



	StrongerBC	CleanBC	WorkBC	ChildCareBC	BuyBC
Applying a brand:	<p><b>StrongerBC</b> is B.C.'s economic plan – from bringing down costs for people, to training for the jobs of tomorrow, to tackling climate change, it creates opportunities for people — and builds on B.C.'s strengths.</p> <p>It includes much of the work that falls under CleanBC, WorkBC, ChildCareBC and BuyBC.</p> <p><i>StrongerBC is a core brand of the Government of B.C.</i></p>	<p><b>CleanBC</b> is about preparing for and taking action on climate change while protecting and preserving our environment.</p> <p><i>Part of building a StrongerBC.</i></p>	<p><b>WorkBC</b> is about connecting people and businesses with opportunities across B.C., including career opportunities and training.</p> <p><i>Part of building a StrongerBC.</i></p>	<p><b>ChildCareBC</b> is B.C.'s plan to make quality child care affordable for all families.</p> <p><i>Part of building a StrongerBC.</i></p>	<p><b>BuyBC</b> provides support for B.C. farm producers and processors, retailers, farmers markets, restaurants, industry associations and our economy.</p> <p><i>Part of building a StrongerBC.</i></p>
When to use a brand:	<p>Use <b>StrongerBC</b> when describing initiatives related to: bringing down costs for people, job creation that is not specific to WorkBC activities and programs, building more housing, economic development, and infrastructure investments, such as:</p> <ul style="list-style-type: none"> <li>✓ Transit</li> <li>✓ Schools and seismic upgrades</li> <li>✓ Highways</li> <li>✓ Water and wastewater facilities</li> <li>✓ Recreation centres</li> <li>✓ Better services</li> </ul> <p>For a broader scope of what's included, visit <a href="http://StrongerBC.gov.bc">StrongerBC.gov.bc</a>.</p>	<p>Use <b>CleanBC</b> <i>instead of StrongerBC</i> when describing initiatives related to preparing for and taking action on climate change, protecting and preserving our environment, using clean energy, fighting climate change and adapting to extreme weather, such as:</p> <ul style="list-style-type: none"> <li>✓ B.C.'s Roadmap to 2030</li> <li>✓ CleanBC GoElectric</li> <li>✓ CleanBC BetterHomes</li> </ul>	<p>Use <b>WorkBC</b> <i>instead of StrongerBC</i> when describing specific programs and services offered through <b>WorkBC</b>, such as:</p> <ul style="list-style-type: none"> <li>✓ WorkBC career toolkit</li> <li>✓ WorkBC job board</li> <li>✓ WorkBC training programs</li> <li>✓ Find Your Fit</li> <li>✓ WorkBC career profiles</li> <li>✓ WorkBC labour market data</li> </ul>	<p>Use <b>ChildCareBC</b> <i>instead of StrongerBC</i> when describing specific programs and initiatives related to the <b>ChildCareBC</b> plan, such as:</p> <ul style="list-style-type: none"> <li>✓ ECE wage enhancements</li> <li>✓ Reducing child care fees for parents</li> <li>✓ Building more child care spaces</li> <li>✓ When the intended audience is caregivers of young children.</li> </ul>	<p>Use <b>BuyBC</b> <i>instead of StrongerBC</i> when encouraging British Columbians to buy local B.C. produce and products, and when describing specific programs and initiatives related to <b>BuyBC</b>, such as:</p> <ul style="list-style-type: none"> <li>✓ Eat. Drink. Local.</li> <li>✓ Every Chef Needs a Farmer</li> </ul>
When <b>not</b> to use a brand:	<p>Examples of initiatives this brand does not include:</p> <ul style="list-style-type: none"> <li>✗ Government's response to COVID-19.</li> <li>✗ Government's response to the overdose crisis.</li> <li>✗ Emergency response</li> <li>✗ Indigenous relations and reconciliation initiatives not related to economic development</li> </ul>	<p>Use the <b>StrongerBC</b> brand <i>instead of CleanBC</i> when:</p> <ul style="list-style-type: none"> <li>✓ Discussing climate action and preparedness initiatives as part of job creation initiatives, or as aspects of B.C.'s economic plan or vision.</li> <li>✓ When climate action is being discussed as a component part of a larger strategy, such as the StrongerBC Economic Plan.</li> <li>✓ When the content relates to disaster recovery.</li> </ul>	<p>Use the <b>StrongerBC</b> brand <i>instead of WorkBC</i> when:</p> <ul style="list-style-type: none"> <li>✓ Summarizing job creation and/or skills training investments in the context of B.C.'s economic plan.</li> <li>✓ When talking about preparing for the jobs of the future.</li> </ul>	<p>Use the <b>StrongerBC</b> brand <i>instead of ChildCareBC</i> when:</p> <ul style="list-style-type: none"> <li>✓ Discussing child care investments as a benefit to the economy.</li> <li>✓ When the intended audience is one interested in the economy, or benefits to businesses.</li> <li>✓ When discussing child care investments as a component part of a larger government effort to bring down costs for people.</li> </ul>	<p>Use the <b>StrongerBC</b> brand <i>instead of BuyBC</i> when:</p> <ul style="list-style-type: none"> <li>✓ When summing up investments in agricultural production.</li> <li>✓ When discussing supports for business and trade.</li> </ul>