

# CEDEC BRAND HANDBOOK

CEDEC: A TRUSTED LEADER  
OF INNOVATIVE COLLABORATION AMONG THE PUBLIC,  
PRIVATE AND CIVIL SOCIETY SECTORS

[WWW.CEDEC.CA](http://WWW.CEDEC.CA)



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# 1 WHO IS CEDEC

# W H O I S C E D E C

CEDEC stands for **Community Economic Development and Employability Corporation**.

CEDEC is a registered non-profit and is funded primarily by the Enabling Fund for Official Language Minority Communities and by the Government of Canada.

In some instances you will need to use the article 'the' in front of the acronym 'CEDEC', and in some cases you won't. Usually, this will happen when you are using CEDEC's full name or if the acronym precedes a noun.

For example:

*CEDEC helps communities achieve lasting economic success by identifying and leveraging their strongest opportunities for growth and investment.*

*For more information, please call CEDEC at 1-888-641-9912.*

*The objectives of **the** Community Economic Development and Employability Corporation are to create jobs, upskill and place workers, increase wages and revenues, build and grow businesses, and increase investments.*

***The** CEDEC Board of Directors meets on the first Thursday of each month.*

## ACCEPTABLE VERSIONS OF CEDEC'S LOGO

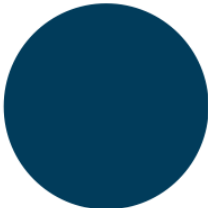






***CEDEC's logo should never be modified in any way (e.g., change of colour other than those specified, stretched, etc.). If you need help inserting CEDEC's logo into a document or presentation, please reach out to Communications & Marketing.***



# WHO IS CEDEC

There are five colours that make up CEDEC’s brand in print and online:

				
HEX CODE #013C5B	HEX CODE #D6D754	HEX CODE #425E88	HEX CODE #D3D3D3	HEX CODE #F6F6F6
CMYK: 100 74 40 32	CMYK: 19 5 82 0	CMYK: 82 64 25 7	CMYK: 16 12 13 0	CMYK: 2 2 2 0
RGB: 1 60 91	RGB: 214 215 84	RGB: 66 94 136	RGB: 211 211 211	RGB: 246 246 246

These colours should never be modified to something “close enough.” If you need help designing something with CEDEC's brand colours, please reach out to Communications & Marketing.

WHO IS CEDEC

# AS A LEADER IN COLLABORATIVE ECONOMIC DEVELOPMENT, CEDEC:



Convenes, brokers, facilitates, and coordinates multisector collaborations and partnerships.



Identifies and assesses community assets, advantages, and opportunities for economic development.



Conducts community-relevant economic research and analysis.



Enables results tracking and measurement.

**In these ways and more, CEDEC helps build and scale up forward-looking businesses; grows local, regional, national and global trade; upskills workers; creates jobs; and boosts PPCS investment in viable ventures.**



## WHAT SETS CEDEC APART

# WHAT SETS CEDEC APART

CEDEC helps communities **achieve lasting economic success** by identifying and leveraging their strongest opportunities for growth and investment.

We create **public-private-civil society (PPCS) partnerships** that harness combined resources and expertise, foster innovation and creativity, and drive economic development.

We provide coordinated, integrated **leadership** of initiatives and contribute actively at all stages to their achievement, from idea to results.

CEDEC's objectives are to help create jobs; upskill and place workers; increase wages and revenues; build and grow businesses; and increase investments.



# 3 CEDEC IS SOCIAL



# CEDEC IS SOCIAL

CEDEC is very active on our three social media platforms: [Twitter](#), [LinkedIn](#) and [Facebook](#).

We also have [YouTube](#) and [Vimeo](#) channels to visually showcase our collaborative economic development projects and to highlight the innovative players in the economic development sphere.

Additionally, our website includes a Multimedia page where you'll find links to videos and our soon-to-be-launched podcast series.

We are equally eager to share your organization's news and are always on the lookout for partners and opportunities to explore and promote. Reach out to CEDEC's Communications & Marketing team to find out how we can work together:

Catarina Silva, Senior Director  
Communications & Marketing  
[catarina.silva@cedec.ca](mailto:catarina.silva@cedec.ca)



## FIND CEDEC ONLINE





# SHARING OUR SUCCESS STORIES WITH THE WORLD

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CEDEC is very proud of our team, the work we do, the results we've achieved, and the impact we've made, and will continue to make, on new opportunities.

Our website showcases some superb examples of CEDEC's innovative public-private-civil society collaborations as web pages, downloadable files, and in video format.

We encourage you to visit, explore and share!

If you'd like to know more about our work or explore partnership options, please reach out to our Communications & Marketing team.



**Growth from the Ground Up:  
Driving Economic  
Sustainability with Agri-food  
in Sutton**



**Leveraging the Power of  
Women to Rebuild Canada's  
Economy**



**Earn While You Learn :  
Sutton**

# SHARING OUR SUCCESS STORIES WITH THE WORLD

## TESTIMONIALS



Our tripartite partnership with CEDEC, the school board, and the provincial government, has remained strong during the COVID-19 crisis due to our consistent communication and the solid relationship we've developed over the last year. This relationship enabled us to get through the pandemic with our feet on the ground while planning ahead for the start of Phase II in June 2020.

- Véronique Dumont  
HR Coordinator, Mont SUTTON



Our mosaic of initiatives is now integrated and coordinated, and we have broken down silos in our community. While we all have our individual responsibilities, we are all delivering value together.

- Jeremy Fontana, President of the  
Corporation de développement économique  
de Sutton (CDES)





# CO-BRANDING & PROMOTIONS



# CO-BRANDING

CEDEC frequently partners on events, projects, and communication materials with organisations from the public, private, and civil society sectors. It is important that you follow the brand guidelines in this handbook; it will make your job easier and ensure that our brand is properly showcased.

Similarly, since CEDEC is funded by the Enabling Fund for Official Language Minority Communities and the Government of Canada, we are obligated to recognize their contributions on many of our external facing print and online communications by including an approved version of the Canada logo and funding acknowledgement text.

In both of the cases above it is important to verify the proper usage of logos, brand fonts and colours, and/or acknowledgements with Communications & Marketing and to obtain explicit permission to use our brand elements.

We can also provide customized social media kits for events and/or projects that are being cross-promoted with partners. For inquiries, email Catarina Silva, Senior Director, Communications & Marketing at [catarina.silva@cedec.ca](mailto:catarina.silva@cedec.ca)



# C O N T A C T

## COMMUNICATIONS & MARKETING

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