

“ FUNDING PROVIDED *by the* GOVERNMENT OF CANADA *through the*  
CANADA–BRITISH COLUMBIA WORKFORCE DEVELOPMENT AGREEMENT ”

## **Canada-British Columbia WORKFORCE DEVELOPMENT AGREEMENT** *Graphic Standards and Communications Guide*

Labour Market and Skills Training Branch  
Ministry of Advanced Education, Skills and Training  
March 2018



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The *Canada-British Columbia Workforce Development Agreement Communication Guide* is designed to provide a brief overview of the guidelines for use of the *Canada-British Columbia Workforce Development Agreement logo lock-up* (CBCWDA Lock-up).

*The “Canada-British Columbia Workforce Development Agreement” replaces the “Canada-British Columbia Job Fund” program.*

The CBCWDA Lock-up (Figure 1 & 2) is used to recognize government funding on all communication materials referring to programs and services funded under the Canada-British Columbia Workforce Development Agreement. Sample applications of the “lock-up” used on advertisements, inserts and other marketing materials are shown beginning on page 4 of this guide in section 3.0 Sample Advertising and Acknowledgements.

Contact your ministry Program Manager for the official digital versions of the CBCWDA Lock-up.

Always use the digital files exactly as they are provided. Re-size them as a whole, always preserving the horizontal and vertical proportions. It is never acceptable to alter the CBCWDA Lock-up in any way. To do so would reduce the integrity of the CBCWDA Lock-up and diminish the image of the government overall.

**PLEASE NOTE:** An organization may not use the federal or provincial logos without permission. Logos and funding acknowledgement may only be used with respect to the specific programs or services that receive Canada-British Columbia Workforce Development Agreement funding.



*Funding provided by the Government of Canada through the Canada-British Columbia Workforce Development Agreement.*

**FIGURE 1.** *Canada-British Columbia Workforce Development Agreement logo lock-up (CBCWDA Lock-up) with tagline. CMYK version.*

### 2.1 Communications

All communications materials referring to programs and services funded under the Canada-British Columbia Workforce Development Agreement must clearly acknowledge the contribution made by the Government of Canada and the Province of British Columbia through the inclusion of the *CBCWDA Lock-up*.

Some examples of when recognition of government funding is required by including the *CBCWDA Lock-up* are:

- ▶ Advertisements to recruit program participants.
- ▶ Brochures, pamphlets, workbooks, etc provided to participants.
- ▶ Cheques provided to participants (wage subsidy or training allowance).
- ▶ Signage located at the primary training location.
- ▶ News releases that focus on the funded service.
- ▶ Any planned event or activity promoting the funded service.

Please see examples beginning on page **4** for correct use of the *CBCWDA Lock-up* and acknowledgment wording.

#### 2.1.1 STEPS TO FOLLOW

##### *Approval Form:*

- ▶ All communication activities must be pre-approved by your ministry. (See page **10**)

##### *Advertising:*

- ▶ Before moving forward, you must receive permission to use the advertisement via your ministry contact. Ensure your ministry contact is aware of the media deadline, and be sure to provide ample time prior to the deadline for advertisement approval.
- ▶ Submit a sample of the advertisement to your ministry contact. Suggested sample ads start on page **4**, or you may submit an ad you have already developed.

##### *Direct Client Funding:*

Any funding paid by cheque to participants must acknowledge federal/provincial funding. The acknowledgement can be printed on the cheque or an insert can be included with the cheque (see page **4**).

##### *Point of Service Signage:*

- ▶ It is a requirement under the *Canada-British Columbia Workforce Development Agreement* that there is a sign acknowledging funding where the program regularly takes place. Sign dimensions can be altered to accommodate local standard sizing (see page **4**).

## 2.2 Client Forms

All forms used by participants (application, intake and completion, etc) must acknowledge the Canada-British Columbia funding of the program. The *CBCWDA Lock-up* and the tagline must appear in the form (see Tagline, page 12).

If the form has multiple pages, the acknowledgment should be placed on the first or last page.

### Websites:

- ▶ The *CBCWDA Lock-up* may be used on your website, but only on the pages directly related to the program being funded. Use of the logos must also include the tagline (see example website on page 9).

### News releases:

- ▶ Government will always have the first opportunity to announce funded programs. Local news releases or advertisements may be concurrent or follow a federal-provincial release, or if your program manager advises that no government release will be made.
- ▶ **PLEASE NOTE:** You may not issue a news release without the prior approval of your ministry contact.

