



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 - 90 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 - 60 pt, black, upper/lower case  
 Provide limits of project e.g., "Bay Street to Avenue Road", 34 characters maximum per line
- 3 Start**  
 Line 1 Univers 65 Bold - 60 pt, black, upper/lower case  
 Line 2 Univers 55 Roman - 60 pt, black, upper/lower case "Spring" + Year or "Summer" + Year or "Fall" + Year or "Winter" + Year or Month + Year
- 4 End**  
 Line 1 Univers 65 Bold - 60 pt, black, upper/lower case  
 Line 2 Univers 55 Roman - 60 pt, black, upper/lower case "Spring" + Year or "Summer" + Year or "Fall" + Year or "Winter" + Year or Month + Year
- 5 Contract Number** (one line) "Contract#" Univers 65 Bold - 60 pt, black, upper/lower case.  
 ##### Univers 55 Roman - 60 pt, black, upper/lower case
- 6 Image** 229 x 152 (+/- 9" x 6") If a map/image is included, it must be placed in Box 6, otherwise, this space must be left blank.
- 7 QR Code** 76 x 76 (+/- 3" x 3")

#### Footer:

Fixed standard 311 At Your Service 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, 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](http://www.toronto.ca/ecs-standards)