EMPLOYMENT ONTARIO

Visual Identity and Communication Guidelines for EMPLOYMENT ONTARIO Services

2026

EMPLOYMENT ONTARIO

INTRODUCTION

Employment Ontario is a streamlined network of integrated services that provides straight-forward access to programs related to employment and training.

Employment Ontario service providers are independent bodies that have a legal agreement with the Government of Ontario to provide specific training and labour market services. For many of the ministry's service providers, Employment Ontario services are among a range of programs and services that an organization may provide. The Visual Identity and Communication Guidelines in this document ensure that a service provider's organization is recognized as part of the Employment Ontario network.

In addition, the Government of Ontario wishes to ensure that Employment Ontario has a clear, recognizable, and consistent brand identity in all its service delivery locations and that the identity is communicated through all its service delivery channels. This document will provide you with the provincial guidelines for visual and communication activities and materials related to Employment Ontario programs, services and projects.

The objectives of the guidelines are as follows:

- Clients should be able to easily identify an Employment Ontario location or delivery channel and be able to understand what services the brand represents.
- Staff of service providers should understand what the brand represents and have clear standards to follow on its use.

The visual identity guidelines in this document ensure that a service provider is recognized as part of the Employment Ontario network.

The current Guidelines replace the 2016 Visual Identity and Communication guidelines.

If you have a question about the identification of Employment Ontario in third-party communications that is not answered in these guidelines, please contact your Employment and Training Consultant.

TABLE OF CONTENTS

Introduction i

The Employment Ontario Service Promise..... 2

Visual Identity Overview..... 2

- Definition..... 3
- Typefaces..... 4
- Palette 5
- Writing Style and Tone..... 6

Web and Social media..... 7

Wordmark..... 8

- Bilingual Wordmark 8

Acknowledgement Line..... 9

Tagline..... 9

Unacceptable Usage of Wordmarks..... 10

Size and Clearance..... 11

Co-Branding..... 12

Signage..... 13

- Use of Signs 13
- Placement of Signs 14

Organizations Provviding Short-Term Projects and/or Other Services Only..... 15

Funding Announcements, Ceremonies and Events 16

Ongoing Communication Activities 16

Appendix A - Event Information Template..... 17

Appendix B - Employment Ontario Branding Requirements..... 18

Appendix C - Samples of Wordmarks in Use..... 20

Appendix D - External Signage Standards..... 21

THE *EMPLOYMENT ONTARIO* SERVICE PROMISE

Service providers that are part of the network are guided by the Employment Ontario service promise to clients.

Employment Ontario will:

- Ensure the highest quality of service and support to help you meet career or hiring goals
- Provide opportunities to make it easier for you to improve your skills through education and training
- Ensure that no matter which Employment Ontario office you walk into you will get the help you need
- Work with employers and communities to build the highly skilled, highly educated workforce Ontario needs to be competitive

Employment Ontario will earn your trust as Ontario's primary source of help and information about employment and training.

VISUAL IDENTITY OVERVIEW

Recognition of Employment Ontario **must** appear in communication materials of any kind, written or oral, developed by service providers contracted to deliver Employment Ontario programs or services targeted to the public. Signage and the use of the wordmark in publications contribute to the brand.

Employment Ontario Service Providers are required to comply with the Visual Identity and Communications Guidelines as outlined in their legal agreement with the Ministry.

Ensure you keep up to date with guidelines about Employment Ontario by following the RSS feed from the Employment Ontario Partner's Gateway.

DEFINITIONS

Clearance: The amount of blank space that must be left around a logo or wordmark to guarantee its integrity in the piece.

Communication Materials: Communication materials include, but are not limited to: news releases, posters, flyers, brochures, newspaper displays and classified advertising, radio and/or television advertising, billboards, transit shelters, web pages, social media pages and newsletter that are produced by service providers.

Logo: A graphic mark, emblem, or symbol commonly used by organizations to aid and promote instant public recognition.

Palette: The colours that are to be used when creating the identifiers (wordmarksand logos). Colours in the palette are identified using a standard numbering system (Pantone, CMYK, RGB and HEX).

Signage: All of the posted graphics that communicate Employment Ontario information to the public, especially for identification or as a means of giving directions. For the purpose of this document signage includes internal and external signs and door decals for your offices.

