Home page

Justification for the use of the Wordmark

If the findings from the user testing shows that we should use the Wordmark instead of the GoC signature, we could try to sale the idea to the FIP team around the rules that are applied for Visual acknowledgement for contributions or partnering taken in the FIP manual.

In the section of Visual acknowledgement, the FIP manual states that:
The Canada wordmark is the preferred option...
... The wordmark is also highly recognized by the Canadian public as a symbol of the Government of Canada.

The FIP manual also states that:
...a text credit is recommended when the government is the sole contributor or where the symbol would otherwise be displayed by itself.

Therefore, the Wordmark is displayed in the mock-up, with a text credit in the same way that the FIP manual proposes it.
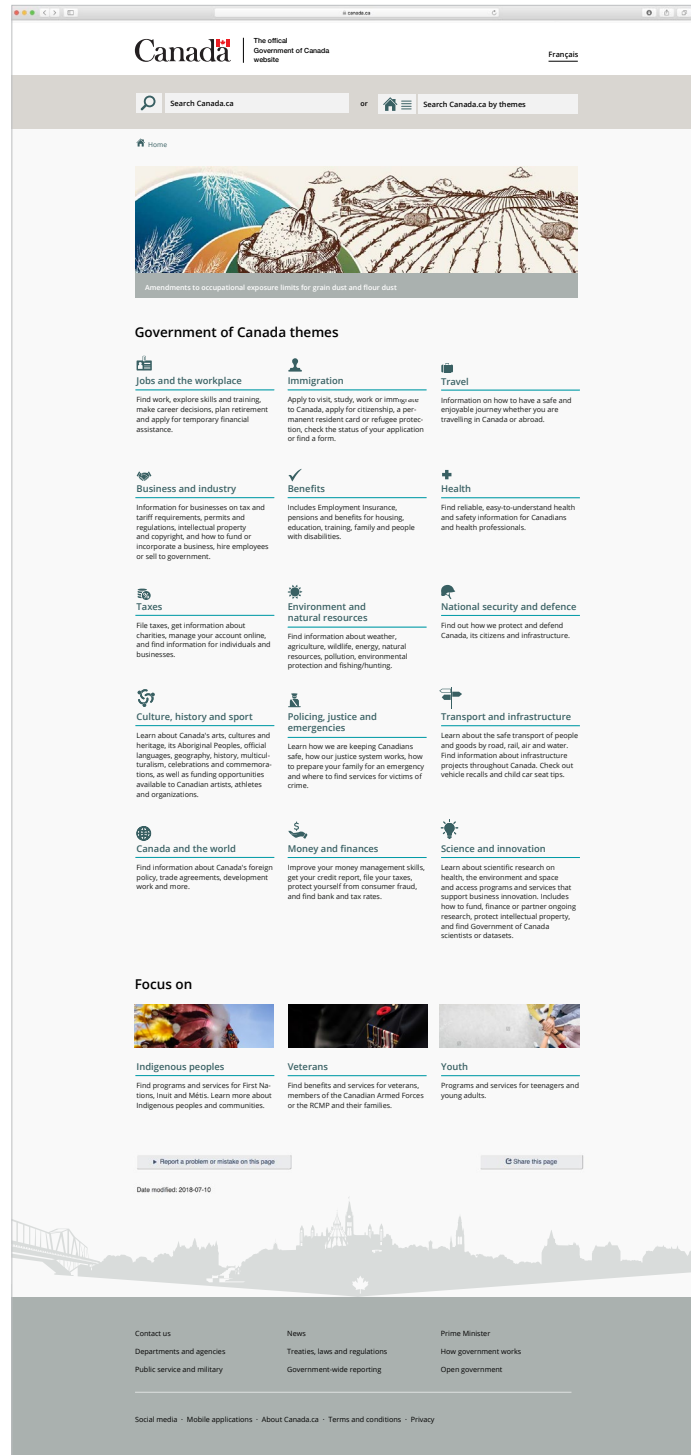
Reference:
Visual acknowledgement for contributions or partnering arrangements
https://www.canada.ca/en/treasury-board-secretariat/services/government-communications/federal-identity-program.html#toc4

