Preliminary Design

Winnipeg Traffic Wayfinder Sign System

August 12, 2003



Informing Design, Inc.

The Conflicting Demands on the Design

1.Providing traffic-safe rectangles of directional messages and arrowing;

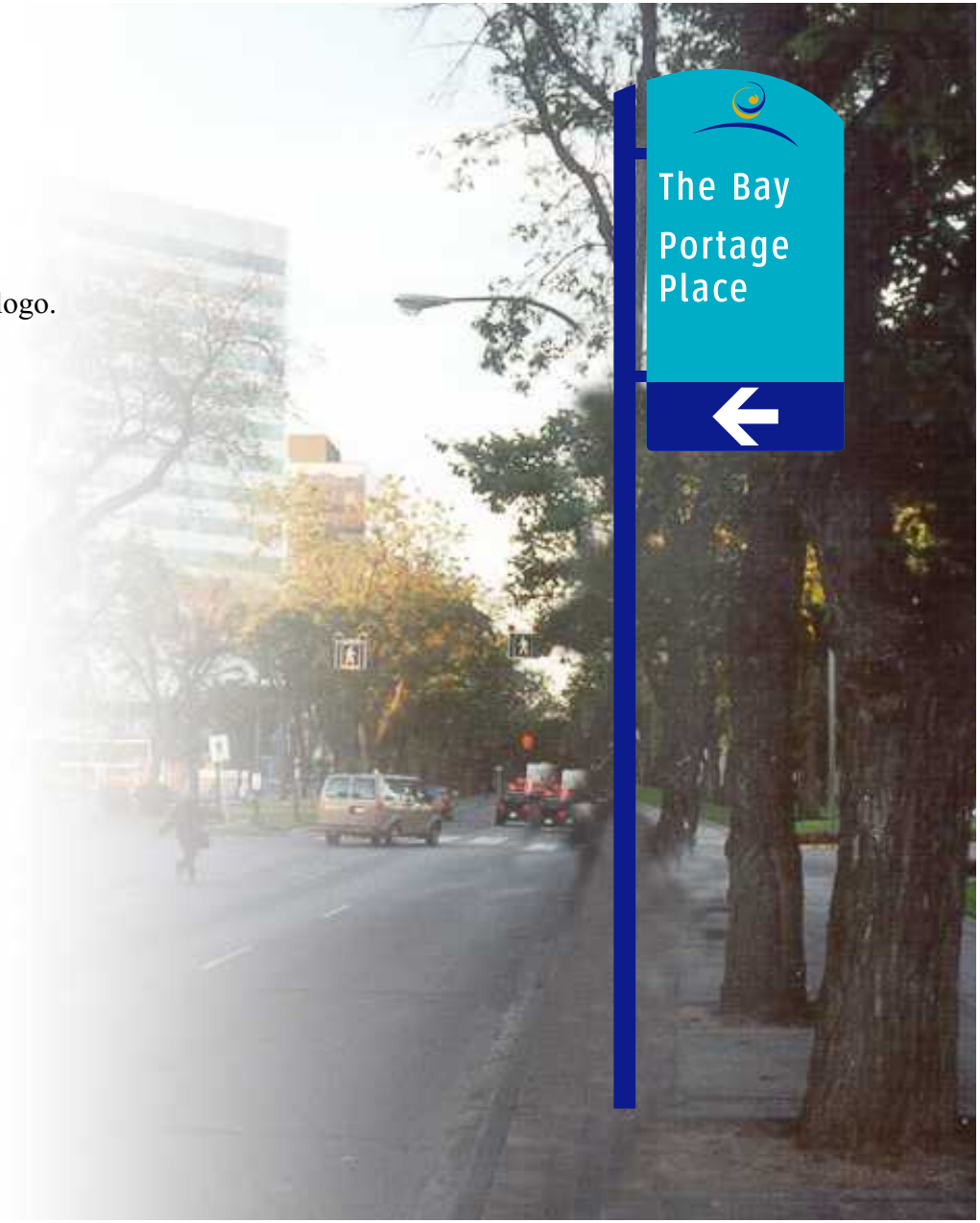


2.AND incorporating the curvaceous City of Winnipeg “swoosh” logo.



A Solution:

Simple rectangular Signs
with an “off-kilter” curve on top,
a curve carried through onto the top
of the sign pole. The shape of the arc
precisely matches the arc of the
bottom swoosh of the City of Winnipeg logo.