Tagline: A small amount of text which adds clarity to a wordmark or a logo.

Typefaces: The fonts that are to be used for identifiers and text messaging, whetherin print or digital media.

Wordmark: The distinct typographic treatment of the name of certain programs or organizations, used for purposes of identification and branding. The organization name is incorporated as a simple graphic treatment to create a clear, visually memorable identity. The representation of the word becomes a visual symbol of the organization or materials. A wordmark is different from a “logo” in that there is no image included.

TYPEFACES

The use of common typefaces is the first step to a consistent tone across all applications of the wordmark. This ensures a unique look and facilitates the identity requirements of branding applications. Please use a 12-point minumum font size in your communication products.

Futura Bold is the primary typeface.

In order to illustrate the strength of the network, "EMPLOYMENT ONTARIO/EMPLOI ONTARIO" is always set in upper case letters.

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro is the secondary typeface and is used only for taglines.

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PALETTE

PRIMARY COLOURS

The wordmark should be used in colour whenever possible and may not be edited or altered in any way. Wordmark colours from this palette should be used at 100% and should not be used as tints. By using these standard colours consistently, you will help to maintain recognition of the brand.

The colours for the wordmark are

EMPLOYMENT ONTARIO

PMS 1955	PMS
23-100-58-32	CMYK
163-1-52	RGB

When colour is not an option, reproduce the wordmark in black and white.

EMPLOI ONTARIO

Web colour should be adhered to in compliance with the Web Content Accessibility Guidelines (WCAG) AAA accessibility standards.

SECONDARY COLOURS

The secondary colour palette cannot be used for the wordmark; the colours are optional and considered to be complimentary to the primary colours. They can be used to add diversity to communication materials. Please ensure that accessibility standards are maintained.

PMS 306C
CMYK: 79 0 6 5
RBG: 0 185 228

PMS 116C
CMYK: 0 12 100 0
RGB: 254 203 0

PMS 327
CMYK: 100 2 39 14
RGB: 0 147 139

PMS Cool Gray 10
CMYK: 29 23 16 51
RGB: 116 118 120

WRITING STYLE AND TONE

Employment Ontario's service providers provide direct answers to people's training and employment needs. They listen to the needs of employers, workers and job seekers and work with them to develop solutions based on knowledge of local needs and resources.

Our goal is to earn people's trust and be the province's primary source of help and information about employment and training.

This tone should influence all promotional copy you write about Employment Ontario programs and services. When writing about Employment Ontario programs and services:

DO

- Choose common, simple words rather than impressive, difficult words that mean the same thing.
- Use the active voice wherever you can. Identify your sentence subject and make it act. For example "John took the football" is an active sentence. "The football was taken by John" is passive.
- Write as though you're talking to your reader. Use personal pronouns to make your writing conversational.
- Choose strong verbs and nouns. Remove unnecessary prepositions, adjectives and adverbs.
- Write short sentences. In general, stick to sentences that average 15 words.
- Use visual aids. Clear, simple graphics will make your material more meaningful and memorable.
- Use bullets and lists for instructions. Use tables and charts for breaking down dense facts and figures.
- Organize information in a way that makes sense to your audience. Make sure ideas flow and connect. Give it a logical order.
- Use meaningful headings. Headings and subheadings must direct and inform. Think of newspaper headlines.

DON'T

- Use acronyms. Most readers won't understand the short forms that are second nature to you and your colleagues. For example, write "social insurance number" instead of "SIN."
- Use jargon. This can intimidate and alienate your audience. If you need to use a specialized term, define it.
- Use a formal, impersonal tone when writing for the general public.
- Save the best for last. Get to the point. Put your key message first. Details can follow.
- Include more words than necessary. Make your writing as tight as possible.
- Use long blocks of text. Use short paragraphs and sections, introduced by subheadings.
- Ramble. Delete details that don't advance your message.

WEB AND SOCIAL MEDIA

Having a webpage is a standard business procedure. Websites should indicate that the organization that owns the space is part of the Employment Ontario network and prominently display the wordmark and if applicable, the acknowledgment line.

In the case of websites, the wordmark must be visible at least once on the home page. In cases where an organization's sole focus is not employment or training, the wordmark must be visible at least once in the employment or training section of their website .

