



Growing Forward 2

Communications Guide

September 2016

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Growing Forward 2 Overview

Growing Forward 2 (GF2) is a federal-provincial-territorial cost-sharing agreement. The Bilateral Agreement includes communications requirements designed to ensure coordination and consistency across all *GF2* communications materials. Section 11 of the Bilateral Agreement lays out the terms, principles and responsibilities of communications under *GF2*. In general, all communications materials must be agreed to by both the provincial and federal governments, including content, style, identification of funding parties, and application of graphic standards.

Within the Ministry of Agriculture (the Ministry), the Program Performance and Evaluation Unit (PPEU) is responsible for coordinating the processes and procedures related to communications, including obtaining necessary approvals from Government Communications and Public Engagement (GCPE) and Agriculture and Agri-Food Canada (AAFC.)

These guidelines provide an overview of the requirements to produce communications products for *GF2* designated programs, as well as the communications review and approval process. They have been developed to assist you to appropriately acknowledge the source of funding in all communication materials and products related to your project.

These guidelines are not a replacement for approvals. All *GF2* products *must* be sent to Growing Forward Communications (GFcommunications@gov.bc.ca) for approval.

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

Communications Guidelines

All communications materials referring to programs funded under *GF2* and intended for distribution or publication outside of the Ministry 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 and that they are easily recognizable as *GF2* initiatives.

Types of Communications

Some examples of communications materials:

- Advertisements
- Agendas and hand-outs
- Application or registration forms
- Articles
- Brochures and pamphlets
- Fact sheets
- Posters, banners and other display materials
- Presentations, such as PowerPoint
- Program guides
- Reports
- Resource materials
- Social media
- Websites or web pages

Approval Process

Before any *GF2* communications product is published or distributed, the Province (as represented by GCPE) and the Government of Canada (as represented by AAFC) must review and approve. This approval is coordinated through PPEU. All materials for approval must be submitted through GFCommunications@gov.bc.ca.

GF Communications receives materials with the expectation that the Qualified Receiver (QR) has reviewed for content, *GF2* graphic standards, and spelling or grammar errors. Documents should be proofread and should be of a quality that professionally represents *GF2*, the Ministry, the Province, and AAFC. Materials with significant errors will be returned to the QR for revision before being sent to GCPE and AAFC.

- 1) QR reviews, revises, and edits as necessary according to graphic standards and program specific content.
- 2) QR sends 'camera-ready' materials to GF Communications for review of layout and logos.
- 3) GF Communications forwards to GCPE and AAFC for their review and approval.
- 4) GCPE and AAFC return materials to GF Communications with edits and/or comments where applicable.
- 5) GF Communications responds to QR. Materials will be either approved, approved with changes, or will need further revision and additional review by GCPE and AAFC.

PPEU, GCPE and AAFC are committed to reviewing and approving materials as quickly as possible, but please take into consideration workloads and competing priorities. We recommend allowing at least five working days for general communications approvals.

Note: Although outside of the scope of this guide, program announcements, events and/or news releases that may potentially require Minister (federal and/or provincial) involvement or approval can take four weeks or longer to coordinate.

Graphic Standards

The full [Growing Forward 2 Graphic Standards Guide](#) is attached in Appendix C. Please ensure all staff and/or third party delivery agents consult this guide for information on graphic identifiers (logos), font treatment, colour scheme and sample layouts for letters, factsheets, banners, displays, and Power Point presentations.

Logos, templates, and guidelines are available on the GF2 SharePoint site:
<https://spc-agri.gov.bc.ca/agrif2/Communications>

Graphic Identifiers

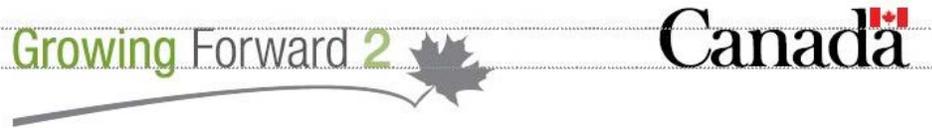
The three graphic identifiers (logos) are always placed in this order:



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.

