



Wayfinding & Signage Presentation

EXTERIOR SIGNAGE (WF-200)

THE OTTAWA HOSPITAL



SITE PLAN CONTROL RESUBMISSION | JANUARY 12TH, 2026 | 23-1490-TOH | R00



WAYFINDING & SIGNAGE

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1

Introduction

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1.1 INTRODUCTION

Land Acknowledgement

Land Acknowledgement

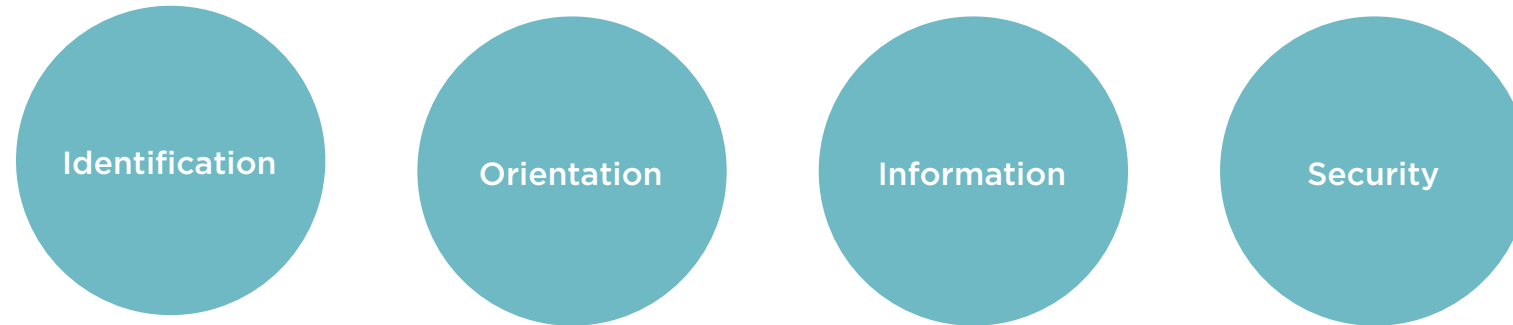
- The Ottawa Hospital acknowledges it is located upon the traditional and unceded territory of the Algonquin people and respects the traditional knowledge and healing developed over generations.
- We have the privilege and responsibility to serve First Nations, Métis and Inuit of many backgrounds and from many treaty and non-treaty lands and territories and to demonstrate respect for the contributions and cultures of Indigenous Peoples.



Simon Brascoupé and Mairi Brascoupé, Algonquin Medicinal Knowledge – *Spring, Summer, Fall and Winter Series, 2021*

1.2 INTRODUCTION

Purpose and Objective



Purpose of Wayfinding & Signage

Every user is looking for a specific destination and must be able to find it intuitively.

Signage is used to fulfill this need and should be present consistently throughout the user's journey. It must be strategically placed, used sparingly, and integrated seamlessly into the surrounding environment.

The use of pictograms, symbols, and a common, universal language that is easily recognizable by all is prioritized at all times.

The main destinations must be clearly indicated and distinguishable from one another.

Objectives

The signage system must include all information useful to users. In other words, it should meet all four signage communication needs in a simple, uniform, and effective manner. It is important not to overload signage spaces in order to avoid confusing users.

The system must be consistent, easy to follow, and located in the right places to serve as a visual reference point for users.

Messages must be conveyed clearly and unambiguously.

Through a comprehensive vision and following a philosophy of accessibility, the system must enable users to identify locations, provide information and guidance to all users, and convey the regulations in force.

All elements of the signage system must be complementary to each other and must integrate well into both new and old buildings.

1.3 INTRODUCTION

Universal Accessibility and Braille

Universal accessibility

It is essential that all people living with disabilities be able to use standard signage. The signage plan must be developed to serve all users equally.

Signage can contribute to universal accessibility in several ways:

- **Uniform signage**
- **Clear, accurate, and easy-to-read information**
- **Inclusion of landmarks in decision-making processes**
- **Use of pictograms**
- **Appropriate contrast**
- **Identification of reception and information desks**
- **Identification of universal accessibility services**



Use of braille

According to Canadian national standard CSA B651:18, Braille is the tactile writing system in which raised dots are used to represent letters and words. Grade 1 Braille will be used in the TOH Facility.

Braille is commonly used for the following:

- **Wall-mounted Room identification**
- **Wall-mounted Technical identification**
- **Wall-mounted Service & Amenities identification**
- **Level identification (in addition to ADA standards)**

Note: All signage must comply with applicable standards and regulations while respecting the latest version of the national building code.

1.4 INTRODUCTION

Prioritization



The most important element in signage is everything related to user safety. Next comes signage (directional, directory, identification, etc.) and finally promotional signage (dynamic screens, interpretive panels, etc.).

1.5 INTRODUCTION

Languages

Language used

When conveying information to users, it is essential to comply with the laws and regulations established by the Government of Canada and the Government of Ontario.

Given the volume and complexity of required signage, pictograms can serve as an effective complementary solution. They offer a universal method of communication that transcends language barriers.

With this in mind, the design concept should prioritize the integration of pictograms into the signage system.

The Ottawa Hospital signage is developed to showcase two languages: English and French, in addition to braille in both languages.

Management and sustainability

- **Optimizing visual contrast**
- **Consistent signage system**
- **Use of pictograms**
- **Strategic placement of tools**
- **Simple to maintain**
- **Clear, accurate, and easy to read information**

Did you know that it is easier to read
text in lowercase letters?

INI I IDDED C A S E I E T T E D C T H E
C O N T R A S T O F S H A D E I S D E N I E D *

Use of lowercase letters

For accessibility reasons, we recommend the use of lowercase letters, which provide better formal contrast and legibility. This practice is also recommended for universal accessibility.

2

Tool Box

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2.1 TOOL BOX

Logo

Master Logo

The consistent treatment of the logo helps us build a strong, lasting impression of The Ottawa Hospital for all of our audiences. Composed of The Ottawa Hospital Symbol and The Ottawa Hospital Wordmark, the logo is to be featured across all branded materials. The designated font for the logo is Sharp Sans Bold.



Bilingual Version



Symbol*

Wordmark*

Logo

* For illustrative purposes only.

2.2 TOOL BOX

Logo Colour Versions

Two-Colour Positive



Positive full-colour logo

Whenever possible, The Ottawa Hospital logos should appear in their positive full-colour version on a white background.

One-Colour Positive



One-Colour Positive Alternate



One-colour logo

Where production or printing limitations exist, a one-colour logo may be used. The one-colour positive version should appear using our primary blue colour. This is the preferred one-colour application. The alternate version may be used if required. The one-colour black and white versions are used in applications where no colour reproduction is necessary. When placing the logo over a dark background, use the one-colour reverse negative version.

One-Colour Reverse Positive



One-Colour Reverse Negative



Placing the logo on coloured backgrounds or images

The logo may be used over a background colour or image, provided there is sufficient contrast between the logo and the background for optimum legibility.

2.3 TOOL BOX

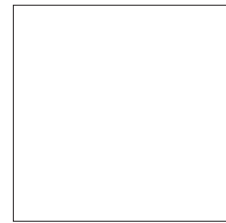
Colours



Primary Colours

The Ottawa Hospital's primary corporate colours are White, TOH Blue (PMS 653), and TOH Grey (PMS 425). The prominent use of these colours helps to reinforce the visual identity, so they are to be used in all primary design applications.

White



C0 M0 Y0 K0
R255 G255 B255

TOH Blue



PMS 653
C90 M65 Y20 K5
R41 G93 B144

TOH Grey



PMS 425
C0 M0 Y0 K80
R112 G115 B114

Secondary and Tertiary Colours

The secondary colour palette serves two functions. To help guide the audience, the colours can be used to distinguish between their values. Emphasis - to draw the eye to key messaging, such as in the hero imagery.

