



ROAD SIGNAGE GUIDELINES

The Trans Canada Trail | Le Sentier Transcanadien



INTRODUCTION

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The Trans Canada Trail

The Trans Canada Trail is one of the world's longest networks of trails, developed and promoted by a non-profit registered charity.

Initiated in 1992 as a project to celebrate Canada's 125th year, the Trans Canada Trail is one of the world's longest networks of multi-use recreational trails. Once fully connected, it will stretch nearly 24,000 kilometres from the Atlantic to the Pacific to the Arctic oceans, through every province and territory, linking Canadians in nearly 1,000 communities.

The Trans Canada Trail is made up of nearly 500 individual trails, each with unique and varied features. This contributes to the diversity and grandeur of Canada's national Trail. For day trips or multi-day adventures, the Trail offers countless opportunities to explore and discover.

Why do we need this guide?

The Trans Canada Trail currently spans over 18,000 kilometres, crossing hundreds of local trails all across the country. When people are travelling the trail, they are looking for a very specific visual cue to guide them: the Trans Canada Trail logo. By following the guidelines set out in this manual, you can do your part to help people stay on course, all the way from coast to coast.

Who We Are

The Trans Canada Trail is a community-based project. Trail sections are owned, operated and maintained by local organizations, provincial authorities, national agencies and municipalities across Canada. The Trans Canada Trail does not own or operate any trail.

The Trans Canada Trail is represented by provincial and territorial organizations that are responsible for championing the cause of the Trail in their region. These provincial and territorial partners together with local trail-building organizations are an integral part of the Trans Canada Trail and are the "driving force" behind its development.

Our Mission

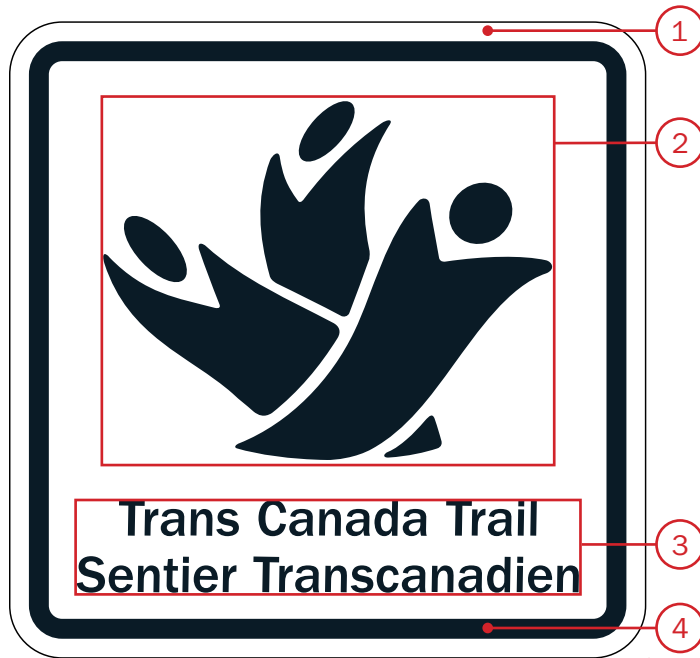
We will promote and assist in the development and use of the Trans Canada Trail by supporting success at the local level in the creation of this national network.



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The Basics

The Trans Canada Trail Road Sign consists of 4 basic components, with minor variations for different usages:

1. **Buffer Zone** area surrounding the outside of logo, and can be considered a part of the logo itself.
2. **Icon** three-person symbol.
3. **Wordmark** Trans Canada Trail is wording in both French and English. The language order may vary by locality.
4. **Border** Surrounds the entirety of the sign, bleeding off the edge.

Colour

The Trans Canada Trail road sign has two colour variations; green background with white features, and blue background with white features. The correct colour model should be used for the production method being used.

The swatches below detail the specific colour formulas required for different mediums. See the chart to the right for the correct colour model.

