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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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Introduction and Purpose
Introduction
1.1 Related UBC Policies and Contacts

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 Brand 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 Campus and Campus Planning + Development for the Okanagan Campus.

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
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.

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* 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)

For inquiries on the signage approval process contact:

**UBC Vancouver Campus**
Development Services: 604 822 1586
Sustainability and Engineering: 604 827 5641

**UBC Okanagan Campus**
Associate Director, Campus Planning: 250 807 9647
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
  - 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.

Use Signage Guidelines Templates
- All proposed locations
- Building elevations
- Sign concept
- Building elevations
- Dimensions, material, colour, lighting, etc.
- Submit DP Form and Fee as needed

UBC Wayfinding Exterior Signage Standards and Guidelines
2019 VERSION 4.3
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 Brand 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.

---

**UBC Logo**

UBC Blue and white positive and reverse versions only, as shown.

---

**UBC Full Signature**

THE UNIVERSITY OF BRITISH COLUMBIA
The Hoefler & Co. font “Whitney” is used in all UBC Brand Signatures and signage. All current UBC Brand Signatures can be downloaded at:


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

Beacon Blue
C75–M37–Y0–K0

UBC Blue
PMS 282
C100–M87–Y42–K52

Parking Orange
C0–M60–Y100–K0

Event Yellow
C0–M24–Y94–K0

Hazard Red
C0–M100–Y62–K0

Highway Sign Green
Consult relevant TAC guidance

Parking Orange
C0–M60–Y100–K0

White
C0–M0–Y0–K0

UBC Blue
PMS 282
C100–M87–Y42–K52

UBC Grey
PMS 5405

UBC Grey
PMS 5415

UBC Grey
PMS 5415

UBC Grey
PMS 5405
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.
Graphic Elements

3.4 Icons and Arrows

Security Camera
Help Phone
Help Phone (alternate)
Changeroom
Shower
Eyewash Station
AED Station
Firehose
Printer
Parking
Translink Bus Stop / Loop
Hospital / First Aid
Hospital
Help

Local Information

Other Signage Icons

No Smoking
Smoking Area
No Idling
No (Smoking) Marijuana
Vaping Area
No Vaping

Aquatic Centre Icons

No Cel Phones
No Cameras
No Roller Blading
No Skate Boarding
No Bicycles
No Smoking
No Dogs
No Spitting
No Street Shoes
Strollers
Warning
No Food

