

**Singular
Plurality**

**Singulier
Pluriel**

CANADA
Guest of Honour
Frankfurt
Book Fair
2020/2021

CANADA
Invité d'honneur
Foire du livre
de Francfort
2020/2021

KANADA
Ehrengast
Frankfurter
Buchmesse
2020/2021

Acknowledgement guide for Frankfurt Book Fair 2021 partners to Canada as Guest of Honor

This brief guide explains the requirements, and provides direction and options for integrating the visual identity into the appropriate communications products and activities.

1. General Requirements

Each partner must sign a letter of agreement and a request form to obtain permission to use the Canada Guest of Honor (GoH) visual identity.

The Canada GoH visual identity should be included in all communications with the public. This includes communications products, announcements, events, activities and promotional materials.

The visual identity is available free of charge for use by partners for commercial and non-commercial uses. Possible uses of the logo are as limitless as the creativity and imagination of Canadians.

Partners interested in promoting the Canada GoH initiative by associating the visual identity to their projects, promotional activities and in their corporate environment simply complete the request form. They will receive the electronic artwork following approval by the Canadian Heritage Frankfurt 2021 team.

2. Commercial use of the Canada GoH visual identity

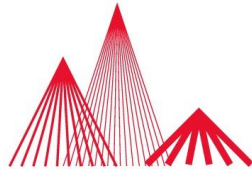
Partners interested in selling wares bearing the visual identity or using it in direct association with goods or services offered for sale must go through a different approval process. You need to contact the Canadian Heritage Frankfurt 2021 team. In this case the review process is followed by a simple license agreement signed by both parties.

3. Forms of acknowledgement

The primary form of branding for Frankfurt Book partners is the display of the visual identity in the communications products of the partner as per the norms in the visual identity guidelines.

To ensure the integrity of the visual identity, the following criteria must be applied:

- The visual identity may not be altered.



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- The size of the visual identity may decrease or enlarge as necessary, provided that its proportional dimensions and colors are preserved.
- It is displayed prominently, in generous open space, free from close association with any interfering or distracting elements
- It may not form part of a headline, phrase or sentence.
- The visual identity may not be used for any purpose other than branding purposes for the activities related to Frankfurt Book Fair 2021.
- The partner must not use the visual identity in any way that would state or imply that the Government of Canada endorses or is affiliated with its products or services. The visual identity must not be used to present false or misleading impressions about the Government of Canada

The visual identity is positioned on communications in a fair and visible manner typical for acknowledging partners. When acknowledging multiple partners, the visual identity must appear with equivalent size, position and prominence of other acknowledgements or credits.

4. Product and activities

Communications: The visual identity appears on all printed or electronic documents, marketing materials, public reports, publications and media products related to the event/activities.

Advertising: The visual identity is displayed when the logos of other sponsors, supporters or funding parties are displayed in advertisements and advertorials, including paid or free placements and public service announcements.

Promotions: The visual identity may also be included on event-related uniforms or apparel related to the funded activities, as well as promotional merchandise and giveaways.

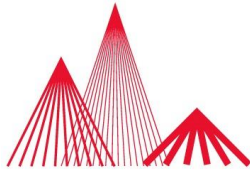
Social media: In order to allow partners and Canada FBM 2021 to share or retweet information about the event or activities related to the Frankfurt Book Fair 2021, partners are asked to provide the address of all social media accounts (Twitter, Facebook, Instagram, YouTube, or others) in which they publish content related to the event/activities. It is also advised for recipients to follow Canada FBM 2021 on social media by subscribing to:

Twitter: @CFbm2021

YouTube: Canada FBM2021

Facebook: @CanadaFBM2021

Instagram: @canadafbm2021



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Special events: The visual identity is displayed on tickets and invitations of activities like opening, closing and welcoming ceremonies, receptions and other events.

5. Integrity clause

Every effort should be made to maintain high standards of quality and good taste in the use of the brand.

Requests for use of the brand will not be approved if they are for uses deemed offensive, distasteful, or disrespectful to others.

6. More information, technical assistance

Any commercial use must be pre-approved by the Government of Canada by contacting the Department of Canadian Heritage at the address below.

Technical information on the font, the measurements and the branding elements are available in the application guide of the visual identity, also available on the Canada FBM 2021 website at the following address:

<https://canadafbm2021.com/>

For more information, you can reach us:

Email : pch.ivfrancfort-frankfurtvi.pch@canada.ca