THE CORPORATION OF THE
CITY OF WHITE ROCK
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6

POLICY TITLE: COMMEMORATIVE AND INTERPRETIVE SIGNAGE

POLICY NUMBER: Council Policy 175

Date of Council Adoption: June 26, 2023	Date of Last Amendment:
Council Resolution Number: 2023-270	
Originating Department: Corporate Administration	Date last reviewed 2023-270

Policy:

This policy has been developed to manage existing and proposed commemorative and interpretive signs and applies to all existing and proposed commemorative and interpretive signs within the City of White Rock, whether in or on buildings or facilities, in parks, gardens, streets or any other municipally owned space.

The purpose of this policy is to:

- Establish clear, transparent, equitable and accountable guidelines for the placement, design and management of commemorative and interpretive signs.
- Ensure that commemorative and interpretive signs serve to enhance and add value to the overall experience of public areas.
- Regulate the design and placement of new commemorative and interpretive signs in municipal spaces, facilities, and buildings, in conjunction with management of the existing collection.

Definitions

- Commemorative Sign: A permanently installed sign, such as a plaque, which includes text and/or images to commemorate/recognize a specific event, organization, or person relevant to its location.

- Interpretive Sign: A permanently installed sign that uses text and/or images to provide an interpretation of a culturally, environmentally, or historically significant site, object, or story, relevant to its location. The interpretation is research-based and aims to enhance understanding and/or explain why the information is important to a place.

Commemorative Sign Criteria

The decision to recognize an event, occasion, organization, or person, with a commemorative sign, will be made by Council and will be guided by the following criteria:

- The event, occasion, organization, or person has made a significant contribution to the community.

- The addition of the commemoration is deemed to be of lasting value to the community for social, cultural, historical, educational, or aesthetic reasons and will serve to enhance the existing community amenity of the proposed location, within the context of the current use of the area.
- The addition is considered in the context of the number of existing commemorative signs, interpretive signs, public artwork, and other objects in the area.

Interpretive Sign Criteria

- The development and installation of interpretive signs (signs without a commemorative component) are considered operational, and therefore under the purview of City staff, unless the signage is to be located on the Pier and/or Promenade. Due to its high-profile, desirable location, decisions to install interpretive signs on the Pier and/or along the Promenade area requires Council approval.
- The design, development, and installation of interpretive signage will be managed by the Communications Department in conjunction with appropriate internal and/or external subject matter experts (SME).

Commemorative and Interpretive Sign Design

- Artwork/design for commemorative interpretive signs should align with the guidelines set out in the City of White Rock's "Graphic Standards Guide" (Appendix A).
- Commemorative and interpretive signage will be designed in accordance with and measured against a checklist of established industry best practices (Appendix B) to ensure accuracy and effectiveness.
- Design of commemorative and interpretive signage is considered operational and will be directed and coordinated by the City of White Rock's Communications Department in conjunction with appropriate internal and/or external subject matter experts (SME) as needed.

Deaccession (Removal) of Signs

Periodically there may be reason to review the retention of existing commemorative and interpretive signs.

Accordingly, City staff reserves the right to remove signs that are:

- In poor condition, damaged beyond repair, or destroyed.
- May put people and/or other items at risk if not removed.
- Interpretive signs that fail to meet the criteria set out in this policy.

Replacement of Signs

- The decision to replace interpretive signs is considered operational and therefore staff directed.
- The decision to replace commemorative signs will be made by Council given that commemorative signs act as special tributes to a specific event, organization, or person.

WHITE ROCK
City by the Sea!

Brand Communication Guidelines
Revised March 26, 2018

WHITE ROCK
City by the Sea!

WHITEROCK WORDMARK VERSION

The White Rock wordmark uses three versions of the taglines for different situations.

"City by the Sea" is the most formal tagline for use in such official pieces as the formal stationery package for use by the Mayor, Council and City related projects, initiatives, and events.

WHITE ROCK
City by the Sea!

WHITE ROCK
City by the Sea!

WHITE ROCK
City by the Sea!

WHITE ROCK
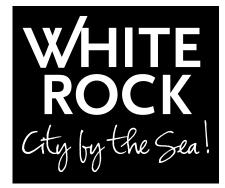*City by the Sea!*

PREFERRED LOGO VERSIONS

In cases where 4-colour process or 3-colour pantone printing is not possible, alternate versions of the logo may be used as indicated here. These include:

- 1 colour solid version of the logo in black
- 1 colour "knocked-out" version in white surrounded by solid black
- Gray scale version of the logo using black
- Solid blue version

These alternates are also to be used for single colour versions of the logo particularly in newsprint where ROP advertising includes a single colour option as a spot. Only the dark blue is acceptable as an alternate, one colour version. At no time is the logo to be seen in one colour such as red, yellow, purple etc.

WHITE ROCK

City by the Sea!

WHITE ROCK

City by the Sea!

WHITE ROCK

City by the Sea!

ALTERNATE LOGO VERSIONS

In cases where a horizontal logo is not possible, alternate stacked versions of the logo may be used as indicated here. These include:

- 2 colour version of the logo in dark blue and black
- 1 colour solid version of the logo in black
- 1 colour "knocked-out" version in white surrounded by solid black

AREA OF ISOLATION

The City of White Rock logo should always be isolated by a minimum amount of white space to maintain separation between the logo and other elements (type, folds, other graphics not including background colour) on all printed materials and applications. If possible, use more than the minimum white space to enhance presentation of the logo. The area of isolation is measured by the height of the letter "K."