UBC Arrows
Vehicular Signage

1. Routes to UBC Sign
   Page 46

2. Campus Approach Sign
   Page 47

3. Information Sign
   Page 48

4. Information Sign with Distance Tab
   Page 49

5. Perimeter Directional Sign
   Page 50

6. UBC Street Name Sign
   Arterial Roads
   Page 52

7. UBC Street Name Sign
   Arterial Roads (No Block number)
   Page 54

8. UBC Street Name Sign
   Post Mounted at Intersections
   Page 56

9. UBC Street Name Sign
   Post Mounted at Intersections
   (No Block number)
   Page 58
4.1 Exterior Sign Index

V10 UBC Street Name Sign
Wall Mounted Street Sign
Page 60

V11 UBC Street Name Signs
Bilingual Indigenous Languages
Page 62

V12 UBC Street Name Signs
Neighbourhoods
Page 63

V13 Campus Directional Sign
Page 64

V14 Secondary Campus
Directional Sign
Page 65

V15 Central Academic Campus / Event Parking
Page 66

V16 Central Academic Campus
Changeable Message Sign
Page 67

V17 No Entry Sign (Post-Mounted Sign)
Page 68

V18 No Idling Sign
Page 69
Pedestrian Priority Zone
Page 70

Smoking Prohibited
Page 71

Campus Security
Page 72

Bicycle Route
Page 73
Gateway Signage

G1 Okanagan Campus Entry Sign
Page 75

G2 Point Grey Campus Entry Sign
Page 76

G?? Robson Square Signage?????
Page ???
Emergency Signage

E1 Emergency Decal (For Knock-Down Bollards)  
Page 78

E2 No Entry Sign (Bollard Sticker)  
Page 79

E3 No Stopping Sign (Bollard Sticker)  
Page 80

E4 No Stopping to Left Sign (Bollard Sticker)  
Page 81

E5 No Stopping to Right Sign (Bollard Sticker)  
Page 82

E6 Emergency Blue Phone Camera Stations  
Page 83

E6 Emergency Blue Phone Camera Stations  
Page 84

E6 Emergency Blue Phone Camera Stations  
Page 85
Parking Signage

- **P1** Pavement Markings
  Page 87
- **P2** Reserved Accessible Parking
  Page 88
- **P3** Accessible Parking Only
  Page 89
- **P4** Parking Rate Sign
  Page 90
- **P5** Illuminated Parking Sign
  Page 91
- **P6** Parkade Sign
  Page 92
- **P7** Reserved Sign – Loading Zone
  Page 93
- **P8** Reserved Sign – Pick Up / Drop Off for Daycare Only
  Page 94
- **P9** Reserved Sign – Assigned Space Only
  Page 94
Reserved Parking

24 Hours

TransLink Vanpool & Modo Carshare

Interested in Vanpool: vanpool@translink.ca
Parking or Vehicle Assistance: 604 685 1393

Reserved Assigned Accessible Parking

24 Hours

ASSIGNED SPACE
M51

Reserved Sign TransLink/Vanpool

Page 104

No Posterising

Page 105

Reserved Assigned Accessible Parking

Page 106

Accessibility Shuttle Stop

Page 107

Hub Bicycle Parking

Page 107
Pedestrian Signage

- **Arrival Map in Parkades Wall Mounted**
  - Page 109
- **Campus Map Kiosk**
  - Page 111
- **Map Pylon**
  - Page 113
- **Map Lectern**
  - Page 116
- **Post-Mounted – Single Destination Blades**
  - Page 118
- **Multiple Destination Blade**
  - Page 120
- **Boundary Trail Sign**
  - Page 122
- **Portable A-Frame Sandwich Board Sign**
  - Page 123
Icon Library

11 Male Washroom
Page 125

12 Female Washroom
Page 125

13 Toilet/Washroom
Page 125

14 Accessibility
Page 125

15 Accessible Toilet/Washroom
Page 125

16 All Genders Washroom
Page 125

17 Accessible Pathway
Page 125

18 Water Fountain
Page 125

19 Athletics
Page 125
Icon Library

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

Page 125
Icon Library

- **I28** Shower
  - Page 125
- **I29** Security Camera
  - Page 125
- **I30** Help Phone
  - Page 125
- **I31** Help Phone (alternate)
  - Page 125
- **I32** Parking
  - Page 125
- **I33** Translink Bus Stop/Loop
  - Page 125
- **I34** Hospital/First Aid
  - Page 125
- **I35** Hospital
  - Page 125
- **I36** Help
  - Page 125
Icon Library

- Loading Zone
  - Page 125

- ATM
  - Page 125

- Tow Truck/Towing
  - Page 125

- Baby/Diaper Changeroom
  - Page 125

- Changeroom
  - Page 125

- AED Station
  - Page 125

- Fire Hose
  - Page 125

- Eye Wash Station
  - Page 125

- Printer
  - Page 125
Icon Library

- 01 No Smoking
  - Page 125/179
- 02 Smoking Area
  - Page 125/180
- 03 No Idling
  - Page 125/181
- 04 No (Smoking) Marijuana
  - Page 125/182
- 05 Vaping Area
  - Page 125/182
- 06 No Vaping
  - Page 125/182
- A1 No Cell Phones
  - Page 125
- A2 No Cameras
  - Page 125
- A3 No Roller Blading
  - Page 125
## Icon Library

| A4 | No Skateboarding | Page 125 |
| A5 | No Bicycles | Page 125 |
| A6 | No Smoking | Page 125 |
| A7 | No Dogs | Page 125 |
| A8 | No Spitting | Page 125 |
| A9 | No Street Shoes | Page 125 |
| A10 | Strollers | Page 125 |
| A11 | Warning | Page 125 |
| A12 | No Food | Page 125 |
Building Signage

