

Memorandum

To: Employment Ontario (EO) Transfer Payment Recipients

From: David Cronin, Director
Program Delivery and Support Branch

Date: September 3, 2021

Subject: Visual Identity and Communication Guidelines Update

The Visual Identity and Communications Guidelines for Employment Ontario Service Providers are now posted and available on the [Employment Ontario Partners' Gateway](#) website.

These updated guidelines replace the guidelines developed in 2016. They include the following updated information:

- **Palette:** Introduction of a Secondary Colours Palette that are optional and considered to be complimentary to the primary colours.
- **Web and Social Media:** Updated guidance around web and social media including direction around developing a URL for recipients new to the Employment Ontario network and new social media handles for Facebook and Twitter.
- **Wordmark:** Many programs will now be using the updated tri-wordmark that recognizes the federal government contribution to the programs, services or projects delivered by recipients. Appendix B lists which programs will be using which wordmarks. The new Ontario trillium is also included in the tri-wordmark.
- **Acknowledgement Line/Taglines:** Clearer guidance in situations where the use of the wordmarks is not feasible, the acknowledgement line can be used instead. Recipients are also encouraged to use the tagline: “Your job is out there. We’ll help you find it.” or “Ontario’s employment and training network.”
- **Size/Clearance:** Clearer guidance on the minimum size the tri-wordmarks can be developed either in print or digitally. New clearance space for the tri-wordmark.

- **Organizations Funded by the Province Only:** The use of the new Ontario Trillium along with guidance on the minimum size.
- **Appendix B:** Consolidated Appendix B indicating which wordmarks are required for which programs.

Recipients are advised to start using the new wordmark on all new materials. Where the old wordmark was used, the new wordmark will take its place. The old wordmark will be phased out, not replaced. This means:

- Existing materials or signage may still have the old wordmark.
- No new money should be spent to replace existing communication materials or signage. The wordmark should be updated when materials are being changed as part of regular business or existing stock of materials have been used.
- We will live in a mixed brand world for some time.

Please review the guidelines to familiarize yourselves with the new changes. If you have any questions, please contact your local Employment and Training Consultant.

Thank you again for your continued partnership in helping Ontarians during these times.

Sincerely,

David Cronin
Director

cc: Heather Cross, Western Region – Regional Director
Andrew Irvine, Northern Region – Regional Director
Tariq Ismati, Eastern Region – Regional Director
Laura Loveridge, Central Region – Regional Director