



# FACTOR Logo & Acknowledgment Guide

2020-2021

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# General Guidelines and Policies

The details of your acknowledgment obligations are outlined in your **General Agreement** with FACTOR. Review this document to ensure you are aware of your obligations. If you have any questions regarding who you must acknowledge or which logo to use, contact your Project Coordinator.

By accepting the General Agreement, you agree that failure to comply with the usage guidelines for the FACTOR logo and the Canada wordmark on FACTOR-funded materials is considered an [Event of Default](#). This can result in a 15% reduction to your funding offer, or the withdrawal of project funding altogether

*Before you print, publish, or commercially release any FACTOR-funded material, we strongly recommend that you send proofs of all album artwork, press or promotional materials (including ads, press releases, e-vites, promotional items, etc.), and digital infrastructure mock-ups (like website or app designs) to your Project Coordinator so that they can identify any problems.*

**There are several logo types in this guide:**



**FACTOR standalone logo**



**FACTOR combined logo**



**Canada standalone wordmark**



**Canada combined wordmark**

[There are digital files of the FACTOR logo and Canada wordmark with acknowledgment text available for download here.](#)

## Rules by Program

FACTOR programs can be supported by a combination of funding provided by the **Government of Canada** and **Canada's private radio broadcasters**, or can be funded exclusively through **radio contributions**.

For this reason, there are different requirements for each program.

### If you received funding through the following programs:

- Artist Development
- Collective Initiatives\*
- Comprehensive Music Company
- Envelope Funding for Music Companies
- Envelope Funding for National Service Organizations\*
- Juried Sound Recording
- Live Performance
- Support for Eligible Music Companies
- Video

You must acknowledge the financial support of FACTOR, the Government of Canada (in both official languages), and Canada's private radio broadcasters.



### If you received funding through the following programs:

- Comprehensive Artist
- Marketing & Promotion for Non-FACTOR-Funded Sound Recordings
- Songwriter Development
- Sponsorship\*

You must acknowledge the financial support of FACTOR and Canada's private radio broadcasters.



\*For acknowledgment requirements for the Collective Initiatives, Envelope Funding for National Service Organizations, and Sponsorship programs, please see our [other guide](#).

# Usage Guidelines

## Logo Location

You must position the FACTOR logo and Canada wordmark on the same line. The FACTOR logo should be the first one, followed by the Canada wordmark. Note that you **cannot put the FACTOR logo on top of the Canada logo**, or vice versa. They need to be placed beside each other.



## Logo Size

The FACTOR logo and Canada wordmark **must not appear smaller than the logo of any other funder**. When submitting artwork for approval, please advise your Project Coordinator of any extenuating circumstances (such as a significantly larger contribution provided by a different funder) regarding the sizing of the FACTOR logo and Canada wordmark.



## Logo Text

You **may not alter the acknowledgment text or combine** it with that of any other funding body (e.g. OMF, provincial arts councils, etc.). You may include logos and acknowledgment texts from other funders in addition to those required by FACTOR, provided that the FACTOR logo, Canada wordmark, and all required acknowledgment text remain unaltered.