Teal



PMS 3105
C55 M10 Y20 K0
R112 G185 B198

TOH Purple



PMS 527 C
C65 M90 Y20 K5
R114 G60 B125

Dark Navy



PMS 289 C
C97 M82 Y46 K49
R17 G39 B66

Light Blue



PMS 7457 C
C21 M2 Y7 K0
R198 G227 B232

Green



PMS 375 C
C40 M10 Y90 K0
R166 G190 B75

Yellow



PMS 1235 C
C0 M30 Y90 K0
R253 G185 B51

Light Grey



PMS 420 C (80%)
C14 M12 Y16 K0
R217 G213 B206

Dark Grey



PMS 446 C
C0 M0 Y0 K90
R65 G64 B66

2.4 TOOL BOX

Typography

English & French texts

Roboto Bold

0123456789!@#\$%?&*()-+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Braille

0123456789!@#\$%?&*()-+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Branding & Landmarks

Sharp Sans Semi Bold

0123456789!@#\$%?&*()-+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

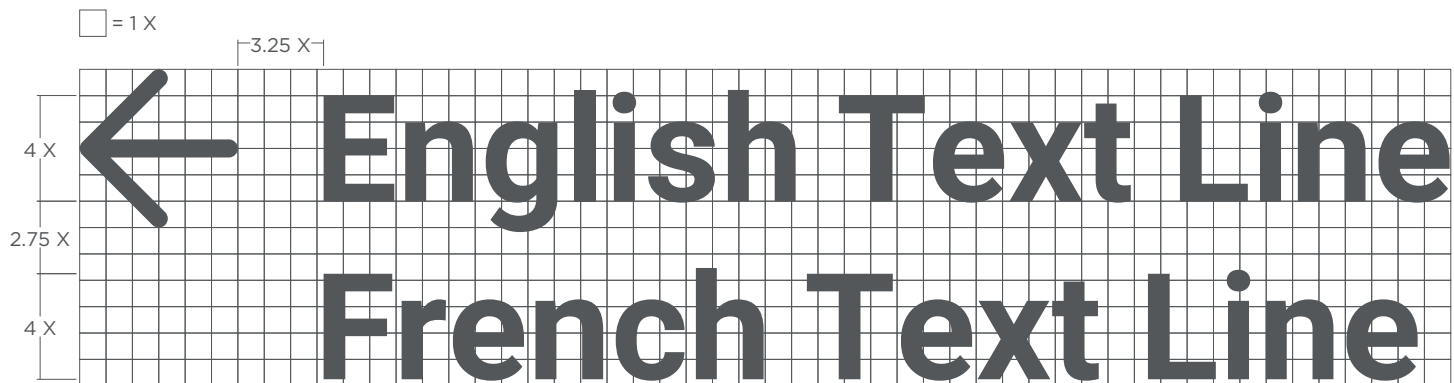
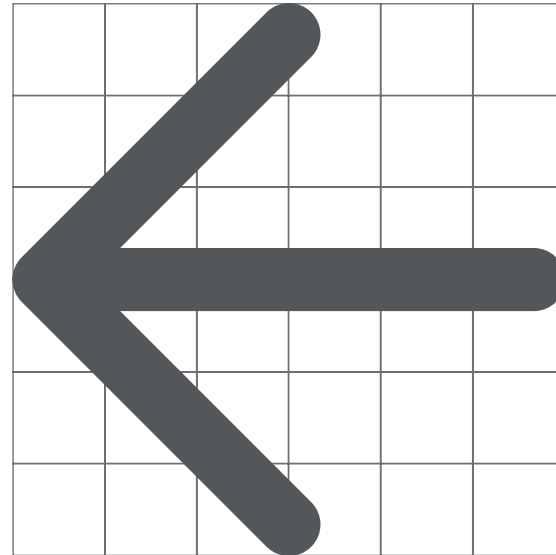
2.5 TOOL BOX

Arrows

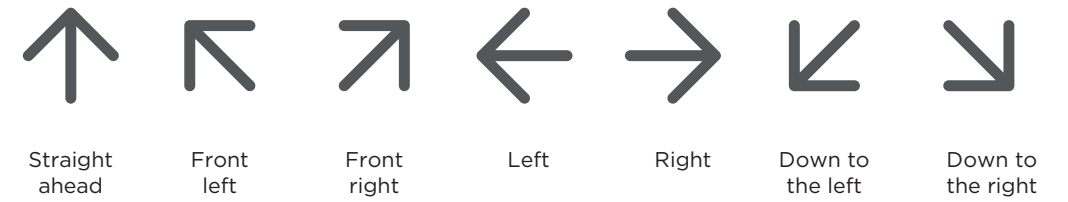
It is recommended to use straight arrows as often as possible in signage applications. If necessary, and only when necessary, diagonal arrows should be used.

An arrow must never point toward a wall. Arrows must point toward accessible destinations.

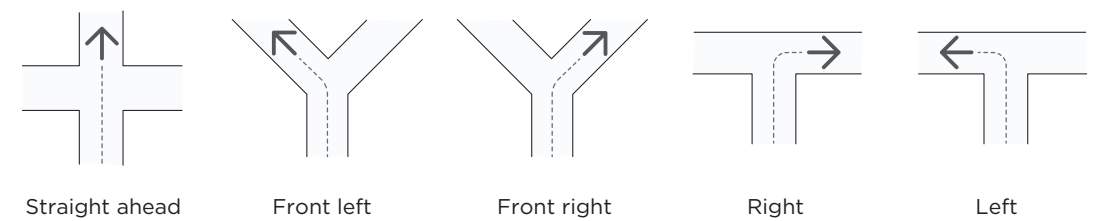
The standard position of arrows on wall signs is on the right. For hanging signs, the arrows are on the side of the destination. For signs with multiple destinations, a single arrow will be placed next to the first line of text to identify the direction of all the destinations grouped together. The arrow must be one and a half (1 1/2) times the height of the capital letter.