B1  Building Identification Sign – Standard
Page 135

B2  Building Identification Sign – Wall Mounted
Page 137

B3  Building Identification Sign – Wall Mounted (Rear Access)
Page 138

B4  Emergency Response Building Address Sign
Page 139

B5  Building Name Sign – Dimensional Letters (Primary Entrance)
Page 140

B6  Building Name Sign – Dimensional Letters (Secondary Entrance)
Page 141

B7  Building Tenant Sign – Wall Mounted (Dimensional letters)
Page 142

B8  Building Tenant Sign – On Glass Doors or Sidelights
Page 143

B9  Commercial Tenant Signage
Page 144
Accessibility Route Signage

A1  Access Sign (Symbol Only)  
Page 125/148

A2  Access Directional Sign (Symbol & Arrow)  
Page 149

A3  Accessible Path Sign  
Page 125/150

A4  Automatic Door Decal  
Page 151
## Commemorative Signage

| Future new design will be supplied by UBC Brand and Marketing |
| Artwork template will be supplied CS Illustrator |
| Heritage Building Plaque |
| Historic Sidewalk Marker |
| Graduating Class Tree Plaque - Horizontal |
| Graduating Class Tree Plaque - Vertical |
| Bench Plaque |
| Dedication Plaque |

| Future design will be developed by UBC Brand and Marketing |
| Artwork Template will be supplied CS Illustrator |
| Public Art Collection Plaque |
| Commemorative Tree Plaque |
UBC Brand Campus Street Banners

D1 Standard UBC Brand Banner Page 162

D2 UBC Graduation Banner – Exterior Page 164

D3 UBC Graduation Banner – Interior Page 166

D4 Major Capital Project Communication Sign – Wood 12x12’ Page 168

D5 Major Capital Project Communication Sign – Wood 8x8’ Page 169

D6 Construction Banner Plain – Mesh 20x5’ Page 170

D7 Construction Banner Colour hoardings with UBC logo – Mesh 20x5’ Page 171

D8 Construction Banner Blue hoardings with UBC logo – Mesh 20x5’ Page 172

D9 Construction Banner Colour hoardings with Musqueam logo – Mesh 20x5’ Page 173
Exterior Signage

4.1 Exterior Sign Index

D10  Construction Banner
     Blue hoardings with Musqueam logo – Mesh 20x5'  Page 174

D11  Construction Banner
     UBC Logo – Mesh 10x5'  Page 175

D12  Construction Banner
     UBC Logo – Mesh 4x5'  Page 176

D13  Construction Banner
     UBC Logo – Wood 4x5'  Page 177
Vehicular Signage
Exterior Signage

4.2 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

600mm

750mm
**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

---

![Campus Approach Sign Diagram](image-url)
Exterior Signage
4.2 Vehicular Signage

Information Sign

Definition and Intent

to come

Policy

to come

Design Specification

to come

Get Adobe Illustrator template

V3

to be completed

600mm

800mm

UBC info
Information Sign with Distance Tab

V4

Definition and Intent

Policy

Design Specification

to be completed

50m →

UBC info
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 →
### Exterior Signage

#### 4.2 Vehicular Signage

**Get Adobe Illustrator templates**

---

#### 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*
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)**

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

*to be completed*
Exterior Signage
4.2 Vehicular Signage

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*

**Definition and Intent**
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.

**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 is used, as illustrated.

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

**Design Specification**

*to be completed*
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

Get Adobe Illustrator templates
<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UBC Street Name Sign</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post Mounted at Intersections (No Block number)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*to be completed*
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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>to be completed</td>
</tr>
</tbody>
</table>