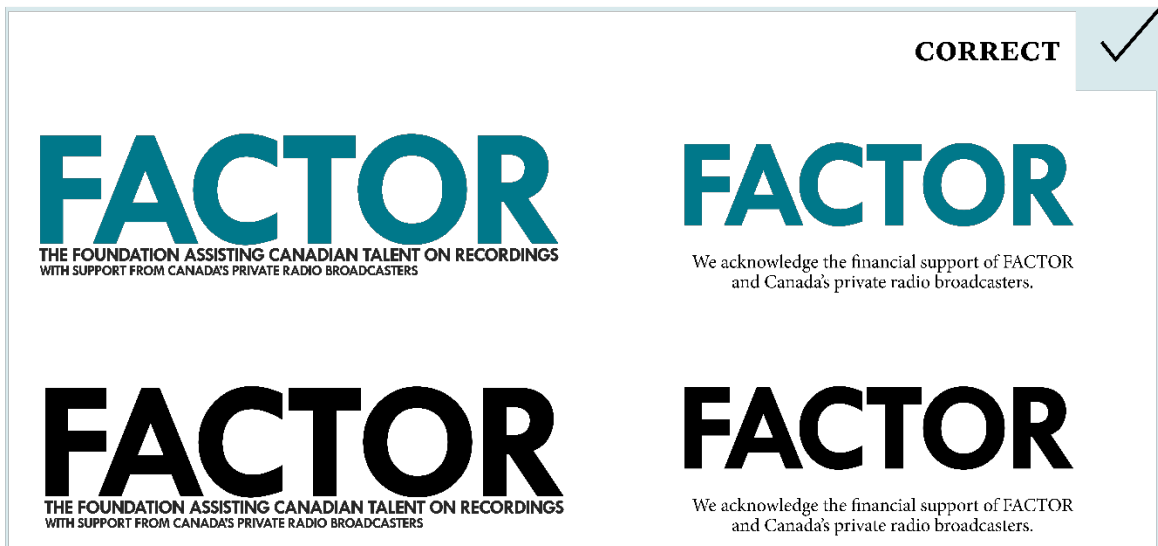
# FACTOR Logo Guidelines

[There are digital files of the FACTOR logo with acknowledgment text available for download here.](#)

The combined FACTOR logo with acknowledgment text **must always be clearly and legibly represented**. If the text within the combined logo is too small to be legible, include the standalone FACTOR logo and ensure that the required acknowledgment text is printed separately. If you have questions, [contact your Project Coordinator](#).

You **may alter the colours of the FACTOR logo to suit artwork or design themes, provided the colours do not affect legibility**. No other modifications of the logo are permitted.

Where the FACTOR logo appears on materials that will be distributed online, the FACTOR logo must link to FACTOR's website at <https://www.factor.ca/>.



# Canada Wordmark Guidelines

Please review the [Government of Canada's Guide on the Public Acknowledgment of Financial Support](#) for further information.

[There are digital files containing the combined Canada wordmark with acknowledgment text available for download here.](#)

The Canada wordmark is protected under trademark and copyright laws. **You may not modify, alter, or transform the Government of Canada wordmark in any way.** The wordmark and acknowledgment text cannot be combined with any other logo or text (except the FACTOR logo as set out in this guide). Any unauthorized modification of the Canada wordmark may put you in breach of your General Agreement.

The appropriate acknowledgment text must always accompany the Canada wordmark. If the text within the combined wordmark file is too small to be legible, use the standalone Canada wordmark and include the required bilingual acknowledgment text separately. If you have questions, [contact your Project Coordinator](#).

Where the Canada wordmark appears on materials that will be distributed online, the wordmark must link to the Government of Canada website at [www.canada.ca](http://www.canada.ca).

For more details, please review the [Treasury Board of Canada's Canada Wordmark - Technical Specifications \(2012\)](#).

## The wordmark can only appear in the following permitted colours:

- Black letterforms with a red flag symbol on a white or very light background.



- Black letterforms with a black flag symbol on a contrasting light or medium background.



- White letterforms with a white flag symbol on a contrasting medium or dark background.



- White letterforms with a red flag symbol on a contrasting medium or dark background.





## Where Should I Acknowledge?

This table outlines where you should acknowledge FACTOR based on different programs. Choose your program and click on the place of acknowledgement to see some examples.

