Visual Identity and Communication Guidelines for EMPLOYMENT ONTARIO Services 2016
INTRODUCTION

Employment Ontario is a streamlined network of integrated services that provides straight-forward access to programs related to employment and training.

Employment Ontario service providers are independent bodies that have a legal agreement with the Government of Ontario 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.

In addition, 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. This document will provide you with the provincial visibility guidelines for communication activities and products related to Employment Ontario programs, services and projects.

The objectives of the visibility guidelines 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.

The visual identity guidelines in this document ensure that a service provider is recognized as part of the Employment Ontario network.

The current Guidelines replace both the 2010 Visual Identity and the 2007 Visibility Guidelines and include information on digital and social media.

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 Employment and Training Consultant.
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THE EMPLOYMENT ONTARIO SERVICE PROMISE

Service providers that are part of the network are guided by the Employment Ontario service promise to clients.

Employment Ontario will:

- Ensure the highest quality of service and support to help you meet career or hiring goals
- Provide opportunities to make it easier for you to improve your skills through education and training
- Ensure that no matter which Employment Ontario office you walk into you will get the help you need
- Work with employers and communities to build the highly skilled, highly educated workforce Ontario needs to be competitive

Employment Ontario will earn your trust as Ontario’s primary source of help and information about employment and training.

VISUAL IDENTITY OVERVIEW

Recognition of Employment Ontario must appear in communication products of any kind, written or oral, developed by service providers contracted to deliver Employment Ontario programs or services targeted to the public. Signage and the use of the wordmark in publications contribute to the brand.

Employment Ontario Service Providers are required to comply with the Visual Identity and Communications Guidelines as outlined in their legal agreement with the Ministry.

Ensure you keep up to date with guidelines about Employment Ontario by following the RSS feed from the Employment Ontario Partner’s Gateway (www.ontario.ca/eopg)
DEFINITIONS

Clearance: The amount of blank space that must be left around a logo or wordmark in order to guarantee its integrity in the piece.

Communication Products: Communication products include, but are not limited to: news releases, posters, flyers, brochures, newspaper displays and classified advertising, radio and/or television advertising, billboards, transit shelters, web pages, social media pages and newsletter that are produced by service providers.

Logo: A graphic mark, emblem, or symbol commonly used by organizations to aid and promote instant public recognition.

Palette: The colours that are to be used when creating the identifiers (wordmarks and logos). Colours in the palette are identified using a standard numbering system (Pantone, CMYK, RGB and HEX).

Signage: All of the posted graphics that communicate Employment Ontario information to the public, especially for identification or as a means of giving directions. For the purpose of this document signage includes internal and external signs and door decals for your offices.

Tagline: A small amount of text which adds clarity to a wordmark or a logo.

Typefaces: The fonts that are to be used for identifiers and text messaging, whether in print or digital media.

Wordmark: The distinct typographic treatment of the name of certain programs or organizations, used for purposes of identification and branding. The organization name is incorporated as a simple graphic treatment to create a clear, visually memorable identity. The representation of the word becomes a visual symbol of the organization or product. A wordmark is different from a “logo” in that there is no image included.
The use of common typefaces is the first step to a consistent tone across all applications of the wordmark. This ensures a unique look and facilitates the identity requirements of branding applications.

Futura Bold is the primary typeface.

In order to illustrate the strength of the network, “EMPLOYMENT ONTARIO/EMPLOI ONTARIO” is always set in upper case letters.

Myriad Pro is the secondary typeface and is used only for taglines.

See page 11 for the tagline appropriate for the service you have a contract to deliver.
The wordmark should be used in colour whenever possible and may not be edited or altered in any way. Colours from this palette should be used at 100% and should not be used as tints. By using these standard colours consistently, you will help to maintain recognition of the brand.

