



**TELEFILM** **PARTNER**  
**C A N A D A** **OF ▶**  
**CHOICE**

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**INTRODUCTION**

# **PARTNER OF ▶ CHOICE**

- ▶ A true champion of Canadian creators and their stories at home and abroad.
- ▶ Financing and supporting films every step of the way.
- ▶ Proud to administer the funding programs of the Canada Media Fund.
- ▶ Using a lens of greater inclusivity in pursuit of a balanced and representative portfolio.
- ▶ Recommending projects that can be recognized as audiovisual treaty coproductions.
- ▶ Telefilm is at the heart of the Canadian screen-based industry.



**INTRODUCTION**



**POWERED  
BY**

- ▶ Bringing Canadian creativity to the world by connecting audiences with Canadian screen-based content and creators and promoting them at festivals, markets and events.

# MAIN SIGNATURE LOGO

## MAIN SIGNATURE LOGO

Main signature logo presenting Telefilm as an institution.  
To be used in a corporate context.

**TELEFILM** **PARTNER**  
**CANADA** **OF ▶**  
**CHOICE**



**MAIN SIGNATURE LOGO** LANGUAGE VERSIONS

English version

**TELEFILM** **PARTNER**  
**C A N A D A** **OF ▶**  
**CHOICE**

French version

**TELEFILM** **PARTENAIRE**  
**C A N A D A** **DE ▶**  
**CHOIX**

Bilingual version  
(predominantly English  
communication)

**TELEFILM** **PARTNER** **PARTENAIRE**  
**C A N A D A** **OF ▶** **DE ▶**  
**CHOICE** **CHOIX**

Bilingual version  
(predominantly French  
communication)

**TELEFILM** **PARTENAIRE** **PARTNER**  
**C A N A D A** **DE ▶** **OF ▶**  
**CHOIX** **CHOICE**

# MAIN SIGNATURE LOGO PERMISSIONS AND RESTRICTIONS

## OFFICIAL VERSION

In most cases, the main signature should be used on a white background.

However, when required by the medium, alternate versions are available.

Graphics-safe area



## Alternate versions



## RESTRICTIONS

Colours not included in guide



Component colours are different



Distortion



Reconstitution



Addition of elements



Low contrast or complex background



## INTERNAL COMMUNICATIONS

On rare occasions, Telefilm Canada's signature may be used without its slogan.

This original signature can be seen in various administrative documents. Its colour will eventually be replaced by black.





**POWERED BY**  
SIGNATURE LOGO

## POWERED BY SIGNATURE LOGO

To be used when Telefilm acts as the lead organizer of events or initiatives.



## POWERED BY SIGNATURE LOGO PERMISSIONS AND RESTRICTIONS

**OFFICIAL VERSION:** TO BE USED WHEN TELEFILM ACTS AS THE LEAD ORGANIZER OF EVENTS OR INITIATIVES.

In most cases, the “Powered by” signature should be used on a white background.

However, when required by the medium, alternate versions are available.

Graphics-safe area



Alternate versions



THE GRADIENT'S ORIENTATION  
MUST BE TAKEN INTO ACCOUNT

### LANGUAGE VERSIONS

English version



French version



Bilingual version (predominantly English communication)



Bilingual version (predominantly French communication)



# TOOL BOX

## GRAPHIC ELEMENTS

These three graphic elements, which make up the brand, complement each other to showcase Telefilm Canada's outreach both nationally and internationally.



### THE "RED-YELLOW" GRADIENT

The "red-yellow" gradient represents Telefilm's strong link to Canada, and the outreach it receives through our actions.



### THE "T" GRAPHIC ICON

The "T" graphic icon embodies the multiplicity of Canadian talent that Telefilm Canada supports.



### THE "PLAY" GRAPHIC ICON

The "Play" graphic icon stands for Telefilm's actions in support of the Canadian audiovisual industry.



### THE "PROJECTOR" GRAPHIC ICON

The "Projector" graphic icon symbolizes the idea of propulsion, favouring Canada's outreach to the world.

### NOTE ON PROPORTIONS

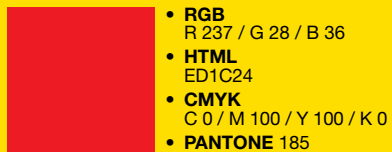
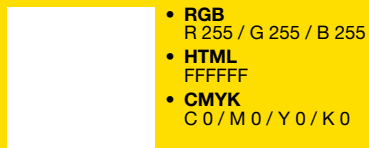
The "T" in the signature should never be used for any other purpose. The proportions of the "T" graphic icon are different from those of the Telefilm Canada's signature T. The "T" graphic icon has been designed to allow for greater visibility of yellow.



# OFFICIAL COLOURS

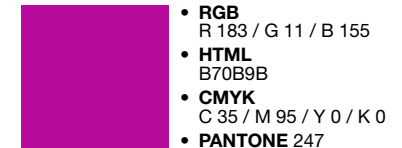
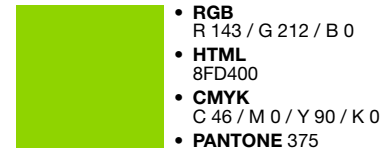
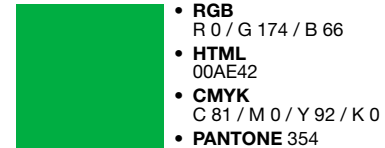
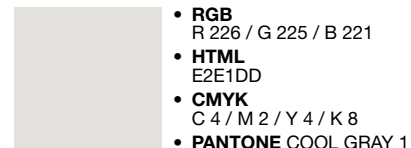
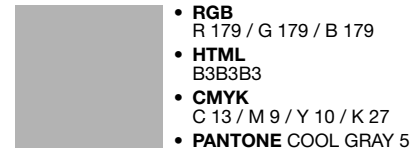
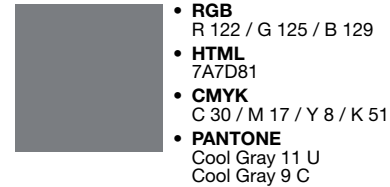
## MAIN COLOURS

Yellow and black are the main colours of the Telefilm Canada brand. Yellow was chosen for its visual dynamism, warmth and brightness. Black's neutrality expresses professionalism at Telefilm Canada and emphasizes the yellow colour of the brand.