Program	Acknowledgment
<b>Artist Development</b>	<ul style="list-style-type: none"> <li>• <a href="#">Events</a></li> <li>• <a href="#">Physical and digital sound recordings</a></li> <li>• <a href="#">Promotional and marketing materials</a></li> <li>• <a href="#">Social media and websites</a></li> <li>• <a href="#">Video</a></li> </ul>
<b>Comprehensive Artist</b>	<ul style="list-style-type: none"> <li>• <a href="#">Events</a></li> <li>• <a href="#">Physical and digital sound recordings</a></li> <li>• <a href="#">Promotional and marketing materials</a></li> <li>• <a href="#">Social media and websites</a></li> <li>• <a href="#">Video</a></li> </ul>
<b>Comprehensive Music Company</b>	<ul style="list-style-type: none"> <li>• <a href="#">Events</a></li> <li>• <a href="#">Physical and digital sound recordings</a></li> <li>• <a href="#">Promotional and marketing materials</a></li> <li>• <a href="#">Social media and websites</a></li> <li>• <a href="#">Video</a></li> </ul>
<b>Envelope Funding for Music Companies</b>	<ul style="list-style-type: none"> <li>• <a href="#">Events</a></li> <li>• <a href="#">Physical and digital sound recordings</a></li> <li>• <a href="#">Promotional and marketing materials</a></li> <li>• <a href="#">Social media and websites</a></li> <li>• <a href="#">Video</a></li> </ul>
<b>Juried Sound Recording</b>	<ul style="list-style-type: none"> <li>• <a href="#">Events</a></li> <li>• <a href="#">Physical and digital sound recordings</a></li> <li>• <a href="#">Promotional and marketing materials</a></li> <li>• <a href="#">Social media and websites</a></li> <li>• <a href="#">Video</a></li> </ul>
<b>Live Performance</b>	<ul style="list-style-type: none"> <li>• <a href="#">Events</a></li> <li>• <a href="#">Promotional and marketing materials</a></li> </ul>
<b>Marketing and Promotion for Non-FACTOR-Funded Sound Recordings</b>	<ul style="list-style-type: none"> <li>• <a href="#">Events</a></li> <li>• <a href="#">Promotional and marketing materials</a></li> </ul>
<b>Songwriter Development</b>	<ul style="list-style-type: none"> <li>• <a href="#">Events</a></li> <li>• <a href="#">Promotional and marketing materials</a></li> </ul>
<b>Support for Eligible Music Companies</b>	<ul style="list-style-type: none"> <li>• <a href="#">Events</a></li> <li>• <a href="#">Promotional and marketing materials</a></li> </ul>
<b>Video</b>	<ul style="list-style-type: none"> <li>• <a href="#">Video</a></li> <li>• <a href="#">Promotional and marketing materials</a></li> </ul>

## Events

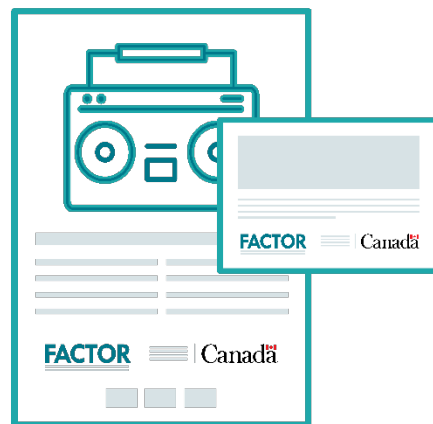
For FACTOR-funded events, the appropriate logos and acknowledgment text must appear on the following:

- posters, flyers, handbills, e-vites, newsletters, or other email communications promoting the event,
- signage within the venue,
- projections or video content within the venue (if featuring any other funders' logos),
- promotional items (if featuring any other funders' logos),
- verbal acknowledgement during the appearance or performance.

