

The Landscape of Grand Pré Branding and Signage Study

Preliminary Recommendations Report • December 2013



Contents

1.0	Introduction	3	4.0	Community Consultation Results & Recommendations...	11
1.1	Project Summary.....	3	4.1	Community Workshop.....	11
1.2	Project Goals.....	3	4.2	Online Survey Findings.....	14
2.0	Wayfinding Approach	5	4.3	Branding Recommendations.....	18
2.1	Study Area.....	5	4.4	Wayfinding Recommendations.....	20
2.2	Existing Signage Policies.....	5	5.0	Signage Audit & Preliminary Messaging	
2.3	Use of the UNESCO Visual Identifier	5	5.1	Audit Overview	21
2.4	Wayfinding Best Practices	6	5.2	Recommended Sign Types	22
3.0	Branding Best Practices	10	5.3	Audit Maps.....	23
3.1	Developing a Brand	10			
3.2	Colour Standards	10	Appendices		
3.3	Typeface Standards.....	10		Online Survey Responses (attached seperately)	
3.4	Brandmark Standards.....	10			

1.0 Introduction

1.1 Project Summary

The Landscape of Grand Pré Society, the Municipality of Kings, and the Nova Scotia Tourism Agency are undertaking a project to develop a visual identity and wayfinding signage program for the Landscape of Grand Pré, a UNESCO World Heritage Site.

The brand development will be incorporated in all material produced by the Landscape of Grand Pré Society, and on all signage and interpretive material found within the World Heritage Site. This initiative will bring consistency and aesthetic appeal to the signage in the Grand Pré area, capturing the attention of residents and visitors, and directing them to local destinations.

This *Preliminary Recommendations Report* provides a comprehensive review of our work to date, examining existing conditions and offering ideas that will determine the branding and wayfinding approach. It includes information obtained through a public consultation and site audit that took place on November 20, 2013. This information has been compiled from workshop sessions, survey results and GIS data. The results have been assessed and summarized to establish the basis of design in the next stages.

1.2 Project Goals

The primary goals of this project include:

- » create a unique brand identity for the Landscape of Grand Pré
- » improve the visitor experience and encourage visitors to see more of the Grand Pré area.
- » build upon the community's unique and authentic character
- » provide clear directions to destinations that are important to residents and visitors.
- » create a sense of arrival and place

To achieve these goals Form:media is working closely with stakeholders and the residents of Grand Pré, identifying challenges and exploring opportunities.

One of the initial challenges is the creation of a landmark, or logo. This logo will be a core component of the visual identity, and it can be thought of as a visual ambassador. It should represent a body of core ideas, and convey those ideas in a clear and meaningful way. At this stage we will identify the core ideas of Grand Pré, and explore associated images that will help with landmark development.

The goal of the signage portion of the project is to identify wayfinding shortcomings throughout the area, with particular attention to primary entrypoints, decision points and sites of interest. Community members and project stakeholders are involved in this process to ensure that the signage not only serves visitors to the community, but also new and existing residents. This input helps establish a preliminary sign hierarchy and message schedule which are included in this report.

2.0 Wayfinding Approach

2.1 Study Area

The study area is comprised of The Landscape of Grand Pré UNESCO World Heritage Site, located in the Municipality of Kings, Nova Scotia. Entrance points from Highway #101 and Wolfville will also be examined as part of the study.

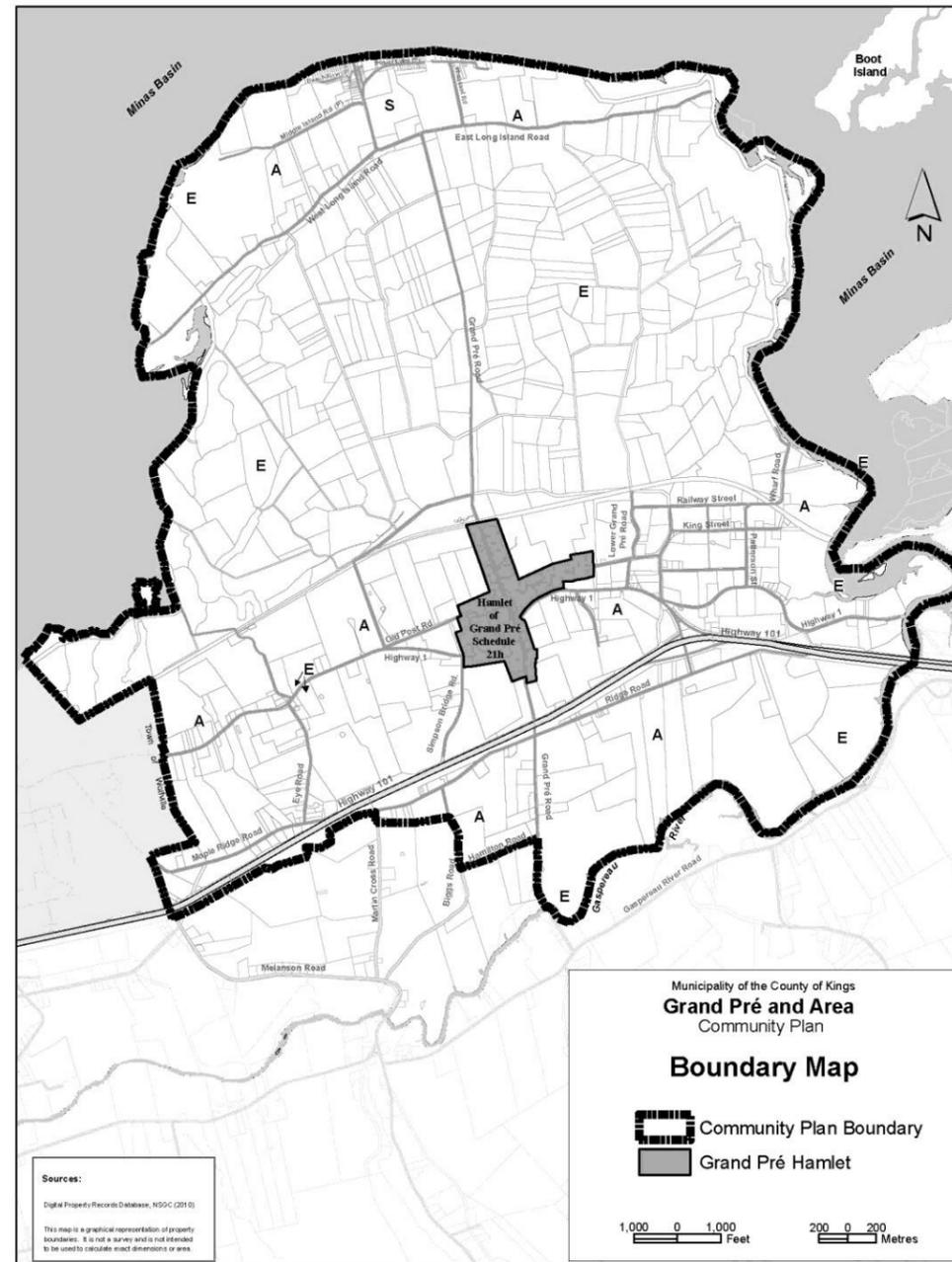
2.2 Existing Signage Policies

All signs located within the Municipality of Kings must comply with the *County Of Kings Land Use Bylaw*, and as such the wayfinding sign system for The Landscape of Grand Pré will respect these policies.

Highway signage is regulated by the Province, so it will be of great importance to work closely with the Department of Transportation and Infrastructure Renewal (TIR) to ensure that highway signs or exit-ramp signs comply with their policies.

2.3 Use of the UNESCO Visual Identifier

The Landscape of Grand Pré is a UNESCO World Heritage Site and must adhere to the visual identity standards described in the *Parks Canada Standards for the Use and Management of World Heritage Visual Identifiers*. Form:Media will make recommendations for applying the UNESCO visual identifier in the sign message schedule.



2.4 Wayfinding Best Practices

Wayfinding encompasses all the ways in which people orient themselves in physical space and navigate from place to place. When a wayfinding system works, it helps travellers move through unfamiliar locations with confidence; it creates a more welcoming environment and a sense of place, benefiting both travellers and points of interest.

In reference to large exterior spaces, wayfinding programs typically include a cohesive signage system, distinct landmarks, printed support materials and electronic media information. When coordinated properly, a wayfinding program also promotes a consistent identity and acts as a powerful marketing tool.

2.4.1 Legibility

Sign messaging should be optimized to convey information and directions clearly and concisely. To ensure viewer comprehension, attention should be given to the following design criteria:

- » The use of proper letter heights.
- » The use of a typeface that is designed for a high degree of legibility.
- » The use of established, standardized symbols.
- » High colour contrast between messaging elements and background.

Letter Height

In order to ensure consistent legibility of sign messages, especially for vehicular signs, all signs must use the recommended character height sizes. For the purposes of this system, character height is based on the height of an uppercase letter.

In Nova Scotia, all signs on 100 Series Highways must conform to the design standards established by the Department of Transportation and Infrastructure Renewal.

On the Province's secondary roads, the following character heights should be used:

- » 4" letter height for posted speeds of 50–80 km/hr.
- » 6" letter height for posted speeds of 80 km/hr or greater.

For pedestrian signage, minimum character height is primarily determined by viewing distance. However, a variety of human or environmental factors could create the need for smaller or larger character sizes for a specific sign. Often, the length of the text message is the determining factor in the overall size of the sign. If using the required character size results in a sign that is too large for the intended space, the sign planning team should consider rephrasing the message, removing symbols or using two signs if appropriate.

Typography

Legibility is the determining factor in choosing a typeface for wayfinding signage. Fonts that are too bold or too light can be difficult to distinguish, especially for those with vision impairments.

Attributes that help ensure legibility include:

- » Appropriate stroke width to height ratio
- » Proper spacing between letters (kerning)
- » Sans-serif characters

Below are examples of typefaces designed for legibility and recommended for wayfinding signage.

Clearview | abcefg hijop 123 AQ abcefg hijop

Gotham XNarrow | abcefg hijop 123 AQ abcefg hijop

Frutiger 65 | abcefg hijop 123 AQ abcefg hijop

The following typefaces are not easily legible, and should not be used for wayfinding signage.

Stroke Too Inconsistent

Stroke Too Ornate

Stroke Too Light and Slender

Stroke Too Narrow

Stroke Too Wide

Symbols

Symbols provide a common, nonverbal language to transmit information to park visitors regardless of their native language. They also help affirm or clarify verbal instructions for visitors.

Although symbols are considered an international pictographic language, many park visitors may not be familiar with specific symbols, so legends occasionally must be added to affirm the messages, especially where activities are prohibited. In these instances the symbol is combined with words.

The NSPP symbol set is designed to convey regulatory, warning and information messages to visitors at a glance. The symbol set must be used on NSPP signage and will be incorporated into all other media where symbols are required (print, web, interpretive media). When preparing off-site signage, you must confirm with the respective provincial/municipal authorities which symbols are required, e.g. MUTCD.

Contrast

It is important to maintain a contrast ratio of at least 70% between sign messaging and background. If using coloured text, restrict it to short lines of text such as titles.

abcdefghijklmnopqrstuvwxyz 1234567890
70-100% recommended contrast ratio
0-69% contrast is not legible at greater distances.



Text displayed on top of multiple colours or patterns can impair legibility .

2.4.2 Visibility and Placement

The following factors should be taken into consideration to ensure visibility of all sign types.

- » Size of the message elements
- » Sign orientation in relation to viewer
- » Sign maintenance and upkeep
- » Sign reflectivity
- » Seasonal factors, such as snowfall heights
- » Orderly placement to avoid sign congestion



Designing for Vehicular Traffic

The number of message elements, or message load, is a key factor that affects the comprehensibility of a sign, especially a vehicular sign. Research has shown that an average of 1/2 to 1 second of reading time is required per major word, number or symbol. At this rate it is reasonable to expect a driver to be able to comfortably comprehend a sign containing between 4 and 8 message elements.

To determine location for vehicular signs, three factors should be considered:

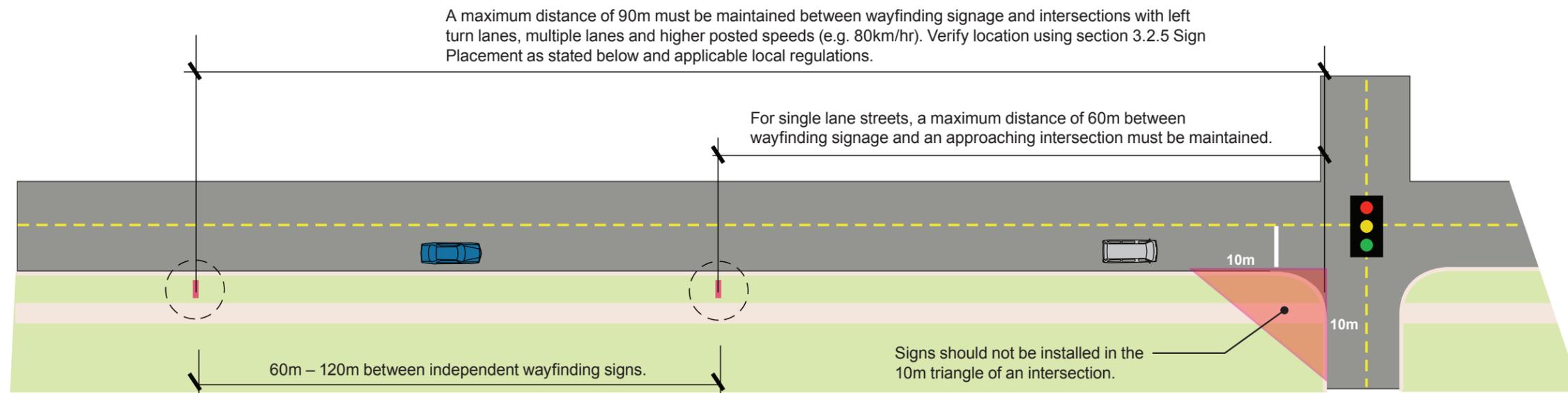
- » **Visibility Distance:**
Signs must be sited sufficiently in advance of intersections to allow drivers an adequate amount of time to detect and read the sign.
- » **Advance Placement Distance:**
Sign placement must allow drivers enough time to decelerate to an appropriate speed to make a comfortable turn.
- » **Separation Distance:**
Signs posted consecutively along a roadway must be separated by a sufficient distance allowing drivers enough time to detect and read the signs while safely operating their vehicles.