The colours for the logo are

<table>
<thead>
<tr>
<th>PMS 1955</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>23-100-58-32</td>
<td>CMYK</td>
</tr>
<tr>
<td>163-1-52</td>
<td>RGB</td>
</tr>
<tr>
<td>#8A003B</td>
<td>HEX</td>
</tr>
</tbody>
</table>

When colour is not an option, reproduce the wordmark in black and white.
WRITING STYLE AND TONE

Employment Ontario’s service providers provide direct answers to people’s training and employment needs. They listen to the needs of employers, workers and job seekers and work with them to develop solutions based on knowledge of local needs and resources.

Our goal is to earn people’s trust and be the province’s primary source of help and information about employment and training.

This tone should influence all promotional copy you write about Employment Ontario programs and services. When writing about Employment Ontario programs and services:

**DO**

- Choose common, simple words rather than impressive, difficult words that mean the same thing.
- Use the active voice wherever you can. Identify your sentence subject and make it act. For example “John took the football” is an active sentence. “The football was taken by John” is passive.
- Write as though you’re talking to your reader. Use personal pronouns to make your writing conversational.
- Choose strong verbs and nouns. Remove unnecessary prepositions, adjectives and adverbs.
- Write short sentences. In general, stick to sentences that average 15 words.
- Use visual aids. Clear, simple graphics will make your material more meaningful and memorable.
- Use bullets and lists for instructions. Use tables and charts for breaking down dense facts and figures.
- Organize information in a way that makes sense to your audience. Make sure ideas flow and connect. Give it a logical order.
- Use meaningful headings. Headings and subheadings must direct and inform. Think of newspaper headlines.

**DON’T**

- Use acronyms. Most readers won’t understand the short forms that are second nature to you and your colleagues. For example, write “social insurance number” instead of “SIN.”
- Use jargon. This can intimidate and alienate your audience. If you need to use a specialized term, define it.
- Use a formal, impersonal tone when writing for the general public.
- Save the best for last. Get to the point. Put your key message first. Details can follow.
- Include more words than necessary. Make your writing as tight as possible.
- Use long blocks of text. Use short paragraphs and sections, introduced by subheadings.
- Ramble. Delete details that don’t advance your message.
WEB AND SOCIAL MEDIA

Having a webpage is a standard business procedure. Websites should indicate that the organization that owns the space is part of the Employment Ontario network and the most appropriate acknowledgement line and wordmark should be displayed prominently.

In the case of websites, the wordmark must be visible at least once on the home page, and must not be placed at the bottom of the page as scrolling may cause the logo to be hidden or obstructed.

More organizations are using social media to connect with their communities. If you use a Facebook page, a Twitter account, or other social media, keep these points in mind when referring to Employment Ontario programs:

1. If you reference Employment Ontario programs in your social media messaging, use the Employment Ontario wordmark whenever possible.

2. Follow the Ministry of Training, Colleges and Universities on Twitter (@OntarioTCU) and Facebook (OntTCU). Watch for messages on Employment Ontario programming and retweet, favourite, like, or share.

3. Use the same hashtags as @OntarioTCU uses in promoting programming. Hashtags evolve rapidly. #ONjobs remains fairly stable. For other, more specific hashtags, search the program name and see what hashtags appear.

4. Employment Ontario will sometimes share tweets and Facebook posts with you to coincide with new announcements. Please use them on your own accounts as much as possible.

5. Ensure consistent tone and style to the content on your Facebook page.
The Employment Ontario wordmark must be placed prominently and be used appropriately to promote Employment Ontario programs and services.

The words Employment Ontario should always be either black or white as reverse type when the background does not allow for black type.

As a wordmark, the name is stacked, with Ontario in a font size to stretch beneath “employment.”

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. Please see page 13 for wording to be used to acknowledge funding and an example of treatment.

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.

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

Refer to Appendix D for camera-ready, downloadable files in all formats.
BILINGUAL WORDMARK

The bilingual wordmark must always be reproduced as shown. No other components may be added and nothing extracted. The examples show this wordmark in a vertical application and horizontal application.

VERTICAL APPLICATIONS

Note that the point size for EMPLOYMENT and EMPLOI is identical and is smaller than that used forONTARIO (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.

