Welcoming & Inclusive Communities Campaign Kit

Campaign Guidelines

Welcoming & Inclusive Communities
Together we shine

Welcome

This Welcoming & Inclusive Communities Campaign Kit explains the proper implementation of the Welcoming & Inclusive Communities (WIC) brand and visual identity. It ensures that all visitors, residents and stakeholders immediately recognize the role of WIC in your community.

There are three phases within the Welcoming & Inclusive Communities Initiative. While the focus is always on embracing diversity, the strategy for messaging changes as you progress.

Note: the phases within the WIC Initiative are not mutually exclusive—you don't have to start at Phase 1. They were developed to be used in correlation to wherever your community is at in the process of embracing diversity.

Phase 1
Awareness and Intent
Increase awareness of the importance of diversity and the community's intent to become more inclusive.

Phase 2
Program Promotion
Increase participation by residents in the community's local WIC programs and events.

Phase 3
Celebrating Success
Reinforce positive behaviours by celebrating successes and increase awareness of WIC to encourage other municipalities to participate.

Your WIC Kit is intended to guide you through the template package. If any questions about the implementation of the WIC campaign arise within your community please send your inquiries to wic@auma.ca.

What you will find in the template package:

1. Logo Template
2. Logo Usage Guidelines
3. Poster and Newspaper Ad Template
4. Pledge Board Template
5. Rink Board Template
6. Radio Commercial
7. Fest of All Templates
8. Suggested Application: T-shirts
9. "How To" Guide

Logo

Here is the preferred version of the logo. You will find the logo within the WIC Campaign Kit, available for customization by your community.
Please note: you will have to add the name of your community directly into the file.

<Town Name>
A Welcoming & Inclusive Community
Together we shine

In situations when the preferred version of the logo does not fit in the space, a vertical version of the logo can be used.

<Town Name>
A Welcoming & Inclusive Community
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Colours

The consistent use of colour is an integral part of the WIC brand. Please make sure you are using the proper colours by following the CMYK four-colour process.

Please use the table below to achieve accurate colour matching for the four-colour process:

Dark Grey
C-0%, M-0%, Y-0%, K-80%

Dark Orange
C-0%, M-80%, Y-95%, K-0%

Light Green
C-21%, M-17%, Y-96%, K-4%

Light Orange
C-0%, M-61%, Y-100%, K-0%

Light Blue
C-45%, M-10%, Y-0%, K-0%

Typeface

The official typeface of WIC is Helvetica. If Helvetica is unavailable, please use Arial.

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

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Helvetica Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Acceptable and Unacceptable Use of the Logo and Tagline

For best presentation and audience recognition, please ensure that proper spacing is adhered to when applying the logo and tagline.

1. Do not stretch the logo.

<Town Name>
A Welcoming & Inclusive Community
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2. Do not rotate the logo to appear on an angle.

<Town Name>
A Welcoming & Inclusive Community
Together we shine

3. The logo cannot appear on a patterned background.

<Town Name>
A Welcoming & Inclusive Community
Together we shine

4. Do not place the logo on a photographic background with insufficient contrast.

<Town Name>
A Welcoming & Inclusive Community
Together we shine

Ad & Poster Template

Here are examples of a WIC print ad and poster to promote events in your community. Please make sure you add the name of your community within the WIC logo and add your community's logo as well. The WIC logo should always appear after the logo of your community.

Adequate space is provided for you to add copy (text) specific to the event you are hosting, however, do not add a photo to the template. It will change the ad/poster's effectiveness and power in attracting an audience.

Instructions on how to customize the ads and posters with your community's name and messaging are outlined on page 10.

