We acknowledge the financial support of the Government of Canada and Canada’s private radio broadcasters. Nous reconnaissons l’appui financier du gouvernement du Canada et des radiodiffuseurs privés du Canada.
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Congratulations on your FACTOR-Funded project!

The Sponsorship and Collective Initiatives programs are supported by funds from the Government of Canada and Canada’s private radio broadcasters. For this reason, there are different requirements for each component and program.
Use of Logos — Guidelines and Policies

The details of your logo and acknowledgment requirements are outlined in your General Agreement with FACTOR. Review this document and ensure you are aware of your obligations. If you have any questions regarding who you must acknowledge or which logo to use, contact your Project Coordinator (PC).

By accepting the General Agreement, you agree that failure to comply with the usage guidelines for the FACTOR logo and the Canada wordmark on FACTOR-funded materials is considered an Event of Default. This can result in a 15% reduction to your funding offer, or the withdrawal of project funding altogether.

Before you print, publish, or commercially release any FACTOR-funded material, send proofs of all artwork, press or promotional materials (including ads, press releases, e-vites, promotional items, etc.), and digital infrastructure mock-ups (like website or app designs) to your PC for approval.
The FACTOR logo and Canada wordmark must not appear smaller than the logo of any other funder. When submitting artwork for approval, please advise your PC of any extenuating circumstances (such as a significantly larger contribution provided by a different funder) regarding the sizing of the FACTOR logo and Canada wordmark.

You may not alter the acknowledgment text or combine it with that of any other funding body (e.g. MEC, OMF, provincial arts councils, etc.). You may include any logos and acknowledgment text from other funders in addition to the FACTOR logo and acknowledgment text, provided that the FACTOR logo and Canada wordmark remain unaltered.
FACTOR Logo

There are digital files of the FACTOR logo with acknowledgment text available for download. We strongly encourage you to use these files. Click here to download.

The FACTOR logo and acknowledgment text must always be clearly and legibly represented. If the text within the logo is too small to be legible, include the standalone (without text) FACTOR logo and ensure that the required acknowledgment text is printed separately. Refer to the program pages to learn what acknowledgment text are required for each program. If you have questions, contact your PC.

You may alter the colours of the FACTOR logo to suit artwork or design themes. No other modifications of the logo are allowed.

Where the FACTOR logo appears on materials that will be distributed online, the FACTOR logo must link to FACTOR’s website at www.factor.ca.
We acknowledge the financial support of FACTOR and Canada's private radio broadcasters.

There are digital files containing both the Canada wordmark and acknowledgment text available for download.

The Canada wordmark is protected under trademark and copyright laws. You may not modify, alter, or transform the Government of Canada wordmark in any way. The Canada wordmark and acknowledgment text cannot be combined with any other logo or text (except the FACTOR logo as set out in this guide). Any unauthorized modification of the Canada wordmark may put you in breach of your General Agreement.

The correct acknowledgment text must accompany the Canada wordmark in all instances. If the text within the logo is too small to be legible, you may include the Canada wordmark by itself and ensure that the required acknowledgment text is printed separately. If you have questions, contact your Project Coordinator.

If the design of your materials prohibits you from presenting the wordmark with acknowledgment text in a legible manner without alteration, contact your Project Coordinator about different logo options.

Where the Canada wordmark appears on materials that will be distributed online, the wordmark must link to Government of Canada website at www.canada.ca.
The wordmark can only appear in the colours made available for download on the FACTOR website, which include:

Black letterforms with a red flag symbol on a white or very light background

Black letterforms with a black flag symbol on a contrasting light or medium background
Canada Wordmark

White letterforms with a white flag symbol on a contrasting medium or dark background

White letterforms with a red flag symbol on a contrasting medium or dark background

For more details, please review the Treasury Board of Canada’s Canada Wordmark - Technical Specifications (2012)
Logos & Acknowledgment
By Program and Component
This program is funded by FACTOR with the support of Canada’s private radio broadcasters. The FACTOR logo with acknowledgment text must appear on all materials funded through this program.

If the text within the logo appears too small to be clearly legible, you must include the standalone FACTOR logo and the following acknowledgment text separately:

We acknowledge the financial support of FACTOR and Canada’s private radio broadcasters.
For events, the FACTOR logo and acknowledgment text must appear on the following:

— posters, flyers, handbills, e-vites, newsletters, or other email communications promoting the sponsored event
— signage within the venue
— projections or video content within the venue
— promotional items or merchandise (if featuring any other funders’ logos)

The host must also verbally acknowledge FACTOR and Canada’s private radio broadcasters.

