

# VISIBILITY GUIDELINES

For **Prairies Economic Development Canada**





## Content

### INTRODUCTION

### MATERIALS

### WHY ACKNOWLEDGE

### FED. IDENTIFIERS

### RULES

### PRESENTATION

### CONDITIONS

### OTHER LOGO?

### THANK YOU

# INTRODUCTION

- The Government of Canada is committed to providing transparent information to Canadians about expenditures for its programs and services. Prairies Economic Development Canada (PrairiesCan) shares this commitment to inform Canadians in Alberta, Saskatchewan and Manitoba – where its services are located – to ensure transparency about programs and how the department spends public funds.
- As such, proper acknowledgement must be given to PrairiesCan for the projects and activities that the department funds, which include:
  - PrairiesCan's grants and contributions programs
  - PrairiesCan's joint programs and investments with the three Prairie provinces, municipalities and other partners
  - Activities undertaken by partners in the Prairies Business Service Network (PBSN)
  - This guideline provides direction for the use of PrairiesCan identity in accordance with the [Policy on Communications and Federal Identity](#), and outlines expectations for use of PrairiesCan graphic identifiers when acknowledgement is required.



## Content

INTRODUCTION

MATERIALS

WHY ACKNOWLEDGE

FED. IDENTIFIERS

RULES

PRESENTATION

CONDITIONS

OTHER LOGO?

THANK YOU

## PROMOTIONAL MATERIALS

3

- Materials that communicate or promote projects or initiatives undertaken with support from PrairiesCan **must** acknowledge this support. These materials may include:



Websites &  
Social Media



Signage



Reports &  
Publications



Public  
Displays



Advertising  
(print, TV, radio, web)



Featured  
Articles



News  
Releases



## Content

INTRODUCTION

MATERIALS

WHY IT MATTERS

FED. IDENTIFIERS

RULES

PRESENTATION

CONDITIONS

OTHER LOGO?

THANK YOU

## WHY THESE GUIDELINES MATTER

- These guidelines ensure our federal identifiers are applied correctly and consistently within all communications, on all platforms, and through all media.
- By following these guidelines when using the PrairiesCan identifiers, you help us increase our credibility, enhance our authority and, most importantly, make PrairiesCan more worthy of trust in the eyes of Canadians and those we serve in Alberta, Saskatchewan, and Manitoba.





## Content

INTRODUCTION

MATERIALS

WHY IT MATTERS

FED. IDENTIFIERS

RULES

PRESENTATION

CONDITIONS

OTHER LOGO?

THANK YOU

# FEDERAL GOVERNMENT IDENTIFIERS

5

- The **PrairiesCan's signature** consists of the Canada flag symbol and the department's applied title in both official languages.
  - It is commonly referred to as the Federal Identity Program (FIP) signature.

## English FIP Signature



Prairies Economic  
Development Canada

Développement économique  
Canada pour les Prairies



Prairies Economic  
Development Canada

Développement économique  
Canada pour les Prairies



Prairies Economic  
Development Canada

Développement économique  
Canada pour les Prairies



Prairies Economic  
Development Canada

Développement économique  
Canada pour les Prairies

## French FIP Signature



Développement économique  
Canada pour les Prairies

Prairies Economic  
Development Canada



Développement économique  
Canada pour les Prairies

Prairies Economic  
Development Canada



Développement économique  
Canada pour les Prairies

Prairies Economic  
Development Canada



Développement économique  
Canada pour les Prairies

Prairies Economic  
Development Canada

- The **Canada wordmark** is the global symbol of the Government of Canada.

Canada

Canada

Canada

Canada



## Content

INTRODUCTION

MATERIALS

WHY IT MATTERS

FED. IDENTIFIERS

RULES

PRESENTATION

CONDITIONS

OTHER LOGO?

THANK YOU

# RULES FOR ACKNOWLEDGMENT

6

- For proper acknowledgement, the use of federal government identifiers, specifically the PrairiesCan FIP signature and the Government of Canada wordmark, *is mandatory*.
- The Canada wordmark must be used whenever the PrairiesCan FIP signature is used.

## Option 1:



Prairies Economic  
Development Canada

Développement économique  
Canada pour les Prairies

Canada

## Option 2:



Prairies Economic  
Development Canada

Développement économique  
Canada pour les Prairies

Canada





## Content

INTRODUCTION

MATERIALS

WHY IT MATTERS

FED. IDENTIFIERS

RULES

PRESENTATION

CONDITIONS

OTHER LOGO?

