



Growing Forward 2

Graphic Standards Guide

For federal-provincial-territorial
communication products

April 2013



BRITISH
COLUMBIA



Canada

Growing Forward 2 Graphic Standards Guide

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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.

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

publishing-publications@agr.gc.ca

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.

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



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Growing Forward 2

A federal-provincial-territorial initiative

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Growing Forward 2

A federal-provincial-territorial initiative

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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**

Growing Forward 2 

**LIGHT TREATMENT UNILINGUAL GRAPHIC
IDENTIFIER WITH TAGLINE**

Growing Forward 2
A federal-provincial-territorial initiative

**BILINGUAL GRAPHIC IDENTIFIER
WITHOUT TAGLINE**

Growing Forward 2 | Cultivons l'avenir 2 

**LIGHT TREATMENT BILINGUAL GRAPHIC
IDENTIFIER WITH TAGLINE**

Growing Forward 2 | Cultivons l'avenir 2
A federal-provincial-territorial initiative
Une initiative fédérale-provinciale-territoriale

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

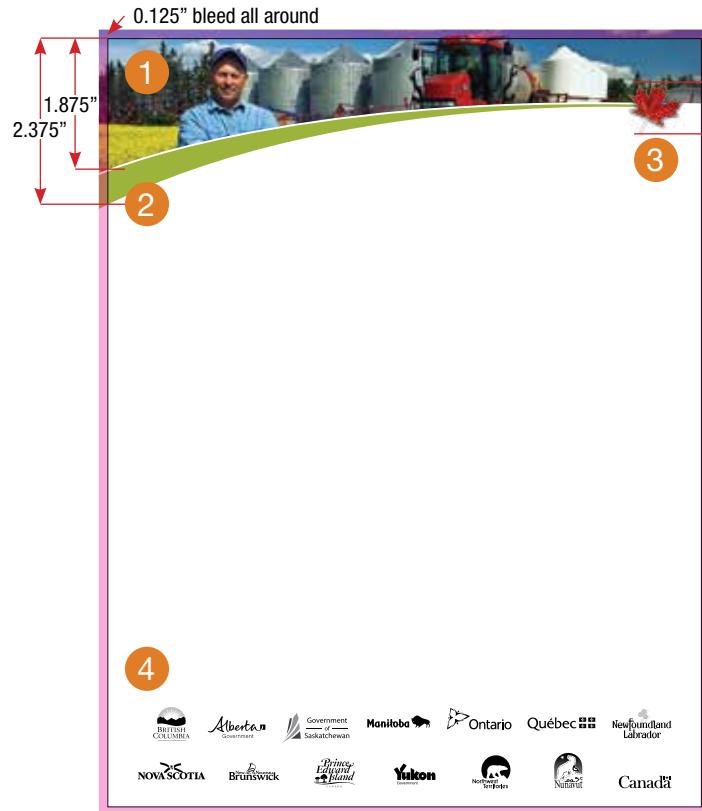
You may lay out text in one, two or three column format.

