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.
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**

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**

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**Variant Specifications**

<table>
<thead>
<tr>
<th>Dimensions (W x H in mm)</th>
<th>Reflectivity</th>
<th>Substrate/Sign Blank #</th>
<th>Scale Ratio</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>406 mm x 560 mm (16” x 22”)</td>
<td>None</td>
<td>• Cast Bronze  • Other</td>
<td>n/a</td>
<td>varies</td>
</tr>
</tbody>
</table>
RESORT MUNICIPALITY INITIATIVE PROGRAM

Cranberry Marsh Trail and Boardwalk

OPENED MAY 2016

THE HONOURABLE
JOHN HORGAN
Premier of British Columbia

THE HONOURABLE
BRUCE RALSTON
Minister of Jobs, Trade and Technology

HER WORSHIP
FIRSTNAME LASTNAME
Mayor of MunicipalityName

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

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</thead>
<tbody>
<tr>
<td>560 mm x 430 mm (22&quot; x 16&quot;)</td>
<td>None</td>
<td>• Cast Bronze • Other</td>
<td>n/a</td>
<td>varies</td>
</tr>
</tbody>
</table>
**Suggested layout — actual layout may be adjusted to accommodate content and other requirements**

**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

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