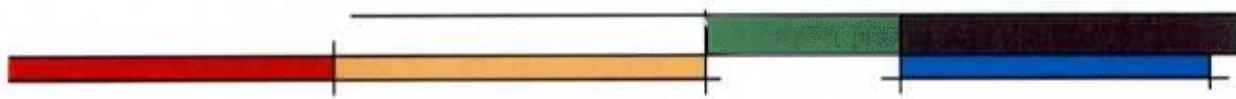




Infrastructure  
Canada

Canada



# PROJECT SIGN DESIGN AND INSTALLATION GUIDE

May 2012

## Introduction

This guide provides an update on the production and installation of federal project signs. It replaces previously distributed sign designs and guides, and includes information on the use of graphics, colour, size, placement, suggested titles and language use.

Through project signs, Canadians easily recognize where federal infrastructure investments are being made in their communities. This approach applies to all funding and transfer programs managed by Infrastructure Canada, including the Gas Tax Fund.

The look of the temporary federal project sign design has been updated. The overall look is the same as the one we have used since 2009, but the signs now sport a new background colour and Canada's Coat of Arms.

This guide will help you to implement that new look.

## Signage approach

Economic Action Plan (EAP) federal signage highlights federal investments into public infrastructure.

- Infrastructure Canada's approach to signage continues to be flexible, and recognizes that not all projects require a sign. For example, a sign may not be required because a project is of short duration, represents a very modest investment or is located in a remote area. As well, several projects that are in close proximity to each other could share a sign.
- Signs should be installed 30-days before construction begins and stay in place until 30-days after construction is completed.
- EAP-branded project signs will replace any previous funding program sign designs for all new signs being installed.
- Existing signs should stay in place for the duration of the project, but if damaged signs are to be replaced, the new design is to be used.
- The cost of project signs is included in the federal contribution amount and is an eligible project cost.
- In addition to traditional outdoor project signage, EAP-branded digital signage can be added to project websites.
- The selection of a sign must be tailored to the size and cost of the associated project. If you are unsure about the appropriate size of sign to be used, you may wish to consult the INFC Outreach Team contacts listed at the back of this guide.
- All signs must respect the *Official Languages Act* and be bilingual.
- Signs should be properly 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.

- Infrastructure Canada's Outreach Team continues to coordinate the Department's signage program with provincial and territorial governments, municipal associations and other program delivery partners.

## **Suggested titles**

One of the following titles should be used on project signs. If a given project does not readily fit into one of the categories provided below, a brief title should be developed in consultation with one of the contacts listed at the back of this guide. It is important to be concise (no longer than five words in either official language).

- Road Improvements*
- Bridge Construction*
- Bridge Improvements*
- Investing in Research*
- Investing in Research and Development*
- Sewage System Upgrades*
- Building Improvements*
- Harbour Improvements*
- Investing in the Environment*
- Creating Jobs*

To assist you with the production of signage, specifications and graphic samples are provided. The titles on the graphics have been provided as **examples only** to show you how to place titles on signs.

Graphic design files are available and have been distributed to partners with this guide.

## Colour system

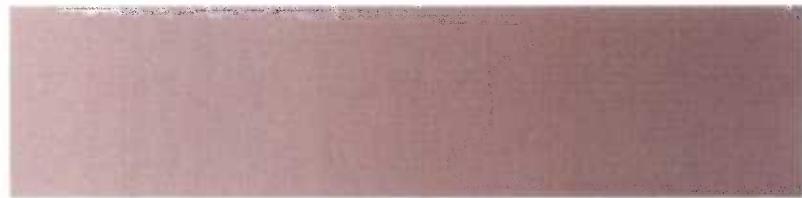
Below are the details of the Economic Action Plan identifier colour system. Altering the colour of the identifier is not permitted. The only permissible colour combinations are those shown.

