

## **COMMUNITY DEVELOPMENT FUND RECOGNITION STANDARDS GUIDELINES**

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### **RECOGNITION REQUIREMENTS**

The Community Development Fund (CDF) supports a broad range of worthwhile initiatives. Recognition of CDF acknowledges the Government of Yukon's continued commitment to the social, cultural and economic quality of life in Yukon. CDF recognition increases program awareness, encourages new applicants by providing information about funded projects and increases the presence of CDF in communities. Therefore, the Community Development Fund has formalized its recognition guidelines to clarify how CDF funding support to recipients must be recognized.

All forms of recognition will follow Government of Yukon approved wording, design criteria and graphic standards. The goal is to achieve uniformity consistent with Government of Yukon identity and to effect standardization.

It is the recipient's responsibility to identify recognition and media plans in their application and provide evidence of these activities in their progress and final reports.

All recipients are required to contact CDF prior to holding a media event, creating a photo opportunity, or distributing a news release regarding the funded project.

CDF may also identify opportunities for highly-targeted recognition or unique marketing strategies with significant recognition potential.

Verbally acknowledge Government of Yukon/CDF contributions at all event functions (during event, banquets, etc.).

Display Government of Yukon/CDF logos/banners at the site and at all event functions.

Provide complimentary tickets/passes to allow Yukon government representatives to attend the event.

### **DESIGN CRITERIA AND GRAPHIC STANDARDS**

Please refer to the Government of Yukon Identity Standards for requirements associated with Government of Yukon logo use, located on the CDF webpage at <http://www.cdf.gov.yk.ca/>.

Identification of CDF contributions is to be in a concise and clear manner to ensure optimum recognition. Funding recipients may include the logo on their website, newsletter, program, signage or any other communications tools available. A digital file of the logo in the permitted sizes is available by contacting the CDF office (see contact information located at end of this document). The GY/CDF logos cannot be modified nor can they be downloaded or copied from any other source.

## RECOGNITION METHODS

All recipients must acknowledge GY/CDF financial support in all communication materials related to the project. Recognition methods include but are not restricted to the following:

**Decals** - prominently place the CDF decal on a window or glass surface at your organization in a public area and/or on equipment.

**Banners** - CDF has banners and signage in a variety of sizes that organizations may borrow to display at special events.

**Signage** – Recognition using the GY/CDF name and/or logo signage is required for buildings, renovations to buildings or other capital projects (trails, etc.) funded by CDF and must adhere to Government of Yukon design criteria and graphic standards (see Government of Yukon Identity Standards located on the CDF webpage at <http://www.cdf.gov.yk.ca/>).

**Promotional Materials and Branding** - In most cases, the costs associated with branding the logo on equipment may be identified in the project application/proposal and will be considered during the funding assessment phase of the application. In the case of multiple funders, costs will be shared directly in proportion to funding provisions as identified in the Contribution Agreement

**Acknowledgement Message and Public Announcements** - Public announcements and/or acknowledgements at venues are to read:

“Funding for this project is made possible with support from Government of Yukon’s Community Development Fund.”

**Print Advertisement** - If the recipient is placing print advertisements recognizing funding and other contributions please ensure CDF and Government of Yukon are included. Recipients are expected to cover the cost of recognition for ad placements, brochures, posters and other print materials.

**Credit Line** - Generally a credit line consists of a lead in sentence followed by the titles of the sponsors. The titles should be presented in a uniform manner, using same type-face, type size and colour. Two options are available for the credit line, as follows:

“Financial assistance provided by Government of Yukon’s Community Development Fund” OR “With the support of Government of Yukon’s Community Development Fund”.

The credit for funding support will include the CDF and GY logos. This credit will be placed with those of other financial participants in a position, size and prominence that are relative to Yukon’s contribution and participation in the Financial Structure of the program

**Photos** - CDF may feature award recipient stories in news releases and the CDF Annual Report. Photos submitted to CDF must be high resolution, digital photos and accompanied by releases/permission to publish the images of any individuals (or guardians in the case of minors). Please include all relevant photo courtesy information.

**Newsletters or Programs** - Include an article or acknowledgement about the CDF/GY contribution to the project in your regular print or electronic newsletter or event program. CDF can supply you with ad content for your publication (ie: Ministerial message/photo).

**Events** – If you are hosting a media event or public celebration of your project, acknowledgement of GY/CDF funding can be provided at the event. You may contact the Manager, CDF Unit to invite GY representatives. A message from the minister can be made available upon request.

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**Contact Community Development Fund Office**

**Mailing address:**

PO Box 2703, F-1  
Whitehorse, Yukon  
Y1A 2C6

**Phone:** (867) 667-8125

**Toll Free (in Yukon):** 1-800-661-0408 Ext. 8125

**Fax:** (867) 393-7018

**Email:** [cdf@gov.yk.ca](mailto:cdf@gov.yk.ca)

**Physical Address:**

Community Development Fund  
Government of Yukon  
303 Alexander St, 2nd floor  
Whitehorse, Yukon