When developing the URL for your organization's website, please ensure:

- Clients accessing your organization's website understand that it is maintained by your organization and not the Government of Ontario.
- Clients understand that these services are supported by the provincial and federal government.

If you use a Facebook page, a Twitter account, or other social media, keep these points in mind when referring to Employment Ontario programs:

1. If you reference Employment Ontario programs in your social media messaging, use the Employment Ontario wordmark whenever possible.
2. Follow the Ministry of Labour, Immigration, Training and Skills Development on Twitter and Facebook. The English handle is @ONTatwork for Twitter and Ontario At Work for Facebook. The French handle is @ONTautravail for Twitter and Lieux de travail de l'Ontario for Facebook. Watch for messages on Employment Ontario programming and retweet, favourite, like, or share.
3. Use the same hashtags mentioned above for promoting programming. Hashtags evolve rapidly, #ONjobs remains fairly stable.
4. Employment Ontario will sometimes share tweets and Facebook posts with you to coincide with new announcements. Please use them on your own accounts as much as possible.

WORDMARK

All public communications and marketing products, promotional material and advertising to promote programs funded by the Labour Market Transfer Agreements (LMTAs) must recognize the contribution by the provincial government and if applicable, the federal government to the programs, services or projects delivered by service providers. Refer to Appendix B to determine the correct wordmark for your applicable program, service or project.

Wordmarks must be used either as a colour block or black and white block. That is, colour identifiers, where available, should not be mixed with black and white.

BLOCKS OF WORDMARKS IN COLOUR



BLOCK OF WORDMARKS IN BLACK AND WHITE



Identifiers must be used only in conjunction with the promotion of Employment Ontario programs and services. If a service provider is announcing a fundraising event to help it achieve its own administrative or operational goals, these wordmarks should not be used.

Refer to the EOPG for camera-ready, downloadable files in all formats.

BILINGUAL WORDMARK

The bilingual wordmarks must always be reproduced as shown. No other components may be added and nothing extracted. Refer to Appendix B to determine the correct bilingual wordmark for your applicable program, service or project.



ACKNOWLEDGEMENT LINE

In situations where the use of wordmarks are not be feasible, the following terminology can also be used to acknowledge the contribution by the provincial and federal government:

This Employment Ontario (project, program or service – choose one) is funded in part by the Government of Canada and the Government of Ontario.

The French translation of this line is:

Ce (projet, programme ou service – choisissez-en un) Emploi Ontario est financé en partie par le gouvernement du Canada et le gouvernement de l'Ontario.

The minimum point size for the acknowledgment line is 12 pt. Refer to Appendix B to determine the correct acknowledgment line for your applicable program, service or project. If space permits, the acknowledgment line can also be placed underneath the three identifiers:

BLOCKS OF WORDMARKS

Canada EMPLOYMENT ONTARIO Ontario

This Employment Ontario project is funded in part by the Government of Canada and the Government of Ontario.

TAGLINES

Service providers are encouraged to use one of the following taglines when developing their communication materials:

"Your job is out there. We'll help you find it."

or

"Ontario's employment and training network."

The minimum point size for the tagline is 12 pt. Use judgment in design and ensure the final tagline is legible.

UNACCEPTABLE USAGE OF THE WORDMARKS

These identifiers:

- may not be altered in any way;
- should be displayed in generous open space, free from close association with any distracting or interfering elements;
- may not appear on a visually conflicting background; and
- may not form part of a headline, phrase or sentence.



DO NOT ALTER OR ENLARGE ANY PART OF THE LOGO



DO NOT REARRANGE ELEMENTS OF THE LOGO



COLOUR IDENTIFIERS **SHOULD NOT** BE MIXED WITH BLACK AND WHITE

All identifiers must be maintained at their proportional sizes. If you need to reduce the size of the block in order to fit your collateral, sign, etc., all three identifiers must be reduced by the same amount.



DO NOT USE THE LOGO IN TIGHT SPACES OR WITH DISTRACTING OR INTERFERING ELEMENTS



DO NOT USE ON VISUALLY CONFLICTING BACKGROUND



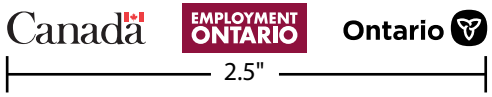
DO NOT USE AS PART OF A HEADLINE, PHRASE OR SENTENCE

SIZE

Print: To ensure legibility, the printed English or French wordmarks must never be reproduced smaller than 2.5" (63.5mm) wide for print applications. For the bilingual version, it must never be reproduced smaller than 3.15" (80mm) wide.

