



POLICY NAME: SIGNAGE

Date	Action
January 2010	Approved by the Board of Directors
March to December, 2022	Reviewed and revised to current practices and standards with procedures included; added appendix; formatted to current template
December 17, 2022	Approved by the Board of Directors

SCOPE

This policy is to direct staff and volunteers of The Couchiching Conservancy (CC) in designing, installing and maintaining signage with a consistent look and essential elements on all the different nature reserves and easements that are owned, maintained and/or managed by CC.

DEFINITIONS

Primary Sign: the principal sign for a nature reserve placed in a location of prominence for users, such as the trailhead.

Secondary Sign: used to identify public access areas, including boundary signs, parking areas, start of a trail, etc., as well as advise of risk or information such as projects, donations, uses, etc.

Wayfinding Sign: meant to guide and inform users that they are on a section of CC’s trail e.g., trail markers and blazes.

GENERAL STANDARDS

1. This policy supersedes all previous CC policies related to signage, which are now considered to be rescinded.
2. This Policy will comply with all applicable legislation related to use or need of signage, and insurance recommendations related to signage on CC’s nature reserves.

3. A goal of this policy is to provide clear and understandable signs in a unified design to be posted on nature reserves and easements to assist CC in protecting, maintaining and meeting public expectations.
4. CC has many assets and one of the most important assets is its name, which gives CC a recognizable identity. A clear and consistent visual presentation of the name extends recognition of CC and differentiates it from other organizations with similar names and/or missions. It also projects a professional image and serves as an excellent marketing tool.
5. CC signs are to be of good quality, made of durable material and mounted on secure posts, except where circumstances warrant other methods. All signs will be regularly inspected and kept in good repair.

POLICY

1. LOGO

The key consistent component for all CC signs is the logo, as shown in Figure 1, which will be included on all signs. The standard colour combination is hunter green font colour (colour code #023b22) on a white background. The leaf element will not be separated from the name. The relative size of the logo elements will not be altered. A Times New Roman font/type-face will be used of sufficient size to ensure visibility from a reasonable distance.

Figure 1. Logo



2. ACKNOWLEDGEMENTS

CC has an excellent reputation for working with partners, land owners and donors. When designing signs, the acknowledgement of a property donor or financial donors toward the acquisition of a property will be considered on a sign-by-sign basis. Property donors will be consulted regarding additional wording and design, depending on the individual property situation. Financial donors will be consulted regarding anonymous or specific recognition. For example, CC's sign for the nature reserve Jennett Woods, includes the following acknowledgement:

- "In honour of her parents Marion and Arley Jennett who instilled a love of nature in their children."

3. NATURE RESERVE USES AND RESTRICTIONS

Information regarding the use of the nature reserves by the public will be added on a sign-by-sign basis. For example, a sign might welcome certain groups (e.g., birders, walkers) or include restrictions regarding hunting or littering. In some cases, a separate identification sign regarding

permitted uses may be appropriate. A system utilizing symbols to depict uses and restrictions should be applied to provide a clear message to the public viewing the sign with less text involved. Examples of these types of symbols can be found in Appendix 1.

4. SIGN APPROVAL

For each new property, a Management Plan is created, reviewed and signed-off by the Executive Director. Sign design and placement needs are to be part of this Plan.

5. SIGN MAINTENANCE AND MONITORING

Signs convey many kinds of information and it is critical that they be in good shape. Well maintained signs that are repaired promptly convey a sense of pride and demonstrate vigilance in monitoring leading to a reduction in vandalism. Special attention should be given to those that are damaged from shooting and other factors, those that are faded or brittle from long exposure, and those that are simply missing.

Monitoring of signs should be conducted during annual property management visits at a minimum.

6. SIGN TYPES AND SPECIFICATIONS

6.1. Primary Signs

The primary sign should use bold lettering for emphasis and quick reading, and remain flexible in adding other necessary or additional information on a sign-by-sign basis. A consistent look is important so that the public can easily identify CC's land trust nature reserves. Figure 2 shows a design template for signs going forward.

At least one sign will be placed on an applicable nature reserve at a location which provides good visibility without being easily reached, to minimize possible damage. In some cases, it may be decided not to sign a sensitive nature reserve to protect it.

