



Policy Title: Plaque Policy
Policy Number: CC014
Report Number: N/A
Approved by: City Council
Effective Date: 2003
Business Unit: City Clerk's Office

BACKGROUND

The City Manager's Office approved changes in 2003 to the 1988 amendment to reflect changes in The Corporation and process for coordinating 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 provide guidelines and criteria for creating City of Calgary plaques.

POLICY

Each City business unit is responsible for coordinating the wording of all plaques prior to General Manager approval.

The City Clerk's Office will act as a resource 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) City crest
- b) Corporate name: "The City of Calgary"
- c) Facility's name
- d) Mayor's name
- e) Councillors' names
- f) General Managers' names



- g) Name of the business unit Director most closely associated with the use of the facility
- h) 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 business unit Director or civic employee in addition to the General Managers (or else limited to the City Manager)
- b) Three officials from other organizations or governments, in addition to the person named in the dedication.

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.

No recognition should be given to contractors or consultants.

3. Order of Precedence

Names and other details should appear in order of importance (or precedence) from the top of the plaque to the bottom. The appropriate order is:

- a) Facility name
- b) Dedication, if applicable
- c) Date of the official opening or dedication
- d) Federal Minister, if applicable
- e) Provincial Minister, if applicable
- f) Mayor
- g) Councillors
- h) Official of Organization, if applicable
- i) General Managers (or just City Manager)
- j) Business unit Director.

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 business units which have been authorized to use their own “marketing logo and name” shall bear the business unit’s name and The City of Calgary crest.

4. Lists:

The Councillors should be listed in alphabetical order. For the City Manager and General Managers, the City Manager should be listed first and the General Managers should be listed in alphabetical order.

Headings:

Lists should have headings, e.g.: Councillors.

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 e.g.:

The Honourable Jane Smith – Minister of Environment
Or

The Honourable Jane Smith
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 John Smith – 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” e.g.: John Smith – Mayor.

7. Sizing of Letters

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

- a) Facility name
- b) Corporate name; the date of the official opening or dedication
- c) Expansion, phase or annex of the facility; headings
- d) Names of persons and their official titles; the dedication.

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 Office.
2. Plaque wording and the appropriate report to the General Manager are prepared by the requesting business unit. The plaque wording will have a line for the signature of the City Clerk or designate, 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 business unit and City Clerk’s Office 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.



REVISIONS

2021 January 12

AMENDMENTS

1988 May 04