

JULY 17, 2018

CITY OF QUESNEL

Wayfinding Program Design Development - R1

CYGNUS

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Vancouver Studio
606 - 318 Homer Street
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| DESCRIPTION | PAGE |
|---|-----------|
| Section 1: Planning and Strategy | 3 |
| Destinations / Nomenclature | 4 |
| Zoning Strategy | 5 |
| Location Plans | 6-9 |
| Sign Type Projected Quantities | 10 |
| Section 2: Graphic Standards | 11 |
| Materials & Colour | 12 |
| Typography | 13 |

| DESCRIPTION | PAGE |
|--|-----------|
| Pictograms | 14 |
| Brand Identity | 15 |
| Section 3: Specification Drawings | 16 |
| Sign Type Overview | 17-18 |
| South Gateway | 19 |
| North Gateway | 20 |
| Community (Minor Gateway) | 21 |
| Neighbourhood | 22-23 |
| Major Park | 24-25 |
| Minor Park | 26-27 |
| Trail Head | 28-29 |
| Trail Wayfinding | 30-31 |
| Vehicular Wayfinding | 32-34 |
| Pedestrian Wayfinding | 35-36 |
| Interpretive Template | 37 |





Section 1:
Planning and Strategy



Consistency is key.

What are we directing people to and what are we calling destinations?

This list will help to identify hierarchy of information and what major destinations are in each zone.

★ Indicates major destinations that would appear on directional signage

WEST QUESNEL

PARKS

- ★ Baker Creek Skateboard Park (Skate Park) MAJOR
- Funn St Park
- Lewis Drive Park
- Patchett St Park
- ★ Pinnacles Provincial Park
- Pinchbeck St Park
- Ritchie St Park
- ★ Sugarloaf Park
- Webster St Park
- Wilma Hansen Memorial Park

AMENITIES

- ★ Indoor Sports Centre
- ★ Riverfront Trail
- West Park Mall

LANDMARKS

- Baker Creek Wetlands (salmon spawning)
- ★ Fraser River Walking Bridge

NEIGHBOURHOODS

- Abbott Heights Neighbourhood
- West Riverside Neighbourhood
- Uplands Neighbourhood
- Riverview Neighbourhood

DOWNTOWN

PARKS

- ★ Chuck Beath Memorial Park MAJOR
- ★ Ceal Tingley Park MAJOR
- ★ LeBourdais Park MAJOR
- Weldwood Park
- Pioneer Cemetery MAJOR

AMENITIES

- Carib Movie Theatre
- ★ City Hall
- Davie Street Overpass
- ★ Farmers Market
- Friendship Stage
- G.R. Baker Memorial Hospital
- ★ Library
- ★ Riverfront Trail
- Rocky Mountaineer Station
- Police
- Post Office
- ★ Museum & Archives
- ★ Sani-Dump / RV Parking
- Shiraoi House
- SprayPark
- ★ Visitor Centre
- ★ Quesnel Twin Arenas

LANDMARKS

- Billy Barker Hotel & Casino
- ★ Fraser River Walking Bridge
- ★ Heritage Corner
- Hudson's Bay Company Building
- ★ Spirit Square (Clock Tower)
- ★ City Centre

NEIGHBOURHOODS

- Downtown

SOUTH QUESNEL

PARKS

- Accessible Playground
- ★ Bike Park
- Johnston Park
- South Quesnel Park
- Tim's Park
- ★ West Fraser Timber Park MAJOR

AMENITIES

- ★ Dragon Lake Boat Launch
- ★ Hallis Lake
- ★ Legion Beach
- Nature Education & Resource Centre
- ★ Quesnel Raceway
- ★ Quesnel Arts & Rec. Centre
- ★ Rodeo Grounds
- ★ University / College

LANDMARKS

- Antique Machinery Park

NEIGHBOURHOODS

- Carson Subdivision
- Johnston Subdivision
- Racing / Westland Rd Neighbourhood
- Southhills Neighbourhood

NORTH QUESNEL

AMENITIES

- ★ Airport

LANDMARKS

- West Fraser Forestry Tower

NEIGHBOURHOODS

- North Quesnel Neighbourhood

COLOUR CODING FOR ZONES

- North Quesnel
- Downtown
- West Quesnel
- South Quesnel

Cygnus recommends using a colour coding strategy to identify the four major zones within Quesnel.

Colour coding would be used throughout the wayfinding system to distinguish each zone. Colours provide a unique identifier that helps create clarity about where you are, and can be reinforced on wayfinding, trail signs, banners maps, the website etc.

BENEFITS OF A ZONING STRATEGY

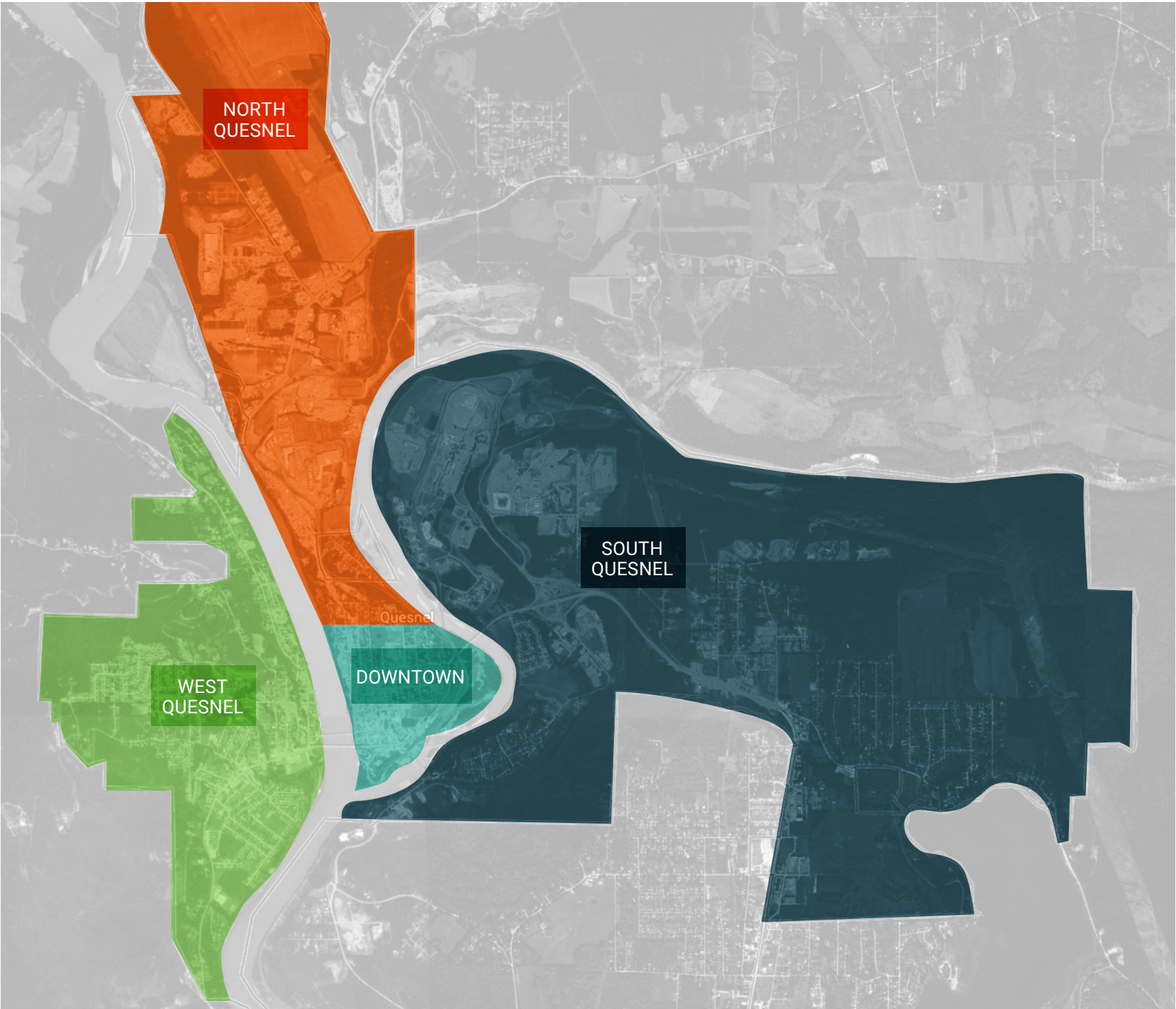
A zoning strategy helps to identify an area in order to better orient someone within the greater area. An effective zoning strategy is often based on a series of colour codes or naming structures or icons to help identify one area from another. Benefits of using colour for a zoning strategy include:

Differentiation. Sensory receptors in our brains are triggered by colours and the differentiation between colours. Coloured zones help to differentiate particular environments helping people to better remember and find certain areas or locations within a given space.

Accessibility. Given the number of people with varying degrees of cognitive abilities colour can be an easily accessible visual aid. Consider an elderly local or visitor who has difficulty with their eye sight and reading small text might find the colour zoning much easier.

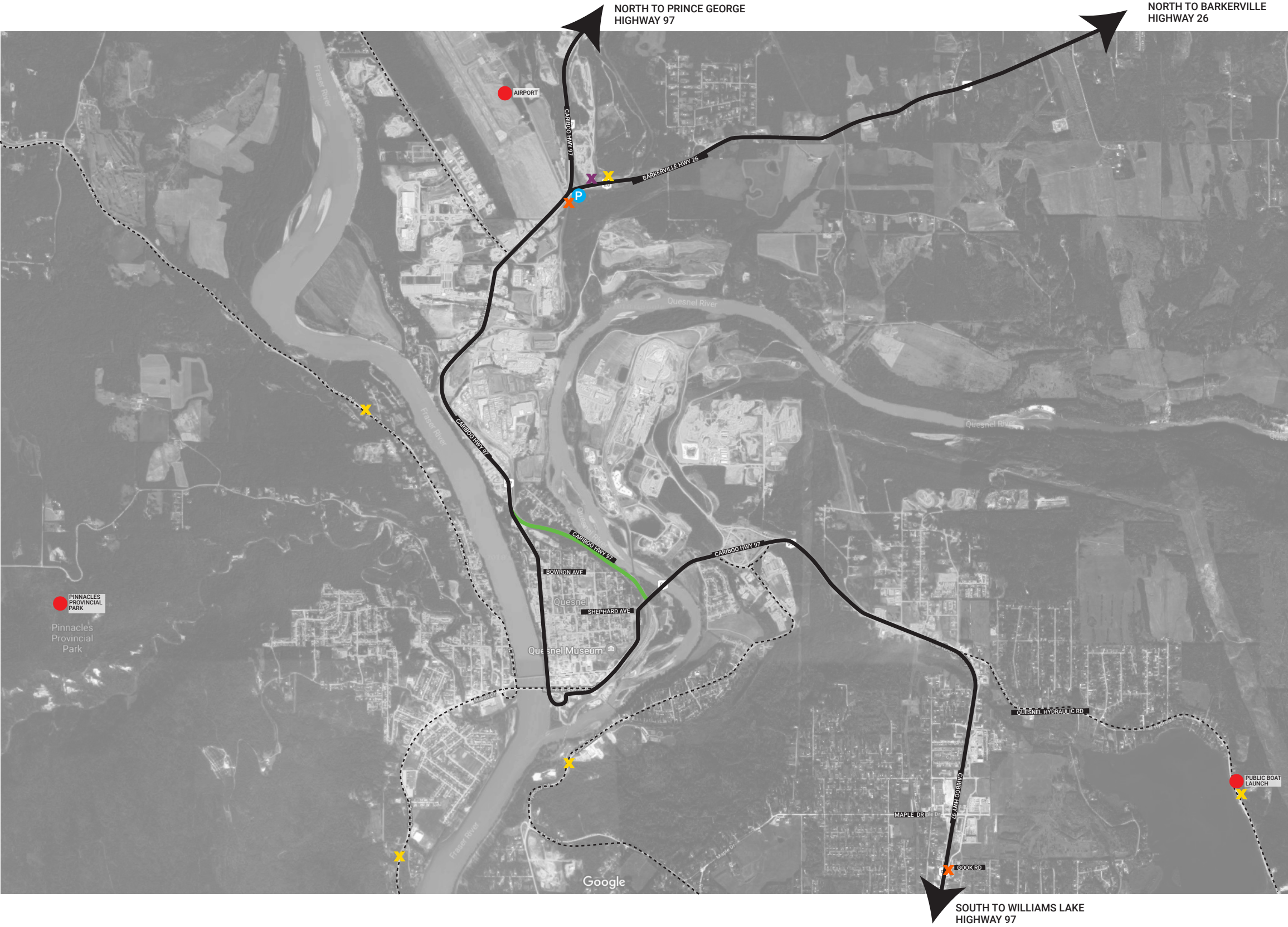
Understanding. The use of colour coding offers another way to present information without the need for additional textual content. Textual content can be limiting for tourists or visitors who don't speak the local language. Secondly, too much textual content can complicate the messaging and create unnecessary clutter and confusion.

Applying colour from an existing set of brand standards can unify a wayfinding strategy with the brand and reinforce the 'You Are Here' aspect of the system helping people identify their location and a sense of the boundaries of a given area. The colour coding can be used solely for the wayfinding and signage and does not need to be reflected in a zones marketing materials or other unrelated applications.



PLANNING AND STRATEGY
CITY OVERVIEW - LOCATION PLAN

- LEGEND**
- Major Destination
 - Parking
 - Vehicular Circulation
 - Minor Vehicular Circulation
 - Highway 97 future route
- SIGN TYPE LOCATIONS**
- Major Gateway Signs (North / South)
 - Community Signs (Minor Gateway)
 - Wayfinding Sign (Vehicular)



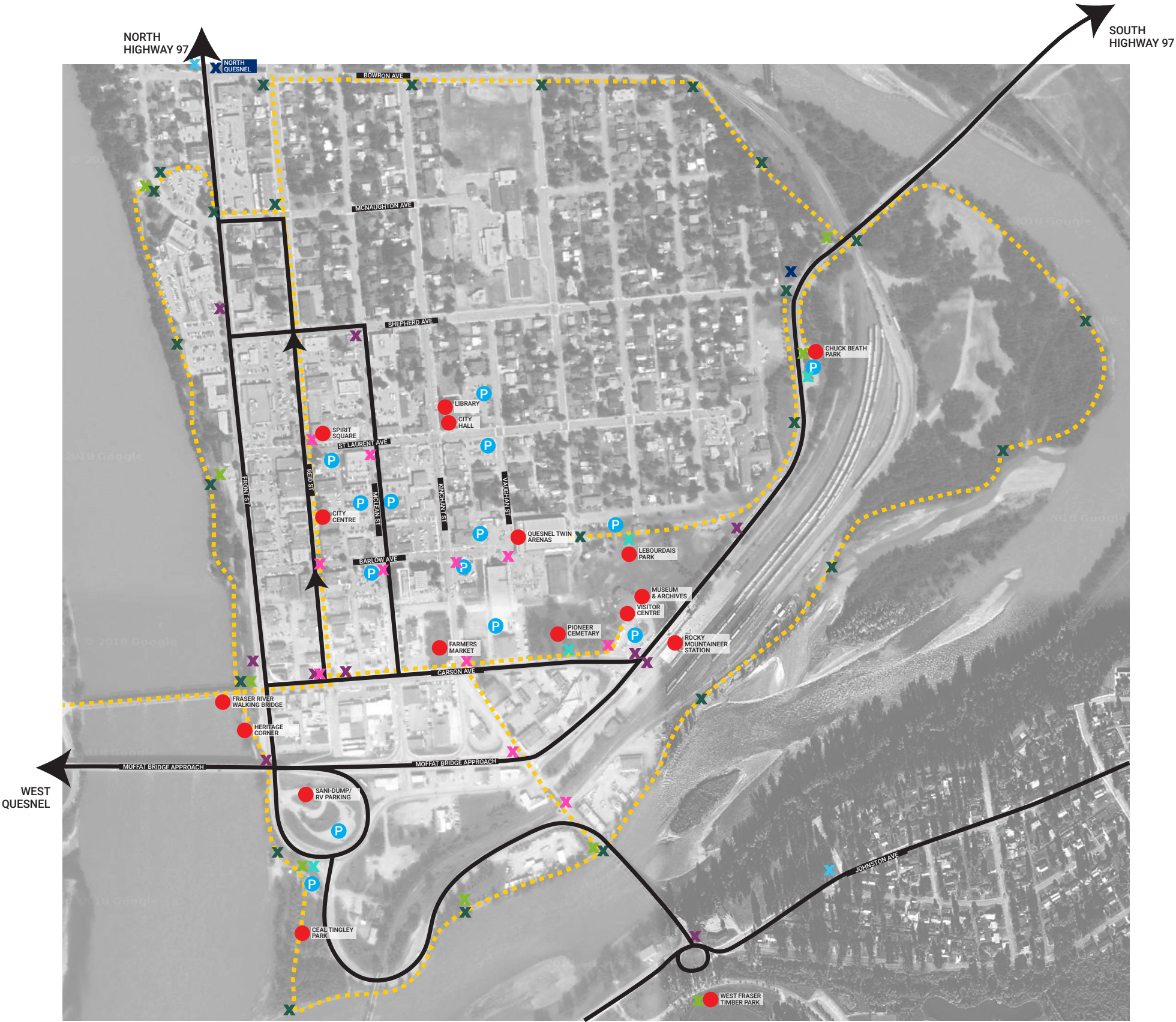
Notes:

- Location Plans show approximate signage placement only. All locations are to be site verified and confirmed by signage fabricator, engineer and MOTI prior to fabrication and installation.

