service and delivery vehicles.
Tenants may appear on a Building Identification sign only if the main facilities/administrative office of that entity is located within the building. A maximum of three tenant blades is permitted, except where there is an accessibility information blade, then the maximum number of tenant blades is two.

Some further criteria along with an order of hierarchy is listed in the table right.

**Note**
Any tenant name may be removed from a sign if a new entity that ranks higher on the scale moves into the facility. This is at the new entity's cost and requires approval.

No logos other than the UBC logo are permitted on these signs.

### Criteria for listing of tenants

<table>
<thead>
<tr>
<th>Who may be listed as a tenant (in order of priority)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 1</strong></td>
</tr>
<tr>
<td><strong>Level 2</strong></td>
</tr>
<tr>
<td><strong>Level 3</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Level 4</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Level 5</strong></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Who may be NOT listed as a tenant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Academic program offices</td>
</tr>
<tr>
<td>Academic programs</td>
</tr>
<tr>
<td>If the program offices and operations are not centralised within the facility</td>
</tr>
<tr>
<td>Section offices</td>
</tr>
<tr>
<td>Centres and institutes</td>
</tr>
<tr>
<td>If they do not have a public interface component</td>
</tr>
<tr>
<td>Classrooms and laboratories</td>
</tr>
<tr>
<td>Commercial / retail operations</td>
</tr>
<tr>
<td>Personal names of building occupants</td>
</tr>
</tbody>
</table>
**Building Identification Sign**

- **Standard**

**Definition and Intent**
The Building Identification sign acts as a crucial link between the wider campus wayfinding system and the signage on the exterior of the building. It is important that the sign is positioned and oriented in a manner that links it with signage before and after it in the wayfinding journey.

**Policy**

**Placement**
This is the preferred Building Identification sign for Primary Entrances.

The sign should be positioned and oriented:
- so that they can be easily read by visitors approaching along the main pedestrian or vehicular throughways;
- in a preferred placement zone of 2 to 6 metres from the entrance, close enough to an entrance to work in conjunction with the building name and Building Tenant signs;

- far enough away from an entrance so as not to simply replicate the information conveyed on building name and tenant signs;
- in a position that does not obstruct pedestrian throughways.
- located in a planting bed with low-lying shrubs out of pedestrian throughways where possible

No logos other than the UBC logo are permitted on these signs.

**Design Specification**

**Colour**
- UBC Blue
- White
- Stainless steel or brushed aluminium

**Material**
- Stainless steel / Aluminium

**Fixing method**
- Concealed fixings to suit surface application

**Lighting**
- Lighting must be complaint with the contrast levels and illumination intensity as specified in the Vancouver Campus Plan (VCP).

---

**John Smith Building**

**Faculty of Arts**

**Access via left side of stairs**

**123 Main Street**
Exterior Signage

4.8  Building Signage

Get Adobe Illustrator templates

Templates

Building Identification UBC Logo
B1_UBC Logo_v1140514.ai

Building Identification Name 1 Line
B1_Name 1 line_v1140514.ai

Building Identification Name 2 Line
B1_Name 2 line_v1140514.ai

Building Identification Tenant/Address
B1_Tenant_Address_v1140514.ai

Building Identification Beacon Blue
B1_Tenant_Atraction beacon blue_v1140514.ai

Building Identification Accessible Entrance
B1_Tenant_Accessible_v1140514.ai

Faculty of Arts

Holbard Music Chamber

Access via left side of stairs →
Building Identification Sign - Wall Mounted

**Definition and Intent**
Wall Mounted Building Identification Signs are required at high-traffic secondary entrances to major buildings, shipping/loading entrances of major buildings, or at main entrances of small or temporary buildings. Building Identification Signs name specific buildings. They shall reflect the official name of the building as approved by the Board of Governors.

**Policy**
Text shall be limited to the building name and street address. An accessibility symbol shall be added if the entrance is not the primary entrance for wheelchair accessibility. Tenants of buildings will generally not be shown unless the building is an established faculty or tenant building that is readily identified with the faculty or tenant (examples include: Kenny- Psychology, Buchanan -Arts, and Thea Koemer House -Graduate Student Centre). In some cases, the sign may display a building tenant whose service or function is important for first-time visitors, such as Student Services, Ceremonies, or Housing. C+CP will have the final authority on sign content.

In cases where a building tenant has been permitted to display its own logo on the building sign, the tenant’s logo must be on the main (blue).

**Design Specification**

- **Colour**
  - UBC Blue
  - White

- **Material**
  - Stainless steel / Aluminium

- **Fixing method**
  - Concealed fixings to suit surface application

- **Lighting**
  - Lighting must be complaint with the contrast levels and illumination intensity as specified in the Vancouver Campus Plan (VCP).

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**John Smith Building**

Access via left side of stairs →

123 Main Street
Building Identification Sign – Wall Mounted Loading Zone

Definition and Intent

Policy

definition and intent to be completed

Design Specification

Colour
- UBC Blue
- White

Material
- Stainless steel / Aluminium

Fixing method
- Concealed fixings to suit surface application

Lighting
- Lighting must be complaint with the contrast levels and illumination intensity as specified in the Vancouver Campus Plan (VCP).