---

![Agronomy Rd 6500](image_url)
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>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>to come</td>
<td>to come</td>
<td>to be completed</td>
</tr>
</tbody>
</table>

#### UBC Street Name Sign

- **Profile:** Vehicular
- **Size:** 900mm x 320mm
- **Orientation:** Horizontal
- **Text:**
  - **Memorial Rd:**
    - English: Memorial Rd 6500
    - Indigenous: šxʷhəƛ̓kʷmət
  - **That which is used to remember them**

[Get Adobe Illustrator template]
**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*
4.2 Vehicular Signage

Campus Directional Sign

Definition and Intent

Policy

Design Specification

to be completed

Get Adobe Illustrator templates

UBC PARKING

↑ South Campus

← Thunderbird P

UBC Hospital H →
V14 Secondary Campus Directional Sign

to be completed

↑ Central Campus P

1800mm 300mm
Central Academic
Campus/Event Parking

**Definition and Intent**

**Policy**

**Design Specification**

*to be completed*

---

**EVENT PARKING**

↑ Rose Garden P

← Fraser River P

North P →
Central Academic Campus
Changeable Message Sign

Definition and Intent  |  Policy  |  Design Specification

*to be completed*

---

CENTRAL CAMPUS

Health Sciences P 1423

Thunderbird P 203

North P 56
No Entry Sign
(Post-Mounted Sign)

Definition and Intent
Policy
Design Specification

to be completed

EMERGENCY
AND SERVICE
VEHICLES ONLY

Get Adobe Illustrator template
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

450mm
600mm

Get Adobe Illustrator template

oneday...
onedayvancouver.ca
4.2 Vehicular Signage

Pedestrian Priority Zone

Definition and Intent
Policy
Design Specification

to be completed

PEDESTRIAN PRIORITY ZONE

450mm

600mm

Get Adobe Illustrator template
### Smoking Prohibited

#### Vehicular Signage

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SMOKING IS PROHIBITED</strong></td>
<td>Within 8 metres of doorways, windows and air intakes</td>
<td>UBC Policy No. 15; BC Tobacco and Vapour Products Control Act</td>
</tr>
</tbody>
</table>

**V20**

Get Adobe Illustrator template

---

Get Adobe Illustrator template
# Exterior Signage

## 4.2 Vehicular Signage

### Campus Security

<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>

![Campus Security Signage](image)

- **450mm**
- **600mm**
- **CAMPUS SECURITY → 50m**
Bicycle Wayfinding

4.2 Vehicular Signage

Definition and Intent

Policy

Design Specification

to be completed

V22

Ponderosa Commons 50m
Buchanan 100m
Arts & Culture District 500m
Gateway Signage
<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Okanagan Campus Entry Sign</strong></td>
<td></td>
<td>to be completed</td>
</tr>
</tbody>
</table>
# Vancouver (Point Grey) Campus Entry 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>

| G2                   |        |                      |

[Get Adobe Illustrator template]
Emergency Signage
E1

Emergency Decal (For Knock-Down Bollards)

Definition and Intent

Policy

Design Specification

to be completed

152.4 mm

812.8 mm
<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No Entry Sign</strong></td>
<td>(Bollard Sticker)</td>
</tr>
</tbody>
</table>

**EMERGENCY AND SERVICE VEHICLES ONLY**

325mm

518.68mm

to be completed
<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
<th>Design Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>E3</strong> No Stopping Sign (Bollard Sticker)</td>
<td>to be completed</td>
<td></td>
</tr>
</tbody>
</table>
**No Stopping to Left Sign** (Bollard Sticker)

**Definition and Intent**

**Policy**

**Design Specification**

[to be completed]
### No Stopping to Right Sign (Bollard Sticker)

#### Definition and Intent

#### Policy

#### Design Specification

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>to be completed</td>
</tr>
</tbody>
</table>