## SECONDARY COLOURS

Secondary colours were selected to enrich the visual spectrum of Telefilm Canada's communications.



## TYPOGRAPHY

The official font for all print communications is Helvetica Neue LT Std. In the case of electronic communications, the Arial font should be used. These fonts cannot be replaced under any circumstances. They can be found in both MAC and PC versions. These can be obtained from [myfonts.com](http://myfonts.com). A variety of font styles are available.

### FONT FOR PRINT COMMUNICATIONS

#### Helvetica Neue LT Std 97 Black Condensed

**abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789**

- Helvetica Neue LT Std 77 Bold Condensed
- Helvetica Neue LT Std 67 Medium Condensed
- Helvetica Neue LT Std 57 Condensed
- Helvetica Neue LT Std 47 Light Condensed
- **Helvetica Neue LT Std 95 Black**
- **Helvetica Neue LT Std 75 Bold**
- Helvetica Neue LT Std 55 Roman
- Helvetica Neue LT Std 45 Light
- Helvetica Neue LT Std 35 Thin

### FONT FOR ELECTRONIC COMMUNICATIONS

#### Arial Black

**abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789**

- Arial Bold
- Arial Regular

## CANADA WORDMARK

### PRESENTATION OF THE SIGNATURE AND WORDMARK

When the signature and wordmark are used, the following rules shall be applied to preserve the brand image.

### VISUAL RULES FOR THE SIGNATURE AND WORDMARK

- they should not be modified in any way\*;
- they should be kept clear, away from anything that might lessen their effect or distract the eye;
- they should not appear on a background that might lessen their effect;
- the signature and wordmark should be presented as clearly distinct elements;
- the wordmark should never be part of a title, expression or sentence.
- \* Note: Exceptions may be made for the layout of a signature with respect to the number of lines and spacing between columns.

Source : <https://www.canada.ca/en/treasury-board-secretariat/services/government-communications/federal-identity-program/manual.html>

# Canada

The Canada wordmark must be used in all matters of international promotion, government reports, as well as on stationery. The Canada wordmark must appear to the right of Telefilm Canada's signature. Proportions are shown below.

**TELEFILM** PARTNER  
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**TELEFILM** PARTNER  
C A N A D A OF  CHOICE 

### GRAPHICS-SAFE AREA



### PERMITTED COLOURS

Canada 

Canada 

Canada 



# APPLICATIONS

## ADVERTISEMENTS

Advertising and promotional material can be created to support the industry or to promote specific films. To ensure that consistency is maintained and that the Telefilm Canada brand is respected, a content structure is prioritized. It is therefore essential to follow the guidelines listed here.

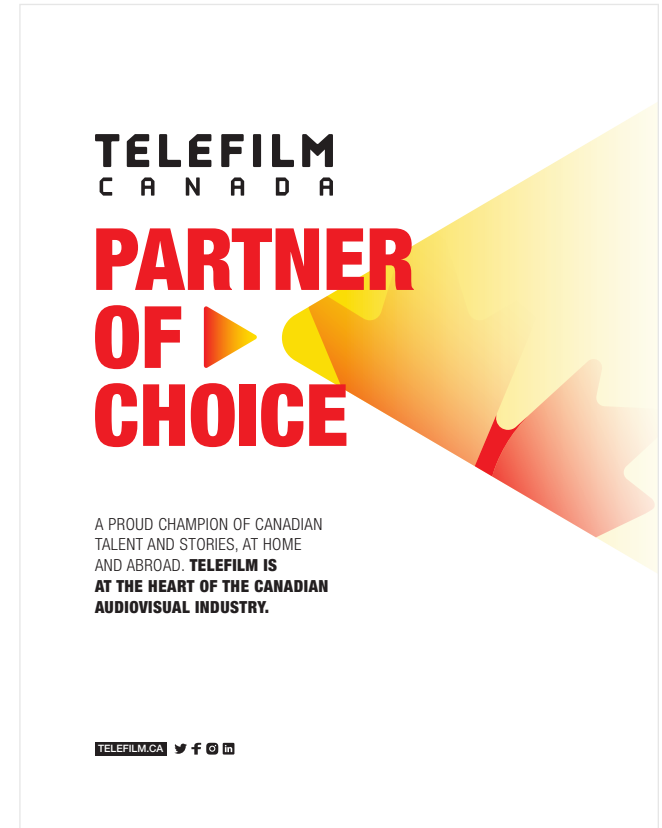
These are some examples of advertisements.

Telefilm Canada's social media icons have been designed for use in communications.