THE GROWING FORWARD 2 COLOUR SCHEME

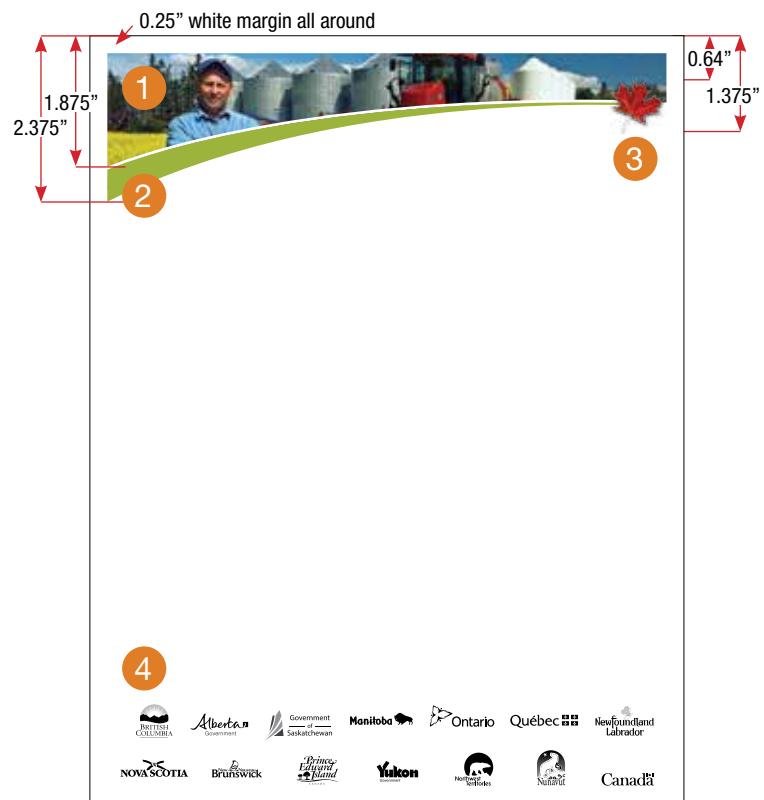
General green	Light green 60%	C: 45 M: 0 Y: 100 K: 24 R: 120 G: 161 B: 46 Pantone: 377 Web: 78A12E
	Dark grey 80%	C: 0 M: 0 Y: 0 K: 80 R: 88 G: 88 B: 91 Pantone: P Process 80% Web: 58585B
	Light grey 60%	C: 0 M: 0 Y: 0 K: 60 R: 128 G: 130 B: 132 Pantone: P Process 60% Web: 808284

