

Canada-Ontario Municipal Rural Infrastructure Fund

Style Guide

Canada 



 Ontario

Purpose

This Style Guide describes the Recipient's responsibilities and financial obligations involved in producing, installing and maintaining project signs and permanent plaques for projects funded under the Canada-Ontario Municipal Rural Infrastructure Fund (COMRIF). It provides specifications such as the signage required size, location, and positioning of government logos.

General Principles

The Recipient will work with senior government officials (for the purposes of this Guide, "senior government" means the Government of Canada and the Government of Ontario) and other partners to undertake communication activities as required by Schedule I of the Funding Agreement.

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

The Recipient will ensure that all parties making a significant financial contribution to the project 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. Assistance with French translation is available.

Signs and Plaques

Requirements

If the project has more than three months to completion from the date of the Funding Agreement signing and will receive combined federal-provincial funding exceeding \$100,000, the Recipient will display a COMRIF project sign in a prominent location related to the project.

All projects receiving combined federal-provincial funding that exceeds \$500,000 require the production and installation of a permanent plaque following project completion.

The Recipient must comply with this Style Guide when designing a COMRIF sign and/or plaque. The Recipient will ensure that proofs of all COMRIF project signs and plaques are reviewed and approved by the senior government officials listed below before installation.

This Style Guide is available on the COMRIF website at www.comrif.ca. For the digital templates, please contact Kelly McColeman at 519-826-3513.

Responsibilities

The Recipient is responsible for the production and installation of COMRIF project signs and plaques indicating all senior governments, the Recipient and other financial contributors.

The Recipient will produce and install COMRIF signs and plaques as directed by this Guide and in accordance with Schedule I of the Funding Agreement. The Recipient is encouraged to address any correspondence to standards@comrif.ca.

COMRIF Standards Advisors

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External Project Signs (Temporary)

Requirements and Protocols

An external project sign (at least 120 cm H x 240 cm W/four feet H x eight feet W) is required for a project receiving combined federal-provincial funding that exceeds \$100,000. The project must be under way and its duration must be longer than three months.

A larger sign (240 cm H x 480 cm W/eight feet H x sixteen feet W) is required for a project receiving combined federal-provincial funding that exceeds \$1,000,000. The project must be under way and its duration must be longer than six months.

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

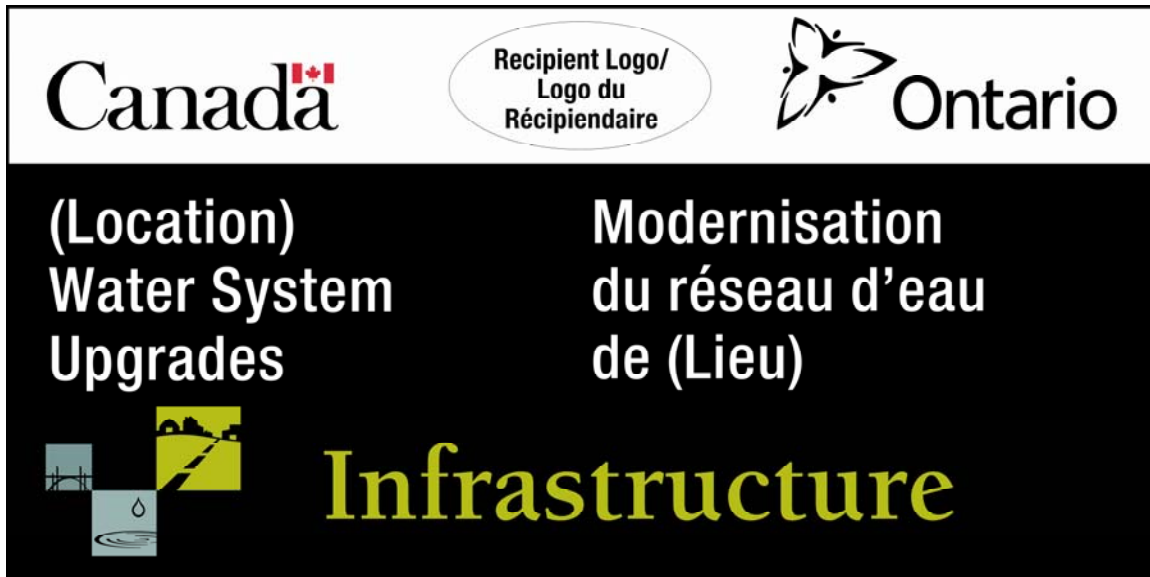
The Recipient will oversee the production of the sign and ensure that the selected location for the sign does not restrict access, pose any hazard or interfere with facilities and services (e.g., electrical systems, drainage, etc.).

The Recipient will ensure that the project sign is erected in a prominent location at the project site as soon as possible after the signing of the Funding Agreement and no later than 10 days after the start of construction. The sign should be maintained for up to 30 days following project completion. The Recipient will arrange for sign removal and recycling following the 30-day period.

The sign 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.

Once senior government officials listed in this Guide have approved design proofs, the Recipient has 30 days to send them a photograph (digital or otherwise) which shows the erected sign in relation to the project.

If a project receives combined federal-provincial funding that does not exceed \$100,000, the Recipient may choose to produce and install a sign following the requirements of this Guide. The costs associated with so doing will be considered eligible costs.



Design

The COMRIF external project sign features the logos of the three major contributors to the project: the Government of Canada, the Government of Ontario, and the municipal partner, as well as other major funding partners.

