

ARTICLE 306 | DEFINITION

NO PERSON MAY INSTALL A SIGN THAT IS LIKELY TO CREATE CONFUSION WITH A SIGN INSTALLED ON A PUBLIC ROAD.

Confusion: arrangement of shapes, colors, and pictograms, related or similar to symbols on road signs (Pictogram of an American highway: example page 4).





ARTICLE 306 | DEFINITION

ATTENTION MUST BE PAID TO:

1. THE OVERALL CONTENT OF THE MESSAGE

2. THE LOCATION OF THE POSTER

3. THE CONTEXT OF THE MESSAGE

- Full reproduction of a panel, but with different written or pictorial content.
- Use of a standardized panel in a context contrary to its usual use.
- Poor use of a standardized panel.







ADVERTISEMENTS WITH CONFUSING SIGNAGE





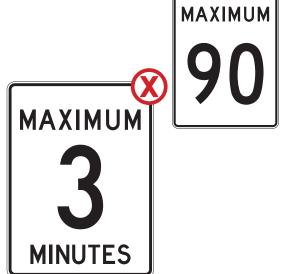






ADVERTISEMENTS WITH CONFUSING SIGNAGE









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ADVERTISEMENTS WITH CONFUSING SIGNAGE

SIGNAGE THAT CONTRADICTS ITS USUAL USE



REPRODUCING A SIGN COMPLETELY AND CHANGING THE CONTENT











ADVERTISEMENTS WITH CONFUSING SIGNAGE

MISUSE OF A STANDARDIZED PANEL

- The advertising of services and tourism signage that does not respect the standards.
- Deliberately taking advantage of nearby official signalization.







ADVERTISEMENTS WITH CONFUSING SIGNAGE

MISUSE OF A STANDARDIZED PANEL



- Marina Paquette 7
- 4. Collection Joseph-Bérubé 7

- Use of a pictogram that does not exist (1-3-4)
- Creation of a non-existent category for the signaling of tourist equipment (4)
- Association of a pictogram with the wrong description (2)
- Using the wrong color for a category (2)







B



C

AUTHORIZED PICTOGRAMS

- A) Launching ramp
- B) Marina
- C) Restaurants





ADVERTISEMENTS WITH CONFUSING SIGNAGE

MISUSE OF A STANDARDIZED PANEL

Combination of an advertisement with the signaling of an exit.







ADVERTISEMENTS WITH CONFUSING SIGNAGE

MISUSE OF A STANDARDIZED PANEL

Sign indicating exit destinations that no longer exist. These areas are now known as the city of Saguenay.







ADVERTISEMENTS WITH CONFUSING SIGNAGE

MISUSE OF A STANDARDIZED PANEL

Sign indicating touristic areas (hotels) and equipment not related to official tourism signage (ie. a shopping center) located in an exclusive area







ADVERTISEMENTS WITH CONFUSING SIGNAGE

MISUSE OF A STANDARDIZED PANEL

Advertisement signaling an exit that is located in close proximity to another exit.







ADVERTISEMENTS WITH CONFUSING SIGNAGE

ADVERTISEMENTS THAT CAN BE TOLERATED

Using the specific color blue, the exit logo and some related pictograms in an advertisement.

The arrangement of these elements does not create confusion. This advertisement could also take advantage of the official pictograms when applicable.







ADVERTISEMENTS WITH CONFUSING SIGNAGE

AUTHORIZED USE OF PICTOGRAMS

PICTOGRAMS THAT REPRESENT AN EXIT CAN BE USED

Conditions

- The pictogram remains unaltered
- The pictogram must be on a billboard that is located on the same highway as the exit advertised
- No arrows may be used











ADVERTISEMENTS WITH CONFUSING SIGNAGE

AUTHORIZED USE OF PICTOGRAMS

An example of the use of pictograms that is approved.