Earth & Ocean Sciences Main Building

6339 Stores Road
**Emergency Response Building Address Sign**

**Definition and Intent**
Emergency Response Building Address signs show the official street address for the specific building, as provided by C+CP. They are intended to aid wayfinding for emergency response and delivery purposes.

**Policy**
All buildings must have an Emergency Response Building Address Sign. These signs must be located as close as possible to the entrance with the annunciator panel to help direct emergency responders. Signs must be highly visible during low light conditions and must be installed 3,050mm (10') to 4,575mm (15') above ground.

**Design Specification**

*Colour*
- Black
- White

*Typography:*
- Whitney Semibold, tracking:
  - numbers: 50,
  - short names (1 line): 15,
  - long names (2 lines): 25

*Material*
- Vinyl lettering
- Prefinished black aluminium

*Mounting*
- Minimum of 3,050mm (10') above adjacent ground

---

The height of the numbers on the first panel should be 152mm (6’), centred in the sign.

If the street name fits on one line, the letter height should range from 50mm to 75mm, with minimum 50mm between the text the edge of the sign.

For longer street names that have to go on two lines, the lettering height should range from 45 mm to 62 mm, with 24 mm between lines, and minimum 50mm from the left edge.

The lines should be left justified (right ragged). IDEALLY WE HAVE A TEMPLATE FOR A TWO LINE STREET NAME.
**Building Name Sign – Dimensional Letters (Primary Entrance)**

**Definition and Intent**
The Building Name sign consists of dimensional lettering permanently attached or recessed into a structural element of a building (e.g., entrance canopy, beam, wall) immediately above a primary entrance so as to feel like part of the architecture.

No logos are permitted on these signs.

**Policy**

**Placement**
- The sign should be permanently attached or recessed into a structural element of a building (e.g., entrance canopy, beam, wall) immediately above the entrance so as to feel like part of the architecture.
- The extent of the sign should preferably fit within a zone of 1.5 metres above the entrance, though anything within 2.5 metres is acceptable.
- If there is insufficient space to fit the full name in the zone indicated, consider using a B6 sign instead.

**Design Specification**

**Colour**
- Stainless steel or brushed aluminium

**Typography**
- Whitney Bold, tracking: 50

**Material**
- Stainless steel / Aluminium, Perspex

**Fixing method**
- Concealed fixings to suit surface application (such as stud mounting with spacer).

**Lighting**
- Halo or front lighting dependent upon design option chosen. Sign lighting should work in conjunction with the lighting for the buildings.
- No visible power boxes on exterior.
- Lighting levels to be set to not create glare.
- Lighting must be compliant with the contrast levels and illumination intensity as specified in the Vancouver Campus Plan (VCP).

*200mm is a recommended type height although it may be felt that lettering should be larger or smaller depending on factors such as height above street level, length of name, size of building and context (i.e. road v pedestrian). All variations from the recommended size need to be approved by C+CP.

If lettering is to vary from the 200mm recommended type height, lettering should be set at a 50mm increment between a minimum of 150mm and a maximum of 300mm.

When the building facade is facing a 50km/h road, lettering can be set at a larger size than other areas of the campus, with a recommended height of 250mm.
### Building Name Sign – Dimensional Letters (Secondary Entrance)

**Definition and Intent**
The Building Name sign consists of dimensional lettering permanently attached or recessed into a structural element of a building (e.g. wall) immediately adjacent to a primary or secondary entrance so as to feel like part of the architecture.

No logos are permitted on these signs.

**Policy**

**Placement**
- The sign should be permanently attached or recessed into a structural element of a building (e.g. wall) adjacent to the building entrance.
- The extent of the sign should be located between 900mm and 2,500mm above ground level. It should preferably fit within a zone of 1.5 metres to the left or right of the entrance, though anything within 2.5 metres is acceptable.
- If there is insufficient space to fit the full name in the zone indicated, consider using a B7 sign instead.

**Design Specification**

**Colour**
- Stainless steel or brushed aluminium

**Typography**
- Whitney Bold, tracking: 50

**Material**
- Stainless steel / Aluminium, Perspex

**Fixing method**
- Concealed fixings to suit surface application (such as stud mounting with spacer).

**Lighting**
- Halo or front lighting dependent upon design option chosen. Sign lighting should work in conjunction with the lighting for the buildings.
- No visible power boxes on exterior.
- Lighting levels to be set to not create glare.
- Lighting must be compliant with the contrast levels and illumination intensity as specified in the Vancouver Campus Plan (VCP).

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**JOHN SMITH BUILDING**

80mm*

*80mm is a recommended type height although it may be felt that lettering should be larger or smaller depending on factors such as height above street level, length of name, size of building and context (i.e. road v pedestrian).

