



Canada–British Columbia Labour Market Development Agreement Communications Guide

Labour Market Development Branch
Ministry of Jobs, Tourism and Skills Training
November 2015

Overview	2
Guidelines	3
Communications	3
Logo Use	5
Canada Wordmark and BC Mark	6
Tagline	7
Third Party Logo Use Approval Form	14
Photography Release Form	16

The Canada-British Columbia Labour Market Development Agreement includes requirements for recognizing government funding in advertising with communication tools like news releases. This guide provides you information about these requirements.

An organization may not use the Federal or provincial logos without permission. Logos and funding acknowledgement may only be used with respect to the specific programs or services that receive Canada-BC LMDA funding.

Sample advertisements, inserts and other marketing products are shown beginning on page 8. *Your ministry program contact will provide you with electronic versions of the logos. Please only use these electronic versions– do not cut/paste the logos in this document.*

Communications

All communication materials referring to programs and services funded under the Canada-British Columbia Labour Market Development Agreement must acknowledge the contribution made by the Government of Canada and the Province of British Columbia. The following are some examples of when recognition of government funding is required by including the Canada and BC Mark and/or tagline. See Page 6 of the Guidelines for detailed information on the Canada and BC marks.

- News releases that focus on the funded service.
- Any planned event or activity promoting the funded service.

Please see examples beginning on page 6 for correct use of logos and acknowledgment wording. Complete a 3rd party ad-approvals form. The form is available through your ministry contact (see page 14).

Steps to Follow:

Approval Form:

- See page 11

Advertising:

- Submit a sample of the advertisement by using the template provided on page 8 or an ad you have developed.
- Obtain permission to use the advertisement via your ministry contact. Ensure your ministry contact is aware of the media deadline. But sure to provide ample time for advertisement approval.

Websites:

- Government logos may be used on your website, but only on the pages directly related to the program being funded. Use of the logos must also include the tagline (see Tagline, page 7).

Steps to Follow *(continued)*:

News releases:

- Government will always have the first opportunity to announce funded programs. Local news releases or advertisements may be concurrent or follow a federal-provincial release, or if your program manager advises that no government release will be made.

Business Cards:

- Government logos are never to be used on business cards.

Possible Government Communications:

You may be asked to participate in program announcements made by government. These may include one, or all, of the following:

- Announcement of project implementation – An event or news release outlining when, where, and what project is to be delivered.
- Event opportunity or local news release.
- Completion of project – An event or news release profiling successful outcomes.

BC Marks should appear in two-colour version whenever possible. When the background field is light the BC Mark is to appear in its preferred positive two colour version. For dark backgrounds, a reverse image (shown below at right) is also available.

Do not cut and paste logos from this guide. Please obtain graphic files in the appropriate file format for your ads, brochures and web pages from your program contact.

Minimum size of horizontal format: The BC Mark's symbol should never be less than 0.3 inches (.76 cm) in height. For web usage the mark's total height should never be less than 45 pixels.



▶ Horizontal format minimum height = 0.3"

The proportion (height-to-width ratio) must **never be changed when reducing or enlarging a logo.**



▶ Never squash or stretch the logo to make it fit.

When only one colour is available for use, the solid-colour version is provided in both positive and reverse. Individuals must follow the guidelines above when choosing the appropriate format for a light or dark background.



▶ Single-colour, solid positive version

Where the BC Mark appears against a detailed background, such as a photograph, users are required to ensure that the detail and tonal value of the background permit the mark to remain legible and prominent. Colours and hues that conflict with the values and hues of the BC Mark's colours are to be avoided.



▶ Poor contrast-- Unacceptable use



▶ Good contrast-- Acceptable use



Canada Wordmark, B.C. Mark (horizontal version) and Jobs Plan Logo

SAMPLE *Canada Wordmark, B.C. Mark and Jobs Plan Logo are to be visually similar in size.*



*Funding provided through the Canada-British Columbia
Labour Market Development Agreement.*



▶ **MISUSE** *B.C. Mark is proportionally too small*



▶ **MISUSE** *Canada Wordmark must be placed first in relation to the provincial mark*

When To Use

All communications materials referring to programs and services funded under the Canada-British Columbia Labour Market Development Agreement must clearly acknowledge the contribution made by the Government of Canada and the Province of British Columbia through the inclusion of both the Canada Wordmark and the BC Mark and/or a tagline (see Tagline, page 7). The Canada Wordmark should be placed to the left of the BC Mark. The horizontal format of the BC Mark is to be used when combined with the Canada wordmark.

