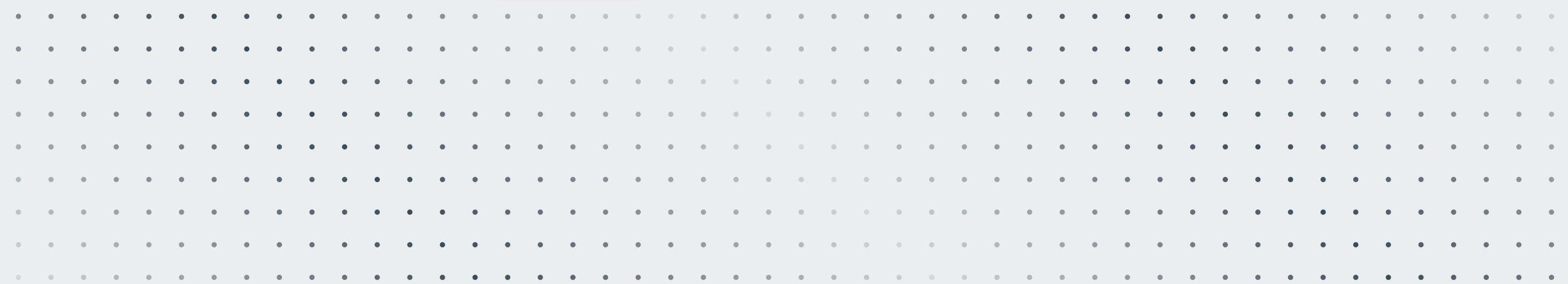


VMC Vaughan Metropolitan Centre

Public Meeting

THE CYGNUS DESIGN GROUP INC
303 – 145 Front St. East, Toronto, ON M5A 1E3

DATE
March 3, 2022



The Sign System



Graphic Assets: VMC Branding

Preferred Logo for Signage

Based on logos from the City of Vaughan's Economic and Cultural Development branding strategy

EXISTING VMC LOGO




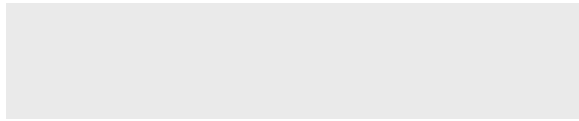




PREFERRED LOGOS FOR SIGNAGE



THE SIGN SYSTEM

Graphic Assets: Colours

				
PANTONE	655c	3005c	3265c	TBD
CMYK	100 92 41 45	79 32 01 00	64 00 38 00	7 5 5 0
EXTERIOR PAINT				
OPAQUE VINYL				
REFLECTIVE VINYL				
NOTES	1. Navy	2. Blue	3. Aqua	4. Light Grey

		
PANTONE	TBD	TBD
CMYK	84 44 76 43	83 28 98 15
EXTERIOR PAINT		
OPAQUE VINYL		
REFLECTIVE VINYL		
NOTES	5. Greenspace Green	6. Park Green

THE SIGN SYSTEM

Graphic Assets: Typography & Pictograms

Typography

The Echo Pro typeface has been selected for use in all sign types and maps. It complements the VMC sub-brand, and upholds to AODA and CSA standards in terms of accessibility and legibility.

ECHO PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ECHO PRO SEMIBOLD

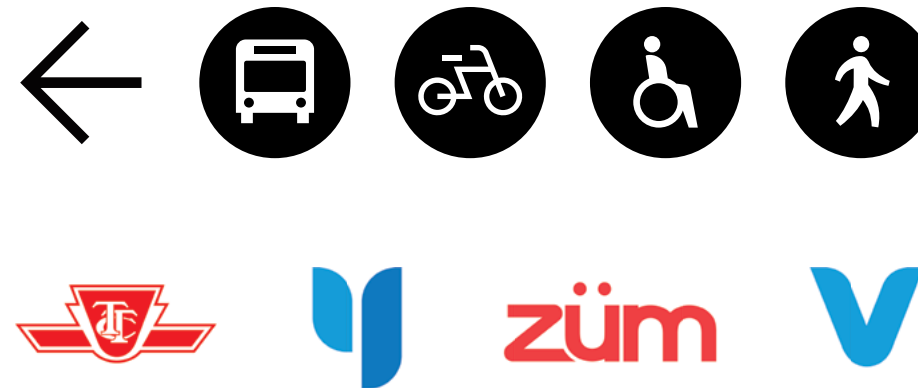
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Note:

Text should always have the following settings: kerning set to 'optical', tracking set to '0', and ligatures turned off. Any additional typographical considerations will be noted separately within each sign types graphic standards page.

Pictograms

These symbols have been selected with international standards and local considerations in mind so as to be widely recognizable. Additional pictograms matching the style may be integrated as future needs are identified.