The design and location of signs can positively or negatively affect the character of the environment, both built and natural. Over-signed areas create visual clutter and detract from the appearance of the environment, preventing signs from conveying their intended message. Over-signing may also affect driver and pedestrian safety if too much information is being presented in a short amount of viewing time. Such clutter can be reduced by ensuring that signs are placed in an orderly manner, without interfering with one another. More importantly, only signs essential to driver navigation should be considered, and efforts should be made to keep the number of signs to a minimum.

Ultimately these considerations lead to greater traveller safety by reducing required reading and comprehension time, allowing more time to focus on decision points, and better understanding of where one is and where one wants to go.

Designing for Vehicular Traffic (Continued)

Below is a diagram showing general location recommendations for vehicular signage.



3.2.5 Sign Placement

In order for a sign to be effective, it must be legible at a distance that allows a driver to read it and safely carry out any required actions (e.g., a lane change) before reaching the decision point. A key placement issue for directional and guidance signs is to ensure enough time is available for the driver to check for a gap and change lanes comfortably before reaching a gore or turnoff. In low volume conditions, to encompass the majority of drivers, a distance equivalent to 8 seconds at the assumed operating speed is required, and in high volume conditions, this time should be increased to 10 seconds. If advance signs are used, this increases the distance between where the information becomes available to the driver and the gore.

Highway Signing for Drivers' Needs

Paper Prepared for presentation at the Road Safety Engineering – New Developments and Initiatives Session of the 2004 Annual Conference of the Transportation Association of Canada, Québec City, Québec, September 19 – 22, 2004

2.4.3 Sign Types, Hierarchies, and Themes

The extent of the signage hierarchy and types of signs required is based on the scope requirements and size of a sign system.

A hierarchy of signage is a set of signs working together as an overall system. Common attributes such as colour, fonts, shape materials help provide visual cues to the viewer that the individual signs are part of a family.

The designs of the hierarchies can range from utilitarian to ornate, pending the design intent and budgets allotted for the signage. Whether simple and cost-effective, or ornate and costly, any hierarchy should perform within the best practice criteria.

Typical sign types in a municipal and tourism-oriented wayfinding signage hierarchy include some or all of the following:

- » Gateway signage at entry points to the area
- » Vehicular and/or pedestrian destination directional signage
- » Parking signage directing to and identifying public parking areas
- » Assurance signs informing of distances (in km) to key destinations
- » Municipal amenity identification signs
- » Information kiosks
- » Ancillary signage as needed such as interpretive markers or service club signs



Example Hierarchy: City of Duncan, British Columbia - High-range budget



Example Hierarchy: Middlesex County, Ontario - Value-engineered / mid-range budget



Example Hierarchy: Regional Tourism Organization 7 Signage (Bruce, Grey, and Simcoe Counties, Ontario) - Value-engineered / low-range budget

3.0 Branding Best Practices

3.1 Developing a Brand

Form:Media will be developing a meaningful and enduring brand for The Landscape of Grand Pré.

Is the brand a reflection of what is, or does it focus on a vision of what will be? An effective brand will give pride to residents and attract visitors and outside investors, and it's creation requires a great deal of careful consideration. It is important to highlight the characteristics that define the community, and to craft an image that can be communicated in a clear and positive way to tourists. The Landscape of Grand Pré has unique characteristics that help set it apart from other areas, and this report examines those characteristics in order to create a brand that serves the community.

The comments and opinions of community members are summarized in Section 4 of this report, and will provide valuable insight into the branding approach and the direction that it will take. This feedback will also be valuable in the development of a brandmark, which will be a key component of this visual identity. It will be critical to apply it cohesively across all marketing mediums (e.g. print collateral, marketing initiatives, websites) and subsequently in the wayfinding signage program. These applications will increase the brand's viability and foster greater recognizability. This will also assist in the development of an intuitive signage system tailored specifically to the City's needs.

The following preliminary guidelines will inform the development of the visual identity and brandmark.

3.2 Colour Standards

The Grand Pré brandmark and associated visual identity elements should only be reproduced using a prescribed colour palette. To address print and signage requirements the final colours will be specified using Pantone and CYMK values.

3.3 Typeface Standards

The primary typeface (font) selected for the visual identity program should be legible at a range of sizes and be available in several weights (i.e. bold, italic. etc.). A second or third typeface may be used in a supporting role or for particular applications (i.e. vehicular signage).

3.4 Brandmark Standards

Colour Variations

The preferred version of the brandmark will likely be a multi-colour version, however there will be instances where this is not ideal (primarily those associated with cost implications such as signage applications). As a result the brandmark will be designed to be equally effective as a single colour (black), and reversed-out (white) on a solid background.

Size Standards

A brandmark should be easy to read and identify at any given size, but especially small sizes. A simple, uncomplicated design will help accomplish this, but it is also important to specify a minimum display size. This will ensure that it is legible when applied to all printed and digital applications.

Spacing Standards

The brandmark should be framed by an area of empty space to maximize its visual impact. Form:media will develop guidelines that define this protective spacing area.

This spacing standard improves brand recognition and ensures that the brandmark's integrity is not compromised.



» A Brand Guidelines document can help control how elements of a brand are used.

4.0 Community Consultation Results & Recommendations

4.1 Community Workshop

On November 20, 2013, Form:Media, in association with the Grand Pré World Heritage Site Stewardship Board, conducted a workshop with various members of the public and community leaders to determine the signage requirements of Grand Pré, and explore themes related to brand development.

Participants were provided with maps of Grand Pré and visual examples of different sign types, and guided through several branding activities.

The workshop findings and survey results have been evaluated to form a preliminary sign hierarchy and sign location recommendations.



4.1.1 Workshop Outcomes: Branding

Word Associations

Using note cards, participants were asked to list 3 verbs, 3 nouns, 3 adjectives, and 3 colours that described the Landscape of Grand Pré. Numbers in parentheses indicate the total number of times that word was used.

Verbs

- » Absorbing
- » Connecting
- » Discovering
- » Enduring (2)
- » Exploring
- » Farming
- » Growing
- » Inspiring
- » Living
- » Reconciling
- » Reflecting (2)
- » Reminding
- » Soaring

Nouns

- » Acadian
- » Blomidon
- » Culture
- » Dykes (3)
- » Evangeline (2)
- » Heartland
- » Heritage
- » History (3)
- » Home
- » Landscape
- » Open
- » Planters
- » Wine country

Adjectives

- » Beautiful
- » Comforting
- » Cultural
- » Diverse
- » Dynamic
- » Emotional (2)
- » Enriching
- » Extraordinary
- » Grand
- » Inspiring
- » Living (2)
- » Moving
- » Nourishing
- » Passionate
- » Pastoral
- » Striking
- » Timeless
- » Tranquil (2)

Colours

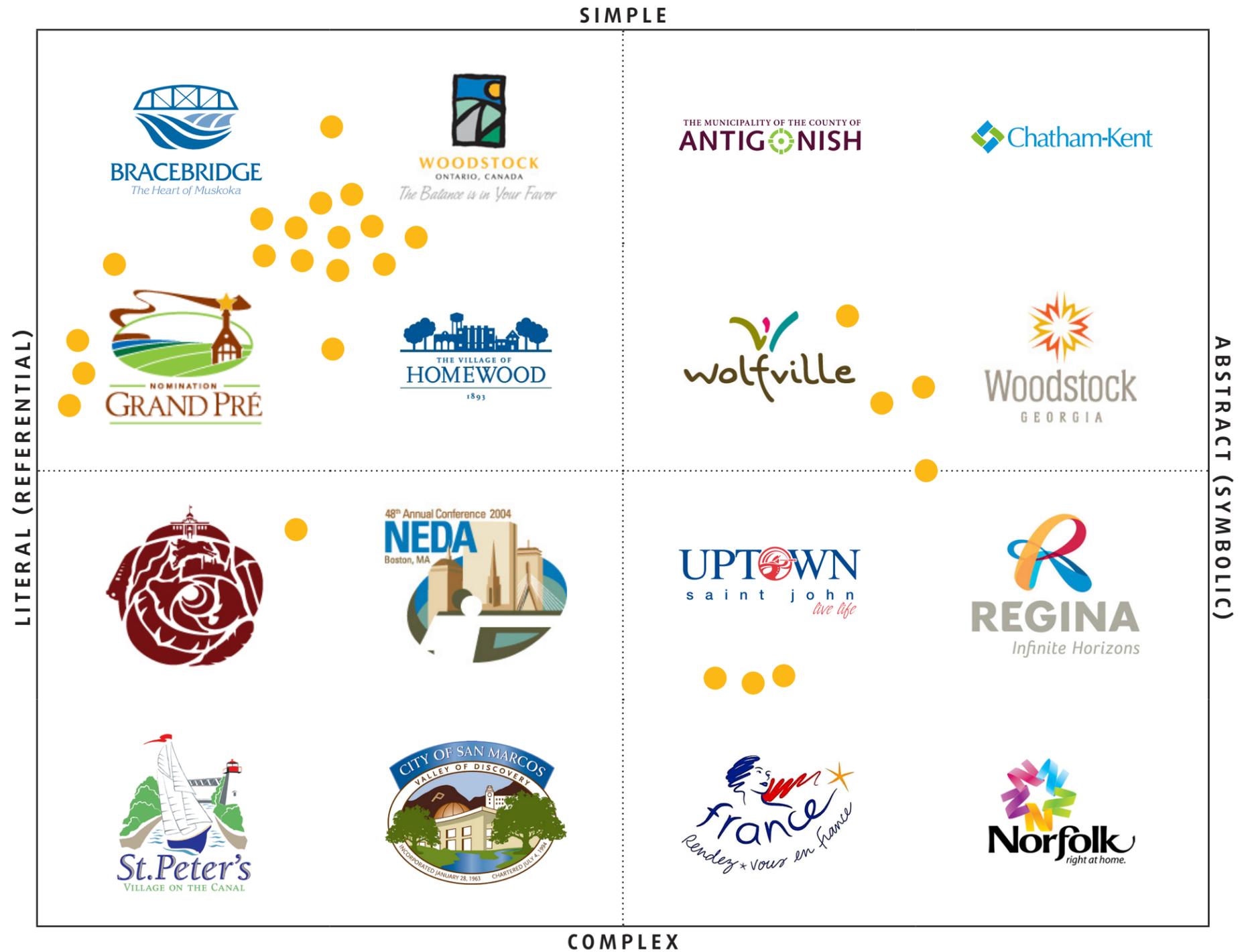
- » Blue (3)
- » Green (3)
- » Mud Red / Clay (4)
- » White
- » Yellow / Gold (4)

4.1.1 Workshop Outcomes: Branding

Logo Style

Using this chart, participants were asked to place a marker on the type of style that they would prefer for the community landmark. The examples are meant to illustrate some of the ways in which a landmark can be rendered, and are by no means an inclusive collection of styles.

The results show that a simple, referential logo style is preferred, however there is interest in an abstract approach as well. These findings will inform the landmark design in the next phase.



4.1.2 Workshop Outcomes: Wayfinding

1. Using a map of the Grand Pré Area:

- » Place a YELLOW dot on all areas of historical interpretive significance or visitor amenity that visitors should be led to
- » Place a BLUE dot on all areas of historical interpretive significance that a story could be told via interpretive plaque or marker.
- » Place a GREEN dot on all visitor entry or arrival points to the GPA.
- » Place a RED dot on all areas where a directional decision needs to be made by the traveller.
- » With your marker, put an X at 'Ground Zero' (i.e. the center of the GPA).

The outcomes from this exercise have been reviewed and used to determine preliminary sign locations and message requirements.

With your marker, draw a line of path of travel you would recommend to see all the Yellow Dot areas you've identified. Put an 'O' at your starting point.2. Using the Sign Type Chart (not shown), identify what types of signs would be useful for the Landscape of Grand Pré.

- » **Entry Signs** – Majority Yes
- » **Vehicular Directional** – Majority Yes
- » **Pedestrian Directional** – Majority Yes
- » **Primary Info Kiosks** – Majority Yes
- » **Secondary Info Kiosks** – Majority Yes
- » **Parking Signage** – Majority Yes
- » **Amenity Identification** – Majority Yes
- » **Trail Signage** – Majority Yes
- » **Street Identification** – Majority Yes
- » **Interpretive Signs** – Majority Yes

Other Sign Type Suggestions:

- » Regulatory

4.2 Online Survey Findings

The following results represent the consolidated findings from a total of 46 survey respondents. The survey was divided into two parts: a Branding questionnaire and a Wayfinding questionnaire.

Part 1: Branding

1. List three specific elements that set the Landscape of Grand Pré apart from other areas, e.g., natural features, wildlife, architecture, culture, history, activities and landmarks.

1. History
2. Dykes
3. Landscape/view

2. Describe the Landscape of Grand Pré using three nouns, three verbs, and three adjectives.

Nouns (A thing or place, e.g. The Eiffel Tower, the Highlands)

1. Dykes
2. Church
3. Acadian

Verbs (An action, e.g. growing, working)

1. Farming
2. Living
3. Remembering

Adjectives (A description, e.g. memorable, small)

1. Beautiful
2. Peaceful
3. Memorable

3. “The community of the Grand Pré is a reflection of our past.”

1	2	3	4	5
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

Average response: 1.82%

4. “The Community of the Grand Pré is an expression of our future.”

1	2	3	4	5
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

Average response: 2.38%

5. Fill in the blank for each of the following:

For a visitor, The Landscape of Grand Pré Area is about:

The history, the story of the Acadians and the dykelands.

For a resident, The Landscape of Grand Pré Area is about:

A unique community, the natural beauty and lifestyle.

