

# EMPLOYMENT ONTARIO

Your job is out there. We'll help you find it.

## **Visual Identity and Communications Guidelines for *Employment Ontario* Service Providers**

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Une publication équivalente est disponible en français sous le titre suivant : *Directives sur l'identité visuelle et les communications pour les fournisseurs de services Emploi Ontario, 2010.*

## INTRODUCTION

*Employment Ontario*, Ontario's integrated employment and training network, makes it easier for Ontarians to find the employment and training programs and services they need.

The revised guidelines in this document are directed exclusively to those organizations that provide *Employment Ontario's* Employment Service, not to those that provide the Literacy and Basic Skills Program or apprenticeship services. Work is under way to provide guidelines also for providers of the Literacy and Basic Skills Program and apprenticeship services.

*Employment Ontario* service providers are independent bodies that have a legal agreement with the Ontario government to provide specific training and labour market services. For many of the ministry's service providers, *Employment Ontario* services are among a range of programs and services that an organization may provide. The visual identity guidelines in this document ensure that a service provider's organization is recognized as part of the *Employment Ontario* network.

Service providers that are part of this network will be guided by the following promises to clients of *Employment Ontario* regarding service.

*Employment Ontario* will:

- ensure the highest quality of service and support to help clients meet career or hiring goals;
- provide opportunities to make it easier for clients to improve their skills through education and training;
- ensure that no matter which *Employment Ontario* office clients walk into they will get the help they need;
- work with employers and communities to build the highly skilled, highly educated workforce Ontario needs to be competitive.

*Employment Ontario* will earn clients' trust as Ontario's primary source of help and information about employment and training.

The guidelines in this document represent a step towards establishing a broader brand profile and customer experience for *Employment Ontario*. The ministry is in the process of developing a long-term strategy and more complete standards 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. In the long term, the aims are as follows:

- 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.

If you have a question about the identification of *Employment Ontario* in third-party communications that is not answered in these guidelines, please contact your ministry employment training consultant.

### COMMUNICATIONS PRODUCTS AND EVENTS

The purpose of this document is to provide guidelines on *Employment Ontario* visual identity for service providers who are contracted to deliver *Employment Ontario*'s Employment Service. The guidelines apply to all communications activities and products related to *Employment Ontario*, including signage, announcements, and publicity. The visual identity has been developed to ensure appropriate recognition of *Employment Ontario* programs, services, and projects funded through provincial government and/or federal government contributions through the Canada-Ontario Labour Market Development Agreement (LMDA) and Canada-Ontario Labour Market Agreement.

#### Brand Identity

Communications products that are developed by service providers contracted to deliver *Employment Ontario*'s Employment Service, which is targeted to the public, must include recognition of *Employment Ontario*. The use of the *Employment Ontario* wordmark on signage and in publications contributes to the brand. For definitions of "communications products" and "wordmark", see Appendix A.

The *Employment Ontario* wordmark must be placed prominently wherever it is used, and it must be used appropriately, in accordance with the guidelines, to promote *Employment Ontario* programs and services.

#### Signage and Branding Kits

If you are a service provider contracted to deliver *Employment Ontario*'s Employment Service, you will be sent a new *Employment Ontario* signage kit in July 2010 that includes the following:

- an external window decal
- an internal sign
- a door decal
- a service-promise poster
- a computer screen saver

Guidelines for external signage are included in the manual in Appendix C to this document.

Service providers must place prominently, in public view, external and internal signs supplied by the ministry and other signs that clearly identify *Employment Ontario* at each funded site.

The external window decal, door decal, and internal sign will be posted in clear public view once they are received.

You will be sent products in English and French. Please post signage that best reflects the language needs of your customers. If you require more products, contact Publications Ontario, at [www.publications.serviceontario.ca](http://www.publications.serviceontario.ca).

Posting *Employment Ontario* signage provided by the ministry indicates that a service provider has the capacity to provide clients with information and referral service about all *Employment Ontario* programs, services, and projects.

If your organization delivers employment services that are "on hold", please continue to use your existing *Employment Ontario* signs.

You are not required to post an *Employment Ontario* sign if your organization does not provide information and referral services directly to clients.

### **Acknowledgement of *Employment Ontario* Programs and Services**

The following terminology is used to acknowledge the contribution by either the provincial government or the federal government to the programs, services, or projects based on the funding source. If you are uncertain of which sentence is appropriate, please contact your employment training consultant.

