

## Updated “Alberta” Signature for Highway Signs

### Summary

In 2012 the Alberta government introduced a new official logo. The former Alberta wordmark has been discontinued. This Bulletin is issued to clarify for practitioners and department staff the impacts to highway signage as a result of the new “*Alberta*” signature.

### Key Changes

Highway signs affected by the new “*Alberta*” signature will need to be converted over as outlined and in accordance with the Alberta Government Corporate Identity Manual.

New sign patterns have been developed for the following highway route marker and trailblazer signs to include the new “*Alberta*” signature:

- IB-2 Alberta Route Marker
- IB-100 3-Digit Highway Route Marker
- Trailblazer signs (IB-103, IB-104, IB-105, IB-106, IB-108, IB-109, IB-110, IB-111, IB-113, IB-115, IB-118, IB-119, IB-121)

The new highway route marker and trailblazer sign patterns as indicated in this Bulletin are to be implemented immediately, as per the usual practice.

Highway signs with the old Alberta signature are to be replaced with the new “*Alberta*” signature design when the opportunity arises (i.e., collision repair, age, when signs are removed for highway construction projects).

### Effective Date

May 23, 2013

### Contact

Richard Chow at (780) 415-1050 or Corinna Mulyk at (780)415-9961.  
Technical Standards Branch, Alberta Transportation

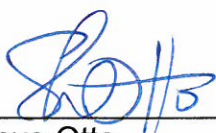
### References

IB-2 Alberta Route Marker: Single digit 450 mm x 600 mm  
Single digit 600 mm x 750 mm  
2-Digit 450 mm x 600 mm  
2-Digit 600 mm x 750 mm  
3-Digit 600 mm x 750 mm

IB-100 3-Digit Highway Route Marker

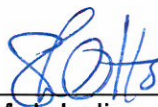
Trailblazer signs: IB-103, IB-104, IB-105, IB-106, IB-108, IB-109, IB-110, IB-111, IB-113, IB-115, IB-118, IB-119, IB-121

Recommended:



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Steve Otto  
Director, Highway Operations  
Technical Standards Branch

Approved:

  
*for*

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Moh Lali  
Executive Director  
Technical Standards Branch

*June 18, 2013*

# ALBERTA ROUTE MARKER


IB-2



200 mm CLEARVIEWHWY  
3-B (SINGLE DIGIT)  
OR 2-B (TWO-DIGIT)

BORDER 15 mm

SECTION REFERENCE		
DIMENSIONS (mm)		450 x 600
ENLARGEMENT FACTOR		4 x
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	N/A	BLACK



*Alberta* ■  
Transportation

# ALBERTA ROUTE MARKER


IB-2



250 mm CLEARVIEWHWY  
3-B (SINGLE DIGIT)  
OR 2-B (TWO-DIGIT)

BORDER 19 mm

SECTION REFERENCE		
DIMENSIONS (mm)		600 x 750
ENLARGEMENT FACTOR		5 x
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	N/A	BLACK



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# ALBERTA ROUTE MARKER


IB-2




200 mm CLEARVIEWHWY  
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OR 2-B (TWO-DIGIT)

BORDER 15 mm

SECTION REFERENCE		
DIMENSIONS (mm)		450 x 600
ENLARGEMENT FACTOR		4 x
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	N/A	BLACK



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# ALBERTA ROUTE MARKER


IB-2



250 mm CLEARVIEWHWY  
3-B (SINGLE DIGIT)  
OR 2-B (TWO-DIGIT)