Intended Use	Pantone	CMYK
Offset Printing (With spot colour)	•	
Offset Printing (No spot colour)		•
Digital Printing		•

Pantone Black 6 C
 C73 M33 Y100 K19
 R76 G118 B55
 #4B7637

Pantone 3015C
 C95 M64 Y13 K1
 R0 G97 B157
 #00619D

Pantone 364C
 C73 M33 Y100 K19
 R76 G118 B55
 #4B7637

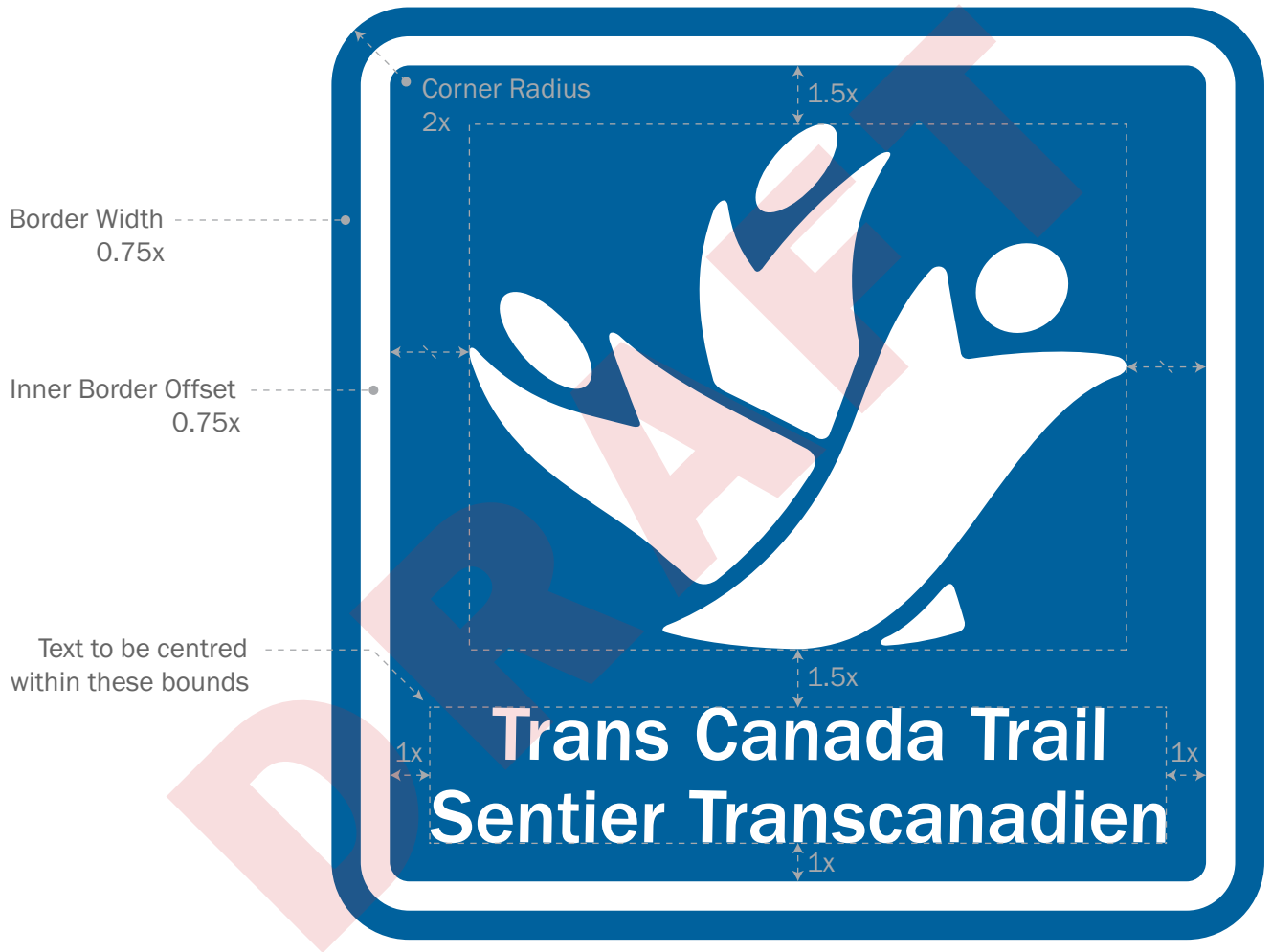


Pantone 732C
 C39 M74 Y99 K48
 R100 G54 B21
 #643615

Proportions

The Trans Canada Trail sign is sized specifically based on x-height (the height of the lower-case “x” at the point-size of the logo’s text). The figure

below shows the specific measurements of the logo to help you ensure that signage remains consistent wherever it is used.



