

City of Kawartha Lakes Municipal and Tourism Wayfinding Strategy

Draft 1.0

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Cygnus

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MUNICIPAL AND TOURISM WAYFINDING STRATEGY

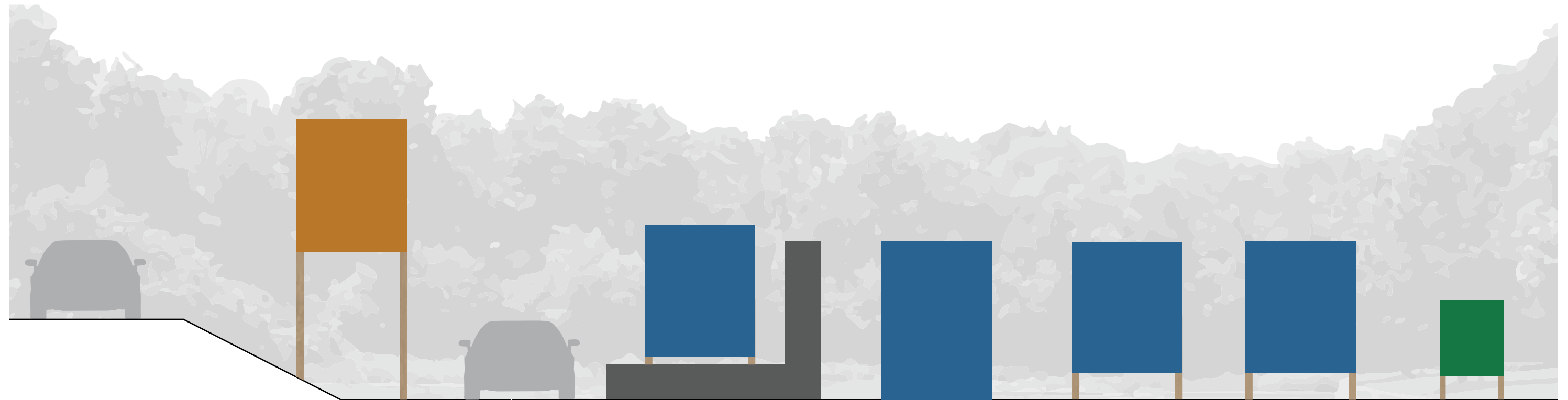
Overview

The Kawartha Lakes Municipal and Tourism Wayfinding Strategy outlines a unified, accessible signage network designed to enhance vehicular and pedestrian navigation across the municipality.

This strategy focuses on guiding drivers safely between and within communities, directing traffic to public parking, orienting pedestrians through commercial areas, and creating seamless connections for visitors moving from local docks to downtown cores.

This document details the local heritage and natural elements that inspired the design's origin, alongside the specific colour palette selected for maximum visibility and brand alignment. It also features the “Sign Family” overview—utilizing structural blocking layouts to illustrate the physical scale, hierarchy, and shapes of the upcoming signage without finalized graphic displays—demonstrating a coordinated approach to a more connected and welcoming Kawartha Lakes.

Sign Family Overview



ID1
Municipal Gateway

ID2
Primary
Community Gateway
(Existing Structure)

ID2.1
Primary
Community Gateway

ID3
Secondary
Community Gateway
(post mounted)