TELEFILM.CA    



Vertical full page  
Letter size



Vertical full page  
Letter size

# ADVERTISING BANNERS



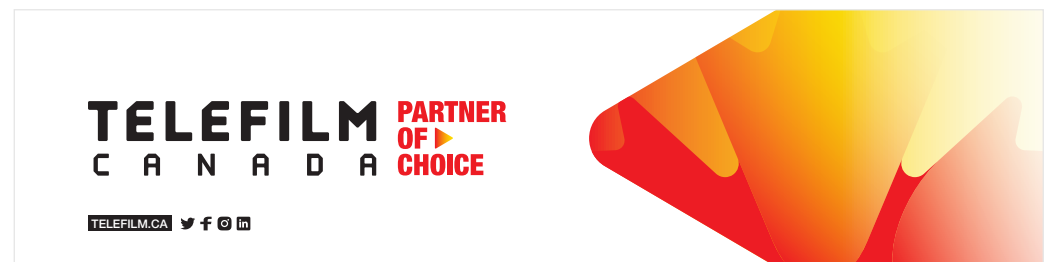
Vertical banner  
Skyscraper size



Big box size



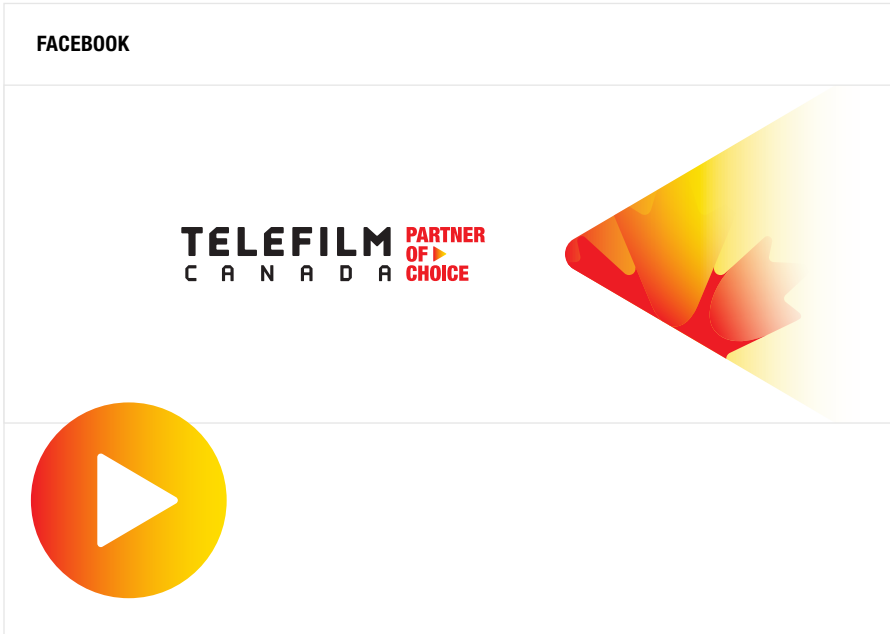
Leaderboard size





Horizontal banner  
Skyscraper size

# SOCIAL MEDIA

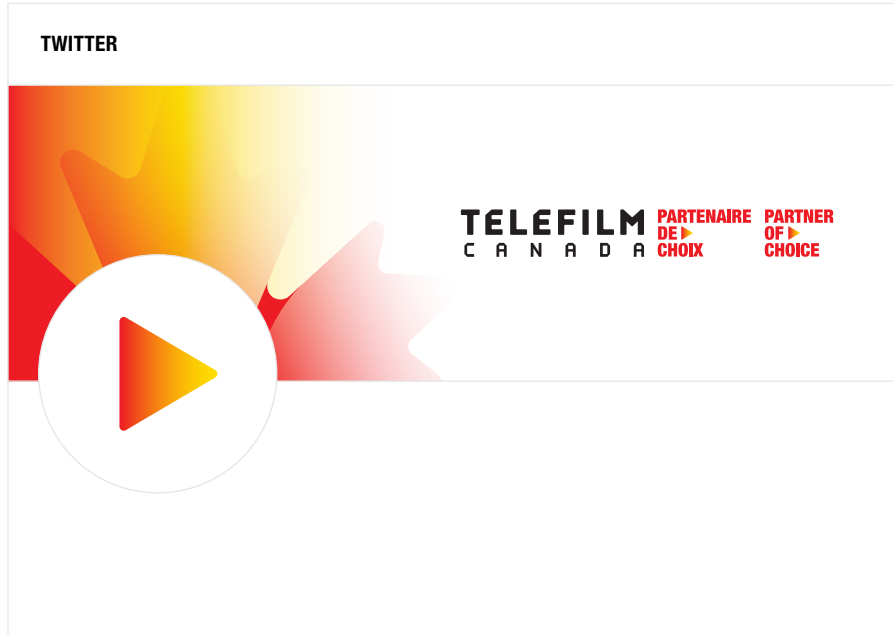
**FACEBOOK**





TELEFILM CANADA PARTNER OF CHOICE



**TWITTER**



TELEFILM CANADA PARTENAIRE DE CHOIX PARTNER OF CHOICE



**LINKEDIN**




TELEFILM CANADA PARTENAIRE DE CHOIX PARTNER OF CHOICE



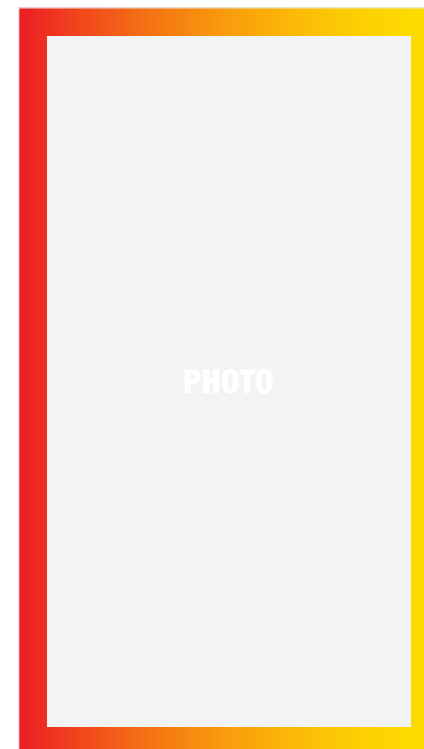
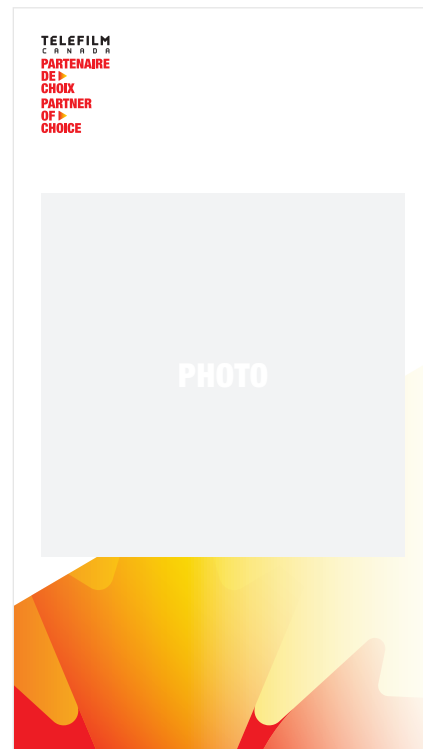
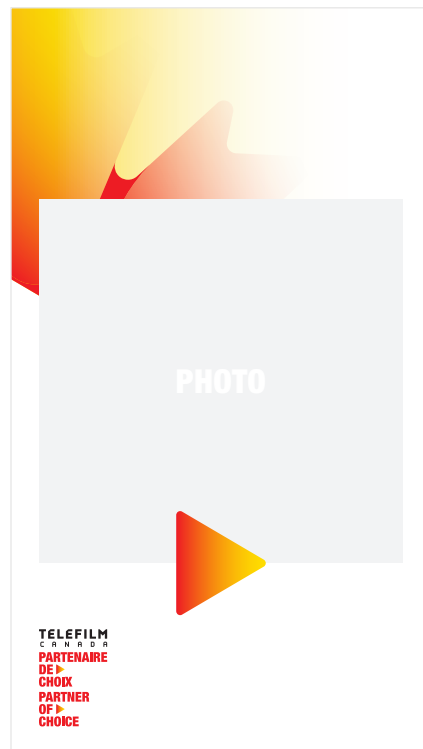
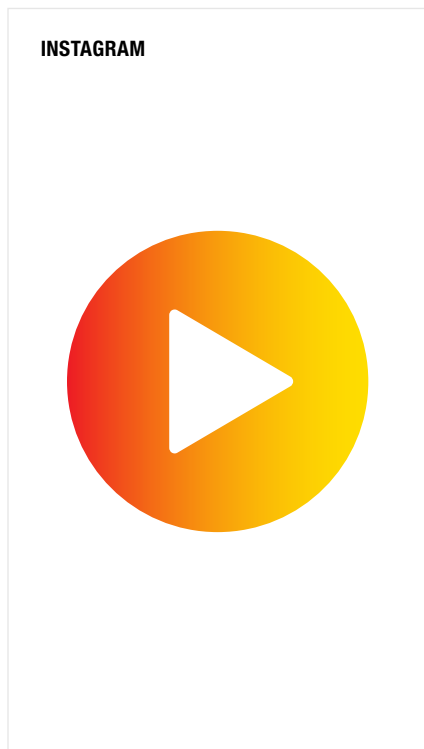
**YOUTUBE**