Tagline

SAMPLE *Logos with Tagline.*



*Funding provided through the Canada-British Columbia
Labour Market Development Agreement.*

SAMPLE *Funding Acknowledgement Tagline.*

*Funding provided through the Canada–British Columbia
Labour Market Development Agreement.*

When To Use

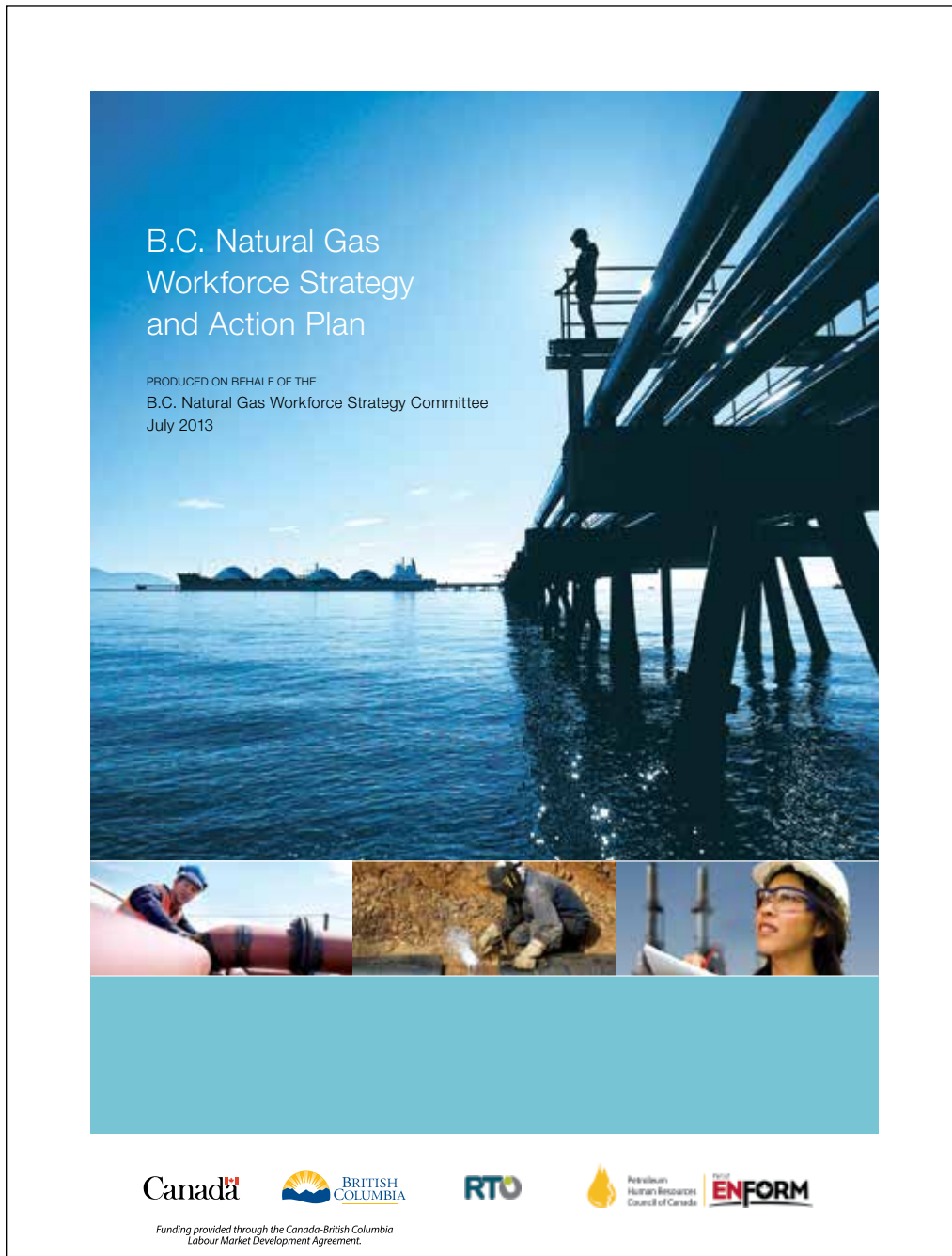
All communications materials referring to programs and services funded under the Canada-British Columbia Labour Market Development Agreement must clearly acknowledge the contribution made by the Government of Canada and the Province of British Columbia through the inclusion of both the Canada Wordmark and the BC Mark and/or the above tagline. If space does not allow for the inclusion of logos, the tagline can be used alone.

Whenever an organization logo appears, it is expected that federal and provincial logos will also appear.