Digital: The minimum size for digital use is 360 pixels wide for the English or French wordmarks. The minimum size for digital use is 600 pixels wide for the bilingual wordmark. This digital size is based upon high-resolution (retina) displays. When designing for lower-resolution displays, the wordmarks can appear at a minimum of 180 pixels wide for English or French version, or 300 pixels wide for the bilingual version.

Print:



Digital:



360 px High resolution or
180 px low resolution

Print:



Digital:



600 px high resolution or
300 px low resolution

CLEARANCE

When the identifiers are used on its own (digitally or on a sign), a safe zone surrounding it, as shown, protects the identifiers from being undermined by other elements and allows it to stand out. A clear space should always be provided around the identifiers. The minimum amount of space around the identifiers should be equal to half the height of the Ontario symbol. No other elements should appear in this space.

SAFE AREA



CO-BRANDING

Service providers must use the applicable wordmark(s) on all communication materials relating to Employment Ontario programs and services. Communication materials include, but are not limited to: news releases, posters, flyers, brochures, newspaper displays and classified advertising, radio and/or television advertising, billboards, transit shelters, web pages, social media pages and newsletters that are produced by recipients.

Only a service provider's own wordmark or logo may be applied near the wordmark(s). The preferred placement for the wordmark(s) is to the right of a provider's logo.

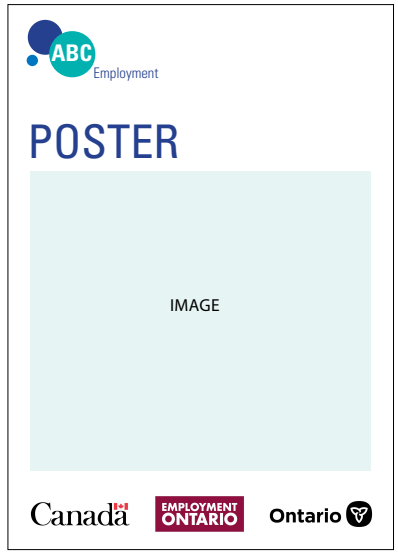
When this is not a practical application, the examples shown to the right provide options of how the wordmark(s) can be placed in a co-branding situation.

Regardless of where the wordmark(s) are placed on the page, in all cases they must be at least equal in size to the provider's own wordmark or logo.

EXAMPLES









SIGNAGE

Posting Employment Ontario signage provided by the ministry indicates that a service provider has the capacity to provide clients with information and referral services about all Employment Ontario programs, services and projects. See Appendix B for which programs are required to provide information and referral services and display Employment Ontario signage.

EXTERNAL

The ministry expects service providers to have external signage in place when it begins to provide services. This signage can be a new sign with the Employment Ontario identifier, a new co-branded sign, or a decal added to the organization's existing sign.

Please see Appendix D for more details on external signage.