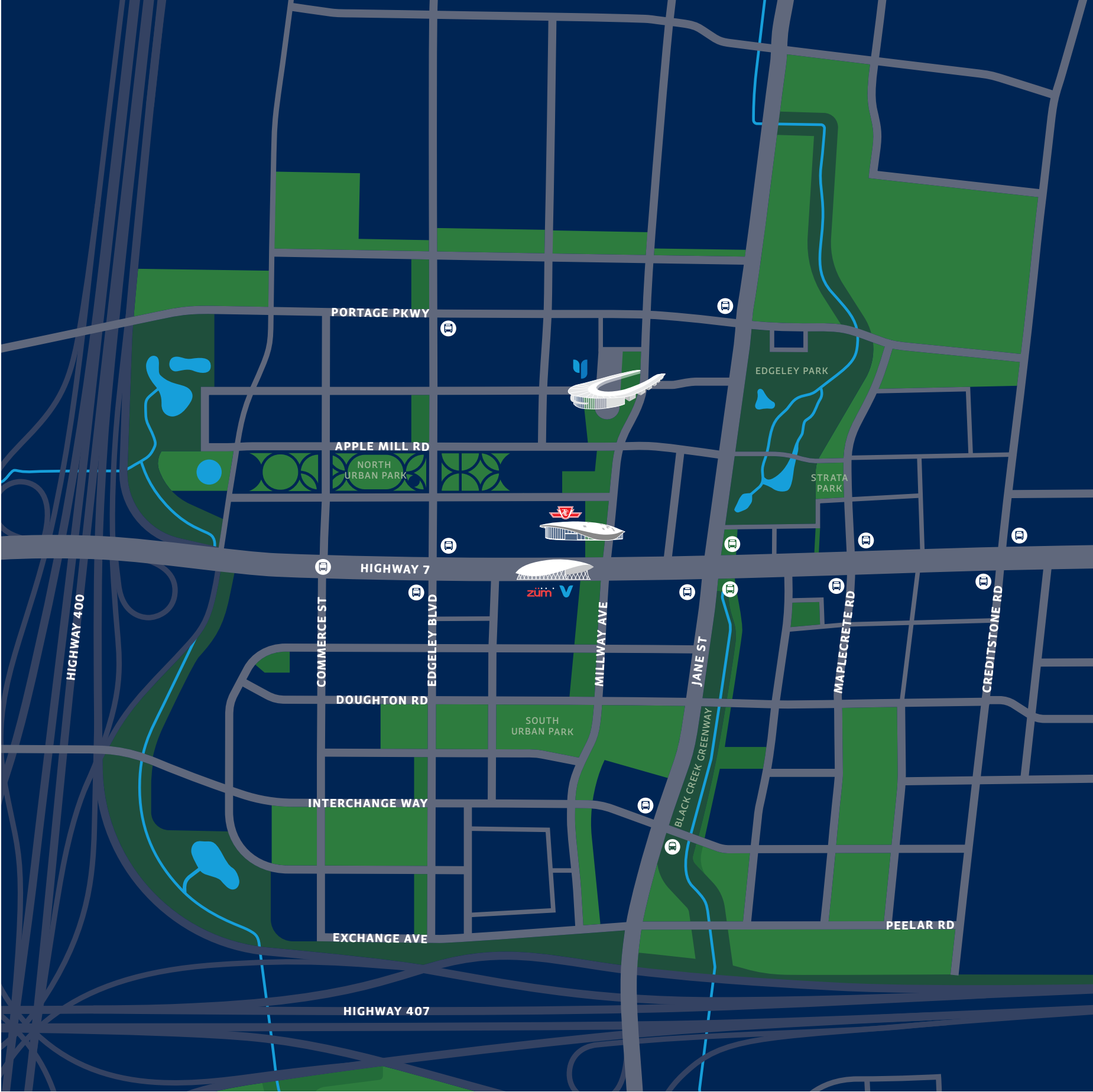


THE SIGN SYSTEM

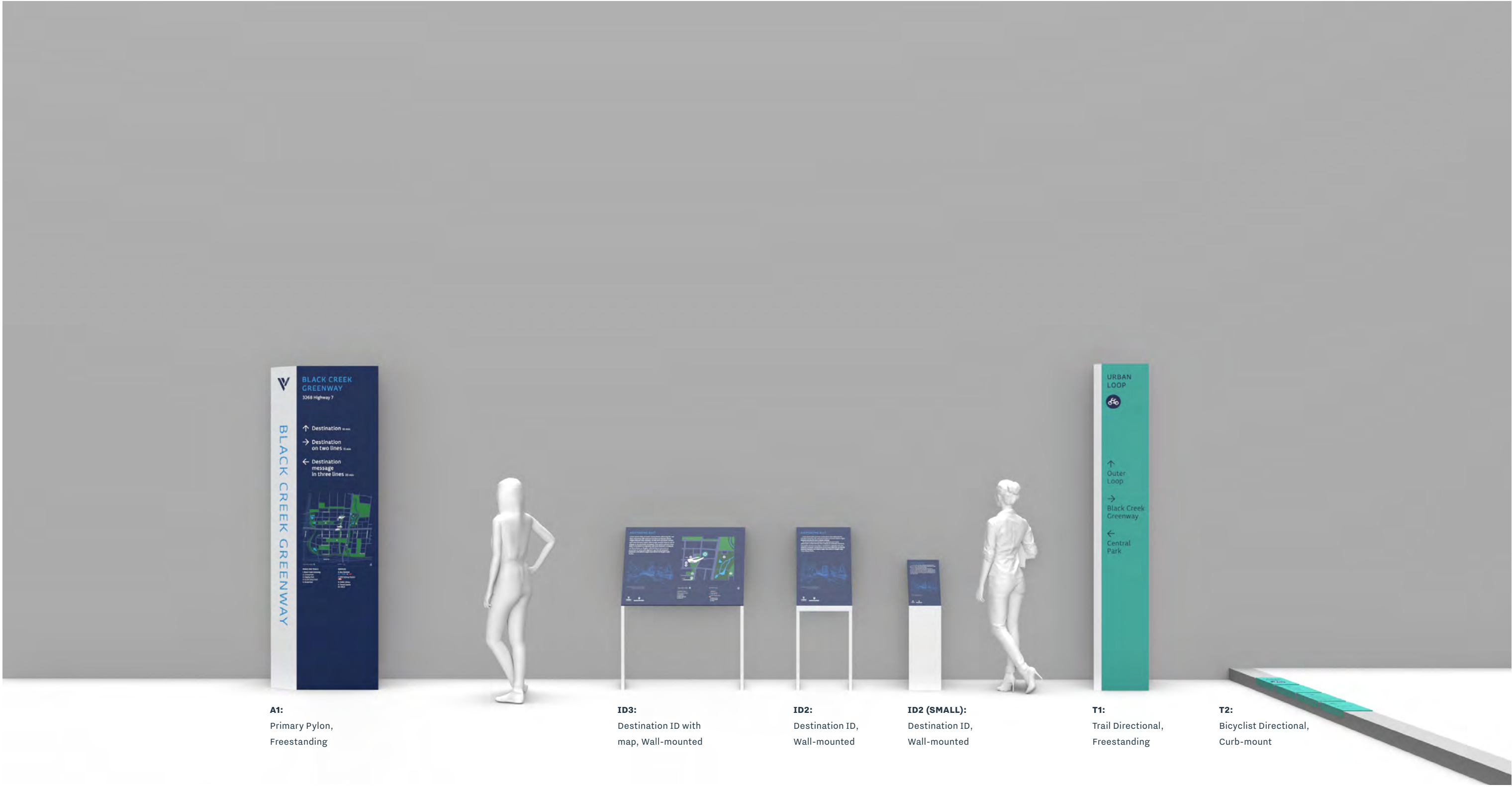
Graphic Assets: Map

Key Features

- main streets
- major parks and open spaces
- civic and cultural facilities
- transit
- “you are here” maker (not shown in this map.)



