
Town of The Blue Mountains

Gateway and community signage

Council presentation

May 26, 2025

Agenda

01 **Project goals**

02 **Concept one**

03 **Concept two**

04 **Concept summary**

05 **Questions**

06 **Next steps**

Project goals

Project goals / asks

Distinction from the neighbours / Reflect rural & heritage aspect / Show unique characters & personalities / Not too loud or showy / Custom illustrations / Rustic & modern / Express interesting themes / Established dates / Cost effective & easy to maintain / Taglines / Unify the communities

Effective achievable goals

**Distinction from the neighbours / Reflect rural
& heritage aspect / Show unique characters &
personalities / Not too loud or showy / Custom
illustrations / Rustic & modern / Express interesting
themes / Established dates / Cost effective & easy
to maintain / Taglines / Unify the communities**

Constraint

The average driver will only have about 3 to 5 seconds to view a sign, read any text, and comprehend the message.

Your gateway signs need to communicate their ideas extremely quickly. The place for nuanced stories is elsewhere.

Recommendation

Your logo, its colours and typography, are similar to other municipalities in the region. The gateway sign is the opportunity to differentiate yourselves from nearby municipalities—and for this, bold and unique are best.

Concept one

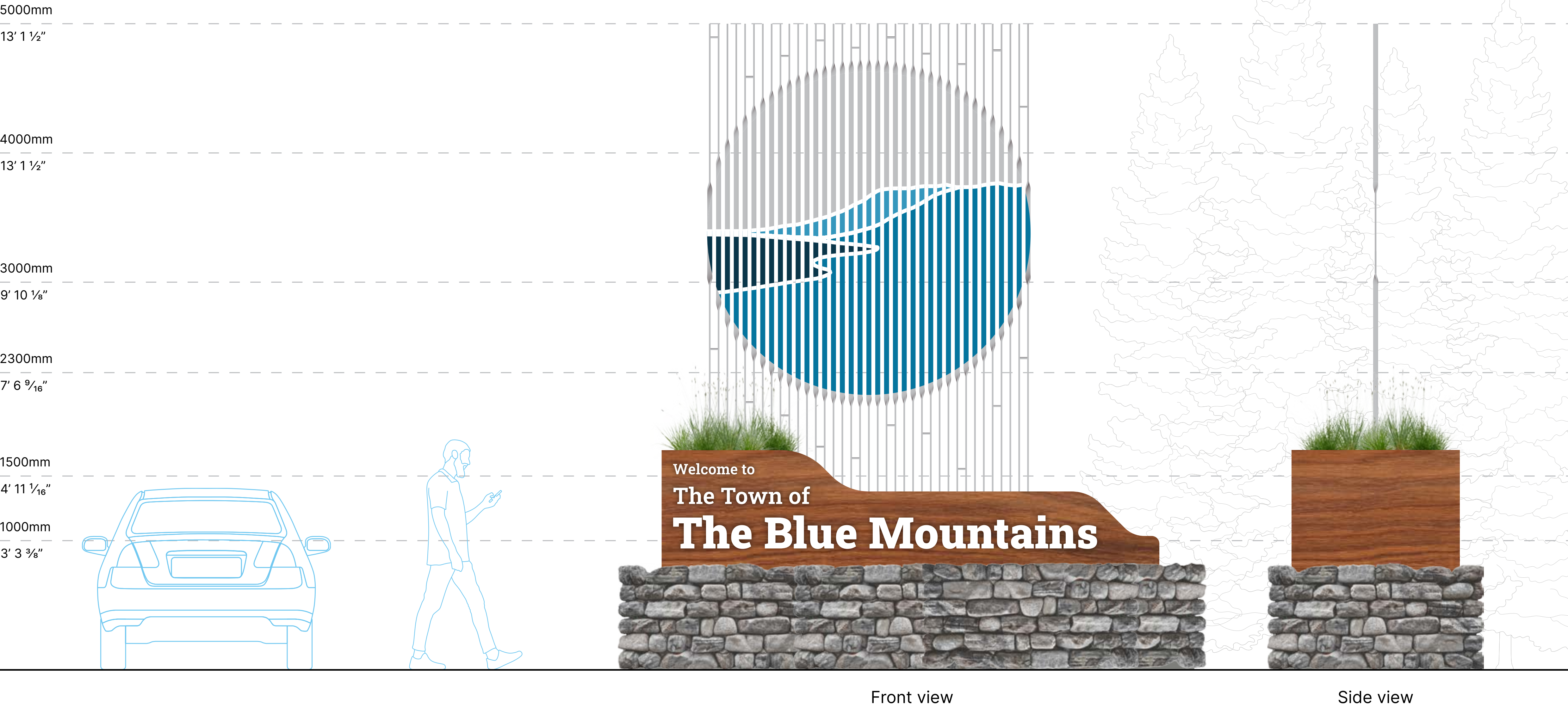


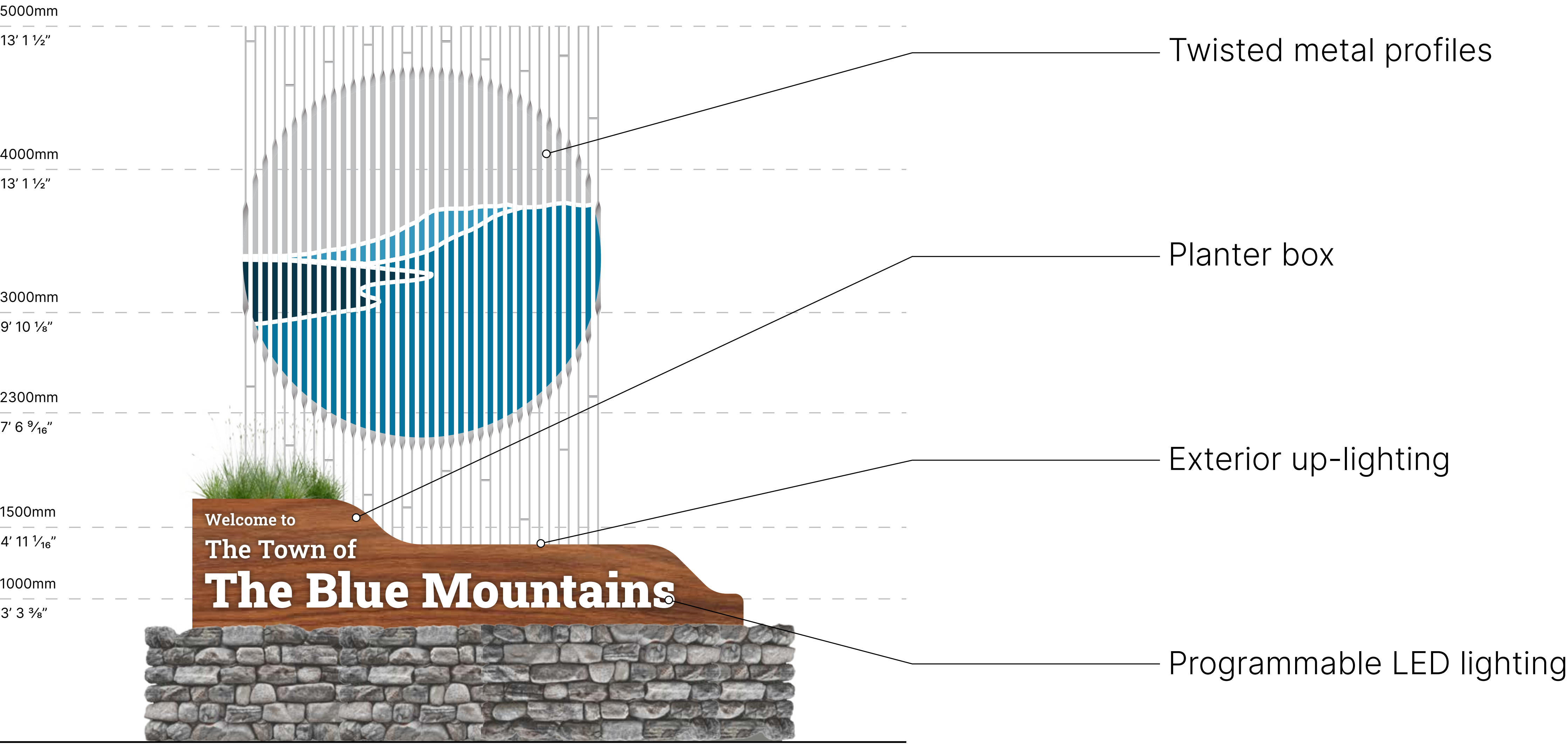
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**Inspired by the
biggest draw of
the town — winter
sports, concept one
derives its influence
from the corduroy
pattern**