Supplemental Wayfinding

Supplemental wayfinding signs are to inform trail users of a variance in signage on the trail. These signs are to provide good navigation prior to an unsigned portion of trail.

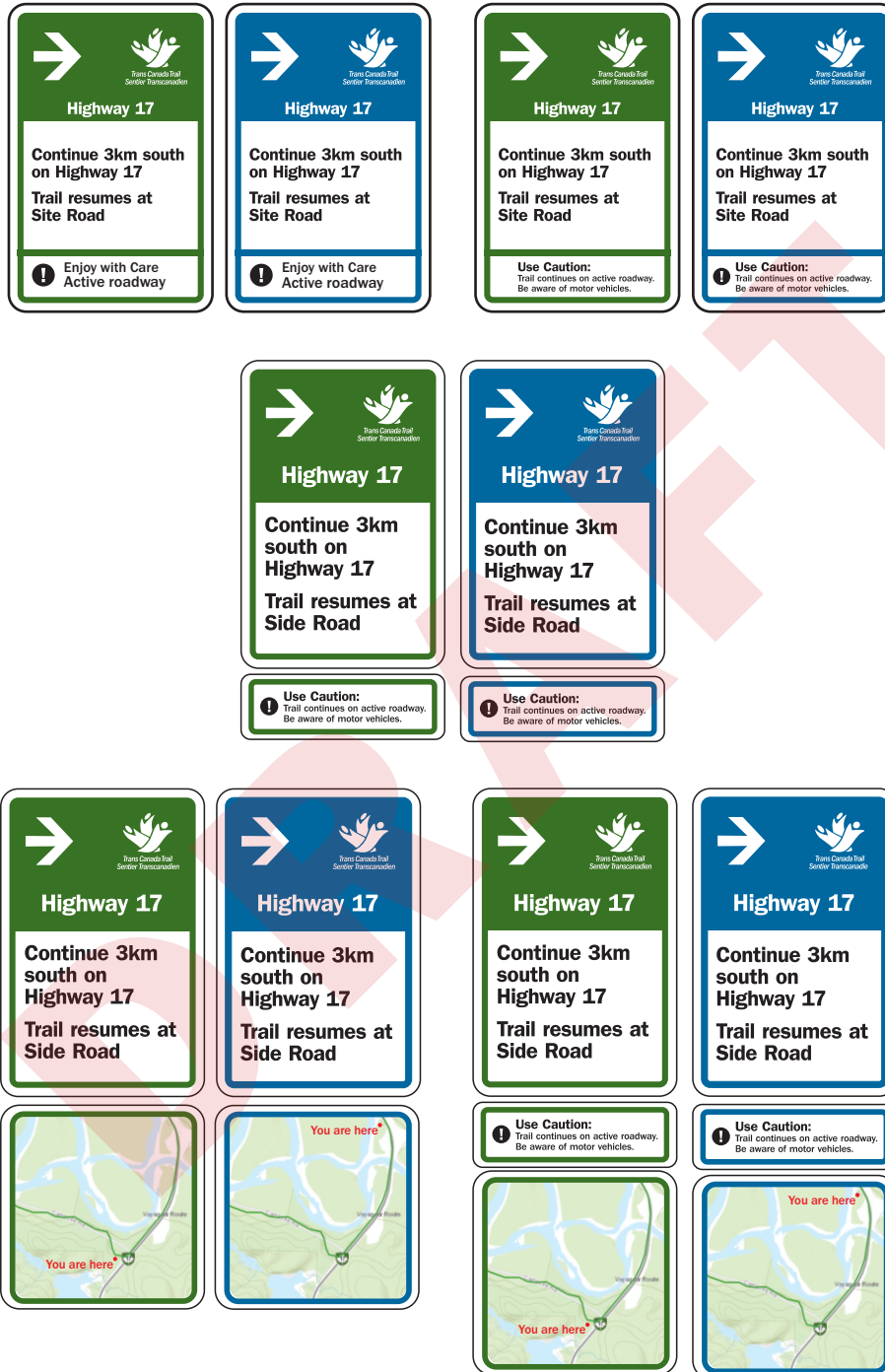
Typically these signs are located at intersections where signed trail or roadway moves onto unsigned roadway. They include the message of the direction a user will be heading, an arrow pointing in the direction, and the TCT logo done in white. If needed, the signs can be co-branded, include a cautionary message and a map. It is recommended co-branded logos be in white for visibility.