### Business Cards:

- ▶ Government logos are never to be used on business cards.

### Possible Government Communications:

You may be asked to participate in program announcements made by government. These may include one, or all, of the following:

- ▶ **Announcement of project implementation:** An event or news release outlining when, where, and what service is to be delivered.
- ▶ **First training day:** Event opportunity or local news release.
- ▶ **Last training day:** Event opportunity or local news release.
- ▶ **Completion of project:** An event or news release profiling successful outcomes.

**PLEASE NOTE:** Throughout the program or service, you are encouraged to photograph (with permission) clients engaged in *Canada-British Columbia Workforce Development Agreement* programs/services. These photos and a completed photo release form should be sent to the Ministry for possible future use.

## 3.0 SAMPLE ADVERTISING *and* ACKNOWLEDGEMENT

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### 3.1 Sample Cheque Insert

Sample insert to accompany a cheque to a program participant. Shown approximately full-size.



### 3.2 Sample Signage

Sample signage for display in the primary program locations – finished size is approximately 40 x 50 cm (16 x 20 inches).



### 3.3 Sample Advertisement

*Example of a good advertisement:*  
Provides local information,  
acknowledges funding and uses  
the CBCWDA Lock-up and tagline  
correctly.

## Training in B.C. Employability Program Opportunity for Employers

*Service delivery partner name / logo here*

### Who is this for?

Employers who have a work-experience placement available

### What will you get?

- Employers may be eligible to receive:
- Work-experience participant with skills to match employer's needs
- Wage subsidy for on-the-job training
- Opportunity to train and work with a possible new employee

*Local service delivery details here*

*Program name*

*Location and registration information*

*Contact information*

**Working together to help keep B.C. strong**

Canada



*Funding provided by the Government of Canada through  
the Canada-British Columbia Workforce Development Agreement.*

## 3.4 Sample Advertisement

# Training in B.C.

**Workplace Pilot Program****[www.samplewebsite.com](http://www.samplewebsite.com)**

**Offering BC businesses hiring incentives  
to hire eligible youth between the ages of 15 and 29,  
plus up additional incentives for training activities.**

**YOUTH Criteria**

- unemployed and between 15 and 29
- not currently receiving EI and must not have received EI within the past 36 months; or 60 months for a parental claim
- not a full-time student or returning to school
- resident of BC and legally entitled to work in Canada
- not participating in any CJF-funded programs

**EMPLOYER Criteria**

- in operation for at least one year
- in good standing with WorkSafe BC
- must employ youth for a minimum of 3 months
- must employ youth for a minimum of 30 hours per week
- must be deemed suitable for public funding


**For more information, call toll free:****1 555-555-5555**

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the Canada-British Columbia Workforce Development Agreement.

### 3.5 Sample Advertisement




# B.C. Training Program

**B.C. Training Program – B.C. Town**  
*A comprehensive employment focused training program for British Columbians.*



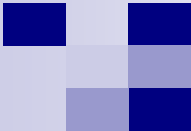
## Looking for Work? And are you...

- A Resident of B.C.
- 18 years of age or older
- Unemployed / not on EI  
*(have not had an EI claim within the last 3 years or a maternity/parental claim in the last 5 years)*
- Not a student
  - Priority will be given to individuals who are in greater need for support.
  - Weekly Training Allowance will be provided to eligible participants.

Funding provided by the Government of Canada through the Canada-British Columbia Workforce Development Agreement.

## 3.6 Sample Newsletter



ISSUE 1

SEPTEMBER 2014

# Training in B.C. 2014

OPPORTUNITIES and CAREER SERVICES

### Training in B.C. ... coming to a location near you


- » It worked for the BC Olympics, it will work for your town.
- » Reminds you of the importance of excellent customer service
- » Assists you in communicating more effectively and efficiently with customers
- » Aids in demonstrating attentiveness to customers' needs

## Training in B.C. 2014

In recent months we at "Training in B.C." have been speaking to people about a great training opportunity. Well our summer is almost over—and it's the time to start thinking about the fall. What a great way to approach it—thinking about "TRAINING."

Some of you have visited our office and started the process to access training. We know others have plans to get the process started. Come and see us to take advantage of free training in the months to come.

