



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

WD Visibility Guidelines QUICK REFERENCE

Materials that communicate or promote projects or initiatives undertaken by signatories to partnership agreements, grants and contributions (Gs&Cs) recipients, or partners in the Western Canada Business Service Network (WCBSN) **must** acknowledge the support of Western Economic Diversification Canada (WD). These materials may include:

- Advertising (print, TV, radio, web)
- Feature articles
- News releases
- Public displays
- Reports and publications (newsletters, promotional brochures)
- Signage
- Websites (*Note:* "Western Economic Diversification Canada," or the WD FIP signature, is to be hyperlinked to WD's website at www.wd.gc.ca, and the Government of Canada wordmark is to be hyperlinked to the Canada site, www.canada.gc.ca)

Prior approval must be received from WD's Communications Branch on any products using federal government identifiers.

(See contacts provided at the back)

Federal Government Identifiers

WD's FIP signature consists of the flag symbol and the department's name in both official languages. It is commonly referred to as the FIP, or Federal Identity Program signature. There is an English and French version.

English version of WD's FIP signature



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

French version of WD's FIP signature



Diversification de l'économie
de l'Ouest Canada

Western Economic
Diversification Canada

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



Rules for identifying WD and the Government of Canada

- **Use of federal government identifiers**, specifically the WD FIP signature and the Government of Canada wordmark, **is strongly encouraged**.
- 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 is to be used whenever the WD FIP signature is used; however, it is acceptable to **use an acknowledgement line with the Government of Canada wordmark only** (i.e., not the WD FIP signature), or to use an acknowledgement line as a standalone phrase.
- Use of the **WD FIP signature and Canada wordmark is sufficient identification for any product relating to a joint initiative** between a partner and the Government of Canada or WD (e.g., a joint promotion for Small Business Week).

Presenting Federal Identifiers

- Only authorized versions are to be used and are not to be altered in any way.
- For English materials, the FIP signature is placed with the English first. For French materials, the French comes first.
- The Canada wordmark and FIP signature are to be displayed in generous open space as two distinct elements; they are not to appear on a visually conflicting background (e.g. on top of a patterned background or image) and may not form part of a headline, phrase, or sentence.
- The Canada wordmark and FIP signature may not form part of a headline, phrase, or sentence.
- The Canada wordmark must be slightly (visibly) larger than the FIP signature and, if presented side-by-side, the Canada wordmark must align with the department name text on the left.

Sample Acknowledgement Lines

- This initiative (or project or campaign) is supported (or supported in part) by Western Economic Diversification Canada.
- Supported by Western Economic Diversification Canada.
- Community Futures (insert location) is part of the Western Canada Business Service Network, supported by Western Economic Diversification Canada.
- This initiative is supported by the Government of Canada through Western Economic Diversification Canada.
- Supported by the Government of Canada through Western Economic Diversification Canada.

Example 1

Supported by Western Economic Diversification Canada.



Sample Acknowledgement Lines to Accompany Federal Identifiers:

Alternatively, it is permissible to use the following phrases on one line, with the WD FIP signature and the Canada wordmark placed below.

- Supported by:
- Proudly supported by:
- In partnership with:
- With the participation of:
- With the support of:

Example 1

With the participation of:



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada



Example 2

Supported by:



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada



WD Visibility in Practice

Flexibility has been incorporated into the Visibility Guidelines to allow for design freedom – taking into consideration the need for visual appeal and clarity. It is understood that common sense will be a primary guiding design principle.

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). See the following for some general examples.

Websites:



Community Futures Highwood
www.hbdc.net/splash



Women Entrepreneurs of Saskatchewan
www.womenentrepreneurs.sk.ca

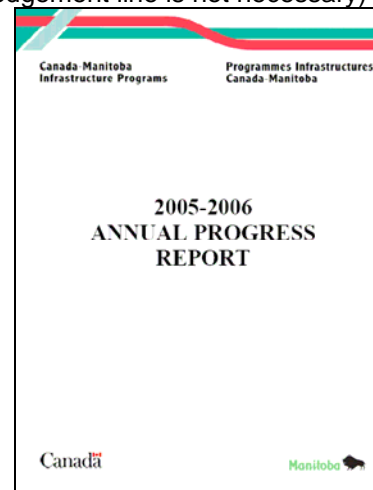
Signage:



Community Futures exterior sign

Report Covers:

(Note: In the case of a jointly funded program, an acknowledgement line is not necessary)



Canada Manitoba Infrastructure Program
 05/06 Annual Report

About operational materials:

In the case of WCBSN partners, materials that are produced as part of day-to-day operations **do not** make reference to Western Economic Diversification Canada or the Government of Canada, **and are not to incorporate Government of Canada graphic identifiers.**

These materials include:

- Letterhead and envelopes
 - Business cards
 - Invitations
 - Holiday cards
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This document is a companion to the complete WD Visibility Guidelines and to the communication protocols that form part of WD funding agreements. For a copy of the complete guidelines, or for more information, approvals and guidance, please contact WD Communications.

Obligation to notify WD Communications

Any use and/or application of Western Economic Diversification Canada's federal signature and Government of Canada wordmark must be reviewed and approved by Western Economic Diversification Canada's Communications Branch prior to publication.

Western Economic Diversification Canada is to be consulted at least **21 days** prior to publication or project deadline. A longer timeline is advised for television advertising.

WD Regional Communications Contacts

British Columbia	Communications Manager	(604) 666-1324
Alberta	Communications Manager	(780) 495-6892
Saskatchewan	Communications Manager	(306) 975-5943
Manitoba	Communications Manager	(204) 983-6243
Ottawa Region	FIP Coordinator	(613) 954-9438

* Please note that WD has **phased out** use of the WD logo.
No materials are to be created using this image or any variation thereof:



Aussi disponible en français