



# Recognizing ACOA Support



Atlantic Canada  
Opportunities  
Agency

Agence de  
promotion économique  
du Canada atlantique

Canada 

# Quick-Start Guide: Recognizing ACOA Support

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This short guide helps you understand what's expected when your project receives funding from the Atlantic Canada Opportunities Agency (ACOA). It contains the same information as Schedule 5 of your contribution agreement and adds some helpful tips.

An online version of this guide, as well as **graphic files** you can use, are available on [ACOA's website](#).

## Announcing your Project

- Announcing your project simply means making information about it public. This can happen several ways, including news releases, ribbon-cutting ceremonies or open houses – sometimes even just through a social media post!
- As part of your funding agreement, ACOA's Minister, local Members of Parliament, or other officials have the opportunity to be part of the announcement. ACOA will work with you, providing as much notice as possible before an announcement is planned.
- If the project is being announced by news release only, ACOA will either typically prepare the draft or coordinate with the organization leading the draft. We will ask you to verify the information and sometimes seek a quote from you.
- If the project is announced as part of a public event, ACOA will work with your organization to plan logistics and help support the activity. ACOA can usually provide audio-visual support, flags, and media coordination, but you will likely be asked to identify a suitable venue and invite guests.
- Verbal acknowledgement of ACOA's support should take place during speaking opportunities related to the project. E.g. "I would like to acknowledge the Atlantic Canada Opportunities Agency's support for (name of project or event). I would also like to welcome (name of representative) to our event today."
- Whenever possible, the ACOA corporate identity should be displayed on all event tickets and invitations, for example, as part of activities like opening, closing and welcoming ceremonies, receptions and other events.
- If there are multiple funding partners involved, ACOA will coordinate between them and ensure their role in the project is captured properly. Remember to keep your funding confidential until the announcement, and if you need to reference it for some reason beforehand, please let us know
- If your organization wants to announce the project before ACOA contacts you about it, let your Project Officer know and we can look into options.
- Once your project has been announced, you are welcome and encouraged to spread the word even further through social media channels and your professional or community networks!

## Recognizing ACOA in Communications

- You must acknowledge ACOA and the Government of Canada in promotions and communications about your project. Examples include:
  - If your project includes a website, ACOA's support should be referenced on it.
  - If your project is to host an activity like a webinar, and you are promoting it through social media, ACOA's support should be referenced in your posts about it.
  - If your organization publishes an annual report, ACOA's support should be referenced there.
  - If your project is being advertised on radio, television, or online, ACOA's support should be referenced.
  - If your project is supporting a business accelerator or training program, ACOA's support should be mentioned in participant materials.
  - If your project includes participation in a trade show or industry conference, ACOA's support should be visible on your booth signage, delegate materials, or event program.
  - These are just a few examples. If you have any questions or are not sure what activities require recognition, please ask your Project Officer.
- Examples of how to reference ACOA's support include:
  - "With support from the Atlantic Canada Opportunities Agency"
  - "Supported by the Atlantic Canada Opportunities Agency"
  - "With thanks to the Atlantic Canada Opportunities Agency"
- ACOA's support should never be referenced with statements like:
  - "Sponsored by..."
  - "In partnership with..."
  - "In collaboration with..."
- Whenever possible, ACOA's graphic identifier should be included in your materials. [Click here to download a copy](#) in various formats. ACOA will need to review and approve use of our graphic identifier before publication, so please be sure to leave time for this in your planning.

## Impact Stories & Photos

- ACOA may want to share your project's story on its website or social media.
- You may be asked to provide quotes, photos, or participate in interviews or videos to help promote your project.
- By signing your contribution agreement, you agree to help when ACOA requests materials for the purposes of promotion or communication.

## Public Disclosure of Funding

- Your project can be considered disclosed to the public once any of the following has taken place:
  - It's been announced.
  - Details have been posted to the [Open Government website](#), which typically happens within 30 days of the end of the financial quarter when your agreement was signed.
  - 60 days after you sign the agreement, whichever comes first.
- **Important:** Public Disclosure is not the same as recognition, and you are required to meet your recognition obligations even once details about your project have been publicly disclosed. We just wanted to make you aware that there could be information disclosed about your project before an announcement takes place.

