

TNC-pol-77

Signage Style Guide

Background

A project team, comprised of seasoned and new skiing and snow shoe users at Telemark, was created in 2022 to improve directional and interpretive signage at Telemark Nordic. Recognizing that Telemark visitors ski, train and play within the ancestral, traditional and unceded territory of the Syilx Nation, and recognize Indigenous ways of being and knowing on this land., Telemark consulted with Westbank First Nation, Spirit North, and s̓ənsis̓yustən House of Learning children to incorporate Syilx language trail names. The goal was to enhance the Telemark Nordic experience, improve safety, and ensure consistent branding amongst all the signage on the property.

Purpose

Trail signs are the most significant and sometimes only interaction a new or infrequent guest has with Telemark Nordic. It is imperative that the signs make a guest feel welcome, safe, and confident. To deliver a good experience, all signs deployed on the property shall comply with this style guide.

Overarching Principles

Notwithstanding any specific requirements listed below, every sign shall be evaluated using the following “fit for purpose” criteria:

1. Will the sign be safe and visible in the winter conditions amongst the trees?
2. Will the sign reassure me that I am in the correct place and going in the right direction?
3. Is there information I will benefit from knowing RIGHT NOW? A learning opportunity? A landmark? A hazard? An enforcement issue that will anger the Ski Gods if I don't comply?
4. This is taking longer than I expected. How much further if I continue along the same path? Are there any shortcuts?

5. I am cold, wet, tired, scared, lost, and it is getting dark. I need help. How do I get myself out of trouble?
 - a. I have a cellphone and signal. Who do I call and what do I tell them?
 - b. I do NOT have a cellphone, or I do NOT have a signal. Can the sign help me with the next decision I make?
6. Is there a risk of sign overload? Am I going to suffer from “sign fatigue” if another sign goes up in this location?

Sign Design Specifications

- Use Telemark branding, colours, and fonts (See Appendix A for Telemark Logos, Branding Fonts and Colours).
- All signs must be visible and legible in winter conditions amongst the trees and possibly in the dark.
- No sharp corners due to high-speed and/or novice users on the hill. Safety consideration.
- Be durable and long-lasting.
- Each type of sign will have a specific shape, size, text size, and use of colours depending on the type of sign.



General Requirements

All cross country ski, snowshoe, and K9 trail signs will have an identifying graphic and where applicable a trail name, distance, and colour code. Refer to Appendix B for trail details:

Cross Country Ski	Snowshoe	K9 additional graphic
Two examples of cross-country ski signs. The top sign is blue with a white Telemark logo, the word "Telemark", and a right-pointing arrow. The bottom sign is blue with a white Telemark logo, the word "Telemark", a left-pointing arrow, and a purple bar at the bottom with the text "7.4 km loop back to Daylodge".	A green square sign with a white graphic of two snowshoes.	A red square sign with a white paw print graphic.

Every trail will have (ref Appendix B):

- A Telemark Nordic trail name.
- A Syilx trail name.

- A difficulty classification green circle (easy), blue square (medium), or black diamond (difficult).
- A total distance with destination.
- A defined colour for use on navigational maps, etc.
- Each “loop” off a main trail will be designated “scenic loop” with name the same as the original trail, and a loop distance
- “return to lodge” signs will be place in key locations to indicate the fastest safe route back to the lodge
- Each short cut will be labelled with a “return to lodge” sign and the short cut will be named the same as the original trail

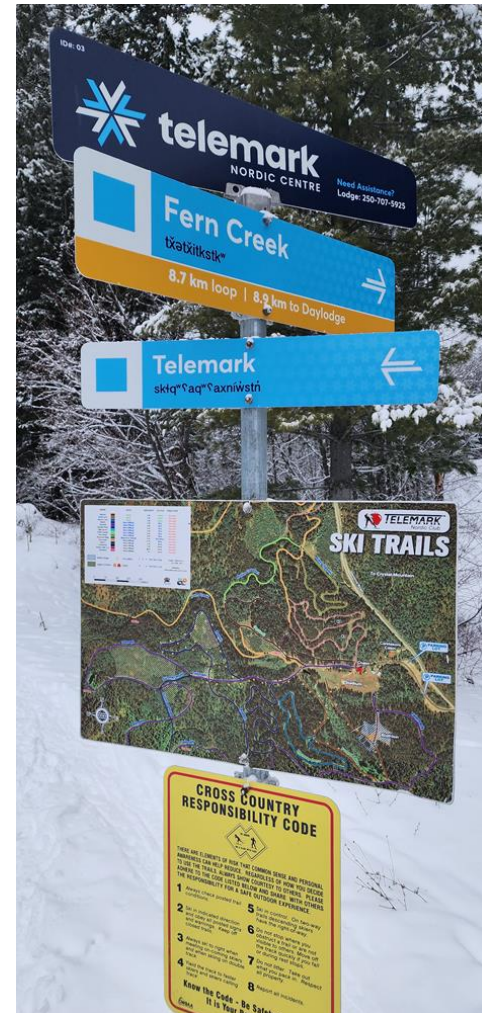
K9 Trails: K9 Cross Country and Snowshoe trails have the same requirements as all Cross Country and Snowshoe trails and in addition:

- Add a dog graphic on all signs
- “Return to” signs will be to parking lot instead of lodge.

Sign Specific Requirements

Trailhead Stacks: shall be located at every trailhead (both entry points for 2-way trails). They shall include the following types of same-width individual signs mounted on a pole:

1. Header at the top with:
 - Telemark Logo / branding
 - Identification snowshoe or cross-country ski trail (and K9 graphic, if applicable)
 - Unique serial number for each sign, to aid with search and rescue operations
 - Telemark lodge phone number
2. Wayfinder(s) mounted under the header:
 - Name of trail (English and Syilx)
 - Difficulty (indicated by symbol)
 - Trail directional arrow
 - Trail distance + destination. Destination will be one of the following: loop distance, distance to lodge, or distance to next “trail name.”
3. A trail map (optional) that will include
 - Colour coded/named cross-country and/or snowshoe trails. Map shall be only ski or only snowshoe or only K9 as applicable.
 - “You are here” marker
 - “Daylodge” marker
 - Table with trail names, lengths, and difficulty rating
 - Telemark Logo/branding
 - Telemark lodge phone number
4. Intersection Waypoints may also have a “To Daylodge” sign (Appendix E) specifying the recommended fastest safe path to the lodge.
 - Arrow
 - Distance to daylodge



Trail Markers: Are used only on snowshoe trails. They are mounted, in both directions for 2 direction trails, spaced such that a marker is always visible while on the trail. The snowshoe trail marker shall include:

- Telemark Logo
- Prominent snowshoe graphic (+ K9 graphic on K9 snowshoe trails)
- Name of trail (English)
- Applicable background colour for the specific snowshoe trail.



Directional Arrow-only Signs: Are used only on snowshoe trails and will include the following:

- There will be one snowshoe trail directional arrow sign that can be mounted in any orientation to indicate left, right, or straight.

Regulatory signs: located throughout Telemark Nordic. These signs identify property boundaries, rules, and safety standards. Types of regulatory signs in use at Telemark Nordic include “Trail Pass Required”, “No Dogs”, “One Way – Do Not Enter”, “No Snowshoes On Ski Trails” and “Do Not Enter.” All regulatory signs shall include the following:

- Prominent and highly visible
- Telemark Logo and branding
- Telemark lodge phone number
- Global standard symbology, as applicable

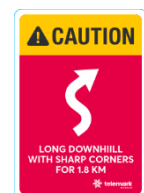


Informational signs: Located throughout Telemark Nordic. Examples include washrooms, ski rentals, where to pay, Telemark Nordic Code of Conduct, current trail conditions, notice board, summit marker, point of interest, “Turn Around Point – Steep Hills and Sharp Corners Ahead”, “Slow down – off leash dogs”, etc. When a snowshoe trail terminates on another trail (for example, Crystal Rim terminates onto Pine Forest), there shall be a sign articulating that the current trail terminates here / entering new trail.

Information signs will normally be “stand alone” ie there will be no other signs mounted on the same pole. Two exceptions will be summit markers and points of interest that will always be paired with a Waypoint sign. Summit markers shall be mounted with the expectation that guests will take photos of themselves next to the sign, so they need to be “special”.

All Informational signs shall include the following:

- Telemark Logo



Appendix A: Telemark Standard Logos, Colours, and Fonts



Sub-headline
or section header

Large Headline

Small headline,
or headline this is
longer in length.

Body copy. Intro line or accent text.