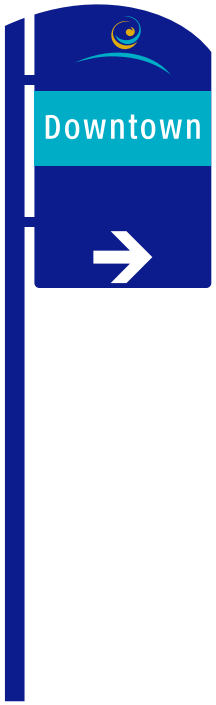


Sign Types

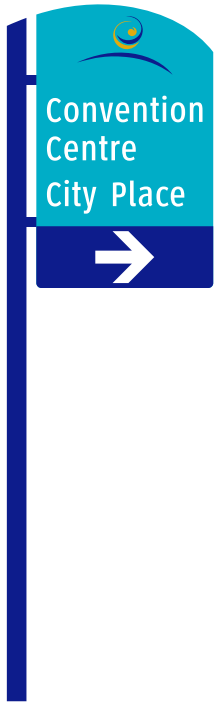
Colors are used to distinguish three general types of directional messaging:

1. Message area of dark blue with a band of light blue is used to point OUTBOUND to neighborhoods within Greater Downtown.
2. Message area of solid light blue is used to point INBOUND to destinations within Downtown.
3. Message area of solid dark blue is used to point OUTBOUND to destinations outside Greater Downtown.

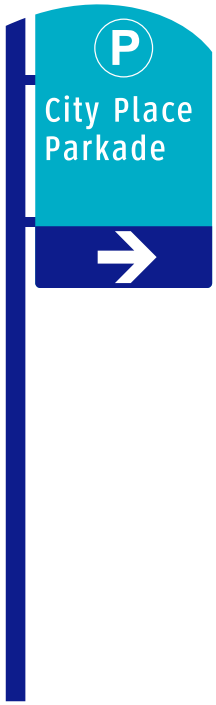
Within the central area of Downtown, most of the signs will be for inbound destinations and have message areas of solid light blue. Occasionally, a mostly *dark* blue sign will appear, and this change of color serves as an exclamation mark that something different is happening here, directions-wise: you are now getting *outbound* information.



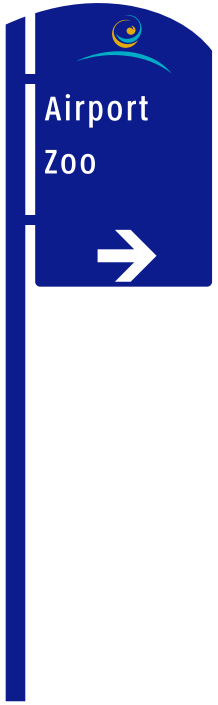
Outbound sign
(from Airport)



Inbound sign
(in Downtown)



Inbound
Parking sign



Outbound sign
(from Downtown)

Design Notes

Sign Shape

Signs have a modern, unique-to-Winnipeg look. This sets them, and their directional function, apart from all other signing in the streetsape. But this "look" frames a rectangular, right-justified array of messaging that is strictly traffic-safe.

The "off-kilter" design pays homage to what we perceive as the great, recurring "off-kilter" accents in Winnipeg, and not just in the City logo. We were thinking of a range of things from the new pedestrian bridge tower, to the art museum, to the "fringe festival". At the same time, this top curve is a direct allusion to the Praire-Palladian fenestrations throughout the Exchange District, the University of Manitoba administration building and the Ballroom floor of the Fort Garry Hotel.

Colors

We take as the primary "business" color of the system the dark blue of the Winnipeg logo. A dark blue is commonly used throughout the continent to denote tourist-related signing.

A second and contrasting color is employed to announce proximity to Greater Downtown. We chose a traffic-sign-material tested aqua blue "in the spirit" of one of the other colors in the Winnipeg logo. (Note that the other blue in the logo would not have provided sufficient contrast against the dark blue for traffic purposes.) We thought of the two blues as paying homage to Winnipeg's location at the forks of the Red and Assiniboine Rivers.