# ACOA corporate identity

ACOA's corporate identity consists of the ACOA departmental signature and the Canada wordmark, as shown below. The ACOA departmental signature should never be used on its own, without the Canada wordmark alongside it. Proper use of the ACOA corporate identity (also known as logo) helps people recognize that your project or activity is supported by the Government of Canada through the Atlantic Canada Opportunities Agency.

## Technical specifications for ACOA corporate identity

To ensure the integrity of the ACOA corporate identity, care must be taken to avoid any alterations. It should be displayed prominently, have sufficient space around it, and must not be part of a headline, phrase or sentence. There should be no artistic effects applied to the logo, and it should always appear completely unaltered and at 100% opacity.



## Colour usage

Government of Canada logos can only appear in full colour or in unified black or white (if against a dark background). No other colours are acceptable.

### Colour



The colours featured in the logo are ACOA blue (Pantone 313), ACOA red (Pantone warm red) and black. Colours can not be modified. This version can be used on white or very light backgrounds

### White



The white version of the logo is to be used on black or darkly coloured backgrounds.

### Black



A solid black (or white) version is to be used in black and whited document.

## Equal acknowledgement

The ACOA corporate identity must receive the same prominence and proportion as the logos and identifiers of other funding parties who have made similar financial contributions.

## Acknowledgement in both official languages

For bilingual publications, use the English-first version of the acknowledgement text when English appears first, and vice versa for the French.

Printed material that is produced in separate, unilingual versions, or in a bilingual recto-verso format, is also permitted.

## When to use the Canada wordmark instead

When more than one federal department or agency provides financial assistance, the ACOA corporate identity should not be used, and only the Canada wordmark should be used instead. In these cases, the accompanying text should also refer to the Government of Canada instead of the Atlantic Canada Opportunities Agency.



The rest of this guide will only reference the ACOA corporate identity, but the requirement to use only the Canada wordmark when working with more than one federal funder applies in all situations.

## Graphic Files

[Download a ZIP file containing the ACOA corporate identity and the Canada wordmark.](#)

We have provided the ACOA corporate identity and Canada wordmark in various colours and formats to make it easy to recognize ACOA's support. **However, you are still required to have your materials reviewed by your ACOA account manager prior to publication.**

# Examples of client social media posts recognizing ACOA support

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## Congratulations on Your Project

### Now, let's get the word out!

We would love it if you would share news about ACOA's support for your project on your social media channels. Be sure to make an English post and a French post if you can – it will help us amplify your message!



### Sample Facebook Post

#### **We've got some exciting news to share!**

Thanks to support from the Atlantic Canada Opportunities Agency (ACOA), we are [brief project description, e.g., "upgrading our equipment and expanding operations"].

This investment is helping us grow sustainably, create new jobs, and make a difference in our community.

Huge thanks to ACOA for believing in local [businesses / organizations] like ours and supporting innovation right here in Atlantic Canada.

#ACOA #AtlanticCanada #Innovation  
#SmallBusiness

#### **Nous avons une grande nouvelle à partager!**

Grâce au soutien de l'Agence de promotion économique du Canada atlantique (APECA), nous avons pu [brève description du projet, par exemple : « moderniser notre équipement et élargir nos activités »].

Cet investissement nous aide à croître de façon durable, à créer de nouveaux emplois et à avoir un impact positif dans notre collectivité. Un immense merci à l'APECA de croire en des [entreprises / organismes] de notre région, comme la nôtre, et de soutenir l'innovation ici même, au Canada atlantique.

@APECA Canada #CanadaAtlantique  
#Innovation #PetitesEntreprises



## Sample LinkedIn Post

We're proud to announce that [Business / Organization] has received support from the Atlantic Canada Opportunities Agency (ACOA) to [brief description, e.g., "expand operations"].