For a business, The Landscape of Grand Pré Area is about:

Tourism, attracting visitors and opportunities

6. If you had to choose three images that best depict The Landscape of Grand Pré, what would they be?

1. The view from the View Park
2. The view of Blomidon
3. The Church

7. Do you have any other comments regarding the current Landscape of Grand Pré brand development initiative?

- » I think the focus needs to be on the resilience and strength of the Acadian culture.
- » This land needs historic building preservation, farming protection, and business sensitivity. Modern development and 'progress' will cause its' unique charm to disappear and turn it into another New Minas.
- » It is a challenge to develop a new brand for a world heritage site, given the different stewards with different objectives. Nomination Grand Pré had developed a brand and image identifier (logo) which I believe are good and still valid. Instead of reinventing the wheel, we should recycle what has already been done.
- » More work with local farmers to ensure chickens and cows are raised humanely, no chickens locked in battery barns: this is a negative scene for visitors and residents alike. Farmers can be sensitized to making a fair living while creating a good life for their animals. The First Peoples and early Acadians lived in harmony with their livestock, so can we. One example: free-range, smaller operation, chicken production practices. As well, more work needs to be done to recognize the First Peoples. More signage, more work with local communities to sponsor joint events through the year.
- » To use the Mi'kmaq language within the welcome signage and areas of significance to the Mi'kmaq
- » Integrity is more important than commercialism.
- » Very pleased with the work done to promote and develop the site. It is a great feat for the millions of people who still call themselves acadians. It should bring more tourists and dollars to the area, surrounding villages and beautiful Annapolis valley. We need to develop what tourists 'want'.
- » It is critical to capture the essence of what the Outstanding Universal Value of the landscape.
- » Re-use the identity developed for the community by Commerce Grand Pré previously featured on gateway signs and on the current partnership wayfinding maps.
- » Tell the story of the resilience of the Acadian people.
- » First Nations people were here for 8000 years... artifacts have been found... where is the place where they are interpreted in Grand Pré??
- » I think that it is important to include Hortonville and Horton Landing. This area is rich in the history of the many peoples who have lived here. I am pleased that you are seeking the opinions of those of us who live here.
- » Incorporate more Planter history & past 50 years of immigration influences and what is happening now. It broaden the attraction of the area as not only being a place of "Acadian memory".
- » The Statue of Evangeline has been the icon within the community of Grand Pré and one that several relate to. Several from all over the world. The same holds true of the dykes. The vineyards that are in Grand Pré and surrounding area bespeak of a new emerging industry within the community which is important to the economy of Grand Pré, the Annapolis Valley and Nova Scotia. This will make Grand Pré a challenge to brand. Much thought should go into the branding aspect. If people easily relate to the Statue of Evangeline and the story she holds, should this not continue to serve as the icon of the community. However, the new emerging wine industry needs to be paid tribute.
- » It will be important to be consistent in our signage and VISIBLE!
- » Kudos to those residents who are doing so much to bring recognition to Grand Pré, including Naomi Blanchard, Ann Palmeter, and several others.
- » I am not a fan of logos in any situation. A symbol would be acceptable.
- » J'aimerais que l'image reflète l'histoire des Acadiens d'une façon juste mais avec un regard vers la réconciliation. Il ne s'agit pas de blamer un groupe pour le sort des Acadiens mais d'en tirer leçon pour qu'il y ait plus de respect et d'ouverture envers les cultures (des Acadiens, Anglais, Autochtones, Noirs) et leur histoire respective pour que les sentiments qui ont mené à la déportation ne se répètent pas.
- » L'alliance et la collaboration entre les Acadiens et les Autochtones devrait aussi être soulignée.
- » Paysage de Grand-Pré se doit d'être un incontournable autant pour les communautés de la Nouvelle- Écosse que les touristes qui foulent les pieds dans la région de la vallée de l'Annapolis.
- » J'aime beaucoup le dépliant du Paysage de Grand-Pré, montrant l'église, les champs et le Cap Blomidon en arrière.
- » On doit comprendre que c'est un paysage relié À L'HISTOIRE ET AU PEUPLE ACADIEN.
- » Il faut assurer donner une place à notre histoire acadienne tout en respectant que les habitants d'aujourd'hui de la région ne partagent pas nécessairement ce souhait de parler de l'histoire acadienne.
- » Elle doit refléter la beauté du paysage, les terres endiguées ainsi que le lieu de mémoire acadien (église-souvenir).
- » La collaboration de toutes les personnes de bonne volonté à conserver ce paysage pour les générations à venir et pour le monde entier à admirer.
- » Insister sur une présence acadienne pour les francophones qui visitent le site. Ils ont survécu et sont toujours présents EN NOUVELLE-ÉCOSSE, même dans les environs de Grand-Pré. Leur accorder la place qui leur revient (IMPLICATION LOCALE).

Part 2: Wayfinding

1. An assessment of existing wayfinding conditions will be conducted, specific to locations such as Planters' Memorial and Acadian Cross, Battle of Grand Pré site, Sir Robert Laird Borden Birthplace, Viewpark, and Evangeline Beach.

Excluding those destinations identified above, what other attractions in The Landscape of Grand Pré and surrounding buffer areas are you most proud to show visitors?

1. Grand-Pré National Historic Site
2. Covenanter Church
3. A view of the dykelands

2. Within the Landscape of Grand Pré, what attractions are well identified and have adequate directional signs?

1. Grand-Pré National Historic Site
2. Grand Pré Winery
3. Evangeline Beach

3. What attractions are poorly identified and have inadequate directional signs?

1. The Acadian Cross / Horton Landing
2. Evangeline Beach
3. The Viewpark

4. Do you feel that the existing signage serves the needs of the Grand Pré area?

Yes: 10% No: 65% Don't know: 25%

If no, how could it be improved?

- » Consistency, uniformity, clarity
- » Strategically placed directional signs
- » UNESCO identification
- » Use of information pamphlets
- » Information / orientation maps with key amenities / attractions
- » Web and social media applications
- » Un document guide serait utile (incluant une carte géographique et une description de chaque lieu). Aussi plus d'affiche sur les rues.
- » Horton Landing est tres mal signalise.
- » Plus et meilleurs panneaux...
- » Une meilleur signalisation standardisée est nécessaire.
- » Publicité plus large, plus répandue et plus fréquente... aussi des beaux et grands panneaux sur la route 101.
- » Plus grosse (extérieur au Centre d'interprétation) complétée par une brochure remise aux visiteurs. Si les visiteurs arrivent après les heures de fermetures, ils pourront quand même se rendre aux endroits stratégiques et y lire les tableaux d'information.
- » Publier l'existence du Paysage de GP, site de patrimoine mondial de l'UNESCO... largement et souvent.

5. Indicate the destinations/attractions that you'd recommend to a visitor, based on the following time constraints:

1 hour visit:

The National Historic Site, the Viewpark, Horton Landing

4 hour visit:

Evangeline Beach, Horton Landing, the Viewpark, a winery, the Church

6. Do you own a tourism-oriented business in Grand Pré?

Yes: 6.45% No: 93.55%

If yes, would your business benefit from being identified as a destination on directional road signs?

Yes

7. If you had to identify an existing 'heart' – or central area for the Landscape of Grand Pré Area, where would it be? (specific building, landmark, intersection, etc.)

The National Historic Site

8. If you had to identify a new 'heart' – or central area for the Landscape of Grand Pré, where would it be? (specific building, landmark, intersection, etc.)

The Viewpark

9. Where would you place a map-based information sign for visitor orientation? (specific building, landmark, intersection, etc.)

Viewpark and the National Historic Site

10. Do you have any other comments regarding the current Grand Pré wayfinding signage development initiative?

- » The traffic backup problem at Main and Gaspereau corner in Wolfville causes many visitors to bypass exit 10 and use 11. Halifax people who regularly visit the area have complained to us at our business. A solution may be found through discussion with the town and our local MLA. There needs to be a hostel, an inexpensive lodging for cyclist groups, backpacker, etc
 - » We need to be able to stroll/bike/skate and hike safely on our roads, and to reduce speeds to residential levels, rather than using County road speeds; especially at Grand Pre corner on Route 1, and on the Old Post Rd.
 - » No this should be done by a committee of local and knowledgeable people.
 - » Good initiative. As stated earlier, look at what was done by Nomination Grand Pré. And go beyond Grand Pré, and extend your efforts to Wolfville, Kentville, Windsor, etc.
 - » the general store is a good first place of contact, a good place for information.
 - » The signage for Grand Pre for the Acadian Congress in 2004 was excellent.
 - » It needs to be cohesive and logical. Thank you for this opportunity to share my thoughts.
 - » Our goal is to attract tourists and to entice them to spend more quality time in the Grand Pre' Community and this can be done by increasing and using more informative and clearly visible signage.
 - » Do not oversign the area. Continue using Grand Pré welcome sign identity.
 - » Make them bilingual or with more languages, include QR codes for scanning. Include downloadable apps. Verbal signs (push button to listen). Make them historical, telling the story.
 - » People services, historic information, walking tours, accommodation, Evangeline Beach, North Grand Pre, Hortonville, Covenanters Church. North Grand Pre Community Church, Horton Community Center, French Cross. Grand Pre National Historic Site. Gaspereau River, the place of summer Indian encampments.
 - » Good luck!
- » It will be important to identify the Landscape of G-P in a professional way, befitting the World Heritage Designation. We have moved from the local to the global.
 - » Good signage is needed. Go for it!
 - » Bonne chose que les routes ont ete pavée! Bravo!!
 - » C'est l'histoire de la région qui rend le paysage intéressant!
 - » Bon succès...j'ai bien hâte que la publicité adéquate se fasse et que le monde entier puisse commencer à reconnaître la Valeur Universelle Exceptionnelle.
 - » Veuillez faire la relecture de vos traductions (questionnaire et entêtes) avant de les publier en français.

4.3 Branding Recommendations

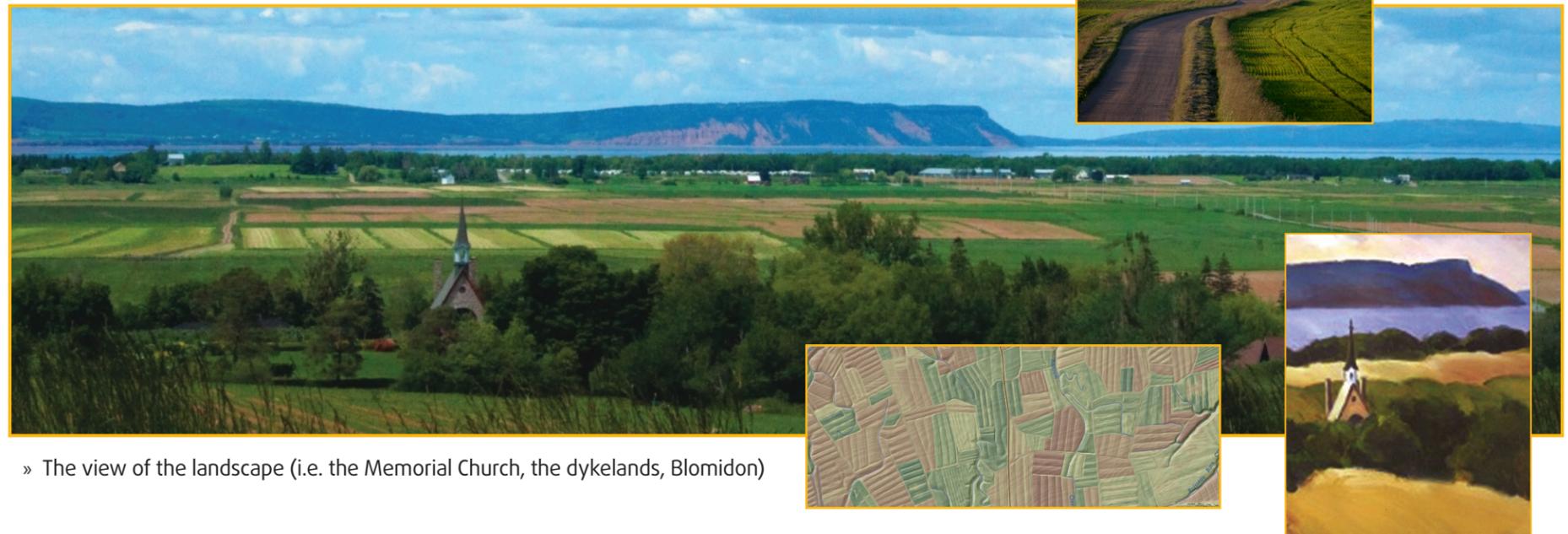
4.3.1 Themes

After reviewing the workshop and online survey results, the following themes have been identified. The branding initiative will be informed by these themes, though it is not bound by them in any sense.

- » The natural beauty of the dykelands create a sense of place and uniqueness, and has built an emotional attachment for those that experience it.
- » History and reflection are of great importance to the community. A substantial emphasis is placed on the resilience and strength of the Acadian culture, though the Planters and Mi'kmaq deserve to be recognized.
- » The tranquil way of life and farming heritage still hold a sense of charm that attracts new residents and outside interests.
- » The statue and story of Evangeline have become very well known, and as an icon it is frequently associated with the area. Its recognizability should not be overlooked.

4.3.2 Imagery

Findings show that the following visual elements capture the spirit of community and what it wants to convey. Imagery such as this may be used as inspiration for the landmark or as elements within marketing materials.



» The view of the landscape (i.e. the Memorial Church, the dykelands, Blomidon)



» By transforming intertidal zones with the use of aboteau technology the Acadians developed agricultural communities.



» The sculpture *Three Cultures, One Land, Rich in History* is carved from an elm tree that once stood at Horton landing and commemorates the intertwined history of the Planters, the Mi'kmaq and the Acadians at that site.



» The statue of Evangeline with the Memorial Church in the background.



» Preferred colours include Mud Red/Clay, Blue, Green, Yellow/Gold. (exact colours will be determined)

4.3.3 Brandmark Style

Workshop results show that a simple, referential logo style is preferred, however there is interest in an abstract approach as well.

Inspiration may also be obtained from logos designed for other Grand Pré initiatives, such as Nomination Grand Pré and Commerce Grand Pré (below).



4.3.4 Brandmark Considerations

Brandmark Tagline

At this time a custom tagline has not been identified, and the development of a tagline is outside of Form:Media's scope of work for this project. It is the Client's responsibility to provide an approved tagline prior to the next phase if required.

Language

It is understood that this brandmark will be bilingual (English and French), however the logo will require one language to be dominant: one will be above the other, or one will be on the left and the other will be on the right. These may be subtle details but they have implications of importance and should be determined prior to the next phase.

4.4 Wayfinding Recommendations

- » The National Historic Site and Viewpark are good locations for map-based orientation panels and should be considered strategic 'kick off' points.
- » Findings show that Horton Landing, Evangeline Beach, Covenanter Church, and the Viewpark are in particular need of directional signage; messaging recommendations are made in Section 5 to address these needs.
- » QR (quick response) codes may be useful for interpretive panels or information graphics if the online content compliments the material and adds to the user experience.
- » In addition to its formal identification as a UNESCO site, the signage design should reflect the values befitting a World Heritage designation, such as quality materials, international appeal, and clarity in communication.