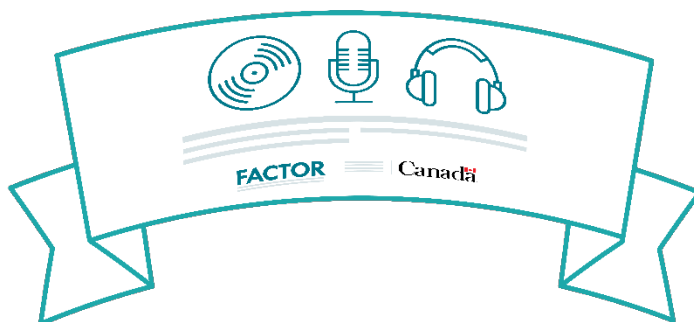
## Examples



verbally during the appearance or performance



on any poster or flyer promoting the event



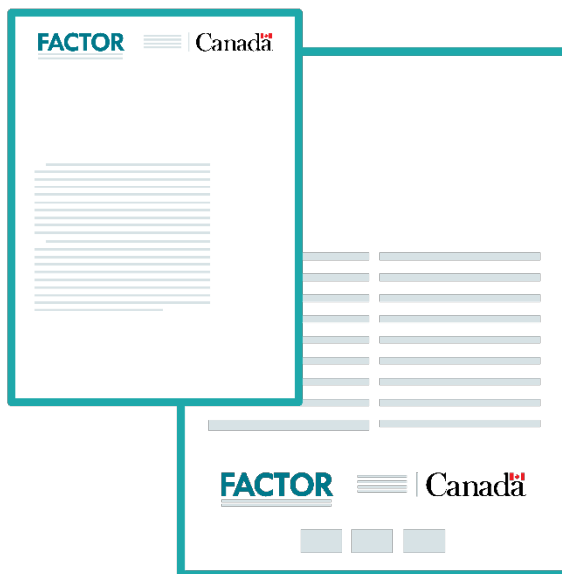
signage and banners within the venue

## Promotional and Marketing Materials

If you are creating any marketing materials to promote a FACTOR-funded project, the FACTOR logo and acknowledgment text must appear on:

- press releases, EPKs, one-sheets,
- publicity materials like posters, flyers, handbills, newsletters, email communications, or other branded marketing initiatives,
- promotional videos or lyric videos,
- live appearances promoting the artist or qualifying release (verbal acknowledgment),
- all print, television, or online ads
- radio ads and promotional campaigns (verbal acknowledgment).

## Examples



any posters, flyers, media releases (print and digital) promoting the event, as well as all advertisements (online, print, radio)



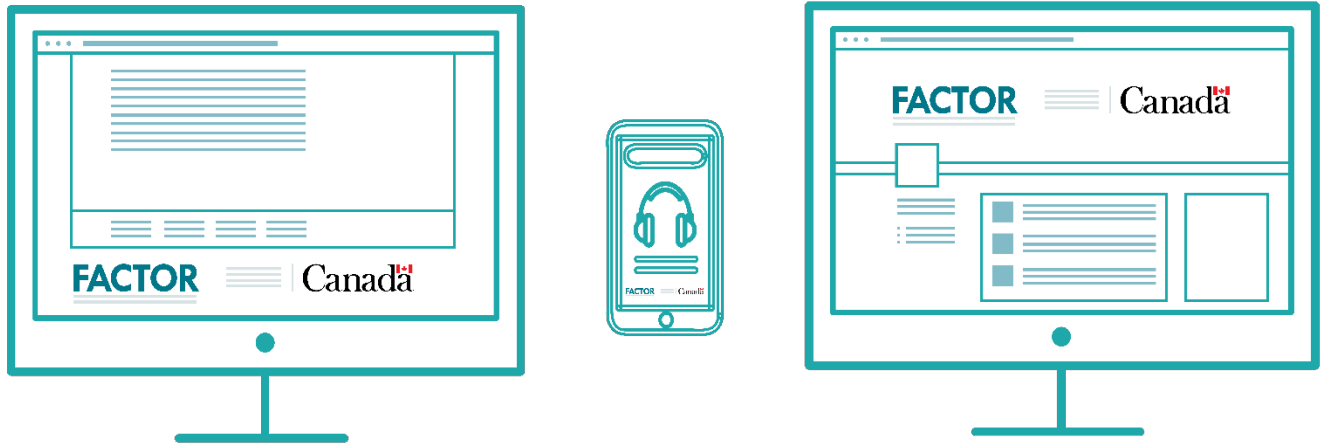
on a funder bumper screen for any promotional video

## Social Media and Websites

Include the **FACTOR** logo and acknowledgment text on artist or label websites and social media accounts:

- header or footer of any digital press releases,
- one-sheets, posters or flyers shared online,
- social media headers, footers, or posts,
- when you share a post about the project for which you received FACTOR funding use the **#FACTORfunded** hashtag and tag our profile **@FACTORCanada**.

## Examples



on artist or label websites, or social media profiles

## Sound Recordings

For physical versions of FACTOR-funded sound recordings, the FACTOR logo and Canada wordmark must appear on:

- the back of the sound recording packaging,
- if space does not permit you to use the combined logos with acknowledgement text, ensure the standalone FACTOR logo and the standalone Canada wordmark appear on the back of the packaging, and include the acknowledgment text separately on the back of the packaging, or in the liner notes or interior of the packaging.