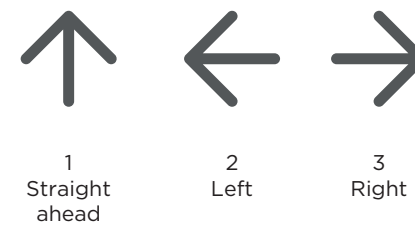
Orientation



Positions



Priority display order



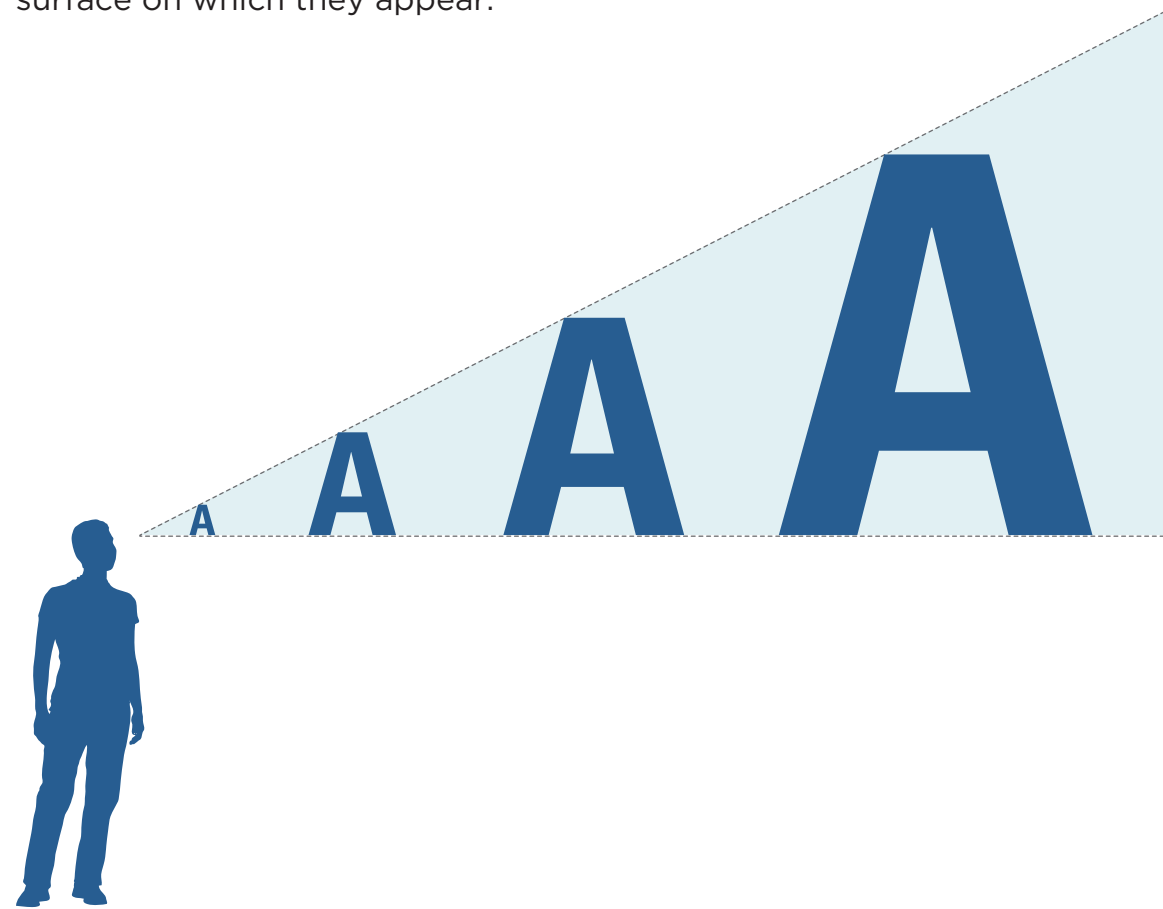
2.6 PRINCIPALS AND REFERENCES

Viewing Distances – Pedestrians

Character Height

Text size is closely linked to reading distance. The latter will determine its height, as indicated in this table.

It is also important to provide a minimum contrast of 70% for messages (characters, logos and pictograms), regardless of the surface on which they appear.



Pedestrians

Directional signage character height relative to viewing distance

Minimum Character Height	Maximum Viewing Distance
25 mm (1")	750 mm (2.5ft)
50 mm (2")	1500 mm (5ft)
75 mm (3")	2250 mm (7.5ft)
100 mm (4")	3000 mm (10ft)
150 mm (6")	4500 mm (15ft)
200 mm (8")	6000 mm (20ft)
250 mm (10")	7500 mm (25ft)
300 mm (12")	9000 mm (30ft)

Note: Use an uppercase X for character measurement.

Reference: 5.2.2.3 Characters, pictograms, and symbols

https://accessible.canada.ca/creating-accessibility-standards/can-asc-21-outdoor-spaces-draft/5-site-planning?utm_source#s5.2.2.3

2.7 PRINCIPALS AND REFERENCES

Viewing Distances – Vehicular

Character Height

Text size and speed are closely linked to reading distance, which will determine the height of the letters, as shown in these tables.

Maximum speeds on the periphery are 50 km/h and within the site, 30 km/h or less.

Motorists

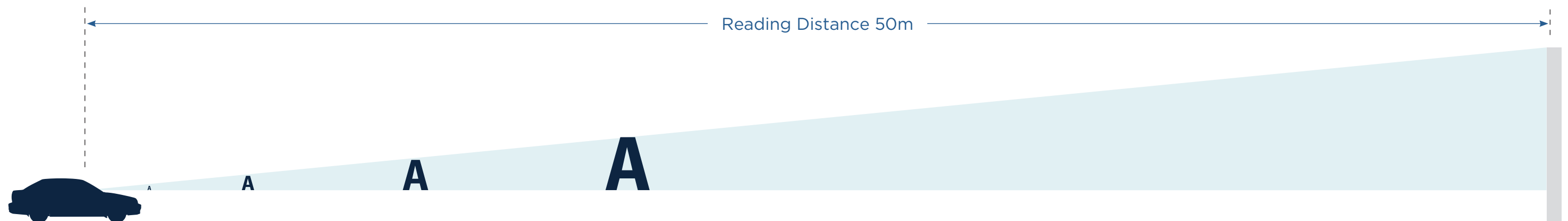
Recommendations based on viewing distance and displayed speed

Legible Distance of Letters	Minimum Height of Characters	Types of Roads and Speed Displayed (km/h)
12 m (39')	25 mm (1")	
50 m (164')	102 mm (4")	40 km/h and less
75 m (246')	152 mm (6")	50 km/h
100 m (328')	203 mm (8")	

Depending on the amount of signage information to be conveyed and the size of the structures required, we recommend using a reading distance reference of 50 m for a letter height of 4 inches on all signage units for motorists, in order to maintain consistency between different roads.

Reference: Best Practices Guide _ Street Name Signs by AQTR and Transport Infrastructure

Recommended Viewing Distances for Motorists



2.8 TOOL BOX

Colour Contrast

Using dark and light colors for wayfinding is essential for accessibility, legibility, and universal design — especially for people with low vision, color blindness, cognitive impairments, or in complex environments (like hospitals, airports, or transit stations).

CNIB (Canadian National Institute for the Blind)

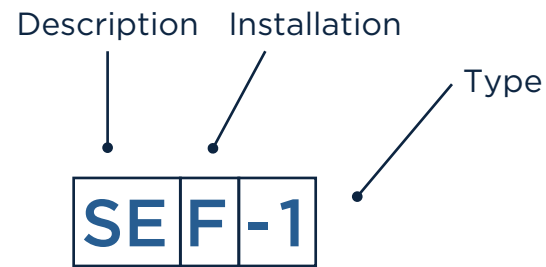
- Recommends 70% difference in tonal value
- Use sans-serif fonts and non-glossy finishes
- Maintain consistent placement, spacing, and high color contrast

CSA Group Standard (B651 – Barrier-Free Design)

- Ensures signage meets visual, tactile, and auditory accessibility
- Emphasizes high contrast, non-glare materials, and clear fonts
- Dark-on-light or light-on-dark is best — maximize contrast.
- Choose colors based on luminance, not just hue.
- Use matte materials to avoid glare.
- Always test combinations under real lighting conditions.
- Follow Canadian standards (CSA B651, CNIB) for inclusive environments.