1. To acknowledge funding by the Ontario government from transferred federal funding through the LMDA, please include the following sentence (in English and/or in French, depending on the project audience):

This *Employment Ontario* project, program, or service is funded in part by the Government of Canada.  
Ce projet ou programme ou service *Emploi Ontario* est financé en partie par le gouvernement du Canada.

Also include the *Employment Ontario* wordmark if there is space. When the wordmark is used, place the line acknowledging funding underneath the wordmark.

2. To acknowledge funding from the Ontario government alone, please include the following sentence (in English and/or in French, depending on the project audience):

This *Employment Ontario* project, program, or service is funded by the Ontario government.  
Ce projet ou programme ou service *Emploi Ontario* est financé par le gouvernement de l'Ontario.

Also include the *Employment Ontario* wordmark if there is space. When the wordmark is used, place the line acknowledging funding underneath the wordmark.

3. To acknowledge funding approved by the federal government prior to transfer of the project to *Employment Ontario*, please include the following sentence (in English and/or in French, depending on the project audience):

This *Employment Ontario* project, program, or service is funded in part by the Government of Canada.  
Ce projet ou programme ou service *Emploi Ontario* est financé en partie par le gouvernement du Canada.

Also include the *Employment Ontario* wordmark if there is space. When the wordmark is used, place the line acknowledging funding underneath the wordmark.

## Office Openings, Ceremonies, and Events

If you are planning an event that involves contacting local media, you must complete the “Planning Template for *Employment Ontario* Events” in Appendix B and submit it to your ministry contact at least 21 days before you intend to announce a project. Only a representative of the Ontario government can announce funding by the province, or announce an official launch or opening of a centre.

This requirement does NOT apply to marketing outreach that service providers are required to do in order to achieve business goals.

If you have a question, please contact your ministry employment training consultant.

## Ongoing Communications Activities

For all verbal communications such as radio and/or television advertising, speeches, or interviews, reference must be made to *Employment Ontario*, the name of the program, service, or project, and the contribution by the provincial government or the federal government, as specified in the “Acknowledgement” section on page 5 of this document.

## Q’s and A’s

### Q: What’s new in the 2010 visual identity and communications guidelines?

**A:** These guidelines now provide specifications for exterior signage for service providers who are delivering *Employment Ontario*’s Employment Service. The guidelines also provide a new *Employment Ontario* wordmark for use in brochures and advertising.

### Q: Where can I find details about external signage for my service site?

**A:** Look at Appendix C for guidelines on external signage. The ministry expects service deliverers providing employment services to move as quickly as they can to post *Employment Ontario* external signage, as well as interior signage and decals, in a prominent manner.

### Q: What should I do with existing *Employment Ontario* signage?

**A:** Please dispose of existing *Employment Ontario* signage, in a respectful manner. If you have a question, please contact your ministry employment training consultant.

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

**A:** Existing publications and brochures can continue to be used until they run out. All new communications material, however, must conform to the guidelines outlined in this document.

### Q: Should I update my website?

**A:** Websites should be updated to indicate support from *Employment Ontario*. Please use the most appropriate sponsorship line and the wordmark.

### APPENDIX A: DEFINITIONS

**communications products.** These include, but are not limited to, news releases, posters, flyers, brochures, newspaper displays and classified advertising, radio and/or television advertising, billboards, displays in transit shelters, and newsletters that are produced by service providers.

***Employment Ontario* wordmark.** The name should always appear in white as reverse type on a red background or, if the sign is not in colour, on a black background.

In the text of a brochure or letter, *Employment Ontario* should appear in italics in the font used in the document.

As a wordmark, the name is stacked, and “Ontario” is set in a font size that allows the word to cover all the space beneath “employment”. The only exception is in bilingual signs (see Appendix C).

“Employment” and “Ontario” or the tagline (“Your job is out there. We’ll help you find it.”) are not to be separated or to appear along a horizontal line.

In an advertisement or brochure, should space be a concern, the name may appear without the tagline.

Care must be taken to ensure that the *Employment Ontario* wordmark is clear and prominent.

The wordmark is available in JPG and EPS files on page 8.