The FACTOR logo and acknowledgment text must appear on any marketing materials specific to the event or organization receiving FACTOR funding, such as:

— event or organization websites or apps
— social media platforms
— media releases, EPKs, one-sheets
— publicity materials like posters, flyers, handbills, newsletters, email communications, or other branded marketing initiatives

If you’re creating any ads, the FACTOR logo and acknowledgment text must appear on:

— all print, television, or online ads
— radio spots (verbal acknowledgment)
Collective Initiatives: Industry Events

This component is funded by FACTOR with the support of the Government of Canada and Canada's private radio broadcasters. You must include the combined logos with required acknowledgment text on all materials funded through this component.

If the text within the logos appears too small to be clearly legible, you must include the standalone FACTOR logo, the standalone Canada wordmark and the following bilingual text separately:

We acknowledge the financial support of FACTOR, the Government of Canada and of Canada's private radio broadcasters.

Nous reconnaissons l’appui financier de FACTOR, du gouvernement du Canada, et des radiodiffuseurs privés du Canada.
Collective Initiatives: Industry Events

If you are producing an awards show, ensure the correct logos and acknowledgment text appear on the following in advance of the funded event:

— project or organization websites, apps, and social media profiles
— media releases, media advisories, EPKs, and related publicity materials
— newsletters, e-vites or other communications sent to attendees or delegates
— posters, flyers, tickets or programming guides
— print, TV, or online advertisements promoting the project

The correct logos and acknowledgment text must also appear on the following materials at the venue and during the funded event:

— all programming guides and printed information distributed to attendees or delegates
— signage at the venue, including logo walls and banners (if featuring other funders’ logos)
— projections or video content at the venue (if featuring any other funders’ logos)
— clothing and merchandise (e.g. staff uniforms, t-shirts, hats, etc.) if featuring the logos of other funders

Note: if you are claiming clothing or merchandise production costs as part of your project expenses, all clothing featuring the FACTOR and/or Canada wordmark must be pre-approved.
If the awards are broadcasted or streamed, the correct logos and acknowledgment text must appear on:

— the credits for any television or digital broadcast
— bumpers or title cards (if featuring any other funders’ logos)

The host or MC must verbally acknowledges FACTOR, the Government of Canada, and Canada’s private radio broadcasters during the broadcast portion of the event.

If you are producing a conference, ensure the correct logos and acknowledgment text appear on the following in advance of the funded event:

— project or organization websites, apps, and social media profiles
— media releases, media advisories, EPKs, and related publicity materials
— newsletters, e-vites or other communications sent to attendees or delegates
— posters, flyers, tickets or program guides
— print, TV, or online advertisements
— clothing and merchandise (e.g. staff uniforms, t-shirts, hats, etc.) if featuring the logos of other funders

Note: if you are claiming clothing or merchandise production costs as part of your project expenses, all clothing featuring the FACTOR and/or Canada wordmark must be pre-approved.
Collective Initiatives: Industry Events

The correct logos and acknowledgment text must also appear on the following materials at the venue, and during the funded event:

— all programming guides and printed information distributed to attendees or delegates
— signage at the venue, including logo walls and banners (if featuring other funders’ logos)
— projections or video content at the venue (if featuring any other funders’ logos)

The host or MC must verbally acknowledge FACTOR, the Government of Canada, and Canada’s private radio broadcasters during the conference.

If any portion of the conference is recorded for broadcast or streaming, the correct logos and acknowledgment text must appear on:

— the credits on any broadcast
— bumpers or title cards (if featuring any other funders’ logos)
If you are producing a report or publication, the correct logos and acknowledgment text must appear on:

— project or organization websites, apps, and social media profiles,
— media releases, media advisories, EPKs, and related publicity materials,
— newsletters or related communications promoting the project,
— print, TV, or online advertisements promoting the project,
— the masthead or prominently displayed on an acknowledgment page at the front of the publication,
— on any promotional or communications material promoting any events related to the project (e.g. launch parties, etc.).

The host or MC must verbally acknowledges FACTOR, the Government of Canada, and Canada’s private radio broadcasters during any events related to the project.
Collective Initiatives: Showcase Production for Export Ready Artists

This component is funded by FACTOR with the support of the Government of Canada and Canada’s private radio broadcasters. You must include the combined logos with required acknowledgment text on all materials funded through this component.

If the text within the logos appears too small to be clearly legible, you must include the standalone FACTOR logo, the standalone Canada wordmark and the following bilingual text separately:

We acknowledge the financial support of FACTOR, the Government of Canada and of Canada’s private radio broadcasters.

