

Appendix C

Ontario Builds Signage Questions & Answers

Q: Who pays for Ontario Builds signage?

A: All expenses related to the Ontario Builds sign such as design, production, and installation are the responsibility of school boards.

Q: At what phase of construction should an Ontario Builds sign be erected at a building site?

A: A sign should be present at a building site at all stages – before capital work commences and throughout construction.

Q: If an old project sign is currently placed on a building site, and is in good shape, but does not reflect the Ontario Builds branding, can we leave the sign up?

A: The Ontario Builds visual identity guide applies to all **new** signs related to infrastructure projects. If a project is nearing completion, then the ministry can assess whether a new Ontario Builds sign is needed; however, if construction is in progress, and does not yet have a sign, a new sign is required.

Q: When should Ontario Builds signs be removed from a project site?

A: As a general guideline, an Ontario Builds sign could be removed six months after the completion of the project.

Q: Who approves signage?

A: School boards are to provide the ministry with a digital proof of the sign which is to be sent via email to MinistryofEducation@ontario.ca.

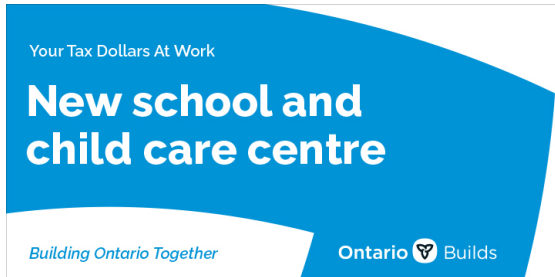
Ministry Approval of the digital proof must be received before finalizing and physically producing Ontario Builds signage.

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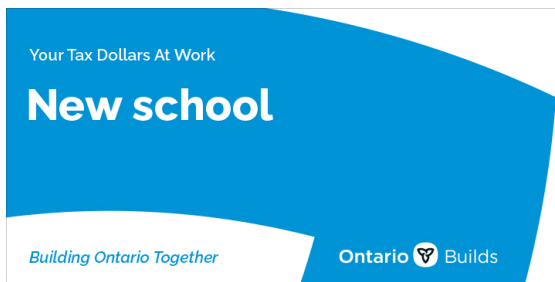
Q: How should our school board's project be described on the Ontario Builds sign?

A: Below are examples of the project description for the following:

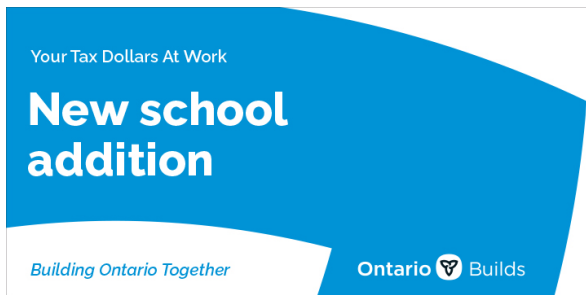
1. New school and child care centre



2. New school



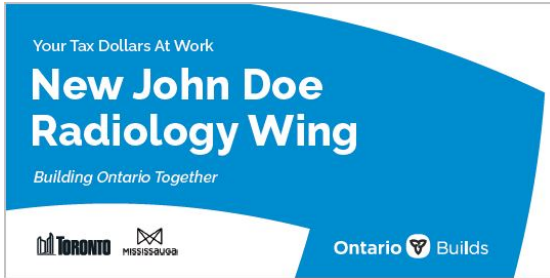
3. New school addition



Q: In the event of a co-funded project with the provincial and municipal governments, what is the procedure for signage?

A: It is advised that the school board arrange for their own Ontario Builds signage to be installed. If communication has been made with the provincial and municipal governments in advance of the project, and an agreed upon signage schedule and design are in place, a co-branded sign can proceed as long as the current Visual Identity and trillium are used appropriately.

An example of a municipal and provincial sign, each retaining their own branding for a project is below:



Q: Where can project partners find information on how to design their sign?

A: All signs must use the design and directions set out in the Ontario Builds Visual Identity Guide. The ministry will work with school boards regarding the sign requirements and supplying them with sign templates. These templates are found at:

<https://www.ontario.ca/page/ontario-builds-templates>.

All signs **must comply** with the Accessibility Standards of the Accessibility for Ontarians with Disabilities Act.

Additional questions about the guide can be directed to the project coordinators, as identified on the last page of this document.

Q: Are there any guidelines to the physical location/placement of Ontario Builds signs on project sites?

A: School boards must ensure signs are properly installed in a prominent area and do not obstruct traffic or cause safety concerns, particularly if they are located near roads. To avoid potential safety issues, funding recipients should ensure the appropriate provincial and municipal authorities are consulted.

Q: What is the protocol for older worn or damaged signs?

A: Damaged, worn or older signs need to be replaced. All expenses related to Ontario Builds signage, such as design, production, and installation are the responsibility of the school board.

Q: Do we require organizations to post Ontario Builds signage in addition to having the Ontario Builds logo on their partner sign?

A: Yes, organizations are required to post Ontario Builds signage in addition to having the Ontario Builds logo on their partner sign.

Q: As my school board does not have in-house creative services, how do I create an Ontario Builds sign?

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A: School boards that do not have in-house creative services capabilities, may consider reaching out to a supplier in the community to help design the signage adhering the Ontario Builds Visual Identity Guide and using the templates.

Q: Who is responsible for approving Ontario Builds signage?

A: All signage must be approved by the ministry.

Please contact MinistryofEducation@ontario.ca if you have any questions on the Visual Identity or the signage program.

Q: Our school board still has a few BuildON Education and/or BuildON Child Care signs posted. Do these need to be replaced with a new Ontario Builds sign?

A: Please take down all BuildON signs that are currently posted. If the work is still ongoing, and is anticipated to take longer than 6 months, please consider replacing the BuildON sign with a new Ontario Builds sign using the appropriate template. If the work is completed, please take down the sign.