

Ministry of Education

Ministère de l'Éducation



Capital and Business Support
Division

Division du soutien aux
immobilisations et aux affaires

315 Front Street West
15th Floor
Toronto ON M7A 0B8

315, rue Front Ouest
15^e étage
Toronto (Ontario) M7A 0B8

2020: SB28

Date: December 16, 2020

Memorandum to: Directors of Education
School Business Officials
Secretary/Treasurers of School Authorities

From: Didem Proulx
Assistant Deputy Minister of Education
Capital and Business Support Division

Subject Ontario Builds Signage for Capital Projects

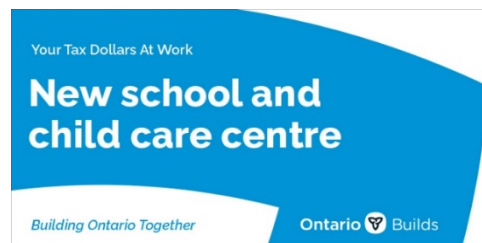
I am writing to inform you of our revised communications protocol as it relates to signage to assist in the Government's effort to promote important capital investments being made in Ontario's publicly funded education and early years systems.

Recently, the government introduced Ontario Builds - a new visual identity for all government infrastructure projects. Going forward, all major capital projects funded by the Ministry of Education will be required to display Ontario Builds signage at the site of construction for new schools, school additions, child care centres and EarlyON Child and Family Centres. This requirement also applies to Capital Priorities projects already announced in the 2019-20 and 2020-21 rounds.

All expenses related to Ontario Builds signage, such as design, production, and installation will be the responsibility of the school board. School boards will also be responsible for posting the signs in a prominent, high-traffic location in a timely manner.

To support boards in efficiently producing new Ontario Builds signs, please use the Ontario Builds Visual Identity Guide and sign templates which are found at <https://www.ontario.ca/page/ontario-builds-templates>.

Here is an example of what a school board sign would look like:



School boards are to determine the best material for their projects. For reference, previous signage measured 8 feet x 4 feet and were made from 13oz vinyl mesh fabric that was weather resistant. Features such as grommets around the perimeter of a sign may assist in installation.

Please note that all signage must be approved by the ministry prior to production. Following production, boards are asked to confirm that signage has been installed by sending a photograph to the Ministry.

Please refer to:

- Appendix A – List of projects approved through the 2019-20 & 2020-21 Capital Priorities Program that require signage.
- Appendix B – Communications Protocol with revised direction on signage, as well as detailed requirements on public communications and events.
- Appendix C – Q&As will provide you with more detailed information about the new signage protocol.

If you have any questions or concerns after reviewing this information, please contact MinistryofEducation@ontario.ca. We are happy to assist you in the Ontario Builds initiative.

Thanking you in advance for your help as we roll out this new initiative and we look forward to continuing to work with your school board.

Sincerely,

Didem Proulx
Assistant Deputy Minister
Capital and Business Support Division

Appendices:

Appendix A: Approved Capital Priorities Projects Requiring Signs
Appendix B: Communications Protocol: Public Communications, Events and Signage
Appendix C: Questions and Answers

C: Early Years Leads, District School Boards
Children's Services Leads, Consolidated Municipal Service Managers and District Social Services Administration Boards
Dr. Parm Bhatthal, Director, Field Services Branch, Ministry of Education