Space to accomodate **individual branding** (Examples on page 2)
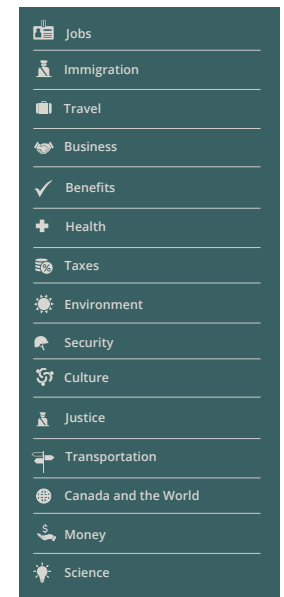
Typography : Open Sans
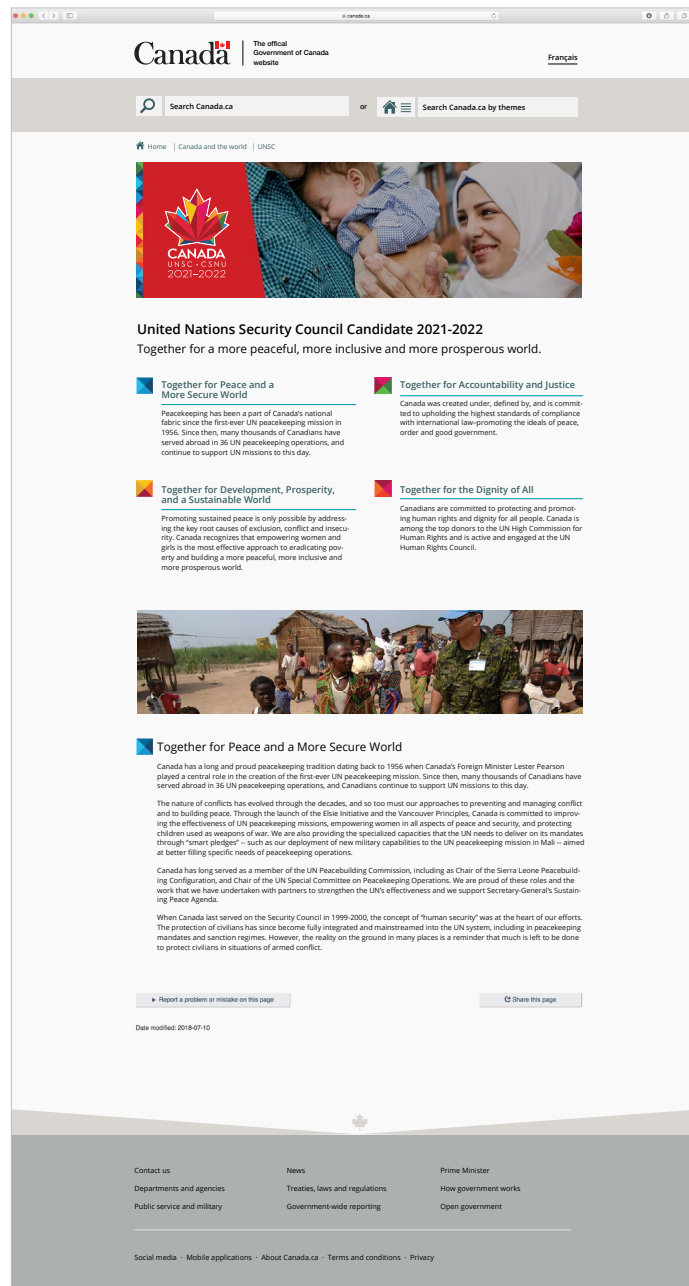
Colour pallet:

Enough space to accomodate multiple languages

New top navigation

Two options to navigate
1- Global Search
2- Dropdown menu with all the themes

Browser mock-up content

Canada | The official Government of Canada website | Français

Search Canada.ca | or | Search Canada.ca by themes

Home

Amendments to occupational exposure limits for grain dust and flour dust

Government of Canada themes

Jobs and the workplace
Find work, explore skills and training, make career decisions, plan retirement and apply for temporary financial assistance.

Immigration
Apply to visit, study, work or immigrate to Canada, apply for citizenship, a permanent resident card or refugee protection, check the status of your application or find a form.

Travel
Information on how to have a safe and enjoyable journey whether you are travelling in Canada or abroad.

Business and industry
Information for businesses on tax and tariff requirements, permits and regulations, intellectual property and copyright, and how to fund or incorporate a business, hire employees or sell to government.

Benefits
Includes Employment Insurance, pensions and benefits for housing, education, training, family and people with disabilities.

Health
Find reliable, easy-to-understand health and safety information for Canadians and health professionals.

Taxes
File taxes, get information about charities, manage your account online, and find information for individuals and businesses.

Environment and natural resources
Find information about weather, agriculture, wildlife, energy, natural resources, pollution, environmental protection and fishing/hunting.

National security and defence
Find out how we protect and defend Canada, its citizens and infrastructure.

Culture, history and sport
Learn about Canada's arts, cultures and heritage, its Aboriginal Peoples, official languages, geography, history, multiculturalism, celebrations and commemorations, as well as funding opportunities available to Canadian artists, athletes and organizations.

Policing, justice and emergencies
Learn how we are keeping Canadians safe, how our justice system works, how to prepare your family for an emergency and where to find services for victims of crime.

Transport and infrastructure
Learn about the safe transport of people and goods by road, rail, air and water. Find information about infrastructure projects throughout Canada. Check out vehicle recalls and child car seat tips.

Canada and the world
Find information about Canada's foreign policy, trade agreements, development work and more.

Money and finances
Improve your money management skills, get your credit report, file your taxes, protect yourself from consumer fraud, and find bank and tax rates.

Science and innovation
Learn about scientific research on health, the environment and space and access programs and services that support business innovation. Includes how to fund, finance or partner ongoing research, protect intellectual property, and find Government of Canada scientists or datasets.

Focus on

Indigenous peoples
Find programs and services for First Nations, Inuit and Métis. Learn more about Indigenous peoples and communities.

Veterans
Find benefits and services for veterans, members of the Canadian Armed Forces or the RCMP and their families.

Youth
Programs and services for teenagers and young adults.

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Theme navigation menu

- Jobs
- Immigration
- Travel
- Business
- Benefits
- Health
- Taxes
- Environment
- Security
- Culture
- Justice
- Transportation
- Canada and the World
- Money
- Science

Destination page with program or campaign branding

Space to accomodate individual branding →

Simplified footer →