Nous reconnaissions l’appui financier de FACTOR, du gouvernement du Canada, et des radiodiffuseurs privés du Canada.
If you are producing a FACTOR-funded showcase, ensure the correct logos and acknowledgment text appear on the following in advance of the funded event:

— project or organization websites, apps, and social media profiles,
— media releases, EPKs, and related publicity materials regarding the funded showcase,
— newsletters, e-vites or other communications related to the showcase,
— posters, flyers, tickets and handbills promoting the showcase,
— print, television or online advertisements,
— clothing and merchandise (e.g. staff uniforms, t-shirts, hats, etc.) if featuring the logos of other funders.

Note: if you are claiming clothing or merchandise production costs as part of your project expenses, all clothing featuring the FACTOR and/or Canada wordmark must be pre-approved by FACTOR.

The correct logos and acknowledgment text must also appear on the following materials at the venue, and during the funded event:

— all programming guides and printed information distributed to attendees or delegates,
— signage, including logo walls and banners (if featuring other funders’ logos),
— projections or video content (if featuring any other funders’ logos).
Collective Initiatives:
Digital Marketing

This component is funded by FACTOR with the support of the Government of Canada and Canada’s private radio broadcasters. You must include the combined logos with required acknowledgment text on all materials funded through this component.

If the text within the logos appears too small to be clearly legible, you must include the standalone FACTOR logo, the standalone Canada wordmark and the following bilingual text separately:

We acknowledge the financial support of FACTOR, the Government of Canada and of Canada’s private radio broadcasters.
Nous reconnaissons l’appui financier de FACTOR, du gouvernement du Canada, et des radiodiffuseurs privés du Canada.
Collective Initiatives: 
Digital Marketing

If you are producing a video, game, or a mobile, tablet or web app, the correct logos and acknowledgment text must appear on any of the following released in advance of the project launch:

— websites, apps, or social media profiles for the project,
— media releases, EPKs, trailers or teaser videos and related publicity materials,
— newsletters, e-vites or other communications,
— print, television or online advertisements,
— on any promotional or communications material promoting any events related to the project (e.g. launch parties, etc.),
— clothing and merchandise (e.g. staff uniforms, t-shirts, hats, etc.) if featuring the logos of other funders.

Note: if you are claiming clothing or merchandise production costs as part of your project expenses, all clothing featuring the FACTOR and/or Canada wordmark must be pre-approved by FACTOR.

If you are hosting a launch event for the project, the host or MC must also verbally acknowledge FACTOR, the Government of Canada, and Canada’s private radio broadcasters.
When releasing the funded project, the correct logos and acknowledgment text must appear on the following:

— the packaging of the physical product (if made available for sale), and/or the artwork accompanying the digital release
— within the credits, and on any bumpers or cards where other funders are recognized,
— on any third-party sites where the video, game, or app is made available for sale or download (where allowed by the third party).

If you are launching or updating websites and/or digital infrastructure, the correct logos and acknowledgment text must appear on:

— all websites, apps, or social media profiles for the project,
— media releases, media advisories, EPKs, and related publicity materials,
— newsletters or other communications,
— posters, flyers and handbills, promoting the digital project,
— print, television or online advertisements,
— merchandise such as t-shirts, hats, or other clothing if featuring the logos of other funders.

Note: if you are claiming clothing or merchandise production costs as part of your project expenses, all clothing featuring the FACTOR and/or Canada wordmark must be pre-approved by FACTOR.
Collective Initiatives: Showcase
Production for Artists from Official Language Minority Communities

This component is funded by FACTOR with the support of the Government of Canada. You must include the combined logos with required acknowledgment text on all materials funded through this component.

If the text within the logos appears too small to be clearly legible, you must include the standalone FACTOR logo, the standalone Canada wordmark and the following Roadmap for Canada’s Official Languages text separately:

We acknowledge the financial support of FACTOR, the Government of Canada and of Canada’s private radio broadcasters.

Nous reconnaissons l’appui financier de FACTOR, du gouvernement du Canada, et des radiodiffuseurs privés du Canada.
Showcase Production for OLMC

If you are producing a FACTOR-funded showcase for OLMC artists, ensure the correct logos and acknowledgment text appear on the following in advance of the event:

— project or organization websites, apps, and social media profiles,
— media releases, EPKs, and related publicity materials,
— newsletters, e-vites or other communications related to the showcase,
— posters, flyers, or tickets,
— print, TV, or online advertisements,
— clothing and merchandise (e.g. staff uniforms, t-shirts, hats, etc.) if featuring the logos of other funders.

Note: if you are claiming clothing or merchandise production costs as part of your project expenses, all clothing featuring the FACTOR and/or Canada wordmark must be pre-approved by FACTOR.