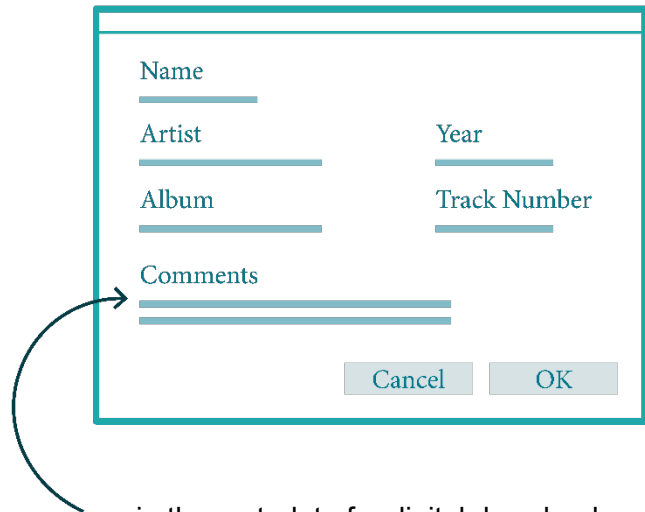
For digital versions of FACTOR-funded sound recording(s), the appropriate logos and acknowledgment text must appear on:

- the artwork for any digital files where space allows e.g. included in digital booklet,
- the metadata for any digital files (where possible),
- on any web page through which the sound recording or digital files are offered for streaming or for sale (where allowed by the third-party).

## Examples



on the back of album packaging



in the metadata for digital downloads

## Video

If you are creating a FACTOR-funded video, appropriate logos and acknowledgment text must appear on:

- end credits,
- title screens (if featuring any other funders' logos),
- exterior commercial packaging (if made available for physical sale),
- artwork for digital downloads,
- any website or social media profile in support of the video,
- press releases, EPKs, or one-sheets,
- promotional posters, flyers, newsletters, or email communications.

## Examples



in the end credits and on title screens



in the captions or info sections if uploaded to a third-party site (e.g. Youtube)

# Frequently Asked Questions

## Can I change the size of the logos?

You may change the size of the logos, provided that:

- such changes do not conflict with the usage guidelines for the FACTOR logo or the Canada wordmark (see [General Guidelines](#), pg. 2);
- both appear at least as large, or larger, than the logo of any other funder; and
- the logo, wordmark and required acknowledgment text appear clearly and legibly.

## Can I change the colour of the logos?

FACTOR will allow you to alter the colour of the FACTOR logo if the original colours conflict with any graphic design elements on finished materials. However, you may not modify the Canada wordmark, or cause it to appear in a colour scheme that is not explicitly allowed by the Treasury Board of Canada. For more details, please see the [Treasury Board of Canada's Canada Wordmark - Technical Specifications \(2012\)](#).

## Which logo version should I use – the versions with or without the text attached to it?

Use the combined FACTOR logo with acknowledgment text and the combined Canada wordmark with acknowledgment text wherever possible. These are the preferred versions. The standalone logos should only be used if there is not enough space for you to present the combined logos (with text) legibly. If you use the standalone logos, you must make sure that the required acknowledgment text is also present on all funded materials, as explained in this guide. Your Project Coordinator can assist you if you have questions about these requirements.

## Where does the logo go?

This will depend on the type of material on which the logo appears (see the [Examples](#) pg. 9-14 above).

## Why is the logo and acknowledgment text in French and English if my project is only in English?

The Government of Canada requires that the acknowledgment text appear in both of Canada's official languages, regardless of the content of the funded material.

## What happens if I forget a logo?

Get in touch with your Project Coordinator ASAP. They can help advise you of cost-effective solutions to rectify the missing or incorrect logo. Inappropriate or incorrect use of the logos or acknowledgment text will put you in breach of your General Agreement, which is considered an Event of Default with FACTOR. This may result in a reduction or withdrawal of your final offer. Please be aware of your obligations and contact your Project Coordinator with any questions.