PLANNING AND STRATEGY
DOWNTOWN - LOCATION PLAN

LEGEND

- Major Destination
 - Parking
 - Vehicular Circulation
 - Pedestrian Circulation
- SIGN TYPE LOCATIONS
- Neighbourhood Sign
 - Wayfinding Sign (Pedestrian)
 - Wayfinding Sign (Vehicular)
 - Trailhead Sign
 - Trail Wayfinding Sign
 - Minor Park Sign
 - Major Park Sign

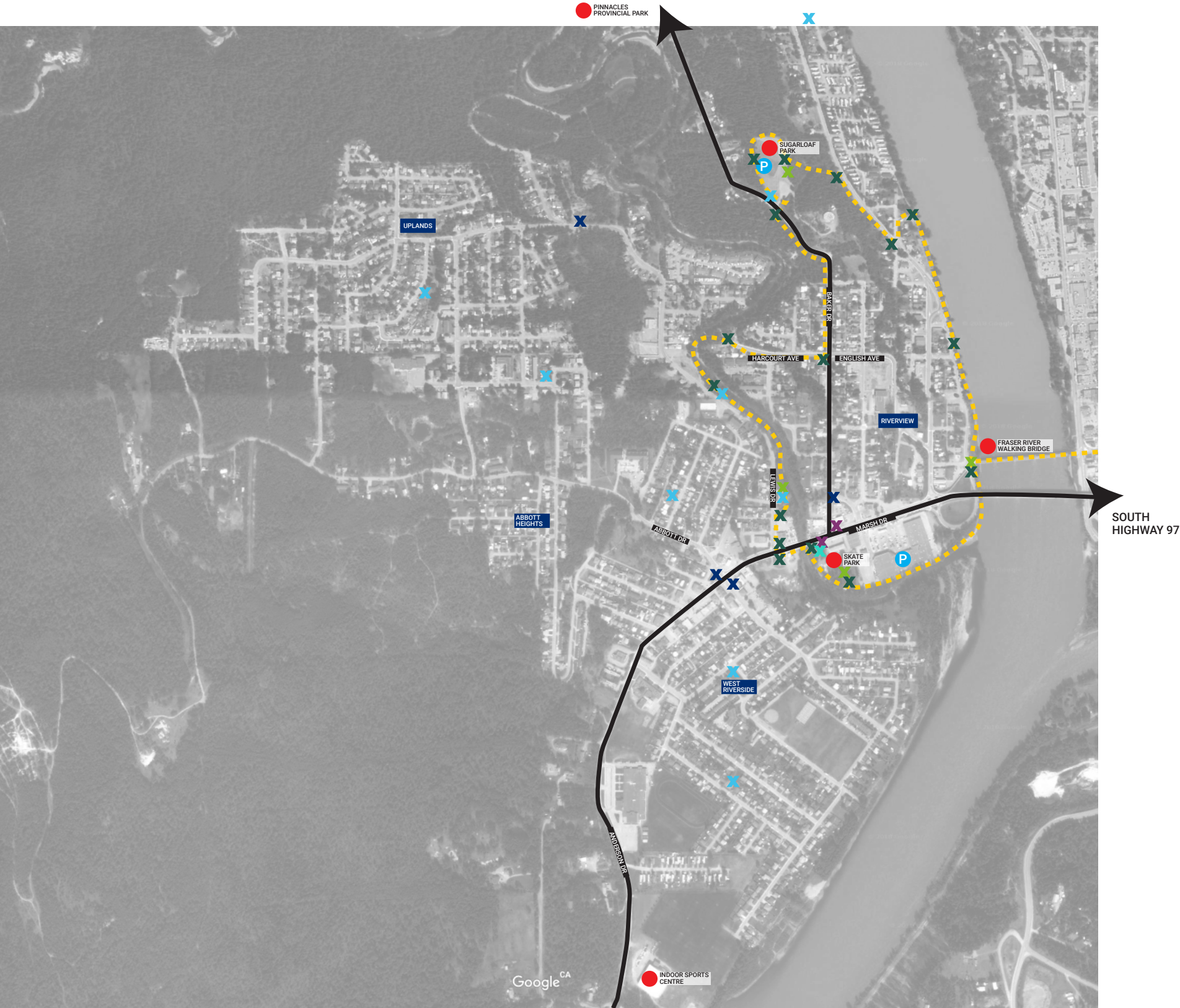


Notes:

- Location Plans show approximate signage placement only. All locations are to be site verified and confirmed by signage fabricator, engineer and MOTI prior to fabrication and installation.

PLANNING AND STRATEGY
WEST QUESNEL - LOCATION PLAN

- LEGEND**
- Major Destination
 - Ⓟ Parking
 - Vehicular Circulation
 - - - Pedestrian Circulation
- SIGN TYPE LOCATIONS**
- ✕ Neighbourhood Sign
 - ✕ Wayfinding Sign (Pedestrian)
 - ✕ Wayfinding Sign (Vehicular)
 - ✕ Trailhead Sign
 - ✕ Trail Wayfinding Sign
 - ✕ Minor Park Sign
 - ✕ Major Park Sign



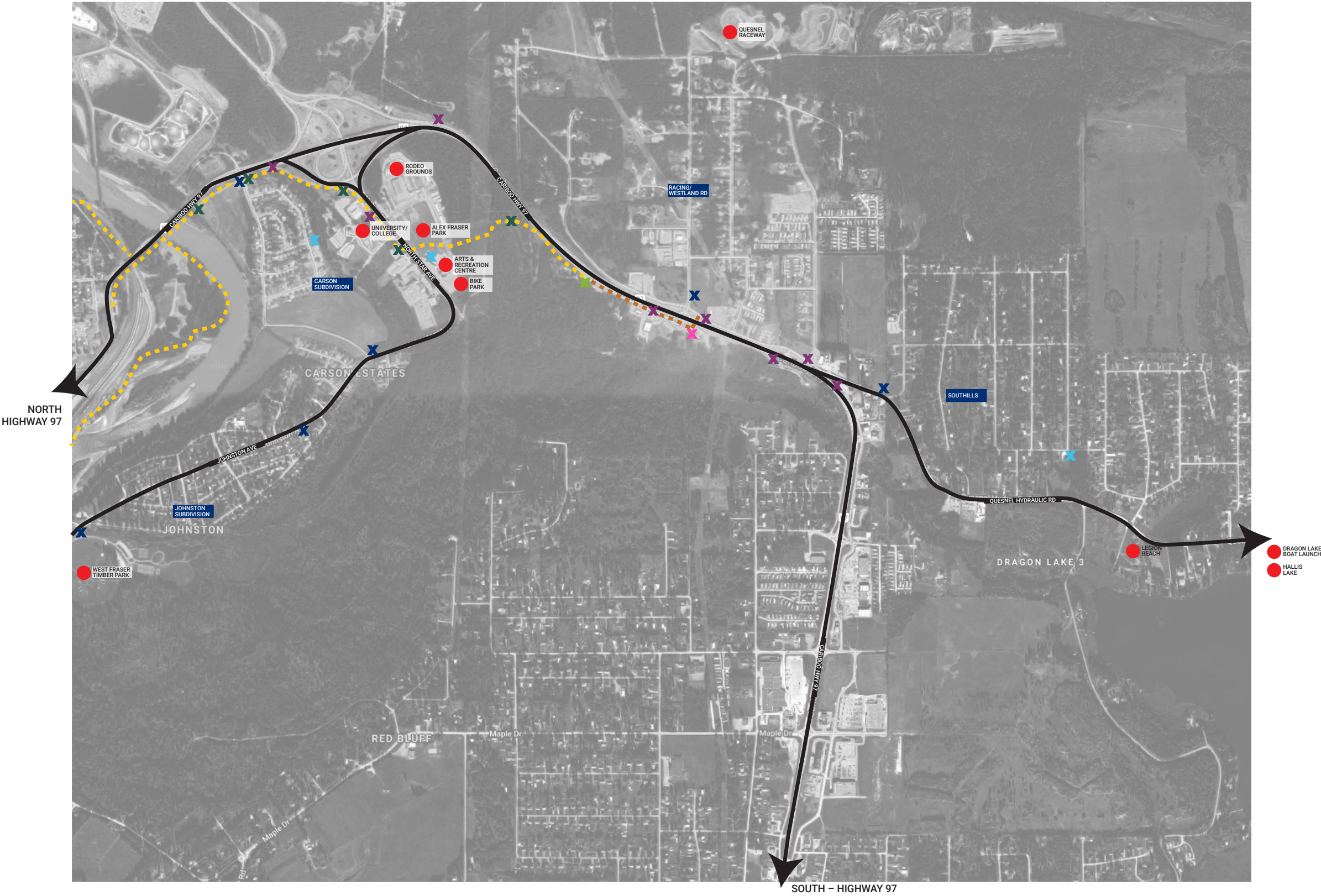
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PLANNING AND STRATEGY
CITY OVERVIEW - LOCATION PLAN

- LEGEND**
- Major Destination
 - Ⓟ Parking
 - Vehicular Circulation
 - - - Pedestrian Circulation
 - Frontage Rd connecting tunnel under Hwy 97 with the start of the Bryce Trail

- SIGN TYPE LOCATIONS**
- ✕ Neighbourhood Sign
 - ✕ Wayfinding Sign (Pedestrian)
 - ✕ Wayfinding Sign (Vehicular)
 - ✕ Trailhead Sign
 - ✕ Trail Wayfinding Sign
 - ✕ Minor Park Sign
 - ✕ Major Park Sign



Notes:

- Location Plans show approximate signage placement only. All locations are to be site verified and confirmed by signage fabricator, engineer and MOTI prior to fabrication and installation.

Sign counts are based on Nomenclature List and Location Plans only.

| SIGN TYPE | QUANTITY | |
|---------------------------------|----------|---|
| Major Gateway Sign (North) | 1 | |
| Major Gateway Sign (South) | 1 | |
| Community (Minor Gateway) Signs | 5 | |
| Neighbourhood Signs | 12 | Includes sign for Abbott Heights, and 2 signs for North Quesnel, Carson Subdivision, and Johnston Subdivision |
| Park Signs (major) | 5 | No sign needed for West Fraser Timber Park |
| Park Signs (minor) | 13 | |
| Trail Head Signs | 14 | |
| Trail Wayfinding Signs | 45+ | This does not include WF Timber Park. |
| Vehicular Wayfinding Signs | 21 | |
| Pedestrian Wayfinding Signs | 12 | |



Section 2: Graphic Standards

| Zone Colours: | | | | | Supporting Colours: | | | | |
|----------------------|---|---|---|--|---|--|---|--|--|
| Colours | Downtown | West Quesnel | South Quesnel | North Quesnel | Dark Green | Dark Grey | Grey | White | South Quesnel -Secondary |
| | | | | | | | | | |
| Pantone® | Pantone® 3258 CMYK 59,0, 30,0 | Pantone® 7487 CMYK 42, 0, 62, 0 | Pantone® 7477 CMYK 86, 29, 21, 67 | Pantone® 1585 CMYK 0, 61, 97, 0 | Pantone® 626 CMYK 80, 18, 56, 54 | Pantone® 7540 CMYK 41, 28, 22, 70 | | | Pantone® 7477 @ 70% tint |
| Exterior Paint | MP 11709, ‘Perfect Gem’ Semi-gloss | MP 01543 “Shocking Green” Semi-gloss | MP 02783 “Las Palmas Blue” Semi-gloss | MP 01229 “Aranciata Orange” Semi-gloss | MP 14334 “Hogsmeade Green” Semi-gloss | MP 10269 “Dark Slate” Semi-gloss | To match street furniture hardware. Sample to be provided | MP 32071 “White Wonder” Semi-gloss | |
| Opaque Vinyl | | | | | | | | 3M 7725-20 “Matte White” Vinyl | |
| Reflective Vinyl | - | | - | - | - | - | | 3M 680-10 “White” Reflective Vinyl | |
| Usage Description | Primary colour field for Downtown Zone, accent colour | Primary colour field for West Quesnel Zone, accent colour | Primary colour field for West Quesnel Zone, accent colour | Primary colour field for North Quesnel Zone, accent colour | Primary colour field for Trail Head and Wayfinding Signs. | Primary colour field for Vehicular Wayfinding Signs. | All base plate/support structures. | Messaging on all signs. | Used for arrow background on Vehicular Wayfinding Signs |

All Paints are fade-resistant two part Polyurethane, finished with UV/Anti-graffiti coating.

Roboto

*Roboto is a friendly yet functional
Sans Serif typeface that will make
up the bulk of the wayfinding
sign design.*

Roboto Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Universal Language

Accessibility and ease of use are crucial elements when planning signage for a city. The purpose of any wayfinding symbol or pictogram is to convey a universal message that is easily understood by all those who will come in contact with the wayfinding.



WASHROOMS



PEDESTRIAN CROSSING



BIKE



FOOD



WHEELCHAIR ACCESSIBLE



WIFI ACCESS



INFORMATION



PARKING



EV CHARGE



TAXI



BUS



TRAIN STATION



TRAIL



PICNIC AREA



VIEWPOINT



SKATE PARK



BIKE LOCK AREA



DROP-OFF POINT



MOBILITY DEVICE ROUTE



DOG PARK



RV PARKING



SANI-DUMP



PLAYGROUND

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Wayfinding Program

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14 / 37

Tag-line Version:



Monogram Version:





Section 3:
Specification Drawings



South Gateway Sign

North Gateway Sign

Community (Minor Gateway) Sign

Neighbourhood
Sign

| | | | | | | | | | |
|--|----------------------|---------------|---|--------------------|-------------------------|----------------------|------------|--------|--|
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Major Park Sign

Minor Park Sign

Vehicular
Wayfinding

Pedestrian
Wayfinding

Trail Head
Sign

Trail
Wayfinding

| | | | | | | | |
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| | | | | | | 18 /37 | |

SPECIFICATION DETAILS

SIGN TYPE - SOUTH GATEWAY

- A

Concrete Base:

 - 1'-3" deep cast concrete base with beveled edges on top face.
 - Threaded rods set into concrete, sign fabricator to provide bolt pattern.
 - Architectural concrete finish.
 - Apply Anti-Graffiti clear coat (all sides).
 - Site specific foundation to be confirmed following structural engineering.
- B

Support Frame Structure:

 - 6" x 6" x 0.25" aluminum posts, one at 14'-0.5" high and one at 12'-1.5" high.
 - Posts welded onto 10" x 10" x 1" aluminum base plates.
 - Mechanically fastened to concrete base with threaded anchors.
 - 2" x 2" x 0.125" thick rectangular aluminum welded tube frame system welded to aluminum posts with horizontal supports every 2'.
- C

Sign Cabinet:

Option 1:

 - 0.75" thick Western Red Cedar wood panels joined and planed.
 - Cut curvature to shape.
 - Engrave and infill lines with darker stain (front face only).
 - Stain to specified finish and apply anti graffiti clear coat.
 - Back panel to be removable for installation purposes.
 - Mechanically fasten onto support frame structure (all hardware concealed).

Option 2:

 - 0.25" thick aluminum panels, cut to shape, primed and painted (all sides).
 - Digitally print wood grain using exterior grade inks onto 0.25" thick aluminum sheets (front, back and left/right sides. Top panel painted brown to match print). Paint edges to match print.
 - Apply Anti-Graffiti clear coat (all sides).
 - Mechanically fasten onto support posts. No visible hardware on the face.
 - Back panel to be removable for installation purposes.
- D

Side Panels:

Panel 1: Aqua

 - 0.5" thick aluminum panel, cut to shape, primed and painted aqua (all sides)
 - Digitally print pattern using exterior grade inks (front face only).
 - Apply Anti-Graffiti clear coat (all sides).
 - Welded to 6" x 6" aluminum support post.

Panel 2: Navy

 - 0.5" thick aluminum panel, cut to shape, primed and painted aqua (all sides)
 - Digitally print pattern using exterior grade inks (front face only).
 - Apply Anti-Graffiti clear coat (all sides).
 - Welded to 6" x 6" aluminum support post.
- E

Type:

Dimensional Letters (Welcome to):

 - 0.25" thick aluminum letters, painted white (all sides), pin mounted flush to sign cabinet.

Dimensional Letters (Quesnel):

 - 0.5" thick aluminum letters, painted white (all sides), pin mounted to stand off 0.25" from sign cabinet.

Dimensional Letters (It's in our nature):

 - 0.25" thick aluminum letters, painted white (all sides), pin mounted flush to sign cabinet.

Notes:

 - Signage fabricator to site verify all site dimensions and site conditions prior to manufacturing.
 - Drawing shows design intent only.



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SPECIFICATION DETAILS

SIGN TYPE - NORTH GATEWAY

- A

Concrete Base:

 - 1'-3" deep cast concrete base with beveled edges on top face.
 - Threaded rods set into concrete, sign fabricator to provide bolt pattern.
 - Architectural concrete finish.
 - Apply Anti-Graffiti clear coat (all sides).
 - Site specific foundation to be confirmed following structural engineering.
- B

Support Frame Structure:

 - 6" x 6" x 0.25" aluminum posts, one at 10'-1" high and one at 8'-2" high.
 - Posts welded onto 10" x 10" x 1" aluminum base plates.
 - Mechanically fastened to concrete base with threaded anchors.
 - 2" x 2" x 0.125" thick rectangular aluminum welded tube frame system welded to aluminum posts with horizontal supports every 2'.
- C

Sign Cabinet:

Option 1:

 - 0.75" thick Western Red Cedar wood panels joined and planed.
 - Cut curvature to shape.
 - Engrave and infill lines with darker stain (front face only).
 - Stain to specified finish and apply anti graffiti clear coat.
 - Back panel to be removable for installation purposes.
 - Mechanically fasten onto support frame structure (all hardware concealed).

Option 2:

 - 0.25" thick aluminum panels, cut to shape, primed and painted (all sides).
 - Digitally print wood grain using exterior grade inks onto 0.25" thick aluminum sheets (front, back and left/right sides. Top panel painted brown to match print). Paint edges to match print.
 - Apply Anti-Graffiti clear coat (all sides).
 - Mechanically fasten onto support posts. No visible hardware on the face.
 - Back panel to be removable for installation purposes.
- D

Side Panels:

Panel 1: Aqua

 - 0.5" thick aluminum panel, cut to shape, primed and painted aqua (all sides)
 - Digitally print pattern using exterior grade inks (front face only).
 - Apply Anti-Graffiti clear coat (all sides).
 - Welded to 6" x 6" aluminum support post.

Panel 2: Navy

 - 0.5" thick aluminum panel, cut to shape, primed and painted aqua (all sides)
 - Digitally print pattern using exterior grade inks (front face only).
 - Apply Anti-Graffiti clear coat (all sides).
 - Welded to 6" x 6" aluminum support post.
- E

Type:

Dimensional Letters (Welcome to):

 - 0.25" thick aluminum letters, painted white (all sides), pin mounted flush to sign cabinet.

