

GRANT COMMUNICATIONS GUIDE

For Grant Recipients

May 2021



Results Driven Agriculture Research

Version 2.0, May 6, 2021 – Added CAP Program Information



CONGRATULATIONS!

We're glad you're here!

That means RDAR's invested in your project. Here you'll find resources to apply RDAR's brand to your materials as you complete your project. This guide is a reference for the application of logos and wording when preparing communication products, including:

- Press Releases
- Announcements (written and verbal)
- Reports
- Sharing Results

If you have any questions along the way, please reach out to your assigned RDAR Research Program Officer, or to research@rdar.ca.

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THE LEGAL PREAMBLE

Section 17 A, B and C of our Agreement states:

- A. Communications Policy:** The Applicant shall adhere to the Funder's Communication Policy and communication standards for all communication related to this Agreement and the Project.
- B. Acknowledgement:** Grant Proceeds used for this Project shall be acknowledged by the Applicant on all the Applicant's communication dealing with the Project or any part thereof in accordance with the Communication Policy.
- C. Announcements:** The Applicant shall not make any public announcement or issue any press release regarding the entering into of this Agreement or the making of the Grant or activities under this Agreement except in consultation with the Funder and with the approval of the Funder as to the content of the announcement or press release, which approval shall not be reasonably withheld.

WHAT IT MEANS

- RDAR's pleased to be funding your project.
- When talking about your project, follow the guidelines in this document, which will ensure conditions in the Investment Agreement are met.
- It also means that RDAR can help promote your project and spread the value we're delivering together to our agricultural industry.
- Let's **Grow Big Ideas Here** together!



RDAR'S LOGO

We're proud of our logo and what it stands for.

We hope that you'll be equally proud to show it on your materials.

THE STORY

The four seeds in the icon stand for the core values of RDAR—integrity, collaboration, innovation and legacy.

The seeds are joined by three paths which represent the connection of crop producers, livestock producers, and researchers.

The three dark green lines within the icon are also reminiscent of a DNA helix. One path is blazing a new trail in agriculture research, but still journeying towards the centre of the icon.

RDAR is **where big ideas grow.**



VARIATIONS

We've supplied our logo in a couple of ways:

- 1) Full Colour: Use on white or light-coloured backgrounds.
- 2) One-colour (black) on white or light-coloured background.

Download our logos [here](#) .



1. Full colour



2. Full colour reverse



3. One-colour black

SPACING AND SIZING

Safe Space

Maintain clear space around the logo so it stays distinct from other features.

Use two stacked “Rs” as a guide for the minimum allowable amount of space.

Minimum Size

If the logo gets too small, it becomes ineffective. The smallest minimum size is 0.4”.



Safe space is the height of two R's from the descriptor



PLEASE DON'T...

Please don't change our logo.

Misusing our logo damages the integrity of our brand.

Please use our logo in the approved way so it looks its best.



Don't rotate or tilt.



Don't stretch or squeeze.



Don't apply any effects.



Don't change colours.



Don't use on busy backgrounds.



Don't rearrange elements of the logo.



LOGO PLACEMENT

We know that many of you receive funding from others – that’s fantastic!