Phase 1
Focus on embracing diversity and sharing the message within your community

Phase 2
Focus on programs working to bring the community together

Phase 3
Focus on the successes you and your community have achieved

Templates for the ads and posters can be found in the WIC Campaign Kit on the disc entitled "WIC Campaign–Print Files".
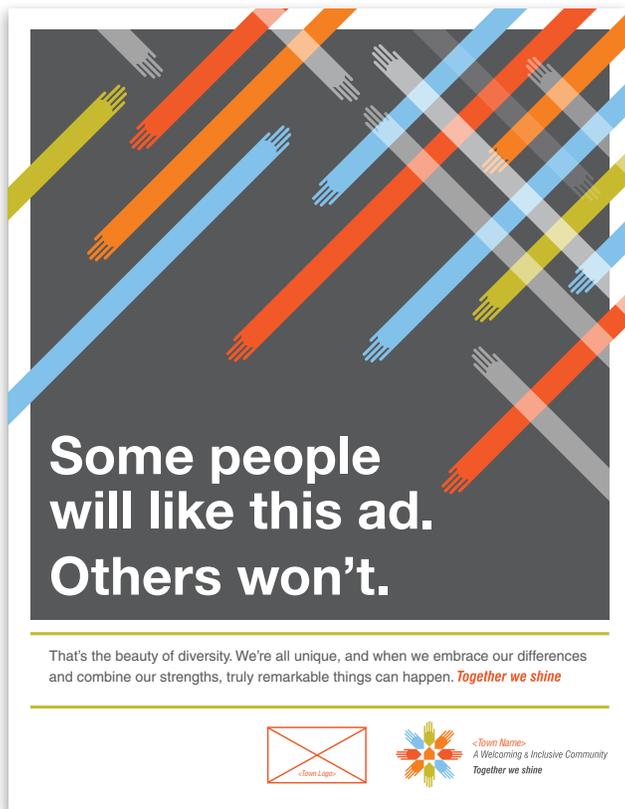
Poster (8.5" x 11")

Full Page Newspaper Ad

Half Page Newspaper Ad

Pledge Board

The Pledge Board is a great way to get members of your community actively thinking about and committing to being welcoming and inclusive. The intent of the pledge is for the people of your community to read and sign the Pledge Board. Once that is done, a photo should be taken of the signee in front of the board.

Place the Pledge Board at community events, your town hall, arena or any other place in that community that sees a high volume of foot traffic.

A great way of sharing the photos you take of the people who sign the pledge is posting on your community's social media outlets. (e.g. Facebook and Twitter).

A two-sided Pledge Board, featuring a pledge on both sides, is included in your WIC kit.

Phase 1
First pledge focuses on intent of the community to become more welcoming and inclusive

Phase 2
Second pledge focuses on becoming active in the community's programs that promote diversity

Phase 3
No pledge here

I believe in Alberta and its people.

We aren't the same. Our differences make our home unique, vibrant and strong.

I pledge to embrace diversity and do my part to make Alberta a welcoming and inclusive place to live and visit.

Signed _____

Welcoming & Inclusive Communities
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Pledge Board

Rink Board Template

The hockey arena has always been a hub of activity in Alberta communities. As a place where residents of all cultures gather, the rink is an ideal location to remind the community that WIC is active in their hometown.

The WIC rink board acts as a source of pride for your community by declaring it: "A Welcoming and Inclusive Community." What's more, the simplicity of the rink board's message makes it effective across all three phases of the campaign.

Speak to your local arena to learn how to purchase space and produce a rink board. A template for the rink board can be found in the WIC Campaign Kit on the disc entitled "WIC Campaign–Print Files".

<Town Name>
A Welcoming & Inclusive Community
Together we shine

Rink Board

Radio Commercial

Radio is a great addition to any advertising campaign. It's a simple and affordable way to spread the message of diversity to a targeted local market. Included in your WIC Campaign Kit are two versions of a pre-recorded 30-second radio commercial and the accompanying script.

Version one of the radio commercial is signed off as follows:

"A message from your community and Alberta's Welcoming and Inclusive Communities Initiative."

In version two, a 4-second window has been left at the tail end of the spot to allow your local radio station to personalize it with your town/city name. As you are booking airtime, simply notify the station that you would like them to record the tag, and provide them with the audio file and script.

Version two of the radio commercial should be signed off as follows:

"A message from <insert town/city name here> and Alberta's Welcoming and Inclusive Communities Initiative."

IMPORTANT: Radio Airtime Restrictions

For legal reasons surrounding the voice talent's contract, this radio spot may only be aired for a period of 13 weeks. These weeks are defined as consecutive weeks. Your community is not obligated to air the commercial for the entire time, but any airing within the 13 weeks, commencing from the first airdate, is covered. If you wish to air the radio spot for a longer period or wish to air it again in a following year, you will be required to pay a mandatory voice talent royalty fee to renew usage for another 13-week period. Please contact AUMA and we will coordinate this on your behalf.