2.9 TOOL BOX

Nomenclature



Secondary Entrance - Freestanding - Type 1



Main Entrance ID Free-standing - Type 1

DVF-1

Directional Vehicular Free-standing - Type 1

PIF-3

Parking ID Freestanding - Type 3

Legend - Styles	
F	Free-standing
W	Wall
S	Suspended
V	Vinyl

3

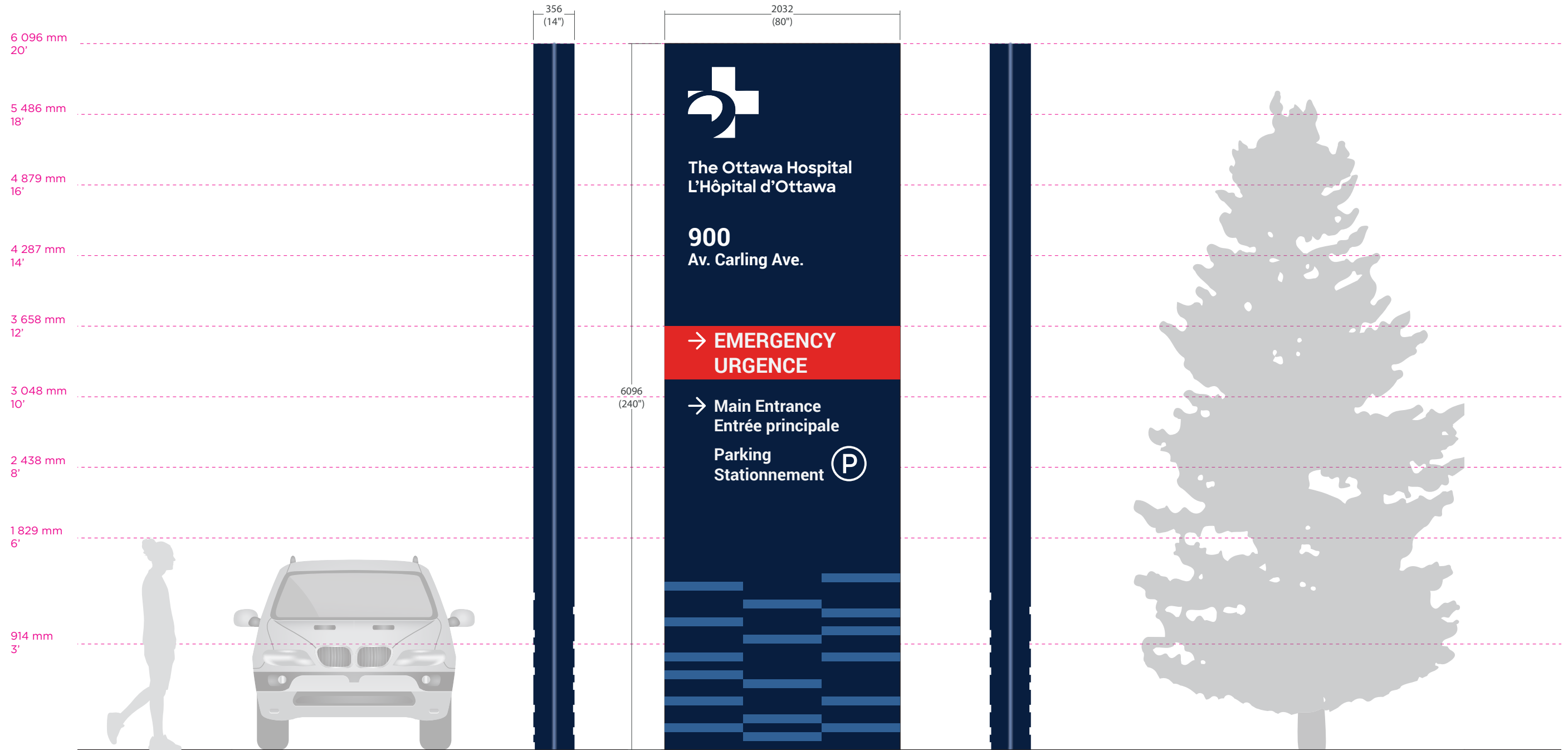
Exterior Wayfinding & Signage Family

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3.1 EXTERIOR WAYFINDING & SIGNAGE FAMILY