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Type A — Town gateway sign







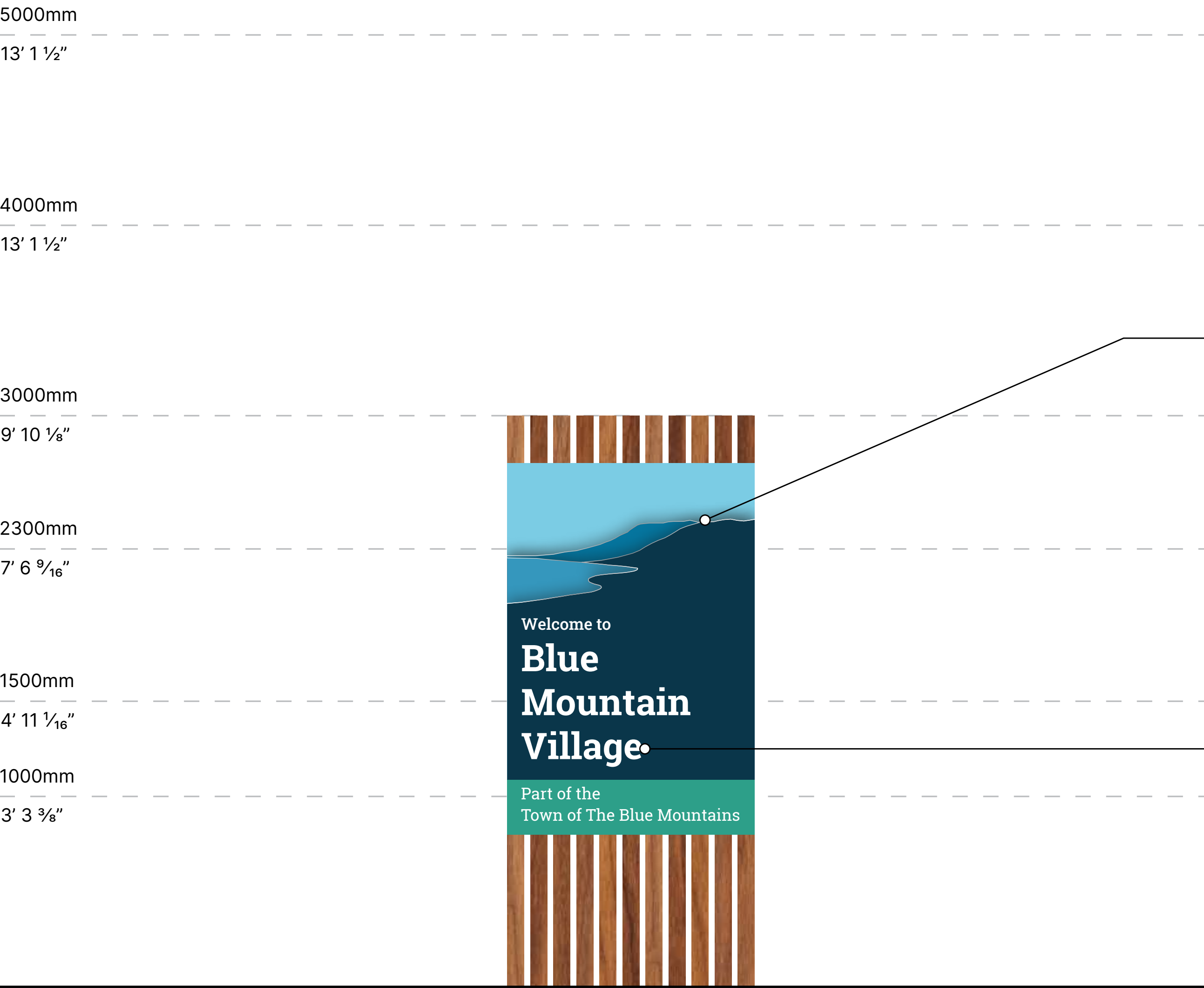




