

ACOA Logo

Graphic checklist

✓ IS THE LOGO UNALTERED AND IN FULL INTENSITY?

There should be no artistic effects applied to the logo. It should always appear completely unaltered and in full intensity.

✓ WAS THE CORRECT LOGO COMBINATION SELECTED?

If ACOA is the only Government of Canada department providing funding, the ACOA logo and the Canada wordmark should both appear. In cases where more than one department is involved, use the Canada wordmark only.

ACOA only



Canada

More than one department

Canada

✓ ARE THE LAYOUT DIMENSIONS AND ASPECT RATION OK?

The logo shouldn't look distorted. The ACOA logo is always at the left of the Canada wordmark.

The top of the second line of the agency's name must be aligned with the bottom of the flag in the wordmark

The safe zone around the logo should also be respected to allow for enough space around the logo



The bottom of the third line of the ACOA name always aligns with the bottom of the Canada wordmark

✓ IS THE LOGO PAIRED WITH INCORRECT WORDING?

The Government of Canada recommends avoiding words like "sponsors" or "partners". When writing a text credit, it's best to be brief and to the point. When in doubt, use "funded by".

✓ IS THE TITLE LANGUAGE USED CORRECT?

The official bilingual title always appears in black next to the graphic symbol. On english-language or bilingual materials, the english title appears first. On french-language materials, the french title should appear first.

✓ ARE THE COLOURS CORRECT?

Government of Canada logos can only appear in full colour or in unified black or white (if against a dark background).



The colours featured in the logo are ACOA blue (Pantone 313), ACOA red (Pantone warm red) and black.