BORDER 19 mm

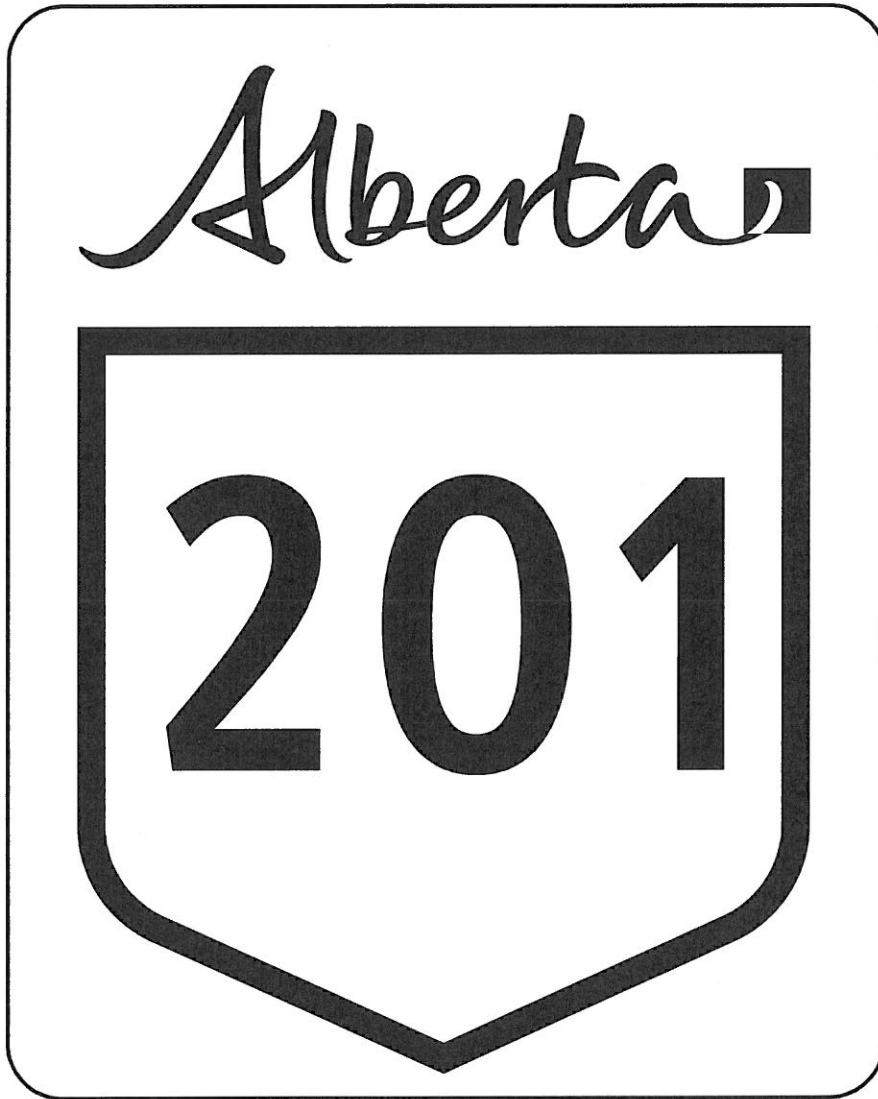
SECTION REFERENCE		
DIMENSIONS (mm)		600 x 750
ENLARGEMENT FACTOR		5 x
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	N/A	BLACK



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**ALBERTA ROUTE MARKER**


**IB-2**



200 mm CLEARVIEWHWY 2-B  
(3-DIGIT)

BORDER 19 mm

SECTION REFERENCE		
DIMENSIONS (mm)		600 x 750
ENLARGEMENT FACTOR		5 x
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	N/A	BLACK