Dimensional Letters (Quesnel):

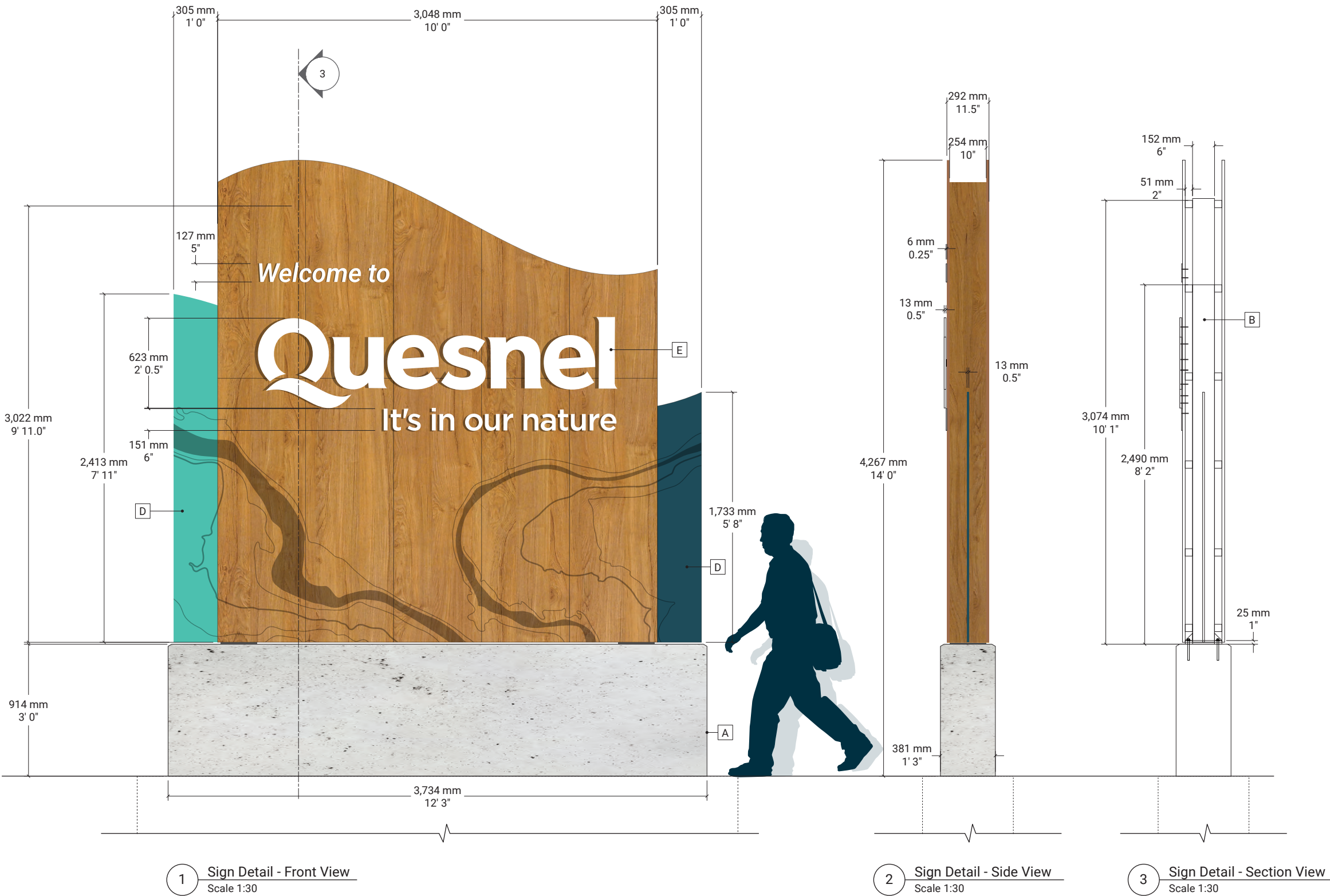
 - 0.5" thick aluminum letters, painted white (all sides), pin mounted to stand off 0.25" from sign cabinet.

Dimensional Letters (It's in our nature):

 - 0.25" thick aluminum letters, painted white (all sides), pin mounted flush to sign cabinet.

Notes:

 - Signage fabricator to site verify all site dimensions and site conditions prior to manufacturing.
 - Drawing shows design intent only



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SPECIFICATION DETAILS

SIGN TYPE - COMMUNITY (MINOR GATEWAY)

- A

Concrete Base:

 - 1'-3" deep cast concrete base with beveled edges on top face.
 - Threaded rods set into concrete, sign fabricator to provide bolt pattern.
 - Architectural concrete finish.
 - Apply Anti-Graffiti clear coat (all sides).
 - Site specific foundation to be confirmed following structural engineering.
- B

Support Frame Structure:

 - 6" x 6" x 0.25" aluminum posts, one at 8'-8" high and one at 7'-8" high.
 - Posts welded onto 10" x 10" x 1" aluminum base plates.
 - Mechanically fastened to concrete base with threaded anchors.
 - 2" x 2" x 0.125" thick rectangular aluminum welded tube frame system welded to aluminum posts with horizontal supports every 2'.
- C

Sign Cabinet:

Option 1:

 - 0.75" thick Western Red Cedar wood panels joined and planed.
 - Cut curvature to shape.
 - Engrave and infill lines with darker stain (front face only).
 - Stain to specified finish and apply anti graffiti clear coat.
 - Back panel to be removable for installation purposes.
 - Mechanically fasten onto support frame structure (all hardware concealed).

Option 2:

 - 0.25" thick aluminum panels, cut to shape, primed and painted (all sides).
 - Digitally print wood grain using exterior grade inks onto 0.25" thick aluminum sheets (front, back and left/right sides. Top panel painted brown to match print). Paint edges to match print.
 - Apply Anti-Graffiti clear coat (all sides).
 - Mechanically fasten onto support posts. No visible hardware on the face.
 - Back panel to be removable for installation purposes.
- D

Side Panels:

Panel 1: Aqua

 - 0.25" thick aluminum panel, cut to shape, primed and painted aqua (all sides)
 - Digitally print pattern using exterior grade inks (front face only).
 - Apply anti graffiti clear coat or laminate.
 - Welded to 6" x 6" aluminum support post.

Panel 2: Navy

 - 0.25" thick aluminum panel, cut to shape, primed and painted aqua (all sides)
 - Digitally print pattern using exterior grade inks (front face only).
 - Apply Anti-Graffiti clear coat (all sides).
 - Welded to 6" x 6" aluminum support post.
- E

Type:

Dimensional Letters:

 - 0.25" thick aluminum letters, painted white (all sides), pin mounted flush to sign cabinet.

Notes:

 - Signage fabricator to site verify all site dimensions and site conditions prior to manufacturing.
 - Drawing shows design intent only.



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| | | | | Design Development - R1 | SL / AT | 21 / 37 |

SPECIFICATION DETAILS

SIGN TYPE - NEIGHBOURHOOD

- A

Support Frame Structure:

 - 4" x 4" x 0.25" aluminum posts, one at 6'-0" high and one at 5'-5" high.
 - Posts welded onto 8" x 8" x 1" aluminum base plates.
 - Mechanically fasten to concrete base with threaded anchors.
- B

Sign Cabinet:

 - 0.25" thick aluminum panels, cut to shape, primed and painted (all sides).
 - Digitally print wood grain and 'Q' symbol using exterior grade inks onto 0.25" thick aluminum sheets (front, back and sides panels. Top panel painted brown to match print).
 - Apply anti graffiti clear coat.
 - Mechanically fasten onto support posts. No visible hardware on the face.
- C

Side Panel:

 - 0.25" thick aluminum panel, cut to shape, primed and painted zone colour (all sides).
 - Digitally print pattern using exterior grade inks (single or double sided depending on sign location).
 - Apply anti graffiti clear coat.
 - Weld to 4" x 4" aluminum support post.
- D

Type:

 - Matte white vinyl applied to first surface of sign panels (front and back face dependent on location) (layout details shown on following page)
- E

Footing

 - Threaded rods set into concrete, sign fabricator to provide bolt pattern.
 - Site specific foundation to be confirmed following structural engineering.

Notes:

 - Signs can be single or double side depending on location.
 - If sign is not visible from behind, then back panel can be omitted.
 - Signage fabricator to site verify all site dimensions and site conditions prior to manufacturing.
 - Drawing shows design intent only.



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| | | | | DRAWING Design Development - R1 | CHECKED BY SL / AT | PAGE 22 / 37 |

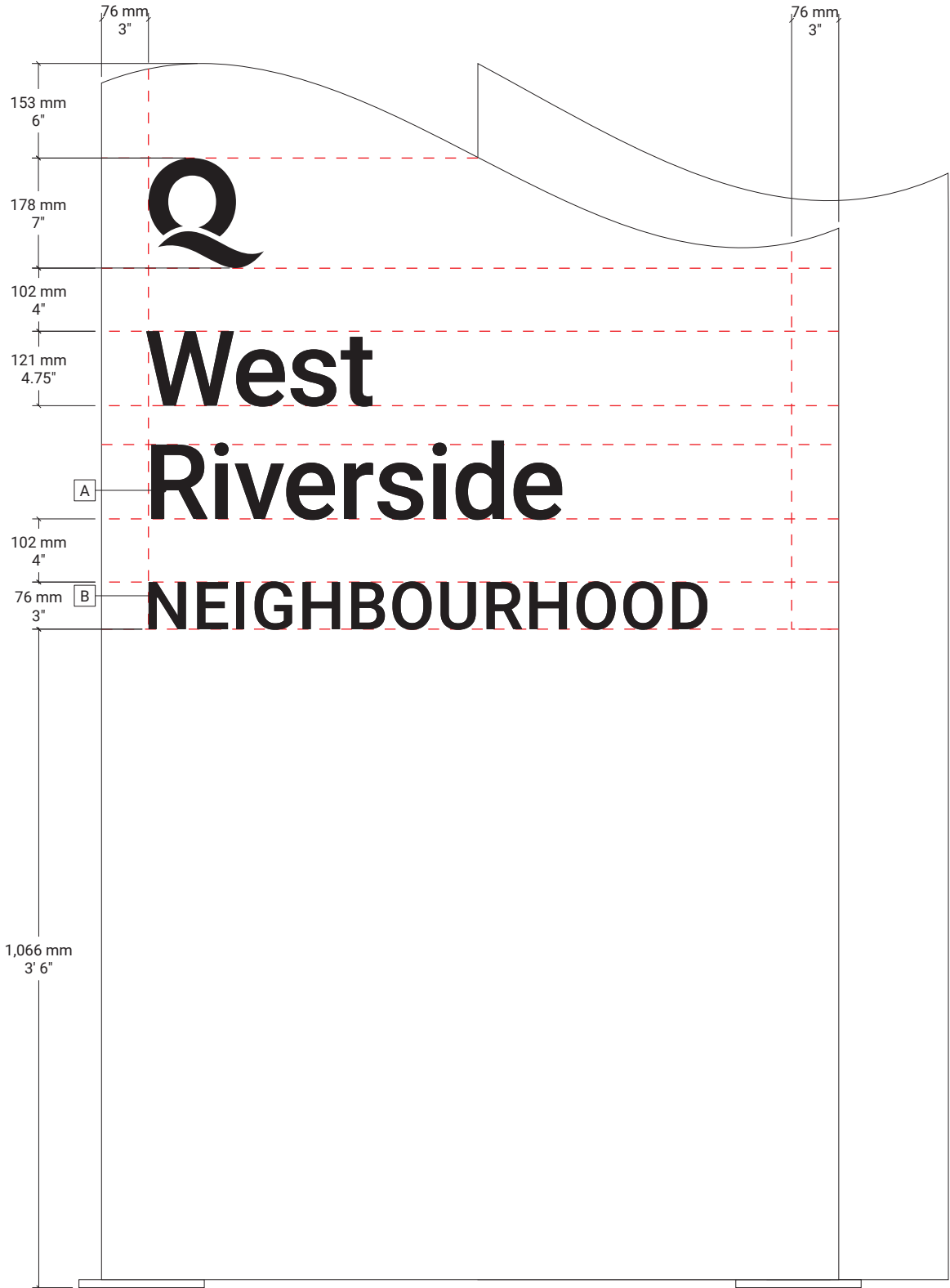
SPECIFICATION DETAILS

SIGN TYPE - NEIGHBOURHOOD

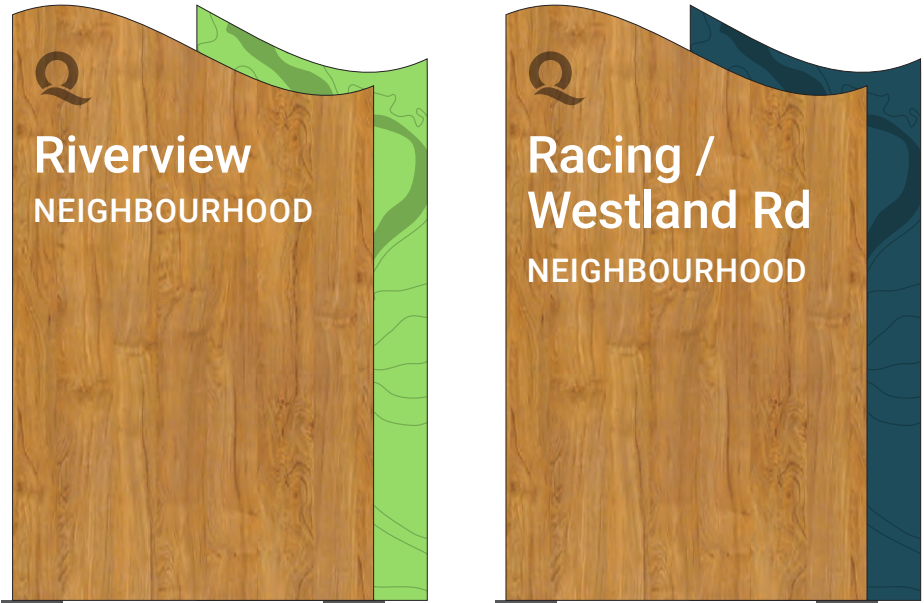
Guidelines:

Shown here is the layout grid and margins for positioning and creating the Neighbourhood signage.

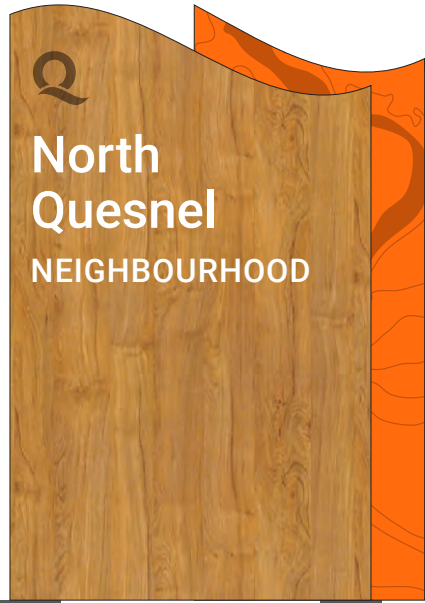
- A
- Primary Message – *Name*
- Type is 4.75" cap height (480pt, 520pt leading) Roboto Medium, title case.
 - Clear space shown around message should always be maintained.
 - Message should be a maximum of two lines.
- B
- Secondary Message – *'Neighbourhood' or 'Subdivision'*
- Type is 3" cap height (304pt, 466pt leading, 25 tracking) Roboto Medium, uppercase.
 - Clear space shown around message should always be maintained.
 - Baseline of secondary message should not drop below 3'-6"



1 Sign Detail - Front View
Scale 1:10



West Quesnel
South Quesnel



North Quesnel

2 Sign Elevations - Acceptable Layout and Zone Variations
Scale 1:25

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SPECIFICATION DETAILS

SIGN TYPE - MAJOR PARK

- A

Support Frame Structure:

 - 4" x 4" x 0.25" aluminum posts, one at 6'-0" high and one at 5'-5" high.
 - Posts welded onto 8" x 8" x 1" aluminum base plates.
 - Mechanically fasten to concrete base with threaded anchors.
- B

Sign Cabinet:

 - 0.25" thick aluminum panels, cut to shape, primed and painted (all sides).
 - Digitally print wood grain and 'Q' symbol using exterior grade inks onto 0.25" thick aluminum sheets (front, back and sides panels. Top panel painted brown to match print).
 - Apply anti graffiti clear coat.
 - Mechanically fasten onto support posts. No visible hardware on the face.
- C

Side Panel:

 - 0.25" Deep aluminum panel, cut to shape, primed and painted zone colour (all sides).
 - Digitally print pattern using exterior grade inks (single or double sided depending on sign location).
 - Apply anti graffiti clear coat.
 - Weld to 4" x 4" aluminum support post.
- D

Type / Pictograms:

 - Matte white vinyl applied to first surface of sign panels (front and back face dependent on location) (layout details shown on following page)
- E

Footing

 - Threaded rods set into concrete, sign fabricator to provide bolt pattern.
 - Site specific foundation to be confirmed following structural engineering.

Notes:

 - If sign is not visible from behind, then back panel can be omitted.
 - If sign is visible, park name should be included on both front and back panels.
 - Signage fabricator to site verify all site dimensions and site conditions prior to manufacturing.
 - Drawing shows design intent only.



1 Sign Detail - Front View
Scale 1:15

2 Sign Detail - Side View
Scale 1:15

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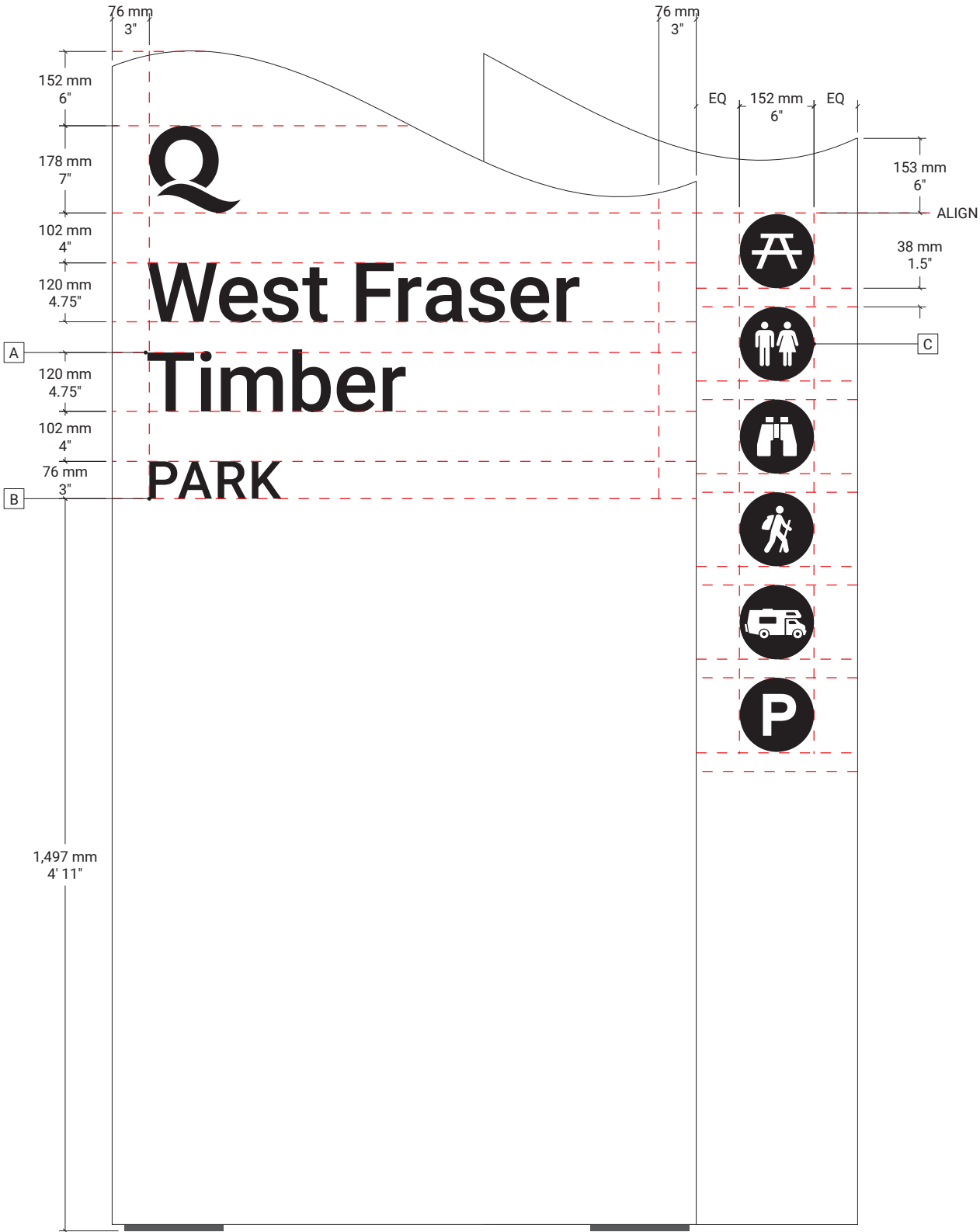
SPECIFICATION DETAILS

SIGN TYPE - PARK

Guidelines:

Shown here is the layout grid and margins for positioning and creating the Park signage.