INTERNAL

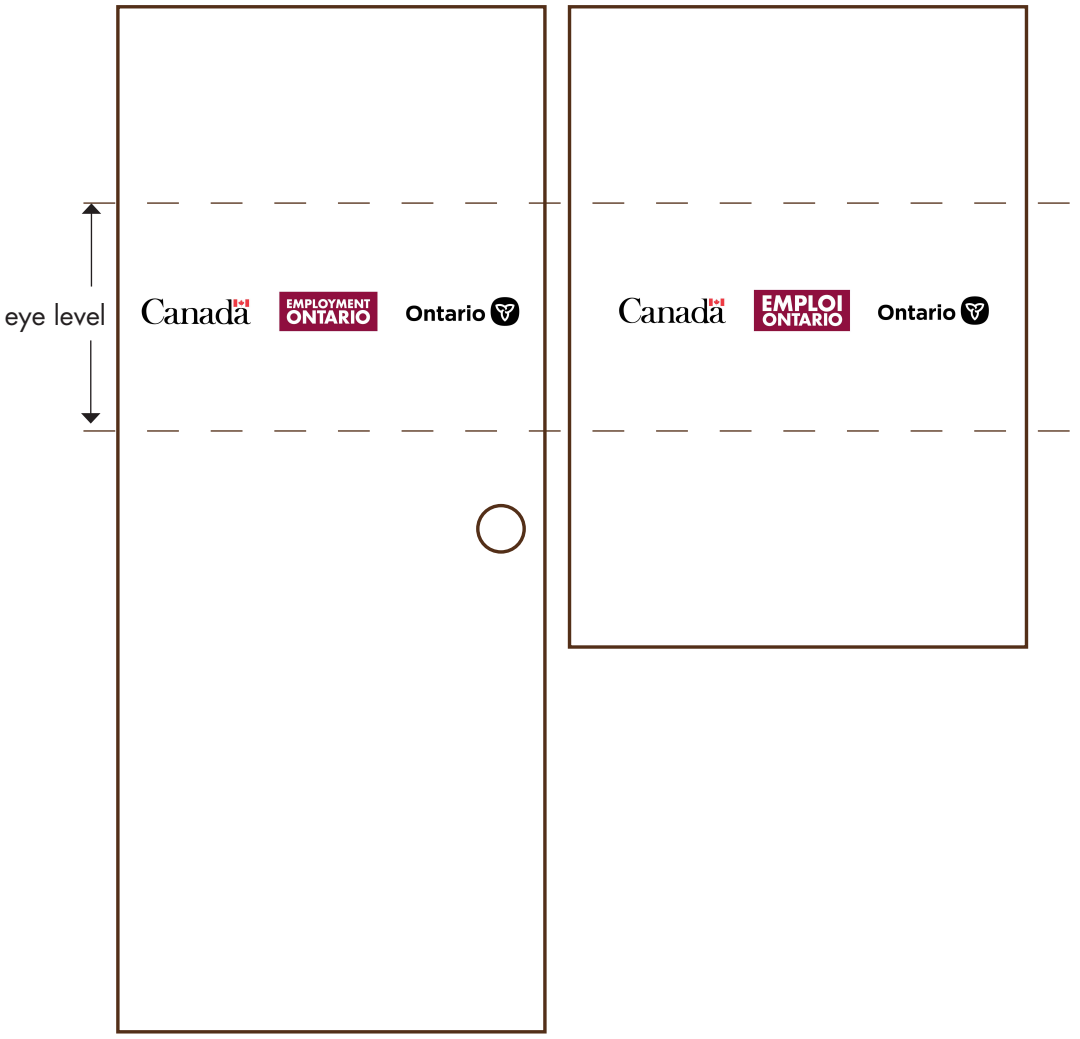
Internal signage and decals for doors and windows in English and French will be available on Publications Ontario. Please post signage that best reflects the language needs of your customers.

These signs and decals should be posted in a prominent place, in public view, with every effort made to place them at eye level.

Contact Publications Ontario to order Employment Ontario internal signage and decals.

USE OF SIGNS

CORRECT USE



PLACEMENT OF SIGNS

A well planned system of signage helps people find their destination quickly within your facility – reducing their need to search or to ask questions of staff. Planning the placement of signs means understanding the needs of your clients and how best to serve them.

When planning where to place your Employment Ontario sign (internal and external), please consider the following:

- The need to assure visitors that your facility provides Employment Ontario programs and services
- The location where visitors can access Employment Ontario programs and services in your facility
- The physical characteristics of your facility or site
- The relationship of Employment Ontario services to other services you offer

Effective use of signs is determined by where they are placed. Look at the traffic flow in your facility. Is your Employment Ontario sign placed where visitors looking for these services can see it, and understand that this is where they can access these services?

Take the time to inspect and maintain signs on a regular basis. Keeping signage in good repair helps enhance the appearance of your facility and reflects on the quality of the services you provide.

Contact Publications Ontario to order Employment Ontario internal signage and decals. If your organization does not provide information and referral services directly to clients you are not required to post an Employment Ontario sign. Refer to Appendix B for information regarding internal signage requirements.

DIMENSIONS OF EXTERNAL SIGNAGE

Refer to Appendix D for dimensions of external signage.

ORGANIZATIONS FUNDED BY THE PROVINCE ONLY

Organizations funded by the Province only, will use the Ontario Trillium as either black on a white ground, or white on a black ground.