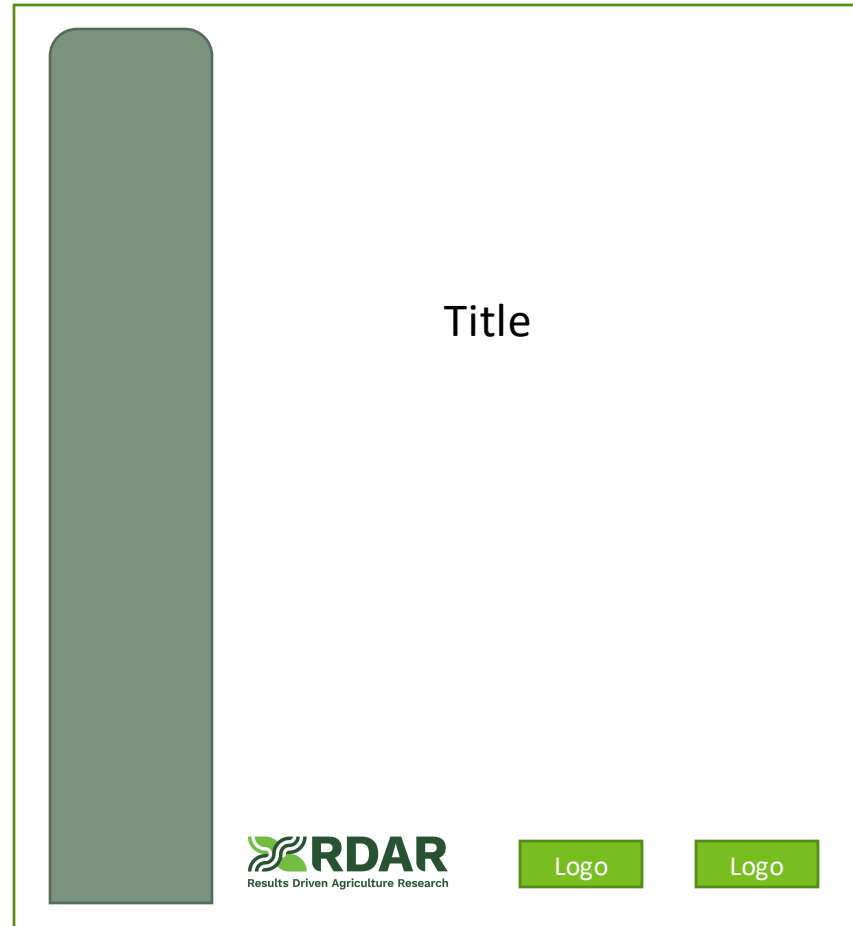
Here’s how to recognize all involved funders.

USE WITH THIRD-PARTY FUNDERS

We want to make sure all your funders are represented equally.

Please use all logos at the bottom of your cover page, with the RDAR logo in the Left-justified location, as shown on this sample cover page.

Please refer to spacing and sizing on page 8 for details. If you also received CAP funding, please see pages 13-14.



WHEN YOU CAN'T USE OUR LOGO

If you're not able to use RDAR's logo, please use one of the acknowledgements shown here.

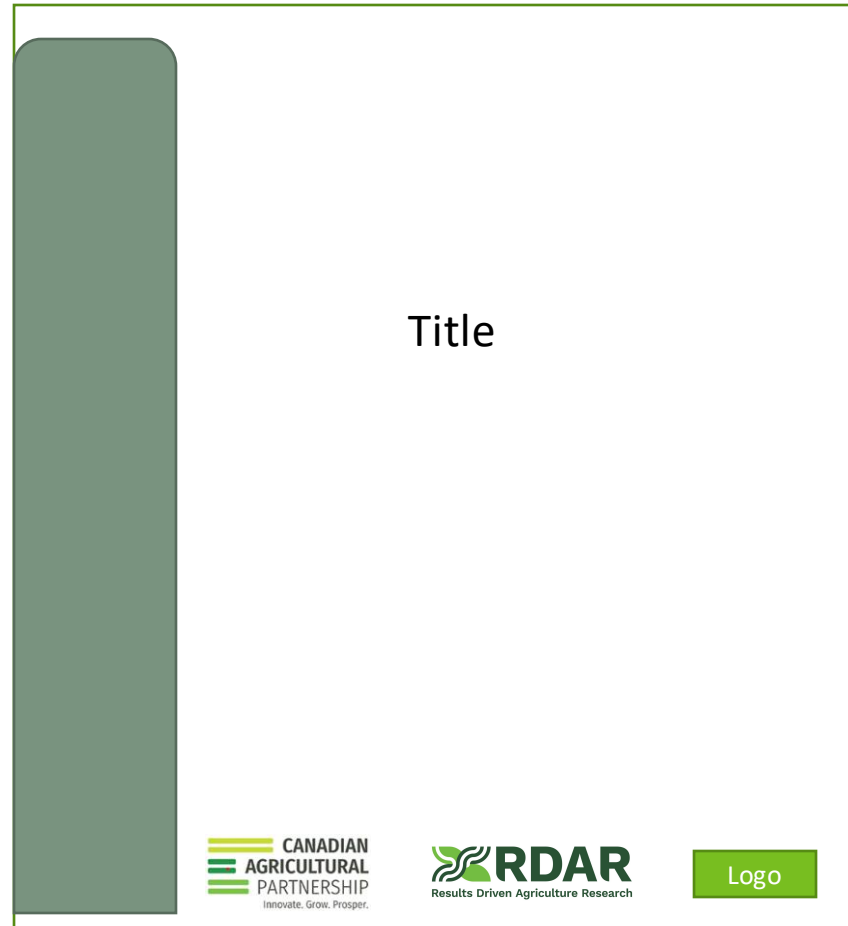
These may be applied if there is no room for the logo, if it's part of a press release, announcement, or when giving an interview.