The primary sign should have the following specifications and information included for a consistent look:

- Minimum of 4' high x 5' wide size, constructed from an appropriate, durable material.
- A rock-laden crib used to keep the sign upright and offer protection at the base, wherever possible, although some locations, e.g., wetlands, riverbanks, remote properties, may be unsuitable for such structures (Figure 3).
- Pressure-treated posts, or cedar posts in sensitive areas, connecting the sign to the crib, 6" x 6" wide.
- A roof structure of metal or cedar shingles, wherever possible, to convey a sense of permanence and shelter the sign from the elements (Figure 3).
- Times New Roman font/type-face only:
 - Lettering of sufficient size to ensure visibility from a reasonable distance.

- Going forward, to increase readability, italics in the text should not be used, but bolding can be used to highlight the message.
- Black font colour predominately, with the option for a hunter green font colour (colour code #023b22) in the messaging, on a white background. See section 1 for the logo standards.
 - Option for hunter green banding (colour code #023b22) with white font can be utilized (Figure 3).
- If space allows, the words, “Protecting nature for future generations” should be placed on the sign above the hunter green line (colour code #023b22).
- The current main office phone number and website address for CC will appear on the sign above the hunter green line or banding. Electronic communication device/codes, such as QR codes, may be utilized.
- Date of donation/dedication is not recommended above the green line or banding.
- Below the line, additional information to be added as needed on a sign-by-sign basis e.g., supporters, year of dedication, uses and restrictions as symbols.
 - As explained in section 3, symbols should be used to list allowable uses and restrictions. The symbols’ colour combination will be hunter green (colour code #023b22) on white or black on white, as well as be round in shape.