HORIZONTAL APPLICATIONS
CLEARANCE

When the logo is used on its own, a safe zone surrounding it, as shown, protects the logo from being undermined by other elements and allows it to stand out. A clear space should always be provided around the logo. 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 (refer to Appendix E). Wherever possible, allow even more space around the logo.

SAFE AREA

SIZE

The Employment Ontario wordmark should be of equivalent size to the service providers logo/wordmark.

UNACCEPTABLE USAGE

For visibility, impact and overall integrity, it is important to retain a consistent use of the logo. The logo should never be compromised. Following are some common misuses that must be avoided. The logo must never be altered or re-created in any way. Always reproduce the logo from original digital artwork.

DO NOT

- Use in unapproved colours
- Stretch or distort the symbol
- Change the typeface
- Separate or move the elements of the wordmark
- Blur or screen the wordmark
- Run any element over the wordmark
- Outline any element of the wordmark
- Try to use the wordmark horizontally
TAGLINES

There are two distinct taglines for the different types of Employment Ontario service providers. The tagline “Your job is out there. We’ll help you find it.” is for service providers delivering the Employment Ontario Employment Service program.

The tagline, “Ontario’s employment and training network.” is for use by service providers delivering any other Employment Ontario programs or services.

If you need to use the logo with tagline in a black and white publication, please use one of the following:
Taglines may be used independently of the wordmark using the Myriad Pro font as specified on page 4. Minimum point size for the tagline is 6.5 pt.

If space permits, it can also be used embedded in the wordmark as below. Do not use the tagline embedded if it appears at less than 6.5 point in size. Depending on the process used to produce communications products, 6.5 point type may not be clearly legible. Use judgment in design and ensure the final tagline is legible.
ACKNOWLEDGEMENT LINES

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 of Employment Ontario Programs and Services. If you are uncertain of which sentence is appropriate, please contact your Employment and Training Consultant.

1. To acknowledge funding by the Government of Ontario from transferred federal funding through the Labour Market Development Agreement, please include the following sentence:

   This Employment Ontario (project, program or service – chose one) is funded in part by the Government of Canada and the Government of Ontario.

   And 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 Government of Ontario alone, please include the appropriate sentence as per Appendix B:

   i) This Employment Ontario (project, program or service – choose one) is funded by the Government of Ontario.

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

   [Here is the Employment Ontario wordmark]

   This Employment Ontario project is funded by the Government of Ontario.

   ii) This (project, program or service – choose one) is funded by the Government of Ontario.

   Add the trillium logo if there is space.

   [Here is the trillium logo]

   This (project, program or service – choose one) is funded by the Government of Ontario.

   See Appendix B on page 23 for details regarding funding acknowledgements.
CO-BRANDING

Providers must use the Employment Ontario wordmark on all communications materials relating to Employment Ontario.

Only a provider’s own wordmark or logo may be applied near the Employment Ontario wordmark.

The preferred placement for the wordmark is to the right of a provider’s logo. The example below shows the space required between the provider and the Employment Ontario wordmark.

When this is not a practical application, the examples shown below provide options of how the wordmark can be placed in a co-branding situation.

Regardless of where the Employment Ontario wordmark is placed on the page, in all cases it must be at least equal in size to the provider’s own wordmark or logo.

EXAMPLES

MAXIMUM WIDTH OR HEIGHT OF PROVIDER LOGO NOT TO EXCEED THAT OF EMPLOYMENT ONTARIO LOGO

CONTACT

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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SIGNAGE

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

EXTERNAL

The ministry expects an organization to have external signage in place when it begins to provide services. This signage can be a new sign with the Employment Ontario identifier, a new co-branded sign, or a decal added to the organization’s existing sign.

Please see Appendix E for more details on external signage.

INTERNAL

Employment Ontario provides internal signage and decals for doors and windows in English and French. Please post signage that best reflects the language needs of your customers.

These signs and decals should be posted in a prominent place, in public view, with every effort made to place them at eye level.

Contact Publications Ontario at www.publications.serviceontario.ca to order free Employment Ontario internal signage and decals. Refer to Appendix B for information regarding internal signage requirements.

