

# CONSUMER PROTECTION PROGRAM (CPP) Signage Program Guideline

## 1. SITE ANALYSIS:

1. Conduct a Site Analysis to determine the exact number of signs to be printed and posted, including:
  - a) Livestock perimeter signs
  - b) Entry signs
  - c) Exit signs
  - d) Hand washing locations
    - Location
    - Procedures
  - e) Transitions zone signs
    - Do not touch animals
    - Comfort items
    - No food or drink
  - f) Inside the barn signs
    - Location
    - Procedures

## 2. DEVELOP SIGNS:

1. Select or design templates.
  - a) Check out the templates for signs available from the C.A.F.E. at [www.canadian-fairs.ca](http://www.canadian-fairs.ca)

All 8.5 x 11-inch signs (vertical or horizontal) have been designed at 300dpi.

This resolution will be high enough for offset printing if you require more than 500 copies.

For smaller quantities (less than 500) we recommend colour digital (laser) copies.

For large format printing such as digital copies on paper, foam board, coroplast or even specialty plastics enlargements up to 200% will be acceptable for an approximate final size of 17 x 22 inches (vertical or horizontal).

If you require bigger files for larger formats not listed above please contact CAFE.

2. Use a consistent theme and graphic style.
  - a) Background color
  - b) Graphics
  - c) Font style, size & color
3. Choose which signage types will be targeting children and design accordingly (simple message with simple words, kid-friendly graphics).

4. Determine if signs in alternate language(s) are needed.
  - a) Use professional translation services to insure use of language is in proper cultural context, including graphic images.
5. Determine size and materials to be used for each type of sign. Some important considerations include:
  - a) Will sign be inside a building or outside in the elements?
  - b) Once in place, is sign clearly visible by all visitors or will it be blocked by equipment, activities, or other items once the event begins?
  - c) Placement choices will determine type of materials used. Will sign be hung from rafters or ceiling; mounted to a wall; attached to a hand-wash station; on free-standing A-frame, post or other device placed in a road, walkway or aisle?
6. Have signs prepared and delivered in sufficient time ahead of needed date.
  - a) Carefully proof-read upon delivery.

## 3. IMPLEMENTATION PLAN:

1. Install signage according to Site Action Plan (SAP) developed. If record-keeping is part of your Consumer Protection Program:
  - a) Document on appropriate SAP form.
  - b) Photograph sign(s) in place before the start of the event.
2. Monitor signage during event, especially during peak usage times.
  - a) Photograph sign(s) in place and with perspective of human and animal traffic flow.
  - b) Are signs clearly visible?
  - c) Are there distracting factors you should have considered in placement?
  - d) Do the sign(s) need to be moved?
  - e) Is the size and material chosen appropriate for situation during peak usage times?
  - f) If changes are made during event, make record on appropriate form and take new photographs!

## 4. POST EVENT ANALYSIS:

1. Return all signs to storage. Check condition and note signs that will need to be replaced before next event.
2. Review records and photo documentation, file appropriately.
3. Prepare recommendations for changes for future (number of signs, types of signs, materials, placement, etc.)