- A
- Primary Message – *Destination*
- Type is 4.75" cap height (480pt, 520pt leading) Roboto Medium, title case.
 - Clear space shown around message should always be maintained.
 - Message should be a maximum of two lines.
- B
- Secondary Message – *‘Park’ or ‘Memorial Park’*
- Type is 3" cap height (304pt, 466pt leading, 25 tracking) Roboto Medium, uppercase.
 - Clear space shown around message should always be maintained.
 - Baseline of secondary message should not drop below 4'-11"
- C
- Pictogram Panel:
- 6"x 6" pictograms should be used to show amenities/activities located in the park.
 - Pictograms should be stacked vertically from the top. A maximum of six pictograms can be included on this sign type.



1 Sign Detail - Front View
Scale 1:12



2 Sign Elevations - Acceptable Layout and Zone Variations
Scale 1:30

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| | | | | Design Development - R1 | SL / AT | 25 / 37 |

SPECIFICATION DETAILS

SIGN TYPE - MINOR PARK SIGN

- A

Wood Post Structure:

Posts:

 - One 8" x 8" Western Red Cedar post mechanically fastened to base plate/support.
 - Cut top of post with a 290 degree angled cut.

Q symbol:

 - Engrave and infill Q with darker stain (front and back faces if double sided).
- B

Message Panels:

Panels:

 - 0.25" thick Dibond (or approved equivalent), cut to shape, primed and painted zone colour (all sides).
 - Digitally print pattern (front and back face).
 - Apply Anti-Graffiti clear coat (all sides).

Mounting:

 - Mechanically fasten message panels to wood post structure and L Brackets (or approved equivalent)
 - Prime and paint all mounting hardware to match zone colour (all sides)
- C

Type / Pictograms /Arrows:

 - Matte white vinyl applied to first surface of sign panels (front and back face).
- D

Base Plate/Support:

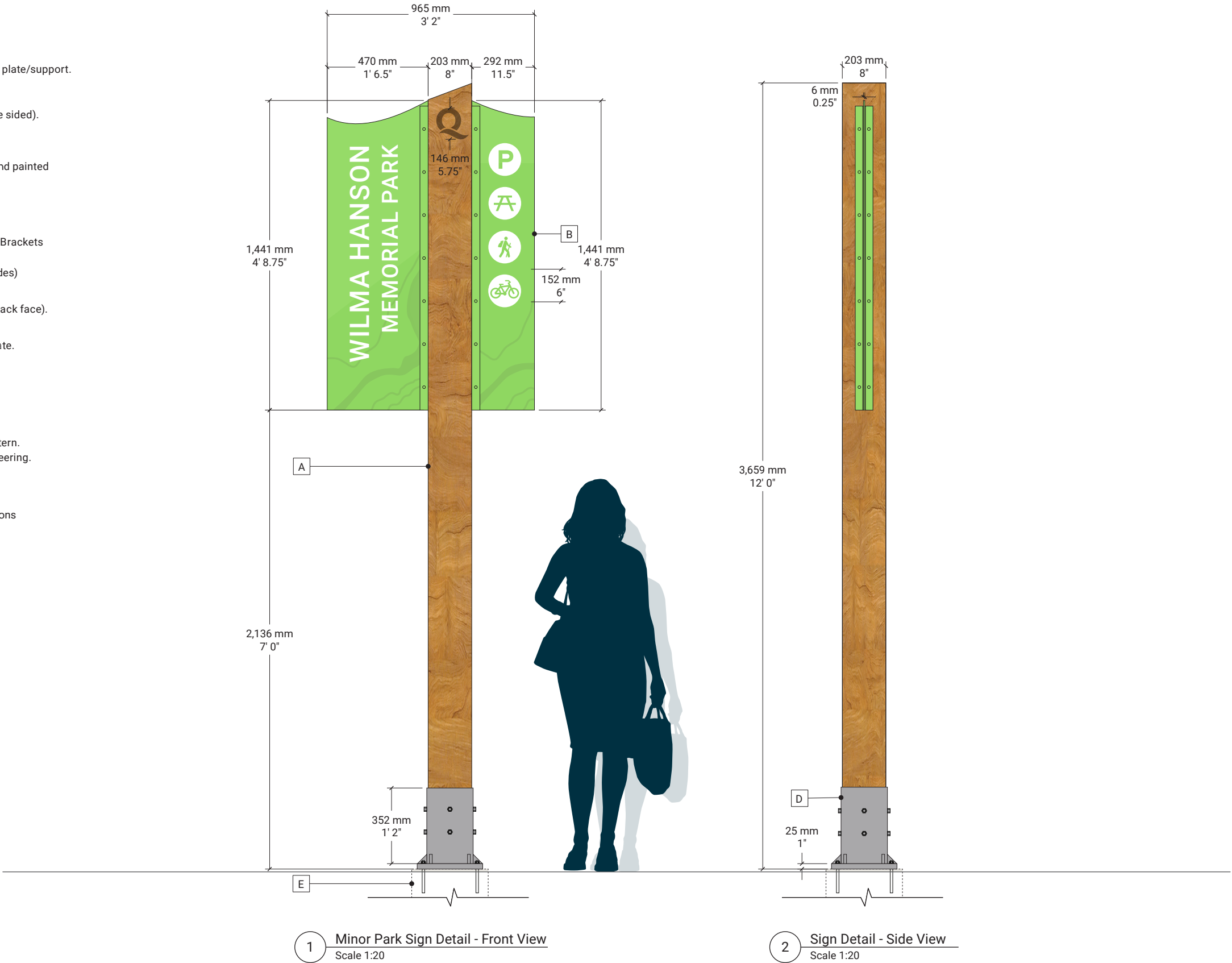
 - 8" x 8" x 0.25" deep steel sleeve, welded to 1' x 1' x 1" steel base plate.
 - Gussets welded to all four sides.
 - Prime and paint base plate/supports grey.
 - Bolt steel sleeve to wood post.
 - Mechanically fasten to concrete footing with threaded anchors.
- E

Footing:

 - Threaded rods set into concrete, sign fabricator to provide bolt pattern.
 - Site specific foundation to be confirmed following structural engineering.

Notes:

 - Signs are double sided.
 - Signage fabricator to site verify all site dimensions and site conditions prior to manufacturing.
 - Drawing shows design intent only.



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| | | | 26 / 37 | | | | | | | | |

SPECIFICATION DETAILS

SIGN TYPE - MINOR PARK SIGN

Guidelines:

Shown here is the layout grid and margins for positioning and creating the Minor Park signage.

- A
- Park Name Panel:**

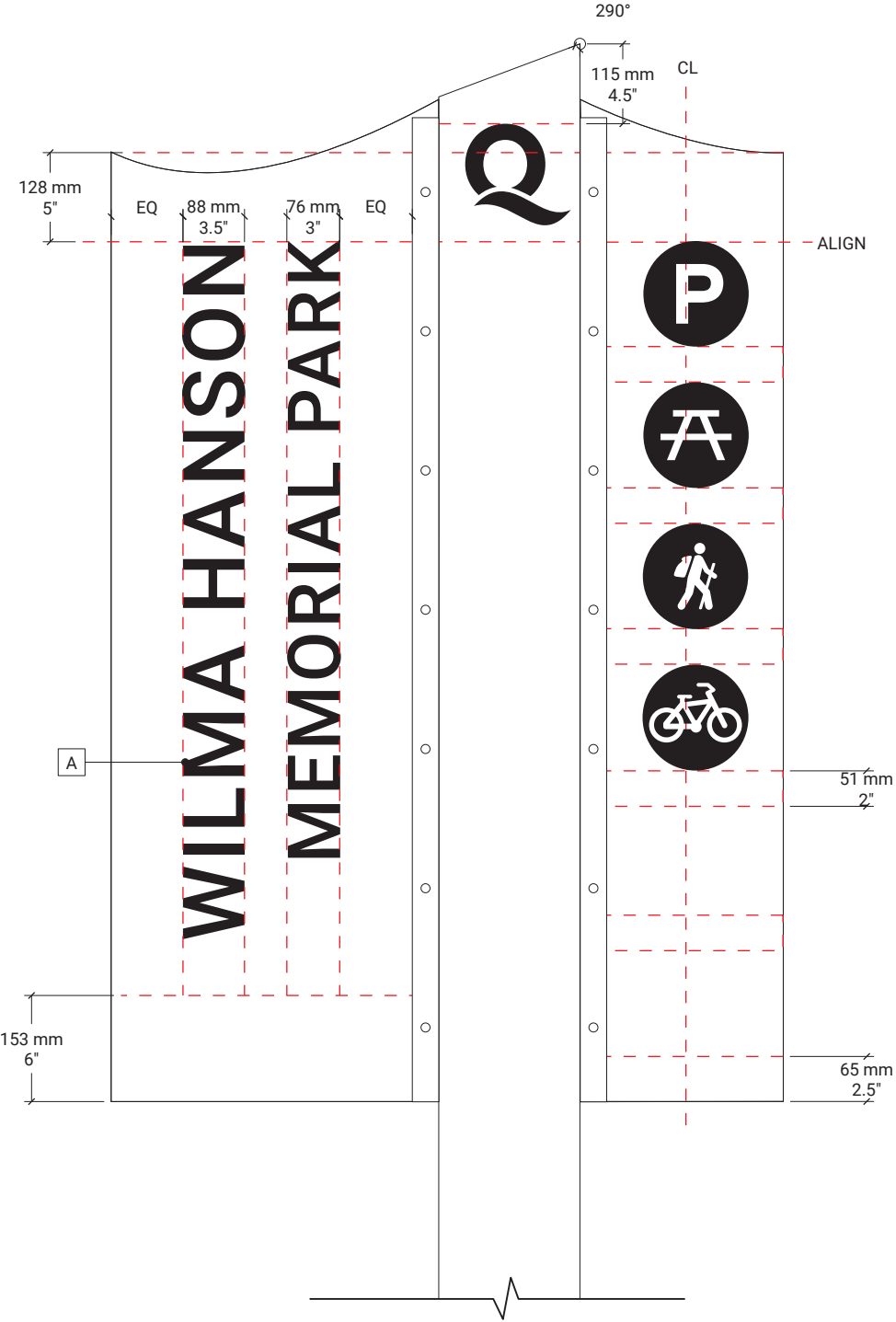
Primary Message – Destination

 - Type is 3.5" cap height (353pt, 424pt leading, 50 tracking) Roboto Medium, uppercase.

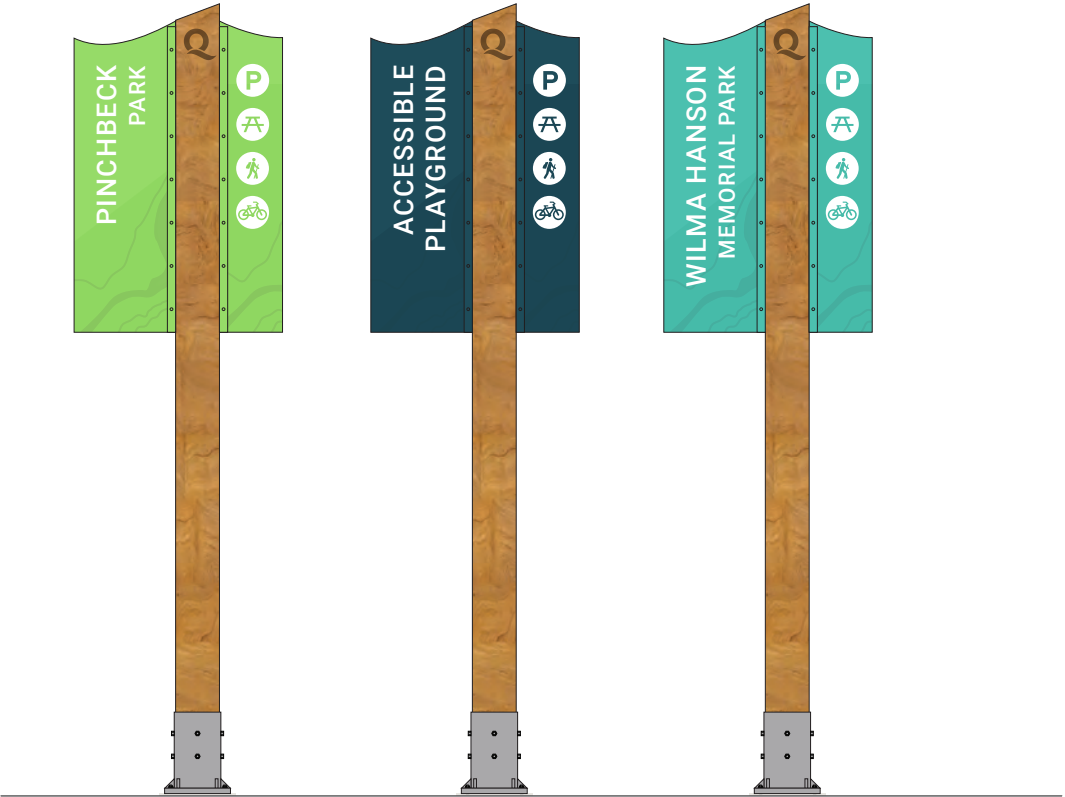
Secondary Message - 'Park' or 'Memorial Park'

 - Type is 2.5" cap height (300pt, 390pt leading, 50 tracking) Roboto Medium, uppercase.
 - Clear space shown around message should always be maintained.
 - Message should be a maximum of two lines.
 - Colour of sign panel should change depending on the zone the park is in.
- B
- Pictogram Panel:**

 - Clear space shown around and between pictograms should always be maintained.
 - Pictograms should be stacked vertically from the top. A maximum of six pictograms can be included on this sign type.
 - Colour of sign panel to match zone colour.



1 Sign Detail - Front View
Scale 1:10



2 Sign Elevations - Acceptable Layout and Zone Variations
Scale 1:35

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|--|----------------------|---------------|---|---|----------------------------------|--|
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| | | | DRAWING Design Development - R1 | CHECKED BY SL / AT | PAGE 27 / 37 | |

SPECIFICATION DETAILS

SIGN TYPE - TRAIL HEAD

- A

Wood Post Structure:

Posts:

 - One 8" x 8" Western Red Cedar post mechanically fastened to base plate/support.
 - Cut top of post with a 290 degree angled cut.

Q symbol:

 - Engrave and infill Q with darker stain (front and back faces if double sided).
- B

Message Panels:

Panels:

 - 0.25" thick Dibond (or approved equivalent), cut to shape, primed and painted zone colour and dark green (all sides).
 - Digitally print pattern (front and back face).
 - Apply Anti-Graffiti clear coat (all sides).

Mounting:

 - Mechanically fasten message panels to wood post structure and L Brackets (or approved equivalent)
 - Prime and paint all mounting hardware to match zone colour and dark green (all sides)
- C

Type / Pictograms /Arrows:

 - Matte white vinyl applied to first surface of sign panels (front and back face).
- D

Map Panels:

 - Map graphic TBC.
 - 0.25" deep Dibond (or approved equivalent), cut to shape, primed and painted dark grey.
 - Digitally print all graphics (white and colour) to front face only using exterior grade inks.
 - Apply Anti-Graffiti clear coat (all sides).
- E

Base Plate/Support:

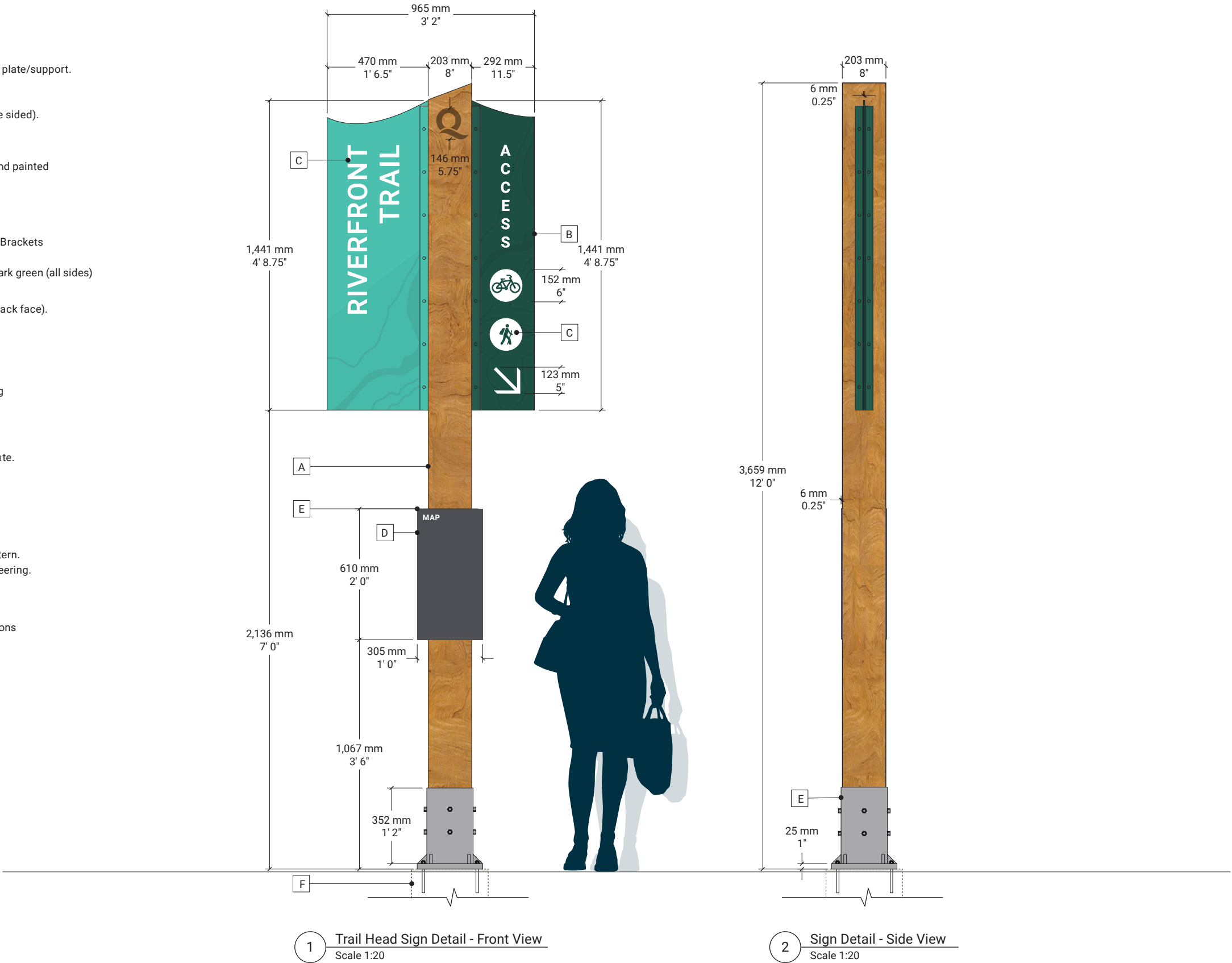
 - 8" x 8" x 0.25" deep steel sleeve, welded to 1' x 1' x 1" steel base plate.
 - Gussets welded to all four sides.
 - Prime and paint base plate/supports grey.
 - Bolt steel sleeve to wood post.
 - Mechanically fasten to concrete footing with threaded anchors.
- F

Footing:

 - Threaded rods set into concrete, sign fabricator to provide bolt pattern.
 - Site specific foundation to be confirmed following structural engineering.