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

- **Width**: 325mm
- **Height**: 518.68mm
Emergency Blue Phone
Camera Stations

Exterior Signage
4.4 Emergency Signage

**Definition and Intent**

**Policy**

to be completed

**Design Specification**

to come

Get Adobe Illustrator template
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 come</td>
</tr>
</tbody>
</table>

SAFETY AND SECURITY CAMERA IN USE

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

**Earth Sciences Building**
Main Mall & Stores Road

![Diagram of Emergency Blue Phone]

250mm

35

Get Adobe Illustrator template
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

ACCESSIBLE PARKING ONLY
SPARC Pass or other approved identification required
Violators will be ticketed and/or towed at owner/quoter's expense.
### Exterior Signage

#### 4.5 Parking Signage

**P1 Pavement Markings**

<table>
<thead>
<tr>
<th>Definition and Intent</th>
<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td></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](attachment:image.png)
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

Get Adobe Illustrator template
### Accessible 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.

**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

Exterior Signage
Parking Signage
## Parking Rate Sign

### Definition and Intent

to be completed

### Policy

```
parking.ubc.ca
```

### Design Specification

```
Thunderbird Parkade
2140 Lower Mall
Open 24 Hours

**TARIFF**
Monday to Friday
3:30am–5:00am
Free
5:00am–11:00pm
$1.75 per 1/2 Hour
11:00pm–5:00am
$1.75 per 1/2 Hour
5:00am–11:00pm
$5.00 per 1/2 Hour

**PAYMENT**
Visa, MasterCard

parking.ubc.ca
```
Illuminated Parking Sign

Definition and Intent

Policy

Design Specification

to be completed

1066.8mm
<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>

Dependent upon length of name and space available

Thunderbird Parkade

320mm
### Reserved Sign – Loading Zone

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

**Parking Signage**

- **Reserved Sign – Loading Zone**

- **4.5 Parking Signage**

---

**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

Parking Signage

Reserved Sign - Pick Up/ Drop Off for Daycare Only

Reserved Sign - Assigned Space Only

Reserved Sign - Faculty/Staff Permit Holder Only

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

**Definition and Intent**

to be completed

**Policy**

**Design Specification**

Get Adobe Illustrator template

![Car2Go Reserved Sign](image-url)
### 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>

**Image:**
![Reserved Sign Diagram](image-url)
### 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 Logo](image-url)
### Exterior Signage

#### 4.5 Parking Signage

<table>
<thead>
<tr>
<th>Meter Sign</th>
<th>Get Adobe Illustrator template</th>
</tr>
</thead>
</table>

**Definition and Intent**

**Policy**

**Design Specification**

| to be completed | |

---

**Pay Here**

**ubCParking.com**

**Strangway Lot**

**Lot #5655**

<table>
<thead>
<tr>
<th>Parking Rates:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 1.75 Each ½ hour (6:00 am - 6:00 pm)</td>
</tr>
<tr>
<td>$ 16.00 All Day maximum (6:00 am - 6:00 pm)</td>
</tr>
<tr>
<td>$ 1.50 Each 1 hour (6:00 pm - 6:00 am)</td>
</tr>
<tr>
<td>$ 6.00 Evening maximum (6:00 pm - 6:00 am)</td>
</tr>
</tbody>
</table>

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

1. Insert coin / token
2. Punch ticket
3. Return coin / token

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

Call: 604.822.0835 and Quote Meter #55

**Attention . . . Please Read Carefully**

**Violation of Rates is Subject to a $150 fine, in addition to PLUS for each offense.**

**Privacy Act**

UBC parking management and security procedures and policies meet University of British Columbia's commitment to the privacy rights of individuals. The collection, use, and disclosure of information is in accordance with the Personal Information Protection Act (PIPA). Under PIPA, anyone can request access to and correct the personal information collected by the University of British Columbia in a file maintained by the University to assist in making an access request. For more information, contact: privacy@ubc.ca.

