



The Community Stream (formerly CCBF) under the Build Communities Strong Fund provides reliable, consistent funding to municipalities to support the wide range of infrastructure needs they encounter. Signage is one way to show the public that we are all working towards the shared goal of economic growth and prosperity.

This resource provides a guideline on how to use the signage template and general information on signage compliance rules for municipalities.

How To Create Your Sign

Signage is required for all projects:

- with a total budget over \$100,000.
- a duration longer than 7 days.
- in a location accessible to the public.

View [Appendix C](#) for more information on when signage is required.

Information on digital signage available in [Appendix B](#).

For printer specifications. [Check appendix A](#).

Insert short descriptive title. Must identify assets affected and key activities involved. Project title info in [Appendix A](#).

All signs must be bilingual. HICC can provide [translation support](#) if needed.

Must contain Government of Canada logo.

Include municipal logos here only if they are contributing to project funding. This includes both (a) your community's logo and (b) the logo of any other community contributing to the project.

For more info on the funding recognition bar in Appendix A.



Include Ontario logo only if they are contributing to project funding. Find the resized downloadable version [here](#).

Appendix A: Signage Specifications

Project Title

- Include a short project title, in bold, that follows the layout on the design.
- Templates to ensure consistency.
- Recommended Font: [Futura PT bold](#) font.
- Ariel bold works as an alternative font.

Funding Recognition Bar

- Feature one logo for each funding partner, all equal in size and prominence.
- Ensure the logos of all funding partners are displayed in the following order, if the project includes different levels of governments.
- Government of Canada wordmark logo on the far left.
- Provincial/territorial (when applicable) logo on the far right.
- Other contributors' logo, such as organizations, should be in the center or on the right side if there is no provincial/territorial contribution.

Printer Specifications

Original dimensions are 686 mm (height) x 1219 mm (width) with 0.25” bleed and trim marks included. Signs can be re-sized as per site requirements.

Appendix B: Digital Signage Usage

Digital Signs

Prominently place your digital icons/buttons on your project-specific web page 30 days before construction begins, and remove it at least 30 days after construction ends.

Web Button

A website button or icon is a thumbnail image used to acknowledge federal funding toward a project. It should be featured on a web page dedicated to the project or one that features projects under the same funding stream.

- A digital button/icon should not be used as a standalone sign for federal compliance as it does not contain project details.
- It should be displayed in a prominent position on the project-specific web page, along with project details and funding contributions from all partners.
- The button/icon must link to the [Housing, Infrastructure and Communities Canada website](#).
- The button/icon should be displayed while the project is ongoing or as long as the project page is online.
- Find a button/icon you can download [here](#).



Example: Web Button.
English (Left) French
(Right) versions.

Appendix C: Signage Requirements

Canada takes a flexible common sense approach to signage installations. 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.

Your Project Will Require A Sign If:

- The total project cost amounts to over \$100,000.
- The duration of the project is longer than 7 days.
- It falls under one of the BCSF-CS eligible categories (except capacity building).
- Projects with multiple locations will require one sign at least. Pick the locations that you feel is most appropriate to showcase the sign.

Your Project May Not Require A Sign In These Circumstances:

- My project is in a remote location that is not visible to the public.
- My project is a capacity building project or will not contain a construction element.
- My project duration is shorter than 7 days.

In lieu of physical signage, interior or digital signage should be used where appropriate.

After a sign has been posted, please update the projects signage status on the [reporting site](#).

For any questions or concerns on signage compliance or requirements please contact the [AMO BCSF-CS team](#).

For more information on signage requirements, please visit HICC's [Infrastructure Project Signage Guidelines website](#). This is where templates can be downloaded. This site also provides examples of social media templates, information on signage maintenance and materials as well as more detailed information on how to select correct signage.