



Canadian Food Innovators Cluster Project

Communications Product Review

All communication products developed must be submitted for review and approval by the Canadian Food Innovators (CFI-ICA) and Agriculture and Agri-Food Canada (AAFC) **prior** to print and/or distribution.

Communication products include, but are not limited to: news releases, articles, presentations, brochures, displays, videos, websites, marketing materials.

Review Process:

- The review process takes approximately **five (5) working days** for standard communication products. **Please allow adequate time for this review.**
- Additional review time may be required.

All materials should include the **graphic identifiers** and/or the **tagline**. If it is impractical to apply the logo, a tagline may be used. Electronic versions of the graphic identifiers are available on the AAC Website.

Graphic Identifiers:

- All identifiers must be surrounded by ample white space, free from any distracting elements
- Identifiers cannot be incorporated into a headline, phrase or a sentence
- Identifiers need to be consistent with each other in size, density, weight and colour
- Each product shall include the prominent placement of the identifier
- Identifiers should appear in the proper order,
- Canadian Agricultural Partnership (left justified), CFI-ICA, Canada (right justified)

Example:



Tagline:

This project is part of the Canadian Food Innovators (CFI-ICA) science cluster and funded in part by the Government of Canada under the Canadian Agricultural Partnership's AgriScience Program.

Submitting products for Review:

- Submit communication products in a format that can be edited
- Include the following details in your email: means of distribution, target audience and expected reach
- AAC assists CFI-ICA in the delivery of this cluster project. Please send your draft materials for review to:

Laura Sider
Program Coordinator, AAC
Email: lsider@adaptcouncil.org
Phone: 519-822-7554 Ext. 645

Social Media:

If you are sharing approved communications products or project updates through Twitter, we encourage you to use #CdnAgPartnership.