- “This project is funded by Results Driven Agriculture Research (RDAR).”
- “This project is funded [in part] by Results Driven Agriculture Research (RDAR).”
- “We acknowledge the financial support of Results Driven Agriculture Research (RDAR).”
- “I would like to acknowledge RDAR for the support provided for this project.”
- “My work is [partially] funded by Results Driven Agriculture Research (RDAR) and I acknowledge the support that made this project possible.”

CAP-FUNDED PROJECTS

The Canadian Agricultural Partnership (CAP) is federal-provincial-territorial investment in the agriculture, agri-food and agri-based products sector.

To acknowledge that your project was funded in part by CAP, place the CAP logo to the far left, with all funder logos at the bottom of your cover page.



GUIDELINES FOR CAP ACKNOWLEDGMENT

If you're not able to use the CAP logo, please use one of the acknowledgements shown here.

These may be applied if there is no room for the CAP logo, if it's part of a press release, announcement, or when giving an interview.

- "This project is funded [in part] by the Government of Canada and the Government of Alberta through the Canadian Agricultural Partnership."
- "We acknowledge the [financial] support of the Government of Canada and the Government of Alberta through the Canadian Agricultural Partnership."
- **Need more assistance with CAP branding for your project?** We've got you covered. Here is the [CAP Graphic Standards Guide](#).
- **Still have branding and logo questions?** Reach out to us at hello@rdar.ca

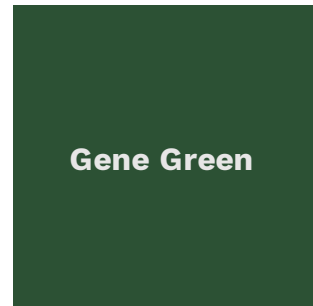


COLOURS

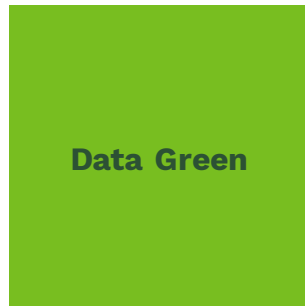
Colours breathe life into everything!

Here are the specs for RDAR's palette.

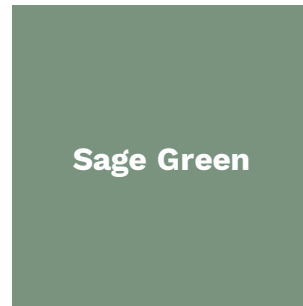
COLOURS – THE DETAILS



PANTONE 350C
RGB 44 82 52
HEX 2C5234
CMYK 74 18 81 62



PANTONE 368C
RGB 120 190 33
HEX 78BE21
CMYK 54 0 100 0



PANTONE 350C @ 60%
RGB 121 147 127
HEX 79937f
CMYK 56 30 53 5



PANTONE 131C
RGB 204 138 0
HEX CC8A00
CMYK 0 39 100 11



PANTONE 129C
RGB 243 208 62
HEX F3D03E
CMYK 0 10 80 0

Want to know more about RDAR's Brand? Read our [Brand Guidelines](#)



SOCIAL MEDIA

We love hearing about what you're doing and would love even more to share your accomplishments.

We've included some tips for promoting your project, and we ask that you connect with us too.

Contact hello@rdar.ca if you want more information on best practices for Social Media, or any communications.

HOW TO SHOUT OUT!

We encourage you to use social and other media to promote your project.

This is all about **Accelerating Alberta's Agriculture** – so let's get the word out together!

Please acknowledge RDAR in your posts, releases, articles and announcements.

- **Use hashtags (#)** (they help get your content noticed and categorized). These are our favourites:
 - #RDAR
 - #ABAg
 - #CDNag
 - #WestCDNag
 - #AgricultureResearch
- Let us know what you're doing so we can spread word of your project too.
- **Remember:** if you're launching a press release, we need to be involved per Section 17 C of the Agreement (see page 3).



QUESTIONS?

RESEARCH@RDAR.CA

WWW.RDAR.CA