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3-DIGIT HWY ROUTE MARKER

IB-100



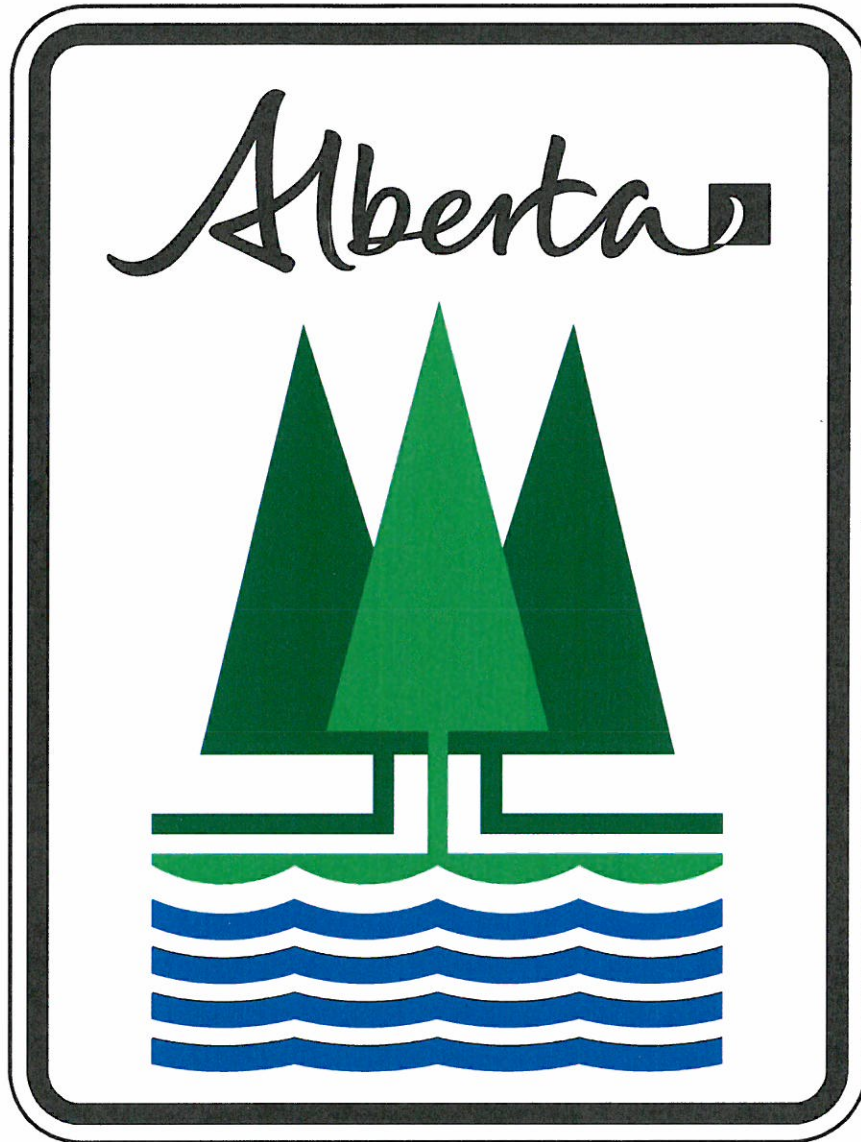
LETTERING: 127mm CLEARVIEWHWY 2-B


SECTION REFERENCE			
DIMENSIONS (mm)		450 X 300	
ENLARGEMENT FACTOR		4 X	
COLOUR			
BACKGROUND	BORDER	MESSAGE / SYMBOL	
WHITE	NONE	BLACK	

