



Carson Soidhnichean dà-chànanach?

Tha soidhnichean dà-chànanach a' toirt sealladh eile do luchd-ceannaiche 's luchd-tadhail a bhios a' frithealadh an àite. Le bhith dèanamh Gàidhlig nas follasiche tro shoidhnichean dà-chànanach ann am bùithtean, taighean-òsta, àitean-bidhe agus gnìomhachasan eile, cuiridh seo ri samhail eachd agus cliù na sgìre. Tha soidhnichean dà-chànanach sònraichte ann a bhith ag àrdachadh gnìomhachas tron Ghàidhlig.

Bidh Gàidhlig:

- A' tarraing aire – bidh luchd-ceannaich a' mothachadh
- A' stèidheachadh fèin-aithneachaidh Albannach – ag ràdh "à Alba"
- A' cur do ghniomhachas ann an cuimhne dhaoine



Dè seòrsa shoidhnichean a tha freagarrach?

Soidhnichean taobh a-muigh, a-staigh, ceangailte, cuartaichte agus so-ghluasad. 'S dòcha gun gabh seòrsa eile a chuideachd – leigibh fios thugainn le ur planaichean.



"Tha Gàidhlig na pàirt cudthromach den innleachd-gnìomhachais againn 's feumail airson ar n-ìomhaigh a thogail don mhòr shluagh."

Michelle NicDhòmhnaill
An Lanntair

Tha an sgeama gu math simplidh: chan fheum sibh ach aon phrìs fhaighinn bho chompanaidh-soidhne agus dealbh a thoirt dhuinn mus tèid an soidhne a chur suas. Feumaidh an teacsa Gàidhlig a bhith cheart cho mòr 's a tha am Beurla agus bu choir don Ghàidhlig a bhith os cionn a' Bheurla.



Sanas

Bilingual signs, support and financial assistance



An ath-cheum

Tha na ceuman airson iarrtas luath 's simplidh. Cha toir e nas fhaide na 15 mionaidean gus am foirm-iarrtais a lionadh. Tha CnaG airson taic a thoirt dhuibh aig gach ìre agus bidh oifigear toilichte bruidhinn ribh uair sam bith.

Gheibhear foirm-iarrtais aig: www.cnag.org.uk

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Mu Chomunn na Gàidhlig

Tha dhà phrìomhachasan aig CnaG:

- Seirbheisean
- Leasachadh

Bidh sinn a' toirt taic do ghniomhachasan 's coimhearsnachdan gus Gàidhlig a neartachadh.

Taic-airgid

Faodar suas gu £700 fhaighinn bhon Sgeama Soidhnichean Dà-chànanach agus tha e comasach 50% de chosgaisean a thoirt seachad. Mar eisimpleir, ma chosgas soidhne £700 gheibh thu £350. Gheibhear £700 airson soidhne a chosgas £1400 ach chan fhaighear a bharrachd air £700.

"Bidh Co-Op na h-Alba a' cleachdadh shoidhnichean dà-chànanach anns ar bùthan.....mholamaid barrachd shoidhnichean agus tha sinn an dùil tuilleadh a chur suas"

Coinneach MacChoinnich
Àrd-Oifigear, Co-Op na h-Alba



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COMUNN NA GÀIDHLIG

www.cnag.org.uk

Creating opportunities for Gaelic

Why Bilingual signs?

Bilingual signs create an atmosphere which offers the customer and visitor to the area an experience with a difference. With Gaelic being more visible through bilingual signs displayed in shops, hotels, offices, restaurants and other businesses, this will enhance and add to the uniqueness and individuality of the area. Bilingual signs are a positive way of promoting business and services through the Gaelic language.

It's no secret that using Gaelic:

- Attracts attention – it's a cost effective way to get customers to look twice;
- Establishes your Scottish identity – it's the subtle way to say "made in Scotland";
- Boosts recall levels – people will remember you!



Financial Support

Up to £700 is available through the Bilingual Signage Scheme and we are able to provide assistance at a 50% level. For example, if a sign costs £700 you would get £350. The sum of £700 would be available for a sign that costs £1400 although this is the maximum financial assistance we are able to offer.

"Scottish Co-op uses bi-lingual signs in a number of its stores....we would encourage greater use of English/Gaelic bi-lingual signs and Scottish Co-op certainly has plans to introduce more of the signs."

Ken Mackenzie
Chief Officer, Scottish Co-Op

What sort of signs are suitable?

Signs that are outside, inside, fixed, enclosed and portable are all eligible. We may be able to assist with other types of signage—please contact us to discuss your plans.

"Gaelic is an important part of our business strategy and a useful tool to raise our profile with the public."

Michelle MacDonald
An Lanntair

The Scheme is very simple: one quote has to be sourced from a signage company and a proof passed to us before the sign is erected. The Gaelic typeface should be at least as big as the English and should appear above in all cases.



The Next Step

The procedures for applying for a grant are fast and simple and it should take no longer than 15 minutes to complete the form. CnaG is keen to support you at each stage and one of our officers will be happy to discuss your signs with you.

Application forms available at: www.cnag.org.uk

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About Comunn na Gàidhlig

CNAG has two operational areas:

- Services
- Development

We support businesses and communities in strengthening Gaelic.



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Sanas

Soidhnichean Dà-chànanach,
Cuideachadh 's Taic-airgid



www.cnag.org.uk

A' cruthachadh chothroman dhan Ghàidhlig

