



Capital Signage guidelines

These guidelines are specifically for signs used as the Primary Identifier signs for Capital projects at construction sites. Through these signs, it makes it easier for Calgarians to identify where and how The City of Calgary infrastructure investments are being made, and how they benefit the community.

The diagram illustrates the layout of a Capital Project Primary Identifier sign. It includes the following elements:

- City of Calgary logo**: Located at the top left.
- Headline for all Capital projects**: "We are working to build a better Calgary".
- Project title/name**: "Glenmore Trail and Ogden Road S.E. Interchange".
- Project date of completion**: "Scheduled completion: **End of 2017**".
- Total capital cost of project**: "Investment: **\$125 million**".
- Prime consultant, prime contractors and funding partner logos**: Located at the bottom, including Alberta Government, Volker Stevin Construction, ENTUITIVE, and Stantec.

Two smaller versions of the sign are shown to the right, one with an aerial rendering of the project. A note states: "If there are any artist renderings of the projects place them so they do not interfere with the content."

General Signage Principles

Application:

- Use these signage guidelines for all new Capital Project sign installations after September 2017.
- Keep signs in place that were installed prior to September 2017, unless Business Unit (BU) Director approves replacements.
- Install signs on all Capital Projects (mandatory) with a budget of more than \$1 million. Installing signs for projects below that threshold is up to the discretion of the BU Director.
- These signs should be securely installed in a visible location. Please contact the Roads sign shop at requestfortraffic@calgary.ca to ensure safety compliance.
- Use discretion of BU Director on whether to install signs on projects that are not visible to the public, regardless of budget.
- Adjust layout or design ONLY with the written consent of Advertising and the Brand Committee.

Design Features/major sign elements:

- A consistent look and feel for all Capital Project Primary Identifier signs across Calgary.
- A headline/tagline "We are working to build a better Calgary" to be used on all signs across all Business Units. There will be no other taglines or headlines used for Capital Project signs.
- Name of the project, project completion date, and investment (\$amount) are mandatory elements of the sign.
- Total cost of the project should be the Council approved budget (where Council has approved a dedicated budget); or stage gate-approved budget where the project is part of a program.
- Artist renderings of the project can be included at the top of the sign under the logo.
- If possible ensure that the sign is designed from recyclable material to have the least environmental impact.
- If possible ensure that the sign is made using a reflective surface to be visible in dim lighting.
- Logos for funding partners need to be on the sign with: "This project made possible with funding from"
- Logos of prime contractor and prime consultants can be used.

Sign Maintenance and Replacement, Content Updating

- Replace damaged signs with a new sign in accordance with the Capital Signage guidelines.
- Place new labels on the sign with updated information, if there are changes to the schedule or budget. The Sign shop can manufacture sticker labels, if necessary.

Technical Assistance or Implementation Questions

- If you are a project manager and have any questions about signage requirements or templates please speak with your business unit communicator.
- If a contractor does create the signs they need to be reviewed by your business unit communicator and the City of Calgary Brand Committee before being produced, to ensure branding requirements have been met.

Multi-Partner Sign Usage (logos and funding partners)

- If you have received funding from a partner that requires a specific sign, please use two signs – the Primary Project Identifier should be the City of Calgary Capital sign and the secondary sign can be created according to the funding partner requirements. For example, if the Federal or Provincial Governments, require their own signs, please use these signs in addition to the City of Calgary’s sign.

Process for Creating and Approving signs

- Signs will be produced by the Roads sign shop. See attached production process.

Templates available:

- 48" x 48"
- 120" x 72"
- 10m x 1m
- 48" x 72" with image (horizontal)
- 172" x 72" with image (vertical)





Step 1: Email Calgary Roads to begin the process

- Address: requestfortraffic@calgary.ca
- Subject line: "Create project sign"

The Sign Shop team will determine if the request needs to go through step 2 or proceed directly to step 3.

Step 2: Location, type and size

This step determines the location, which then influences the sign type and size within the road right of way. These signs need to be securely installed in a visible location. They should not obstruct traffic or cause safety concerns. Based on the area in which the sign will be located, the sign's size and type can be determined. For example, a 6ft x 10ft sign may be too big for a location because it may block sightlines or there may not be right amount of space available, but a 4ft x 8ft sign or a banner may be appropriate.

A site visit may be required with the project manager or project lead.

Step 3: Design and manufacturing

The Sign Shop has a number of brand-approved project sign templates with which to work. Once the type of sign is confirmed, the design process begins:

- **Type of sign** (e.g., project signs, banner, hoarding scrim, other...)
- **Size** (10x6, 8x4, 6x6, 4x4; banner: 10x1; etc...)
- **Project name** (e.g., 9 Avenue S.E. bridge replacement)
- **Budget** (e.g., \$30 million)
- **Completion date** (make it seasonal, if possible; for example, Fall 2017)
- **Appropriate logos - high resolution** (e.g.: Government of Alberta, prime consultant, prime contractor, etc.)
- **Pace codes**

Once designed, you will receive a proof. This proof needs to be approved by the Business Unit Communications Planner, as well as by the Brand Committee for branding purposes. When the proof is approved, the Sign Shop will begin manufacturing the sign.

Step 4: Pick up, installation

Email Calgary Roads to install and maintain the signs

- Address: requestfortraffic@calgary.ca

A. Project sign is located within the construction zone

The Project Manager must work with the contractor to pick up and install the sign, based on the confirmed location. If the sign needs to be moved due to the construction progress, the contractor is required to move the sign. The contractor is also required to maintain the sign.

B. Project sign is outside the construction zone

The Roads' Sign Shop will work with the project representative to install and maintain the sign.

Step 5: End of project and removal

Once the project is completed, the sign will remain in place for three to 12 months with a "COMPLETED" sticker across the sign. Work with the Sign Shop to manufacture these stickers, depending on the type of sign. The specific length of time that the sign is left in place will be determined by the project team. It's necessary to leave it in place to help promote the work that's been completed.

Sign removal: During the walk-through, as part of the Construction Completion Certificate, Roads/Project Manager will identify the sign location to determine if it needs to be moved, where to pick them up, and when to remove them.