USE OF SIGNS

CORRECT USE

eye level
**PLACEMENT OF SIGNS**

A well planned system of signage helps people find their destination quickly within your facility – reducing their need to search or to ask questions of staff. Planning the placement of signs means understanding the needs of your clients and how best to serve them.

When planning where to place your *Employment Ontario* sign (internal and external), please consider the following:

- The need to assure visitors that your facility provides *Employment Ontario* programs and services
- The location where visitors can access *Employment Ontario* programs and services in your facility
- The physical characteristics of your facility or site
- The relationship of *Employment Ontario* services to other services you offer

Effective use of signs is determined by where they are placed. Look at the traffic flow in your facility. Is your *Employment Ontario* sign placed where visitors looking for these services can see it, and understand that this is where they can access these services?

Take the time to inspect and maintain signs on a regular basis. Keeping signage in good repair helps enhance the appearance of your facility and reflects on the quality of the services you provide.

Contact Publications Ontario at [www.publications.serviceontario.ca](http://www.publications.serviceontario.ca) to order free *Employment Ontario* internal signage and decals. Refer to Appendix B for information regarding internal signage requirements.

**DIMENSIONS OF EXTERNAL SIGNAGE**

Refer to Appendix E for dimensions of external signage.
All public communications and marketing products, promotional material and advertising to promote the Canada-Ontario Job Grant (COJG) or programs funded by the Canada-Ontario Job Fund Agreement (COJFA) must include federal identification and recognize Canada’s financial assistance for those employment service providers who administer these programs.

All three identifiers below must be used either as a colour block or black and white block. That is, colour identifiers, where available, should not be mixed with black and white.

Programs funded by the Canada-Ontario Job Fund Agreement may change on an annual basis. Check with your Employment and Training Consultant about the funding support of specific programs.

The funding acknowledgement below is to be included on all Canada-Ontario Job Grant products:

- Funding provided by the Government of Canada through the Canada Job Grant
  Programs delivered by the Government of Ontario

The French translation of these lines is:

- Financement offert par le gouvernement du Canada dans le cadre de la
  Subvention canadienne pour l’emploi
  Prestation des programmes assurée par le gouvernement de l’Ontario

The funding acknowledgment below is to be included on all programs funded by the Canada-Ontario Job Fund Agreement:

- Funding provided through the Canada-Ontario Job Fund

The French translation of this line is:

- Financé en vertu de l’Entente Canada-Ontario sur le Fonds pour emploi
UNACCEPTABLE USAGE OF THE COJG/COJFA IDENTIFIER BLOCK

These identifiers:
- may not be altered in any way;
- should be displayed in generous open space, free from close association with any distracting or interfering elements;
- may not appear on a visually conflicting background; and
- may not form part of a headline, phrase or sentence.

All identifiers must be maintained at their proportional sizes. If you need to reduce the size of the block in order to fit your collateral, sign, etc., all three identifiers must be reduced by the same amount.

**DO NOT** ALTER OR ENLARGE ANY PART OF THE LOGO

**DO NOT** USE THE LOGO IN TIGHT SPACES OR WITH DISTRACTING OR INTERFERING ELEMENTS

**DO NOT** REARRANGE ELEMENTS OF THE LOGO

**DO NOT** USE ON VISUALLY CONFLICTING BACKGROUND

**COLOUR IDENTIFIERS SHOULD NOT** BE MIXED WITH BLACK AND WHITE

**DO NOT** USE AS PART OF A HEADLINE, PHRASE OR SENTENCE

COLOUR IDENTIFIERS has been responsible for successfully
ORGANIZATIONS PROVIDING SHORT-TERM PROJECTS AND/OR OTHER SERVICES ONLY

If your organization does not provide information and referral services directly to clients and receives funding for one-time short-term projects and/or other services (for example those contracted through the Job Creation Partnership or Labour Market Partnership) you are not required to post an *Employment Ontario* sign.

Organization providing short-term projects or other services only, will use the Ontario Trillium as either black on a white ground, or white on a black ground.