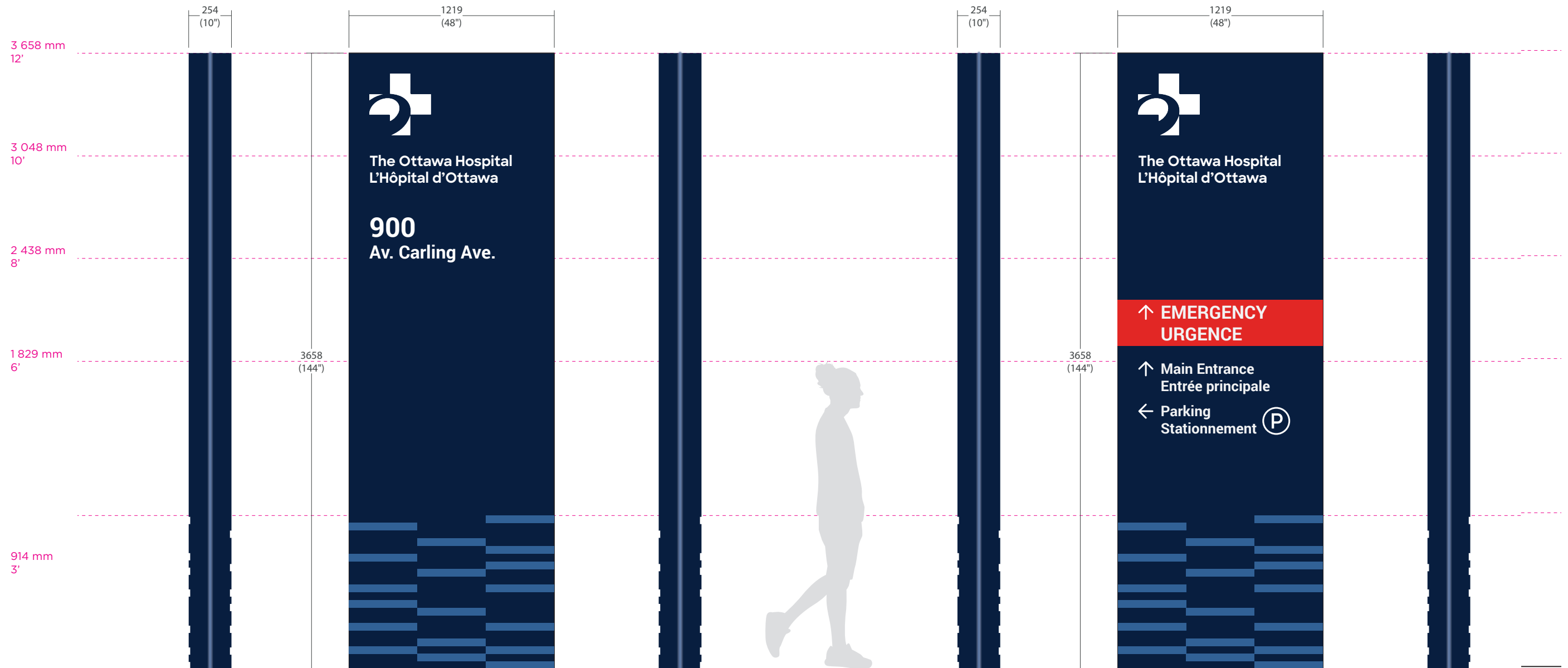
MEF-1



MEF-1 (TIER 1)
Main Entrance ID,
Freestanding

3.2 EXTERIOR WAYFINDING & SIGNAGE FAMILY

SEF-1 | DVF-1

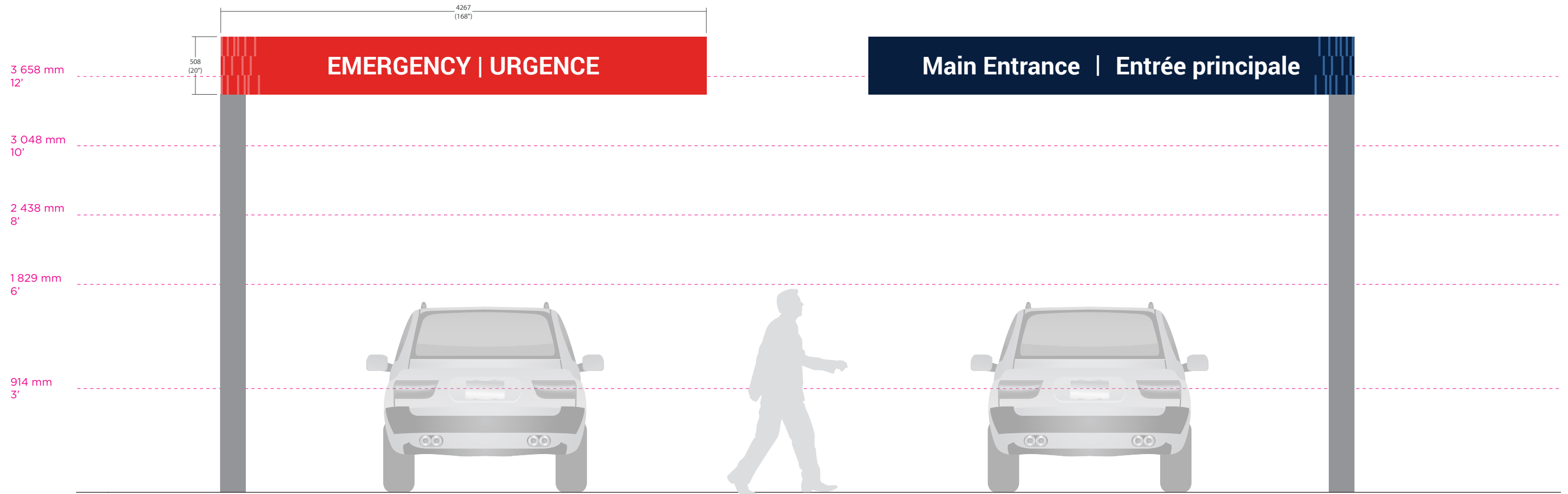


SEF-1 (TIER 2)
Secondary Entrance,
Freestanding

DVF-1 (TIER 3)
Vehicular Directional,
Freestanding

3.3 EXTERIOR WAYFINDING & SIGNAGE FAMILY

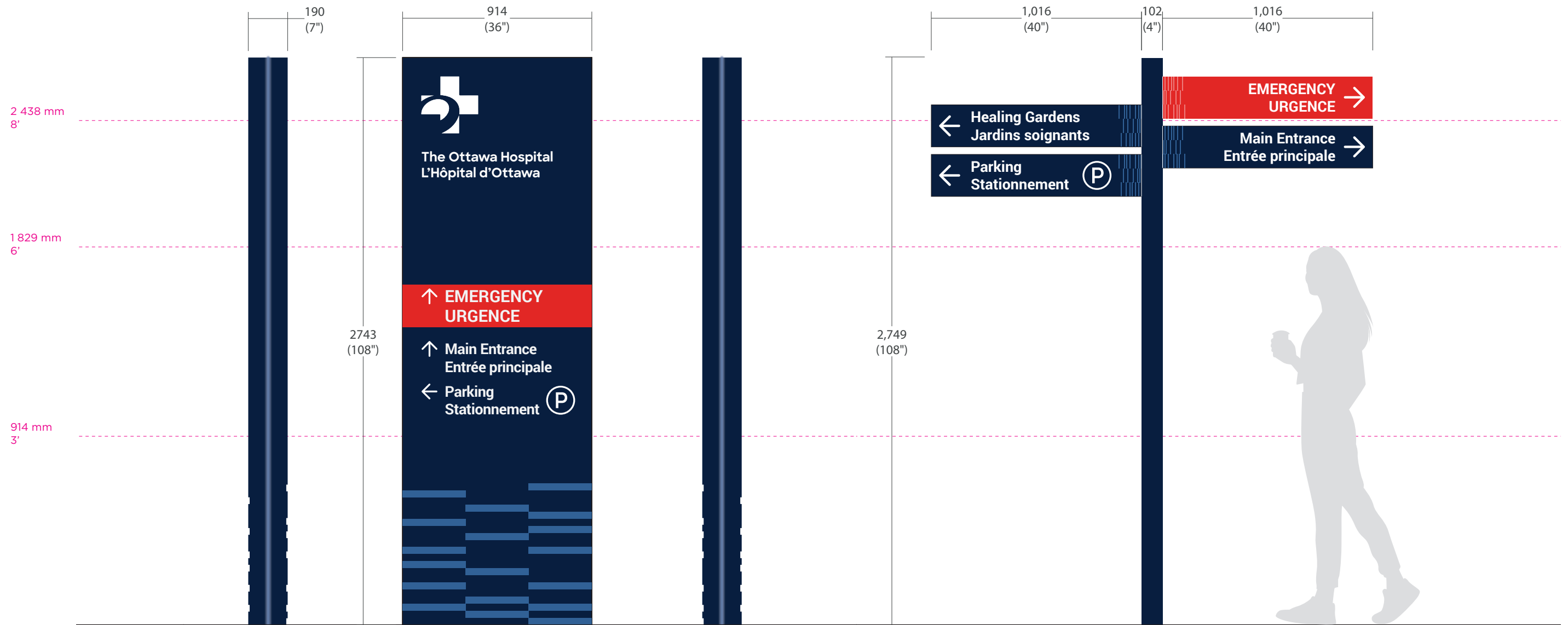
DVF-2



DVF-2 (TIER 2)
Vehicular Directional
Freestanding

3.4 EXTERIOR WAYFINDING & SIGNAGE FAMILY

DVF-3 | DPF-1

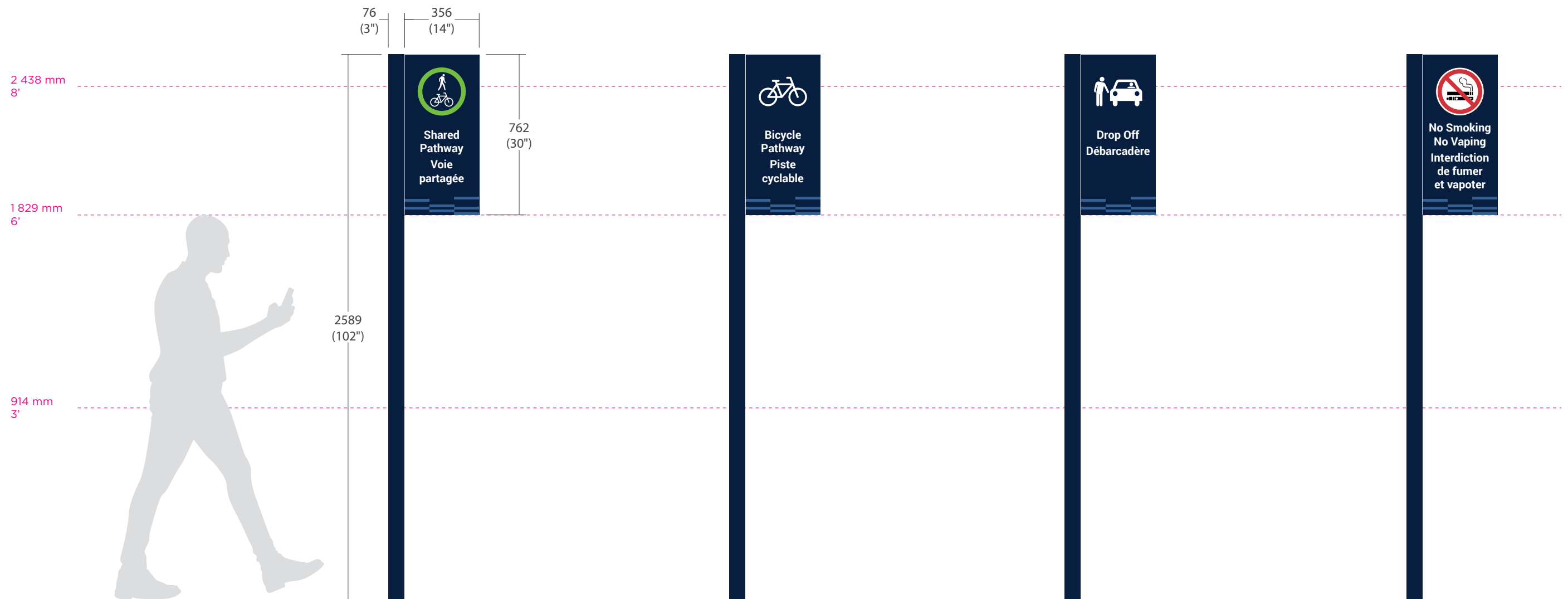


DVF-3 (TIER 3)
Vehicular Directional
Freestanding

DPF-1 (TIER 4)
Pedestrian Directional
Freestanding

3.5 EXTERIOR WAYFINDING & SIGNAGE FAMILY

BPF-1 | DOF-1 | RGF-1



BPF-1 (TIER 4)

Bike Path ID
Post-Mounted

DOF-1 (TIER 4)