There are so many possibilities out there to keep your skills current, your mind fresh, and



Get **PLUGGED-IN** to training that will move you forward in your personal life and your work life!


Call Training B.C. today to book your appointment  
**250-555-5555**

Or visit us online:  
[www.samplewebsite.com](http://www.samplewebsite.com)

Unscramble these essential workplace skills

- » gdreina
- » tkemrwao
- » ynrmaue
- » rscutepmo

reading, teamwork, planning, computer use



### Scary but true FACTS

**Lose your job?** Almost 50% of Canadians don't have the skills they need to get or keep a job.

**Lose your mind?** You start losing your skills at 25 and keep losing them till your 55 – unless you upgrade.


**Increase Skills.** Using computers consistently increases your skill level.

**Increase Income.** You can earn more money by increasing your skill level.

## Team Work Pays Off Big Time

Sometimes it can feel like you're in a tug of war rather than working as a team. Strong teams are made up of people motivated to work together and to solve complex problems.

Solid teams are energizing! Productivity improves!



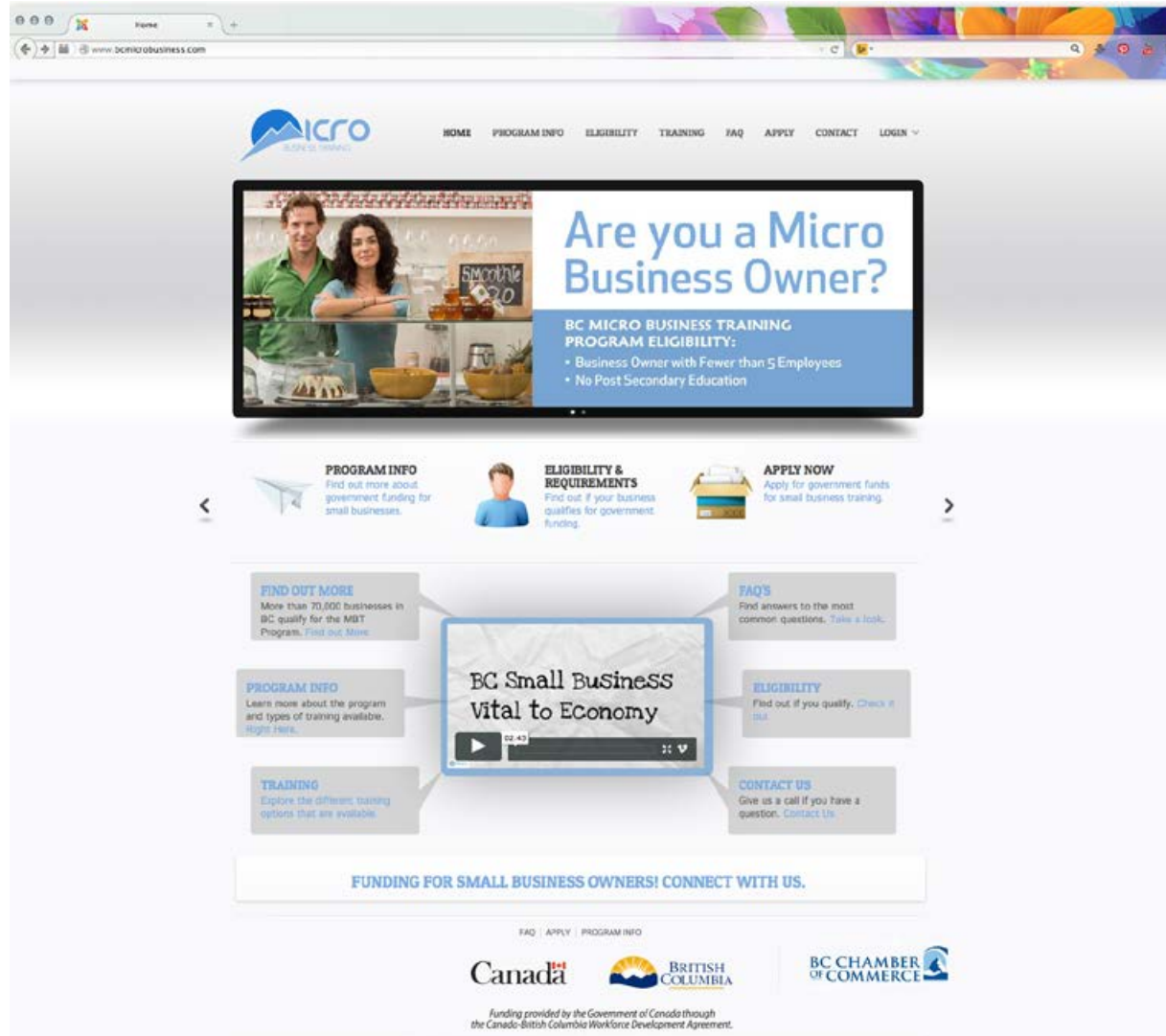
Call now and sign up for these workshops! and learn how to effectively work with every-one!