If there is another partner or third party involved in the project, their logo should be placed between the *GF2* logo and the BC logo.

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 reports and other publications, especially when they contain recommendations and opinions.

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. This is a government-wide requirement for all materials, including those produced for all *GF2* programs.

Completion of the [Application for Third Party Use of BC ID](#) form (see Appendix B) is required in all cases, even though logo usage is required as funding recognition. Please submit the completed form 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.

Graphic Design Assistance

GCPE's graphic design department can provide assistance with layout and design of printed materials at no cost. Please provide a final draft of text along with any associated images and allow six weeks for complete design services.

Timelines

Review and approval timelines can vary depending on workload, staffing levels, and competing priorities. **In general**, please allow at least **four weeks** for review of proposed media releases, public announcements or events and **five days** for review of most other communication materials and products. Graphic design can take up to **six weeks**.

Appendix A: Communications Checklist

Preparation and Review

- Always use the *GF2* SharePoint site (<https://spc-agri.gov.bc.ca/agrif2/>) for current logos and templates.
- Ensure you follow the *GF2* [Graphic Standards Guide](#) to ensure that a consistent look is applied to all *GF2* communications products and programs.
- Check that correct logos are used and in correct positioning.
- Check that the appropriate graphic identifier is used. There are several options that can be used – please refer to the [Graphic Standards Guide](#).
- Ensure proportions and scale of logos and other elements are adhered to.
- There are several standard templates available – please use these whenever possible to ensure consistency.
- Ensure basic editing of spelling/grammar/formatting, etc. is completed PRIOR to sending to GF Communications. It is the responsibility of the Qualified Receiver to ensure the document is ‘camera ready’ and free of errors.
- Ensure Application for [Third Party Use of BC ID](#) form is completed (if applicable)

Approvals

- QR reviews and sends to GFCommunications@gov.bc.ca
- GF Communications coordinates review and approval by GCPE and AAFC
- GF Communications responds to QR with approvals and/or changes.
- QR makes or coordinates required changes.
- QR submits revised version for final approval (if requested)

Appendix B: Application for Third Party Use of BC ID



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

Electronic form: https://spc-agri.gov.bc.ca/agrif2/Communications/Comms%20Forms/Application_for_Third_Party_Use_of_BC_ID.pdf

Appendix C: Graphic Standards Guide

The Graphic Standards Guide is available electronically on the GF2 SharePoint site:

<https://spc-agri.gov.bc.ca/agrif2/Communications/Policy%20and%20Guidelines/GF2%20Graphic%20Standards%20Guide%20-%20FINAL.pdf>



Growing Forward 2

Graphic Standards Guide

For federal-provincial-territorial
communication products

April 2013



Growing Forward 2 Graphic Standards Guide

© Her Majesty the Queen in Right of Canada, represented by the Minister of Agriculture and Agri-Food (2013).

AAFC No. 12014E

Paru également en français sous le titre *Cultivons l'avenir 2* Guide des normes graphiques

For more information, reach us at www.agr.gc.ca or call us toll-free at 1-855-773-0241.

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CONTEXT

BACKGROUND

Growing Forward 2 (GF2) is a renewed commitment to Canada's agriculture sector by the federal, provincial and territorial (FPT) governments, to work together in building the productivity, profitability and competitiveness of our agricultural industry. *GF2* builds on successes and lessons learned from the previous agricultural policy framework, *Growing Forward*.

GF2 focuses on three priorities for the agricultural sector: innovation, competitiveness, and market development.

GF2 programs aim to help the industry position itself to respond to future opportunities and challenges and to achieve its full potential as a productive and profitable sector of the Canadian economy.

ABOUT THE GRAPHIC STANDARDS GUIDE

The purpose of this Graphic Standards Guide is to apply a consistent look to all *GF2* communication materials. *GF2* partners and stakeholders should apply the common look to promote *GF2* in their communications products, promotional items and exhibition materials.

Those using the *GF2* common look should refer to this guide as a resource for the production of their material.

OBJECTIVE

To ensure a strong, consistent brand is applied to all *GF2* communications products and programs.

APPLICATION

These guidelines apply to programs and projects that receive any level of funding from *GF2*.