Relevant Sign Type Overview



A1:
Primary Pylon,
Freestanding

ID3:
Destination ID with
map, Wall-mounted

ID2:
Destination ID,
Wall-mounted

ID2 (SMALL):
Destination ID,
Wall-mounted

T1:
Trail Directional,
Freestanding

T2:
Bicyclist Directional,
Curb-mount

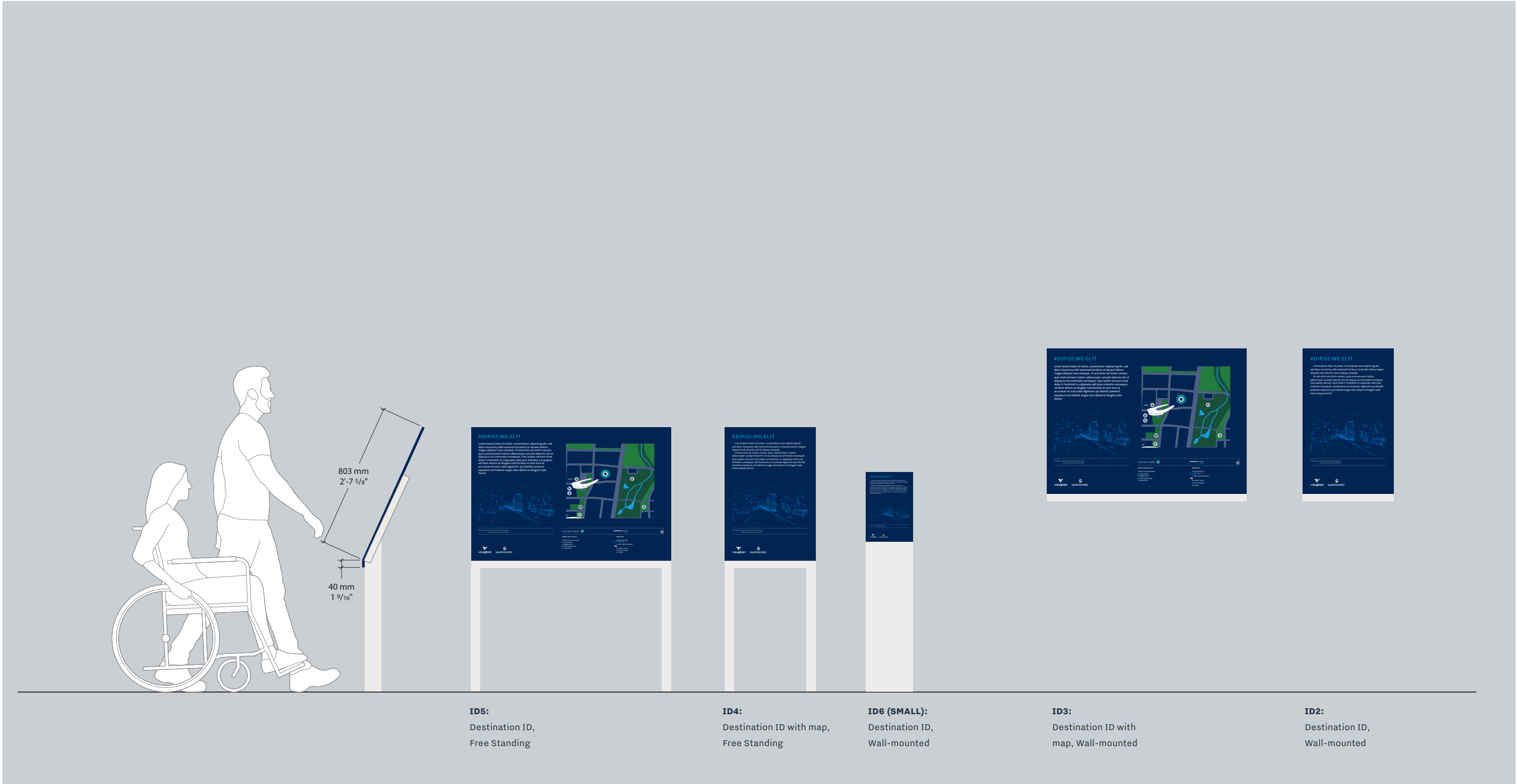
THE SIGN SYSTEM

Sign Type A1



THE SIGN SYSTEM

Freestanding ID4 - ID6



ID5:
Destination ID,
Free Standing

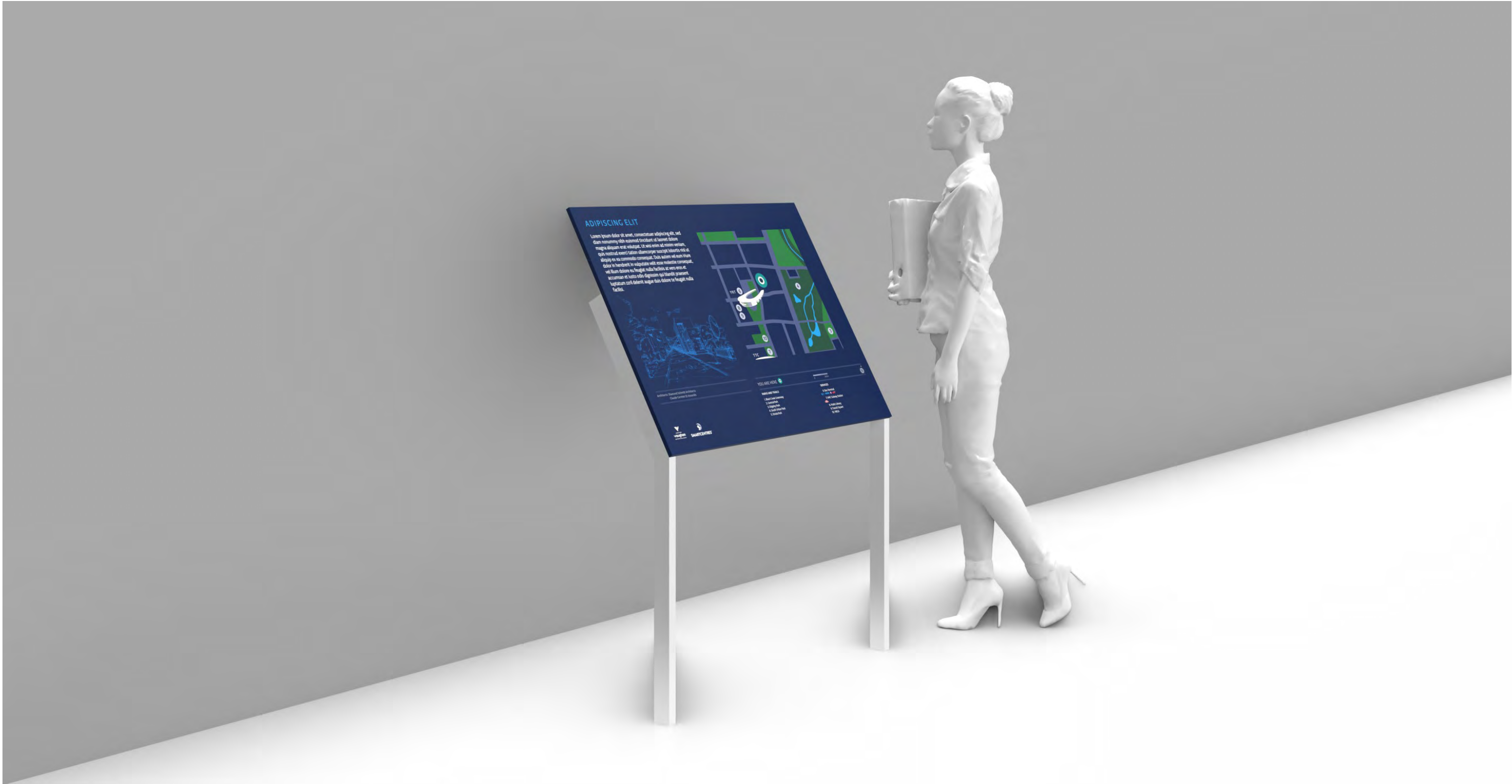
ID4:
Destination ID with map,
Free Standing