Recommendations for sign locations and messaging are included in Section 5.

4.4.1 Wayfinding Considerations

- » Sign messaging shall be bilingual (English and French). Signage layouts will require one language to be dominant: one will be above the other, or one will be on the left and the other will be on the right. These may be subtle details but they have implications of importance and should be determined prior to the next phase.
- » The Landscape of Grand Pré UNESCO World Heritage Site must adhere to the visual identity standards described in the *Parks Canada Standards for the Use and Management of World Heritage Visual Identifiers*.
- » The Exit 10 highway signs for Grand Pré do not include UNESCO World Heritage identification. Furthermore, the existing graphics will be inconsistent with the Landscape of Grand Pré visual identity. A decision needs to be made as to whether the existing signs will be updated, or if the existing signs remain and new signs are installed separately.
- » The National Historic Site is administered by Parks Canada. Signage installed on Parks Canada property must comply with their applicable policies and guidelines.
- » Definitive trail systems do not currently exist, however there is interest in developing them in the future. These initiatives may eventually require the need for additional sign types; in the interim Pedestrian directional signage can be implemented on established walking routes as needed.
- » Dedicated bike routes do not currently exist, but findings show that there is interest in developing them. If required, bike route signage should be designed to fit in with the proposed wayfinding system.
- » Currently there are a few roadside sign structures providing directional information for local businesses. The signs are built to accommodate several horizontal panels, and each panel is painted blue with the business name in white lettering. As part of Component 2, an effort could be made to improve this system using standardized designs and policies.
- » Use of social media applications and information pamphlets should be considered; if administered cohesively, these resources can greatly improve the wayfinding experience.

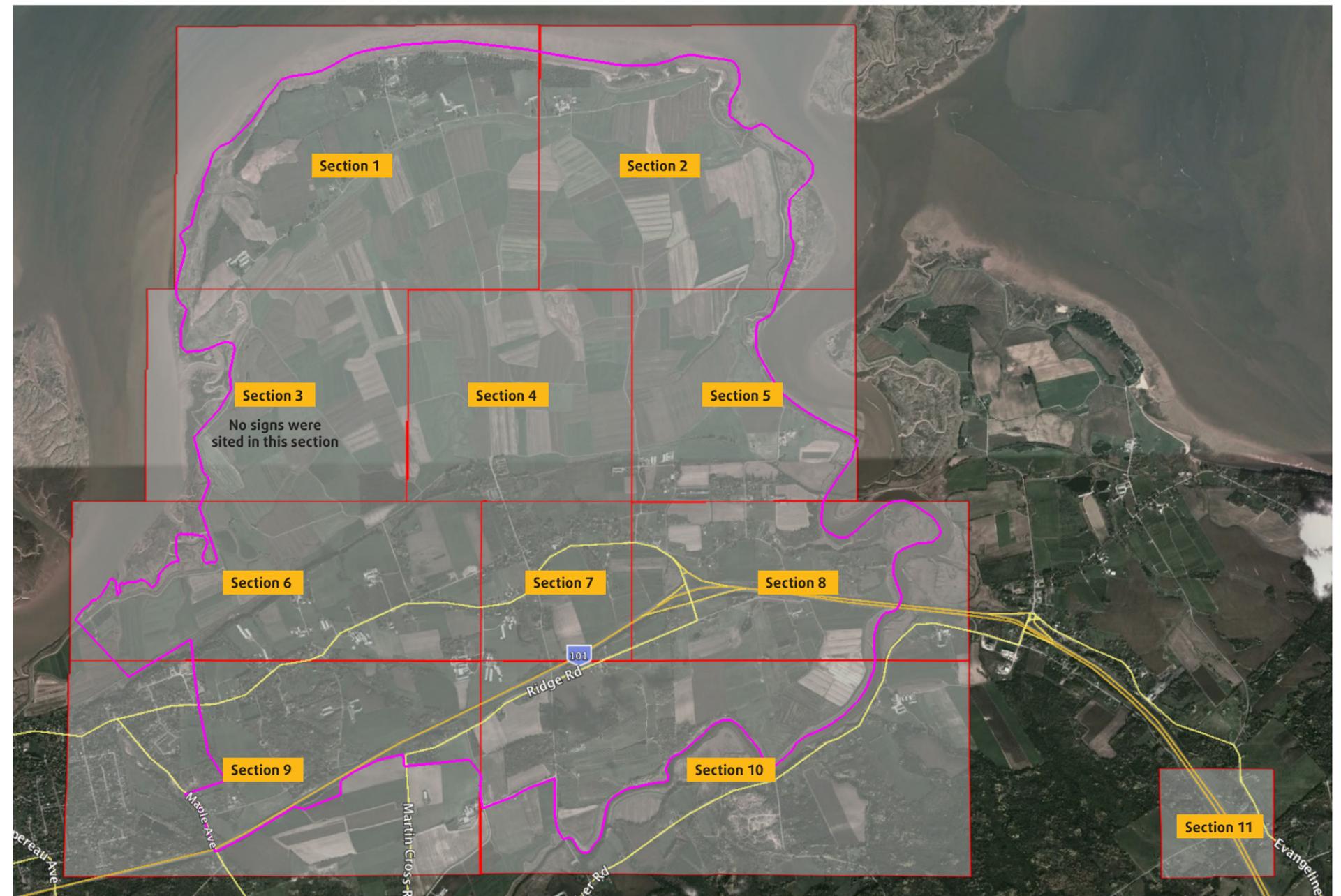
5.0 Signage Audit & Preliminary Message Schedule

5.1 Audit Overview

In conjunction with the workshops, Form:Media conducted a comprehensive sign audit to identify existing wayfinding conditions, messaging gaps, points of interest, and vehicular circulation patterns. This portion of the document can be used by the Municipality to assess the infrastructure required to implement a hierarchy in the future.

The following pages include maps that show the GPS location of existing signs. An interactive .kml file will be provided in conjunction with this document to enable the Municipality to view the sign locations using Google Earth.

To facilitate documentation of the signs, the study area has been broken into sections which have labelled numerically.



Audit Area

5.2 Recommended Sign Types

Using the information gathered from the sign audit, with consideration to the requirements stated in the RFP, Form:Media has developed the following preliminary hierarchy of sign types. These sign types are referenced in the maps and sign schedule, using the respective symbols and codes as seen in the legend.

Municipal Signs

- 1. UNESCO World Heritage Site Arrival**
Vehicular welcome sign for the Landscape of Grand Pré World Heritage Site.
- 2. Vehicular Point of Interest Identification**
These signs will be located at natural locations or historic sites such as Horton Landing, Evangeline Beach, Covenanter Church, etc. and identify the location by name.
- 3. Vehicular Directional**
Signs indicating direction of points of interest (max. 4 destinations per sign).
- 4. Vehicular Assurance Marker**
Sign with the Landscape of Grand Pré visual identity and a directional arrow, for approach routes on secondary roads.
- 5. Building Identification Sign**
Signs identifying Municipal buildings by name and civic address.
- 6. Pedestrian Orientation Map**
Map graphic showing 'you are here' marker and points of interest.
- 7. Pedestrian Directional**
For future walking trail usage (i.e. from View Park to Visitor Centre).
- 8. Interpretive Sign**
Interpretive panel for sites of historical, cultural, or geographic significance.
- 9. Parking Identification**
Sign with parking symbol identifying public parking.

Provincial Jurisdiction Signs

- 10. Highway Community Identification (Customized Exit Sign)**
Large highway sign (currently with Acadian flag design) welcoming motorists to Grand Pré and identifying exit #.

Signage Legend

Icon	Code	Description
	USCO	UNESCO World Heritage Site Arrival
	VPOI	Vehicular Point of Interest Identification
	VDIR	Vehicular Directional
	VMKR	Vehicular Assurance Marker
	BLID	Building Identification
	INFO	Pedestrian Orientation Map
	PDIR	Pedestrian Directional
	INT	Pedestrian Interpretive Template
	PKID	Parking Identification
	HWY	Highway Community Identification

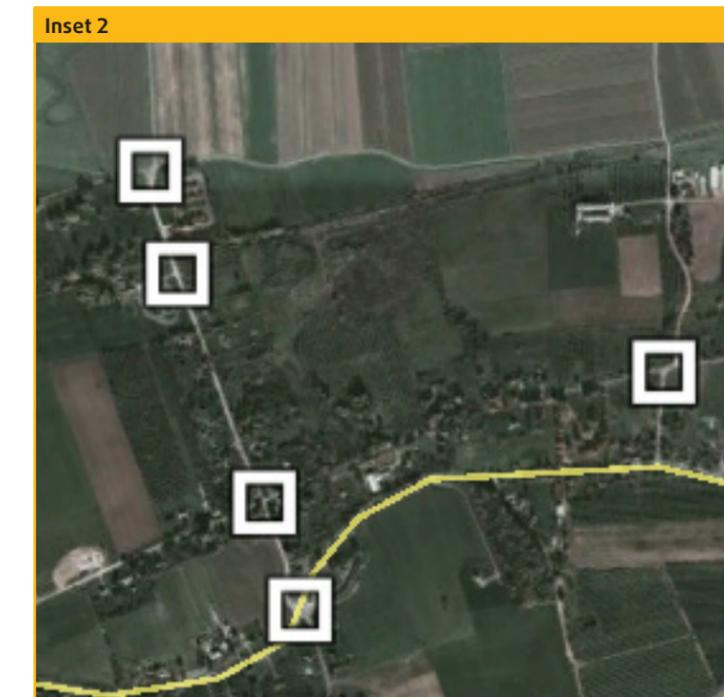
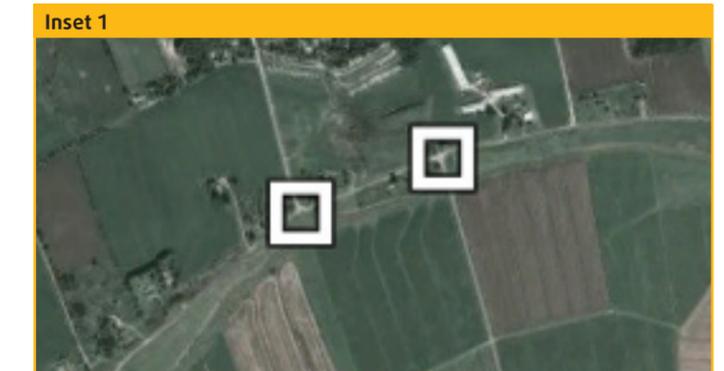
Symbol Legend

-  Places of Interest
-  Decision Points



□ Vehicular Decision Points

This map shows decision points where existing vehicular directional signage is inadequate. It is important that these locations provide the messaging that is needed to direct drivers to the proposed destinations.





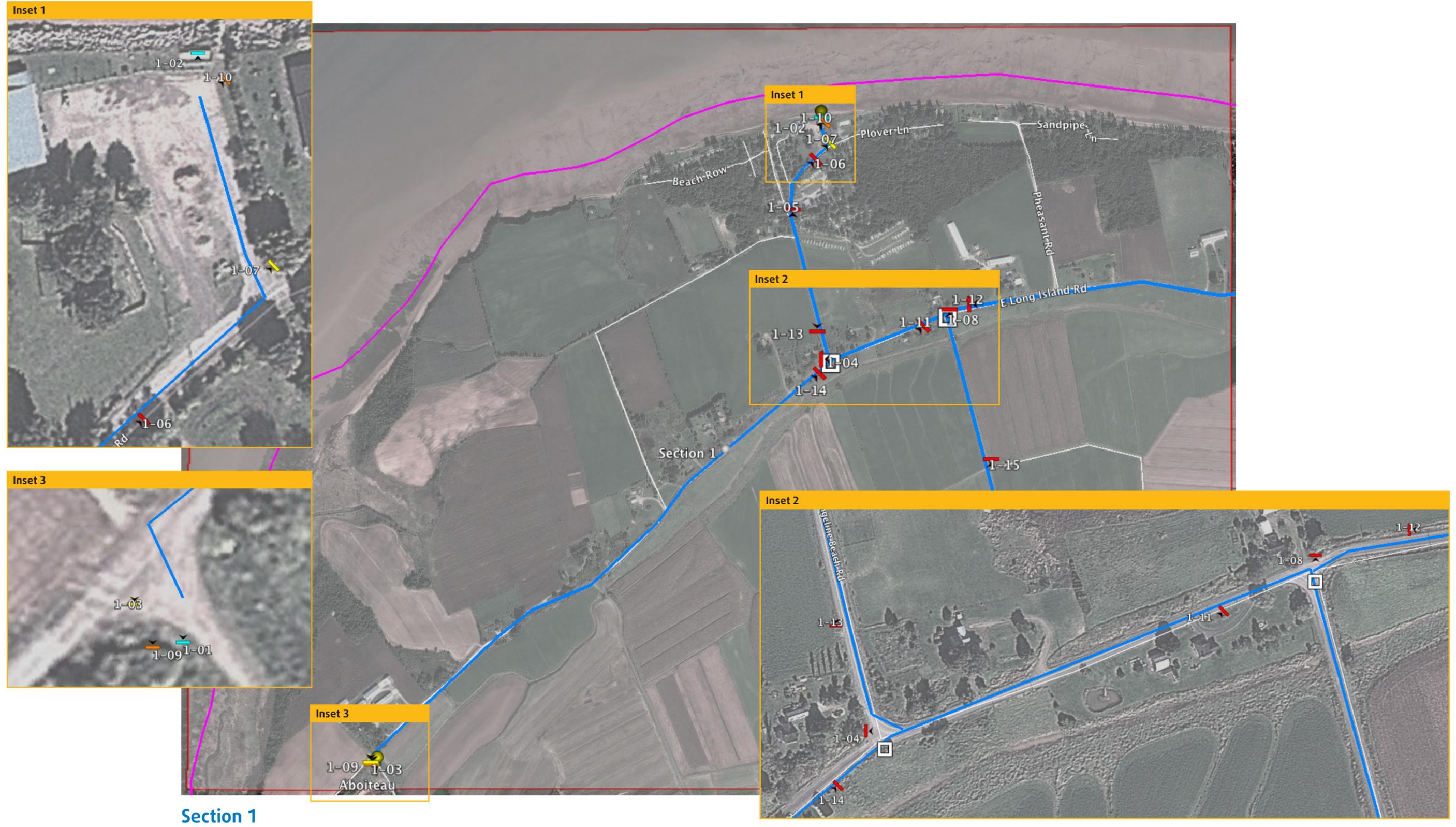
Points of Interest

Sign messaging will provide directional information to local Points of Interest — natural locations or historic sites such as Horton Landing, Evangeline Beach, Covenant Church, etc. These destinations were identified during the site audit, and selected based on feedback obtained from community workshops and surveys.