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#### 3.7 Sample Website



### 4.1 Third Party Logo Use Approval Form

To receive approval for use of the *CBCWDA Lock-up*, you must first complete and submit the Application for Third Party Use, (see p. 20) and provide a sample of the materials with the logos already placed. Please e-mail or fax the completed form to your ministry program contact with the sample(s) attached. You are required to complete this form for all new materials produced.

A new approval form is **NOT REQUIRED** when:

- ▶ reprinting previously approved materials such as posters or cheque stuffers.
- ▶ an approved advertisement is reprinted with minor changes\* (such as date or location) and the use falls within the dates specified in the original approval.

*\* Minor changes to existing communications must first meet approval with your program contact prior to producing these materials.*

A new approval form **IS REQUIRED** when:

- ▶ new or additional marketing or advertising materials, not previously identified and approved, are created.
- ▶ the term for which permission to use the *CBCWDA Lock-up* has expired.

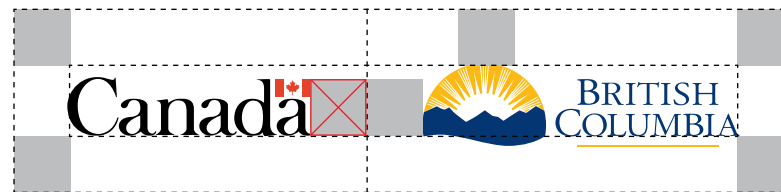
### 5.1 Protective Space

Surrounding the *CBCWDA Lock-up* is an area of protective space or clear area that ensures these marks are not obscured by other competing marks or communications that could reduce its value and compromise its communications role.

The minimum protective space is equal to the height of the BC Wordmark. To protect it from visual interference, this space is required around all sides of the *CBCWDA Lock-up*.

This space is built into each file within the *CBCWDA Lock-up* suite of marks created by GCPE.

Always use the digital files exactly as they are provided. Re-size them as a whole, always preserving the horizontal and vertical proportions and the protective space. It is never acceptable to alter the *CBCWDA Lock-up* in any way. To do so would reduce the integrity of the *CBCWDA Lock-up* and diminish the image of the government overall.



*Funding provided by the Government of Canada through the Canada-British Columbia Workforce Development Agreement.*

**FIGURE 2.** The protective space required around the *CBCWDA Lock-up*: X is equal to the height of the Canada Wordmark.

## 5.2 Minimum Size

The *Canada-British Columbia Workforce Development Agreement* logo lock-up should never be reduced to less than 0.3 inches (.76 cm) in height. For web usage the mark's total height should never be less than 45 pixels.



**FIGURE 3.** Minimum size of the CBCWDA Lock-up

## 5.3 Minimum Size and Position of Tagline

For maximum legibility, the *Funding provided by the Government of Canada through the Canada-British Columbia Workforce Development Agreement* tagline must never be reproduced below 8pt. type. Always use the digital files with taglines exactly as they are provided. Re-size them as a whole, always preserving the horizontal and vertical proportions.



**FIGURE 4.** Minimum size of the CBCWDA Lock-up tagline: *Myriad Pro Italic, 100% black, 8 pt.*

### 5.4 Proportion

The proportion (height-to-width ratio) must never be changed when reducing or enlarging the *CBCWDA Lock-up*.



**FIGURE 5.** Logo height-to-width ratio scaled/skewed – Unacceptable use

### 5.5 Misuse

Maintaining the visual integrity of the *CBCWDA Lock-up* should govern all decisions for its use and legibility.

The consistent application of the *CBCWDA Lock-up* is critical for communicating clear, consistent and uniform messaging across all communication products.