Notes:

 - Signs are double sided.
 - Signage fabricator to site verify all site dimensions and site conditions prior to manufacturing.
 - Drawing shows design intent only.



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SPECIFICATION DETAILS

SIGN TYPE - TRAIL HEAD

Guidelines:

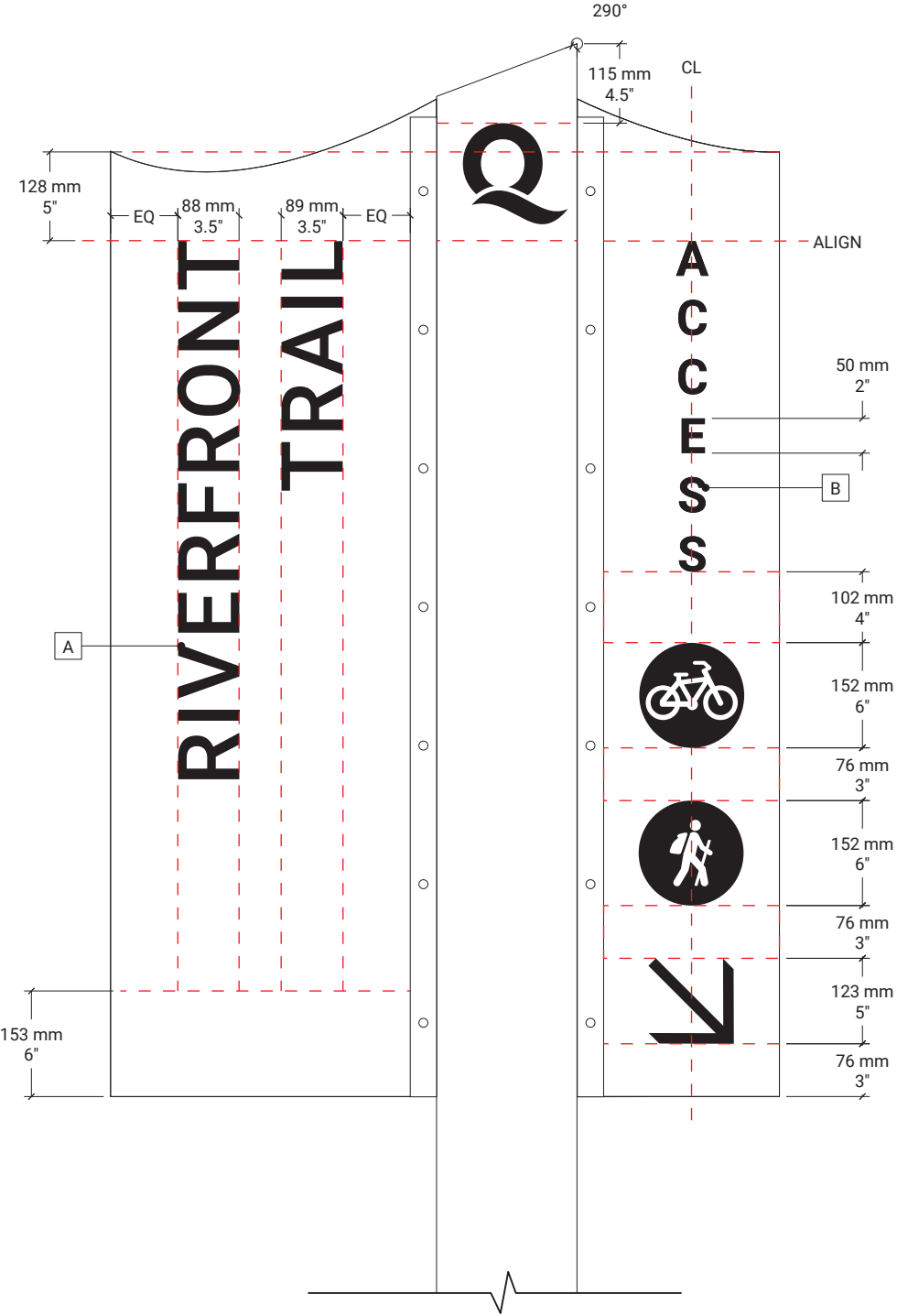
Shown here is the layout grid and margins for positioning and creating the Trail Head signage.

A

- Trail Name Panel:
- Type is 3.5" cap height (353pt, 423.6pt leading, 50 tracking) Roboto Medium, uppercase.
 - Clear space shown around message should always be maintained.
 - Message should be a maximum of two lines.
 - Colour of sign panel should change depending on the zone the trail is in.

B

- Access / Pictograms / Arrow panel:
- Type is 2" cap height (200pt, 242pt leading, 50 tracking) Roboto Regular, uppercase, stacked vertically.
 - Clear space shown around and between messages pictograms and arrows should always be maintained.
 - Pictograms and arrow should be stacked vertically and oriented to point to the trail path.
 - Colour of sign panel should remain dark green, regardless of the zone.



1 Sign Detail - Front View
Scale 1:10



2 Sign Elevations - Acceptable Layout and Zone Variations
Scale 1:35

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SPECIFICATION DETAILS

SIGN TYPE - TRAIL WAYFINDING

- A

Wood Post Structure:

Posts:

 - One 8" x 8" Western Red Cedar post with knife plate cut on bottom edge.
 - Mechanically fasten to knife plate support.
 - Cut top of post with a 290 degree angled cut.

Q symbol:

 - Engrave and infill Q with darker stain (sides A and C only).
- B

Message Area:

Panels:

 - 0.125" thick Dibond (or approved equivalent), cut to shape, primed and painted (all sides). Layout details shown on following page.
 - Apply Anti-Graffiti clear coat (all sides).
 - Maximum height of message panels should not exceed 1'-8".

Mounting:

 - Mechanically fasten to wood post through face with tamper proof hardware, painted dark green to match.
- C

Type / Pictograms /Arrows:

 - Matte white vinyl applied to first surface of sign panels.
- D

Base Plate/Support:

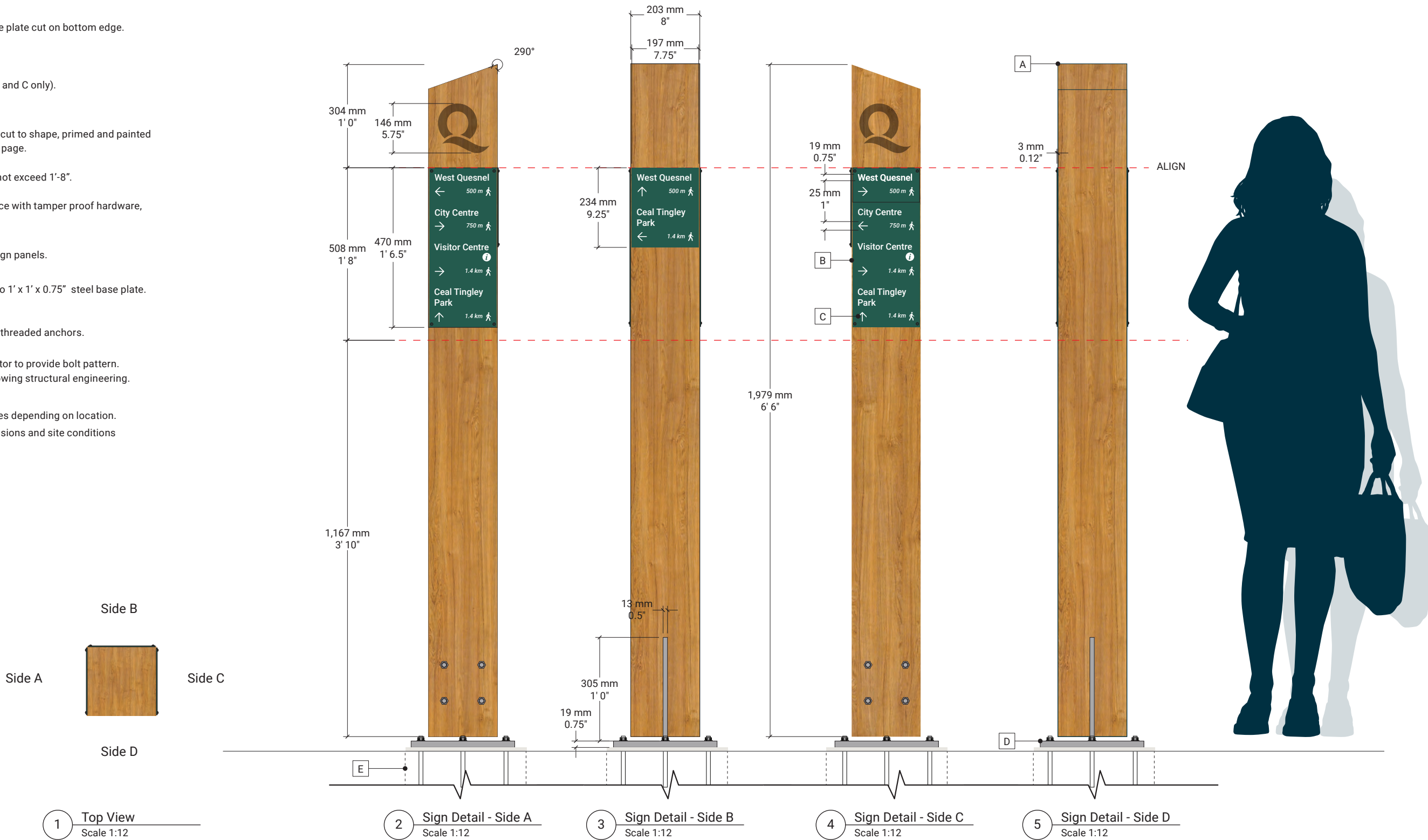
 - 8" x 12" x 0.5" deep steel knife plate, welded to 1' x 1' x 0.75" steel base plate.
 - Prime and paint base plate/supports grey.
 - Bolt wood post to knife plate.
 - Mechanically fasten to concrete footing with threaded anchors.
- E

Footing:

 - Threaded rods set into concrete, sign fabricator to provide bolt pattern.
 - Site specific foundation to be confirmed following structural engineering.

Notes:

 - Signs can have messaging on one to four sides depending on location.
 - Signage fabricator to site verify all site dimensions and site conditions prior to manufacturing.
 - Drawing shows design intent only.



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SPECIFICATION DETAILS

SIGN TYPE - TRAIL WAYFINDING

Guidelines:

Shown here is the layout grid and margins for positioning and creating the Trail Wayfinding signage.

A

Primary Message – Destination:

- Type is 0.75" cap height (76pt, 90pt leading) Roboto Medium.

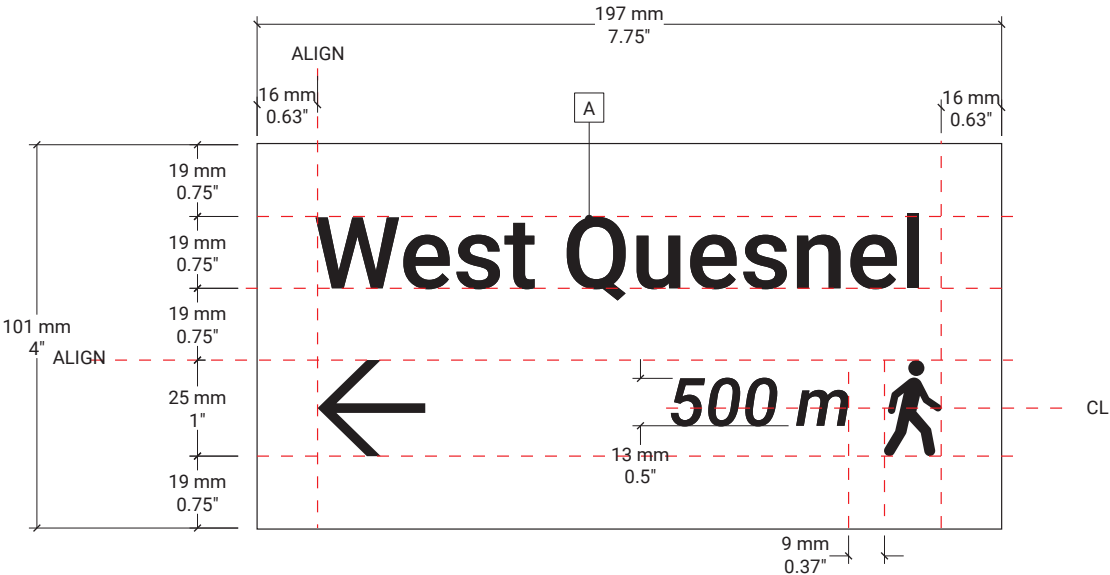
B

Secondary Message -Distance:

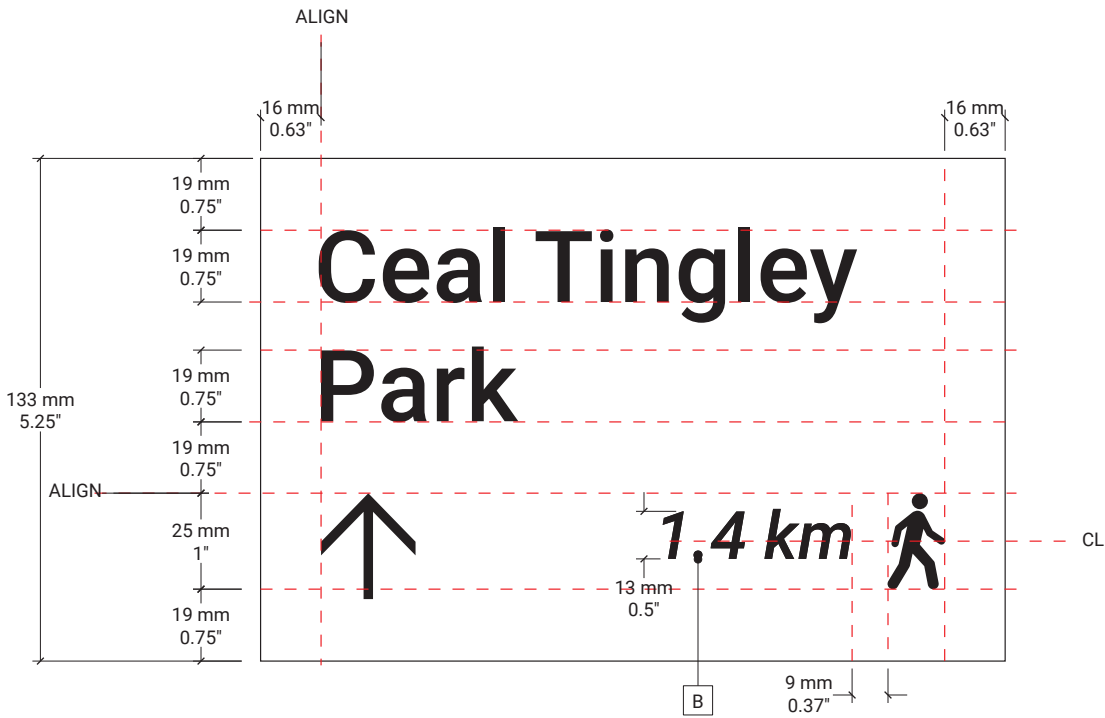
- Type is 0.5" cap height (51pt) Roboto Medium Italic.

Overall:

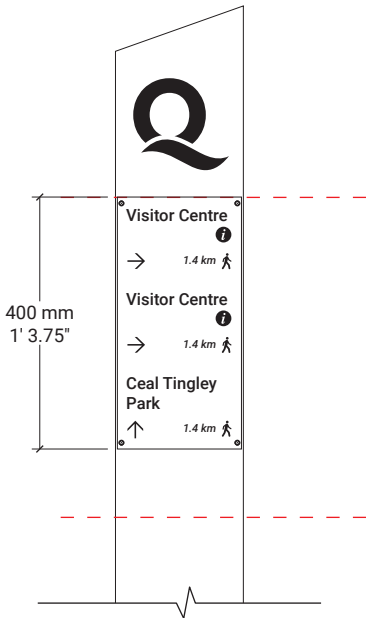
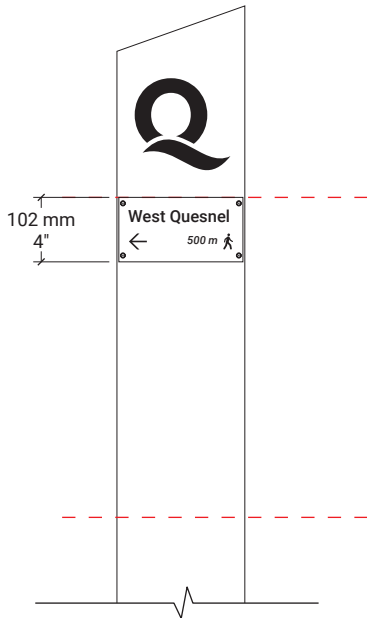
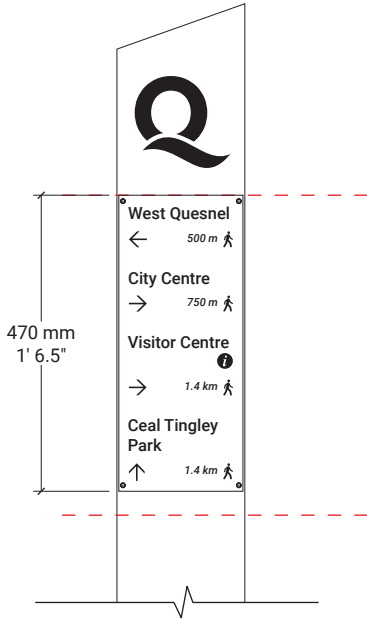
- Colour of sign panel should remain dark green, regardless of the zone.
- Sign Panels should be stacked and combined to one piece, maximum overall height of 1'-8". Aligned to the top at 5'-6" from base.
- Clear space shown around message should always be maintained.
- Messages should be a maximum of two lines.
- Use of pictograms is encouraged, if space permits.



