



Regional Development Network
Réseau de Développement Régional

Visibility Toolkit

Guidelines on Identifying RDN and the SRQEA in Communications

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General Guidelines for Using the RDN Logo

RDN Logo Variations

There are four variations of the RDN logos.

- Full-colour
- Inverse (all in white)
- Grey-scale
- Black

[Download the RDN logos and colour specifications sheet here.](#)

Contrast, Protection Zone, and Minimal Size

- The logo must have sufficient contrast so it is clearly visible against the background.
- There should be a protection zone or buffer space around the image that is the same as the width of the vertical lines in the logo's letters (see next page).
- Prioritize using the full-colour version of the logo.
- The other variations are useful when the background is busy or clashes with the RDN colours or when the logo is difficult to read. Use the logo that is most legible with the background.
- Confirm that the RDN logo is the same size (determined by logo height) as other logos being displayed.
- Do not alter the logos by changing the colour(s) or distorting the proportions.

Disclaimer

Unless otherwise directed by RDN, ensure that a disclaimer appears on any material developed for public distribution:

“The views expressed herein do not necessarily represent the views of RDN and the funders.”

“Les vues exprimées ici ne reflètent pas nécessairement les vues du RDN et des bailleurs de fonds.”

Notes About the ERCC and Employment Strategy Programs

- For these programs (and any other program), make sure you read the visibility clause in your contract and abide by those requirements.
- The SRQEA is the funder for ERCC and ES, so the SRQEA logo should be first on the visuals you make related to anything funded by these programs. (RDN is not the funder for these programs, so our logo should not be on these visuals.)

Events

Should you host a large-scale event, please inform RDN and we will invite the corresponding funder as appropriate.

Protection Zone



Examples of Logo Choice for Contrast

Black Logo Usage

- Why black? The full-colour logo's D would not have been legible with the background, and the black contrasts well with the background.



Inverse (White) Logo Usage

- Why inverse? The white contrasts well with the dark background.



General Guidelines for Using the SRQEA Logo

If you receive funding from the Secrétariat aux relations avec les Québécois d'expression anglaise (SRQEA), you need to recognize this contribution in your communications (whether written or visual). Please make sure you are familiar with the official guidelines in the following documents:

[Official guide for the Visual Identification System \(Système d'identification visuelle\), PDF in French](#)

[Official Graphic Standards \(Normes graphiques\), website in French](#)

[SRQEA visibility guidelines, Powerpoint in English \(August 2023\)](#)

SRQEA Logo Variations

There are three variations of the SRQEA and Québec wordmarks (logos).

- Two-colour (text in black with a colour flag)
- Monochrome (all in black)
- Inverse (all in white)

[Download the SRQEA and Québec wordmarks here.](#)

Your point of contact with the SRQEA for communications is Kathleen Mulawka (kathleen.mulawka@finances.gouv.qc.ca) or your program advisor.

Example of Logo Positioning and Acknowledgement Statement

Are you a member of the English-speaking community of Québec?

Do you live somewhere off the island of Montreal?

If your answer to both questions is yes...

We need your help!

Complete the French-Language Regional Needs Assessment Survey for a chance to win one of three \$100 IGA gift cards!

 <https://bit.ly/40u3gqa>

Developed by the Provincial Employment Roundtable (PERT) in partnership with the Regional Development Network (RDN), this survey is funded by the Secrétariat aux relations avec les Québécois d'expression anglaise.

TAKE THE SURVEY



SCAN ME

Secrétariat aux relations avec les Québécois d'expression anglaise Québec



PERT
PROVINCIAL EMPLOYMENT
ROUNDTABLE



RDN
Regional Development Network
Réseau de Développement Régional

For questions or additional information about RDN's visibility guidelines, please contact:

Jenny Montgomery
RDN Network Communications Officer
jenny@regdevnet.ca