How To Use

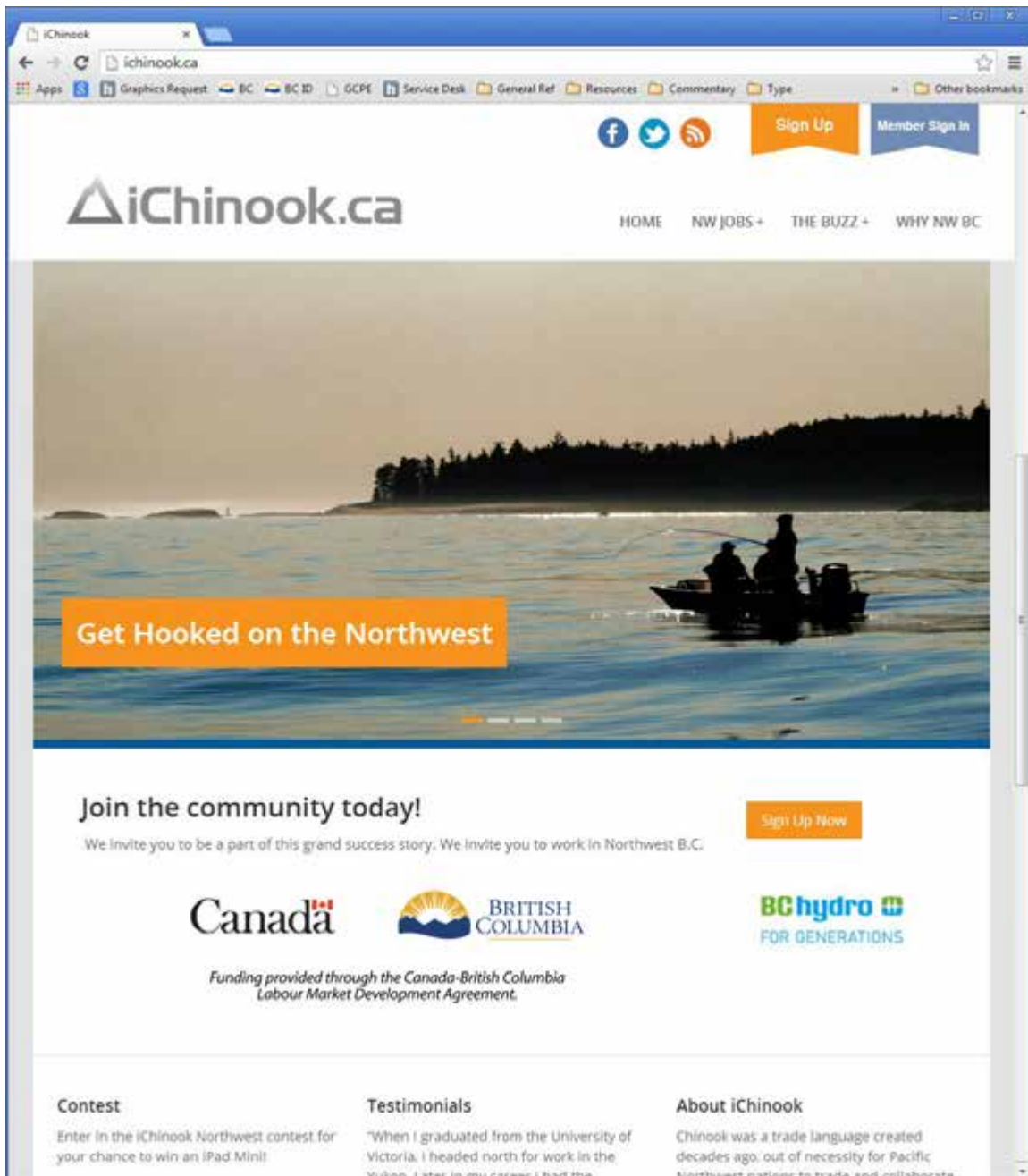
Taglines should be consistent in size and appearance with the text used elsewhere in the document or advertisement, but in no case should they be less than 8 point font size.

Sample acknowledgement



Sample of acknowledgement in report

Sample advertising & acknowledgement



Sample of webpage acknowledgement

Third Party Logo Use Approval Form

To receive approval for the use of the BC Mark and Canada logos, you must first complete and submit the Application for Third Party Use of BC ID and provide a sample of the materials with the logos already placed. Please e-mail or fax the completed form found on the next page to your ministry program contact with the sample(s) attached. You are required to complete this form for all new materials produced.

A new approval form is **not required** when:

- reprinting previously approved materials such as posters or cheque stuffers.
- an approved advertisement is reprinted with minor changes (such as date or location) and the use falls within the dates specified in the original approval.

A new approval form **is required** when:

- new or additional marketing or advertising materials, not previously identified and approved, are created.
- the term for which permission to use the BCID and Canada marks has expired.



BRITISH
COLUMBIA