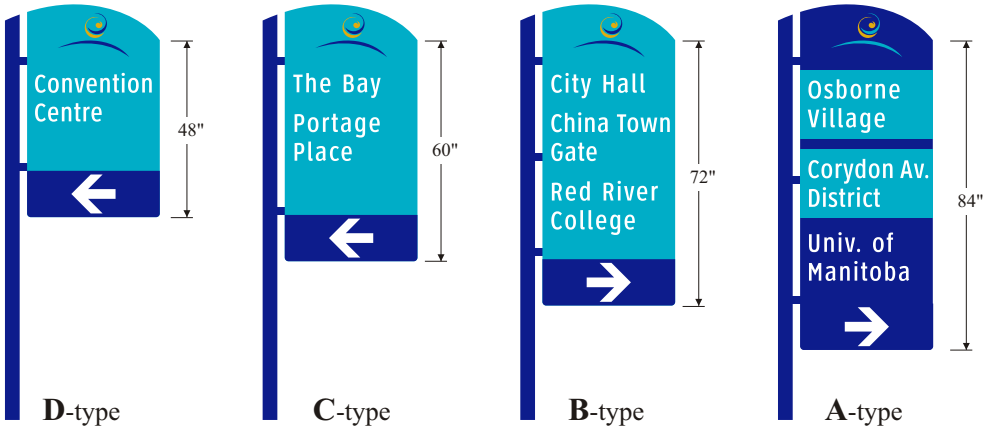
A third color is used, the yellow of the Winnipeg logo, as indicated below.

Logo Use

The logo will be used on most of the signs as indicated. Signs pointing directly to parking facilities will have a large "P" in a circle at the top of the sign instead.

We use the two color version of the logo, with the slight alteration to the lighter color blue as dictated by the traffic sign medium. Note that we could not use the word "Winnipeg" with the logo on a directional sign without leading to a certain degree of directional message confusion.

Height Types

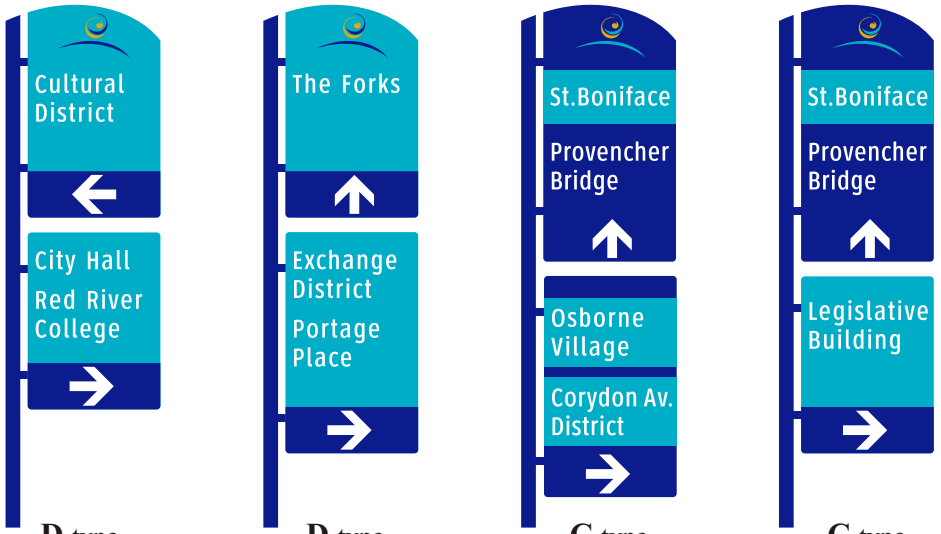


D-type **C**-type **B**-type **A**-type

Widths:
Most signs will be 36" wide, with an occasional 45"-er on higher-speed roads.

All heights at left are based on 36" wide sign.

Double D/C signs:
(up to Double "C" height permitted)



