

Canada 

 Ontario

# CANADA-ONTARIO INFRASTRUCTURE PROGRAM STYLE GUIDE



## **Purpose of Style Guide**

This style guide describes the Recipient's responsibilities and financial obligations involved in producing, installing and maintaining signs and plaques for the project under the Canada-Ontario Infrastructure Program (COIP).

## **General Principles**

The Recipient will work with the senior government officials and other partners to undertake communication activities, ensuring equal recognition of all parties making a significant financial contribution to the project.

All signs and plaques will follow these communications requirements and any other requirements that may be specified, from time to time.

All parties making a significant financial contribution to the project shall receive equal recognition and prominence when logos or other types of identification are incorporated into signs and plaques unless directed otherwise.

Both official languages will be used for public information, signs and plaques in accordance with the French language services standards for Canada.

## **Signs and Plaques**

If the project has more than six months to completion (from the date of the funding agreement) and involves Maximum Financial Assistance exceeding \$50,000, the Recipient is to display a Canada-Ontario Infrastructure Program sign in a prominent location related to the project.

All projects with Maximum Financial Assistance exceeding \$500,000 require the production and installation of a permanent plaque following project completion.

The Recipient must comply with this COIP style guide when designing all signs and plaques. The Recipient will ensure that proofs of all COIP project signs and plaques are reviewed by the senior government officials listed below before installation.

COIP style guide and digital templates are available at [www.ic.gc.ca/coip-pico](http://www.ic.gc.ca/coip-pico) or [www.omafra.gov.on.ca](http://www.omafra.gov.on.ca). For information, please contact

**Government of Canada**  
Cornelia Schmitt  
Tel: 416-954-6652  
Fax: 416-954-6654  
E-mail: [schmitt.cornelia@ic.gc.ca](mailto:schmitt.cornelia@ic.gc.ca)

**Government of Ontario**  
Amanda Tisi  
Tel: 416-326-3029  
Fax: 416-326-3043  
E-mail: [standardsad@ontario.ca](mailto:standardsad@ontario.ca)

## **Responsibilities**

The Recipient is responsible for erecting COIP capital project signs indicating all senior governments (for the purposes of this guide, “senior government” means the Government of Canada and the Government of Ontario), municipal partner and other financial contributors.

The Recipient shall erect signs and install plaques as directed by this guide. The relevant standards and procedures are outlined in the following paragraphs.

### **External Project Signs (Temporary)**

#### **Requirements and Protocols**

External project signs (at least 120cm high x 240cm wide/four feet high x eight feet wide) are required where the Maximum Financial Assistance exceeds \$50,000, the project is underway and where the duration of the project is longer than six months.

Larger signs (240cm high x 480cm wide/eight feet high x sixteen feet wide) are required where the Maximum Financial Assistance exceeds \$2,500,000, where the Project is underway and where the duration of the project is longer than one year.

Both official languages will be used for public information, signs and plaques in accordance with the French language services standards for Canada.

The Recipient will submit proofs via e-mail or fax of the external project signs to the senior government officials listed in this guide for approval.

The Recipient will oversee the manufacture of the sign and ensure that the selected location of the sign does not restrict accessibility, pose any hazard or interfere with facilities and services (e.g., electrical systems, drainage, etc.).

The Recipient shall ensure that the project signs are erected in prominent locations at the project site as soon as possible after the execution of the funding agreement and no later than 30 days after the start of construction. Erected signs should be maintained for up to 60 days following project completion. The Recipient will arrange for sign removal and recycling following the 60-day period.

Signs should be freestanding, securely assembled and erected, away from other distracting signs. No other sign, including those of design and/or engineering firms and/or contractors involved with the project, should be attached to the project sign.

The Recipient is responsible for sending to the senior government officials listed here, within 45 days of receipt of the senior government officials approval of design proofs, a photograph (digital or otherwise) which portrays the erected sign in relation to the project.

Where the Maximum Financial Assistance does not exceed \$50,000, the Recipient may, at its option, produce and install a sign (following the requirements of this guide) and the costs associated with so doing will be considered an eligible cost.

## Design

The Canada-Ontario Infrastructure Program exterior sign features the logos of the three major contributors to the project: the Government of Canada and the Government of Ontario and the municipal partner. The Government of Canada logo use Black and PMS 185 red (C:0, M:91, Y:76 and K:0). The Government of Ontario uses Black.

Arial/Univers/Swiss® bold in upper and lower case should be used for the project description. This text should be set in two columns and aligned flush left. English text should line up with the left edge of the Government of Canada logo and French text should be set slightly right of centre. The text is to appear in reverse (white) on the PMS 627 dark green (C:83, M:0, Y:51 and K:87) coloured box.

