



Global Affairs  
Canada

Affaires mondiales  
Canada

# Recognizing Results

## Public Recognition Guidelines for Global Affairs Canada Development Partners



# Visibility and recognition

*Global Affairs Canada is working with international assistance funding recipients to increase awareness about Canada's contributions to international development and to show how the results of their development efforts are contributing to a better world.*

These efforts tell a story, whether it is helping to stop the spread of epidemics, offering support to refugees, providing education to girls around the world, helping developing countries fight climate change and improving market access for local businesses. When partners tell their development stories and share their results, Canadians learn how their contributions are making a difference and transforming lives. More importantly, partner organizations can help engage Canadians in development issues.

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## What is visibility and recognition?

Visibility and recognition is the public acknowledgement by Global Affairs Canada funding recipients of Canada's contributions to international assistance efforts and responses to humanitarian crises.

Visibility and recognition can take many forms. Here are a few examples of how our partners already acknowledge Global Affairs Canada funding:

- including the Canada Wordmark on communications products and infrastructure delivered with Canadian support;
- publicly thanking Global Affairs Canada during regional, national and international events or high-level visits to Canada and abroad; and
- collaborating with Global Affairs Canada on social media activities.

Global Affairs Canada values the results that organizations provide and wants to support organizations in telling their story while providing appropriate public recognition.

The following directives will help organizations in recognizing Canada's contributions in their communications materials. These will also assist project and program officers who oversee all aspects of financial instruments, including public recognition requirements.

The activities described in this publication are intended to serve as guidelines for publicly recognizing Global Affairs Canada funding and should be read in conjunction with the financial and planning instruments developed for the project or program.

They are designed for **external audiences**:

- non-governmental organizations that receive funding from the Government of Canada, at home and abroad;
- multilateral and global partners with whom Global Affairs Canada develops specific visibility and recognition strategies;
- country partners with whom Canada enjoys good bilateral relations, shared strategic interests and significant programs;

and for **internal audiences**:

- Global Affairs Canada missions;
- development project team leads; and
- Global Affairs Canada staff.



## Guidelines on visibility and recognition

In general, financial instruments signed by Global Affairs Canada for development funding include a public recognition clause. The clause sets out expectations on how funding recipients acknowledge and recognize the contributions made by Canada to reduce poverty and address humanitarian crises.

Appropriate recognition of Government of Canada funding should be clearly indicated in communications products and activities throughout the project.

### How to highlight Global Affairs Canada's contributions to international assistance

Visibility and recognition can apply to many activities: project signage, publications, annual reports, events, websites, social media, sponsorship materials, merchandise, media releases, marketing and promotional material, speeches and interviews, and more. The following are examples of visibility and recognition activities that funding recipients may choose to use to recognize Government of Canada funding:

- visually acknowledge the Government of Canada on project signage and printed material;
- include Government of Canada quotations in news releases;
- proactively promote success stories to local media;

- mention the Government of Canada's support at events, conferences, and during high-level visits to Canada or in the field; and
- acknowledge the Government of Canada on websites and social media platforms, when appropriate.

### Identifying and planning opportunities for visibility and recognition

Upon receiving support or funding from Global Affairs Canada, partners should consider what opportunities exist for public recognition, including the following questions:

- What communications activities can be expected during the project?
- Are these activities a good opportunity for collaboration with Global Affairs Canada?
- Are there multiple partners involved in the project?
- Do you plan to publish any reports, brochures or other publications regarding the project?
- How can you incorporate acknowledgement of Global Affairs Canada funding into your website and social media platforms?
- Do any security, operational or other compelling reasons exist that would make public recognition inadvisable?





## Sample application – Web

A screenshot of the BBC News website. A magnifying glass is positioned over the 'Canada' logo, which includes a small Canadian flag. Below the logo, the text reads: 'Program undertaken with the financial support of the Government of Canada provided through Global Affairs Canada'. The website interface shows various news sections, a search bar, and navigation menus.



## Sample application – Print





# Visibility and recognition tips, tricks and best practices

By focusing on integrating acknowledgements into ongoing or planned communications activities, funding recipients can provide appropriate visibility and recognition without incurring additional costs. Here are some tips and best practices to guide funding partners in the process:

- Integrating visibility and recognition into routine work planning can help funding recipients identify opportunities to publicly recognize Global Affairs Canada support.
- Consider visibility and recognition opportunities available during events taking place in the field.
- Global Affairs Canada partners are encouraged to include the Twitter handle @CanadaDev when publicly recognizing Global Affairs Canada support on Twitter.
- Coordinated hashtags are a great way to amplify a common message around a particular theme. Partners are encouraged to coordinate hashtags with Global Affairs Canada's Public Affairs Branch.