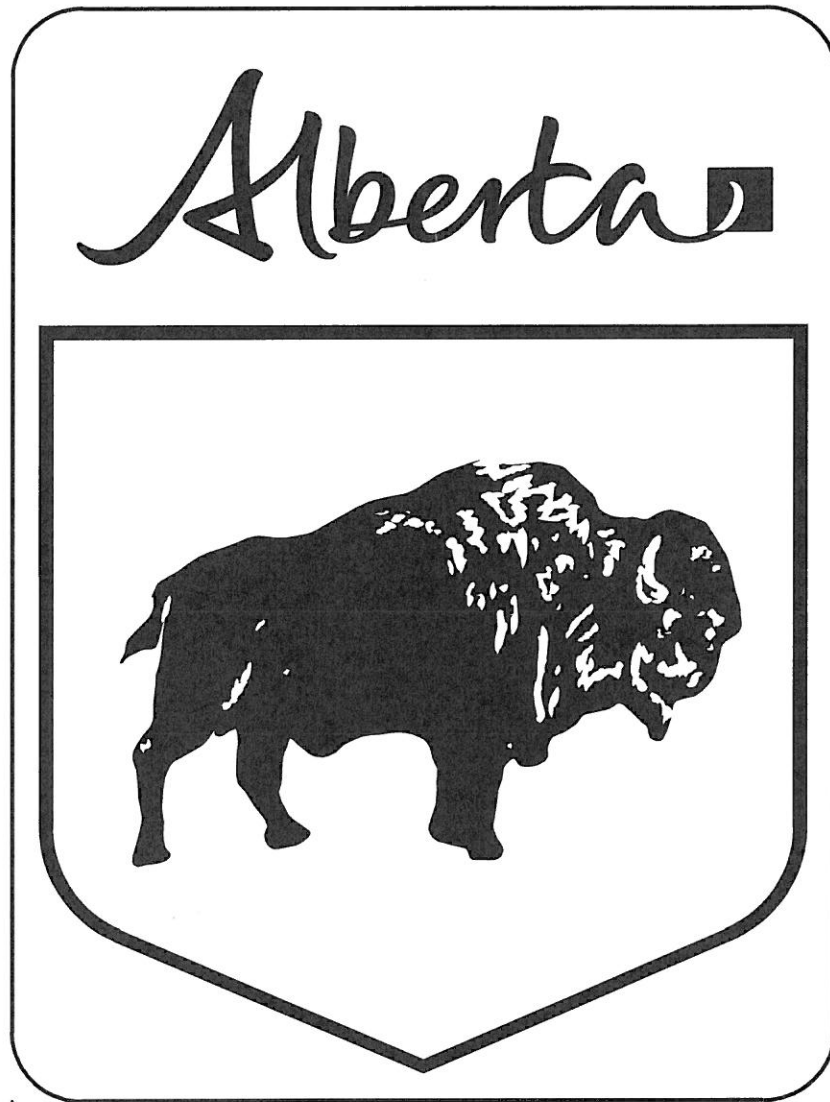


**NORTHERN WOODS  
AND WATER ROUTE**

**IB-103**



SECTION REFERENCE			
DIMENSIONS (mm)		450 x 600	
ENLARGEMENT FACTOR		4 x	
COLOUR			
BACKGROUND	BORDER	MESSAGE / SYMBOL	
WHITE	BLACK	GREEN/BLUE/BLACK	




SECTION REFERENCE		
DIMENSIONS (mm)		450 X 600
ENLARGEMENT FACTOR		4 X
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	BLACK	BLACK

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CROWSNEST HIGHWAY 3

IB-105




SECTION REFERENCE			
DIMENSIONS (mm)		450 X 600	
ENLARGEMENT FACTOR		4 X	
COLOUR			
BACKGROUND	BORDER	MESSAGE / SYMBOL	
WHITE	BLACK	BLACK	

# GRIZZLY TRAIL

IB-106



SECTION REFERENCE		
DIMENSIONS (mm)		450 X 600
ENLARGEMENT FACTOR		4 X
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	BLACK	BLACK




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# BOW VALLEY TRAIL

IB-108



SECTION REFERENCE		
DIMENSIONS (mm)		450 X 600
ENLARGEMENT FACTOR		4 X
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	NONE	BLUE, GREEN, BLACK




BIGHORN HIGHWAY

IB-109



SECTION REFERENCE		
DIMENSIONS (mm)		450 X 600
ENLARGEMENT FACTOR		4 X
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	NONE	BLACK






DAVID THOMPSON HIGHWAY

IB-110



SECTION REFERENCE		
DIMENSIONS (mm)		450 X 600
ENLARGEMENT FACTOR		4 X
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	NONE	BLACK




