



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:

- Project Title** (two lines preferred)
 Univers 65 Bold - 180 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
- Project Details** (one or two lines preferred may use three)
 Univers 55 Roman - 120 pt, black, upper/lower case
 Provide limits of project e.g., "Bay Street to Avenue Road", 34 characters maximum per line
- Start**
 Line 1 Univers 65 Bold - 120 pt, black, upper/lower case
 Line 2 Univers 55 Roman - 120 pt, black, upper/lower case "Spring" + Year or "Summer" + Year or "Fall" + Year or "Winter" + Year or Month + Year
- End**
 Line 1 Univers 65 Bold - 120 pt, black, upper/lower case
 Line 2 Univers 55 Roman - 120 pt, black, upper/lower case "Spring" + Year or "Summer" + Year or "Fall" + Year or "Winter" + Year or Month + Year
- Contract Number** (one line) "Contract#" Univers 65 Bold - 120 pt, black, upper/lower case.
 ##### Univers 55 Roman - 120 pt, black, upper/lower case
- Image** 508 x 330 (+/- 20" x 13") If a map/image is included, it must be placed in Box 6, otherwise, this space must be left blank.
- QR Code** 153 x 153 (+/- 6" x 6")

Footer:

Fixed standard 311 At Your Service identifier and City of Toronto web address
 Pantone 647 blue (with reversed white logo/text)

Notes:

- Only 1, 2, 3, 4, 5, 6, 7 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