FPT governments are to use the look in a consistent and coordinated way across all communications products, to ensure these are easily recognizable as *GF2* initiatives.

If a third party delivers a *GF2* program or service on behalf of an FPT government, the government providing funding will ensure that the third party respects the requirements set out in this guide.

Comments, questions and requests regarding this guide and the application of the *GF2* common look can be sent to:

publishing-publications@agr.gc.ca

FLEXIBILITY

Four options are provided in terms of how to apply the *GF2* look. Any one of these options can be applied on federal, provincial and territorial communications products, unless otherwise specified in *GF2* bilateral agreements. There is no hierarchy or preference with regards to the use of one option over another. The tagline can be used if space does not permit to use the other options provided.

- 1 The graphic identifier
- 2 The full treatment
- 3 The light treatment
- 4 The tagline

OVERSIGHT AND APPROVAL PROCESS

Parties are encouraged to consult their respective bilateral agreements to ensure appropriate oversight and levels of approval have been respected in the development and review of communications products.

Should a program administrator engaged by a party use a pre-approved template, the creative will not require re-approval. However, the content is outside of the pre-approved template and should be discussed between parties.

1 Growing Forward 2

A federal-provincial-territorial initiative

4 Growing Forward 2

A federal-provincial-territorial initiative

MAIN COMPONENTS OF THE GROWING FORWARD 2 COMMON LOOK

1 CURVE

The curve cannot be altered, displaced, incorporated with, around or behind other graphic elements or utilized as a secondary graphic element in the layout.

Please refer to the Mechanical Specifications on p. 10 for colour codes to be used in specific applications.

2 MAIN IMAGE

Several images that reflect the sectors have been provided for positioning in the horizontal main image area. You may choose a single image from these options. However, should none of the images provided meet your specific requirements, you may utilize an image from an alternative source providing the federal, provincial or territorial government producing the *GF2* communications product owns the image, has been granted the rights to use it, or has permission from the copyright holder to use it.

Documentation demonstrating ownership of the copyright, grant, or permission by the copyright holder to use the image should be kept on file by the federal, provincial or territorial government producing the *GF2* communications product.

All images used must be Canadian in content.

3 MAPLE LEAF

The maple leaf cannot be altered, displaced, incorporated with, around or behind other graphic elements or utilized as a secondary graphic element in the layout.

FULL TREATMENT COMMON LOOK



4 GROWING FORWARD 2 FONT TREATMENT

The *GF2* font treatment can be emulated in layout for representing program names, titles and subtitles.

Fonts: Limited to Helvetica Neue or Arial

Colours: Please refer to p. 10 for the *GF2* colour scheme.

Use of *Growing Forward 2* in title: When appearing in the title, *Growing Forward 2* must be spelled out in its entirety. It is not necessary to italicise *Growing Forward 2* in this occurrence.

Use of *Growing Forward 2* in body of text: When appearing in the body of text, *Growing Forward 2* (*GF2*), including the parenthesis and acronym, must be italicised in order to draw attention to the words from surrounding text.

The first appearance of *Growing Forward 2* (*GF2*) in a document, or section thereof, must be spelled out in its entirety and accompanied by the acronym in parenthesis. The italicised acronym *GF2* can be utilised for every subsequent mention of *Growing Forward 2* within this section. This is not to be the practice if the first appearance of *Growing Forward 2* occurs in a title of a section/ document.

5 FEDERAL-PROVINCIAL- TERRITORIAL GOVERNMENT IDENTIFIERS

The layout of the federal, provincial or territorial government identifiers and the Canada wordmark must appear in a specific order.

Please refer to p. 16 for specific order of identifiers and wordmark.

GRAPHIC IDENTIFIER

The *Growing Forward 2 (GF2)* graphic identifier includes three key elements:

- 1 The words “*Growing Forward 2*” and/or “*Cultivons l’avenir 2*”
- 2 Curve & maple leaf
- 3 Tagline (Optional)

OPTIONS

The *GF2* graphic identifier is available in unilingual and bilingual formats, with and without the tagline.

