

MEMORANDUM

TO: Employment Ontario Service Providers

FROM: Teresa Damaso
Director, Program Delivery and Support Branch
Employment and Training Division
Ministry of Training, Colleges and Universities

DATE: April 28, 2016

RE: Visual Identity and Communications Guidelines for
Employment Ontario Service Providers

MEMO #: EO2016-M002

This communication is a follow up to the March 11, 2016, [memo from the Assistant Deputy Minister, David Fulford](#). I am pleased to inform your organization that the Visual Identity and Communications Guidelines for Employment Ontario Service Providers are now posted and available in the [Employment Ontario Partners' Gateway](#) website.

BACKGROUND:

These updated guidelines replace the guidelines developed in 2010 for Employment Service providers and those developed in 2007 for Literacy and Basic Skills providers as well as other members of the Employment Ontario network.

WHAT'S NEW?

- Information on digital and social media. These online spaces should indicate that your organization is part of the Employment Ontario (EO) network as well as display prominently the most appropriate acknowledgement line and wordmark.
- Appendix B. This table provides a helpful summary of the relevant acknowledgement line, tagline, wordmark and physical space signage necessary for each EO program.
- Employment Ontario signage. Internal signage and decals will be available for all service providers providing information and referral service directly to the public. This mainly applies to Employment Service and Literacy and Basic Skills (LBS) providers.

NEXT STEPS:

The ministry is refreshing the Employment Ontario products available through Publications Ontario. This work is scheduled to be completed by June 2016.

Please review the guidelines and make the necessary changes. The expectation is that your organization will have finalized this work by September 2016.

If you have any questions, please contact your local Employment and Training Consultant.

Thank you again for your continued partnership in helping Ontarians to improve their skills and find work.

Sincerely,

Original Signed By:
Teresa Damaso
Director, Program Delivery and Support Branch
Employment and Training Division
Ministry of Training, Colleges and Universities