



Housing, Infrastructure
and Communities Canada

Logement, Infrastructures
et Collectivités Canada

Project signage guidelines for housing and infrastructure projects

Housing, Infrastructure and Communities Canada

Aussi disponible en français sous le titre : Lignes directrices relatives à la signalisation pour les projets d'infrastructure et de logement.

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Table of contents

Project Signage Guidelines	4
Step 1: Learn about signage guidelines	4
Step 2: Select the signage option for your project	6
Step 3: Download a signage template	13
Step 4: Fill in a signage template	13
Step 5: Submit your signage design for review (optional)	15
Step 6: Produce, install, maintain, remove and report signage	16
Frequently asked questions	18
Contact HICC	18

Project Signage Guidelines

Placing signs at construction sites is a long-standing practice to communicate key project details to the public and highlight the shared commitment between federal, provincial, and municipal partners in investing in building stronger communities. Through project signs, Canadians can easily recognize where infrastructure and housing investments are being made in their communities.

The step-by-step project signage guidelines provide comprehensive guidance for project managers and funding recipients to meet mandatory federal signage requirements for all federal housing and infrastructure funding and transfer programs, including any new signs being installed for previous infrastructure application and transfer-based funding programs.

Step 1: Learn about the signage guidelines

Context

- The project signage guidelines apply to all federal housing and infrastructure funding and transfer programs. Any existing signs installed in accordance with previously issued guidelines should stay in place for the remaining duration of the project, but if damaged signs are being replaced, the new design must be used.
- The signage guidelines are administered in partnership with provincial and territorial governments, municipal associations and other program delivery partners.
- The guidelines outline both physical and digital signage requirements, offering flexibility for diverse projects and installation locations.

Signage principles

- All projects that receive federal contributions from Housing, Infrastructure and Communities Canada are subject to the signage guidelines.

- Signage—whether physical or digital—showcases the shared commitment between federal, provincial, municipal and other program delivery partners in building stronger communities.
- Recipients must use physical signage or a combination of physical and digital signage, depending on the project's scope, size, duration, geographic location, and cost.
- If funding recipients determine that a physical sign is not suitable for their project, (e.g. if a project is located in a remote area where it would be visible to fewer people), they must advise Housing, Infrastructure and Communities Canada (HICC). Recipients can then seek an exemption to use digital signage, with approval from HICC.
- ❖ **Learn more about physical and digital signage and how to use them in Step 2: Select the signage option for your project.**

Visibility

- Signs must prominently display federal logos, along with provincial and municipal logos where applicable. If an organization is providing funding, its logo may be included, provided that logo placement follows the signage guidelines outlined in Step 4: Fill in a signage template.
- If another federal entity is involved, their logo should also be included.
- Signs must display the name of the project and the logos of all funding partners.
- All funding partners/contributors should receive equal recognition on multi-partner physical and digital signs.

Use of Canada's Official Languages

All signage (physical and digital) must be bilingual and comply with Canada's [*Official Languages Act*](#). The placement of English and French depends on the community's linguistic profile: French should appear on the left in French-majority communities, and English on the left in English-majority communities. Housing, Infrastructure and Communities Canada Communications can assist with translation, if needed.

Step 2: Select the signage option for your project

Selecting the correct signage approach

These guidelines offer several options for signage, however, physical signage should be used by default.

Not all projects will require a sign. For example, a sign may not be required because a project is of short duration (i.e. under seven days), represents a modest investment, or is located in a remote area where signage would not be visible to the public. If a funding recipient determines that a physical sign is not suitable for their project, they must advise Housing, Infrastructure and Communities Canada and seek an exemption to use digital signage only.

The use and size of physical signs should be based on project scope, 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.

Should there be several similar projects in close proximity to each other, a single sign could satisfy the requirement, as long as all funding contributors to the projects are acknowledged.

IMPORTANT: Projects funded under the **Build Communities Strong Fund – Community stream** (formerly known as the Canada Community-Building Fund)

should refer to the signage requirements in their respective administrative agreement.

Physical signage options

Physical signs should be the default option as they allow clear and tangible recognition of federal and partner contributions toward infrastructure projects.

Physical signage options include:

Multi-partner signage (bilingual or multilingual)

This sign recognizes contributions from all funding partners. It can be bilingual or multilingual based on the governing language use of the project site.