If lettering is to vary from the 80mm recommended type height, lettering should be set at a 5mm increment between a minimum of 70mm and a maximum of 90mm.
Building Tenant Sign – Wall Mounted (Dimensional letters)

Definition and Intent
The Building Tenant sign consists of lettering attached to a non-structural element of a building (ie. wall) immediately adjacent to a primary or secondary entrance so that it does not feel like part of the architecture.

This type of sign is optional, but when present should be smaller, lower and less prominent than the Building Name sign.
No logos are permitted on these signs.

Policy
Placement
- The sign should be attached to a non-structural element (ie. wall) immediately adjacent to an entrance so that it does not feel like part of the architecture.
- The extent of the sign should be located between 900mm and 2,500mm above ground level. It should preferably fit within a zone of 1.5 metres to the left or right of the entrance, though anything within 2.5 metres is acceptable.
- If there is insufficient space to fit the full name in the zone indicated, consider using a B8 sign instead.

Design Specification
Colour
- UBC Blue
- White
- Stainless steel or brushed aluminium

Typography
- Whitney Bold, tracking: 10

Material
- Stainless steel / Aluminium, Perspex

Fixing method
- Concealed fixings to suit surface application (such as stud mounting with spacer).

Lighting
- Halo or front lighting dependent upon design option chosen. Sign lighting should work in conjunction with the lighting for the buildings.
- No visible power boxes on exterior. Lighting levels to be set to not create glare.
- Lighting must be compliant with the contrast levels and illumination intensity as specified in the Vancouver Campus Plan (VCP).

<table>
<thead>
<tr>
<th>Jill Thomas School of Music</th>
</tr>
</thead>
</table>

60mm*

*60mm is a recommended type height although it may be felt that lettering could be larger or smaller depending on factors such as height above street level, length of name, size of building and context (ie. road v pedestrian).

If lettering is to vary from the 60mm recommended type height, lettering should be set at a 5mm increment between a minimum of 40mm and a maximum of 80mm.
### Building Tenant Sign – On Glass Doors or Sidelights

**Definition and Intent**
The Building Tenant sign consists of lettering attached on to glass doors at or immediately adjacent to a primary or secondary entrance.

This type of sign is optional, but when present should be smaller, lower and less prominent than the Building Name sign.

No logos are permitted on these signs.

**Policy**

**Placement**
- The sign should attached glass either at or immediately adjacent to an entrance.
- The extent of the sign should be located between 900mm and 2,500mm above ground level. It should be placed on the glass of the entrance door, within a zone of 1.5 metres to the left or right of the entrance (though anything within 2.5 metres is acceptable).
- If there is insufficient space to fit the full name in the zone indicated then consider reducing the tenant name to a shorter vernacular form.

**Design Specification**

**Colour**
- White

**Typography**
- Whitney Semibold, tracking: 10

**Material**
- Vinyl

**Lighting**
- Lighting must be compliant with the contrast levels and illumination intensity as specified in the Vancouver Campus Plan (VCP).

---

**Jill Thomas**

**School of Music**

Half of cap height

Dependent upon length of name and space available

60mm*

*60mm is a recommended type height although it may be felt that lettering should be larger or smaller depending on factors such as length of name and context (ie. road v pedestrian).

If lettering is to vary from the 60mm recommended type height, lettering should be set at a 5mm increment between a minimum of 40mm and a maximum of 80mm.
Commercial Tenant Signage

4.8 Building Signage

Definition and Intent

Policy

Design Specification

to be completed

KOERNERS-PUB

304.8 mm cap height

2,921 mm
Athletics Buildings and Cultural Attractions

The sign is read as an integral part of the environmental graphics of a building, requiring consideration of style, detailing materials and overall architectural composition. When a custom sign is pursued, it must be developed in collaboration with and to the satisfaction of Campus and Community Planning, with the University Architect being the key representative.

Due to the requirement for cultural attractions and athletic events to reach out to a broader community, these guidelines provide some flexibility in signage standards, as follows:

### Athletics buildings

#### Building Identification Sign
Athletics buildings are required to have a building identification sign. However unlike academic buildings, this sign may include one logo (e.g. the UBC Thunderbirds).

#### Building Name Sign
External building name signs for Athletics Buildings may be larger and more heroic than signage on Academic Buildings. However as with Academic Buildings, the signage should be in keeping with building architecture.

### Cultural attractions

#### Building Identification Sign
As long as the wayfinding journey is not impeded by its absence, Cultural Attractions may choose not to use a building identification sign.

#### Building Name Sign
External building name signs for Cultural Attractions should represent a combined expression of the attraction and the UBC brand as well as being in keeping with building architecture.
Outdoor Digital Signage

Digital Signage provides a powerful and highly visible opportunity to communicate messages across the university and engage with our audiences. Under the direction of UBC IT and Communications & Marketing, the digital signage network provides the visual and technical architecture required to share diverse messaging consistently and efficiently across the university from a central source. This integrated system provides the functional capacity to deliver campus updates and emergency information.