The *Employment Ontario* wordmark must be used as outlined below:

- If a service provider delivering *Employment Ontario* programs wants to promote the programs, the line acknowledging government funding must be used along with the wordmark if there is space. When the wordmark is used, place the line acknowledging funding underneath the wordmark.
- The wordmark must be used only in conjunction with the promotion of *Employment Ontario* programs and services.

If a service provider is announcing a fund-raising event to help it achieve its own administrative or operational goals, the *Employment Ontario* wordmark should *not* be used.

If you have any questions, please contact local ministry staff.

# EMPLOYMENT ONTARIO

VISUAL IDENTITY AND COMMUNICATIONS GUIDELINES FOR *EMPLOYMENT ONTARIO* SERVICE PROVIDERS

## Red JPG



Red.jpg



RedFr.jpg



Red-Tag.jpg



RedFr-Tag.jpg

## Black and White JPG



BW.jpg



BWFr.jpg



BW-Tag.jpg



BWFr-Tag.jpg

## Red (Pantone 1955) EPS



Red.eps



RedFr.eps



Red-Tag.eps



RedFr-Tag.eps

## CMYK (23C 100M 58Y 32K) EPS



CMYK.eps



CMYK-Fr.eps



CMYK-Tag.eps



CMYK-Fr-Tag.eps

## Black and White EPS



BW.eps



BWFr.eps



BW-Tag.eps



BWFr-Tag.eps

## Bilingual JPG

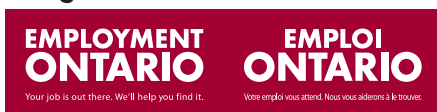


Red-bil.jpg

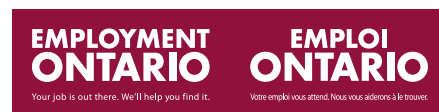


BW-bil.jpg

## Bilingual EPS



Red-bil.eps



CMYK-bil.eps



BW-bil.eps

**APPENDIX B: PLANNING TEMPLATE FOR  
*EMPLOYMENT ONTARIO* EVENTS**

Project Name:	
Agreement Number:	
Date / Time / Location:	
Participants:	List individuals you want to invite to take part in the event (e.g., speakers, ribbon cutters, representatives of other organizations). Only a representative of the Ontario government can announce provincial funding, or announce an official opening or launch of a centre.
Audience:	Include a brief description of who will be invited.
Description of Event:	Provide a brief summary of event activities.
Background Information:	Clearly explain what the event will announce or is intended to achieve. If the event involves a specific <i>Employment Ontario</i> program, please refer to it by name.
<i>Employment Ontario</i> Contact:	Include the name and telephone number of the employment training consultant.

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## INTRODUCTION

For any organization, a strong visual identity is a key component of well-organized, focused, and effectively targeted communications. Since signage programs often play a vital role in visual identity, design standards have been developed to provide consistent portrayal of the *Employment Ontario* visual identity on multiple types of signage.

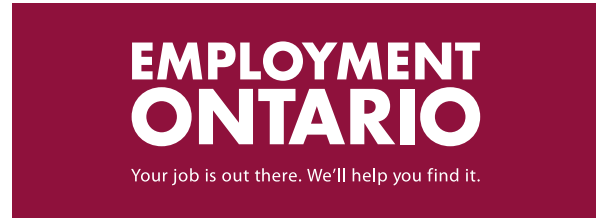
*Employment Ontario* offices are situated in a broad range of locations, and these locations may be subject to different signage restrictions as determined by landlords and/or municipal bylaws. The design templates provided in this manual have therefore been developed with a view to providing maximum flexibility.

Some organizations may have restrictions on external signage and the ministry will discuss and accommodate those needs.

If your sign is in colour, use the red wordmark. If your sign is in black and white, use the black-and-white wordmark.

In some cases, organizations may wish to delay buying a new sign. As an interim measure, a patch or decal can be placed on an existing external sign either in red or in black and white.

If you wish, you can place a separate *Employment Ontario* sign outside your building in addition to the existing sign promoting your organization. The dimensions of the *Employment Ontario* sign should be 3 feet by 2 feet.



The ministry expects an organization to make every effort to have some form of external signage in place when it begins to provide employment services. This signage can be a new sign, a decal added to the organization's existing sign, or a magnetic decal that will be part of the kit supplied by the ministry.

The design templates provided in sections 2 to 4 of this manual have been created as EPS (vector) files and are to proportion. To access any of the design templates, click on the reference number that appears below the wordmark.