The minimum amount of space around the Ontario Trillium should be equal to half the height of the Ontario symbol. No other elements should appear in this space.

CLEARANCE



Print: To ensure legibility, the printed logo must never be reproduced smaller than 0.75" (19 mm) wide for print applications.

Digital: The minimum size for digital use is 180 pixels wide. This digital size is based upon high-resolution (retina) displays. When designing for lower-resolution digital displays, the logo can appear at a minimum of 90 pixels wide.

MINIMUM SIZES

Print

Ontario

0.75"

Digital

Ontario

180 px

For high-resolution (retina) displays

Ontario

90 px

For lower-resolution digital displays

FUNDING ANNOUNCEMENTS, CEREMONIES AND EVENTS

The Government of Ontario reserves the right to announce its support of any project or service valued at more than $50,000. Should your organization wish to announce a project or service that meets the criteria or plan any official launch or other ceremony, the following will apply:

- If the Government of Ontario is the sole contributor to the project or service, your Employment and Training Consultant should be alerted. The provincial government has the first opportunity to set the time, place and agenda of the ceremony as well as to draft and issue the news release and media advisory.
- If other contributors are involved, the service provider contracted to deliver Employment Ontario services or projects is obliged to advise their Employment and Training Consultant as soon as possible so the provincial government can have the opportunity to arrange for a representative to participate at a mutually agreeable time and place.
- If you are planning an event, you must complete the attached Event Template (see Appendix A) and submit it to your ministry contact at least 21 days before a project can be announced.

ONGOING COMMUNICATIONS ACTIVITIES

For all verbal communications such as radio/television advertising, speeches, interviews, etc., reference must be made to Employment Ontario, the name of the program, service or project and the contribution by the provincial government or the federal government as detailed in the terminology section of this document.

APPENDIX A – EMPLOYMENT ONTARIO EVENT INFORMATION TEMPLATE

Project Name:

Agreement Number:

Date / Time / Location:

Participants: List the official taking part in the event (i.e. Speakers, ribbon cutters, etc.), especially political representatives.

Audience: Brief description of who will be in attendance.

Description of event: Provide a brief summary of event activities.

Background information: Include project information such as programs, assistance, duration, objectives, etc.

Employment Ontario Contact: Name of Employment and Training Consultant and their phone number.

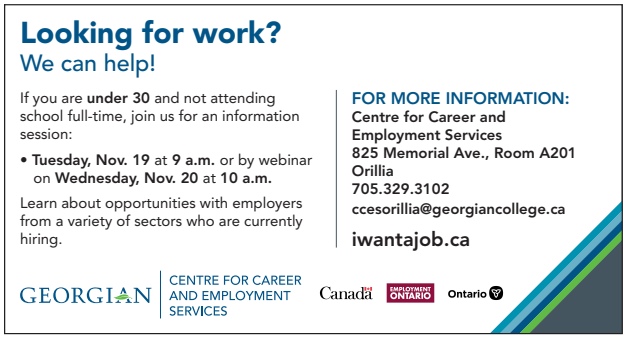
APPENDIX B – EMPLOYMENT ONTARIO BRANDING REQUIREMENTS

PROGRAMS	WORDMARKS	ACKNOWLEDGEMENT LINE
■ Adjustment Advisory Program - includes RRTS ■ Apprenticeship Capital Grant ■ Apprenticeship - Exam Preparation Course ■ Apprenticeship Employer Groups Sponsorship Grant ■ Apprenticeship - Income Support ■ Apprenticeship In-Class Training ■ Canada-Ontario Job Grant* ■ Career Ready Fund ■ Co-op Diploma Apprenticeship Program ■ Employment Services* ■ FindHelp ■ Occupational Health and Safety Training Initiative ■ Ontario Human Capital and Research and Innovation Fund ■ Ontario Job Creation Partnership ■ Ontario Labour Market Partnership ■ Literacy and Basic Skills - Service Delivery* ■ Literacy and Basic Skills - Support Organizations* ■ Local Boards ■ Ontario Employment Assistance Services ■ Pre-Apprenticeship Training Program ■ Better Jobs Ontario (formerly Second Career) ■ Sector Partnership Planning Grant ■ SkillsAdvance Ontario ■ Supported Employment ■ Youth Job Connection/Youth Job Connection - Summer*	Canada EMPLOYMENT ONTARIO Ontario	**English:** This Employment Ontario (project, program or service – choose one) is funded in part by the Government of Canada and the Government of Ontario. **French:** Ce (projet, programme ou service – choisissez-en un Emploi Ontario est financé en partie par le gouvernement du Canada et le gouvernement de l'Ontario.