**UBC Parking Enforcement**

Parking may be enforced by authorized patrol officers of the University of British Columbia. Violations are documented and a ticket is issued. Violations are processed automatically.

Parking rates are subject to change. See ubCParking.com or contact Parking Services for more information.

**Contact Us**

UBC Parking Services

UBC Parking Monitoring

UBC Parking Enforcement

UBC Privacy Office

UBC WebCentre

UBC Security

UBC Parking

UBC Communications

UBC WebCentre

UBC Security

UBC Parking

UBC Communications

UBC WebCentre

UBC Security

UBC Parking

UBC Communications

UBC WebCentre

UBC Security

UBC Parking

UBC Communications

UBC WebCentre
Motorcycle Parking Sign

**Definition and Intent**

**Policy**

**Design Specification**

*to be completed*

---

**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 Area Sign

**Definition and Intent**

**Policy**

**Design Specification**

*to be completed*
Bus Pick Up/Drop Off Sign

**Definition and Intent**

**Policy**

**Design Specification**

*to be completed*

---

Bus Pick-up / Drop-Off Only

parking.ubc.ca
Electric Vehicle Charging

**Definition and Intent**

**Policy**

**Design Specification**

*to be completed*

---

**RESERVED PARKING**

Electric Vehicles Only While Charging

Paid Parking or Permit Required

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

parking.ubc.ca
No Bicycle Locking

### Definition and Intent

**Policy**

*to be completed*

### Design Specification

Bicycles will be removed from posts

To report violations or claim removed bikes call: 604 822 2713
### Exterior Signage

#### 4.5 Parking Signage

**Reserved TransLink/Vanpool**

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

*to be completed*

---

**Reserved 24 Hours**

TransLink Vanpool & Modo Carshare

Interested in Vanpool: vanpool@translink.ca
Parking or Vehicle Assistance: 604 685 1393
No Postering

Definition and Intent

Policy

to be completed

Design Specification

130mm

340mm

DO NOT PUT UP POSTERS HERE

Violators will be fined as per UBC Policy 120
Reserved Assigned Accessible Parking

Definition and Intent  
Policy  
Design Specification

to be completed

Reserved 24 Hours

ASSIGNED SPACE
M51

No Service or Delivery Vehicles
Parking on campus is subject to the University Act and the University of British Columbia Traffic and Parking Rules

parking.ubc.ca  604 827 4042

Get Adobe Illustrator template
### P25 Accessibility Shuttle
**Pick-up/Drop-off**

#### Definition and Intent

#### Policy

#### Design Specification

*to be completed*

---

**Memorial Parking Lot**

For more information about the Accessibility Shuttle visit [transportation.ubc.ca](http://transportation.ubc.ca) or call 604 822 9929

---

![Illustrator template link](https://www.google.com)
### Hub Bicycle Parking

#### Definition and Intent

Get Adobe Illustrator template

#### Policy

| 305mm | 457mm |

#### Design Specification

*to be completed*
Pedestrian Signage
## Arrival Map in Parkades
### Wall Mounted

<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>

![Arrival Map in Parkades Wall Mounted](image-url)
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*
Alternative templates

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

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

#### Definition and Intent

*to be completed*

#### Policy

- [ ] to be completed

#### Design Specification

<table>
<thead>
<tr>
<th>791mm</th>
<th>2700mm</th>
</tr>
</thead>
</table>

---

**Legend**

- **TransLink Bus Stop**
- **Community Shuttle Routes**
- **Main Entrance**
- **Building Under Construction**
- **Pedestrian Path**
- **Trail**
- **Parking**
- **Secure Bike Parking**
- **Café**
- **Restaurant**
- **Toilets**
- **Informal Study Space**
Exterior Signage
4.6 Pedestrian Signage

Get Adobe Illustrator templates

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
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