MACKENZIE HIGHWAY

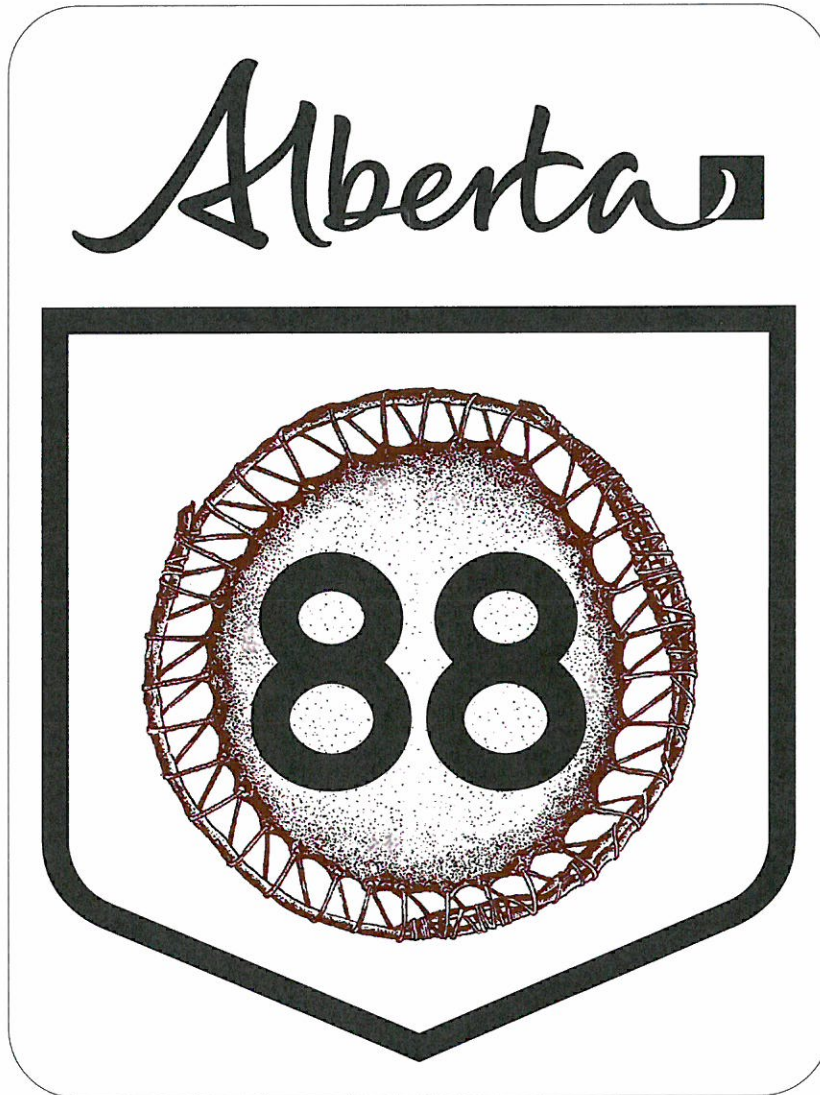
IB-111



SECTION REFERENCE		
DIMENSIONS (mm)		450 X 600
ENLARGEMENT FACTOR		4 X
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	BLACK	BLACK, GREEN