If space does not allow the unilingual graphic identifier with tagline (e.g.: tagline is too small and not legible), the unilingual graphic identifier may be used without the tagline.

TAGLINE

If it is impractical to use the full treatment, the light treatment or the graphic identifier, the following tagline must be used:

Growing Forward 2

A federal-provincial-territorial initiative

Please refer to the Mechanical Specifications on p. 10 for specific font requirements for use in displaying the *GF2* tagline.

UNILINGUAL GRAPHIC IDENTIFIER WITH TAGLINE



BILINGUAL GRAPHIC IDENTIFIER WITH TAGLINE



UNILINGUAL GRAPHIC IDENTIFIER
WITHOUT TAGLINE



LIGHT TREATMENT UNILINGUAL GRAPHIC
IDENTIFIER WITH TAGLINE



BILINGUAL GRAPHIC IDENTIFIER
WITHOUT TAGLINE



LIGHT TREATMENT BILINGUAL GRAPHIC
IDENTIFIER WITH TAGLINE



MECHANICAL SPECIFICATIONS

FLEXIBILITY

TEXT

Helvetica Neue (or Arial) fonts are mandatory for the identifier and tagline. Designers may exercise creative freedom in choosing a different font for the main title and sub-titles. You may also determine font sizes, leading, spacing and positioning.

COLUMNS

You may lay out text in one, two or three column format.