Definition and Intent

Policy

Design Specification

to be completed
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

Brock Hall Welcome Centre
1min

Fraser River Parkade
2mins

Single Destination Blade 1 Right
PD5_Blade_destination_right_1line_v1140512.indd

Get Adobe Illustrator templates
Post-Mounted Wayfinding/Directional – Multiple Destination Blades

Definition and Intent

Policy

to be completed

Design Specification

Get Adobe Illustrator templates
Templates

- **NORTH**
- **SOUTH**
- Brock Hall Welcome Centre 1min

**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

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

**Fraser River Parkade 2mins**
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
- **Material**: 3mm thick Aluminium, White reflective lettering and logo, 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>
<tbody>
<tr>
<td>to come</td>
<td>Sign Content</td>
<td>Colour</td>
</tr>
<tr>
<td></td>
<td>As per the required event/activity requirements.</td>
<td>- UBC Blue</td>
</tr>
<tr>
<td></td>
<td>Locations</td>
<td>Material</td>
</tr>
<tr>
<td></td>
<td>As per the event/activity requirements.</td>
<td>- White lettering and logo block</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Digitally output on Chloroplast</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Mounted in metal sandwich board frame</td>
</tr>
</tbody>
</table>

**Get Adobe Illustrator template**

**COFFEE TALK WITH PROFESSOR ONO**

![Diagram of Portable A-Frame/Sandwich Board Signs](image-url)
Iconography
4.7 Iconography

Local Information Icon

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

*to be completed for all icons*

Get Adobe Illustrator template
Exterior Signage
4.7  UBC Arrows

Definition and Intent  Policy  Design Specification

to be completed

No set width  No set height
Other arrows

J2  Left arrow
J3  Top left arrow
J4  Right arrow

J5  Top right arrow
J6  Down arrow
**Building Signage**

John Smith Building

- Access via left side of stairs
- 123 Main Street

Earth & Ocean Sciences Main Building

- 6339 Stores Road

Faculty of Arts

- Access via left side of stairs
- 123 Main Street

Jill Thomas
School of Music

John Smith Building

- 1234 West Mall

John Smith Building

- Access via left side of stairs
- 123 Main Street

JOHN SMITH BUILDING

- 1234 West Mall
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>
</tbody>
</table>

Other Accessibility Information (if accessible entry is not at primary entrance)

* 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**

![Option 1 Diagram]

**Option 2**

![Option 2 Diagram]
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.
Criteria for listing of tenants

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.

<table>
<thead>
<tr>
<th>Who may be listed as a tenant (in order of priority)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 College, school or academic department</td>
</tr>
<tr>
<td>Level 2 Academic centres and institutes</td>
</tr>
<tr>
<td>Level 3 Named auditoriums</td>
</tr>
<tr>
<td>If the facility is regularly used for public presentations, lectures etc.</td>
</tr>
<tr>
<td>Level 4 Service / transaction points</td>
</tr>
<tr>
<td>If they are open to the public (ie. Library, clinic, gallery, computing centre etc)</td>
</tr>
<tr>
<td>Level 5 Academic program office</td>
</tr>
<tr>
<td>If the program offices and operations are centralised within the facility and there is room on the sign to accommodate it.</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>
**B1 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

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_Attraction beacon blue_v1140514.ai

- Building Identification Accessible Entrance
  B1_Tenant_Accessible_v1140514.ai

- Access via left side of stairs

- John Smith Building

- Maple House
  Arbutus House

- Faculty of Arts

- Holbard Music Chamber
**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).

---

**John Smith Building**

Access via left side of stairs →

123 Main Street
**Building Identification Sign – Wall Mounted Loading Zone**

<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>Colour</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- UBC Blue</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- White</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Material</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Stainless steel / Aluminium</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Fixing method</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Concealed fixings to suit surface application</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Lighting</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Lighting must be complaint with the contrast levels and illumination intensity as specified in the Vancouver Campus Plan (VCP).</td>
</tr>
</tbody>
</table>

**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 45mm to 62mm, with 24mm 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 (i.e. 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 (i.e. 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).

