



Government  
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# INFRASTRUCTURE PROJECT SIGN DESIGN AND INSTALLATION GUIDELINES

Canada

**Effective October 2018**

Placing signs at construction sites is a long-standing practice to communicate key project details to the public. Through project signs, Canadians can easily recognize where infrastructure investments are being made in their communities.

This publication outlines a new, collaboratively developed signage approach, provides sign design samples and explains the proper use of temporary project signs and the related digital options. It includes information on the selection of graphics, size and placement considerations, and content and official languages requirements. These guidelines apply to all federal infrastructure funding and transfer programs outlined in [Investing in Canada: The \\$186 Billion Long-Term Infrastructure Plan](#), including any new signs being installed for previous infrastructure application and transfer-based funding programs.

NOTE: These design guidelines replace and take precedence over any previously issued federal infrastructure signage guidelines. These guidelines are effective upon date of issue.

Infrastructure Project Sign Design and Installation Guidelines

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# Table of Contents

- General Signage Principles ..... 4**
- Major Sign Elements ..... 5**
- Sign Maintenance and Replacement ..... 5**
- Guidance on Selecting the Correct Signage Approach ..... 6**
- Technical Assistance or Implementation Questions ..... 6**
- Multi-Partner Sign Examples ..... 6**
- Federal Government-only Sign Examples and Guidance on Use ..... 11**
- Digital Sign Options ..... 12**
  - Website Buttons/Icons ..... 12**
  - Social Media ..... 13**
  - Information Board Signs ..... 13**
- Annex A – Icon Selection Table ..... 14**
  - Icon and Border Pantone Colour Codes ..... 15**
- Annex B - Size and Materials Options ..... 16**
  - Community Project Signs ..... 16**
  - Highway Signs ..... 16**
- Annex C – Mandatory Bilingual Signage Use ..... 17**

## General Signage Principles

### Application

- These signage guidelines and the options outlined in this guide are to be used for any new sign installations only at infrastructure projects that are jointly funded with the Government of Canada. Any existing signs installed in accordance with previously issued guidelines should stay in place for the remaining duration of the project, but if damaged signs are being replaced, one of the new design options is to be used.
- This infrastructure signage program is administered in partnership with provincial and territorial governments, municipal associations and other program delivery partners.

### Design Features

- Further to consultations with federal departments, provincial and territorial governments, and municipal associations, the signage approach uses one multi-partner sign that is informational in nature, providing a visual representation of infrastructure investments including key details about the project as well as its cost. The sign must also display the logos of all funding partners.
- The designs include background graphics that reflect the diversity of Canada and link infrastructure investments to the development of vibrant, sustainable communities.
- All project funding contributors are to receive equal prominence and visibility through funding recognition activities and products.
- A variety of new digital signage options are included to reflect how Canadians like to receive information today. These include project website buttons, infographic templates, and Twitter/Facebook templates, which flow from the graphics and designs used for physical signs. Project managers have the option to use complementary digital options, or, where physical signs are not appropriate, to use only digital options.

### Use of Canada's Official Languages

- All signs should be bilingual. Bilingual signs must always be used when required by provincial or territorial requirements and municipal bylaws, or in an official language minority community. An official language minority community is described as any community that has at least one school that operates in the minority official language. For a list of these communities see Annex C.
- In the case of differing language laws where official minority language minority communities exist, there is the flexibility to use a combination of a provincial-municipal sign and a federal government-only sign to meet the information needs of residents. In those instances, the prominence and visibility of the signs must be equal and at least one of the signs must be bilingual.

### Manufacturing and Installation

- In general, signs should be installed 30-days before construction begins and stay in place until 30-days after construction is completed. The cost of signs manufactured and installed in accordance with these guidelines is an eligible project cost.
- Signs should always be securely installed in a prominent area. They should not obstruct traffic or cause safety concerns, particularly if located near a road. To avoid potential safety issues, ensure that the appropriate provincial and municipal authorities are consulted. No signs should be installed on third-party property without their permission.
- Signs are to be manufactured of materials that are fully recyclable to reduce burdens on the environment.

