



Canadian Agricultural Adaptation Program

Graphic Standards & Acknowledgement Guidelines

Your project is funded in part through Agriculture and Agri-Food Canada's Canadian Agricultural Adaptation Program (CAAP). In British Columbia, CAAP is delivered by the Investment Agriculture Foundation of BC (IAF).

These CAAP graphic standards and acknowledgement guidelines have been developed to assist you, as a recipient of CAAP funding, to appropriately acknowledge the source of funding in all communications materials and products related to your project.

As many projects involve a number of individuals, organizations, third party contractors and other partners, please share this information with those involved in the delivery of your project to ensure that the guidelines are applied consistently in all project communications materials and products.

March 31, 2010

ACKNOWLEDGMENTS OVERVIEW

Recipients of CAAP funding are expected to include appropriate acknowledgements on all project-related **communication materials and products**.

Acknowledgements typically include graphic identifiers and written statements. Not all communication materials and products require both. Please talk to us early on in the development of your communication materials and products to determine what is expected. If your project involves other funding partners, please talk to us to determine how these guidelines may be adapted to fit the unique circumstances of your project.

GRAPHIC ACKNOWLEDGMENTS

There are three options for identifying Agriculture and Agri-Food Canada and Investment Agriculture Foundation participation in a project. Although Option 1 is the preferred choice, the specific requirements for your project will depend on a number of factors, such as the type of materials being produced and whether your project involves other funders. The final decision will be made by Agriculture and Agri-Food Canada's communications experts. IAF will coordinate this on your behalf.

Option 1 (Preferred Option):

The AAFC departmental signature and the IAF logo are shown as equal partners (together with any other project contributors), but not to show ownership or sponsorship. Written statements should also be included in reports and other publications, but are not required for brochures, advertising, posters or displays.

Funding provided by:



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

Definitions from the Legal Agreement:

“Communication Materials and Products” means any Public Announcement of this Agreement, any invitation to the public to participate in the activities under this Agreement, and any Public Announcement of any results flowing from this Agreement. This includes, but is not limited to, media relations (including news conferences, news releases and other media products), information / advertising campaigns, printed / audio-visual / electronic materials, websites, and exhibits. It does not include day-to-day responses to inquiries about activities under this Agreement.

“Public Announcement” means the disclosure by the Eligible Recipient, orally or in writing, of any aspect of the Project to any member of the public and does not include discussion of the Project by the Eligible Recipient with its own employers, staff and contractors, nor discussion with IAF or other project funders.

Option 2:

The “Canada” wordmark is used in place of the AAFC departmental signature when a province or territory is also a project partner. An appropriate reference to AAFC must be included in a written acknowledgement statement.

Funding provided by:

Canada



Option 3:

If no other graphic identifiers are used on a product, then AAFC and IAF participation may be made by a credit line only.

GRAPHIC STANDARDS:

When applying the AAFC departmental signature (or the “Canada” wordmark) and the IAF logo to CAAP communications materials or products, please consider the following:

- Represent all project partners equally (i.e., visual balance between all graphic identifiers on the basis of size, density, weight and colour).
- Include the words “Funding provided by:” in close proximity to the graphic identifiers to allow the viewer to recognize the support of AAFC through IAF without confusing ownership of the communication materials or products.
- Place graphic identifiers and logos in an open space, free from interfering or distracting elements. Do not position graphic identifiers on any part of any other graphic device. Graphic identifiers cannot be incorporated with, around or behind other graphic elements. Graphic identifiers cannot be incorporated into a headline, phrase or sentence.
- When producing colour materials or digital materials, use colour versions of graphic identifiers.
- When using the AAFC departmental signature, it must appear in a bilingual format. English documents are to use the English-first version of the AAFC departmental signature. French documents are to use the French-first version of the AAFC departmental signature.
- Only official graphic identifiers are to be used and will be provided electronically by the Foundation upon request.

WRITTEN STATEMENTS

Written acknowledgements should also be included on some project-related communication materials and products. The following statements are provided as samples. Please advise us if you would like to modify these acknowledgement statements or request an exemption.

Credit Line

Include this statement in publications and communication materials:

Funding for this project has been provided by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP). In British Columbia, this program is delivered by the Investment Agriculture Foundation of BC.

AAFC Disclaimer Statement

Include this statement in reports and other publications:

Agriculture and Agri-Food Canada (AAFC) is committed to working with industry partners. Opinions expressed in this document are those of [the authors] and not necessarily those of AAFC.

CAAP Program Description

Include this statement in media releases about CAAP-funded projects:

Funded by Agriculture and Agri-Food Canada, the Canadian Agricultural Adaptation Program (CAAP) is a five-year (2009-2014), \$163 million national program aimed at helping the sector adapt and remain competitive. CAAP provides an industry-led innovative and cooperative approach to funding projects at the national, multi-regional and regional levels.

SUBMITTING MATERIALS FOR REVIEW

Please submit all project-related communication materials and products to the Investment Agriculture Foundation prior to printing and production, release and distribution to ensure appropriate acknowledgements are included and to determine whether publication in both official languages is required. The Foundation will coordinate the necessary approvals with Agriculture and Agri-Food Canada (AAFC).

Allow four weeks for review of media releases and five days for review of most other communications materials and products.

CONTACT US

We are here to answer your questions about these guidelines, provide appropriate graphic identifiers for your materials and work with you to apply these guidelines on your CAAP-funded project communication materials and products. While you may choose to contact your project officer, it may be more beneficial to contact IAF communications staff directly with any questions or to notify IAF of your intended communications activity.

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From the Legal Agreement

11. PUBLIC ANNOUNCEMENTS AND ACKNOWLEDGEMENTS

- 11.1. The Eligible Recipient will not make a Public Announcement about the Project, whether about project funding, results, or any thing whatsoever, without the prior written consent of IAF. The Eligible Recipient will inform IAF of any intention to make a Public Announcement with at least four (4) weeks advance notice. Upon receiving such notice, IAF will be responsible for notifying the Minister and shall be offered the opportunity to make a Public Announcement about the Project or to insert a quote into the Public Announcement of the Eligible Recipient if such has been approved by IAF.
- 11.2. Should IAF or the Minister choose to make a Public Announcement about the Project, IAF will advise and work with the Eligible Recipient to promote the visibility of the Project.
- 11.3. The Eligible Recipient agrees to submit all Communication Materials and Products to IAF prior to printing and production, release and distribution to ensure appropriate acknowledgements are included, to determine whether publication in both official languages is required, and agrees:
 - a. all Project Communication Materials and Products, regardless of audience, shall prominently and appropriately acknowledge the role of IAF and contribution of the Government of Canada. IAF will provide the Eligible Recipient with guidelines on acknowledging funding, including the use of graphic identifiers, and applying the visual identity developed for CAAP; and
 - b. Project Communication Materials and Products may be required to be published in both official languages and may require simultaneous release in both official languages. Should the Minister wish to require translations, the Minister may do so at the Minister's expense. Should the Minister require such translation, IAF will advise the Eligible Recipient.