

## 6.8 Visual Identity Program

### Policy Statement

It is the policy of the Government of Nova Scotia that the interests of the Province with respect to the government's corporate identity on all its visual communications materials, in all media, are best served by maintaining a singular, professional design and standards policy, and that Communications Nova Scotia is accountable for the same in the form of a Visual Identity Program (VIP).

### Definitions

#### **VISUAL IDENTITY**

Corporate identity mark with graphic standards for its appearance and all of its applications to communications materials.

#### **LOGO/LOGOTYPE**

Combination of graphics and typography creating a distinctive graphic form, or mark, to identify an organization/company.

#### **WORDMARK**

Distinctive styling of typography creating a form or mark to identify an organization/company.

#### **COMMUNICATIONS MATERIALS**

All things done by, or associated with, the organization in the distribution of information: print, Internet, presentations, displays, video, signage, etc.

### Policy Objectives

- To ensure that Nova Scotians recognize all departments and branches of their government, through the singular identity of the provincial government.
- To ensure that a consistent and professional communications image is used on all publications, electronic or hard copy.
- To maintain a consistent, professional, and economical visual presence for the government of Nova Scotia.

## Application

All government communications officials and personnel who have authority to distribute information in electronic and hard copy and to procure signage, stationery, apparel, and products on which the government's identity is to be printed, crested, or otherwise reproduced.

## Policy Directives

All departments and agencies are to comply with the Visual Identity Program on all of their communications products.

## Accountability

### COMMUNICATIONS NOVA SCOTIA

Communications Nova Scotia is responsible for

- developing and publishing design guidelines for the Visual Identity Program
- ensuring that the graphic design remains current
- consulting departments and agencies on the effectiveness of and proposed revisions to the program
- communicating the guidelines to all internal users

### DEPUTY MINISTERS

All deputy ministers are responsible for

- informing their staff of this policy and guideline
- ensuring conformity to the policy and guideline within their department/agency

## Monitoring

Communications Nova Scotia will

- monitor and evaluate electronic and hard copy publications, signage, stationery, apparel, and products on which the government's identity is to be printed, crested, or otherwise reproduced with respect to this policy
- advise departments, agencies, and commissions of non-compliance with guidelines and, where necessary (and in consultation with departmental officials), make adjustments to bring the products into compliance

## **References**

Creative Credit Policy  
Internet Policy and Guideline  
Graphic Standards <[www.gov.ns.ca/cmns/design.htm](http://www.gov.ns.ca/cmns/design.htm)>

## **Enquiries**

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