Figure 2. Primary Sign Template

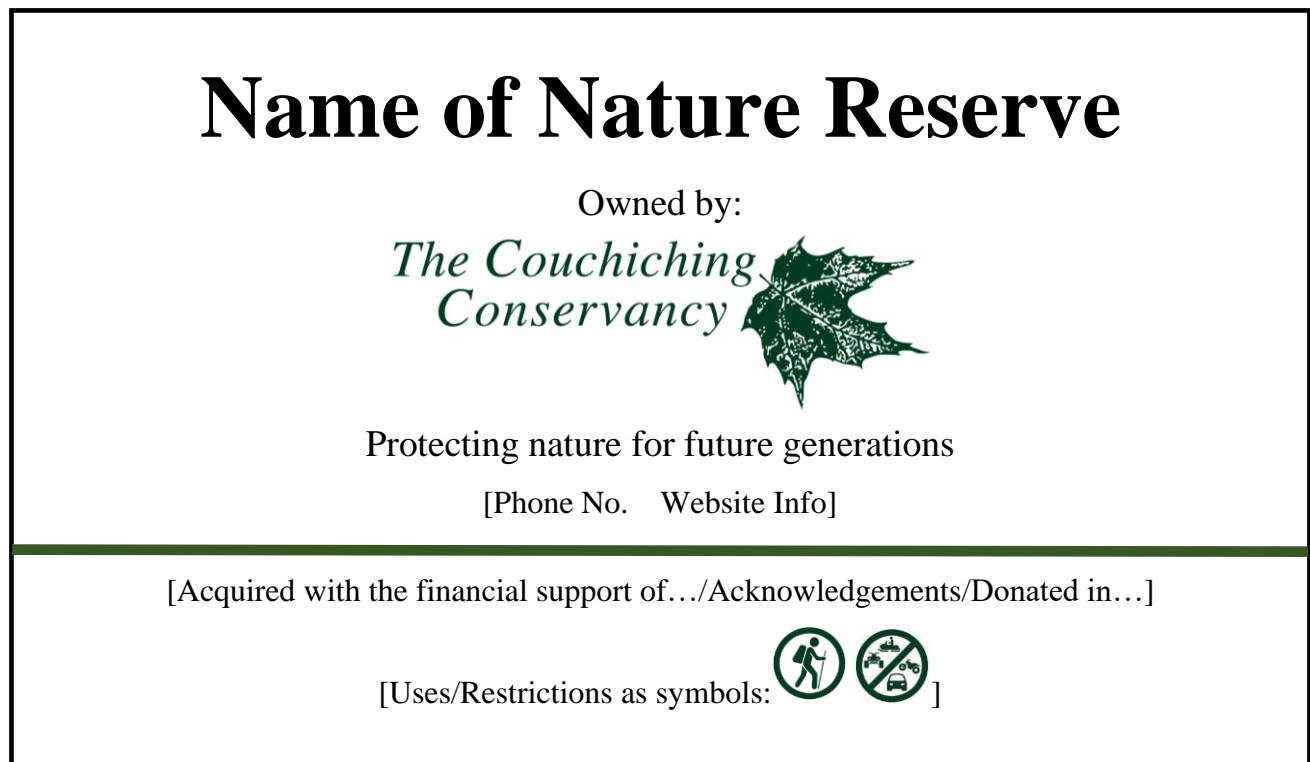


Figure 3. Example of a primary sign illustrating the use of bolding, banding, as well as crib and roof structures.



6.2. Secondary Signs

The CC logo will be included on all secondary signs (Figure 4). The following specifications should be used for a consistent look:

- Size is generally 9" x 12" constructed from an appropriate, durable material.
- Mount/anchor signs on 4" x 4" posts or on the fence line:
 - Trail signs - place at the start of the trail.
 - Property Boundary signs - place around the property perimeter facing out at a minimum of 50 m intervals, depending on site topography and ease of placement.
 - It is important that enough signage is placed on the perimeter of each property to reduce the potential of trespassing. The amount of signage will be determined by the amount of visibility for each property, for example, in heavily forested perimeters more signage will be needed, compared to an open alvar.
 - Viewing Blind signs - mount to the corrugated metal door leading into the blind at eye level.
 - Recognition signs for aggregate stone donations - place near the spot that the material was used, for instance, if used for a parking space along Wylie Road, the sign can be mounted on the cedar fence post at the parking area.
- The words "Property Boundary in hunter green font colour (colour code #023b22) and in bold print.
- The words, "Use At Own Risk" in red colour and in bold print
- The current main office phone number is to be part of secondary signs.
- Donors should be consulted regarding wording on a sign-by-sign basis.

Figure 4. Four Examples of Secondary Signs:



6.3. Wayfinding Signs

Public trails are found on several of CC nature reserves. To keep the public on the trails and not to leave the trail, trail markers are required. These markers need to be visible and placed so that a visitor can stand by one and see the next one down the trail. Wayfinding signs may be installed on trees, fences, or posts.

At present two different trail marking systems are being used:

1. On some of the nature reserves, the markers being used consist of a black Coroplast directional marker (2" x 5") on a white Coroplast background (5" x 8"); the two pieces of Coroplast are anchored together to a tree using screws (Figure 5). The height placement of the markers is determined by the environment, but is at least 1.5m (5') above the ground, and no more than 2.1m (7'). Due to safety concerns of foresters with potential metal fasteners being left in trees, this method is being discontinued and replaced with the preferred method outlined in point 2 below.

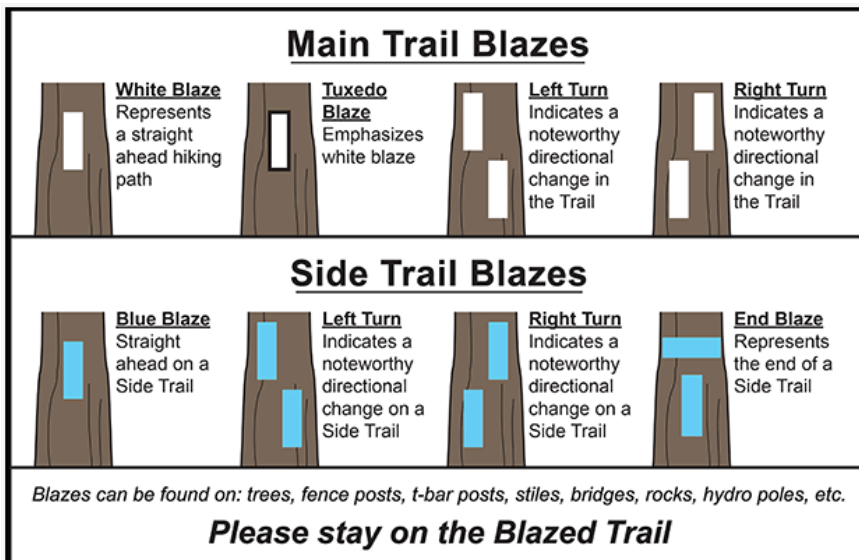
Figure 5. Examples of Coroplast Markers



2. The preferred method to mark a trail, which is more consistent with larger organizations like the Bruce Trail Conservancy and the Appalachian Hiking Club, is to use primary (white) and secondary (blue) painted, rectangular blazes (4" wide x 10" height using paint) for primary and secondary trails (Figure 6).