Proposed Vehicular Route

This route is designed to help visitors move through the Landscape in a logical way that connects the proposed Points of Interest. This route also encourages use of public roads in an effort to minimize use of private roads.

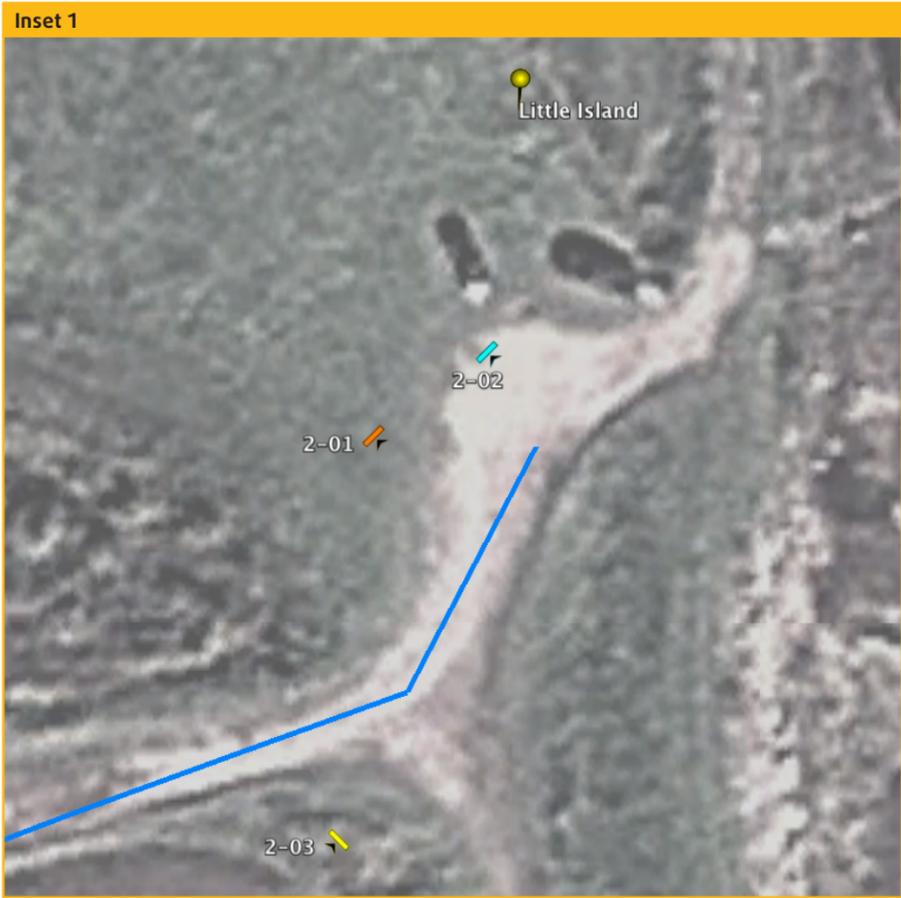


Section 1

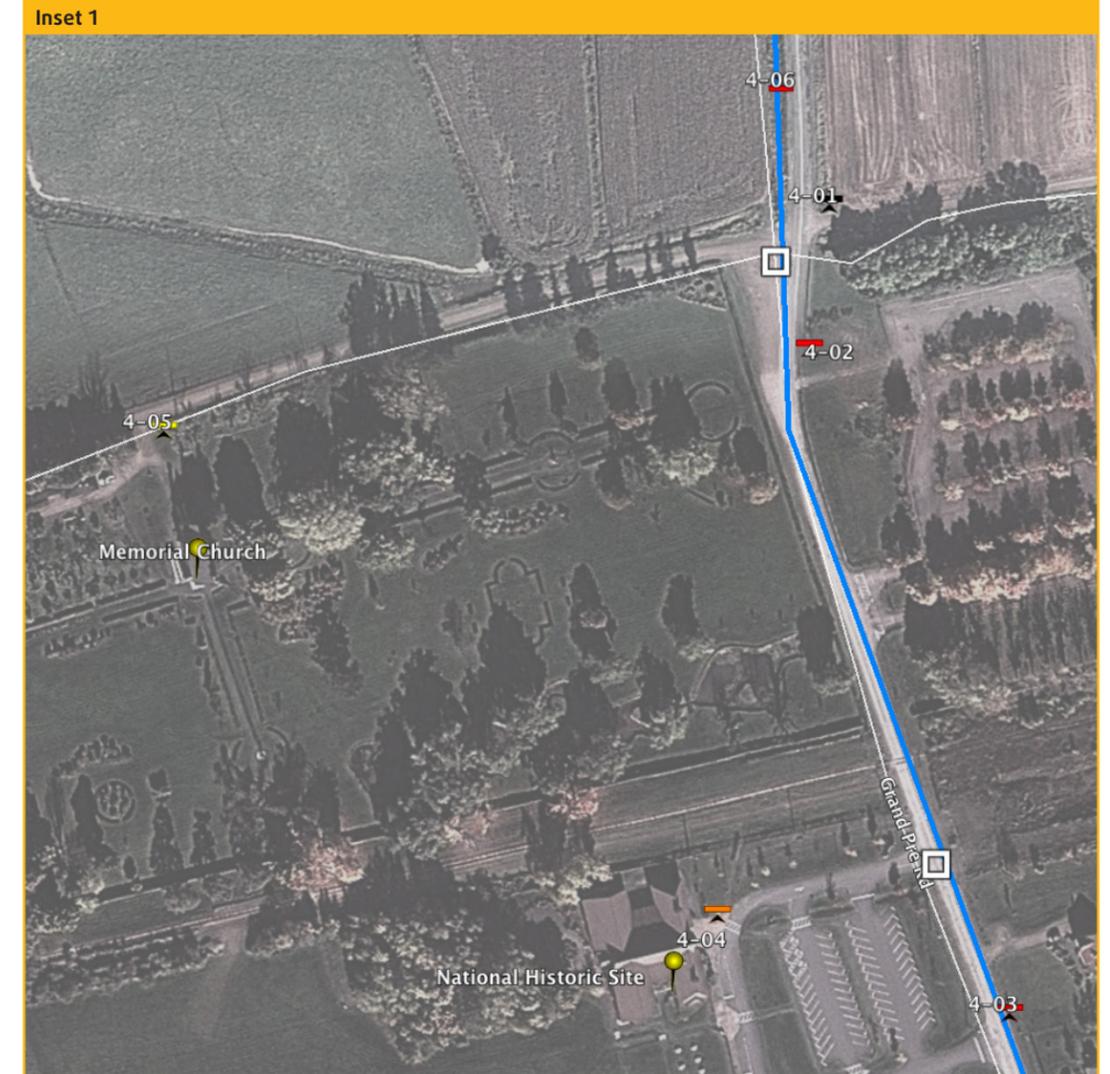
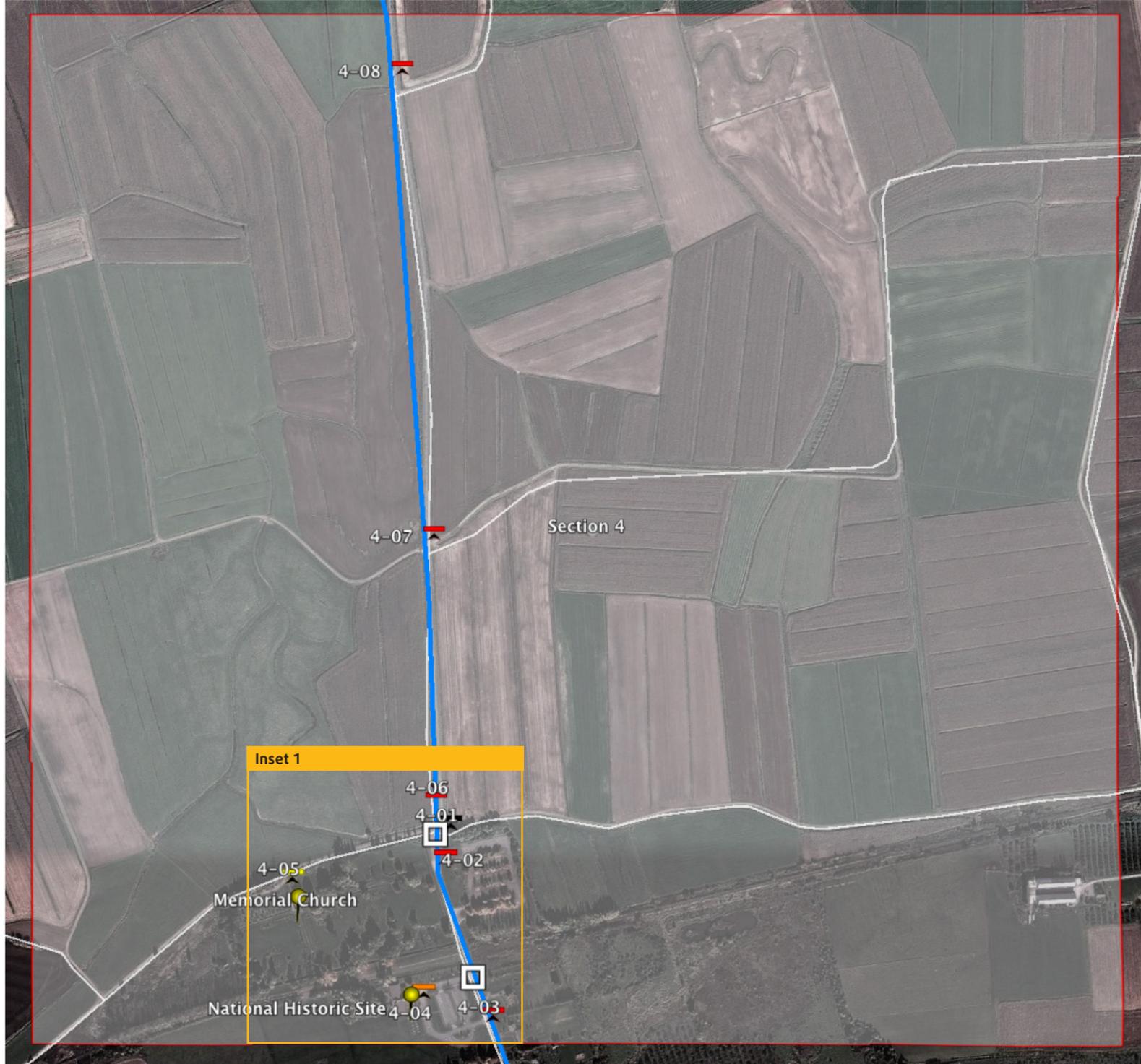
Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
Section 1								
1-01	INT	Content related to Abiteau / working dyke	N	N	Y	NEW SIGN LOCATION	Municipality	
1-02	INT	Content related to Evangeline Beach or Blomidon	N	N	Y	Existing to be Replaced	Municipality	Currently there are interpretive panels that are installed on the wooden landing and removed on a seasonal basis. These panels could be replaced at the end of their lifespan, with graphics consistent with the new visual identity.
1-03	VPOI	Aboiteau (sign design includes LOGP brandmark)	N	N	Y	NEW SIGN LOCATION	Municipality	
1-04	VDIR	→ Evangeline Beach ↑ Aboiteau	N	N	Y	Existing to be Replaced	Municipality	
1-05	VDIR	↗ Evangeline Beach	N	N	Y	NEW SIGN LOCATION	Municipality	
1-06	VDIR	← Evangeline Beach	N	N	Y	NEW SIGN LOCATION	Municipality	
1-07	VPOI	Evangeline Beach (sign design includes LOGP brandmark)	N	N	Y	NEW SIGN LOCATION	Municipality	Located on private property. Permission needed from owner.
1-08	VDIR	← Aboiteau ← Evangeline Beach → Little Island	N	N	Y	Existing to be Replaced	Municipality	
1-09	INFO	LOGP map with "you are here" and points of interest	N	N	Y	NEW SIGN LOCATION	Municipality	
1-10	INFO	LOGP map with "you are here" and points of interest	N	N	Y	NEW SIGN LOCATION	Municipality	
1-11	VDIR	→ National Historic Site ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
1-12	VDIR	← National Historic Site ↑ Evangeline Beach ↑ Aboiteau	N	N	Y	NEW SIGN LOCATION	Municipality	
1-13	VDIR	→ Aboiteau ← National Historic Site ← Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
1-14	VDIR	← Evangeline Beach ↑ National Historic Site ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
1-15	VDIR	↑ Evangeline Beach ↑ Aboiteau ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	



Section 2



Sign Information						Site Information			
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes	
Section 2									
2-01	INFO	LOGP map with "you are here" and points of interest	N	N	Y	NEW SIGN LOCATION	Municipality		
2-02	INT	Content related to this location (story TBD)	N	N	Y	NEW SIGN LOCATION	Municipality		
2-03	VPOI	Little Island (sign design includes LOGP landmark)	N	N	Y	NEW SIGN LOCATION	Municipality		
2-04	VDIR	↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality		



Section 4

Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
Section 4								
4-01	NIC	Grand Pré Dyke - 3013 Acres below sea level	N	N	n/a	Existing to be Remain	Municipality	
4-02	VDIR	← Memorial Church ↑ Evangeline Beach ↑ Aboiteau ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
4-03	VDIR	← Grand Pré National Historic Site ↑ Evangeline Beach ↑ Aboiteau ↑ Little Island	N	N	Y	Existing to be Replaced	Municipality	This sign replaces the blue signs that currently feature the Memorial Church, Evangeline and Acadian flag
4-04	INFO	LOGP map with "you are here" and points of interest	N	N	Y	Existing to be Replaced	Parks Canada	The existing Landscape of Grand Pré map outside the visitor centre can be replaced with an updated graphic that incorporates the new visual identity and points of interest.
4-05	VPOI	Memorial Church (sign design includes LOGP brandmark)	N	N	Y	NEW SIGN LOCATION	Parks Canada	
4-06	VDIR	→ Memorial Church ↑ National Historic Site ↑ Horton Landing ↑ Viewpark	N	N	Y	NEW SIGN LOCATION	Municipality	
4-07	VDIR	↑ Evangeline Beach ↑ Aboiteau ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
4-08	VDIR	↑ Evangeline Beach ↑ Aboiteau ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	



Section 5

Note: All sign placement recommendations within this document are intended to be approximate only. Prior to installation, all sign locations will be reviewed and adjusted by the client's sign production team to meet all applicable guidelines and by-laws for each location. Site verification by the client is required for final locations of signs. Form:Media will not be responsible for finalizing any locations.

