

THE UNIVERSITY OF EDINBURGH

POLICY

	Bilingual Signage Policy
Contacts	Communications & Marketing; Estates & Buildings; Gaelic Officer

Purpose	This policy provides guidance on where signage is to be bilingual in Scottish Gaelic (Gaelic) and English and how the principle of 'equal respect' is to be shown on this signage.
Overview	The Gaelic Language (Scotland) Act 2005 speaks of 'securing the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language'. The University has prepared a Gaelic Language Plan which gives due regard to the Gaelic Language (Scotland) Act 2005. Within this Plan, the University has made the following commitments: 'To develop a policy for the installation of bilingual signage at key areas of the University, including the Main Library, Halls of Residence and the new School of Literatures, Languages and Cultures building.' and 'Develop a policy for the installation of bilingual signage on other buildings on a replacement/renewal basis. The policy will be based on the principle that where bilingual signs are introduced they will demonstrate equal respect for Gaelic and English.' The University of Edinburgh's Gaelic Language Plan 2013-18 is available at: http://edin.ac/18keEW9
Scope	This policy applies across the University and should be noted by staff involved in all stages of the signage process. Gaelic Officer, Communications and Marketing and Estates and Buildings will lead in its implementation.
The Policy	Definitions: 1) Principal external signage: signage on the exterior of a building which designates the building's name, address, or what the building contains (example of this type of signage is attached below) 2) Principal internal signage: signage in the interior of a building which designates the building's name or the function of a main desk (ex. information desks in the library). This would be tailored to each site as internal signage varies across the University. 3) Reception desks: desks where external visitors are met and greeted.

	Location of signage: 1) All banners commissioned and displayed by the University on the two poles outside McEwan Hall will be bilingual (one in Gaelic, one in English). 2) Key areas identified for bilingual signage including the Old College Reception, Main Library, Pollock Halls of Residence and the new School of Literatures, Languages and Cultures building. Principal external and internal signage in these areas will be bilingual where reasonably practicable and introduced as signage is renewed or replaced. 3) Signage will be bilingual where the School of Scottish Studies Archives are housed and on any floor(s) where the Department of Celtic & Scottish Studies staff are located. 4) Across the University principal signage designating reception desks will be bilingual where reasonably practicable and introduced as signage is renewed or replaced. 5) Across the University, reception desks will be provided with bilingual Welcome signs which should be displayed prominently. 6) All plasma screens in the University will be provided with a bilingual welcome message which will be incorporated as a permanent feature of the stationary screen or in a slide rotation, as appropriate. 7) Principal signage designating the names of buildings will be bilingual throughout the University where reasonable practicable and introduced as signage is renewed or replaced. Appearance of signage: 8) As a guiding principle, Gaelic and English should be given equal prominence on signage. 9) Gaelic and English should be printed in the same font. 10) Gaelic and English should be printed either in the same colour or in colours of equal prominence/legibility. 11) Neither Gaelic nor English should be in bold, italics etc., unless this is done identically to both languages. Engagement: 12) As bilingual signage is displayed, sound files of the pronunciation of the names displayed will be made available on the University's website. Compliance: 13) The University will endeavour to implement this policy as stated. In cases where this will be impossible due to accessibility, planning, or funding requirements, the Gaelic Officer will be notified, and a record will be kept of where and why the policy has not been implemented. 14) Translation into Gaelic will be the responsibility of the Gaelic Officer.
Keywords	Signage Gaelic Bilingual

DOCUMENT CONTROL	
Date approved	11 November 2013
Approving authority	Central Management Group
Consultation undertaken	Communications and Marketing; Estates and Buildings; Gaelic Language Plan Working Group
Impact assessment	Yes
Date of commencement	11 November 2013
Amendment dates	Annual
Date for next review	11 November 2014
Section responsible for policy maintenance & review	Communications and Marketing; Estates and Buildings; Gaelic Language Plan Working Group
Related Policies, Procedures Guidelines & Regulations	-
Policies superseded by this Policy	-



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