THE GROWING FORWARD 2 COLOUR SCHEME

General green **Light green**
60%



C: 45 M: 0 Y: 100 K: 24
R: 120 G: 161 B: 46
Pantone: 377
Web: 78A12E

Dark grey
80%



C: 0 M: 0 Y: 0 K: 80
R: 88 G: 88 B: 91
Pantone: P Process 80%
Web: 58585B

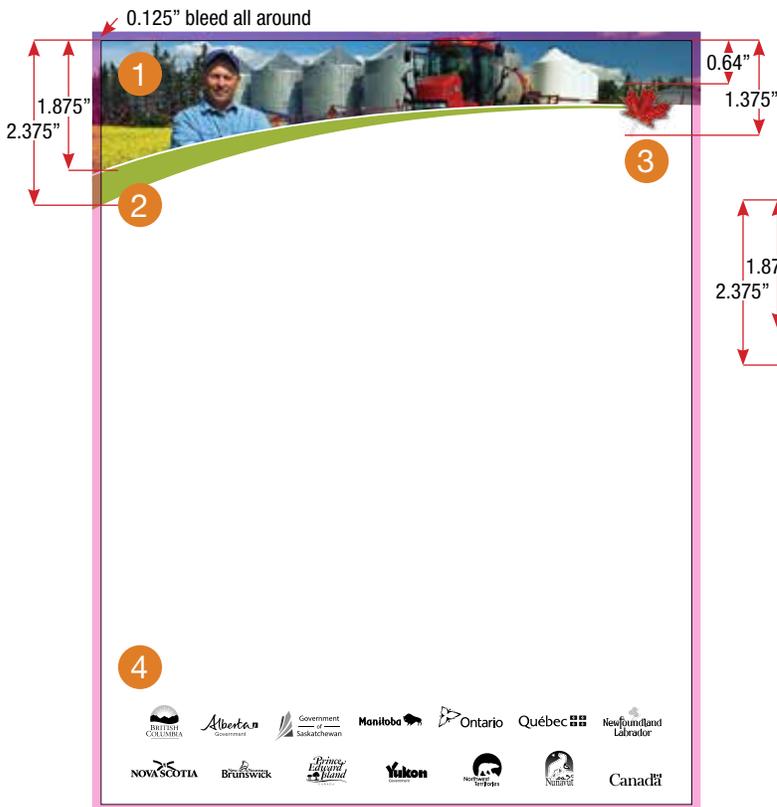
Light grey
60%



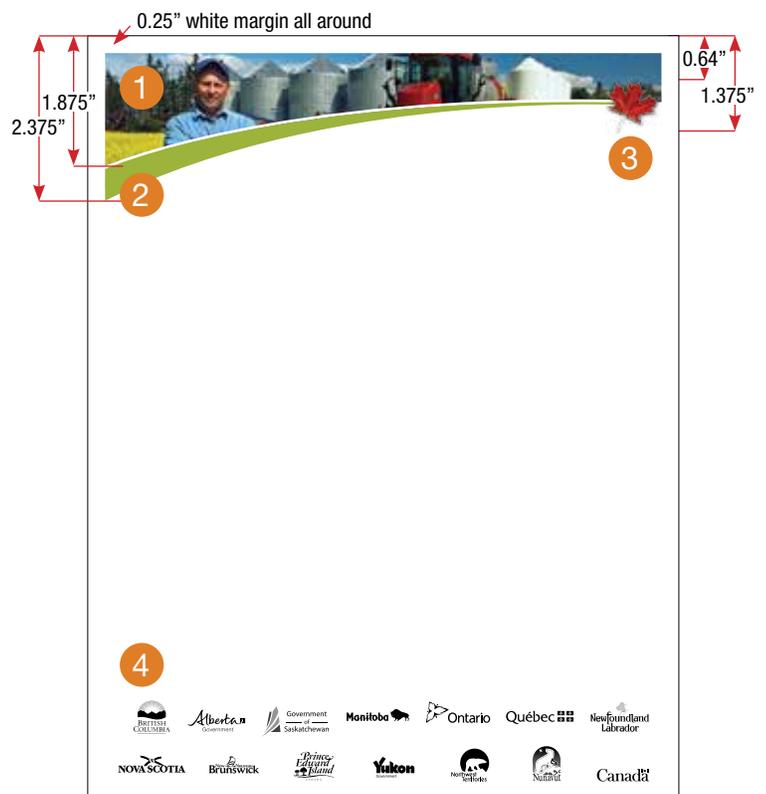
C: 0 M: 0 Y: 0 K: 60
R: 128 G: 130 B: 132
Pantone: P Process 60%
Web: 808284

