

# Technical Safety BC advertising guidelines



[technicalsafetybc.ca](https://www.technicalsafetybc.ca)

Updated November 7, 2022

## Definition of advertising

Technical Safety BC defines “advertising” as any method of attracting customers or promoting the company to the public or other businesses. Advertising and promotional activities include all methods and materials, in whatever form or format, through which contractors communicate, represent, promote, market, enhance their image, or otherwise advertise themselves or the services they provide, to other contractors, customers, or the public.

## Advertising guidelines

The following guidelines have been created to create consistency in how licensed contractors represent their Technical Safety BC (TSBC) licence number in in-scope advertising.

A safety manager may determine exceptions in general, on a case-by-case basis, or under special circumstances. If you have a situation which you feel may warrant an exemption other than those listed in the guidelines, please inquire further by email to [enforcement@technicalsaftybc.ca](mailto:enforcement@technicalsaftybc.ca).

Contractors with multiple Technical Safety BC licences may select one of their licences to use as the “primary” licence and include only that licence numbering in advertising; however, contractors may alternatively choose to use all of their licence numbers in their advertising, or only the licence number that refers to the technology being advertised.

The legislation does not apply to contractors that provide services only to their own organization (e.g. such as municipalities and school districts), that hold contractors licences and do not advertise or offer their services to the public. This situation does not require an exemption from the regulation or guidelines as the regulation only applies to organizations offering their services to the public.

Phase 1 – January 1, 2023	
Form of advertising	Guidance / Recommendations
<b>General</b>	
<b>Word of mouth advertising</b>	Exempt
<b>Digital sales and marketing</b>	
<b>Online Marketplace (e.g., Craigslist, Kijiji, Facebook Marketplace listings)</b>	“TSBC Licence # LXX1234567” clearly visible within the body of the marketplace listing in the same size/font as the listing itself.
<b>Social media accounts</b>	“TSBC Licence # LXX1234567” clearly visible within the Account Profile section.
<b>Online advertisements (e.g., Facebook ads, Google ads, posts on other pages such as community bulletin boards or social media Buy &amp; Sell sites)</b>	“TSBC Licence # LXX1234567” must be clearly legible (font and size) within the ad or post. Licence numbers are required in posts made from your social media profile to other profiles/pages where the company is advertising its services for sale (e.g., social media community buy and sell pages).
<b>Social media posts on your own social media account</b>	Exempt. Your licence number is not required on every Facebook post to your own social media account (they are required when posting your services on other accounts – e.g., in groups or pages).
<b>Website</b>	“TSBC Licence # LXX1234567” clearly visible on the website.
<b>Online directories (e.g., Yelp, Google My Business, Better Business Bureau)</b>	“TSBC Licence # LXX1234567” clearly visible in the listing (e.g., in “About Us” section on BBB listing).
<b>Email</b>	If the email is advertising the company’s products or services then the email must contain “TSBC Licence # LXX1234567” clearly visible within the body of the email.
<b>Electronic newsletters/ emails</b>	The email must contain “TSBC Licence # LXX1234567” clearly visible within the body of the email in the same size/font as the listing itself.

Phase 2 – September 30, 2023	
Form of advertising	Guidance / Recommendations
<b>Documents and items used for sales and marketing</b>	
<b>Business cards</b>	“TSBC Licence # LXX1234567” clearly visible on the front or back of the card.
<b>Job quotes</b>	“TSBC Licence # LXX1234567” must be clearly legible (font and size) within the quote.
<b>Contracts</b>	“TSBC Licence # LXX1234567” must be clearly legible (font and size) within the contract.

<b>Invoices</b>	"TSBC Licence # LXX1234567" must be clearly legible (font and size) within the quote.
<b>Stationery/correspondence (e.g., letterhead)</b>	If the document is being used to advertise the company's products or services then the document must contain "TSBC Licence # LXX1234567" clearly visible within the document.
<b>Printed directory listings (e.g., Yellow Pages)</b>	Not required in regular phone directory listing (only advertisements per below).
<b>Printed directory advertisements</b>	Advertisements contained within a printed directory must contain "TSBC Licence # LXX1234567" clearly visible within the content.
<b>Brochures, handbills, door knockers, mailers</b>	"TSBC Licence # LXX1234567" clearly visible on all documents.
<b>Job site signage or portable signage (e.g., banners, fence signs)</b>	"TSBC Licence # LXX1234567" clearly visible on all site signage showing company name and/or brand: <ul style="list-style-type: none"> <li>• Minimum font size of one inch high</li> <li>• Must be in easily readable contrasting colours so that the licence number is easily visible (against the background colour)</li> </ul>
<b>Traditional sales and marketing</b>	
<b>Articles in publications (e.g. Industry magazines, newsletters)</b>	Exempt
<b>Advertisements in publications (e.g. Industry magazines, newsletters)</b>	"TSBC Licence # LXX1234567" clearly visible in the content.
<b>TV advertisements</b>	"TSBC Licence # LXX1234567" clearly visible in the content or announced.
<b>TV guest appearances</b>	Exempt
<b>Radio advertisements</b>	"TSBC Licence # LXX1234567" announced.
<b>Radio guest appearances</b>	Exempt
<b>Public appearances</b>	Exempt
<b>Sponsorships</b>	Sponsorships of provision of clothing (e.g., sports team jerseys) are exempt Sponsorships which involve the advertisement of the company in program materials etc. require the licence number per the guidelines for print and online advertisements elsewhere in these guidelines.
<b>Company branded clothing</b>	Exempt
<b>Company branded swag (e.g. pens, mugs)</b>	Exempt
<b>Third parties</b>	
<b>Dealer advertisements</b>	Publishing dealer relationships (mentioning that a contractor is an affiliate of a dealer) is exempt from these guidelines.

<b>General contractor advertisements</b>	Publishing relationships between general contractors and their subcontractors (mentioning that a contractor is a part of the development team or is a subcontractor) are <u>exempt</u> from these guidelines.
<b>Program memberships</b>	Publishing membership lists (mentioning that a contractor is a member of a program) is <u>exempt</u> from these guidelines.
<b>Suppliers</b>	Publishing lists of subcontractors that perform regulated work is <u>exempt</u> from these guidelines.

Phase 3 – January 1, 2024	
Form of advertising	Guidance / Recommendations
<b>Company assets used for sales and marketing</b>	
<b>Vehicles</b>	<p>If on a vehicle where company name or logo is displayed (i.e., a company branded vehicle) regardless if the vehicle is owned, leased or rented:</p> <ul style="list-style-type: none"> <li>Minimum font size of one inch high</li> <li>Must be in easily readable contrasting colours so that the licence number is easily visible (against the background colour)</li> <li>Can be on the back of the truck AND/OR on BOTH sides</li> <li>Must say “TSBC Licence #: LXX1234567”</li> </ul>
<b>Equipment</b>	Equipment (e.g. motorized equipment such as excavators, cranes, lifts) used in the course of work are exempt from the guidelines.
<b>Storefronts</b>	“TSBC Licence # LXX1234567” clearly visible at the store entrance (on the storefront window, if possible, if not then at a place readily visible to customers (e.g., where your business licence is displayed, behind customer service counters).