



AGRICULTURE COUNCIL
OF SASKATCHEWAN INC.

ADVANCING CANADIAN AGRICULTURE AND AGRI-FOOD SASKATCHEWAN (ACAAFS) CONTRIBUTION GUIDELINES

Conference and Trade Show Pamphlets, Publicity and News Releases

- Acknowledge Agriculture and Agri-Food Canada's participation by using the **Department's signature** and the **Canada wordmark** (see example below). For the Department's signature, the predominate language of the materials being presented will determine which official language comes first. For example, should the materials be in English, the English version of the signature comes first with the French following.

Example of Department's signature:



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

Example of Canada wordmark:

Canada

- For brochures, the **department's signature** should be on the back panel, **bottom left hand corner**. The **Canada wordmark** should be placed in the **lower right hand corner**.
- The **ACS logo** is to be placed in the **middle** of the Department's signature and the Canada wordmark on the same panel (see example of ACS logo below). If there is not enough room for all three logos, the ACS logo can be placed on top of the Department's signature and Canada wordmark.



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Include the acknowledgement wording listed below. The acknowledgement should be placed in a prominent position. For brochures, position the wording on a centre panel location.

Financial support for this (workshop, conference, etc.) has been provided by the Agriculture Council of Saskatchewan through the Advancing Canadian Agriculture and Agri-Food Saskatchewan (ACAAFS) program. Funding for the ACAAFS program is provided by Agriculture and Agri-Food Canada.

- Signatures, wordmarks and logos should not be stacked.

For an electronic version of these logos and wordmarks, please visit:

www.agcouncil.ca/acaafsguidelines.htm where you can download the logos in eps and jpg formats.