**SCREENS:** *The Lock-up should not be screened or used in a light tint or hue.*



**GRAPHICS:** *The Lock-up should not appear within a frame or border.*



**TYPEFACE:** *Never substitute any of the typefaces in the CBCWDA Lock-up.*



**FIGURE 6.** *Examples of misuse.*

### 5.6 Background and Contrast

The *CBCWDA Lock-up* should appear in the CMYK version whenever possible. When the background field is dark, designers must use the reverse (white) version.

Where the *CBCWDA Lock-up* appears against a patterned background, such as a photograph, individuals are required to ensure that the detail and tonal value of the background permit the mark to remain legible and prominent. Colours and hues that conflict with the values and hues of the wordmark colours are to be avoided.



FIGURE 7. Examples of background and contrast – acceptable and unacceptable applications.

### 6.1 Colour Spaces

#### CMYK

Usually only Cyan, Magenta, Yellow and Black inks are used in 4-colour or 'process' printing.

These four inks can create any colour in a print document by being printed together as tiny *halftone dots* illustrated below.

Use CMYK files in print applications, ideally the *EPS* or *TIF* file formats.



**FIGURE 8.** Example CMYK halftone dots.

#### RGB

Red, Green and Blue light is displayed on computer monitors and televisions in small blocks, illustrated below.

Projected together, these three colours of light can create any colour in video.

Use RGB files on-screen, ideally the *EMF* or *PNG* file formats.



**FIGURE 9.** Example RGB colourspace "blocks".

#### GREY

GREY files use a single printing ink (like black) only.

This version of the mark is meant for print jobs where printing 4-colours is too expensive. Use GREY files in print applications, ideally the *EPS* or *TIF* file formats.

### 6.1.1 COLOUR SPACES / 4 COLOUR AND RGB

**CMYK POSITIVE:** for use in full-colour print applications.

» WDA\_Can-BC\_CMYK\_pos.eps



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**CMYK REVERSE:** for use in full-colour print applications  
on a dark background.

» WDA\_Can-BC\_CMYK\_rev.eps



**RGB:** for use online and in word-processing applications.

» WDA\_Can-BC\_RGB\_pos.eps



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### 6.1.2 COLOUR SPACES / GREY SCALE

**GREY POSITIVE:** *for use in Greyscale print applications.*

» *WDA\_Can-BC\_GREY\_pos.eps*



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**SOLID BLACK:** *for use in single colour print applications.*

» *WDA\_Can-BC\_Solid\_pos.eps*



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**SOLID REVERSE:** *for use in single colour print applications  
on a dark background.*

» *WDA\_Can-BC\_Solid\_rev.eps*



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## 6.2 File Formats

### 6.2.1 VECTOR FILES

Vector files use geometric shapes to create images. Images made with vectors are most versatile because they can be enlarged or reduced to any size without degrading the image.

Files with *EMF*, *EPS* or *AI* extensions are vector files.

Microsoft software can display vector *EMF* files, so consider inserting these files into your Word documents instead of *JPEG*s or *TIF*s. Ideally the *EPS* or *TIF* file formats.

### 6.2.2 BITMAP FILES

Use bitmap files with caution. Bitmaps are ideally suited to photographic imagery. In fact, all digital photographs are bitmaps.

Bitmap file formats create images by mapping tiny, square building blocks called pixels. If bitmap images are enlarged too much, these pixels become obvious and the quality of the image is degraded.

There are many different flavours of bitmaps, each with their own strengths and weaknesses. *JPEG*s, *TIF*s, *BMP*s, *PNG*s and *GIF*s are all bitmap file formats. They should be distributed and used with caution.

Bitmap versions of the BC Mark are best suited to online or video communications.

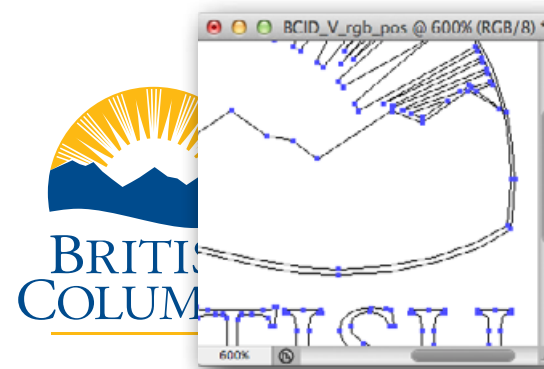


FIGURE 10. Example of anchor points in a vector file format.



FIGURE 11. Example of pixels in a Bitmap file format.

