



WelcomeBC

# WelcomeBC

## Funding Acknowledgement Guidelines

Immigration and WelcomeBC Branch  
Ministry of Advanced Education and Labour Market Development

Updated: September 14, 2009



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Under the Canada-British Columbia Immigration 3YdWf, third-party organizations are required to acknowledge the Government of Canada and the Province of British Columbia's funding contributions. This applies to services and initiatives funded under the WelcomeBC umbrella, including the British Columbia Settlement and Adaptation Program (BCSAP) and the Welcoming and Inclusive Communities and Workplaces Program (WICWP). In this package, you will find guidelines on how and when to provide acknowledgement.

For more information or questions regarding funding acknowledgement and/or logo usage, please contact your contract manager.

## Canada Wordmark and WelcomeBC Logo

### Sample

Canada



WelcomeBC

*"This project is made possible through funding from the Government of Canada and the Province of British Columbia."*

### Misuse

Canada



WelcomeBC

#### Proportion

Canada wordmark is too large.



WelcomeBC



Canada

#### Order

Canada wordmark should be placed first.

### When To Use

All communications materials referring to projects funded under the 5S` SVS74df[eZ 5a'g\_ T[S ;\_ \_ [YcSf[a` 3YdWV Wf must clearly acknowledge the contribution made by the Government of Canada and the Province of British Columbia through the inclusion of both the Canada Wordmark and the WelcomeBC logo and/or a tagline (see *Tagline*, pg.6). The Canada Wordmark should be placed first. Please review the Graphic Standards Guide to ensure proper usage of the logo.

#### Optional:

Service providers may include the Ministry's Branch name when providing acknowledgement at their discretion, although this is not required by the Ministry. If you wish to do so, please use:

Immigration and WelcomeBC Branch  
Ministry of Advanced Education and Labour Market Development

Service providers wishing to include program information may also include the following:

British Columbia Settlement and Adaptation Program (BCSAP)  
or  
Welcoming and Inclusive Communities and Workplaces Program (WICWP)



WelcomeBC

# Funding Acknowledgement Guidelines

*Canada Wordmark and Best Place on Earth Logo  
(For multiple ministry funding sources)*

## Sample

Canada 



Canada 



## When To Use

All communication materials referring to projects funded by more than one ministry must clearly acknowledge the contribution made by the Government of Canada and Province of British Columbia through the inclusion of the Canada Wordmark and the Best Place on Earth logo. For example, if the ActNowBC and WelcomeBC programs both provided funding for the same program, the Best Place on Earth logo would become the default logo for use. The Canada Wordmark should be placed first.

## Tagline

## Sample

*“This project/initiative/etc. is made possible through funding from the Government of Canada and the Province of British Columbia.”*

## When To Use

All communications materials referring to projects funded under the 5S` SVSŽ4df[eZ 5a ğ\_ T[S;\_ \_ [Yđf[a` 3YdWV Wf must clearly acknowledge the contribution made by the Government of Canada and the Province of British Columbia through the inclusion of both the Canada Wordmark and the WelcomeBC logo and/or the above tagline. If space does not allow for the inclusion of logos, the tagline can be used alone.

*WelcomeBC website*

## Sample

*For websites —*

1) *Image Link*



**HTML code for web designers:**

```
<a href="http://www.welcomebc.ca">  
</a>
```

2) *Text Link*

[Ministry of Advanced Education and Labour Market Development](#)

3) *Text Link*

[Immigration and WelcomeBC Branch, Ministry of Advanced Education and Labour Market Development](#)

*For printed materials —*

*www.WelcomeBC.ca*

## When to Use

Where possible, service providers funded under WelcomeBC are encouraged to include an active link to <http://www.WelcomeBC.ca> on their website, preferably using the WelcomeBC logo. Alternatively, they can create a text link with the Ministry or Branch name if funded by more than one ministry.

For printed publications, service providers are encouraged to use the link [www.WelcomeBC.ca](http://www.WelcomeBC.ca) without the "http://" in the beginning.



To receive approval for the use of the WelcomeBC and Canada logos, you must first fill in and submit the *Application for Third Party Use of BC ID* and provide a sample of the materials with the logos already placed. Please e-mail or fax the completed form with the sample(s) attached to your contract manager (fax: 604 775-0670). You are required to fill in this form for all new materials produced. If you have not received the graphic files for the logos or have any questions, please notify your contract manager.

### Application for Third Party Use of BC ID

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**Name of organization** ABC Community Services

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**Brief description of organization** Provides settlement and integration services to all immigrants/refugees

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

Name Joe Smith Address #12 - 3345 Maple St.  
 Title Director Vancouver, B.C. V5S 1P2  
 Phone (604) 123-4444  
 Fax (604) 123-5555 e-mail jsmith@abccommunity.ca

**Intended use of identity** Logo to be placed on website and pamphlets promoting the ELSA program funded through WelcomeBC. The website and pamphlets will provide program information to immigrants.

**Medium** Provide Copy When Possible

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

**List any other Marks that will appear in conjunction with the BC Mark** Vancouver Foundation logo, ABC Community Services logo, Federal Government logo

**Time and duration ID will be used** During funding period (April 1, 2009 to March 31, 2010)

**Additional information** Please expedite approvals as pamphlets will be printed for April 13, 2009.

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**Endorsements/Approvals**

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

Name \_\_\_\_\_ Signed \_\_\_\_\_ date \_\_\_\_/\_\_\_\_/\_\_\_\_  
Corporate Communications Director

Name \_\_\_\_\_ Signed \_\_\_\_\_ date \_\_\_\_/\_\_\_\_/\_\_\_\_  
Graphic Standards Committee



BRITISH  
COLUMBIA

The Best Place on Earth