TELEFILM CANADA PARTENAIRE DE CHOIX PARTNER OF CHOICE



# INSTAGRAM



Instagram story frame

## ROLLUP

In order to increase Telefilm Canada's visibility when it attends events, rollups can be used. In most cases, the use of the "Spotlight" graphic icon and Telefilm Canada's signature logo is preferred\*.

\* Always use the bilingual version of the signature logo.

### ENGLISH OR FRENCH FIRST?

In all cases, from greetings to institutional signatures, as well as memos and business cards, the sequence of languages is as follows:

- French appears first or on the left when the office is located in Quebec.
- English appears first or on the left when the office is located in another province or territory.

Source : <https://www.canada.ca/en/treasury-board-secretariat/services/values-ethics/official-languages/public-services/bilingual-offices-facilities.html>



"Partner" Rollup



"Partner" Rollup



"Powered by" Rollup

## STAGE BACKDROP

In order to increase Telefilm Canada's visibility when it attends events, stage backdrops can be used.

\* Always use the bilingual version of the signature logo.

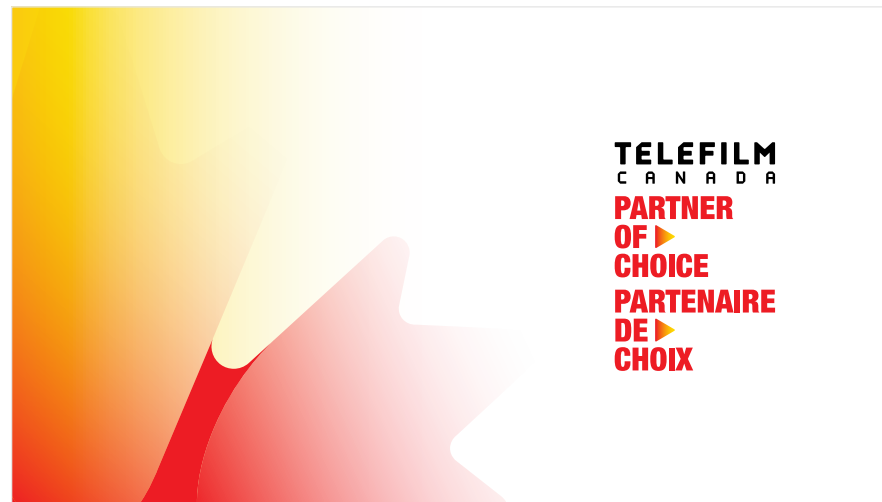


### ENGLISH OR FRENCH FIRST?

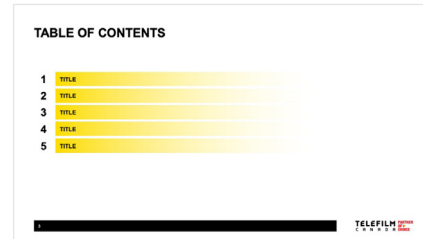
In all cases, from greetings to institutional signatures, as well as memos and business cards, the sequence of languages is as follows:

- French appears first or on the left when the office is located in Quebec.
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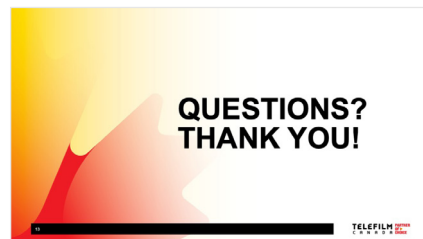
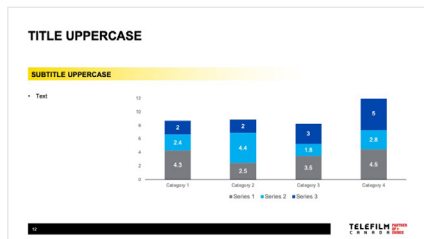
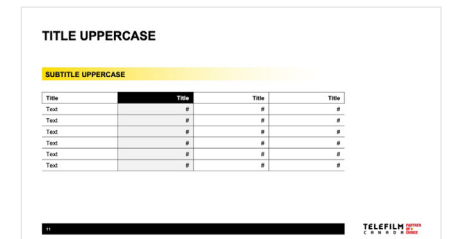
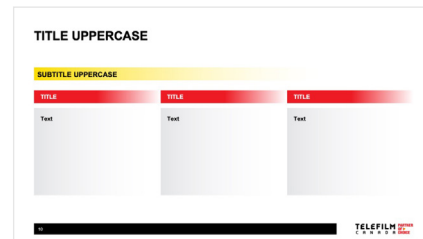
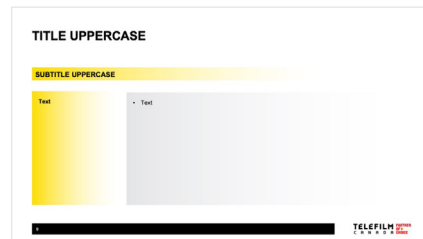
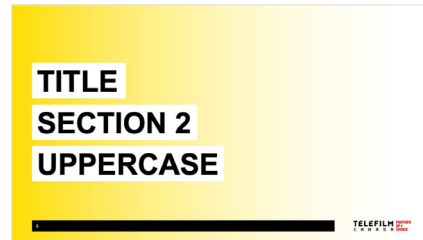
Source : <https://www.canada.ca/en/treasury-board-secretariat/services/values-ethics/official-languages/public-services/bilingual-offices-facilities.html>