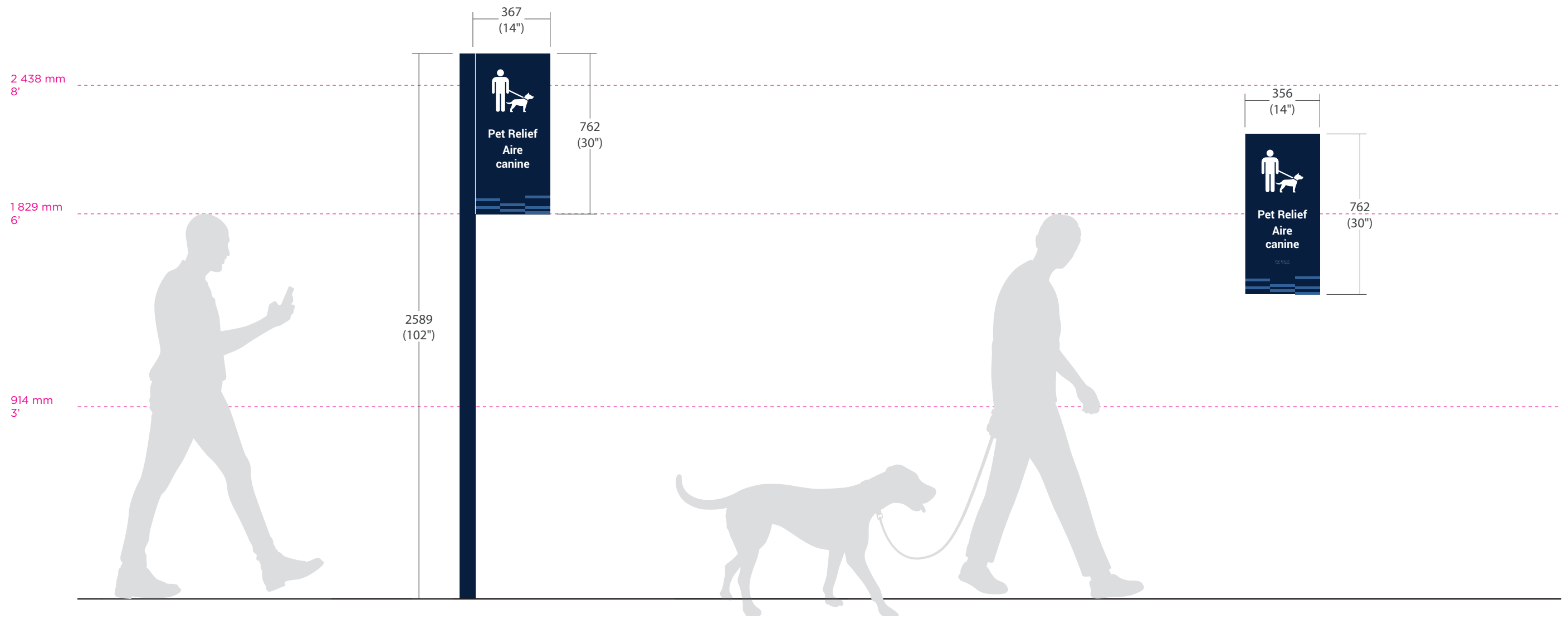
Drop Off ID
Post-Mounted

RGF-1 (TIER 4)

Regulatory ID
Post-Mounted

3.6 EXTERIOR WAYFINDING & SIGNAGE FAMILY

PRF-1 | PRW-1



PRF-1 (TIER 4)
Pet Relief Area
Post-Mounted

PRW-1 (TIER 4)
Pet Relief Area
Wall-Mounted

3.7 EXTERIOR WAYFINDING & SIGNAGE FAMILY

PIF-3 | DF-1



PIF-3 (TIER 3)

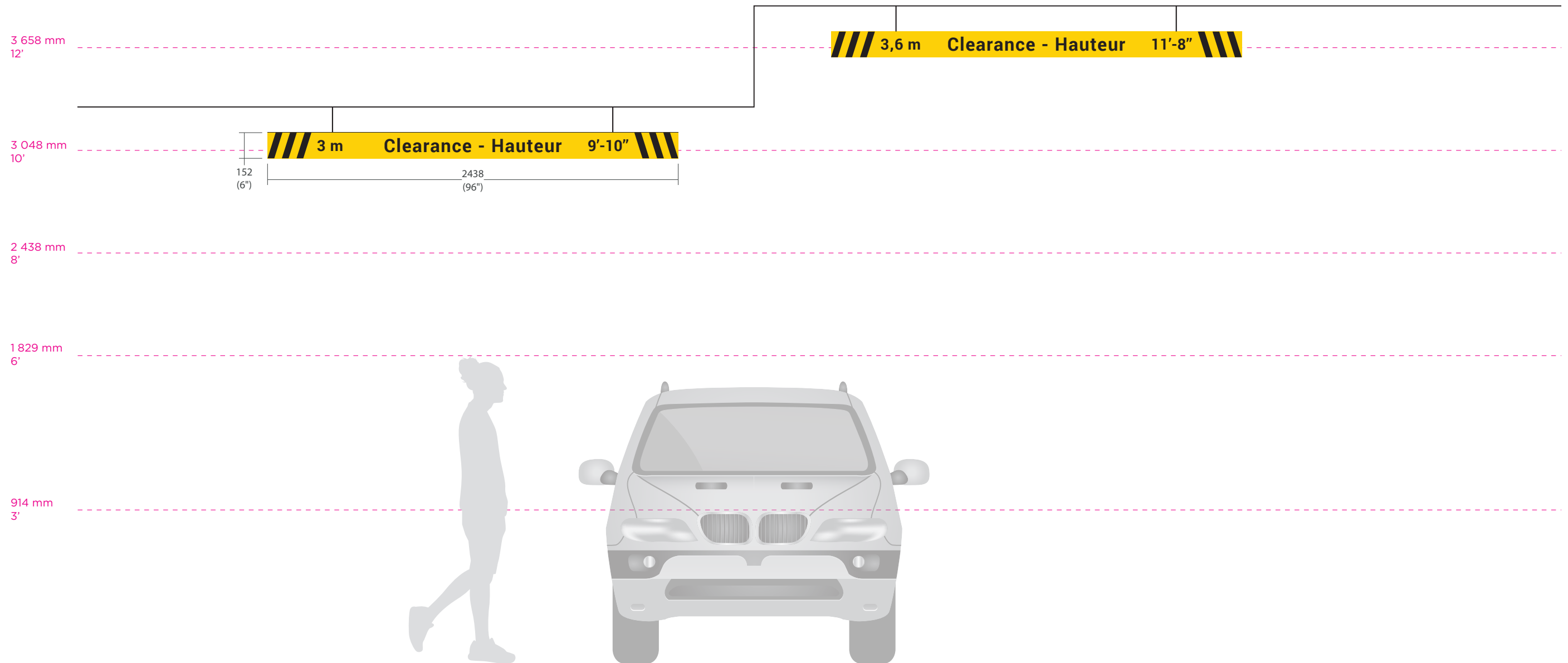
Parking ID
Freestanding

DF-1 (TIER 4)