About this sign:

- Recipients can claim multi-partner signs as eligible expenses.
- ❖ Follow the standardized design provided for this sign in **Step 4: Fill in a signage template.**

Figure 1: Multi-partner signage (bilingual)



Figure 2: Multi-partner signage – Build Canada Homes (bilingual)



Transit vehicle decal:

A decal serves as an alternate method to visually acknowledge HICC funding for transit vehicles supported through the Canada Public Transit Fund's (CPTF) Rural Transit Solutions Fund.

About this sign:

- Decals must include the phrase *"Funded in part by"* or *"Funded by"* alongside the Canada Wordmark and be equally positioned and sized in proportion with other logos or symbols displayed on the vehicle. Any variations to the text portion must be approved by HICC.
- Requests for custom layouts or variations to the design of the acknowledgment graphic must be submitted to HICC for review and approval. This ensures that any adaptations align with the

Government's identity standards and maintain the integrity of the acknowledgment across all applications.

- In exceptional circumstances, HICC reserves the right to request the removal of the acknowledgment from specific vehicles. This measure will be taken if the markings are found to be non-compliant with established guidelines or if other concerns arise regarding their presentation.

❖ [Download decal signage templates.](#)

Examples:

Figure 3: Project is partially funded by Canada:



Figure 4: Project is fully funded by Canada:



Permanent plaque

Canada may request that a permanent plaque be installed at a project site once all construction work is done and the site is open to the public.

About this sign:

- HICC provides plaque designs and specifications, while the recipient is required to coordinate production and installation.

- A plaque mock-up must be approved by Canada prior to production.
- Plaques should be installed in a prominent and visible location that takes into consideration pedestrian and traffic safety and visibility.
- Plaques must comply with the Federal Identity Program (FIP) and the Official Languages Act.
- The text on the plaque must be bilingual (English and French), acknowledge HICC's support by including the Canada wordmark, and ensure program recognition (e.g., Green and Inclusive Community Buildings).
- When applicable, the plaque may also include logos from provincial, territorial, or municipal partners.

Digital signage and options

Where an exemption for digital signage recognition is granted, caution should be exercised to respect the principle of equal recognition of all funding contributions. A similar approach would need to be used for other partners.

If your project is of short duration (i.e. under seven days), is located in a remote area with limited public access or visibility, or installation of a physical sign is not possible, you can create and post a **digital sign**, with approval from HICC.

Social media images

Social media images can be posted on social media platforms to recognize partner funding contributions for a project. They can be used when physical signage is not possible or appropriate.

About this sign:

- Social media images should be included in social media posts that promote a project announcement or milestone.

- Recipients may use social media images either as the sole method of recognizing project contributions for projects where a physical sign cannot be installed, or to complement a physical sign to create broader reach.
- Social media image posts are subject to the language requirements outlined under Use of Canada's Official Languages in Step 1.

Website button/icon

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.

About this sign:

- 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 [Housing, Infrastructure and Communities Canada](#).
 - 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 in **Step 3: Download a signage template**.

Figure 5: Website button/icon



Figure 6: Website button/icon (Build Canada Homes)



Information board sign

This information board sign is a digital version of the multi-partner physical sign which can be placed on a digital information board or screen inside a facility close to the project site.

About this sign:

- An information board sign must be displayed at least 30 days before construction starts, and removed no earlier than 30 days after construction.

- Since this sign is not mandatory, HICC's approval is not required. Recipients are responsible for determining if an information board sign is appropriate. However, there are federal guidelines and legislation that must be respected such as the Federal Identity Program (FIP) and the *Official Languages Act*.
- ❖ Find templates of information board signs in Step 3: Download a signage template.

Step 3: Download a signage template

Physical signage templates (applies to multi-partner):

- Download the folder with the signage design templates (PDF or Adobe Illustrator) for your project.
- Open the folder and select one of the three (3) sub-folders based on your project's location: **Bilingual or Multilingual**. The template type is identified in the naming convention.
- If you wish to add a language other than English and French to your design, use a multilingual template, and ensure that all languages are equally sized and prominent.
- ❖ [Download the multi-partner signs](#) (bilingual, multilingual).
- ❖ [Download the decals](#) for the Rural Transit Solutions Fund.

Digital signage templates:

- ❖ [Download the website button](#)
- ❖ Follow instructions in Step 4: Fill in a signage template.

Step 4: Fill in a signage template

Physical signage:

The following instructions apply to multi-partner signs.