The sign colours are to be that of general TCT roadway sign guidelines and in cooperation of local roadway signage requirements. It is suggested that the green reverse option be used when greenway trail moves onto unmarked roadway. With the blue reverse option being used when roadway trail moves onto unmarked roadway.

Designs shown are to be modified to suit copy required. Refer to the sign mounting section for installation purposes and 'Choose a Sign' to calculate the sign size required when ordering.



Supplemental Wayfinding - Alternative Design Options



Supplemental Wayfinding - Alternative Co-Branded Design Options



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Choosing a sign

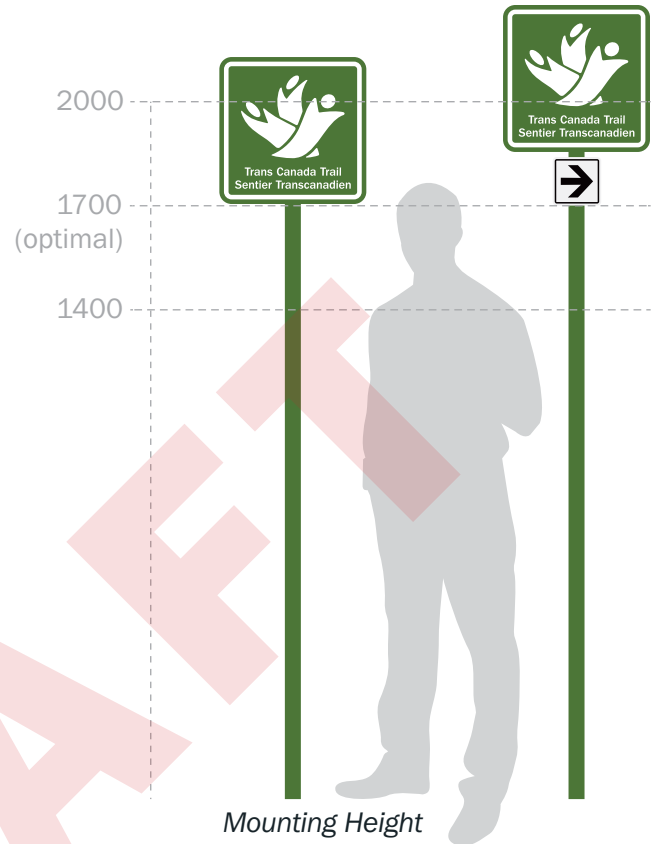
The size required for a sign depends on a number of factors; the most important factors are viewing distance, and viewing speed. In general, the farther away a sign will be viewed from, and the faster the viewer is travelling, the larger the sign required will be.