The rules for clearance are based on the height of the letter “i” from the bottom of the dot to the bottom of the “i” in the word “Ontario”.

Always leave one “i” space on all sides between the Ontario logo and any type, graphics, page edge, screen or banner.

Please ensure that any signage your organization produces acknowledges support from *Employment Ontario* and either the provincial government and/or the federal government. See page 13 for details.
The Government of Ontario reserves the right to announce its support of any project or service valued at more than $50,000. Should you wish to announce a project or service that meets the criteria or plan any official launch or other ceremony, the following will apply:

- If the Government of Ontario is the sole contributor to the project or service, your Employment and Training Consultant should be alerted. The provincial government has the first opportunity to set the time, place and agenda of the ceremony as well as to draft and issue the news release and media advisory.

- If other contributors are involved, the service provider contracted to deliver Employment Ontario services or projects is obliged to advise their Employment and Training Consultant as soon as possible so the provincial government can have the opportunity to arrange for a representative to participate at a mutually agreeable time and place.

- If you are planning an event, you must complete the attached Event Template (see Appendix A) and submit it to your ministry contact at least 21 days before a project can be announced.

For all verbal communications such as radio/television advertising, speeches, interviews, etc., 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 detailed in the terminology section of this document.
# APPENDIX A – *EMPLOYMENT ONTARIO EVENT INFORMATION TEMPLATE*

<table>
<thead>
<tr>
<th><strong>Project Name:</strong></th>
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<tbody>
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</table>

<table>
<thead>
<tr>
<th><strong>Agreement Number:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Date / Time / Location:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Participants:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>List the official taking part in the event (ie. Speakers, ribbon cutters, etc.), especially political representatives.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Audience:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Brief description of who will be in attendance.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Description of event:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide a brief summary of event activities.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Background information:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Include project information such as programs, assistance, duration, objectives, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Employment Ontario Contact:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Employment and Training Consultant and phone number.</td>
</tr>
</tbody>
</table>
## Appendix B – Employment Ontario Branding Requirements

<table>
<thead>
<tr>
<th>Programs</th>
<th>Funding Source</th>
<th>Information &amp; Referral Services</th>
<th>Branding for Communication Products, Web and Social Media</th>
<th>Branding for Physical Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>LMDA¹</td>
<td>JFA²</td>
<td>Acknowledgement Line (P. 13)</td>
<td>Tag Line (P. 11)</td>
<td>Wordmark (P. 8, 18)</td>
</tr>
<tr>
<td>Adjustment Advisory Program (AAP) – includes RRTS</td>
<td>Yes</td>
<td>No</td>
<td>This Employment Ontario (project, program or service – choose one) is funded in part by the Government of Canada and the Government of Ontario.</td>
<td>None</td>
</tr>
<tr>
<td>Apprenticeship – Income Support</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>None</td>
</tr>
<tr>
<td>Apprenticeship Seat Purchase</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>None</td>
</tr>
<tr>
<td>Canada - Ontario Job Grant (COJG) Total</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Funding provided by the Government of Canada through the Canada Job Grant Programs delivered by the Government of Ontario.</td>
</tr>
<tr>
<td>Employment Services (ES)</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>This Employment Ontario (project, program or service – choose one) is funded in part by the Government of Canada and the Government of Ontario.</td>
</tr>
</tbody>
</table>

1. Labour Market Development Agreement
2. Job Fund Agreement
3. Provides “information and referral” services directly to clients as per their Schedule A of the agreement
4. All COJG delivery sites are ES sites, therefore these are covered under ES internal and external signage rules

*Must comply with the COJG visual identity guidelines and the Job Fund Agreement Communications Protocol*

