

Townshippers' Association Branding Guidelines:

Partner requirements for promotional materials & logos

Townshippers' Association enjoys working with a variety of partners across the region throughout the year. To help the Association increase public awareness of what we do, maintain our branding and respect the various funding agreements and contracts in our name, it is important that all partners, volunteers, and staff follow the requirements outlined below. Please familiarize yourself with this document before producing any material that includes the Association's branding. All materials bearing Townshippers' name and/or logo **must** be approved by the Association's Executive Director, communications personnel or Office Manager prior to dissemination. A minimum of **TEN (10)** business days are required for each request. To expedite the process, please take note of the information below.

Name

The association's official name is **Townshippers' Association**. Use the full name of the Association where it appears in your materials. If the Association is mentioned more than once, use the full name in the first reference and simplify to **Townshippers'** [not *the Townshippers'*] in any further reference. **The Association** may also be used, but the name **Townshippers'** should be used more frequently. **Be sure to include the apostrophe at the end of the word following the s. [Townshippers']**

Logos

Townshippers' Association's primary logo (TA Logo) is a sun, mountains and lake above the word *Townshippers*. Townshippers' Association's official logos and wordmarks are reserved for the Association and may not be used to promote non-Townshippers' activities or imply endorsement. Townshippers' logos may not be used without the knowledge and permission of the Association. Townshippers' logos may not be blended or incorporated into other logos without a signed agreement between the Association's Executive Director and the organization or group involved.



The Association's other logos include, but are not limited to:



TownshipsExpressions
by Townshippers'

Usage

Please do not download logos from any of the Townshippers' family of websites [Townshippers.org, Townshippers.qc.ca, Topportunity.ca; etc.] **or from any other online sources/search engines, as these logos are both trademarked and of insufficient resolution for reproduction.** Likewise, images displayed on our websites are insufficient for reproduction and should not be used by staff or partners

To obtain logos and images from Townshippers', contact TA's communications personnel at ta@townshippers.org. Include the reason for your request and specify which logo/image you would like to use (include a link to the image in question whenever possible).

When adding the Townshippers' logo (TA Logo) to a document or promotional materials, the word *Townshippers* should be legible and prominent. A buffer space equal to ½ of the width of the logo

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should be used to separate the logo from other graphic elements or the edge of the page. Type or other graphic elements should not be placed on Townshippers' logo.

Files & Materials sent to Townshippers' Association for publication

It is important to carefully review the content (poster, brochures, press release, articles, etc.) and send it, **in an editable file format**, by email to Townshippers' communications personnel at ta@townshipper.org. Please include the project or activity name in the subject line of your email.

Townshippers' can accept a wide array of files including but not limited to: Microsoft Word, Excel, PowerPoint, InDesign, PDF, graphic files (jpg, ai, gif, png, psd, etc.) If you submit a file that we cannot open or process, we will contact you.

Copyright Info © 2018 Townshippers' Association

Townshippers' produces a variety of print and digital media all of which it holds the copyright to. Should you wish to use any print or digital material produced by Townshippers', including materials posted via our social networks, you must first obtain written permission from the Association. Please contact the association to process your request at ta@townshippers.org.

Legal requirements

The requirements and guidelines above relate directly to Townshippers' Association and may or may not include acknowledgment requirements as set out by our various funders and partners. For example, Townshippers' Association's general activities acknowledges the financial assistance from the Government of Canada by displaying either the **Canada** wordmark or the credit line: "*With the participation of the Government of Canada.*" / « *Avec la participation du gouvernement du Canada.* »

Requirements vary for each activity/project (Make Way for YOUth Estrie, CHEP/Community Health and Social Services Network, etc.). When working with Townshippers', it is imperative to ask for the acknowledgment requirements pertaining to that project. As requirements and funding may change, please recheck these guidelines with Townshippers' on an annual basis.



Questions/Comments:

Townshippers' Association

Communications Team

ta@townshippers.org

819.566.5717 | toll free: 1.866.566.5717