The Trans Canada Trail road sign is produced in a number of standard sizes. The following chart provides an overview of the available sizes, and recommended use for each size.

Size	Nominal Name	Viewer Distance metres	Viewer Speed kph	Recommended Uses
200×200	8×8	5	0-10	Very short distances, viewer at a standstill. <i>This sign is limited in its uses. May be used near a stop sign at a short viewing distance, near parking spaces, or for cycling paths or footpaths.</i>
300×300	12×12	10	0-10	Short distances, viewer at a standstill. <i>May be used near a stop sign, near parking spaces, or for cycling paths or footpaths.</i>
		5	20-40	Very short distances, viewer moving slowly. <i>May be used in residential zones with low speed limits, parking areas, or for cycling paths or footpaths.</i>
450×450	18×18	10	40-60	Short distances, viewer moving at town speeds. <i>May be used in urban areas or on rural roads with low to moderate posted speed limits.</i>
		25	20-40	Moderate distances, viewer moving slowly. <i>May be used in residential zones with low speed limits, parking areas, or for cycling paths or footpaths.</i>
600×600	24×24	25	40-60	Moderate distances, viewer moving at town speeds. <i>May be used near a stop sign, near parking spaces, or for cycling paths or footpaths.</i>
		10	60-100	Moderate distances, viewer moving at high speeds. <i>May be used near rural roads or roads with high posted speed limits.</i>