## Major Sign Elements



All funding partner logos, Canada wordmark at far left, community at centre and province/territory at far right.

Project information panel comprising English and French project title, total eligible costs from funding letter or announcement and one of six icons based on federal funding stream.

Background based on community where infrastructure will be located – urban, rural or northern community.

- Each sign will require four main components – one of the three backgrounds, one of the six icons, a project information panel and the logos of the funding partners.
  - Sign backgrounds are selected based on the type of community – urban, rural or northern communities.
  - The thematic icon is to reflect the main federal infrastructure funding stream – green infrastructure, public transit, social infrastructure, rural and northern infrastructure, trade and transportation, and a general municipal infrastructure icon for instances where the project does not easily tie to one of the main funding streams. To help guide the selection of the right icon, a table that links project categories to the five main funding streams is available in Annex A.
  - Project information on the sign is to include the project name and the combined total estimated eligible project costs (from the funding approval letter and announcement). Sample signs are available on pages 7-11.
  - The funding recognition bar is to include a single logo of each funding partner regardless of the proportion of their contributions. Logos are to be of equal size and prominence with the Government of Canada wordmark on the far left, the province/territory logo on the far right, and the additional contributor in the centre.

## Sign Maintenance and Replacement

Signs should be kept clean and free of obstruction for the duration of use. Damaged signs should be replaced promptly with a new sign in accordance with the current federal guidelines.

## Guidance on Selecting the Correct Signage Approach

- Canada takes a flexible, common sense approach to signage installations, allowing project managers to select the right type, size and nature of signage based on the project's specific nature. This recognizes that physical signage may not always be the best option. The use and size of physical signs should be based on project scope and size, duration and cost. In some instances, an interior sign placed in a lobby or a sign installed in a community gathering place may be a good alternative to an exterior sign. Not all projects will require a sign. For example, a sign may not be required because a project is of short duration (i.e. under seven days), represents a modest investment (i.e. less than \$100,000) or is located in a remote area where signage would not be visible to the public. As well, several similar projects that are in close proximity to each other could share a single sign.
- A federal government-only sign design is also available. Note that the federal government-only sign should not be used on its own. It is for use only with the signs of other funding partners, all of which should be of equal size and prominence. Please see page 11 or contact Infrastructure Canada for additional information on when its use would be acceptable.
- As appropriate, funding could alternatively or also be recognized through digital signage on a project web site, through a permanent plaque after completion, a mention in public project reports, and through web or social media such as Facebook or Twitter or another medium. Where digital funding recognition is used, caution should be exercised to respect the principle of equal recognition of all funding contributions. A similar approach would need to be used for other partners.

## Technical Assistance or Implementation Questions

- If you have any questions on signage requirements for your project or require additional technical information or other guidance, please contact your provincial or territorial fund manager or Infrastructure Canada at
  - **Email:** [INFC.Signs-Panneaux.INFC@Canada.ca](mailto:INFC.Signs-Panneaux.INFC@Canada.ca)  
**Telephone Infrastructure Canada:** 613-948-1148  
**Toll Free Number:** 1-877-250-7154  
**TTY:** 1-800-465-7735
- Graphics design files including icons and other design elements are available for download through the following web site: <http://www.infrastructure.gc.ca/pub/signage-panneaux/intro-eng.html>, or through provincial and territorial governments or municipal associations, or by contacting Infrastructure Canada as noted above.
- The recommended font for all project signage is Helvetica. If the print supplier does not have Helvetica, they can [purchase it for download](#) (nominal fee) or use Arial as an alternative.

## Multi-Partner Sign Examples

- The design template on the following pages presents the required layout for signs.
- All signs are to use one of the three background graphics – urban, rural or northern. The background to be selected should best reflect the location of the infrastructure project being undertaken.
- For application-based programs, the icons to be used are those that relate to the federal funding stream under which the project was submitted for funding. For a table of the

standardized icons, see Annex A. For transfer-based programs with multiple eligible funding categories, see the table of corresponding icons at Annex A.

