



Growing Forward 2

Communications Guide for Third Party Delivery Agents

Your project/program is funded by Agriculture and Agri-Food Canada and the BC Ministry of Agriculture through *Growing Forward 2 (GF2)*, a federal-provincial-territorial initiative.

As a recipient of funding you are expected to include appropriate acknowledgements on all project-related communication materials and products. These requirements are part of your contractual obligation and if not met, may result in project costs being declared ineligible for funding.

These guidelines are not a replacement for approvals. They have been developed to assist you to appropriately acknowledge the source of funding in all communication materials and products related to your project. All GF2 products *must* be sent to your ministry project manager for review and forwarding to the Growing Forward Communications Coordinator for approval.

Please share this information with all those involved in the delivery of your project/program. You are required to ensure that the guidelines are applied consistently in all project communications materials and products.

ACKNOWLEDGEMENTS

All communications materials referring to programs funded under GF2 must acknowledge funding contributions of the Government of Canada and the Province of British Columbia and apply the GF2 common look. This ensures that a strong, consistent brand is applied to all GF2 communications products that are easily recognizable as GF2 initiatives.

Your ministry project manager will provide you with a copy of the *Growing Forward 2 Graphic Standards Guide* which includes information on graphic identifiers (logos), font treatment, colour scheme and sample layouts, as well as the appropriate graphic identifiers.

Graphic Identifiers

The three graphic identifiers (logos) are always placed in this order:



The logo(s) of project contributors should be placed between the *GF2* logo and the BC logo.

If space does not allow for the *GF2* graphic identifier with tagline – “A federal-provincial-territorial initiative” (e.g. tagline is too small and not legible) the graphic identifier may be used without the tagline.

The scale of the *GF2* graphic identifier in relation to the Canada word mark is defined by the height of the uppercase letters in *GF2* and the lowercase letters in Canada.



Credit Line

In addition to graphic identifiers, a credit line should also be included in reports and other publications. For some brochures, advertising, posters or displays where logos are present, a credit line may not be required. If the piece is text-only, such as an article for a magazine or newsletter, or if there is no appropriate place for a logo, then acknowledgement may be made by a credit line only.

The following statements are provided as samples:

Funding for this project has been provided by the Governments of Canada and British Columbia through *Growing Forward 2*, a federal-provincial-territorial initiative

This project is supported by *Growing Forward 2*, a federal-provincial-territorial initiative.

Disclaimer Statement

Disclaimers are required in some reports and other publications, especially when they contain recommendations and opinions. Your ministry project manager will advise when a disclaimer is required.

Sample disclaimer statement:

Opinions expressed in this document are those of the author and not necessarily those of the Governments of Canada and British Columbia. The Governments of Canada and British Columbia, and their directors, agents, employees, or contractors will not be liable for any claims, damages, or losses of any kind whatsoever arising out of the use of, or reliance upon, this information.

THIRD PARTY USE OF BC ID

Third party organizations may not use the BC ID without prior approval. Please submit the completed Application for Third Party Use of BC ID form (see Appendix A) to your ministry project manager with the materials in which the logo is used. One form can include multiple sets of materials from the same organization, summarizing a campaign or project with various web, paper, and promotional materials.

SUBMITTING MATERIALS FOR REVIEW

Please submit all project-related communication materials and products to your ministry project manager prior to printing and distribution to ensure appropriate acknowledgements are included. They will coordinate the necessary approvals with the GF2 Communications Coordinator, Agriculture and Agri-Food Canada and the Ministry's Government Communications & Public Engagement (GCPE) office.

TIMELINES

Allow at least **four weeks** for review of proposed media releases or other public announcements and **five days** for review of most other communication materials and products.

CONTACT

Your ministry project manager can answer your questions about these guidelines, provide appropriate graphic identifiers and work with you to apply these guidelines to your project's communication materials and products. **Be sure to keep your ministry project contact informed of your intended communications activity.**

Appendix A: Application for Third Party Use of BC ID



Government Communications and Public Engagement

Application for Third Party Use of BC ID

Name of organization: _____

Brief description of organization: _____

What is their relationship to government?: (e.g. sponsored entity, limited partnership) _____

Use of identity: (e.g. one-time use, one-time use on several items, serial use, contracted use) _____

Duration BC Mark will be used: _____

Medium: Proof must be provided to GCPE prior to publication. Please return copy or tear sheet if possible

- | | | | |
|------------------------------------|--|--------------------------------------|---|
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Factsheets | <input type="checkbox"/> Website | <input type="checkbox"/> Display Banner |
| <input type="checkbox"/> Poster | <input type="checkbox"/> Transit media | <input type="checkbox"/> Advertising | <input type="checkbox"/> _____ |

List any other Marks that will appear in conjunction with the BC Mark: _____

Additional information: _____

Organization contact information: Include additional contacts if acting on behalf of above organization (e.g. contractor)

Name: _____ Address: _____

Title: _____

Phone: _____ Phone: _____ Fax: _____

Email: _____

Application prepared by:

Name: _____ Address: _____

Title: _____

Ministry: _____ Phone: _____ Fax: _____

Branch: _____

Email: _____ Signed: _____ Date: ____ / ____ / ____

Endorsements/Approvals:

Name: _____ Signed: _____ Date: ____ / ____ / ____
Ministry GCPE Communications Director

Name: _____ Signed: _____ Date: ____ / ____ / ____
GCPE Marketing and Communications Support Service Director

Initials