

# Coquitlam's Updated Community Sign Program

The Community User Group Sign Program has given local organizations a low-cost alternative to traditional advertising methods. For no cost (other than to produce their signs) groups have been able to install their signs at six different locations around the city.

Fixed-frames will be installed at these locations; meaning groups will no longer need to install their own support structures, and instead can simply slide their signs into the frames provided.

On April 8, 2019, Council approved a set of guidelines to facilitate the use of the new fixed-frames.

The complete set of guidelines can be found at [coquitlam.ca/communitysignage](http://coquitlam.ca/communitysignage)

## SIGN REQUIREMENTS

- » Must clearly display the registration period and/or event date;
- » Must not be posted more than five weeks prior to the commencement of the registration period or event date; and must be removed within one week of the conclusion of the registration period or event date;
- » Must be either 4' x 4' or 8' wide x 4' high and must be placed in the fixed frame provided.

## DESIGN TIPS & TRICKS

Keep these tips in mind to make your signs as effective as possible.

**Messaging**

- Keep the text simple, clear and concise
- Font size should be at least 2.5 inches tall for visibility
- Use contrasting colours, and bold text

Include a website or phone number where people can find more information

Margins should be at least 4 inches

Signage should include a logo or some type of identifiable branding

*4' x 4' example*

Print your sign on coroplast (corrugated plastic), a cost-effective and durable material