



# FACTOR Logo & Acknowledgment Guide

## Collective Initiatives

### Envelope Funding for National Service Organizations

#### Sponsorship

2020-2021

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## General 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, we strongly recommend that you send proofs of all artwork, media or promotional materials (including ads, media releases, e-vites, promotional items, signs etc.), and digital infrastructure mock-ups (like website or app designs) to your Project Coordinator so that they can identify any problems.*

**There are several logo types in this guide:**



**FACTOR standalone logo**



**FACTOR combined logo**



**Canada standalone wordmark**



**Canada combined wordmark**

[There are digital files of the FACTOR logo and Canada wordmark with acknowledgment text available for download here.](#)

## Rules by Program

FACTOR programs can be supported by a combination of funding provided by the **Government of Canada** and **Canada's private radio broadcasters**, or can be funded exclusively through **radio contributions**. For this reason, there are different requirements for each program.

### Sponsorship

If you received funding through Sponsorship you must acknowledge the financial support of FACTOR and Canada's private radio broadcasters 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:

A large, standalone version of the word "FACTOR" in teal, bold, sans-serif font.

We acknowledge the financial support of Canada's private radio broadcasters.

### Collective Initiatives and Envelope Funding for National Service Organizations

If you received funding through Collective Initiatives and Envelope Funding for National Service Organizations programs you must acknowledge the financial support of FACTOR, the Government of Canada (in both official languages), and Canada's private radio broadcasters on all materials funded through this program:



This project has been made possible in part by the Government of Canada. Ce projet a été rendu possible en partie grâce au gouvernement du Canada.

The word "Canada" in a black serif font, with a small red and white Canadian flag icon above the letter "a".

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

A large, standalone version of the word "FACTOR" in teal, bold, sans-serif font, followed by the word "Canada" in a black serif font with a small red and white Canadian flag icon above the letter "a".

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.

# Usage Guidelines

## Logo Location

You must position the FACTOR logo and Canada wordmark on the same line. The FACTOR logo should be the first one, followed by the Canada wordmark. Note that you **cannot put the FACTOR logo on top of the Canada logo**, or vice versa. They need to be placed beside each other.



## Logo Size

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 Project Coordinator 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.



## Logo Text

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

**CORRECT** ✓



**FACTOR** Canada 

This project is funded in part by FACTOR, the Government of Canada and  
Canada's private radio broadcasters.  
Ce projet est financé en partie par FACTOR, le gouvernement du Canada et les  
radiodiffuseurs privés du Canada.

The image shows a box labeled 'CORRECT' with a checkmark. Inside the box, the text 'FACTOR Canada' is displayed, with 'FACTOR' in a bold, dark teal font and 'Canada' in a dark teal font. A small Canadian flag icon is positioned to the right of the 'a' in 'Canada'. Below the text, there are two lines of acknowledgment text in English and French, centered.

**INCORRECT** ✗



**FACTOR** Canada   manitoba  
music

This project is funded in part by FACTOR, the Government of Canada,  
Canada's private radio broadcasters and Manitoba Music.  
Ce projet est financé en partie par FACTOR, le gouvernement du Canada, les  
radiodiffuseurs privés du Canada et Manitoba Music.

The image shows a box labeled 'INCORRECT' with an 'X' mark. Inside the box, the text 'FACTOR Canada' is displayed, with 'FACTOR' in a bold, dark teal font and 'Canada' in a dark teal font. A small Canadian flag icon is positioned to the right of the 'a' in 'Canada'. To the right of the 'Canada' text is the Manitoba Music logo, which consists of an orange circle with three white curved lines inside, followed by the text 'manitoba music' in a dark teal font. Below the text, there are two lines of acknowledgment text in English and French, centered.