# POWERPOINT PRESENTATION



Section slides should be used in accordance with the sequence of 1-2-3-4. Once the sequence is complete, it is necessary to start again from section slide 1.





# STATIONERY

## BUSINESS CARDS

The business card is printed on both sides.  
One side is dedicated to French and  
the other to English

**TELEFILM** PARTNER  
C A N A D A OF CHOICE **Canada**

**Marie-Christine Lambert**  
Diplomas or Certifications  
Advisor, Communication  
and Promotion

**C** 123-456-7890  
**T** 123-456-7890, ext. 1234  
**+** 1-800-567-0890  
**@** Marie-Christine.Lambert@telefilm.ca  
**>** telefilm.ca

360 St. Jacques Street, Suite 600, Montréal, Québec H2Y 1P5

**TELEFILM** PARTENAIRE  
C A N A D A DE CHOIX **Canada**

**Marie-Christine Lambert**  
Diplômes ou Certifications  
Conseillère, communication  
et promotion

**C** 123 456-7890  
**T** 123 456-7890, poste 1234  
**+** 1 800 567-0890  
**@** Marie-Christine.Lambert@telefilm.ca  
**>** telefilm.ca

360, rue Saint-Jacques, bureau 600, Montréal (Québec) H2Y 1P5

## ENVELOPES AND SHIPPING LABELS

### NO.10 ENVELOPE

Envelopes use the bilingual version of the main signature logo.

#### ENGLISH OR FRENCH FIRST?

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- English appears first or on the left when the office is located in another province or territory.

Source : <https://www.canada.ca/en/treasury-board-secretariat/services/values-ethics/official-languages/public-services/bilingual-offices-facilities.html>

**TELEFILM** **PARTNER** **PARTENAIRE**  
**C A N A D A** **OF** **DE**  
**CHOICE** **CHOIX**

Canada

1660 Hollis Street, Suite 401  
 Halifax, Nova Scotia B3J 1V7

**TELEFILM** **PARTNER** **PARTENAIRE**  
**C A N A D A** **OF** **DE**  
**CHOICE** **CHOIX**

Canada

1660 Hollis Street, Suite 401, Halifax, Nova Scotia B3J 1V7 > [telefilm.ca](http://telefilm.ca)

## LETTERHEADS

Letterheads are available on the intranet in Word format, and are pre-addressed for each Telefilm Canada office. Two types are available based on the usual printing methods – colour and black only.




March 29, 2021

Lorem Ipsum  
 Company  
 123 Something Street, Suite 123  
 City, Québec Z1Z 1Z1

Monsieur,

Nem incium aces doluptat vitis a vendae ommoluptatem consenisto velitae venis ditae volorum sequidus ea aut omnianto quatiat quiatias ent ant pos ressum eost, il ius.

Is digendi taeptam quam, a vollignisci cor reria volendandit, que se militae ducillo rprorempor aut eum di blaciatur, qui tem nobit laboratione nient lacepel entiorest, soluptate dolorep ellabo. Hendae pe dera quid modi accuptaeat importitum harcidus.

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Neque voleser ciatur,

*>Lorem Ipsum*

Lorem Ipsum

1660 Hollis Street, Suite 401, Halifax, Nova Scotia B3J 1W7 + 1-800-567-0890 F 902-426-4445 telefilm.ca

# OTHER DOCUMENTS



Canada

## ▶ EMPLOYEE BENEFITS

TELEFILM OFFERS ITS EMPLOYEES A HEALTHY AND STIMULATING WORK ENVIRONMENT SUPPORTED BY A LEADERSHIP MODEL THAT FOSTERS COMPETENCIES AND BEHAVIOURS IN LINE WITH ITS CORPORATE VALUES.

THIS DOCUMENT, AIMED AT CONTINUOUS SERVICE AND SPECIFIC TERM EMPLOYEES, OUTLINES THE RANGE OF BENEFITS OFFERED BY TELEFILM, ACCOUNTING FOR ABOUT 25% OF YOUR REMUNERATION.

### FEDERAL PUBLIC SERVICE PENSION PLAN (compulsory)

Due to the coordination of the Federal Public Service Pension Plan with the Canada Pension Plan (CPP) or Quebec Pension Plan (QPP), you contribute at two rates:

- 9,56% / \*8,68% of gross earnings up to an annual maximum of CPP /QPP
- 11,78% / \*10,18% on gross earnings once the annual maximum CPP/QPP is attained
- In the event you leave your job with:
  - less than 2 years of service, you are eligible for a refund of employee's contributions only
  - more than 2 years of service, three options are available to you

Contributions begin as of the date of hire  
\* Hires starting January 1<sup>st</sup>, 2013.

### LIFE INSURANCE

#### SUPPLEMENTARY DEATH BENEFIT (compulsory)

- 2 x annual salary
- Monthly premium based on salary - \$0.15 per \$1,000 of coverage

Coverage effective as of the date of hire

#### ADDITIONAL LIFE INSURANCE (optional)

May require a medical exam

- Basic Life Insurance (1 x annual salary)
- Supplementary Life Insurance (1 x annual salary)
- Accidental Death Insurance (max. 10 units x \$25,000)
- Dependents' Insurance

You must subscribe to Basic Life Insurance in order to have access to the three other kinds of coverage.

The monthly premium is based on member's age and salary.