“Canada-Ontario Infrastructure Program/Programme d’infrastructures Canada-Ontario” should appear centred English over French and larger than the other financial contributors’ logos at the bottom. The other financial contributors’ logos may appear in corporate colours or black as desired, but should not include promotional tag lines.



## **Plaques (Permanent)**

### **Requirements and Protocols**

Upon completion of a project where the Maximum Financial Assistance exceeds \$500,000, the Recipient will produce and install a permanent plaque.

Costs for plaques shall be part of the project's eligible costs in accordance with this guide.

The Recipient will submit proofs via e-mail or fax of the plaques to the senior government officials listed in this guide for approval.

Both official languages will be used for public information, signs and plaques in accordance with the French language services standards for Canada.

Upon completion of a project where the Maximum Financial Assistance does not exceed \$500,000, the Recipient may, at its option, produce and install a permanent plaque (following the requirements of this guide) and the costs associated with so doing will be considered an eligible cost.

Permanent plaques should follow the design outlined in the COIP style guide, while using a size and material suited to the building.

### **Design**

The Canada-Ontario Infrastructure Program plaque features the logos of the three major contributors to the project: the Government of Canada and the Government of Ontario and the municipal partner. The Government of Canada logo uses Black and PMS 185 red (C:0, M:91, Y:76 and K:0). The Government of Ontario logo uses Black.

The preferred design features Arial, Univers or Swiss® bold fonts in upper and lower case in the text area. The text should be set in two columns and aligned flush left. English text should line up with the left edge of the Government of Canada logo and French text should be set slightly right of centre. The text is to appear as in reverse (let base metal show through) on the PMS 627 dark green (C:83, M:0, Y:51 and K:87) coloured box.

“Canada-Ontario Infrastructure Program/Programme d’infrastructures Canada-Ontario” should appear centred English over French and larger than the other financial contributors’ logos at the bottom. These logos may appear in corporate colours or black as desired, but should not include promotional tag lines.

**Canada**



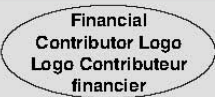
**Ontario**

**The construction of [project name] was completed on [date].**

**La construction du [nom du projet] a été terminée le [date]**

**This project was made possible through investments by the Government of Canada, the Government of Ontario and the [municipality name].**

**Ce projet a été réalisé grâce à des investissements du gouvernement du Canada, du gouvernement de l'Ontario et de [nom de la municipalité]**



**Canada-Ontario Infrastructure Program  
Programme d'infrastructures Canada-Ontario**



**Canada**



**Ontario**

**THE CONSTRUCTION OF [PROJECT NAME] WAS COMPLETED ON [DATE].**

**LA CONSTRUCTION DU [NOM DU PROJET] A ÉTÉ TERMINÉE LE [DATE].**

**THIS PROJECT WAS MADE POSSIBLE THROUGH INVESTMENTS BY THE GOVERNMENT OF CANADA, THE GOVERNMENT OF ONTARIO AND THE [MUNICIPALITY NAME].**

**CE PROJET A ÉTÉ RÉALISÉ GRÂCE À DES INVESTISSEMENTS DU GOUVERNEMENT DU CANADA, DU GOUVERNEMENT DE L'ONTARIO ET DE [NOM DE LA MUNICIPALITÉ].**



**Canada-Ontario Infrastructure Program  
Programme d'infrastructures Canada-Ontario**



The plaque can be mounted outside the main entrance of the building/addition, inside the main foyer of the structure or in another appropriate prominent location to recognize the Government of Canada and the Government of Ontario, municipal partner and supporting partners for their contributions to the project. The plaque may be made of cast-brass, cast-bronze or cast-aluminum depending on what is most appropriate for the style of the facility. Four-colour, cast-aluminium plaques are preferred. Black, cast-brass or bronze plaques may be appropriate for the more traditional decor in some facilities.

## Eligible Costs (as per funding agreement)

### External Project Signs (Temporary)

**Small sign:** 4 feet x 8 feet/120 cm high x 240 cm wide

Production	\$1,250
Installation	<u>1,000</u>
<b>TOTAL</b>	<b><u>\$2,250</u></b>

**Large sign:** 8 feet x 16 feet/240 cm high x 480 cm wide

Production	\$2,250
Installation	<u>2,000</u>
<b>TOTAL</b>	<b><u>\$4,250</u></b>

### Plaques (Permanent)

Plaque: from 18" x 28"/45 cm x 70 cm to 2' x 3'/60 cm high x 90 cm wide (size and material will vary as appropriate for the space and structure)

	Style	Black (18" x 28")	4-Colour (18" x 28")
Cast Brass/Bronze	Traditional	\$2,000	
Cast Aluminum	Modern		\$2,400
Engraved Acrylic	Very Modern		\$1,700