MANDATORY SPECIFICATIONS

LETTER SIZE COVER AND FACTSHEET TEMPLATE FULL LOOK WITH BLEED



LETTER SIZE COVER AND FACTSHEET TEMPLATE FULL LOOK WITH NO BLEED*

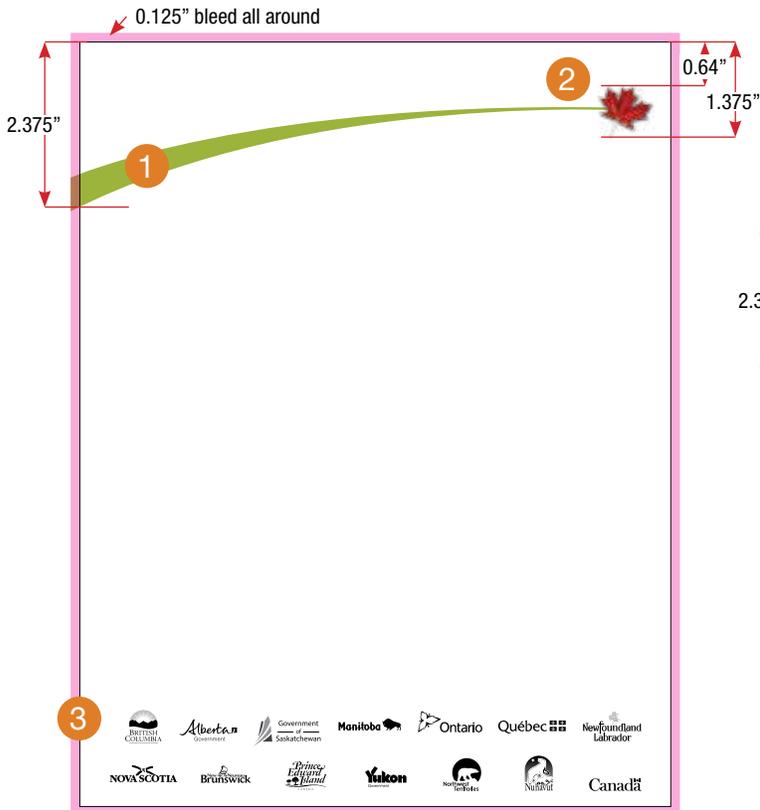


- 1 Top image area
- 2 Curve
- 3 Maple leaf
- 4 Identification of parties

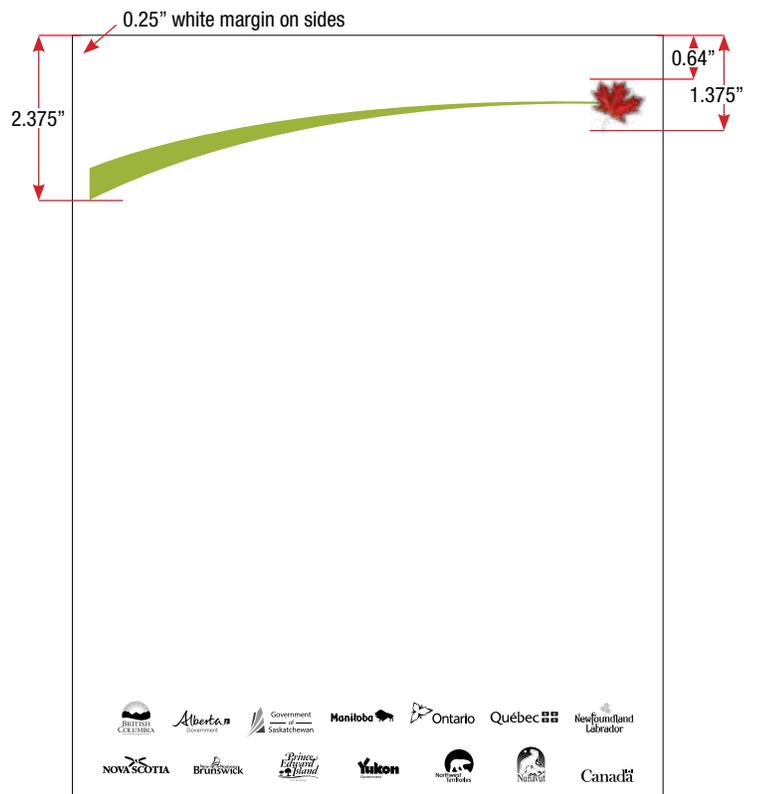
Proportions of the graphic elements in relation with each other must be maintained when resizing or adapting the artwork for different formats.

*No bleed on any side if product is to be printed on laser printer.

LETTER SIZE COVER AND FACTSHEET TEMPLATE LIGHT LOOK WITH BLEED



LETTER SIZE COVER AND FACTSHEET TEMPLATE LIGHT LOOK WITH NO BLEED*



- 1 Curve
- 2 Maple leaf
- 3 Identification of parties

Proportions of the graphic elements in relation with each other must be maintained when resizing or adapting the artwork for different formats.

*No bleed on any side if product is to be printed on laser printer.

BANNER

- 1 Top image area
- 2 Curve
- 3 Maple leaf
- 4 Identification of parties
- 5 Graphic identifier placement

Proportions of the graphic elements in relation with each other must be maintained when resizing or adapting the artwork for different formats.



* The space between the top identifier with tagline and the second identifier with tagline must be equal to the height of one identifier with tagline (represented by x). The space below the second identifier with tagline and the FPT logos must be equal to twice the height of the identifier with tagline.

DISPLAY / BACKDROP



- 1 Top image area
- 2 Curve
- 3 Maple leaf
- 4 Identification of parties
- 5 Graphic identifier placement