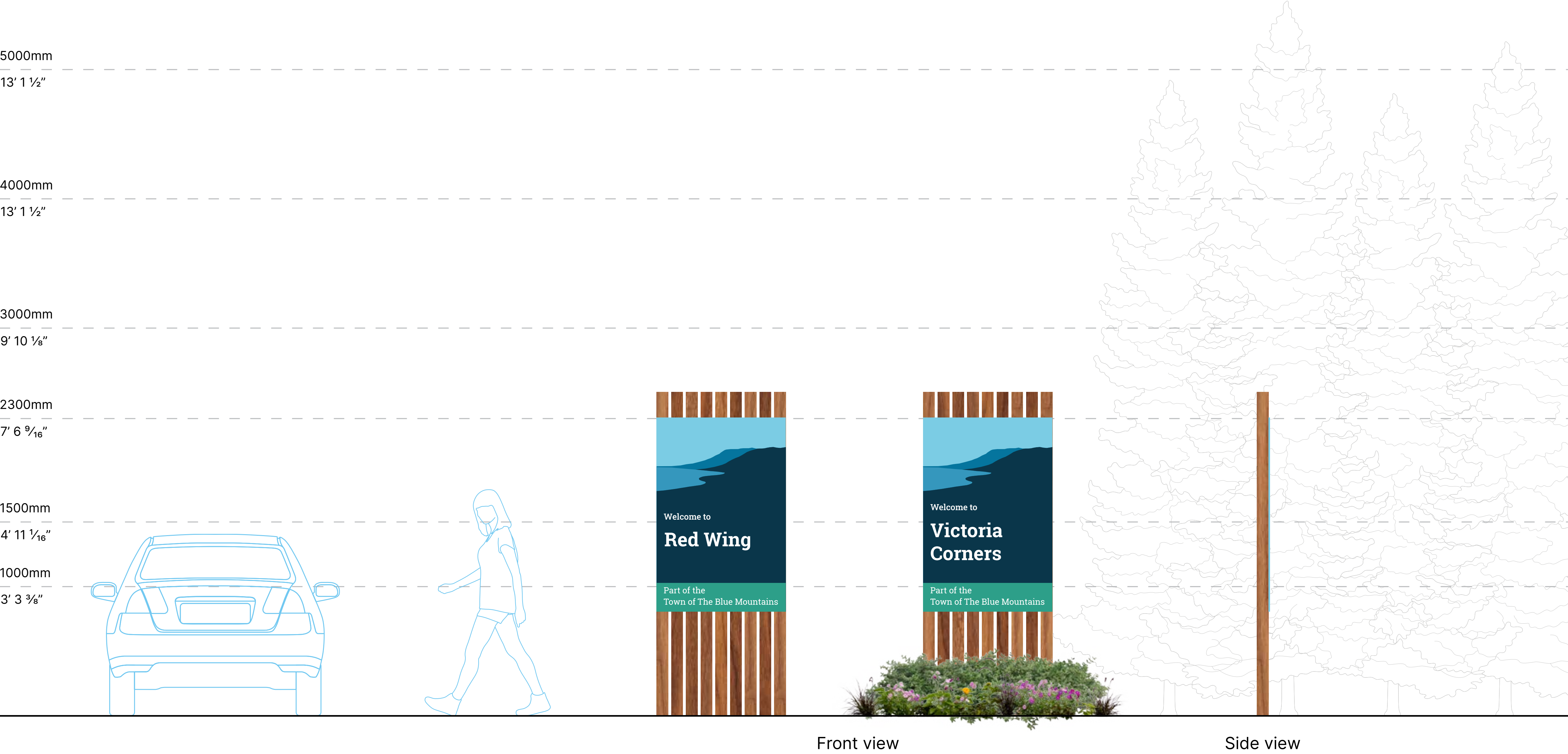
Type B — Community gateway sign



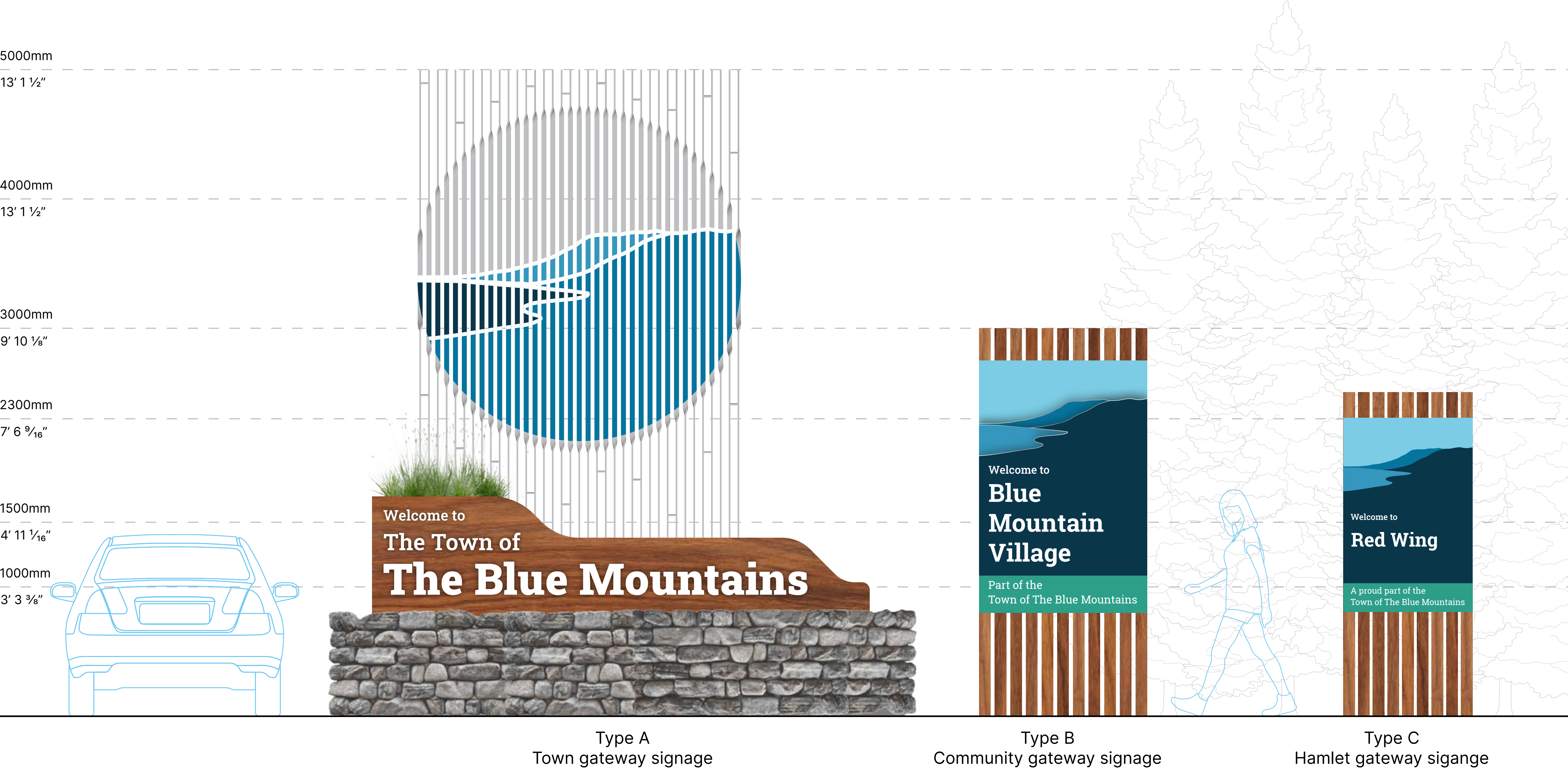
Materials and illumination



Type C — Hamlet gateway sign