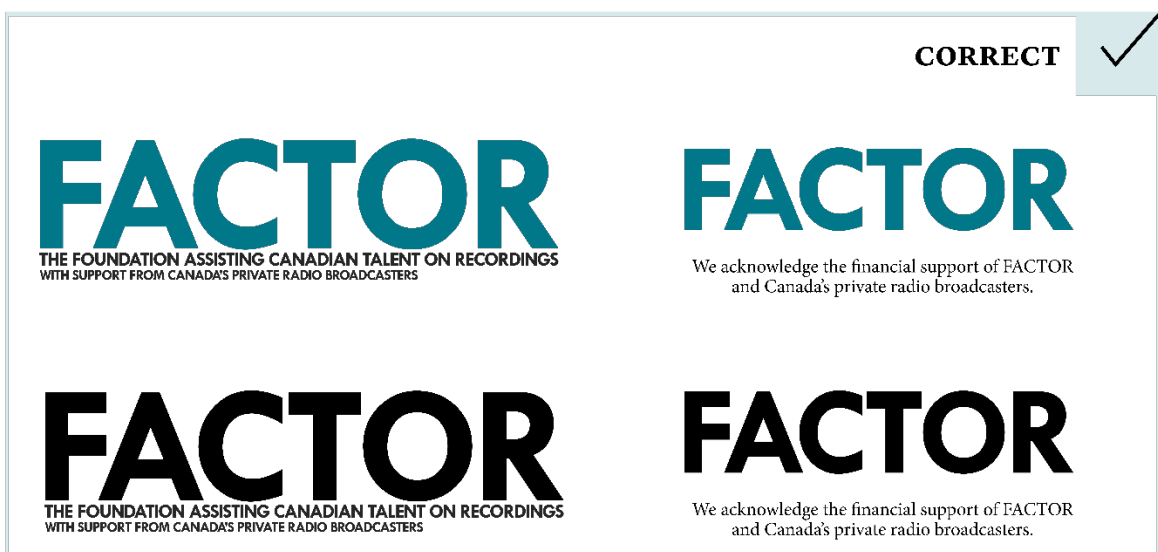
# FACTOR Logo Guidelines

[There are digital files of the FACTOR logo with acknowledgment text available for download here.](#)

The combined FACTOR logo with acknowledgment text **must always be clearly and legibly represented**. If the text within the combined logo is too small to be legible, include the standalone FACTOR logo and ensure that the required acknowledgment text is printed separately. If you have questions, [contact your Project Coordinator](#).

You may alter the colours of the FACTOR logo to suit artwork or design themes, provided the colours do not affect legibility. No other modifications of the logo are permitted.

Where the FACTOR logo appears on materials that will be distributed online, the FACTOR logo must link to FACTOR's website at <https://www.factor.ca/>.



# Canada Wordmark Guidelines

Please review the [Government of Canada's Guide on the Public Acknowledgment of Financial Support](#) for further information.

[There are digital files containing the combined Canada wordmark with acknowledgment text available for download here.](#)

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 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 appropriate acknowledgment text must always accompany the Canada wordmark. If the text within the combined wordmark file is too small to be legible, use the standalone Canada wordmark and include the required bilingual acknowledgment text separately. If you have questions, [contact your Project Coordinator](#).

Where the Canada wordmark appears on materials that will be distributed online, the wordmark must link to the Government of Canada website at [www.canada.ca](http://www.canada.ca).

For more details, please review the [Treasury Board of Canada's Canada Wordmark - Technical Specifications \(2012\)](#).

## The wordmark can only appear in the following permitted colours:

- 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.



- 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.





## Where Should I Acknowledge?

This table outlines where you should acknowledge FACTOR based on different programs. Choose your program and click on the place of acknowledgement to see some examples.

Program	Acknowledgment
<b>Collective Initiatives</b>	<a href="#">Broadcasts and live streams</a> <a href="#">Digital media (apps, video games, etc.)</a> <a href="#">Events</a> <a href="#">Promotional and marketing materials</a> <a href="#">Reports and publications</a> <a href="#">Social media and websites</a>
<b>Envelope Funding for National Service Organizations</b>	<a href="#">Broadcasts and live streams</a> <a href="#">Digital media (apps, video games, etc.)</a> <a href="#">Events</a> <a href="#">Promotional and marketing materials</a> <a href="#">Reports and publications</a> <a href="#">Social media and websites</a>
<b>Sponsorship</b>	<a href="#">Broadcasts and live streams</a> <a href="#">Events</a> <a href="#">Promotional and marketing materials</a> <a href="#">Social media and websites</a>

Please **note** 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.

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.

## Broadcasts and Live Streams

If any portion of the FACTOR-funded event is recorded for broadcast or streaming, 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 acknowledge FACTOR, the Government of Canada, and Canada's private radio broadcasters during the broadcast portion of the event.

### Examples



verbally during the broadcast portion of the event



on a funder bumper screen for any broadcast

## Digital Media

If you are developing a FACTOR-funded video game, or a mobile, tablet or web app, the correct logos and acknowledgment text must appear on any of the following:

- 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,
- the packaging of the physical product (if made available for sale) and/or the artwork accompanying the digital release,
- on any third-party sites where product is made available for sale or download (where allowed by the third party).

## Examples



app, website, or video game credits

## Events

If you are producing a FACTOR-funded event (e.g. awards show, conference, showcase, workshop, etc.), 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.

