



Policy Title: *Plaque Policy*

Policy Number: *CC014*

Report Number: *N/A*

Approved by: *Council*

Effective Date: *2003*

Business Unit: *City Clerk's*

BACKGROUND

The Executive Office approved changes in 2003 to the 1988 amendment to reflect changes in The Corporation and process for coordinating dedication plaques.

In 1988 The Board instructed that all plaques prepared for City public buildings, structures and other artifacts shall have reference to the City of Calgary in name and by crest as a minimum. Reference to a department or division by name or logo, if included, shall be in a less prominent type, size and location on the plaque

PURPOSE

To establish guidelines and criteria for creating City of Calgary plaques.

POLICY

Each City Business Unit/Department will be responsible for coordinating the wording and design of all plaques for the recommendation to their General Manager for approval.

City Clerk's (Protocol Division) will act as a resource to City Business Units/Departments and provide advice as required.

The following guidelines are for plaques created for or by The City of Calgary. They are broad enough to allow for creativity and diversity but are restrictive enough to ensure compliance with tradition and protocol.

1. Plaques should have:

- a) The City crest
- b) The corporate name: "The City of Calgary"
- c) The facility's name
- d) The Mayor



- e) The Aldermen
- f) The Executive Officers
- g) The Department Director/Officer most closely associated with the use of the facility
- h) The date of the official opening or dedication – if the exact date is known it should be put in the plaque, otherwise the month and year are appropriate

Plaques may have a dedication.

2. Plaques should have no more than:

- a) One Department Director or civic employee in addition to the General Managers (or else limited to the CEO)
- b) Three officials from other organizations or governments in addition to the person named in the dedication.
- c) No recognition should be given to contractors or consultants.

If the number of organizations or officials who could be acknowledged exceeds the above guidelines, then no one will be acknowledged in that particular category.

3. Order

Plaques should follow this order from the top down:

- a) The facility's name
- b) The dedication, if applicable
- c) The date of the official opening or dedication
- d) Federal Minister, if applicable
- e) Provincial Minister, if applicable
- f) The Mayor
- g) The Aldermen
- h) Official of Organization, if applicable
- i) The General Managers (or just CEO)
- j) The Department Director/Officer

The corporate name and The City crest should be above or below this order. Preferably, they should go above for official openings and below for dedications.



Plaques for City Departments/Divisions which have been authorized to use their own “marketing logo and name,” shall bear the Department’s/Division’s name and The City of Calgary crest.

4. Lists:

The Aldermen should be listed in alphabetical order. For the CEO and General Managers, the CEO should be listed first and the General Managers should be listed in alphabetical order.

Headings:

Lists should have headings, i.e.: Aldermen, Executive Office.

5. Names and Initials:

Officials from organizations, federal and provincial ministers, the Mayor and persons the facility is being dedicated after should have their full first and last name on the plaques. All other persons should have one or more initials but not their full first name.

Since a plaque is a work of art and should be symmetrical, names should have the same number of initials. If each person does not have the same number of initials, only one initial should be used for each person.

6. Official Titles:

Officials from organizations and federal and provincial ministers should have their full titles on the plaque. The person’s name should precede his or her official title by the use of a dash or by the placement of the official title below the person’s name, i.e.:

The Honourable Fred Bradley – Minister of Environment
Or
The Honourable Fred Bradley
Minister of Environment

In addition, the government the ministers represent should be acknowledged after the minister’s name and title by the use of “Province of Alberta” or “Government of Canada”.



If an official from an organization or a federal or provincial minister is on the plaque, the Mayor should have his or her full title “His Worship Dave Bronconnier – Mayor” followed by “The City of Calgary”. If an official from an organization or a minister is not on the plaque, the Mayor will have his or her full name placed beside the abbreviated title “Mayor”, i.e.: Dave Bronconnier – Mayor.

7. Sizing of Letters

The sizing of letters should follow the order below, which begins with the largest lettering (1) and progresses in sequence to the smallest lettering (4):

- a) The facility's name
- b) The corporate name; the date of the official opening or dedication
- c) The expansion, phase or annex of the facility; headings
- d) Names of persons and their official titles; the dedication

Please note that all persons' names are the same size.

8. Joint Projects

The preceding guidelines are for plaques created for or by The City of Calgary only. For joint projects, the wording, use of logos, etc., should be negotiated with the parties involved.

Procedure:

1. Departments obtain Guidelines for Plaques from City Clerk's (Citizen Recognitions & Protocol).
2. Plaque wording and the appropriate report to the General Manager are prepared by the requesting Department. The plaque wording will have a line for the signature of City Clerk's (Citizen Recognitions & Protocol) indicating that the wording conforms to the guidelines.
3. In the event that there are extenuating circumstances in the design and wording of the plaque, the department and City Clerk's will include an explanation in the body of the report or as an attachment.



4. Departments needing plaques should plan for a 6-8 week process for approval and production.

AMENDMENTS

1988 May 04