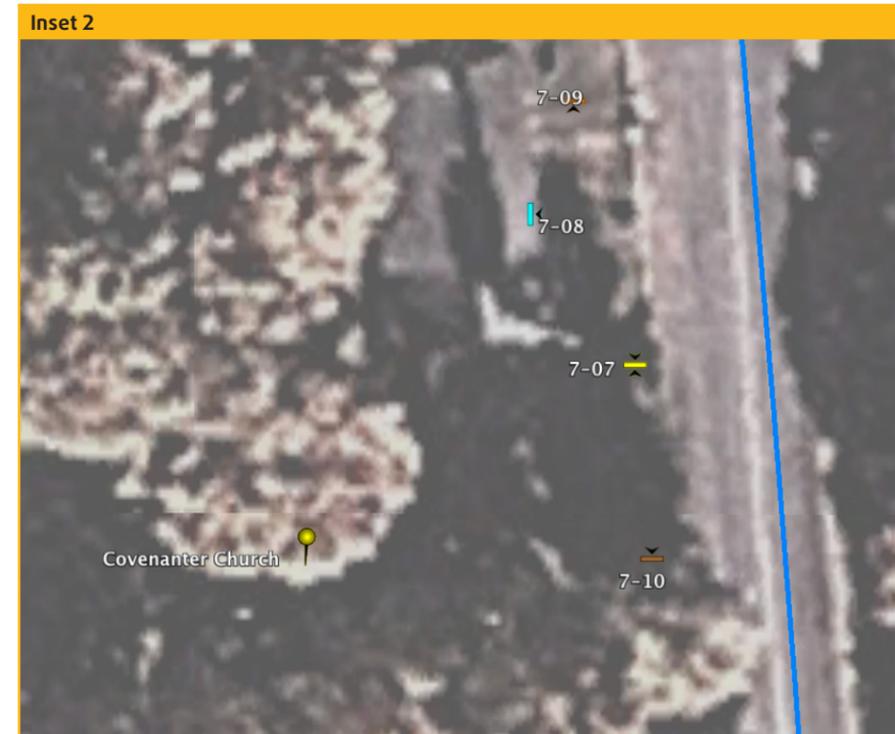
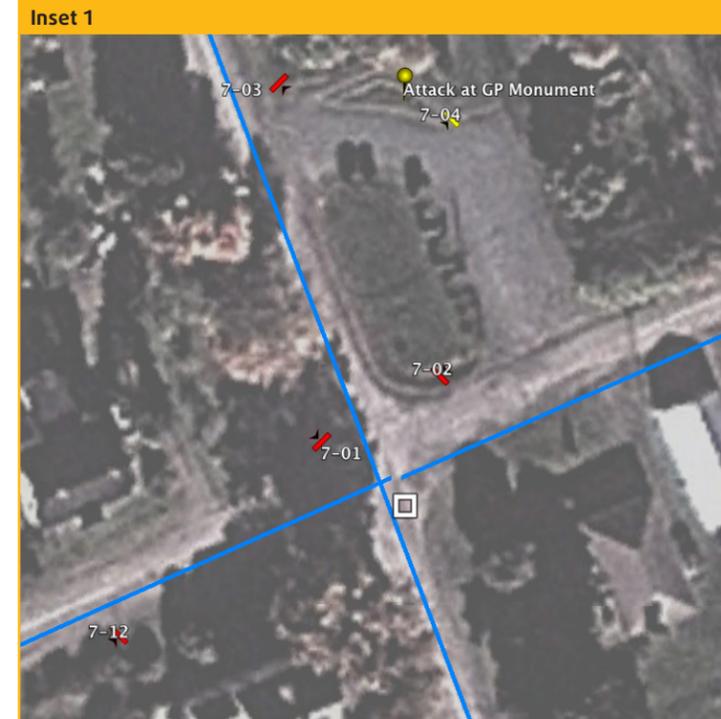
Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
Section 5								
5-01	VDIR	→ Horton Landing	N	N	Y	NEW SIGN LOCATION	Municipality	
5-02	VDIR	← Horton Landing	N	N	Y	NEW SIGN LOCATION	Municipality	
5-03	VDIR	→ Horton Landing ↑ Walking Trail	N	N	Y	NEW SIGN LOCATION	Municipality	
5-04	VPOI	Horton Landing (sign design includes LOGP brandmark)	N	N	Y	NEW SIGN LOCATION	Municipality	
5-05	INFO	LOGP map with "you are here" and points of interest	N	N	Y	NEW SIGN LOCATION	Municipality	
5-06	INT	Existing content conveys the story of the Deportation and the Planters	N	N	Y	Existing to be Replaced	Municipality	Currently there are 3 interpretive panels that are installed here although the graphics are in poor condition. These could be replaced with new graphics that incorporate the new visual identity.
5-07	PDIR	↑ Walking destination name ↑ Walking destination name	N	N	Y	NEW SIGN LOCATION	Municipality	Need to determine names of the 2 points of interest along this shoreline.



Section 6

Note: All sign placement recommendations within this document are intended to be approximate only. Prior to installation, all sign locations will be reviewed and adjusted by the client's sign production team to meet all applicable guidelines and by-laws for each location. Site verification by the client is required for final locations of signs. Form:Media will not be responsible for finalizing any locations.

Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
Section 6								
6-01	VDIR	↑ Grand Pré National Historic Site	N	N	Y	NEW SIGN LOCATION	Municipality	
6-02	NIC	The Landscape of Grand Pré View Park	N	Y	Y	Existing to Replace at end of lifespan	Parks Canada	Existing Parks Canada Primary Identification sign
6-03	NIC	The Landscape of Grand Pré A UNESCO World Heritage Site	N	N	Y	Existing to be Remain	Parks Canada	Existing UNESCO Plaque
6-04	INT	Existing content conveys story of the Planters, View Park, Landscape, Mi'kmaq, etc.	N	N	Y	Existing to be Replaced at end of lifespan	Parks Canada	Currently there are 3 new interpretive panels that are installed here. At the end of their lifespan the panels could be replaced using updated graphics that incorporate the new visual identity.
6-05	INFO	LOGP map with "you are here" and points of interest	N	N	Y	NEW SIGN LOCATION	Parks Canada	



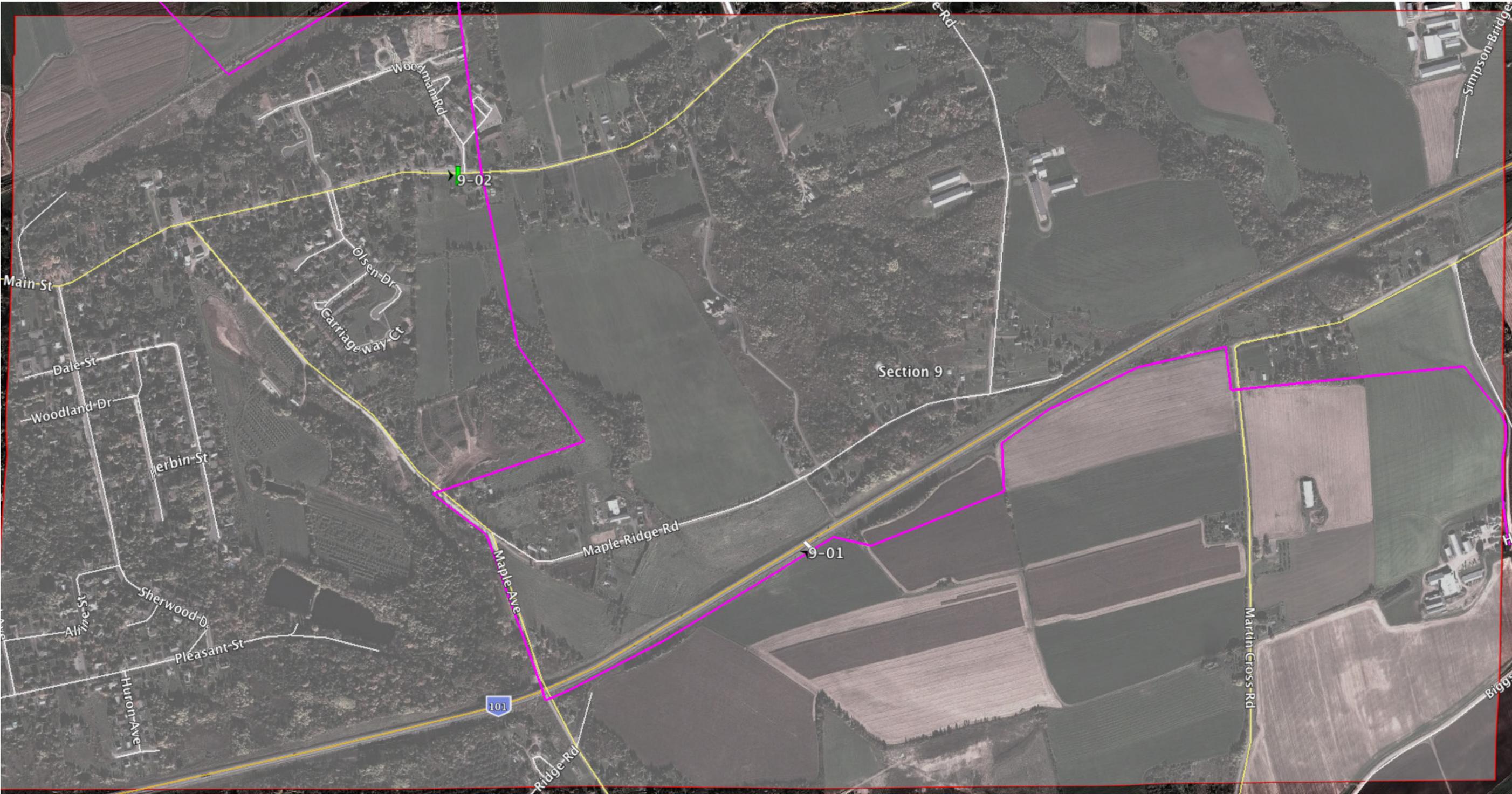
Section 7

Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
Section 7								
7-01	VDIR	← Horton Landing → View Park ↑ Covenanter Church	N	N	Y	Existing to be Replaced	Municipality	
7-02	VDIR	→ Grand Pré National Historic Site ↑ View Park ← Covenanter Church	N	N	Y	Existing to be Replaced	Municipality	
7-03	VDIR	↑ Grand Pré National Historic Site ↑ Evangeline Beach ↑ Aboiteau ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
7-04	VPOI	Attack at Grand Pré Monument (sign design includes LOGP brandmark)	N	N	Y	NEW SIGN LOCATION	Municipality	
7-05	VDIR	← Grand Pré National Historic Site ← Evangeline Beach → Covenanter Church	N	N	Y	Existing to be Replaced	Municipality	
7-06	VDIR	← Covenanter Church → Grand Pré National Historic Site → Evangeline Beach	N	N	Y	Existing to be Replaced	Municipality	
7-07	VPOI	Covenanter Church (sign design includes LOGP brandmark)	N	N	Y	NEW SIGN LOCATION	Municipality	Double-sided
7-08	INT	Existing content conveys story of the Church	N	N	Y	Existing to be Replaced	Municipality	Currently there is a historical plaque with a stone base. This could be replaced with an interpretive panel that incorporates the new visual identity.
7-09	INFO	LOGP map with "you are here" and points of interest	N	N	Y	NEW SIGN LOCATION	Municipality	
7-10	PKID	→ P (parking icon)	N	N	Y	Existing to be Replaced	Municipality	Replace small sign attached to electrical post
7-11	BLID	Horton Community Centre	N	Y	Y	Existing to be Replaced	Municipality	Sign should include a changeable message board for announcements, events, etc.
7-12	VDIR	← Grand Pré National Historic Site ← Evangeline Beach ↑ Horton Landing	N	N	Y	NEW SIGN LOCATION	Municipality	
7-13	USCO	Welcome to the Landscape of Grand Pré A UNESCO World Heritage Site	N	N	Y	NEW SIGN LOCATION	Municipality	Because the official UNESCO logo block would not be legible at vehicular speeds, it is recommended that the official tagline is used: A UNESCO World Heritage Site Site du Patrimoine Mondial de l'UNESCO



Section 8

Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
Section 8								
8-01	VDIR	← Grand Pré National Historic Site ← Evangeline Beach → Horton Landing	N	N	Y	NEW SIGN LOCATION	Municipality	
8-02	VDIR	← Horton Landing	N	N	Y	NEW SIGN LOCATION	Municipality	
8-03	INFO	LOGP map with "you are here" and points of interest	N	N	Y	Existing to be Replaced	Municipality	Existing sign is not permitted. Recommend replacing with new graphic if possible.
8-04	USCO	Welcome to the Landscape of Grand Pré A UNESCO World Heritage Site	N	N	Y	NEW SIGN LOCATION	Municipality	Currently this corner has 2 Provincial route marker signs and a business directional sign. Ideally this signs could be relocated to reduce clutter and allow adequate space for this Arrival sign. Because the official UNESCO logo block would not be legible at vehicular speeds, it is recommended that the official tagline is used: A UNESCO World Heritage Site Site du Patrimoine Mondial de l'UNESCO



Section 9

Note: All sign placement recommendations within this document are intended to be approximate only. Prior to installation, all sign locations will be reviewed and adjusted by the client's sign production team to meet all applicable guidelines and by-laws for each location. Site verification by the client is required for final locations of signs. Form:Media will not be responsible for finalizing any locations.

Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
Section 9								
9-01	HWY	Exit 10 The Landscape of Grand Pré A UNESCO World Heritage Site	N	N	Y	TO BE DETERMINED	Provincial	<p>Option 1: this sign is updated with graphics that incorporate the UNESCO designation and Landscape of Grand Pré visual identity.</p> <p>Option 2: this sign remains and a new sign is installed that features the UNESCO designation and Landscape of Grand Pré visual identity.</p> <p>Because the official UNESCO logo block would not be legible at vehicular speeds, it is recommended that the official tagline is used: A UNESCO World Heritage Site Site du Patrimoine Mondial de l'UNESCO</p>
9-02	USCO	Welcome to the Landscape of Grand Pré A UNESCO World Heritage Site	N	N	Y	NEW SIGN LOCATION	Municipality	<p>Because the official UNESCO logo block would not be legible at vehicular speeds, it is recommended that the official tagline is used: A UNESCO World Heritage Site Site du Patrimoine Mondial de l'UNESCO</p>



Section 10

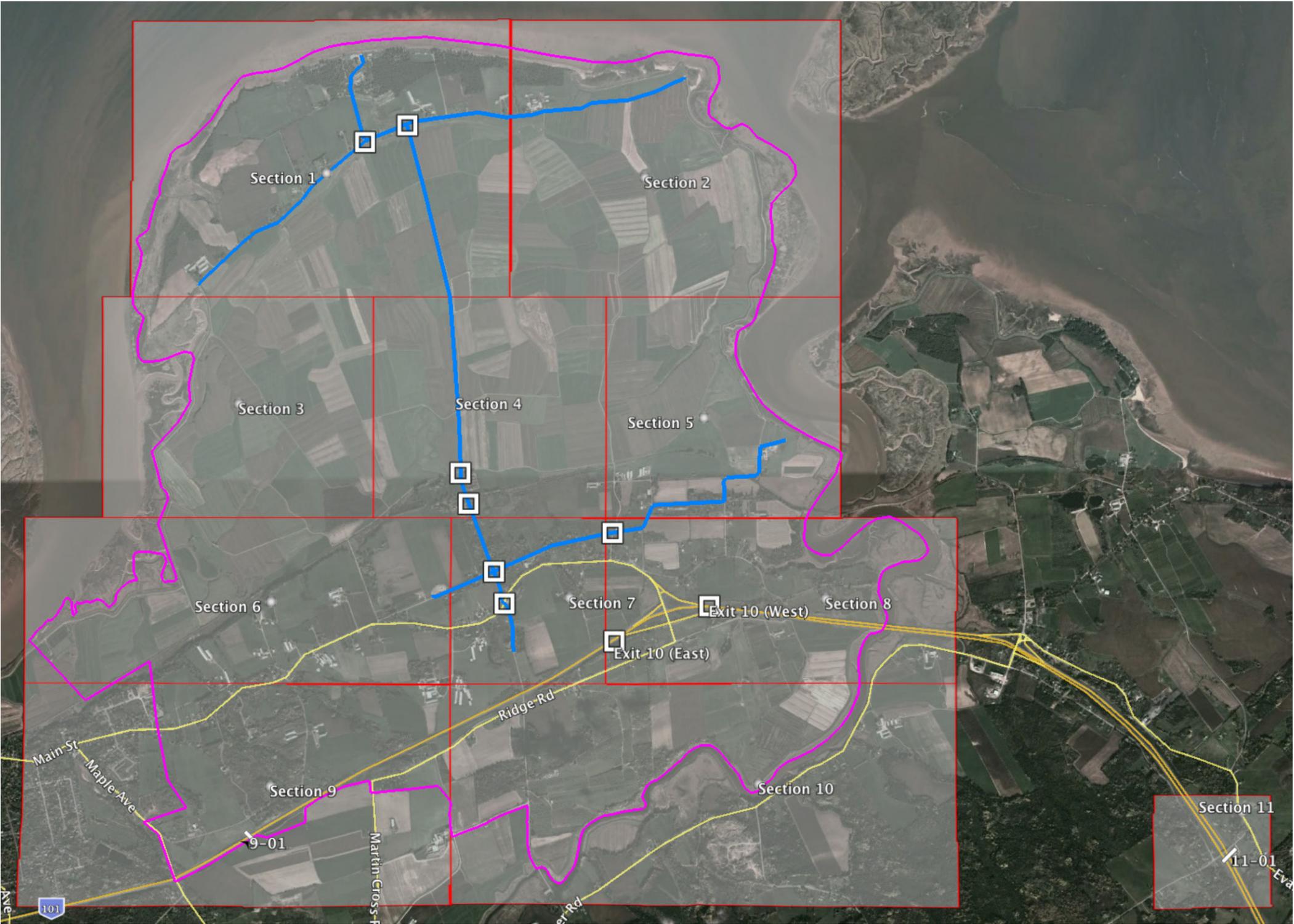
Note: All sign placement recommendations within this document are intended to be approximate only. Prior to installation, all sign locations will be reviewed and adjusted by the client's sign production team to meet all applicable guidelines and by-laws for each location. Site verification by the client is required for final locations of signs. Form:Media will not be responsible for finalizing any locations.

Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
Section 10								
10-01	VMKR	The Landscape of Grand Pré A UNESCO World Heritage Site	N	N	Y	NEW SIGN LOCATION	Municipality	Because the official UNESCO logo block would not be legible at vehicular speeds, it is recommended that the official tagline is used: A UNESCO World Heritage Site Site du Patrimoine Mondial de l'UNESCO



Section 11

Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
Section 11								
11-01	HWY	Exit 10 The Landscape of Grand Pré A UNESCO World Heritage Site	N	N	Y	TO BE DETERMINED	Provincial	<p>Option 1: this sign is updated with graphics that incorporate the UNESCO designation and Landscape of Grand Pré visual identity.</p> <p>Option 2: this sign remains and a new sign is installed that features the UNESCO designation and Landscape of Grand Pré visual identity.</p> <p>Because the official UNESCO logo block would not be legible at vehicular speeds, it is recommended that the official tagline is used: A UNESCO World Heritage Site Site du Patrimoine Mondial de l'UNESCO</p>



Highway Community ID Sign Locations

Note: All sign placement recommendations within this document are intended to be approximate only. Prior to installation, all sign locations will be reviewed and adjusted by the client's sign production team to meet all applicable guidelines and by-laws for each location. Site verification by the client is required for final locations of signs. Form:Media will not be responsible for finalizing any locations.

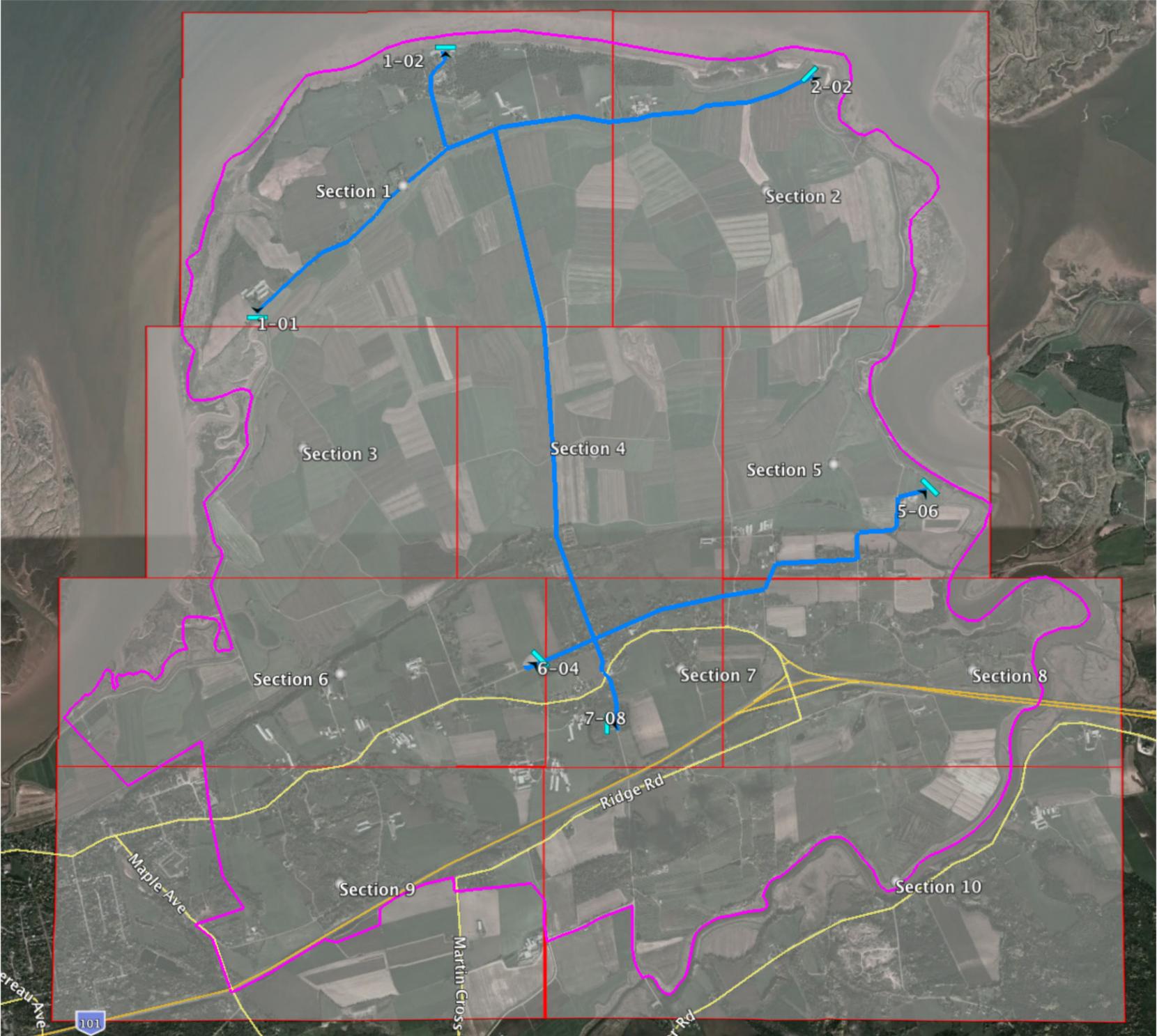
Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
9-01	HWY	Exit 10 The Landscape of Grand Pré A UNESCO World Heritage Site	N	N	Y	TO BE DETERMINED	Provincial	<p>Option 1: this sign is updated with graphics that incorporate the UNESCO designation and Landscape of Grand Pré visual identity.</p> <p>Option 2: this sign remains and a new sign is installed that features the UNESCO designation and Landscape of Grand Pré visual identity.</p> <p>Because the official UNESCO logo block would not be legible at vehicular speeds, it is recommended that the official tagline is used: A UNESCO World Heritage Site Site du Patrimoine Mondial de l'UNESCO</p>
11-01	HWY	Exit 10 The Landscape of Grand Pré A UNESCO World Heritage Site	N	N	Y	TO BE DETERMINED	Provincial	<p>Option 1: this sign is updated with graphics that incorporate the UNESCO designation and Landscape of Grand Pré visual identity.</p> <p>Option 2: this sign remains and a new sign is installed that features the UNESCO designation and Landscape of Grand Pré visual identity.</p> <p>Because the official UNESCO logo block would not be legible at vehicular speeds, it is recommended that the official tagline is used: A UNESCO World Heritage Site Site du Patrimoine Mondial de l'UNESCO</p>



Pedestrian Orientation Map Locations

Note: All sign placement recommendations within this document are intended to be approximate only. Prior to installation, all sign locations will be reviewed and adjusted by the client's sign production team to meet all applicable guidelines and by-laws for each location. Site verification by the client is required for final locations of signs. Form:Media will not be responsible for finalizing any locations.

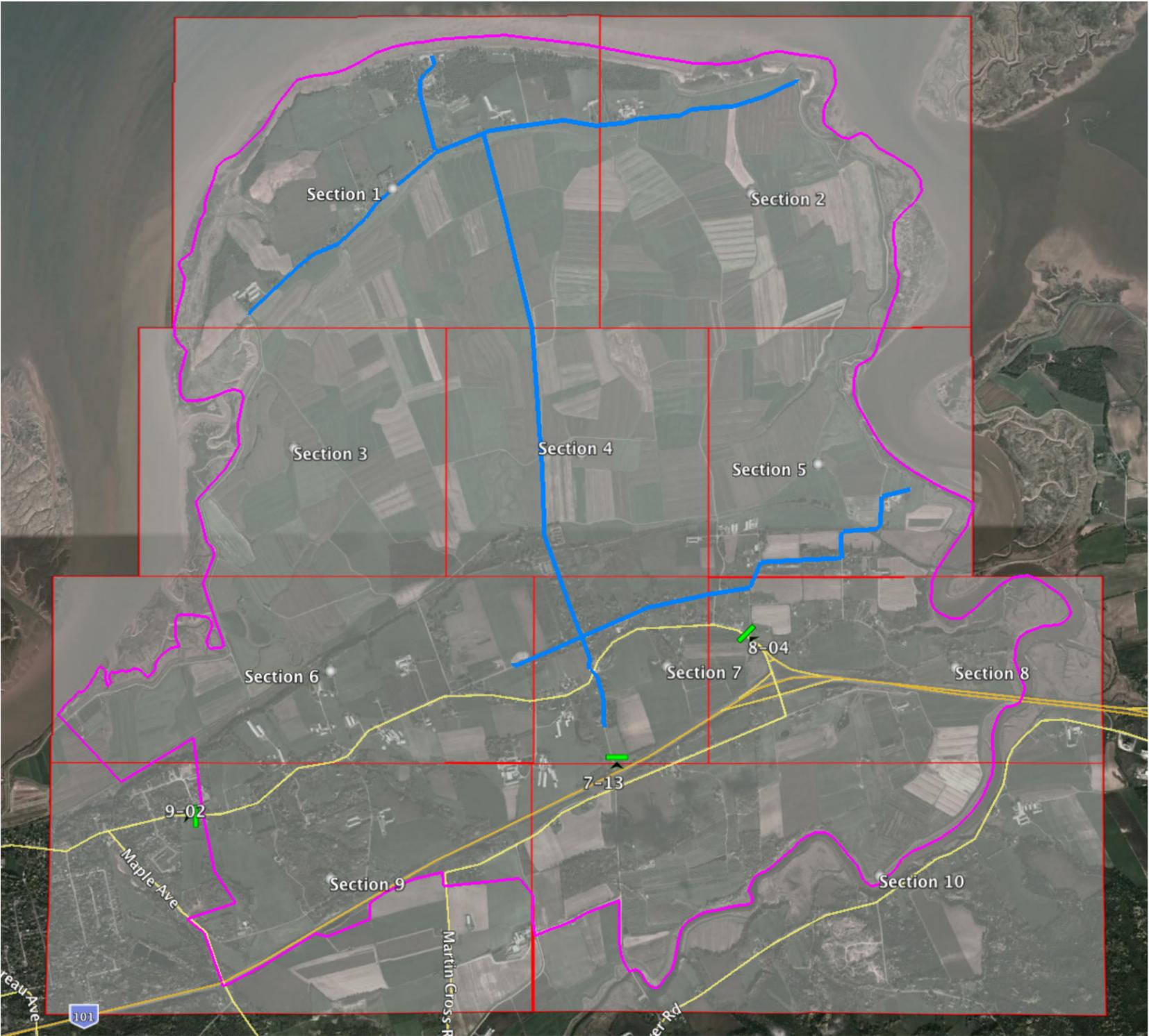
Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
1-09	INFO	LOGP map with "you are here" and points of interest	N	N	Y	NEW SIGN LOCATION	Municipality	
1-10	INFO	LOGP map with "you are here" and points of interest	N	N	Y	NEW SIGN LOCATION	Municipality	
2-01	INFO	LOGP map with "you are here" and points of interest	N	N	Y	NEW SIGN LOCATION	Municipality	
4-04	INFO	LOGP map with "you are here" and points of interest	N	N	Y	Existing to be Replaced	Parks Canada	The existing Landscape of Grand Pré map outside the visitor centre can be replaced with an updated graphic that incorporates the new visual identity and points of interest.
5-05	INFO	LOGP map with "you are here" and points of interest	N	N	Y	NEW SIGN LOCATION	Municipality	
6-05	INFO	LOGP map with "you are here" and points of interest	N	N	Y	NEW SIGN LOCATION	Parks Canada	
7-09	INFO	LOGP map with "you are here" and points of interest	N	N	Y	NEW SIGN LOCATION	Municipality	
8-03	INFO	LOGP map with "you are here" and points of interest	N	N	Y	Existing to be Replaced	Municipality	Existing sign is not permitted. Recommend replacing with new graphic if possible.