### ***Assistance and Inquiries***

Questions about the signage standards can be directed to your local ministry contact.

## 1. VISUAL IDENTITY ELEMENTS

The wordmark is the visual link between all identity elements and should always be used as indicated.

### 1.1 English Wordmark

The English wordmark must always be reproduced as shown. No other components may be added, and nothing extracted. Note that while the point size for **EMPLOYMENT** is smaller than that for **ONTARIO**, the width of the two words is identical.



### 1.2 French Wordmark

The French wordmark must always be reproduced as shown. No other components may be added, and nothing extracted. Note that while the point size for **EMPLOI** is larger than that for **ONTARIO**, the width of the two words is identical.



### 1.3 Bilingual Wordmark

The bilingual wordmark must always be reproduced as shown. No other components may be added, and nothing extracted.

**Figure 1.3a** portrays this wordmark as used in vertical applications. **Figure 1.3b** portrays it as used in horizontal applications.

Note that the point size for **EMPLOYMENT** and **EMPLOI** is identical and is smaller than that used for **ONTARIO** (which also has the same point size in both English and French). This is the only instance where the width of the two words is not identical.

Use of the bilingual wordmark on an external sign is determined by the individual service provider in consultation with the ministry.



Figure 1.3a



Figure 1.3b

**1.4 Typefaces**

The use of common typefaces is the first step to a consistent tone across all applications. This ensures a unique look and facilitates the identity requirements of branding applications for *Employment Ontario*.

Futura Bold is the primary typeface. In order to illustrate our strength, “Employment Ontario/ Emploi Ontario” is always set in uppercase letters.

Myriad Pro is the secondary typeface, and is used only for the tagline – “Your job is out there. We’ll help you find it.”

**Futura Bold**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**1234567890**

Myriad Pro  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

**1.5 Proportions**

A graphic method is used to determine proportions within the wordmark, as well as the amount of space required between the wordmark and the outer edges of the sign. This method ensures that a consistent look will be maintained in all types of signs from small signs to large banners.

For each design, the standards will refer to “small O” and “large O”. These Os are determined as follows:

- For English applications, the small O is taken from the word EMPLOYMENT and the large O is taken from ONTARIO.
- For French applications, the small O is taken from ONTARIO and the large O is taken from EMPLOI.
- For bilingual applications, the small O is taken from the words EMPLOYMENT/EMPLOI and the large O is taken from ONTARIO.



The *Employment Ontario* wordmark is horizontal in its orientation, as shown on this page. However, it may be used in a vertical or a square orientation. Great care must be taken with vertically oriented or square signage to ensure that the brand identity is maintained in a professional manner. See sections 2 to 4 for the possible layouts of the wordmarks in horizontal, vertical, and square applications.

## 2. HORIZONTAL APPLICATIONS

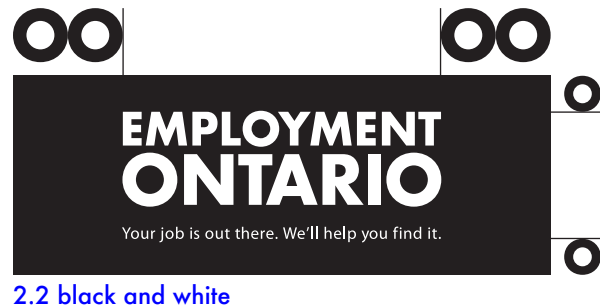
### 2.1 Horizontal Minimum – English

The minimum amount of space around the wordmark on an English horizontal application can be no less than a space equal to a small O.



### 2.2 Horizontal Maximum – English

The minimum amount of space at the top and bottom on an English horizontal application can be no less than a space equal to a single small O. The maximum amount of space at the left and right can be no more than the size of two large Os.



**2.3 Horizontal Minimum – French**

The minimum amount of space around the wordmark on a French horizontal application can be no less than a space equal to a small O.



**2.4 Horizontal Maximum – French**

The minimum amount of space at the top and bottom on a French horizontal application can be no less than a space equal to a single small O. The maximum amount of space at the left and right can be no more than the size of two small Os.



**2.5 Horizontal Minimum – Bilingual**

The minimum amount of space around the wordmark area on a bilingual horizontal application can be no less than a space equal to a small O. There is a space equal to two small Os between the English and French wordmarks.