MINIMUM SIZE

The logo should not be smaller than 0.5 cm in height from top to bottom of graphic when used without the full name.

When used with the full name, the logo should not be smaller than 1 cm in height from top to bottom of graphic.

Base Colours

DARK BLUE
PMS 655
C100 M68 Y0 K52
R0 G47 B101

COOL GREY
PMS COOL GREY 6
C0 M0 Y0 K31
R186 G188 B190

Accent Colours

SAND
PMS 4525
C0 M7 Y39 K17
R218 G199 B146

BLACK
C0 M0 Y0 K100
R0 G0 B0

COLOUR PALETTE

The logo may be used in two colour formats for print: CMYK and 2 colour pantone. The colour values are stated on this page. CMYK would be used when four colours are needed, on such pieces as photography or advertisements.

For use on-line and electronic media, RGB values are also provided. On some collateral pieces, accent colours are introduced.

As a complimentary colour, and for various accents, the sand colour may be used sparingly in background elements.

Header & Display Type

SUBHEADER

Body Copy for ads and shorter documents. Umsan eu feu feugait lut eugait vent wis alit, conulla mcommy nisl ing estrud tet wis dolum eum accum enim zzrit lut am venit wis adipit ute vel dit, quis accum dunt dolor susci tie.

PRIMARY TYPEFACES

There is one primary typeface for the City of White Rock:

Scala Sans is used in various weights and styles (Regular, Caps and Italic).

Headings and display type are set with Scala Sans Regular (upper and lowercase).

Body copy is Scala Sans Regular. Paragraph type is set left aligned.

Susie's Hand Regular may also be used sparingly. This font requires a slight stroke to increase the weight, and may only be used for display headings. Do not use in full sentences, and do not overuse.

Scala Sans (set in upper and lowercase):

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SCALA SANS CAPS (SET IN LOWERCASE):

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Display Header

Susie's Hand Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

This graphic standard manual
was created by

INTERPRETIVE SIGN DESIGN BEST PRACTICES CHECKLIST[i]

Key
- Poor = The element in question is clearly lacking or does not occur.
- Fair = While the element in question may be sufficient, it is not excellent or one can easily see how its quality could be improved.
- Excellent = The element in question clearly meets a high standard, as described in the statement.

INTERPRETIVE CONTENT	Poor	Fair	Excellent	NA
1. The exhibit conveys a coherent holistic message.	1	2	3	NA
2. The language is engaging (using personal terms or asking questions to the visitor).	1	2	3	NA
3. The exhibit provokes the audience to reflect or directly engage in a revelatory activity.	1	2	3	NA
4. The exhibit's appearance and/or arrangement enhances the message or creates an environment conducive to its revelation.	1	2	3	NA
5. The exhibit links tangible objects to intangible meanings and universal concepts.	1	2	3	NA
6. The design is appropriate for different learning styles of diverse visitors.	1	2	3	NA
7. Audiences appear to positively (or appropriately) engage with the exhibit.	1	2	3	NA

Interpretive content score	Average for all not marked "NA"

Score interpretation: *If the average score is below a 2.7, the exhibit may warrant revision.*

APPEARANCE & ORGANIZATION	Poor	Fair	Excellent	NA
1. Individual labels and text panels are concise and compelling.	1	2	3	NA
2. The exhibit is aesthetically pleasing and/or its appearance clearly enhances the exhibit's thematic communication.	1	2	3	NA
3. Text materials avoid unnecessary difficult words and long, complex sentences.	1	2	3	NA
4. Type size is large enough to read from normal distances.	1	2	3	NA
5. There is good contrast between print and its background.	1	2	3	NA
6. Key ideas are appropriately highlighted (using titles, appropriate font, and section breaks).	1	2	3	NA
7. It is clear which text goes with which material.	1	2	3	NA
8. Exhibit lighting, location, and arrangement support the comfortable (or appropriate) digestion of the materials.	1	2	3	NA
9. Interactives (if present) enhance the messaging and have clear instructions for use.	1	2	3	NA
10. The exhibit is not cluttered with so much material as to dampen the impact of each piece.	1	2	3	NA
11. There is orientation to the theme at or near the entrance (or within the title) of the exhibit.	1	2	3	NA
12. It is clear how visitors are supposed to move through the exhibit	1	2	3	NA
13. The space is arranged in a way that does not cause bottlenecks or traffic jams around the exhibit.	1	2	3	NA
14. The exhibit fits aesthetically and logistically within its surrounding (does not clash with other elements).	1	2	3	NA

Appearance & organization score	Average for all not marked "NA"

Score interpretation: *If the average score is below a 2.7, the exhibit may warrant revision.*

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[i] Recommended practices for interpretive and educational programs and exhibits in the US National Park Service. Adapted from APPENDIX A – Example program and exhibit auditing sheets (p. A-6), by Dr. Marc J. Stern and Dr. Robert Powell, 2013, from a Project Report for U.S. National Park Service.