The audio file and script can be found in the WIC Campaign Kit on the disc entitled "WIC Campaign–Radio Spots".

Fest of All

While the WIC campaign will go a long way to increase awareness of the importance of inclusiveness, nothing does more to shift attitudes about diversity than real world experiences with it.

That's where the *Fest of All* comes in. The [your community's name] *Fest of All* is a festival that communities can host to celebrate diversity in all its forms. People of various cultures, sexual orientations and abilities are invited to showcase their unique talents (e.g. food, performance, etc.), while community residents are encouraged to join in and partake in the festivities.

Understandably, not every community has the resources to organize a full-blown, community-wide festival. There are three possible ways of implementing such an event:

1. Host a stand-alone event that celebrates diversity
2. Add a diversity component to a pre-existing community event
3. Support smaller-scale events at pre-existing celebrations of diversity such as National Aboriginal Day or the International Day for the Elimination of Racial Discrimination

Templates for a promotional poster and ad are included in the WIC Campaign Kit on the disc entitled "WIC Campaign–Print Files".

If you have questions about hosting a *Fest of All*, send your inquiries to wic@auma.ca.

A festival that's all about you.
And her. Him, too.
Not to mention everyone else.

Join the *Fest of All* – a celebration of all the people who make our community a diverse, vibrant place to live. Everyone's invited. After all, that's the whole point.

<Town Logo>

<Town Name>
A Welcoming & Inclusive Community
Together we shine
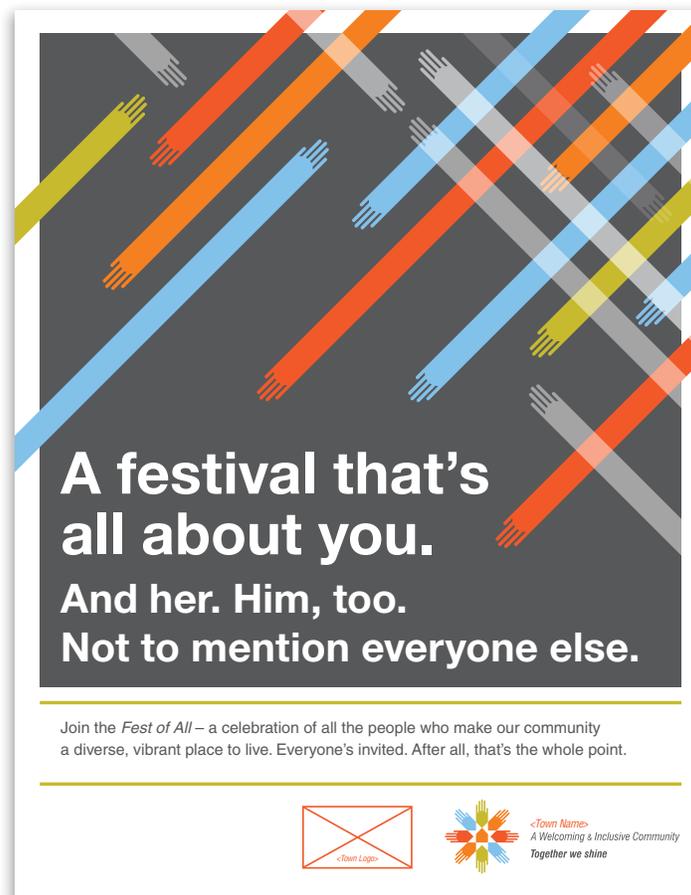
Fest of All Poster

Suggested Application: T-Shirt

An easy way for you to spread the positive benefit of diversity within your community is to create the following t-shirt. When worn by residents of your community, you are effectively creating brand ambassadors who will champion the message of inclusivity just by walking around town.

A template for the T-shirt design can be found in the WIC Campaign Kit on the disc entitled "WIC Campaign–Print Files".

Front

Back

How to customize WIC Adobe InDesign® Templates

Below is a quick guide to customizing the
WIC InDesign templates found in your Welcoming
& Inclusive Communities Campaign Kit. If you have
any questions please contact wic@auma.ca.