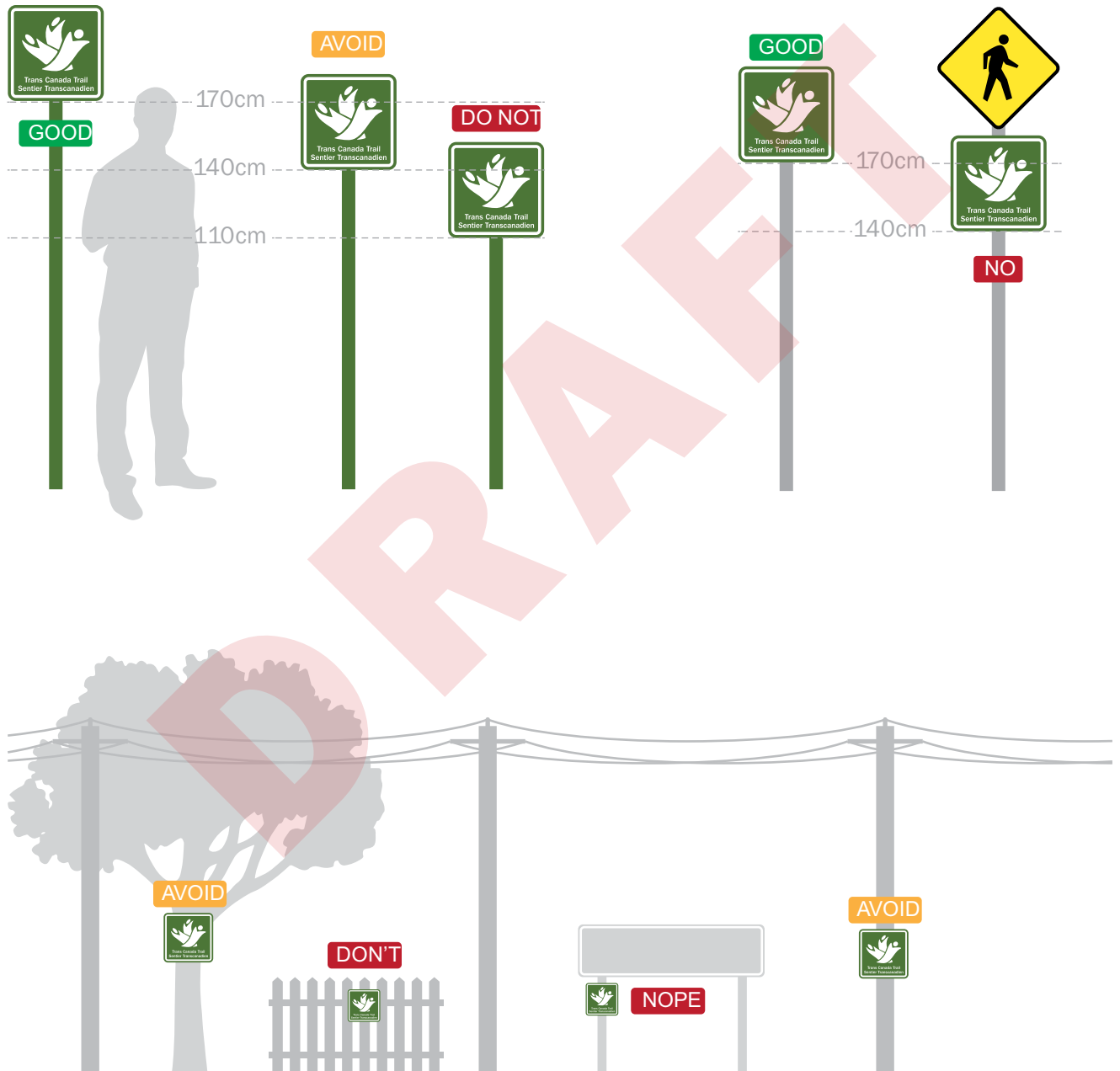
Sign Mounting

- **Height** The preferred height of signage is 1700 (from ground level to bottom of the sign). In cases where this is not possible, signs should be placed no less than 1400 and no more than 2000 from ground level.
- **Viewing Angle** Sign angle is determined by locality. Please check with your locality for the requirements for your area.
- **Lateral Clearance** Signs must provide adequate clearance from roads and paths, but should remain within close proximity to the route. Minimum set-back from roadways and walkways varies by locality, so be sure to verify the requirements of your specific location.
- **Mounting** Whether the sign is mounted on a standalone post or affixed to an existing landmark, the mounting should not obscure the sign in any way. Whenever possible, Trans Canada Trail road signs should be affixed to their own post.
- **Directional Indicators** Whenever a directional indicator is used, it should be mounted immediately underneath the Trans Canada Trail road sign. The minimum sign mounting height should be measured to the bottom of the directional indicator in such cases.
- **Existing Road Signs** Never affix a Trans Canada Trail road sign to an existing road sign. This is a poor practice, and in many cases may violate road signing laws.



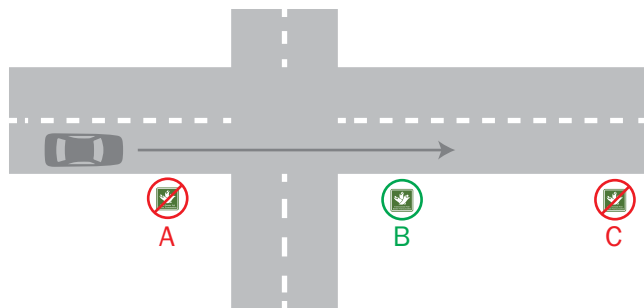
Mounting Examples

On this page, you will find examples of acceptable and unacceptable mounting of Trans Canada Trail road signs. This is not a definitive collection of scenarios, but does provide an overview of common situations you may encounter.