Coverage effective as of the date the enrollment form is signed

### OTHER INSURANCE COVERAGE

#### LONG-TERM DISABILITY INSURANCE (compulsory)

70% of monthly salary after 13-week waiting period

- No short-term disability insurance; sick days are accumulated year after year and are to be used for this purpose
- Monthly premium based on salary

Coverage effective on the first day of the month following the date of hire

#### HEALTH INSURANCE/HOSPITALIZATION (compulsory)

Participation is compulsory if you are not already covered by another plan. Monthly premiums are based on level of hospitalization:

	LEVEL I (\$60/day*)	LEVEL II (\$140/day*)	LEVEL III (\$220/day*)
Individual	\$0	\$1.10	\$5.31
Family	\$0	\$3.53	\$10.34

\* Maximum per-day amount of reimbursement for a hospital stay

- Reimburses 80% for prescription drugs and other services such as massage therapist, psychologist, vision care, etc., up to the stated maximums. Certain treatments require a physician's prescription.
- Includes coverage for travel medical insurance during the first 40 days of a trip.

Coverage effective as of the month following the date the enrollment form is signed

#### DENTAL PLAN (compulsory)

- Premium fully paid by Telefilm
- Reimburses 90% of basic treatments: cleaning (once every nine months); x-rays, etc.
- Reimburses 50% of major treatments; requires pre-approval from insurer
- Individual or family coverage

Deductible: Individual / \$25 - Family / \$50

Coverage effective after three (3) months of continuous employment

### OTHER BENEFITS

#### VACATION

- Credits are granted in advance for the fiscal year from April 1 to March 31
- Credits are calculated on the basis of the incumbent's employment category

Employees are encouraged to take their annual vacation days before the end of the fiscal year. However, a maximum of five (5) days can be transferred to the following fiscal year.

#### OVERTIME

Overtime is remunerated. You can choose to have your overtime paid or to bank it up to a maximum of 35 hours per fiscal year.

Overtime does not apply to management positions.

#### SICK AND PERSONAL OBLIGATION LEAVES

Sick leave credits are accumulated monthly and cannot be converted into cash.

- Personal obligation days are granted in advance for the fiscal year from April 1 to March 31.
- Ten (10) sick leave days and five (5) personal leave days are granted annually.

At the end of the fiscal year, unused personal obligation days are added to your sick leave bank. These days therefore become your short-term disability bank.

#### SPECIAL LEAVE

Special leave days are granted for bereavement, moving, etc.

#### PAID STATUTORY HOLIDAYS

There are eleven (11) statutory holidays. Telefilm Canada offices are also closed between Christmas Day and New Year's Day.

### OTHER BENEFITS (cont.)

#### WORK SCHEDULE

- A work time arrangements program is offered to foster a work-life balance.

#### MATERNITY, PATERNITY, PARENTAL AND ADOPTION LEAVE (for continuous service employees only)

- You must have completed six (6) months of continuous service or a combination of uninterrupted specific term and continuous service to be eligible for the top-up allowance during a maternity, parental or adoption leave.
- You must have completed six (6) months of continuous service to be eligible for the top-up allowance during a paternity leave (Quebec only).

Top-up allowance: Telefilm will pay the difference between the gross amount of Employment Insurance benefits and 93% of gross earnings.

#### CONTINUOUS LEARNING

**Tuition fees** – Courses must be related to your work. Courses must be taken at a recognized post-secondary institution (university, college, Cégep).

To take advantage of this program, you must successfully complete the course. You will be bound to a retention clause for at least one year.

#### EMPLOYEE ASSISTANCE PROGRAM (EAP)

An Employee Assistance Program is offered through HealthCanada to employees and their immediate family members.

#### STAFFING

Vacant positions are posted internally – see staffing procedure in the intranet.

**HIRE Program** – you receive a \$1,000 bonus if Telefilm hires an applicant you referred to us.

#### PAY AND DIRECT DEPOSIT SERVICE

Two-week cycle beginning on a Thursday and ending on a Wednesday, in arrears.

You must provide a void cheque for direct deposit service.

## OTHER DOCUMENTS



### Program summary and eligible applicants

These guidelines are for the Canada Feature Film Fund ("CFFF") Development Program (the "Program"). The Program is for the development of eligible Canadian feature films and is intended for Canadian production companies involved in the production of feature films in Canada.

These guidelines provide direction regarding the Program's objectives, eligibility and evaluation criteria, and the terms and conditions of funding.

### Program intent and objectives

The Program reflects Telefilm Canada ("Telefilm")'s intent to maintain and strengthen its essential role as a funder of film productions.

The CFFF seeks to improve the performance of a greater number of feature films. The Program contributes to the achievement of this goal by providing funding support to companies that have successfully produced feature films.

The Program aims to provide eligible applicants with the flexibility they need by allowing them to propose an annual portfolio<sup>1</sup> of projects to Telefilm. As such, applicants are expected to take responsibility for their development activities, and to be measured on the basis of the cultural and commercial success they obtain.

To contribute to the achievement of the Program's objectives, Telefilm will seek to support Canadian feature films from various genres, budget sizes, production company types, regions across the country, and which feature different viewpoints such as those of women and new talent, as well as projects showcasing the cultural diversity of the country through the presence of Indigenous communities, linguistic minorities, etc.

## 1. Eligibility criteria for applicants and projects

### 1.1. General eligibility criteria for applicants

An applicant must meet all the following eligibility criteria:

- be a Canadian-controlled corporation, as determined under sections 26 to 28 of the Investment Canada Act;
- have its head office in Canada and carry out its activities in Canada;
- operate as a feature film production company.

1. A body of one or more development projects whereby each project encompasses one or more development phases.

## EMAIL SIGNATURES TELEFILM

### OFFICE LOCATED IN ANOTHER PROVINCE OR TERRITORY

**First name Last name**

Title, Department

Titre, Service

**T** 514-283-0000, ext. 0000

**C** 514-123-4567

**+** 1-800-345-0000

**TELEFILM** **PARTNER** **PARTENAIRE**  
**C A N A D A** **OF** **CHOICE** **DE** **CHOIX**

TELEFILM.CA    

### OFFICE LOCATED IN QUEBEC

**First name Last name**

Titre, Service

Title, Department

**T** 514 283-0000, poste 0000

**C** 514 123-4567

**+** 1 800 345-0000

**TELEFILM** **PARTENAIRE** **PARTNER**  
**C A N A D A** **DE** **CHOIX** **OF** **CHOICE**

TELEFILM.CA    

Telefilm Canada's identity is often conveyed through electronic communications. It is therefore essential to ensure the consistency of all employee signatures based on the parameters outlined here.

