Town of Yarmouth—Place Branding and Wayfinding Program
review
90% banners and directional signage

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user groups

local residents require little help; they live within the town lines and use its amenities daily.

regional residents live outside the town lines and enter Yarmouth as the hub of South West Nova to shop, dine, or be entertained, to do business or to visit the regional hospital.

visitors may be coming to Yarmouth for the first time, from Halifax, Maine or elsewhere. They may be tourists or business people.
issues

MUTCDC comprehension: 5 destination max

50-70 km = 5-6 inch cap height

30-50 km = 4-5 inch cap height
destinations

FIREFIGHTERS’ S MUSEUM | W L SWEENEY FISHERIES MUSEUM
TH’ YARC | YARMOUTH COUNTY MUSEUM & ARCHIVES | CAPTAIN’S & SHIPOWNERS’ S HOUSES | YARMOUTH CENOTAPH | ART GALLERY OF NOVA SCOTIA | KILLAM BROTHER BUILDING | ST. AMBROSE CATHEDRAL | ST. AMBROSE CATHEDRAL | EMPIRE THEATRES STUDIO | MARINERS CENTRE

IWK MEMORIAL LIBRARY | CENTRAL SCHOOL | TOWN HALL | NSCC | BOAT LAUNCH | YARMOUTH CONSOLIDATED MEMORIAL HS | LAKE MILO BOAT CLUB | | POLICE STATION | YARMOUTH REGIONAL HOSPITAL | FERRY TERMINAL | VISITORS’ CENTRE | AIRPORT |
SEALED LANDERS PARK | FROST PARK | HERITAGE PARK | BEACON PARK | CORONATION PARK | BROAD BROOK WETLAND PARK |
| GOLF COURSE | YARMOUTH CENTRAL SCHOOL TENNIS COURT | SOUTH END PLAYGROUND | OLD YARMOUTH HIGH SCHOOL FIELD | ST AMBROSE TENNIS COURT/FIELD | YARMOUTH CONSOLIDATED MEMORIAL HS FIELD |
| YMCA | KNIGHTS OF COLUMBUS | YARMOUTH LIONS CLUM | SHRINERS MASONIC | CONVENTION CENTRE |
| YCTDA TRAIL | CLEMENTS AVENUE TRAIL | BROAD BROOK WETLAND TRAIL
destinations

CULTURE | FIREFIGHTERS’S MUSEUM | W L SWEENEY FISHERIES MUSEUM TH’ YARC | YARMOUTH COUNTY MUSEUM & ARCHIVES | CAPTAIN’S & SHIPOWNERS’ HOMES | YARMOUTH CENOTAPH | ART GALLERY OF NOVA SCOTIA | KILLAM BROTHER BUILDING | ST. AMBROSE CATHEDRAL | ST. AMBROSE CATHEDRAL | EMPIRE THEATRES STUDIO | MARINERS CENTRE

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local residents

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**PARKS**

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visitors

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information chunking

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information chunking districts
sign families

VEHICULAR DIRECTIONAL

A1  A2  B1  B2  C1
sign families
IDENTIFICATION

D1  D2  D3  D4  D5
sign families

BANNER
sign families
PEDESTRIAN DIRECTIONAL
90% banners and directional
sign families
brand elements

Yarmouth

ON THE EDGE OF EVERYWHERE

primary brand colours

secondary brand colours

Kievit typeface

A a B b C c 1 2 3 Xx
branding
visitor experience
fundamentals of signage

approach

enter

find
scenario 1
DIGBY TO FERRY TERMINAL
visitor experience

DIGBY TO FERRY TERMINAL
visitor experience

DIGBY TO FERRY TERMINAL
TOWN LIMIT
visitor experience

DIGBY TO FERRY TERMINAL
MAIN STREET ALONG SEALED LANDERS PARK
visitor experience

DIGBY TO FERRY TERMINAL
MAIN STREET APPROACHING CHESTNUT STREET
visitor experience

DIGBY TO FERRY TERMINAL
MAIN STREET APPROACHING CHESTNUT STREET
visitor experience

DIGBY TO FERRY TERMINAL
MAIN STREET APPROACHING STARRS ROAD

D1 + A2
visitor experience

DIGBY TO FERRY TERMINAL
visitor experience

DIGBY TO FERRY TERMINAL
MAIN STREET AND KING STREET

E3 + D1
visitor experience

DIGBY TO FERRY TERMINAL
ALONG MAIN STREET
visitor experience

DIGBY TO FERRY TERMINAL
MAIN STREET APPROACHING GLEBE STREET
visitor experience

DIGBY TO FERRY TERMINAL
ALONG MAIN STREET
visitor experience

DIGBY TO FERRY TERMINAL
MAIN STREET APPROACHING BROWN STREET
visitor experience

DIGBY TO FERRY TERMINAL
BROWN STREET APPROACHING WATER STREET
visitor experience

DIGBY TO FERRY TERMINAL
WATER STREET APPROACHING FERRY TERMINAL
scenerio 2
HIGHWAY 101 TO BALL GAME
visitor experience

HIGHWAY 101 TO BALL GAME
visitor experience
HIGHWAY 101 TO BALL GAME
TOWN LIMIT
visitor experience
HIGHWAY 101 TO BALL GAME
visitor experience

HIGHWAY 101 TO BALL GAME
HIGHWAY 101 APPROACHING STARRS ROAD

A1
visitor experience

HIGHWAY 101 TO BALL GAME
ALONG STARRS ROAD
visitor experience

HIGHWAY 101 TO BALL GAME
STARRS ROAD APPROACHING PLEASANT STREET
visitor experience

HIGHWAY 101 TO BALL GAME
PLEASANT STREET APPROACHING PARADE STREET
visitor experience

HIGHWAY 101 TO BALL GAME
PLEASANT STREET APPROACHING FOREST STREET
visitor experience
HIGHWAY 101 TO BALL GAME
visitor experience

HIGHWAY 101 TO BALL GAME
PLEASANT STREET APPROACHING ALBERT STREET
summary
sign families
TOWN WELCOME BANNER
sign families

A1

Recreation
Main Street
Starrs Road

A2

Main Street Heritage Houses
Recreation

Th’Yarc
Yarmouth County Museum
sign families

A1+D1

A2+D1
sign families
sign families

DISTRICT WELCOME BANNER
sign families
CORRIDOR BANNER

ON THE EDGE OF HISTORY
ON THE EDGE OF EVERYWHERE
ON THE EDGE OF ADVENTURE

E2
summary

DISTRICT
- STARRS ROAD DISTRICT
- MAIN STREET
- HERITAGE HOUSES DISTRICT
- RECREATION DISTRICT
- GREEN

SIGN TYPES
- TOWN BOUNDARY Marker
- WELCOME BANNERS
- DIRECTIONAL SIGNS
- TRAIL ID
- HERITAGE DISTRICT ID

BANNERS
- HERITAGE DISTRICT WELCOME BANNERS
- MAIN STREET WELCOME BANNERS
- RECREATIONAL DISTRICT WELCOME BANNERS
- CORRIDOR BANNERS