

**Terminology** (These are some of the basic terms used in signing)

Toronto Stamp Standard

Cap Height

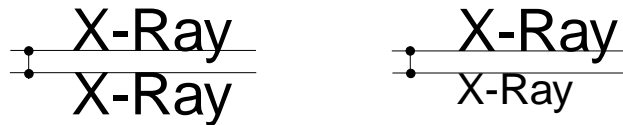
Letterstyle:  
Helvetica Medium



Lower Case Height

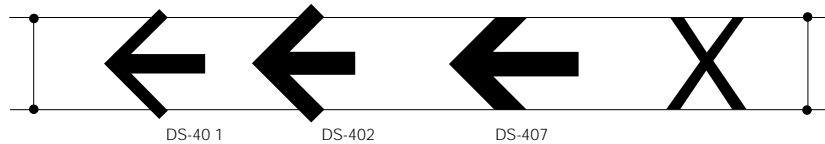


Interline Spacing



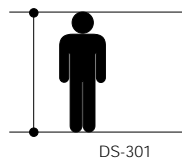
Interline Spacing:  
<sup>1</sup>/<sub>2</sub> cap height  
(if different height,  
use larger letter)

Arrow Height



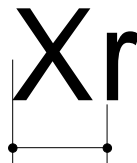
Arrow Height:  
Cap height  
Arrow Style: DS-402  
See **Sign Arrows**  
Document (1064)

Symbol Height



See **Sign Symbols**  
(Document 1064)

Letter Width Ratio



See **Sign Typestyles**  
(Document 1041)

Capitalization

Upper and Lower  
Case - Initial Caps

All Upper Case

**HOW TO DESIGN A SIGN**

All Lower Case

**how to design a sign**

Upper and Lower Case - Initial Caps

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Upper and Lower Case - Selective Caps

**How to design a Sign**

Upper and Lower Case - Initial Cap and Lower Case

**How to design a sign**

**Terminology** (These are some of the basic terms used in signing)

Toronto Stamp Standard

Interletter Spacing

Normal

Wide

**How to Design a Sign**

Normal

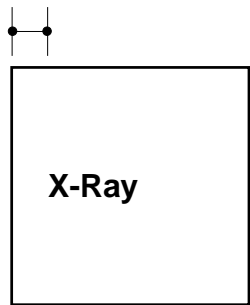
**How to Design a Sign**

Tight

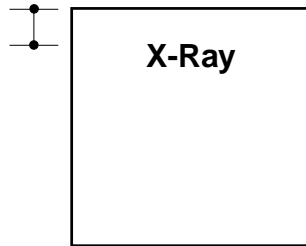
**How to Design a Sign**

Margins

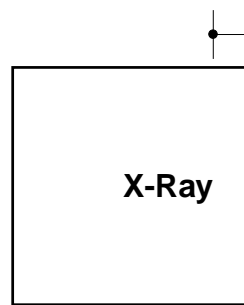
Margin Spacing:  
1½ Cap height



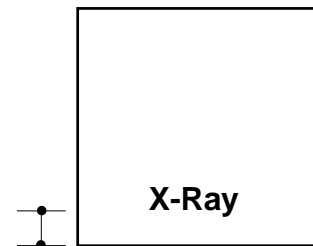
Left Margin



Top Margin



Right Margin



Bottom Margin

Negative Space

One Line:  
Minimum 3 times

Negative space is the open space surrounding lines of type or other graphic elements in a sign. It is essential to legibility, particularly in the case of signs where a frame or border is used.

Multiple Lines:  
Minimum 2.5 times