- Each sign must include four project details:
  - A short, clear project title
  - The total estimated eligible cost as communicated in the funding announcement or agreement-in-principle letter. For federal Gas Tax Fund projects, the total project cost should be used.
- The top logo bar should include a single logo of each of the government funding partners. The ordering of logos is as follows: Canada at far left, proponent (and/or other funding partners as applicable), and the province or territory at far right. See the examples in the following pages.
- In recognition of the two official languages of Canada, all multi-partner project signs should be bilingual but could be unilingual based on the municipal and/or provincial legislation governing language use. However, for all federal government-only signage and where signs are installed in an official language minority community (see list in Annex C), the sign must respect the federal *Official Languages Act* and be fully bilingual. As required, Infrastructure Canada Communications can assist with translation. In communities where French is the prominent language, the French text should be on the left. In communities where English is the prominent language, the English text should be on the left.

### Sample Multi-Partner Signs - Bilingual (English first)

The following are mock-ups of signs for actual projects and are offered as examples of the expected layout and use of the components.



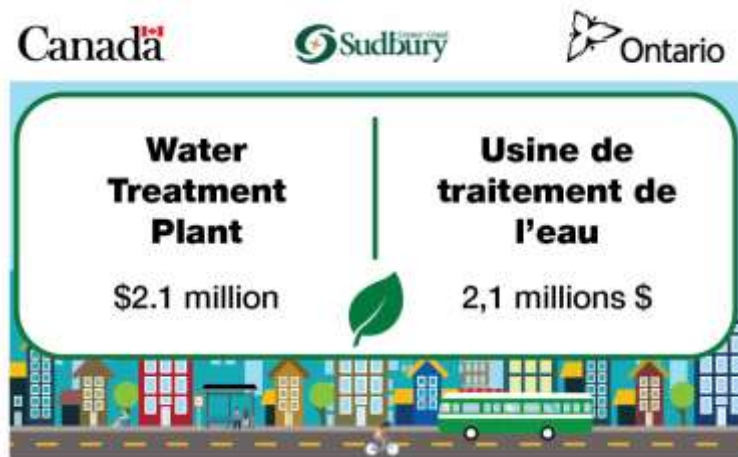
A trade and transportation project using the urban community background



A social infrastructure project using the rural community background



A rural and northern communities' infrastructure project using the northern community background

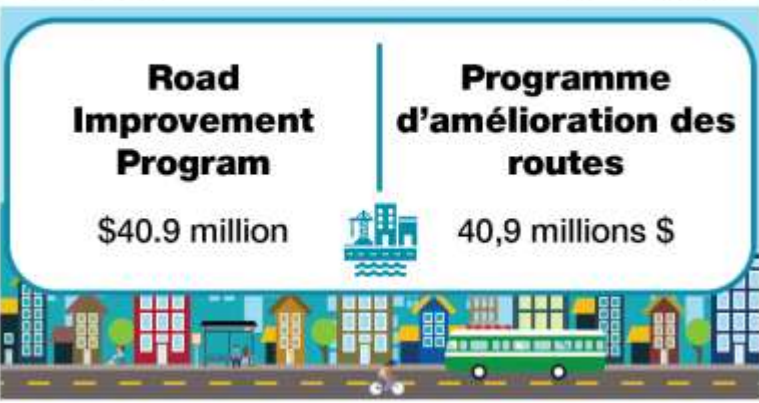


A green infrastructure project using the urban community background





A public transit infrastructure project using the urban community background



A sign for several related municipal infrastructure projects using the urban community background



A multi-language sign to reflect Nunavut language laws for a social infrastructure project using the northern community background

Sample Multi-Partner Sign - Bilingual (French first)



For communities where French is the predominant language, use the following layout, which places the French text on the left and the English on the right in the project information panel.