ID6 (SMALL):
Destination ID,
Wall-mounted

ID3:
Destination ID with
map, Wall-mounted

ID2:
Destination ID,
Wall-mounted









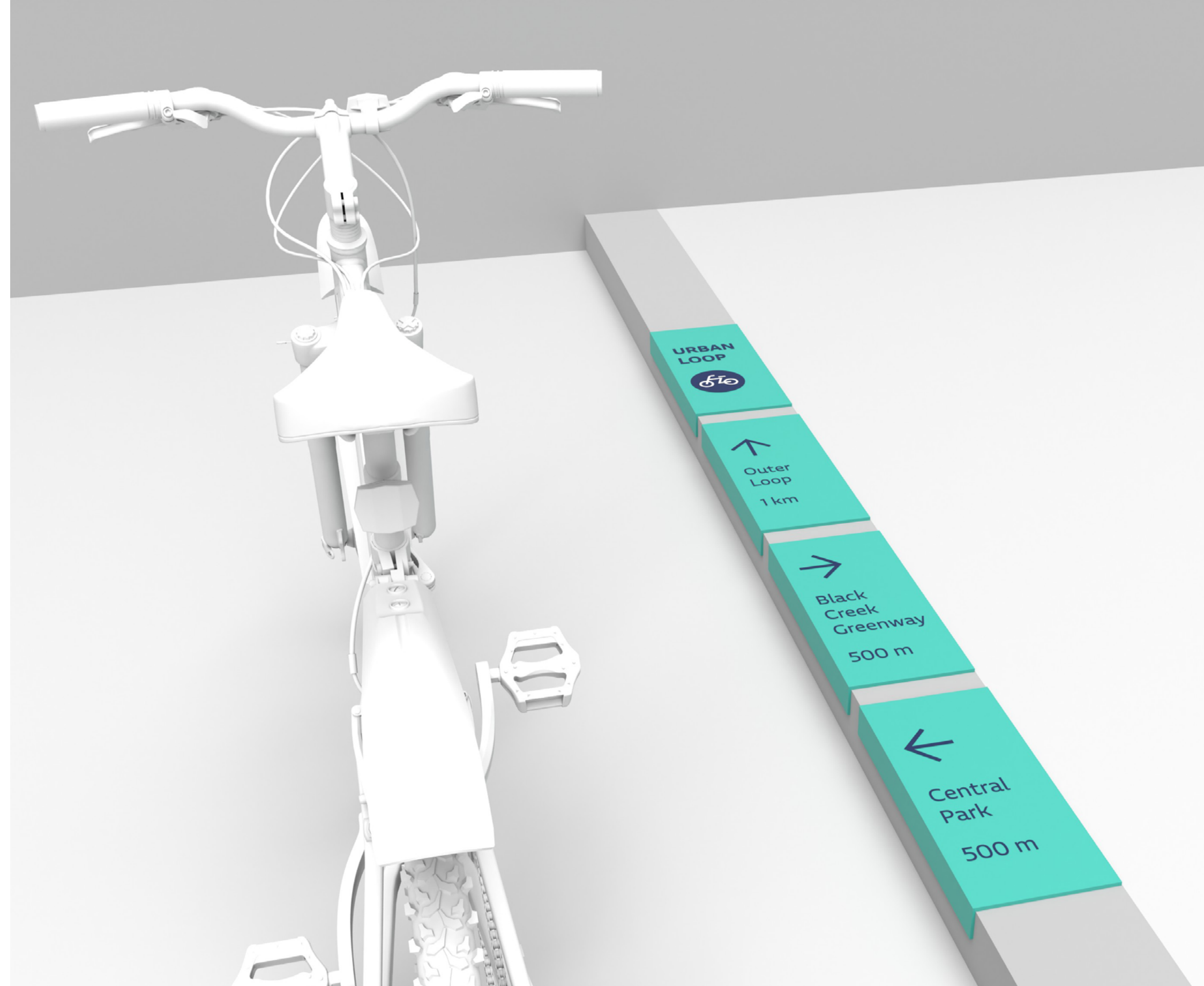
THE SIGN SYSTEM

Sign Type T1: Discussion



THE SIGN SYSTEM

T2: Bicyclist Directional, Curb Sign