Concept one — Sign family



Concept two

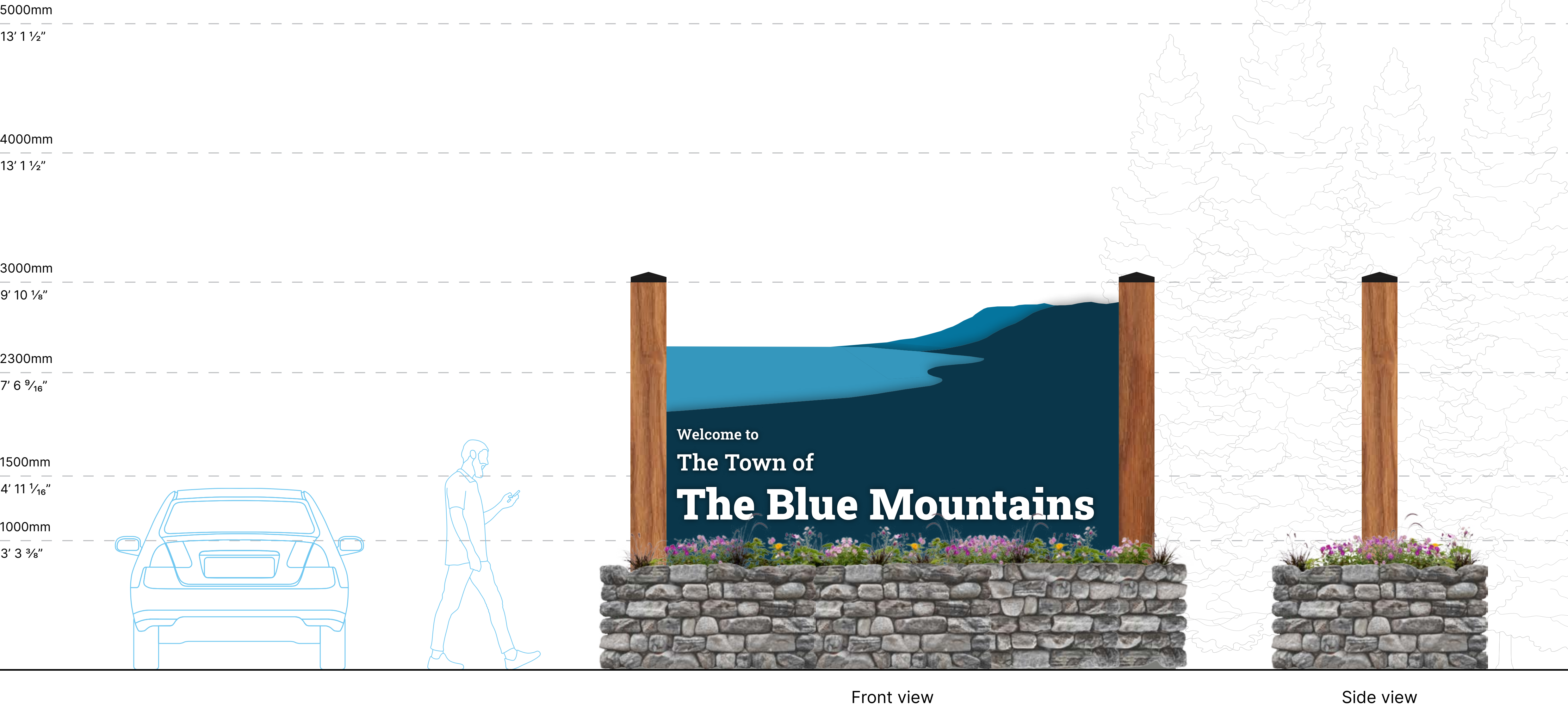


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