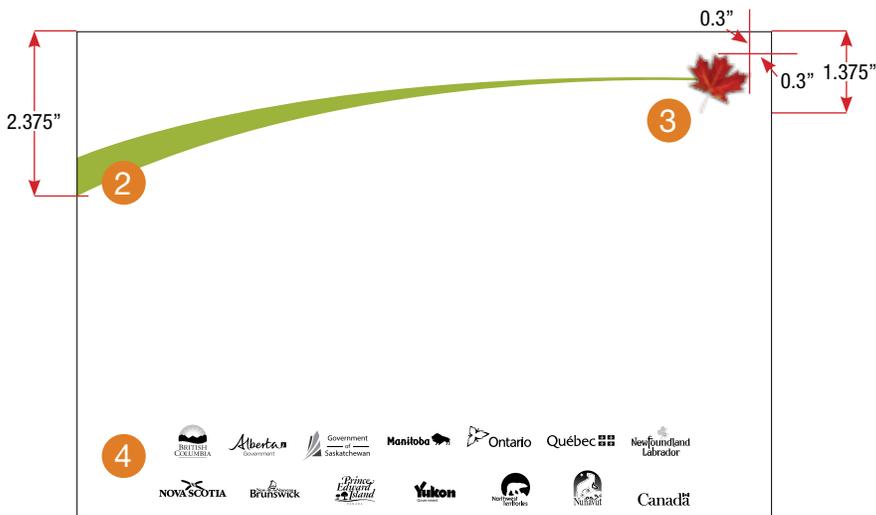
Proportions of the graphic elements in relation with each other must be maintained when resizing or adapting the artwork for different formats.

* The space below the identifiers with tagline and the top of the FPT logos must be equal to the height of the *GF2* identifiers with tagline (represented by x).

POWERPOINT FULL LOOK



POWERPOINT LIGHT LOOK



- 1 Top image area
- 2 Curve
- 3 Maple leaf
- 4 Identification of parties

IDENTIFICATION OF FEDERAL-PROVINCIAL-TERRITORIAL PARTNERS

ORDER OF PROVINCIAL, TERRITORIAL IDENTIFIERS AND THE CANADA WORDMARK

When two or more provincial or territorial identifiers are used together, they should be presented horizontally or vertically in this order:

When the identifiers are presented horizontally, the Canada wordmark should always be to the far right.

When the identifiers are presented vertically, the Canada wordmark should always be the lowest.

- 1 British Columbia
- 2 Alberta
- 3 Saskatchewan
- 4 Manitoba
- 5 Ontario
- 6 Quebec
- 7 Newfoundland and Labrador
- 8 Nova Scotia
- 9 New Brunswick
- 10 Prince Edward Island
- 11 Yukon
- 12 Northwest Territories
- 13 Nunavut
- 14 Canada

IDENTIFICATION OF ALL PARTIES

In communications related to the *Growing Forward 2 (GF2)* multilateral framework, each party shall ensure that the *GF2* graphic standard is applied and that all other parties to the *GF2* agreement are identified equally.

EXAMPLE for 2-line layout



EXAMPLE for 3-line layout



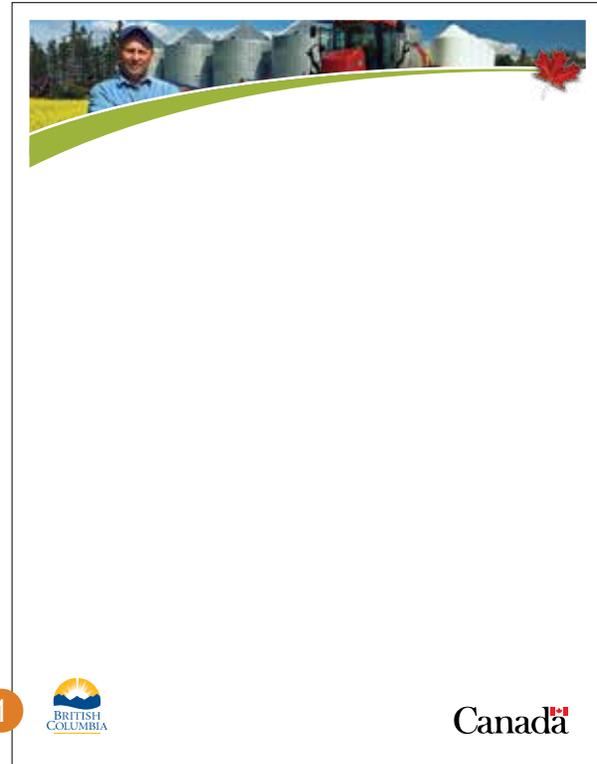
IDENTIFICATION OF TWO OR MORE PARTIES

In communications related to a designated program, each program administrator shall ensure that the *GF2* graphic standard is applied, and that the administering party and its counterpart are identified equally.