## Application for Third Party Use of the

# Canada-British Columbia Workforce Development Agreement Logo Lock-up

*Please complete and print this form, and submit to either your program manager or ministry contact. The signed-off application form must then be submitted to GCPE for final approval. Please include a copy of your intended use of the CBCWDA Logo Lock-up.*

**Name of organization** \_\_\_\_\_

**Brief description of organization** \_\_\_\_\_

**Contact information** *Include additional contacts if acting on behalf of above organization (e.g. contractor)*

Name \_\_\_\_\_ Address \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_ e-mail \_\_\_\_\_

**Intended use of the CBCWDA Logo Lock-up** \_\_\_\_\_

**List any other Marks that will appear in conjunction with the CBCWDA Logo Lock-up** \_\_\_\_\_

**Medium** *Provide Copy When Possible*

☐ Pamphlets ☐ Brochure ☐ Website ☐ Banner  
☐ Poster ☐ Billboard ☐ Other (explain) \_\_\_\_\_

**Time and duration the CBCWDA Logo Lock-up will be used** \_\_\_\_\_

**Additional information** \_\_\_\_\_

**Endorsements/Approvals**

Name \_\_\_\_\_ GCPE Ministry Communications Director Signed \_\_\_\_\_ date \_\_\_\_/\_\_\_\_/\_\_\_\_

Name \_\_\_\_\_ Director, Graphic Design Services Signed \_\_\_\_\_ date \_\_\_\_/\_\_\_\_/\_\_\_\_

GCPE\_20180326

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# CONSENT AND RELEASE

I, \_\_\_\_\_, EFFECTIVE THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_\_\_, **ACKNOWLEDGE AND AGREE WITH HER MAJESTY THE QUEEN IN RIGHT OF THE PROVINCE OF BRITISH COLUMBIA**, represented by the Minister of \_\_\_\_\_ or successor representatives, (the "Province"), in consideration of the opportunity for me to participate in the Recordings described below and for other good and valuable consideration (the receipt and sufficiency of which I acknowledge), **AS FOLLOWS:**

**1. I AM ENTITLED TO ENTER INTO THIS AGREEMENT, WHICH WILL APPLY TO ALL RECORDINGS IN WHICH MY IMAGE APPEARS, AND THESE RECORDINGS MAY OR MAY NOT BE USED BY THE PROVINCE IN WHOLE OR IN PART.**

I acknowledge that the Province desires from time to time to use photographs, audio recordings, video recordings, digital images, sketches, notes, written extractions and other forms of recording (collectively, "**Recordings**") that capture my image, likeness, voice, performance, opinions, name or related personal information (or any or all of these) (collectively, "**Image**"). This Agreement shall apply to all Recordings, and my Image as it appears in all Recordings, made available to the Province, whether such Recordings have been made or taken: a) by any representative of the Province including any past, present or future employee, appointee, advisor, officer, agent, volunteer, contractor, subcontractor, successor, licensee or assignee of the Province (each, a "**Representative**"); or b) by me or any other person and submitted by me or any other person on my behalf, and therefore with my consent, to the Province or a Representative. I further acknowledge and agree that the Province and its Representatives may, but are under no obligation to, make any Use of the Recordings, in whole or in part. I represent and warrant that this Agreement does not in any way conflict with any existing commitment on my part with respect to the Use or capture of my Image in any Recordings.

**2. MY IMAGE MAY BE USED AND DISCLOSED FOR BROAD PURPOSES AND THE RECORDINGS USED IN ANY MANNER.**

Unless otherwise agreed in writing, I unconditionally and perpetually consent, authorize and grant to the Province and its Representatives all necessary authority, right and license throughout the World, and in their sole discretion, to: a) store and Use my Image as it is captured in the Recordings; and b) Use the Recordings without limitation or restriction. For the purposes of this Agreement, "Use" or "Used" means: a) both commercial and non-commercial use and unlimited disclosure of and access to my Image for public relations, public promotion, advertising, marketing, educational and editorial purposes; b) unlimited use or exploitation of the Recordings for any internal or external purpose, including for public relations, public promotion, advertising, marketing, educational, editorial or any and all other commercial or non-commercial purposes whatsoever, and further includes the right to print, reproduce, copy, distribute, sell, loan, exhibit, display, publish, broadcast or communicate the Recordings in all forms, media and technologies now known or hereafter developed, including via the Internet; and c) the right to alter, change or modify my Image and/or the Recordings or to combine or incorporate all or any parts of my Image and/or the Recordings into other works, create derivative works from my Image and/or the Recordings and the right to use my Image and/or the Recordings alone or in combination with other persons or images, including with the marks and branding of the Province or its Representatives.