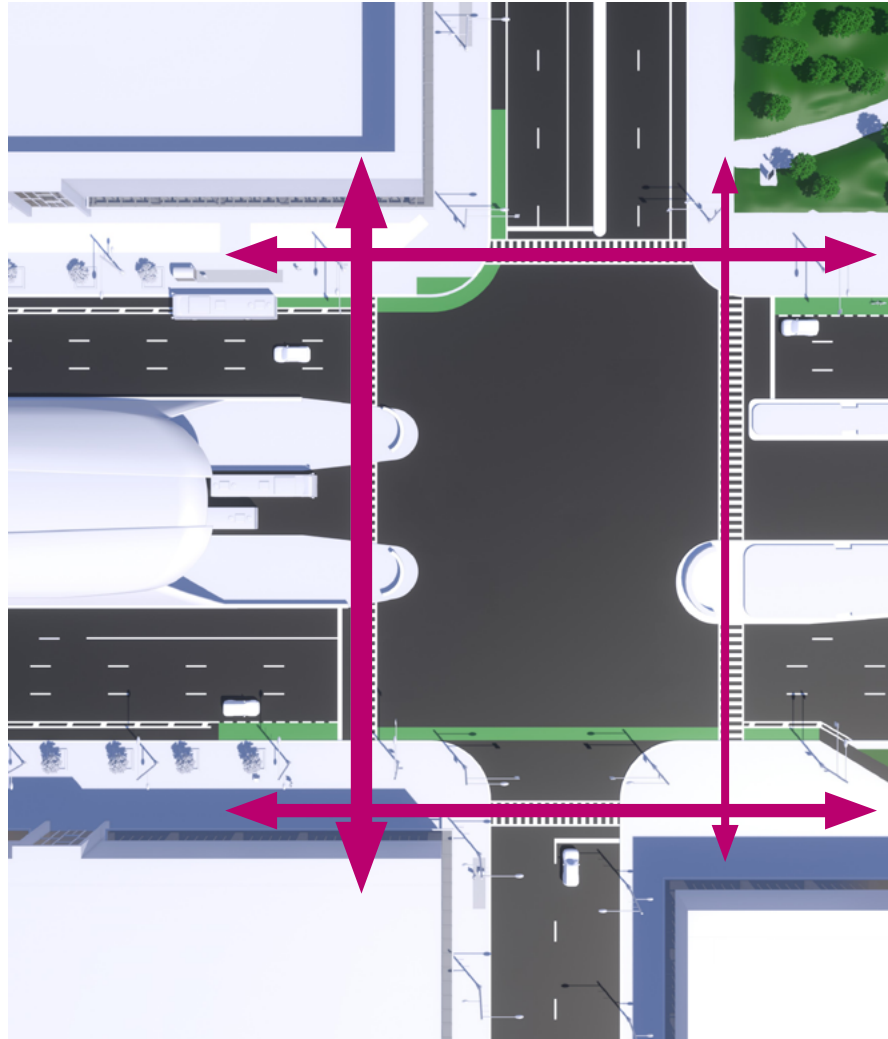


Wayfinding Strategies



WAYFINDING STRATEGIES

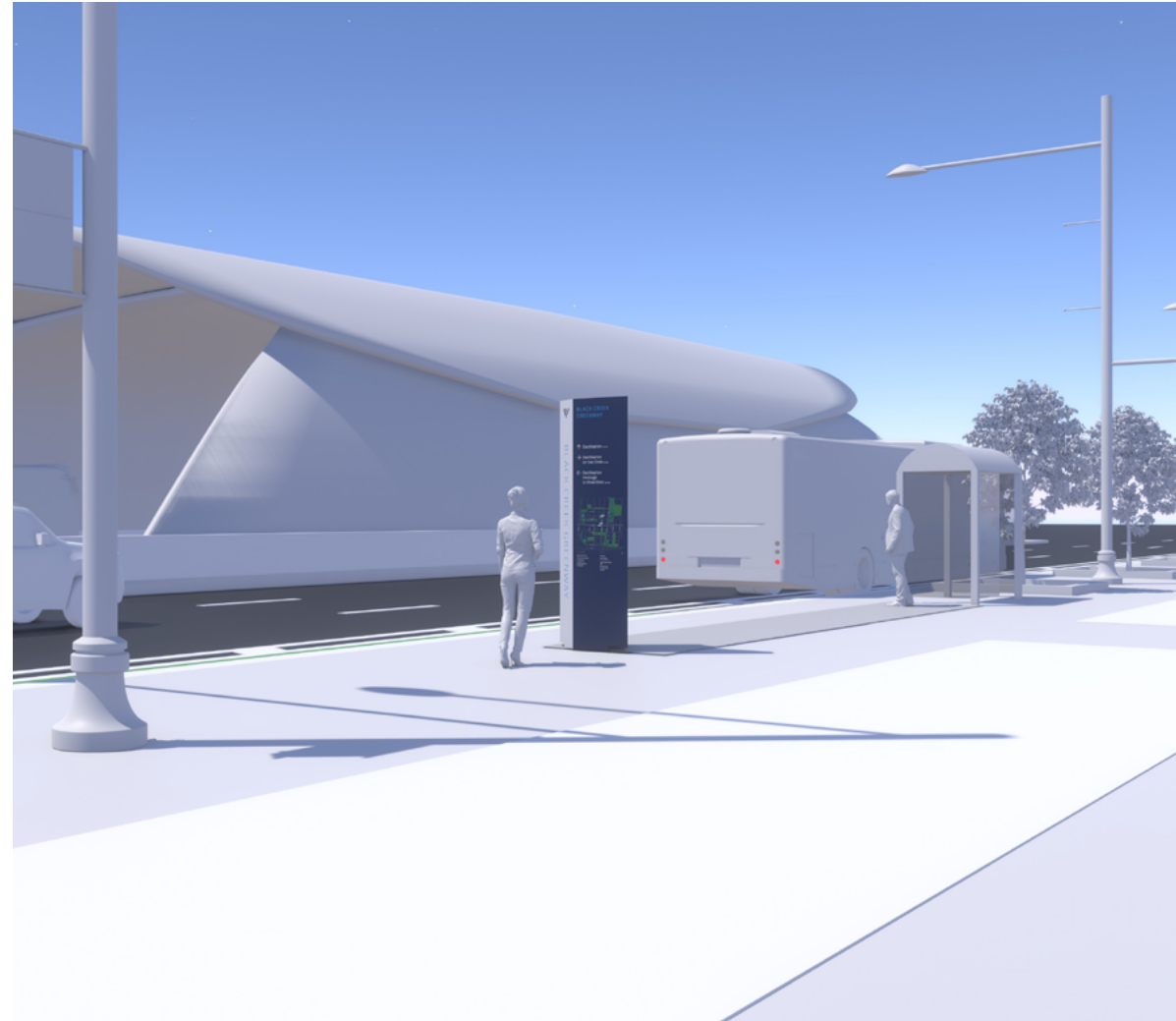
General Placement: Streetscape



Example of Pedestrian Flow ↑

Traffic Flow

Highway 7 and Millway Avenue.



Proximity to transit hubs ↑