*The ministry expects providers delivering these programs to have signage in place as they provide information and referral services directly to clients.

PROGRAMS	WORDMARKS	ACKNOWLEDGEMENT LINE
■ Literacy and Basic Skills - Service Delivery (e-Channel) ■ Literacy and Basic Skills - Support Organizations (e-Channel) ■ Ontario Bridge Training Program ■ Ontario Bridging Participant Assistance Program ■ Ontario Youth Apprenticeship Program ■ SkillsCanada ■ Skills Development Fund	Ontario	**English:** This Employment Ontario (project, program or service – choose one) is funded by the Government of Ontario. **French:** Ce (projet, programme ou service – choisissez-en un) Emploi Ontario est financé par le gouvernement de l'Ontario.

APPENDIX C – SAMPLES OF WORDMARK IN USE



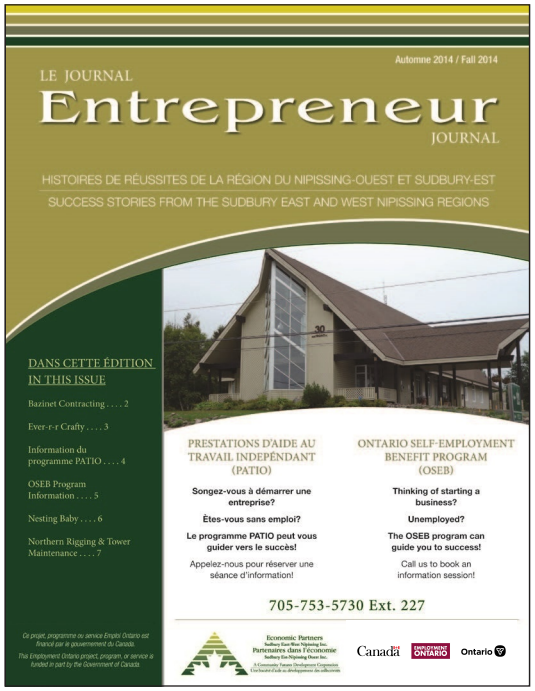


FLYERS





WEB PAGES



REPORT

APPENDIX D – EXTERNAL SIGNAGE STANDARDS

The ministry expects an organization to have external signage in place when it begins to provide either Employment Ontario programs or services on an ongoing basis. Signage plays a vital role in visual identity; therefore the following information is provided to help service providers develop appropriate signage as Employment Ontario partners.

Employment Ontario offices are situated in a broad range of locations, and these locations may be subject to different signage restrictions as determined by landlords and/or municipal bylaws.

Organizations must have an Employment Ontario sign outside their building; the dimensions of the Employment Ontario sign should be a minimum of 3 feet by 2 feet. Organizations may choose to have an Employment Ontario sign in addition to the sign promoting their organization or one sign promoting both Employment Ontario and their organization.

In some cases, organizations may wish to delay buying a new sign or may not be allowed to have two signs. As an interim measure, a patch or decal can be placed on an existing sign.

Some organizations may have restrictions on external signage and the ministry will discuss and accommodate those needs.

If the organization is unable to have external signage, Employment Ontario signage should be featured prominently on or near the internal entrance. Please see the illustration on page 13 as an example.

Questions regarding signage can be directed to your local Employment and Training Consultant.

USE OF DECALS

If you choose to use your existing external sign and attach an Employment Ontario decal to it, the following are possible options. Signs may be in English or French.

Note the indications of positioning of the decal(s) in the following samples.

HORIZONTAL SIGN WITH HORIZONTAL ORIENTATION OF WORDMARK



If Employment Ontario is your only source of funds, the Employment Ontario wordmark will not be smaller than 20% of the total size of the sign.



If Employment Ontario is one of several funding providers whose logos or wordmarks appear on your external sign, then the Employment Ontario wordmark will be the same size as other logos or wordmarks and will appear on the far right.

