



McGill University's new outdoor signage system showcases the information in a concise and clear manner, while responding to a set of defined graphic norms.

Included on every sign are:

# The McGill signature

The shield measures 2,5 inches in height, and the rest of the signature is proportional to it, as per the Policy on use of the Wordmark and Insignia of McGill University.

## The o cial building name

The new signage system displays the building's o cial name, as indicated in the o cial building list of McGill University, available online at (ADRESSE LISTE OFFICIELLE)

Unless indicated in the o cial building list of McGill University, the following information is not displayed:

- occupants
- faculties
- departments

Not only does this allow to reduce the amount of text, but it also helps with the longevity of

# **Specifications**

## The sign

The sign itself is in the shape of a square, measuring 24 inches in width and height. It is made of aluminum: a light, resistant and durable material, increasing its physical longevity.

#### Sections

There are three sections on the sign.

The top and bottom sections both measure 6 inches in height and the middle section measures 12 inches in height.

The top two sections are white, whereas the bottom section is red (Pantone Red 32 CV, or McGill red)

### Spacing

There is a two inch border at the top and le sides, where no graphic elements are found.

#### Colours

The choice of contrasting colours (dark on light, light on dark) increases visibility, even in low light situations.



# **Specifications**

# **Typeface**

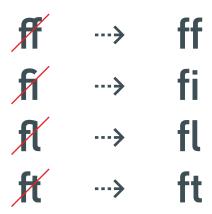
PF Din Text Pro is a very complete sans serif typeface, o ereing a wide variety of fonts and glyphs. It was chosen for its high legibility and therefore for its ease of communication.

The new building sign standards use PF Din Text Pro Medium.

PF Din Text Pro Medium abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

#### Note

Whenever possible, ligatures are to be avoided.



# McGill





