

6.8 Government Brand Policy

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 brand in all communications applications, in all media, are best served by maintaining a singular, professional identity, and that Communications Nova Scotia is accountable for the same in the form of a Government Brand Policy (GBP).

Definitions

BRAND

A brand is an organization's reputation and the emotions associated with that reputation. Brands are built by corporate behaviour, language, and visual communications intentionally developed to influence public perception positively. Strong brands are clear, consistent and easily identifiable. For example, client-focused language and consistently professional behaviour are important features of the Nova Scotia government's brand.

VISUAL IDENTITY

A visual identity is an important part of a well-developed brand. It consists of the visual elements an organization consistently uses and how these visual elements are applied in different media. Visual elements may include a logo, typography, photos, textures, patterns and colour palette, to name a few. How these visual elements are applied to an organization's website, brochures, signage, and promotions also influences the way an audience perceives an organization.

LOGO

A logo is part of a comprehensive visual identity. It is a graphic mark, emblem, or symbol used by an organization to aid and promote instant recognition. Logos are either purely graphic (symbols/icons) or are composed using the name of the organization (a logotype or wordmark).

COMMUNICATIONS APPLICATIONS

All things done by, or associated with, the organization in the distribution of information, including, but not limited to print, digital, video, photography, signage, etc.

Policy Objectives

- To ensure that Nova Scotians recognize communications from their government, through the use of the corporate brand and singular identity for all departments of the provincial government.
- To ensure that a consistent and professional corporate brand is used in all communications applications, in all media.
- To maintain a consistent, professional and economical corporate brand presence for the government of Nova Scotia, making it easier for citizens to get the information they need, in a voice they can understand and trust.

Application

This policy applies to all government departments and offices. Communications Nova Scotia (CNS) will ensure application of this policy as government's legislated, central communications agency.

Policy Directives

- All government departments and offices must work with Communications Nova Scotia to deliver communications products and services.
- All communications applications for government departments and offices must comply with the corporate brand, or otherwise receive an exemption through the established exemption process, managed by CNS (see the CNS intranet site for more information on the process). Where appropriate rationale is unavailable/unsupported, competing visual identities and logos will be eliminated, allowing our audience to recognize a message from their government.

Accountability

COMMUNICATIONS NOVA SCOTIA

Communications Nova Scotia is responsible for

- developing and publishing brand guidelines to support the policy
- ensuring that the graphic treatment and additional brand elements remain current
- applying the brand guidelines in all communications applications, in all media
- developing and publishing an exemption process in support of the policy
- communicating the policy and guidelines to all users

DEPUTY MINISTERS

All deputy ministers are responsible for

- informing their staff of this policy and guidelines
- ensuring conformity to the policy and guidelines within their department/office

GOVERNMENT DEPARTMENTS AND OFFICES

Government departments and offices will

- Utilize Communications Nova Scotia to deliver all government communications products and services
- Ensure the exemption process is followed for the use of any unique logos (see the CNS intranet site for more information on the process)

Monitoring

Communications Nova Scotia will

- monitor and assess all communications, for all media, on which the government's brand is to be applied. This includes, but is not limited to, digital applications, publications, signage, apparel, etc.
- advise departments and offices of non-compliance with this policy and supporting guidelines, and, where necessary (and in consultation with departmental officials), make adjustments to bring the products into compliance

References

Public Service Act

Corporate Administrative Policy Manuals, Manual 300 - Common Services

6.1 Communications Policy/Protocol

6.4 Advertising Policy

6.6 Internet Content Policy

6.9 Social Media Policy

Nova Scotia Government Brand Guide (see the CNS intranet site)

Government Logo Exemption Process (see the CNS intranet site)

Enquiries

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