1 Sign Panel Detail - Single Line Destination
Scale 1:3



2 Sign Panel Detail - Double Line Destination
Scale 1:3



3 Sign Elevations - Example Variations
Scale 1:12

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| Issued for Review | 12 June, 2018 |

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CLIENT / PROJECT
City of Quesnel
Wayfinding Program

DRAWING
Design Development - R1

COMMENTS
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SL / AT

PAGE
31 / 37

SPECIFICATION DETAILS

SIGN TYPE - VEHICULAR WAYFINDING

- A

Wood Post Structure:

Posts:

 - Two 8" x 8" Western Red Cedar posts mechanically fastened together and to base plate/support.(post heights vary depending on location).
 - Posts to end 1'-0" higher than top edge of sign panel, with a 290 degree angled cut.

Q symbol:

 - Engrave and infill Q with darker stain (front face only).
- B

Message Panels:

Panels:

 - 0.25" thick Dibond (or approved equivalent), cut to shape, painted dark grey (all sides)
 - Apply Anti-Graffiti clear coat (all sides).
 - Option to install separate message panels or one large panel.
 - Total height to be no larger than 6'.

Mounting:

 - Mechanically fasten message panel to wood post structure at 5'-0" baseline from *grade.
 - Prime and paint all mounting hardware to match dark grey.

Type/Pictograms/Arrows:

 - Reflective white vinyl applied to first surface of sign panel. (layout details shown on following page)
- C

Zone Panel:

Panels:

 - 0.25" thick Dibond (or approved equivalent), cut to shape, primed and painted zone colour (all sides).
 - Apply Anti-Graffiti clear coat (all sides).

Mounting:

 - Mechanically fasten message panels to wood post structure and L Brackets (or approved equivalent)

Type:

 - Reflective white vinyl applied to first surface of sign panel.
- D

Base Plate/Support:

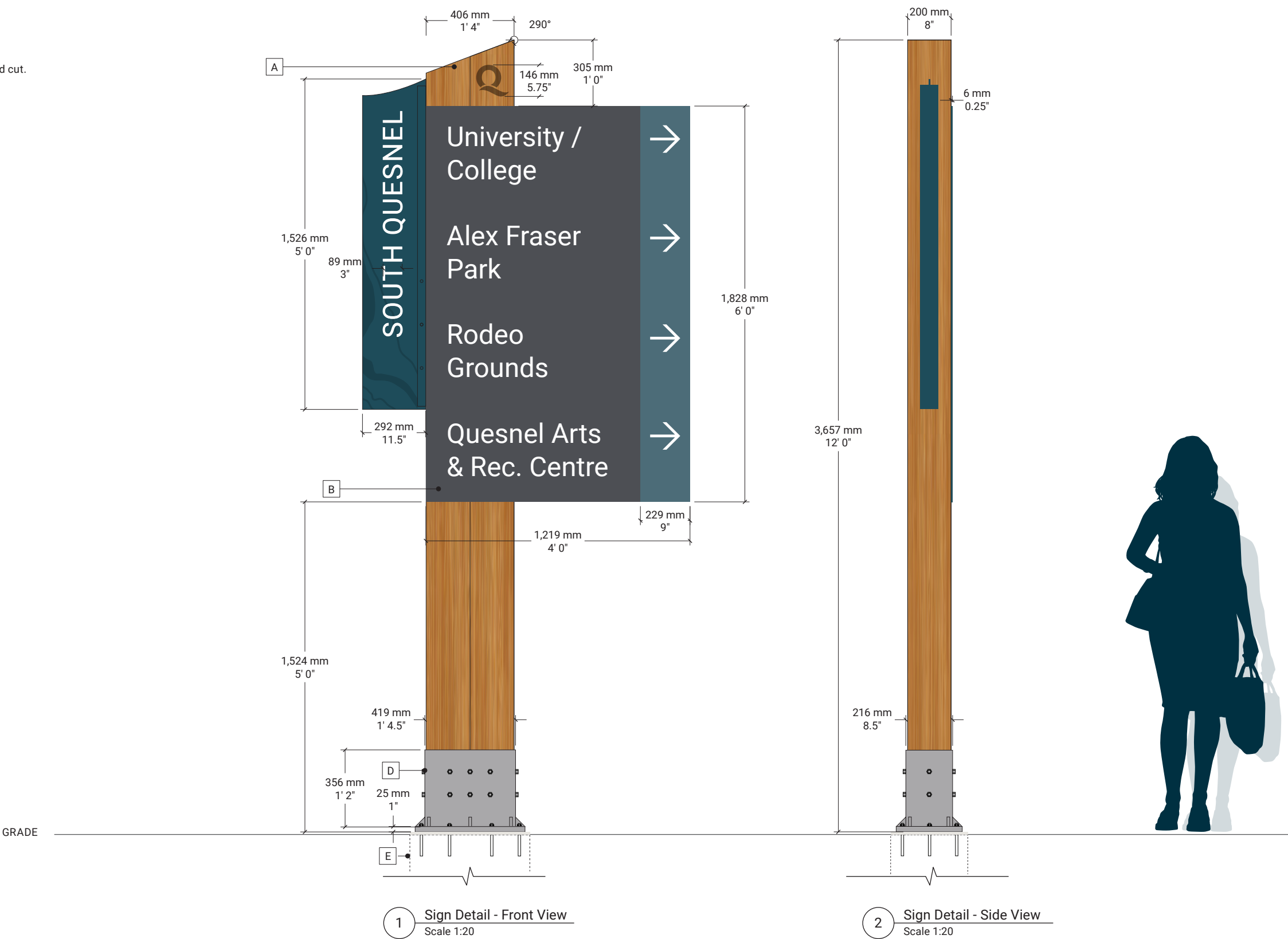
 - 16" x 8" x 0.25" deep steel sleeve, welded to 1' x 1' x 1" steel base plate.
 - Gussets welded to all four sides.
 - Prime and paint base plate/supports grey.
 - Bolt steel sleeve to wood post.
 - Mechanically fasten to concrete footing with threaded anchors.
- E

Footing:

 - Threaded rods set into concrete, sign fabricator to provide bolt pattern.
 - Site specific foundation to be confirmed following structural engineering.

Notes:

 - *Grade should be taken from the highest point of the adjacent roadway.
 - Signage fabricator to site verify all site dimensions and site conditions prior to manufacturing.
 - Drawing shows design intent only.



| | | | | | | |
|--|----------------------------------|-----------------------|---|---|------------------------------------|-----------------------|
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SPECIFICATION DETAILS

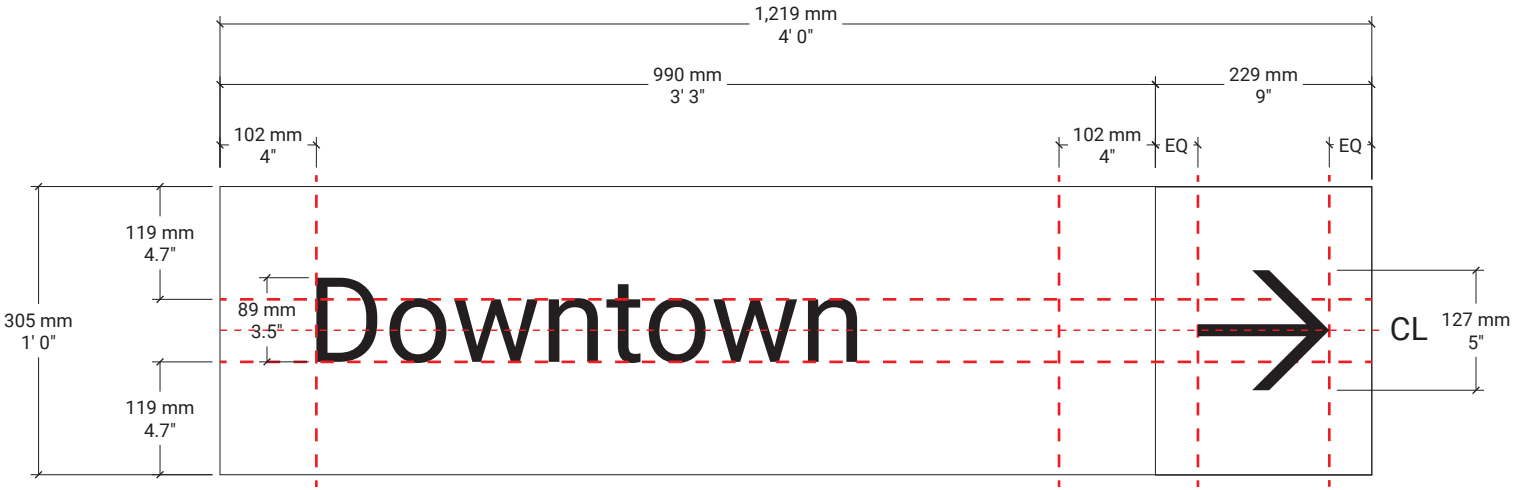
SIGN TYPE - VEHICULAR WAYFINDING

Message Panels:

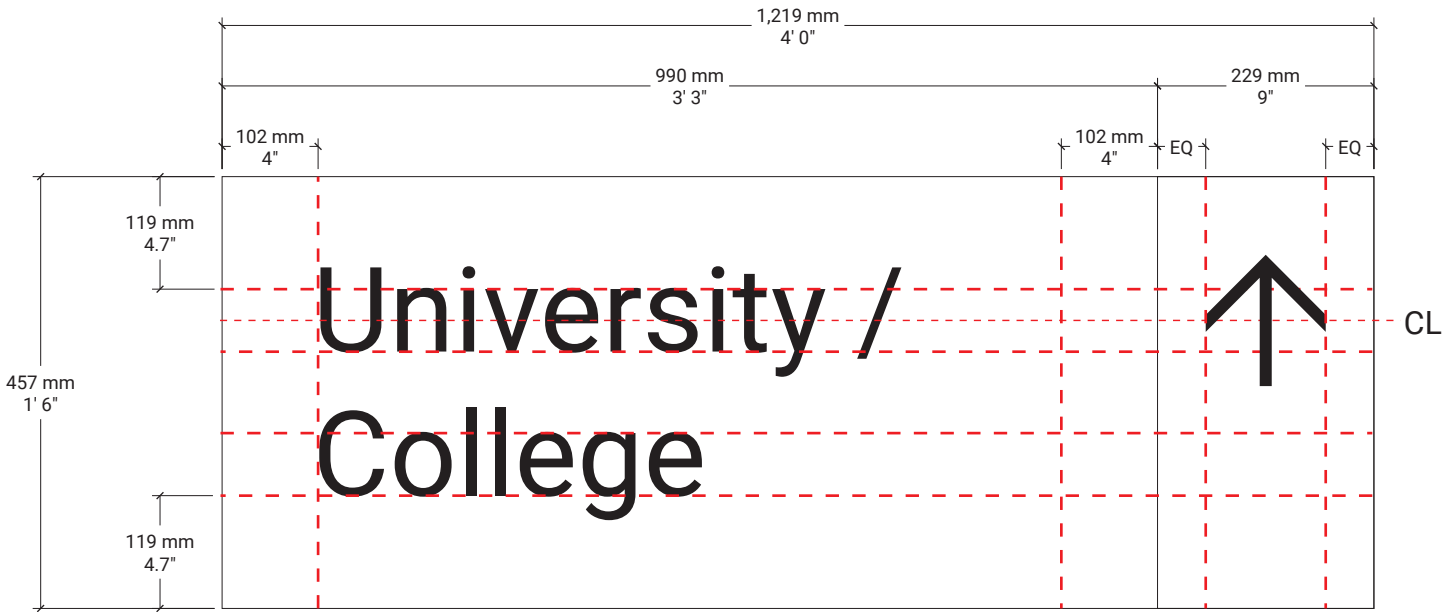
Shown here is the layout grid and margins for positioning and creating the vehicular wayfinding signage.

Guidelines:

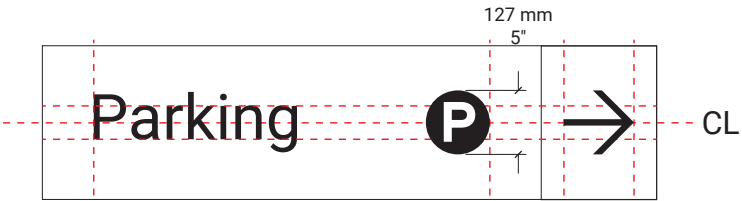
- Type is 3.5" cap height (355pt, 432pt leading) Roboto Regular.
- Arrows always align to the center of the first line message.
- Sign Panels can be combined and stacked to a maximum overall height of 6’
- Clear space shown around message should always be maintained.
- Messages should be a maximum of two lines.
- Use of pictograms is encouraged, if space permits.



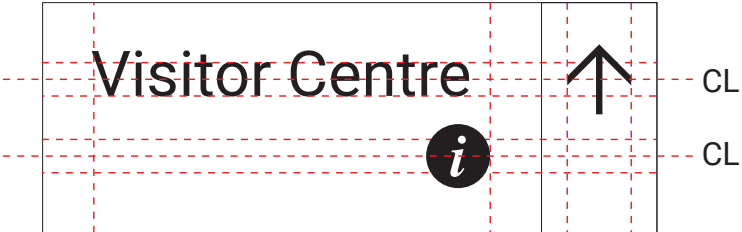
1 Sign Panel Detail - Single Line Destination
Scale 1:8



3 Sign Panel Detail - Double Line Destination
Scale 1:8



2 Pictogram Variation - Single Line Destination
Scale 1:15



4 Pictogram Variation - Double Line Destination
Scale 1:15

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SPECIFICATION DETAILS

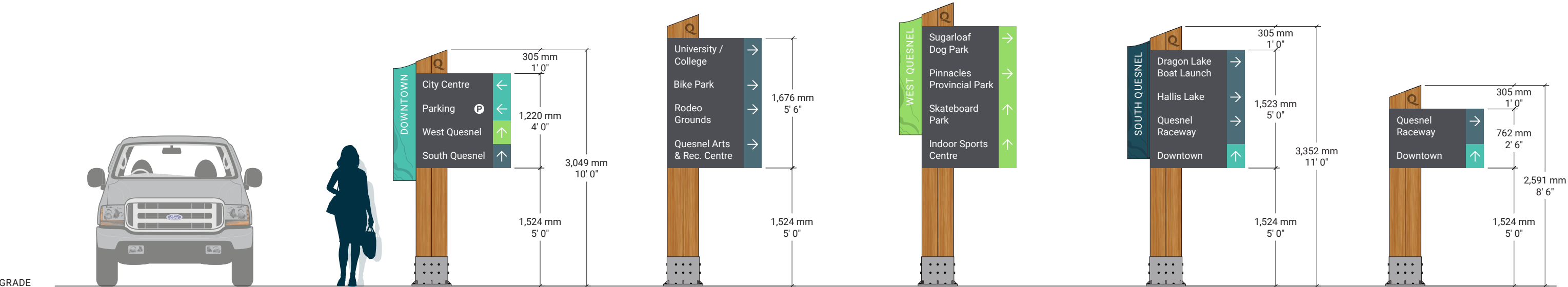
SIGN TYPE - VEHICULAR WAYFINDING

Example Configurations:

Shown here are some acceptable configurations for the vehicular wayfinding sign type.

Guidelines:

- Message Panels can be combined and stacked to a maximum overall height of 6'.
- If overall height of combined Message Panels is less than 3', then the Zone Panel should not be included (variation E).
- If space is an issue at the install location there is also the option to remove the zone panel (variation B)
- All signs must maintain a baseline of 5' from grade.
- Wood Post Structure should maintain a 1' clearance above the top edge of the message panel.



1 Sign Elevations - Variations
Scale 1:50

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|--|----------------------|---------------|---|---|----------------------------------|-----------------|
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| | Issued for Review | 12 June, 2018 | | DRAWING Design Development - R1 | CHECKED BY SL / AT | PAGE 34 / 37 |
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SIGN TYPE - PEDESTRIAN WAYFINDING

Wood Post Structure:

Posts:

- Q symbol and Zone Name:

- Engrave and infill Q with darker stain (sides A and C only).

Message Panels:

Panels:

- Mounting:*

- Prime and paint all mounting hardware to match zone colour (all sides)

Type / Pictograms /Arrows:

- Matte white vinyl applied to first surface of sign panels (front and back face).

Map Panel:

- Map graphic TBC.
- 0.25" thick Dibond (or approved equivalent), cut to shape, primed and painted dark grey.
- Digitally print all graphics (white and colour) to front face only using exterior grade inks.
- Apply Anti-Graffiti clear coat (all sides).
- Mechanically fasten map panels (sides A and C only) to wood post structure with L brackets (painted to match dark grey).

Base Plate/Support:

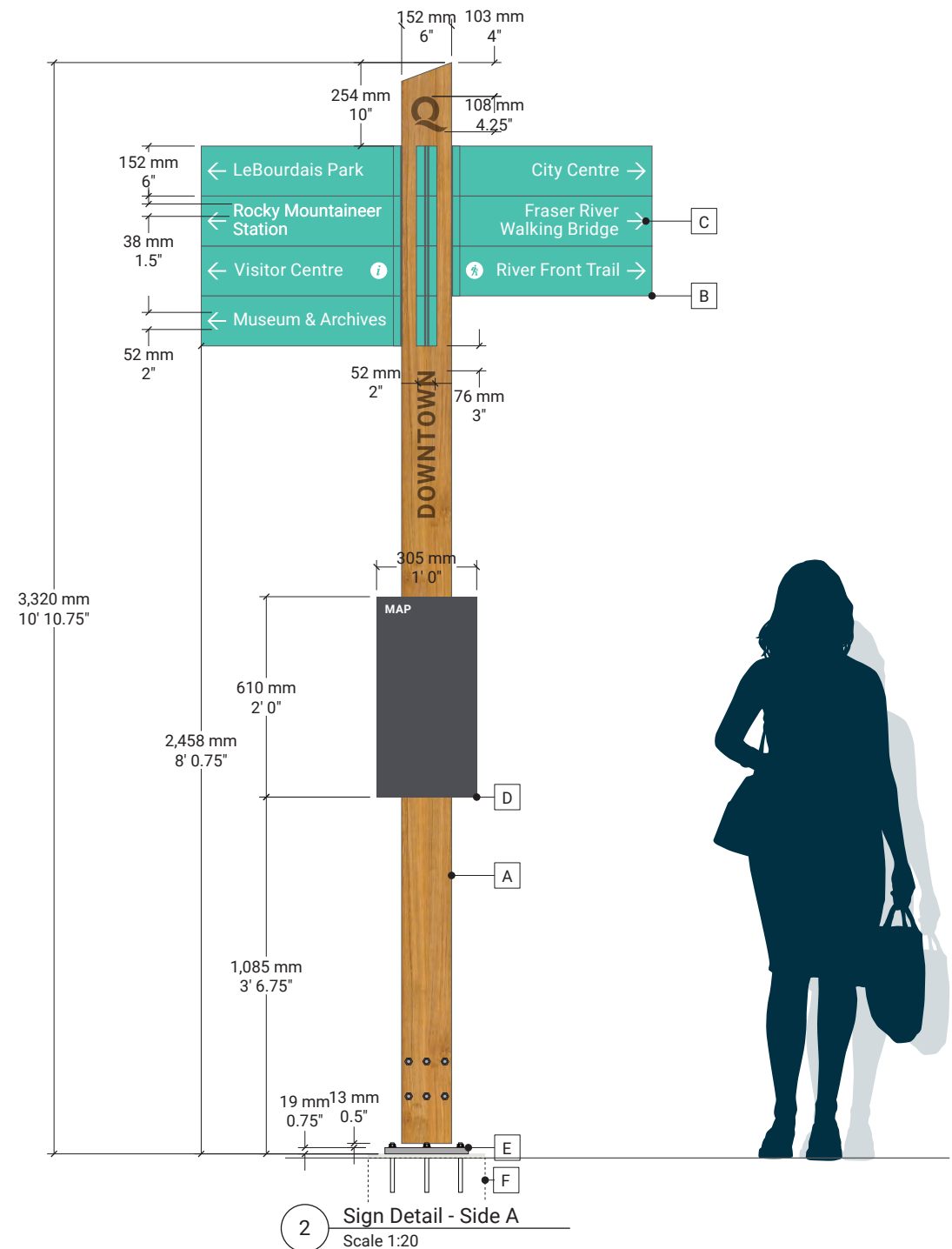
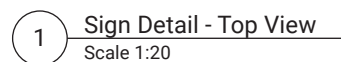
- 6" x 14" x 0.5" deep steel knife plate, welded to 10" x 10" x 0.75" steel base plate.
- Prime and paint base plate/supports grey.
- Bolt wood post to knife plate.
- Mechanically fasten to concrete footing with threaded anchors.