Outdoor digital signage brings with it unique challenges with regards to site infrastructure, weather durability and maintenance. Digital signage for cultural attractions will be implemented on a case-by-case basis in partnership with UBC IT and Communications & Marketing.

Contact: info.digitalsignage@ubc.ca
www.digitalsignage.ubc.ca

Outdoor Digital Signage
Accessibility Signage
Access Sign (Symbol Only)

### Definition and Intent

- to be completed

### Policy

### Design Specification

**Colour**
- UBC Blue
- White

**Material**
- Vinyl graphics on 2mm aluminium, powder coat finish

**Sitting and location**
- Locate on buildings walls or post along accessible routes, typically centreline 1,350mm (4' 5") above finished grade
- Sign mounted projecting from wall suspended from ceiling: Bottom of sign to minimum 2,130mm (7' 0") from finished grade
**Access Directional Sign**  
**(Symbol & Arrow)**

**Definition and Intent**  
To direct the user to accessible routes and destinations. Required especially at junctions of different routes and at inaccessible barriers.

**Policy**  
A3, A4 and A5 signs are primary route markers that are required to indicate accessible routes and destinations around campus.

**Design Specification**  
**Colour**  
- UBC Blue  
- White  
**Material**  
- Vinyl graphics on 2mm aluminium, powder coat finish  
**Sitting and location**  
- Locate on buildings walls or post along accessible routes, typically centreline 1,350mm (4’ 5") above finished grade  
- Sign mounted projecting from wall suspended from ceiling; Bottom of sign to minimum 2,130mm (7' 0") from finished grade

![Access Directional Sign](image-url)
**Accessible Path Sign**

**A3**

**Definition and Intent**
A decal applied to an existing surface to identify an accessible route.

**Policy**
A6 and A7 are supplementary markers used, where required, in conjunction with primary access route markers (A3, A4, & A5).

**Design Specification**

- **Colour**
  - UBC Blue
  - Reflective White

- **Material**
  - Adhesive vinyl decal

- **Sitting and location**
  - Typically located on bollards and lamp posts along an accessible path, particularly where the accessible path is not overtly evident
  - Bottom of decal 900mm above finished grade where possible
Automatic Door Decal

**Definition and Intent**
To identify an automatic door at an entrance.

**Policy**
An Automatic Door decal shall be provided at all automatic door locations.

**Design Specification**

**Colour**
- UBC Blue
- White

**Material**
- Adhesive vinyl decal

**Sitting and location**
- Located on both sides of an automatic door, adjacent to the door opener
- Centrelines of decals shall be mounted 1350mm (4' 5") from finished floor

Get Adobe Illustrator template
Commemorative Signage
Heritage Building Plaque

Definition and Intent
The Heritage Plaque is a commemoration plaque mounted on the building face of UBC’s heritage buildings and structures or on a landscape feature.

Policy
Campus buildings, structures and landscapes may be identified as having heritage significance by Campus + Community Planning and recognised by a plaque.

Content
The top panel relief shall carry the words: “THE UNIVERSITY OF BRITISH COLUMBIA HERITAGE BUILDING” and the formal University Coat of Arms. The lower panel carries text on the name of the building and a historical description.

Design Specification

UBC to supply
Historic Sidewalk Marker

**Definition and Intent**
The Historic Sidewalk Marker is a plaque mounted in the sidewalk or pavement to commemorate a building, event or person.

**Policy**
Historic Sidewalk markers shall be developed in consultation with UBC’s Campus + Community Planning.

**Content**
The panel relief shall carry the words: “THE UNIVERSITY OF BRITISH COLUMBIA” and the formal University Coat of Arms, a date, short text, optional duotone photograph and the words “HISTORICAL MARKER”.

**UBC to supply**

**Design Specification**

*to be completed*
Graduating Class Tree Plaque

**Definition and Intent**
The Graduating Class Tree Plaque is a plaque mounted in the sidewalk or beside in the grass to commemorate a tree planted by a graduating class.

**Policy**
Graduating Class Tree Plaques shall be developed in consultation with UBC’s Campus + Community Planning and Ceremonies and Events.

**Content**
The plaque relief shall carry the formal University Coat of Arms, and the words “GRAD CLASS [YEAR]”.

**Design Specification**

**Colour**
- Brass with infill brown paint and polished raised surfaces

**Material**
- Bronze, sand cast

**Sitting and location**
- Located on small concrete plinths or inset into sidewalk stones

**Get Adobe Illustrator template**
Bench Plaque

**Definition and Intent**
The Commemorative Bench Plaque is a plaque mounted on benches across campus to commemorate a person of note.

**Policy**
Commemorative Bench Plaques shall be installed in consultation with UBC’s Campus + Community Planning and Ceremonies and Events.

**Content**
The plaque relief shall carry the person’s names, faculty and graduating year (when applicable), date of birth and death, and the University Logo.