---

**JOHN SMITH BUILDING**

200mm*

*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.
Definition and Intent
The Building Name sign consists of dimensional lettering permanently attached or recessed into a structural element of a building (ie. 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 (ie. 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).

---

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 (ie. 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.
**Exterior Signage**

**4.8 Building Signage**

---

**B7 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 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 Semibold, 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).

---

**Jill Thomas School of Music**

*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.

---

[Get Adobe Illustrator template]
Definition and Intent
The Building Tenant sign consists of lettering attached on 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

<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>

304.8 mm cap height

KOERNER'S PUB

304.8 mm cap height
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

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:

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

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:

Building Identification Sign
As long as the wayfinding journey is not impaired 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.

Contact: info.digitalsignage@ubc.ca
www.digitalsignage.ubc.ca
Accessibility Signage
### Exterior Signage

#### 4.9 Accessibility Route Signage

<table>
<thead>
<tr>
<th>Access Sign (Symbol Only)</th>
<th>Get Adobe Illustrator template</th>
</tr>
</thead>
</table>

### 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.

---

![Diagram of Access Sign (Symbol Only)](image-url)
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

Get Adobe Illustrator template

---

UBC Wayfinding Exterior Signage Standards and Guidelines
2019 VERSION 4.3
## A3 Accessible Path Sign

### 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

---

[Image of accessible path sign]

---

Get Adobe Illustrator template
**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

![Automatic Door Decal](image-url)
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**
*to be completed*

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”.

**Design Specification**
*to be completed*

**UBC to supply**

[Get Adobe Illustrator template]
Graduating Class
Tree Plaque - Horizontal

**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**

<table>
<thead>
<tr>
<th><strong>Colour</strong></th>
<th>Brass with infill brown paint and polished raised surfaces</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Material</strong></td>
<td>Bronze, sand cast</td>
</tr>
<tr>
<td><strong>Sitting and location</strong></td>
<td>Located on small concrete plinths</td>
</tr>
</tbody>
</table>

---

![Graduating Class Tree Plaque - Horizontal](GET_Adobe_Illustrator_template)
### Graduating Class Tree Plaque – Vertical

#### Definition and Intent
The vertical Graduating Class Tree Plaque is a plaque mounted in the sidewalk 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**
  - Inset into sidewalk stones (black basalt, flame finished)

---

<table>
<thead>
<tr>
<th>190.5mm</th>
<th>305mm</th>
</tr>
</thead>
</table>

---

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

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

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

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>
</table>

**to be completed**

### 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
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

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 of provide the public information and support for curriculum work 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 related groups and initiatives.
### 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
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

---

[Image of UBC Graduation Banner]
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.
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"
**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.

---

**ININDIAN 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.

---

**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

---

**UBC Wayfinding Exterior Signage Standards and Guidelines**

2019 VERSION 4.3
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.

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
- Pedestrian scale
- 8’ x 8’

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

Installation
- Installation structure is site specific
**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

!,6096mm 7524mm
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

Get Adobe Illustrator template
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

Get Adobe Illustrator template
Construction Banner
Patterned 3- 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**
- 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
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

Get Adobe Illustrator template
Constructions Banner
UBC Logo – Mesh 10x5'

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 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

Get Adobe Illustrator template
### 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
D13 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.

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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
Exterior Signage
4.12 Other Signage

No (Automobile) Idling Area

Definition and Intent
The installation of this sign is to help...

Policy
To come.

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

No set width
No set height
No (Smoking) Marijuana

Definition and Intent
The installation of this sign is to help...

Policy
To come.

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
5.0

Additional Signage Policies
**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 m$^2$;

(g) does not have a sign area greater than 1.5 m$^2$;

(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;
includes contact information and identification (name, phone, email) of sign owner (can be located on back of sign);

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