THANK YOU

# RULES FOR ACKNOWLEDGEMENT

7

- When federal identifiers are used, **they are generally to be accompanied by an acknowledgement line** so it is clearly understood that the materials are not a Government of Canada product.
- The Canada wordmark must be used whenever the PrairiesCan FIP signature is used; however, it is acceptable to ***use an acknowledgement line with the Government of Canada wordmark only*** (i.e., omit the PrairiesCan FIP signature).

## Sample Acknowledgement Lines:

- “This initiative (or project or campaign) is supported (or supported in part) by Prairies Economic Development Canada”
- “Supported by : Prairies Economic Development Canada”
- “Community Futures (insert location) is part of the Prairies Business Service Network, supported by Prairies Economic Development Canada”
- “This initiative is supported by the Government of Canada through Prairies Economic Development Canada”

## Examples:

Supported by the Government of Canada  
through Prairies Economic Development Canada:

Canada 

This initiative is supported by Prairies  
Economic Development Canada:

Canada 

Supported by:  
Prairies Economic  
Development Canada

| Canada 



## Content

INTRODUCTION

MATERIALS

WHY IT MATTERS

FED. IDENTIFIERS

RULES

PRESENTATION

CONDITIONS

OTHER LOGO?

THANK YOU

# RULES FOR ACKNOWLEDGEMENT

8

- Alternatively, it is permissible to use the following phrases on one line, with the PrairiesCan FIP signature and the Canada wordmark placed below:
  - Supported by:
  - Proudly supported by:
  - In partnership with:
  - With the participation of:
  - With the support of:

## Examples:

### Supported by:



Prairies Economic  
Development Canada

Développement économique  
Canada pour les Prairies

Canada

### With the participation of:



Prairies Economic  
Development Canada

Développement économique  
Canada pour les Prairies

Canada





## Content

INTRODUCTION

MATERIALS

WHY IT MATTERS

FED. IDENTIFIERS

RULES

PRESENTATION

CONDITIONS

OTHER LOGO?

THANK YOU

# PRESENTATION OF FEDERAL IDENTIFIERS

9

Only authorized versions are to be used and can not be altered in any way.



Identifiers are to be displayed in generous open space as two distinct elements.



Identifiers should not appear on anything but a solid, high-contrast background.



Identifiers may not form part of a headline, phrase, or sentence.

Supported by the Government of Canada





## Content

INTRODUCTION

MATERIALS

WHY IT MATTERS

FED. IDENTIFIERS

RULES

PRESENTATION

CONDITIONS

OTHER LOGO?

THANK YOU

# PRESENTATION OF FEDERAL IDENTIFIERS

10

For English materials, the FIP signature used should have the English title first.



For French materials, the French title should come first on the FIP signature.





## Content

INTRODUCTION

MATERIALS

WHY IT MATTERS

FED. IDENTIFIERS

RULES

PRESENTATION

CONDITIONS

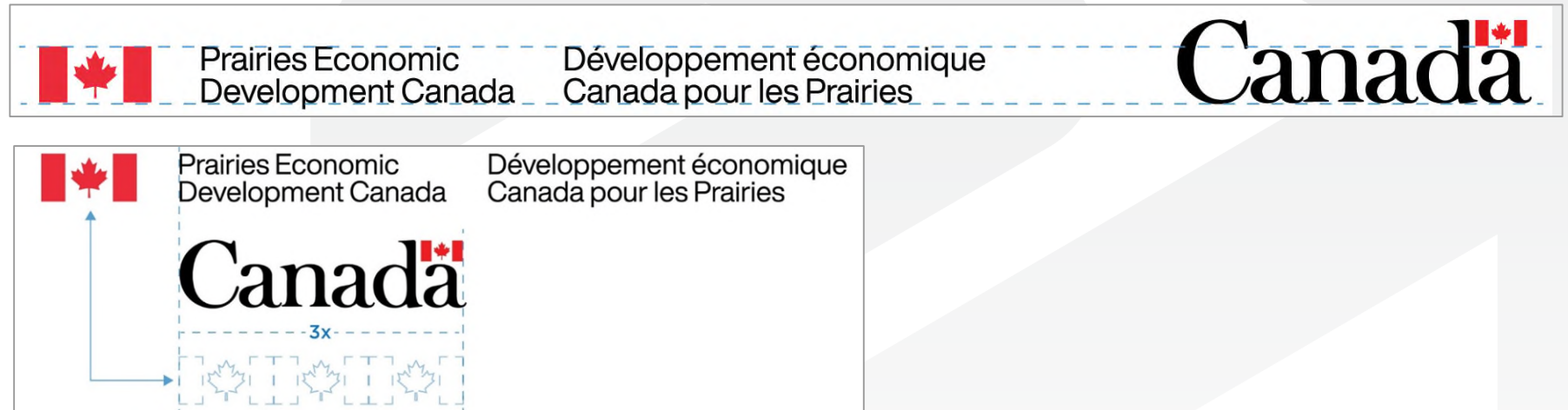
OTHER LOGO?