Fill in your sign by including these elements:

Statement line

- No matter which template is used, all signs begin with the statement **Building Canada Strong**.
- This statement is the focal point of the sign as it demonstrates the common objective of partners' collaboration, and overall purpose of the investment.

Project title

- Include a short **project title**, in bold, that follows the layout on the design templates to ensure consistency.
- Ensure you use Futura PT Bold as the recommended font for all signage. If the print supplier does not have Futura PT Bold, you can [purchase the font for download](#) at a nominal fee or use Arial font as an alternative.
- For projects under the Build Canada Homes program, the project title remains the same for all projects. Simply add in the name of the City/Municipality and Province/Territory.

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:
 1. Government of Canada wordmark logo on the far left.
[Download the Canada wordmark.](#)
 2. Provincial/territorial (when applicable) logo on the far right.
 3. Other contributors' logo, such as organizations, should be in the center or on the right side if there is no provincial/territorial contribution. **See example in Figure 7.**

Figure 7: Sign Elements explained



Other signage templates

Template with website address

Partners have the option to select the template design with or without the integrated website address Canada.ca/BuildCanadaStrong. This web address links to Housing, Infrastructure and Communities Canada's main landing page, where people can seek information on housing and infrastructure funding programs available.

Template for full colored logos

Partners also have the option to use a template with a white funding recognition bar, to better accommodate colored logos.

To create signage with one of the above-mentioned templates, use the Physical signage - Multi-partner signage in [Step 3: Download a signage template](#).

Step 5: Submit your signage design for review (optional)

If you would like HICC to verify your signage design before it goes to print, simply send your customized mock-up to signs-panneaux@infc.gc.ca, and we'll be happy to review it.

Note: Ensure compliance with all design and content requirements before sending your design for review.

Once your design is ready for production, use the following printers' specifications guidelines to prepare for print.

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.

Material options:

- 4mm Coroplast - Recommended for indoor or short-term outdoor use
- 10mm Coroplast or PVC integral foam - Recommended for long-term outdoor use at community infrastructure construction sites or for local road projects
- Aluminum or exterior 12 mm MDO plywood (crezan) – Recommended for arterial roads, two-lane highways, and multiple lane divided freeways)

Highway signs

Plywood edges must be sealed. All edges, front and back are to be primed using high quality exterior white primer. Reflective sheeting (ASTM D 4956-01 - type 1) is to be added to the information panel area prior to adding textual information.

Step 6: Produce, install, maintain, remove, and report signage

Production

- HICC strongly encourages the use of Canadian suppliers and materials, for the production of physical signage, including plaques, when possible.
- Specifications of physical signage must comply with the printer specifications and the highway signs (where applicable) listed in Step 5: Submit your signage design for review.

Installation and removal

- It is recommended that signs are installed/posted after your project's funding is publicly announced through a joint event or news release with HICC.
- Signs are to be **installed 30 days before construction begins**, and removed no earlier than **30 days after construction ends**
- Ensure physical signs are securely installed in a prominent area. They should not obstruct traffic or cause safety concerns, particularly if located near a road. To avoid potential safety issues, ensure that the appropriate provincial and municipal authorities are consulted. No signs should be installed on third-party property without their permission.
- Placing an interior sign in a lobby or community facility can be an alternative to an exterior sign when outdoor signage is not feasible.
- Several similar projects that are in close proximity to each other could share a single sign.
- Recycle or dispose of materials responsibly in line with environmental guidelines.
- 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.

Maintenance

- Keep signs clean, legible, and free from obstruction for the duration of the project.
- Replace any damaged or missing signs promptly with a new sign using the latest approved signage design templates.

Reporting

- Report signage details (e.g., installation and removal dates) in regular program updates.

- Once installed, photos of the sign, plaque, digital recognition or other must be provided through the project reporting mechanisms identified in the funding agreement.

Frequently asked questions

Visit our [Frequently asked questions](#) page for a list of popular signage questions.

If you have additional questions, please contact your respective provincial or territorial fund manager, or Housing, Infrastructure and Communities Canada.

Contact HICC

If you have questions, need technical or translation assistance, or require additional information on federal signage requirements, contact our team at Housing, Infrastructure and Communities Canada at:

Email: signs-panneaux@infcc.gc.ca

Telephone: 613-948-1148

Toll Free Number: 1-877-250-7154

TTY: 1-800-465-7735