Partner Guidelines

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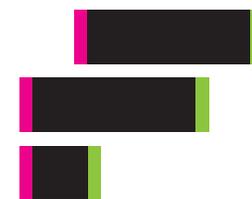
FutureSkills Centre

Contents

Boilerplate

About the Future Skills Centre

The Future Skills Centre – Centre des Compétences futures (FSC-CCF) is a forward-thinking centre for research and collaboration dedicated to preparing Canadians for employment success. We believe Canadians should feel confident about the skills they have to succeed in a changing workforce. As a pan-Canadian community, we are collaborating to rigorously identify, test, measure, and share innovative approaches to assessing and developing the skills Canadians need to thrive in the days and years ahead.

Usage rules

1. Regarding using "the" preceding FSC/Future Skills Centre: Never capitalize "the" in front of FSC/Future Skills Centre, as the word is not part of the official name.

2. Regarding using the full name Future Skills Centre versus the initialism FSC: favour using the full name over the initialism, particularly during the launch phase. The full name gives audiences an immediate understanding of what the organization does, negating the need to explain what FSC stands for. All first instances of the name, in every communication, should be the full name Future Skills Centre. To avoid repetition in closely spaced sentences that require the name to appear multiple times, consider using "we", and then if necessary, "the Centre", after using the full name.

3. Use Oxford/serial commas.

Our logo versions

Our logo is the primary visual element by which people recognize and identify our brand.

Our logo exists in English, French, and bilingual versions.

The positive version of the logo is used on white or light backgrounds, and the reverse version is used on black or dark backgrounds.

The English version of the logo is used alone in English materials, and the French logo alone in French materials. The bilingual version of the logo is used in instances where audiences are either French or English speakers, and when it is not possible to select one language or the other. Signage is an example where that use of the bilingual logo is appropriate.

English positive

Future Skills
Centre

English reverse

Future Skills
Centre

French positive

Centre des
Compétences futures

French reverse

Centre des
Compétences futures

Bilingual positive

Future Skills
Centre
Centre des
Compétences futures

Bilingual reverse

Future Skills
Centre
Centre des
Compétences futures

Bilingual stacked – positive

Future Skills
Centre

Centre des
Compétences futures

Bilingual stacked –reverse

Future Skills
Centre

Centre des
Compétences futures

Logo Clear space and Minimum size

Clear space for logo

Always leave the minimum clear space around the logo to ensure it is not crowded by surrounding elements.

The clear space is determined by "x", which is the height of the bars of the symbol.

Minimum size

The minimum size is 3/16" (height) in print and 150 pixels on-screen. There is no maximum size.

Minimum clear space

Minimum logo size – print

Minimum logo size – on-screen

Government of Canada and recognition statement

To recognize Canada's contribution to the Future Skills Centre, the following logo and statement must be used in any Materials produced for, in relation to or as a result of the Future Skills Centre by anyone including the Future Skills Centre.

English positive

Funded by the Government of Canada's Future Skills program | Canada

English reverse

Funded by the Government of Canada's Future Skills program | Canada

French positive

Financé par le programme Compétences futures du gouvernement du Canada | Canada

French reverse

Financé par le programme Compétences futures du gouvernement du Canada | Canada

Project Partner logos
Placement suggestions

Project Partner logos may be include the following statement: Project Partners.

When multiple partner logos are in use the Project Partner logos may be grouped together and used in a single colour. The single colour prevents them from competing against each other.

Minimum space and Alignment

Always leave the minimum clear space around the logos to ensure they are not crowded by one another.

The clear space is determined by "x", which is the width of the bars of the symbol.

1x is the minimum space between FSC logo and Project Partner logo(s). 1/2x is the minimum space between Project Partner logos.

Project Partner logo Alternative

When logos are not available or space does not allow Project Partners organization(s) name may be written.

Project Partner

Future Skills Centre

FIRST WORK
CELEBRATING 30 YEARS OF YOUTH WORKFORCE DEVELOPMENT

Project partner

Future Skills Centre

FIRST WORK
ONTARIO'S YOUTH EMPLOYMENT NETWORK

Minimum space and Alignment

Future Skills Centre

Project Partners

FIRST WORK
ONTARIO'S YOUTH EMPLOYMENT NETWORK

OTEC
develop, perform, succeed

MaRS

Align

1x   1x   1/2x   1/2x

Project Partner logo Alternative

Future Skills Centre

Project Partners

FirstWork   OTEC   MaRS Discovery District

Colour Palette

Our brand colours

Our colour palette represents the principal colour impression of our brand, and is an important part of building recognition for our visual identity. Consistent reproduction of our colours is essential. Our colour palette should always be dominant in our branded materials.

Always follow the colour specifications shown here when reproducing our brand colours.

Pantone® and CMYK colours are used for printed material, RGB is used for on-screen applications.

- When possible use Black, White, Bright Fuchsia or Bright Green before moving on to our Medium and Dark colours.

The Pantone® Colour Standards is a colour matching tool used by industry for reproducing colours consistently across various printing mediums.

Consult current PANTONE® Publications for accurate colour.

Colour palette

BRIGHT FUCHSIA
PANTONE® 807
C0 M100 Y0 K0
R255 G0 B228
#FF00E4

BLACK
C0 M0 Y0 K100
R0 G0 B0
#000000

WHITE
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

BRIGHT GREEN
PANTONE® 375
C50 M0 Y100 K0
R141 G210 B0
8DD200

MEDIUM FUCHSIA
PANTONE® 2405
C43 M100 Y0 K0
R163 G0 B147
#A30093

BLACK 60%
C0 M0 Y0 K60
R128 G130 B133
#808285

BLACK 20%
C0 M0 Y0 K20
R209 G211 B212
#D1D3D4

MEDIUM GREEN
PANTONE® 370
C70 M29 Y100 K14
R85 G128 B0
#558000

DARK FUCHSIA
PANTONE® 2623
C74 M100 Y27 K24
R87 G2 B97
#570261

BLACK 80%
C0 M0 Y0 K80
R88 G89 B91
#58595B

BLACK 40%
C0 M0 Y0 K40
R167 G169 B172
#A7A9AC

DARK GREEN
PANTONE® 2266
C72 M44 Y100 K41
R54 G82 B0
#365200

Typography

The typeface Helvetica has been designated for desktop-based correspondence such as letters or memos produced in Microsoft Word®, Microsoft PowerPoint® presentations or Microsoft Excel® spreadsheets.

When Helvetica is not available, Arial may be used.

Preferred – Helvetica

ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvw xyz1234567890

Styles of Helvetica used

Helvetcia Regular
Helvetica Italic
Helvetica Bold
Helvetica Bold Italic

Alternative – Arial

ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvw xyz1234567890

Styles of Arial used

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Future Skills Centre

If you have any questions
concerning our visual identity,
please contact FSC Marketing
and Communications team at:

communications@fsc-ccf.ca