THANK YOU

# PRESENTATION OF FEDERAL IDENTIFIERS

11

- The Canada wordmark must be slightly (visibly) larger than the FIP signature and, if presented in stacked form, the Canada wordmark must align with the department name text on the left.



- As a general rule, federal graphic identifiers appear at either the top or bottom of an item (be it signage, website, print advertisement or report cover).





## Content

INTRODUCTION

MATERIALS

WHY IT MATTERS

FED. IDENTIFIERS

RULES

PRESENTATION

CONDITIONS

OTHER LOGO?

THANK YOU

# PRESENTATION OF FEDERAL IDENTIFIERS

12

## Website

- All web ads (banner ads, pop-up ads or other) should reference the support of PrairiesCan with an acknowledgement line and the Canada wordmark if space permits.
- "Prairies Economic Development Canada (PrairiesCan)" text or the PrairiesCan FIP signature is to be hyperlinked to PrairiesCan's website at [www.canada.ca/en/prairies-economic-development.html](http://www.canada.ca/en/prairies-economic-development.html), and the Government of Canada wordmark is to be hyperlinked to the Canada site, [www.canada.ca](http://www.canada.ca)

## Radio

- For radio advertising, a tag line such as "Proudly supported by Prairies Economic Development Canada" must be included at the conclusion of the spot.
- Example: "The (xx project or fund) is funded by the Government of Canada through Prairies Economic Development Canada."



## Content

INTRODUCTION

MATERIALS

WHY IT MATTERS

FED. IDENTIFIERS

RULES

PRESENTATION

CONDITIONS

OTHER LOGO?

THANK YOU

## CONDITIONS

13

- The FIP signature and Canada wordmark are trademark protected and **may only be used with permission.**
- All communications must accurately reference that the project or program is being funded or supported by Prairies Economic Development Canada (PrairiesCan).
- All uses of PrairiesCan and Government of Canada identifiers **must** be reviewed and approved by PrairiesCan's Communications Branch prior to publication

### Contact:

- Please contact a PrairiesCan office to request the federal identifiers needed, for more information and guidance in the usage of the identifiers, or for review and approval of said identifiers in use.
  - **Service locations directory:** [www.canada.ca/en/prairies-economic-development/corporate/contact/offices.html](http://www.canada.ca/en/prairies-economic-development/corporate/contact/offices.html)
  - Toll free: 1 (888) 338-9378



## Content

INTRODUCTION

MATERIALS

WHY IT MATTERS

FED. IDENTIFIERS

RULES

PRESENTATION

CONDITIONS

OTHER LOGO?

THANK YOU

## WAIT, WHAT IS THIS THEN?

14

- You may have noticed these new design elements appearing in some of PrairiesCan's communications materials, including presentations and social media posts.



- While these elements have been created to help PrairiesCan establish itself as a new regional development agency and enhance its brand awareness and visual identity, **they can not be used as replacements for the PrairiesCan FIP signature and Canada wordmark.**



Supported by:

**PrairiesCan** 



**MANAGER,  
INNOVATION ECOSYSTEM**

**PrairiesCan**

**Canada** 

- For PrairiesCan staff: use of PrairiesCan's visual identity is outlined in **PrairiesCan's Departmental Branding Guidelines.**

# Thank you!



Prairies Economic  
Development Canada

Développement économique  
Canada pour les Prairies

Canada 