**Design Specification**

**Colour**
- Etched brass with infill brown paint

**Material**
- Brass, polished and etched

**Sitting and location**
- Located on the upper back panels of wooden benches

---

**JOHN M. SMITH (BA 1970)**

January 8, 1955 – April 15, 2015

Single line of text goes here (Optional). Maximum number of characters is 80.
**Dedication Plaque**

**Definition and Intent**

- **Policy**

  Please consult with UBC Communications and Marketing regarding the design of dedication plaques.

**Design Specification**

- **to be completed**

---

This plaza is named in honour of **MARTHA C. PIPER, O.C., O.B.C., LL.D.’07, Ph.D.**

President 1997-2006

**MARTHA PIPER**, UBC’s 11th president, was a visionary leader who saw the value of a university to its community and led the founding of a second campus in the Okanagan and sites at Robson Square and Great Northern Way.

Her tenure at UBC was marked by highly effective national advocacy for support of university research and increasing UBC’s excellence in research.

**THE UNIVERSITY OF BRITISH COLUMBIA**
**Public Art Collection Plaque**

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>to be completed</td>
</tr>
</tbody>
</table>

**Design Specification**

Please consult with UBC Communications and Marketing regarding the design of dedication plaques.

**UBC to supply**
Commemorative Tree Plaque

Definition and Intent
The Commemorative Tree Plaque is a plaque mounted in the sidewalk or beside in the grass to commemorate a tree planted in honour of a UBC alumnus.

Policy
Commemorative Class Tree Plaques shall be developed in consultation with UBC’s Campus + Community Planning and Ceremonies and Events.

Content
The plaque relief shall carry the UBC logo, and the name of the honouree typeset in Whitney.

Design Specification

<table>
<thead>
<tr>
<th>Colour</th>
<th>Brass with infill brown paint and polished raised surfaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Material</td>
<td>Bronze, sand cast</td>
</tr>
</tbody>
</table>

Sitting and location
Located on small concrete plinths or inset into sidewalk stones

In memory of

**EUAN TAYLOR, PhD, LLB**

1963–2015
UBC Brand Campus Banners

INDIAN RESIDENTIAL SCHOOL HISTORY AND DIALOGUE CENTRE

The Centre will provide electronic access to the records of the Truth and Reconciliation Commission of Canada documenting the history of the Indian residential school system that operated in Canada for more than 100 years, and it will provide public information and support for curriculum development and related histories. It will advance research and dialogue on a range of related matters including Indigenous and Canadian history, public history, the use of complex historical records, and the development of more functional frameworks for collaboration between Indigenous communities, universities, and other relevant groups and organizations.
**Standard UBC Brand Banner**

**Definition and Intent**
On frequent display across campuses, the Standard UBC Banners show the UBC logo and tagline “a place of mind” on a UBC Blue field.

**Policy**
Contact UBC Communications and Marketing for requests to display banners on UBC campuses and contact UBC Building Operations for installation and removal.

**Design Specification**

**Process**
- Digitally printed (CMYK)

**Colour**
- UBC Blue
- White

**Material**
- Block-out vinyl mesh to permit wind flow
- Sleeves top and bottom

**Size**
- Available in a number of sizes to accommodate variations in existing hardware

**Installation**
- Industrial grade zap straps

[Get Adobe Illustrator templates](#)
Exterior Signage
4.11 UBC Brand Campus Banners

Alternative templates

**D1-A**  Standard UBC Brand Banner – 20x50”

**D1-B**  Standard UBC Brand Banner – 24x60”

**D1-C**  Standard UBC Brand Banner – 32x60”

**D1-D**  Standard UBC Brand Banner – 32x80”
**Definition and Intent**
The seasonal installation of the UBC Graduation Banners marks a welcome to campus visitors and a celebration of UBC’s graduating classes.

The banners depict an image of open skies, the university’s coat-of-arms and motto “Tuum Est” – “It is yours.”

**Policy**
The UBC Ceremonies Office is responsible for all UBC Graduation Banners.

**Design Specification**

**Process**
- Digitally printed (CMYK)

**Colour**
- UBC Blue
- Full colour UBC coat-of-arms and cloud imagery

**Material**
- Block-out vinyl mesh to permit wind flow
- Sleeves top and bottom

**Size**
- Available in a number of sizes to accommodate variations in existing hardware

**Installation**
- Industrial grade zap strips
Alternative templates

**D2–A**  
UBC Graduation Banner Exterior 32x60”

**D2–B**  
UBC Graduation Banner Exterior 35x61.81”

**D2–C**  
UBC Graduation Banner Exterior 32x80”

**D2–D**  
UBC Graduation Banner Exterior 24x60”
### UBC Graduation Banners - Interior

**Definition and Intent**
The seasonal installation of the UBC Graduation Banners marks a welcome to campus visitors and a celebration of UBC's graduating classes.

The banners depict an image of open skies, the university's coat-of-arms and motto “Tuum Est” – “It is yours.”