Sample Multi-Partner Sign – Unilingual

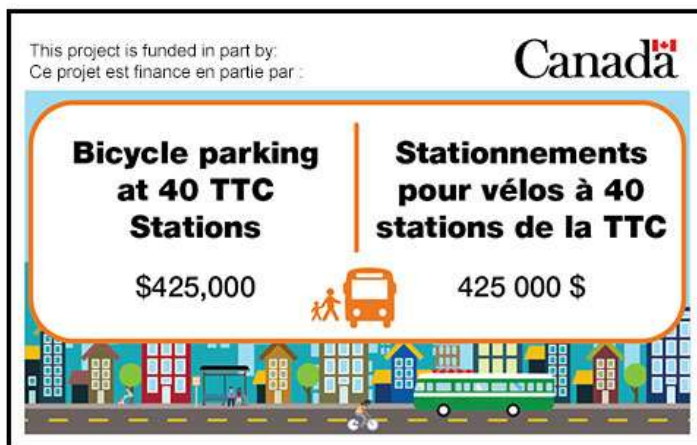


In unilingual communities not listed in Annex C as official language minority communities, and where it is not required by provincial/territorial legislation or community bylaws, project proponents do have the option to produce and install unilingual signs. However, bilingual signage is recommended to better serve the information needs of all Canadians.

## Federal Government-only Sign Examples and Guidance on Use

- A federal government-only sign design is also available.
- The federal government-only sign shown below is designed to be accompanied by other funding partner signs. It should not be the only sign installed on a project site.
- As funding recipients transition to the new signage approach, the federal government-only sign design can be used where an individual sign for other funding partners is already in place. Under this circumstance, the individual signs of multiple funding partners will remain as eligible expenses.
- A federal government-only sign must be bilingual under all circumstances. In communities where French is the prominent language, the French text should be on the left. In communities where English is the prominent language, the English text should be on the left.
- For the funding amount, use the approved maximum federal funding contribution amount per the approval-in-principle letter.
- The sign must be produced to match the size, location, prominence and visibility of signs of other funding partners. In most instances, the signs of individual funding partners should be placed side by side. Where this is not feasible, the federal sign must be installed in close proximity to other partner sign(s) and be equally visible to passersby.
- Please contact Infrastructure Canada if additional information is required on when its use would be acceptable and how it affects the eligibility of signage costs.

### Sample federal government-only sign – English first



## Digital Sign Options

Where digital funding recognition is used, caution should be exercised to respect the principle of equal recognition of all funding contributions. A similar approach would need to be used for other partners.

### Website Buttons/Icons

- For project web site use, the following web icons can be used. If used, they must link to the following web page: <http://www.infrastructure.gc.ca>.
- The web button should align with the related main federal funding stream: green, social, public transit, trade and transportation, or rural and northern infrastructure. A general municipal infrastructure icon is also available for instances where the project does not easily tie to one of the main funding streams. To help guide the selection of the right icon, a table that links project categories to the five main funding streams is available in Annex A.
- For each English web button, there is a corresponding French button for French web sites.

### Small Vertical Button

General infrastructure project



Green infrastructure project



Social infrastructure project



Public transit project



Trade and transportation project



Rural and northern infrastructure project



### Small Horizontal Button



### Medium Horizontal Button



## Social Media

- Social media can also be used in addition to physical signage or in instances where physical signage may not be appropriate. For example, Twitter and Facebook are potential means of recognizing the funding contributions of governments.
- Twitter is a good way to acknowledge the funding contributions of each contributor. These should
  - be timed to coincide with other milestone project announcements or events,
  - Include a link to the joint funding news release,
  - include the following Twitter hashtags:
    - #BuildingOurCommunities (in English Tweets) or
    - Le #BâtirNosCommunautés (in French Tweets) and
    - #infra
- Below are examples of English and French Tweets. These could also be posted to a Facebook account.