Visible & Intuitive Placement

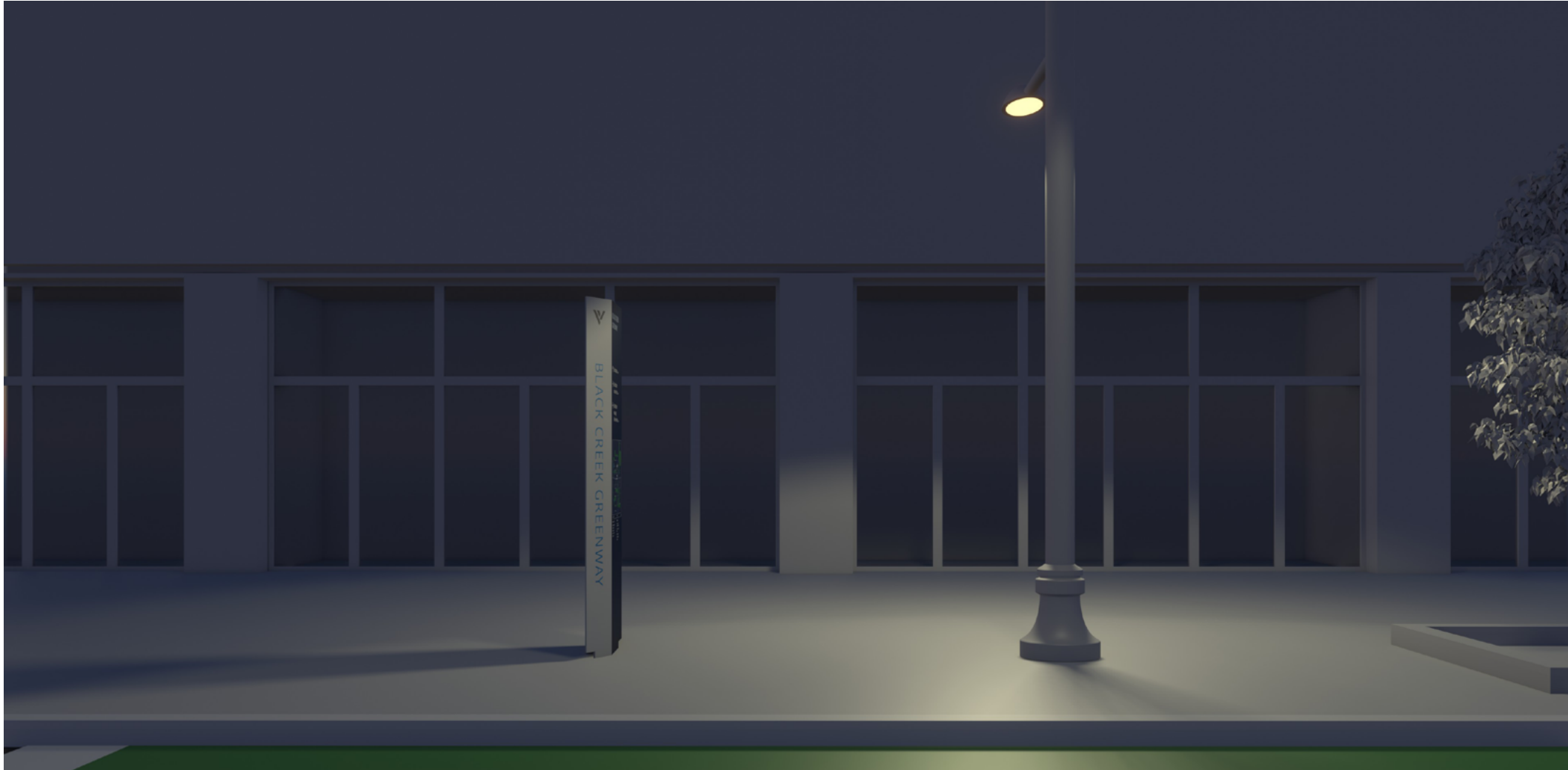
Placed along the public realm to ensure high visibility.
Near or at major intersections and junctions.
Preferably along the pedestrian boulevard's amenity zone.
Near corners but away from daylight triangles.