Going forward for all new nature reserve trails, or if trail markers need to be replaced, the primary and secondary blaze system will be used.

Figure 6. Blaze Guide (from Bruce Trail Conservancy)



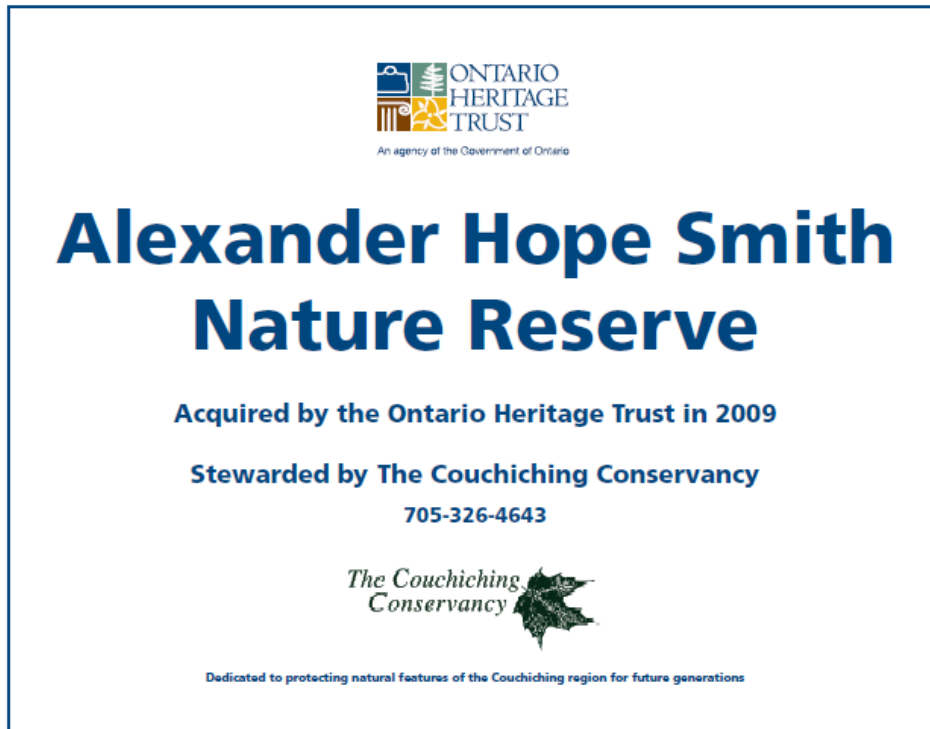
7. OTHER SITUATIONS

7.1. Stewardship Agreements or Property Managed by CC

Signage design on these properties requires consultation with the owner. The size of the CC logo is to be compatible with owner's design and the coordination can result in a composite/single sign. Note that in some cases, the owner's logo and lettering colour will differ from that of CC, but an

effort will be made to add the CC logo in the usual colours (section 1), as well as the current main office phone number/web site. For example, Alexander Hope Smith’s primary sign in Figure 7 illustrating use of owner’s logo.

Figure 7. Alexander Hope Smith Primary Sign Example with Two Logos
















7.2. Easement Agreement Held by CC

A sign may be considered with the owner’s permission and cooperation, and is to be sized and worded accordingly.

APPENDIX 1: EXAMPLES OF SYMBOLS DEPICTING POSSIBLE NATURE RESERVE USES AND RESTRICTIONS

For illustration purposes only. See symbol specifications in Section 6.1 of the policy.

PERMITTED USES		RESTRICTIONS	
Hiking/walkers		Hunting and Harvesting	
Birdwatching		Camping	
Canoeing/ Kayaking		Motorized Vehicles (ATVS/Off-road Vehicles, motorbikes)	
Dogs on Leash		Snowmobiles	
Photography		Littering	
		Drones	
		Personal Use Fires	
		Tree cutting/removal of wood	

REFERENCES

Parks Canada Identity Program. Exterior Signage: Standards and Guidelines (2007).

Ontario Parks, Nottawasaga Valley Conservation Authority and Credit Valley Conservation signage.