Footing:

- Threaded rods set into concrete, sign fabricator to provide bolt pattern.
- Site specific foundation to be confirmed following structural engineering.

Notes:

- Signage fabricator to site verify all site dimensions and site conditions prior to manufacturing.
- Drawing shows design intent only.



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|---|----------------------|---------------|---|---|----------------------------------|--|
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SPECIFICATION DETAILS

SIGN TYPE - PEDESTRIAN WAYFINDING

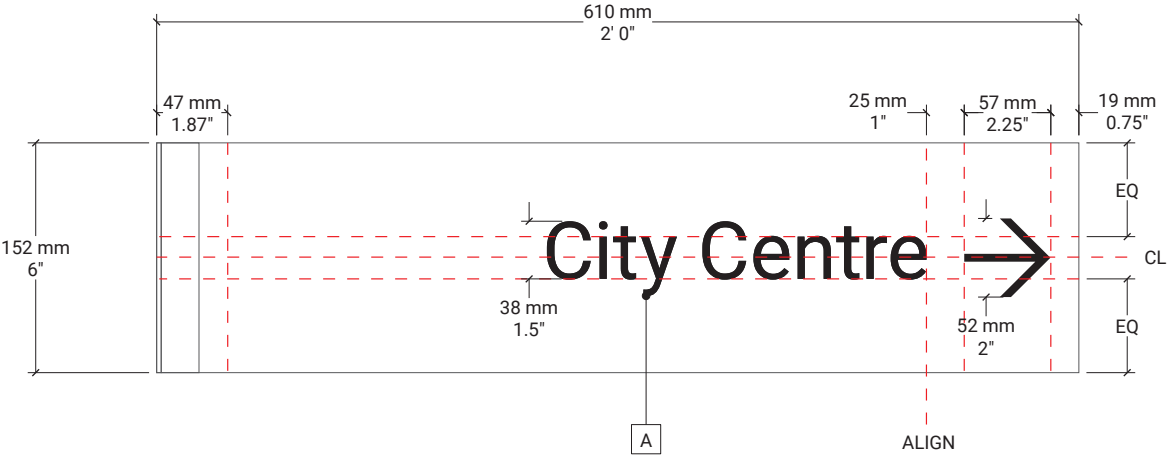
Guidelines:

Shown here is the layout grid and margins for positioning and creating the Pedestrian Wayfinding signage.

A

- Primary Message – Destination:
- Type is 1.5" cap height (150pt, 160pt leading, Optical) Roboto Regular.

- Overall:
- Colour of message panels to change depending on zone colour.
 - Sign Panels should remain separate pieces, and remain 6" high regardless of a single or double line destination (layout variations shown right).
 - Four panels maximum per side. Aligned to vertically to the top.
 - Clear space shown around message should always be maintained.
 - Messages should be a maximum of two lines.
 - Use of pictograms is encouraged, if space permits (layout variations shown far right).
 - Arrows are always centered on panels and pointing outwards. Destinations are always justified to the arrow, and pictograms are always aligned closest to the wooden post.



1 Sign Panel Detail - Single Line Destination
Scale 1:5



2 Pictogram Variation - Single Line Destination
Scale 1:5



3 Sign Panel Detail - Double Line Destination
Scale 1:5



4 Pictogram Variation - Double Line Destination
Scale 1:5

| | | | | | | | |
|--|----------------------|---------------|--|-------------------------|--|----------------------|---------|
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| | | | | Design Development - R1 | | SL / AT | 36 / 37 |

SPECIFICATION DETAILS

SIGN TYPE - INTERPRETIVE

- A
- Sign Panel:
- 0.5" thick high pressure laminate panel (iZone, Fossil or equivalent)

with full colour digitally printed text and graphics.

• Fasten to existing hardware on site.
- Layout Guidelines:
- B
- Title:
- Type is 123pt, 126pt leading, Tenez Black. 2 lines max.
- C
- Subheading:
- Type is 56pt, 63pt leading, Roboto Regular. 2 lines max.
- D
- Body Copy:
- Type is 36pt, 54pt leading, 36pt space below paragraph, Roboto Regular.

120 words max.
- E
- Caption:
- Type is 26pt, 31pt leading, Roboto Italic.

25 words max. Do not allow caption to extend past image.
- F
- Did you know? – Title:
- Type is 123pt, 126pt leading, Tenez Black.
- G
- Did you know? – Body Copy:
- Type is 36pt, 54pt leading, Roboto Italic
- H
- Image Size:
- Images are to be 12" x 8" @300dpi.



1 Sign Detail – Layout Variation 1
Scale 1:7



2 Sign Detail – Layout Variation 2
Scale 1:7

| | | | | | | |
|---|----------------------|---------------|--|-------------------------|------------|---------|
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JULY 12, 2018

CITY OF QUESNEL

Spirit Square Placemaking & Banner Program Schematic Design - REVISION 2

CYGNUS

The Cygnus Design Group Inc.

Vancouver Studio
606 - 318 Homer Street
Vancouver, BC. V6B 2V2

CITY OF QUESNEL

DOCUMENT CONTENTS

| DESCRIPTION | PAGE |
|--|------|
| Section 1: Graphic Standards | 3 |
| Brand Identity | 4 |
| Materials & Colour | 5 |
| Section 2: Concept Development | 6 |
| Design Inspiration | 7 |
| Concept Sketches | 8 |
| Concept Sketches | 9 |
| Organic Timber Treatments | 10 |
| Light Sticks | 11 |
| Container Solution & Landscape Integration | 12 |
| Concept Development East Facing | 13 |
| Concept Development South Facing | 14 |
| Concept Development Spirit Centre and Container Detail | 15 |
| Concept Development Ariel View | 16 |
| Section 3: Banner Program | 17 |
| Concept 3 Revised Monochrome | 18 |
| Concept 3 Revised Full Colour | 19 |





Section 1:
Graphic Standards

Tag-line Version:



Monogram Version:



Material Options

There are obvious choices for material selection that speak to the Quesnel brand.

Other key considerations include, functionality, durability, aesthetics, economy, and sustainability.



Wood



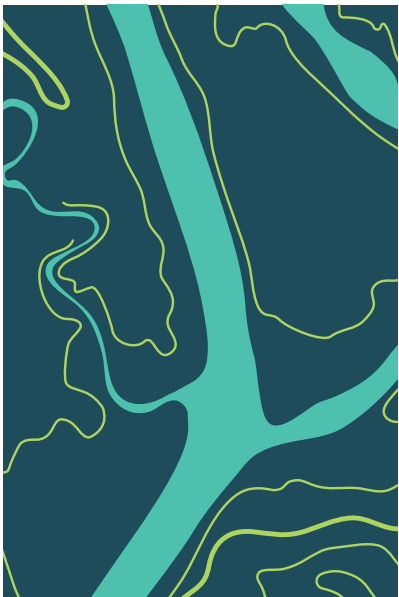
Concrete (Natural or Coloured)



Stone (To match Reid St Gateway)

Visual Elements

The topographical map established as a core brand graphic device is a valuable unifying visual element.



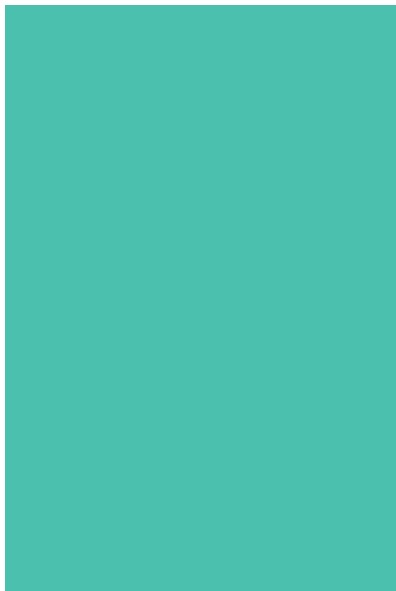
Topographical map

Colours

This colour palette is unique to the City of Quesnel and should not be altered or changed to stay true to the brand.

Brand colours are to be used prominently to create visual recognition for the Quesnel brand applications.

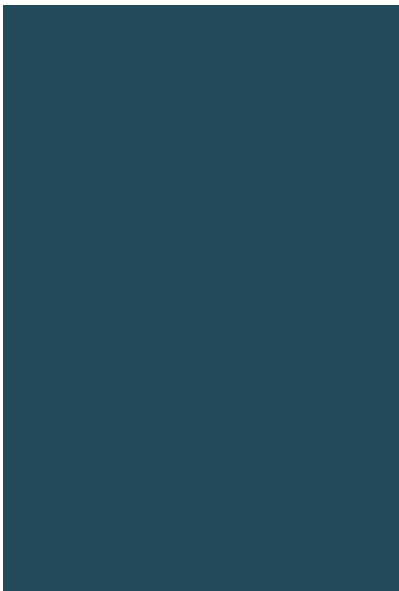
Applying the city zoning colour strategy helps connect the various placemaking and wayfinding elements throughout the city.



Downtown



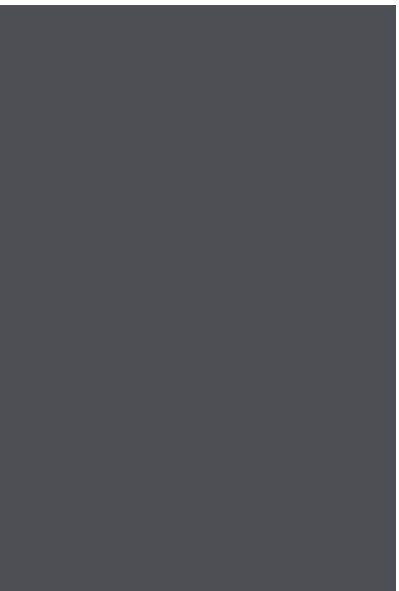
West Quesnel



South Quesnel



North Quesnel

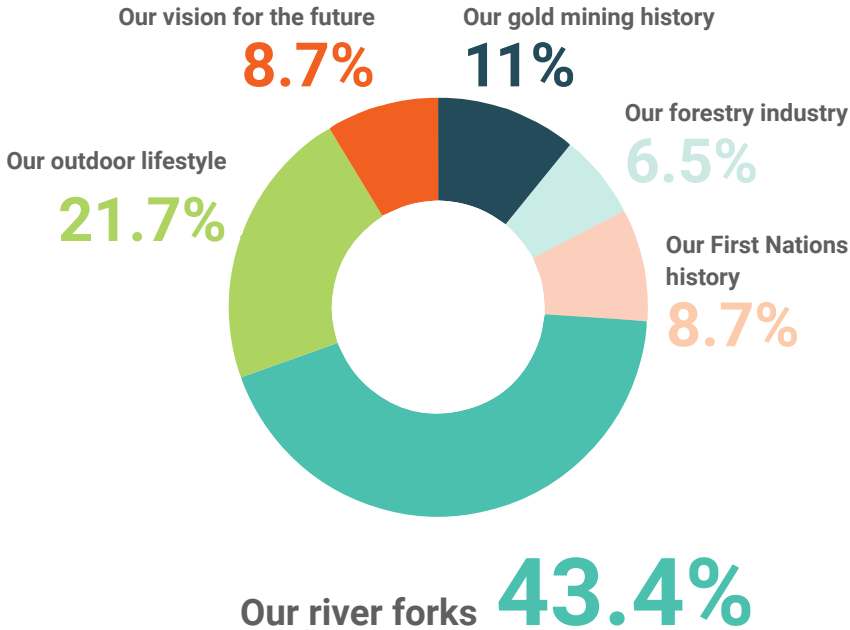


Supporting Colour



Section 2:
Concept Development

QUESTION:
Identify the most impressive, engaging or unique
'places' within city limits.



According to the Quesnel Survey, 43.4% of Quesnel city stakeholders think the river forks are what makes Quesnel unique.



The SPIRIT of Quesnel lies within its uniqueness. As such the converging rivers of the Fraser River, the Quesnel River and Baker Creek that surround the city become a natural metaphor to represent our community.



Our river forks and our limitless natural surroundings as well as the forestry industry make up the spirit of Quesnel's past and future.

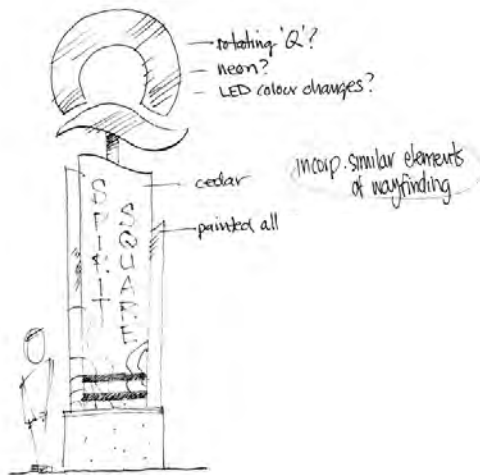
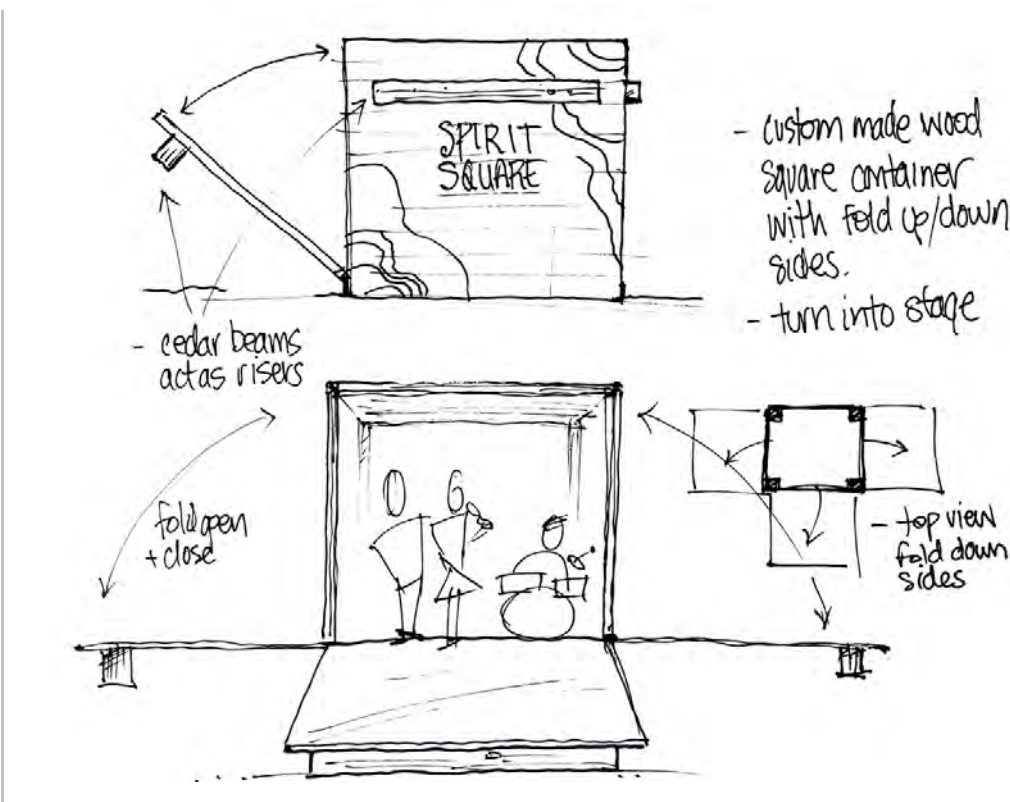
CONCEPT SKETCHES

Spirit Square Placemaking

While over 55% of community stakeholders identified downtown and Spirit Square as the #1 consideration for the "Heart of Quesnel", Spirit Square was also mentioned by stakeholders as an underwhelming space and one lacking identity.

Our recommendations include:

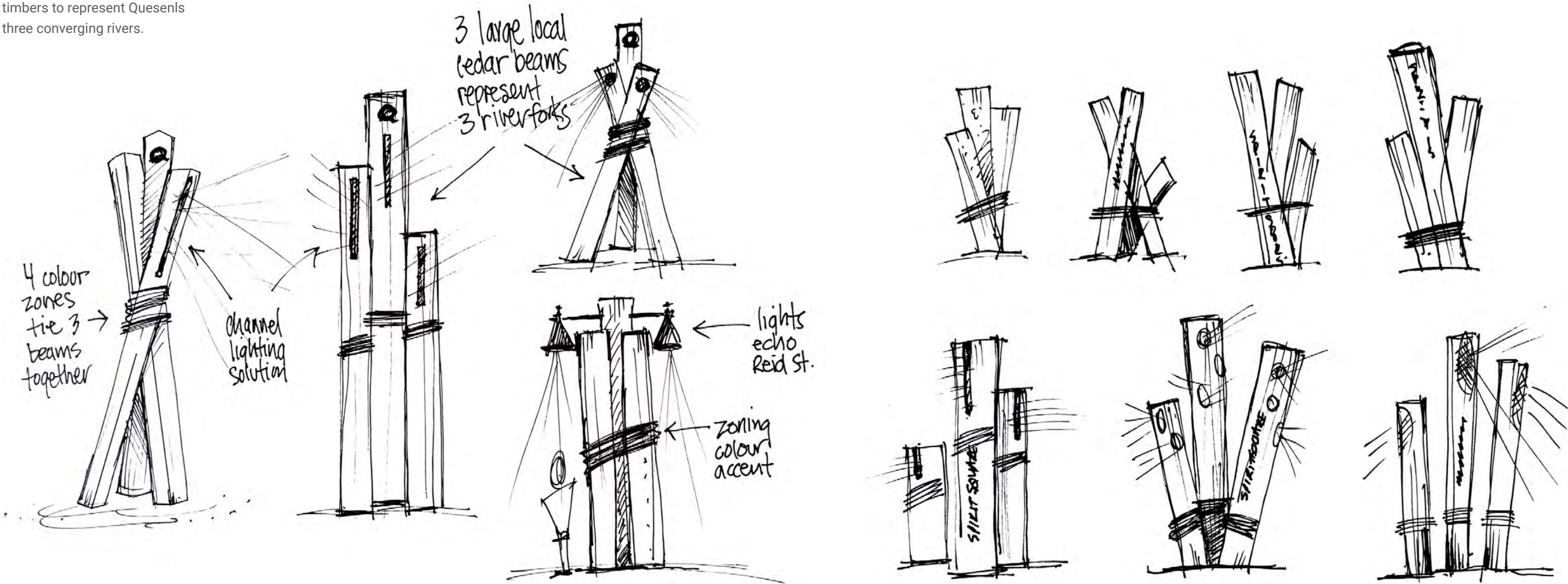
- A larger visual focal point to the Square, such as a large sculptural installation representing the spirit of Quesnel.
- Additional ambiance lighting to increase the areas use after dark, address safety concerns and bring attention to the area.
- Design the space to better integrate the Spirit Centre facilities and parking lot with the stage area and clock tower.