Internal Identification
Freestanding

3.8 EXTERIOR WAYFINDING & SIGNAGE FAMILY

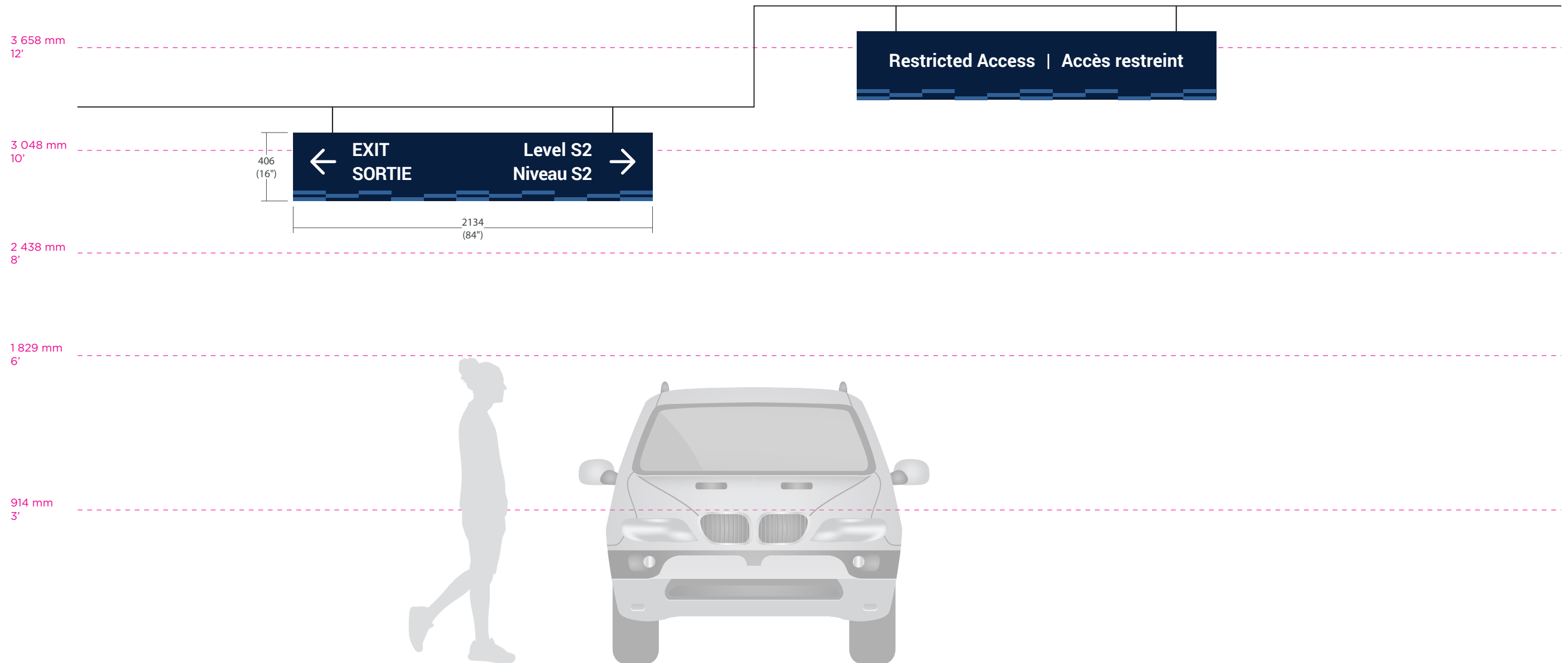
CB-1



CB-1
Clearance Bar
Suspended

3.9 EXTERIOR WAYFINDING & SIGNAGE FAMILY

DVS-1

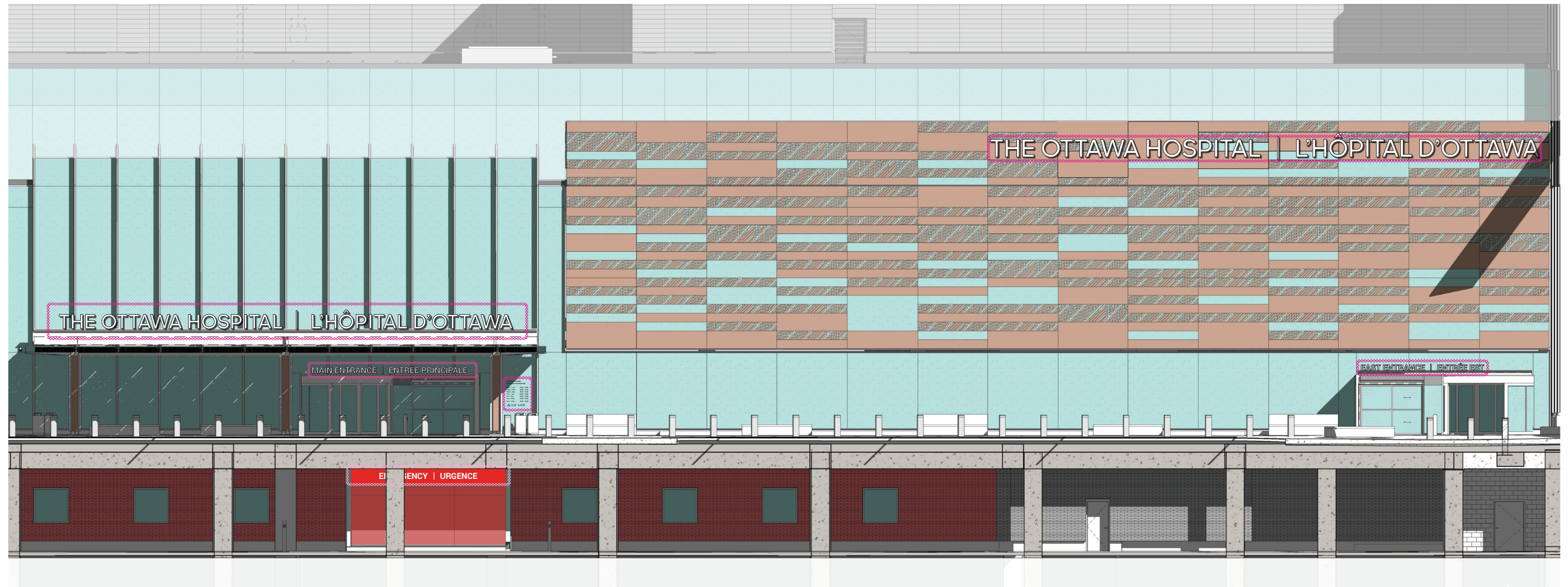


DVS-1 (TIER 3)

Vehicular Directional
Suspended

3.10 EXTERIOR WAYFINDING & SIGNAGE FAMILY

Facade View of Building with Signage Elements



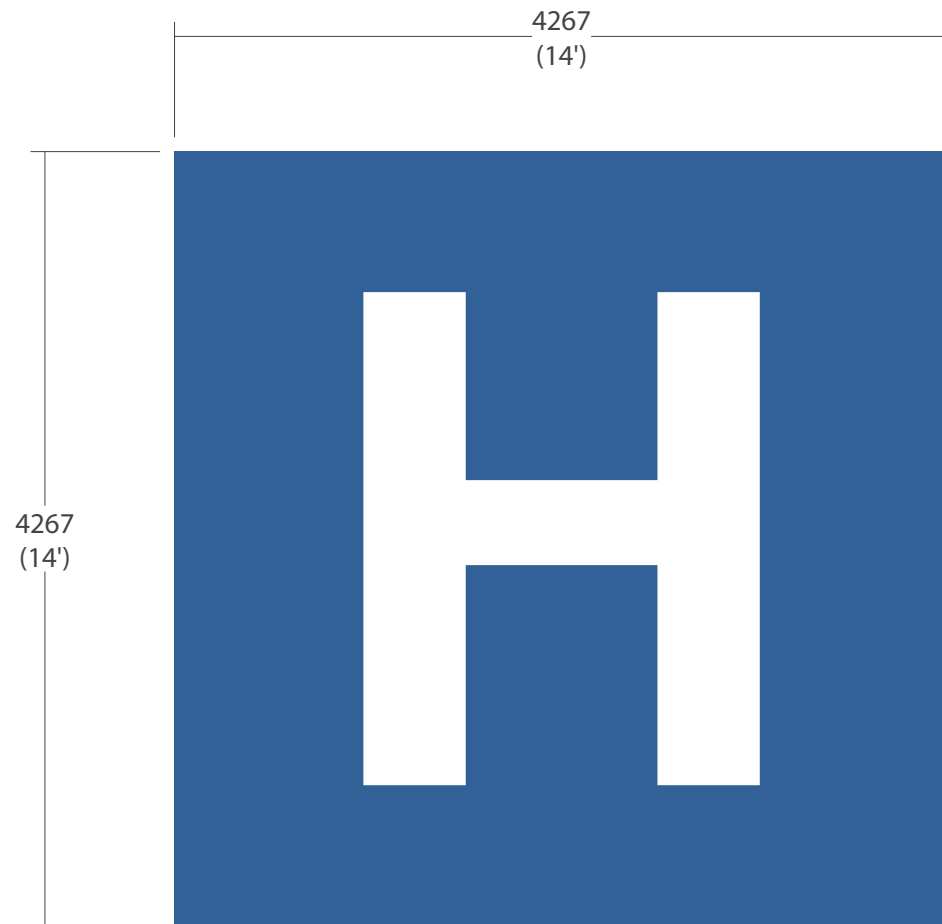
3.11 EXTERIOR WAYFINDING & SIGNAGE FAMILY

HIW-1 | HIW-2 | HIV-1

THE OTTAWA HOSPITAL | L'HÔPITAL D'OTTAWA

HIW-2 (TIER 2)

Hospital Logo
Wall-mounted



HIW-1 (TIER 1)

"H" ID
Wall-mounted



HIV-1

Hospital Logo
Vinyl on door

3.12 EXTERIOR WAYFINDING & SIGNAGE FAMILY

BEW-1 | EEW-1 | AIW-1 | DW-1 | REG-XX

254 (10") MAIN ENTRANCE | ENTRÉE PRINCIPALE

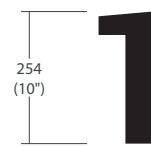
BEW-1 (TIER 2)
Building Entrance ID
Wall-mounted



