

Visual Identity and Communications Guidelines for Employment Ontario Service Providers

Questions and Answers for Service Providers

Q: What's new in the 2016 Visual Identity and Communications Guidelines for Employment Ontario Service Providers?

A: The new changes are:

- Information on digital and social media. Having a webpage is a standard business procedure and this space 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. This expectation also applies to social media such as Facebook, Twitter and any other platform you may use.
- 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.

Q: Why is meeting the requirements for the Guidelines important?

A: The government of Ontario wishes to ensure that Employment Ontario has a clear, recognizable, and consistent brand identity in all its service delivery locations and that the identity is communicated through all its service delivery channels. The objectives of the Guidelines are:

- Clients should be able to easily identify an Employment Ontario location or delivery channel and be able to understand what services the brand represents.
- Staff of service providers should understand what the brand represents and have clear standards to follow on its use.

Q: What should I do with existing publications and brochures?

A: If existing publications and brochures are factually correct, they can continue to be used until the stocks are depleted. All new communications material, however, must conform to the Guidelines.

Q: Should I update my website and social media?

A: Yes, all service providers are expected to adhere to the Guidelines.

Q: When will I be able to order new Employment Ontario materials from the Publications Ontario website?

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

Q: What is the timeframe to have all the Guidelines changes completed by?

A: We realize that your organizations will need time to incorporate the changes to the Guidelines. The expectation is that you will have these changes completed by September 2016. If you have any questions, please contact your local Employment and Training Consultant.