C = 60  
M = 0  
Y = 0  
K = 0



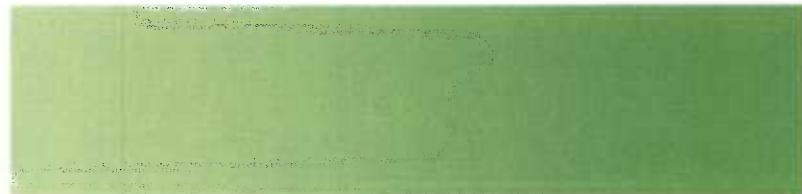
C = 100  
M = 50  
Y = 0  
K = 0

C = 0  
M = 10  
Y = 10  
K = 20



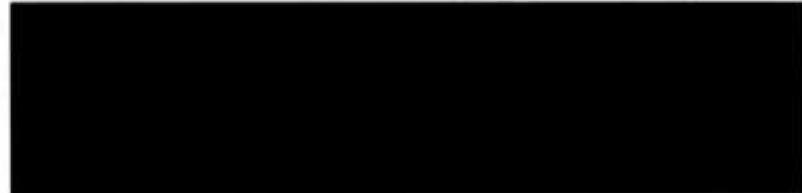
C = 0  
M = 20  
Y = 20  
K = 40

C = 25  
M = 0  
Y = 65  
K = 0



C = 50  
M = 0  
Y = 100  
K = 15

C = 0  
M = 0  
Y = 0  
K = 100



C = 0  
M = 90  
Y = 86  
K = 100



Pantone Red 032 C

# Standardized Signs for Economic Action Plan 2012

## Application for building banners

Banners for wall mounting and outdoor use



## Recommendations for size

### Option A:

36" h x 59" w -- 13 oz. banner with grommets

### Option B:

48" h x 79" w -- 13 oz. banner with grommets

## Application for signs – full rectangular

Traditional project signs for outdoor use



### Recommendations for size, materials and use

#### Option A:

16" h x 27" w -- 4mm Coroplast

Recommended for indoor or short-term outdoor use

#### Option B:

29" h x 48" w -- 4mm Coroplast

Recommended for indoor or short-term outdoor use

#### Option C:

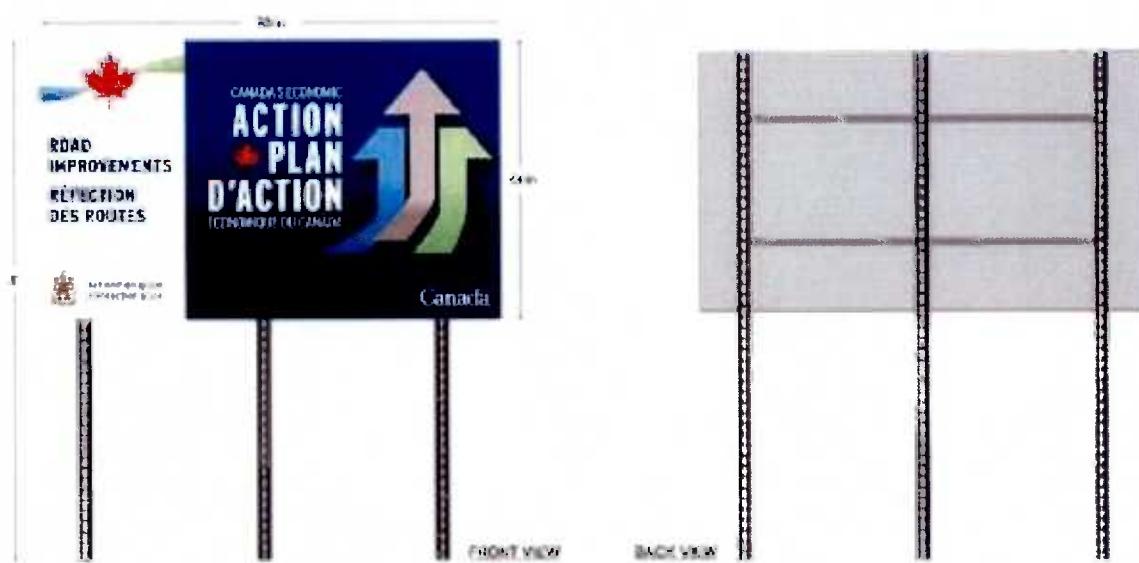
48" h x 79" w -- 10mm Coroplast or PVC integral foam

Recommended for long-term outdoor use.

## Application for signs – Sample French-first bilingual design



## Sign installation example



## Application for signage with partners - Option A

Left half for federal sign, right half for partner's sign.



## Application for signage with partners - Option B

Separate signs but partner's sign must have identical dimensions.



## Application for billboards

Can be customized depending on location and prominence of site.



## Questions or technical support

If you have any questions on signage requirements for your project or require additional technical information, font files or guidance, please contact your provincial or territorial project contact or one of the following members of the Infrastructure Canada Outreach Team:

Region	Name/Nom	Email/ Courriel	Telephone/ Téléphone
<b>Manager/ Gestionnaire</b>	Paul L'Arrivée	<a href="mailto:Paul.L'Arrivee@infc.gc.ca">Paul.L'Arrivee@infc.gc.ca</a>	613-960-9263
<b>East &amp; QC/ Est et QC</b>	Ruthanne Noel	<a href="mailto:Ruthanne.Noel@infc.gc.ca">Ruthanne.Noel@infc.gc.ca</a>	613-948-8126
<b>Ontario</b>	Lisa Lafontaine	<a href="mailto:Lisa.Lafontaine@infc.gc.ca">Lisa.Lafontaine@infc.gc.ca</a>	613-960-9269
<b>West &amp; North/ Ouest et Nord</b>	Philip Hasek	<a href="mailto:Philip.Hasek@infc.gc.ca">Philip.Hasek@infc.gc.ca</a>	613-960-9268