**Policy**
The UBC Ceremonies Office is responsible for all UBC Graduation Banners.

**Design Specification**

**Process**
- Digitally printed (CMYK)

**Colour**
- UBC Blue
- White
- Full colour UBC coat-of-arms and cloud imagery

**Material**
- 600 denier polyester
- Sleeves and dowels top and bottom
- Fire-retardant treatment

**Installation**
- Configuration of large central banner flanked by smaller panel pairs on left and right.

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Get Adobe Illustrator templates

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![Image of UBC Graduation Banner](image-url)
UBC Wayfinding Exterior Signage Standards and Guidelines

4.11 UBC Brand Campus Banners

Alternative templates

D3-A UBC Graduation Banner Interior Centre – 202x351"

D3-B UBC Graduation Banner Interior Outside Left – 1104x247"

D3-C UBC Graduation Banner Interior Inside Left – 104x247"

D3-D UBC Graduation Banner Interior Inside Right – 104x247"
**Major Capital Project**

**Communication Sign – Wood 12x12’**

**Definition and Intent**

Major capital projects on UBC campuses are profiled on standardized project signs. The project image, name and description communicate what’s to come on the site and proudly list project partners and consultants.

**Policy**

*to be completed*

**Design Specification**

**Process**
- Digitally printed (CMYK)

**Colour**
- Full colour
- UBC Blue
- White

**Material**
- Vinyl applied to wood or sintra substrate

**Size**
- Vehicular scale
- 12’ x 12’

**Fabrication**
- UBC Campus Grey Point applied to sign back and framework

**Installation**
- Installation structure is site specific

---

**INDIAN RESIDENTIAL SCHOOL HISTORY AND DIALOGUE CENTRE**

The Centre will provide electronic access to the records of the Truth and Reconciliation Commission of Canada documenting the history of the Indian residential school system that operated in Canada for more than 100 years, and will provide public information and support for curricula on this and related histories. It will advance research and dialogue on a range of related matters including Indigenous and Canadian history, public history, the use of complex historical records, and the development of more functional frameworks for collaborative work between Indigenous communities, universities, and many other groups and institutions.

---

**Project Details**

- 5,600 square feet
- Total project budget $2.3 million
- Completion date Summer 2017

**Project Team**

- **Architect**
  - Formline Architect + Urbanism
- **Structural**
  - Bush Bohlman & Partners
- **Mechanical**
  - Smith + Andersen
- **Electrical**
  - Applied Engineering Solutions
- **Code**
  - LMDG Building Code Consultants
- **Landscape**
  - PFS Studio
- **Construction Managers**
  - Bird Construction Group

**Project Manager**

- UBC Properties Trust
  - 200–3313 Shrum Lane
  - Vancouver, BC V6S 0C8
  - Contact 604 731 3103

**Owner’s Representatives**

- UBC Infrastructure Development
  - 2210 West Mall
  - Vancouver, BC V6T 1Z4
  - Contact 604 822 4311
Major Capital Project Communication Sign – Wood 8x8’

**Definition and Intent**

Major capital projects on UBC’s campuses are profiled on standardized project signs. The project image, name and description communicate what’s to come on the site and proudly list project partners and consultants.

**Design Specification**

**Process**

- Digitally printed (CMYK)

**Colour**

- Full colour
- UBC Blue
- White

**Material**

- Vinyl applied to wood or sintra substrate

**Size**

- Pedestrian scale
- 8’ x 8’

**Fabrication**

- UBC Campus Grey Point applied to sign back and framework

**Installation**

- Installation structure is site specific

---

**STUDENT RESIDENCE AND BUS EXCHANGE AT GAGE SOUTH**

The University Boulevard area is currently undergoing an exciting transformation. Over the next five years this key gateway to campus will combine academic and recreational facilities, shops, services, transit, housing and outdoor spaces.

This student residence will be developed with upper year students in mind. There will be 651 self-contained nano, studio, 1, 2 and 4 bedroom suites. The residence will include 4 towers, ranging in height from 5 to 12 stories, and will be constructed on a 2 story (equivalent) podium over top of the bus exchange layover facility.
Construction Banner Plain
– Mesh 20x5’

Definition and Intent
The construction hoarding kit-of-parts allows simple and consistent application of the UBC Brand using the University’s logo and institutional colours.

Reusable construction banners on UBC’s development sites demonstrate both campus pride and sustainable practices.

The graphic content of construction banners may be customized to reflect unique project needs. Where marketing of a project under construction is a function of the construction banner coordination with UBC Properties Trust is suggested to ensure appropriate and effective messaging.

Policy
Reusable perforated vinyl mesh banners have metal grommets and can be stored, transported and moved to new construction locations on campus as needed. Option to use carrier rails.

Design Specification
Process
– Digitally printed (CMYK)

Colour
– UBC Blue

Material
– Vinyl mesh to permit windflow
– Multiple metal grommets

Installation
– Affix with metal or industrial grade zap straps to deter removal

Get Adobe Illustrator template
Construction Banner
Patterned 1– Mesh 20x5'

**Definition and Intent**
The construction hoarding kit-of-parts allows simple and consistent application of the UBC Brand using the University's logo, the Musqueam logo and a pattern of colours specific to each group’s brand platforms.