Interpretive Sign Locations

Note: All sign placement recommendations within this document are intended to be approximate only. Prior to installation, all sign locations will be reviewed and adjusted by the client's sign production team to meet all applicable guidelines and by-laws for each location. Site verification by the client is required for final locations of signs. Form:Media will not be responsible for finalizing any locations.

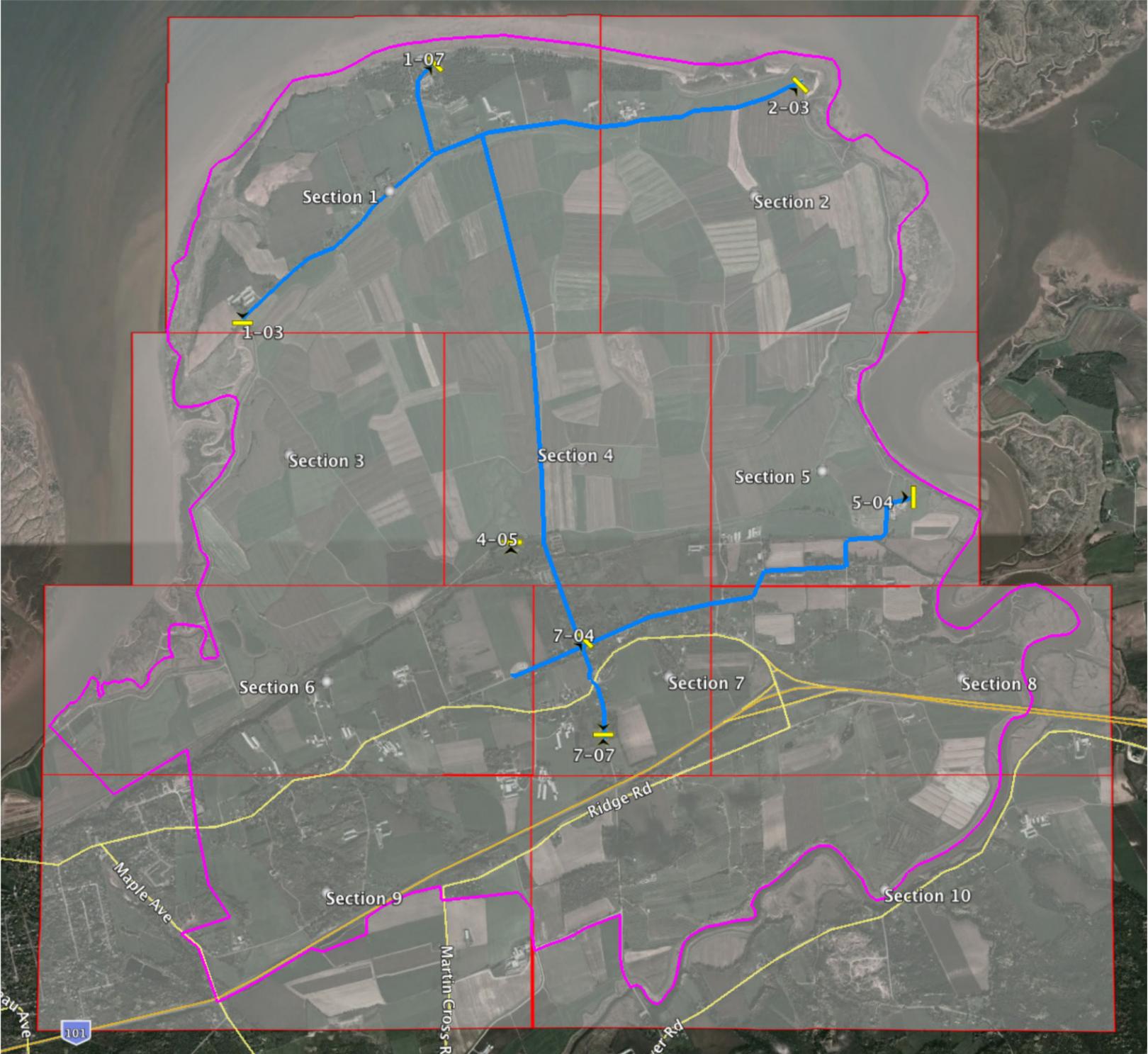
Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
1-01	INT	Content related to Abiteau / working dyke	N	N	Y	NEW SIGN LOCATION	Municipality	
1-02	INT	Content related to Evangeline Beach or Blomidon	N	N	Y	Existing to be Replaced	Municipality	Currently there are interpretive panels that are installed on the wooden landing and removed on a seasonal basis. These panels could be replaced at the end of their lifespan, with graphics consistent with the new visual identity.
2-02	INT	Content related to this location (story TBD)	N	N	Y	NEW SIGN LOCATION	Municipality	
5-06	INT	Existing content conveys the story of the Deportation and the Planters	N	N	Y	Existing to be Replaced	Municipality	Currently there are 3 interpretive panels that are installed here although the graphics are in poor condition. These could be replaced with new graphics that incorporate the new visual identity.
6-04	INT	Existing content conveys story of the Planters, View Park, Landscape, Mi'kmaq, etc.	N	N	Y	Existing to be Replaced at end of lifespan	Parks Canada	Currently there are 3 new interpretive panels that are installed here. At the end of their lifespan the panels could be replaced using updated graphics that incorporate the new visual identity.
7-08	INT	Existing content conveys story of the Church	N	N	Y	Existing to be Replaced	Municipality	Currently there is a historical plaque with a stone base. This could be replaced with an interpretive panel that incorporates the new visual identity.



UNESCO World Heritage Site Arrival Signs

Note: All sign placement recommendations within this document are intended to be approximate only. Prior to installation, all sign locations will be reviewed and adjusted by the client's sign production team to meet all applicable guidelines and by-laws for each location. Site verification by the client is required for final locations of signs. Form:Media will not be responsible for finalizing any locations.

Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
7-13	USCO	Welcome to the Landscape of Grand Pré A UNESCO World Heritage Site	N	N	Y	NEW SIGN LOCATION	Municipality	Because the official UNESCO logo block would not be legible at vehicular speeds, it is recommended that the official tagline is used: A UNESCO World Heritage Site Site du Patrimoine Mondial de l'UNESCO
8-04	USCO	Welcome to the Landscape of Grand Pré A UNESCO World Heritage Site	N	N	Y	NEW SIGN LOCATION	Municipality	Currently this corner has 2 Provincial route marker signs and a business directional sign. Ideally this signs could be relocated to reduce clutter and allow adequate space for this Arrival sign. Because the official UNESCO logo block would not be legible at vehicular speeds, it is recommended that the official tagline is used: A UNESCO World Heritage Site Site du Patrimoine Mondial de l'UNESCO
9-02	USCO	Welcome to the Landscape of Grand Pré A UNESCO World Heritage Site	N	N	Y	NEW SIGN LOCATION	Municipality	Because the official UNESCO logo block would not be legible at vehicular speeds, it is recommended that the official tagline is used: A UNESCO World Heritage Site Site du Patrimoine Mondial de l'UNESCO



Vehicular Point of Interest Signs

Note: All sign placement recommendations within this document are intended to be approximate only. Prior to installation, all sign locations will be reviewed and adjusted by the client’s sign production team to meet all applicable guidelines and by-laws for each location. Site verification by the client is required for final locations of signs. Form:Media will not be responsible for finalizing any locations.

Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
1-03	VPOI	Aboiteau <small>(sign design includes LOGP brandmark)</small>	N	N	Y	NEW SIGN LOCATION	Municipality	
1-07	VPOI	Evangeline Beach <small>(sign design includes LOGP brandmark)</small>	N	N	Y	NEW SIGN LOCATION	Municipality	Located on private property. Permission needed from owner.
2-03	VPOI	Little Island <small>(sign design includes LOGP brandmark)</small>	N	N	Y	NEW SIGN LOCATION	Municipality	
4-05	VPOI	Memorial Church <small>(sign design includes LOGP brandmark)</small>	N	N	Y	NEW SIGN LOCATION	Parks Canada	
5-04	VPOI	Horton Landing <small>(sign design includes LOGP brandmark)</small>	N	N	Y	NEW SIGN LOCATION	Municipality	
7-04	VPOI	Attack at Grand Pré Monument <small>(sign design includes LOGP brandmark)</small>	N	N	Y	NEW SIGN LOCATION	Municipality	
7-07	VPOI	Covenanter Church <small>(sign design includes LOGP brandmark)</small>	N	N	Y	NEW SIGN LOCATION	Municipality	Double-sided



Vehicular Directional Signs

Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
1-04	VDIR	→ Evangeline Beach ↑ Aboiteau	N	N	Y	Existing to be Replaced	Municipality	
1-05	VDIR	↗ Evangeline Beach	N	N	Y	NEW SIGN LOCATION	Municipality	
1-06	VDIR	← Evangeline Beach	N	N	Y	NEW SIGN LOCATION	Municipality	
1-08	VDIR	← Aboiteau ← Evangeline Beach → Little Island	N	N	Y	Existing to be Replaced	Municipality	
1-11	VDIR	→ National Historic Site ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
1-12	VDIR	← National Historic Site ↑ Evangeline Beach ↑ Aboiteau	N	N	Y	NEW SIGN LOCATION	Municipality	
1-13	VDIR	→ Aboiteau ← National Historic Site ← Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
1-14	VDIR	← Evangeline Beach ↑ National Historic Site ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
1-15	VDIR	↑ Evangeline Beach ↑ Aboiteau ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
2-04	VDIR	↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
4-02	VDIR	← Memorial Church ↑ Evangeline Beach ↑ Aboiteau ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
4-03	VDIR	← Grand Pré National Historic Site ↑ Evangeline Beach ↑ Aboiteau ↑ Little Island	N	N	Y	Existing to be Replaced	Municipality	This sign replaces the blue signs that currently feature the Memorial Church, Evangeline and Acadian flag
4-06	VDIR	→ Memorial Church ↑ National Historic Site ↑ Horton Landing ↑ Viewpark	N	N	Y	NEW SIGN LOCATION	Municipality	
4-07	VDIR	↑ Evangeline Beach ↑ Aboiteau ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
4-08	VDIR	↑ Evangeline Beach ↑ Aboiteau ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
5-01	VDIR	→ Horton Landing	N	N	Y	NEW SIGN LOCATION	Municipality	
5-02	VDIR	← Horton Landing	N	N	Y	NEW SIGN LOCATION	Municipality	
5-03	VDIR	→ Horton Landing ↑ Walking Trail	N	N	Y	NEW SIGN LOCATION	Municipality	

Sign Information						Site Information		
Sign ID #	Sign Type Code	Sign Messaging <small>*Existing and/or Preliminary Recommendations only; the Landscape of Grand Pré Society shall be responsible for all final messages & translations</small>	Universal Icon	Double-sided	French Trans.	Status	Jurisdiction	Notes
6-01	VDIR	↑ Grand Pré National Historic Site	N	N	Y	NEW SIGN LOCATION	Municipality	
7-01	VDIR	← Horton Landing → View Park ↑ Covenanter Church	N	N	Y	Existing to be Replaced	Municipality	
7-02	VDIR	→ Grand Pré National Historic Site ↑ View Park ← Covenanter Church	N	N	Y	Existing to be Replaced	Municipality	
7-03	VDIR	↑ Grand Pré National Historic Site ↑ Evangeline Beach ↑ Aboiteau ↑ Little Island	N	N	Y	NEW SIGN LOCATION	Municipality	
7-05	VDIR	← Grand Pré National Historic Site ← Evangeline Beach → Covenanter Church	N	N	Y	Existing to be Replaced	Municipality	
7-06	VDIR	← Covenanter Church → Grand Pré National Historic Site → Evangeline Beach	N	N	Y	Existing to be Replaced	Municipality	
7-12	VDIR	← Grand Pré National Historic Site ← Evangeline Beach ↑ Horton Landing	N	N	Y	NEW SIGN LOCATION	Municipality	
8-01	VDIR	← Grand Pré National Historic Site ← Evangeline Beach → Horton Landing	N	N	Y	NEW SIGN LOCATION	Municipality	
8-02	VDIR	← Horton Landing	N	N	Y	NEW SIGN LOCATION	Municipality	

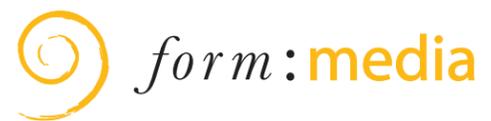
Vehicular Directional Signs (continued)

Appendices

Online Survey Responses (attached separately)



www.form-media.ca



This document is the sole property of Form:Media. Use of information without Form:Media's consent is prohibited. © Copyright Form:Media 2013