## Information Board Signs

Digital versions of the multi-partner physical sign can also be placed on interior information boards. The digital sign should remain in place for a minimum of 30 days once the infrastructure is open to the public for its intended use.

## Annex A – Icon Selection Table



Project Category	Icon to use
Affordable and Temporary Housing	Social Infrastructure
Border Infrastructure	Trade and Transportation Infrastructure
Broadband and Connectivity	Rural and Northern Communities
Brownfield Remediation and Redevelopment	Green Infrastructure
Civic Assets and Municipal Buildings	General Municipal Infrastructure
Capacity Building Projects	General Municipal Infrastructure
Community Energy Systems / Green Energy	Green Infrastructure
Culture	Social Infrastructure
Disaster Mitigation	Green infrastructure or General Municipal Infrastructure
Drinking Water	Green Infrastructure
Highways and Roads	Trade and Transportation (General Municipal Infrastructure for local roads)
Innovation	Green Infrastructure or General Municipal Infrastructure
Marine and Ports Infrastructure / Short Sea Shipping	Trade and Transportation
Passenger Ferry Services Infrastructure	Public Transit Infrastructure or General Municipal Infrastructure
Public Transit	Public Transit Infrastructure
Recreation	Social Infrastructure
Regional and Local Airports	Trade and Transportation Infrastructure
Shortline Rail	Trade and Transportation Infrastructure
Solid Waste Management	Green Infrastructure

Sport	Social Infrastructure
Tourism	General Municipal Infrastructure
Wastewater	Green Infrastructure
Other	General Municipal Infrastructure

**Icon and Border Pantone Colour Codes**

- Public Transit Infrastructure: 1375c
- Social Infrastructure: 225c
- Green Infrastructure: 348c
- Trade and Transportation Infrastructure: 2627c
- Rural and Northern Communities: 418c
- General Municipal Infrastructure: 3135c

## **Annex B - Size and Materials Options**

### **Community Project Signs**

#### Option A:

406 mm (high) x 686 mm (wide) -- 4mm Coroplast  
Recommended for indoor or short-term outdoor use

#### Option B:

736 mm (high) x 1,219 mm (wide) -- 4mm Coroplast  
Recommended for indoor or short-term outdoor use

#### Option C:

1,220 mm (high) x 1,951 mm (wide) -- 10mm Coroplast or PVC integral foam  
Recommended for long-term outdoor use at community infrastructure construction sites or for local road projects

### **Highway Signs**

Plywood edges must be sealed. All edges, front and back are to be primed using high quality exterior primer and one coat of green (Pantone 349c) exterior enamel paint. Reflective sheeting (ASTM D 4956-01 - type 1) is to be added to the information panel area prior to adding textual information.

#### Option A (for arterial roads and two-lane highways):

2,286 mm (height) x 3,660 mm (wide) – Aluminum or exterior 12 mm MDO plywood (crezan)

#### Option B (for multiple lane divided freeways):

3,050 mm (height) x 4,880 mm (wide) – Aluminum or exterior 12 mm MDO plywood (crezan)



## Annex C – Mandatory Bilingual Signage Use

In addition to projects in the communities listed below, all federal government-only signs and signs for highway use must be bilingual regardless of whether mandated by local, provincial or territorial language requirements. In Nunavut, all signs must use the four official languages of the Territory. Please check your local, and provincial or territorial language laws prior to manufacturing your project sign.

