

The Couchiching Conservancy (TCC) Signage Policy

Introduction

- The Couchiching Conservancy (TCC) has many assets. One of the most important assets is its name, which gives TCC a recognizable identity. A clear and consistent visual presentation of the name extends recognition of TCC and differentiates it from other organizations with similar names and/or missions. It also projects a professional image and serves as an excellent marketing tool.
- TCC signs are to be of good quality, made of durable material and mounted on secure posts. All signs will be regularly inspected and kept in good repair.

Sign Placement

At least one sign will be placed on an applicable property at a location which provides good visibility without being easily reached, to minimize possible damage. In some cases it may be decided not to sign a sensitive property in order to protect it.

Logo

The key consistent component for all TCC signs is the logo. See sample photo attached.

The logo will be included on all signs. The standard colour combination is green on a white or cream background. The leaf element will not be separated from the name. The relative size of the logo elements will not be altered. A consistent font/type-face will be used. It is recommended that the words *“Dedicated to preserving the significant natural features of the Couchiching-Severn region for future generations”* be placed immediately under the logo.

The current office phone number and web-site address for TCC will appear on the sign.

Acknowledgements

TCC has an excellent reputation for working with partners, land owners and donors. When designing signs, the acknowledgment of a property donor or financial donors toward the acquisition of a property will be considered on a sign-by-sign basis. Property donors will be consulted regarding additional wording. Financial donors will be consulted regarding anonymous or specific recognition. See samples- Prospect Marsh and Jennett Woods

Property use

Information regarding the use of the property by the public will be added on a sign-by-sign basis. For example, a sign might welcome certain groups (birders, walkers) or include restrictions regarding hunting or littering. In some cases a separate sign regarding permitted uses may be appropriate. See samples –Prospect Marsh and Jennett Woods

Examples of various signs

1. **Property owned by TCC.** See samples- Prospect Marsh and Jennett Woods
Sign will always include consistent design, logo, and wording. Property donors will be consulted regarding wording on a sign-by-sign basis.
2. **Stewardship agreements or property managed by the TCC.** See sample – Alexander Hope Smith
Requires consultation with the owner. Size of TCC logo to be compatible with owner's design and the coordination can result in a composite/single sign. Note that in some cases the owner's logo and lettering colour will differ from the TCC but an effort will be made to add TCC logo in the usual colours as well as the current office phone number/web site.
3. **Easement owned by the TCC.**
Sign may be considered with owner's permission and cooperation and is to be sized and worded accordingly.
4. **Property boundary signs** . See sample photo
TCC logo will be included on all property boundary signs.

Specifications

These are current (2010) specifications and may be updated from time to time.

- **Size:** main sign to be generally 4' high by 5' wide. Property boundary signs are generally 9"X 12".
- **Materials:** Core- plast (two pieces of aluminum with corrugated plastic in between).
- **Mounting:** dependent on the location but currently a minimum of two 4" by 4" posts complete with bracing. Signs mounted on a crib base with a roof will have 6" by 6" posts. See sample- Praire Smoke
- **Font type and size:** New Times Roman. Lettering is of sufficient size to ensure visibility from a reasonable distance.
- **Colour of logo:** particular Pantone shade #??
- **Current phone number:** (705) 326-1620
- **Web site:** www.couchconservancy.ca

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