

Alberta Conservation Association (ACA)

Date: 2014-2015

Project name: Conservation Site Signs—Design

Information, Education and Communications Program Manager: Ken Kranrod

Project Leader: Don Myhre

Primary ACA staff on this project: Don Myhre, Brad Taylor

Partnerships: N/A

Key Findings

Large format signs have been redesigned for better legibility and sponsor recognition.

Introduction

Each Conservation Site has branded signage. It is a way for us to recognize our partners, provide wayfinding for users and awareness of any restrictions on the site. We work with ACA's Land, Fisheries and Wildlife teams to produce these signs for Conservation Sites and their boundaries, fisheries access sites, pheasant release sites, thin ice warnings and interpretive trails.

Methods

We produce large format print files including illustrated aerial site maps and site specific information as required by Fisheries, Wildlife or Land teams. All signage is coordinated for production and printing to ensure best price, "batch" sizing and correct site sponsor recognition.

Results

Site Signs produced: Lac Cardinal West, Reiner, Weberville, Larches, North Kamisak Lake.

Interpretive Trails signs for Potter's Seep were designed and printed for 2015 installation.

Pheasant Release Site signs designed and printed.

Conclusions

Conservation Site signs were printed in a timely manner to coincide with seasonal installation.

We are working towards ensuring all ACA-operated Conservation Sites have the proper, branded signage to make it easy for the public to know when they are accessing a Conservation Site.

We are researching QR coding and donation formats to potentially include on site signs as appropriate.

Communications

On site signage is key to end-user ACA brand recognition, sponsor and landowner recognition.

Wayfinding and clear communications are key to active site proper use and on-the-ground promotion of Report a Poacher and Use Respect.