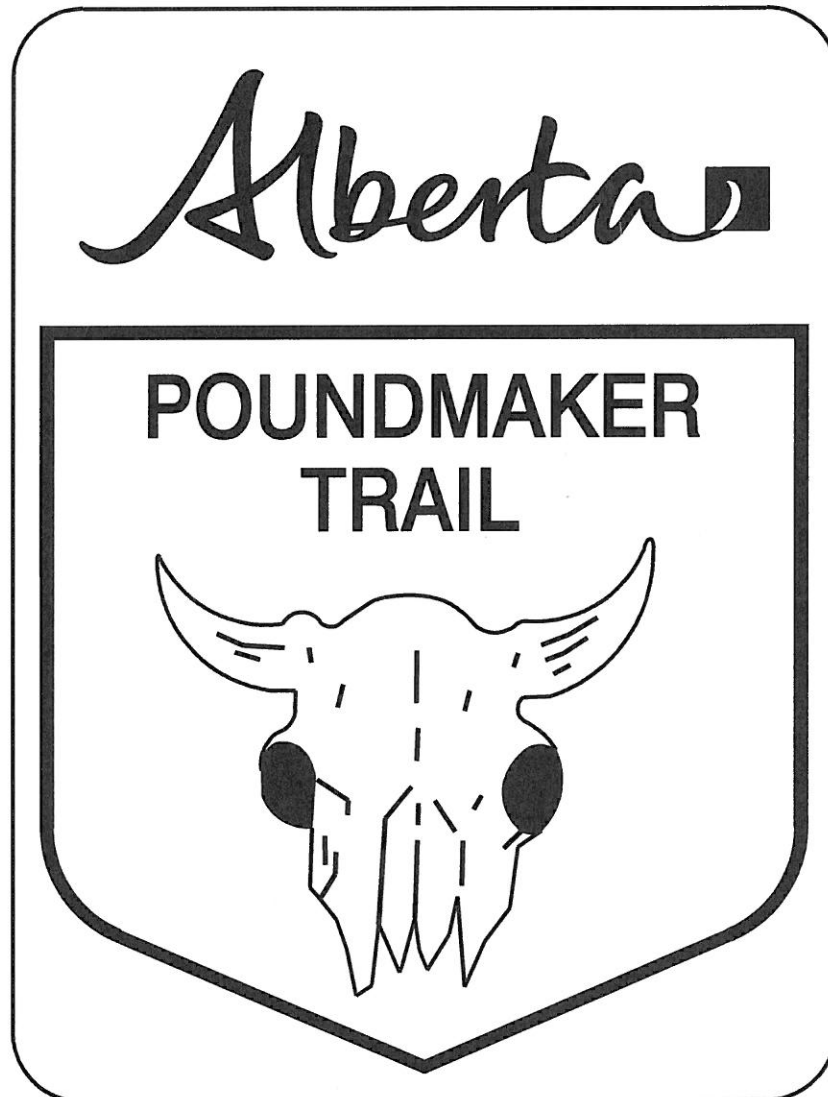


SECTION REFERENCE		
DIMENSIONS (mm)		450 X 600
ENLARGEMENT FACTOR		4 X
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	NONE	BLACK, BROWN




**POUNDMAKER TRAIL**

**IB-115**

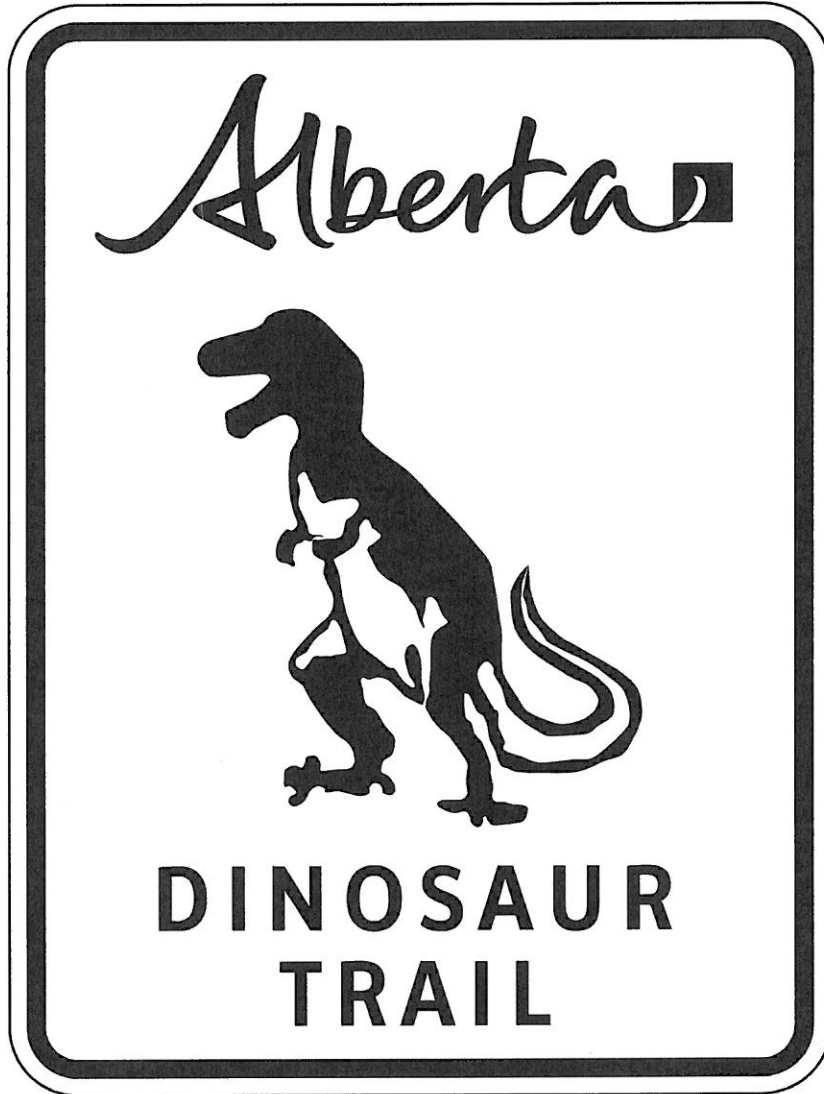


SECTION REFERENCE		
DIMENSIONS (mm)		450 X 600
ENLARGEMENT FACTOR		4 X
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	NONE	BLACK