CONCEPT SKETCHES

Spirit Square Placemaking

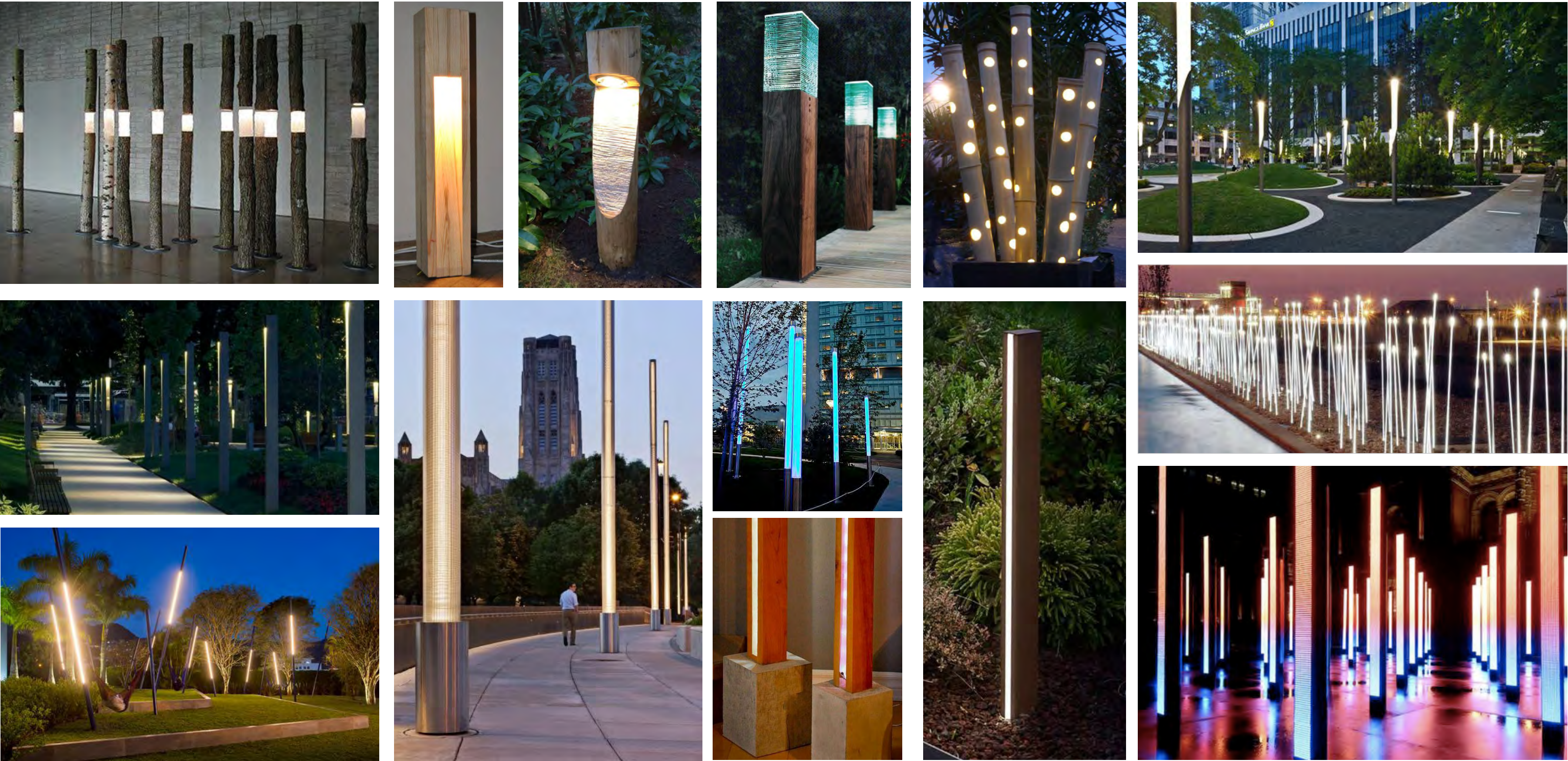
Exploration of three converging
timbers to represent Quesnel's
three converging rivers.



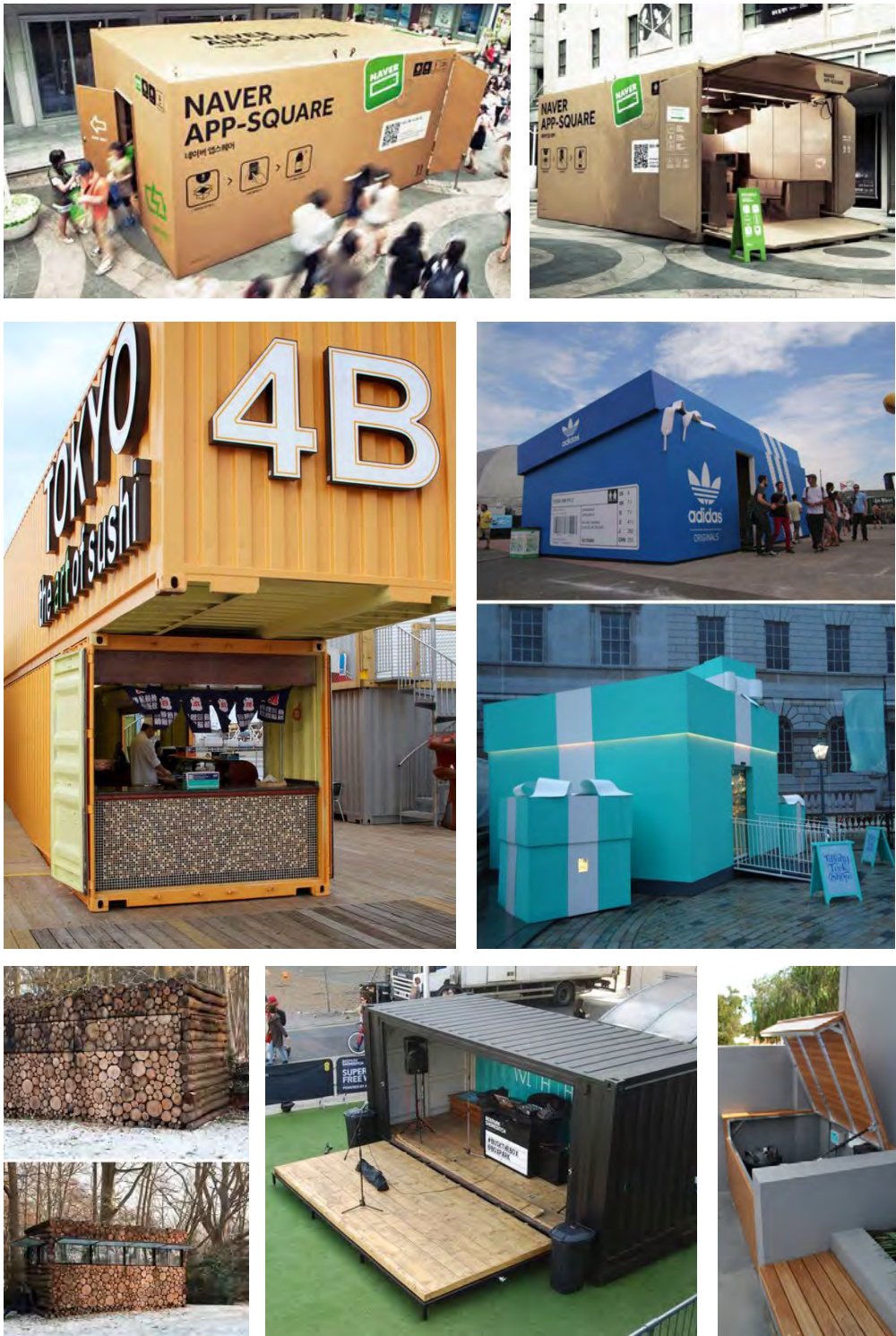
ORGANIC TIMBER TREATMENTS



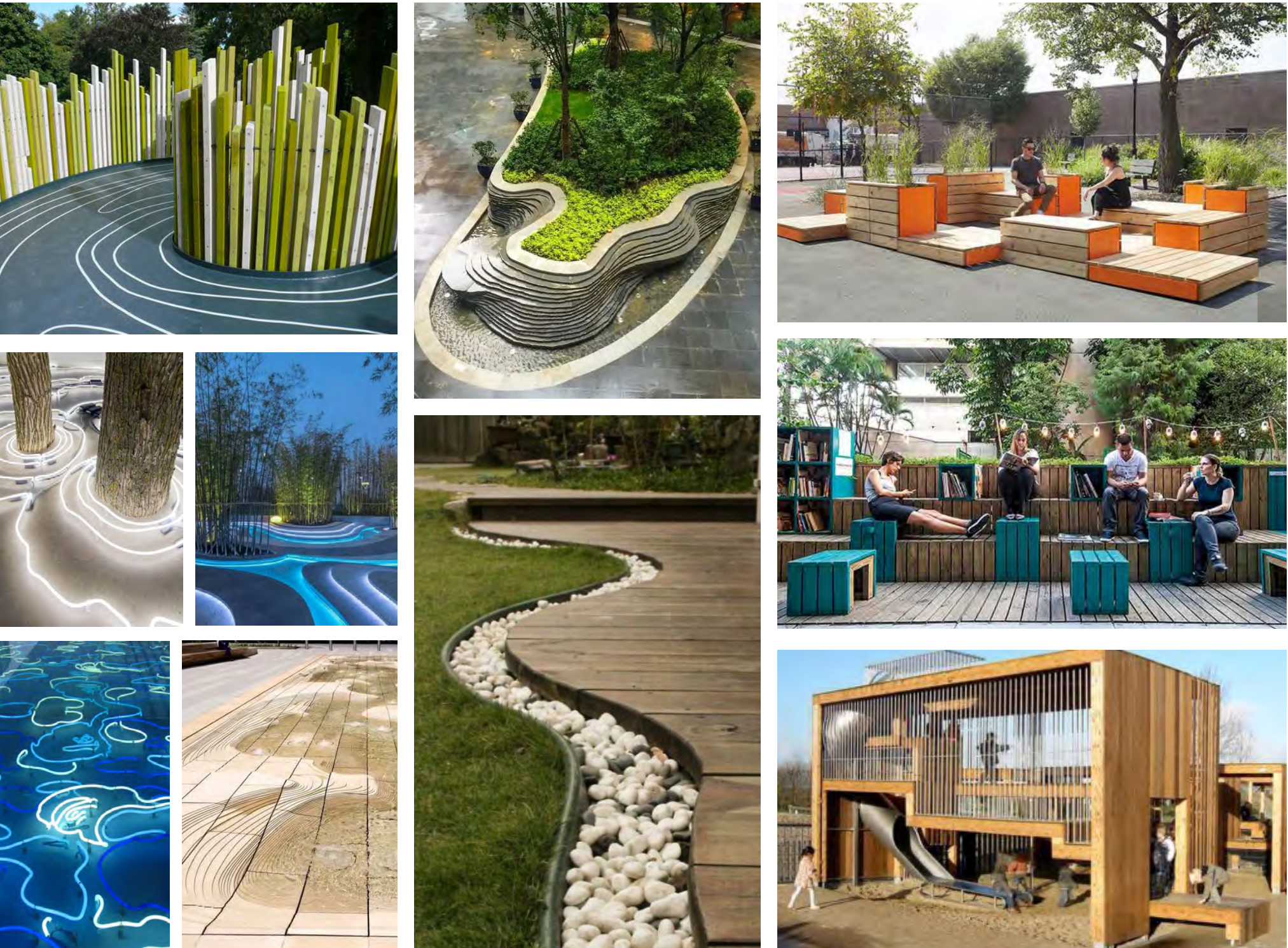
LIGHT STICKS



MIXED USE CONTAINERS



AREA LANDSCAPE DESIGN INTEGRATION. COULD INCLUDE WATER FEATURE, SEATING, PLAY AREAS



EAST FACING VIEW OF SPIRIT SQUARE



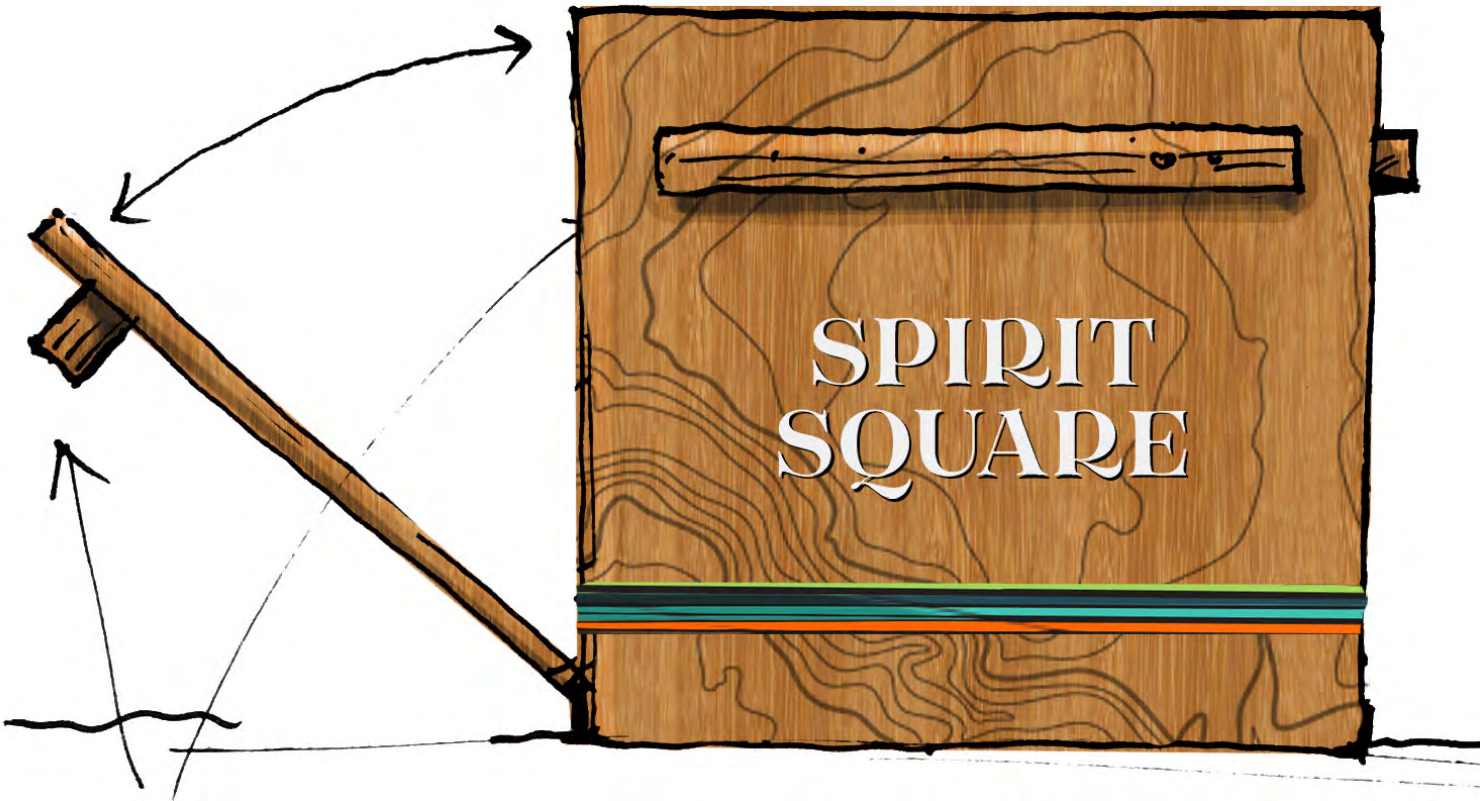
SOUTH FACING VIEW OF SPIRIT SQUARE



SOUTH EAST FACING VIEW OF SPIRIT CENTRE



SIDE VIEW OF SPIRIT SQUARE CONTAINER CONCEPT



ARIEL VIEW OF SPIRIT SQUARE

The 3 Converging Timbers

4 groups of 3 organically arranged tall square cut timbers representing the 3 converging rivers of Quesnel. 1 group at each corner of the Square.

Similar timber style and colour to Reid St. accents and bound together using thick ropes (A) coloured using the 4 branded zoning colours to represent all areas of Quesnel. Optional lighting integration would include LED channel lights to illuminate Spirit Square all year-round - for safety and atmosphere.



A

B

C



Spirit Square Container

Custom built wood storage and presentation container. On wheels so it can be moved and set up around the square. Uses 2 parking stalls.

Square in shape with various fold down sides for multi use.

Spirit Centre

Paint existing corrugated aluminum panels Quesnel Blue with a Quesnel Green topographical map applied in vinyl.

Alternatively, exterior covered with a digitally printed flexible facade sheeting (B)solution, reference here for www.facid.com.

The wall would also include vinyl letter describing "Our Spirit" and include a description of the Spirit Square concept.

Additional "SPIRIT CENTRE" three-dimensional letters above the entry.

Existing West Side Kiosk and Main Sstage

The focal point of the square would include the addition of "Spirit Square" in three dimensional letters (C) a fixed below the main stage roof.

South Side Building

Painted Quesnel Blue with a green topographical map pattern applied to unify the square on all sides.

Existing mural and advertising could remain if necessary.



Section 3:
Banner Program

CONCEPT 3 REVISED

Banner Template

Zone identified with coloured zoning strategy.

City Tagline applied.

Topographic background.

Side B

Use of a large single image representative of the area.

Image as a full colour photo

Simplified Quesnel logo used.



CONCEPT 3 REVISED COLOUR

Banner Template

Side A:

Zone identified with coloured
zoning strategy.

City Tagline applied.

Topographic background.

Side B

Use of a large single image
representative of the area.

Image as a full colour photo

Simplified Quesnel logo used.



