

Commemorative Plaques and Markers

Design Specifications

July 2018

6 pages (including cover)



Government Communications
and Public Engagement

Plaque Message Guidelines

Government Communications and Public Engagement (GCPE) is responsible for the content of all public communications, including plaques.

The general objective is to provide plaques that look professional, support the corporate needs of government—including branding needs—and provide the public with clear direction or information.

There is also need for consistency throughout the province. There are approved templates in place that dictate colours, fonts and branding requirements. There is also a growing list of approved texts, to accommodate ministry-wide needs. The wording for commemorative plaques may vary according to the occasion. Consult with your ministry's GCPE Communications Director.

Example of plaque content and text:

- Primary location of BC Mark
- Name of New Facility
- Dedication message
- Opening or dedication date:
Day, Month, Year with no abbreviations
- Honourable John Horgan,
Premier of British Columbia
- Honourable *Minister's Name*,
Minister of *Ministry Name*
- Official Dignitary Name, Title
- Secondary location of BC Mark, Partner
logo, Program logo
- If the partner is the Federal Government,
the Minister, minister title and Canada
logo is placed first in order of appearance.

The Premier and/or Minister responsible are included on the plaque even if they are not in attendance for the opening or unveiling. Language on the plaque should not imply attendance or non-attendance. Members of the legislative assembly, aside from ministers, are not acknowledged on plaques.

If the plaque or marker commemorates a facility opening, other dignitaries present at the unveiling can be acknowledged on the plaque in order of their organization's funding contribution.

Plaques are available in various sizes and materials through the Queen's Printer. Their design should follow the guidelines established in this document. Contact Paula Peterson at Queen's Printers by calling 250 387-9364 or by e-mailing Paula.Peterson@gov.bc.ca.

Artwork for plaques may be requested from GCPE's Graphic Design Unit through either the Queen's Printer or the GCPE communications office in your ministry.

Plaque Logo Guidelines

Because there are different materials and fabrication processes used to produce plaques, it is important to use the correct version of the BC Mark. The central sun element in the mark should appear as white or the lightest tone on the completed plaque. Use the version of the mark—reverse or positive—appropriate for the fabrication process.

Below are some examples to consider.



Aluminum Engraved

=



BCID v k rev



Wood Engraved
Painted Light

=



BCID v k pos



Aluminum Painted/printed

=



BCID v k pos



Wood Engraved
Painted Dark

=



BCID v k rev



Glass Engraved

=



BCID v k rev



Wood Engraved

=



BCID v k pos



Glass Painted/printed

=



BCID v k pos



Bronze Casting

=




BCID v k rev



Suggested layout — actual layout may be adjusted to accommodate content and other requirements

Variant Specifications


BRITISH COLUMBIA

This plaque commemorates the opening of
NAME OF SCHOOL
MONTH DAY, YEAR

HON. JOHN HORGAN **HON. ROB FLEMING**
 Premier of British Columbia Minister of Education

BOARD OF EDUCATION OF
SCHOOL DISTRICT NO. 00 (District NAME)

FIRSTNAME LASTNAME (CHAIR)
FIRSTNAME LASTNAME (VICE-CHAIR)
FIRSTNAME LASTNAME
FIRSTNAME LASTNAME
FIRSTNAME LASTNAME

SUPERINTENDENT – FIRSTNAME LASTNAME
SECRETARY-TREASURER – FIRSTNAME LASTNAME
PRINCIPAL – FIRSTNAME LASTNAME

Project funding provided by the
PROVINCE OF BRITISH COLUMBIA

ARCHITECT – COMPANY NAME
CONTRACTOR – COMPANY NAME

Section A:

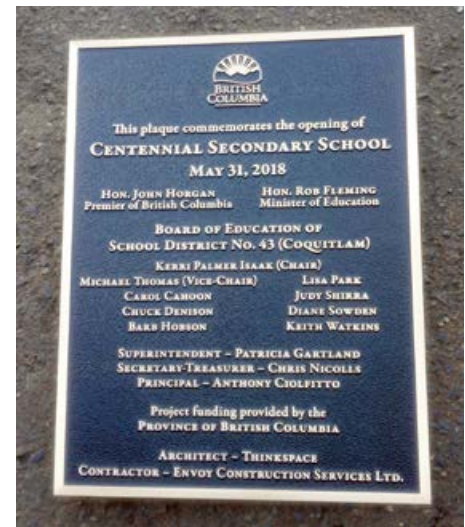
- Government logo(s)

Section B:

- Name and Date
- Officials, in order:
- Premier
 - Minister responsible

Section C:

- School and District details:
- Name and number
 - District School Trustees
 - Superintendent, Treasurer and Principal
 - Funding Source(s)
 - Architect and Construction Contractor
- Other attendees are **not** included



All text set in Adobe Garamond Pro or Adobe Garamond Premier Pro.

- Main: Bold Small Caps
- Date: SemiBold Small Caps
- Legacy text: SemiBold U/L case
- Centre-aligned

All RED text in layout above is variable

A completed plaque. Note the polished bright sun in BC Mark.

Dimensions (W x H in mm)	Reflectivity	Substrate/ Sign Blank #	Scale Ratio	Message
406 mm x 560 mm (16" x 22")	None	<ul style="list-style-type: none"> • Cast Bronze • Other 	n/a	varies



Variant Specifications

Suggested layout — actual layout may be adjusted to accommodate content and other requirements

• 20 mm minimum
clear margin all around

Centre

• 8 mm border

• 5 mm outside margin

Section A:

- Government logos
- Name of program

Section B:

Text on 3 to 4 lines

- Name of project
- Date

Section C:

- Officials – in order;
Premier, minister responsible,
mayor/chair

Other attendees are **not**
included

All text set in Garamond

- Main: Bold small caps
- Date: SemiBold small caps
- Legacy text: SemiBold Upper/lowercase
- Centre-aligned

All RED text in layout above is variable

Dimensions (W x H in mm)	Reflectivity	Substrate/ Sign Blank #	Scale Ratio	Message
560 mm x 430 mm (22" x 16")	None	<ul style="list-style-type: none"> • Cast Bronze • Other 	n/a	varies



Variant Specifications

Suggested layout — actual layout may be adjusted to accommodate content and other requirements

• 20 mm minimum
clear margin all around

Centre

• 8 mm border

• 5 mm outside margin

LOCAL GOVERNMENT NAME
COMMUNITY RECREATION PROGRAM

**PROJECT'S
NAME**

OPENED MONTH 20XX

THE HONOURABLE JOHN HORGAN
Premier of British Columbia



THE HONOURABLE SELINA ROBINSON
Minister of Municipal Affairs
and Housing

FIRSTNAME LASTNAME
Mayor/Chair of Local Government Name



Section A:

Text on 3 to 4 lines

- Name of local government
- Name of program
- Name of project

Section B:

- Date

Section C:

- Logos – in order;
Province, local government
logos sized equally

Section D:

- Officials – in order;
Premier, minister responsible, mayor/chair
- Other attendees are not included

All text set in Garamond

- Main: Bold small caps
- Date: SemiBold small caps
- Legacy text: SemiBold Upper/lowercase
- Centre-aligned

All RED text in layout above is variable

Dimensions (W x H in mm)	Reflectivity	Substrate/ Sign Blank #	Scale Ratio	Message
560 mm x 430 mm (22" x 16")	None	<ul style="list-style-type: none"> • Cast Bronze • Other 	n/a	varies