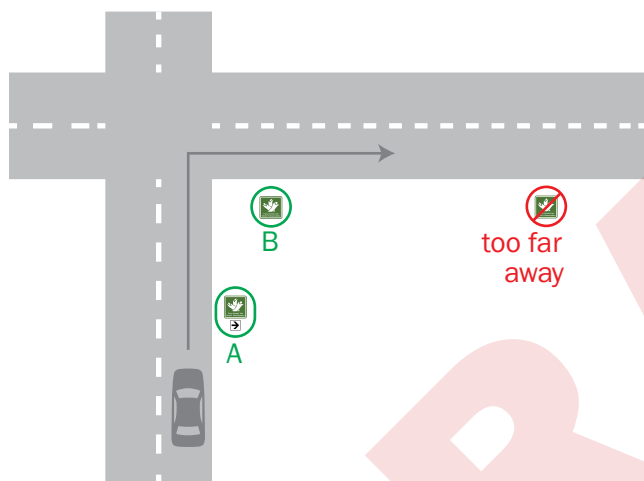
Sign Placement

- **Decision Points** Signs should be placed on the route, immediately beyond a decision point.
 - **Intersections** The Trans Canada Trail sign should be placed immediately *after* that intersection. If placed prior to the decision point, the traveller will not know which direction to take. If placed too far beyond the decision point, the traveller may miss or be unable to see the sign.
 - **Using Directional Indicators** Directional indicators should be used whenever there is a directional change to the route where multiple options exist (i.e. a directional indicator should be used when turning at an intersection, but is not necessarily required on a curving road).
 - **Proceeding Through an Intersection** A directional indicator is not required when proceeding straight if the Trans Canada Trail road sign is properly placed beyond the intersection. In some cases where confusion may arise however, it can be helpful to include the directional indicator.
- **Reassurance** In addition to decision making signs, it can be helpful to place signs at regular intervals along the route. On longer stretches, regular signage will reassure the traveller that they are still on course. When placing a sign for reassurance purposes, it is important to place it far enough away from a decision point so as not to cause confusion.
 - **Route Complexity** In situations where the route is particularly complex e.g., winding roads or areas with low visibility, additional reassurance signage may be required.
 - **Isolated Routes** Sections of the Trans Canada Trail that pass through isolated or low-traffic areas can cause the traveller to question where they are on a route. This is another situation that can be improved with extra reassurance signage.



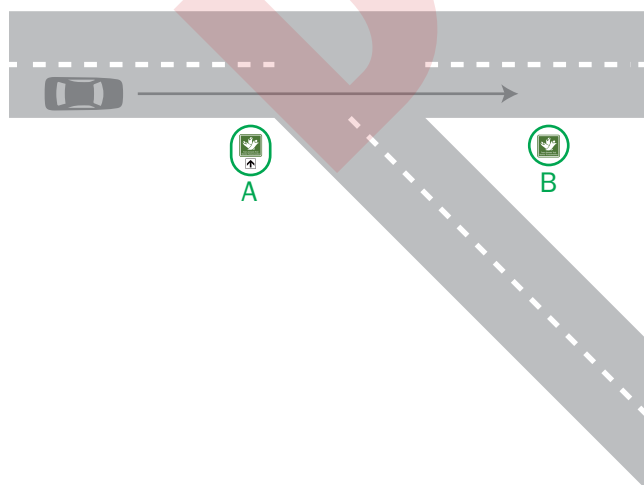
Example 1 *Standard intersection, route proceeds straight through*

A Trans Canada Trail road sign should be placed slightly beyond intersection. (A) is incorrect, as it is placed prior to intersection and does not indicate direction. (B) is placed correctly, slightly past intersection. (C) is placed too far from the intersection and may be missed.



Example 2 *Standard intersection, route turns*

A Trans Canada Trail road sign should be placed prior to the intersection, with a directional indicator. An additional Trans Canada Trail road sign should be placed immediately after the turn. (A) and (B) are placed correctly; (C) is placed too far beyond the intersection.



Example 3 *Confusing intersections*

Even when proceeding straight, confusing intersections (e.g. intersections with a veer) should be marked with a Trans Canada Trail road sign and directional indicator prior to the intersection, and a Trans Canada Trail road sign immediately after.