**Coverage of Physical Space**

- Covered under ES signage rules (P. 16, 29)
  - Internal
    - EO internal signs
  - External
    - EO decals
    - EO sign
<table>
<thead>
<tr>
<th>PROGRAMS</th>
<th>FUNDING SOURCE</th>
<th>INFORMATION &amp; REFERRAL SERVICES</th>
<th>BRANDING FOR COMMUNICATION PRODUCTS, WEB AND SOCIAL MEDIA</th>
<th>BRANDING FOR PHYSICAL SPACE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LMDA¹</td>
<td>JFA²</td>
<td></td>
<td>None</td>
</tr>
<tr>
<td>Job Creation Partnership/Labour Market Partnership</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>EITHER: This (project, program or service – choose one) is funded in part by the Government of Canada and the Government of Ontario OR This Employment Ontario (project, program or service – choose one) is funded in part by the Government of Canada and the Government of Ontario. BASED ON THE ORGANIZATION SPONSORING THE PARTICIPANT.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>None</td>
</tr>
<tr>
<td>Local Boards</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>This (project, program or service – choose one) is funded in part by the Government of Canada and the Government of Ontario.</td>
</tr>
<tr>
<td>LEPC</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>This (project, program or service – choose one) is funded in part by the Government of Canada and the Government of Ontario.</td>
</tr>
<tr>
<td>Ontario Employment Assistance Services (OEAS)</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>This (project, program or service – choose one) is funded in part by the Government of Canada and the Government of Ontario.</td>
</tr>
<tr>
<td>Second Career (SC)</td>
<td>Yes</td>
<td>Yes</td>
<td>N/A</td>
<td>This Employment Ontario (project, program or service – choose one) is funded in part by the Government of Canada and the Government of Ontario and through the Canada-Ontario Job Fund Agreement.</td>
</tr>
<tr>
<td>Targeted Initiative for Older Workers (TIOW)</td>
<td>TIOW</td>
<td>TIOW</td>
<td>No</td>
<td>This Employment Ontario (project, program or service – choose one) is funded in part by the Government of Canada and the Government of Ontario.</td>
</tr>
<tr>
<td>PROGRAMS</td>
<td>FUNDING SOURCE</td>
<td>INFORMATION &amp; REFERRAL SERVICES</td>
<td>BRANDING FOR COMMUNICATION PRODUCTS, WEB AND SOCIAL MEDIA</td>
<td>BRANDING FOR PHYSICAL SPACE</td>
</tr>
<tr>
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</tr>
<tr>
<td></td>
<td>LMDA&lt;sup&gt;1&lt;/sup&gt;</td>
<td>JFA&lt;sup&gt;2&lt;/sup&gt;</td>
<td>ACKNOWLEDGEMENT LINE (P. 13)</td>
<td>TAG LINE (P. 11)</td>
</tr>
<tr>
<td>Ontario Centre for Workplace Innovation</td>
<td>Yes</td>
<td>No</td>
<td>This (project, program or service – choose one) is funded in part by the Government of Canada and the Government of Ontario.</td>
<td>None</td>
</tr>
<tr>
<td>Literacy and Basic Skills (LBS)</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>This Employment Ontario (project, program or service – choose one) is funded in part by the Government of Canada and the Government of Ontario.</td>
</tr>
<tr>
<td>Youth Programming (YJC, YJ Link, YJ Summer)</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>This Employment Ontario (project, program or service – choose one) is funded in part by the Government of Ontario.</td>
</tr>
<tr>
<td>Apprenticeship Enhancement Funding (AEF)</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>This (project, program or service – choose one) is funded by the Government of Ontario.</td>
</tr>
<tr>
<td>Ontario Youth Apprenticeship Program (OYAP)</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>This (project, program or service – choose one) is funded by the Government of Ontario.</td>
</tr>
<tr>
<td>Pre-Apprenticeship Training Program</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>This (project, program or service – choose one) is funded by the Government of Ontario.</td>
</tr>
<tr>
<td>Co-op Diploma Apprenticeship Program (CODA)</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>This (project, program or service – choose one) is funded by the Government of Ontario.</td>
</tr>
<tr>
<td>Apprenticeship Budget Initiatives – Exam Preparation Course</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>This (project, program or service – choose one) is funded by the Government of Ontario.</td>
</tr>
<tr>
<td>Other Workplace Training initiatives (Skills Canada)</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>This (project, program or service – choose one) is funded by the Government of Ontario.</td>
</tr>
</tbody>
</table>
Looking for work? We can help!