Each product shall include the prominent placement of the administering party and its counterpart's identifiers.

The administering party's identifier and its counterpart's identifier shall be equally prominent in size. No other identifier shall be more prominent than the administering party's and counterpart's identifiers.

- 1 **EXAMPLE:** Provincial and/or territorial counterpart graphic identifier left justified, Canada wordmark right justified.
- 2 **EXAMPLE:** Third party logo left justified, provincial and/or territorial counterpart graphic identifier centered, Canada wordmark right justified.
- 3 **EXAMPLE:** *GF2* graphic identifier left justified, provincial and/or territorial counterpart's graphic identifier in the middle, Canada wordmark right justified.
- 4 **EXAMPLE:** *GF2* graphic identifier left justified, third party logo and provincial and/or territorial counterpart graphic identifiers in the middle, Canada wordmark right justified.



VISUAL TREATMENT OF FEDERAL, PROVINCIAL AND TERRITORIAL IDENTIFIERS

All federal, provincial and territorial identifiers and wordmarks must be surrounded by ample white space, free from any distracting elements. Do not position the symbols on visually conflicting backgrounds. Do not use them as part of any other graphic device. Do not incorporate other elements into, around or behind them. Do not incorporate them into a headline, phrase or sentence. Make sure that they are consistent with each other in size, density, weight and colour.

The Canada wordmark is the global identifier and dominant corporate symbol of the Government of Canada. It appears on almost all materials the government produces, including *GF2* products.

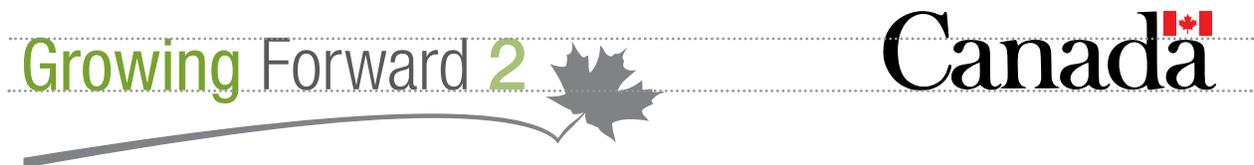
Unless otherwise agreed to by the signatories, you must acknowledge Canada's participation by displaying the Canada wordmark.

The Canada wordmark must be used in accordance with Treasury Board Secretariat's Federal Identity Program (FIP) guidelines. (See Official Symbols in Partnering Activities).

www.tbs-sct.gc.ca/fip-pcim/spec/T505-eng.asp

SCALE

The scale of the *GF2* identifier in relation with the Canada wordmark is defined by the height of the uppercase letters in the *GF2* identifier and the lowercase letters in the Canada wordmark.



GLOSSARY

In this graphic standards guide, the terms below shall have the following meanings:

- **“Designated Program”** means a program which is included in an Activities and Expenditures Plan established under the *Growing Forward 2* agreement, federal Strategic Initiatives which include federal-only initiatives or a program for which federal spending will be attributed;
- **“Party”** means a federal, provincial, or territorial government, or an organization, involved in the administration or delivery of a Designated Program;
- **“Administering Party”** means the party who is responsible for the administration of a Designated Program;
- **“Program Administrator”** means the person or party engaged by the Administering Party (or, in turn, engaged by a Program Administrator) to administer that program;
- **“Counterpart”** means a party that has a corresponding function to the Administering Party in the financial contribution to, or delivery of, a Designated Program;
- **“Bilateral Agreement”** means an agreement between Canada and a Province or Territory which contains an Activities and Expenditures Plan established under *Growing Forward 2*;
- **“Recipient”** means a party that receives any level of funding under *Growing Forward 2*.

CONTACT INFORMATION

All graphic files pertaining to the *Growing Forward 2 (GF2)* Common Look can be obtained by logging on to the *GF2* Portal at the following address:

www.agr.gc.ca/GrowingForward2 (TBC)

Or by contacting the Publishing and Creative Services unit at:

Publishing-publications@agr.gc.ca