



# Federal Visibility Guidelines for Funding Recipients and Partners of FedDev Ontario

## Introduction

The Federal Economic Development Agency for Southern Ontario (FedDev Ontario) is committed to providing transparent information to Canadians about expenditures for its programs and services.

These guidelines outline expectations for the use of graphic identifiers for FedDev Ontario and the federal government in accordance with Government of Canada policies and guidelines issued by Treasury Board Secretariat, including the *Federal Identity Program*, the *Communications Policy*, and the *Official Languages Act*. These guidelines apply to all grants and contributions recipients or FedDev Ontario partners, including Community Futures Development Corporations (CFDCs) in Southern Ontario.

Given the variety of situations where federal graphic identifiers may be applied, recipients and partners are encouraged to contact the FedDev Ontario Communications team directly for case-by-case guidance.

## Federal Identifiers

“Canada” Wordmark



Canada’s Economic Action Plan



English first for English publications



French first for French publications



## Presentation of Federal Identifiers

- Only authorized versions are to be used and are not to be altered in any way.
- The Canada wordmark and Economic Action Plan logo may not form part of a headline, phrase, or sentence.
- Colour versions of the Canada wordmark and Economic Action Plan logo shall be used when a colour printing process or colour advertising product is selected.

Please note that these symbols are trademark protected and may only be used as authorized by the Government of Canada.

## Use in promotional materials

Materials that communicate or promote projects or initiatives undertaken by grants and contributions recipients or FedDev Ontario partners are required to acknowledge the support of the federal government through the use of graphic identifiers. These materials include products for both internal and external audiences such as printed reports, posters, news releases, displays, paid advertisements and outdoor signage.

When federal identifiers are used, they are generally to be accompanied by an acknowledgement line in the text of the document or above the identifiers, such as “Supported by” or “In partnership with.” The acknowledgement line is required so it is clearly understood that the materials are not produced by Government of Canada.

Example:

With the support of the Federal Economic Development Agency for Southern Ontario

The logo consists of the word "Canada" in a serif font, with a small Canadian flag icon integrated into the letter 'a'.

## Use on web sites

When an identifier and acknowledgement line is used online, the text or identifier should be hyperlinked to the FedDev Ontario website at [www.feddevontario.gc.ca](http://www.feddevontario.gc.ca). In particular, CFDCs in southern Ontario must include on the home or main page of their website an acknowledgement of the Government of Canada’s contribution and hyperlink to the FedDev Ontario web site. These visuals should be placed in such a way that they can be viewed without scrolling down the page.

Example:

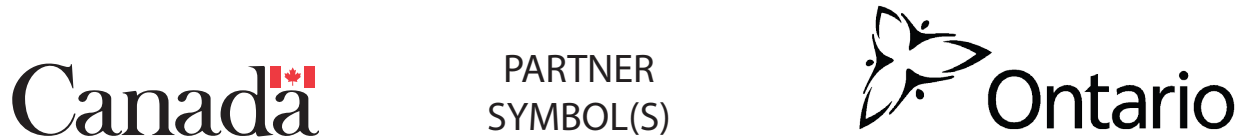
With the support of the [Federal Economic Development Agency for Southern Ontario](http://www.feddevontario.gc.ca)

The logo consists of the word "Canada" in a serif font, with a small Canadian flag icon integrated into the letter 'a'.

## Use with other logos

When the Government of Canada is one of several contributors to a project, the identifiers of all contributors should be visually balanced. There is no requirement governing the order of identifiers. In these instances FedDev Ontario is represented solely by the Canada wordmark.

Example:



Materials that are produced as part of day-to-day operations should not make reference to the federal government and are not to incorporate Government of Canada graphic identifiers. These materials include products such as letterhead and envelopes, business cards, or advertising related to staff recruitment or a tendering process.

## Economic Action Plan projects

Recipients of Economic Action Plan (EAP) funding through the Community Adjustment Fund (CAF) must include the EAP logo and Canada wordmark on promotional materials. The same requirements regarding an acknowledgement line and/or collaborative situation as outlined above apply in this situation.

Example:

With the support of the Federal Economic Development Agency for Southern Ontario



## Downloading graphic identifiers

Please visit the FedDev website to download the graphic identifiers seen in this document.

## Contact Us

For assistance, approval, or to obtain the federal graphic identifiers in alternate formats, please contact Sarah Roger at 416-973-5175. **For advertising requests, please allow a minimum of 14 days for approval.**