DINOSAUR TRAIL

IB-118



SECTION REFERENCE		
DIMENSIONS (mm)		450 X 600
ENLARGEMENT FACTOR		4 X
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	BLACK	BLACK




COWBOY TRAIL

IB-119

Alberta



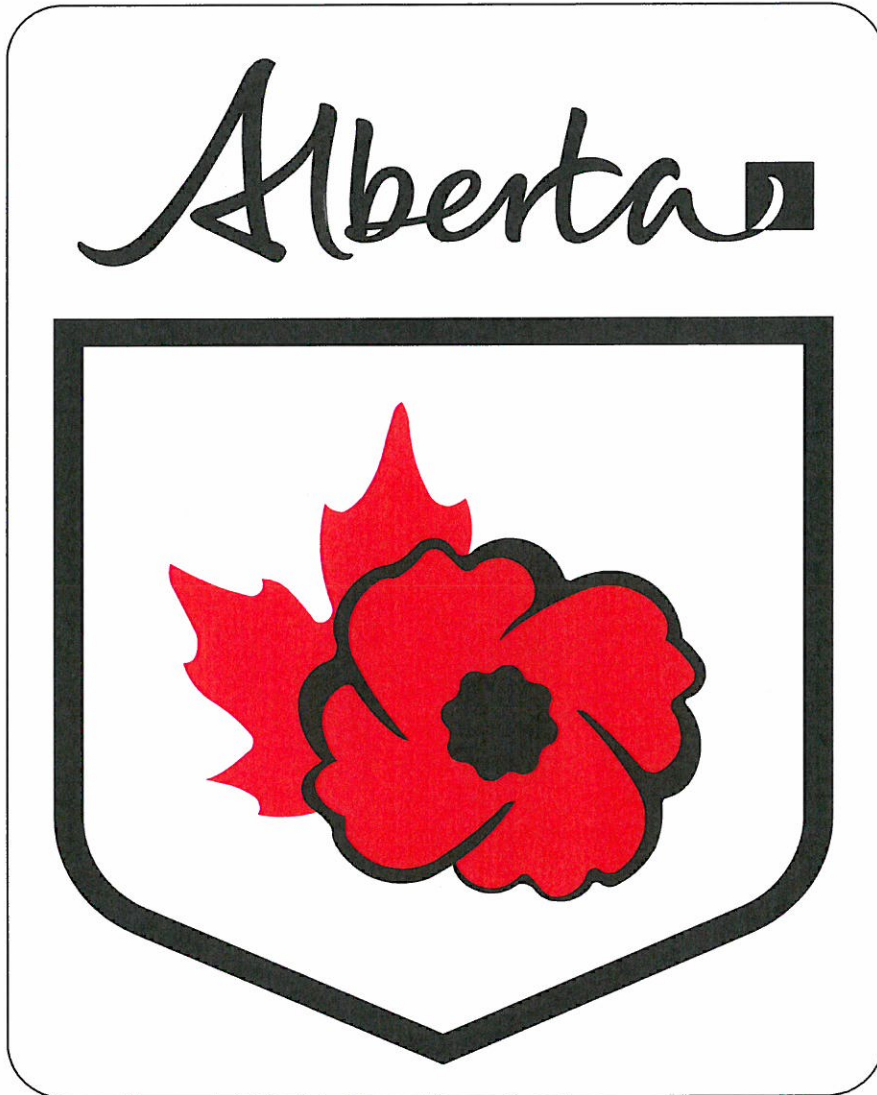
SECTION REFERENCE		
DIMENSIONS (mm)		450 X 600
ENLARGEMENT FACTOR		4 X
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	NONE	BLACK/TRANSPARENT ORANGE (INK DEZYNE GY-179)

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VETERANS MEMORIAL HIGHWAY

IB-121



SECTION REFERENCE		
DIMENSIONS (mm)		600 x 750
ENLARGEMENT FACTOR		5 x
COLOUR		
BACKGROUND	BORDER	MESSAGE / SYMBOL
WHITE	NONE	BLACK, RED

