



## Guidelines for Public Announcements & Acknowledgements Canada-BC Rancing Task Force Funding Initiative Projects

Your project is funded in part by the Investment Agriculture Foundation of B.C. (IAF) through the Canada-B.C. Rancing Task Force Funding Initiative. Funding for this initiative has been provided by Agriculture and Agri-Food Canada (through the Agricultural Flexibility Fund) and the BC Ministry of Agriculture. IAF has been designated to implement, manage and administer the initiative in British Columbia.

These guidelines have been developed to assist you, as a recipient of Rancing Task Force Funding, to appropriately acknowledge the source of funding in all communications materials and products related to your project and initiate a public announcement. As many projects involve a number of individuals, organizations, third party contractors and other partners, **please share this information with all those involved in the delivery of your project** to ensure that the guidelines are applied consistently in all project communications materials and products.

### PUBLIC ANNOUNCEMENTS

Paragraph 11.1 of the Rancing Task Force Funding Initiative Contribution Agreement, stipulates that funding recipients 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. Please advise IAF's Communications staff or your Program Manager of your intent to make a public announcement at least four weeks in advance. Please note that "public" generally refers to anyone outside of the funding recipient's organization. This means that communications with your organization's members is considered "public communications".

### ACKNOWLEDGEMENTS

Paragraphs 11.2 and 11.3 of the Rancing Task Force Funding Initiative Contribution Agreement address the issue of funding acknowledgements. Recipients of IAF 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.

#### 1. Graphic Identifiers

There are two options for identifying the participation of the Government of Canada, the Investment Agriculture Foundation and the Ministry of Agriculture in a project. Upon request, IAF staff will provide you with the Canada wordmark, the IAF logo and the BC logo and standards of use.

**Option 1 (Preferred Option):** The Canada wordmark, the IAF logo and the BC logo are shown as equal partners (together with any other project contributors), but should not indicate ownership or sponsorship.

*Funding provided by:*



**Option 2:** If no other graphic identifiers are used on a product, then Canada, IAF and BC participation may be made by a credit line only. See "Written Statements" on page 2.

## 2. Written Statements

In addition to graphic identifiers, a credit line should also be included in reports and other publications, but are not required for brochures, advertising, posters or displays. Disclaimers are required in reports and other publications. 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 one of these two statements in publications and communication materials:

*This project is supported by the Canada-BC Ranching Task Force Funding Initiative; delivered by the Investment Agriculture Foundation of BC with funding from the federal and provincial governments.*

*Funding for this project has been provided by Agriculture and Agri-Food Canada and the BC Ministry of Agriculture through the Canada-BC Ranching Task Force Funding Initiative. The initiative is delivered by the Investment Agriculture Foundation of BC.*

**Disclaimer Statement:** Include this statement in reports and other publications, especially when they contain recommendations and opinions:

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

## SUBMITTING MATERIALS FOR REVIEW

Please submit all project-related communication materials and products to IAF's Communications staff 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) and the Ministry of Agriculture.

Allow four weeks for review of proposed media releases or other public announcements 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 project's communication materials and products. While you may choose to contact your Program Manager, 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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