TORONTO Building a great city together

Pantone 647 (35%)

Header:
fixed Toronto Logo and standard text

1 **Project Title Project Title Additional Project Title A**

600 (+/- 24")

2 Project Details Project Details Pr

Body

375 (+/- 14.75")
263 (+/- 7.75")
225 (+/- 8.75")
200 (+/-5.75")
146 (+/-5.75")
120 (+/- 4.75")

3 **Start**:
Season+Year *or* **Month+Year**

4 **Completion**:
Season+Year *or* **Month+Year**

5 **Contract #**
########

Call **3·1·1** **toronto.ca**

Footer:
Fixed standard Call 311 identifier and web address

All dimensions are in millimetres and inches.

Header:
Fixed Toronto Primary Logo (Corporate Identity Program 2.1) and slogan text
Pantone 647 blue (with reversed white logos/text)

Body:

1 Project Title (two lines preferred)
Univers 65 bold - 125 pt, Pantone 647 blue, upper/lower case
Line 1: Project type (primary work) e.g., "Watermain Replacement"
Line 2: Primary street where work is taking place e.g., "Bloor Street West"
28 characters maximum per line

2 Project Details (one or two lines preferred may use three)
Univers 55 Roman - 100 pt, Black, upper/lower case
Provide limits of project e.g., " Bay Street to Avenue Road, 34 characters maximum per line

3 Start
Univers 65 - 75 pt, Black, upper/lower case
"Spring" +Year or "Summer" +Year or "Fall" +Year or "Winter"+Year or Month +Year

4 End
Univers 65 - 75 pt, Black, upper/lower case
"Spring" +Year or "Summer" +Year or "Fall" +Year or "Winter"+Year or Month +Year

5 Contract Number (two lines)
Line 1 Univers 55 Roman Bold - 75 pt, Black, upper/lower case
Line 2 Univers 55 Roman - 75 pt, Black, upper/lower case

Footer:
Fixed standard Call 311 identifier and City of Toronto web address, Pantone 647 blue (with reversed white logo/text)

Notes:
- It is preferred that 24 x 24 signs are installed for pedestrian / foot traffic only as this size sign is difficult for moving traffic to read.
- Only 1, 2, 3, 4, 5 are fields in which text can be specific to each job.
- Project title and information should use clear language and avoid technical jargon and reflect Construction Notices.

Drawing specifications also found at: www.toronto.ca/ecs-standards