The correct logos and OLMC-specific acknowledgment text must also appear on the following materials at the venue, and during the funded event:

— all programming guides and printed information distributed to attendees or delegates,
— signage, including logo walls and banners (if featuring other funders’ logos),
— projections or video content (if featuring any other funders’ logos).

Verbal acknowledgment of the support of FACTOR and the Government of Canada should occur during the showcase.
Title Funder Recognition for Collective Initiatives

The following additional provisions are required for events and projects for which FACTOR is the largest funder and/or when FACTOR has provided over $100,000 in funding towards the initiative-specific digital or print communications:

— the correct logos and acknowledgment text should be applied to media releases, newsletters, letterhead or any other initiative specific digital or print communications,
— both the FACTOR logo and the Canada wordmark must appear in the header area on all publications
  — for e-communications the logos must appear above the fold,
  — depending on the header design the words “Supported by” may appear before or above the logos,
— title credit to FACTOR and the Government of Canada must be included on any material where other sponsors are featured – including title sponsors for smaller elements or spaces within the larger funded project, e.g. if a local company sponsors a lounge during a music conference, appropriate acknowledgment of FACTOR, the Government of Canada, and Canada’s private radio broadcasters must occur within this space as outlined in this guide.

Note: To ensure that the correct logos and acknowledgment text appear on all marketing, promotional, and communications materials, include the logos and acknowledgment text in corporate boiler plate and email signatures.
Examples of Appropriate Use of Logos and Acknowledgments

Events and Live Performances

- signage within the venue
- on any poster or flyer promoting the event
- verbally during the appearance or performance
- uniforms or staff apparel (if featuring the logos of other funders)
Logos and Acknowledgments

- on the header or footer of any print or digital press releases, one-sheets, posters or flyers
- on a funder bumper screen for promotional videos (if featuring the logos of other funders)

Videos, Apps, Websites, Publications

- in the end credits and on title screens (if recognizing any other funder)
- on any captions or info sections if uploaded to a third party site (e.g. Youtube)
Logos and Acknowledgments

- on artist or label websites or social media profiles

- app logo/credits

- masthead showing logo & wordmark
I have a deal with a private sponsor who has exclusive title sponsorship. What do I do?

a. Get in touch with your Project Coordinator as early as possible to discuss the terms of your title sponsorship agreement and how this may affect your funding from FACTOR. Generally you must provide FACTOR and the Government of Canada with billing equal to what the title sponsor will receive.

Can I change the size of the logos?

a. You may change the size of the logo, provided that:
   — such changes do not conflict with the usage guidelines for the FACTOR logo or the Canada wordmark (see Guidelines, page 5);
   — both appear at least as large as, or larger than, the logo of any other funder; and
   — the logo and wordmark, along with any mandatory acknowledgment text, appear clearly and legibly.

Can I change the colour of the logos?

a. FACTOR will allow you to alter the colour of the FACTOR logo if the original colours conflict with any graphic design elements on finished materials. However, you may not modify the Canada wordmark, or cause it to appear in a colour scheme that is not explicitly allowed by the Treasury Board of Canada. For more details, please see the Treasury Board of Canada’s Canada Wordmark - Technical Specifications (2012).
FAQs

How do I know who to credit?

You must credit FACTOR, the Government of Canada, and Canada’s private radio broadcasters on all materials funded through the Collective Initiatives program.

You must credit FACTOR and Canada’s private radio broadcasters on all materials funded through the Sponsorship program.

Where does the logo go?

This will depend on the type of material on which the logo appears. See the examples on page 27.

Why is the logo and acknowledgment text in French and English if my project is only in English?

The Government of Canada requires that any acknowledgment text appear in both of Canada’s official languages, regardless of the content of the funded material.

What happens if I forget a logo?

Get in touch with your Project Coordinator ASAP. They can help advise you of cost-effective solutions to rectify the missing or incorrect logo. Inappropriate or incorrect use of logos or acknowledgment text may put you in breach of your General Agreement, which is considered an Event of Default with FACTOR. This may result in a reduction or withdrawal of your final offer. Please be aware of your obligations, and contact your Project Coordinator with any questions.
FAQs

Which logo version should I use – the versions with or without the text attached to it?

Use the FACTOR logo with text and the Canada wordmark with text wherever possible. These are the preferred versions. The standalone (without text) logos should only be used if there is not enough space for you to present the combined logos legibly. If you use the standalone logos, you must make sure that the required acknowledgment text appears on the funded material. Your Project Coordinator can assist you if you are unclear on your options.

What if the acknowledgment text appears too small to read?

Get in touch with your Project Coordinator for approval as soon as you can. Your PC can provide you with alternate options. They’ll be able to assist you and ensure that your project remains compliant with your acknowledgment obligations.