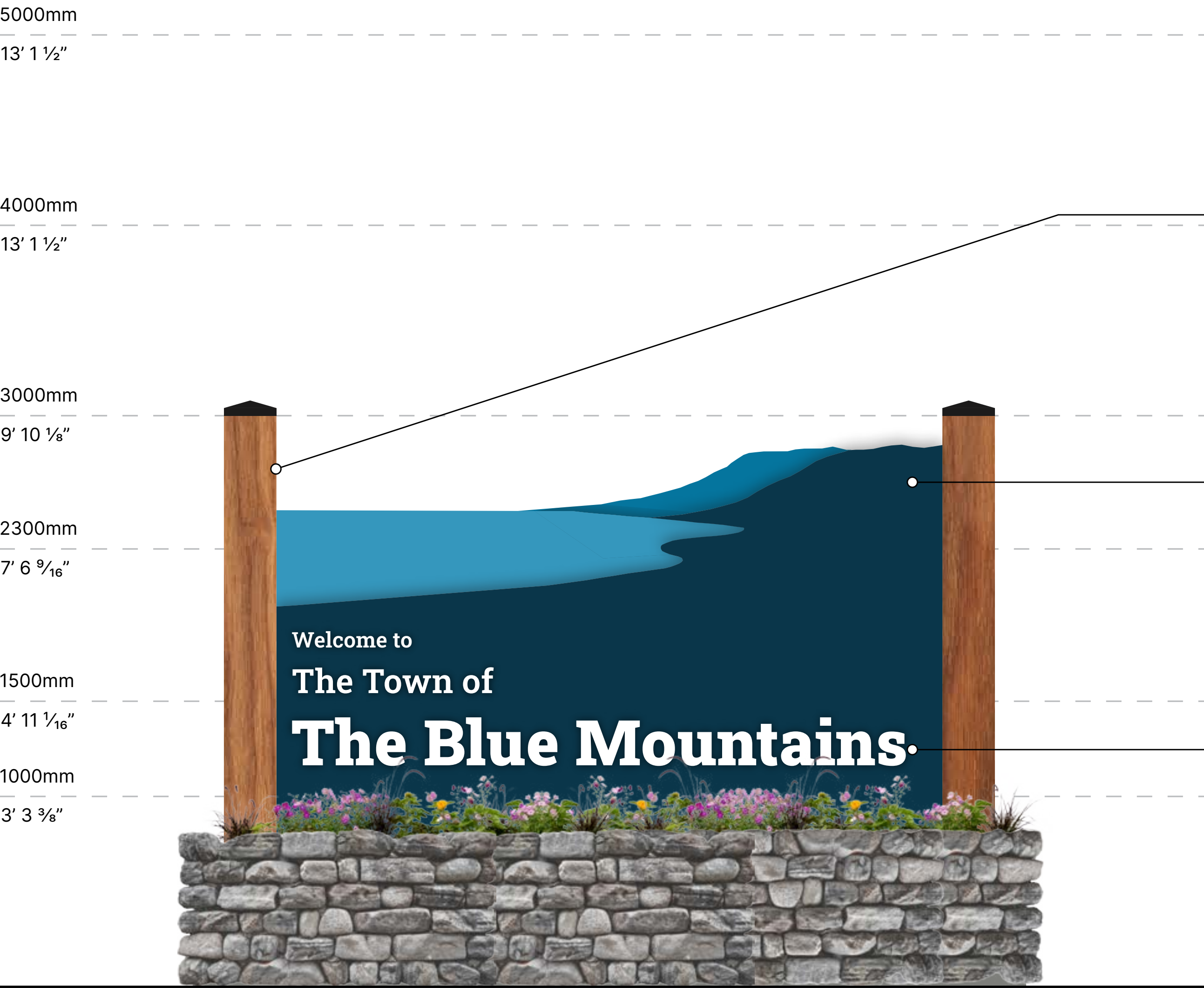
**Concept two is
a reflection of
the picturesque
landscapes and
natural features that
make up the town**