Layers

Each file will have 2 layers:

1. Working Layer – This layer features customizable fields in which type can be changed.
2. Non-Editable Layer – This layer will remain locked. It includes layout elements that will remain the same on all templates. Do not change or unlock this layer.

If it is not on the screen it can be accessed through the Window menu at the top of the screen.
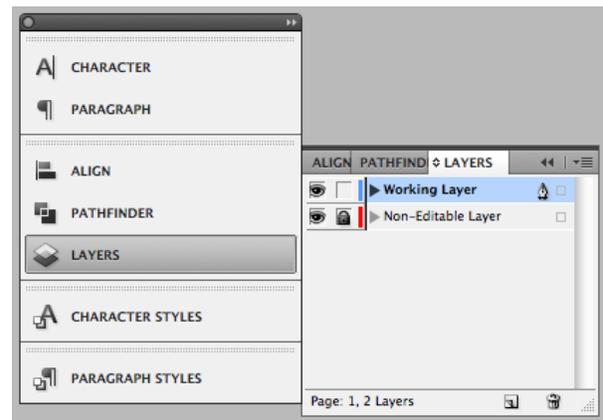
Type Tool

All the type on the working layer is set in the correct typeface. Format will not need to be changed.
(Please ensure that Helvetica is installed on your computer)

All information that needs to be changed will be contained within the (< >) brackets. (e.g. <Town Name>)

To change type in InDesign, first choose the type tool from the toolbar. (the "T" icon)

With the type tool chosen, click the text box you wish to edit and highlight the information that needs to be changed. Make sure to remove the brackets (< >) from around the word.

Ensure that all information contained in brackets is changed in the ad, including the Town Name on the WIC logo.

Municipality Logos

Your municipality's logo should be inserted into the newspaper ad or poster to the left of the WIC logo in the space provided. (Marked by an orange box.) This box is a non-printing object and will not show up once printed. Place your logo within the confines of the box to maintain the brand standards and layout guidelines.

The Newspaper Ad and Poster Template Folder will include a sub folder called Links. Please save your CMYK high resolution logo in either a TIFF or JPEG format in this folder.
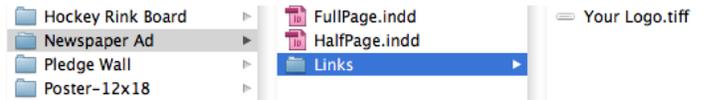
Once the logo has been saved in the Links sub folder, you will need to place the logo into the InDesign file. This is done by choosing File > Place from the top menu. This will bring up a Window that allows you to choose your file. Go to the Links sub folder and choose your municipalities logo and click Open. This will bring you back to the file and place your logo. Resize the logo and place it within the confines of the box given.

Saving

Save the InDesign file by choosing File > Save in the top menu. If you wish to save different versions, choose File > Save As from the top Menu. This will bring up a window. Rename your file at the top of the window. Leave the file extension .indd after the name and choose Save. Make sure the file is saved in the same folder as the original, so the linked images still work.
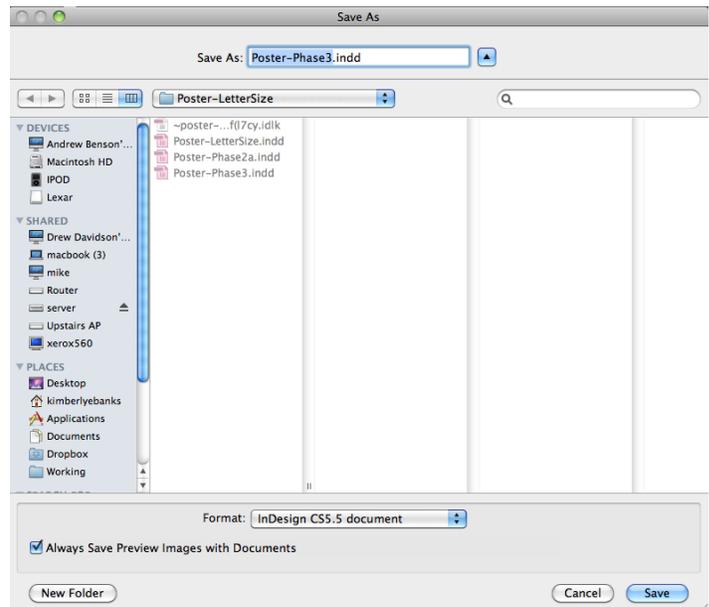
Exporting to PDF

When sending the file to print, export to PDF.
This is done by choosing File > Export from the top
menu. This will bring up a window with PDF Options.
Follow these instructions to export a Print Ready PDF.

