

CIF Project #430 – Better Practices for Signage Guide

Background

In 2011, the CIF hired Robins Environmental & Design to produce a generic “Better Practices for Signage Guide” for depots and public spaces. The use of effective signage can help residents participate in diversion programs and minimize contamination.

Summary of Results

A draft of the guide was produced and included best practices for branding, legibility, fonts, colour, copy area, and positioning. It contained many case studies and examples of signage that was more and less effective.

Financials

The final cost of this endeavour was \$2,486.

Learnings

Depots are commonplace throughout rural Ontario. However, many suffer from high contamination problems that can be linked to poor signage or an absence of signage. The guide developed under this project highlighted this issue and provided simple, low cost options that could be easily implemented by interested municipalities. It currently resides on the CIF Centre of Excellence web pages where it is available to the public.