Reusable construction banners on UBC's development sites demonstrate both campus pride and sustainable practices.

The graphic content of construction banners may be customized to reflect unique project needs. Where marketing of a project under construction is a function of the construction banner coordination with UBC Properties Trust is suggested to ensure appropriate and effective messaging.

**Policy**
Reusable perforated vinyl mesh banners have metal grommets and can be stored, transported and moved to new construction locations on campus as needed. Option to use carrier rails.

**Design Specification**

**Process**
- Digitally printed (CMYK)

**Colour**
- UBC Blue
- UBC others

**Material**
- Vinyl mesh to permit windflow
- Multiple metal grommets

**Installation**
- Affix with metal or industrial grade zap straps to deter removal

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[Diagram of construction banner design]
**Construction Banner**  
**Patterned 2– Mesh 20x5’**

**Definition and Intent**  
The construction hoarding kit-of-parts allows simple and consistent application of the UBC Brand using the University’s logo, the Musqueam logo and a pattern of colours specific to each group’s brand platforms.

Reusable construction banners on UBC’s development sites demonstrate both campus pride and sustainable practices.

The graphic content of construction banners may be customized to reflect unique project needs. Where marketing of a project under construction is a function of the construction banner coordination with UBC Properties Trust is suggested to ensure appropriate and effective messaging.

**Design Specification**

**Process**
- Digitally printed (CMYK)

**Colour**
- UBC Blue
- White

**Material**
- Vinyl mesh to permit windflow
- Multiple metal grommets

**Installation**
- Affix with metal or industrial grade zap straps to deter removal

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6096mm

1524mm
**Definition and Intent**
The construction hoarding kit-of-parts allows simple and consistent application of the UBC Brand using the University’s logo, the Musqueam logo and a pattern of colours specific to each group’s brand platforms.

Reusable construction banners on UBC’s development sites demonstrate both campus pride and sustainable practices.

The graphic content of construction banners may be customized to reflect unique project needs. Where marketing of a project under construction is a function of the construction banner coordination with UBC Properties Trust is suggested to ensure appropriate and effective messaging.

**Design Specification**
- Digitally printed (CMYK)
- Perforated vinyl mesh to permit wind flow
- Grommets
- Affix with metal or industrial zap straps to deter removal
- Installation on wire fencing surrounding active construction sites

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Exterior Signage
4.11  UBC Brand Campus Banners

**Construction Banner**
Patterned 3– Mesh 20x5'

**Get Adobe Illustrator template**
### Construction Banner
Patterned 4- Mesh 20x5'

**Definition and Intent**
The construction hoarding kit-of-parts allows simple and consistent application of the UBC Brand using the University’s logo, the Musqueam logo and a pattern of colours specific to each group’s brand platforms.

Reusable construction banners on UBC’s development sites demonstrate both campus pride and sustainable practices.

The graphic content of construction banners may be customized to reflect unique project needs. Where marketing of a project under construction is a function of the construction banner coordination with UBC Properties Trust is suggested to ensure appropriate and effective messaging.

**Design Specification**

**Process**
- Digitally printed (CMYK)

**Colour**
- UBC Blue
- White

**Material**
- Vinyl mesh to permit windflow
- Multiple metal grommets

**Installation**
- Affix with metal or industrial grade zap straps to deter removal
### Construction Banner

**UBC Logo – Mesh 10x5’**

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
</table>
| The construction hoarding kit-of-parts allows simple and consistent application of the UBC Brand using the University’s logo and institutional colours. Reusable construction banners on UBC’s development sites demonstrate both campus pride and sustainable practices. | Reusable perforated vinyl mesh banners have grommets and can be stored, transported and moved to new construction locations on campus as needed. | **Process**
- Digitally printed (CMYK)
**Colour**
- UBC Blue
- White
**Material**
- Vinyl mesh to permit windflow
- Multiple metal grommets
**Installation**
- Affix with metal or industrial grade zap straps to deter removal |

![Construction Banner](image-url)
Construction Banner
UBC Logo – Mesh 4x5'

Definition and Intent
The construction hoarding kit-of-parts allows simple and consistent application of the UBC Brand using the University’s logo and institutional colours.

Reusable construction banners on UBC’s development sites demonstrate both campus pride and sustainable practices.

Policy
Reusable perforated vinyl mesh banners have metal grommets and can be stored, transported and moved to new construction locations on campus as needed.

Design Specification
Process
- Digitally printed (CMYK)

Colour
- UBC Blue
- White

Material
- Vinyl mesh to permit windflow
- Multiple metal grommets

Installation
- Affix with metal or industrial grade zap straps to deter removal
Construction Banner
UBC Logo – Wood 4x5’

Definition and Intent
The construction hoarding kit-of-parts allows simple and consistent application of the UBC Brand using the University’s logo and institutional colours.

Reusable construction banners on UBC’s development sites demonstrate both campus pride and sustainable practices.