MANDATORY SPECIFICATIONS

LETTER SIZE COVER AND FACTSHEET TEMPLATE FULL LOOK WITH BLEED



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

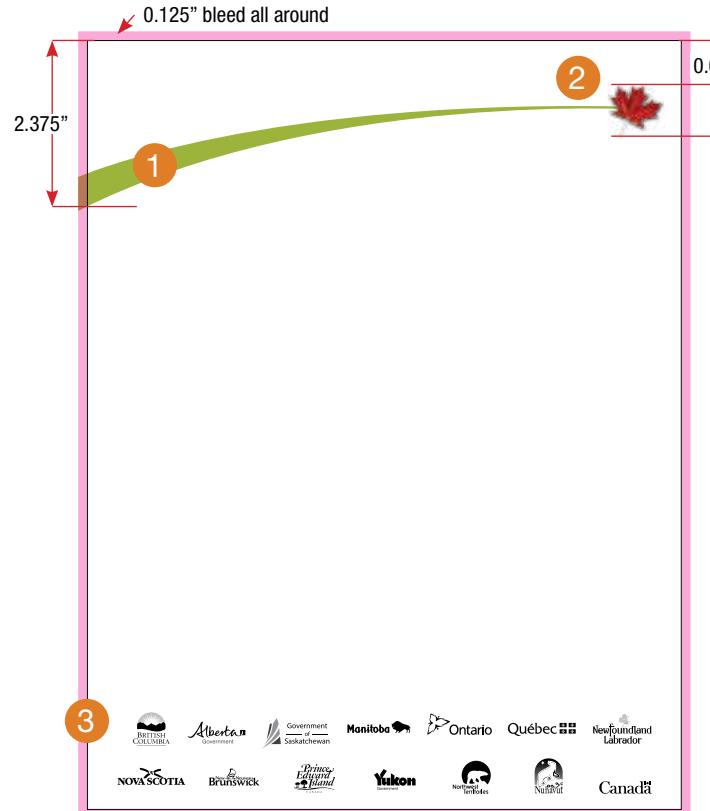


- 1 Top image area
- 2 Curve
- 3 Maple leaf
- 4 Identification of parties

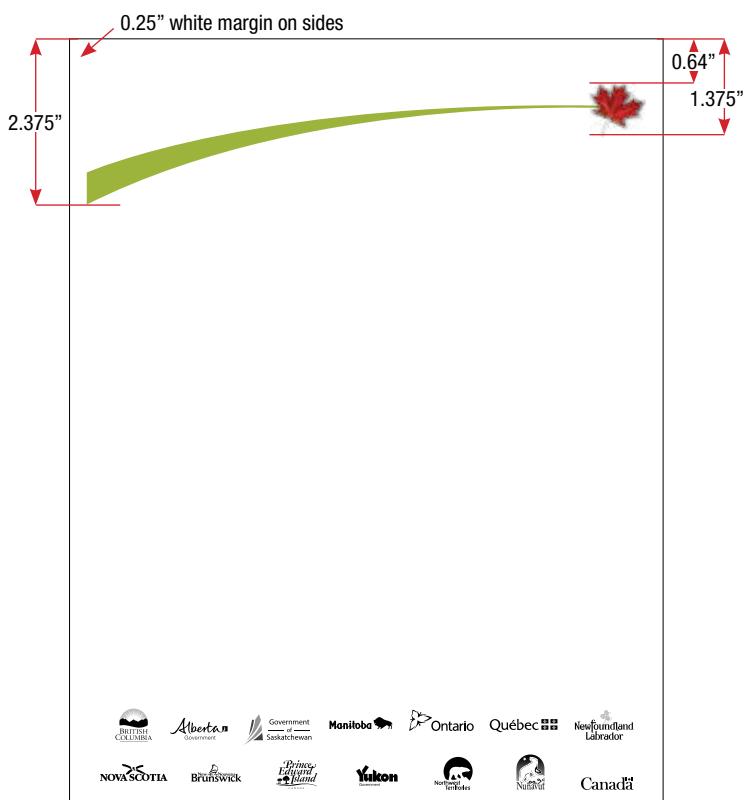
Proportions of the graphic elements in relation with each other must be maintained when resizing or adapting the artwork for different formats.

*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

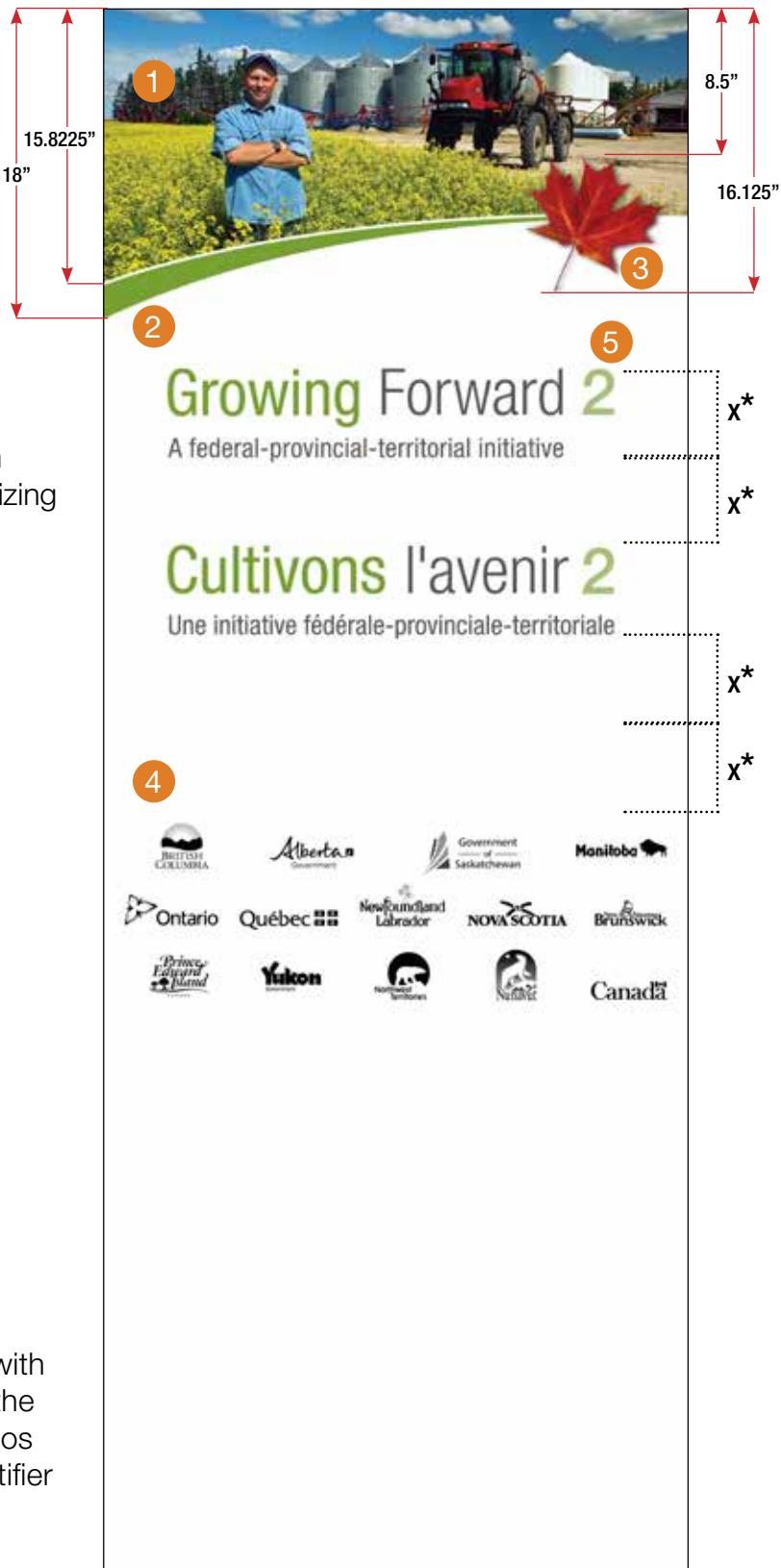
Proportions of the graphic elements in relation with each other must be maintained when resizing or adapting the artwork for different formats.