If you are under 30 and not attending school full-time, join us for an information session:

- Tuesday, Nov. 19 at 9 a.m. or by webinar on Wednesday, Nov. 20 at 10 a.m.

Learn about opportunities with employers from a variety of sectors who are currently hiring.

FOR MORE INFORMATION:
Centre for Career and Employment Services
825 Memorial Ave., Room A201
Orillia
705.329.3102
ccesorillia@georgiancollege.ca
iwantajob.ca

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Canada-Ontario Job Grant (COJG)

The Canada-Ontario Job Grant provides direct financial support for employees who want to train their workers. In this grant program, employers choose the individuals they would like to train, and the training that meets their workforce development needs. The grant will fund up to 66% of eligible training costs for employees in Ontario, to a maximum of $10,000 per individual.

Applications are available on-line: www.ontario.ca/employabletraining.
Support and inquires:
Jack Clevenston 807-628-1967 e-mail: sdb@yenijobnow.com

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WEB PAGES
APPENDIX D – DIGITAL FILES OF WORDMARKS

Organizations delivering Employment Ontario employment services only

[Illustrations and links to .tiff (T), .jpeg (J) and .ai (A) files.]

Organizations delivering other Employment Ontario programs and services

[Illustrations and links to .tiff (T), .jpeg (J) and .ai (A) files.]

The Canada-Ontario Job Grant and programs funded by the Canada-Ontario Job Fund Agreement

[Illustrations and links to .tiff (T), .jpeg (J) and .ai (A) files.]

Organizations providing short-term projects and/or other services only

[Illustrations and links to .tiff (T), .jpeg (J) and .ai (A) files.]
APPENDIX E – EXTERNAL SIGNAGE STANDARDS

The ministry expects an organization to have external signage in place when it begins to provide either Employment Ontario programs or services on an ongoing basis. Signage plays a vital role in visual identity; therefore the following information is provided to help service providers develop appropriate signage as Employment Ontario partners.

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 appendix have therefore been developed with a view to providing maximum flexibility.

Organizations must have an Employment Ontario sign outside their building; the dimensions of the Employment Ontario sign should be a minimum of 3 feet by 2 feet. Organizations may choose to have an Employment Ontario sign in addition to the sign promoting their organization or one sign promoting both Employment Ontario and their organization.

In some cases, organizations may wish to delay buying a new sign or may not be allowed to have two signs. As an interim measure, a patch or decal can be placed on an existing sign.

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

If the organization is unable to have external signage, Employment Ontario signage should be featured prominently on or near the internal entrance. Please see the illustration on page 16 as an example.

Questions regarding signage can be directed to your local Employment and Training Consultant.

BILINGUAL SIGNAGE

Use of the bilingual workmark on an external sign is determined by the individual service provider in consultation with their local employment and training consultant.

Please see page 9 for more information on bilingual wordmarks.
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 O's 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 pages 32-37 for the possible layouts of the wordmarks in horizontal, vertical, and square applications.
**HORIZONTAL APPLICATIONS**

**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 Ø.

**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 Ø. The maximum amount of space at the left and right can be no more than the size of two large Øs.
**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.

**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.
**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.

**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.
**VERTICAL APPLICATIONS**

**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.

**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.
**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.
**SQUARE APPLICATIONS**

**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.

**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.
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.
**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. English and French logos can be placed side by side, using two decals.

Note the indications of positioning of the decal(s) in the following samples.

**HORIZONTAL SIGN WITH HORIZONTAL ORIENTATION OF WORDMARK**

Your Agency Name  
*Nom de l’agence*

[Image of horizontal sign with Employment Ontario decals]

**HORIZONTAL SIGN WITH SQUARE ORIENTATION OF WORDMARK**

Your Agency Name  
*Nom de l’agence*

[Image of horizontal sign with Employment Ontario decals]
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.

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.