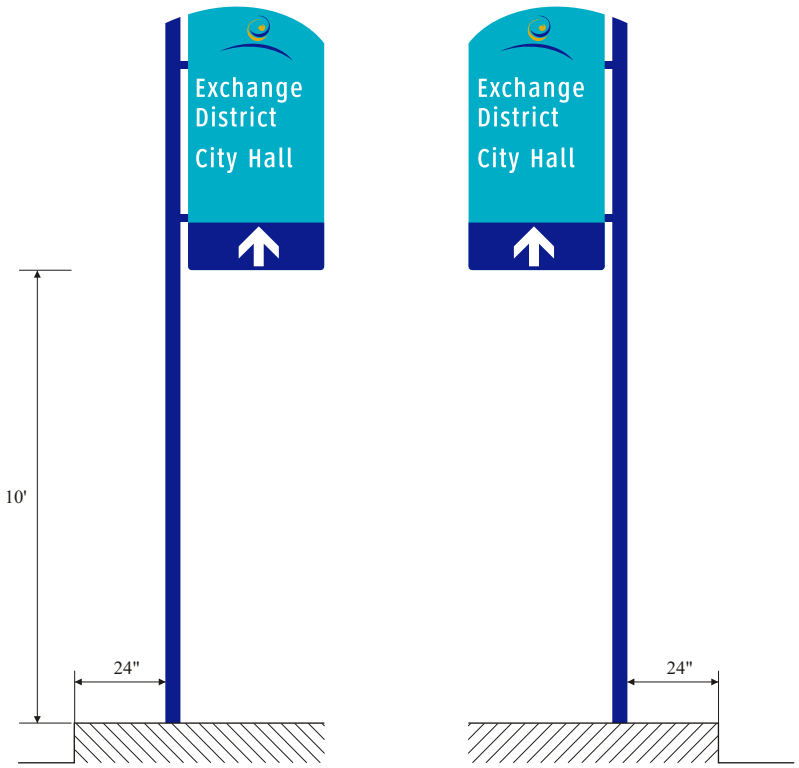
D-type / **D**-type

D-type / **C**-type

C-type / **C**-type

C-type / **D**-type

Pole Installation Types



Right-cantilevered pole installation over sidewalk.

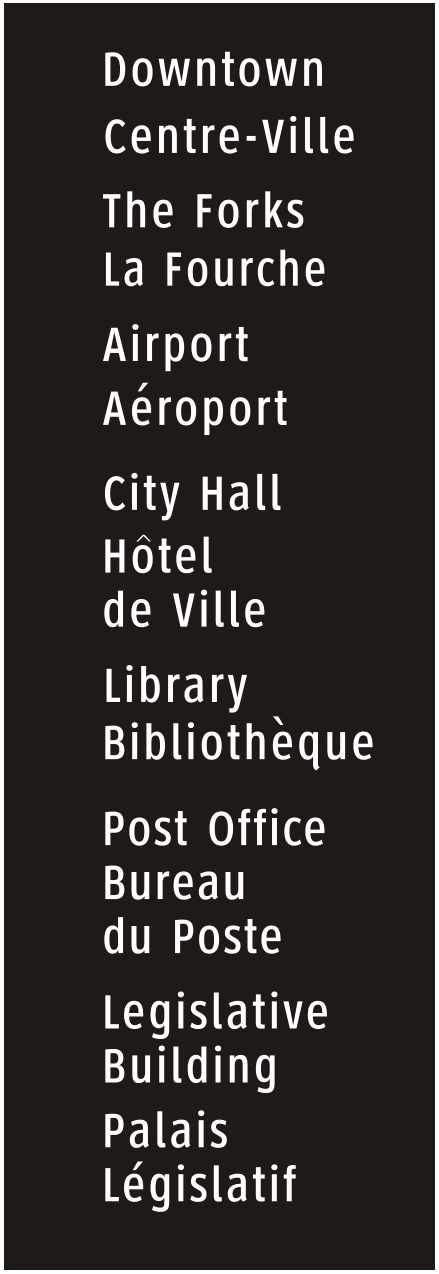
Left-cantilevered pole installation over sidewalk (for a few cases).



Existing pole installation options.

Use of French

The excellent Federal design strategy of placing French and English messages side-by-side is not practical on in-city signage of limited width. The challenge was to find a way to distinguish the French and English versions of a message in a vertical array so that an anglophone could quickly skip over the French version, or a francophone could quickly skip over the English version.



The Solution:
Employ the yellow color in the logo to distinguish the French version of a message.



This will work well if able to be used sparingly. We would like to suggest limiting to French translations those messages for which it is truly needed. Our recommendation would be to provide a translation for "Downtown" on the signs leading travelers in from the Airport, for the legends for major government facilities and services, and for the Federally-related "The Forks". Most other directional messages we propose for the Sign System are either proper names or have an English spelling that is the same or very close to the French equivalent (e.g., "Zoo", "Parking", "Route", "Univ." for University).