Visibility from opposite corner of intersection ↑

WAYFINDING STRATEGIES

General Placement: Streetscape



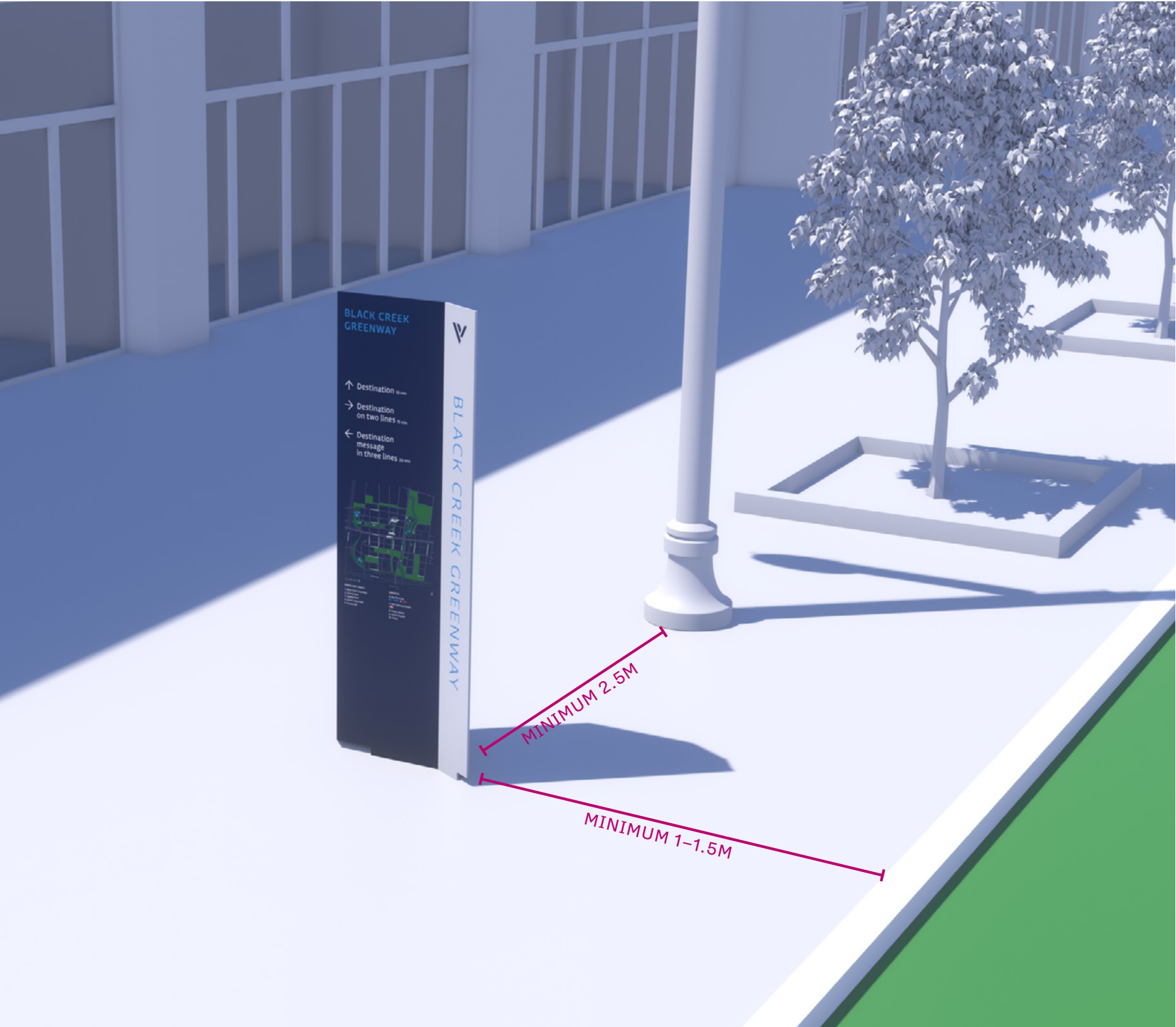
Use nearby lighting to your advantage ↑

Lighting

WAYFINDING STRATEGIES

Obstruction Clearance

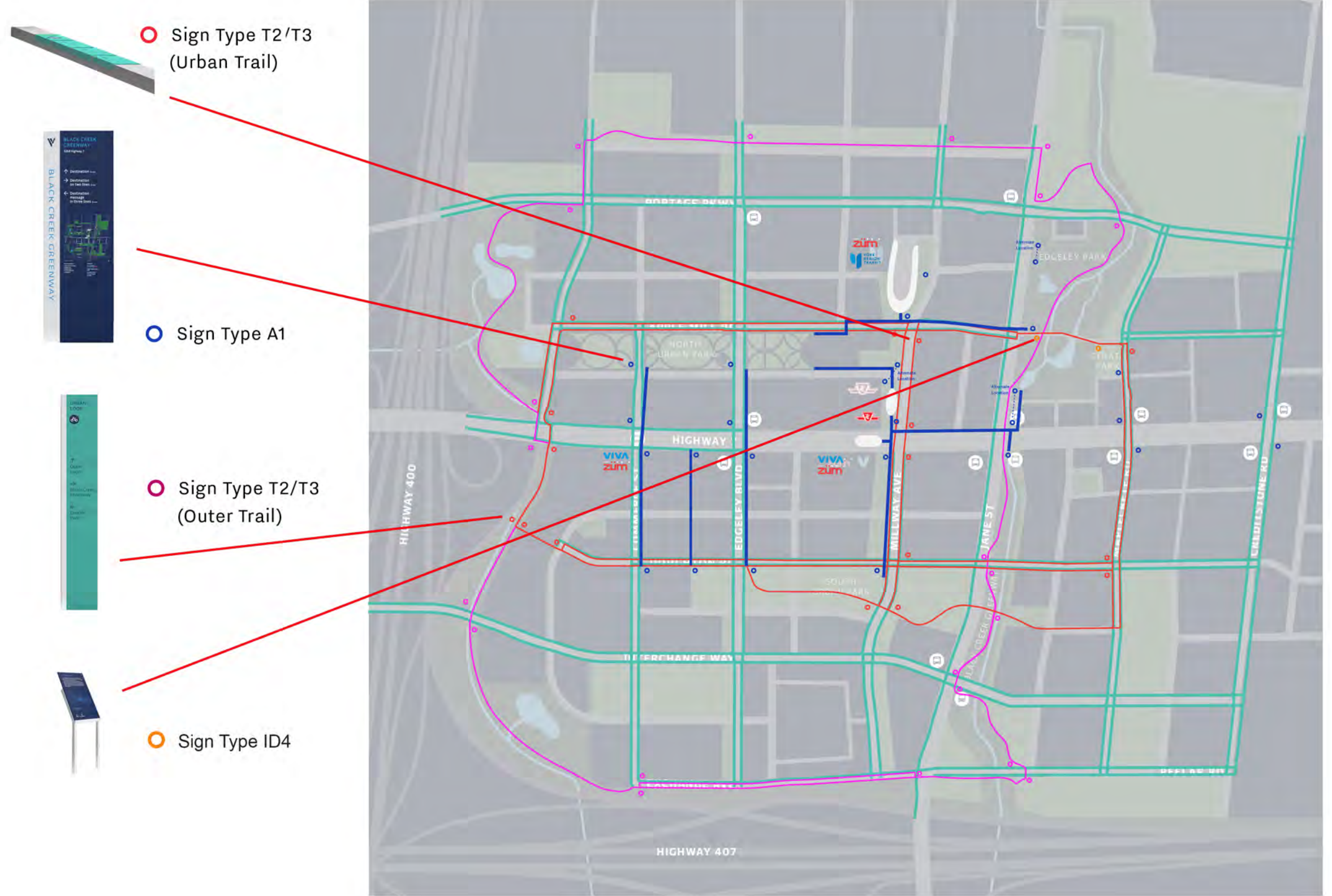
In order to ensure signage is visible and accessible, there are preferred margins of clearance from other streetscape elements and other obstructions.