#### Font:

Arial 12 pt, lowercase, black

#### First name Last name:

Arial Bold 12 pt, lowercase, black

#### Phone number:

Dashes are positioned differently in English and French

**T, C and + symbols:** Arial Bold 12 pt, red (R 237 / G 28 / B 36)

**Bilingual signature:** 30 px high

### ENGLISH OR FRENCH FIRST?

In all cases, from greetings to institutional signatures, as well as memos and business cards, the sequence of languages is as follows:

- French appears first or on the left when the office is located in Quebec.
- English appears first or on the left when the office is located in another province or territory.

Source : <https://www.canada.ca/en/treasury-board-secretariat/services/values-ethics/official-languages/public-services/bilingual-offices-facilities.html>

## EMAIL SIGNATURES CMF

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Titre, Service

**T** 514-283-0000, ext. 0000

**C** 514-123-4567

**+** 1-800-345-0000

**TELEFILM** **PARTNER** **PARTENAIRE**  
**CANADA** **OF** **DE**  
**CHOICE** **CHOIX**



**CANADA**  
**MEDIA FUND**

**FONDS DES MÉDIAS**  
**DU CANADA**

**TELEFILM.CA**    

#### Font:

Arial 12 pt, lowercase, black

#### First name Last name:

Arial Bold 12 pt, lowercase, black

#### Phone number:

Dashes are positioned differently  
in English and French

**T, C and + symbols:** Arial Bold 12 pt,  
red (R 237 / G 28 / B 36)

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**TELEFILM** **PARTENAIRE** **PARTNER**  
**CANADA** **DE** **OF**  
**CHOIX** **CHOIX**



**FONDS DES MÉDIAS**  
**DU CANADA**

**CANADA**  
**MEDIA FUND**

**TELEFILM.CA**    

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Source : <https://www.canada.ca/en/treasury-board-secretariat/services/values-ethics/official-languages/public-services/bilingual-offices-facilities.html>



# **INTERNATIONAL** BRANDING

# **INTERNATIONAL** SIGNATURE LOGO

## INTERNATIONAL SIGNATURE LOGO

International signature logo presenting Telefilm as an institution.  
To be used in a corporate context.

**TELEFILM** **PARTNER**  
**C A N A D A** **OF ▶**  
**CHOICE**



## INTERNATIONAL SIGNATURE LOGO LANGUAGE VERSIONS

English version

**TELEFILM** PARTNER  
C A N A D A OF ►  
CHOICE

French version

**TELEFILM** PARTENAIRE  
C A N A D A DE ►  
CHOIX

Bilingual version  
(predominantly English  
communication)

**TELEFILM** PARTNER PARTENAIRE  
C A N A D A OF ► DE ►  
CHOICE CHOIX

Bilingual version  
(predominantly French  
communication)

**TELEFILM** PARTENAIRE PARTNER  
C A N A D A DE ► OF ►  
CHOIX CHOICE

# INTERNATIONAL SIGNATURE LOGO PERMISSIONS AND RESTRICTIONS

## OFFICIAL VERSION

In most cases, the main signature should be used on a white background.

However, when required by the medium, alternate versions are available.

Graphics-safe area



## Alternate versions



## RESTRICTIONS

Colours not included in guide



Component colours are different



Distortion



Reconstitution



Addition of elements



Low contrast or complex background



**POWERED BY**  
SIGNATURE LOGO

## POWERED BY SIGNATURE LOGO

To be used when Telefilm acts as the lead organizer of events or initiatives.



# POWERED BY SIGNATURE LOGO PERMISSIONS AND RESTRICTIONS

**OFFICIAL VERSION:** TO BE USED WHEN TELEFILM ACTS AS THE LEAD ORGANIZER OF EVENTS OR INITIATIVES.

In most cases, the “Powered by” signature should be used on a white background.

However, when required by the medium, alternate versions are available.

Graphics-safe area



Alternate versions



INTERNATIONALLY, ONLY RED IS USED.

## LANGUAGE VERSIONS

English version



French version



Bilingual version (predominantly English communication)



Bilingual version (predominantly French communication)





# RDV CANADA INTERNATIONAL SIGNATURE LOGO

As part of the RDV Canada identity, Telefilm Canada's international signature logo and the Canada wordmark must be used.

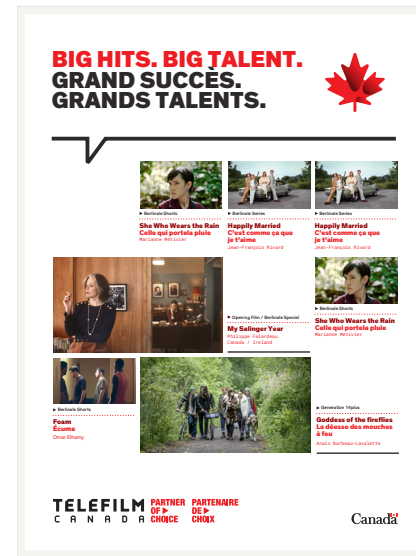


**ENGLISH OR FRENCH FIRST?**

In all cases, from greetings to institutional signatures, as well as memos and business cards, the sequence of languages is as follows:

- French appears first or on the left when the office is located in Quebec.
- English appears first or on the left when the office is located in another province or territory.