Policy
Reusable wood or sintra panels can be stored, transported and moved to new construction locations on campus as needed.

Design Specification
Process
- Digitally printed (CMYK)

Colour
- UBC Blue
- White

Material
- Vinyl applied to wood or sintra substrate

Installation
- Installation on wire fencing surrounding construction sites
- Affix securely to construction fence to deter removal

Get Adobe Illustrator template
Other Signage
Smoking is Prohibited Sign

Definition and Intent
The installation of this sign is to help identify, locate and enforce an area and prescribed distance where smoking is prohibited as per UBC BOG Policy 15, (revised Nov. 28/07).

Policy
As per UBC BOG Policy 15 (revised Nov. 28/07), such signage is to be installed at designated no smoking areas such as doorways, windows, air intakes, and other UBC occupied spaces, so as to reduce the exposure of others to second hand and side stream smoke.

Design Specification

Material
- 3mm (1/8”) Dibond sign panel
- Self adhesive digital graphics using Roland colour system finished with matte laminate

Mounting
- Self adhesive vinyl on screw mounted sign panel

Siting and Location
- At doorways, windows, air intakes and other pertinent areas
- 1350mm (4’-5”) on centre above finished grade where possible
- Preferably horizontally within a door sidelight or alternatively on the door

- If the sign cannot be placed at 1350mm (4’-5”) on centre above grade it can be lowered to below the door handle

No set width

No set height
**Designated Smoking Area Sign**

**Definition and Intent**
The installation of this sign is to help identify, locate and enforce bounds and limits of designated smoking areas as per UBC BOG Policy 15 (revised Nov. 28/07).

**Policy**
As per UBC BOG Policy 15 (revised Nov. 28/07), such signage is to be installed at designated smoking areas, whether or not a shelter is part of the location.

**Design Specification**
- .080” aluminium blank, naked enamel polyester finished with radius corners.
- Self adhesive digital graphics using Roland colour system finished with matte laminate

**Mounting**
- Screw mount

**Siting and Location**
- At designated locations
- On post or shelter 7’ 0” on centre above grade, where possible

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No set width

No set height
### No (Automobile) Idling Area

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
</table>
| The installation of this sign is to help ... | To come. | - .080” aluminium blank, naked enamel polyester finished with radius corners.  
- Self adhesive digital graphics using Roland colour system finished with matte laminate |

**Mounting**
- Screw mount

**Siting and Location**
- At designated locations
- On post or shelter 7’ 0” on centre above grade, where possible

![Diagram of No (Automobile) Idling Area sign]
5.0 Additional Signage Policies
Additional Signage Policies

5.1 Portable Signage

Portable Signage
Portable signs are those signs that are self-supporting, easily moved, and not permanently attached to the ground, a building, or a vehicle and are used for long durations i.e. not temporary. For these guidelines portable signs include sandwich board signs that consist of two rigid surfaces attached together at one edge; and pedestal signs that consist of two rigid surfaces with a single support.

These guidelines do not apply to temporary signage associated with an event for wayfinding or advertising purposes. At the Vancouver campus temporary signage is managed through the Outdoor Booking Process in the Community Development group of Campus + Community Planning. Requests for temporary signage at the Okanagan campus are managed by Campus Planning and Development.

Each business and premises on institutional lands are permitted one (1*) portable sign per street frontage provided that each sign:

(a) is only displayed during the operating hours of the business or premises to which it refers;

(b) is located in front of the business’/premises’ primary entrance on each street frontage;

(c) is in the case of mobile businesses (ex. food trucks) located within 2 meters of the business location, but does not obstruct pedestrian, wheelchair or vehicular movement;

(d) is not located within the circulation space of a parking lot or loading area;

(e) is not on the surface of a pedestrian or bike path and does not cause a nuisance or obstruct pedestrian, wheelchair or vehicular movement;

(f) does not have any sign face greater than 0.75 m2;

(g) does not have a sign area greater than 1.5 m2;

(h) is not placed within 3 metres of an intersection;

(i) if anchored, is anchored in any way that is visually discrete and does not pose a tripping hazard;

(j) consists of permanently fixed lettering and does not contain any removable or changeable type;

(k) does not contain any electrical components;

(l) is not illuminated;
(m) includes contact information and identification (name, phone, email) of sign owner (can be located on back of sign);

(n) where a building contains multiple businesses or premises, multiple portable signs shall be placed adjacent to one another.

**Enforcement**
The Compliance Group of Campus Planning and Development Services in Campus and Community Planning at UBC Vancouver and has the authority to remove signs that do not conform to these guidelines.

Signs not conforming to these guidelines at the UBC Okanagan campus will be contacted by Campus Planning and Development to remove the signs.

**Contact Information**
If you have any questions regarding portable signs on campus please contact:

**Vancouver Campus + Community Planning:**
Development Services: info.planning@ubc.ca
Sustainability and Engineering: campus.sustainability@ubc.ca

**Okanagan Campus:**
Campus Planning + Development: campusplanning@ubc.ca