**2.6 Horizontal Maximum – Bilingual**

The minimum amount of space at the top and bottom on a bilingual horizontal application can be no less than a space equal to a single small O. The maximum amount of space at the left and right can be no more than the size of two large Os. There is a space equal to two small Os between the English and French wordmarks.



### 3. VERTICAL APPLICATIONS

#### 3.1 Vertical – English

The maximum amount of space between the wordmark and the top edge of the sign can be no more than the size of three large Os. Similarly, the maximum amount of space between the wordmark and the bottom edge can be no more than the size of three large Os.

The minimum amount of space between the left and right sides of the wordmark and the outer edges of the sign can be no less than the size of one small O.



### 3.2 Vertical – French

The maximum amount of space between the wordmark and the top edge of the sign can be no more than the size of three small Os. Similarly, the maximum amount of space between the wordmark and the bottom edge can be no more than the size of three small Os.

The minimum amount of space between the left and right sides of the wordmark and the outer edges of the sign can be no less than the size of one small O.



3.2 red

CMYK



3.2 black and white

### 3.3 Vertical – Bilingual

The maximum amount of space between the wordmark and the top and bottom edges of the sign can be no more than the size of two large Os. The distance between the English and French wordmark should be the height of a single large O.

The minimum amount of space between the left and right sides of the wordmark and the outer edges of the sign can be no less than the size of one small O.



3.3 red

CMYK



3.3 black and white

## 4. SQUARE APPLICATIONS

### 4.1 Square – English

The minimum amount of space to the left and right of the wordmark can be no less than the size of a small O. The wordmark must be centred top to bottom within the space.



4.1 red

CMYK



4.1 black and white

**4.2 Square – French**

The minimum amount of space to the left and right of the wordmark can be no less than the size of a small O. The wordmark must be centred top to bottom within the space.



4.2 red

CMYK



4.2 black and white

**4.3 Square - Bilingual**

The minimum amount of space at the top, bottom, and sides of the sign can be no less than the size of a small O. The space between the English and French wordmarks is also equal to a small O.



4.3 red

CMYK



4.3 black and white

## 5. USE OF DECALS

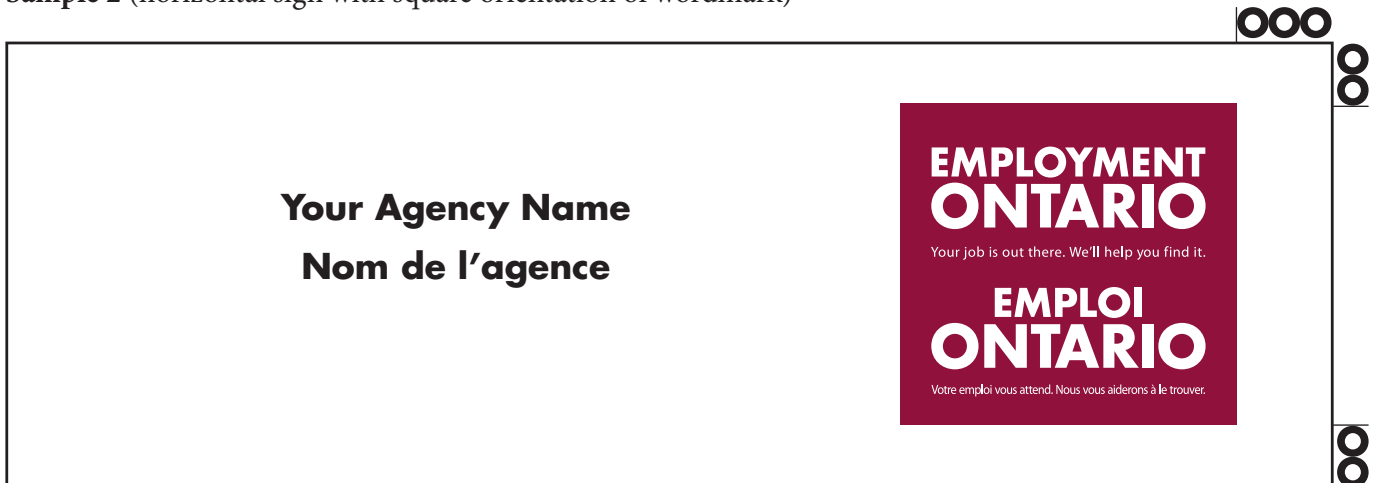
If you choose to use your existing external sign and attach an *Employment Ontario* decal to it, the following are possible options. Signs may be in English or French or may be bilingual.