Source : <https://www.canada.ca/en/treasury-board-secretariat/services/values-ethics/official-languages/public-services/bilingual-offices-facilities.html>



# ART DIRECTION

LOGO



# ART DIRECTION

## COLOURS



## ART DIRECTION

### TYPOGRAPHY

#### **Theinhardt**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%^&\*()**

#### Roboto Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()

## ART DIRECTION

BILINGUAL SPEECH BUBBLE

**CANADA.**  
**PARTNER**  
**OF CHOICE.**  
**PARTENAIRE**  
**DE CHOIX.**



**CANADA.**  
**A WORLD**  
**OF TALENT.**  
**UN MONDE**  
**DE TALENT.**



## ART DIRECTION

UNILINGUAL SPEECH BUBBLE

**CANADA.  
THE TRUE  
NORTH.  
STRONG AND  
TALENTED.**



**THE SCREENS  
MAY BE  
SMALLER,  
BUT CANADA'S  
STILL GOING  
BIG ONLINE**



## ART DIRECTION

### PHOTO DIRECTION – FILMS



Fine-tune lighting to achieve a harmonious look

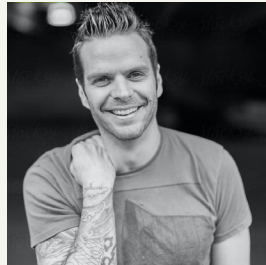
Do not add or apply filters to film images

16:9 aspect ratio

# ART DIRECTION

## PHOTO DIRECTION – PRODUCERS/DIRECTORS

Fine-tune lighting to achieve  
a harmonious look  
Black and white filter



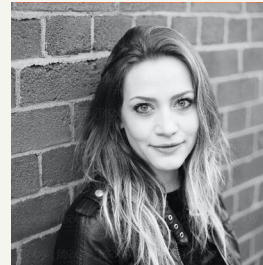
Amet Sollicitudin Vulputate

**David Doe**  
daviddoe@website.com



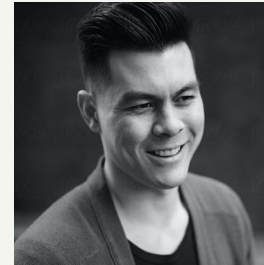
Mollis Risus

**Catherine Comeau**  
catherinecomeau@website.com



Mollis Risus

**Catherine Comeau**  
catherinecomeau@website.com



Amet Sollicitudin Vulputate

**David Doe**  
daviddoe@website.com



# ART DIRECTION

## GRAPHIC ELEMENTS



# ART DIRECTION

## GRAPHIC PATTERN



# ART DIRECTION

## SAMPLE ARTWORK

**CANADA.**   
**PARTNER**  
**OF CHOICE.**  
**PARTENAIRE**  
**DE CHOIX.**

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**RDVCANADA.CA**

**TELEFILM** PARTNER OF CHOICE PARTENAIRE DE CHOIX  
 C A N A D A



**CANADA.**  
**A WORLD**  
**OF TALENT.**  
**UN MONDE**  
**DE TALENT.**

---

 **RDV**  
**CANADA**  
**.CA**

**C**   
 **N**  
**RDV**  
**CANADA**  
**.CA**   
**A**   
   
**D**   
   
 **A**

**CANADA.**   
**A WORLD**  
**OF TALENT.**  
**UN MONDE**  
**DE TALENT.**

---

► **Directory of Canadian Producers**  
 Répertoire des producteurs canadiens Big

 David Doo doo@rdv.ca	 Catherine Cormier cormier@rdv.ca	 Kelly Ross ross@rdv.ca
 Kelly Ross ross@rdv.ca	 David Doo doo@rdv.ca	 Catherine Cormier cormier@rdv.ca

**TELEFILM** PARTNER OF CHOICE PARTENAIRE DE CHOIX  
 C A N A D A



# ART DIRECTION

## SAMPLE WEB BANNER



BIG BOX SIZE 1 - SEQUENCE 1



BIG BOX SIZE 1 - SEQUENCE 2



BIG BOX SIZE 1 - SEQUENCE 3

LEADERBOARD SIZE 1



LEADERBOARD SIZE 2



SEQUENCE 1

2

3

4

5

# ART DIRECTION

## GRAPHIC GRID

**BIG HITS. BIG TALENT.**  
**GRAND SUCCÈS.**  
**GRANDS TALENTS.**




	<p>► <b>Berlinale Shorts</b></p> <p><b>She Who Wears the Rain</b> Celle qui porteta pluie Marilène Hélicourt</p>	<p>► <b>Berlinale Series</b></p> <p><b>Happily Married</b> C'est comme ça que je t'aime Jean-François Rivard</p>
		<p>► <b>Berlinale Series</b></p> <p><b>Happily Married</b> C'est comme ça que je t'aime Jean-François Rivard</p>
		<p>► <b>Berlinale Shorts</b></p> <p><b>My Sallinger Year</b> Philippe Paquin Canada / Ireland</p>
		<p>► <b>Opening Film / Berlinale Special</b></p> <p><b>She Who Wears the Rain</b> Celle qui porteta pluie Marilène Hélicourt</p>
<p>► <b>Berlinale Shorts</b></p> <p><b>Foam</b> Écume Olivier Chénay</p>		<p>► <b>Generation 14plus</b></p> <p><b>Goddess of the fireflies</b> La déesse des mouches à feu Annie Barbeau-Lavalette</p>

**TELEFILM** PARTNER OF CHOICE PARTENAIRE DE CHOIX  
C A N A D A

Canada

**BIG HITS. BIG TALENT.**  
**GRAND SUCCÈS.**  
**GRANDS TALENTS.**



	<p>► <b>Berlinale Shorts</b></p> <p><b>She Who Wears the Rain</b> Celle qui porteta pluie Marilène Hélicourt</p>	<p>► <b>Berlinale Series</b></p> <p><b>Happily Married</b> C'est comme ça que je t'aime Jean-François Rivard</p>	<p>► <b>Berlinale Series</b></p> <p><b>Happily Married</b> C'est comme ça que je t'aime Jean-François Rivard</p>
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			<p>► <b>Opening Film / Berlinale Special</b></p> <p><b>She Who Wears the Rain</b> Celle qui porteta pluie Marilène Hélicourt</p>
<p>► <b>Berlinale Shorts</b></p> <p><b>Foam</b> Écume Olivier Chénay</p>			<p>► <b>Generation 14plus</b></p> <p><b>Goddess of the fireflies</b> La déesse des mouches à feu Annie Barbeau-Lavalette</p>

**TELEFILM** PARTNER OF CHOICE PARTENAIRE DE CHOIX  
C A N A D A

Canada

**CONTACT**

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Advisor, Communication and Promotion

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+ 1-800-567-0890

@Marie-Christine.Lambert@telefilm.ca

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