1. Choose where you'd like to save your PDF. It is
   recommended the file is saved in the same folder as
   your other files.

2. Once you choose your save destination a new window
   will pop up. These are your PDF Saving options.
   Choose "[Press Quality]" from the top drop down
   menu

3. From the sidebar choose "Marks and Bleeds" and
   click on "Crop Marks", "Page Information", and "Use
   Document Bleed Settings". Change the Offset number
   to say "0.25 in".

4. Click Export at the bottom of the window. The PDF file
   created should be ready to be sent for print.
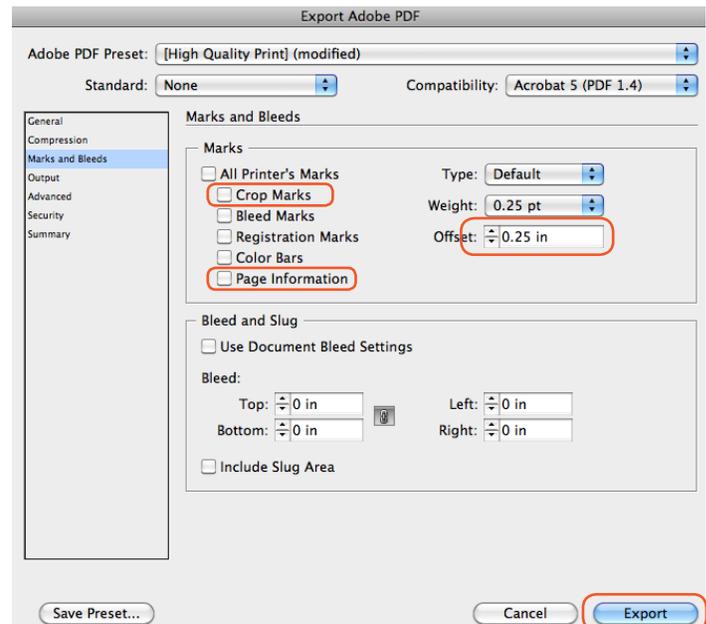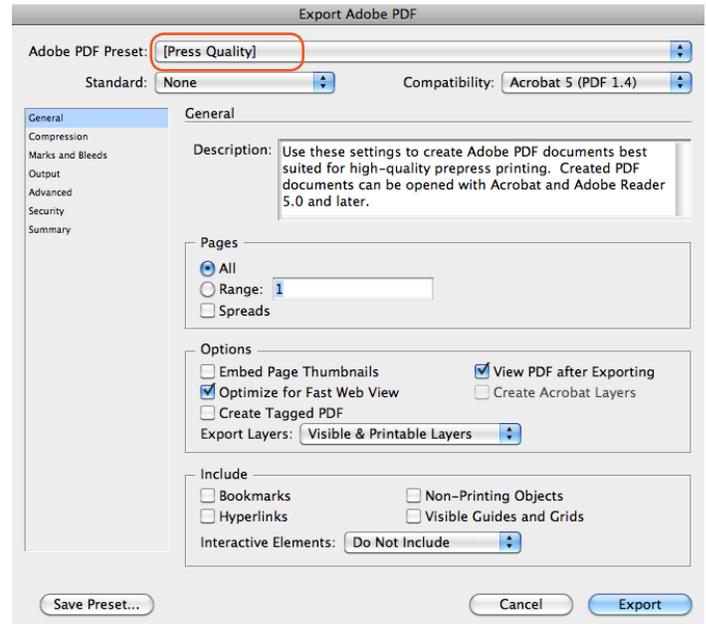
Closing

Thank you for embracing diversity in your community. Please feel free to share your progress. The road to diversity is a process that allows all involved the ability to see the true potential of working together and accepting each other's differences. Share your photos with us and any important discoveries along the way, we appreciate it all.

Contact

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Website: **www.auma.ca**
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