## Sharing your results and stories

Global Affairs Canada encourages partners to highlight their results in the developing world and tell the story of why it should matter to all Canadians. Communications activities, such as posting photos and videos on social media and on websites, engaging in local media outreach, organizing diaspora events in Canada, are a few ways to get the story out and share the results.

Partners can work with Global Affairs Canada to make the most of the project's communication potential by collaborating on communication activities in order to reach more people and bring back the story to Canadians.

## Approvals

Depending upon the agreed terms of the financial instrument, consultation with Global Affairs Canada or approval may be necessary prior to engaging in communications activities about the project.

Partners are encouraged to refer to their agreement and seek direction from their project team lead as needed.



## Identifying Global Affairs Canada support

As part of efforts to appropriately recognize Global Affairs Canada contributions to international assistance, funding recipients are encouraged to prominently display the official symbols (or corporate identity) of the Government of Canada where appropriate. Clear and consistent corporate identity assists the public in recognizing, accessing and assessing the policies, programs, services and initiatives of the Government of Canada.

Official symbols of the Government of Canada must be presented in a manner compliant with Canada's Federal Identify Program (FIP). [Technical specifications](#) are available on the Treasury Board of Canada Secretariat website at [www.tbs-sct.gc.ca/fip-pcim/spec-eng.asp](http://www.tbs-sct.gc.ca/fip-pcim/spec-eng.asp).

Copies of the Canada Wordmark are available in a variety of formats at [www.international.gc.ca/development-developpement/partners-partenaires/bt-oa/wordmark-symbole.aspx?lang=eng](http://www.international.gc.ca/development-developpement/partners-partenaires/bt-oa/wordmark-symbole.aspx?lang=eng).

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### Where can I go for help?

For assistance regarding the use of the Canada Wordmark, Government of Canada signature or Global Affairs Canada signature, please contact the Visibility and Recognition Unit at [visibility-visibilite@international.gc.ca](mailto:visibility-visibilite@international.gc.ca).





## Frequently asked questions

*Where can I get copies of the Canada Wordmark, Government of Canada signature and Global Affairs Canada signature?*

Copies of the Canada Wordmark, Government of Canada signature and Global Affairs Canada signature are available in a variety of formats from the Global Affairs Canada website at [www.international.gc.ca/development-developpement/partners-partenaires/bt-oa/wordmark-symbole.aspx?lang=eng](http://www.international.gc.ca/development-developpement/partners-partenaires/bt-oa/wordmark-symbole.aspx?lang=eng).

*Can I make changes to the Canada Wordmark, Government of Canada signature and Global Affairs Canada signature?*

No. The Canada Wordmark, Government of Canada signature and Global Affairs Canada signature cannot be modified in any way. When resizing any of them, careful consideration must be taken not to distort them either horizontally or vertically.

*Can I translate the Canada Wordmark, Government of Canada signature or Global Affairs Canada signature into other languages?*

No. The Canada Wordmark, Government of Canada signature and Global Affairs Canada signature must remain in English and in French.

*What about an organization's own website?*

The websites of funding recipients should acknowledge the Government of Canada or Global Affairs Canada as a source of funding where appropriate. Project websites must acknowledge Government of Canada funding by using the Canada Wordmark in a manner that is compliant with the FIP.

*Should the Canada Wordmark be larger than other logos?*

If Global Affairs Canada is the major donor, then that identifier should be the most prominent one. For example, it should be placed first or above other identifiers. It can be larger if the design warrants it.



*For visual acknowledgement of a Global Affairs Canada contribution or a partnering arrangement, must both the Canada Wordmark and Global Affairs Canada signature appear on project materials and communications products?*

No. Only one official symbol should be used for inclusion on project materials and communications products of a funding recipient.

The Canada Wordmark is the preferred option since it can be displayed larger than either the signature of the Government of Canada or that of a department. The Canada Wordmark is also readily recognized by the Canadian public as a symbol of the Government of Canada.

For visual acknowledgement of two or more federal institutions, either the Canada Wordmark or Government of Canada signature is used.

For more information on visual acknowledgement for a Government of Canada contribution or partnering arrangement, please visit the Federal Identity Program on the Treasury Board of Canada website at [www.tbs-sct.gc.ca/fip-pcim/index-eng.asp](http://www.tbs-sct.gc.ca/fip-pcim/index-eng.asp).

*Does each item need to have a recognition element?*

No. Judgment is required to determine what is reasonable. For example, if Global Affairs Canada funds the building of a school, signs during construction and a plaque on completion would be suitable.

*What about waivers in humanitarian situations?*

The public recognition clause does not apply if its application could risk lives due to security concerns or by delaying the delivery of urgent humanitarian assistance.



## FOR MORE INFORMATION

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