

IRCC Communications Protocol

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Date: Wed, Nov 20, 2019 at 10:24 AM

Subject: IRCC Communications

Hello,

Below are the clauses in the IRCC agreements pertaining to the communications protocol and examples depending on whether IRCC is the sole funder or not.

Please provide copies of all flyers, brochures, banners, advertisements, products and other promotional materials to your Officer to ensure IRCC funding is properly acknowledged and the use of IRCC or the Government of Canada's identifier is approved.

Please consider the following:

- Is a bilingual product required? (ie. Is this product meant to communicate with a community or serve a region whose first official language or official language of choice may be French?)
- Does the product include the correct version of the IRCC logo?
- Is the logo clear/visible?
- When acknowledging multiple funding partners, the IRCC or Government of Canada identifier must appear with equivalent size, position and prominence of all other acknowledgements or credits.
- If any individuals are featured in IRCC-funded products, they must be newcomers with legal status who have benefited from IRCC-funded settlement services and/or service providers who are delivering IRCC-funded settlement services. Actors are not to be used in any IRCC-funded videos/photos. Stock photos may be used only when not accompanied by a testimonial.

Contribution Agreement Articles

12.15 The Recipient shall also publicly acknowledge the Government of Canada's Contribution in the following manner:

- A) by clearly and prominently identifying the Government of Canada's Contribution to the Project, utilizing promotion and advertising tools made available by the Department and wording satisfactory to the Department, for

example: "The Government of Canada provides funding to support this Project";
and

B) by acknowledging the Government of Canada's Contribution in its announcements, interviews and ceremonies, in its advertising and promotional activities, in its speeches, lectures, publications and in its recruitment procedures.

Schedule 4

Communications Protocol:

1. The Recipient shall obtain the approval of the Department before preparing and issuing any announcements, press releases, brochures, advertisements or other materials that will display the Department's logo or otherwise make reference to the Department.
2. The Recipient will advise the Department at least 30 days in advance of any special event (e.g., official opening, conference, ribbon cutting, etc.) the Recipient wishes to organize in connection with the Agreement. A special event shall only be held on a date which is mutually acceptable to the Department and the Recipient. Furthermore, the Recipient consents to having the Department or its designates participate in any such event.

Nature of Funding	Example of Visual Acknowledgement
<p>If IRCC is the sole funder, the primary form of acknowledgement is the departmental identifier with a bilingual support line.</p>	<p style="text-align: center;">Funded by: Financé par :</p> <p style="text-align: center;"> Immigration, Refugees and Citizenship Canada Immigration, Réfugiés et Citoyenneté Canada</p> <p style="text-align: center;"><i>Or in a French first product:</i></p> <p style="text-align: center;">Financé par : Funded by:</p> <p style="text-align: center;"> Immigration, Réfugiés et Citoyenneté Canada Immigration, Refugees and Citizenship Canada</p>
<p>If more than one federal department has funded the project, the primary form of acknowledgement is the global Canada wordmark with a bilingual support line.</p>	<p style="text-align: center;">Funded by the Government of Canada Financé par le gouvernement du Canada </p>
<p>If IRCC is the only federal department, but there are multiple other contributors to your project, use the following identifier:</p>	<p style="text-align: center;">Funded by / Financé par:</p> <hr style="width: 100%;"/> <p style="text-align: center;">   Immigration, Refugees and Citizenship Canada Immigration, Réfugiés et Citoyenneté Canada</p>
<p>If there are multiple Government of Canada contributors to your project, in addition to other contributors, use the following identifier in place of individual department logos:</p>	<p style="text-align: center;">Funded by / Financé par:</p> <hr style="width: 100%;"/> <p style="text-align: center;">   Government of Canada Gouvernement du Canada</p>