



DESIGN SERVICES
UNIVERSITY SERVICES



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 official building name

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

Unless indicated in the official 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 left 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.



Pantone Red 32 CV
C0 M100 Y90 K0



Black
C0 M0 Y0 K100



White
C0 M0 Y0 K0

Specifications

Typeface

PF Din Text Pro is a very complete sans serif typeface, offering 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.

| | | |
|---------------|---|----|
| ff | → | ff |
| fi | → | fi |
| fl | → | fl |
| ft | → | ft |