Location Planning



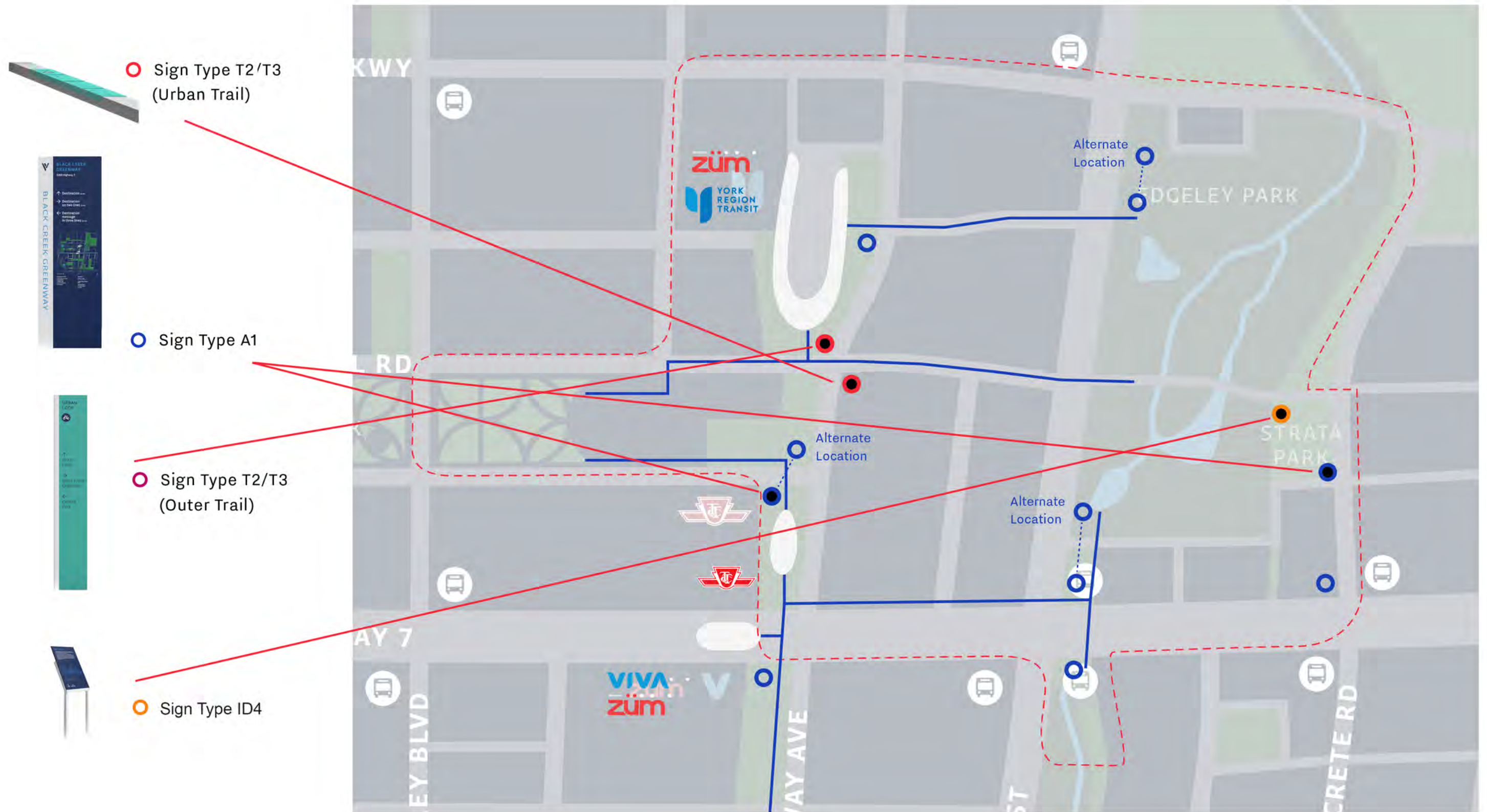
LOCATION PLANNING



- On-road Bicycle Lanes
- Pedestrian Flow
- Sign Type A1
- Sign Type T2/T3 (Urban Trail)
- Sign Type T2/T3 (Outer Trail)

LOCATION PLANNING

The Pilot Area



Next Steps

- Gather feedback and finalize designs;
- Drawings and procurement of pilot project (March/April 2022);
- Develop a cost and implementation strategy for the Master Plan;
- Pilot implementation and final public consultation (late summer / early fall 2022);
- Final Master Plan / Report (late fall 2022.)



Thank You.