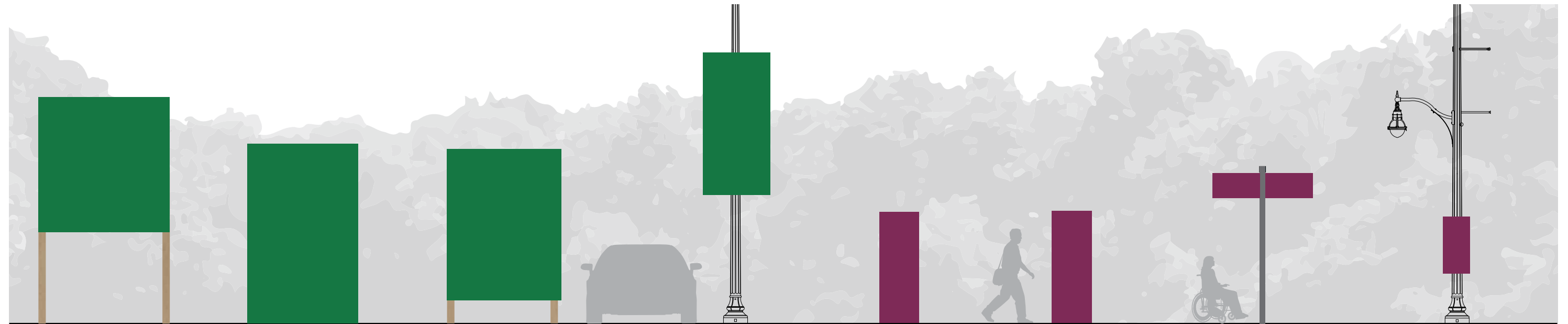
ID3.1
Secondary
Community &
Event Gateway

ID4
Tertiary Community
Gateway

(An elevation showing the silhouette of Entrance signs)

Sign Type	ID1 Municipal Gateway	ID2 Community Gateway (Existing Structure)	ID3 Community Gateway	ID4 Community Gateway (post-mounted)
Description	Vehicular gateway signs announcing your arrival in City of Kawartha Lakes.	Community entrance ID. This version will be reusing existing structure and replace with a new sign panel.	Community entrance ID for announcing the entrance for each community.	Community entrance ID. This version is post-mounted to be compliant with the MTO signage structural guidelines.
Elements	<ul style="list-style-type: none"> City of Kawartha Lakes logo, or name Indigenous welcome message 	<ul style="list-style-type: none"> City of Kawartha Lakes logo, or name Name of the community 	<ul style="list-style-type: none"> City of Kawartha Lakes logo, or name Name of the community 	<ul style="list-style-type: none"> City of Kawartha Lakes logo, or name Name of the community

Sign Family Overview



VD1 Vehicular Directional **VD2** Vehicular Directional **VD2.1** Secondary Vehicular Directional (post mounted) **VD3** Tertiary Vehicular Directional (post mounted) **SC1** Service Club **PD1** Primary Pedestrian Directional **PD2** Secondary Pedestrian Directional **PD3** Tertiary Pedestrian Directional

(An elevation showing the silhouette of directional signs)

Sign Type	VD1 Vehicle Directional	VD2 Vehicle Directional (post-mounted)	VD3 Vehicle Directional (street lamp mount)	SC1 Service Club Sign	PD1 Primary Pedestrian Directional	PD2 Secondary Pedestrian Directional	PD3 Tertiary Pedestrian Directional
Description	Freestanding vehicular directional sign.	Vehicular directional sign mounted posts to be compliant with MTO signage structural guidelines.	Vehicular directional that is mounted to existing lamp post. Providing an integrated solution with existing streetscapes.	Moving the service club sign to a more pedestrian orientated signage could improve visibility for each services.	Fingerposts signs allow for 4 directions to be displayed in a legible way.	Pylon version of a pedestrian directional can provide more directional information and map.	Pedestrian directional mounting on existing lamp post.
Elements	<ul style="list-style-type: none"> • Destination names • Parkings • Reflective 	<ul style="list-style-type: none"> • Destination names • Parkings • Reflective 	<ul style="list-style-type: none"> • Destination names • Parkings • Reflective 	<ul style="list-style-type: none"> • Service club logos 	<ul style="list-style-type: none"> • Destination names and distances • Pictograms 	<ul style="list-style-type: none"> • Map • Destination names and distances • Pictograms 	<ul style="list-style-type: none"> • Destination names and distances • Pictograms

Concept Brief

This design concept moves away from traditional, rigid signage in favor of a fluid, “non-corporate” silhouette inspired by the shape of a canoe and the landscape where sky, trees and water meet. This organic form is a direct response to the City’s “quietly incredible” identity, a brand that prioritizes understated beauty and authentic experience over loud, commercial aesthetics.