**3. I DO NOT OWN THE RECORDINGS MADE BY/FOR THE PROVINCE, OR MY IMAGE AS IT APPEARS IN ANY RECORDINGS.**

I confirm that, as between myself and the Province, the Province owns and will retain all right, title and interest throughout the World in and to all Recordings made or taken by it or any of its Representatives, as well as my Image as it appears in any Recordings. I hereby irrevocably and unconditionally assign and grant to the Province all assignable right, title and interest and waive in favour of the Province all non-transferable rights and interests, including any "moral rights", that I have or may acquire (including personality and publicity rights) in Recordings made or taken by the Province or any of its Representatives, and my Image as it is captured or Used in any Recordings. The Province may license or assign its rights in the Recordings to third parties and I agree that, in such event, the preceding sentence will extend to all such parties and their assignees and licensees.

**4. I AM NOT ENTITLED TO RECEIVE ANY PAYMENT FOR THE USE OF THE RECORDINGS OR THE USE OF MY IMAGE IN THE RECORDINGS, AND MY NAME MAY OR MAY NOT BE DISCLOSED IN ASSOCIATION WITH THE RECORDINGS.**

Unless otherwise expressly agreed to in writing in advance, no royalties, fees or other form of payment or compensation whatsoever will be provided to me for or in connection with this Agreement or any current or future Use of my Image or the Recordings. The Province and its Representatives may, but are not obligated to, in their discretion, disclose my name in connection with their Use of the Recordings or my Image as it is captured in the Recordings.

**5. I AM GIVING UP MY RIGHT TO SUE, AND I HAVE NO RIGHT TO APPROVE THE USE OF MY IMAGE OR THE RECORDINGS.**

I hereby waive my rights and release and agree to hold harmless the Province and all of its Representatives from any and all claims of any nature whatsoever which I may now or in the future have against any or all of them by reason of any fact or matter in any way relating to or arising from their ownership or Use of my Image or the Recordings, or otherwise relating to the subject matter of this Agreement. I hereby waive any right that I may have to approve, at any time, the manner of Use of the Recordings or the Use or appearance of my Image as it is captured in the Recordings.

**6. NO OTHER AGREEMENT IMPACTS THIS AGREEMENT; ALL CHANGES MUST BE AGREED IN WRITING; BC LAW APPLIES.**

This Agreement is the entire agreement between the parties relating to the subject matter of this Agreement and any modification must be in writing and signed by the Province. This Agreement will be governed by the laws of British Columbia and the laws of Canada applicable therein and the courts of British Columbia sitting in Victoria will have exclusive jurisdiction over any dispute arising from or relating to this Agreement or its subject matter.

**BY SIGNING BELOW I CONFIRM THAT I HAVE READ, UNDERSTOOD AND AGREE TO THE TERMS AND CONDITIONS OF THIS AGREEMENT AND THAT IT IS MY INTENTION TO ENTER INTO AN AGREEMENT TO WAIVE MY RIGHTS, INCLUDING MY RIGHT TO SUE, WITH RESPECT TO THE USE OF THE RECORDINGS AND MY IMAGE AS CAPTURED IN THE RECORDINGS.**

*In the event that the Image is that of a person under the age of 19 years, whose name is \_\_\_\_\_ (the "Minor"), I represent and warrant that I have the authority to, and I do hereby, agree for and on behalf of the Minor, as well as myself, to all of the terms and conditions contained in this Agreement.*

**SIGNED, SEALED AND DELIVERED BY ME THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_\_\_ :**

SIGNATURE

. [SEAL]

WITNESS SIGNATURE

*Your personal information (including your Image) is being collected under Section 26 of the Freedom of Information and Protection of Privacy Act for the purposes described above in section 2. If you have any questions regarding the collection of personal information under this Agreement, please contact:*

NAME & TITLE

BUSINESS ADDRESS

BUSINESS PHONE

“ FUNDING PROVIDED *by the* GOVERNMENT OF CANADA *through the*  
CANADA–BRITISH COLUMBIA WORKFORCE DEVELOPMENT AGREEMENT ”