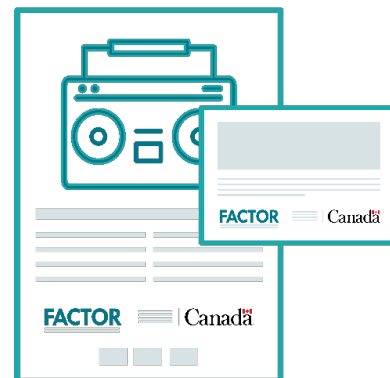
The correct logos and acknowledgment text must also appear on the following materials at the venue, and during the funded event:

- 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),
- verbal acknowledgement during the event.

## Examples



verbally during the appearance or performance



on any poster or flyer promoting the event



signage and banners within the venue

## Promotional and Marketing Materials

If you are creating any marketing materials to promote a FACTOR-funded project, the FACTOR logo and acknowledgment text must appear on:

- press releases, EPKs, one-sheets,
- publicity materials like posters, flyers, handbills, newsletters, email communications, or other branded marketing initiatives,
- promotional videos,
- all print, television, or online ads,
- radio ads and promotional campaigns (verbal acknowledgment).

### Examples



any posters, flyers, media releases (print and digital) promoting the event, as well as all advertisements (online, print, radio)



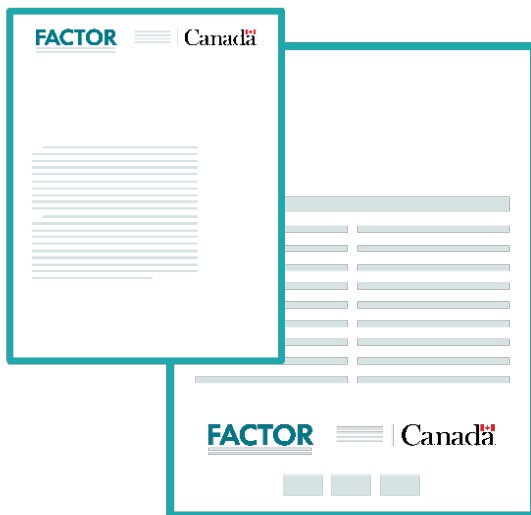
on a funder bumper screen for any promotional video

## Reports and Publications

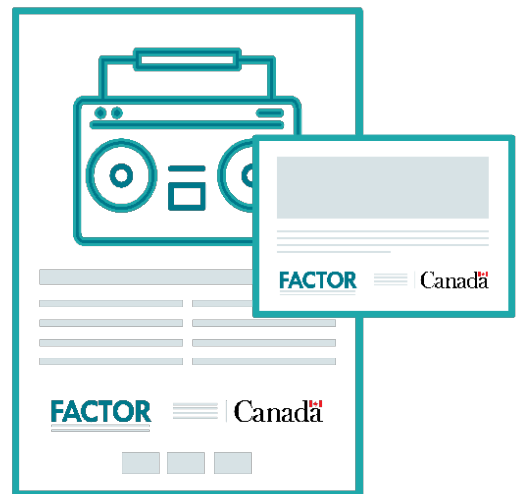
If you are producing a FACTOR-funded report or publication, the correct logos and acknowledgment text must appear on:

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

## Events



an acknowledgement page at the front of the publication



on any poster or flyer promoting the project

## Social Media and Websites

Include the FACTOR logo and acknowledgment text on websites and social media accounts:

- one-sheets, posters or flyers shared online promoting FACTOR-funded project,
- social media, website, and apps headers, footers, or posts,
- when you share a post about the project for which you received FACTOR funding use the **#FACTORfunded** hashtag and tag our profile **@FACTORCanada**.

## Examples



app, website, or video games

# Frequently Asked Questions

## **I have a deal with a private sponsor who has exclusive title sponsorship. What do I do?**

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?**

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 [General Guidelines](#), pg. 2);
- 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?**

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 \(2012\)](#).

## **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 and Envelope Funding for National Service Organizations programs. You must credit FACTOR and Canada's private radio broadcasters on all materials funded through the Sponsorship program.

For more details refer to [Rules by Program](#), pg. 3.

## **Where does the logo go?**

This will depend on the type of material on which the logo appears (see the [Examples](#), pg. 9-15 above).

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

The Government of Canada requires that the 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.



## **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 is also present on all funded materials, as explained in this guide.

Your Project Coordinator can assist you if you have questions about these requirements.

## **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 will be able to assist you and ensure that your project remains compliant with your acknowledgment obligations.