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## SIGNAGE GUIDELINES

### CONSTRUCTION SIGN

Further to consultations with federal departments, provincial and municipal associations, the new signage approach uses one multi-partner sign that is more informational in nature (Infrastructure Project Sign Design and Installation Guidelines\*

[www.infrastructure.gc.ca/pub/signage-panneaux/intro-eng.html](http://www.infrastructure.gc.ca/pub/signage-panneaux/intro-eng.html))

### 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.

***\*You are required to submit a layout of the sign to the lead ministry staff for Provincial/Federal approval prior to final production and installation.***

Please submit the layout of your sign to the Province by email to [INFRA@gov.bc.ca](mailto:INFRA@gov.bc.ca) and include the community and funding stream in the subject line (E.g. COMMUNITY NAME: Community, Culture and Recreation – Sign Layout) for Provincial/Federal review.

Local governments may order the construction signage directly from King's Printer or from a sign company of their choice. For all others, construction signage can only be ordered from a sign company.

Below is the contact information for King's Printer:

Paula Peterson  
Senior Print Agent  
King's Printer  
Ministry of Citizens' Services  
Phone: (250) 387-9364  
E-mail: [Paula.Peterson@gov.bc.ca](mailto:Paula.Peterson@gov.bc.ca).

## Design Features to Include:

- The bottom logo bar should include a single logo of each of the government funding partners. The ordering of the logos is as follows: Canada at far left, proponent (and/or other funding partners as applicable) centre, and the province at far right.
- One of the two background graphics – urban or rural.
- One icon (see [icon selection table](#)).
- The following project details:
  - a short and clear project title,
  - total project cost, and
  - timelines for project start and end date (season and year).
- Should you require the project graphic design files, click on this link [www.infrastructure.gc.ca/pub/signage-panneaux/intro-eng.html](http://www.infrastructure.gc.ca/pub/signage-panneaux/intro-eng.html).

## Use of Canada's Official Languages

- All communities are required to install a bilingual sign.

## 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: [www.infrastructure.gc.ca](http://www.infrastructure.gc.ca).
- The web button selected 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.

## 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
- Examples of English and French Tweets can be found in the [Infrastructure Project Signage Guidelines](#)

## **MEDIA EVENTS AND ANNOUNCEMENT FOR PROJECTS**

Media events include, but are not limited to, news conferences, public announcements, official events or ceremonies, and news releases.

The Ultimate Recipients may have regular media events about the funding and status of the Projects. Key milestones may be marked by public events, news releases and/or other mechanisms.

Media events related to the Projects shall not occur without the prior knowledge and agreement of Canada and British Columbia.

The Ultimate Recipients shall provide at least **15 working days' notice** to ministry staff of their intention to undertake a media event. The event shall take place at a mutually agreed date and location.

All joint communications material related to media events shall be approved by Canada and British Columbia and recognize the funding of all funding partners, as appropriate.

The Ultimate Recipient will be responsible for providing onsite communications and logistics support. Any related costs are eligible for cost-sharing in accordance with the formula outlined in the funding agreement.

All joint communications material shall reflect Canada's policy on official languages and the federal identity program.

## **COMMUNICATIONS COSTS**

The eligibility of expenditures related to communication activities will be subject to eligible and ineligible costs listed below.

ELIGIBLE	INELIGIBLE
<ul style="list-style-type: none"> <li>• Any costs reasonably incurred to undertake joint federal and provincial communication activities, such as, but not limited to:               <ul style="list-style-type: none"> <li>- federal or provincial funding</li> <li>recognition signage</li> <li>- permanent commemorative plaques</li> <li>- A/V rental and set up costs</li> <li>- event equipment rental and set up costs, such as stage and podium for joint events</li> <li>- event photography</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Media consultant</li> <li>• Event planners</li> <li>• Gifts</li> <li>• Hospitality costs, such as, but not limited to:               <ul style="list-style-type: none"> <li>- food/beverages</li> <li>- liquor</li> <li>- entertainment</li> </ul> </li> </ul>