NL	Happy Valley-Goose Bay, La Grand'Terre, Labrador City, Saint-Jean, Cap Saint-Georges
PEI	Abram-Village, Charlottetown, Deblois, Hunter River, Souris, Summerside
NS	Arichat, Chéticamp, Cookville, Dartmouth, Greenwood, Halifax, La Butte, Meteghan, Pointe-de-l'Église, Pomquet, Pubnico-Ouest, Rivière-aux-Saumons, Saulnierville, Sydney, Truro, Tusket, Wedgeport
NB	All signage to be bilingual (provincially legislated)
QC	All federal government-only signage to be bilingual (federally legislated)
ON	Ajax, Alexandria, Alfred, Amherstburg, Astorville, Aurora, Azilda, Barrie, Belle-Rivière, Bonfield, BFC Borden, Blind River, Bourget, Brampton, Brantford, Brockville, Burlington, Cambridge, Carleton Place, Casselman, Chapleau, Chatham, Chelmsford, Clarence Creek, Cochrane, Coniston, Cornwall, Crysler, Cumberland, Dowling, Dryden, Dubreuilville, Earlton, Elliot Lake, Embrun, Espanola, Foleyet, Garson, Geraldton, Glen Robertson, Gloucester, Gogama, Grande Pointe, Guelph, Haileybury, Halton Hills, Hamilton, Hammond, Hanmer, Hawkesbury, Hearst, Homepayne, Ignace, Iroquois Falls, Kanata, Kapuskasing, Kingston, Kirkland Lake, Kitchener, Kleinburg, Lasalle, Leamington, Lefavre, Limoges, Lively, London, Long Sault, Longlac, L'Original, Manitouwadge, Marathon, Marionville, Markham, Markstay, Mattawa, Mattice, McGregor, Merrickville, Milton, Mississauga, Moonbeam, Moose Creek, Moosonee, Nakina, Nepean, New Liskeard, Niagara Falls, Noëlville, Norfolk, North Bay, North Lancaster, Oakville, Opasatika, Orangeville, Orillia, Orléans, Oshawa, Ottawa, Owen Sound, Pain Court, Pembroke, Penetanguishene, Peterborough, Plantagenet, Pointe-aux-Roches, Porcupine, Port Colborne, Ramore, Red Lake, Richmond Hill, River Valley, Rockland, Russell, Saint-Albert, Saint-Eugène, Saint-Isidore, Saint-Joachim, Saint-Pascal-Baylon, Sarnia, Sault Ste. Marie, Smooth Rock Falls, Spanish, St. Catharines, St-Charles, Stittsville, Sturgeon Falls, Sudbury, Tecumseh, Temiskaming Shores, Terrace Bay, Thorne, Thunder Bay, Tilbury, Timmins, Toronto, Trenton, Vanier, Vankleek Hill, Val Caron, Val Gagné, Val Thérèse, Val-Rita, Vars, Vaughan, Verner, Virginiatown, Warren, Waterloo, Wawa, Welland, Wendover, Whitby, Windsor, Woodstock
MB	Île-des-Chênes, La Broquerie, Laurier, Lorette, Notre-Dame-de-Lourdes, Sainte-Agathe, Sainte-Anne, Saint-Boniface, Saint-Claude, Saint-Georges, Saint-Laurent, Saint-Norbert, Saint-Pierre-Jolys, Saint-Jean-Baptiste, Saint-Lazare, Shilo, Thompson, Winnipeg
SK	Bellegarde, Bellevue, Regina, Gravelbourg, Moose Jaw, Ponteix, Saskatoon, North Battleford, Prince Albert, Vonda, Zenon Park
AB	Airdrie, Bonnyville, Brooks, Calgary, Canmore, Cochrane, Cold Lake, Edmonton, Falher, Fort McMurray, Grande Prairie, Jasper, Legal, Lethbridge, Medicine Hat, Okotoks, Peace River, Plamondon, Red Deer, Saint-Albert, Saint-Paul, Wainwright
BC	Campbell River, Chilliwack, Comox, Garibaldi Highlands, Kamloops, Kelowna, Langley, Mission, Nanaimo, Nelson, North Vancouver, Pemberton, Penticton, Port

	Alberni, Port Coquitlam, Powell River, Prince George, Richmond, Rossland, Sechelt, Surrey, Terrace, Tsawwassen, Vancouver, Victoria, Whistler
NU	Iqaluit
NT	Yellowknife, Hay River
YK	Whitehorse