*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

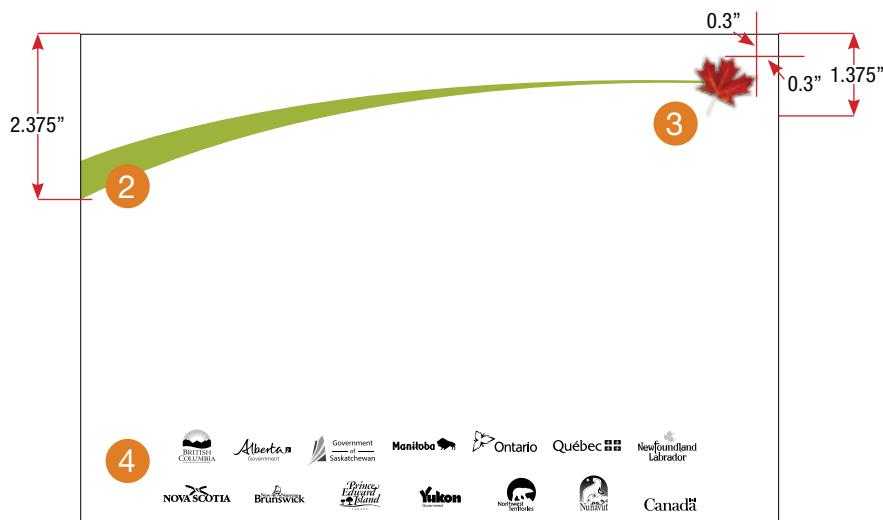
Proportions of the graphic elements in relation with each other must be maintained when resizing or adapting the artwork for different formats.

* 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.

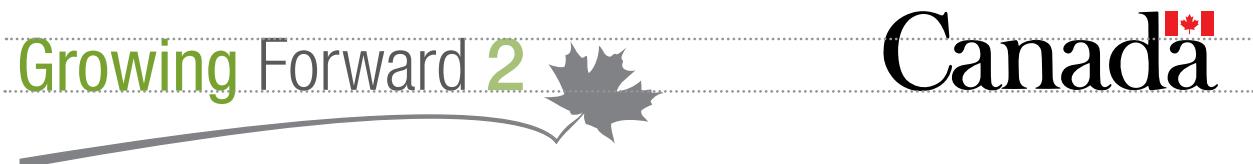
Unless otherwise agreed to by the signatories, you must acknowledge Canada's participation by displaying the Canada wordmark.

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 have been uploaded to AAFC's online Image Bank.

To obtain a username and password, please contact AAFC's Publishing and Creative Services unit at: Publishing-publications@agr.gc.ca.