Sub Headline

Averta Bold
Title Case (Short)\
Sentence Case (Long)

Large Headline

Averta Extra-Bold
Title Case (Short) /
Sentence Case (Long)

Small Headline / Intro

Averta Medium
Title Case (Short) /
Sentence Case (Long)

Body Copy

Averta Regular
Sentence Case

Appendix B: Telemark Trail Details

Trail Name	Syilx Name	Length (km)	Difficulty	Destination	Direction	Colour
Ski						
Squirrel	ʔaʔisćk	1.5	Green	Lodge	2	Burnt Orange
Forest Lane	xəxwɪt̚ l̚ aʔ ččl̚ cal̚	1.2	Green	Lodge	2	Orange
Memory Lane	ńtəkʷəkʷəkʷaqs	1.0	Green	Loop	CCW	Green
Rabbit	spəplínaʔ ńqəxq̣x̣aqs	2.4	Blue	Lodge	CCW	Purple
Telemark	sktqʷsaqʷsaxníwst̚n̚ (X-C skiing place)	6.8	Blue / Black	Lodge	2	Magenta
Summer Road	sčaʔqʷáqs	0.5	Blue	Telemark Summit	CCW	Dark Blue
High Country	níwstúlaʔxʷ	3.0	Blue	Crystal Rim Summit	2	Teal
Roller Coaster	sńkčaqaqmíwst̚n̚	0.6	Blue	Squirrel	CCW	Lime Green
Easy Street	tỵtỵmaqs	0.8	Blue	Loop	CW	Olive Green
Panorama Ridge	wəkəkik̚n̚	5.4	Blue / Black	Loop	CCW	Shamrock Green
Fern Creek	t̚x̣ət̚x̣it̚kst̚kʷ	8.7	Blue	Lodge	2	Saffron Orange
Carol Trail	Carol iʔ ńqəql̚xʷáqaʔsts	1.3	Black	Fern Creek	CW	Dark Blue
Crystal Rim	skʷỵtik̚n̚ (frosty ridge)	7.8	Black	Loop	CW	Black
Racing 1, 2	sq̣ʷəq̣ʷụ́laʔx̣n̚t̚n̚ naqs (1) sq̣ʷəq̣ʷụ́laʔx̣n̚t̚n̚ ʔasíl̚ (2)	1.0	Black	Fern Creek	CCW	Tangerine
Connector	skt̚t̚t̚ils	0.7	Black	Fern Creek	2	Violet
Snowshoe						
Chalet Trail		2.0	Green	Lodge	CW	Forest Green
Pine Forest		4.0	Blue	Lodge	CW	Blue
Panorama		6.7	Blue	Chalet Trail	CCW	Red
Jack Creek		10.0	Black	Pine Forest	CW	Purple
Bullwinkle		2.6	Blue	Jack Creek or Panorama	2	Canary Yellow
Crystal Mountain		13.0	Black	Pine Forest	CW	Tangerine Orange
K9						
K9 Main Loop		3.3	Green	Loop	2	Powder Blue
Red Alder		2.2	Black	K9 Snowshoe	2	Ruby Red
Ridgeview		1.9	Black	K9 Snowshoe	2	Fir Green
K9 Ski	kəkwapáqs	3.0	Green	Loop	2	

Notes

Signage translation from Grouse Barnes fluent WFN Elder, Herman Edward fluent LSIB Elder, Syilx Language House, and Salish School of Spokane.

The word for cross country skiing is sktq^wƛaq^wƛaxniwśm̓ (literally slide on the feet through valleys, Herman Edward).

The word "crystal" in Crystal Rim was named because of the crystalline sparkly snow up there.

Other helpful words

waʔ: hello/goodbye:

liṁliṁt p čyƛap k̓l̓ Syilx^wúlaʔx^w: welcome to Syilx territory

liṁliṁt p čyƛap: welcome (literally grateful that ʔall have arrived)

liṁliṁt: thank you

Appendix C: Sign Stack Header Serial Numbers and Locations

#1 Telemark (by the Daylodge)

#2 Squirrel/Race 1

#3 Fern Creek (End of Stadium)

#4 Forest Lane

#5 Memory Lane

#6 Rabbit

#7 Panorama

#8 Summer Rd

#9 Fern Creek (at Squirrel)

#10 Race 2

#11 Easy Street

#12 Top of Roller Coaster where it intersects with Fern Creek

#13 Carol/Connector

#14 Connector (at Fern / yellow gate)

#15 High Country

#16 Crystal Rim