Note the indications of positioning of the decal in samples 1 to 4.

Sample 1 (horizontal sign with horizontal orientation of wordmark)



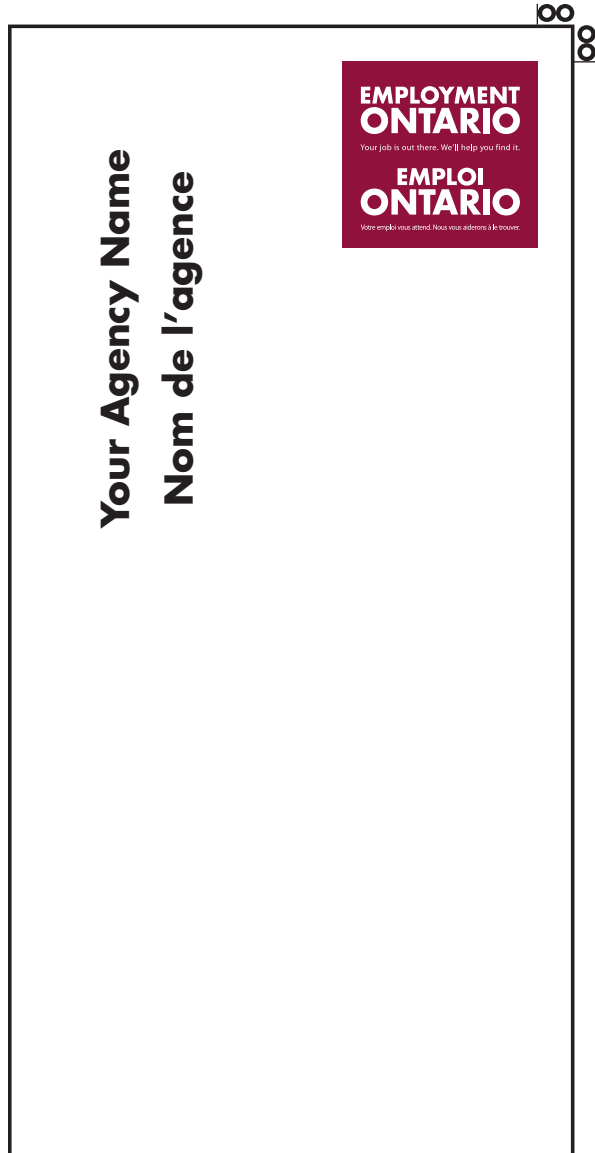
Sample 2 (horizontal sign with square orientation of wordmark)



**Sample 3** (square sign with horizontal orientation of wordmark)

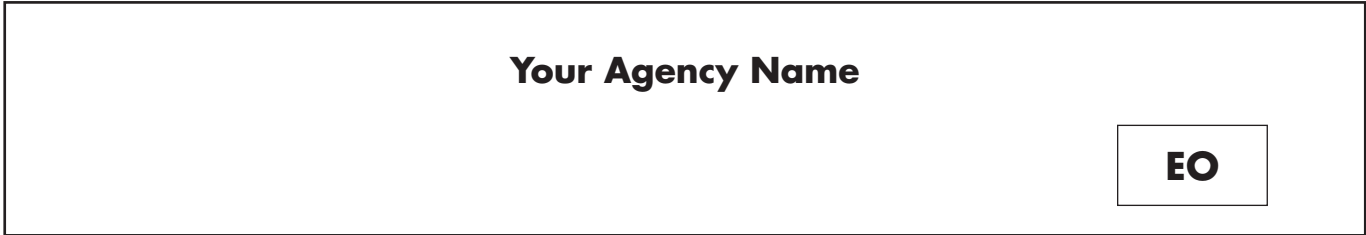


**Sample 4** (vertical sign with square orientation of wordmark)



**Sample 5**

If *Employment Ontario* is your only source of funds, the *Employment Ontario* wordmark will not be smaller than 20% of the total size of the sign (proportions are not indicated).



**Sample 6**

If *Employment Ontario* is one of several funding providers whose logos or wordmarks appear on your external sign, then the *Employment Ontario* wordmark will be the same size as other logos or wordmarks and will appear on the far right (proportions are not indicated).