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Type A — Town gateway sign



Materials and illumination



Integrated light strip

Layered PVC panels with layered lighting

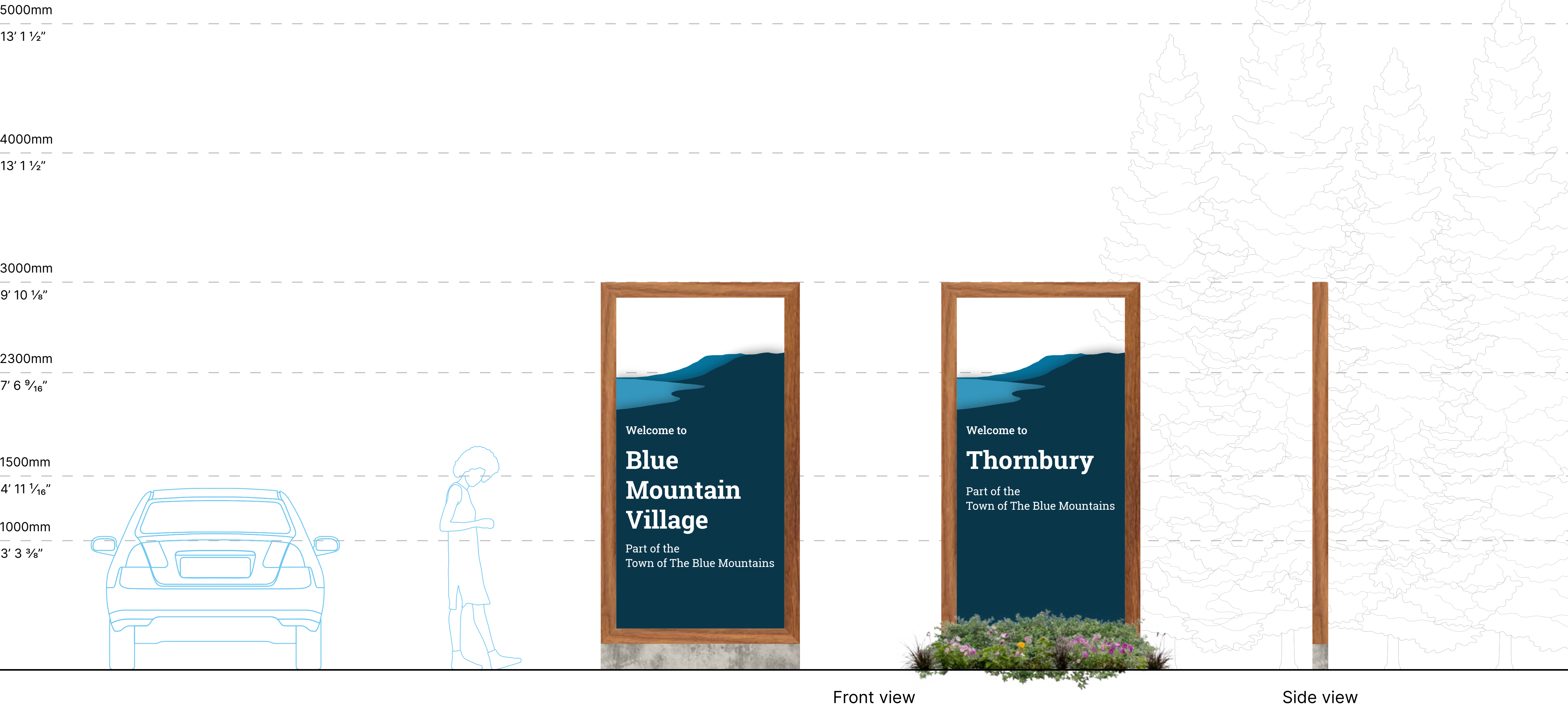
Programmable LED lighting







Type B — Community gateway sign

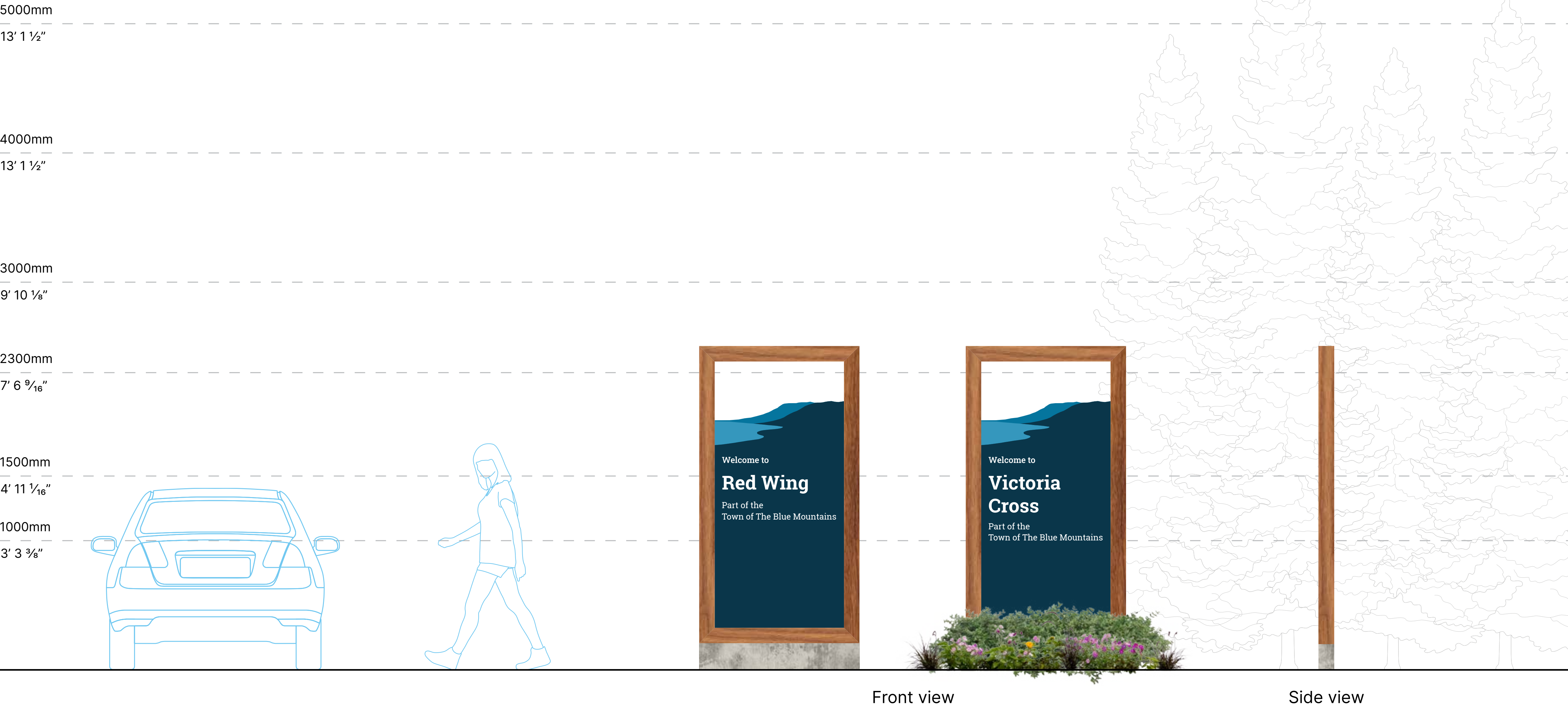


Materials and illumination



Front view

Type C — Hamlet gateway sign



Concept two — Sign family



Concept summary



Concept one



Concept two

Questions

Do you have any questions for us?

Next steps

Next steps

Council selects a concept

Develop the chosen concept

Apply selected concept to park and trail signs

Design development

Thank you!