With this funding, we'll be able to [insert project goal—e.g., "invest in new manufacturing equipment," or "launch this new initiative"].

This will not only support our long-term goals as a [company / organization] but will also create jobs and contribute to the resilience and competitiveness of our region.

Atlantic Canada is full of talented entrepreneurs and innovative thinkers. We're honoured to be among those working to build a stronger future for our communities. ACOA's support reinforces how important collaboration is to helping businesses like ours thrive and succeed.

Our thanks to ACOA for their belief in our vision—and for their ongoing commitment to economic development in Atlantic Canada.

@ACOA-APECA #AtlanticCanada  
#SmallBusinessGrowth #Innovation  
#ResilientCommunities  
#EconomicDevelopment

Nous sommes fiers d'annoncer que [entreprise / organisme] a reçu l'appui de l'Agence de promotion économique du Canada atlantique (APECA) pour [brève description, par exemple : « accroître ses activités »].

Grâce à ce financement, nous pourrions [objectif du projet – par exemple : « investir dans de nouveaux équipements de fabrication » ou « lancer cette nouvelle initiative »]. Ce soutien nous permettra non seulement d'atteindre nos objectifs à long terme en tant qu'[entreprise / organisme], mais aussi de créer des emplois et de renforcer la résilience et la compétitivité de notre région.

Le Canada atlantique regorge d'entrepreneurs talentueux et d'innovateurs. Nous sommes honorés de faire partie de ceux et celles qui travaillent à bâtir un avenir plus fort pour nos collectivités. L'appui de l'APECA montre à quel point la collaboration est essentielle à la réussite d'entreprises comme la nôtre.

Un grand merci à l'APECA pour sa confiance en notre vision et pour son engagement continu envers le développement économique du Canada atlantique.

@ACOA-APECA #CanadaAtlantique  
#CroissancePME #Innovation  
#CollectivitésRésilientes  
#DéveloppementÉconomique



## Sample **Instagram** Post

🚀 Big things are happening at [Business / Organization]!

We're thrilled to share that we are [brief description, e.g., "expanding operations"], thanks to support from the Atlantic Canada Opportunities Agency (ACOA).

This means more innovation 💡, more growth 📊, and more opportunities right here in Atlantic Canada.

We're so proud to do this work in a region full of creativity, opportunity, and potential—and also grateful to ACOA for investing in that future with us.

Stay tuned... because we're just getting started!  
@ACOACanada #AtlanticCanada  
#Entrepreneurship

🚀 De grandes choses se passent chez [entreprise / organisme]!

Nous sommes ravis de vous annoncer que nous [brève description, par exemple « élargissons nos activités »] grâce au soutien de l'Agence de promotion économique du Canada atlantique (APECA).

Cela veut dire encore plus d'innovation, 💡 de croissance 📊 et de possibilités ici même, au Canada atlantique.

Nous sommes fiers de faire partie d'une région riche de créativité, d'occasions et de potentiel, et reconnaissants envers l'APECA d'investir dans cet avenir avec nous.

Restez à l'écoute, ce n'est qu'un début!  
@APECACanada #CanadaAtlantique  
#Entrepreneuriat



## Sample **X (Formerly Twitter)** Post

Big news!

With support from @ACOACanada, we're [e.g. expanding / retooling] our [business / organization] and creating new opportunities right here in Atlantic Canada.

Excited for what's ahead.

Thank you, ACOA! #AtlanticCanada  
#Innovation #SmallBiz

🔗 <https://ow.ly/abc123>

Grande nouvelle!

Avec l'appui de l'@APECACanada, nous [ex. : agrandissons / modernisons] notre [entreprise / organisme] et créons de nouvelles occasions ici même, au Canada Atlantique.

Nous sommes impatients de voir ce que l'avenir nous réserve.

Merci, APECA! #CanadaAtlantique  
#Innovation #PetitesEntreprises

🔗 <https://ow.ly/abc123>