Colours

Government of Canada logo: Black and PMS 185 red (C:0, M: 91, Y: 76 and K:0).

Government of Ontario logo: Black.

COMRIF visual identity: first block, bridge (PMS 3308 @ 78% - C87 M0 Y47 K56); second block, water drop (PMS 3308 @ 55% - C55 M0 Y33 K40); third block, rural road (PMS 383 - C18 M0 Y100 K18) and infrastructure (PMS 383 - C18 M0 Y100 K18).

Font

Helvetica Neue Condensed Medium® in upper and lower case will be used for the project description.

Layout

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 will appear in reverse (white) on the black coloured box.

The COMRIF visual identity should appear aligned flush left. Other financial contributors' logos may appear in corporate colours or white as desired to the right of the COMRIF visual identity. Promotional tag lines are not allowed with logos.

Plaques (Permanent)

Requirements and Protocols

Upon completion of a COMRIF project that received combined federal-provincial funding exceeding \$500,000, the Recipient will install a permanent plaque using acrylic, photo sublimation, cast aluminium or cast bronze. If the combined federal-provincial funding for a project exceeds \$1,000,000, the Recipient will install a permanent plaque using cast aluminium or cast bronze.

The Recipient will submit proofs by e-mail or fax of the plaque to the senior government officials listed in this Guide for approval.

Upon completion of a project, which received combined federal-provincial funding that does not exceed \$500,000, the Recipient may choose to produce and install a permanent plaque following the requirements of this Guide. The costs associated with so doing will be considered eligible costs.

Permanent plaques should follow the design outlined in this Style Guide, while using a size and material suited to the building.

Design

The COMRIF plaque features the logos of the three major contributors to the project: the Government of Canada, the Government of Ontario, and the municipal partner, as well as other major funding partners.

Colours

Government of Canada logo: Black and PMS 185 red (C:0, M: 91, Y: 76 and K:0) on multi-colour plaques or just black for single colour plaques.

Government of Ontario logo: Black.

COMRIF visual identity: first block, bridge (PMS 3308 @ 78% - C87 M0 Y47 K56); second block, water drop (PMS 3308 @ 55% - C55 M0 Y33 K40); third block, rural road (PMS 383 - C18 M0 Y100 K18); infrastructure (PMS 383 - C18 M0 Y100 K18) and the COMRIF name in English and French (PMS 3308 @ 100% - C100 M0 Y60

K72) on multi-colour plaques or just the colour of the metal for single colour plaques.

Font

The preferred design features Helvetica Neue Condensed Medium® in upper and lower case in the text area.

Layout

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 will appear in reverse (white) or the natural colour of the cast metal of the plaque material on the black coloured box.

“Canada-Ontario Municipal Rural Infrastructure Fund” should appear stacked and aligned flush left.

“Fonds sur l'infrastructure municipale rurale Canada-Ontario” should appear stacked and left-aligned on the right side of the COMRIF visual identity.

The COMRIF visual identity should be centred.

Location

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, the municipal partner and supporting partners for their contributions to the project. The plaque may be made of acrylic, photo sublimation, cast brass, cast bronze or cast aluminium depending on what is most appropriate to the size of the project and the style of the facility. Multi-colour, cast-aluminium plaques are preferred for projects over \$1,000,000. Black, cast-brass or bronze plaques may be appropriate for the more traditional decor in some facilities.

Canada

Recipient Logo/
Logo du
Réциpiendaire



Ontario

**The (Project Title)
was completed in
(Month Year)
with investments by
the Government of Canada,
the Government of Ontario and
the (Recipient).**

**(Titre du projet)
a été terminé(e)
en (mois année)
grâce à des investissements
du gouvernement du Canada,
du gouvernement de l'Ontario et
du (Réциpiendaire).**

Canada-Ontario
Municipal Rural
Infrastructure Fund



Infrastructure

Fonds sur l'infrastructure
municipale rurale
Canada-Ontario

Canada

Recipient Logo/
Logo du
Réциpiendaire



Ontario

**The (Project Title)
was completed in
(Month Year)
with investments by
the Government of Canada,
the Government of Ontario and
the (Recipient).**

**(Titre du projet)
a été terminé(e)
en (mois année)
grâce à des investissements
du gouvernement du Canada,
du gouvernement de l'Ontario et
du (Réциpiendaire).**

Canada-Ontario
Municipal Rural
Infrastructure Fund



Infrastructure

Fonds sur l'infrastructure
municipale rurale
Canada-Ontario

Eligible Costs

Costs related to production and installation of COMRIF signs and plaques are considered eligible costs provided the Recipient satisfies the requirements outlined in this Style Guide and detailed in Schedule I of the Funding Agreement.

External Project Signs (Temporary)

Small sign

4 feet H x 8 feet W /
120 cm H x 240 cm W
Production \$1,250
Installation 1,000
TOTAL \$2,250

Large sign

8 feet H x 16 feet W /
240 cm H x 480 cm W
Production \$2,250
Installation 2,000
TOTAL \$4,250

Plaques (Permanent)

Size: 18 inches H x 28 inches W / 45.7 H x 71 cm W

Cast Bronze \$2,500 for one colour
Cast Aluminium \$2,000 for up to three colours
Engraved Acrylic \$1,500 for up to three colours
Embedded Acrylic \$400 for up to three colours
Photo Sublimation \$100 for up to three colours