By harmonizing sharp, purposeful angles with organic roundness, the physical profile mirrors the literal diversity of the Kawartha Lakes landscape. The verticality and structural integrity pay homage to the lush forests and agricultural roots, while the sweeping, wind-swept curves evoke the movement of the 250 lakes and the historic Trent-Severn Waterway. This approach addresses a core community desire: a wayfinding system that feels less like “infrastructure” and more like a warm, welcoming extension of the natural environment.



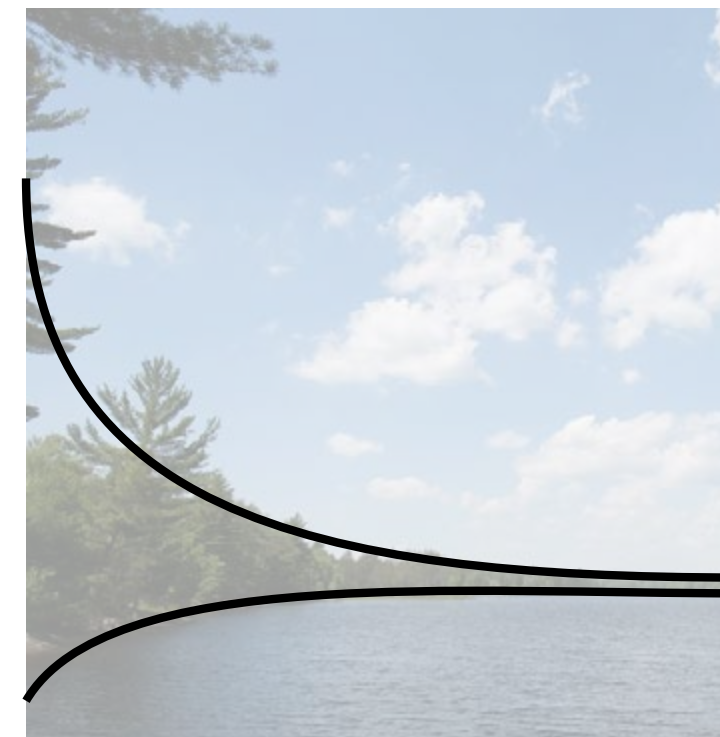
(A photo of water.)



(A photo of a night sky.)



(A photo of a canoe showing curvature.)



(A photo of a lake landscaping showing curvature.)

Colour and Finishes



COLOUR: WHITE

PANTONE: N/A

PAINT: N/A

REFLECTIVE VINYL: 3M Reflective 3430 White

OPAQUE VINYL: N/A

NOTES: Text, and regulatory pictograms.



COLOUR: DARK BLUE

PANTONE: 303C

PAINT: To match Pantone

REFLECTIVE VINYL: N/A

OPAQUE VINYL: N/A

NOTES: Main sign panel colour.



COLOUR: LAKESHORE

PANTONE: 2182C

PAINT: To match Pantone

REFLECTIVE VINYL: N/A

OPAQUE VINYL: N/A

NOTES: Graphic colour.



COLOUR: TRENT-SEVERN

PANTONE: 2234C

PAINT: To match Pantone

REFLECTIVE VINYL: N/A

OPAQUE VINYL: N/A

NOTES: Graphic colour.



COLOUR: BEIGE

PANTONE: 7529C

PAINT: Matthews Paint 'Elston Brown' MP#29237

REFLECTIVE VINYL: N/A

OPAQUE VINYL: N/A

NOTES: Painted Sides and fingerpost.



WOOD TEXTURE:

Luxyclad Cream Distressed Oak (LCF-1512)