EEW-1 (TIER 2)
Emergency Entrance ID
Wall-mounted

AMBULANCE

AIW-1 (TIER 2)
Ambulance ID
Wall-mounted



DW-1 (TIER 4)
Delivery ID
Wall-mounted

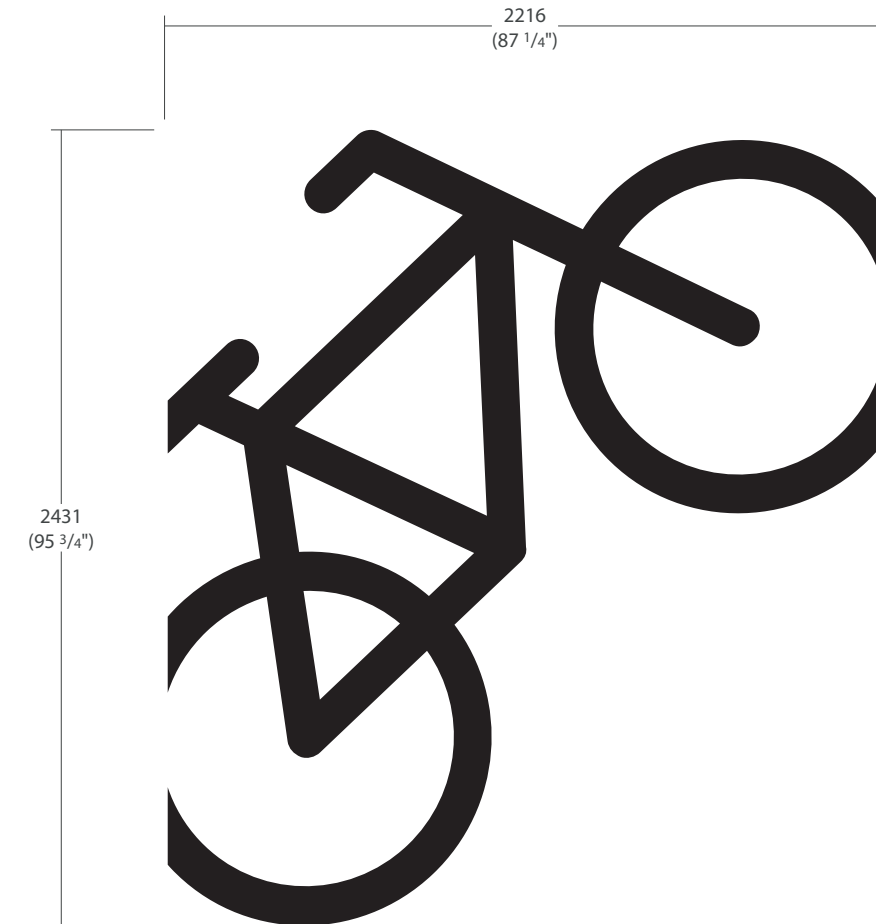
OPENING HOURS HEURES D'OUVERTURE	
Mon. / Lun.	8:00 - 9:00
Tues. / Mar.	8:00 - 9:00
Wed. / Mer.	8:00 - 9:00
Thu. / Jeu.	8:00 - 9:00
Fri. / Ven.	8:00 - 9:00
Sat. / Sam.	8:00 - 9:00
Sun. / Dim.	8:00 - 9:00

The Ottawa Hospital | L'Hôpital d'Ottawa

REG-XX
Opening Hours
Wall-mounted

3.13 EXTERIOR WAYFINDING & SIGNAGE FAMILY

BPW-1



BPW-1

Bike Parking ID
Wall-mounted

**measurements to be confirmed*

4

Renderings

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4.1 RENDERINGS

MEF-1



DAY VIEW



NIGHT VIEW

4.2 RENDERINGS

DPF-1 | DOF-1



5

Photo Renderings

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5.1 PHOTO RENDERINGS

Primary View - At Day



5.2 PHOTO RENDERINGS

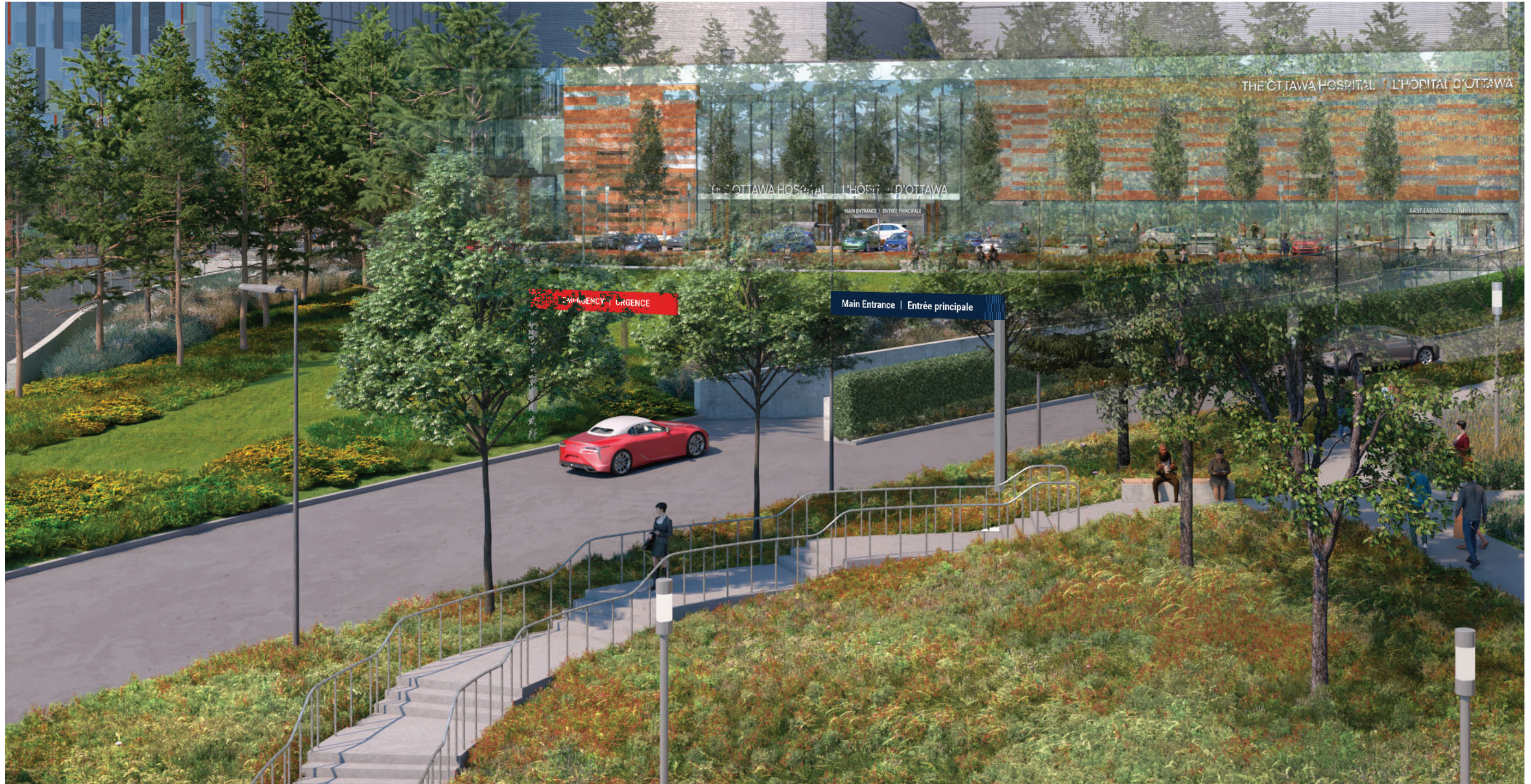
Primary View – At Night



5.3 PHOTO RENDERINGS

Main Plaza along Road A

Render from 65DD%



5.4 PHOTO RENDERINGS

Main Entrance & Bike Parking



5.5 PHOTO RENDERINGS

West Entrance



5.6 PHOTO RENDERINGS

South West Corner



5.7 PHOTO RENDERINGS

Intersection of Prince of Wales and Road B



Thank you!

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